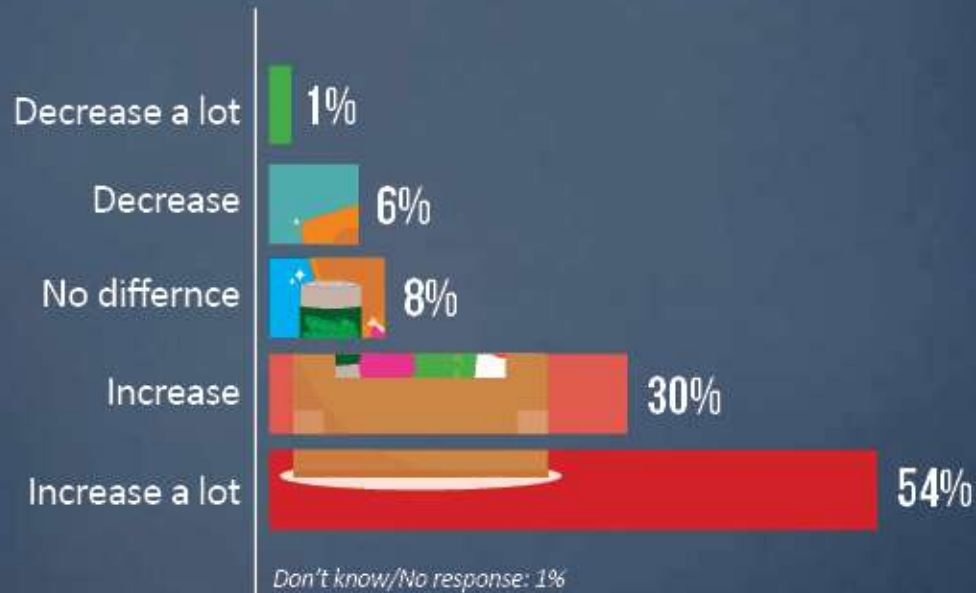


22nd July, 2024

84% PAKISTANIS REPORT THE PRICES OF EVERYDAY ITEMS HAVING INCREASED COMPARED TO THE PREVIOUS 6 MONTHS, WHILE ONLY 7% INDICATE THAT PRICES HAVE DECREASED: GALLUP & GILANI PAKISTAN AND DUN & BRADSTREET PAKISTAN

84% پاکستانیوں نے گزشتہ چھ ماہ کے مقابلے میں روزمرہ استعمال کی اشیاء کی قیمتوں میں مزید اضافہ ہونے کی اطلاع دی، جبکہ صرف 7% پاکستانیوں نے قیمتوں میں کمی آنے کے حوالے سے بتایا۔

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





PRESS RELEASE

Opinion Poll

Economy

General

84% Pakistanis report the prices of everyday items having increased compared to the previous 6 months, while only 7% indicate that prices have decreased: Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan

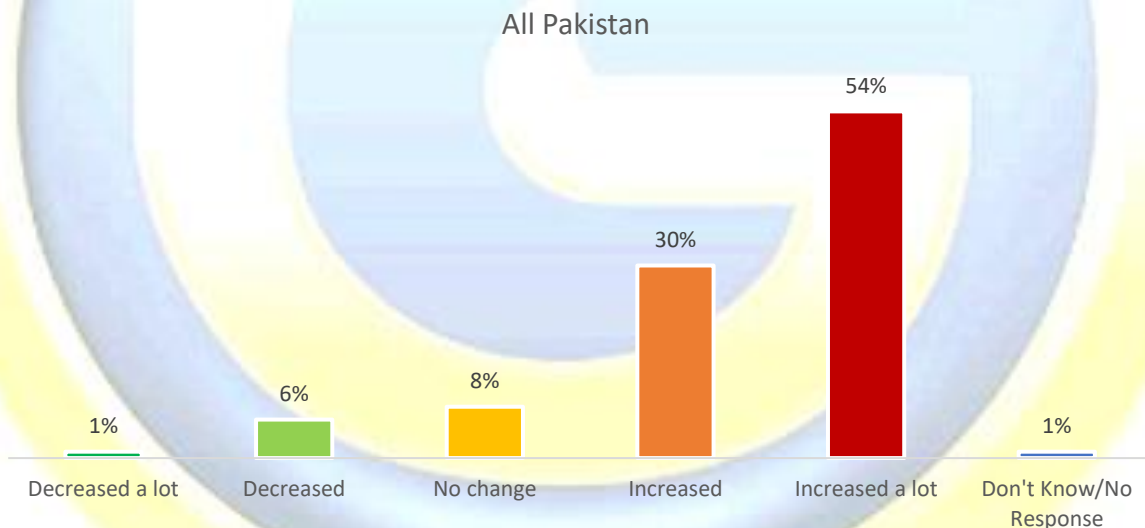
(Islamabad), 22nd July, 2024

According to a survey conducted by Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan, 84% Pakistanis report the prices of everyday items having increased compared to the previous 6 months, while only 7% indicate that prices have decreased.

