



STATISTICAL INSTITUTE OF BELIZE



Consumer Confidence Index

August 2024



PRESENTATION OUTLINE

- 1 What is the Consumer Confidence Index (CCI)?
- 2 The Consumer Sentiment Survey
- 3 Survey questions
- 4 Measuring the CCI
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- 3 Disaggregated CCI: Aug vs Jul 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 future financial situation
- How they feel about the present and expected future 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?



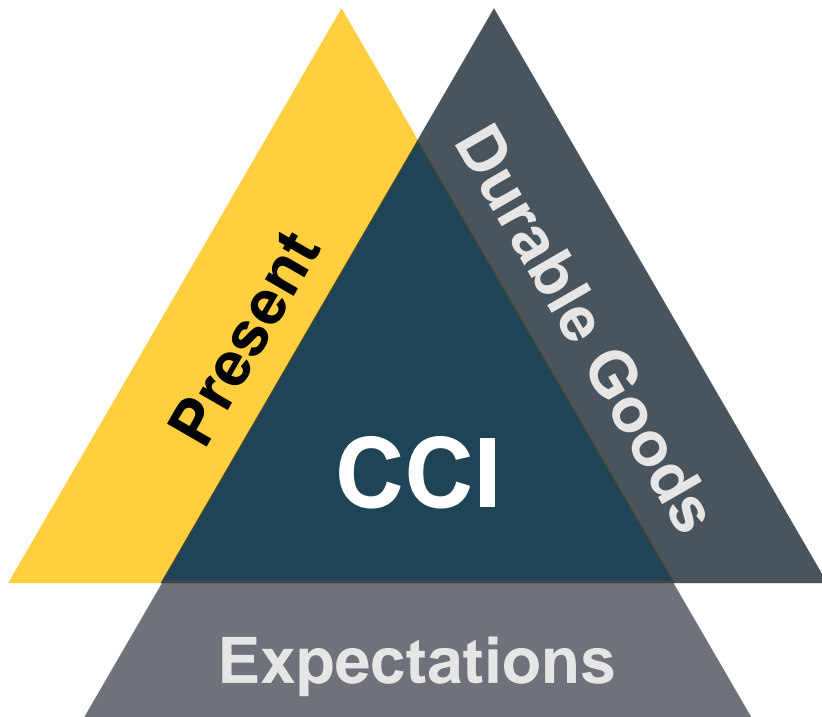
The Consumer Sentiment Survey (CSS)

- The CSS is administered to one, randomly selected, knowledgeable household member, aged 18 years or older.
- The survey is administered through **Computer-Assisted Personal Interviews (CAPI)** and via **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

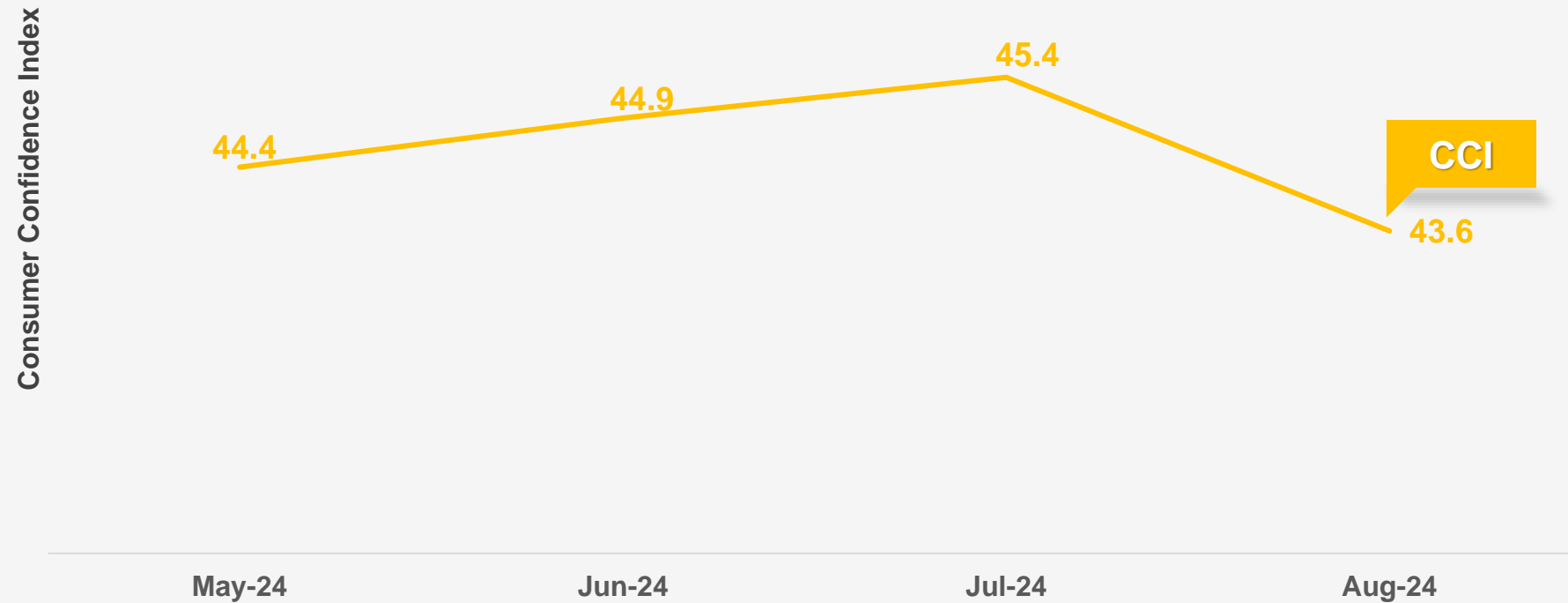
++ Gotten much better	100.00
+ Gotten better	75.0
= Stayed the same	50.00
- Gotten Worse	25.00
-- Gotten much worse	0.00

