



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!

Donna Culverwell | T +44 20 7890 9948

donna.culverwell@gfk.com

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.