

22 March, 2021

## NEARLY 6 IN 10 PAKISTANIS REPORT A FALL IN THEIR HOUSEHOLD SAVINGS AS COMPARED TO THE PAST 6 MONTHS: DUN & BRADSTREET AND GALLUP PAKISTAN CONSUMER CONFIDENCE INDEX

تقریباً ہر 10 میں سے 6 پاکستانیوں کے مطابق پچھلے چھ ماہ کے مقابلے میں اُن کی گھریلو ماہانہ بچت میں کمی آئی ہے۔

*Do you think, in comparison to last 6 months, your household savings increased, decreased or remained the same?*



INCREASED A LOT 1%

INCREASED 9%

NO CHANGE 29%

DECREASED 36%

DECREASED A LOT 21%

Don't know/No response: 4%



Special Press Release  
**Consumer Confidence Index**  
**Economy**

**Nearly 6 in 10 Pakistanis report a fall in their household savings as compared to the past 6 months: Dun&Bradsheet and Gallup Pakistan Consumer Confidence Index**

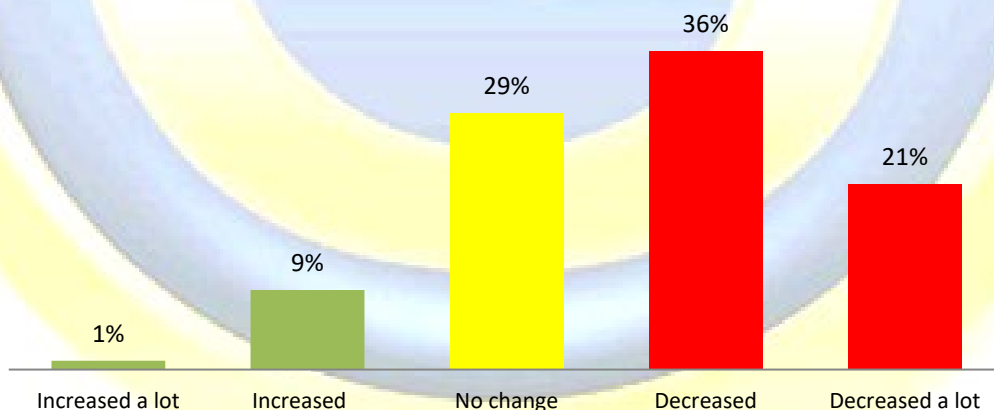
*(Islamabad), March 22, 2021*

According to a Dun&Bradsheet and Gallup Pakistan Consumer Confidence Index survey, 57% Pakistanis claim that in comparison to the last 6 months, their household savings have decreased. This Press Release is composed of a question that was covered as part of Gallup Pakistan & D&B Consumer Confidence Index for Q—2020-21. For the complete report, please click here: <https://gallup.com.pk/post/31500>

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “Do you think, in comparison to last 6 months, your household savings increased, decreased or remained the same?” In response to this question, 1% said ‘Increased a lot’, 9% said ‘Increased’, 29% said ‘No change’, 36% said ‘Decreased’, and 21% said ‘Decreased a lot.’ 4% did not know/did not respond.

**Question: “Do you think, in comparison to last 6 months, your household savings increased, decreased or remained the same?”**

**All Pakistan**



Source: Gallup & Gilani Pakistan  
([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))

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 1,634 men and women in urban and rural areas of all four provinces of the country, during December 2020. 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*

**Monday, March 22, 2021**

*(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  
2021



of Gallup Pakistan  
(1980-2021)