



Consumer Confidence Tracker

February 2013

PREPARED BY:
Behaviour & Attitudes

J.4389

Introduction

- This report presents the findings of the latest phase of the Behaviour & Attitudes' Consumer Confidence Tracker.
- Survey results for this phase are based on a sample of 1,001 adults aged 16+, quota controlled in terms of age, gender, socio-economic class and region to reflect the profile of the adult population of the Republic of Ireland.
- All interviewing on the survey is conducted on our fortnightly face-to-face Barometer by trained members of the B&A field force working under ESOMAR guidelines.
- Fieldwork on the latest wave was carried out between 4th February and 14th February 2013. As such, most interviews will have been conducted following the announcement of the Anglo Debt Deal with the ECB, announced on February 7th.
- The figures contained within the B&A Consumer Confidence Barometer have an estimated margin of error of plus or minus 3.2 percentage points.

About Behaviour & Attitudes

- Behaviour and Attitudes is Ireland's largest and most experienced independently owned research company.
- We pride ourselves on having the **most experienced director team in Ireland**. All projects have a director involved.
- Established over 25 years ago, Behaviour and Attitudes provides a full range of market research services, ranging from CAPI, CATI, online and of course qualitative.
- Specialist sectors include: Retail & Shopper, Technology & Telecoms, Financial, Political & Social, Polling, Automotive, Healthcare and Public Sector & Utilities.
- For more information please visit our website at: www.banda.ie or contact us on +353 1 2057500.



Findings



Summary

- Fieldwork for this wave of the Behaviour & Attitudes Consumer Confidence monitor was conducted, in the main, following the announcement of the Anglo debt deal with the ECB, and therefore captures the full effect of that development on public consciousness.
- Notwithstanding this, the improvement in consumer confidence registered in the survey is remarkable.
- Indeed, consumer confidence in the Irish economy and its prospects for the next 12 months is now at its highest level since July 2010, a few months before the international Troika bailout.
- Note, significantly more people feel that the economy will be worse off in 12 months time (53%) than believe it will be better off (14%). The message is therefore, that while consumer sentiment remains depressed, we have the strongest sense in more than two years that people feel the recession has bottomed out, and that we may be on the verge of something of a recovery.
- The next two to three months will be crucial in this regard, with the Behaviour & Attitudes consumer confidence survey, scheduled for April, critical in identifying whether the mood of the country is truly on a sustainable upward swing.

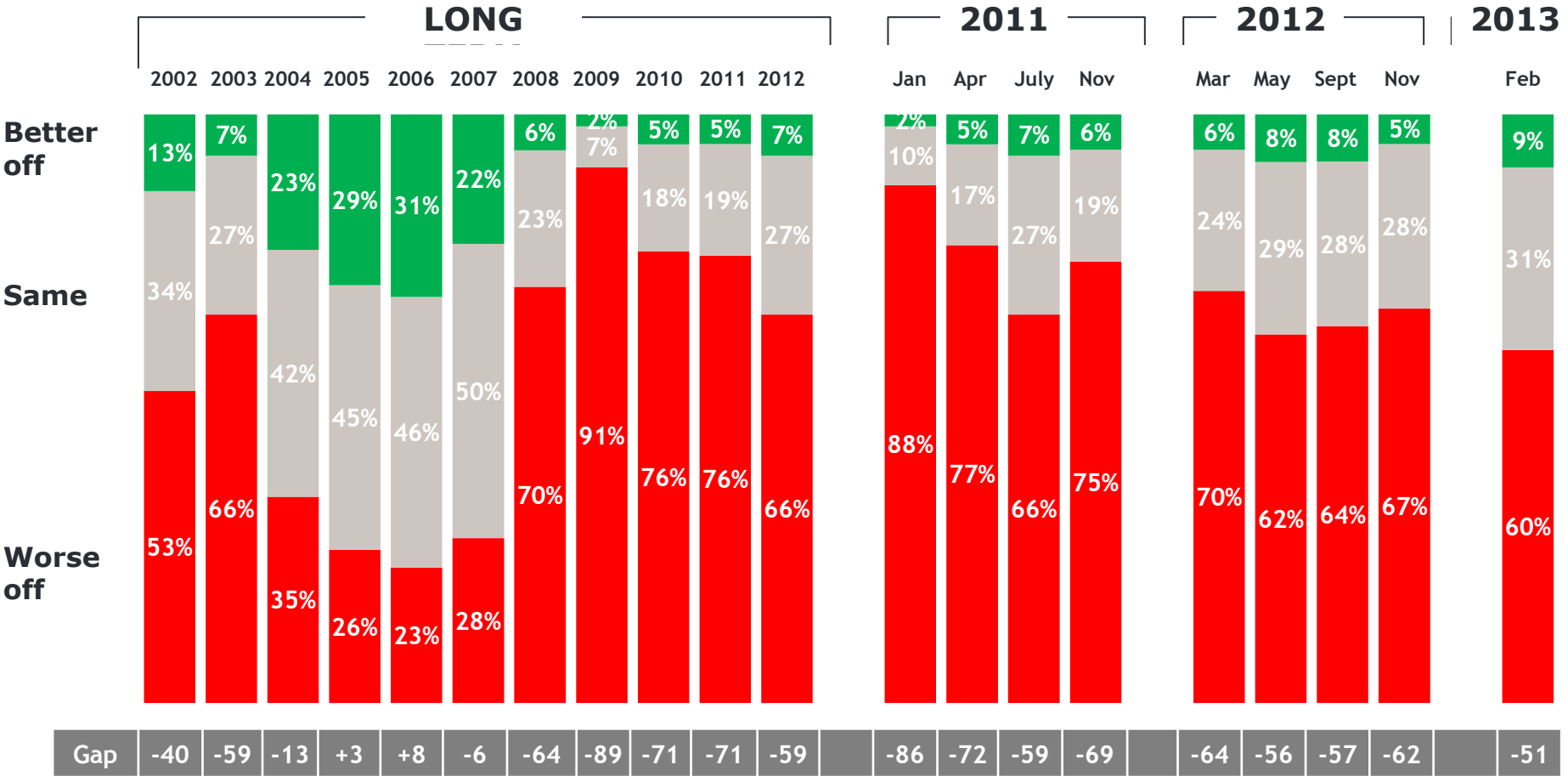
Summary

- The table below summarises the net scores for each element of the September survey, alongside those from previous waves since 2009.

