

# National Consumer Agency

## Market Research Findings: Household Budgeting and Impact of the Recession



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**October 2010**

**Research Conducted by**

**amárach**   
research

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# Key Findings



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- 62% of consumers have experienced a reduction in their household income in the last 12 months compared to the previous wave of market research conducted in Nov/Dec 2009(53% in Nov/Dec 2009). 64% stated that their expenditure has either remained the same or increased.
- 38% of consumers disagree that Ireland will be through the worst of the recession in 12 months time.
- 51% are not any more relaxed about spending than they were 6 months ago.
- 66% of consumers have learnt to manage their finances better as a result of the recession and will continue to do so going forward.
- Similar to Nov/Dec 2009; 61% are actively seeking out cheaper ways of living, and 59% would prefer to switch between brands of things they buy than do without them at all.
- Consumers are continuing to remain positive; as despite the recession 7 in 10 claim to be enjoying life as much as ever.
- 34% of consumers are spending more time ‘bargain hunting’ when buying groceries than they were pre-recession. 31% are spreading their shopping across a number of shops more, while the same proportion (30%) are spending less on their groceries overall.

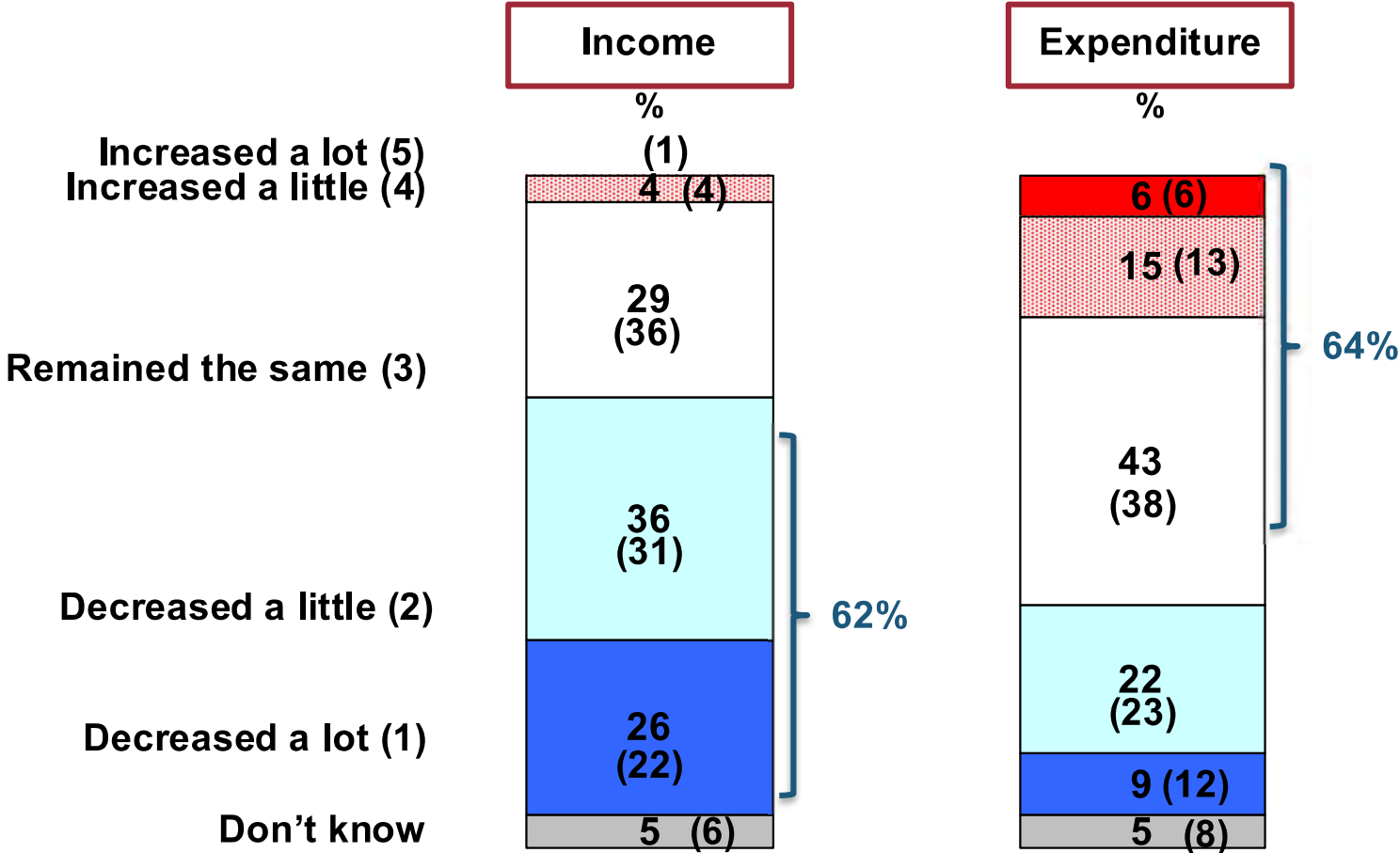
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# Household Income & Expenditure



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(Base: All aged 15-74– 1,000)



