

# CONSUMER SURVEY



NOVEMBER 2024 CONSUMER CONFIDENCE INCREASING

## Consumer Confidence

The latest Consumer Survey conducted by Bank Indonesia in November 2024 indicates increasing consumer confidence in economic conditions compared with one month earlier. This was reflected by an increase in the Consumer Confidence Index (CCI) to 125.9 in November 2024 from 121.1 in October 2024.

## Current & Expectation Economic Condition

Consumers were more upbeat in November 2024 in terms of the Current Economic Condition Index (CECI) and Consumer Expectation Index (CEI), which increased to 113.5 and 138.3, respectively, from 109.9 and 132.4 the month earlier. Both indexes recorded broad-based gains across all components.

## A. Consumer Confidence

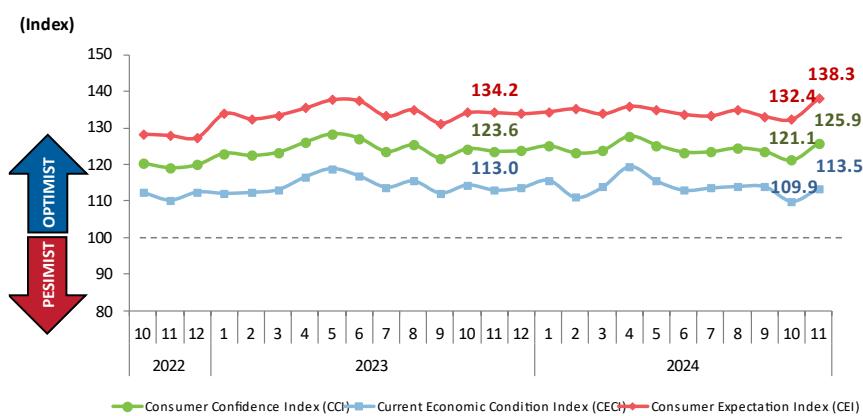
### A.1. Consumer Confidence Index

Consumer confidence increased in November 2024.

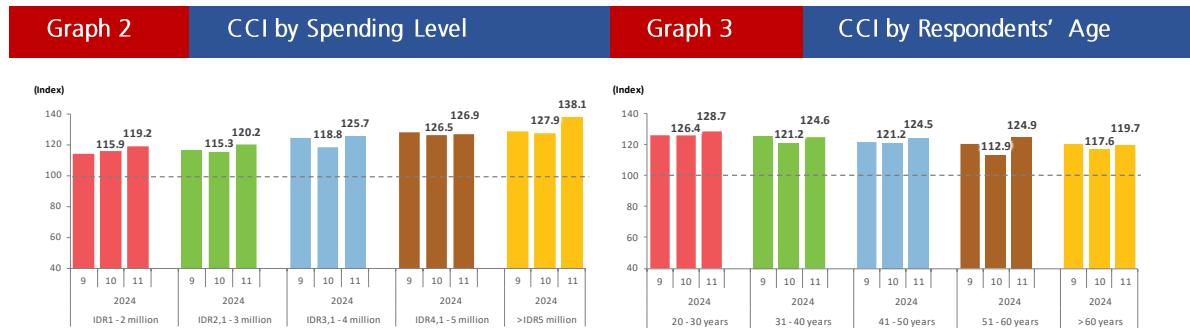
The latest Consumer Survey conducted by Bank Indonesia indicates increasing consumer confidence in economic conditions in November 2024, as reflected by an uptick in the Consumer Confidence Index (CCI) to 125.9 from 121.1 the month earlier. Consumers were upbeat in November 2024 given stronger confidence in current economic conditions and expectations of economic conditions moving forward. The Current Economic Condition Index (CECI) and Consumer Expectation Index (CEI) in November 2024 were recorded at 113.5 and 138.3, respectively (Graph 1).

