

CONSUMER CONFIDENCE SURVEY

Pakistan | Summary Quarter 4, 2022

7th December 2022

GAME CHANGERS



Methodology



SAMPLE SIZE
1015



CATI RANDOM
INTERVIEWS

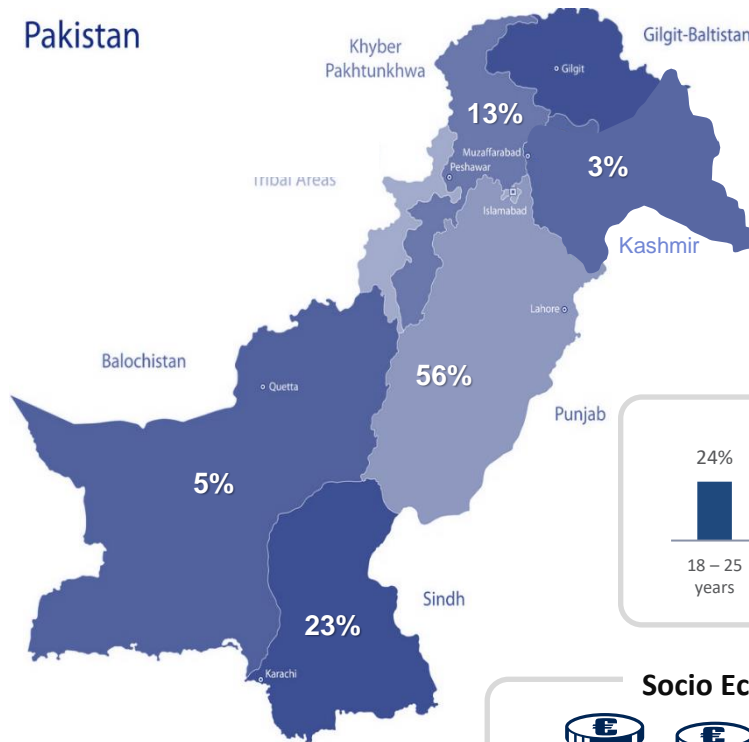


29th Nov – 3rd Dec 2022

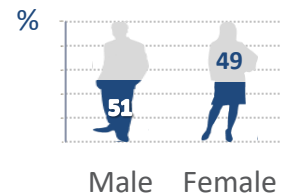
This study had no external sponsors or partners. It was initiated and run by Ipsos with the intention to share our understanding about the world we live in and how citizens around the globe think & feel about their world.

Sample Profile

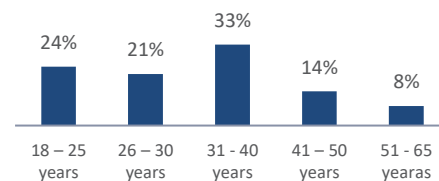
Pakistan



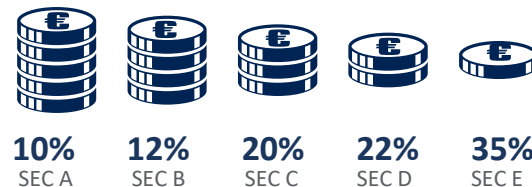
Gender



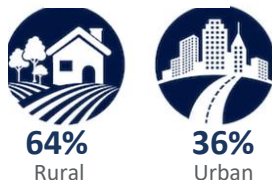
Age



Socio Economic Class



Geography



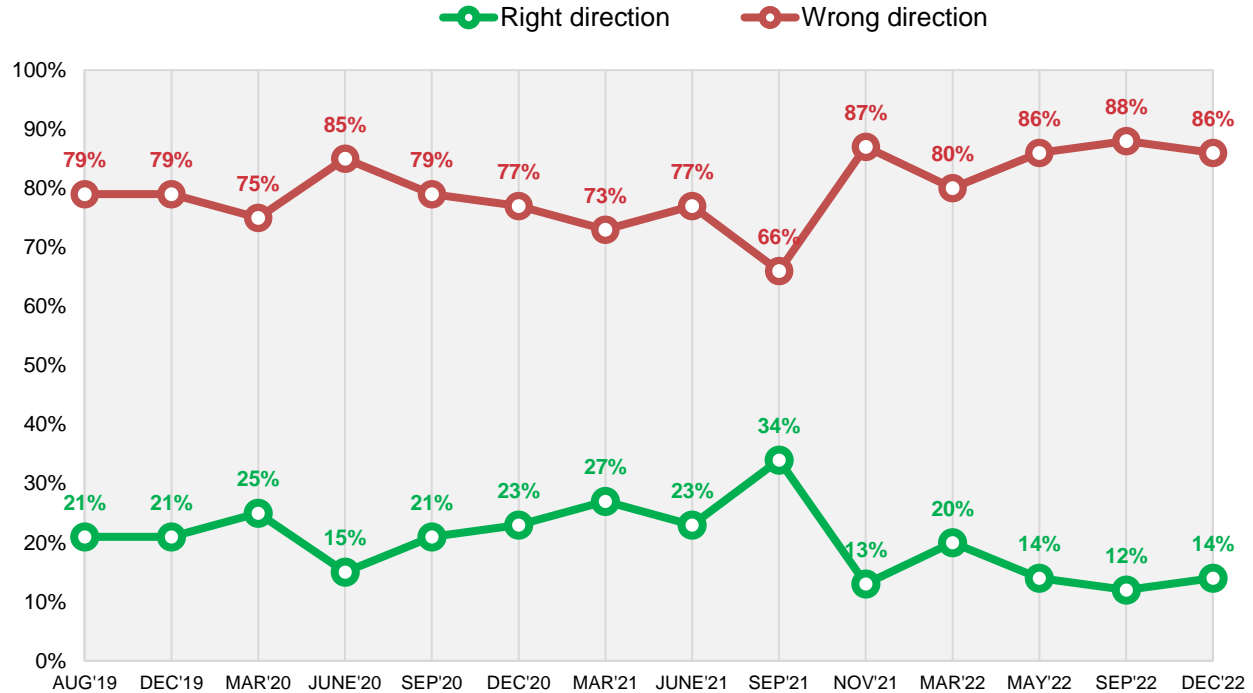
Post-stratification survey weights for provinces, gender and SECs were used to align survey data with population distributions

