



Press Release

EMBARGOED UNTIL 00:01AM (BST) Friday 29 May 2009

UK consumer confidence research was conducted between 1–10 May 2009. The next press release will be published Tuesday 30 June 2009.

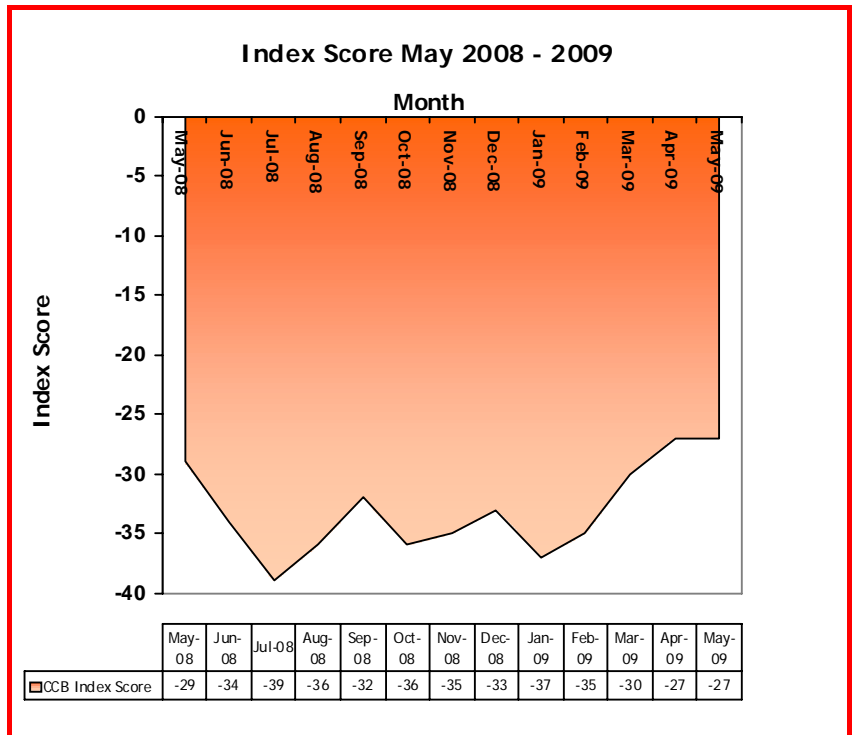
UK stoical as Consumer Confidence holds steady for May after recent rises.

Date
29 May 2009

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- GfK NOP Consumer Confidence Index stays level at -27, only slightly better than the level seen this time last year.
- Confidence in “personal finances” over the next 12 months has risen two points to -1; just higher than it was this time last year.
- Expectations for the “general economy” over the next 12 months drop by one, but are still far better than this time last year.



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Rachael Joy in the Consumer Confidence team at GfK NOP commented: “After rising steadily since February, the GfK NOP Consumer Confidence index has held steady at -27 this month. This is still very low historically, but is at least standing firm in the face of continuing depressed markets and May’s warnings of a possible pandemic. Worries about job losses and harder times are still very much alive – recent GfK NOP research shows that a quarter of the UK are concerned they may lose their job, and nearly half said they have concerns about

maintaining their lifestyle – but the UK appears to be stoical about the continuing economic situation.”

UK Consumer Confidence Measures – May 2009

The overall index score this month remained at -27, two points higher than this time last year. The annual moving average also remains at the same level as last month, -33.

Measure	↑↔↓	May 2009	April 2009	May 2008
Overall Index Score	↔	-27	-27	-29
Personal Financial situation over last 12 months	↓1	-19	-18	-11
Personal Financial situation over next 12 months	↑2	-1	-3	-4
General Economic situation over last 12 months	↓2	-79	-77	-58
General Economic situation over next 12 months	↓1	-16	-15	-39
Climate for major purchases	↔	-22	-22	-32

Personal Financial Situation

The index measuring changes in personal finances during the *last* year has dropped by one point to a score of -19; this is eight points lower than this time last year.

The forecast for personal finances over the *next* year continues to improve and has risen two points to a score of -1. This is three points higher than May '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 -79; this is twenty-one points lower than this time last year.

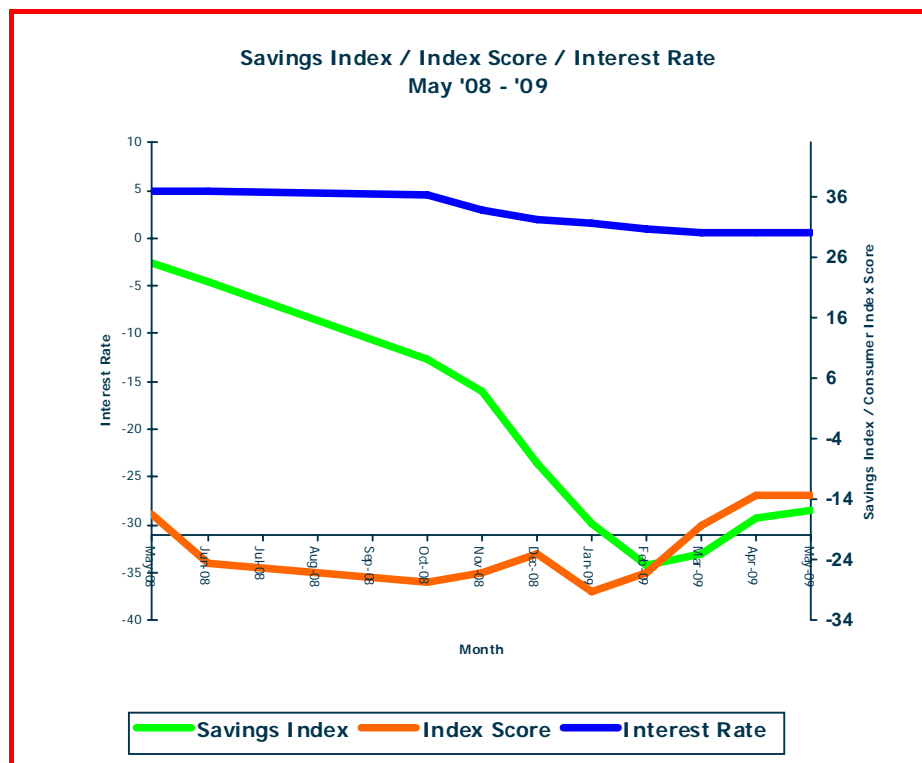
Expectations for the general economic situation over the *next* twelve months have fallen by one point to -16; but still twenty-three points higher than May '08.

Climate for Major Purchases

The major purchases measure has remained at the same level with a score of -22; this is now ten points higher than this time last year.

Savings Index

The 'now is a good time to save' Index, has risen one point to -16, but is still a massive forty-one points lower than May '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 2005 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 1–10 May 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 30 June 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.



- **Want to know even more? ~ 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.