

An aerial photograph of a city, likely Karachi, Pakistan. In the foreground, there is a large, rectangular body of water, possibly a reservoir or a large pond, surrounded by some greenery and urban infrastructure. To the left, there are several long, parallel structures that look like train tracks or a canal. In the background, a dense urban skyline is visible, featuring several tall buildings, including a prominent skyscraper with a glass facade. The sky is clear and blue.

CONSUMER CONFIDENCE INDEX SURVEY

Pakistan | Summary Q3-2021

September 6, 2021

GAME CHANGERS

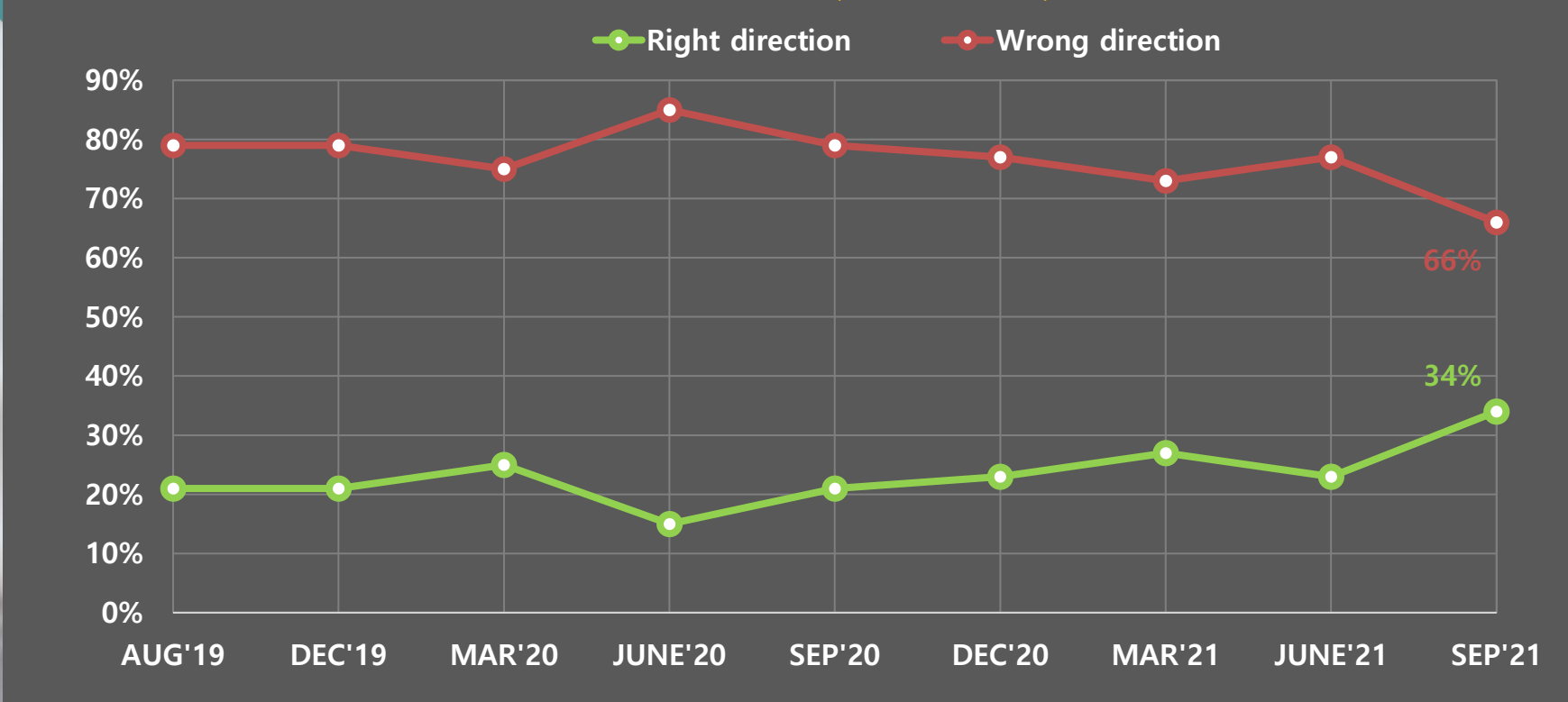


A wide-angle photograph of a multi-lane highway in a city, likely Karachi, Pakistan. The road is flanked by tall buildings and commercial structures. A large, semi-transparent dark rectangle is overlaid on the center of the image, containing the text "COUNTRY'S GENERAL SITUATION" in bold yellow capital letters. The text is framed by a thin teal line. The background shows a clear sky and distant cityscape.

