



Eden McCallum Consumer sentiment survey: United Kingdom

July 2022

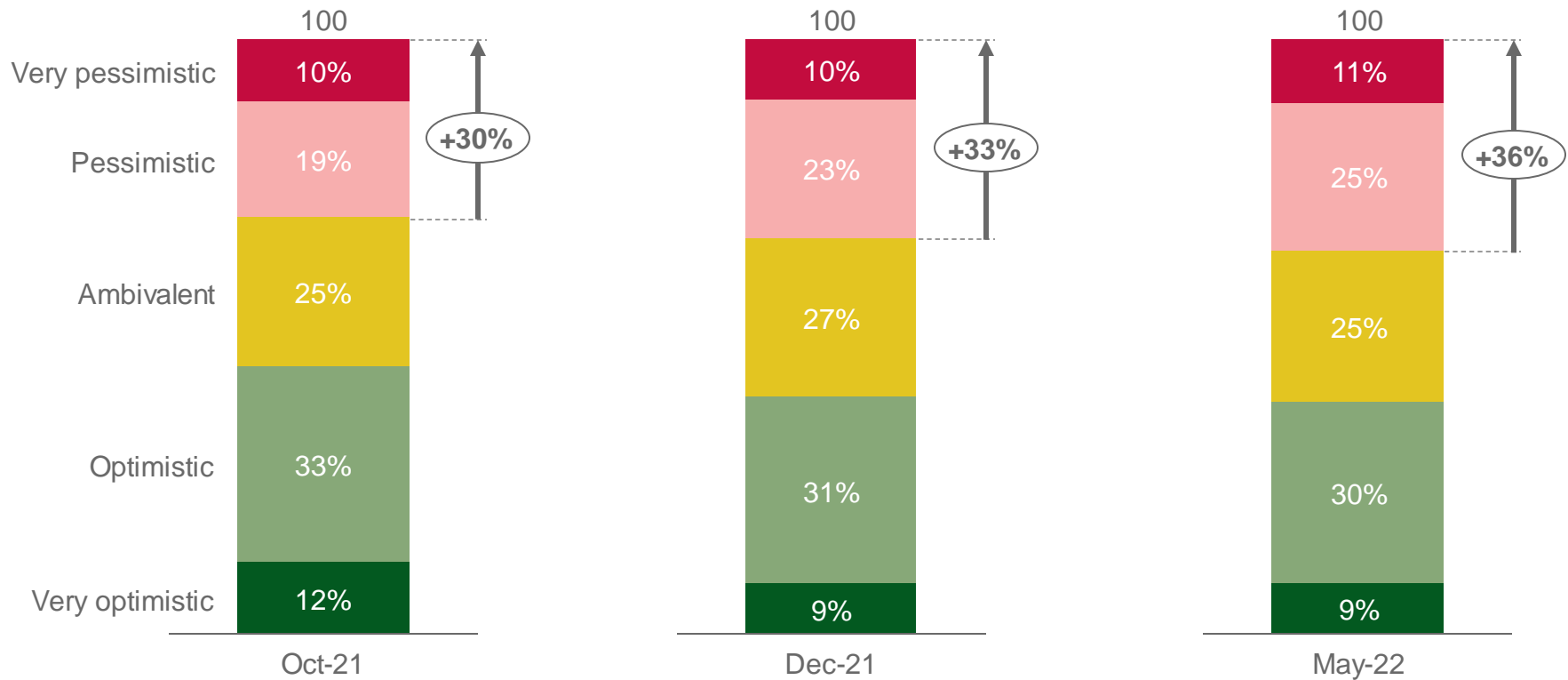
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In partnership with



Over the last 6 months, UK consumers have become increasingly pessimistic about the future

