



RESEARCH
& INSIGHT

Consumer Confidence Tracker

January 2020

Prepared by
Anita Mullan

J.1611





Introduction

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- This report presents the findings of B&A's Consumer Confidence Tracker during January 2020.
- Survey results are based on a sample of 1,003 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 CAPI omnibus service by trained members of the B&A field force working under ESOMAR guidelines.
- Fieldwork on the latest wave was carried out between 2nd – 14th January 2019.



About B&A



- 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.
- 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, Automotive, Healthcare and Public Sector & Utilities.

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25 time award winners, including 5 Grand Prix
in 11 years.*





Key highlights

Consumer confidence continues to improve as we enter 2020, but caution is still evident

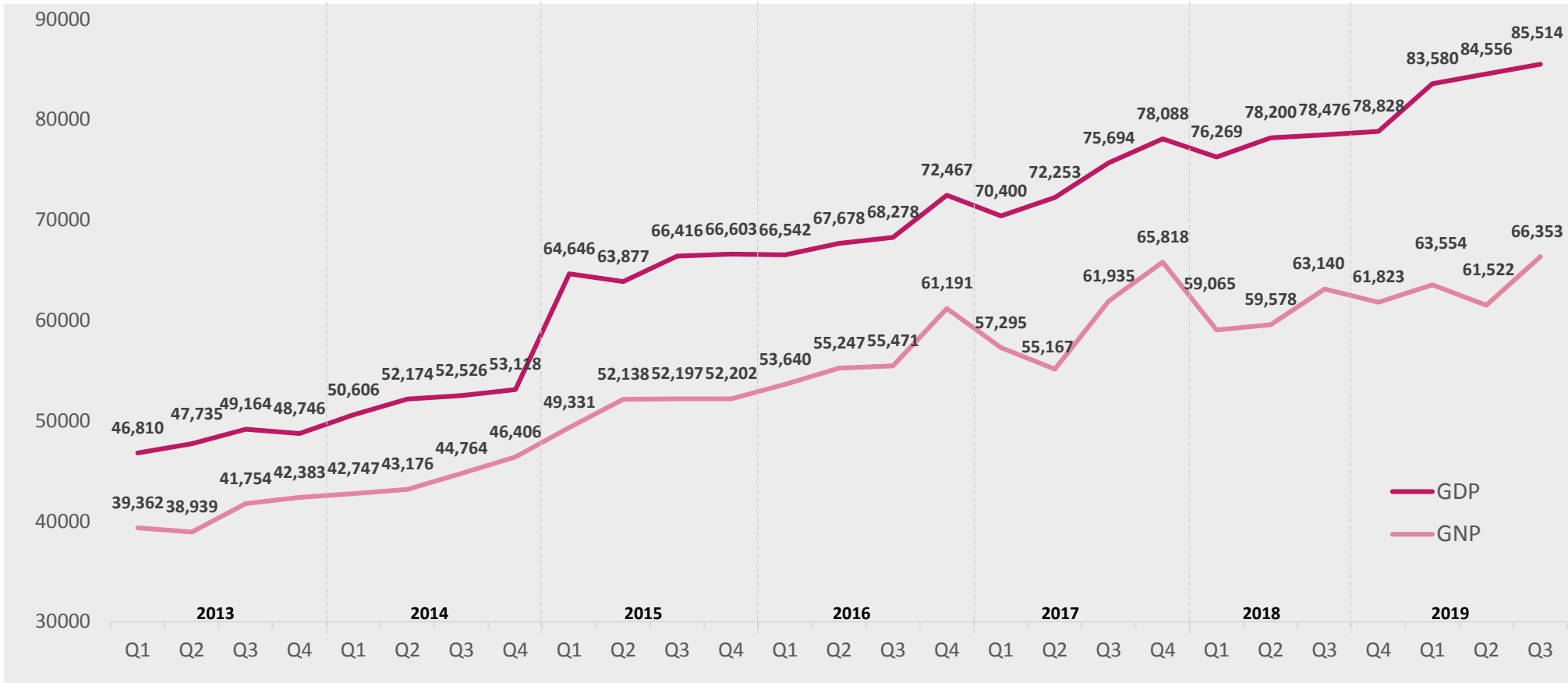


- As we start 2020 the macro economy continues to perform well and employment levels are continuing to improve.
- Amid this backdrop and also the reduced risk of a 'no deal' Brexit, consumer confidence has continued to progress and is moving in the right direction.
- This latest wave of consumer confidence tracking places consumer confidence at 0, which is a considerable improvement on the Qtr 4 2019 result of -9, but indicates a less negative (rather than positive) consumer.
- Looking specifically at Qtr 1 2020, improvement in consumer confidence levels is evident across all demographics. Nevertheless, caution is still evident, especially among females, the 55+ age group, those living outside Dublin, farmers and blue collar workers.
- The most obvious factor fuelling the sense of caution is Brexit, as its implications continue to be a concern for all, especially consumers living in the northern part of the country.
- With regards to personal finances, consumers are continuing to notice increases in the cost of goods and services but are failing to experience any real benefit from the economic recovery and over the last 12 months there has been little change to their financial stability.
- Thus, it appears consumers will need to feel the benefits of the improving economy in their own pockets before this sense of caution will be eased.



Macro context

GDP & GNP continue positive trends.