Graph 1

Consumer Confidence Index



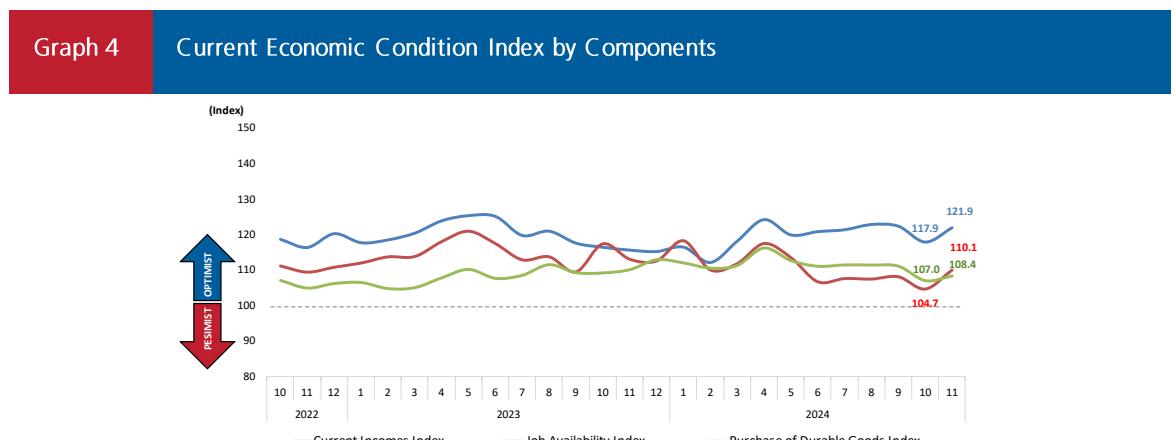
In November 2024, consumer confidence increased across all spending brackets, led by respondents spending more than Rp5 million per month (Graph 2). Based on age, respondents from all age groups reported a higher Consumer Confidence Index (Graph 3). Regionally, respondents in most of the surveyed cities reported a higher CCI, led by Padang (16.3 points), followed by Palembang (11.5 points) and Ambon (9.8 points).



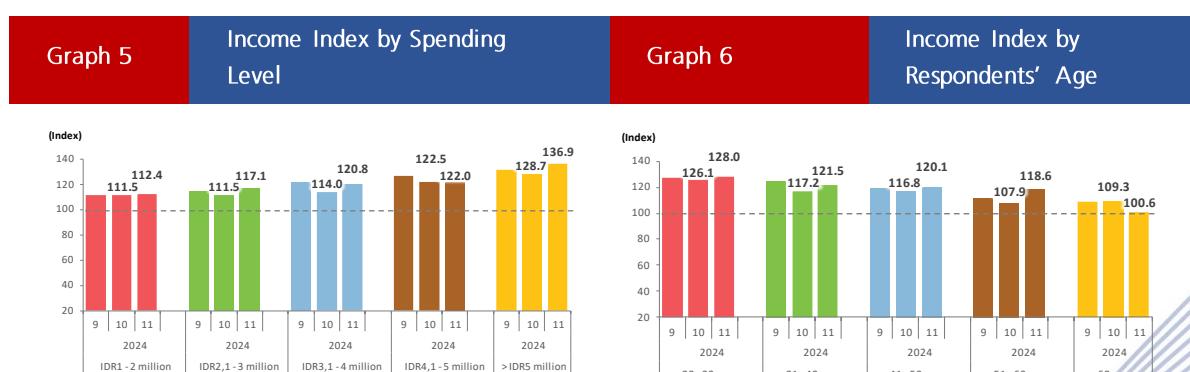
### A.2. Current Economic Condition Index

Consumer perception of current economic conditions increased.

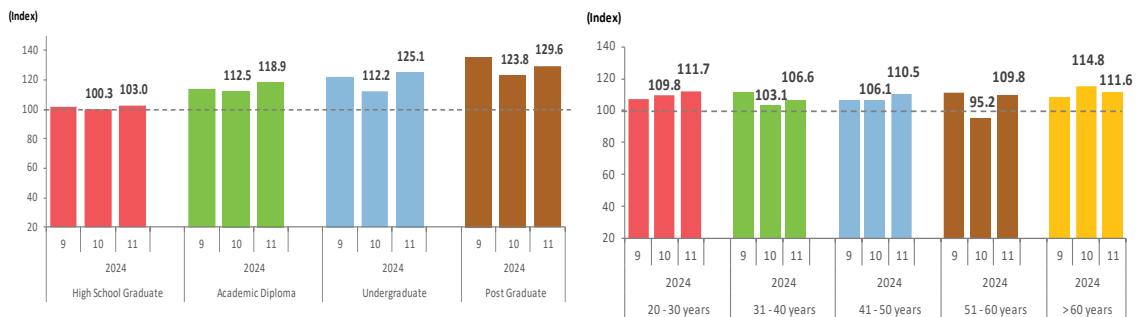
Consumer perception of current economic conditions increased in November 2024, as reflected by a higher Current Economic Condition Index (CECI) of 113.5 compared with 109.9 in October 2024. The stronger CECI reading in November 2024 was supported by the Current Income Index, Job Availability Index, and Purchase of Durable Goods Index, which increased from 117.9, 104.7, and 107.0 to 121.9, 110.1, and 108.4, respectively (Graph 4). Spatially, respondents in most of the surveyed cities confirmed an increase in the CECI, particularly in Palembang (10.7 points), followed by Pontianak (9.3 points) and Medan (8.7 points).



