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WORLDWIDE NETWORK

GALLUP PAKISTAN
Affiliated with Gallup International
Pakistan's Foremost Social Research Lab

ISSUE NO. 9

Pakistan Consumer Confidence Index (CCI)

Results of Q1 2022 Survey Report

26th July 2022

Key highlights of change in Consumer Sentiments across Pakistan from Q4 2021 to Q1 2022

Report prepared by D&B Pakistan in collaboration with Gallup Pakistan

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.

D&B and Gallup's quarterly publication aims to bring businesses and policymakers closer to understanding this crucial link. The CCI aids multiple stakeholders including governments, businesses, and financial institutions to strengthen their understanding of the market, and thereby facilitate data-backed decision making.

For more information on past CCI publications please visit: D&B Pakistan Knowledge Capital and Gallup Pakistan (www.gallup.com.pk)

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GALLUP PAKISTAN, THE PAKISTANI AFFILIATE OF GALLUP INTERNATIONAL, IS A LEADING SURVEY RESEARCH AGENCY AND AN EMERGING SOCIAL SCIENCE RESEARCH LAB IN PAKISTAN. GALLUP PAKISTAN IS A SPECIALIST IN INDEPENDENT THIRD-PARTY EVALUATION AND RATINGS.

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Gallup Pakistan is operating in Pakistan since 1980, thus bringing in more than 40 years of professional experience. Gallup Pakistan offers its expertise in 6 fields of social and market research.

- Behavioral & Attitudinal Studies
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- Financial Inclusion Research
- Media Research
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- Gallup History Project
- Social and Political Research

Acknowledgements

THE CONSUMER CONFIDENCE INDEX (CCI) IS A CLOSELY MONITORED QUARTERLY PUBLICATION AND FEATURES PROMINENTLY ACROSS MEDIA NETWORKS AND LEADING NEWS OUTLETS.

Consumer Confidence Index (CCI), prepared by Dun & Bradstreet Pakistan and Gallup Pakistan, is a closely monitored quarterly publication and features prominently across media networks and leading news outlets including DAWN, Business Recorder and Daily Times.

The Consumer Confidence Index (CCI) is a survey that measures consumer sentiments about the country's economic condition, household financial situation, job prospects, and personal finances.

The survey captures consumers' responses related to the Current Situation as well as their Future Expectations.

We expect this report to be useful for Government entities, as well as private organizations to strengthen their understanding of consumers across Pakistan and help in developing effective strategies and policies.

The CCI report is a quarterly publication from Dun & Bradstreet Pakistan, and Gallup Pakistan.

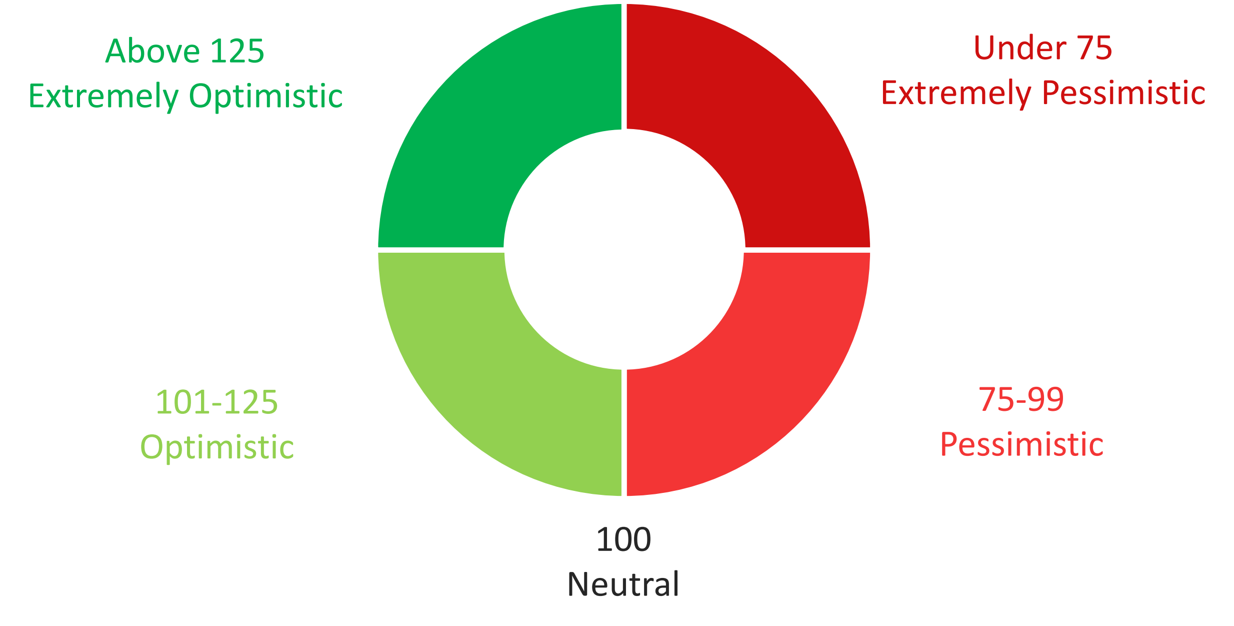
This report compares Consumer Confidence in Q1 2022 vis-à-vis Consumer Confidence in Q4 2021 (Q-o-Q comparison).

For more information on past CCI publications please visit: D&B Pakistan Knowledge Capital

Index and Net Indicator (NI) Interpretation

The Index and Net Indicator (NI) scores are used in the report to indicate the level of Optimism or Pessimism with respect to specific questions, or as a composite Index

The index ranges from 0 to 200 points



Scores between 0 to 99 indicate decreasing levels of pessimism
Scores between 101 to 200 indicate increasing levels of optimism

Note: Please refer to pages 26 to 30 for the detailed methodology
The Index and NI interpretation applies to rounded-off numbers.

Glossary

Consumers
Respondents that have participated in the Consumer Confidence survey.

Net Indicator (NI)
A composite score is computed for each index parameter by assigning weights to responses received from consumers.

Consumer Confidence Index *(CCI - Overall)*
This is an aggregate index used to determine overall optimism/ pessimism amongst consumers in Pakistan. The CCI is an average of the Current Consumer Confidence Index (CCI - Current) and Future Consumer Confidence Index (CCI - Future)

Current Consumer Confidence Index *(CCI - Current)*
An index that indicates consumer feedback about current economic conditions (vis-a-vis last 6 months) across four index parameters, i.e., Household Financial Situation, Country's Economic Conditions, Unemployment, and Household Savings.

Future Consumer Confidence Index *(CCI - Future)*
An index that indicates consumer outlook for the next 6 months (compared to the month in which the survey was conducted), across four index parameters, i.e., Household Financial Situation, Country's Economic Conditions, Unemployment, and Household Savings.

