

After last month's sharp drop, the Consumer Pulse was broadly unchanged in November 2018 at 90.1. Brexit uncertainty was a worry again this month and kept a lid on the mood, but with the festive season approaching and the countdown to promotional events like Black Friday underway, Christmas shopping was also on households' minds. One in five indicated that they intend to spend more on presents this year compared to last year (with younger age groups leading the charge), while just over half are planning on spending about the same.

Bank of Ireland 

economic pulse