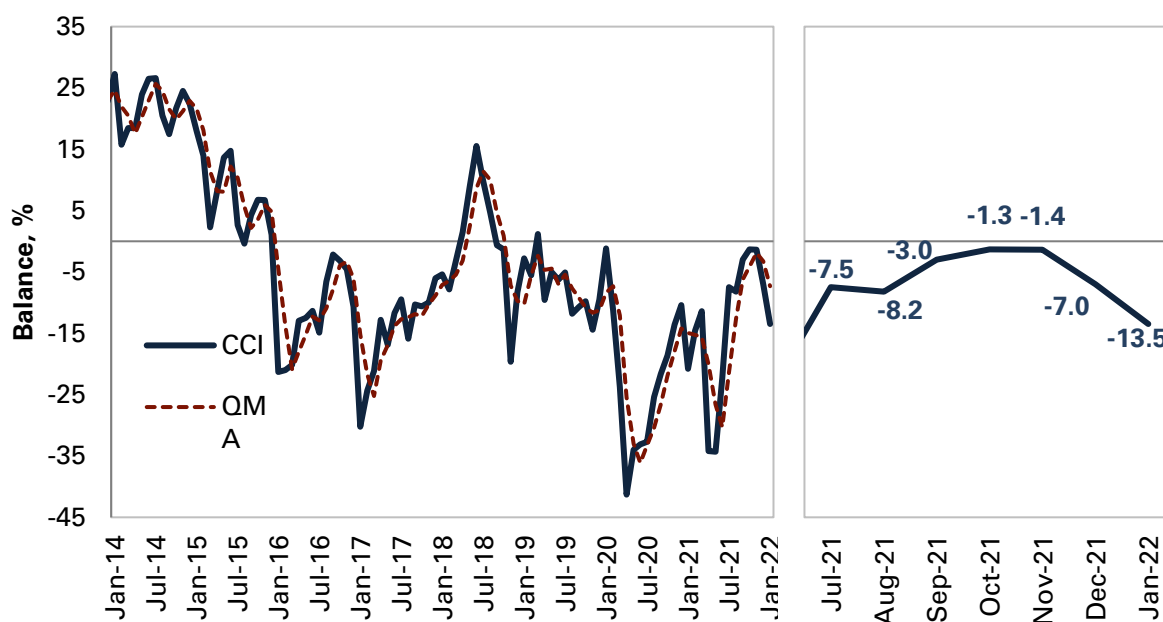


In January, the Consumer Confidence Index (CCI) recorded a balance of -13.5%. This represents a decrease of 6.5 percentage points (pps) compared to the previous month. Compared to December 2021, the decrease was due to a fall of 9.4 pps in the Economic Conditions Index and a decrease of 4,5 pps in the Consumer Expectations Index. Consumer confidence decreased in all strata, on the other hand, it increased in four of the five analyzed cities compared to December 2021. Meanwhile, willingness to buy furniture and home appliances decreased relative to the last month.

According to the results of the Consumer Opinion Survey (COS) of December, the Consumer Confidence Index (CCI) recorded a balance of -13.5%. This value represents a decrease of 6.5 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 decrease in consumer confidence compared to December 2021 was due to a fall in the Economic Conditions Index and the Consumer Expectations 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 decrease of the CCI compared to December is explained by a fall of 9.4 pps in the Economic Conditions Index (-30.0%) and a decrease of 4.5 pps in the Consumer Expectations Index (-2.4%)

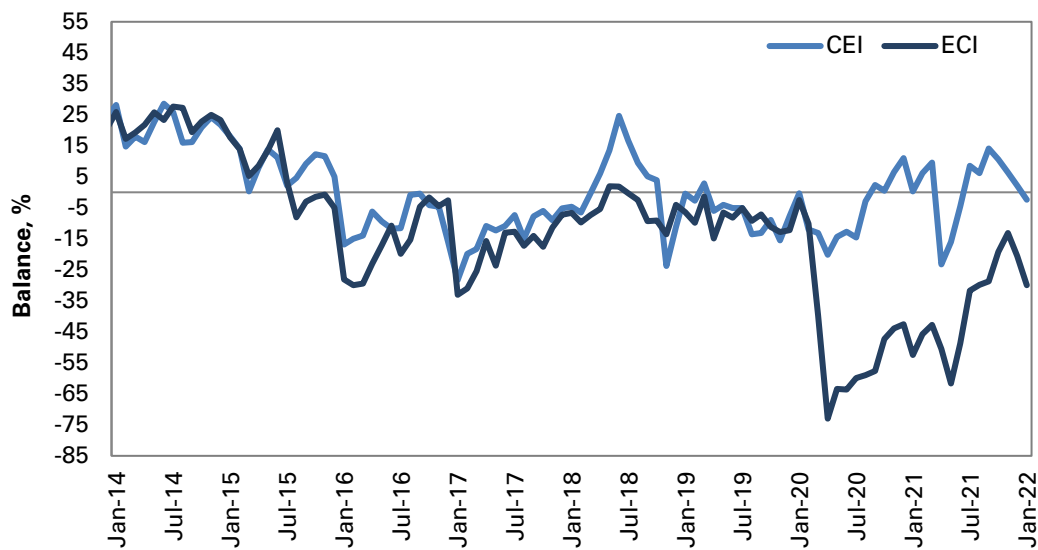
Table 1. Evolution of CCI Components
(Balances between favorable and unfavorable responses, %)

