

The Consumer Pulse recovered further ground in December 2020, coming in at 66.2 (up 5.9 on last month but down 10.2 on a year ago). Helped by the easing of restrictions at the start of the month and the knowledge that a vaccine is on the way, households were more positive about the general economic situation and their own financial circumstances. Buying sentiment also firmed this month – just over a quarter considered it a good time to purchase big ticket items compared with 22% in November – whereas savings sentiment softened as opportunities for social consumption increased and concerns about job security eased.



Bank of Ireland

economic pulse