Consumer Opinion Survey
June 2023
Bulletin 260

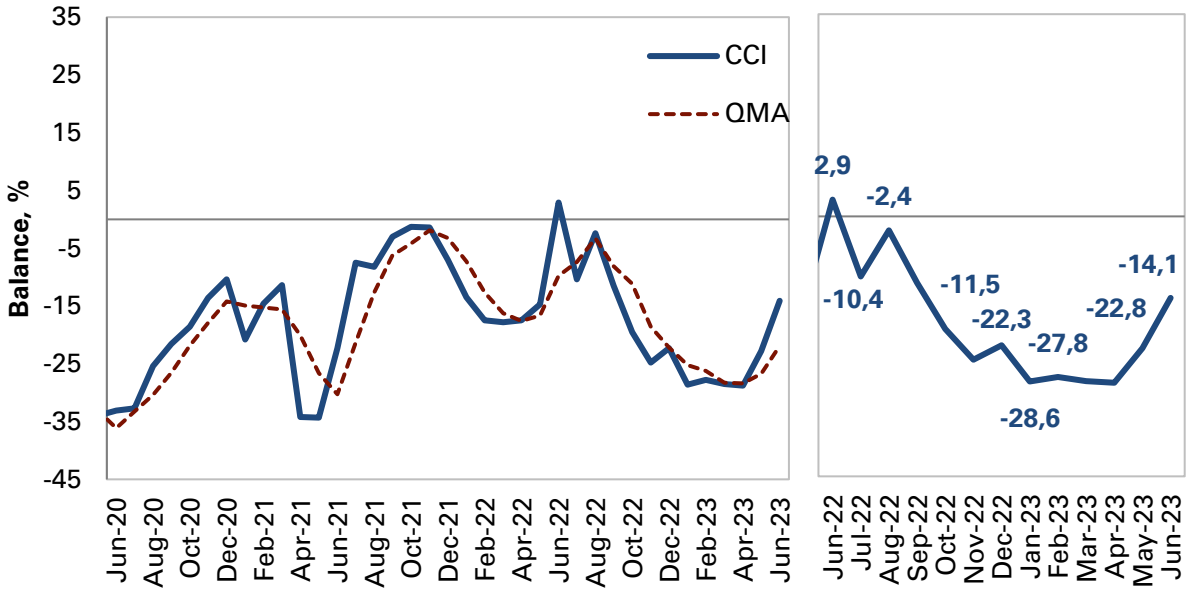
FEDESARROLLO
Centro de Investigación Económica y Social

In June 2023, the Consumer Confidence Index (CCI) increased by 8.7 percentage points (pps) compared to May 2023, reaching a balance of -14.1%. This improvement is mainly due to an 8.0 pps increase in the Consumer Expectations Index and a 9.8 pps increase in the Economic Conditions Index.

In the month of June, consumer confidence increased in all cities and socioeconomic strata analyzed. Additionally, the willingness to purchase housing, vehicles, furniture, and appliances increased compared to the previous month.

The results of the Consumer Opinion Survey (EOC) for June reveal that the Consumer Confidence Index (CCI) experienced an increase of 8.7 percentage points (pps) compared to the previous month, reaching -14.1%.

Graph 1. Consumer Confidence Index (CCI)



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

The improvement in consumer confidence compared to May 2023 due to an increase of 8.0 pps in the Consumer Expectations Index and an increase of 9.8 pps in the Economic Conditions Index.

The Consumer Confidence Index (CCI) has five components detailed in Table 1. The first three components correspond to household 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 make up the Economic Conditions Index (ECI).

Compared to May, the increase in the CCI was explained by an increase in the Consumer Expectations Index (8.0 pps) and the Economic Conditions Index (9.8 pps).

Table 1. Evolution of CCI Components

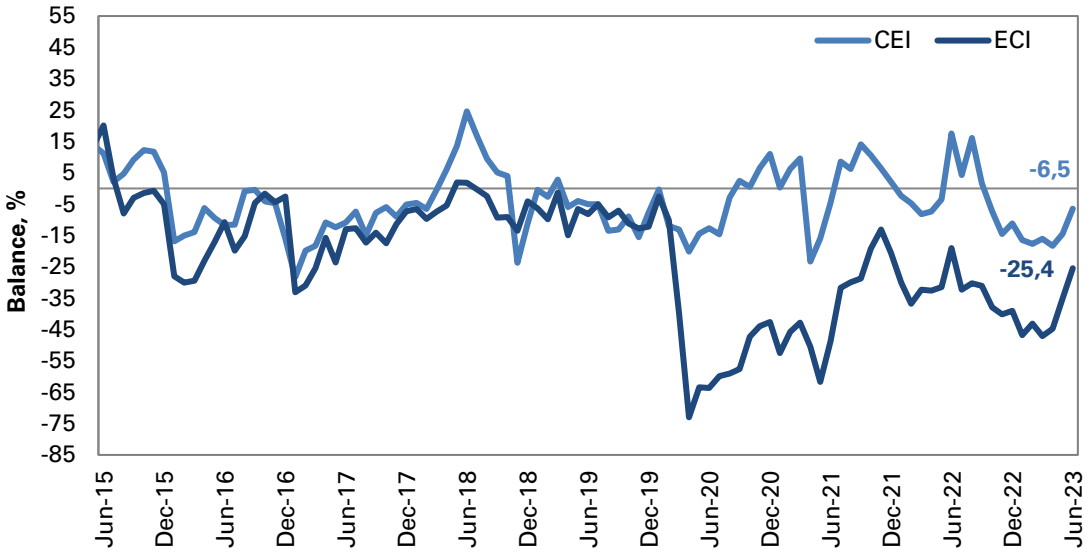
(Balances between favorable and unfavorable responses, %)