UK RESPONDENTS' VIEWS ON HOW THEY FEEL ABOUT THE FUTURE, OCTOBER 2021, DECEMBER 2021 & MAY 2022



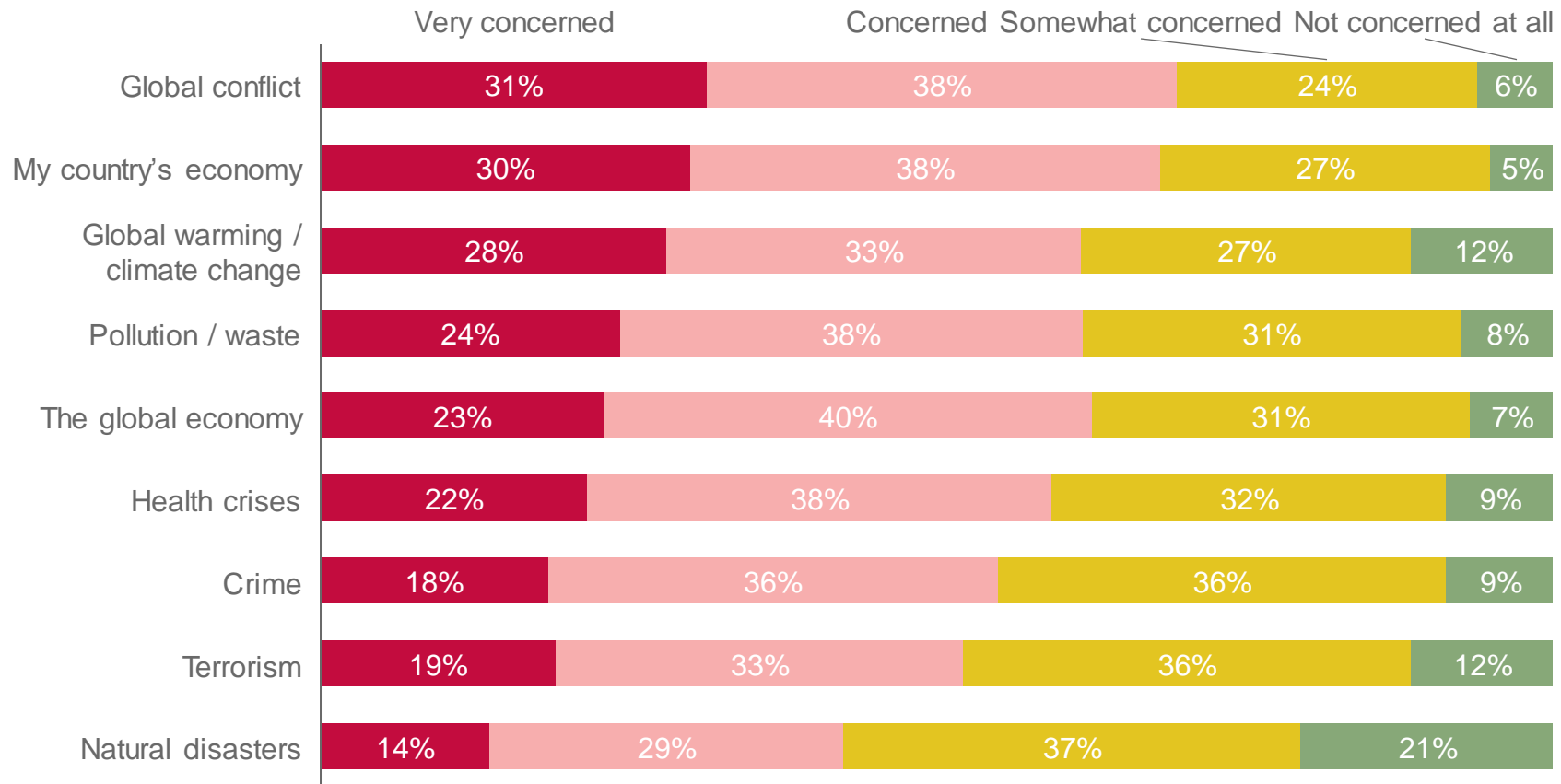
Note: October 2021 n = 1012, December 2021 n = 2050, May 2022 n = 3038, Question: 'At present, when thinking about the future, how are you feeling overall?', excludes those who answered 'I don't know / doesn't apply'; due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys

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On national / global issues, there are high levels of concern across all dimensions tested, particularly global conflict and the national economy...

UK RESPONDENTS' VIEWS ON ISSUES FACING COUNTRY AND WORLD, MAY 2022

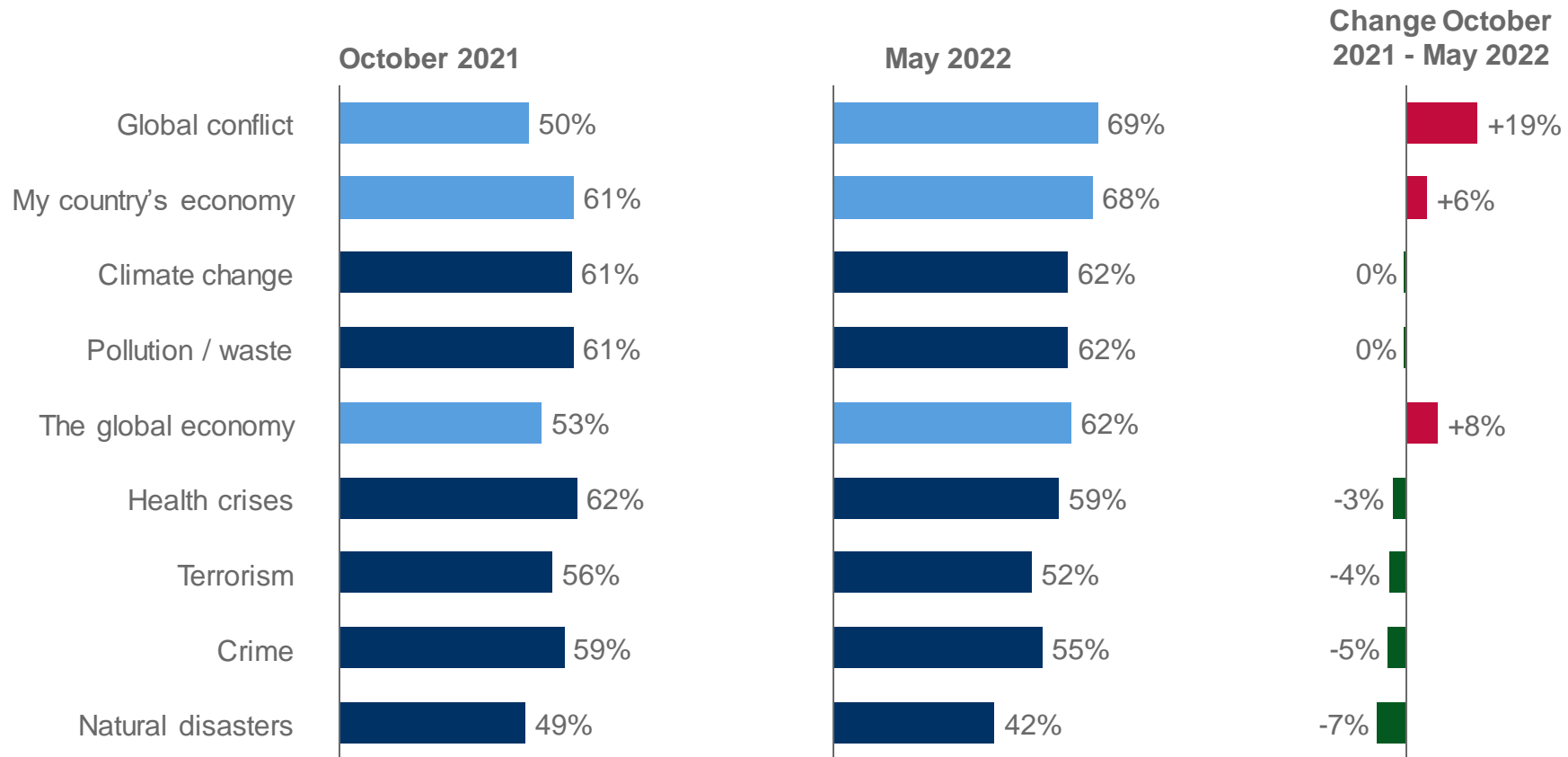


Note: May 2022 n = 2983 - 3022, Question: 'Thinking about specific issues facing your country and the world in general, how do you feel about the following?', excludes those who answered 'I don't know / doesn't apply'; due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys

