

HOUSEHOLDS IN PAKISTAN OPTIMISTIC ABOUT THEIR FUTURE FINANCIAL SITUATION: 43% PAKISTANIS ARE HOPEFUL THAT THEIR HOUSEHOLD FINANCIAL SITUATION WILL IMPROVE IN THE NEXT 6 MONTHS (DUN&BRADSTREET AND GALLUP PAKISTAN CONSUMER CONFIDENCE INDEX)

اپنی مستقبل کی مالی حالات کے بارے میں گھرانے پر امید ہیں: 43% پاکستانیوں کے مطابق آج سے چھ ماہ بعد اُن کے گھرانے کی مالی حالات بہتر ہونگے۔

What do you expect your household's financial situation to be in next 6 months?



WAVE 2 (JULY / AUGUST)



WAVE 1 (FEBRUARY / MARCH)



Note: Don't Know/No Response not shown



Opinion Poll

CONSUMER CONFIDENCE INDEX**Economy**

Households in Pakistan optimistic about their future financial situation: 43% Pakistanis are hopeful that their household financial situation will improve in the next 6 months (Dun&Bradstreet and Gallup Pakistan Consumer Confidence Index)

Islamabad, 13th October 2020,

According to Dun&Bradstreet and Gallup Pakistan Consumer Confidence Index, 43% Pakistanis expect their household situation to improve over the next 6 months.

The Consumer Confidence Index (CCI) is a reflection of current sentiments and future outlook as seen through the eyes of consumers across Pakistan. The CCI score is an indicator of consumer optimism/pessimism about the economy, as well as their own financial situation. Consumer Confidence Index is a leading indicator of the economic health and social well-being.

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “What do you expect your household’s financial situation to be in next 6 months?” In response to this question, 9% said will be better a lot, 34% said better, 21% said no change, 14% said worse and 11% said worse a lot.

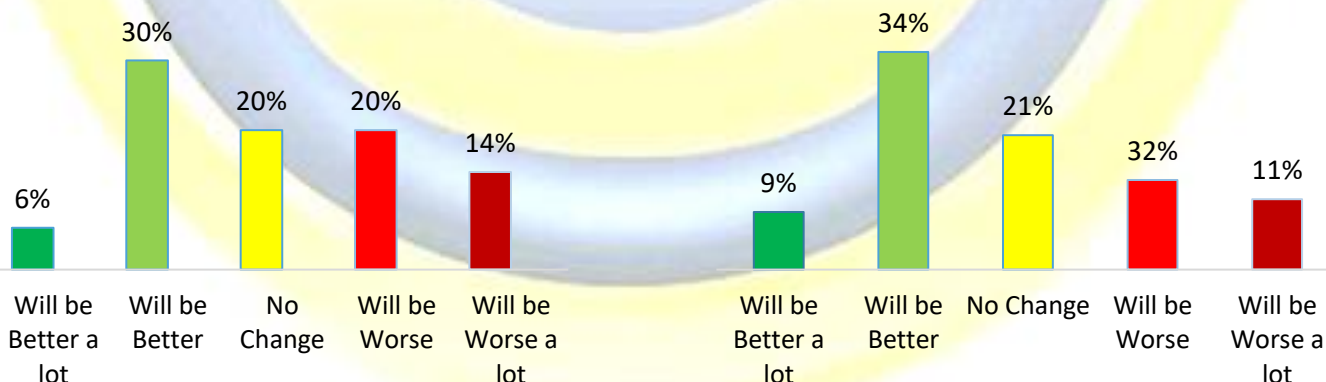
Question: “What do you expect your household’s financial situation to be in next 6 months?”

Optimists: 36% / Pessimists: 34% / Neutrals: 20%

Optimists: 43% / Pessimists: 43% / Neutrals: 21%

Net Score: +2%

Net Score: 0%

Wave 1 (February / March)**Wave 2 (July / August)**

Note: Don't Know/No Response not shown
Source: Dun & Bradstreet and Gallup Pakistan Consumer Confidence Index

Dun&Bradstreet Pakistan and Gallup Pakistan collaborated to launch the Pakistan CCI, the Pakistani affiliate of Gallup International. Wave 1 of the survey was carried out among a sample of 2041 men and women in urban and rural areas of all four provinces of the country, between 8th February and 12th March 2020. Wave 2 of the survey was carried out among a sample of 1500 men and women between 9th July and 10th August 2020. The full report by Dun&Bradstreet and Gallup Pakistan is available here: https://gallup.com.pk/wp/wp-content/uploads/2020/09/DB_GP_CCI_Report_22Sep2020-1.pdf



Opinion Poll from Gallup Pakistan
*The Pakistani Affiliate of Gallup
International*



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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.

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Daily Gilani Poll
2020



of Gallup Pakistan
(1980-2020)