Source: www.CSO.ie
Quarterly National Accounts

*GDP and GNP data correct as of November 2019

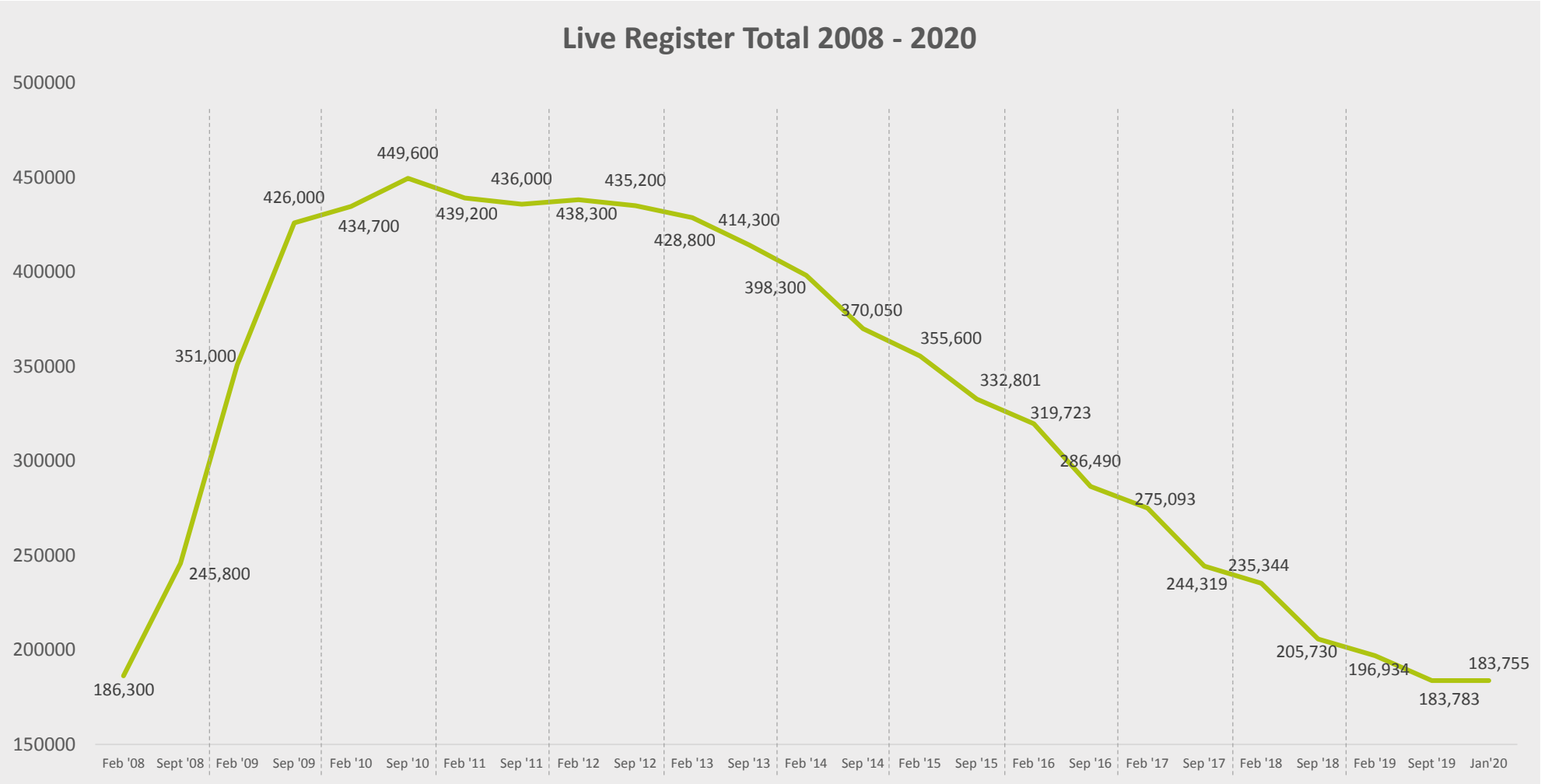
QTR 4 2019 data not yet available

Employment levels continue to improve



*Source: www.CSO.ie/ Labour Force survey
Q4 2019 data not yet available

Live register numbers continue to decline



* 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



The Live Register

-7.6 %

Overall Change
vs. Jan 2019



79,150

-8.5%

vs. Jan 2019



104,605

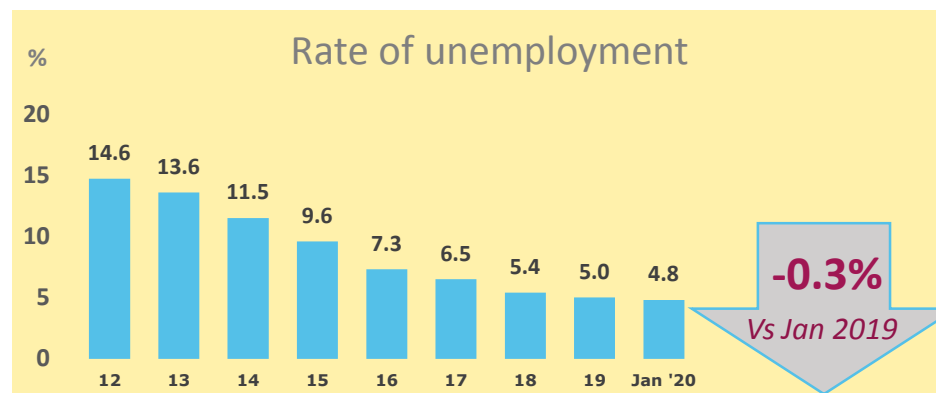
-7.6%

vs. Jan 2019

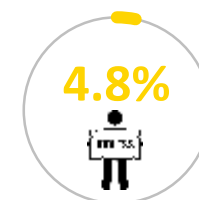
Source: www.CSO.ie/Persons on live register
* Live Register Total data



