



## CONSUMER CONFIDENCE BAROMETER: OVERVIEW

- The Consumer Confidence Barometer is the longest running and one of the most watched and respected indicators in the UK.
- The survey is closely followed by many involved in the varied worlds of banking, governmental departments, retail and media.
- CCB focuses on consumers' opinions about their household finances, the general economy and their views on the current purchasing climate.
- The survey is conducted monthly (in the first two weeks), allowing for an overview of the latest data, along with looking at the long term trend (if necessary).
- As a subscriber to the survey you will get access to the monthly data under embargo a day before the official release date.
- You will not only get access to the press release, charts, and long-term trend index score, you will also get findings from all questions asked in the survey, as PDF and Excel documents.
- These cover attitudes towards pricing, perceptions of unemployment levels, attitudes towards saving, along with quarterly questions looking at expectations for buying a new car, home improvements or building a new home
- The current subscription year runs from May 2016 to April 2017.

## Consumer Confidence Barometer: 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?

### For those who say prices have risen

- By how many percent do you think prices have gone up over the past 12 months?

### For those who say prices have fallen

- By how many percent do you think prices have gone down over the past 12 months?

- In comparison with the past 12 months, how do you expect consumer prices will develop in the next 12 months?

### For those who say increase

- By how many percent do you think consumer prices will go up over the next 12 months?

### For those who say fall

- By how many percent do you think consumer prices will go down over 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?
- Compared to the last 12 months, do you expect to spend more or less money on major purchases such as furniture and electrical goods?
- In view of the general economic situation, do you think now is the right time to save? (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 be to save any money?
- Which of these statements best describes the current financial situation of your household?

## Questions asked on a quarterly basis

- How likely are you to buy a car over the next 12 months?
- Are you planning to buy or build a home over the next 12 months, to live in yourself, for a member of your family, as a holiday home?
- How likely are you to spend any large sums of money on home improvements or renovations over the next 12 months?
- Total household income

**To subscribe or ask a question, please contact us!**

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