

Having started 2021 on a soft note, the Consumer Pulse rose in February; coming in at 67.2. This was 6.8 higher than last month's reading but down 16.8 on a year ago. While the extension of the public health measures saw households lower their assessment of the current economic situation this month, progress on the vaccination front lifted recovery hopes and the headline index. This month's survey also looked at households' savings and investments. The results show that deposit/savings accounts continue to dominate but that interest in financial assets like shares and in property has increased a little, with two in five indicating that they consider it a good time to invest in such things (typically it is a third).

## KEY POINTS

- Consumer Pulse rebounds in February
- Buying sentiment ticks up
- Saving intentions still elevated

## CONSUMER PULSE

FEBRUARY 2021

67.2

+6.8 on previous index reading

“Households were more sanguine about prospects for the economy and jobs in February.”

**Dr Loretta O’Sullivan**

*Group Chief Economist*

*Bank of Ireland*

## GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	0%
⤵	3%
No Change	8%
⤶	32%
⤷	55%
Balance	-70%
(Change on previous reading)	-5

## GENERAL ECONOMIC SITUATION

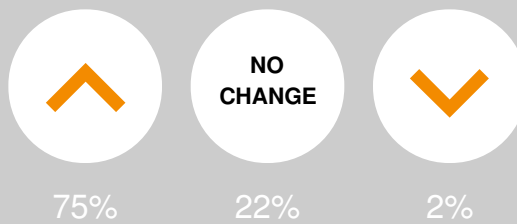
	Next 12 Months
⤴	8%
⤵	38%
No Change	12%
⤶	21%
⤷	20%
Balance	-4%
(Change on previous reading)	+13

## UNEMPLOYMENT

	Next 12 Months
⤴	23%
⤶	25%
No Change	8%
⤵	27%
⤷	14%

## PRICE OF GOODS AND SERVICES

Next 12 months



Balance +73%  
(+4 on previous reading)

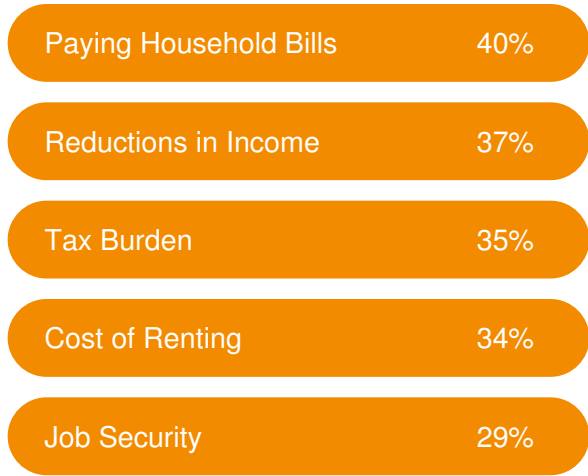
## HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	6%
⤵	16%
No Change	57%
⤶	14%
⤷	6%
Balance	0%
(Change on previous reading)	+4

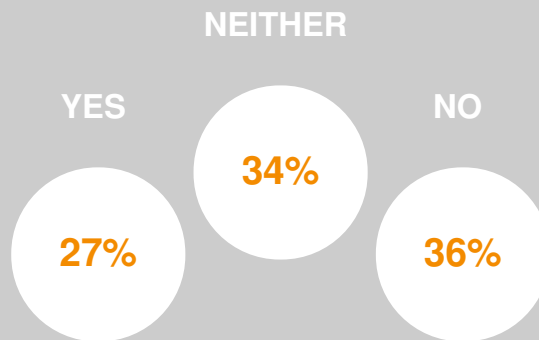
## HOUSEHOLD FINANCIAL SITUATION

	Next 12 Months
⤴	6%
⤵	26%
No Change	55%
⤶	10%
⤷	2%
Balance	+12%
(Change on previous reading)	+5

## TOP CONCERNS



## GOOD TIME TO MAKE MAJOR PURCHASES



Balance -9%  
(+4 on previous reading)

## GOOD TIME TO SAVE

YES

NO

77%

21%

Balance +57%  
(-2 on previous reading)

## LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

79%

21%

Balance +58%  
(+6 on previous reading)