



Consumer Confidence Tracker

February 2016

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Introduction



Introduction

- This report presents the findings of the February 2016 phase of the Behaviour & Attitudes' Consumer Confidence Tracker.
- Survey results for this phase are based on a sample of 1,000 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 3rd - 13th of February, 2016.

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



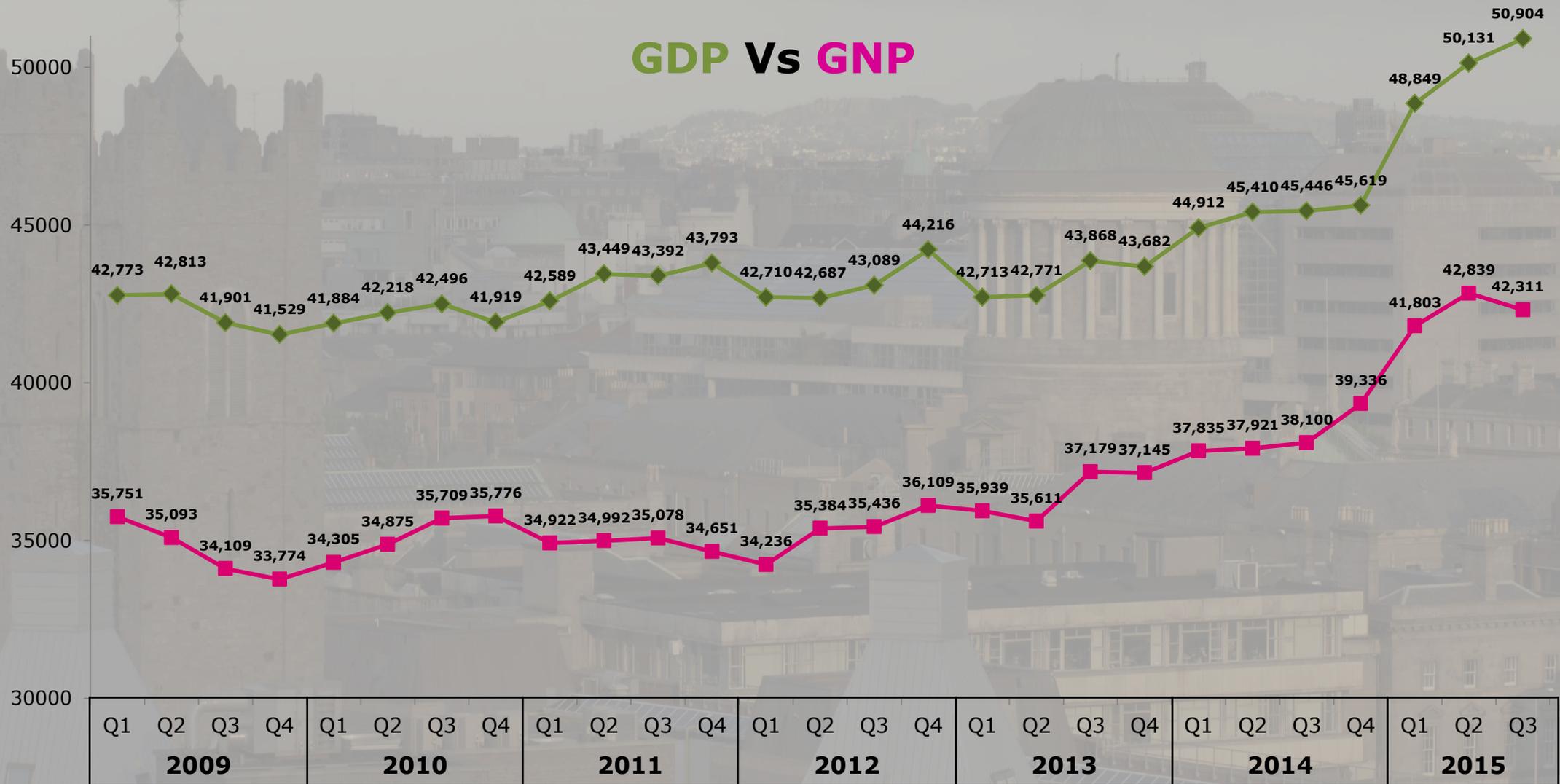
Key Highlights

- As a context the macro economy remains positive.
- As we head into the General Election consumer confidence in the economy for the year ahead remains positive.
- While all areas of the country are positive towards the economic prospects, Dubliners are significantly more optimistic, followed by other urban centers with rural residents being the least positive.
- Only 14% of the population feel the country will be worse off in the coming year.
- Despite the uncertainties over the make up of the next Government, election promises may be helping the sandwich generation and blue collar workers to see the light at the end of the economic tunnel.
- In line with stabilisation in consumer confidence, attitudes towards personal finances in the year ahead have become more positive. However those in Dublin continue to be much more positive regarding any expected income increases.
- While consumers remain cautious about their purchasing of goods and services in the year ahead a steady improvement in disposition to spend is evident.
- Overall net savings have also hit a period of non-movement, as the majority of consumers expect their savings to remain the same over the coming 12 months.
- Overall 1 in 4 expect the value of their personal assets to increase over the next 12 months.
- Overall Irish consumer confidence is positive and a solidity is evident. However it should not be forgotten that certain sections of society are still registering low optimism.

The Macro Context



GDP & GNP remain positive



Source: www.CSO.ie
 Quarterly National Accounts
 * Q4 2015 results not yet available

The number in employment is increasing



*Source: www.CSO.ie/Quarterly National Household survey
Q4 2015 data not yet available

While those on the live register continues to decline

The Live Register

-10.28%

Overall Change
vs. January 2015

131,127

189,667



-7.11%

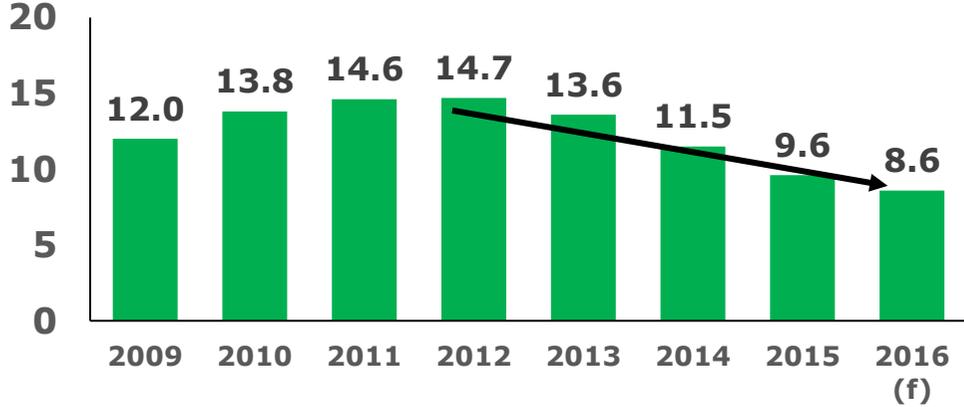
vs. January 2015

-12.33%

vs. Oct 2014

Unemployment in Ireland

% Rate of Unemployment



8.6%

Current Rate
of unemployment.

