



GfK Consumer Confidence Barometer

May 2022



Consumer Confidence Barometer – Overview

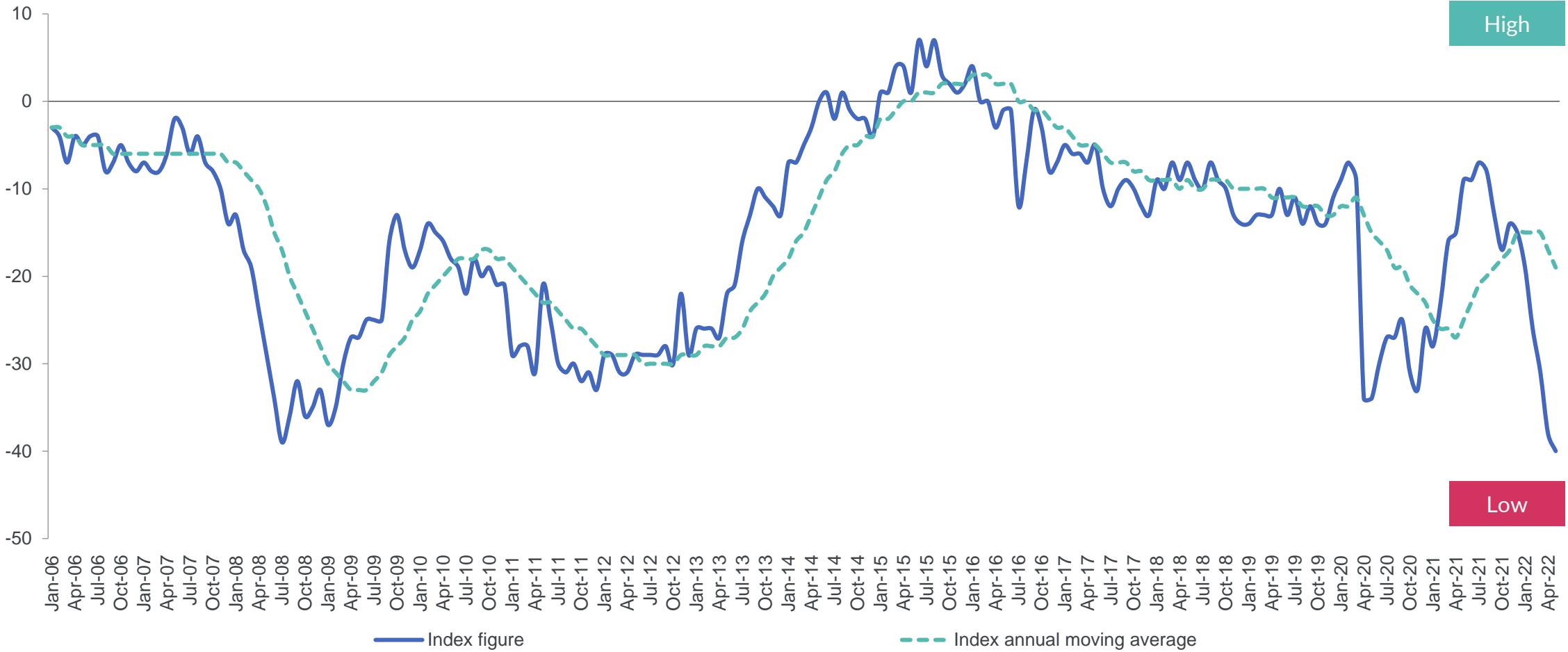


- The UK Consumer Confidence Barometer is conducted by GfK among a sample of 2,000 individuals aged 16+ in the UK
- Quotas are imposed on age, sex, region and social class to ensure the final sample is representative of the UK population
- The study determines the Index Score by calculating an average of averages from core ques
- A yearly telephone survey is conducted to calibrate the data
- For the May 20th announcement, interviewing was carried out between April 30th and May 12th 2022

