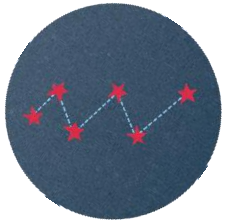
Consumer Mood Monitor

Increasing concerns about Brexit keep consumer confidence low

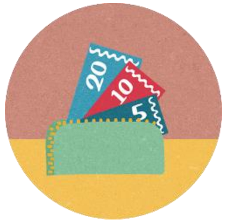
June 2019

Increasing concerns about Brexit keep consumer confidence low



Consumer Outlook for the Irish economy remains unchanged at the low level recorded in January.

Concerns about the impact of Brexit for the Irish economy have increased, with almost half feeling “very concerned”.



1 in 3 expect their disposable income to worsen in the next 6 months but spend intention remains unaffected, for now.

A majority of more than 2 in 3 would like to see a United Ireland as a result of Brexit

Consumer Mood – Headline Facts

Consumer outlook for the Irish economy remains unchanged at the low level recorded in January with **58%** expecting it to stay the same or improve and **23%** expecting it to improve.

86% are concerned about the impact of Brexit on the Irish economy. **47%** are very concerned – up from 40% in January.

55% expect the world economy to stay the same or improve – up from 51% in January.

36% expect their disposable income to decrease in the next 6 months while **20%** expect an increase in their disposable income.

Spend intentions remain unchanged compared to January but have decreased compared to June 2018.

68% would like to see a United Ireland as a result of Brexit – up slightly from January.

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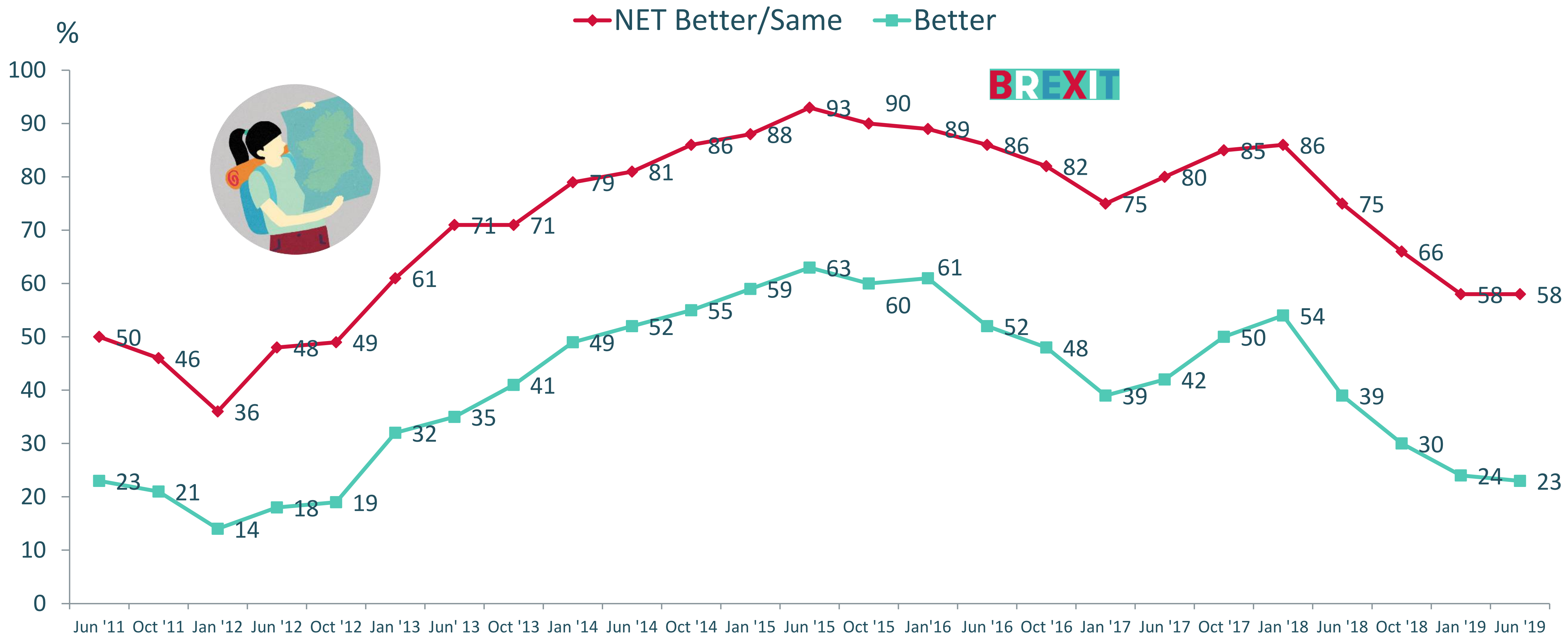
Increasing concern about Brexit keeps consumer confidence low

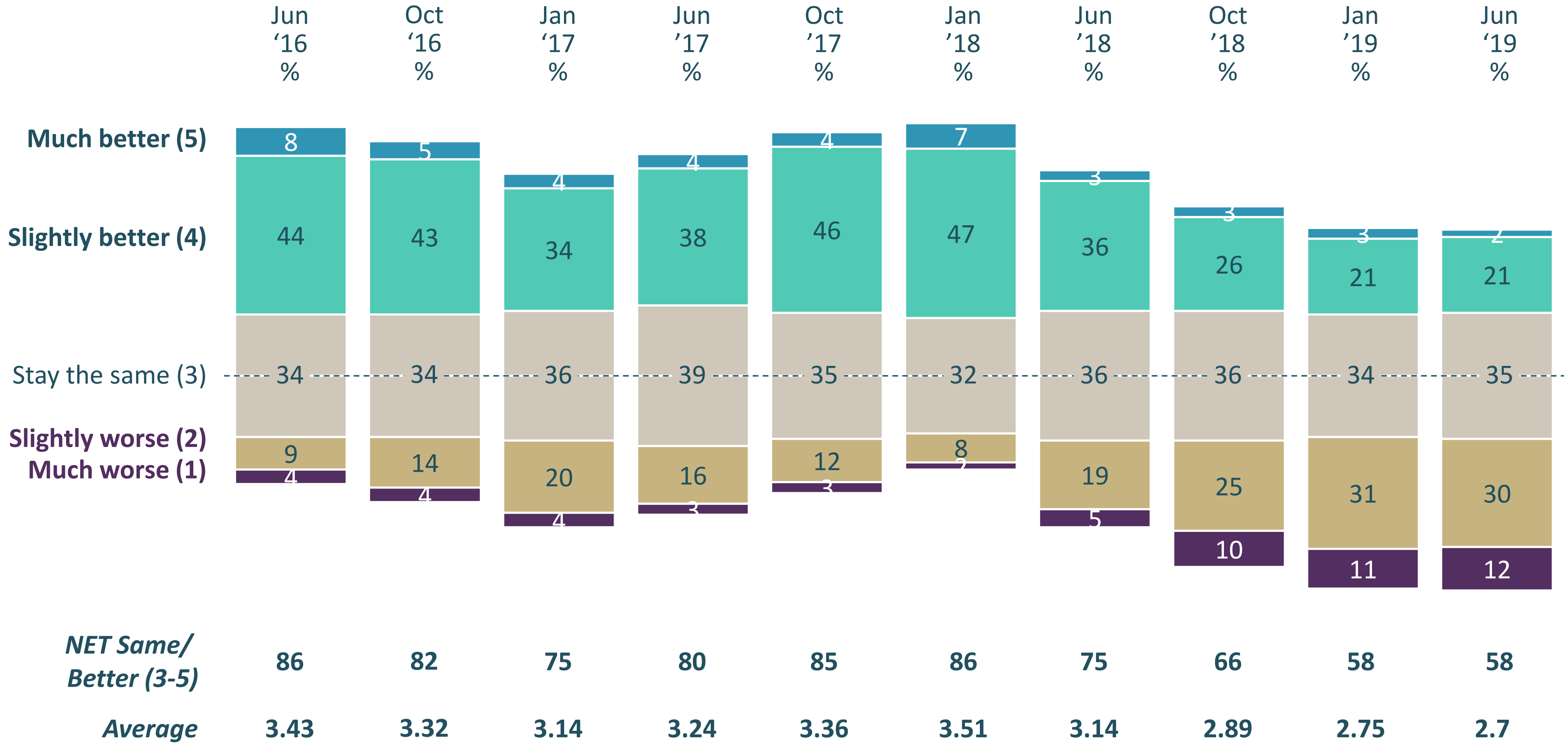
How do you expect the *Irish economy* to fare in the next 6 months?



Consumer outlook for the Irish economy remains unchanged from the low levels recorded in January. Less than 1 in 4 expect the Irish economy to improve in the next 6 months, with more than 2 in 5 expecting the economy to fare worse in the next 6 months.

