



Consumer Confidence Tracker

November 2015

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Introduction



Introduction

- This report presents the findings of the November 2015 phase of the Behaviour & Attitudes Consumer Confidence Tracker.
- Survey results for this phase are based on a sample of 1,005 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 the 30th October - 11th of November, 2015.

About Behaviour & Attitudes

- B&A 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 30 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, Media, Financial, Political & Social, Polling, Automotive, Healthcare and Public Sector & Utilities.
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Key Highlights



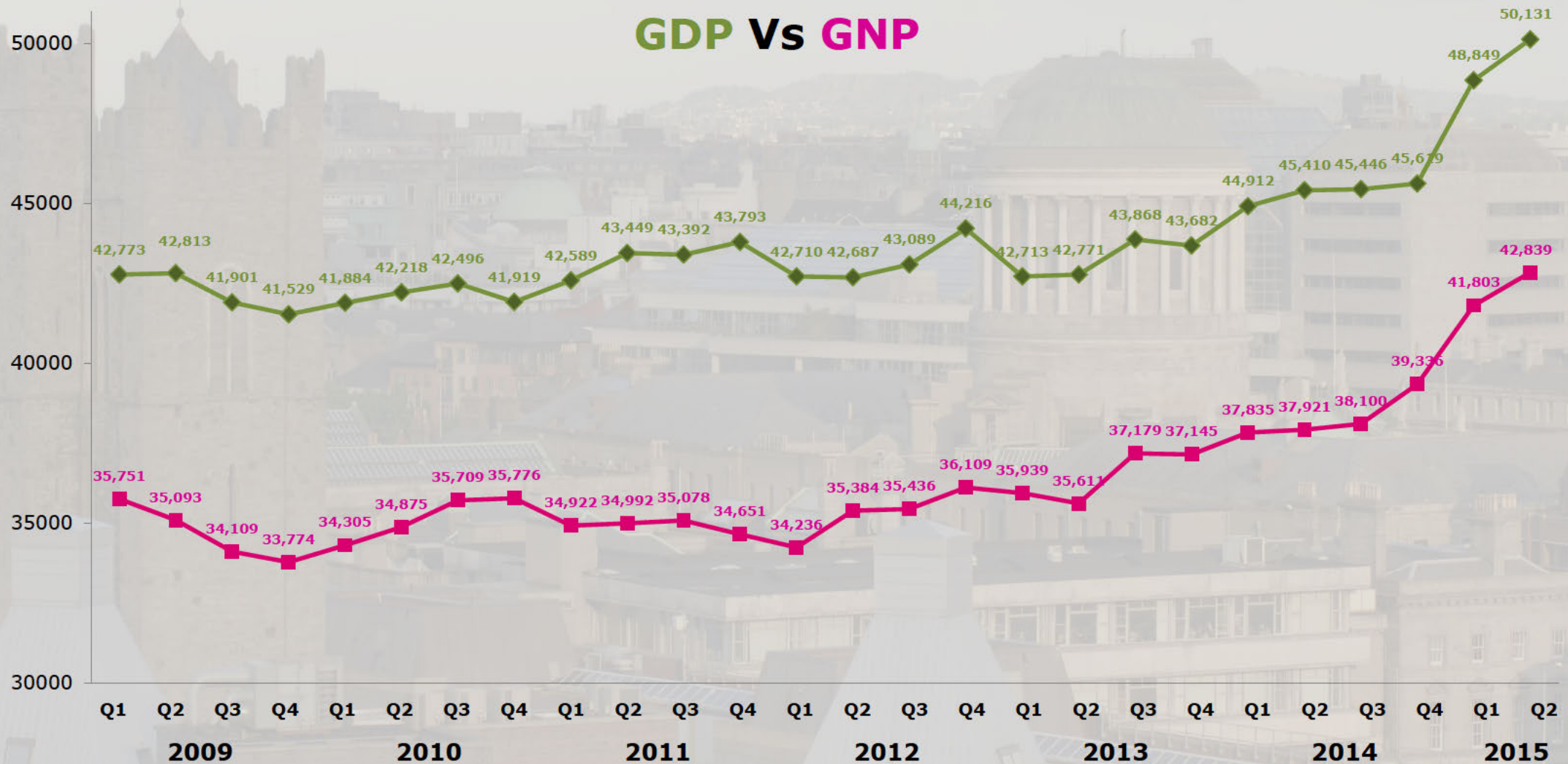
Key Highlights

- The macro economy is continuing the positive trend experienced earlier in the year, as employment figures have again risen and Government surplus continues to improve.
- As the budget is now behind us and with Christmas looming, the Irish consumer is more positive about the next 12 months than at any time since the recession hit.
- A gap between Dublin and the rest of the country still exists however, as the sandwich generation (35-54 year olds) and blue collar sector (especially outside Dublin) are the least positive about the next 12 months.
- When it comes to our personal finances, there is increased positivity amongst adults regarding their income over the next 12 months, with those in Dublin being most positive.
- With the pick-up in economic activity, savings are expected to decline however, with the overall net wealth of personal assets expected to remain steady over the next 12 months.
- When it comes to purchasing goods and services, the public remains cautious, but some positivity has emerged.
- In line with the improving economy, discretionary income is on an upward trajectory but mainly for Dubliners and ABC1's.
- Overall future confidence continues to be positive, with some solidity evident.