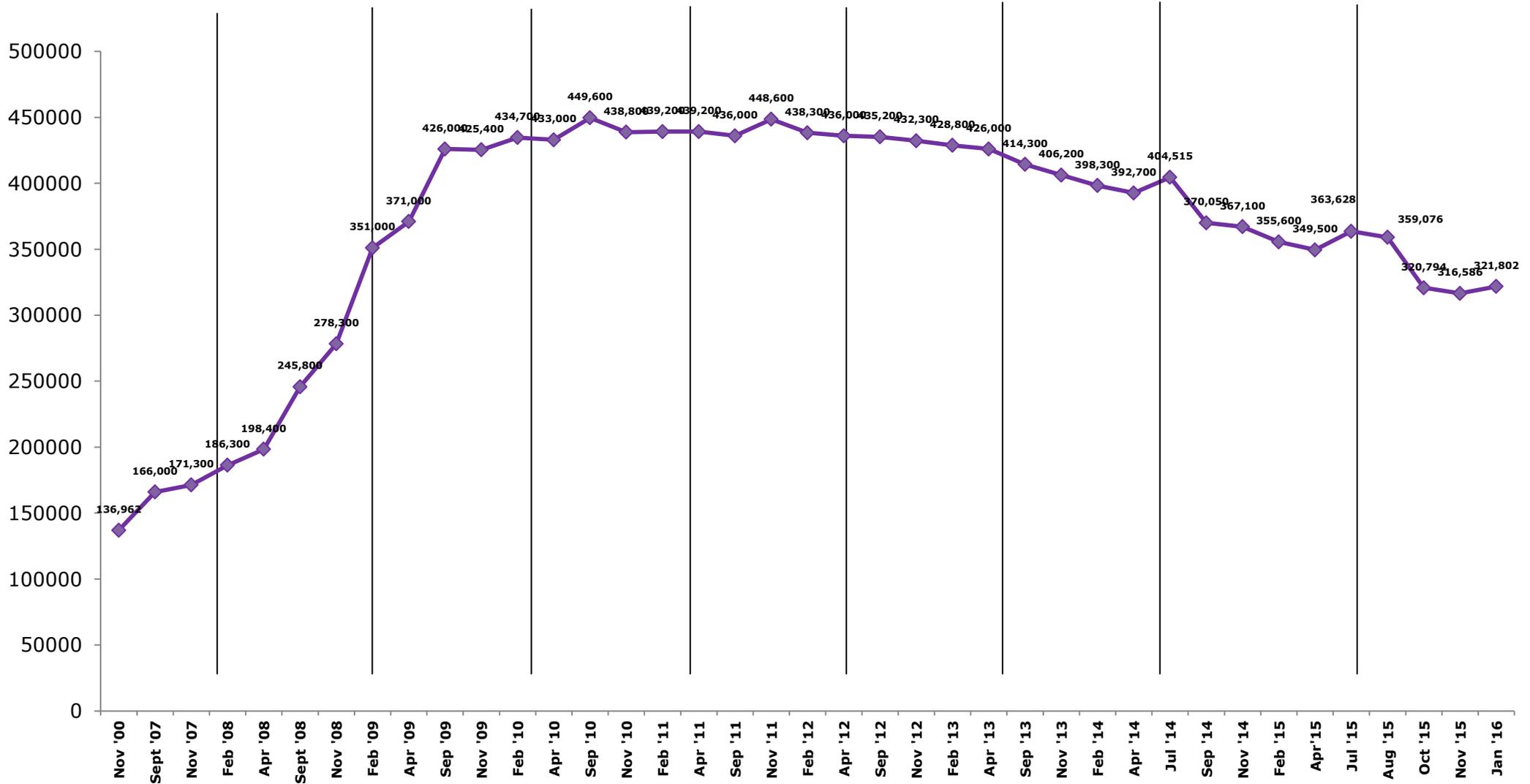
(vs. 9.6% in 2015)



Source: www.CSO.ie/Persons on live register
* Live Register Total data

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

Live Register numbers appear to be stabilising

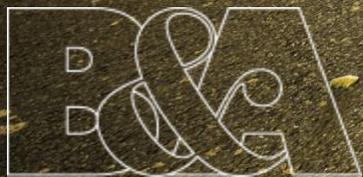


* The Live Register is not designed to measure unemployment. It includes part-time work e.g. seasonal & casual workers who work up to 3 days per week

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

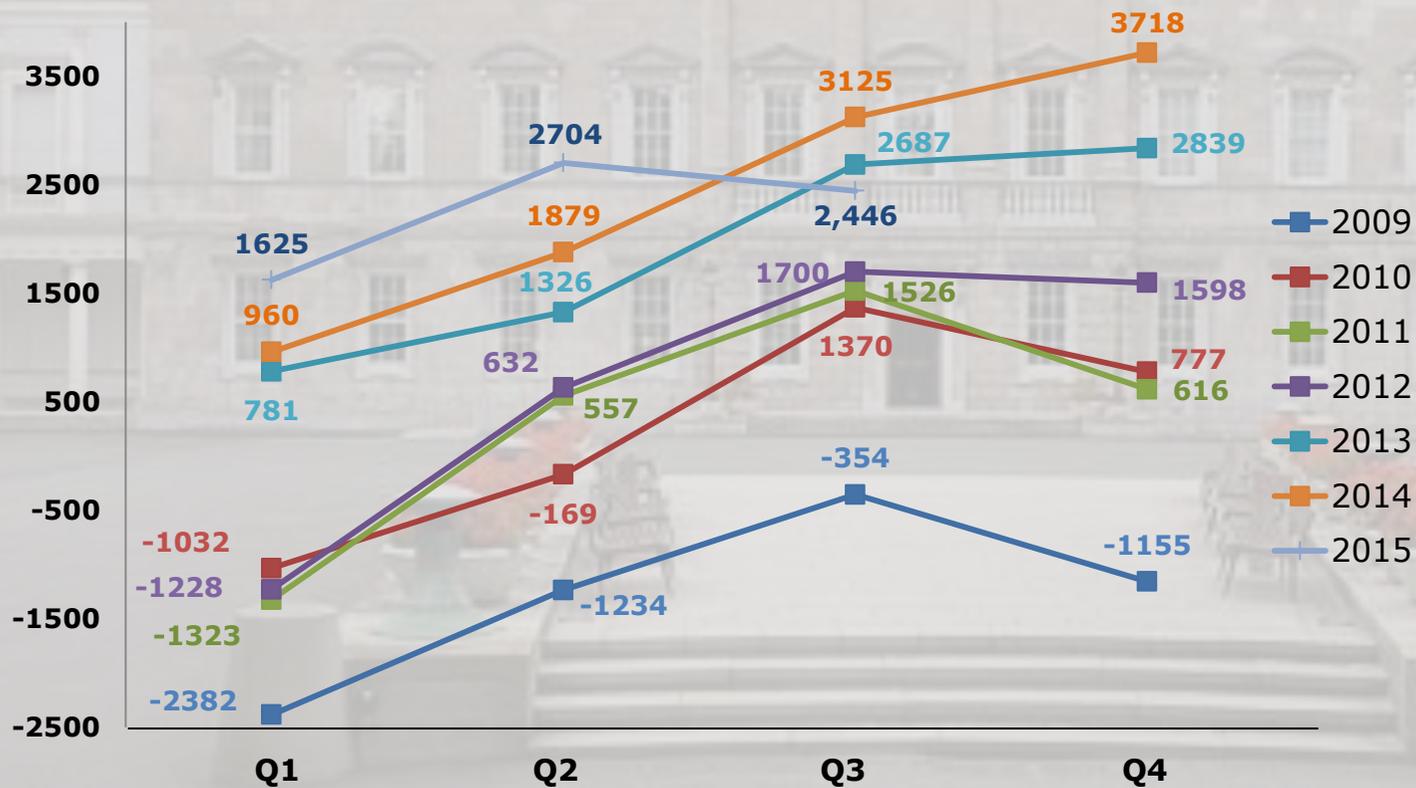
General government surplus/deficit is also balancing out

	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	-0.8
Q3	-32.2	-25.0	-7.2	-6.0	-4.3	-2.2
Q4	-42.7	-7.3	-6.6	-5.6	-2.9	



Source: www.CSO.ie/Indicators/default

Balance of Payments has stabilised



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

* Q4 data not yet available

Consumer Confidence Findings





As we head into the General Election consumer confidence for the year ahead remains positive.



