Consumer Confidence Tracker July 2009

Contributed by BMRB
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Financial security
The July results indicate that just 1 in 10 adults aged 16-64 feel financially secure.

46% say they do to a degree and just over two-fifths (43%) feel that they do not really/definitely do not feel secure.

This is consistent with previous months.

Job security
Job security also remains consistent with previous months.

A fifth of employees feel insecure in their employment; they will either definitely not or probably not have the same job in a year?s time.

Young adults feel the most insecure. Just under a third (32%) of 16-24 year olds think that they won?t have the same job in a year?s time.

Housing Market
Around a quarter (24%) 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 similar to last month. Just under two-fifths of respondents aged 16-34 expect to move.

Expectation of house value has remained at a similar level to last month.

Just under a half of respondents (46%) expect their house to rise in value over the next 12 months.

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

Recent cutbacks
The July results show that 77% of adults have cut back on purchases recently due to the current economic climate.

As with last month, women (82%) are more likely to have made cut backs than men (72%).

Expenditure on basic necessities
Just under two-thirds (64%) of adults said they expenditure on basic necessities has increased over the past 3 months.

Likely future expenditure
Two-fifths 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 around a fifth (19%) expecting to make such a purchase.

In October just under two-fifths (38%) expected this level of expenditure.

First thing to cut back on if the financial situation worsened
33% of all respondents would cut back on eating/going out if the economic climate deteriorates further and a further 29% said they would cut back on holidays.

July - 2009