

# CONSUMER CONFIDENCE

February 2016

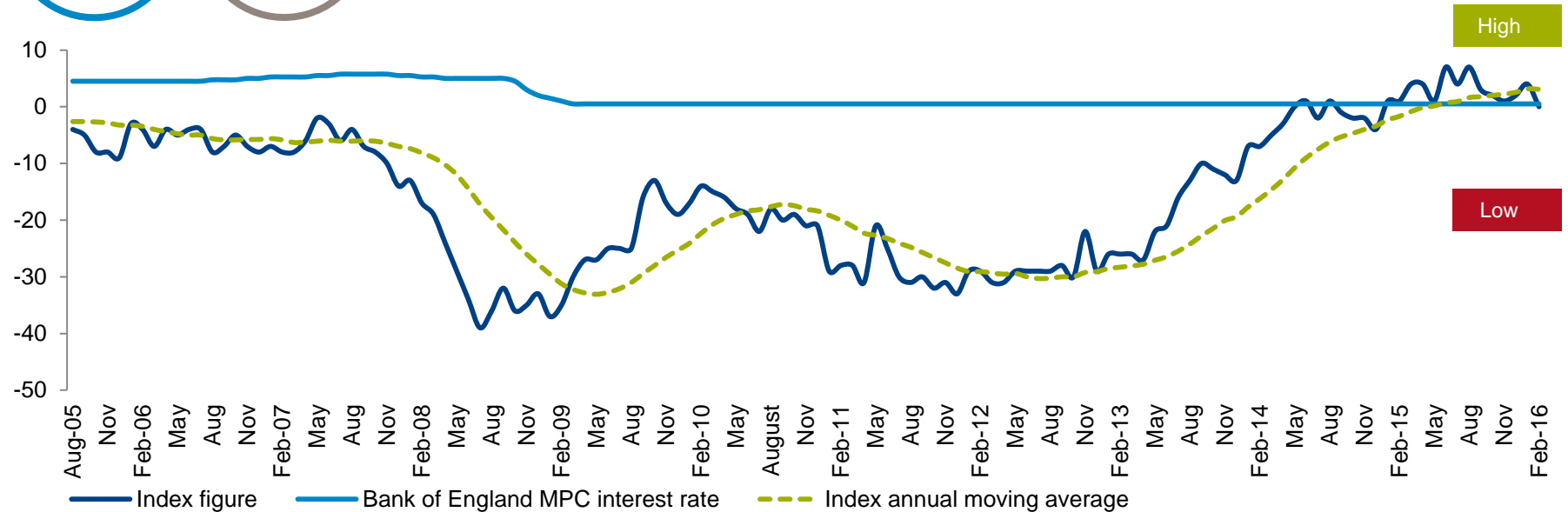




# Consumer Confidence Barometer - Overview

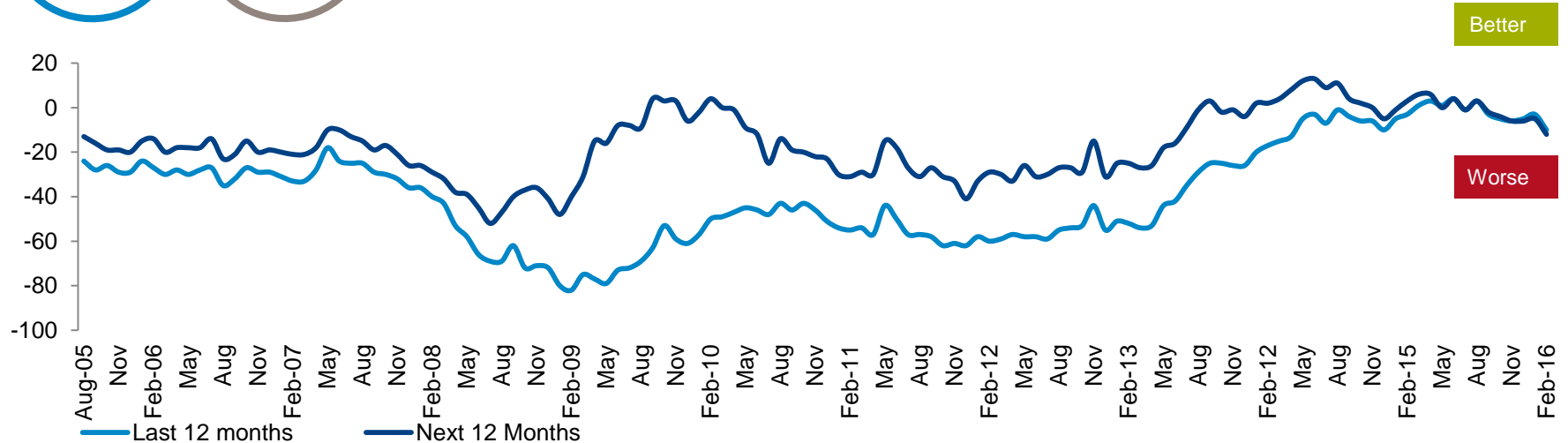
- The UK Consumer Confidence Barometer is conducted by GfK on behalf of the EU
- The UK Consumer Confidence Survey was conducted amongst a sample of 2000 individuals aged 16+ in the UK
- Quotas are imposed on age, sex, region and social class to ensure the final sample is representative of the UK population
- Interviewing was carried out during 1<sup>st</sup> – 16<sup>th</sup> February 2016
- 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