	Pre 2008 Historic Low		2010			2011				2012				2013
	Date	Net Score	Net Scores			Net Scores				Net Scores				Net Scores
	Date	Score	Mar	July	Nov	Jan	April	July	Nov	Mar	May	Sept	Nov	Feb
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Economy - looking back a year	Nov '02	-62	-81	-50	-82	-86	-72	-59	-69	-64	-56	-57	-62	-51
Economy - looking forward one year	Nov '02	-63	-54	-20	-74	-70	-58	-45	-64	-52	-44	-50	-60	-39
Personal income - looking back a year	Nov '02	-40	-65	-43	-67	-72	-64	-50	-59	-61	-56	-52	-60	-52
Personal income - looking forward a year	Nov '02	-20	-54	-33	-65	-69	-55	-43	-57	-50	-49	-52	-52	-48
Personal assets - looking forward one year	Jan'02	-2	-49	-26	-55	-50	-44	-31	-41	-39	-28	-31	-33	-21
Purchasing intentions - the year ahead	Nov '02	-24	-51	-36	-56	-67	-55	-37	-51	-46	-40	-44	-48	-43
Savings - the year ahead	Nov '02	-35	-53	-37	-54	-60	-54	-39	-50	-51	-42	-45	-52	-44

Economy – Looking Back

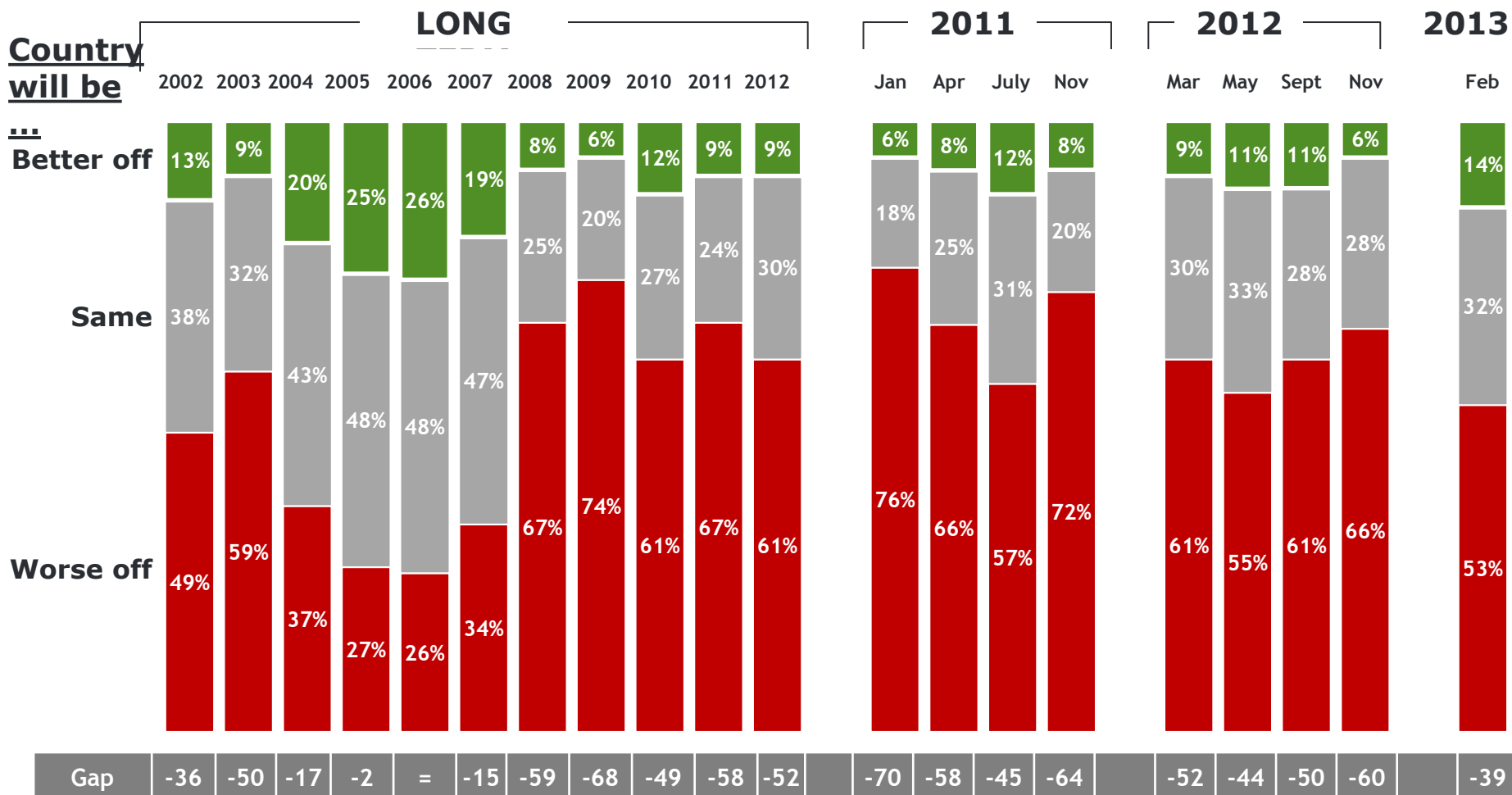
COUNTRY IS NOW ...



Q.1 Thinking about the economy as a whole, do you think that the country is better off, worse off, or about the same as last year?