3 Options

Weights

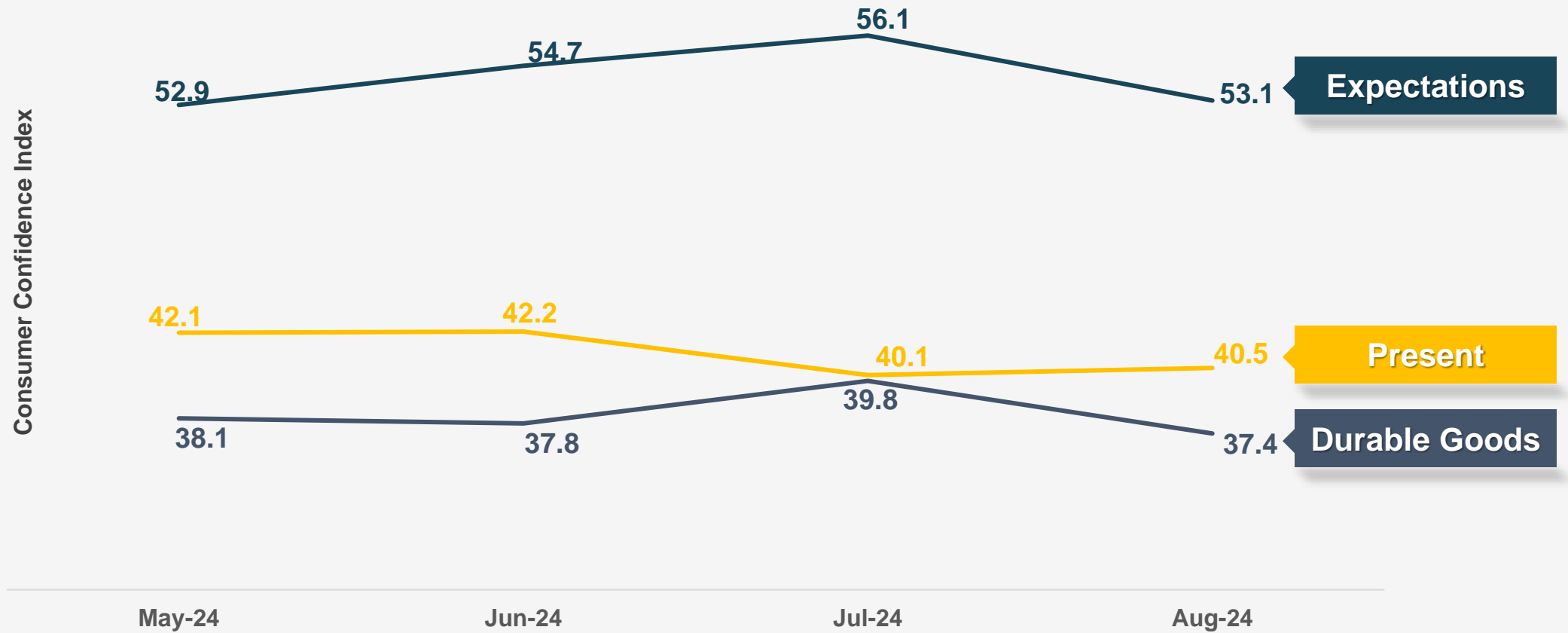
+ Gotten better	100.00
= Stayed the same	50.00
- Gotten Worse	0.00