REDC

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

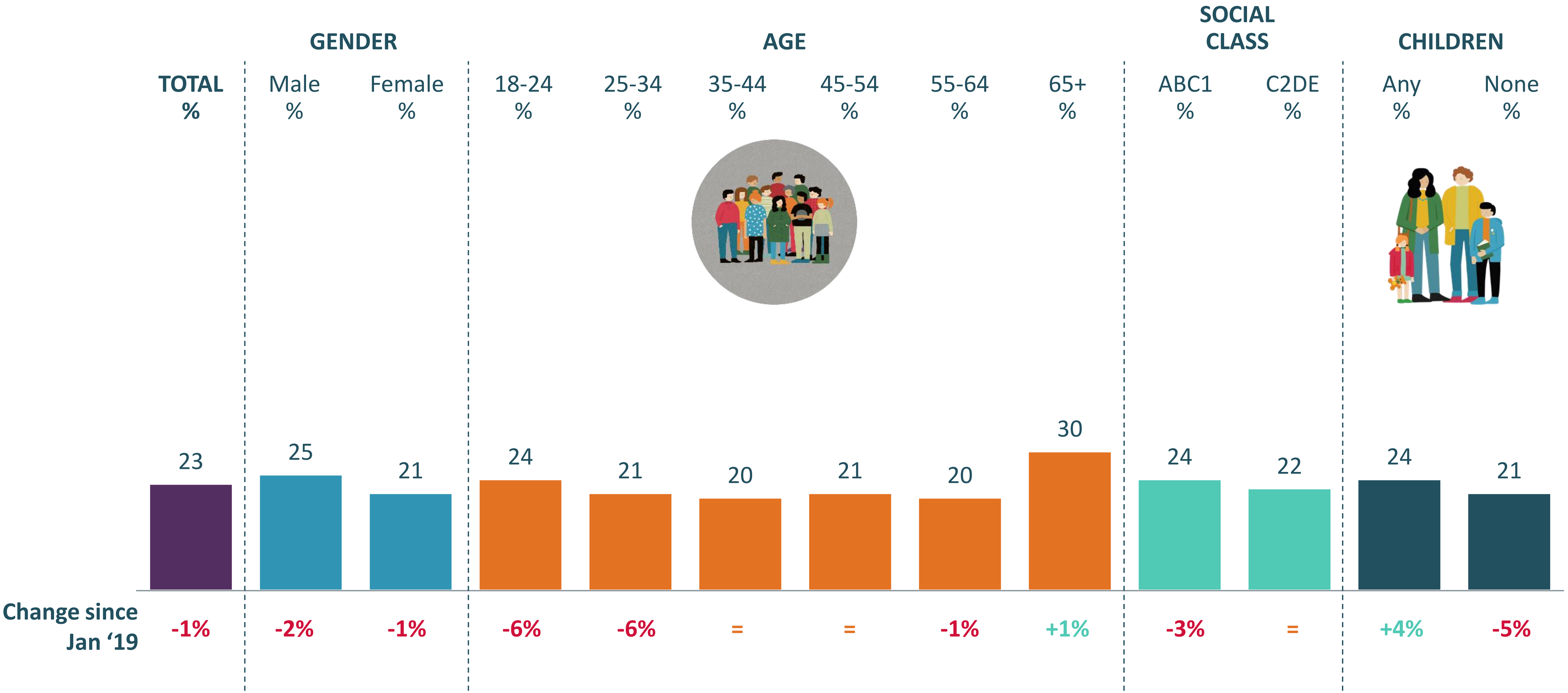


✓ Less than 1 in 4 expect the economy to improve in the next 6 months – unchanged from January.

✕ 2 in 5 expect the economy to fare worse in the next 6 months.

Expectations for the Irish economy 6 months from now

% Stating they believe it will be better



Among 18-34 year olds, we see a decline in consumer mood and this age group is now in line with the total population.

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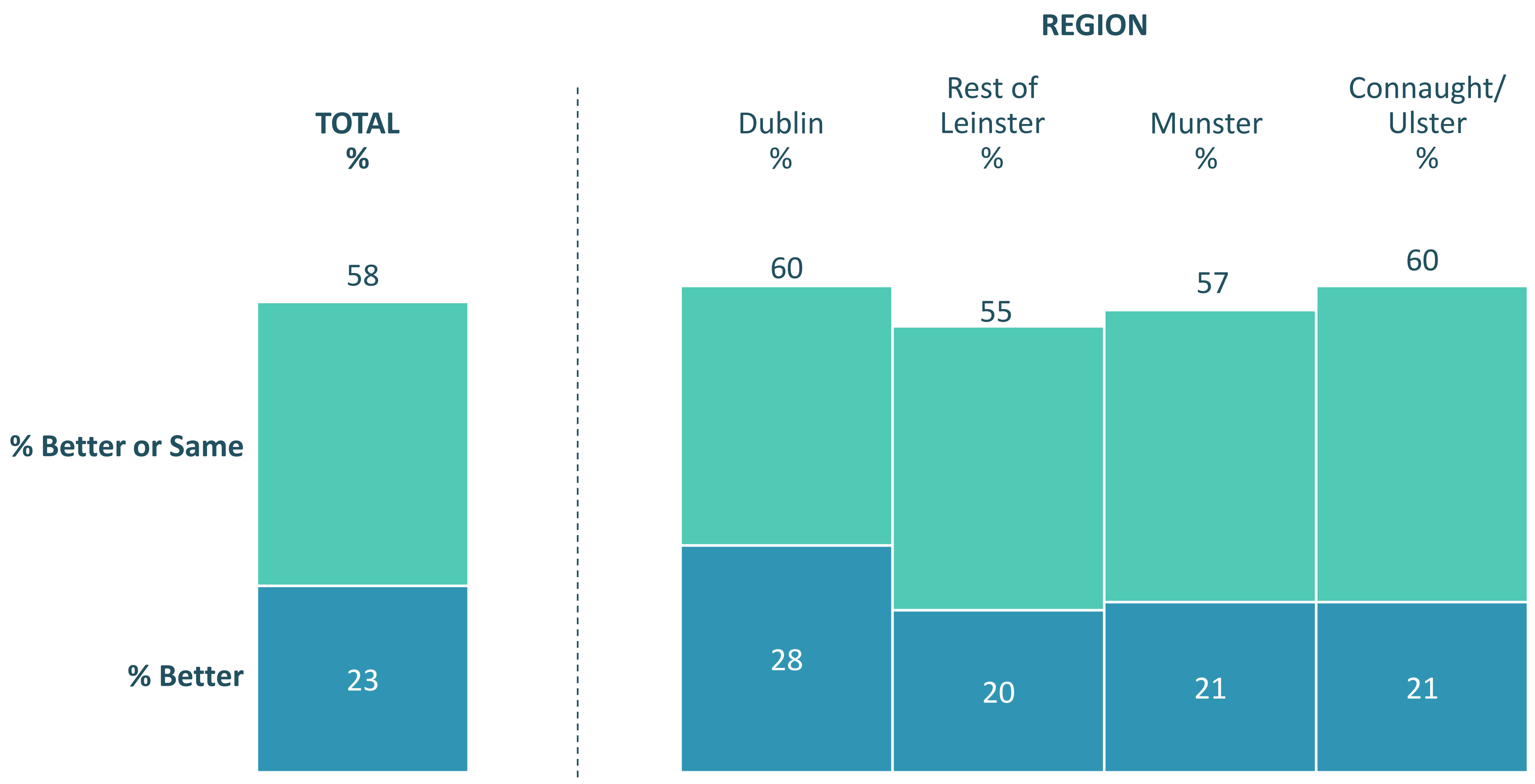
Expectations for the Irish economy across the country…



Change % since Jan '19	TOTAL	Dublin	Rest of Leinster	Munster	Connaught/ Ulster
Better or Same	=	-4%	-5%	+2%	+8%
Better	-1%	+3%	-7%	-3%	+3%

Dubliners & those from Conn/Ulster are more likely to believe the economy will improve in the next 6 months compared to the rest of the country.