Unemployment in Ireland



Current Rate of unemployment
(vs. 5.1% in Jan 2019)

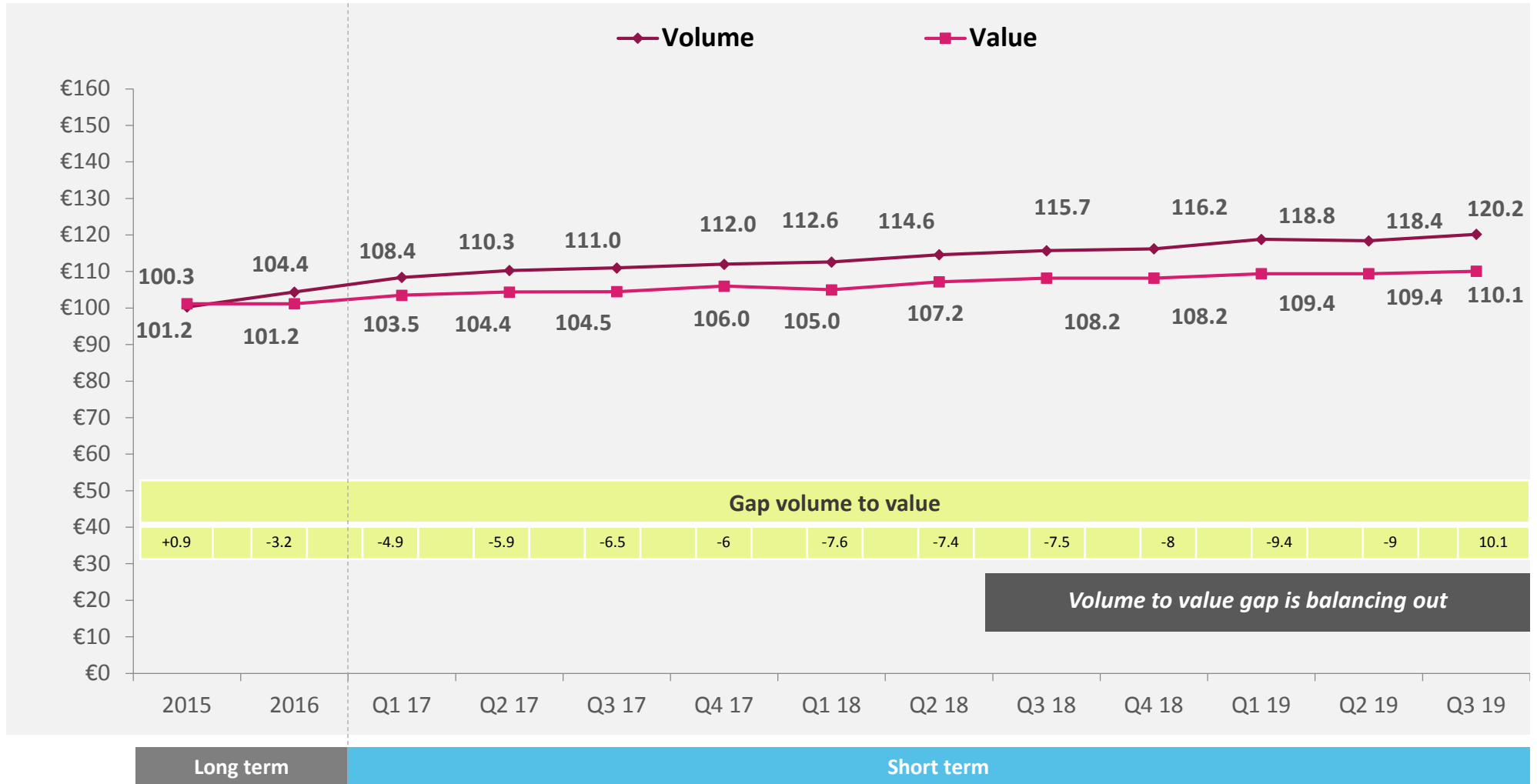


Source: www.CSO.ie/Quarterly National Household survey

Imports vs Exports €m (seasonally adjusted)



Retail Sales Index (Excluding Motor)



General government surplus/deficit is positive

	2011	2012	2013	2014	2015	2016	2017	2018	2019
Q1	-10.0	-11.1	-9.6	-6.2	-3.6	-2.7	-1.9	-2.3	-1.9
Q2	-7.9	-8.6	-4.1	-3.0	-0.8	0.3	-0.3	-0.8	1.9
Q3	-24.9	-7.1	-6.0	-4.0	-2.0	-2.4	-2.4	-1.8	-0.7
Q4	-7.5	-5.4	-5.0	-1.4	-1.3	1.8	3.1	4.9	

