

22nd March, 2023

MAJORITY (59%) PAKISTANIS ARE PESSIMISTIC ABOUT ANY IMPROVEMENTS IN THEIR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT SIX MONTHS: CONSUMER CONFIDENCE INDEX Q3 2022 BY GALLUP & GILANI PAKISTAN AND DUN & BRADSTREET

پاکستانیوں کی بڑی تعداد (59%) آئندہ 6 ماہ میں اپنے گھرانے کے مالی حالات میں کوئی بہتری آنے کے حوالے سے ناامید ہیں

Question: "What do you expect your household's financial situation to be in the next six months?"



5% A lot better

26% Better

19% No change

22% Worse

18% A lot worse

Don't know/No response: 10%

PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Economy

Majority (59%) Pakistanis are pessimistic about any improvements in their household's financial situation in the next six months: Consumer Confidence Index Q3 2022 by Gallup & Gilani Pakistan and Dun & Bradstreet

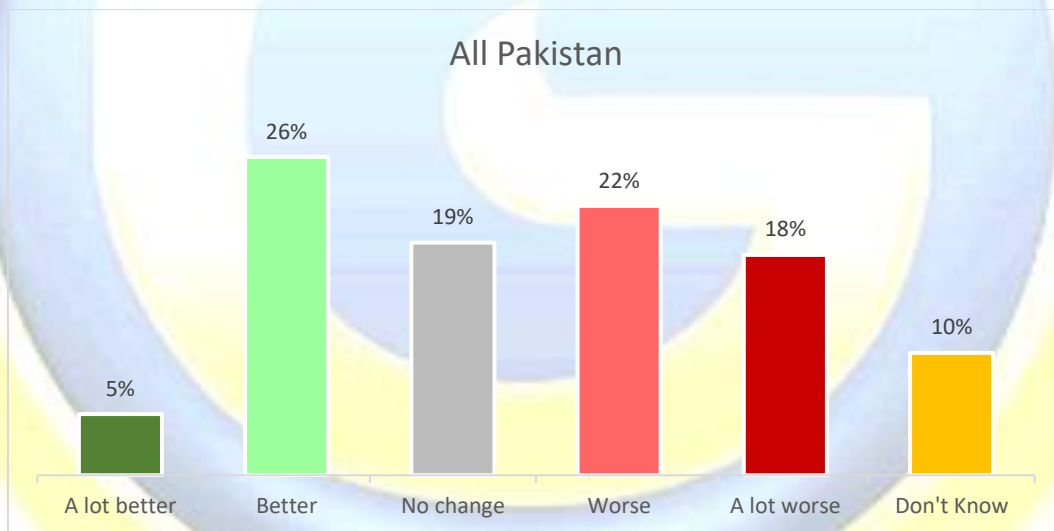
(Islamabad), March 22nd, 2023

According to a survey conducted by Gallup & Gilani Pakistan, majority (59%) Pakistanis are pessimistic about any improvements in their household's financial situation 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 “What do you expect your household's financial situation to be in the next six months?” In response, 5% said it will a lot better, 26% said it will be better, 19% said they expect no change, 22% said their household's financial situation will get worse while 18% said it will get a lot worse and 10% said they did not know what their household's financial situation will be in the next six months.

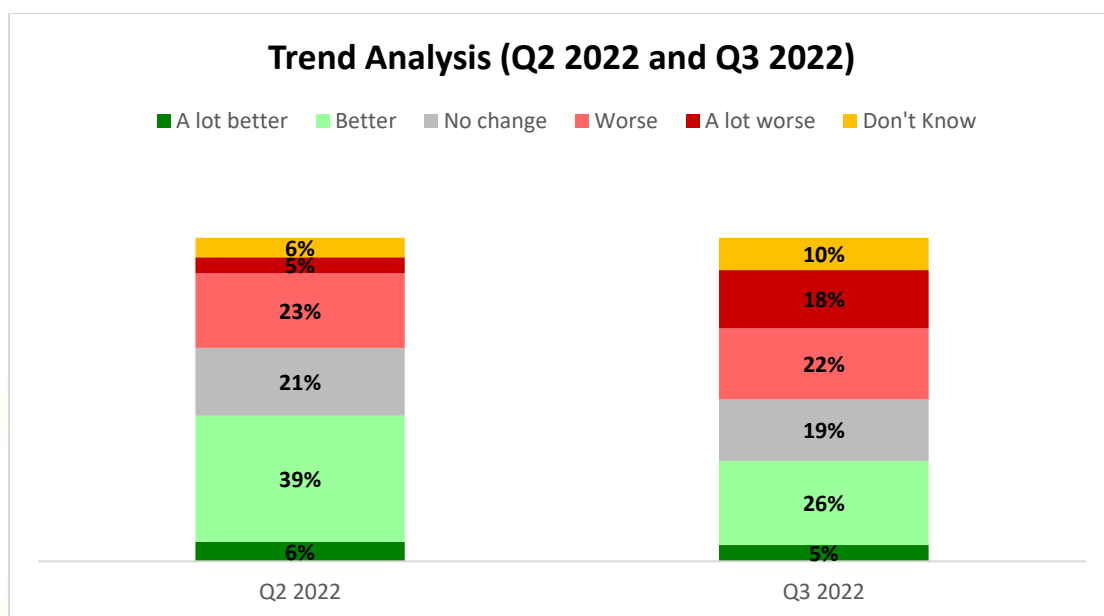
Question: “What do you expect your household's financial situation to be in the next six months?”



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

Trend Analysis (Q2 2022 and Q3 2022)

50% respondents indicated that their household's financial situation is expected to improve or stay the same in future as compared to 66% in Q2.



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 ± 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

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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*

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Daily Gilani Poll
2023



of Gallup Pakistan
(1980-2023)