

# CONSUMER CONFIDENCE SURVEY

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Pakistan | Summary Quarter 4, 2021

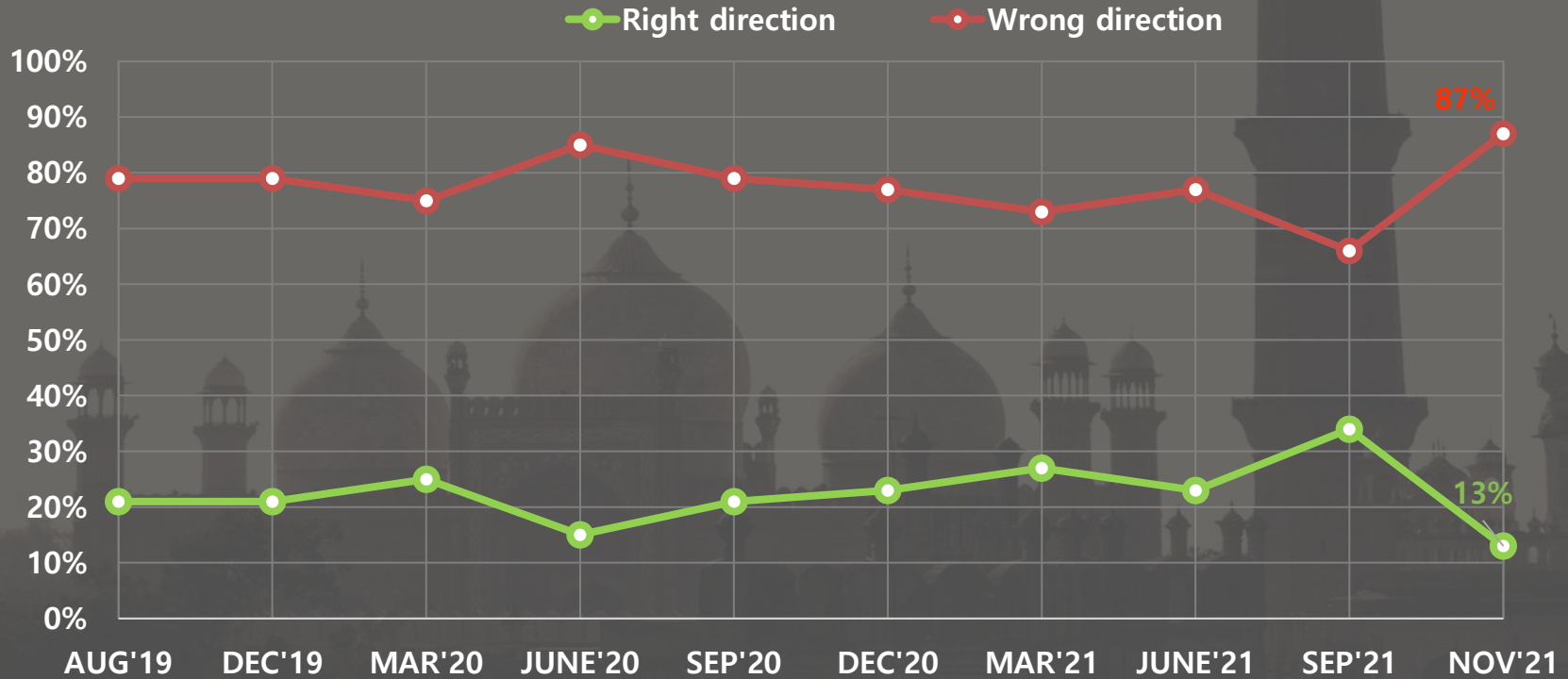


# COUNTRY'S GENERAL SITUATION

## Government's claim of 'Economy getting better' has collapsed suddenly, as the public sentiment about overall direction of the country has hit its ever lowest.

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؟







# Even when asked about other worrying issues; economy related concerns remain on top. Meanwhile, coronavirus as a worrying issue has gone down by 18% in the last two months