Source: www.CSO.ie/Indicators/default
 *Qtr 4 2019 results not yet available



Consumer Confidence Findings

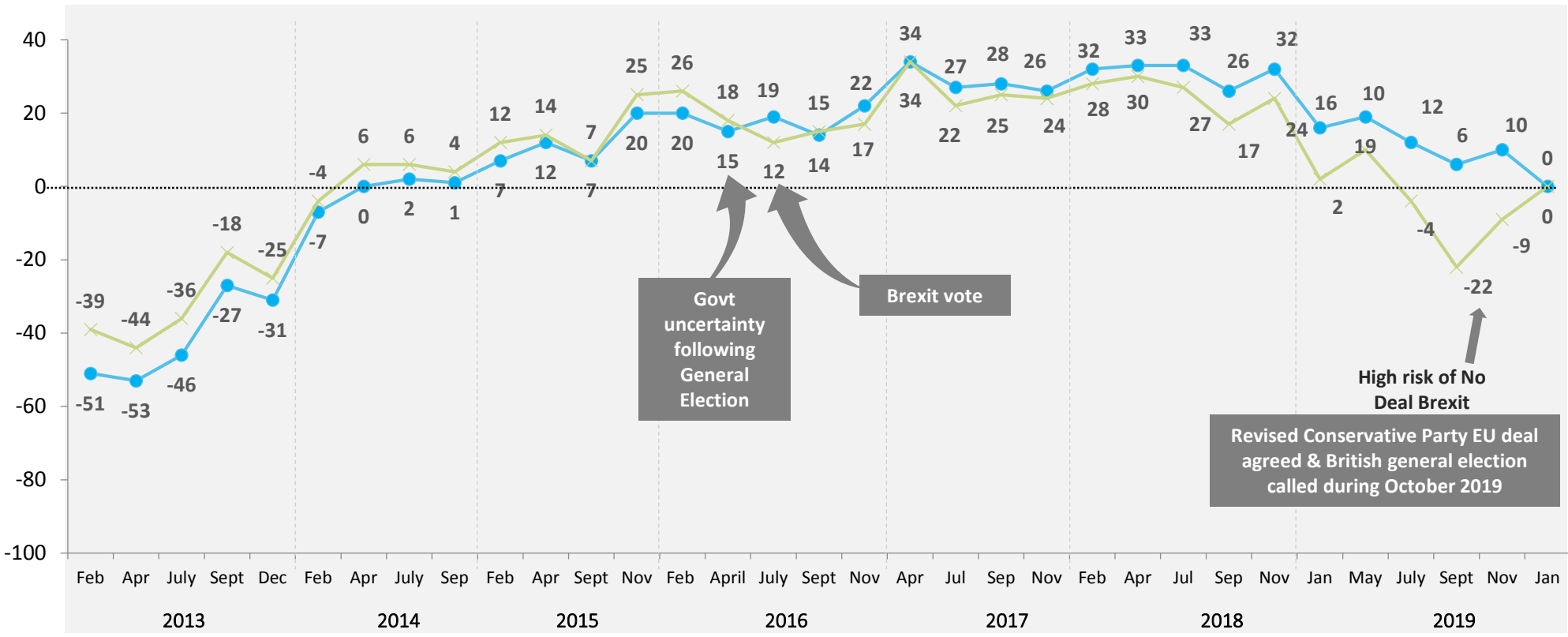
Irish consumer confidence continues to improve as we enter 2020, but caution is still evident



- Consumer confidence has improved following the reduced risk of a 'no deal' Brexit and is moving in a positive direction as we enter 2020.

