



'Consumer Confidence' Tracker

Barometer Report

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May 2009
J.9956



Introduction

- This report 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 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 bi-monthly 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 18th and 28th May 2009.
- At the end of this report we have also included some of the latest CSO figures on GNP, retail sales, unemployment and inflation.
- The figures contained within the B&A Consumer Confidence Barometer have an estimated margin of error $\pm 3.2\%$.

Summary

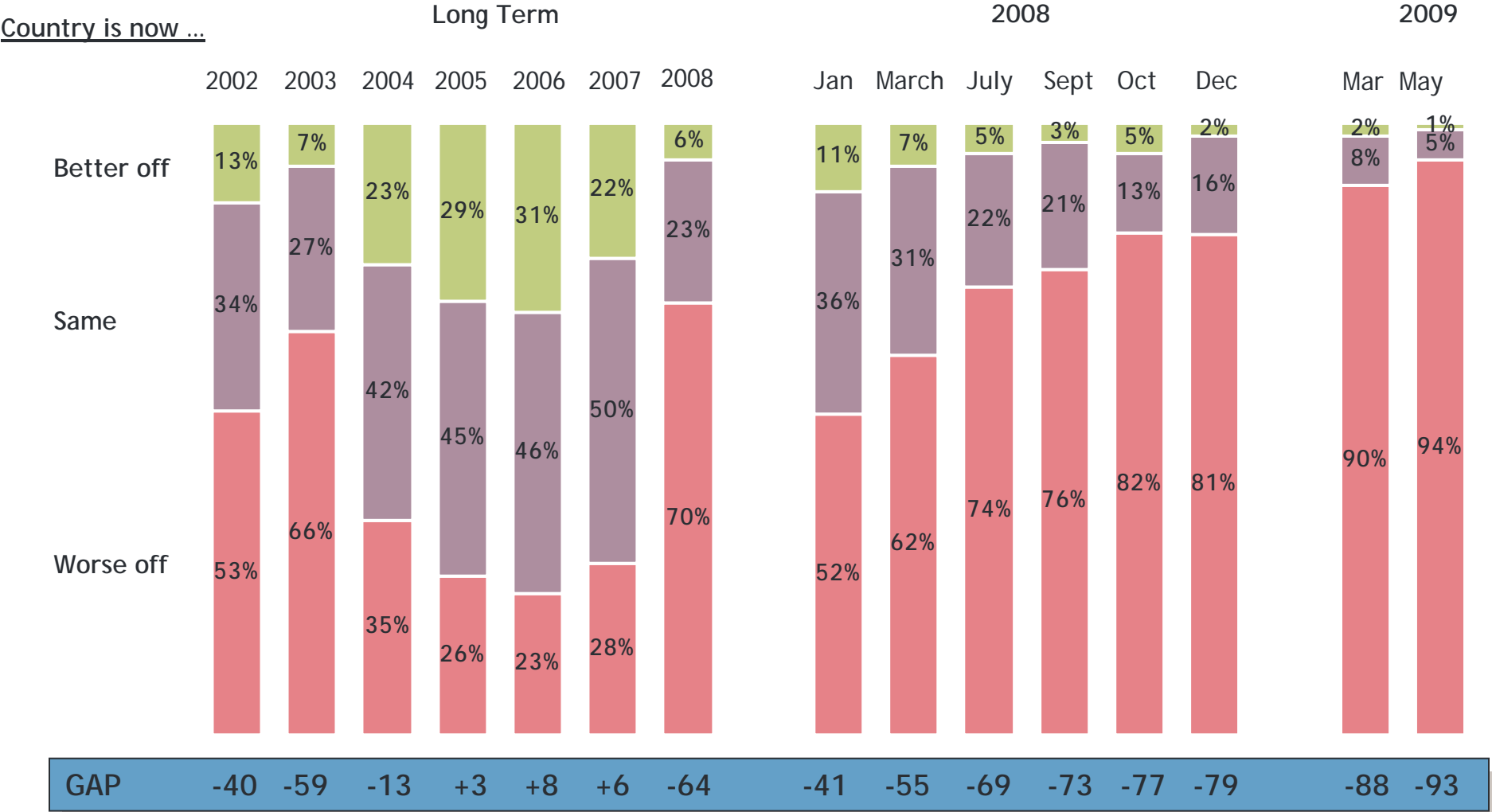
- The table below summarises the net scores for each element of May 2009 compared to previous waves. Note the historic low for income expectations next year.

	Pre 2008 Historic Low		2008						2009	
	Date	Net Score	Net Scores						Net Scores	
UNWTD. SAMPLE	Date	Score	Jan	Mar	July	Sept	Oct	Dec	Mar	May
	%	%	%	%	%	%	%	%	%	%
Economy - looking back a year	Nov '02	-62	-41	-55	-69	-73	-77	-79	-88	-93
Economy - looking forward one year	Nov '02	-63	-42	-56	-66	-67	-65	-69	-74	-76
Personal finance - looking back a year	Nov '02	-40	-12	-9	-32	-48	-43	-50	-57	-62
Personal finances - looking forward a year	Nov '02	-20	3	-1	-20	-26	-38	-44	-54	-63
Personal assets - looking forward one year	Jan'02	-2	-4	-20	-19	-27	-38	-39	-55	-53
Purchasing intentions - the year ahead	Nov '02	-24	-5	-13	-28	-34	-43	-51	-61	-55
Savings - the year ahead	Nov '02	-35	-13	-4	-35	-34	-50	-52	-56	-56

Summary

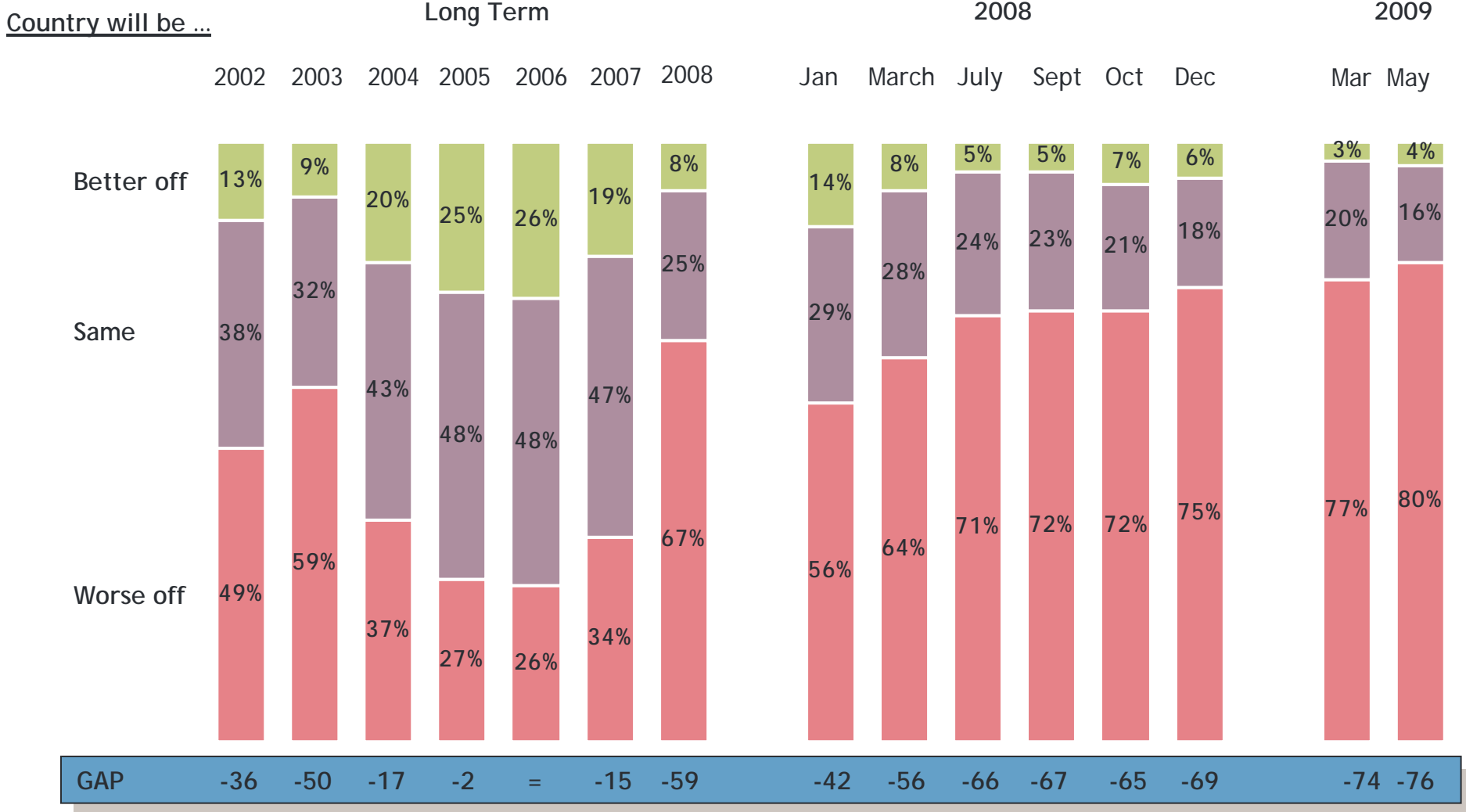
- Concerns about the economy in the coming year are still evident, but perceptions appear to be hitting the bottom.
- People are showing increased personal financial fears about their future prospects in terms of income and job security.
- In addition, the declines registered over the last number of waves in regard to savings plans appear to have plateaued.
- Purchasing intentions for the year ahead are showing some signs of recovery, as people begin to access their savings more readily.
- The latest CSO retail sales estimates for June 2009 registers a month on month increase in both value and volume terms, which perhaps echoes consumer spending intentions for the year ahead.

Economy – Looking Back



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?

