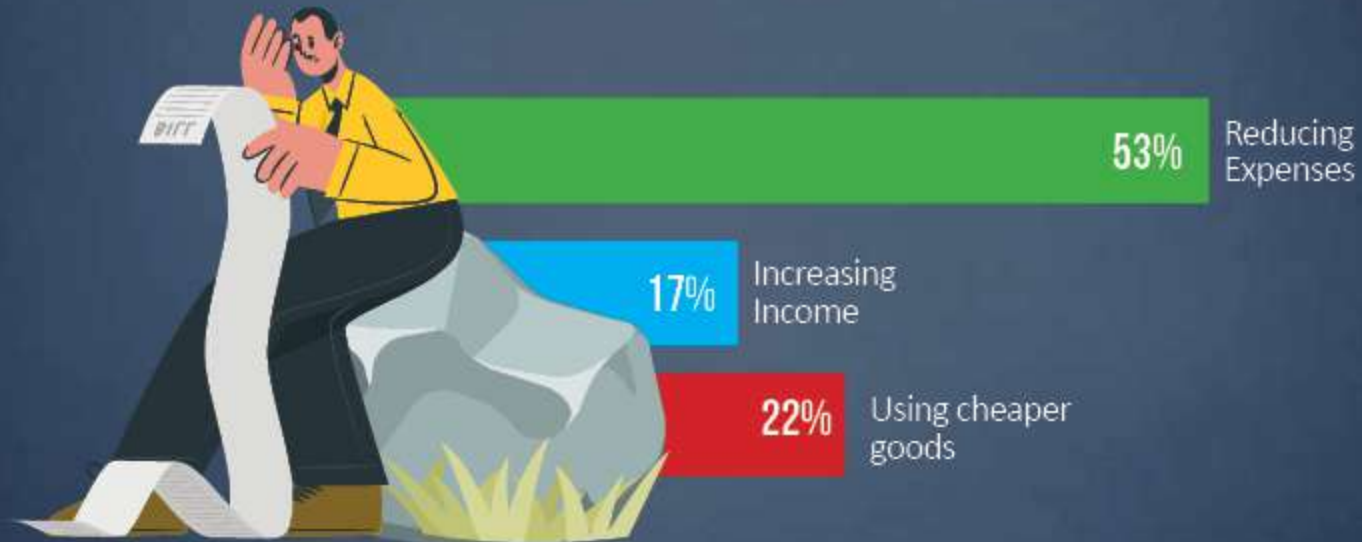


29th August, 2023

ONE IN FIVE PAKISTANIS (22%) SAY THEY ARE BUYING CHEAPER PRODUCTS IN ORDER TO SURVIVE INFLATION SPIRAL: GALLUP & GILANI PAKISTAN

ہر 5 میں سے 1 (22%) پاکستانی کے مطابق وہ اس مہنگائی کے دور میں گزرا کرے کیلئے
سستی اشیاء کا استعمال کر رہے ہیں -

Question: "Please tell us what steps you have taken these days to cope with inflation?"



Don't know/No response :6%

PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll **Economy** Inflation

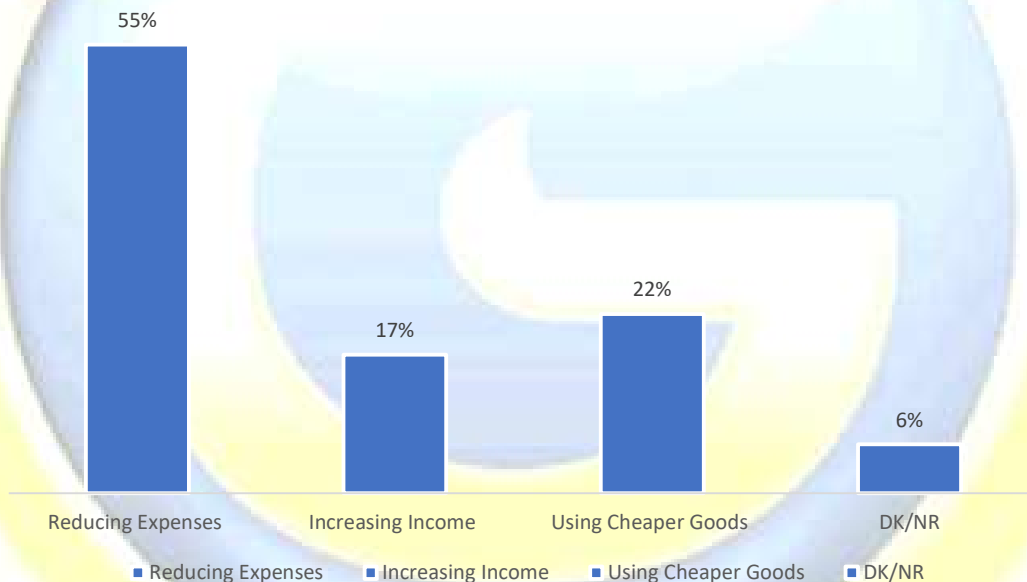
One in Five Pakistanis (22%) say they are buying cheaper products in order to survive inflation spiral: Gallup & Gilani Pakistan

(Islamabad), August 29th, 2023

According to a survey conducted by Gallup & Gilani Pakistan, one in Five Pakistanis (22%) say they are buying cheaper products in order to survive inflation spiral.

A nationally representative sample of adult men and women from across the country, was asked the question “Please tell us what steps you have taken these days to cope with inflation?” In response, 55% said reducing expenses, 22% said using cheaper goods, 17% said increasing income and 6% said they do not know or gave no response.

Question: “Please tell us what steps you have taken these days to cope with inflation?”



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

STAT OF THE DAY

Between 1998 to 2017, Karachi’s growth rate was 2.59%. Within 6 years, between 2017 to 2023 it shot up to 4.10%. Can such seismic shifts in population happen within 6 years?

Data Source: Census-2017, Census-2023

The study in Pakistan was conducted and 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 929 men and women in urban and rural areas of all four provinces of the country, conducted during 07 July to 16 July 2023. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Tuesday, 29th August 2023

(3 Pages, English version Only)



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
2023



of Gallup Pakistan
(1980-2023)