

# CONSUMER CONFIDENCE INDEX SURVEY

Pakistan | Quarter 2, 2024

MAY 2024



# METHODOLOGY

## APPROACH

CATI Interviews

## SAMPLE

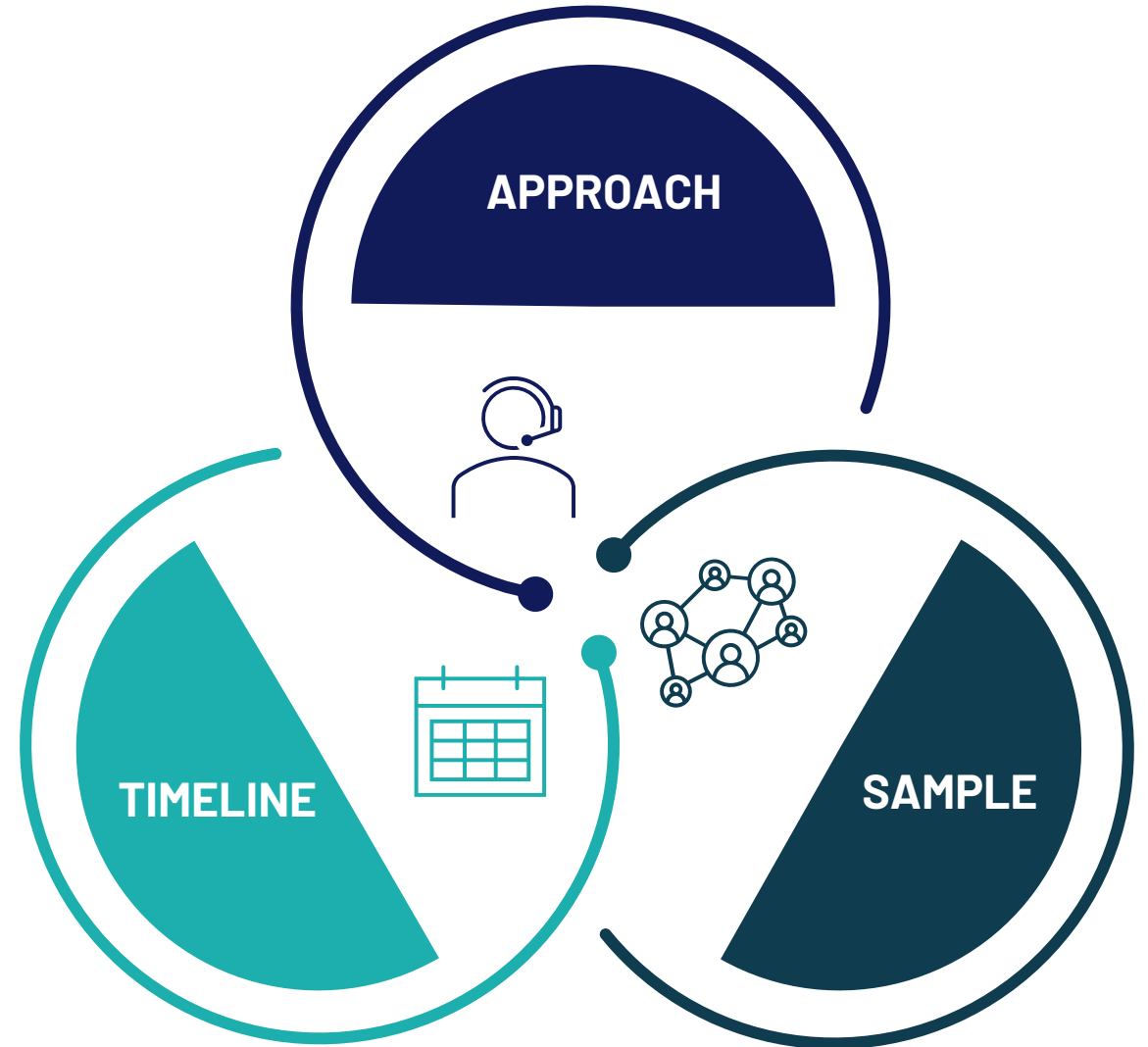
N=1000+

From all 4 provinces of Pakistan, ICT, GB & AJK  
Post-stratification survey weights for provinces, gender and SECs applied to align survey data with population distributions

## TIMELINE

Data collection done from  
20<sup>th</sup> to 29<sup>th</sup> May 2024

*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.*



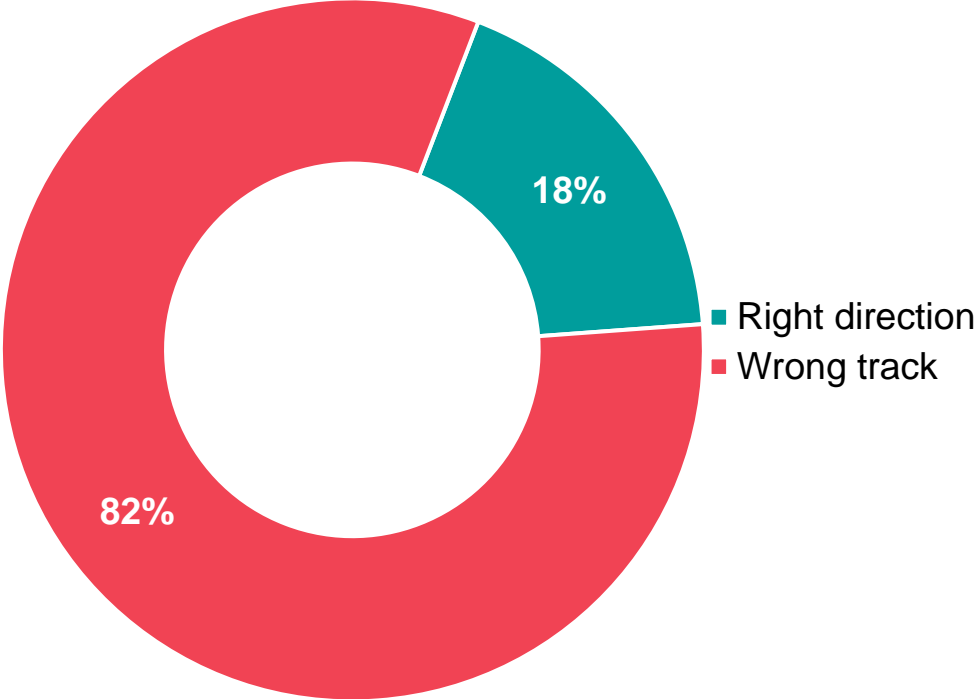
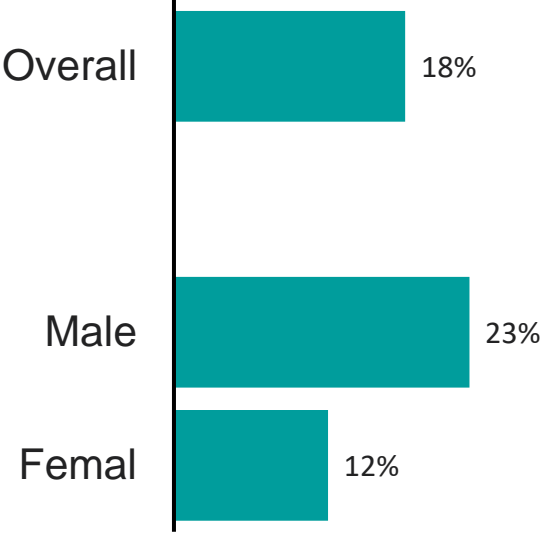
# Perception on Country Direction



# 2 in 10 Pakistanis believe that country is headed in the right direction. Males are 2x more optimistic than females.

**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؟

Those who said Country is moving in the right direction.