...with concern about these issues, and the global economy, increasing since October 2021

SHARE OF RESPONDENTS WHO WERE CONCERNED OR VERY CONCERNED, OCTOBER 2021 & MAY 2022

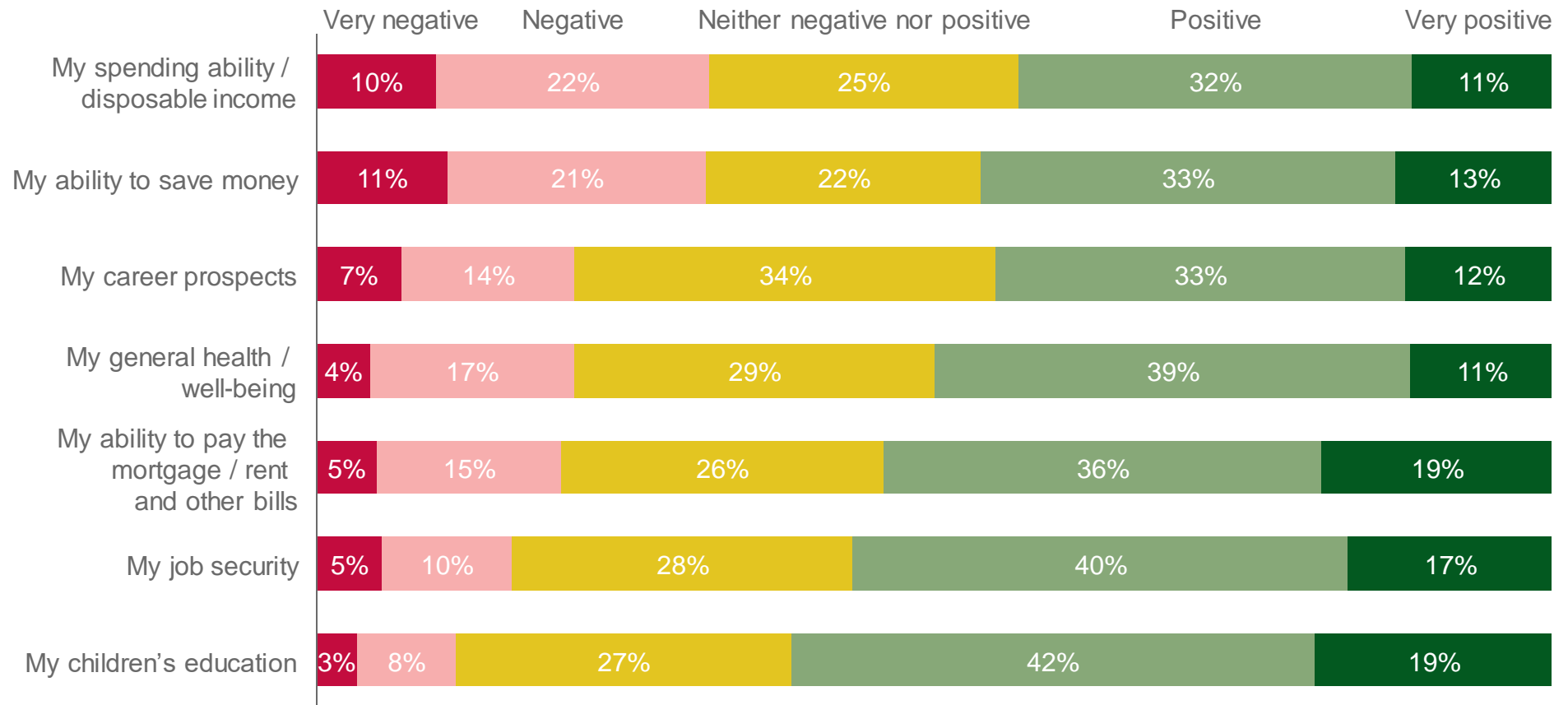


Note: October 2021 n = 994 - 1008, May 2022 n = 2983 - 3022, Question: 'Thinking about specific issues facing your country and the world in general, how do you feel about the following?', excludes those who answered 'I don't know / doesn't apply'; due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys

On a personal level, consumers are most concerned about their ability to save and spend

