

National Consumer Agency

Market Research Findings: Money Resolutions for 2011 and Coping with the Recession



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February 2011
Research Conducted by


amárach
research

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Key Findings - I



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- 61% indicated “Household income decreased since the same period in the previous year”: Of these:
 - 31% = expenditure increased in the period
 - 29% = expenditure remained the same
- Biggest financial worries for 2011:
 - “*not having enough money to meet day to day expenses*” (32%)
 - “*not being able to meet unexpected expenses*” (23%)
- Number one money resolution for 2011 “***budget better***” (33%)

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Key Findings - II



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- Percentage who experienced financial difficulty* in the past 12 months:
 - payments on a credit card (13%)
 - payments on a personal loan (14%)
 - payments on a mortgage (12%)
- 56% budgeting more for household expenses.
- 44% spending more time 'bargain hunting' for groceries
- 36% spreading shopping across a greater number of shops
- 34% spending less on groceries overall

* Defined as being 3 or more months behind with payments.

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Key Findings - III



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- Consumers' economic outlook increasingly negative since the last wave of research (*June 2010*):
 - Almost 4 in 5 (77%, up 39%) disagree with the statement "*Ireland will be through the worst of the recession in 12 months time*".
- Enduring lessons learnt:
 - Almost 3 in 4 (72%) will continue to shop around for better deals when the economy improves.

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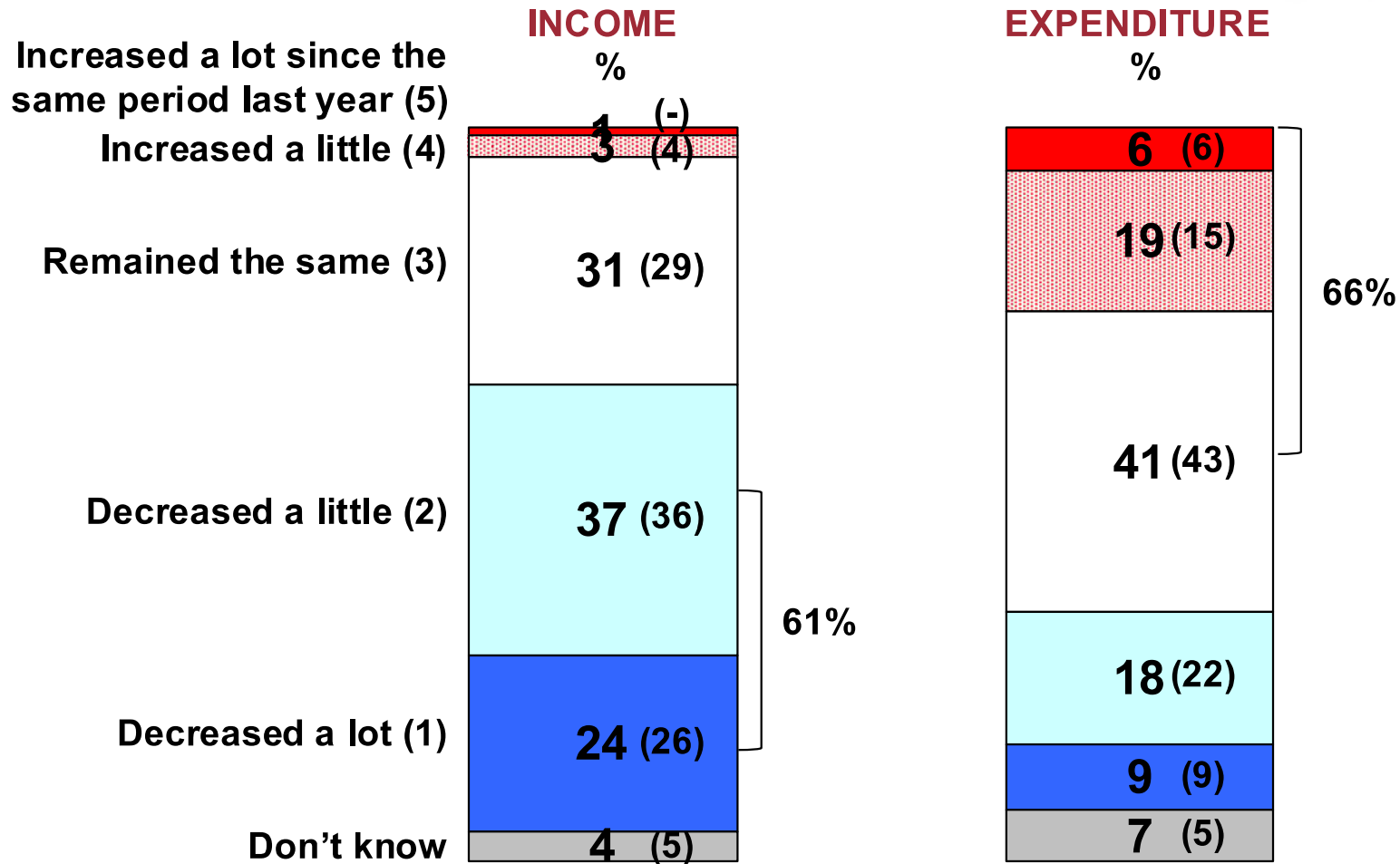
Money Resolutions for 2011 and Coping with the Recession

Household Income & Expenditure - I



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(Base: All aged 15-74 – 1,000)



() = June 2010

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Household Income & Expenditure - II

(Base: All aged 15-74 – 1,000)



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INCOME:



Don't know
= 4% (5%)

EXPENDITURE:

Increased a lot since the same period last year (5)

Increased a little (4)

