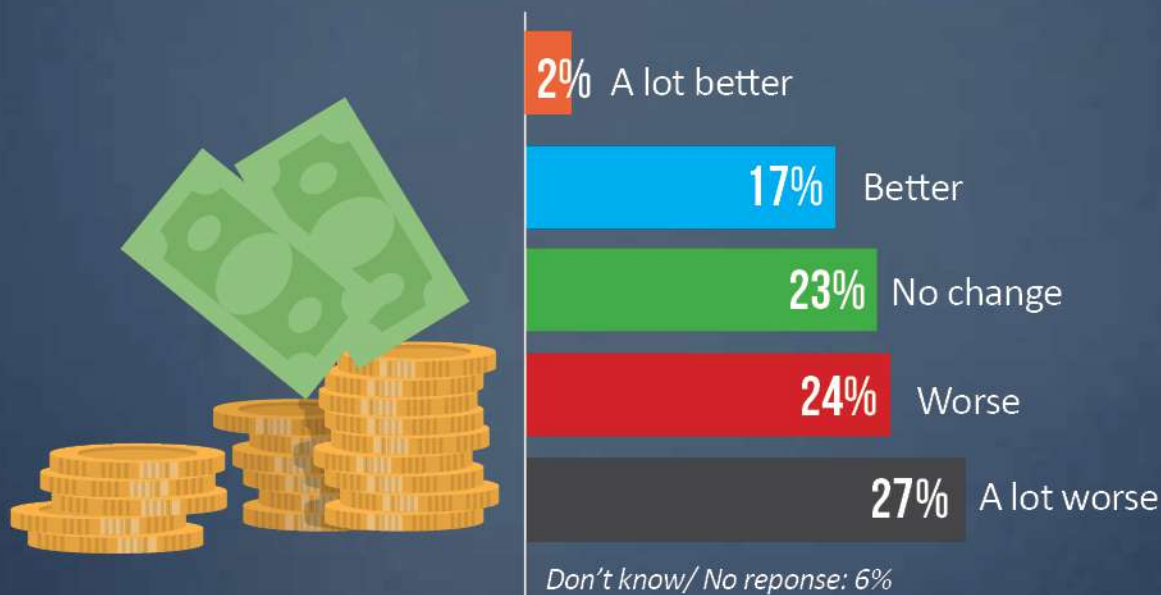


30th March, 2023

HALF OF PAKISTANIS (51%) EXPECT THEIR HOUSEHOLD SAVINGS TO DECREASE IN THE NEXT SIX MONTHS: CONSUMER CONFIDENCE INDEX Q3 2022 BY GALLUP & GILANI PAKISTAN AND DUN & BRADSTREET

نصف (51%) پاکستانی اگلے چھ ماہ میں اپنے گھرانے کی ماہانہ بچت مزید کم ہونے کی توقع رکھتے ہیں

Question: "Do you expect your household savings to increased decreased or remain the same in the next six months?"



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Economy

Half of Pakistanis (51%) expect their household savings to decrease in the next six months: Consumer Confidence Index Q3 2022 by Gallup & Gilani Pakistan and Dun & Bradstreet

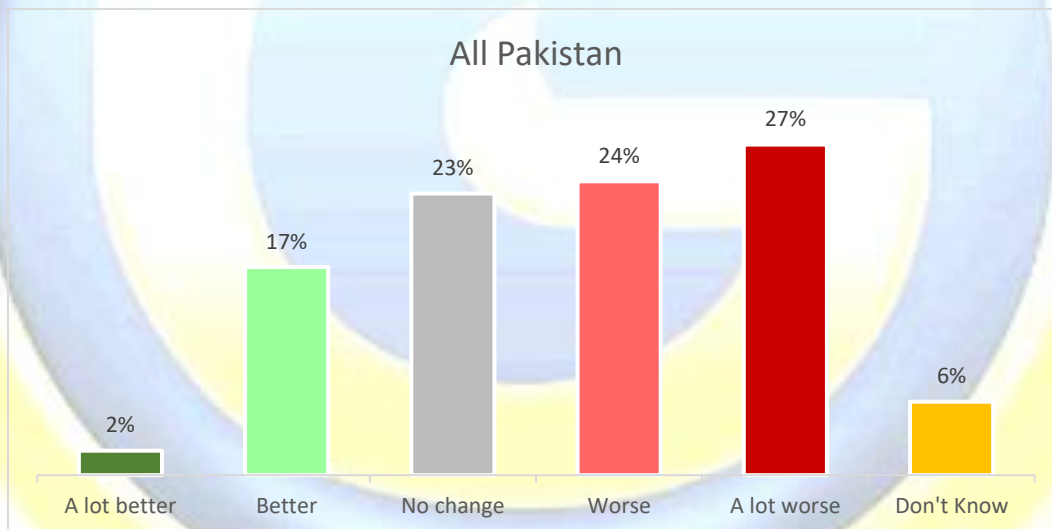
(Islamabad), March 30th, 2023

According to a survey conducted by Gallup & Gilani Pakistan, half Pakistanis (51%) expect their household savings to decrease in the next six months.

