

Lebanon Consumer Sentiment Index (LCSI) – October 2020





1

**Primary
Consumer
Sentiment Index**

2

**COVID-19:
Attitudes and
Behaviors**

3

**Government
and public
institutions**

4

**Banks and
Banking
Sector**

INTRODUCING THE PRIMARY CONSUMER SENTIMENT INDEX

Consumer sentiment is a key predictor of purchase trends in the market. Despite it being a lagging indicator, if consumer confidence is high, people will make more purchases and the economy will expand.

Businesses, NGOs, and Policy Makers can monitor changes in the index to factor the data in their decision-making processes.

A wave-on-wave decreasing trend suggests consumers have a negative outlook on their ability to spend. Thus, manufacturers may expect consumers to avoid retail purchases, particularly items that require financing.

This index is part of Ipsos Global Advisor; a 28 country (G20 countries plus 8 other countries) monthly online research that has been fielding since 2017.

© Ipsos | Lebanon Consumer Sentiment Index (LCSI)



INTRODUCING THE PRIMARY CONSUMER SENTIMENT INDEX (LCSI)

The quarterly LCSI result is driven by the aggregation of four, weighted, sub-Indices



LCSI Current Personal Financial Conditions



LCSI Economic Expectations



LCSI Investment Climate



LCSI Employment Confidence

Overall Lebanon Consumer Sentiment Index



Lebanon Consumer Sentiment Index (LCSI)

Understanding the consumer attitudes on the current and future state of the local economy, personal financial situation, confidence to make large investments and ability to save as well as satisfaction with the government performance.

As the economic and financial crisis continue to deepen in Lebanon, people's attitudes are changing regarding what they expect of the local economy, their personal financial situation, their confidence in making purchases and investments, their employment security, and their opinion towards the government and public institutions.

Through **our Lebanon Consumer Sentiment Index (LCSI)** we aim at uncovering and tracking these changes as well as understanding the impact of the economic crisis on the life of the Lebanese.