Consumer Confidence for the next 12 months remains high, but has plateaued

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

Net diff looking forward	
Dublin	+40
Other Urban	+24
Rural	+18



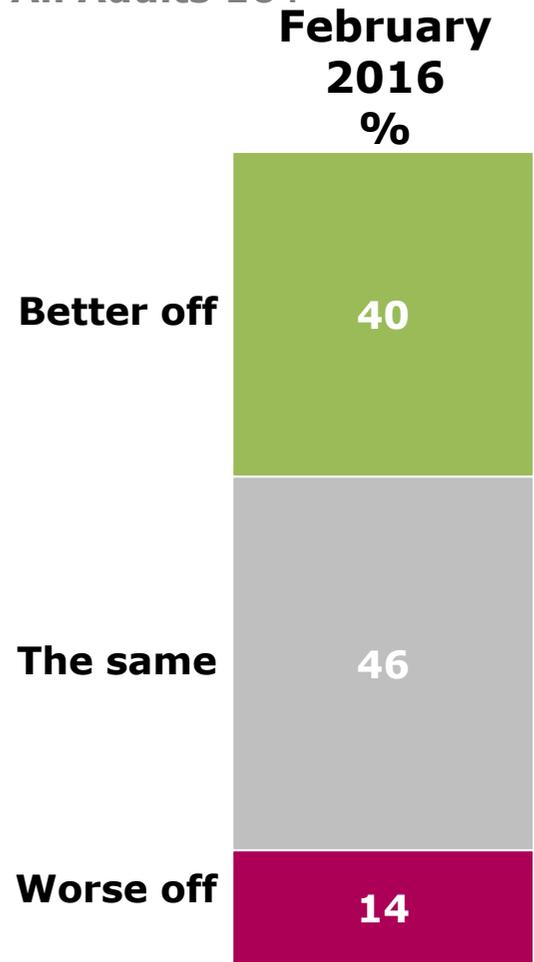
Source: B&A Consumer Confidence Report



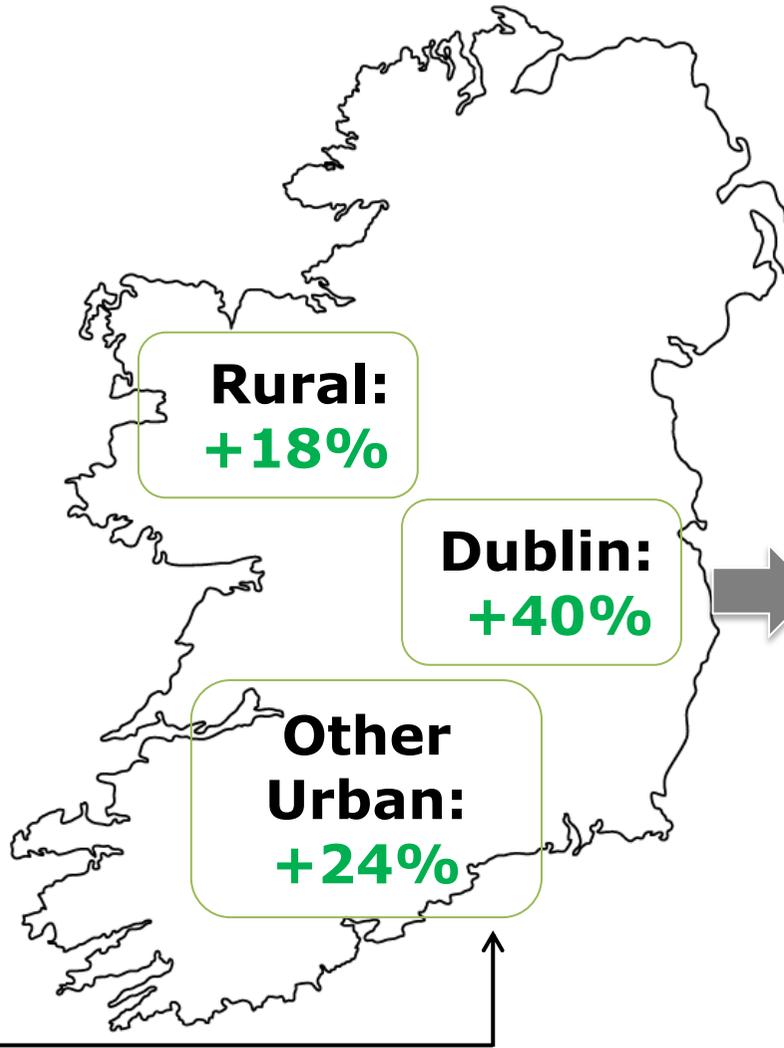
- Q.1 Thinking about the economy as a whole, do you think that the country is better off, worse off, or about the same as last year?
- Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

While all areas of the country are positive towards the country's economic prospects, Dubliners are significantly more optimistic, followed by other urban centres with rural residents being the least positive

Base: All Adults 16+



*Net Diff (GAP) +26%



A 3 speed economy still exists, with those living in Dublin being most positive.

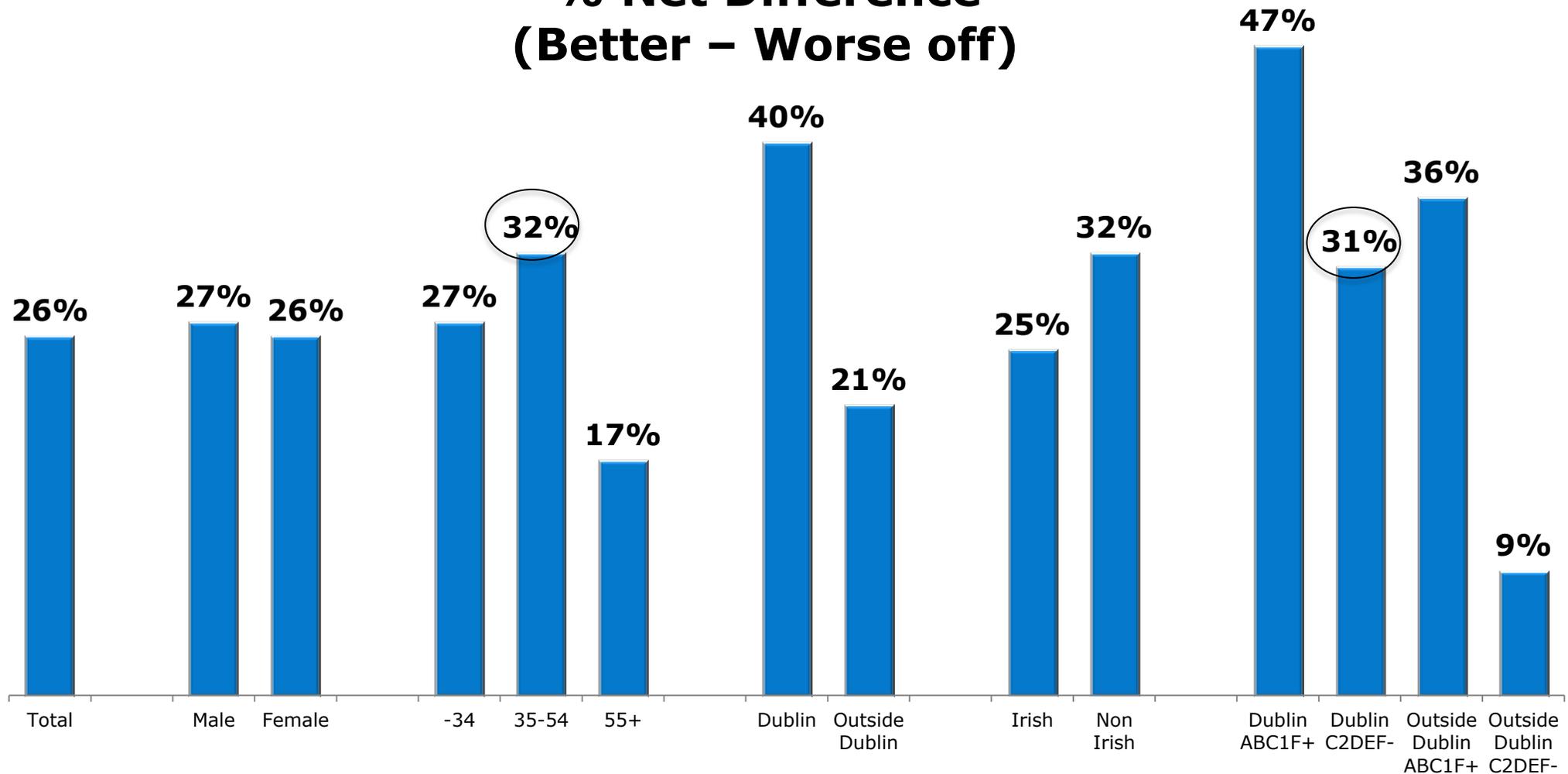
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015'	Feb '16
Gap	=	-15	-59	-68	-49	-58	-52	-32	+3	+15	+26



