



## NEWS RELEASE

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### **AUSTRALIAN ECONOMIC CONFIDENCE REMAINS STABLE, BUT CAUTION IS EXERCISED: NIELSEN**

- **Two-thirds of Australians say they have changed their spending to save on household expenses compared to this time last year**
- **Almost half believe the next 12 months is be a good time to buy things they want or need**
  - **Asia Pacific nations make up seven of the ten most confident countries globally**

**SYDNEY, Australia: May 1, 2013** – Consumer confidence among Australians remains stable, dropping one index point in Q1 2013 to 94 points versus the previous quarter and versus the same quarter a year ago, according to the latest Consumer Confidence Index from Nielsen, a leading global provider of information and insights into what consumers watch and buy. (See chart 1).

Nielsen's latest *Global Survey of Consumer Confidence and Spending Intentions* found that 42 percent of Australian online consumers believe the next 12 months will be a good time to buy things they want or need, up one point versus the same quarter a year ago and five points higher than the global average.

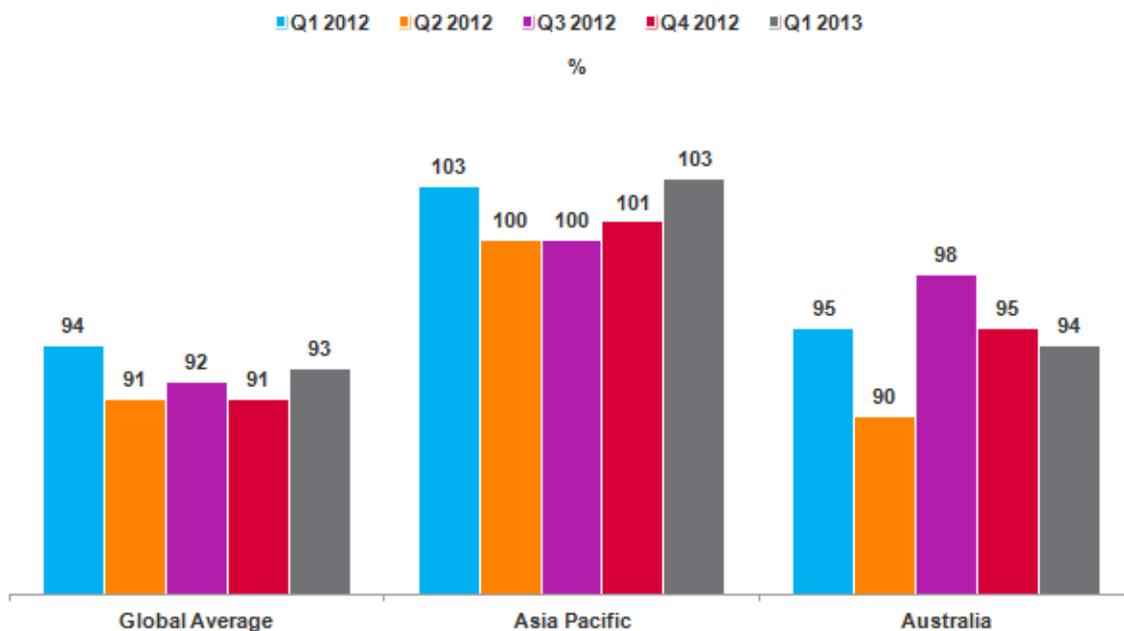
Two-thirds of Australians say they have changed their spending to save on household expenses compared to this time last year and saving money and paying off debt continued to be of highest priority for Australian consumers in Q1 2013 - with 42 percent indicating they save spare cash once essential living expenses have been covered and 32 percent pay off debts/credit cards/loans. (See chart 2).

"Consumer confidence in Australia has remained relatively stable for the past six months," commented Chris Percy, Managing Director of Nielsen Pacific. "We are however seeing green shoots in discretionary retail spend, indicating a rise in cautious optimism."

The Nielsen study also revealed that regional Consumer confidence in the economy increased in nine of 14 Asia-Pacific markets measured in Q1 compared to Q4 2012, and delivered eight of the 10 highest index scores of 58 countries. Indonesia rose five index points to 122, jumping ahead of India's index of 120, which declined one point to be the most confident nation globally.