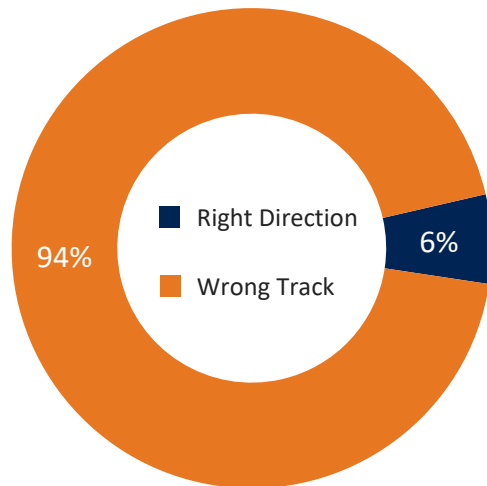
LCSI SUMMARY: JULY – SEP 2020

Overall Index

GLOBAL 42.2 **LEBANON 18.5**

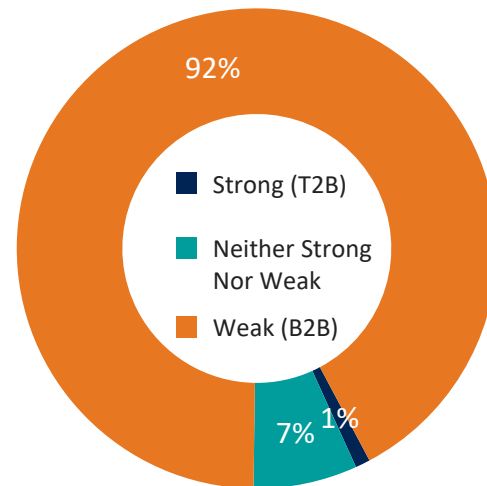
Right Direction / Wrong Track

Q. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



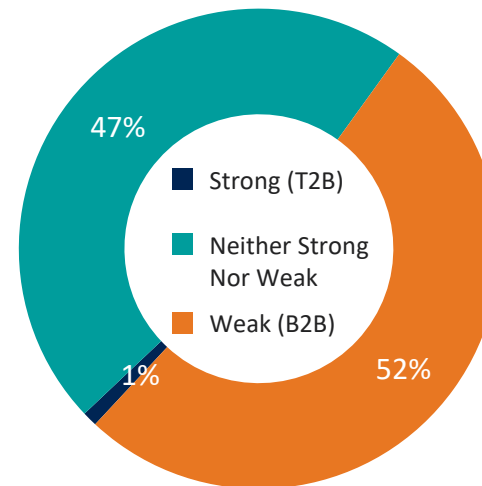
Country Economic Situation

Q: Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

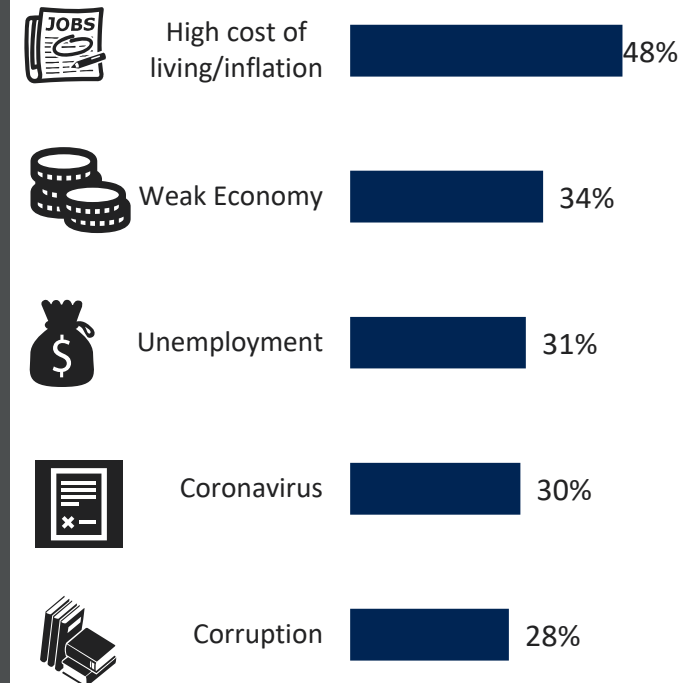


Personal Financial Situation

Q: Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.



