

# Consumer Opinion Survey

## October

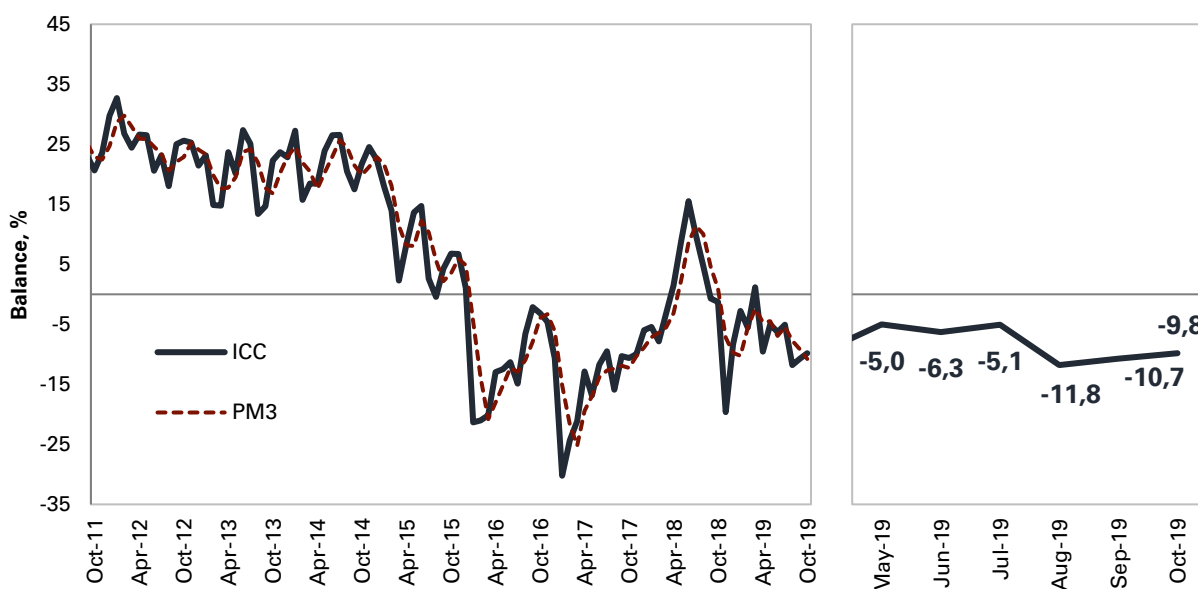
### 2019



In October, the Consumer Confidence Index (CCI) recorded a balance of -9.8%. This represents an increase of 0.9 percentage points (pps) compared to the previous month. Compared to September 2019, the increase was due to an increment in the Consumer Expectations Index, while the Economic Conditions Index presents a reduction. Consumer confidence increased in three of the five analyzed cities compared to September 2019. Meanwhile, to buy furniture and home appliances increased relative to the last month.

According to the results of the Consumer Opinion Survey (COS) of October, the Consumer Confidence Index (CCI) recorded a balance of -9.8%. This value represents an increase of 0.9 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 September 2019 was due to an increment in the Consumer Expectations Index, while the Economic Conditions Index presents a reduction.**

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 increment of the CCI compared to September is explained by an increase of 4.2 pps in the Consumer Expectations Index, while the Economic Conditions Index decrease 4.1 pps.