Index Parameter
The individual constituent of each of the indices captures the current or future economic condition. There are 4 parameters captured as part of the survey and have been explained in the methodology section of this report.

Province
A province is an administrative territory that is governed by its own Government. In Pakistan, there are four provinces i.e., Balochistan, Punjab, Sindh, and Khyber Pakhtunkhwa (KPK).

Report Flow

Executive Summary

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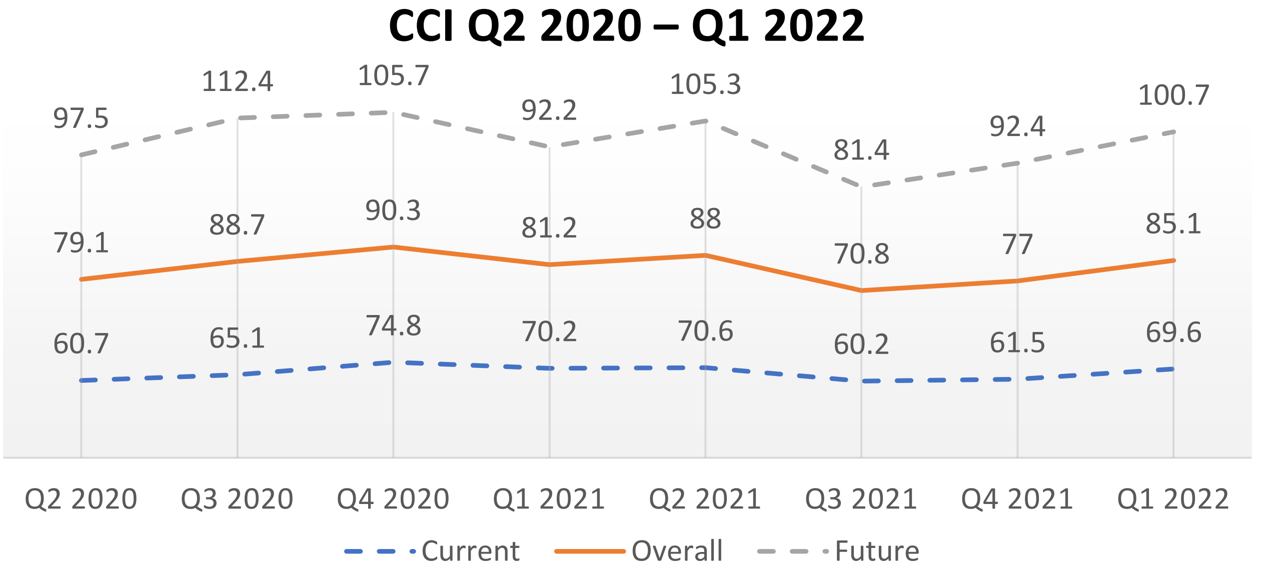
Key Findings: Q1 2022 Survey

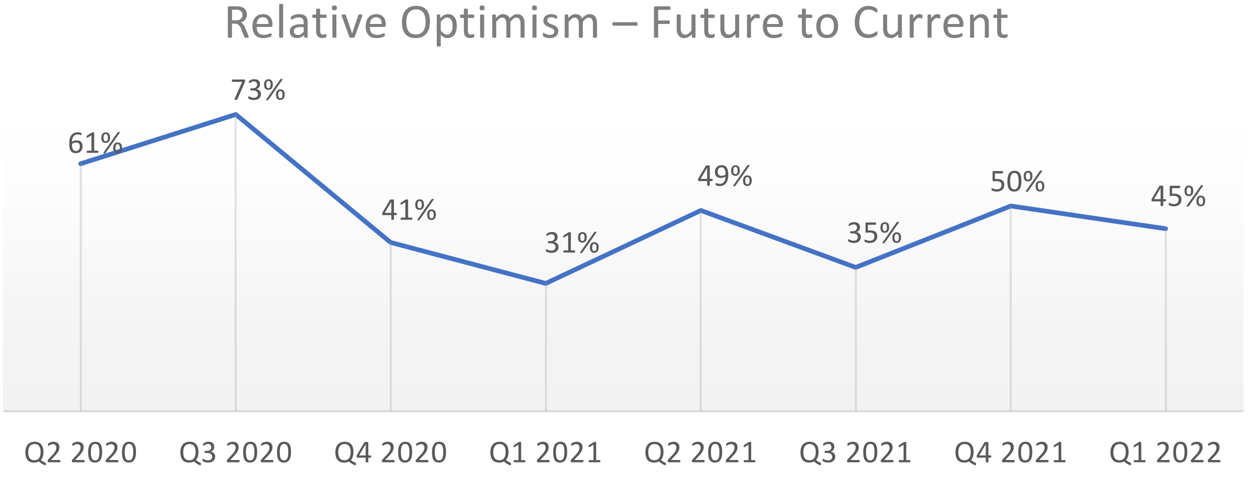
Overall CCI depicted an increase of 10.5% Q-o-Q vis-à-vis an increase of 8.8% witnessed during the last quarter.



The Overall CCI increased by 10.5% in Q1 2022 to 85.1, indicating improved outlook in comparison to the previous quarter. Overall CCI was reported at 77 in Q4 2021.

Improvement in the recent quarter's CCI can be attributed to an increase across all current parameters of the index.

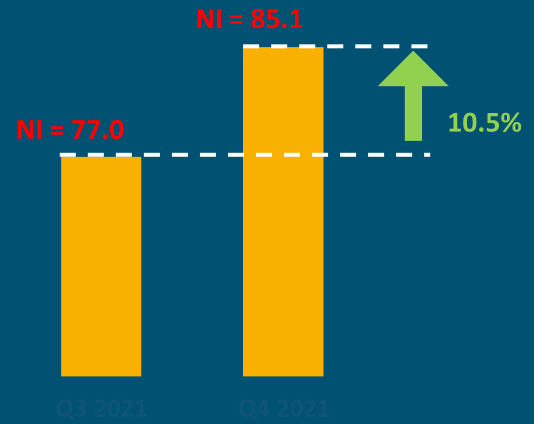
During the past two quarters, consumers have remained pessimistic about the future. However, consumers are once again optimistic regarding the future economic prospects.



Based on a historical average, the dispersion in CCI between the current situation and the future outlook is close to 45%, lower than that in Q4 2021.

