

Results of Consumer Confidence Survey January 2018

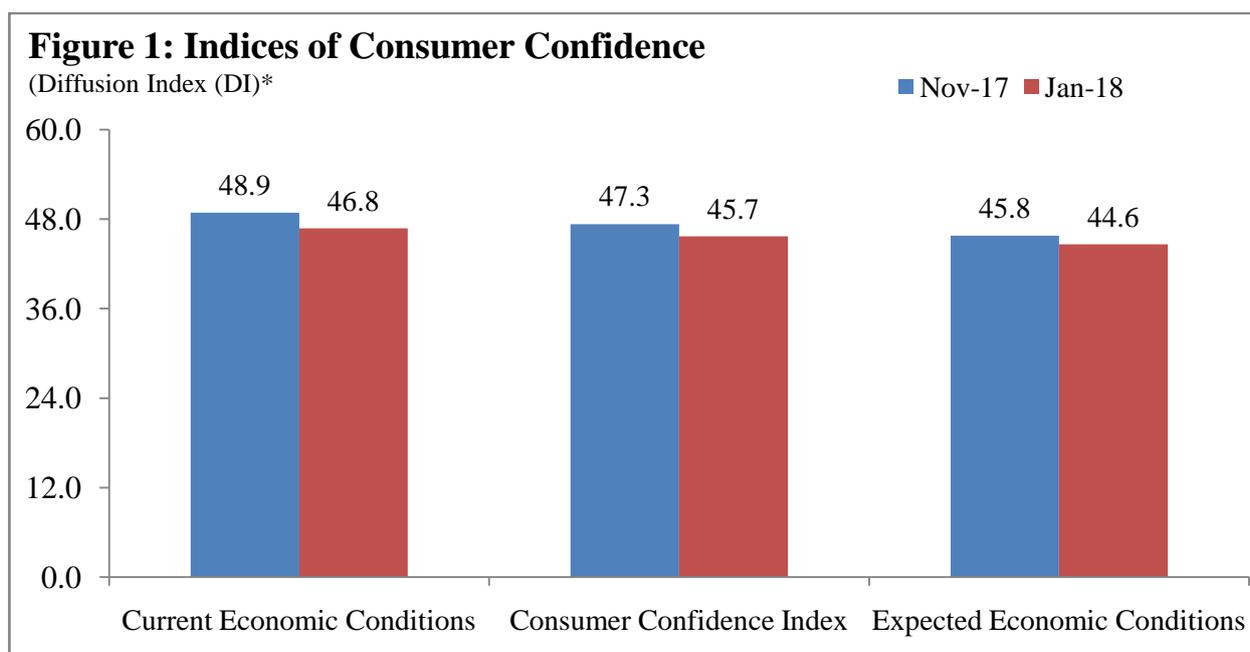
Consumer Confidence Survey (CCS) is a stratified random telephone survey of households across Pakistan. Launched in January 2012 and having a two-monthly frequency, the survey is conducted by the Institute of Business Administration (IBA), Karachi and the State Bank of Pakistan (SBP). This exercise was conducted during the afternoon hours of 1st-4th January 2018 and 1,777 households were surveyed.

Disclaimer: The results of these surveys are disseminated for general information only. These are opinions of households and may not be considered either as SBP views or as endorsement by SBP.

Overview

The main results of January 2018 survey are summarized below:

- Overall Consumer Confidence Index (CCI) decreased by 3.48%, whereas Overall Inflation Expectations increased by 0.68% in January 2018 compared to the previous survey conducted in November 2017;
- The decrease in CCI is attributed to both current economic conditions index (CEC), which decreased by 4.37 percent, and expected economic conditions index (EEC) that recorded a decline of 2.53 percent over the previous survey (see **Table 1**);
- The survey shows that inflation expectations regarding all the sub-categories have increased in January 2018 (see **Figure 5**).



