



Growth  
from  
Knowledge

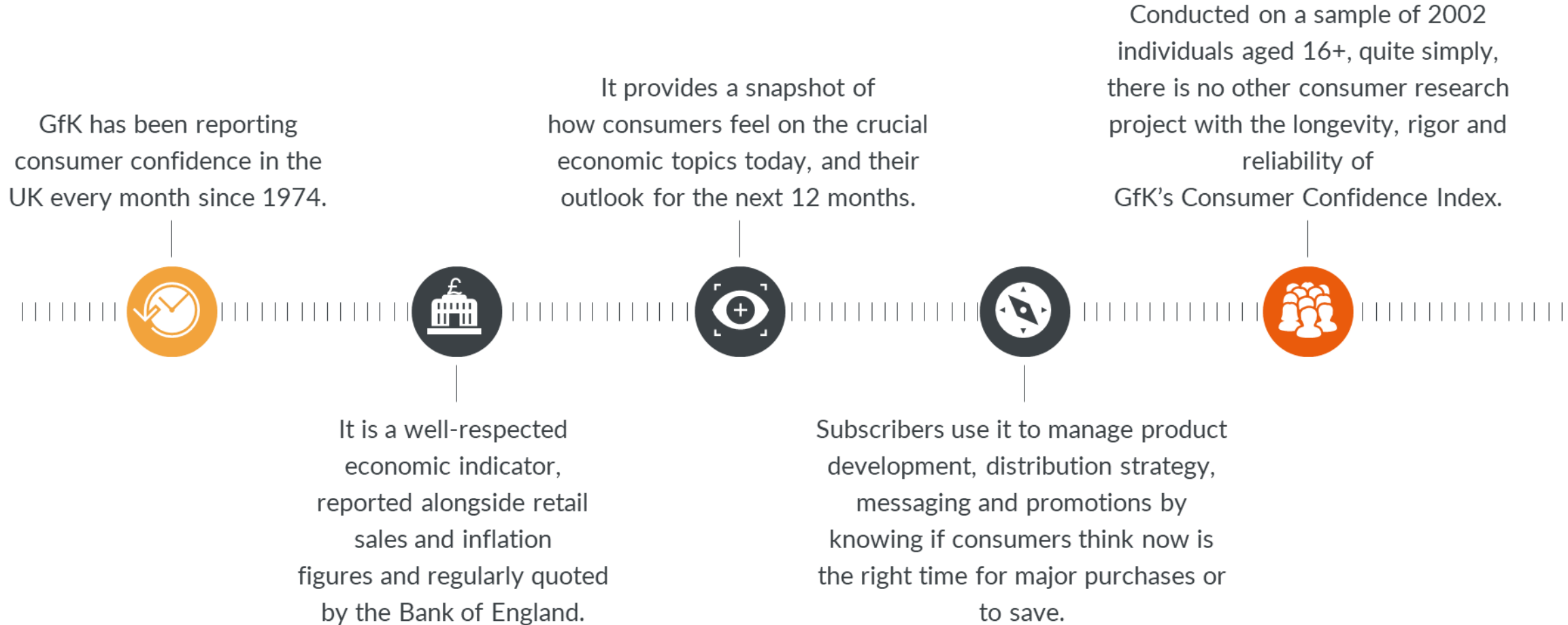
# Consumer Confidence Barometer (CCB)

