

Roy Morgan  
Research

# *Consumer Confidence*

Monthly Detailed Report

January 2011

*Discover your edge*

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### About this Report

Roy Morgan Research measures Australian Consumer Confidence on a weekly basis. However, this report looks at the average over each month to provide a larger, more robust sample, for more detailed subgroup analysis. It provides a detailed analysis of consumer confidence among different groups of the population. It has long been recognised that Consumer Confidence, or how people respond to events such as share market crashes, petrol price increases, interest rate increases and other economic threats, is more important than the events themselves. It is a key indicator of how people are likely to react to events in terms of their expenditure and its role in generating economic activity.

### Roy Morgan Single Source

Roy Morgan Single Source has been designed and engineered to represent the ideal single source model. It provides an integrated understanding of consumers; what they are like, what they consume, what they buy, what they think, what they want, what they watch, read and listen to. In Australia, Roy Morgan Single Source incorporates over 1,000 face-to-face interviews each week (over 50,000 per year) in both city and country areas, with people aged 14+. Interviewing is conducted continuously allowing for trending of data. The overriding benefit of Roy Morgan Single Source is the strategic insights it affords by the linkage of so many aspects: media, finance, automotive, travel and tourism behaviour, retail behaviour, attitudes & intentions.

### About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, Indonesia, United States and United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has more than 60 years' experience in collecting objective, independent information on consumers. In Australia, Roy Morgan Research is considered to be the authoritative source of information on Consumer Confidence, financial behaviour, readership and voting intention. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.