The Macro Context



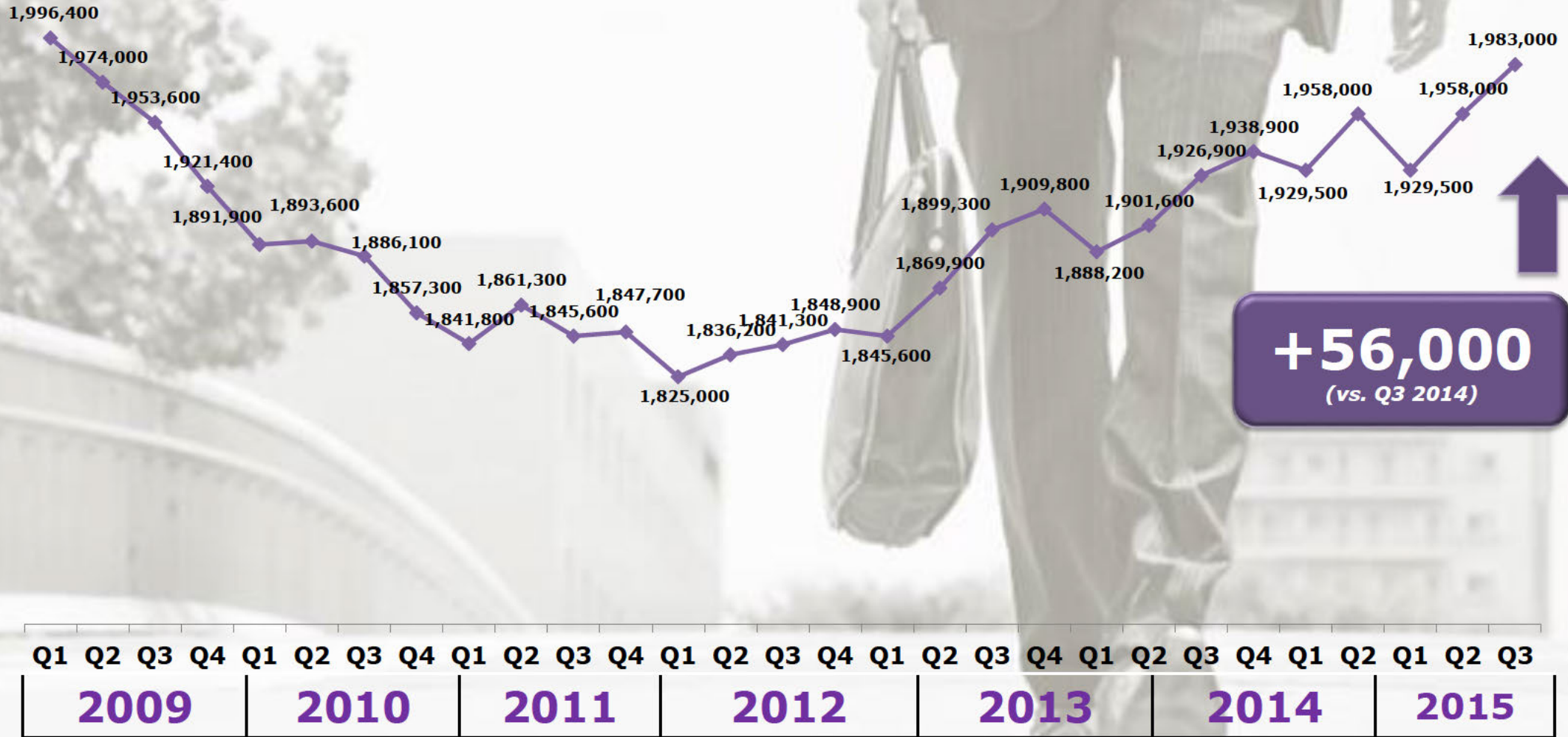
GDP & GNP is extremely positive



Source: www.CSO.ie
Quarterly National Accounts
* Q3 results not yet available



The number in employment is increasing



*Source: www.CSO.ie/Quarterly National Household survey

While those on the live register has declined

The Live Register

-10.55%

Overall Change
vs. October 2014

131,127

189,667



-6.91%

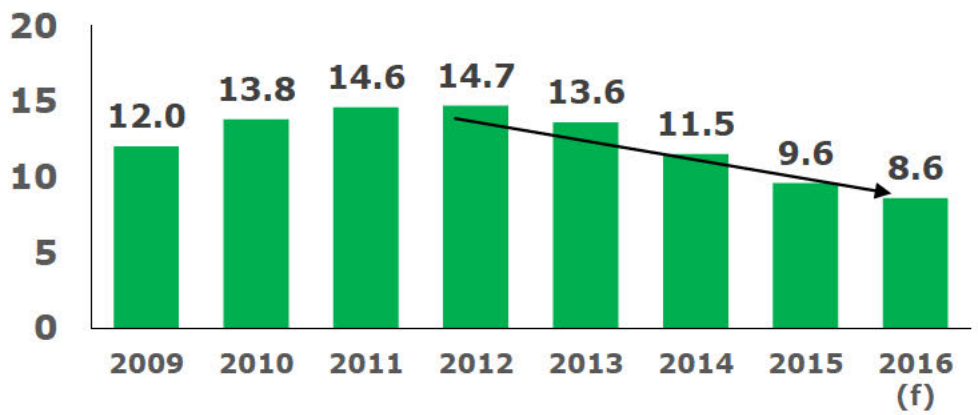
vs. Oct 2014

-12.91%

vs. Oct 2014

Unemployment in Ireland

% Rate of Unemployment



9.1%

Current Rate
of unemployment.

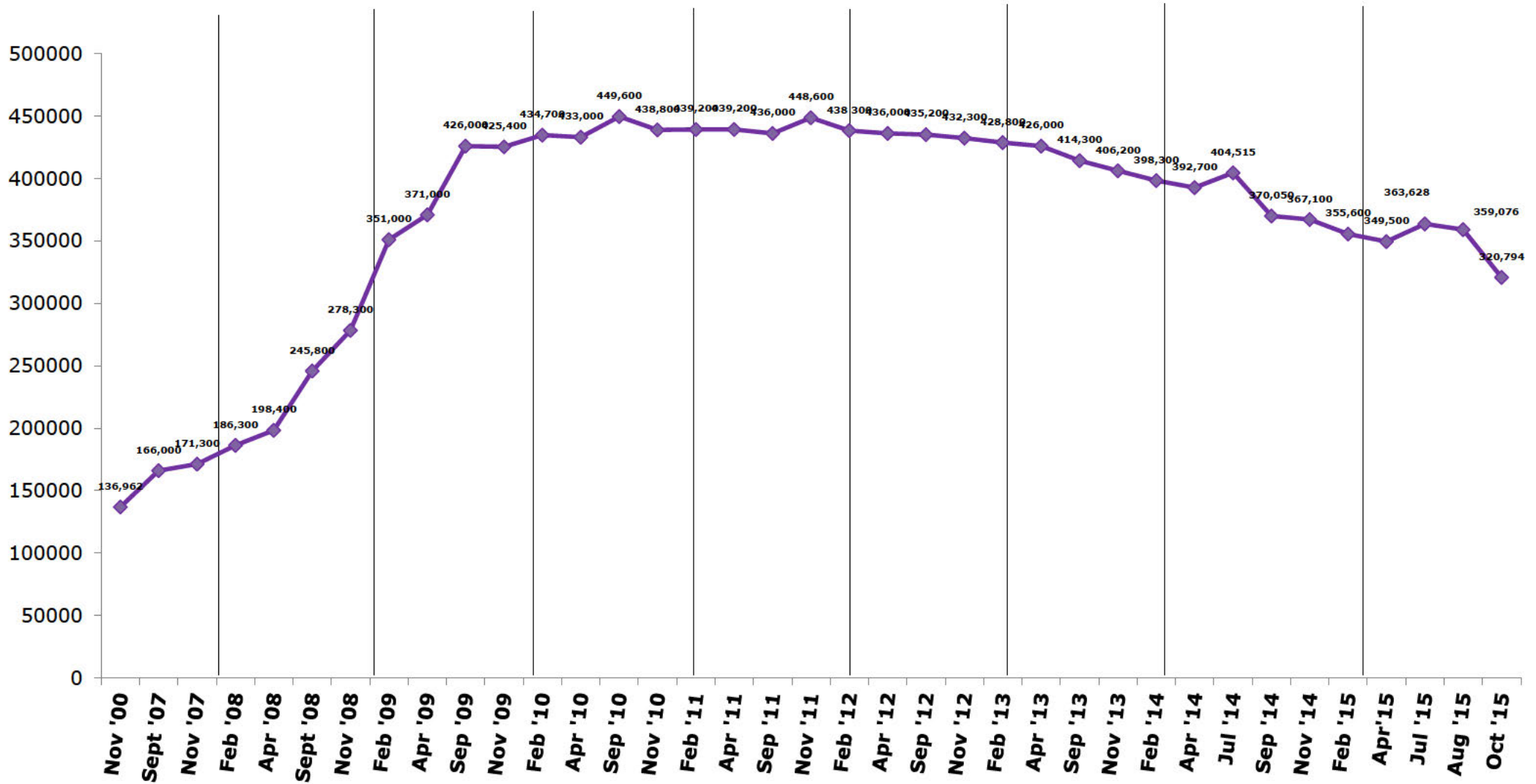
(vs. 11.5% in 2014)



Source: www.CSO.ie/Persons on live register

Source: www.CSO.ie/Quarterly National Household survey 10

Live Register numbers are now in line with levels experienced at the end of 2008



* The Live Register is not designed to measure unemployment. It includes part-time work e.g. seasonal & casual workers who work up to 3 days per week

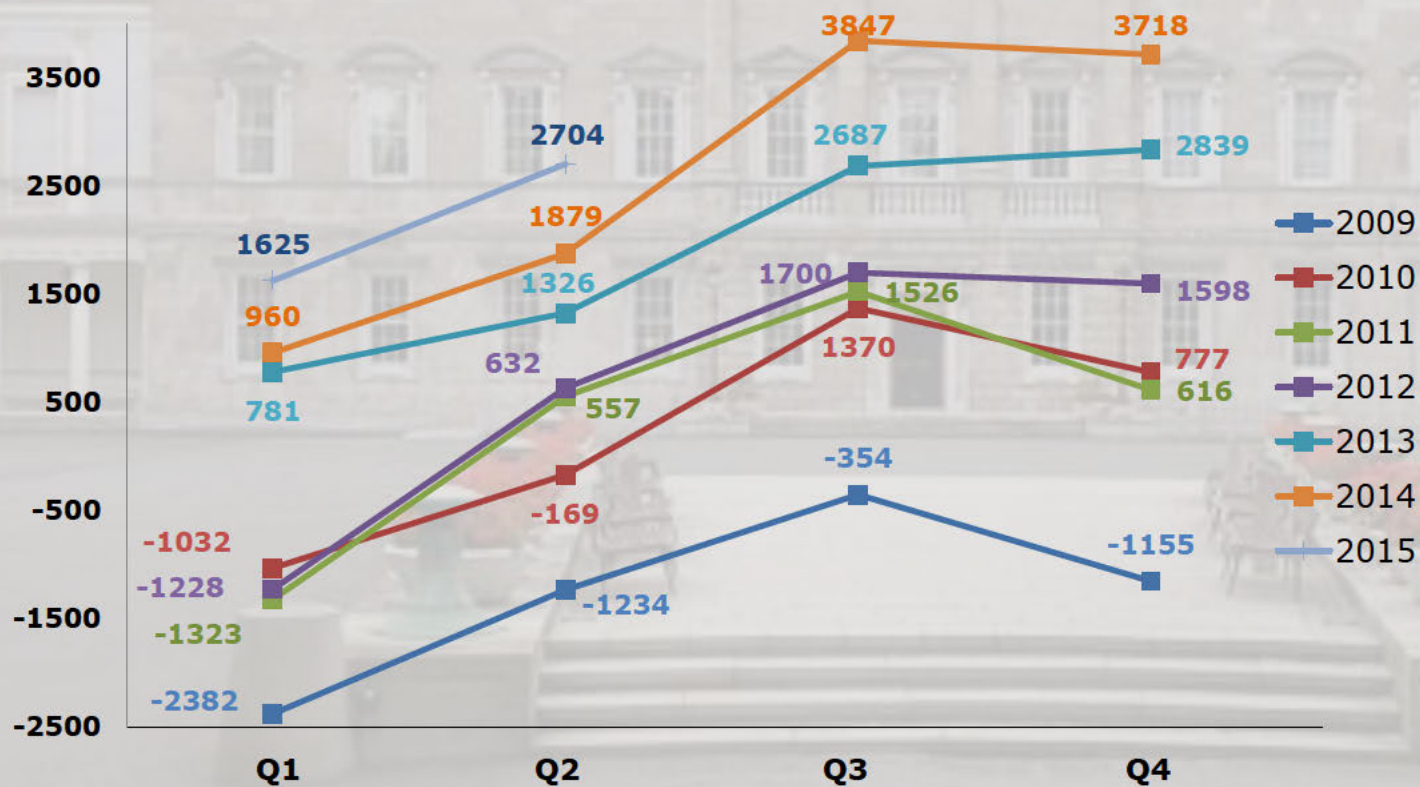
Source: [www.CSO.ie/Persons on live register](http://www.CSO.ie/Persons%20on%20live%20register)

