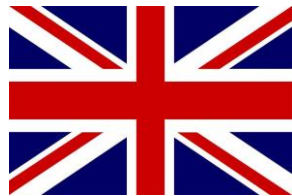


Eden McCallum Consumer Survey

Q3 Consumer Sentiment:
United Kingdom

October 2026



eden
mccallum



Summary

Sentiment:

- Overall, optimism continues to outweigh pessimism but optimism has dropped since 2025 and pessimism continues to rise from 2024.
- Younger people are the most optimistic (net optimism rising since 2025), while older groups are less optimistic (now net pessimistic)
- *On global/country level issues:*
 - The economy (global & domestic) and global conflict are viewed as the top issues, followed by crime and the environment (over two-thirds very concerned/concerned). Concern about the domestic economy is the top issue for all age groups
 - Concerns about the economy and global conflict remain high; worries about global warming and natural disasters have increased in the last year while concern about crime and health crises have reduced
- *On personal issues:*
 - Positive sentiment outweighs negative but over one-quarter feel negative about being able to spend and save
 - Negative sentiment on all issues continues to be down from 2022, though worries about job security are up slightly on 2025

Spend:

- The proportion increasing spend outnumbered those reducing spend in all Essentials categories; but the opposite was true in Fashion & Home and Entertainment categories excepting Child & Baby (a consistent picture since 2023)
- Increased spend was driven predominantly by higher prices in Essentials, while in Discretionary categories it was a mix of price increases and greater consumption. Greater need alongside more interest (particularly for Entertainment) were key reasons for increased spend
- Decreased spend was attributed to changing to less expensive brands/products in Essentials, while lower consumption (both frequency and size of purchases) was the driver in Discretionary categories. Consumers raised a variety of reasons for why they decreased spend in Essentials and Entertainment, though less need was the key reason in Fashion & Home

Contents

Sentiment

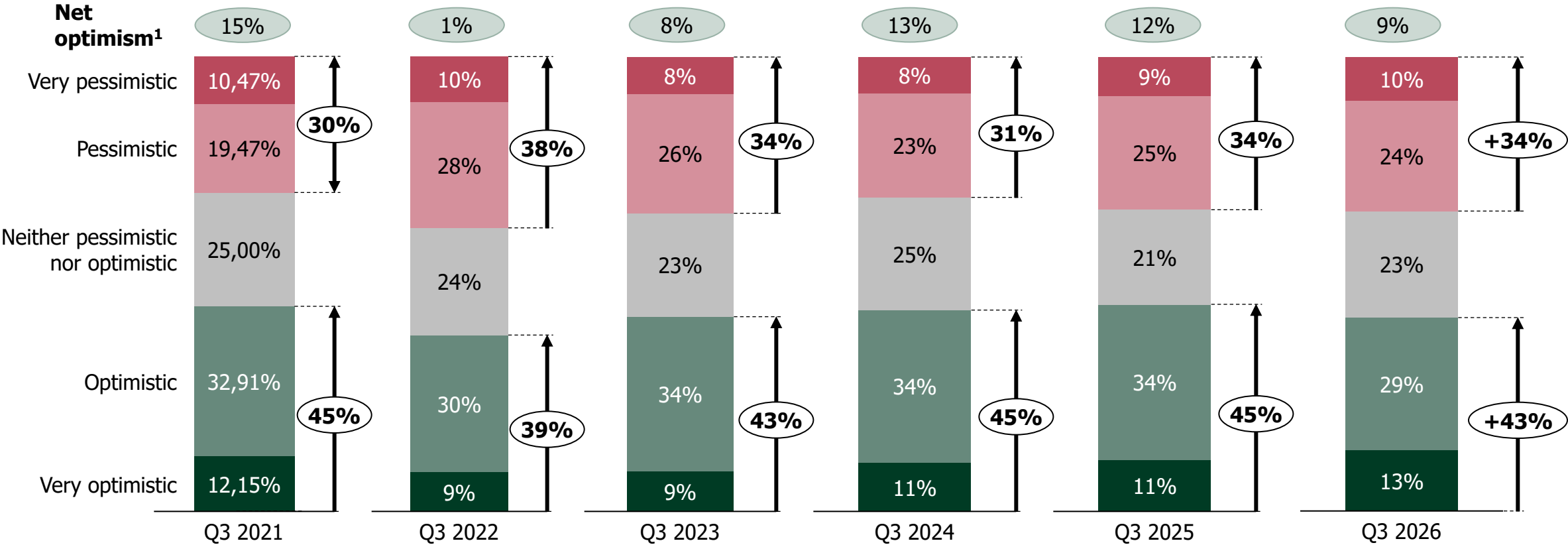
Spending

Sample details



The growth in overall (net) optimism seen since 2022 has slowed over the past two years, while the strongest optimism and pessimism both increased slightly

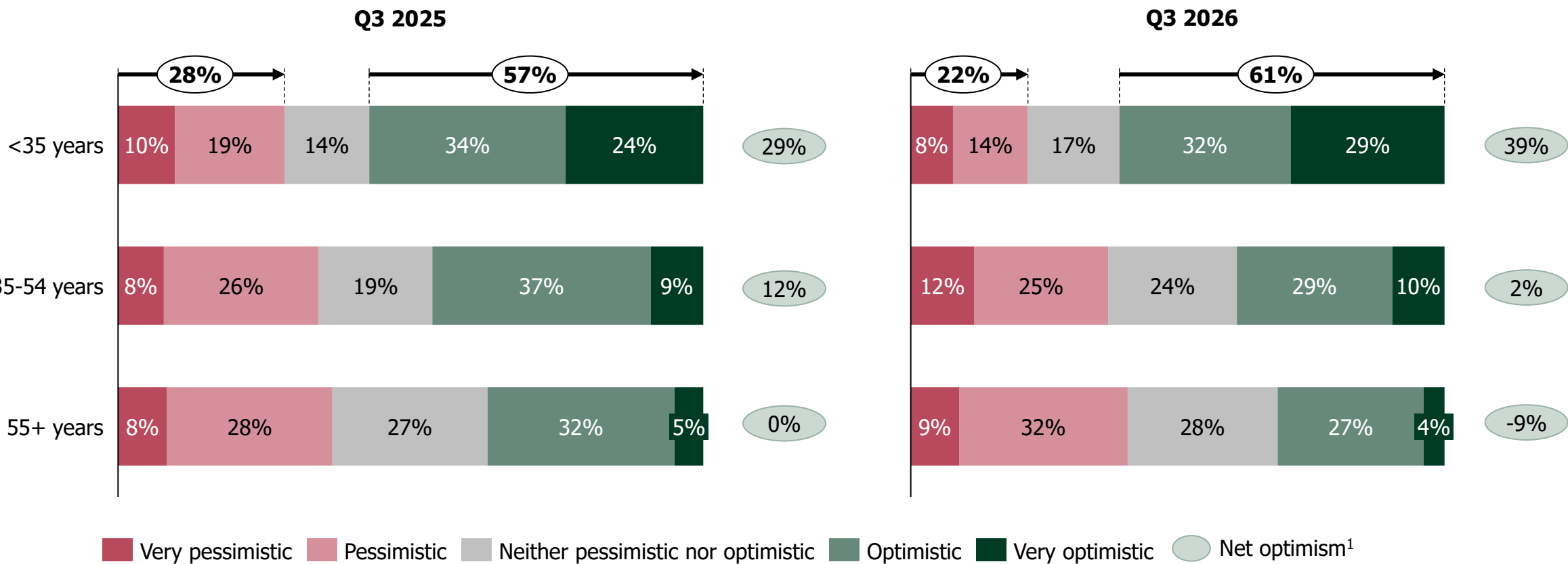
RESPONDENTS' VIEWS ON HOW THEY FEEL ABOUT THE FUTURE OVERALL, Q3 2021 – Q3 2025



1) Net optimism calculated as: % Optimistic (Very optimistic and Optimistic) less % Pessimistic (Very pessimistic and Pessimistic)
Note: October 2021 n = 1012, August 2022 n = 3047, July 2023 n = 1571, July 2024 n = 1984, August 2025 n = 2173, August 2026 n = 2017; Question: 'At present, when thinking about the future, how are you feeling overall?', excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

The link between age and net optimism intensified at both ends of the spectrum year on year, with those aged 55+ tipping into net pessimism

RESPONDENTS' VIEWS ON THE FUTURE BY AGE, Q3 2025 VS. 2026

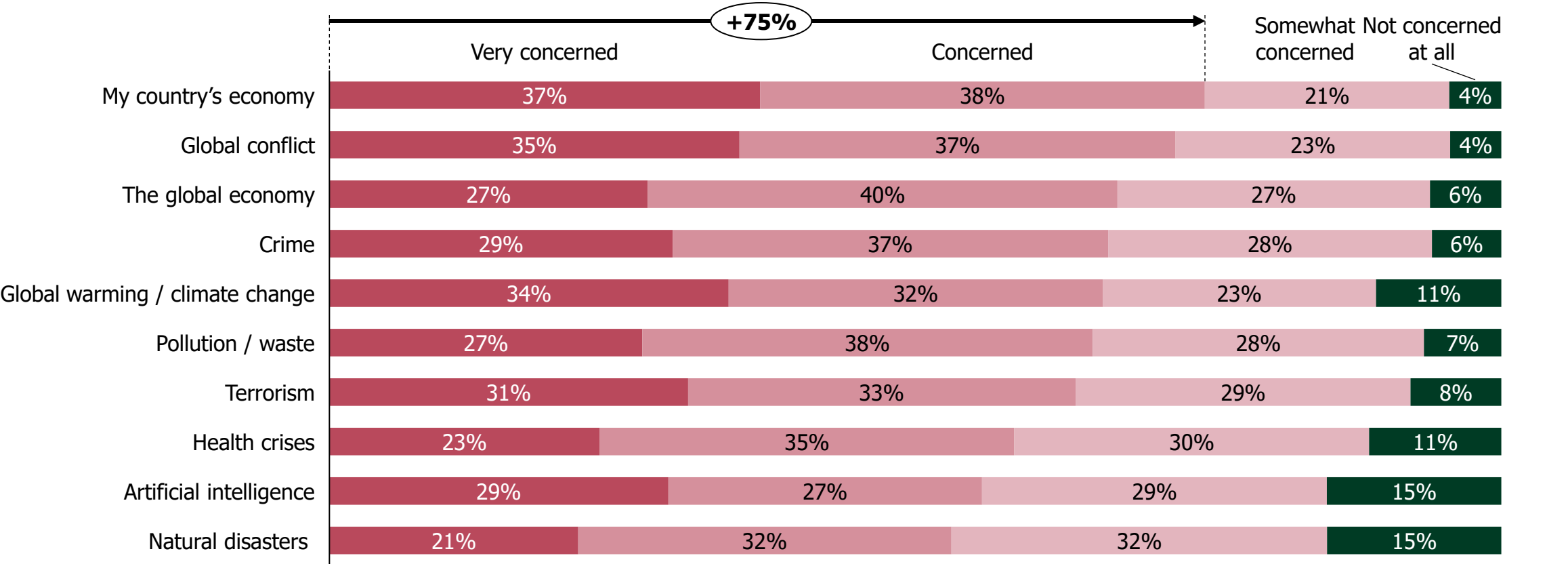


1) Net optimism calculated as: % Optimistic (Very optimistic and Optimistic) less % Pessimistic (Very pessimistic and Pessimistic)
Note: August 2025 n = 2173, August 2026 n = 2017; Question: 'At present, when thinking about the future, how are you feeling overall?', excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

The UK economy and global conflict are the issues of most widespread concern.

