



NEWS RELEASE

Contact: Cindy Tourneur
(02) 8873 7381 / 0410 457 646
cindy.tourneur@acnielsen.com.au

Likely renewal of concern about terrorism for world's consumers

By June 2006, only 14 percent of consumers cited a terrorist attack as their major concern

Australia, 11 August 2006: Travellers around the world planning to travel between the US and UK were inconvenienced by unexpected flight delays and the instigation by the British government of more stringent security measures subsequent to yesterday's thwarting of the terrorist airline plot. Yet the priority remains the safety of the world's consumers, who did not consider the threat of terrorism a major concern when surveyed just two months ago.

According to the latest ACNielsen Global Consumer Opinion Survey¹ which polled over 22,780 consumers in 40 markets online in late May and early June, when asked about their major concerns in the next six months, only 14 percent cited a terrorist attack, and only six percent said terrorism was their biggest concern. This compares to 64 percent when the survey was conducted in November 2004 and 12 percent in June 2005.

In Australia concerns around terrorism had dropped back in the latest consumer survey compared to six months earlier. In the lead up to the Commonwealth Games in Melbourne, ACNielsen's November 2005 survey revealed that the threat of terrorism was the number one concern for consumers at an alarming 36 percent. With the festivities now over, fears have subsided substantially with the latest data showing a 19 point drop to 17 percent.

Conversely, almost one in ten (9%) Australians are now concerned about war – an increase of four points. However, while levels of fear around terrorism and war had

¹ ACNielsen Consumer Opinion Survey was first started in 2002 in Asia Pacific. The survey was subsequently expanded to become a global survey in 2004 and gauge consumer opinion in 40+ markets in 2006.

shown a decline in the past six months, Australian consumers' concerns still ranked third highest in the Asia Pacific region and seventh on a global scale.

Across all regions, North America had the most people concerned about terrorism, with 19 percent citing it as a concern, followed by Europe with 15 percent and Asia Pacific with eight percent (*Table 1*).

Out of the 40 markets surveyed, Denmark, Switzerland and Turkey had the most people citing terrorism as their major concern. One fifth of the British and Americans also expressed similar concern and took the 4th and 5th positions on the top 10 list (*Table 2*). These five countries also have also made up the top five with the most people ranking terrorism as their biggest concern of all (*Table 3*).

The ACNielsen survey also found some markets not as concerned about terrorism as the other. Among them were people in Korea, Hungary, Vietnam and Taiwan. In fact most countries in Asia Pacific except for India, Australia and Singapore were among the less concerned (*Table 4*).

"Unlike concerns for the economy, health and personal finance, terrorism has not been a constant concern for most consumers the world over. As indicated in previous rounds of the ACNielsen Global Consumer Opinion Survey, consumers' concern about terrorist attacks is more episode-driven and usually peaks in the immediate aftermath of an attack," said Ben Dixon, Executive Director, Retail, ACNielsen.

In the UK, where the most serious terrorist alert was issued in the years since 9/11, people's concern about terror attacks has not been particularly high. Similarly, among consumers in the US, the threat of a terror attack has come and gone, but is still not considered as big a concern relative to other concerns like the economy and personal finance (*Table 5*).

"The terrorist alert issued by the US and British governments yesterday will go to the top of the mind for many consumers in markets where the concern about terrorism has

been high and they will start to adjust their consumption habits fairly quickly,” says Dixon. “This is likely to have a short term impact on their travel plans and other related purchasing until they think the threat has dissipated.”

