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# Budgeting, Income & Expenditure – Consumer Behaviour

December 2015



# Key summary findings

- 3 in 4 households budget for their household expenses, with budgets being predominantly on a weekly bases (3 in 5), while 3 in 10 budget on a monthly basis.
- 3 in 5 save regularly, with women and ABC1s showing highest likelihood to save.
- Saving and using existing cash resources are the main methods used to finance large spend items.
- The rate of declining income continues to slow with 1 in 5 claiming that their household income has decreased (44% in 2013). 50% state that their household spend has remained the same with 10% saying that it has decreased and 35% stating that expenditure has increased.
- Positively, a quarter of the population believe that their personal finances will improve in the next 12 months, up from 12% in 2014.
- Almost half of consumers believe that the recession has taught us to better manage our finances (53%), while 44% believe that they are now constantly looking out for better value.



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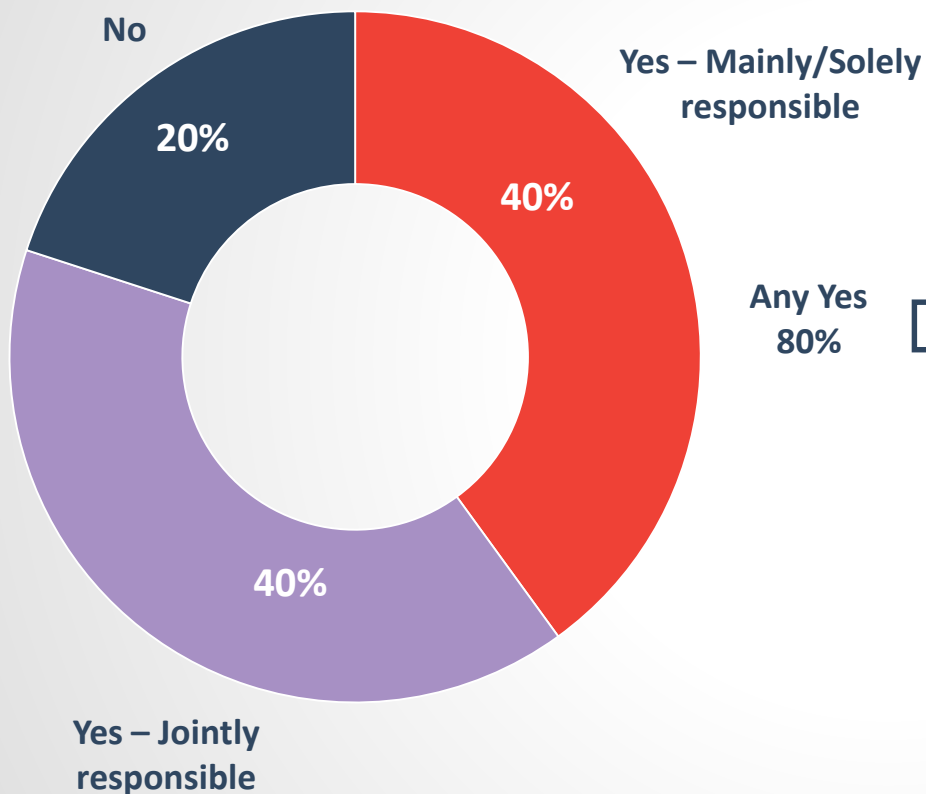
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# Household Budgeting

