

The B&A 'Consumer Confidence' Tracker

Barometer Report

December 2008

INTRODUCTION

- This chart deck presents the findings of the latest phase of the Behaviour & Attitudes Consumer Confidence Tracker.
- Survey results for each phase are based on a sample of 1,000 respondents, quota controlled to reflect the profile of the adult population of the Republic of Ireland.
- All interviewing on the survey is conducted by trained members of the B&A fieldforce working under ESOMAR guidelines.
- Fieldwork on the latest wave was carried out between 5-16th December 2008.
- For this report we have appended some additional charts summarising the latest data from the CSO on GNP, retail sales, motor car sales, and unemployment.

SUMMARY

- The Behaviour & Attitudes Consumer Confidence Index (established in January 2002) has hit an all-time low.
- November 2002 was the historic low point prior to 2008 for most elements of the index: the exception being the personal assets index when the historic low was January 2002.
- The following table summarises the net scores for each element of the index for the six months of this year, compared to historic monthly lows of previous years.

SUMMARY

	Pre 2008 Historic Low		2008					
	Date	Net Score	This year's Net Score					
	Date	Score	Jan	Mar	July	Sept	Oct	Dec
UNWTD. SAMPLE								
	%	%	%	%	%	%	%	%
Economy - looking back a year	Nov '02	-62	-41	-55	-69	-73	-77	-79
Economy - looking forward one year	Nov '02	-63	-42	-56	-66	-67	-65	-69
Personal finance - looking back a year	Nov '02	-40	-12	-9	-32	-48	-43	-50
Personal finances - looking forward a year	Nov '02	-20	3	-1	-20	-26	-38	-44
Personal assets - looking forward one year	Jan'02	-2	-4	-20	-19	-27	-38	-39
Purchasing intentions - the year ahead	Nov '02	-24	-5	-13	-28	-34	-43	-51
Savings - the year ahead	Nov '02	-35	-13	-4	-35	-34	-50	-52

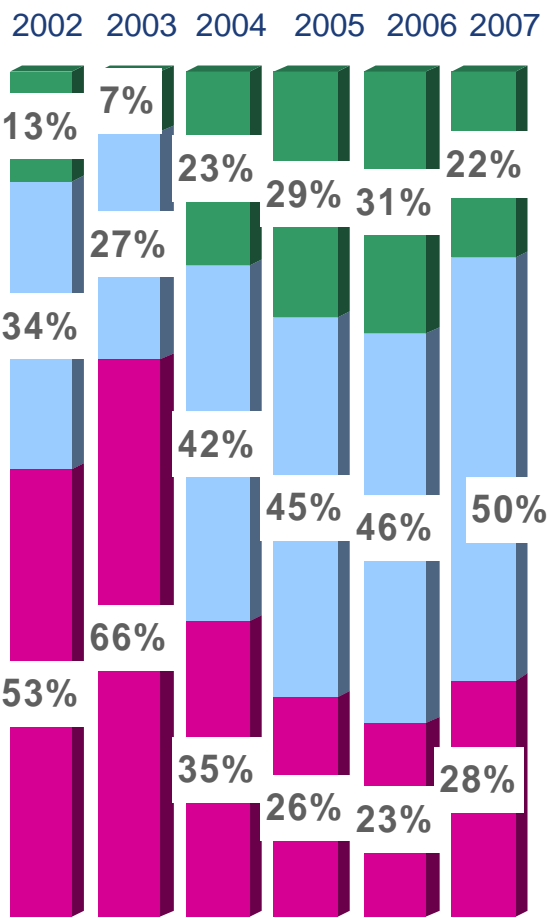
SUMMARY

- Most of our indices are at an all time low.
- Concerns about the economy in the coming year are still evident, and have hit a high.
- People are showing increased fears about their future prospects in terms of income and this is leading them to anticipate reductions in consumer spending. In addition, the drop registered last wave in regard to savings plans and expectations has been maintained.
- The CSO retail sales estimates for October 2008 are following the downward pattern one might have anticipated on the basis of earlier phases of the Consumer Confidence Index.

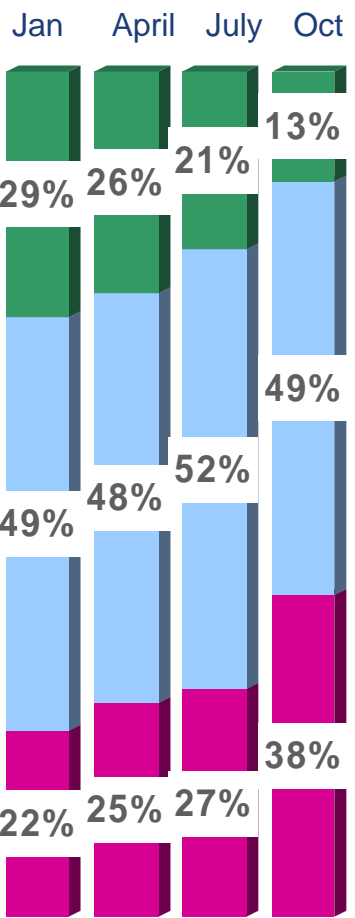
ECONOMY – LOOKING BACK

Country is
now ...

