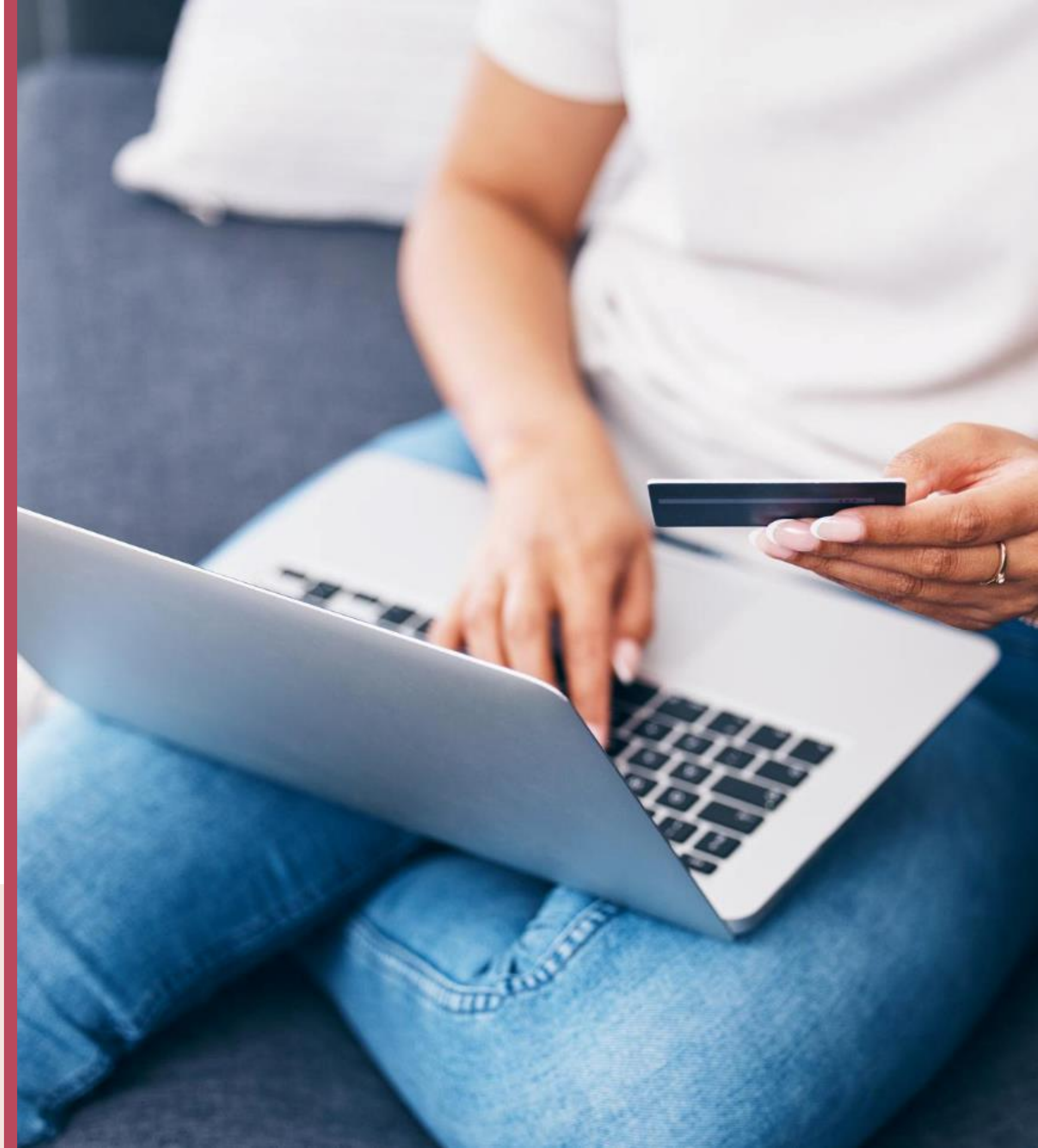
Eden McCallum Consumer Survey

Consumer Sentiment: United Kingdom

August 2023

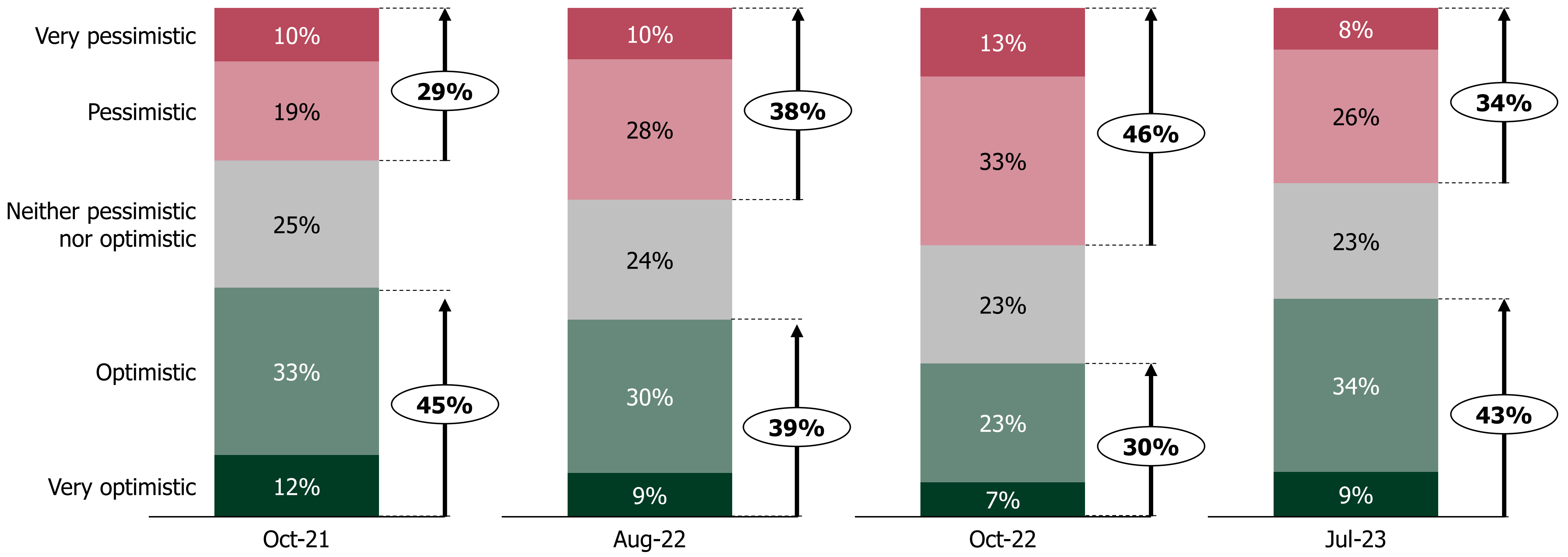


eden mccallum

Contents

43% of respondents feel optimistic about the future; levels of pessimism have dropped to 34% - lower than Oct 2022, but still higher than Oct 2021