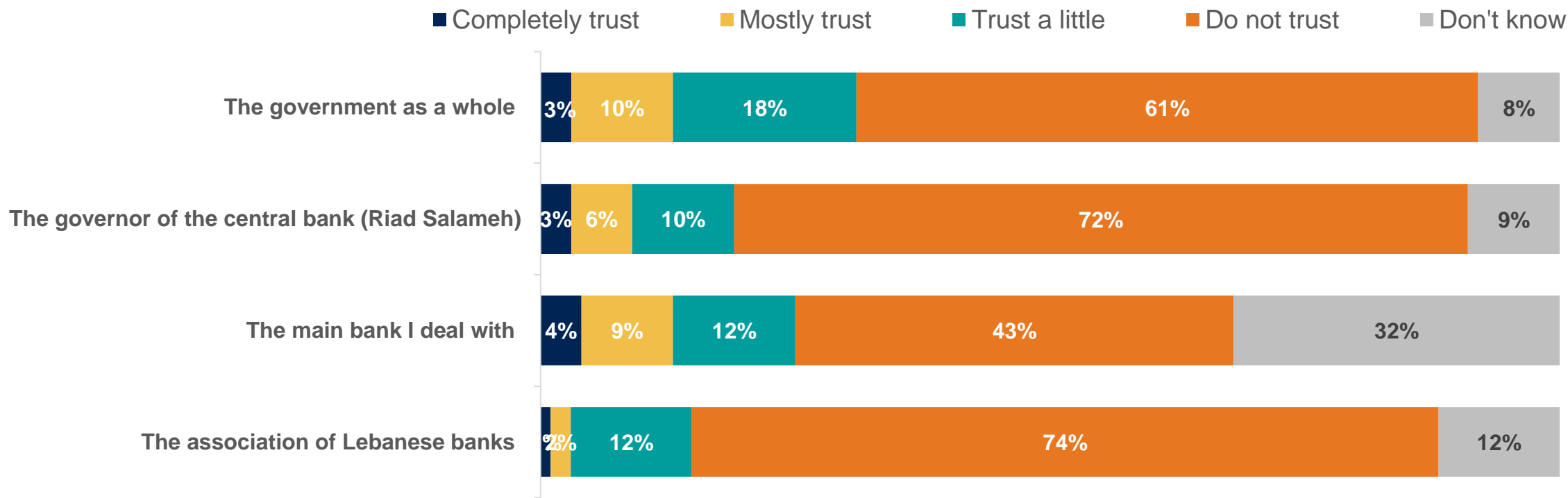
Top 5 Concerns for Consumers in Lebanon



Trust Levels

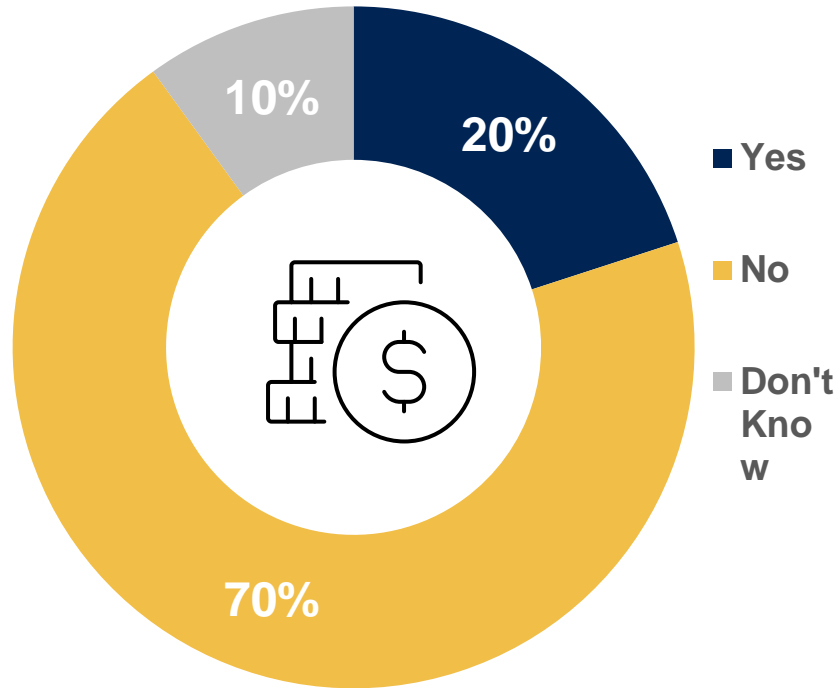
The majority of Lebanese showed no trust in the government as a whole, the least trusted are the governor of the central bank Riad Salameh, and the Association of Lebanese Banks.

