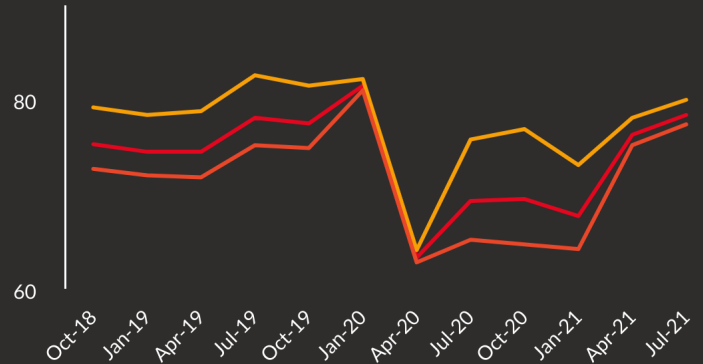


# AFTER A TOUGH YEAR, UK CONSUMER SENTIMENT CLIMBS BACK

Every 3 months we ask our consumer panel 5 questions to understand how people are feeling, creating 3 important indicators for the UK consumer landscape:

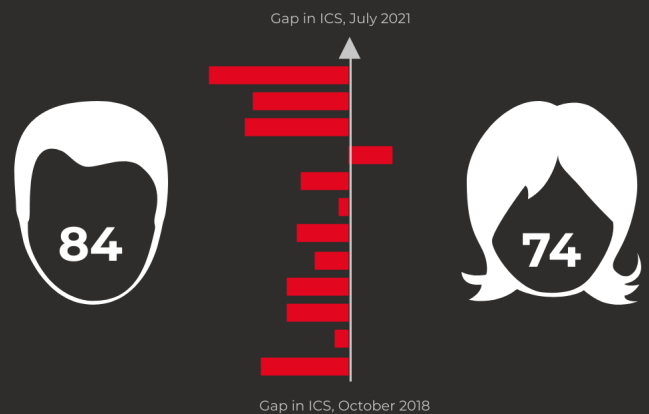
- **The Index of Consumer Sentiment (ICS)** measures overall confidence
- **The Index of Current Economic Conditions (ICC)** measures how they feel right now
- **The Index of Consumer Expectations (ICE)** measures how they feel about the future



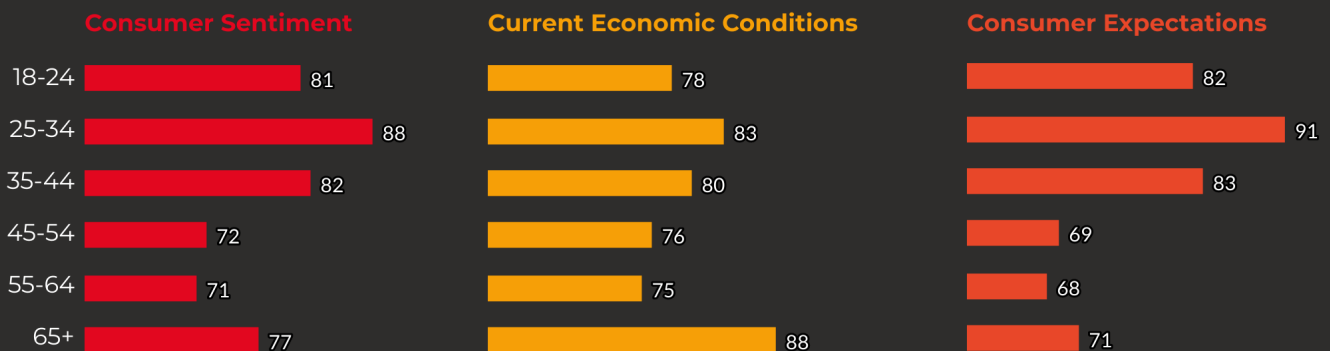
There's a 9 point spread across UK regions. Consumers in **England (79.6)** are much more confident than those in **Wales (70.2)**.



Men rate their confidence **10 points** higher than women, and this gap seems to be **growing bigger**.



And there are some big differences by age as well:



Older people are more likely to feel positive about **current economic conditions**, but less confident **about the future**.