

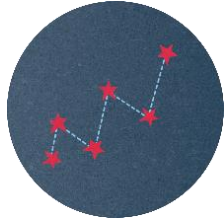
Consumer Mood Monitor

Increase in Consumer Outlook & Spend Intention

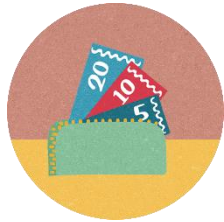
October 2017



Increase in Consumer Outlook & Spend Intention



Consumer Outlook for the Irish economy has improved further and half now believe that the economy will fare better in the next 6 months while less than 1 in 6 believe the economy will fare worse.



More than 1 in 4 consumers expect an increase in their income over the next 6 months – and as a consequence of this, spend intention is up across all categories, but especially for consumer goods and services.



Brexit continues to be a significant concern among Irish consumers with 4 in 5 being worried about the impact of Brexit on the Irish economy. But at the moment, this is offset by a favourable economic climate in Ireland.



The weaker British Pound also continues to have an impact on domestic spend with a significant proportion of consumers shopping more online from the UK or across the border in Northern Ireland since Brexit.

Consumer Mood - Headline Facts

Further increase in outlook for the Irish economy.

50% believe the economy will improve in the next 6 months – up from 42% in June.

55% expect employment opportunities to improve in the next 6 months – up from 48% in June.

More consumers are also expecting an increase in their disposable income in the next 6 months –

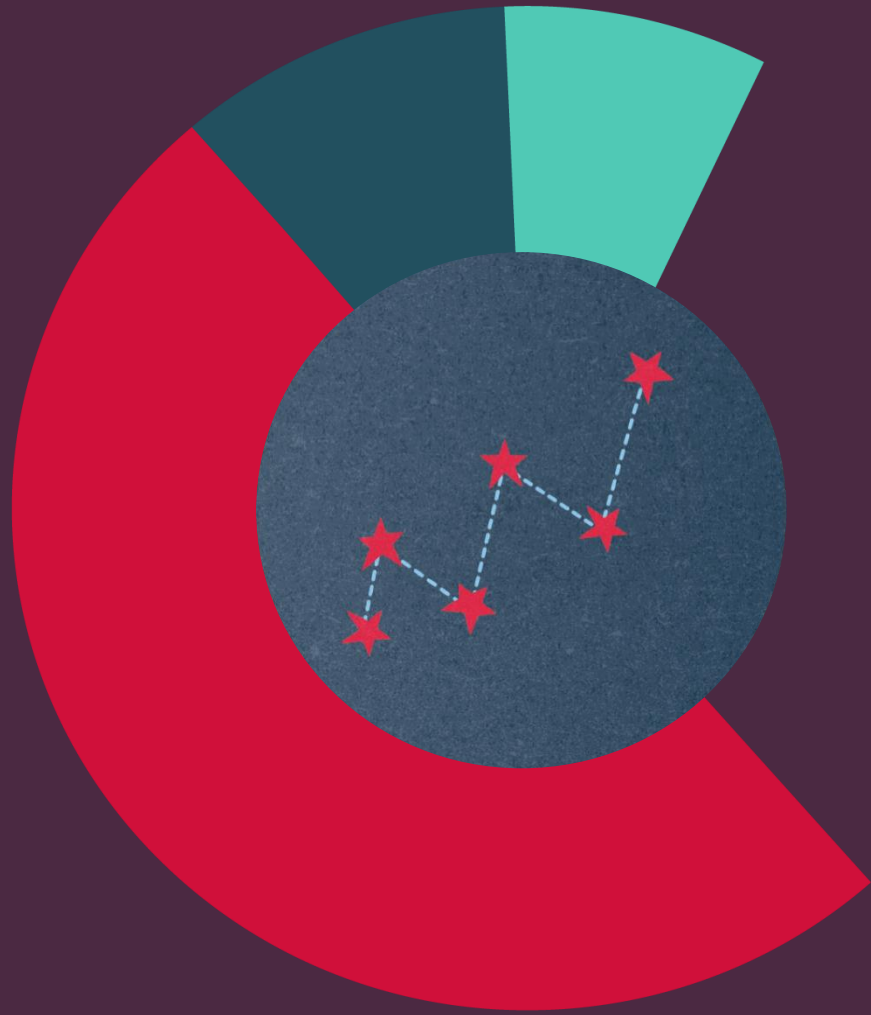
27% expect this vs. 23% in June.

But Brexit remains a concern with **79%** being worried about the impact Brexit will have on the Irish economy.

Spend intention for the next 6 months is up for all categories with approximately 1 in 4 consumers expecting to increase spend.

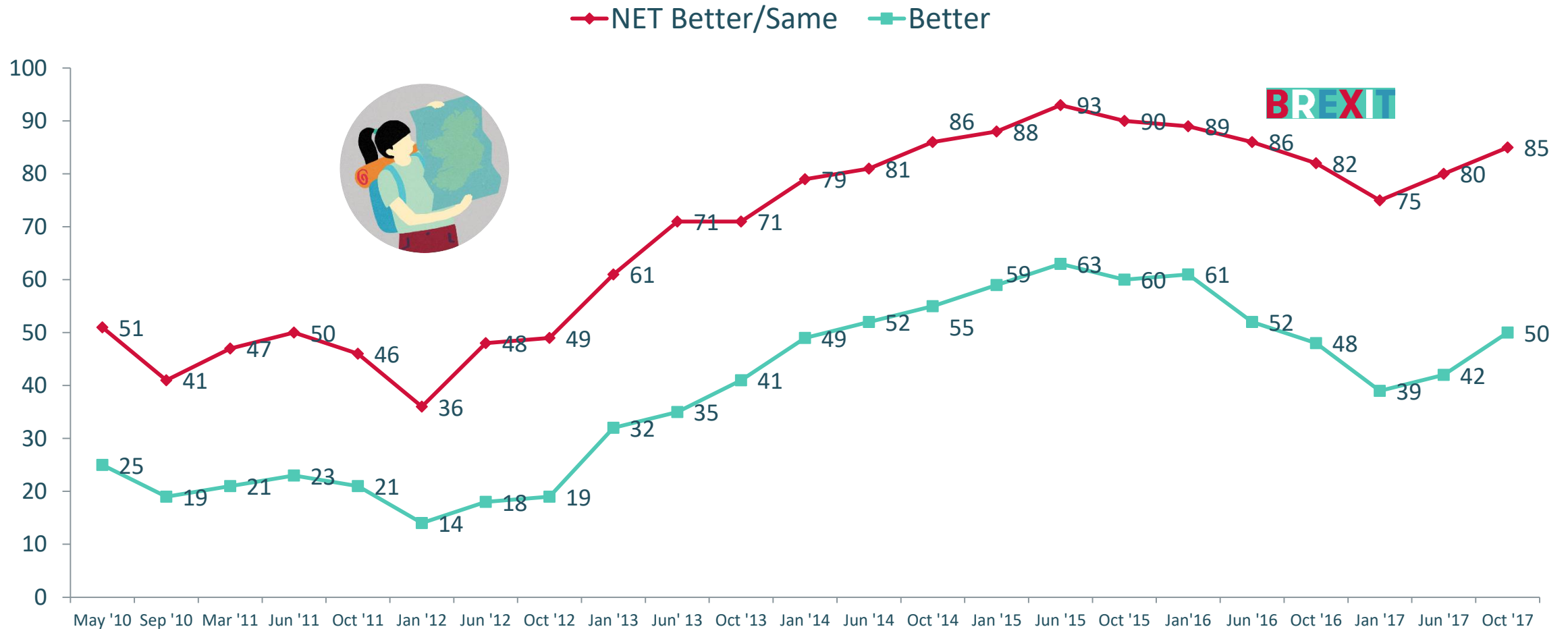
26% claim to have purchased more goods online directly from the UK since Brexit – this is up from 20% in June.

65% would like to see a United Ireland as a result of Brexit – this is up slightly from 62% in June.



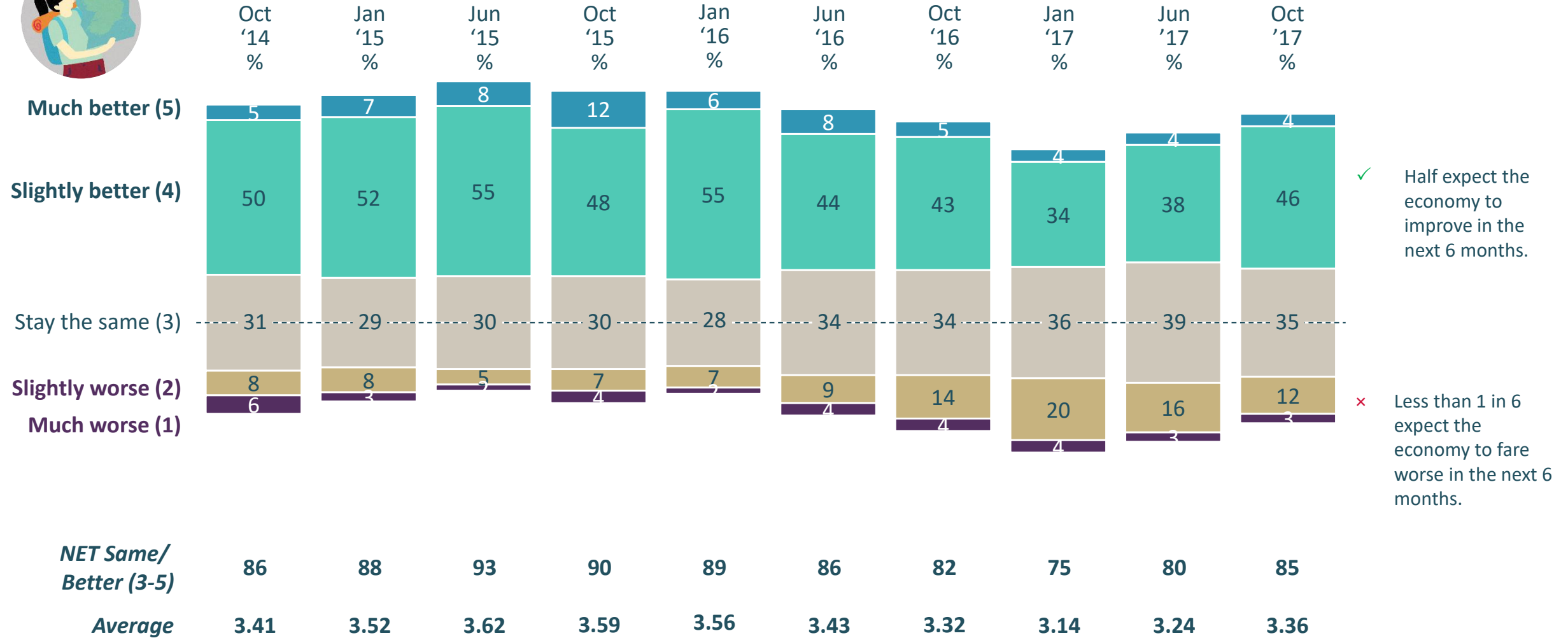
Further increase in Consumer Outlook for the Irish economy in spite of concerns over Brexit