COUNTRY'S GENERAL SITUATION

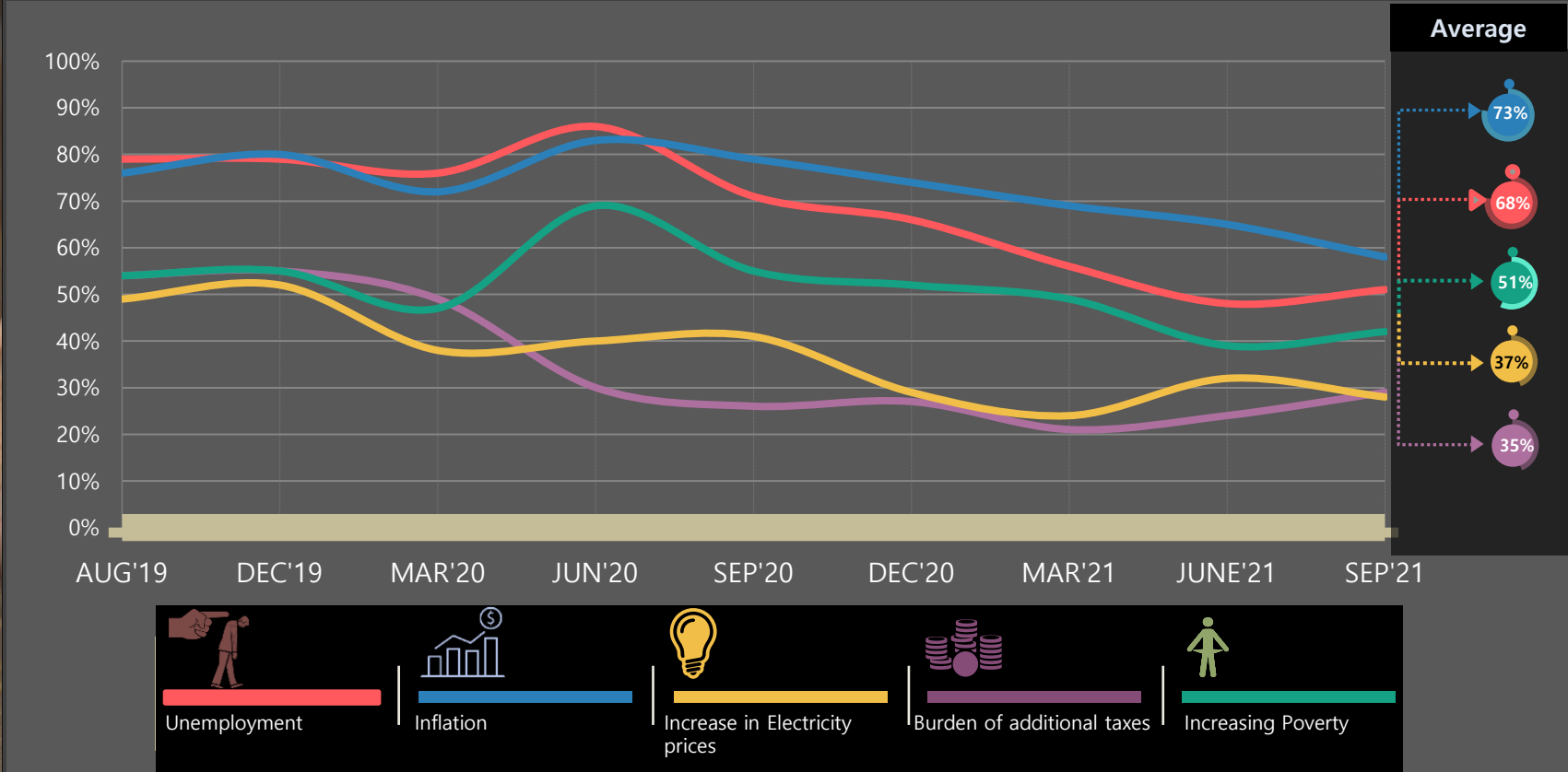
Only 1 in 3 Pakistanis considers that the country is heading in the right direction. It's highest positive sentiment in last 2 years. Not to forget; acute majority i.e. 66% still think otherwise.

Q. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?
یہ بتائیے کہ آپ کے خیال میں کیا پاکستان کے حالات درست سمت میں جا رہے ہیں یا غلط سمت میں جا رہے ہیں؟



Personal financial issues have been top concerns for Pakistanis consistently, since Aug. '19

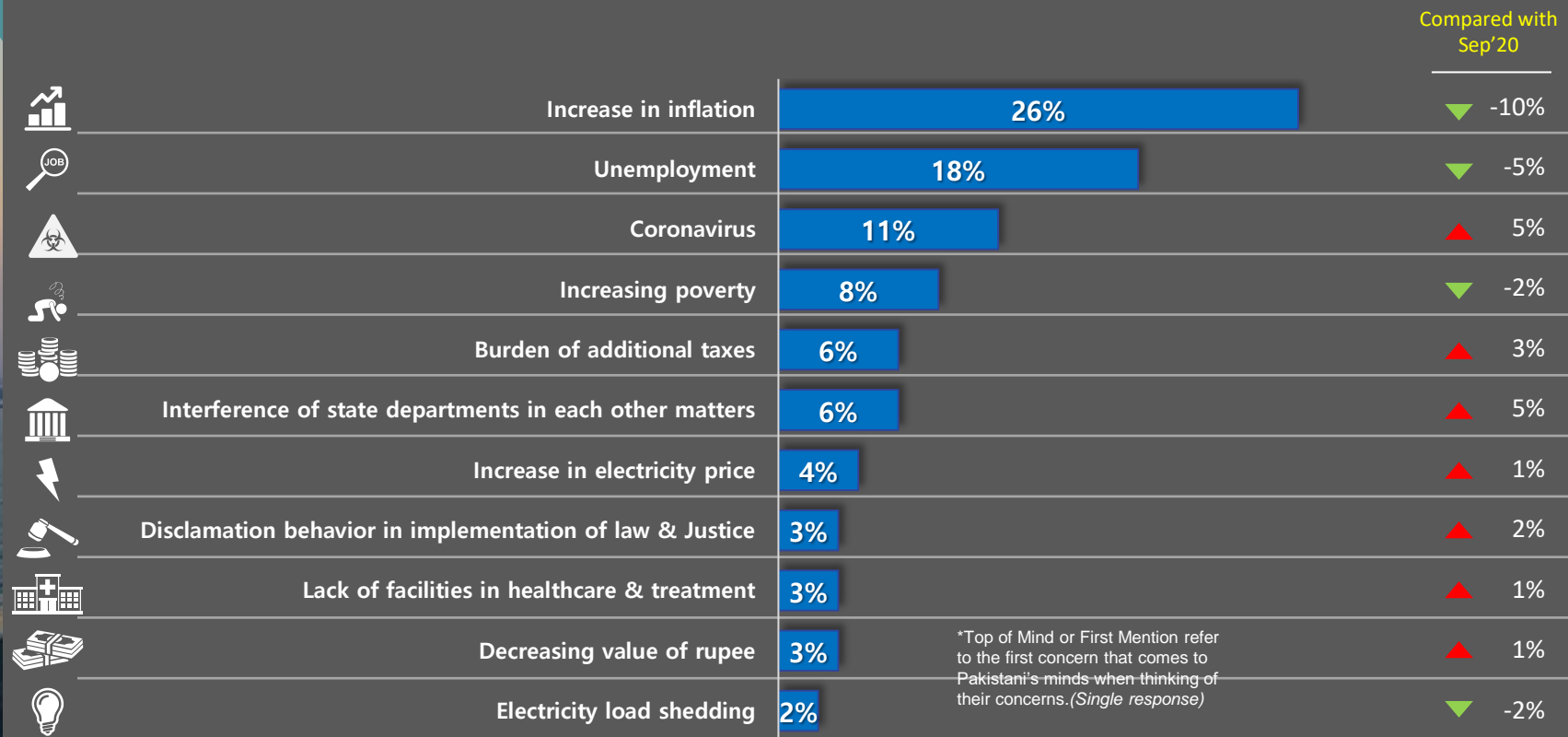
Q. According to you, what are the most important & other worrying issues in Pakistan (Multiple Answers)
یہ بتائیے کہ آپ کے خیال میں پاکستان کے مندرجہ ذیل مسائل میں سے اور کون کون سے مسائل پریشان کن ہیں؟ (ایک سے زائد جوابات ممکن ہیں)



While inflation remains on top, but the number of Pakistanis who call it a top concern have decreased over the past one year

Q. According to you, which of the following is the MOST worrying issue in Pakistan? (Single Answer only)

یہ بتائیے کہ آپ کے خیال میں پاکستان کے مندرجہ ذیل مسائل میں سے سب سے زیادہ پریشان کن مسئلہ کونسا ہے؟ (صرف ایک جواب ممکن ہے)



Coronavirus, burden of additional taxes and interference of state departments in each other matters; are top 3 concerns which increased in last one year.

