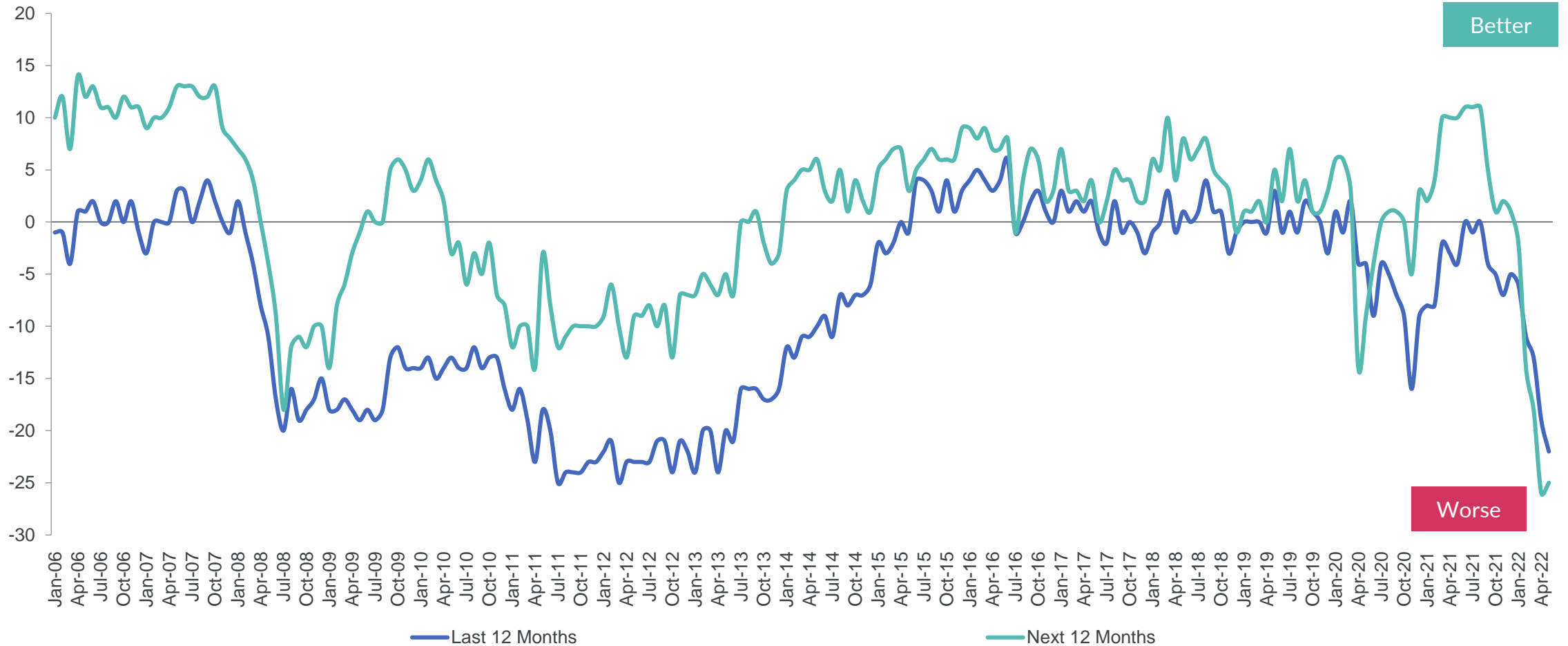
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UK Index May 2022

