



Press Release

EMBARGOED UNTIL 00:01AM (BST) Tuesday 31 March 2009

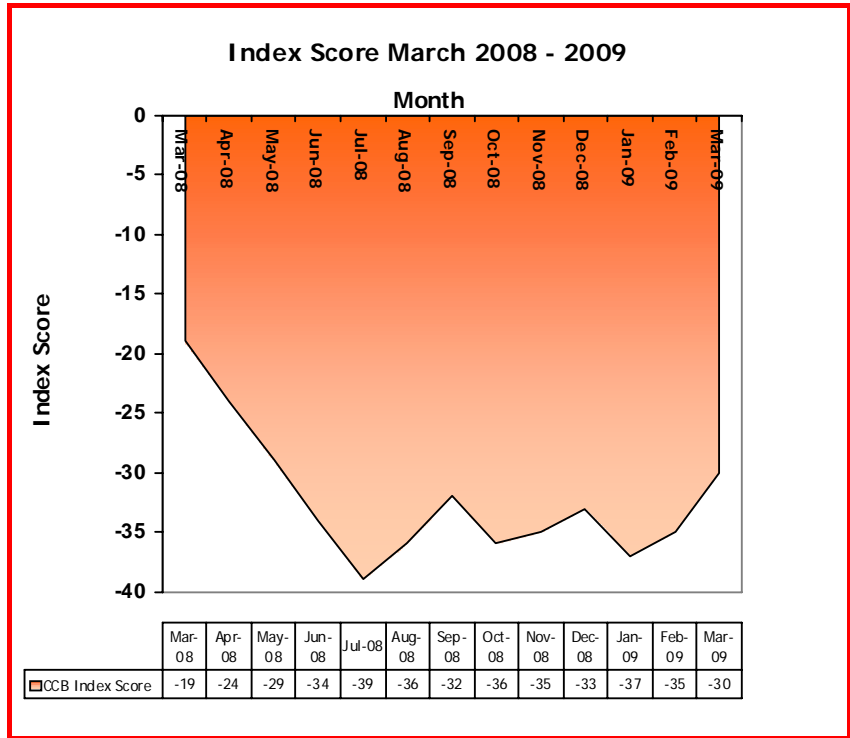
UK consumer confidence research was conducted between 6-15 March 2009. The next press release will be published Thursday 30 April 2009.

Consumers remain cautious but confidence slowly increasing.

Date
31 March 2009
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- Confidence highest since May 2008, but remains low.
- GfK NOP Consumer Confidence Index has increased five points to -30.
- Confidence in the “general economy” over the next 12 months increases.



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Rachael Joy in the Consumer Confidence team at GfK NOP commented: “This month Consumer Confidence jumped quite significantly to levels not seen since May last year. It still remains historically very low, but suggests that lower interest rates and a better picture for household bills are restoring some confidence among UK Consumers. Certainly, when looking to the future, consumers are feeling better about the likely performance of the economy over the next 12 months.”



UK Consumer Confidence Measures – March 2009

The overall index score this month has risen five points to -30, eleven points lower than this time last year. The rise this month has been driven by increases in confidence the economic situation over the next and during the last twelve months. The annual moving average continues its downward trend and has dropped one point to -32.

Measure	↑↔↓	March 2009	Feb 2009	March 2008
Overall Index Score	↑5	-30	-35	-19
Personal Financial situation over last 12 months	↑1	-17	-18	-4
Personal Financial situation over next 12 months	↑2	-6	-8	+4
General Economic situation over last 12 months	↑7	-75	-82	-43
General Economic situation over next 12 months	↑9	-31	-40	-32
Climate for major purchases	↑1	-23	-24	-21

Personal Financial Situation

The index measuring changes in personal finances during the *last* year has risen by one point to a score of -17; this is thirteen points lower than this time last year.

The forecast for personal finances over the *next* year has risen two points to a score of -6. This is ten points lower than March '08.

General Economic Situation

The measure for the general economic situation of the country during the *last* twelve months has risen by seven points to -75; this is thirty-two points lower than this time last year.