How do you expect the Irish economy to fare in the next 6 months?



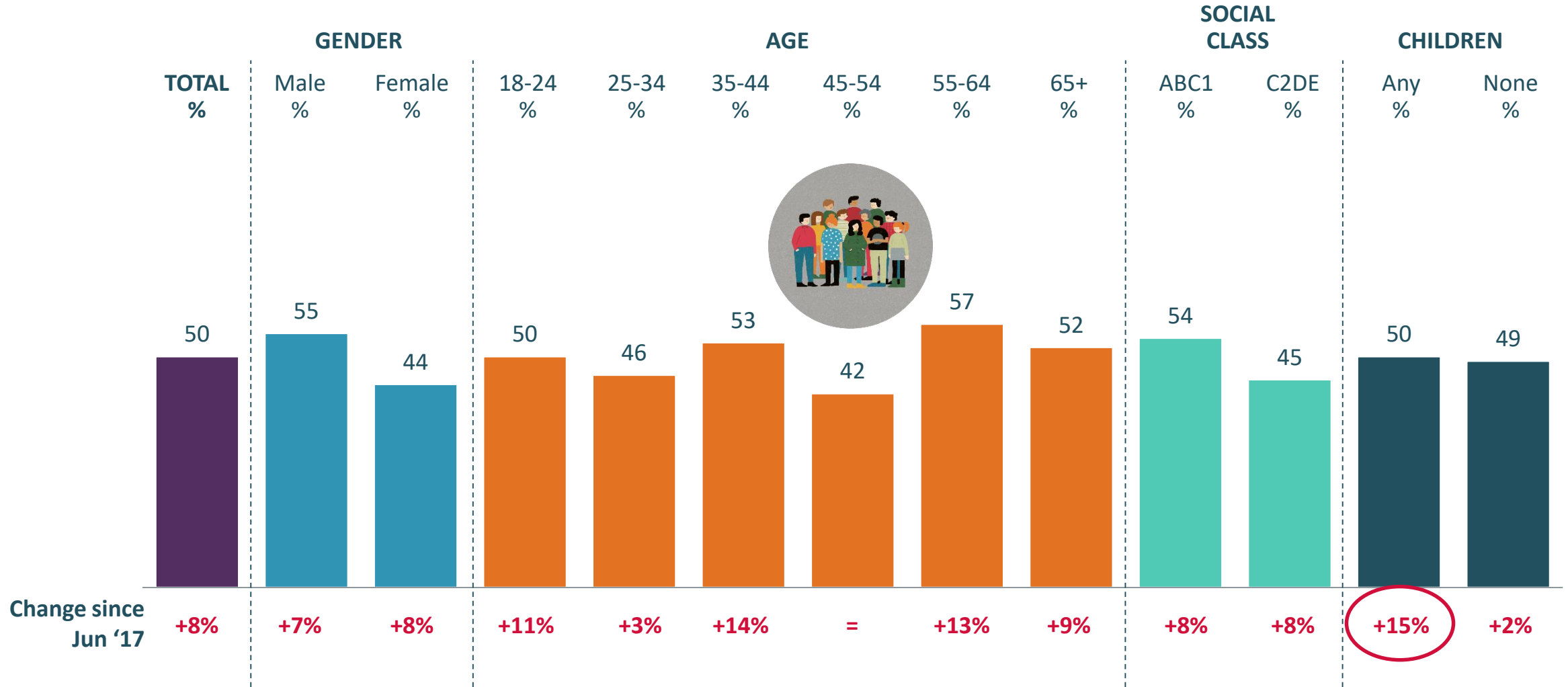
Consumer outlook for the Irish economy sees a further improvement from June to October. After declines in 2016 following the Brexit vote, we have seen improved consumer outlook throughout 2017.

How do you expect the Irish economy to fare in the next 6 months?



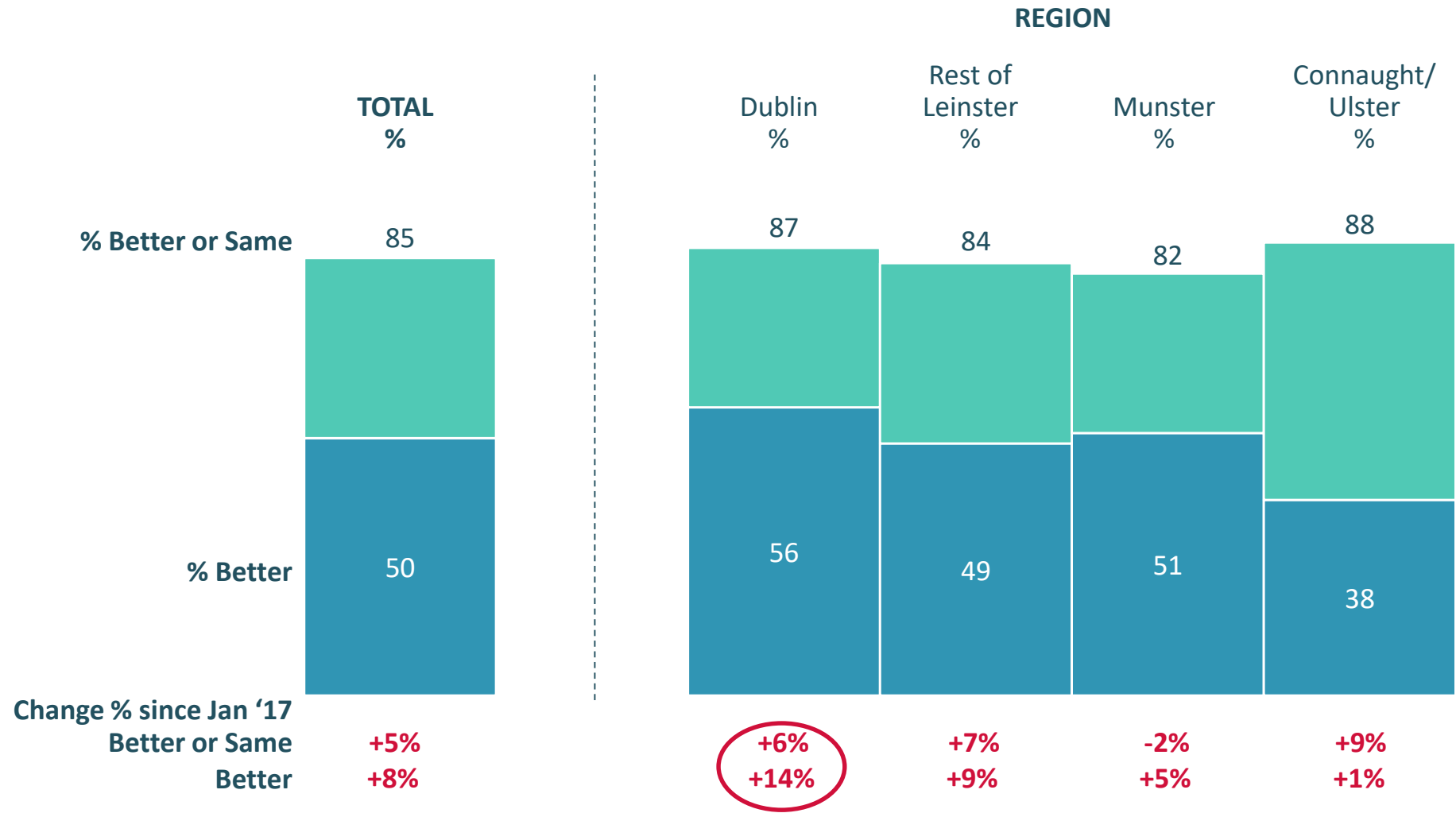
Expectations for the Irish economy 6 months from now

% Stating they believe it will be better



Consumer outlook is higher among males and higher social classes compared to the rest of the population.