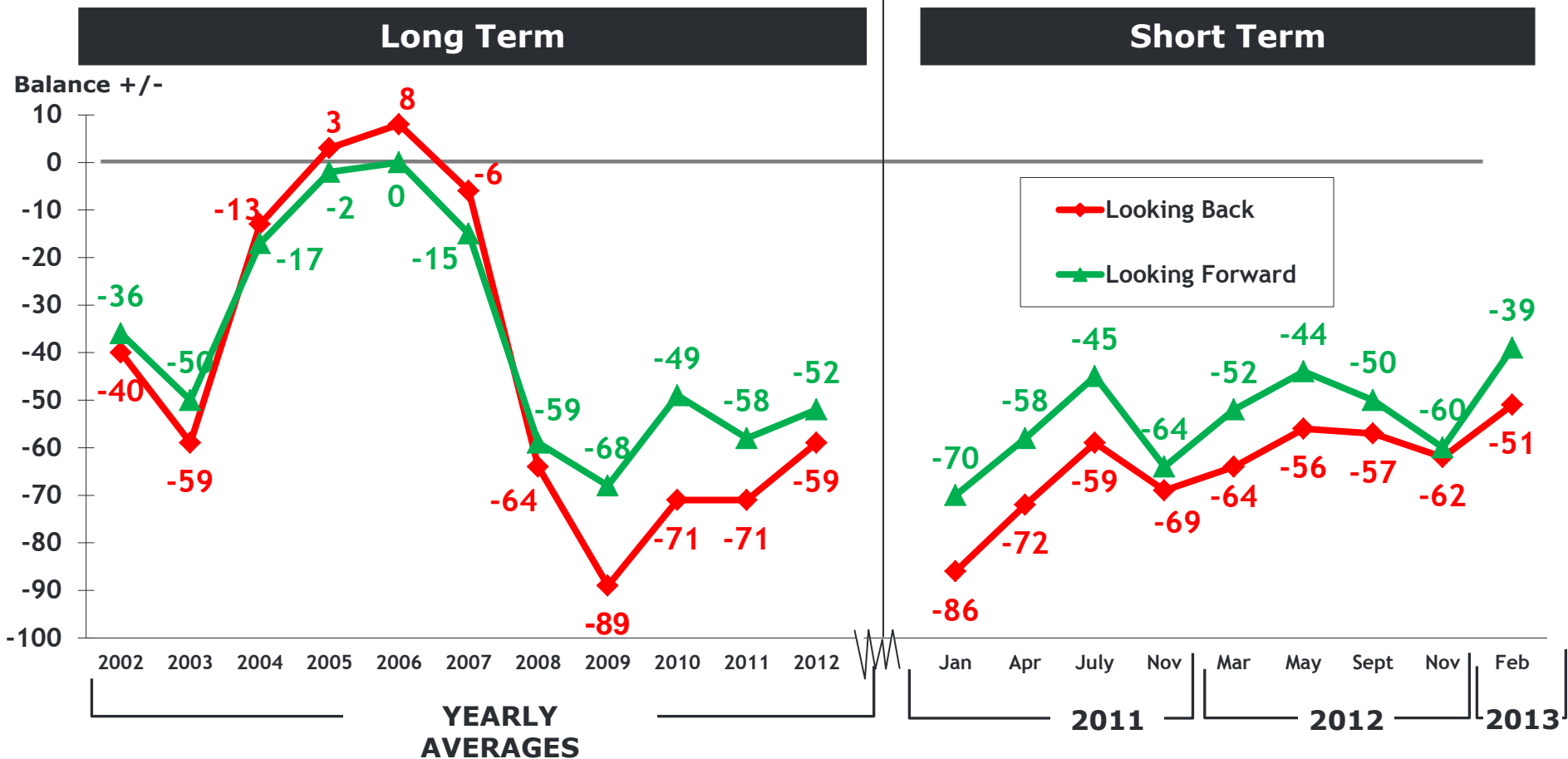


Economy – Looking Forward

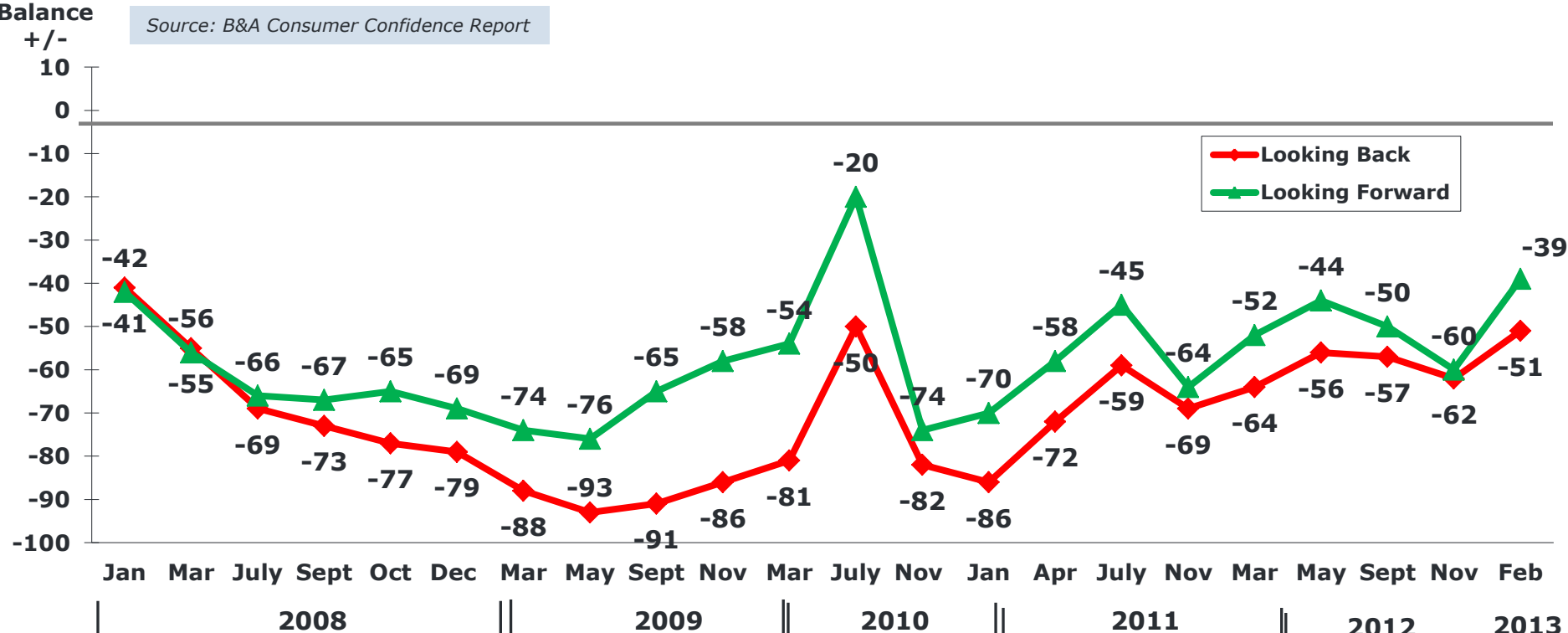


Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

Balance Of Opinion - Economy



Psychologically, we may be ready to move on...



Initial shock!

- But widespread belief that:
 - This was a 'speedbump'
 - Things would return to 'normal'
