



# STATISTICAL INSTITUTE OF BELIZE



## *Consumer Confidence Index*

*February 2024*



# PRESENTATION OUTLINE

- 1 What is the Consumer Confidence Index (CCI)?
- 2 The Consumer Sentiment Survey
- 3 Survey questions
- 4 Measuring the CCI
- 5 CCI by sub-index: Sept 2023- Feb 2024
- 3 Disaggregated CCI: Jan vs Feb 2024

## What is the Consumer Confidence Index (CCI)?

The Consumer Confidence Index (CCI) is a measure of consumer sentiment that indicates how households are likely to behave in the future with respect to consumption and savings.

The index is compiled based on answers that consumers provide regarding:

- How they feel about their household's present and expected financial situation
- How they feel about the present and expected general economic conditions
- How they feel about making major purchases of durable goods.



## Micro Questions

- How has the financial situation of your household changed over the last 12 months?
- How do you expect the financial situation of your household to change over the next 12 months?
- Do you think that now it is the right moment to make major purchases such as furniture, appliances, electronic devices etc.?
- Do you think that now it is the right moment to buy a new or used car?
- Do you think that now is the right moment to buy, build or renovate a home?







## Macro questions

---

- How do you think the general economic situation in the country has changed over the past 12 months?
- How do you expect the general economic situation in the country to develop over the next 12 months?



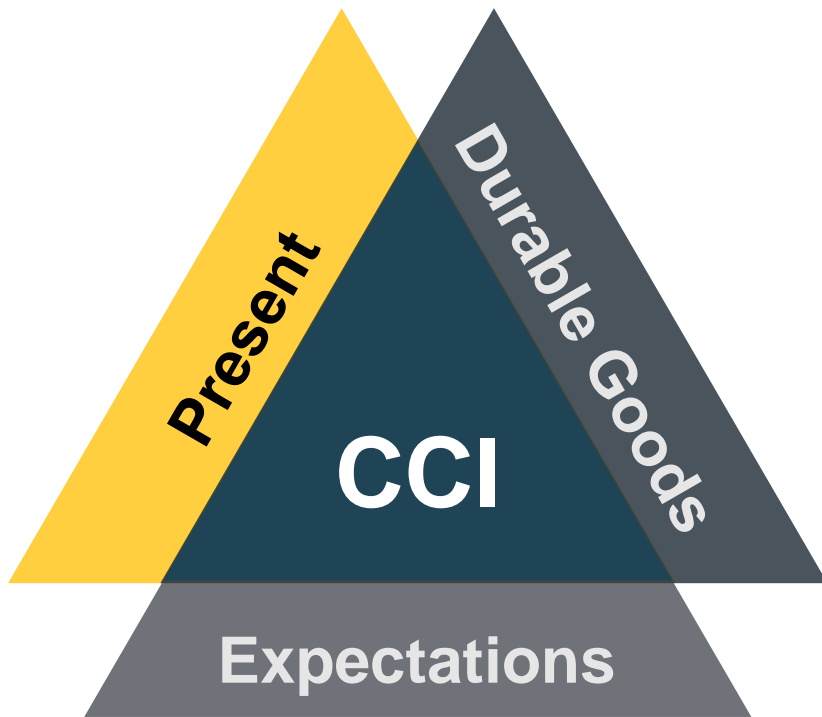
## The Consumer Sentiment Survey (CSS)

- The CSS was first introduced as a module in the September 2023 Labor Force Survey (LFS) and will be included in all future LFS rounds.
- It is administered to one knowledgeable household member who was aged 18 years or older.
- When attached to the LFS, the survey will be administered through **Computer-Assisted Personal Interviews (CAPI)** and between rounds, the survey will be administered by telephone using **Computer-Assisted Telephone Interviews (CATI)**.

# Measuring CCI

The CCI is an index number that can range from 0 (completely pessimistic) to 100 (completely optimistic).

A CCI above 50 signals that consumers are generally more optimistic and are, therefore, less likely to save, and more inclined to spend money on major purchases in the next 12 months.



The balanced averages of core questions are further grouped into categories representing sentiment on the 'Present', 'Future', and the purchasing of 'Durable goods.'

## 5 Options

## Weights

++ Gotten much better	100.00
+ Gotten better	75.0
= Stayed the same	50.00
- Gotten Worse	25.00
-- Gotten much worse	0.00