The sandwich generation (aged 35-54) and blue collar sector (especially Outside Dublin) have begun to see the light at the end of the tunnel

Base: All Adults 16+

**% Net Difference
(Better – Worse off)**



NET Diff	25%	25%	25%	29%	21%	26%	31%	23%	24%	34%	40%	20%	38%	11%
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Blue Collar Consumers outside Dublin register the lowest confidence.

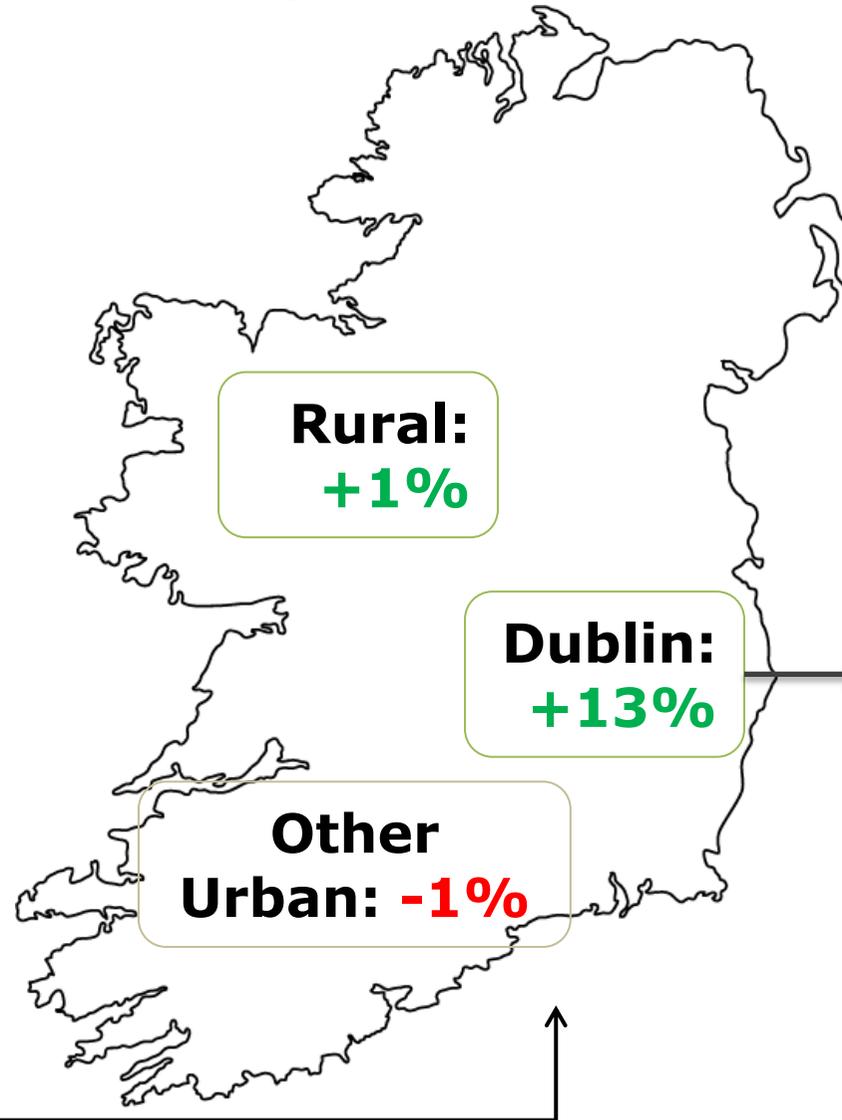
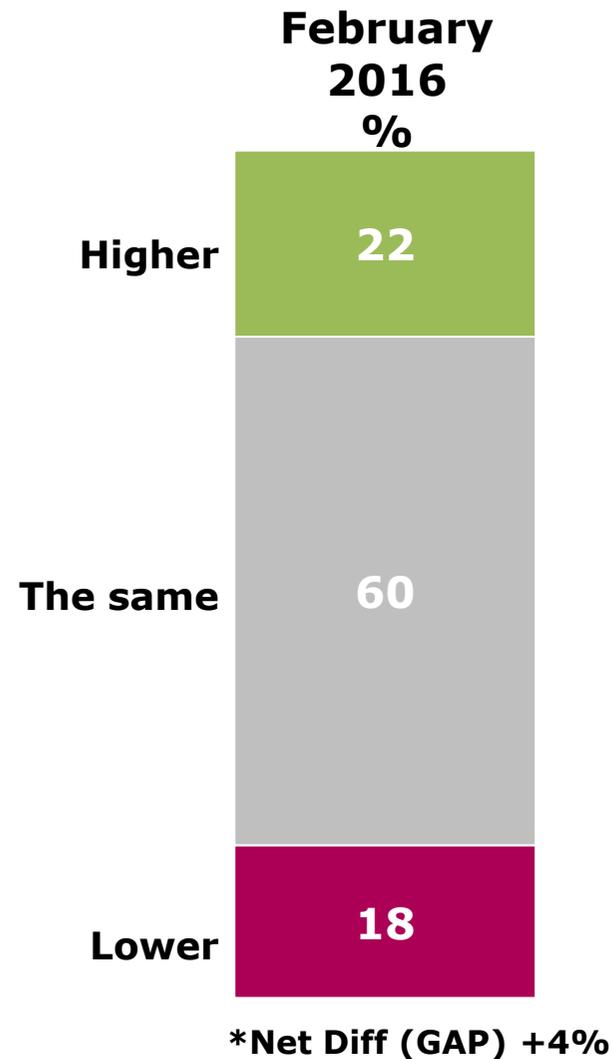


Q.2

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 – attitudes towards personal finances have become more positive

