

# IHP Consumer Confidence Indices

November 2022

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## Sri Lanka Consumer Confidence: ***November sees significant gains in consumer confidence, driven by future expectations***

*Consumer confidence remains pessimistic, but is now at highest levels for more than a year*

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### RECOMMENDED CITATION

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## **About the IHP Sri Lanka Opinion Tracker Survey (SLOTS)**

The IHP Sri Lanka Opinion Tracker Survey (SLOTS) was launched in August 2021 to track public experience and opinion during the recovery from COVID-19. It has been extended to track public perceptions during the economic crisis. It is run by the Institute for Health Policy (IHP), which is an independent, non-partisan research centre based in Colombo, Sri Lanka. The SLOTS lead investigator is Dr Ravi Rannan-Eliya of IHP, who was trained in public opinion polling at Harvard University, and who has conducted numerous opinion surveys over three decades.

SLOTS interviews representative samples of Sri Lankan adults daily by telephone to gather their current views and situation. All interviews include a core set of common questions, with additional rotating sets of other questions that examine issues of topical importance. The survey is made possible by the generous funding support of the Neelan Tiruchelvam Trust, the UK National Institute for Health and Care Research (NIHR), and others. The survey has an omnibus design, and the Institute welcomes sponsorship to continue the survey, to add new questions, or to undertake tailored analyses of the data. Potential sponsors should contact the Institute for further details.

SLOTS respondents consist of a mix of respondents reached by random digit dialling of mobile numbers, and others coming from a national panel of respondents who have agreed to be re-interviewed, and who were previously recruited at community level using random selection. As with any survey, bias can arise from the sampling design and non-response, which means that respondents are not representative of the underlying population. To adjust for this, unless otherwise noted, all reported estimates and analyses use data that have been weighted to ensure that they are representative of the national adult population. This weighting process uses propensity weighting and iterative proportional fitting (raking) to match the national population according to gender, age, ethnicity, religion, socioeconomic ranking, sector, and geographical location, and where appropriate past voting behaviour.

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# November sees significant gains in consumer confidence, driven by future expectations

*Consumer confidence remains pessimistic, but is now at highest levels for more than a year*

Consumer confidence improved strongly during November 2022, albeit from deep lows and still remaining pessimistic overall. The Index of Consumer Sentiment (ICS), the broadest measure of the public's views of their personal economic status and the national economy which ranges from zero to a potential maximum 100, increased by 11 points (from 9 in October to 20 in November), back to levels last seen in January this year.

The gains in overall consumer confidence were largely driven by an improvement in expectations about the longer-term future. The Index of Consumer Expectation (ICE), a measure of perceptions about the future, increased 18 points (from 11 in October to 29 in November), whilst the Index of Consumer Conditions (ICC), a measure of perceptions about current conditions increased only by 1 point (from 6 in October to 7 in November).

These improvements mean that future expectations and overall consumer sentiment are now at their highest levels in more than a year and higher than at any time since the economic crisis hit.



## Institute for Health Policy Sri Lanka Opinion Tracker Survey

Index values based on responses to five questions. All index values range from 0 (situation worse off than before/future will be worse than now) to 100 (situation better/future will be better), with values below 50 indicating net pessimism. Survey of 7,045 adults during Oct. 21, 2021–Dec. 01, 2022, with sample sizes varying between indices depending on which respondents were randomized to specific questions and response rates.

## Changes in IHP Consumer Confidence Measures in last month

Measure	↓↑↔	November 2022	October 2022	September 2022	August 2022	July 2022	June 2022	May 2022	April 2022
Index of Consumer Sentiment (ICS)	↑ 11	20	9	8	12	6	3	5	5
Index of Consumer Expectations (ICE)	↑ 18	29	11	10	14	6	2	5	4
Index of Current Conditions (ICC)	↑ 1	7	6	6	7	5	5	6	7
Personal Financial Situation (last 12m)	↔ 0	7	7	7	7	6	5	5	5
Personal Financial Situation (next 12m)	↑ 17	27	10	10	12	5	3	4	3
Country Situation (next 12m)	↑ 14	25	11	10	16	7	1	9	4
Country Long-Term Prospects (next 5y)	↑ 22	35	13	10	15	5	3	2	4
Current Buying Conditions	↑ 1	6	5	4	8	5	5	7	9

Institute for Health Policy Sri Lanka Opinion Tracker Survey

Estimates based on 5,697 interviews conducted by SLOTS from Jan. 1–Nov. 30, 2022. Monthly values derived after weighting responses to be nationally representative according to gender, age, ethnicity, education, sector, province, and socioeconomic status.

## Appendix: Monthly ICS, ICE and ICC values, November 2021 to November 2022

	Index of Consumer Sentiment (ICS)	Index of Consumer Expectations (ICE)	Index of Current Conditions (ICC)
NOV 2021	19	22	14
DEC 2021	17	19	13
JAN 2022	19	23	13
FEB 2022	16	17	15
MAR 2022	8	8	9
APR 2022	5	4	7
MAY 2022	5	5	6
JUN 2022	3	2	5
JUL 2022	6	6	5
AUG 2022	12	14	7
SEP 2022	8	10	6
OCT 2022	9	11	6
NOV 2022	20	29	7

Note: Values range from 0 (situation worse off/negative expectations) to 100 (situation better/positive expectations), with values below 50 indicating net pessimism. Monthly values derived after weighting responses to be nationally representative according to gender, age, ethnicity, education, sector, province, and socioeconomic status. Historical estimates are updated monthly, so there may be small revisions to earlier released monthly values.