

Consumer Confidence , Concerns and Spending in the Nordics - Q4 2010

Scandinavian Consumers Most Confident in Europe

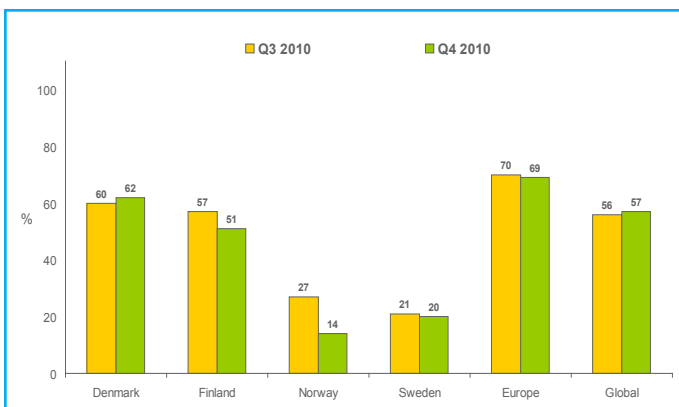
The Scandinavian countries continue to top the European rankings for the most positive nations regarding their personal finances and their willingness to spend. At the same time, global consumers ended 2010 more pessimistic than at the start of last year, driven by jobs and inflation concerns, according to Nielsen's Global Consumer Confidence Index for the fourth quarter.

Consumer confidence fell in 25 out of 52 countries in Q4 2010, as hope for a global economic recovery evaporated at the end of last year. 57% of global consumers think that their country is still in a recession and 51% think that it will not be over in the next 12 months.

The situation is different in Scandinavia with Norway as the most optimistic country in Europe regarding job prospects, personal finances and their ability to buy the things they want and need. Sweden and Denmark are close behind, even though consumer confidence declined in Denmark, driven by increased concern about job prospects. Consumers in Finland are far less optimistic.

Norwegians and Swedes are the most optimistic consumers in Europe when thinking beyond the recession, far from their neighbours in Denmark and Finland - and the rest of Europe.

% who believe their country is in an economic recession at the moment, compared to Q3



The economy, health and increasing utility bills are still the major concerns for the Nordic consumers over the next six months. In Sweden health replaced the economy as the number one concern, while worries for the economy jumped four percentage points in Denmark.

Saving continues to be a priority for Nordic consumers. Norway and Sweden are the top two countries in Europe, preferring to put their spare cash into savings. When it comes to spending, holidays and home improvements are the top categories.

According to the survey, more and more people around the world are saying that they have no money left after paying the necessary living costs. One in five Europeans say they have "no spare cash". In Finland the figure has doubled since the first quarter, with 26% saying that they are left with no spare cash after paying essential living expenses.



How to utilize spare cash after covering essential living expenses

	Denmark		Finland		Norway		Sweden		European average
	Q3 -10	Q4 -10	Q3 -10	Q4 -10	Q3 -10	Q4 -10	Q3 -10	Q4 -10	Q4 -10
Out of home entertainment	34%	29%	23%	18%	33%	23%	27%	24%	27%
New clothes	31%	25%	26%	23%	33%	25%	27%	29%	32%
New technology/products	18%	15%	16%	13%	25%	16%	19%	19%	19%
Home improvements/decorating	32%	39%	25%	21%	34%	32%	43%	39%	25%
Holidays/vacations	42%	29%	27%	23%	44%	45%	38%	33%	28%
Paying off debts/credit cards	20%	19%	31%	29%	31%	28%	20%	21%	26%
Putting into savings	53%	48%	28%	26%	53%	54%	53%	52%	34%
Investing in shares of stock/mutual funds	7%	5%	10%	9%	11%	8%	15%	18%	6%
Retirement fund	14%	9%	7%	5%	4%	3%	12%	11%	9%
I have no spare cash	11%	11%	23%	26%	13%	9%	11%	15%	20%

Breaking News

Summary Nordics

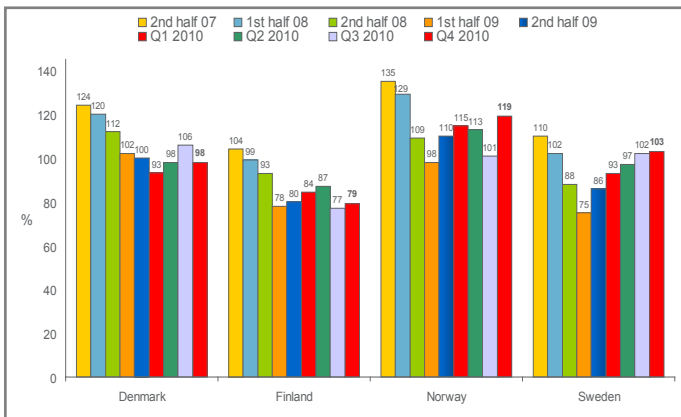
Denmark

- Consumer Confidence Index dropped 8 points compared to Q3 survey, driven by increased concern about job prospects
- 68% perceive the job prospects to be not so good/bad over the next 12 months compared to 53% in Q3
- Major concerns are the economy and job security
- 62% think their country is in an economic recession

