

GfK Euro Climate

April 2022

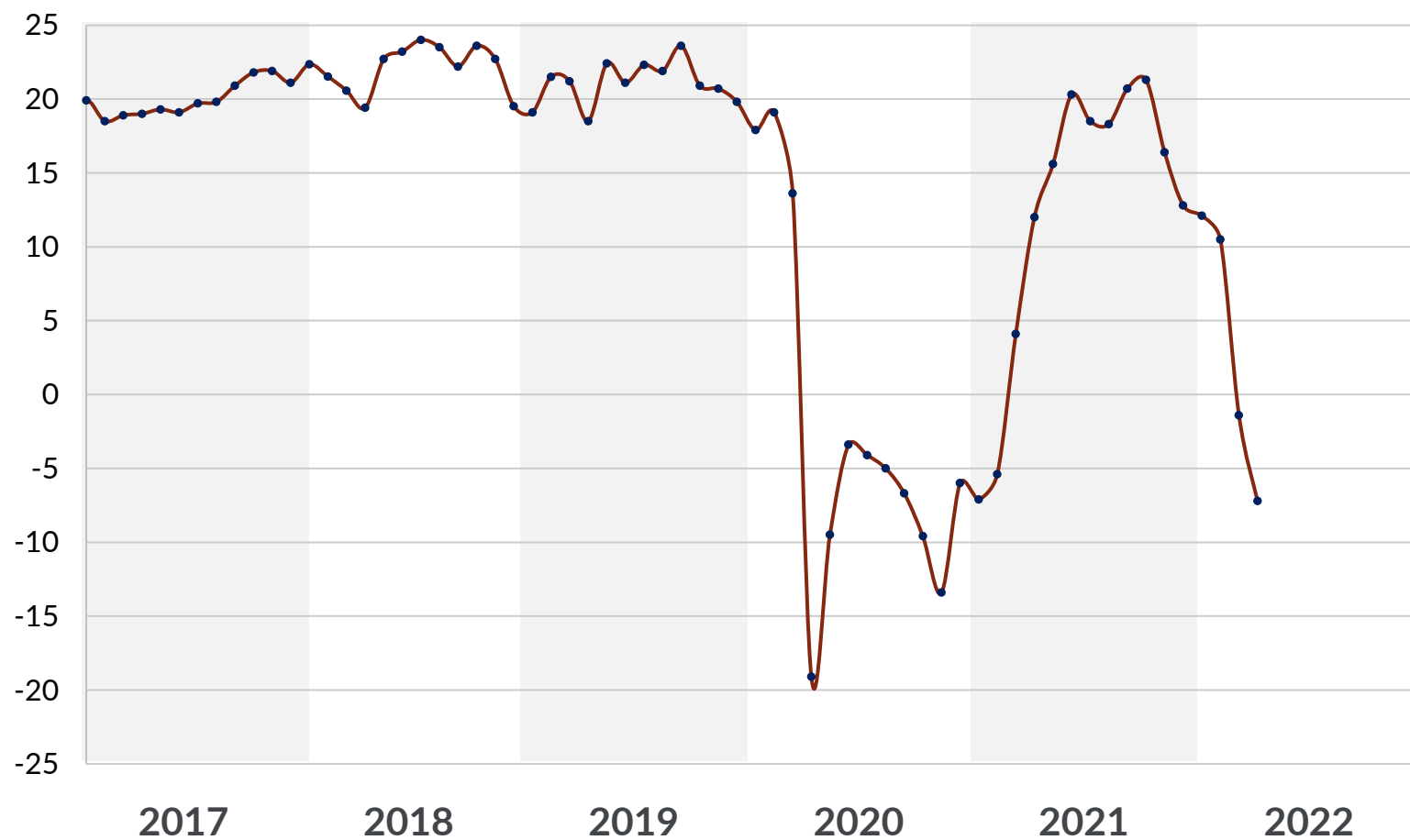
Rolf Bürkl

Marketing & Consumer Intelligence

GfK Consumer Climate Europe*



EU 27 – April 2022



*Due to a change of the seasonal adjustment method by EU Commission, survey results have been revised.
Source: GfK, EU Commission | April 2022

