

# Nationwide SAVINGS INDEX\*



A comprehensive monthly insight into the behaviours of individual savers across the UK.

[www.nationwide.co.uk/savingsindex](http://www.nationwide.co.uk/savingsindex)

14 October 2009

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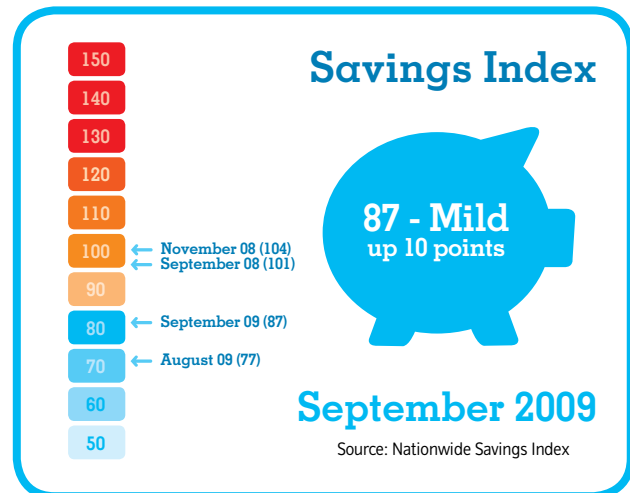
## Savings Index bounces back Future Savings Index reaches all time high\*

All four of the Nationwide Savings indices have bounced back, following last month's falls. The Savings Index is now at its highest level since November 2008.

	Sept 2009
Savings Index	87 (+10)
Importance of Savings Index	91 (+5)
Savings Environment Index	77 (+11)
Future Savings Index	121 (+16)

- The **Savings Index** increased 10 points to 87.
- The **Importance of Savings Index** increased five points to 91.
  - More people (57%, an increase of 2% from August) believe it is important for them to personally save.
- The **Savings Environment Index** increased 11 points to 77.
  - More people (20%, an increase of 4% from August) believe now is a good time to save given the current economic situation.
  - More people (17%, an increase of 2%) believe Government policy encourages people to save, though a much larger 48% believe the opposite.

- The **Future Savings Index** increased 16 points to 121.
- There are now more people who believe they will be saving more in six months' time than they do now (21%, an increase of 3% from August) than people who believe they will be saving less than they do now (17%, a decrease of 3% from August). This is the first time that this has happened since the Index began\*.



### Andy Hutchinson, head of savings at Nationwide, says:

"We believe that the strong rise in the Savings Index reflects the parallel bounce in the overall feel of consumer confidence in September. It is possible households are becoming increasingly confident that the recession is coming to an end, even though their positive sentiment may be premature. This could have boosted confidence in consumers' ability to save in the future and it will

be particularly interesting next month to see the impact of the recent ISA changes for the over-50s.

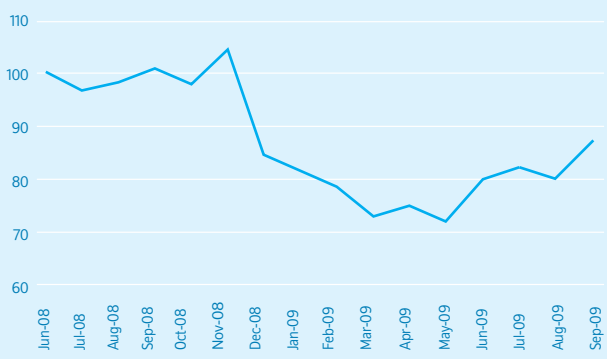
"Finally, while the latest increases recorded across the savings indices are encouraging, the falls seen last month serve as a reminder that we should remain cautious because the market may not yet have stabilised".