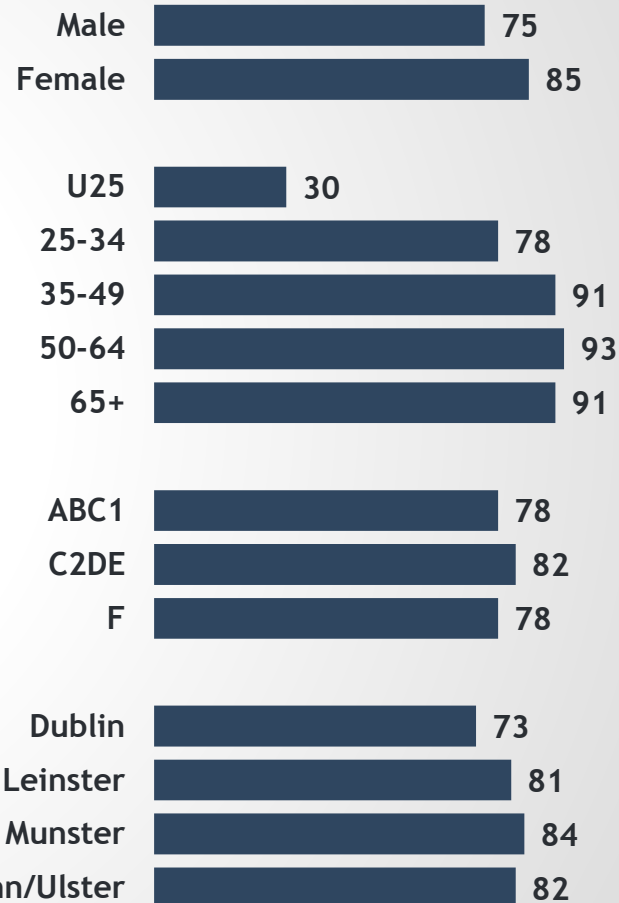


# Responsible for their managing household's monthly expenditure

Base: All adults 16+ - 1,001



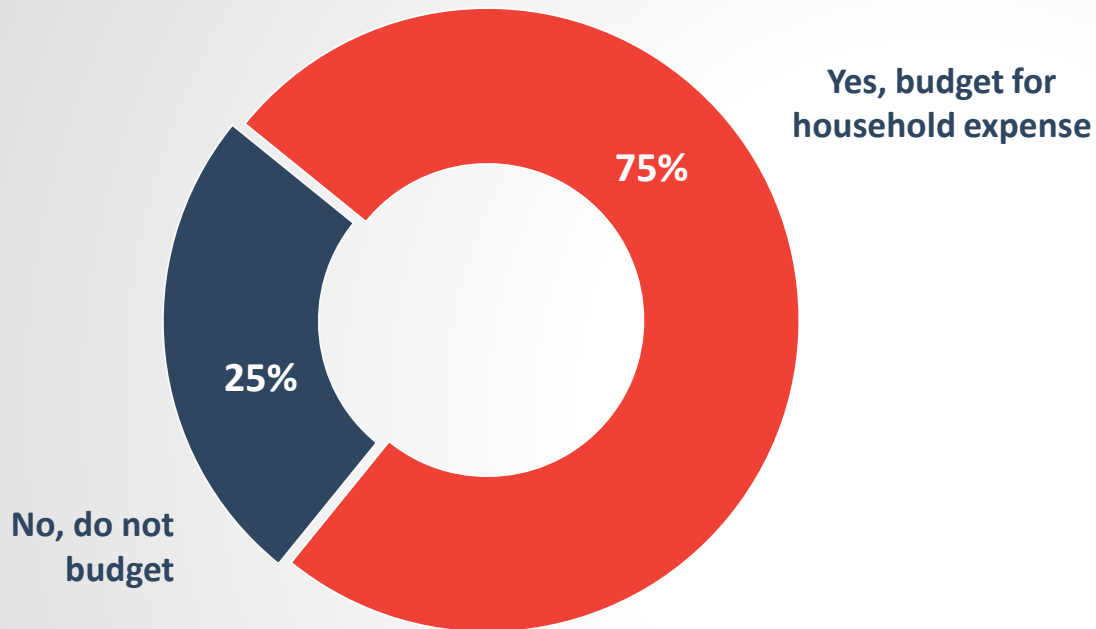
Any Yes  
80%



Q. 1 Are you responsible for managing your household's monthly expenditure?

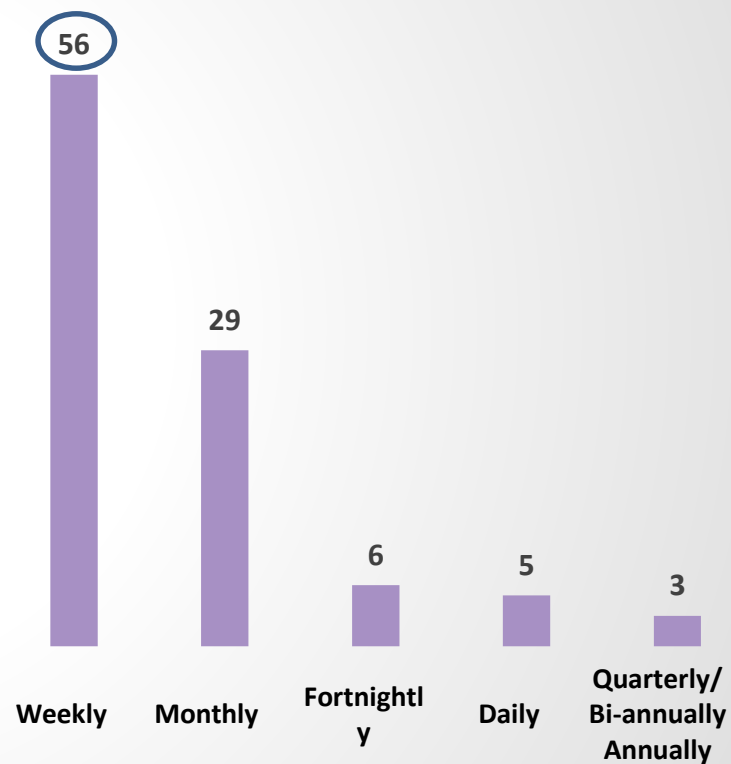
