

19th August, 2022

**NEARLY 40% PAKISTANIS ARE HOPEFUL THAT THEIR HOUSEHOLD'S FINANCIAL SITUATION WILL IMPROVE IN THE NEXT 6 MONTHS: CONSUMER CONFIDENCE INDEX Q1 2022 BY GALLUP PAKISTAN AND DUN & BRADSTREET**

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





## PRESS RELEASE

(Also emailed\*/faxed separately)

### Special Press Release Consumer Confidence Index Economy

**Nearly 40 % Pakistanis are hopeful that their household's financial situation will improve in the next 6 months: Consumer Confidence Index Q1 2022 by Gallup Pakistan and Dun & Bradstreet**

(Islamabad), August 19, 2022

According to Dun&Bradstreet and Gallup Pakistan Consumer Confidence Index, 39% Pakistanis are hopeful that their household's financial situation will improve in the next 6 month.

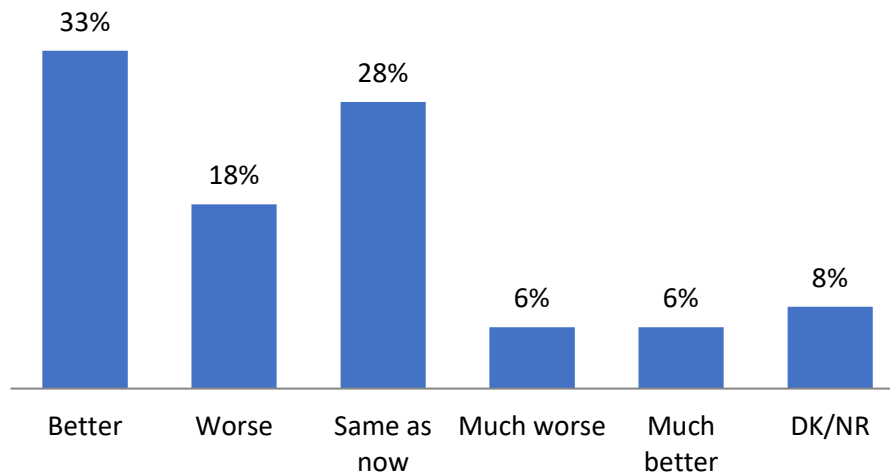
A nationally representative sample of adult men and women from across the four provinces was asked the following question, "How is your household's financial situation in comparison to last 6 months?" In response to this question, 18% said 'worse', 33% said 'better', 28% said 'same as before', 6% said 'much worse' and 6% said 'much better'.

*Gallup Pakistan and D&B Consumer Confidence Index is a quarterly report tracking the pulse of consumers in Pakistan. The report is produced since 2020 and all 8 reports are available on demand. Please write to Bilal I Gilani, Executive Director Gallup Pakistan: [bilal.gilani@gallup.com.pk](mailto:bilal.gilani@gallup.com.pk)*

The full report of Gallup Pakistan and D&B Consumer Confidence Index Q1 2022 can be found on this link: <https://gallup.com.pk/post/33476>

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

#### All Pakistan



Source: Consumer Confidence Index Survey by Gallup Pakistan and Dun & Bradstreet Q1 2022  
([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk), [www.gilanifoundation.com](http://www.gilanifoundation.com))

Dun & Bradstreet Pakistan and Gallup Pakistan collaborated to launch the Pakistan CCI, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1,765 men and women in urban and rural areas of all four provinces of the country, during May 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 phone interviews.



### **Opinion Poll from Gallup Pakistan**

*The Pakistani Affiliate of Gallup International*

**August, 19, 2022**

*(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.*

*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](http://www.gallup-international.com)



Daily Gilani Poll



of Gallup Pakistan

(1980-2021)