

## Consumer Confidence Survey January 2021 (55<sup>th</sup> Wave)

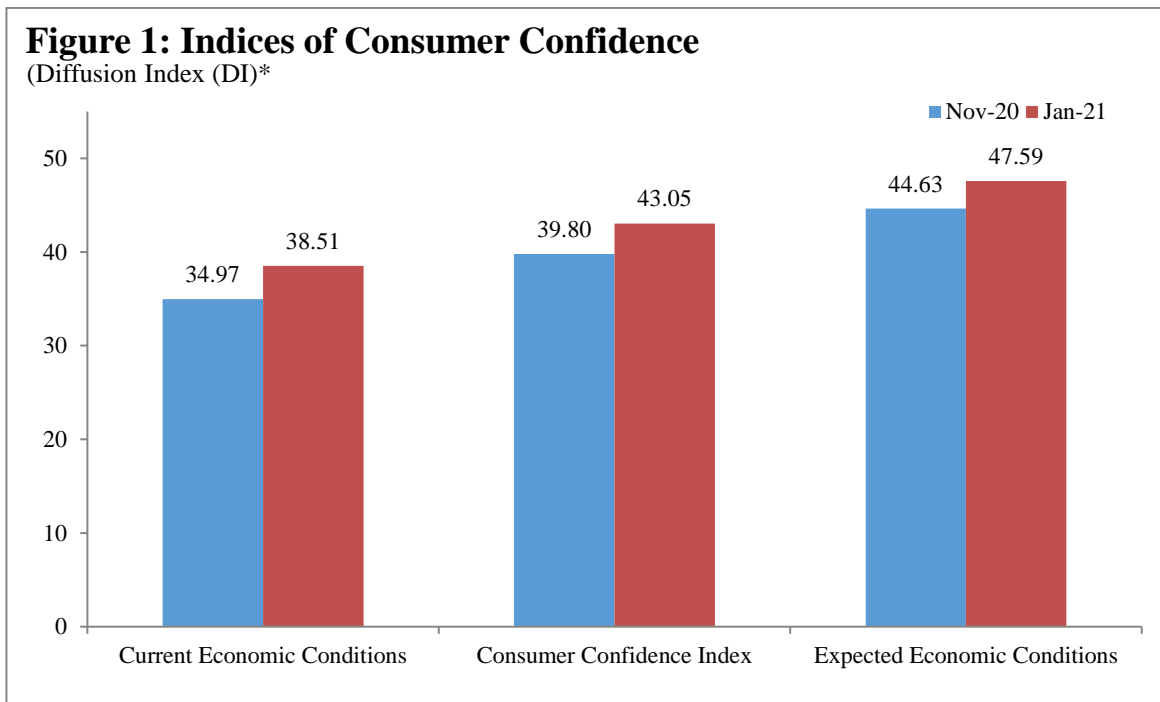
Consumer Confidence Survey (CCS) is a stratified random telephone survey of households across Pakistan. Launched in January 2012 and having a two-monthly frequency, this survey is conducted by the Institute of Business Administration (IBA) Karachi and the State Bank of Pakistan (SBP). The current wave of the survey was conducted during 1<sup>st</sup>-6<sup>th</sup> January 2021, and 1,660 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 2021 survey are summarized below:

- Overall Consumer Confidence Index (CCI) increased by 8.2% in January 2021 and Overall Inflation Expectations dropped by 0.8% in the current wave compared to the previous survey conducted in November 2020;
- Increase in CCI is attributable to the increase in both the Current Economic Conditions (CEC) index (10.1%) and the Expected Economic Conditions (EEC) index (6.6%);
- Decline in overall Inflation Expectations is due to lower expectations of NFNE inflation; consumers are expecting higher Energy inflation and unchanged food inflation (**Figure 5**).



\*Where DI ranges from 0 to 100; interpretation of which is as follows:<sup>1</sup>