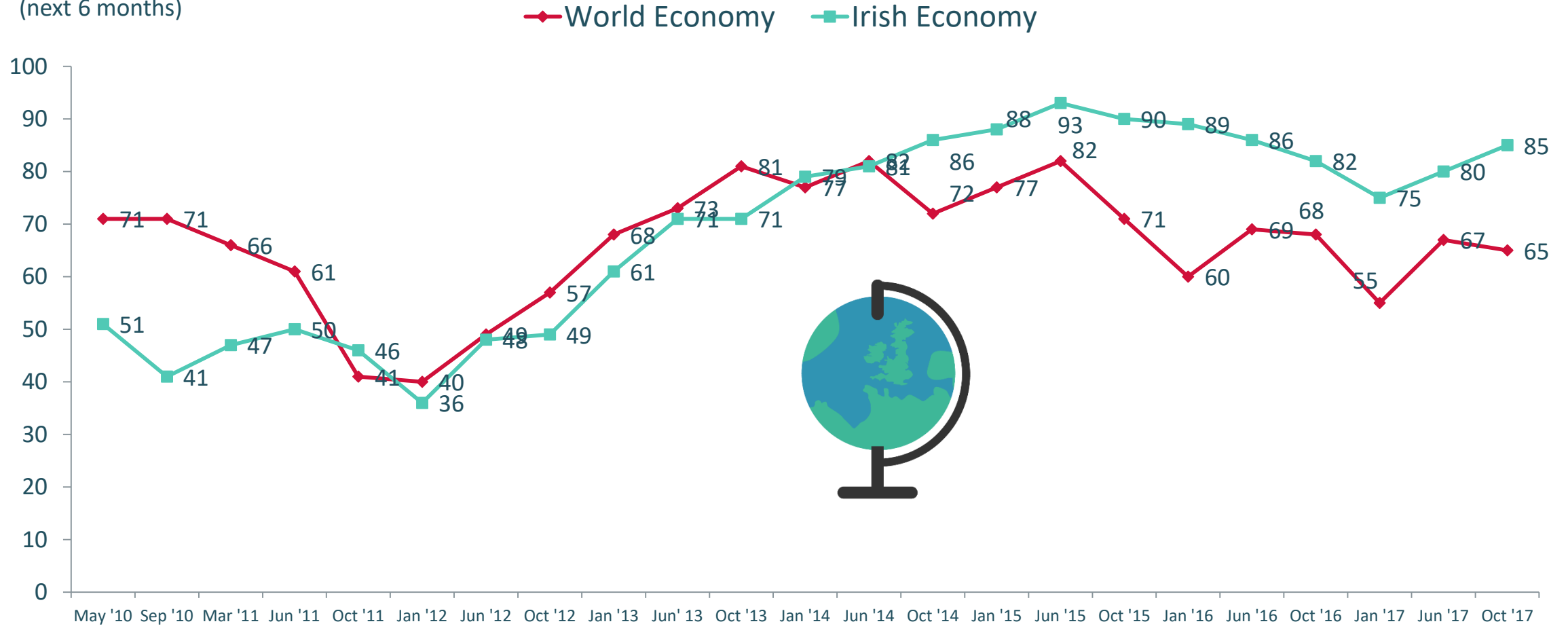
Expectations for the Irish economy across the country...



Those living in Dublin are more likely to believe the Irish economy will fare better in the next 6 months compared to the rest of the country, and especially compared to Connaught and Ulster.

Expectations for the World Economy

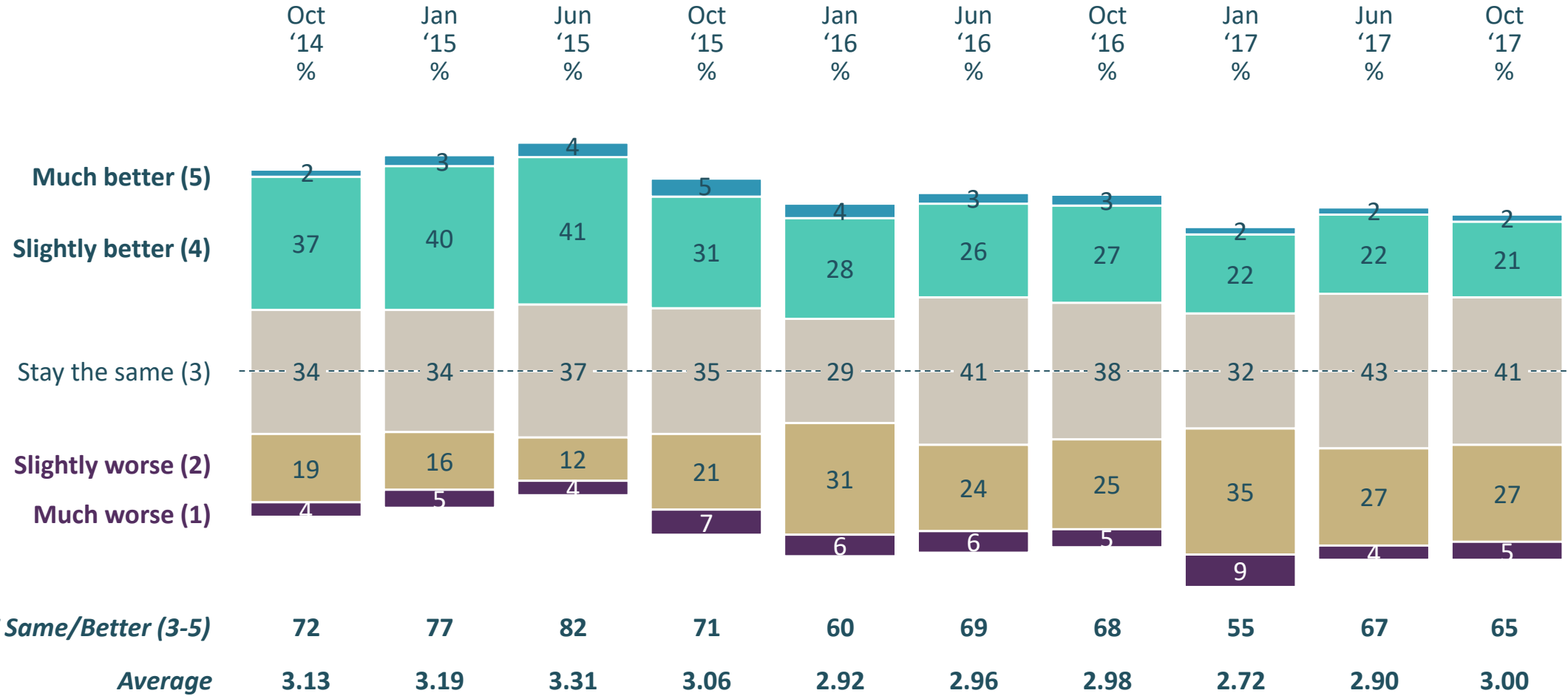
% NET Better/Same
(next 6 months)



Outlook for the World Economy remains steady and lower than the outlook for the Irish Economy.



How do you expect the World economy to fare in the next 6 months?

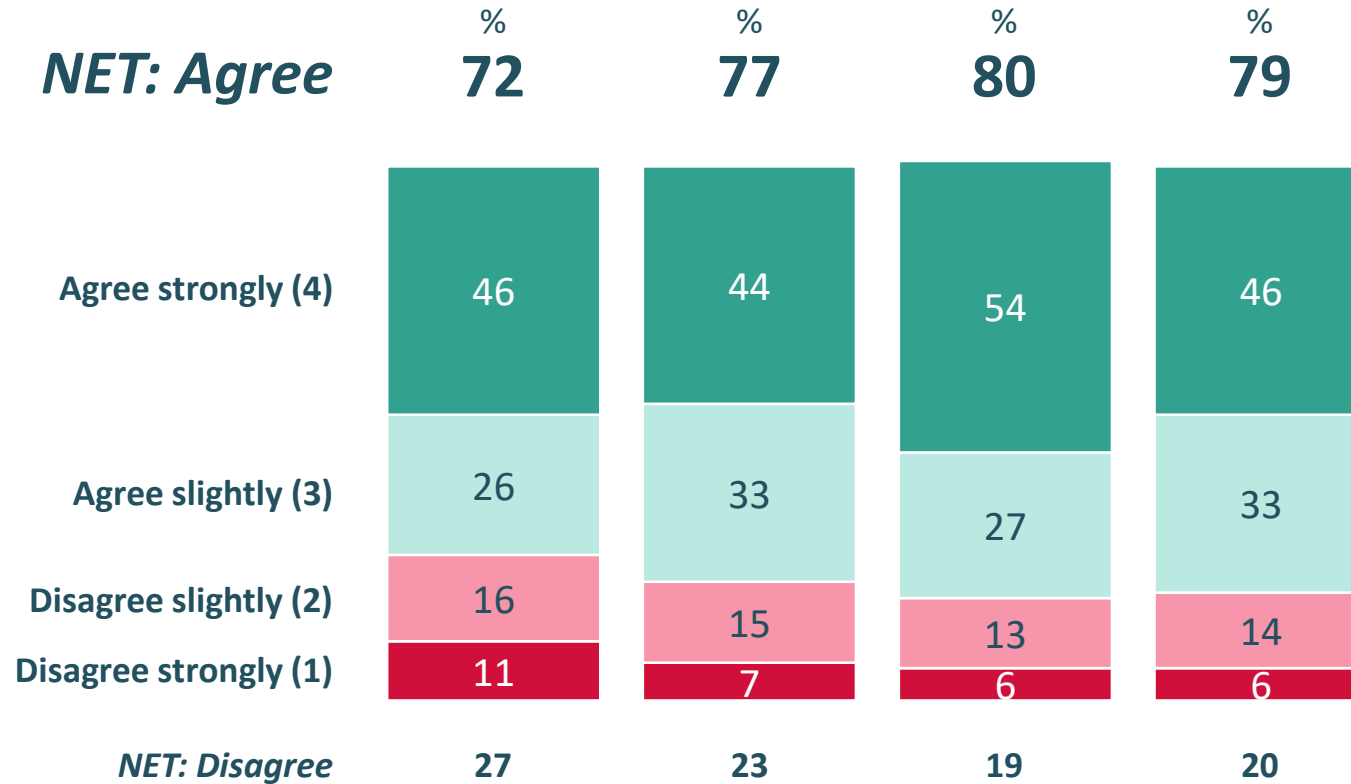
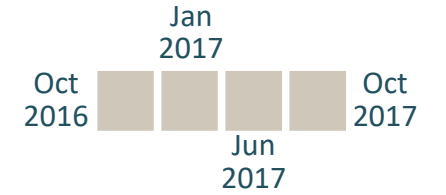


✓ Less than 1 in 4 believe the World Economy will fare better in the next 6 months.