## 3 in 4 budget in some way for their household expenses

All Responsible for Household Expenditure: 815



### Household budget timeframe

Base: All who budget - 609



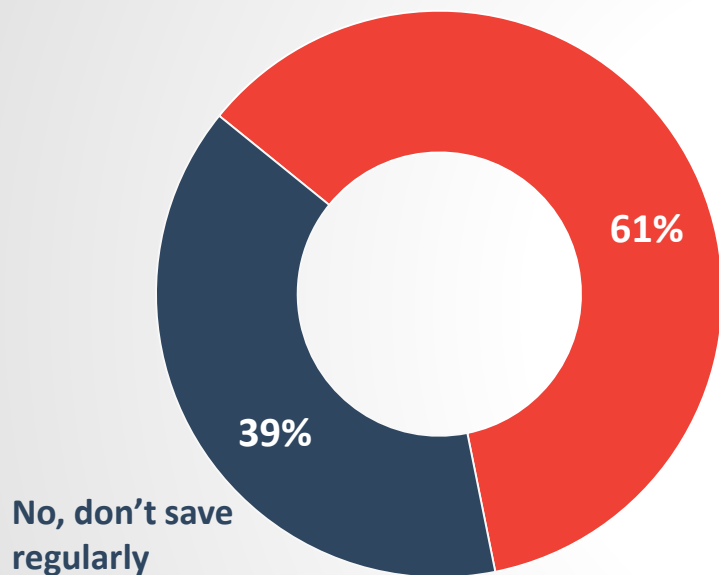
Budgets are predominantly on a weekly basis (3 in 5), while 3 in 10 are on a monthly basis.

Q.2 Do you budget for household expenses?

