

The Consumer Pulse stood at 74.4 in September 2019, down 1.5 on last month as Brexit uncertainty continues to weigh on the mood. Worries about the economy took centre stage once again and households downgraded their assessment of the current situation and prospects for the coming year. And with few giveaways expected in the upcoming Budget, they were also a touch gloomier about the outlook for their own pockets. Buying sentiment was little changed on the month though, with one in three considering it a good time to purchase big ticket items like furniture and electrical goods.

KEY POINTS

- Consumer Pulse dips in September
- Households nervous about the economy
- Over half think things will get worse

CONSUMER PULSE

SEPTEMBER 2019

74.4

-1.5 on previous index reading

“The Consumer Pulse was down for a third month running in September and also posted a fresh low.”

Dr Loretta O’Sullivan

Group Chief Economist

Bank of Ireland

GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	6%
^	33%
No Change	29%
∨	22%
⤵	9%
Balance	+2%
(Change on previous reading)	-5

GENERAL ECONOMIC SITUATION

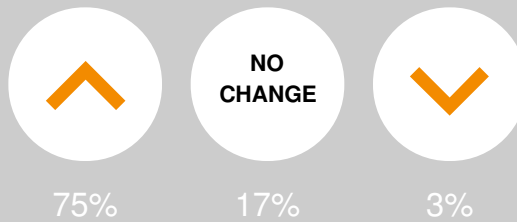
	Next 12 Months
⤴	3%
^	16%
No Change	18%
∨	35%
⤵	21%
Balance	-28%
(Change on previous reading)	-2

UNEMPLOYMENT

	Next 12 Months
⤴	14%
⤵	33%
No Change	25%
⤶	20%
⤷	5%

PRICE OF GOODS AND SERVICES

Next 12 months



Balance +72%
(+3 on previous reading)

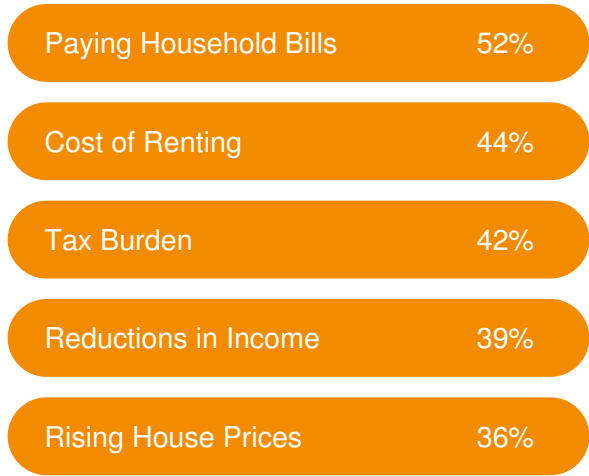
HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	5%
^	21%
No Change	56%
∨	12%
⤵	5%
Balance	+4%
(Change on previous reading)	0

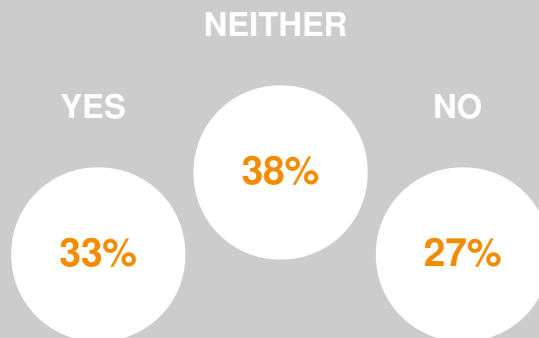
HOUSEHOLD FINANCIAL SITUATION

	Next 12 Months
⤴	5%
^	23%
No Change	50%
∨	13%
⤵	5%
Balance	+5%
(Change on previous reading)	-1

TOP CONCERNS



GOOD TIME TO MAKE MAJOR PURCHASES



Balance +7%
(0 on previous reading)

GOOD TIME TO SAVE

YES

NO

79%

19%

Balance +60%
(+7 on previous reading)

LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

74%

26%

Balance +48%
(+1 on previous reading)