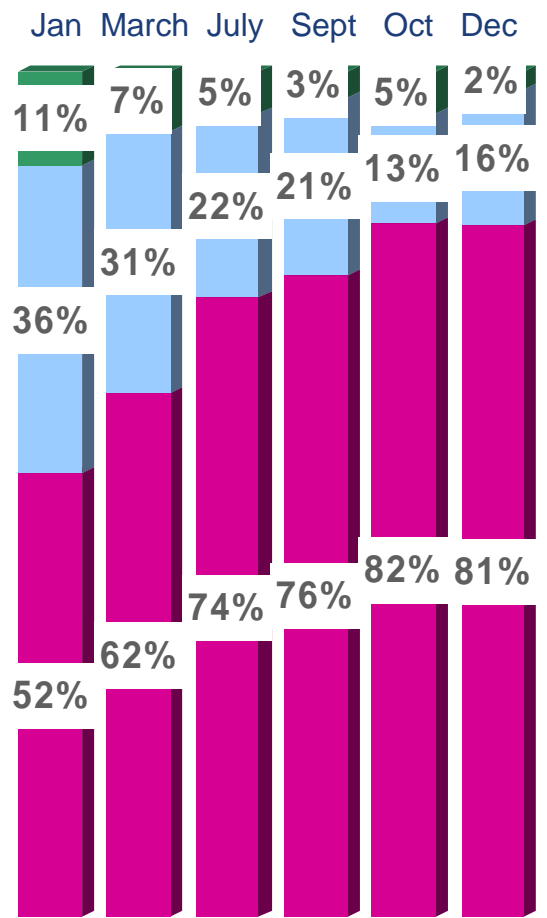
Long Term



2007



2008

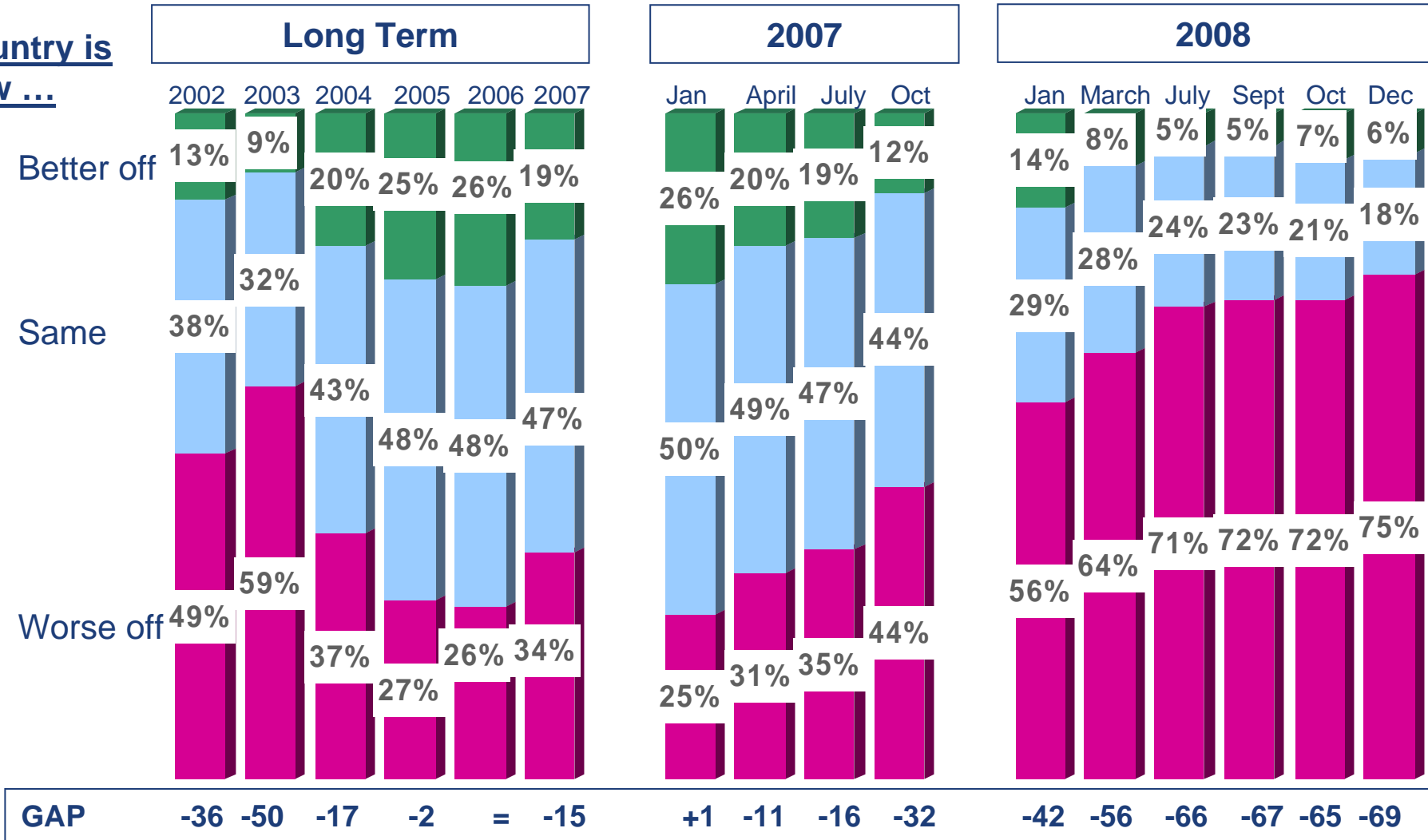


GAP	2002	2003	2004	2005	2006	2007	Jan	April	July	Oct	Jan	March	July	Sept	Oct	Dec
GAP	-40	-59	-13	+3	+8	-6	+7	+1	-6	-25	-41	-55	-69	-73	-77	-79