UK RESPONDENTS' VIEWS ON PERSONAL ISSUES FACED, MAY 2022



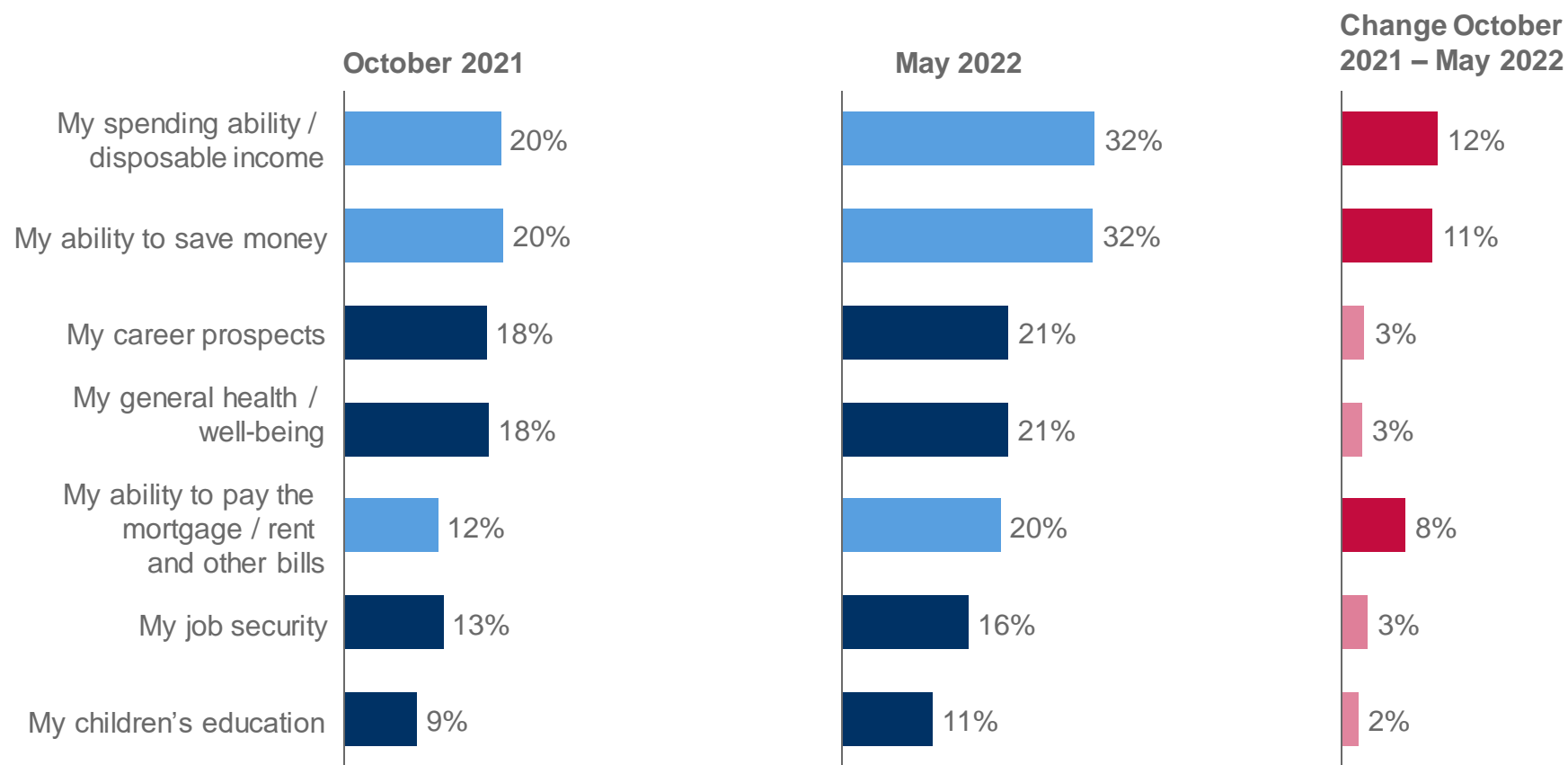
Note: May 2022 n = 1501 - 3044, Question: 'Now thinking about specific issues you are facing on a personal level, how do you feel about the following?', excludes those who answered 'I don't know / doesn't apply'; due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys

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There has been a marked increase in concerns about disposable income, savings, and the ability to pay mortgage / rent / other bills since October 2021

SHARE OF RESPONDENTS WHO WERE VERY NEGATIVE OR NEGATIVE, OCTOBER 2021 & MAY 2022



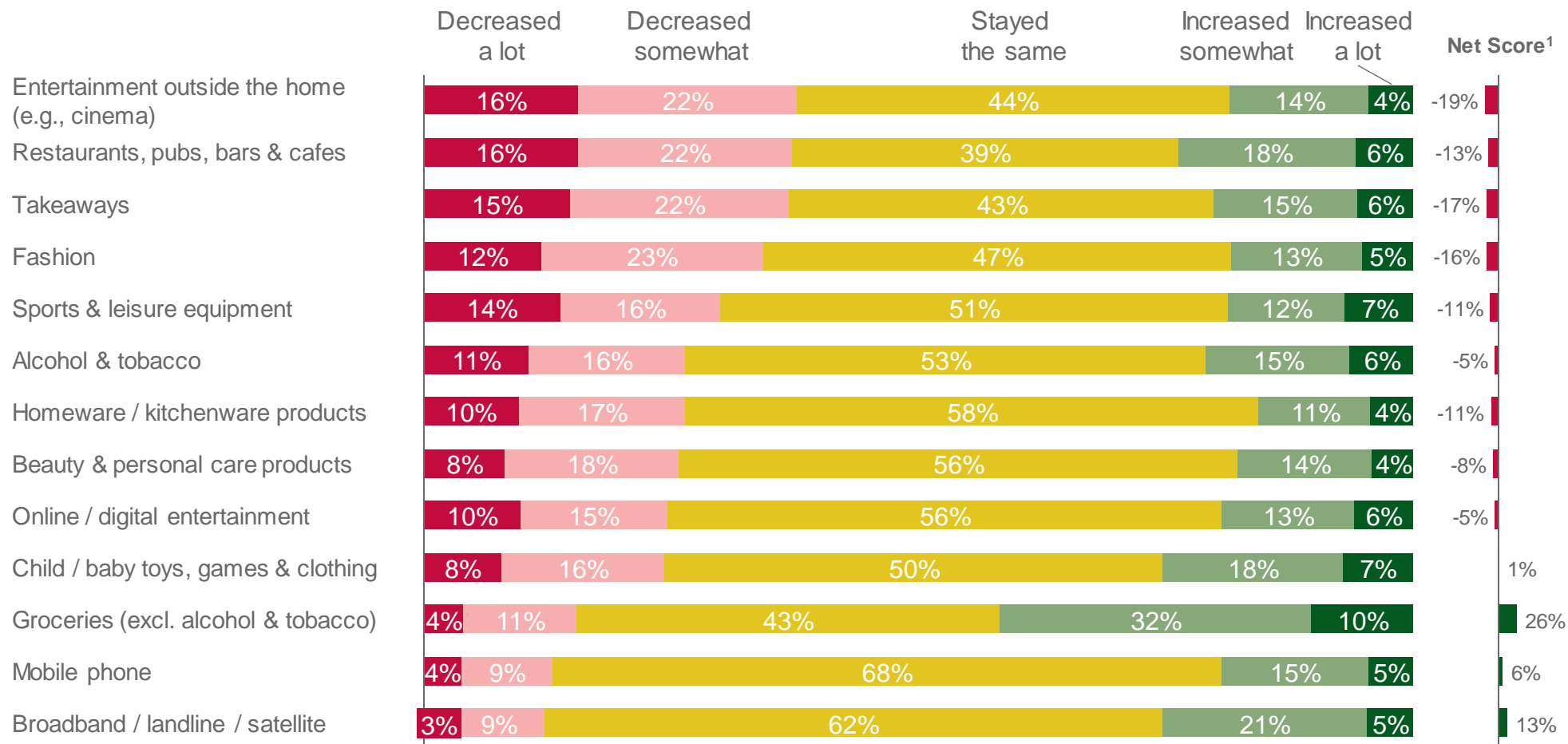
Note: October 2021 n = 521 - 1018, May 2022 n = 1501 - 3044, Question: 'Now thinking about specific issues you are facing on a personal level, how do you feel about the following?'; due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys