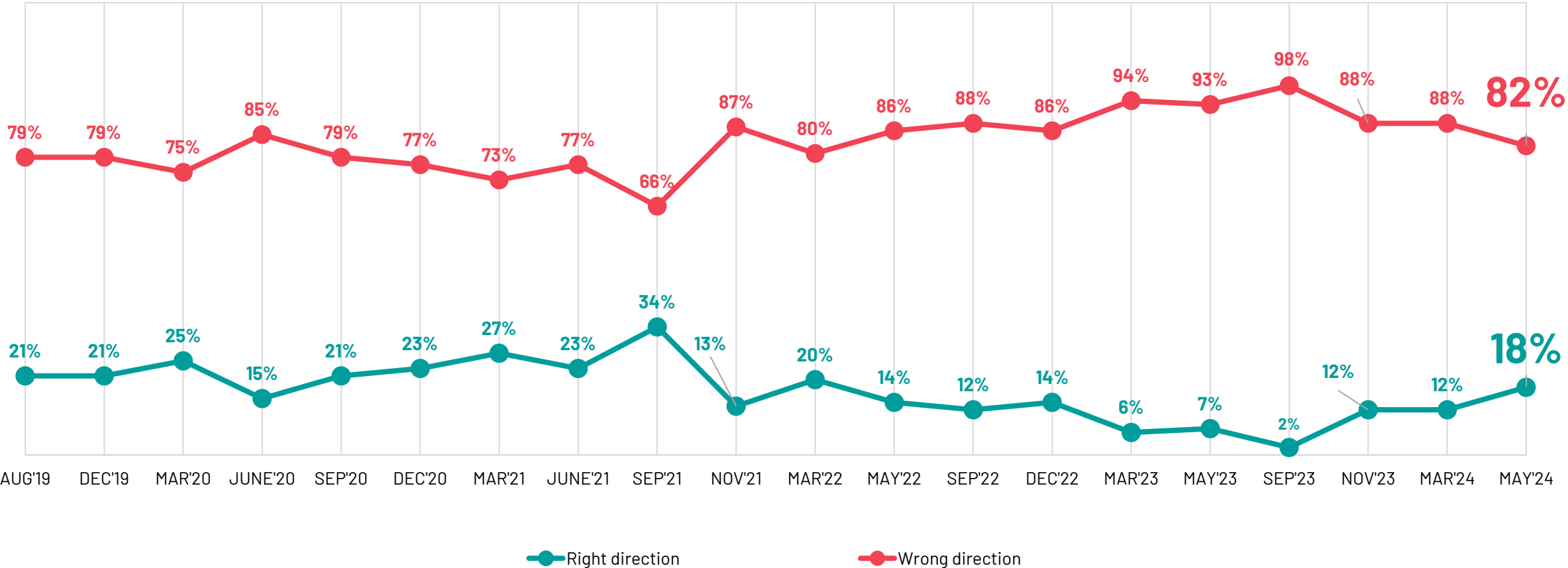


# Optimism has significantly increased from 12% to 18% in Q2, marking the highest in last two years.



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؟

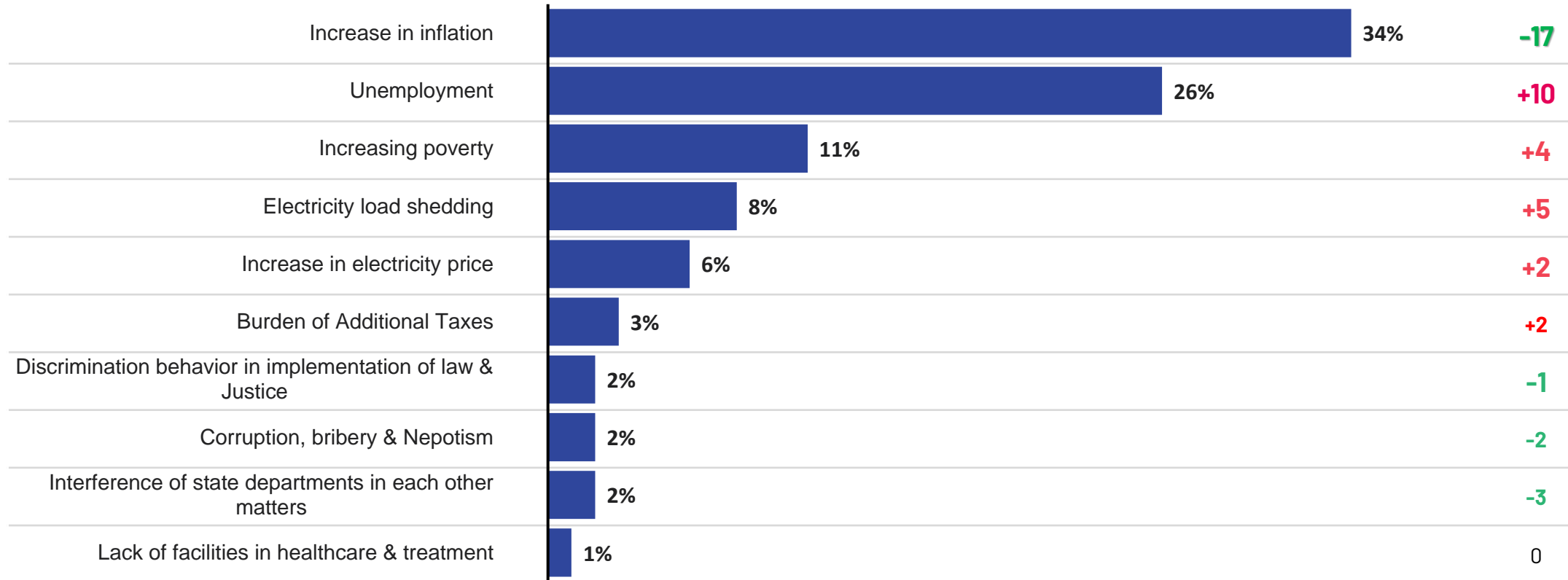


# Economic problems continue to top the list of worrying issues for Pakistanis. However, a significant decrease can be seen in the perception of inflation as the most worrying issue since Q1 '24.

