Consumer Opinion Survey
December 2023
Bulletin 266

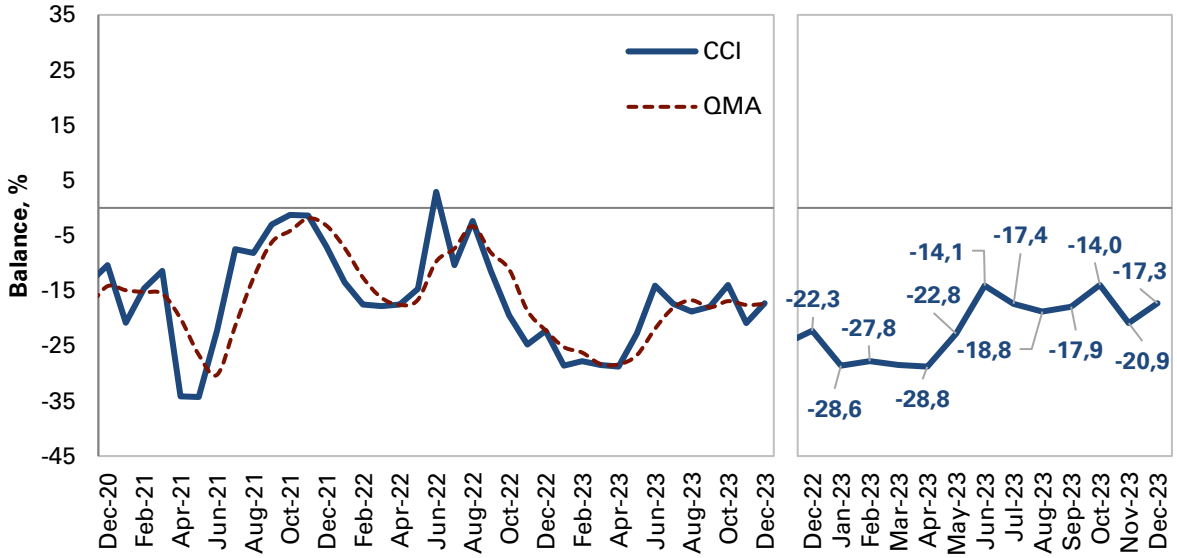
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Centro de Investigación Económica y Social

In December 2023, the Consumer Confidence Index (CCI) increased by 3.6 percentage points (pps) compared to November 2023, reaching a balance of -17.3%. This increase is due to a 6.6 pps rise in the Consumer Expectations Index, which was partially offset by a 0.9 pps decrease in the Economic Conditions Index.

In December, consumer confidence increased in all analyzed cities and in the high and middle socioeconomic levels. The willingness to purchase housing and furniture and household appliances decreased, while the willingness to purchase a vehicle increased compared to the previous month.

The results of the December Consumer Opinion Survey (EOS) reveal that the Consumer Confidence Index (CCI) experienced an increase of 3.6 percentage points (pps) compared to the previous month, reaching -17.3%.

Graph 1. Consumer Confidence Index (CCI)



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

The increase in consumer confidence compared to November 2023 was explained by a 6.6 percentage point increase in the Consumer Expectations Index, which was partially offset by a 0.9 percentage point decrease 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).

In relation to November, the increase in the CCI was explained by an increase in the Consumer Expectations Index (6.6 pps), which was partially offset by a decrease in the Economic Conditions Index (0.9 pps).

Table 1. Evolution of CCI Components

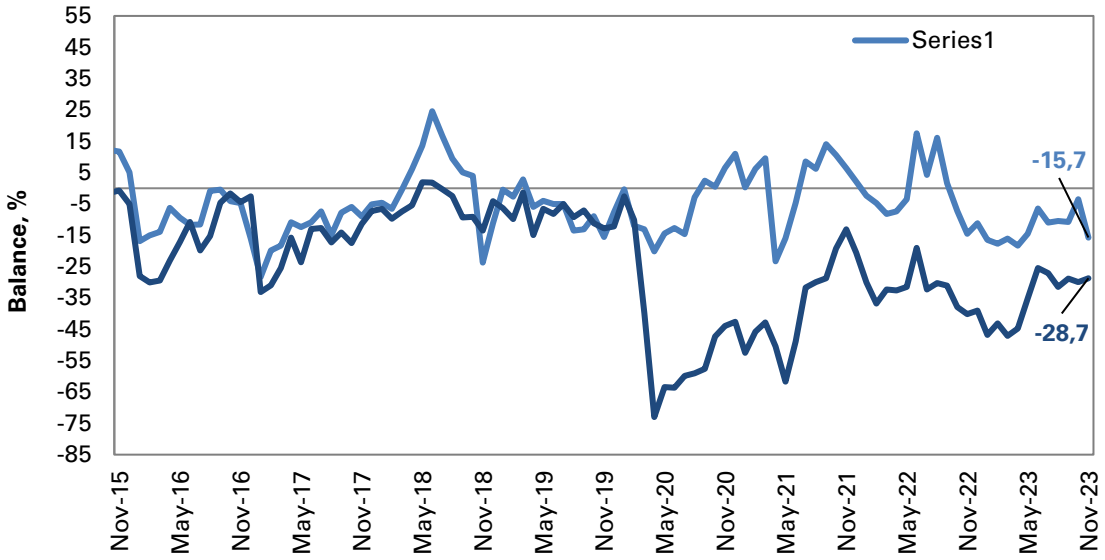
(Balances between favorable and unfavorable responses, %)

