



NEWS RELEASE

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Aussies promise to be fitter, thinner and more balanced in 2007

- ***Over four in 10 consumers will be making a New Year's resolution for 2007***
- ***Three in four of those with a New Year's resolution plan on exercising more***
- ***Around two in five with a New Year's resolution plan on going on a diet and having a better work and life balance for 2007***

Sydney, 20 December 2006: Over four in 10 (43%) Aussie consumers are geared up and ready to head into 2007 with New Year's resolutions aimed at improving their quality of life through more exercise, better work and life balance, dieting, spending more time with the family and taking up a new hobby, reveals the latest survey by leading marketing information company ACNielsen.

Released today, these and other findings were part of the twice-yearly global ACNielsen Online Consumer Opinion Survey, the largest of its kind, which polled around 25,408 people in 46 countries and more than 500 Australian participants on their New Year's resolutions plans for 2007.

Of those consumers who will be making a New Year's resolution – a whopping three in four (75%) said they planned on exercising more – 13 points higher than the global average of 62 percent and the second highest in the world behind the Philippines.

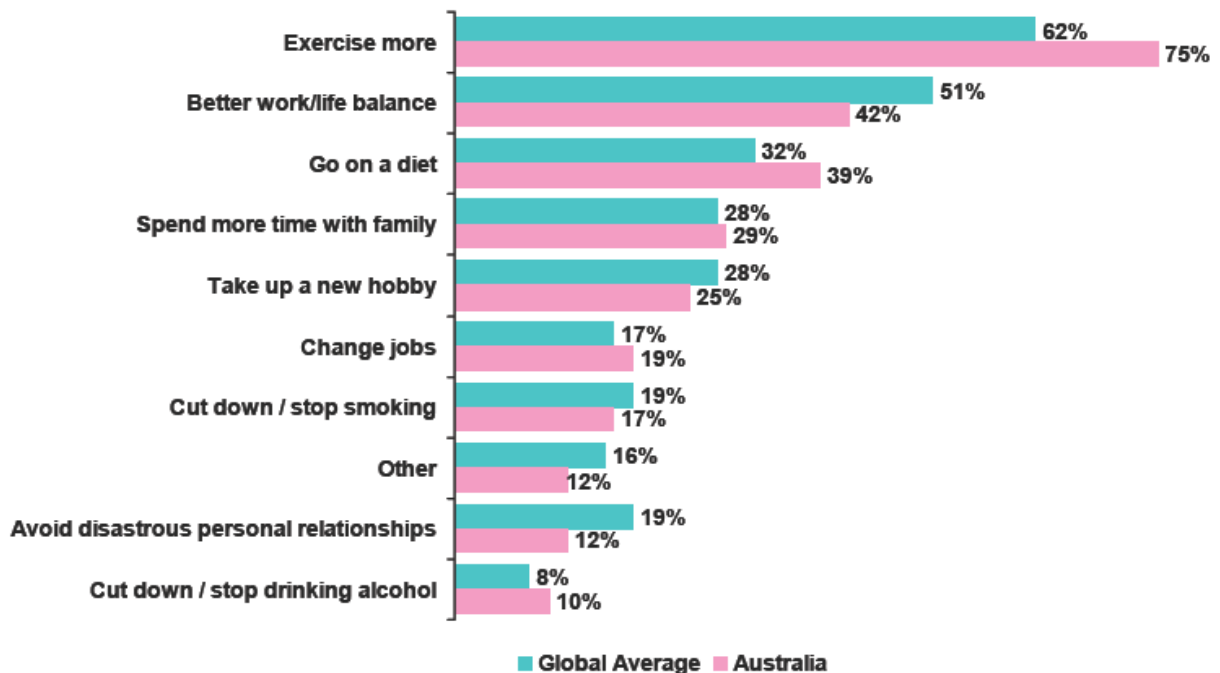
Over two in five Aussies with a New Year's resolution are aiming to have a better work and life balance (42%), while 39 percent plan on going on a diet – 7 points higher than the global average. Twenty-nine percent resolved to spend more time with family, and a quarter intend to take up a new hobby (*refer to Chart 1*).

A smaller percentage of those consumers with New Year's resolutions were determined to cut down or completely cut out the traditional naughtier vices of smoking (17%) and alcohol (10%).

“It is interesting to see that the number of Australian consumers who have committed through their New Year's resolutions to exercise more and diet in 2007, is significantly higher than the global benchmark,” says Johnny Panagiotidis, Director, Customised Research, ACNielsen Australia.

“Certainly the huge focus in the media around obesity concerns in Australia over the past 12 months will have contributed to the high proportion of those consumers who intend on losing weight through exercise and dieting over 2007.”

Chart 1: What are your New Year's resolution plans? Base: Those respondents who have a New Year's resolution (November 2006)



The ACNielsen Online Consumer Confidence and Opinions Survey is the largest half-yearly survey of its kind aiming at gauging current confidence levels, spending habits/intentions and current major concerns of consumers across the globe. The ACNielsen Consumer Confidence Index is developed based on consumers' confidence in the job market, status of their personal finance and their readiness to spend. The latest survey, conducted in late October/early November 2006, polled around 25,408 Internet users in 46 markets from Europe, Asia Pacific, North America, the Baltics and the Middle East.

About ACNielsen

ACNielsen, a VNU business, is the world's leading marketing information provider. Offering services in more than 100 countries, the unit provides measurement and analysis of marketplace dynamics and consumer attitudes and behaviour. Clients rely on ACNielsen's market research, proprietary products, analytical tools and professional service to understand competitive performance, to uncover new opportunities and to raise the profitability of their marketing and sales campaigns.

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