

October 2009 Survey

1. Q1. For each sector listed on the left below, please indicate how regularly or not, you look for alternative stores/companies to the one you currently use?					
	Once/twice yearly	Every 2 or 3 years	Every 4 or 5 years	Never	Response Count
Insurance	72.2% (367)	16.3% (83)	3.5% (18)	7.9% (40)	508
Banking	15.0% (76)	18.9% (96)	18.3% (93)	47.8% (243)	508
Groceries	86.4% (439)	4.1% (21)	2.0% (10)	7.5% (38)	508
Hair & Beauty Salons	51.6% (262)	19.7% (100)	5.1% (26)	23.6% (120)	508
Telephone or Broadband provider	47.4% (241)	32.5% (165)	7.9% (40)	12.2% (62)	508
Car servicing/sales	42.7% (217)	25.0% (127)	10.6% (54)	21.7% (110)	508
Restaurants	89.0% (452)	5.3% (27)	1.2% (6)	4.5% (23)	508
	<i>answered question</i>				508
	<i>skipped question</i>				0

2. Q2. Looking at each of the sectors listed on the left below, and taking account the potential time and hassle involved, how much cheaper would a new company/supplier need to be before you would switch to them?

	up to 5%	10%	20%	25%	30%	more than 40% cheaper	Would not switch	Response Count
Insurance	18.7% (95)	32.1% (163)	27.2% (138)	9.6% (49)	4.9% (25)	5.1% (26)	2.4% (12)	508
Banking	15.0% (76)	27.4% (139)	21.3% (108)	11.0% (56)	4.5% (23)	5.9% (30)	15.0% (76)	508
Groceries	30.5% (155)	34.4% (175)	18.1% (92)	6.3% (32)	4.3% (22)	4.7% (24)	1.6% (8)	508
Hair & Beauty Salons	16.1% (82)	26.8% (136)	22.0% (112)	11.0% (56)	4.7% (24)	5.1% (26)	14.2% (72)	508
Telephone or Broadband provider	15.2% (77)	25.6% (130)	28.1% (143)	11.8% (60)	7.9% (40)	6.7% (34)	4.7% (24)	508
Car servicing/sales	17.5% (89)	25.8% (131)	22.8% (116)	12.8% (65)	5.3% (27)	6.7% (34)	9.1% (46)	508
Restaurants	23.6% (120)	29.3% (149)	21.5% (109)	11.4% (58)	6.5% (33)	3.5% (18)	4.1% (21)	508
	answered question							508
	skipped question							0

3. Q3. Thinking about why people stay loyal to businesses or stores they use, for each sector listed on the left below please tick up to 3 MAIN REASONS WHY YOU WOULD REMAIN A LOYAL CUSTOMER. (just tick up to 3 per sector, leave others unticked)

	Best Prices / Lowest Fees	I trust them	Quality & Friendly Service	I've always been with them	Good quality advice when needed	Convenience / Saves me Time	Special Offers / Loyalty Scheme	Res C
Insurance & Banking	60.4% (307)	43.1% (219)	46.1% (234)	27.6% (140)	31.3% (159)	25.6% (130)	15.2% (77)	
Consumer electronics: (Audio/Visual, Computing, Mobiles)	72.0% (366)	24.0% (122)	46.9% (238)	10.8% (55)	43.9% (223)	13.2% (67)	26.6% (135)	
Groceries	83.5% (424)	8.9% (45)	46.5% (236)	6.5% (33)	6.1% (31)	43.9% (223)	49.2% (250)	
DIY/Garden	72.4% (368)	10.2% (52)	44.1% (224)	5.1% (26)	37.8% (192)	23.8% (121)	24.6% (125)	
Pharmacy/Health Stores	43.7% (222)	53.3% (271)	50.0% (254)	15.0% (76)	50.2% (255)	17.7% (90)	11.0% (56)	
Telephone/Broadband provider	78.0% (396)	16.5% (84)	43.3% (220)	13.8% (70)	30.5% (155)	19.3% (98)	24.2% (123)	
Restaurants	54.7% (278)	24.0% (122)	80.3% (408)	7.5% (38)	12.0% (61)	17.5% (89)	21.5% (109)	
Car Dealerships (buying or servicing)	66.7% (339)	52.4% (266)	50.8% (258)	7.9% (40)	39.2% (199)	9.3% (47)	9.4% (48)	
Estate Agents: (when selling)	53.9% (274)	51.8% (263)	45.9% (233)	5.7% (29)	47.6% (242)	9.6% (49)	4.1% (21)	
Jewellers	62.6% (318)	30.7% (156)	57.7% (293)	6.9% (35)	32.9% (167)	8.9% (45)	15.9% (81)	
Hair & Beauty Salons	49.6% (252)	53.9% (274)	53.3% (271)	22.0% (112)	23.0% (117)	15.4% (78)	15.2% (77)	
Clothes	78.3% (398)	11.4% (58)	51.4% (261)	5.5% (28)	19.5% (99)	22.8% (116)	33.7% (171)	
	<i>answered question</i>							
	<i>skipped question</i>							