Worry about climate, terrorism and AI is relatively intense

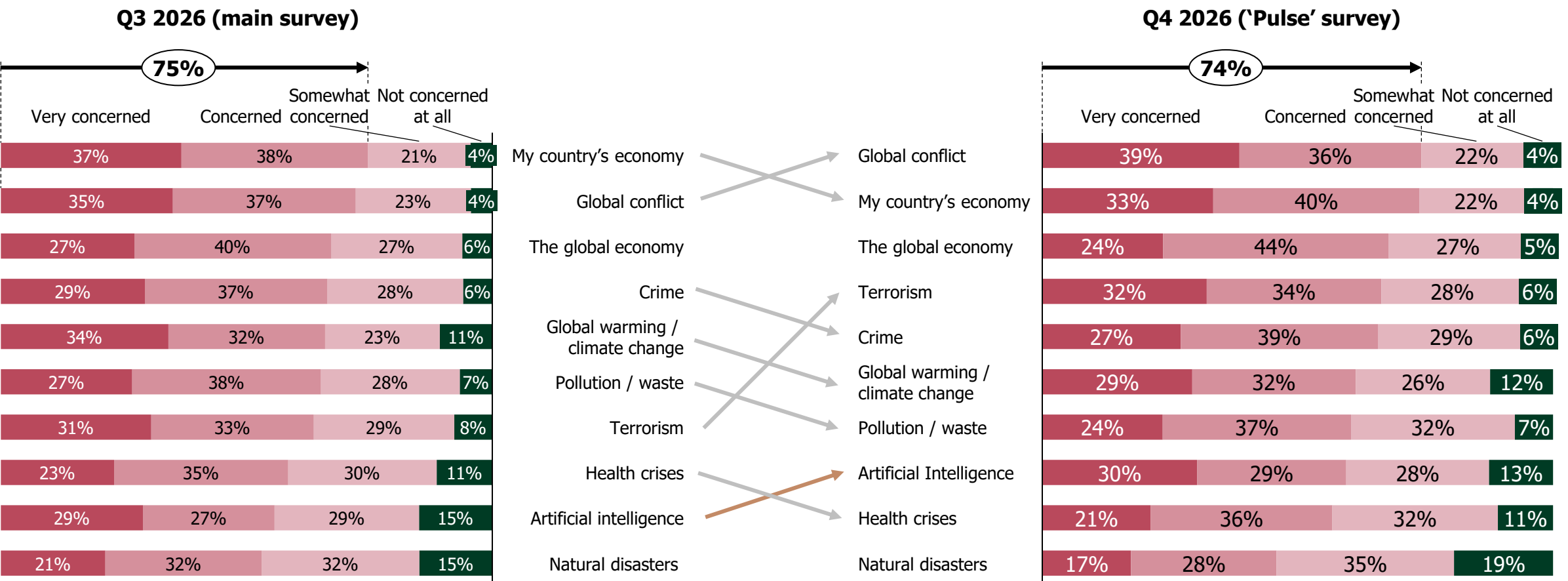
RESPONDENTS' VIEWS ON ISSUES FACING COUNTRY AND WORLD, Q3 2026



Note: August 2026 n = 1983-2000; Question: 'Thinking about specific issues facing your country and the world in general, how do you feel about the following?'; excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

Since the main survey in Q3, the early October 'Pulse' update has global conflict and the domestic economy remaining the issues of most widespread concern; AI has risen in overall concern (by one) with terrorism also up considerably as an issue

RESPONDENTS' VIEWS ON ISSUES FACING COUNTRY AND WORLD, Q3 2026 (MAIN SURVEY) VS. Q4 2026 ('PULSE' SURVEY¹)



The domestic economy is the top concern for all, but respondents under 35 are more concerned about climate than over 35s, for whom conflict ranks second

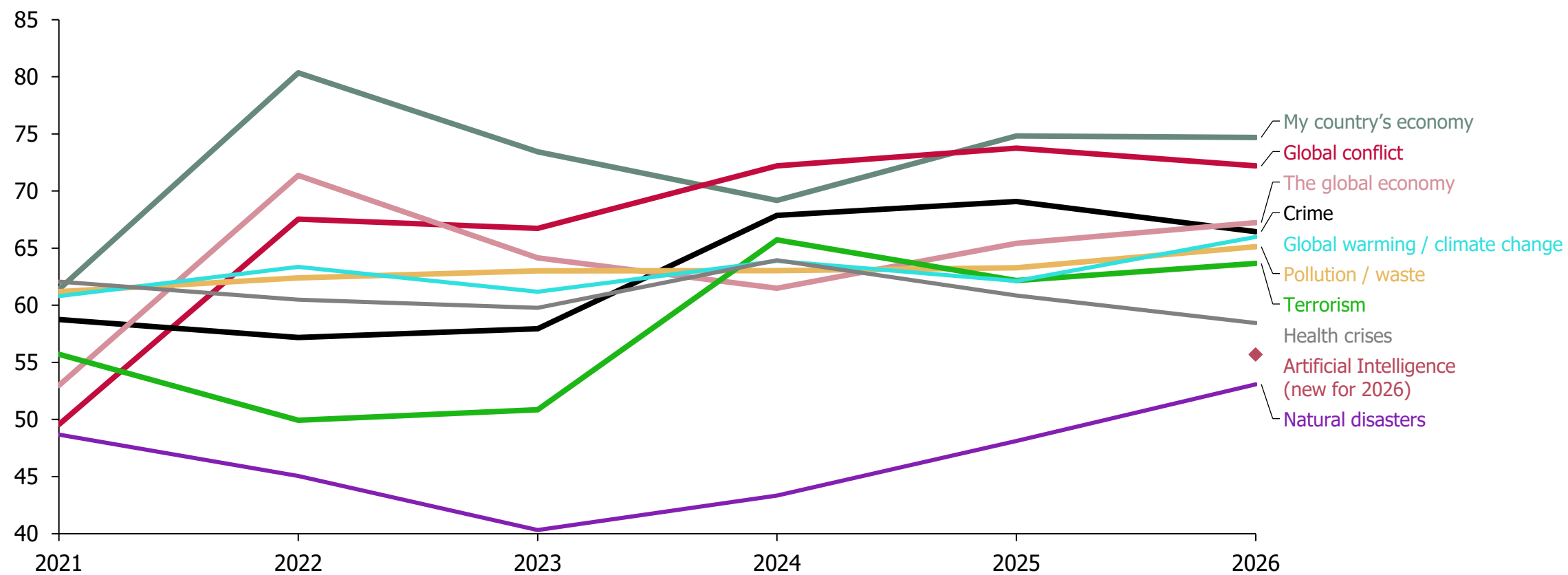
RESPONDENTS' VIEWS ON ISSUES FACING COUNTRY AND WORLD, Q3 2026, % 'VERY CONCERNED' OR 'CONCERNED', TOP 6 BY AGE GROUP

<35 YEAR OLDS		35-54 YEAR OLDS		55+ YEAR OLDS	
	My country's economy 77%		My country's economy 73%		My country's economy 74%
	The global economy 76%		Global conflict 71%		Global conflict 72%
	Global warming / climate change 75%		The global economy 66%		Terrorism 64%
	Global conflict 73%		Crime 65%		= Crime 63%
	Crime 73%		Global warming / climate change 64%		= Pollution / waste
	Pollution / waste 72%		Pollution / waste 61%		Artificial Intelligence 62%

Note: August 2026 n = 1983-2000; Question: 'Thinking about specific issues facing your country and the world in general, how do you feel about the following?'; excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

Growing concern about the national and global economies, and mounting worry about natural disasters. A majority now cite AI as a concern

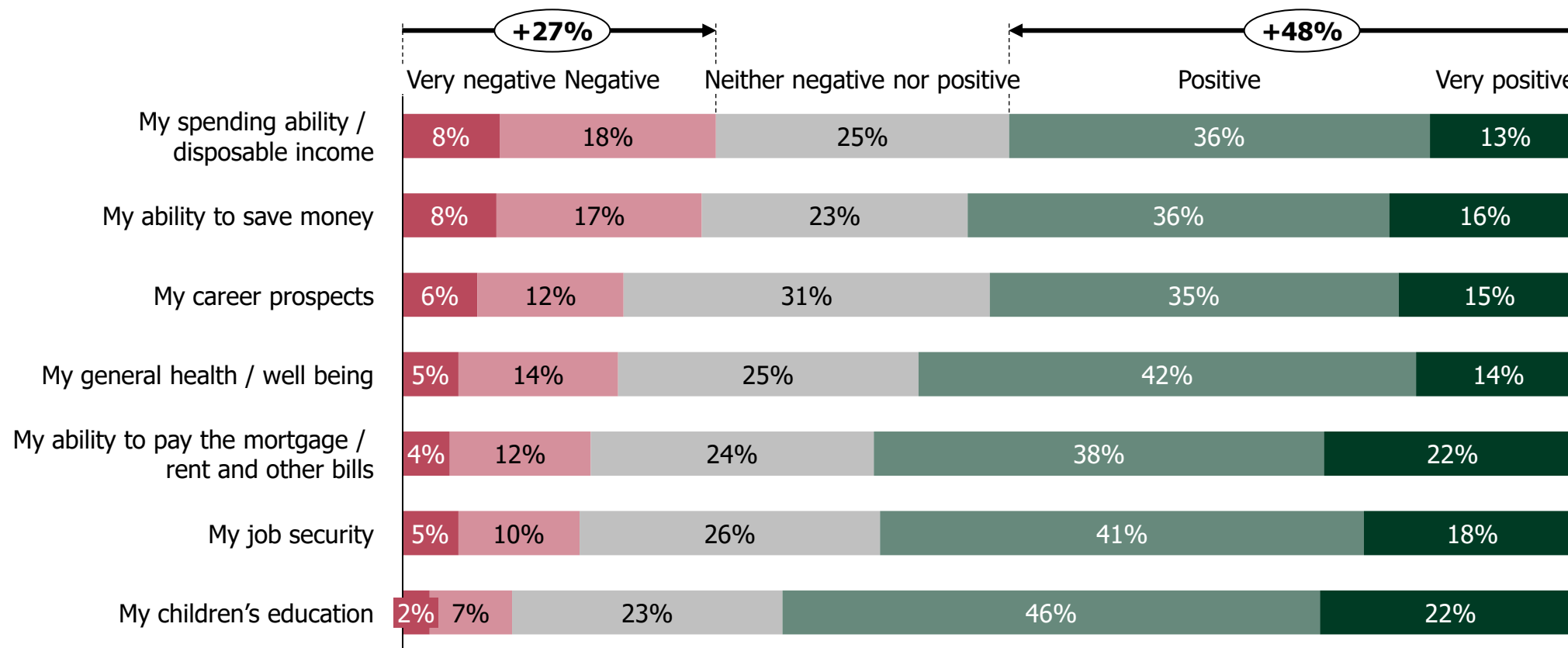
% SHARE OF RESPONDENTS WHO WERE 'VERY CONCERNED' OR 'CONCERNED', Q3 2021 – 2026



Note: October 2021 n = 994-1008, October 2022 n = 3052-3079, July 2024 n = 1968-1998, August 2025 n = 2154-2177, August 2026 n = 1983-2000; Question: 'Thinking about specific issues facing your country and the world in general, how do you feel about the following?', excludes those who answered 'I don't know / doesn't apply'.
Source: Eden McCallum & Dynata surveys

Sentiment on personal issues is net positive across the board. However, over 1/4 of respondents feel negative about disposable income and ability to save

