



CONSUMER CONFIDENCE INDEX AT 45.4 IN JULY 2024:
OVERALL CONSUMER CONFIDENCE UP 1.0%, EXPECTATIONS UP, DURABLE GOODS UP

Consumer Confidence Index (CCI) Overview:

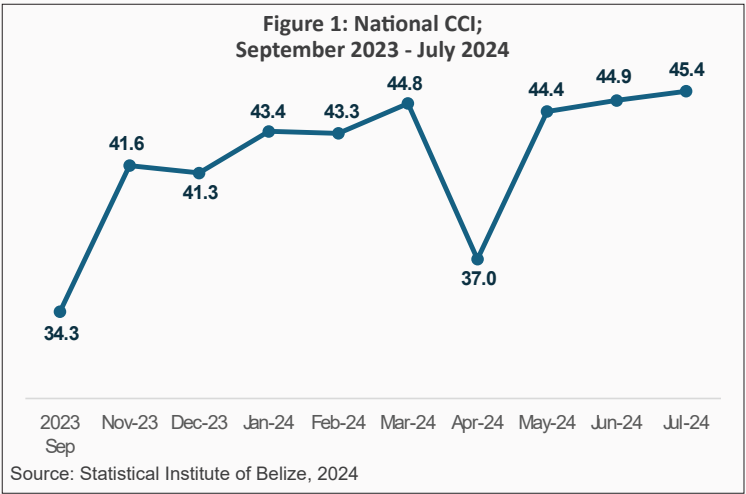
The Consumer Confidence Index (CCI) is an indicator that measures consumers’ sentiments with respect to general economic conditions within the country, their household’s own economic situation, and making major household purchases. It provides an early indication of future household spending, investing, and saving. With household spending being a major contributor to the overall economy, this in turn is an early indicator of future economic growth.

The CCI is an index number, ranging from 0 (completely pessimistic) to 100 (completely optimistic). Generally, a value greater than 50 indicates that consumers are more optimistic overall about the economy and their own economic prospects. The CCI is comprised of three components: (1) perceptions about how **present** macroeconomic conditions and the household’s financial situation compare to twelve months prior; (2) **expectations** about economic conditions and the household’s financial situation over the coming twelve months; and (3) perceptions about whether the present is a good time for making major purchases of **durable goods** such as homes, cars, furniture, and appliances. An index is also produced for each of these three components, to provide more detailed information on what is driving consumer sentiment.

The CCI is intended to provide information on consumer sentiment and how it moves in the short term; therefore, it is analyzed on a month-over-month basis.

National CCI – July 2024 (Month-Over-Month):

For the month of July 2024, the national Consumer Confidence Index (CCI) stood at 45.4, this represents an increase of 1.0 percent from 44.9 in June of 2024 (see Figure 1). This marginal growth marks the continuation of the gradual increase of the CCI, following the sharp decline recorded a few months prior in April of this year.



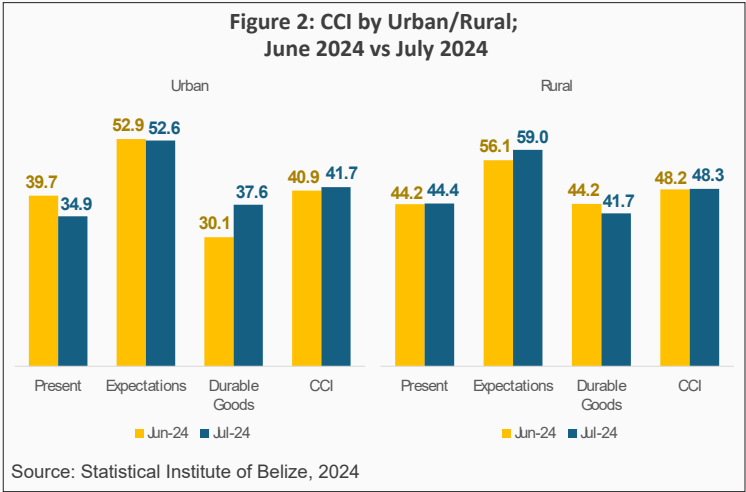
Consumer Confidence by Components

Improvements in both the ‘Durable goods’ and ‘Expectations’ components drove the overall rise in the CCI for the month of July. The ‘Durable goods’ sub-index increased by 5.3 percent from 37.8 in June 2024 to 39.8 in July 2024 as consumers felt less pessimistic about making major purchases of durable goods, while the ‘Expectations’ sub-index rose by 2.6 percent from 54.7 to 56.1 with consumers becoming more optimistic about their households’ future financial situation and the expected general economic conditions over the next twelve months. On the other hand, the ‘Present’ sub-index decreased by 4.9 percent during the one-month period, from 42.2 to 40.1, partially dampening the impact of the increases seen in the other two components.

Consumer Confidence by Region

Among urban consumers, the CCI increased by 2.0 percent, from 40.9 in June to 41.7 in July. This was attributed to urban consumers feeling less pessimistic about making major purchases of ‘Durable goods,’ with this sub-index increasing by a significant 25.1 percent, from 30.1 to 37.6. In contrast, both the ‘Present’ and ‘Expectations’ sub-indices fell during the month, with the former down by 12.1 percent from 39.7 to 34.9, and the latter falling by 0.7 percent, from 52.9 to 52.6.

