

# READ THE ROOM

## BUSINESS DECISION MAKERS

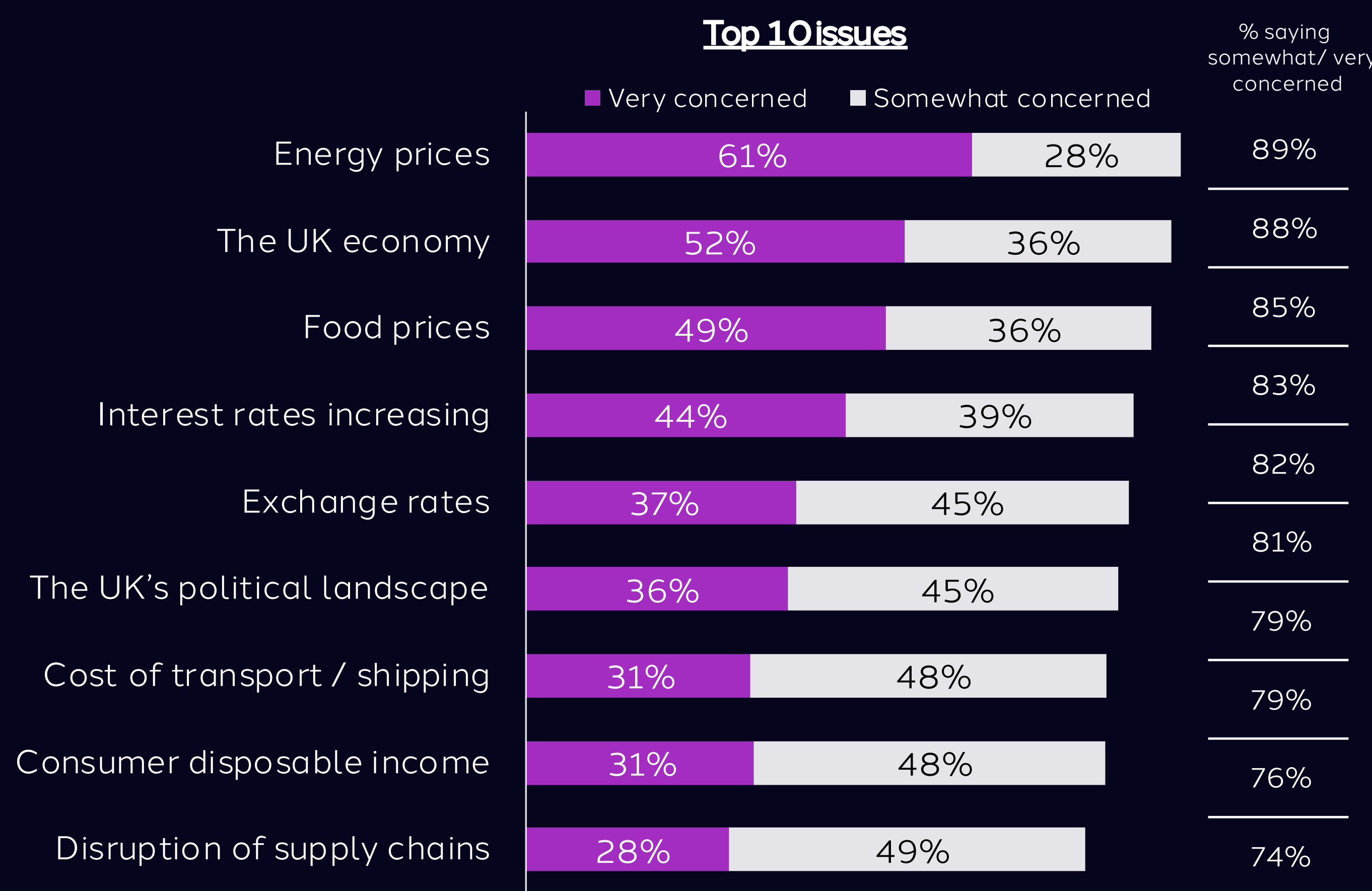
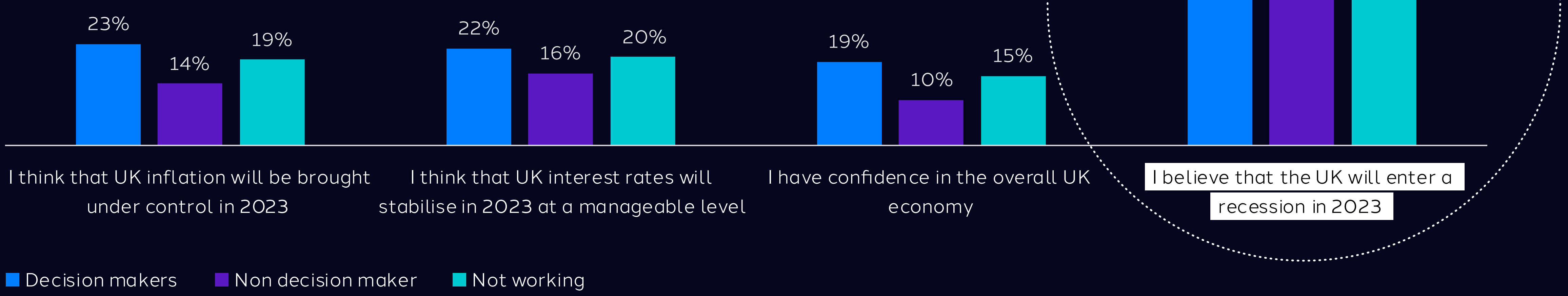
Dentsu and B2B International conducted an online survey among a representative sample of 2,000 consumers in the UK.

▷ This was to understand consumer sentiment in the UK; how are they feeling? What are their main concerns? What are their emotional reactions to the UK's current economic conditions?

▷ In addition to understanding consumer sentiment, we can also distil how business decision makers are feeling across the country from these research insights.

### Confidence in the UK economy is stronger among business decision makers

But most believe the UK will officially enter a recession in 2023.



### What are the biggest concerns affecting businesses?

Economic and supply issues are the biggest concerns affecting businesses, whilst global political issues and DEI are less important.

### Other top concerns facing businesses.



### How concerned are business decision makers with socio-political topics?

Gen Z & Millennial Decision Makers are more concerned on these, with baby boomers scoring significantly lower on their concern.

% Very / Somewhat concerned	Overall	Age					
		18-24	25-34	35-44	45-54	55-64	65+
Income equality	67%	80%	77%	63%	60%	56%	27%
Unemployment	60%	75%	69%	56%	57%	42%	33%
Race equality	56%	71%	69%	50%	50%	37%	18%
Gender equality	52%	71%	63%	44%	46%	31%	18%

↑ ↓ - Significantly higher/lower than average