

At 76.4 in December 2019, the Consumer Pulse was more or less flat on the month but down 12.9 on a year ago. Households' assessment of the general economic situation and their personal finances was little changed this month, as they waited to see where the Brexit process goes next. The buying and savings climate also held steady, with three in ten considering it a good time to purchase big ticket items such as furniture and electrical goods, while 74% indicated that they are likely to put some money aside over the coming year.

KEY POINTS

- Consumer Pulse moves sideways in December
- Households remain cautious
- Especially about the economy

CONSUMER PULSE

DECEMBER 2019

76.4

+0.4 on previous index reading

”Households were in ‘wait and see’ mode this month, sitting tight as the UK electorate headed to the polls.”

Dr Loretta O’Sullivan

Group Chief Economist

Bank of Ireland

GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	5%
⤵	29%
No Change	26%
⤶	22%
⤷	14%
Balance	-6%
(Change on previous reading)	-1

GENERAL ECONOMIC SITUATION

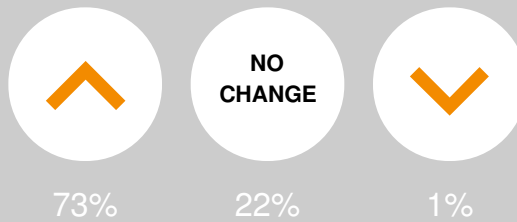
	Next 12 Months
⤴	3%
⤵	20%
No Change	29%
⤶	29%
⤷	14%
Balance	-16%
(Change on previous reading)	0

UNEMPLOYMENT

	Next 12 Months
⤴	9%
⤵	28%
No Change	33%
⤶	24%
⤷	2%

PRICE OF GOODS AND SERVICES

Next 12 months



Balance +72%
(+3 on previous reading)

HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	6%
⤵	18%
No Change	53%
⤶	15%
⤷	7%
Balance	+1%

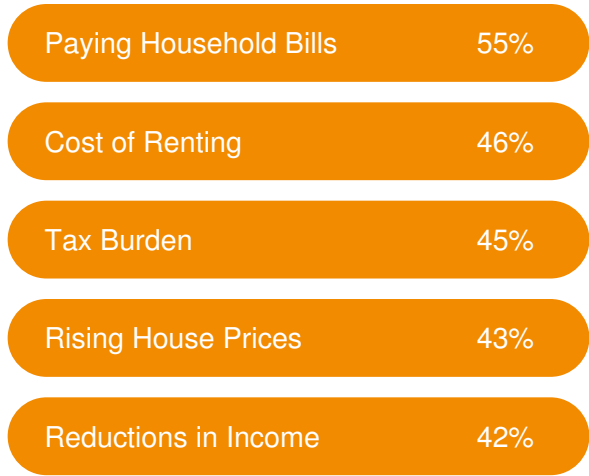
(Change on previous reading) **-1**

HOUSEHOLD FINANCIAL SITUATION

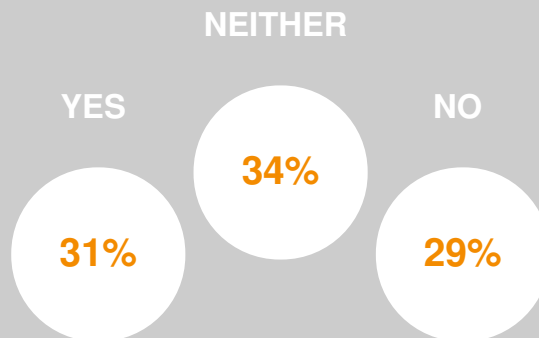
	Next 12 Months
⤴	7%
⤵	21%
No Change	54%
⤶	11%
⤷	5%
Balance	+6%

(Change on previous reading) **-2**

TOP CONCERNS



GOOD TIME TO MAKE MAJOR PURCHASES



Balance +2%
(+3 on previous reading)

GOOD TIME TO SAVE

YES

NO

71%

26%

Balance +45%
(0 on previous reading)

LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

74%

25%

Balance +49%
(+1 on previous reading)