Monthly financial pulse of the UK

August 2021



# Putting consumers economic and financial opinions into context since 1974

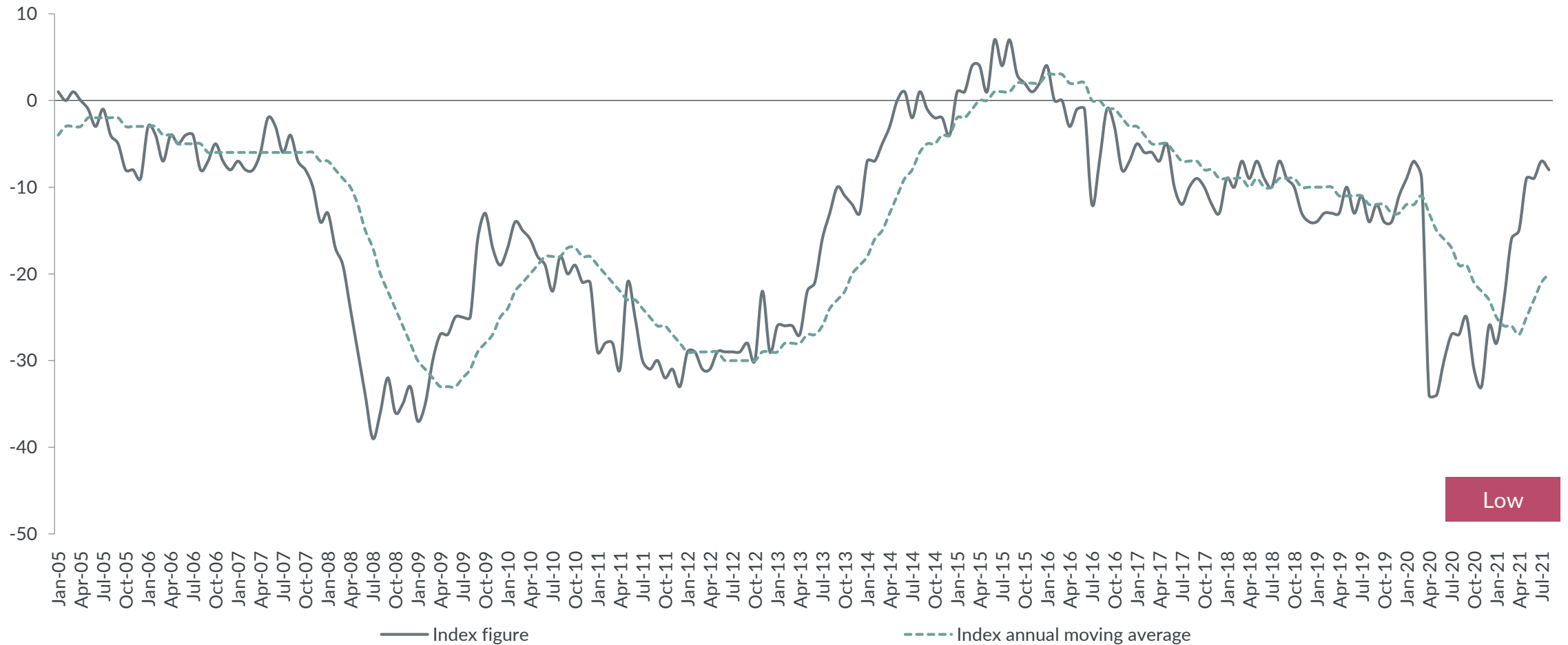


# CCB – Topline

## UK Index August 2021

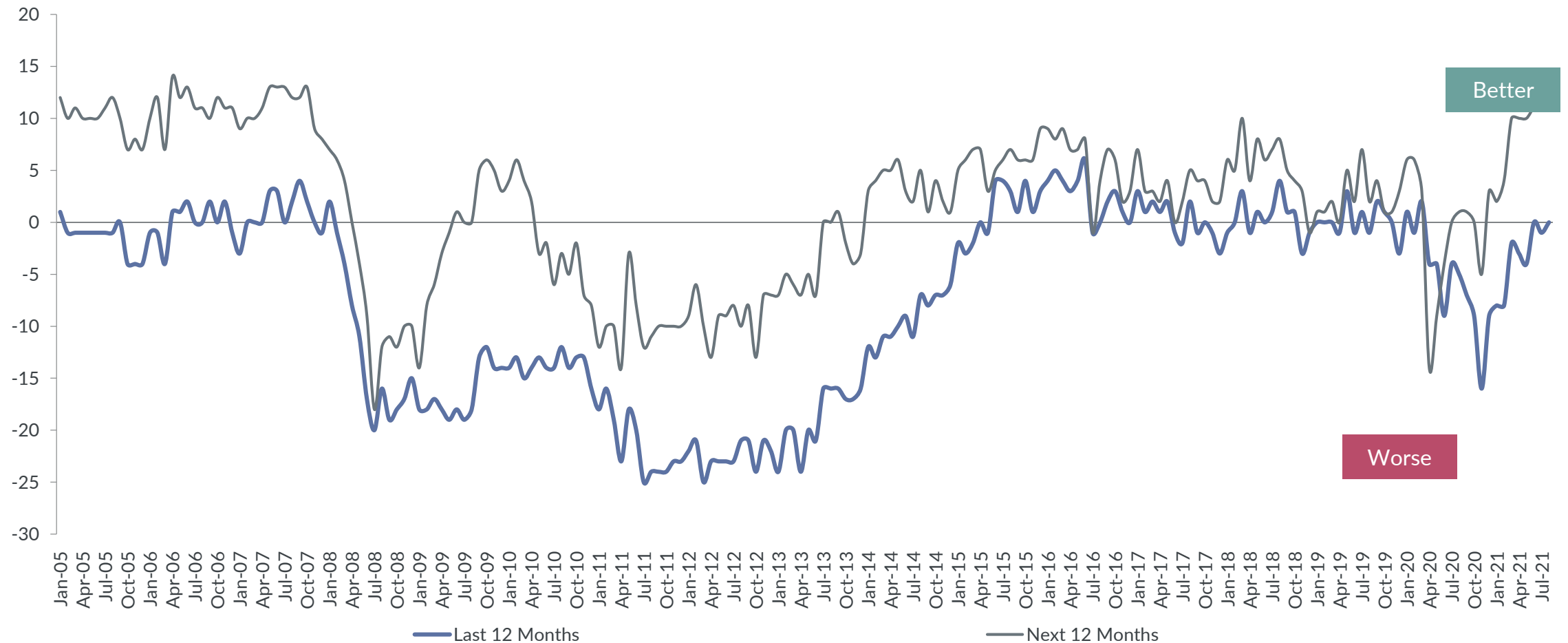


High