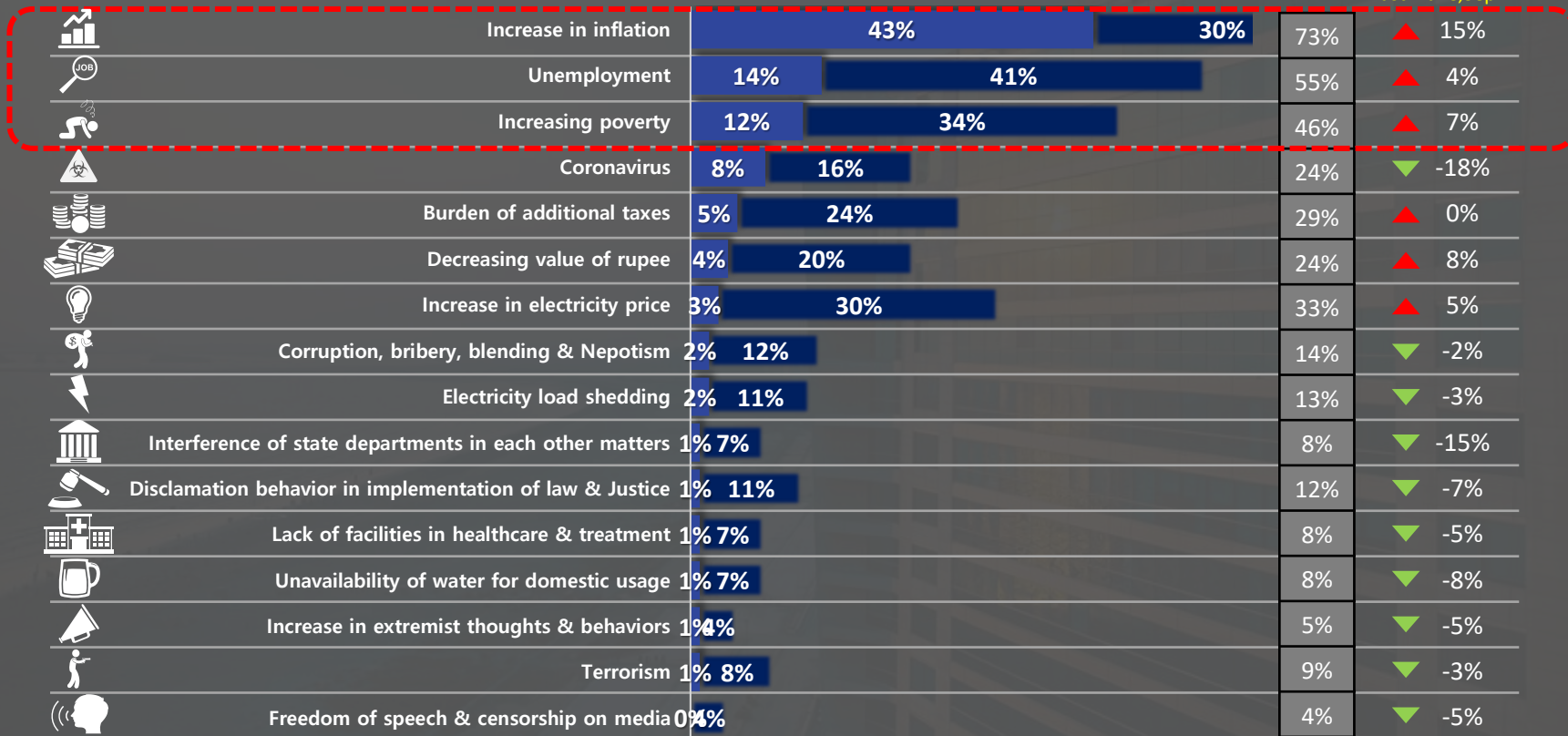
Q. According to you, what are the most important & other worrying issues in Pakistan (Multiple Answers)