(Net Diff: Positive-Negative)	
Looking forward	
Dublin	3
Outside Dublin	-2

Looking Back vs. Looking Forward



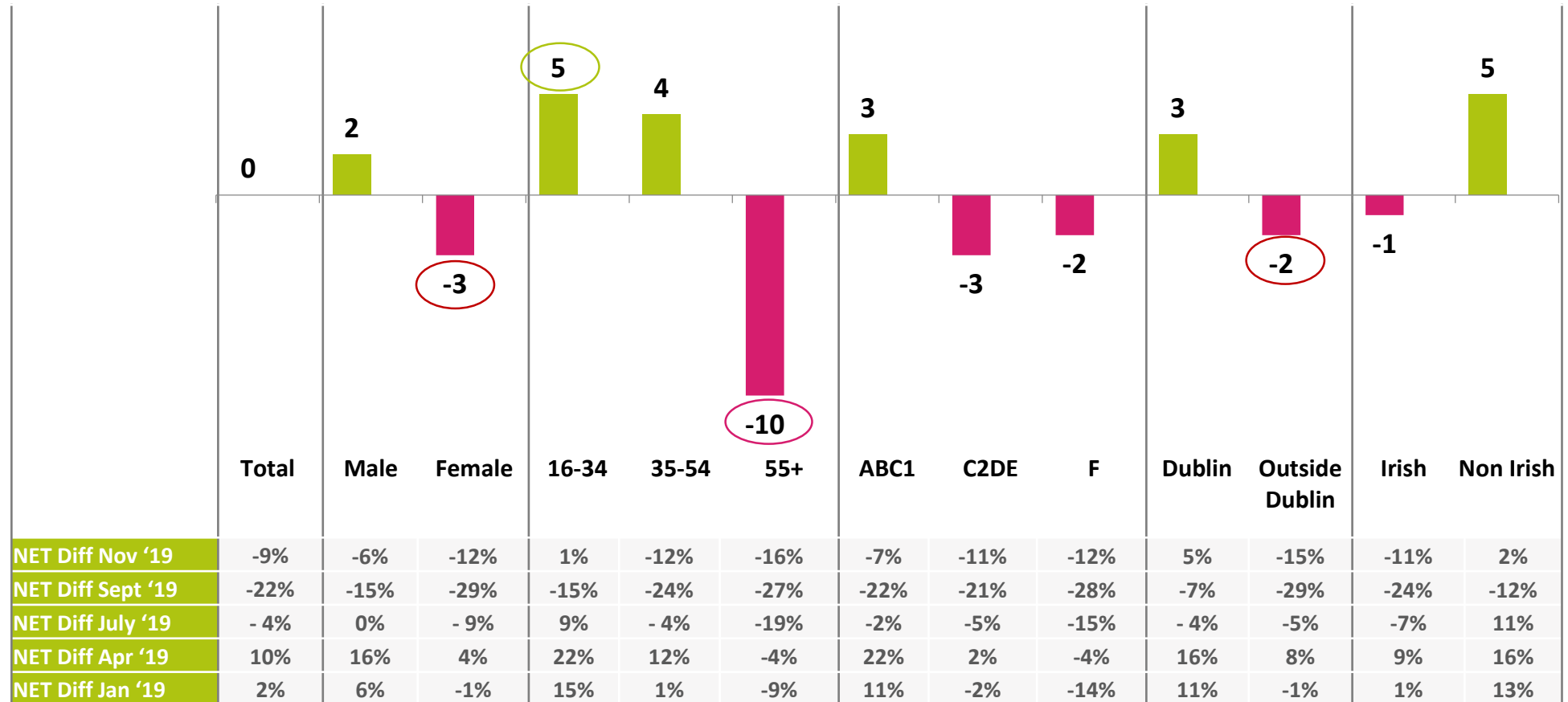
Source: B&A Consumer Confidence Report

The improvement in Consumer Confidence is evident across demographics but caution is still evident



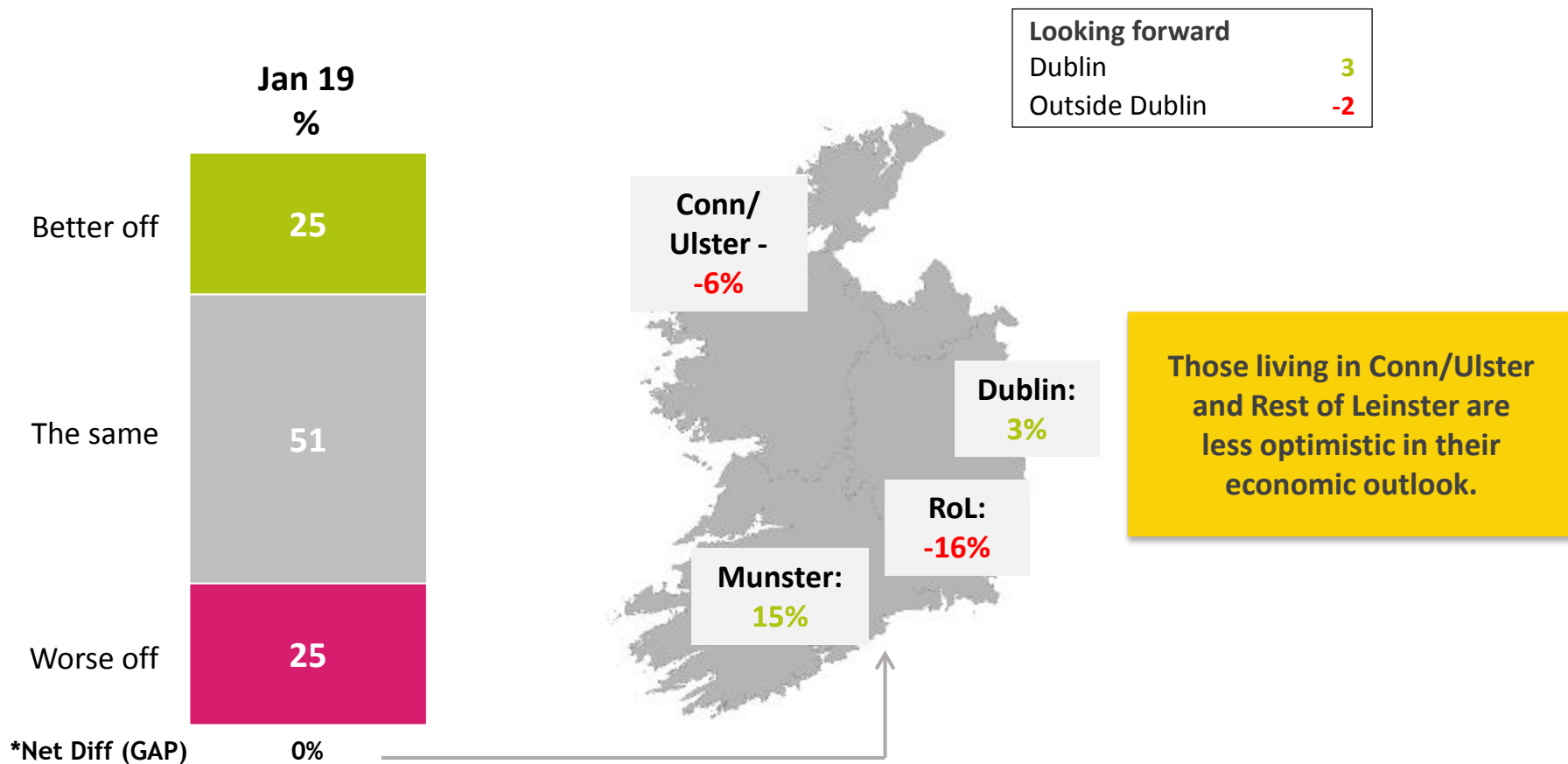
Base: All Adults 16+

Females, the 55+ age group, those living outside Dublin, farmers and blue collar workers continue to be the least confident in the country's economy.



