

Consumer Confidence Barometer (CCB)

Monthly financial pulse of the UK

Liverpool

August 2021

Putting consumers economic and financial opinions into context since 1974



GfK has been reporting consumer confidence in the UK every month since 1974.

£

It provides a snapshot of how consumers feel on the crucial economic topics today, and their outlook for the next 12 months.



Conducted on a sample of 2002 individuals aged 16+, quite simply, there is no other consumer research project with the longevity, rigor and reliability of GfK's Consumer Confidence Index.





It is a well-respected
economic indicator,
reported alongside retail
sales and inflation
figures and regularly quoted
by the Bank of England.

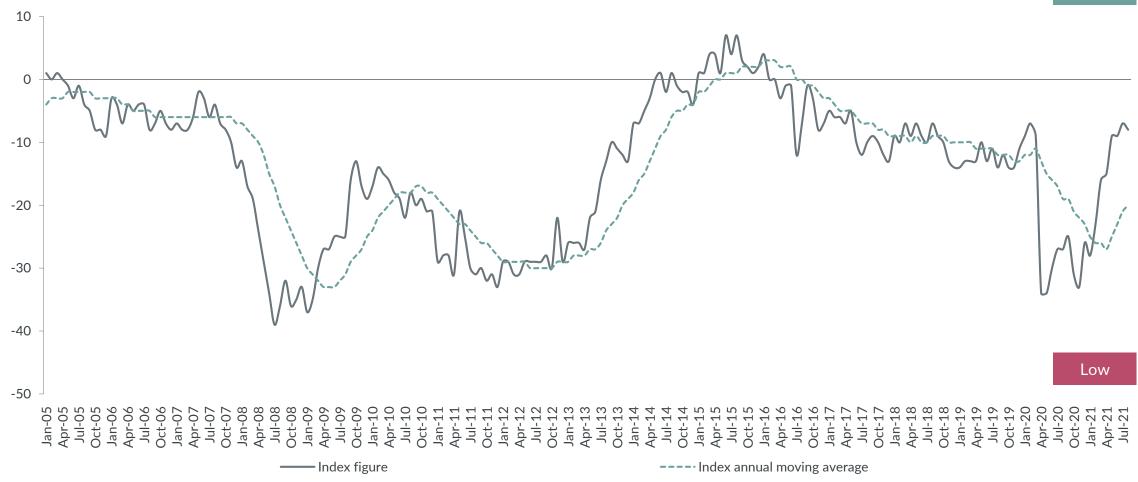
Subscribers use it to manage product development, distribution strategy, messaging and promotions by knowing if consumers think now is the right time for major purchases or to save.

