

Spotlight* Pakistan

Views On Inflation

October - 2023

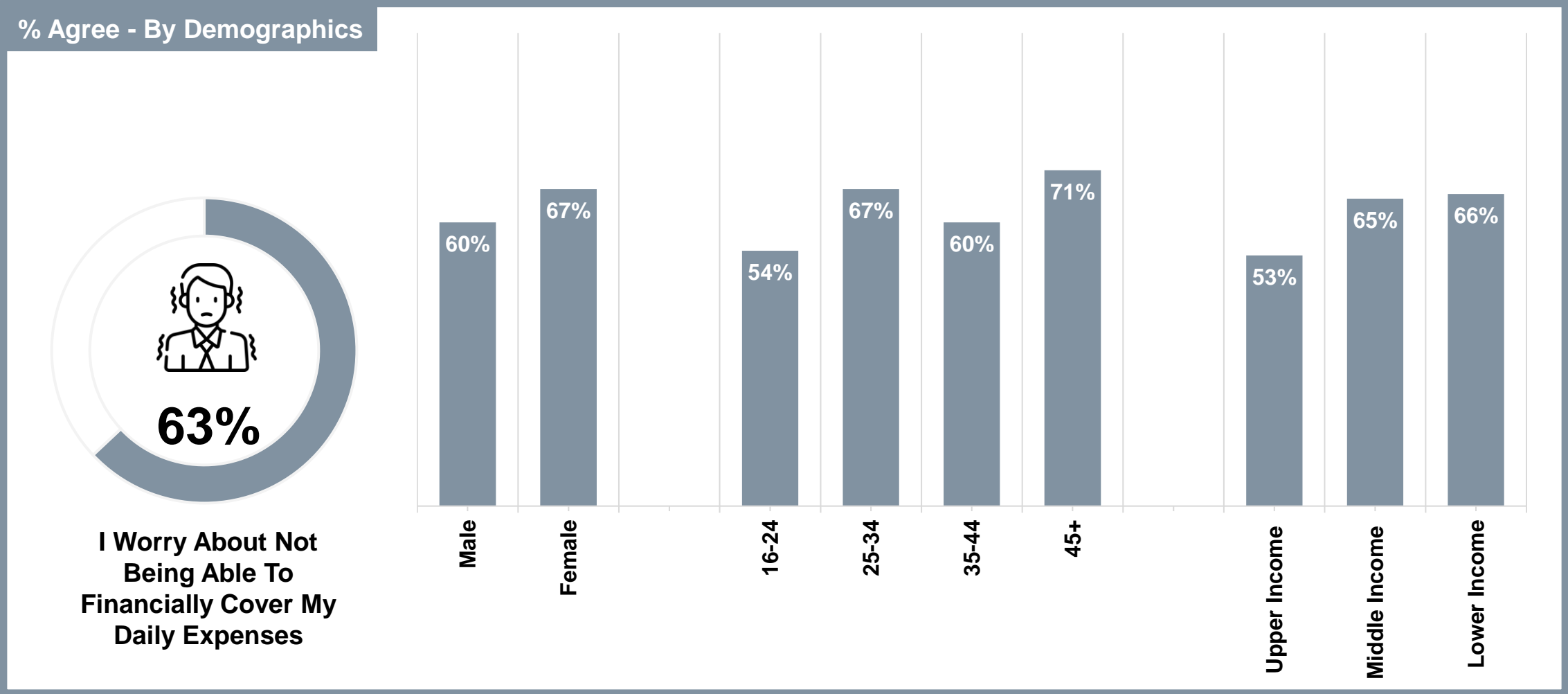
GAME CHANGERS





Financial Worries

63% Of Pakistanis Worry On Not Being Able to Cover Their Daily Expenses – Indexing Higher On Lower SECs

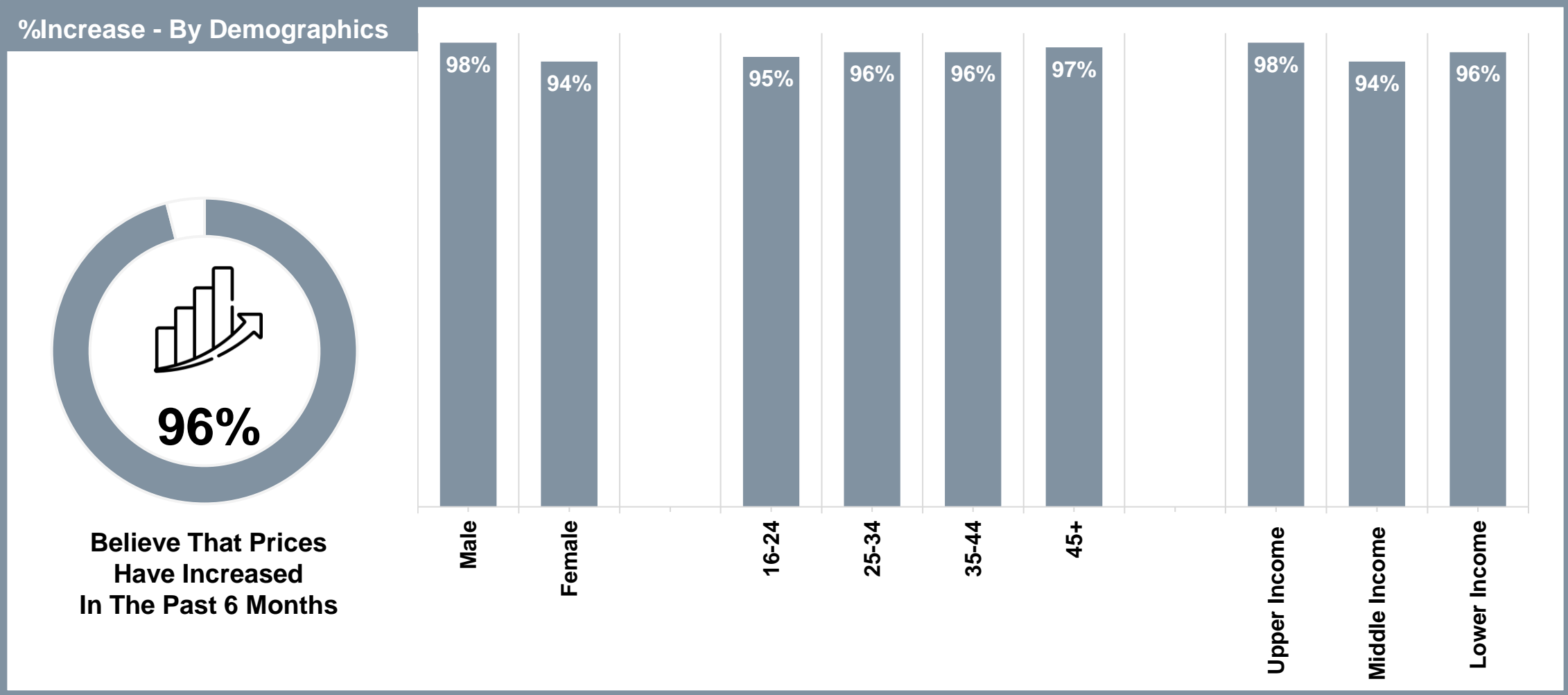


Q: In general, do you agree or disagree with the following statements?