Q. According to you, what are the most important & other worrying issues in Pakistan (Multiple Answers)

یہ بتائیے کہ آپ کے خیال میں پاکستان کے مندرجہ ذیل مسائل میں سے اور کون کون سے مسائل پریشان کن ہیں؟ (ایک سے زائد جوابات ممکن ہیں)

Most Worrying Issue

Other Worrying Issues

Compared with
Sep'20 wave

	Increase in inflation	26%	32%	58%	▼ -21%
	Unemployment	18%	33%	51%	▼ -20%
	Coronavirus	11%	28%	39%	▲ 4%
	Increasing poverty	8%	34%	42%	▼ -13%
	Burden of additional taxes	6%	23%	29%	▲ 3%
	Interference of state departments in each other matters	6%	10%	16%	▲ 7%
	Increase in electricity price	4%	24%	28%	▼ -13%
	Disclamation behavior in implementation of law & Justice	3%	13%	16%	▲ 1%
	Lack of facilities in healthcare & treatment	3%	13%	16%	▼ -5%
	Decreasing value of rupee	3%	20%	23%	0%
	Electricity load shedding	2%	17%	19%	▼ -15%
	Terrorism	2%	11%	13%	▼ -8%
	Corruption, bribery, adulteration & Nepotism	2%	14%	16%	▼ -7%
	Freedom of speech & censorship on media	2%	8%	10%	▲ 1%
	Unavailability of water for domestic usage	1%	11%	12%	▼ -3%
	Increase in extremist thoughts & behaviors	1%	8%	9%	▼ -1%

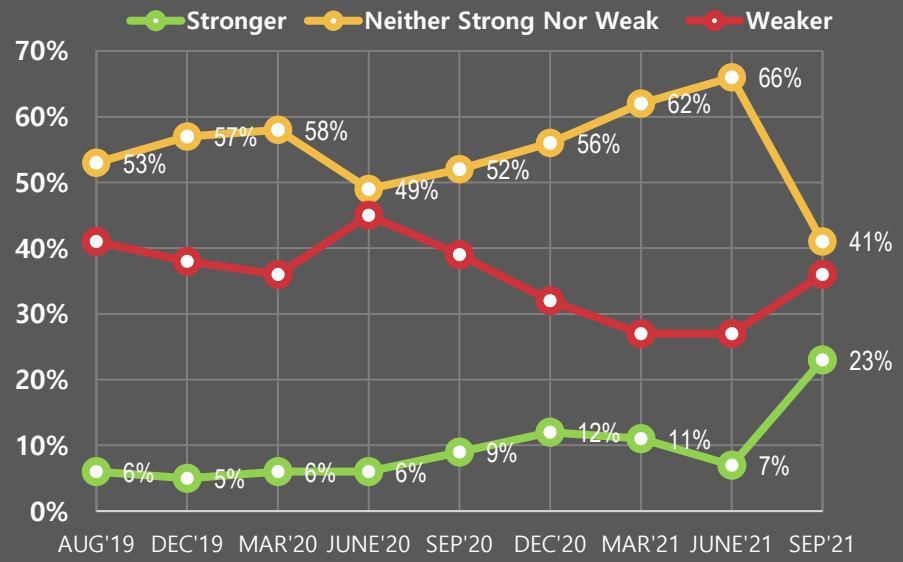


PERSONAL FINANCIAL SITUATION

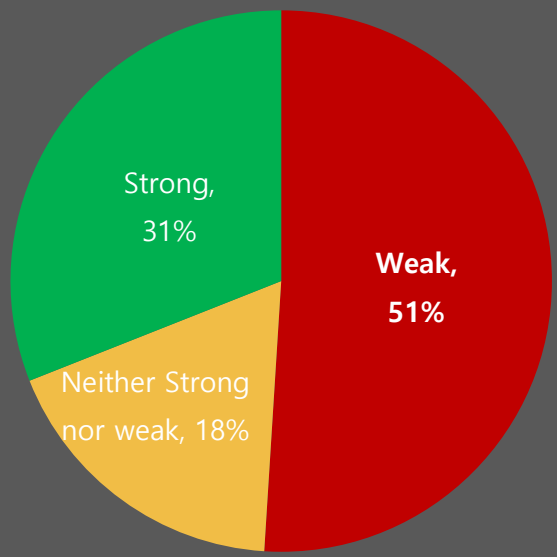
1 in 4 Pakistanis rates its current **personal financial situation** as strong, ever highest read since Aug. '19 However, one-third still consider it weak, and one half expecting it to be even weaker in next 6 months

Q. . Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.
Q. Looking ahead six months from now, do you expect your personal financial situation to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

