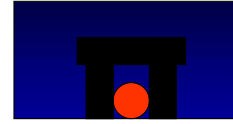


# foreseechange

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## **Australia in 2007**

### **An indispensable guide for budgeting and contingency planning**

**Australia in 2007** provides demographic, economic, and consumer spending forecasts for 2007 and 2008 and also analyses the risks of potential disruptions to business activity. It provides survey data on what consumers expect to happen, a major factor which will influence their behaviour in 2007.

What are the chances of a further costly rise in oil prices? Potential shocks such as this are in addition to the usual business risks such as rising interest rates, economic recession, and a stock market crash. We assess the likelihood of these risks.

Of course there are opportunities too, including a pickup in the number of births and overall population growth amongst others. Also, we identify who the big spenders are so that they can be better targeted.

In late 2005, when we were researching our Australia in 2006 study, we found that consumers attached a 73% likelihood to rising petrol prices. They were right, but more importantly this indicated how they would modify their behaviour in 2006 – such as by buying smaller cars and using public transport more often. We have a set of expectations measures including interest rates, house prices, economic downturn, petrol prices, and a terrorist attack in Australia amongst others. This information, updated in late 2006, provides important guidance about consumer behaviour in 2007.

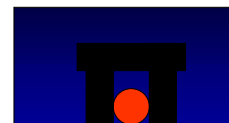
Australia in 2007 also analyses some important consumer trends. These include the debt burden, time poverty, nostalgia, and lifestyle changes.

The report will be released in November 2007 and a preview report is available immediately. The preview report contains forecasts for population, GDP, retail sales, new vehicle sales, housing, and international tourism.

All of this costs only \$200 including GST.

Australia in 2007 is a unique combination of forecasts based on econometric models along with analysis of risks plus insights into the mindsets of consumers as they plan and make their purchasing and investment decisions. These expectations will also influence where people choose to live and shop.

The content of Australia in 2007 will be similar to that of our Australia in 2006 report, listed on the next page, but expanded and of course updated.



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