



## October 2012

### Social Networking - Ireland

Online social networking has become ever more integrated into the daily lives of Irish consumers, with this trend showing no signs of abating. Irish consumers are now conducting more of their social lives through online social networks.

## September 2012

### Accommodation - Ireland

Irish consumers continue to face low spending power in 2012, with consumers cutting back on overall holiday spending, which in turn is impacting on how much consumers are willing to spend on accommodation.