

At 52.8 in September 2020, the Consumer Pulse was effectively flat on the month but down 21.6% on a year ago. Households' take on their own finances and on the current and future state of the economy was little changed this month and remained subdued on the whole amid the resurgence in the virus. With the lifting of the 'midlands' lockdown, households in the Rest of Leinster were a little less downbeat compared with last month though, whereas households in Dublin and Connacht/Ulster were gloomier as the prospect of tighter restrictions loomed large for the former and the souring mood music around the post-Brexit trade talks rattled the latter.

## KEY POINTS

- Consumer Pulse at a low ebb in September
- Caution prevailing
- Virus and Brexit uncertainty

## CONSUMER PULSE

SEPTEMBER 2020

52.8

-0.1 on previous index reading

“September was another month of bumping along the bottom for the Consumer Pulse.”

**Dr Loretta O’Sullivan**

*Group Chief Economist*

*Bank of Ireland*

## GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	0%
^	4%
No Change	9%
∨	32%
∩	54%
Balance	-68%
(Change on previous reading)	-3

## GENERAL ECONOMIC SITUATION

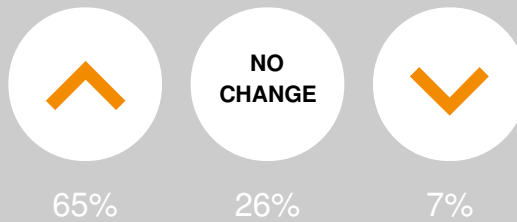
	Next 12 Months
⤴	3%
^	19%
No Change	14%
∨	25%
∩	36%
Balance	-36%
(Change on previous reading)	-1

## UNEMPLOYMENT

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

## PRICE OF GOODS AND SERVICES

Next 12 months



Balance +58%  
(-3 on previous reading)

## HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	3%
⤶	12%
No Change	57%
⤷	20%
⤵	7%
Balance	-7%

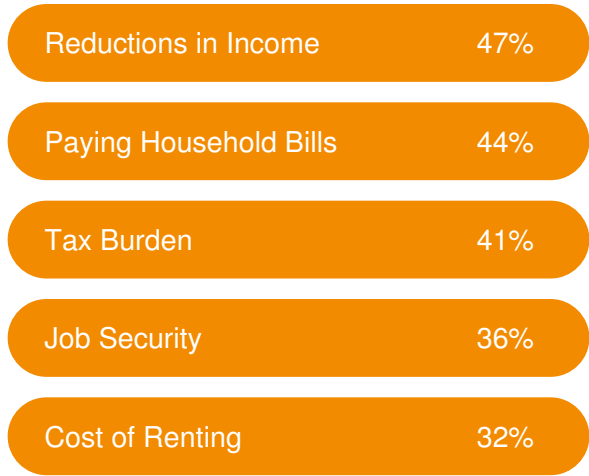
(Change on previous reading) **+1**

## HOUSEHOLD FINANCIAL SITUATION

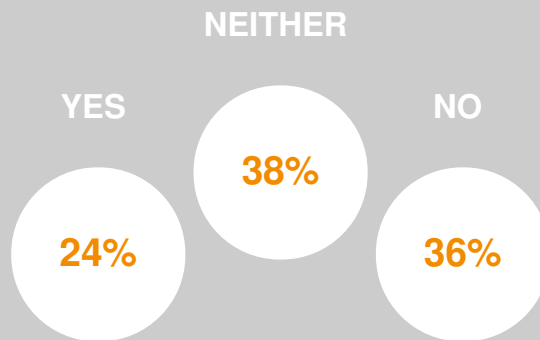
	Next 12 Months
⤴	4%
⤶	18%
No Change	56%
⤷	14%
⤵	5%
Balance	+1%

(Change on previous reading) **-1**

## TOP CONCERNS



## GOOD TIME TO MAKE MAJOR PURCHASES



Balance -12%  
(+7 on previous reading)

## GOOD TIME TO SAVE

YES

NO

**75%**

**23%**

Balance +52%  
(0 on previous reading)

## LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

**74%**

**25%**

Balance +49%  
(-5 on previous reading)