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

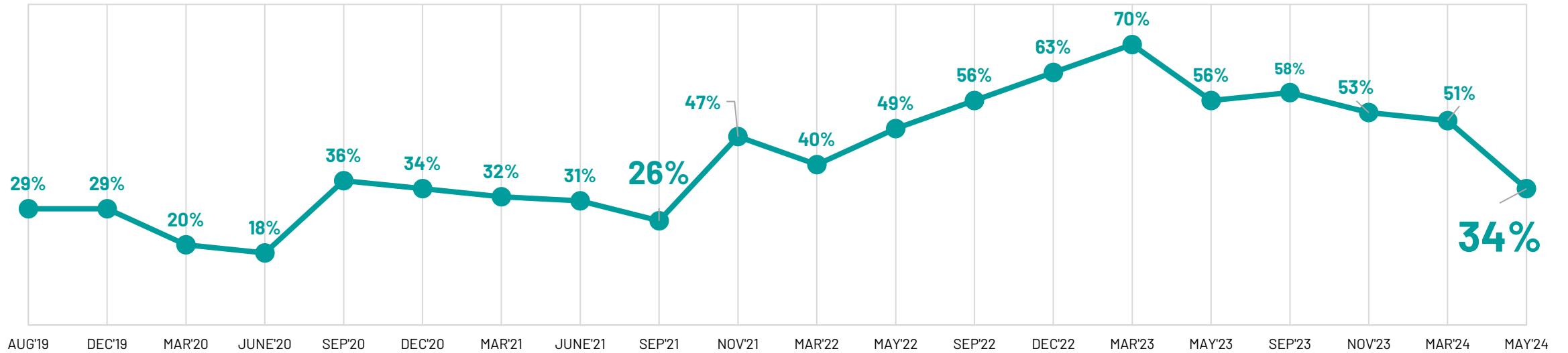
یہ بتائیے کہ آپ کے خیال میں پاکستان کے مندرجہ ذیل مسائل میں سے سب سے زیادہ پریشان کن مسئلہ کون سا ہے؟

**Change vs.  
last Quarter**



# 3 out 10 Pakistanis consider inflation as most worrying issue, which is lowest in last 3 years.

**Q** According to you, which of the following is the MOST worrying issue in Pakistan?  
یہ بتائیے کہ آپ کے خیال میں پاکستان کے مندرجہ ذیل مسائل میں سے سب سے زیادہ پریشان کن مسئلہ کون سا ہے؟



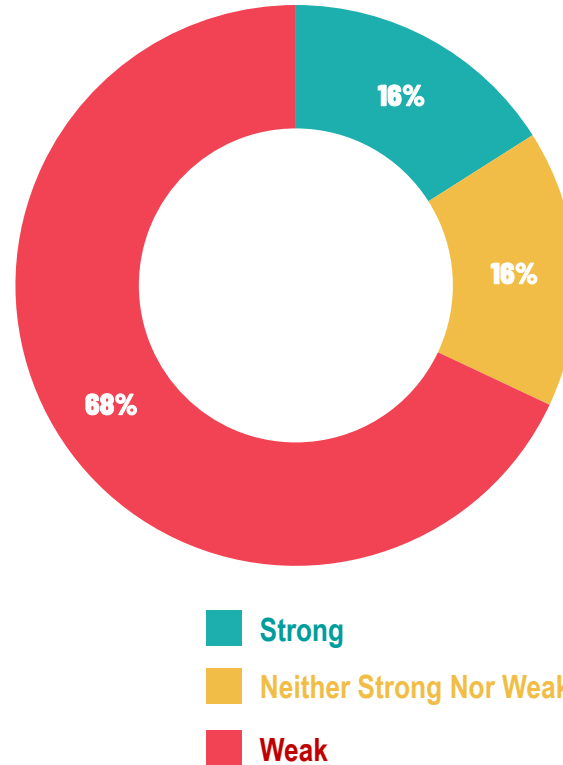
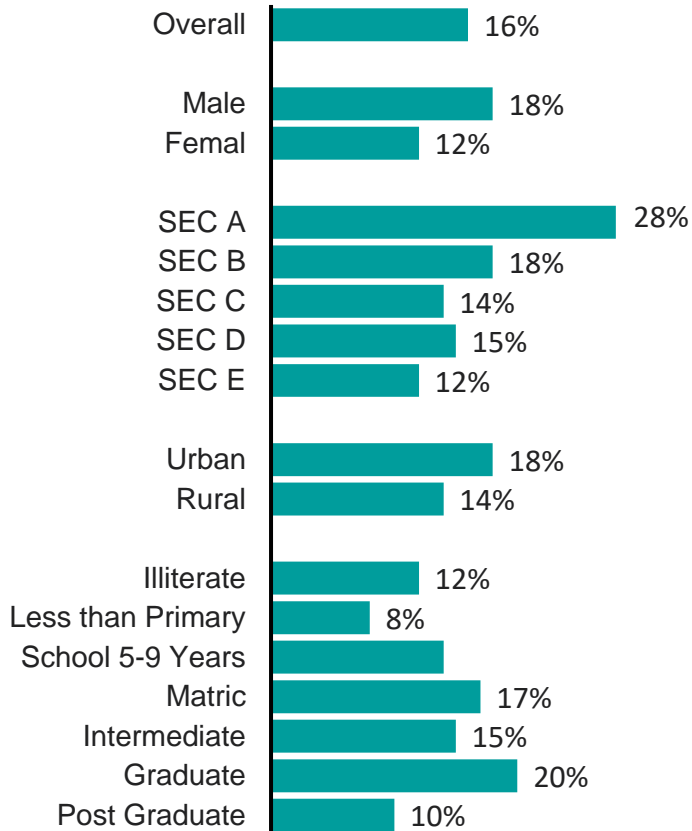
● %age of Pakistanis who called "Inflation" the most worrying Issue

# 16% Pakistanis believe that economic condition of the country is strong. Males, urbanites, graduates and upper class are more optimistic.

**Q** 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 اسکیل کی مدد سے دیں جہاں 1 کا مطلب بہت کمزور معیشت جبکہ 7 کا مطلب بہت مضبوط معیشت ہے؟