The increase in CCI was driven primarily by reduced pessimism for the Current Situation

Δ IN OVERALL CCI

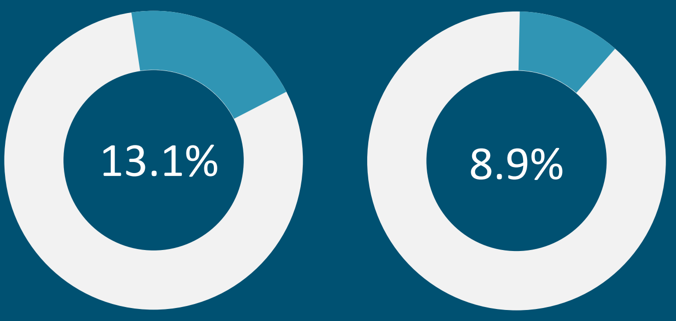


Consumer Confidence Index (CCI) increased Q-o-Q, indicating an improvement in sentiments, albeit remaining in the Pessimistic zone.

Δ IN CURRENT & FUTURE SITUATION

CURRENT INCREASE

FUTURE INCREASE



Overall, Consumers reported a greater improvement in Current Situation as compared to Future Expectations.

Improvement in the overall CCI can be attributed to lower pessimism (indicating improved outlook) across all parameters. However, these results do not reflect the impact of the recent fuel and electricity price hikes. Therefore, increase in prices would possibly be reflected further in the next wave.

Consumers' confidence in relation to the Future Situation improved on account of high expectations from the new government. In other words, consumers expect the economy to stabilize in the following quarters. However, despite improvement in the overall index, many consumers are still pessimistic regarding the Current Situation across all parameters.

Current Outlook on **Financial Situation** and **Household Savings** parameters grew Q-o-Q by 12.9% and 10.7% respectively.

Consumers indicated an improvement in the **Economic Situation** compared to the last quarter (3.0% Q-o-Q). However, **Unemployment** increased by 34.8% Q-o-Q.

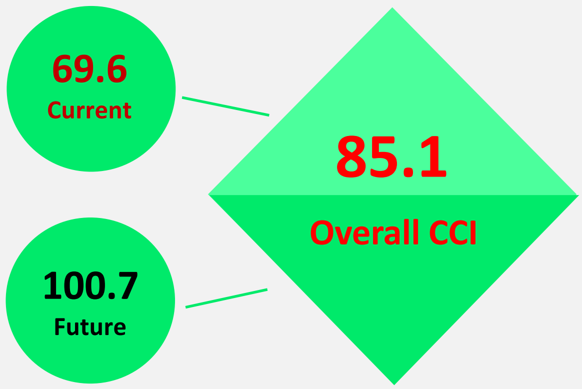
Rising prices continue to be a concern for consumers, despite an improvement in sentiments Q-o-Q (44.1%).

Index / Net Indicator (NI) Interpretation: Under 75 - extremely pessimistic, 75 to 99 – pessimistic, 100 – Neutral, 101 to 125 – optimistic and 125 above - extremely optimistic

Consumer Confidence Index

Consumers displayed relatively higher optimism regarding Future Expectations (NI = 100.7) compared to Current Situation (NI = 69.6).

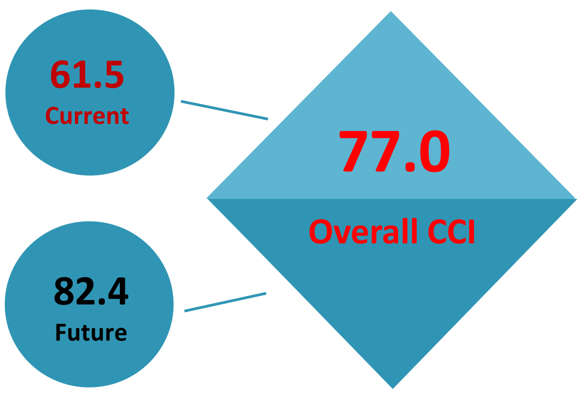
Current Quarter: Q1 2022 Survey



Survey conducted during: May - 22

Overall CCI increased by 10.5% Q-o-Q to **85.1** in Q1, 2022. The increase can be attributed to positive consumer sentiments towards performance of new government. However, despite improvement, the index remains in the pessimistic zone.

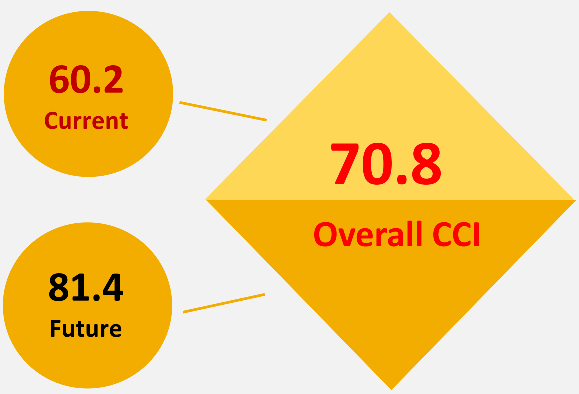
Previous Quarter: Q4 2021 Survey



Survey conducted during: Jan & Feb - 21

Overall CCI increased by 8.8% Q-o-Q to **77.0** in Q4 2021. The increase was primarily driven by improvement in future expectations as the Government has tried to instill confidence regarding future economic growth.

Y-o-Y: Q3 2021 Survey



Survey conducted during: Sep & Oct - 21

Overall CCI decreased by 19.6% Q-o-Q to **70.8** in Q3 2021. This was likely due to declining future expectations and current situation sentiments, driven by weakening in macroeconomic indicators. (NI = **81.4**).

Index / Net Indicator (NI) Interpretation: Under 75 - extremely pessimistic, 75 to 99 – pessimistic, 100 – Neutral, 101 to 125 – optimistic and 125 above - extremely optimistic

Key Takeaways

Consumers are Extremely Pessimistic about the Current Macroeconomic situation

Consumers remained extremely pessimistic regarding Unemployment, Economic Situation, and Household Savings (NI = 51.1, 67.8 and 69.2 respectively)

Optimism regarding Future Financial and Economic Situation

Consumers were optimistic regarding Future Financial and Economic Situation, increasing by 7.1% and 8.9% Q-o-Q in Q1, 2022 respectively.

Consumers remain concerned about rising Unemployment

Consumers were most concerned about rising Unemployment in the upcoming quarters, in comparison to all other future parameters (NI = 67.6).

Respondents perceive Savings to rise sharply

Overall, Household Savings displayed improvement in sentiments (increased by 7.2%). Future Household Savings are expected to be higher than Current Situation.