National CCI May to August 2024



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

National CCI by sub index May to August 2024



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

Consumer Confidence Index

August 2024

August 2024

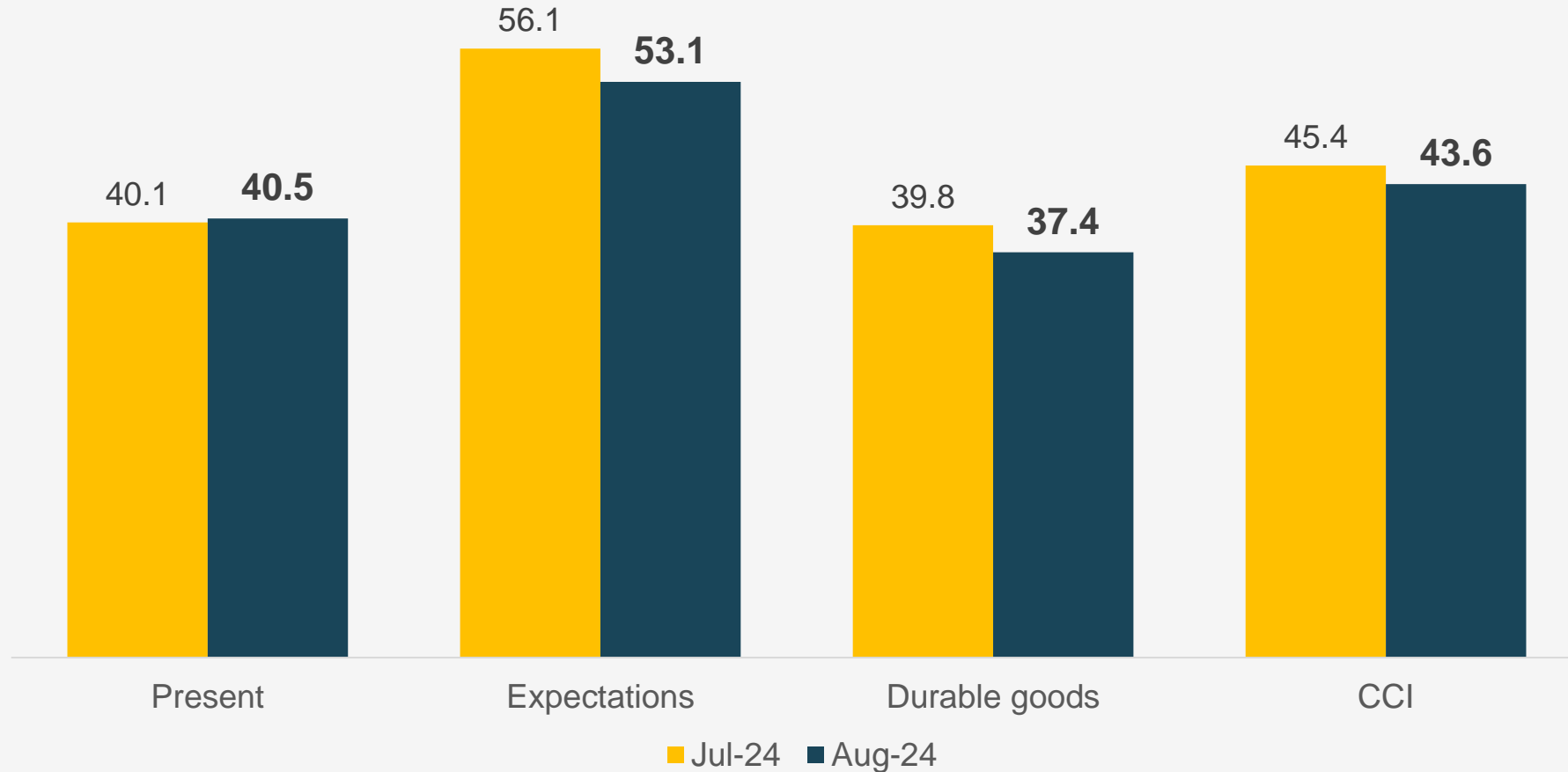
CCI

Consumer Confidence Index

 **43.6 | -3.8%**

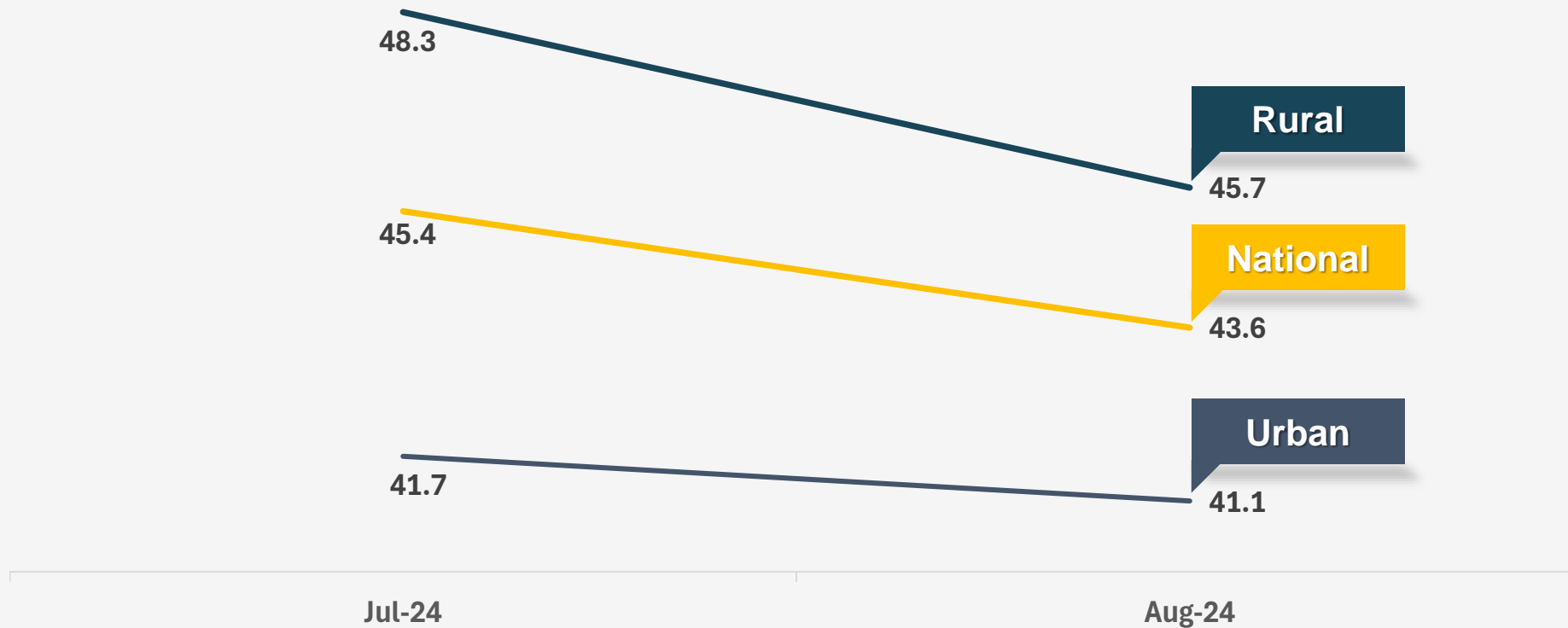
