

Consumer Opinion Survey

August 2024

Bulletin 274



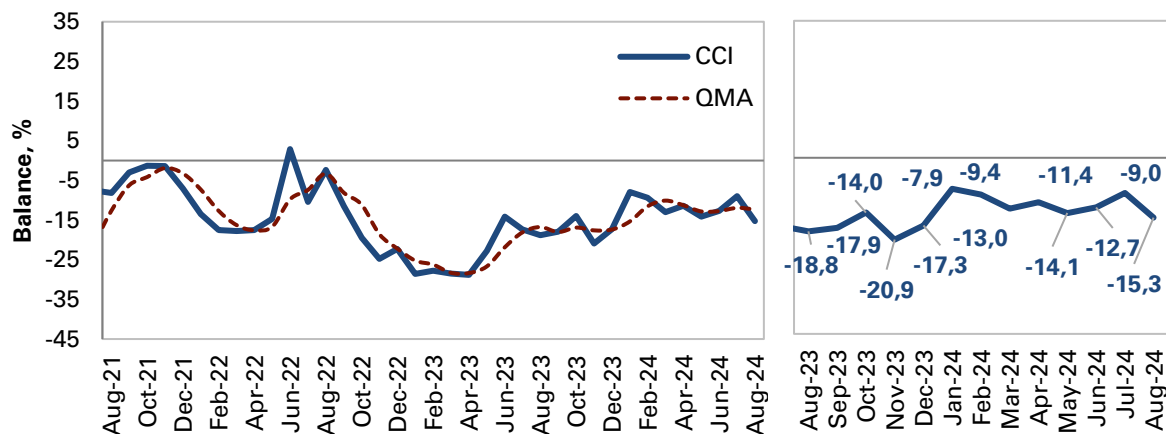
In August 2024, the Consumer Confidence Index (CCI) reached a balance of -15.3%, decreasing by 6.3 percentage points compared to July 2024 (-9.0%). This result was due to an 11.8 percentage point decrease in the Economic Conditions Index and a 2.5 percentage point decrease in the Consumer Expectations Index. Compared to August 2023 (-18.8), the CCI increased by 3.5 percentage points.

When comparing the results of the third quarter of 2024 with those of the second quarter of 2024, an increase in consumer confidence is observed, as well as in their assessment of their household situation and willingness to purchase durable goods. On the other hand, consumers' assessment of their country's situation decreased compared to the previous quarter.

In August, consumer confidence decreased in three of the five cities analyzed and in the middle and low socioeconomic levels, compared to July 2024. Additionally, the willingness to purchase housing, vehicles, and durable goods decreased compared to July 2024.

The results of the August Consumer Opinion Survey (COS) reveal that the Consumer Confidence Index (CCI) reached a balance of -15.3%, registering a decrease of 6.3 percentage points compared to the previous month (-9.0%) and an increase of 3.5 percentage points compared to August 2023 (-18.8%) (Graph 1).

Graph 1. Consumer Confidence Index (CCI)



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

The decline in consumer confidence compared to July 2024 was due to an 11.8 percentage point decrease in the Economic Conditions Index and a 2.5 percentage point decrease in the Consumer Expectations Index (Graph 2). When compared to the same month of the previous year, the increase in consumer confidence was driven by an 8.3 percentage point rise in the Economic Conditions Index and a 0.4 percentage point rise in the Consumer Expectations Index.

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

Compared to July 2024, the decline in the CCI in August was explained by an 11.8 percentage point decrease in the ECI, from -11.4% to -23.2%, and a 2.5 percentage point decrease in the CEI, from -7.5% to -10.0%. Compared to August 2023, an 8.3 percentage point increase was observed in the ECI, from -31.5% to -23.2%, and a 0.4 percentage point increase in the CEI, from -10.4% to -10.0%.