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# Economic Outlook – I



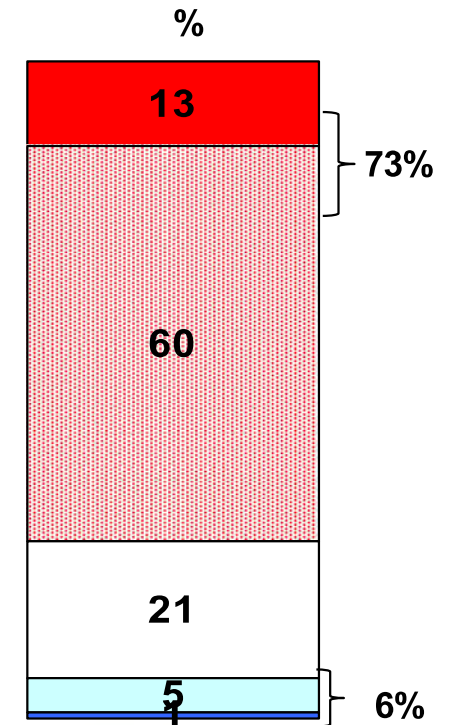
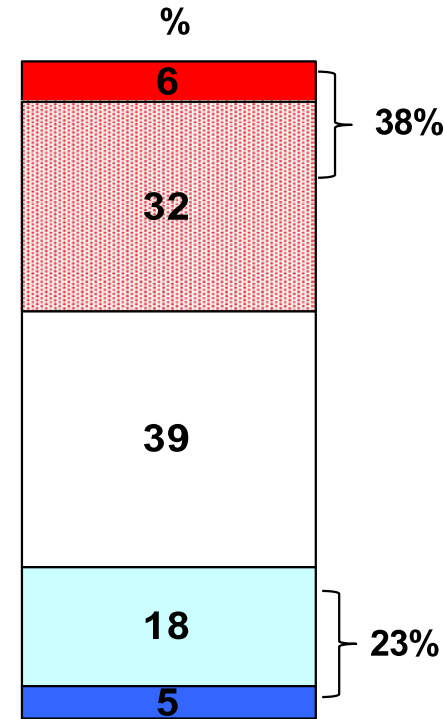
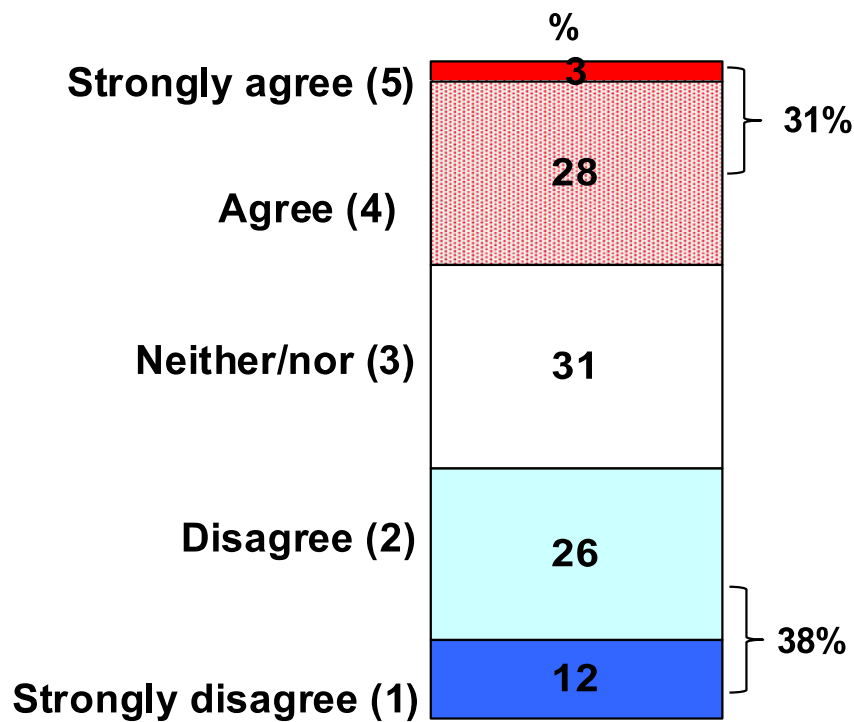
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(Base: All aged 15-74 – 1,000)

Ireland will be through the worst of the recession in 12 months time

I will focus less on acquiring possessions and more on having memorable experiences such as holidays

As a result of the recession I will continue to shop around for better deals even when the economy has settled



