

Consumer Opinion Survey

February 2022

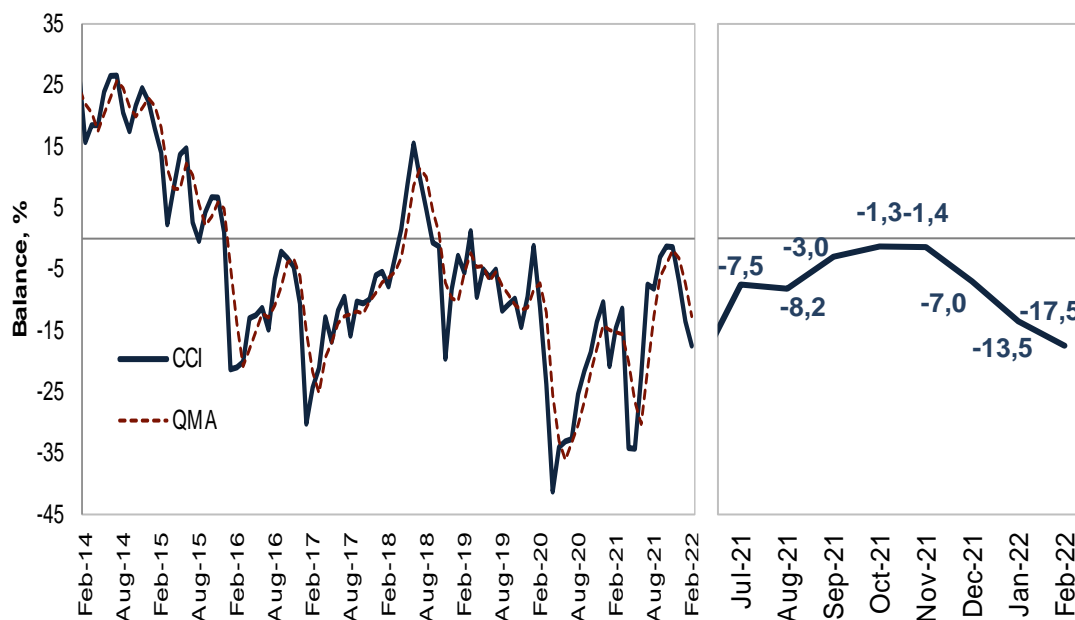
Bulletin 237



In February, the Consumer Confidence Index (CCI) recorded a balance of -17.5%. This represents a decrease of 4.0 percentage points (pps) compared to the previous month. Compared to January 2022, the decrease was due to a fall of 6.8 pps in the Economic Conditions Index and a decrease of 2.3 pps in the Consumer Expectations Index. Consumer confidence decreased in all strata, on the other hand, it increased in three of the five analyzed cities compared to January 2022. 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 February, the Consumer Confidence Index (CCI) recorded a balance of -17.5%. This value represents a decrease of 4.0 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 January 2022 was due to a fall in the Economic Conditions Index as well as in 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 January is explained by a fall of 6.8 pps in the Economic Conditions Index (-36.8%) and a decrease of 2.3 pps in the Consumer Expectations Index (-4.7%)

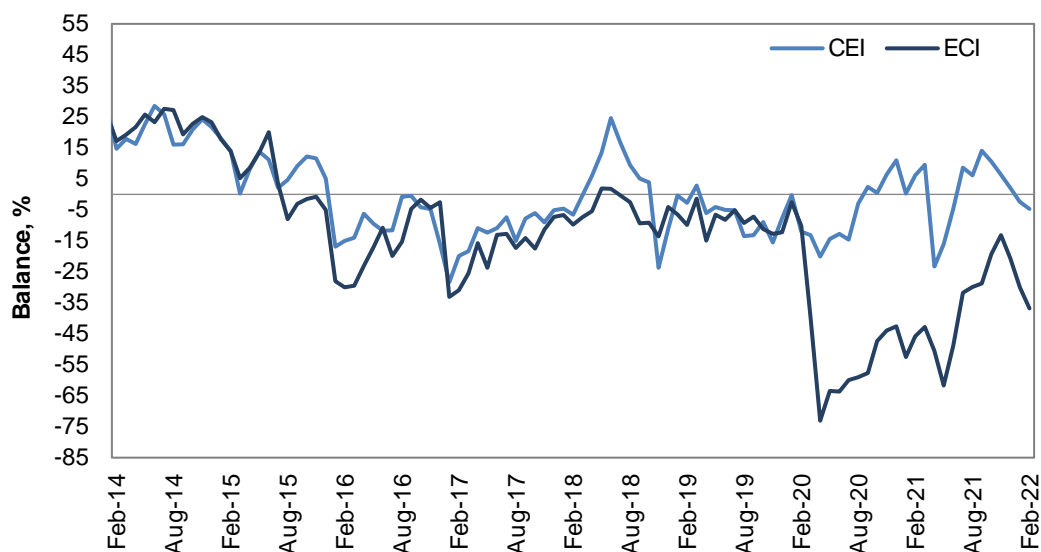
Table 1. Evolution of CCI Components
(Balances between favorable and unfavorable responses, %)

