

The Bundesbank Online Pilot Survey on Consumer Expectations

Hauke Feil, Olga Goldfayn-Frank, Lora Pavlova, Stefan Ried, Tobias Schmidt, Bundesbank Research Centre

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Goals, contents, and design

Goals of the Online Pilot

1. Evaluate the use of a consumer expectations survey for fulfilling the Bundesbank's monetary and macroprudential mandate
2. Explore individuals' expectations and their formation
3. Contribute to the methodological discussion on the measurement of consumer expectations
4. Facilitate research on expectations by collaboration and provision of standardised dataset

Content of the Online Pilot (1)

- Consumer expectations with regard to
 - inflation (qualitative, quantitative, and probabilistic measurements)
 - home & rent prices (qualitative, quantitative, and probabilistic measurements)
 - interest rates on mortgages & saving accounts (qualitative and quantitative measurements)
 - general economic developments (qualitative measurement)
- Homeownership status and decisions
 - homeownership
 - intention to buy property
 - reason for not buying property
- Past and planned expenditures for nine different categories (e.g. durable goods) and savings

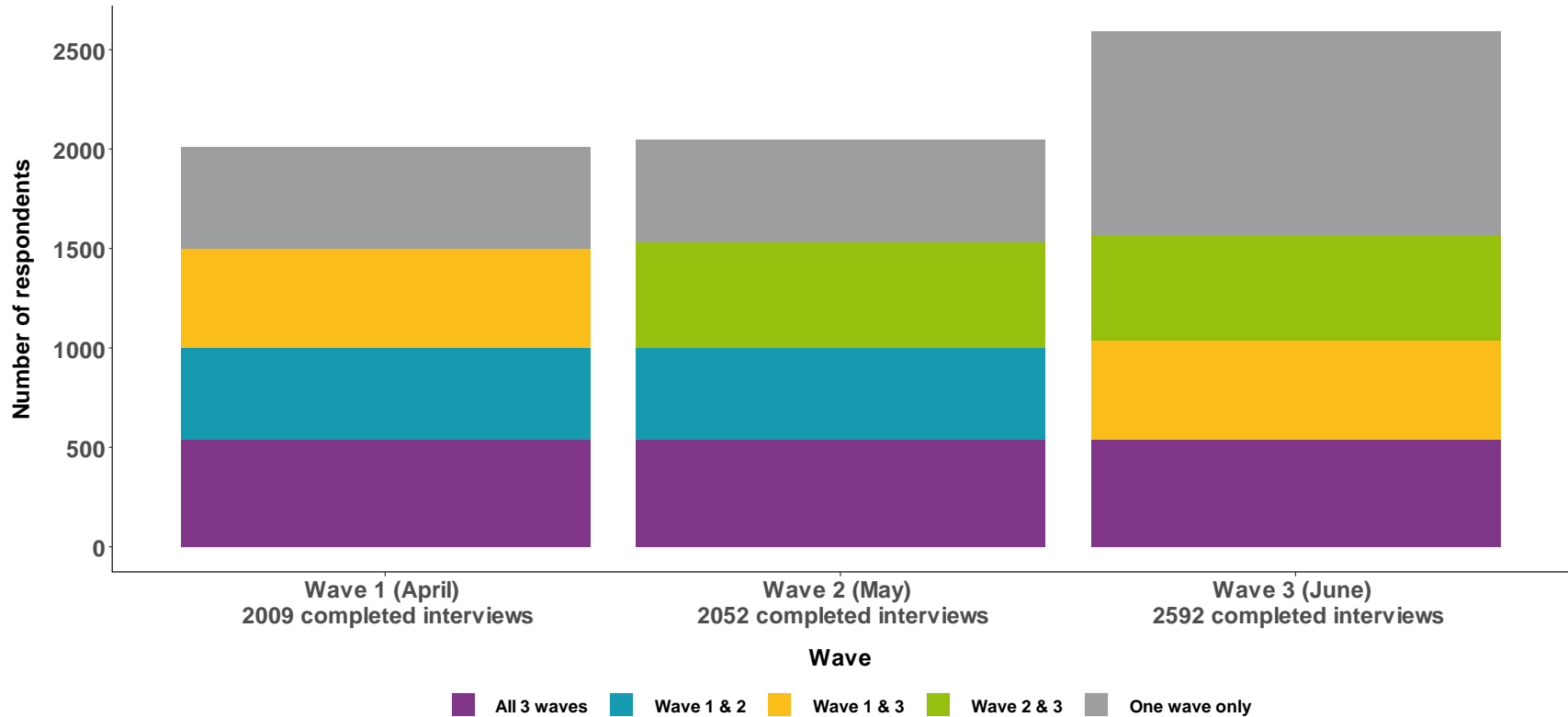
Content of the Online Pilot (2)

- Experiments and ad hoc questions
 - split sample among different question wordings
 - implication of Brexit for the economic development in Germany
- Demographic characteristics of respondents (e.g. education, income)
- Additional information
 - respondents' feedback on the questionnaire
 - paradata (e.g. used device)
 - regional data (residential area of the respondent)

