

S&P Global UK Consumer Sentiment Index (CSI)

Year-ahead financial health expectations the most downbeat in 15 months

- CSI remains broadly unchanged in March
- Future financial sentiment most downbeat in 15 months, however
- Job insecurity persists

The S&P Global UK Consumer Sentiment Index (CSI) survey has been collected monthly since 2009 and is based on a panel of 1,500 UK households. The latest monthly data were collected between 6th – 10th March, making it the earliest available indicator of consumer confidence.

All data are seasonally adjusted and expressed as diffusion indices where 50 signals no change on the prior month. Readings above 50 signal an increase or improvement; readings below 50 signal a decrease or deterioration.

The CSI (a combination of survey gauges tracking household financial wellbeing, labour market conditions, household spending, savings and debt) posted 45.3 in March, down slightly from 45.4 in February. The headline index trended above its long run average, but was weaker than the recent highs recorded in the second half of last year and signalled pessimism overall.

Commenting on the survey, Maryam Baluch, Economist at S&P Global Market Intelligence, said:

“Consumer confidence across UK households remained pessimistic in March. However, underlying data noted some variation in trends. Households experienced less strain on current finances, in part due to looser BoE monetary policy. Moreover, March data revealed a growing appetite for borrowing, with households also finding it easier to secure credit. The recent rate cuts has made household borrowing more attractive and accessible.

“Consumer confidence was again supported by improving labour market sentiment. Income from employment and activity rose further in March. However, job insecurity persisted for a third straight month. With businesses already taking a more cautious approach to hiring following changes to employment policies, households have been impacted. Headwinds to the labour market and a more general slowdown in the UK economy affected households’ perceptions on their financial health over the coming months.

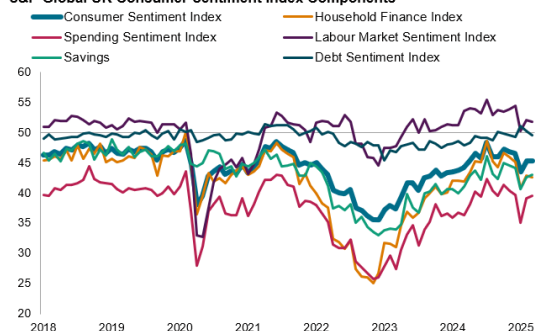
“In fact, March data revealed that financial wellbeing over the coming year is set to deteriorate sharply. Sentiment regarding the outlook was the most downbeat in 15 months. Firms also continued to express their concerns around savings and cash availability.”

S&P Global UK Consumer Sentiment Index



As of March 17, 2025.
Index 50 = no change on prior month. All data seasonally adjusted.
Source: S&P Global Market Intelligence.
© 2025 S&P Global.

S&P Global UK Consumer Sentiment Index Components



As of March 17, 2025.
Index 50 = no change on prior month. All data seasonally adjusted.
Source: S&P Global Market Intelligence.
© 2025 S&P Global.

S&P Global Consumer Sentiment Index and components

50 = no change on prior month, seasonally adjusted.

| | Feb | Mar | High/low |
|--------------------------------------|-------------|-------------|---------------------|
| Consumer sentiment index | 45.4 | 45.3 | 2-month low |
| Household Finance Index | 43.0 | 42.6 | 2-month low |
| Current finances | 39.8 | 40.2 | 3-month high |
| Expected finances in 12 months' time | 46.1 | 45.0 | 15-month low |
| Spending Sentiment Index | 39.1 | 39.6 | 3-month high |
| Cash available to spend | 40.3 | 40.3 | Unchanged |
| Views on making major purchases | 37.9 | 38.9 | 8-month high |
| Labour Market Sentiment Index | 52.0 | 51.9 | 2-month low |
| Job security | 49.4 | 49.5 | 3-month high |
| Activity at work | 54.3 | 54.6 | 3-month high |
| Income from employment | 52.4 | 51.5 | 2-month low |
| Debt Sentiment Index | 50.3 | 49.6 | 3-month low |
| Level of debt* | 49.6 | 49.9 | 2-month high |
| Need for unsecured credit* | 50.1 | 51.8 | 7-month high |
| Availability of unsecured credit | 50.6 | 50.3 | 3-month low |
| Savings Index | 42.6 | 43.0 | 3-month high |

* Inverted in index calculation.

