



The Nielsen Company  
11 Talavera Road  
Macquarie Park, NSW 2113  
www.nielsen.com

## News Release

**CONTACT(S):**  
Peter Keli; [Peter.Keli@nielsen.com](mailto:Peter.Keli@nielsen.com)  
+61 410 420 656

**FOR IMMEDIATE RELEASE**

### **Two in five Aussies claim spending habits unaffected by interest rate hikes, but when balancing the budget, *dining out* is the biggest casualty**

#### **Snacks, biscuits & chocolates the first to go from shopping baskets**

**September 24, 2008, Sydney:** While the majority of Australians (94%) claim to be *extremely* or *somewhat* concerned about continuing inflation over the next 12 months, interest rate hikes have little effect on the spending patterns of two in five Aussies, according to a recent Internet survey conducted by The Nielsen Company.

According to Nielsen, while one in five (22%) Australians will immediately reduce spending when interest rates go up, over a third (36%) will wait and see, and 41 percent say changes to interest rates have no impact on their spending.

"This is characteristic of Aussie consumers," notes Luke Starick, Associate Director, Customized Research, The Nielsen Company, "We may be concerned about the future of the economy but a large portion of us aren't prepared to sacrifice our lifestyles -- just yet," said Starick.

Across the Tasman, however, Kiwis are either doing it easier or are taking a less cautious approach – almost half (49%) of New Zealanders claim not to change their spending patterns as a result of economic uncertainty, according to the Nielsen survey.

When asked which price increase were having the biggest influence on expenses, petrol prices were causing the most pain for 90 percent of Australians, ahead of increases in the price of basic commodities (87%). By comparison, increases in basic commodity prices were having the biggest impact on New Zealanders (94%), compared to increases in petrol prices (90%).

"The impact of petrol prices on our purses is a reflection of Aussies' dependence on the motor vehicle, given that Australian petrol prices are very similar to those in New Zealand."



For those Australians that are adjusting their spending, dining out is the biggest casualty for two in five, followed by recreation (19%) and clothing (12%).

When it comes to the weekly grocery shop, Australian shoppers claim to be making small economies, cutting back on non-essential food items such as snack foods (79%), biscuits (72%) and chocolates (71%).

**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](http://www.nielsen.com)