FNB/BER CCI

George Kershoff, 29 October 2020
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 – 19Q2
    - 1982-2015: Nielsen (sample size 2 000, weighted, urban)
    - 2016–2019: TNS Kantar (Q1 & Q3) & Ipsos Markinor (Q2 & Q4) (sample size: 2 500, weighted, urban)
  - Mobile Phone SMS survey (16Q3 & 16Q4)
    - Unrepresentative sample
    - Mode effect (respond differently than when interviewed)
  - CATI (Computer Assisted Telephone Interviews): 19Q3+
    - Nielsen (sample 500, unweighted, national)
## Population vs. F2F (19Q1) and Telephone Call samples (20Q1)

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>F2F</th>
<th>CATI</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>25 840</td>
<td>2 520</td>
<td>507</td>
</tr>
<tr>
<td>Black</td>
<td>71%</td>
<td>50%</td>
<td>74%</td>
</tr>
<tr>
<td>Coloured</td>
<td>12%</td>
<td>17%</td>
<td>8%</td>
</tr>
<tr>
<td>Indian</td>
<td>4%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>White</td>
<td>13%</td>
<td>28%</td>
<td>13%</td>
</tr>
<tr>
<td>High income</td>
<td>23%</td>
<td>29%</td>
<td>45%</td>
</tr>
<tr>
<td>Higher middle</td>
<td>25%</td>
<td>24%</td>
<td>15%</td>
</tr>
<tr>
<td>Lower middle</td>
<td>24%</td>
<td>20%</td>
<td>13%</td>
</tr>
<tr>
<td>Low income</td>
<td>12%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>No answer</td>
<td>16%</td>
<td>18%</td>
<td>13%</td>
</tr>
<tr>
<td>16-24</td>
<td>21%</td>
<td>21%</td>
<td>40%</td>
</tr>
<tr>
<td>25-34</td>
<td>28%</td>
<td>34%</td>
<td>32%</td>
</tr>
<tr>
<td>35-49</td>
<td>28%</td>
<td>32%</td>
<td>24%</td>
</tr>
<tr>
<td>50+</td>
<td>23%</td>
<td>13%</td>
<td>5%</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 -36 and +26

- **Results are available per**
  - Question
    - Proxy for income and spending patterns
    - Used rarely nowadays
  - Income group (1996+)
    - Low: <R2 500 monthly household income
    - Middle: R3 000 – R14 000
      - Lower middle: R2 500 – R8 000
      - Higher middle: R8 000 – R20 000
    - High: R20 000+
  - Other:
    - Age & Gender,
    - Until 19Q2: Province (WP, GP, KN, EC), LSM group & Home language
FNB/BER CCI

% net

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

% net, smoothed (s)

Source: BER surveys
Business and consumer confidence

normalised (n), smoothed (s)

Downturn  BCI_n  CCI_ns
CCI questions

% net, smoothed (s)

Econ_Pos_s  Finan_Pos_s  Time_Dur_s
CCI per income group

% net, smoothed

High_s  Middle_s  Low_s
High vs. middle income group (smoothed)

High income (R20k+)

Middle income (R2.5k-R20k)
High vs. low income group (smoothed)

High income (R20k+)

Low income (<R2.5k)
Per question and per income group (smoothed)

![Expected economic performance chart](chart)

![Expected financial position chart](chart)
Per question and per income group (smoothed)

Time to buy durables rating

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

% net, smoothed (s)

[Graph showing trends in CCI per home language for English, Afrikaans, and Nguni/Sotho]
This presentation is confidential and only for the use of the intended recipient. Copyright for this presentation is held by Stellenbosch University. Although great care is exercised to record and interpret all information correctly, Stellenbosch University, its division BER and the author(s)/editor do not accept any responsibility for any direct or indirect loss that might result from accidentally inaccurate data and interpretations by third parties. Stellenbosch University further accepts no liability for the consequences of any decisions or actions taken by any third party on the basis of information provided in this presentation. The view, conclusions or opinions contained in this presentation are those of the author(s)/editor and do not necessarily reflect those of BER or Stellenbosch University.