ISSUE NO. 17

Pakistan Consumer Confidence Index (CCI) for Q2 FY2024-25

Released in March 2025

Results of the Q2 2024-2025 Survey and Key Changes from the Previous Quarter

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.

To help businesses and policymakers better understand this crucial link, Dun & Bradstreet Pakistan and Gallup Pakistan have collaborated to publish a quarterly report. We hope this helps businesses and financial institutions gain a deeper understanding of the market and make informed decisions backed by data.

This report compares Consumer Confidence in Q2 FY2024-25 vis-à-vis last survey results published in Q1 FY2024-25.

To learn more about past CCI publications, please visit the D&B Pakistan Knowledge Capital website (https://dnbpk.com/knowledge-capital) or the website of Gallup Pakistan (Private) Limited (www.gallup.com.pk).

Dun & Bradstreet Pakistan

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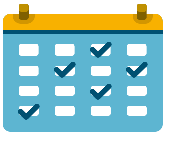

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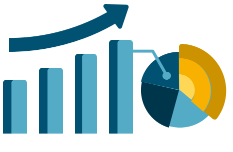

Economic Analysis Group
Monitors the economy and the economic impact of events through proprietary publications such as Business Optimization Index, Consumer Confidence Index, Banking Newsletters, etc.

D&B Consulting
Helps governments and corporates evaluate business opportunities and risks to formulate and implement effective strategies.

Gallup Pakistan

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

Gallup Pakistan Services

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

- Behavioral & Attitudinal Studies
- Impact Assessment Surveys
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With decades of experience in the field of public polling and market research, Gallup Pakistan is currently leading 7 programs from financial inclusion to media research and behavioural mapping.

- Financial Inclusion Research
- Media Research
- ICT & Telecom Research
- Healthcare Research
- Behavioral Science Lab
- Gallup History Project
- Social and Political Research

Acknowledgements

THE CONSUMER CONFIDENCE INDEX (CCI) IS A VALUED QUARTERLY PUBLICATION THAT RECEIVES SIGNIFICANT ATTENTION FROM MEDIA NETWORKS AND LEADING NEWS OUTLETS IN THE COUNTRY. IT IS PROMINENTLY FEATURED IN POPULAR NEWS SOURCES IN PAKISTAN.

Note: *We are reviewing the media networks and news outlets and will update this page accordingly.*

Glossary (1/2)

Consumers
Respondents that have participated in the Consumer Confidence survey.

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

Current Consumer Confidence Index *(CCI - Current)*
An index that indicates consumer sentiment 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 months in which the survey was conducted), across four index parameters, i.e., Household Financial Situation, Country's Economic Conditions, Unemployment, and Household Savings.

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).

Relative Optimism *(Future to Current)*
A measure of the CCI – Future and CCI – Current. It represents the Future optimism in relation to Current optimism in the mind of consumers in Pakistan. The result is a score in percentage terms allowing for comparison across quarters. Typically, people are predisposed to be more optimistic about the Future (relative to Current situation), thus this ratio has always been over 100%.

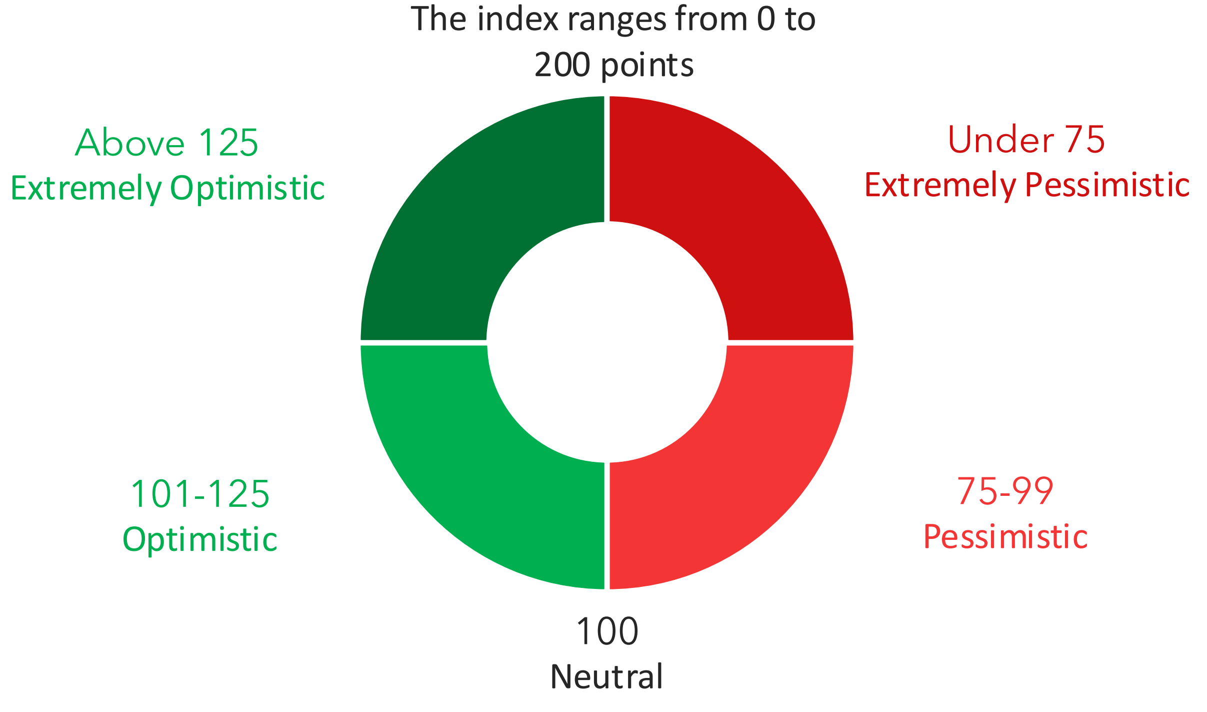
Index Parameter
The individual constituent of each of the indices captures the current or future economic condition. There are four parameters captured as part of the survey and have been explained in the methodology section of this report.