The consumer confidence index for the month of **August 2024** stood at **43.6**. This represents a decrease of 3.8% from **July 2024** when the index stood at **45.4**.

National CCI by Sub Index July 2024 vs August 2024



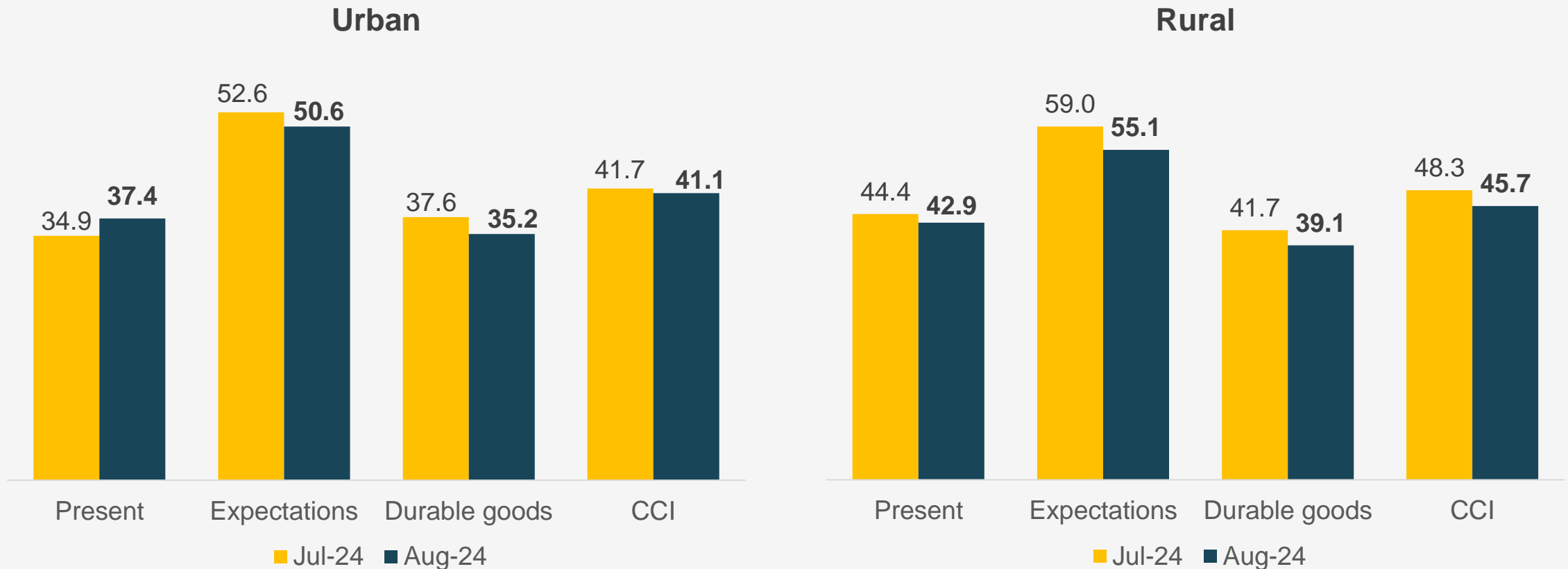
Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2024.

