



AIB/Amárach Recovery Indicator (ARI)

10th March 2010

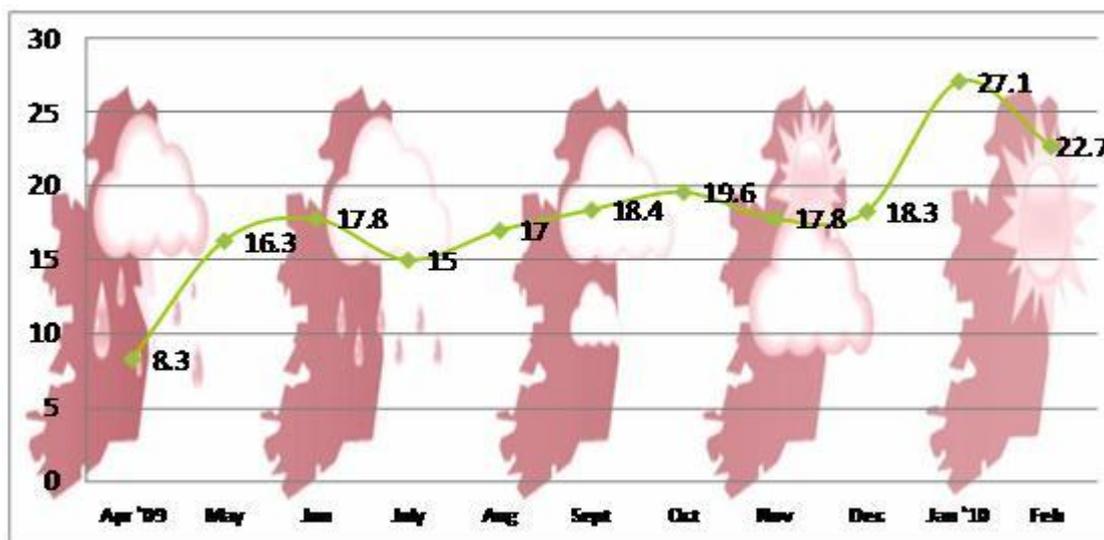
Key Financial findings from February's ARI survey:

- Six out of ten Irish adults say paying off debts is their main financial priority (62%)
- One in four are saving more because of the recession (26%).
- Men are more comfortable than women borrowing money from a bank if necessary (34% versus 24%)

Other Findings:

- Over one in two adults (55%) are optimistic in spite of the current economic situation
- Four in ten adults (41%) feel Ireland will be through the worst of the recession in 12 months time
- Young people are more optimistic about the prospects for recovery than older adults, as are those within the Dublin region.
- Older adults are experiencing less job security than younger adults, and are less likely to believe Ireland will be through the worst of the recession in 12 months time.

The ARI experienced a significant lift in January but has fallen back slightly in February. Nevertheless, the Indicator remains significantly above the trend we saw through 2009. In our February survey, one third of Irish adults agreed that “the economic situation is bad but has stabilized”, whilst a further quarter agreed that “the economic situation is bad but showing a few signs of recovery”.



The AIB/Amárach Recovery Indicator (ARI) is a monthly measure of consumer views on the economy now and in the future. It is designed to help businesses and planners anticipate the timing of economic recovery, especially in relation to consumer spending. Since we began tracking Irish

attitudes to economic recovery, there has been a gradual return to optimism. Nevertheless, this has not yet translated into significant changes to overall consumer behaviour, though some segments of the population are ahead of others in responding more positively to wider economic trends.

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NOTES TO EDITORS

About the AIB/Amárach Recovery Indicator
Amárach Research has developed the ARI with the support of AIB.

Every month Amárach surveys a nationally representative sample from a combined online and face to face approach. This dual approach is used to achieve a representative reflection of the older population. A total sample of 1,000 Irish adults aged 16+ years is achieved. Consumers are asked to choose from a number of different descriptions of the current state of the economy, and their answers are used to construct the Recovery Indicator.

Note: fieldwork conducted from the 8th to the 17th February, 2010

Full report available on request.