Consumer sentiment is improving but uncertainty still exists

Base: All Adults 16+



	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Jan '19	May '19	July '19	Sept'19	Nov	Jan
Gap	-15%	-59%	-68%	-49%	-58%	-52%	-32%	+3%	+15%	+18%	+26%	+22%	+2%	+10%	-4%	-22%	-9%	0%

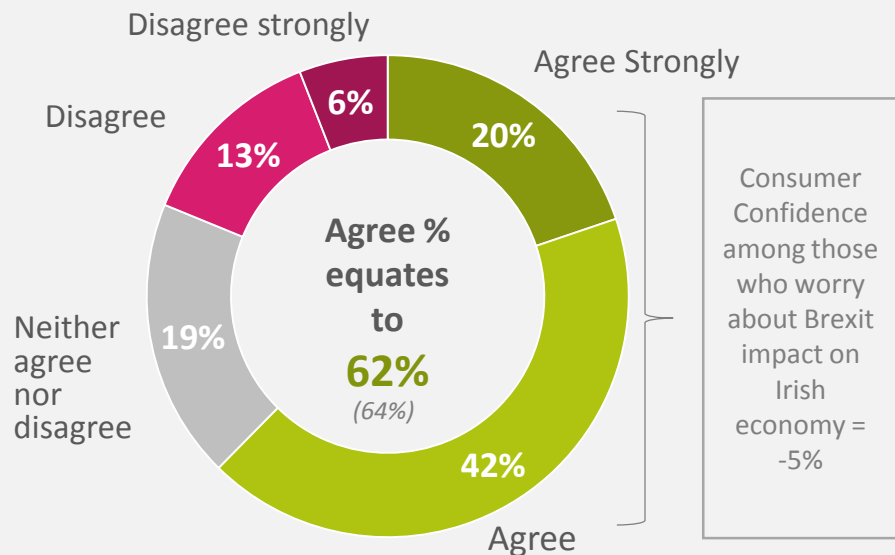


Brexit continues to be a major concern for all, especially consumers living in Conn/Ulster



Base: All adults 16+

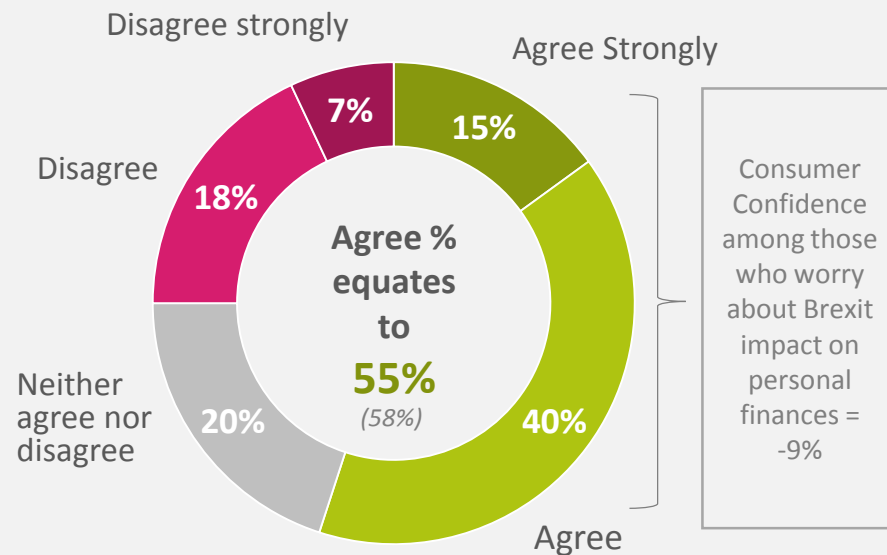
Worry about impact on Irish Economy



Strongly agree/Disagree x Regions	
Dublin	65%
Rest Leinster	58%
Munster	55%
Conn/Ulster	74%

() = 2019 data

Worry about Personal Impact



Strongly agree/Disagree x Regions	
Dublin	57%
Rest Leinster	48%
Munster	55%
Conn/Ulster	64%