✗ 1 in 3 feel the World Economy will get worse in the next six months.

Impact of Brexit on Ireland's Economy

"I am worried that Brexit will have a negative impact on Ireland's economy"

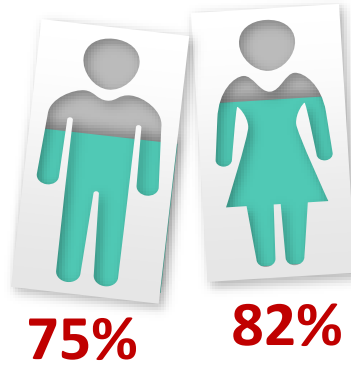


4 in 5 continue to be concerned about the impact of Brexit on the Irish economy.

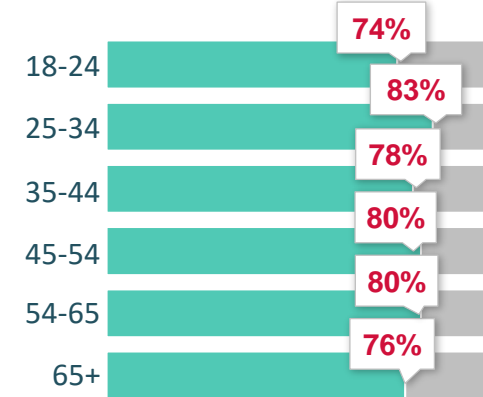
Who are worried that Brexit will have a negative impact on Ireland's Economy



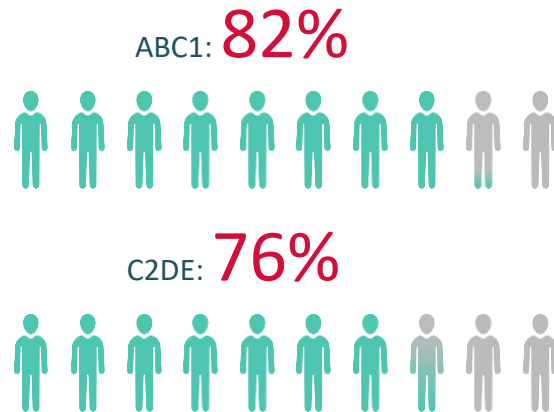
Gender



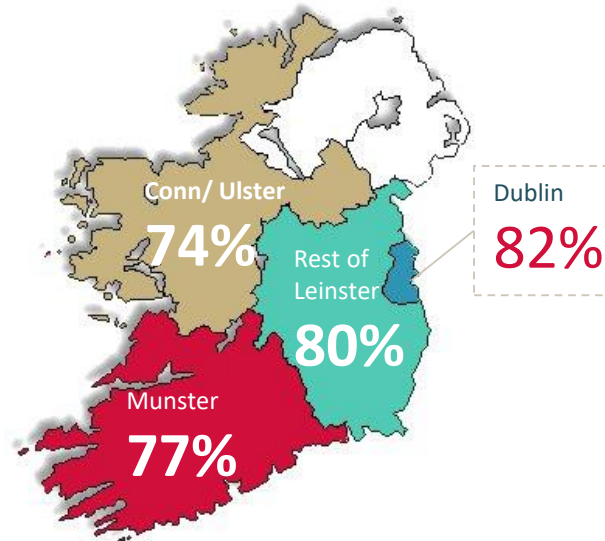
Age



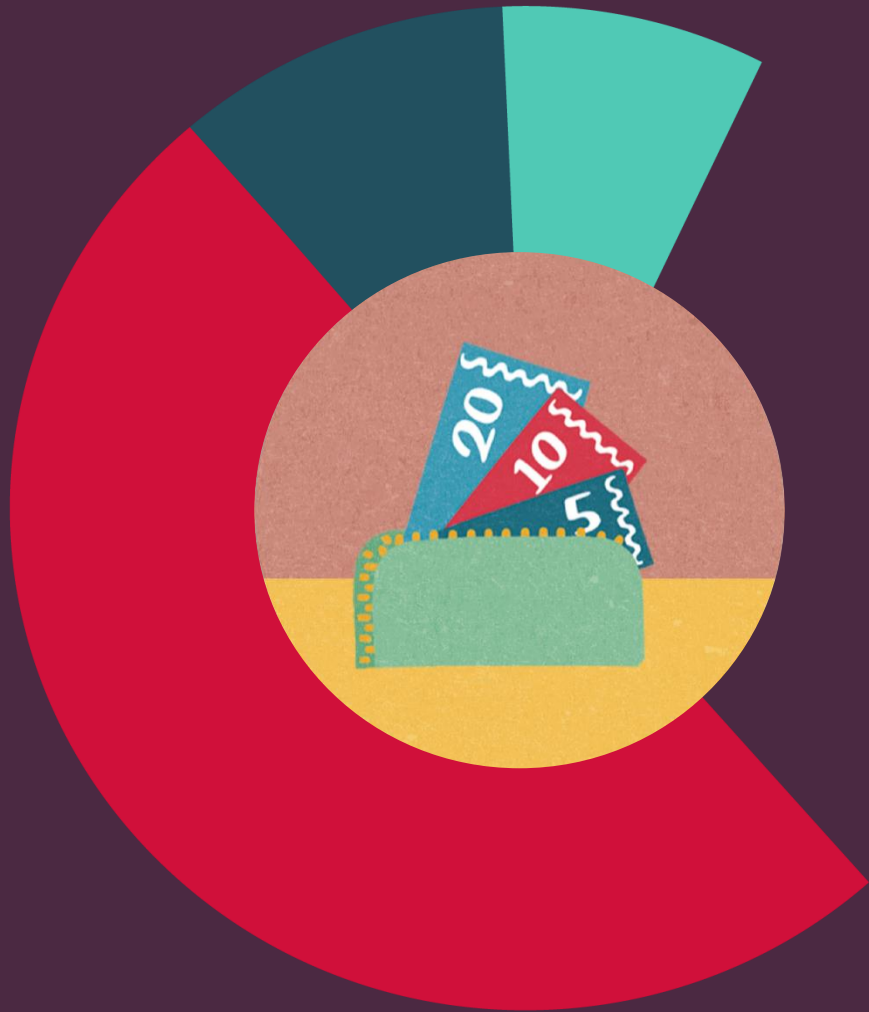
Social Class



Region



Across the population, we see significant concerns about the impact of Brexit on the Irish economy. Surprisingly those living in Connaught and Ulster are less concerned.



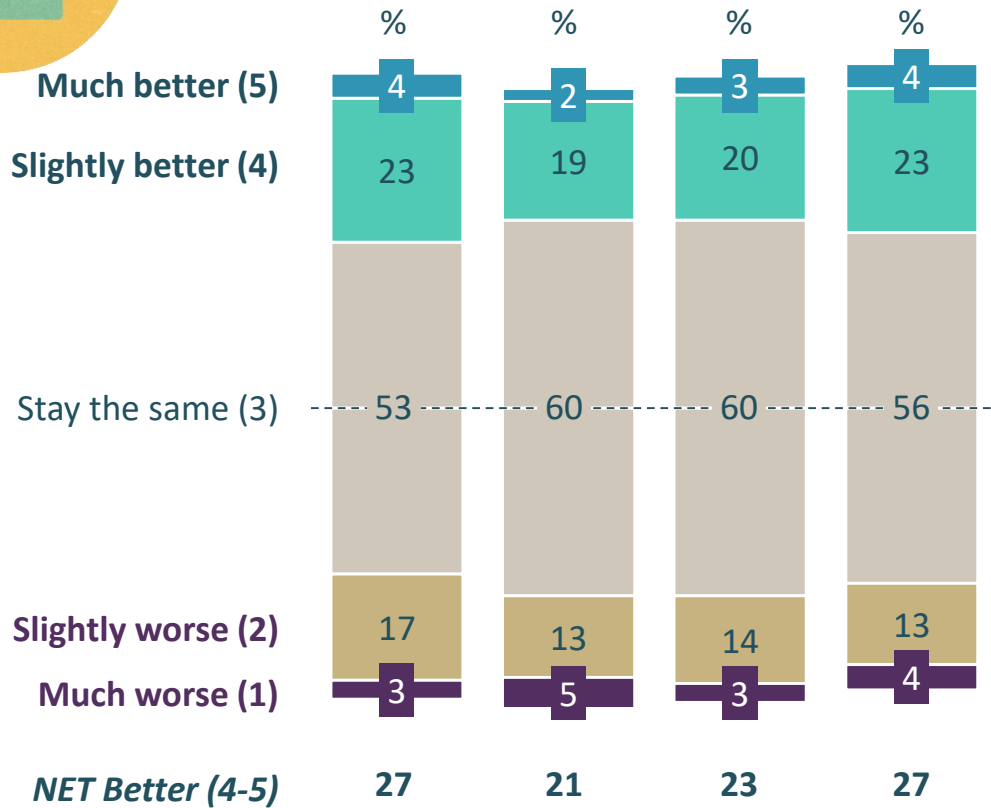
More are expecting higher income and improved employment opportunities

Expectations for the next 6 months for...