Table 1. Evolution of CCI Components

(Balances between favorable and unfavorable responses, %)

Variable / Balance %	2023	2024	
	August	July	August
Consumer Confidence Index - CCI	-18,8	-9,0	-15,3
A. Consumer Expectations Index - CEI	-10,4	-7,5	-10,0
- Do you think that in a year your household will economically do better, worse or the same than now?	5,7	12,4	17,6
- Do you think that within the next twelve months we will have good or bad economic times?	-27,7	-19,7	-32,3
- Do you think that the country's economic conditions will be better or worse in a year than they currently are?	-9,2	-15,1	-15,3
B. Economic Conditions Index - ECI	-31,5	-11,4	-23,2
- Do you think that your household is economically doing better or worse than a year ago?	-24,0	-10,8	-22,8
- Do you think this is a good time to purchase items such as furniture and household appliances?	-39,0	-12,0	-23,6

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

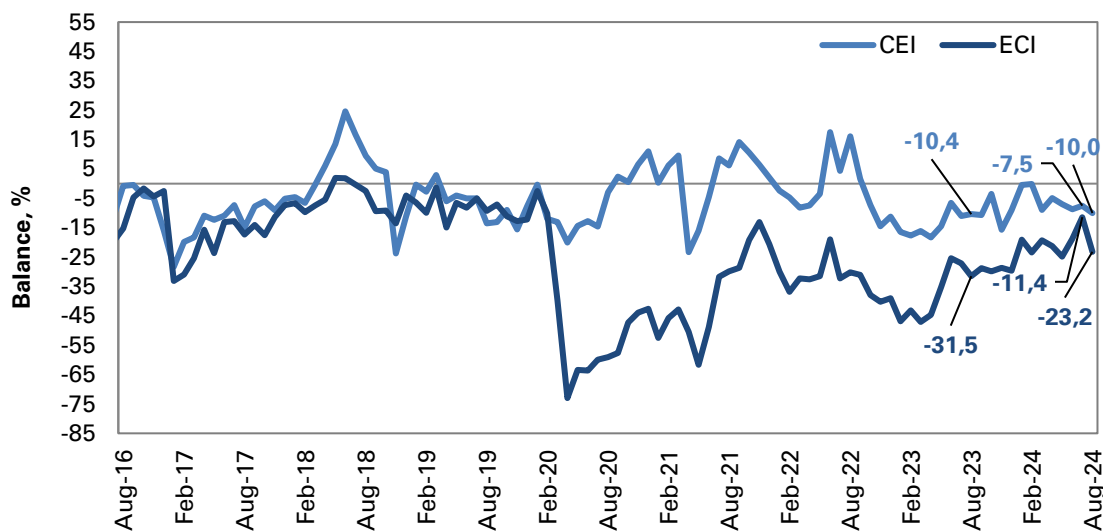
When comparing the results of the third quarter of 2024¹ with those of the second quarter of the same year, a 0.5 percentage point increase in the Consumer Confidence Index (CCI) is observed, rising from -12.7% to -12.2%. Similarly, consumers' assessment of their household situation and willingness to purchase durable goods increased by 1.0 percentage

¹ Quarter up to August.

point and 7.5 percentage points, respectively. On the other hand, consumers' assessment of their country's situation decreased by 3.7 percentage points compared to the balance recorded in the second quarter of 2024 (Graph 3).