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).

Glossary (2/2)

Index and Net Indicator (NI) Interpretation

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



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

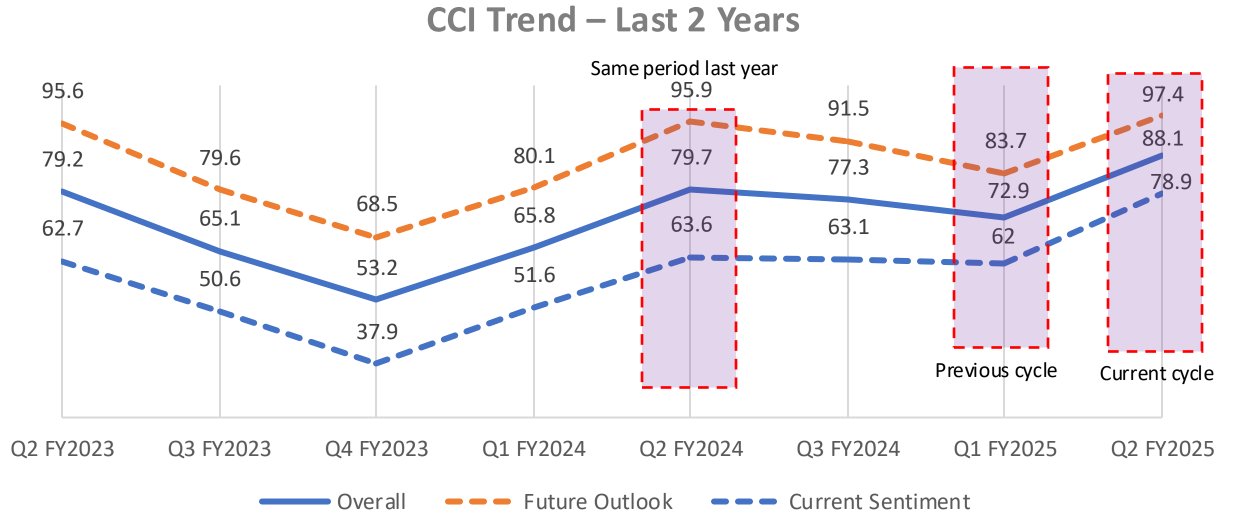
Note: please refer to pages 26 to 28 for the detailed methodology.
The Index and NI interpretation applies to rounded-off numbers.

Contents

Executive Summary

Key Findings: Q2 FY2024-25 Survey (Conducted during December 2024)

The overall Consumer Confidence Index (CCI) recorded a substantial increase of 20.9% and exhibited a 10.5% improvement compared to the same period last year.



The overall CCI score, along with the current and future scores, has shown an increase compared to the results of the previous cycle.

Consumer sentiment has improved by 10.5% compared to the same quarter of the previous year, driven by a decline in inflation and growth in key export sectors. These developments have bolstered consumer confidence and fostered greater optimism regarding the current and future state of the economy.

Key Takeaways

Household Financial Situation – Improvement in Current Net Indicator

Consumer sentiment regarding household financial situation has shown improvement. The Net Indicator for financial situation increased from 93.1 to 115.3, indicating a notable rise in optimism.

Increase in Consumer Confidence regarding Household Income

Consumers exhibited a positive outlook on household income, with the Net Indicator for household income rising from 98.8 to 109.6. This reflects a more optimistic outlook on the overall household financial conditions.