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

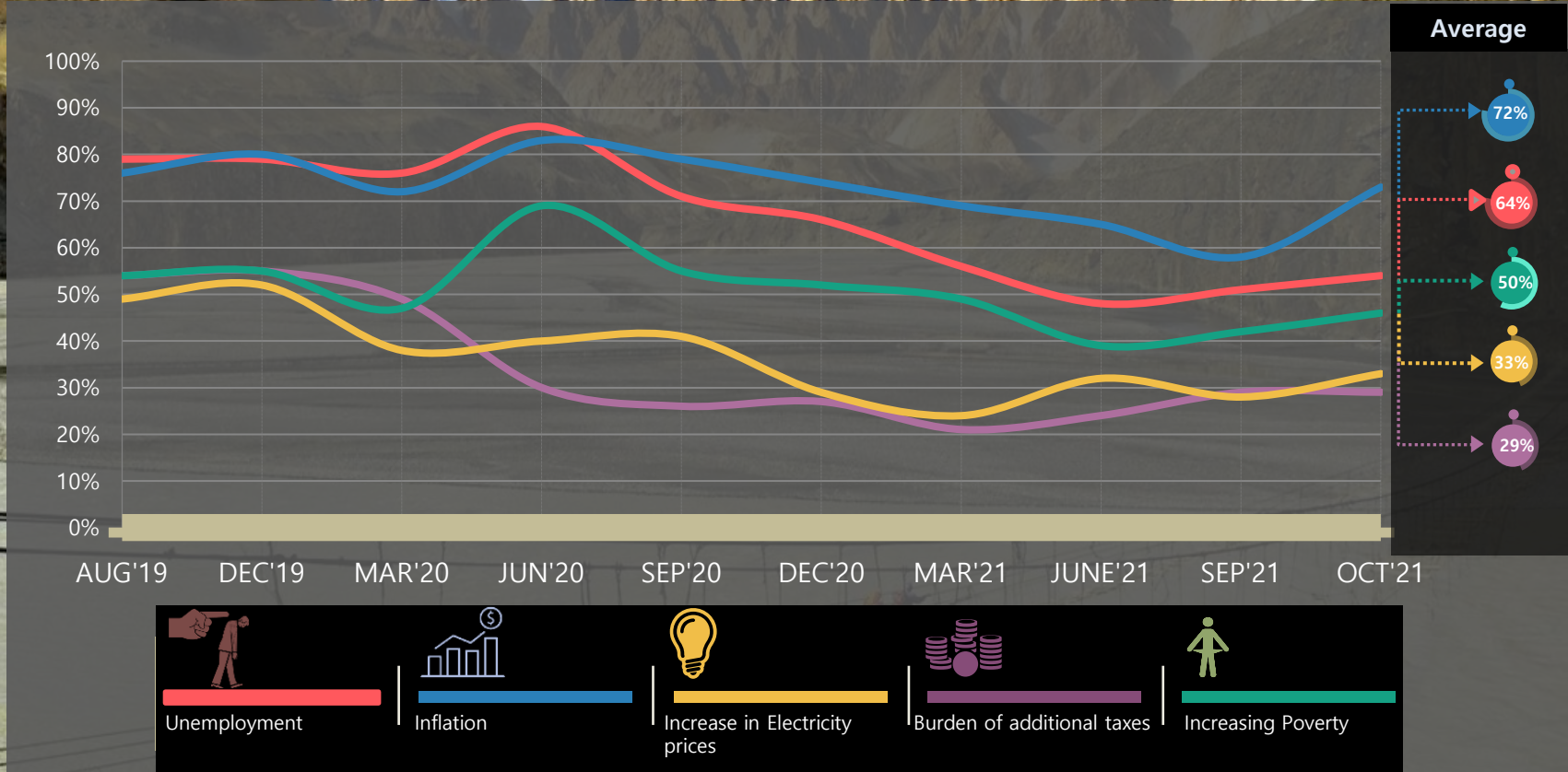
• Other Worrying Issues

Compared with  
last wave, Sep'21



# Inflation and unemployment have been the most worrying issues for Pakistanis from last 2 years

Q. According to you, what are the most important & other worrying issues in Pakistan (Multiple Answers)  
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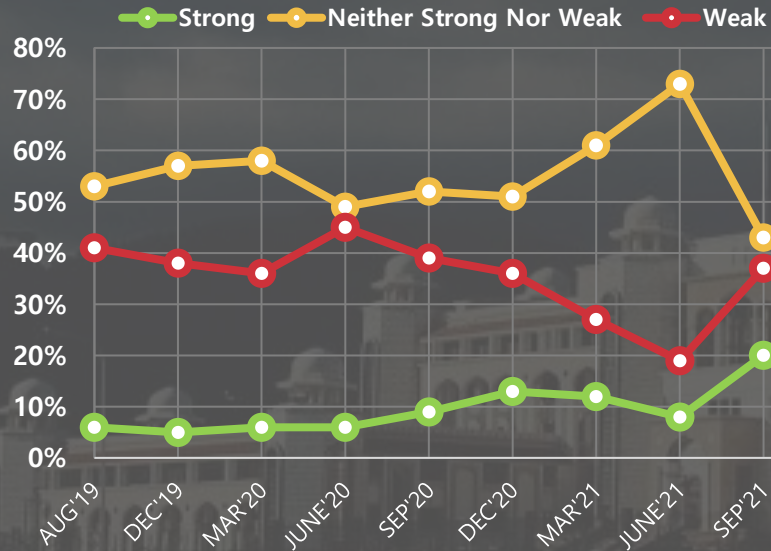
# PAKISTAN'S ECONOMIC SITUATION

# After seeing an all time high in Sep'21, 'current economic situation' perception has hit rock bottom, with only 5% considering it as strong. Acute majority expect it to remain weak even in the next 6 months

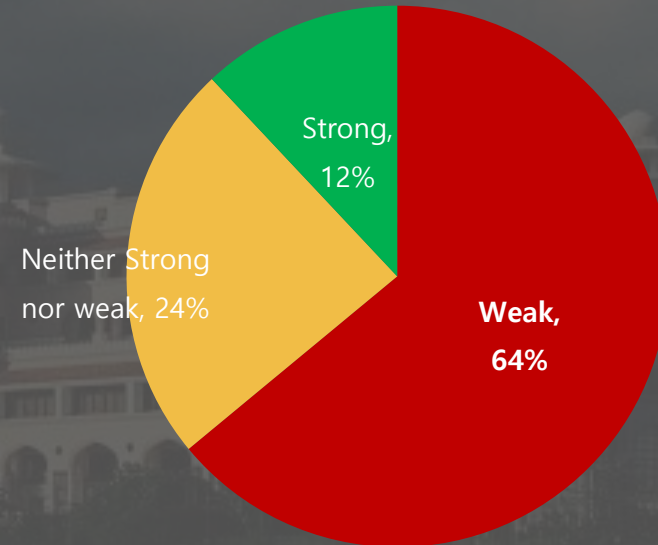
Q. Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

