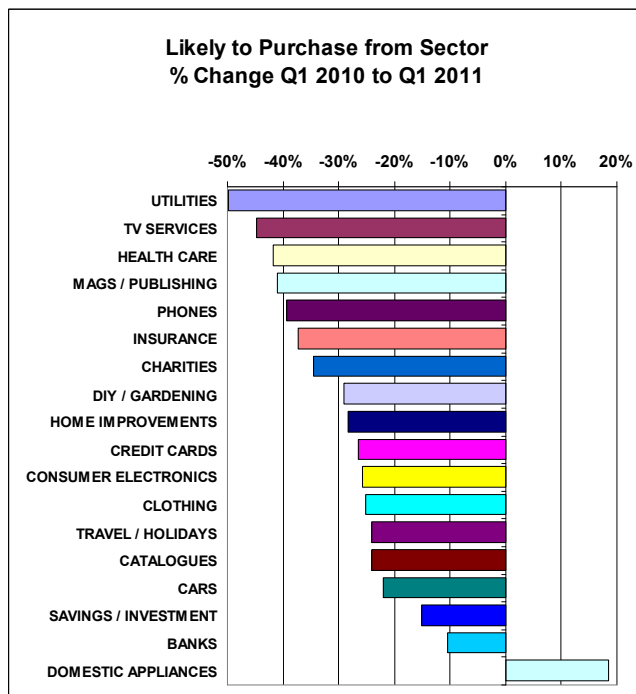


Some Business Sectors likely to see 40% less Customers than last year.

The latest, Q1 2011 figures from The British Marketing Survey show that compared to this time last year (Q1 2010) some sectors will see over 40% less customers.

The figures also show that the number of people who think their financial situation will worsen has risen by 75%.

The Datasheet - AUSTERITY BITES (BUT WHO IS BITTEN?) Q1 2010 to Q1 2011, provides details of some of the changing profiles of people likely to buy from some of the sectors covered in the study.



Sectors hardest hit are:

Utilities, TV Services, Healthcare and Magazines & Publishing.

The only sector likely to have more people shopping is Domestic Appliances.

The Table on the left shows the change in the number of people likely to buy from each sector now compared to the same time last year.

These figures are backed up by the dramatic increase in the number of people who think their financial situation is going to get worse. A year ago (Q1 2010) 11% of the population thought that their financial situation would get worse but it is now 20% - a rise of 75%.

The figures provide an indication of the effect that the current situation will have on business over the next few months.

- Less people will be shopping
- More people are pessimistic about their finances.

Steve Abbott, of The British Marketing Survey, commented: 'What is clear is that in this shrinking market business will need to work much harder to win market share. Key to this is being both more effective, and more efficient, in their marketing. However, the situation is very fluid, different sections of the population being affected to different degrees by the 'austerity' measures, and things are further complicated by changes in the way that people choose to receive information and to shop. All this adds up to a business environment which requires careful monitoring of up to date data.'

Notes:

The Datasheet can be downloaded from www.thebps.co.uk/datasheets

The data comes from The British Marketing Survey and is based on 5,954 individual face to face interviews of a population representative sample of Great Britain.

This not only provides data on who is still shopping, but also which marketing channels they are most accepting of, and most likely to respond to.

Full details are available from www.thebps.co.uk or by contacting: info@thebps.co.uk