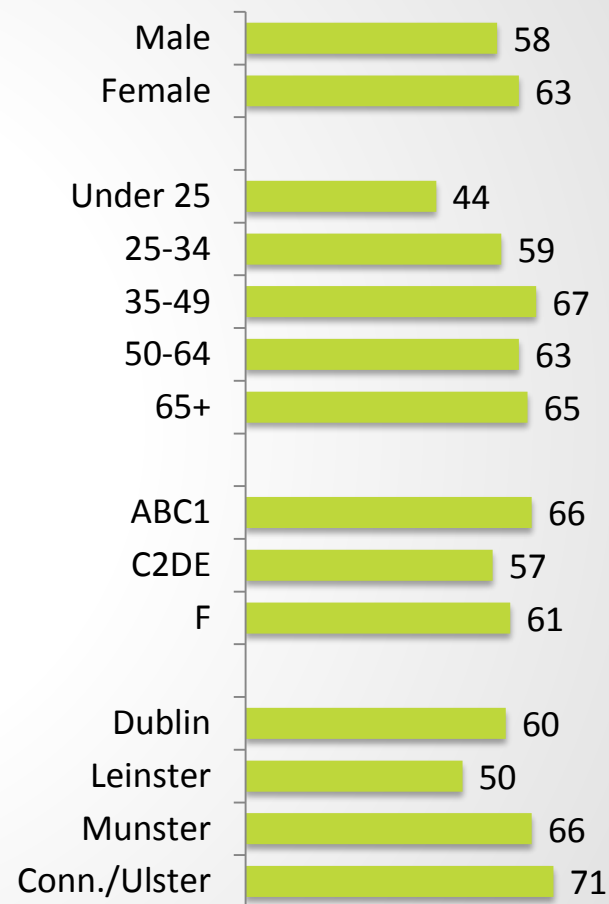
Q.3 With which one of the following timeframes do you operate your household budget?

