

27th March, 2023

A LARGE MAJORITY (83%) OF PAKISTANIS THINK THAT UNEMPLOYMENT HAS GOTTEN WORSE IN THE LAST SIX MONTHS: CONSUMER CONFIDENCE INDEX Q3 2022 BY GALLUP & GILANI PAKISTAN AND DUN & BRADSTREET

پاکستانیوں کس ایک بھاری اکثریت (83%) کے مطابق پچھلے چھ ماہ میں ملک میں بیروزگاری مزید بڑھ گئی ہے

Question: "In your opinion, in comparison to the last 6 months, unemployment is....?"



2% A lot better

8% Better

6% No change

41% Worse

42% A lot worse

Don't know/No response: 1%

PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Economy

A large majority (83%) of Pakistanis think that unemployment has gotten worse in the last six months: Consumer Confidence Index Q3 2022 by Gallup & Gilani Pakistan and Dun & Bradstreet

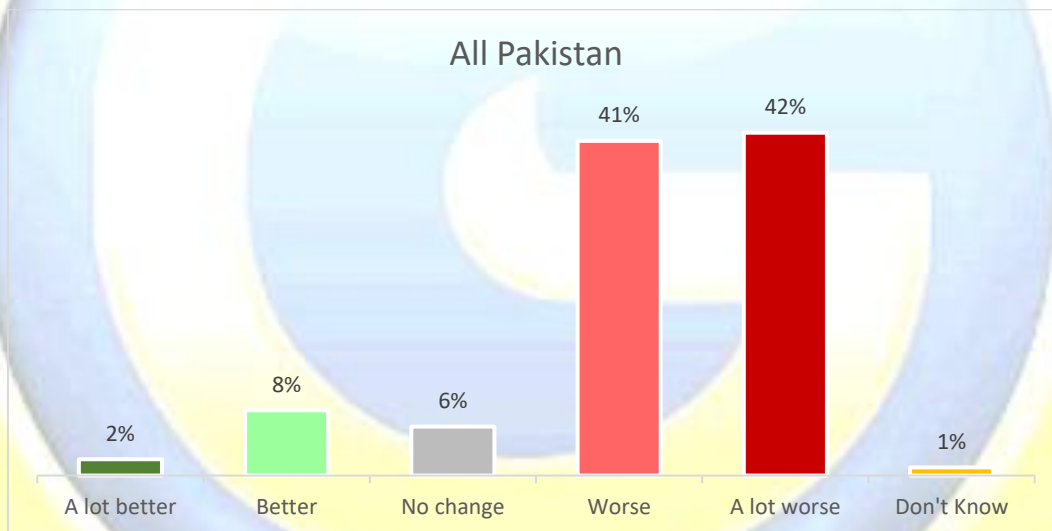
(Islamabad), March 27th, 2023

According to a survey conducted by Gallup & Gilani Pakistan, a large majority (83%) of Pakistanis think that unemployment has gotten worse in the last 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 “*In your opinion, in comparison to the last 6 months, unemployment is....?*” In response, 2% said it is a lot better, 8% said it is be better, 6% said there has been no change, 41% said the unemployment is worse while 42% said it is a lot worse and 1% said they did not know.

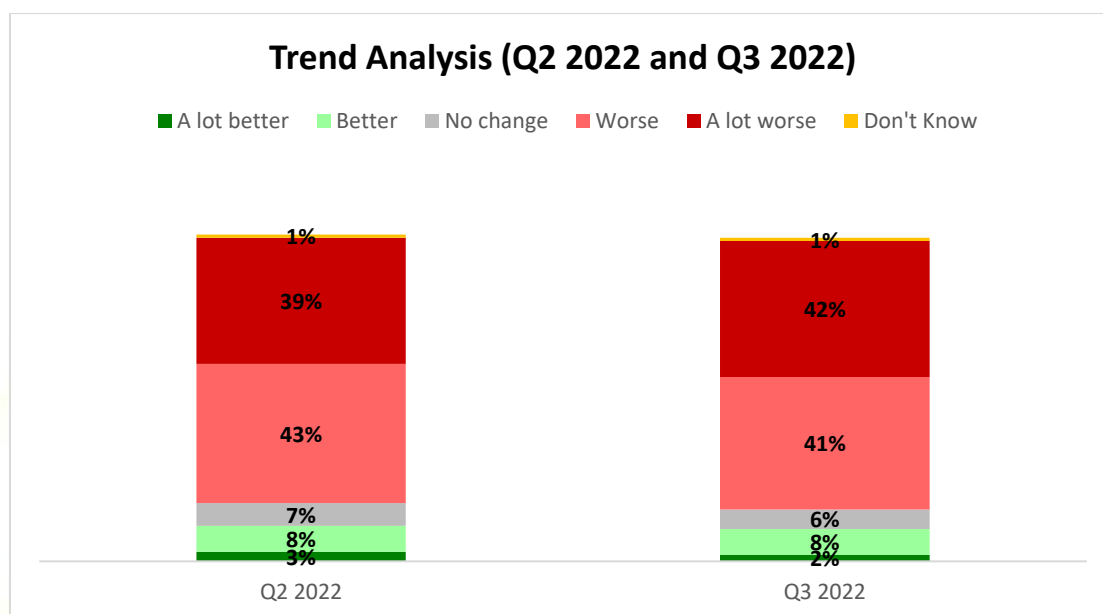
Question: “In your opinion, in comparison to the last 6 months, unemployment is....?”



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

Trend Analysis (Q2 2022 and Q3 2022)

Almost the same number of people think that unemployment has gotten worse in the last six months in Q3 (83%) and Q2 (82%).



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 $\pm 2-3$ 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

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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)