

# INEC<sup>®</sup>

## CONSUMER CONFIDENCE INDEX

ECONOMIC INDICATORS **CNI**

**CNI**  
Brazilian National Confederation of Industry  
THE FUTURE OF INDUSTRY

## Consumer confidence improved, but remains low

In December, consumer confidence increased in relation to September, showing a slight improvement in consumer expectations. The National Consumer Confidence Index (INEC) increased from 42.8 in September 2020 to 43.8 in December 2020.

Despite the growth, the index remains below its historical average of 46 points and the level recorded in December 2019.

The increase in confidence was greatest among younger people, especially among those aged between 25 and 44 years. It was also greatest among people with higher education. Confidence remained practically stable in the Southeast region, but increased in the North/Midwest and Northeast regions. Compared to December 2019, confidence is lower across all surveyed profiles.

**Historical series**  
Index (0-100 points)\*



\* Figures below 50 points indicate lack of consumer confidence. The further below 50 points, the more significant and widespread the lack of confidence.

## INEC COMPONENTS

### Worsening inflation and unemployment expectations

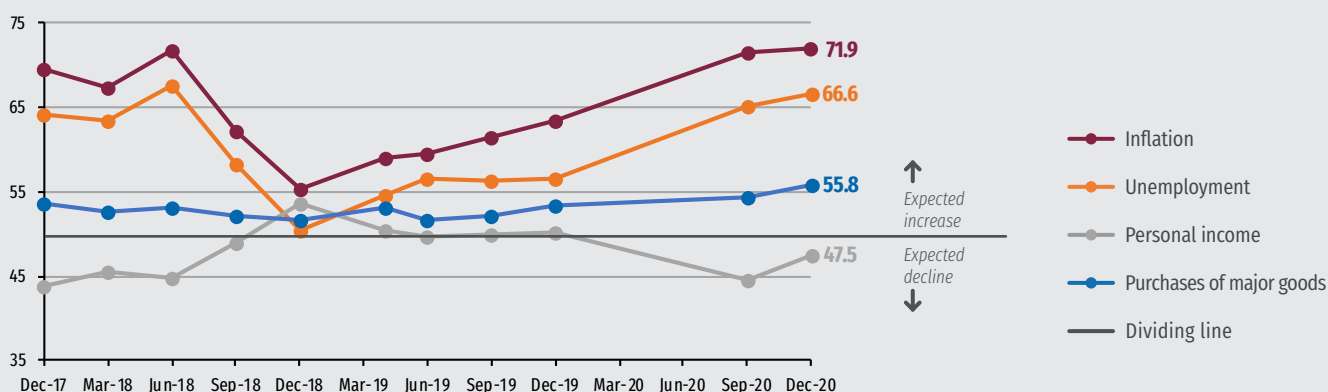
Despite the economic recovery, the indices measuring the expected unemployment and inflation by consumers continued to rise in the fourth quarter. The indices measuring the expected unemployment and the expected inflation increased by 1.5 and 0.4 point, respectively, between September and December. Both indices remain far above those recorded in December 2019, marking a deterioration in consumer expectations for these economic variables in the year 2020.

The indices measuring consumer expectations about their personal income and purchases of major goods rose in December, respectively, by 3.1 and 1.4 points. Although the index measuring expected personal income has worsened in relation to December 2019 (a drop of 2.6 points), the index measuring the purchase of major goods rose by 2.4 points.

In December, the consumers' perceptions of their financial situation also improved and the level of indebtedness dropped. The financial situation index rose by 2.5 points and the indebtedness index fell 1 point in December.