Variable / Balance %	2022	2023	
	June	May	June
Consumer Confidence Index - CCI	**2,9**	**-22,8**	**-14,1**
A. Consumer Expectations Index - CEI	**17,5**	**-14,5**	**-6,5**
- Do you think that within a year your household will economically do better, worse or the same than now?	28,6	10,3	15,3
- Do you think that within the next twelve months we will have good or bad economic times?	9,6	-35,4	-25,0
- Do you think that the country's economic conditions will be better or worse within a year than they currently are?	14,3	-18,4	-9,9
B. Economic Conditions Index - ECI	**-19,0**	**-35,2**	**-25,4**
- Do you think that your household is economically doing better or worse than a year ago?	-1,3	-26,4	-20,0
- Do you think this is a good time to purchase items such as furniture and household appliances?	-36,8	-44,1	-30,9

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

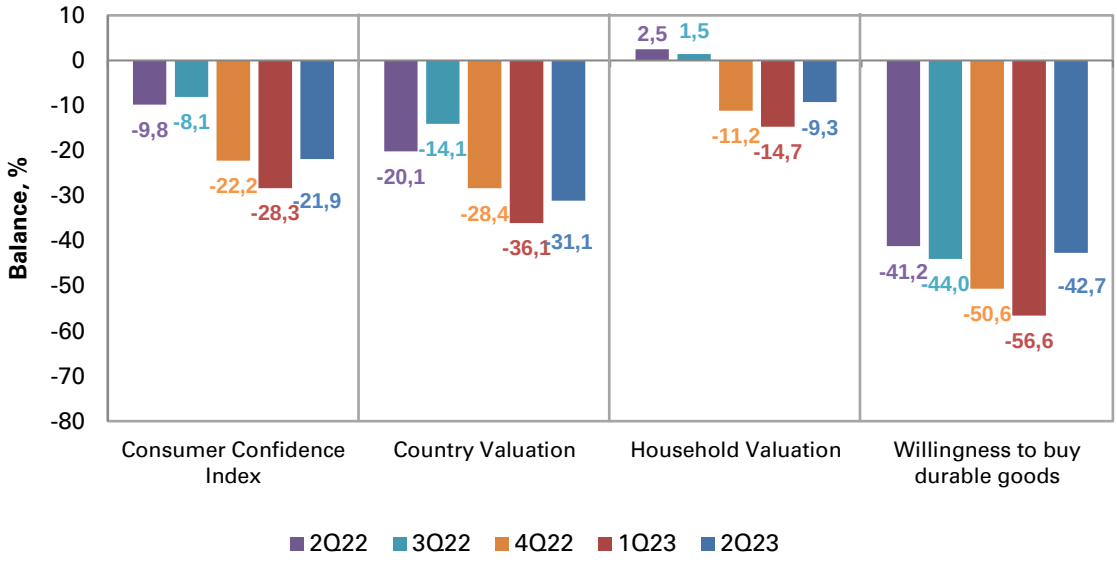
When comparing the results of the second quarter of 2023 to those of the first quarter, an increase of 5.4 pps and 5.0 pps is observed in consumers' assessment of their household and country's situation, respectively. Additionally, the willingness of consumers to purchase durable goods stood at -42.7% during the second quarter, representing an increase of 13.9 pps compared to the balance recorded in the first quarter of 2023 (Figure 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 June, the CCI increased in all the cities analyzed compared to May 2023.

Compared to the previous month, the following variations were recorded in the CCI: 20.8 pps in Barranquilla, 12.0 pps in Medellin, 11.3 pps in Bucaramanga, 6.6 pps in Bogota, and 3.0 pps in Cali

Table 2. Evolution of the CCI by cities

City, Balance %	2022	2023	
	June	May	June
Bogotá	3,1	-19,5	-12,9
Medellín	-0,9	-42,9	-30,9
Cali	0,4	-10,9	-7,9
Barranquilla	7,0	-16,3	4,5
Bucaramanga	16,2	-27,2	-15,9
Total	**2,9**	**-22,8**	**-14,1**

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Socioeconomic level. Consumer confidence increased in all the socioeconomic levels compared to May 2023.

In June 2023, there was an increase of 21.3 pps in the high socioeconomic stratum, 10.3 pps in the middle socioeconomic stratum, and 6.1 pps in the low socioeconomic stratum compared to the previous month.