News Release

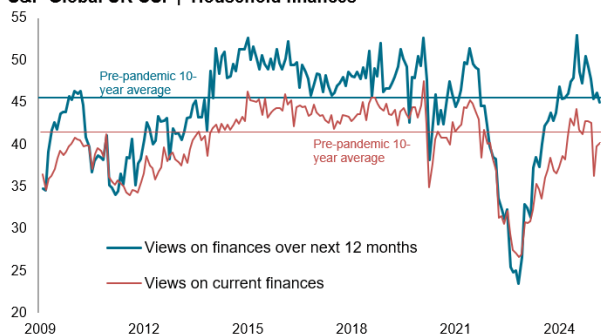
Embargoed until 09:30 GMT 17 March 2025

UK households record increased pessimism for year-ahead financial outlook

March data revealed that **financial wellbeing across UK households deteriorated sharply on the month**. That said, the respective seasonally adjusted index posted at a three-month high to indicate reduced pressure on current finances. At the more granular level, only higher-income households saw an improvement in their financial situation.

Looking ahead, **the 12-month financial outlook was the most downbeat in 15 months**. Households anticipated increased concerns for the upcoming year. Sentiment across households echoed business expectations seen in the recently released S&P Global UK Business Outlook report, which signalled subdued forecasts for both activity and employment.

S&P Global UK CSI | Household finances



As of March 17, 2025.
Index 50 = no change on prior month. All data seasonally adjusted.
Source: S&P Global Market Intelligence.
© 2025 S&P Global.

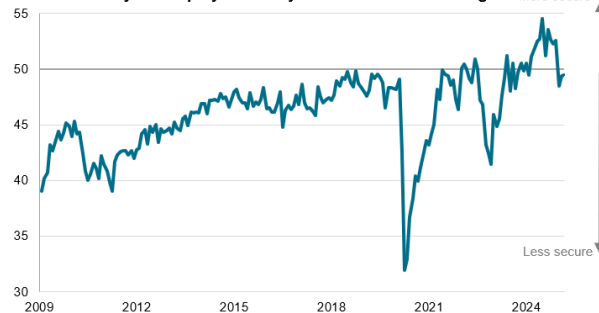
Labour market sentiment remains positive, but underlying data notes areas of concern

Broadly consistent with that seen in February, the latest CSI data indicated that **households' attitudes towards labour market conditions remained positive**. Adjusted for seasonality, the index has consistently printed above the neutral 50.0 mark on a monthly basis since August 2023, serving as a significant contributor to overall consumer confidence during this time.

That said, the latest reading was the second-lowest in just over a year, only surpassing the low observed in December 2024. The relatively subdued reading in part reflected **weaker income from employment growth**. The rate of inflation was softer than the average recorded over the current 23-month sequence of increase.

Additionally, pessimism towards job security persisted, with UK households signalling negative sentiment for a third consecutive month in March. The trend observed since the start of this year is in stark contrast to the optimism recorded throughout most of 2024. Data broken down by homeownership status revealed that mortgage holders expressed the greatest level of pessimism.

S&P Global UK CSI | Job security
How secure in your employment do you feel vs. one month ago?



As of March 17, 2025.
Based on survey of 1500 households. 50 = no change on prior month, seasonally adjusted.
Source: S&P Global Market Intelligence.
© 2025 S&P Global.

