



STATISTICAL INSTITUTE OF BELIZE



Consumer Confidence Index

February 2025



PRESENTATION OUTLINE

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What is the Consumer Confidence Index (CCI)?

The Consumer Confidence Index (CCI) is a measure of confidence that indicates how consumers are likely to behave in the future with respect to consumption and savings. Consumer spending drives a significant portion of economic activity and shifts in consumer confidence can be used to gauge changes in the broader economy.

The Consumer Sentiment Survey (CSS) is used to collect the data needed to compile the CCI. The survey is administered to one, randomly selected household member, aged **18 years or older**, from a **sample of 1200 households**, administered via **Computer Assisted Telephone Interviews (CATI)**.



The Consumer Sentiment Survey (CSS) Questions

Present

1. How has the financial situation of your household changed over the last 12 months?
2. How do you think the general economic situation in the country has changed over the past 12 months?

Expectations

3. How do you expect the financial situation of your household to change over the next 12 months?
4. How do you expect the general economic situation in the country to develop over the next 12 months?

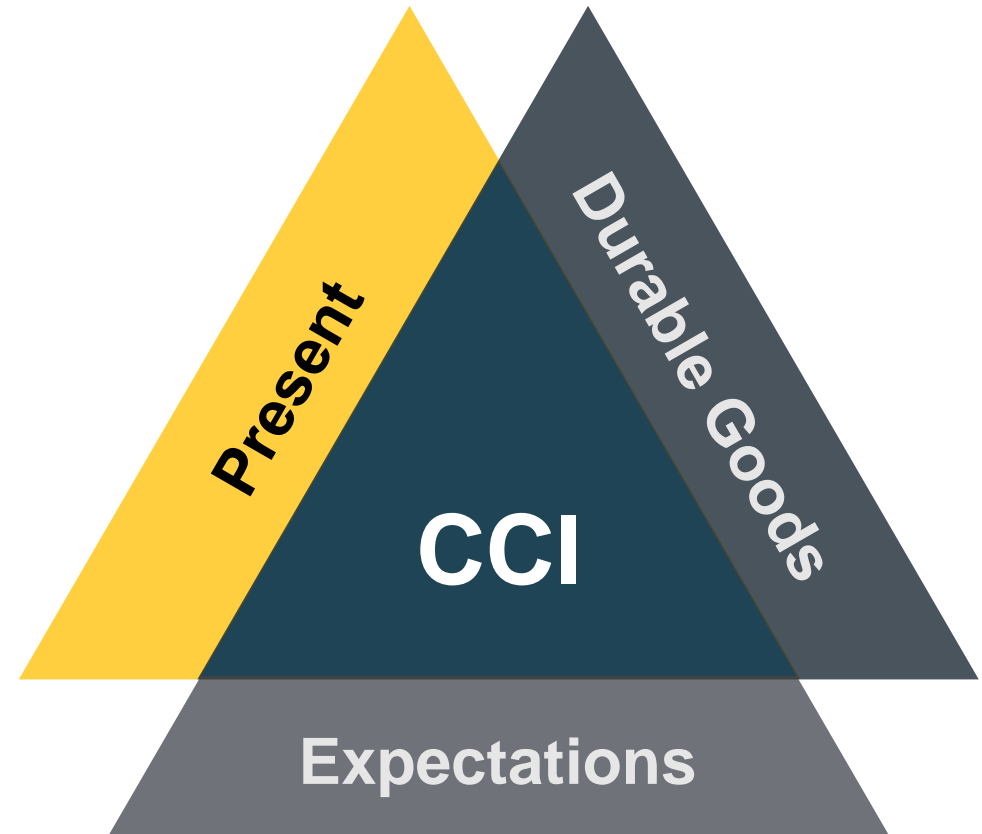
Durable goods

5. Do you think that now it is the right moment to make major purchases such as furniture, appliances, electronic devices etc.?
6. Do you think that now it is the right moment to buy a new or used car?
7. Do you think that now is the right moment to buy, build or renovate a home?