CCI by Area July 2024 vs August 2024



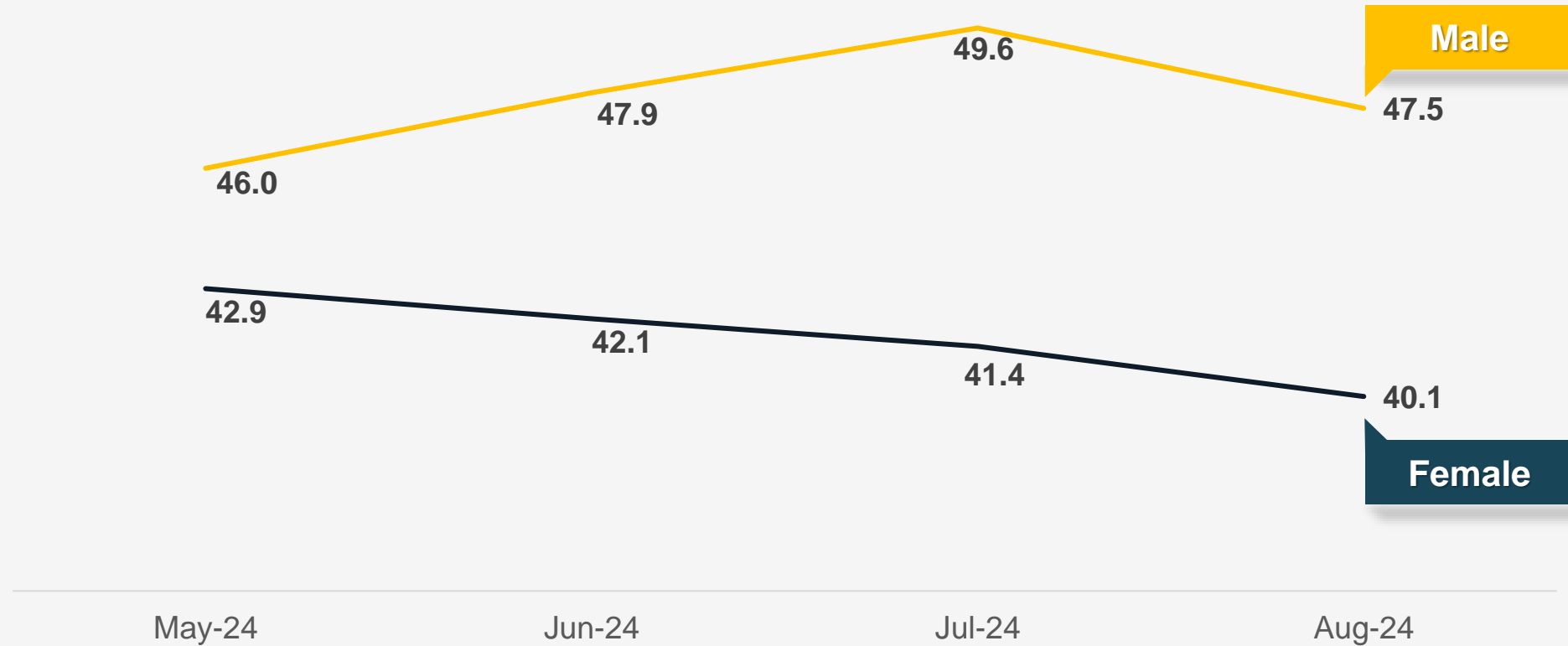
Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2024.

