



# Press Release

**EMBARGOED UNTIL 00:01AM (GMT) Friday 27 February 2009**

UK consumer confidence research was conducted between 6-15 February 2009. The next press release will be published Tuesday 31 March 2009.

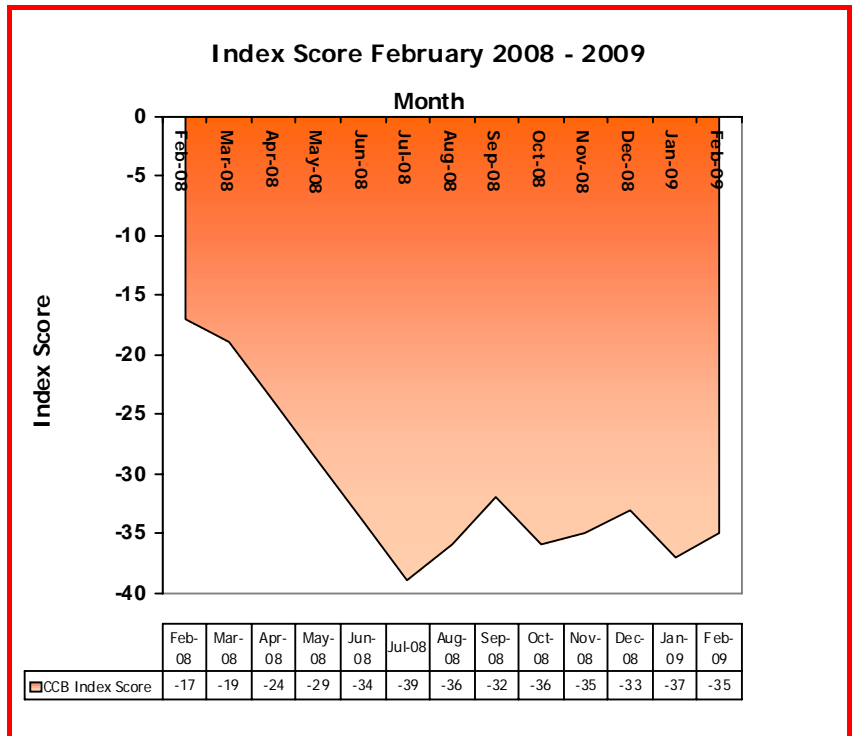
## Consumers experience a small uplift.

- GfK NOP Consumer Confidence Index has increased two points to -35.
- Confidence in the “general economic situation over the next 12 months” measure has risen eight points.
- Confidence in the “personal household finances over the next 12 months” increased six points.

Date  
**27 February 2009**

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Rachael Joy in the Consumer Confidence team at GfK NOP commented: “Consumer confidence remains very fragile, although rose slightly from its January figure. The public certainly recognise that it’s been a tough year - with the lowest ever score for the general economic situation over the past 12 months, however, looking to the future, we saw an uplift in consumers’ views of both their personal situation and the general economy over the next 12 months. This suggests a growing number of consumers believe that things will be better this time next year.”



### UK Consumer Confidence Measures – February 2009

The overall index score this month has risen two points to -35, eighteen points lower than this time last year. The rise this month has been driven by increases in confidence the personal and economic situation over the next twelve months. The annual moving average has dropped one point to -31.

Measure	↑↔↓	Feb 2009	Jan 2009	Feb 2008
Overall Index Score	↑2	-35	-37	-17
Personal Financial situation over last 12 months	↔	-18	-18	-1
Personal Financial situation over next 12 months	↑6	-8	-14	6
General Economic situation over last 12 months	↓2	-82	-80	-40
General Economic situation over next 12 months	↑8	-40	-48	-29
Climate for major purchases	↑3	-24	-27	-19

#### Personal Financial Situation

The index measuring changes in personal finances during the *last* year remained the same this month with a score of -18; this is seventeen points lower than this time last year.

The forecast for personal finances over the *next* year has risen six points to a score of -8. This is fourteen points lower than February '08.

#### General Economic Situation

The measure for the general economic situation of the country during the *last* twelve months has continued to fall, dropping two points to -82; this is forty-two points lower than this time last year.

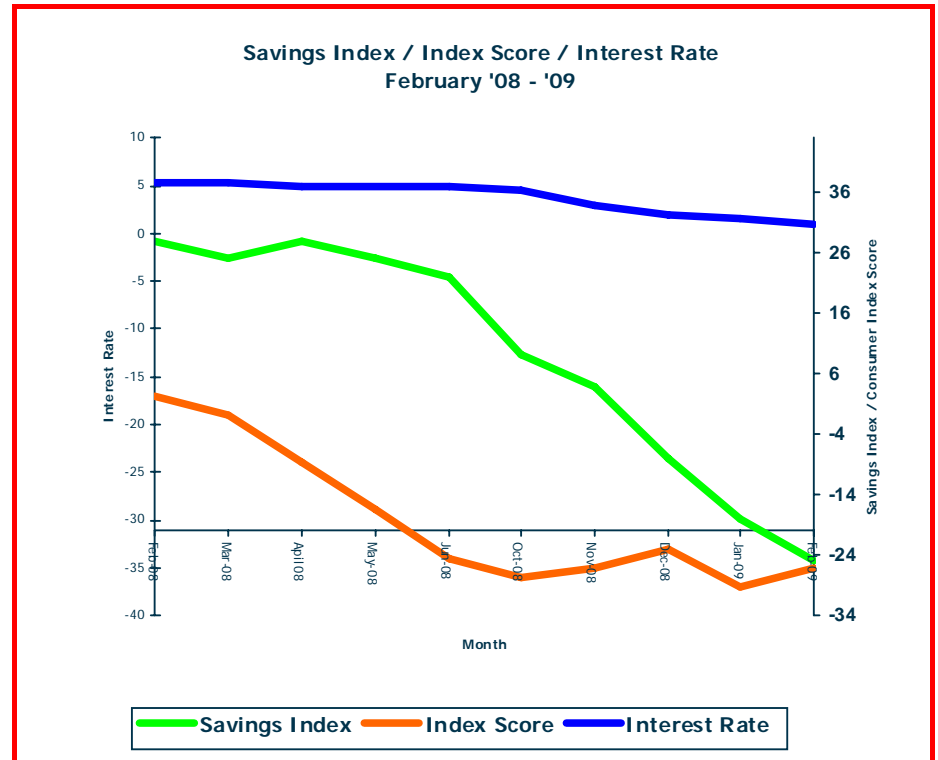
Expectations for the general economic situation over the *next* twelve months have risen by eight points to -40; eleven points lower than February '08.

#### Climate for Major Purchases

The major purchases measure has risen for the fourth month in a row, by three points, to -24; this is now only five points lower than this time last year.

### Savings Index

The 'now is a good time to save' Index, has dropped by seven points to -25, this is a massive fifty-three points lower than February '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 2001 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 6<sup>th</sup> – 15<sup>th</sup> February 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 Tuesday 31<sup>st</sup> March 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. Basic data is available from 1982, full data from 1996. Subscriptions and full data sets are available.  
The table below provides an overview of the questions asked to obtain the individual index measures:

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<b>Personal financial Situation (Q1/Q2)</b>	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)
<b>General Economic Situation (Q3/Q4)</b>	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)
<b>Climate for major purchases (Q8)</b>	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)
<b>Savings Index (Q10)</b>	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) <b>(Commented on but not included in the Index score)</b>

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For further information, please visit our website: [www.gfknop.com](http://www.gfknop.com)

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**The GfK Group**

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