



Project 2020

**Public Sentiment
March 2010**

By



March 2010

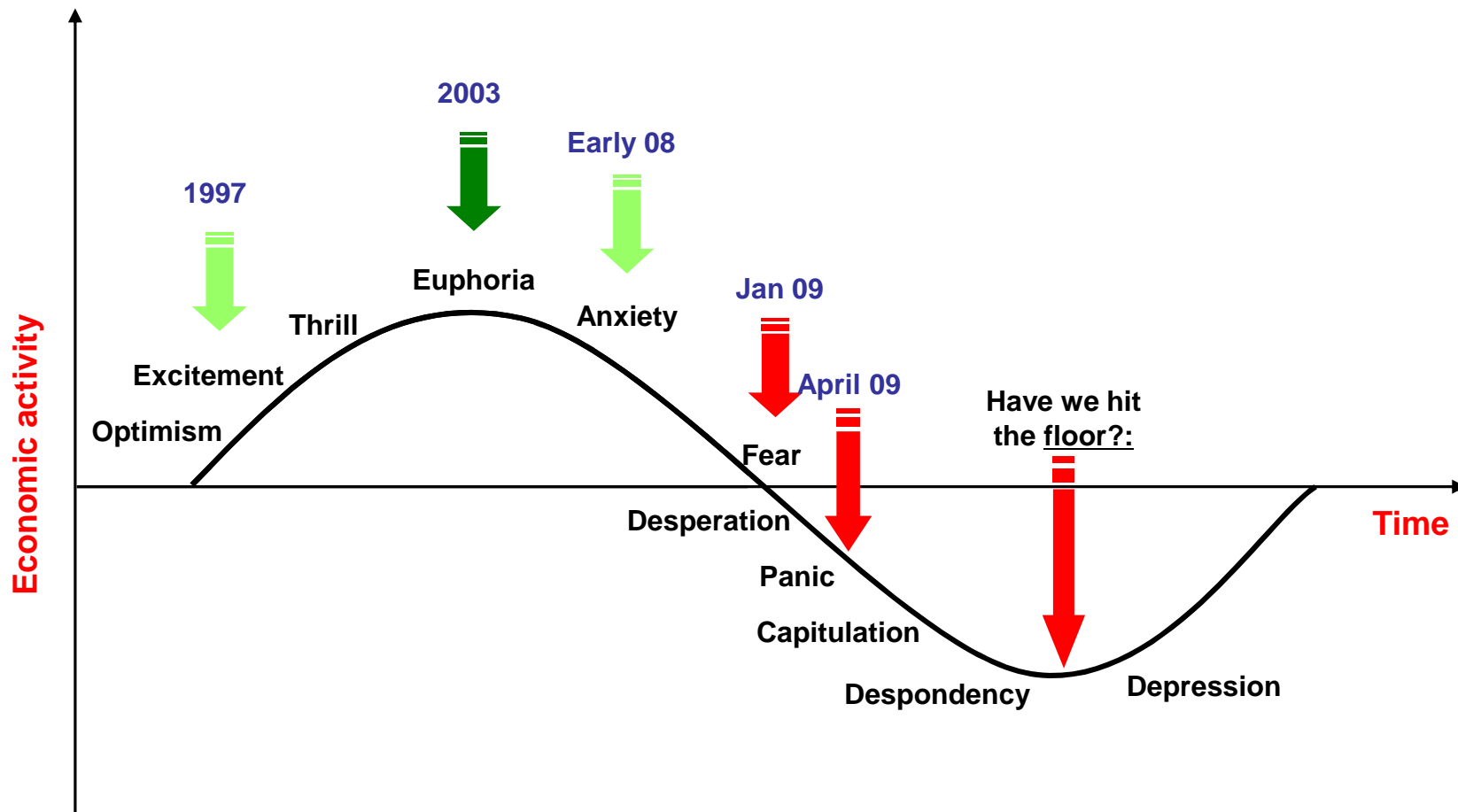
- To measure consumer sentiment at a time of great economic uncertainty
- How do Irish people see their current and future financial situation?
- What are their key concerns for the year ahead?
- Which consumers are hardest hit by the recession?
- What is the impact on spending patterns across categories?
- Are there opportunities for marketers amidst the gloom?
- Is public sentiment on the economy in line with the facts?