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





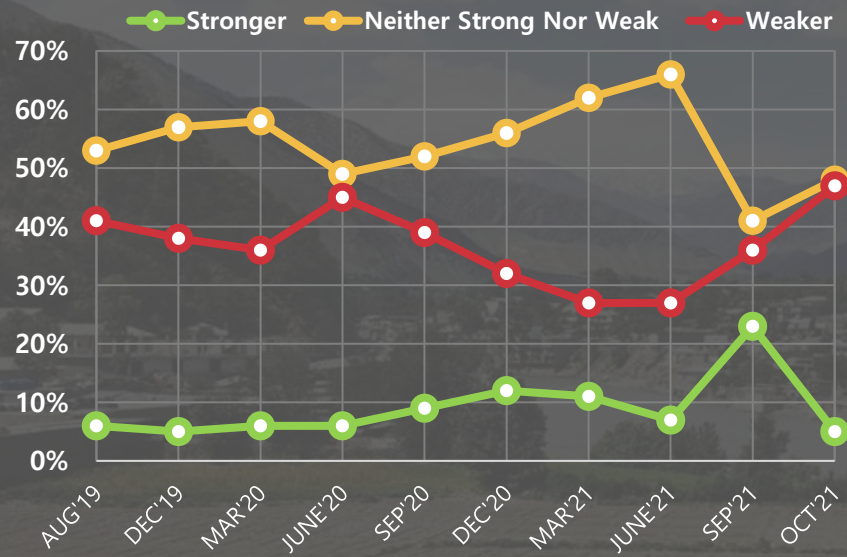
# PERSONAL FINANCIAL SITUATION



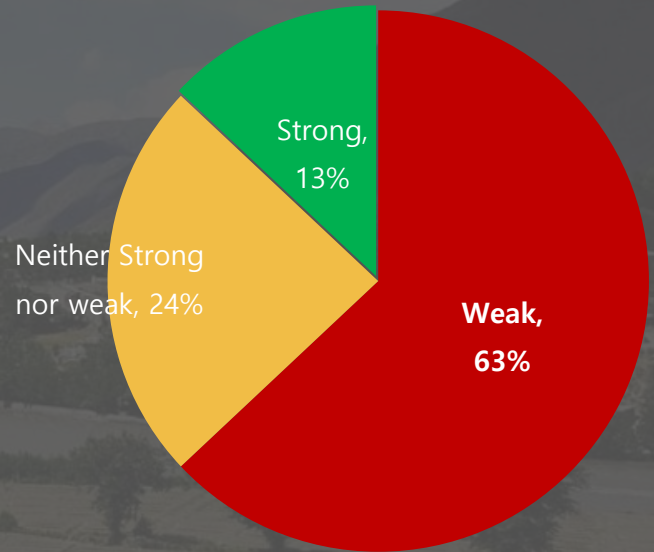
# Coinciding it with Dec. '19 reading, only 5% claiming personal financial situation to be strong. Two-third Pakistanis fear it stay weaker in the next 6 months