*Where DI ranges from 0 to 100; interpretation of which is as follows:¹

DI > 50 indicates that Positive views are more than Negative views;

DI = 50 indicates that Positive views and Negative views are equal;

DI < 50 indicates that Positive views are less than the Negative views.

Table 1: Consumer Indices - Diffusion

Month	Sep-17	Nov-17	Jan-18
CEC	51.9	48.9	46.8
CCI	50.3	47.3	45.7
EEC	48.7	45.8	44.6

¹ See Annexure for the methodology of the index computation

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Figure 2: Overall Consumer Confidence - Distribution of Responses (%)

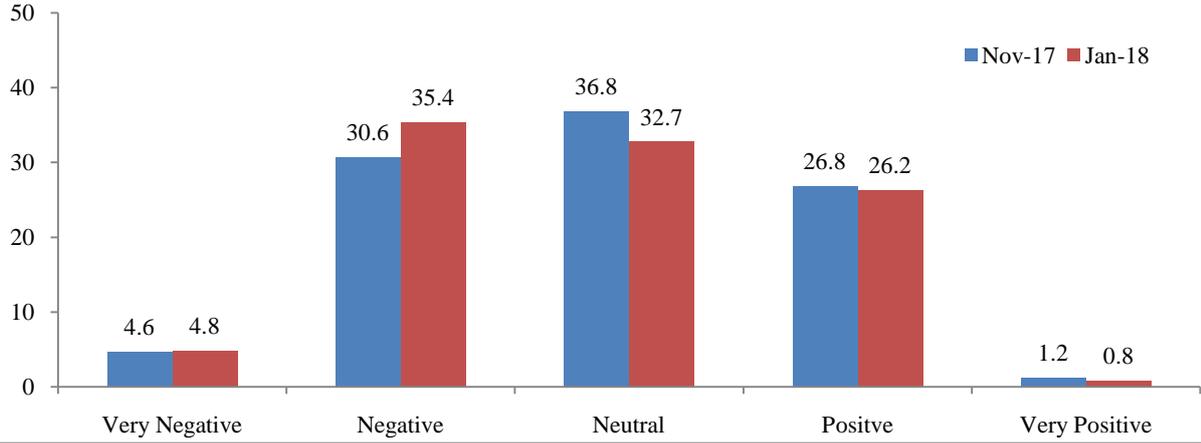


Figure 3: Current Economic Conditions Distribution of Responses (%)