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

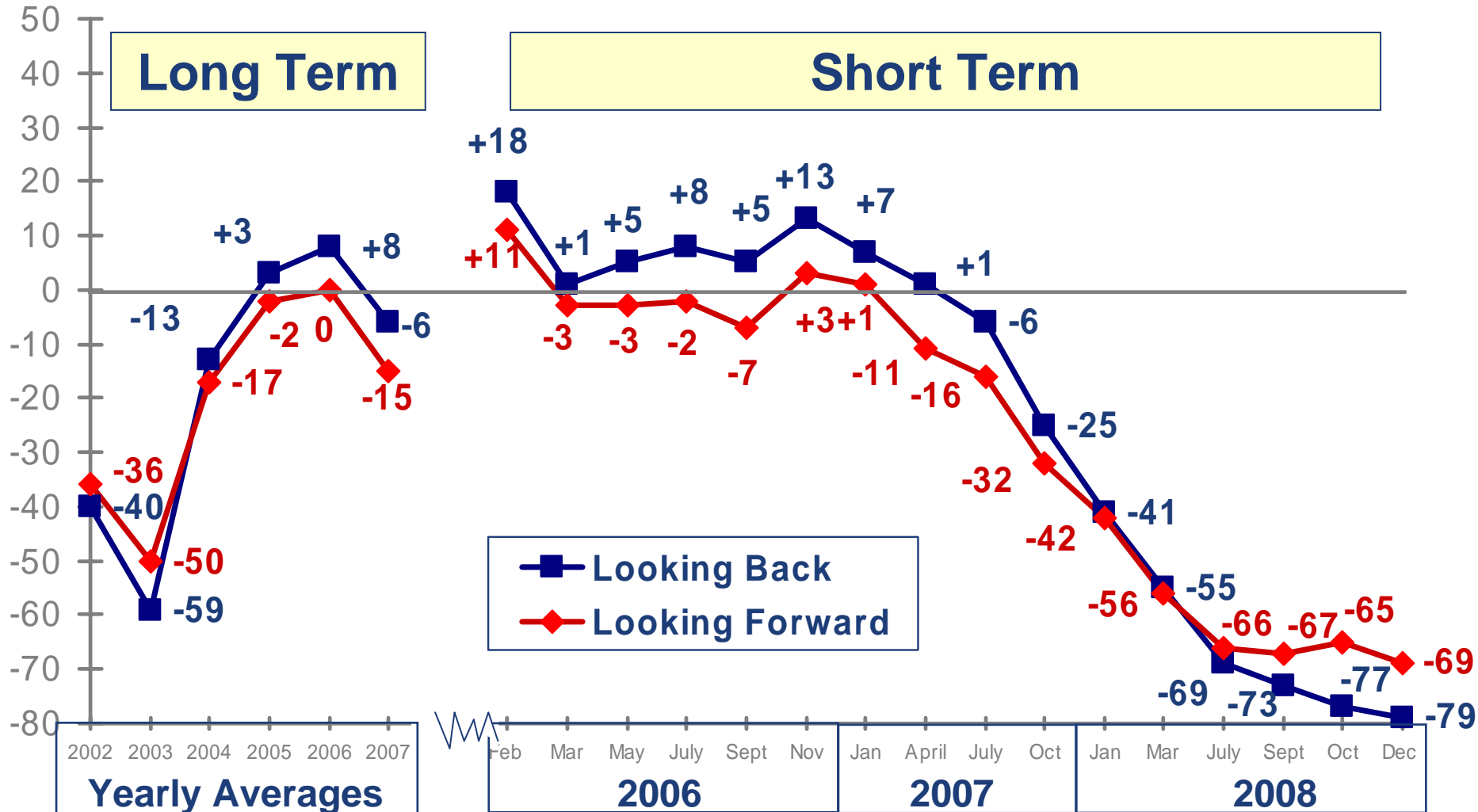
**Country is
now ...**



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

Balance +/-

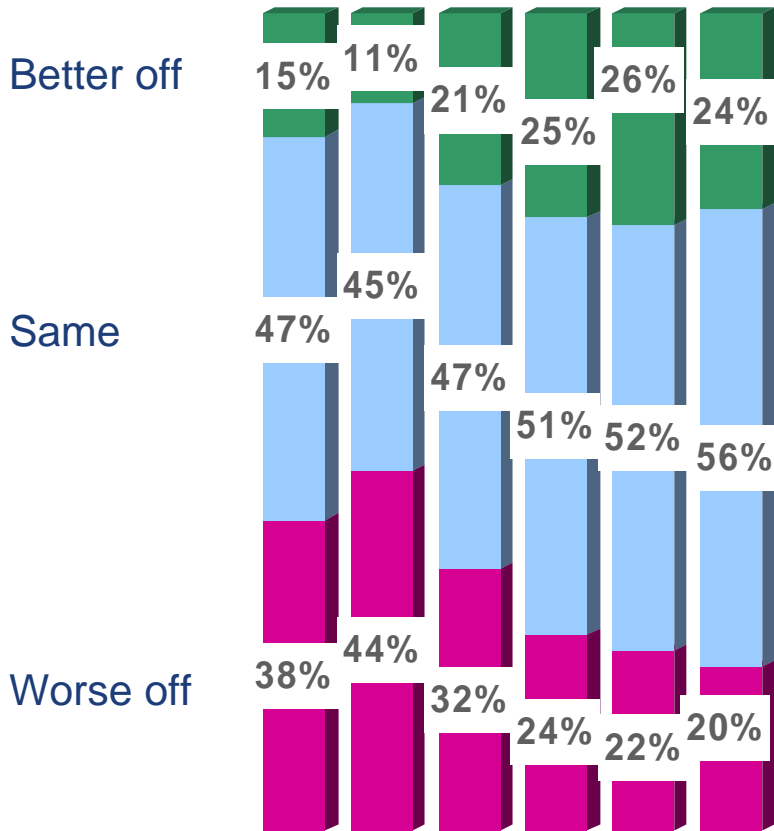


PERSONAL FINANCES – LOOKING BACK

Now feel ...