Those who said country's state of economy is strong

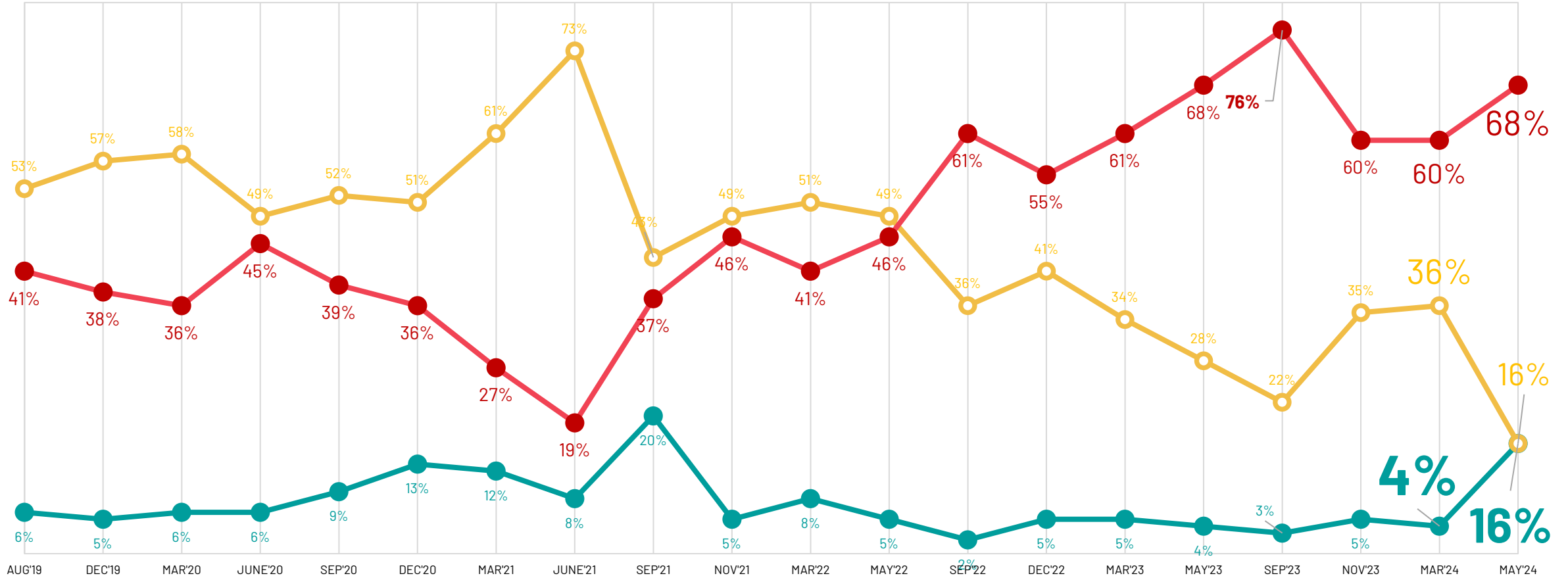


Base:1002 CATI Pakistani adults 18+, 20 May - 29 May 2024



# Pakistanis calling country's current state of economy as 'strong' has increased four times in this Quarter, whereas those call it 'neither strong not weak' are reduced by 20%.

**Q** 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؟

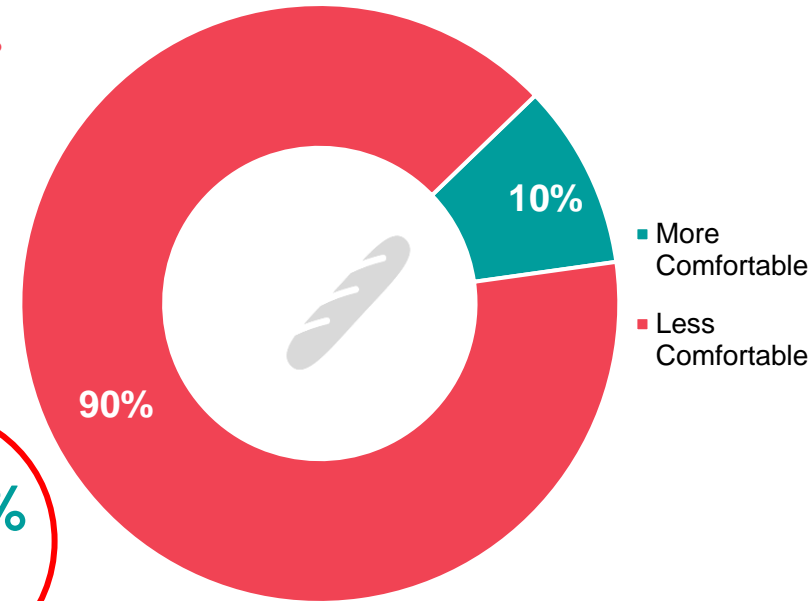
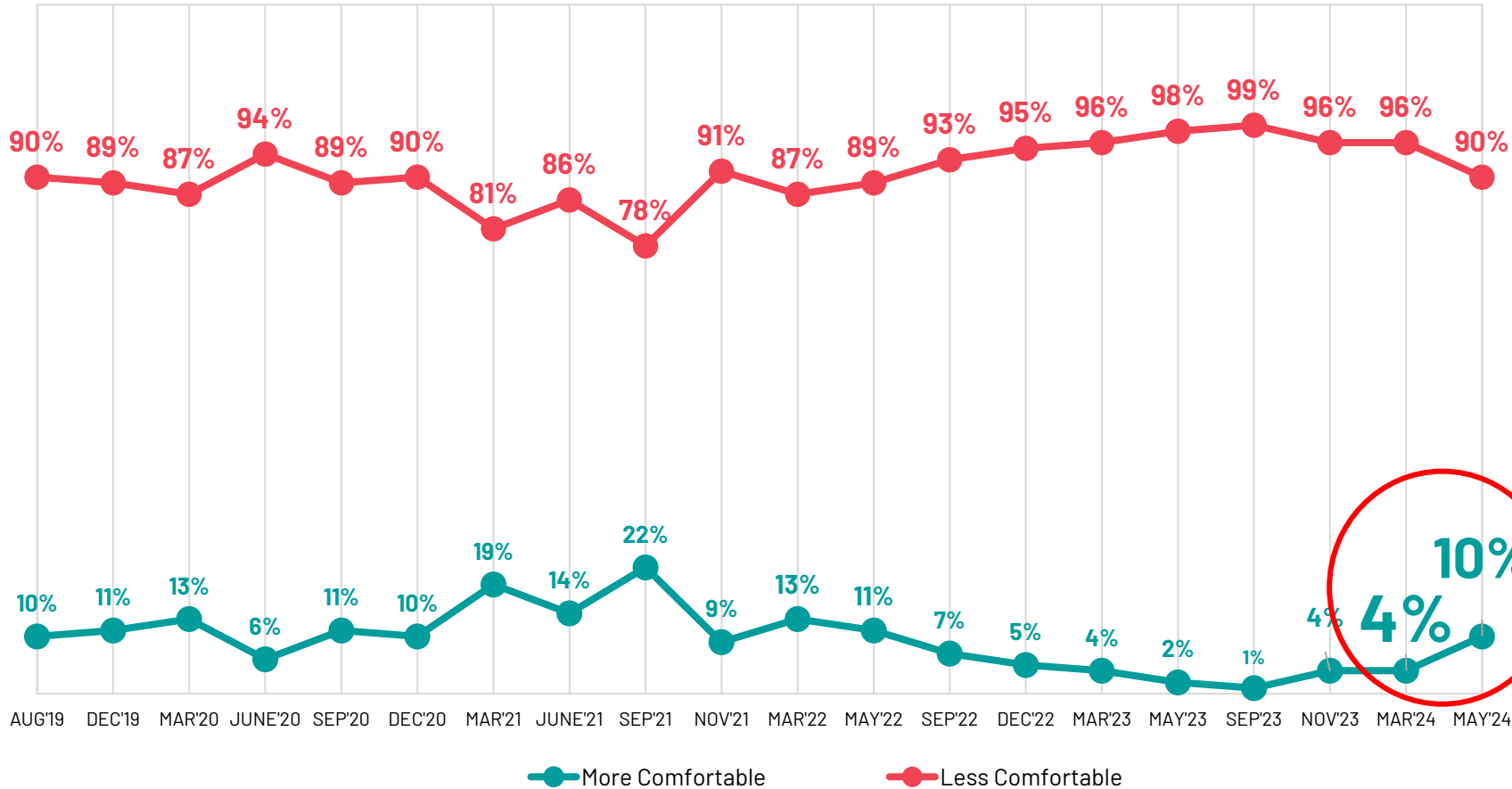


