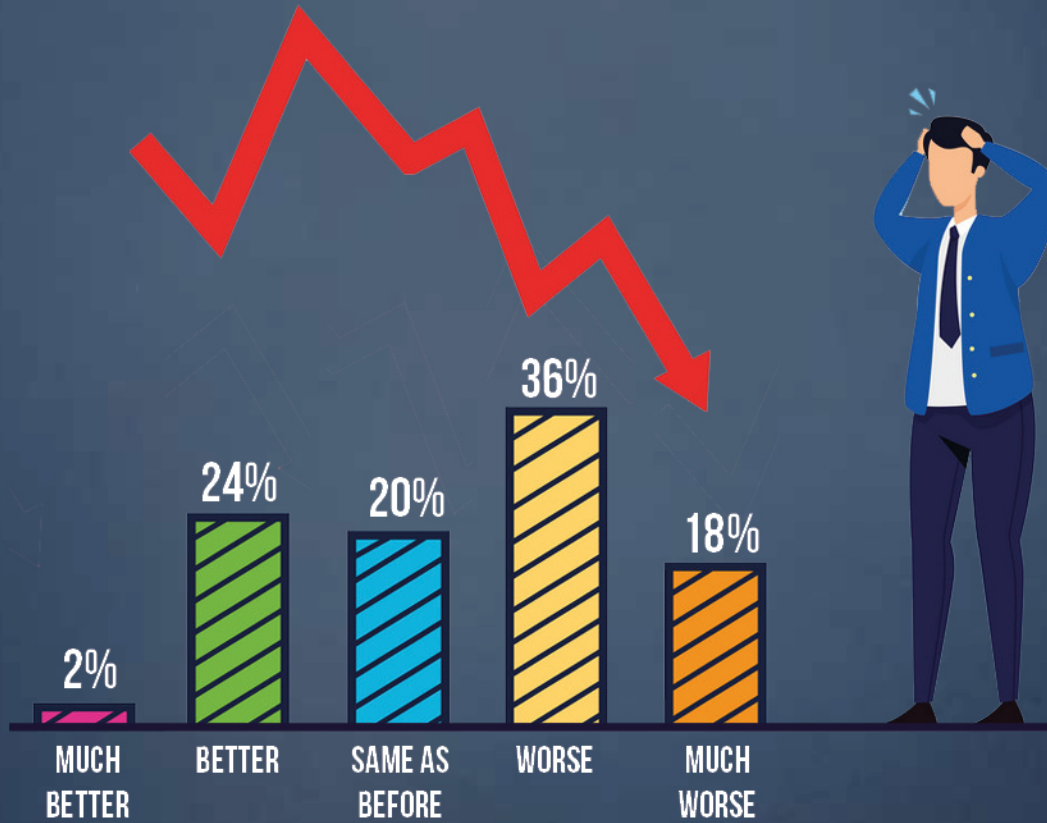


5th April, 2022

MORE THAN HALF (54%) OF PAKISTANI HOUSEHOLDS REPORT THAT THEIR FINANCIAL SITUATION HAS WORSENERD IN THE LAST 6 MONTHS: CONSUMER CONFIDENCE INDEX Q4 2021 BY GALLUP PAKISTAN AND DUN & BRADSTREET

نصف سے زائد (54%) پاکستانی گھرانوں کے مطابق گزشتہ 6 ماہ کے دوران اُن کے مالی حالات مزید بدتر ہوئے ہیں

Question: "How is your household's financial situation in comparison to the last 6 months?"





Opinion Poll Economy

More than half (54%) of Pakistani households report that their financial situation has worsened in the last 6 months: Consumer Confidence Index Q4 2021 by Gallup Pakistan and Dun & Bradstreet