Measuring the 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 feeling generally optimistic while a CCI below 50 signals that consumers are feeling generally pessimistic.



Consumer Confidence Index

February 2025

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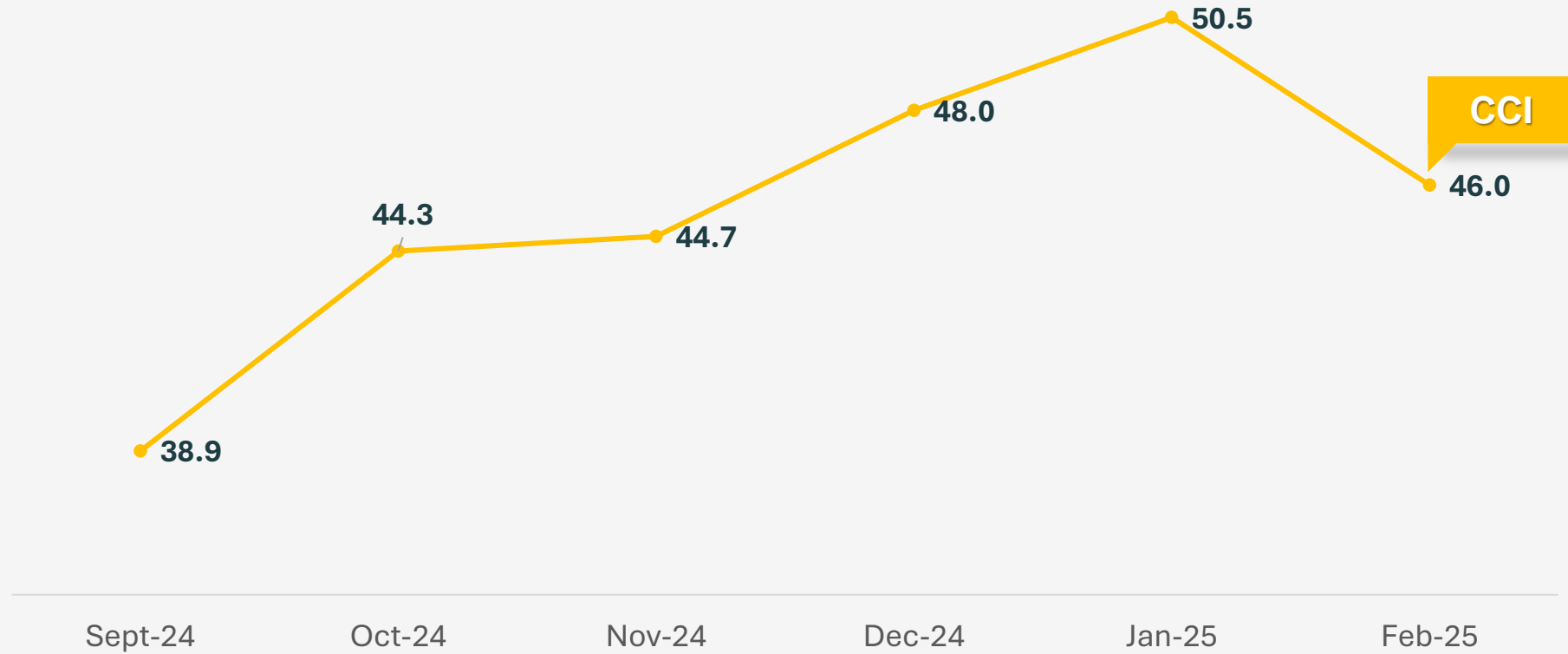
CCI

Consumer Confidence Index

 **46.0 | -8.9%**

For the month of **February 2025** the Consumer Confidence Index stood at **46.0**. This represents a decrease of 8.9% from **January 2025** when the index stood at **50.5**.