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Close to a third of consumers have reduced their spend on entertainment, eating out, takeaways, and fashion purchases vs. the past 3 months

UK RESPONDENTS' CHANGE IN SPENDING BY CATEGORY IN PAST 3 MONTHS, MAY 2022

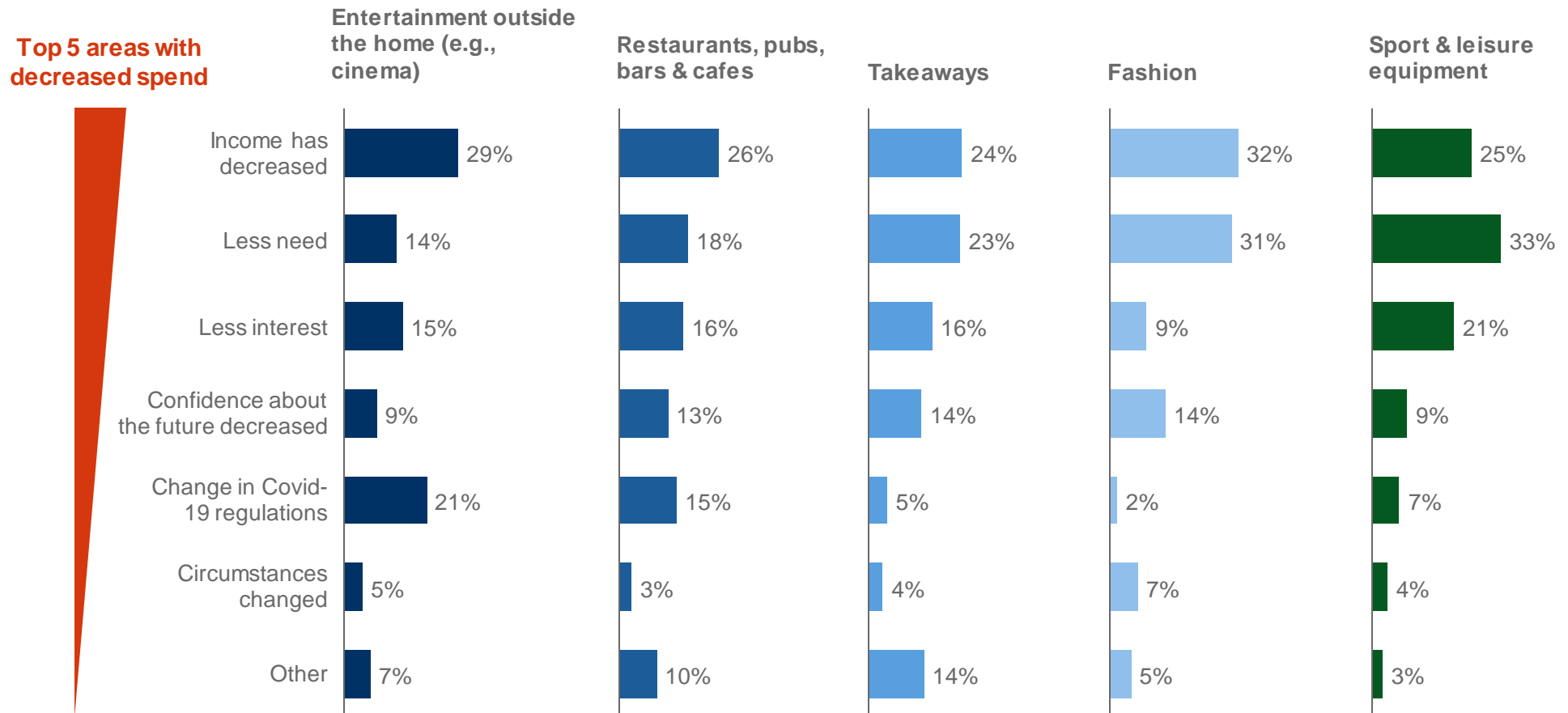


Note: May 2022 n = 1547 - 3024, Question: 'How has your spending in the following areas changed in the past 3 months?'; (1) Net Score (%) = percentage of 'Increased a lot' and 'Increased somewhat' responses minus the percentage of 'Decreased somewhat' and 'Decreased a lot' responses, excludes those who answered 'I don't know / doesn't apply'; due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys