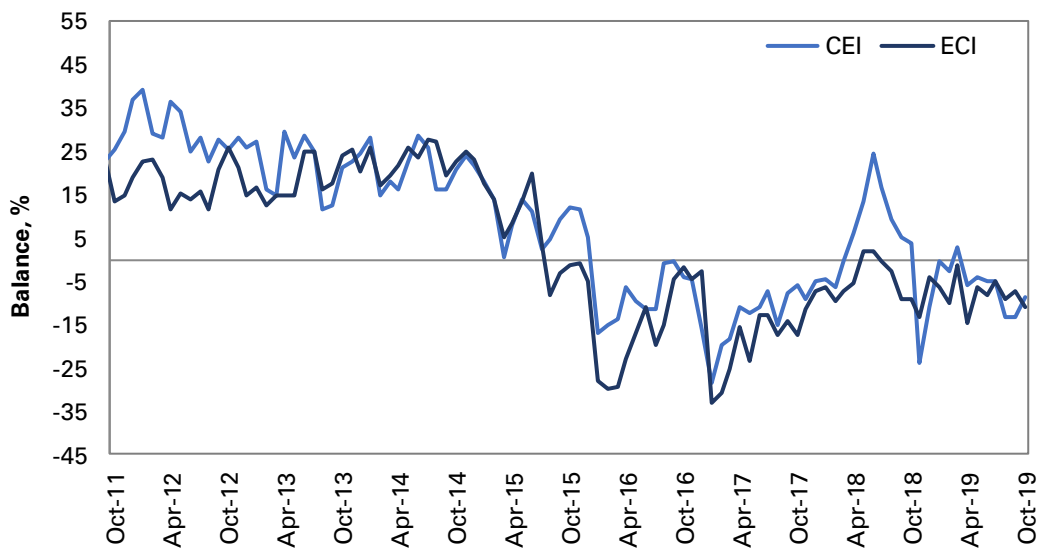
**Table 1. Evolution of CCI Components**  
(Balances between favorable and unfavorable responses, %)

Variable / Balance %	2018	2019	
	October	September	October
<b>Consumer Confidence Index - CCI</b>	<b>-1,3</b>	<b>-10,7</b>	<b>-9,8</b>
<b>A. Consumer Expectations Index - CEI</b>	<b>3,9</b>	<b>-13,1</b>	<b>-8,9</b>
-Do you think that within a year your household will economically do better, worse or the same than now?	28,9	18,3	18,5
-Do you think that within the next twelve months we will have good or bad economic times?	-13,0	-38,1	-27,5
-Do you think that the country's economic conditions will be better or worse within a year than they currently are?	-4,1	-19,6	-17,6
<b>B. Economic Conditions Index - ECI</b>	<b>-9,2</b>	<b>-7,1</b>	<b>-11,2</b>
- Do you think that your household is economically doing better or worse than a year ago?	-10,5	-5,9	-14,5
-Do you think this is a good time to purchase items such as furniture and household appliances?	-7,8	-8,3	-7,9

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

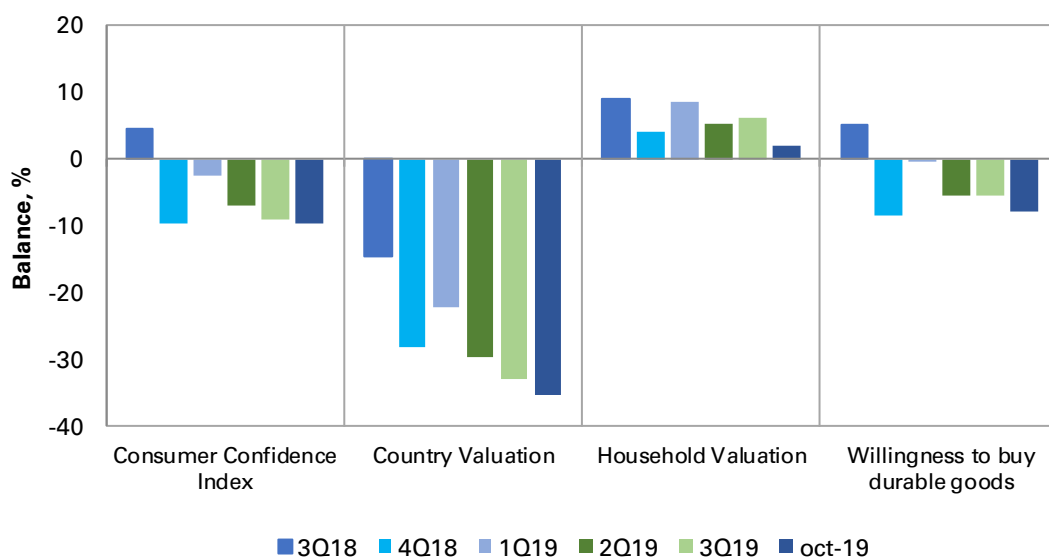
When comparing the results of October 2019 with the observed average during the third quarter of 2019, consumer's assessment of their households' situation decreased 4.1 pps and the consumer's assessment of the country decreased 2.4 pps. On the other hand, consumer's willingness to buy durable goods was -7.9%, this represents an decrease of 2.5 pps relative to the average balance recorded during the third quarter of 2019 (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 October, the CCI increased in three of the five surveyed cities compared to September 2019.