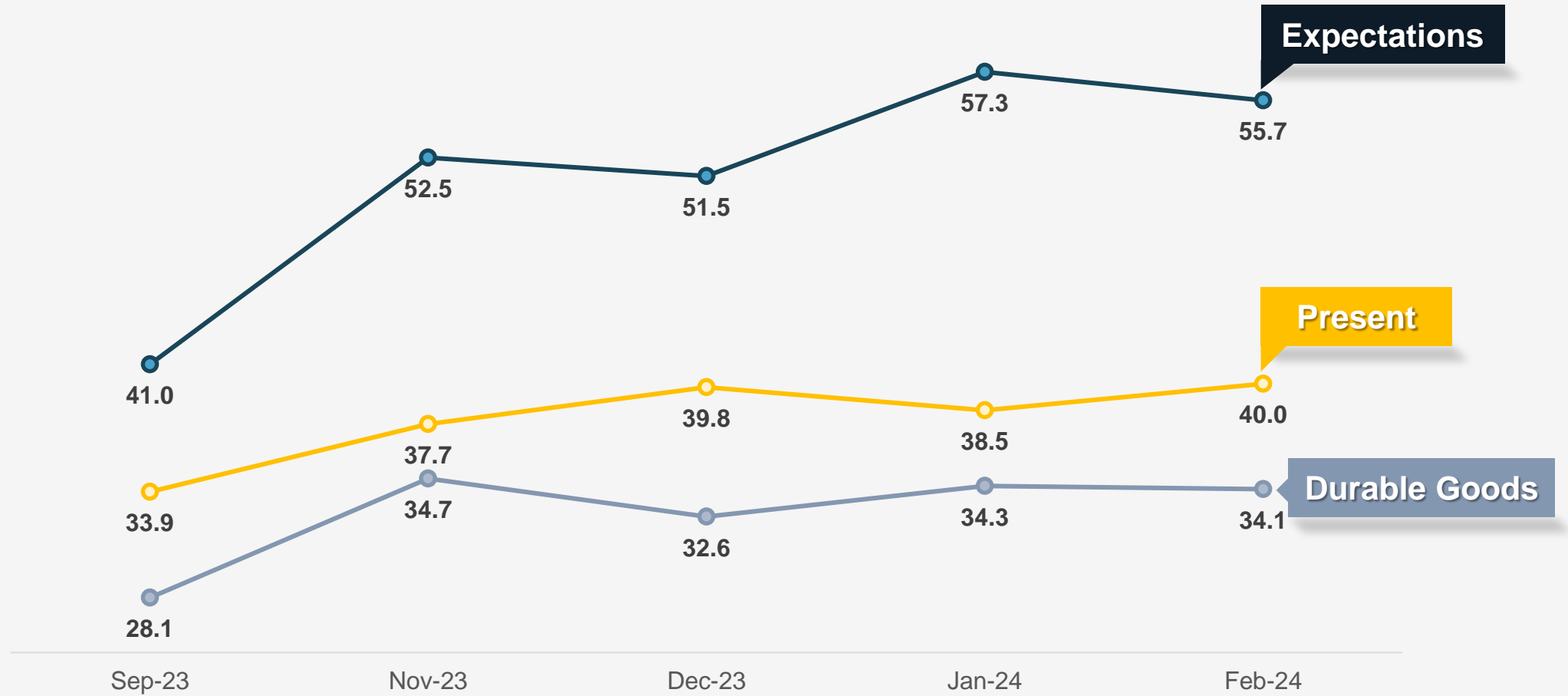
## 3 Options

## Weights

+ Gotten better	100.00
= Stayed the same	50.00
- Gotten Worse	0.00

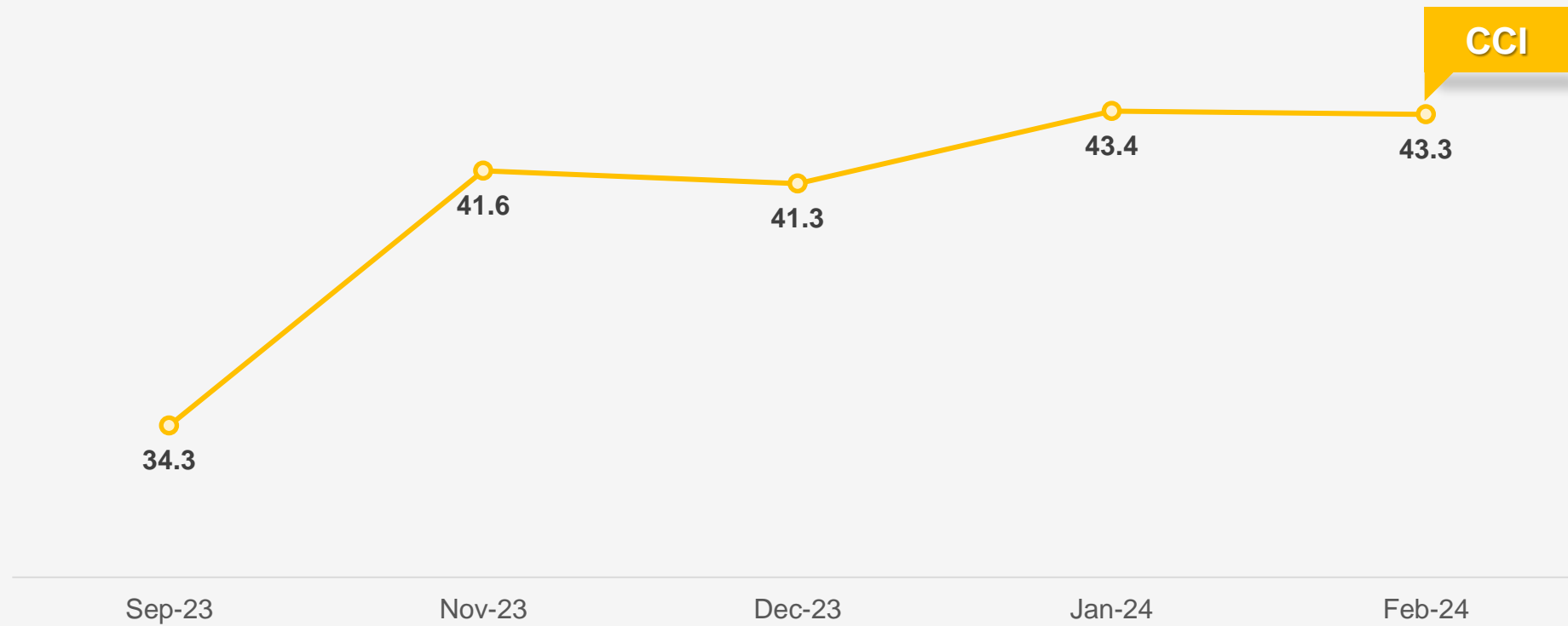


## National CCI by sub index September 2023- February 2024

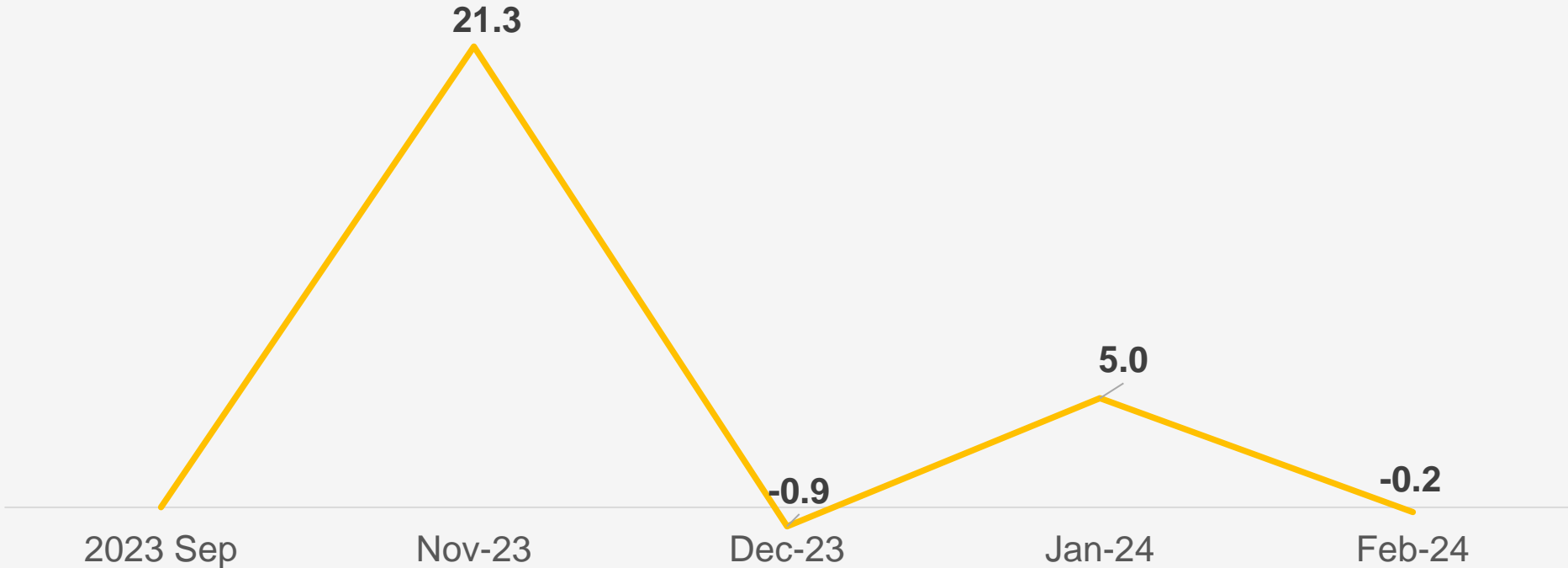




## National CCI September 2023- February 2024



### Percentage change in the national CCI September 2023- February 2024



Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2024.