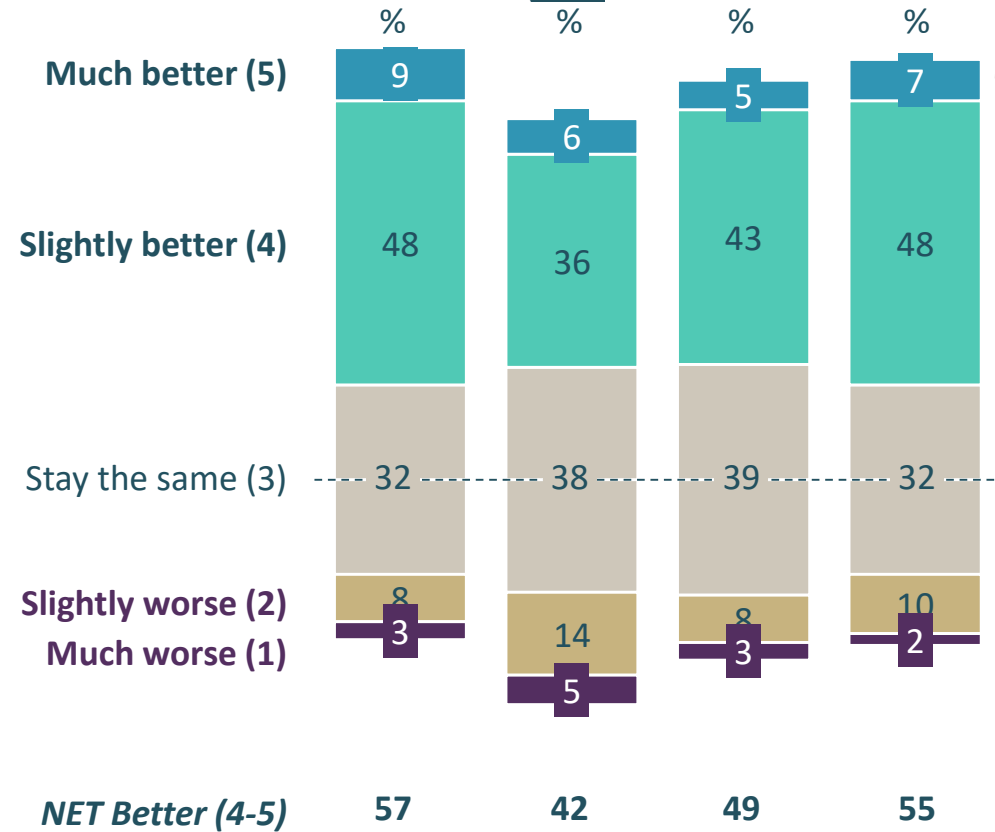
Oct 2016 Jan 2017 Jun 2017 Oct 2017



Your Disposable Income



Employment; the ability to get & move jobs

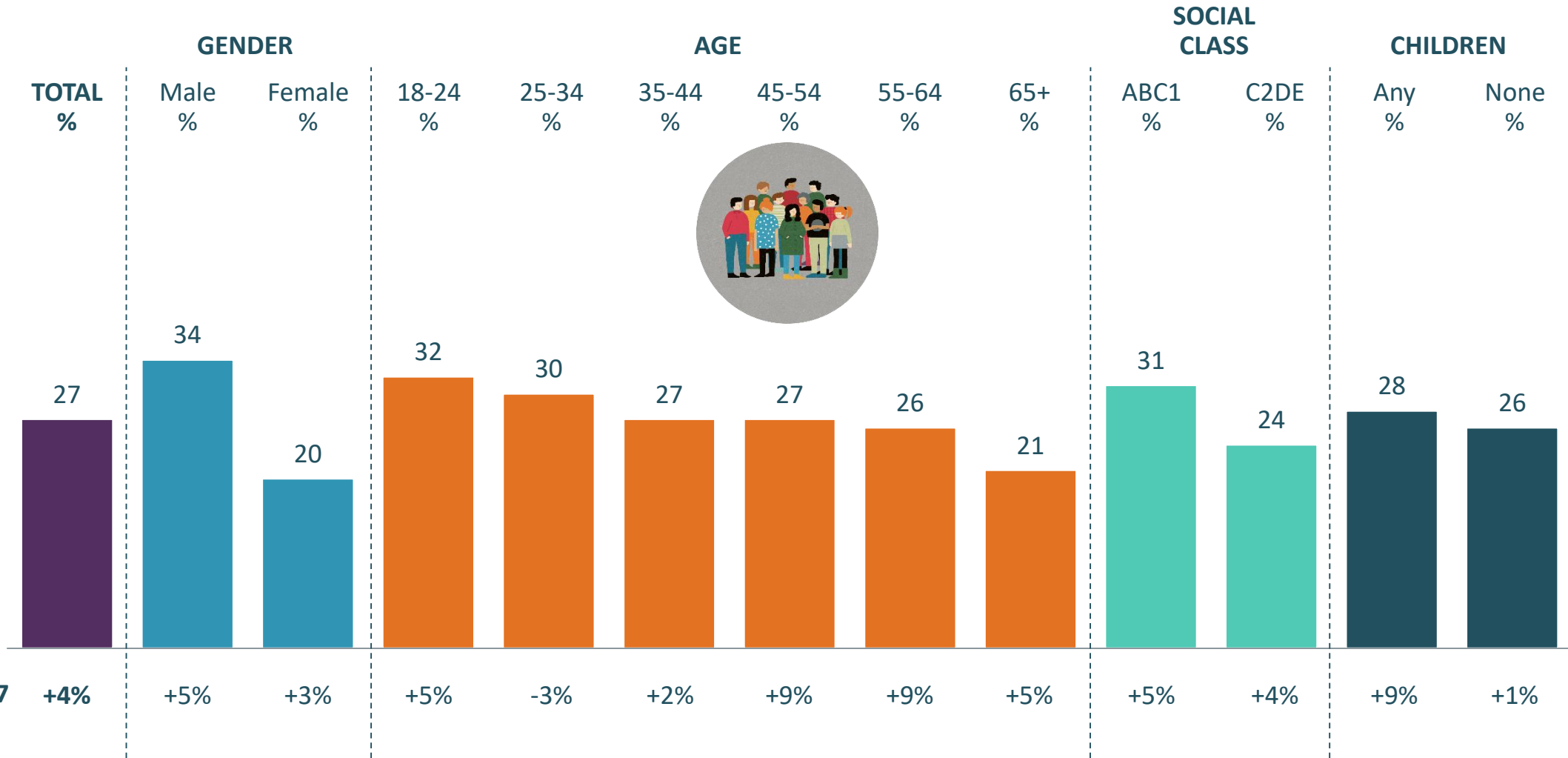


The improved outlook for the Irish economy has improved the population's outlook for their own income and employment opportunities. More than 1 in 4 expect more income in the next 6 months.



Expectations for disposable income in the next 6 months?

% Stating they believe it will be better



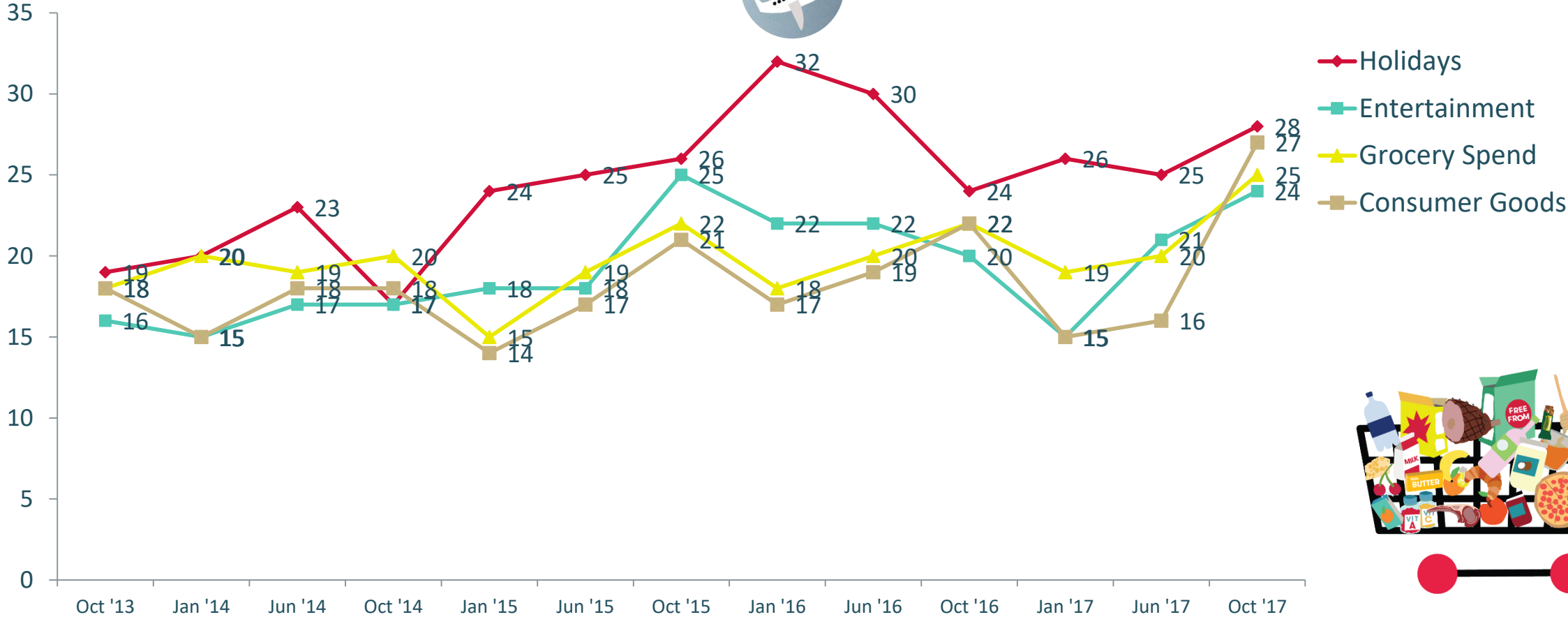
Males, the younger age groups and higher social classes are more likely to expect improved income over the next 6 months.



