

Consumer Opinion Survey

March 2022

Bulletin 238

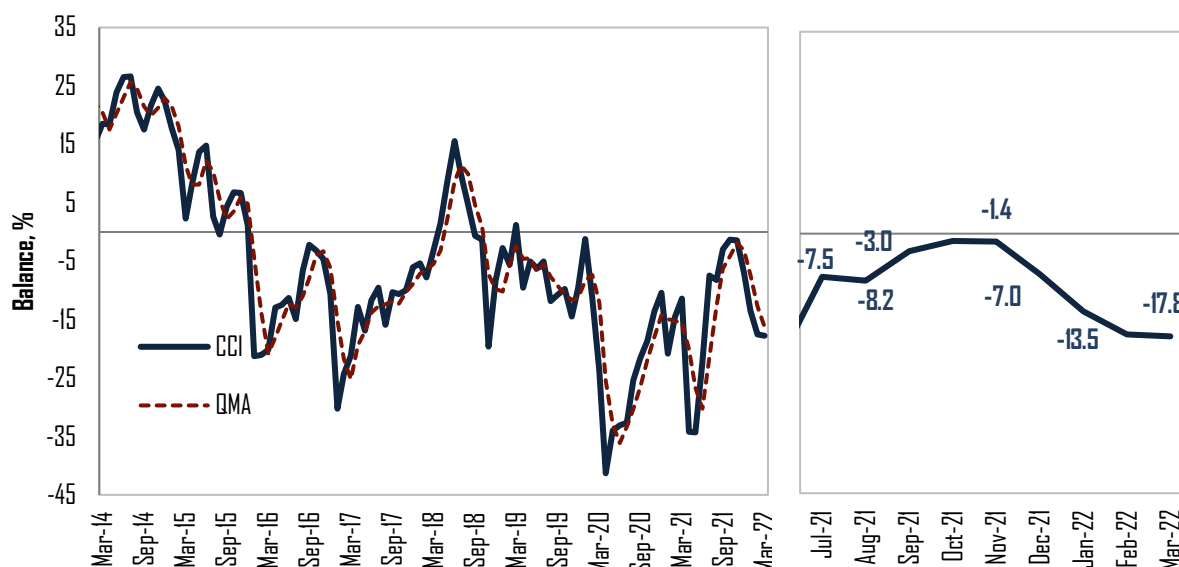


In March, the Consumer Confidence Index (CCI) recorded a balance of -17.8%. This represents a decrease of 0.3 percentage points (pps) compared to the previous month. Compared to February 2022, the decrease was due to an increase of 4.5 pps in the Economic Conditions Index that was contrarrested by a decrease of 3.5 pps in the Consumer Expectations Index, considering that this second variable is more significant in the ICC calculations.

Consumer confidence decreased only in medium socioeconomic level, while it increased in lower and higher socioeconomic levels. On the other hand, it decreased in three of the five analyzed cities compared to February 2022. Meanwhile, willingness to buy furniture and home appliances increased relative to the last month, but willingness to invest in a house decreased compared to February.

According to the results of the Consumer Opinion Survey (COS) of February, the Consumer Confidence Index (CCI) recorded a balance of -17.8%. This value represents a decrease of 0.3 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 February 2022 was due to an increase in the Economic Conditions Index, that was contrarrested by a fall in the Consumer Expectations Index, considering that this second variable is more significant in the ICC calculations.

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 February is explained by an increase of 4.5 pps in the Economic Conditions Index (-32.3%) and a decrease of 3.5 pps in the Consumer Expectations Index (-8.2%)

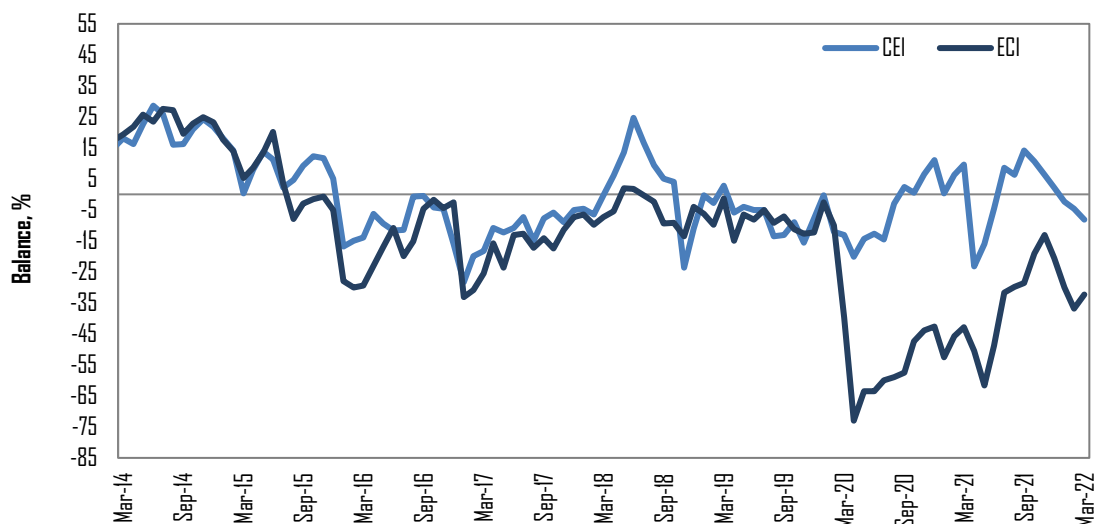
Table 1. Evolution of CCI Components
(Balances between favorable and unfavorable responses, %)