# Consumer Confidence Index

## February 2024

February 2024

CCI

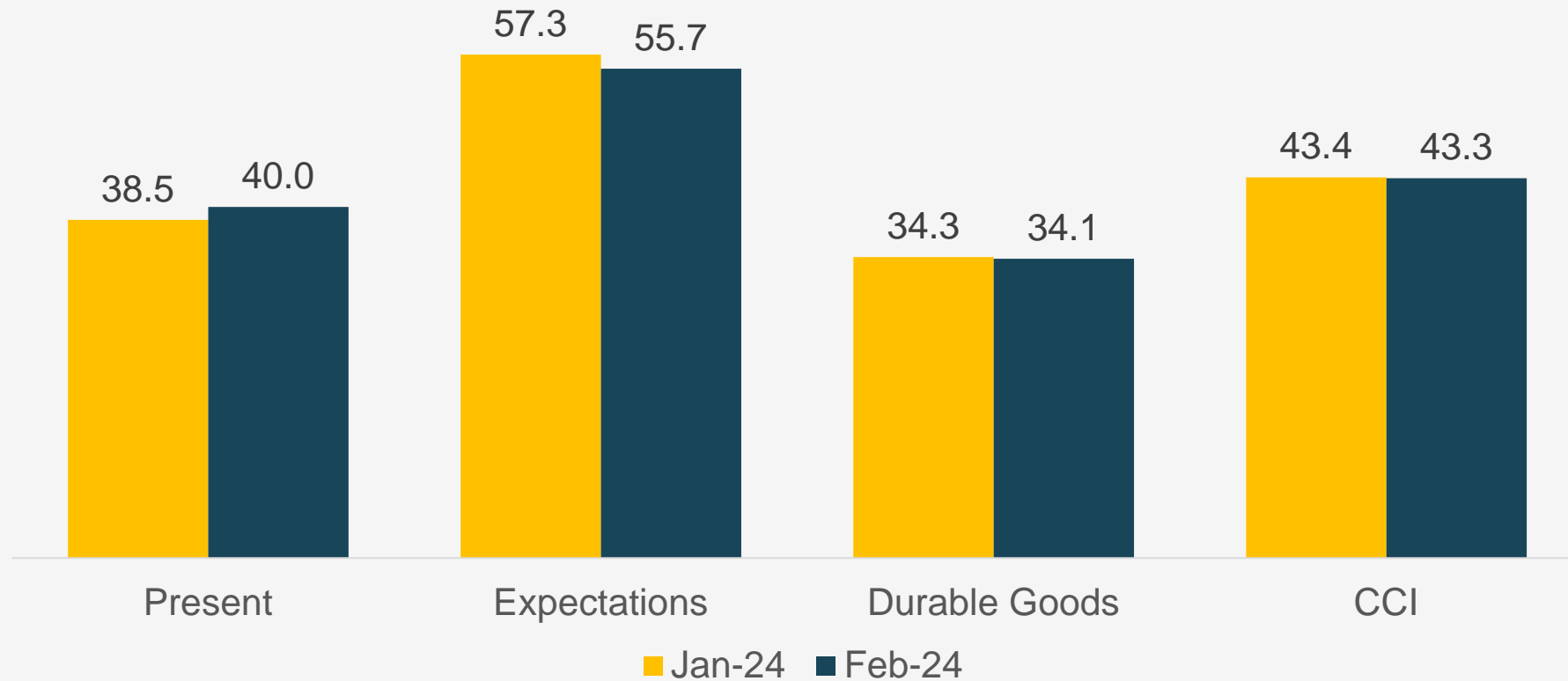
Consumer Confidence Index

 43.3 | -0.2%

The consumer confidence index for the month of **February 2024** stood at **43.3**. This was virtually unchanged or down by a marginal 0.2% from **January 2024** when the index stood at **43.4**.

