

## CONSUMER SURVEYS

Ronny Nilsson  
OECD

### EU Harmonised Consumer Survey Characteristics

- Target population 16 years or older
- Sample Size 1500-2000
- Sampling Unit Individual persons
- Sampling Method Random Stratified
- Data Collection Face-to-face/Telephone
- Results by categories Income, occupation, age and sex
- Answers 5 point scale

## EU Harmonised Consumer Survey Questions/variables

<b>Monthly questions</b>	8	Conditions for major purchases <i>now</i>
1 Financial situation <i>now</i>		
2 Financial situation <i>ahead</i>	9	Major purchases <i>ahead</i>
3 Economic situation <i>now</i>	10	Conditions for savings
4 Economic situation <i>ahead</i>	11	Savings <i>ahead</i>
5 Cost of living <i>now</i>	12	Characteristics of financial situation
6 Cost of living <i>ahead</i>		
7 Unemployment <i>ahead</i>		<b>Now, compared to 12M ago</b> <b>Ahead, next 12 months</b>

## EU Harmonised Consumer Survey Questions/variables

### Quarterly questions

- 13 Expected car purchase *next 2 years*
- 14 Expected home purchase *next 2 years*
- 15 Expected home improvements purchase *next 12 months*

OECD/ESCAP Workshop on Composite Leading Indicators and Business Tendency Surveys  
(Bangkok, 24 - 26 February 2003)

<i>Country</i>	<i>Type of survey</i>	<i>Sample size</i>	<i>Response rate (%)</i>	<i>Sampling method</i>
Belgium	face-to-face interviews	2 000	na	random selection of sample points, then selection by quotas
Denmark	telephone interviews	1 800/2 000 depending on survey date	65-75	simple random sampling among population aged 16 years or older; weighting criteria: sex, age, urbanisation, material status and type of housing (correction for bias due to non-response)
Germany	face-to-face interviews	2 000	80	quotas; weighting criteria: age, sex, size of household job of the head of household, size of town, region
Greece	face-to-face interviews	1 850	na	stratified multistage random sampling; sampling fraction:0.62/1000
Finland	telephone interviews	1 750	85	rotating panel among population aged 15-74 years
France	telephone interviews	3 300	60	simple random sampling from electronic directory; weighting criteria: age, size of household, job of the head of household, income, type of municipality, region
Ireland	face-to-face interviews	1 680	75	stratified random sampling (30 survey areas covering the country)
Italy	face-to-face interviews	2 000	100	three-stage random sampling; weighting criteria: municipality, household, sex age, job of the head of the family
Netherlands	telephone interviews	2 000	70	two-stage random sampling (municipality, addresses)
Portugal	face-to-face interviews	2 000	90	multi-stage random sampling and quotas for selection of who in the household should be interviewed
Spain	face-to-face interviews	2 000	96	random sampling of households; quotas for selection of who in the household should be interviewed; weighting criteria: region, type of housing, sex and age
Sweden	telephone interviews	2 200	82	stratified random sampling among population aged 18-64 years; weighting criteria: region, sex, citizenship, employment
United Kingdom	face-to-face interviews	2 000	na	quotas; weighting criteria: sex age, job, class

## EC Consumer Confidence Indicator (EC CCI)

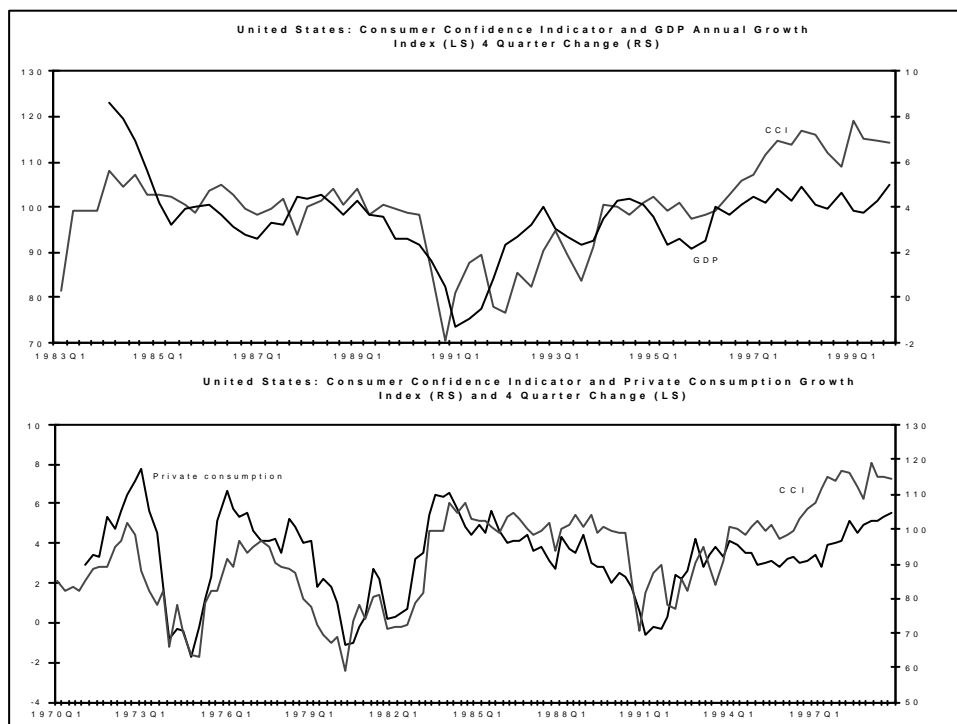
### Average of balances (B) to Questions