Declining incomes and less need / interest were typical drivers for consumers reducing spending in the last 3 months

REASONS FOR DECREASE IN SPEND FOR TOP 5 CATEGORIES WITH GREATEST DECREASE IN LAST 3 MONTHS, MAY 2022



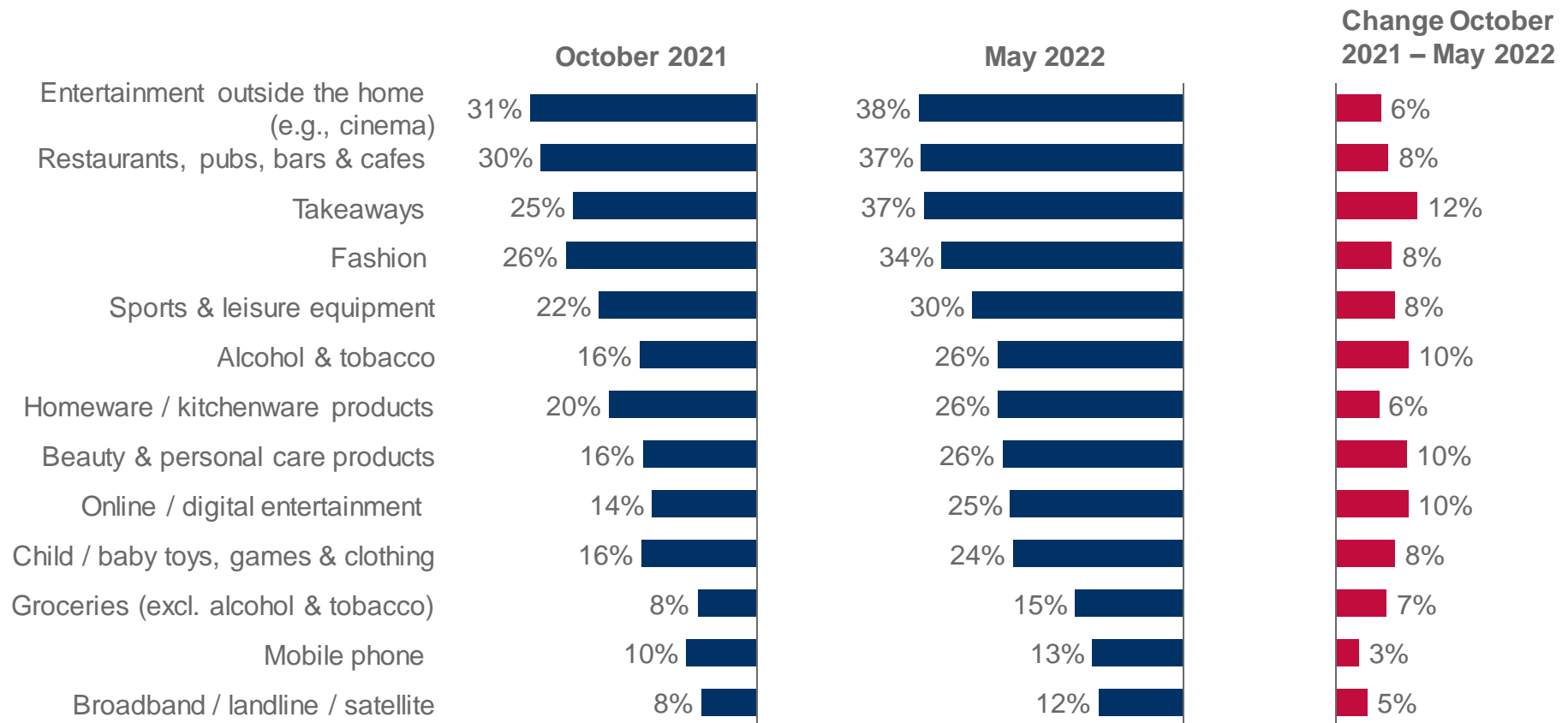
Note: May 2022 n = 81 - 188, Question: 'How has your spending in the following areas changed in the past 3 months?'; 'Why did you spend a lot less on this category?', excludes those who answered 'No specific reason', top 5 identified as those who responded 'Decreased a lot' and 'Decreased somewhat'; due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys

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This decreased spend represents a deepening of cutbacks; many consumers had already dropped their spend vs. previous 3 months in October 2021