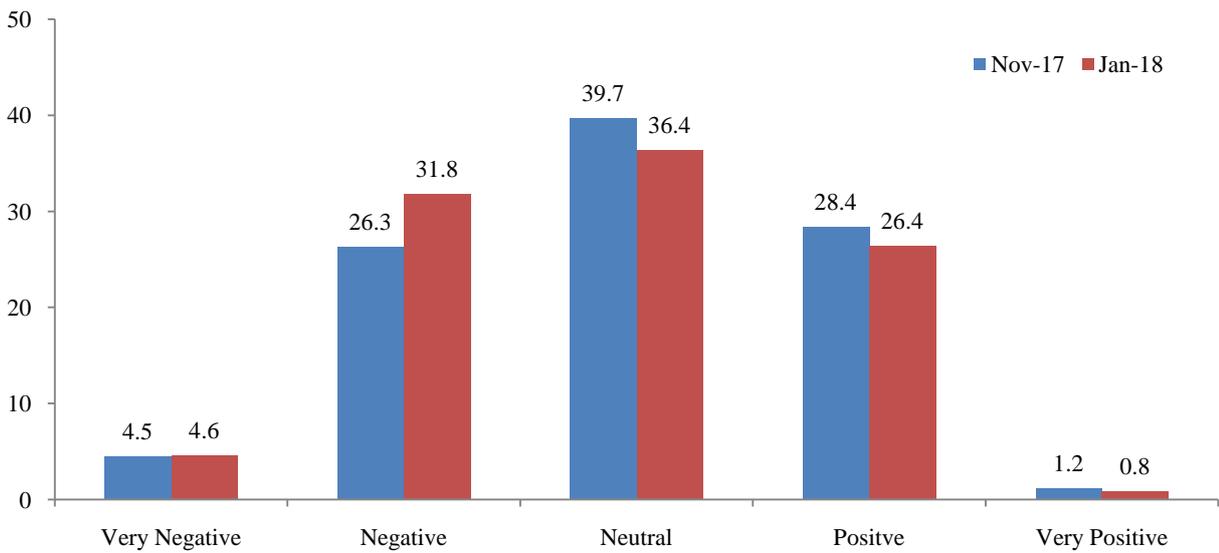
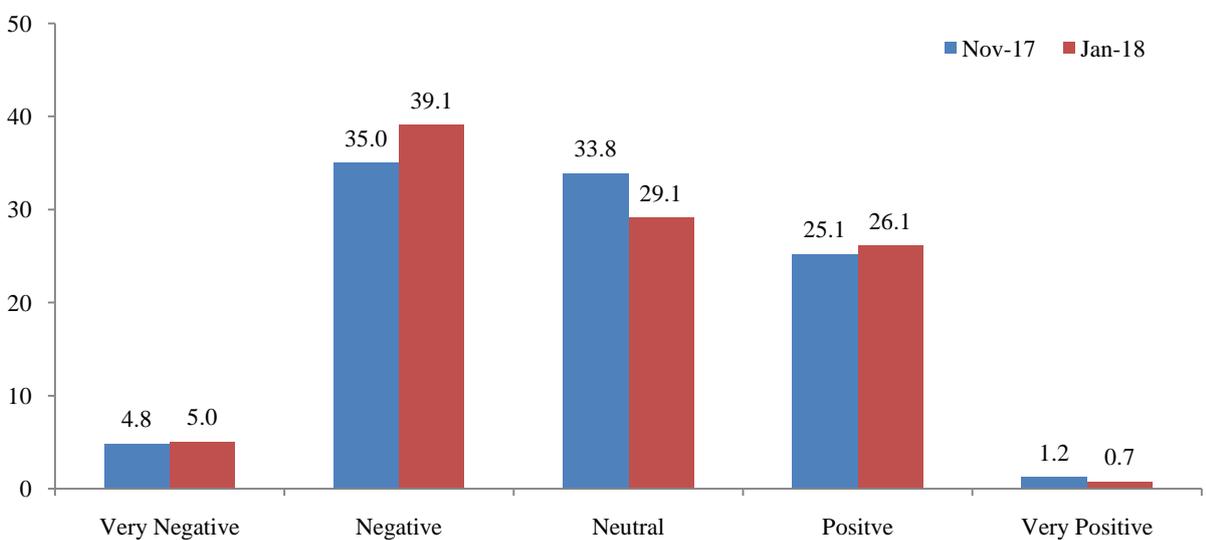


Figure 4: Expected Economic Conditions Distribution of Responses (%)