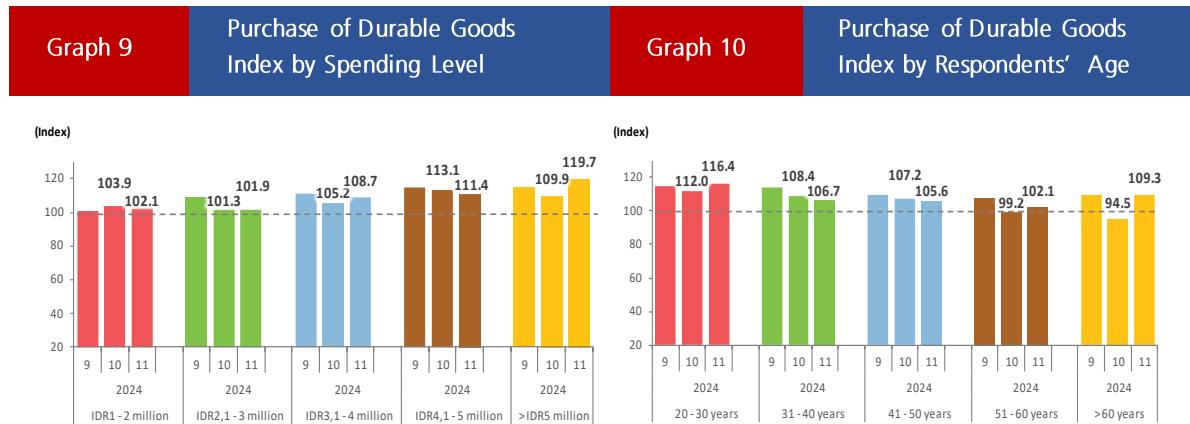
Consumer optimism in current income remained solid across all spending and age brackets in November 2024. The highest index was reported by respondents spending more than Rp5 million per month and respondents in the 20-30 age group (Graph 5 and Graph 6).



Consumer perception of current job availability was indicated to increase among respondents from all educational backgrounds (Graph 7). Furthermore, respondents of all ages reported a higher Job Availability Index, except respondents over the age of 60 (Graph 8).



Meanwhile, consumers were more inclined to purchase durable goods in November 2024. Respondents spending more than Rp5 million per month were more inclined to buy durable goods in the reporting period (Graph 9), while respondents in the 20-30 age group confirmed the highest index reading based on age (Graph 10).



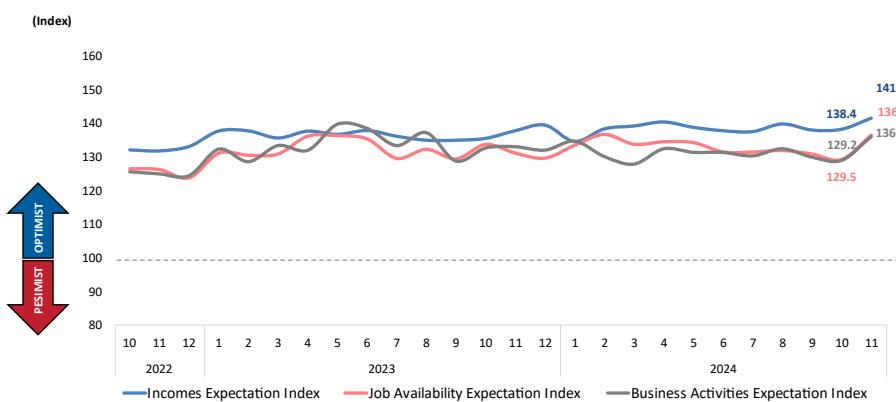
### A.3. Consumer Expectation Index

Consumer expectations of economic conditions moving forward increased.