Variable / Balance %	2021		2022
	January	December	January
Consumer Confidence Index - CCI	-20.8	-7.0	-13.5
A. Consumer Expectations Index - CEI	0.3	2.1	-2.4
- Do you think that within a year your household will economically do better, worse or the same than now?	34.1	27.7	19.7
-Do you think that within the next twelve months we will have good or bad economic times?	-34.8	-19.8	-18.5
-Do you think that the country's economic conditions will be better or worse within a year than they currently are?	1.6	-1.6	-8.5
B. Economic Conditions Index - ECI	-52.5	-20.6	-30.0
- Do you think that your household is economically doing better or worse than a year ago?	-45.6	-4.0	-8.1
- Do you think this is a good time to purchase items such as furniture and household appliances?	-59.4	-37.3	-51.8

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

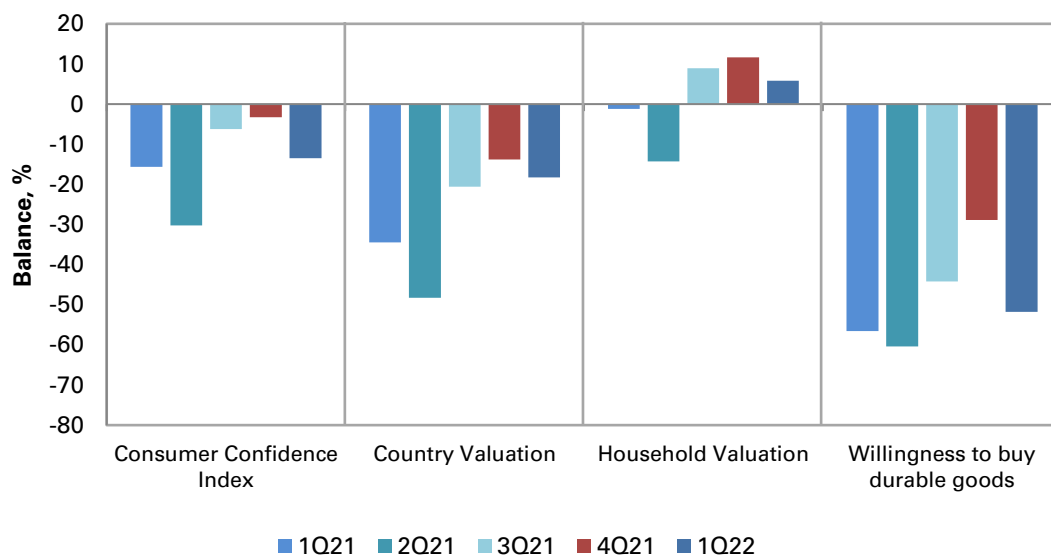
When comparing the results of the first quarter of 2022 so far with the observed average during the fourth quarter of 2021, consumer's assessment of their households' situation decreased 5.9 pps and the consumer's assessment of the country decreased 4.5 pps. On the other hand, consumer's willingness to buy durable goods was -51.8%. This represents a decrease of 22.9 pps relative to the average balance recorded during the fourth quarter of 2022 (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 January, the CCI increased in one of five surveyed cities compared to December 2021.

Relative to the previous month the CCI increased in Barranquilla (5.5 pps), and in decreased in Cali (17.9 pps), Bucaramanga (15.6 pps), Medellín (13.5 pps) and Bogotá (2.6 pps).

Table 2. Evolution of the CCI by cities

City, Balance %	2021		2022
	January	December	January
Bogotá	-20.0	-10.4	-13.0
Medellín	-20.9	-6.2	-19.7
Cali	-31.0	1.5	-16.4
Barranquilla	-8.4	-4.8	0.7
Bucaramanga	-22.6	5.4	-10.2
Total	-20.8	-7.0	-13.5

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Socioeconomic level. In January, consumer confidence decreased in the all strata compared to the previous month.

By socioeconomic level and compared to the previous month, the CCI decreased 19.9 pps in the higher strata, 8.6 pps in the lower strata and 2.0 pps in the middle strata.

Table 3. Evolution of the CCI by income level

Income level. Balance %	2021		2022
	January	December	January
High	-10.6	9.3	-10.6
Medium	-18.0	-8.4	-10.4
Low	-25.0	-8.1	-16.7
Total	-20.8	-7.0	-13.5

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Housing. The willingness to buy a house increased 4.4 pps compared to last month. By cities, this indicator increased in four of the five analyzed cities relative to December 2021.

