

At 69.9 in December 2021, the Consumer Pulse was down 5.3 on last month but 3.6 higher than a year ago. Households were gloomier about the economic situation this month, with their assessment of the labour market also taking a turn for the worse amid rising virus cases and new restrictions – the share expecting unemployment to increase in the coming year (41%) is now greater than the share expecting a fall (36%). More positively, buying sentiment was steady on the month, though it remains down on the summer as households' finances feel the pinch from higher inflation.

KEY POINTS

- Consumer Pulse drops in December
- Households concerned about the economy
- And jobs

CONSUMER PULSE

DECEMBER 2021

69.9

-5.3 on previous index reading

“The drop in December made it a hat-trick of declines for the Consumer Pulse.”

Dr Loretta O’Sullivan

Group Chief Economist

Bank of Ireland

GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	4%
^	15%
No Change	12%
∨	36%
∩	31%
Balance	-38%

(Change on previous reading) -5

GENERAL ECONOMIC SITUATION

	Next 12 Months
⤴	5%
^	29%
No Change	18%
∨	29%
∩	17%
Balance	-12%

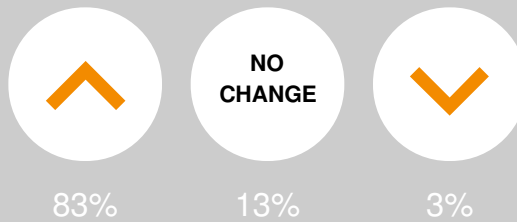
(Change on previous reading) -6

UNEMPLOYMENT

	Next 12 Months
⤴	13%
⤵	29%
No Change	21%
⤶	28%
⤷	7%

PRICE OF GOODS AND SERVICES

Next 12 months



Balance +81%
(-1 on previous reading)

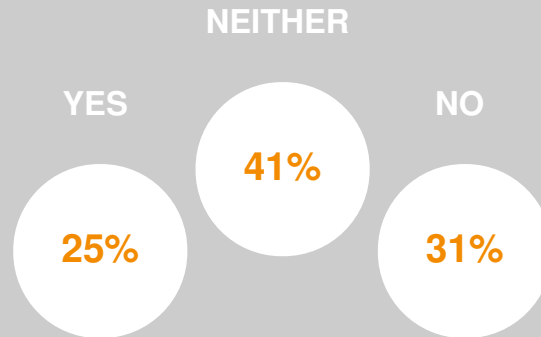
HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	4%
⤵	16%
No Change	53%
⤶	18%
⤷	8%
Balance	-4%
(Change on previous reading)	-2

HOUSEHOLD FINANCIAL SITUATION

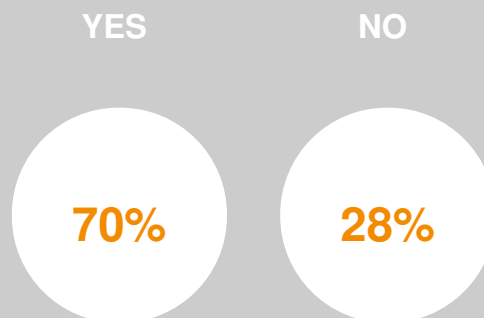
	Next 12 Months
⤴	5%
⤵	24%
No Change	50%
⤶	15%
⤷	5%
Balance	+4%
(Change on previous reading)	0

GOOD TIME TO MAKE MAJOR PURCHASES



Balance -6%
(+1 on previous reading)

GOOD TIME TO SAVE



Balance +43%
(-4 on previous reading)

LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY



Balance +39%
(-3 on previous reading)