Views On Prices & Spending

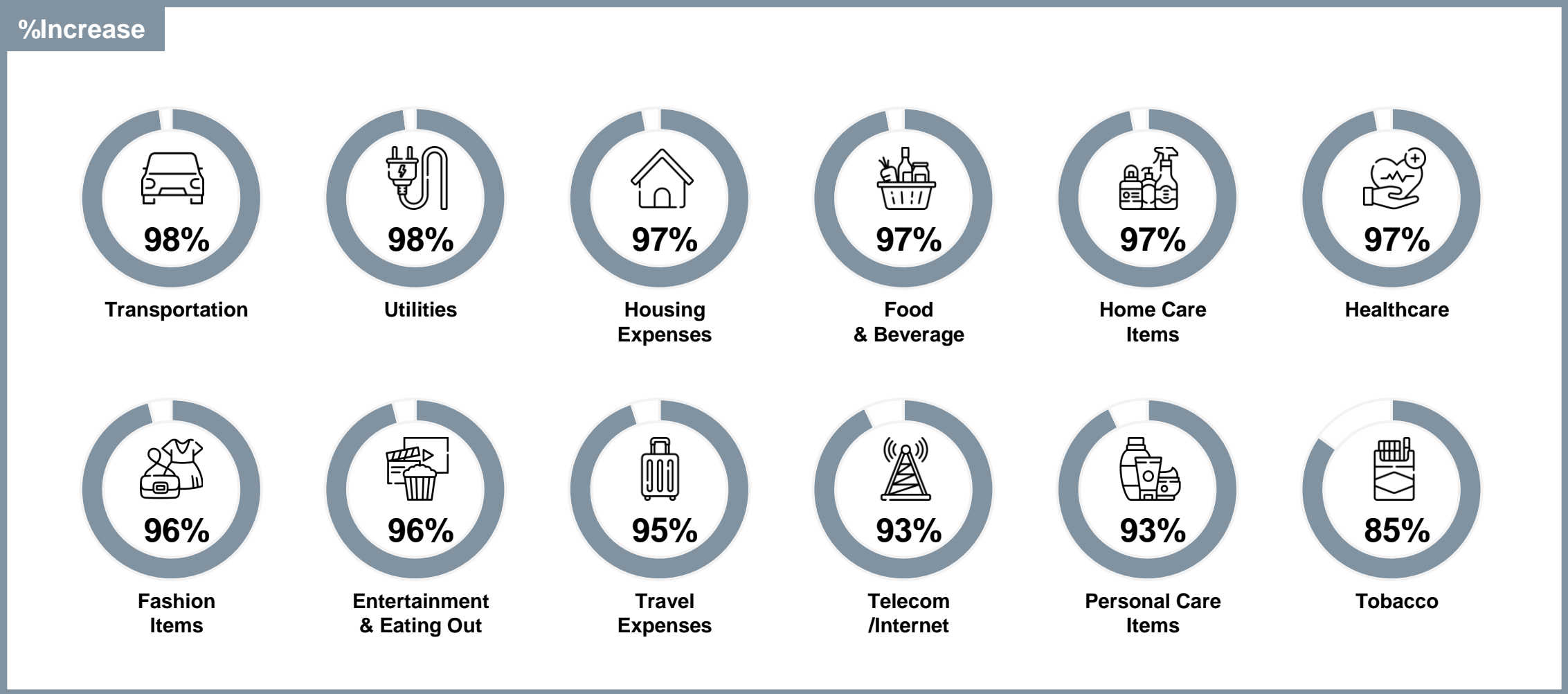
96% Believe That Prices Have Increased In The Past 6 Months



Q: Would you say that prices in Pakistan have increased, decreased, or stayed the same compared to 6 months ago?















Views On Price Increase Per Category – All Categories Are Believed To Be Hit By Inflation



Q:For the following items, have you noticed that the prices have increased/decreased/ or stayed the same?

Views On Price Increase Per Category

%Increase By Demographics

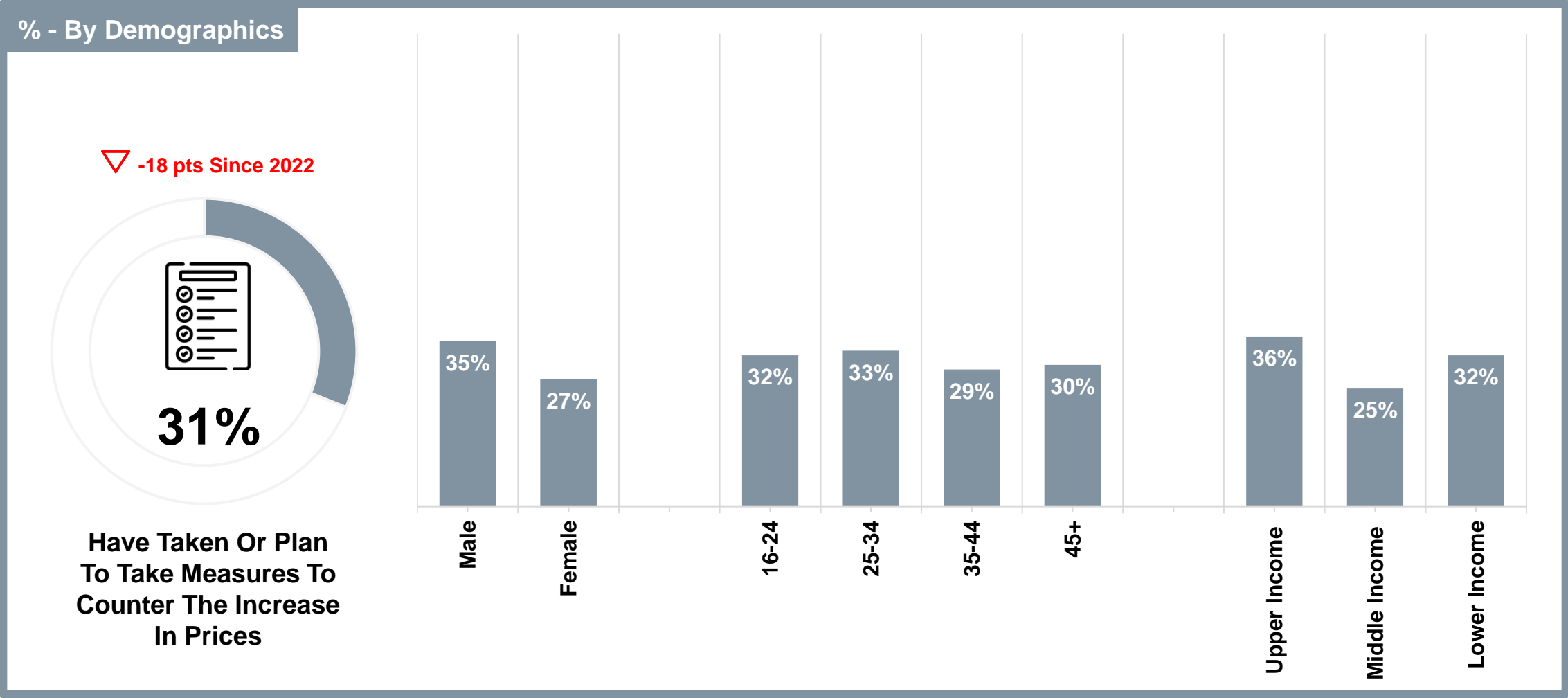
	 Transportation	 Utilities	 Housing Expenses	 Food & Beverage	 Home Care Items	 Healthcare	 Fashion Items	 Entertainment & Eating Out	 Travel Expenses	 Telecom /Internet	 Personal Care Items	 Tobacco
Total	98%	98%	97%	97%	97%	97%	96%	96%	95%	93%	93%	85%
Male	99%	99%	97%	97%	97%	98%	96%	97%	95%	92%	93%	90%
Female	97%	97%	96%	96%	96%	97%	96%	94%	95%	93%	93%	79%
16-24	97%	97%	94%	95%	95%	95%	95%	97%	93%	96%	94%	82%
25-34	98%	98%	97%	97%	97%	98%	96%	94%	95%	92%	90%	84%
35-44	98%	99%	98%	97%	97%	97%	98%	96%	95%	90%	93%	86%
45+	99%	98%	97%	98%	97%	99%	97%	96%	98%	94%	98%	87%
Upper Income	98%	99%	98%	97%	96%	97%	96%	97%	95%	92%	94%	87%
Middle Income	98%	99%	98%	98%	98%	99%	98%	95%	96%	95%	92%	78%
Lower Income	98%	98%	96%	96%	96%	97%	96%	95%	95%	92%	93%	86%

Q:For the following items, have you noticed that the prices have increased/decreased/ or stayed the same?