SHARE OF RESPONDENTS WHO HAD DECREASED THEIR EXPENDITURE BY CATEGORY, OCTOBER 2021 & MAY 2022



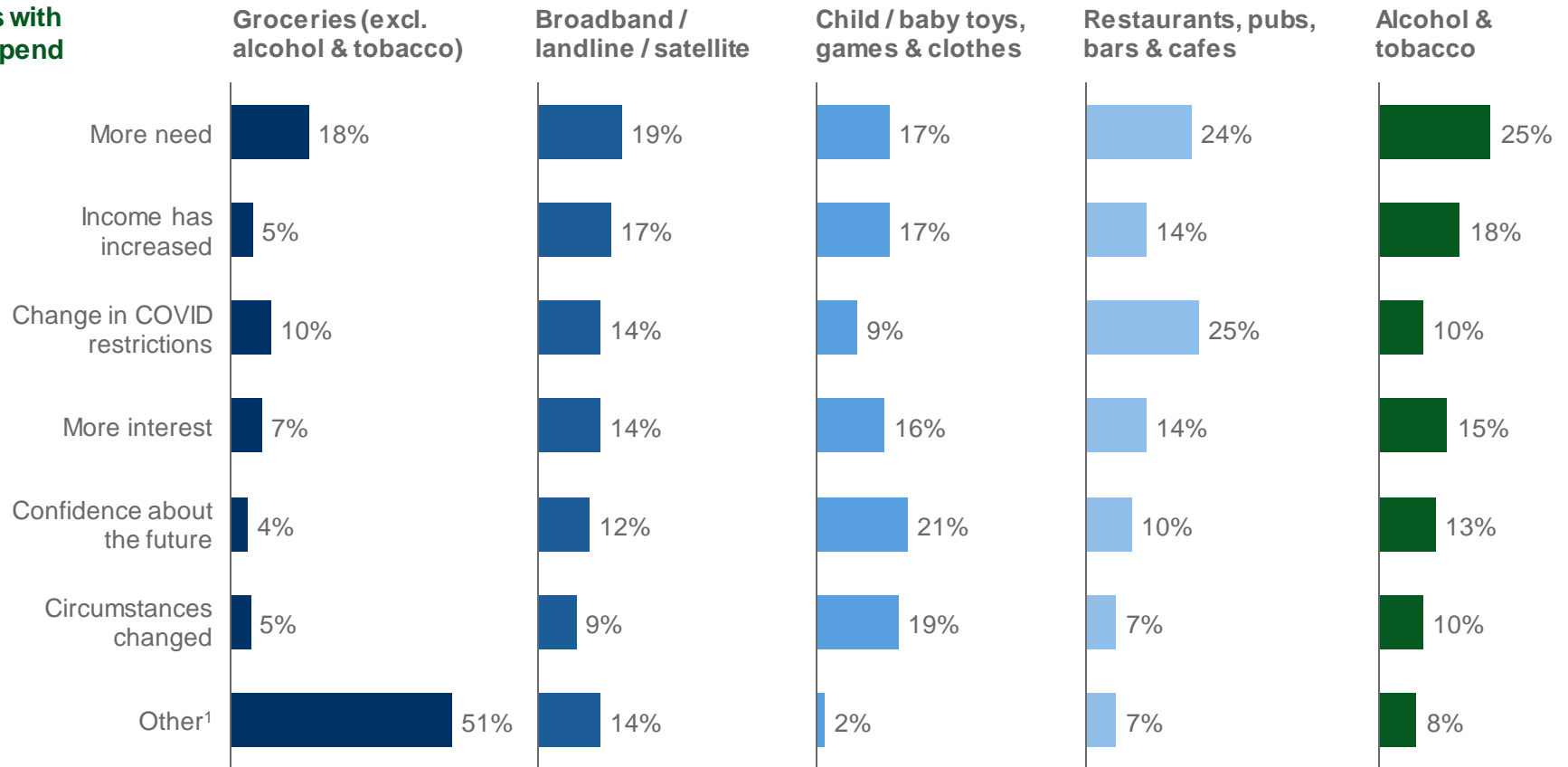
Note: October 2021 n = 579 - 1005, May 2022 n = 1547 - 3024, Question: 'How has your spending in the following areas changed in the past 3 months?', excludes those who answered 'I don't know / doesn't apply'; due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys

Typically, increased incomes and need drove rises in consumer spending, with the exception of groceries, where inflation was cited as the greatest driver

