Consumer Confidence Tracker April 2009

Contributed by BRMB
Wednesday, 06 May 2009
Last Updated Wednesday, 06 May 2009

The April consumer confidence findings from market research agency, British Market Research Bureau reveals:

Financial security
At present just under 1 in 10 (9%) adults aged 16-64 feel financially secure. 41% say they do to a degree and just under half (49%) feel that they do not really/definitely do not feel secure.

Those not working (59%) and those who are self-employed (63%) are more likely to feel insecure than those employed (45%) or retired (29%).

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Job security
Job security has remained consistent over the last 3 months.19% of employees feel insecure in their employment; they will either definitely not or probably not have the same job in a year?s time.

Housing Market
Just under a quarter (23%) of adults aged 16-64 are likely to either move home or start the process of moving home/buying home in the next 3 years. This figure remains at a similar level to last month. 41% of respondents aged 16-24 are hopefully they will be able to make such a move.

This month, expectation of house value has increased significantly, with just under a third (31%) expecting a rise over the next year. This compares to just over a fifth (21%) in March. A quarter of respondents expect their house value to rise between 1-5% over the next year.

Recent cutbacks
April results show just under 4 in 5 respondents (79%) have cut back on purchases recently due to the current economic climate. This month, more than 9 in 10 part-time workers said they have made cut backs recently. In particular, this group said they have been more prudent with the domestic budget.

Expenditure on basic necessities
Expenditure on basic necessities remains at a similar level to last month with just over two-thirds (67%) saying their expenditure has increased.

Likely future expenditure
43% of all respondents will ?definitely not? be spending ?3000 or more on a single item of expenditure in the next 12 months.

Likelihood of ?3000+ expenditure in the next 12 months has remained consistent to last month, with just under a fifth (17%) expecting to make such a purchase. In October just under two-fifths (38%) expected this level of expenditure.

Men are more optimistic than women about making such a large purchase. Over a fifth (21%) of men think such a purchase might be likely compared to just 12% of women.

First thing to cut back on if the financial situation worsened
31% of all respondents would cut back on eating/going out if the economic climate deteriorates further and a further 30% said they would cut back on holidays.