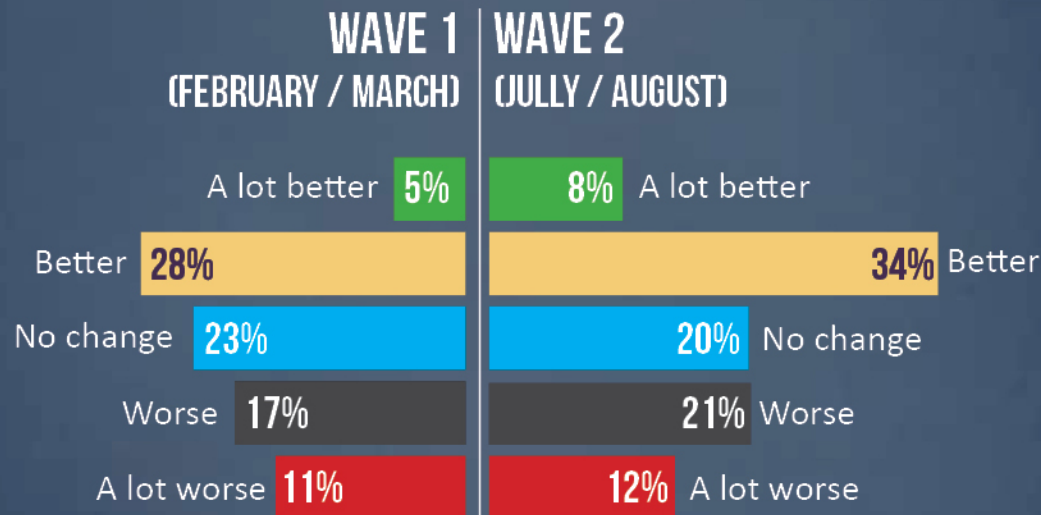


24 August, 2021

21% PAKISTANIS EXPECT THEIR HOUSEHOLD'S FINANCIAL SITUATION TO WORSEN IN THE FUTURE (DUN&BRADSTREET AND GALLUP PAKISTAN CONSUMER CONFIDENCE INDEX)

21% پاکستانیوں کے مطابق مستقبل میں اُن کے گھرانے کے مالی حالات مزید بدتر ہونگے

What do you expect your household's financial situation to be in next 6 months?





Opinion Poll

CONSUMER CONFIDENCE INDEX

Economy

21 % Pakistanis expect their household's financial situation to worsen in the future (Dun&Bradstreet and Gallup Pakistan Consumer Confidence Index)

Islamabad, 24th August, 2021

According to Dun&Bradstreet and Gallup Pakistan Consumer Confidence Index, 21% Pakistanis expect their household's financial situation to worsen in the next 6 months.

The Consumer Confidence Index (CCI) is a reflection of current sentiments and future outlook as seen through the eyes of consumers across Pakistan. The CCI score is an indicator of consumer optimism/pessimism about the economy, as well as their own financial situation. Consumer Confidence Index is a leading indicator of the economic health and social well-being.

A nationally representative sample of adult men and women from across the four provinces was asked the following question, "What do you expect your household's financial situation to be in next 6 months?" In response to this question, 8% said it will be a lot better, 34% said better, 20% said no change, 21% said worse while 12% said a lot worse.

Question: "What do you expect your household's financial situation to be in next 6 months?"

Optimists: 33% / Pessimists: 28% / Neutrals: 23%

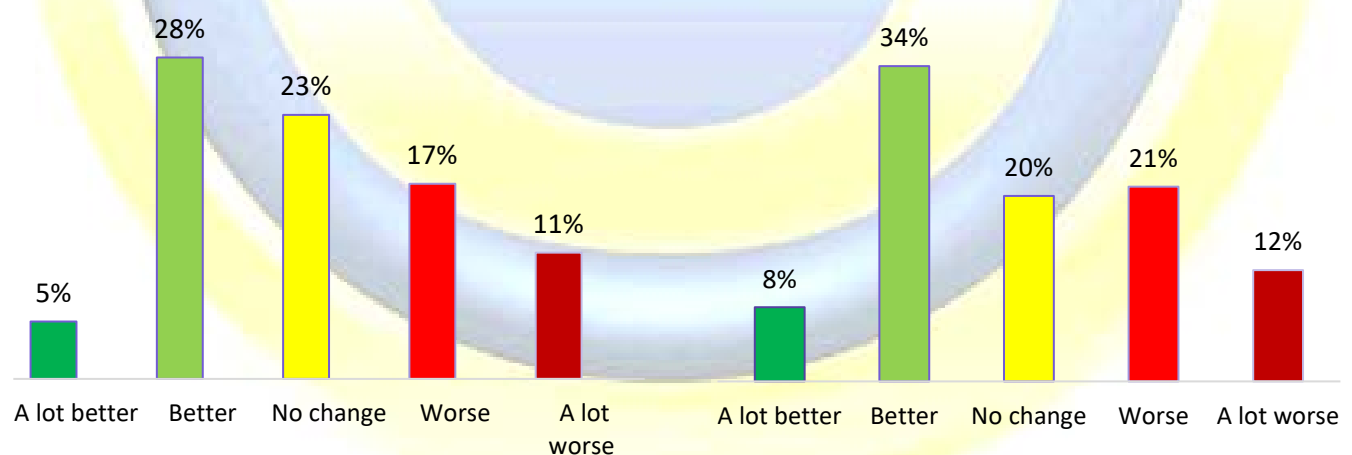
Optimists: 42% / Pessimists: 33% / Neutrals: 20%

Net Score: 5%

Wave 1 (February / March)

Wave 2 (July / August)

Net Score: 9%



Note: Don't Know/No Response not shown

Source: Dun & Bradstreet and Gallup Pakistan Consumer Confidence Index

Dun&Bradstreet Pakistan and Gallup Pakistan collaborated to launch the Pakistan CCI, the Pakistani affiliate of Gallup International. Wave 1 of the survey was carried out among a sample of 1590 men and women in urban and rural areas of all four provinces of the country, in March 2021. Wave 2 of the survey was carried out among a sample of 1997 men and women in June 2021. The full report by Dun&Bradstreet and Gallup Pakistan is available here: https://gallup.com.pk/wp/wp-content/uploads/2021/08/DB_GP_CCI_Report_Q22021.pdf



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



Tuesday, August 24th, 2021
(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.

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Daily Gilani Poll
2021



of Gallup Pakistan
(1980-2021)