



MEDIA CONTACT:

Chris Byrne

d +61 2 9563 4232

t + 61 2 9563 4200

f + 61 2 9563 4202

e chris.byrne@tns-global.com

w www.tnsglobal.com

FOR IMMEDIATE ISSUE

ALCOHOL NOT RECESSION PROOF GFC forces booze hounds to lay off the drink

BRISBANE. 20 May 2009 — When it comes to alcohol, two in five Bris Vegans spent less or put spending on hold over the past six months, according to recent research by the local branch of global information and insight group TNS.

The survey, conducted with Brisbane residents in February, found that in terms of alcohol spend, 37% have spent less or put spending on hold over the past six months, 43% haven't changed their spending habits and 8% spent more.

According to TNS senior research consultant John Shearer: "Alcohol has been historically recession proof, and many have maintained their drinking habits in the current recession, but almost 40% of Brisbane residents have cut down alcohol expenditure.

"You know you're truly in a recession, not when your PM admits to it, but when alcohol sales drop," Shearer said.

The study found that most savings are being made in the area of entertainment, with consumers spending less on things such as buying take-away food, eating out, holidays, alcohol and other entertainment outside the home.

"In terms of general entertainment out of the home (things such as movies, music and sport), 44% having spent less or put spending on hold over the past six months.

"Spending on take-away food and eating out over the past six months has been scaled back or put on hold by 51% and 50% of Brisbane residents respectively."

-ends-

About TNS

TNS, who recently merged with Research International, is the world's largest custom research agency delivering actionable insights and research-based business advice to its clients so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specialising in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 70 countries, TNS is part of Kantar, the world's largest research, insight and consultancy network. Please visit www.tnsglobal.com for more information.

The Kantar Group

The Kantar Group is one of the world's largest research, insight and consultancy networks. By uniting the diverse talents of more than 20 specialist companies – including the recently-acquired TNS – the group aims to become the pre-eminent provider of compelling and actionable insights for the global business community. Its 26,500 employees work across 80 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies. The Kantar Group is a wholly-owned subsidiary of WPP Group plc. For further information, please visit www.kantargrouptns.com