National CCI September 2024 to February 2025



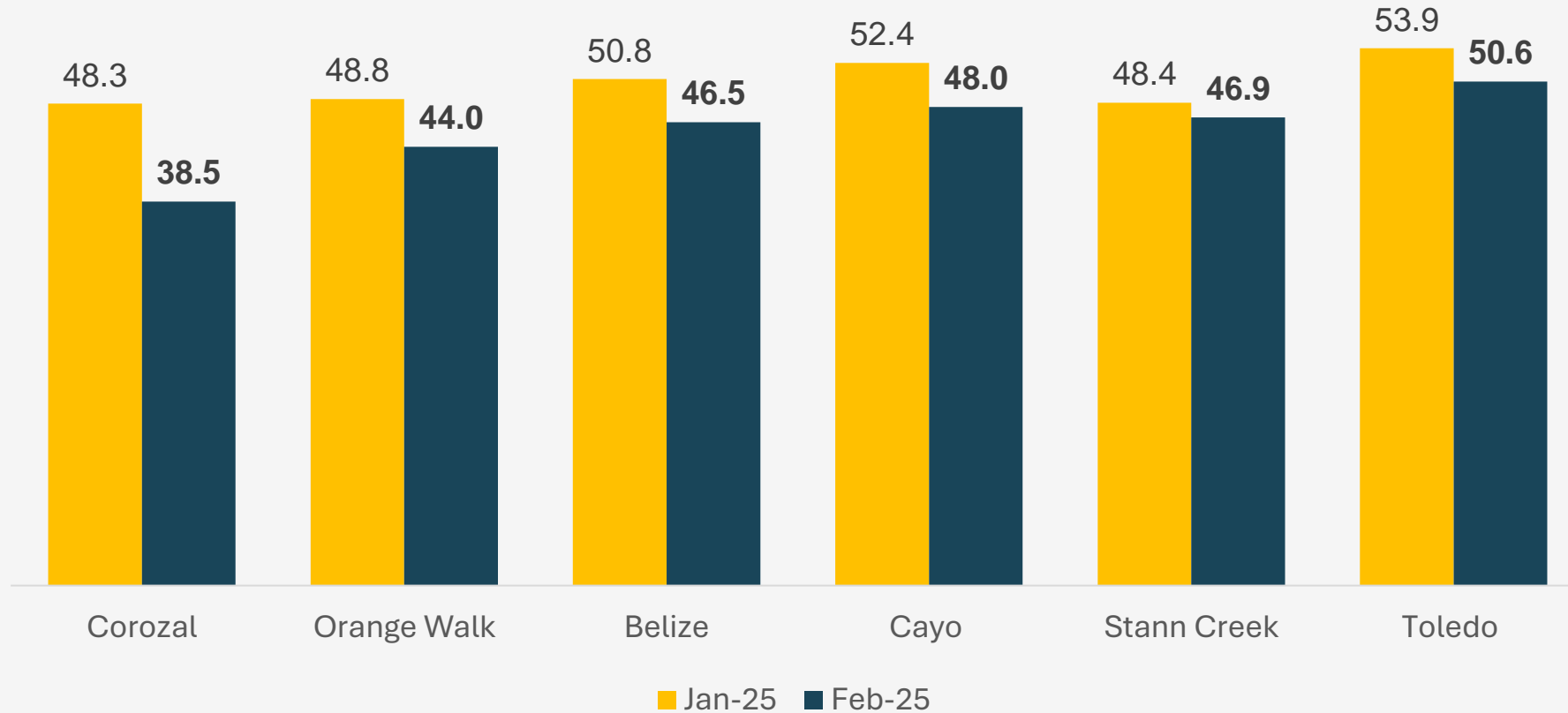
Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2025.