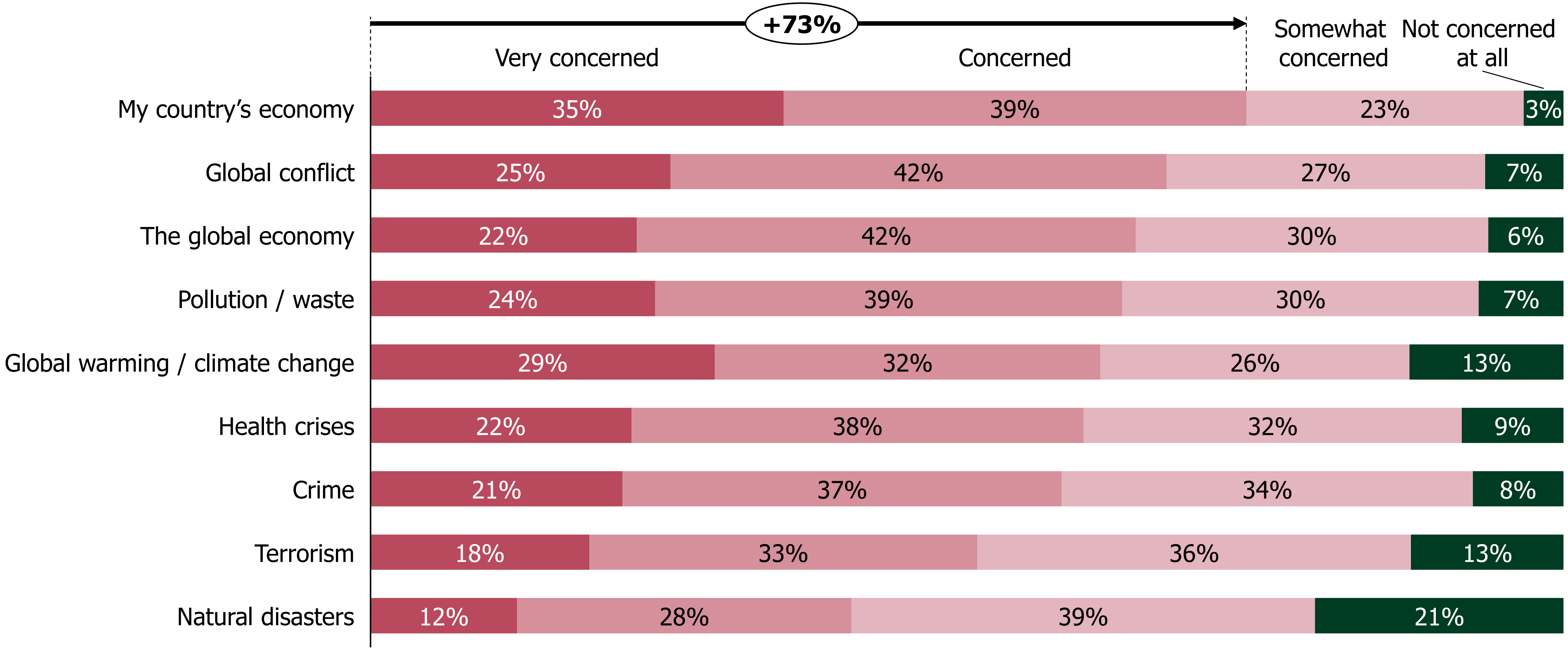
RESPONDENTS' VIEWS ON HOW THEY FEEL ABOUT THE FUTURE OVERALL, OCTOBER 2021 - JULY 2023



Note: October 2021 n = 1012, August 2022 n = 3047, October 2022 n = 3082, July 2023 n = 1571; 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 is a concern for almost 3 in 4 respondents, at least 7 ppts higher than any other issue

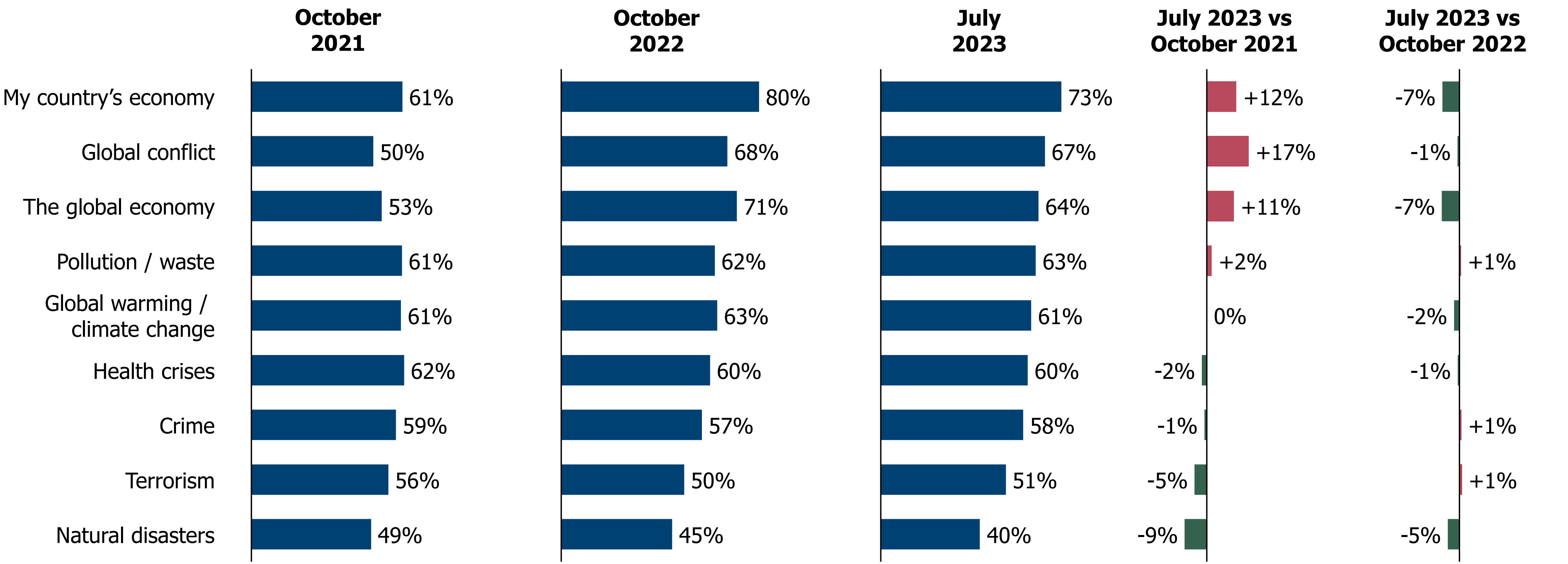
RESPONDENTS' VIEWS ON ISSUES FACING COUNTRY AND WORLD, JULY 2023



Note: July 2023 n = 1554-1567; 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

The proportion of respondents concerned about the UK and global economies has reduced by 7 ppts since Oct 2022, but remains c.10 ppts higher than Oct 2021. Concern about global conflict has increased by c.20 ppts since Oct 2021