Rising Prices of Everyday Items remain a Significant Concern

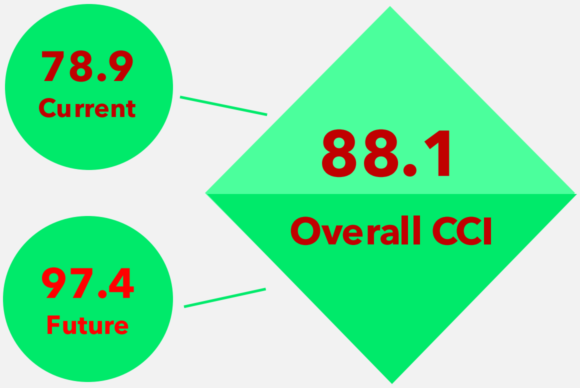
Consumers demonstrated continued concern regarding the prices of essential goods, with 79.3% perceiving ann increase in the cost of everyday items.

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 and Overall Findings

Consumers exhibited a greater degree of optimism regarding Overall CCI.
(NI = 88.1) in comparison to the Previous Cycle (NI = 72.9).

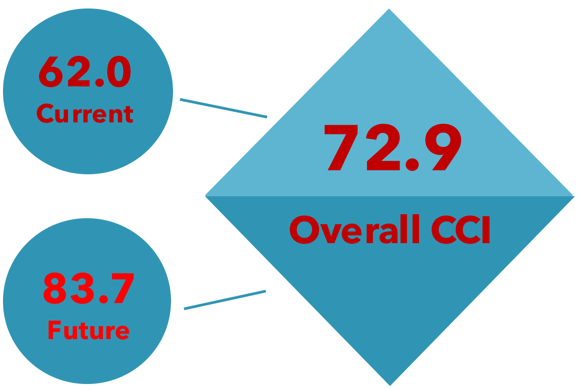
Current Cycle: Q2 FY2024-25 Survey



The Overall Consumer Confidence Index (CCI) for Q2 FY2024-25 increased by 20.9% from the previous cycle, landing at 88.1. This increase can be attributed to a decline in inflation and growth in key export sectors. The index is in line with the overall CCI observed at the same time last year.

Survey conducted during: Dec - 24

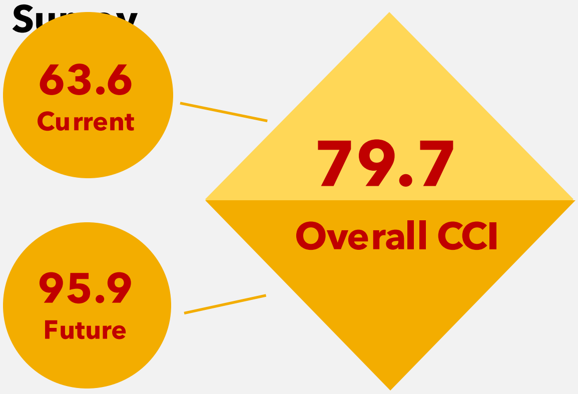
Current Cycle: Q1 FY2024-25 Survey



The Overall Consumer Confidence Index (CCI) for the Q1 FY2024-25 experienced a decline of 5.7% from the previous period, resulting in a value of 72.9.

Survey conducted during: Jul - Sep - 24

Same Period Last Year: Q2 FY2023-24 Survey



The Overall Consumer Confidence Index (CCI) increased by 21.1% Q-o-Q to 79.7 in Q2 FY2023-24, mainly due to lower inflation.

Survey conducted during: Nov - 23

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 SENTIMENTS IMPROVED ACROSS ALL PARAMETERS, WITH THE HIGHEST NET INDICATOR OBSERVED FOR THE HOUSEHOLD FINANCIAL SITUATION, REFLECTING A GROWTH OF 27.5%.

Household Financial Situation

Net Indicator	Q1 FY2024-25	Q2 FY2024-25	% Change
Overall	**85.3**	**108.8**	**27.5%**
Current	77.5	102.3	**32.0%**
Future	93.1	115.3	**23.8%**

Country's Economic Situation

Net Indicator	Q1 FY2024-25	Q2 FY2024-25	% Change
Overall	**72.2**	**87.7**	**21.5%**
Current	60.6	77.1	**27.2%**
Future	83.8	98.3	**17.3%**

Unemployment Situation

Net Indicator	Q1 FY2024-25	Q2 FY2024-25	% Change
Overall	**57.3**	**65.8**	**14.8%**
Current	46.1	55.0	**19.3%**
Future	68.5	76.7	**12.0%**