Economic expectations*



April 2022

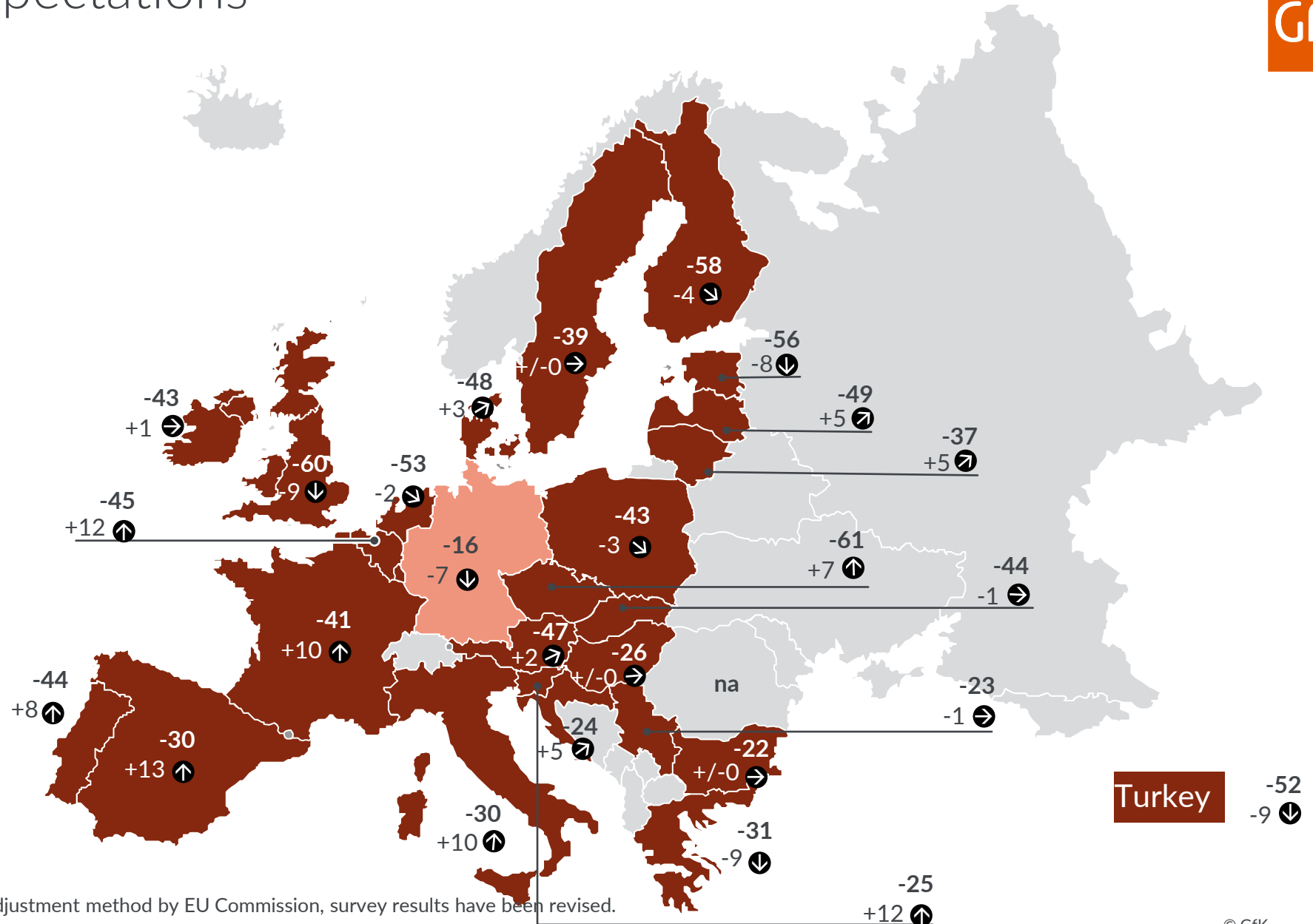
Level of the indicator:

- Indicator > +20
- Indicator 0 to +20
- Indicator 0 to -20
- Indicator < -20

EU 27 total: **-33** (+3 ↗)

Change of the indicator:
April 2022 vs. March 2022

- ⬆ > +5
- ↗ +1 to +5
- ➡ -1 to +1
- ⬇ -5 to -1
- ⬇ < -5



*Due to a change of the seasonal adjustment method by EU Commission, survey results have been revised.

