



Consumers Poll Guyana

Results 2023



CCI Guyana -1.3% in 2023 Feb 29th 2024

The 2023 Consumer Confidence Index (CCI) for Guyana indicates a slight decline of -1.3% compared to the previous year. Despite the positive trends in the previous year (2022), the latest data shows mixed sentiments for 2023.

In 2023, confidence in the current work situation decreased by -4.0% from the previous year, although the outlook for the next 12 months shows a more optimistic improvement of +7.0%. Regarding the country's situation, the current confidence has significantly dropped by -27.5% compared to 2022, but the future outlook for the next 12 months is more positive, showing an increase of +47.0%. The data from 2022 reflected a highly optimistic outlook for the future. However, the 2023 figures suggest a downturn in consumer sentiment regarding the country's current situation, indicating a shift to a less favorable perception within a year.

Consumers' willingness to make major purchases or investments has continued to grow, albeit at a slower rate, with an increase of +6.5% in 2023.

Overall, the CCI's slight decrease suggests that while there is optimism about the future, there is also caution in the present year, reflecting a complex economic sentiment among consumers in Guyana.

The CCI is a measure of consumer perceptions of local market conditions as well as their work situation in the short and long term. The score is calculated based on the number of positive answers in relation to the total number of respondents, after which an average score is derived.

The data for the 2023 Consumer Confidence Index in Guyana was collected from 1,097 respondents, all residents aged 18 and over. Local surveyors conducted personal interviews during the third quarter of 2023. The sample population was representative of all regions in Guyana, with the exception of regions 1, 8, and 9. The distribution of the sample was based on the most recent census data available from the Bureau of Statistics Guyana, taken in 2012.

The CCI is part of the annual consumers poll conducted by CoreStats in Suriname (since 2019), Guyana (since 2021), and Trinidad & Tobago (since 2022). The polls map consumer preferences across various dimensions, and the basic results are made available to the public. Additional analysis can be provided on demand.

We strive to supply actionable marketing insights to the community, decision-makers, and business leaders, both local and international, to foster growth and progress in the Caribbean region.

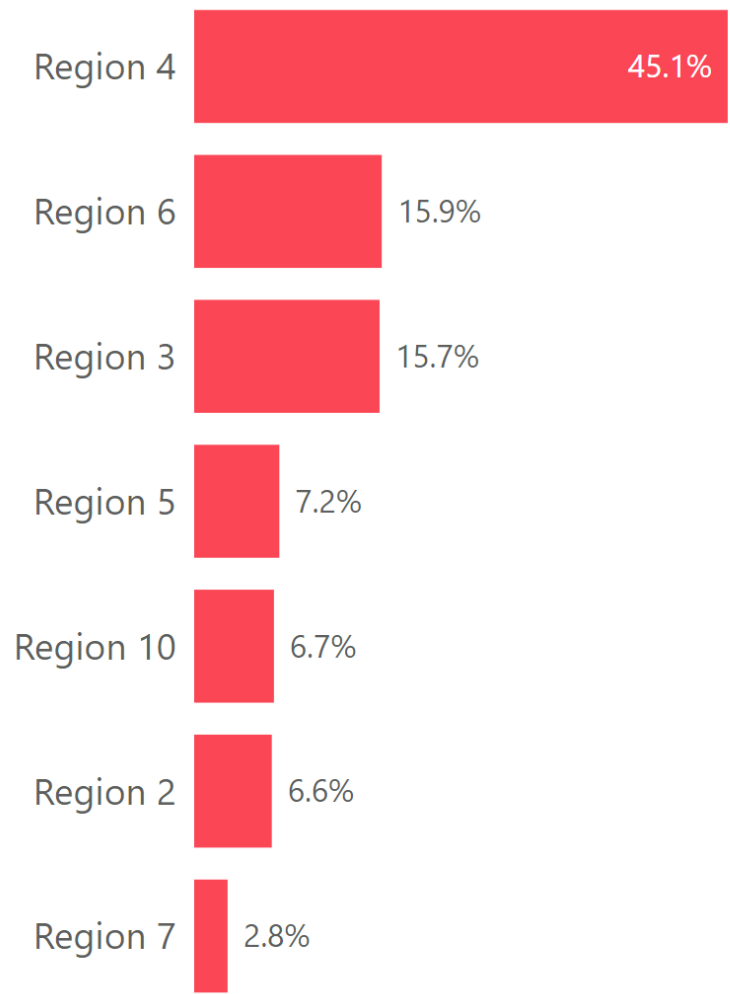
Visit the interactive dashboard here: corestats.com/consumerspoll-guy