General government surplus/deficit is also improving over time

	2010	2011	2012	2013	2014	2015
Q1	-39.9	-10.0	-10.3	-7.1	-5.8	-4.7
Q2	-14.9	-7.8	-8.2	-4.3	-2.9	-0.6
Q3	-32.2	-25.0	-7.2	-6.0	-4.3	
Q4	-42.7	-7.3	-6.6	-5.6	-2.9	



Balance of Payments is positive



Source: [www.CSO.ie/Balance of international payments](http://www.CSO.ie/Balance%20of%20international%20payments)

* Q3 data not yet available

Consumer Confidence Findings



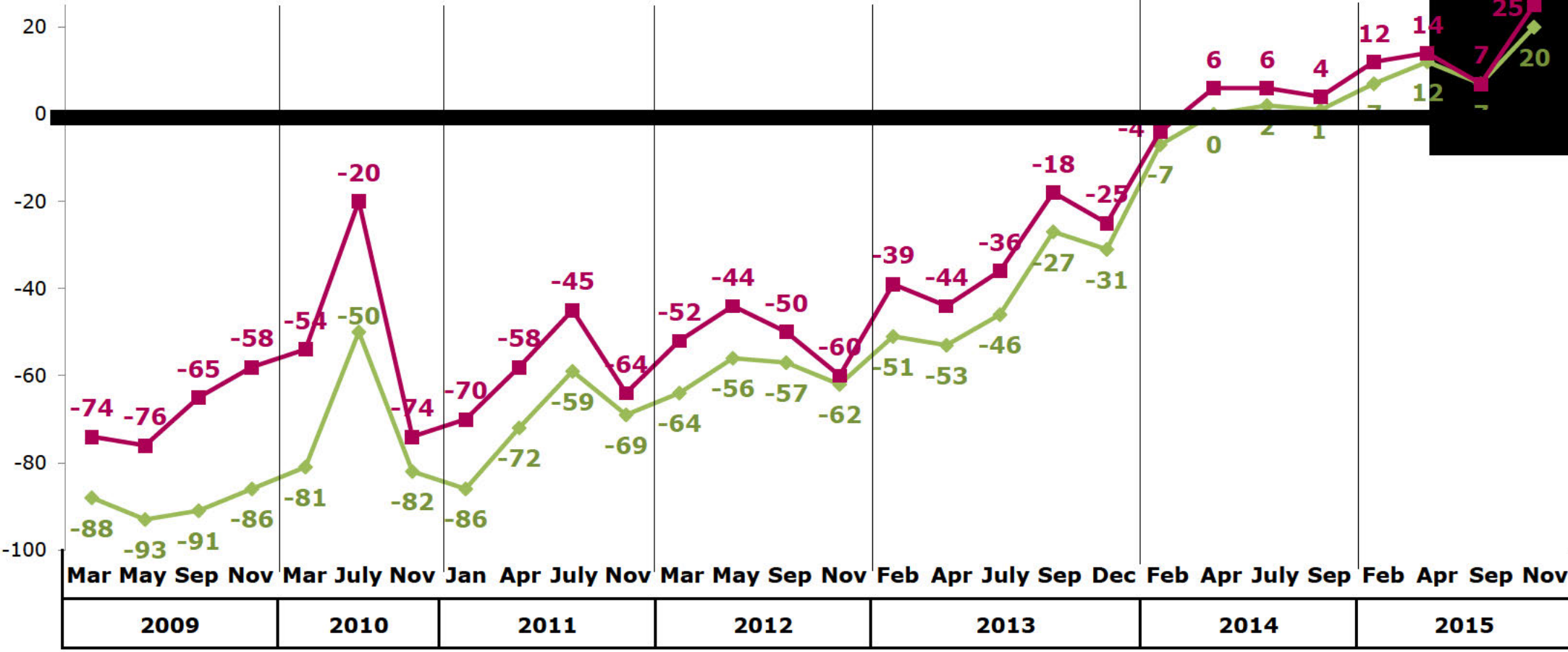
**Post Budget
and heading into
Christmas the Irish
Consumer is more
positive about the
next 12 months
than at any time
since the
recession hit.**



Consumer Confidence for the next 12 months is at a high

Looking Back vs. Looking Forward
(Net Diff: Positive-Negative)