Base: All Adults 16+



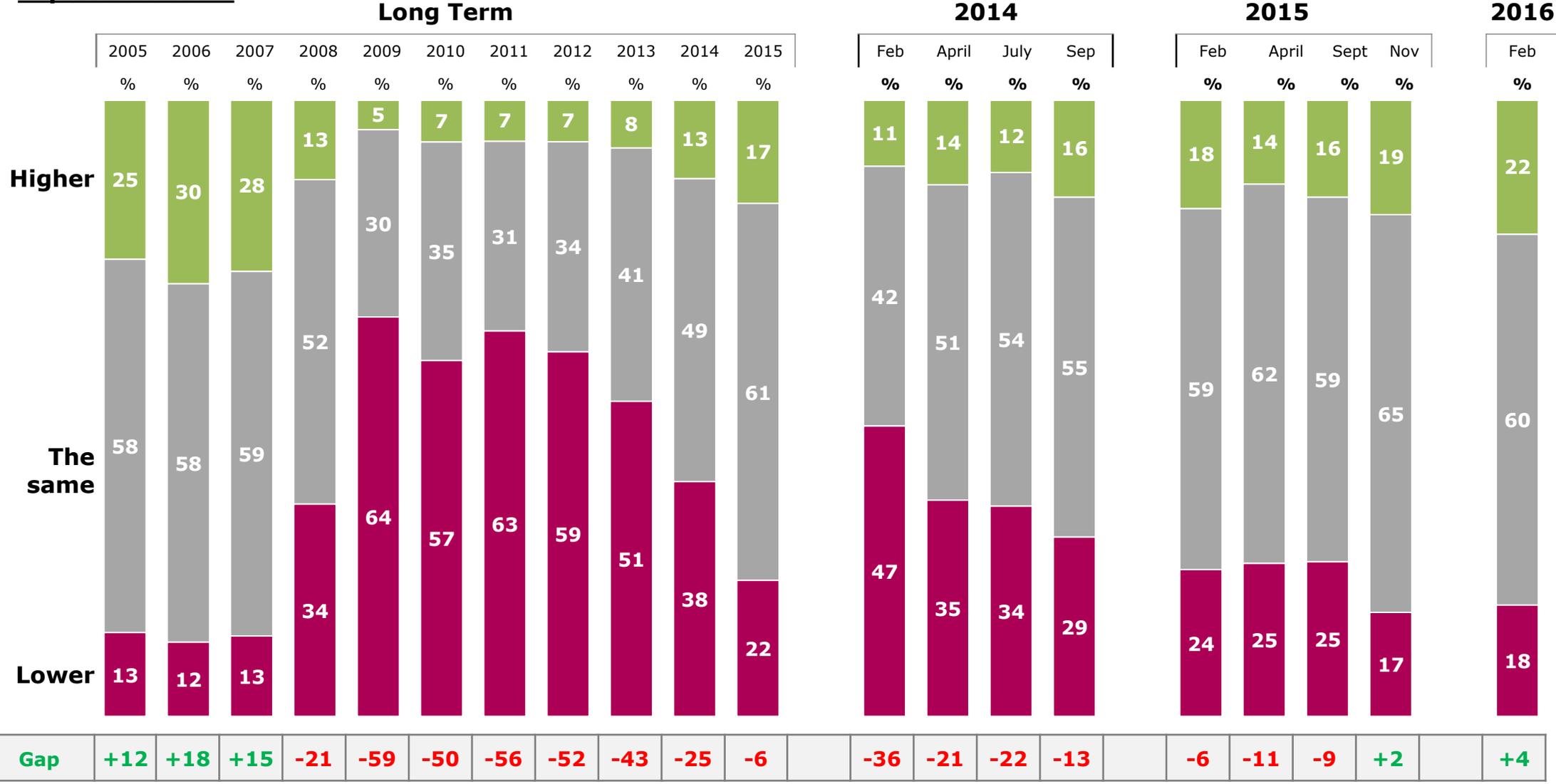
Dublin is much more positive towards personal finances.

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Feb 16
Gap	=	-15	-59	-68	-49	-58	-52	-32	-22	-6	+4

Personal Finances – Looking Forward YOY

Base: All Adults 16+

Expect it to be....

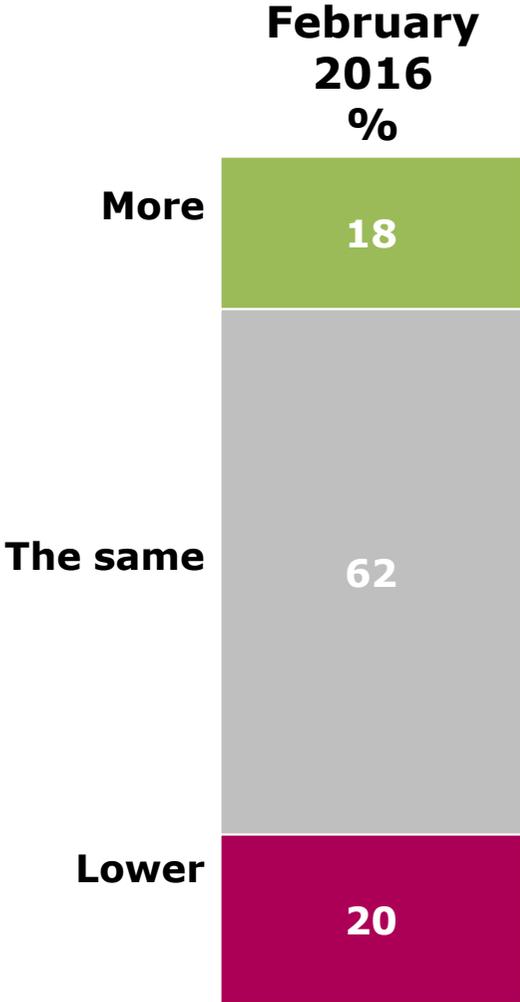


Q.5

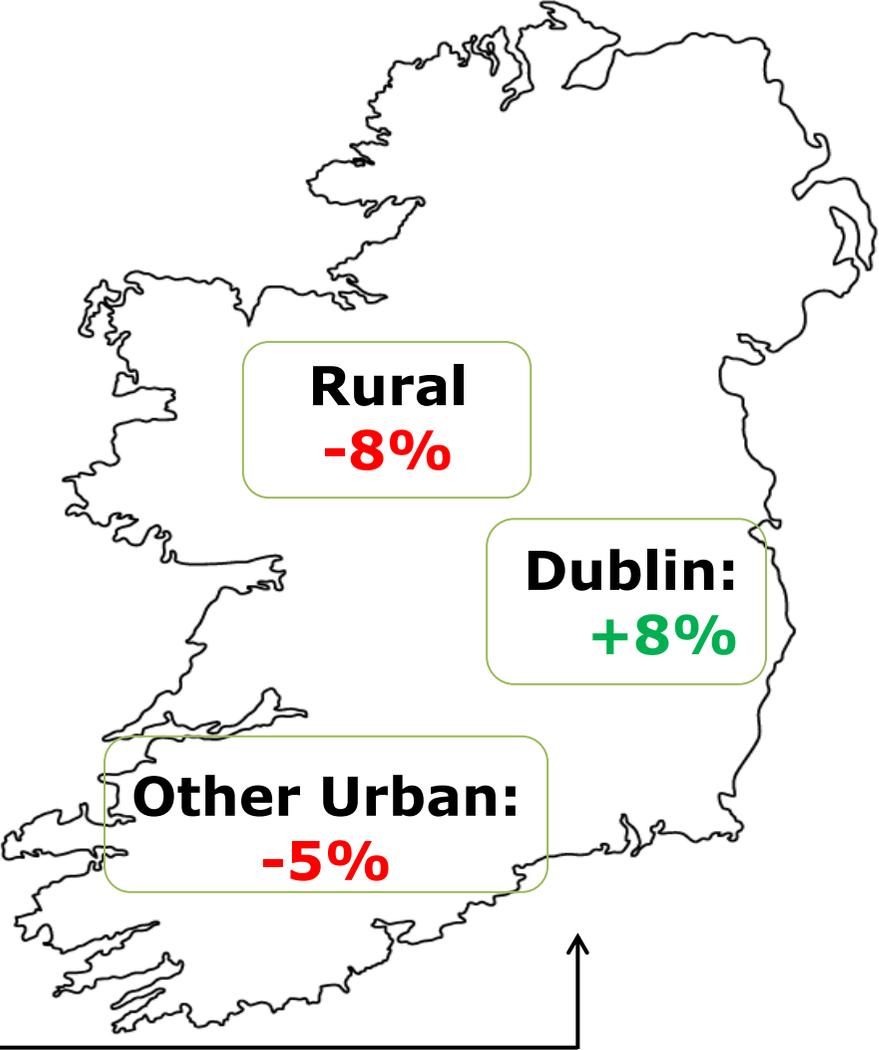
Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