- 1 *Financial situation now* against 12 M ago
- 2 *Financial situation ahead* over next 12 M
- 3 *Economic situation now* against 12 m ago
- 4 *Economic situation ahead* over next 12 M
- 5 *Conditions for major purchases now*

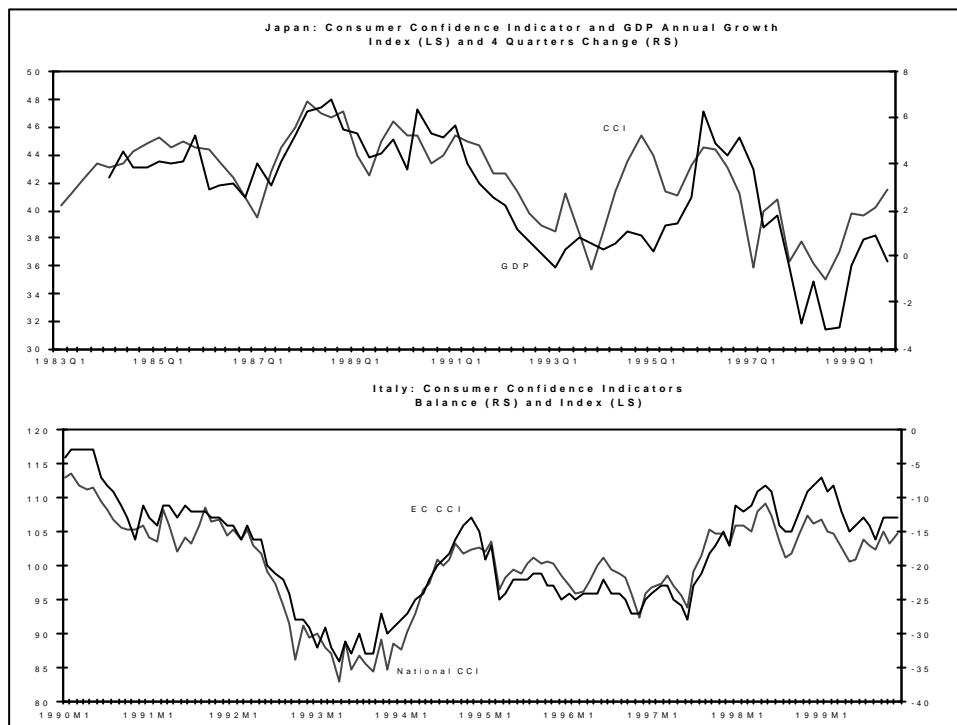
$$B = (PP + 1/2P) - (1/2M + MM)$$

OECD/ESCAP Workshop on Composite Leading Indicators and Business Tendency Surveys  
(Bangkok, 24 - 26 February 2003)

National Consumer Confidence Indicators					
	<i>Periodicity</i>	<i>Unit</i>	<i>Adjustment</i>	<i>Source (1)</i>	<i>Difference to EC</i>
United States	M	1990=100	SA	Michigan	5 Q (4 EC), time period, weights
Japan	Q	Percent	SA	EPA	5 Q (1 EC), time period, weights
New Zealand	Q	Normal=100		WBC	5 Q (4 EC), time period, 3 point scale
Austria	Q	Balance		WIFO	3 Q (2 EC), 3 point scale
Belgium	M	Balance	SA	EC	
Denmark	M	Balance		DANSTA	Equal weights
France	M	Balance	SA	INSEE	Equal weights
Germany	M	Balance	SA	EC	
Greece	M	Balance	SA	EC	
Ireland	M	Balance	SA	EC	
Italy	M	1990=100	SA	ISCO	9 Q (5 EC)
Netherlands	M	Balance	SA	EC	
Portugal	M	Balance	SA	EC	
Spain	M	Balance	SA	EC	
Sweden	M	Balance		NIER	Equal weights
Switzerland	Q	Balance		OFQC	3 Q (3 EC), equal weights
United Kingdom	M	Balance	SA	EC	



OECD/ESCAP Workshop on Composite Leading Indicators and Business Tendency Surveys  
(Bangkok, 24 - 26 February 2003)



**Table 3 Correlation between consumer confidence indicators and economic variables**  
*Timing relationship (lead and lag) at peak correlation*

