

Consumer Opinion Survey

August 2021

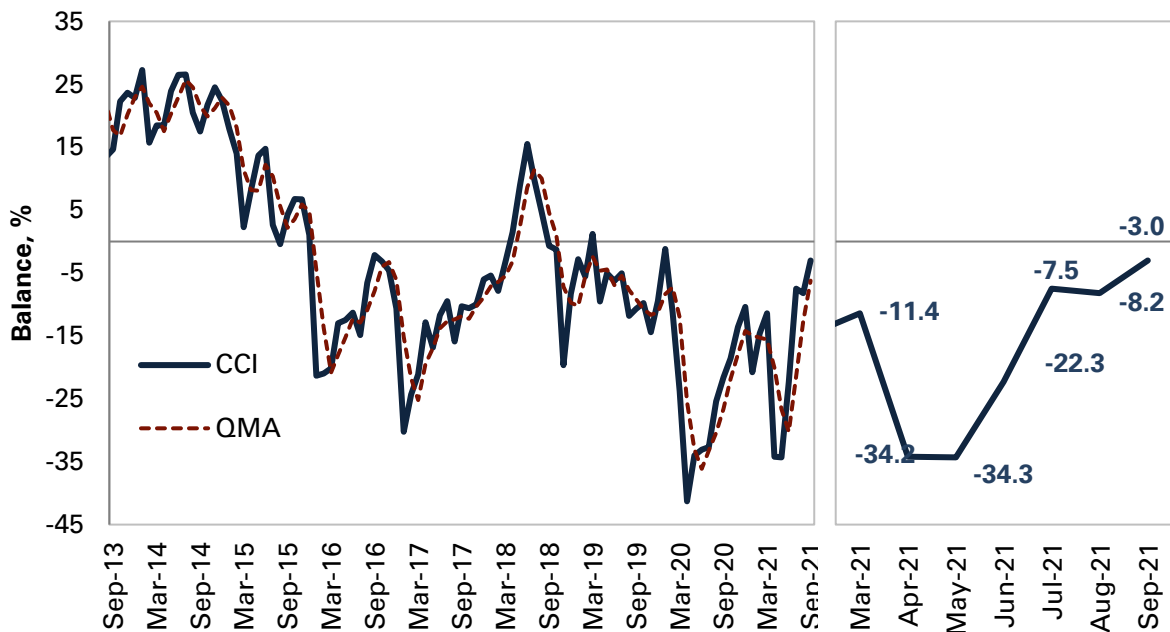
Bulletin 231



In September, the Consumer Confidence Index (CCI) recorded a balance of -3.0%. This represents an increase of 5.2 percentage points (pps) compared to the previous month. Compared to August 2021, the increase was due to a rise of 7.9 pps in the Consumer Expectations Index and increase of 1.2 pps in the Economic Conditions Index. Consumer confidence increased in all strata and in four of the five analyzed cities compared to August 2021. Meanwhile, willingness to buy furniture and home appliances increased relative to the last month.

According to the results of the Consumer Opinion Survey (COS) of August, the Consumer Confidence Index (CCI) recorded a balance of -3.0%. This value represents an increase of 5.2 percentage points (pps) compared to the previous month.

Graph 1. Consumer Confidence Index (CCI)



Source: Consumer Opinion Survey (COS) – Fedesarrollo.

QMA: Quarterly moving average

The increase in consumer confidence compared to August 2021 was due to a rise in the Consumer Expectations Index and the Economic Conditiond Index.

The CCI has five components, the details of which are presented in Table 1. The first three refer to the expectations of households in a given year, while the other two refer to the perception of consumers regarding current economic situation. The Consumer Expectations Index (CEI) is constructed with the first three and the Economic Conditions Index (ECI) with the two remaining.