REASONS FOR INCREASE IN SPEND FOR TOP 5 CATEGORIES WITH GREATEST INCREASE IN LAST 3 MONTHS, MAY 2022

Top 5 areas with increased spend

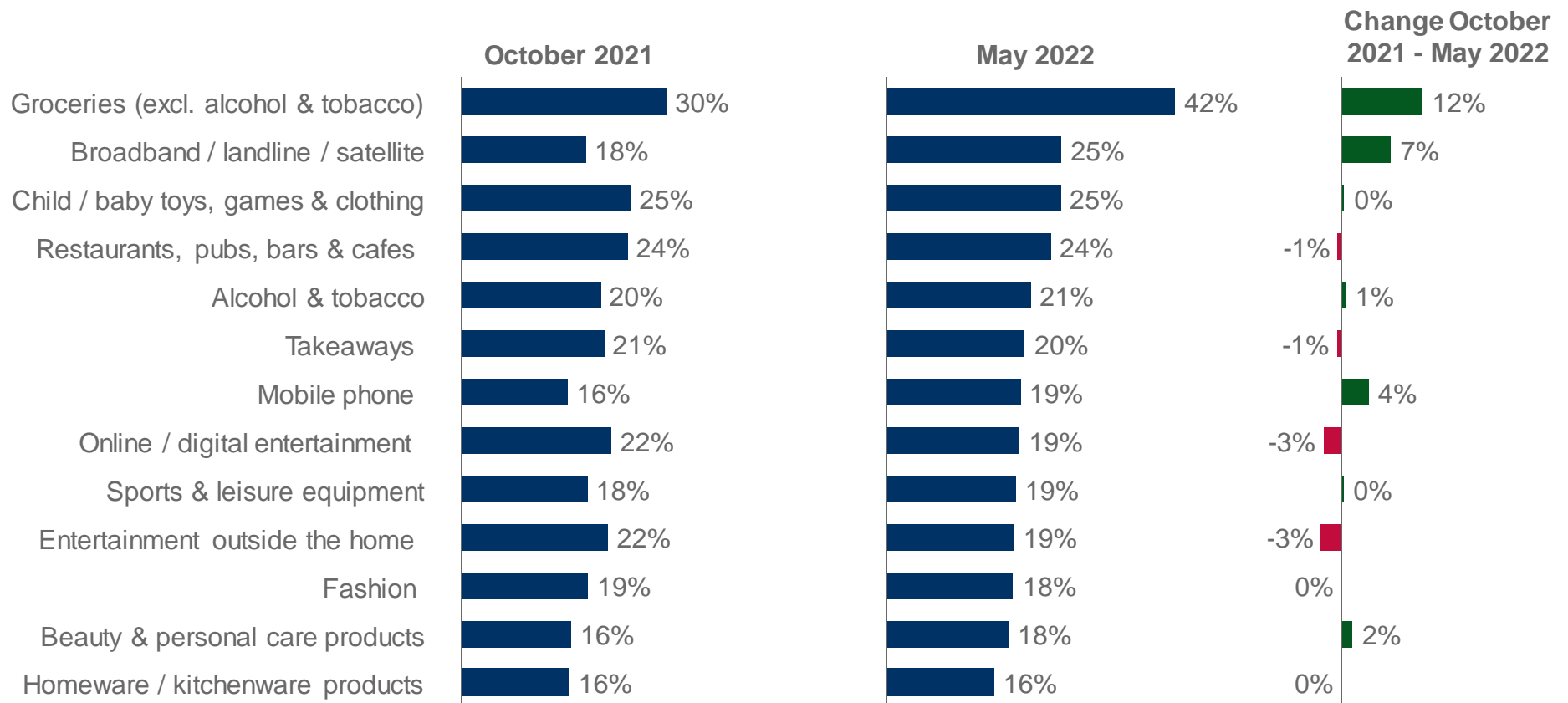


Note: May 2022 n = 81 - 188, Question: 'How has your spending in the following areas changed in the past 3 months?'; 'Why did you spend a lot more on this category?', excludes those who answered 'No specific reason', top 5 identified as those who responded 'Increased a lot' and 'Increased somewhat'. 1.) For 'Other', the majority of respondents identified rising inflation / cost of living as the driver for increased spend on groceries; due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys

The proportion of consumers increasing their spending vs. the past 3 months has stayed flat in most categories since October 2021, with the exception of Groceries and Broadband

SHARE OF RESPONDENTS WHO HAD INCREASED THEIR EXPENDITURE BY CATEGORY, OCTOBER 2021 & MAY 2022



Note: October 2021 n = 1023, May 2022 n = 3058, 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'; due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys

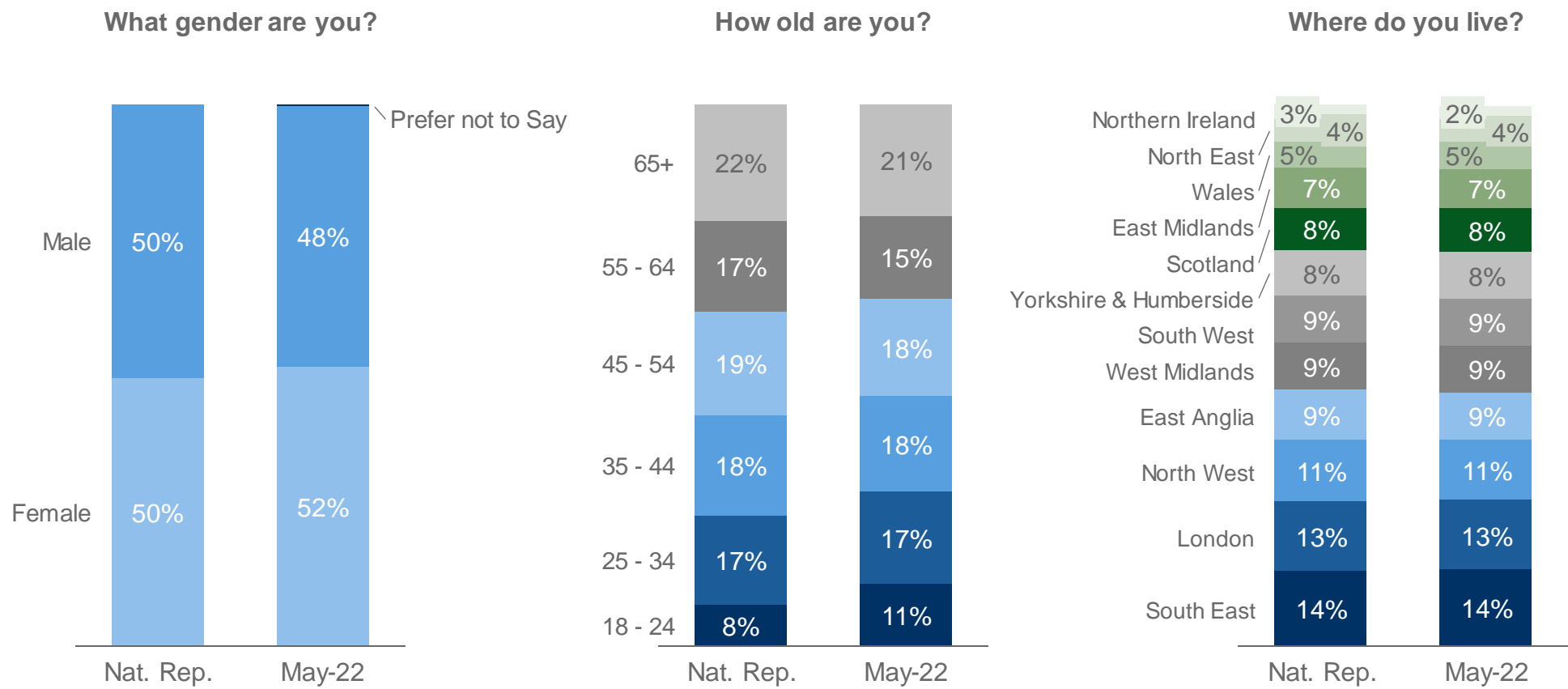
Contents



Sample demographics

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

KEY FACTS ABOUT THE UK SAMPLE



Note: Totals may not equal 100% due to rounding; n: 3028; Questions: 'What gender do you identify as?' / 'How old are you?' / 'Where do you live?'
Source: Eden McCallum & Dynata surveys