For the first time since current government taken charge, an upward trend can be seen in Pakistanis' optimism about country's direction. Males, middle-aged and rural dwellers are more optimistic than others

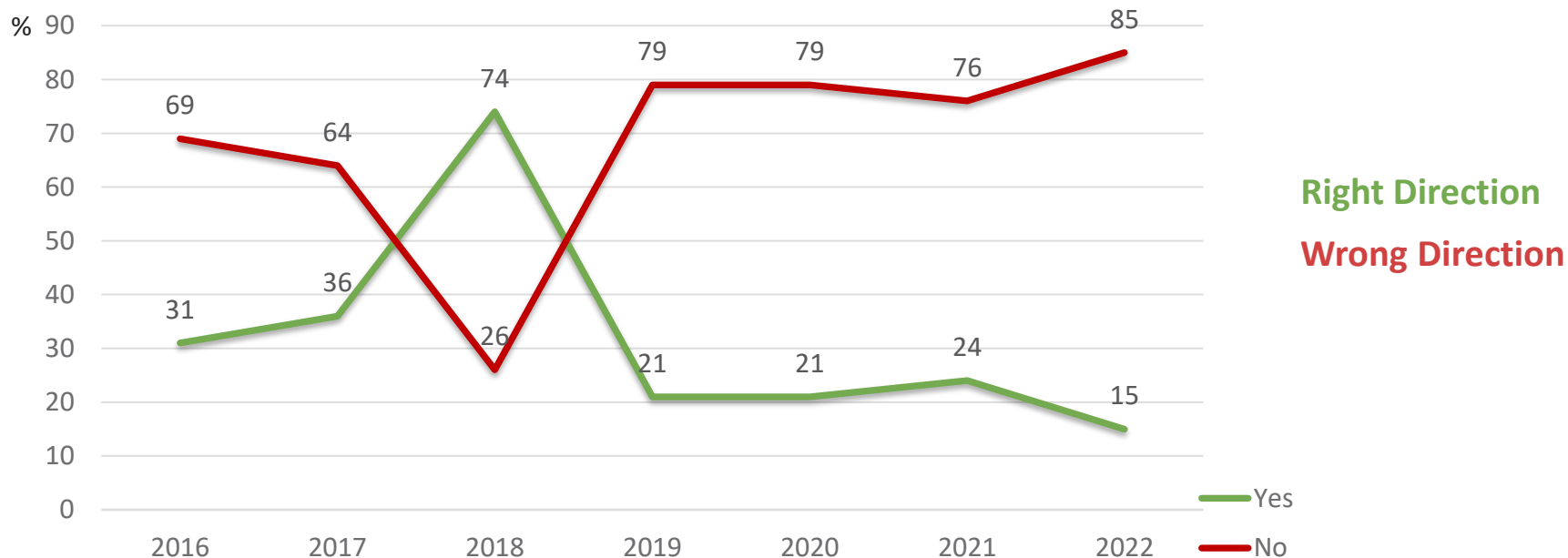
Right / Wrong Direction

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

برائے مہربانی پاکستان کی موجودہ صورتحال کے بارے میں سوچتے ہوئے یہ بتائیے کہ آپ آجکل پاکستان کی مجموعی صورتحال سے کس حد تک مطمئن یا غی ر مطمئن ہیں؟



However, Pakistanis' perception of country's direction being wrong has not always been the case, in the election year 2018, 74% thought of country heading in the RIGHT direction



Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?














Pakistanis' Top Concern

According to you, which of the following is the MOST worrying issue in Pakistan?

یہ بتائیے کہ آپ کے خیال میں پاکستان کے مندرجہ زیل مسائل میں سے سب سے زیادہ پریشان کن مسئلہ کو کس پر ترجیح دیتے ہیں؟



Inflation, unemployment, and rising poverty still haunt majority of the public

			Since Q4, 2021
	Increase in Inflation	49	6 ▲
	Unemployment	18	4 ▲
	Increasing Poverty	9	3 ▼
	Increase in Electricity Price	4	1 ▲
	Floods situation in Pakistan	3	6 ▼
	Electricity load shedding	3	1 ▲
	Burden of additional taxes	3	2 ▼
	Corruption, bribery, adulteration & Nepotism	3	1 ▲
	Decreasing value of rupee	2	2 ▲
	Interference of state departments in each other matters	2	1 ▲
	Disclamation behavior in implementation of law & Justice	1	1 ▼
	Corona Virus	1	7 ▼
	Terrorism	1	