The increase of the CCI compared to August is explained by an increase of 7.9 pps in the Consumer Expectations Index (14.1%) and a rise of 1.2 pps in the Economic Conditions Index (-28.7%)

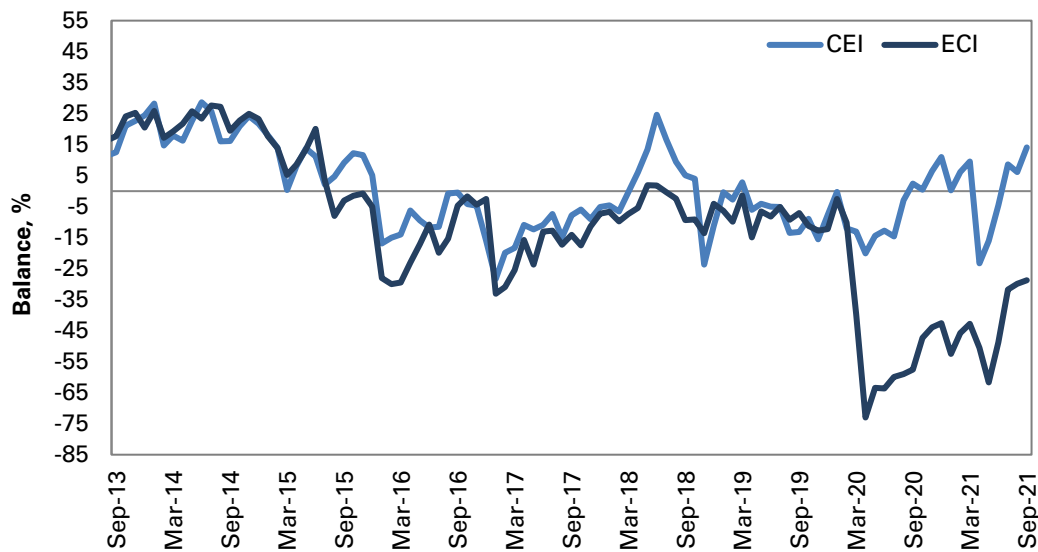
Table 1. Evolution of CCI Components
(Balances between favorable and unfavorable responses, %)

Variable / Balance %	2020	2021	
	September	August	September
Consumer Confidence Index - CCI	-21.6	-8.2	-3.0
A. Consumer Expectations Index - CEI	2.4	6.2	14.1
- Do you think that within a year your household will economically do better, worse or the same than now?	37.8	30.4	37.0
-Do you think that within the next twelve months we will have good or bad economic times?	-31.4	-14.7	-1.3
-Do you think that the country's economic conditions will be better or worse within a year than they currently are?	0.8	3.0	6.6
B. Economic Conditions Index - ECI	-57.6	-29.9	-28.7
- Do you think that your household is economically doing better or worse than a year ago?	-59.7	-14.8	-13.1
- Do you think this is a good time to purchase items such as furniture and household appliances?	-55.5	-45.1	-44.3

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

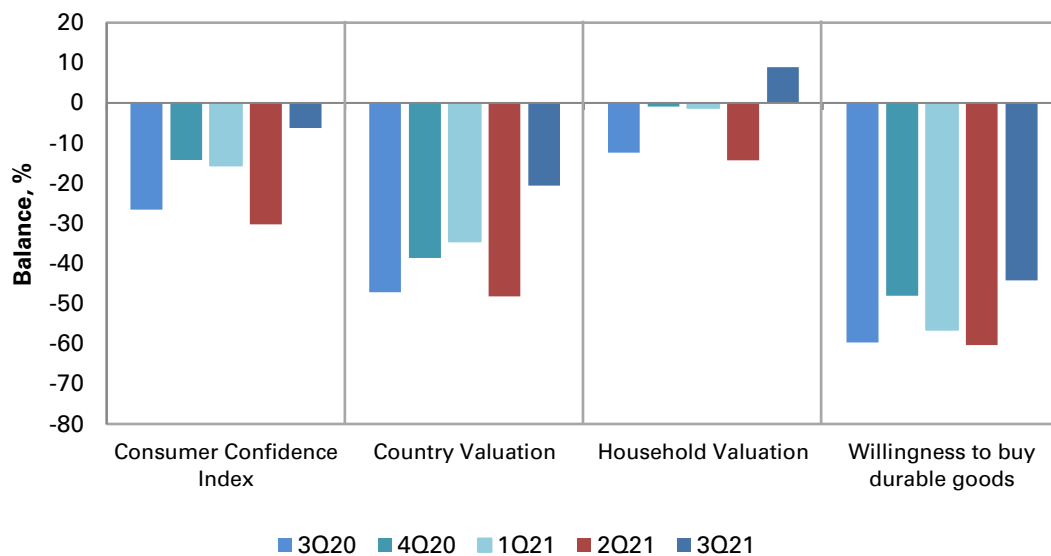
When comparing the results of the third quarter with the observed average during the second quarter of 2021, consumer's assessment of their households' situation increased 23.2 pps and the consumer's assessment of the country increased 27.7 pps. On the other hand, consumer's willingness to buy durable goods was -44.2%. This represents an increase of 16.1 pps relative to the average balance recorded during the second quarter of 2021 (Graph 3).