Sample Population

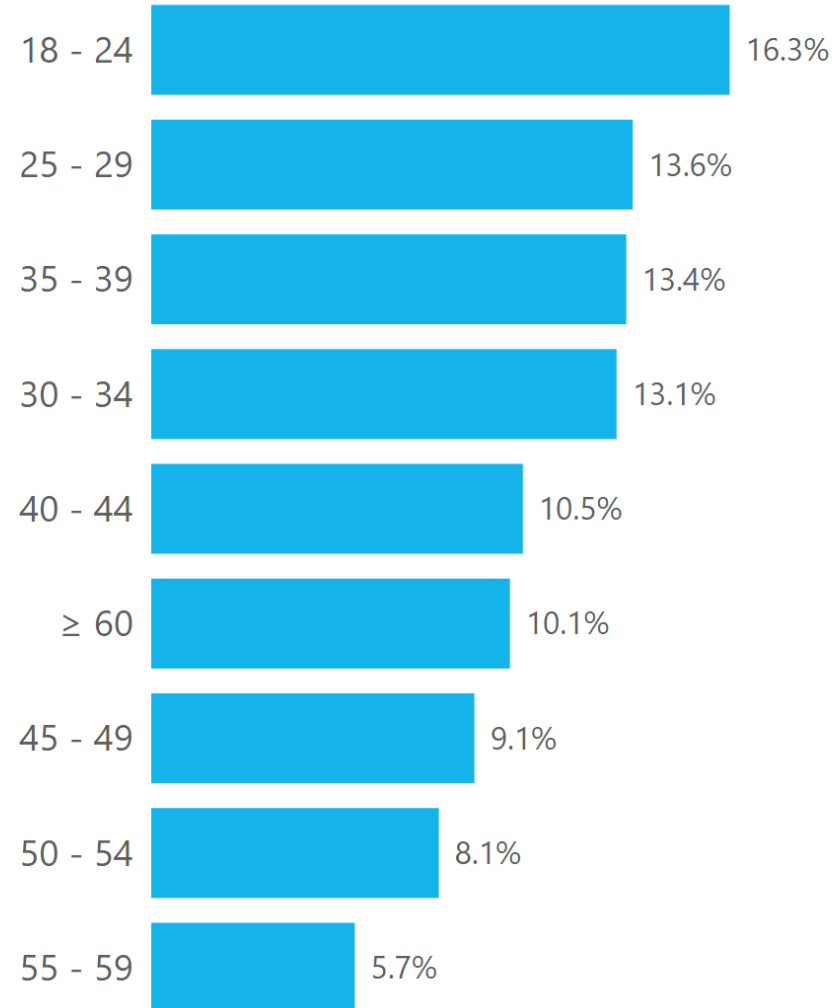
Respondents Information

Respondents 1097 2023

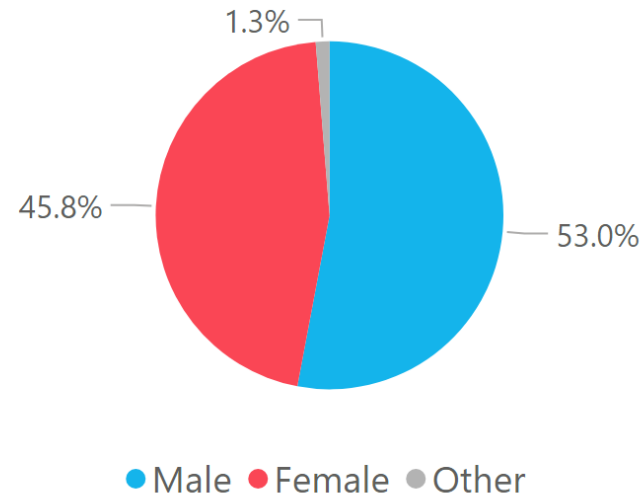
Regions



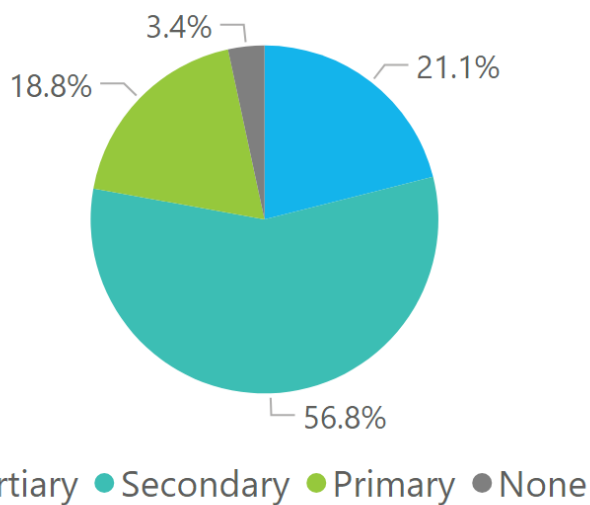
Age Groups



Gender



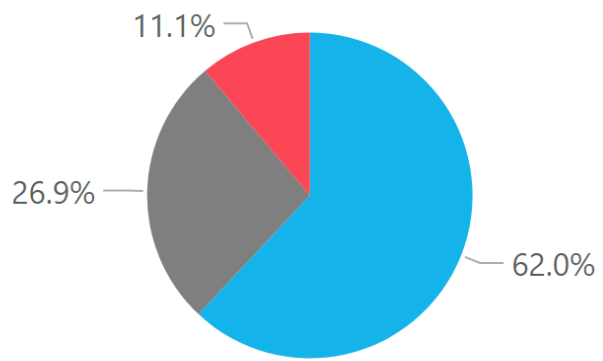
Education Level



Consumer Confidence Indicator (CCI)

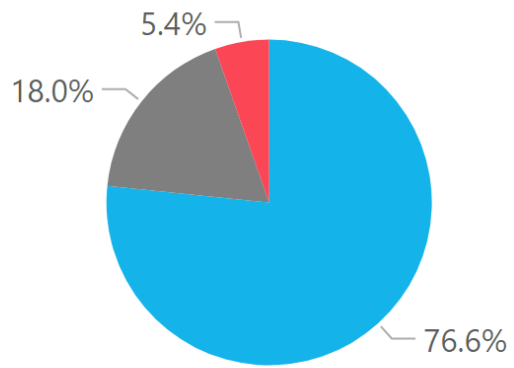
General

What do you think of your current work situation/prospects?



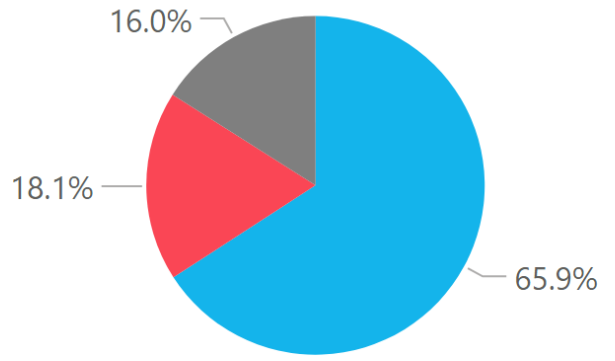
● Positive ● Neutral ● Negative

How do you expect your work situation/prospects to change in the next 12 months?



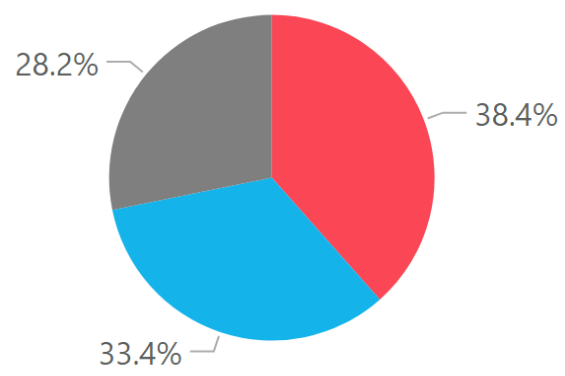
● Positive ● Neutral ● Negative

Considering the current economic situation, is it an appropriate time to make major purchases or investments?



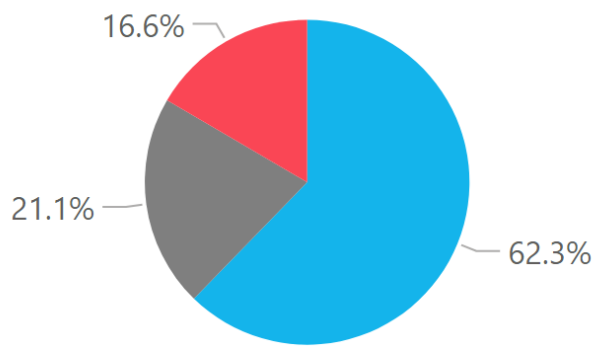
● Positive ● Negative ● Neutral

What do you think of the current general economic situation in Guyana?



● Negative ● Positive ● Neutral

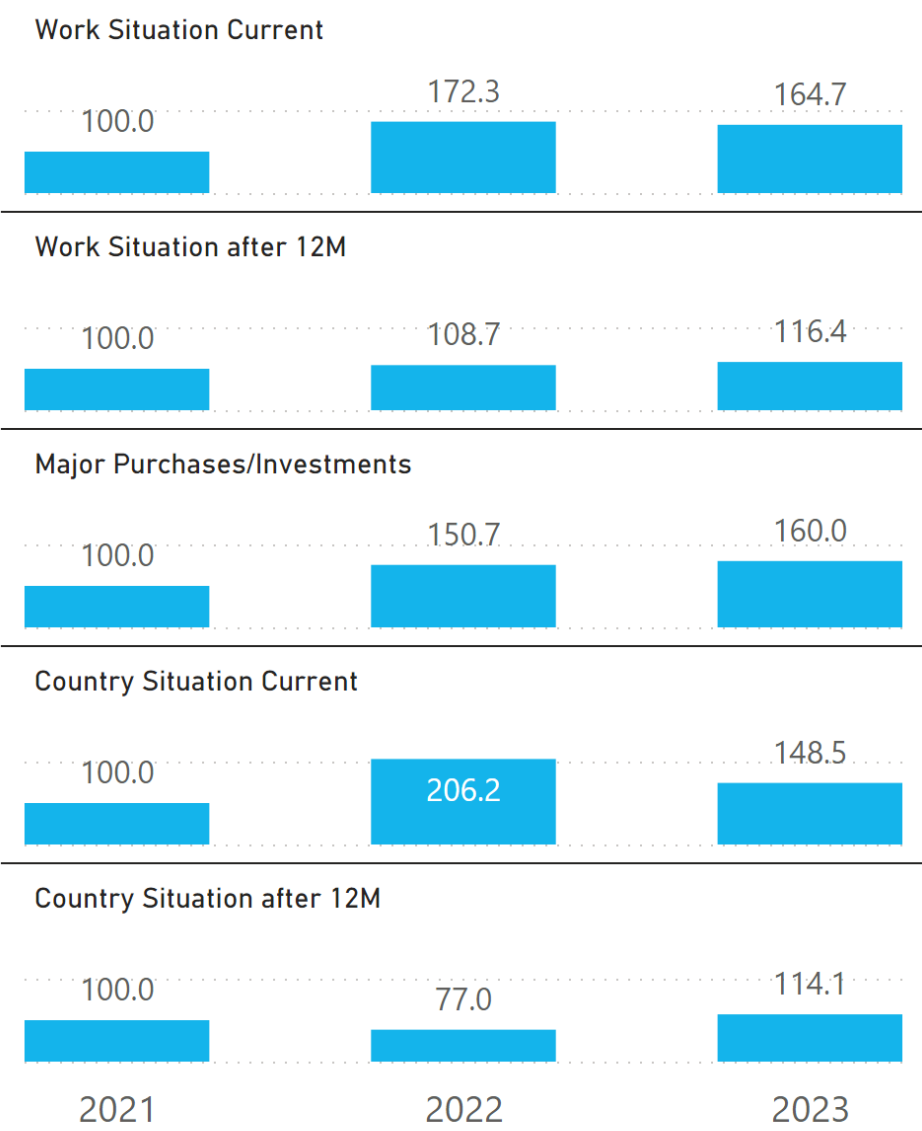
How do you expect the general economic situation in Guyana to change in the next 12 months?



