

After moving sideways in June and dipping slightly in July, the Consumer Pulse re-gained traction in August 2021, coming in at 81.0. This was 6.2 higher than last month and up 28.1 on a year ago. The improvement was broad-based across the components, with households more optimistic about the economy, their personal finances and job prospects this month. A slew of positive developments – the strong vaccine uptake, the resumption of indoor hospitality and the fall in the numbers receiving the Pandemic Unemployment Payment – helped lift consumer confidence, which is now not far off its pre-COVID level.

KEY POINTS

- Consumer Pulse up in August
- 55% think the economy will get better in the next 12 months
- One in three sees their finances improving

CONSUMER PULSE

AUGUST 2021

81.0

+6.2 on previous index reading

“A jump in August took the Consumer Pulse closer to its pre-pandemic reading.”

Dr Loretta O’Sullivan

Group Chief Economist

Bank of Ireland

GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	3%
^	15%
No Change	12%
∨	35%
∩	33%
Balance	-40%
(Change on previous reading)	+11

GENERAL ECONOMIC SITUATION

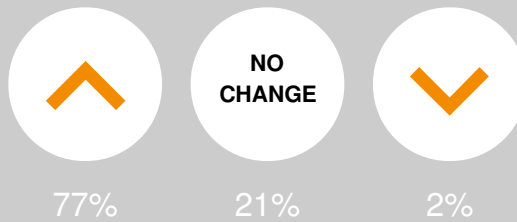
	Next 12 Months
⤴	13%
^	42%
No Change	11%
∨	17%
∩	15%
Balance	+10%
(Change on previous reading)	+8

UNEMPLOYMENT

	Next 12 Months
⤴	9%
^	22%
No Change	15%
∨	38%
⤵	15%

PRICE OF GOODS AND SERVICES

Next 12 months



Balance +75%
(-3 on previous reading)

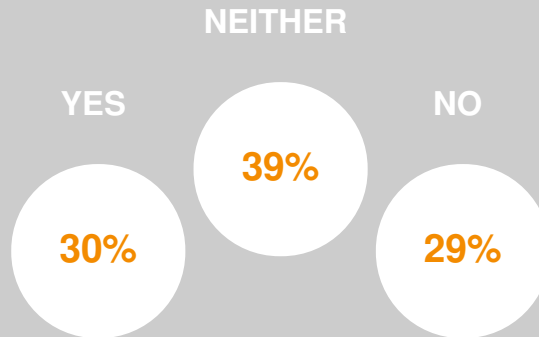
HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	6%
⤶	21%
No Change	52%
⤷	16%
⤵	6%
Balance	+2%
(Change on previous reading)	+3

HOUSEHOLD FINANCIAL SITUATION

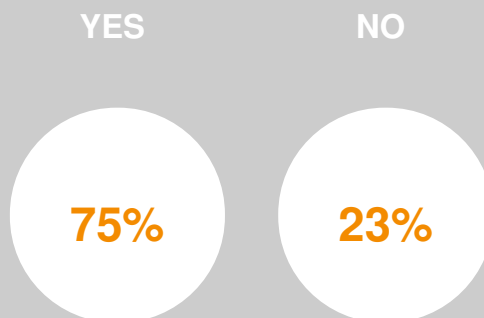
	Next 12 Months
⤴	8%
⤶	26%
No Change	54%
⤷	9%
⤵	3%
Balance	+14%
(Change on previous reading)	+2

GOOD TIME TO MAKE MAJOR PURCHASES



Balance +2%
(-2 on previous reading)

GOOD TIME TO SAVE



Balance +52%
(+5 on previous reading)

LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

73%

26%

Balance +47%
(-1 on previous reading)