## 3 in 5 people save regularly

Base: All respondents – 1,001



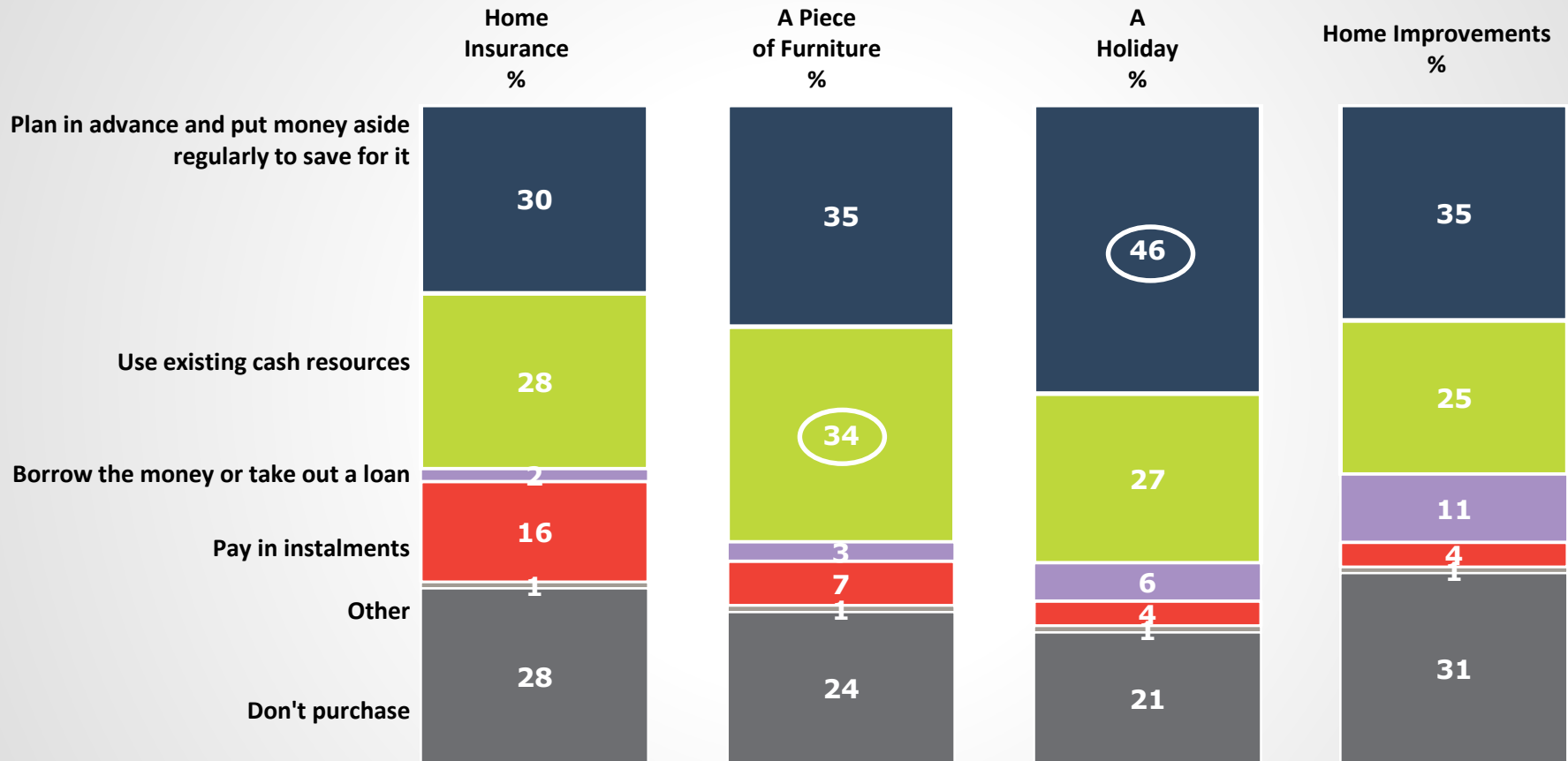
Yes, save regularly



Q. 5 Do you save regularly?

# Methods used to finance large spends

Base: All adults 16+ – 1,001



Almost half of Irish consumers save for a holiday, while 1 in 5 don't go on holidays. Purchasing furniture is evenly split between saving and using existing cash resources.