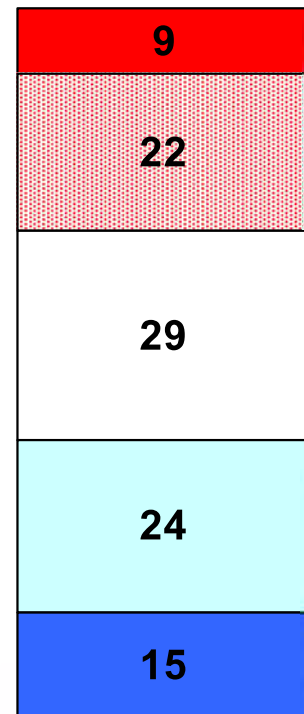
Remained the same (3)

Decreased a little (2)

Decreased a lot (1)

Decreased (%)

%

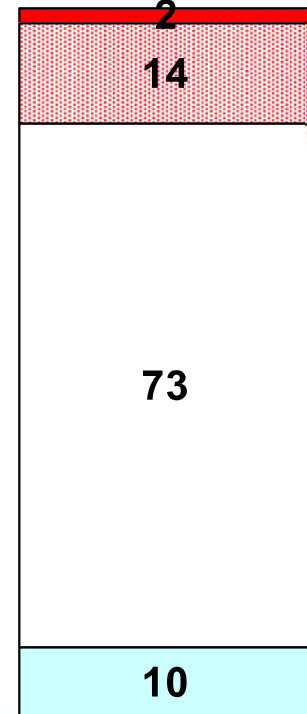


31%

39%

Stayed the same (%)

%



16%

%Increased:
Base is too Small to Analyse

() = June 2010

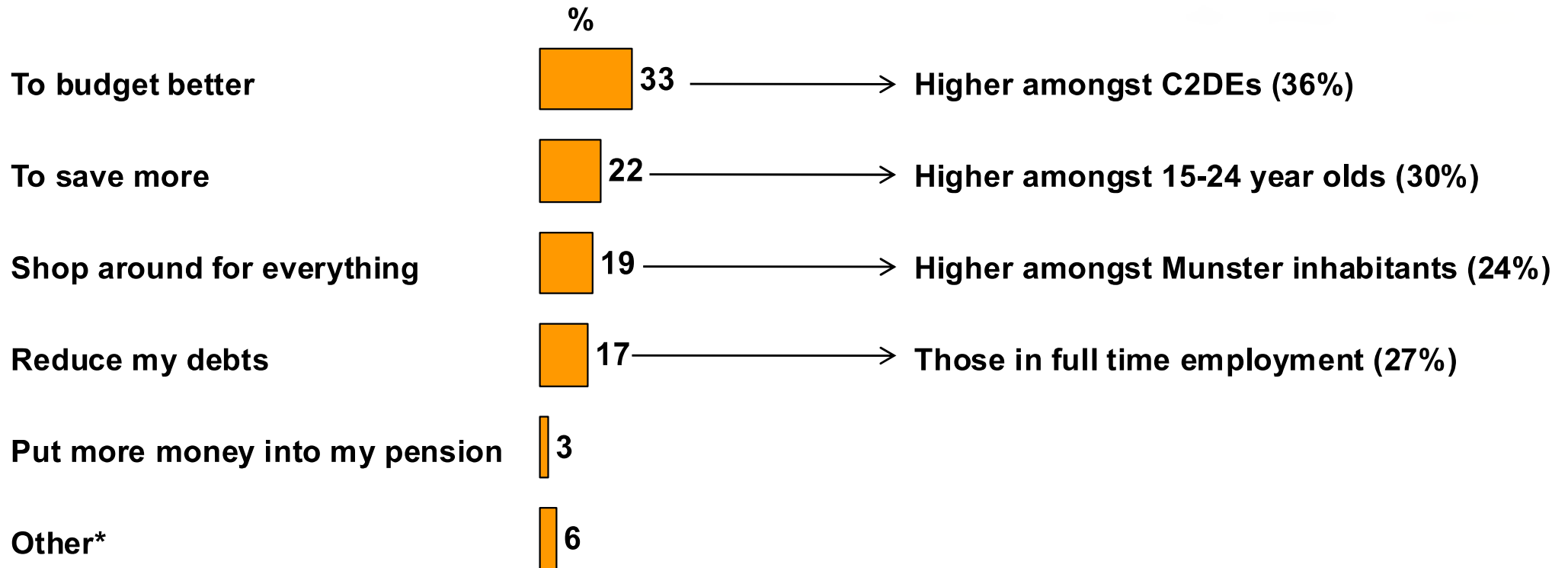
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No. 1 Money Resolution for 2011



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(Base: All aged 15-74 – 1,000)



