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News Release

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FOR IMMEDIATE RELEASE

Most Australians approve of Kevin's handling of the Financial Crisis: Nielsen

76% expect a Tax Bonus payment ~ but not everyone will be spending it all!

06 April 2009, SYDNEY: A majority of Australians (59%) approve of the Rudd Government's handling of the challenges Australia faces during the global economic slowdown, according to a Nielsen Online Omnibus, released today by The Nielsen Company.

The national survey of Australian consumers aged over 18 years showed the overall approval figures of the Government's economic management remained fairly consistent across gender, age group, work status, income and occupation, with only 24 percent expressing disapproval. (See Chart 1)

In reference to the Rudd Government's Stimulus Packages, over three quarters (76%) of respondents believe they will receive a tax bonus payment based on their income last year.

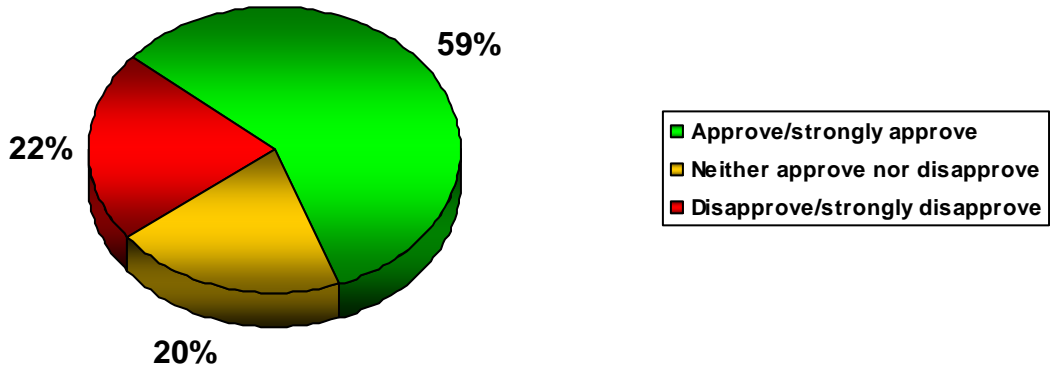
When asked how they intended to use their tax bonus payment(s), two thirds (66%) of respondents included at least some spending options that would put their dollars back into the economy. This included spending on holidays/vacations (18%), home improvements (18%), new clothes (14%), new household appliances (13%) technology (11%) and out of home entertainment (5%). Note that respondents could choose multiple options.

However, the two largest uses of the tax bonus indicated by respondents were paying off debts/credit cards (34%) and putting into savings (25%). Not surprisingly, the 18-24's age group scored the highest for putting their tax bonus into savings (43%). (See Chart 2)

Although on the surface this may not be addressing the government's objectives of putting cash back into retail sales, services and stimulating the market, it's conceivable that those respondents previously planning to pay off credit cards or boosting savings with their own earnings, may end up spending and circulating their cash back into the economy.

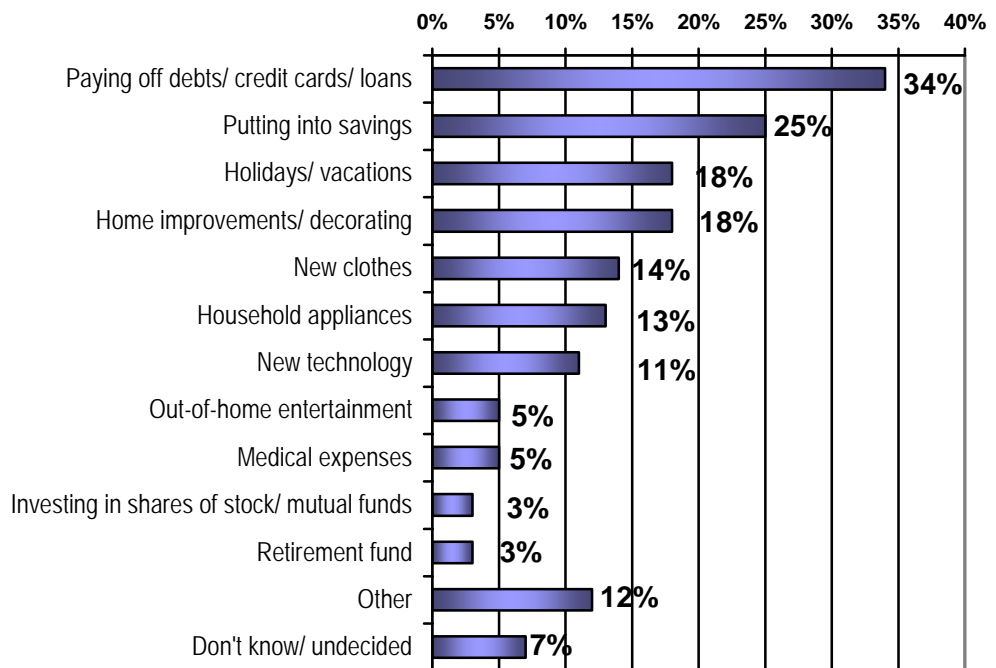
While there have been mixed attitudes to the Government tax bonuses and the impact it may have in stimulating the economy, the survey findings show that the majority of Australians intend to spend at least some of their bonus. What remains to be seen is whether the spending stays in the local economy or is spent on imported goods, overseas holidays, etc.

Chart 1: Approval of Government's economic management during the global economic slowdown



Source: Nielsen Online Omnibus - March 28-29 2009

Chart 2: Intended use of tax bonus payments from the Australian Government



Source: Nielsen Online Omnibus - March 28-29 2009

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About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.

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