Actual Rating about Last Six Months



Expectation from next six months

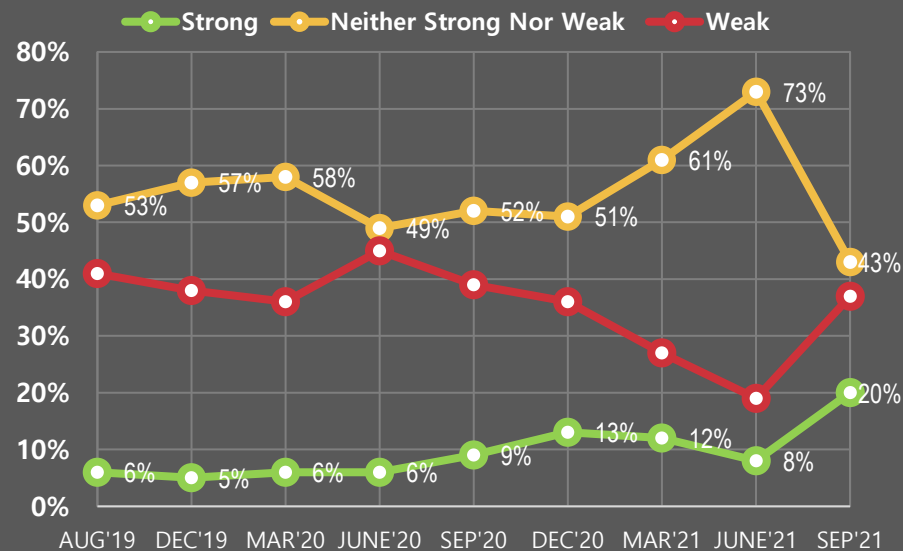


PAKISTAN'S ECONOMIC SITUATION

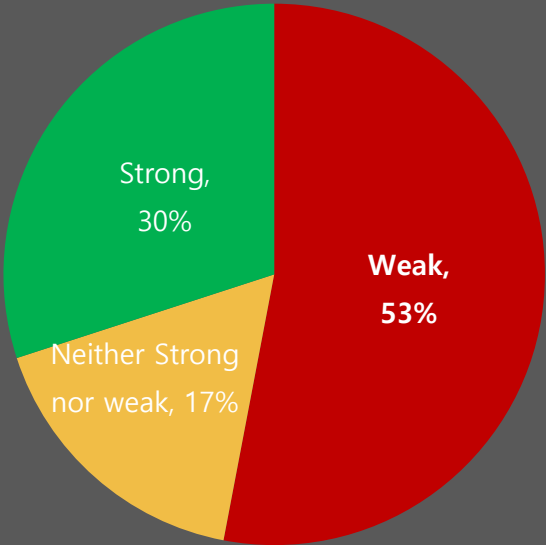
1 in 5 Pakistanis rated Pakistan's economic situation as strong; again most 'optimistic' in last 2 years. Caution here that 1 in 3 still believe it as weak, and more than half foresee it getting worse in next 6 months

Q. Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.
Q. Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

Current Economic Situation



Expected Economic Situation

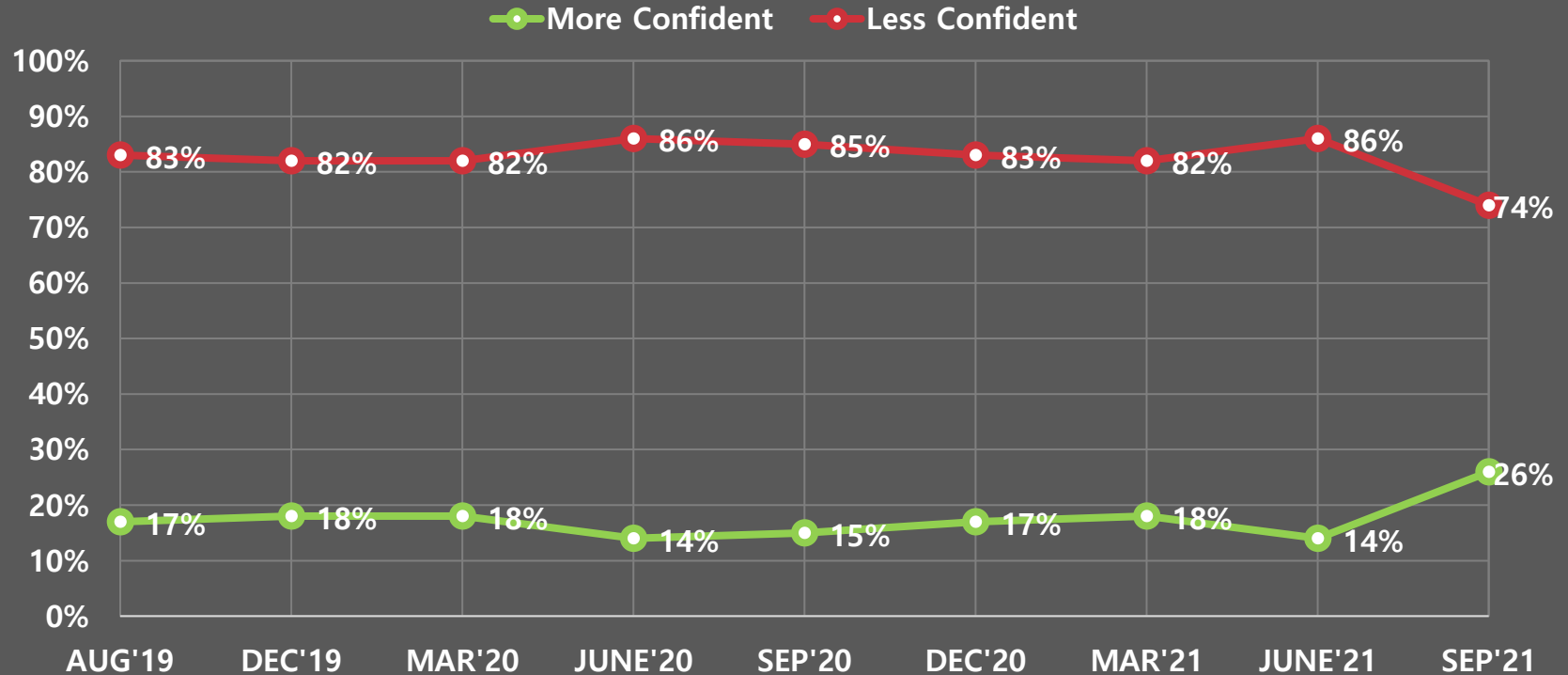




EMPLOYMENT

Overwhelming majority, 3 in 4 Pakistanis continue to be less confident about their job security. However, for the first time since Aug.'19, over 20% Pakistanis now feeling confident in their job security.