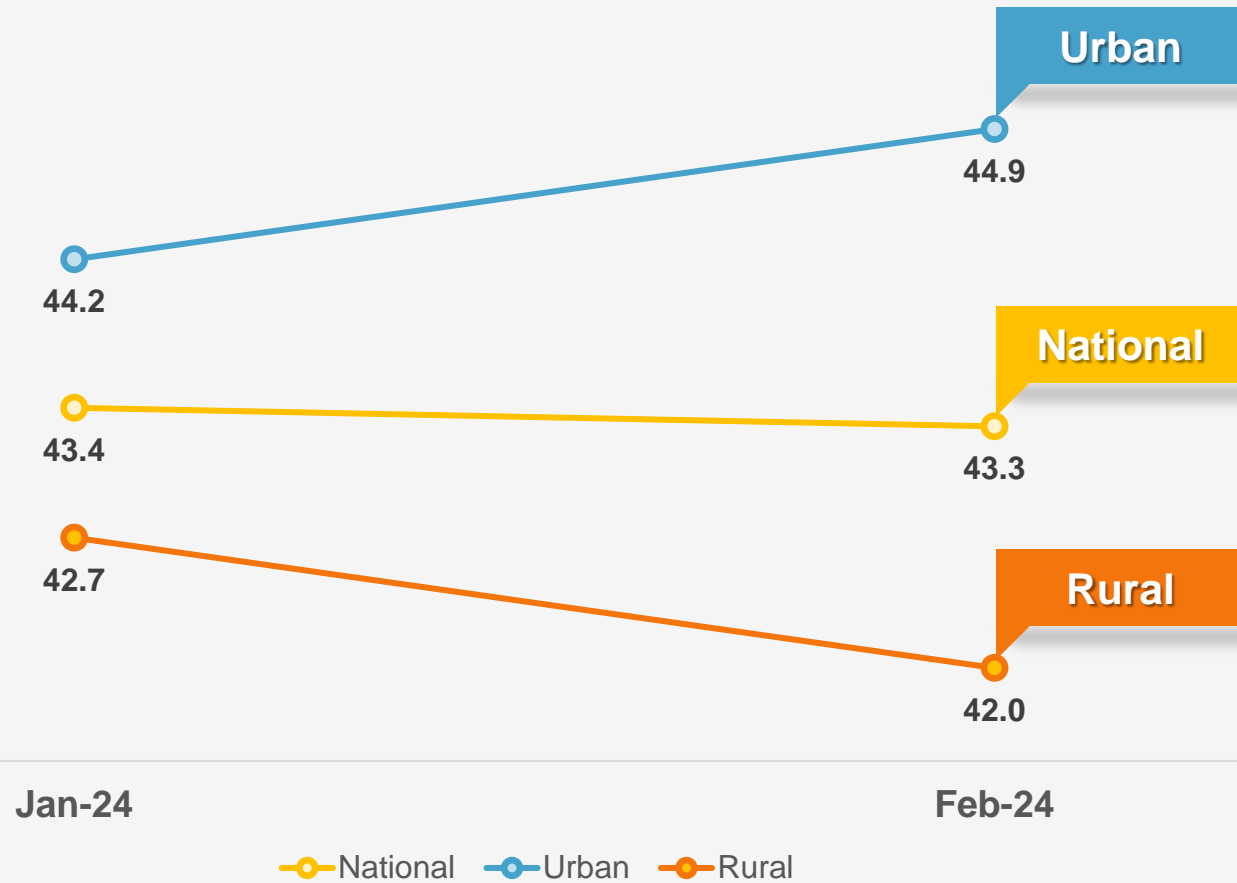


## National CCI by Sub Index January 2024 vs February 2024



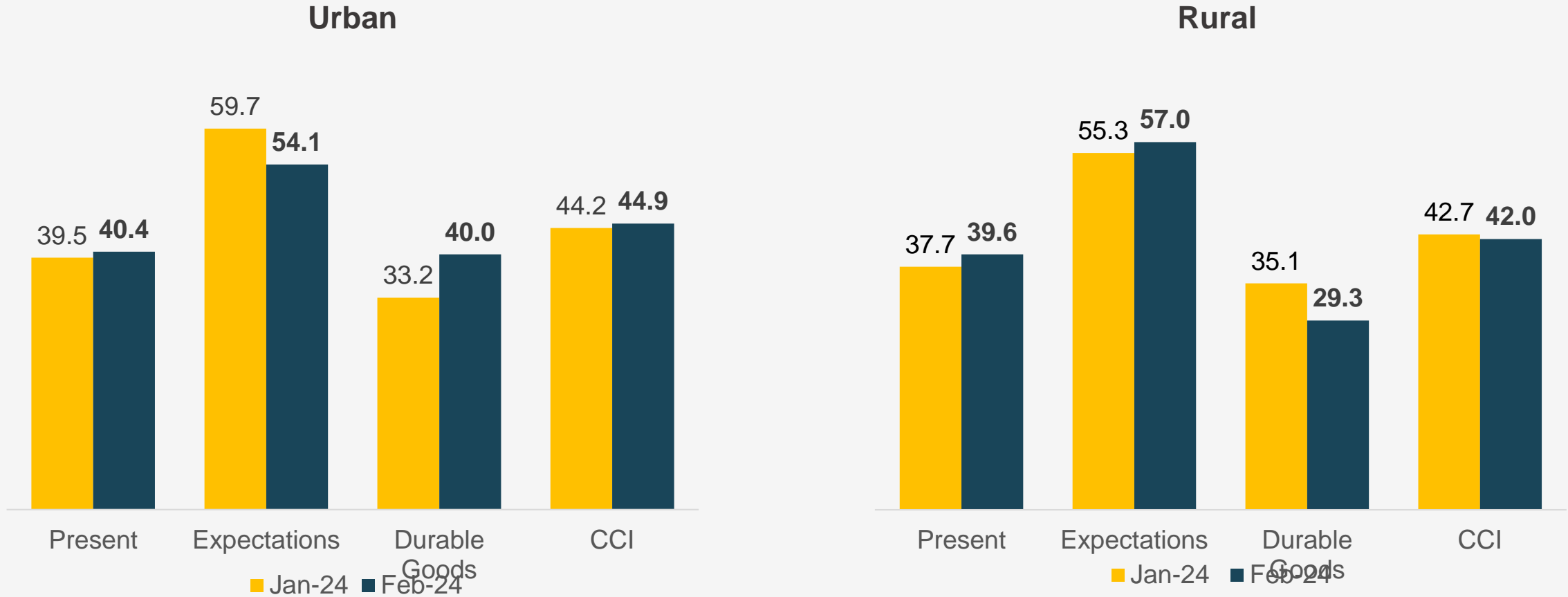
Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2024.

## CCI by Area January to February 2024



Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2024.