Q. 4a How do you generally finance the following large spend item/bill?



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# Income & Expenditure

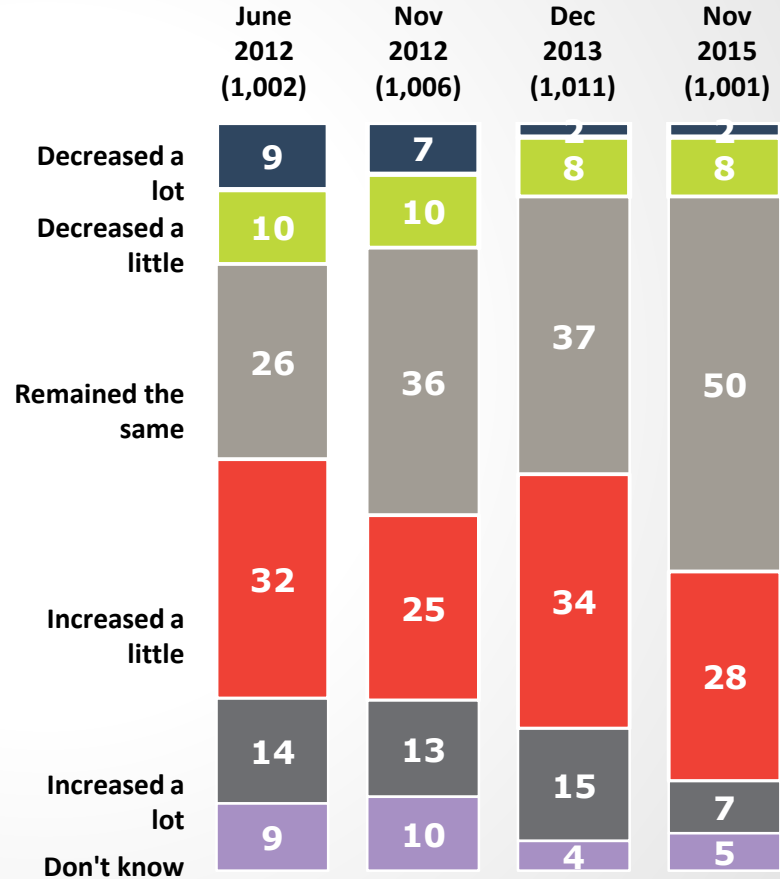
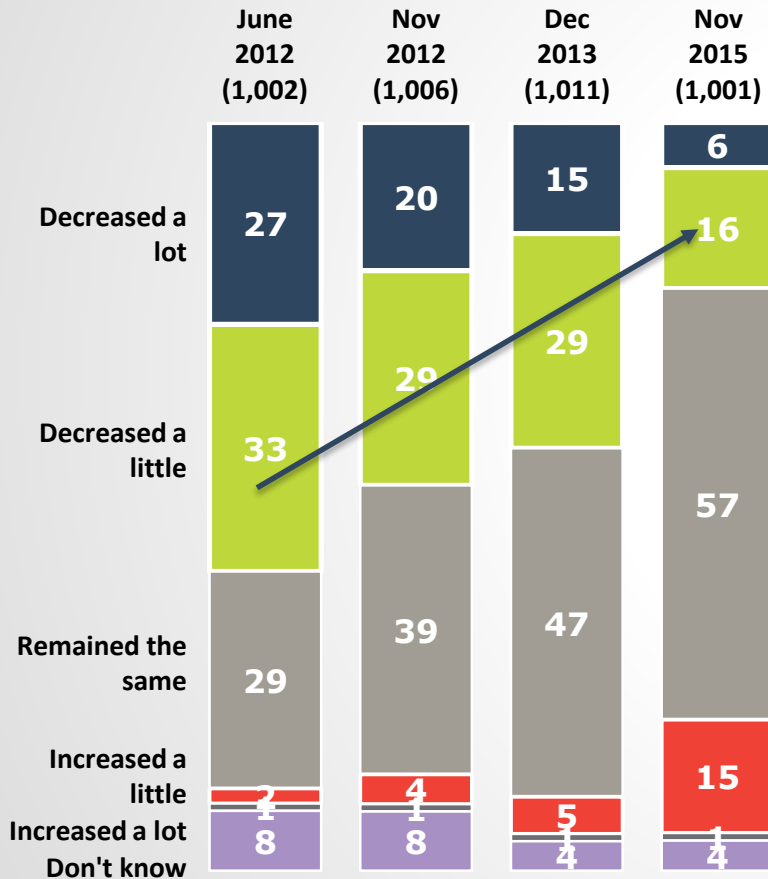


# Income and expenditure changes over past 12 months

Base: All Adults 16+ 1,001

Household Income has....

Household Expenditure has....