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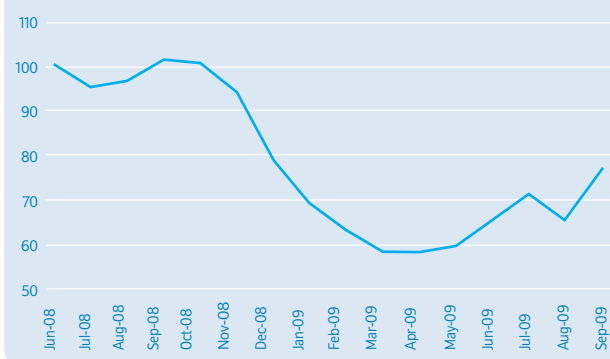
	Base	Savings Index	Importance of Savings Index	Savings Environment Index	Future Savings Index
Jun-08	1000	100	100	100	100
Jul-08	1000	97	106	95	94
Aug-08	1154	98	99	97	87
Sep-08	1000	101	105	101	95
Oct-08	1000	98	104	100	91
Nov-08	1000	104	105	94	84
Dec-08	1000	84	94	78	96
Jan-09	1000	81	90	71	97
Feb-09	1000	79	80	63	105
Mar-09	1000	73	76	58	104
Apr-09	1000	75	77	58	101
May-09	1001	72	88	59	111
Jun-09	1000	80	85	65	101
Jul-09	1000	82	98	71	106
Aug-09	1000	77	86	66	105
Sep-09	1000	87	91	77	121

**Graph A. Nationwide Savings Index**



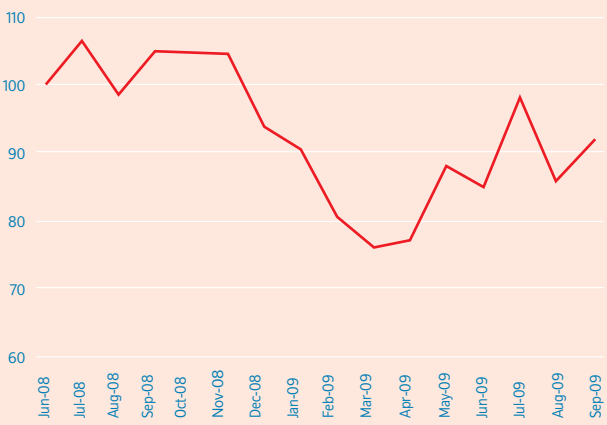
Source: TNS research for Nationwide

**Graph C. Savings Environment Index**



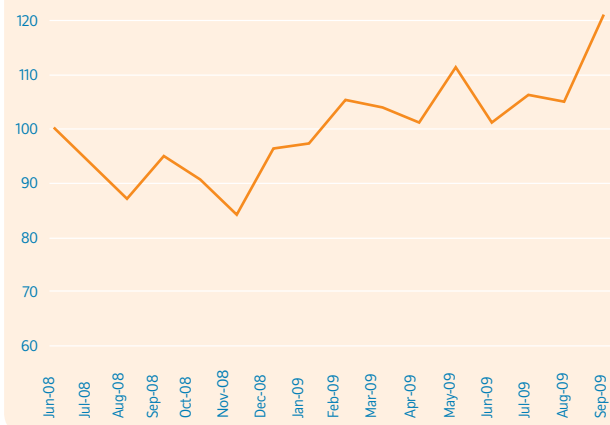
Source: TNS research for Nationwide

**Graph B. Importance of Saving Index**



Source: TNS research for Nationwide

**Graph D. Future Savings Index**



Source: TNS research for Nationwide

# Nationwide SAVINGS INDEX



## Note to editors:

Nationwide's Savings Index is based on a monthly survey representative of the UK population. For September, the TNS research for Nationwide took place from 24 August 2009 to 20 September 2009 with 1000 people.

\*The Nationwide Savings Index began on 19 May 2008.

\*\*The Savings Index is made up of one main index and three sub-indices. These are:

- **The Savings Index (principal index)**  
Made up of consumer opinion about the frequency of saving, current feelings about their current levels of saving, whether it's a good time to save given the external environment and thoughts on Government policy.
- **The Importance of Savings Index (sub index)**  
Made up of consumer opinion about the importance of saving both generally and personally.
- **The Savings Environment Index (sub index)**  
Made up of consumer opinion about whether it's a good time to save given the economic environment and whether Government policy encourages people to save.
- **The Future Savings Index (sub index)**  
Made up of consumer opinion about whether they think they'll be saving more, less or about the same in six months' time, than they do now.