RESPONDENTS' VIEWS ON PERSONAL ISSUES FACED, Q3 2026



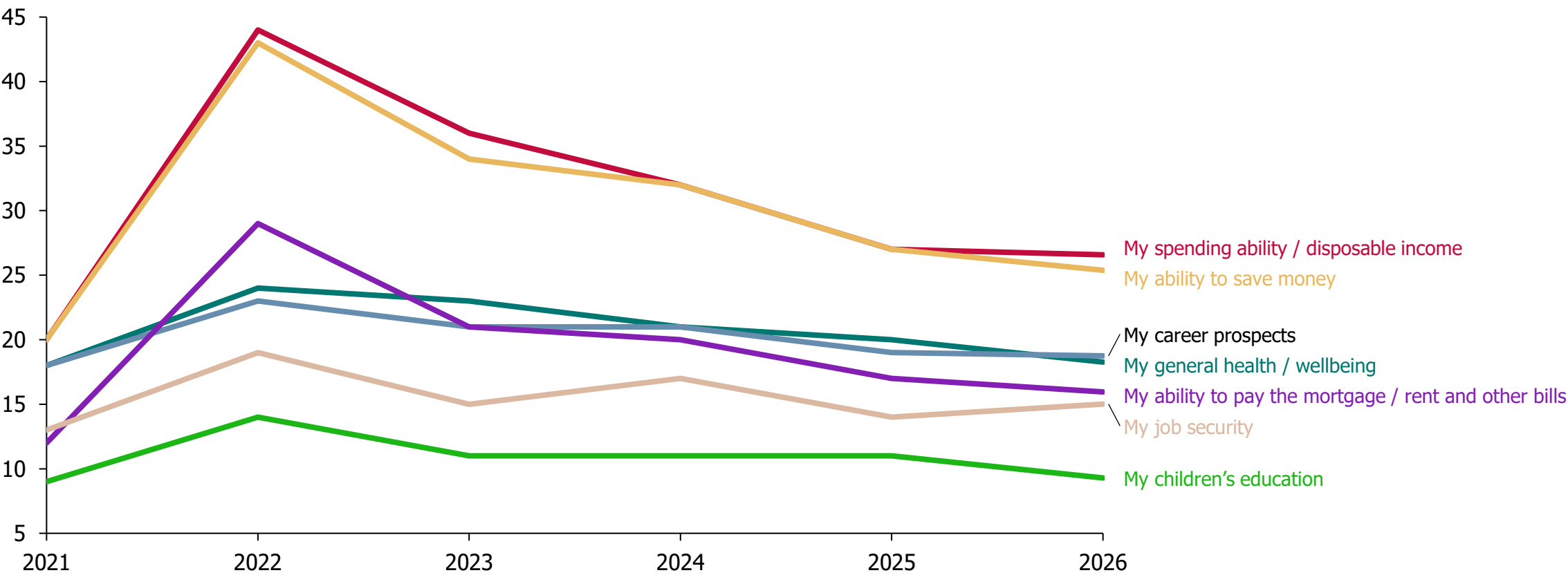
Ability to spend and save are the top 2 issues for all age groups while the third is more lifestage specific:

- <35s: Ability to pay the mortgage
- 35-54s: Career prospects
- 55+: Health and wellbeing

Note: August 2026 n = 1002-2008 ; Question: 'Now, thinking about specific issues you are facing on a personal level, how do you feel about the following?', excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

Negative sentiment on personal issues remained broadly steady year on year

% SHARE OF RESPONDENTS WHO WERE 'VERY NEGATIVE' OR 'NEGATIVE', Q3 2021 – 2026



Note: October 2021 n = 1012, October 2022 n = 1533-3088, July 2023 n = 721-1576, July 2024 n = 979-1994, August 2025 n = 1131-2174, August 2026 n = 1002-2008; Question: 'Now thinking about specific issues you are facing on a personal level, how do you feel about the following?'. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

Contents

Sentiment

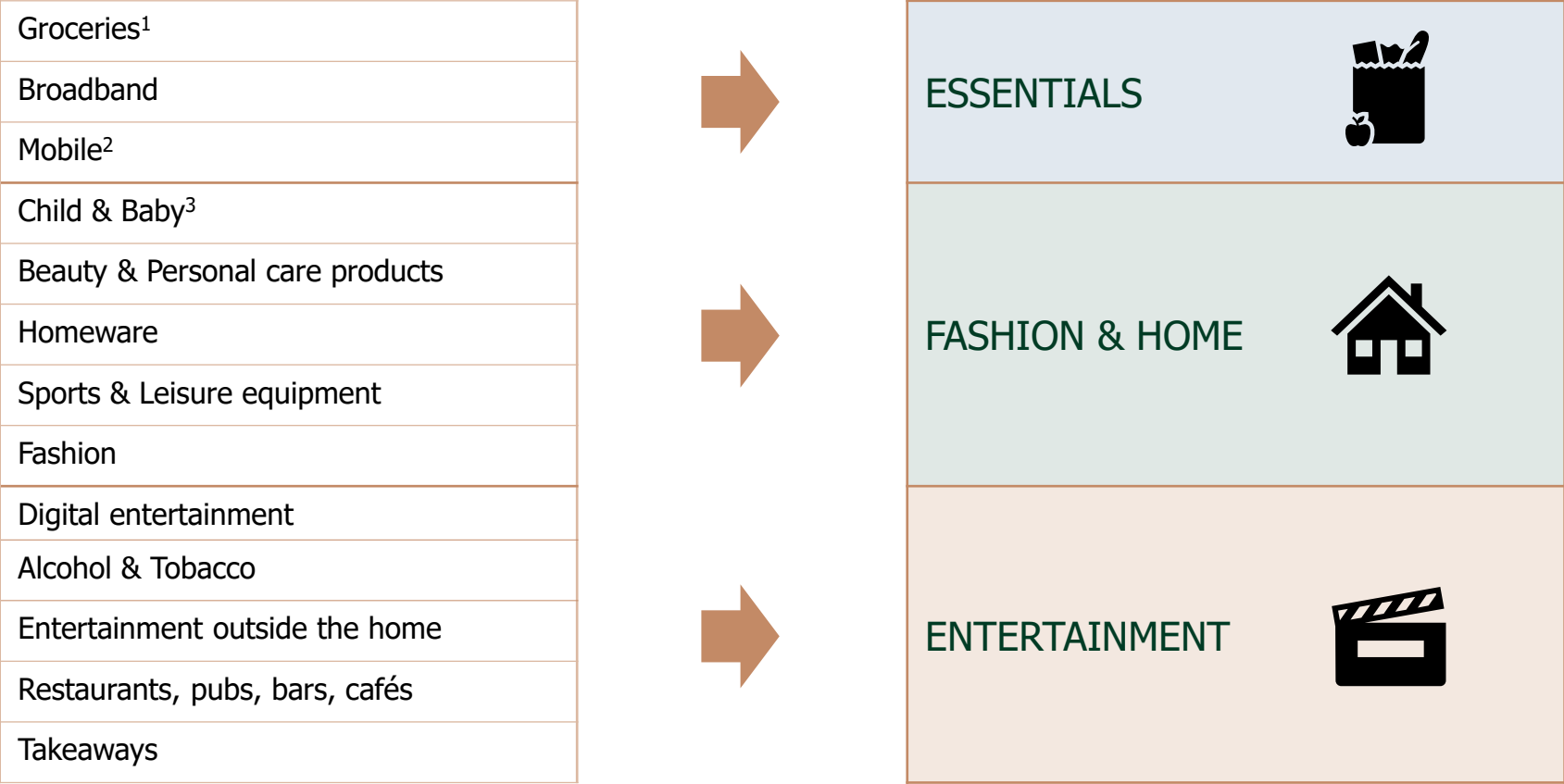
Spending

Sample details



Respondents were asked about changes in spend over the past 3 months in 13 categories, which we have grouped as follows

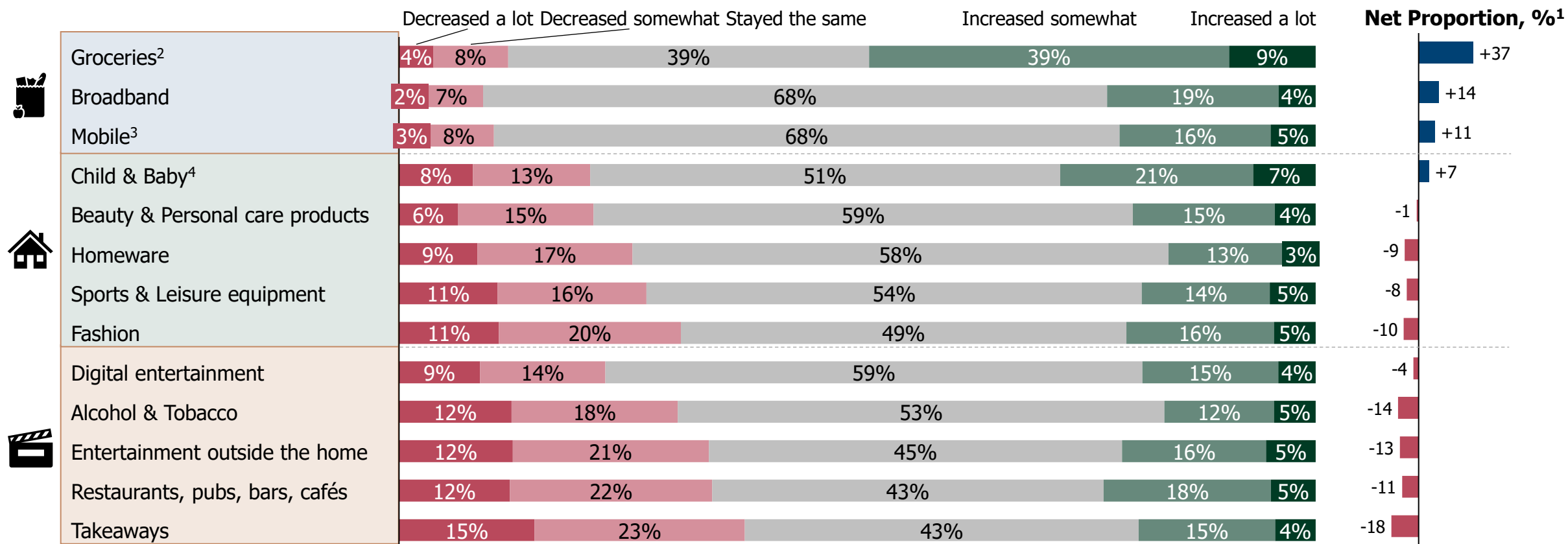
GROUPING OF SPEND CATEGORIES



(1) Excludes Alcohol and tobacco; (2) Includes Mobile data; (3) Toys, games and clothing

Across Essentials categories, more consumers increased their spend than reduced it; the reverse was true across Discretionary, except Child / baby

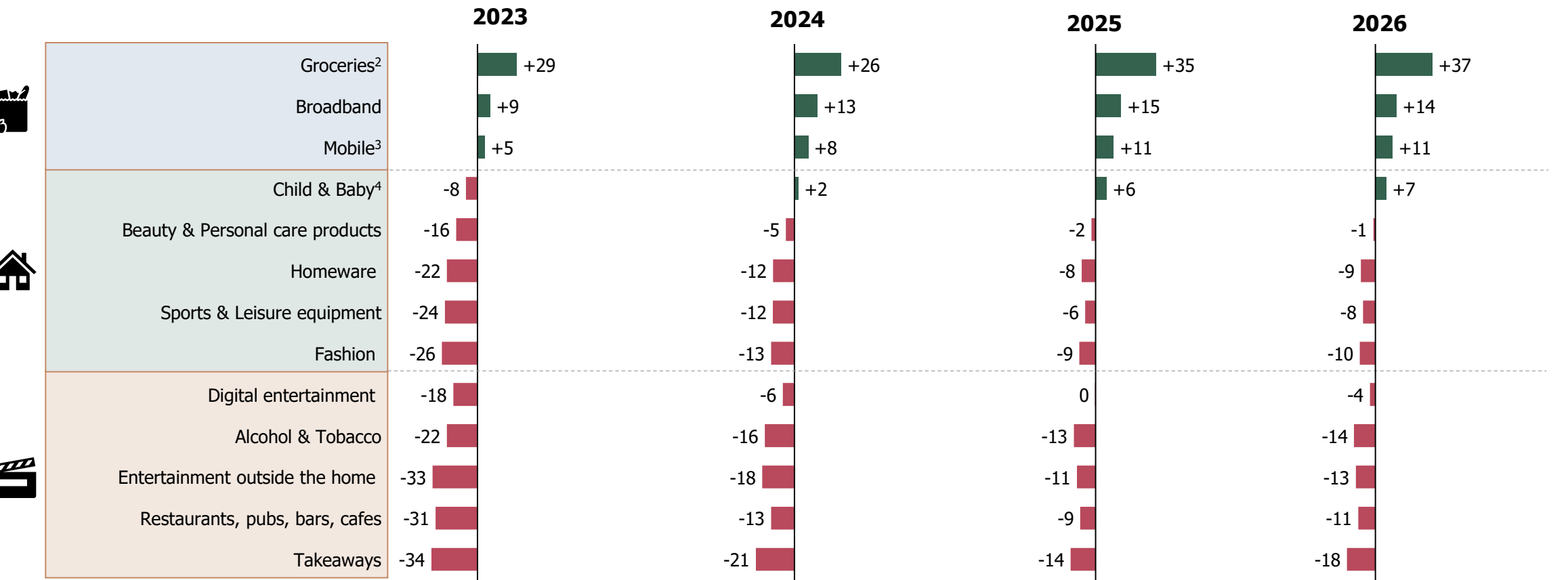
% OF CONSUMERS REPORTING CHANGE IN SPEND OVER PAST 3 MONTHS, BY CATEGORY, Q3 2026