 - Spending reined in – but not in any planned or strategic manner

Despair! (IMF Bailout)

- Spending habits and behaviour changing for good
- Value sought everywhere

Readjustment

- People adjusting to 'new reality'
- Less focus on (or interest in) doom and gloom

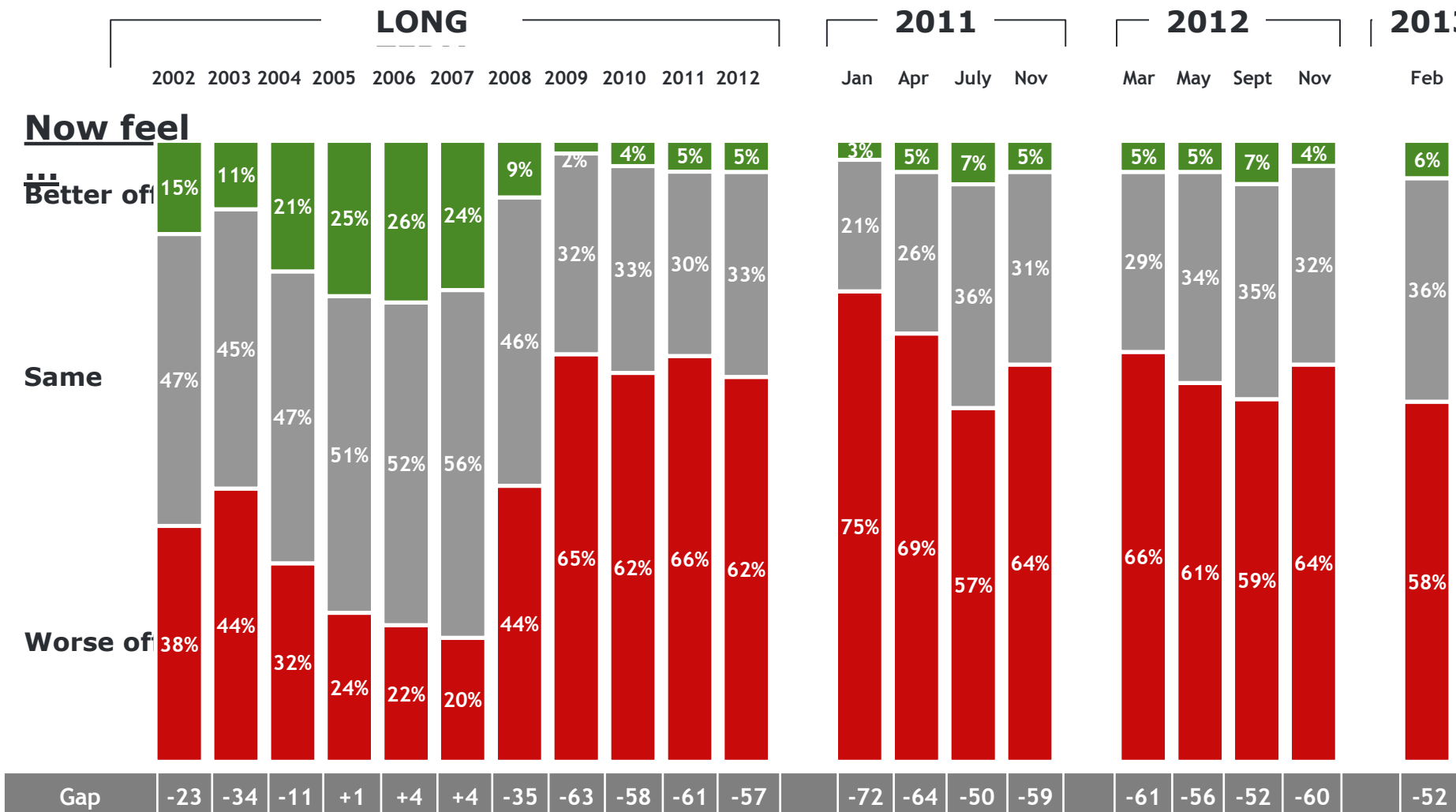
Green Shoots?

