CONSUMER CONFIDENCE SURVEY – MARCH 2014

Press Release[1]

During the period of March 21 through April 6, 2014 the Centrale Bank van Aruba (CBA) will conduct the Consumer Confidence Survey (CCS) for the first quarter. The CCS consists of 21 short multiple choice questions relating to the Aruban population's perception of and expectation on the state of the Aruban economy and on its spending habit.

The CCS provides the CBA with valuable information used for its macro-economic analyses and forecasts, and helps as well in determining the sentiments of Aruban consumers, which furthers the CBA's understanding of domestic economic developments. The CCS may also aid policy makers when determining economic and financial policies and actions. The results of this period will be compared with the previous surveys to analyze the change in the population's sentiments.

During this period, a group of 5 interviewers, hired by the CBA, will survey a total of 400 respondents in order to gather the important data. Interviewers will be stationed at several strategic locations on the island, such as the civil registry office and the post office, carrying an identification badge and a notification letter as proof that they are working on behalf of the CBA. Due to the simplicity of the questions (*e.g., would you say that you (and your household) are better off or worse off financially than you were 6 months ago?*), the interview should not take more than 10 minutes to complete.

Given the importance of the CCS for Aruba, the CBA calls upon the Aruban public to fully cooperate with this survey. The interviewed persons can be assured that the CBA will treat the information gathered in this survey with the highest level of confidentiality, and the results will be published in an aggregated form only. For further information please contact Mr. Jonathan Upegui (tel. 5252215; e-mail j.upegui@cbaruba.org) of the Research Department of the CBA.

Centrale Bank van Aruba
March 20, 2014

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[1] The English text prevails.