Consumer expectations of economic conditions in the next 6 months increased in the reporting period, as reflected by an increase in the Consumer Expectation Index (CEI) to 138.3 from 132.4 in the previous period. Greater consumer optimism was driven by all component indexes, namely expectations of income, job availability, and business activity, which increased from 138.4, 129.5, and 129.2 to 141.7, 136.8, and 136.2, respectively (Graph 11). Regionally, respondents in several of the surveyed cities reported a higher CEI, led by Padang (25.2 points), followed by Palembang and Ambon (12.3 points).

Graph 11

Consumer Expectation Index by Components



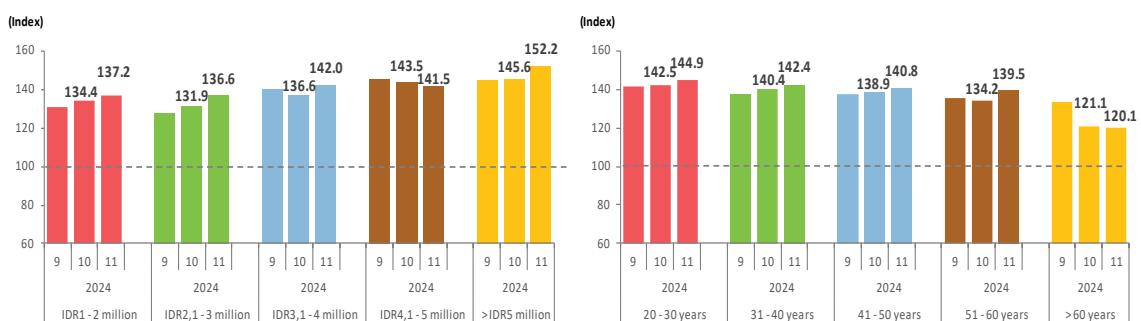
In November 2024, respondents from nearly all spending and age brackets predicted incomes to increase moving forward (Graph 12 and Graph 13).

Graph 12

Income Expectation Index by Spending Level

Graph 13

Income Expectation Index by Respondents' Age



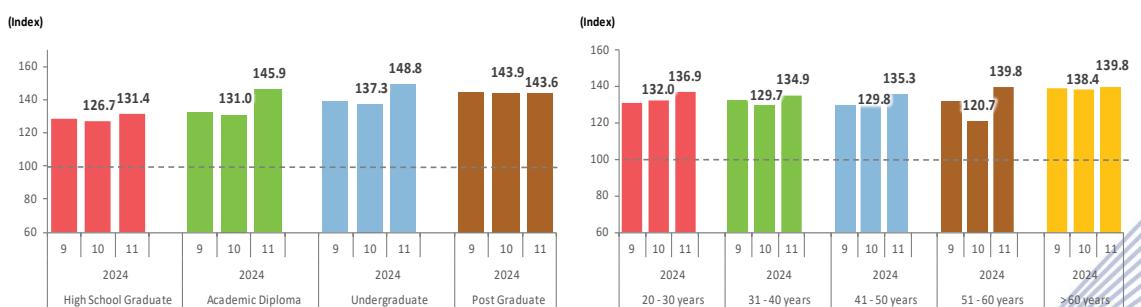
Consumer expectations of job availability in the next 6 months also increased, particularly among respondents with an academic diploma (Graph 14). Based on age, respondents in the 51-60 age group reported a higher Job Availability Expectation Index in the reporting period (Graph 15).

Graph 14

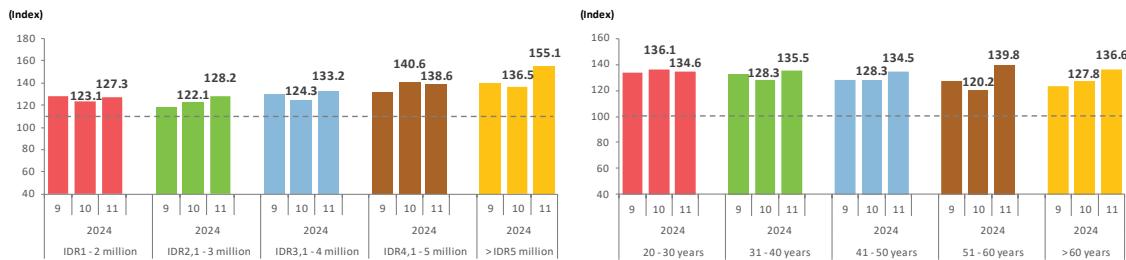
Job Availability Expectation Index by Respondents Educational Background