** All others 1% or less examples include enjoy life more, earn money, work more, continue same as last year.*

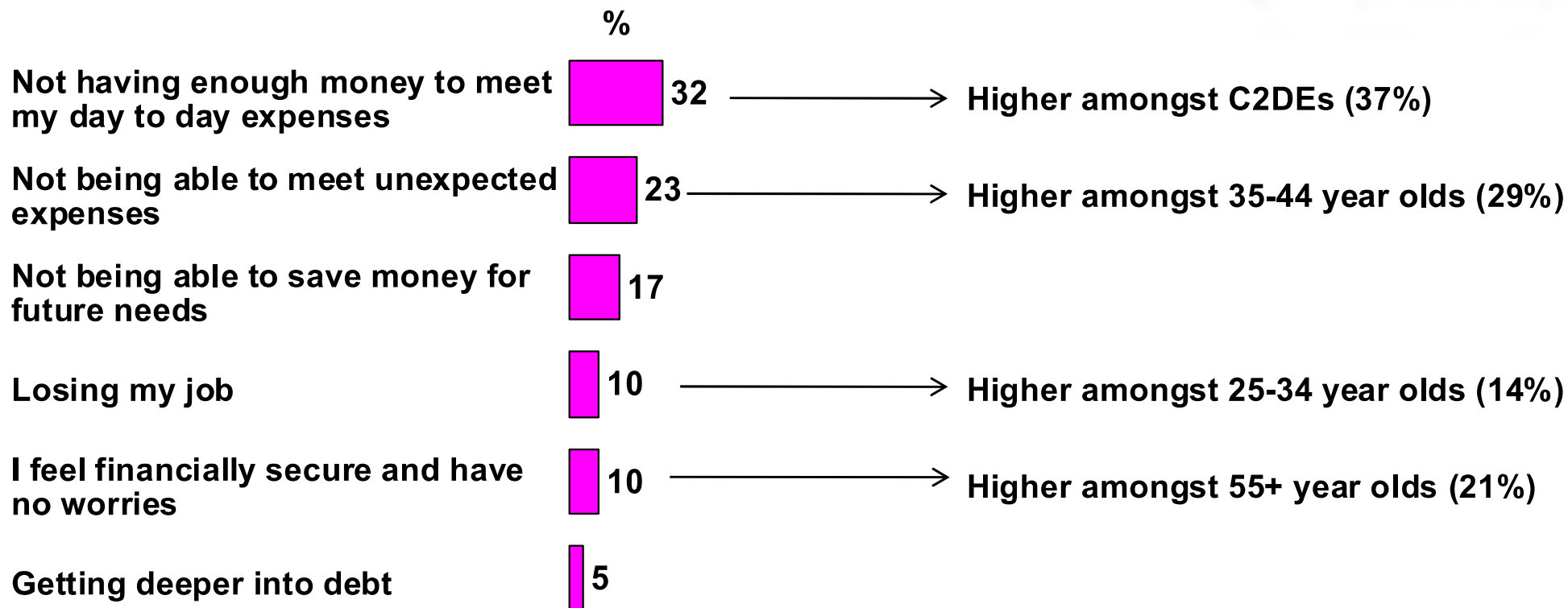
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Biggest Financial Worry for 2011



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(Base: All aged 15-74 – 1,000)



All other mentions 1% or less

** All other mentions less than 1% examples include: paying my mortgage, pay cuts, family members, losing jobs, not being able to afford to go to college, having to work*

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Experiencing Any Financial Difficulties

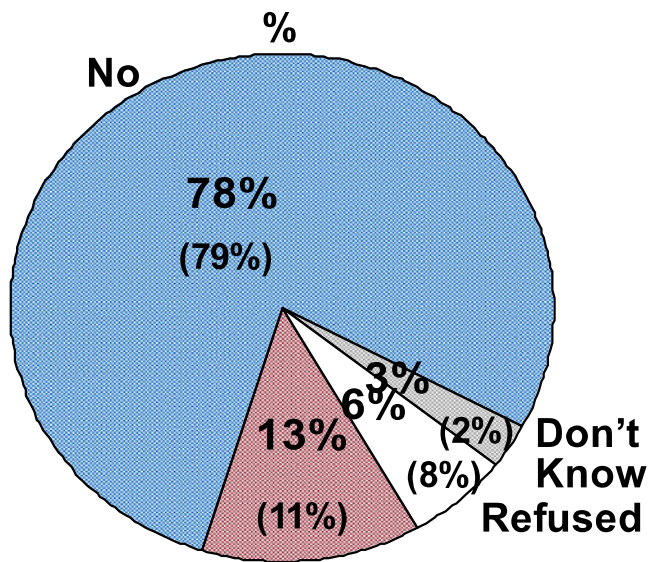


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(Base: All account/product owners)



Credit Card (597)



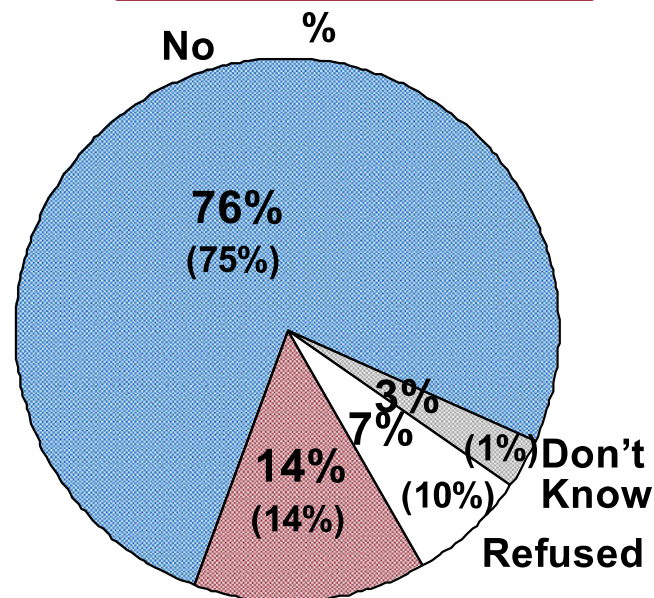
Yes



Most likely:
25-34 year olds (18%)



Personal Loan (529)



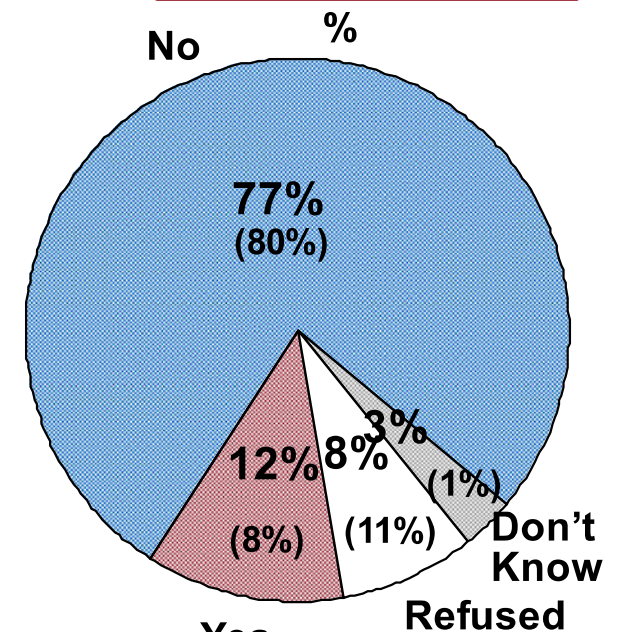
Yes



Most likely:
35-44 year olds (18%)