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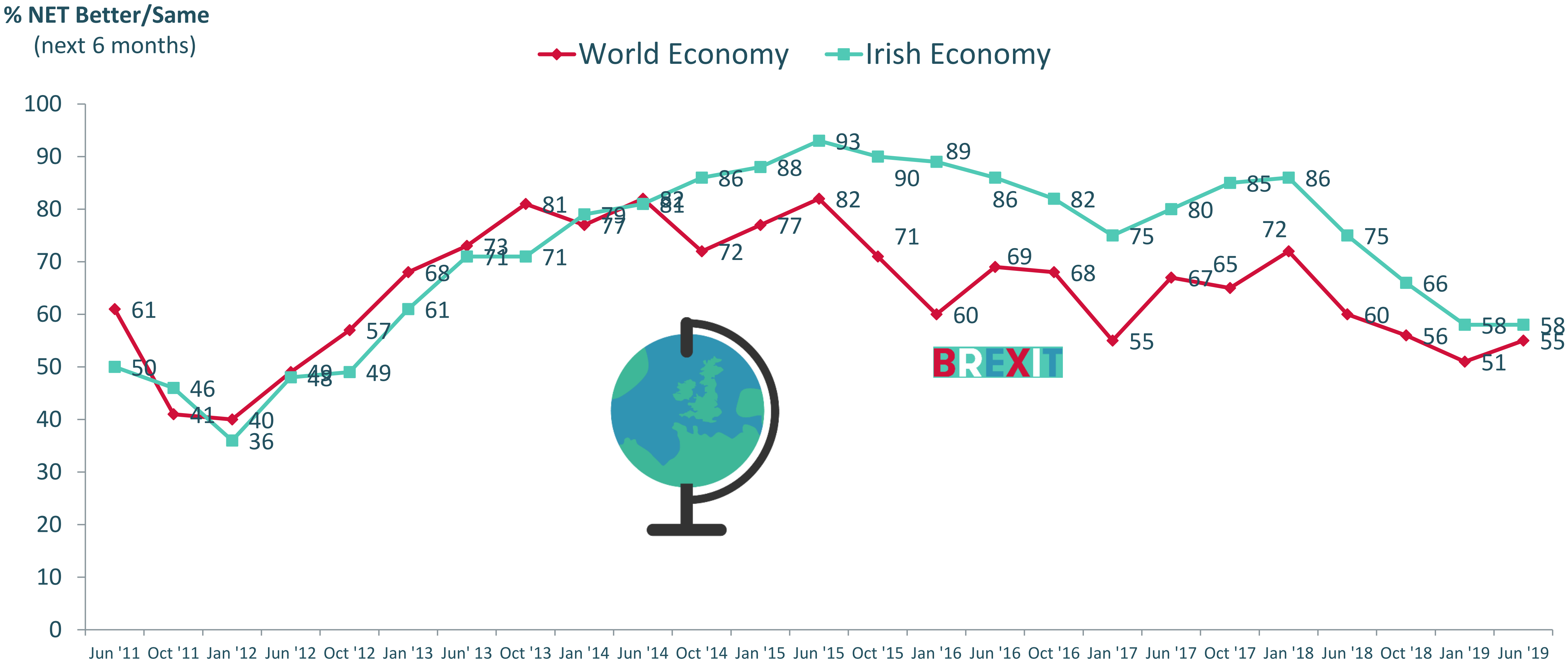
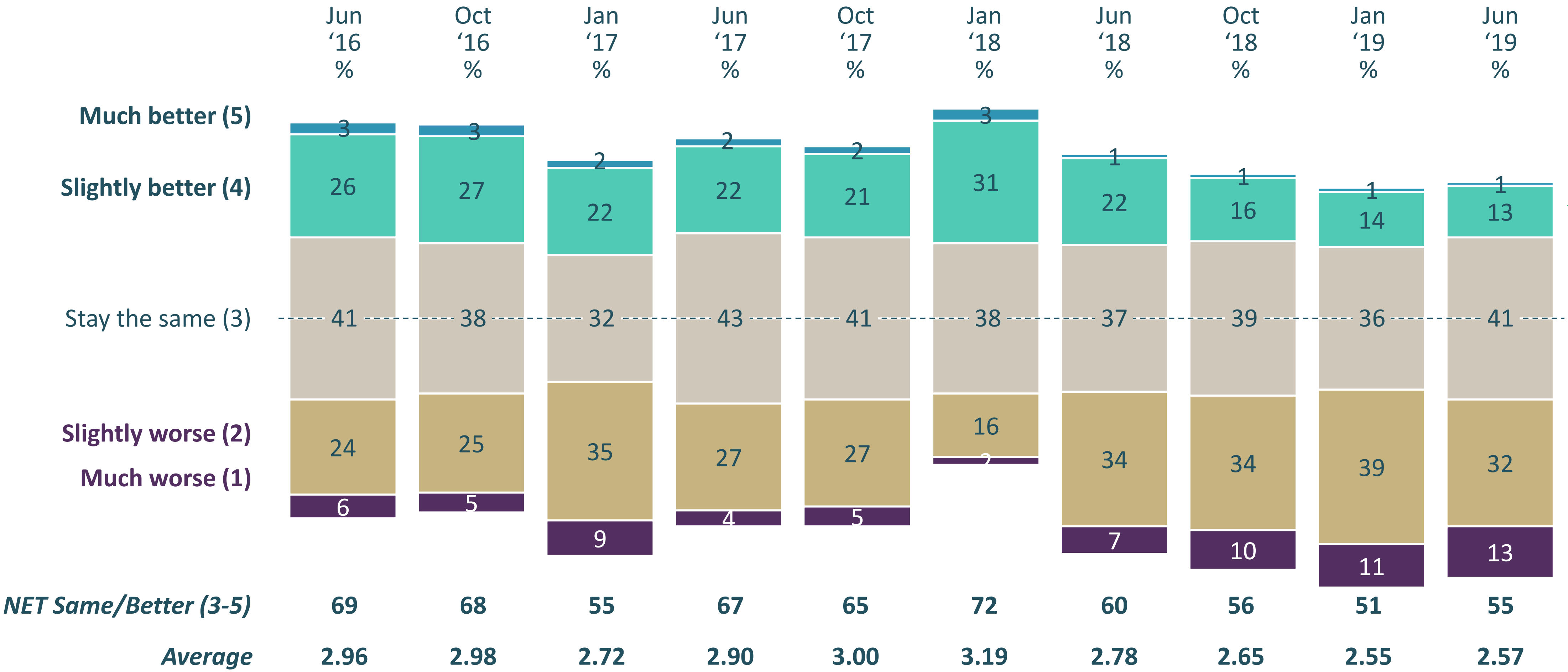
Expectations for the World Economy



We see a slight uplift in consumer outlook for the World economy. But the proportion who believe the World economy will fare better in the next 6 months is unchanged at 14%.

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



✓ Circa 1 in 7 expect the World economy to fare better in the next 6 months.

× Almost half expect the World economy to fare worse in the next 6 months.

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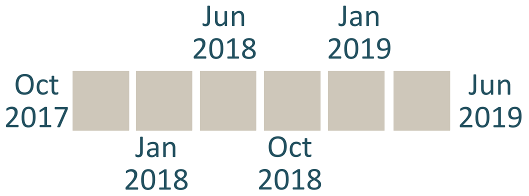
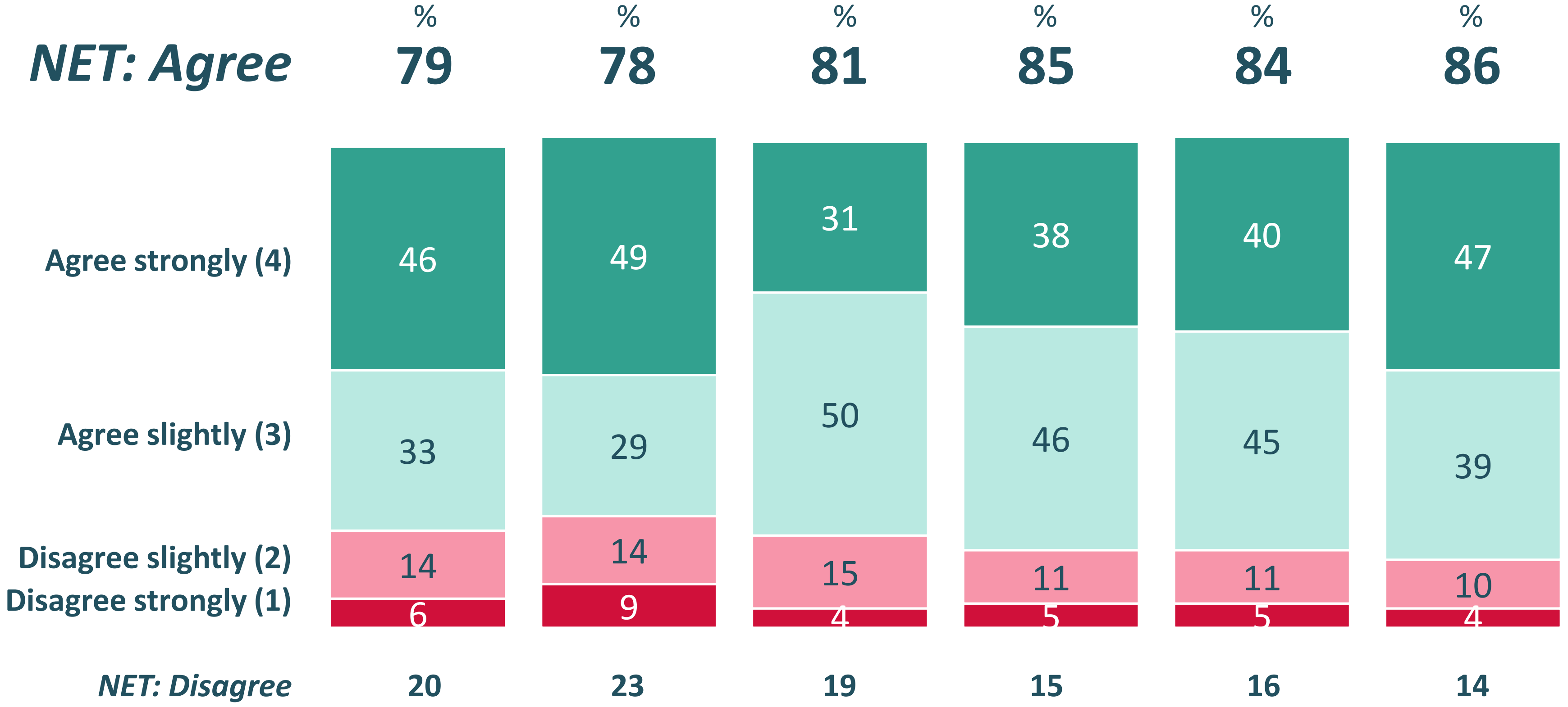
Impact of Brexit on Ireland’s Economy

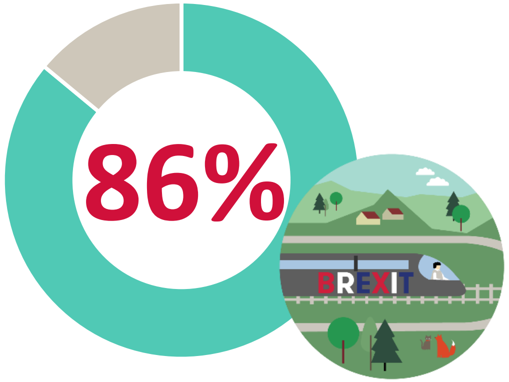


“I am worried that Brexit will have a negative impact on Ireland's economy”

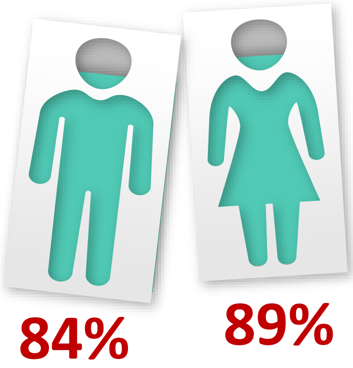


Concerns about the impact of Brexit on Ireland’s economy remain high and have increased since January. 86% are worried about the impact, with 47% being very worried.