Household Savings

Net Indicator	Q1 FY2024-25	Q2 FY2024-25	% Change
Overall	**76.8**	**90.3**	**17.6%**
Current	64.0	81.2	**26.9%**
Future	89.6	99.3	**10.8%**

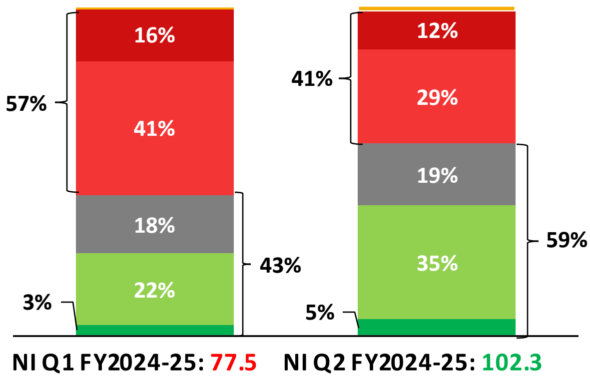
Index / Net Indicator (NI) Interpretation: Under 75 (Extremely Pessimistic), 75 to 99 (Pessimistic), 100 (Neutral), 101 to 125 (Optimistic) and 125 Above (Extremely Optimistic)

CONSUMER SENTIMENTS REGARDING OVERALL HOUSEHOLD FINANCIAL SITUATION HAS INCREASED

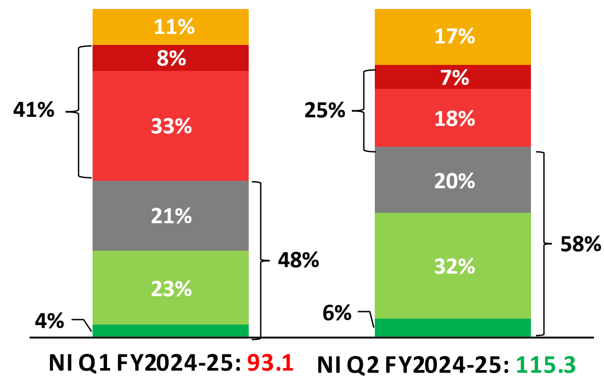
Surveys	Overall NI
Q1 FY2024-25	85.3
Q2 FY2024-25	108.8

38% of respondents anticipate an improvement in their **household financial conditions in the future,** indicating a positive shift in sentiment.

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?



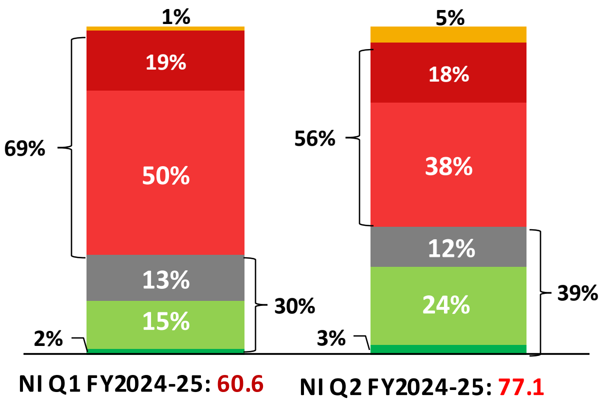
Will be better a lot | Will be better | No change | Will be Worse | Will be Worse a lot | Don't Know

SENTIMENT REGARDING THE COUNTRY'S ECONOMIC OUTLOOK SHOWED AN IMPROVEMENT

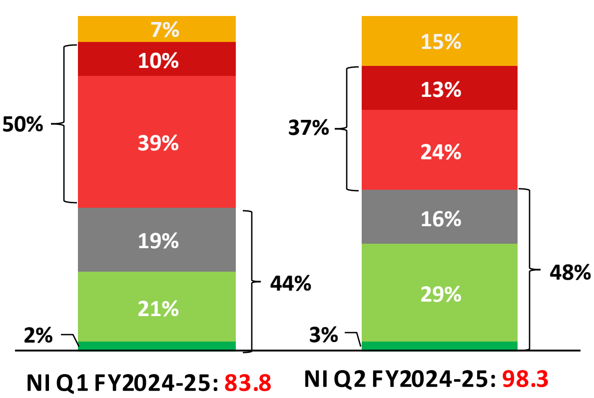
Surveys	Overall NI
Q1 FY2024-25	72.2
Q2 FY2024-25	87.7

Consumer sentiments have strengthened, with an increase of **21.5%** compared to the previous cycle. Nearly **48%** of respondents are optimistic that the **economic situation will either improve or remain stable** in the future.