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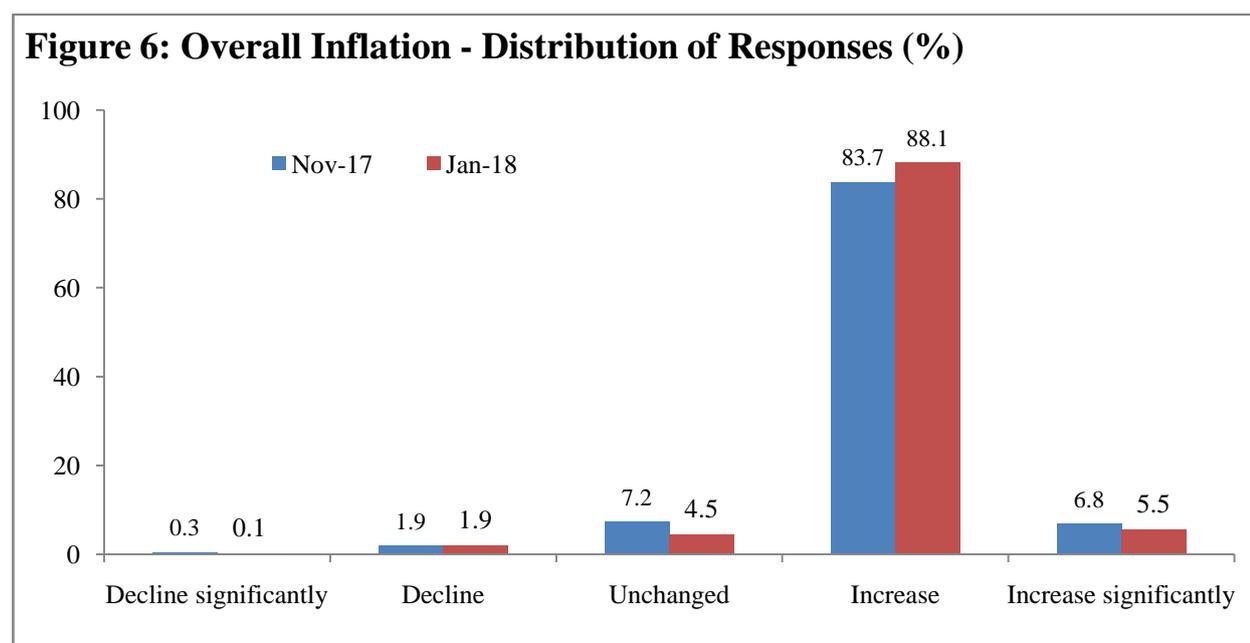
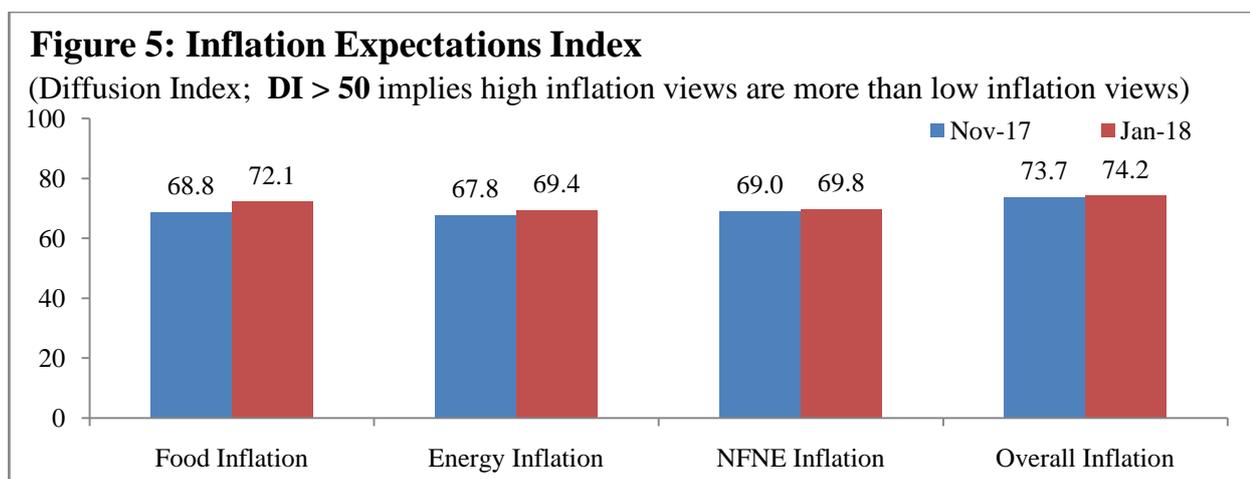


Table 2: Inflation Expectations by Group

Diffusion Index	Sep-17	Nov-17	Jan-18
Overall	72.8	73.71	74.21
Food Inflation	69.12	68.77	72.14
Energy Inflation	66.36	67.76	69.41
NFNE Inflation	67.55	68.98	69.76