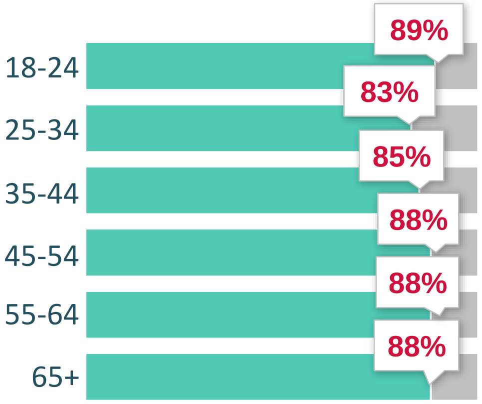
Who are worried that Brexit will have a negative impact on Ireland's Economy



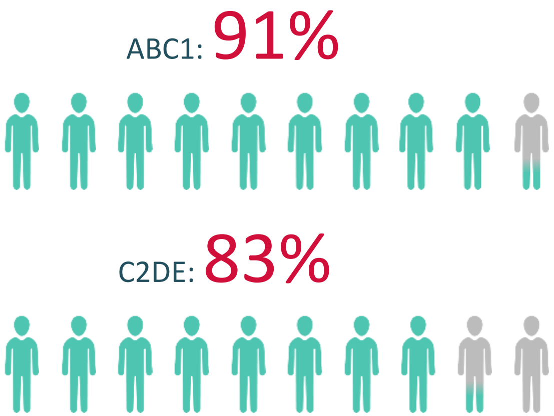
Gender



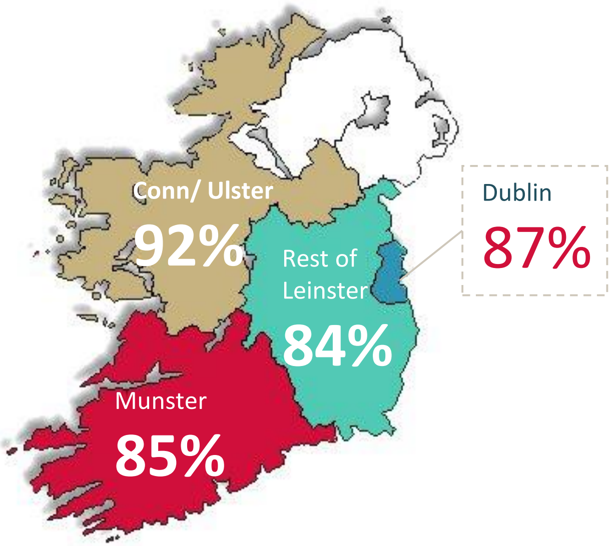
Age



Social Class



Region



Across the population, we see significant concerns about the impact of Brexit on the Irish economy. Females, higher social classes and those living in Connaught/Ulster are more concerned than the average.

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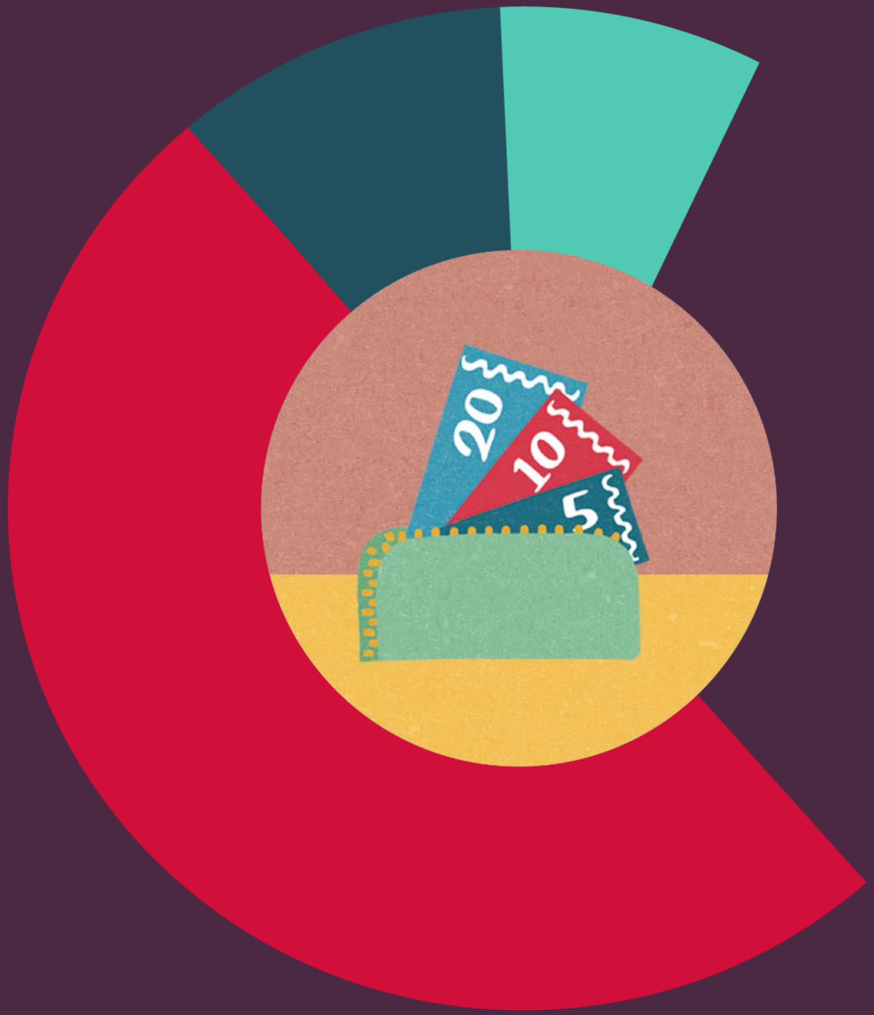
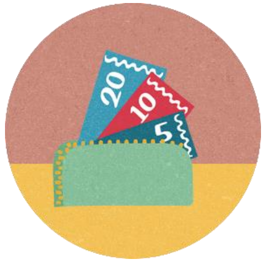
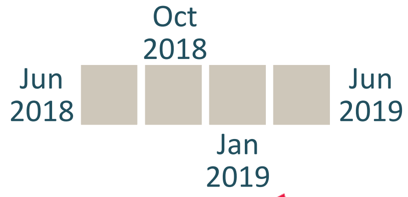
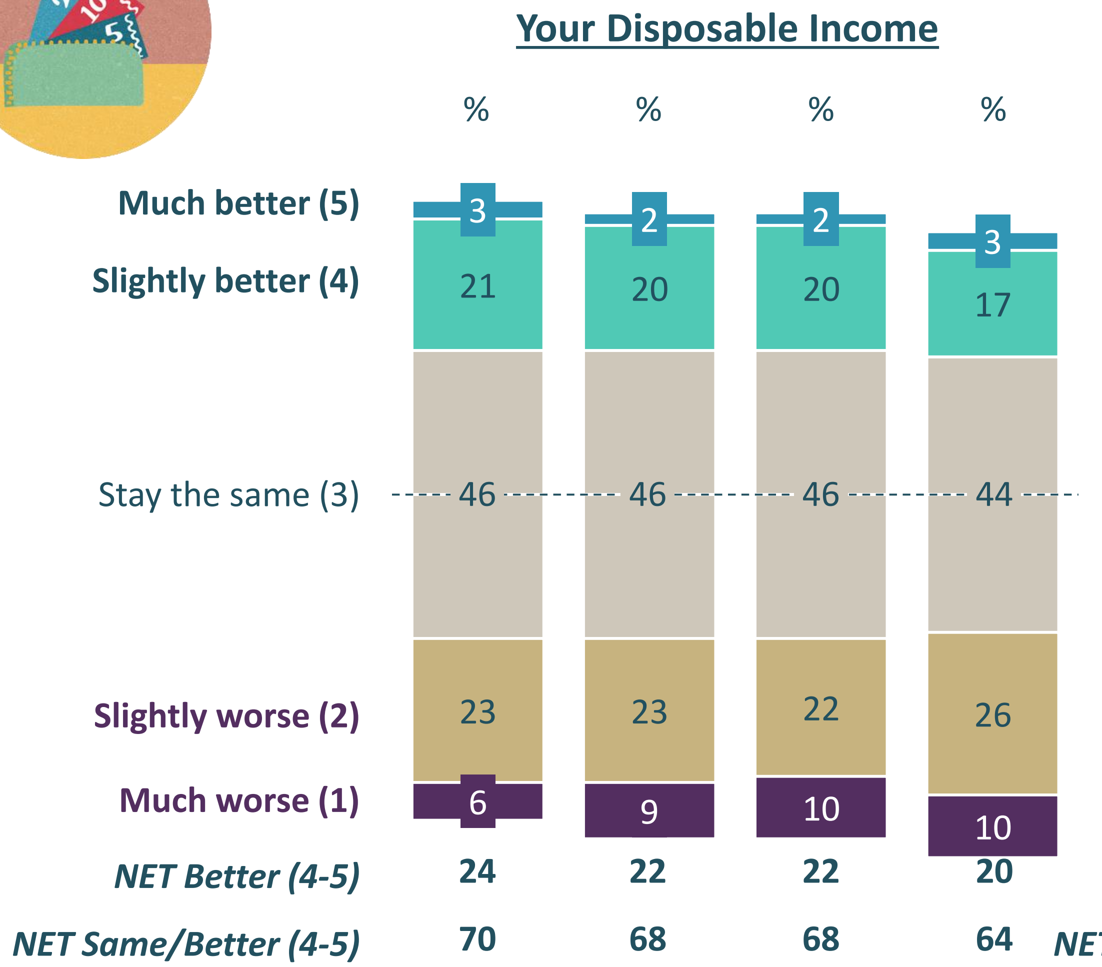