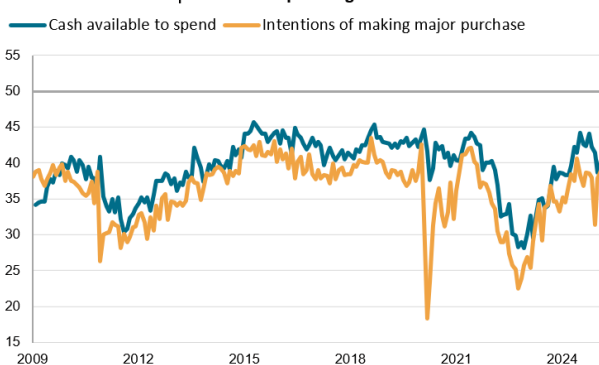
Pessimism towards spending moderates

The seasonally adjusted **Spending Sentiment Index ticked up further to a three-month high in March**. While households were still prudent, recent data suggests less severe negative sentiment regarding the loosening of purse strings.

As a result, though appetite towards major purchases was once again downbeat during March, the decline was modest and the weakest in eight months. The continued easing of monetary policy has helped ease pressure on purchasing decisions.

A key reason behind the overall downbeat spending environment was a continued reduction in disposable incomes. Households noted that **cash available to spend continued to diminish**, though at a rate that was unchanged on the month and weaker than the long-run series average.

S&P Global UK CSI | Cash and spending



As of March 17, 2025.
Based on survey of 1500 households. 50 = no change on prior month, seasonally adjusted.
Source: S&P Global Market Intelligence.
© 2025 S&P Global.

Savings depleted partly to maintain debt levels, but households signal greater appetite for loans

After falling fractionally for the first time in five months during February, **debt levels across UK households broadly stabilised in March**. The sharp erosion of savings has in part helped UK households to keep on top of their debt levels. Though the weakest in three months, the rate at which households reduced their reserves was historically strong.

March data also revealed a greater appetite for loans across UK households. Demand for unsecured credit rose at the

News Release

Embargoed until 09:30 GMT 17 March 2025

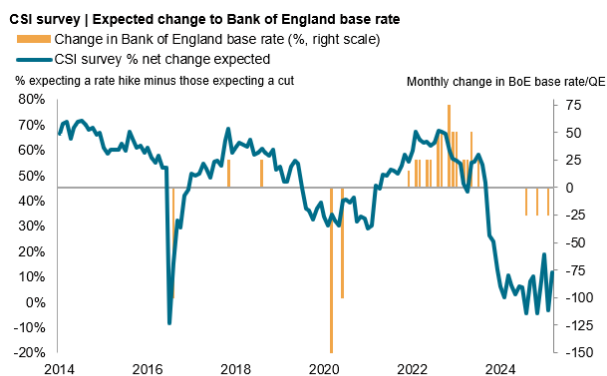
strongest pace since August 2024. Encouragingly, **perceptions regarding the accessibility of loans also improved for the third straight month**. Though only rising fractionally in March, the trend observed in 2025 to date has been a clear shift from the perception generally held in the years prior, where households reported difficulty in accessing credit.

The recent Bank of England rate cuts have reportedly helped shift attitudes towards loans, making them more appealing to households.

Interest rate perceptions shift in March

Households became more hawkish regarding Bank of England policy in March. 39% of respondents anticipate a rate hike, slightly higher than 34% in the previous survey period. Meanwhile, only 27% expect a cut, which was down notably from 38% in February.

Households have generally held a strong hawkish view since the questions related to the Bank of England rate expectations were first introduced in August 2013, with the historical average net balance running at +48%.



As of March 17, 2025.
CSI based on survey of 1500 households.
Source: S&P Global Market Intelligence.
© 2025 S&P Global.

For further information, please contact:

S&P Global Market Intelligence

Maryam Baluch
Economist
T: +44-12-4432-7213
maryam.baluch@spglobal.com

Corporate Communications
S&P Global Market Intelligence
press.mi@spglobal.com

For data, please contact

economics@spglobal.com

The next CSI will be released 09:30 BST 22 April 2025

If you prefer not to receive news releases from S&P Global Market Intelligence, please email press.mi@spglobal.com. To read our privacy policy, click [here](#).

