

The Consumer Pulse stood at 81.5 in July 2019, down 9.1 on last month. Brexit concerns were to the fore this month and with households taking a decidedly gloomier view of the economy and their own finances, the index headed back towards its February low point. More positively, one in two thinks it is easy to find or change jobs at the moment, up from just over a quarter in early 2016. This points to much improved labour market conditions and bodes well for further increases in consumer spending, even as uncertainty sees some households keep a rein on the purse strings.

## KEY POINTS

- Large drop in the Consumer Pulse in July
- Brexit on households' minds
- 35% consider it a good time to purchase big ticket items

## CONSUMER PULSE

JULY 2019

81.5

-9.1 on previous index reading

“Brexit jitters saw the Consumer Pulse reverse course this month, with the July print the second weakest on record.”

**Dr Loretta O’Sullivan**

*Group Chief Economist*

*Bank of Ireland*

## GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	8%
^	37%
No Change	25%
∨	18%
⤵	10%
Balance	+8%

(Change on previous reading) **-12**

## GENERAL ECONOMIC SITUATION

	Next 12 Months
⤴	4%
^	23%
No Change	25%
∨	27%
⤵	15%
Balance	-12%

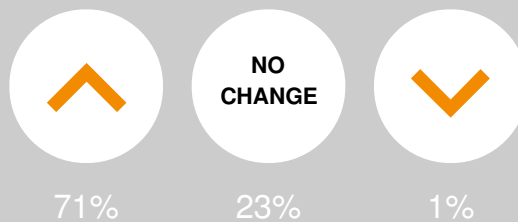
(Change on previous reading) **-13**

## UNEMPLOYMENT

	Next 12 Months
⤴	9%
^	26%
No Change	33%
∨	26%
⤵	2%

## PRICE OF GOODS AND SERVICES

Next 12 months



Balance +70%  
(-3 on previous reading)

## FINDING OR CHANGING JOB

EASY

DIFFICULT

52%

39%

## HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
	5%
	21%
No Change	54%
	14%
	5%
Balance	+3%
(Change on previous reading)	-6

## HOUSEHOLD FINANCIAL SITUATION

	Next 12 Months
⤴	5%
⤶	25%
No Change	52%
⤷	9%
⤵	4%
Balance	+9%

(Change on previous reading) -6

## TOP CONCERNS

Paying Household Bills 50%

Cost of Renting 44%

Tax Burden 43%

Rising House Prices 41%

Reductions in Income 38%

## PAY EXPECTATIONS

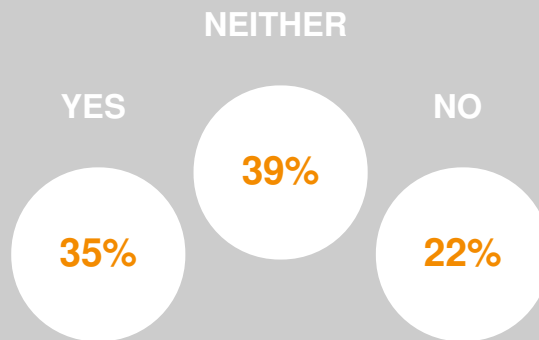
Next 12 Months

Change

Response

> 4%	Increase	10%
2% to 4%		20%
< 2%		10%
Stay more or less the same		52%
< 2%	Decrease	1%
2% to 4%		1%
> 4%		2%

## GOOD TIME TO MAKE MAJOR PURCHASES



Balance +13%  
(-5 on previous reading)

## LIKELIHOOD OF BUYING A CAR IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

24%

75%

## GOOD TIME TO SAVE

YES

NO

74%

24%

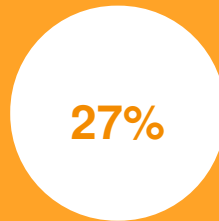
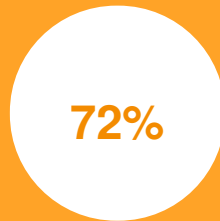
Balance +50%  
(-2 on previous reading)



## LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY



Balance +44%  
(-4 on previous reading)