How Are People Dealing With Inflation?

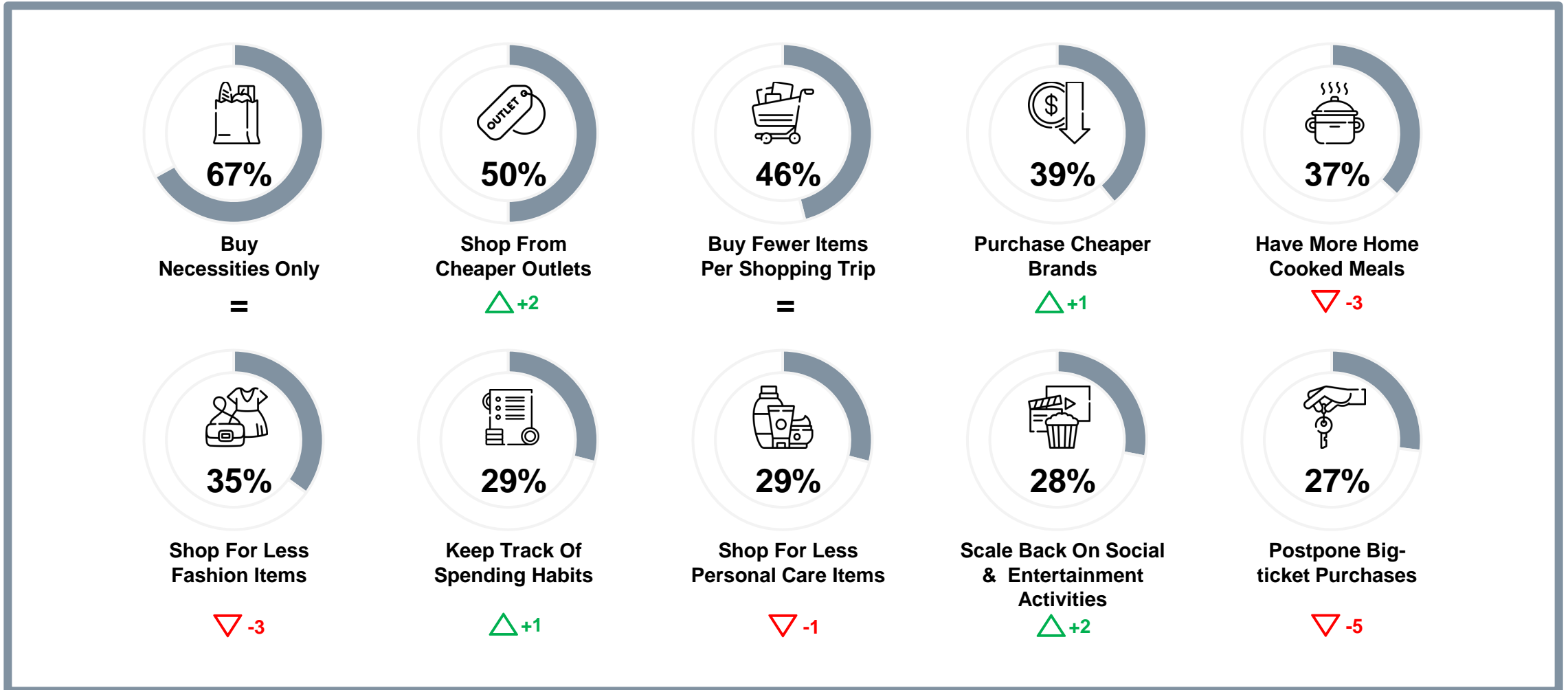
From 49% Last Year, There Is A Decrease In Individuals Who Actively Take Measures To Counter The Increase In Prices



Q: Have you taken or are you planning to take any measures to counter increase in prices?



Top Measures Taken To Counter The Increase In Prices

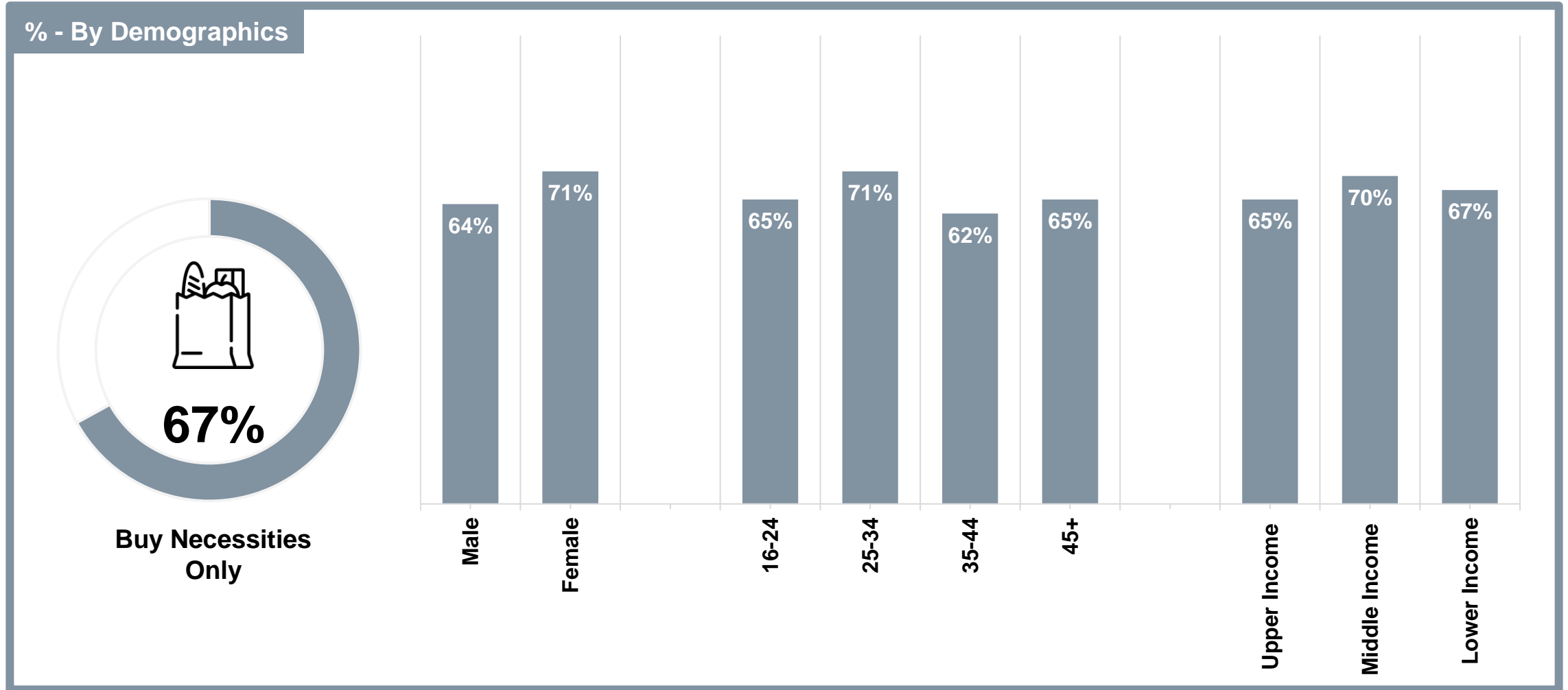


Q: Given that you have taken or plan to take certain measures to counter the increase in prices. From the list below, can you please tell us what these measures are?