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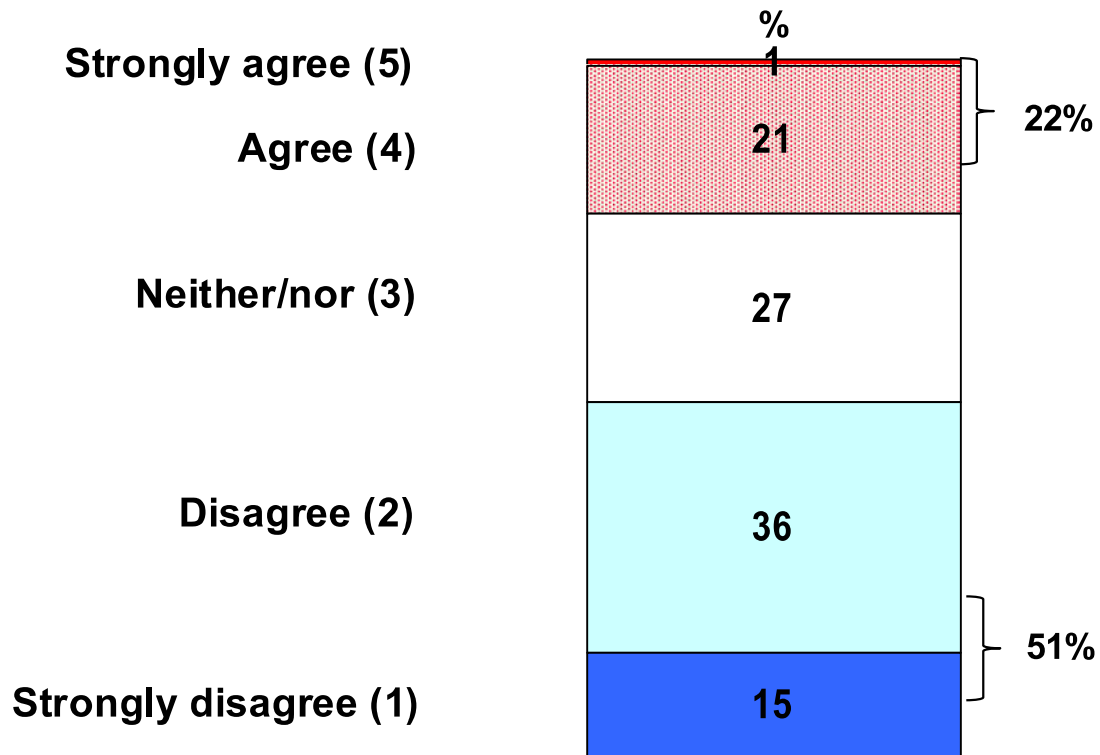
# Economic Outlook – II

(Base: All aged 15-74 – 1,000)

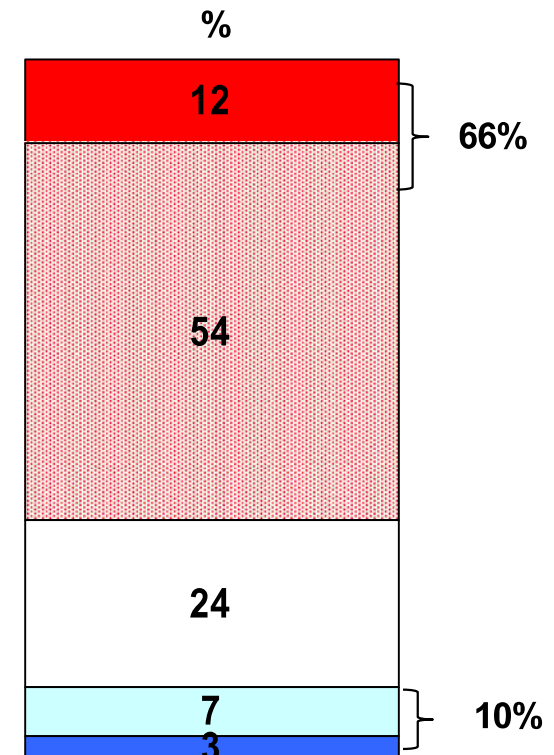


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I am more relaxed about spending money than I was six months ago



I have learnt to manage my finances better as a result of the recession and will continue to do so going forward



