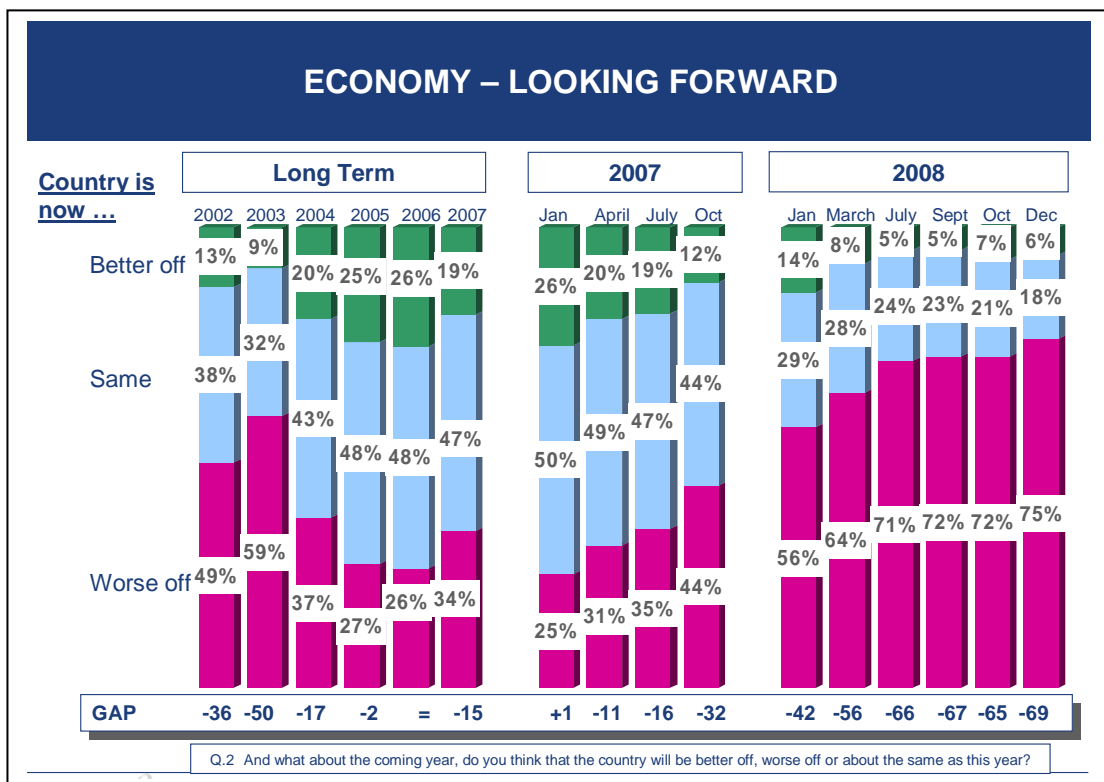
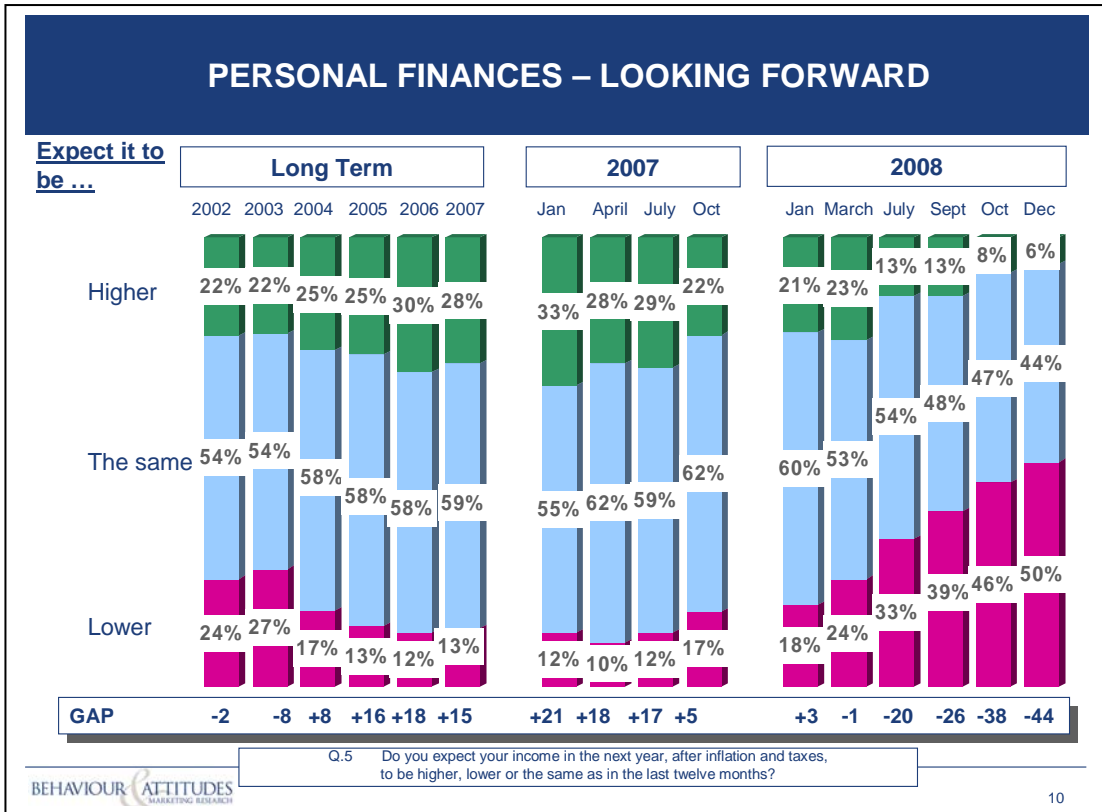


