Consumer Confidence Dips In April

Contributed by GFK
Friday, 21 May 2010
Last Updated Friday, 21 May 2010

Consumer Confidence Barometer (April 2010)

The GfK NOP Consumer Confidence Index dropped by one point this month to -16.

Confidence in their personal financial situation in the last 12 months and confidence in the â€œgeneral economyâ€• over the last 12 months have both increased this month.

Both, confidence in their personal financial situation in the next 12 months, and confidence in the â€œgeneral economyâ€• over the next 12months, have decreased this month.

April also saw the â€˜major purchase Indexâ€™ decrease by three points to -20.

Nick Moon, MD of GfK NOP Social Research, comments:
â€œAs the opinion polls are suggesting, the government has not got the boost from a rise in economic confidence that probably represented its best hope of retaining power. While things are far better than they were a year ago the improvement has pretty much stalled, and there has been no real change in consumer confidence since last September. The drop in the score for now being a good time to make a major purchase is a significant one, and suggests people are still feeling very cautious.â€•

UK Consumer Confidence Measures â€“ April 2010
The overall index score this month dropped by one point to -16, eleven points higher than this time last year. Two of the five measures this month increased with the remaining three measures decreasing. The annual moving average decreased in April, and is now -20.

Personal Financial Situation
The index measuring changes in personal finances during the last year has increased by one point this month to -14; this is four points higher than this time last year.

The forecast for personal finances over the next year decreased by two points to a score of +2, this is five points higher than April â€˜09.

General Economic Situation
The measure for the general economic situation of the country during the last twelve months has risen by two points to â€“47; thirty points higher than this time last year.

An expectation for the general economic situation over the next twelve months has decreased by one point to -1, fourteen points higher than April â€˜09.

Climate for Major Purchases
The major purchases measure has dropped by three points this month to -20; two points higher than this time last year.

Savings Index
The â€˜now is a good time to saveâ€™ Index, has increased six points to -7, which is ten points higher than April â€˜09.

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