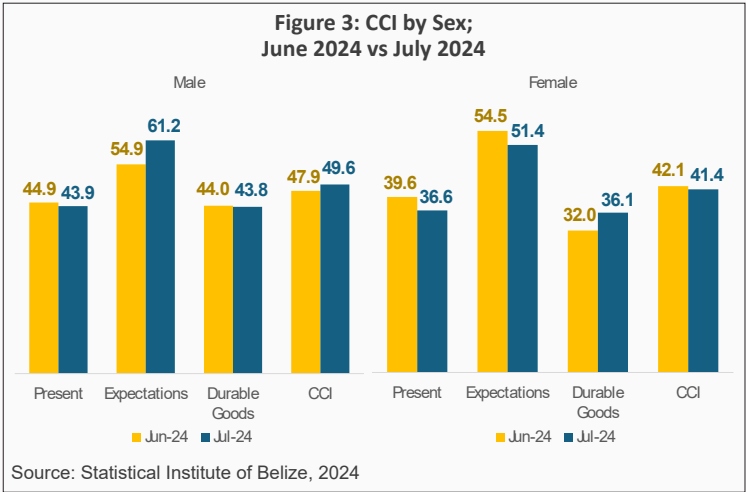
Confidence among rural consumers was virtually unchanged, rising by a marginal 0.3 percent overall, from 48.2 to 48.3, during the month. Consumers in this region were 5 percent more optimistic about their households’ future financial situation and the expected general economic conditions over the next twelve months, as the ‘Expectations’ sub-index increased from 56.1 to 59.0. Additionally, consumers in rural areas also felt less pessimistic regarding their household’s present financial situation and the evolution of general economic conditions over the past twelve months, with the ‘Present’ sub-index increasing slightly by 0.4 percent from 44.2 to 44.4. These improvements were largely offset by a reduction in the ‘Durable goods’ sub-index, which declined by 5.8 percent, from 44.2 to 41.7 (see Figure 2).



Consumer Confidence by Sex

Consumer confidence among males increased by 3.5 percent, from 47.9 in June 2024 to 49.6 in July 2024. Notwithstanding a 2.2 percent decrease in the ‘Present’ sub-index, and a 0.6 percent drop in the ‘Durable goods’ sub-index, male consumers were considerably more optimistic about their future financial situation and the expected general economic conditions over the next twelve months, reflected in a 11.4 percent rise in their ‘Expectations’ sub-index, from 54.9 to 61.2, during the month.

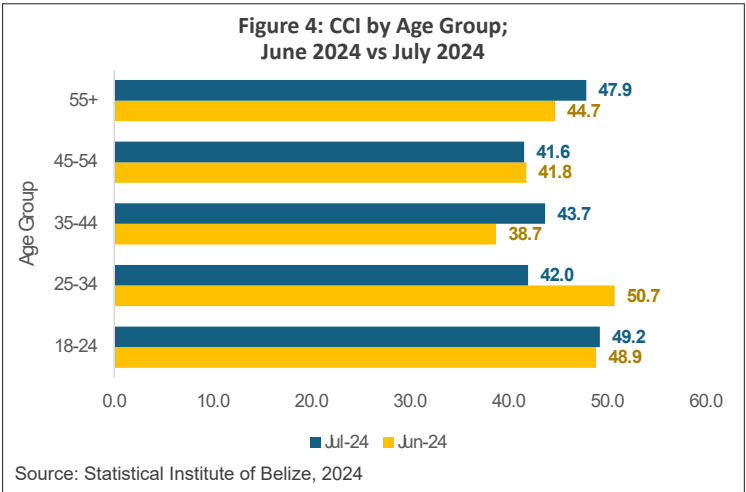
In contrast, females experienced 1.7 percent reduction in consumer confidence, from 42.1 in June to 41.4 in July, despite a 12.7 percent improvement in the ‘Durable goods’ component. This was due to a 7.7 percent decrease in the ‘Present’ sub-index, from 39.6 to 36.6, coupled with a 5.8 percent decline in the ‘Expectations’ sub-index, from 54.5 to 51.4. These reductions indicated that female consumers grew more pessimistic about their household’s present financial situation and the evolution of general economic conditions over the past twelve months, and were also less optimistic about their future financial situation and the expected general economic conditions over the next twelve months (see Figure 3).



Consumer Confidence by Age Groups

For the month of July 2024, consumers aged 35-44 experienced the largest increase in consumer confidence when compared to June 2024. Within this age group, the CCI rose by 12.8 percent from 38.7 to 43.7, as increases were observed across all sub-categories of the CCI. The ‘Expectations’ sub-index grew by a notable 16.2 percent, from 50.0 to 58.1, while the ‘Present’ and ‘Durable goods’ sub-indices recorded growth of 10.3 percent each.

On the other hand, persons aged 25-34 recorded the largest decrease of 17.3 percent, with confidence falling from an optimistic 50.7 to a pessimistic 42.0. Within this age group, all sub-categories of the CCI recorded a decline. The ‘Durable goods’ sub-index fell by 28.3 percent, from 46.2 to 33.1, while the ‘Present’ sub-index went down by 13.2 percent, from 44.3 to 38.4, and the ‘Expectations’ sub-index declined by 12.0 percent, from 61.7 to 54.3 (see Figure 4).



Consumer Confidence by Ethnicity

Among the ethnicities, the Garifuna recorded the largest improvement in consumer confidence with an overall CCI of 51.5 in July 2024. This represented an increase of 22.4 percent from 42.1 recorded in June. Within this ethnicity, consumers were more optimistic about making major purchases of ‘Durable goods’, with this component up from 42.7 to 54.1. They were also more optimistic concerning their ‘Expectations’ for the future (up from 45.7 to 55.9) and less pessimistic regarding ‘Present’ conditions (up from 37.9 to 44.5). Persons of Maya descent also saw significant increases in consumer confidence, with their CCI rising by 15.2 percent, from a pessimistic 45.7 in June 2024 to an optimistic 52.6 in July 2024 (see Figure 5). Consumers within this ethnic group expressed considerably improved sentiment regarding their expectations for the future (from 49.7 to 61.3) as well as conditions at present and over the past twelve months (from 38.9 to 46.5).

