



August 2012

Irish Lifestyles - Ireland

Irish consumers are living under the threat of the breakup of the eurozone and NI consumers are already faced with a double-dip recession in 2012. This has seen their spending in a number of sectors decline, with a corresponding decrease in spending power.

June 2012

Attitudes to Advertising - Ireland

The year 2012 continues to see traditional media losing ground to newer media, with Irish consumers increasingly exposed to web-based advertising, in turn lessening the effectiveness of TV and print advertising.