

The Consumer Pulse stood at 55.5 in July 2020, down 2.5 on last month and 26.0 lower than a year ago. Worries about the weak state of the economy were to the fore this month amid a tick up in virus cases and a shaky start for the new government. More positively though, the share of households saying that they are holding out on spending eased to 55% (from 61% at the height of the crisis), while one in four considered it a good time to purchase big ticket items like furniture and electrical goods (up from a trough of 13% in April).

KEY POINTS

- Consumer Pulse softer in July
- Households concerned about the economy
- Buying sentiment nudges up

CONSUMER PULSE

JULY 2020

55.5

-2.5 on previous index reading

“As in a number of other countries,
the recovery in consumer
confidence stalled this month.”

Dr Loretta O’Sullivan

Group Chief Economist

Bank of Ireland

GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	1%
^	7%
No Change	9%
∨	33%
∩	47%
Balance	-59%
(Change on previous reading)	-11

GENERAL ECONOMIC SITUATION

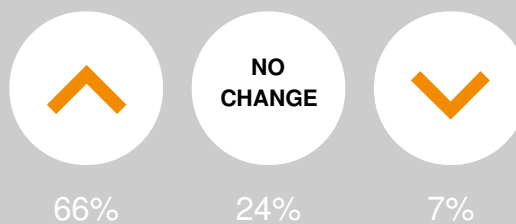
	Next 12 Months
⤴	3%
^	25%
No Change	8%
∨	29%
∩	33%
Balance	-32%
(Change on previous reading)	+3

UNEMPLOYMENT

	Next 12 Months
⤴	36%
⤶	27%
No Change	7%
⤵	20%
⤷	9%

PRICE OF GOODS AND SERVICES

Next 12 months



Balance +60%
(+13 on previous reading)

FINDING OR CHANGING JOB

EASY

DIFFICULT

14%

77%



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HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	3%
^	13%
No Change	60%
∨	17%
∨∨	6%
Balance	-6%
(Change on previous reading)	-3



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HOUSEHOLD FINANCIAL SITUATION

	Next 12 Months
⤴	4%
⤶	19%
No Change	52%
⤵	17%
⤷	6%
Balance	0%

(Change on previous reading) **+3**

TOP CONCERNS

Reductions in Income 46%

Tax Burden 41%

Paying Household Bills 41%

Cost of Renting 34%

Job Security 31%

PAY EXPECTATIONS

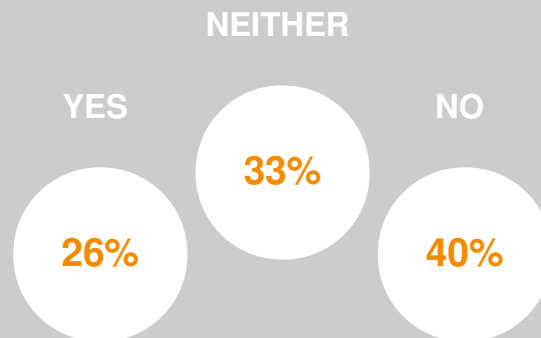
Next 12 Months

Change

Response

>4%	Increase	6%
2% to 4%		13%
<2%		8%
Stay more or less the same		54%
<2%	Decrease	4%
2% to 4%		6%
>4%		8%

GOOD TIME TO MAKE MAJOR PURCHASES



Balance -14%
(+8 on previous reading)

LIKELIHOOD OF BUYING A CAR IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

22%

78%

GOOD TIME TO SAVE

YES

NO

78%

20%

Balance +57%
(0 on previous reading)

LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

76%

23%

Balance +54%
(+2 on previous reading)



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