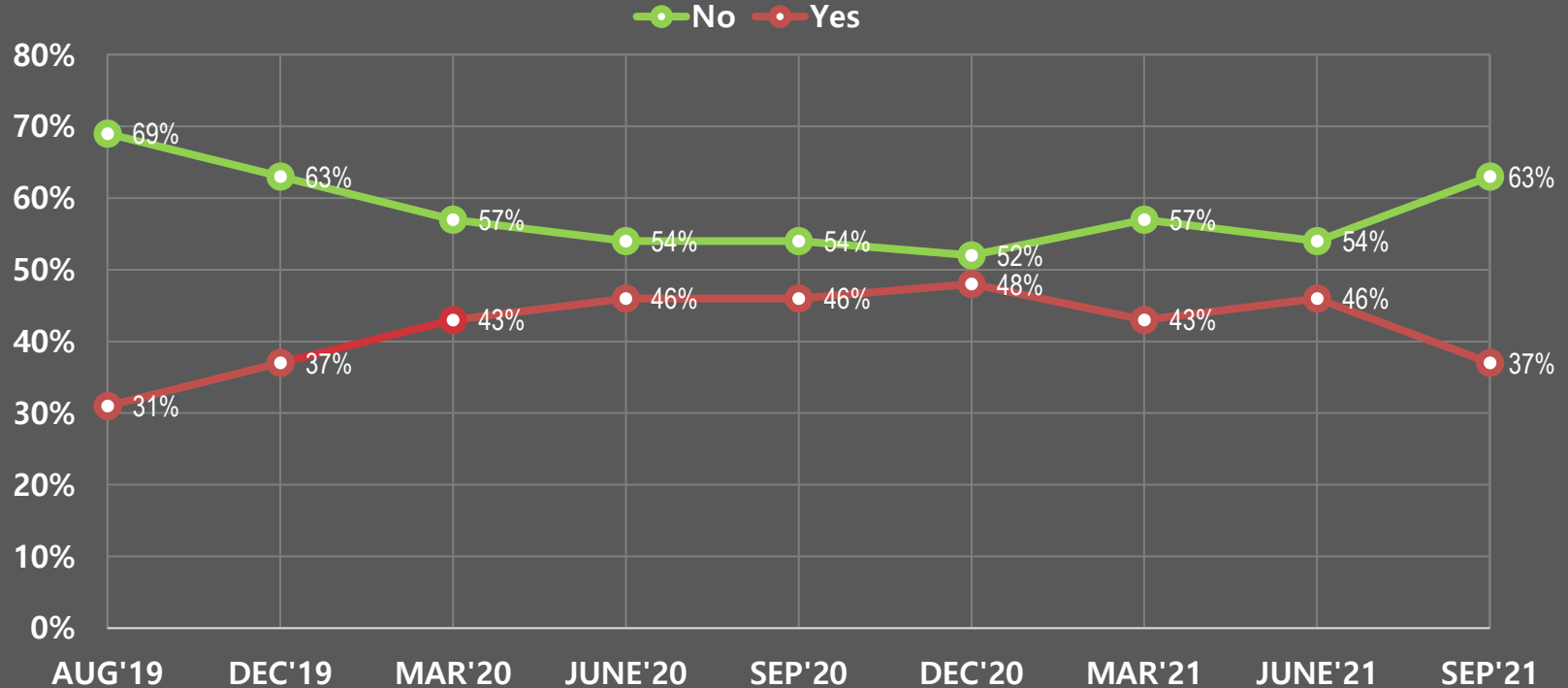
Q. Compared to 1 year ago, are you NOW more or less confident about job security for yourself, your family and other people you know personally?
یہ بتائیے کہ گزشتہ ایک سال پہلے کے مقابلے میں آج کل آپ اپنی یا اپنے گھرانے کے افراد یا جان پہچان والے افراد کے ذریعہ معاش مثلاً ملازمت، کاروبار وغیرہ کے باقی رہنے کے حوالے سے مجموعی طور پر کس حد تک کم یا زیادہ پراعتماد ہیں؟



2 in 5 Pakistanis reported witnessing themselves or people known to them personally **losing their jobs in the past one year; this situation was even worse a year ago.**

Q. Thinking of the last 1 year, have you, someone in your family or someone else you know personally lost their job as a result of economic conditions?

یہ بتائیے کہ کیا گزشتہ ایک سال کے دوران آپ یا آپ کے گھرانے کے کسی فرد یا آپ کے کسی جاننے والے کو معاشی صورتحال کے باعث اپنے ذریعہ معاش مثلاً ملازمت، کاروبار وغیرہ سے ہاتھ دھونا پڑا؟



INVESTMENT CLIMATE

80% responders

(5\$ each)

84% conversion rate

Costs: \$42,000

= 7,843 / buyer

89%

Upcoming Campaign



Audience Size 10,000

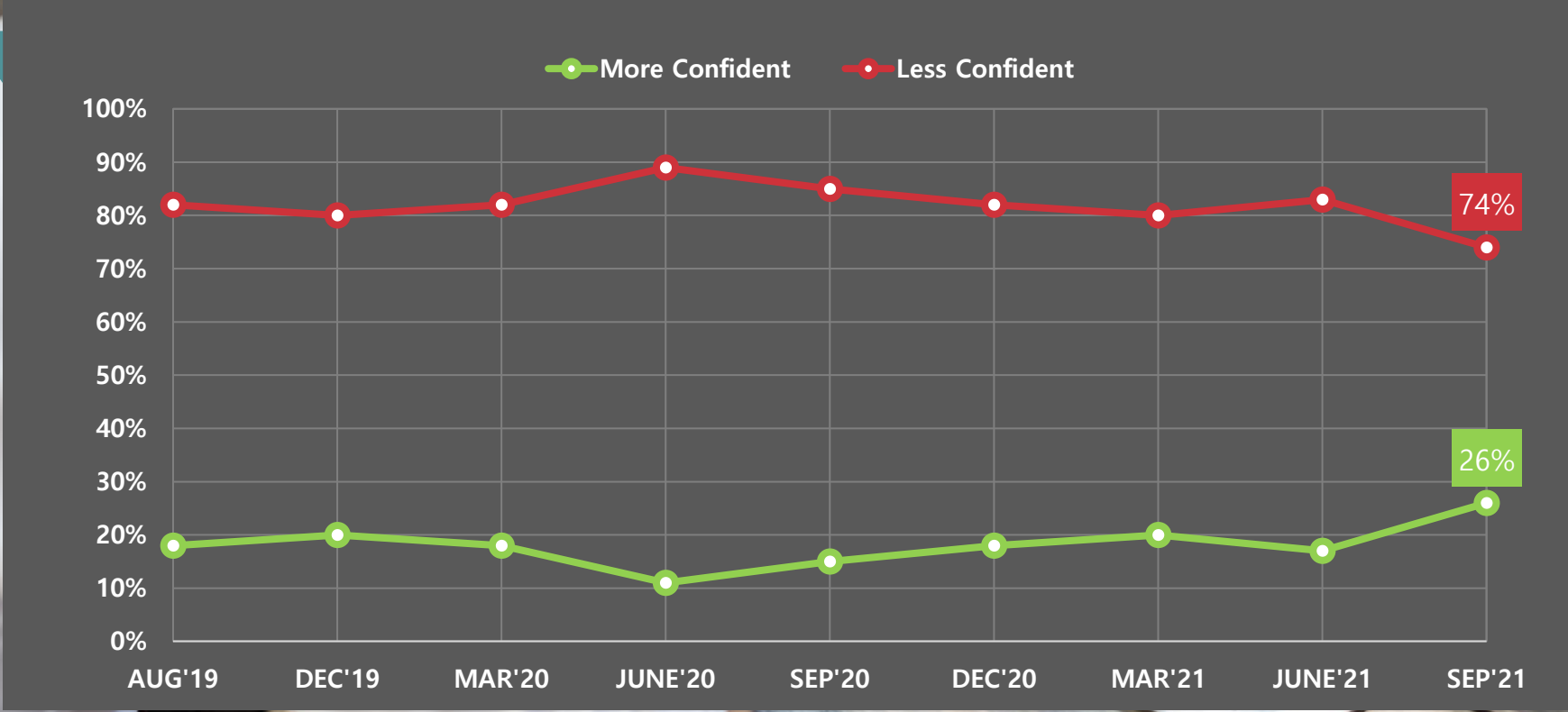
Response Rate → 10%
(expect, how?)

