

The British Population Survey

The British Marketing Survey Datasheets

Series :- GENERAL INTEREST

Datasheet :- FINANCIAL PROSPECTS – PRE BUDGET

Period :- January / March 2010

Sample :- 2,973 Interviews

The British Population Survey / The British Marketing Survey

The Survey

The British Population Survey conducts between 6,000 and 8,000 face to face interviews per month, with nationally representative samples of the adult population. The full data sets are published within a couple of weeks of the end of each month, in a format which permits easy access and full interrogation and analysis.

Within this Survey, an individual wave of 1,000 interviews is selected, usually in the second week of the month. An additional set of questions is posed to these respondents to create The British Marketing Survey.

For full details of both The British Population Survey and The British Marketing Survey, and to obtain the FREE initial download of the analysis software, and the full databases for the year 2008, please visit the website at www.thebps.co.uk

Datasheet Topic

This datasheet is based around one key question from The British Marketing Survey:-

1 Thinking about your overall financial situation at present, how do you think it is likely to have changed, if at all, in three months time?

The response options were:-

- a) Much better than now
- b) Better than now
- c) About the same as now
- d) Worse than now
- e) Much worse than now
- f) Don't know

In the analysis charts throughout this datasheet, we have amalgamated responses a) and b) as generally 'Better', and amalgamated responses d) and e) as generally 'Worse'.

The charts in this datasheet are all based on the responses received to this question in the survey waves conducted in January, February and March 2010. The total number of respondents was 2,973, made up of 1,008 in January, 997 in February and 968 in March.

Datasheet Content

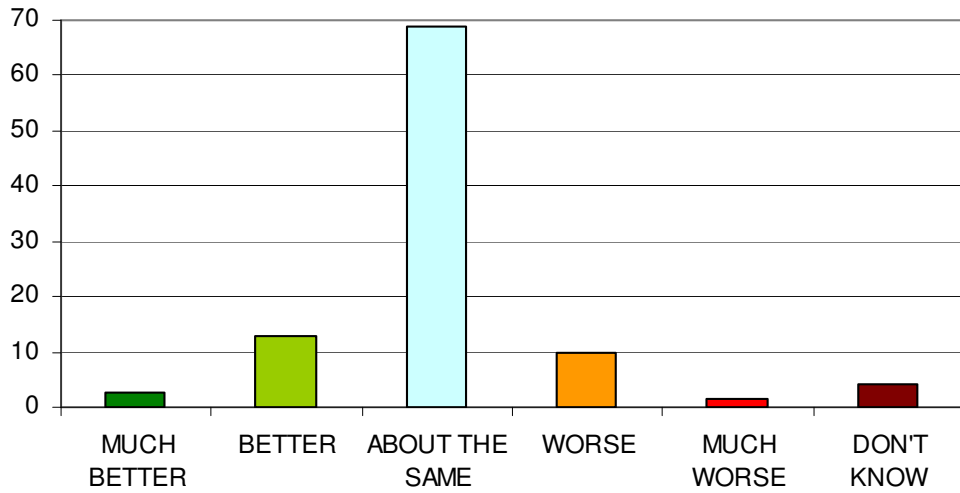
This datasheet is NOT intended as an 'insight report' but as a simple presentation of some interesting facts emerging from the Survey.

The first chart shows the full set of responses as percentages of the total population.

The subsequent charts show a variety of 'cross-section' views of the population, and how the different categories have responded. In each case we show the percentage of responses to the three key points of 'Better' 'The Same' and 'Worse', and then show an 'expanded' chart of just the 'Better' and 'Worse' in each case for ease of identifying the key differences amongst the categories.

