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New Media and the Irish Consumer - Ireland

Now that around two thirds of all Irish consumers have a broadband internet connection in the home, the internet is an established, mainstream channel through which advertisers can reach a mass-market audience. However, there is a danger that the rapid growth in online advertising could diminish the effectiveness of the ...

November 2010

Reaction to the Recession - Changes in Shopping Behaviour - Ireland

The recession, which began in September 2008 in RoI, and some months later in NI, has had a profound impact on Irish consumers' spending and shopping habits. According to consumer data presented in this report, just 29% of NI and 23% of RoI consumers claim that their spending habits have ...