

## CONSUMER CONFIDENCE INDEX

The YouGov/Cebr Consumer Confidence Index is a measure of economic optimism among consumers, showing how they feel about their own financial situations as well as the UK's economy as a whole.

The Index is based on both forward and backward-looking components across four areas: House value, business activity at the respondent's place of work, household finances and job security.

The YouGov/Cebr Consumer Confidence Index is the only measure of economic confidence in the UK where data is collected on a daily basis, thereby showing how consumers economic optimism is affected by specific events as well as long term trends.

## YOUGOV HEAT

- Economic, financial and brand data
- 280,000+ online interviews from 2009 to 2013
- Over 6,500 interviews per month

### Over 100 measures including:

- Consumer confidence
- Housing status
- Occupation
- Retirement
- Monthly income
- Cash availability each month
- Household financial situation
- Job security
- Spending (by category)
- Savings
- Investments

### Customisable filters

- Fully customisable with filters
- Filters can be applied for any of the 100+ variables in YouGov profile data library (pdl)



### Examples pdl filters:

- Newspaper readership
- Marital status
- Savings products
- Number of children
- Make of car
- Frequency of internet access
- TV channels watch
- Social media usage
- Device ownership
- Hobbies



## ABOUT YOUTGOV

YouGov is an international full-service market research agency which is considered the pioneer of market research through online methods. Our suite of syndicated, propriety data products includes Brandindex, the daily brand perception tracker; SoMA, the social media audience analysis tool; and Reports which provide comprehensive market intelligence on a range of sectors. The market-leading YouGov Omnibus provides a fast and cost-effective service for obtaining answers to research questions from both national and selected samples. Our custom research business conducts a wide range of quantitative and qualitative research, tailored by our specialist teams to meet our clients' specific requirements.



## ABOUT THE CENTRE FOR ECONOMICS AND BUSINESS RESEARCH:

Cebr – the Centre for Economics and Business Research - is a leading economics consultancy, founded in 1993 by Douglas McWilliams. Cebr has wide ranging experience and expertise on subjects from micro-economic impact studies to macro-economic forecasting across the UK, the Eurozone and the world economies.

Over the last year we've looked at economic contribution in the UK made by Arts and Culture, assessed the economic impact of EU migrant workers and considered how the Government's apprenticeship programme will affect the economy over the next ten years.

Regular Cebr analyses include: the Asda Income Tracker, a monthly analysis of average family discretionary spending power, the ICAEW Grant Thornton Business Confidence Monitor, the Federation of Small Businesses Small Business Index indicator and the annual World Economic League Table which ranks the largest economies across the globe and achieves coverage around the world