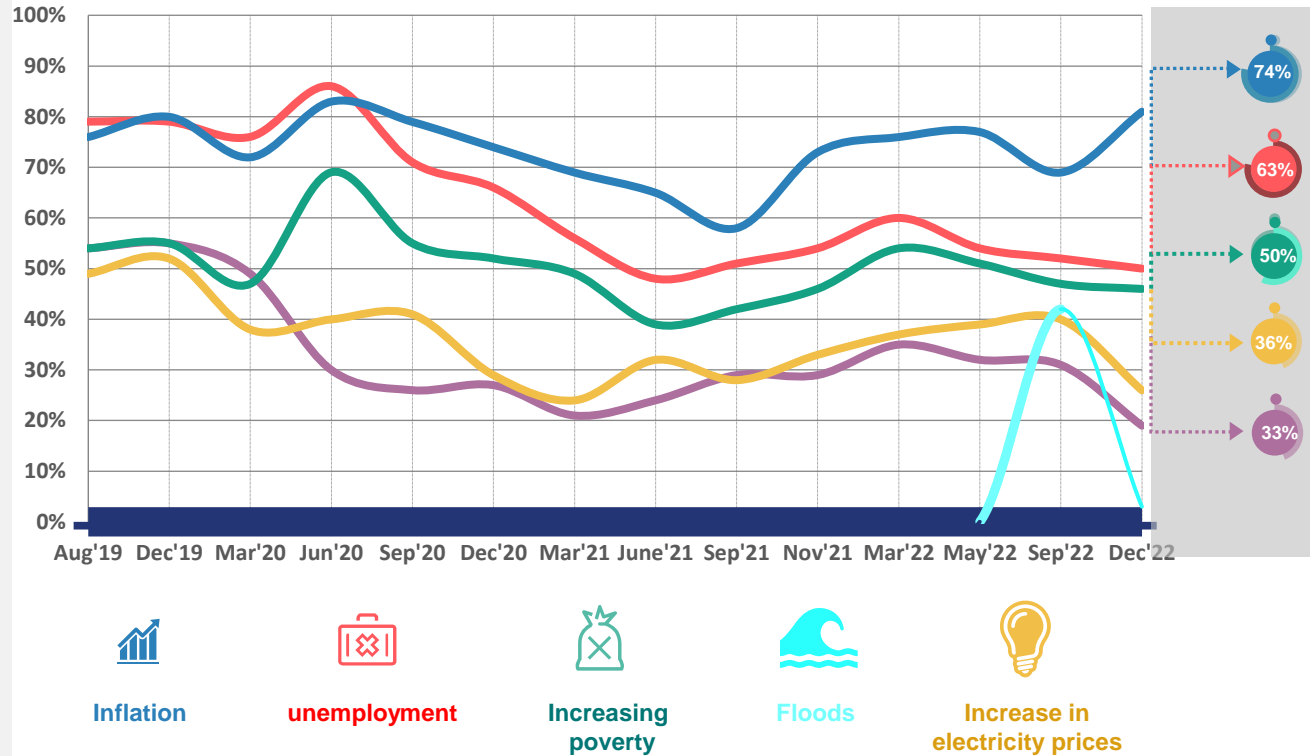
Pakistanis' Top Concern

According to you, which of the following is the MOST & Other worrying issue in Pakistan?

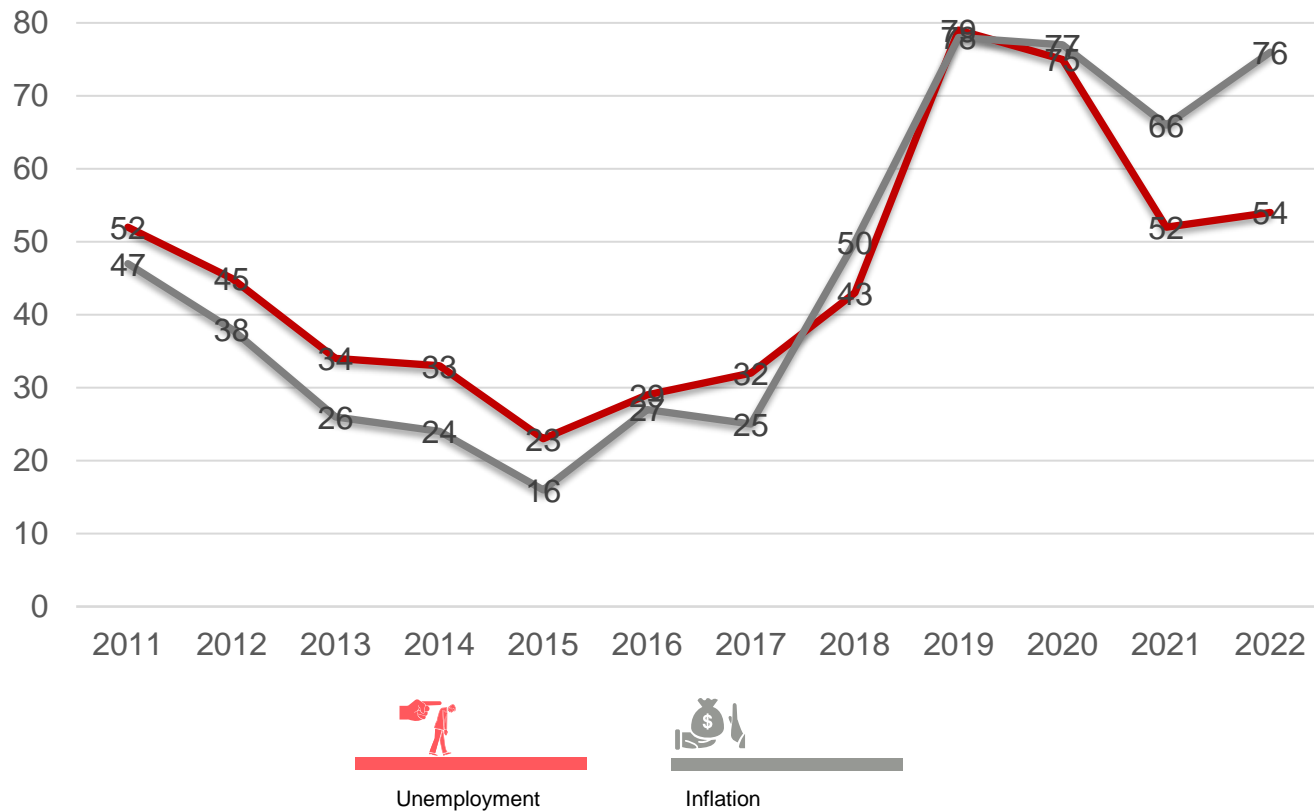
یہ بتائیے کہ آپ کے خیال میں پاکستان کے مندرجہ زیل مسائل میں سے اور کون کون سے مسائل پریشان کن ہیں؟



Sharp increase in perception of 'inflation' as the most worrying issue, concern regarding the floods significantly dropped in the last one quarter



Inflation and unemployment have always been biggest concerns for Pakistanis in the last decade, however the magnitude of concern was much lower before 2019



