



49% of all accountants expect the business climate to deteriorate over the next twelve months

### The Accountants are Revolting

The latest barometer from the Institute of Certified Public Accountants suggests that those who count the beans in business are increasingly concerned about the future. Conducted by Amárach for the CPA, the third barometer in the series shows that almost half (49%) of all accountants expect the business climate to deteriorate over the next twelve months, while fewer than a quarter (24%) expect the climate to improve.

However, it is not all doom and gloom. A third (33%) of CPA members surveyed believes that Ireland is a supportive place to do business now; a rise of 5% compared to the last Business Barometer six months ago.

Despite a dis-improvement in the business climate in Ireland over the past 12 months, due to such factors as a rise in euro zone interest rates and a rebound in oil prices, a surprisingly large majority (72%) of accounting professionals surveyed have seen their personal income rise compared to 2006. Over one in eight (81%) of participants feel that they are either better off financially or are at the same level financially compared to 2006, indicative of the current high demand for qualified accountants. Further more over a quarter (25%) of participants believe that their personal assets have improved slightly and over half (53%) believe that their personal assets have significantly improved in the past 12 months.

15-74 about their experiences of musicals and operas.

Among the main findings is that:

- Two in five adults (38%) go to see musicals or operas occasionally or regularly.
- The keenest musical/opera goers are 55-64 year olds (49%)
- The main barrier to attendance is 'taste', 32% just don't go to musicals/operas
- The second barrier is 'uncertainty', 18% don't know if they would like it
- Only 13% say price
- The main source of information about musicals and operas is the local newspaper (32%) and national newspapers (29%)

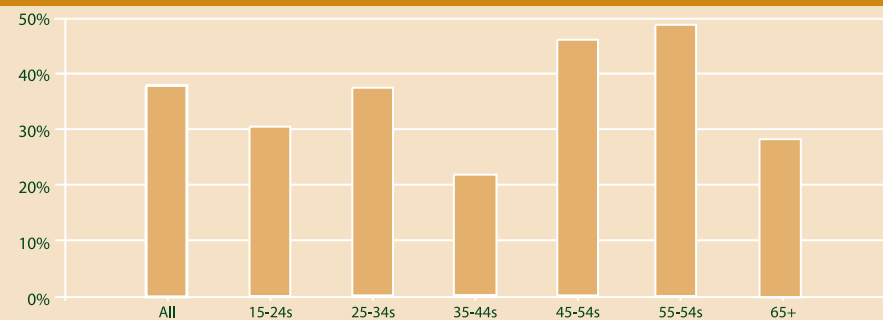
As Ireland gracefully moves from being the 'Young Europeans' to a more middle-aged population (though still 'young' relative to most of Europe's largest economies), then those leisure activities such as classical music and opera that usually develop with age will be key beneficiaries.

The chart also points to another lifestyle effect - adults in the pre-family stage (25-34s) tend to go to musicals and operas a lot relative to younger adults. But as the children come along then attendance falls off - bouncing back in the empty nester stage.

Women are more likely than men to be interested in musicals and opera - and not surprisingly there is a strong social class bias in attendance: with two out of four ABC1s enjoying a night out at the opera versus one in four C2DEs. Similarly, Dublin benefits from its large endowment of theatres and music venues - with 44% of Dubliners attending musicals and opera from time-to-time.

These analyses support the perception that arts sponsorship is a powerful marketing channel for those seeking to reach particular types of audiences.

### For the Love of Music % ever attending a musical or opera



Source: Amárach survey for the Opera Theatre Company, 2007

Marketers can perhaps take heart from the fact that their colleagues in the finance department are finding some silver linings in the clouds on the horizon.

A full report on the CPA Business Barometer is available online: [www.cpaireland.ie](http://www.cpaireland.ie)

### UCD Post-Doctoral Fellowship

We are delighted to announce the Amárach Research Fellowship: a new post-doctoral fellowship in Research Methods funded by Amárach in UCD's School of Geography, Planning and Environmental Policy. Amárach is committed to supporting the development of best research practices in Ireland - and we are delighted to partner University College Dublin in this important new initiative.

### Ask Amárach

If you require any further details about Amárach's other market research and consumer foresight services just contact: [foresight@amarach.com](mailto:foresight@amarach.com)



Omnibuzz Ireland's first online research omnibus, from Amárach and Empathy Research, get more details on our website.

### A Night at the Opera

Amárach are proud sponsors of the Opera Theatre Company - one of Ireland's most innovative arts organisations. Recently we conducted a nationally representative, face-to-face survey of 1,000 adults aged