Note: August 2026 n = 954-1989; Question: 'How has your spending in the following areas changed in the past 3 months?'; (1) Net Proportion = percentage of 'Increased a lot' and 'Increased somewhat' responses minus the percentage of 'Decreased somewhat' and 'Decreased a lot' responses, excludes those who answered 'I don't know / doesn't apply'; (2) Excludes Alcohol and tobacco, (3) Includes Mobile data; (4) Toys, games and clothing
Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

The predominance of spend **increasers** vs. **reducers** has been growing in Essentials, particularly Groceries. In Discretionary, net **reducers**' dominance had been shrinking but increased again this year – more belts are tightening

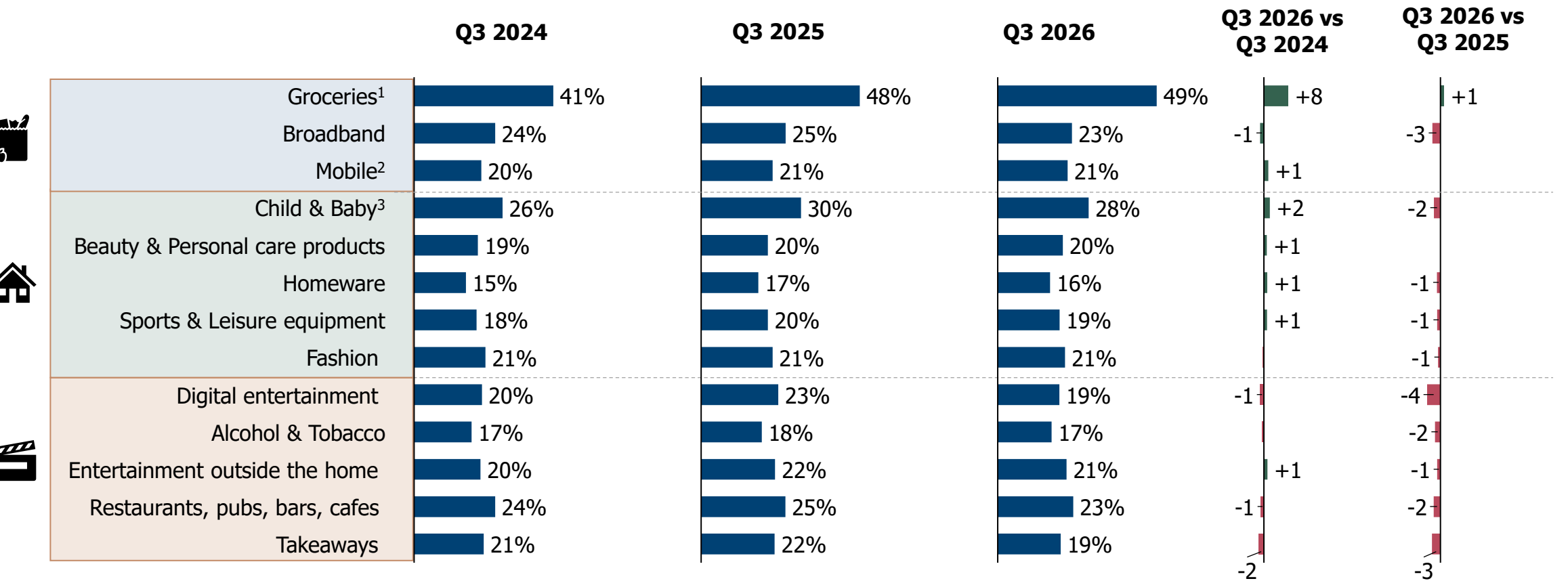
NET PROPORTION¹ REPORTING CHANGE IN SPEND OVER PAST 3 MONTHS, BY CATEGORY, 2023-2026



Note: July 2023 n = 706-1554, July 2024 n = 950-1960, August 2025 n = 1074-2152, August 2026 n = 954-1989; Question: 'How has your spending in the following areas changed in the past 3 months?'; (1) Net Proportion = percentage of 'Increased a lot' and 'Increased somewhat' responses minus the percentage of 'Decreased somewhat' and 'Decreased a lot' responses, excludes those who answered 'I don't know / doesn't apply'; (2) Excludes Alcohol and tobacco, (3) Includes Mobile data; (4) Toys, games and clothing. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

The proportion who increased spend in 2026 is down in most categories vs. 2025, and mixed vs. 2024

% OF RESPONDENTS WHO INCREASED THEIR SPEND BY CATEGORY, Q3 2024 – 2026

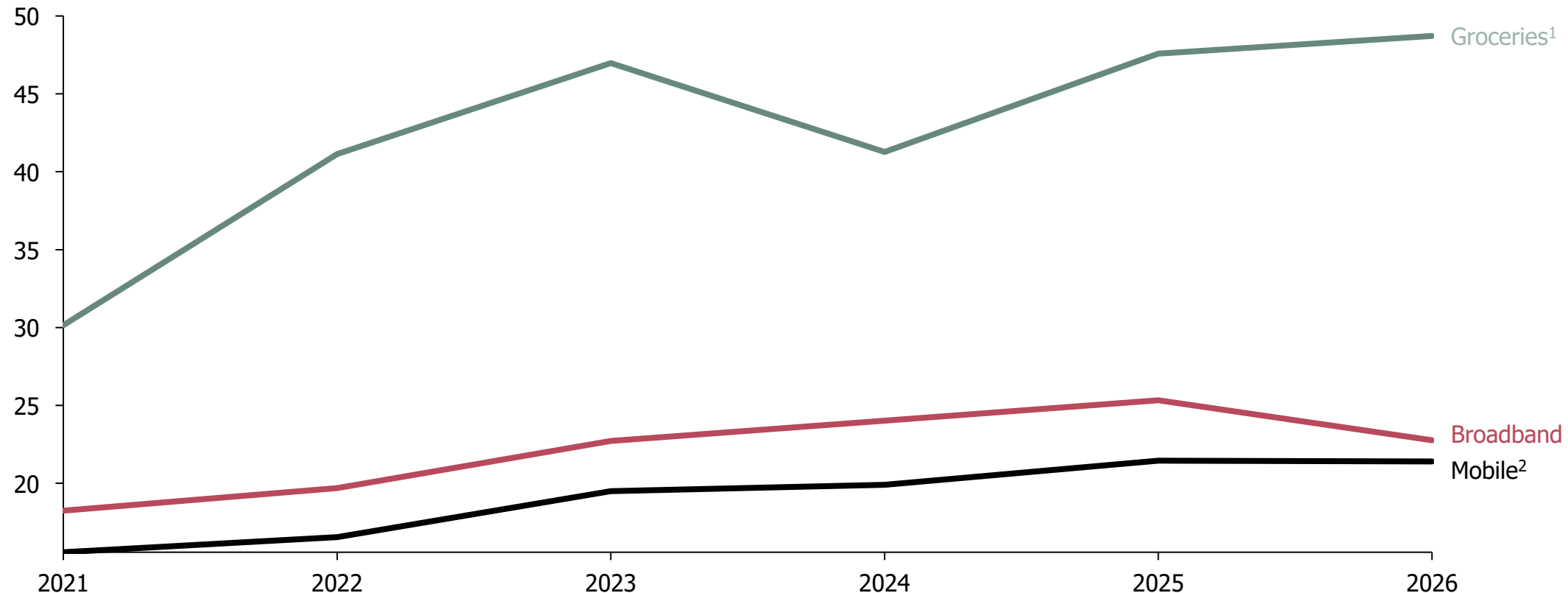


Note: July 2024 n = 950-1960, August 2025 n = 1074-2152, August 2026 n = 954-1989; Question: 'How has your spending in the following areas changed in the past 3 months?', excludes those who answered 'I don't know / doesn't apply'; (1) Excludes Alcohol and tobacco, (2) Includes Mobile data; (3) Toys, games and clothing. Due to rounding, percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys



The share of respondents who increased spending in 2026 in Essentials is up slightly in Groceries, flat in Mobile but down in Broadband vs. 2025

% OF RESPONDENTS WHO INCREASED THEIR SPEND IN ESSENTIALS BY CATEGORY, Q3 2021 – 2026



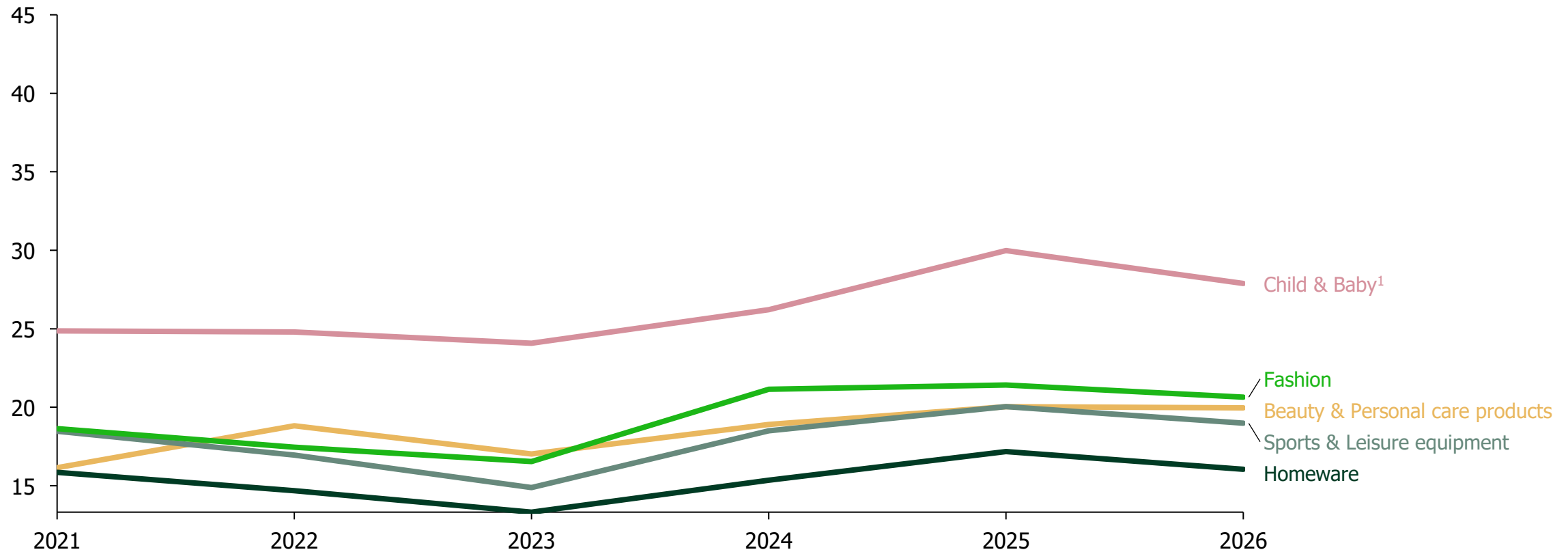
Note: October 2022 n = 1546-3061, July 2023 n = 706-1554, July 2024 n = 950-1960, August 2025 n = 1074-2152, August 2026 n = 1942-1989; Question: 'How has your spending in the following areas changed in the past 3 months?', excludes those who answered 'I don't know / doesn't apply'; (1) Excludes Alcohol and tobacco, (2) Includes Mobile data.