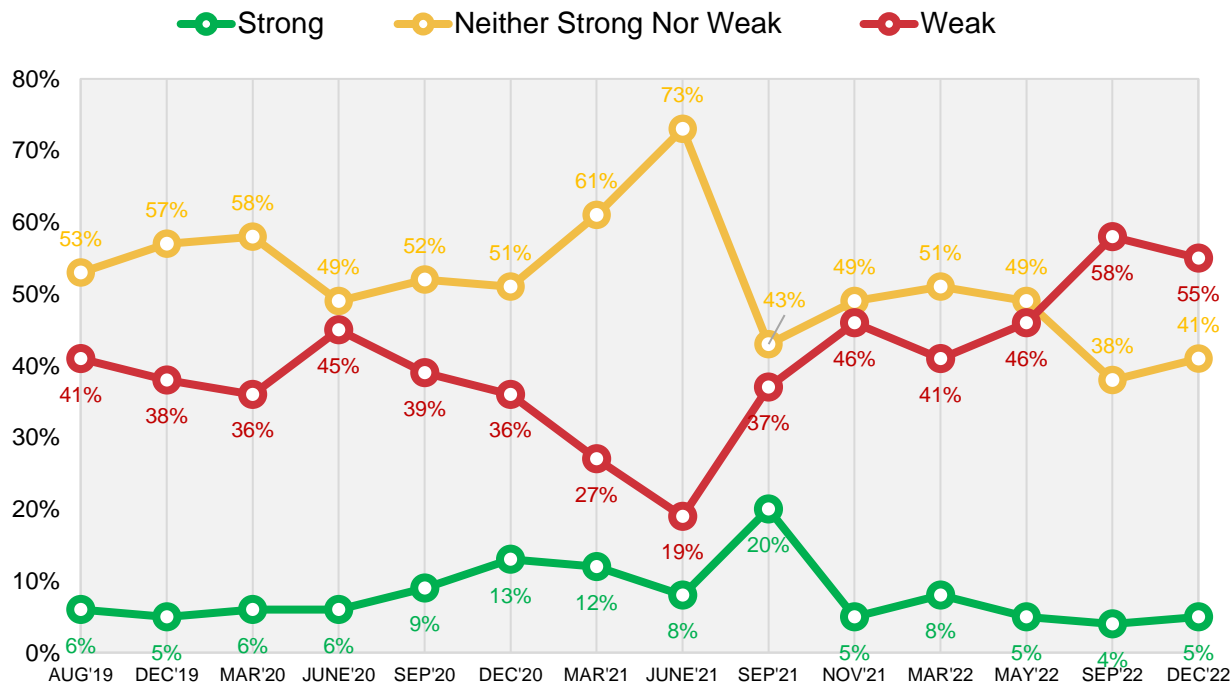
The trend of Pakistanis considering country's current state of economy as 'weak' seems got arrested. Still, only 5% call it strong.

Current State of Pakistan Economy

Rate the current state of the economy in Pakistan

using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

یہ بتائیے کہ آپ ملک کی معاشی صورتحال کے بارے میں کیا کہیں گے/گی؟ آپ اپنا جواب 1 سے 7 کے اس کیل کی مدد سے دیں جہاں 1 کا مطلب بہت کمزور معیشت جبکہ 7 کا مطلب بہت مضبوط معیشت ہے؟



Pakistan Economic Outlook

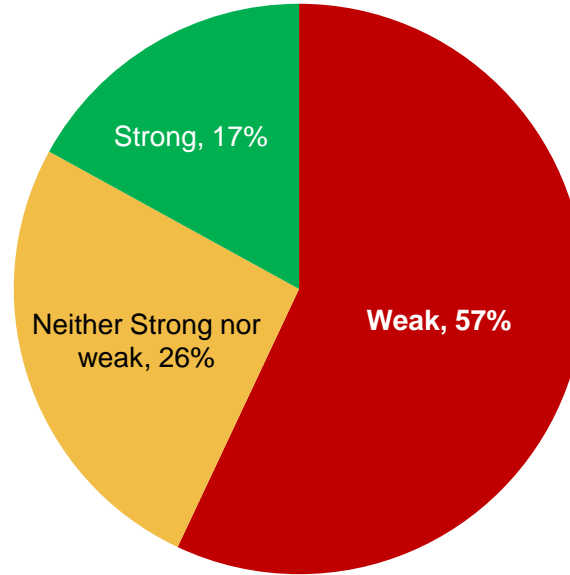
Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

آئندہ چھ ماہ کے بارے میں سوچتے ہوئے یہ بتائیے کہ
آپ کے خیال میں آئندہ چھ ماہ کے دوران ملک کی معاشی صورتحال کیسی ہوگی؟



Base: 1015 CATI Pakistani adults 18+, 29 Nov - 4 Dec 2022

1 in 6 foresee the economy getting stronger – Males, middle-aged and rural dwellers are more optimistic than others.

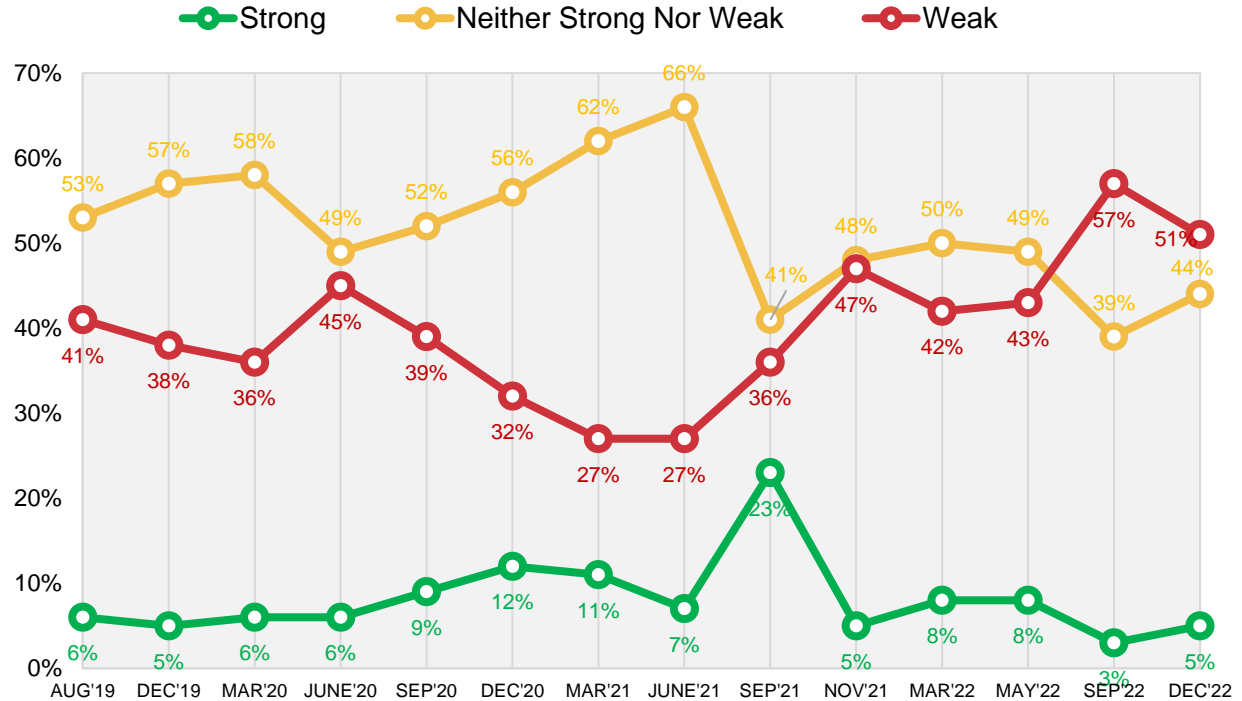


Again, for first time since government change, the trend of Pakistanis stating their own financial situation as 'weak' has gone down. Still, only 5% call it strong.