Graph 15

Job Availability Expectation Index by Respondents' Age



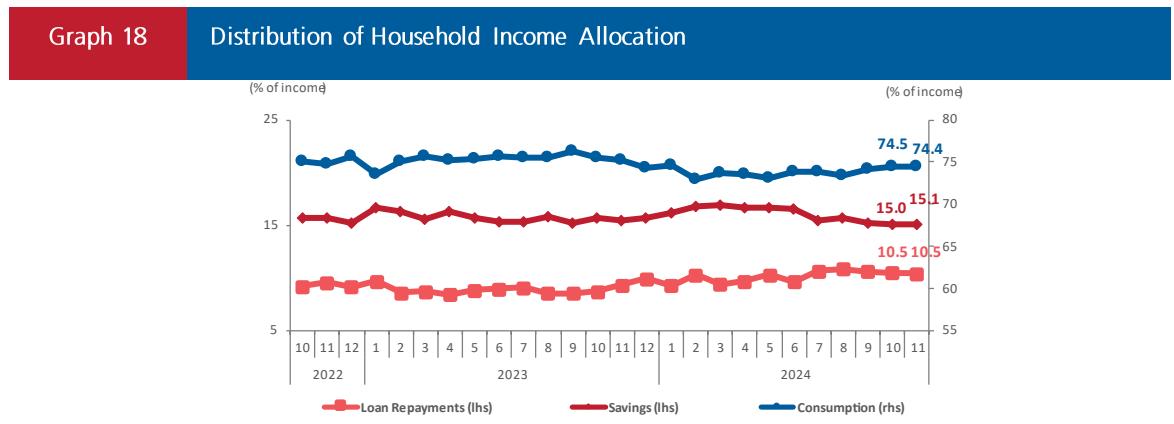
On the other hand, consumer expectations of business activity moving forward were observed to increase, particularly among respondents spending more than Rp5 million per month (Graph 16). Based on age, the highest index reading was reported by respondents in the 51-60 age group (Graph 17).



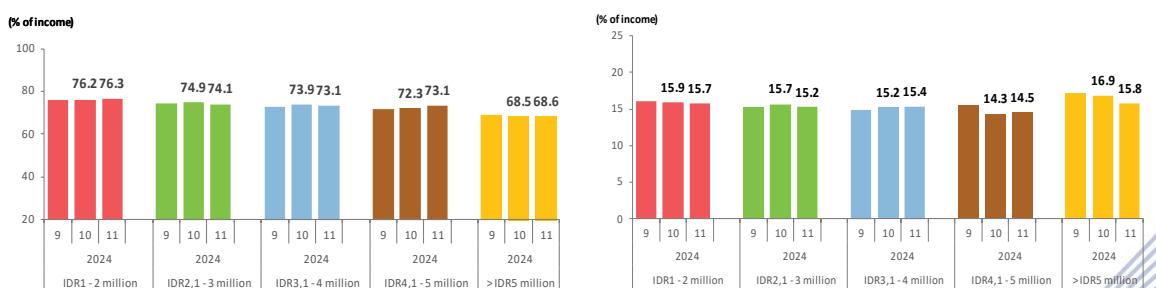
## B. Consumer Financial Conditions

The propensity to consume ratio remained stable in November 2024.

In November 2024, the average propensity to consume ratio remained stable, along with the debt-to-income ratio and savings-to-income ratio compared with conditions one month earlier, namely at 74.4%, 10.5% and 15.1%, respectively (Graph 18).



A lower average propensity to consume ratio was reported by respondents spending Rp2.1-4 million per month (Graph 19). On the other hand, respondents spending Rp3.1-5 million, recorded a higher savings-to-income ratio (Graph 20).



## METHODOLOGY

The Consumer Survey has been conducted monthly since October 1999. Moreover, since January 2007, the survey has involved 4,600 households (stratified random sampling) in 18 cities, namely Jakarta, Bandung, Bodebek, Semarang, Surabaya, Medan, Makassar, Bandar Lampung, Palembang, Banjarmasin, Padang, Pontianak, Samarinda, Manado, Denpasar, Mataram, Pangkal Pinang, Ambon and Banten. The index per city is calculated using the balanced score method (net balance + 100) which indicates that a score of above 100 is considered optimistic and index of below 100 is pessimistic. Access Metadata on <https://www.bi.go.id/statistik/Metadata/Survei/Documents/1-Metadata-SK-2022.pdf>.









