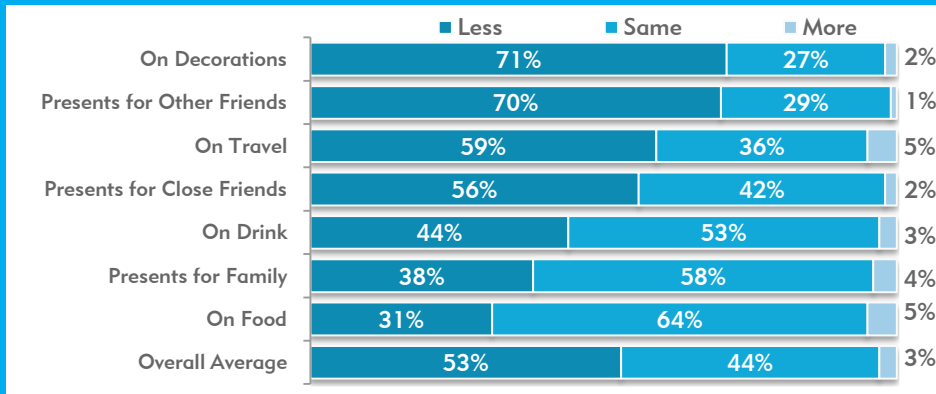


CARAT PULSE NEWS

NOVEMBER 2011 CHRISTMAS SPENDING PLANS

Christmas 2011 is likely to witness a continuing fall in consumer spending, when compared to the same period over the previous two years. However, while only 3% of Irish shoppers plan to spend more over the festive season, when we look more broadly, Irish consumers are set to regain the top position of a Europe-wide festive shopping spend table according to a new survey published by Deloitte*.

In a trend similar to the 2010 findings, Irish consumers are more likely to concentrate their budget around the most essential items, such as food, drink and presents for close friends. The most notable decrease in spending is by middle-aged females.



*Deloitte Christmas Spending Survey 2011

DIFFERENCE '11/'10 vs '10/'09	
-69%	-65%
-69%	-62%
-54%	-59%
-54%	-51%
-41%	-38%
-34%	-34%
-26%	-23%
-50%	-47%

UTILITIES AND SWITCHING

With August came the announcement that gas and electricity prices were set to rise, potentially adding hundreds of euro to annual household bills. We asked our panel how their behaviour will change based on these increases.

We found that half of our panel are planning to cut back their use of both gas and electricity due to these increases. A further third will be looking to shop around to find a cheaper supplier, compared to 17% who do not intend to change suppliers as they feel that prices have been raised across the board. Of those intending to switch, they are more likely to be male consumers, between the ages of 35 and 54.



Please Note: The Pulse survey is conducted completely online. iReach Market Research use all best endeavors to ensure survey design, sampling and subject solicitation, distribution methods and response rates remove any possible bias in using an online survey approach over a telephone survey approach.

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