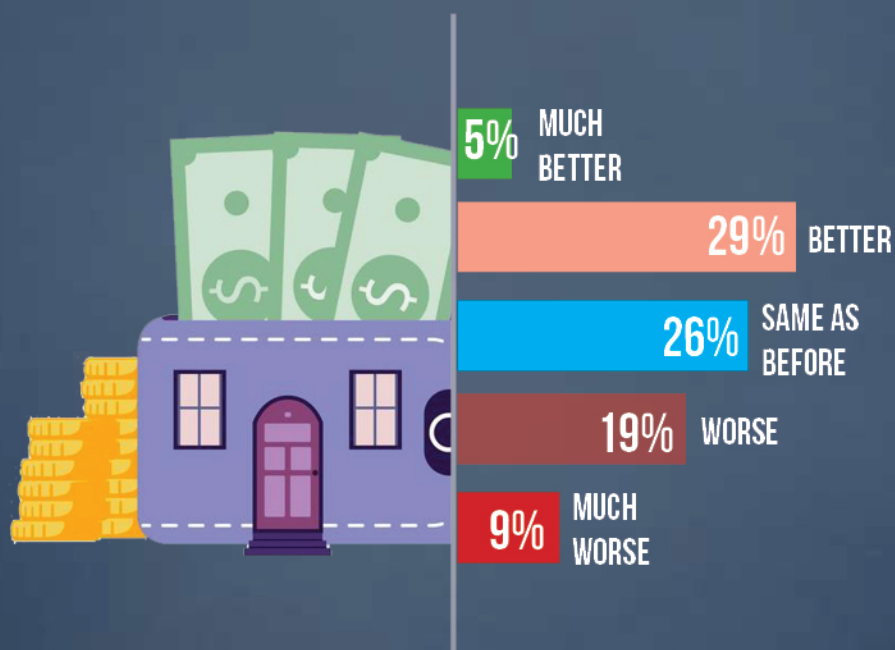


6th April, 2022

60% OF THE RESPONDENTS CLAIM THAT THEIR HOUSEHOLD FINANCIAL SITUATION WILL IMPROVE OR STAY THE SAME IN THE FUTURE (AS COMPARED TO 50% IN Q3 2021):
CONSUMER CONFIDENCE INDEX Q4 2021 BY GALLUP PAKISTAN AND DUN & BRADSTREET

60% جوابدہندگان کے مطابق مستقبل میں اُن کے گھرانے کے مالی حالات بہتر ہونگے یا ایسے ہی رہیں گے، (جبکہ Q3 2021 میں یہ شرح 50% تھی)۔

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



Don't know/ No response: 12%



Opinion Poll Economy

60% of the respondents claim that their household financial situation will improve or stay the same in the future (as compared to 50% in Q3 2021): Consumer Confidence Index Q4 2021 by Gallup Pakistan and Dun & Bradstreet

(Islamabad), April 6, 2022

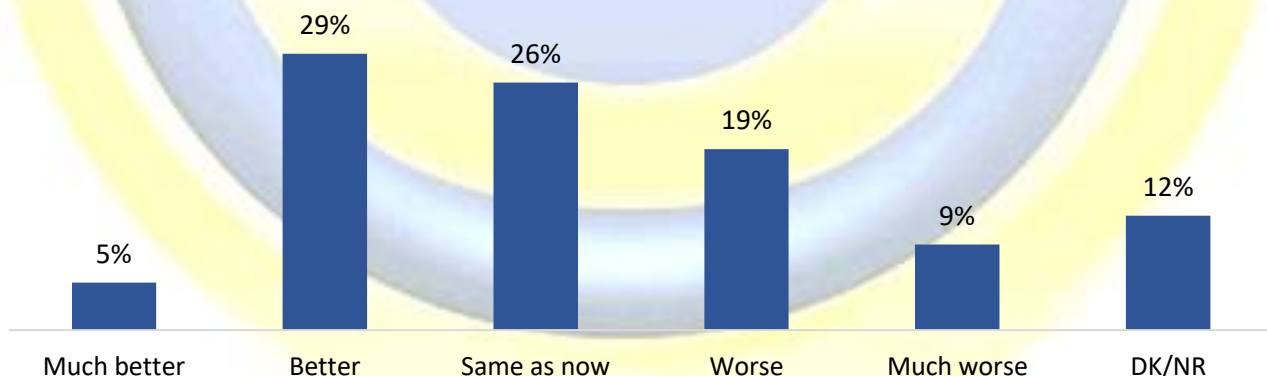
According to a survey conducted by Gallup & Gilani Pakistan, 60% of the respondents claim that their household's financial situation will improve or stay the same in the future (as compared to 50% in Q3 2021).