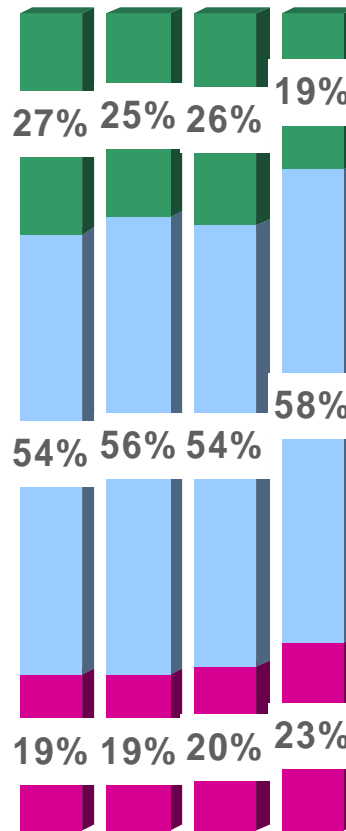
Long Term

2002 2003 2004 2005 2006 2007



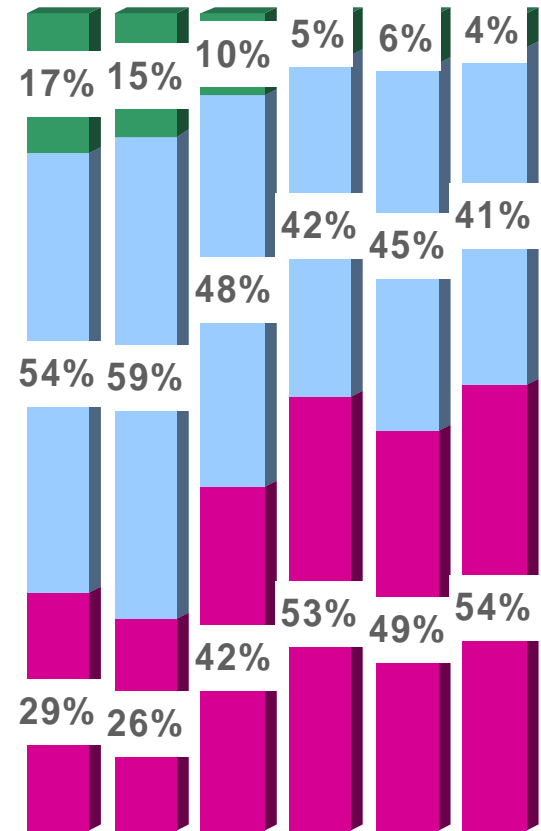
2007

Jan April July Oct



2008

Jan March July Sept Oct Dec



GAP