News Release

Embargoed until 09:30 GMT 17 March 2025

Note to Editors

Survey methodology

The Consumer Sentiment Index (CSI) is an equally weighted average of five indices: Household Finance Index, Spending Sentiment Index, Labour Market Sentiment Index, Spending Sentiment Index, Debt Sentiment Index and Savings Index. These have similarly been derived from equally weighed averages of relevant sub-components. Index values vary around the 50.0 "no-change" level, with readings above 50.0 signalling an improvement and readings below 50.0 a deterioration. Survey indices have been seasonally adjusted using the US Census Bureau X-12 programme. S&P Global do not revise underlying (unadjusted) survey data after first publication.

The CSI survey was first conducted in February 2009 and is compiled each month by S&P Global. The survey methodology has been designed by S&P Global to complement the Purchasing Managers' Index™ (PMI®) business surveys, which are closely watched due to their timeliness and accuracy in anticipating changing business conditions. The CSI is intended to accurately anticipate changing consumer behaviour.

The survey is based on monthly responses from approximately 1,500 individuals in the UK, with data collected by Ipsos MORI from its panel of respondents aged 18-64. The survey sample is structured according to gender, region and age to ensure the survey results accurately reflect the true composition of the population. Results are also weighted to further improve representativeness.

Prior to September 2010, the CSI was known as the Household Finance Index and was jointly compiled by YouGov and S&P Global based on monthly responses from over 2,000 UK households, with data collected online by YouGov plc from its representative panel of respondents aged 18 and above. The panel was structured according to income, region and age to ensure the survey results accurately reflected the true composition of the UK population. Results were also weighted to further improve representativeness.

About S&P Global (www.spglobal.com)

S&P Global provides essential intelligence. We enable governments, businesses and individuals with the right data, expertise and connected technology so that they can make decisions with conviction. From helping our customers assess new investments to guiding them through ESG and energy transition across supply chains, we unlock new opportunities, solve challenges and accelerate progress for the world.

We are widely sought after by many of the world's leading organizations to provide credit ratings, benchmarks, analytics and workflow solutions in the global capital, commodity and automotive markets. With every one of our offerings, we help the world's leading organizations plan for tomorrow, today. www.spglobal.com

S&P Global Market Intelligence

At S&P Global Market Intelligence, we understand the importance of accurate, deep and insightful information. Our team of experts delivers unrivaled insights and leading data and technology solutions, partnering with customers to expand their perspective, operate with confidence and make decisions with conviction. S&P Global Market Intelligence is a division of S&P Global (NYSE: SPGI).

The intellectual property rights to the data provided herein are owned by or licensed to S&P Global and/or its affiliates. Any unauthorised use, including but not limited to copying, distributing, transmitting or otherwise of any data appearing is not permitted without S&P Global's prior consent. S&P Global shall not have any liability, duty or obligation for or relating to the content or information ("Data") contained herein, any errors, inaccuracies, omissions or delays in the Data, or for any actions taken in reliance thereon. In no event shall S&P Global be liable for any special, incidental, or consequential damages, arising out of the use of the Data. Purchasing Managers' Index™ and PMI® are either trade marks or registered trade marks of S&P Global Inc or licensed to S&P Global Inc and/or its affiliates.

This Content was published by S&P Global Market Intelligence and not by S&P Global Ratings, which is a separately managed division of S&P Global. Reproduction of any information, data or material, including ratings ("Content") in any form is prohibited except with the prior written permission of the relevant party. Such party, its affiliates and suppliers ("Content Providers") do not guarantee the accuracy, adequacy, completeness, timeliness or availability of any Content and are not responsible for any errors or omissions (negligent or otherwise), regardless of the cause, or for the results obtained from the use of such Content. In no event shall Content Providers be liable for any damages, costs, expenses, legal fees, or losses (including lost income or lost profit and opportunity costs) in connection with any use of the Content.