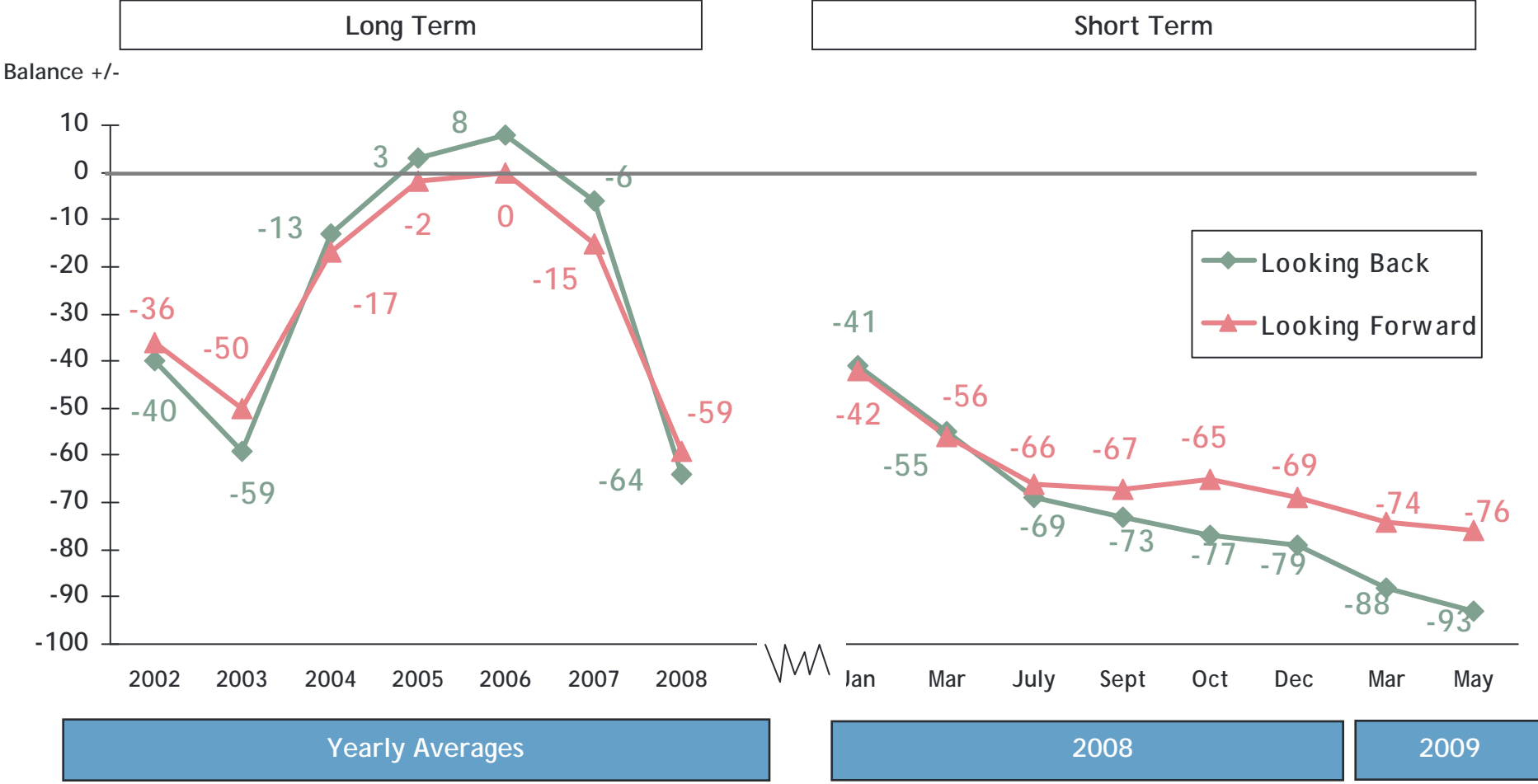
Economy – Looking Forward



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?

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Balance Of Opinion Economy



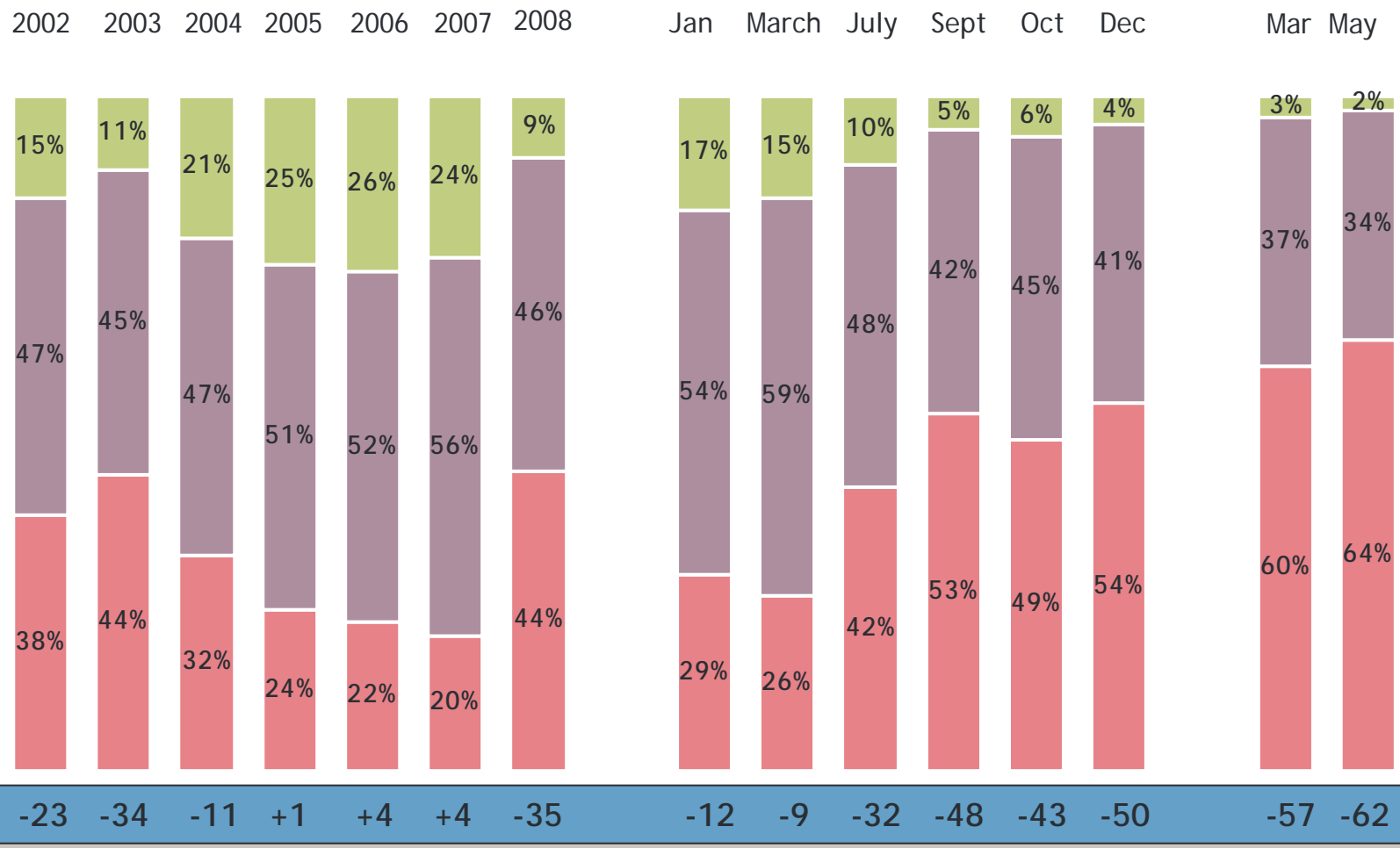
Personal Finances – Looking Back

Now feel ...