● Positive ● Neutral ● Negative

Consumer Confidence Indicator (CCI)

Progress



Areas	Index			Change	
	2021	2022	2023	2022	2023
Work Situation Current	100.0	171.6	164.8	71.6%	-4.0%
Work Situation after 12M	100.0	108.7	116.3	8.7%	7.0%
Country Situation Current	100.0	205.1	148.8	105.1%	-27.5%
Country Situation after 12M	100.0	77.3	113.6	-22.7%	47.0%
Major Purchases/Investments	100.0	150.2	159.9	50.2%	6.5%
Consumer Confidence Indicator	100.0	142.6	140.7	42.6%	-1.3%

140.7

Consumer Confidence Indicator

-1.3%

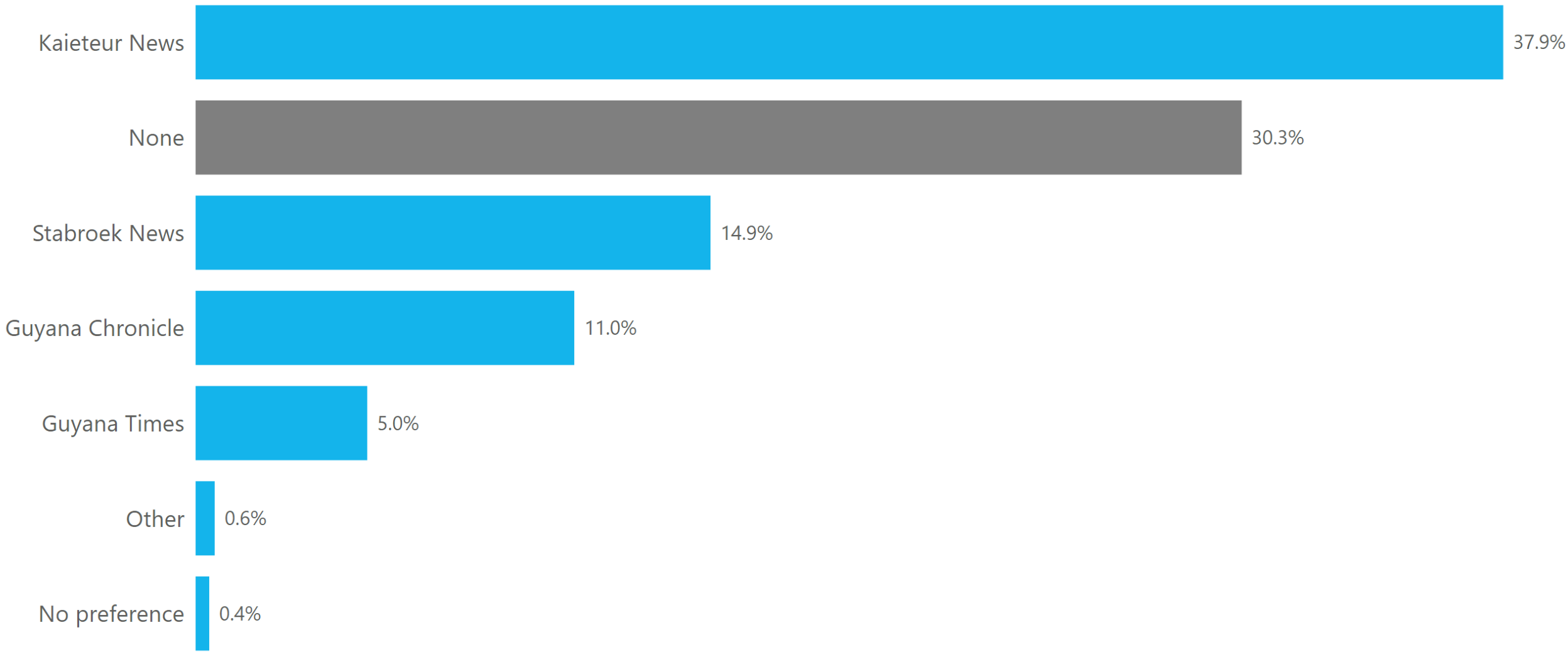
Change 2020 to 2021

Newspapers

Respondents 1097

2023 

Which newspaper do you prefer to read?

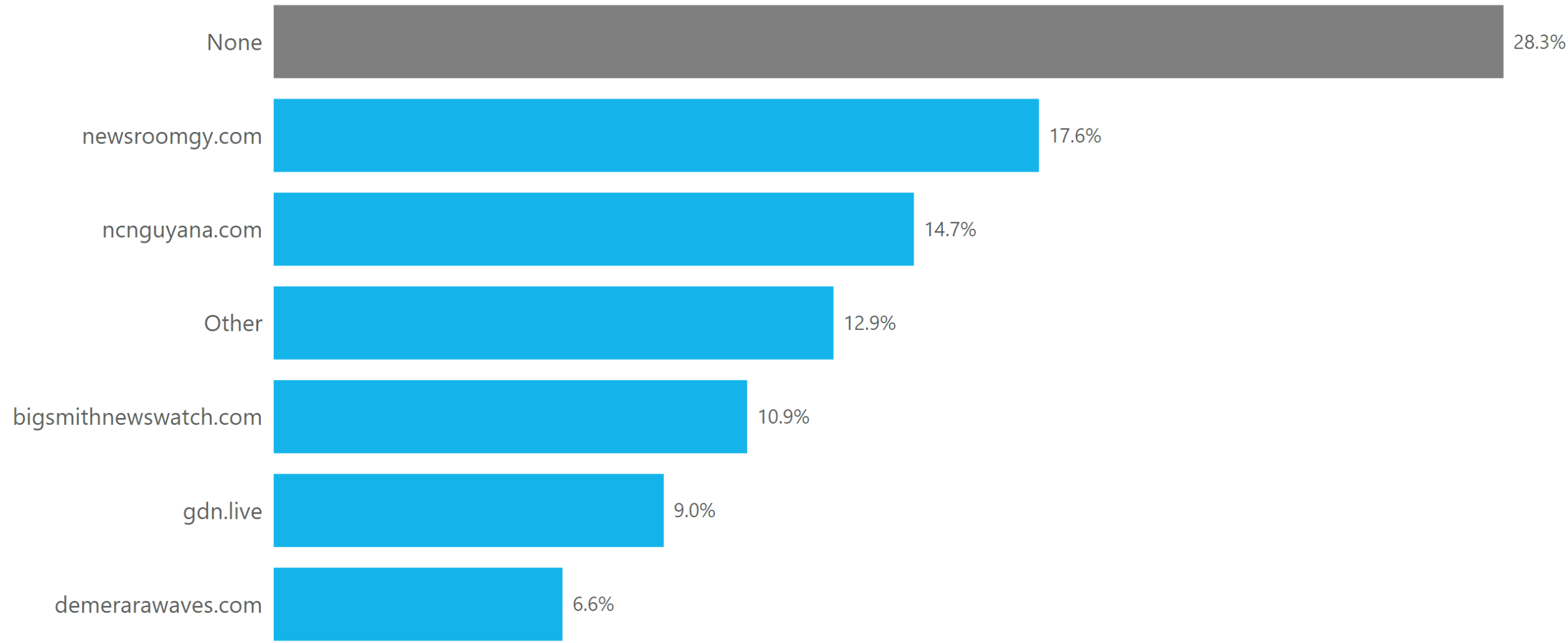


News Sites

Respondents 1097

2023 

Which news sites do you prefer to follow?