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

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

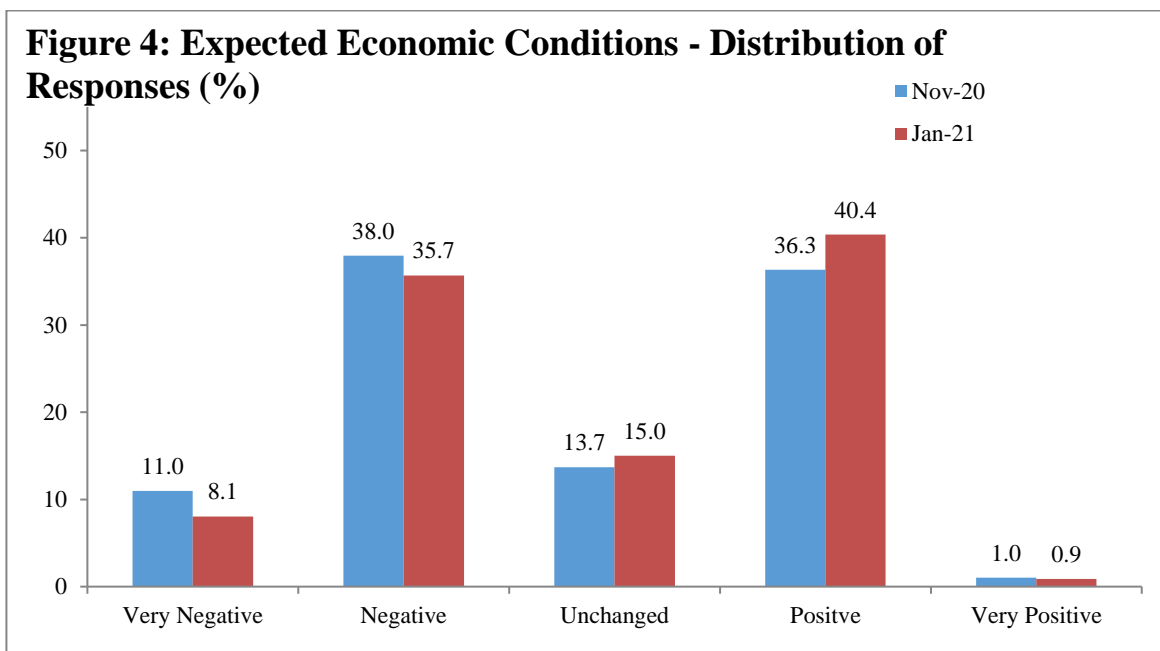
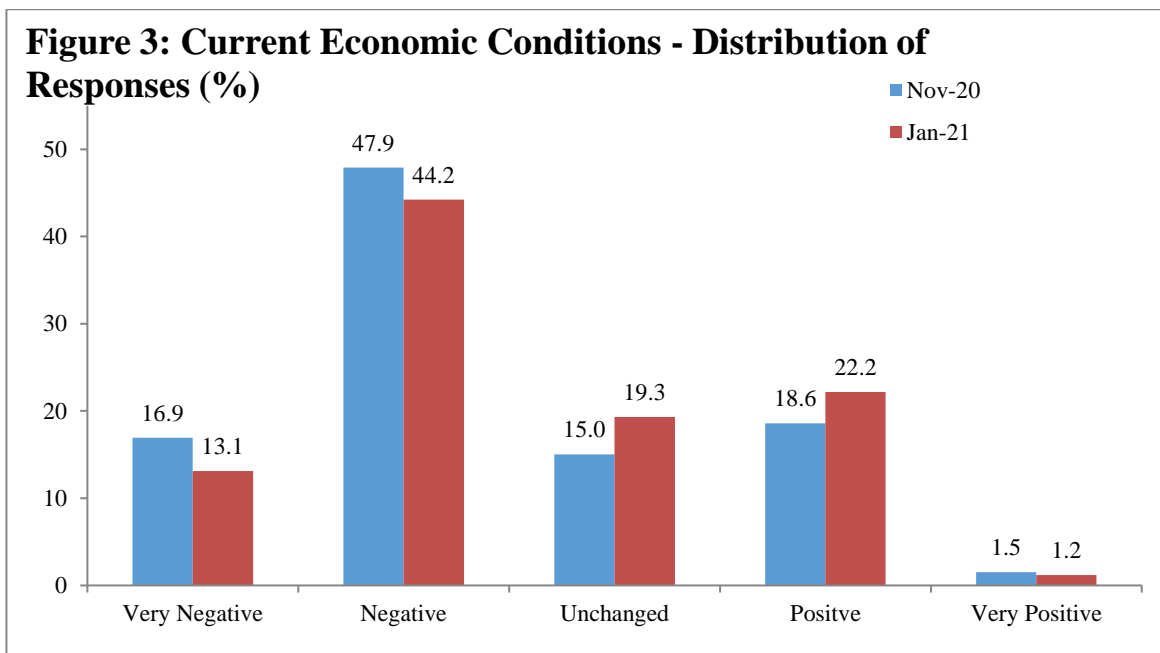
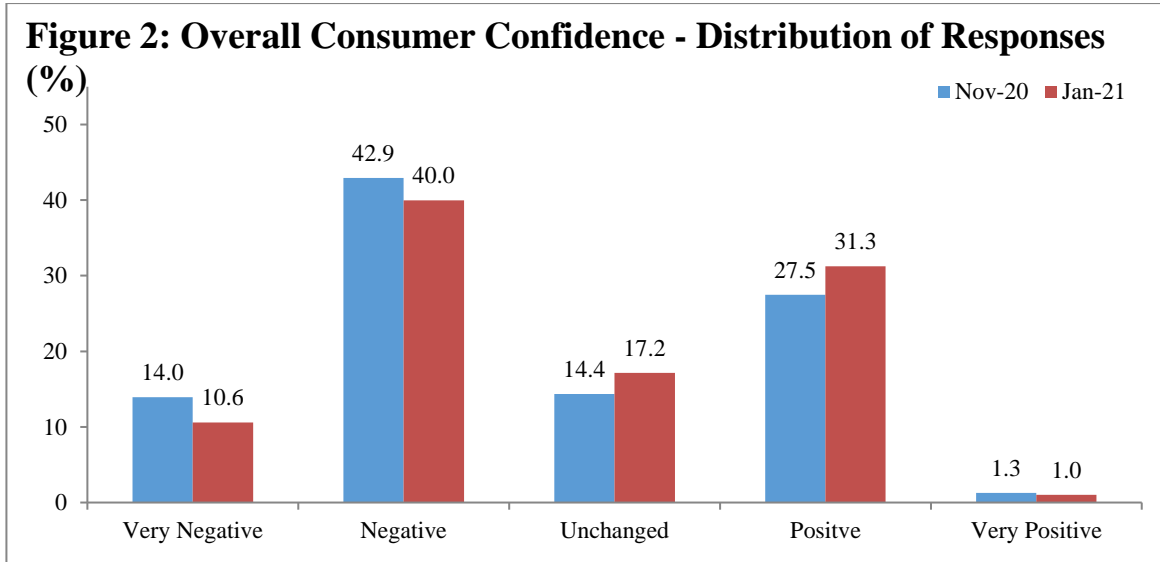
DI < 50 indicates that Positive views are less than the Negative views.