Long Term

2008

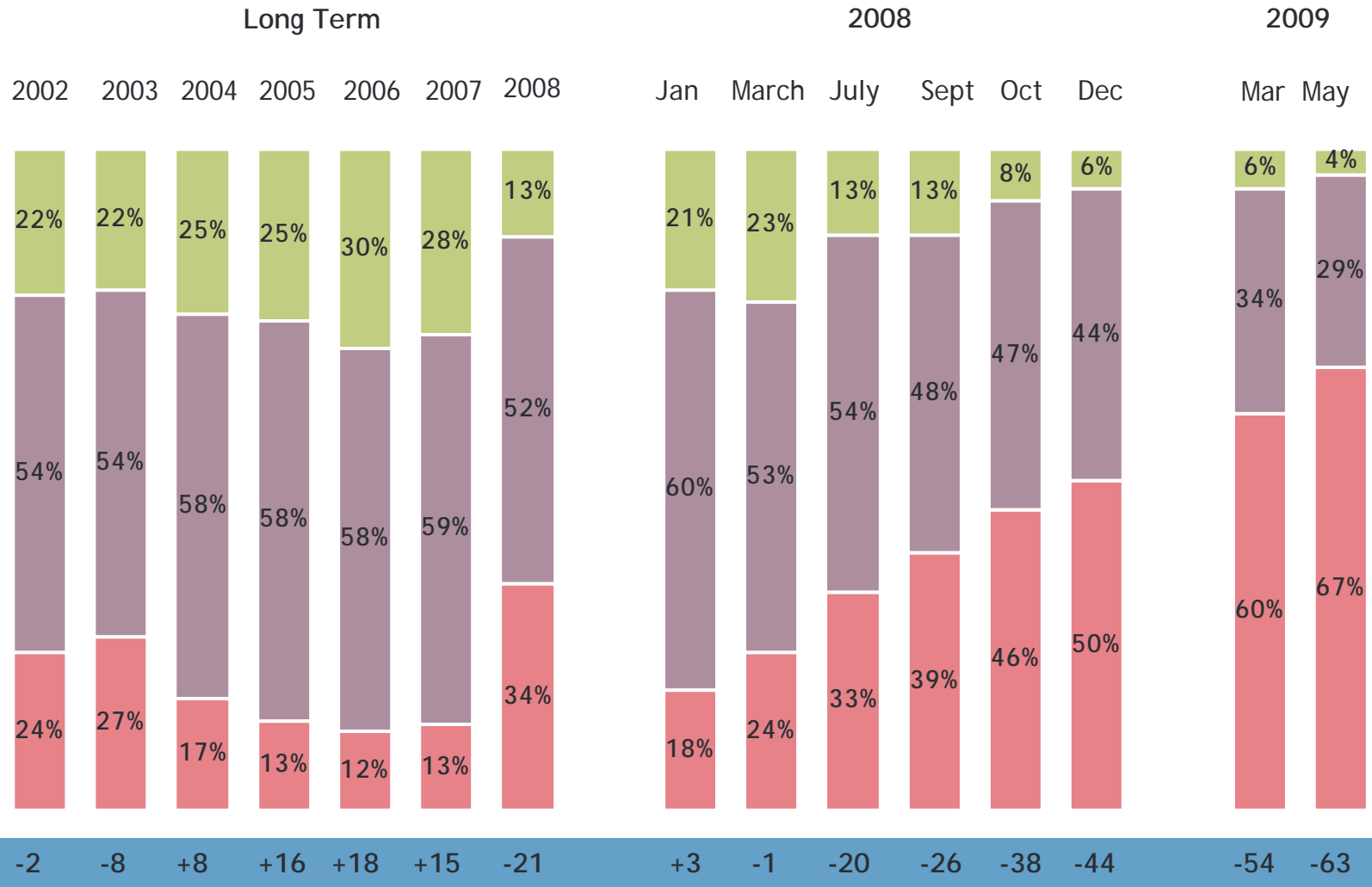
2009



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

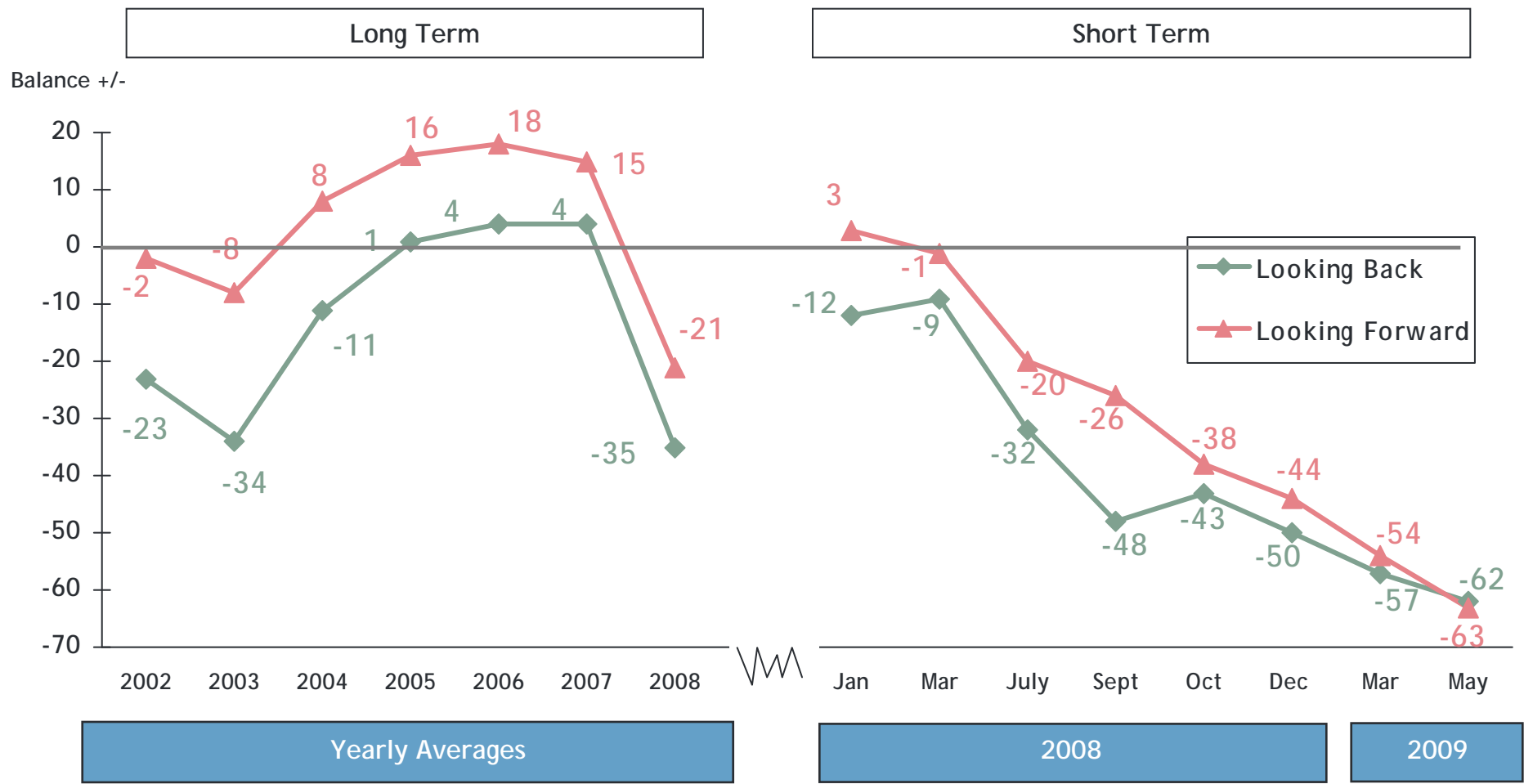
Personal Finances – Looking Forward

Expect it to be ...

