



Press release

Embargoed until 00:01AM (BST) Tuesday 30th November 2010

Consumer Confidence Barometer (November 2010)

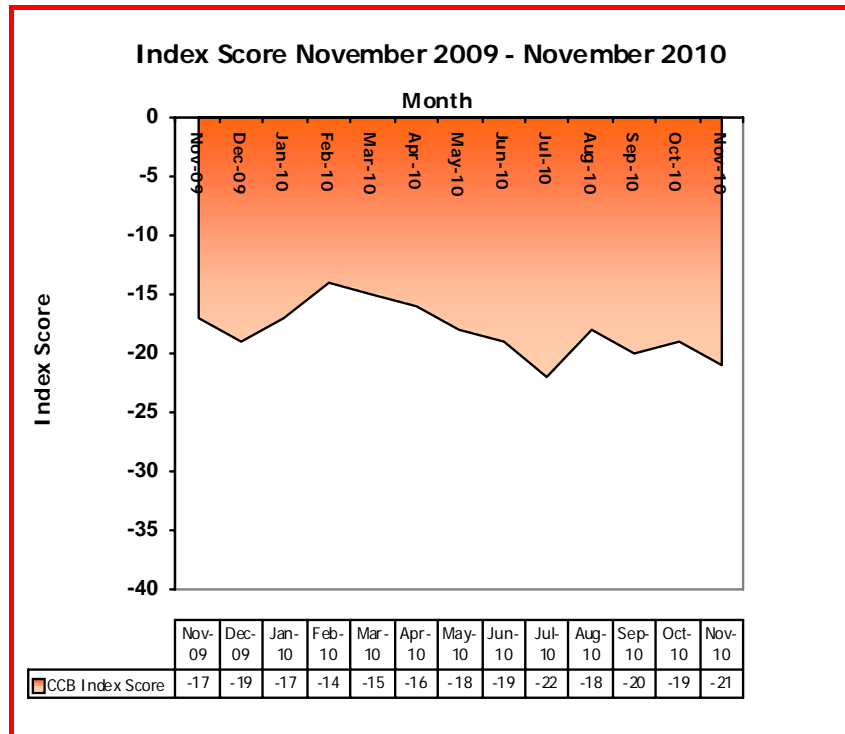
November sees a fall in Consumer Confidence

Date
30th November 2010

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- The GfK NOP Consumer Confidence Index decreased by two points this month to -21.
- November saw decreases for confidence in their personal financial situation over the next 12 months, confidence in the “general economy” over the last 12 months, confidence in the “general economy” over the next 12 months and the ‘major purchase index’.
- Confidence in their personal financial situation over the last 12 months stayed the same in November at -13.



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Nick Moon, MD of GfK NOP Social Research, comments:

"This month's fall in consumer confidence – which remains deep in the negative – is clearly not good news but there will be some crumbs of comfort for the government. There would need to be a further drop next month before we could definitely say things are getting worse, and that people really are concerned about the impact of the cuts in the Comprehensive Spending Review. What is more worrying in this month's figures is that the worst-performing elements of the index are those that look to the future, with a five point fall in confidence for people's personal financial situation over the next 12 months. Consumer confidence appears to be finely balanced – we have seen the index see-saw between rises and falls every month since July. December's findings could therefore indicate what kind of 2011 the country can expect to see."

UK Consumer Confidence Measures – November 2010

The overall index score this month decreased by two points to -21, four points lower than this time last year. Four of the five measures this month decreased, with the remaining measure staying the same. The annual moving average decreased one point to -18.

Measure	↑↔↓	Nov 2010	Oct 2010	Nov 2009
Overall Index Score	↓2	-21	-19	-17
Personal Financial situation over last 12 months	↔	-13	-13	-14
Personal Financial situation over next 12 months	↓5	-7	-2	5
General Economic situation over last 12 months	↓3	-46	-43	-59
General Economic situation over next 12 months	↓2	-22	-20	3
Climate for major purchases	↓2	-17	-15	-19

Personal Financial Situation

The index measuring changes in personal finances during the *last* twelve months has stayed the same this month, at -13; this is one point higher than this time last year.