Mortgage (485)



Yes



Most likely:
35-44 year olds (15%)

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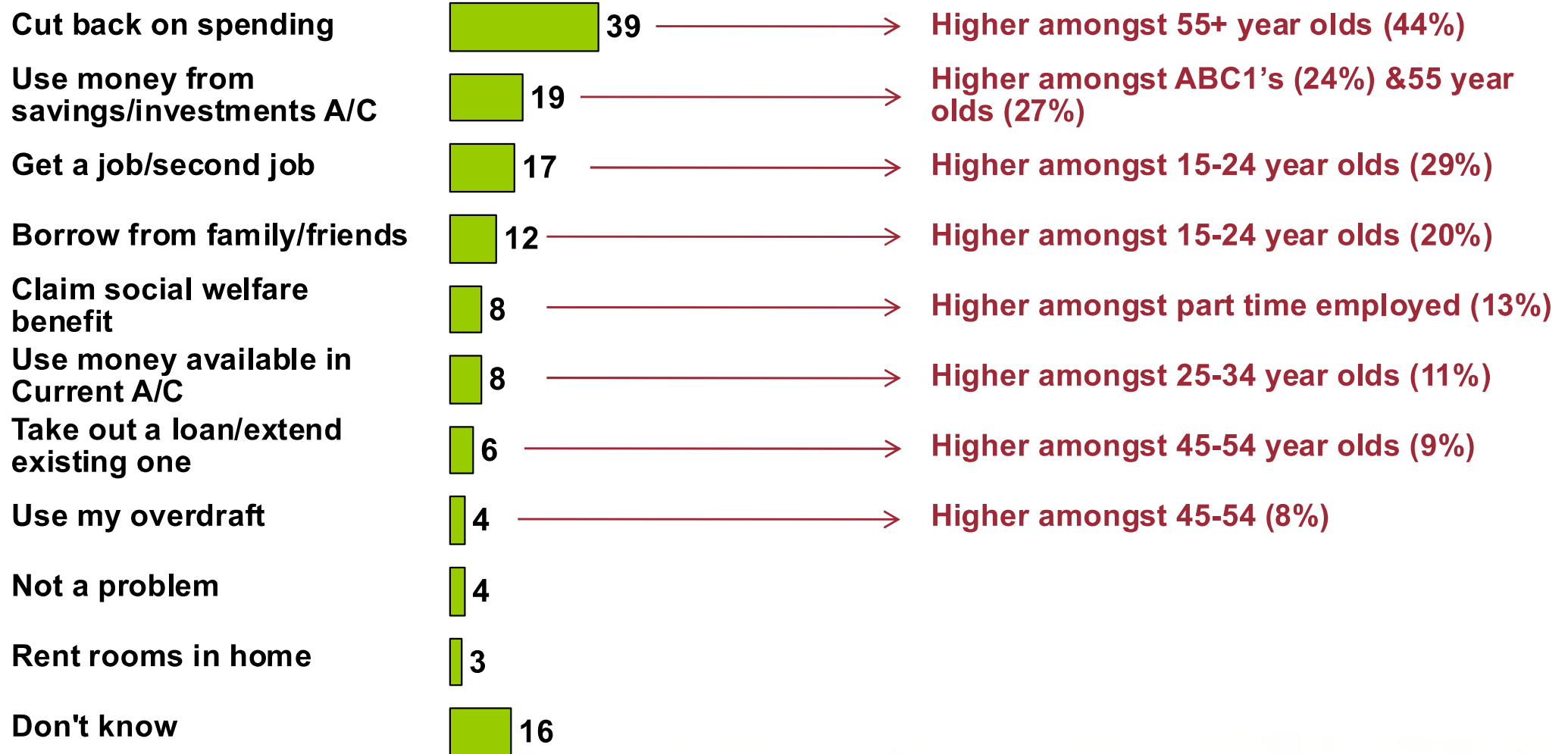
() = June 2010

In Order to Make Ends Meet



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(Base: All aged 15-74 – 1,000)