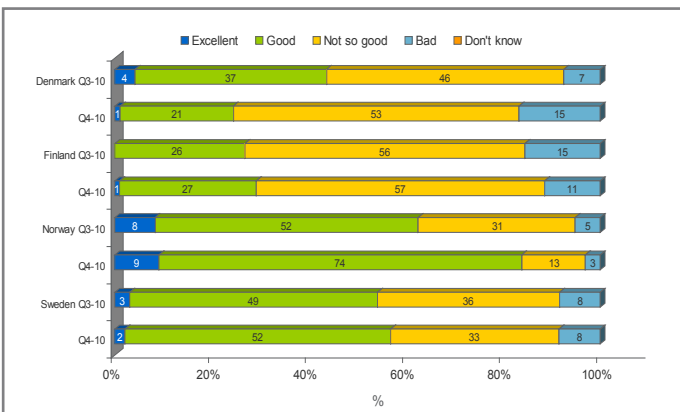
Norway

- Consumer Confidence Index +18 points compared to Q3 survey - back to be the most confident nation in Europe
- 79% believe their personal finances look good or excellent compared to 55% in the Q3 survey
- Major concerns are health and children's education and/or welfare
- 14% think their country is in an economic recession (the most optimistic country in Europe)

Consumer Confidence Index 2007 - 2010



How do you feel about job prospects in the next 12 months?



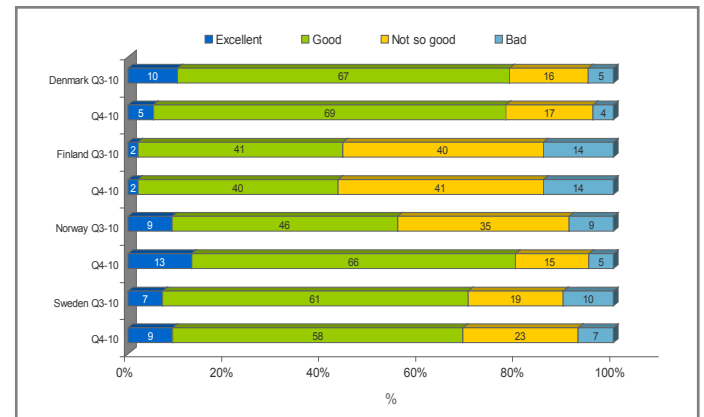
Finland

- Consumer Confidence Index + 2 points compared to Q3 survey
- 68% perceive the job prospects to be not so good/bad over the coming 12 months, a slight improvement compare to last survey (71%)
- Major concerns are increasing utility bills and health
- 51% think their country is in an economic recession

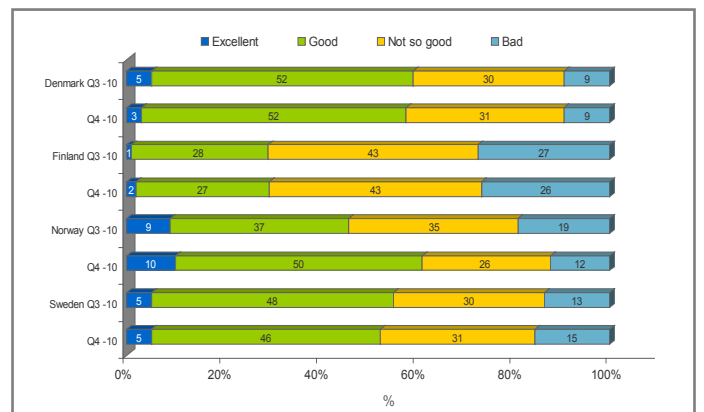
Sweden

- Consumer Confidence Index + 1 point compared to Q3 survey - the third most confident nation in Europe
- 54% perceive the job prospects to be good/excellent over the next 12 months, a slight improvement compared to last survey (52%)
- Health and economy are the major concerns
- 20% think their country is in an economic recession (second most optimistic country in Europe)

How do you feel about the state of your own personal finances over the next 12 months?



Would you say that at this moment the time to buy the things you want and need is...?