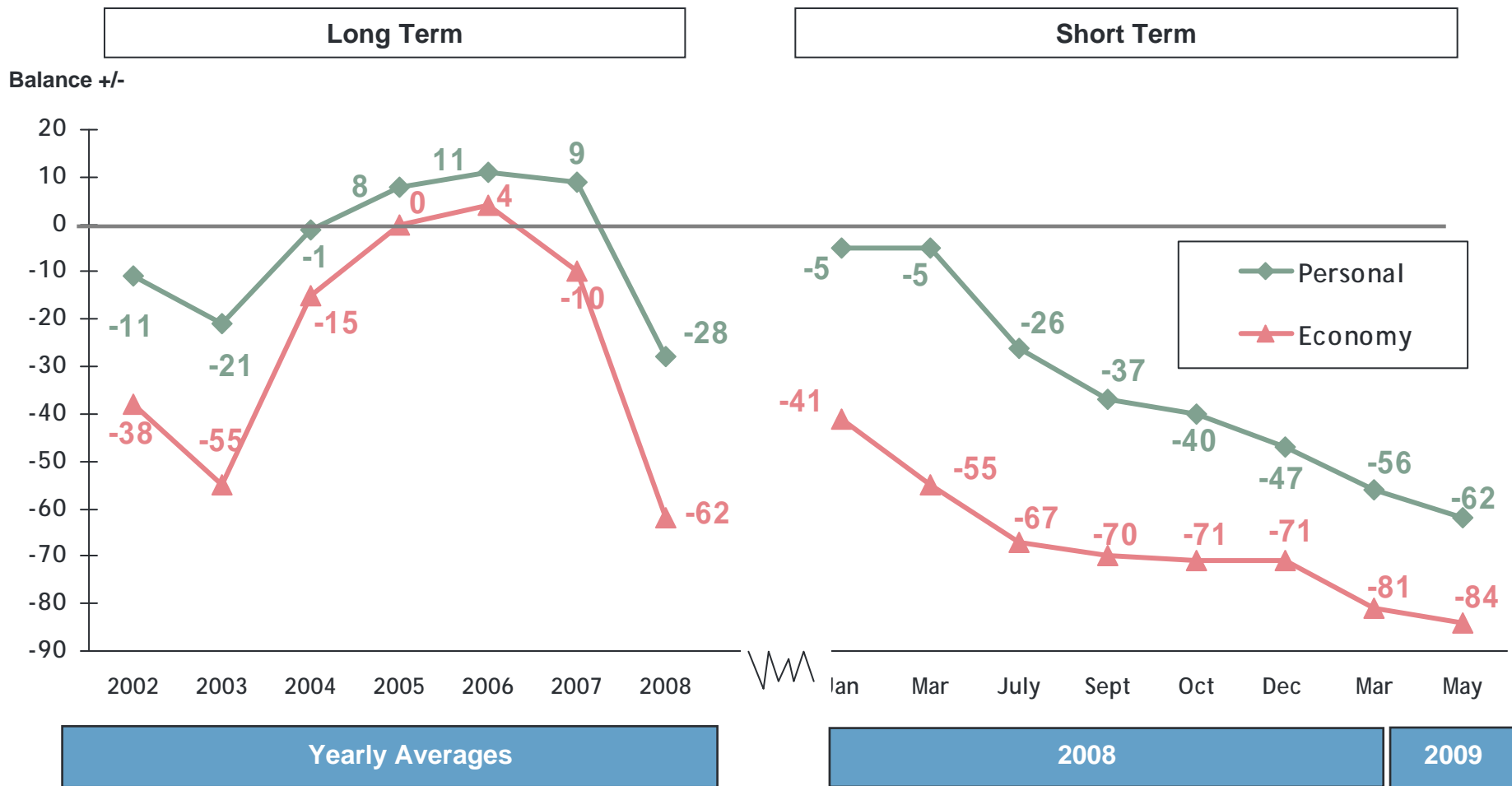


Q.5 Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

Balance Of Opinion - Personal Finances

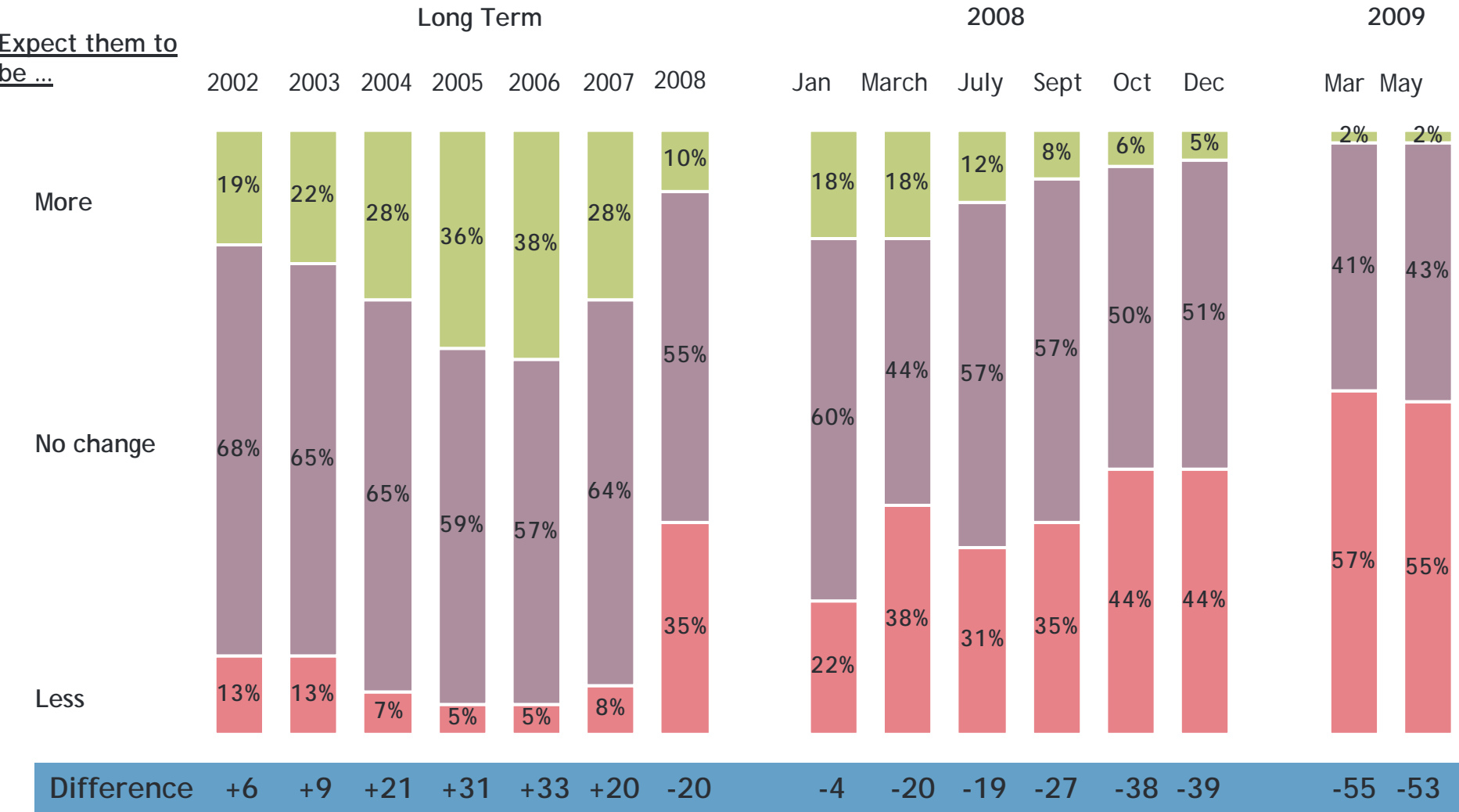


General Economy Vs Personal Finances



Personal Assets– Looking Forward

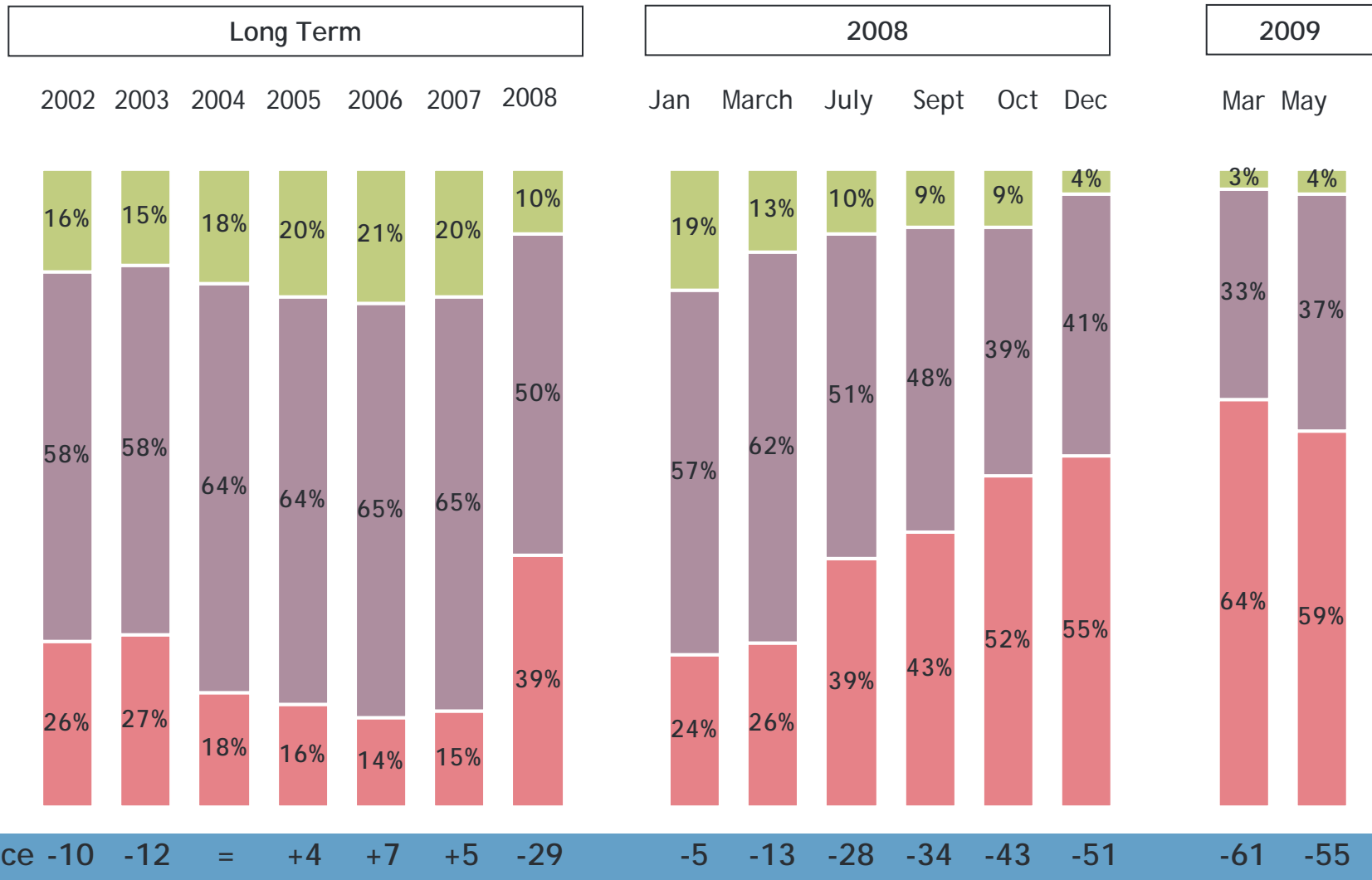
Expect them to be ...



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

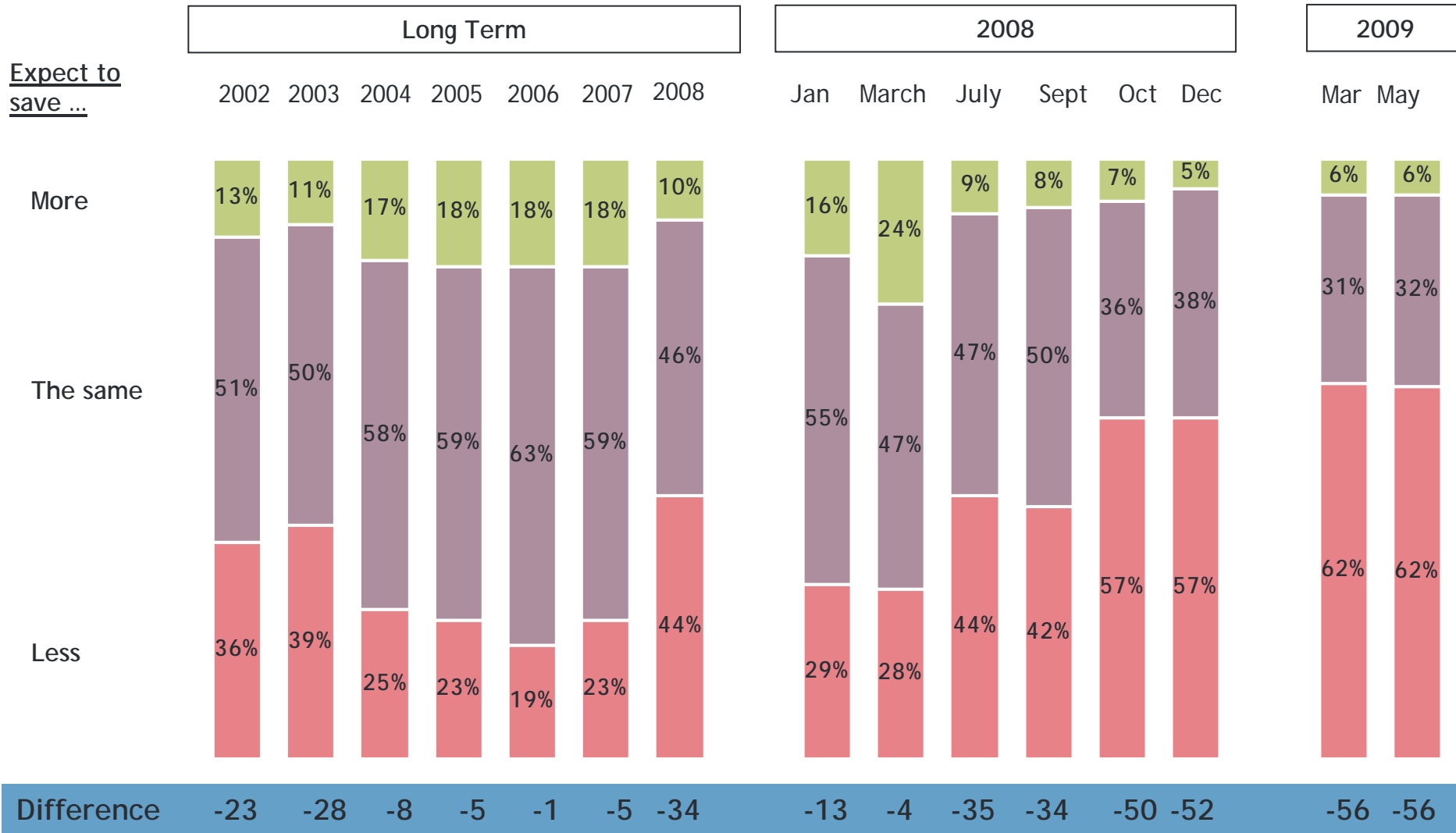
Purchasing Goods And Services – Looking Forward

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?