Current Financial Situation

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.

اب یہ بتائیے کہ آپ اپنی ذاتی معاشی صورتحال کے بارے میں کیا کہیں گے/گی؟ آپ اپنا جواب 1 سے 7 کے اسکیل کی مدد سے دیں جہاں 1 کا مطلب بہت کمزور معیشت جبکہ 7 کا مطلب بہت مضبوط معیشت ہے؟



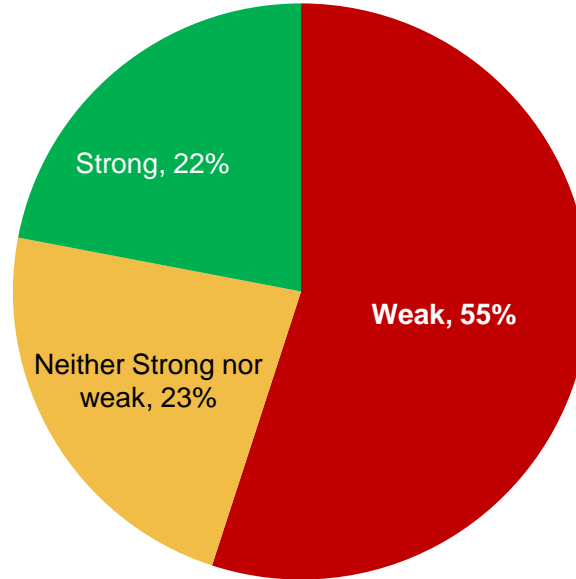
Future Financial Situation

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?

آئندہ چھ ماہ کے بارے میں سوچتے ہوئے یہ بتائیے کہ آپ کے خیال میں آئندہ چھ ماہ کے دوران آپ کی اپنی م عاشری صورتحال کیسی ہوگی؟



Nearly 1 in 4 expect their financial situation to be getting better in next 6 months, while more than half (55%) think their financial situation to be even weaker in coming 6 months



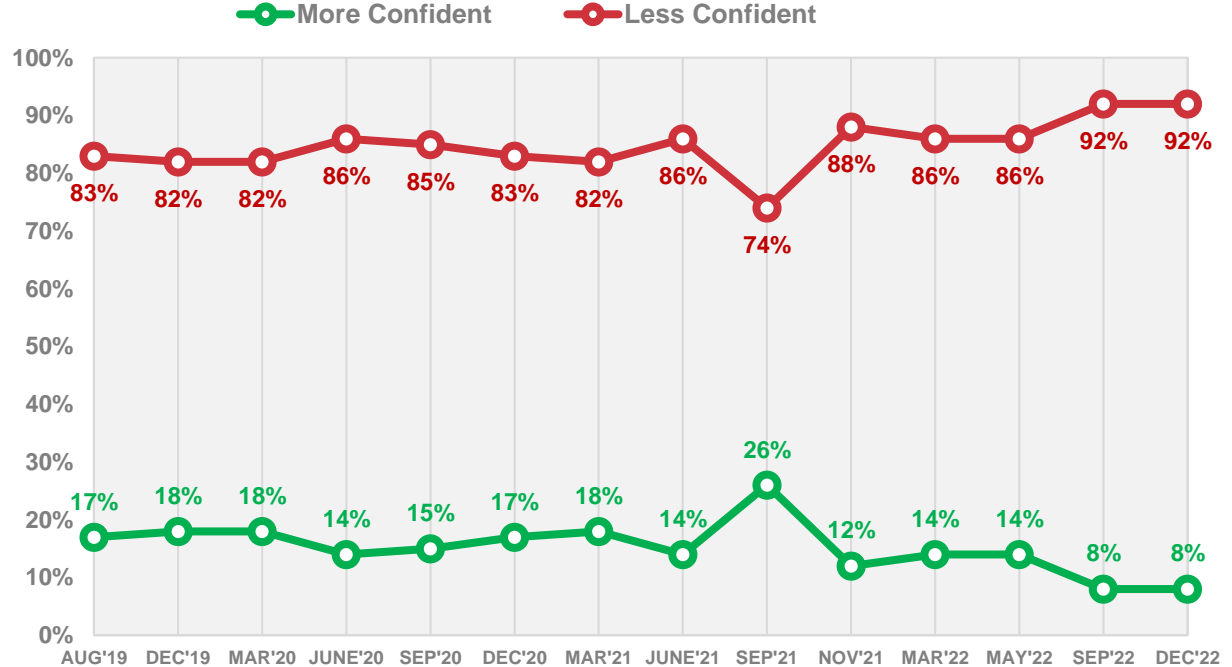
Job Security

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 گذشتہ 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؟



Pakistanis' confidence regarding job security remains extremely low with 9 in 10 less confident about it as compared to one year ago



