



Confidence in UK Economy Roaring as British Rebound from Pandemic

Six in ten (61%) Say Economy Moving in Right Direction—up 5 points from last month, up a whopping 18 points in two months

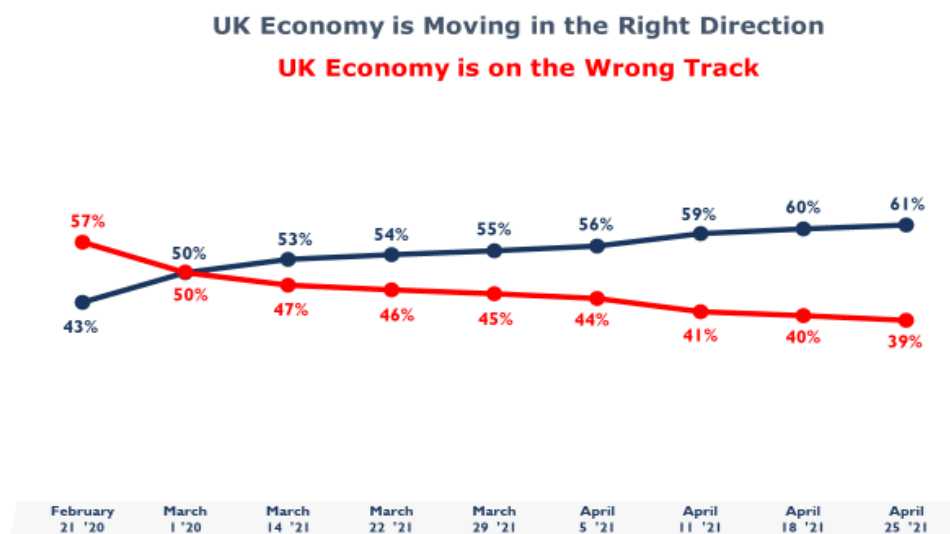
April 30, 2021 – A survey released today by Maru Public Opinion indicates that six in ten (61%) British citizen-consumers say the UK economy is moving in the right direction—up 5 points (56%) from last month at this time and up a whopping 18 points (43%) from the results exactly two months ago in February 2021.

And the momentum has also been felt by one in six (17%) residents who say their personal financial position has improved since last month, and up four points (13%) since exactly two months ago in February.

In short, with the uptake in vaccination rates since early March, confidence in the British economy and the prospects of improved financial conditions are roaring ahead.

Detailed Findings

What British citizen-consumers think of how the state of the UK economy is going: net momentum is +2 over last month (+22 now versus +20 then)

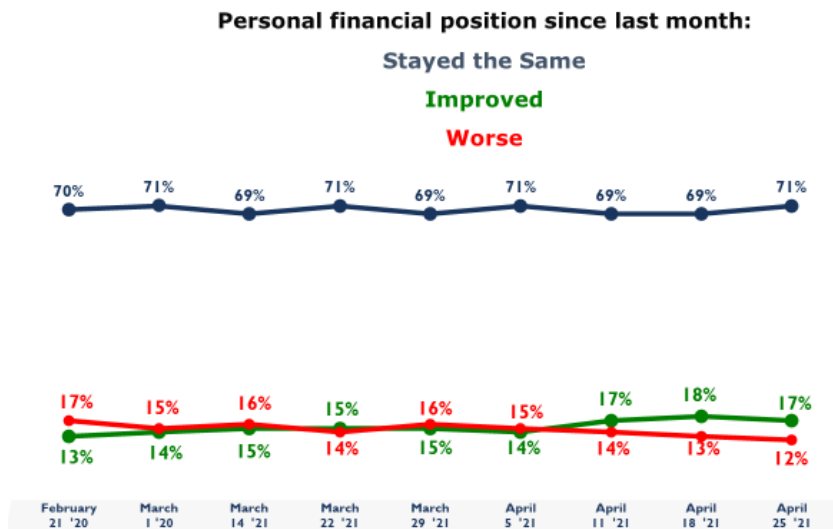


N=1506 Thinking of the state of the economy, would you say it is moving in the right direction or is on the wrong track?

Now: April 23-25, 2021—the Economy is ***Moving in the Right Direction 61%*** versus the Economy is ***on the Wrong Track 39%***—for a net of **+22**

Then: March 26-29, 2021—the Economy is ***Moving in the Right Direction 55%*** versus the Economy is ***on the Wrong Track 45%***—for a net of **+20**

The British and how they feel about their personal financial position since last month: net momentum is **up over last month (+5 now versus -1 then)**



N=1506 Specifically focused on your financial position, would you say it has improved, stayed the same, or become worse since last month?

Now: April 23-25, 2021—Personal Financial Position has **Improved 17%** versus **Worsened 12%** or **Stayed the Same 71%** —for a **net of +5**

Then: March 26-29, 2021—Personal Financial Position has **Improved 15%** versus **Worsened 16%** or **Stayed the Same 69%**—for a **net of -1**

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Methodology

These are the findings of a Maru Public Opinion survey undertaken between April 23 and 25 2021 by its panel and data services provider Maru/Blue of 1022 randomly selected adults in the United Kingdom who are members of its Maru Voice UK online panel. A sample this size has an estimated margin of error (which measures sampling variability) is +/- 3.1, 19 times out of 20. The results have been weighted by education, age, gender, and region to match the US population according to census data which ensures the sample is representative of the entire adult population. Discrepancies in or between totals when compared to the data tables are due to rounding. Maru/Blue <https://www.marugroup.net/maru-blue> is rooted in the Maru/HUB technology platform and offers on-demand, high quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion posts its polling releases, accompanying data tables, and a description of its services at <https://www.marugroup.net/polling>. Maru Public Opinion does not do any work for any political party.



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