- Things are looking up! (again)

- Q.1 Thinking about the economy as a whole, do you think that the country is better off, worse off, or about the same as last year?
- Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

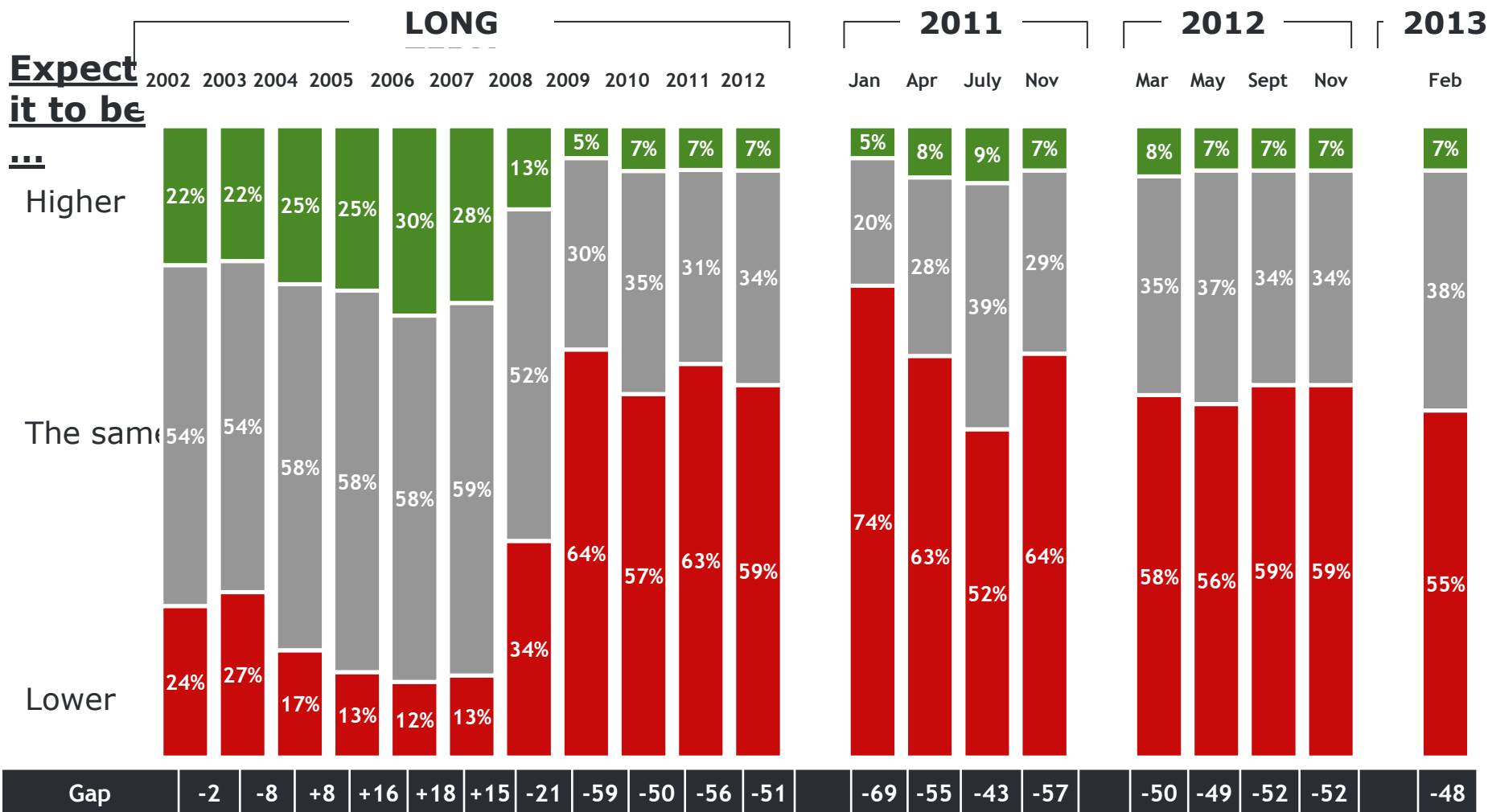


Personal Finances – Looking Back



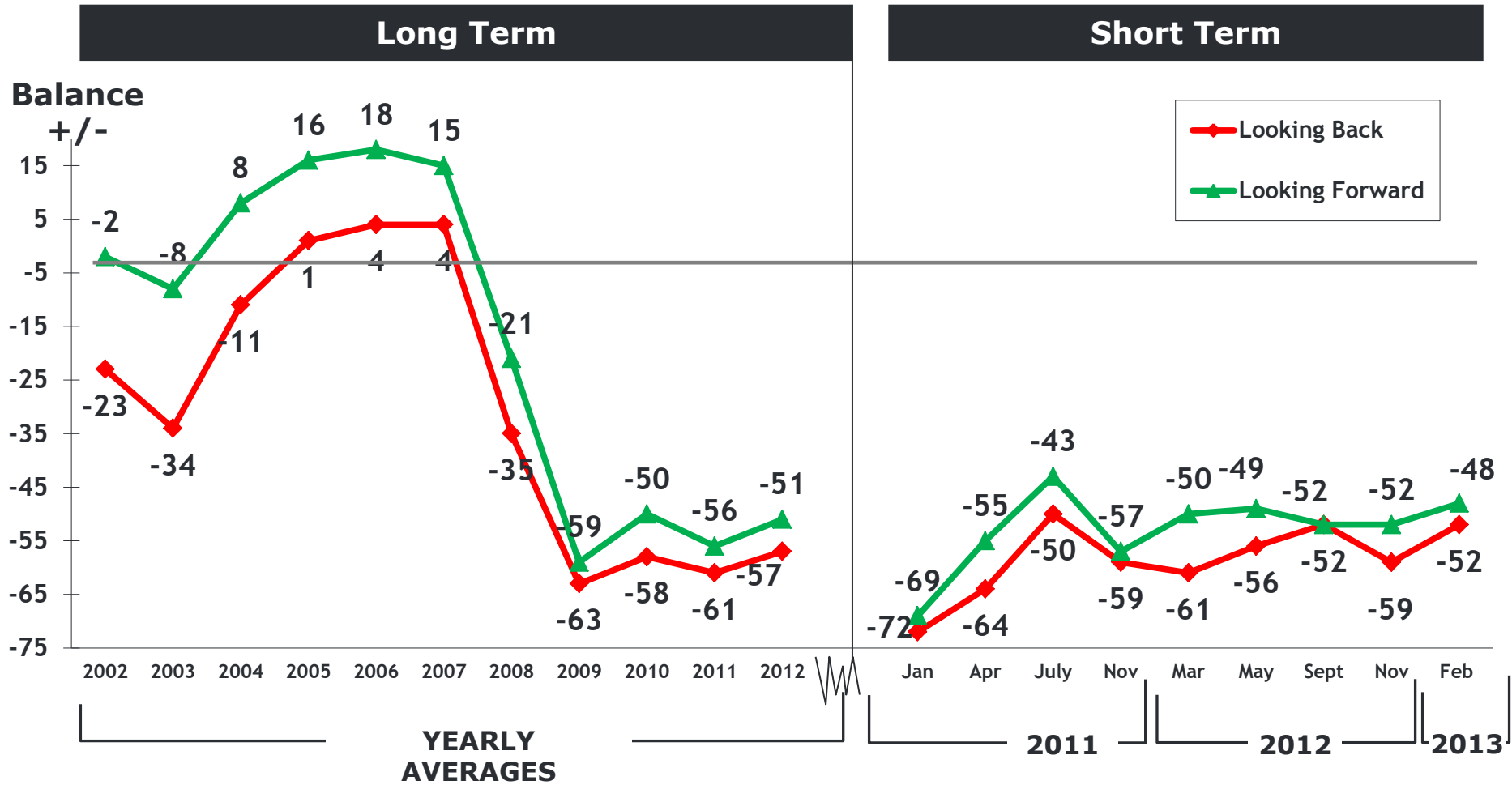
Q.3 Do you feel better off financially, worse off financially or about the same compared to last year?