N=501

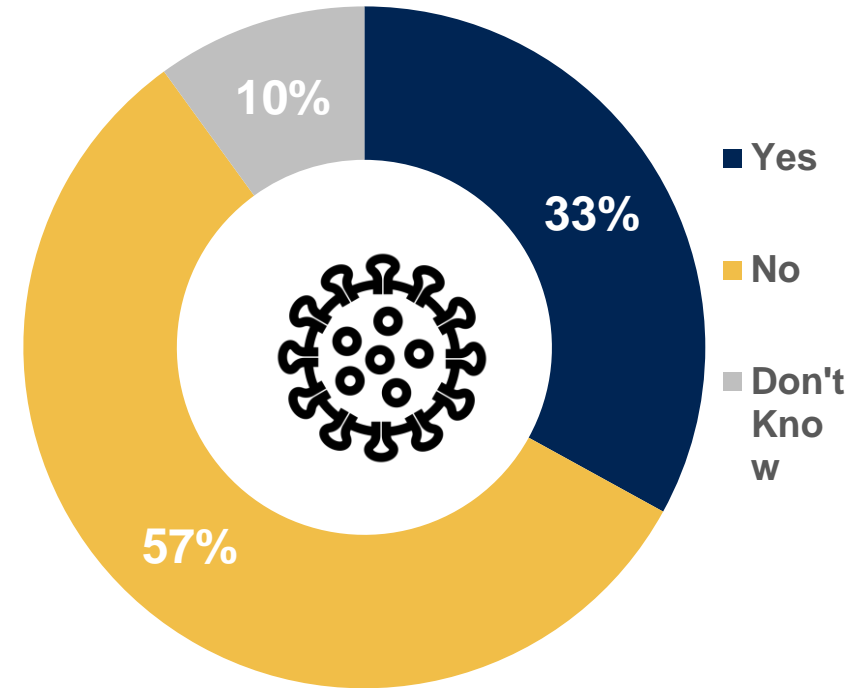


GOV1. In general, to what degree do you trust each of the following?

WILL THE GOVERNMENT SUCCEED IN FINDING SOLUTIONS TO THE CURRENT ECONOMIC CRISIS?



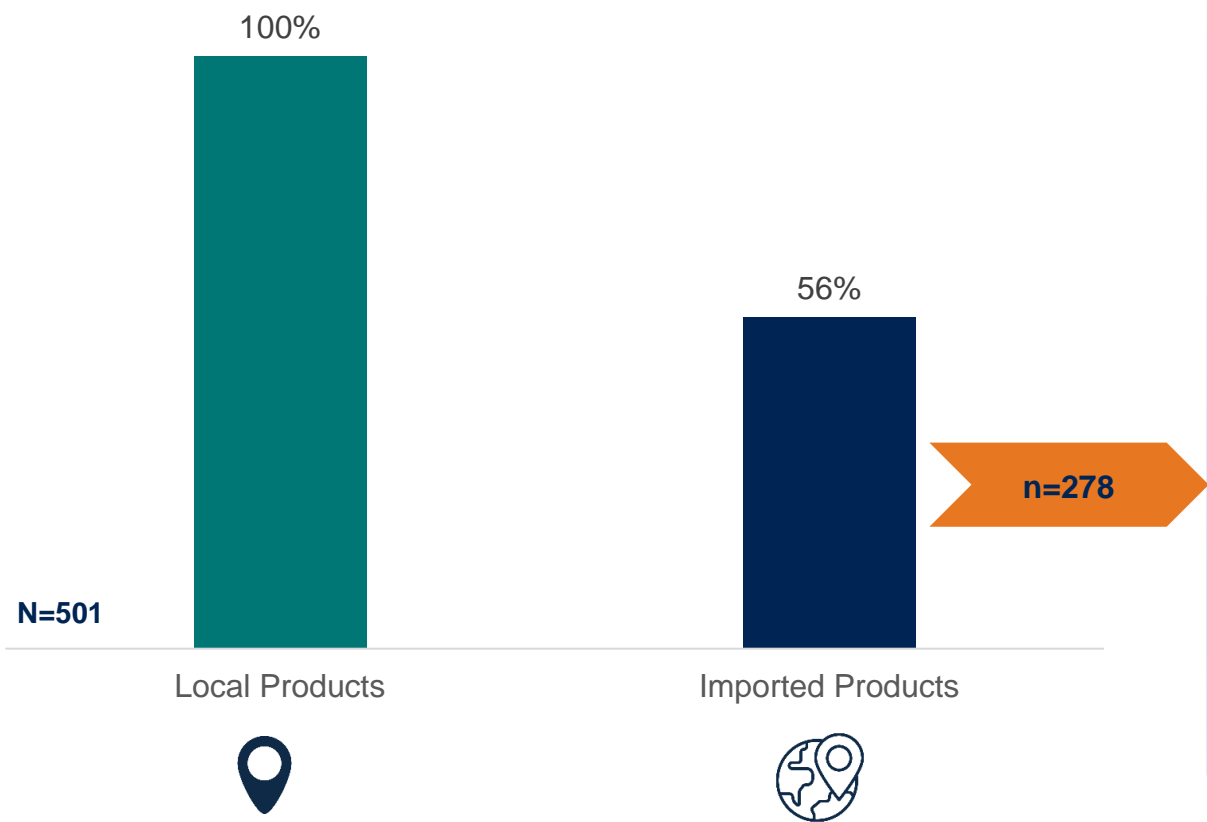
WILL THE GOVERNMENT SUCCEED IN CONTROLLING THE CORONA (COVID-19) PANDEMIC?