# Since Q1, 2.5x. Increase in %age of Pakistanis who are comfortable in making daily purchases.

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 ہو گیا ہے یا مشکل ہو گیا ہے؟



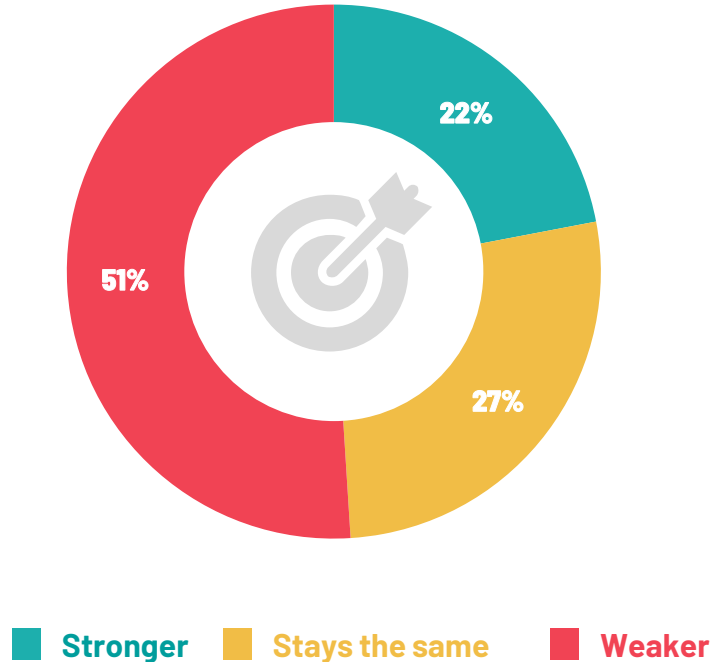
# Future Expectations



## 2 in 10 Pakistanis expect their local economic situations, while 3 in 10 expect personal financial situations to get better in next 6 months.

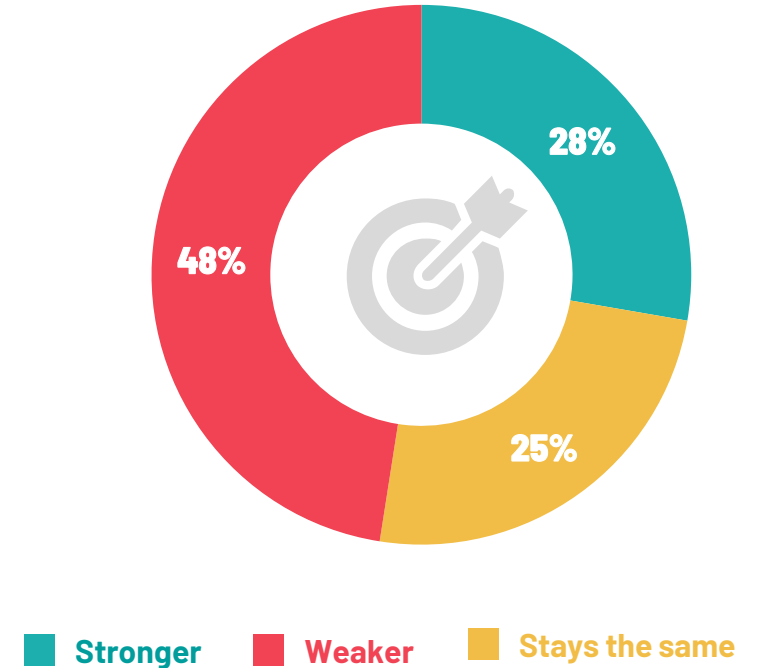
0 Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

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



0 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 معاشی صورتحال کیسی ہوگی؟



# Perception on investment in future

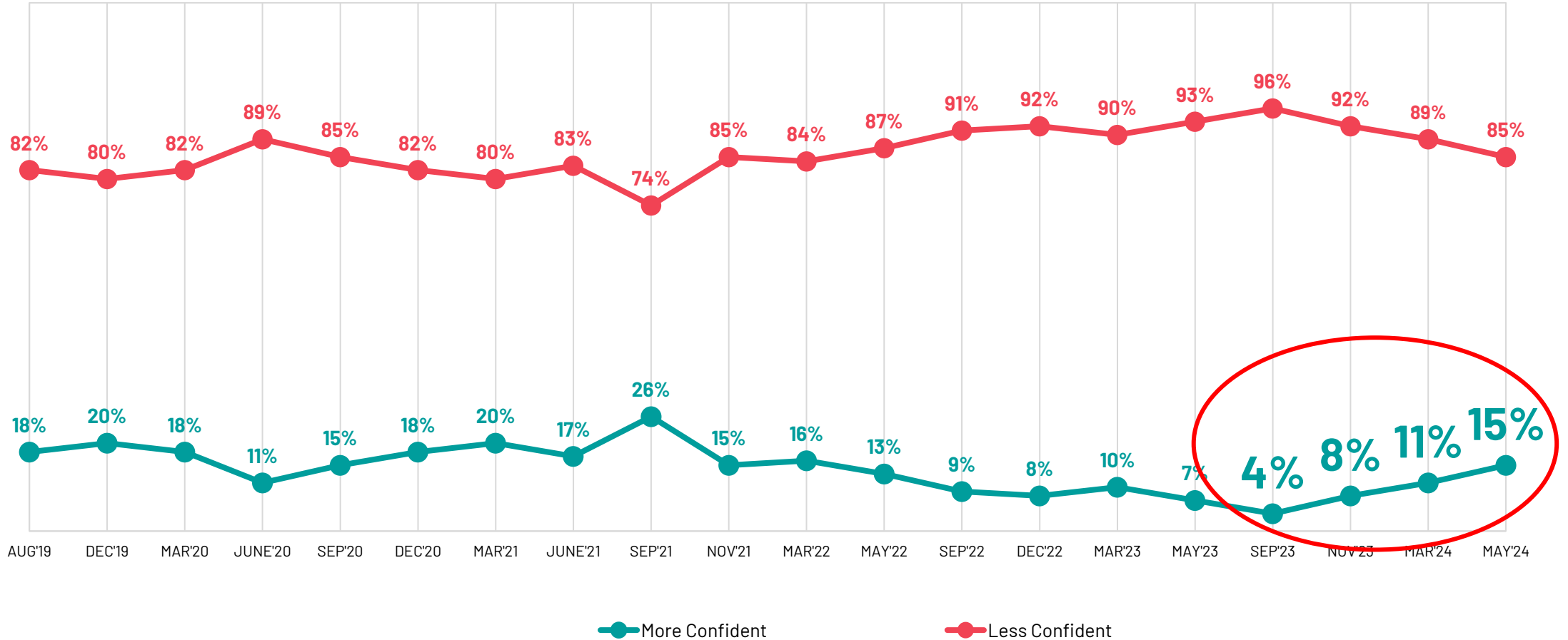


# Since Sep'23, There is a constant growth in %age of Pakistanis who are confident in their ability to save for future, showing signs of steady but stable growth.