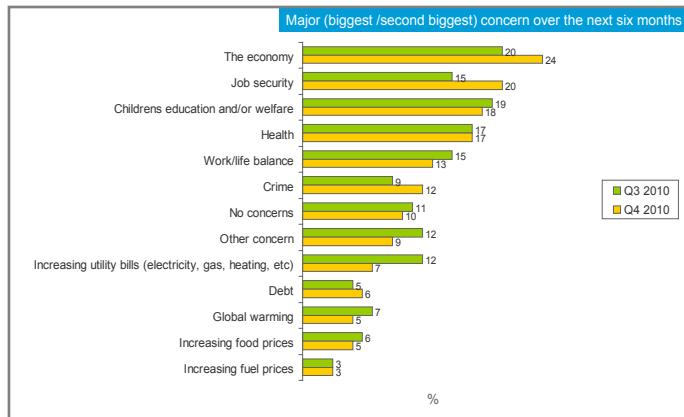


All data source: Nielsen Global Consumer Confidence Survey, Q4 2010

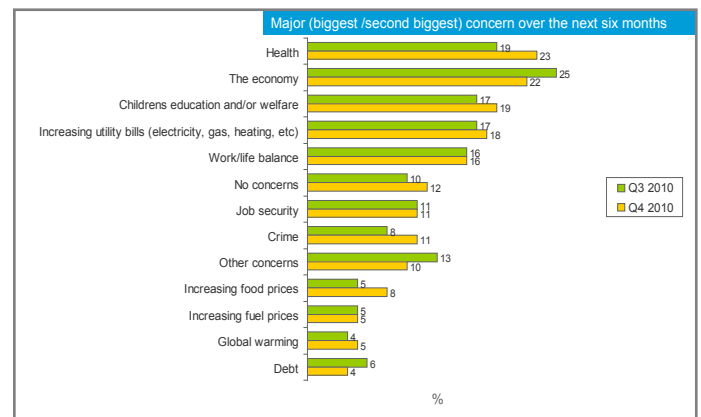
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Major concerns over the next six months

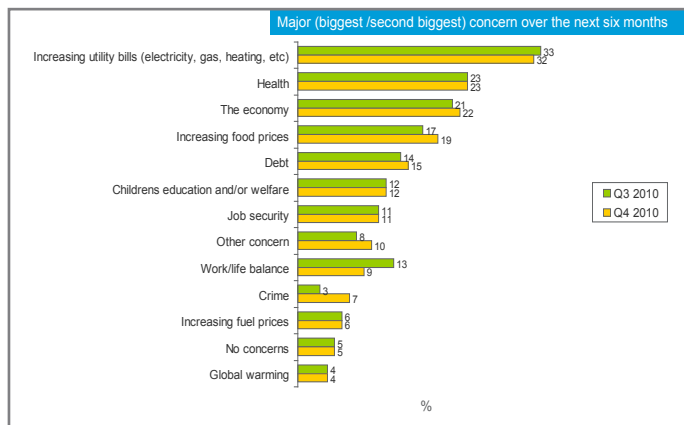
Denmark



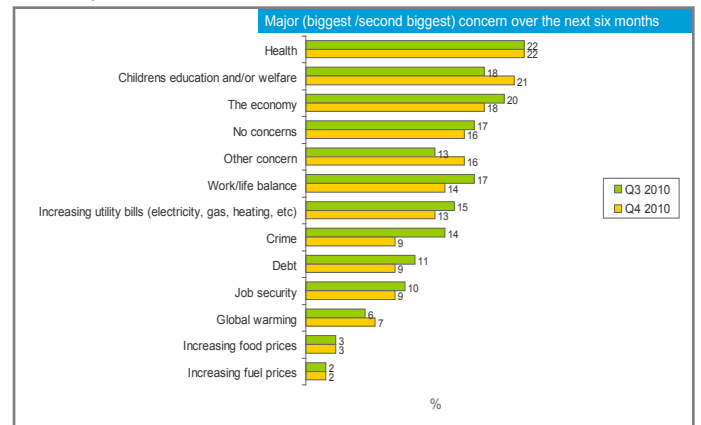
Sweden



Finland



Norway



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About The Nielsen Consumer Confidence Survey

The Nielsen Global Online Consumer Survey, was conducted between November 10 and November 28, 2010 among over 29,000 internet users in 52 countries from Europe, Asia Pacific, North America and the Middle East.

The Nielsen Global Online Consumer Confidence and Opinion Survey provides insight into current confidence levels, spending habits/intentions and the major concerns of consumers across the globe.

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 approximately 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.