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







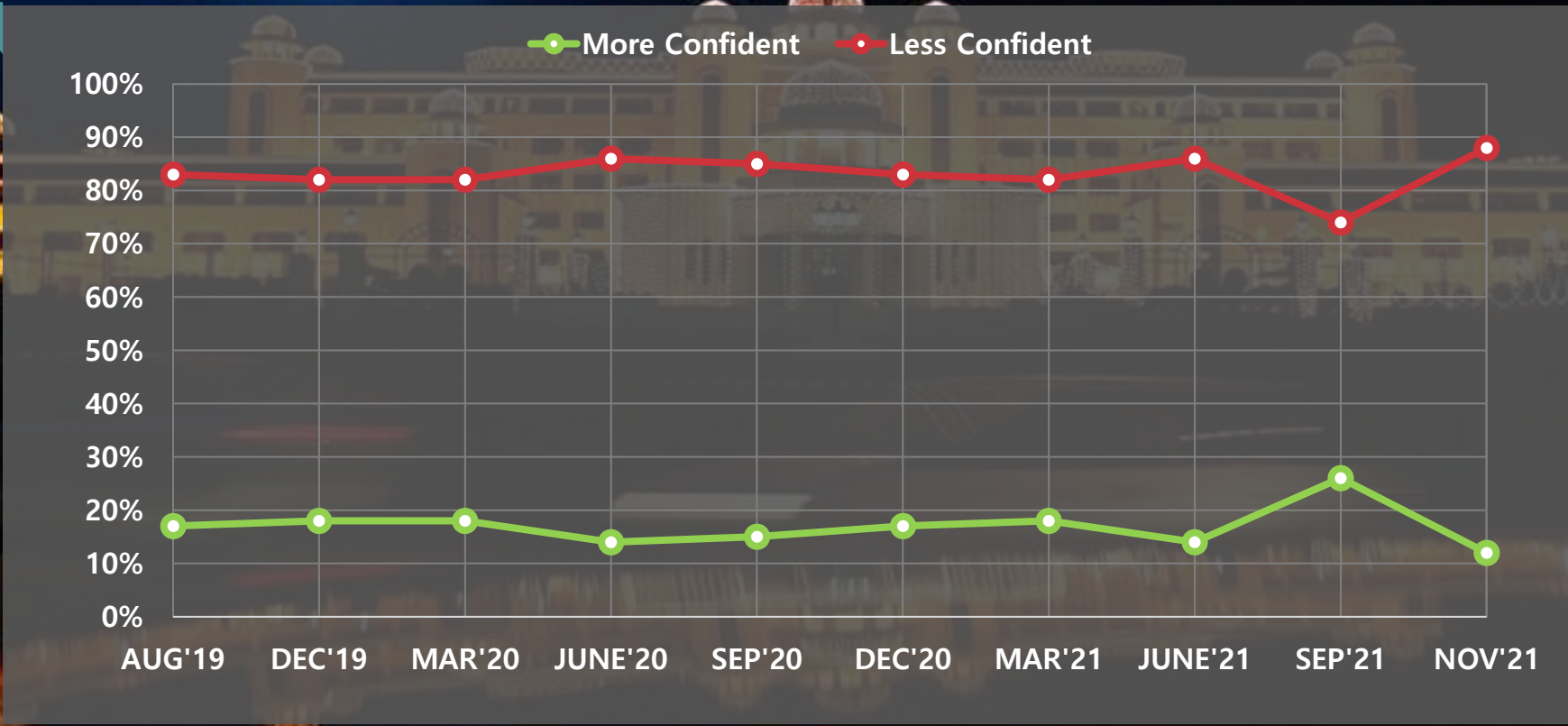
# EMPLOYMENT



# Job security perceptions have shrunk to EVER LOWEST 12%, halved since Sep'21

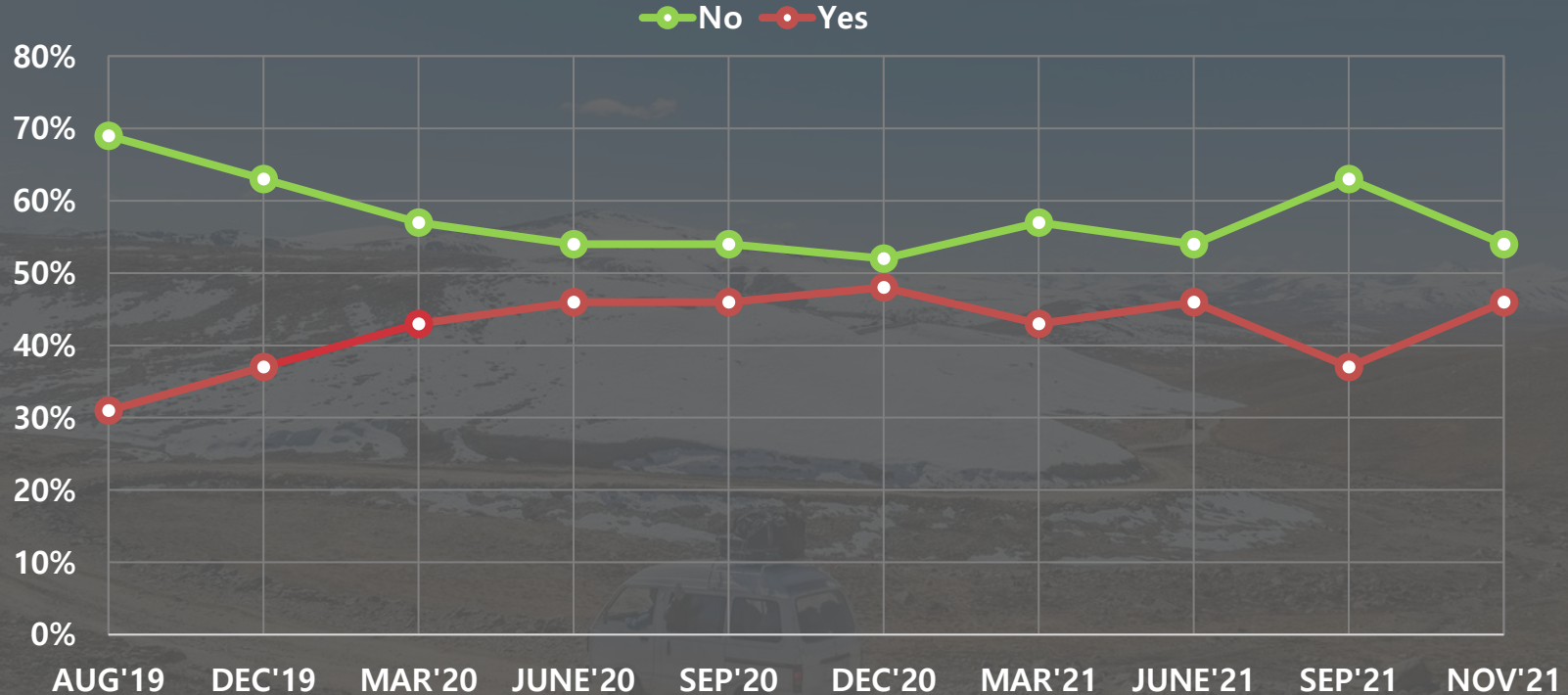
Q. Compared to 1 year ago, are you NOW more or less confident about job security for yourself, your family and other people you know personally?

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؟



# 54% Pakistanis reported witnessing themselves or people known to them personally **losing their jobs in the past one year, the situation continues to prevail the same since 2020.**

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؟





The image is a composite of two mountain scenes. The left side features a dark, semi-transparent overlay with the text 'INVESTMENT CLIMATE' in yellow. The right side shows a bright, clear view of a snow-capped mountain peak. The bottom of the image shows a green valley with a forest and a small village.