#### Expectations indices

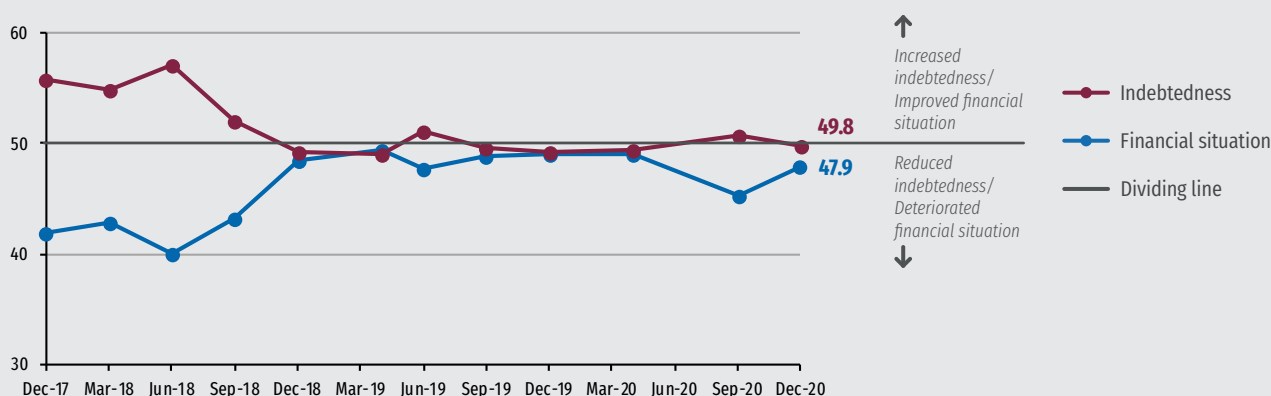
Index (0-100 points)\*



\* Figures above 50 points indicate an expected increase in inflation, unemployment, personal income, or purchases of major goods. The further above 50 points, the more significant and widespread the expected increase.

#### Financial condition indices

Index (0-100 points)\*



\* Figures above 50 points indicate an increase in indebtedness or a better financial situation. The further above 50 points, the more significant and widespread is the perception of increase of indebtedness or of improvement of financial situation.

## INEC BY CONSUMER PROFILE



### HOUSEHOLD INCOME (IN MINIMUM WAGES)

#### Confidence increases among middle-income brackets

In December, the INEC improved among the middle-income brackets (between 1 and 5 minimum wages) and remained stable among the highest and lowest household income brackets (more than 5 minimum wages or less than 1 minimum wage). It should also be highlighted that the people with a household income higher than five minimum wages were the ones with the worst deterioration on the consumer expectation index in relation to December 2019.

HOUSEHOLD INCOME (IN MINIMUM WAGES)	DEC-20	HISTORICAL AVERAGE	DEC-20/ SEP-20	DEC-20/ DEC-19
Over 5	<b>45.3</b>	48.0	↑ 0.3	↓ -7.1
Over 2 to 5	<b>45.6</b>	46.9	↑ 1.8	↓ -3.7
Over 1 to 2	<b>43.6</b>	45.7	↑ 1.0	↓ -3.5
Up to 1	<b>40.9</b>	44.3	↑ 0.5	↓ -3.6

Note: The INEC ranges from 0 to 100 points. Figures below 50 points indicate lack of consumer confidence.



### REGION

#### Trust is lower in the Southeast

The North and Midwest regions experienced a greater increase in the INEC than the other regions in December. The Southeast and, to a lesser extent, the South regions, are further away from the pre-crisis confidence level.

REGION	DEC-20	HISTORICAL AVERAGE	DEC-20/ SEP-20	DEC-20/ DEC-19
North/ Midwest	<b>47.1</b>	47.1	↑ 1.8	↓ -1.7
Northeast	<b>44.4</b>	46.5	↑ 1.4	↓ -2.3
Southeast	<b>42.1</b>	45.4	↑ 0.5	↓ -4.5
South	<b>44.7</b>	45.9	↑ 0.9	↓ -3.6

Note: The INEC ranges from 0 to 100 points. Figures below 50 points indicate lack of consumer confidence.



### LEVEL OF EDUCATION

#### Confidence increases among those with a college degree

The greater increase in confidence in December was among those with a college degree.

LEVEL OF EDUCATION	DEC-20	HISTORICAL AVERAGE	DEC-20/ SEP-20	DEC-20/ DEC-19
Up to 4th grade of elementary school	<b>44.0</b>	45.5	↑ 0.4	↓ -1.7
From 5th to 8th grade of elementary school	<b>43.6</b>	45.8	↑ 0.5	↓ -3.2
High school	<b>43.6</b>	46.4	↑ 0.4	↓ -4.2
Higher education	<b>44.2</b>	46.4	↑ 2.8	↓ -4.0

Note: The INEC ranges from 0 to 100 points. Figures below 50 points indicate lack of consumer confidence.

