



A better mood

25th June 2010

The AIB-Amárach Recovery Indicator for June shows a strong improvement in Irish sentiment about the economy generally and spending and savings plans in particular.

- After peaking at 27.1 in January at the start of 2010, the AIB-Amárach Recovery Indicator (ARI) has shown its first strong recovery since the start of the year, rising to 25.3 in June – the second highest score since we began tracking the Indicator in April 2009.
- Only a third of Irish people feel that the economic situation is still deteriorating, but a higher proportion (36%) feel it is bad but stable.
- Furthermore, over three in ten Irish people feel that there are now signs of recovery in the economy, albeit from a weak economic base.
- The majority of people (54%) in the June survey feel optimistic about the future, though only a minority (42%) expect Ireland to be out of recession in twelve months time.
- The ARI's monthly measure of the emotional state of the nation shows a continuing decline in June in the percentages of Irish people experiencing stress and worry a lot (41% and 33% respectively in June), with the percentages experiencing enjoyment and happiness a lot (55% and 53%) remaining high.

Spending, Saving and Borrowing:

- A growing minority (22%) say they are more relaxed money than they were a few months ago: the highest percentage since April last year.
- The percentage of Irish people who think now is a good time to buy a house – 68% – has also reached its highest level since tracking began.
- Another sign of the improving mood of the Irish consumer: just 24% agree they are saving more because of the recession, again the lowest recorded level since tracking began in April 2009.

The **AIB-Amárach Recovery Indicator (ARI)** is a monthly tracker of Irish people's views about the recession and recovery. The Indicator comprises not only perceptions about the state of the economy, but also behavioural and intentional information regarding spending, savings, borrowing and debt repayments.

- Ends -

For further information, please contact:

Ronan Sheridan
Group Press Officer
AIB Group
Bankcentre
Ballsbridge
Dublin 4
Tel: +353-1-641 4651

or

Gerard O'Neill
Chairman
Amarách Research
11 Kingswood Business Centre,
CityWest Business Campus
Dublin 24
Tel: 01-410 5200: 086 245 5004

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 14th – 21st June 2010

Full report available on request