CCB - Topline

GFK

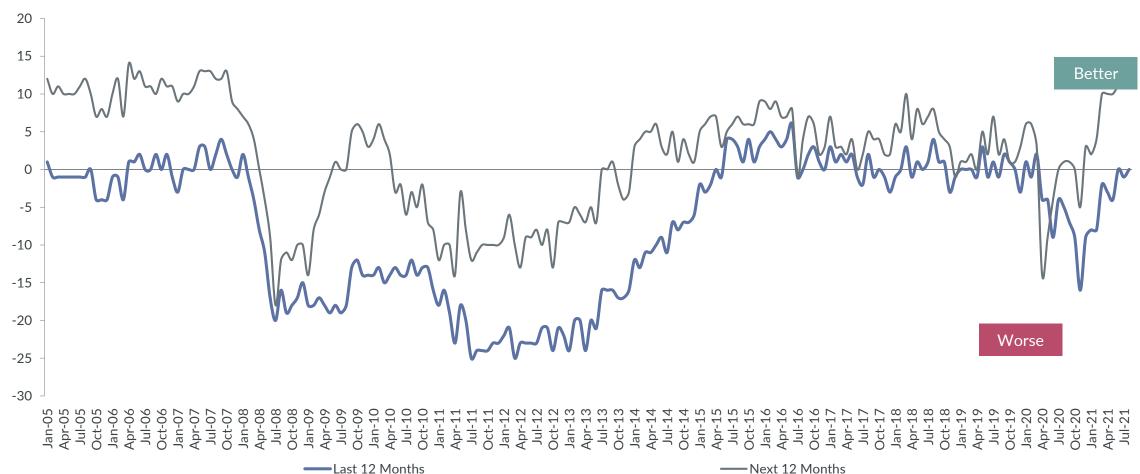
UK Index August 2021





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

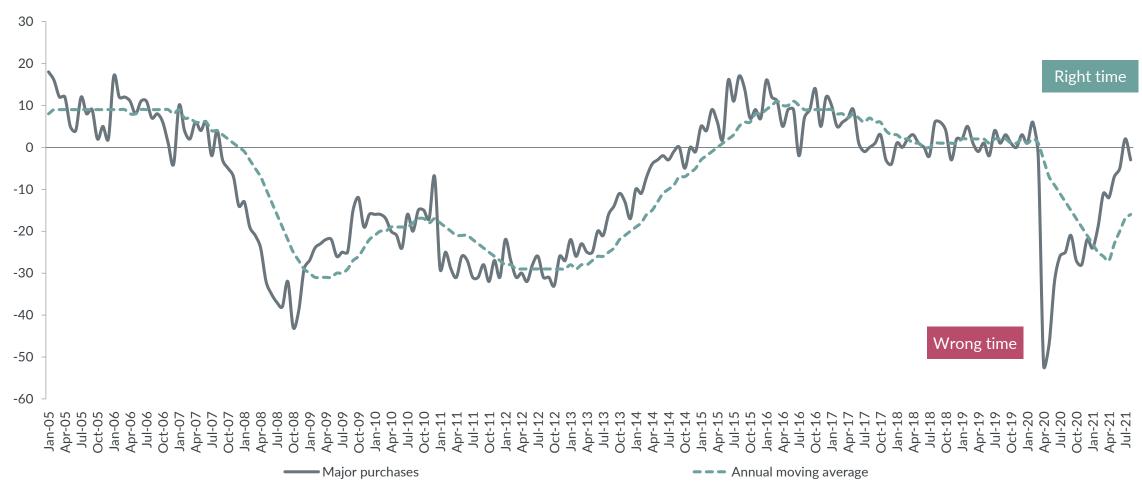




Q3 How do you think the general economic situation in this country has changed over the last 12 months? Got a lot better = 1 / Got a little better = 0.5 / Stayed the same = 0 / Got a little worse -0.5 / Got a lot worse = -1; Q4 How do you expect the general economic situation in this country to develop 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

Is now the right time to buy?

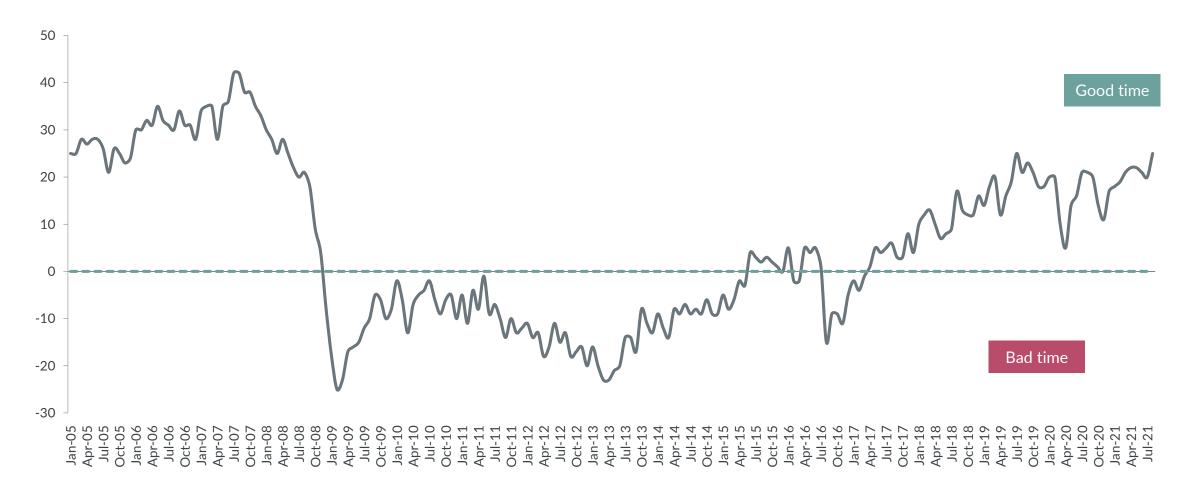




Q8 In view of the general economic situation, do you think now is the right time for people to make major purchases such as furniture or electrical goods? Yes, now is the right time = 1 / It is neither the right time nor the wrong time = 0 / No, it is the wrong time = -1

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