

The Consumer Pulse came in at 89.3 in December 2018. This was down 0.9 on November's reading and 5.4 lower than this time last year. With the Brexit situation far from settled, households were more downbeat about the economy this month and also pared back their expectations for their own financial situation. The buying and savings climate held steady though. 36% considered December a good time to purchase big ticket items like furniture and electrical goods, while seven in ten indicated that they are likely to put some money aside over the next 12 months.

KEY POINTS

- Consumer Pulse dips in December
- Households more cautious about the economy
- And their own financial prospects

CONSUMER PULSE

DECEMBER 2018

89.3

-0.9 on previous index reading

“On the consumer front, the high spirits at the outset of the year have given way to an increased nervousness as 2018 comes to a close.”

Dr Loretta O’Sullivan

Group Chief Economist

Bank of Ireland

GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	10%
⤵	43%
No Change	20%
⤶	15%
⤷	9%
Balance	+16%

(Change on previous reading) **-1**

GENERAL ECONOMIC SITUATION

	Next 12 Months
⤴	5%
⤵	30%
No Change	30%
⤶	20%
⤷	9%
Balance	+2%

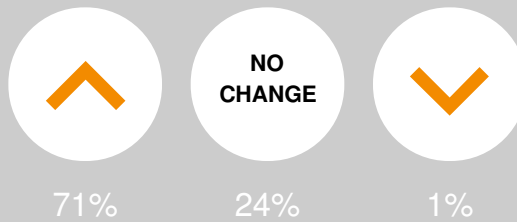
(Change on previous reading) **-4**

UNEMPLOYMENT

	Next 12 Months
⤴	4%
⤵	19%
No Change	39%
⤶	32%
⤷	4%

PRICE OF GOODS AND SERVICES

Next 12 months



Balance +70%
(-6 on previous reading)

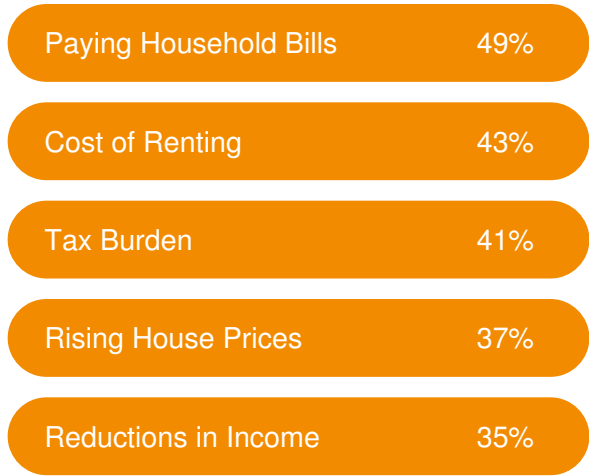
HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	5%
⤶	22%
No Change	56%
⤵	13%
⤷	4%
Balance	+5%
(Change on previous reading)	+2

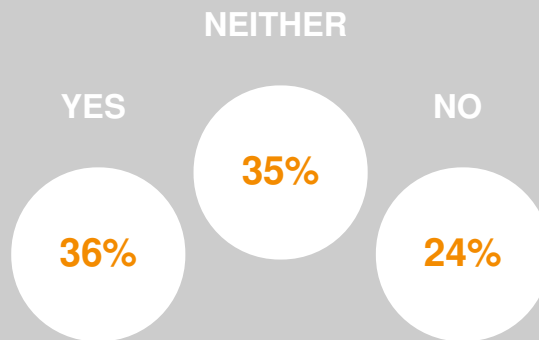
HOUSEHOLD FINANCIAL SITUATION

	Next 12 Months
⤴	6%
⤶	28%
No Change	51%
⤵	10%
⤷	3%
Balance	+12%
(Change on previous reading)	-3

TOP CONCERNS



GOOD TIME TO MAKE MAJOR PURCHASES



Balance +12%
(-3 on previous reading)

GOOD TIME TO SAVE

YES

NO

69%

28%

Balance +41%
(-7 on previous reading)

LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

72%

27%

Balance +45%
(no change on previous reading)