

Consumer Opinion Survey

November 2023

Bulletin 265

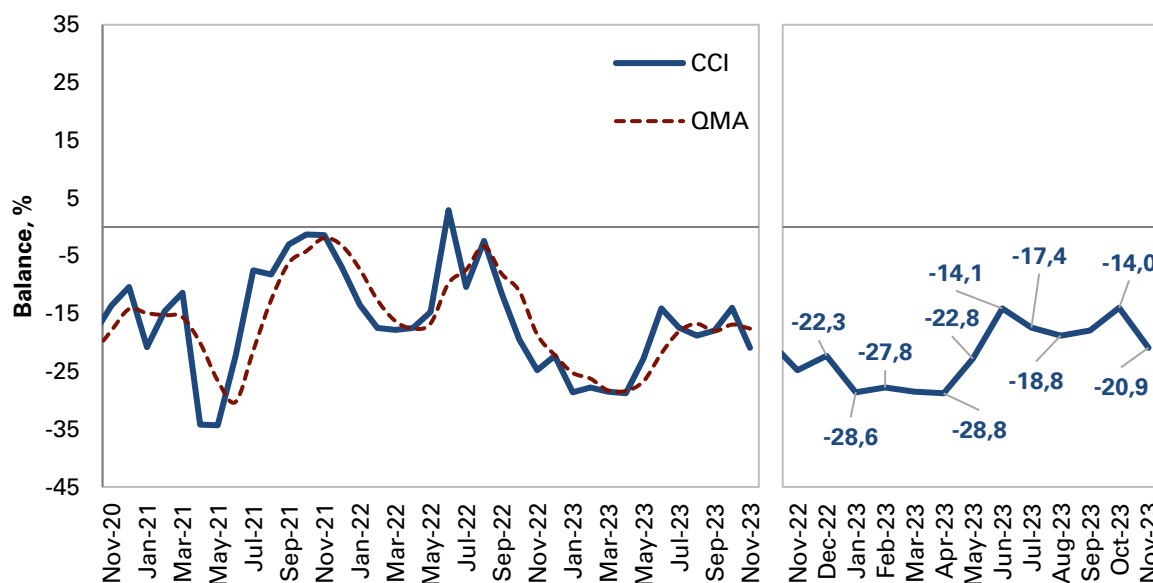


In November 2023, the Consumer Confidence Index (CCI) decreased by 6.9 percentage points (pps) compared to October 2023, reaching a balance of -20.9%. This decline is due to a 12.2 pps drop in the Consumer Expectations Index, which was partially offset by a 1.2 pps increase in the Economic Conditions Index.

In November, consumer confidence decreased in two out of the five analyzed cities and across all socioeconomic levels. The willingness to purchase housing, vehicles, and furniture and appliances increased compared to the previous month.

The results of the Consumer Opinion Survey (COS) for November reveal that the Consumer Confidence Index (CCI) experienced a decrease of 6.9 percentage points (pps) compared to the previous month, standing at -20.9%.

Graph 1. Consumer Confidence Index (CCI)



Source: Consumer Opinion Survey (COS) – Fedesarrollo. QMA: Quarterly moving average.

The decrease in consumer confidence compared to October 2023 was explained by a 12.2 percentage point (pps) drop in the Consumer Expectations Index, which was partially offset by a 1.2 pps increase in the Economic Conditions Index.

The Consumer Confidence Index (CCI) consists of five components detailed in Table 1. The first three components correspond to households' expectations for one year, while the remaining two reflect consumers' perception of the current economic situation. The first three components make up the Consumer Expectations Index (CEI), while the last two form the Economic Conditions Index (ECI).

Regarding October, the increase in the CCI was explained by a decline in the Consumer Expectations Index (12.2 pps), which was partially offset by an increase in the Economic Conditions Index (1.2 pps).