# Consumer Confidence Barometer



The Index Score is calculated using the results of five questions (1,2,3,4, and 8). The mean score from each of these five questions is combined and the Index Score is the average.

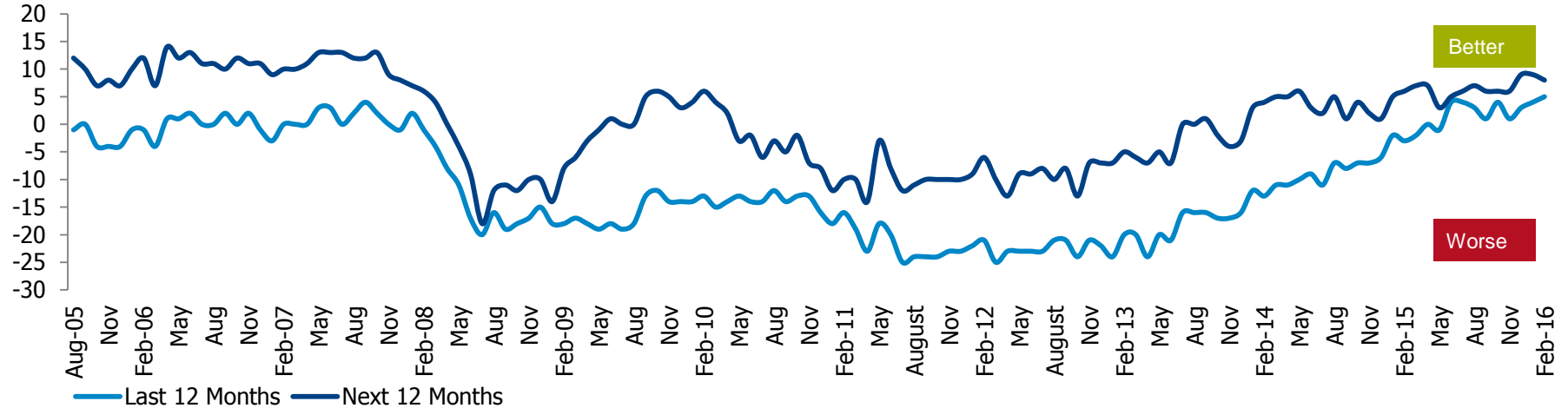
# General economic situation of the country



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

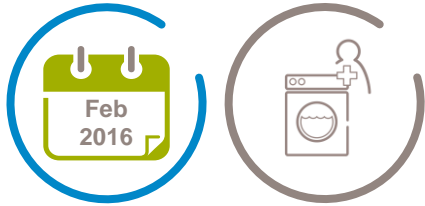
# Personal financial situation of household