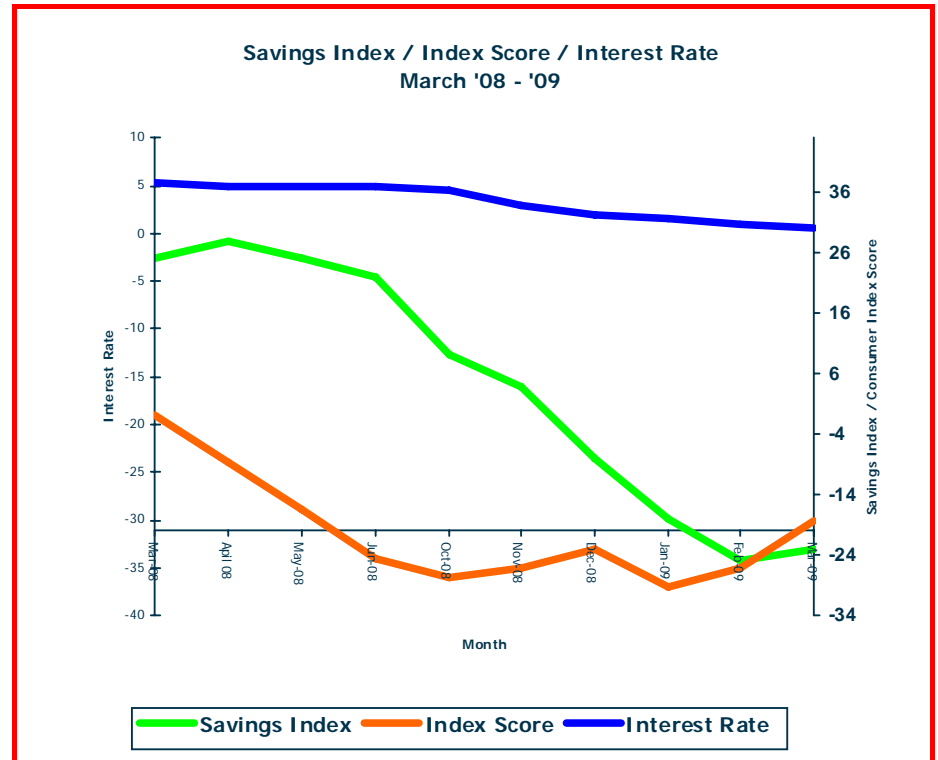
Expectations for the general economic situation over the *next* twelve months have risen by nine points to -31; one point higher than March '08.

Climate for Major Purchases

The major purchases measure has risen for the fifth month in a row, by one points, to -23; this is now only two points lower than this time last year.

Savings Index

The 'now is a good time to save' Index, has risen by two points to -23, this is a massive forty-eight points lower than March '08.



For more information, or to arrange an interview, please contact

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Notes to the editor:

- The UK Consumer Confidence Survey from GfK NOP was conducted amongst a sample of 2003 individuals aged 16+ on behalf of the European Commission.
- Quotas are imposed on age, sex, region and social class to ensure the final sample is representative of the UK population.
- Interviewing was carried out during 6th – 15th March 2009.
- The figures contained within the Consumer Confidence Barometer have an estimated margin of error of +/-2%
- Results for the Consumer Confidence Barometer are available on the last working day of each month at 00.01am the next release is Thursday 30th April 2009.
- **Any published material requires a reference to both GfK NOP and the European Commission e.g. 'Research carried out by GfK NOP on behalf of the European Commission'.**



- This study has been running since 1974. Back data is available from 1996.
- **Subscriptions are also available May 2009-April 2010, £1,750 plus VAT.**
- The table below provides an overview of the questions asked to obtain the individual index measures:

Personal financial Situation (Q1/Q2)	This index is based on the following questions to consumers: How has the financial situation of your household changed over the last 12 months? Q2 'How do you expect the financial position of your household to change over the next 12 months?' (a lot better – a little better – stay(ed) the same – a little worse - a lot worse)
General Economic Situation (Q3/Q4)	This index is based on the following questions to consumers: 'How do you think the general economic situation in this country has changed over the last 12 months?' 'How do you expect the general economic situation in this country to develop over the next 12 months?' (a lot better – a little better – stay(ed) the same – a little worse - a lot worse)
Climate for major purchases (Q8)	This index is based on the following question to consumers: 'In view of the general economic situation, do you think now is the right time for people to make major purchases such as furniture or electrical goods?' (right time – neither right nor wrong time – wrong time)
Savings Index (Q10)	This Savings index is based on the following question to consumers: 'In view of the general economic situation do you think now is?' (a very good time to save – a fairly good time to save – not a good time to save – a very bad time to save) (Commented on but not included in the Index score)

About GfK NOP Ltd

GfK NOP Ltd is part of the GfK Group and a market leading research agency in the UK and internationally. It is a renowned supplier of market data, trends and insight to both public and private sectors, providing industry specialists, best-in-field research design, methodologies and analytics for qualitative, quantitative, ethnographic, omnibus and online research services.

For further information, please visit our website: www.gfknop.com

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The GfK Group

The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering over 100 countries. Of a total of about 10,000 employees (as of September 30, 2008), more than 80% are based outside Germany.