

Knowing what's ahead  
The Deloitte CFO Survey



# A gauge of UK business attitudes & strategies

## About the Deloitte CFO Survey

The Deloitte CFO Survey, launched in 2007, is a quarterly survey of Chief Financial Officers and Group Finance Directors of major UK companies. Over 300 CFOs have joined the CFO Survey panel, mainly from FTSE 350 companies but also from other UK listed companies, large private companies and UK subsidiaries of major companies listed overseas.

The Survey captures shifts in UK CFOs' opinions on valuations, risks and financing and has become a benchmark for gauging the financial attitudes of major corporate users of capital. It provides a perspective on optimism and business confidence and reveals changes in sentiment over time.

The Deloitte CFO Survey is written and produced by Ian Stewart, Chief Economist and Debapratim De, Assistant Manager, Economics & Markets Research at Deloitte. A written report and video summarising the analysis is released each quarter and the historical data of all regular questions is also published. The recently launched CFO iPad App offers a new channel through which the existing survey outputs are provided to users and has allowed for the addition of interactive graphs to support user analysis of changing sentiment and movement against key economic indicators.

The Survey is released quarterly, is open for a two week period and takes about 8 minutes to complete. All individual survey entries are completely confidential and no company or individual can ever be identified from the report.

## Wider survey use

All current and historic data from the Deloitte CFO Survey is available through Thomson Reuters DataStream. DataStream is the world's largest financial and economic database and is widely used by analysts and economists in financial institutions, research houses and central banks around the world. Through DataStream, it is possible to track and compare the results of the Deloitte CFO Survey with millions of other economic and financial data series.

The Deloitte CFO Survey has been widely quoted in the media and is firmly established with policymakers. The Bank of England has cited the CFO Survey several times in its publications, such as the quarterly Inflation Report and the monthly Trends in Lending report, and the findings have been quoted in the minutes of the Bank's Monetary Policy Committee meetings. They have also been cited in House of Commons debates and in the two official policy reports on UK credit conditions, the 2012 Breedon Committee Report and the 2010 Treasury Green Paper on credit availability.

A number of private institutions regularly draw from the CFO data set including JP Morgan, Ned Davis Research (USA), Absolute Strategies Research and Lombard Street Research. The latter describe it, along with Surveys from the CBI and the Bank of England, as one of "the three major UK surveys covering corporate lending".



## The panel

Over 300 CFOs, mainly from FTSE 350 companies, have joined the CFO Survey panel, with each member playing a key role in contributing to the longitudinal study of finance sentiment within UK PLC. All panel members are eligible to receive early sight of the quarterly findings.

The criteria to become a panellist is as follows:

- UK-listed companies
  - With market capitalisation  $\geq$  £100m
- Subsidiaries of large foreign-listed companies
  - Panellist must be regional CFO/FD for the UK
  - UK business must have annual turnover  $\geq$  £100m
- Private companies
  - UK-based with annual turnover  $\geq$  £100m

For more details or to apply to join the panel please contact Debapratim De on 020 7303 0888 or email [dde@deloitte.co.uk](mailto:dde@deloitte.co.uk)

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