



# Press Release

**EMBARGOED UNTIL 00:01AM (BST) Thursday 30<sup>th</sup> April 2009**

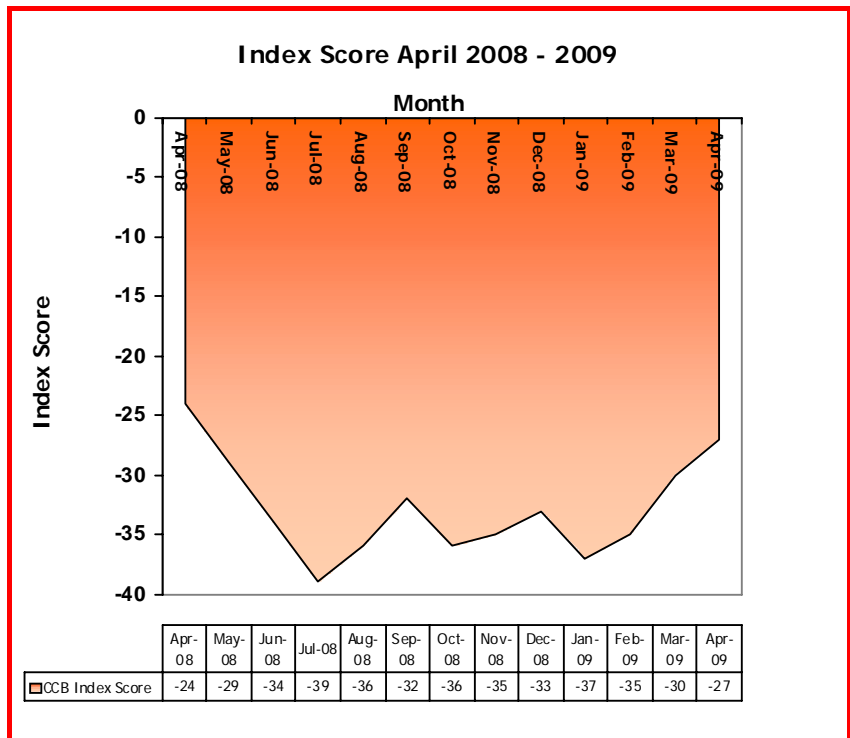
UK consumer confidence research was conducted between 3<sup>rd</sup> – 19<sup>th</sup> April 2009. The next press release will be published Friday 29<sup>th</sup> May 2009.

## UK Consumer Confidence improves for third month running

Date  
**30<sup>th</sup> April 2009**  
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- GfK NOP Consumer Confidence Index continues a slow recovery, increasing three points to -27; a level not seen since April/May last year.
- Confidence in the “general economy” over the next 12 months experienced a strong increase of 16 points, bringing it to levels not seen since August 2007.
- Confidence in “personal finances” over the next 12 months has also risen three points.



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Rachael Joy in the Consumer Confidence team at GfK NOP commented: “The GfK index rose this month to -27, still historically low, but up 12 points from last July’s all time lowest ever. Significantly, this is now the third consecutive month that we have seen a rise in the index – suggesting a definite upward trend - and it’s largely driven by the public’s perception that the next twelve months will be better for both our own personal finances and particularly for the economy in general. This could be down to a combination

of the simple belief that things are improving, as well as the feel good factor of improving weather following the Easter Bank Holiday. It is worth noting that fieldwork this month was carried out before the Budget announcement, so we're very interested to see how next month's results are affected by that."

**UK Consumer Confidence Measures – April 2009**

The overall index score this month has risen three points to -27, three points lower than this time last year. The rise this month has been driven by increases in confidence the economic situation over the next twelve months. However the annual moving average continues downwards, dropping one point to -33.

