

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.

KEY POINTS

- Consumer Pulse broadly unchanged in November
- 35% think it is a good time to buy big ticket items
- 72% likely to save over the next 12 months

CONSUMER PULSE

NOVEMBER 2018

90.1

-0.5 on previous index reading



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“The Consumer Pulse moved sideways this month amid a mix of Brexit gloom and festive cheer.”

Dr Loretta O’Sullivan

Group Chief Economist

Bank of Ireland



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GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	10%
⤶	43%
No Change	24%
⤷	13%
⤵	8%
Balance	+17%
(Change on previous reading)	0

GENERAL ECONOMIC SITUATION

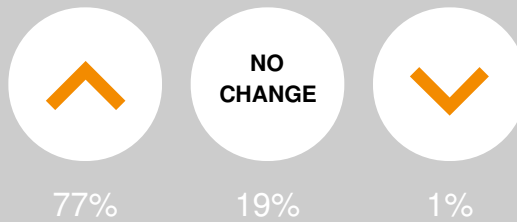
	Next 12 Months
⤴	5%
⤶	35%
No Change	31%
⤷	17%
⤵	8%
Balance	+6%
(Change on previous reading)	+1

UNEMPLOYMENT

	Next 12 Months
⤴	4%
⤶	23%
No Change	33%
⤷	34%
⤵	4%

PRICE OF GOODS AND SERVICES

Next 12 months



Balance +76%
(+3 on previous reading)

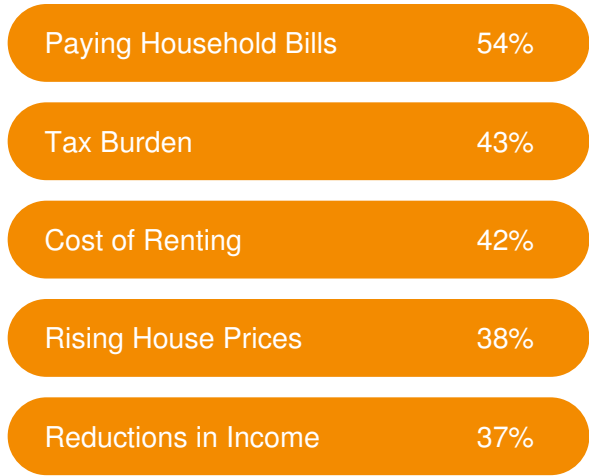
HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	4%
^	22%
No Change	53%
∨	14%
⤵	5%
Balance	+3%
(Change on previous reading)	-3

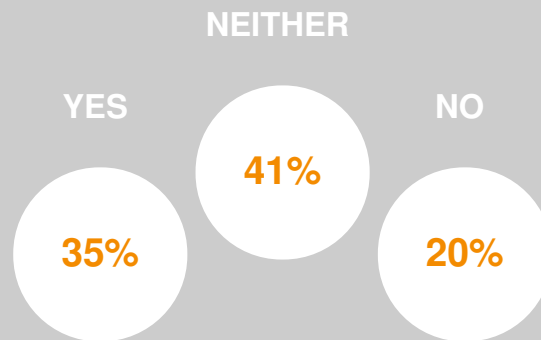
HOUSEHOLD FINANCIAL SITUATION

	Next 12 Months
⤴	7%
^	30%
No Change	50%
∨	10%
⤵	2%
Balance	+15%
(Change on previous reading)	+3

TOP CONCERNS



GOOD TIME TO MAKE MAJOR PURCHASES



Balance +15%
(0 on previous reading)

CHRISTMAS 2018 SPENDING PLANS

↗↗	5%
↗	17%
No Change	53%
↘	18%
↘↘	7%

GOOD TIME TO SAVE

YES

NO

72%

24%

Balance +48%
(0 on previous reading)

LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

72%

27%

Balance +45%
(-1 on previous reading)



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