= △ ▽ Change in rank vs. 2022
% Out of those who take measures

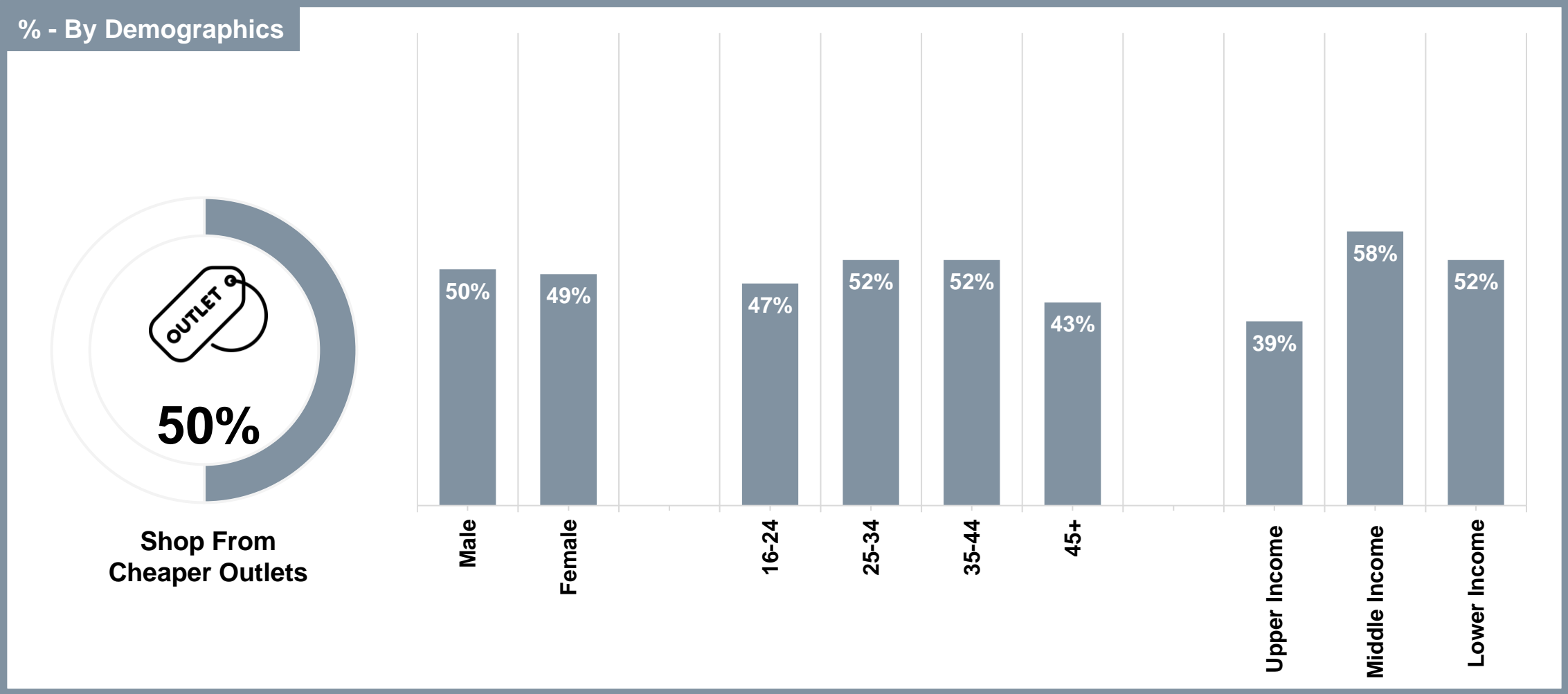


Buying Necessities Only



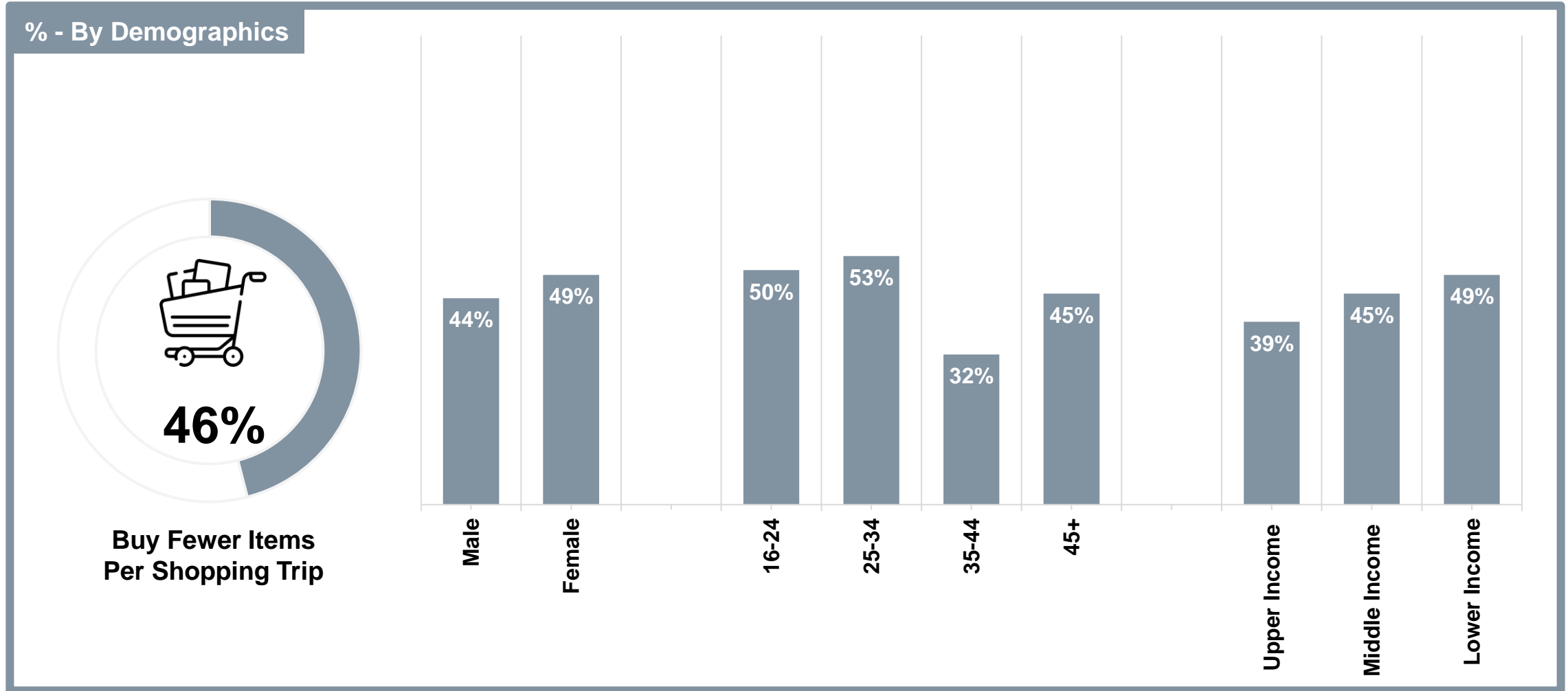
Q: Given that you have taken or plan to take certain measures to counter the increase in prices. From the list below, can you please tell us what these measures are?