Personal Finances – Looking Forward

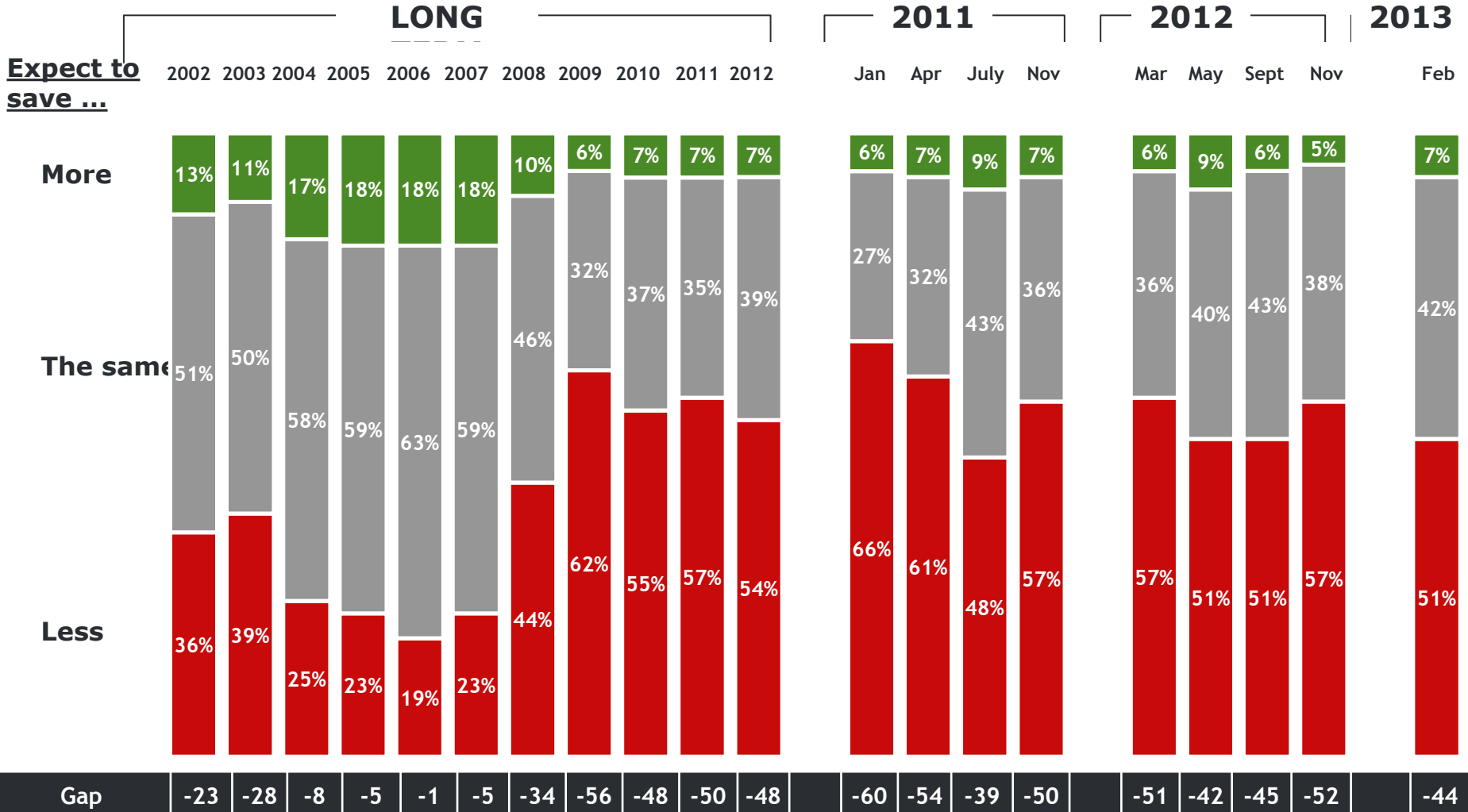


Q.5 Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

Balance Of Opinion - Personal Finances

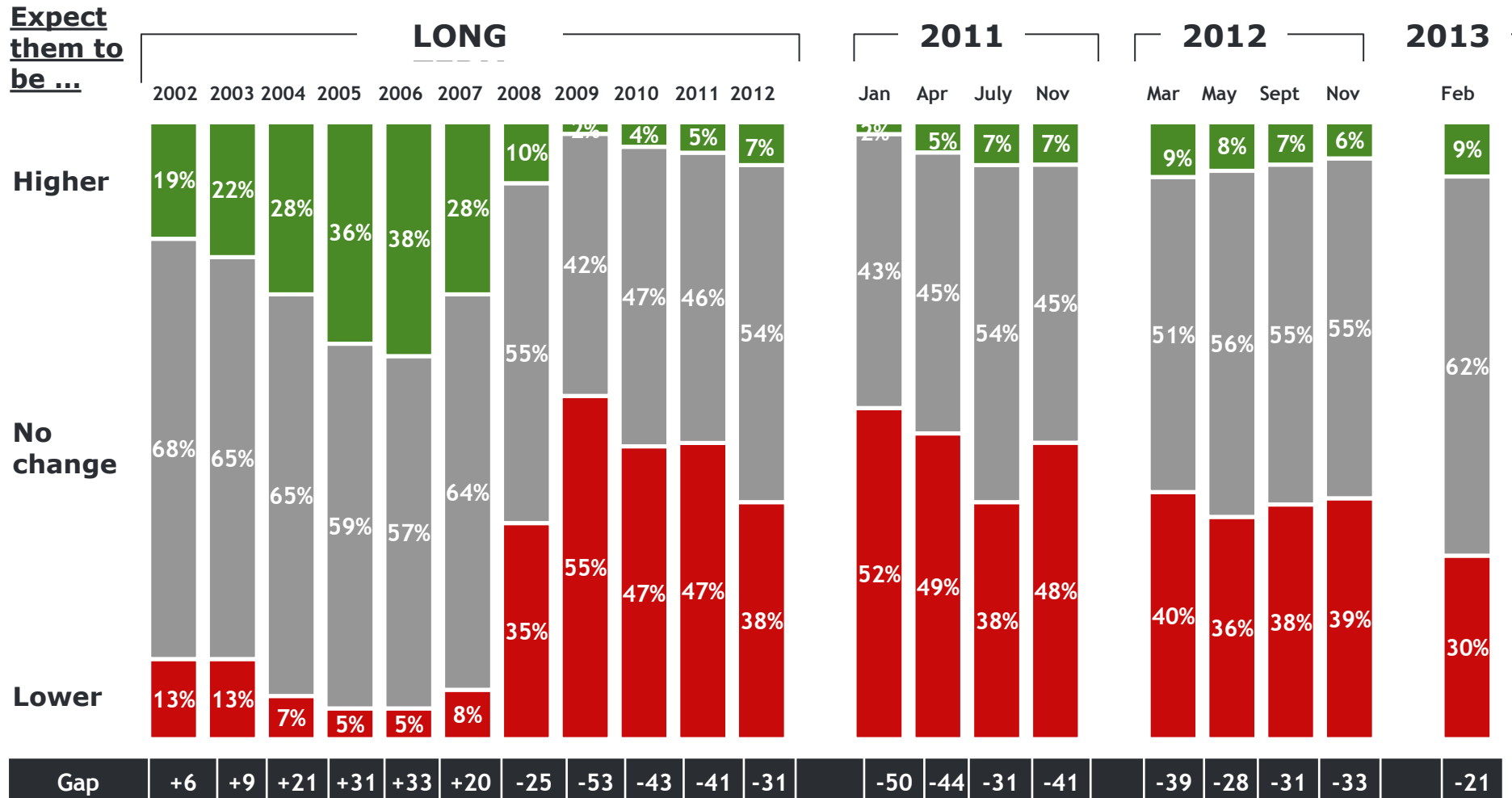