Variable / Balance %	2021	2022	
	March	February	March
Consumer Confidence Index - CCI	-11,4	-17,5	-17,8
A. Consumer Expectations Index - CEI	9,6	-4,7	-8,2
- Do you think that within a year your household will economically do better, worse or the same than now?	35,2	23,1	12,2
-Do you think that within the next twelve months we will have good or bad economic times?	-14,4	-24,3	-31,8
-Do you think that the country's economic conditions will be better or worse within a year than they currently are?	8,0	-12,9	-4,9
B. Economic Conditions Index - ECI	-42,8	-36,8	-32,3
- Do you think that your household is economically doing better or worse than a year ago?	-33,6	-21,4	-25,2
- Do you think this is a good time to purchase items such as furniture and household appliances?	-52,0	-52,2	-39,4

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

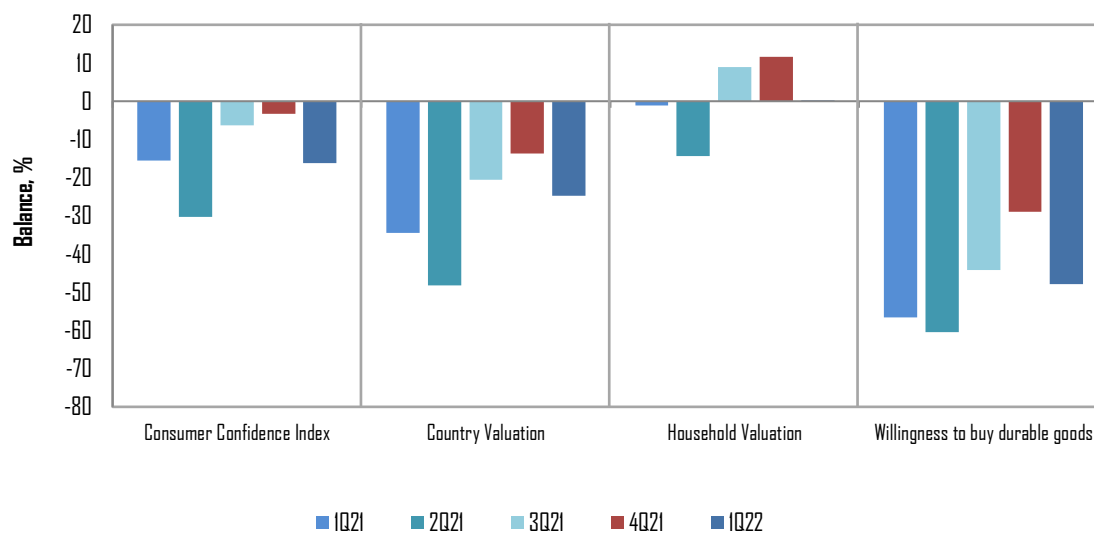
When comparing the results of the first quarter of 2022 with the observed average during the fourth quarter of 2021, consumer's assessment of their households' situation decreased 11.6 pps and the consumer's assessment of the country decreased 11.0 pps. On the other hand, consumer's willingness to buy durable goods was -47.8%. This represents a decrease of 18.9 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 March, the CCI increased in two of five surveyed cities compared to February 2022.

Relative to the previous month the CCI decreased in Bucaramanga (18.5 pps), Bogotá (2.6 pps) and Cali (1.4 pps); while it increased in Medellín (10.3 pps) and Barranquilla (3.1 pps).

Table 2. Evolution of the CCI by cities

City, Balance %	2021	2022
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	March	February	March
Bogotá	-12,1	-18,3	-20,9
Medellín	-8,2	-26,5	-16,2
Cali	-15,8	-10,0	-11,4
Barranquilla	-9,6	-9,5	-6,4
Bucaramanga	-4,8	-8,6	-27,1
Total	-11,4	-17,5	-17,8

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Socioeconomic level. In March, consumer confidence decreased in the medium socioeconomic level compared to the previous month, but it increased at the higher and lower socioeconomic level.

By socioeconomic level, and compared to the previous month, the CCI decreased 1.8 pps in the medium strata, but it increased 1.4 pps in the lower strata and 1.2 pps in the higher strata.