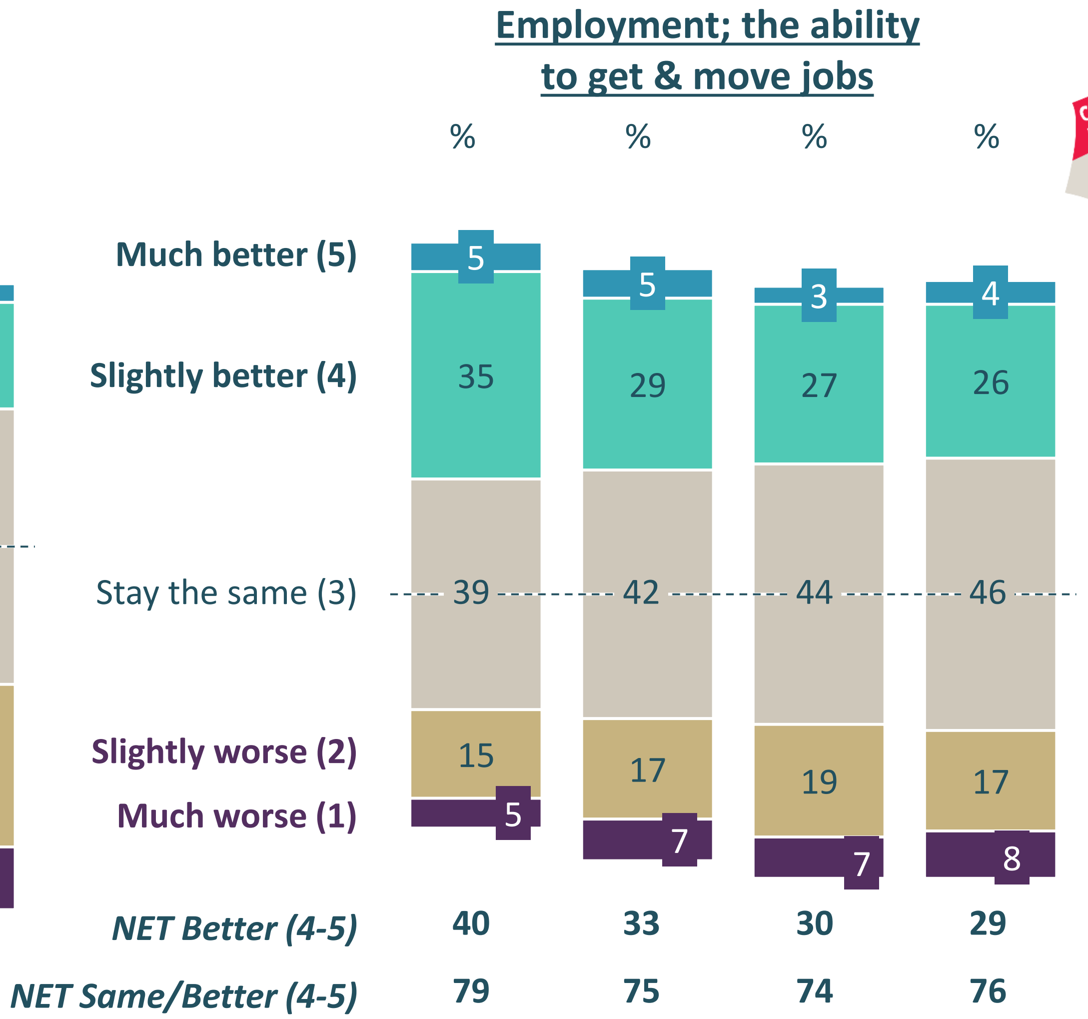
More than 1 in 3 expect their disposable income to decrease over the next 6 months

Expectations for the next 6 months for…





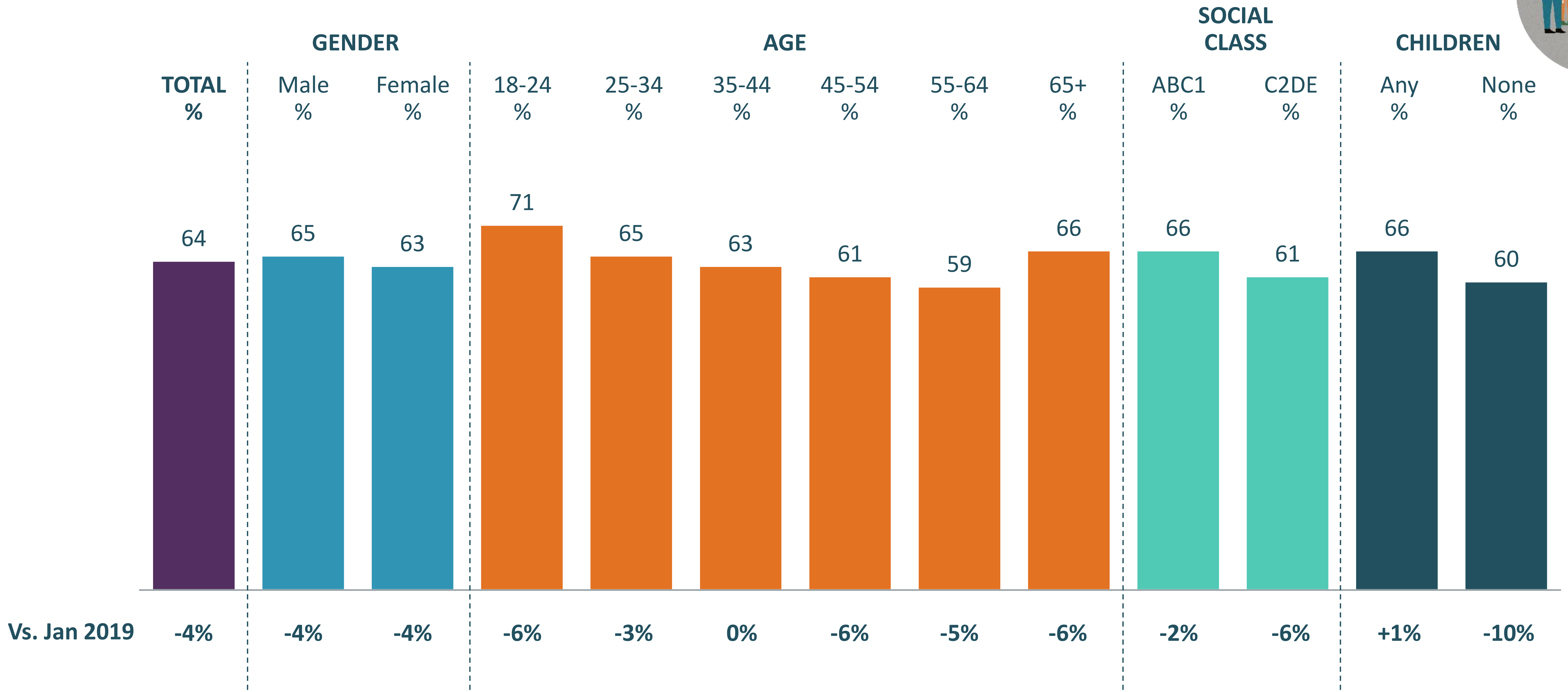




Outlook for income is down slightly compared to January, with just 1 in 5 expecting their disposable income to improve in the next 6 months. More than 1 in 3 expect their disposable income to be worse 6 months from now. Outlook for employment remains unchanged.

Expectations for disposable income in the next 6 months?

% Stating they believe it will be better or stay the same



The 45-64 year olds, lower social classes and those without dependent children are more likely to believe their disposable income will fare worse in the next 6 months.