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, *"What do you expect your household's financial situation to be in the next 6 months?"* In response to this question, 5% much better, 29% said better, 26% said same as now, 19% said worse, 9% said much worse, and 12% didn't know or gave no response.

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

All Pakistan



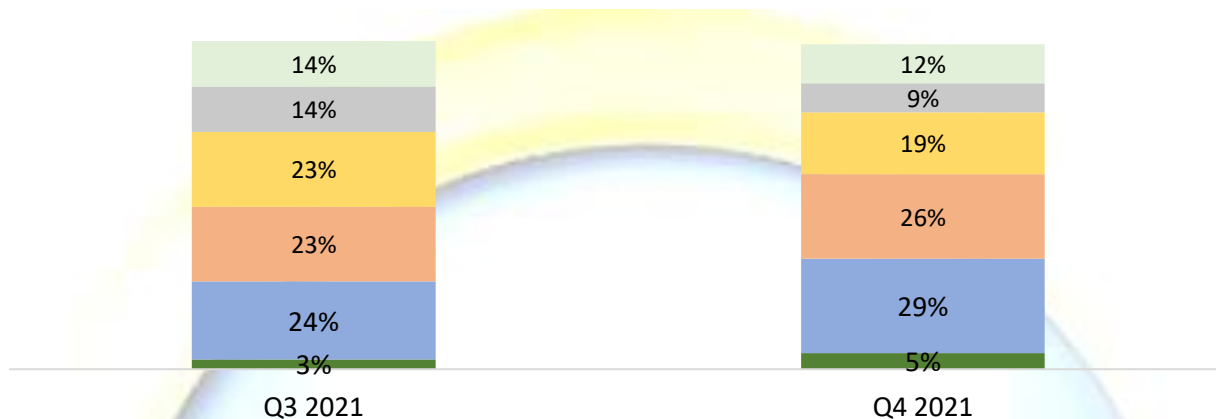
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Trend Analysis

60% of the respondents indicated that their household financial situation will improve or stay the same in the future (as compared to 50% in Q3 2021).

Trend Analysis

■ Much better ■ Better ■ Same as before ■ Worse ■ Much worse ■ DK/NR



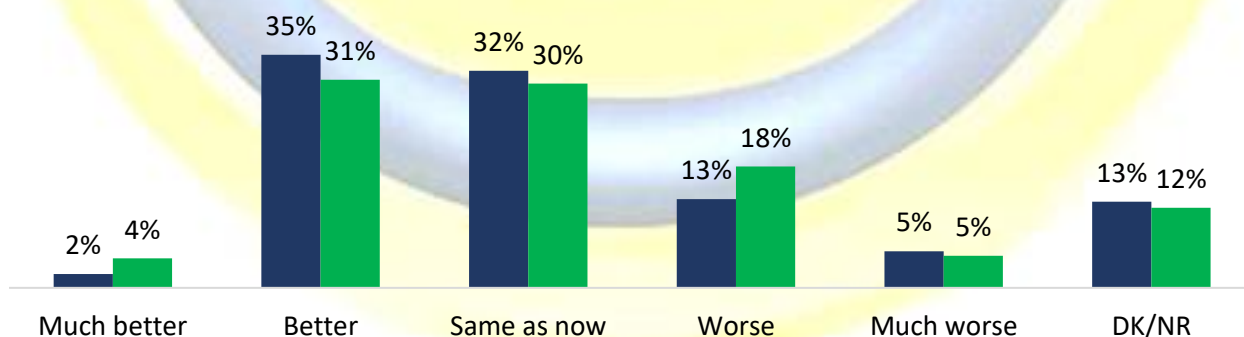
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Rural-Urban Breakdown

More people from rural areas (37%) as compared to urban areas (35%) are hopeful that their household's financial situation will improve in the next 6 months.

Rural-Urban Breakdown

■ Rural ■ Urban



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

Wednesday, April 6, 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)