Shopping From Cheaper Outlets



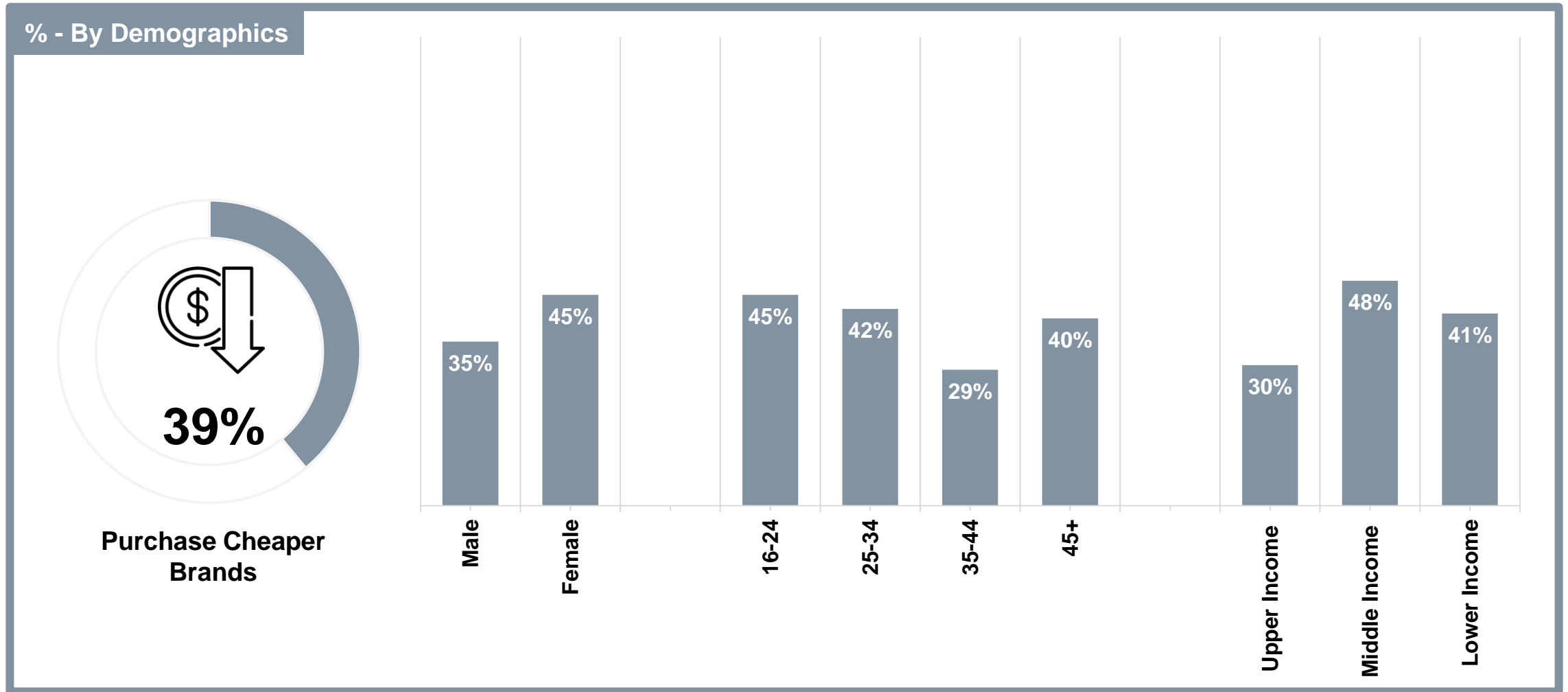
Q: Given that you have taken or plan to take certain measures to counter the increase in prices. From the list below, can you please tell us what these measures are?

Buying Fewer Items Per Shopping Trip



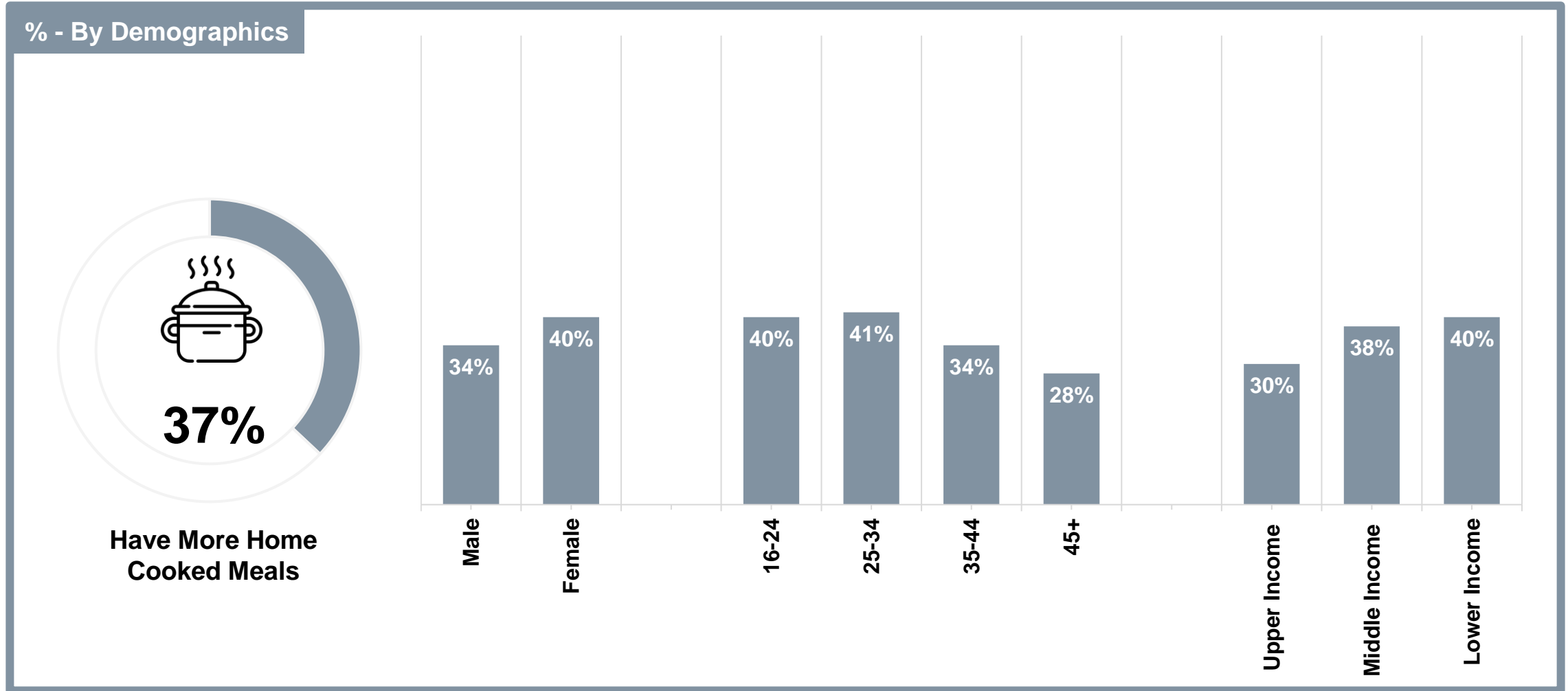
Q: Given that you have taken or plan to take certain measures to counter the increase in prices. From the list below, can you please tell us what these measures are?

