



# GfK Consumer Confidence Barometer

March 2022



# Consumer Confidence Barometer – Overview

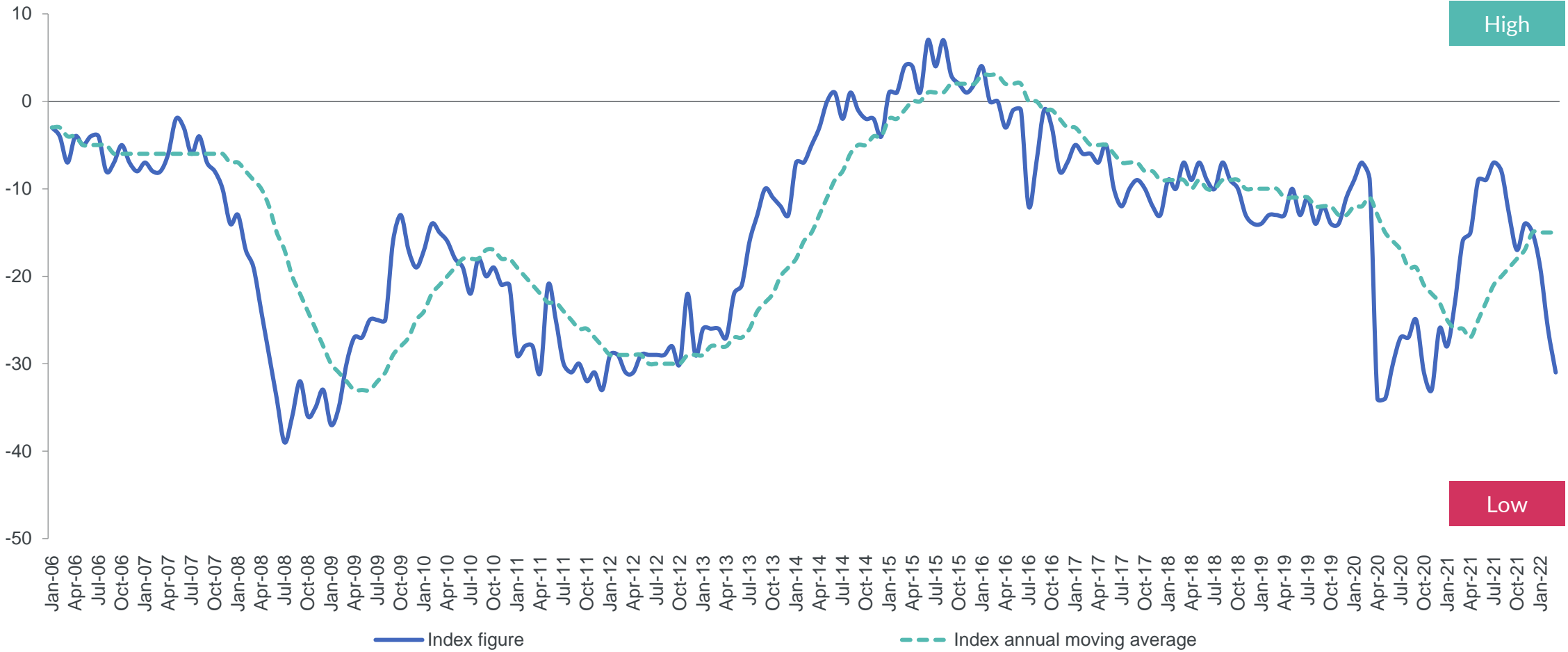


- The UK Consumer Confidence Barometer is conducted by GfK and was conducted amongst a sample of 2,000 individuals aged 16+ in the UK
- Quotas are imposed on age, sex, region and social class to ensure the final sample is representative of the UK population
- Interviewing was carried out between 1st and 14th March 2022
- The study arrives at the index score by arriving at an average of averages from core questions
- This survey was conducted via a nationally representative online survey, with a yearly telephone survey conducted to calibrate the data

