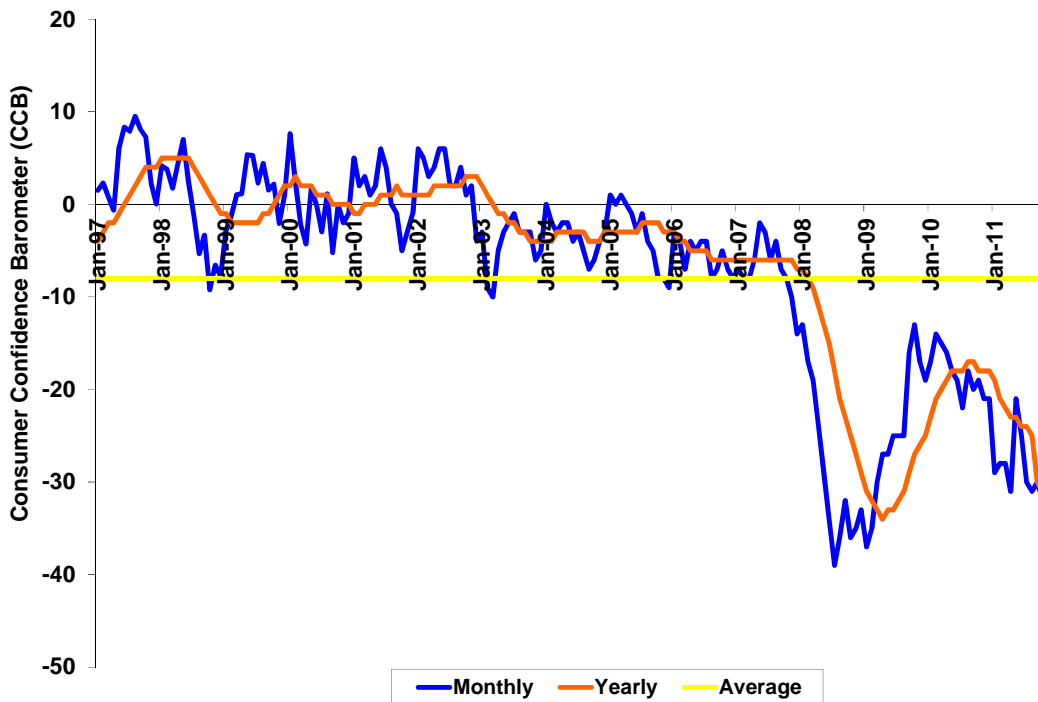


UK Consumer Confidence January 1997 – November 2011*

Base: 2,000 adults aged 16+



*Yellow line represents 179-month average, the brown line the 12-month moving average and the blue line the monthly consumer confidence index

Source: GfK NOP / European Commission / JGFR

Consumer confidence gained 1 point in November to -31, still firmly at a recession level. It is only 8 points off its record low of -39 in July 2008.

The Consumer Confidence Headline Index figure is derived from the combined results of 5 of the 12 monthly barometer questions:

- Has the financial situation of your household changed over the last 12 months?
- How do you expect the financial position of your household to change over the next 12 MONTHS?
- How do you think the general economic situation in this country has changed over the LAST12 MONTHS?
- How do you think the general economic situation in this country to develop over the NEXT 12 MONTHS?
- 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?

The average long-term consumer confidence from January 1997 – November 2011 is -8; the average for 2010 was -18, the first year-on-year improvement in confidence since 2002. Last year's 7-point rise will be reversed in 2011, with the 12 month measure having declined to -28, the lowest measure since September 2009.