Graph 2. Consumer Expectations Index (CEI) – Economic Conditions Index (ECI)



Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Graph 3. Perception of consumers about the situation of the country and the household



Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Cities. In September, the CCI increased in four of five surveyed cities compared to August 2021.

Relative to the previous month the CCI increased in Medellin (14.1 pps), Bucaramanga (10.8 pps), Barranquilla (10.7 pps) and Bogota (6.2 pps), and it decreased in Cali (15.5 pps).

Table 2. Evolution of the CCI by cities

City, Balance %	2020		2021
	September	August	September
Bogotá	-24.5	-11.6	-5.4
Medellín	-17.3	-10.4	3.7
Cali	-20.1	6.6	-8.9
Barranquilla	-13.2	-8.9	1.8
Bucaramanga	-19.9	-0.7	10.1
Total	-21.6	-8.2	-3.0

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Socioeconomic level. In September, consumer confidence increased in all strata compared to the previous month.

By socioeconomic level and compared to the previous month, the CCI increased 12.7 pps in the higher strata, 5.6 pps in the lower strata and 3.8 pps in the middle strata.

Table 3. Evolution of the CCI by income level

Income level. Balance %	2020		2021
	September	August	September
High	-14.5	-10.1	2.6
Medium	-24.6	-6.4	-2.6
Low	-19.6	-9.8	-4.2
Total	-21.6	-8.2	-3.0

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Housing. The willingness to buy a house increased 4.6 pps compared to last month. By cities, this indicator increased in four of the five analyzed cities relative to August 2021.

In September, the indicator of willingness to buy a house was -0.5%, 4.6 pps higher than the previous month. For this month, willingness to buy a house increased in Medellín (15.5 pps), Bogotá (3.5 pps), Bucaramanga (2.5 pps) and Cali (1.7 pps), and it decreased in Barranquilla (7.7 pps) compared to what observed in August 2021

Table 4. Willingness to buy a house by cities

City. Balance %	2020		2021	
	September	August	September	September
Bogotá	-25.2	-4.0	-0.5	
Medellín	-3.5	-7.3	8.2	
Cali	-6.1	-13.8	-12.1	
Barranquilla	-2.5	9.5	1.8	
Bucaramanga	-32.8	-7.6	-5.1	
Total	-17.2	-5.1	-0.5	

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Compared to the previous month, willingness to buy a house increased in middle and lower strata.

When analyzing by socioeconomic level in September, willingness to buy a house showed an increase compared to last month of 8,3 pps in the middle strata and 5.7 pps in the lower strata, and it showed a decrease of 31.1 pps in the upper strata compared to what was observed in August 2021.

Table 5. Willingness to buy a house by socioeconomic level

Income level. Balance %	2020		2021	
	September	August	September	September
High	5.1	46.5	15.4	
Medium	0,0	-0.7	7.6	
Low	-36.8	-15.8	-10.1	
Total	-17.2	-5.1	-0.5	

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Durable goods. Willingness to buy furniture and home appliances increased 0.8 pps compared to the previous month. By cities, the indicator increased in three of the five analyzed cities compared to August 2021.

