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News Release

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UPTICK IN CONSUMER SPENDING MORE EVIDENCE OF THE “GREEN SHOOTS” OF ECONOMIC RECOVERY, SAYS NIELSEN GLOBAL ECONOMIC SCORECARD

Growing Consumer Confidence Spurs Sales in China, India, U.S. and Canada

None of 10 Top GDP Countries Show Declines in Consumer Activity

New York, NY, June 22, 2009 – Global consumer spending appears to be on the rebound, driven by sales gains in China, India, the U.S. and Canada in April, another indication that the global economy may be stabilizing as consumer attitudes and confidence turn up. For the first time in four months, since the creation of the Nielsen Economic Current (NEC) scorecard of consumer behavior, a monthly report from The Nielsen Company, none of 10 major GDP countries showed declines in consumer activity compared to the previous month.

“Although consumers are still not shopping as frequently, we are seeing a turnaround in spending as shoppers spend more money per trip,” said James Russo, Vice President, Global Consumer Insights for The Nielsen Company. “There continues to be the emergence of optimism worldwide, and this upward trend in spending across four leading economies is further evidence that the ‘green shoots’ of economic recovery are finally breaking through. We expect to see even more forward momentum as we look to the second half of 2009.”

The Nielsen Economic Current scorecard provides a monthly snapshot of global consumer and retail trends across ten countries representing nearly 65 percent of Global GDP. The index captures a broad set of data and analysis of sales of tens of thousands of products across Nielsen’s vast consumer practice, as well as economic data, including employment and inflation, to create a meaningful barometer of global consumer behavior. Each country tracked is assigned a monthly score of 1-5, with 1 indicating very strong growth (more than 5% growth in the index) and 5, a steep decline (up to 4%).

The current NEC scorecard reveals several noteworthy trends (see chart below):

- Scores of six out of 10 GDP countries remained flat from the previous month and no country declined for the first time in four months, hopeful signs that the global economy is stabilizing as consumer confidence cautiously begins to turn up.
- The United States’ score saw a strong rebound from declines in March, up to a 2 (growth of 1% to 4%) from a 5 (as much as 4% decline). The lift is further evidence that the U.S. consumer market may have bottomed out and we will start to see modest gains in spending going forward. (Seasonality is partially a factor due to Easter falling in March last year and April this year.) While consumers are spending more money per shopping

trip, they are still shopping cautiously, shifting to value channels like Target and Costco, and to private label store brands.

- India held steady, while China strengthened its score considerably, moving to a 1 (up to 5% growth) from a 3 (flat growth), a result of a massive stimulus and strong dollar and unit sales growth. This is a particularly hopeful sign given that China and India are best positioned, as the world's leading economies, to be the leaders in a global recovery, based on export and domestic goods demand.
- Canada continued to show moderate levels of consumer spending growth, with a score of 1 (up to 5%), up from 2 (growth of 1% to 4%). Data this month shows that Canadian shoppers are spending more money per trip, possibly a result of retailers running more promotional sales to entice shoppers to stock up on goods.
- Western Europe remains in a neutral position, not showing significant fluctuations in consumer activity. Despite rising unemployment, the vast majority of consumers have regular income, which means that many are saving more.

Nielsen Economic Current Scorecard			
Country	Trend	April 2009	March 2009
Brazil	→	3	3
Canada	↑	1	2
China	↑	1	3
France	→	3	3
Germany	→	3	3
India	→	1	1
Italy	→	3	3
Spain	→	3	3
United Kingdom	→	3	3
United States	↑	2	5

1=Very Strong Growth >= +5%; 2 = Growth between +1 and +4%;
 3 =Neutral Between -1 and +1%; 4 =Negative between -1 and -4%;
 5 = Very Negative <= -4%

For additional country-by-country details on consumer behavior, download this month's full Nielsen Economic Current (NEC) scorecard here: <http://blog.nielsen.com/nielsenwire/tag/nielsen-economic-current/>.

Launched at the end of 2008, the Nielsen Economic Current, a regularly updated tool for business planning, provides a quick assessment of which top GDP countries are showing growth or declines in consumer activity, based on eight key factors. Further drill down data reflects country-specific information on eight key factors including:

- Nielsen's Market Index – Value (Dollar Sales)
- Nielsen's Market Index – Volume (Unit Sales)
- Move to store brands
- Shift to value channels
- Retailers' use of promotions
- Frequency of Consumer shopping trips

- Consumer spending per trip, and
- Nielsen's Global Consumer Confidence surveys.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), trade shows and business publications (*Billboard*, *The Hollywood Reporter*, *Adweek*). The privately held company is active in approximately 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, www.nielsen.com.

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