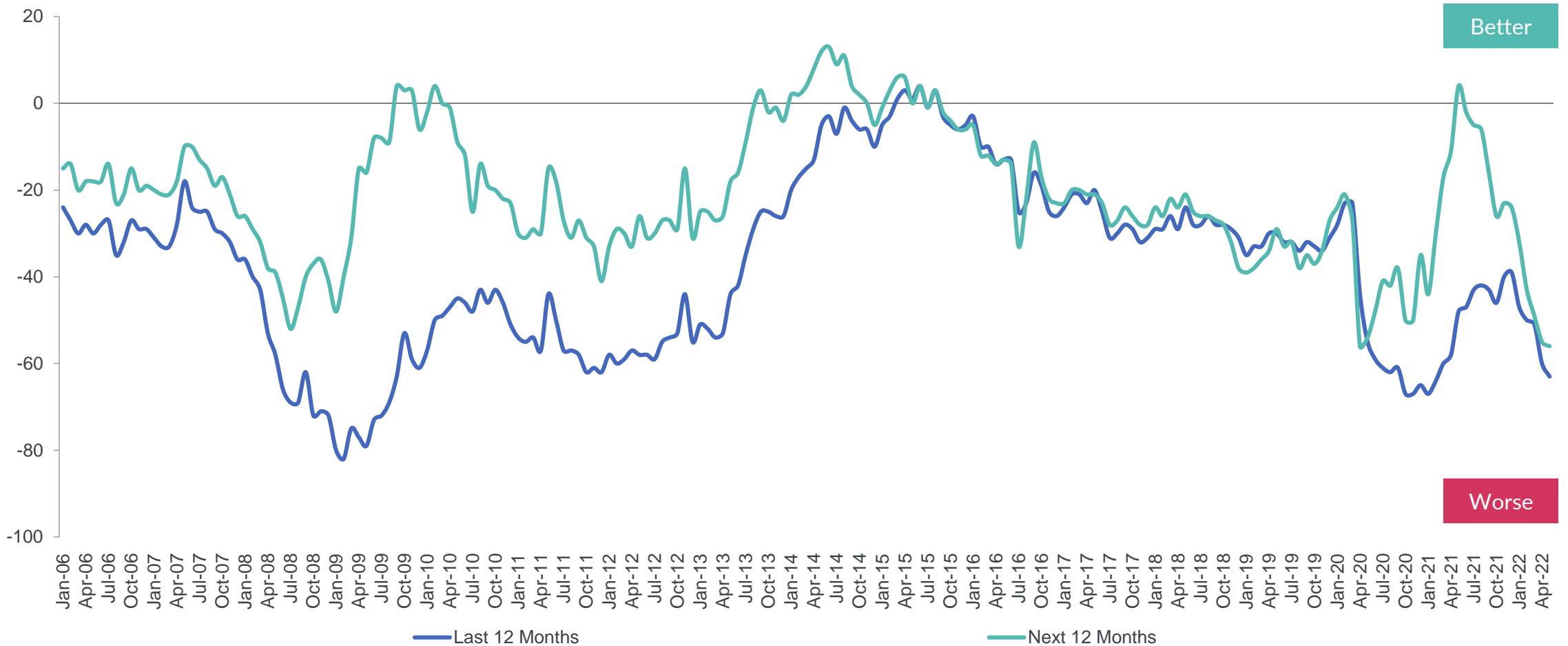


Personal financial situation of household



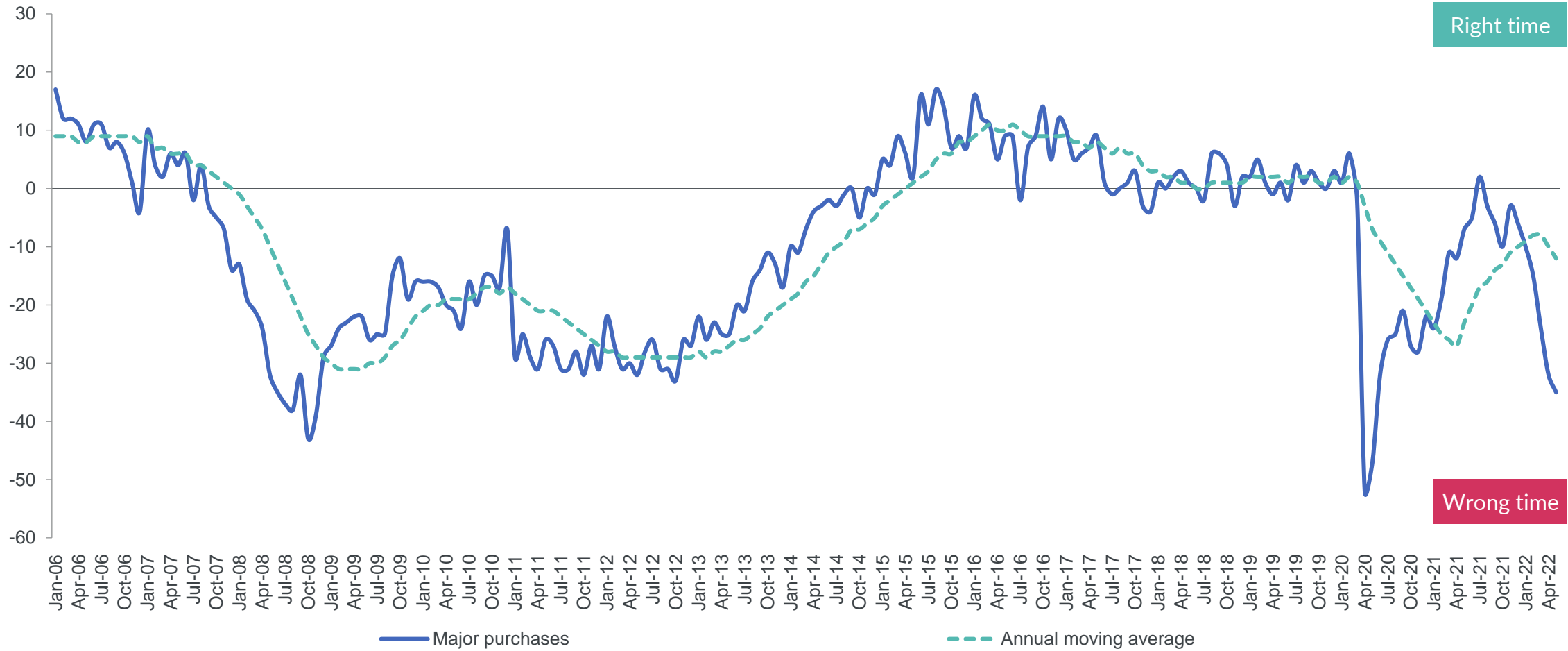
Q1 How has the financial situation of your household changed over the last 12 months? Got a lot better = 1 / Got a little better = 0.5 / Stayed the same = 0 / Got a little worse -0.5 / Got a lot worse = -1;
 Q2 How do you expect the financial position of your household to change over the next 12 months?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