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)

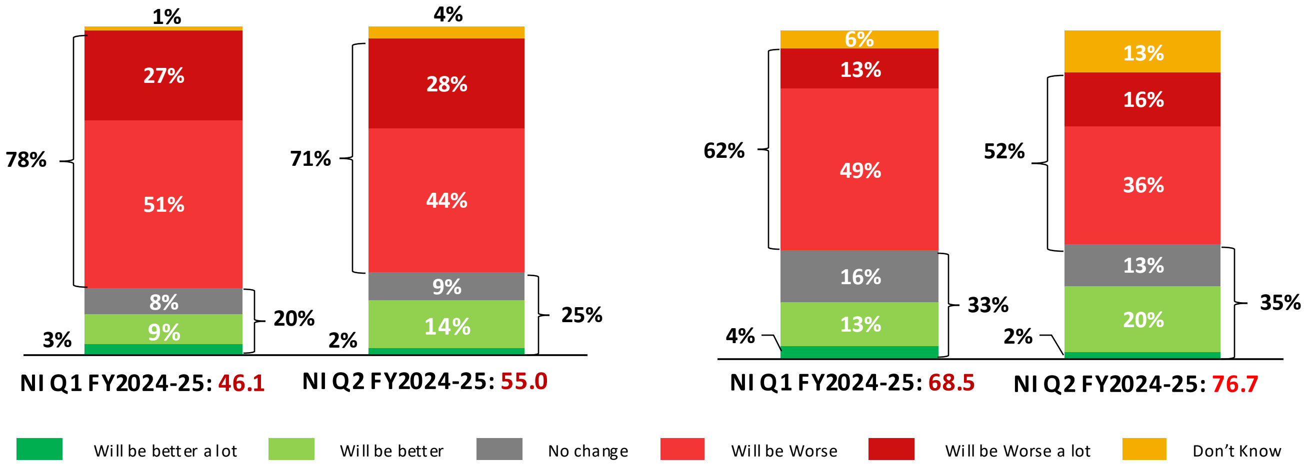
PERCEPTIONS REGARDING EMPLOYMENT OPPORTUNITIES IMPROVED FOR BOTH THE CURRENT SITUATION AND FUTURE EXPECTATIONS

Sentiments regarding **future employment opportunities** showed an **11% increase**, with over half of consumers expecting an **improvement** in the **unemployment situation**.

Surveys	Overall NI
Q1 FY2024-25	57.3
Q2 FY2024-25	65.8

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

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



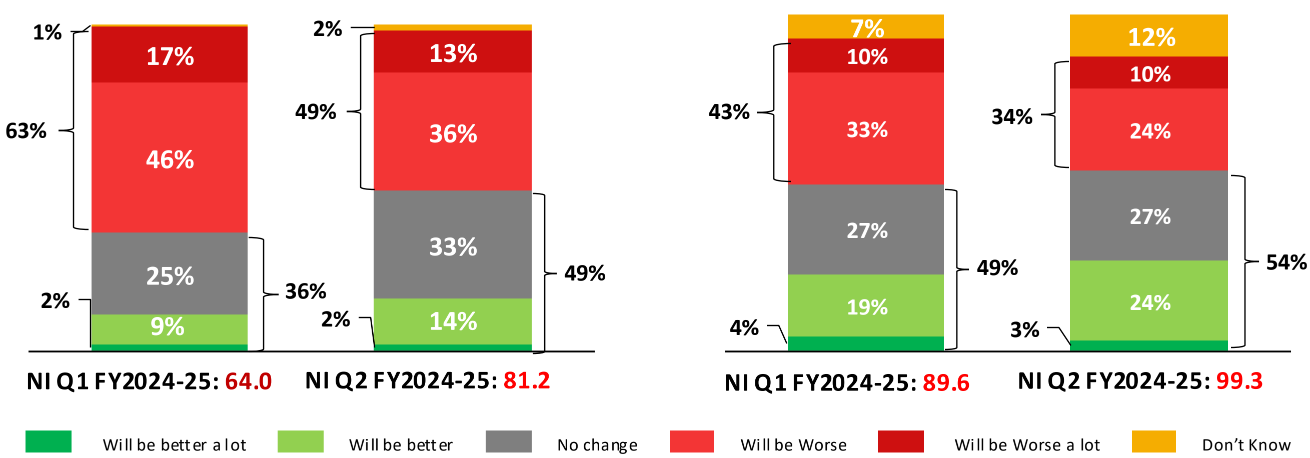
CONSUMERS EXHIBIT GREATER OPTIMISM ABOUT THEIR HOUSEHOLD SAVINGS COMPARED TO CURRENT CONDITIONS

Consumers expressed **greater optimism** about their **future household savings** compared to current conditions. Nearly half of the respondents expect their household savings to either **improve or remain stable in the future**.