All others 3% or less

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Economic Outlook – I

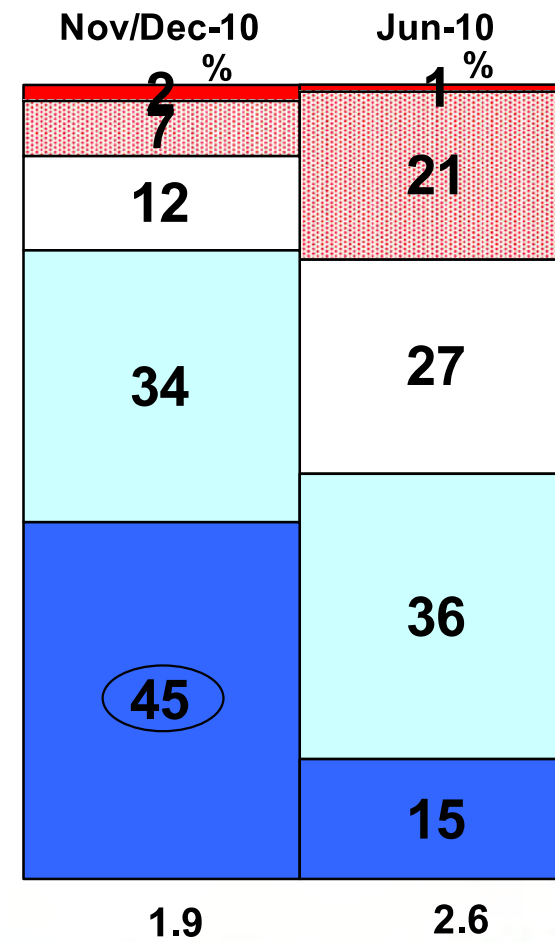
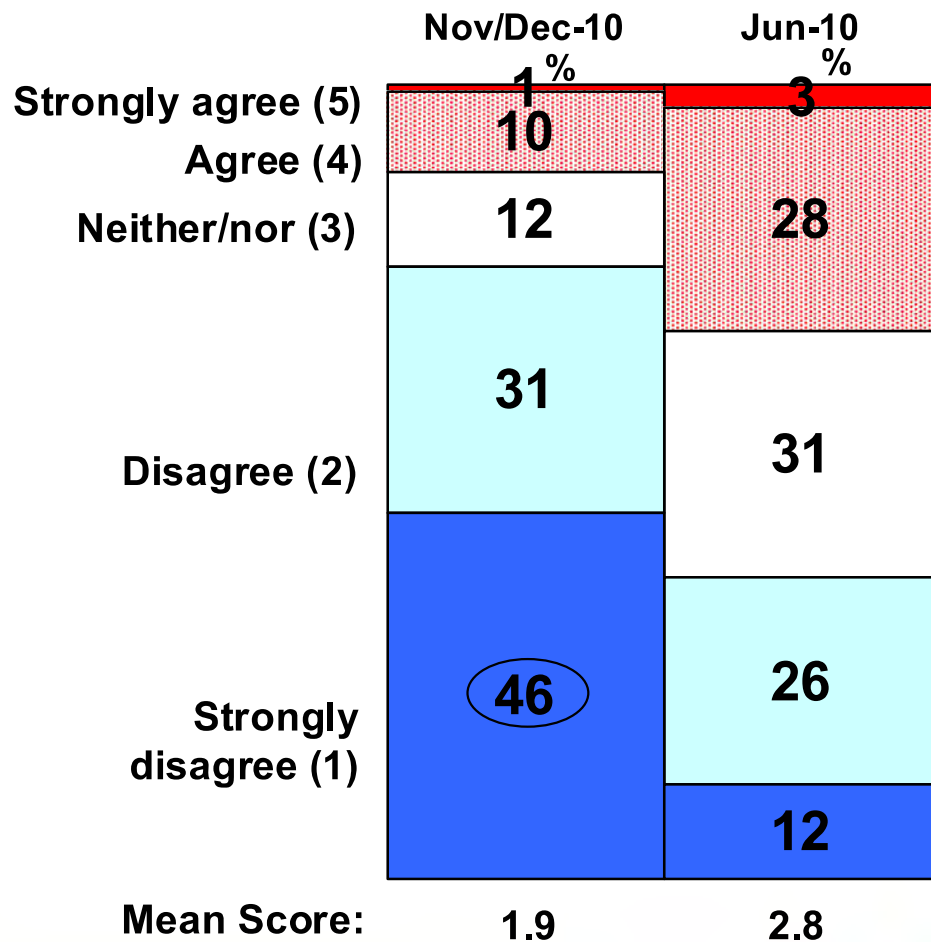


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(Base: All aged 15-74 – 1,000)