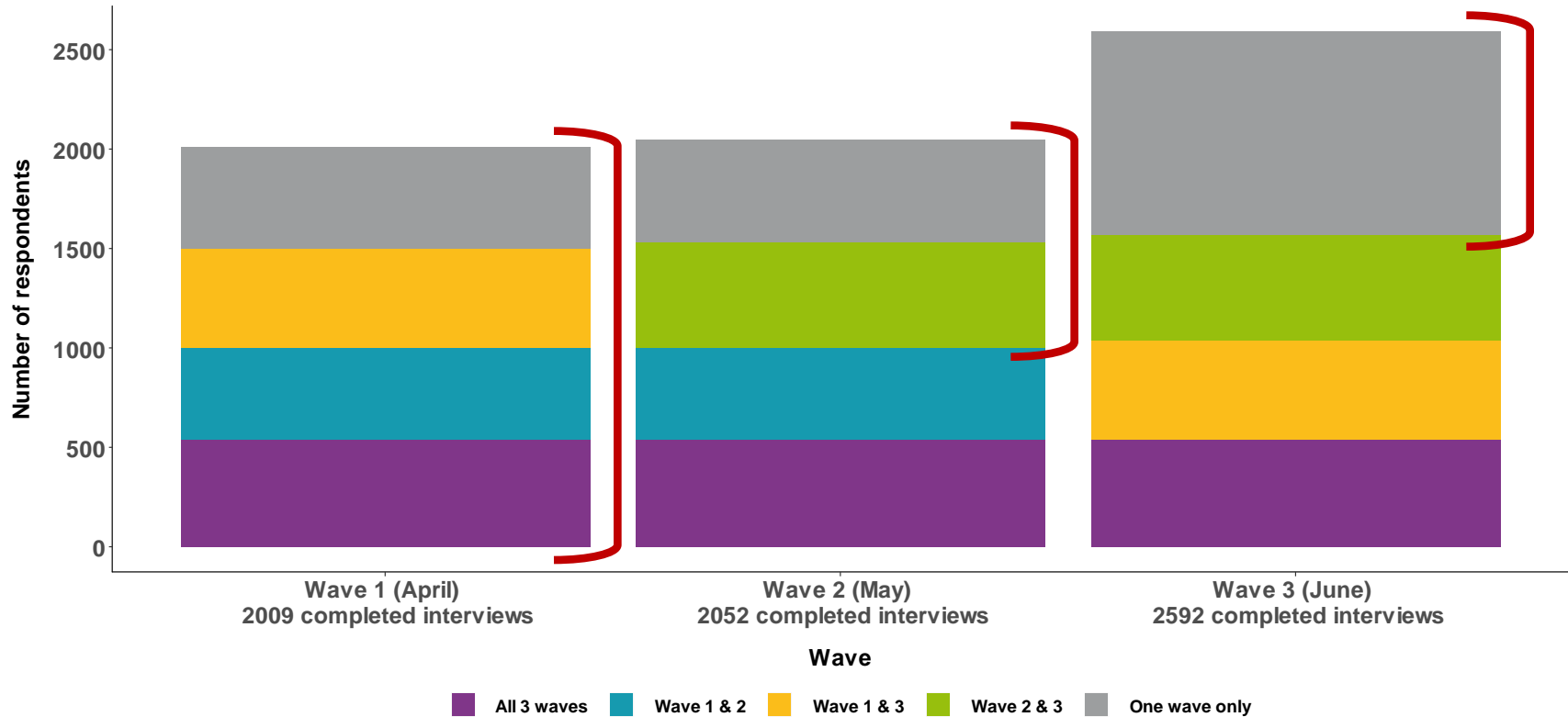
Features of the Online Pilot

- Targeted population: individuals in Germany, aged 16+
- All respondents were drawn from an offline-recruited panel (forsa.omninet) to avoid online selection bias
- Three waves in successive months (April, May, June) with >2000 individuals per wave

Four panel components



At least 1 000 new respondents in each wave



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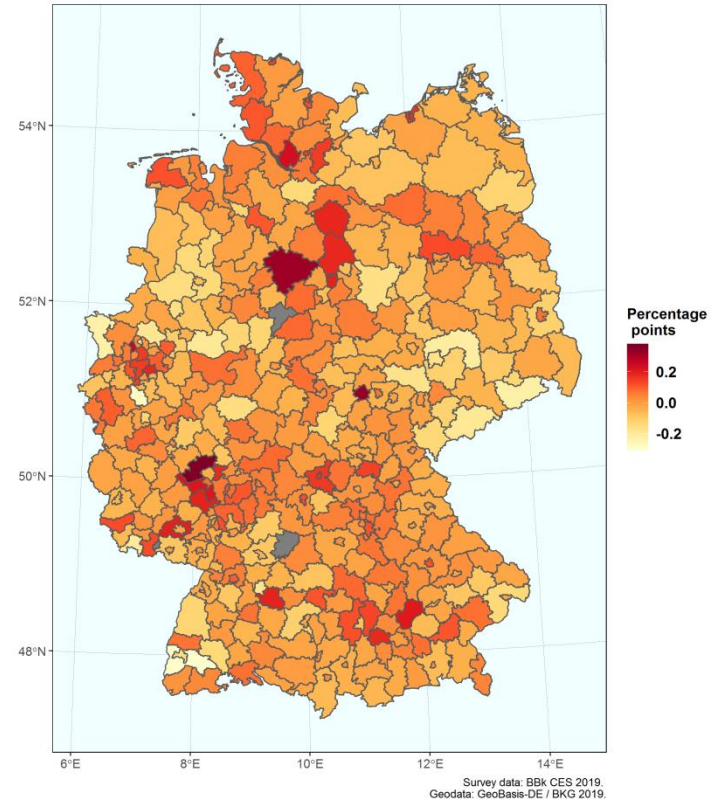
A first review of the data