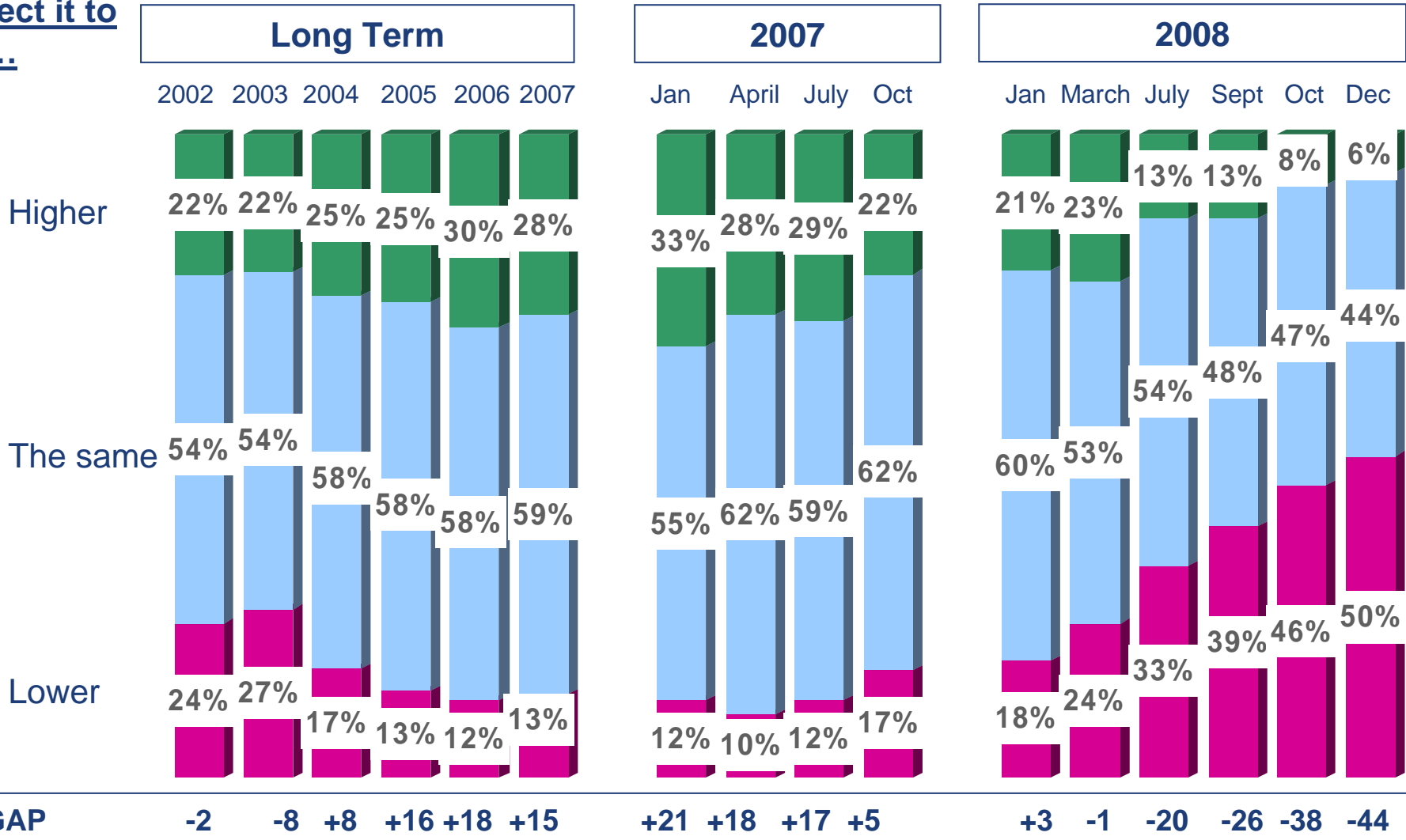
-23 -34 -11 +1 +4 +4

+8 +6 +6 -4

-12 -9 -32 -48 -43 -50

PERSONAL FINANCES – LOOKING FORWARD

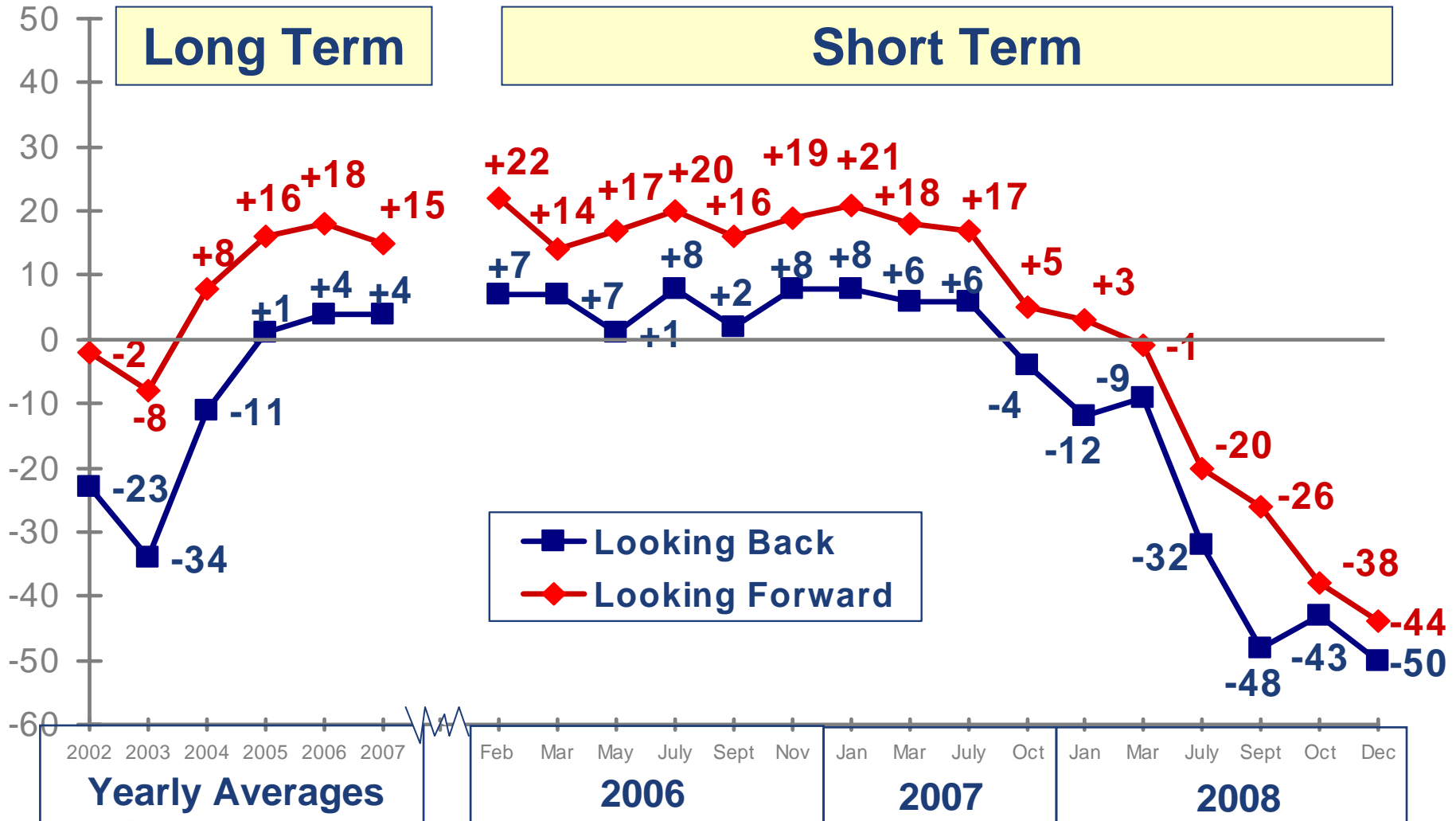
Expect it to be ...