To view the full Consumer Confidence Index for Q3 2023-24, [click here](#).

A nationally representative sample of adult men and women from across the country was asked the question, “In your opinion, compared to the previous six months, the prices of everyday items have...?” In response, 54% said ‘increased a lot’, 30% said ‘increased’, 8% said ‘no change’, 6% said ‘decreased’, 1% said ‘decreased a lot’, and 1% said that they did not know or gave no response.

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

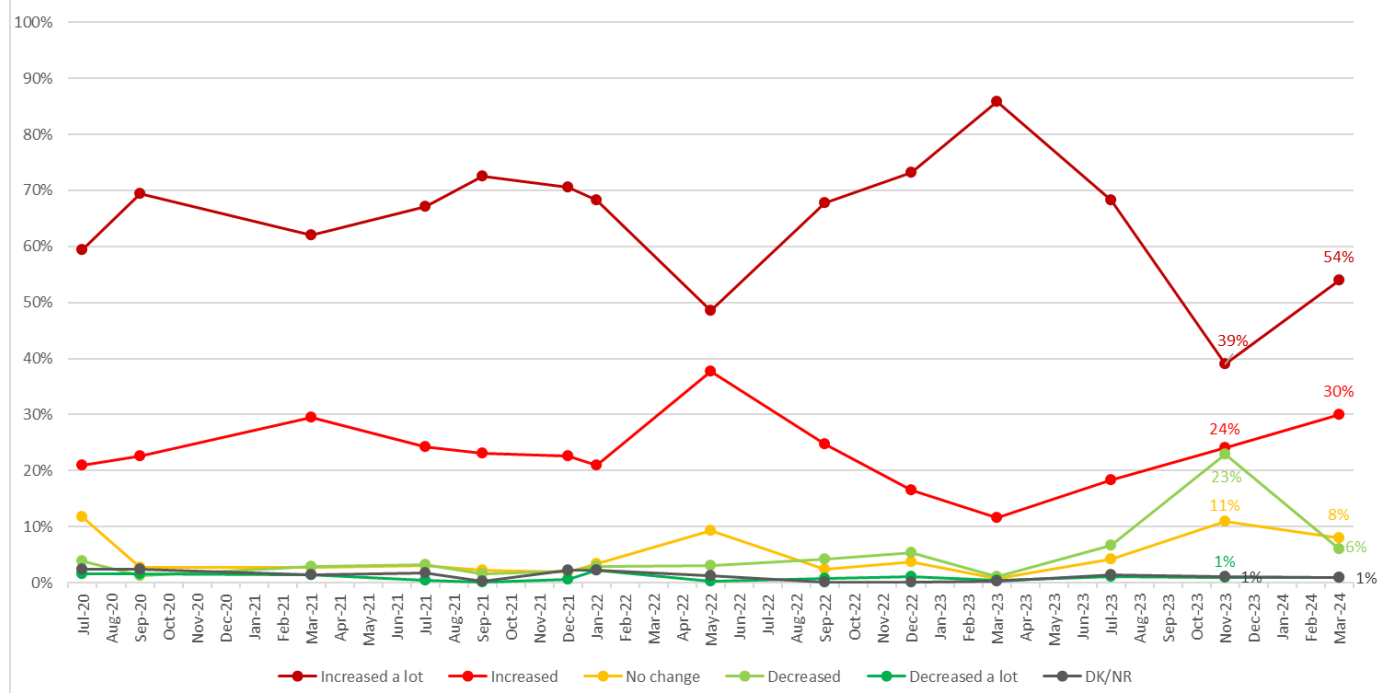


Source: Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was conducted and released by Dun & Bradstreet Pakistan and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The study was carried out among a sample of 2,008 men and women in urban and rural areas of all four provinces of the country, conducted during March 2024. 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).

Historical trend

Q10. In your opinion, compared to the previous six months, the prices of everyday items have...



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



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Monday, 22nd July, 2024

(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*

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Daily Gilani Poll
2024



of Gallup Pakistan
(1980-2024)