Surveys	Overall NI
Q1 FY2024-25	76.8
Q2 FY2024-25	90.3

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

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



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 BALOCHISTAN DEMONSTRATED THE HIGHEST LEVEL OF OPTIMISM, FOLLOWED BY THOSE IN PUNJAB. OVERALL, CONSUMER SENTIMENTS ACROSS ALL REGIONS SHOWED A SIGNIFICANT INCREASE

Punjab
n = 1,185

Net Indicator	Q1 FY2024-25	Q2 FY2024-25	% Change
Overall	**72.1**	**90.1**	**25.0%**
Current	61.1	80.7	32.1%
Future	83.1	99.4	19.6%

Sindh
n = 358

Net Indicator	Q1 FY2024-25	Q2 FY2024-25	% Change
Overall	**72.1**	**85.4**	**18.4%**
Current	62.2	75.9	22.0%
Future	82.1	94.9	15.6%

KPK
n = 287

Net Indicator	Q1 FY2024-25	Q2 FY2024-25	% Change
Overall	**78.6**	**86.0**	**9.4%**
Current	68.1	76.7	12.6%
Future	89.1	95.3	7.0%

Balochistan
n = 135

Net Indicator	Q1 FY2024-25	Q2 FY2024-25	% Change
Overall	**66.1**	**87.6**	**32.5%**
Current	51.7	80.3	55.3%
Future	80.4	95.0	18.2%

Note: While the overall sample is significant for the survey across the country, the differences across the Provinces seen in the above table should be considered as relative and not concluded statistically.

CONSUMER CONFIDENCE EXPERIENCED A NOTABLE INCREASE ACROSS ALL DEMOGRAPHIC SEGMENTS. CONSUMERS AGED 30 TO 49 EXHIBITED HIGHEST LEVEL OF OPTIMISM, FOLLOWED BY CONSUMERS IN RURAL AREAS. FEMALES DEMONSTRATED THE LOWEST DEGREE OF OPTIMISM AMONG THE SEGMENTS

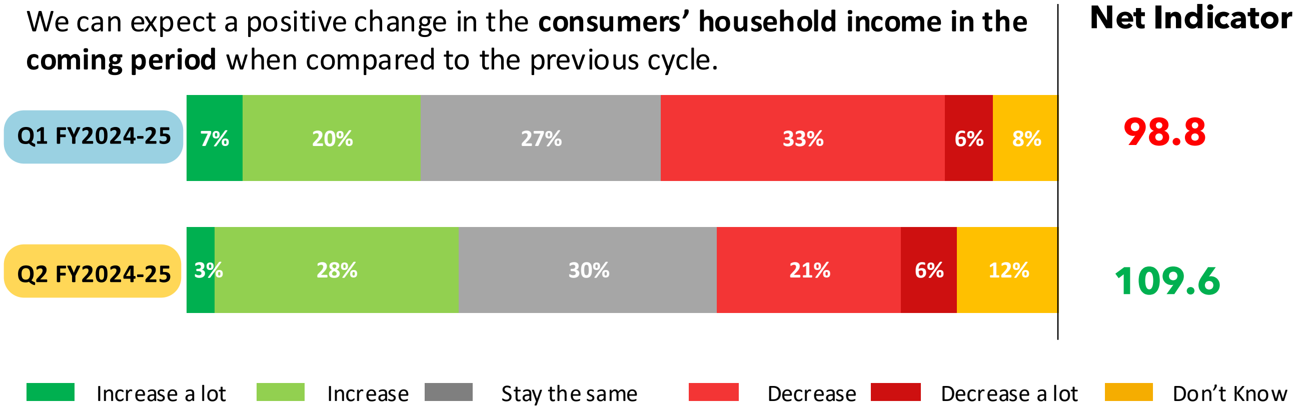
	Demo-graphic Segment	Q1 FY2024-25	Q2 FY2024-25	% Change
Urban n = 1,151	Urban	73.2	88.4	20.8%
Rural n = 814	Rural	72.4	87.8	21.3%
Male n = 1,688	Male	73.1	89.8	22.8%
Female n = 277	Female	71.8	78.2	8.9%
Below 30 years n = 626	Below 30 years	79.1	92.3	16.7%
30 to 49 years n = 996	30 to 49 years	70.2	87.0	23.9%
50 years and above n = 343	50 years and above	69.3	83.7	20.8%

Note: While the overall sample is significant for the survey across the country, the differences across the Provinces seen in the above table should be considered as relative and not concluded statistically.