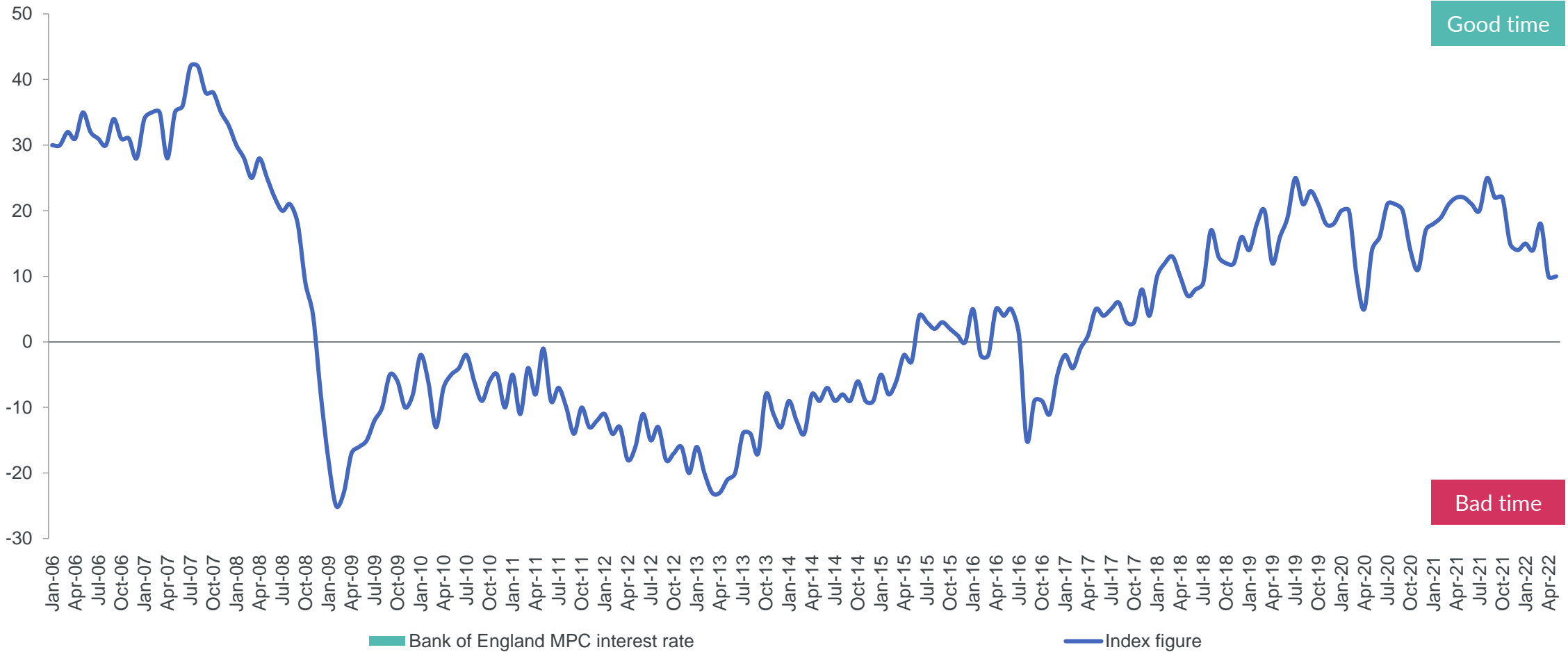
Q3 How do you think the general economic situation in this country has changed over the last 12 months? Got a lot better = 1 / Got a little better = 0.5 / Stayed the same = 0 / Got a little worse = -0.5 / Got a lot worse = -1 ; Q4 How do you expect the general economic situation in this country to develop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



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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