Table 7

Respondent Profile

Descriptions	2023												2024											
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	
Gender																								
- Male	39.8	39.0	39.0	38.9	37.9	37.0	36.6	37.3	36.6	38.0	37.5	38.8	37.6	37.1	38.7	38.0	39.3	37.7	39.2	37.7	38.3	36.8	35.7	
- Female	60.2	61.0	61.0	61.1	62.1	63.0	63.4	62.7	63.4	62.0	62.5	61.2	62.4	62.9	61.3	62.0	60.7	62.3	60.8	62.3	61.7	63.2	64.3	
Household Expenses																								
- Rp. 1 million - Rp. 2 million	22.0	22.3	20.3	20.8	20.9	20.6	21.8	19.7	20.2	19.2	19.6	19.7	20.8	20.2	20.5	20.6	19.4	19.3	19.0	20.2	19.5	19.6	19.2	
- Rp. 2,1 million - Rp. 3 million	24.1	26.1	25.1	24.0	25.4	25.5	24.6	24.5	24.5	23.7	24.7	24.9	24.1	25.0	24.4	25.4	24.0	24.2	24.1	22.4	23.4	24.2	24.8	
- Rp. 3,1 million - Rp. 4 million	25.4	24.5	27.3	27.0	25.8	25.8	24.9	26.4	25.7	25.7	25.7	25.3	24.4	25.3	25.2	25.1	26.0	26.6	26.8	25.9	26.2	26.7	26.9	
- Rp. 4,1 million - Rp. 5 million	14.2	13.2	13.2	13.4	12.9	12.7	13.5	13.4	13.2	14.4	13.7	14.1	14.7	13.2	13.6	13.7	14.6	14.6	14.6	15.6	15.3	14.2	14.8	
- Over than Rp. 5 million	14.3	13.9	14.1	14.7	15.0	15.4	15.1	16.1	16.5	17.0	16.3	16.0	16.0	16.3	15.2	16.0	15.3	15.5	15.9	15.6	15.3	14.3		
Ages																								
- 20-30 years	29.7	31.8	31.5	28.9	29.6	32.0	30.6	30.7	29.2	29.8	30.5	30.6	30.2	28.7	30.7	27.8	27.8	30.4	28.2	28.8	28.8	28.3	27.6	
- 31-40 years	27.1	26.3	27.3	26.9	28.1	26.3	27.0	26.3	26.7	29.0	28.0	27.6	27.4	27.6	26.7	28.3	27.9	25.9	28.8	27.8	27.6	26.9	26.8	
- 41-50 years	24.1	24.0	24.6	26.3	25.3	24.6	24.7	24.1	25.3	24.6	25.8	24.8	24.6	25.2	24.7	25.2	25.9	24.7	24.3	24.5	26.0	26.5	26.3	
- 51-60 years	14.5	13.5	13.0	13.4	12.6	13.0	13.0	13.9	14.3	12.3	11.7	12.3	13.6	14.0	13.0	13.5	14.3	14.4	14.5	14.4	13.3	13.6	14.5	
- 60 years above	4.6	4.5	3.6	4.5	4.4	4.1	4.7	5.0	4.5	4.4	4.1	4.7	4.3	4.5	5.0	5.1	4.0	4.5	4.1	4.6	4.3	4.6	4.8	
Educational Level																								
- High School Graduate	68.9	67.0	67.9	69.1	68.2	68.2	69.5	66.6	67.7	65.4	66.1	67.2	67.5	67.0	66.4	66.5	66.2	66.4	64.9	65.2	64.4	65.8	64.7	
- Academic Diploma	8.9	9.7	9.3	9.2	8.9	8.8	8.7	9.8	8.9	8.8	8.9	9.5	9.5	8.3	9.4	9.8	9.0	8.6	10.1	9.9	9.7	9.3	9.1	
- Undergraduate	19.0	20.2	20.5	19.1	19.8	20.4	18.8	20.9	20.6	22.6	22.1	21.2	20.5	21.9	21.1	20.9	21.7	22.6	21.9	21.9	23.2	21.8	23.6	
- Postgraduate	3.2	3.1	2.4	2.6	3.0	2.6	3.1	2.7	2.8	3.2	2.9	2.1	2.4	2.7	3.1	2.9	3.1	2.4	3.1	3.0	2.7	3.1	2.7	

Figure 1 Consumer Confidence Index (CCI) by Region