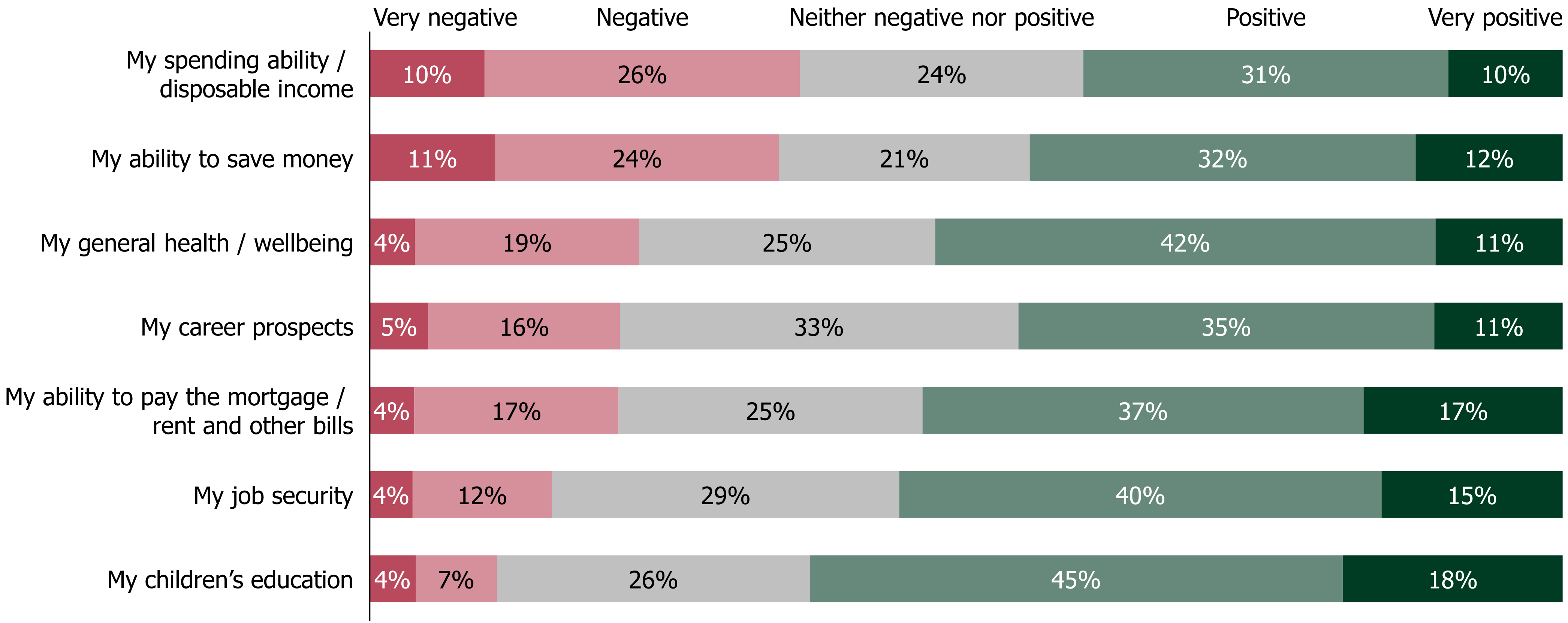
SHARE OF RESPONDENTS WHO WERE 'VERY CONCERNED' OR 'CONCERNED', OCTOBER 2021 & 2022 & JULY 2023



Note: October 2021 n = 1012, October 2022 n = 3052-3079, July 2023 n = 1554-1567; 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

Positive sentiment is high for all personal issues tested, although over a third feel 'negative' about their ability to spend and save money

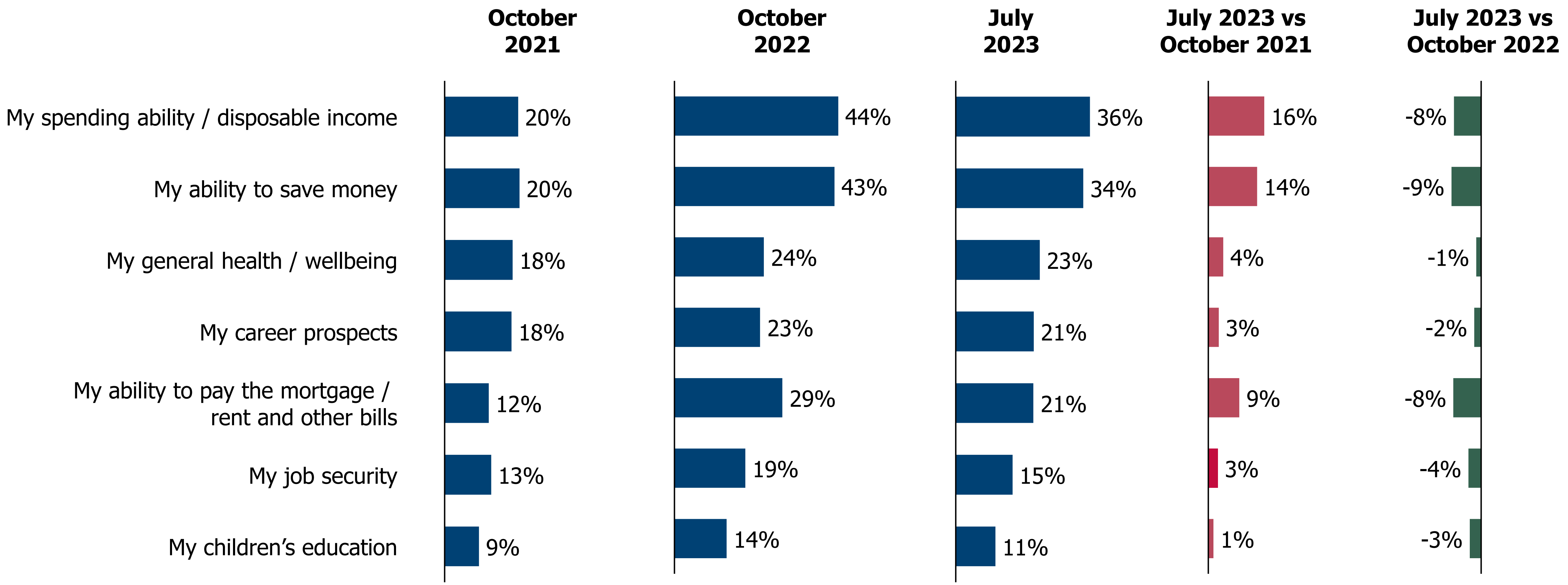
RESPONDENTS' VIEWS ON PERSONAL ISSUES FACED, JULY 2023



Note: July 2023 n = 721-1576; 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

Over a third of respondents feel ‘negative’ about their ability to spend and save – this is nearly 10 ppts lower than Oct 2022, but well above the levels of concern expressed in Oct 2021

SHARE OF RESPONDENTS WHO WERE ‘VERY NEGATIVE’ OR ‘NEGATIVE’, OCTOBER 2021 & 2022 & JULY 2023



Note: October 2021 n = 1012, October 2022 n = 1533-3088, July 2023 n = 721-1576; 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

