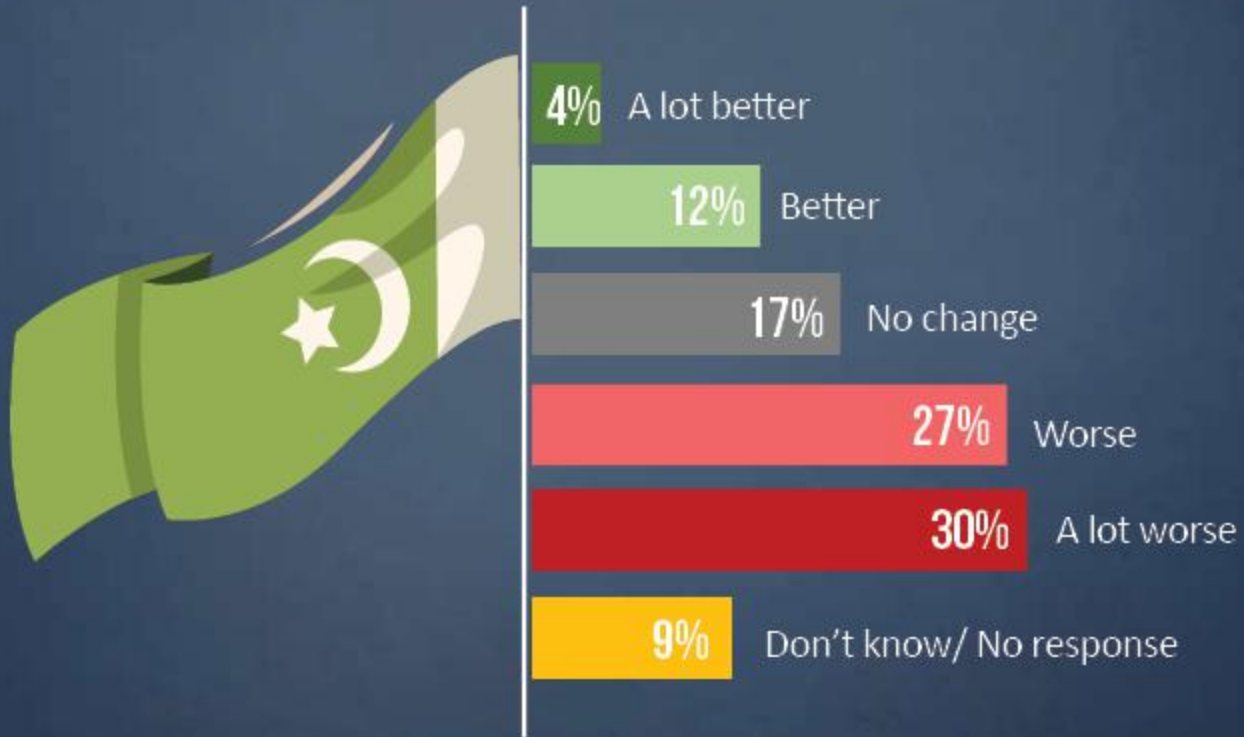


21st July, 2023

**33% PAKISTANIS IN Q4 2022 WERE HOPEFUL THAT THE COUNTRY'S FUTURE ECONOMIC SITUATION WILL IMPROVE, OR AT LEAST, NOT WORSEN:
CONSUMER CONFIDENCE INDEX Q4 2022 BY GALLUP & GILANI PAKISTAN
AND DUN & BRADSTREET PAKISTAN**

سال 2022 کی چوتھی سہ ماہی رپورٹ کے مطابق 33% پاکستانی مستقبل میں ملک کے عام معاشی حالات بہتر ہونے یا کم از کم مزید بدتر نہ ہونے کے حوالے سے پر امید نظر آئے۔

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



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Economy

33% Pakistanis in Q4 2022 were hopeful that the country's future economic situation will improve, or at least, not worsen: Consumer Confidence Index Q4 2022 by Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan

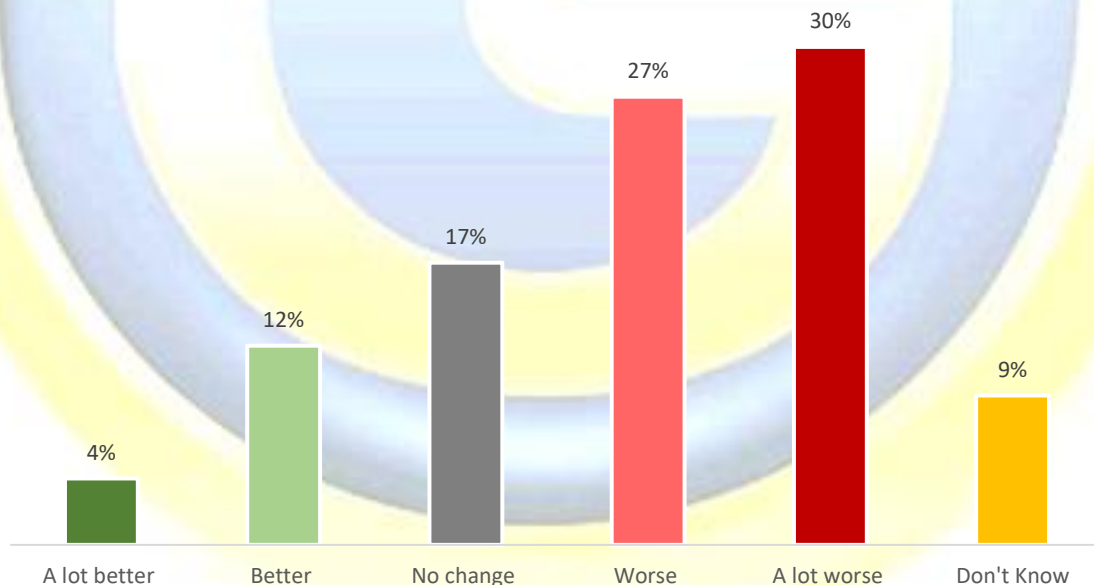
(Islamabad), July 21st, 2023

According to a survey conducted by Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan, 33% Pakistanis in Q4 2022 were hopeful that the country's future economic situation will improve, or at least, not worsen.

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, what do you expect Pakistan's economic situation to be in next 6 months?" In response, 4% said it will be a lot better, 12% said it will be better, 17% said there will be no change, 27% said it will get worse, 30% said it will get a lot worse and 9% said they do not know.

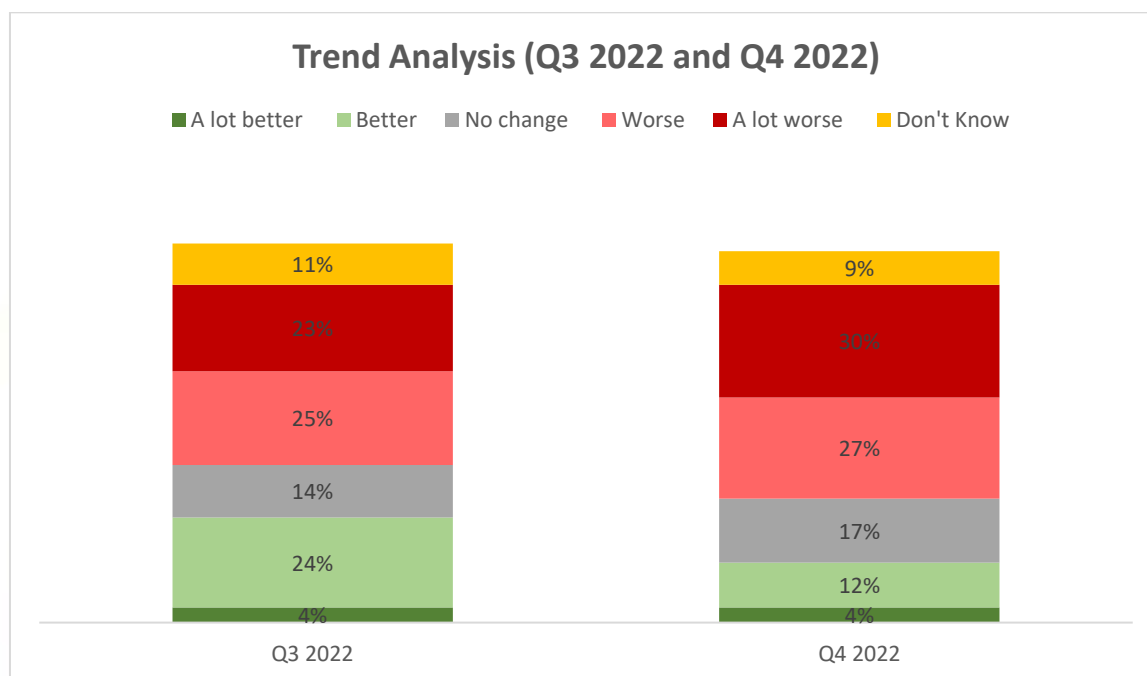
Question: "In your opinion, what do you expect Pakistan's economic situation to be in next 6 months?"



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

Trend Analysis (Q3 2022 and Q4 2022)

33% expect country's future economic situation to improve, or at least remain the same, which is a 9% decrease from the previous quarter.



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

Friday, 21st July 2023

(4 Pages, English version Only)



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)