Net diff **looking forward**
 Dublin **+31**
 Outside Dublin **+23**



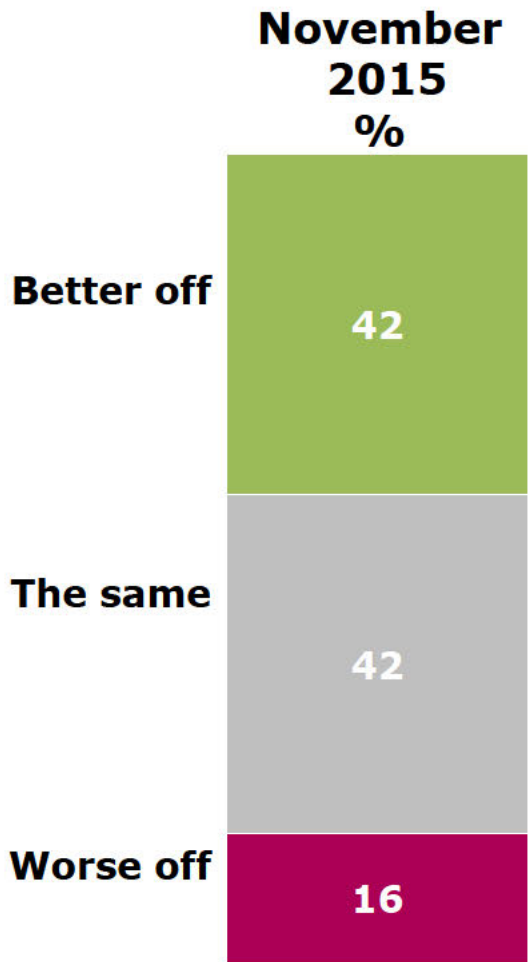
Source: B&A Consumer Confidence Report



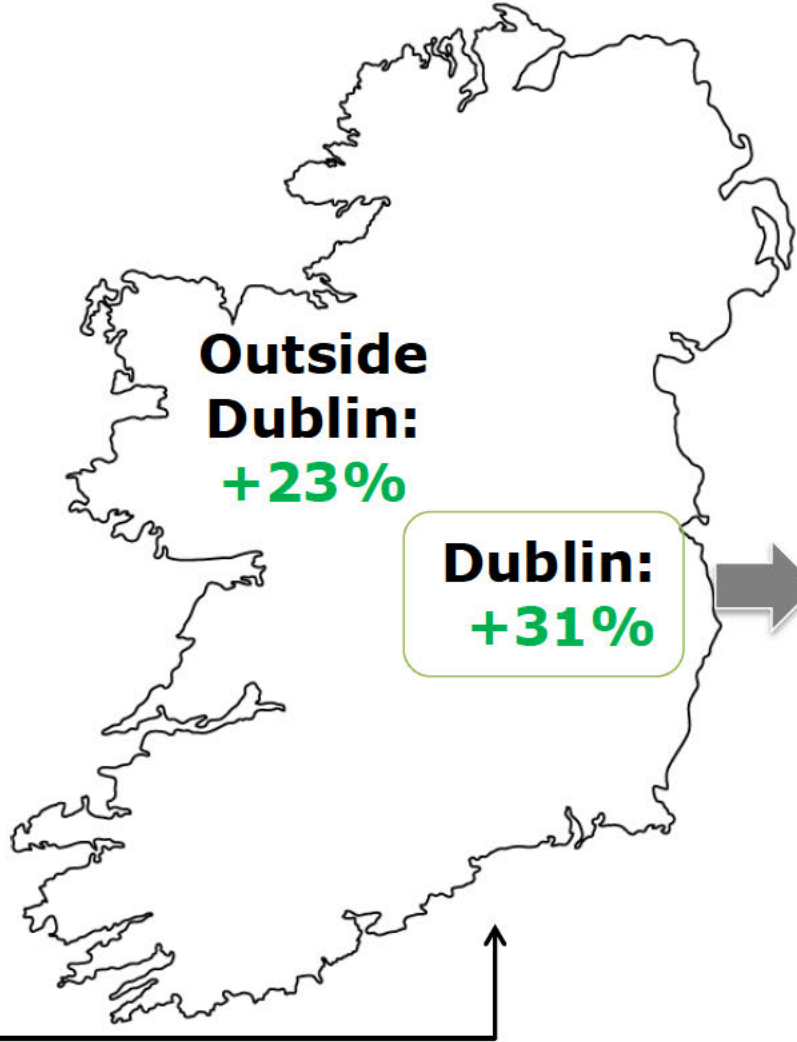
- Q.1 Thinking about the economy as a whole, do you think that the country is better off, worse off, or about the same as last year?
- Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

A 10% point increase in people feeling they will be better off versus Sept 15

Base: All Adults 16+



*Net Diff (GAP) +25%



A gap between Dublin and the rest of the country still exists

	2006	2007	2008	2009	2010	2011	2012	2013	2014	Feb 15'	Apr 15'	Sept 15'	Nov '15
Gap	=	-15	-59	-68	-49	-58	-52	-32	+3	+12	+14	+7	+25



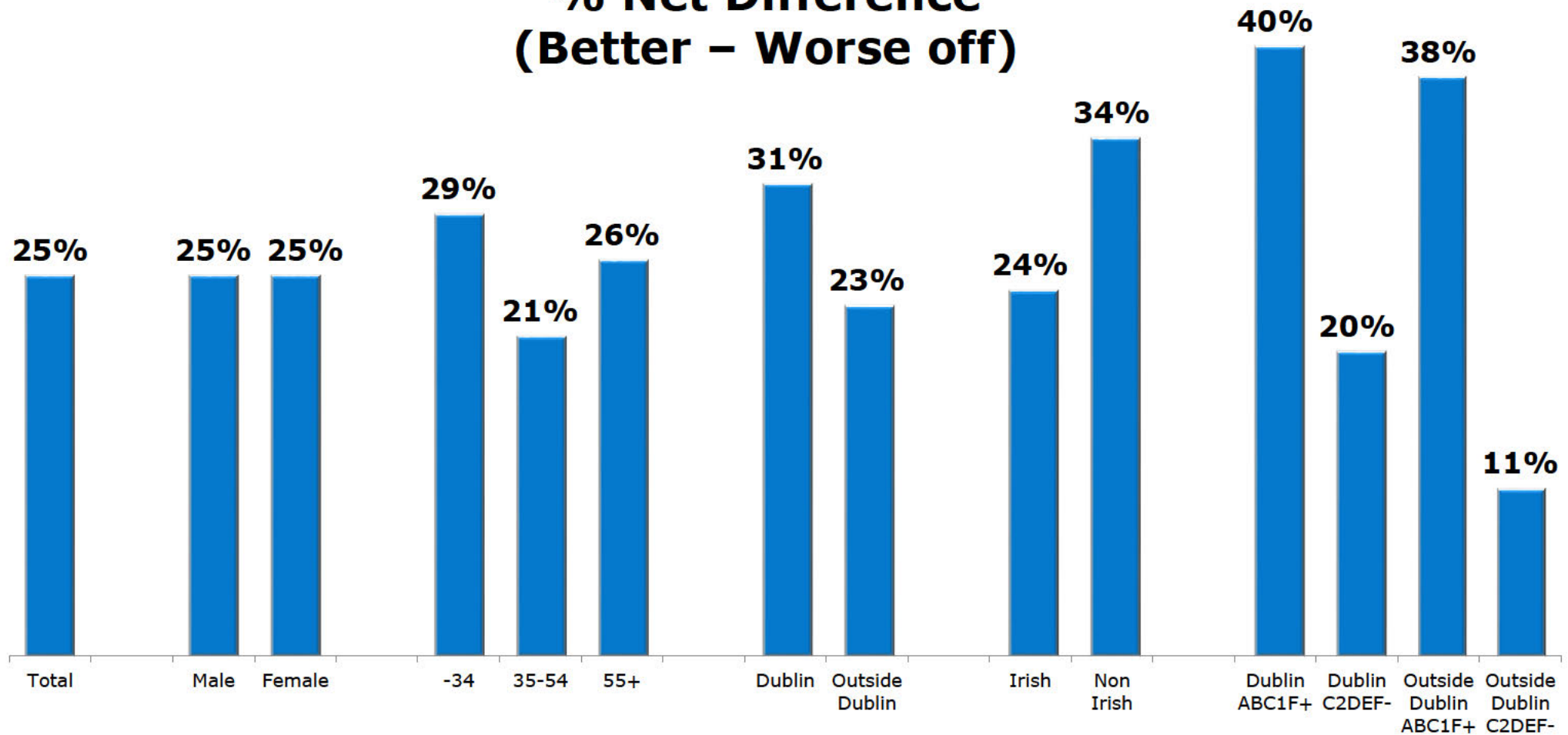
Q.2

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?

The sandwich generation (aged 35-54) and blue collar sector (especially Outside Dublin) are the least positive about the economy over the next 12 months