The forecast for personal finances over the *next* twelve months decreased by five points to -7, this is twelve points lower than November '09.

General Economic Situation

The measure for the general economic situation of the country during the *last* twelve months has decreased by three points to -46; thirteen points higher than this time last year.

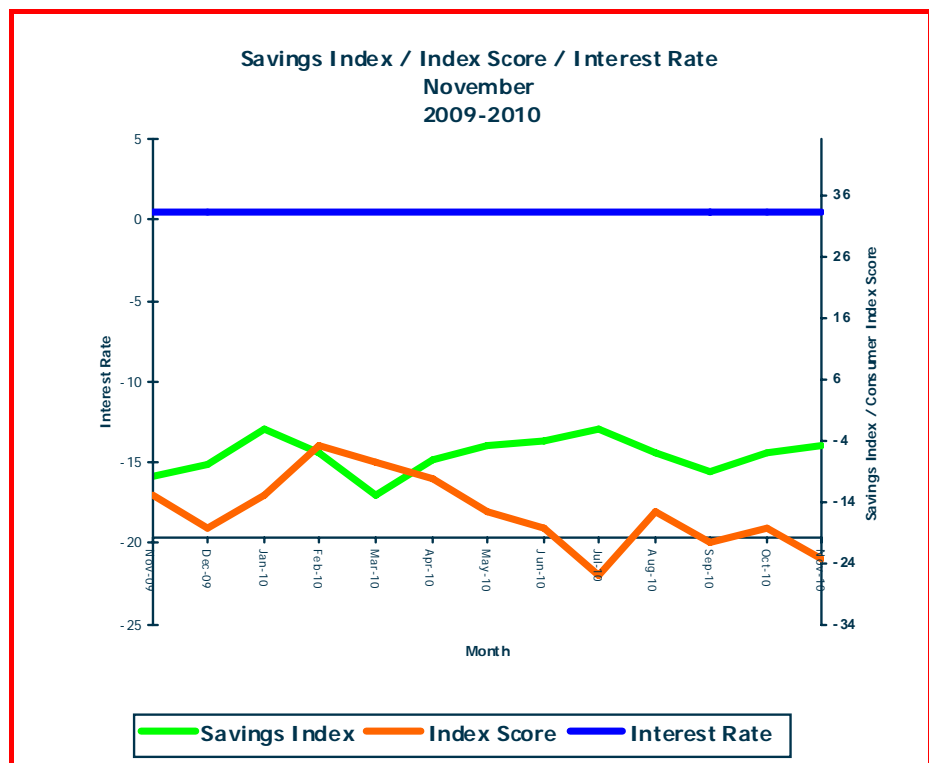
An expectation for the general economic situation over the next twelve months has decreased by two points to -22, twenty five points lower than November '09.

Climate for Major Purchases

The major purchases measure has decreased by two points to -17; two points higher than this time last year.

Savings Index

The 'now is a good time to save' Index, has increased one point to -5, which five points higher than November '09.



- ENDS -



EDITOR'S NOTE: Please source all information to GfK NOP.

For further details or to arrange an interview, please contact Allison Joyce, PR Manager, tel: +44 20 7890 9432 / email: allison.joyce@gfk.com

About the survey

- The UK Consumer Confidence Survey from GfK NOP was conducted amongst a sample of 1999 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 5th – 14th November 2010.
- The figures contained within the Consumer Confidence Barometer have an estimated margin of error of +/-2%
- Results for the Consumer Confidence Barometer are normally available on the last working day of each month at 00.01am, however the release date for December is Tuesday 21st December 2010.
- **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 £1,775 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)



GfK NOP

About GfK NOP

GfK NOP Ltd is part of the GfK Group and a leading market research agency in the UK and internationally. It is a renowned supplier of market information and insight, offering sector specialists and best-in-field research for qualitative, quantitative, ethnographic, omnibus and online research services.

Responsible under press legislation:

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