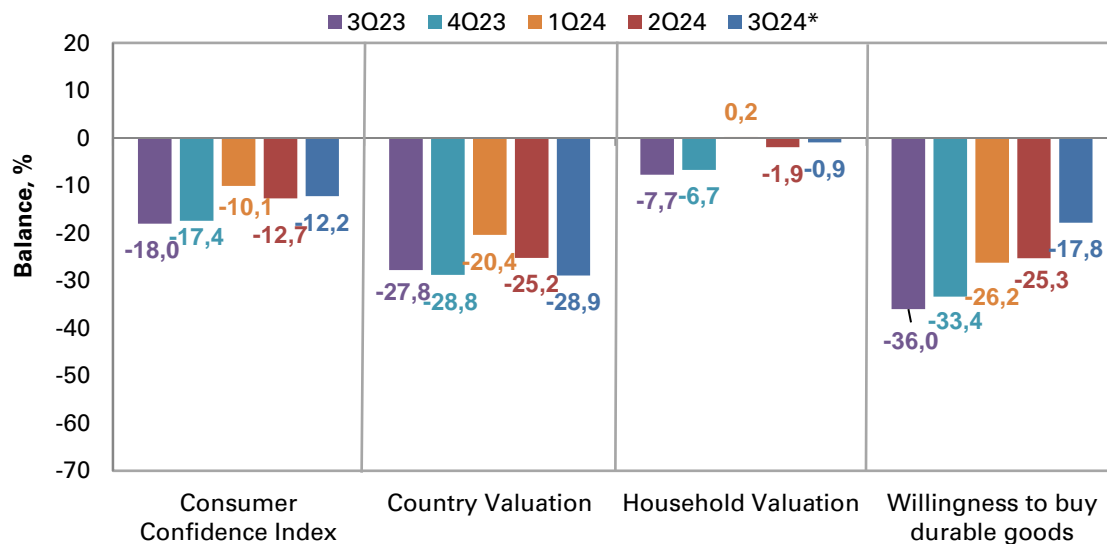
Compared to the same quarter of the previous year, a 5.8 percentage point increase in the CCI (3Q23: -18.0%) is observed, along with a 6.8 percentage point increase in consumers' assessment of their household situation and an 18.2 percentage point increase in the willingness to purchase durable goods. Conversely, consumers' assessment of their country's situation decreased by 1.1 percentage points compared to the balance recorded in the third quarter of 2023.

Graph 2. Consumer Expectations Index (CEI) and 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. *Quarter up to August.

Cities. In August 2024, the Consumer Confidence Index (CCI) decreased in three of the five cities analyzed compared to July 2024.

The following variations in the CCI were recorded compared to the previous month: -15.3 percentage points in Barranquilla, -10.0 percentage points in Bogotá, -1.4 percentage points in Bucaramanga, 0.3 percentage points in Cali, and 4.1 percentage points in Medellín (Table 2).

Table 2. Evolution of the CCI by cities

City. Balance %	2023	2024	
	August	July	August
Bogotá	-18,4	-4,2	-14,2
Medellín	-29,4	-32,1	-28,0
Cali	-10,5	-7,6	-7,3
Barranquilla	-9,9	4,7	-10,6
Bucaramanga	-25,0	-11,5	-12,9
Total	-18,8	-9,0	-15,3

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Socioeconomic level. Consumer confidence decreased in the middle and lower socioeconomic levels compared to July 2024.

In August 2024, a decrease of 3.0 percentage points was recorded in the middle socioeconomic level and a 10.6 percentage point decrease in the lower level compared to July of the same year. On the other hand, an increase of 7.6 percentage points was observed in the upper socioeconomic level compared to the previous month (Table 3).

Table 3. Evolution of the CCI by Socioeconomic level

Socioeconomic level. Balance %	2023	2024	
	August	July	August
High	-45,5	-38,5	-30,9
Medium	-13,8	-7,1	-10,1
Low	-21,0	-8,1	-18,7
Total	-18,8	-9,0	-15,3

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Housing. The willingness to purchase housing decreased by 1.6 percentage points compared to the previous month and increased by 17.0 percentage points compared to August 2023. When analyzed by city, it is observed that the willingness to purchase housing decreased in four of the five cities analyzed compared to July 2024.

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Table 4. Willingness to purchase housing by cities

City. Balance %	2023		2024	
	August	July	July	August
Bogotá	-52,5	-33,4	-33,4	-28,6
Medellín	-42,8	-21,1	-21,1	-38,6
Cali	-32,9	-22,6	-22,6	-24,8
Barranquilla	-20,1	0,7	0,7	-1,4
Bucaramanga	-42,2	-16,6	-16,6	-39,6
Total	-45,2	-26,6	-26,6	-28,2

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Compared to the previous month, the willingness to purchase housing decreased in the upper and lower socioeconomic levels.

When analyzed by socioeconomic level, it is observed that in August 2024, the willingness to purchase housing decreased by 3.6 percentage points in the upper socioeconomic level and by 8.9 percentage points in the lower level compared to July of the same year. Meanwhile, an increase of 6.3 percentage points was recorded in the middle socioeconomic level compared to the previous month (Table 5).