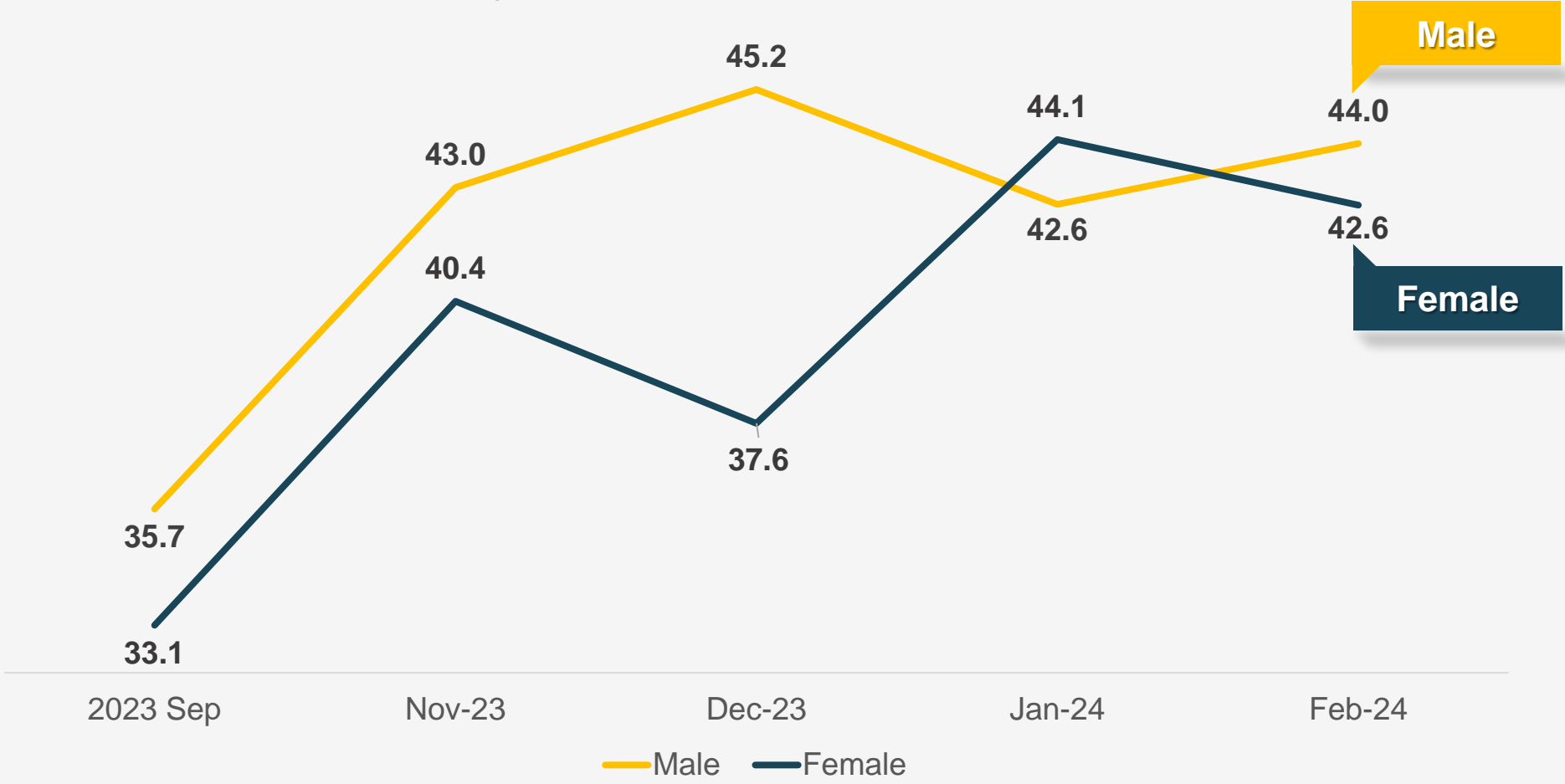
## Urban/Rural CCI by sub index January 2024 vs February 2024



Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2024.



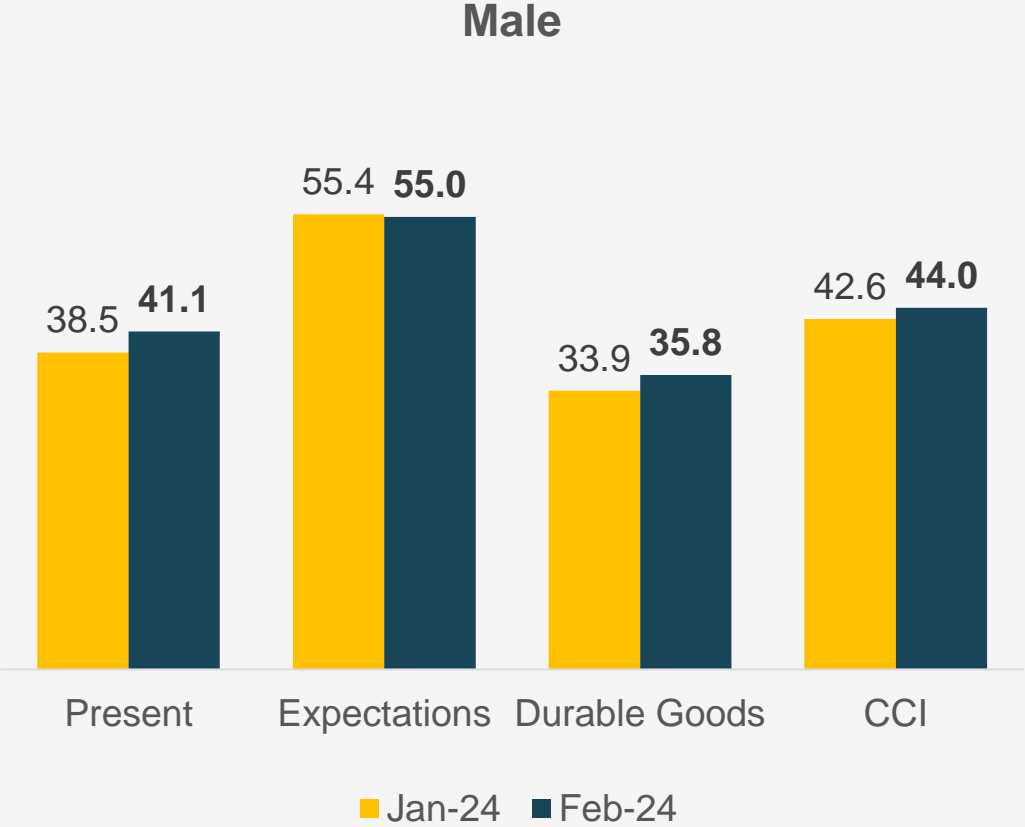
### CCI by sex September 2023 – February 2024