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

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



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Economic Outlook – II

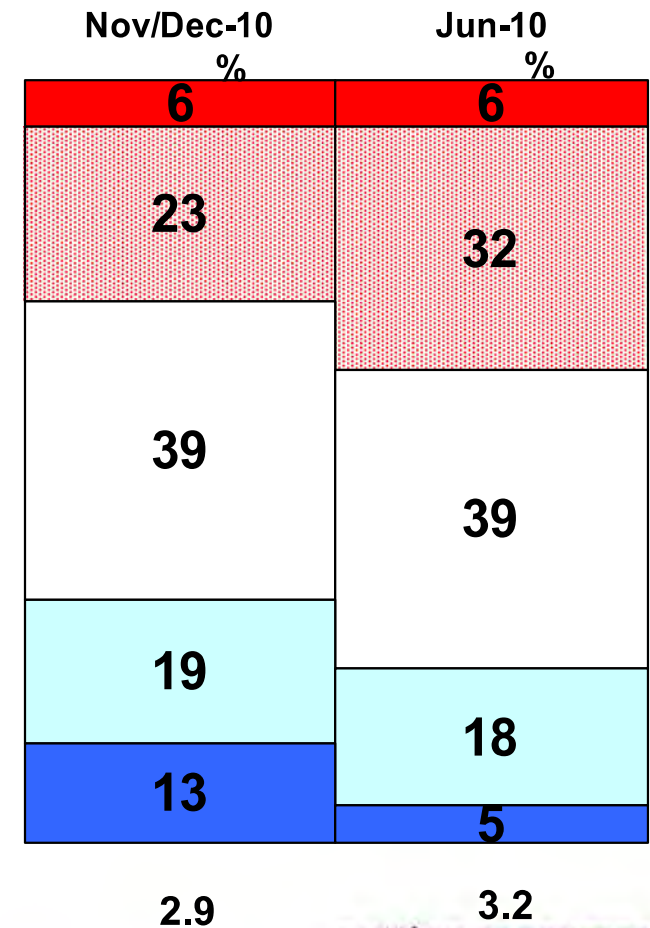
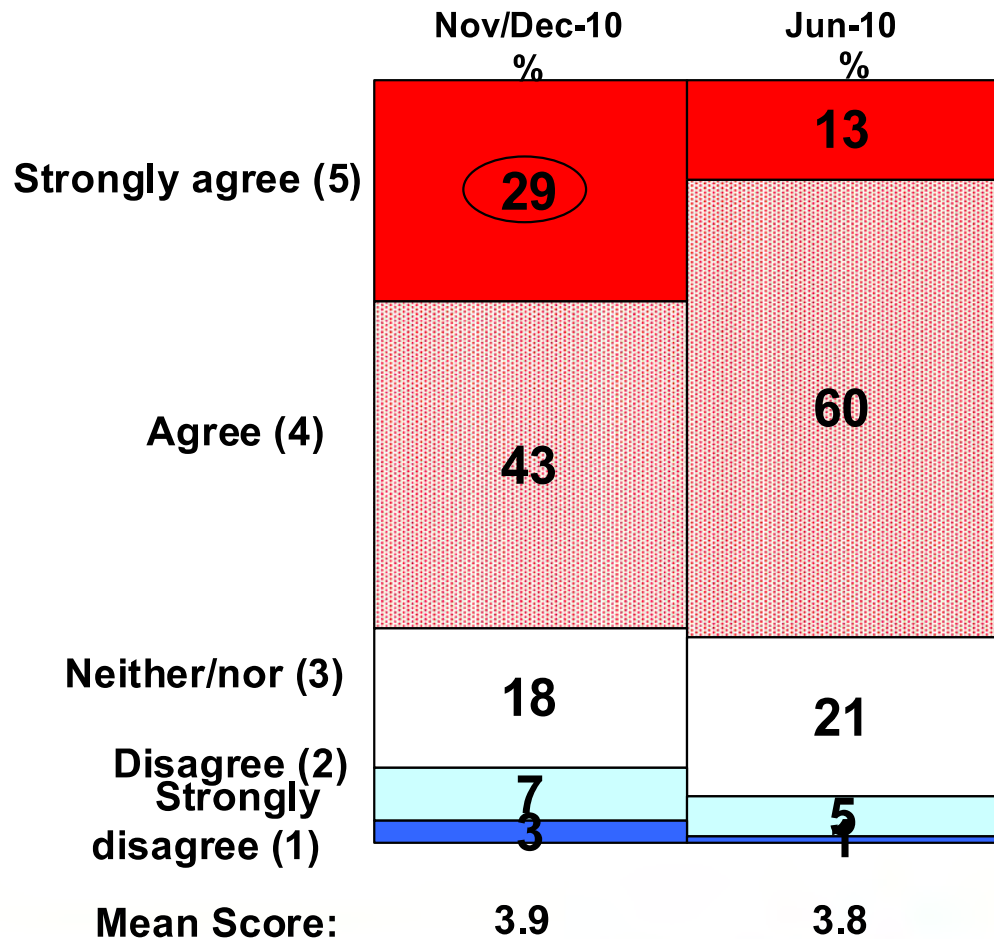
(Base: All aged 15-74 – 1,000)