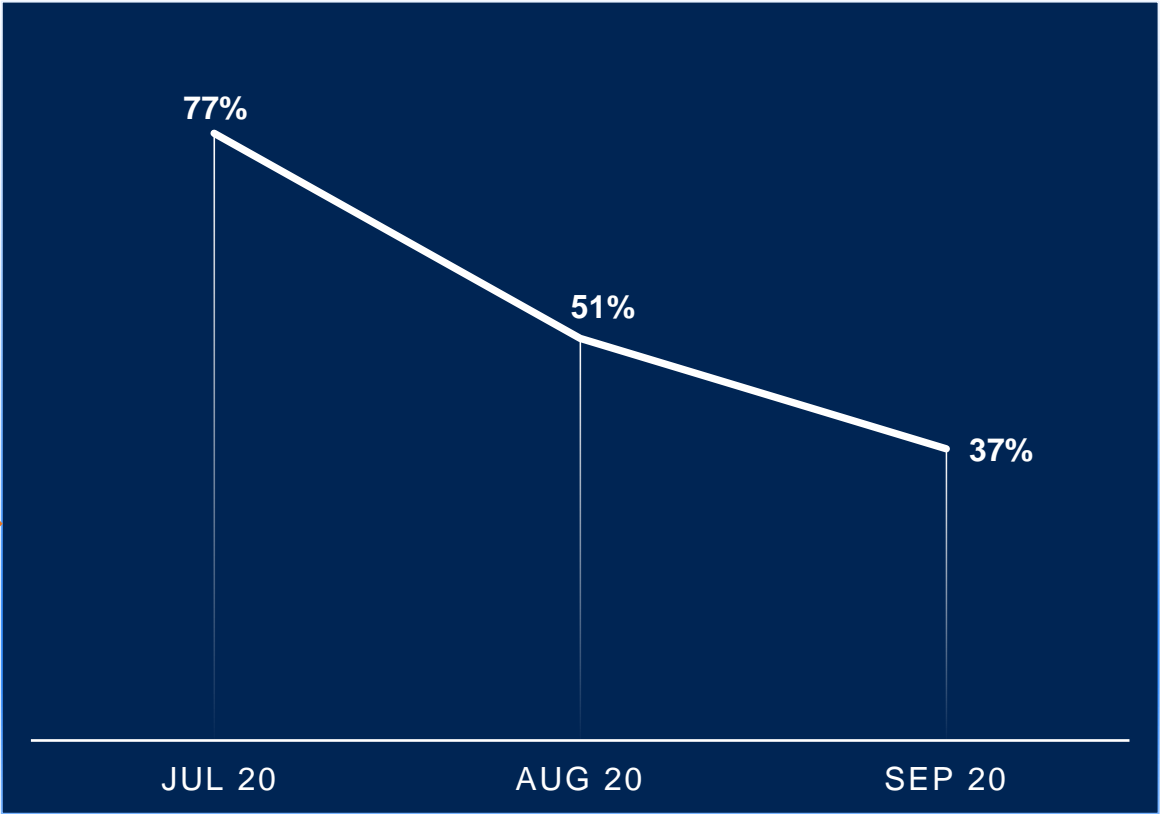
The majority of the respondents believe that the government will not succeed in finding the solution for the economic crisis. More than half believe that the government will not be able to control the pandemic from spreading.

RETAIL: Expected Change in Product Purchase ...

... According to product origin



Myriad uncertainties added to diminishing purchasing power are leading the Lebanese to, more and more, rely on existing local products in their household consumption, as indicated by the drastic drop in intended imported products purchase over the 3 fieldwork months of the first wave.



**FOR MORE INFORMATION,
CONTACT:
JOSEPH.HABRE@IPSOS.COM
WWW.IPSOS.COM/EN-LB**