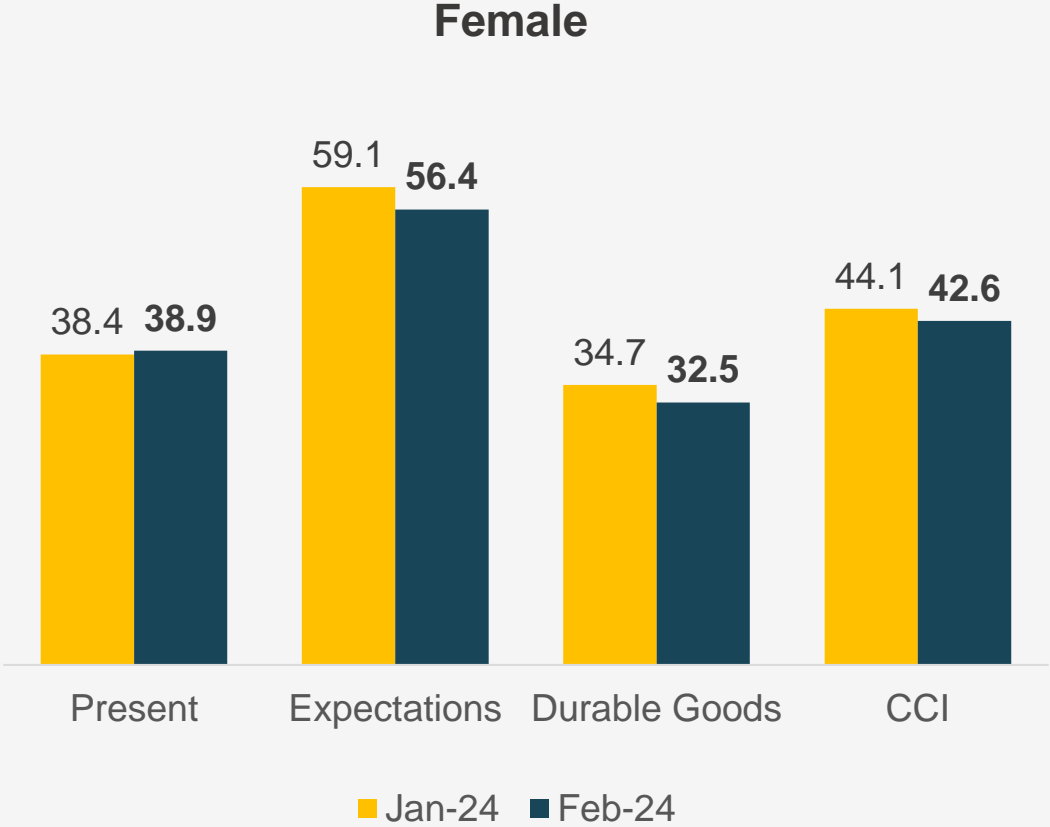
Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2024.

### Male/Female CCI by sub index January 2024 vs February 2024

#### Male

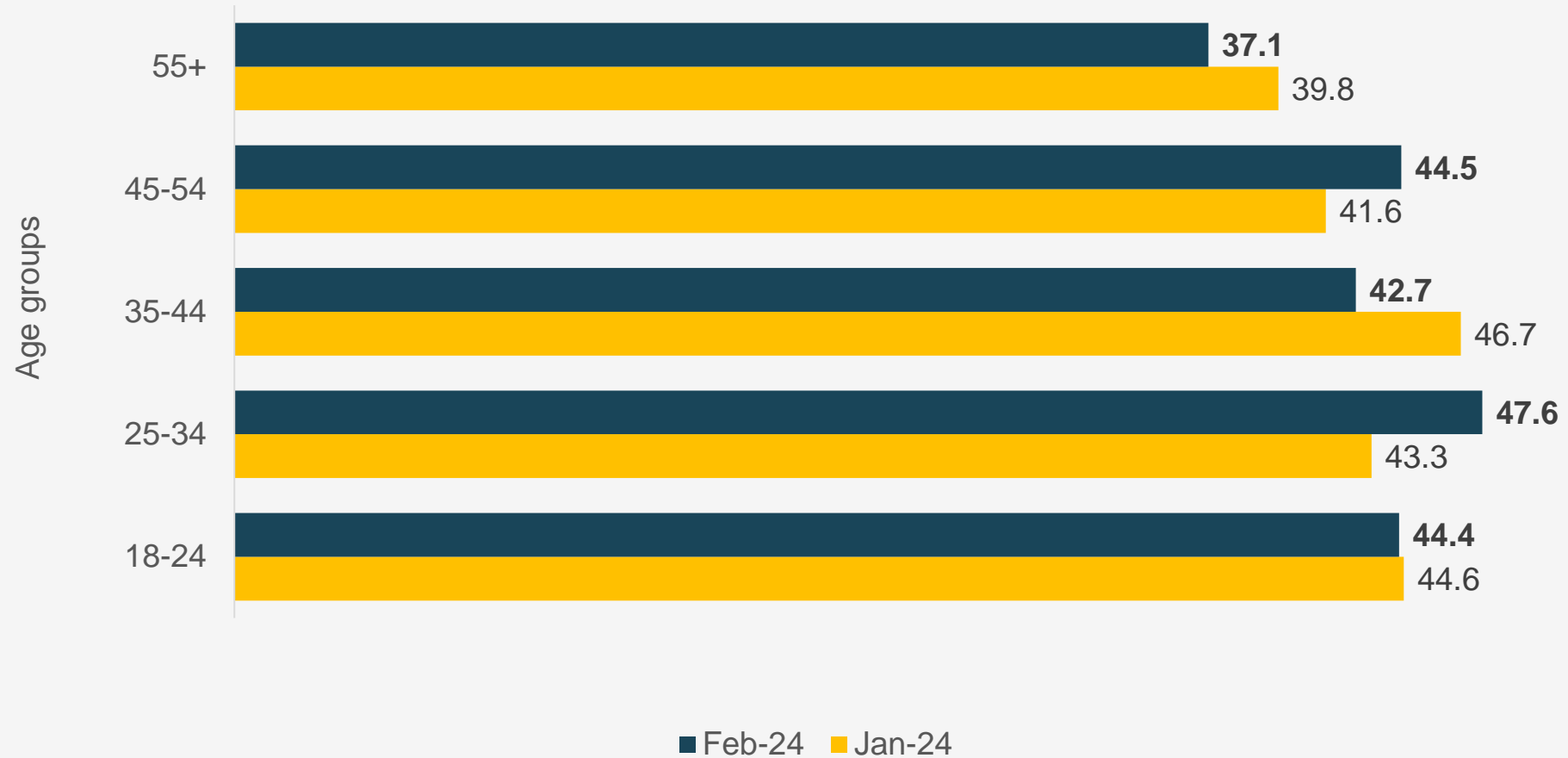


#### Female



Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2024.