Purchasing Cheaper Brands



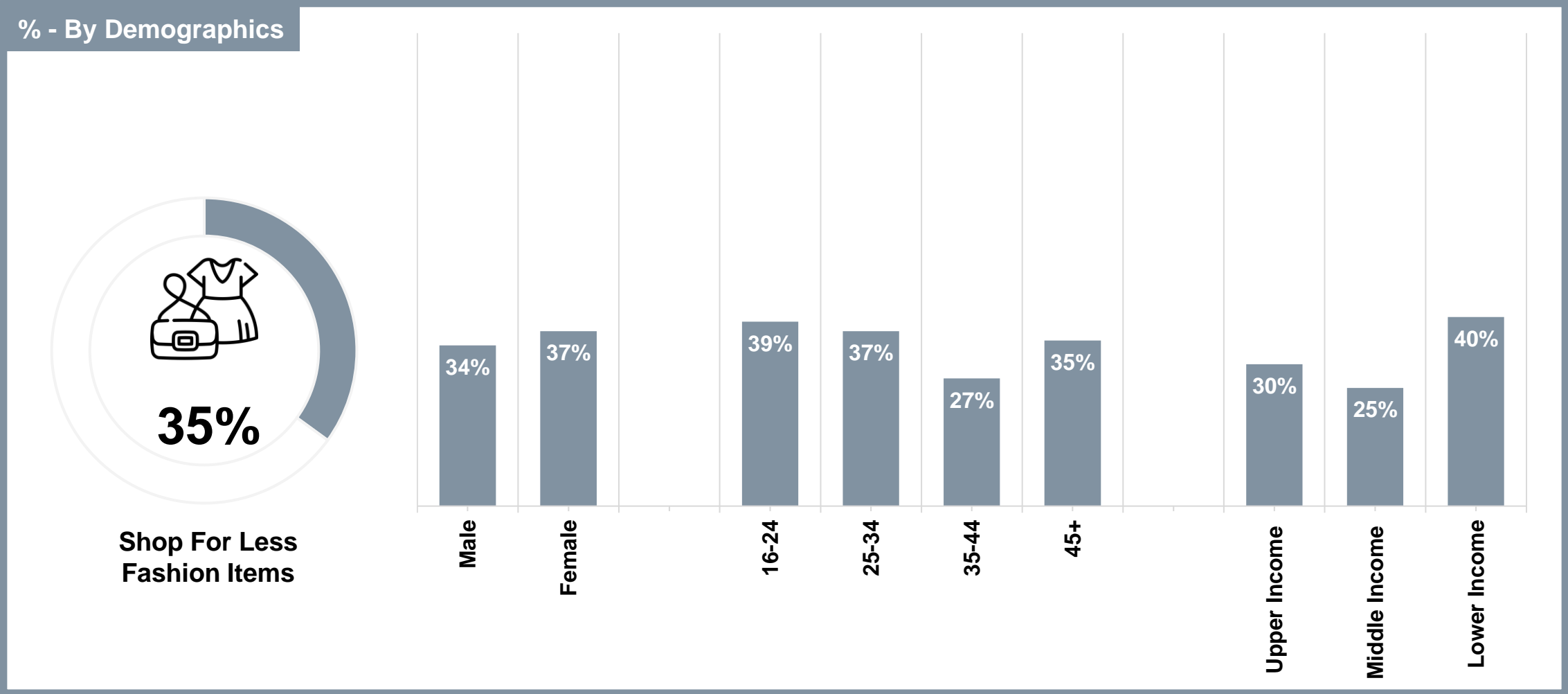
Q: Given that you have taken or plan to take certain measures to counter the increase in prices. From the list below, can you please tell us what these measures are?

Having Home Cooked Meals



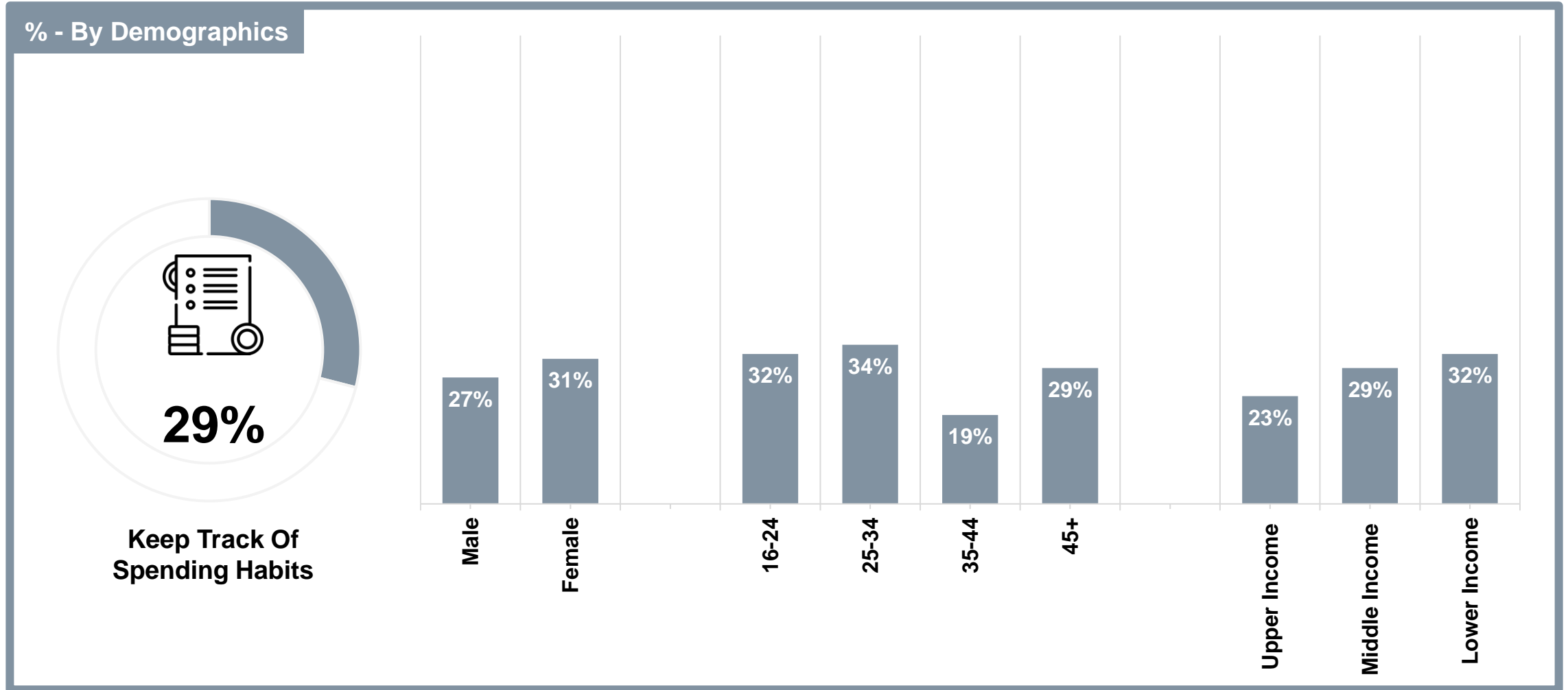
Q: Given that you have taken or plan to take certain measures to counter the increase in prices. From the list below, can you please tell us what these measures are?