4. Q4. Are you/your family spending less money in any of the following areas now, as compared to last year?				
	Yes, definitely	Yes, sometimes	No, same amount	Response Count
Groceries	56.9% (289)	31.3% (159)	11.8% (60)	508
Clothes	69.9% (355)	21.1% (107)	9.1% (46)	508
DIY/Garden	64.6% (328)	16.1% (82)	19.3% (98)	508
Health & Beauty	56.3% (286)	25.6% (130)	18.1% (92)	508
Salons	61.4% (312)	19.3% (98)	19.3% (98)	508
Restaurants	63.4% (322)	26.6% (135)	10.0% (51)	508
Consumer Electronics (MP3, phones, TV etc.)	57.9% (294)	27.6% (140)	14.6% (74)	508
Broadband	29.3% (149)	15.0% (76)	55.7% (283)	508
	<i>answered question</i>			508
	<i>skipped question</i>			0

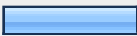

5. Q5. Do you think products/services are generally overpriced (or fees too high) in any of the sectors listed on the left below:

	No, represents good value for money	Yes, but just a little overpriced	Yes, significantly overpriced	Response Count
Insurance & Banking	7.3% (37)	33.3% (169)	59.4% (302)	508
Consumer electronics: (Audio/Visual, Computing, Mobiles)	12.8% (65)	47.2% (240)	40.0% (203)	508
Groceries	28.0% (142)	40.9% (208)	31.1% (158)	508
DIY / Garden	16.7% (85)	48.2% (245)	35.0% (178)	508
Pharmacy/Health Stores	13.4% (68)	42.1% (214)	44.5% (226)	508
Telephone or Broadband provider	17.9% (91)	45.1% (229)	37.0% (188)	508
Restaurants	15.6% (79)	44.1% (224)	40.4% (205)	508
Car Dealerships (buying or servicing)	10.2% (52)	32.7% (166)	57.1% (290)	508
Estate Agents (when selling)	10.0% (51)	34.8% (177)	55.1% (280)	508
Jewellers	10.0% (51)	45.1% (229)	44.9% (228)	508
Hair & Beauty Salons	12.4% (63)	42.7% (217)	44.9% (228)	508
Clothes	19.5% (99)	43.5% (221)	37.0% (188)	508
	<i>answered question</i>			508
	<i>skipped question</i>			0

6. Q6. For each of the sectors listed on the left below, please tick the top three things YOU WANT FROM YOUR SHOPPING EXPERIENCE. (tick up to 3 options, leave others blank)









	Get in & Out quickly	Comfort / No hassle	Allowed plenty of time	Friendly & Knowledgeable Staff	A wide choice	Just cheapest price	Environment considered	
Groceries	64.4% (327)	35.8% (182)	6.5% (33)	31.1% (158)	75.6% (384)	53.3% (271)	11.0% (55)	
Hair & Beauty Salons	24.4% (124)	68.9% (350)	40.2% (204)	78.7% (400)	5.5% (28)	26.0% (132)	6.1% (31)	
Consumer Electronics	18.5% (94)	19.3% (98)	20.7% (105)	72.6% (369)	62.0% (315)	48.0% (244)	13.8% (69)	
DIY/Garden	27.4% (139)	23.2% (118)	17.9% (91)	61.4% (312)	49.2% (250)	44.3% (225)	18.1% (91)	
White Goods	22.2% (113)	22.0% (112)	18.9% (96)	59.1% (300)	51.4% (261)	45.3% (230)	22.2% (113)	
Pharmacy/Health Store	32.7% (166)	28.9% (147)	14.8% (75)	81.7% (415)	46.9% (238)	35.6% (181)	6.7% (34)	
Car buying	5.5% (28)	28.0% (142)	45.1% (229)	75.0% (381)	37.2% (189)	49.4% (251)	21.9% (110)	
Jewellers	8.1% (41)	34.4% (175)	41.1% (209)	61.0% (310)	57.5% (292)	38.4% (195)	2.0% (10)	
Clothes	17.7% (90)	51.2% (260)	35.2% (179)	36.0% (183)	69.1% (351)	49.4% (251)	3.7% (19)	
	answered question							
	skipped question							

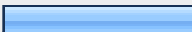
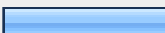
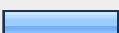




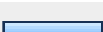
7. Q7. Male/Female

		Response Percent	Response Count
Male		20.1%	102
Female		79.9%	406
	answered question		508
	skipped question		0

8. Q8. Age			Response Percent	Response Count
Less than 18			0.2%	1
18-20			4.3%	22
21-24			9.6%	49
25-34			29.7%	151
35-44			29.3%	149
45-54			19.1%	97
55-64			6.7%	34
65+			1.0%	5
			answered question	508
			skipped question	0

9. Q9. Location			Response Percent	Response Count
Dublin			24.6%	125
Rest of Leinster			27.4%	139
Munster			27.0%	137
Ulster/Connaught			21.1%	107
			answered question	508
			skipped question	0

10. Q10. Occupation			
		Response Percent	Response Count
Qualified Professional		25.6%	130
Middle Management		12.8%	65
Junior Management		13.0%	66
Skilled Manual Worker		4.1%	21
Semi / Unskilled Manual Worker		3.1%	16
Unemployed (6 months)		8.9%	45
Student		11.6%	59
Housewife / Househusband		20.9%	106
		answered question	508
		skipped question	0

11. Q11. Income Bracket			
		Response Percent	Response Count
less than 20,000 euro		29.1%	148
20,000 - 34,999 euro		24.8%	126
35,000 - 49,999 euro		17.3%	88
50,000 - 64,999 euro		7.1%	36
65,000 - 79,999 euro		3.5%	18
80,000 - 99,999 euro		2.0%	10
100,000 + euro		1.2%	6
Prefer not to say		15.0%	76
		answered question	508
		skipped question	0