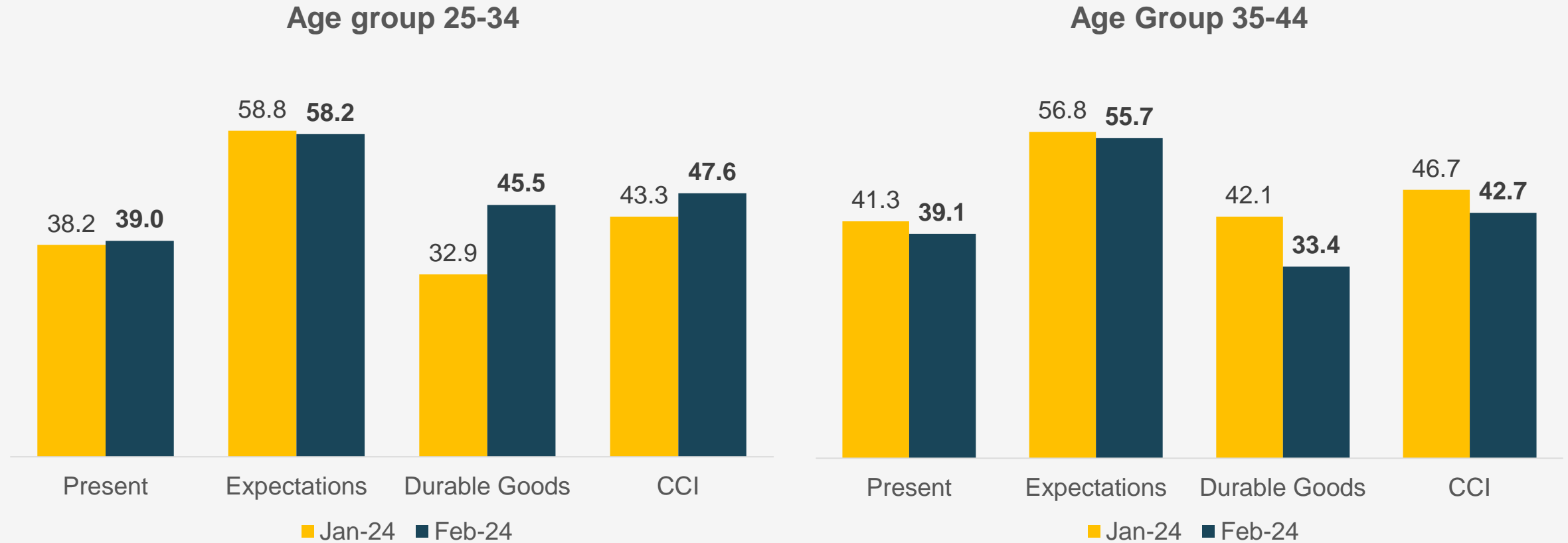
## CCI by age group February vs January 2024



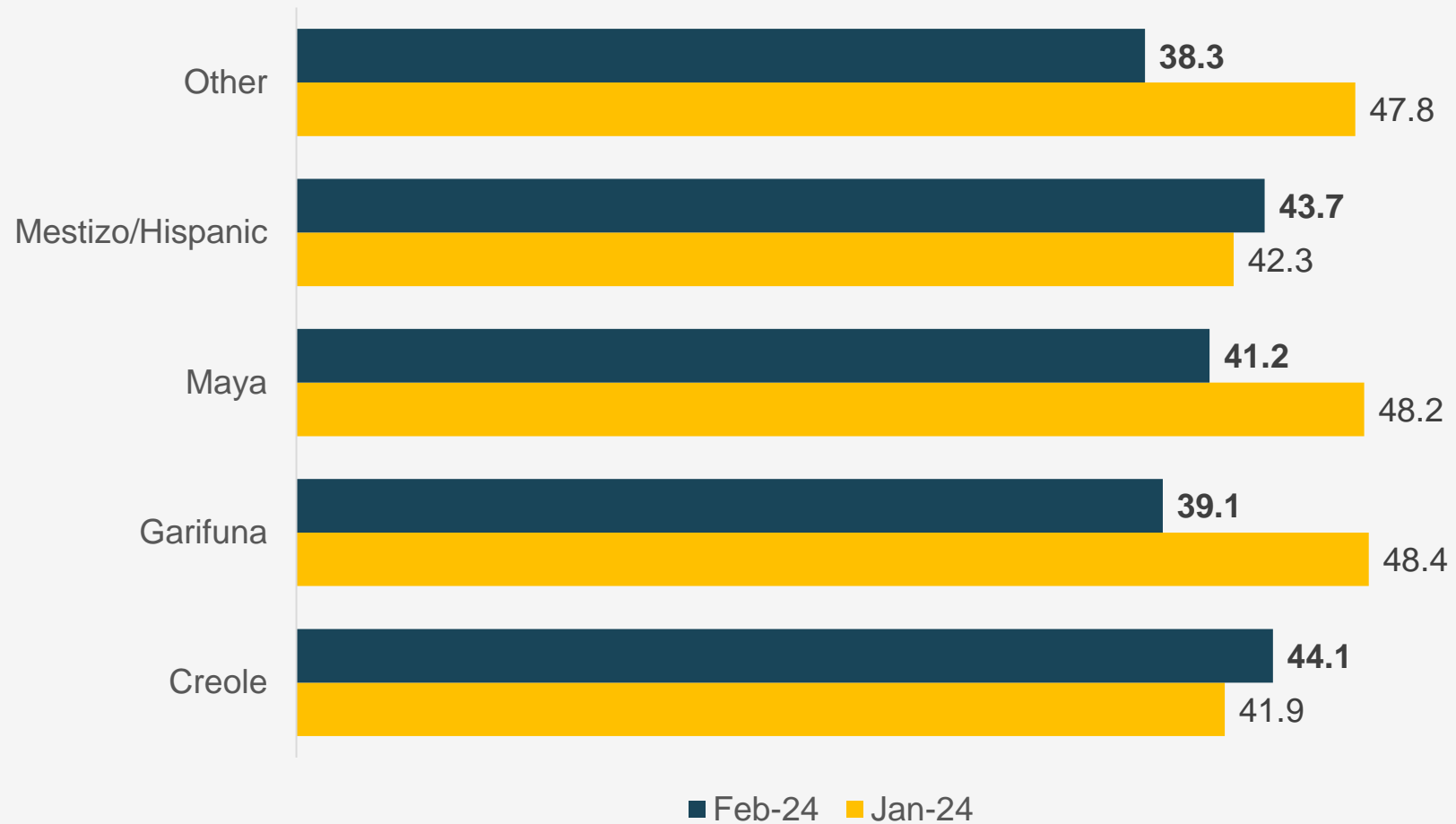
Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2024.



