Conducting consumer confidence surveys

- **Origin:** Survey of Consumers, University of Michigan
- **Survey method:**
  - Representative sample of adults (16+ years) (democratic weights and not spending/income weights)
- **Survey technique:**
  - By post (Whites only): 1975-1981
  - Syndicated face-to-face interviews (F2F): 1982+
    - Nielsen (monthly)
    - Ipsos Markinor (Q2 & Q4) and
    - TNS Kantar (Q1 & Q3)
    - Sample size: 2,500, mainly urban
  - Mobile & internet (16Q3 & 16Q4)
    - Unrepresentative sample
    - Mode effect (respond differently than when interviewed)
  - CATI (Computer Assisted Telephone Interviews)
### Population vs. F2F sample (16Q3)

<table>
<thead>
<tr>
<th>Category</th>
<th>POPULATION (000’S)</th>
<th>F2F</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>24 585</td>
<td>2 532</td>
</tr>
<tr>
<td><strong>Black</strong></td>
<td>17 192</td>
<td>1 297</td>
</tr>
<tr>
<td><strong>Coloured</strong></td>
<td>2 961</td>
<td>412</td>
</tr>
<tr>
<td><strong>Indian</strong></td>
<td>952</td>
<td>145</td>
</tr>
<tr>
<td><strong>White</strong></td>
<td>3 480</td>
<td>678</td>
</tr>
<tr>
<td><strong>High</strong></td>
<td>6 857</td>
<td>857</td>
</tr>
<tr>
<td><strong>Higher middle</strong></td>
<td>6 428</td>
<td>682</td>
</tr>
<tr>
<td><strong>Lower middle</strong></td>
<td>6 508</td>
<td>593</td>
</tr>
<tr>
<td><strong>Low</strong></td>
<td>4 793</td>
<td>400</td>
</tr>
<tr>
<td><strong>No answer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-24</td>
<td>5 438</td>
<td>653</td>
</tr>
<tr>
<td>25-34</td>
<td>6 406</td>
<td>585</td>
</tr>
<tr>
<td>35-49</td>
<td>6 643</td>
<td>687</td>
</tr>
<tr>
<td>50+</td>
<td>6 099</td>
<td>607</td>
</tr>
</tbody>
</table>
Questions

- Economic performance of country in 12 months’ time
- Household financial position in 12 months’ time
- Rating of present time to buy durable goods

FNB/BER CCI = unweighted average of the net balances of the three questions
Interpreting the results

- **Net balance** = weighted % improve / good time to buy durables less weighted % deteriorate / bad time
  - Results could in theory vary between -100 and +100, but in reality fluctuated between -33 and +23

- **Results are available per**
  - Question
    - Proxy for income and spending patterns
    - Used rarely nowadays
  - Income group (1996+)
    - Low: <R3 000 monthly household income
    - Middle: R3 000 – R14 000
      - Lower middle: R3 000 – R7 000
      - Higher middle: R7 000 – R14 000
    - High: R14 000+
  - Other: LSM group, Age, Gender, Province (WP, GP, KN, EC), Home language
FNB/BER CCI

Source: BER surveys
FNB/BER CCI smoothed (3 period moving average)

% net, smoothed

Source: BER surveys
Business and consumer confidence

normalised, smoothed

Downturn  BCI_n  CCI_ns
CCI questions

% net, smoothed

Econ_Pos_s  Finan_Pos_s  Time_Dur_s
CCI per income group

% net, smoothed

High_s  Middle_s  Low_s

95 96 97 98 99 00 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17
High vs. low income group

High income (R14k+)

Low income (<R3k)
Per question and per income group

**Expected economic performance**

**Expected financial position**
Per question and per income group (continues)

Time to buy durables rating

High_s  Middle_s  Low_s
Per race and per income group
Per race and per income group
CCI per home language

% net, smoothed

-50 -40 -30 -20 -10 0 10 20 30 40

English_s Afrikaans_s Nguni/Sotho_s
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