Savings – Net future savings are expected to remain the same over the next 12 months

Base: All Adults 16+



*Net Diff (GAP) -2%



	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Feb '16
Gap	-1	-5	-34	-56	-48	-50	-48	-40	-24	-13	-2

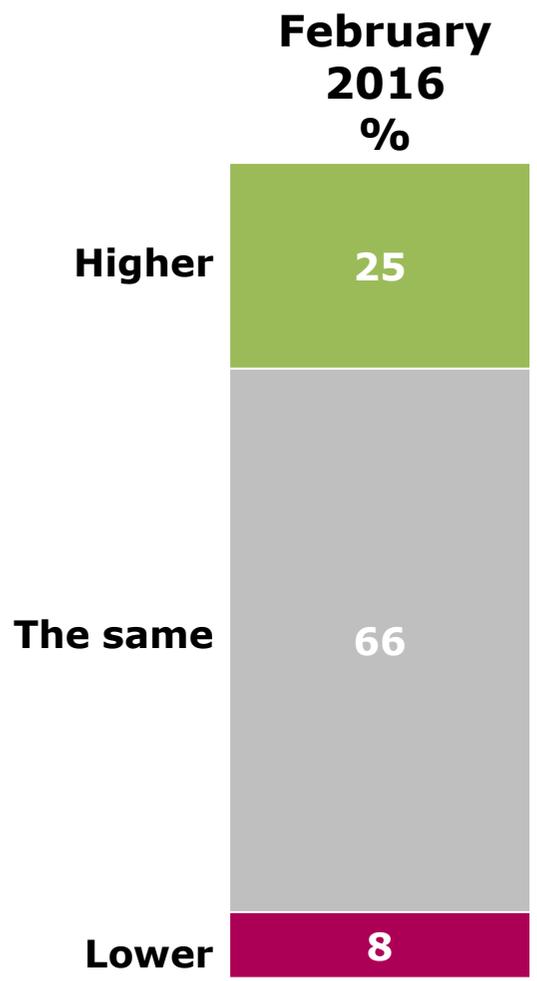


Q.8

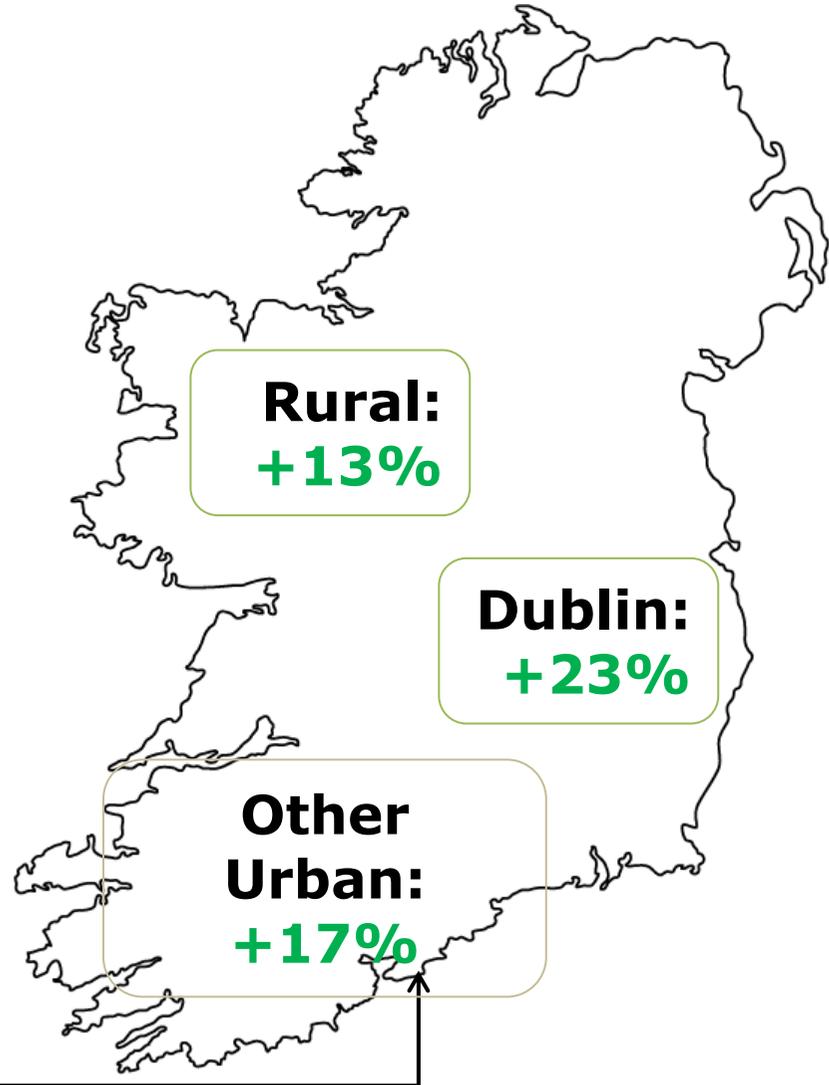
Do you expect to save more, less or the same amount in the year ahead compared with the last twelve months?

Personal Assets– 1 in 4 consumers expect the value of their personal assets to increase over the next 12 months

Base: All Adults 16+



*Net Diff (GAP) +17%



	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Feb 16
Gap	+33	+20	-25	-53	-43	-41	-31	-18	-1	+14	+17

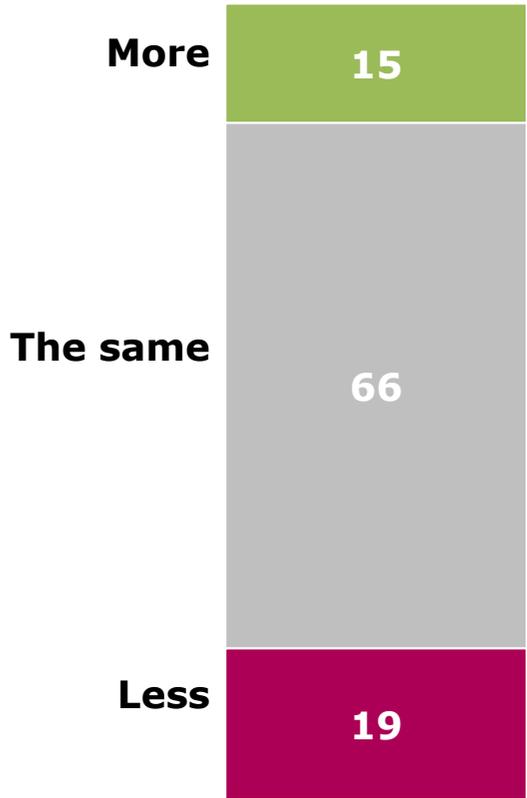


Q.6 Do you expect your assets (your house, shares, pension entitlements, savings) in the next year to be higher, lower or the same as in the past year?