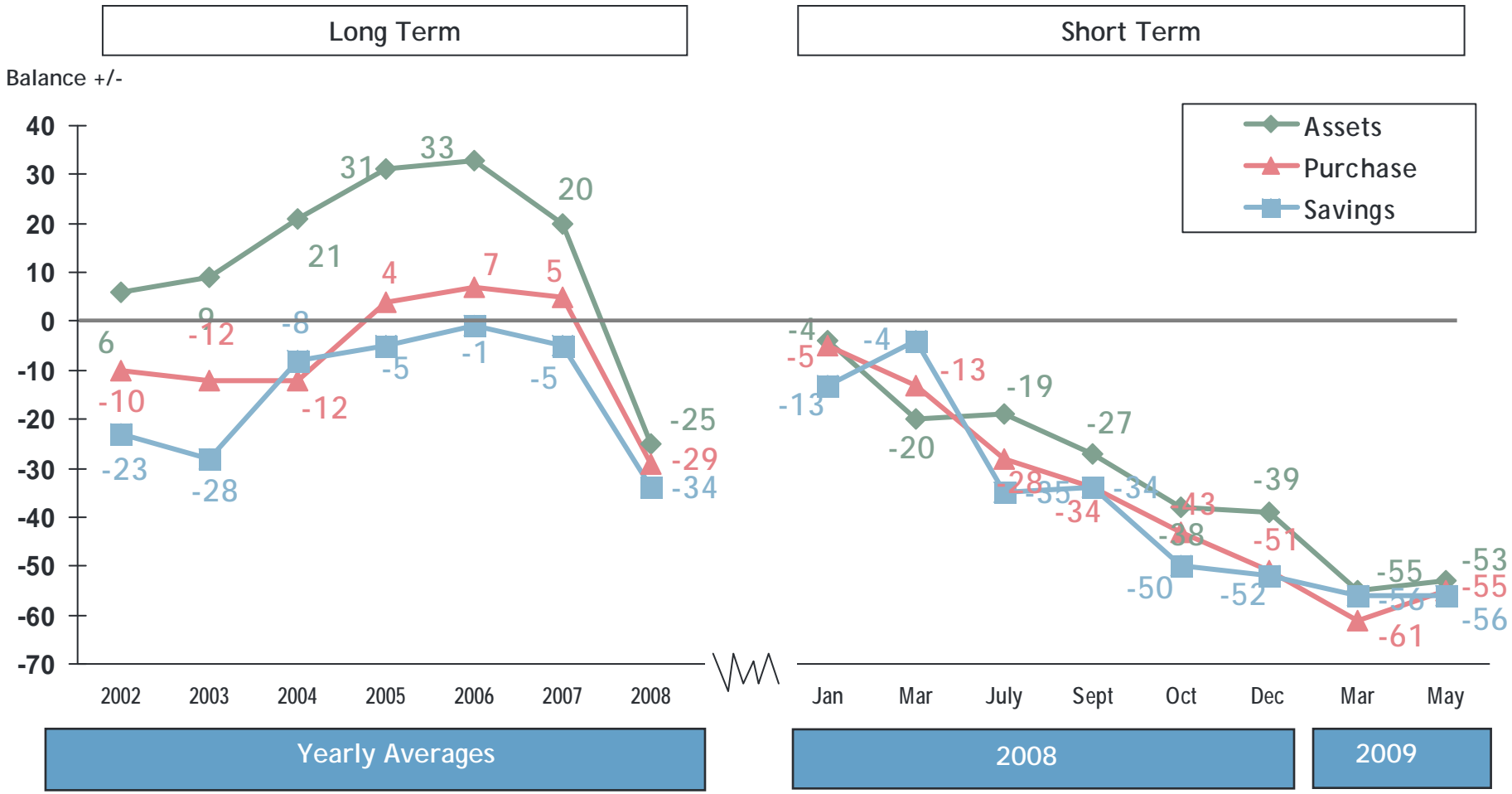
Savings – Looking Forward



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

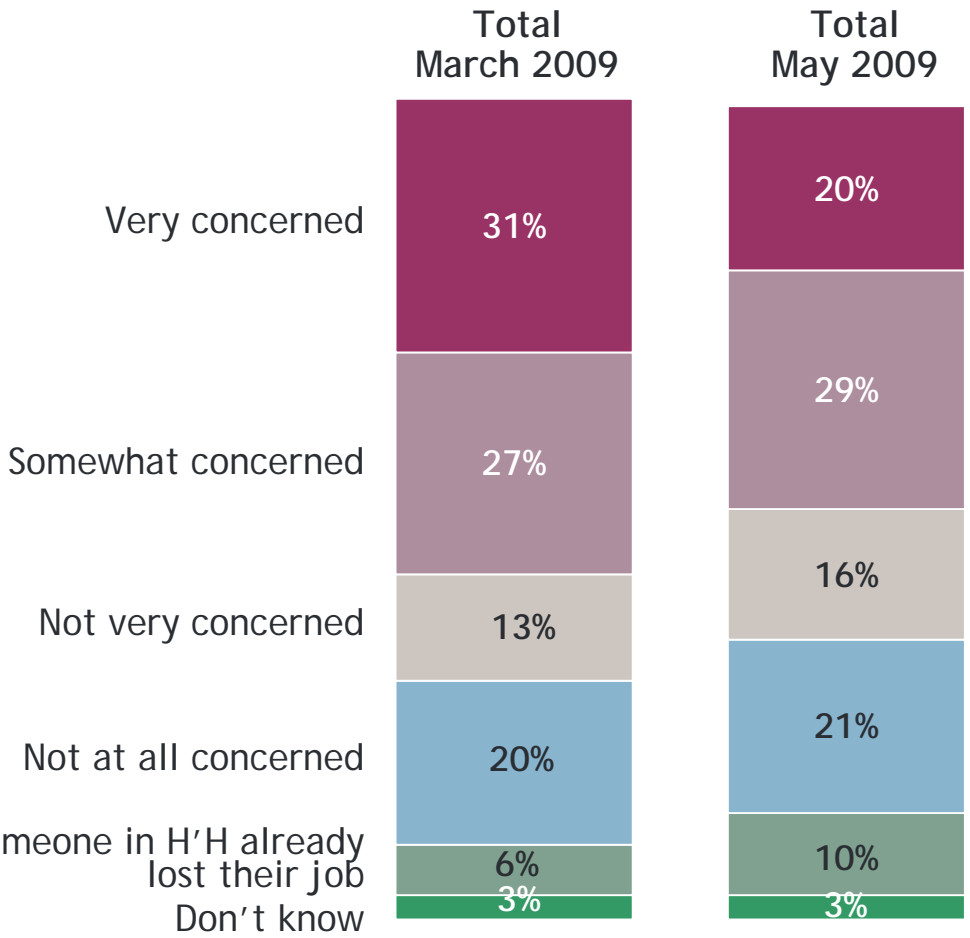
Balance Of Opinion

Expectations in regard to Assets, purchases, and savings



Job Security Fears Abound

Concern that someone in household may lose their job in the next 6 months



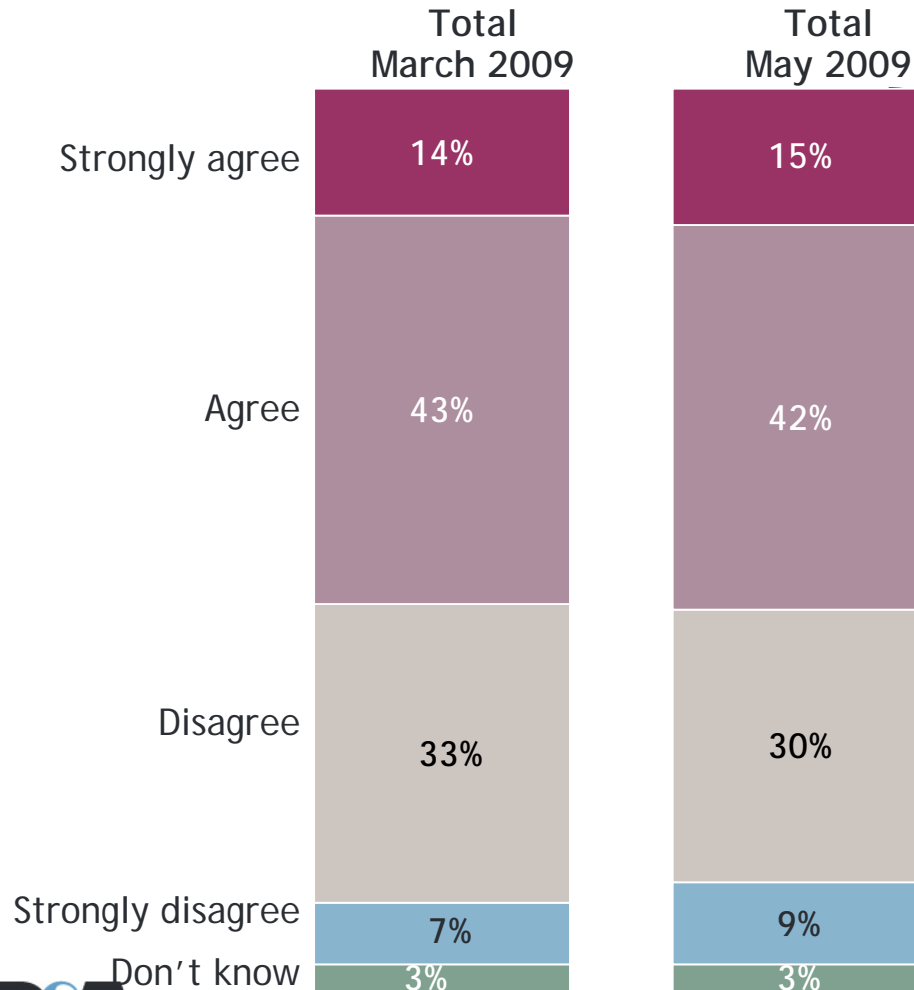
Equates to over 700k people. Those in the 25-34 age bracket and the Greater Dublin area are most concerned.