Table 3. Evolution of the CCI by Socioeconomic level

Socioeconomic level. Balance %	2022	2023	
	June	May	June
High	-4,5	-56,3	-35,0
Medium	9,2	-20,6	-10,3
Low	-2,5	-21,1	-15,0
Total	**2,9**	**-22,8**	**-14,1**

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Housing. The willingness to purchase housing increased by 1.4 pps compared to the previous month. By cities, this indicator increased in four out of the five cities analyzed relative to May 2023.

In June, the willingness to purchase housing increased by 1.4 pps compared to the previous month, reaching -43.5%. There was an improvement in the cities of Barranquilla (25.7 pps), Bucaramanga (10.9 pps), Cali (6.4 pps), and Medellin (4.8 pps), although in Bogota (-5.0 pps) there was a decrease compared to May 2023.

Table 4. Willingness to buy a house by cities

City. Balance %	2022	2023	
	June	May	June
Bogotá	-22,0	-48,8	-53,8
Medellín	-20,4	-48,9	-44,1
Cali	-13,8	-28,0	-21,6
Barranquilla	14,9	-25,8	-0,1
Bucaramanga	-28,8	-57,2	-46,3
Total	**-18,2**	**-44,9**	**-43,5**

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

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

When analyzing by socioeconomic level, it is observed that in June, the willingness to purchase housing increased by 18.4 pps in the high socioeconomic level and 10.4 pps in the low socioeconomic level. On the other hand, in the medium socioeconomic level, there was a decrease of 9.5 pps compared to the previous month.

Table 5. Willingness to buy a house by socioeconomic level

Income level. Balance %	2022	2023	
	June	May	June
High	-26,4	-68,5	-50,1
Medium	-16,3	-46,7	-56,2
Low	-19,0	-40,7	-30,3
Total	**-18,2**	**-44,9**	**-43,5**

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Durable goods. The willingness to purchase furniture and appliances increased by 13.2 pps compared to May 2023. By cities, this indicator increased in all the cities analyzed compared to the previous month.

In June, the percentage of positive responses regarding whether it is a good or bad time to buy furniture and appliances had a balance of -30.9%, representing an increase of 13.2 pps compared to the previous month. When analyzing it by cities, an increase in the willingness to purchase durable goods was observed, with an increase of 29.1 pps in Bucaramanga, 26.3 pps in Barranquilla, 12.7 pps in Bogota, 7.8 pps in Cali, and 7.7 pps in Medellin.

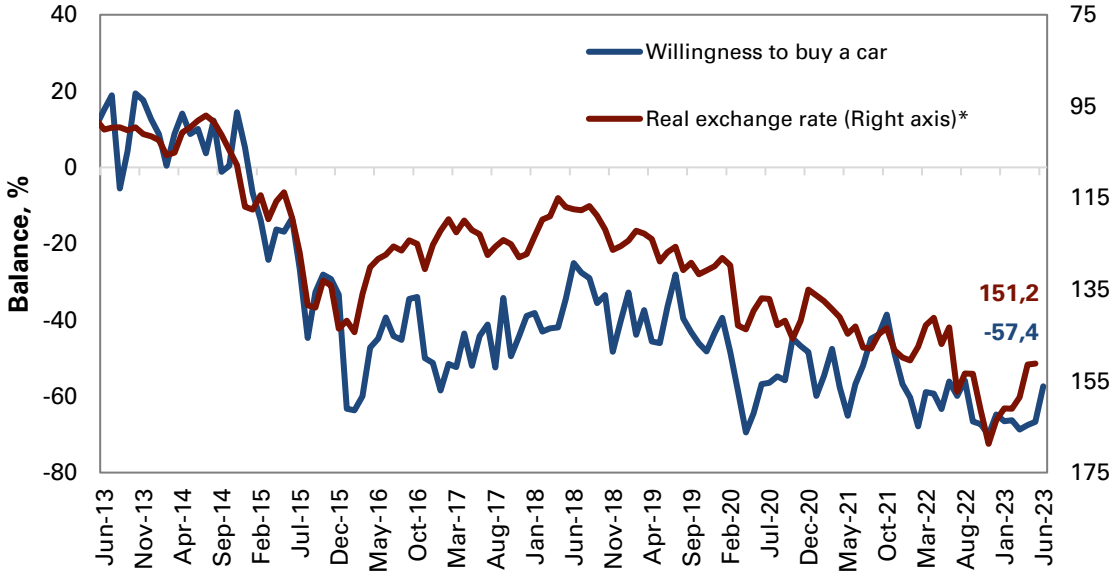
Table 6. Willingness to buy furniture and home appliances by cities

City. Balance %	2022	2023	
	June	May	June
Bogotá	-42,3	-42,9	-30,2
Medellín	-31,9	-55,0	-47,3
Cali	-35,4	-40,1	-32,3
Barranquilla	-12,1	-28,5	-2,2
Bucaramanga	-30,1	-50,1	-21,0
Total	**-36,8**	**-44,1**	**-30,9**

Source: Consumer Opinion Survey (COS) – Fedesarrollo.

Vehicles. **In June, the willingness to purchase a vehicle had a balance of -57.4%, representing an increase of 9.3 pps compared to the previous month (-66.7%).**

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 May 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