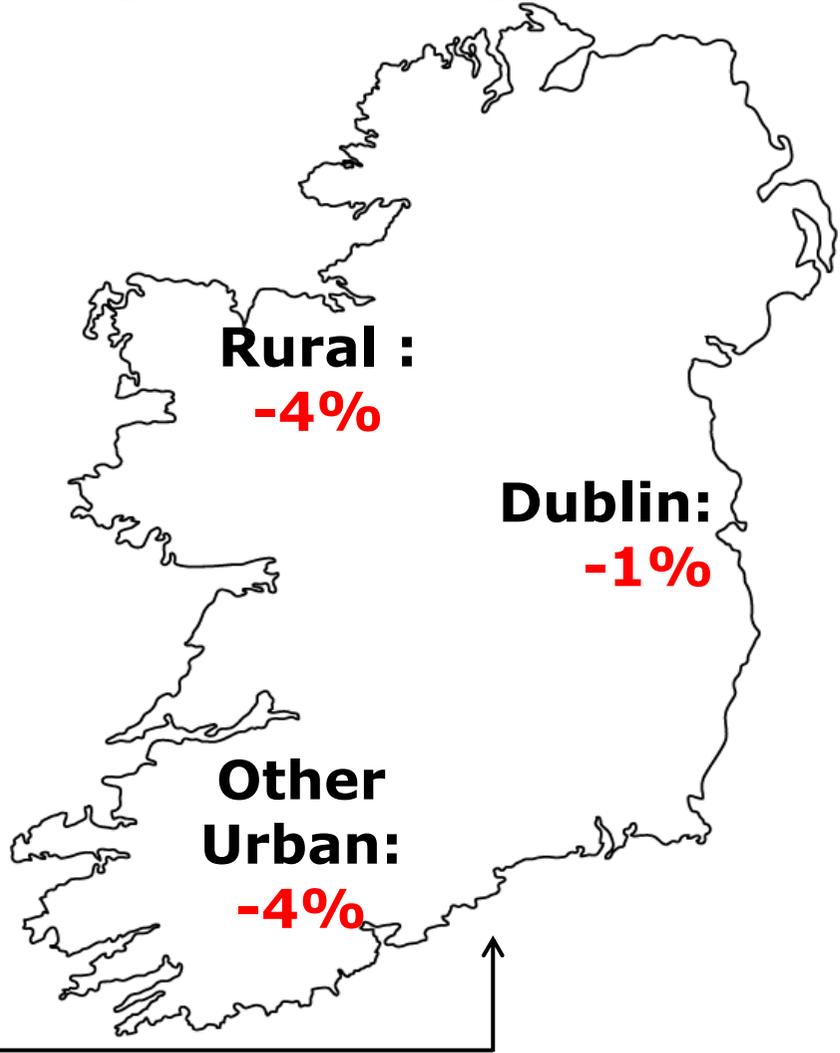
Purchasing Goods and Services – Despite consumers remaining cautious about purchasing goods and services in the year ahead, a steady improvement in disposition to spend is evident

Base: All Adults 16+

**February
2016
%**



*Net Diff (GAP) -3%



	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Feb '16
Gap	+7	+5	-29	-63	-47	-52	-45	-37	-19	-13	-3%



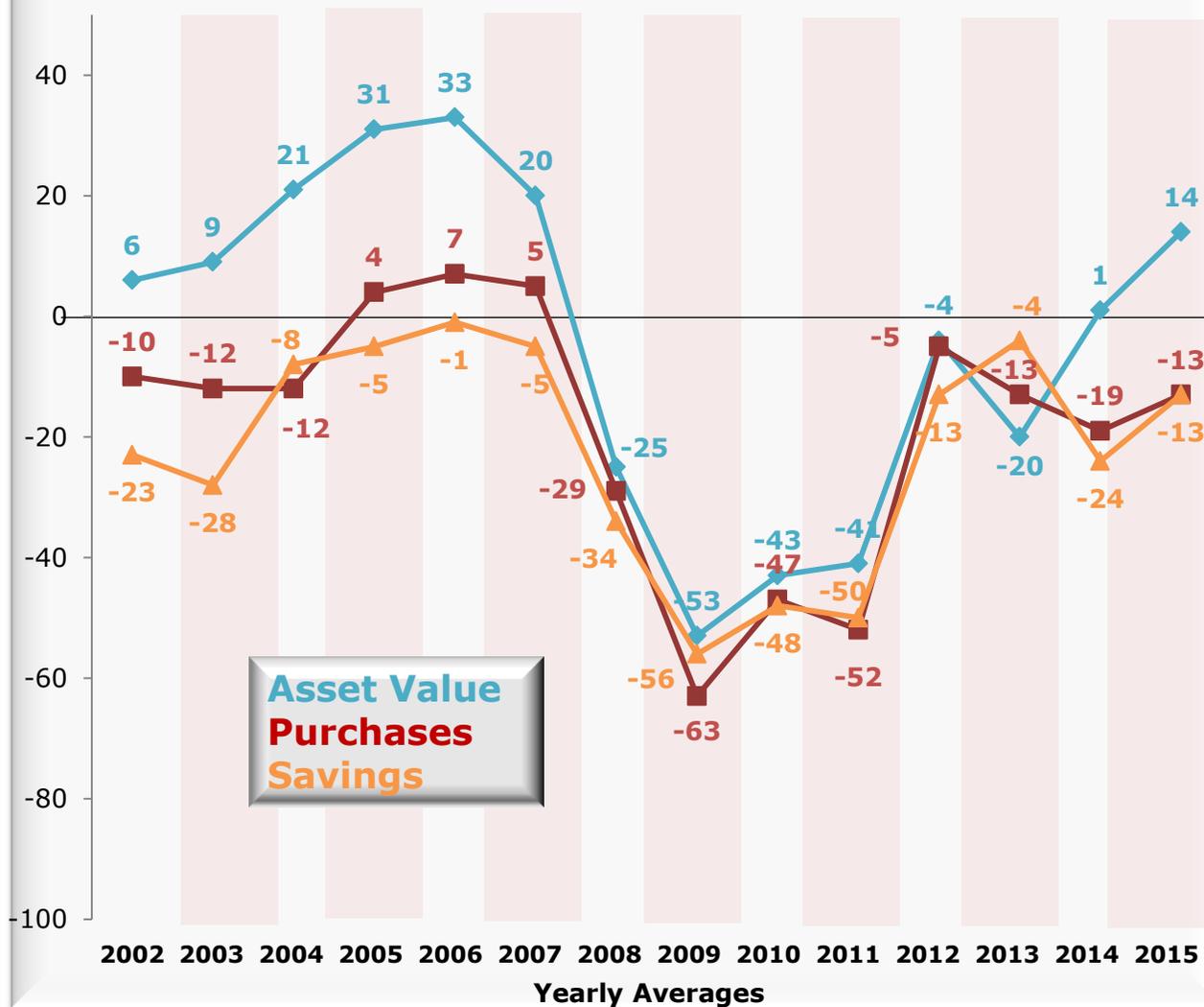
Q.7

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 in Summary – The Year Ahead