Source: Eden McCallum & Dynata surveys



The share of respondents who increased spending in 2026 in Fashion & Home is slightly down in most subcategories, though flat in Beauty

% OF RESPONDENTS WHO INCREASED THEIR SPEND IN FASHION & HOME BY CATEGORY, Q3 2021 – 2026



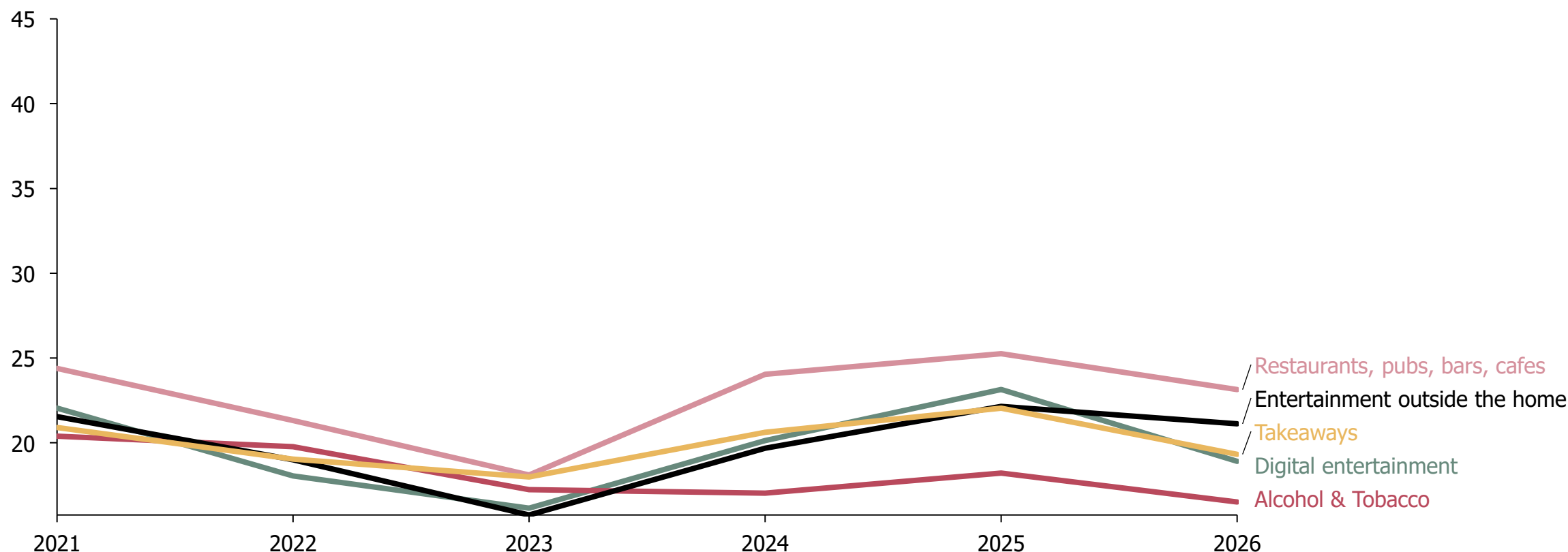
Note: October 2022 n = 1546-3061, July 2023 n = 706-1554, July 2024 n = 950-1960, August 2025 n = 1074-2152, August 2026 n = 954-1928; Question: 'How has your spending in the following areas changed in the past 3 months?'; excludes those who answered 'I don't know / doesn't apply'; (1) Toys, games and clothing.

Source: Eden McCallum & Dynata surveys



The share of respondents who increased spending in 2026 in Entertainment is down from 2025, particularly in Digital entertainment

% OF RESPONDENTS WHO INCREASED THEIR SPEND IN ENTERTAINMENT BY CATEGORY, Q3 2021 – 2026

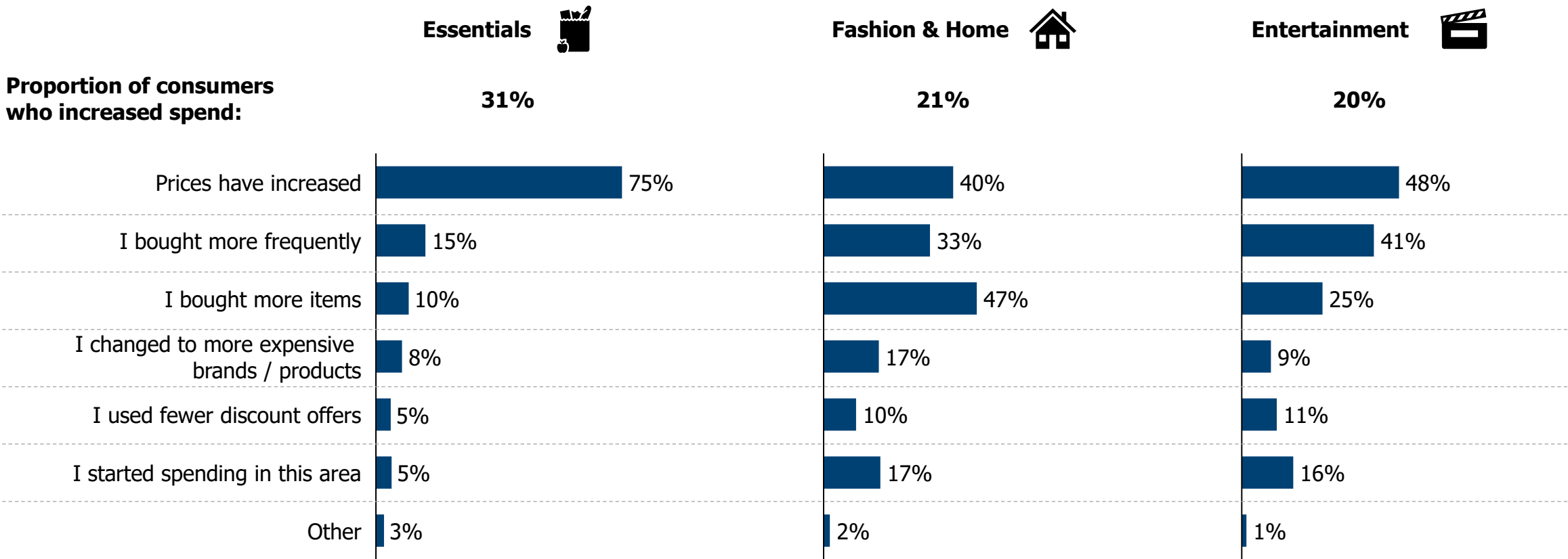


Note: October 2022 n = 1546-3061, July 2023 n = 706-1554, July 2024 n = 950-1960, August 2025 n = 1074-2152, August 2026 n = 1490-1902; Question: 'How has your spending in the following areas changed in the past 3 months?', excludes those who answered 'I don't know / doesn't apply'.

Source: Eden McCallum & Dynata surveys

In Essentials, most of those who increased spending attributed that to higher prices; in discretionary categories there was more of a mix between price and higher consumption

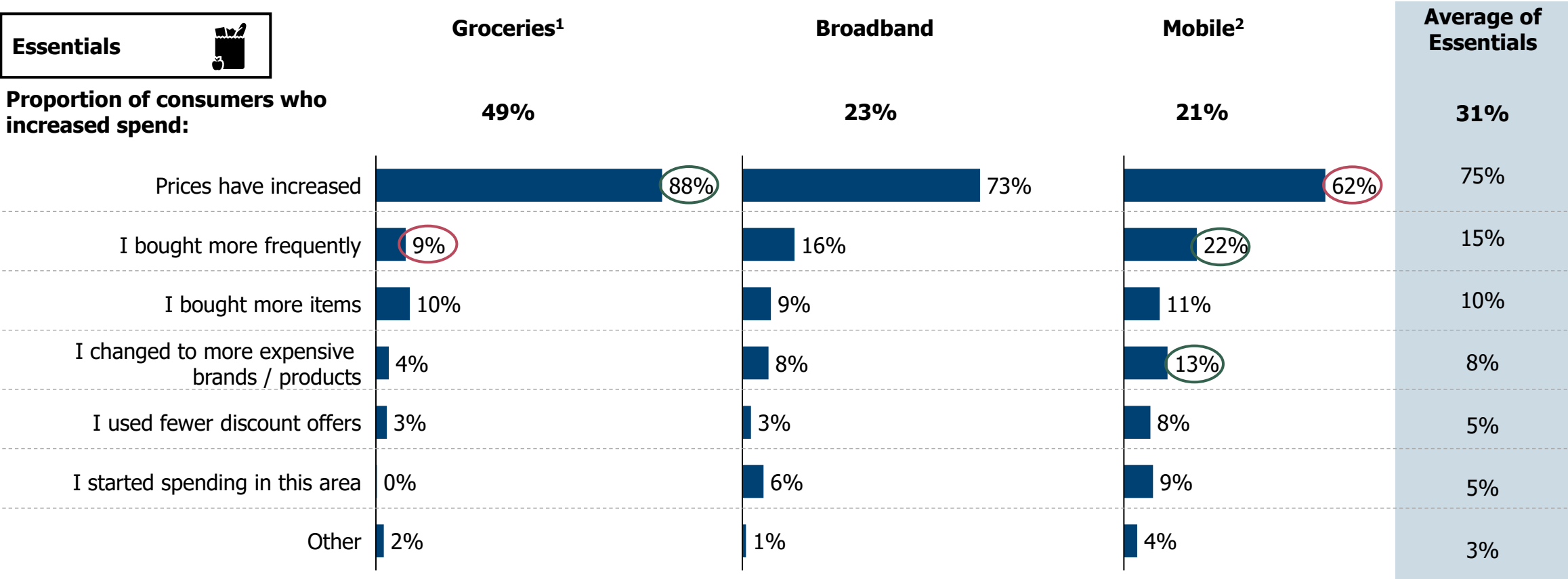
WAYS IN WHICH RESPONDENTS SPENT MORE IN LAST 3 MONTHS, AVERAGE OF CATEGORIES, Q3 2026



Note: August 2026 n = 99-328 by category; Question: 'How has your spending in the following areas changed in the past 3 months?'; 'In what way did you spend more on this category?'; includes those who answered 'Increased a lot' and 'Increased somewhat'.
Source: Eden McCallum & Dynata surveys

Within Essentials, price was the predominant factor in increased spend across all the categories, particularly Groceries; with greater consumption also a factor in Mobile

WAYS IN WHICH RESPONDENTS SPENT MORE IN LAST 3 MONTHS, Q3 2026



Note: August 2026 n = 246-328; Question: 'How has your spending in the following areas changed in the past 3 months?'; 'In what way did you spend more on this category?'; includes those who answered 'Increased a lot' and 'Increased somewhat'. (1) Excludes Alcohol and tobacco, (2) Includes Mobile data.
Source: Eden McCallum & Dynata surveys

