



Opinion Poll Economy

91% of respondents say that daily essentials have become expensive/very expensive in the last six months compared to 94% in Q3 2021: Consumer Confidence Index Q4 2021 by Gallup Pakistan and Dun & Bradstreet

(Islamabad), April 11, 2022

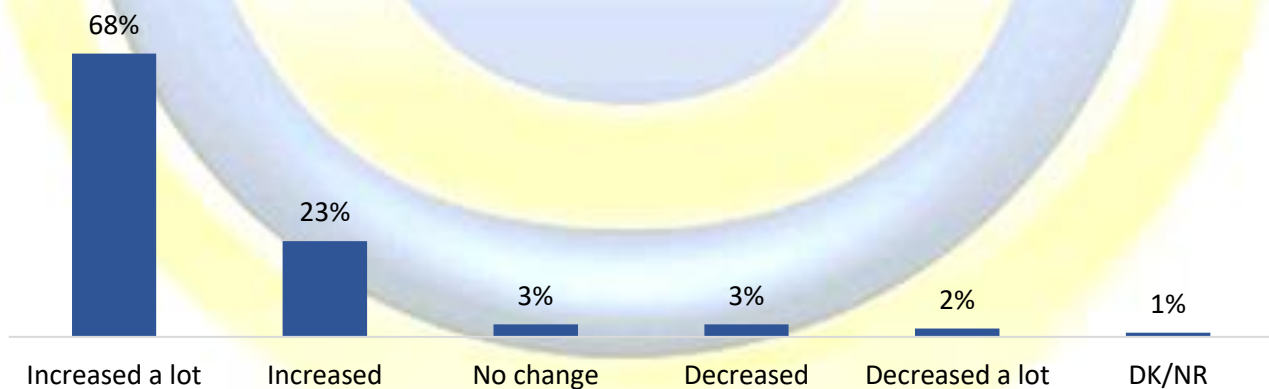
According to a survey conducted by Gallup & Gilani Pakistan, 91% of respondents say that daily essentials have become expensive/very expensive in the last six months compared to 94% in Q3 2021.

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, “In your opinion, compared to the previous six months, the prices of everyday items has...” In response to this question, 68% said increased a lot, 23% said increased, 3% said no change, 3% said decreased, 2% said decreased a lot and 1% didn’t know or gave no response.

Question: “In your opinion, compared to the previous six months, the prices of everyday items have...”

All Pakistan



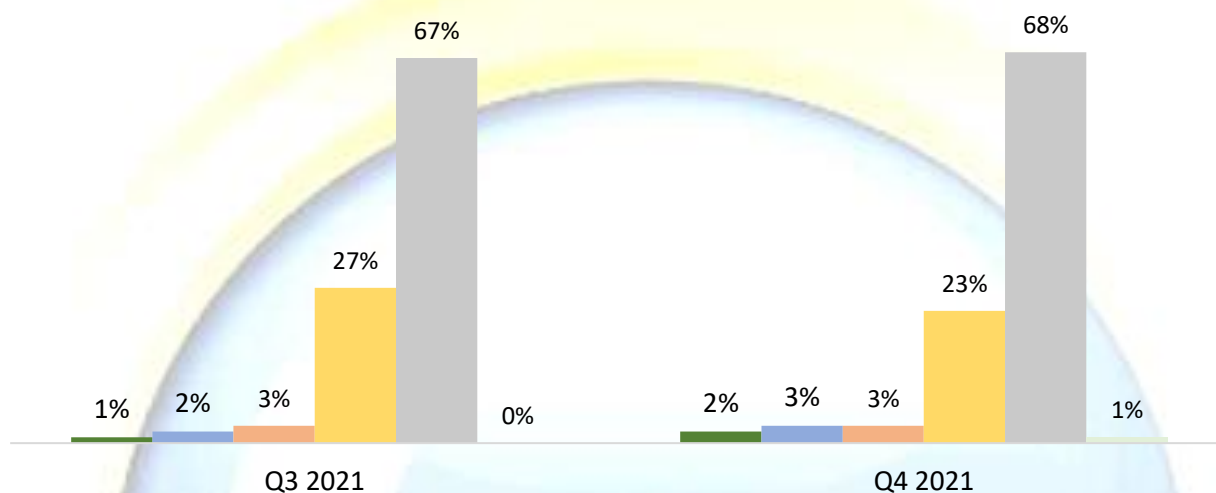
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Trend Analysis

91% of respondents said that daily essentials have become expensive/very expensive in the last six months compared to 94% 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)

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

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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*

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Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)