Index / Net Indicator (NI) Interpretation: Under 75 - extremely pessimistic, 75 to 99 – pessimistic, 100 – Neutral, 101 to 125 – optimistic and 125 above - extremely optimistic

IMPROVED OUTLOOK VERSUS PREVIOUS QUARTER FOR ALL THE RELEVANT PARAMETERS OUTLINE BELOW

Household Financial Situation

NI	Q4 2021	Q1 2022	% Change
Overall	**94.7**	**104.1**	**9.9%**
Current	80.0	90.3	12.9%
Future	109.3	118.0	7.9%

Country's Economic Situation

NI	Q4 2021	Q1 2022	% Change
Overall	**80.7**	**85.9**	**6.4%**
Current	65.8	67.8	3.0%
Future	95.6	104.1	8.9%

Unemployment Situation

NI	Q4 2021	Q1 2022	% Change
Overall	**55.3**	**67.6**	**22.2%**
Current	37.9	51.1	34.8%
Future	72.8	84.1	15.5%

Household Savings

NI	Q4 2021	Q1 2022	% Change
Overall	**77.2**	**82.8**	**7.2%**
Current	62.5	69.2	10.7%
Future	91.9	96.5	5.0%

Index / Net Indicator (NI) Interpretation: Under 75 - extremely pessimistic, 75 to 99 – pessimistic, 100 – Neutral, 101 to 125 – optimistic and 125 above - extremely optimistic

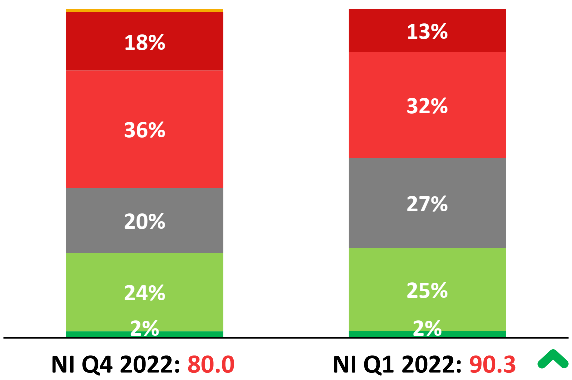
PERCEPTIONS REGARDING HOUSEHOLD FINANCIAL SITUATION IMPROVED Q-O-Q

Consumers turned **optimistic** regarding **Future Household Financial Situation** (NI = 118.0), as future expectations **rose by 7.9% Q-o-Q**.

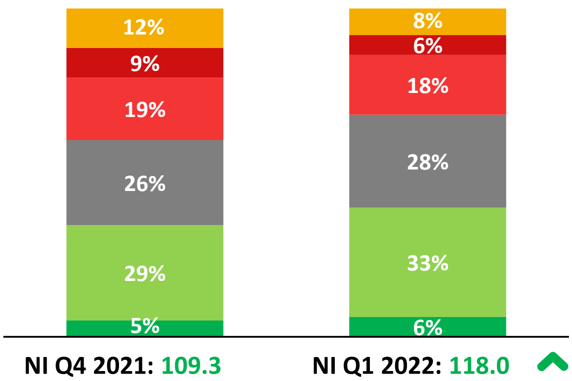
67% of the respondents indicated that their **Household Financial Situation is expected to improve or stay the same in Future** (as compared to 60% in Q4 2021).

Surveys	Overall NI*
Q4 2021	94.7
Q1 2022	104.1

Current: How is your household's financial situation in comparison to last 6 months?



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



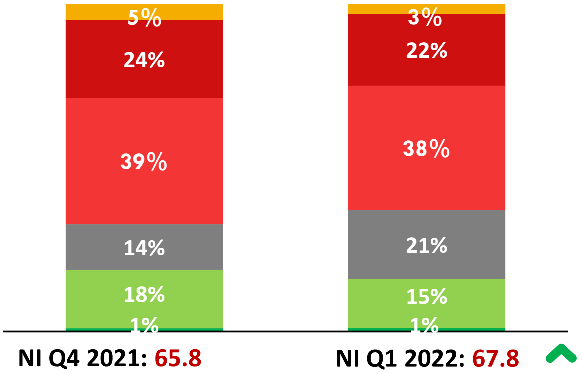
Sentiments regarding Country's Economic Situation observed an improvement across both Current Situation and Future Expectations

Sentiments regarding Country's Economic Situation improved primarily due to increase in **Future Expectations** by 8.9% Q-o-Q.

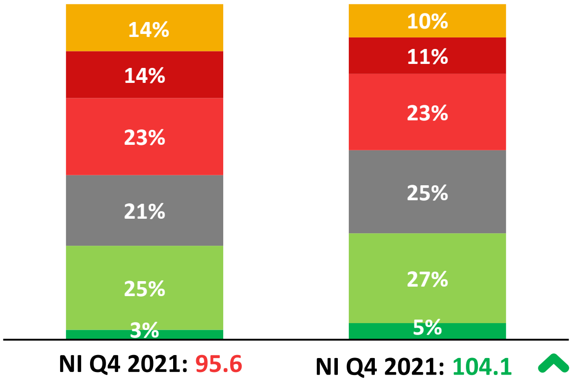
57% expect **Country's Future Economic Situation to improve or remain the same** (16.3% increase Q-o-Q).

Surveys	**Overall NI***
Q4 2021	80.7
Q1 2022	85.9

Current: In your opinion, how would you describe the current economic situation in Pakistan in comparison to last 6 months?



Future: In your opinion, what do you expect Pakistan's economic situation to be in next 6 months?



Will be better a lot | Will be better | No change | Will be Worse | Will be Worse a lot | Don't Know

Index / Net Indicator (NI) Interpretation: Under 75 - extremely pessimistic, 75 to 99 – pessimistic, 100 – Neutral, 101 to 125 – optimistic and 125 above - extremely optimistic

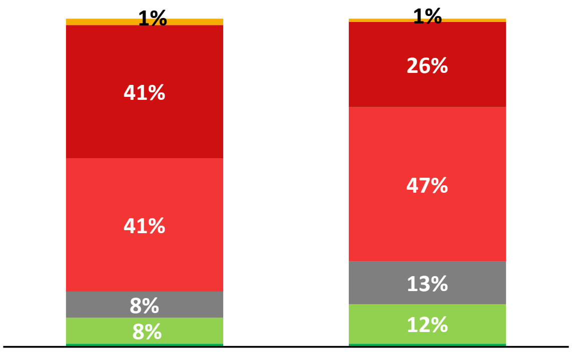
While consumer concerns around unemployment continue to persist, the overall outlook shows some improvement during Q1 2022

Respondents indicated the **most concern regarding Unemployment Situation**, across all CCI parameters, with NI increasing by 22.2% from 55.3 to 65.6, Q-o-Q.

46% respondents highlighted that **Unemployment will increase** in the next six months (down from **54% in Q4 2021**).