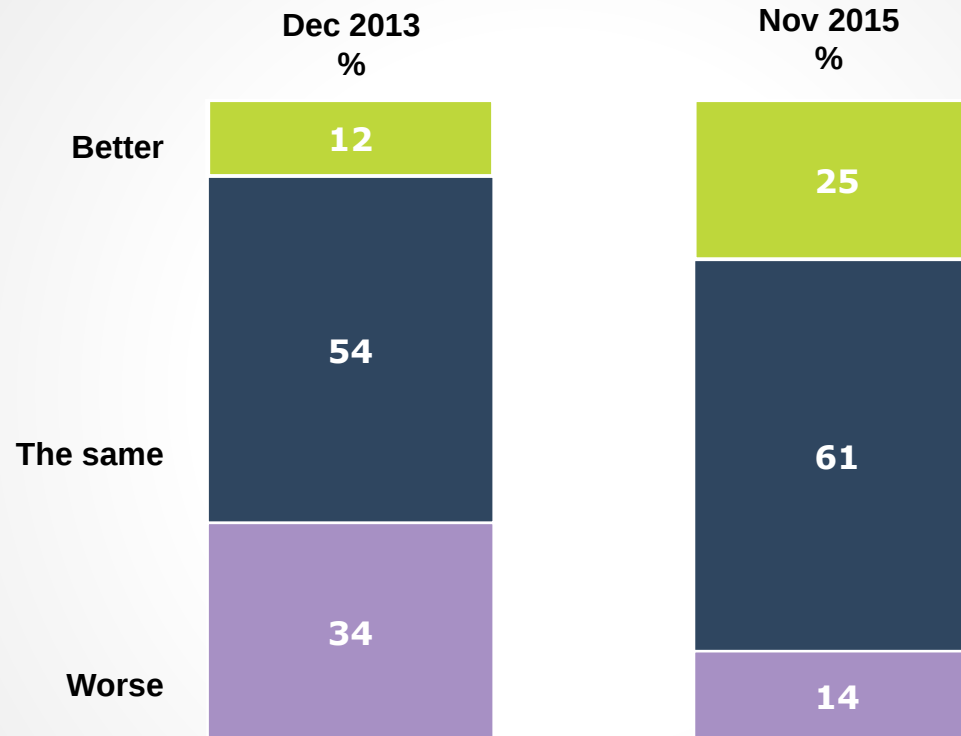


Q6. Compared to this time last year, has the amount of income coming into your home increased, decreased or stayed the same?

Q.7 Compared to this time last year, has your amount of household expenditure increased, decreased or stayed the same?

# Outlook of personal finance situation in 12 months time

Base: All adults 16+ – 1,001



One quarter of the population believe their personal finances will improve in the next 12 months with the under 50s, ABC1s and those living in Dublin/Leinster are most optimistic.

**Q. 8** Do you think that your personal finances will be (i) better, (ii) the same, (iii) or worse in 12 months time than they are now?

## Under 50 are more optimistic about their future

Base: All Adults 16+ 1,001

|             | Total        | Gender     |            | Age        |            |            |            |            | Class      |            |           | Region     |            |            |             |
|-------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|-------------|
|             |              | Male       | Female     | -24        | 25-34      | 35-49      | 50-64      | 65+        | ABC1       | C2DE       | F         | Dublin     | Leinster   | Munster    | Conn/Ulster |
| <i>Base</i> | <b>1,001</b> | <b>478</b> | <b>523</b> | <b>134</b> | <b>161</b> | <b>307</b> | <b>231</b> | <b>168</b> | <b>486</b> | <b>455</b> | <b>60</b> | <b>289</b> | <b>253</b> | <b>289</b> | <b>170</b>  |
|             | %            | %          | %          | %          | %          | %          | %          | %          | %          | %          | %         | %          | %          | %          | %           |
| Better      | 25           | 24         | 25         | 33         | 30         | 29         | 17         | 11         | 30         | 21         | 20        | 32         | 28         | 15         | 22          |
| The same    | 61           | 60         | 62         | 60         | 55         | 55         | 68         | 75         | 60         | 61         | 69        | 55         | 56         | 68         | 68          |
| Worse       | 14           | 16         | 13         | 7          | 15         | 16         | 15         | 14         | 9          | 18         | 11        | 13         | 16         | 17         | 10          |

**Q. 8** Do you think that your personal finances will be (i) better, (ii) the same, (iii) or worse in 12 months time than they are now?