To view the full Consumer Confidence Index Report Q3 [click here](#)

A nationally representative sample of adult men and women from across the country, who responded yes to the question “Do you expect your household savings to increased decreased or remain the same in the next six months?” In response, 2% said it will be a lot better, 17% said it will be better, 23% said there will be no change, 24% said that it will get worse while 27% said will get a lot worse and 6% said they did not know.

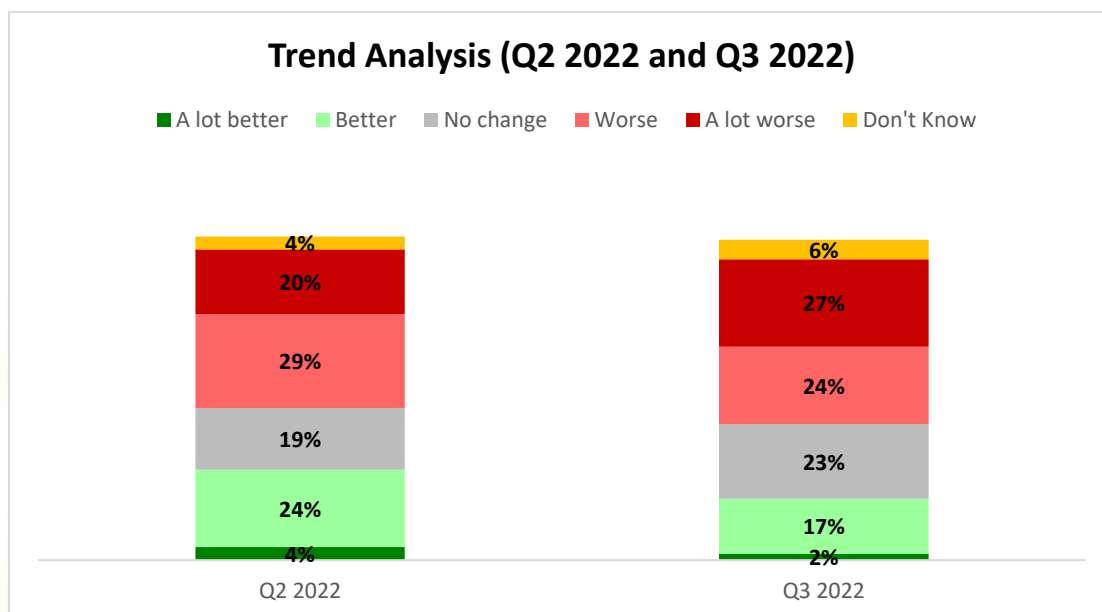
Question: “Do you expect your household savings to increased decreased or remain the same in the next six months?”



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

Trend Analysis (Q2 2022 and Q3 2022)

Almost the same number of people in Q3 (48%) and Q2 (49%) expect their household savings to decrease in the future.



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

The study in Pakistan was conducted and released by Gallup Pakistan in collaboration with Dun & Bradstreet Pakistan as part of their quarterly Consumer Confidence Index Report. The recent survey was carried out among a sample of 2068 men and women in urban and rural areas of all four provinces of the country. 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).

About the Consumer Confidence Index Report

Consumer Sentiments are volatile and are shaped by consumers' perception of their personal financial situation as well as the overall financial and economic performance of the country. The Consumer Confidence Index (CCI Index) is a globally recognized instrument that serves as a leading indicator for household consumption and saving, which in turn is a key driver of overall economic activity in the country.

To help businesses and policymakers better understand this crucial link, D&B and Gallup have collaborated to publish a quarterly report. The CCI is a valuable tool for multiple stakeholders, including governments, businesses, and financial institutions, as it enables them to gain a deeper understanding of the market and make informed decisions backed by data.

To learn more about past CCI publications, please visit the [D&B Pakistan Knowledge Capital website](#) or the [website of Gallup Pakistan \(Private\) Limited](#)



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Thursday, 30th, March 2023

(3 Pages, English version Only)



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*

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)