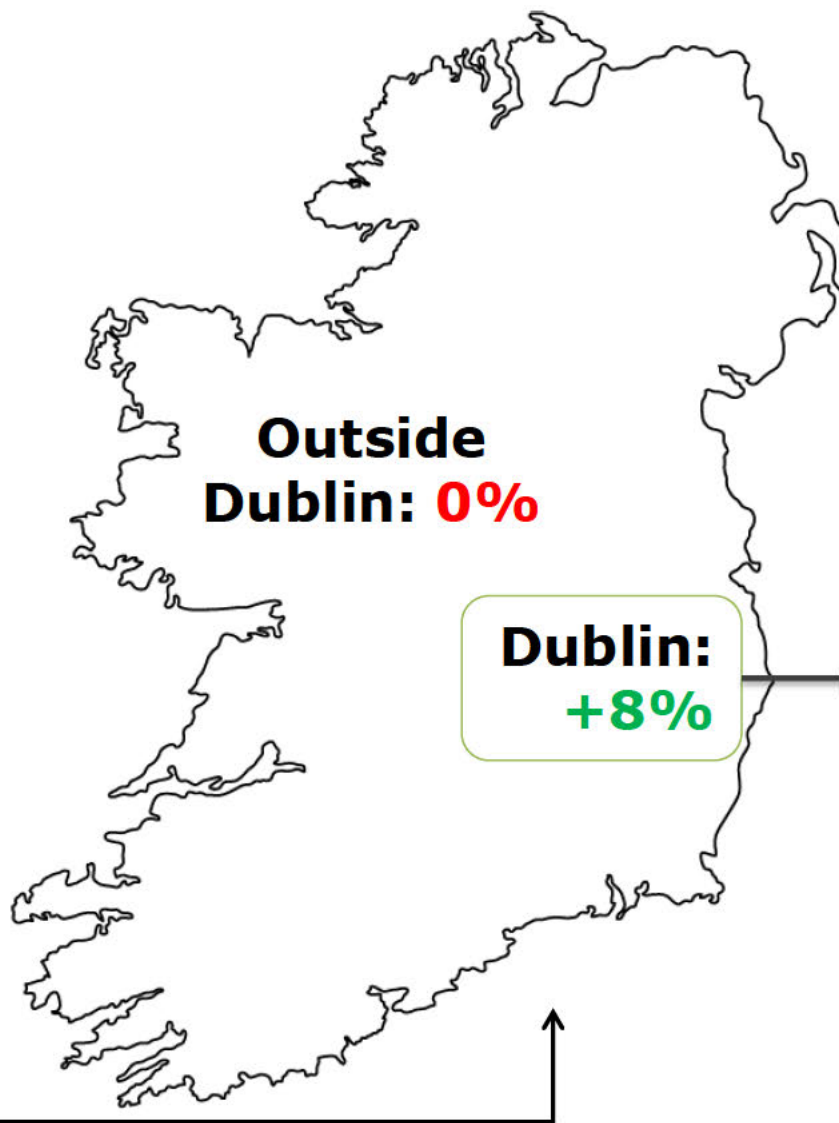
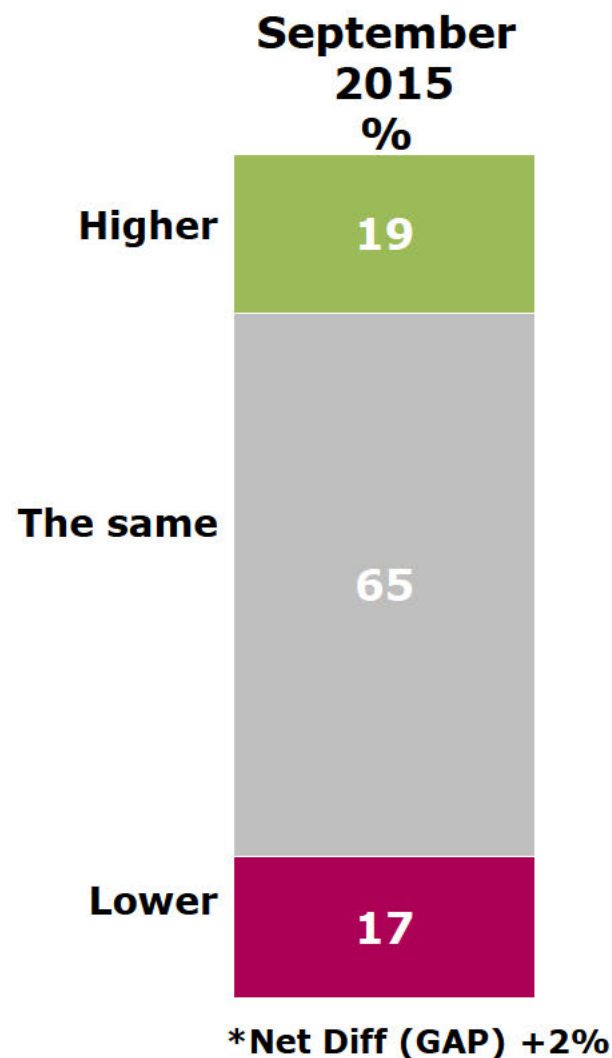
Base: All Adults 16+

% Net Difference (Better – Worse off)



Personal Finances – increased positivity amongst adults regarding their income over the next 12 months

Base: All Adults 16+



Future outlook on personal finances has at last entered positive territory.

	2006	2007	2008	2009	2010	2011	2012	2013	2014	Feb '15	Apr 15'	Sept 15'	Nov '15
Gap	=	-15	-59	-68	-49	-58	-52	-32	-22	-6	-11	-9	+2



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?

Personal Finances – Looking Forward YOY

Base: All Adults 16+

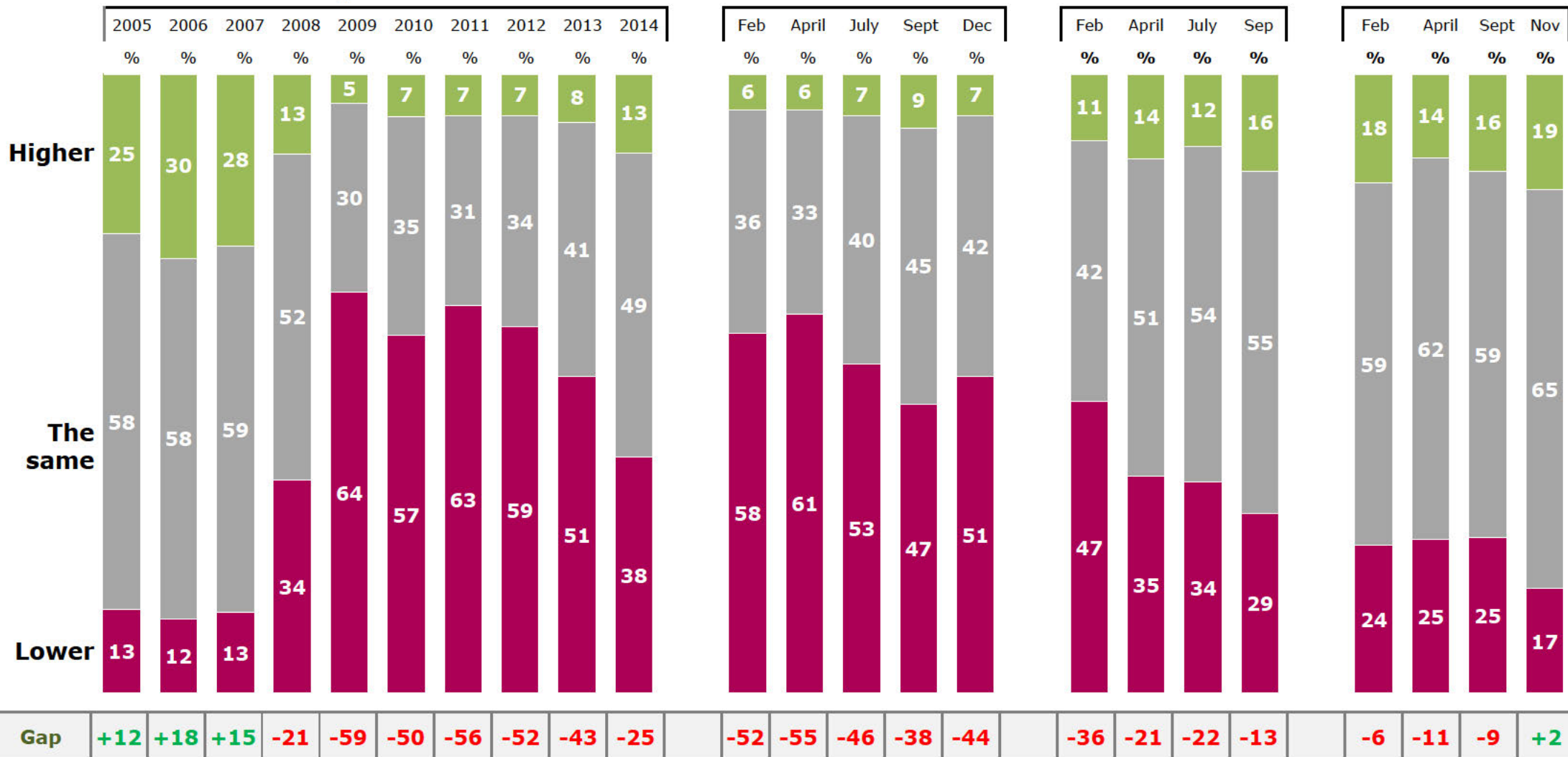
Expect it to be....