Urban/Rural CCI by sub index July 2024 vs August 2024



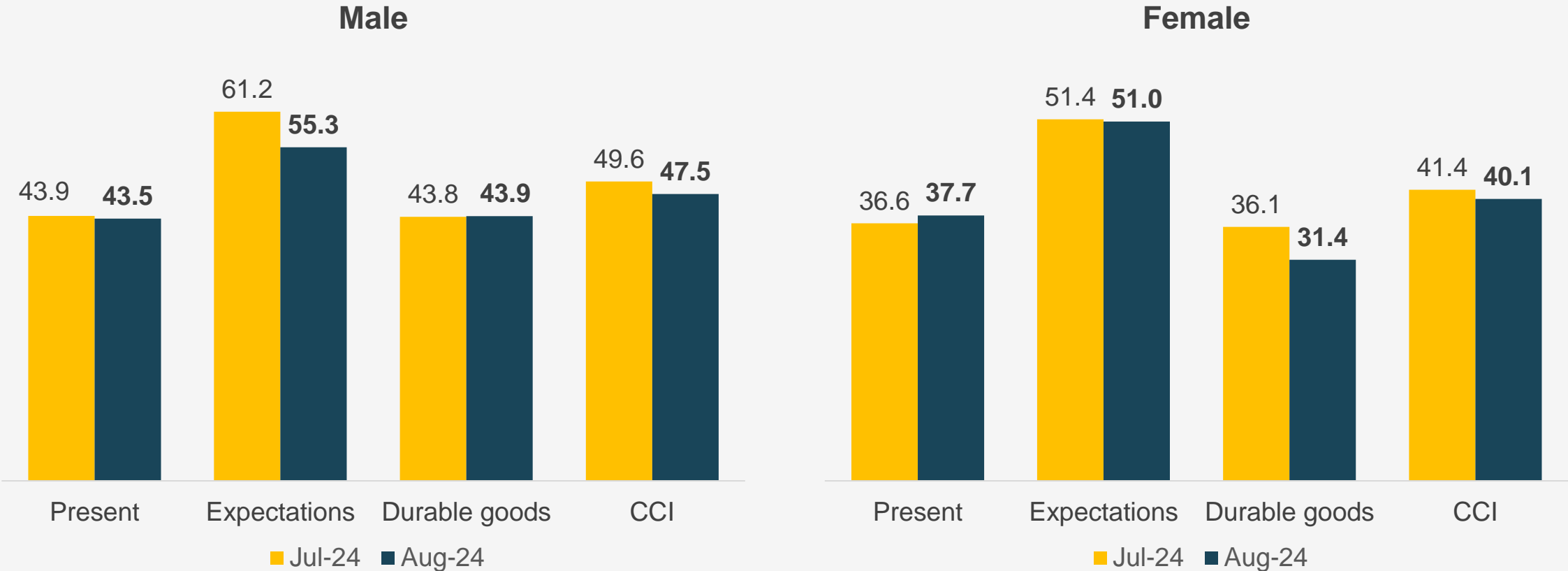
Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2024.

CCI by sex May to August 2024



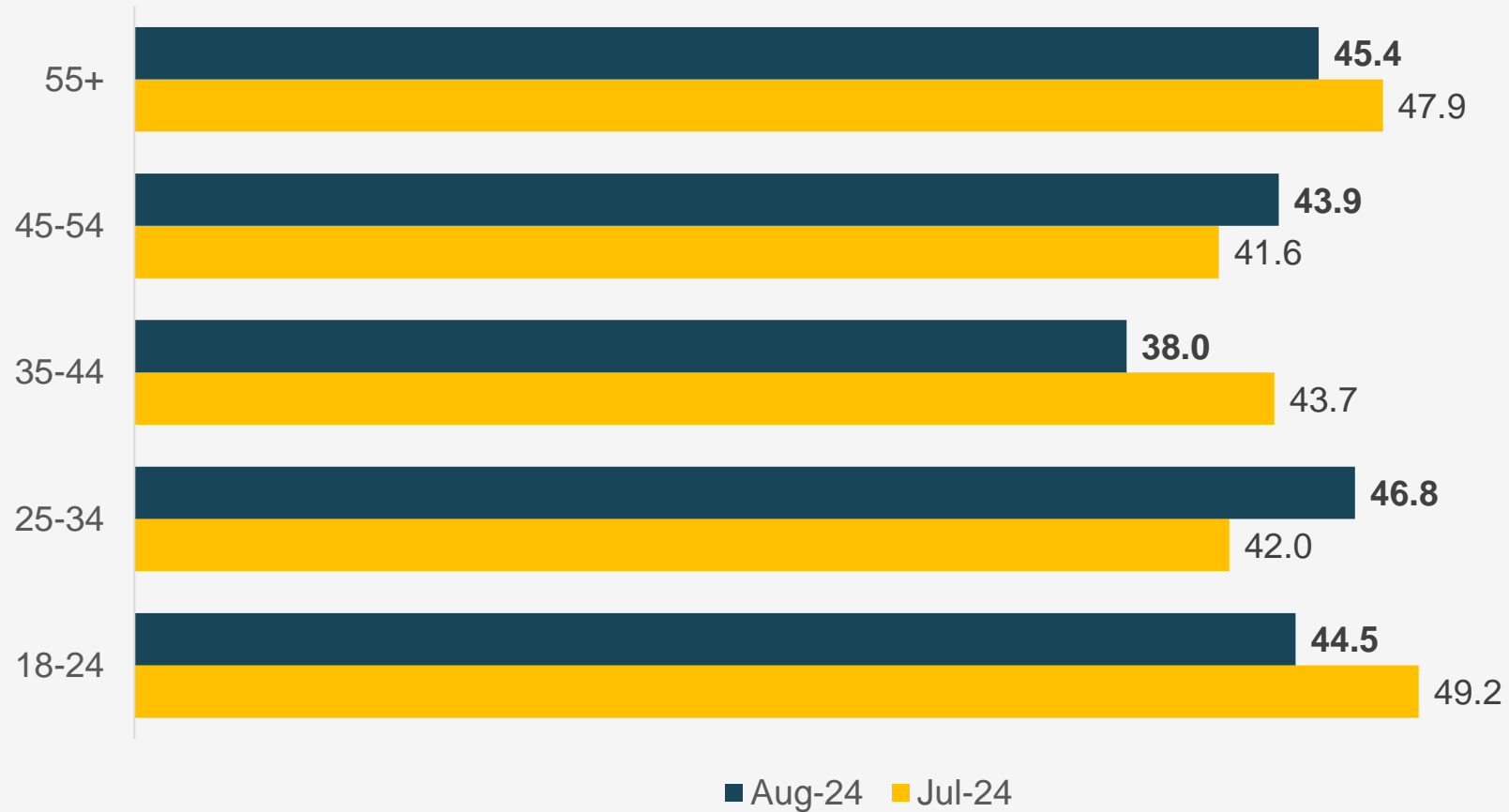
Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2024.