Conversion Rate → 5.3%

average buyer purchase → \$16,000

3 out of 4 Pakistanis are now feeling less confident about their ability to save money and invest in their future, However 26% of Pakistani are more comfortable which is at its highest level since 2019.

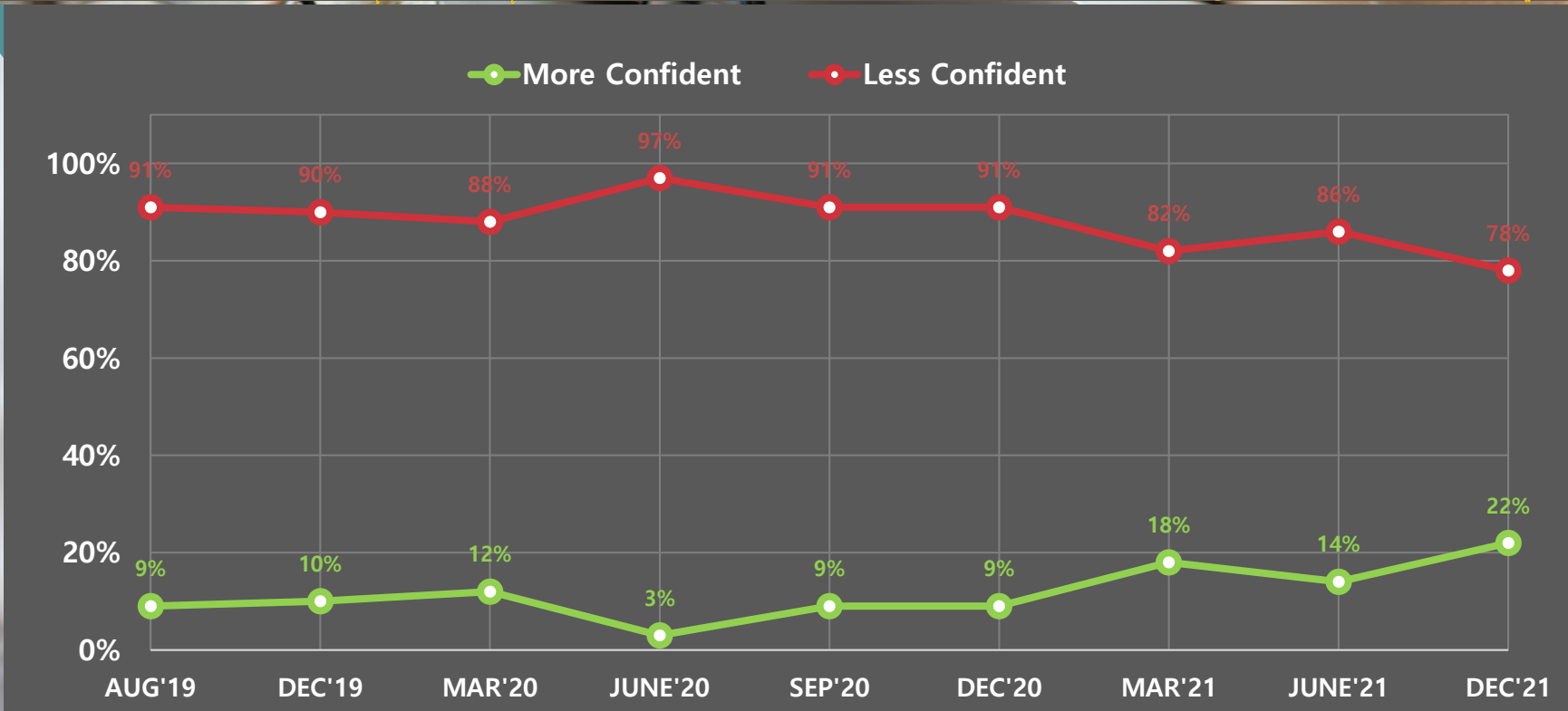
Q. Compared to 1 year ago, are you NOW more or less confident to invest in the future, including your ability to save money for your retirement or your children's education?
یہ بتائیے کہ گزشتہ ایک سال پہلے کے مقابلے میں آج کل آپ اس حوالے سے کس حد تک کم یا زیادہ پراعتماد ہیں کہ آپ میں مستقبل مثلاً ریٹائرمنٹ کے بعد یا اپنے بچوں کی تعلیم، شادی وغیرہ کے اخراجات کے لئے پیسہ بچانے کی صلاحیت موجود ہے؟



Thinking in comparison to a year ago, 4 in 5 Pakistanis are feeling less comfortable for purchasing major items like cars, homes etc. This percentage was 97% in June'20