Long Term

2013

2014

2015

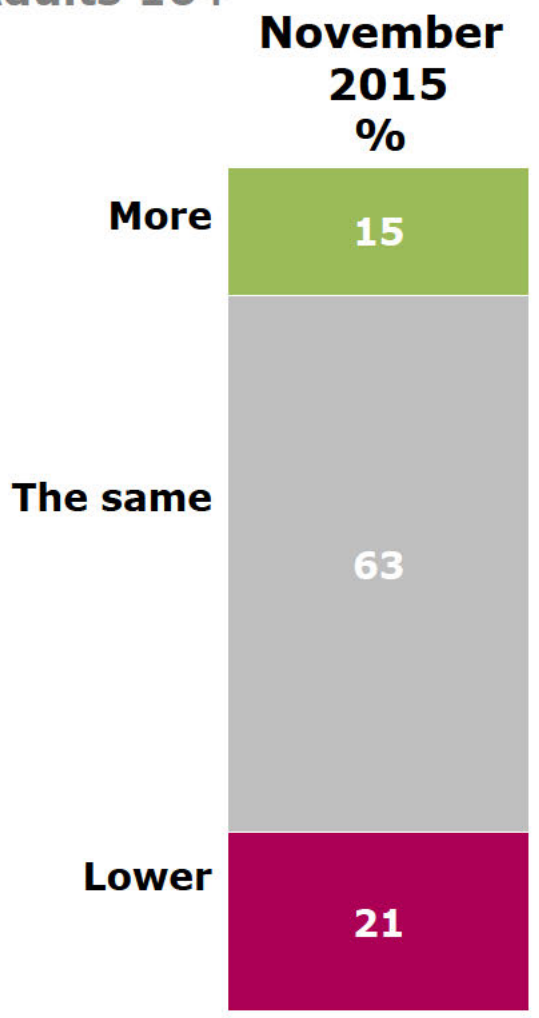


Q.5

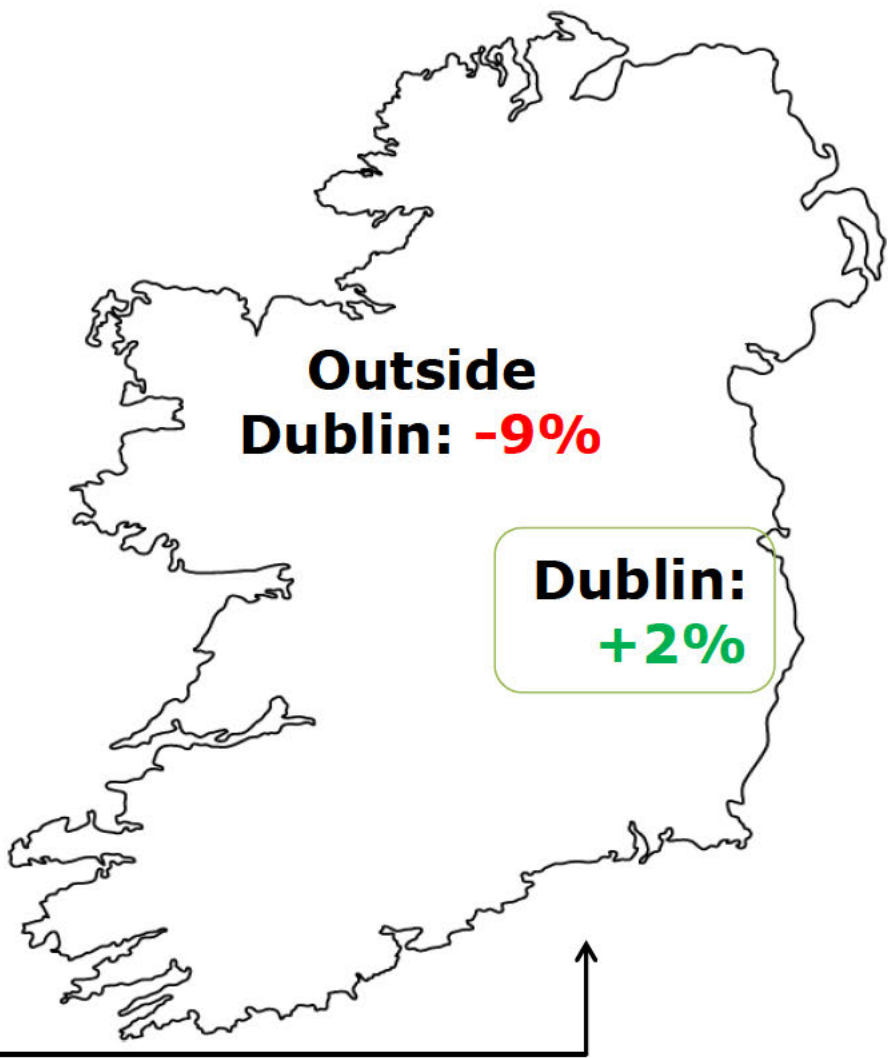
Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

Savings – Expected net future savings are expected to decline (not surprising with the pick up in economic activity)

Base: All Adults 16+



*Net Diff (GAP) -6%



	2006	2007	2008	2009	2010	2011	2012	2013	2014	Feb'15	Apr '15	Sept 15'	Nov '15
Gap	-1	-5	-34	-56	-48	-50	-48	-40	-24	-11	-19	-18	-6%

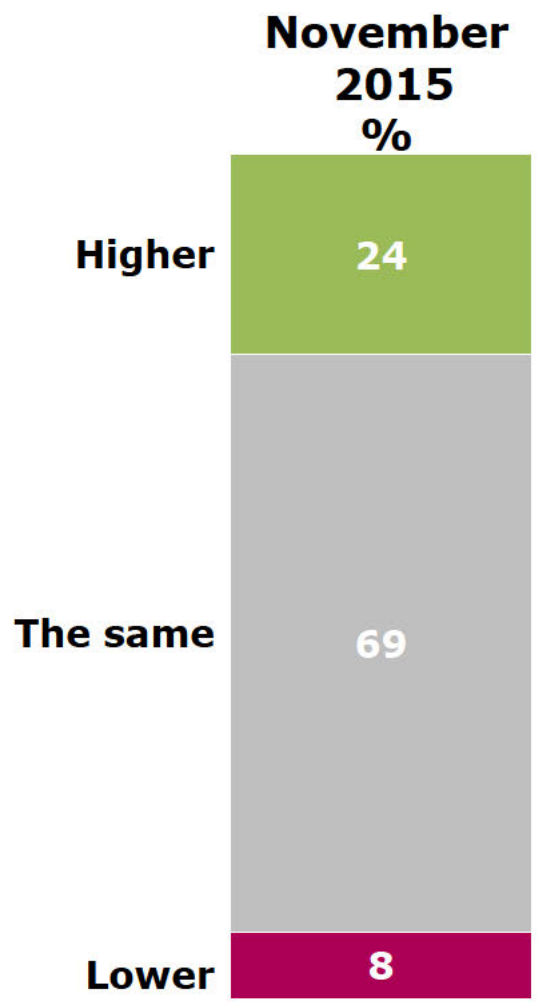


Q.8

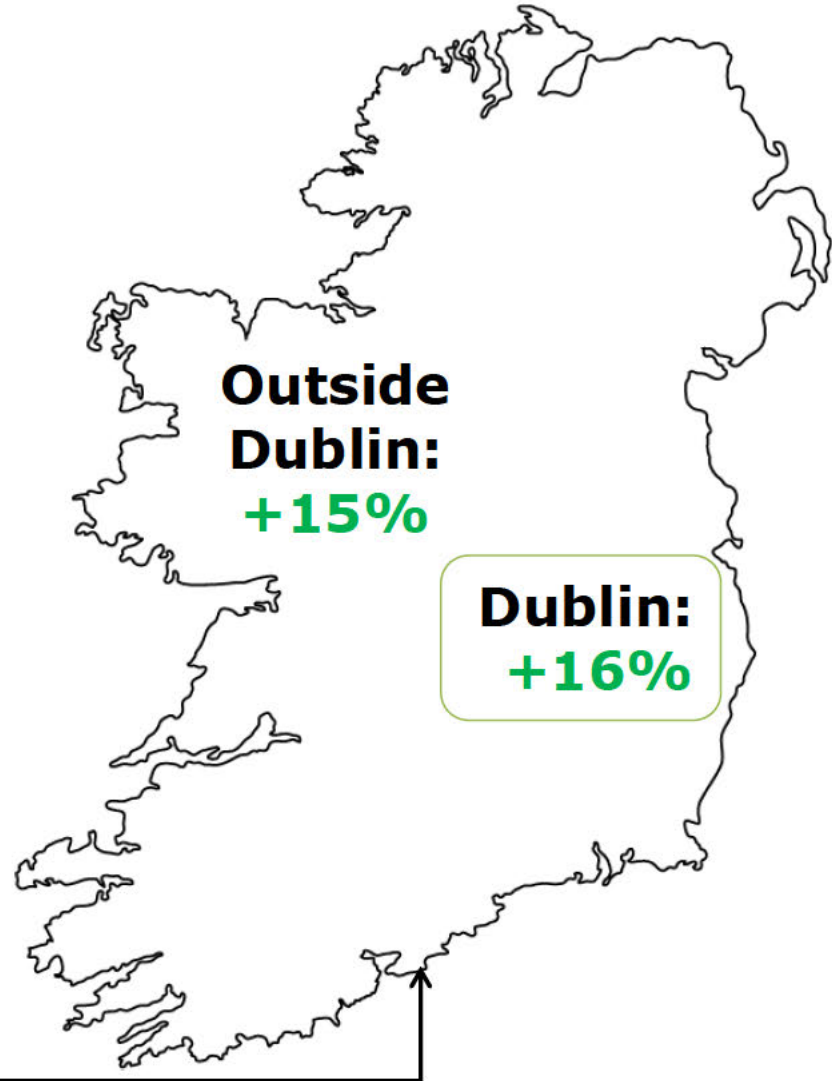
Do you expect to save more, less or the same amount in the year ahead compared with the last twelve months?