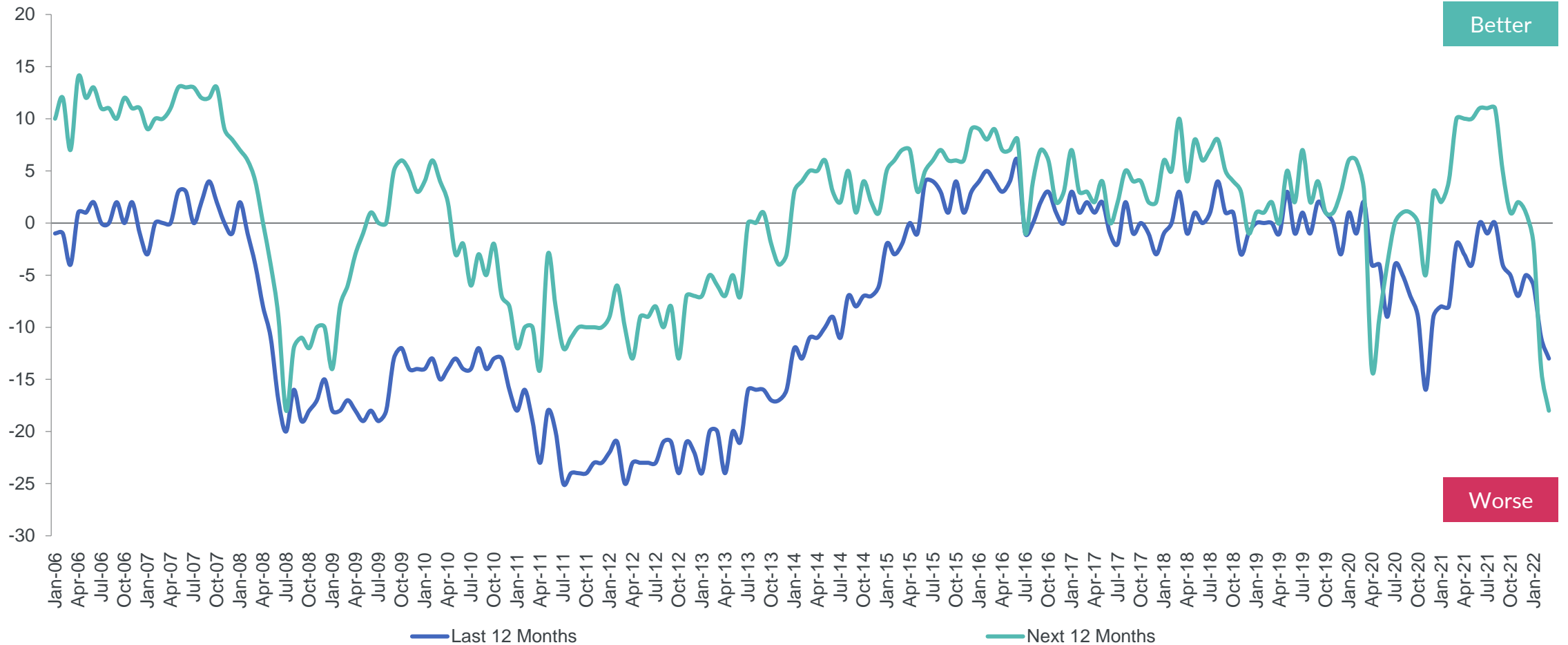
# GfK Consumer Confidence Barometer



## UK Index March 2022

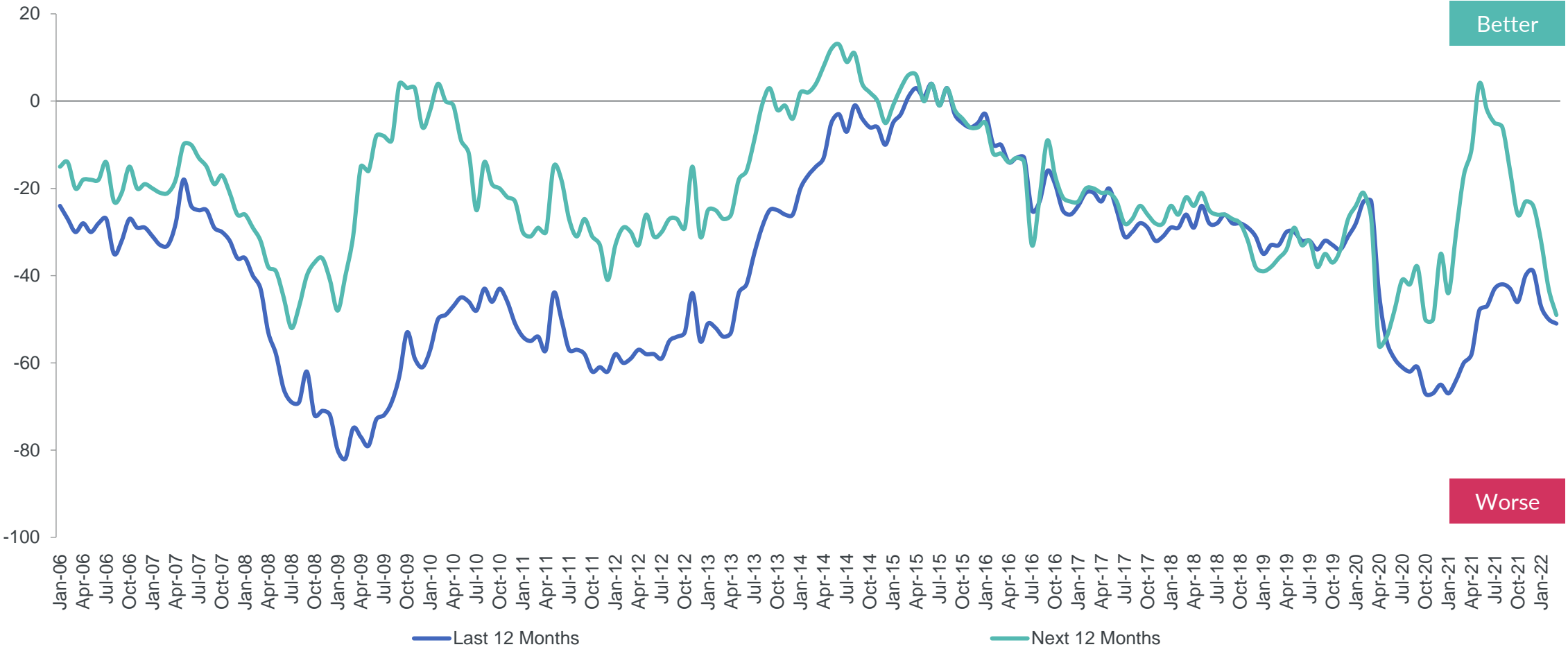


# Personal financial situation of household



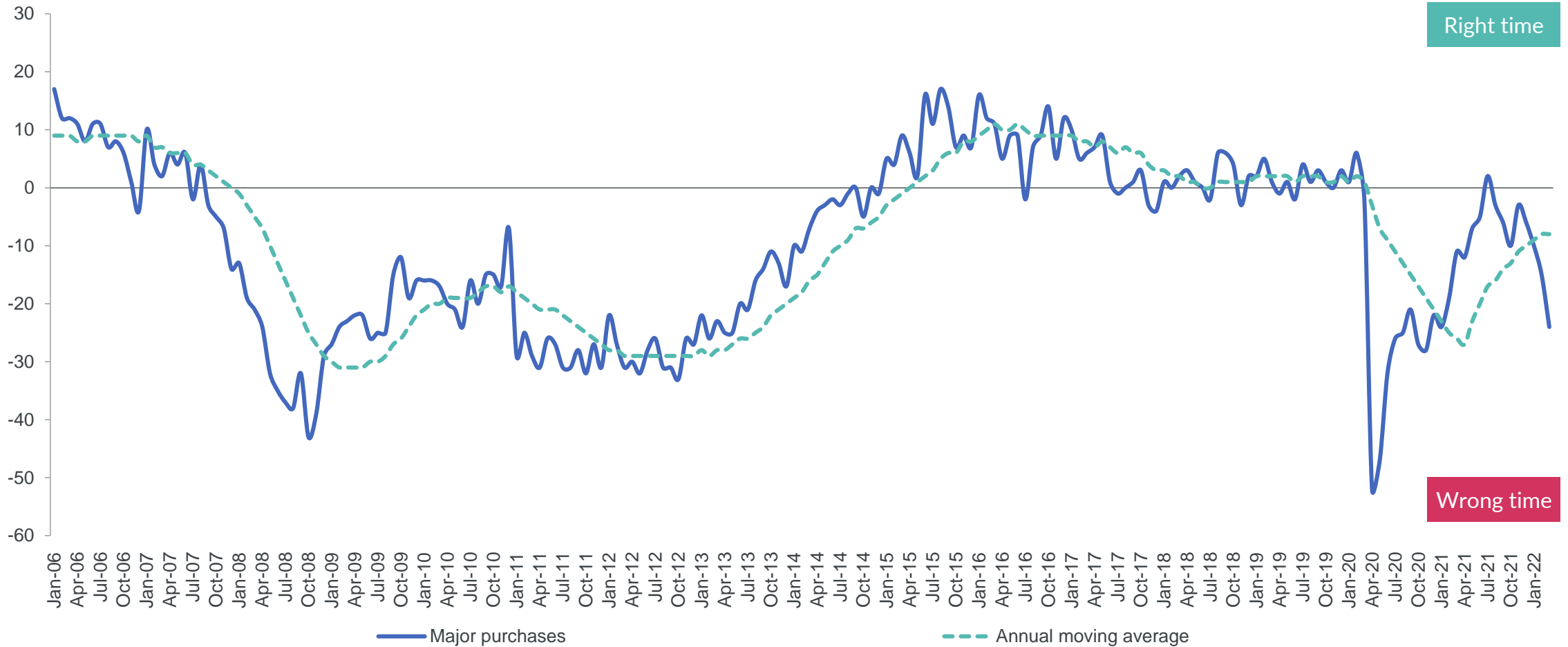
Q1 How has the financial situation of your household changed over the last 12 months? Got a lot better = 1 / Got a little better = 0.5 / Stayed the same = 0 / Got a little worse -0.5 / Got a lot worse = -1;  
 Q2 How do you expect the financial position of your household to change over the next 12 months?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