## Consumer Confidence is at an all time low, with widespread fears for 2009

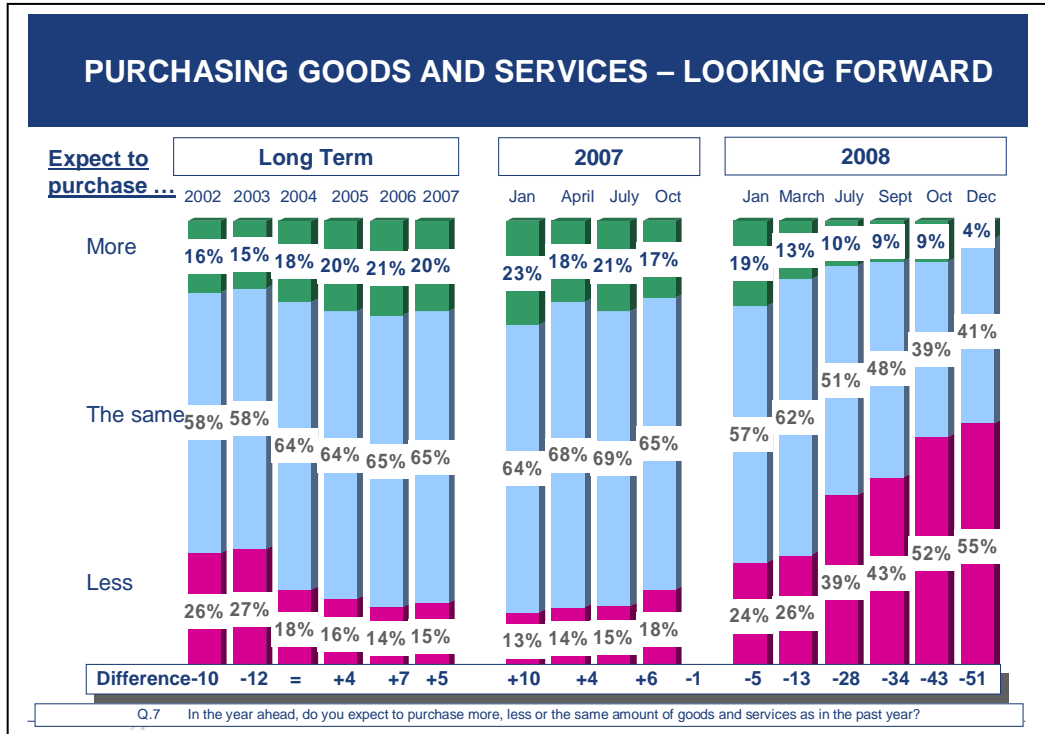
- Throughout 2008 consumer confidence in the economy for the coming year declined, resulting in the lowest economy rating Behaviour & Attitudes has ever measured.
- In December 2008, 75% of the adult population felt the economy would be 'worse off' in the same period in 2009.