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

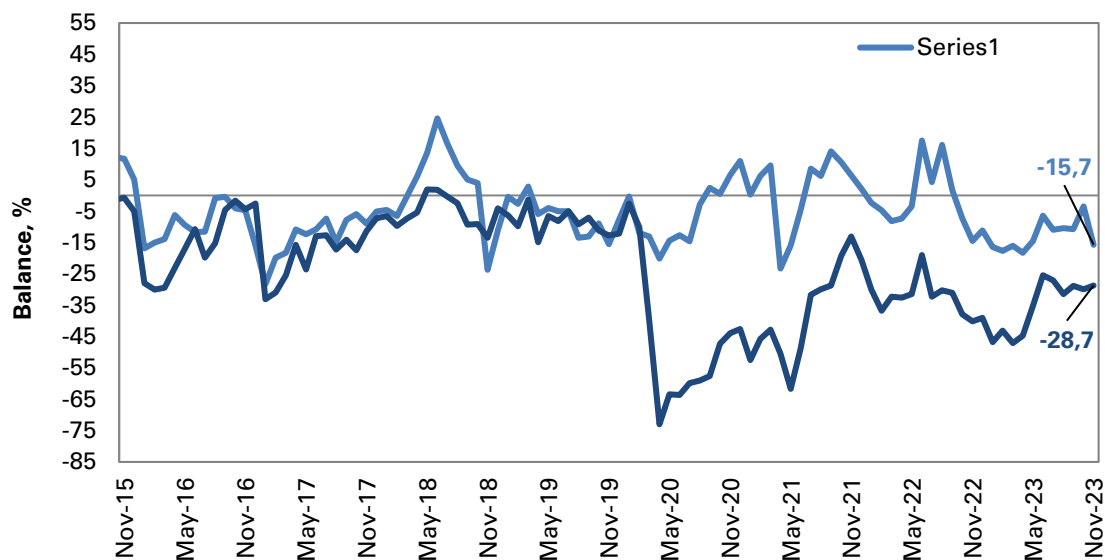
Variable / Balance %	2022	2023	
	November	October	November
Consumer Confidence Index - CCI	-24,8	-14,0	-20,9
A. Consumer Expectations Index - CEI	-14,5	-3,5	-15,7
- Do you think that within a year your household will economically do better, worse or the same than now?	5,4	13,0	7,1
- Do you think that within the next twelve months we will have good or bad economic times?	-36,3	-16,1	-35,0
- Do you think that the country's economic conditions will be better or worse within a year than they currently are?	-12,7	-7,3	-19,2
B. Economic Conditions Index - ECI	-40,2	-29,9	-28,7
- Do you think that your household is economically doing better or worse than a year ago?	-27,6	-26,0	-28,3
- Do you think this is a good time to purchase items such as furniture and household appliances?	-52,9	-33,8	-29,1

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

When comparing the results of the current fourth quarter of 2023¹ with those of the third quarter, there is a decrease of 0.8 pps and 0.4 pps in consumers' assessment of their households and their country's situation, respectively. Additionally, consumers' willingness to purchase durable goods stood at -31.5%, representing an increase of 4.6 pps compared to the balance recorded in the third quarter of 2023 (Graph 3).