Income expectations*

April 2022

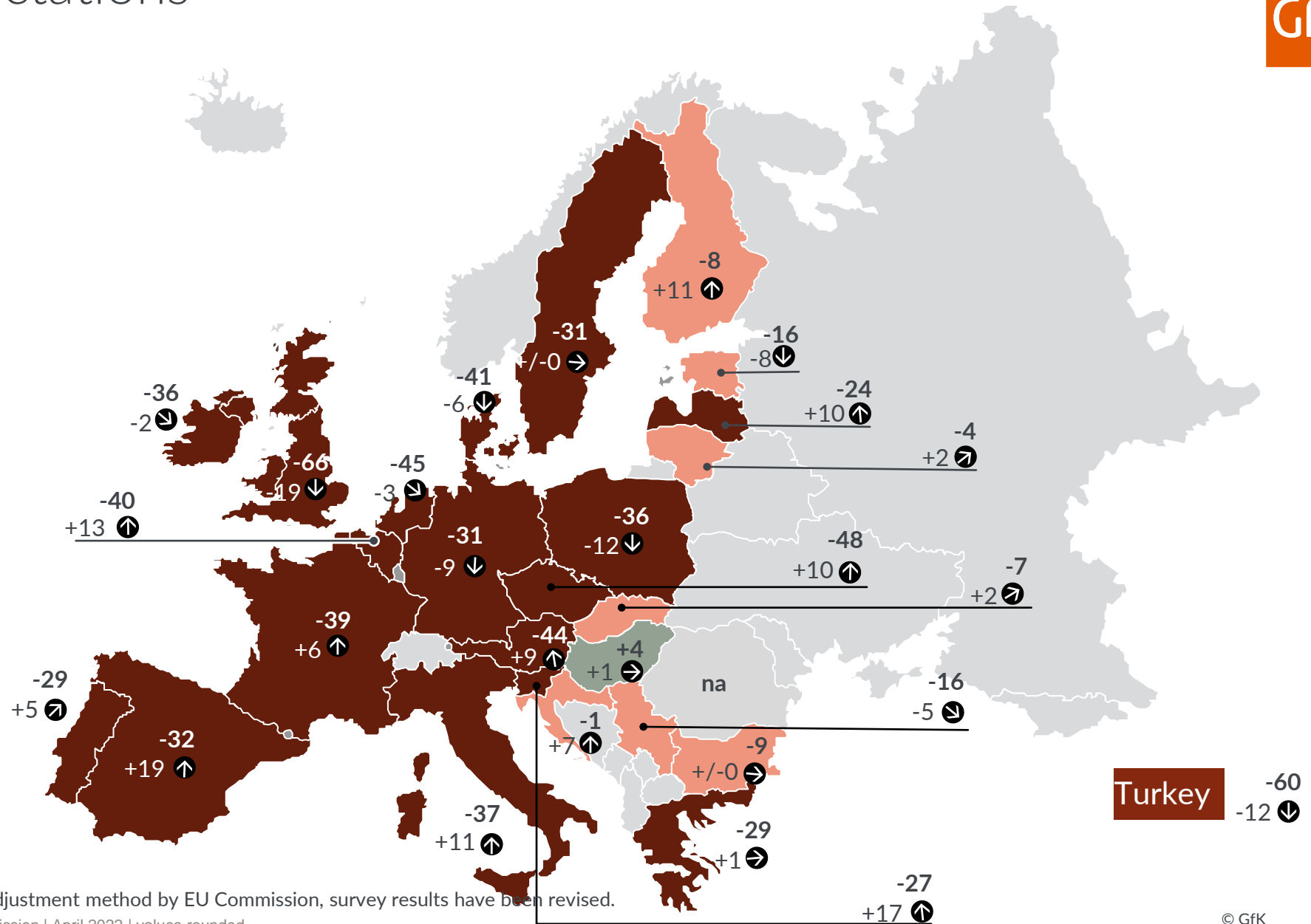
Level of the indicator:

- Indicator > +20
- Indicator 0 to +20
- Indicator 0 to -20
- Indicator < -20

EU 27 total: **-34** (+3 ↗)

Change of the indicator:
April 2022 vs. March 2022

- ⬆ > +5
- ↗ +1 to +5
- ➡ -1 to +1
- ⬇ -5 to -1
- ⬇ < -5



*Due to a change of the seasonal adjustment method by EU Commission, survey results have been revised.

