

The Consumer Pulse came in at 76.0 in August 2019. This was down 5.5 on last month and marks a new low for the series. Brexit uncertainty is continuing to fray nerves and prompted households to further scale back their assessment of the economy's prospects this month. The buying mood was also softer in August despite the summer sales, whereas savings sentiment was a touch firmer. 32% considered it a good time to purchase big ticket items such as furniture and electrical goods, while 73% indicated that they are likely to put money aside in the next 12 months.

KEY POINTS

- Consumer Pulse falls in August
- Lowest reading to date
- Expectations for the economy move deeper into the red

CONSUMER PULSE

AUGUST 2019

76.0

-5.5 on previous index reading

“Households remain on edge about the economy, with around one in two now expecting things to get worse over the coming year.”

Dr Loretta O’Sullivan

Group Chief Economist

Bank of Ireland

GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	8%
^	34%
No Change	30%
∨	19%
⤵	9%
Balance	+7%

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

GENERAL ECONOMIC SITUATION

	Next 12 Months
⤴	3%
^	18%
No Change	20%
∨	33%
⤵	21%
Balance	-26%

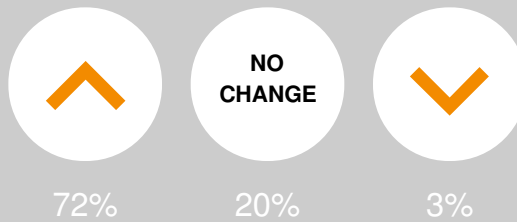
(Change on previous reading) **-14**

UNEMPLOYMENT

	Next 12 Months
⤴	15%
⤶	32%
No Change	29%
⤵	18%
⤷	4%

PRICE OF GOODS AND SERVICES

Next 12 months



Balance +69%
(-1 on previous reading)

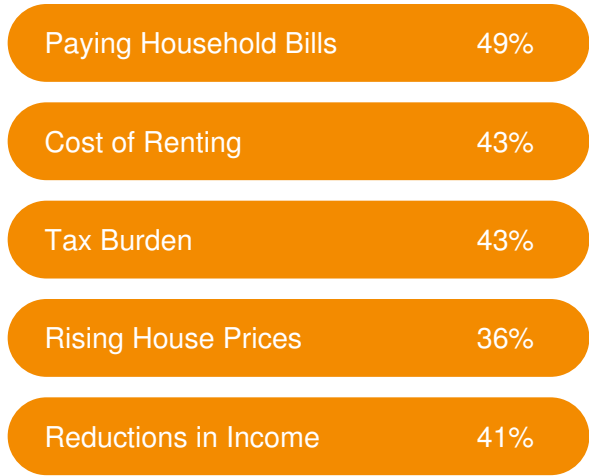
HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	5%
^	20%
No Change	59%
∨	12%
⤵	4%
Balance	+4%
(Change on previous reading)	+1

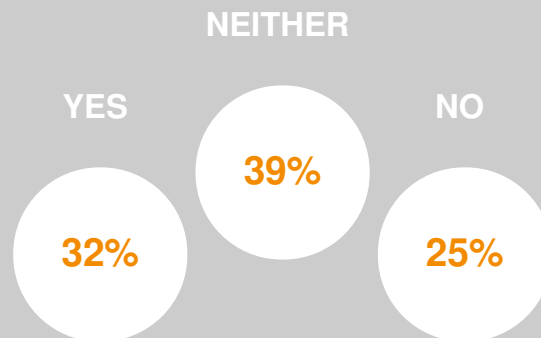
HOUSEHOLD FINANCIAL SITUATION

	Next 12 Months
⤴	6%
^	23%
No Change	50%
∨	13%
⤵	5%
Balance	+6%
(Change on previous reading)	-3

TOP CONCERNS



GOOD TIME TO MAKE MAJOR PURCHASES



Balance +7%
(-6 on previous reading)

GOOD TIME TO SAVE

YES

NO

75%

22%

Balance +53%
(+3 on previous reading)



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LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

73%

26%

Balance +47%
(+3 on previous reading)



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