Shopping For Fashion Items



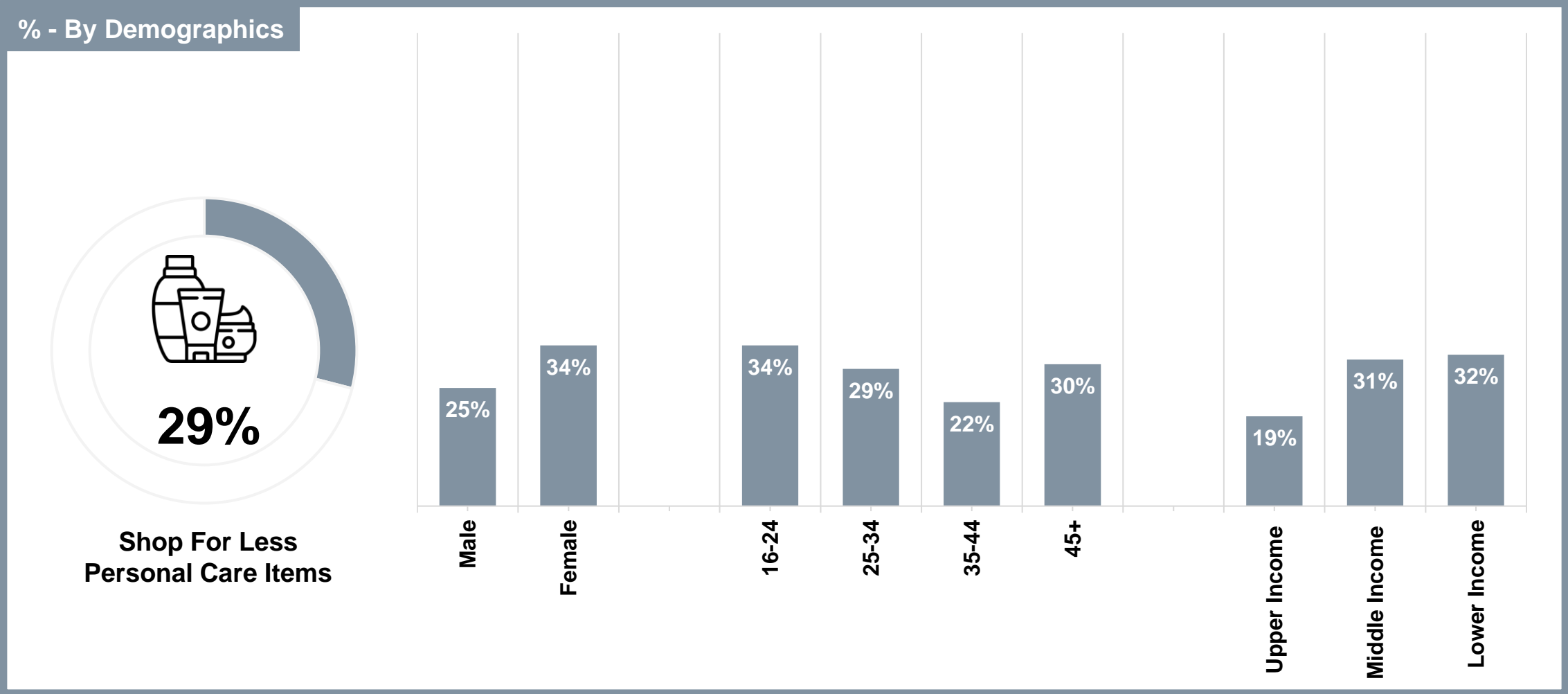
Q: Given that you have taken or plan to take certain measures to counter the increase in prices. From the list below, can you please tell us what these measures are?

Keeping Track Of Spending Habits



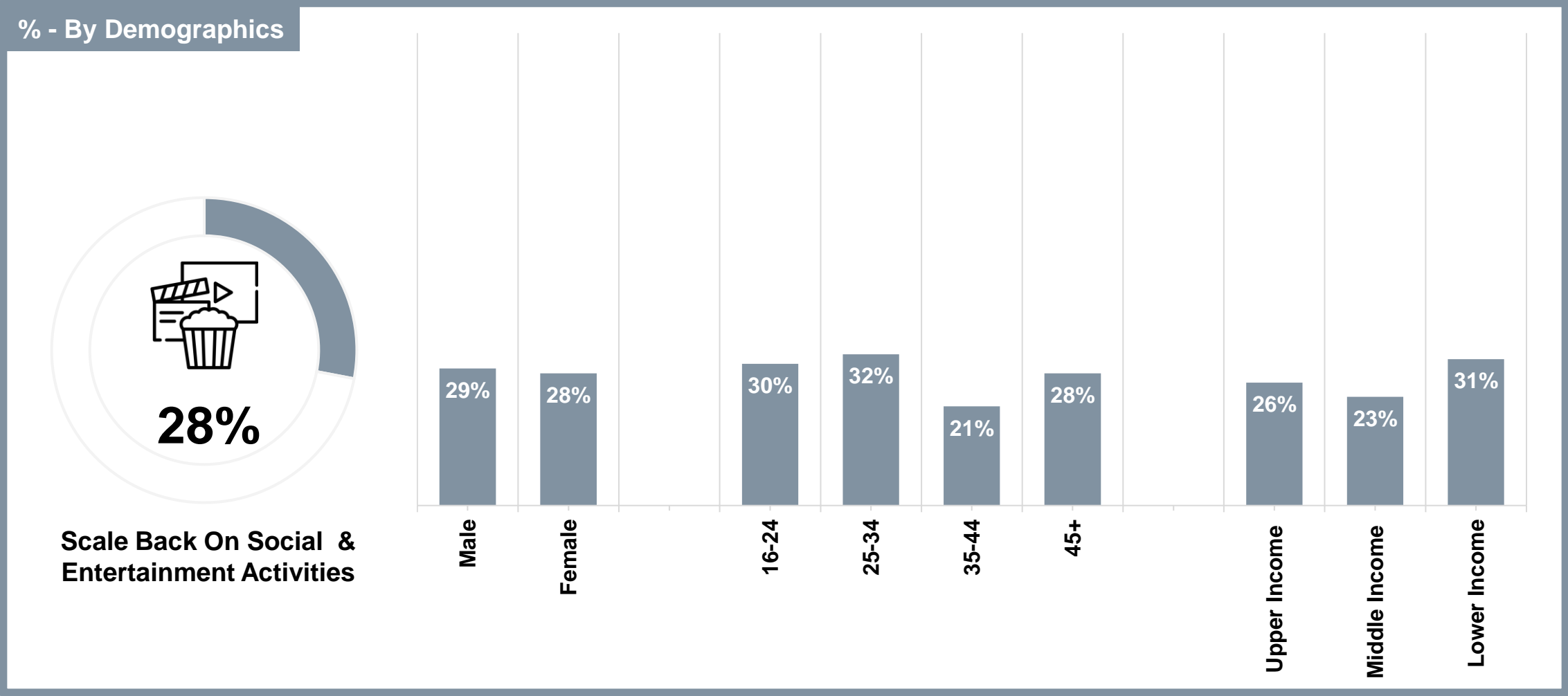
Q: Given that you have taken or plan to take certain measures to counter the increase in prices. From the list below, can you please tell us what these measures are?