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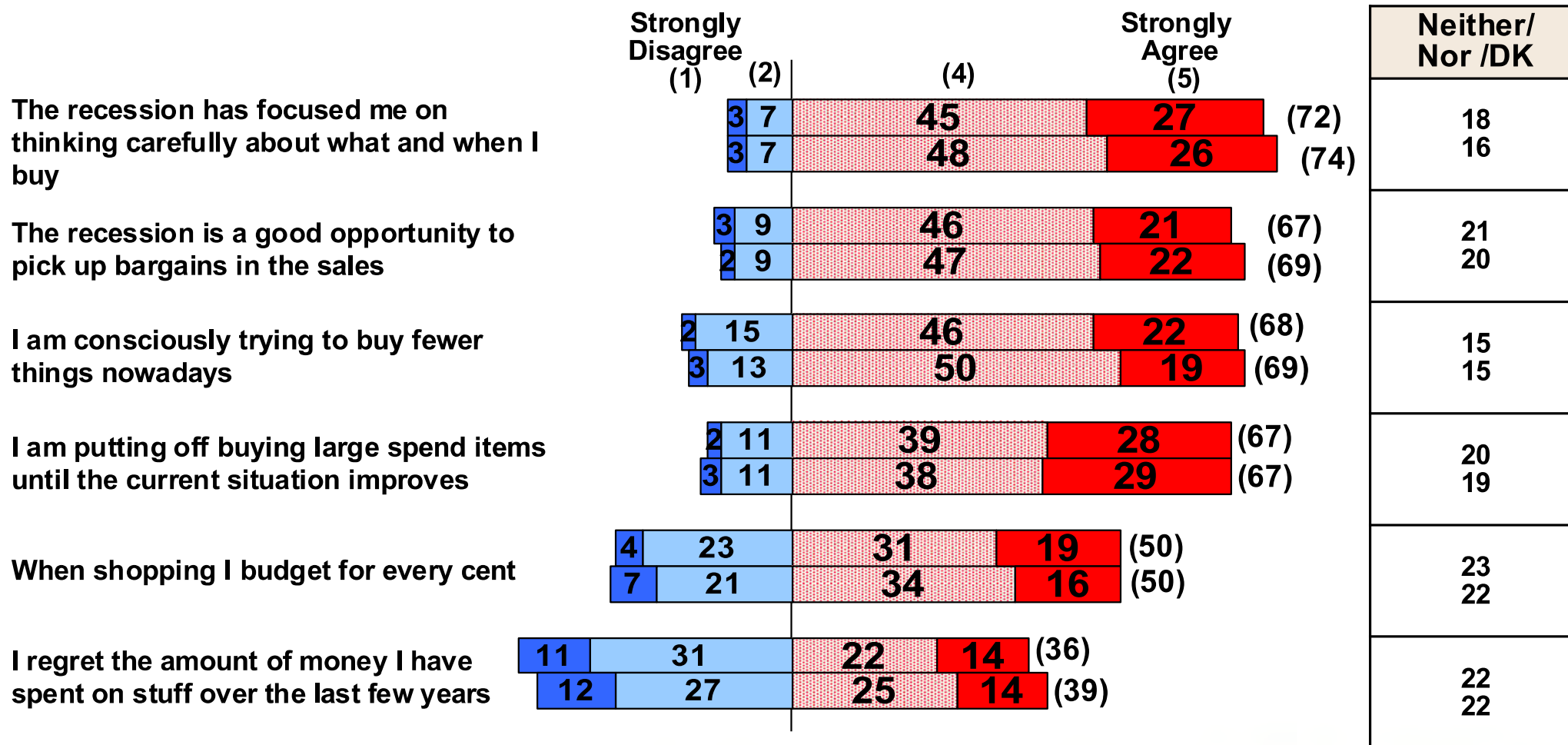
# Spending Thrift

(Base: All aged 15-74– 1,000)



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Wave 5 2010  
Wave 4 2009



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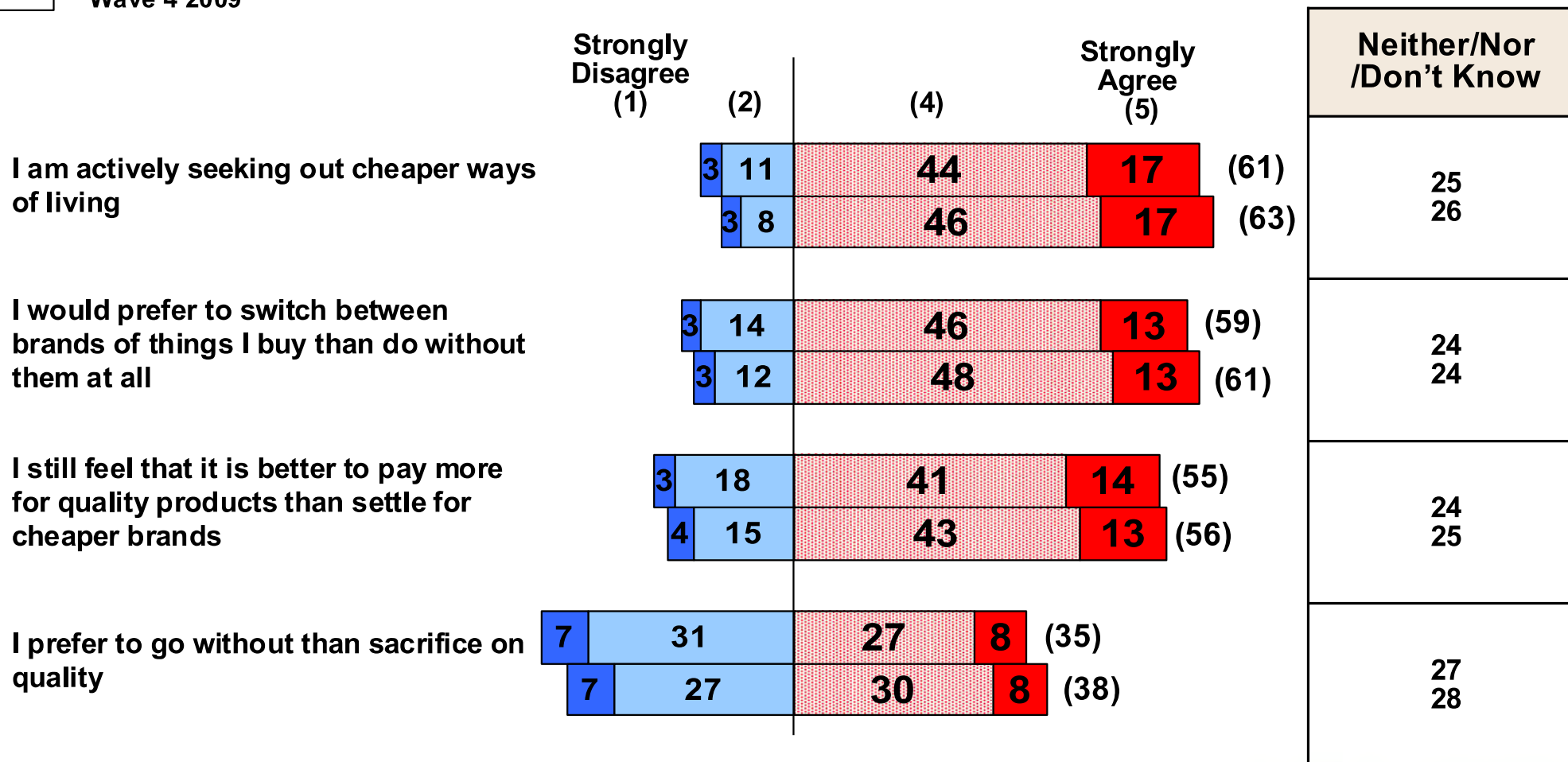
# Coping Behaviour