While still of concern, signs evident that a clearer picture starting to emerge in relation to job security.

Are Consumers Coping?

Compared to a year ago, my household having more difficulty making ends meet



Over 500k people strongly agree their household is having difficulties

Especially affected are; those with children in the household, and the Greater Dublin area.



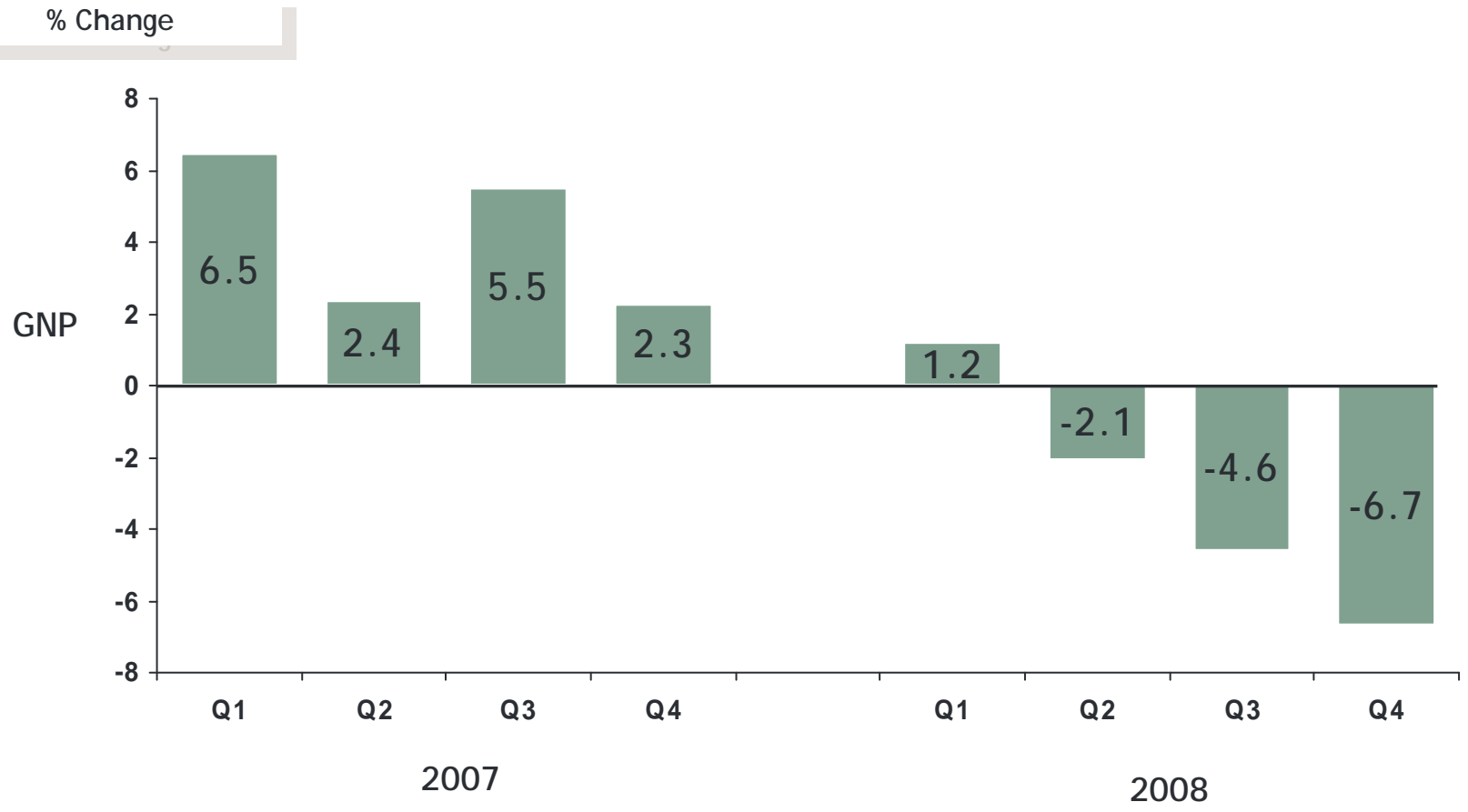
Q.10 To what extent do you strongly agree, agree, disagree or strongly disagree with each of the following statements?

CSO DATA

(latest estimates 2009)

Quarterly National Accounts Quarter 4 2008

Year on Year GNP Growth Rate

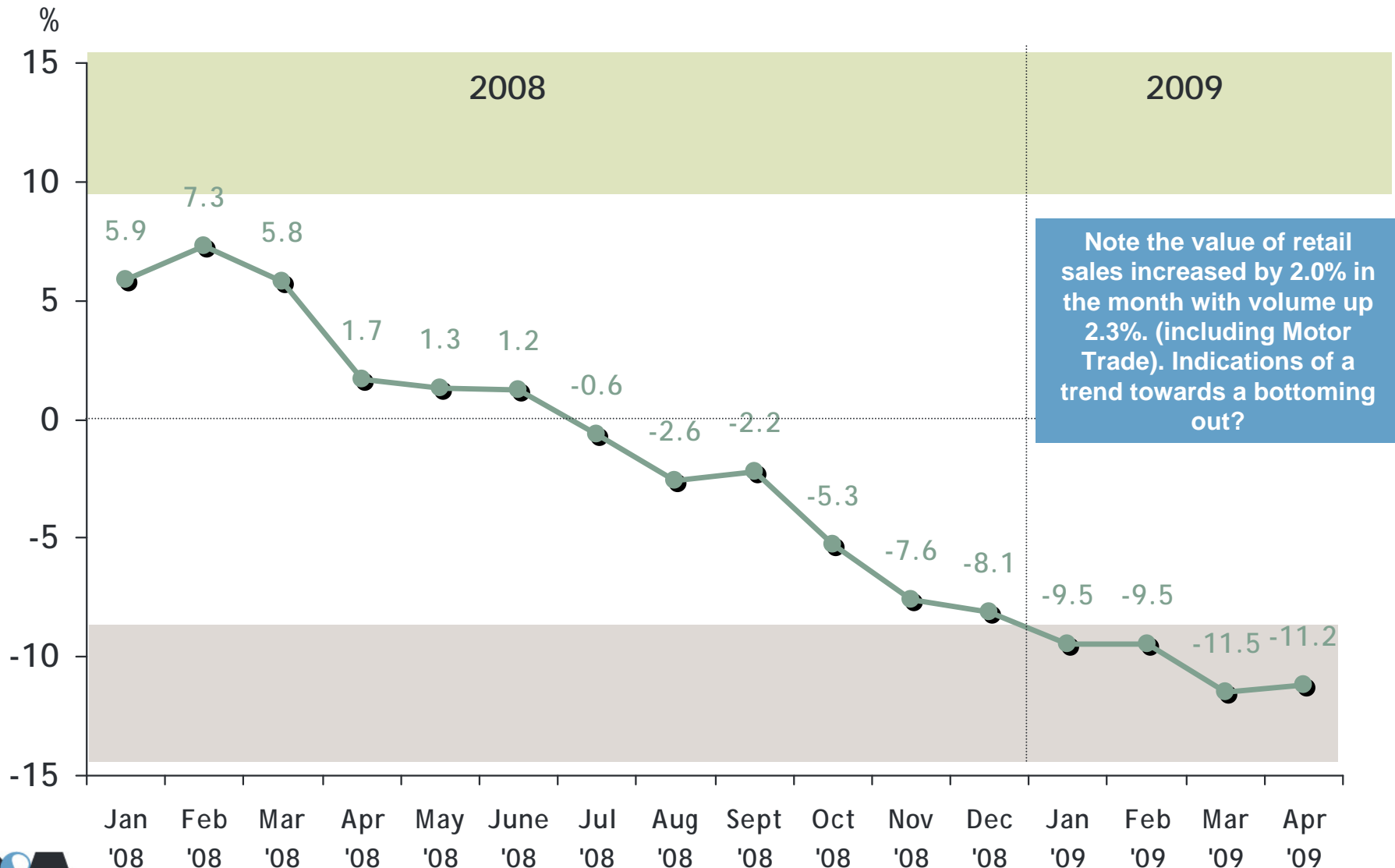


The economy has gone into sharp decline since March/April 2008. Consumer spending (personal consumption of goods and services) in volume terms during the fourth quarter of 2008 was 6.7% lower compared with the same period of the previous year.

