



What a difference an age makes

26th March 2010

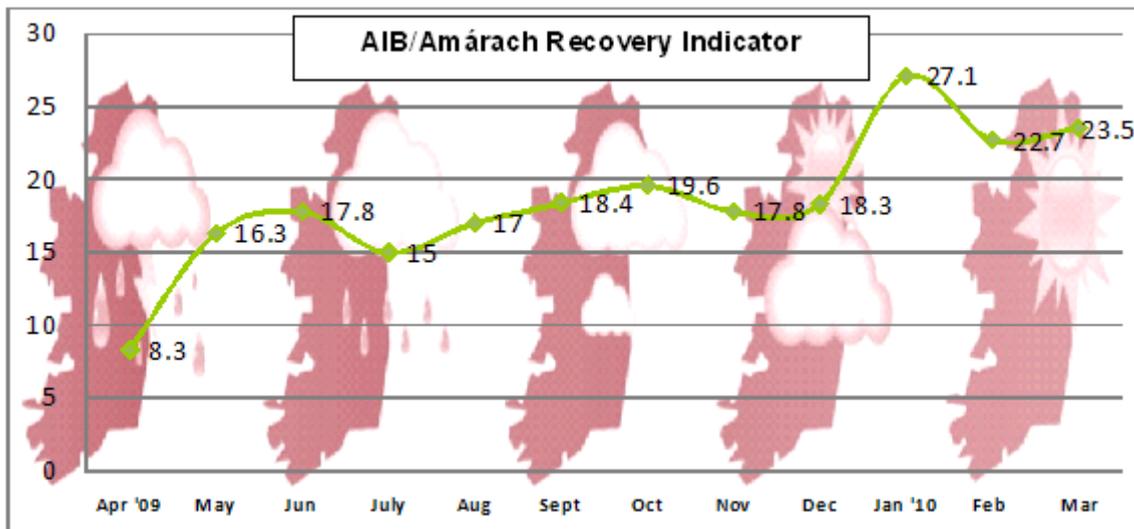
The March AIB-Amárach Recovery Indicator shows that the recession is tougher for some age groups in Irish society than for others.

- Four in ten 16-24 year olds (38%) think the economy is improving compared to just three in ten (29%) of all adults, and they are more likely to be 'optimistic despite the recession' (61% vs 54% of all adults).
- Although 16-24s are happier than any age group (65% 'experienced happiness a lot yesterday' vs a national average of 56%), those aged 55 and over experienced more enjoyment (67% vs. a national average of 56%).
- The over 55s are also more likely to feel 'financially comfortable enough to make it through the recession' (54% agree compared to 43% of all adults).
- Those aged 35-44 are more likely to agree that 'now is a good time to buy a house for those who want to' (69% vs 64% of all adults), and are also 'less worried about losing my job than before' (24% agree vs just 18% of all adults).

Other Findings:

- Younger adults aged 16-24 are 'more relaxed about spending money than a few months ago' (27% agree vs 18% of all adults), but on the other hand they also are more likely to agree they are 'saving a lot more than before because of the recession' (37% vs 25% of all adults).
- 25-34s are the age group most happy to 'borrow money from a bank if I need to' (34% agree vs 30% of all adults), whilst they are also the age group most likely to agree their main financial priority is 'to pay off my debts as quickly as possible' (73% vs 61% of all adults).

Nevertheless, for the population as a whole, the first quarter of 2010 has shown a persistent improvement in perceptions about the pace of economic recovery in Ireland over the last quarter of 2009.



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NOTES TO EDITORS

About the AIB/Amárach Recovery Indicator

Amárach Research has developed the ARI with the support of AIB.

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.

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 14th March, 2010

Full report available on request