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

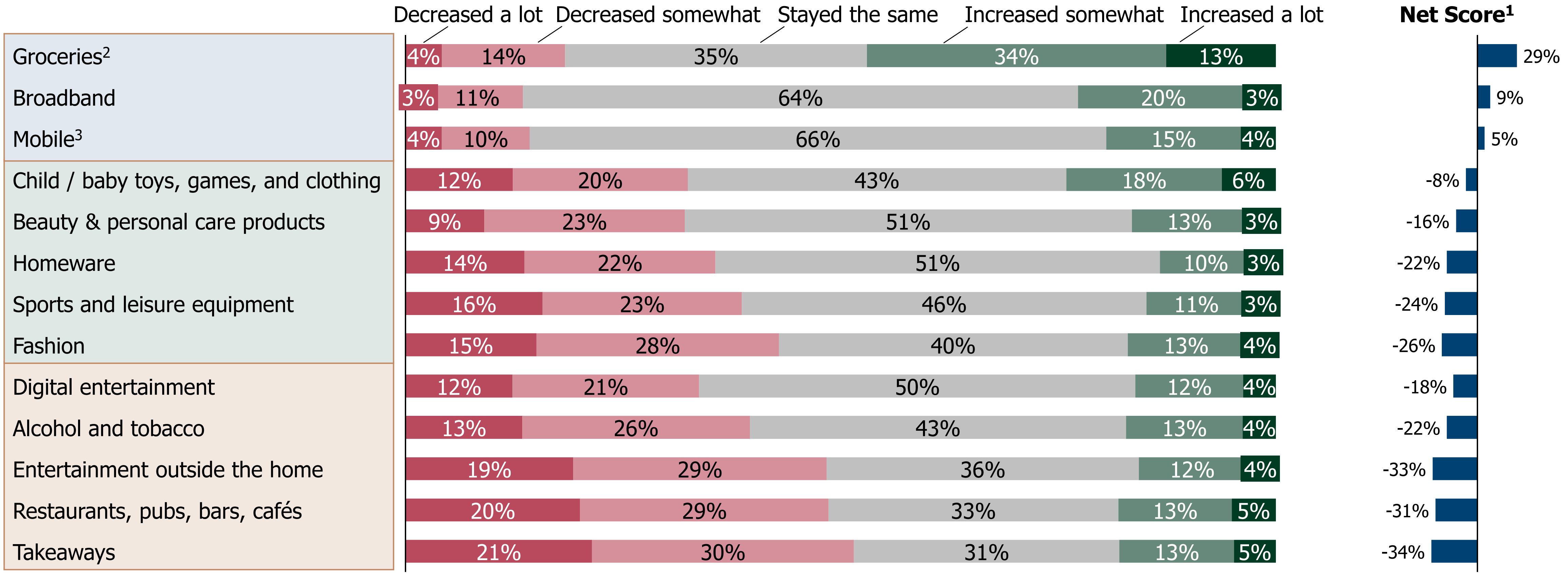
GROUPING OF SPEND CATEGORIES

Groceries[1]	ESSENTIALS
Broadband	ESSENTIALS
Mobile[2]	ESSENTIALS
Child / baby toys, games, and clothing	FASHION & HOME
Beauty and personal care products	FASHION & HOME
Homeware	FASHION & HOME
Sports and leisure equipment	FASHION & HOME
Fashion	FASHION & HOME
Digital entertainment	ENTERTAINMENT
Alcohol and tobacco	ENTERTAINMENT
Entertainment outside the home	ENTERTAINMENT
Restaurants, pubs, bars, cafés	ENTERTAINMENT
Takeaways	ENTERTAINMENT

(1) Excludes Alcohol and tobacco; (2) Includes Mobile data

In the last 3 months, 47% of respondents have increased Groceries spending; Broadband and Mobile are the only other categories with net increases

RESPONDENTS' CHANGE IN SPENDING BY CATEGORY IN PAST 3 MONTHS, JULY 2023



Note: July 2023 n = 706-1554; 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'; (2) Excludes Alcohol and tobacco, (3) Includes Mobile data. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

Almost twice as many respondents increased spending in Groceries than any other category, maintaining a trend seen since Aug 2022

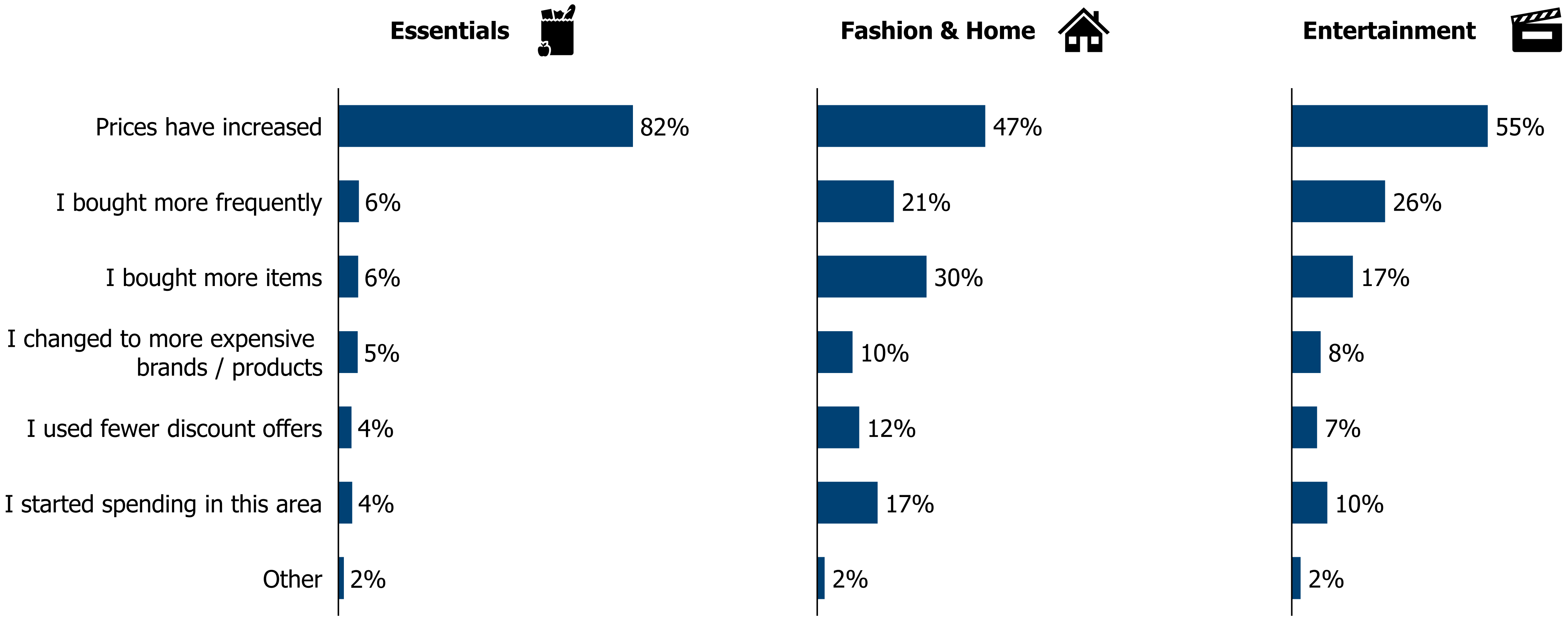
RESPONDENTS WHO HAD INCREASED THEIR SPEND BY CATEGORY, AUGUST 2022, OCTOBER 2022 & JULY 2023

	August 2022	October 2022	July 2023	July 2023 vs August 2022	July 2023 vs October 2022
Groceries[1]	41%	40%	47%	6%	7%
Broadband	20%	14%	23%	3%	9%
Mobile[2]	17%	13%	19%	3%	6%
Child / baby toys, games, and clothing	25%	21%	24%	-1%	3%
Beauty and personal care products	19%	15%	17%	-2%	2%
Homeware	15%	13%	13%	-1%	1%
Sports and leisure equipment	17%	13%	15%	-2%	2%
Fashion	17%	14%	17%	-1%	2%
Digital entertainment	18%	15%	16%	-2%	1%
Alcohol and tobacco	20%	17%	17%	-3%	0%
Entertainment outside the home	19%	14%	16%	-3%	2%
Restaurants, pubs, bars, cafés	21%	16%	18%	-3%	2%
Takeaways	19%	16%	18%	-1%	2%

Note: August 2022 n = 1545-3019, October 2022 n = 1546-3061, July 2023 n = 706-1554; 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. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

For those who increased spending, higher prices were the #1 driver across product groups