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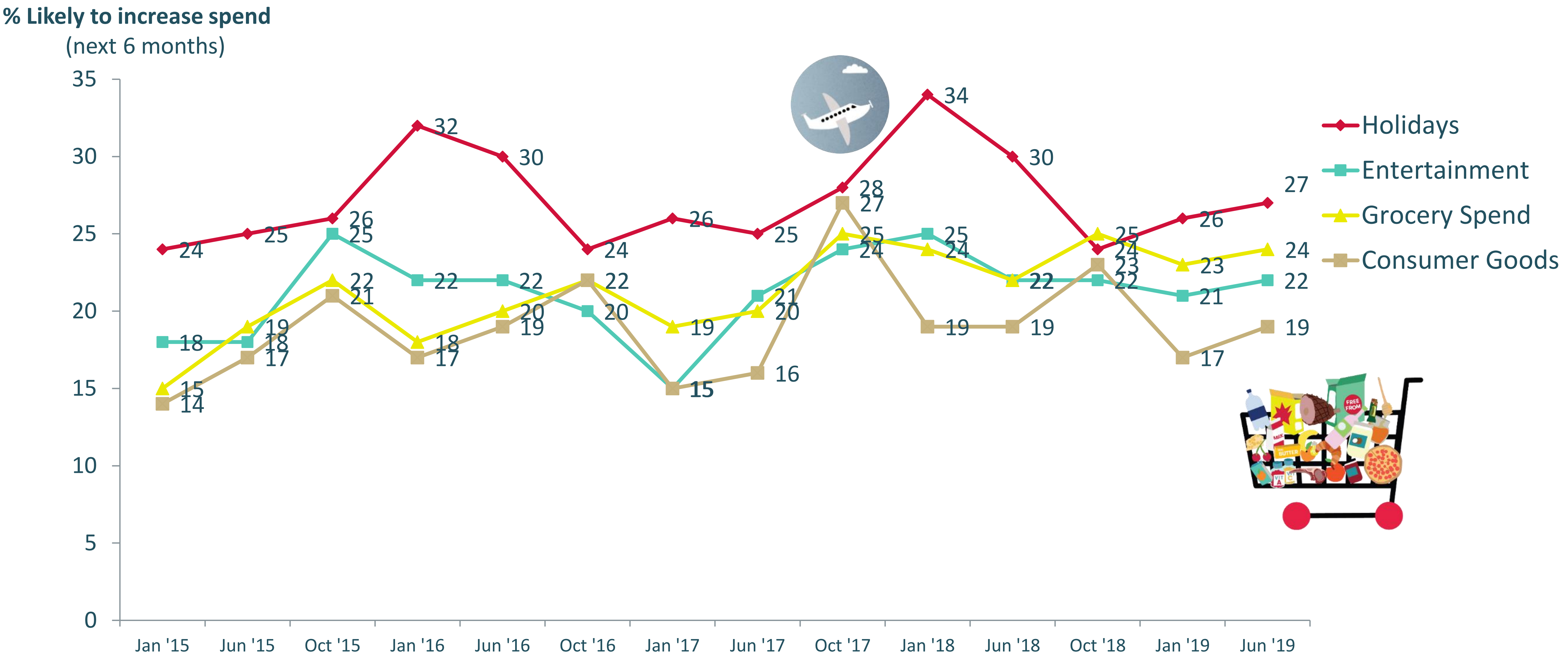
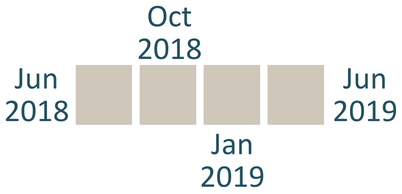
Spend intention is unchanged compared to January but down compared to June last year

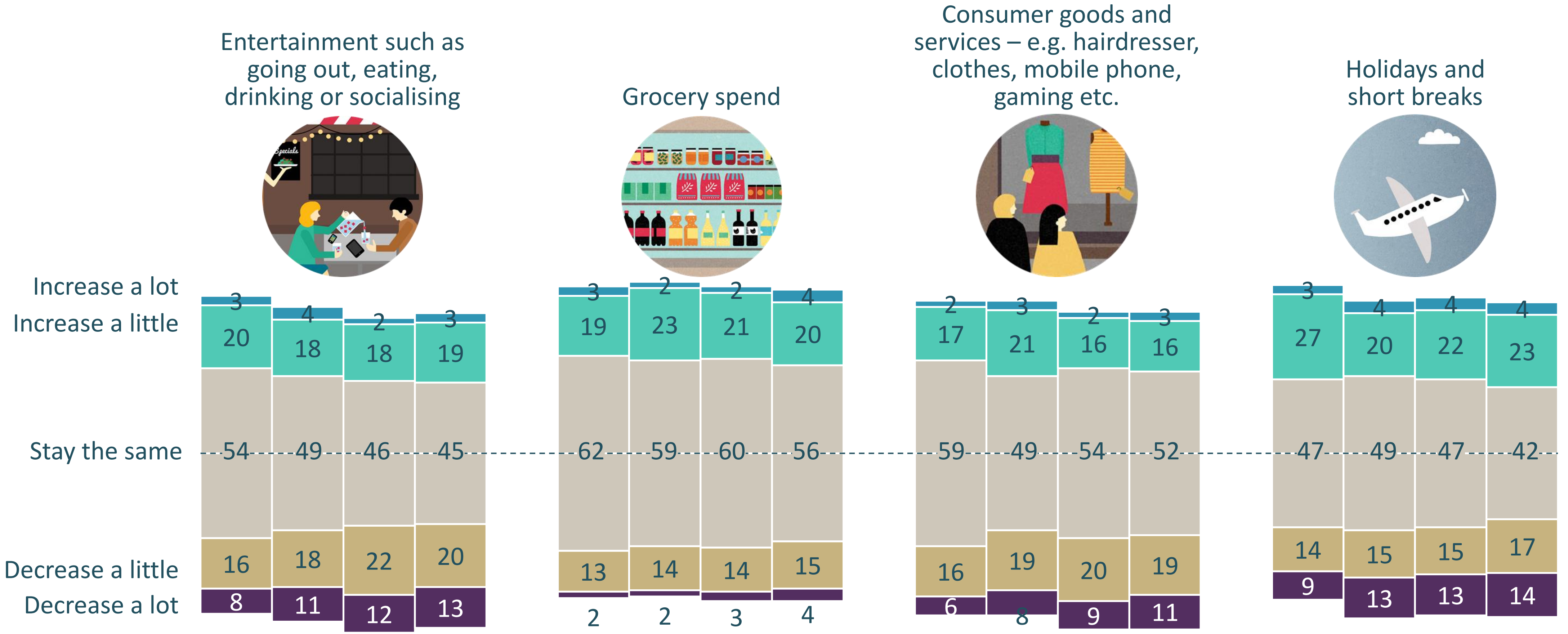
Expected Increase in Spend In The Next 6 Months



Spend intention trends slightly up across all categories in the period from January to June 2019

Expected Changes In Spend Over The Next 6 Months





Compared to January, we see little change in spend intention. But spend intention is down compared to same time last year, with more saying they are likely to decrease spend for entertainment, consumer goods and holidays.

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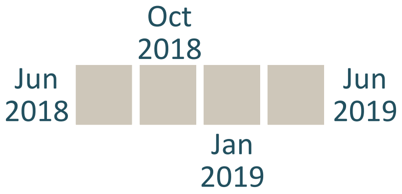
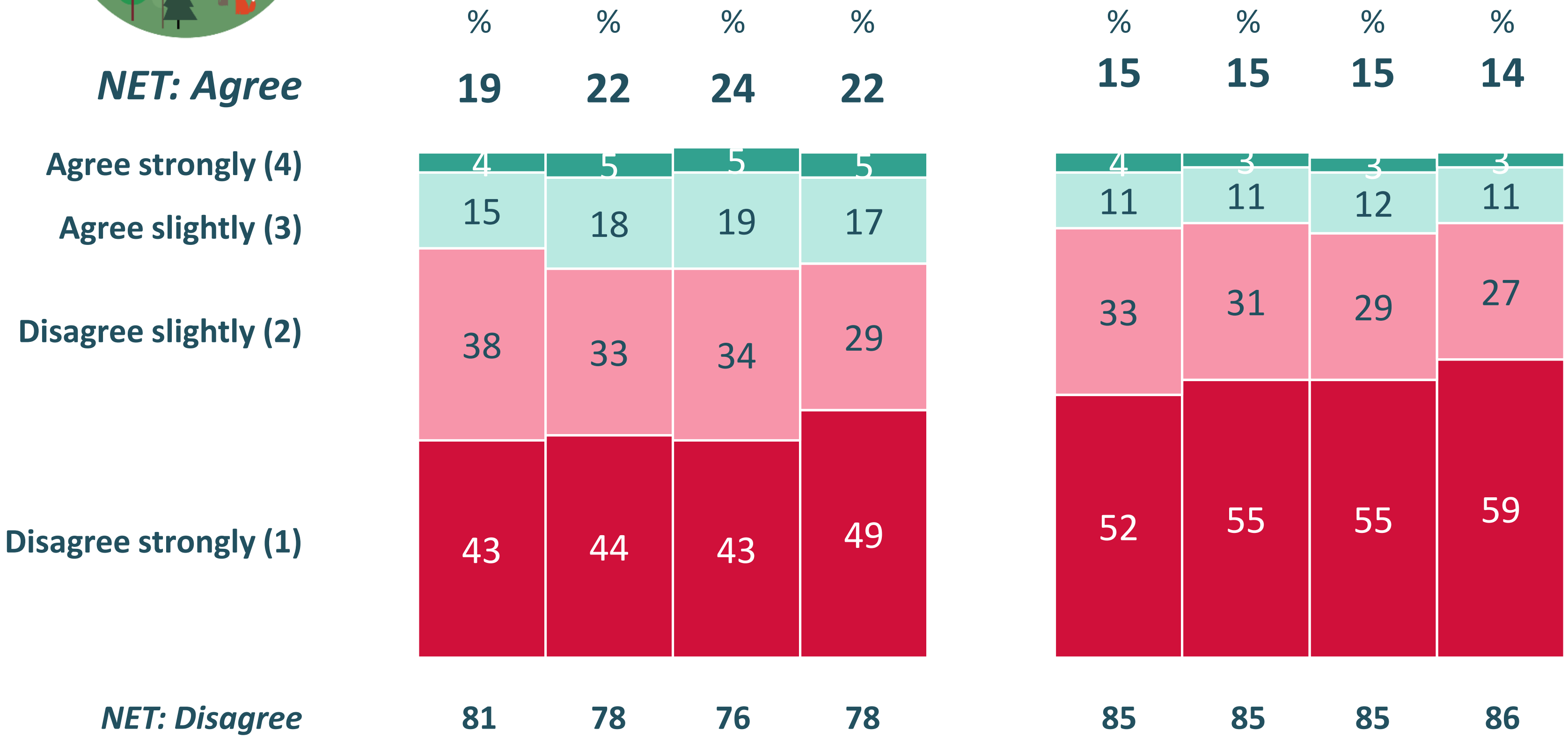
The younger age groups are more likely to increase spend in the next 6 months…




