

MasterCard's SA consumer confidence index out tomorrow

The MasterCard Worldwide Index of Consumer Confidence for South Africa will be released tomorrow, Wednesday, 19 September 2012.

Now in its eighth year in South Africa, the index is the Asia/Pacific, Middle East and Africa (APMEA) region's most comprehensive consumer confidence survey. It is based on a survey, which measures consumer confidence on prevailing expectations in the market for the next six months based on five economic indicators: Economy, Employment, Stock Market, Regular Income and Quality of Life. The index score is calculated with zero as the most pessimistic, 100 as most optimistic and 50 as neutral.

The most recent survey was conducted between 24 April 2012 and 10 June 2012 and involved 11376 respondents aged 18 to 64 in 25 markets across the Asia Pacific, Middle East and Africa regions.

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