National CCI by Sub Index January vs February 2025



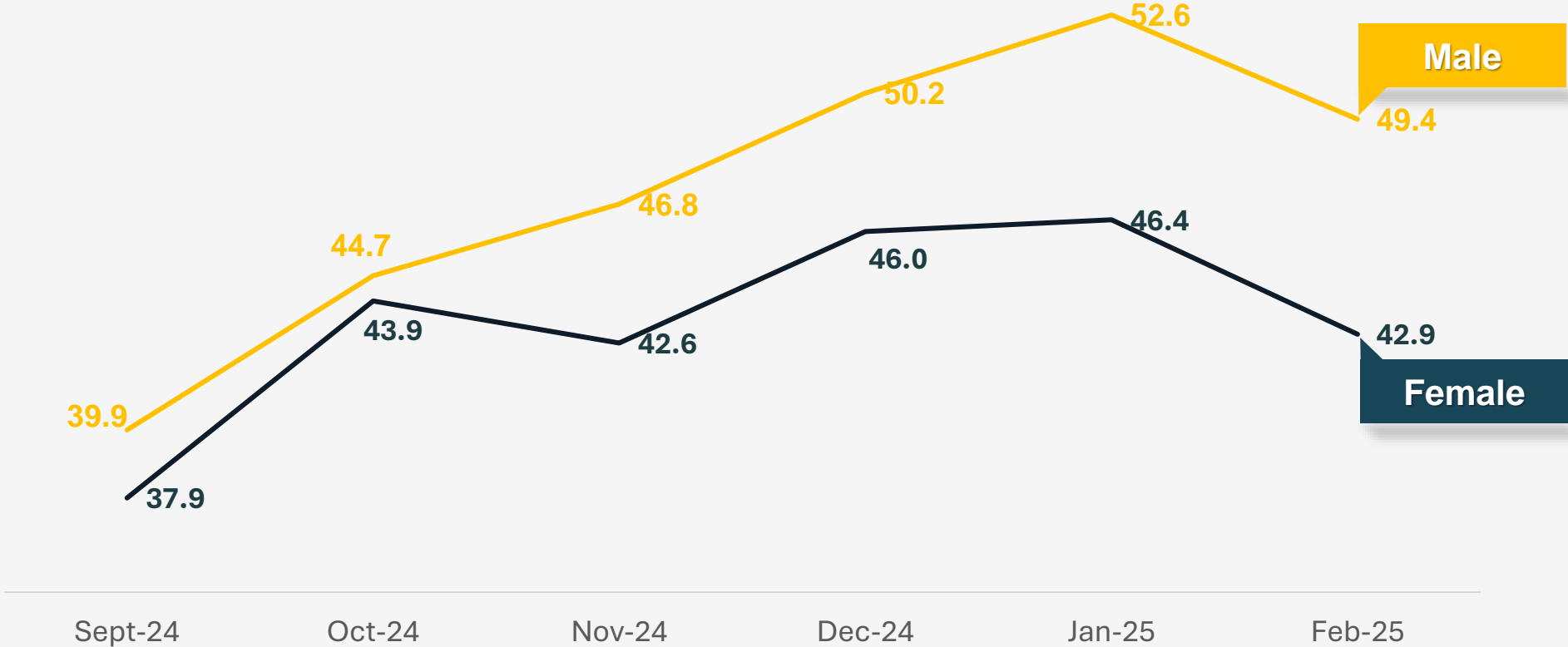
Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2025.