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

Balance +/-

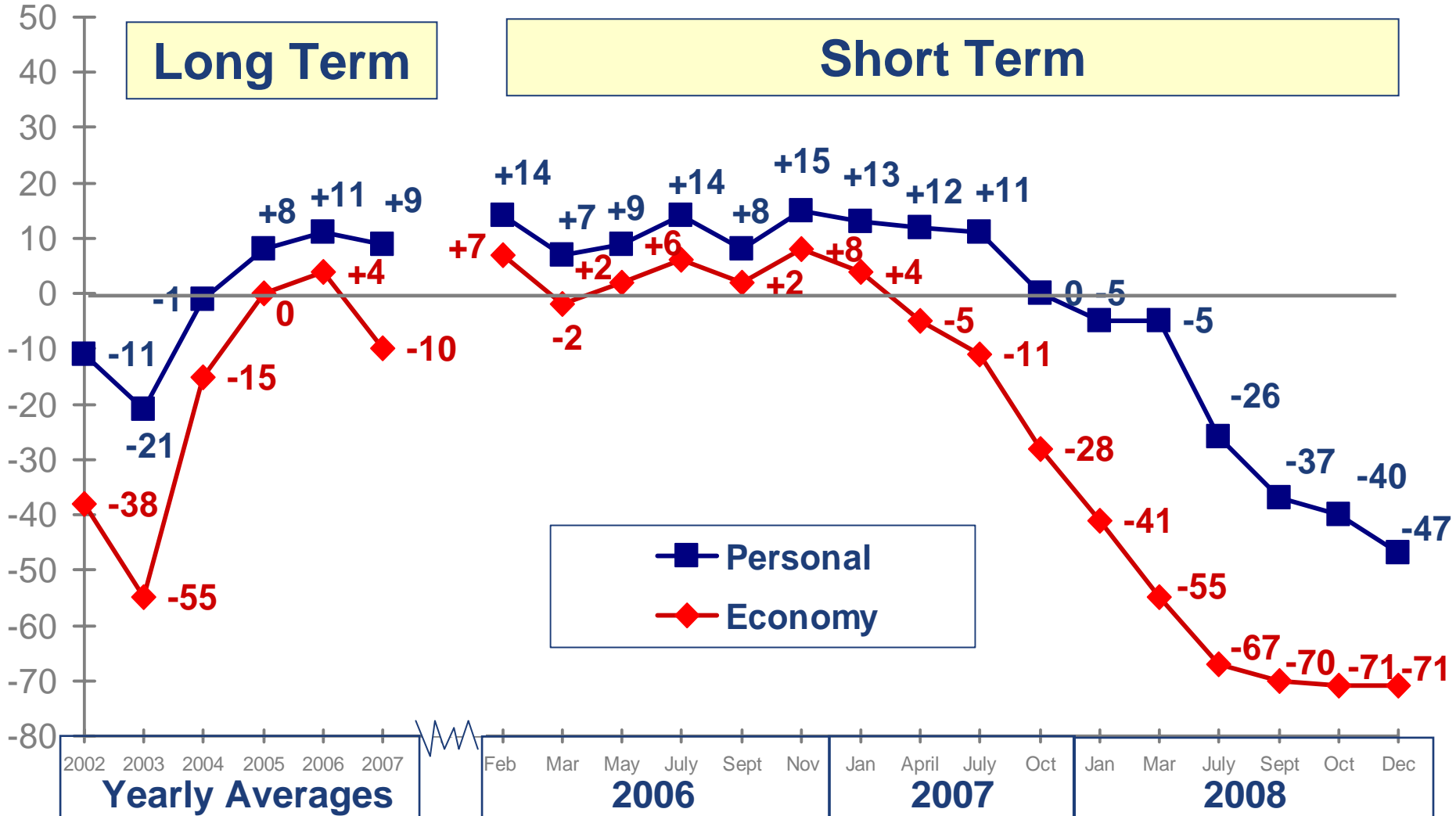


GENERAL ECONOMY VS PERSONAL FINANCES

Balance +/-

Long Term

Short Term

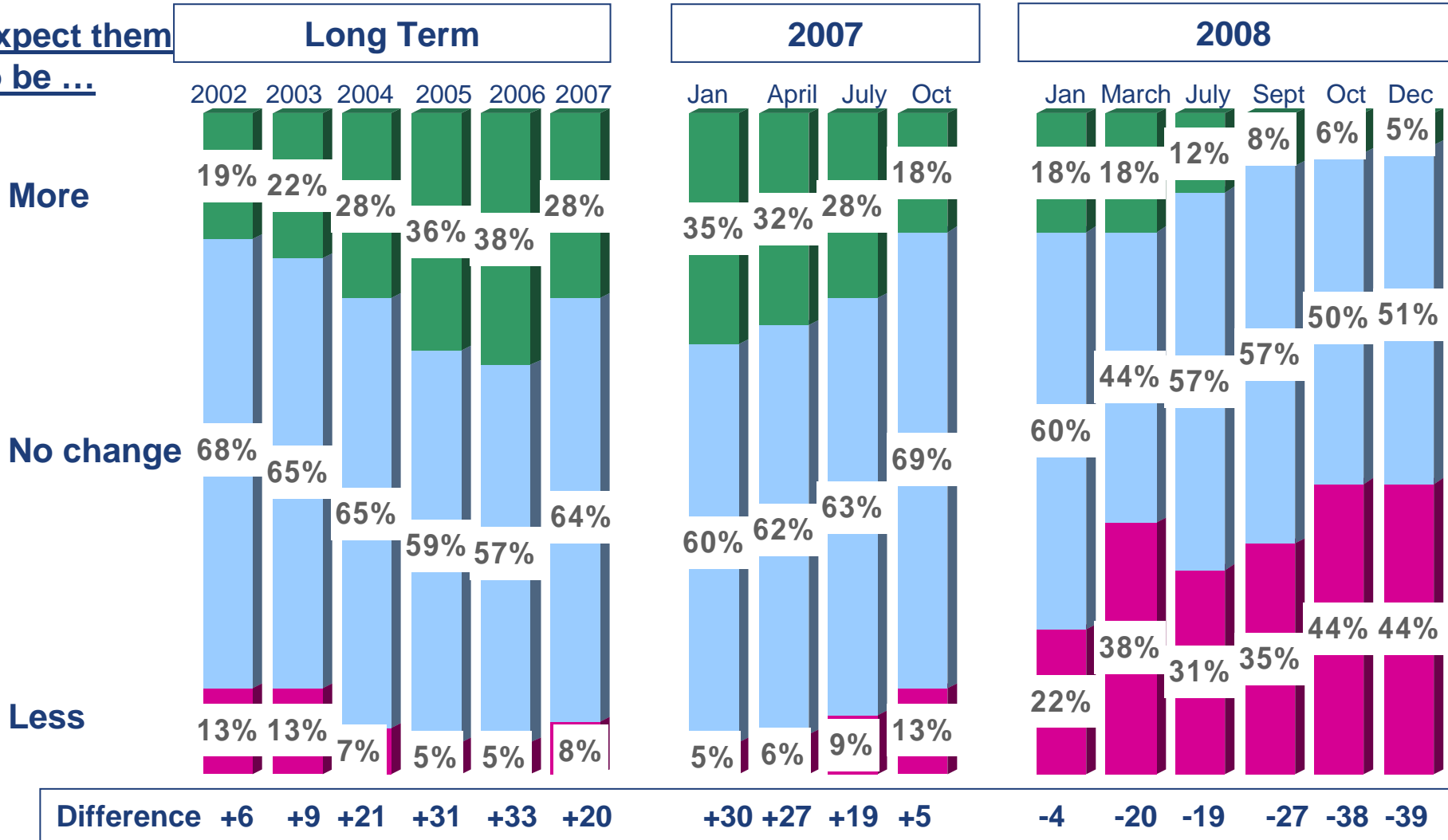


■ Personal

◆ Economy

PERSONAL ASSETS– LOOKING FORWARD

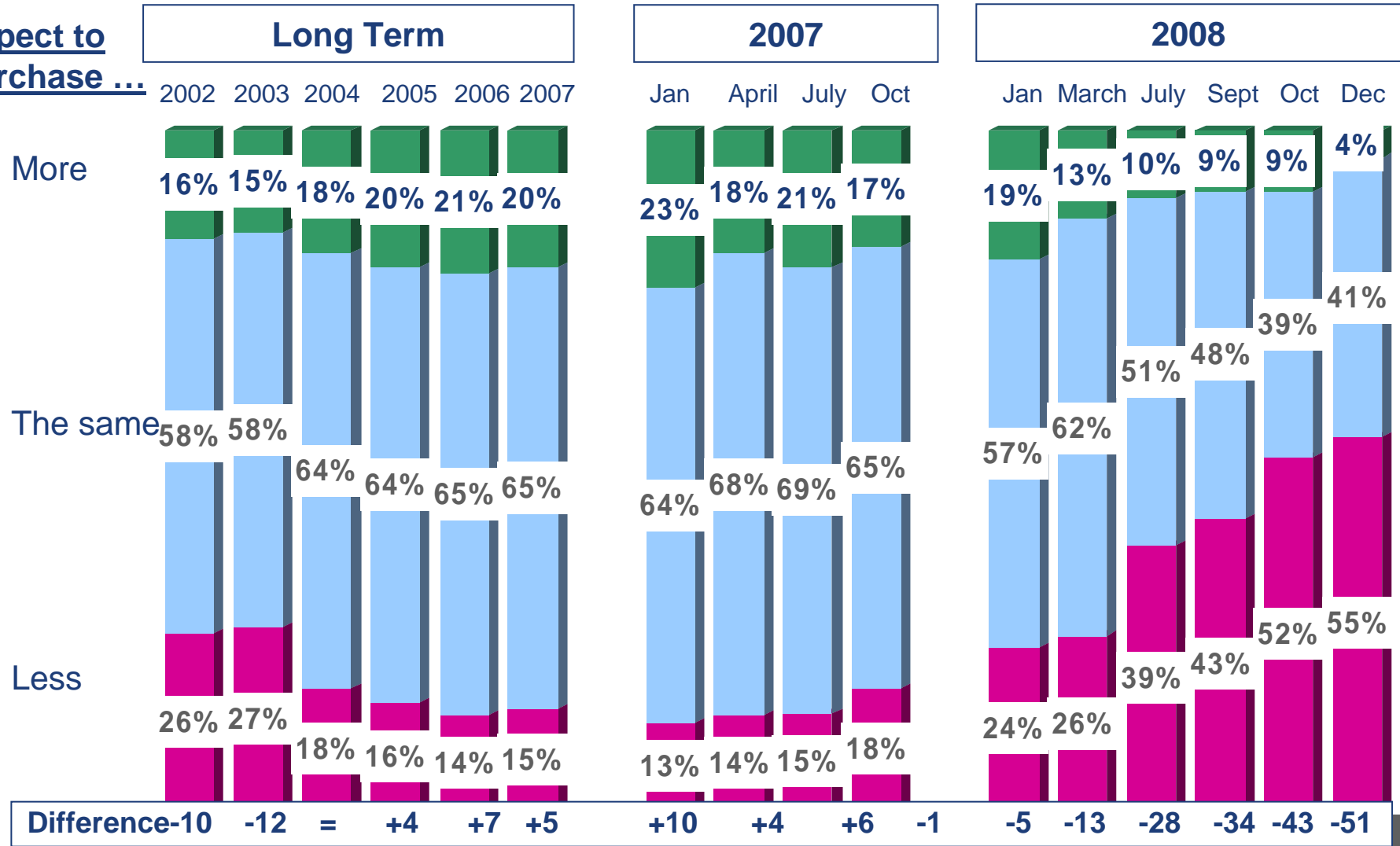
Expect them to be ...



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? PROBE: A lot or a little

PURCHASING GOODS AND SERVICES – LOOKING FORWARD

