



CONSUMER CONFIDENCE BAROMETER BREXIT SPECIAL: OVERVIEW

- The Consumer Confidence Barometer is the longest running and one of the most watched and respected indicators in the UK and is closely followed by many involved in the varied worlds of banking, governmental departments, retail and media.
- Following on from the results of the Referendum on the 24 June 2016, GfK investigated what impact this would have on Confidence Levels in the UK.
- GfK conducted a further wave of the survey 30 June to 5 July 2016, looking at the core questions to measure Consumer Confidence along with questions looking at the Referendum, Voting Intentions, and what Concerns people right now.
- The results from this survey were very interesting and showed an impact on overall levels of Consumer Confidence.
- The headline index score has been commented on by GfK; to get full access to all questions asked in tabular format allowing for analysis by sex, age, class, region, education level and income, along with a SPSS data file (if required) please contact us.
- The price for access to this fascinating 'one-off' survey is £950, excluding VAT.

Consumer Confidence Barometer Brexit special: Questionnaire and deliverables

- Education level achieved
- How has the financial situation of your household changed over the last 12 months?
- How do you expect the financial position of your household to change over the next 12 months?
- How do you think the general economic situation in this country has changed over the past 12 months?
- How do you expect the general economic situation in this country to develop over the next 12 months?
- How do you think consumer prices have developed over the last 12 months?
- In comparison with the past 12 months, how do you expect consumer prices will develop in the next 12 months?
- How do you expect the number of people unemployed in this country will change over the next 12 months?
- 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?
- In view of the general economic situation, do you feel that now is? (A very good time to save/A fairly good time to save/Not a good time to save/A very bad time to save/Don't know)
- Over the next 12 months, how likely will you be to save any money?
- How likely are you to buy a car over the next 12 months?
- Total household income

Special Brexit questions

- Here are things people have told us they are concerned about today, which 3 things are you concerned about starting with the most concerning? (Series of statements covering terrorism, immigration, enough money to live right and pay the bills, inflation, world economy)
- At the UK general election in May 2015, a lot of people didn't vote. If you voted at all, which party/candidate did you vote for? If, like so many other people, you did not vote please say.
- Did you vote remain or leave in the referendum, or did you not vote?
- If there were to be another referendum on Europe, as some have suggested, would you vote Remain or Leave?
- Experts have said there are two main choices the UK could take after leaving the EU, which option would you prefer? (Leave the EU but stay in the European single market/Leave both the EU and the single market and negotiate further deals)
- If there was a general election held tomorrow, how likely would you be to vote in it? 0 means that you definitely or probably wouldn't vote and 10 means you would be absolutely certain to vote.
- If there was a general election held tomorrow which party's candidate would you vote for? Or if you wouldn't vote – either because you're undecided or because you're busy with other things tomorrow please say so.
- Which, if any, of these statements would you say you agree with? (Statements on holidays)

To subscribe or ask a question, please contact us!
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About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.