This report looks at the following areas:

Key Findings:
- Current Financial Situation
- Changes in Financial Situation
- Financial Confidence
- Planned Financial and Spending Activity
- Consumers’ Response to the EU Referendum Result

“Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures.”


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