	GDP (1)			Industrial production (2)	
	Start year	Lag (+) quarters	Correlation coefficient	Lag (+) months (3)	Correlation coefficient
United States(4)	1978	1	0.60	2	0.49
Japan	1987	0	0.79	-1Q	0.83
New Zealand	1988	-1	0.53		
Austria	1977			1Q	0.49
Belgium	1973			0	0.45
Denmark (5)	1990			0	0.61
France	1987			-2	0.83
Germany	1973			0	0.60
Greece	1986			-4	0.43
Ireland	1986			-5	0.64
Italy	1990			-1	0.36
Netherlands	1973			-2	0.39
Portugal	1986			-15	0.95
Spain	1986			-12	0.50
Switzerland	1972	0	0.91	-2Q	0.48
United Kingdom	1974			-12	0.50

(1) GDP, quarterly data, changes over 4 quarters

(2) Industrial production, monthly data, changes over 12 months

(3) Q, lag in quarters

(4) Correlation results against private consumption (quarterly data): lag 0 and corr. coeff. 0.66

(5) Industrial production refers to manufacturing sales

## Relationships between Consumer Survey Results and Quantitative Statistics

<i>Consumer survey</i>		<i>Quantitative statistics</i>
Subject area	Questions	Series linked with subject area
Financial situation of households	1,2	Income (disposable income)
General economic situation	3,4	GDP (growth)
Price development	5,6	Consumer price index
Unemployment	7	Unemployment
Major purchases	8,9	Private consumption (furniture, el appliances etc)
Savings	10,11,12	Household savings
Car purchases	13	Household car purchases
House purchases/building	14	Household residential investment
Home improvement	15	Private consumption (central heating, sanitary etc)
Consumer confidence	1,2,3,4,8	Private consumption (total)

**Table 5** *Correlation between expectation of general economic situation (t) and changes in GDP over same quarter of the preceding year 1986-1996*

	<b>GDP t-2</b>	<b>GDP t-1</b>	<b>GDP t</b>
Europe	0.78	0.87	0.88
Belgium	0.61	0.75	0.80
Denmark	0.37	0.47	0.47
Germany	0.91	0.91	0.92
Greece	0.19	0.18	0.12
Spain	0.81	0.85	0.83
France	0.53	0.65	0.76
Ireland	0.75	0.78	0.76
Italy	0.67	0.78	0.80
Netherlands	0.32	0.37	0.38
Portugal	0.52	0.60	0.66
Finland	0.47	0.43	0.34
United Kingdom	0.32	0.26	0.17

OECD/ESCAP Workshop on Composite Leading Indicators and Business Tendency Surveys  
(Bangkok, 24 - 26 February 2003)

**Table 6** *Correlation between expectation on unemployment (t) and the unemployment rate UR 1986-1996*

	UR t-2	UR t-1	UR t
Europe	0.96	0.97	0.97
Belgium	0.84	0.85	0.85
Denmark	0.84	0.86	0.88
Germany	0.94	0.95	0.92
Greece	0.91	0.91	0.90
Spain	0.87	0.89	0.90
France	0.66	0.68	0.70
Ireland	0.38	0.34	0.30
Italy	0.72	0.71	0.70
Netherlands	0.79	0.81	0.83
Austria	-0.90	-0.90	-0.72
Portugal	0.71	0.67	0.64
Finland	0.79	0.83	0.65
Sweden	0.79	0.83	0.65
United Kingdom	0.91	0.90	0.89

**Table 8** *Correlation between expectation of cost of living (t) and changes in the consumer price index CPI over same month of the preceding year 1986-1996*

	CPI t-2	CPI t-1	CPI t
Europe	0.82	0.82	0.82
Belgium	0.56	0.62	0.63
Denmark	0.86	0.87	0.87
Germany	0.87	0.89	0.90
Greece	0.20	0.42	0.14
Spain	0.52	0.78	0.56
France	0.40	0.72	0.40
Ireland	0.55	0.75	0.56
Italy	0.64	0.56	0.61
Netherlands	0.93	0.80	0.92
Austria	0.06	0.51	0.61
Portugal	0.21	0.58	0.23
Finland	0.30	0.32	0.58
Sweden	-0.20	0.71	-0.04
United Kingdom	0.73	0.82	0.67

OECD/ESCAP Workshop on Composite Leading Indicators and Business Tendency Surveys  
(Bangkok, 24 - 26 February 2003)

**Table 9** *Correlation between consumer confidence indicator(t) and changes in private consumption PC over same quarter of the preceding year 1986-1996*

	<b>PC t-2</b>	<b>PC t-1</b>	<b>PC t</b>
Europe	0.89	0.91	0.91
Belgium	0.63	0.76	0.85
Denmark	0.53	0.63	0.66
Germany	0.94	0.94	0.95
Greece	0.48	0.54	0.55
Spain	0.80	0.87	0.89
France	0.69	0.64	0.67
Ireland	0.33	0.39	0.42
Italy	0.79	0.87	0.90
Netherlands	0.52	0.47	0.29
Portugal	0.60	0.73	0.79
Finland	0.84	0.83	0.78
United Kingdom	0.83	0.75	0.66