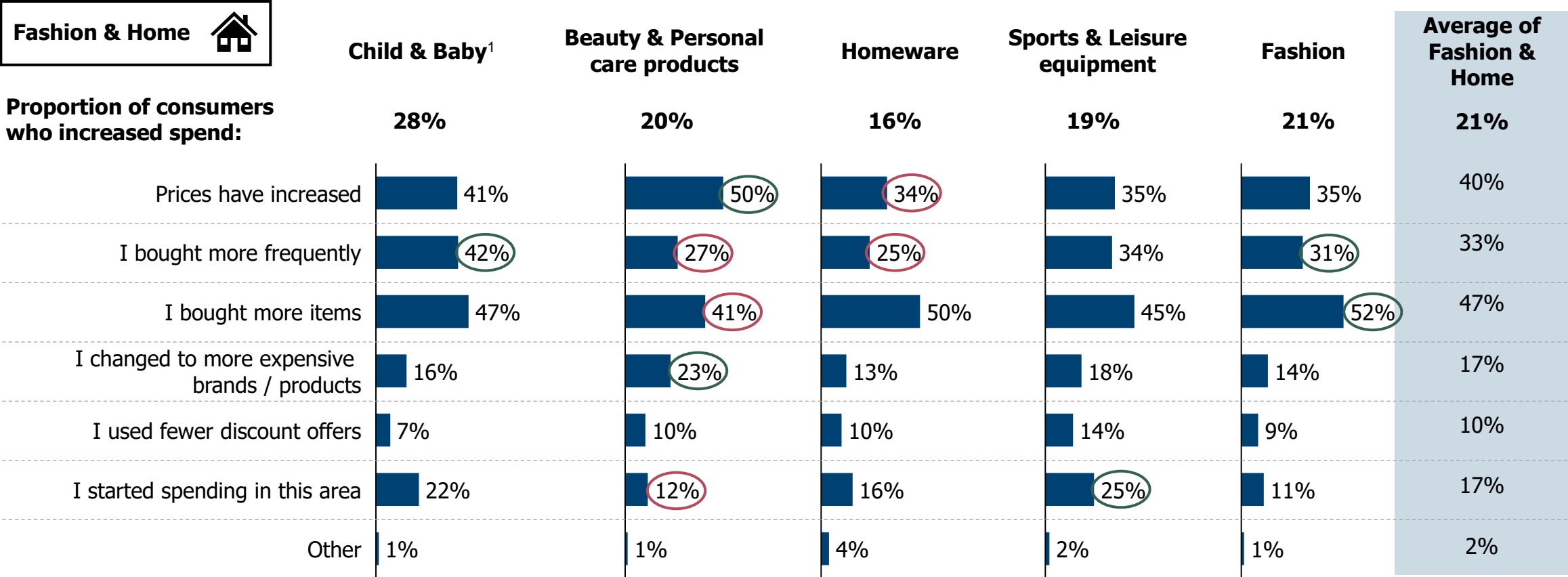
Within Fashion & Home, greater consumption was the main driver for increased spend, particularly for Fashion and Child & Baby; higher prices were also a key factor, particularly in Beauty

WAYS IN WHICH RESPONDENTS SPENT MORE IN LAST 3 MONTHS, Q3 2026

KEY:

Greater than 5ppt above av.

Less than 5ppt below av.

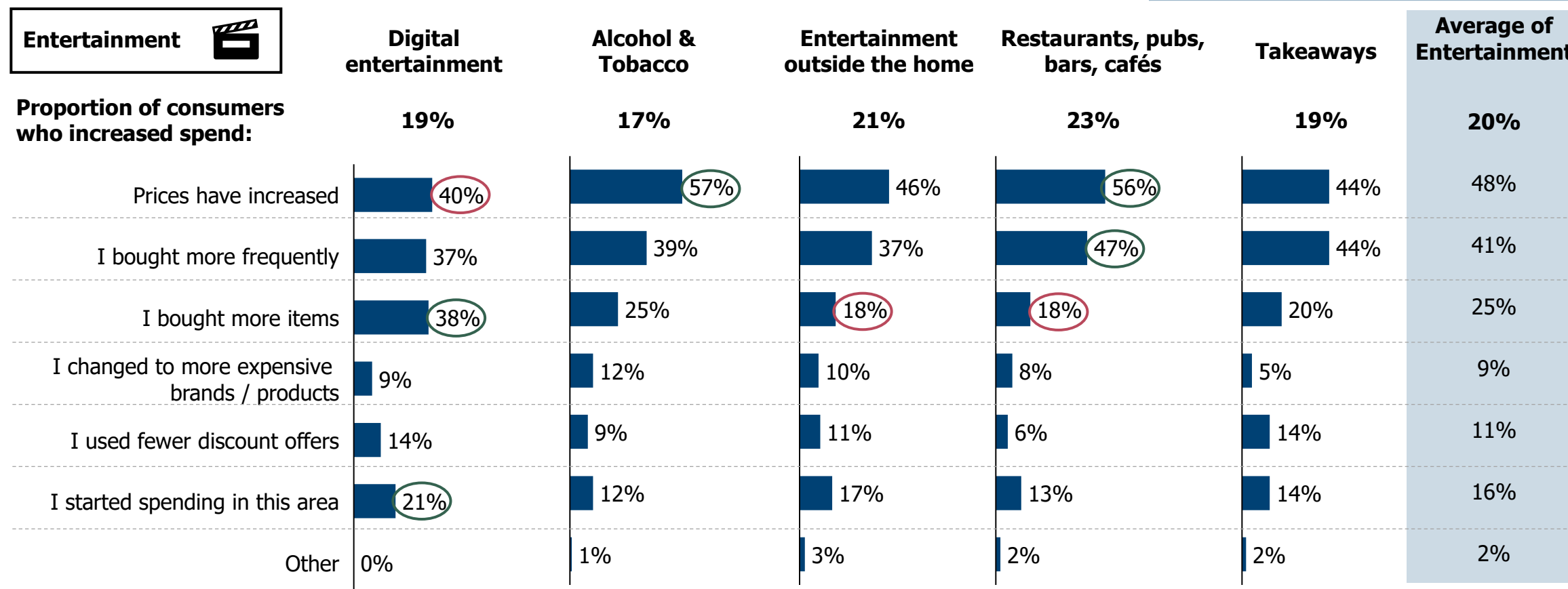


Note: August 2026 n = 125-205; Question: 'How has your spending in the following areas changed in the past 3 months?'; 'In what way did you spend more on this category?', includes those who answered 'Increased a lot' and 'Increased somewhat'; (1) Toys, games and clothing
Source: Eden McCallum & Dynata surveys

Within Entertainment, while price was the leading reason for increased spend, consumption rose for many

WAYS IN WHICH RESPONDENTS SPENT MORE IN LAST 3 MONTHS, Q3 2026

KEY:  Greater than 5ppt above av.
 Less than 5ppt below av.

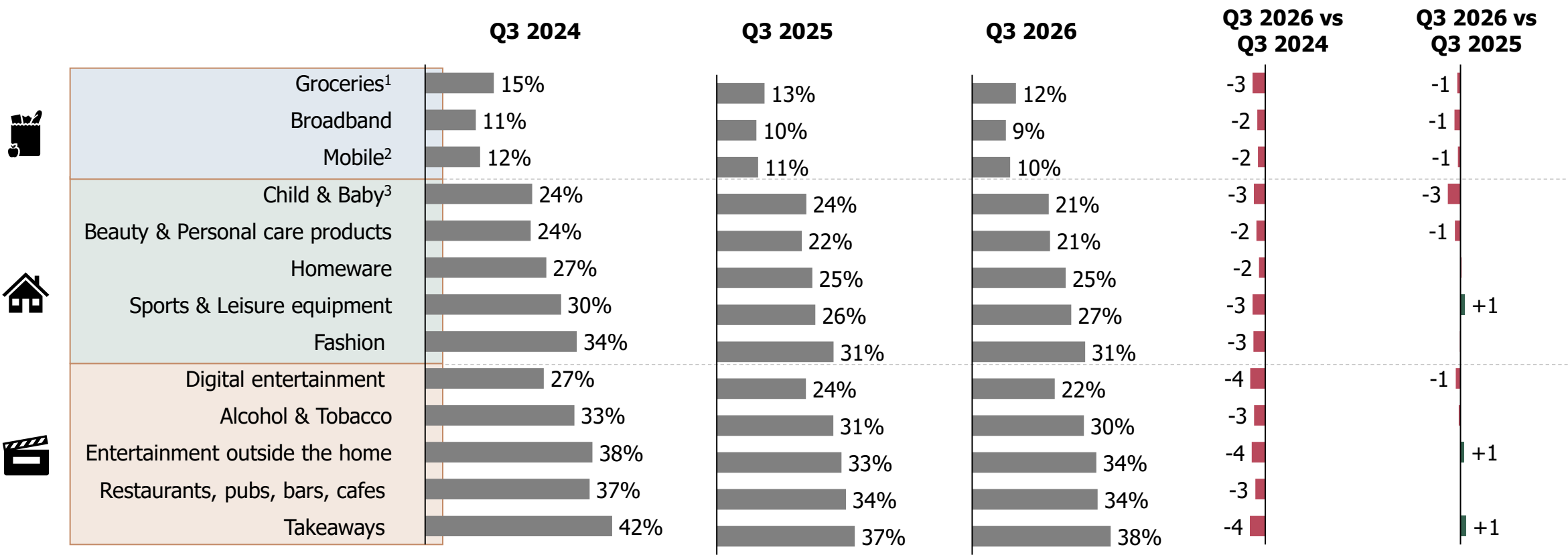


Note: August 2026 n = 99-160; Question: 'How has your spending in the following areas changed in the past 3 months?'; 'In what way did you spend more on this category?'; includes those who answered 'Increased a lot' and 'Increased somewhat'.

Source: Eden McCallum & Dynata surveys

Over time, the share of respondents who decreased spending is reducing or stable across the majority of categories

% OF RESPONDENTS WHO DECREASED THEIR EXPENDITURE, Q3 2024 – 2026

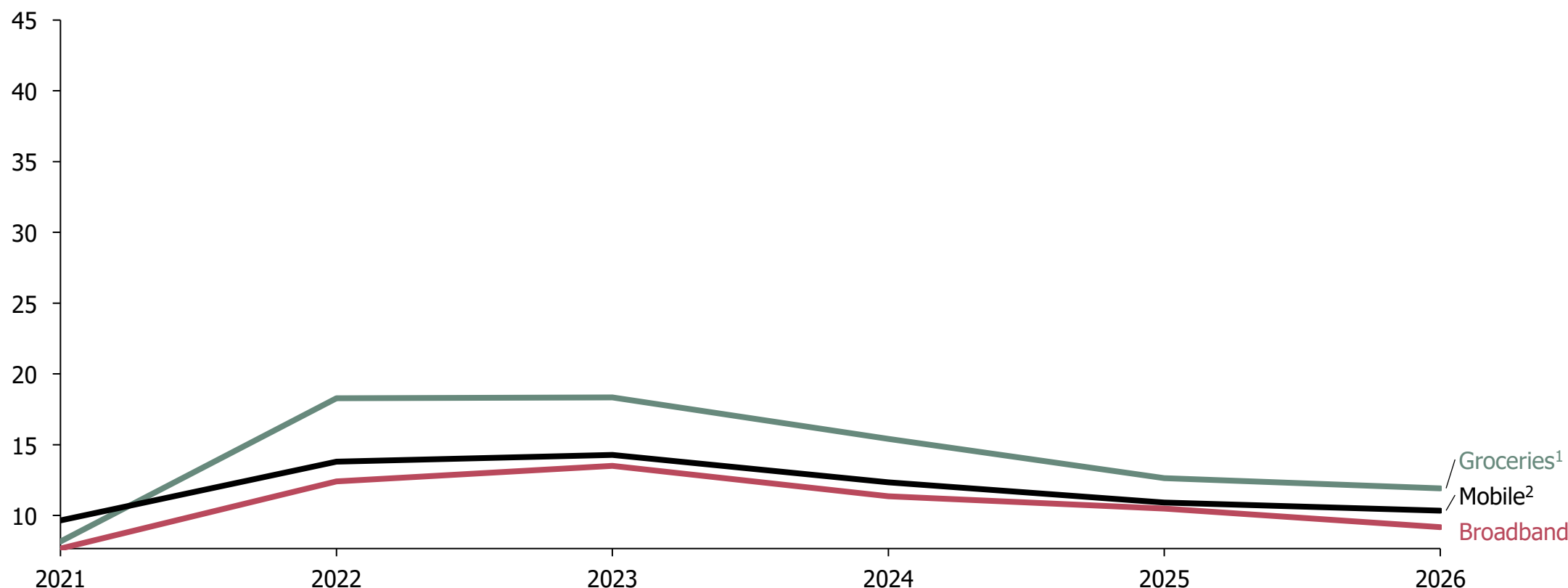


Note: Jul 2024 n = 950-1960, August 2025 n = 1074-2152, August 2026 n = 954-1989; Question: 'How has your spending in the following areas changed in the past 3 months?'; excludes those who answered 'I don't know / doesn't apply'; (1) Excludes alcohol and tobacco, (2) Includes Mobile data; (3) Toys, games and clothing. Due to rounding, percentages may not sum precisely.
Source: Eden McCallum & Dynata surveys