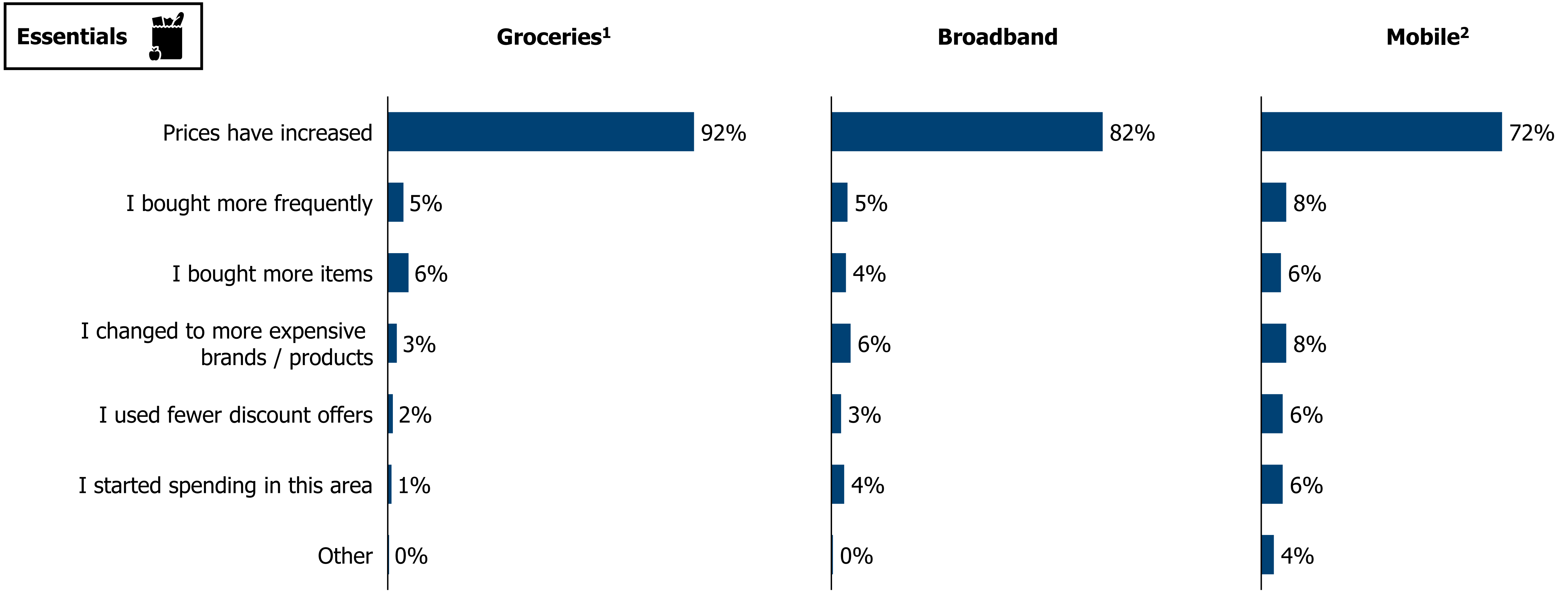
WAYS IN WHICH RESPONDENTS SPENT MORE IN LAST 3 MONTHS, AVERAGE OF CATEGORIES, JULY 2023



Note: July 2023 n = 59-254; 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'. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

Higher prices were the key driver for increasing spending on Essentials, true for 92% of the c.50% of respondents who spent more on Groceries

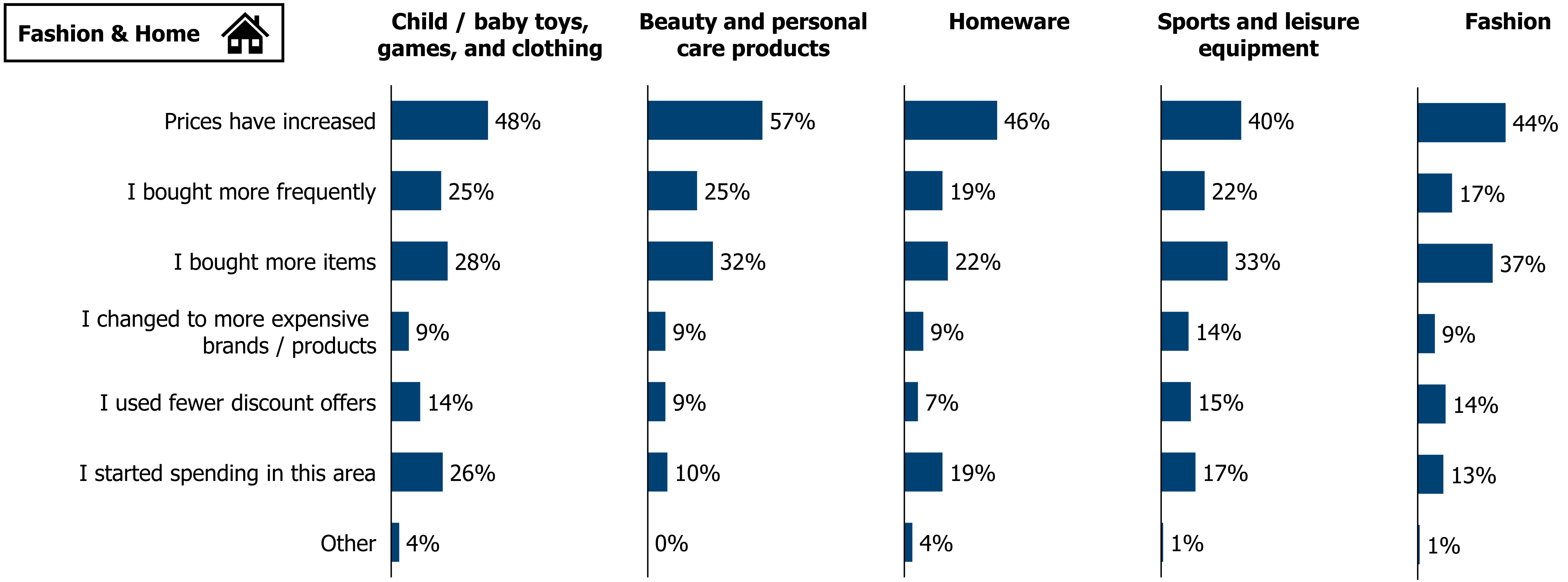
WAYS IN WHICH RESPONDENTS SPENT MORE IN LAST 3 MONTHS, JULY 2023



Note: July 2023 n = 185-254; 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

Only c.15-25% of respondents increased spend in Fashion & Home, where higher prices were the main driver, followed by buying more items

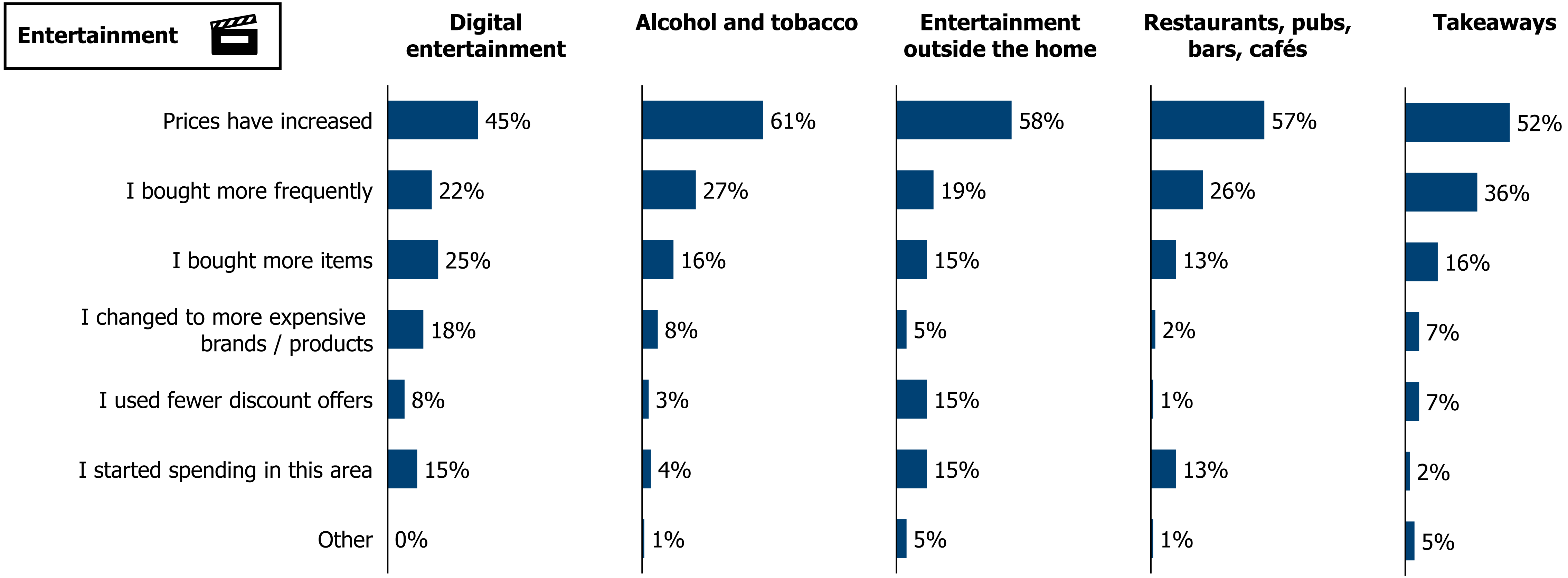
WAYS IN WHICH RESPONDENTS SPENT MORE IN LAST 3 MONTHS, JULY 2023