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# Research Methodology and Sample Profile



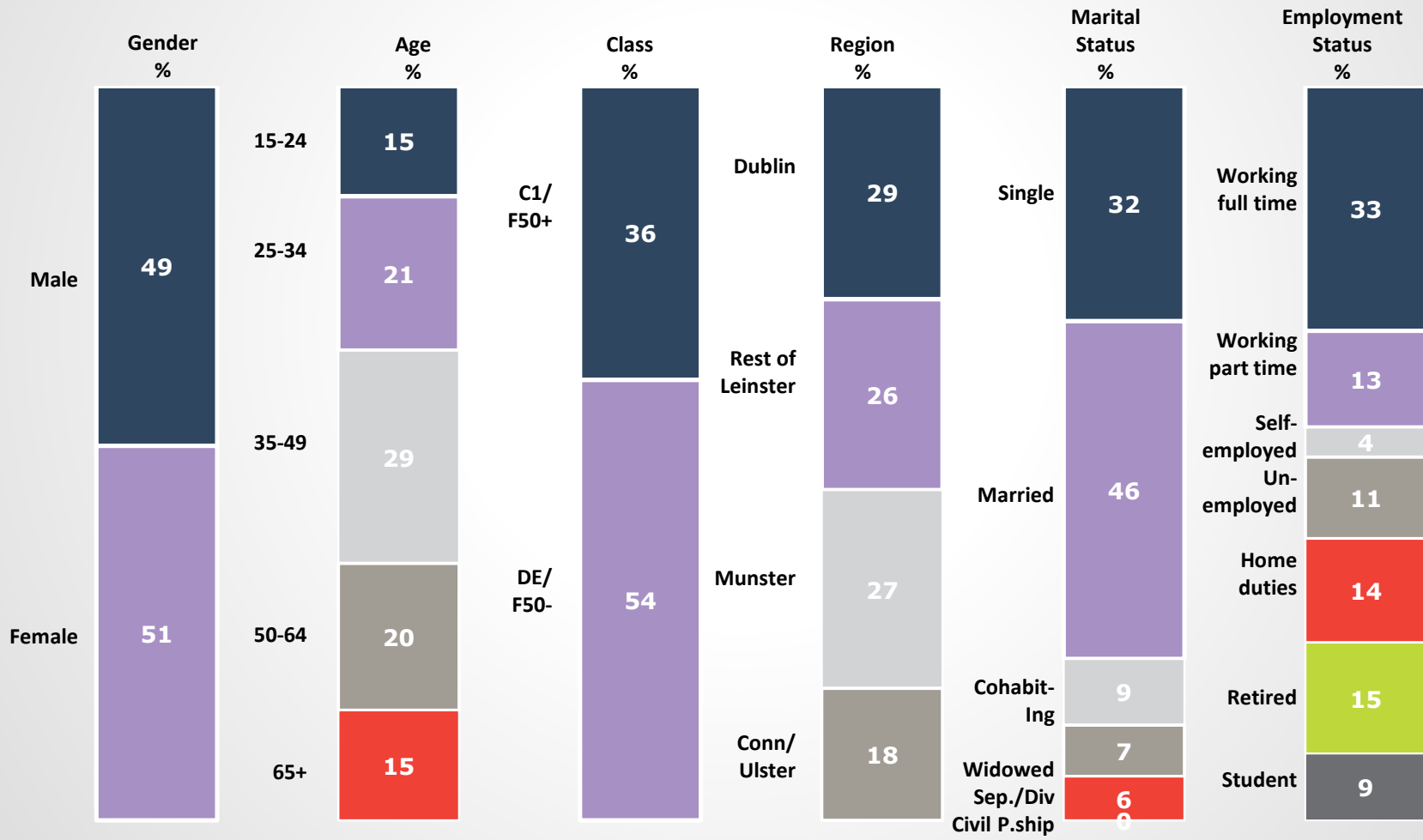
# Research Methodology

- The research was undertaken through a face-to-face, in-home survey of 1,001 adults aged 16+.
- Census-derived quota controls were based on gender, age, social class (industry estimates), region and area (i.e. degree of urbanisation.) to ensure that the sample is reflective of the Irish population.
- When all assignments are cumulated the sample structure mirrors the latest census of population. Data can be deemed to have an accuracy of +/- 3 percentage points.
- All research was conducted from 6<sup>th</sup> – 20<sup>th</sup> November 2015.



# Profile of Sample

Base: All Adults 16+ 1,001





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# Thank You

