



Press Release

EMBARGOED UNTIL 00:01AM (BST) Tuesday 30 June 2009

UK consumer confidence research was conducted between 12–21 June 2009. The next press release will be published Friday 31 July 2009.

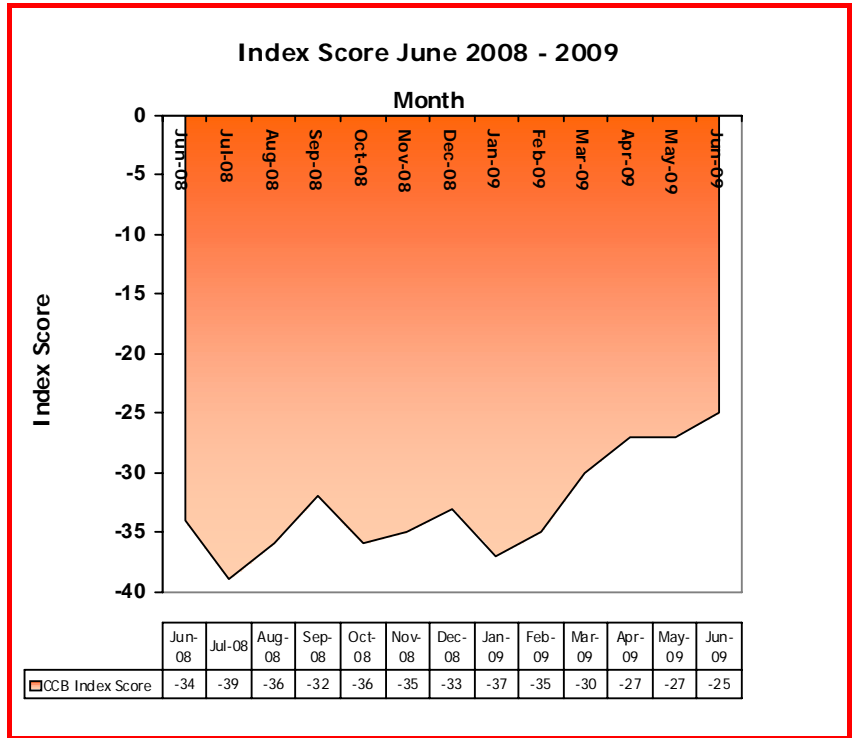
UK Consumers optimistic for the economic outlook.

- GfK NOP Consumer Confidence Index rose two points this month.
- Confidence in “general economy” over the next and during the last year has both experienced increases.
- Expectations for the “major purchases measure” have dropped four points to -26 this month.

Date
30 June 2009

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Rachael Joy in the Consumer Confidence team at GfK NOP commented:

“After a pause last month, Consumer Confidence once more returned to growth and is now up 14 points from its all time low of last year.

However, confidence still remains fragile as uncertainty about the strength of any recovery and an increase in unemployment all mean that consumers remain wary. Indeed, there was an actual decline in those agreeing that now was a good time for any major purchases”



UK Consumer Confidence Measures – June 2009

The overall index score this month increased to -25, nine points higher than this time last year. The annual moving average also remains at the same level as last month, -33.

Measure	Movement	June 2009	May 2009	June 2008
Overall Index Score	+2	-25	-27	-34
Personal Financial situation over last 12 months	+1	-18	-19	-17
Personal Financial situation over next 12 months	+2	+1	-1	-9
General Economic situation over last 12 months	+6	-73	-79	-66
General Economic situation over next 12 months	+8	-8	-16	-45
Climate for major purchases	-4	-26	-22	-35

Personal Financial Situation

The index measuring changes in personal finances during the *last* year has risen by one point to a score of -18; this is one point 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 eight points higher than June '08.

General Economic Situation

The measure for the general economic situation of the country during the *last* twelve months has risen by six points to -73; this is still seven points lower than this time last year.

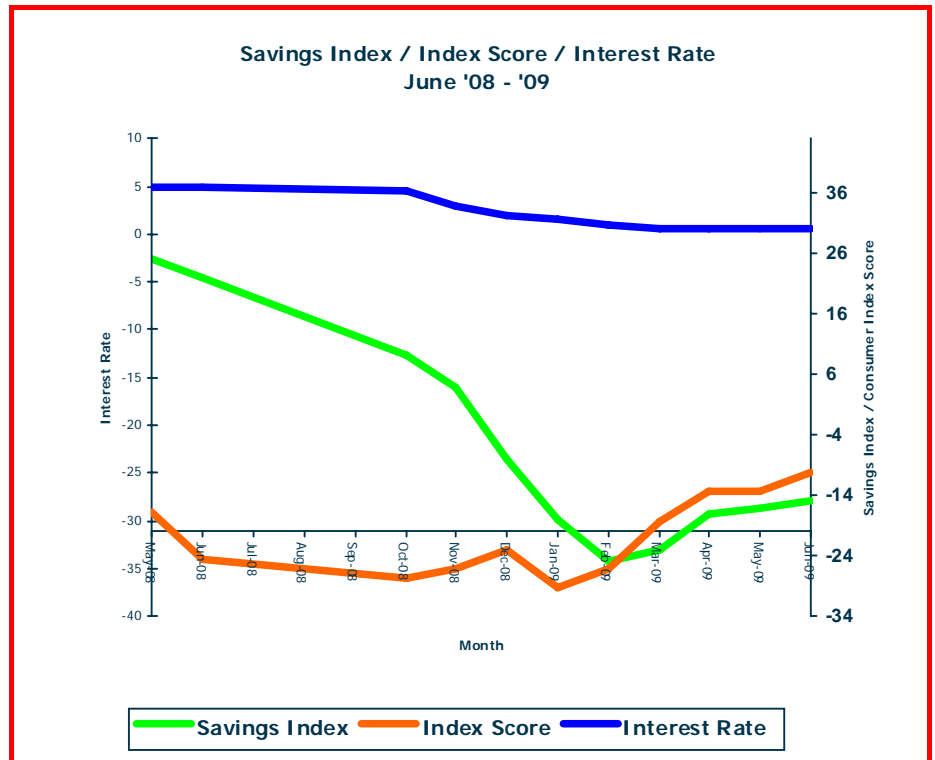
Expectations for the general economic situation over the *next* twelve months have risen by eight points to -8; thirty-seven points higher than June '08.

Climate for Major Purchases

The major purchases measure has dropped four points and now has a score of -26; this is now nine points higher than this time last year.

Savings Index

The 'now is a good time to save' Index, has risen one point to -15, but is still a massive thirty-seven points lower than June '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 12th – 21st June 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 31st July 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? ~ Annual subscriptions are also available for £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.