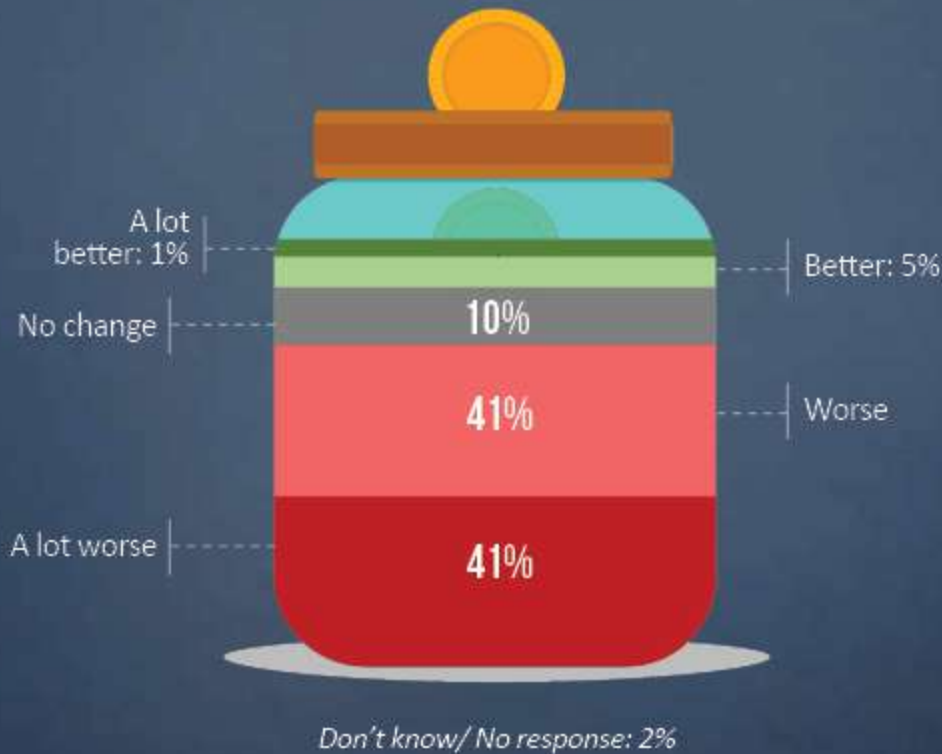


26th July, 2023

## 4 OUT OF 5 (82%) PAKISTANIS IN Q4 2022 REPORTED A DECREASE IN THEIR HOUSEHOLD SAVINGS IN THE PREVIOUS SIX MONTHS: CONSUMER CONFIDENCE INDEX Q4 2022 BY GALLUP & GILANI PAKISTAN AND DUN & BRADSTREET PAKISTAN

سال 2022 کی چوتھی سہ ماہی رپورٹ کے مطابق ہر 5 میں سے 4 (82%) پاکستانیوں نے گزشتہ چھ ماہ کے دوران اپنے گھرانے کی ماہانہ بچت میں کمی آنے کی اطلاع دی۔

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



# PRESS RELEASE

(Also emailed\*/faxed separately)



## Opinion Poll Economy

### **4 out of 5 (82%) Pakistanis in Q4 2022 reported a decrease in their household savings in the previous six months: Consumer Confidence Index Q4 2022 by Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan**