Variable / Balance %	2022	2023	
	Dicember	November	Dicember
Consumer Confidence Index - CCI	**-22,3**	**-20,9**	**-17,3**
A. Consumer Expectations Index - CEI	**-11,2**	**-15,7**	**-9,1**
- Do you think that within a year your household will economically do better, worse or the same than now?	5,5	7,1	15,8
- Do you think that within the next twelve months we will have good or bad economic times?	-28,2	-35,0	-28,2
- Do you think that the country's economic conditions will be better or worse within a year than they currently are?	-10,8	-19,2	-15,0
B. Economic Conditions Index - ECI	**-39,0**	**-28,7**	**-29,6**
- Do you think that your household is economically doing better or worse than a year ago?	-26,4	-28,3	-21,9
- Do you think this is a good time to purchase items such as furniture and household appliances?	-51,6	-29,1	-37,4

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

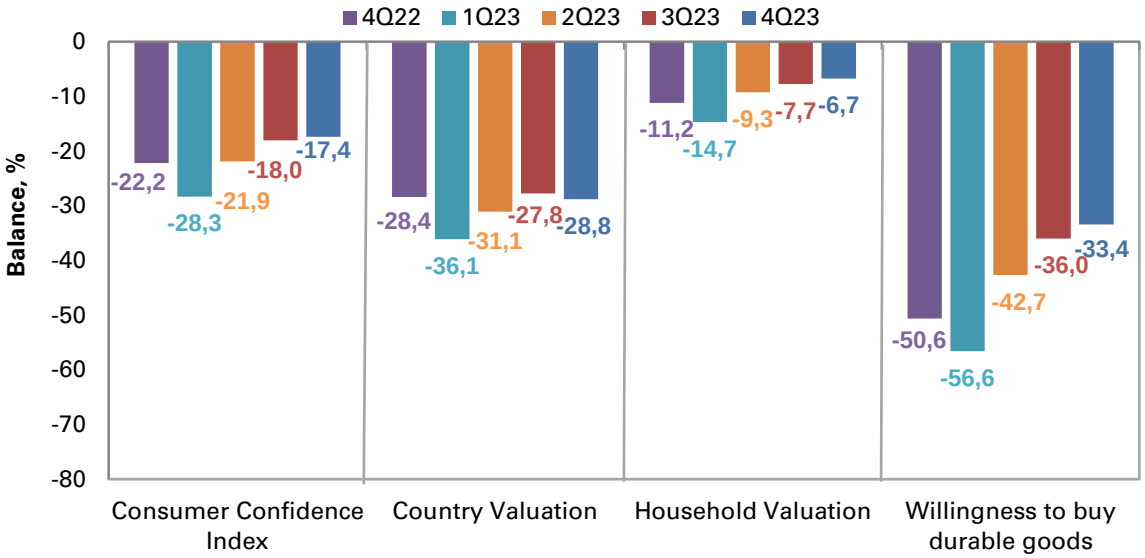
When comparing the results of the fourth quarter of 2023 with those of the third quarter, an increase of 1.0 percentage point is observed in consumers' assessment of their household situation and a decrease of 1.0 percentage point in the assessment of their country's situation. Additionally, consumers' willingness to purchase durable goods stood at -33.4%, representing an increase of 2.6 pps compared to the balance recorded in the third quarter of 2023 (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 December, the CCI increased in all analyzed cities compared to November 2023.

Compared to the previous month, the following variations in the CCI were recorded: 1.3 pps in Medellin, 1.6 pps in Cali, 3.2 pps in Bogotá, 3.5 pps in Bucaramanga, and 11.7 pps in Barranquilla.

Table 2. Evolution of the CCI by cities

City, Balance %	2022	2023	
	Dicember	November	Dicember
Bogotá	-27,1	-21,0	-17,8
Medellín	-27,1	-33,6	-32,3
Cali	-9,4	-6,9	-5,3
Barranquilla	-1,9	-16,1	-4,4
Bucaramanga	-7,6	-20,6	-17,1
Total	**-22,3**	**-20,9**	**-17,3**

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Socioeconomic level. Consumer confidence increased in the high and middle socioeconomic levels compared to November.

In December 2023, there was an increase of 6.7 pps and 8.1 pps in the high and middle strata, respectively. Meanwhile, in the low stratum, a decrease of 0.7 pps was observed compared to the previous month.

Table 3. Evolution of the CCI by Socioeconomic level

Socioeconomic level. Balance %	2022	2023	
	Dicember	November	Dicember
High	-31,1	-50,6	-43,9
Medium	-27,1	-24,2	-16,1
Low	-16,7	-14,6	-15,3
Total	**-22,3**	**-20,9**	**-17,3**

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Housing. The willingness to purchase housing decreased by 9.3 pps compared to the previous month. By cities, this indicator decreased in three out of the five cities analyzed relative to November 2023.