Expect to purchase ...



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?

SAVINGS – LOOKING FORWARD

Expect to save ...

Long Term

2007

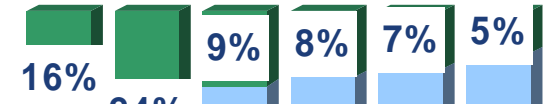
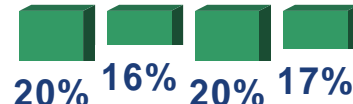
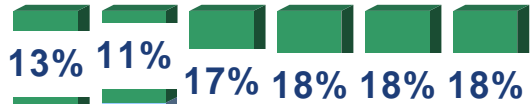
2008

2002 2003 2004 2005 2006 2007

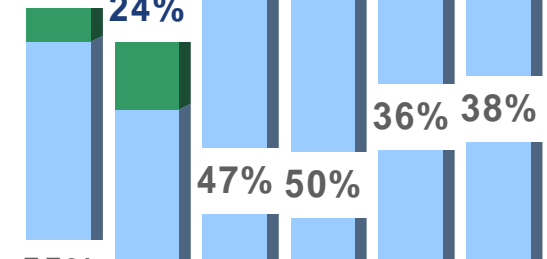
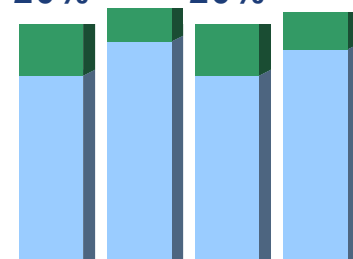
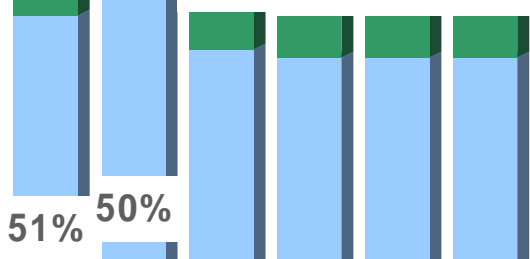
Jan April July Oct

