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## News Release

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### **CONSUMERS IN AUSTRALIA AND WORLDWIDE SEE ADVERTISING AS KEY TO ECONOMIC GROWTH: NIELSEN-WFA REPORT**

**SYDNEY, July 31 2009:** Seven in ten consumers globally agree that advertising contributes to economic growth, while eight in ten agree that advertising helps create jobs, according to a survey of 25,420 consumers in 50 countries conducted by The Nielsen Company for the World Federation of Advertisers (WFA) in March-April 2009.

Compared to the global average, Australians were less convinced about advertising's role in contributing to the economy (68% vs. 71%) and about advertising helping companies to succeed and thus create more jobs (77% vs. 80%). However, more agreed that both advertising helped fund low costs and free content in the media (80% vs. 67%), and it provides useful information on important societal issues, such as safety and health (67% vs. 63%).

Overall, Australians differed only slightly in their responses, with 67% feeling that, as a critical driver of competition between companies, advertising leads to better products and lower prices. In fact, a clear majority of consumers in Australia understand the importance of advertising and sponsorship as a critical source of funding for exhibitions, cultural and sporting events (80% vs. 81%).

Commenting on the study, Peter Cornelius, Managing Director, Media Pacific for The Nielsen Company said "While consumers' views on the economic benefits of advertising are broadly consistent worldwide, it did reveal some interesting discrepancies between the attitudes of consumers across regions about advertising as a source of information.



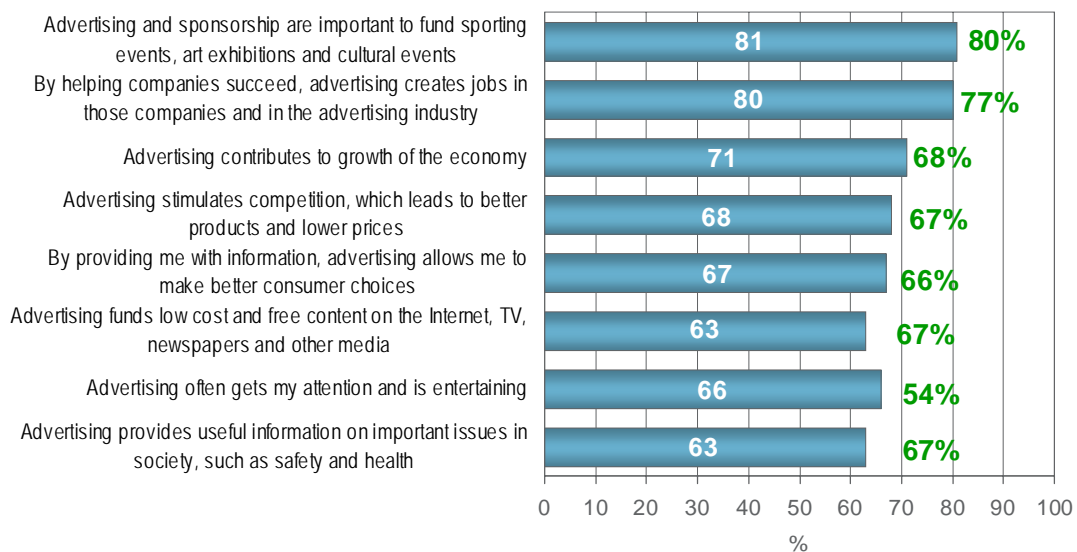
For example; European consumers appear to be more sceptical, with only half agreeing that advertising helps them make better choices; compared to four out of five Latin Americans, three quarters of consumers in Asia-Pacific and seven in ten in North America agree. Also, when asked whether advertising is entertaining, attitudes swung substantially from 79% in Latin America and 76% in Asia-Pacific to half of European and Australian consumers disagreeing”

World Federation of Advertisers partnered with The Nielsen Company in order to gauge consumer attitudes to advertising as part of a broader campaign to champion advertising at a time when policy makers worldwide are considering introducing new restrictions.

Stephan Loerke, WFA Managing Director said “Advertising is a powerful economic stimulus and consumers are clearly aware of this. But, we still have more work to do so that governments, too, understand the important role it plays and take this into account when formulating policy.” For more information see [www.valueofadvertising.org](http://www.valueofadvertising.org).

## Please indicate your level of agreement with the following statements - Global Average vs. Australia

Purpose of Advertising Responses to Nielsen WFA Global Survey across 50 countries - 1st half 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. 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](http://www.nielsen.com)

**About the World Federation of Advertisers (WFA)**

WFA is the voice of advertisers worldwide representing 90% of global marketing communications expenditures through a unique, global network: 57 national advertiser associations on five continents as well as direct multi-national corporate members. Through the network, WFA represents more than 10,000 businesses operating in a broad spectrum of sectors at national, regional and global levels. WFA has a dual mission: to champion responsible commercial communications and to facilitate a media environment which stimulates maximum effectiveness of ad spend. More at [www.wfanet.org](http://www.wfanet.org)