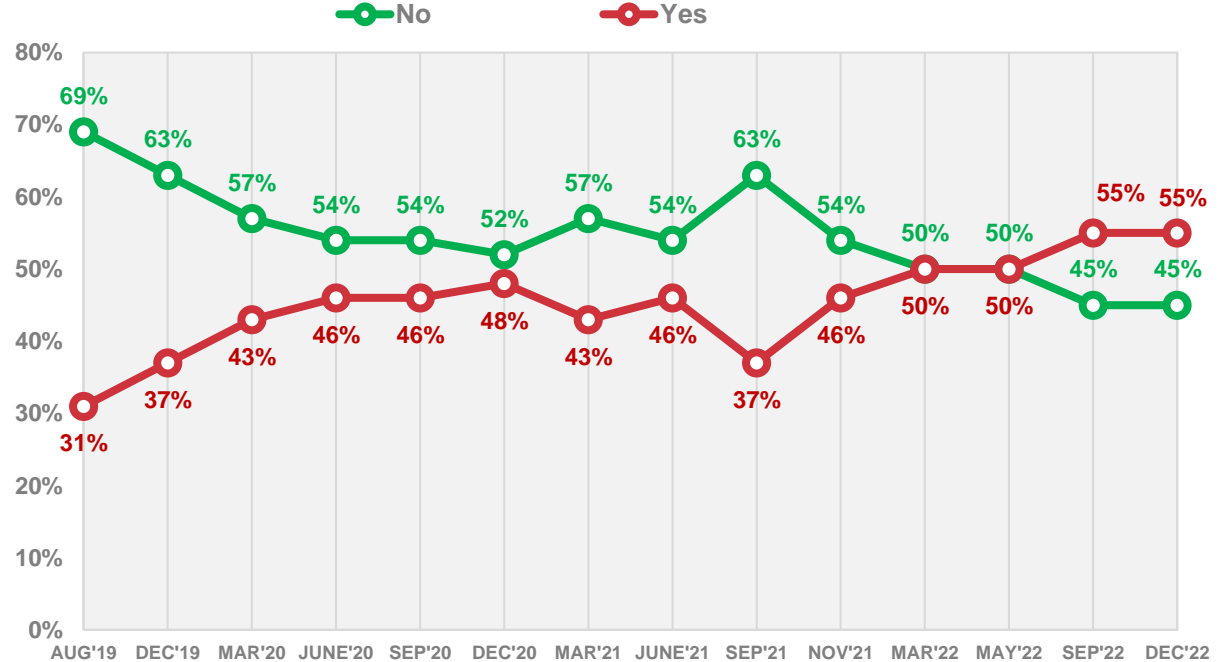
Job Losses in the Past 1 year

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 م لازمیت، کاروبار وغیرہ سے ہاتھ دھونا پڑا؟



55% Pakistanis claimed to personally know someone who lost their job as a result of economic conditions, trend is consistent In the last one quarter



Ability to Invest in The Future

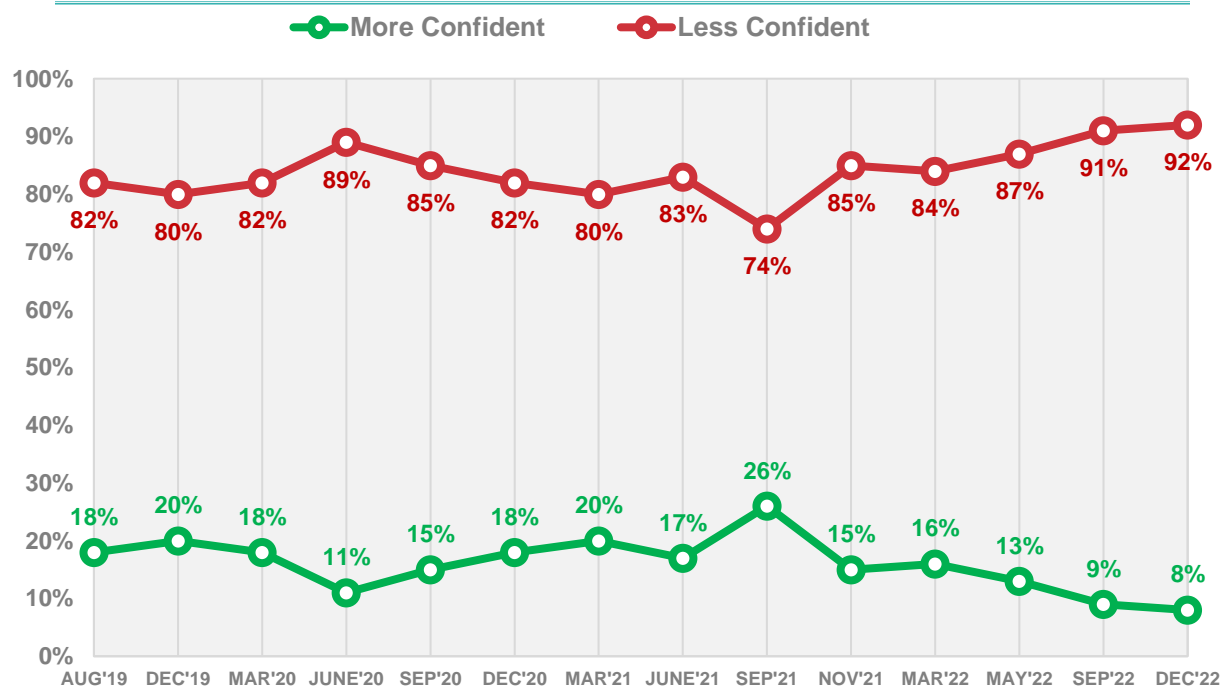
Compared to 1 year ago, are you NOW more or less confident to invest in the future, including your ability to save money for your retirement or your children's education?

یہ بتائیے کہ گذشتہ 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 اپنی بچوں کی تعلیم، شادی وغیرہ کے اخراجات کے لئے پیسہ بچانے کی صلاحیت موجود ہے؟



Base: 1015 CATI Pakistani adults 18+, 29 Nov - 4 Dec 2022

Pakistanis' confidence about their ability to invest in future has slightly slipped further