(Base: All aged 15-74– 1,000)



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Wave 5 2010  
Wave 4 2009



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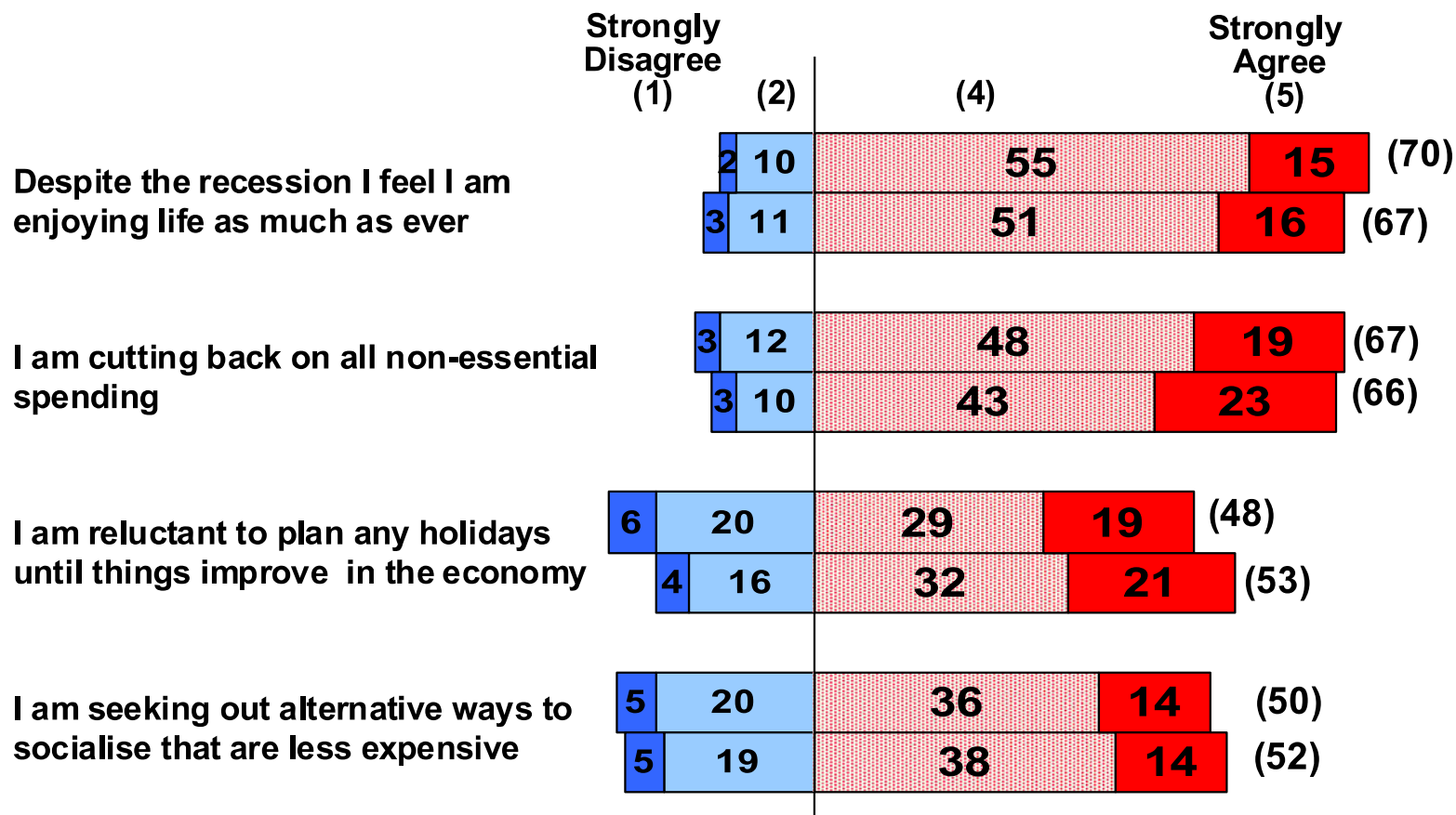
# Lifestyle



