

The Consumer Pulse rose for a third month running in April 2021 to 71.7. This was 1.9 higher than last month's reading and up 18.5 on a year ago. Households were more positive about the economy and their own finances this month, with the share saying that they are holding out on spending because they are not sure what way economic policy is going to go easing to 42% (from 61% during the first lockdown) and the share considering it a good time to purchase big ticket items like furniture and electrical goods ticking up to 28%.

KEY POINTS

- Consumer Pulse up in April
- Almost half think unemployment will fall
- Buying sentiment improves

CONSUMER PULSE

APRIL 2021

71.7

+1.9 on previous index reading

“The steps being taken to restart the economy and society helped lift the household mood in April.”

Dr Loretta O’Sullivan

Group Chief Economist

Bank of Ireland

GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	1%
^	3%
No Change	11%
∨	34%
∩	49%
Balance	-63%

(Change on previous reading) +4

GENERAL ECONOMIC SITUATION

	Next 12 Months
⤴	11%
^	39%
No Change	12%
∨	19%
∩	18%
Balance	+4%

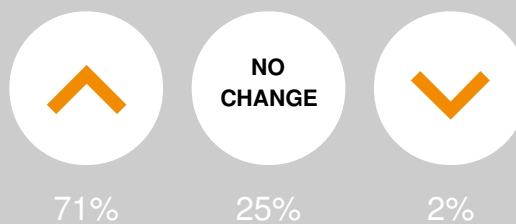
(Change on previous reading) +2

UNEMPLOYMENT

	Next 12 Months
⤴	18%
⤶	25%
No Change	9%
⤷	29%
⤵	17%

PRICE OF GOODS AND SERVICES

Next 12 months



Balance +69%
(-2 on previous reading)

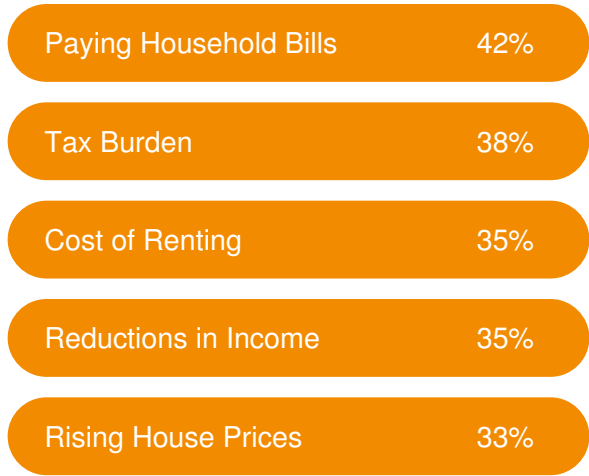
HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	5%
⤵	15%
No Change	56%
⤶	18%
⤷	6%
Balance	-2%
(Change on previous reading)	+2

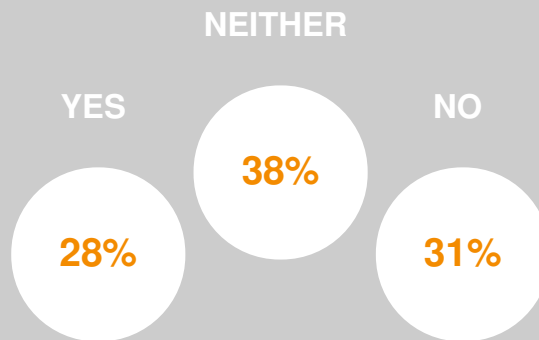
HOUSEHOLD FINANCIAL SITUATION

	Next 12 Months
⤴	9%
⤵	24%
No Change	55%
⤶	9%
⤷	1%
Balance	+15%
(Change on previous reading)	+5

TOP CONCERNS



GOOD TIME TO MAKE MAJOR PURCHASES



Balance -4%
(+6 on previous reading)

LIKELIHOOD OF BUYING A CAR IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

23%

77%

GOOD TIME TO SAVE

YES

NO

78%

19%

Balance +59%
(+3 on previous reading)

LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY



Balance +58%
(+2 on previous reading)



Bank of Ireland

economic pulse