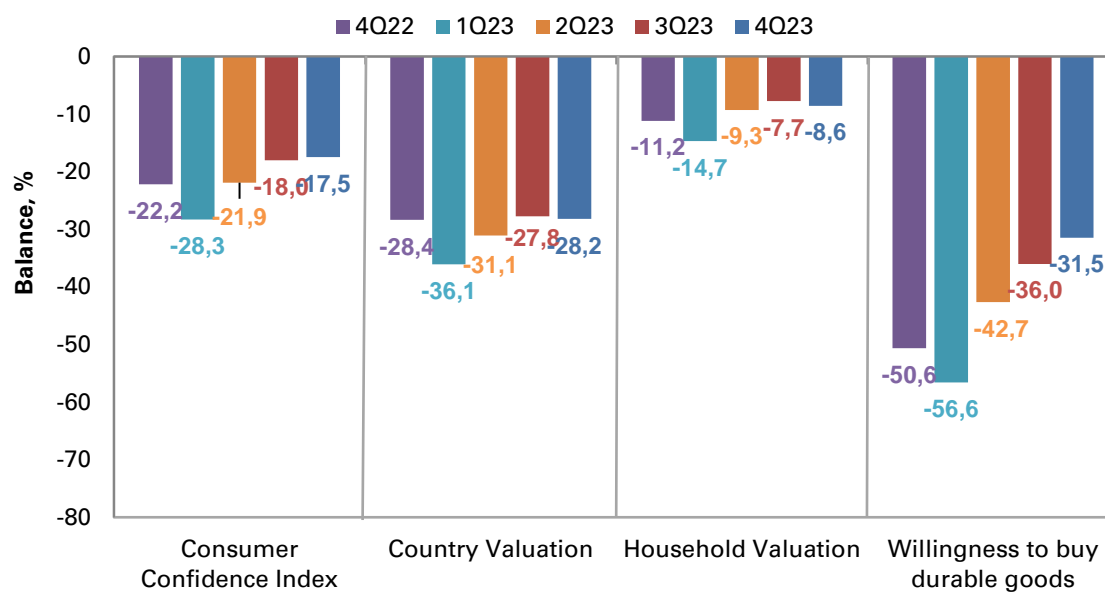
¹ Quarter up to November.

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 November, the CCI decreased in two out of the five analyzed cities compared to October 2023.

Compared to the previous month, the following variations in the CCI were recorded: - 11.6 pps in Bogotá, -4.7 pps in Medellín, 1.2 pps in Bucaramanga, 1.7 pps in Cali, and 8.2 pps in Barranquilla.

Table 2. Evolution of the CCI by cities

City, Balance %	2022		2023	
	November	October	November	October
Bogotá	-25,3	-9,4	-21,0	-11,6
Medellín	-32,4	-28,9	-33,6	-4,7
Cali	-17,0	-8,6	-6,9	1,2
Barranquilla	-15,6	-24,3	-16,1	1,7
Bucaramanga	-26,2	-21,8	-20,6	8,2
Total	-24,8	-14,0	-20,9	

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Socioeconomic level. Consumer confidence decreased across all socioeconomic levels compared to October.

In November 2023, a decrease of 6.8 pps, 11.9 pps, and 2.2 pps was recorded in the low, middle, and high strata, respectively, compared to the previous month.

Table 3. Evolution of the CCI by Socioeconomic level

Socioeconomic level. Balance %	2022		2023	
	November	October	November	October
High	-58,2	-43,8	-50,6	-6,6
Medium	-26,7	-12,3	-24,2	-2,5
Low	-19,1	-12,4	-14,6	4,7
Total	-24,8	-14,0	-20,9	

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Housing. The willingness to purchase housing increased by 7.3 pps compared to the previous month. By cities, this indicator increased in three out of the five analyzed cities relative to October 2023.

In November, the willingness to purchase housing increased by 7.3 pps compared to the previous month, reaching -38.5%. There is an increase in the cities of Medellín (17.1 pps), Bogotá (9.1 pps), and Barranquilla (7.0 pps), which were offset by decreases in Cali (-7.1 pps) and Bucaramanga (-7.4 pps).

Table 4. Willingness to buy a house by cities

City. Balance %	2022		2023
	November	October	November
Bogotá	-53,8	-48,9	-39,8
Medellín	-35,4	-60,8	-43,7
Cali	-14,2	-23,4	-30,5
Barranquilla	-28,0	-35,1	-28,1
Bucaramanga	-32,7	-36,9	-44,3
Total	-42,7	-45,8	-38,5

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Compared to the previous month, the willingness to purchase housing increased in both high and low socioeconomic levels.

When analyzed by socioeconomic level, it is observed that in November, the willingness to purchase housing increased by 26.2 pps and 14.1 pps in the high and low socioeconomic levels, respectively. Meanwhile, in the middle socioeconomic level, there was a decrease of 1.9 pps relative to the previous month.