Shopping For Personal Care Items



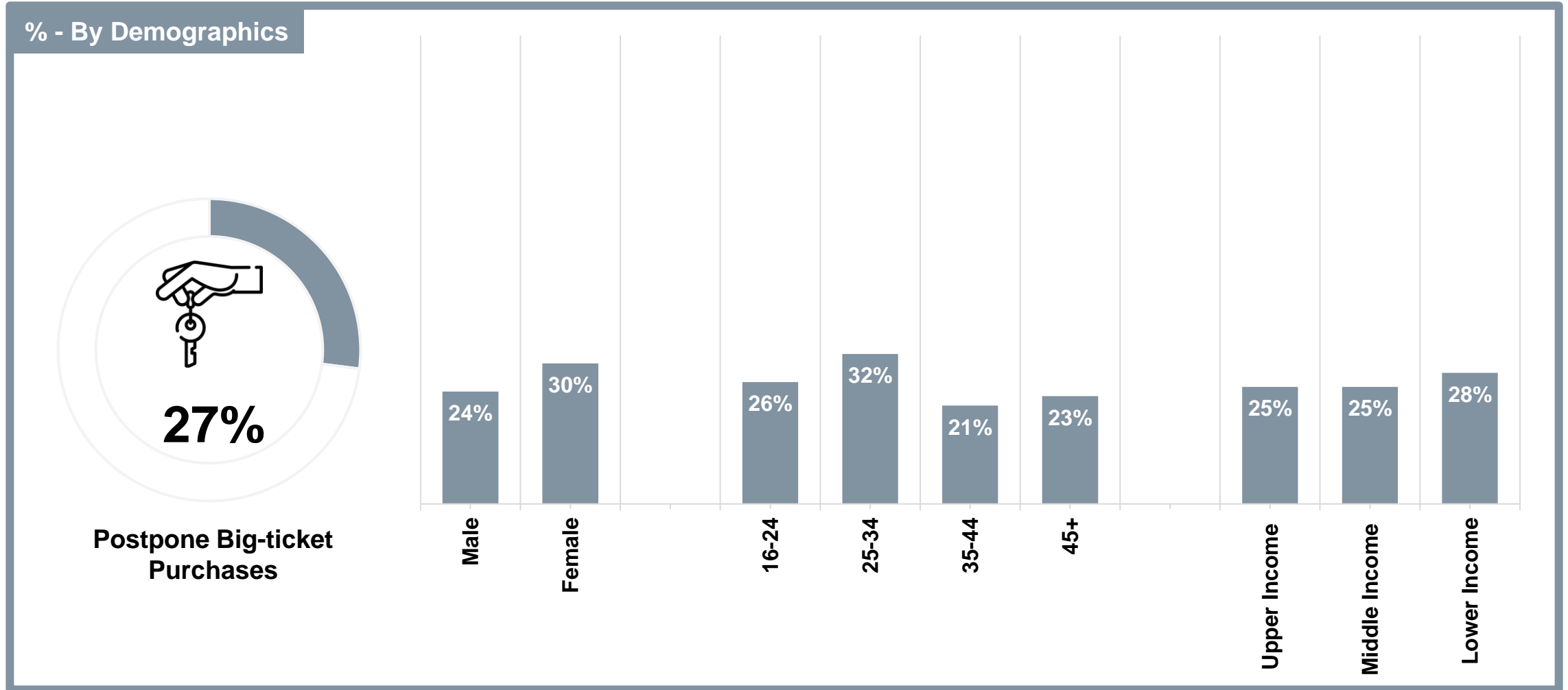
Q: Given that you have taken or plan to take certain measures to counter the increase in prices. From the list below, can you please tell us what these measures are?

Scaling Back On Social & Entertainment Activities



Q: Given that you have taken or plan to take certain measures to counter the increase in prices. From the list below, can you please tell us what these measures are?

Postponing Big-ticket Purchases



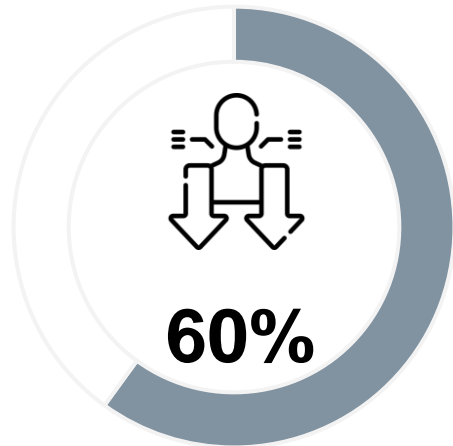
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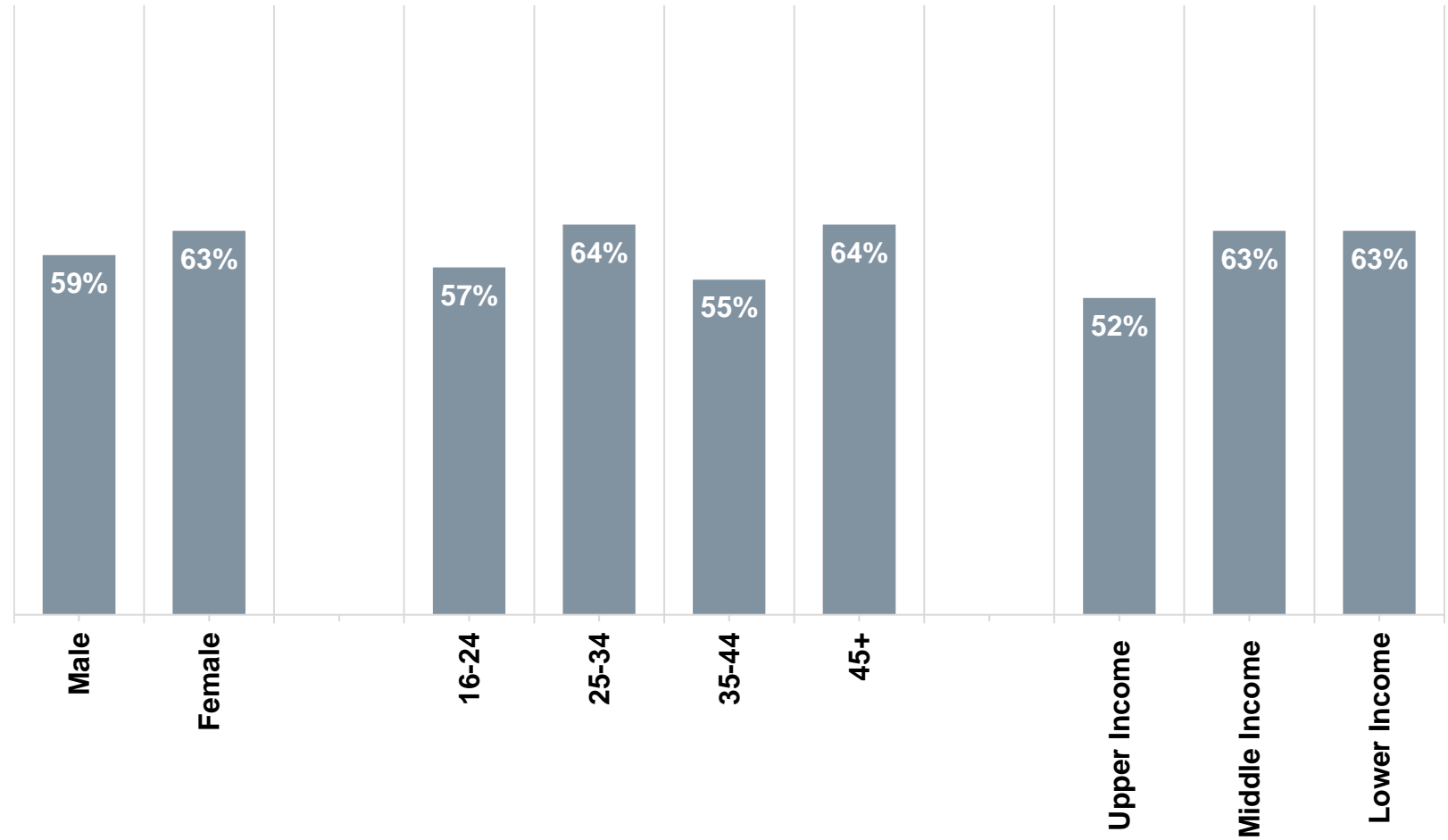
The Impact Of Inflation On Lifestyle

Lifestyle Adjustments In Response To Rising Prices

% Agree - By Demographics



I Downgraded My Way Of Living To Accommodate The Increase In Prices



Q: In general, do you agree or disagree with the following statements?

Methodology



Sample Size

1120 Respondents



Sample Criteria

General Public.
Representative of the
population across gender,
age (18+) and SEC



Methodology

CATI – Computer Aided
Telephone Interviews



Geographical Coverage

Conducted in Pakistan, with a
nationwide coverage



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GAME CHANGERS

