

Household Finance Index (HFI) in association with Markit

The earliest indication of actual changes in household finances each month

What is the Household Finance Index (HFI)?

The Household Finance Index (HFI) survey is jointly compiled each month by YouGov and Markit Economics.

The HFI is intended to accurately anticipate changing household circumstances and consumer behaviour. The survey methodology has been designed to complement Markit's Purchasing Managers' Index (PMI) business surveys, which are closely watched due to their timeliness and accuracy in anticipating changing business conditions. Like the PMI surveys, the HFI tracks objective "hard data" on actual month-on-month changes, focusing on household spending, saving and debt levels, but also includes several forward-looking opinion questions to help anticipate future trends.

The survey is based on monthly responses from over 2,000 households, with data collected online from a nationally representative panel of respondents. The panel is structured according to income, region and age to ensure the survey results accurately reflect the true composition of the UK population.

Key Functions

The HFI tracks the following:

- Household financial situation
- Household spending
- Savings
- Household income
- Job security
- Workplace activity levels
- Household debt and borrowing
- Credit needs, cost and availability (secured and unsecured)
- Inflation perceptions and expectations
- Price consciousness and decisions on major purchases
- House prices
- Confidence in the government

The above are analysed by income group, region, employment sector and other breakdowns.

Key Benefits:

- The earliest indication of actual changes in household finances
- Wide variety of indicators based on “hard data” on what actually happened compared to one month ago
- Forward-looking indicators of outlook for incomes, inflation, house prices, etc.
- Detailed report includes analysis by Markit’s experienced economics team
- Utilisation of YouGov’s proven methodology to ensure data accuracy

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About YouGov

YouGov is a global full service research company, primarily using online panels to provide quantitative and qualitative research across a range of specialisms. YouGov is considered the pioneer of online market research and was the only research company named in the 2009 Deloitte Technology Fast 50.

About Markit

Markit is a financial information services company with more than 1,200 employees in Europe, North America and Asia-Pacific. Over 1,500 financial institutions use their independent services to manage risk, improve operational efficiency and meet regulatory requirements.