Table 5. Willingness to purchase housing by socioeconomic level

Income level. Balance %	2023		2024	
	August	July	July	August
High	-76,2	-30,2	-30,2	-33,8
Medium	-51,0	-27,2	-27,2	-20,9
Low	-36,7	-25,7	-25,7	-34,6
Total	-45,2	-26,6	-26,6	-28,2

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Durable goods. The willingness to purchase furniture and appliances decreased by 11.6 percentage points compared to July 2024. However, an increase of 15.4 percentage points was recorded compared to August 2023. By cities, this indicator decreased in three of the five cities analyzed compared to the previous month.

In August 2024, the percentage of positive responses regarding whether it is a good or bad time to purchase goods such as furniture and appliances registered a balance of -23.6%, representing a decrease of 11.6 percentage points compared to the previous month (-12.0%). When analyzed by city, a decrease in the willingness to purchase durable goods was observed, with a drop of 20.4 percentage points in Barranquilla, 18.0 percentage points in Bogotá, and 10.4 percentage points in Medellín. Conversely, an increase of 11.0

percentage points was recorded in Bucaramanga and 14.6 percentage points in Cali compared to the previous month (Table 6).

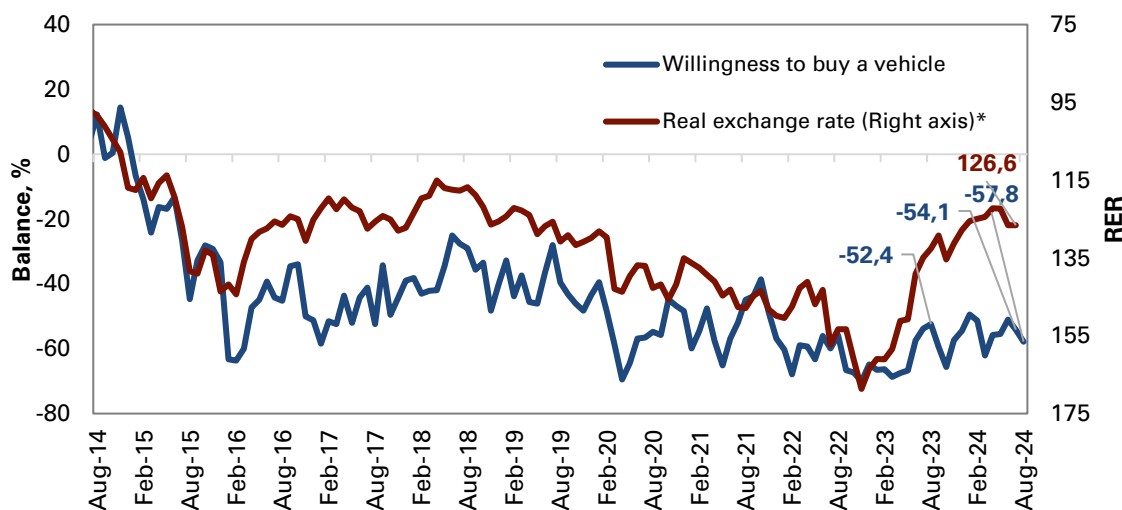
Table 6. Willingness to buy furniture and home appliances by cities

City. Balance %	2023		2024	
	August	July	July	August
Bogotá	-38,7	-5,2	-5,2	-23,2
Medellín	-50,4	-30,3	-30,3	-40,7
Cali	-27,1	-26,2	-26,2	-11,6
Barranquilla	-22,2	5,1	5,1	-15,3
Bucaramanga	-66,2	-25,2	-25,2	-14,2
Total	-39,0	-12,0	-12,0	-23,6

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Vehicles. In August 2024, the willingness to purchase a vehicle registered a balance of -57.8%, representing a decrease of 3.7 percentage points compared to the previous month (-54.1%). Compared to August 2023 (-52.4%), the willingness to purchase a vehicle decreased by 5.4 percentage points (Graph 4).

Graph 4. Willingness to purchase a vehicle vs. real exchange rate



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

*Real exchange rate up to July 2024.



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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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