Interviewing was conducted between

March 8th – 11th 2010

amongst a nationally representative sample of 1000 aged 15+ via telephone. Quotas were placed on gender, age, social class and region. The estimated margin of error is +/- 3.2% at 50% with 95% confidence.

Where is Public Sentiment vis-à-vis the actual economy?

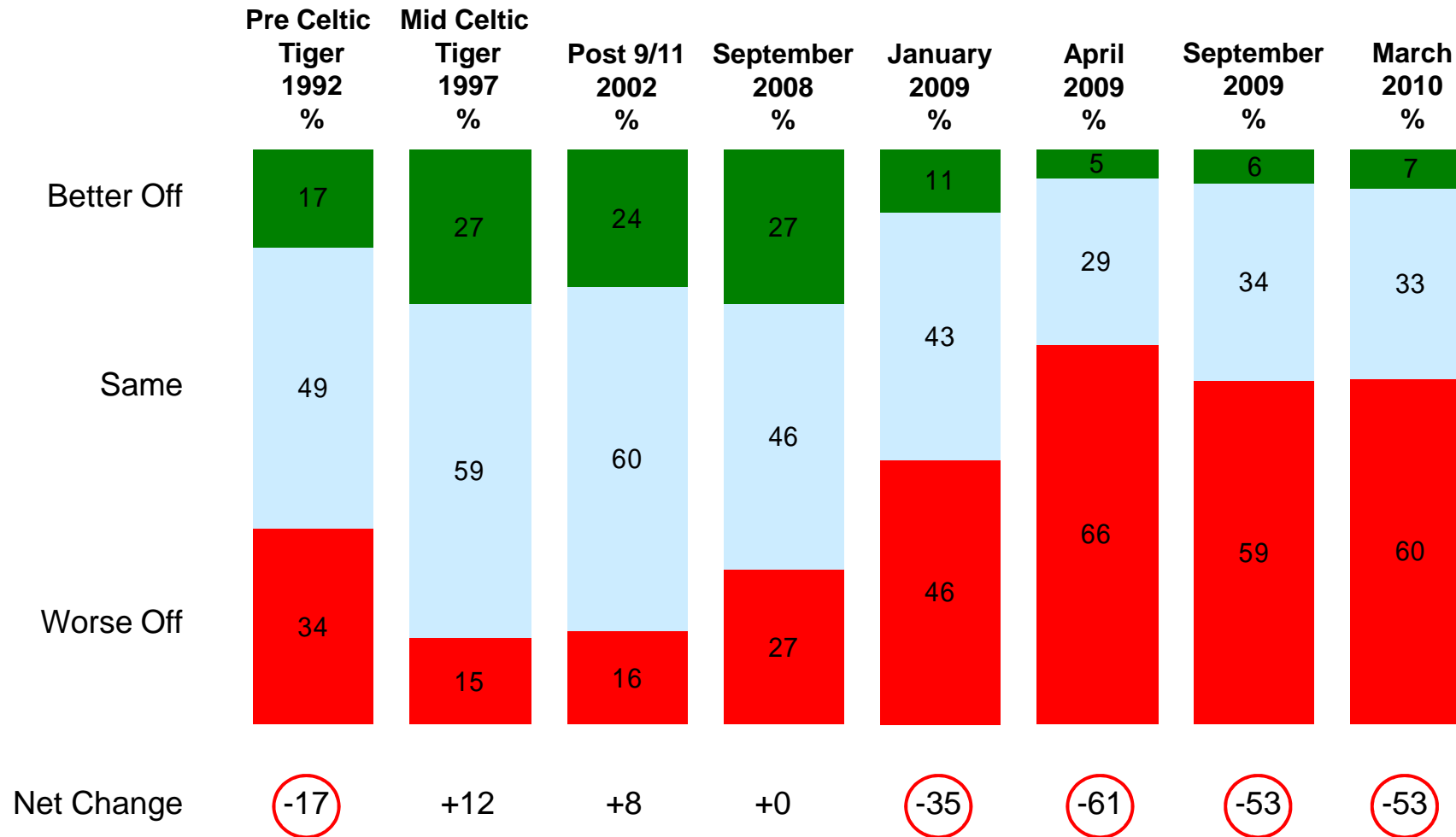


- National Sentiment -

Is the worst over? Did sentiment bottom-out in April '09?



