

## The Conference Board® Global Consumer Confidence Survey

### Technical Note – January 2019

#### Introduction and Background

*The Conference Board*® Global Consumer Confidence Survey is conducted in collaboration with Nielsen. On a quarterly basis each year, over 32,000 online consumers in 64 economies throughout Asia-Pacific, Europe, Latin America, North America, and the Middle East & Africa are interviewed on a variety of consumer-oriented subjects. The survey was established in 2005 to generate valuable insights on consumer confidence and behavior around the globe.

#### Sample Design

##### Coverage

Each quarter, the Global Consumer Confidence Survey collects responses from over 32,000 online consumers in 64 markets around the world.

For any given market to be included in the global survey, The Conference Board uses a minimum reporting standard of 60% internet penetration or an online population of 10 million consumers.

The list of markets included in the survey has grown since its inception in 2005, as internet usage has become more pervasive around the world. In the first quarter of 2005, 38 markets were included in the survey. At the end of 2018, that included 64 individual economies.

The following table shows each economy included in the survey, along with the period when the economy was first introduced:

<b>Consumer Market</b>	<b>First Introduced</b>	<b>Consumer Market</b>	<b>First Introduced</b>
<b>North America</b>		<b>Europe</b>	
Canada	2005 Q1	Austria	2005 Q1
US	2005 Q1	Belarus	2016 Q1
<b>Asia-Pacific</b>		Belgium	2005 Q1
Australia	2005 Q1	Bulgaria	2012 Q3
China	2005 Q1	Croatia	2010 Q1
Hong Kong	2005 Q1	Czech Republic	2005 Q3
India	2005 Q1	Denmark	2005 Q1
Indonesia	2005 Q1	Estonia	2006 Q1
Japan	2005 Q1	Finland	2005 Q1
Malaysia	2005 Q1	France	2005 Q1
New Zealand	2005 Q1	Germany	2005 Q1
Philippines	2005 Q1	Greece	2005 Q1

<b>Consumer Market</b>	<b>First Introduced</b>	<b>Consumer Market</b>	<b>First Introduced</b>
Singapore	2005 Q1	Hungary	2005 Q3
South Korea	2005 Q1	Ireland	2005 Q1
Taiwan	2005 Q1	Israel	2008 Q1
Thailand	2005 Q1	Italy	2005 Q1
Vietnam	2006 Q1	Kazakhstan	2016 Q1
<b>Latin America</b>		Latvia	2006 Q1
Argentina	2005 Q3	Lithuania	2006 Q1
Brazil	2005 Q1	Netherlands	2005 Q1
Chile	2005 Q1	Norway	2005 Q1
Colombia	2008 Q1	Poland	2005 Q1
Costa Rica	2017 Q3	Portugal	2005 Q1
Mexico	2005 Q1	Romania	2008 Q3
Peru	2011 Q2	Russia	2005 Q1
Venezuela	2008 Q1	Serbia	2013 Q3
<b>Africa &amp; The Middle East</b>		Slovakia	2012 Q3
Egypt	2007 Q1	Slovenia	2013 Q3
Morocco	2015 Q3	Spain	2005 Q1
Pakistan	2008 Q1	Sweden	2005 Q1
Saudi Arabia	2009 Q1	Switzerland	2005 Q1
South Africa	2005 Q1	Turkey	2005 Q1
UAE	2005 Q3	UK	2005 Q1
		Ukraine	2009 Q2

### Sample Selection and Estimation

For each market in the survey, a minimum sample size of 500 online consumers is selected. The survey has quotas based on age and gender within each market. The results are weighted to make them representative of the average online consumer in that market by age and gender. In the US, household income is also included in the weighting.

Results from the survey are based only on the behaviors of online consumers and are not intended to be representative of all consumers within a given market. Particularly in large, emerging markets, where internet penetration remains relatively low, the average behaviors of internet users may differ significantly from the average behaviors of other consumers.

There is one exception to the above sampling methodology for countries: China

From Q1 2005 to Q4 2017, the Nielsen China Consumer Confidence Index was sourced from a separate survey conducted by Nielsen China, which was based on a mixed-methodology survey that interviewed more than 3,000 consumers in China each quarter. This survey was conducted by Nielsen China and included both online and in-person interviews with consumers. Beginning in 2018, the methodology for the survey was changed to cover 2,400 respondents each quarter.

A representative subset of the sample is included in **The Conference Board**<sup>®</sup> Global Consumer Confidence Index results.

### Computing **The Conference Board**<sup>®</sup> Global Consumer Confidence Index

**The Conference Board**<sup>®</sup> Global Consumer Confidence Index is computed using responses from three questions:

1. Respondents' perception of job prospects over the next 12 months
2. Respondents' perception of own personal finances over the next 12 months
3. Respondents' perception of how good of a time it is to buy needed/wanted goods and services

Each of the three questions has five response options: Excellent, Good, Not so Good, Bad, and Don't Know.

**The Conference Board**<sup>®</sup> Global Consumer Confidence Index for each market is then computed according to the following steps:

1. For each respondent, a score is assigned to each of the three questions according to the response, ranging from 200 for "Excellent" to 0 for "Bad"
2. For each respondent, an index is computed by taking the average score of the three questions
3. Within each market, an average index is computed across all respondents, using weighted responses
4. For each region, the index is first computed for each market, and then aggregated across markets by computing a weighted average

### Additional Survey Topics

In addition to the three questions used to compute **The Conference Board**<sup>®</sup> Global Consumer Confidence Index, the survey also covers the following topics:

#### *Spending behaviors and intentions*

- Which categories the respondent spends money on regularly, after basic necessities have been met
- Whether the respondent has changed any behaviors to save money recently
- Whether the respondent will continue those changes after economic conditions improve

#### *General economic conditions*

- Whether the respondent thinks the country is in a recession now, and whether it will be out of a recession in the near future
- The respondent's largest concerns in the near future