Personal Assets– Overall the value of personal assets is expected to remain steady over the next 12 months

Base: All Adults 16+



*Net Diff (GAP)+16%



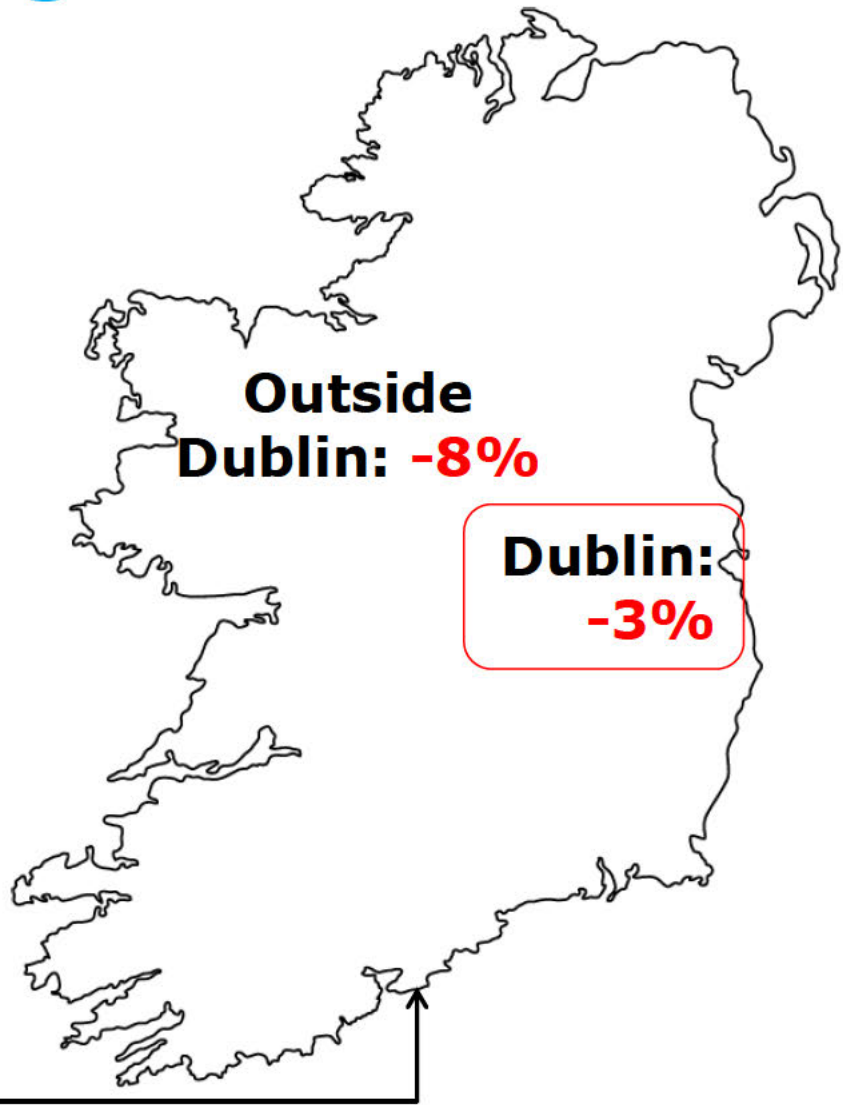
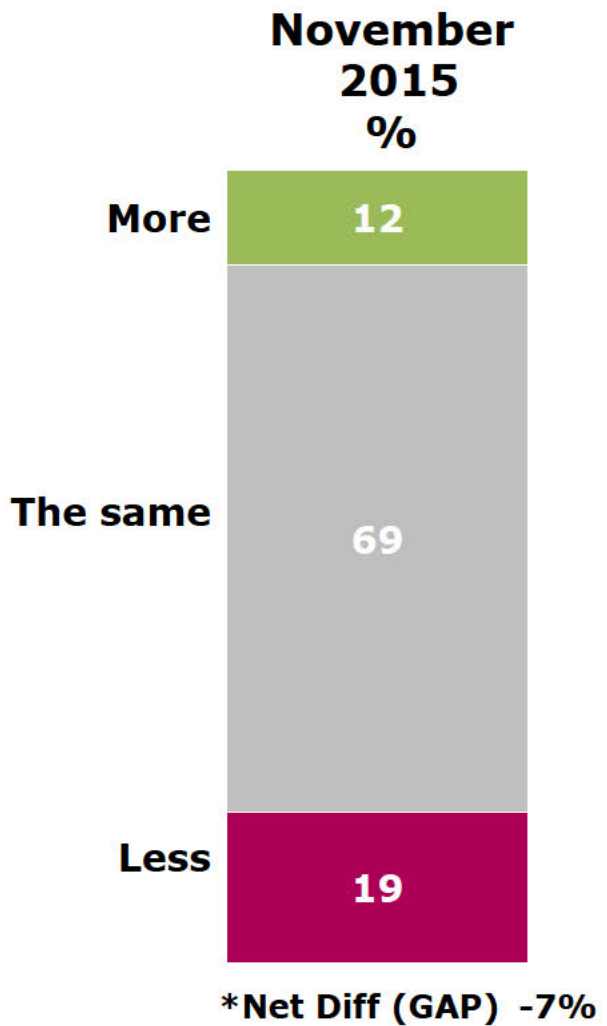
	2006	2007	2008	2009	2010	2011	2012	2013	2014	Feb'15	Apr	Sept 15'	Nov '15
Gap	+33	+20	-25	-53	-43	-41	-31	-18	-1	+20	+10	+9	+16%



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 – while cautious, some positivity has emerged

Base: All Adults 16+

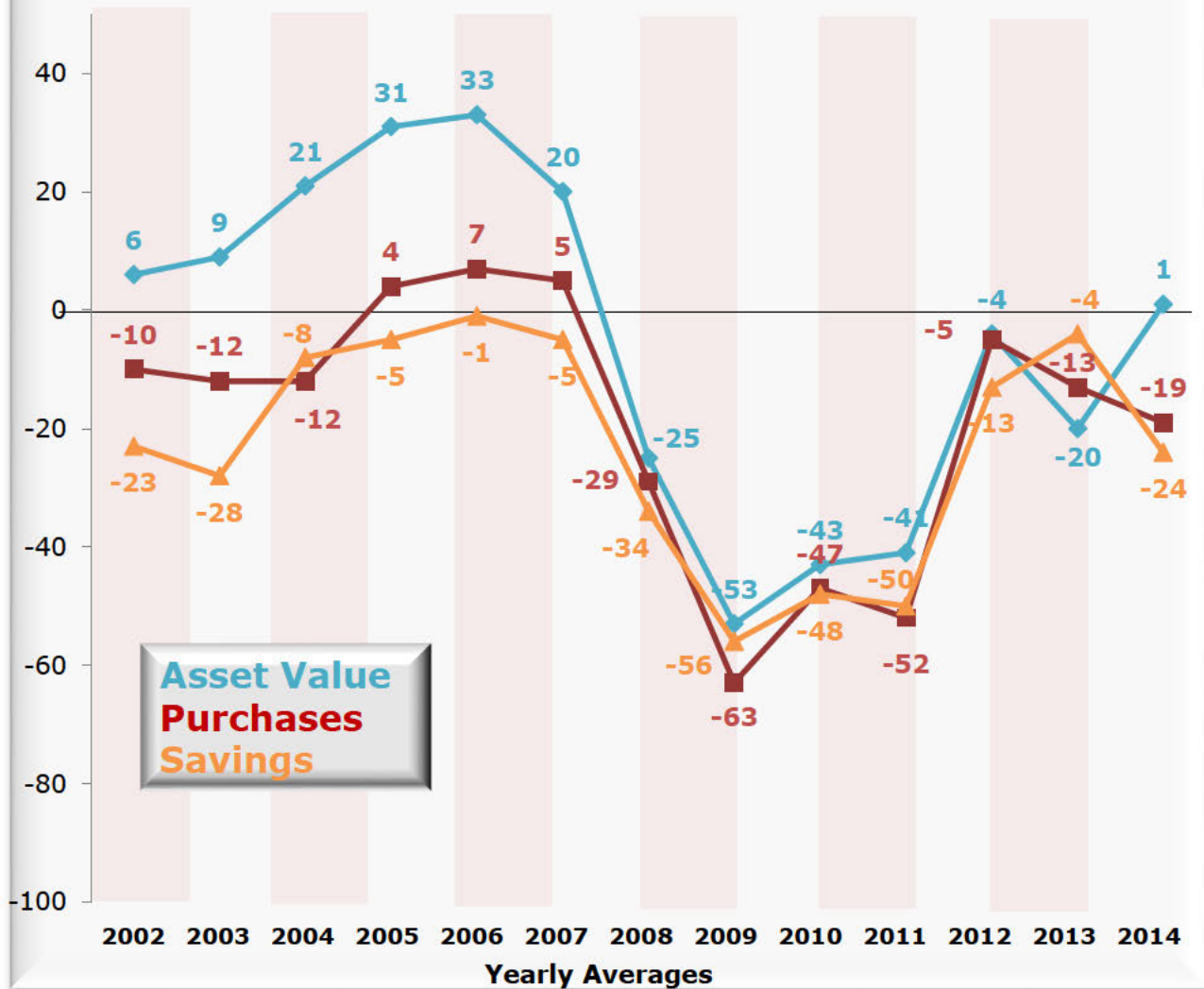


	2006	2007	2008	2009	2010	2011	2012	2013	2014	Feb '15	Apr '15	Sept 15'	Nov '15
Gap	+7	+5	-29	-63	-47	-52	-45	-37	-19	-12	-16	-16	-7%