Note: July 2023 n = 74-125; 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'. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

For the <20% of respondents who increased spend on Entertainment categories, higher prices were the key driver, followed by more frequent purchases

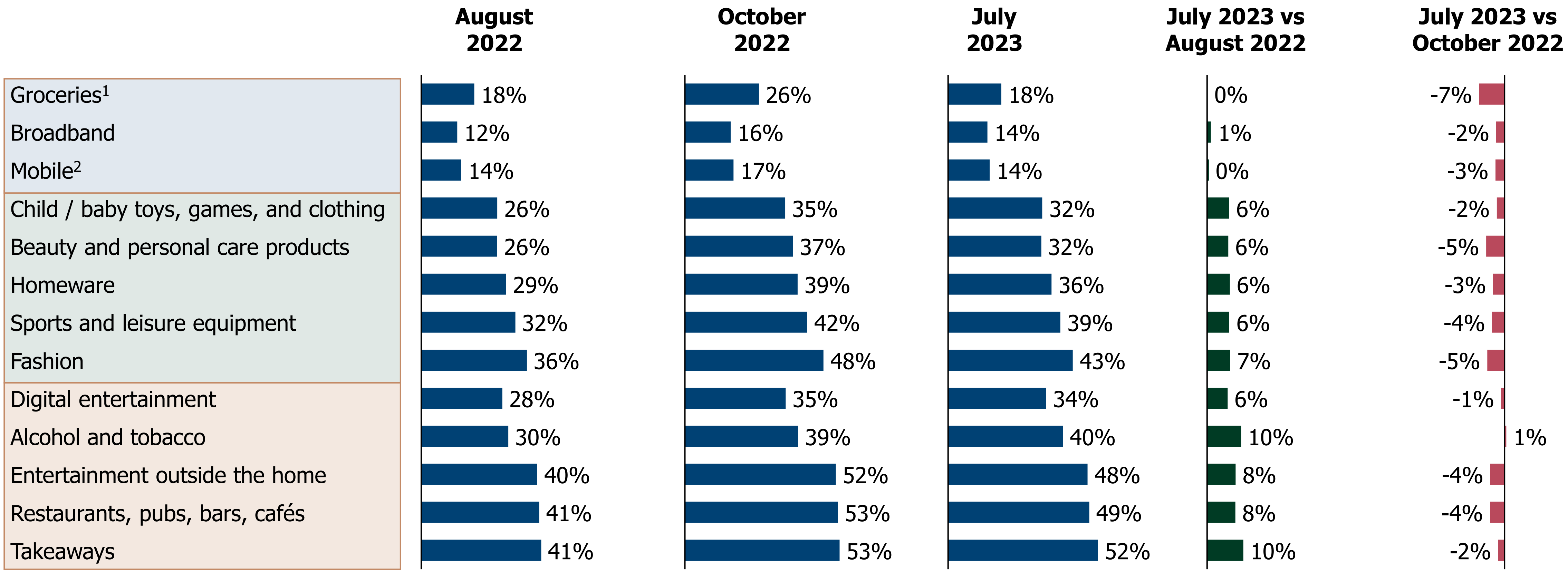
WAYS IN WHICH RESPONDENTS SPENT MORE IN LAST 3 MONTHS, JULY 2023



Note: July 2023 n = 59-95; 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'. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

The proportion decreasing spend is stable or down across all categories compared to Oct 2022, but has increased outside of Essentials since Aug 2022

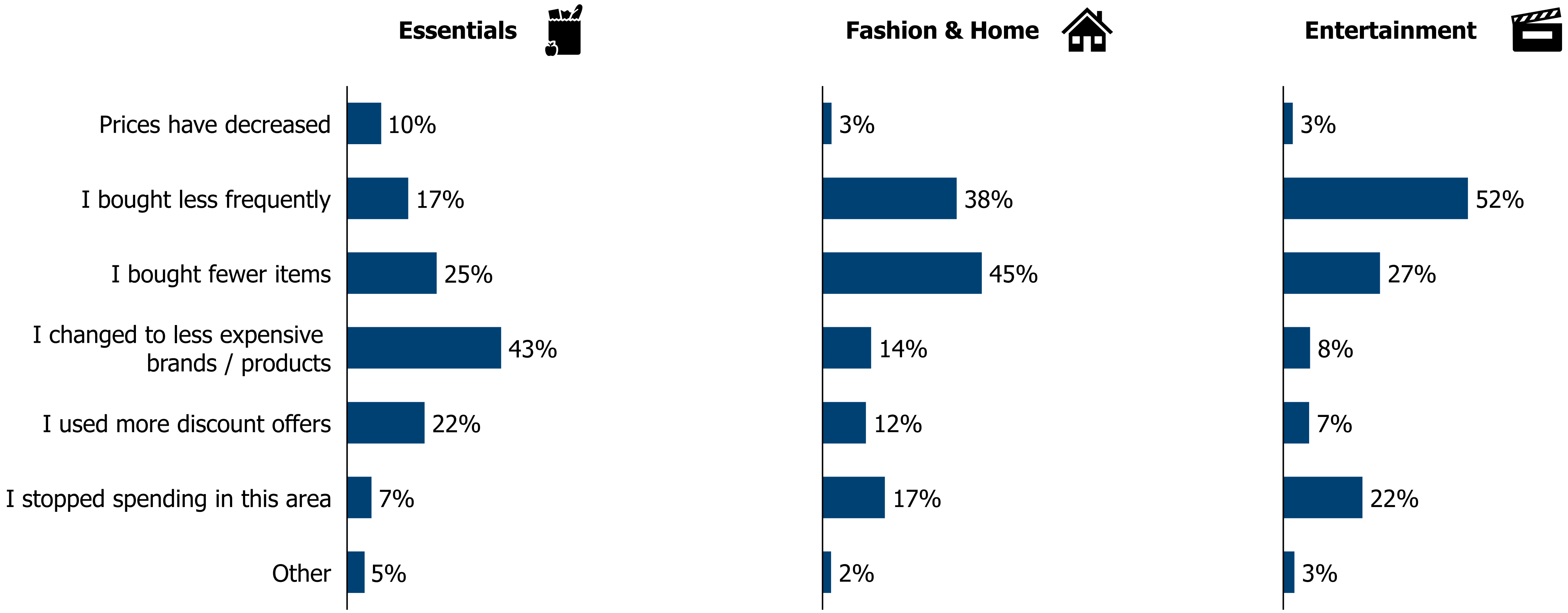
RESPONDENTS WHO HAD DECREASED THEIR EXPENDITURE, AUGUST 2022, OCTOBER 2022 & JULY 2023



Note: August 2022 n = 1545-3019, October 2022 n = 1546-3061, July 2023 n = 706-1554; 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. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

Those who reduced spend did so by buying cheaper products in Essentials, fewer items in Fashion & Home, and buying less often in Entertainment