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

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



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Economic Outlook – III

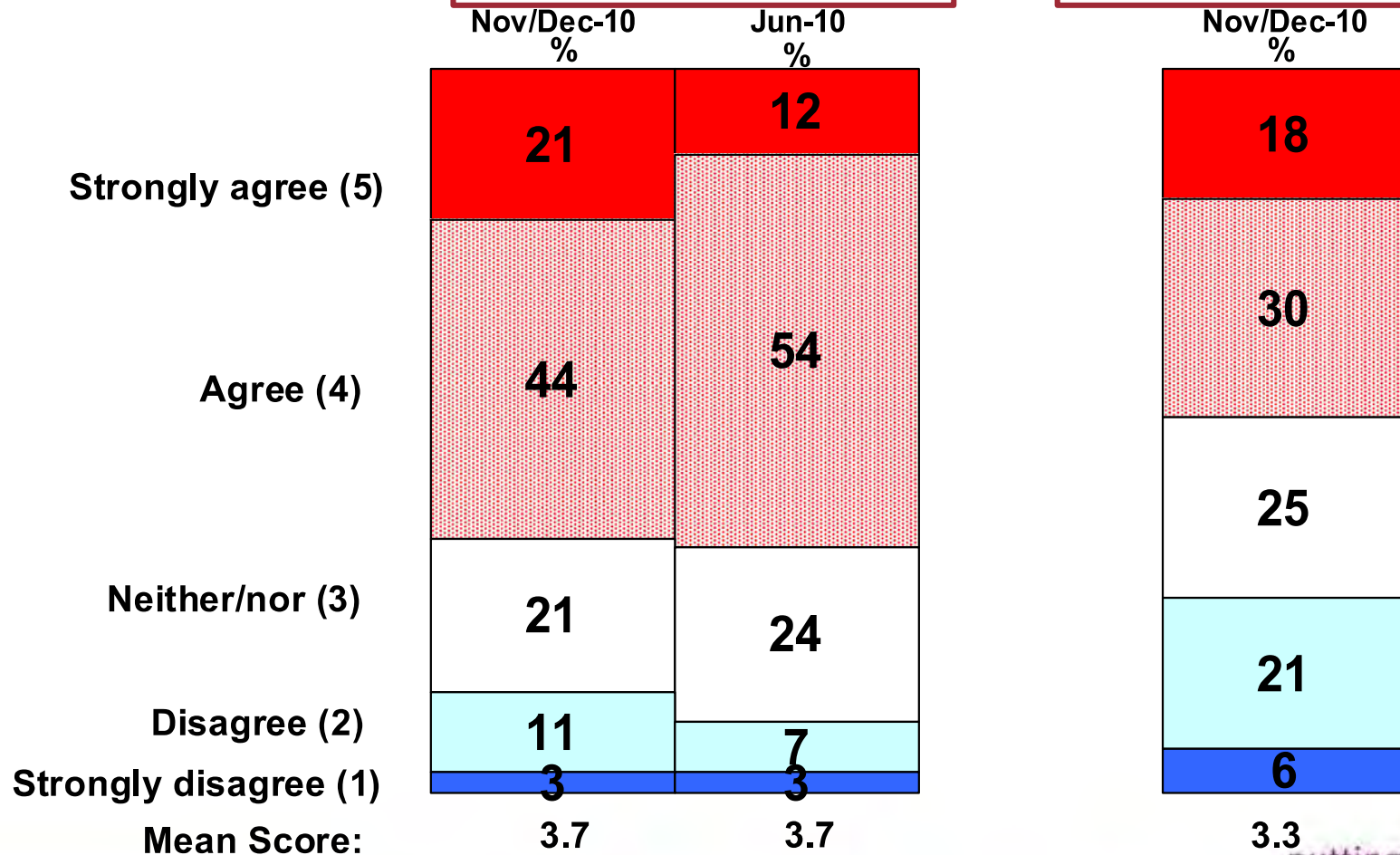


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(Base: All aged 15-74 – 1,000)

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

I am constantly looking for better value and am switching providers regularly to achieve this*



* New Statement

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



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Nov/Dec 2010

June 2010



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One Word to Describe: *How you Yourself Feel Right Now*



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Nov/Dec 2010

June 2010



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Change in Behaviour as A Result of Recession – I



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(Base: All aged 15-74– 1,000)

Nov/Dec '10
June 2010

Budgeting for household expenses

Collecting & using coupons when buying things

Using loyalty scheme points when making a purchase

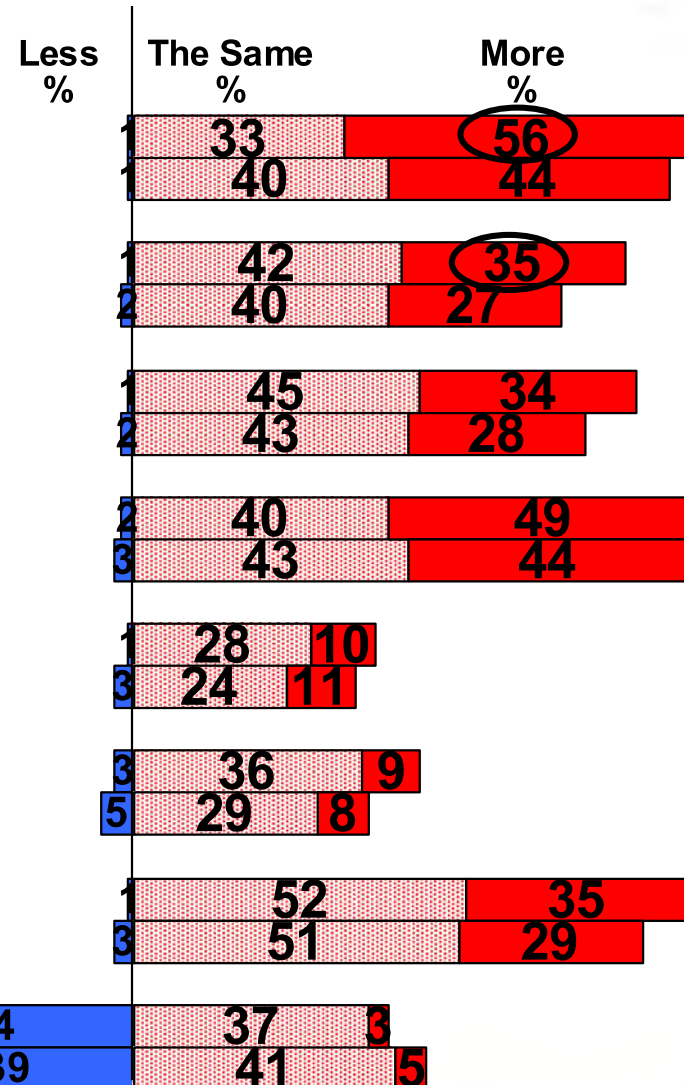
Buying goods on special offer

Using online price comparison sites

Buying items online

Preparing home-made meals from scratch

Eating takeaway foods



Never did it
10 15
22 31
20 27
9 10
61 62
52 58
12 17
16 15

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Change in Behaviour as A Result of Recession – II



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(Base: All aged 15-74– 1,000)