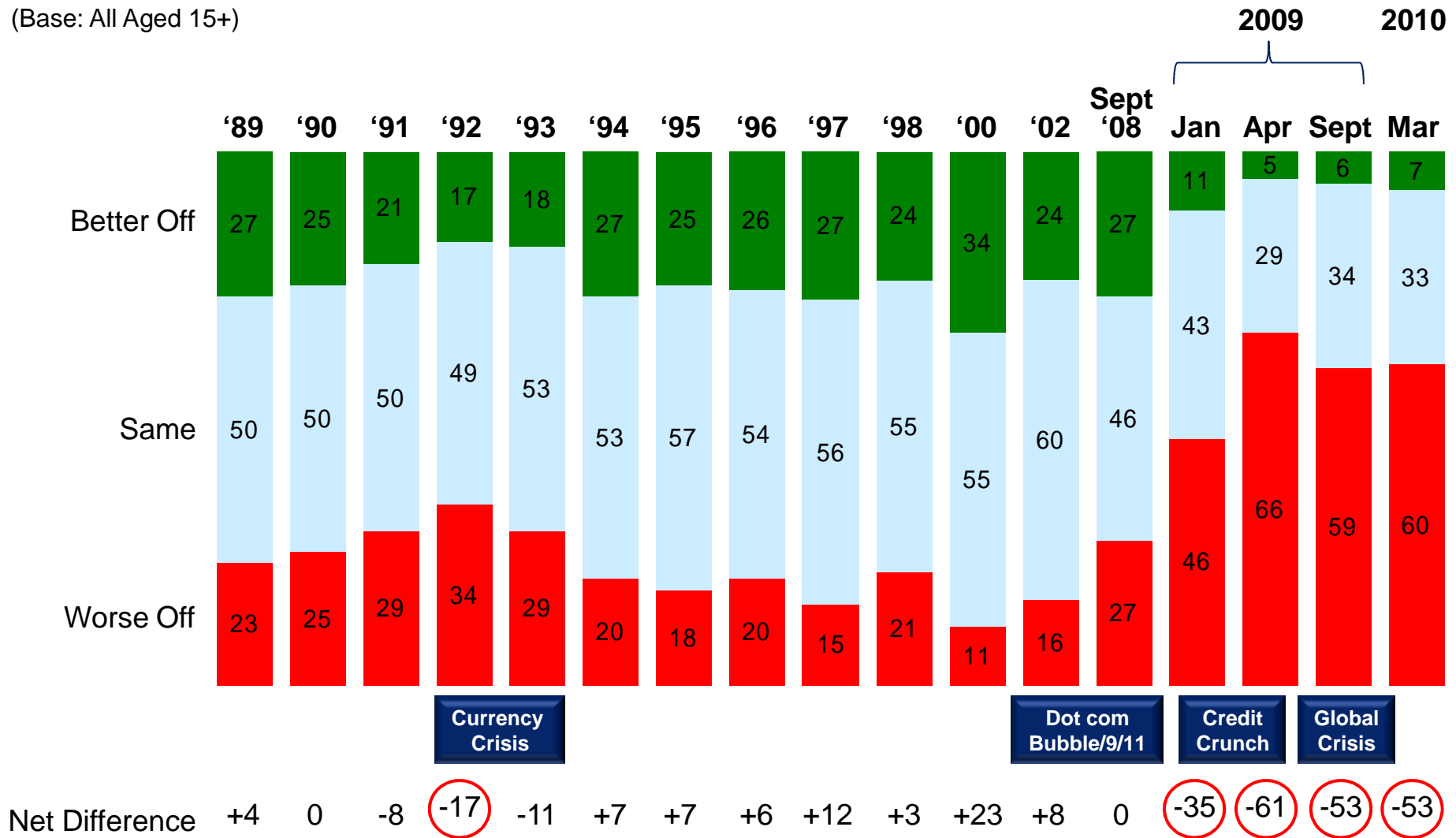
(Base: All Aged 15+)



Q. How is Your Personal Situation compared to This Time Last Year?

Financial situation is slightly better – but still historically bad.

