

Press Release

Consumer Confidence Index Increased 1,4 Points

GfK Türkiye Consumer Confidence Index May 2012 results

May 31, 2012

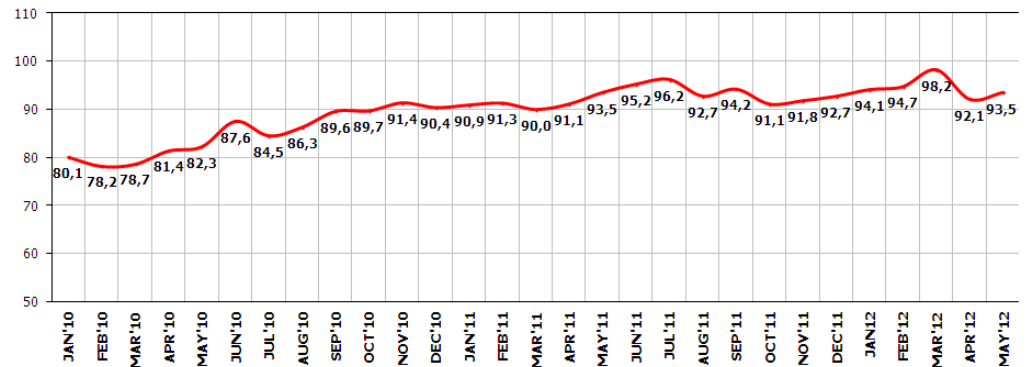
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GfK Türkiye conducts the "Consumer Survey" of the "Joint Harmonised European Union Programme of Business and Consumer Surveys" on behalf of the European Commission since March 2007. The survey is financed jointly by the European Commission and **GfK Türkiye**.

The surveys allow comparisons among different countries' business cycles and have become an indispensable tool for monitoring developments both in EU member states and candidate countries.

Indicators that are comparable and calculated by the same balance method for all member and candidate countries are published in the related web site¹ of EC in the last day of every month. Turkey's indicators will be published after following the seasonality effects for a specific period of time.

GfK Türkiye Consumer Confidence Index



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¹ http://ec.europa.eu/economy_finance/db_indicators/db_indicators8650_en.htm

Consumer Confidence Index decreased 1,4 points and recorded as 93,5 in May 2012.

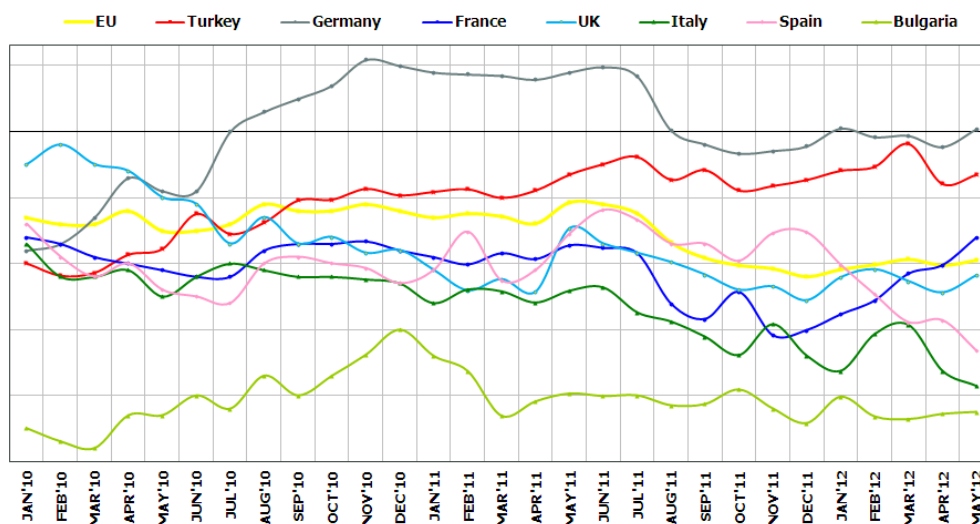
Terrorism, affairs in Syria and 4+4+4 education system are the most mentioned issues in the agenda.

Subitems and changes in the Consumer Confidence Index

	Index			Change compared to the previous month (%)	
	Mar `12	Apr`12	May`12	Apr`12	May`12
GfK Türkiye Consumer Confidence Index	98,2	92,1	93,5	-6,2	1,5
Financial situation of the household (next 12 months)	110,4	106,5	108,8	-3,5	2,2
General economic situation in the country (next 12 months)	125,1	116,8	120,0	-6,6	2,7
Rate of unemployment (next 12 months)	95,9	92,0	88,2	-4,1	-4,1
Tendency to save (next 12 months)	61,3	53,2	56,9	-13,2	7,0

The changes in the subitems of the index are as follows: Expectation about the financial situation of the household for the next 12 months increased 2,3 points (2,2%) to 108,8 points. Expectation about the general economic situation in the country increased 3,2 points (2,7%) to 120,0 points. Expectations about lower unemployment rate decreased 3,8 points (4,1%) to 88,2 and the tendency to save increased 3,7 points (7,0%) to 56,9 points.

Consumer Confidence Index in EU Countries



Consumer Confidence Index that is calculated by the same questions and method in all members and candidates of EU enables comparison between the countries. Compared to April 2012, the aggregated EU Consumer Confidence Index increased 0,9 points in May 2012. Spain had 4,6 and Italy had 2,3 points decrease whereas France had 4,2, Germany had 2,7, UK had 2,6 and Bulgaria had 0,3 points increase.

Calculation Method:

Consumer Confidence Index is calculated by aggregating balances. Balances are the difference between positive and negative answering options, measured as percentage points of total answers. Balances are calculated for **“financial economic situation of the household”**, **“general economic situation in the country”**, **“rate of unemployment”** and **“tendency to save”** questions. The index is calculated by adding 100 to the balance score of every question and taking the arithmetical mean.

The index has a range from 0 to 200. If the index gets a value greater than 100, this implies that the rate of optimists is more than the rate of pessimists. Similarly, if the index gets a value less than 100, the rate of pessimists is more than the rate of optimists.

About the Fieldwork:

GfK Türkiye conducts the Consumer Survey on a monthly basis in 26 provinces of Turkey with a sample representative at NUTS 1 level (both urban and rural) by the CATI method. 1,100 interviews with persons 15+ are conducted every month. Quota sampling is utilized to represent the general population.

GfK Group

The GfK Group, the No. 5 market research organization worldwide and in Europe, was established in 1934 in Germany. The company has over 150 subsidiaries and affiliates offering research services in more than 100 countries on five continents. Of a current total of 10.000 employees, approx. 80% are based out of Germany. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media

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GfK Türkiye

GfK Türkiye is the leading market research agency in Turkey. The company was established in 1987 and employs 200+ full-time employees. As a member of the multi-national GfK Group ranking 5th in the global and European research market and operating in more than 100 countries with 115 companies, GfK Türkiye is in tune with all innovations and improvements in the research sector at the global level. GfK Türkiye offers fact-based consultancy to support companies achieve sustainable growth in today's competitive environment providing reliable data collection and insightful reporting that enables its clients to shape their business and marketing strategies.

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GfK Türkiye Consumer Experiences

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