

13 April, 2021

12% PAKISTANIS SAID THAT IN THE LAST 7 DAYS THEY SWITCHED TO LESS PREFERRED OR LOW-PRICED FOOD ITEMS TO FULFIL BASIC HOUSEHOLD NEEDS;
21% ASKED A FRIEND OR RELATIVE TO HELP OUT FINANCIALLY:

GALLUP & GILANI PAKISTAN

In the last 7 days, have you used any of the following ways to fulfill the basic requirements of your household?

(This is a multiple response question)





Special Press Release
Economy
General

12% Pakistanis said that in the last 7 days they switched to less preferred or low-priced food items to fulfil basic household needs; 21% asked a friend or relative to help out financially: Gallup & Gilani Pakistan

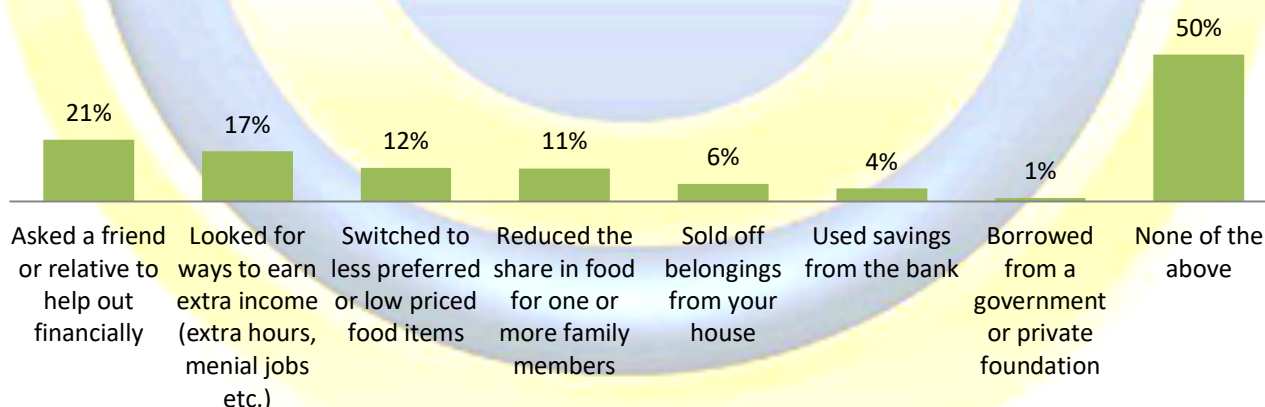
(Islamabad), April 13, 2021

According to a survey conducted by Gallup & Gilani Pakistan, 12% said they switched to less preferred or low-priced food items.

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “*In the last 7 days, have you used any of the following ways to fulfill the basic requirements of your household??*” In response to this question, 17% said they looked for ways to earn extra income (extra hours, menial jobs etc.), 11% said that they reduced the share in food for one or more family members, 12% said they switched to less preferred or low priced food items, 4% said they used savings from the bank, 6% said they sold off belongings from their house, 21% asked a friend or relative to help out financially, 1% borrowed from a government or private foundation while 50% said ‘none of the above’

Question: “In the last 7 days, have you used any of the following ways to fulfill the basic requirements of your household?”

All Pakistan



Source: Gallup & Gilani Pakistan
 (www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1,590 men and women in urban and rural areas of all four provinces of the country, during December 24, 2020 – January 15, 2021. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was phone interviews. Respondents hailed from over 100 districts of Pakistan.



*Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup*

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(2 Pages, English version Only)



Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

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Daily Gilani Poll
2021



of Gallup Pakistan
(1980-2021)