

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.

KEY POINTS

- Consumer Pulse up in December
- Economy re-opens ahead of Christmas
- Increased spending opportunities

CONSUMER PULSE

DECEMBER 2020

66.2

+5.9 on previous index reading

“Buoyed by festive and vaccine cheer, the Consumer Pulse rose for a second month running in December.”

Dr Loretta O’Sullivan

Group Chief Economist

Bank of Ireland

GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	1%
^	4%
No Change	10%
∨	38%
∩	45%
Balance	-61%
(Change on previous reading)	+4

GENERAL ECONOMIC SITUATION

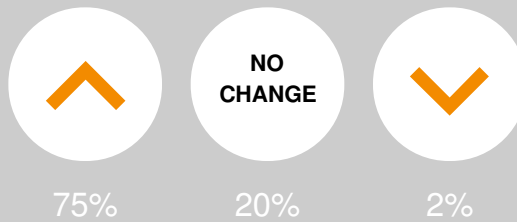
	Next 12 Months
⤴	8%
^	36%
No Change	11%
∨	22%
∩	21%
Balance	-6%
(Change on previous reading)	+10

UNEMPLOYMENT

	Next 12 Months
⤴	21%
⤵	34%
No Change	10%
⤶	25%
⤷	10%

PRICE OF GOODS AND SERVICES

Next 12 months



Balance +73%
(+10 on previous reading)

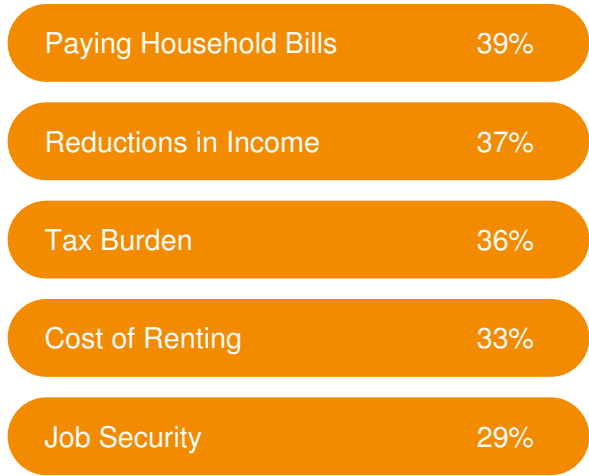
HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	4%
⤵	16%
No Change	58%
⤶	17%
⤷	5%
Balance	-2%
(Change on previous reading)	+2

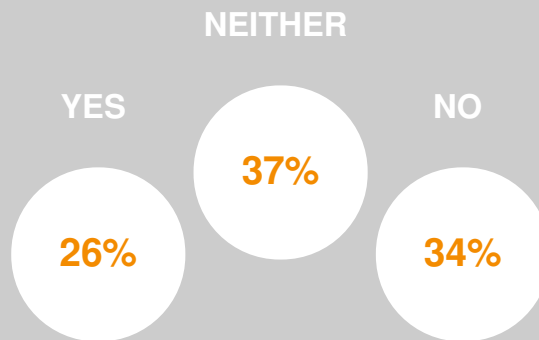
HOUSEHOLD FINANCIAL SITUATION

	Next 12 Months
⤴	6%
⤵	25%
No Change	53%
⤶	11%
⤷	3%
Balance	+11%
(Change on previous reading)	+3

TOP CONCERNS



GOOD TIME TO MAKE MAJOR PURCHASES



Balance -8%
(+6 on previous reading)

GOOD TIME TO SAVE

YES

NO

75%

22%

Balance +53%
(-1 on previous reading)

LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

77%

22%

Balance +54%
-4 on previous reading)