Table 5. Willingness to buy a house by socioeconomic level

Income level. Balance %	2022		2023
	November	October	November
High	-34,3	-79,2	-53,0
Medium	-42,2	-48,3	-50,2
Low	-44,2	-40,1	-26,0
Total	-42,7	-45,8	-38,5

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Durable goods. Durable goods. The willingness to purchase furniture and appliances increased by 4.7 pps compared to October 2023. By cities, this indicator increased in four out of the five analyzed cities compared to the previous month.

In November, the percentage of positive responses regarding whether it is a good or bad time to buy goods such as furniture and appliances recorded a balance of -29.1%, representing an increase of 4.7 pps compared to the previous month. When analyzed by cities, an increase in the willingness to purchase durable goods of 26.7 pps in Barranquilla, 10.6 pps in Medellín, 2.3 pps in Cali, and 1.8 pps in Bogotá was observed. Meanwhile, there is a decrease of 2.3 pps in Bucaramanga.

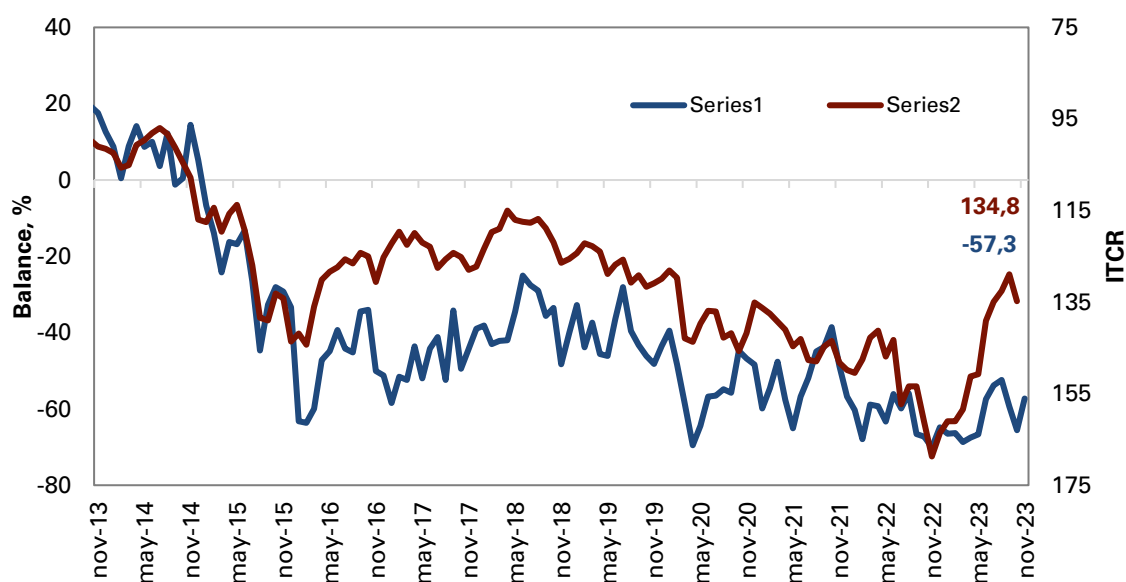
Table 6. Willingness to buy furniture and home appliances by cities

City. Balance %	2022		2023
	November	October	November
Bogotá	-57,9	-30,2	-28,4
Medellín	-52,3	-60,0	-49,4
Cali	-45,5	-16,1	-13,8
Barranquilla	-29,1	-36,2	-9,5
Bucaramanga	-51,0	-38,0	-40,3
Total	-52,9	-33,8	-29,1

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Vehicles. In November, the willingness to purchase a vehicle recorded a balance of **-57.3%**, representing an increase of **8.3 pps** compared to the previous month (**-65.6%**).

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



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

*Real exchange rate up to October 2023.



FEDESARROLLO
Centro de Investigación Económica y Social

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

+57 1 3259777 ext. 340
comercial@fedesarrollo.org.co

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Comments to Carlos Alfredo Ayala Betancourt: cayala@fedesarrollo.org.co