The CCI increased compared to the previous month in Barranquilla (7.0 pps), Medellín (6.8 pps) and Cali (2.5 pps), but decreased in Bogotá (2.3 pps) and Bucaramanga (0.4 pps).

**Table 2. Evolution of the CCI by cities**

City, Balance %	2018	2019	
	October	September	October
Bogotá	-5,3	-14,7	-17,0
Medellín	-1,0	-7,9	-1,2
Cali	8,3	-1,9	0,6
Barranquilla	2,9	-2,3	4,7
Bucaramanga	11,3	-14,0	-14,4
<b>Total</b>	<b>-1,3</b>	<b>-10,7</b>	<b>-9,8</b>

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

**Socioeconomic level. In October, consumer confidence increased in the upper and low strata compared to the previous month.**

By socioeconomic level and compared to the previous month, the CCI increased 9.7 pps in the upper strata and 7.6 pps in the low strata, but decreased 6.8 pps in the middle strata.

**Table 3. Evolution of the CCI by income level**

Income Level Balance %	2018	2019	
	October	September	October
High	13,0	-18,1	-8,4
Medium	-6,0	-12,0	-18,8
Low	1,6	-8,4	-0,8
<b>Total</b>	<b>-1,3</b>	<b>-10,7</b>	<b>-9,8</b>

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

**Housing. The willingness to buy a house decreased 2.3 pps compared to last month. By cities, this indicator increased in Cali and Barranquilla relative to September 2019.**

In September, the willingness to buy a house was 1.5%, 2.3 pps lower than the previous month. For this month, willingness to buy a house increased in Cali (15.4 pps) and Barranquilla (9.0 pps) while it decreased in Bogotá (8.4 pps), Bucaramanga (6.2 pps) and Medellín (4.5 pps) compared to what was observed in September 2019.

**Table 4. Willingness to buy a house by cities**

City Balance %	2018		2019
	October	September	October
Bogotá	-13,7	1,0	-7,4
Medellín	10,5	4,6	0,1
Cali	46,8	12,7	28,1
Barranquilla	14,4	12,9	21,8
Bucaramanga	10,7	-9,6	-15,8
<b>Total</b>	<b>2,5</b>	<b>3,8</b>	<b>1,5</b>

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

**Compared to the previous month, willingness to buy a house increased in the low strata.**

When analyzing by socioeconomic level in October, willingness to buy a house showed an increase compared to last month in the low strata (5.1 pps), while it decreased in the high (15.6 pps) and middle (8.5 pps) strata compared to what was observed in September 2019.