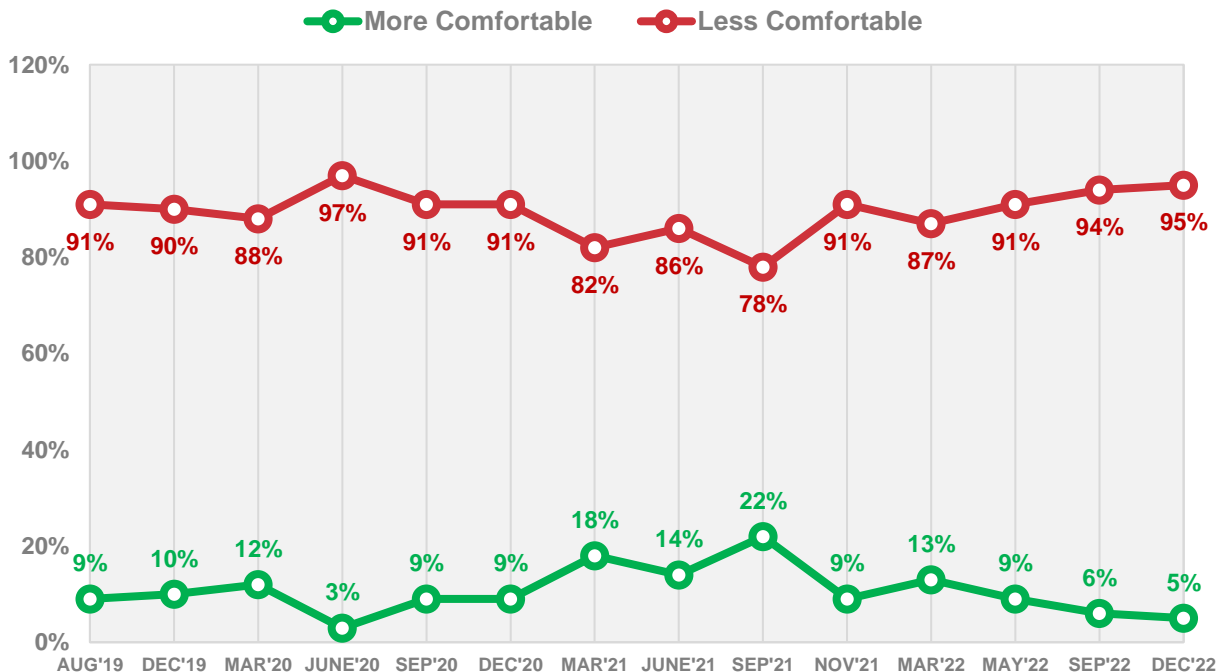
Ability to Make a Major Purchase

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 ہو گیا ہے یا مشکل ہو گیا ہے؟



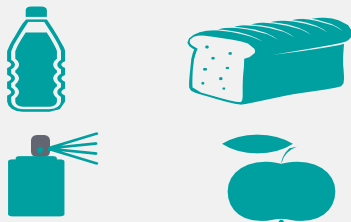
Similarly, 95% are less confident to make a major purchase



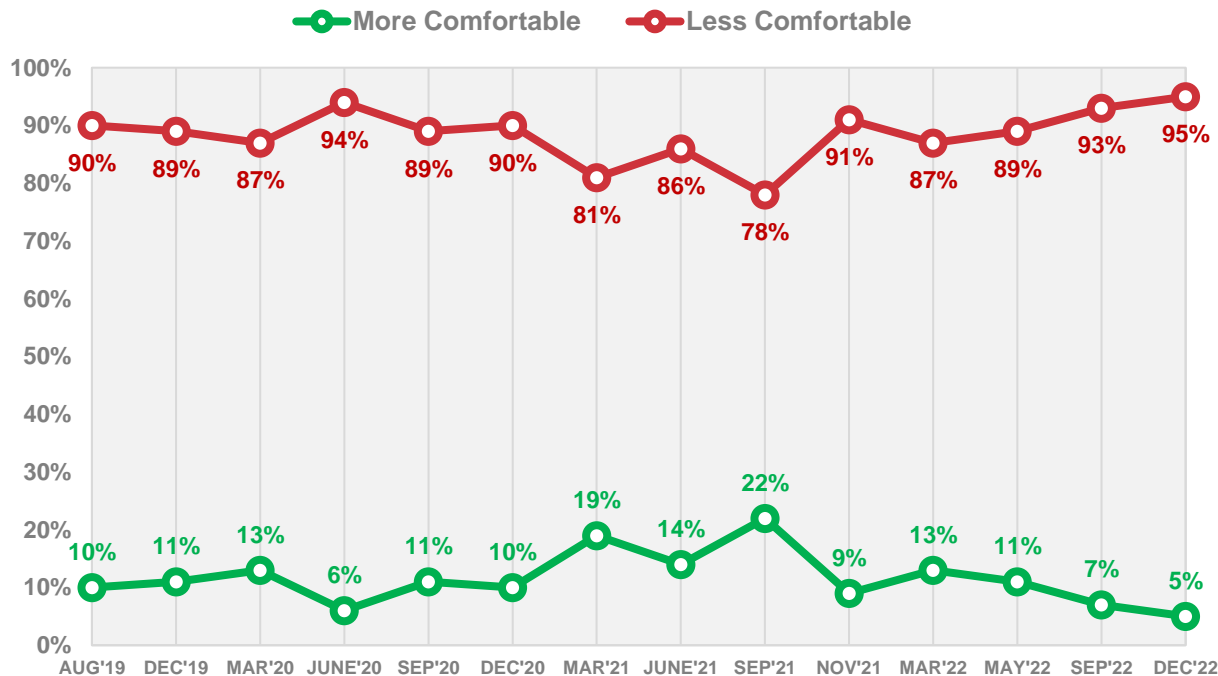
Buying Household Items

Compared to 6 months 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 ہو گیا ہے یا مشکل ہو گیا ہے؟



95% Pakistanis are less comfortable in making household purchases



INTRODUCING THE GLOBAL CONSUMER CONFIDENCE INDEX (GCCCI)*

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-on-wave 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

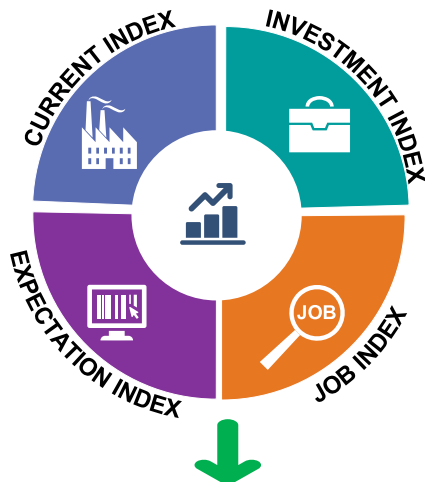


GCCI CURRENT INDEX:

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:

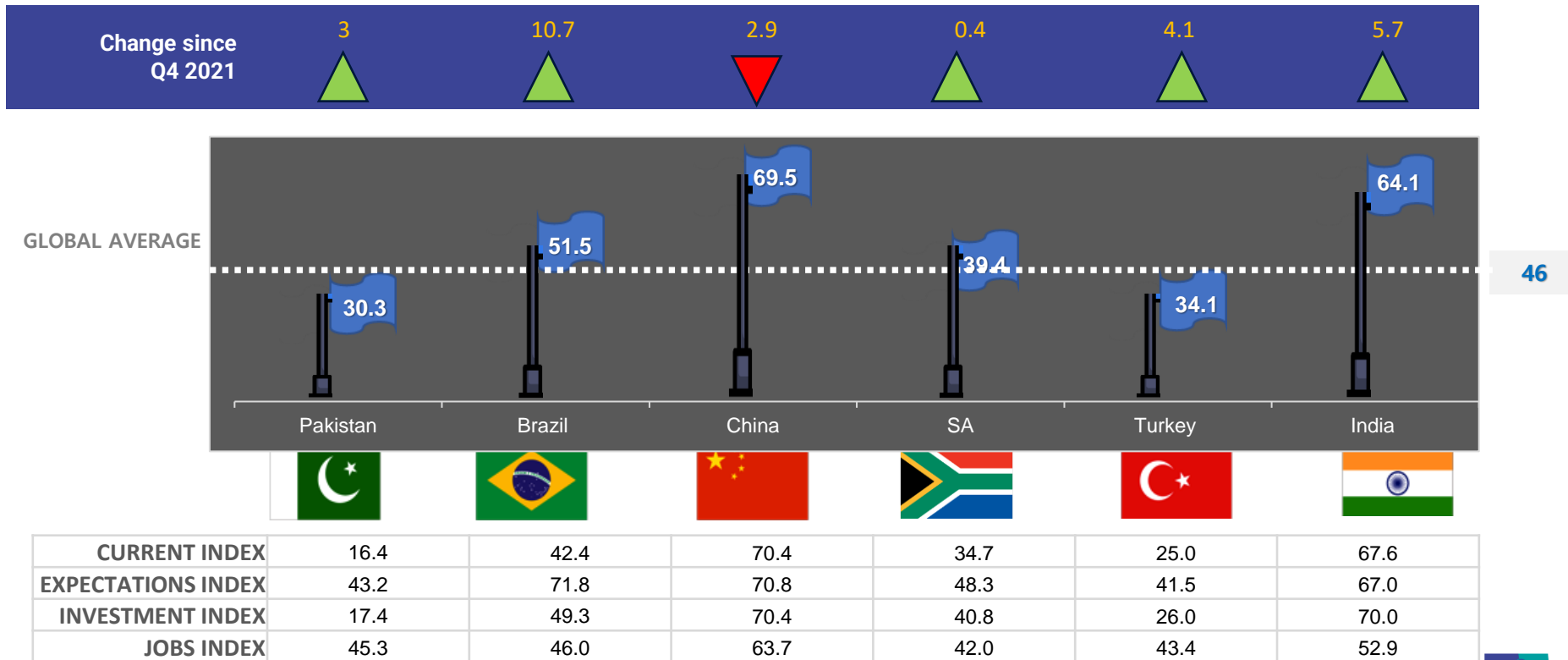
Reflects respondents perception regarding Job security, job loss experience, and job loss expectation within the country.

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.

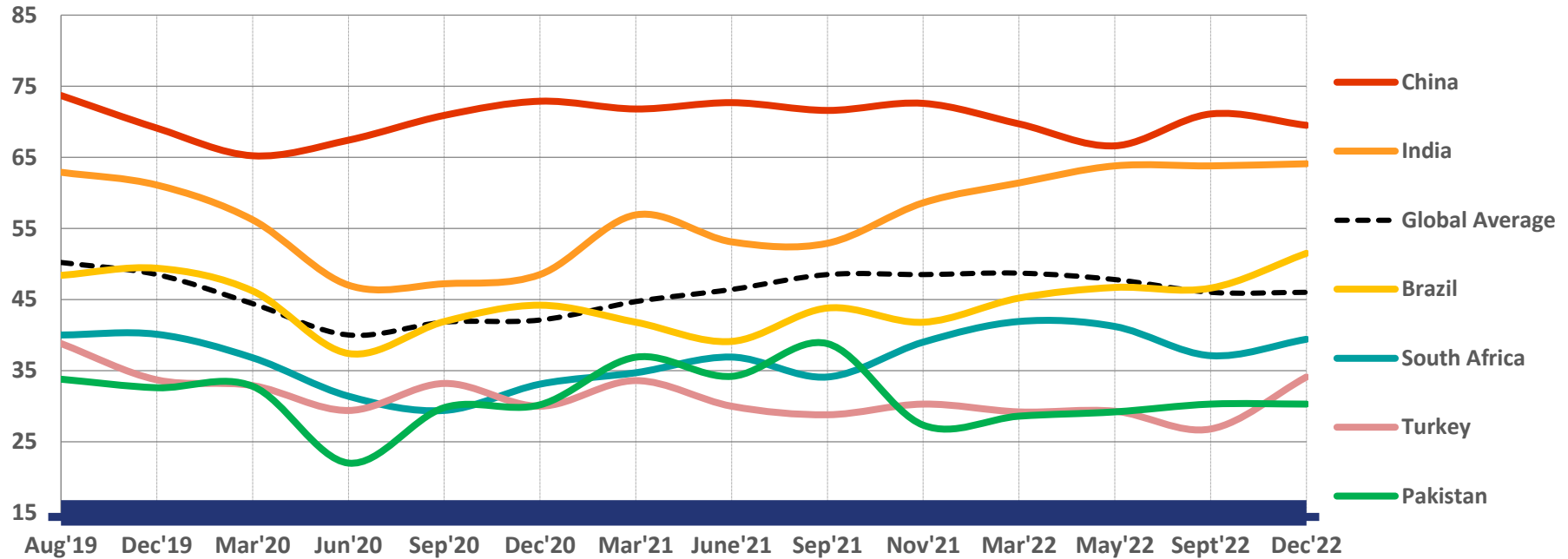
* GCCI Index is also known as Primary Consumer Sentiments Index (PCSI)

Compared with the last year, Pakistan Consumers' Confidence Index gained 3 points



...However, Pakistan remains the lowest among similar emerging markets

GLOBAL CONSUMER CONFIDENCE INDEX (GCCCI)



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Game Changers

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So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.