(Base: All Aged 15+)

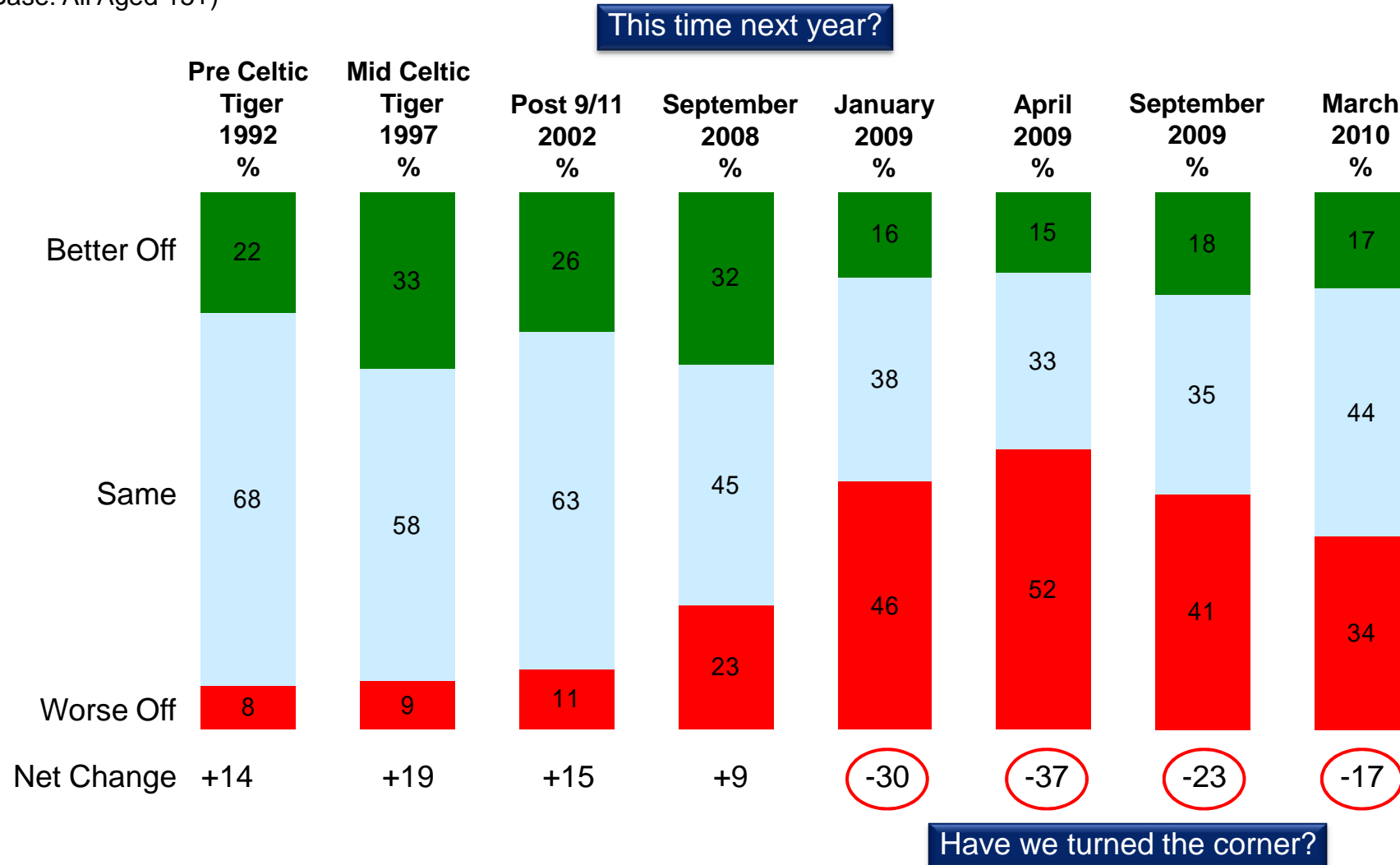


Q. How is Your Personal Situation compared to This Time Last Year?

Outlook slightly better for year ahead. Further evidence that sentiment hit rock bottom in April '09.



(Base: All Aged 15+)



Q. How do You Think Your Personal Situation Will be This Time Next Year?



**For the full details on this survey contact
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