() = 2019 data

() = 2019 data

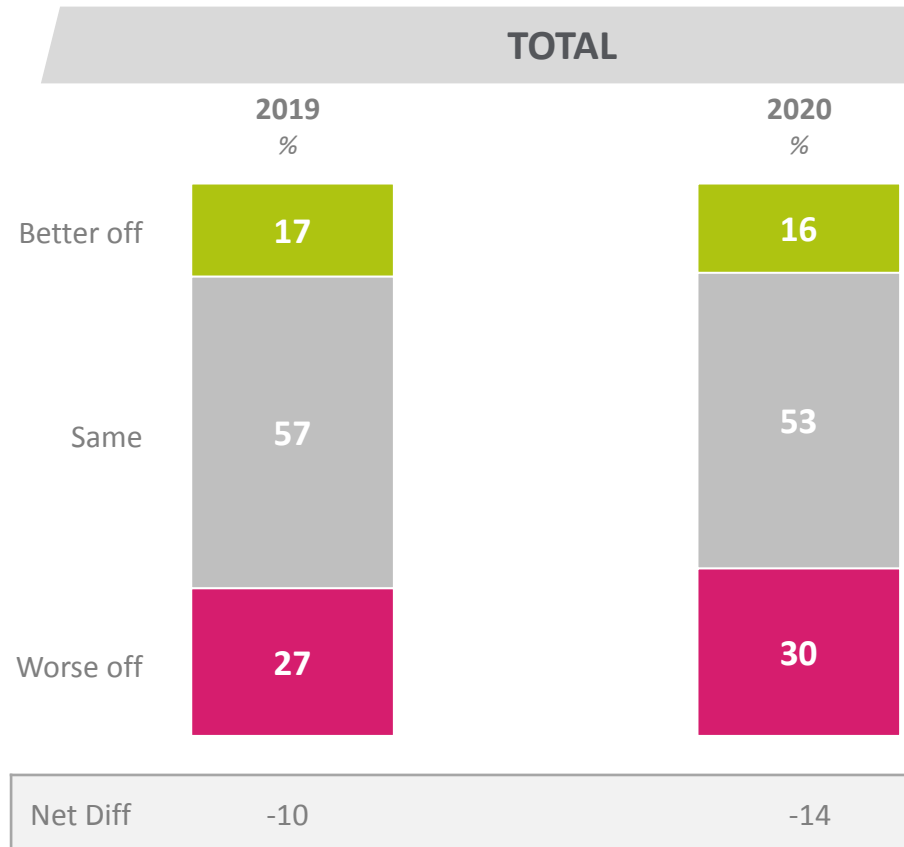


Half of consumers feel the economy will remain unchanged over the next 12 months, but almost a third are cautious it may get worse



Base: All adults 16+

Do you feel the global economy will be better, worse or the same in the next 12 months?



As in 2019 a significant proportion of the population are concerned about the future state of the economy. Feelings that the economy is worse off in the next 12 months stem from the 50+ age group, blue collar workers & those living outside Dublin

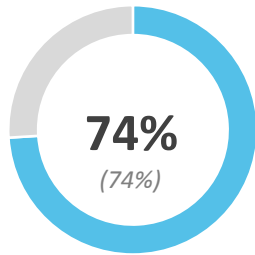


Consumers are continuing to notice increases in the cost of goods and services but are failing to experience any real benefit from the economic recovery

Base: All adults 16+



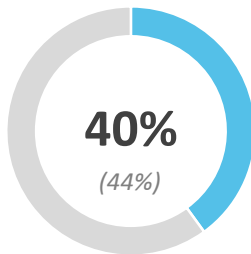
I am noticing the increases in the costs of goods and services (i.e. the cost of living)



() = 2019 data

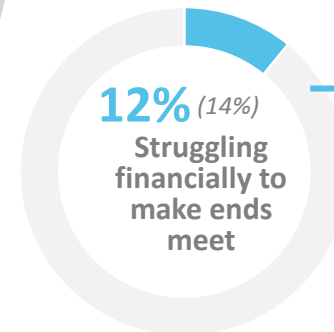


I have benefited from the economic recovery

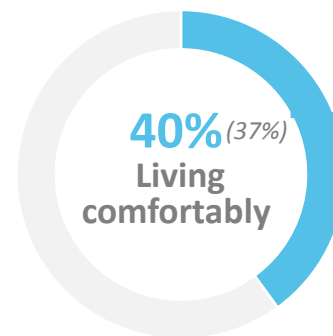


Increases in the cost of living is being noticed across the board, while it is the older age group & blue collar who are mainly failing to see any benefit from the economy.





Equates to 495,000 at population level
More blue collar and those living in Conn/Ulster



More ABC1 & Dublin

() = 2019 data

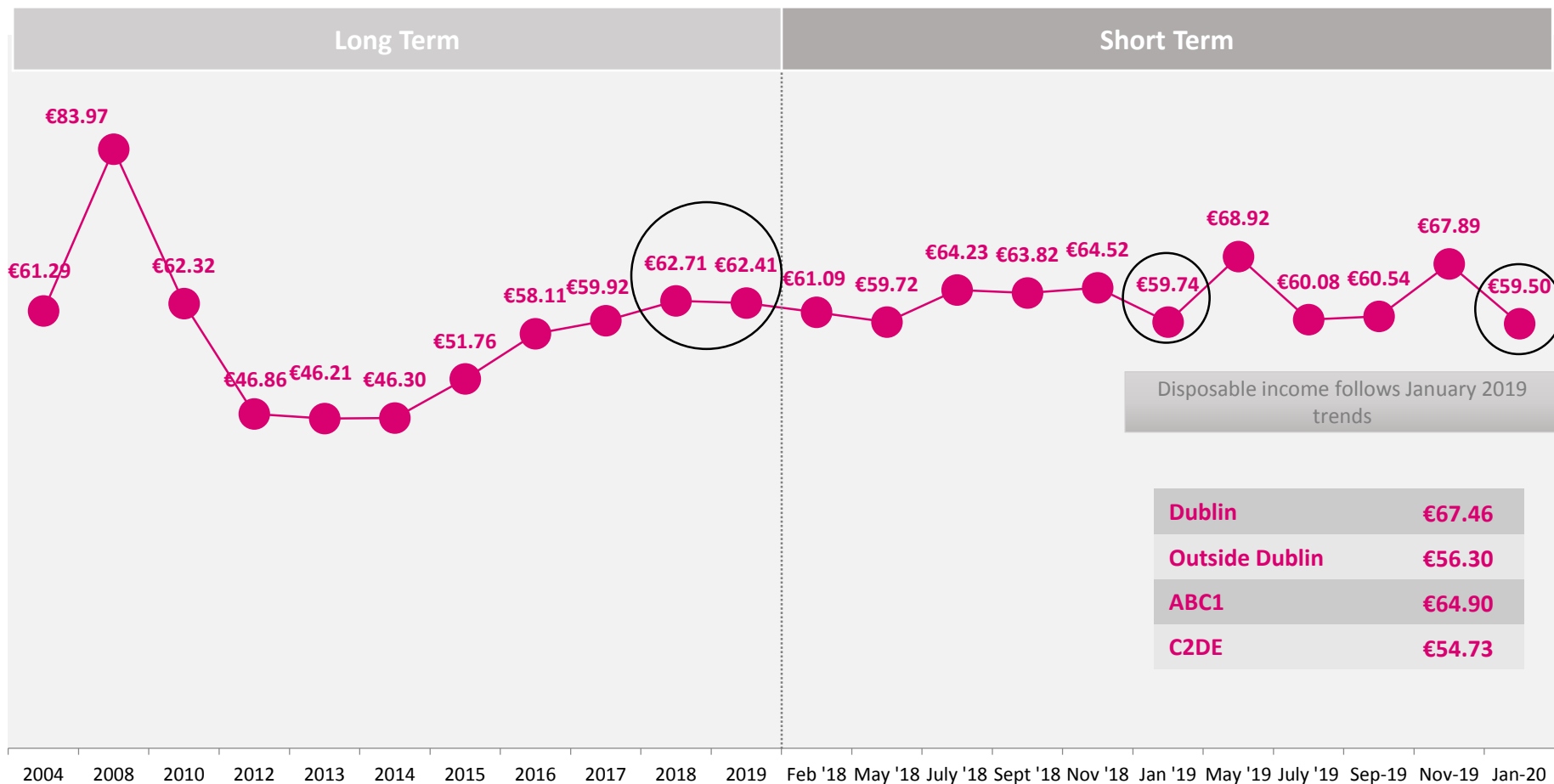
Over the last 12 months there has been little change to consumers financial stability as a quarter of all consumers continue to feel they have less money in their pocket now than 12 months ago and half a million claim they are struggling to make ends meet.