Spend intention is up for all categories but especially for consumer goods

Expected Increase in Spend In The Next 6 Months

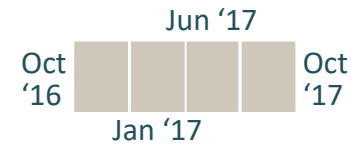
% Likely to increase spend
(next 6 months)



The improved outlook for both the general economy and people’s own income has increased spend intention across all categories but especially for consumer goods. Around 1 in 4 expect to spend more in the next 6 months.



Expected Changes In Spend Over The Next 6 Months



Entertainment such as going out, eating, drinking or socialising



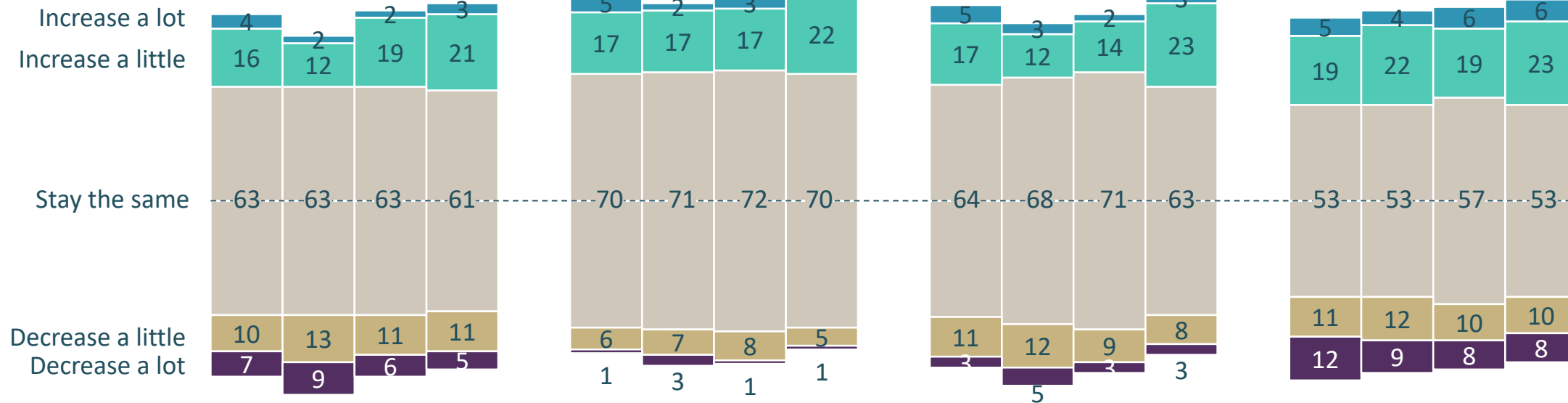
Grocery spend



Consumer goods and services – e.g. hairdresser, clothes, mobile phone, gaming etc.



Holidays and short breaks



Spend intention is up for all categories but especially consumer goods.

The 18-34 year olds are more likely to increase spend on socialising and consumer goods over the next 6 months...



% Likely to increase spend in next 6 months	Entertainment	Grocery Spend	Consumer Goods/ Services	Holidays/ Shorter Breaks
Total	24	25	27	28
Gender				
Male	22	21	24	30
Female	25	28	29	27
Age				
18-24	33	25	38	29
25-34	30	29	27	32
35-44	28	28	26	28
45-54	22	26	28	29
55-64	18	19	18	28
65+	12	18	25	23
Social Class				
ABC1	26	21	24	33
C2DE	21	28	30	25
Region				
Dublin	27	20	27	30
Rest of Leinster	24	27	27	29
Munster	21	26	26	31
Connaught/Ulster	21	26	26	21



Brexit Impact on ROI Spend



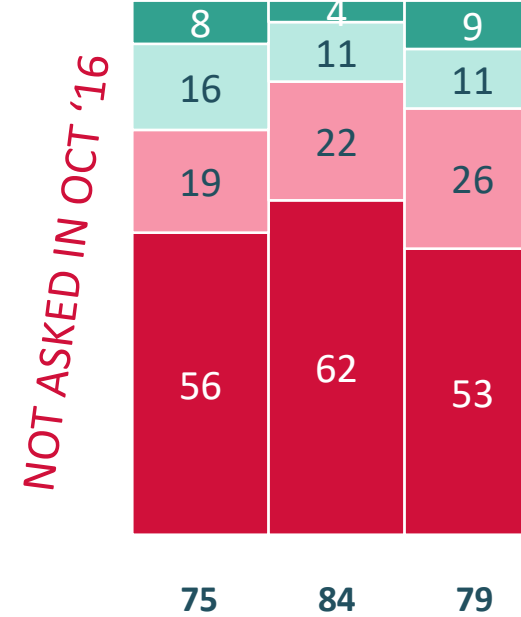
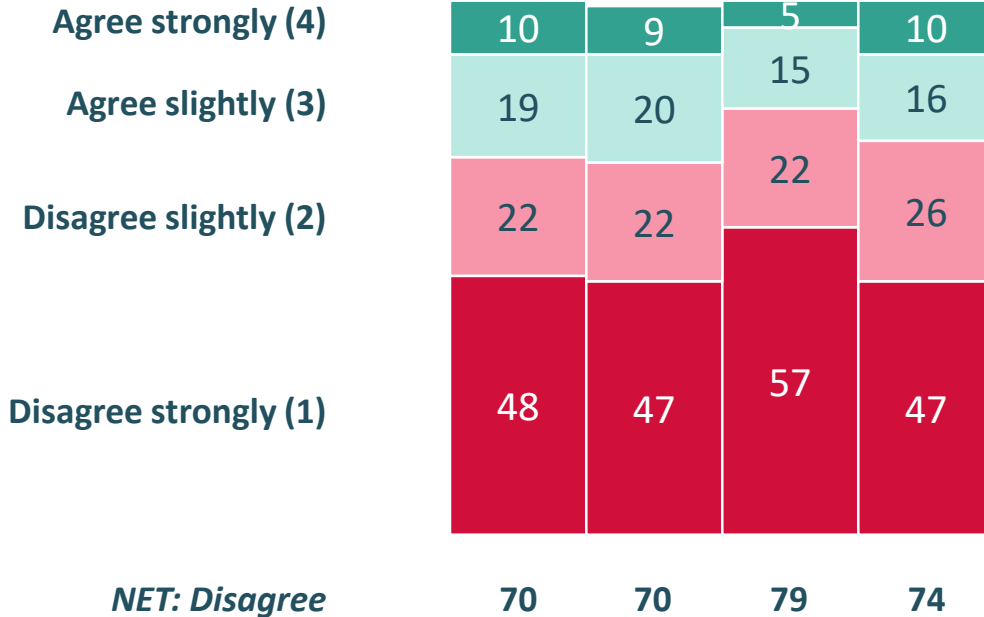
NET: Agree

“I have been purchasing more goods online directly from the UK since Brexit”