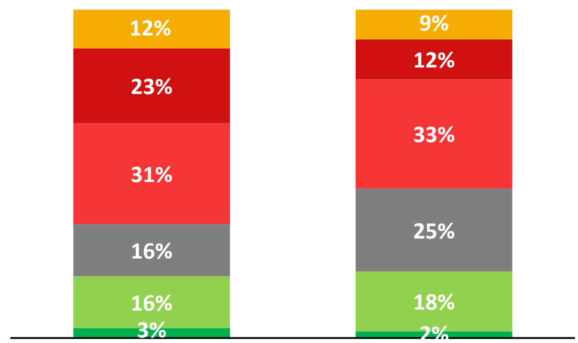
Surveys	Overall NI
Q4 2021	55.3
Q1 2022	67.6

Current: In your opinion, in comparison to last 6-month, unemployment in Pakistan is …..?



NI Q4 2021: 37.9 **NI Q1 2022: 51.1**

Future: In your opinion, in next 6 months, unemployment in Pakistan will be….?



NI Q4 2021: 72.8 **NI Q1 2022: 84.1**

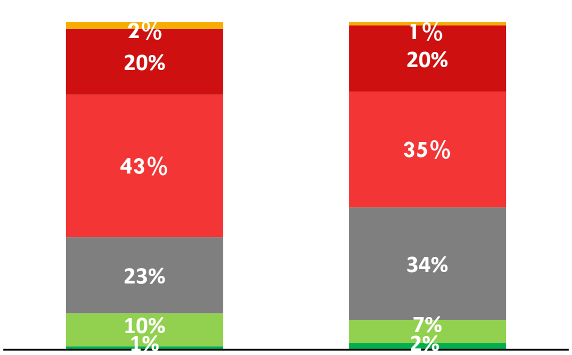
Sentiments regarding Overall Household Savings improved Q-o-Q. Consumers expressed relatively less pessimism about Future Household Savings in Q1 2022

Sentiments regarding **Household Savings observed improvement Q-o-Q** (**7.2%**), however it remains extremely pessimistic in current situation

57% respondents expect Household Savings **to increase or remain same** in the next six months

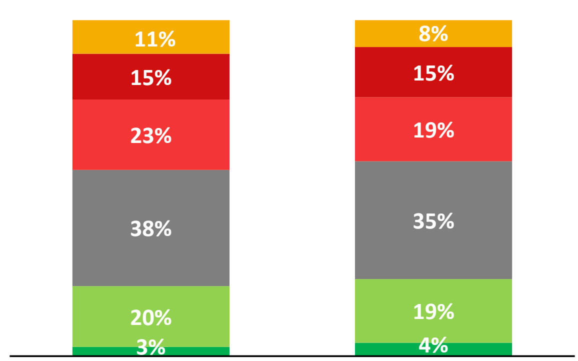
Surveys	**Overall NI**
Q4 2021	77.2
Q1 2022	82.8

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



NI Q4 2021: 62.5 **NI Q1 2022: 69.2**

Future: Do you expect your household savings to increase, decrease or remain the same in next 6 months?



NI Q4 2021: 91.9 **NI Q1 2022: 96.5**

Will be better a lot | Will be better | No change | Will be Worse | Will be Worse a lot | Don't Know

Index / Net Indicator (NI) Interpretation: Under 75 - extremely pessimistic, 75 to 99 – pessimistic, 100 – Neutral, 101 to 125 – optimistic and 125 above - extremely optimistic

ALL PROVINCES, BARRING BALOCHISTAN, INDICATED IMPROVEMENT IN SENTIMENTS Q-O-Q

Punjab
n = 1024

NI	Q4 2021	Q1 2022	% Change
Overall	**76.2**	**83.6**	**9.7%**
Current	60.7	68.3	12.5%
Future	91.7	98.8	7.7%

Sindh
n = 423

NI	Q4 2021	Q1 2022	% Change
Overall	**80.6**	**88.0**	**9.1%**
Current	65.1	70.6	8.4%
Future	96.0	105.5	9.8%

KPK
n = 212

NI	Q4 2021	Q1 2022	% Change
Overall	**79.4**	**94.6**	**19.2%**
Current	61.7	82.3	33.3%
Future	97.1	107.0	10.1%

Balochistan
n = 106

NI	Q4 2021	Q1 2022	% Change
Overall	**68.6**	**68.3**	**-0.4%**
Current	56.7	53.8	-5.1%
Future	80.4	82.8	2.9%

Index / Net Indicator (NI) Interpretation: Under 75 - extremely pessimistic, 75 to 99 – pessimistic, 100 – Neutral, 101 to 125 – optimistic and 125 above - extremely optimistic

Consumers in both urban and rural areas are relatively less pessimistic in Q1, 2022. Moreover, male respondents depicted less pessimism in comparison to female respondents.

Urban
n = 1142

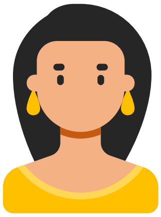
NI	Q4 2021	Q1 2022	% Change
Overall	**78.3**	**85.8**	**9.6%**
Current	62.5	70.8	13.2%
Future	94.1	100.9	7.2%

Rural
n = 623

NI	Q4 2021	Q1 2022	% Change
Overall	**75.5**	**84.8**	**10.5%**
Current	60.4	69.0	14.2%
Future	90.6	100.6	11.0%

Male
n = 1463

NI	Q4 2021	Q1 2022	% Change
Overall	**79.3**	**86.1**	**8.5%**
Current	64.0	71.7	12.0%
Future	94.5	100.5	6.3%



Female
n = 302

NI	Q4 2021	Q1 2022	% Change
Overall	**71.1**	**84.1**	**18.2%**
Current	55.1	67.3	22.1%
Future	87.0	100.9	15.9%

Index / Net Indicator (NI) Interpretation: Under 75 - extremely pessimistic, 75 to 99 – pessimistic, 100 – Neutral, 101 to 125 – optimistic and 125 above - extremely optimistic

Consumers across all age groups remained pessimistic for the current quarter; respondents aged below 30 years depicted the least pessimism.