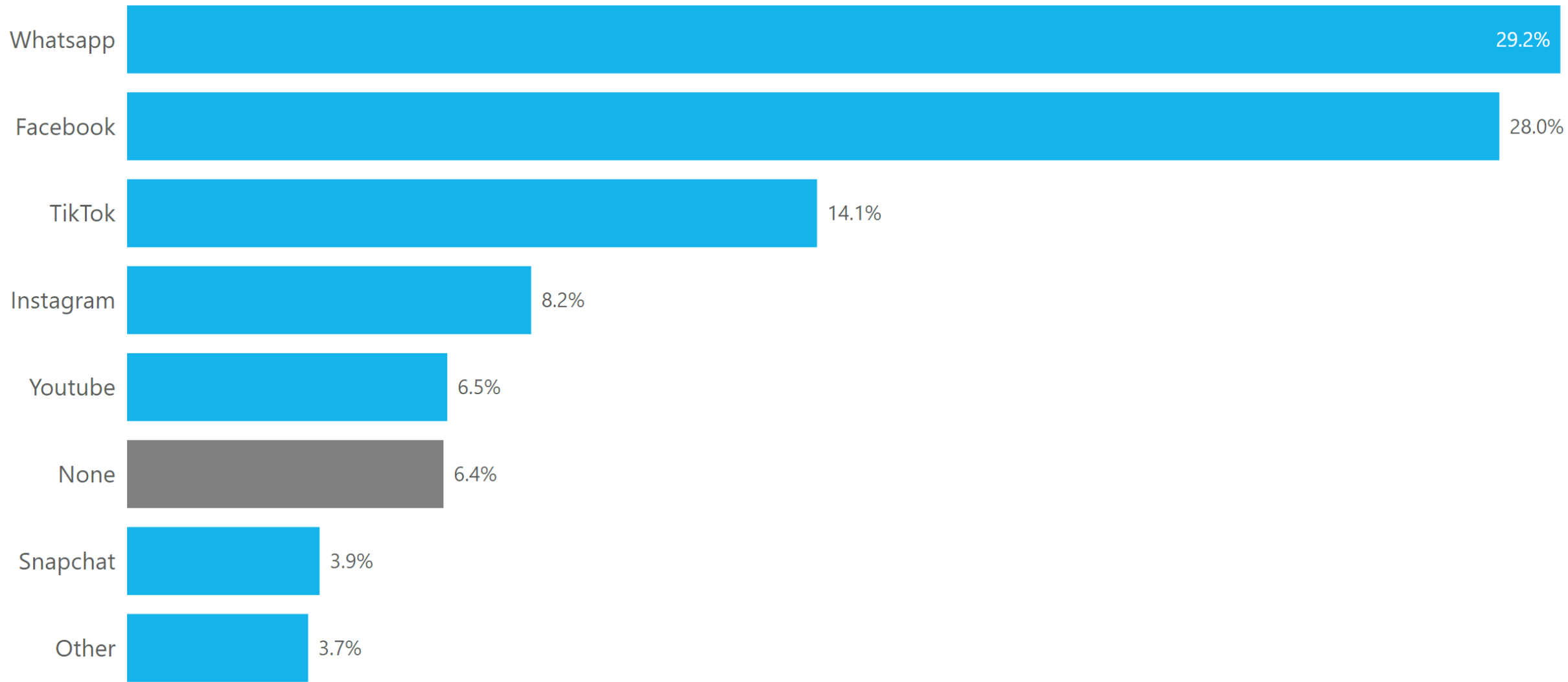


Social Media

Respondents 1097

2023 

Which social media platforms do you use?

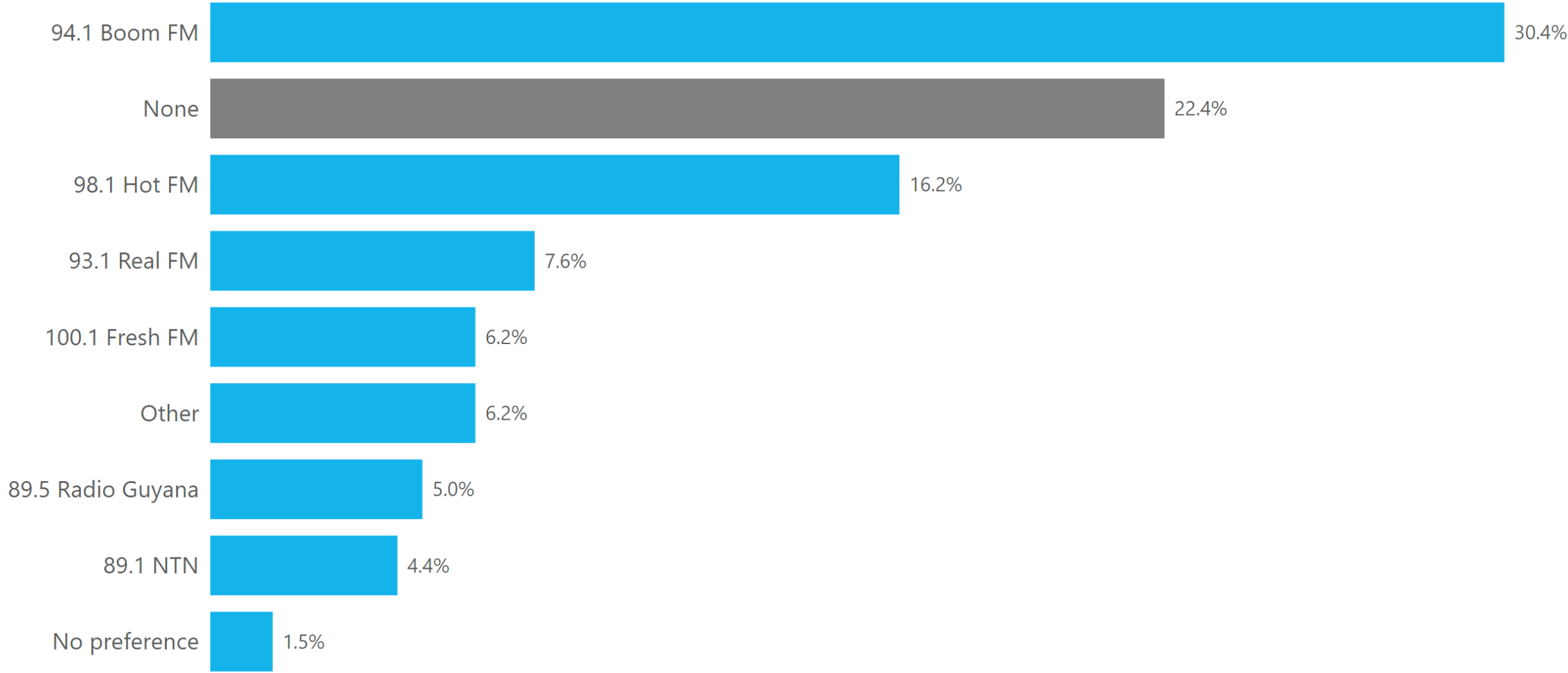


Radio Stations

Respondents 1097

2023 

Which radio station do you prefer to listen to?



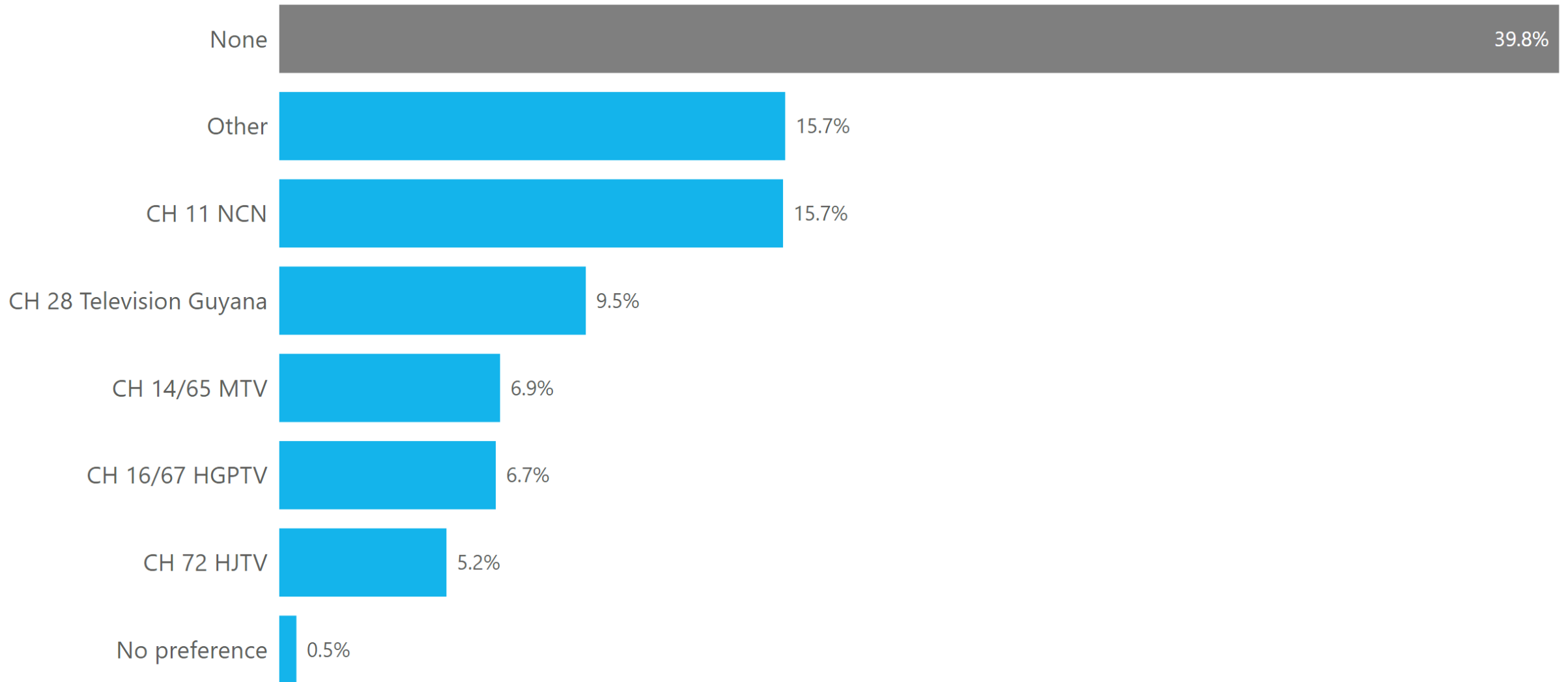
TV Stations

Respondents 1097

2023



Which TV station do you prefer to watch?

