

13th November, 2023

MAJORITY (86%) OF PAKISTANIS FEEL THAT DAILY ESSENTIALS HAVE BECOME EXPENSIVE IN LAST SIX MONTHS, WHILE ONLY 8% FEEL THAT THEY HAVE BECOME CHEAPER: GALLUP & GILANI PAKISTAN AND DUN & BRADSTREET PAKISTAN

پاکستانیوں کی اکثریت (86%) کے مطابق پچھلے چھ ماہ کے دوران روزمرہ استعمال کی اشیاء کی قیمتیں مزید بڑھ گئیں ہیں، جبکہ صرف 8% پاکستانیوں کا خیال ہے کہ روزمرہ استعمال کی اشیاء کی قیمتوں میں کمی آئی ہے۔

Question: In comparison to last six months, prices of daily essentials are...?





PRESS RELEASE

Opinion Poll

Economy

General

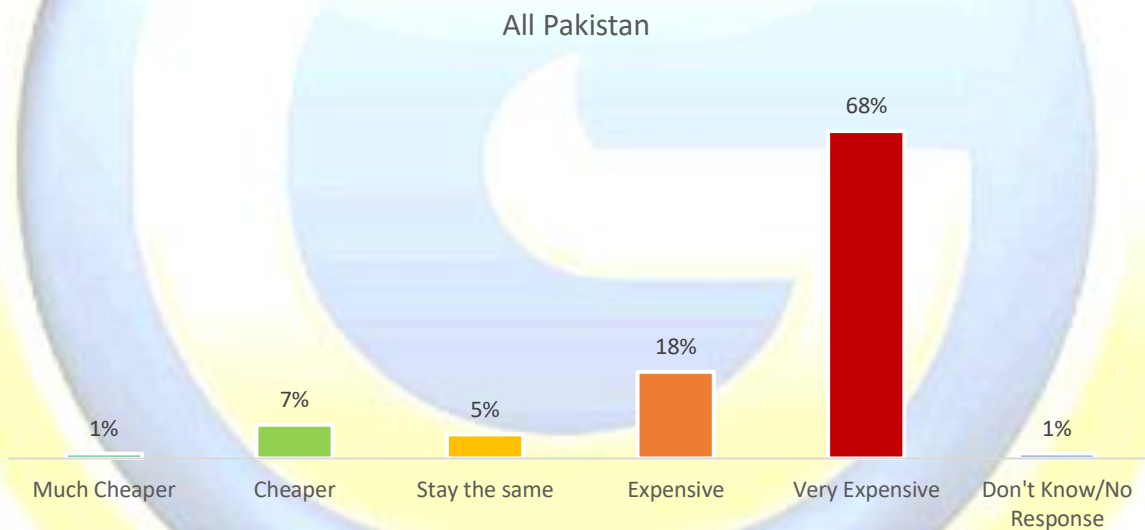
Majority (86%) of Pakistanis feel that daily essentials have become expensive in last six months, while only 8% feel that they have become cheaper: Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan

(Islamabad) 13th November 2023

According to a survey conducted by Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan, majority (86%) of Pakistanis feel that daily essentials have become expensive in last six months, while only 8% of Pakistanis feel that they have become cheaper.

A nationally representative sample of adult men and women from across the country was asked the question, *"In your opinion, in comparison to last six months, prices of daily essentials are...?"* In response, 1% said 'much cheaper', 7% said 'cheaper', 5% said 'stay the same', 18% said 'expensive', 68% said 'very expensive', and 1% said that they did not know or gave no response.

Question: In comparison to last six months, prices of daily essentials are...?



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

The study in Pakistan was conducted and released by Dun & Bradstreet Pakistan and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1,179 men and women in urban and rural areas of all four provinces of the country, conducted during 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).

STAT OF THE DAY

Between 2006 and 2022 international passengers from Pakistan increased from 6 million to 10 million

Source: Pakistan Civil Aviation Authority



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

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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*

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Daily Gilani Poll
2023



of Gallup Pakistan
(1980-2023)