In January, the indicator of willingness to buy a house was -9.0%, 4.4 pps upper than the previous month (-13.4%). For this month, willingness to buy a house increased in Barranquilla (18.8 pps), Bogotá (4.5 pps), Cali (2.9 pps) and Medellín (1.5 pps), and it decreased in Bucaramanga (1.2 pps), compared to what was observed in December 2021.

Table 4. Willingness to buy a house by cities

City. Balance %	2021		2022
	January	December	January
Bogotá	-15.3	-17.1	-12.6
Medellín	-6.6	-14.6	-13.1
Cali	-24.8	-5.7	-2.8
Barranquilla	-5.8	-1.1	17.7
Bucaramanga	-21.9	-2.9	-4.1
Total	-14.6	-13.4	-9.0

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

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

When analyzing by socioeconomic level in January, willingness to buy a house showed an increase compared to last month of 34.6 pps in the upper strata and 6.6 pps in the lower strata. In contrast, it showed a decrease of 2.1 pps in the middle strata compared to what was observed in December 2021.

Table 5. Willingness to buy a house by socioeconomic level

Nivel Socioeconómico. Balance %	2021		2022
	Enero	Diciembre	Enero
Alto	17.1	3.6	38.2
Medio	-13.2	-16.9	-19.0
Bajo	-20.1	-12.6	-6.0
Total	-14.6	-13.4	-9.0

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Durable goods. Willingness to buy furniture and home appliances decreased 14.5 pps compared to the previous month. By cities, the indicator decreased in four of the five analyzed cities compared to December 2021.

The balance of answers about whether it is a good or bad moment to buy goods such as furniture and appliances was -51.8% in December. This represents a decrease of 14.5 pps compared to December 2021. Relative to last month, willingness to buy durable goods decreased in Medellín (25.5 pps), Bucaramanga (19.8 pps), Cali (13.2 pps) and Bogotá (13.1 pps) , while it increased in Barraquilla (0.6 pps).

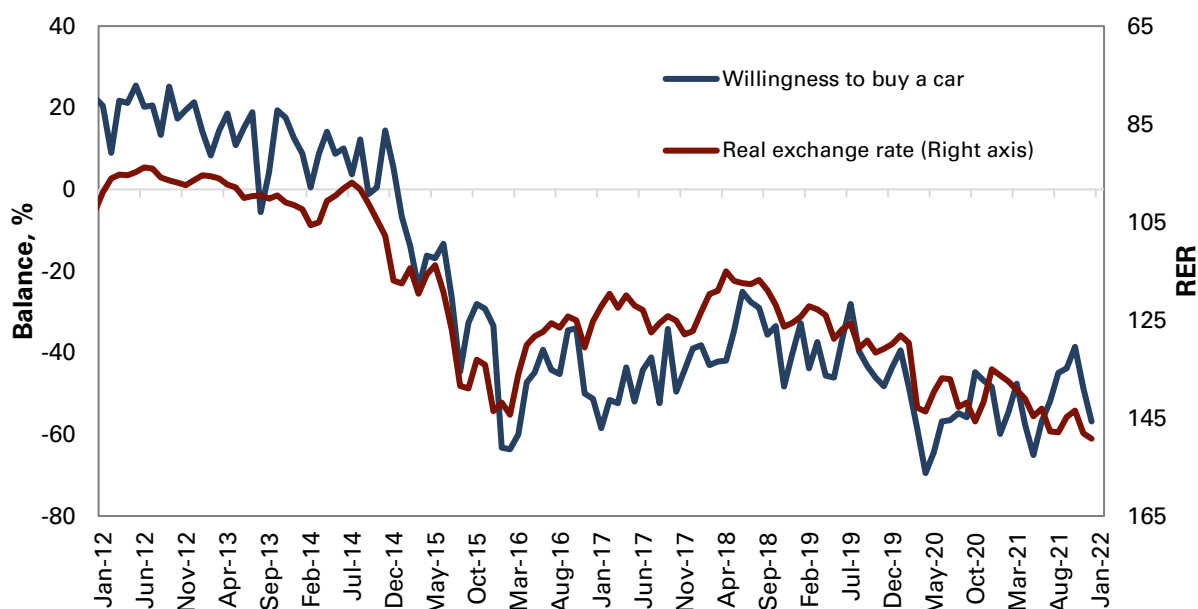
Table 6. Willingness to buy furniture and home appliances by cities

City. Balance %	2021		2022
	January	December	January
Bogotá	-58.5	-39.8	-52.9
Medellín	-61.2	-33.0	-58.5
Cali	-70.8	-40.3	-53.5
Barranquilla	-36.2	-22.9	-22.3
Bucaramanga	-74.1	-36.5	-56.3
Total	-59.4	-37.3	-51.8

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

Vehicles. In January, the willingness to buy a vehicle registered a balance of **-60.3%**. This implies a decrease of 3.5 pps compared to the previous month (-56.8%).

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



Note: Real exchange rate until December 2021

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



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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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