Below 30 years
n = 637

NI	Q4 2021	Q1 2022	% Change
Overall	**82.0**	**90.0**	**9.7%**
Current	66.3	74.6	12.5%
Future	97.7	105.4	7.9%

30 to 49 years
n = 874

NI	Q4 2021	Q1 2022	% Change
Overall	**74.3**	**82.1**	**10.4%**
Current	59.4	66.1	11.2%
Future	89.3	98.2	9.9%

50 years and above
n = 254

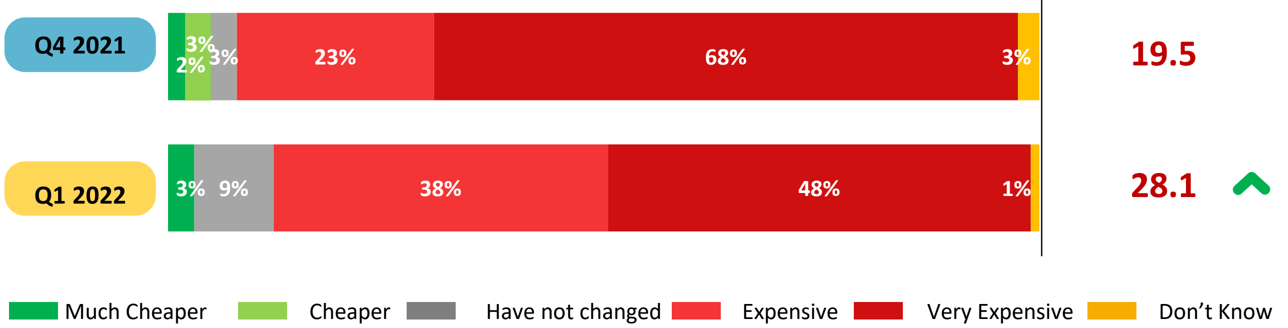
NI	Q4 2021	Q1 2022	% Change
Overall	**71.8**	**84.5**	**17.7%**
Current	55.5	72.0	29.7%
Future	88.2	97.1	10.0%

Index / Net Indicator (NI) Interpretation: Under 75 - extremely pessimistic, 75 to 99 – pessimistic, 100 – Neutral, 101 to 125 – optimistic and 125 above - extremely optimistic

Price Situation & Household Income

Consumer sentiments related to price remained extremely pessimistic in Q1, 2022 (NI = 28.1, 44% Q-o-Q)

Current: In your opinion, in comparison to last six months, prices of daily essentials are



95% of consumers said that daily essentials have become expensive/very expensive in last six months compared to **91% responses** in **Q4 2021**.

Net Indicator	Under 30 yrs.	30-49 yrs.	Above 50 yrs.
Q4 2021	20.0	18.8	20.7
Q1 2022	30.0	27.3	25.7

Consumers above 50 years of age are most concerned about rising prices of daily essentials in Q1, 2022

Net Indicator	Punjab	Sindh	KPK	Balochistan
Q4 2021	19.2	19.5	23.9	15.9
Q1 2022	30.1	28.5	19.8	23.6

Respondents across provinces displayed decrease in pessimism, barring those in KPK

Net Indicator	Male	Female
Q4 2021	18.8	21.4
Q1 2022	30.6	25.4

Both Male and Female respondents indicated sentiments

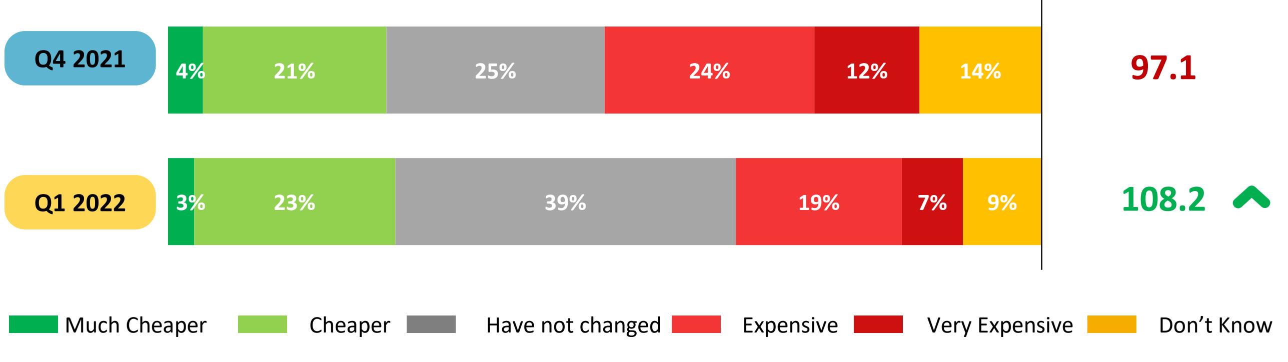
Net Indicator	Urban	Rural
Q4 2021	17.4	21.8
Q1 2022	28.8	27.7

Urban consumers continue to be more concerned about increase in prices than rural consumers in Q1 2022

Consumers turned optimistic about Future Household Income in Q1 2022, compared to being pessimistic in Q4 2021

Future: What change do you expect in your household income in the future?

Net Indicator



26% of respondents mentioned that their income levels will decrease in the next 6 months compared to **35%** in **Q4 2021**.

Net Indicator	Under 30 yrs.	30-49 yrs.	Above 50 yrs.
Q4 2021	104.1	92.7	92.0
Q1 2022	▲ 113.7	▲ 105.8	▲ 100.9

Age groups under 30 and 30 – 49 years have shifted towards optimism. However, respondents above 50 years are stil pessimistic for the future.

Net Indicator	Punjab	Sindh	KPK	Balochistan
Q4 2021	96.8	101.2	105.1	75.4
Q1 2022	▲ 112.5	▲ 103.4	▼ 93.8	▲ 117.2

Consumers in Punjab turned optimistic with respect to Future Household Income, while those in KPK expressed pessimism in Q1 2022. Respondent sentiments in Balochistan improved significantly by 55.4% Q-o-Q in Q1 2022.

Net Indicator	Male	Female
Q4 2021	98.4	93.5
Q1 2022	▲ 112.3	▲ 103.7

Female respondents have entered into ‘Optimistic’ zone concerning expectations for Future Household Income

Net Indicator	Urban	Rural
Q4 2021	99.0	94.9
Q1 2022	▲ 112.0	▲ 106.1

Both, urban and rural consumers turned optimistic regarding future household income

Methodology

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Q1 2022 Survey: A telephonic survey was conducted among 1,765 respondents by a team of trained professionals from Gallup Pakistan

