

Carat Pulse News

January 2011



Ireland and the 2011 Budget

In a return to a topic addressed in the January 2010 Pulse, we wanted to learn more about where Ireland turns for its budget news and reviews.

Initial budget announcement:

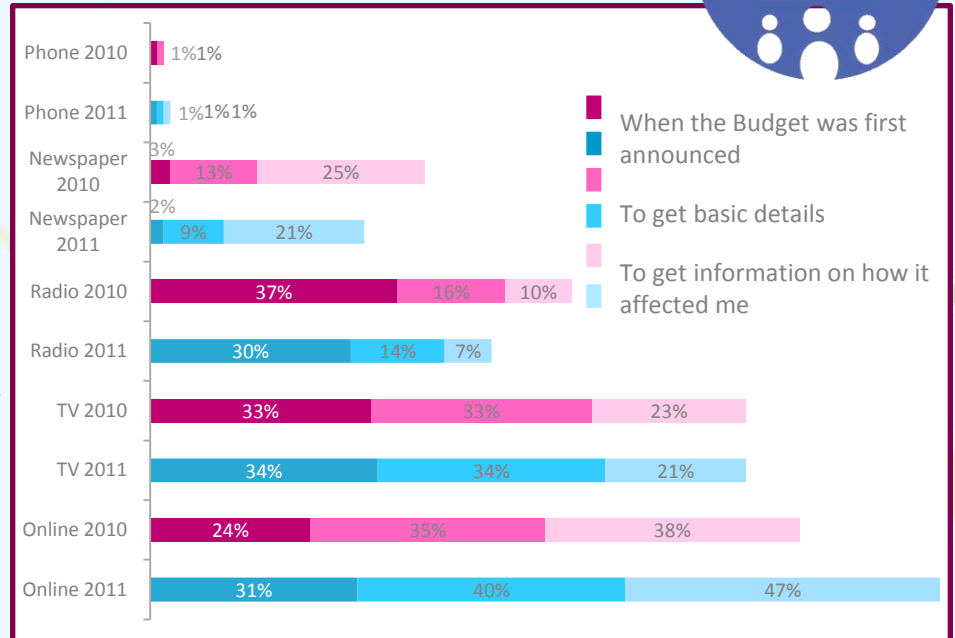
Steady conversions from radio channels to Online information sources, but TV was still the highest proportion of use

Follow-up and getting basic details:

Preference for Online continues to grow (compared to 2010) while TV remains steady. Both Radio and Newspapers saw drops.

Getting detailed, confirmed and updated information:

Almost half have used Online media to get detailed information on the 2011 budget (24% increase over 2010). Television and Newspapers continue to lose to Online media channels.



How Consumers felt about advertising over the Christmas period.

While the majority of Irish consumers felt that there was too much Christmas advertising (over three-quarters feel that advertising with Christmas theme starts too early and further two-thirds feel there is too much advertising over Christmas), almost three-quarters feel that the famous Christmas ads are an important and positive part of their Christmas experience and further seven in ten find gift items with a special price offer very helpful.

Additionally, almost 4 in 10 consumers feel they can benefit from Christmas related advertising since Christmas ads help them buy the right Christmas present. Getting it right is vitally important though - only 11% agreed they feel more positive about companies and products if advertised over Christmas and as many as 38% disagreed.

Please Note: The Pulse survey is conducted completely online. iReach Market Research use all best endeavours 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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