% Likely to increase spend in next 6 months	Entertainment	Grocery Spend	Consumer Goods/ Services	Holidays/ Shorter Breaks
Total	**22**	**24**	**19**	**27**
Gender				
Male	21	24	18	28
Female	23	24	19	26
Age				
18-24	**44**	26	**33**	**47**
25-34	**28**	**29**	**25**	**32**
35-44	16	26	18	27
45-54	15	23	15	19
55-64	19	24	16	19
65+	20	17	11	25
Social Class				
ABC1	**28**	23	22	**33**
C2DE	18	24	16	22
Region				
Dublin	**27**	26	21	**31**
Rest of Leinster	19	19	15	25
Munster	19	22	17	22
Connaught/Ulster	23	**32**	22	30

Brexit Impact on Republic of Ireland Spend



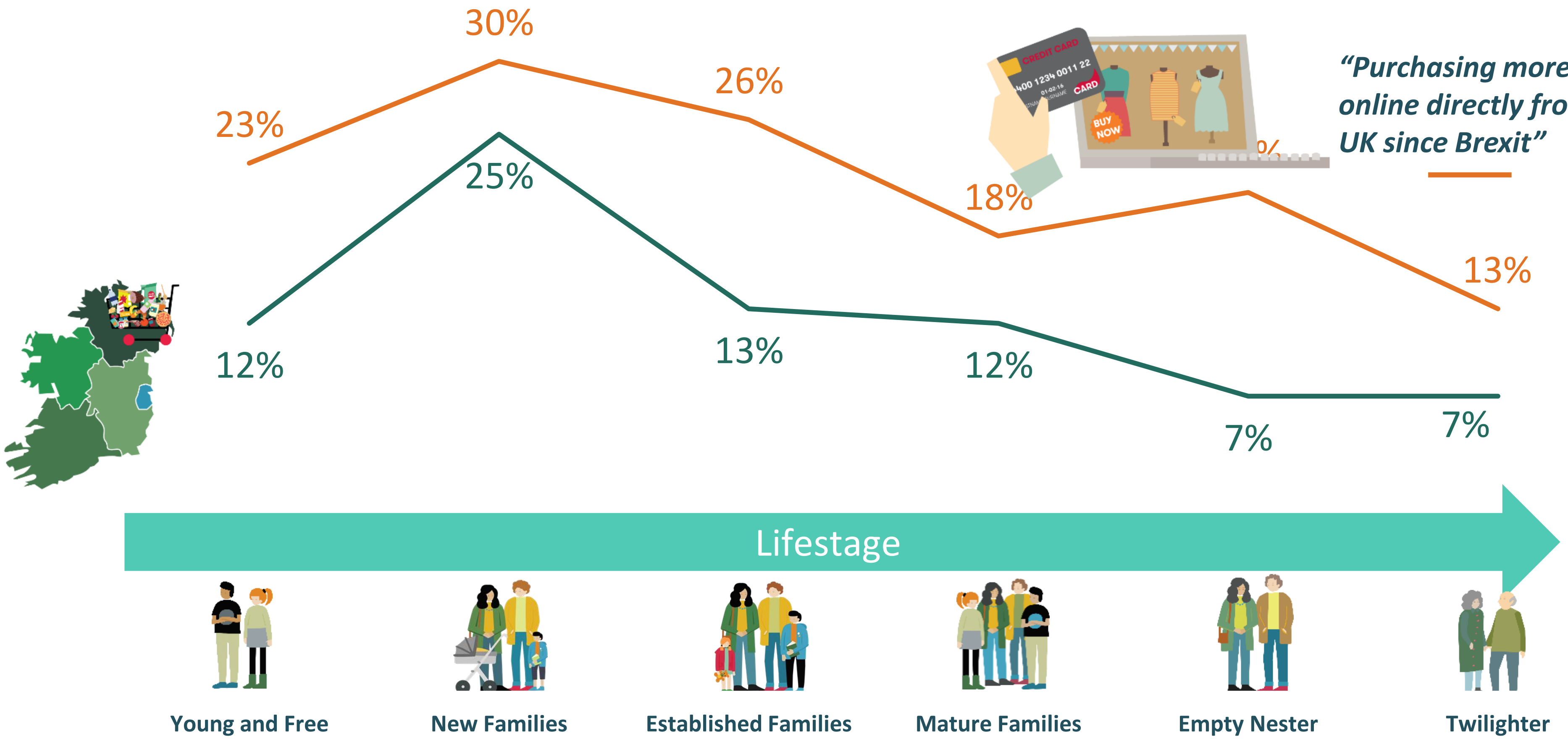


More than 1 in 5 claim to have purchased more online from the UK since Brexit, with 14% having bought more from across the border in Northern Ireland.

Brexit Impact on Republic of Ireland Spend by Life Stage

"Purchasing more goods online directly from the UK since Brexit"

"I have been purchasing more goods from across the border in NI since Brexit"

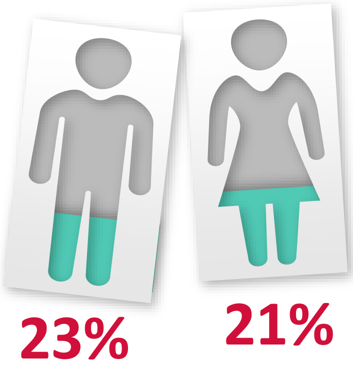


Early Settlers base size too low to be shown

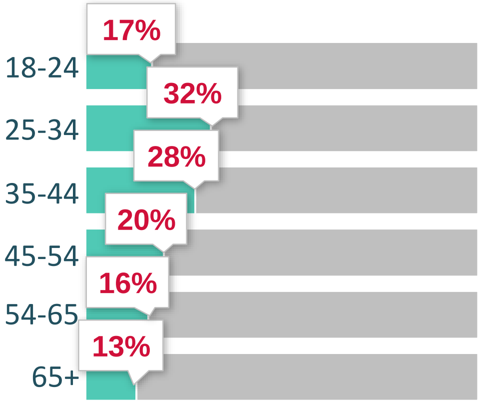
The younger families are more likely to have purchased more online from the UK since Brexit.

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

Gender



Age

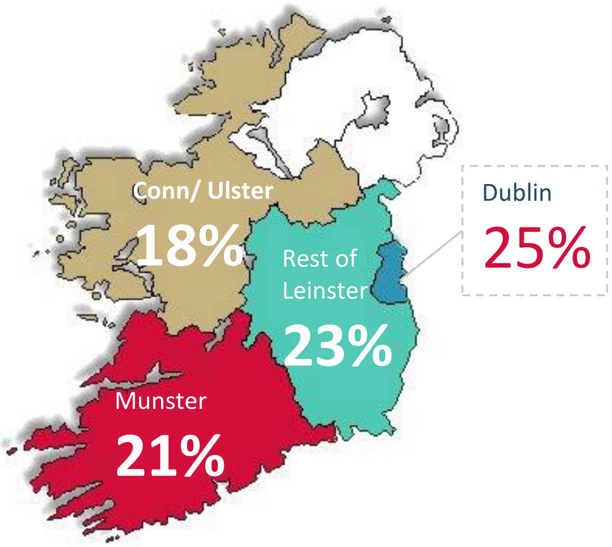


Social Class

ABC1: 23%

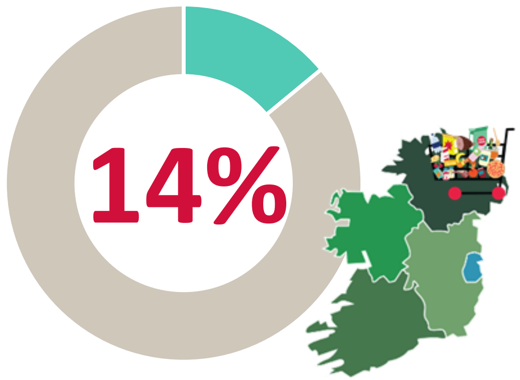
C2DE: 22%

Region

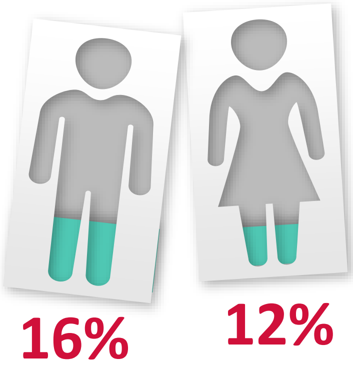


The 25-44 year olds are more likely to purchased more online from the UK since Brexit.

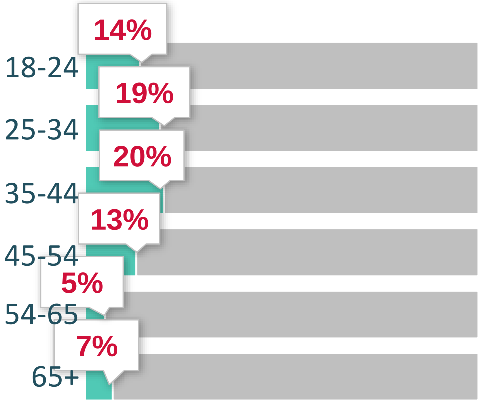
Who has been purchasing more goods across the Border in Northern Ireland since Brexit?



