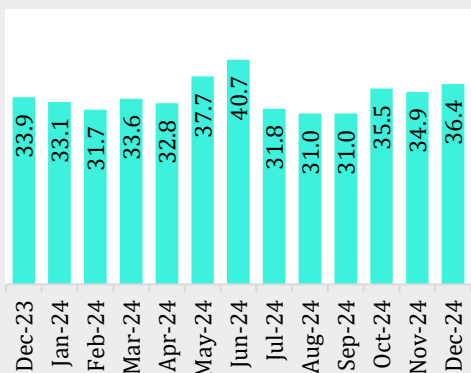


# Consumer Confidence Survey- December 2024

[The survey was conducted from December 2 -13, 2024; with 1,498 households surveyed, reported are diffusion indices (DI)^ except Figure 5]

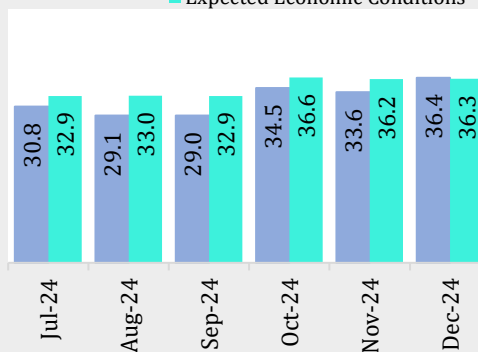
Consumer Confidence improved in December 2024 as compared to November 2024.

**Fig 1: Consumer Confidence**



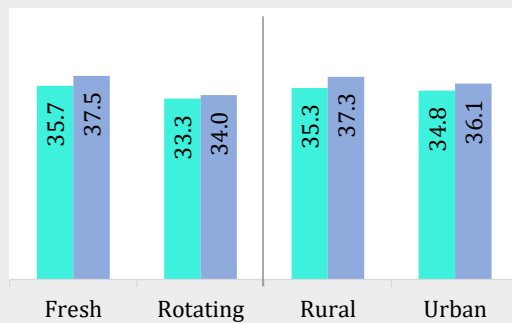
**Fig 2: Current and Expected Economic Conditions**

■ Current Economic Conditions  
■ Expected Economic Conditions



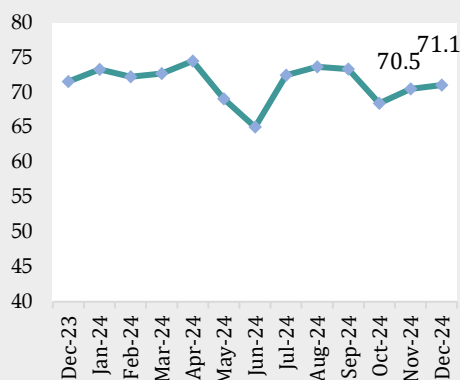
**Fig 3: Decomposition of Consumer Confidence**

■ Nov-24 ■ Dec-24



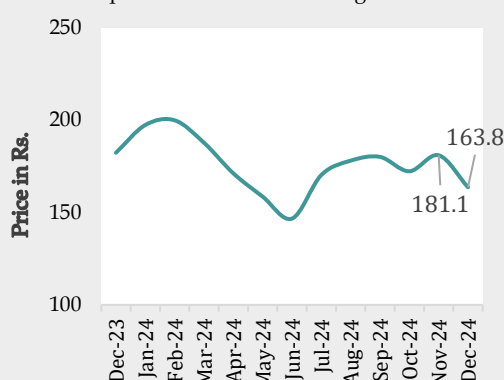
While the number of respondents expecting higher prices increased slightly, the magnitude of expected inflation declined in December 2024.

**Fig 4: Diffusion Index of Inflation Expectations**



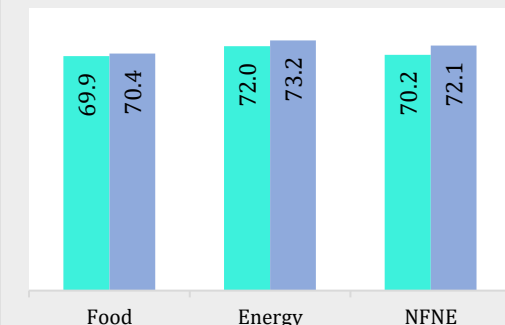
**Fig 5: Expected Price of Item currently costing Rs. 100 in next 6 months**

— Expected Price - 5% trimming of both ends



**Fig 6: Food, Energy and NFNE Inflation**

■ Nov-24 ■ Dec-24

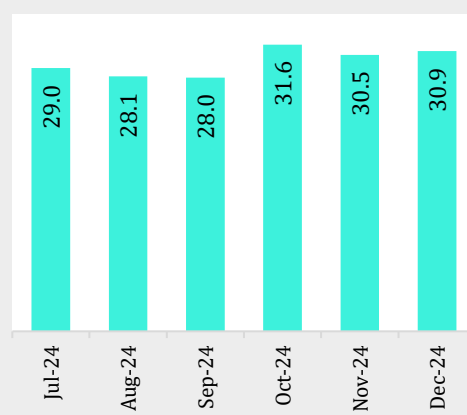


Minor improvement is observed in views on expectations of unemployment and suitability of time to purchase durable items. However, respondents remained skeptical about increase in incomes.

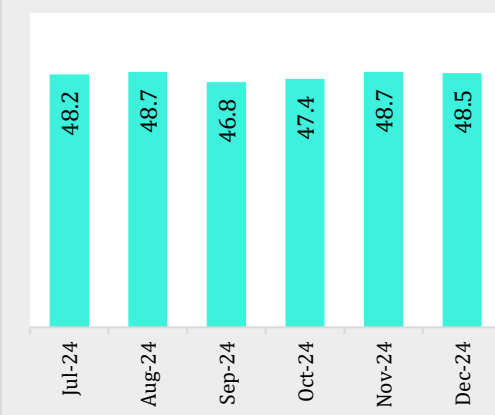
**Fig 7: Expected Unemployment**



**Fig 8: Expected Good Time to Purchase Durables**



**Fig 9: Expected Income after One Year**



^DI > 50 indicates that Positive/Increasing views are more than Negative/Declining views. DI = 50 indicates that Positive/ Increasing views and Negative/ Declining views are equal. DI < 50 indicates that Positive/ Increasing views are less than the Negative/ Declining views. Both current and expected variables are assessed over the past or next six months.

**Note:** For more details of the survey, visit SBP website: <https://www.sbp.org.pk/research/CCS-d.asp>