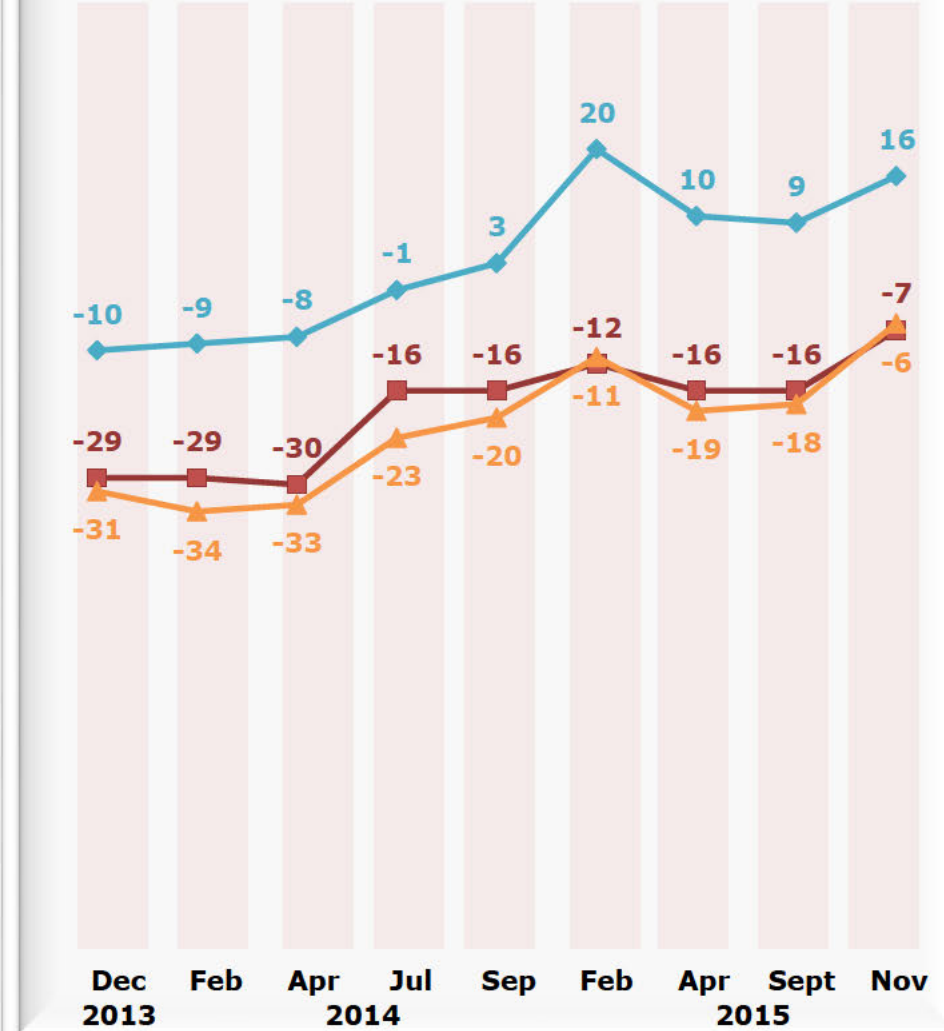
Balance Of Opinion in Summary – The Year Ahead

Expectations in regard to asset value, purchases, and savings.

Long Term



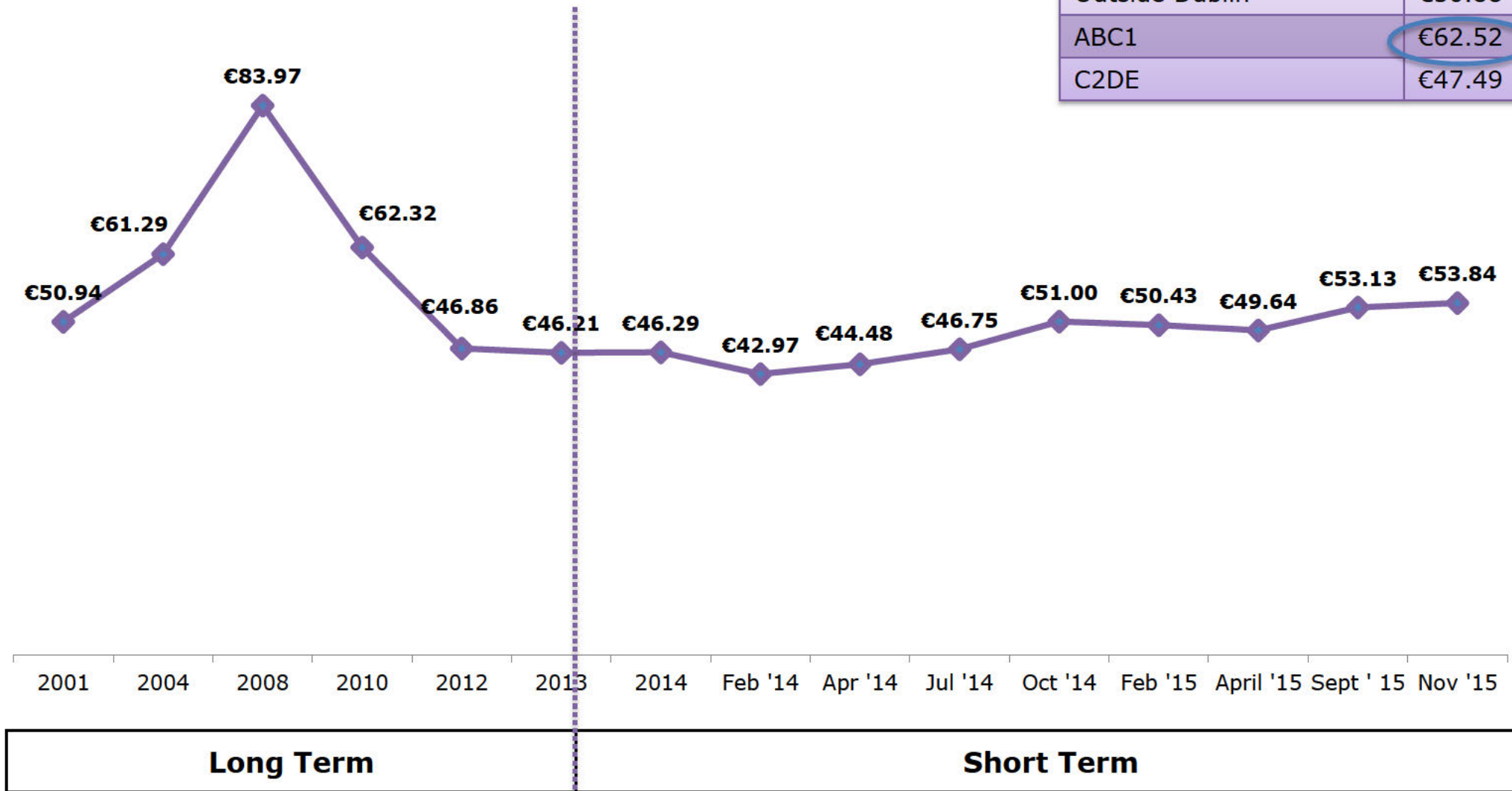
Short Term



Discretionary income is positive but mainly for Dubliners and ABC1

Base: All Adults 18+

Dublin	€61.33
Outside Dublin	€50.88
ABC1	€62.52
C2DE	€47.49



Thank You



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