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 اپنے بچوں کی تعلیم، شادی وغیرہ کے اخراجات کے لئے پیسہ بچانے کی صلاحیت موجود ہے؟

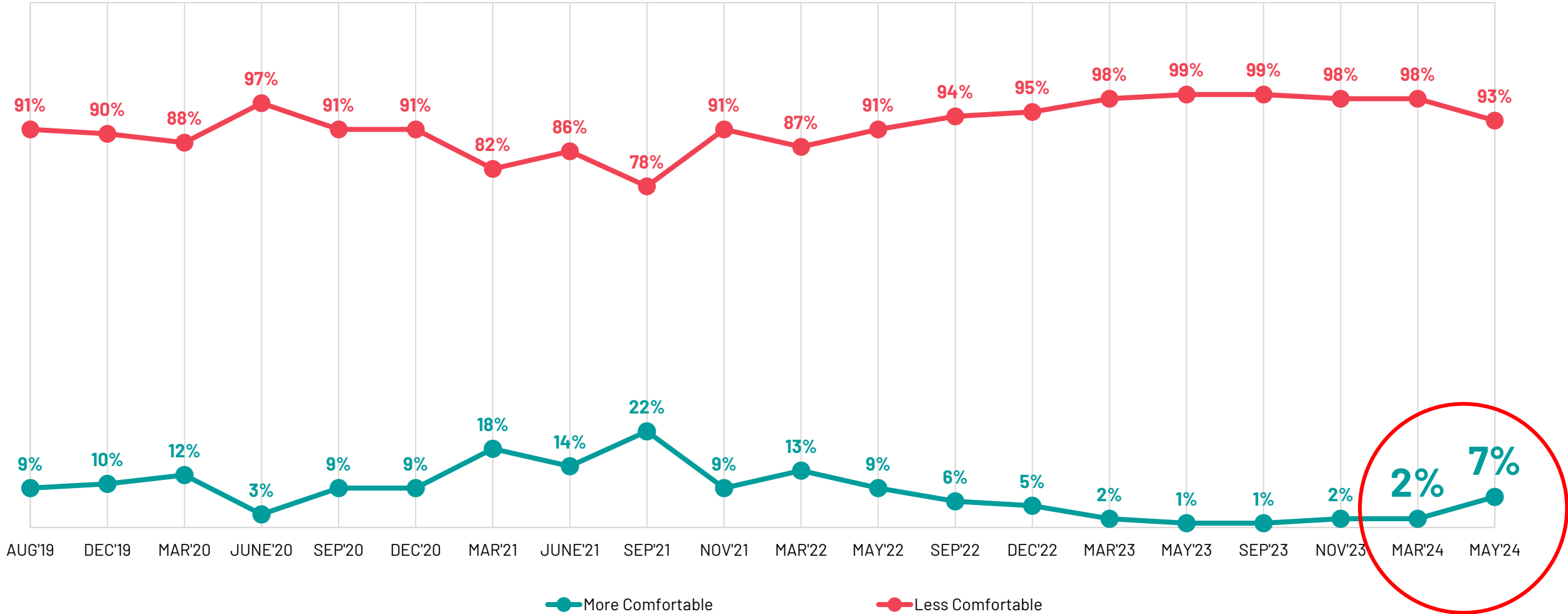


# Since Q1, 3.5x increase in %age of Pakistanis who are comfortable in making major purchases.



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 مش کل ہو گیا ہے؟



Base:1002 CATI Pakistani adults 18+, 20 May - 29 May 2024



# Job Security and Employment



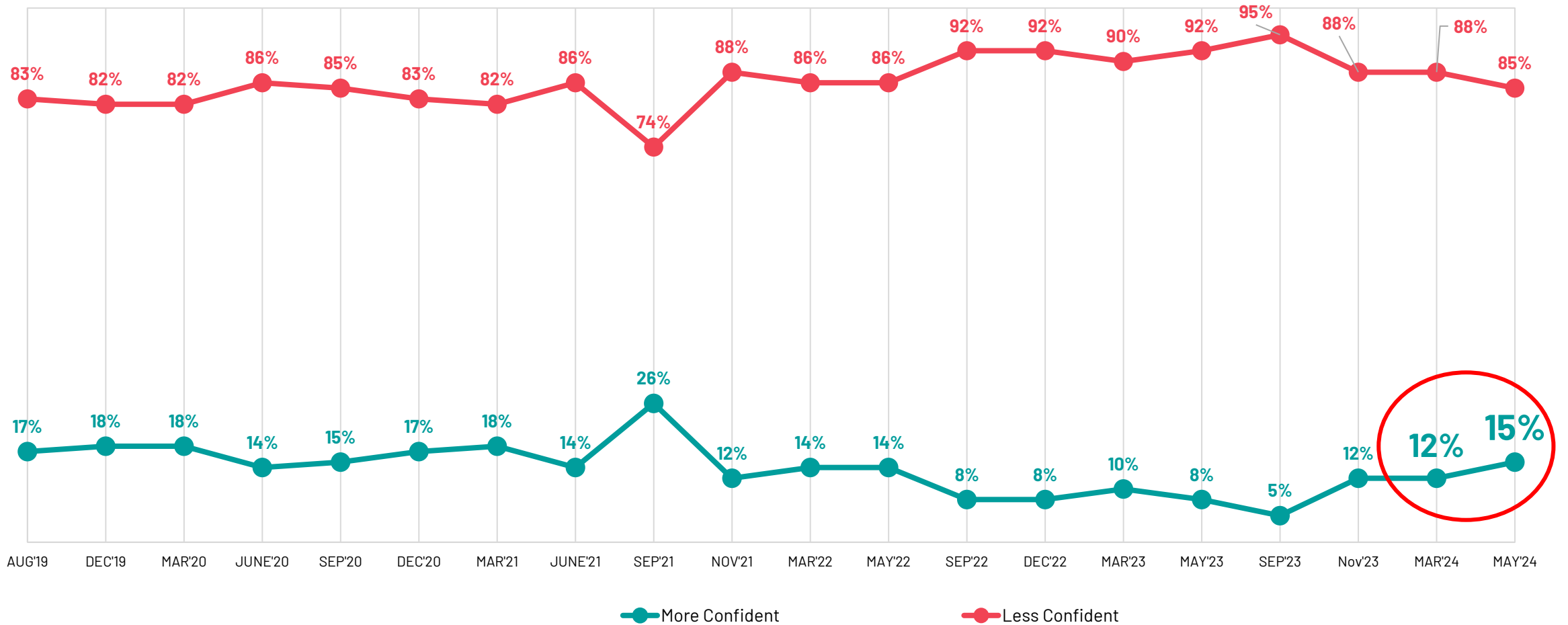


# Confidence in job security has slightly increased (15%) since the last quarter (12%)



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 مالزمت، کاروبار وغیرہ کے باقی رہنے کے حوالے سے مجموعی طور پر کس حد تک کم یا زیادہ پراعتماد ہیں؟