Consumer Sentiments regarding Household Income

THE NET INDICATOR FOR HOUSEHOLD INCOME CURRENTLY STANDS AT 109.6, REFLECTING A 10.9% INCREASE FROM THE PREVIOUS CYCLE AND INDICATING GREATER OPTIMISM

We can expect a positive change in the **consumers' household income in the coming period** when compared to the previous cycle.



More than half of the respondents are **optimistic** that their income levels will either **increase or remain stable** in the upcoming period.

Net Indicator	Under 30 yrs.	30-49 yrs.	Above 50 yrs.
Q1 FY2024-25	102.7	96.5	98.9
Q2 FY2024-25	113.5	108.6	105.6

Optimism has increased across all age groups compared to the previous cycle, with consumers under the age of 30 maintaining the highest level of optimism among them.

Net Indicator	Punjab	Sindh	KPK	Balochistan
Q1 FY2024-25	96.6	94.5	106.0	115.0
Q2 FY2024-25	111.3	106.3	110.2	105.7

Consumer sentiment has improved across all provinces in the current cycle compared to the previous one, with the highest optimism observed in Punjab, followed by KPK.

Net Indicator	Male	Female
Q1 FY2024-25	100.0	93.0
Q2 FY2024-25	111.7	97.0

Both male and female consumers experienced an increase in sentiment; however, female consumers remained more pessimistic compared to their male counterparts.

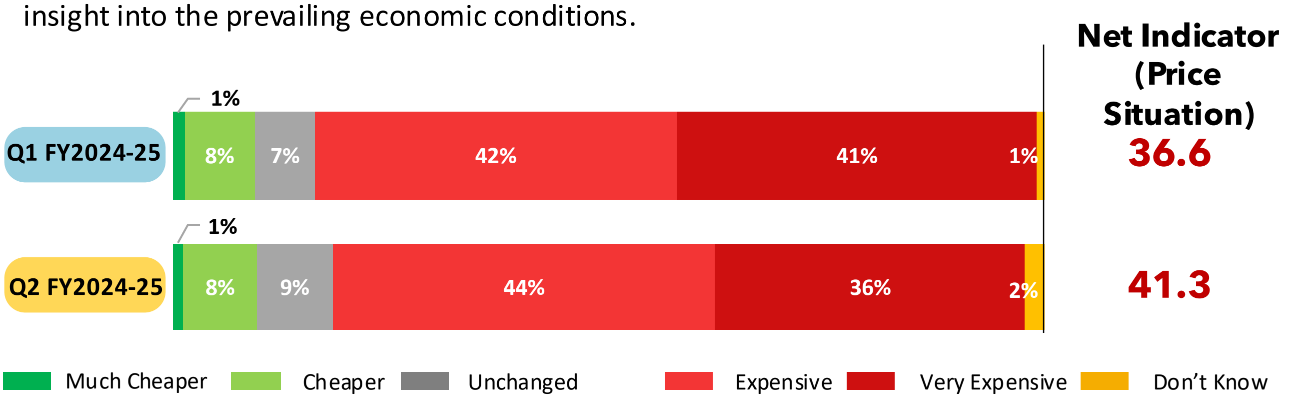
Net Indicator	Urban	Rural
Q1 FY2024-25	103.8	92.7
Q2 FY2024-25	110.6	108.3

Consumer sentiments in both rural and urban areas improved, with urban consumers exhibiting the highest level of optimism.

Consumer Sentiments regarding the Prices of Essential Items

CONSUMERS MAINTAIN A SLIGHTLY PESSIMISTIC OUTLOOK ON THE PRICES OF EVERYDAY ITEMS, DESPITE THE NET INDICATOR RISING FROM 36.6 TO 41.2

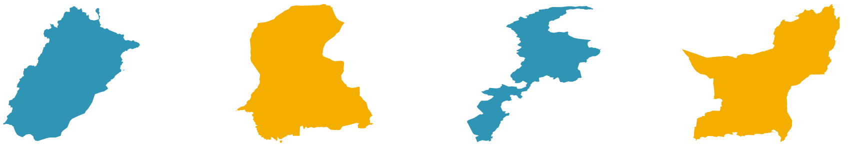
The Net Indicator consistently remains below 100 due to persistent inflation, driven by increasing fuel and energy costs and a depreciating currency. The Net Indicator illustrates the extent to which inflation has affected consumers during the period under review and provides insight into the prevailing economic conditions.



79% of consumers believe that the price of daily essentials has become expensive or was very expensive in the past six months.

Net Indicator	Under 30 yrs.	30-49 yrs.	Above 50 yrs.
Q1 FY2024-25	40.9	34.3	35.6
Q2 FY2024-25	40.4	43.1	37.5

All age groups exhibited a relatively pessimistic outlook, with consumers over the age of 50 displaying the highest levels of pessimism.



