

## Press release

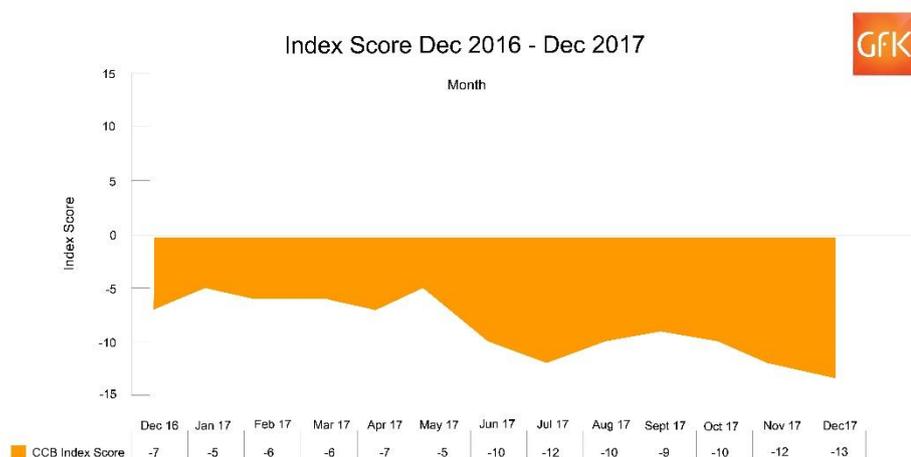
### UK Consumer Confidence drops one point in December to -13

December 21<sup>st</sup> 2017

Stuart Ridsdale  
T + 44 7790 951229  
stuart@greenfieldscommunications.com

#### Nearly two years of declining consumer confidence

GfK's long-running Consumer Confidence Index decreased by one point to -13 in December. Two of the five measures used to calculate the score fell in December, two measures stayed at the same level and one saw a one-point increase.



Joe Staton, Head of Market Dynamics at GfK, says:

“It has been a slipping and sliding year. The Overall Index Score has slipped from - 7 in January to -13 in December – and not a single positive score in between. In fact, we have not been in positive territory for nearly two years. It’s a similar story for the Major Purchase Index, a robust +10 at the start of the year in January but a sombre slide down to -4 by year’s end. And it’s no surprise it’s the reverse for our Savings Index, at -5 last December and -2 in January, then -4 in Feb, all indicating at the beginning of the year limited intentions to squirrel money away. But we saw positive scores from April onwards, suddenly people were thinking of saving, getting more cautious as the year progressed. We need to see several issues move on before the downward trend of the consumer mood changes. We need to have a better sense of how Brexit will pan out, and also of how quickly and how far interest rates will rise. But none of this will be resolved quickly so there’s every likelihood that 2018 will take us lower.”

GfK UK Limited  
25 Canada Square  
Canary Wharf  
London E14 5LQ

T +44 20 7890 9000  
F +44 20 7890 9001  
[www.gfk.com](http://www.gfk.com)

Place of registration:  
England and Wales

Company number:  
2512551

Registered office:  
GfK UK Limited  
25 Canada Square  
Canary Wharf  
London E14 5LQ

## UK Consumer Confidence Measures – December 2017

The Overall Index Score in December is -13. Two of the five measures used to calculate the score fell in December, two measures stayed at the same level and one saw a one-point increase.

Measure	↑↔↓	Dec 2017	Nov 2017	Oct 2017	Dec 2016
<b>Overall Index Score</b>	<b>↓1</b>	<b>-13</b>	-12	-10	-7
Personal Financial Situation over last 12 months	↓2	-3	-1	0	0
Personal Financial Situation over next 12 months	↔	2	2	4	3
General Economic Situation over last 12 months	↑1	-31	-32	-29	-26
General Economic Situation over next 12 months	↔	-28	-28	-26	-23
Major Purchase Index	↓1	-4	-3	3	12
Savings Index <small>(commented on but not used in Overall Index Score)</small>	↓4	4	8	3	-5

### Personal Financial Situation

The index measuring changes in personal finances during the last 12 months has decreased two points this month to -3; this is three points lower than this time last year.

The forecast for personal finances over the next 12 months has stayed at the same level at +2 this month; this is one point lower than December 2016.

### General Economic Situation

The measure for the General Economic Situation of the country during the last 12 months has increased one point to -31; this is five points lower than December 2016.

Expectations for the General Economic Situation over the next 12 months have stayed at -28; this is five points lower than this time last year.

### Major Purchase Index

The Major Purchase Index has decreased one point this month to -4; this is 16 points lower than December 2016.

### Savings Index

The Savings Index has decreased to +4 in December; this is nine points higher than December 2016.

- ENDS -

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

**For further details or to arrange an interview**, please contact Stuart Ridsdale at Greenfields Communications E: [stuart@greenfieldscommunications.com](mailto:stuart@greenfieldscommunications.com)  
Tel: 07790 951229 OR  
Lucy Green E: [lucy@greenfieldscommunications.com](mailto:lucy@greenfieldscommunications.com) Tel: 07817 698366

### 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 1998 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 December 1<sup>st</sup> – 15<sup>th</sup> 2017.
- 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 (unless the final working day of a month is a Monday, in which case the results are published on the Friday preceding the final working day). The release date for January 2018 is Wednesday 31<sup>st</sup> January 2018.
- **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 Commission'.**
- 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:

<b>Personal Financial Situation (Q1/Q2)</b>	<p>This index is based on the following questions to consumers: ‘How has the financial situation of your household changed over the last 12 months?’</p> <p>‘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)</p>
<b>General Economic Situation (Q3/Q4)</b>	<p>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?’</p> <p>‘How do you expect the general economic situation in this country to develop over the next 12 months?’</p> <p>(a lot better – a little better – stay(ed) the same – a little worse - a lot worse)</p>
<b>Major Purchase Index (Q8)</b>	<p>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?’</p> <p>(right time – neither right nor wrong time – wrong time)</p>
<b>Savings Index (Q10)</b>	<p>This 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)</p> <p><b>(Commented on but not included in the Index Score)</b></p>

### About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world “Growth from Knowledge”. For more information, please visit [www.gfk.com](http://www.gfk.com) or follow GfK on Twitter: <https://twitter.com/GfK>.

Responsible under press legislation:  
 Marketing, GfK  
 Ben Murphy  
 25 Canada Square  
 Canary Wharf, London E14 5LQ  
[ben.murphy@gfk.com](mailto:ben.murphy@gfk.com)