Variable / Balance %	2021	2022	
	February	January	February
Consumer Confidence Index - CCI	-14,6	-13,5	-17,5
A. Consumer Expectations Index - CEI	6,2	-2,4	-4,7
- Do you think that within a year your household will economically do better, worse or the same than now?	36,1	19,7	23,1
-Do you think that within the next twelve months we will have good or bad economic times?	-19,1	-18,5	-24,3
-Do you think that the country's economic conditions will be better or worse within a year than they currently are?	1,5	-8,5	-12,9
B. Economic Conditions Index - ECI	-45,8	-30,0	-36,8
- Do you think that your household is economically doing better or worse than a year ago?	-33,3	-8,1	-21,4
- Do you think this is a good time to purchase items such as furniture and household appliances?	-58,2	-51,8	-52,2

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

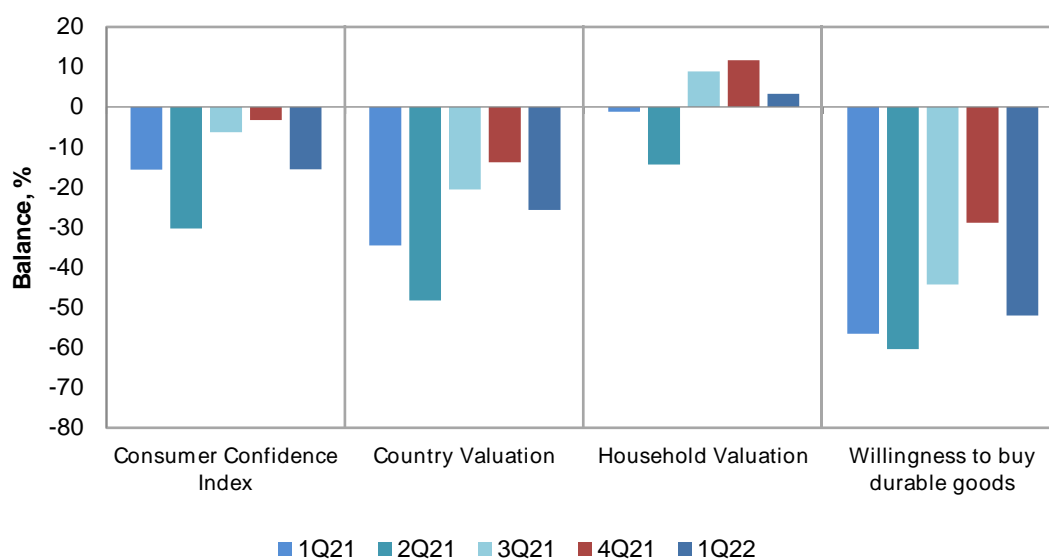
When comparing the results of the first quarter of 2022 so far with the observed average during the fourth quarter of 2021, consumer's assessment of their households' situation decreased 8.3 pps and the consumer's assessment of the country decreased 11.9 pps. On the other hand, consumer's willingness to buy durable goods was -52.0%. This represents a decrease of 23.1 pps relative to the average balance recorded during the fourth 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 February, the CCI increased in one of five surveyed cities compared to January 2022.

Relative to the previous month the CCI decreased in Barranquilla (10.2 pps), Medellín (6.8 pps) and Bogotá (5.3 pps); while it increased in Cali (6.4 pps) and Bucaramanga (1.6 pps).

Table 2. Evolution of the CCI by cities

City, Balance %	2021	2022	
	February	January	February
Bogotá	-17,6	-13,0	-18,3
Medellín	-15,8	-19,7	-26,5
Cali	-1,0	-16,4	-10,0
Barranquilla	-16,7	0,7	-9,5
Bucaramanga	-10,7	-10,2	-8,6
Total	-14,6	-13,5	-17,5

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

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

By socioeconomic level and compared to the previous month, the CCI decreased 7.6 pps in the higher strata, 5.8 pps in the lower strata and 2.2 pps in the middle strata.

Table 3. Evolution of the CCI by income level

Income level. Balance %	2021	2022	
	February	January	February
High	-15,3	-10,6	-18,2
Medium	-13,7	-10,4	-12,6
Low	-15,4	-16,7	-22,5
Total	-14,6	-13,5	-17,5

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Housing. The willingness to buy a house decreased 6.0 pps compared to last month. By cities, this indicator increased in only one of the five analyzed cities relative to January 2022.

