UK – Finance Research & Comparison
Consumer confidence is falling

Consumer Confidence Index (Base=100)

Referendum
Base rate decrease
Base rate increase
Base rate increase
Base rate decrease

OECD Jan-16 to Mar-20, UK
Research & Comparison

• Falling consumer confidence

• Causing consumers to be more careful & calculated when shopping

• Consumers are researching and making comparisons to find the best products at the best price
Searches containing ‘compare’ and ‘best’

Consumers are increasingly shopping around but getting the best is also a priority
Considerations

- Increased focus on comparing financial products in the last month
- Searches for the ‘best’ products may not necessarily reflect price sensitivity
- Consider adjusting ad copy to reflect changing consumer sentiments