

# April Sees UK's Consumer Confidence Stay The Same

Contributed by GfK  
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GfK's UK Consumer Confidence Index has stayed the same in April at -31.

Nick Moon, Managing Director of Social Research in GfK, comments:

“The figures this month will not offer the government any relief in light of the news that the economy has slipped back into recession. We are now approaching a whole year with the Index stuck within a narrow range of -29 to -33, and it is clear that much like the economy as a whole, consumer confidence is in the doldrums. And unfortunately, there are no signs either within the survey or in the recent economic figures to suggest any immediate improvement.”

**UK Consumer Confidence Measures – April 2012** The overall index score has stayed the same this month at -31, the same level as April 2011. Three of the five measures saw increases in April 2012, with the remaining two measures decreasing. The annual moving average stays the same at -29.

## Personal Financial Situation

The index measuring changes in personal finances during the last twelve months has increased this month to -23; this is the same level as April 2011. The forecast for personal finances over the next twelve months has decreased three points to -13; this is one point higher than this time last year.

## General Economic Situation

The measure for the general economic situation of the country during the last twelve months has increased two points this month to -57; this is the same level as April 2012.

An expectation for the general economic situation over the next twelve months has decreased by three points to -33, three points lower than April 2011.

## Climate for Major Purchases

The major purchases measure has increased by one point this month to -30; which is one point higher than this time last year.

## Savings Index

The “now is a good time to save” Index, has decreased five points to -18, which is ten points lower than April 2011.

## About the survey

- The UK Consumer Confidence Barometer is conducted by GfK on behalf of the EU, with similar surveys being conducted in each European country. In producing its own reports on the whole of Europe, the EU applies a seasonal adjustment to the data, to smooth out any changes that are functions at least in part of the time of year.

- Historically, the UK data have not been seasonally adjusted in this way, and to maintain comparability, GfK continues not to apply this adjustment. This can lead to situations where the EU figures show different movements in a particular month from those produced by GfK. Individual months may be affected, but the long term trend is not.

- The UK Consumer Confidence Survey from GfK was conducted amongst a sample of 1,998 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 30th March – 15th April 2012.

- 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; the release date for May 2012 is Thursday 31st May.

- Any published material requires a reference to both GfK and the European Commission e.g. “Research carried out by

GfK on behalf of the European Commissionâ€™™.

- This study has been running since 1974. Back data is available from 1996.
- The table below provides an overview of the questions asked to obtain the individual index measures:

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27 April 2012