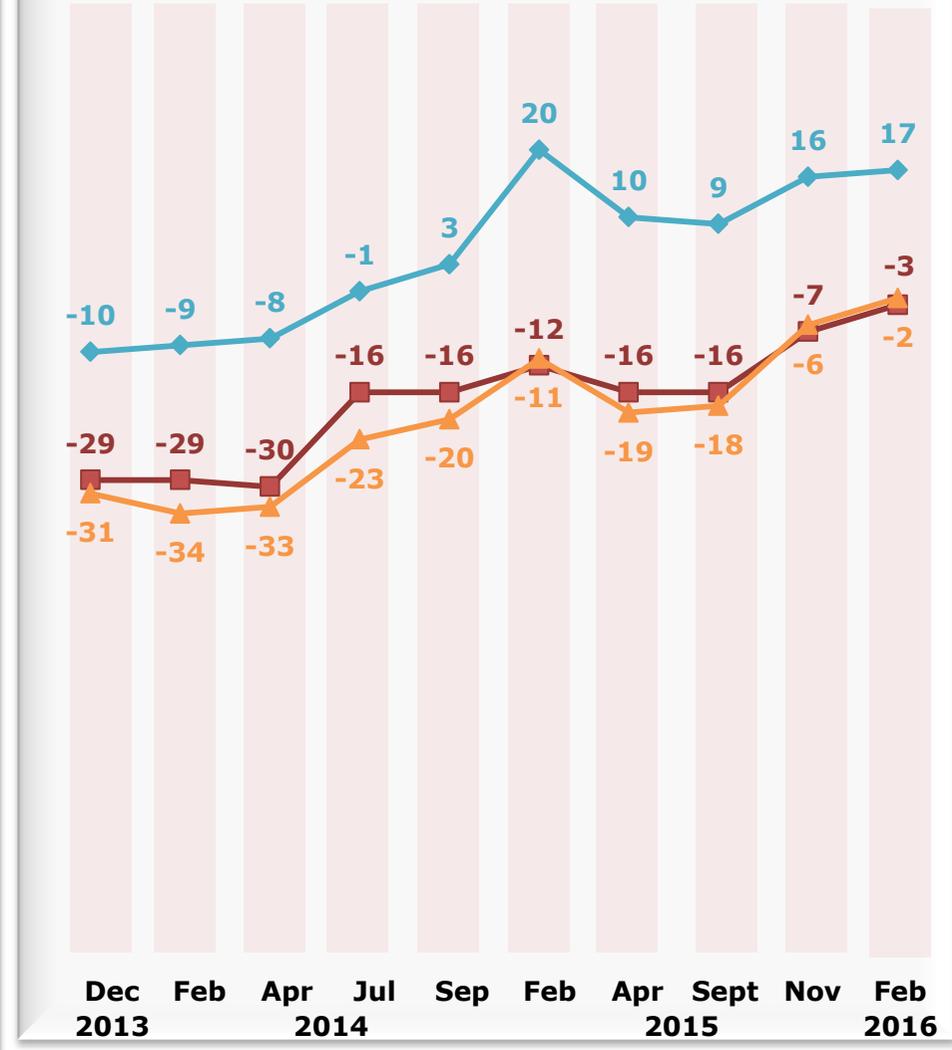
Expectations in regard to asset value, purchases, and savings.

Long Term



Asset Value
Purchases
Savings

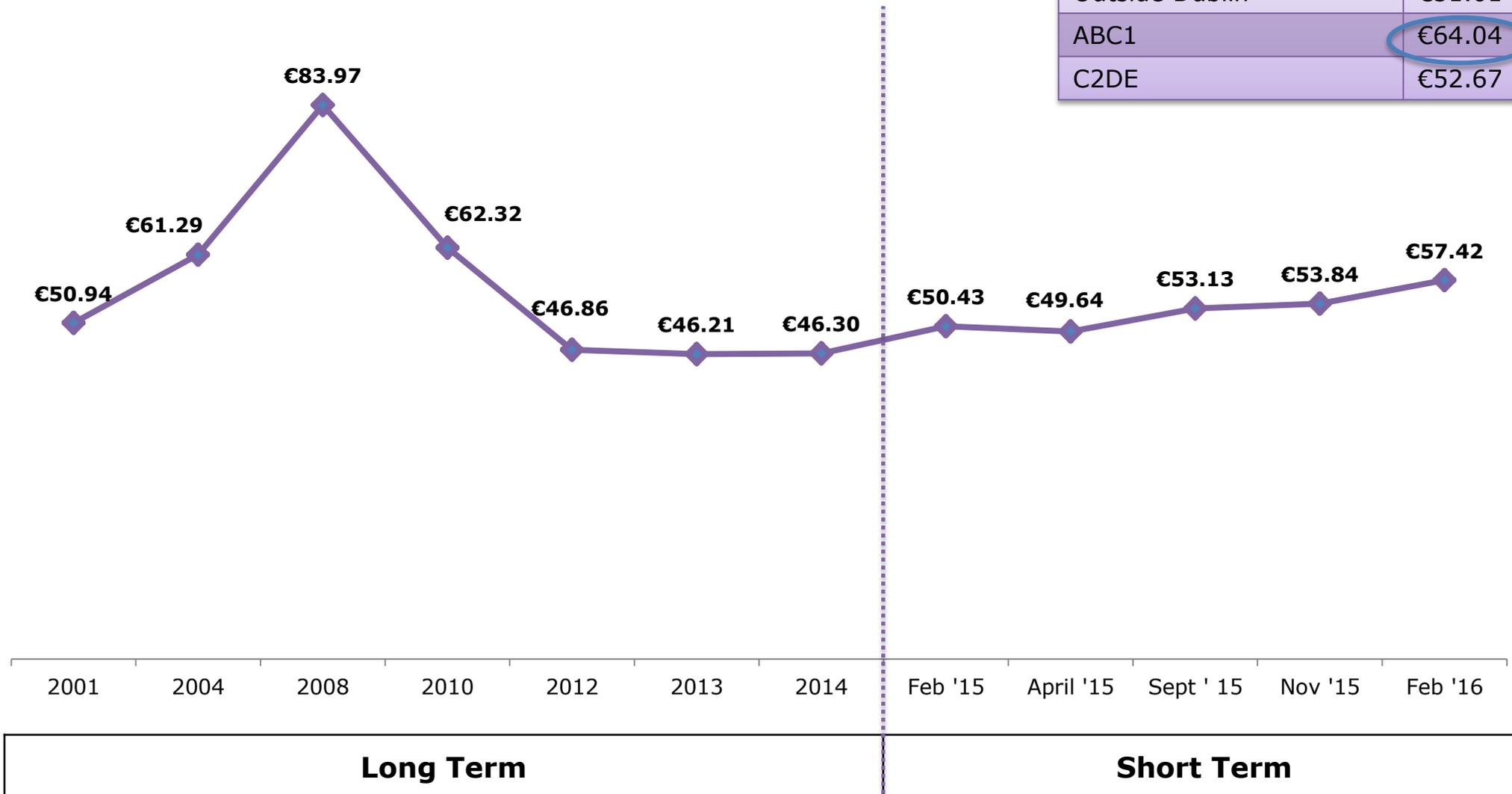
Short Term



Discretionary income is positive but mainly for Dubliners and ABC1s

Base: All Adults 18+

Dublin	€73.06
Outside Dublin	€51.61
ABC1	€64.04
C2DE	€52.67



Thank You



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