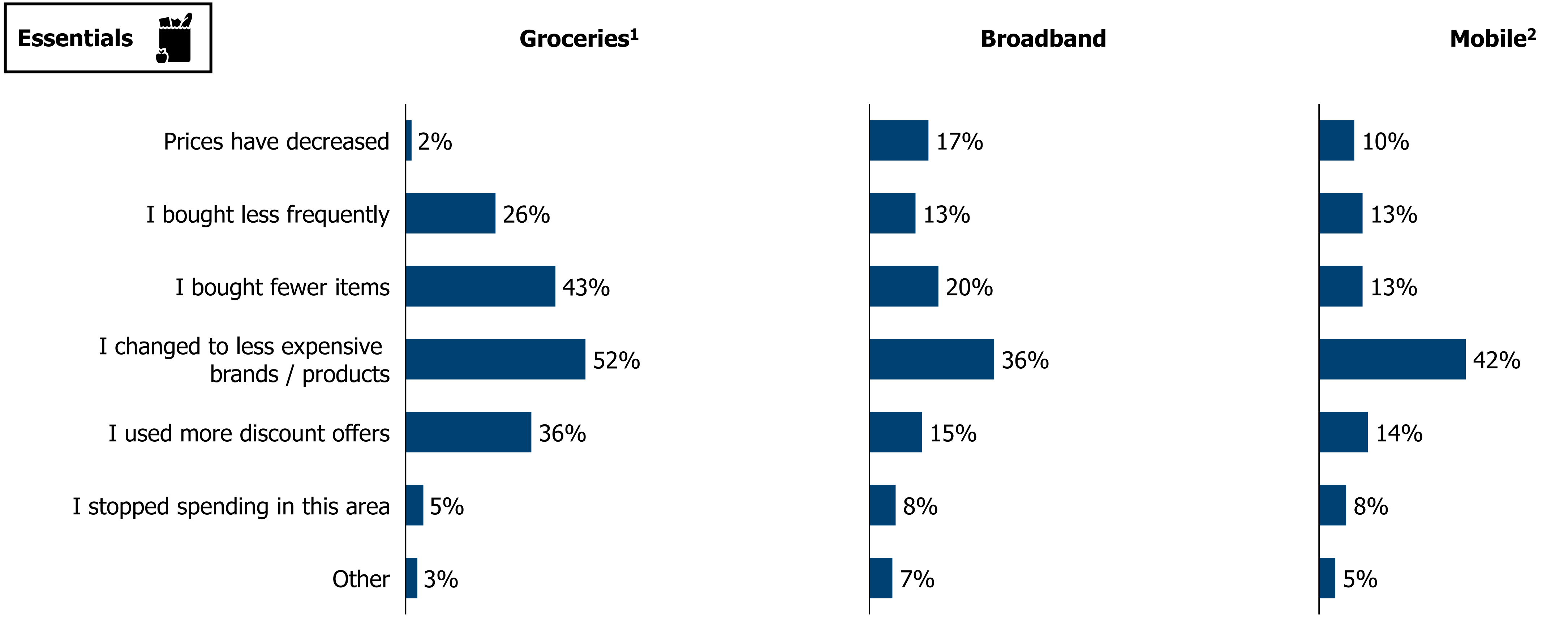
WAYS IN WHICH RESPONDENTS SPENT LESS IN LAST 3 MONTHS, AVERAGE OF CATEGORIES, JULY 2023



Note: July 2023 n = 58-252; 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'. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

For the c.15-20% who spent less on Essentials, 35-50% did so by trading down - buying fewer items and using discounts were also important for Groceries

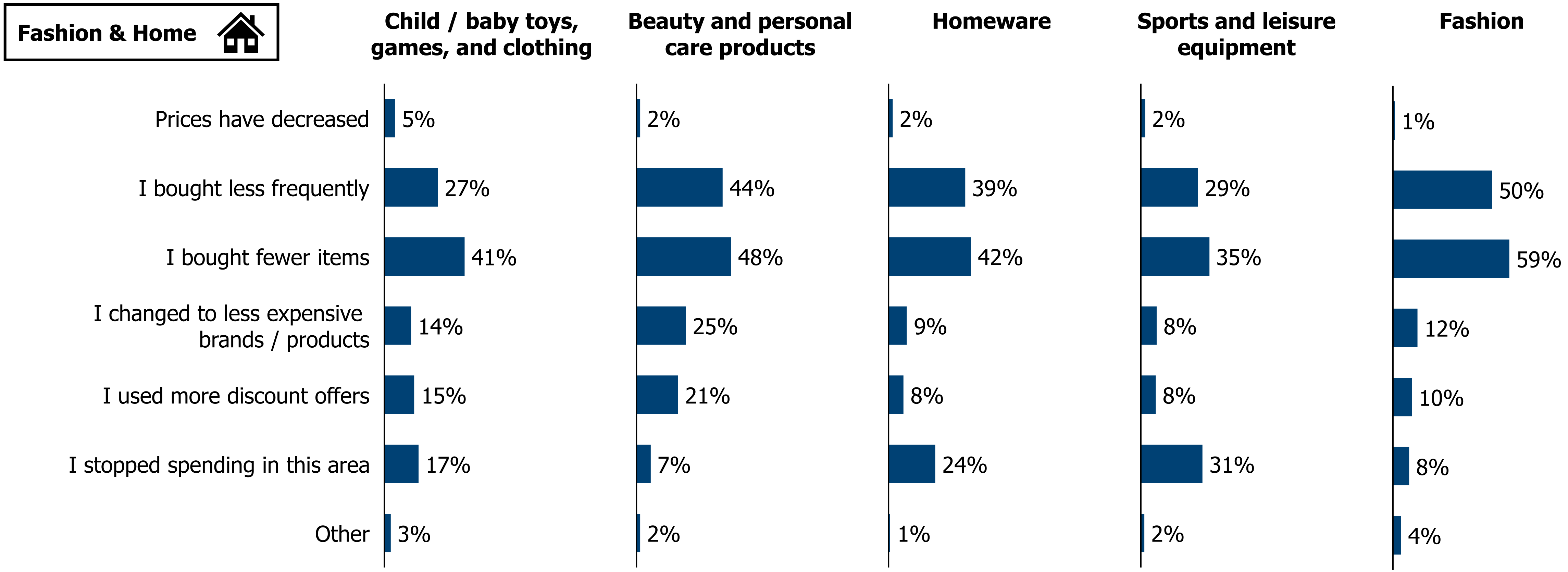
WAYS IN WHICH RESPONDENTS SPENT LESS IN LAST 3 MONTHS, JULY 2023



Note: July 2023 n = 58-128; 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

For the c.30-45% who spent less in Fashion & Home, buying fewer items or shopping less frequently were key drivers; 1 in 3 stopped spending altogether on Sports & Leisure equipment

WAYS IN WHICH RESPONDENTS SPENT LESS IN LAST 3 MONTHS, JULY 2023



Note: July 2023 n = 185-238; 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'. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