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(Base: All aged 15-74– 1,000)

Wave 5 2010  
 Wave 4 2009



Neither/Nor /Don't know
18 19
18 21
26 27
25 24

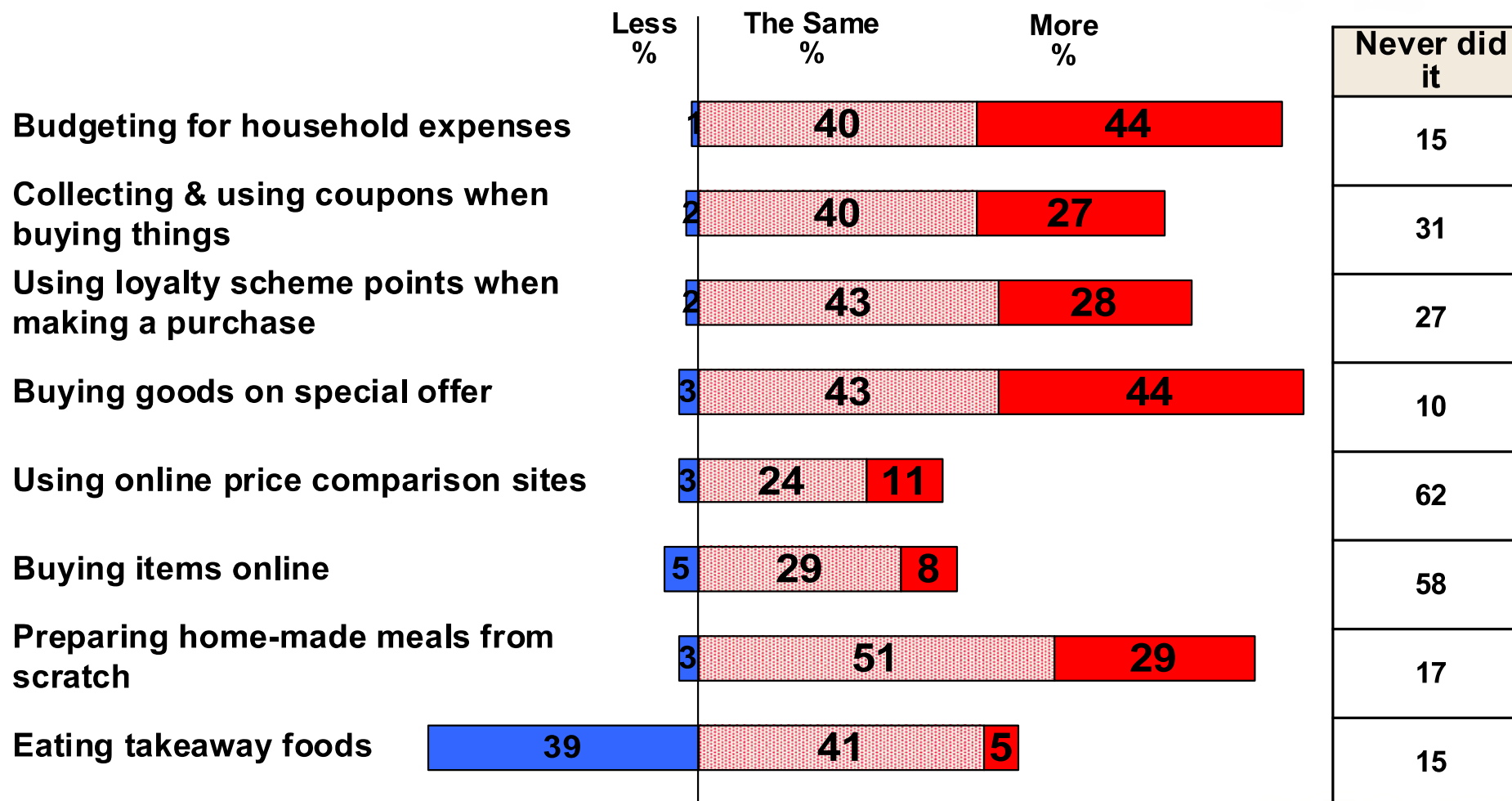
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# Change in Behaviour as A Result of Recession – I



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(Base: All aged 15-74– 1,000)