Nov/Dec '10
June 2010



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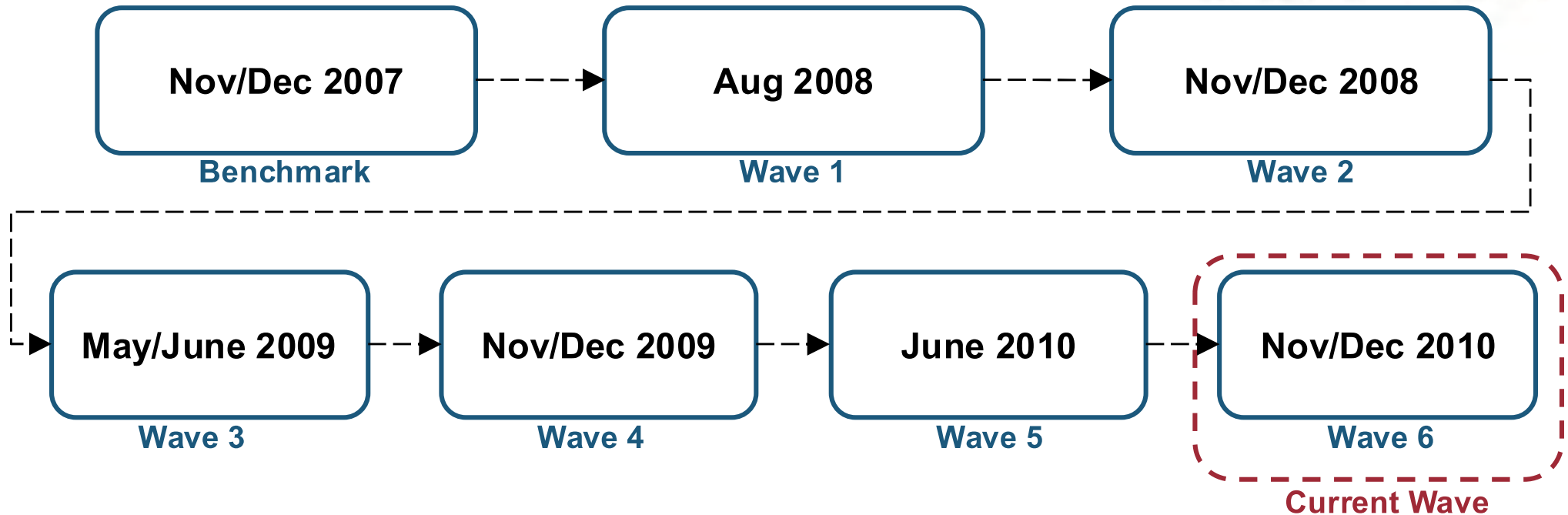
Research Background and Methodology

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Research Background and Methodology



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- The research was conducted by means of face-to-face interviewing with 1,000 people between the ages of 15-74.
- 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 November/December 2010.

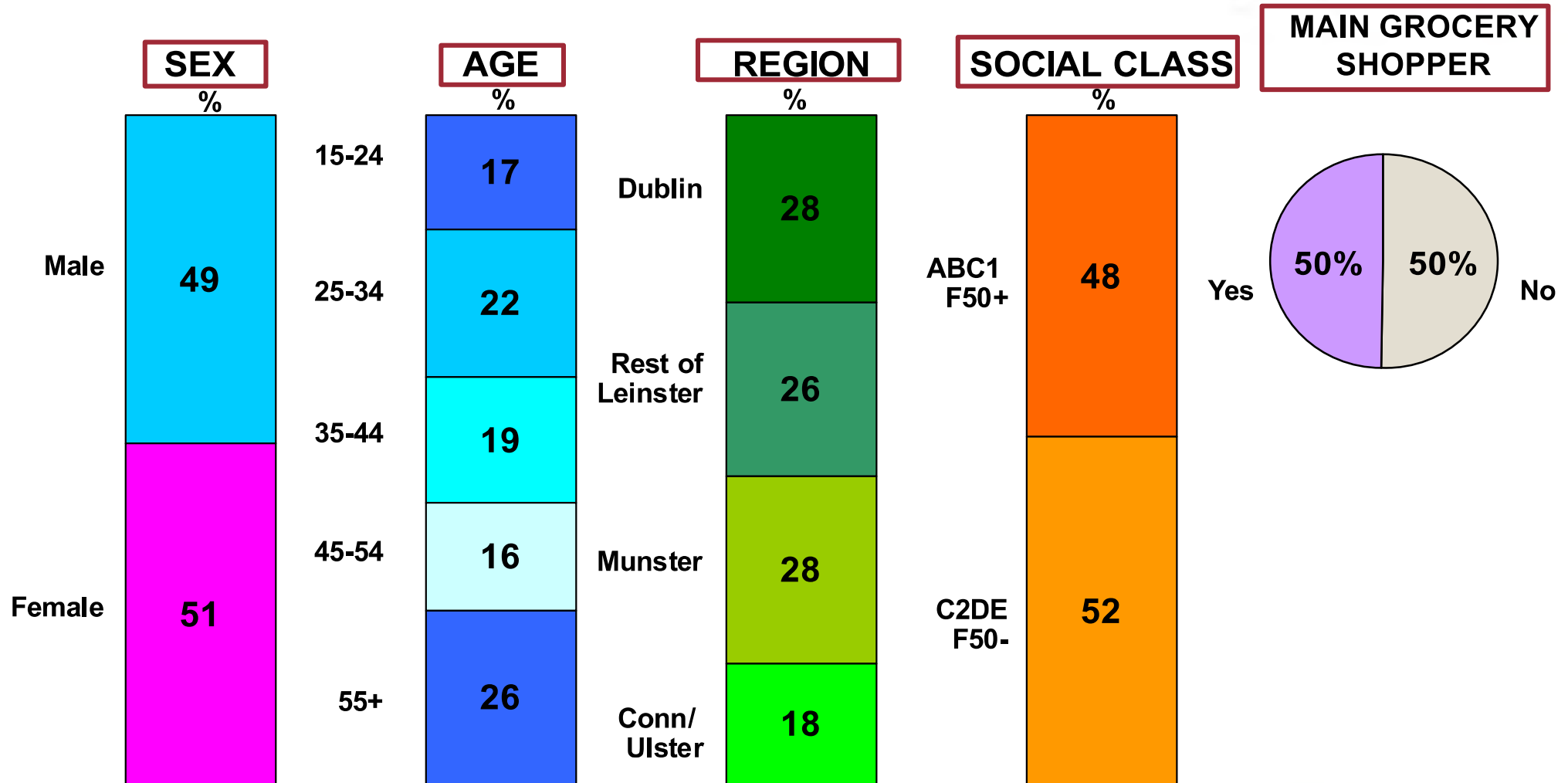
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Profile of Sample



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(Base: All aged 15-74 – 1,000)



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