Savings – Looking Forward



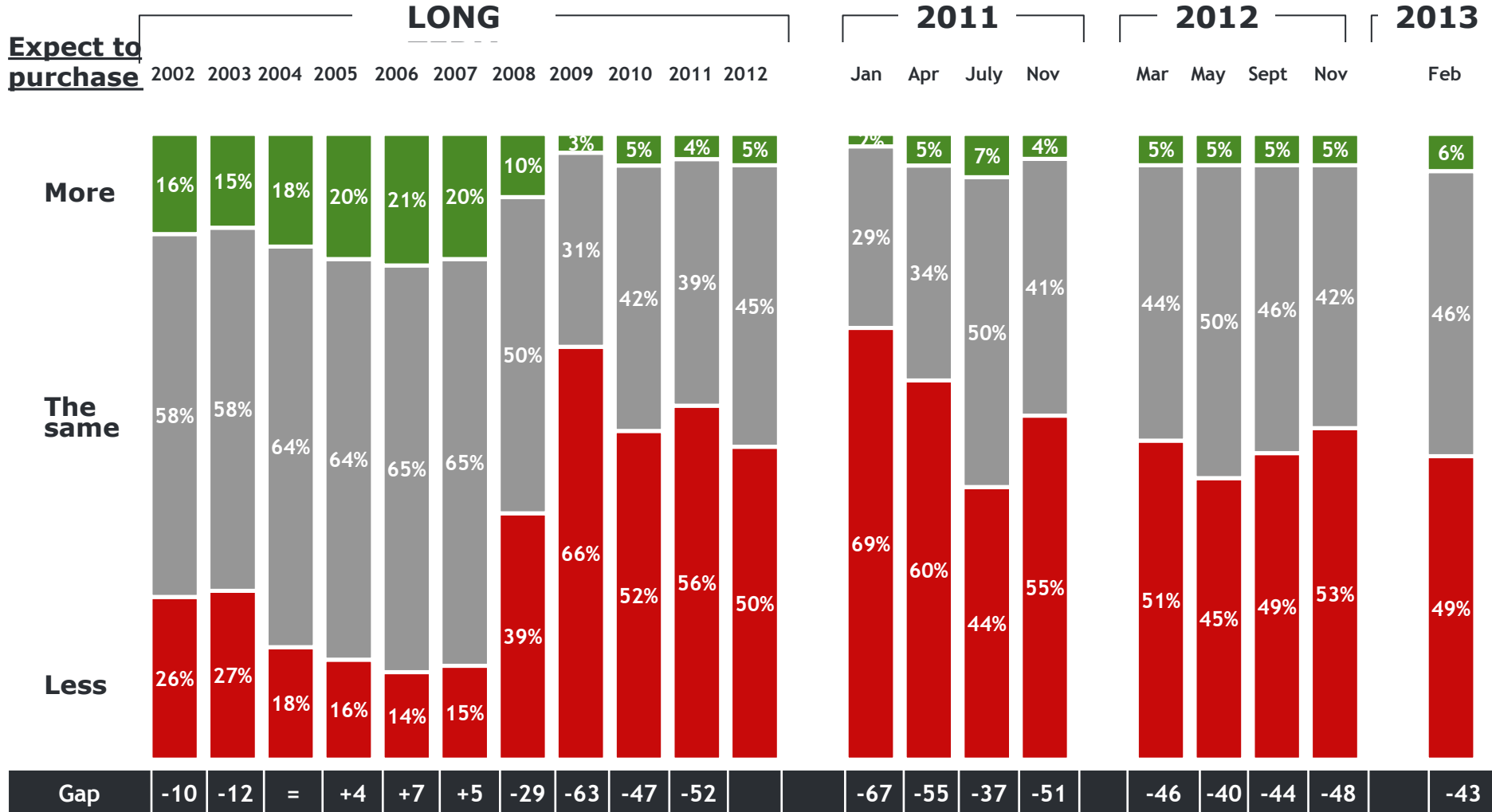
Q.8 Do you expect to save more, less or the same amount in the year ahead compared with the last twelve months?