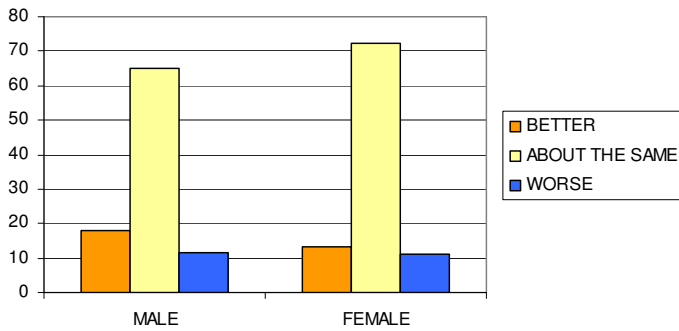
FINANCIAL PROSPECTS - TOTAL POPULATION

BMS Jan / Mar 2010
2,973 respondents



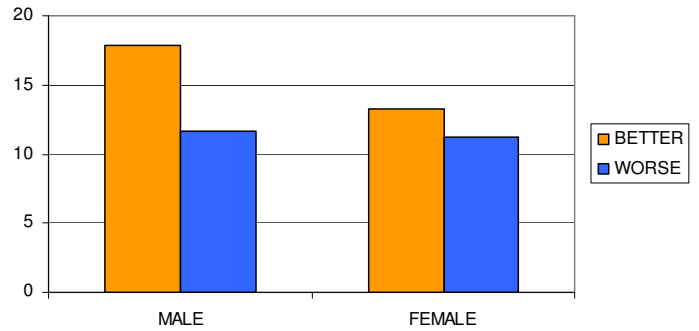
GENDER

BMS Jan / Mar 2010
2,973 respondents



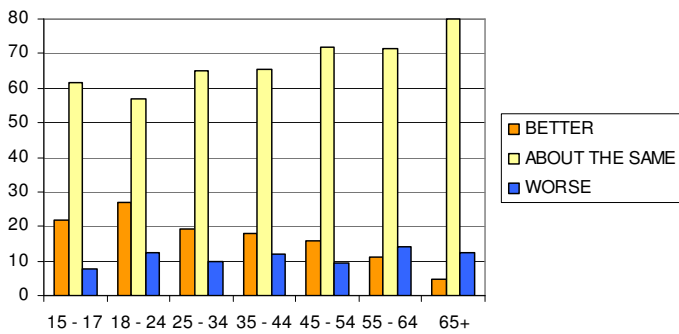
GENDER

BMS Jan / Mar 2010
2,973 respondents



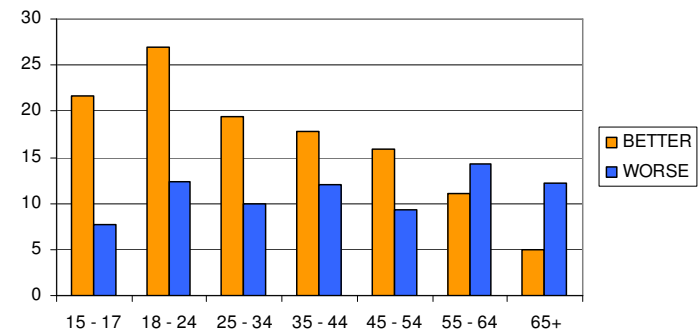
AGE GROUP

BMS Jan / Mar 2010
2,973 respondents



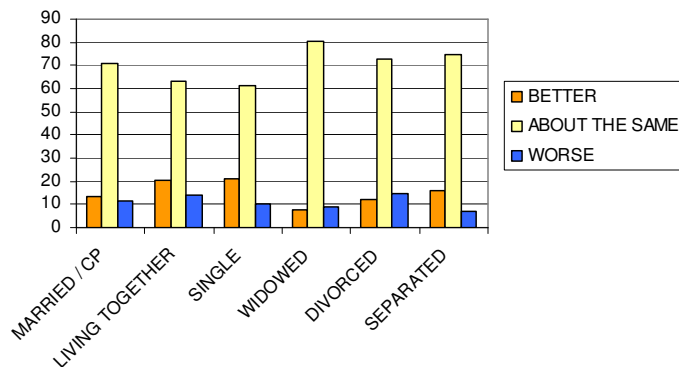
AGE GROUP

BMS Jan / Mar 2010
2,973 respondents



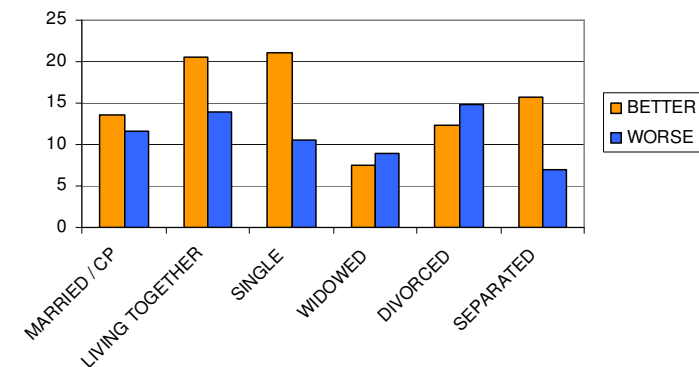
MARITAL STATUS

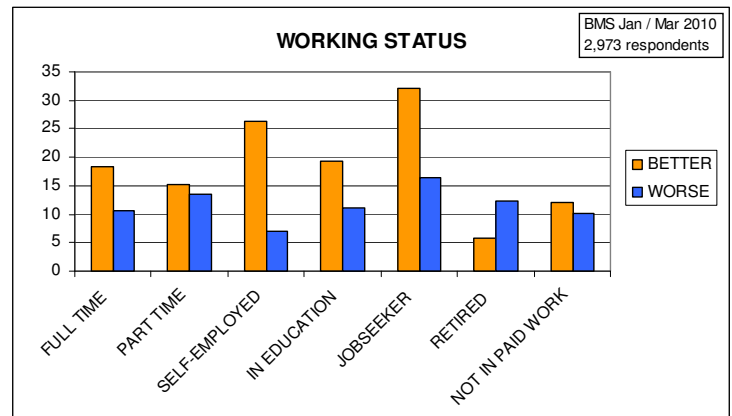
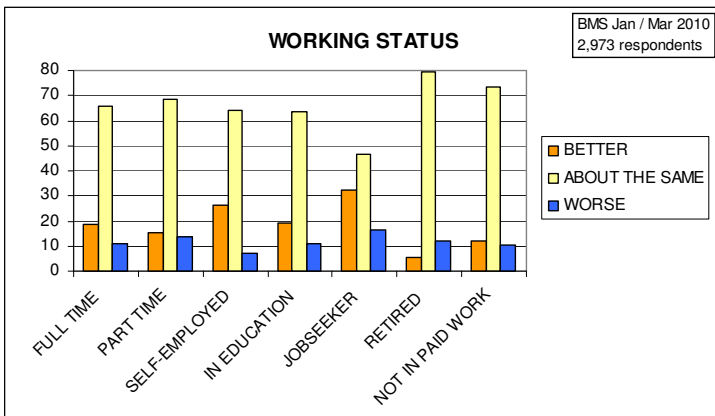
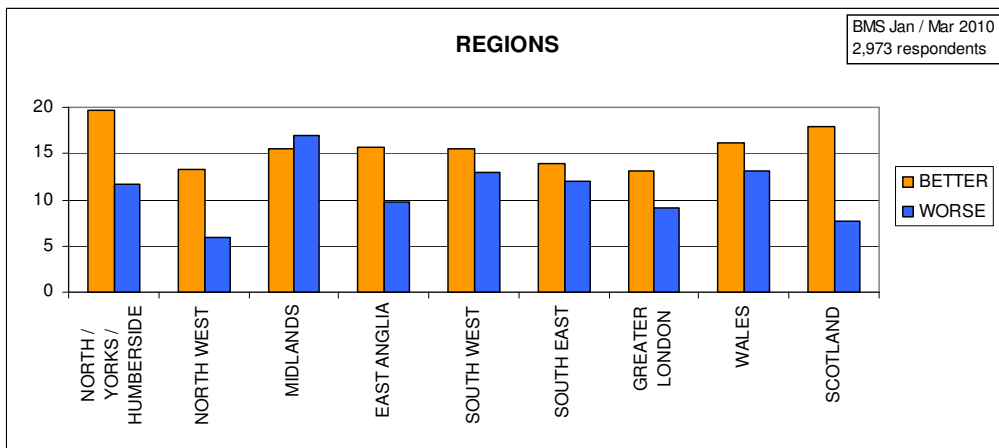
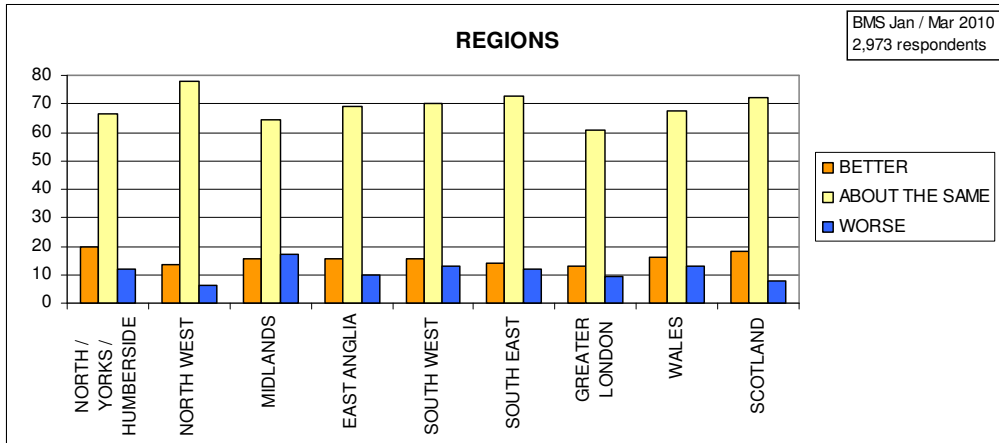
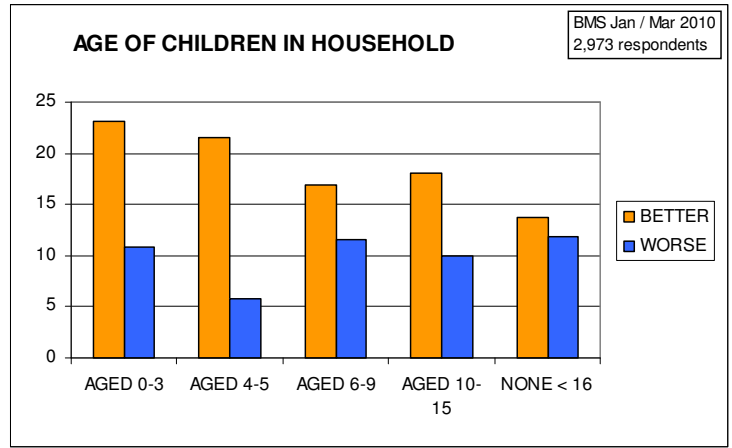
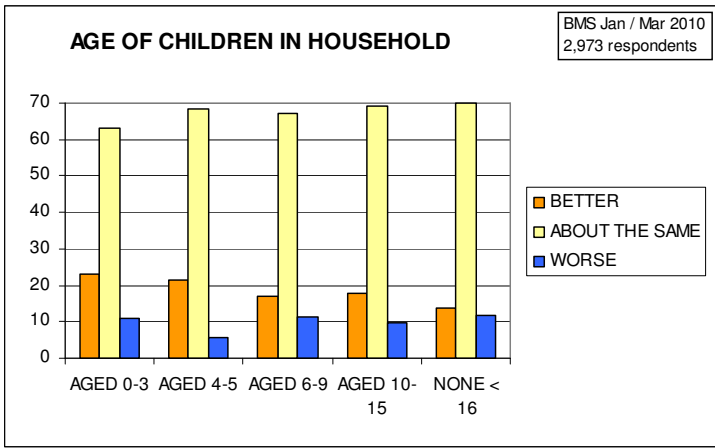
BMS Jan / Mar 2010
2,973 respondents



MARITAL STATUS

BMS Jan / Mar 2010
2,973 respondents





Afterthoughts

The 'Financial Prospects' question was added to The British Marketing Survey this year to lend further insight into the analysis of responses to marketing, and purchase intentions. However it has quickly become apparent that this question is proving to be of some significant interest to many other fields of use of both the current surveys.

With this in mind we have decided to share this information in our usual way - via a 'datasheet'.

Those already familiar with our datasheets will be aware that we do not use these as 'insight tools', but purely as a way of delivering data to help those who wish to offer interpretation in their own way.

However we often provide our own little 'Afterthoughts' where we might spot something which appears 'counter-intuitive' to our own expectations, or perhaps where 'outlines' can be seen from our own intimate knowledge of the Survey and analysis tools.

Although this type of topic would not normally attract an 'Afterthought', we did notice the distinct correlation between decreasing optimism and increasing age, alongside optimism decreasing with the increasing age of children in the household!

We also note that out of all the variety of categories we look at in the datasheet, the only category where 'Better' rises above 30% is 'Jobseekers' things can only get better?

Plus, of course, it's still good to see the innate optimism of the young and single.....!

We hope that this series of charts will prove to be useful.

The British Population Survey
March 2010.