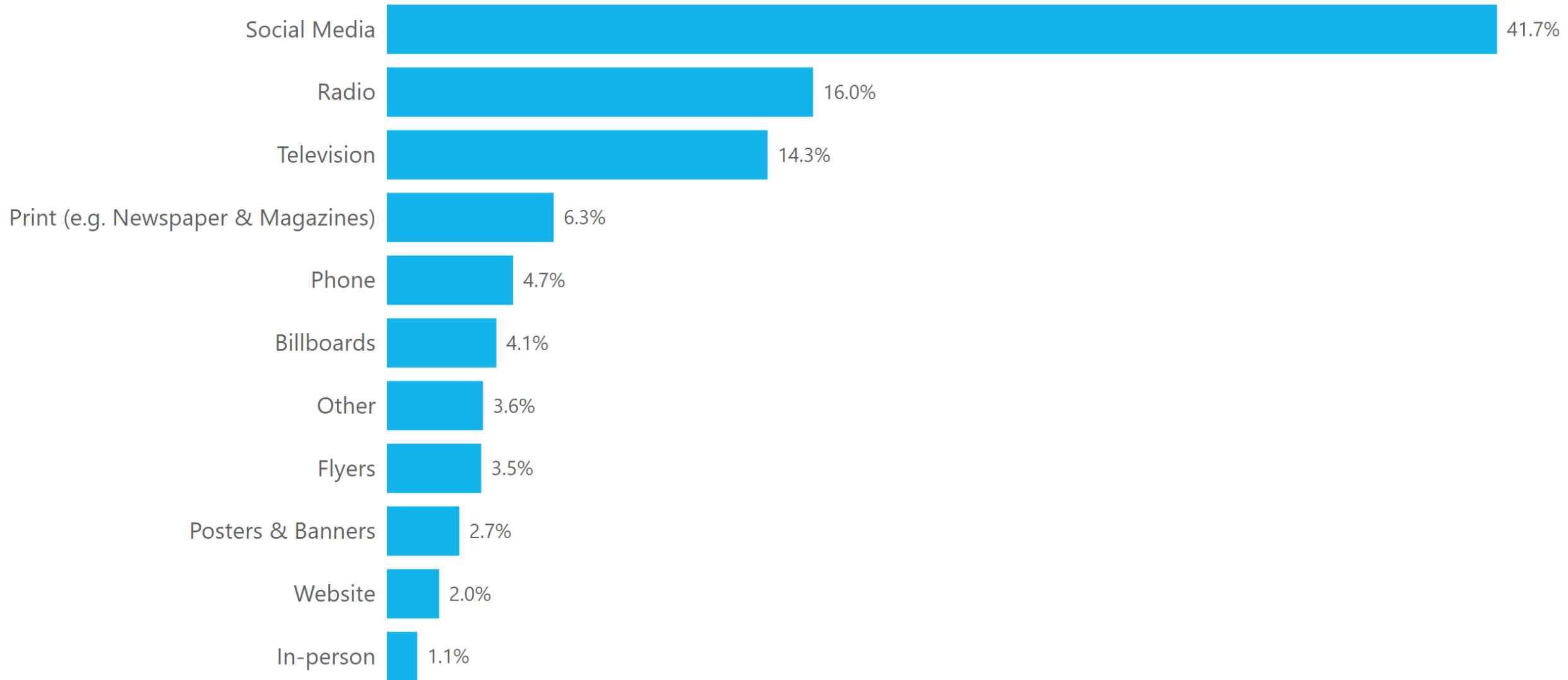


Ad Types

How can ads best be presented to you?

Respondents 1097

2023

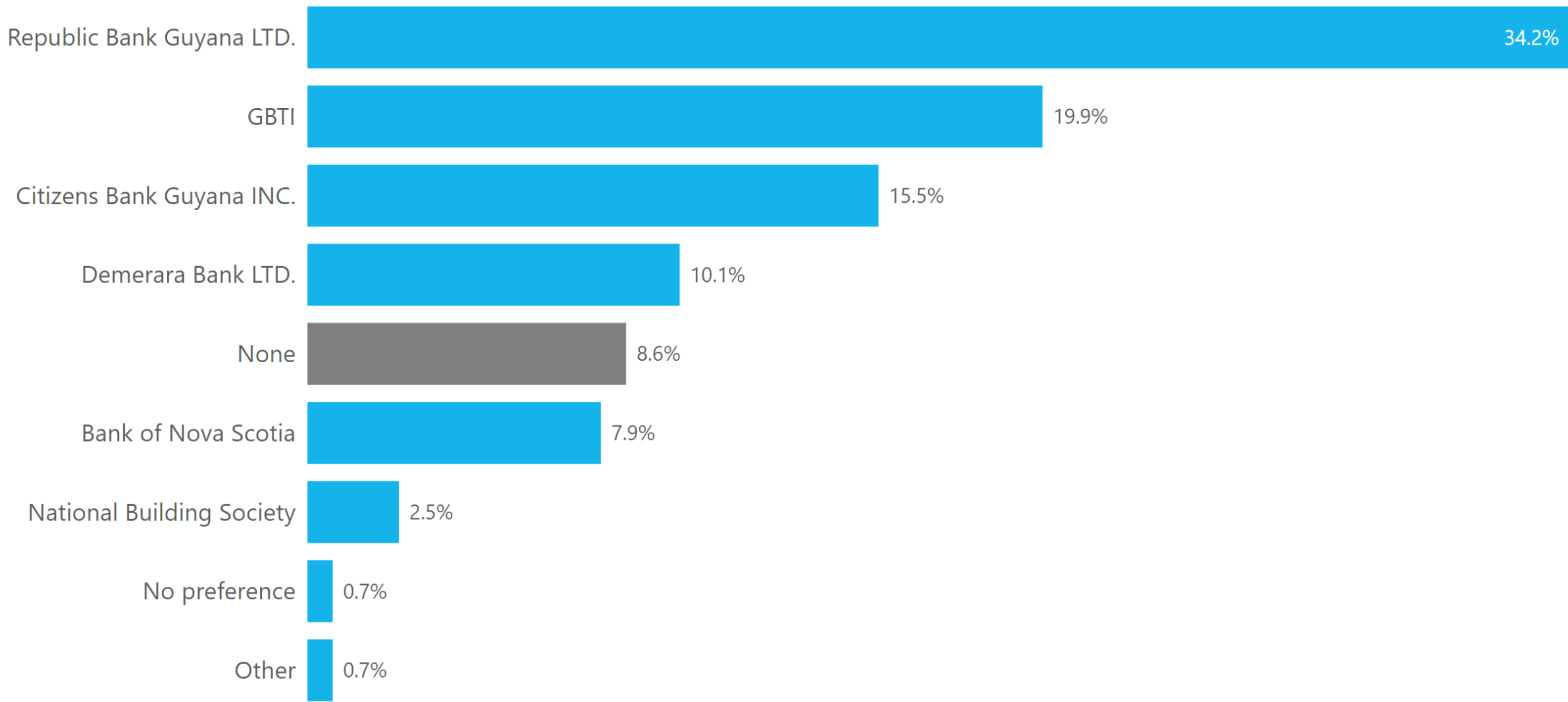


Banks

Respondents 1097

2023 

Which bank do you prefer to do business with?