**Table 1: Consumer Indices - Diffusion**

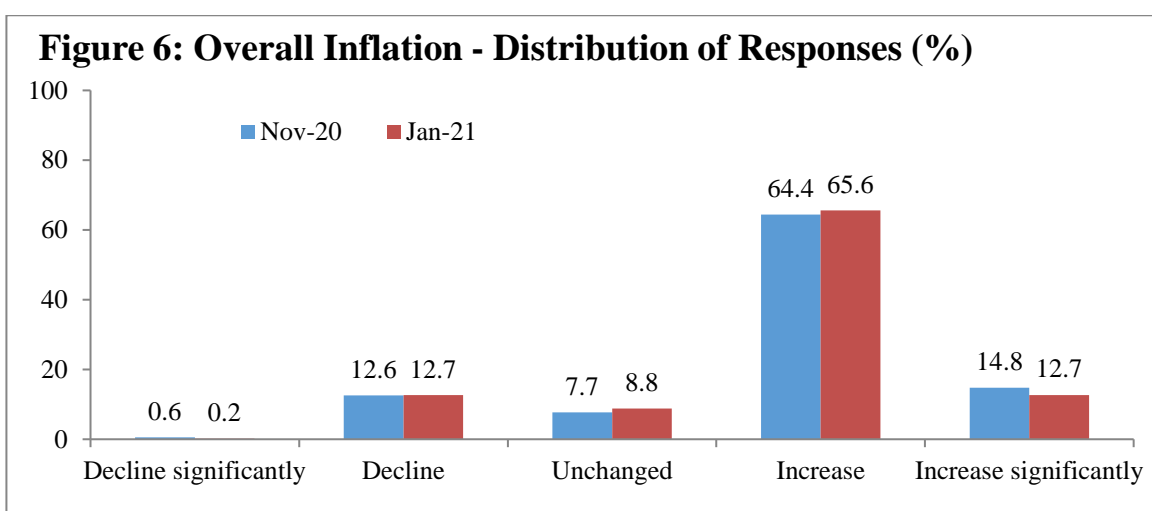
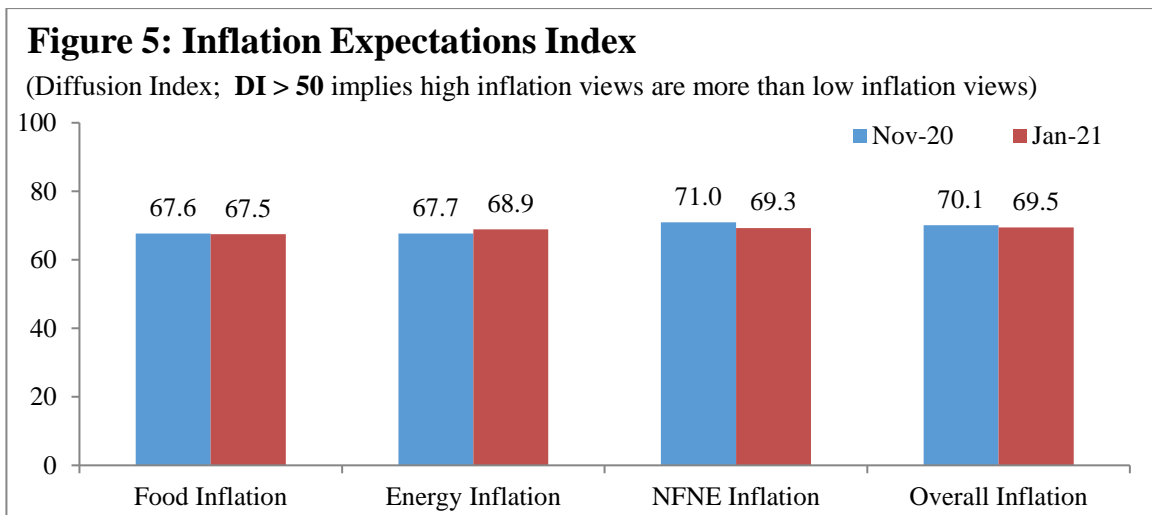
| Month      | Jan-20 | Mar-20 | May-20 | Jul-20 | Sep-20 | Nov-20 | Jan-21 | % change (Jan-21) |
|------------|--------|--------|--------|--------|--------|--------|--------|-------------------|
| <b>CEC</b> | 34.50  | 38.41  | 34.17  | 31.87  | 37.57  | 34.97  | 38.51  | 10.11             |
| <b>CCI</b> | 40.59  | 44.03  | 39.45  | 35.61  | 43.04  | 39.80  | 43.05  | 8.15              |
| <b>EEC</b> | 46.68  | 49.64  | 44.73  | 39.35  | 48.50  | 44.63  | 47.59  | 6.62              |