## Results by consumer profile

	INEC	SEP-19	DEC-19	SEP-20	DEC-20
<b>Total</b>		<b>47.3</b>	<b>47.3</b>	<b>42.8</b>	<b>43.8</b>
<b>Gender</b>					
Male		48.6	50.0	44.9	46.4
Female		46.2	44.8	41.0	41.5
<b>Age</b>					
16 to 24		49.2	48.7	44.7	46.0
25 to 34		47.8	48.1	42.6	44.6
35 to 44		47.4	46.3	41.7	43.9
45 to 54		44.3	46.9	42.1	42.1
55 or above		47.8	46.6	43.4	42.7
<b>Education</b>					
Up to 4th grade of elementary school		46.2	45.7	43.6	44.0
From 5th to 8th grade of elementary school		46.0	46.8	43.1	43.6
High school		47.4	47.8	43.2	43.6
Higher education		49.4	48.2	41.4	44.2
<b>Region</b>					
North / Midwest		49.3	48.8	45.3	47.1
Northeast		45.4	46.7	43.0	44.4
Southeast		47.5	46.6	41.6	42.1
South		47.8	48.3	43.8	44.7
<b>Household income (in minimum wages)</b>					
Over 5		53.2	52.4	45.0	45.3
Over 2 to 5		48.3	49.3	43.8	45.6
Over 1 to 2		46.7	47.1	42.6	43.6
Up to 1		44.2	44.5	40.4	40.9
<b>Municipality status</b>					
Capital city		47.0	46.4	41.1	43.0
Outskirts of a city		47.0	44.1	43.2	41.6
Rural area		47.5	48.2	43.5	44.6

## INEC components

INEC COMPONENTS	EXPECTATIONS				FINANCIAL CONDITIONS	
	Inflation	Unemployment	Personal income	Purchases of major goods	Financial situation	Indebtedness
<b>Total</b>	<b>71.9</b>	<b>66.6</b>	<b>47.5</b>	<b>55.8</b>	<b>47.9</b>	<b>49.8</b>
<b>Gender</b>						
Male	68.6	63.0	50.8	55.8	50.5	47.1
Female	74.9	69.7	44.5	55.8	45.4	52.3
<b>Age</b>						
16 to 24	71.1	64.9	49.5	57.3	52.4	47.6
25 to 34	73.3	68.0	49.7	57.3	49.6	47.8
35 to 44	70.5	66.1	47.7	54.3	47.6	49.4
45 to 54	73.8	68.4	46.4	53.3	46.0	50.8
55 or above	71.2	65.5	44.8	56.7	44.5	53.1
<b>Education</b>						
Up to 4th grade of elementary school	69.8	62.9	47.5	55.3	45.8	51.9
From 5th to 8th grade of elementary school	70.4	66.1	46.3	55.8	48.2	52.3
High school	73.0	67.6	46.8	56.5	47.5	48.6
Higher education	73.3	68.2	49.6	55.0	50.0	47.9
<b>Region</b>						
North / Midwest	69.2	62.6	51.9	55.8	51.6	44.9
Northeast	69.8	65.0	46.9	55.7	48.2	49.2
Southeast	74.1	68.9	45.9	55.6	45.9	52.2
South	71.9	66.4	48.7	56.9	49.2	48.1
<b>Household income (in minimum wages)</b>						
Over 5	71.2	65.4	50.0	54.1	51.4	47.1
Over 2 to 5	72.0	66.7	50.3	57.0	51.1	46.0
Over 1 to 2	71.5	65.4	45.9	55.1	47.4	50.1
Up to 1	73.3	68.9	44.5	55.5	43.1	55.4
<b>Municipality status</b>						
Capital city	71.9	68.3	47.0	56.1	46.4	51.0
Outskirts of a city	75.6	72.3	45.0	56.8	46.7	51.2
Rural area	71.1	64.6	48.2	55.4	48.8	49.0



### Technical specifications

Survey conducted by the Ibope Inteligência institute.  
Number of interviews: 2,000 in 126 municipalities  
Data collection period: December, 5-8, 2020.

Document closed by December 15, 2020.



### Learn more

For more information on the survey, including previous editions, methodology and historical series, visit:  
[www.cni.com.br/e\\_inec](http://www.cni.com.br/e_inec)

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