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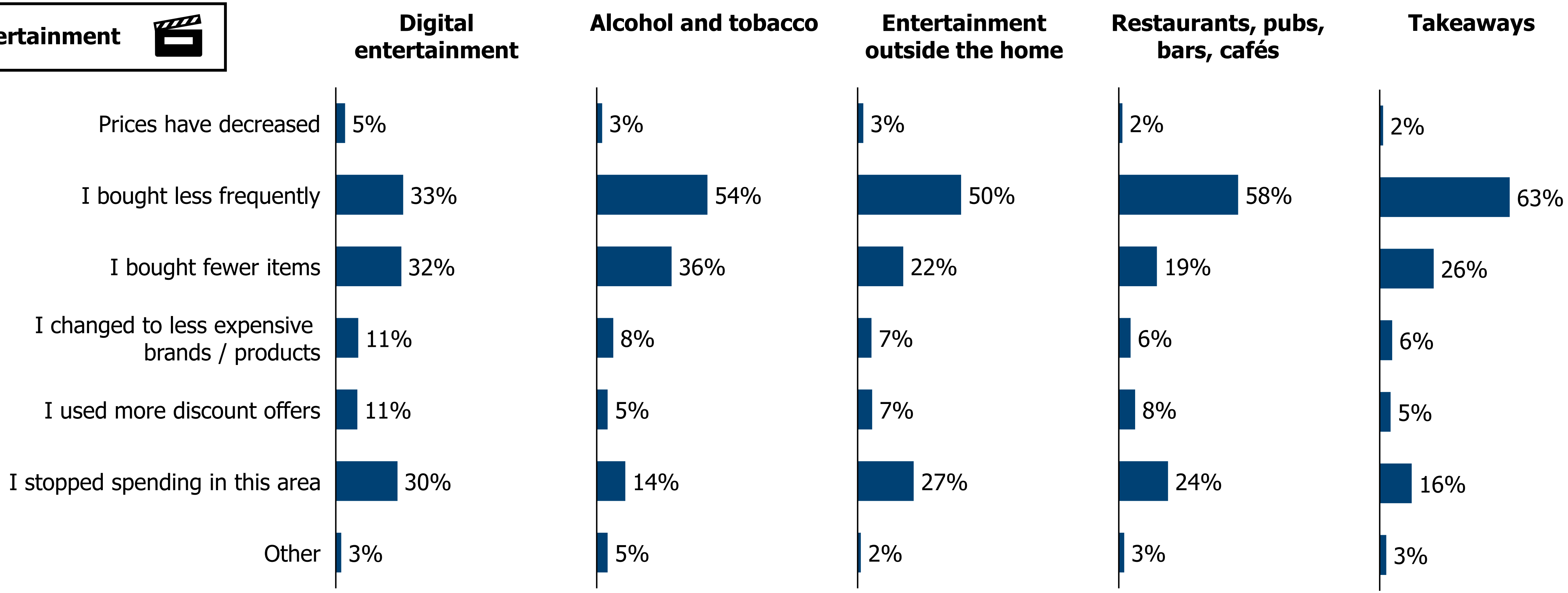
For the c.35-50% spending less on Entertainment, buying less frequently, buying fewer items and stopping spend altogether were key drivers

WAYS IN WHICH RESPONDENTS SPENT LESS IN LAST 3 MONTHS, JULY 2023

Entertainment

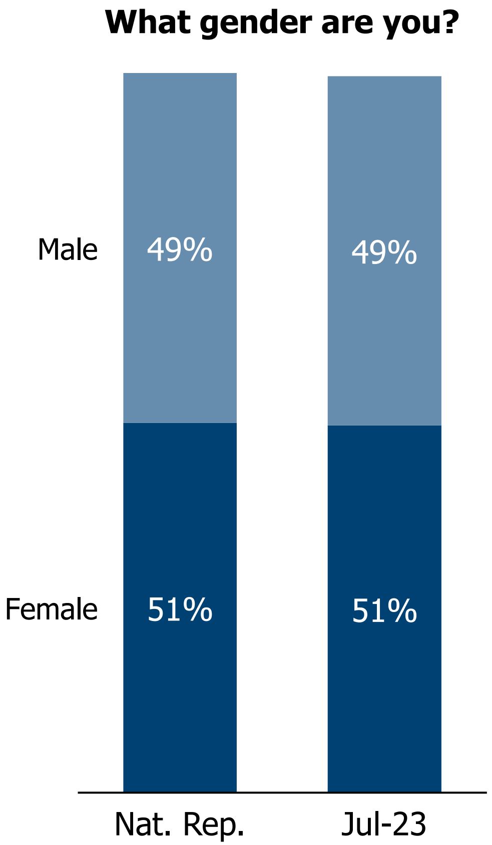


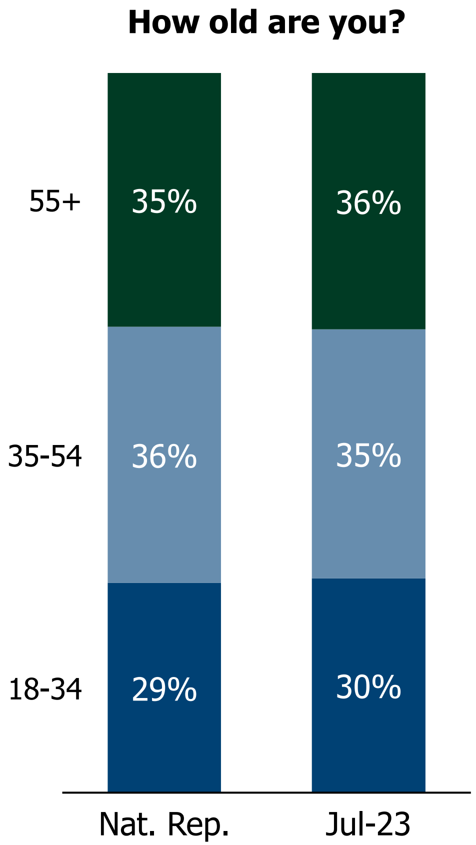
Note: July 2023 n = 219-252; Question: *'How has your spending in the following areas changed in the past 3 months?'; 'In what way did you spend less on this category?'*, includes those who answered 'Decreased a lot' and 'Decreased somewhat'. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

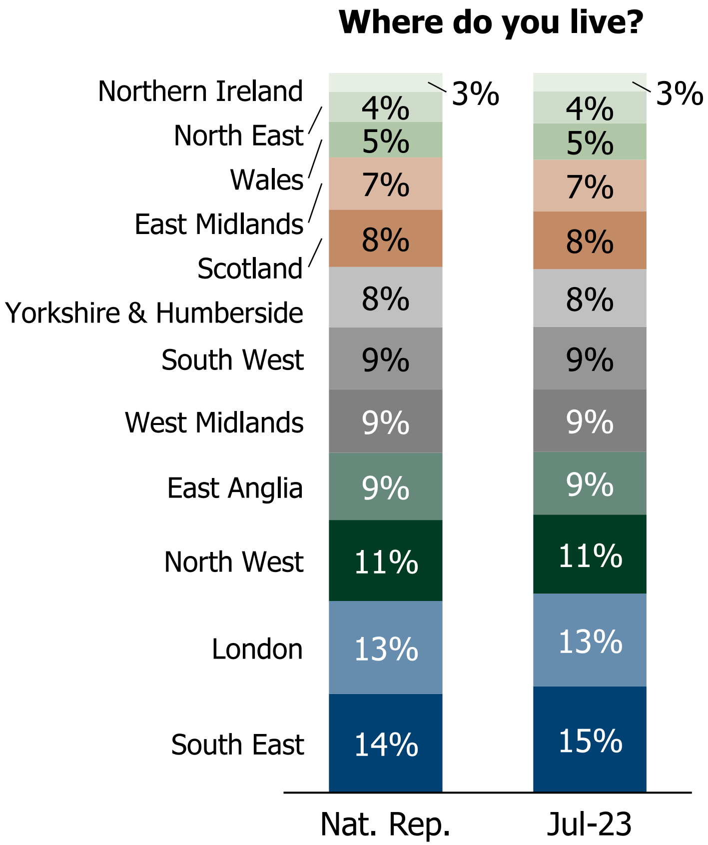
Contents

Survey sample information

KEY FACTS ABOUT THE UK SAMPLE







Note: Totals may not equal 100% due to rounding; n = 1562-1579; Questions: *'What gender do you identify as?' / 'How old are you?' / 'Where do you live?'*, excludes respondents who answered 'Other' and 'Prefer not to say'
Source: Eden McCallum & Dynata surveys, National Statistics Office