<sup>1</sup>See Annexure for the methodology of the index computation

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**Table 2: Inflation Expectations by Group**

| Diffusion Index         | Jan-20 | Mar-20 | May-20 | Jul-20 | Sep-20 | Nov-20 | Jan-21 | % change (Nov-20) |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|-------------------|
| <b>Overall</b>          | 71.91  | 62.04  | 65.93  | 72.99  | 70.75  | 70.06  | 69.48  | -0.83             |
| <b>Food Inflation</b>   | 67.89  | 58.94  | 63.88  | 71.32  | 68.40  | 67.63  | 67.49  | -0.21             |
| <b>Energy Inflation</b> | 71.49  | 59.67  | 55.39  | 70.51  | 67.49  | 67.70  | 68.93  | 1.82              |
| <b>NFNE Inflation</b>   | 69.88  | 62.05  | 66.55  | 71.78  | 68.61  | 70.95  | 69.25  | -2.39             |

**Table 3: Other Highlights**

| Diffusion Index  | Sep-20 | Nov-20 | Jan-21 | % change (Nov-20) |
|--|--------|--------|--------|-------------------|
| Unemployment in next six months  | 63.21  | 66.11  | 63.96  | -3.26             |
| Interest rate in next six months   | 58.59  | 60.37  | 61.30  | 1.54              |
| Income a year later  | 51.54  | 51.78  | 53.35  | 3.04              |
| Suitability of time in the next six months to purchase durable items     | 41.20  | 38.12  | 37.49  | -1.65             |
| Suitability of time in the next six months to purchase a vehicle         | 36.11  | 33.16  | 34.21  | 3.17              |
| Suitability of current time for purchasing a house                       | 34.56  | 29.32  | 33.14  | 13.05             |
| Outlook for better financial conditions of households in next six months | 56.05  | 52.42  | 55.68  | 6.22              |

For detail data of the survey visit SBP website: <https://www.sbp.org.pk/research/CCS-d.asp>

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### 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 کیسے 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;
- DI < 50 indicates that Positive views are less than the Negative views.

**NOTE:** “Don’t Know” responses have been excluded in compilation and analysis of this report.

\*\*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/](http://ec.europa.eu/economy_finance/publications/).