GfK NOP Consumer Confidence - July 2009

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UK Consumers watch and wait.

GfK NOP Consumer Confidence Index remained steady this month at -25.

Confidence in â€œpersonal financesâ€• over the next 12 months has experienced a slight decrease of one point.

The 12-month moving average for Major Purchases has turned upward for first time in over two years

The â€˜now is a good time to saveâ€™ Index has risen three points to -12.

Rachael Joy in the Consumer Confidence team at GfK NOP commented:
â€œConsumer Confidence remains at the same level as last month, fourteen points higher than its all time low of last year, but still very low historically. While consumersâ€™ perception of finances - both personal and general - over the coming twelve months is significantly higher than this time last year, the lack of major movement in any of the ratings suggests that consumers are holding steady and waiting to see what happens.â€•

UK Consumer Confidence Measures â€“ July 2009
The overall index score this month remained at -25, fourteen points better than this time last year, but still at a very low level, historically. The annual moving average also remains at the same level as last month, -33.

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 one point higher than this time last year.

The forecast for personal finances over the next year dropped one point to a score of 0. This is eighteen points higher than July â€™08.

General Economic Situation
The measure for the general economic situation of the country during the last twelve months has risen by one point to â€“72; this is three points lower than this time last year.

Expectations for the general economic situation over the next twelve months remained at the same level with a score of -8; forty-four points higher than July â€™08.

Climate for Major Purchases
The major purchases measure has risen one point to -25; this is now twelve points higher than this time last year.

Savings Index
The â€˜now is a good time to saveâ€™ Index, has risen three points to -12, but is still thirty two points lower than in July â€™08.

July 2009