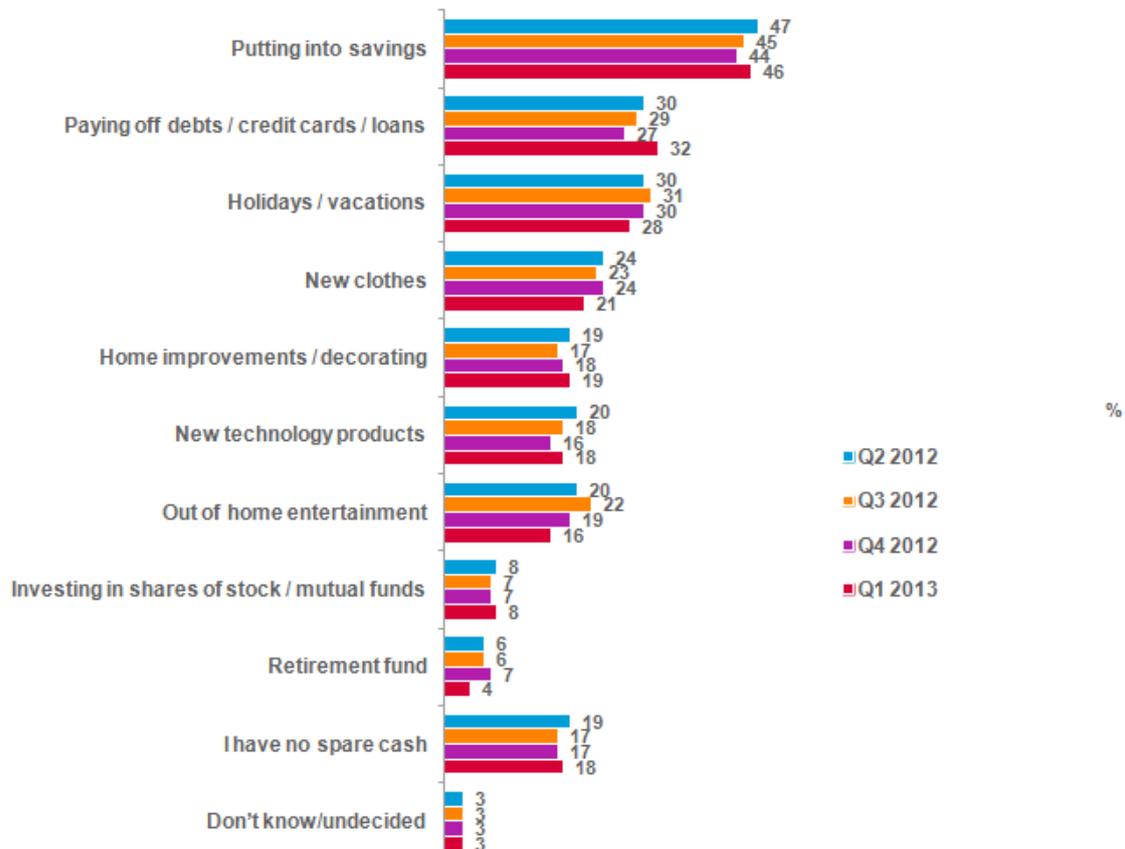
The Nielsen Global Survey of Consumer Confidence and Spending Intentions, established in 2005, measures consumer confidence, major concerns, and spending intentions among more than 29,000 respondents with Internet access in 58 countries. Consumer confidence levels above and below a baseline of 100 indicate degrees of optimism and pessimism. In the latest round of the survey, conducted between February 17 and March 8, 2013, Asia Pacific was the only region globally to sit above the 100 point benchmark and Australia was one point above the global average of 93 points.

**Chart 1: Nielsen Consumer Confidence Index, Q1 2013**



**Source: Nielsen Global Survey of Consumer Confidence and Spending Intentions, Q1 2013**

**Chart 2: How consumers in Asia Pacific are directing their spare cash**



Source: Nielsen Global Survey of Consumer Confidence and Spending Intentions, Q1 2013

**About the Nielsen Global Survey**

The Nielsen Global Survey of Consumer Confidence and Spending Intentions was conducted between February 17 and March 8, 2013, and polled more than 29,000 online consumers in 58 countries throughout Asia-Pacific, Europe, Latin America, the Middle East, Africa, and North America. The sample has quotas based on age and sex for each country based on their Internet users, is weighted to be representative of Internet consumers, and has a maximum margin of error of ±0.6%. This Nielsen survey is based on the behaviour of respondents with online access only. Internet penetration rates vary by country. Nielsen uses a minimum reporting standard of 60-percent Internet penetration or 10M online population for survey inclusion. The Nielsen Global Survey, which includes the Global Consumer Confidence Index, was established in 2005.

**About Nielsen**

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