

20th July, 2023

87% PAKISTANIS IN Q4 2022 THOUGHT THAT THE COUNTRY'S ECONOMIC SITUATION HAD GOTTEN WORSE IN THE LAST SIX MONTHS: CONSUMER CONFIDENCE INDEX Q4 2022 BY GALLUP & GILANI PAKISTAN AND DUN & BRADSTREET

سال 2022 کی چوتھی سہ ماہی رپورٹ کے مطابق 87% پاکستانیوں کا خیال ہے کہ پچھلے چھ ماہ کے دوران ملک کے عام معاشی حالات مزید بدتر ہوئے ہیں۔

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



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Economy

87% Pakistanis in Q4 2022 thought that the country's economic situation had gotten worse in the last six months: Consumer Confidence Index Q4 2022 by Gallup & Gilani Pakistan and Dun & Bradstreet

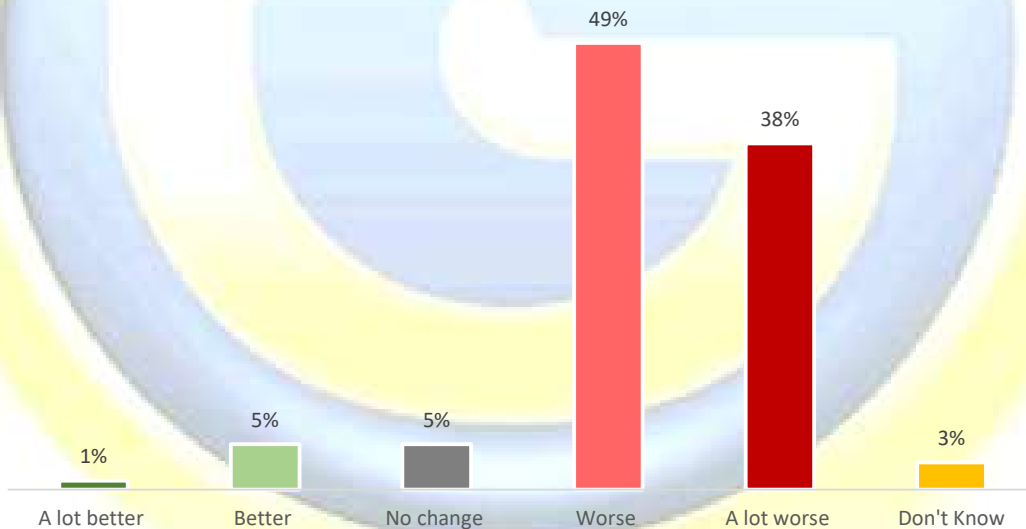
(Islamabad), July 20th, 2023

According to a survey conducted by Gallup & Gilani Pakistan and Dun & Bradstreet, 87% Pakistanis in Q4 2022 thought that the country's economic situation had gotten worse in the last six months.

To view the full Consumer Confidence Index Report Q4 [click here](#).

A nationally representative sample of adult men and women from across the country, was asked the question "In your opinion, how would you describe the current economic situation in Pakistan in comparison to last 6 months?" In response, 1% said it is a lot better, 5% said it is better, 5% said there is no change, 49% said it is worse, 38% said it is a lot worse and 3% said they do not know.

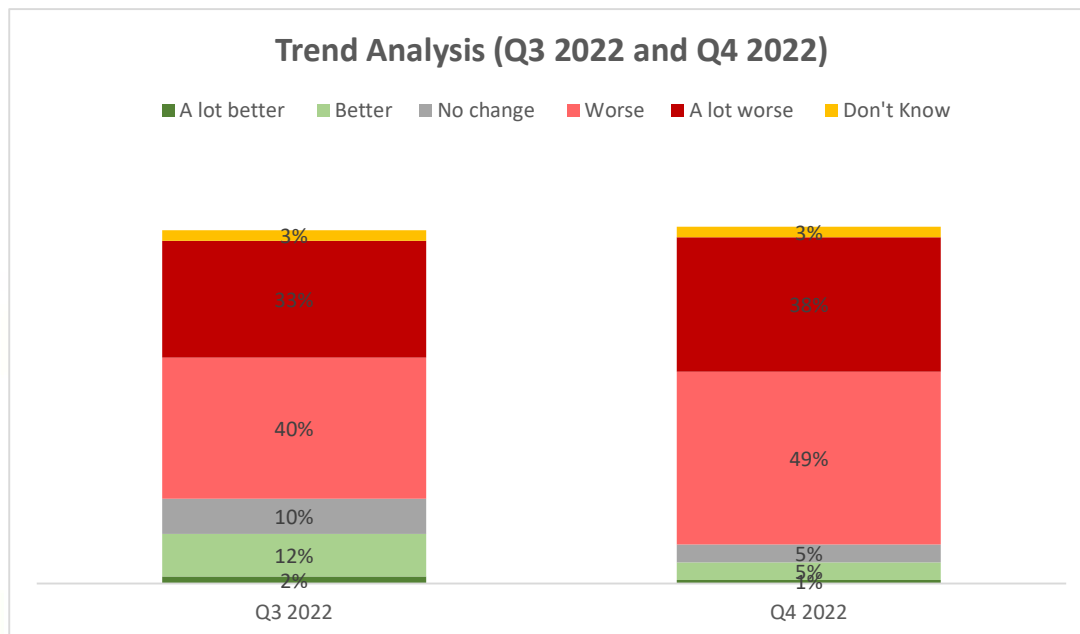
Question: "In your opinion, how would you describe the current economic situation in Pakistan in comparison to last 6 months?"



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

Trend Analysis (Q3 2022 and Q4 2022)

Sentiments regarding Country's Economic Situation deteriorated primarily due to decrease in current situation by 37.6% (Q3 to Q4).



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 1232 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 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)