

The Consumer Pulse recovered some ground in November 2019, coming in at 76.0. This was up 6.1 on last month's reading but 14.2 lower than a year ago. With the further extension of Article 50 taking a no deal Brexit off the table for now, households were less downbeat about the outlook for the economy this month. They also upgraded their assessment of their own finances and with the festive season approaching, one in six plans to spend more on Christmas presents this year compared with last year, while 57% intend to spend about the same.

KEY POINTS

- Consumer Pulse strengthens in November
- Brexit worries take a step back
- Festive cheer kicking in

CONSUMER PULSE

NOVEMBER 2019

76.0

+6.1 on previous index reading

“The Consumer Pulse caught a break this month, with the index rising for the first time since June.”

Dr Loretta O’Sullivan

Group Chief Economist

Bank of Ireland

GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	5%
⤵	28%
No Change	28%
⤶	24%
⤷	12%
Balance	-5%
(Change on previous reading)	0

GENERAL ECONOMIC SITUATION

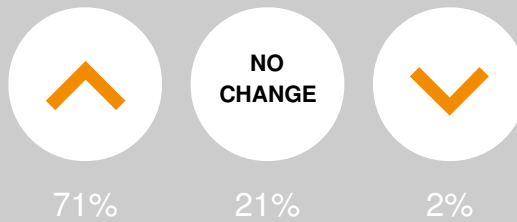
	Next 12 Months
⤴	4%
⤵	19%
No Change	25%
⤶	32%
⤷	14%
Balance	-16%
(Change on previous reading)	+14

UNEMPLOYMENT

	Next 12 Months
⤴	11%
⤵	34%
No Change	28%
⤶	21%
⤷	3%

PRICE OF GOODS AND SERVICES

Next 12 months



Balance +69%
(-7 on previous reading)

HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	5%
⤵	20%
No Change	55%
⤶	12%
⤷	7%
Balance	+2%
(Change on previous reading)	+1

HOUSEHOLD FINANCIAL SITUATION

	Next 12 Months
⤴	6%
⤵	22%
No Change	54%
⤶	11%
⤷	4%
Balance	+8%
(Change on previous reading)	+5

TOP CONCERNS

Paying Household Bills 52%

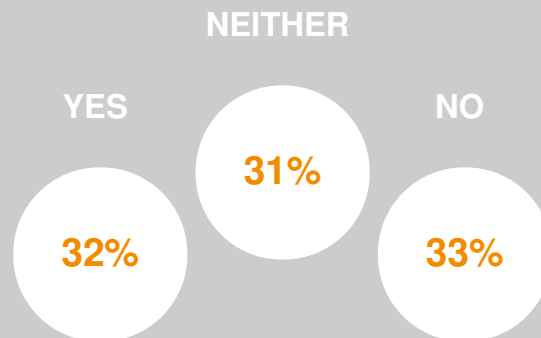
Cost of Renting 45%

Tax Burden 44%

Reductions in Income 38%

Rising House Prices 35%

GOOD TIME TO MAKE MAJOR PURCHASES



Balance -1%
(+7 on previous reading)

CHRISTMAS 2019 SPENDING PLANS

⬆️⬆️	4%
⬆️	13%
No Change	57%
⬆️	17%
⬇️⬇️	8%

GOOD TIME TO SAVE

YES

NO

71%

26%

Balance +45%
(-7 on previous reading)

LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

74%

26%

Balance +48%
(+4 on previous reading)



Bank of Ireland

economic pulse