

# Carat Pulse News

October 2010

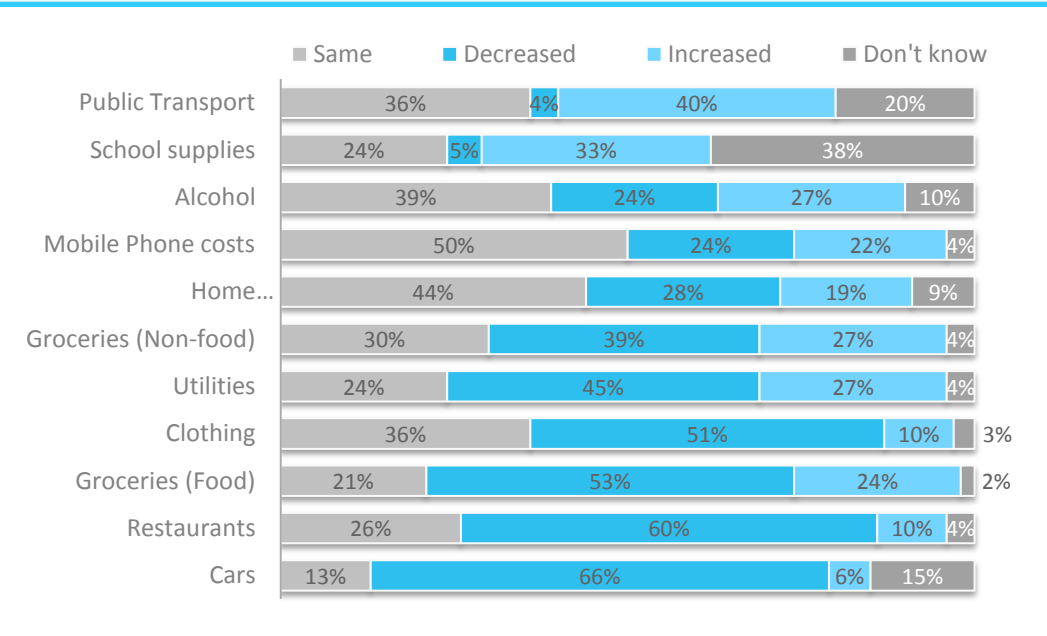
## Shifting price perceptions

We asked our Pulse panel how they thought pricing had changed across the following sectors. Consumer price perception suggests steady decline in consumer prices across most sectors, but, as can be seen below, there were significant differences.

Price decreases were most pronounced in the car market and hospitality industry, but also the food market. While Irish food prices have decreased in this sector, Irish prices are still 29% higher than the EU average according to the latest Eurostat figures.

Increased competition driven by Airtricity and Bord Gáis in the home utility market has also led to positive changes benefiting Irish customers.

Price trends in public transport and school supplies showed a net increase, which for many are unavoidable costs.



## One in ten Irish consumers have already begun their Christmas shopping

While four in ten consumers plan to do their Christmas shopping in December, one in ten have already begun their Christmas shopping. This is most pronounced among female shoppers and parents. 2 in 10 parents have already started to purchase Christmas gifts. Non-parents, males & young adults are more likely to leave their Christmas chores until the last minute. 24% of these purchases will take place online.

	Sep	Oct	Nov	Dec
<b>ALL CONSUMERS</b>	12%	19%	32%	37%
<b>Males</b>	7%	8%	28%	57%
<b>Females</b>	15%	27%	31%	27%
<b>Young Adults</b>	7%	18%	31%	44%
<b>Mid-Aged Adults</b>	17%	20%	32%	32%
<b>Mature Adults</b>	7%	19%	41%	33%
<b>Non-Parents</b>	7%	14%	31%	48%
<b>Parents</b>	17%	23%	33%	27%

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.

For more information or a presentation on the Pulse research, contact Dael Wood  
Tel: +1 271 2100. E-mail: dael.wood@carat.com