Net Indicator	Punjab	Sindh	KPK	Balochistan
Q1 FY2024-25	37.2	33.0	38.8	38.8
Q2 FY2024-25	43.1	37.6	39.5	44.4

Consumer sentiments experienced a slight increase across all provinces. In the current cycle, Sindh exhibited the highest level of pessimism compared to other regions, followed by KPK, Punjab, and then Balochistan.

Net Indicator	Male	Female
Q1 FY2024-25	36.7	36.1
Q2 FY2024-25	43.3	29.1

Female consumer sentiment declined, whereas male consumers experienced a modest improvement in their outlook.

Net Indicator	Urban	Rural
Q1 FY2024-25	34.2	39.5
Q2 FY2024-25	41.3	41.3

Consumer sentiment improved in both urban and rural areas compared to the previous quarter. Sentiment levels in both segments were identical in the latest cycle, indicating a neutral outlook across locations.

Methodology

Q2 FY2024-25 SURVEY: A TELEPHONIC SURVEY WAS CONDUCTED AMONG 1,965 RESPONDENTS BY A TEAM OF TRAINED PROFESSIONALS FROM GALLUP PAKISTAN

Sample Size: 1,965

2.2% Error Margin at 95% Confidence level

Data Collection Period: Dec 2024

Sample Survey Key Break-ups

Male
85.9%

Female
14.1%

Below 30 years
31.9%

30 to 49 years
50.7%

50 years & above
17.5%

Urban
58.6%

Rural
41.4%

Sample Size Distribution by Province

Sindh
18.2%

Punjab
60.3%

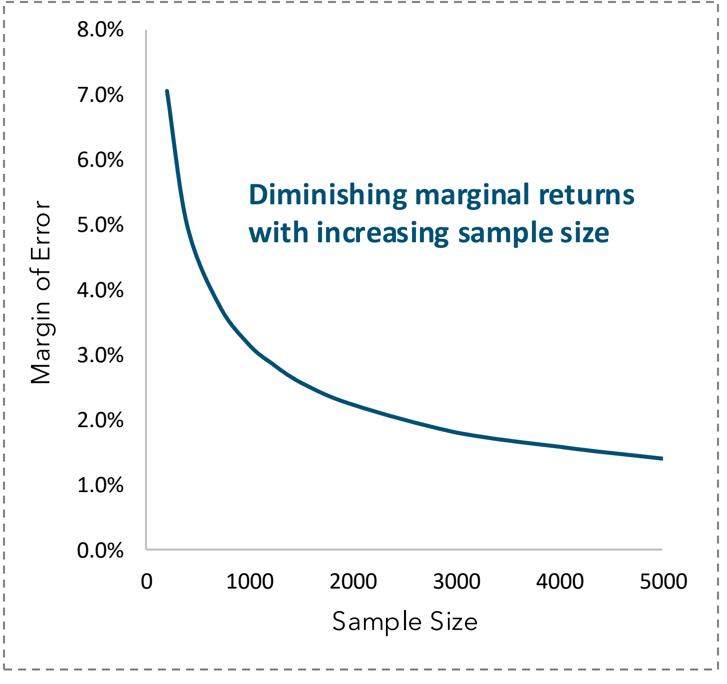
Balochistan
6.9%

KPK
14.6%

Sample size of 1,965 respondents result in a margin of error of 2.2%, 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. HENCE, OUR SAMPLE SIZE OF 1,965 IS SUFFICIENTLY ACCURATE

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%

Key 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 1,965 results in a margin of error of 2.2%, which is below 3%, the accepted norm for statistical research accuracy. A Sample of 1,965 for this survey is sufficient to represent feedback from across the Nation.

Note: For further details on statistical concepts, refer to page 32.

THE 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) as per the National Census of 2017.
- 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 = $1 / \sqrt{n}$
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 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 intentions.

THIS REPORT COMPARES CHANGES IN CONSUMER CONFIDENCE ACROSS TWO CYCLES; FIRST QUARTER OF 2024 (Q1 FY2024-25) AND THE CURRENT QUARTER (Q2 FY2024-25)

	Q1 FY2024-25	Q2 FY2024-25
Number of Respondents	1,713	1,965
Time period of Survey	Jul-Sep 24	Dec 24
Mode of Survey Interviews	Telephonic	Telephonic

ANALYIS 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

Q1 FY2024-25 Survey

Q2 FY2024-25 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 worseand don't know

IN Q2 FY2024-25 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-months, 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?
compared to the last year?

Prices

Outlook on food prices:

Current:

Q9. In your opinion, in comparison to last six months, prices of daily essentials are…?

Household Income

Outlook on household income:

Future:

Q10. What change do you expect in your household income in the next year

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