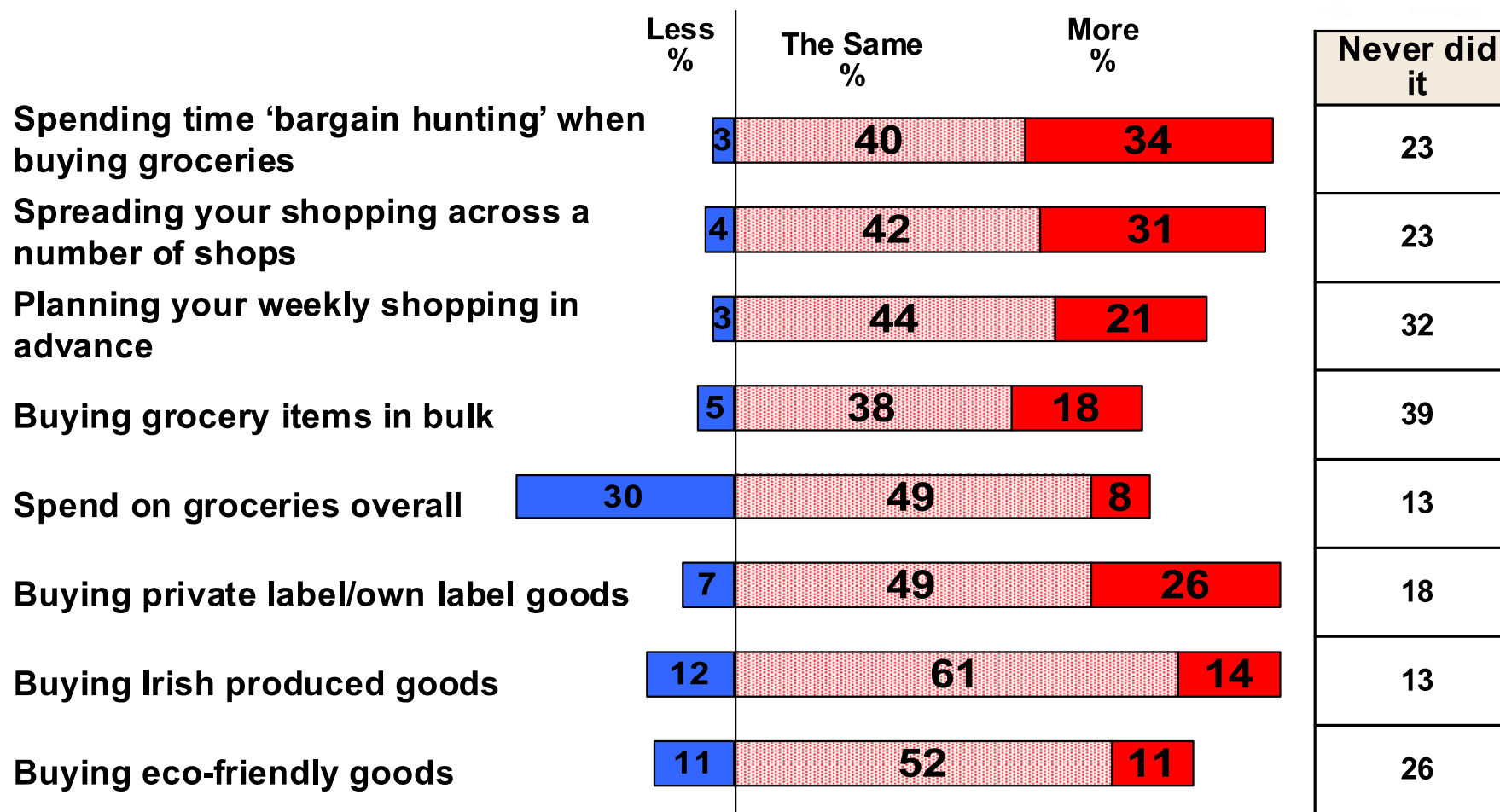
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# Change in Behaviour as A Result of Recession – II



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# One Word to Describe: *Ireland in 12 Months Time*



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(Base: All aged 15-74 – 1,000)



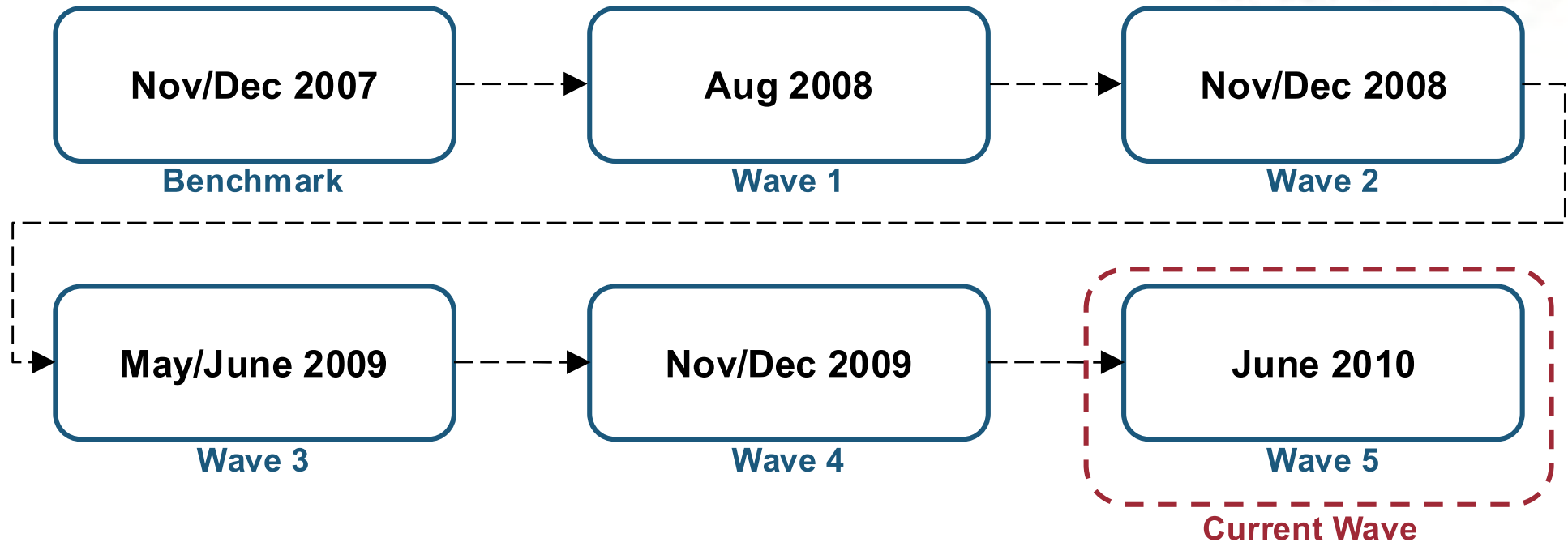
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# Research Background and Methodology



