



Household Economic Activity Tracker (H.E.A.T), December 2011

Data for the period ending November 2011

SixthSense™

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Our analysts are highly qualified and, on average, each draws on over 15 years industry experience to deliver analysis, comment, opinion and advice on the latest market trends and conditions across a range of sectors including Food & Drink, Retail, Health & Beauty, Lifestyle, Finance and Technology.

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PUBLISHED BY:

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Introduction & Scope

This report presents monthly indicators of consumer confidence and the ability of consumers to spend. It provides a valuable input to understanding broad economic and consumer trends.

Its results are based on a commissioned survey among YouGov's online panel, drawing on a nationally representative sample of UK adults aged 16+. Because of the structure of the survey, the sample sizes vary for different parts of the survey (see the figure bases).

Fieldwork dates

Since the first publication of HEAT and up until March 2011, the fieldwork spanned two monthly periods: e.g., the February 2011 report contains fieldwork for the period 9th January 2011 to 4th February 2011. The bulk of the fieldwork always took place in the month prior to publication. From March 2011 onwards, all fieldwork takes place wholly in the month prior to the month of publication.

To avoid confusion between the publication date and the fieldwork date, from November 2011 YouGov has aligned fieldwork and publication dates. This means that all the trend data are now allocated to the month prior to the publication date, e.g. data published in May 2011 have now been attributed to April 2011. The re-allocation has been applied to all data going back to February 2009 given that the fieldwork wholly or principally related to the month prior to publication.

Definitions

Throughout this report the core measures of confidence and opinion are indices. The indices are measures of the percentage of respondents stating a measure of confidence, or stating that spending has risen/got better/improved minus the percentage stating that it has fallen/worsened. The figure bellows provides two examples.

How do you think your household's financial situation will have changed 12 months from now?		Compared to one month ago, how price-conscious are you when you are shopping?	
Worse	49%	Less	1%
No change	33%	No change	39%
Better	18%	More	60%
Index (better minus worse)	-31%	Index (more minus less)	59%

Also used as an indicator of confidence and spending is Momentum. Momentum is defined as the change in an index or score, so a movement in an index from negative to positive or from more negative to less negative is taken as an indicator of things moving in a positive direction (positive momentum). Similarly, a movement in an index from positive to negative or from more positive to less positive is taken as an indicator of things moving in a negative direction (negative momentum).