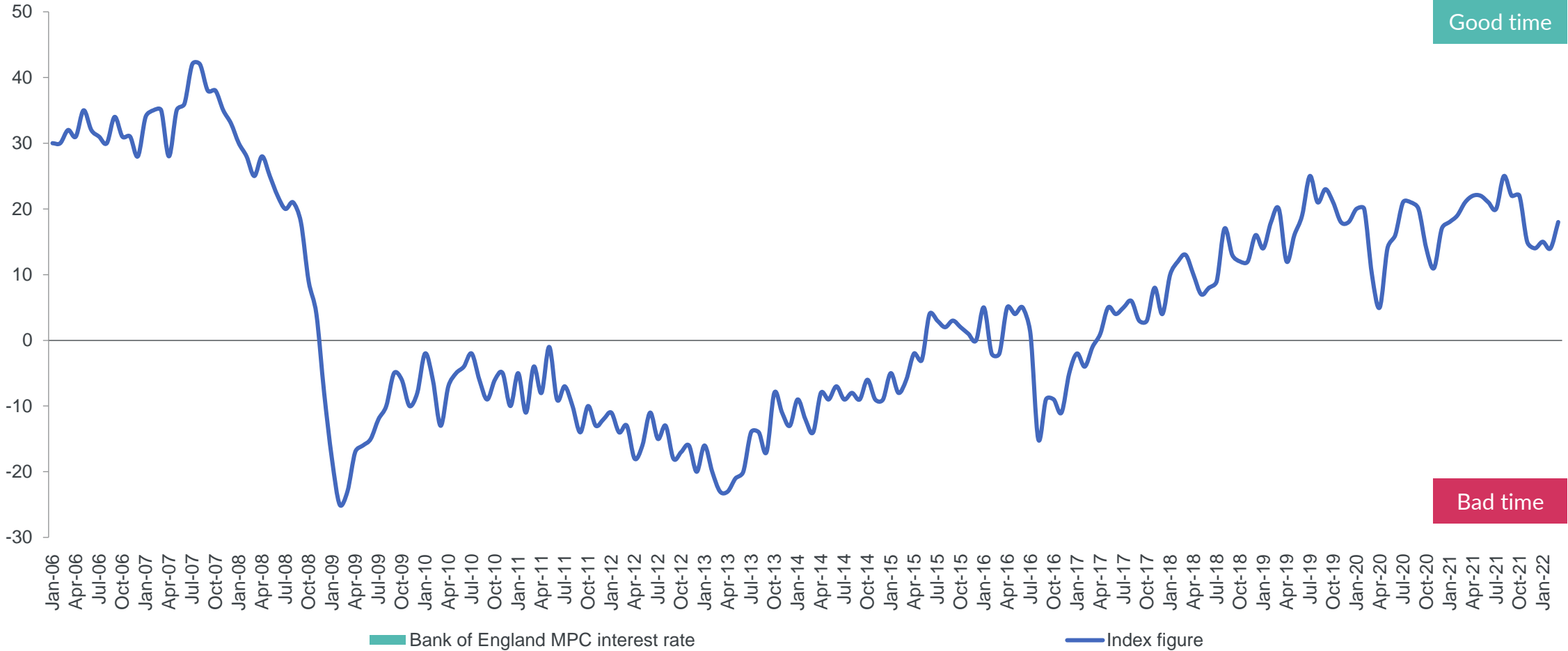
Q8 In view of the general economic situation, do you think now is the right time for people to make major purchases such as furniture or electrical goods?  
 Yes, now is the right time = 1 / It is neither the right time nor the wrong time = 0 / No, it is the wrong time = -1

# Is now a good time to save?



Good time

Bad time



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

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