%	%	%	%
29	29	20	26

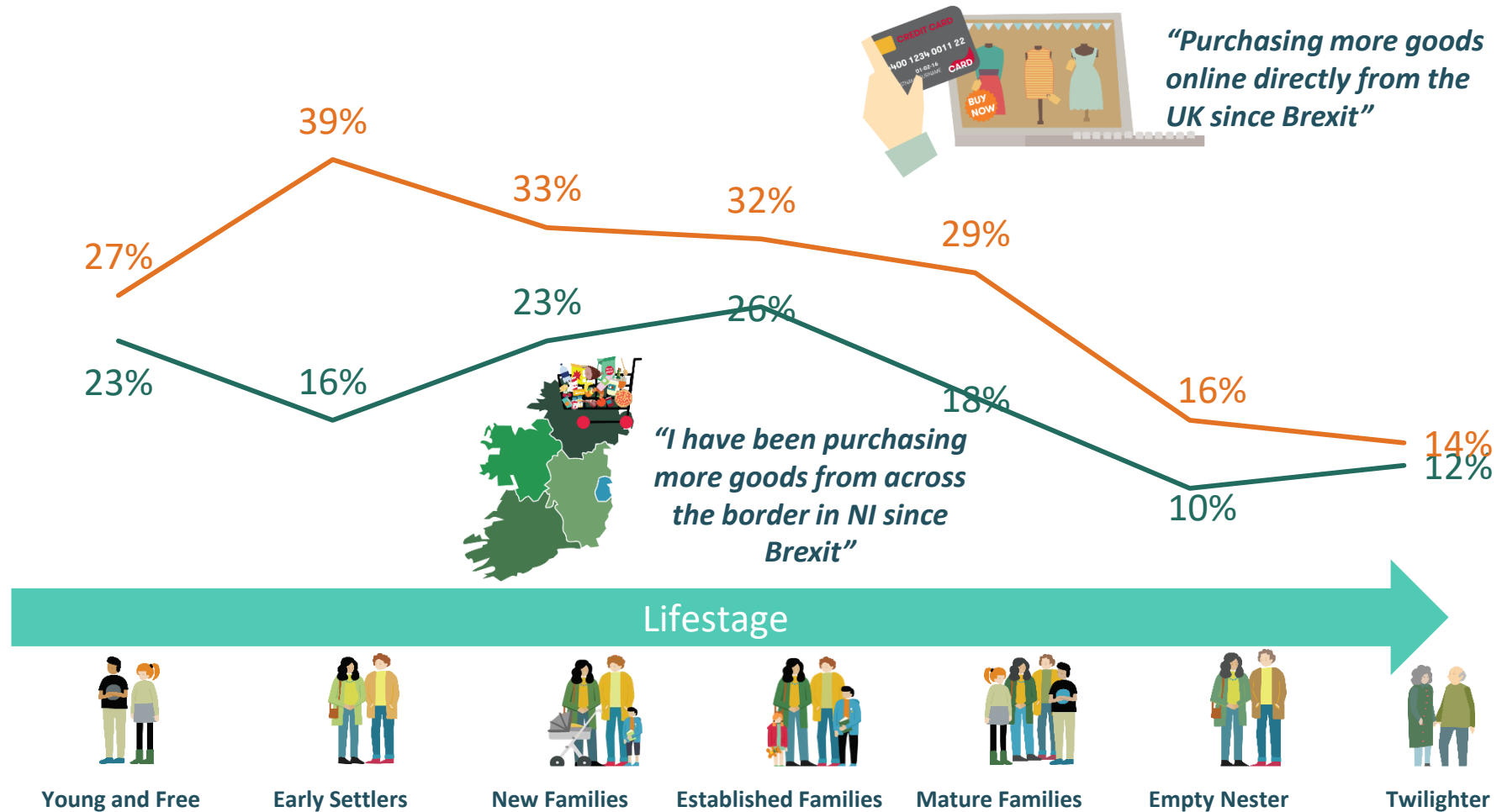
“I have been purchasing more goods from across the border in Northern Ireland since Brexit”

%	%	%
24	15	19



The weaker Pound continues to impact Republic of Ireland spend negatively.

Brexit Impact on ROI Spend by Life Stage

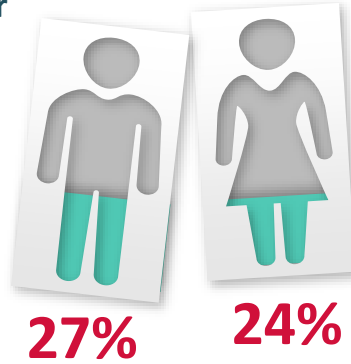


The younger age groups are more likely to have bought more online in the UK since Brexit while families are more likely to have been purchasing across the border in Northern Ireland.

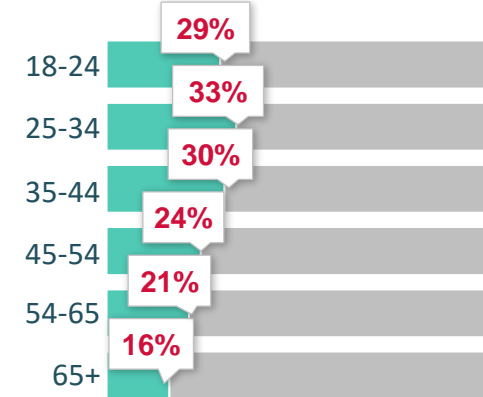
Who has been purchasing more goods online directly from the UK since Brexit?



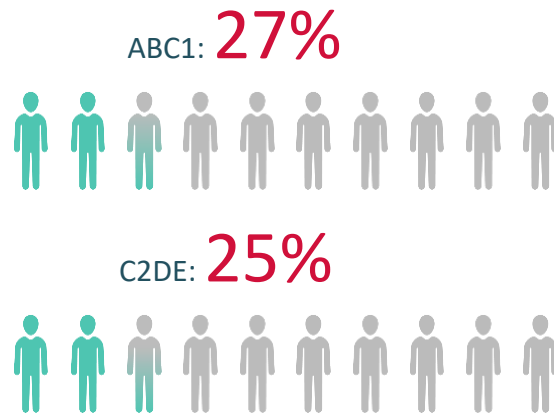
Gender



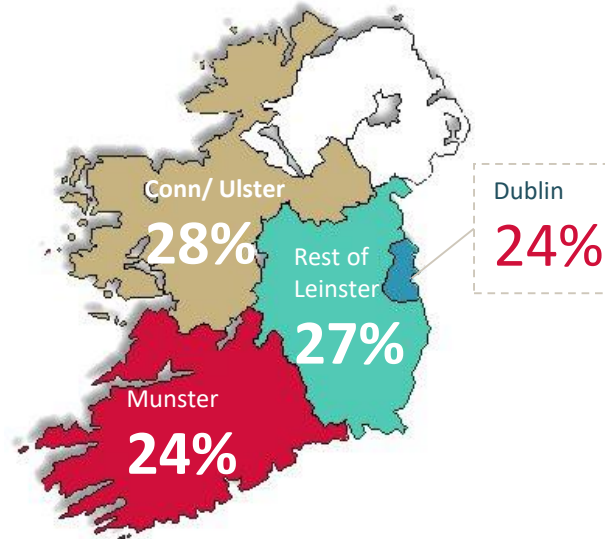
Age



Social Class

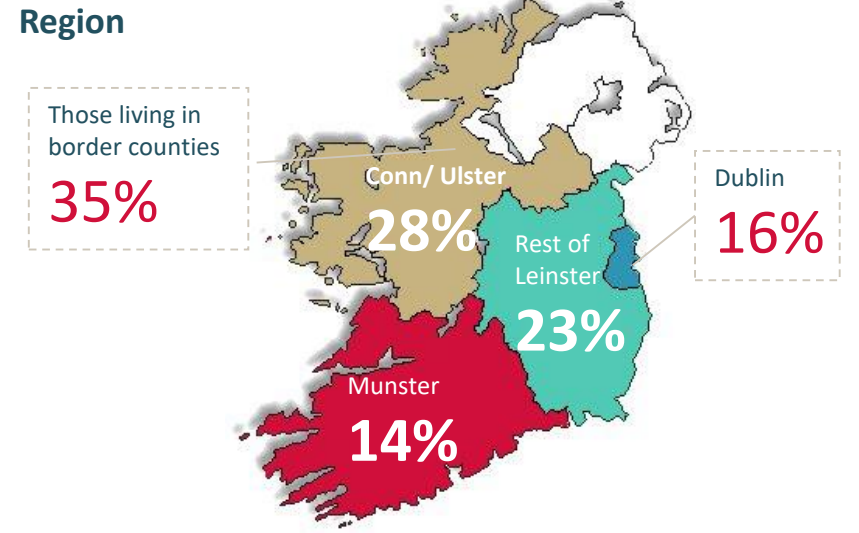
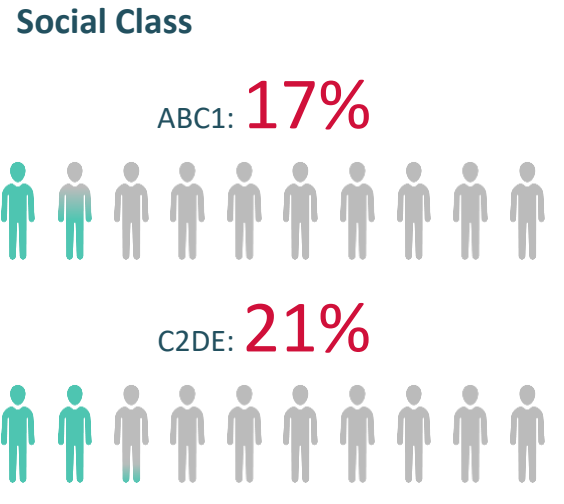
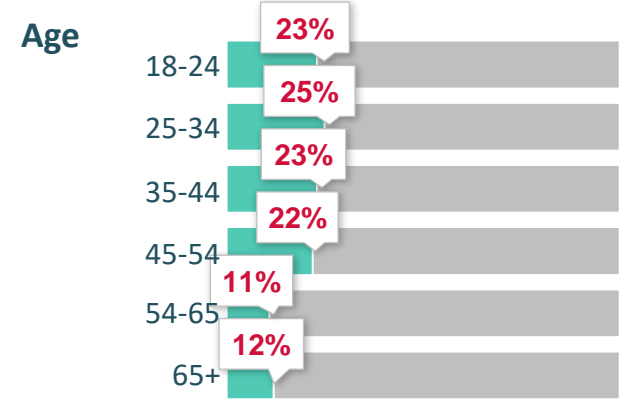
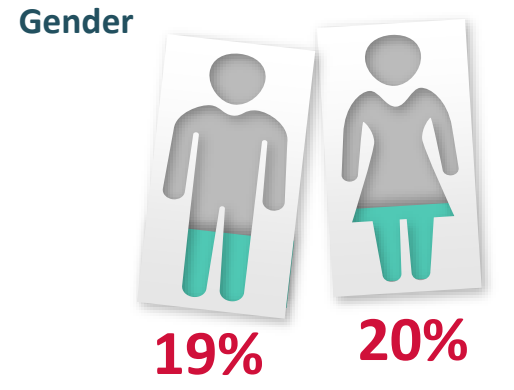
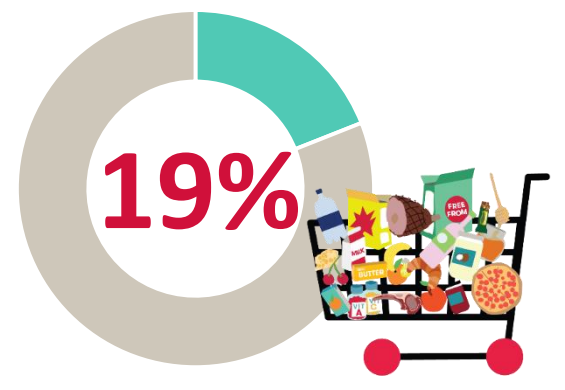


Region



The younger age groups are more likely to have bought more goods online directly from the UK since the Brexit vote.