**Table 5. Willingness to buy a house by socioeconomic level**

Income level Balance %	2018		2019
	October	September	October
High	5,2	-23,6	-39,1
Medium	-8,5	-0,3	-8,8
Low	13,2	11,6	16,8
<b>Total</b>	<b>2,5</b>	<b>3,8</b>	<b>1,5</b>

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

**Durable goods. Willingness to buy furniture and home appliances increased 0,4 pps compared to the previous month. By cities, this indicator increased in Medellín, Barranquilla and Cali compared to what was observed in September 2019.**

The balance of answers about whether it is a good or bad time to buy goods such as furniture and appliances was -7.9% in September. This represents an increase of 0.4 pps compared to September 2019. Relative to last month, willingness to buy durable goods increased in Medellín (13.7 pps), Barranquilla (6.9 pps) and Cali (3.0 pps), but decreased in Bogotá (5.0 pps) and Bucaramanga (2.9 pps).

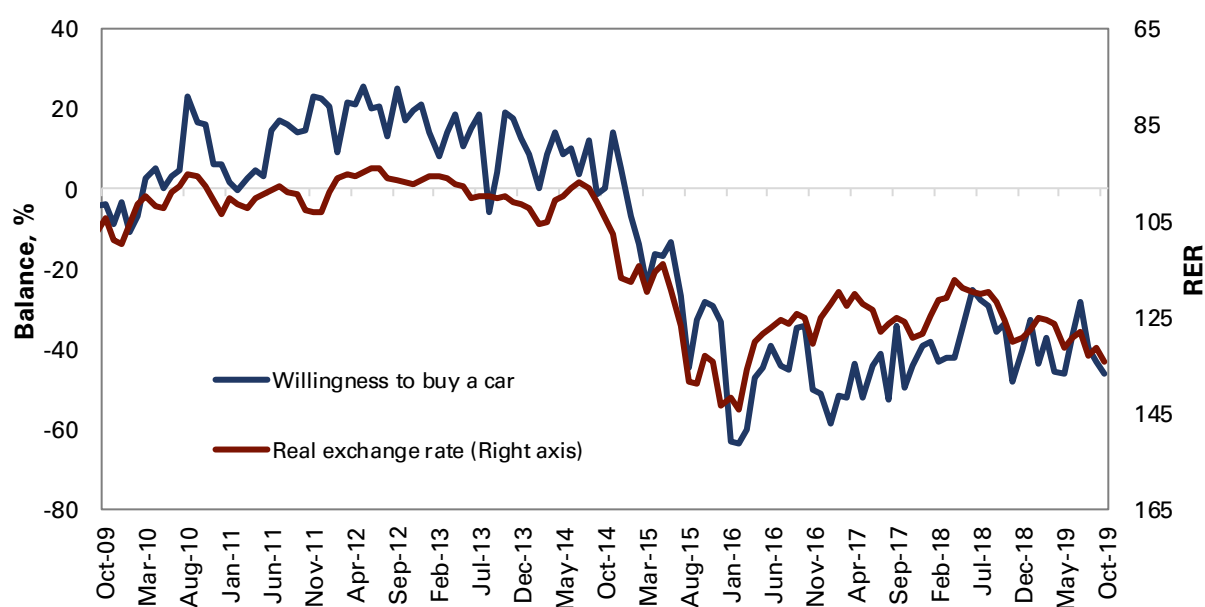
**Table 6. Willingness to buy furniture and home appliances by cities**

City. Balance %	2018		2019	
	Se	July	August	
Bogotá	-21,0	-13,0	-17,9	
Medellín	-12,1	-5,6	8,1	
Cali	28,3	-2,4	0,5	
Barranquilla	20,2	12,5	19,4	
Bucaramanga	8,2	-12,6	-15,6	
<b>Total</b>	<b>-7,8</b>	<b>-8,3</b>	<b>-7,9</b>	

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

**Vehicles.** In October, the willingness to buy a vehicle registered a balance of **-46.1%**. This implies a decrease of 2.9 pps compared to the previous month (-43.2).

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



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



**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](mailto:comercial@fedesarrollo.org.co)

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Comments to Daiyan Andrea Correa Jimenez: [dcorrea@fedesarrollo.org.co](mailto:dcorrea@fedesarrollo.org.co)