*Source: CSO latest estimates March, 2009



Monthly Retail Sales Values (Excluding Motor Trade) Comparisons with Previous Year

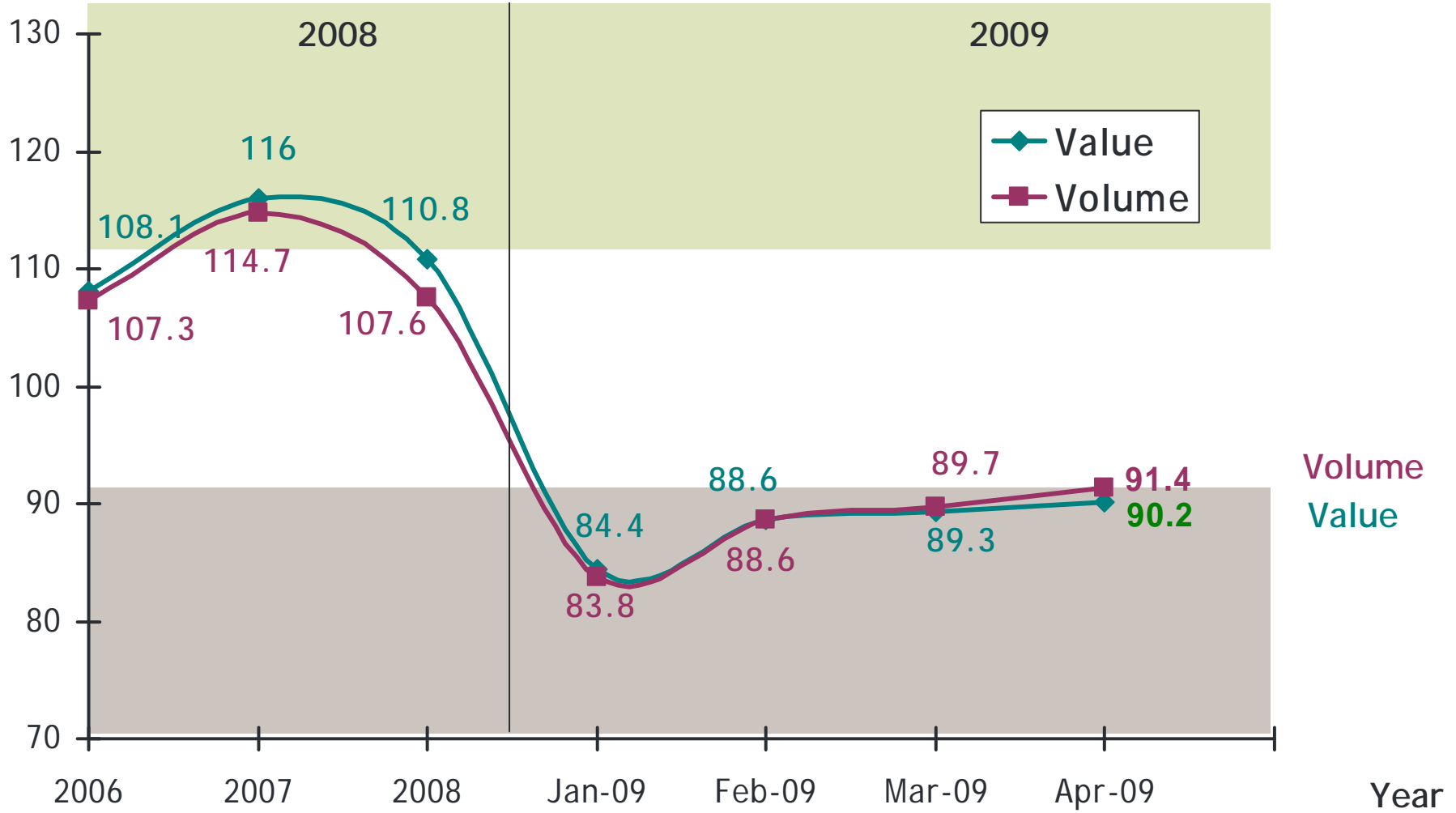


Volume & Value of Retail Sales

(All business combined)

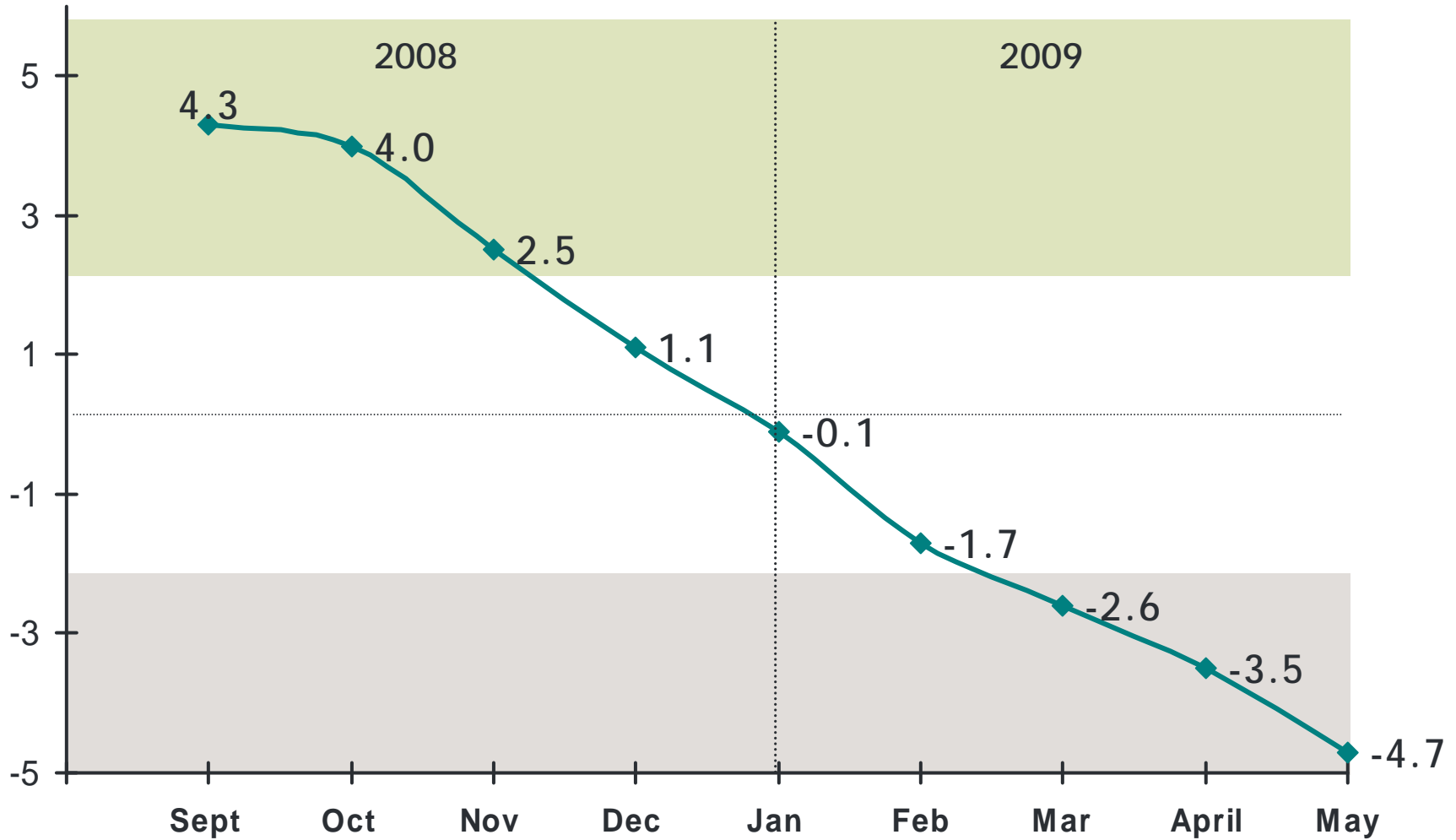
2006-2009 (Index 2005 = 100) Up to March 2009

Index



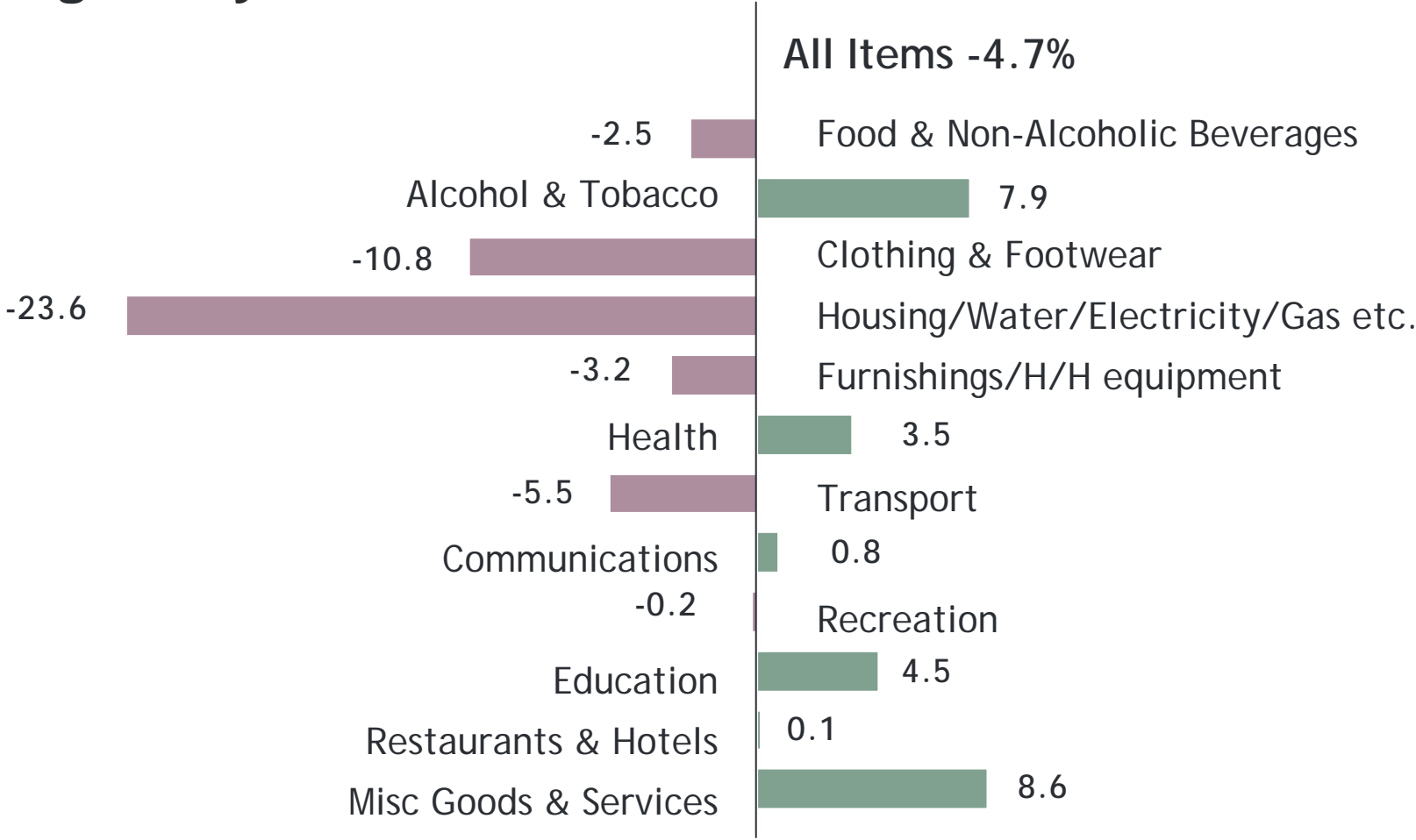
Negative Inflation in 2009 Continues

% Annual Change



Biggest drop in cost of living since 1933 with the rate of inflation declining by 4.7% in 12 months