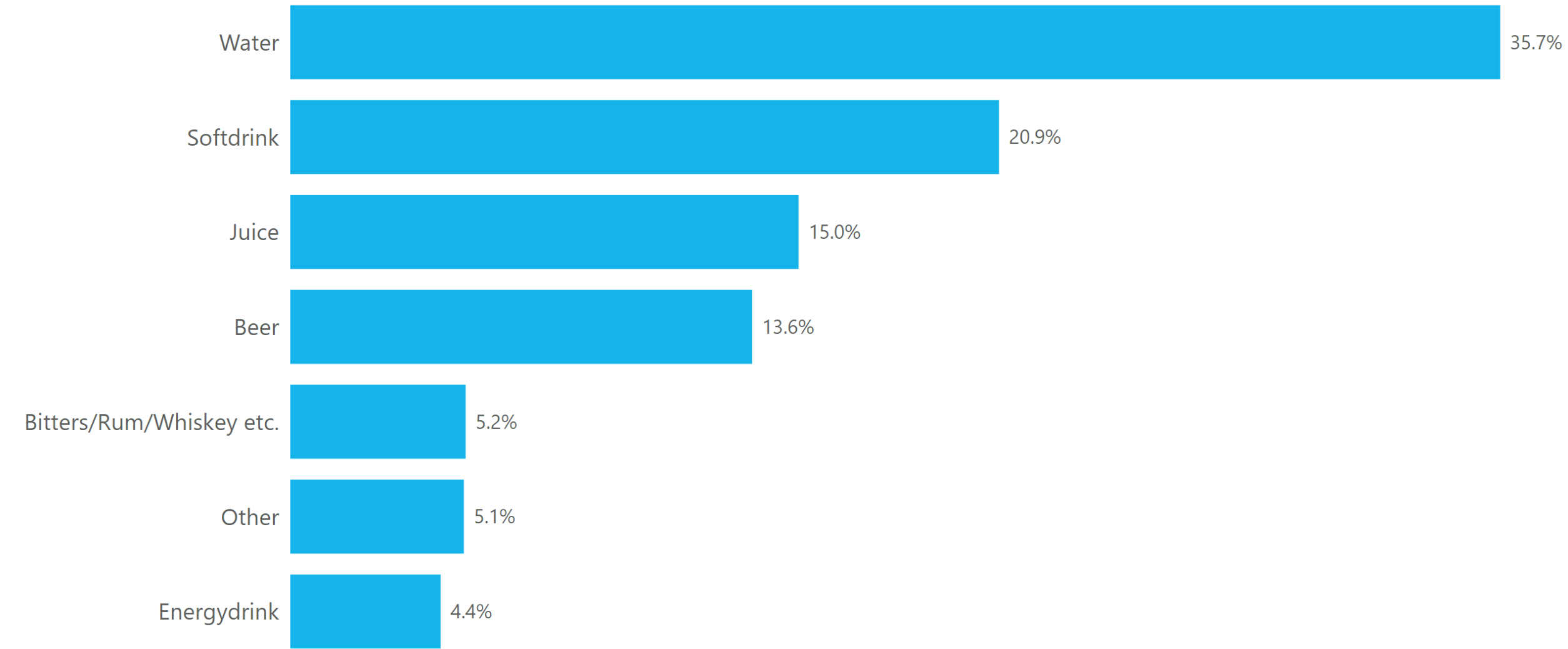


Drinks

Which drink do you prefer?

Respondent: 1097

2023 

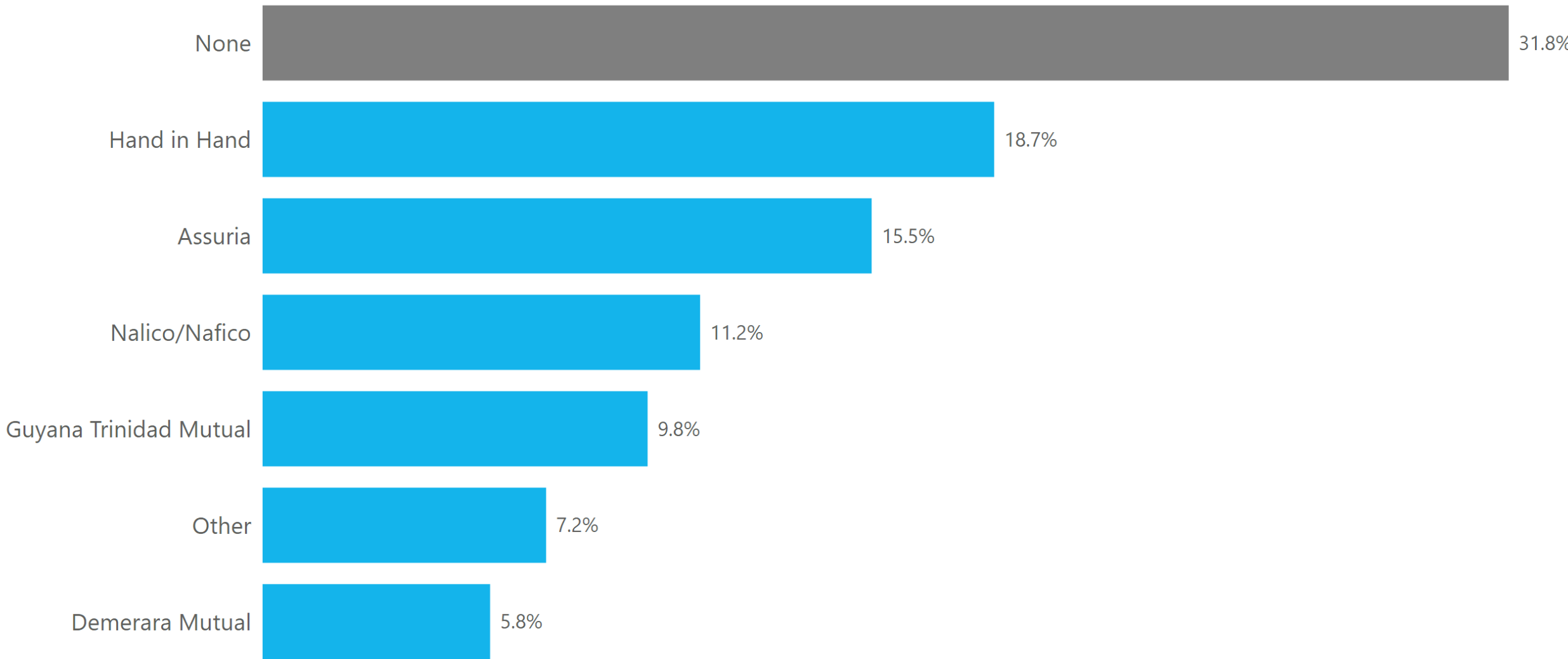


Insurance Companies

Respondents 1097

2023

Which insurance company do you prefer to do business with?



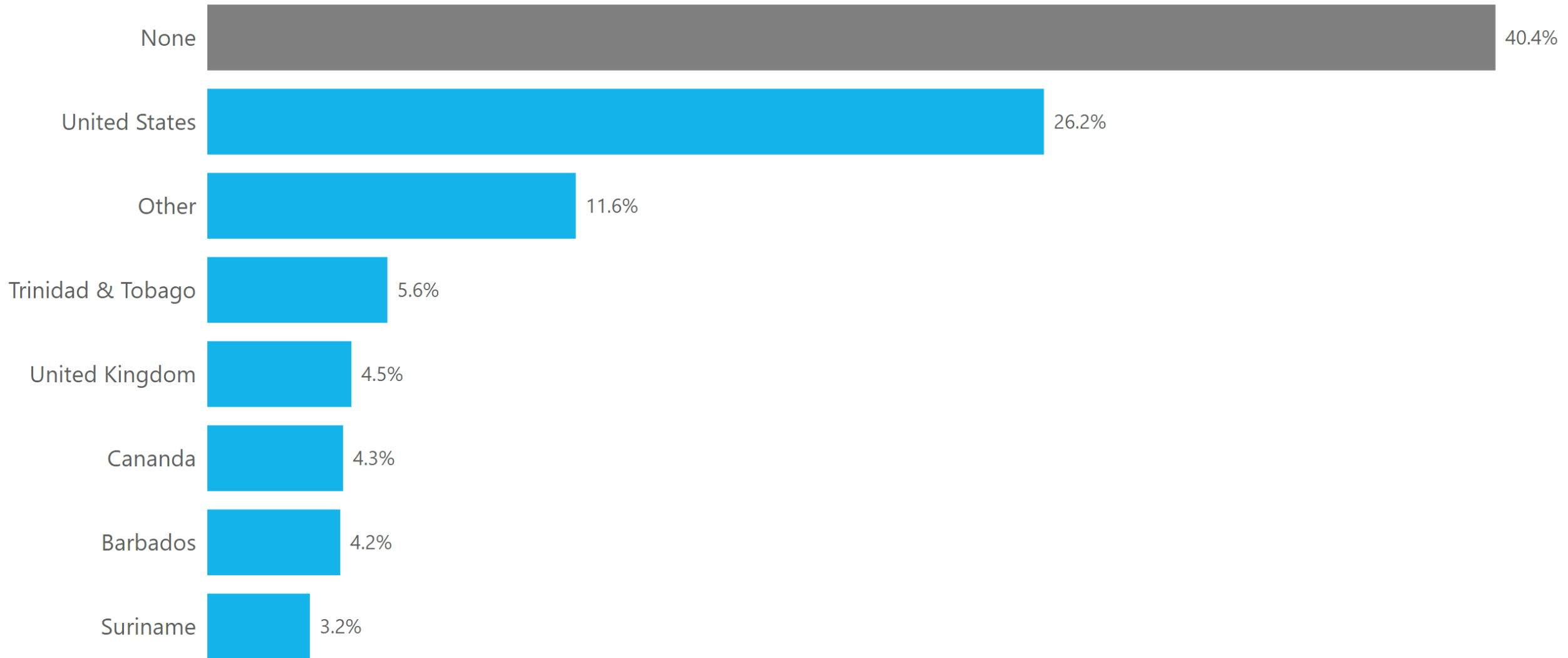
Travel Destinations

Respondents 1097

2023



Where do you plan to travel in the next 12 months?