Table 1

**Major Concerns
- Terrorism**

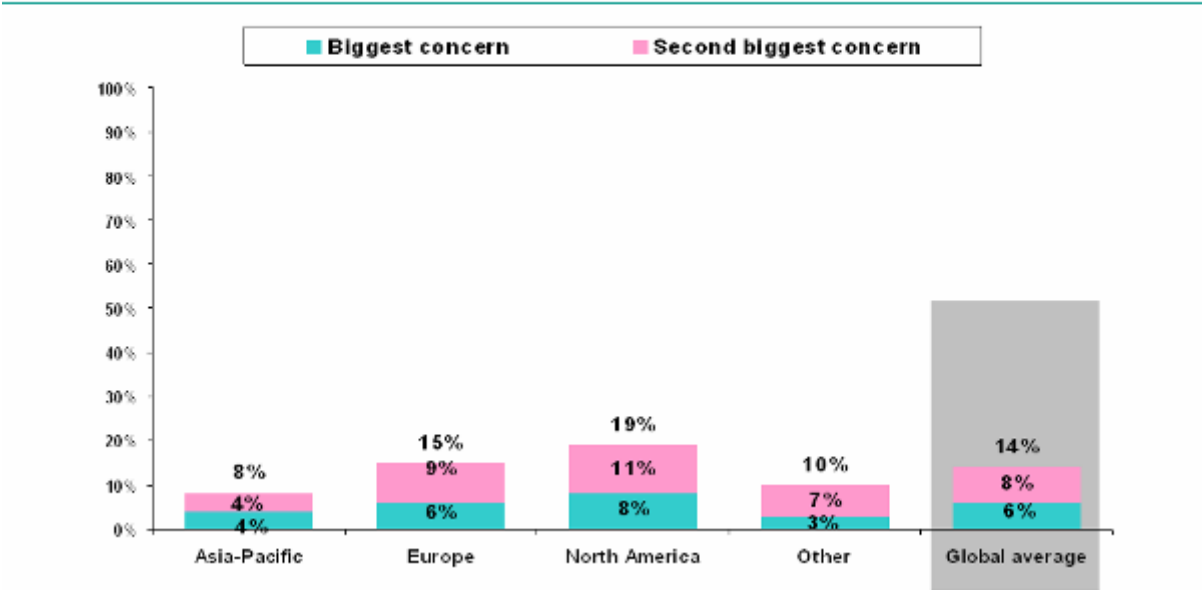


Table 2

**Major Concerns – Terrorism
- Top 10**

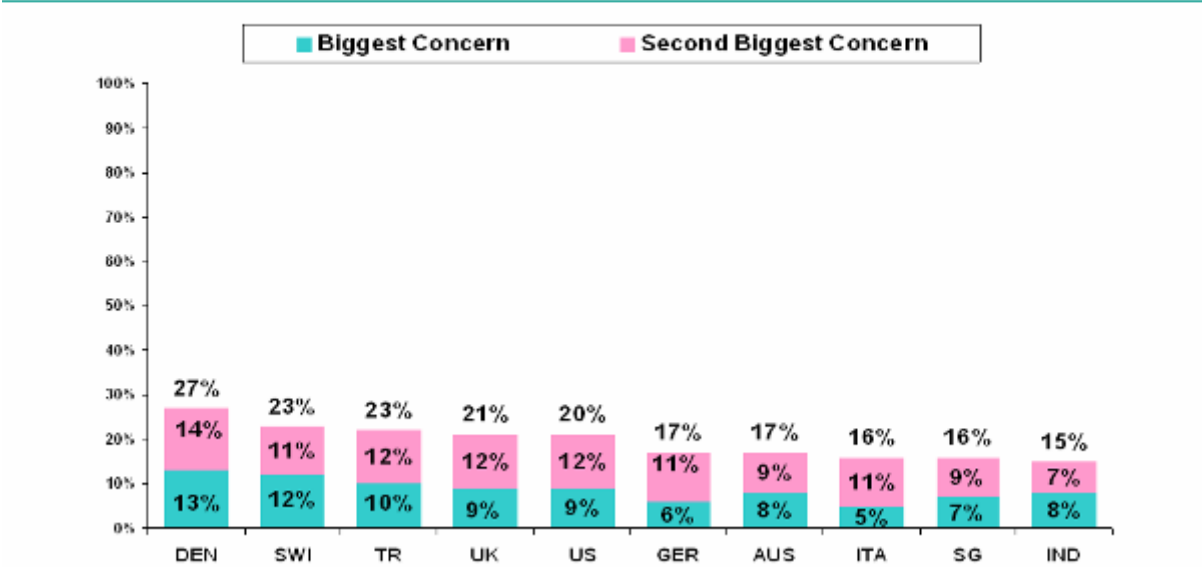


Table 3

**Biggest Concern – Terrorism
- Top 10**

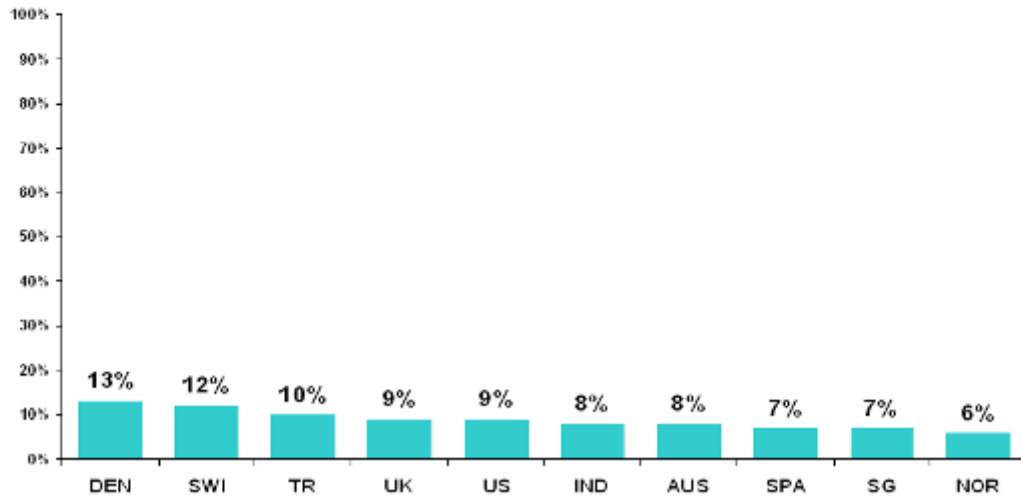


Table 4

**Major Concerns – Terrorism
- Bottom 10**

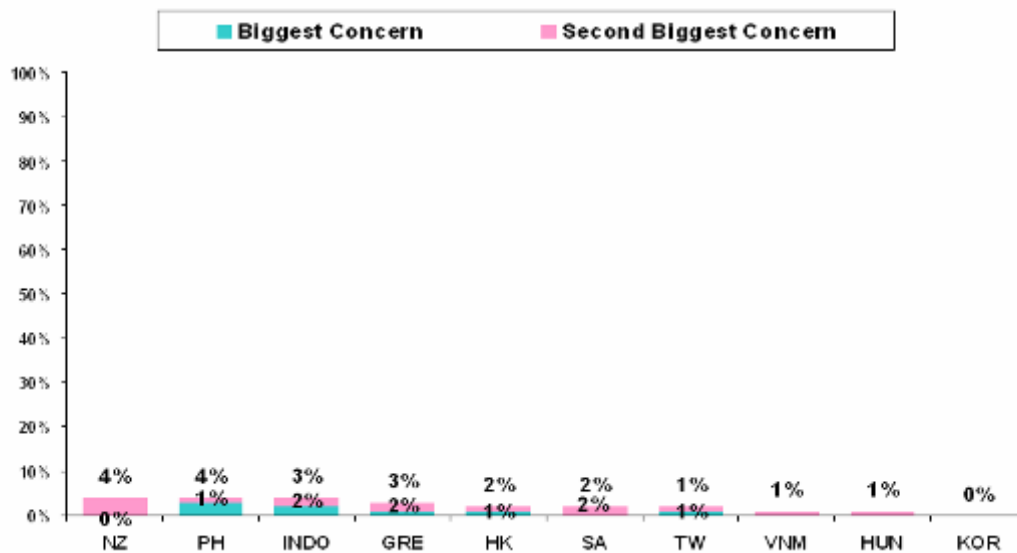
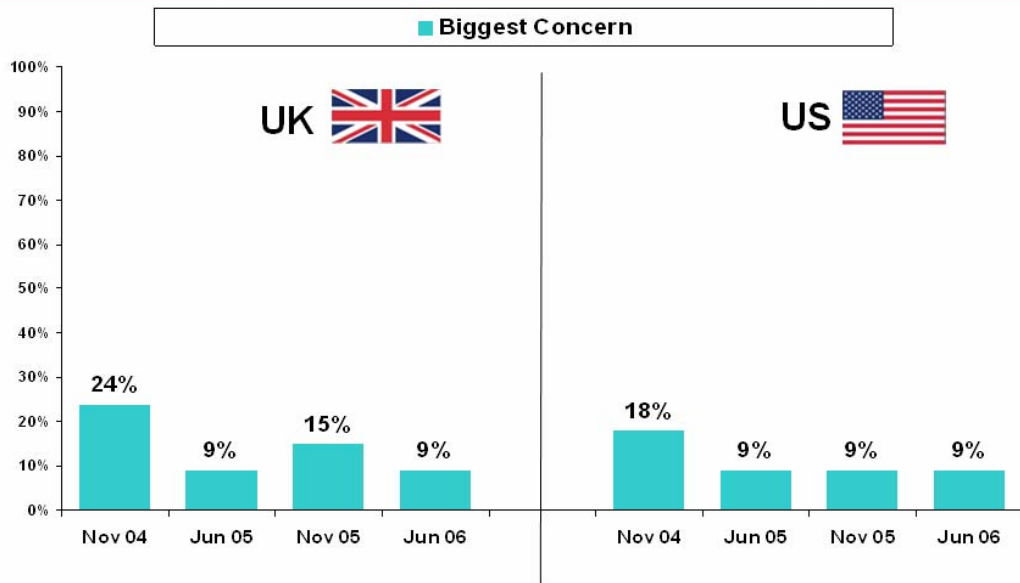


Table 5

**Terrorism as a Biggest Concern in the U.S. and U.K.
2004-2006**



Markets Covered:

Australia – Austria – Belgium – Canada – Denmark – Estonia – Finland – France – Germany – Greece – Hong Kong – India – Indonesia – Ireland – Italy – Japan – Korea – Latvia – Lithuania – Malaysia – Netherlands – New Zealand – Norway – Philippines – Poland – Portugal – Russia – Singapore – South Africa – Spain – Sweden – Switzerland – Taiwan – Thailand – Turkey – United Kingdom – United States – Czechoslovakia – Hungary – Vietnam

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