National CCI by District January vs February 2025



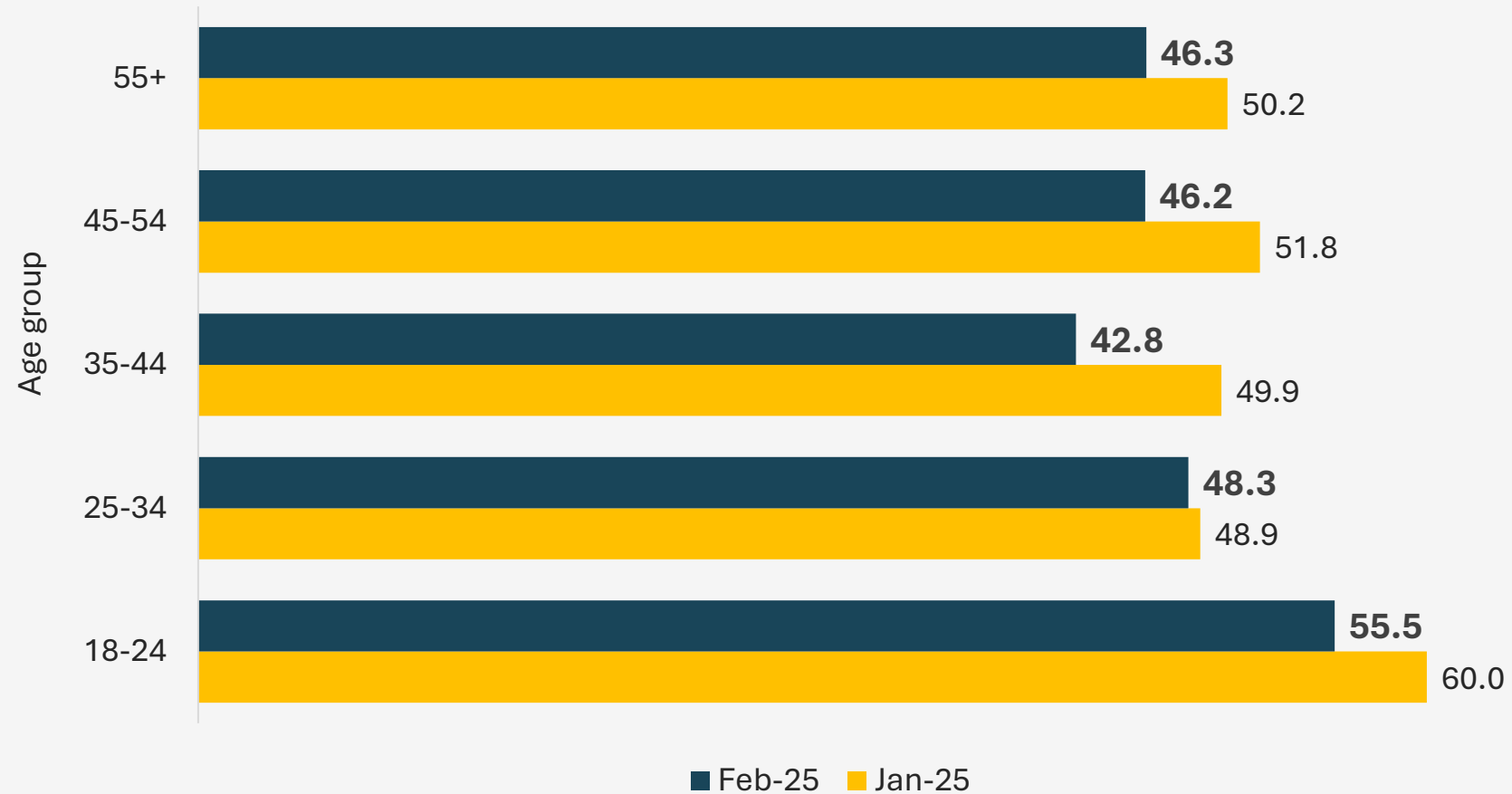
Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2025.

CCI by sex September 2024 to February 2025



Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2025.

CCI by age group January vs February 2025



Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2025.

CCI by ethnicity January vs February 2025



Source: Statistical Institute of Belize. Consumer Sentiment Survey, 2025.

Recap

- The CCI for the month of February 2025 decreased by 8.9% when compared to January 2025
 - Present- down 9.4%
 - Expectations- down 7%
 - Durable goods- down 11.1%
- Consumer confidence decreased across all districts, most notably in Corozal, by 20.3%
- Male consumer confidence decreased by 6%
- Female consumer confidence declined by 7.5%
- Consumer confidence decreased across all age groups, most significantly among persons aged 35-44, by 14.2%
- Consumer confidence decreased across nearly all ethnicities, most notable was a 15.3% drop in confidence among the Mestizo/Hispanic.

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