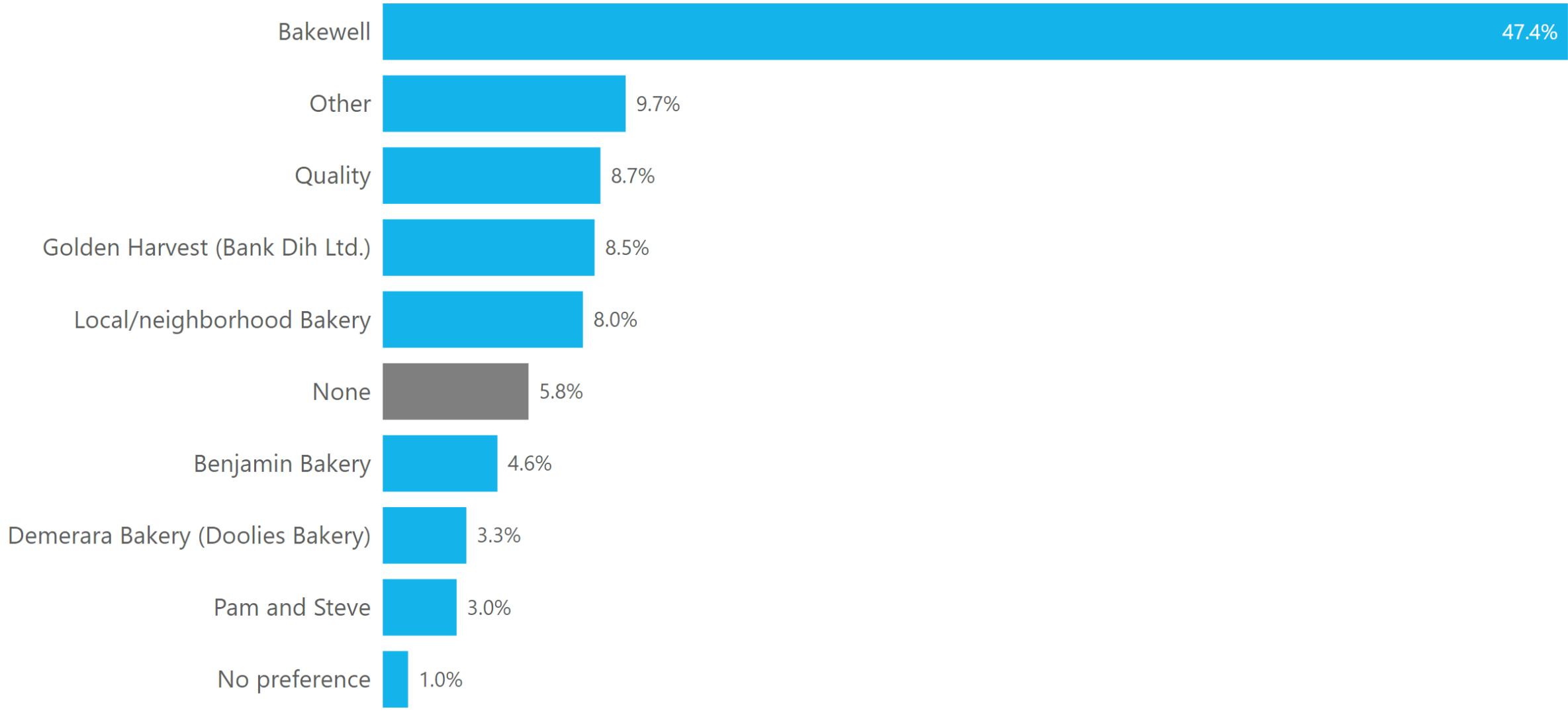


Bakery

Respondents 1097

2023 

Bread of which bakery do you prefer to eat?

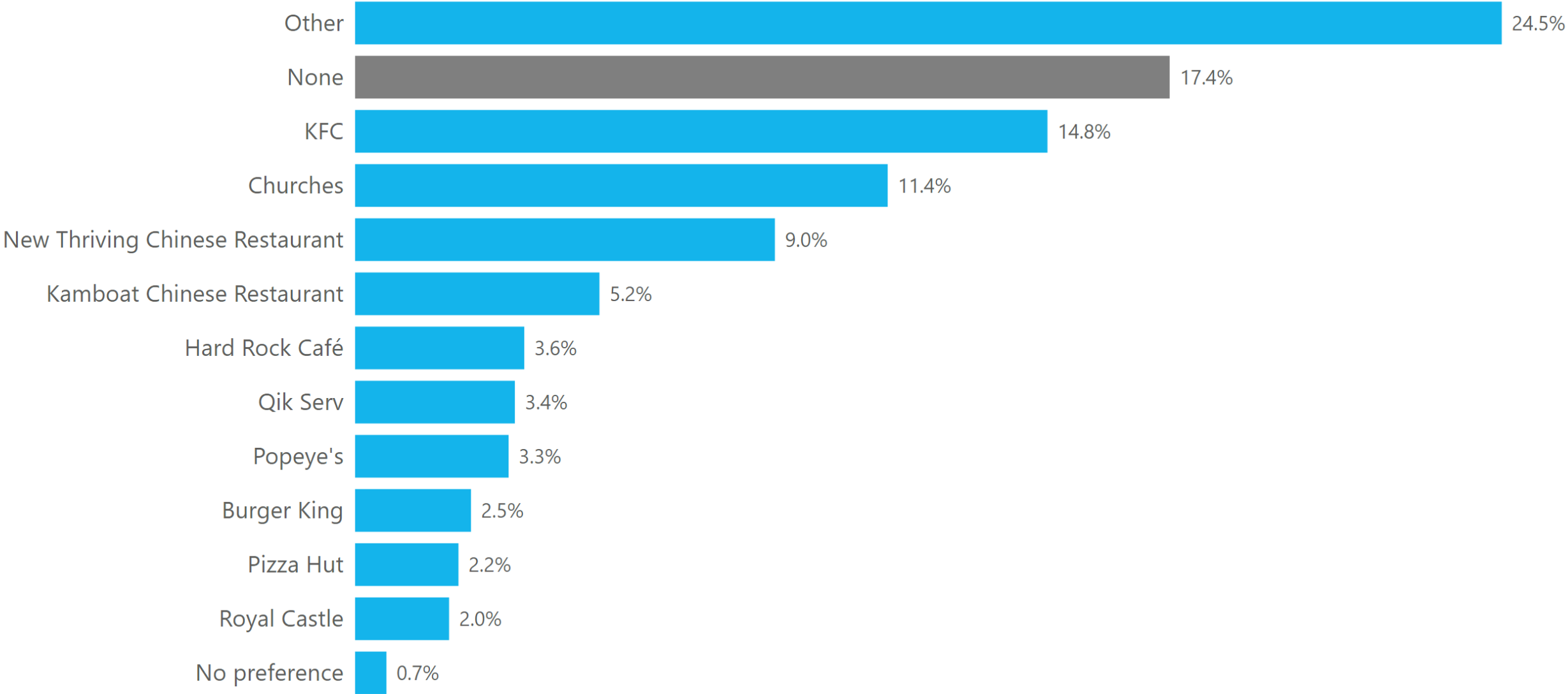


Restaurants

Respondents 1097

2023 

Which restaurant do you often visit?