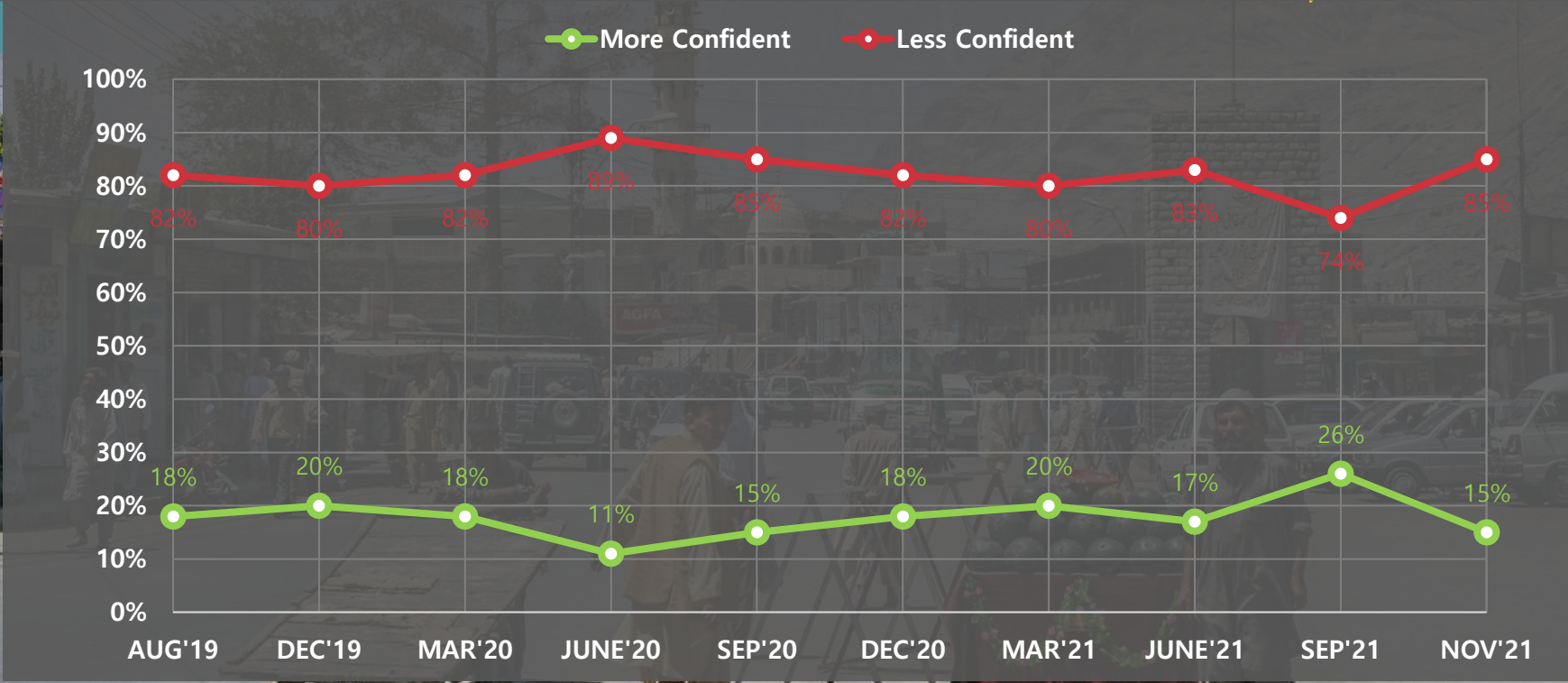
# INVESTMENT CLIMATE



**In the current situation, only 15% Pakistanis feel confident to save money and invest in their future.**  
**Sharp decrease in the last two months**

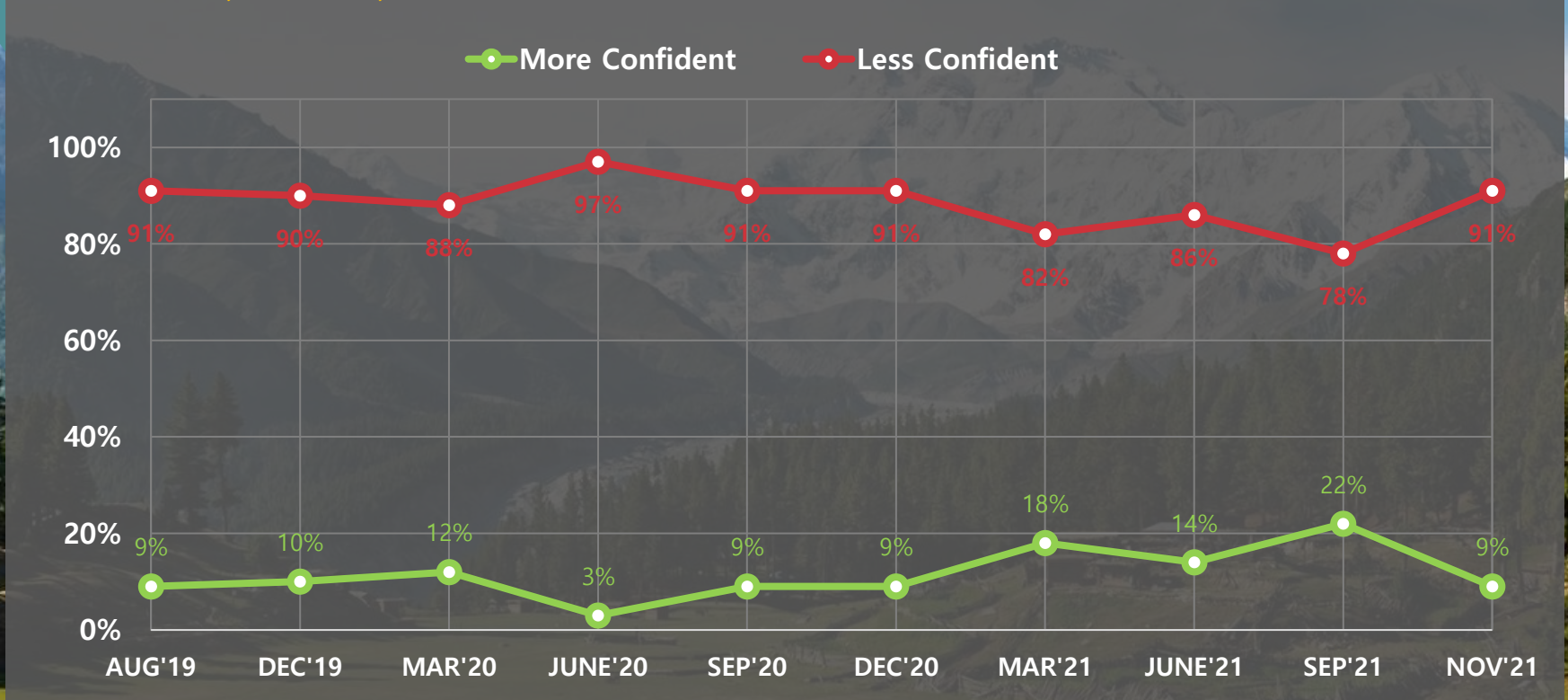
Q. Compared to 1 year ago, are you NOW more or less confident to invest in the future, including your ability to save money for your retirement or your children's education?