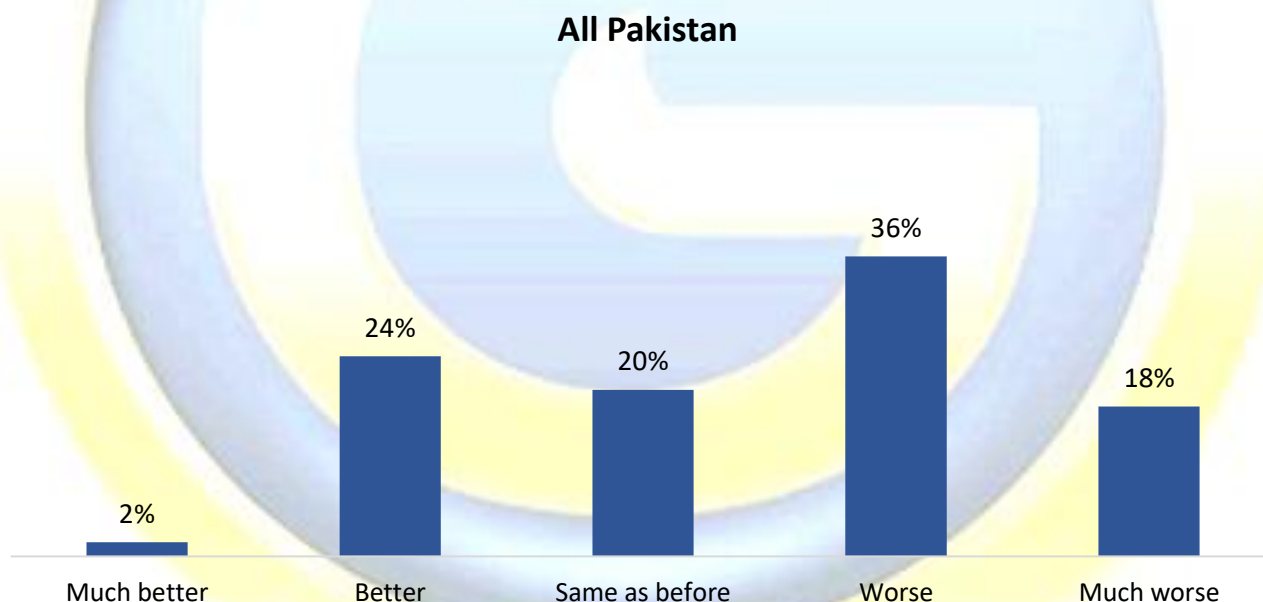
(Islamabad), April 5, 2022

According to a survey conducted by Gallup & Gilani Pakistan, more than half (54%) of Pakistani households report that their financial situation has worsened in the last 6 months.

Complete report on Pakistan Consumer Confidence Index can be accessed [here](#).

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “How is your household’s financial situation in comparison to the last 6 months?” In response to this question, 2% much better, 24% said better, 20% said same as before, 36% said worse and 18% said much worse.

Question: “How is your household’s financial situation in comparison to the last 6 months?”



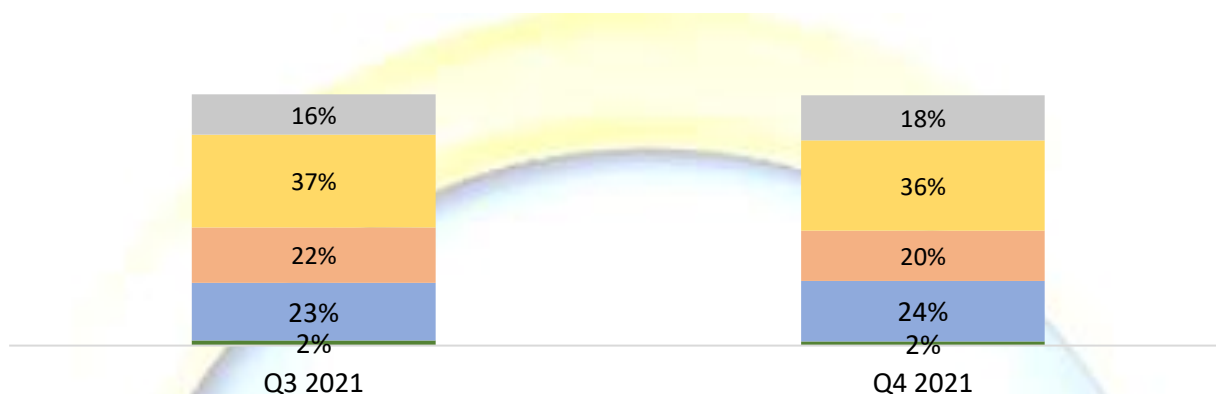
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Trend Analysis

More than half (54%) of Pakistani households report that their financial situation has worsened in the last 6 months compared to Q3 2021.

Trend Analysis

■ Much better ■ Better ■ Same as before ■ Worse ■ Much worse



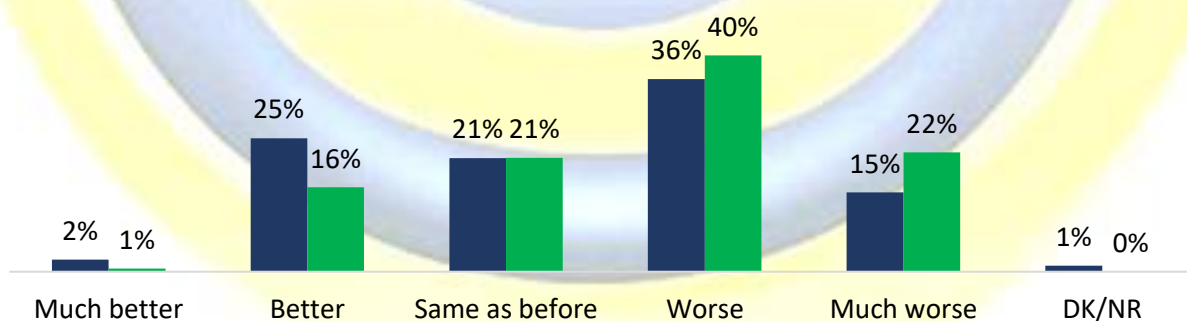
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Gender Breakdown

More women (62%) believe that their financial situation has worsened in the last six months as compared to men (51%).

Gender Breakdown

■ Male ■ Female



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 3010 men and women in urban and rural areas of all four provinces of the country, from Jan & Feb 2022. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was CATI.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International

Tuesday, April 5, 2022

(3 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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*

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com



Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)