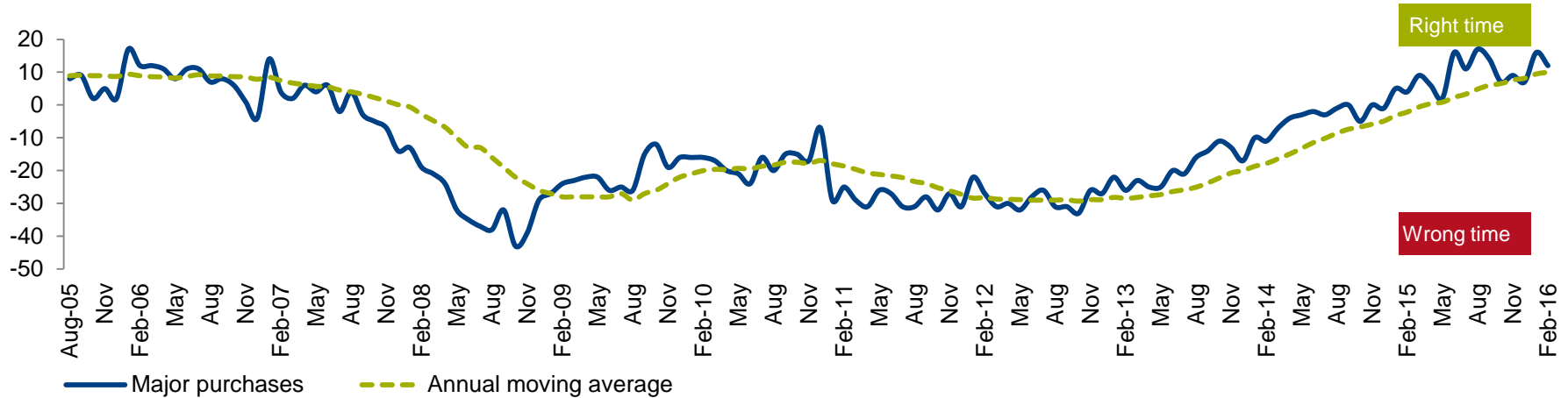
Q2 How do you expect the financial position of your household to change over the next 12 months?  
 Get a lot better = 1 / Get a little better = 0.5 / Stay the same = 0 / Get a little worse -0.5 / Get a lot worse = -1

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

# Climate for major purchases



Is now the right time to buy?

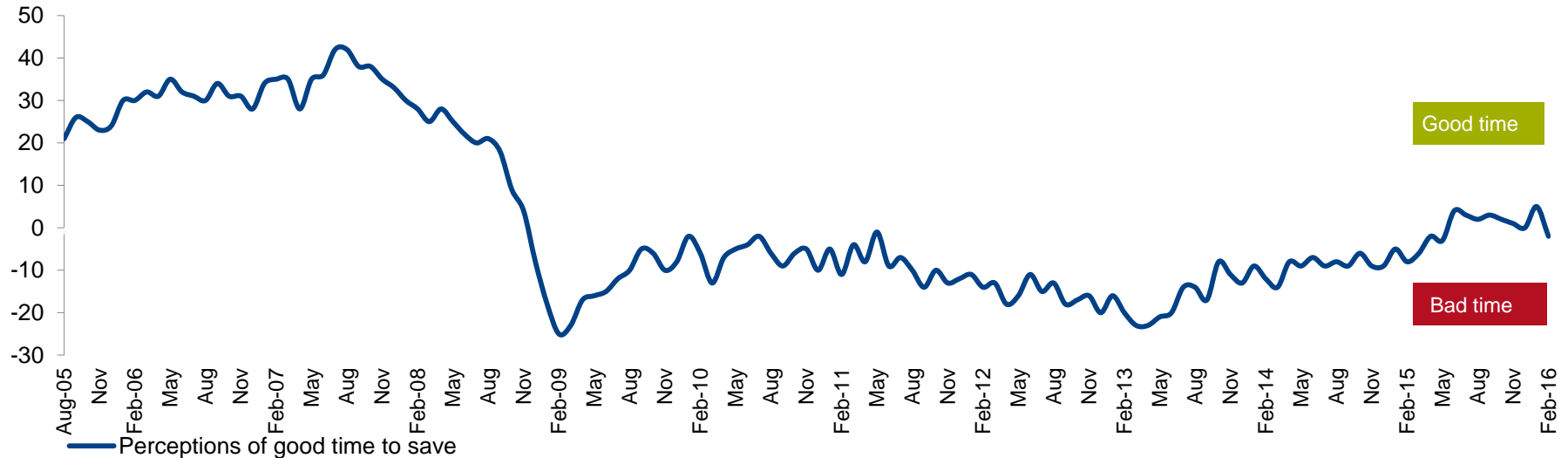


Q8 In view of the general economic situation, do you think now is the right time for people to make major purchases such as furniture or electrical goods?  
 Yes, now is the right time = 1 / It is neither the right time nor the wrong time = 0 / No, it is the wrong time = -1

# Savings index



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