



Opinion Poll

CONSUMER CONFIDENCE INDEX

Economy

9 in 10 Pakistanis say that prices of daily essentials have increased over the last 6 months (Dun&Bradstreet and Gallup Pakistan Consumer Confidence Index)

Islamabad, 12th August, 2021

According to Dun&Bradstreet and Gallup Pakistan Consumer Confidence Index, 91% said that over the last 6 months, prices of daily essentials have increased.

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, “In your opinion, in comparison to last six months, prices of daily essentials are?” In response to this question, 3% said cheaper, 4% said no change, 26% said expensive and 65% said very expensive.

Question: “In your opinion, in comparison to last six months, prices of daily essentials are?”

Optimists: 3% / Pessimists: 92% / Neutrals: 3%

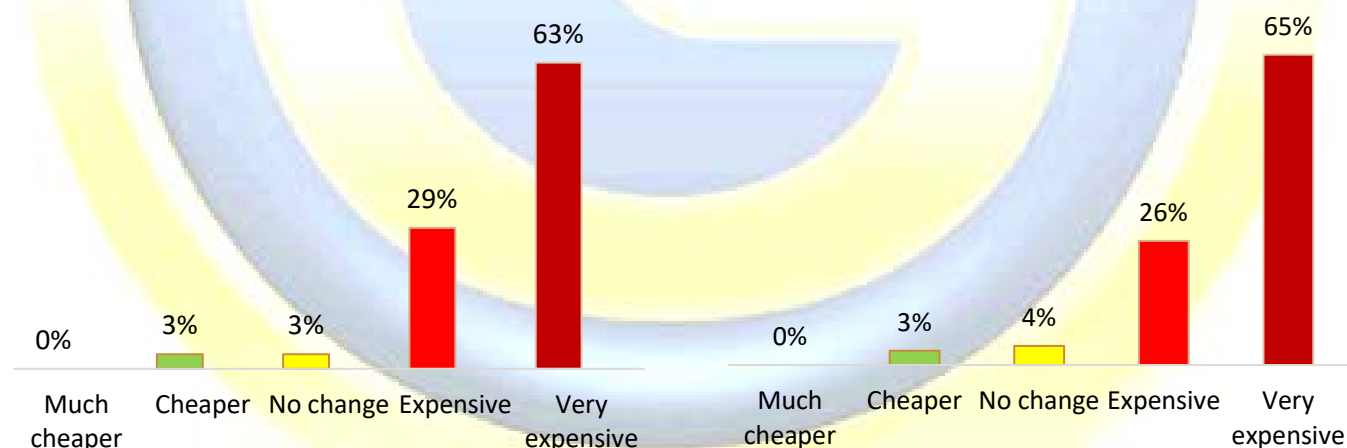
Net Score: -89%

Wave 1 (February / March)

Optimists: 3% / Pessimists: 91% / Neutrals: 4%

Net Score: -88%

Wave 2 (July / August)



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*



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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
2020



of Gallup Pakistan
(1980-2020)