Personal Assets– Looking Forward



Q.6 Do you expect your assets (your house, shares, pension entitlements, savings) In the next year to be higher, lower or the same as in the past year?

Purchasing Goods And Services – Looking Forward



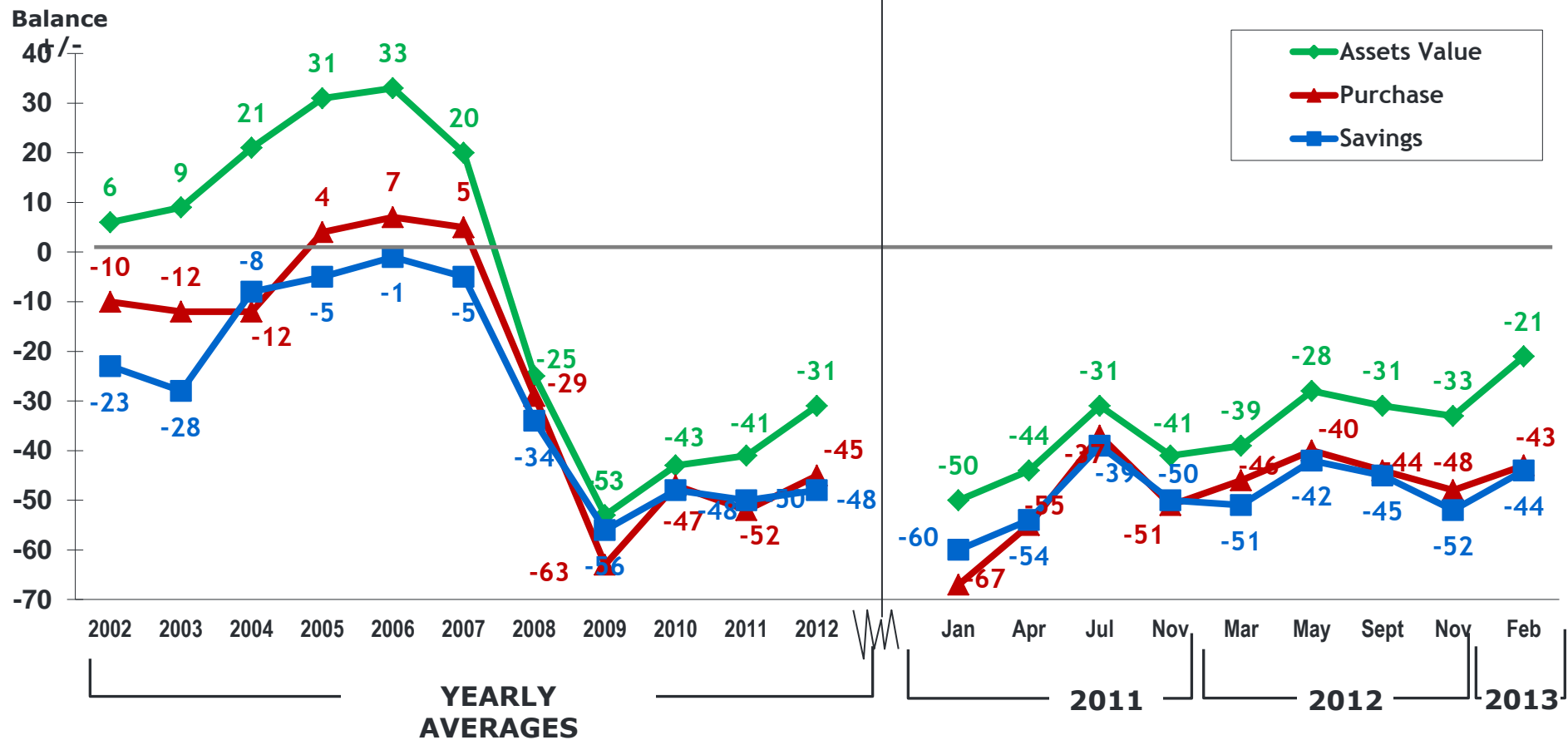
Q.7 In the year ahead, do you expect to purchase more, less or the same amount of goods and services as in the past year?

Balance Of Opinion – The Year Ahead

Expectations in regard to assets value, purchases, and savings

Long Term

Short Term



Thank You



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