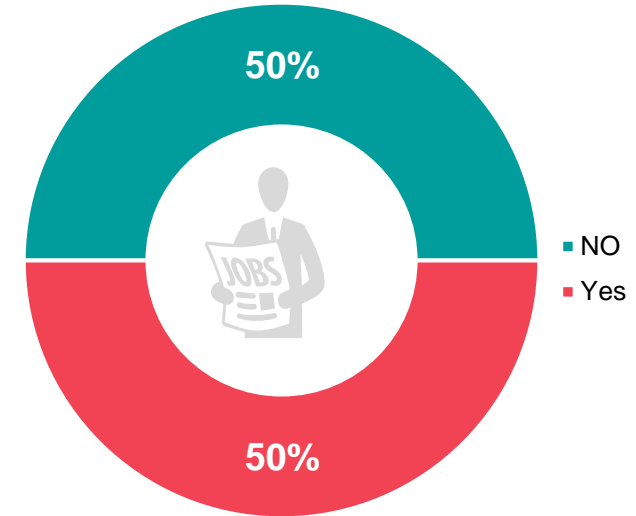
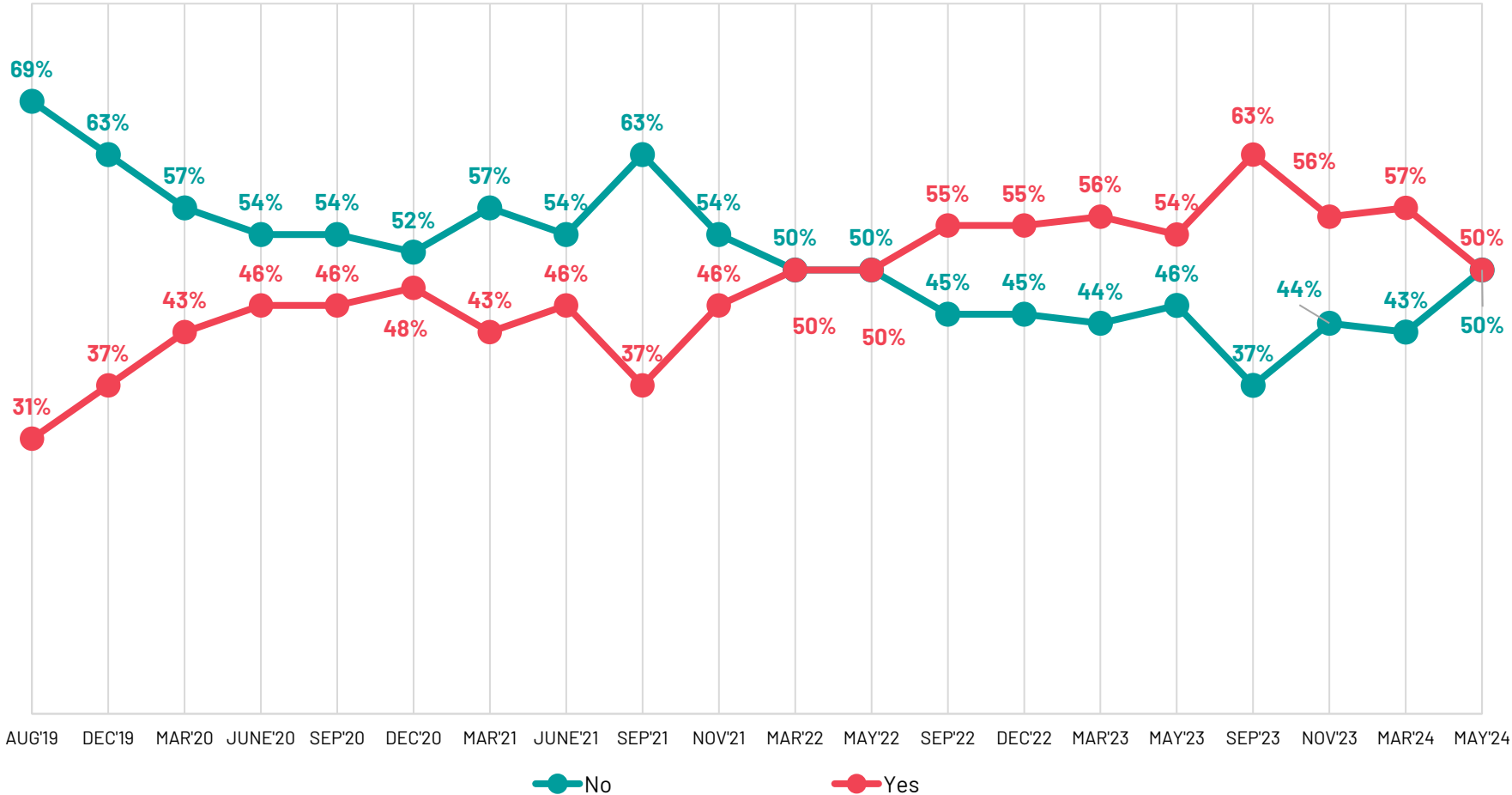


# 1 in 2 Pakistanis claim to personally know someone who lost their job as a result of economic conditions.



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 الزمت، کاروبار وغیرہ سے ہاتھ دھونا پڑا؟



# Global Consumer Confidence Index

## INTRODUCING THE GLOBAL CONSUMER CONFIDENCE INDEX (GCCCI)\*

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## GLOBAL CONSUMER CONFIDENCE INDEX (GCCCI)\*

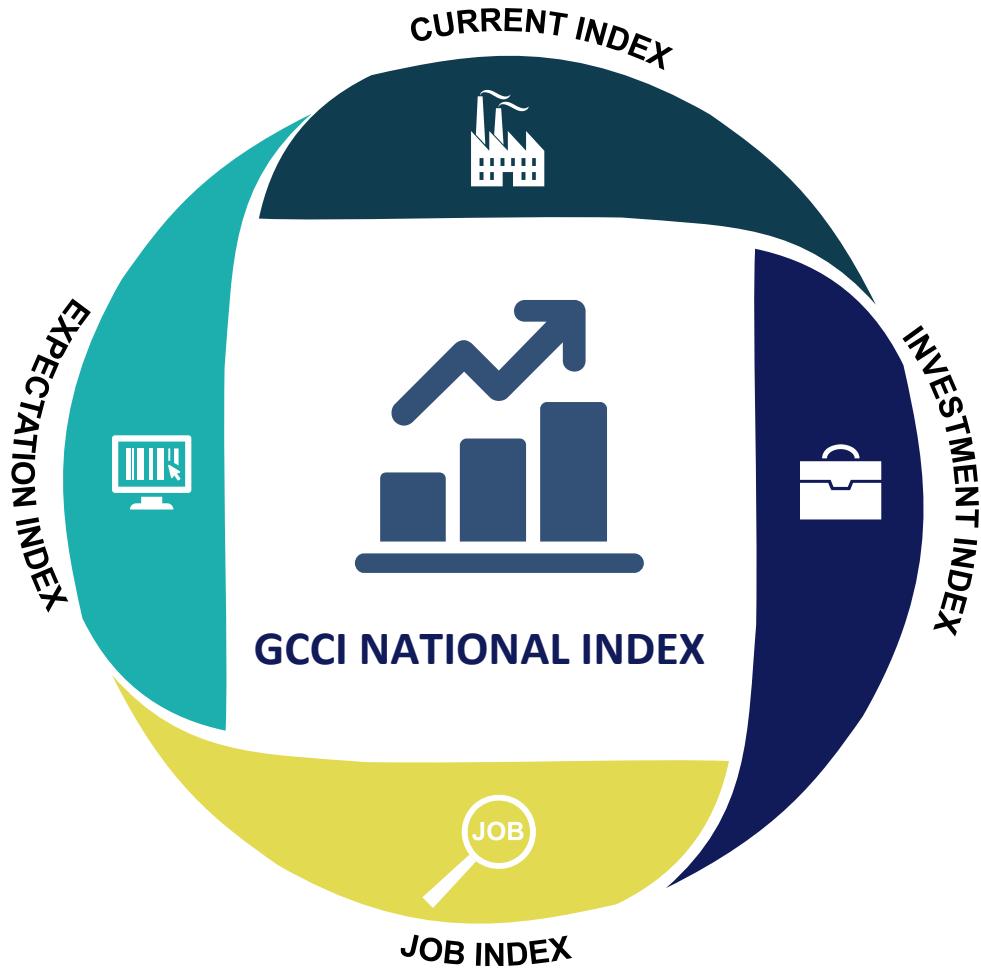
Ipsos Global Consumer Confidence Index (GCCCI) is a national survey of consumer attitudes on the current and future state of the local economy, personal financial situation, as well as confidence to make large investments and ability to save.