Over time, fewer respondents have been **decreasing** their spending on Essentials, though that change slowed somewhat in the past year

% OF RESPONDENTS WHO **DECREASED** THEIR EXPENDITURE IN ESSENTIALS, Q3 2021 – 2026



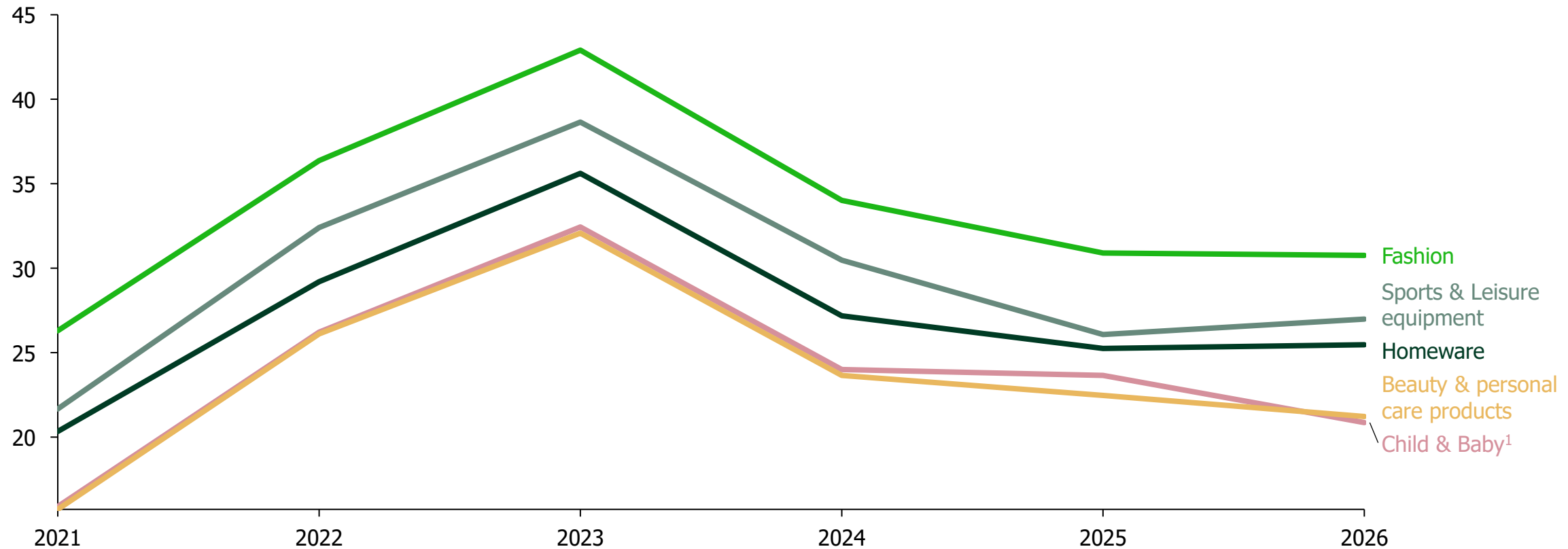
Note: August 2022 n = 1545-3019, July 2023 n = 706-1554, Jul 2024 n = 950-1960, August 2025 n = 1074-2152, August 2026 n = 1942-1989; Question: 'How has your spending in the following areas changed in the past 3 months?'; excludes those who answered 'I don't know / doesn't apply'; (1) Excludes alcohol and tobacco, (2) Includes Mobile data.

Source: Eden McCallum & Dynata surveys



Across Fashion & Home, fewer respondents have been **decreasing** their spending, though this sharp downward trend slowed in the past year

% OF RESPONDENTS WHO **DECREASED** THEIR EXPENDITURE IN FASHION & HOME, Q3 2021 – 2026



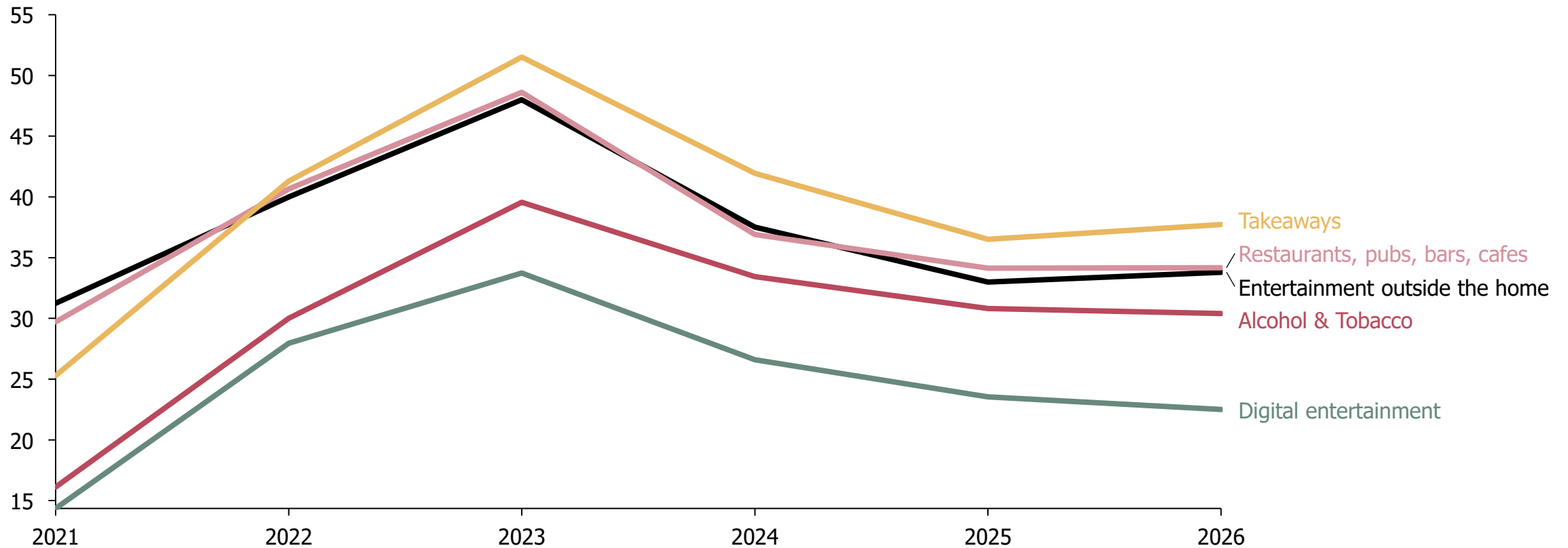
Note: August 2022 n = 1545-3019, July 2023 n = 706-1554, Jul 2024 n = 950-1960, August 2025 n = 1074-2152, August 2026 n = 954-1928; Question: 'How has your spending in the following areas changed in the past 3 months?', excludes those who answered 'I don't know / doesn't apply'; (1) Toys, games and clothing

Source: Eden McCallum & Dynata surveys



In Entertainment, the proportion **decreasing** their spending was fairly flat or up on last year, reversing a downward trend

% OF RESPONDENTS WHO HAD **DECREASED** THEIR EXPENDITURE IN ENTERTAINMENT, Q3 2021 – 2026

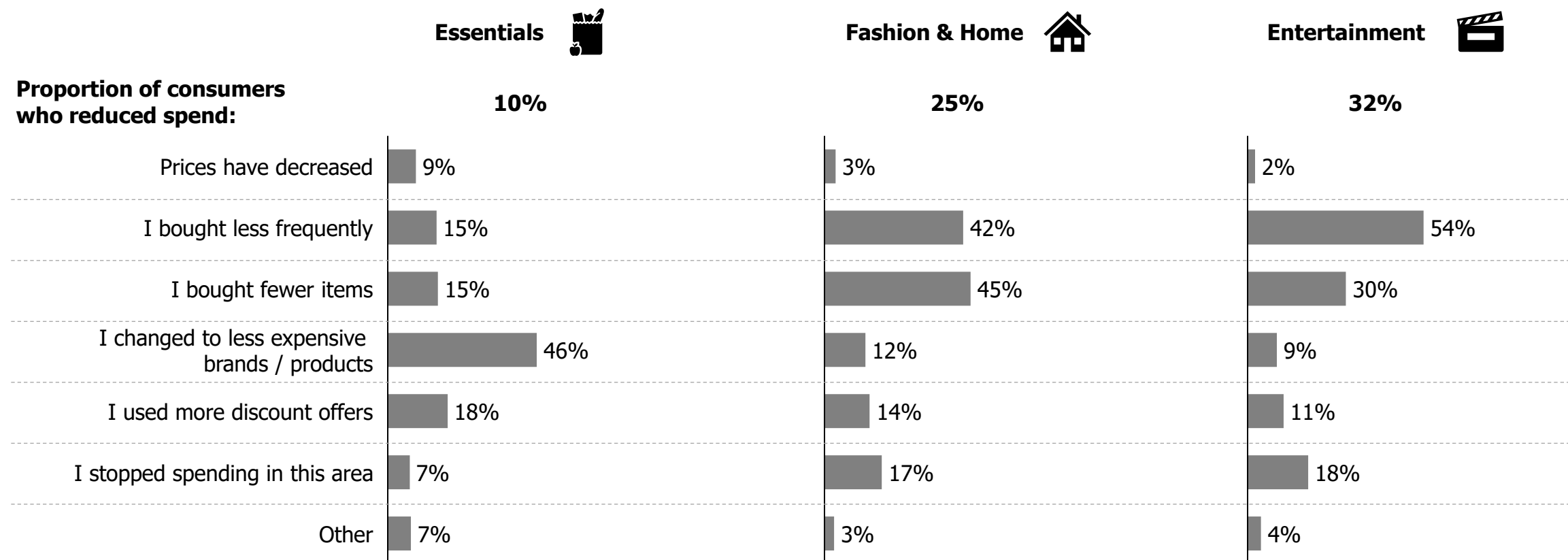


Note: August 2022 n = 1545-3019, July 2023 n = 706-1554, Jul 2024 n = 950-1960, August 2025 n = 1074-2152, August 2026 n = 1490-1902; Question: 'How has your spending in the following areas changed in the past 3 months?'; excludes those who answered 'I don't know / doesn't apply'

Source: Eden McCallum & Dynata surveys

Decreased spend was mostly trading down / using discounts in Essentials, and reducing consumption in Discretionary categories

