

CONSUMER CONFIDENCE SURVEY

Consumer Confidence Survey (CCS) is a stratified random telephone survey of households across Pakistan. Launched in January 2012 and having a two-monthly frequency, the survey is conducted by the Institute of Business Administration (IBA), Karachi and the State Bank of Pakistan (SBP). This report summarizes the results of 1734 surveyed households. This exercise was conducted during the evening hours of 2nd-7th May 2012.

Summary

The main results are summarized below:

- a) Consumer confidence falls owing to gloomy outlook despite a perceived improvement in general economic conditions.
- b) Consumer Confidence dropped to 102.91 from 105.60 (March 2012),
- c) Like previous wave people expect same rate of inflation.
- d) The number of respondents expecting increase in interest rate has remained almost the same as in last survey (March 2012).

Consistent with the quantitative results, the May survey shows an insignificant decrease in the number of people expected inflation over next six months. The percentage of respondents expecting increase in general price level is 58.3 % in May 2012 compared to 59.3% in March 2012. While compared to previous survey more people are expecting increase in prices of sub-groups (see Table 2).

There has been no significant change in future interest rate expectations as almost same percentage of respondents expects increase in interest rate. More respondents think it is not a good time to purchase or construct a house, compared to previous survey. Similarly more respondents have become critical of government's policies in this survey compared to previous.

Higher percentage of respondents from lower income group considers current times not good for purchase of durable goods. Looking at unemployment during next six months by the level of education of respondents, the percentage of respondents in both groups has increased who foresee increase in unemployment.

Responding on the present time for buying durable goods, percentage of lower income group has increased compare to higher group of income who believe that it is not a good time for this activity.

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I. Tables

Table 1: Consumer indices

	May 2012	Mar 2012	Jan 2012
Consumer confidence index	102.91	105.60	100.00
Current economic conditions index	107.37	106.26	100.00
Expected economic index	99.03	105.03	100.00

Table 2: Inflation Expectations by Groups

Percentage of households expecting a rise over next six months in price of*:	May 2012	Mar 2012	Jan 2012
All items of daily-use ^a	57.82%	59.16%	60.06%
Food items ^b	58.26%	54.91%	58.24%
Energy items ^c	61.11%	57.80%	61.35%
Non-food non-energy items ^d	54.71%	52.99%	55.67%

Notes:

* We report the percentage of people expecting an increase in prices. This percentage is collated from respondents choosing from 'increase,' 'no change' and 'decrease' in reply to the following specific questions:

^a: How do you expect that prices in general will develop over the next 6 months from now?

^b: How would you expect prices of food items will change over the next six months?

^c: How would you expect prices of Energy group i.e. electricity, gas, oil, etc. will change over the next six months?

^d: How would you expect prices of Items of daily use other than food items & Energy group will change over the next six months?

Table 3: Other Highlights

Percentage of households	May 2012		Mar 2012		Jan 2012	
	Positive	Negative	Positive	Negative	Positive	Negative
Unemployment	2.84%	53.21%	2.79%	53.08%	2.40%	55.31%
Interest rate	2.34%	24.42%	3.05%	25.20%	3.28%	23.67%
Income a year later	16.98%	17.40%	17.98%	13.66%	17.19%	13.12%
Next six months for buying durable items	4.43%	42.69%	4.75%	39.93%	5.09%	43.16%
Next six months for buying a car	5.61%	40.96%	6.00%	38.10%	5.33%	40.61%
Current times for buying a house	12.55%	41.96%	13.30%	38.78%	8.97%	48.65%
Better financial conditions in next six	8.84%	32.39%	11.29%	32.49%	10.03%	33.68%

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i About the report

This report on consumer perceptions covers three broad themes: (i) overall consumer confidence indices; (ii) inflationary expectations and; (iii) other key highlights about households' perception of important indicators.

a) The consumer confidence (CC) index is a blend of current households' perceptions relative to six months in the past and in the future. The perceptions are about personal financial conditions, the overall economy, unemployment and consumption of durable goods. The CC index is further assessed by splitting it into two distinct parts: current and future perceptions, which then form indices of their own. The former is known as current economic conditions (CEC) index and the later as expected economic conditions (EEC) index.

b) Inflationary expectations are based on the results of quantitative and qualitative queries regarding the perception of respondents about the price changes of different groups of commodities. The quantitative assessment is based on households' expected value for a basket of commodities (which is currently worth Rs100) six-months down the road.

c) Other key highlights are derived from a cross-sectional analysis of participants' responses to queries that were included in the consumer confidence survey, but are not a part of the consumer confidence index or included in the calculations of inflationary expectations.

Rotating Panel:

From July 2012 a rotating panel equivalent to 33 % of the overall sample size has been introduced, in which the surveys are conducted from the households surveyed six months earlier, while the remaining 67 % are fresh. The stratification scheme of the survey is implemented in rotating panel too.

i Calculation and Definitions of indices:

To compute the indices relative share of persons giving very negative, negative, positive, very positive is calculated, the values for negative and positive multiplied with 0.5 and then combining negative with very negative and positive with very positive share we arrive at difference between total positive and total negative share. By adding 1 to these differences we get index for each question, and simple sum of questions' indices (as by definition of each index) divided by the base value (Jan 2012) gives us overall index.

Definitions:

Consumer Confidence Index: This index is calculated from following questions;

- A1. We are interested in how people are getting along financially these days. How do you assess present financial position of your family compared to the last six months?
- A2. Now looking ahead- how do you expect your financial position to change over the next six months from now?
- A3. Now turning to general economic conditions in the country as a whole- How do you assess present general economic condition of the country compared to the past six months?
- A4. And how do you expect general economic conditions in the country to develop over the next six months from now?
- A14. In your opinion, compared to the last 6 months how do you see the current time for buying durable goods such as furniture, refrigerator, television etc.?
- A19. How about people getting out of work during the coming 6 months—what do you think unemployment over the next six months from now?

While Current Economic Conditions Index is calculated from A2, A4, and A19, the rest three comprise Expected Economic Conditions Index.