## Age group by sub index January 2024 vs February 2024

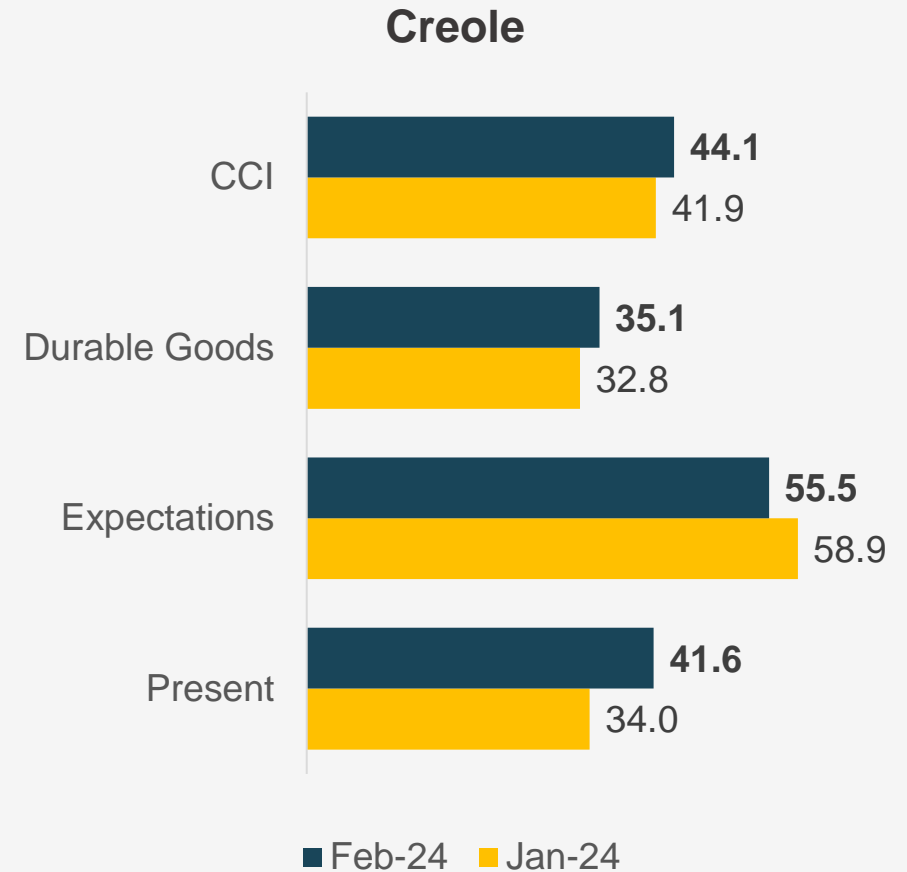
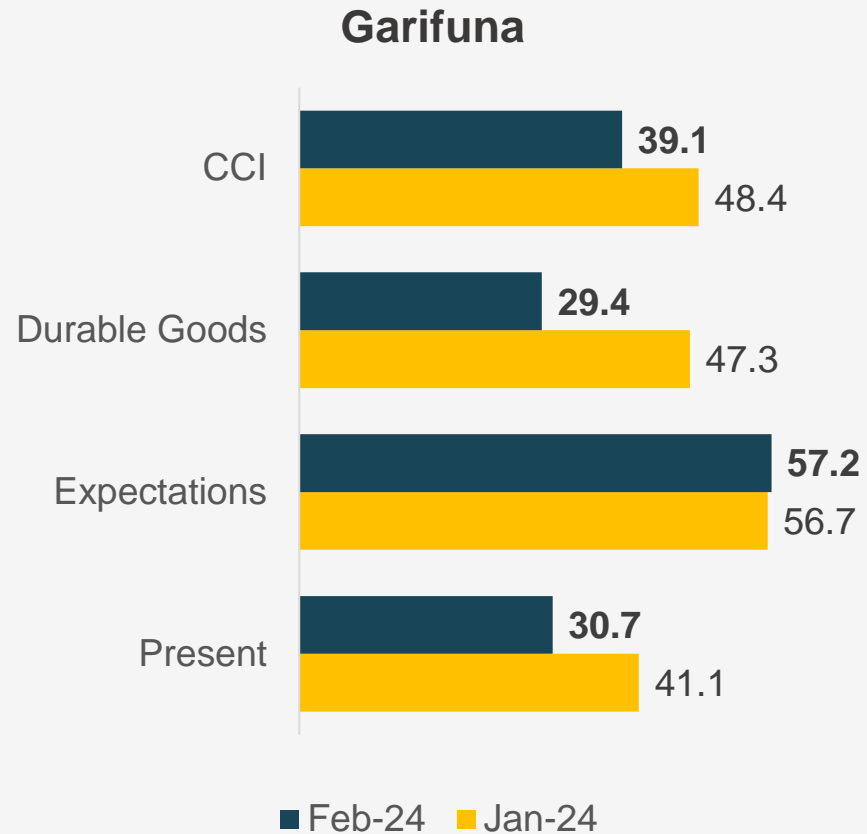


## CCI by ethnicity January to February 2024



Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2024.

## Ethnicity by sub index January 2024 vs February 2024





## Follow us on social media



<http://www.facebook.com/belizestatistics/>  
<https://www.flickr.com/photos/belizestatistics/>  
<https://www.instagram.com/belizestatistics/>  
<https://www.youtube.com/channel/UCBHNJCdb0DY1GtPHh2KtvYA>

Sign up to receive emails of our releases

<http://www.sib.org.bz/contact-us>

For more information, visit our website

<http://www.sib.org.bz>