In February, the indicator of willingness to buy a house was -15.0%, 6.0 pps lower than the previous month (-9.0%). For this month, willingness to buy a house increased in Cali (9.6 pps); while it decreased in Bucaramanga (32.0 pps), Barranquilla (16.6 pps), Medellín (13.3 pps) and Bogotá (4.9 pps) compared to January 2022.

Table 4. Willingness to buy a house by cities

City. Balance %	2021	2022	
	February	January	February
Bogotá	-7,0	-12,6	-17,5
Medellín	-35,0	-13,1	-26,4
Cali	-5,7	-2,8	6,8
Barranquilla	-21,4	17,7	1,1
Bucaramanga	-2,0	-4,1	-36,1
Total	-12,9	-9,0	-15,0

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Compared to the previous month, willingness to buy a house increased medium strata.

When analyzing by socioeconomic level in February, willingness to buy a house showed an increase compared to last month of 3.2 pps in the medium strata. In contrast, it showed a decrease of 24.4 pps in the upper strata, and of 11.4 in the lower one compared to what was observed in January 2021.

Table 5. Willingness to buy a house by socioeconomic level

Income level. Balance %	2021	2022	
	February	January	February
High	9,6	38,2	13,8
Medium	-1,7	-19,0	-15,8
Low	-26,1	-6,0	-17,4
Total	-12,9	-9,0	-15,0

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Durable goods. Willingness to buy furniture and home appliances decreased 0.4 pps compared to the previous month. By cities, the indicator decreased in three of the five analyzed cities compared to January 2022.

The balance of answers about whether it is a good or bad moment to buy goods such as furniture and appliances was -52.2% in **February**. This represents a decrease of **0.4** pps compared to **January 2022**. Relative to last month, willingness to buy durable goods decreased in Barranquilla (18.4 pps), Medellín (4.3 pps) and Bogotá (2.6 pps) on the other hand, it increased in Bucaramanga (20.1 pps) and Cali (18.0 pps).

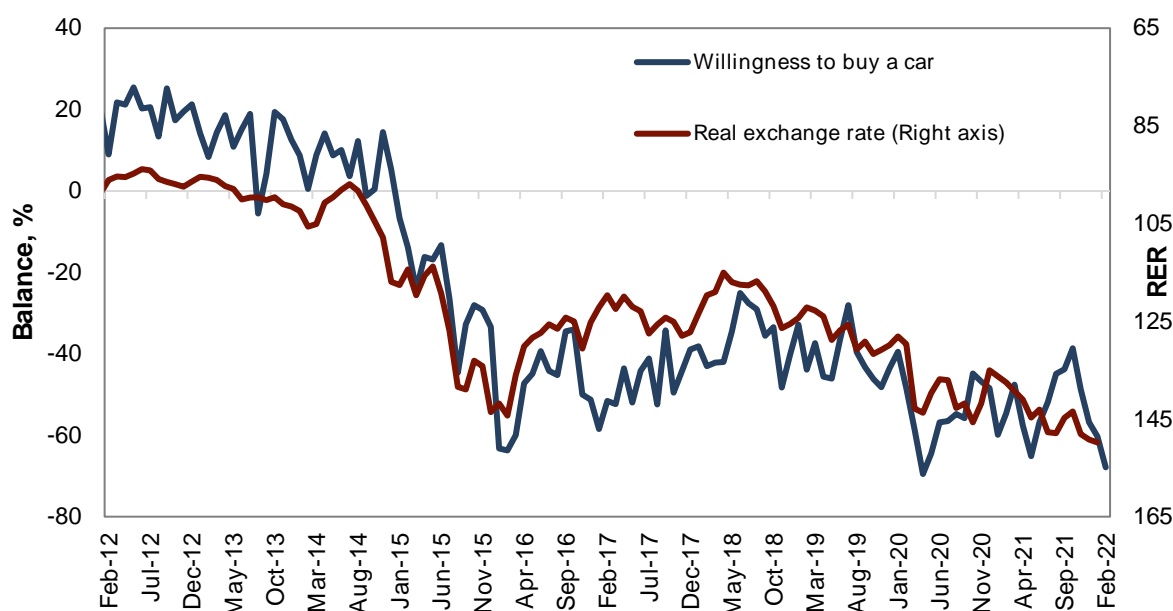
Table 6. Willingness to buy furniture and home appliances by cities

City. Balance %	2021		2022
	February	January	February
Bogotá	-64,1	-52,9	-55,5
Medellín	-54,5	-58,5	-62,8
Cali	-42,6	-53,5	-35,5
Barranquilla	-55,6	-22,3	-40,7
Bucaramanga	-54,0	-56,3	-36,2
Total	-58,2	-51,8	-52,2

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

Vehicles. In February, the willingness to buy a vehicle registered a balance of -67.9%. This implies a decrease of 7.6 pps compared to the previous month (-63.8%).

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



Note: Real exchange rate until January 2022

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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