Sample Size: 1,765

2.0% Error Margin at
95% Confidence level

Data Collection Period:
May 2022

Sample Survey Key Concepts

Male
83%

Female
17%

Below 30 years
36%

30 to 49 years
53%

50 years & above
11%

Urban
36%

Rural
64%

Sample Size Distribution by Province

Sindh
24%

Punjab
58%

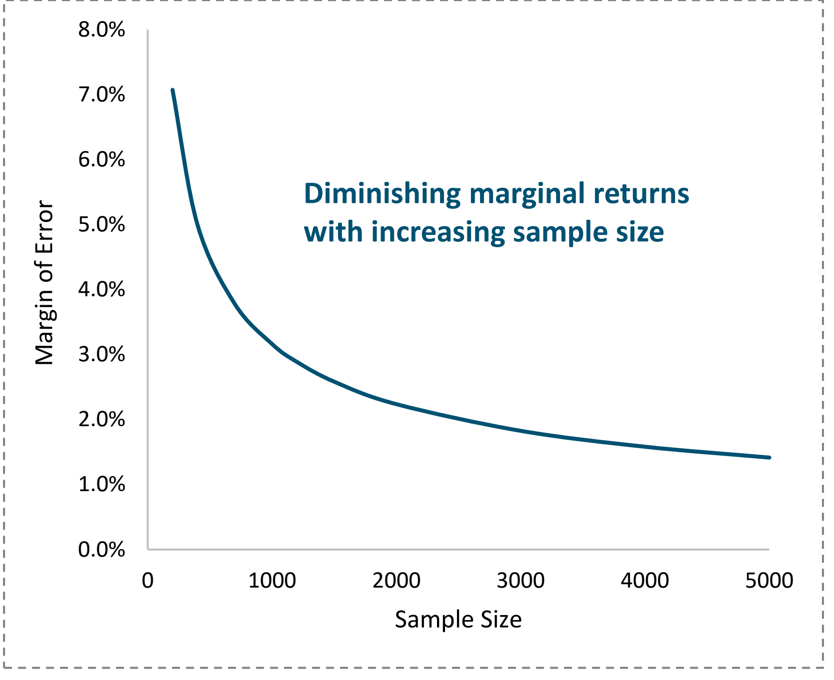
Balochistan
06%

KPK
12%

Sample size of 1,765 respondents result in a margin of error of 2.0%, hence the sample size is representative of population.

THE MARGIN OF ERROR DECREASES WITH INCREASE IN SAMPLE SIZE BUT AT A MUCH LOWER PACE. A SAMPLE SIZE OF 1,200 IS STATISTICALLY SIGNIFICANT. HOWEVER, OUR SAMPLE SIZE OF 3,010 IS MORE THAN SUFFICIENT FROM THE POINT OF VIEW OF STATISTICAL ACCURACY

Relationship between Sample Size and Margin of Error



Sample Size (n)	Margin of Error (M.E.)
200	7.1%
400	5.0%
700	3.8%
1,000	3.2%
1,200	2.9%
1,500	2.6%
2,000	2.2%
3,000	1.8%
4,000	1.6%
5,000	1.4%

Observations:

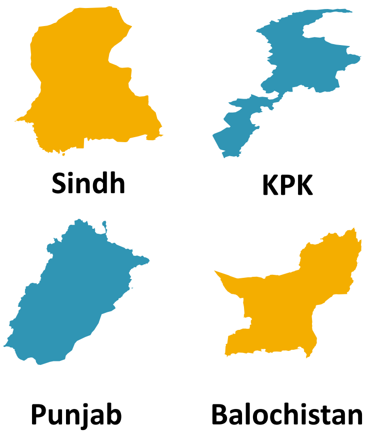
- A four times increase in sample size (from 1,000 to 4,000) will reduce error margin by only 1.6% (from 3.2% to 1.6%).
- The most substantial decrease in margin of error is between samples sizes of 200 and 1,200
- The margin of error does not substantially decrease at sample sizes above 1,500 (since it is already below 3%).

With Pakistan's population of ~220 Mn, a sample size of 1,200 results in a margin of error of 2.8%, which is below 3%, the accepted norm for statistical research accuracy. A Sample of 1,765 for this survey is sufficiently large to represent feedback from across the Nation.

Note: For further details on statistical concepts see page 32

THIS SURVEY HAS BEEN WEIGHTED USING ‘POST-STRATIFICATION WEIGHTS’

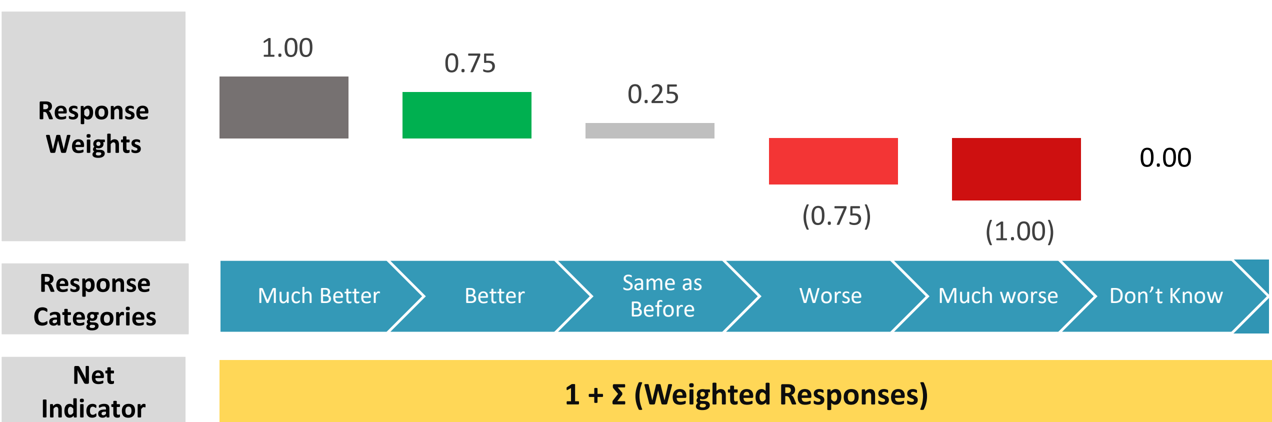
Weighting Approach



- A weighting approach has been used for the CCI to make the sample statistically representative of the population.
- The weights have been applied based on Provinces of Residence (Sindh, Punjab, KPK or Balochistan)
- The assignment of a weight to each survey respondent is such that: demographics that are under-represented (when compared to the actual population proportion) are assigned a weight larger than 1, and those in over-represented groups are assigned a weight smaller than 1.

FOR ESTIMATING NET INDICATOR, WEIGHTS HAVE BEEN ASSIGNED TO EACH RESPONSE ASYMMETRICALLY TO ACCOUNT FOR RESPONDENT’S TENDENCY TO UNDER-WEIGH POSITIVE RESPONSES

Response Weighting



Net indicator is a composite score computed for each index parameter by assigning weights to responses received from consumers. For each question asked during the survey, the respondent has six options as shown above.

Neutral responses (Same as before) are assigned a weight of 0.25 due to respondent's tendency to under-weigh positive responses.

