

foreseechange



Australian Consumer Intelligence

www.consumerintelligence.com.au

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Content is uploaded regularly and this contents listing will be updated every three months.

Consumer Pulse

Time series tracking of:

- Willingness to spend and save;
- Perceived financial wellbeing;
- Expected movement in interest rates;
- Preferred movement in interest rates;
- Expected movement in house prices;
- Preferred investment asset class.

These indicators have a proven track record in explaining and predicting short-term consumer behaviour.

Drivers of Consumer Spending

Analysis of trends driving short-term discretionary consumer spending:

- Retail turnover;
- Employment;
- Household disposable income;
- Household saving ratio;
- Motor fuel prices;
- House prices;
- Willingness and ability to spend.

Available as a chart pack with commentary and as a video.

Analysis of Consumer Spending Patterns

Analysis of Australian Bureau of Statistics Household Expenditure Survey by age of household reference person and other bases. Projections by age of household reference person provides a guide to medium-term future changes in spending. Broken down by category of goods and services.

Attitudinal & Lifestyle Measures

Most of these are measured on a five point scale, such as agree strongly, agree a little, neither, disagree a little, disagree strongly.

Food

The taste of food is very important to me
Eating the right foods can help to prevent disease
I try to eat a healthy diet
I like to eat a wide range of foods
I prefer my food to be as natural as possible
I like to try new foods
I prefer foods that have been produced in an environmentally friendly manner
I avoid foods with high fat content
I avoid foods with high sugar content
My diet is mostly vegetarian
I am dieting to lose weight
I prefer to eat organic foods
I would consider eating foods that had additives to treat particular health conditions
My household has to limit the amount of money spent on food

The Evening Meal

Frequency of eating a meal that requires more than 15 minutes preparation time
Frequency of eating a frozen or prepared meal that just requires heating
Frequency of eating takeaway food
Frequency of eating out at a café or restaurant

Media & Lifestyle

Spending time with my family is important to me
I like to keep physically fit
I have an active social life
I enjoy eating out in restaurants
I enjoy going for a drive
I am spending more leisure time at home these days
I watch TV less than I used to
I enjoy going to the cinema
I love shopping for things for myself
I am a regular reader of magazines
I like watching sport
I am absorbed by my work

Quality of Life

I am satisfied with my quality of life
Quality of life is getting worse for most people in Australia
Level of satisfaction – management of the economy
Level of satisfaction – law and order
Level of satisfaction – quality of education
Level of satisfaction – quality of healthcare
Level of satisfaction – quality of political leadership
Level of satisfaction – health of environment
Level of satisfaction – the way society looks after needy people
Level of satisfaction – corporate ethics

The Future

I rarely think about the future
I am scared to think about the future very much
I feel confident about the future
I am excited about what the future holds
I don't know what the future holds
Individuals can't influence the future
Australia should have a vision and a plan for the future
I am confident in the ability of our leaders to provide a good future
I often think about my future financial security

Corporate Social Responsibility

Companies should not donate to charities;
Companies should not donate to political parties;
I would not invest in a company that damaged the environment;
Companies should concentrate on profits and forget about social and environmental issues;
I take a company's reputation for social responsibility into account when purchasing products;
Most people would prefer to work for a company that put a high priority on social and environmental issues;
Most large companies talk about being socially and environmentally responsible but don't actually do much about it;
I would pay up to 5% more for a product made by a company that did good things for the **community**, so long as the quality was the same;
I would pay up to 5% more for a product made by a company that did good things for the **environment**, so long as the quality was the same;

Drought

The drought has had no impact on my financial situation

If the drought continues, my financial situation will suffer

If the drought continues, Australia's economic growth rate will be slower

Recent rain has broken the drought

Droughts are natural events, there is nothing we can do about them

Global warming is making droughts more intense

Miscellaneous

Australia would be a better place with a much larger population

I never have enough time to do all that I want to do

Technology will solve future problems

I am concerned that technology will control our lives too much

Consumer Segmentation

Food Preference segments
Media and Lifestyle segments
Spending Disposition segments
Saving Disposition segments

Media Measures

Free-to-air TV channel watched most
Pay TV penetration
How to reach consumers with impact (food, finance, new vehicle, clothing)

Marketing Effectiveness Ratings

Organisations rated:

10 Network	Jetstar
7 Network	Kellogg
9 Network	KFC
AAMI	Kmart
ABC TV	Kraft
AMP	MacDonalds
ANZ Bank	Mitsubishi
Arnotts	Myer Grace
Aussie Home Loans	National Australia Bank
Australia Post	NSW Government
Australian newspaper	Optus
Australian Pensioners Insurance	Pepsi Cola
Bendigo Bank	Pizza Hut
Big W	Priceline
Cadbury	Qantas
Coca Cola	Qld Government
Coles	Reece Bathroom, Kitchen & Plumbing
Commonwealth Bank	SA Government
Country Road	Sanitarium
David Jones	Schweppes
Dick Smith Electronics	St George Bank
Federal Government	Target
Ford	Telstra
Foxtel	Toyota
GIO	Uncle Tobys
Greyhound bus lines	Vic Government
Harris Scarfe	Virgin Blue
Harvey Norman	WA Government
Heinz	Westpac Bank
Holden	Wizard Home Loans
ING Direct	Woolworths

Information on how the ratings are constructed is available at
www.greygold.com.au/MES2003sum.pdf

Corporate Social Responsibility Ratings

A sample of 400 adults has rated a selection of organizations on whether they are perceived to do good things for the community and for the environment. There are some very wide variations, showing that some organizations have significantly better perceptions than others. There is variation between industries as well as between organizations.

The organizations rated are:

- Kellogg's
- Uncle Tobys
- Sanitarium
- Westpac Bank
- National Australia Bank
- ANZ Bank
- Commonwealth Bank
- Toyota
- Ford
- Holden
- Australia Post
- Qantas
- Telstra

Articles

A nascent recovery in the number of births

The new consumer majority is 40+

Corporate Social Responsibility

Living arrangements

Marketing missing the baby boomer opportunity

Managing population shifts

Why some clothing retailers may be feeling the pinch

What Labor needs to do to win a federal election

Trends

Demographic

Fertility, history and projections by age group

Life Expectancy

Median age of population, adults, mothers at childbirth, mothers at birth of first child

Economic

Consumer prices, by broad commodity group

Workforce participation

Financial

Expected movement in interest rates

Expected movement in house prices

Perceived Financial Wellbeing, by broad demographic

Saving Disposition

Spending Disposition

Share Ownership

Preferred financial asset class

Willingness to spend and save, by broad demographic

Social

Relative importance of social issues

Media

Free-to-air TV channel watched most

Pay TV penetration

Demographic Analysis

Average household income and spending (by category) by age of household reference person

Dwelling Tenure by age of household reference person

Living arrangements

Age-specific fertility – history and projections

Perceived Financial Wellbeing by age

Willingness to spend and save by age

Ranking of future concerns by age

Workforce participation by age & gender

Geographic Analysis

Perceived Financial Wellbeing: by state, capital city, and regional

Willingness to Spend and Save: by state, capital city, and regional

Average household spending: by state, and capital city