Gender



Age

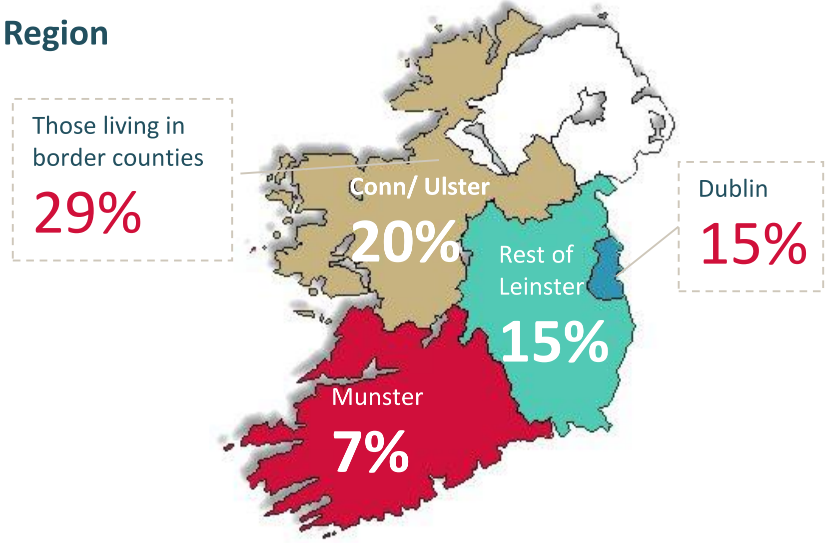


Social Class

ABC1: 13%

C2DE: 15%

Region



The 25-44 year olds are also more likely to have shopped more across the border to Northern Ireland since Brexit. Those living in border counties are more than twice as likely to have increased shopping in Northern Ireland since Brexit.

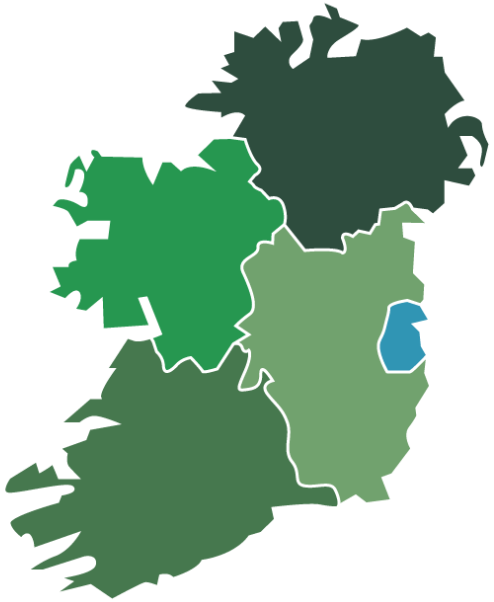
More than 2 in 3 would like to see a United Ireland as a result of Brexit

A United Ireland as result of the Brexit

Oct 2018
Jun 2018
Jun 2019
Jan 2019

"I would like to see a United Ireland as result of Brexit"

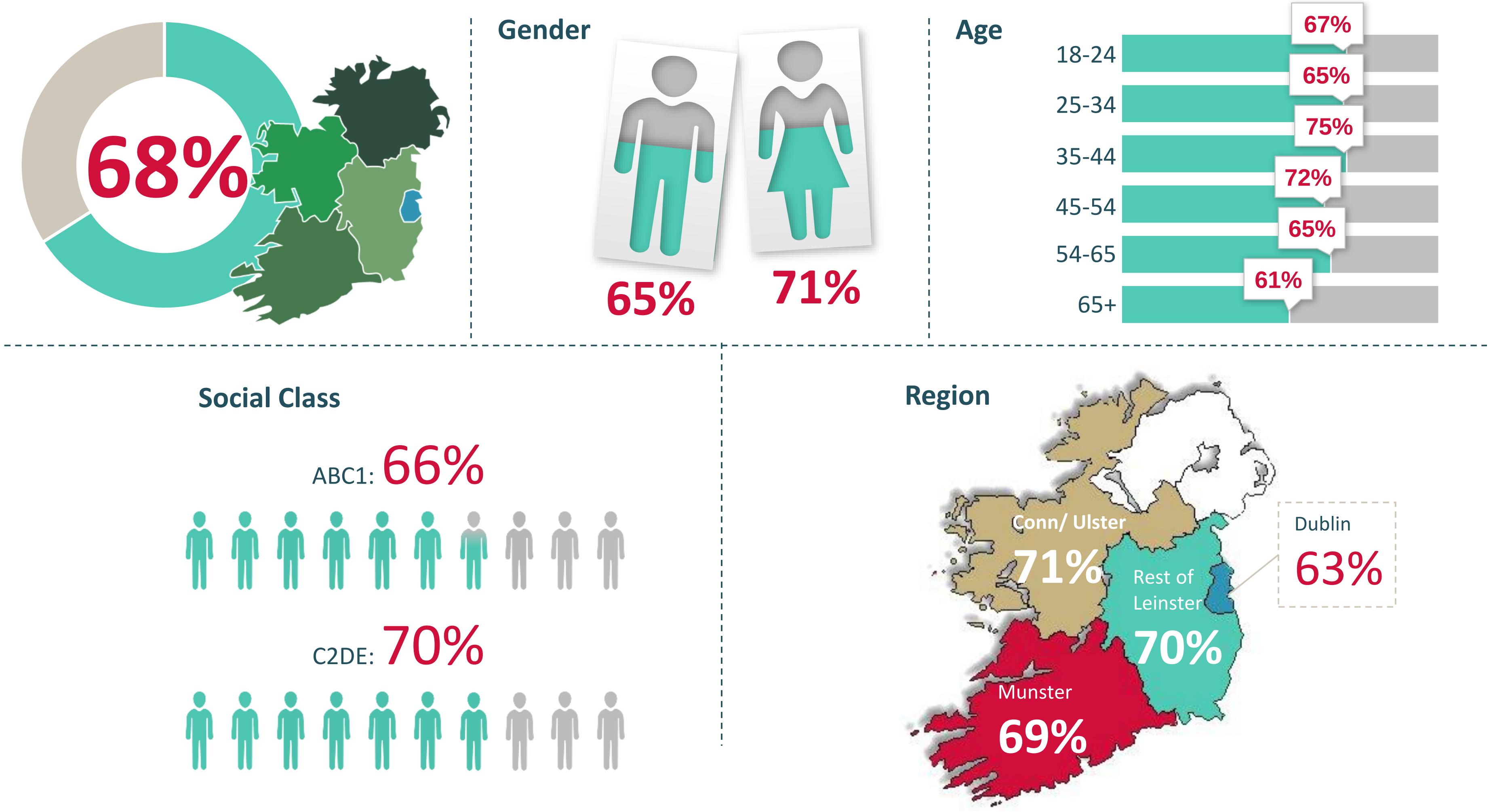
	%	%	%	%
NET: Agree	**66**	**66**	**66**	**68**
Agree strongly (4)	27	29	29	32
Agree slightly (3)	39	37	37	36
Disagree slightly (2)	20	19	16	17
Disagree strongly (1)	14	15	18	15
NET: Disagree	**34**	**34**	**34**	**32**



We see a slight increase in support for a United Ireland as a result of Brexit, with more than 2 in 3 supporting this.

REDC

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



The 35-54 year olds are more likely to support a United Ireland as a result of Brexit.

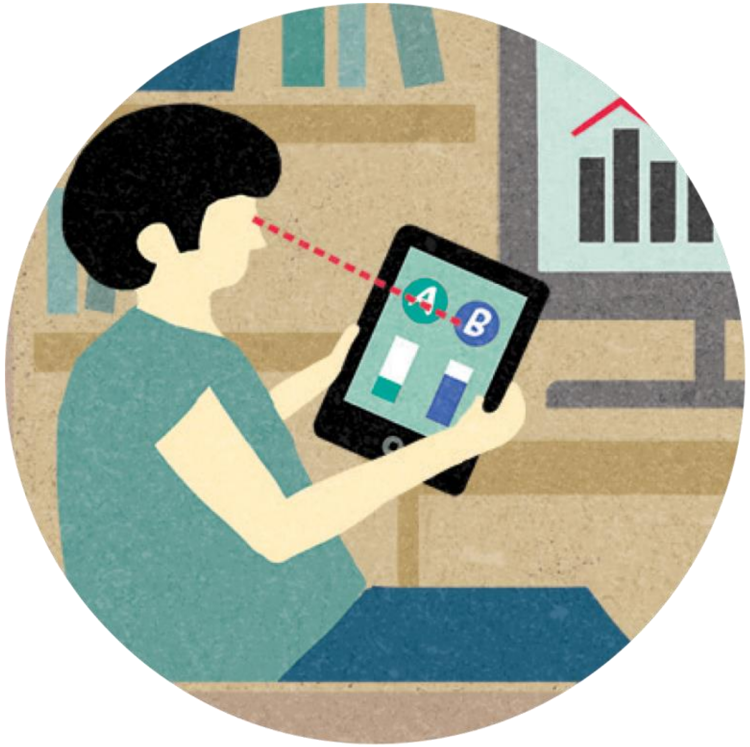
Methodology

/ 1,001 online interviews were conducted using RED C's online panel, RED C Live – this methodology has been used since June 2018.

/ Waves from and before January 2018 were conducted using a telephone (CATI) methodology.

/ Quotas were set and data weighted to ensure a nationally representative sample of the population aged 18+ years.

/ The is the 35th Wave of the RED C Consumer Mood Monitor and fieldwork was conducted from the 20th-25th June 2019.



THANK YOU