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\*)



**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.

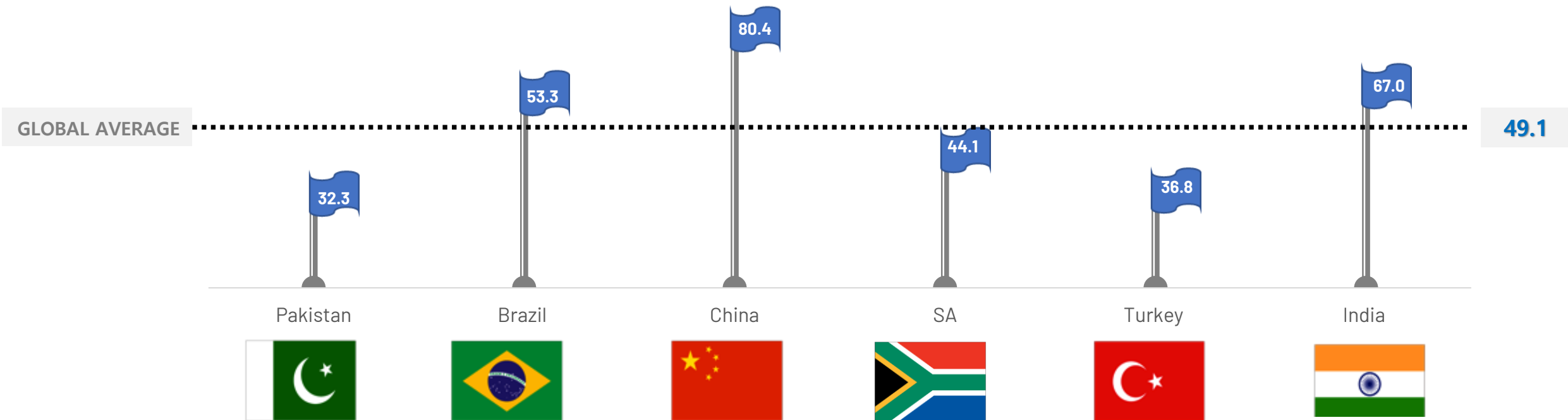
**GCCI EXPECTATION INDEX:** Reflects respondents attitude regarding the future local economy, future financial situation and job loss expectation within their country.

**GCCI CURRENT INDEX:** Reflects respondents perception of current economic climate, ability to make household purchases, job security, and investment confidence within the 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 less expectation within the country.

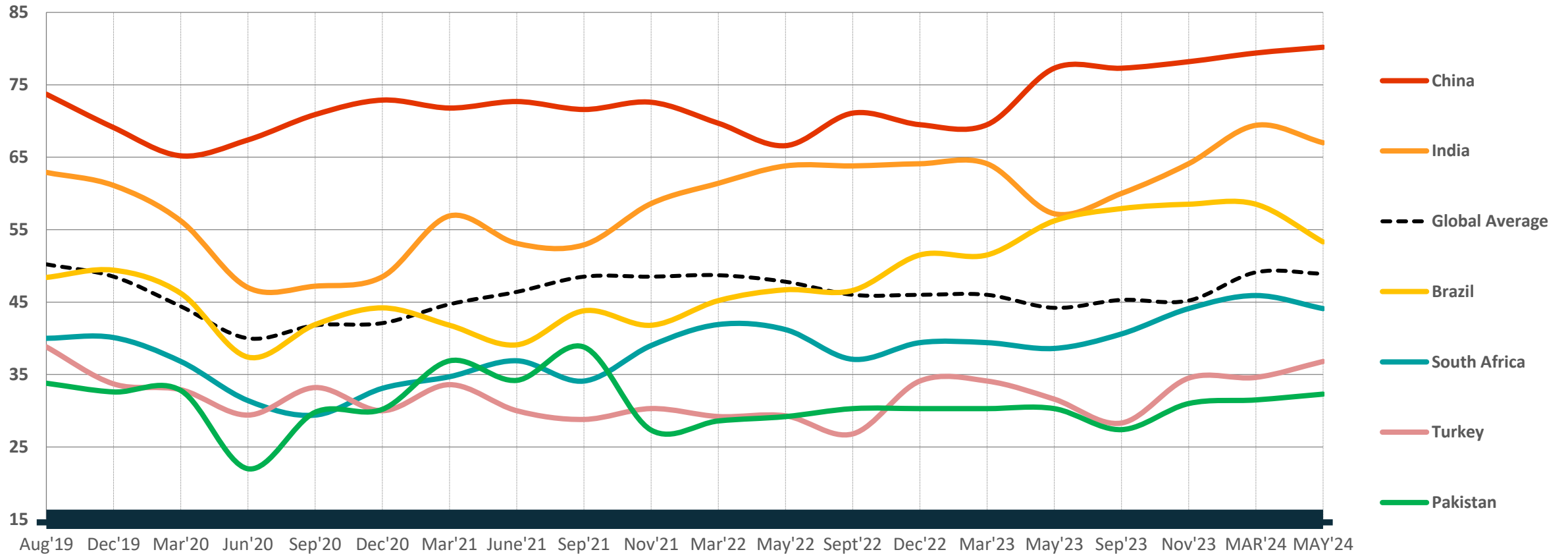
Since last quarter, Pakistan shows positive change in 3 out of 4 sub-indices, resulting in +0.8 pts change overall consumer confidence index.



CURRENT INDEX	18.7	1.4	▲
EXPECTATIONS INDEX	44.3	0.7	▼
INVESTMENT INDEX	19.6	1.1	▲
JOBS INDEX	47.0	2.9	▲

However, Pakistan's score remains lowest among comparative emerging markets but shows some signs of recovery.

## GLOBAL CONSUMER CONFIDENCE INDEX (GCCCI)



# THANK YOU

**For more details and queries please  
reach out at :**

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