The balance of answers about whether it is a good or bad moment to buy goods such as furniture and appliances was -44.3% in September. This represents an increase of 0.8 pps compared to August 2021. Relative to last month, willingness to buy durable goods increased in Barranquilla (13.7 pps), Bucaramanga (12.3 pps) and Bogota (4.9 pps), and it decreased in Cali (17.5 pps) and Medellín (6.1 pps).

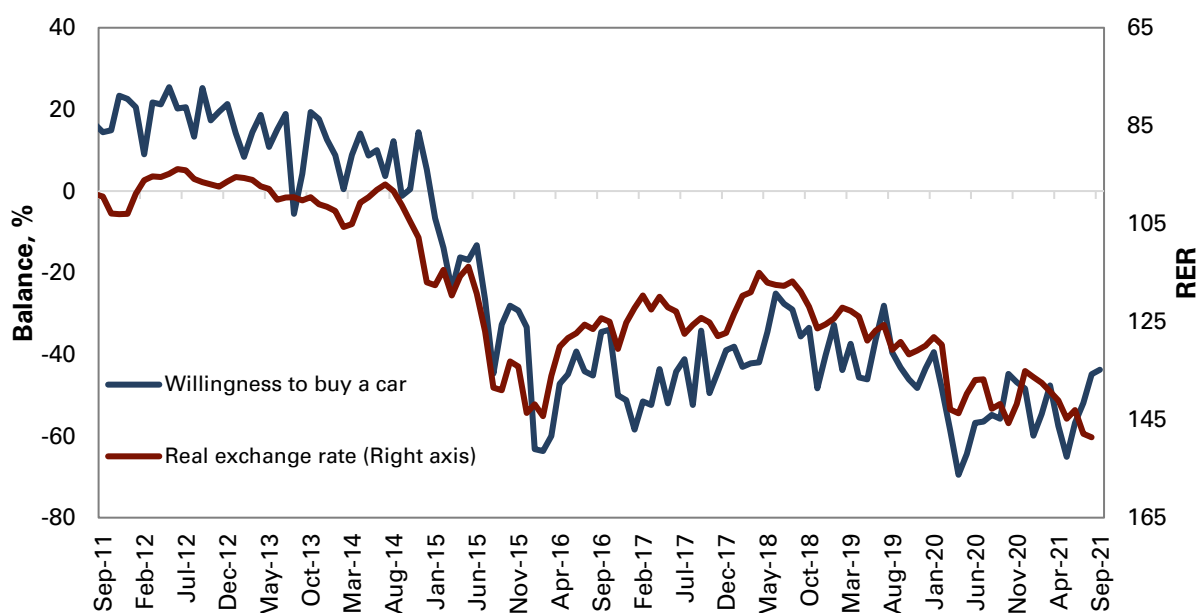
Table 6. Willingness to buy furniture and home appliances by cities

City. Balance %	2020		2021
	September	August	September
Bogotá	-56.6	-52.8	-47.9
Medellín	-45.8	-43.0	-49.1
Cali	-62.9	-22.6	-40.1
Barranquilla	-57.2	-32.9	-19.2
Bucaramanga	-57.1	-45.4	-33.1
Total	-55.5	-45.1	-44.3

Fuente: Encuesta de Opinión del Consumidor (EOC) – Fedesarrollo

Vehicles. In September, the willingness to buy a vehicle registered a balance of **-43.8%**. This implies an increase of 1.1 pps compared to the previous month (**-44.9%**).

Graph 4. Willingness to buy car vs. real exchange rate



Note: Real exchange rate until August 2021

Source: Consumer Opinion Survey (COS) – Fedesarrollo and Central Bank of Colombia



FEDESARROLLO
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Contact us if you would like to have access to
disaggregated results by city, level of income
and other survey questions

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