

At 52.9 in August 2020, the Consumer Pulse was down 2.6 on last month and 23.1 lower than a year ago. Households were more subdued about their current financial situation this month, and with the incidence of virus cases increasing and the move to phase 4 of the re-opening roadmap deferred, they were gloomier about the economy too (especially in the Rest of Leinster where restrictions have been re-imposed on counties Kildare, Laois and Offaly). Buying sentiment also softened in August, with 21% considering it a good time to purchase big ticket items like furniture and electrical goods compared with 26% in July.

KEY POINTS

- Consumer Pulse dips in August
- Fresh low for the series
- Virus and economic worries abound

CONSUMER PULSE

AUGUST 2020

52.9

-2.6 on previous index reading

“Households were on edge again this month, with concerns about the economy in particular persisting.”

Dr Loretta O’Sullivan

Group Chief Economist

Bank of Ireland

GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	1%
^	4%
No Change	10%
∨	33%
∩	52%
Balance	-65%
(Change on previous reading)	-6

GENERAL ECONOMIC SITUATION

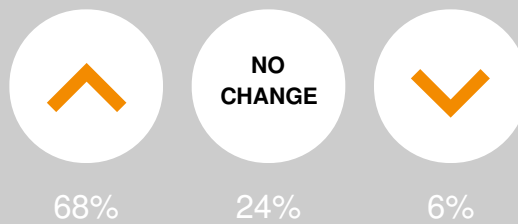
	Next 12 Months
⤴	4%
^	21%
No Change	11%
∨	25%
∩	37%
Balance	-35%
(Change on previous reading)	-3

UNEMPLOYMENT

	Next 12 Months
⤴	36%
⤶	30%
No Change	7%
⤷	18%
⤵	8%

PRICE OF GOODS AND SERVICES

Next 12 months



Balance +61%
(+1 on previous reading)

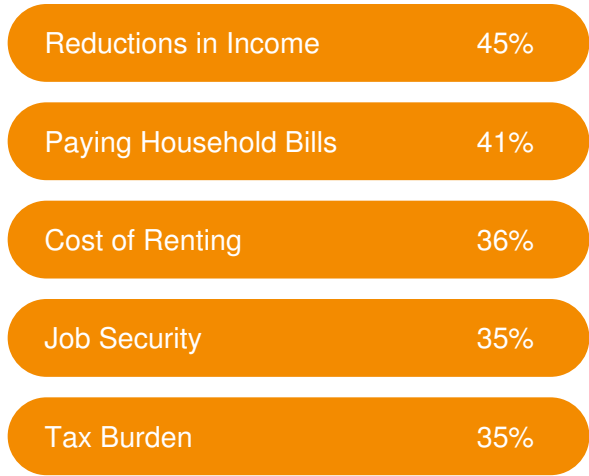
HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	3%
⤶	12%
No Change	59%
⤷	18%
⤵	8%
Balance	-8%
(Change on previous reading)	-2

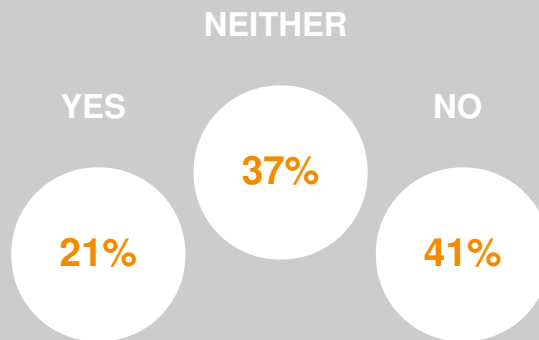
HOUSEHOLD FINANCIAL SITUATION

	Next 12 Months
⤴	5%
⤶	20%
No Change	53%
⤷	15%
⤵	6%
Balance	+2%
(Change on previous reading)	+2

TOP CONCERNS



GOOD TIME TO MAKE MAJOR PURCHASES



Balance -19%
(-5 on previous reading)

GOOD TIME TO SAVE

YES

NO

75%

23%

Balance +52%
(-5 on previous reading)

LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

74%

25%

Balance +49%
(-5 on previous reading)