Male/Female CCI by sub index July 2024 vs August 2024



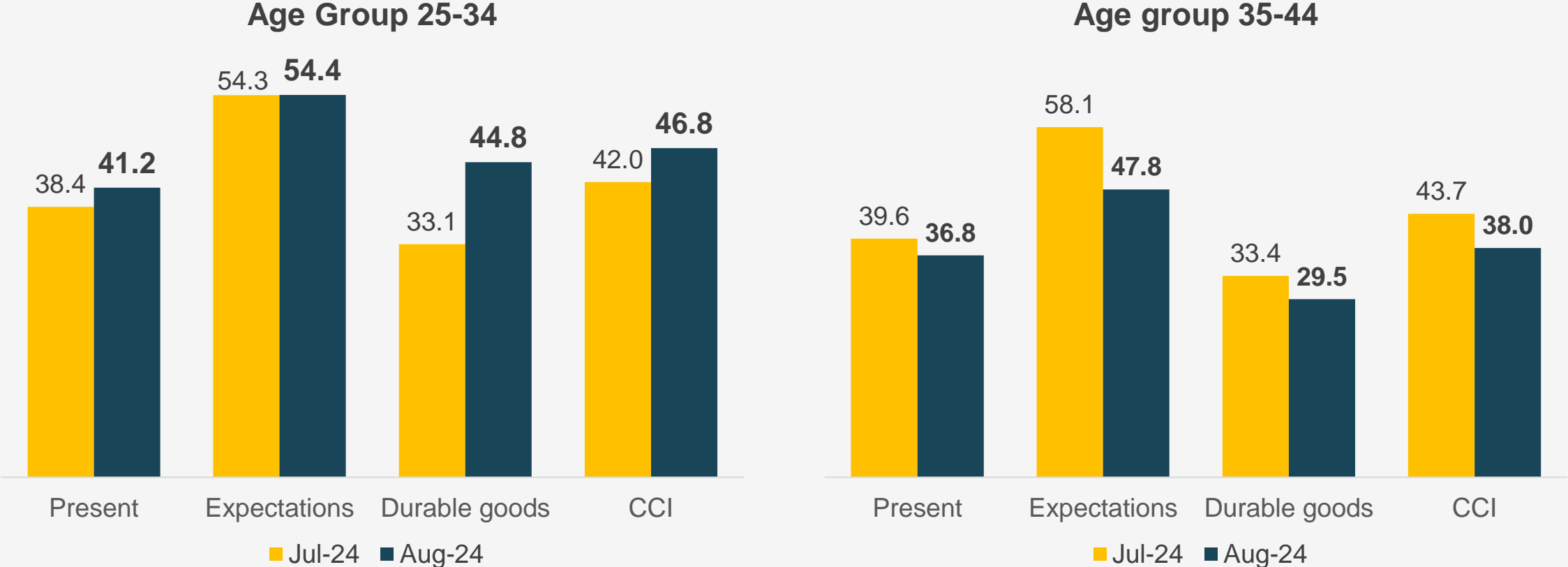
Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2024.