Willingness to Buy*



April 2022

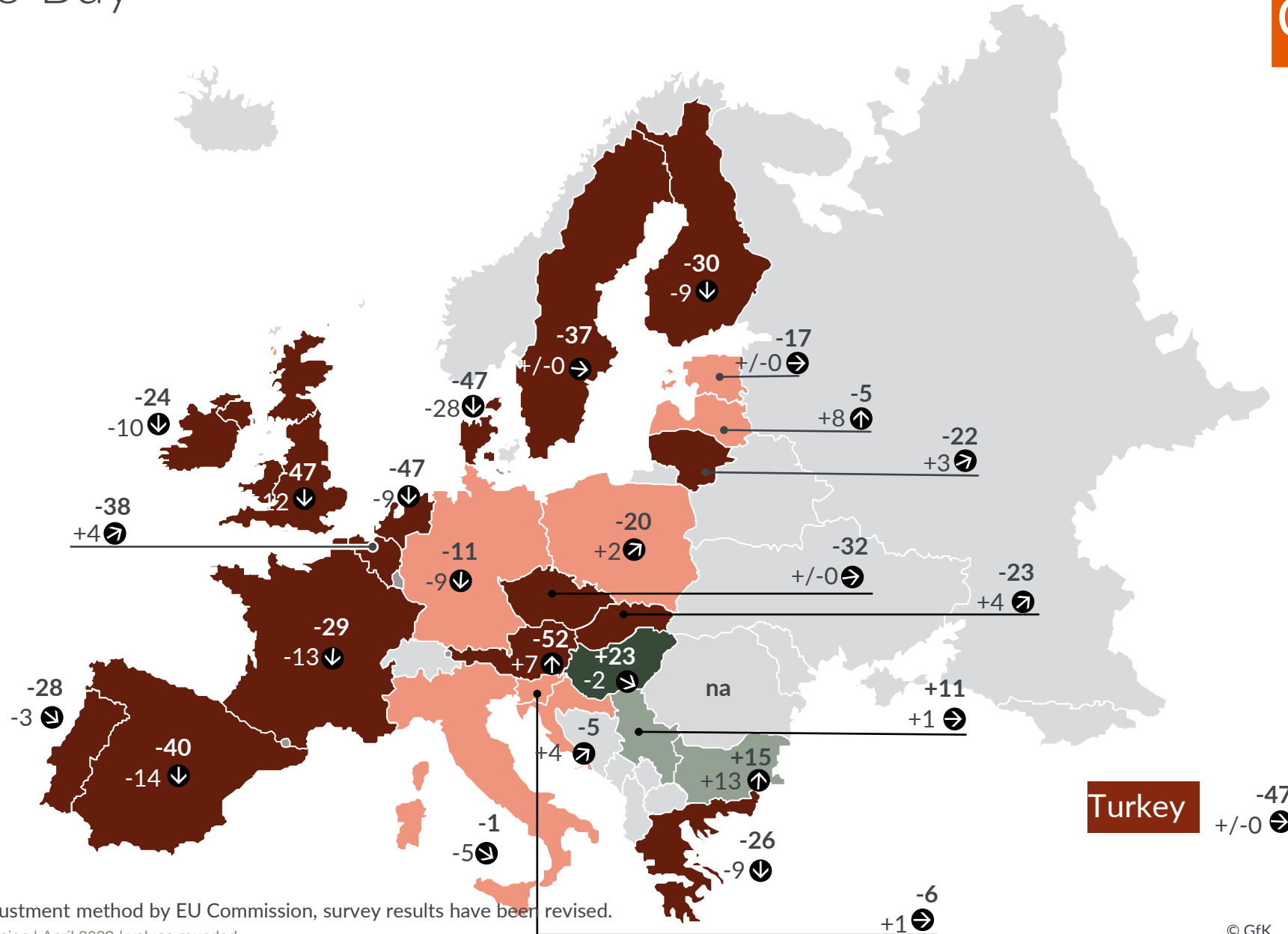
Level of the indicator:

- Indicator > +20
- Indicator 0 to +20
- Indicator 0 to -20
- Indicator < -20

EU total: **-22** (-8 ↓)

Change of the indicator:
April 2022 vs. March 2022

- ⬆ > +5
- ↗ +1 to +5
- ➡ -1 to +1
- ⬇ -5 to -1
- ⬇ < -5



*Due to a change of the seasonal adjustment method by EU Commission, survey results have been revised.

Questionnaire for the Euro Climate in Detail



Economic Expectation

How do you expect the **general economic situation** in Germany to develop over the next 12 months?

It will

- get a lot better
- get a little better
- stay the same
- get a little worse
- get a lot worse
- don't know



Income expectation

How do you expect the **financial position of your household** to change over the next 12 months?

It will

- get a lot better
- get a little better
- stay the same
- get a little worse
- get a lot worse
- don't know



Willingness-to-Buy

In view of the general economic situation, do you think that now it is the **right moment** for people to **make major purchases** such as furniture, electrical/electronic devices, etc.?

- yes, it is the right moment now
- it is neither the right moment nor the wrong moment
- no, it is not the right moment now
- don't know

How the indicators are generated



- Basis for the indicators are balances of the positive and negative answers. Furthermore these “raw” balances are computed with certain statistical procedures like seasonal adjustment.
- In a further step, balances are standardized using well-known statistical methods and then converted in order to get a long-term average of the indicator of about 0 points and a theoretical value range of +100 to -100 points. However, empirical evidence shows, that values between +60 and -60 points have generally been realistic.
- Standardization:
$$= (\text{Actual figure} - \text{long term average}) / (\text{maximum} - \text{minimum})$$
- If an indicator is positive, this shows that consumers’ assessment of this variable is above average in a long-term comparison, and vice versa for negative values.
- Standardization makes it easier to compare the indicators of different countries, as variations in response behavior resulting from different mentalities are offset, while the fundamental trend of the indicator remains unchanged.
- In the **maps** there are two lines of figures: First line describes the level of the indicator (supported by different colors), the second line describes the change of the indicator compared to the previous month (supported by different arrows).