In December, the housing purchase readiness index decreased by 9.3 pps compared to the previous month, reaching -47.8%. A decrease is observed in the cities of Medellin (-16.2 pps), Bogotá (-15.5 pps), and Bucaramanga (-6.8 pps), which were offset by increases in Barranquilla (2.1 pps) and Cali (18.3 pps).

Table 4. Willingness to buy a house by cities

City. Balance %	2022	2023	
	Dicember	November	Dicember
Bogotá	-57,6	-39,8	-55,3
Medellín	-43,8	-43,7	-59,9
Cali	-35,2	-30,5	-12,2
Barranquilla	-5,0	-28,1	-26,0
Bucaramanga	-44,8	-44,3	-51,1
Total	**-48,1**	**-38,5**	**-47,8**

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Compared to the previous month, the willingness to purchase housing decreased in all socioeconomic levels.

When analyzed by socioeconomic level, it is observed that in December, the willingness to purchase housing decreased by 16.1 pps, 1.5 pps, and 15.5 pps in the high, medium, and low socioeconomic levels, respectively.

Table 5. Willingness to buy a house by socioeconomic level

Income level. Balance %	2022	2023	
	Dicember	November	Dicember
High	-81,2	-53,0	-69,1
Medium	-59,6	-50,2	-51,7
Low	-33,0	-26,0	-41,5
Total	**-48,1**	**-38,5**	**-47,8**

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Durable goods. The willingness to purchase furniture and household appliances decreased by 8.3 pps compared to November 2023. By cities, this indicator decreased in four out of the five cities analyzed compared to the previous month.

In December, the percentage of positive responses regarding whether it is a good or bad time to buy goods such as furniture and household appliances recorded a balance of -37.4%, representing a decrease of 8.3 pps compared to the previous month. When analyzed by cities, a decrease in the willingness to purchase durable goods of 13.7 pps in Bogotá, 12.0 pps in Barranquilla, 5.6 pps in Cali, and 4.5 pps in Bucaramanga was observed. Meanwhile, an increase of 8.0 pps was observed in Medellin.

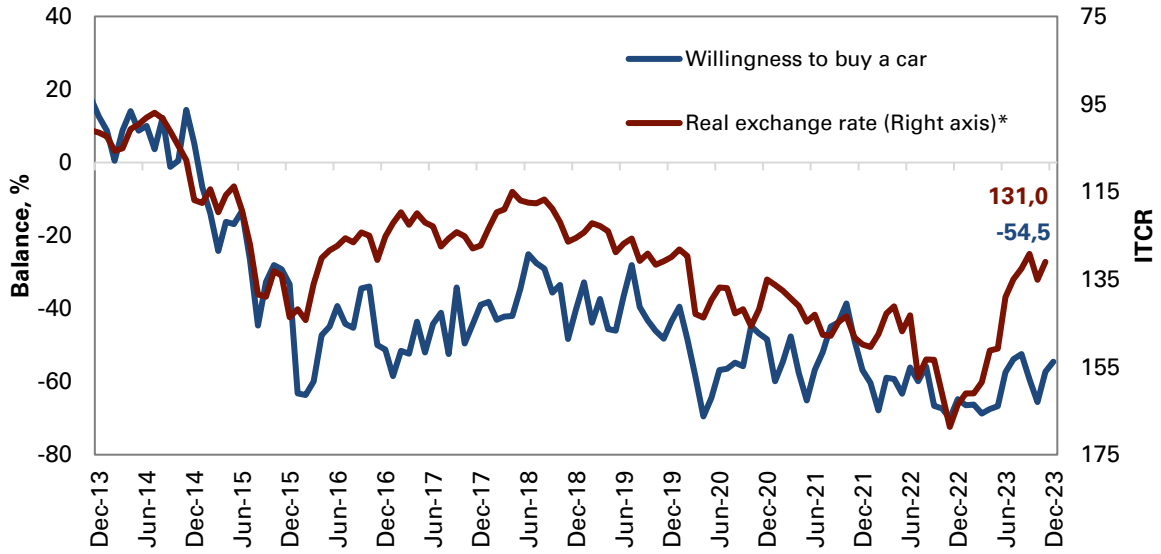
Table 6. Willingness to buy furniture and home appliances by cities

City. Balance %	2022	2023	
	Dicember	November	Dicember
Bogotá	-60,8	-28,4	-42,1
Medellín	-36,7	-49,4	-41,4
Cali	-44,1	-13,8	-19,4
Barranquilla	-31,2	-9,5	-21,5
Bucaramanga	-40,1	-40,3	-44,8
Total	**-51,6**	**-29,1**	**-37,4**

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Vehicles. In December, the willingness to purchase a vehicle recorded a balance of -54.5%, representing an increase of 2.8 pps compared to the previous month (-57.3%).

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 November 2023.

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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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