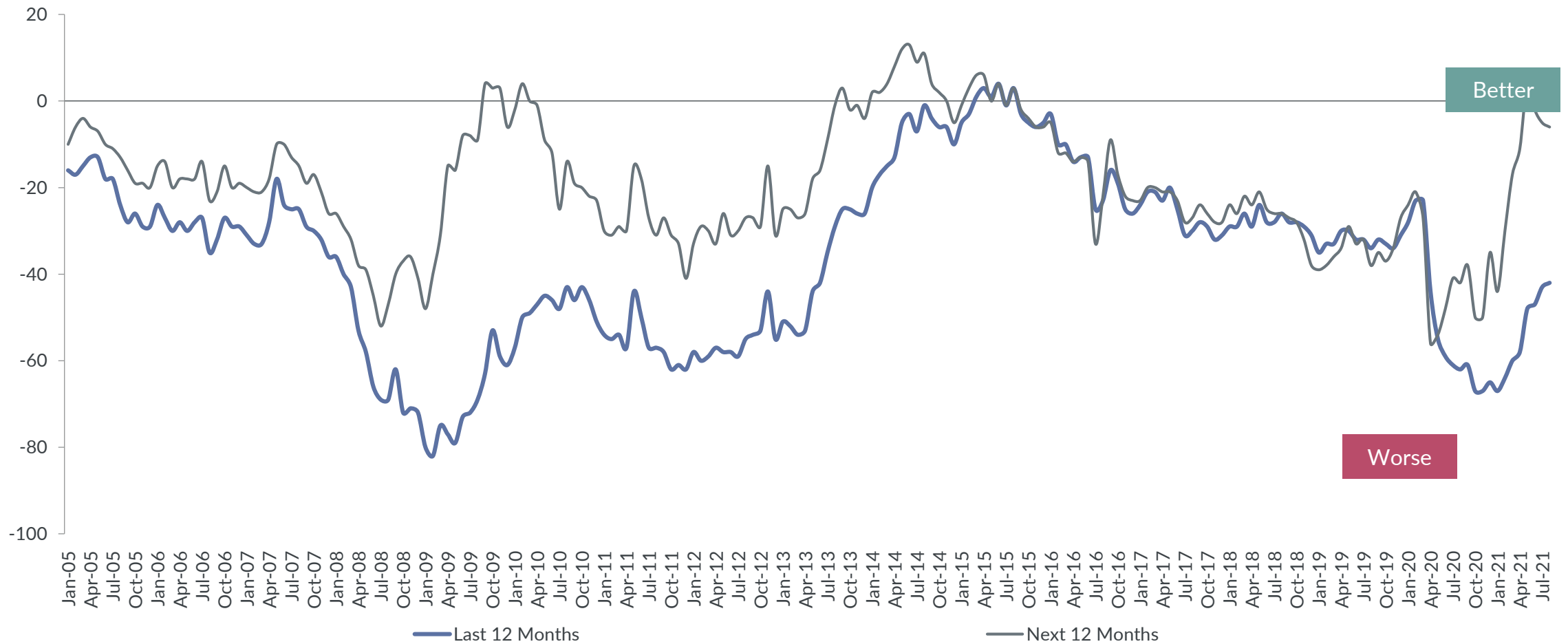
Low

# Personal financial situation of household



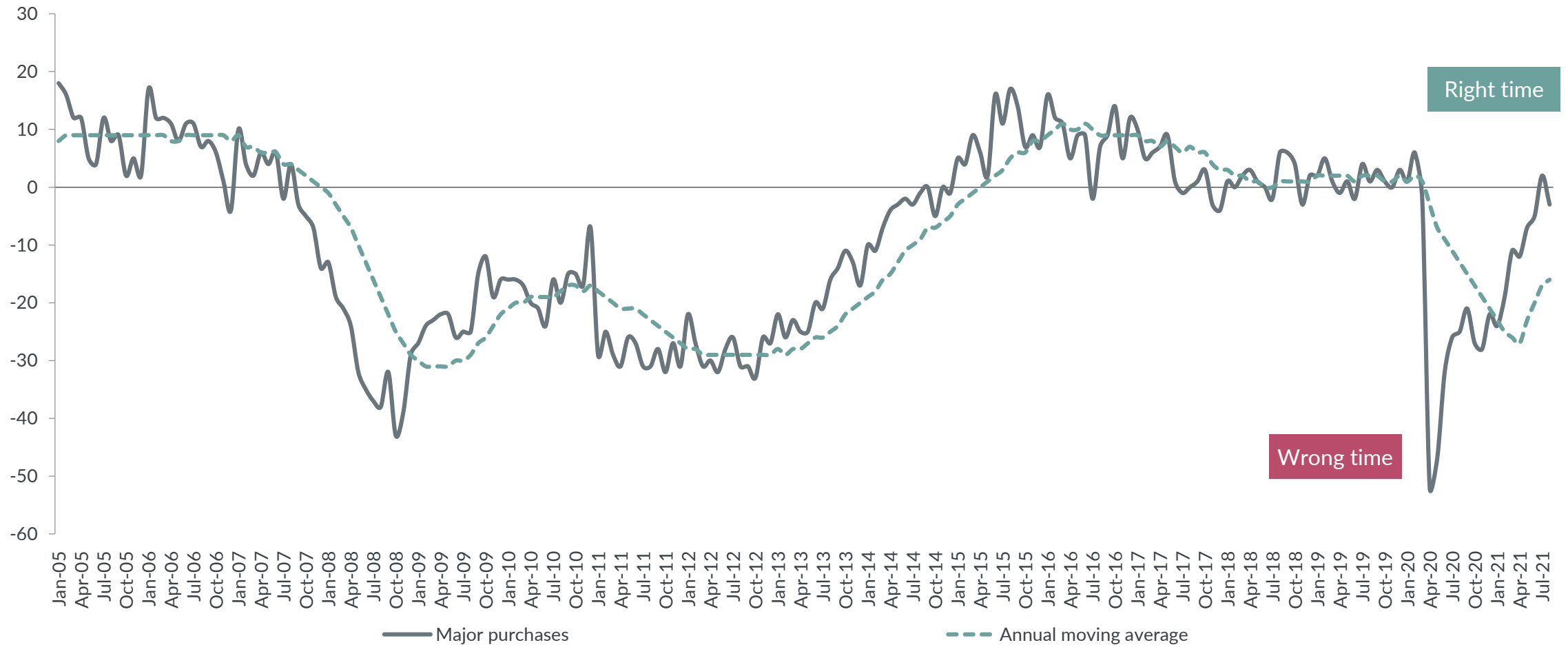
Q1 How has the financial situation of your household changed over the last 12 months? Got a lot better = 1 / Got a little better = 0.5 / Stayed the same = 0 / Got a little worse = -0.5 / Got a lot worse = -1; Q2 How do you expect the financial position of your household to change over the next 12 months? Get a lot better = 1 / Get a little better = 0.5 / Stay the same = 0 / Get a little worse = -0.5 / Get a lot worse = -1