Net Indicator is computed by taking a weighted average sum of the responses based on the weights indicated above. It is converted into an index by adding 100 to the weighted average score. The index will thus range from 0 to 200

Index / Net Indicator (NI) Interpretation: Under 75 - extremely pessimistic, 75 to 100 – pessimistic, 100 to 125 – optimistic and **125 & above - extremely optimistic**

Appendix

A SAMPLE IS A COLLECTION OF DATA FROM A SUBSET OF THE POPULATION. MARGIN OF ERROR DETERMINES THE ACCURACY OF ESTIMATION ABOUT POPULATION PARAMETER FROM SAMPLE SURVEY

Sample Survey Key Concepts

Population, Sampling Frame and Sample

Population: **The entire group of individuals or objects that we wish to know something about**

Sample (n): **Those individuals or objects who provide the data to be collected.**

Sampling Frame: **It is a list of all those within a population who can be sampled. Having sampling frame close to population avoids selection bias.**

Relationship between Population, Sampling Frame and Sample (Process of creating a sample)

- **Want to know about a population**
- **Only really have access to a sampling frame to draw an intended sample from**
- **Get observations only from the actual sample.**

Margin of Error (ME)

- **It measures the reliability of the percent or other estimate based on the survey data**
- **The margin of error depends directly on the square root of the size of the sample.**

Formula: ME = 1 / √n
Rule of Thumb: The larger the sample size (n) the smaller the margin of error; the size of the population does not affect the margin of error

Confidence Interval (CI)

- **It is a probability that a parameter will fall between a pair of values around the mean.**

Formula: CI = $\bar{x} \pm z * \sigma / (\sqrt{n})$
($\bar{x}$ = sample mean, z = confidence level value, σ =sample standard deviation)
Observation: Mostly constructed using confidence levels of 95% or 99%.

If a survey is conducted using an unbiased methodology, then the margin of error tells us directly about the accuracy of the survey at estimating a population parameter.

THIS REPORT HAS BEEN DEVELOPED TO ASSESS CONSUMER CONFIDENCE ACROSS PAKISTAN. MULTIPLE STAKEHOLDERS CAN USE THIS REPORT FOR STRATEGIC DECISION MAKING.

The Consumer Confidence Index (CCI Index) is a globally recognized instrument that helps understand the sentiments and outlook of the common man.

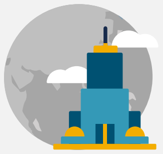
The Consumer Confidence Survey measures the level of optimism that consumers have about household financial situation, country's economic condition, job prospects, personal finances and spending intentions1.

Thus, it would help multiple stakeholders to strengthen their research, develop their strategies, and thereby aid in the process of decision making.

Target Audience

Public Institutions and Policy Makers

Large and Small Businesses (especially B2C)



Development Financial Institutions & Foundations

Banks and Non-Banking Financial Institutions

Education and Research Center

THIS REPORT COMPARES CHANGES IN CONSUMER CONFIDENCE ACROSS TWO QUARTERS; THIRD QUARTER OF 2021 (Q3 2021) AND THE CURRENT SITUATION (Q4 2021)

	Q4 2021	Q1 2022
Number of Respondents	3,010	1,765
Time period of Survey	Jan & Feb-21	May 22
Mode of Survey Interviews	Telephonic	Telephonic

THE CONSUMER CONFIDENCE INDEX REPORT COMPARES SURVEY RESULTS, AND ASSESSES CURRENT & FUTURE CONSUMER OUTLOOK FOR ALL KEY PARAMETERS ACROSS DEMOGRAPHIC SEGMENTS

Analysis Framework

Consumer response related to Current Situation and Future Expectations

Current
Past 6 Months sentiment from month of survey

Q. How would you describe the current situation in comparison to 6 months ago?

Future
Next 6 Months outlook from month of survey

Q. What do you expect the situation to be 6 months from now?

Quarterly Consumer Confidence Surveys

Q4 2021 Survey

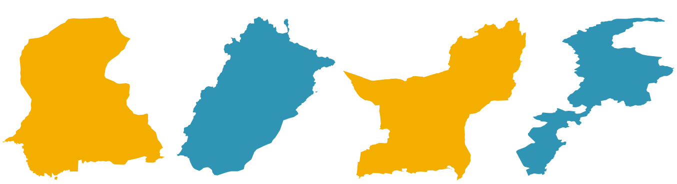
Q1 2022 Survey

Different colors are used to indicate the quarterly Surveys

For each question asked during the survey, the respondents had multiple options: much better, better, same, worse, much worse and don't know

Demographic Split

Provinces



Location

Urban

Rural

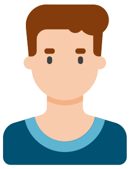
Age Group

Below 30 years

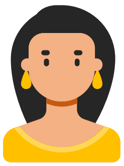
30 to 49 years

50 years & above

Gender



Male



Female

IN Q4 2021 SURVEY, 10 QUESTIONS WERE ASKED ON THREE TOPICS

Consumer Confidence

Household Financial Situation
Current:
Q1. How is your household's financial situation in comparison to last 6 months?

Future:
Q2. What do you expect your household's financial situation to be in next 6 months?

Country's Economic Condition
Current:
Q3. In your opinion, how would you describe the current economic situation in Pakistan in comparison to last 6 months?

Future:
Q4. In your opinion, what do you expect Pakistan's economic situation to be in next 6 months?

Unemployment
Current:
Q5. In your opinion, in comparison to last 6-month, unemployment in Pakistan is …..?

Future:
Q6. In your opinion, in next 6 months, unemployment in Pakistan will be….?

Household Savings
Current:
Q7. Do you think, in comparison to last 6 months, your household savings increased, decreased or remained the same?

Future:
Q8. Do you expect your household savings to increase, decrease or remain the same in next 6 months?

Prices

Outlook on food prices:
Current:
Q9. In your opinion, in comparison to last six months, prices of daily essentials has…?

Household Income

Outlook on household income:
Future:
Q10. What change do you expect in your household income in the future?

In Q4 2021 Survey, number of questions were reduced to manage the survey process effectively through telephonic calls, abiding by all the COVID-19 restrictions.

D&B Pakistan (Private) Limited

www.dnbpk.com

ECONOMIC ANALYSIS GROUP
Nauman Lakhani (Country Head, Pakistan)
eag@dnbpk.com

Global HQ (US)
Dun & Bradstreet, Inc.
103 JFK Parkway, Short Hills, NJ 07078, USA

Regional HQ (UAE)
Dun & Bradstreet South Asia Middle East Ltd.
DIFC, PO Box 506511, Dubai, UAE

Local Office (Pakistan)
D&B Pakistan 9Private) Limited
Building No: 33-C/II, Lane 6, Ittehad Commercial,
DHA Phase 6, Karachi, Pakistan
T +92 3 1111 32 725

Gallup Pakistan

www.gallup.com.pk

Bilal I. Gilani (Executive Director)
caf@gallup.com.pk

Pakistan
4th floor, Khyber Plaza, Fazal e Haq Rd, Blue Area,
Islamabad, Pakistan
T +92 (51) 265 5630

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