

Christmas Affects Consumer Confidence?

Contributed by GfK
Tuesday, 12 January 2010

The GfK NOP Consumer Confidence Index dropped by two points this month to -19.

Confidence in "general economy" over the last 12 months has also dropped by two points to -61.

The "major purchase Index"™, has increased three points to -16.

Nick Moon, MD of GfK NOP Social Research comments

"After a dramatic increase in the Index from August to October the Index has now fallen back for two months in a row, and another month of falls could see all of the gains since August disappear. This must be concerning for the government, although the Index is still massively higher than it was a year ago. What will be particularly worrying for Gordon Brown is that the index for the state of the economy, which had crept into positive territory, has fallen by a substantial 9 points to -6."

UK Consumer Confidence Measures "December 2009

The overall index score this month dropped by two points and is now at a score of -19, still fourteen points better than this time last year. Four of the five measures this month experienced a marked downturn. However the annual moving average improved and is now, -25.

Personal Financial Situation

The index measuring changes in personal finances during the last year has remained the same this month with a score of -14; this is one point higher than this time last year.

The forecast for personal finances over the next year decreased by two points to a score of +3, this is thirteen points higher than December "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 "61; eleven points higher than this time last year.

An expectation for the general economic situation over the next twelve months has dropped by nine points to -6, and is thirty-five points higher than December "08.

Climate for Major Purchases

The major purchases measure has increased by three points to -16; thirteen points higher than this time last year.

Savings Index

The "now is a good time to save"™ Index, has increased two points to -8, which is the same as December "08.

"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 4th " 13th December 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 29th January 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. "

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17 December 2009