Who has been purchasing more goods across the Border in Northern Ireland since Brexit?



Not surprisingly, those living in Connaught and Ulster are more likely to have shopped more across the Border to Northern Ireland following the Brexit.



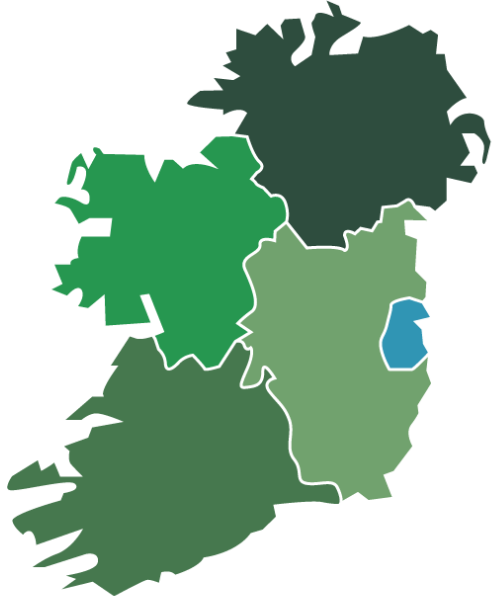
**2 in 3 would like to see a
United Ireland as a result
of Brexit**

A United Ireland as result of the Brexit



“I would like to see a United Ireland as result of the Brexit”

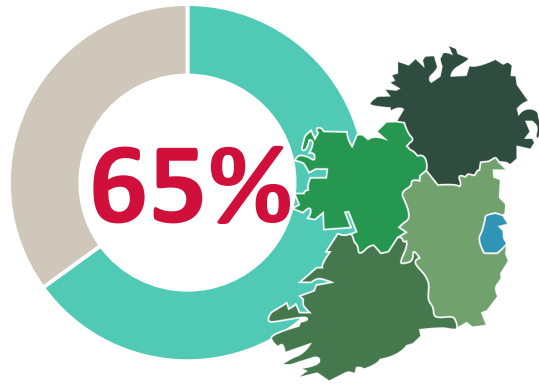
	%	%	%	%
NET: Agree	67	61	62	65
Agree strongly (4)	33	33	29	31
Agree slightly (3)	34	28	33	34
Disagree slightly (2)	17	20	20	17
Disagree strongly (1)	15	18	15	16
NET: Disagree	32	38	35	33



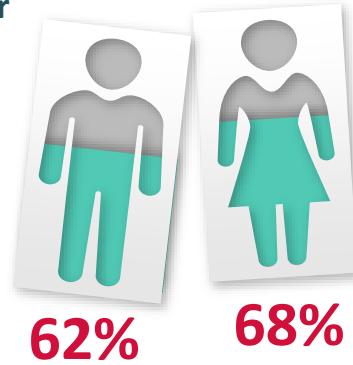
2 in 3 would like to see a United Ireland as result of Brexit – this is up since June 2017.



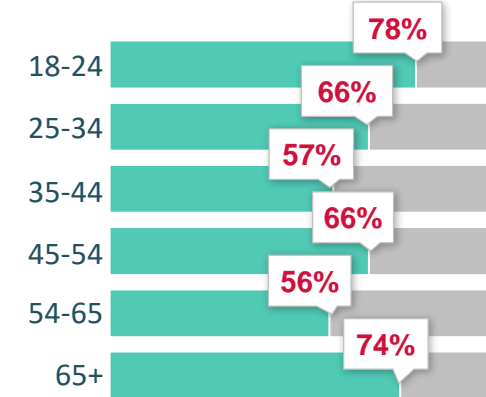
Who would like to see a United Ireland as a result of Brexit?



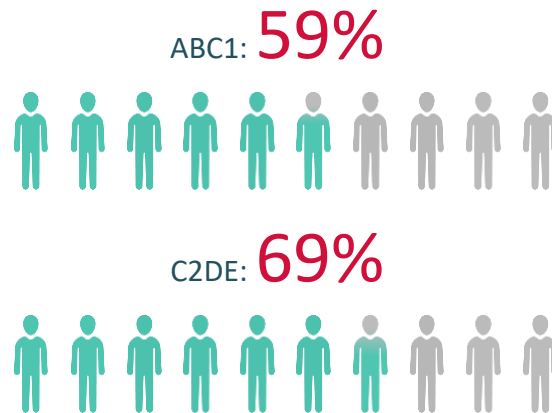
Gender



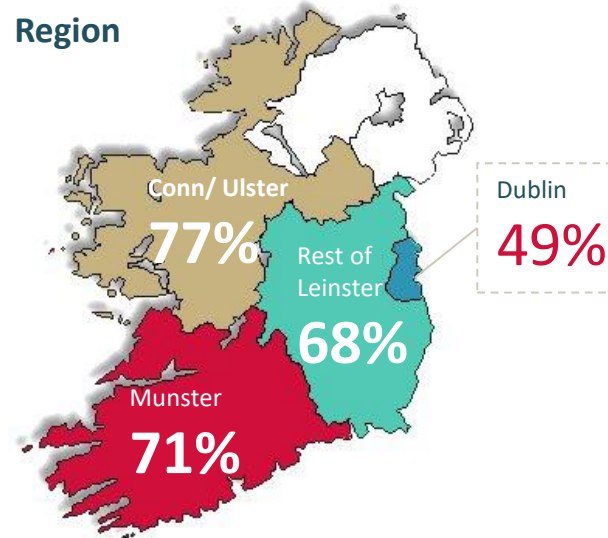
Age



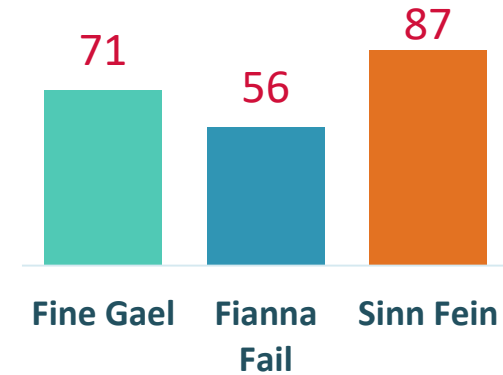
Social Class



Region



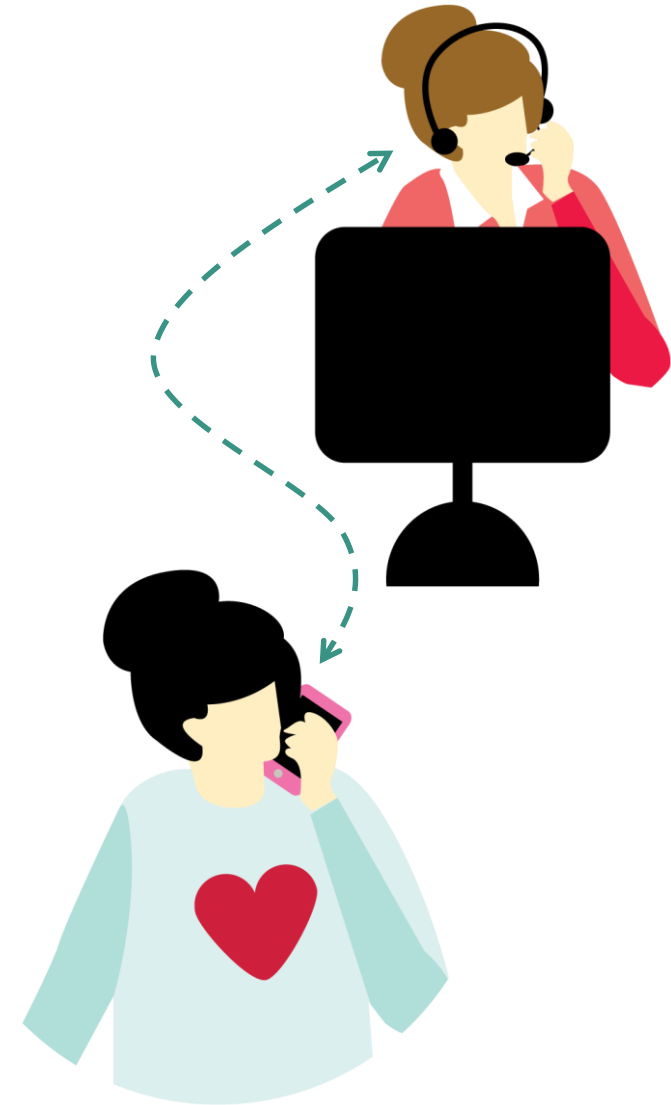
Party Support



The younger and older age groups, lower social classes and Sinn Féin voters are more likely to support a United Ireland as a consequence of Brexit. We also see higher support in Connaught and Ulster while support is very low in Dublin.

Methodology

- / 1,003 telephone interviews (CATI) were conducted using a random digit dial sample to ensure coverage of all households, including ex-directory.
- / Quotas were set and data weighted to ensure a nationally representative sample of the population aged 18+ years.
- / This is the 30th Wave of the Consumer Mood Monitor and fieldwork was conducted 18th-21st September 2017.



**THANK
YOU**

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