Jan March July Sept Oct Dec

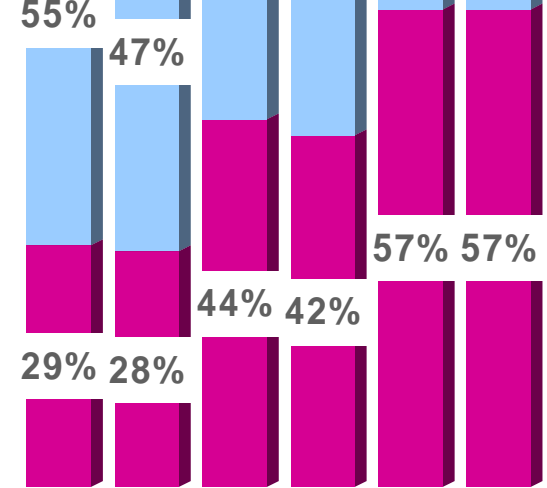
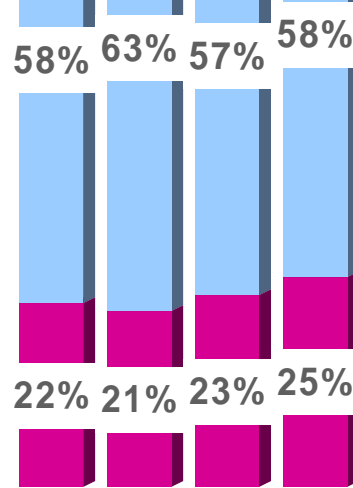
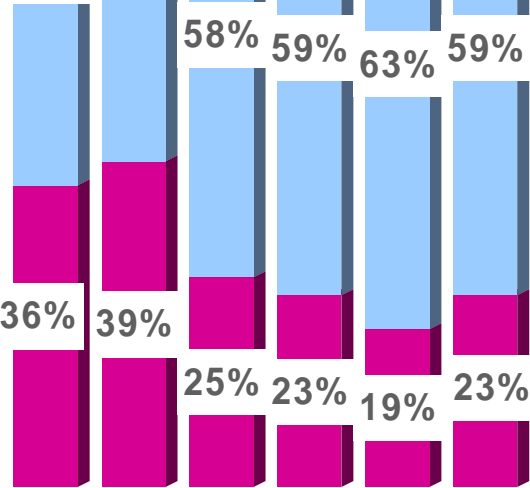
More



The same



Less



Difference

-23 -28 -8 -5 -1 -5

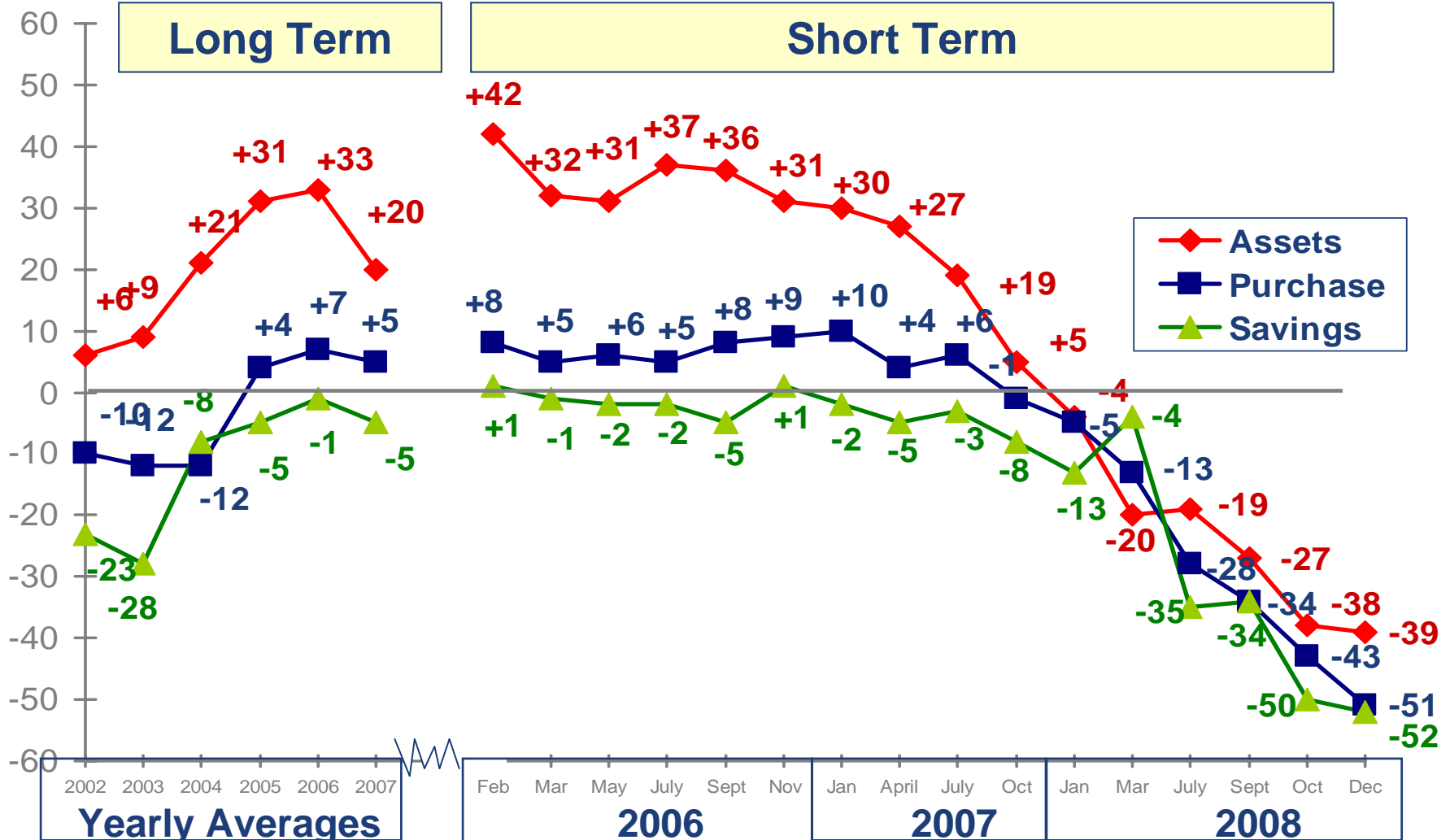
-2 -5 -3 -8

-13 -4 -35 -34 -50 -52

BALANCE OF OPINION

Expectations in regard to Assets, purchases, and savings

Balance +/-



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