Comparison of main CPI Groups to the overall CPI annual % change: May 2009



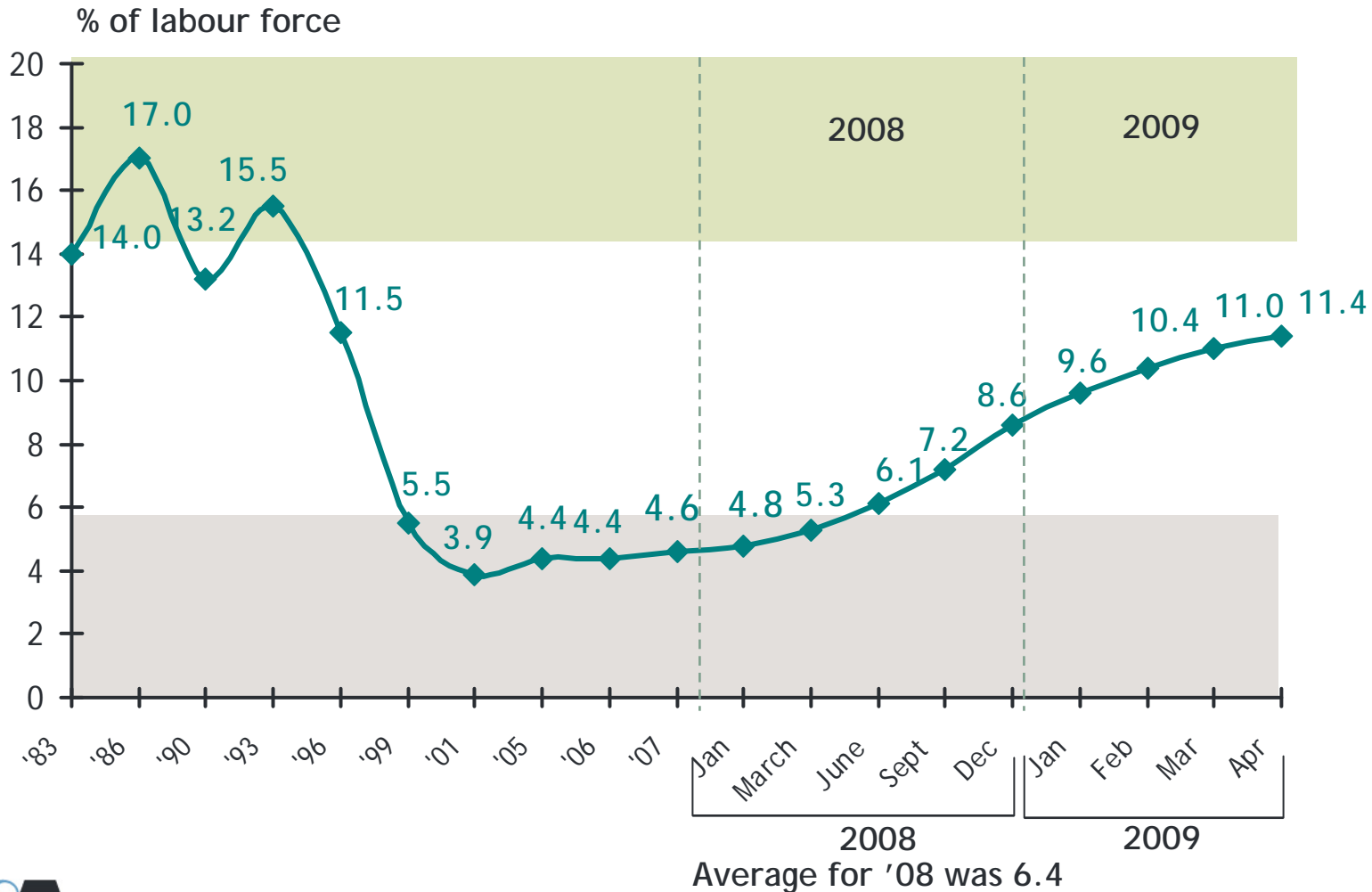
The main factors contributing to the monthly change were as follows:

- Housing, Water, Electricity, Gas and other Fuels fell due to further decreases in average mortgage interest repayments and private rents and a reduction in electricity and gas costs.
- While down on year on year, Clothing & Footwear prices increased in past month due to a recovery in prices following sales.
- Transport rose due to increases in petrol and diesel prices (n the past month, but are still down year on year.
- Alcoholic Beverages & Tobacco rose due to price increases for cigarettes and spirits.



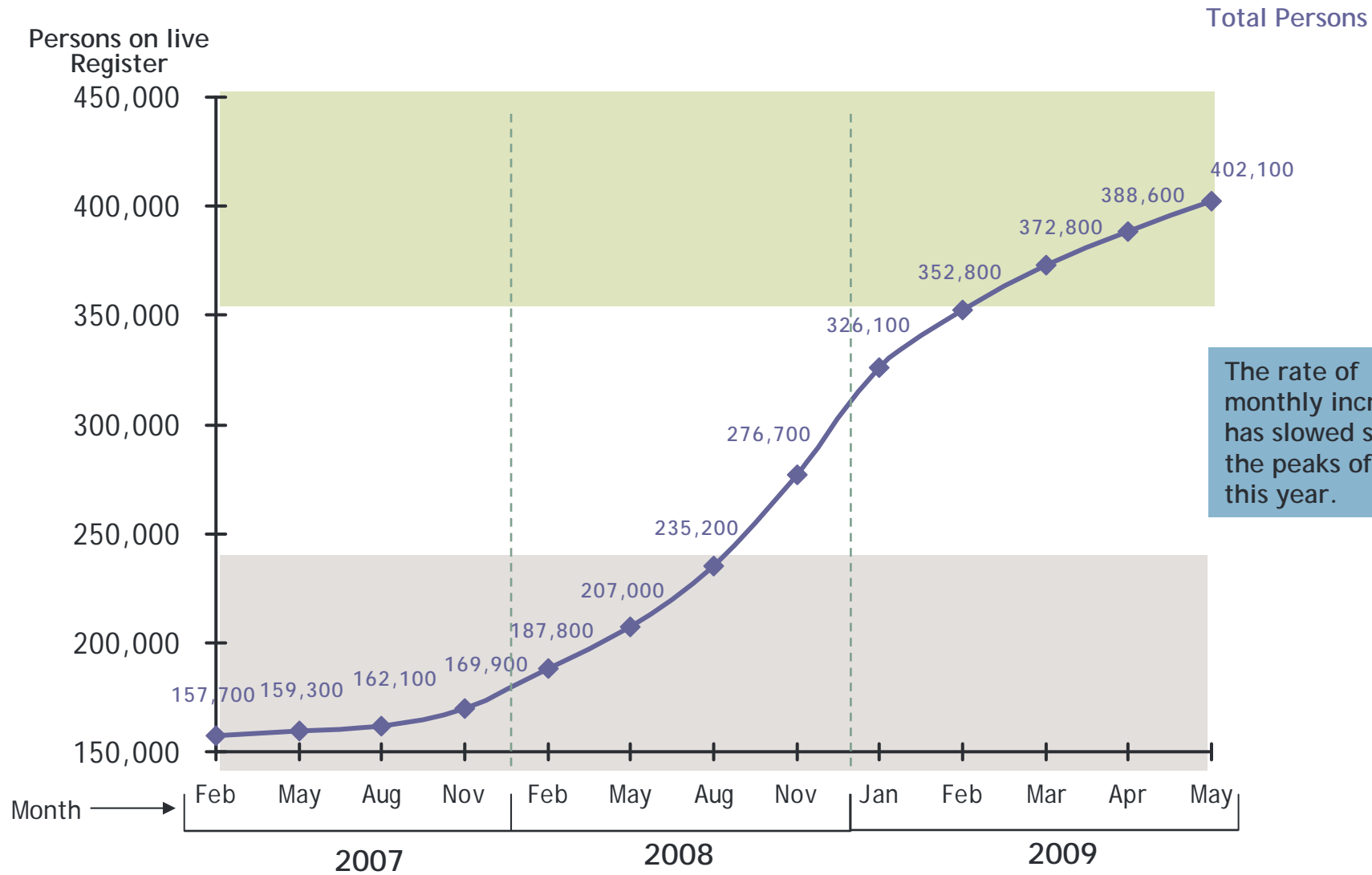
Unemployment Rates

Seasonally adjusted



However the Live Register has Higher Figures

Seasonally adjusted



* 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: CSO latest estimates June, 2009

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We Will Flag The Tide Turning

About Behaviour & Attitudes

- Ireland's largest independently owned full service market research company.
- Industry thought leaders, with the most experienced team of directors in Ireland, who work in partnership with their clients across the full range of research approaches.
- Our research expertise spans retail, consumer, automotive, finance, healthcare, media and telecoms sectors.
- Visit our website: www.banda.ie



Behaviour & Attitudes

– advisors to The Ideas Campaign

The screenshot shows the homepage of 'The Ideas Campaign'. At the top left is a red and white logo for 'THE IDEAS CAMPAIGN' with the website URL 'www.IdeasCampaign.ie'. To the right of the logo is the main heading 'People's ideas for economic growth'. Below this is a red navigation bar with links: Home, Ireland's Economy, The Report, Your Ideas, Supporters, News, About, and Contact. The main content area is divided into several sections. On the left, there is a section titled 'Citizens' action plan published' with a text block and a small image of the action plan document. Below this is a section titled 'The ideas' with a small graphic and text. To the right of 'The ideas' is a section titled 'The figures' with a small graphic and text. At the bottom left of the main content area, there is a 'Find us on:' section with icons for Facebook, LinkedIn, Twitter, and iGO people. On the right side of the page, there is a sidebar with an 'RSS Feed' icon and a 'Latest News' section containing several news items with dates and headlines. Below the news items is a 'Previous news' section with a list of dates from June 2009 to March 2009.