

At 76.7 in May 2021, the Consumer Pulse was up 5.0 on last month and 22.8 higher than a year ago. Households upgraded their assessment of the economy and prospects for jobs this month as the easing of restrictions continued. They were also more positive about their current finances and with the vaccine roll-out advancing, a third indicated that they expect to spend more on holidays this year compared with last year. This is a good bit higher than the pre-pandemic average (of a quarter or so) and points to pent up demand, some of which is set to be unlocked in the coming weeks as accommodation services and hospitality re-open.

KEY POINTS

- Consumer Pulse up in May
- 32% think it is a good time to purchase big ticket items
- Holidays also on the agenda

CONSUMER PULSE

MAY 2021

76.7

+5.0 on previous index reading

“The Consumer Pulse rose for a fourth month running in May, with buying sentiment strengthening too.”

Dr Loretta O’Sullivan

Group Chief Economist

Bank of Ireland

GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	1%
⤵	5%
No Change	10%
⤶	38%
⤷	44%
Balance	-59%

(Change on previous reading) **+4**

GENERAL ECONOMIC SITUATION

	Next 12 Months
⤴	15%
⤵	42%
No Change	9%
⤶	16%
⤷	16%
Balance	+12%

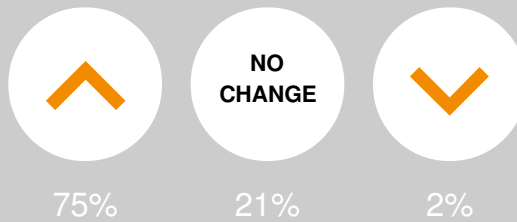
(Change on previous reading) **+8**

UNEMPLOYMENT

	Next 12 Months
⤴	14%
^	24%
No Change	10%
∨	31%
⤵	19%

PRICE OF GOODS AND SERVICES

Next 12 months



Balance +73%
(+4 on previous reading)

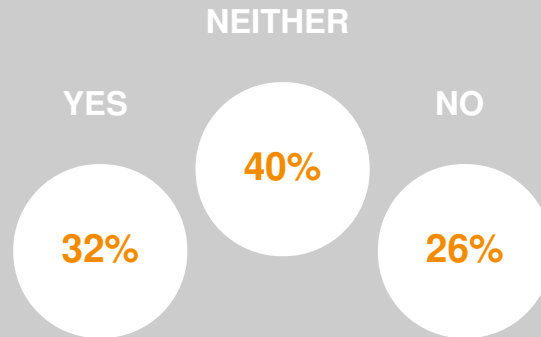
HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	7%
⤵	17%
No Change	53%
⤶	15%
⤷	6%
Balance	+3%
(Change on previous reading)	+5

HOUSEHOLD FINANCIAL SITUATION

	Next 12 Months
⤴	8%
⤵	25%
No Change	54%
⤶	9%
⤷	3%
Balance	+13%
(Change on previous reading)	-2

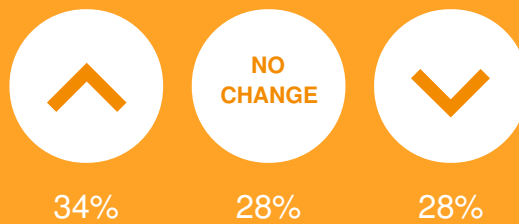
GOOD TIME TO MAKE MAJOR PURCHASES



Balance +6%
(+10 on previous reading)

SPENDING ON HOLIDAYS

This year compared to last year



GOOD TIME TO SAVE

YES

NO

74%

24%

Balance +50%
(-9 on previous reading)

LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

76%

23%

Balance +52%
(-6 on previous reading)