# General economic situation of the country



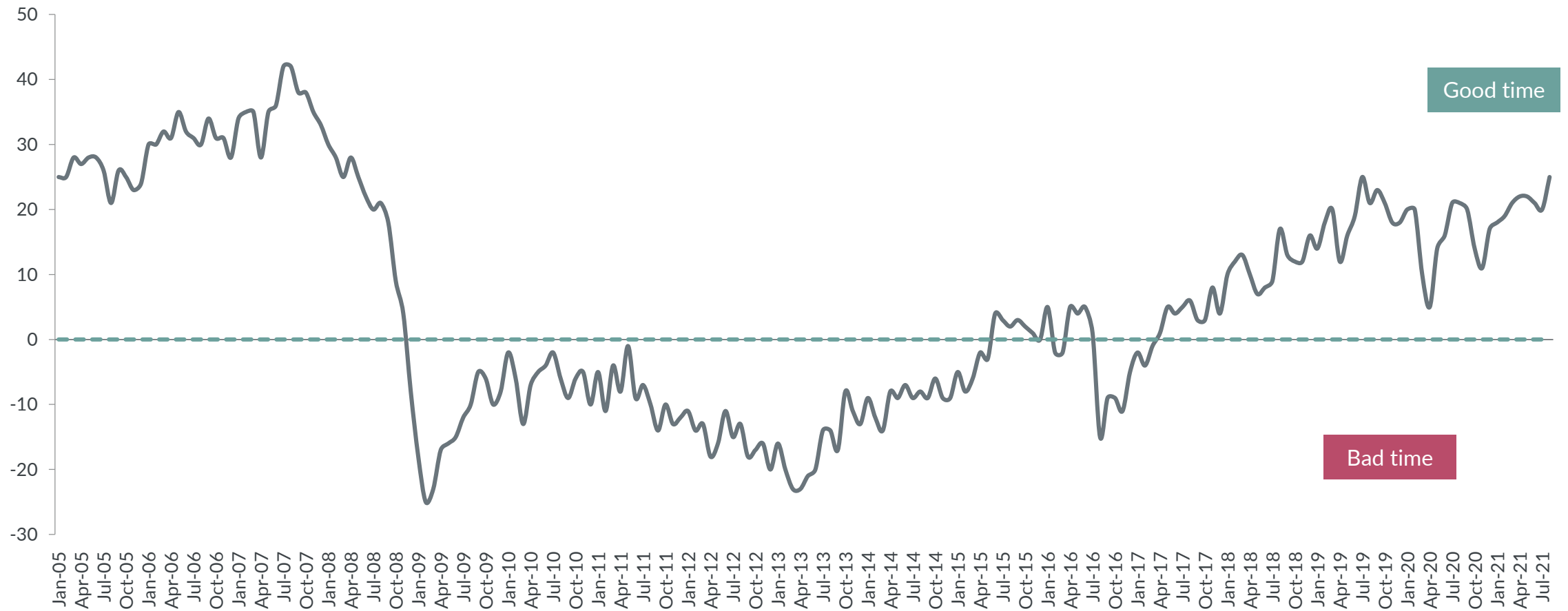


# Is now the right time to buy?



Q8 In view of the general economic situation, do you think now is the right time for people to make major purchases such as furniture or electrical goods?  
Yes, now is the right time = 1 / It is neither the right time nor the wrong time = 0 / No, it is the wrong time = -1

# Is now a good time to save?



Q10 In view of the general economic situation do you think that now is a good time to save? A very good time to save = 1 / A fairly good time to save = 0.5 / Not a good time to save = -0.5 / A very bad time to save = -1