CCI by age group July 2024 vs August 2024



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

Age group by sub index July 2024 vs August 2024



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

CCI by ethnicity July 2024 vs August 2024

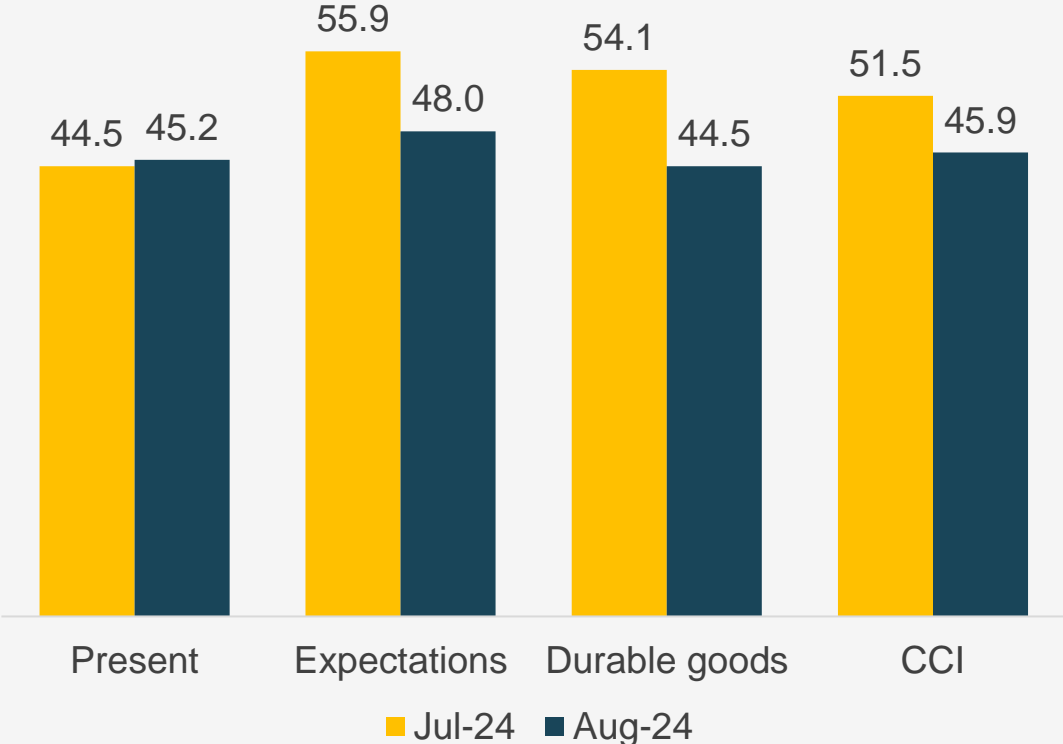


Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2024.

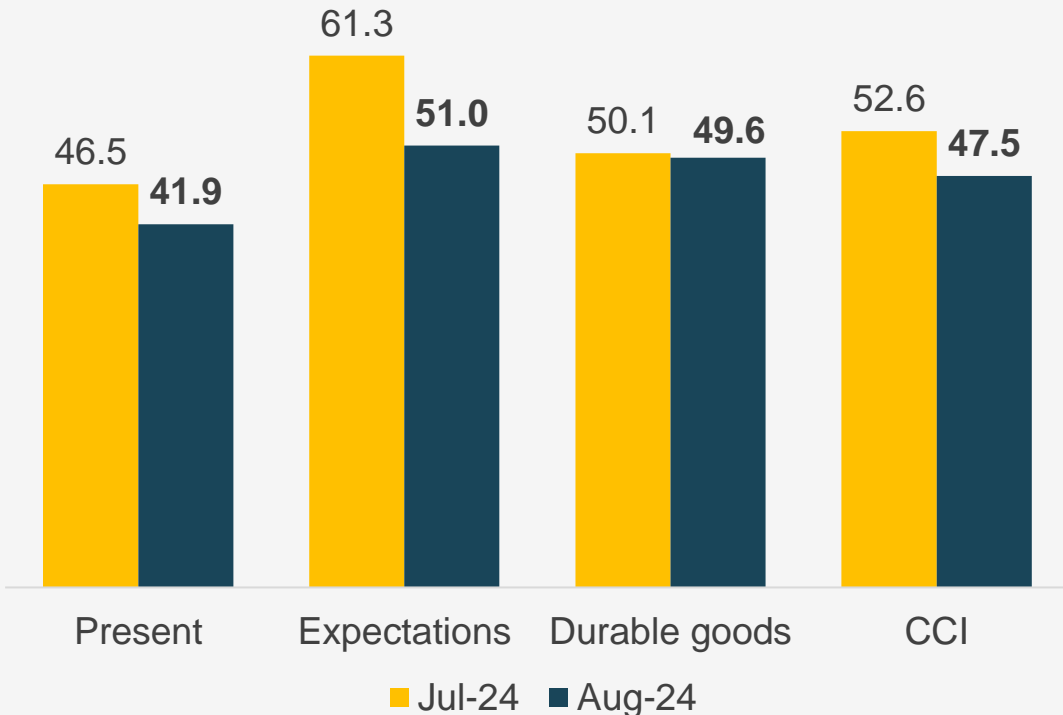
Ethnicity by sub index

July 2024 vs August 2024

Garifuna



Maya



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

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