Q. Compared to 1 year ago, are you NOW more or less comfortable making a major purchase, like a home or car?

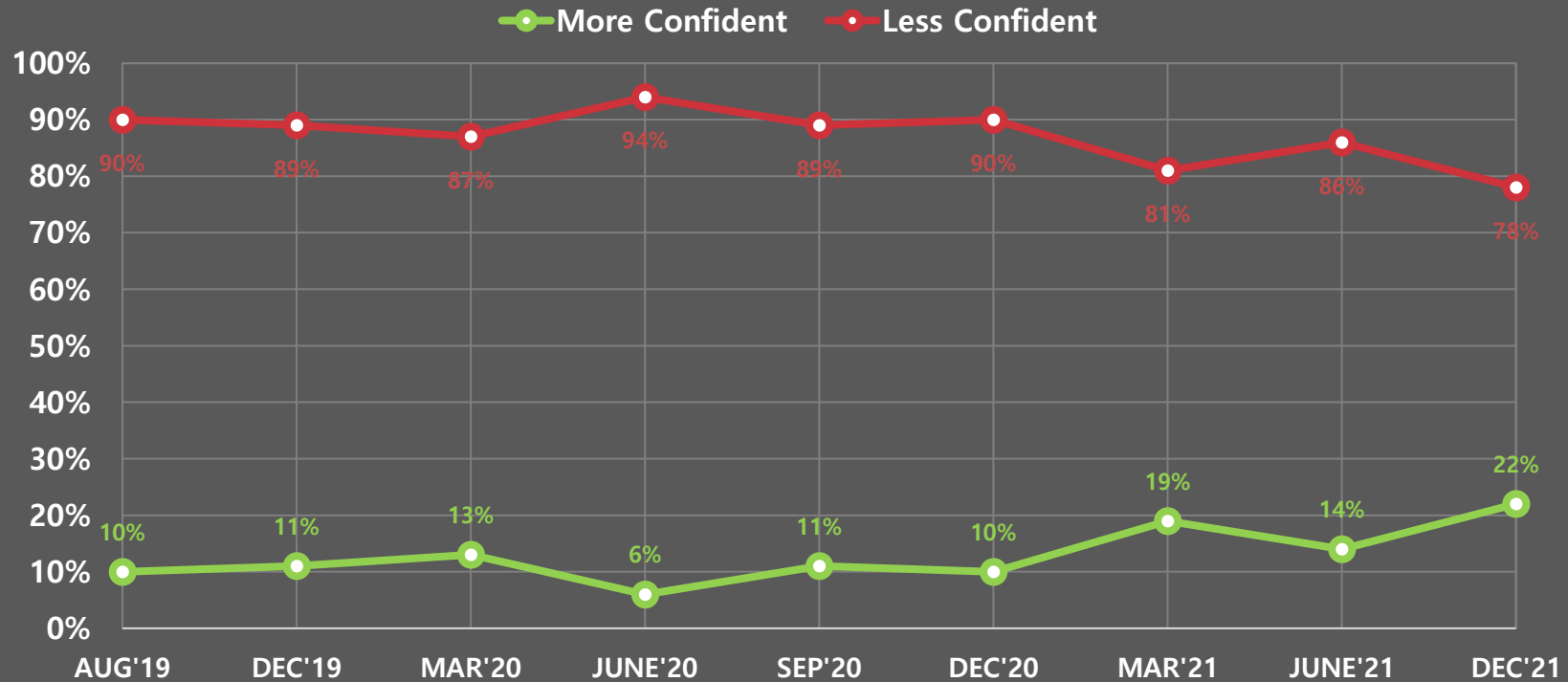
یہ بتائیے کہ گذشتہ ایک سال پہلے کے مقابلے میں آج کل آپ کے لئے کوئی بڑی خریداری کرنا مثلاً جائیداد، گاڑی یا نئے کپڑے وغیرہ خریدنا آسان ہوگیا ہے یا مشکل ہوگیا ہے؟



Similarly, 78% Pakistanis are feeling less comfortable while purchasing other household items. Bit of improvement since June'20, when 94% were not comfortable doing so

Q. Compared to 1 year ago, are you NOW more or less comfortable making other household purchases?

یہ بتائیے کہ گذشتہ ایک سال پہلے کے مقابلے میں آج کل آپ کے لئے عام گھریلو یا ذاتی استعمال کی اشیاء کی خریداری کرنا آسان ہوگیا ہے یا مشکل ہوگیا ہے؟





INTRODUCING THE GLOBAL CONSUMER CONFIDENCE INDEX (GCCCI)*

Ipsos Global Consumer Confidence Index (GCCCI) is a national survey of consumer attitudes on the current and future state of the local economy, personal financial situation, as well as confidence to make large investments and ability to save.

Consumer sentiment is a key predictor of purchase trends in the market. Despite it being a lagging indicator, if consumer confidence is high, people will make more purchases and the economy will expand.

Businesses and Policy Makers can monitor changes in the index to factor the data in their decision-making processes. A wave-onwave decreasing trend suggests consumers have a negative outlook on their ability to spend. Thus, manufacturers may expect consumers to avoid retail purchases, particularly items that require financing. Likewise, banks can anticipate a decrease in lending activity, mortgage applications, and credit card usage.

** GCCCI Index is also known as Primary Consumer Sentiments Index (PCSI)*

Ipsos GLOBAL CONSUMER CONFIDENCE INDEX (GCCCI*)

The National index result is driven by the aggregation of four weighted sub-Indices



GCCI CURRENT INDEX:

Reflects respondents perception of current economic climate, ability to make household purchases, job security, and investment confidence within the country.

GCCI EXPECTATION INDEX:

Reflects respondents attitude regarding the future local economy, future financial situation and job loss expectation within their country.



GCCI INVESTMENT INDEX:

Reflects respondents perception of current financial situation, future financial situation, major purchase comfort, household purchase confidence within the country.