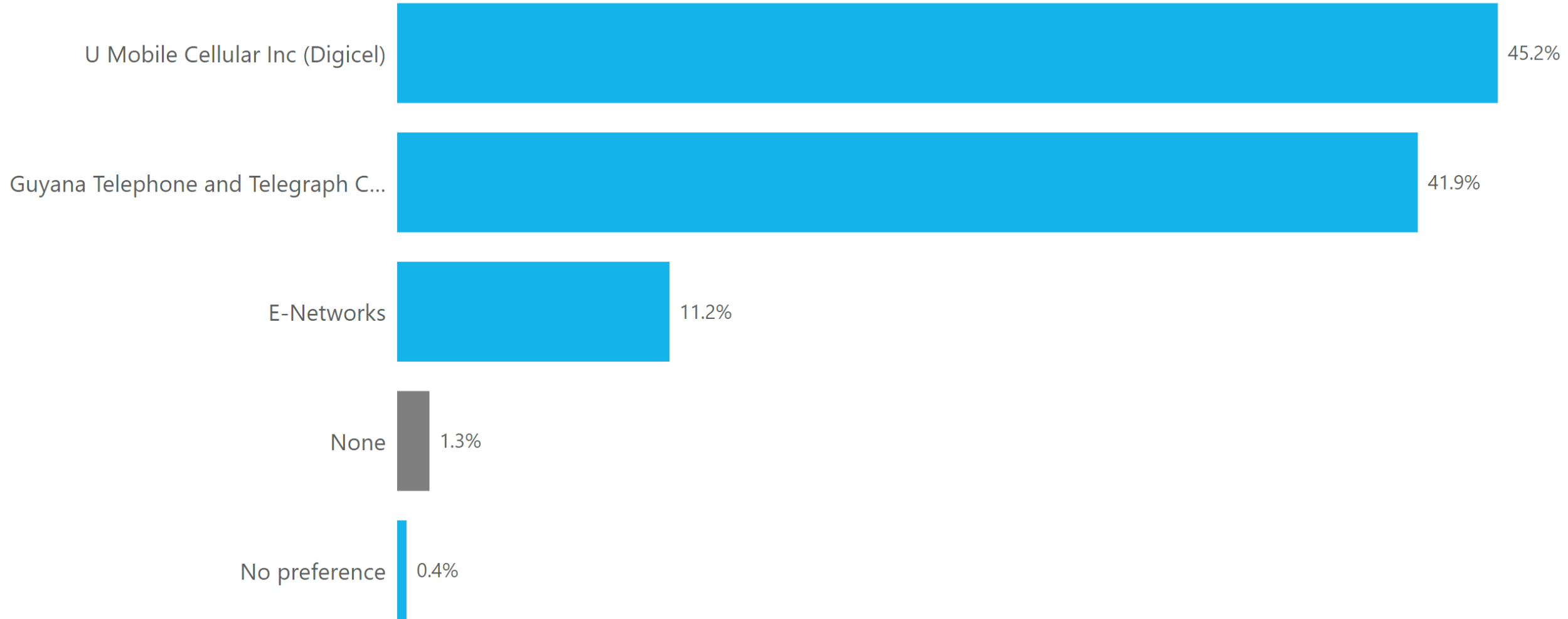
Telephone Providers

Respondents 1097

2023



Which telephone provider do you prefer to do business with?



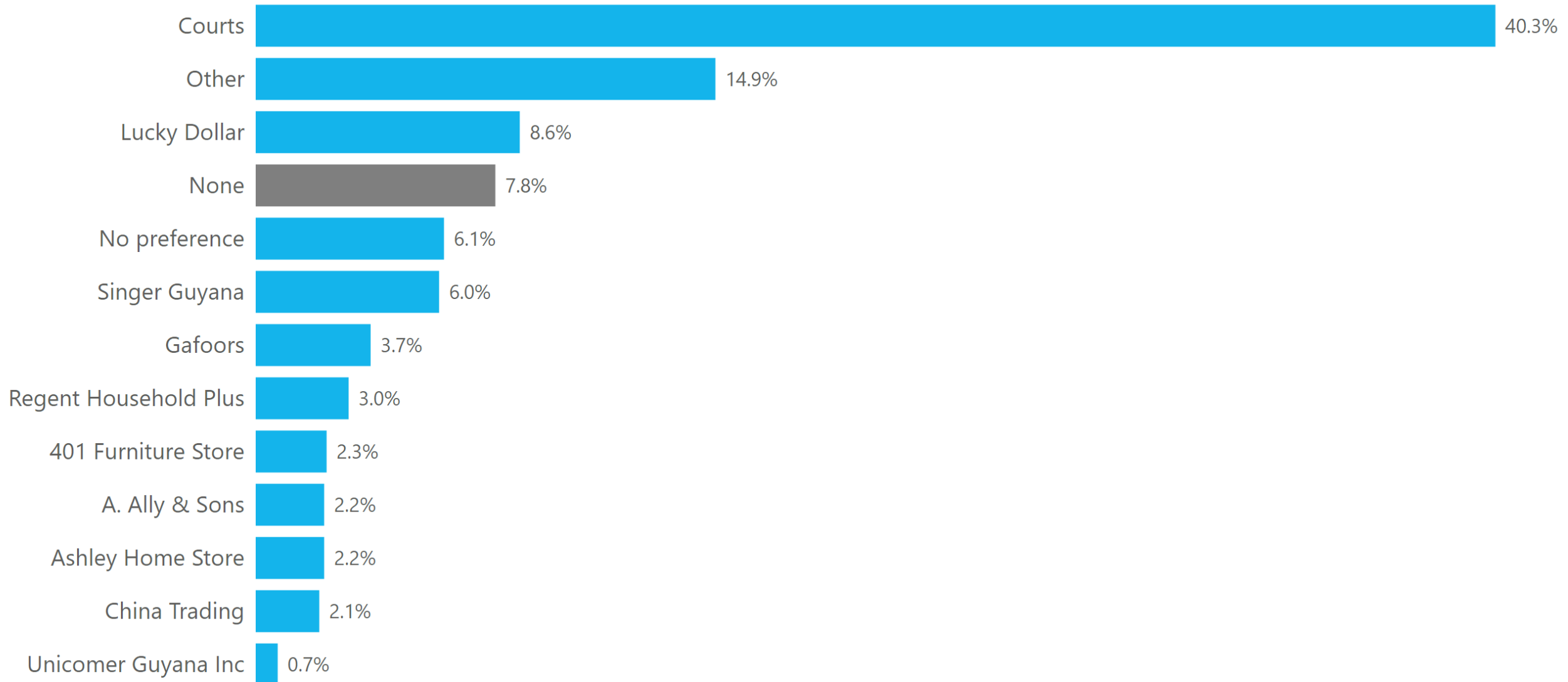
Appliances Purchases

Respondents 1097

2023



From which store do you prefer to buy your household appliances, equipment and electronics from?

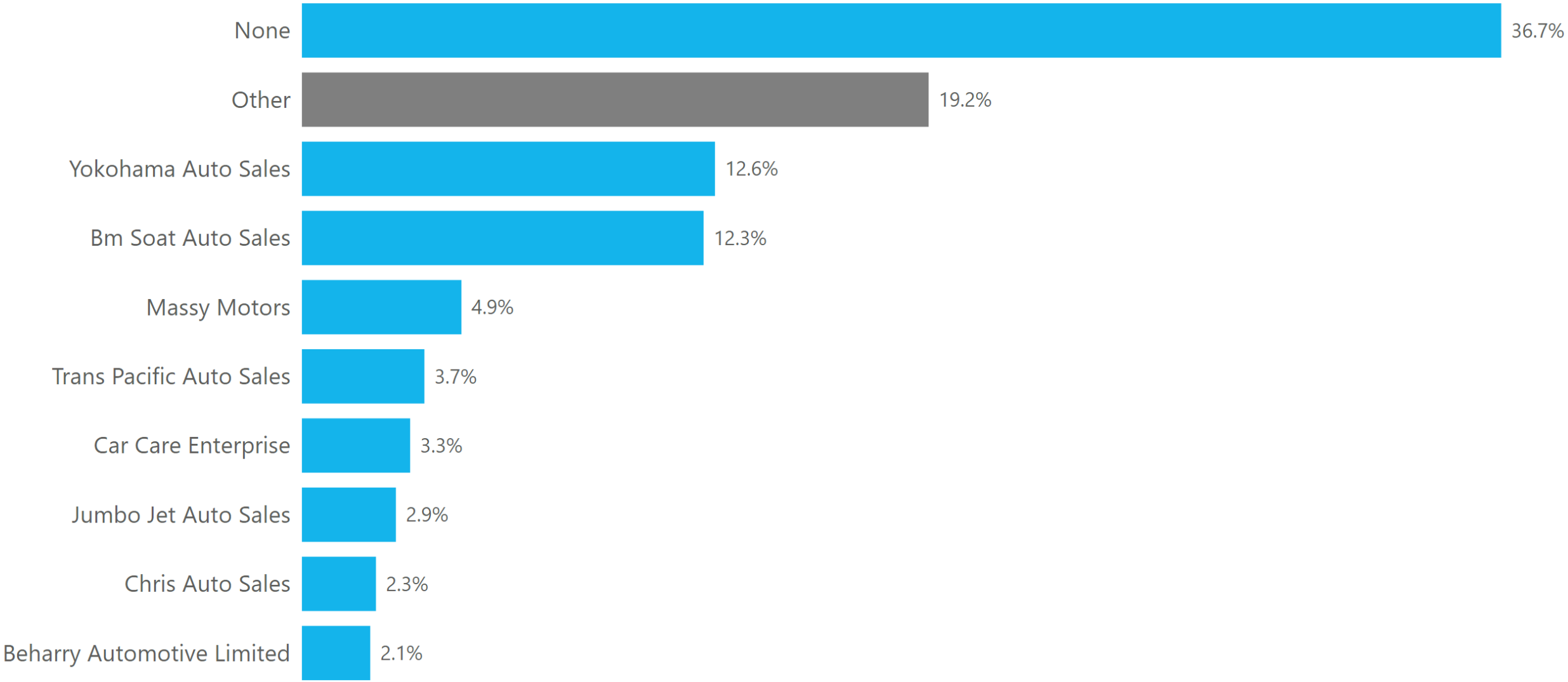


Car Dealership

Respondents 1097

2023

Which car dealership do you prefer to do business with?



Payment Methods

Respondents 1097

2023 

Which payment methods do you make use of?