WAYS IN WHICH RESPONDENTS SPENT LESS IN LAST 3 MONTHS, AVERAGE OF CATEGORIES, Q3 2026

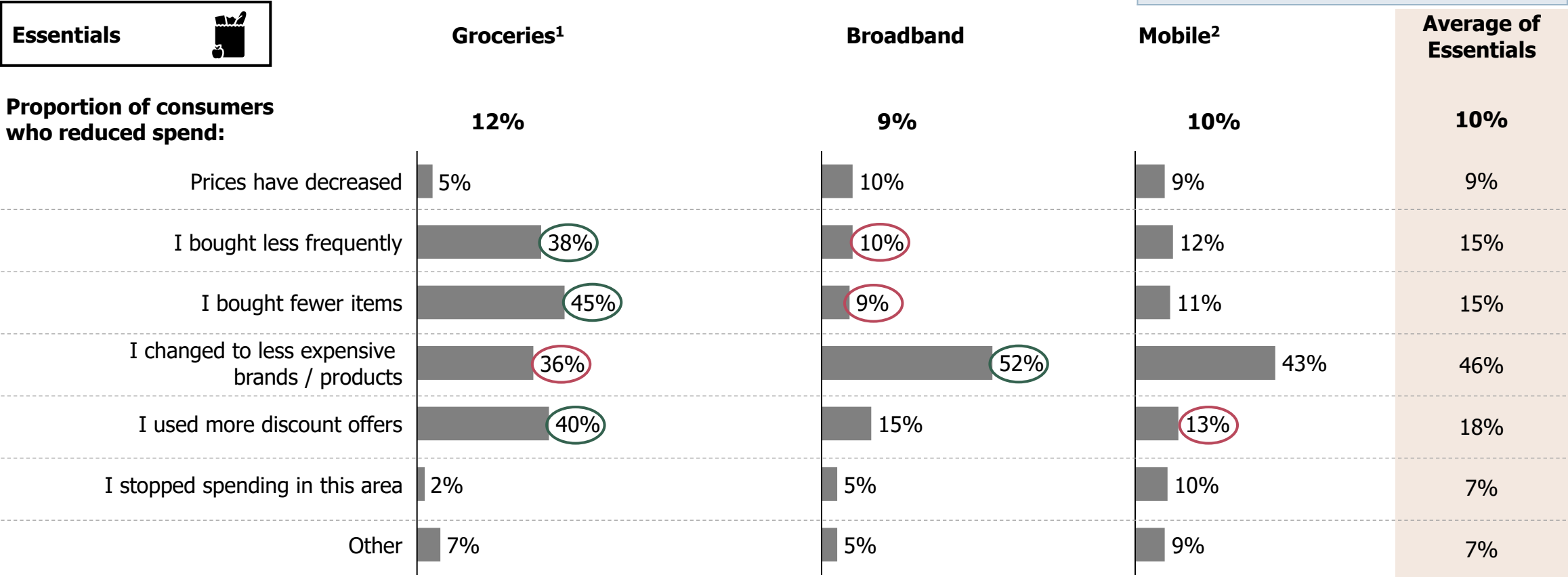


Note: August 2026 n = 42-268 by category; Question: 'How has your spending in the following areas changed in the past 3 months?'; 'In what way did you spend less on this category?', includes those who answered 'Decreased a lot' and 'Decreased somewhat'.

Source: Eden McCallum & Dynata surveys

In Groceries, spend **decreased** through a mix of reduced consumption, discounts, and trading down; in Broadband and Mobile trading down predominated

WAYS IN WHICH RESPONDENTS **SPENT LESS** IN LAST 3 MONTHS, Q3 2026



Note: August 2026 n = 42-121; Question: 'How has your spending in the following areas changed in the past 3 months?'; 'In what way did you spend less on this category?'; includes those who answered 'Decreased a lot' and 'Decreased somewhat'; (1) Excludes alcohol and tobacco, (2) Includes Mobile data
 Source: Eden McCallum & Dynata surveys

Across Fashion & Home categories, spend was chiefly **reduced** by buying less; notably **27% cut spending altogether in Sports & Leisure** and **20% in Homeware**

WAYS IN WHICH RESPONDENTS **SPENT LESS** IN LAST 3 MONTHS, Q3 2026

KEY:  Greater than 5ppt above av.
 Less than 5ppt below av.

Fashion & Home 	Child & Baby¹	Beauty & Personal care products	Homeware	Sports & Leisure equipment	Fashion	Average of Fashion & Home
Proportion of consumers who reduced spend:	21%	21%	25%	27%	31%	25%
Prices have decreased	3%	3%	2%	5%	3%	3%
I bought less frequently	41%	50% 	43%	35% 	44%	42%
I bought fewer items	40%	46%	49%	33% 	54% 	45%
I changed to less expensive brands / products	17%	19% 	6% 	14%	9%	12%
I used more discount offers	12%	22% 	9%	15%	12%	14%
I stopped spending in this area	18%	6% 	20%	27% 	15%	17%
Other	4%	2%	2%	2%	5%	3%

Note: August 2026 n = 162-240; Question: 'How has your spending in the following areas changed in the past 3 months?'; 'In what way did you spend less on this category?'; includes those who answered 'Decreased a lot' and 'Decreased somewhat' (1) Toys, games and clothing
Source: Eden McCallum & Dynata surveys

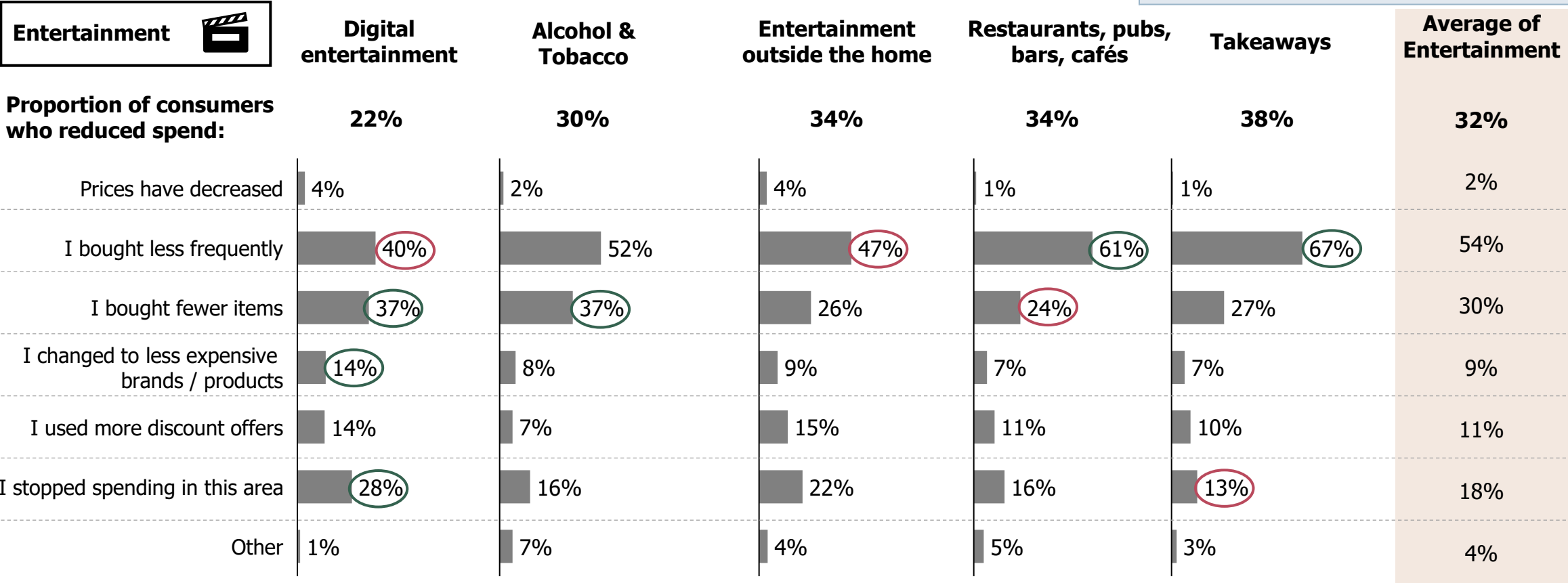
Entertainment spend was chiefly **reduced** through frequency. 28% of reducers cut all spending in Digital Entertainment, 22% in out-of-home Entertainment

WAYS IN WHICH RESPONDENTS **SPENT LESS** IN LAST 3 MONTHS, Q3 2026

KEY:

Greater than 5ppt above av.

Less than 5ppt below av.



Note: August 2026 n = 208-268 Question: 'How has your spending in the following areas changed in the past 3 months?'; 'In what way did you spend less on this category?'; includes those who answered 'Decreased a lot' and 'Decreased somewhat'.
 Source: Eden McCallum & Dynata surveys

Contents

Sentiment

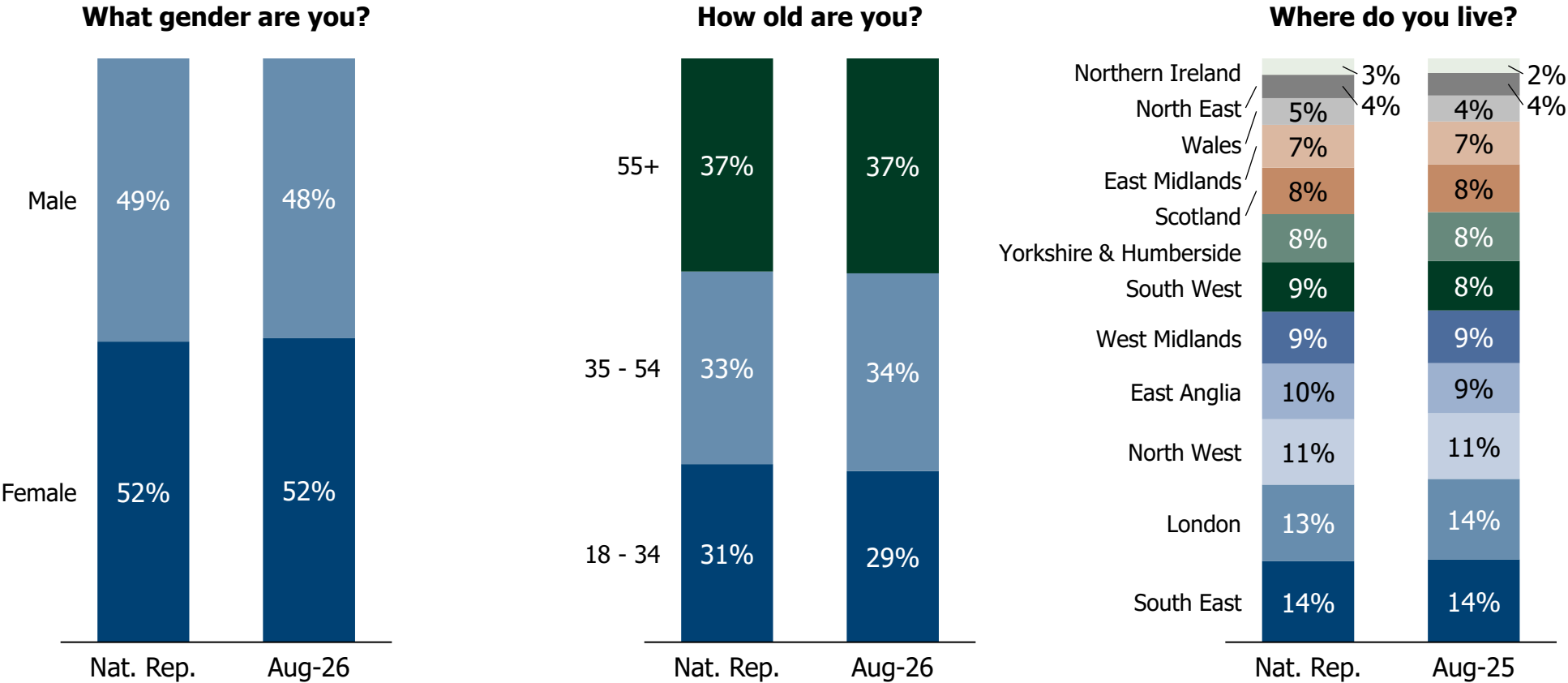
Spending

Sample details



The survey respondents are a nationally representative sample in terms of gender, age and regional distribution

DETAILS OF SAMPLE SURVEY RESPONDENTS, 2026



Note: n = 2,007 to 2016; Questions: 'What gender do you identify as?'; 'How old are you?'; 'Where do you live?'; excludes "Other" and "Prefer not to say"
Source: Eden McCallum & Dynata surveys, Eurostat