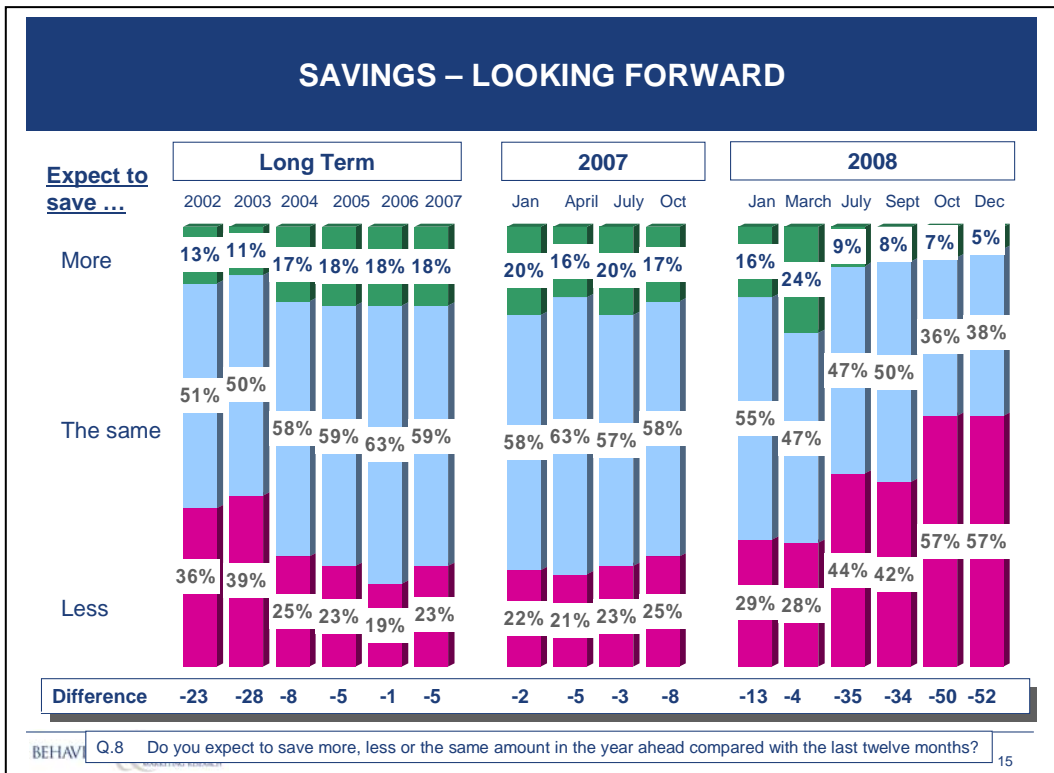
- Widespread concern around personal finances is also evident, with half of all Irish adults expecting their income in 2009 to be lower than in the previous twelve months. These negative perceptions increased as 2008 progressed.



- Not surprisingly this sense of gloom has impacted on perceived purchasing power. Thus, in December 2008, just over half of adults expected to purchase less goods and services in 2009 compared to the previous year.



- Saving potential had also been impacted, with 57% expecting to save less in 2009 compared to the previous twelve months.



## Note to Editors

### Methodology & Background

- This study was conducted on Behaviour & Attitude's bi-monthly Barometer survey. Each Barometer survey accesses a nationally representative sample of 1,000 adults aged 15 years and over. Survey findings are accurate to within plus or minus 3.2 percentage points.
- All aspects of the survey are conducted in accordance with the Association of Irish Market Research Organisations (AIMRO) and the European Society for Opinion and Market Research (ESOMAR).
- Fieldwork for this study was conducted 5-16<sup>th</sup> December, 2008.

### About Behaviour & Attitudes

- Ireland's largest independently owned full service market research company.
- Research expertise spanning political & social, retail, consumer, automotive, finance, healthcare, media and telecoms sectors.
- Visit our website: [www.banda.ie](http://www.banda.ie).

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