



For Immediate Release
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“BACARDI Together” Poll shows despite the impacts of technology, some traditions are alive and well in Ireland

Irish online users spend 8 hours per week on social media

New technologies are great but Irish people prefer to get together

Irish online users are now spending 8 hours per week on social media – a whole working day with 18-24s spending 11 hours. Social media users are also saying goodnight online as 50% of social media users confess that the last thing they do at night is to check emails, text messages or social media sites and 49% undertake the same activities first thing in the morning,

According to the BACARDI Together Poll of 1,470 adults surveyed by Behaviour & Attitudes via their Acumen panel, despite the smartphone revolution (38% of the online population own one); we still crave the joys of face-to-face connections as 76% admit that one can only have meaningful relationships in person. When asked how they prefer to interact with others, almost 9 in 10 people strongly prefer face-to-face communication with immediate family (88%) and nearly as many with close friends (82%). Despite their enthusiasm for social media, 18-24s also hold these views. When it comes to organising get togethers with friends and family, social media wins as 90% of 18-24s use it for co-ordinating social events.

Social Media’s Effect on Social Habits

Social media may be helping 69% of Irish people using those channels keep up-to-date on what is happening with their friends and acquaintances, but we are not interacting with them personally or individually. It’s no surprise then that 68% of Irish users think we are becoming more superficial and also a similar proportion (69%) agree that we are losing our social skills because of social media when:

- Half of Irish people (53%) believe it is okay to take or make calls, texts, emails while in the toilet, with people from Dublin (59%) being more likely than other regions
- Nearly a quarter of all social media users (23%) spend between 10-24 hours on social networks each week followed by 12% who spend over 25 hours a week
- 8% of Irish social media users feel they are at risk of social media burn-out
- 60% of the online population feel there should be a social media free day

Why we don’t use social media

- Privacy is a big Irish issue, with 66% of those online who don’t use social media stating it is because “it doesn’t offer privacy, I don’t want to share myself online”
- 59% of online Irish people who don’t use social media cite that ‘there is no replacement for face-to-face meetings’, as a reason for not using the new media channel

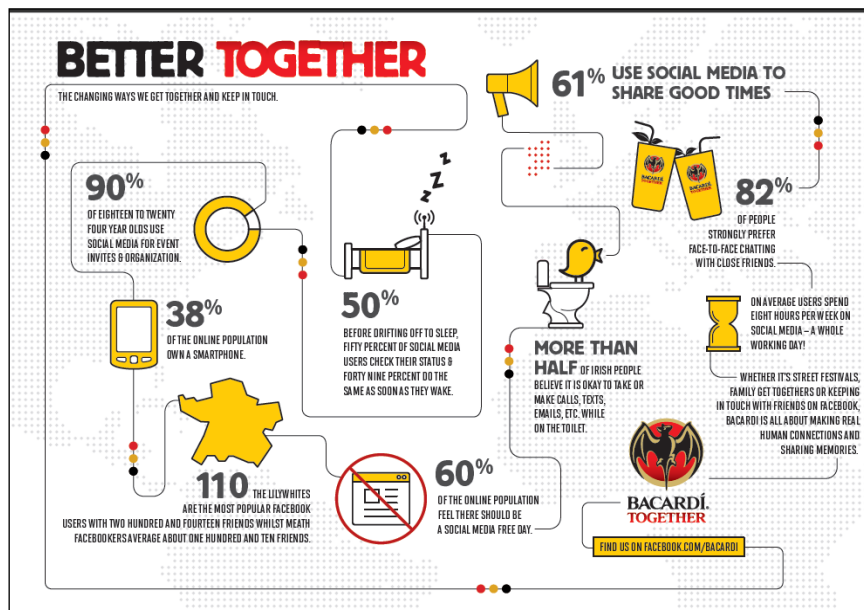
- 41% of online Irish people who don't use social media consider 'social media a waste of time', and amongst the top reasons for not using it

A Bit of Fun on Togetherness

- When it comes to the long standing Northside v Southside debate, 46% of adults nationally agree that Dublin Northsiders are the real Dubs. Not surprisingly, 63% of Dublin Northsiders share this view while only 22% of Southsiders agree
- 43% of Northside Dubliners believe they are more family orientated than their Southsider counterparts
- 35% of South Dubliners agree that Southsiders text more than Northsiders.

Commenting on the BACARDI Togetherness Poll, Luke Reaper, Director of Behaviour & Attitudes said:

Human beings are social animals, with different cultures being more affiliative than others. The Irish culture is one that craves social contact and interaction. What is clear from this research is that even though we are undoubtedly in the midst of a 'connectivity revolution', the need to still physically connect and have true 'social' connections pervades all demographics. Even young people still meet, talk, laugh and gossip one-to-one – just visit your local shopping centre on a Saturday.



Come together at home in Ireland

With Irish people staying in Ireland for their summer holidays this year, it's good to know that Corkonians believe their county to be the friendliest (64%), followed by Galway (58%), Limerick (56%), Dublin (33%) and Meath (43%). And if you are looking for the county that provides the best fun/craic, then you should listen to the people of Galway who believe they provide the best entertainment (61%), followed by Cork (59%), Dublin (37%), Limerick and Meath (34%).

Commenting on the BACARDI Together Poll, Tiernan O'Morain, BACARDI Market Development Manager said:

"Despite the dominance of social media in our lives, human instinct is to get together and share experiences with our friends and family and nothing can replace that real connection. Being a family-run business for the past 148 years, Bacardi has always focused on the importance of spending time with friends and family. Whether throwing street festivals in Cuba back in 1862 or hosting intimate gatherings around the world, the end result has always been about making real human connections while creating memories with friends."

For more information on the BACARDI Together Poll, please contact:

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About the BACARDI Together Poll:

This project was carried out on behalf of BACARDI (Ireland) between 21st April to 4th May 2011 by Behaviour & Attitudes. The study was conducted through the Acumen panel, and yielded 1470 responses. The sample has been weighted to online population and is therefore representative of this population.

About BACARDI Rum - The World's Most Awarded Rum:

In 1862, in Santiago de Cuba, founder Don Facundo Bacardí Massó revolutionized the spirits industry when he created the world's first premium white rum – BACARDI. The unique taste of BACARDI Rum inspired cocktail pioneers to invent some of the world's most famous drinks including the BACARDI Mojito, the BACARDI Daiquirí and the BACARDI Cuba Libre and the BACARDI Presidente. BACARDI Rum has won more than 300 awards for quality and product profile. Today, BACARDI Rum is made in Puerto Rico and Mexico where it is crafted to ensure that the taste remains the same today as it did when it was first blended in 1862.

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