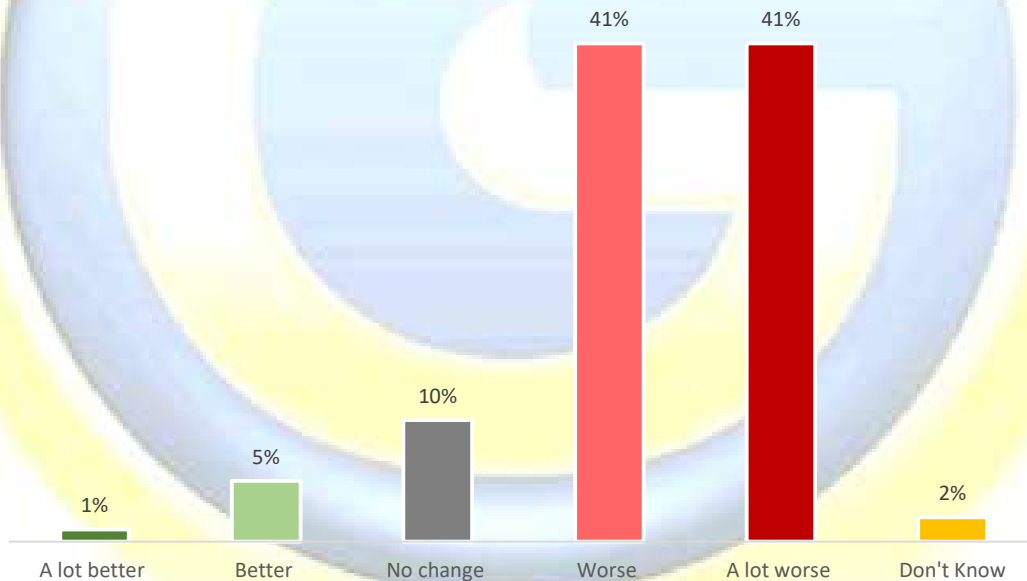
*(Islamabad), July 26<sup>th</sup>, 2023*

According to a survey conducted by Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan, 4 out of 5 (82%) Pakistanis in Q4 2022 reported a decrease in their household savings in the previous six months.

**To view the full Consumer Confidence Index Report Q4 [click here](#).**

A nationally representative sample of adult men and women from across the country, was asked the question “Do you think, in comparison to last 6 months, your household savings increased, decreased or remained the same?” In response, 1% said were a lot better, 5% said were better, 10% said there was no change, 41% said were worse, 41% said were a lot worse and 2% said they do not know.

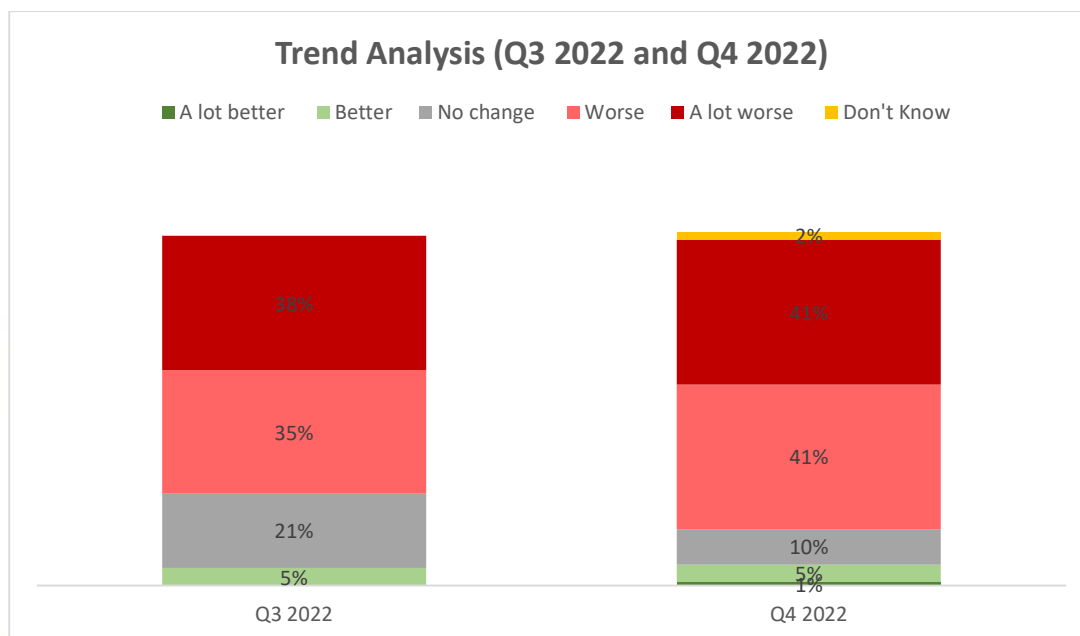
**Question: “Do you think, in comparison to last 6 months, your household savings increased, decreased or remained the same?”**



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))

## Trend Analysis (Q3 2022 and Q4 2022)

There has been a 9% increase (from Q3 to Q4) in the number of people who think that their household savings have decreased in the last six months.



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 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 1232 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



**Wednesday, 26<sup>th</sup> July 2023**

*(4 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](http://www.gallup-international.com)



Daily Gilani Poll  
2023



of Gallup Pakistan  
(1980-2023)