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- Amárach Research conducted the research by means of face-to-face interviewing with 1,000 people between the ages of 15-74.
- In all, 6 comparable “Waves” of Market Research have been completed since November / December 2007.
- To ensure that the data is nationally representative, quotas were applied on the basis of age, gender and social class.
- Interviewing was conducted over a four week period in June 2010.

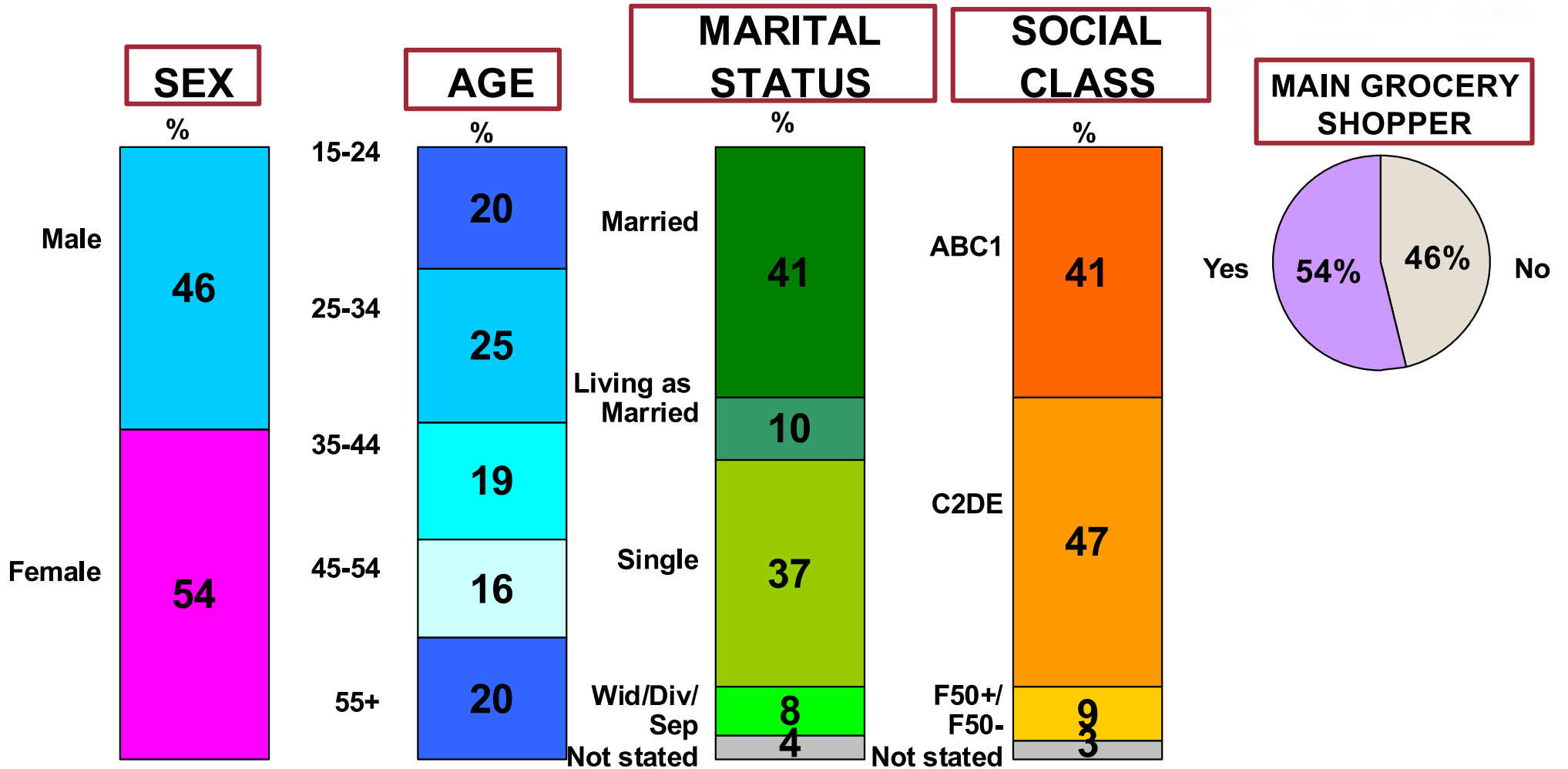
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# Profile of Sample

(Base: All aged 15-74 – 1,000)



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