Table 3. Evolution of the CCI by income level

Income level. Balance %	2021	2022	
	March	February	March
High	-8,4	-18,2	-17,0
Medium	-8,0	-12,6	-14,4
Low	-15,4	-22,5	-21,1
Total	-11,4	-17,5	-17,8

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Housing. The willingness to buy a house decreased 1.2 pps compared to last month. By cities, this indicator increased in two of the five analyzed cities relative to February 2022.

In March, the indicator of willingness to buy a house was -16.2%, 1.2 pps lower than the previous month (-15.0%). For this month, willingness to buy a house increased in Bogotá (7.4 pps) and in Medellín (6.4 pps); while it decreased in Cali (44.0 pps), Bucaramanga (8.3 pps) and in Barranquilla (4.4 pps) compared to February 2022.

Table 4. Willingness to buy a house by cities

City. Balance %	2021	2022	
	March	February	March
Bogotá	-16,0	-17,5	-10,1

Medellín	7,5	-26,4	-20,0
Cali	7,3	6,8	-37,2
Barranquilla	-3,4	1,1	-3,3
Bucaramanga	1,5	-36,1	-44,4
Total	-7,1	-15,0	-16,2

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 March, willingness to buy a house showed an increase compared to last month of 14.3 pps in the medium strata. In contrast, it showed a decrease of 63.8 pps in the upper strata, and of 8.8 in the lower one compared to what was observed in February 2022.

Table 5. Willingness to buy a house by socioeconomic level

Income level. Balance %	2021	2022	
	March	February	March
High	22,5	13,8	-50,0
Medium	-4,4	-15,8	-1,5
Low	-13,8	-17,4	-26,2
Total	-7,1	-15,0	-16,2

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Durable goods. Willingness to buy furniture and home appliances increased 12.8 pps compared to the previous month. By cities, the indicator decreased in one of the five analyzed cities compared to February 2022.

The balance of answers about whether it is a good or bad moment to buy goods such as furniture and appliances was **-39.4%** in **March**. This represents an increase of **12.8 pps** compared to **February** 2022. Relative to last month, willingness to buy durable goods decreased in Bucaramanga (21.0 pps), but it increased in Medellín (24.7 pps), Barranquilla (23.7 pps), Bogotá (11.7 pps), and Cali (4.4 pps).

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

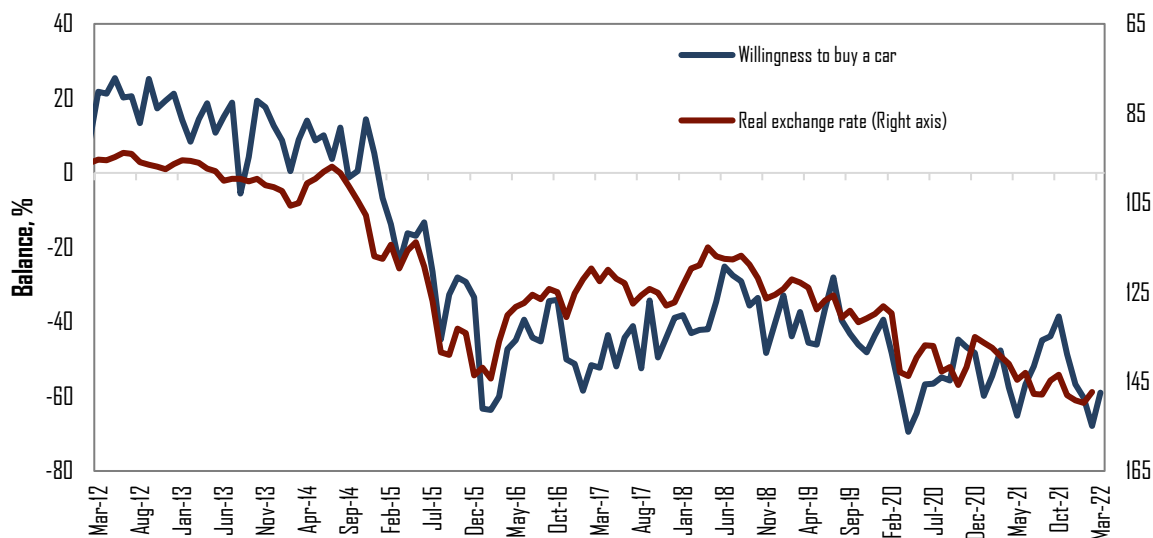
City. Balance %	2021	2022	
	March	February	March
Bogotá	-53,9	-55,5	-43,8
Medellín	-51,2	-62,8	-38,1
Cali	-51,4	-35,5	-31,1
Barranquilla	-49,7	-40,7	-17,0

Bucaramanga	-35,7	-36,2	-57,2
Total	-52,0	-52,2	-39,4

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

Vehicles. In March, the willingness to buy a vehicle registered a balance of -58.9%. This implies an increase of 9.0 pps compared to the previous month (-67.9%).

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



Note: Real exchange rate until February 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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