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؟



# In comparison to one year ago, 9 in 10 Pakistanis are NOT feeling comfortable for purchasing major items like cars, homes etc.

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؟

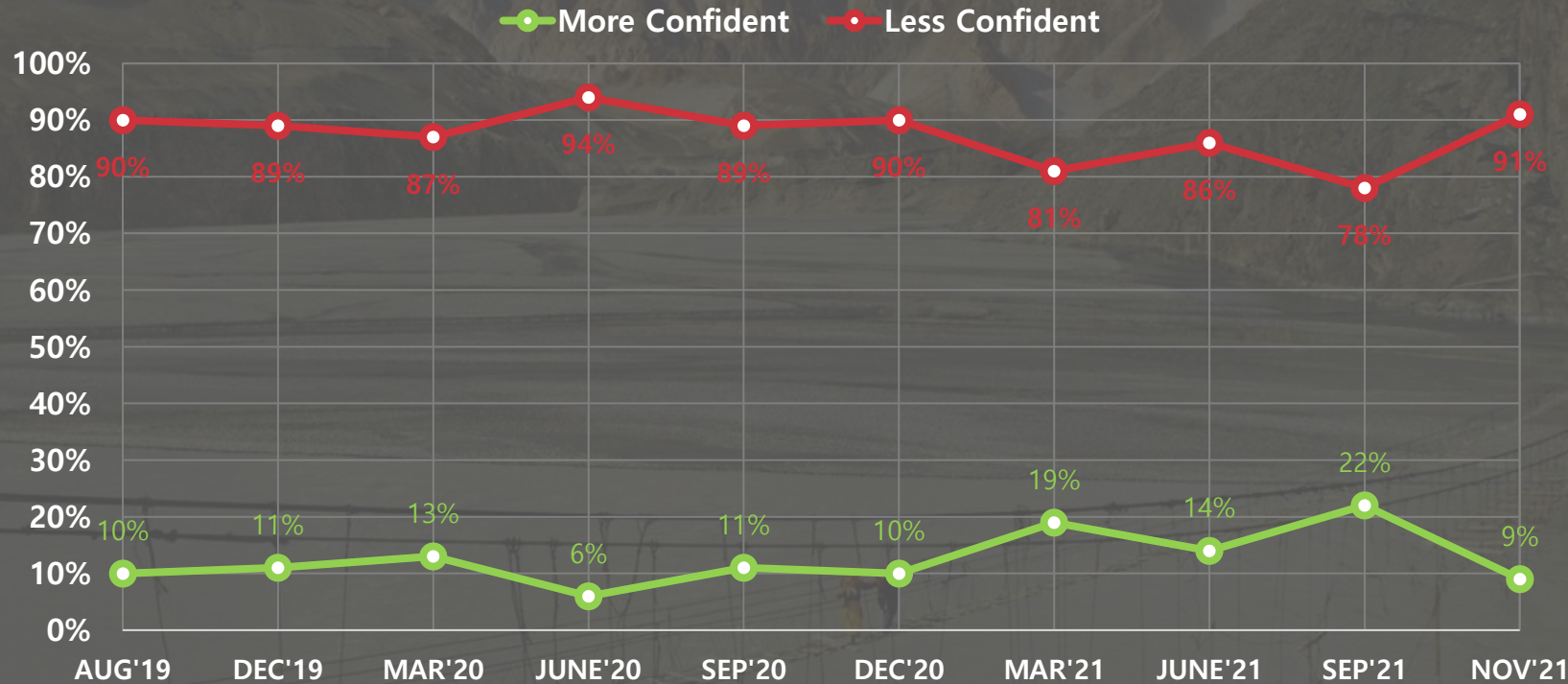




# Similarly, more than 90% Pakistanis are feeling uncomfortable while purchasing other household items. Lowest percentage since start of 2021

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

یہ بتائیے کہ گزشتہ 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:

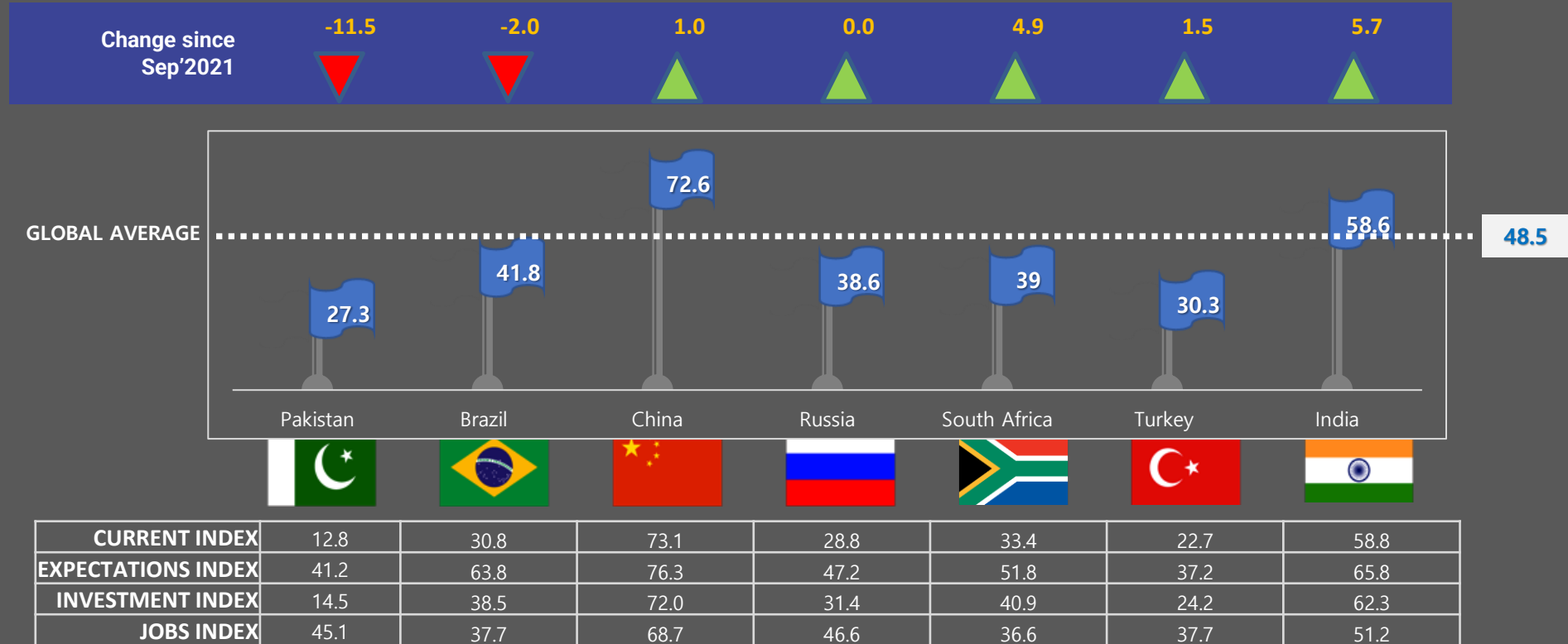
Reflects respondents perception regarding Job security, job loss experience, and job loss expectation within the country.

## 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)

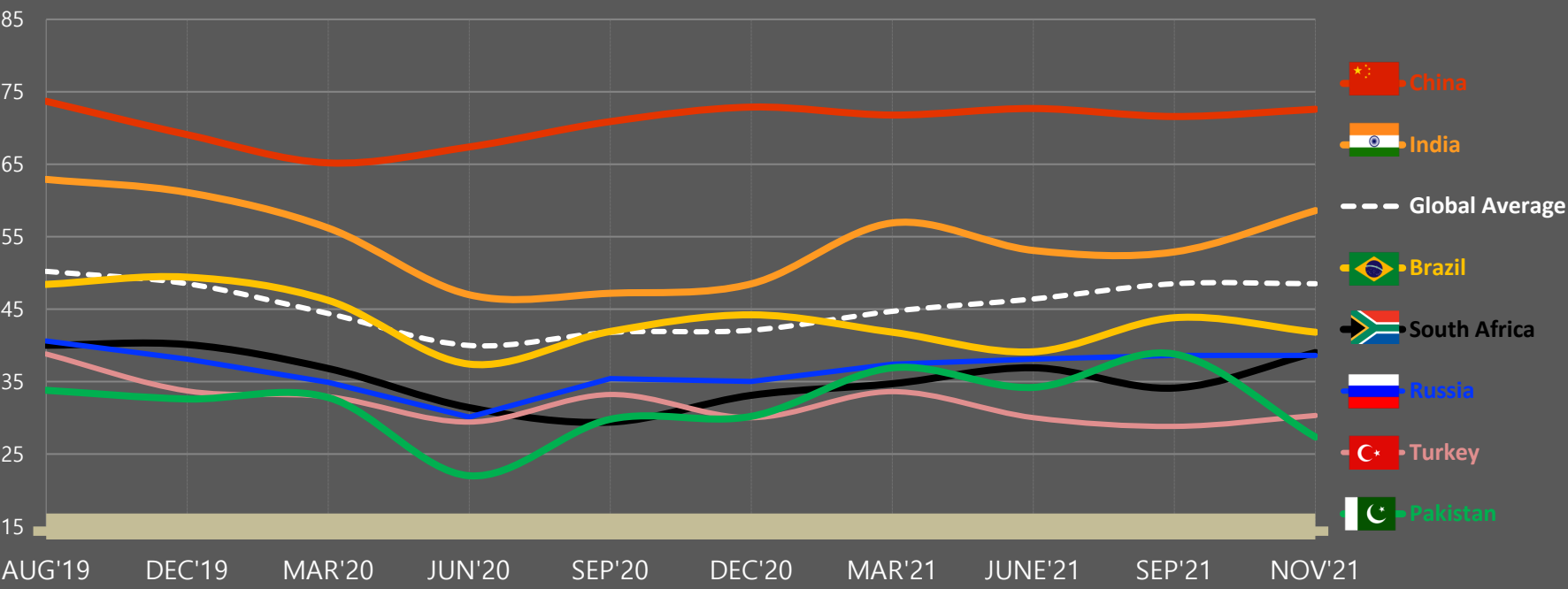
In a two months time, Pakistan Consumers' Confidence Index has gone down by 12 points.






...Which is THE lowest among similar emerging markets

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

A nighttime photograph of a cityscape. On the left, a tall, modern skyscraper with a distinctive pointed top (the Shard) is illuminated. Below it, a large commercial building with 'DEBENHAMS' signage is visible. The foreground shows a busy street with cars and a large parking lot filled with vehicles. The sky is dark blue, and the city lights create a vibrant scene.

# Thank You