Good coverage

- In total: 6652 completed interviews, with 4077 unique individuals
- Sample reflects the composition of individuals in the German population

Good coverage

- In total: 6652 completed interviews, with 4077 unique individuals
- Sample reflects the composition of individuals in the German population
- Survey covers individuals from 398 of the 401 districts (Landkreise) in Germany
- No systematic regional bias in the distribution of included individuals



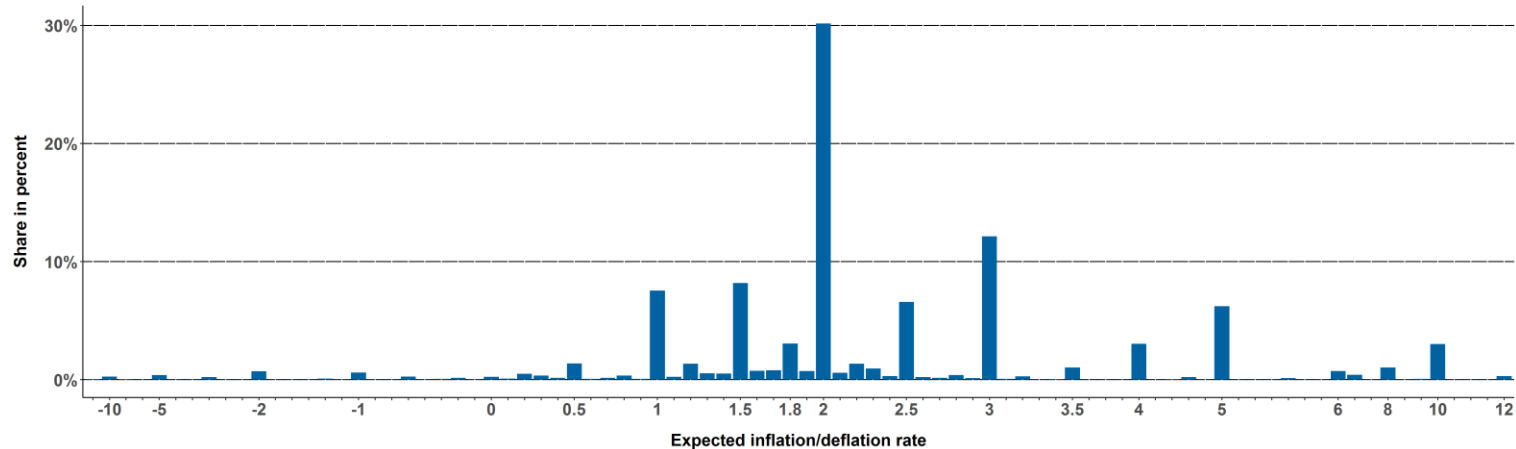
High commitment of the respondents to the survey

- Low rate of incomplete interviews (around 8 % per wave)
- Low item-nonresponse (below 1 % on average)
 - 8 % for questions with a text input
 - 5-8 % for probabilistic questions
 - 5 % for questions on past spending amounts and income
- 60 % of the respondents found the interview interesting and only 12 % uninteresting

What do individuals' quantitative inflation expectations look like?

Most expect inflation rates to be between 0% and 3%

Share of individuals expecting an inflation rate of ... % in the next 12 months



Source: BBk CES, waves 1-3 pooled.

- **Median inflation expectation:** 2.0 % (consistent in all 3 waves)
- **Mean inflation expectation:** 2.4 % (April 2019), 2.7 % (May 2019), 2.6 % (June 2019)
- **Expectations very stable** across the three waves

Summary

- High quality data
 - results consistent across waves, different forms of measurement and topics
 - broad regional coverage
 - comparison with other data and surveys indicates reasonable responses
- High commitment of the respondents to the survey
- Promising basis for future research, in particular with regard to
 - formation of expectations and the behavioural consequences associated with them
 - survey methods and the measurement of consumer expectations

Access to the data

- From now on, the data of the core questions can be obtained in the form of a scientific use file
- The full dataset including the data of the proposal questions will be available in the beginning of 2020
- Further information as well as the questionnaires can be found on the webpage of the Bundesbank Online Pilot
 - www.bundesbank.de → Bundesbank → Research and Research Data → Pilot Survey on Consumer Expectations
 - <https://www.bundesbank.de/en/bundesbank/research/pilot-survey-on-consumer-expectations>