Q.11 Do you feel that you have more, less or the same amount of money in your pockets (i.e. disposable income) compared to this time last year?
Q.13 Which best describes your household?

YOY perceived disposable income has balanced out



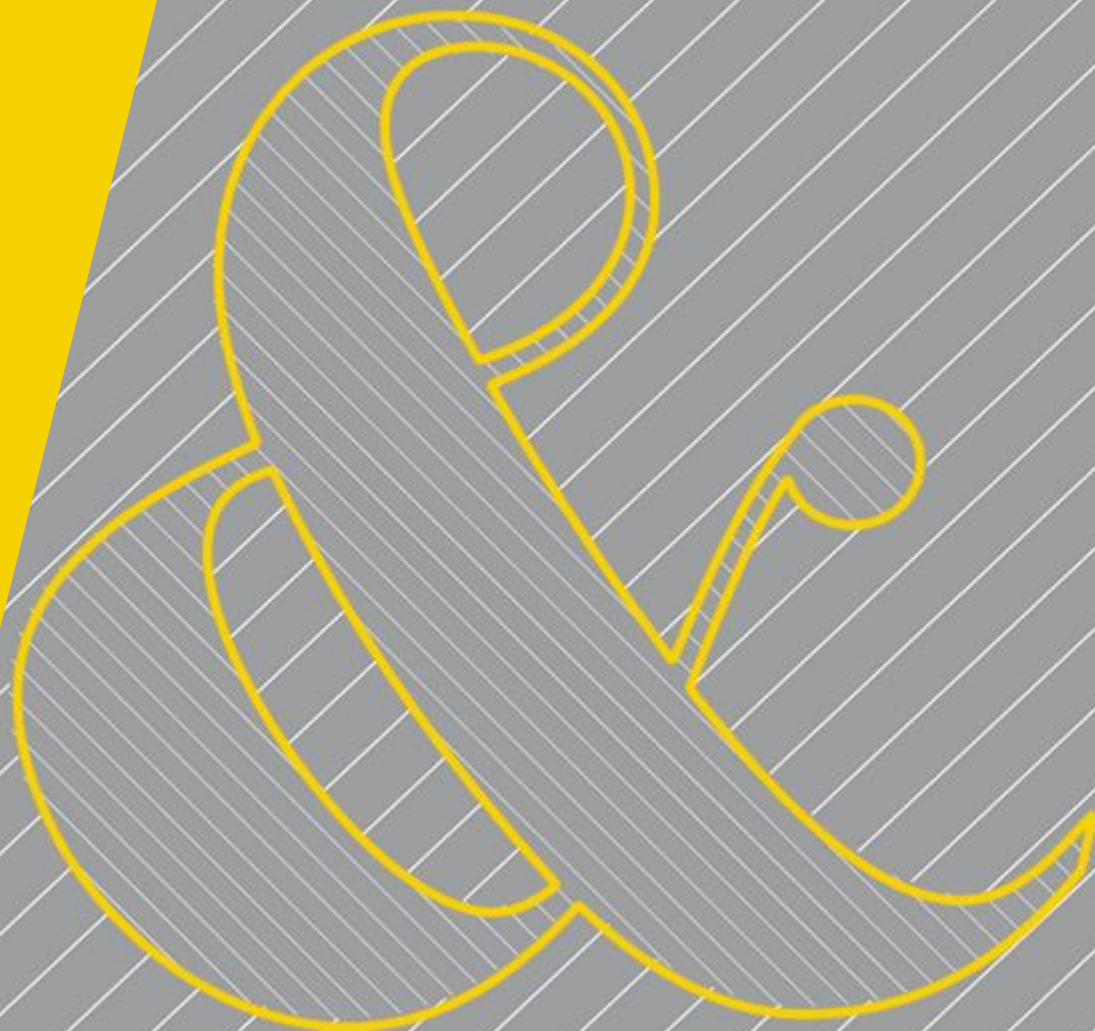
Base: All Adults 18+



Thank you.



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Delve deeper

*Milltown House
Mount Saint Annes
Milltown, Dublin 6 - D06 Y822
+353 1 205 7500 | www.banda.ie*