Table 3: Other Highlights

Diffusion Index	Sep-17	Nov-17	Jan-18
Unemployment	64.47	65.85	67.02
Interest rate	62.86	60.18	62.41
Income a year later	61.21	57.09	57.12
Suitability of time in the next six months to purchase durable items	46.34	44.16	41.38
Suitability of time in the next six months to purchase a car	45.84	44.69	42.06
Suitability of time for purchasing a house today	46.04	44.64	44.69
Outlook for better financial conditions of households in next six months	57.59	54.05	52.77

For detail data of the survey visit SBP website: <http://dsqx.sbp.org.pk/ccs/index.php>

Annexure: Computation of Diffusion Index

The perceptions of consumers about the economy are presented through four composite indices:

- (i) **Current Economic Conditions (CEC)** index, which is the average of diffusion indices of the following three questions :
 - a) آپ اور آپ کے گھر والوں کے مالی حالات پچھلے چھ ماہ کے مقابلے میں آج کیسے ہیں؟
How do you assess present financial position of your family compared to the last six months?
 - b) ملک کے عام معاشی حالات پچھلے چھ ماہ کے مقابلے میں آج کیسے ہیں؟
How do you assess present general economic condition of the country compared to the last six months?
 - c) فرنیچر، فریج، ٹیلیویژن وغیرہ خریدنے کے لئے پچھلے چھ ماہ کے مقابلے میں یہ وقت کیسا ہے؟
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.?
- (ii) **Expected Economic Conditions (EEC)** index; which is the average of diffusion indices of the following three questions:
 - a) آپ کے خیال میں آج سے چھ ماہ بعد آپ اور آپ کے گھر والوں کے مالی حالات کیسے ہوں گے؟
How do you expect your financial position to change over the next six months from now?
 - b) آج کے مقابلے میں اگلے چھ ماہ کے دوران ملک کے عام معاشی حالات کیسے رہیں گے؟
How do you expect general economic conditions in the country to develop over the next six months from now?
 - c) آج کے مقابلے میں اگلے چھ ماہ کے دوران بیروزگاری
What do you think unemployment over the next six months from now?
- (iii) **Consumer Confidence Index (CCI)**; which is the average of CEC and EEC, as above.
- (iv) **Inflation Expectations Index (IEI)**; which is the diffusion index of the following question about prices:
آج کے مقابلے میں اگلے چھ ماہ کے دوران عام استعمال کی چیزوں کی قیمتیں
How do you expect that prices in general will develop over the next six months from now?

Rotating Panel:

The sample of the survey consists of a rotating panel with 33 % of respondents are those households which were surveyed six months earlier, while the remaining 67 % are the fresh. The stratification scheme of the survey is implemented in rotating panel too.

Index Calculation**

SBP reports results of households, businesses, and other perception surveys in the form of Diffusion Index (DI). The Diffusion Index shows the general tendency of respondents about a certain aspect of a particular survey. The questionnaire for this survey offers five types of options to the respondents for each question.

- (i) PP= Increase/improve significantly;
- (ii) P = Increase/improve;
- (iii) E = Unchanged/neutral;
- (iv) N = decline /deteriorate; and
- (v) NN = decline/deteriorate significantly.

On the basis of these five options, the Diffusion Index is computed in the following two steps:

Step 1: Net Response (NR) is computed as below:

$$NR = (1.00*PP) + (0.50 \times P) + (-0.50 \times N) + (-1.00*NN).$$

Step 2: Diffusion Index (DI) is computed as follows:

$$DI = (100 + NR) / 2$$

Where DI ranges from 0 to 100; interpretation of which is as follows:

DI > 50 indicates that Positive views are more than Negative views;

DI = 50 indicates that Positive views and Negative views are equal;

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**For references see:

- 1) OECD (2003); Business Tendency Surveys A Handbook; Statistics Directorate, OECD; <https://www.oecd.org/std/leading-indicators/31837055.pdf>
- 2) European Commission (2014); The joint harmonised eu programme of business and consumer surveys: User Guide; March; http://ec.europa.eu/economy_finance/publications/.