GCCI JOB INDEX:

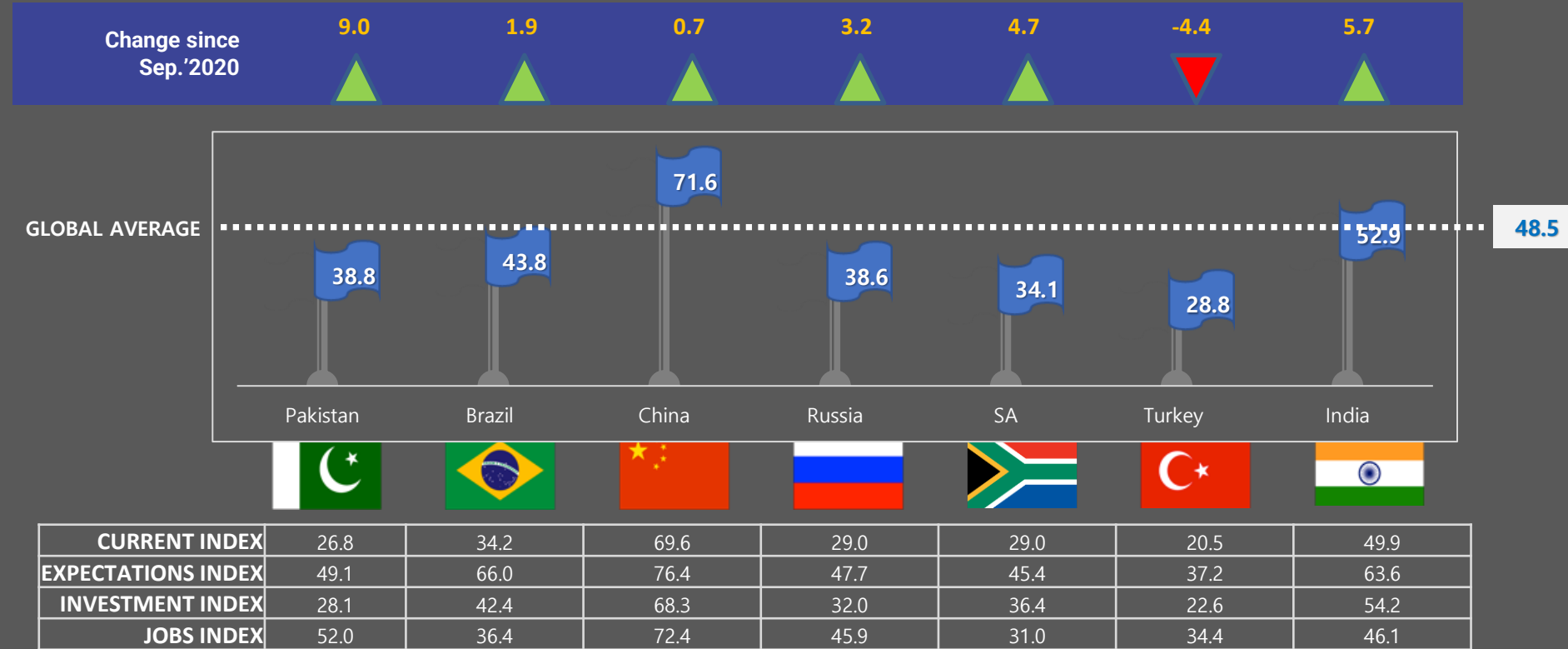
Reflects respondents perception regarding Job security, job loss experience, and job loss expectation within the country.

GCCI NATIONAL INDEX

GCCI NATIONAL INDEX: Reflects respondents perception of current local economy, future local economy, current financial situation, future financial situation, major purchase comfort, household purchase comfort, job security, investment confidence, job loss experience and job loss expectation within their country.

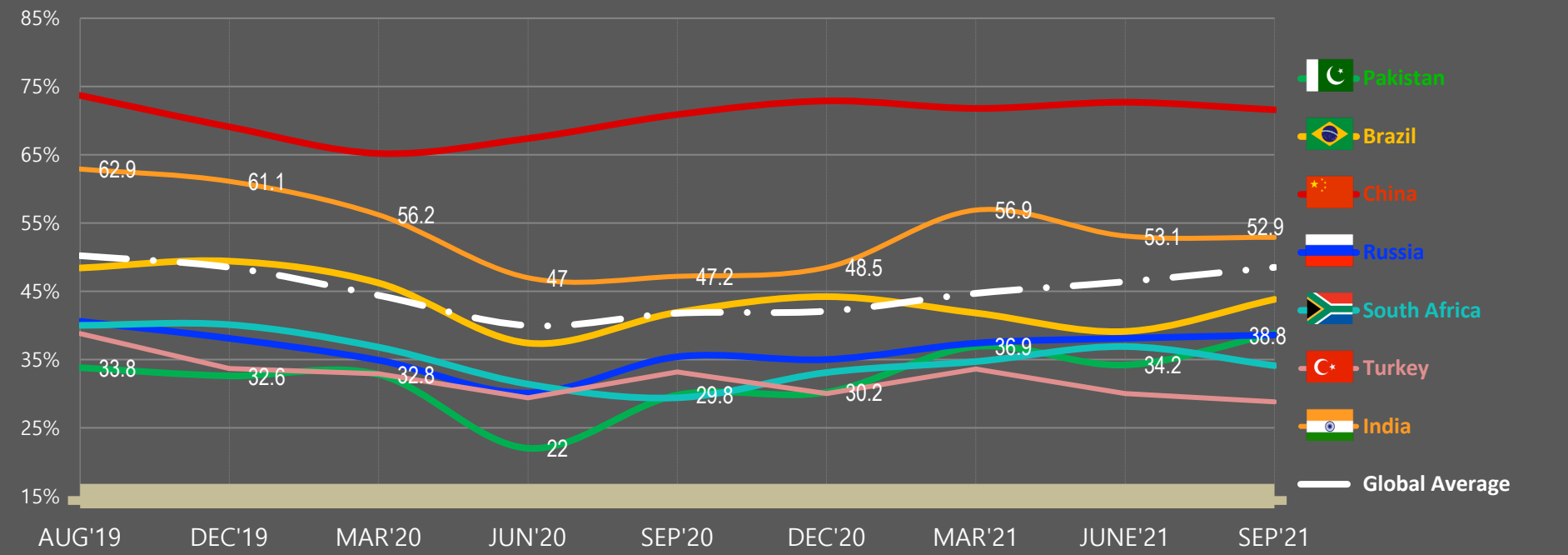
* GCCI Index is also known as Primary Consumer Sentiments Index (PCSI)

Ipsos' Pakistan consumers' confidence index increased by 9 points when compared to last year, approaching its highest level since 2019.



Pakistan has gained some momentum after June'20 but it is still significantly lower the global average

GLOBAL CONSUMER CONFIDENCE INDEX (GCCI)



Sample & Methodology

1100 Respondents

SEC A, B ,C, D, E | Male / Females | Age 18+

Nationwide Representative

All 4 provinces | ICT | GB & AJK

CATI based random interviews

15 minutes

THANK

YOU

For more details, subscriptions &
queries on next waves

✉ info.Pakistan@ipsos.com

GAME CHANGERS