Measure	↑↔↓	April 2009	March 2009	April 2008
Overall Index Score	↑3	-27	-30	-24
Personal Financial situation over last 12 months	↓1	-18	-17	-8
Personal Financial situation over next 12 months	↑3	-3	-6	0
General Economic situation over last 12 months	↓2	-77	-75	-53
General Economic situation over next 12 months	↑16	-15	-31	-38
Climate for major purchases	↑1	-22	-23	-24

**Personal Financial Situation**

The index measuring changes in personal finances during the *last* year has dropped by one point to a score of -18; this is ten points lower than this time last year.

The forecast for personal finances over the *next* year continues to improve and has risen three points to a score of -3. This is three points lower than April '08.

**General Economic Situation**

The measure for the general economic situation of the country during the *last* twelve months has dropped by two points to -77; this is twenty-four points lower than this time last year.

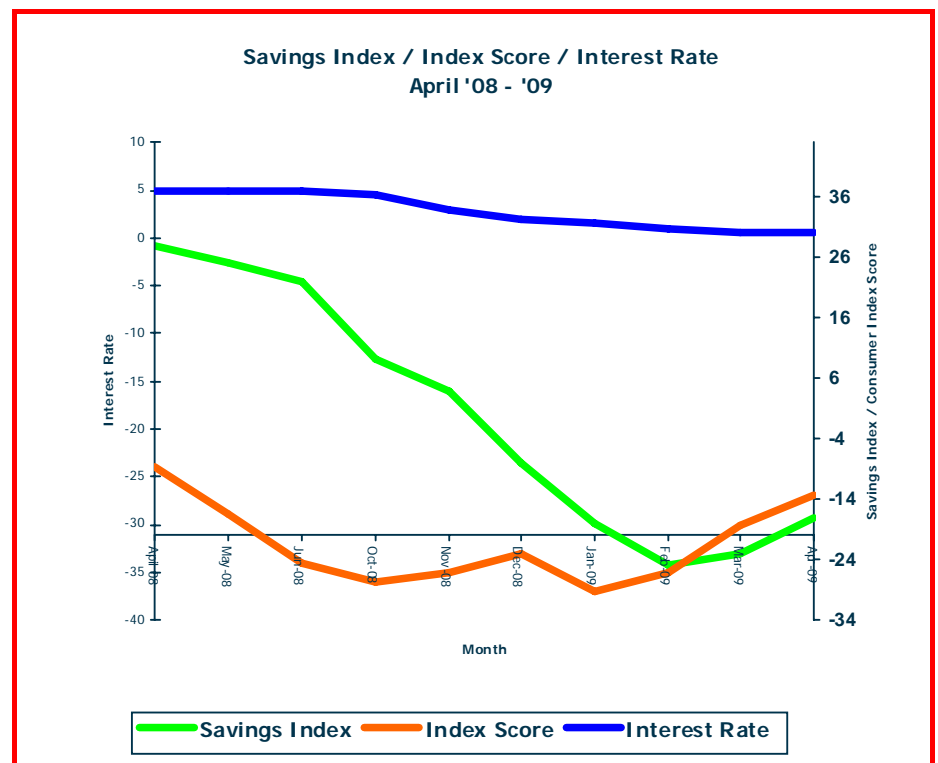
Expectations for the general economic situation over the *next* twelve months have risen by sixteen points to -15; twenty-three points higher than April '08. The score has not been this high since August 2007.

### Climate for Major Purchases

The major purchases measure has risen for the fifth month in a row, by one point, to -22; this is now two points higher than this time last year. The score has not been this high since March 2008 when it measured -21.

### Savings Index

The 'now is a good time to save' Index, has risen six points to -17, but is still a massive forty-five points lower than April '08.



For more information, or to arrange an interview, please contact Amanda Wheeler, PR Manager on 020 7890 9386 or [amanda.wheeler@gfk.com](mailto:amanda.wheeler@gfk.com)

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**Notes to the editor:**

- The UK Consumer Confidence Survey from GfK NOP was conducted amongst a sample of 2004 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 3<sup>rd</sup> – 19<sup>th</sup> April 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 Friday 29<sup>th</sup> May 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:

<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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