

The Consumer Pulse came in at 77.1 in October 2021, down 4.0 on last month but 28.5 higher than a year ago. Households lowered their assessment of the economic outlook this month and were also more downbeat about their own financial situation. The cost of living was very much on minds, with a further softening in buying sentiment evident in the October data – some 27% considered it a good time to buy big ticket items versus almost a third during the summer – while the share of households expecting consumer prices to increase over the next year rose to a series high of 85%.

KEY POINTS

- Consumer Pulse down in October
- Households less upbeat about the economy's prospects
- Higher inflation squeezing purchasing power

CONSUMER PULSE

OCTOBER 2021

77.1

-4.0 on previous index reading

“Various concerns, among them the rise in virus cases, tempered households’ confidence in October.”

Dr Loretta O’Sullivan

Group Chief Economist

Bank of Ireland

GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	4%
⤶	17%
No Change	13%
⤵	33%
⤷	30%
Balance	-33%

(Change on previous reading) **+1**

GENERAL ECONOMIC SITUATION

	Next 12 Months
⤴	11%
⤶	34%
No Change	13%
⤵	24%
⤷	17%
Balance	-1%

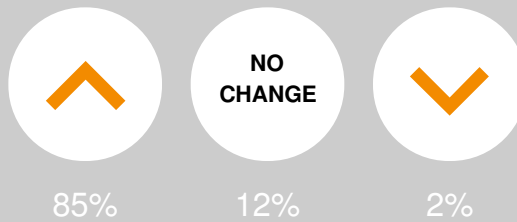
(Change on previous reading) **-6**

UNEMPLOYMENT

	Next 12 Months
⤴	9%
⤵	21%
No Change	16%
⤶	40%
⤷	12%

PRICE OF GOODS AND SERVICES

Next 12 months



Balance +82%
(+6 on previous reading)

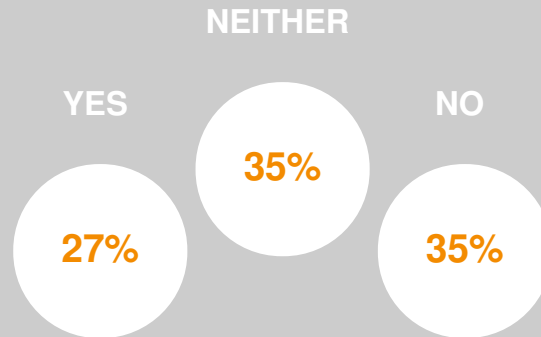
HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	5%
⤵	17%
No Change	52%
⤶	19%
⤷	7%
Balance	-3%
(Change on previous reading)	-6

HOUSEHOLD FINANCIAL SITUATION

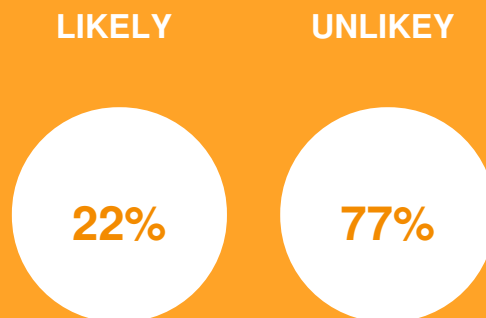
	Next 12 Months
⤴	7%
⤵	25%
No Change	40%
⤶	19%
⤷	6%
Balance	+5%
(Change on previous reading)	-5

GOOD TIME TO MAKE MAJOR PURCHASES



Balance -8%
(-6 on previous reading)

LIKELIHOOD OF BUYING A CAR IN THE NEXT 12 MONTHS



GOOD TIME TO SAVE

YES

NO

71%

26%

Balance +45%
(-3 on previous reading)

LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

71%

29%

Balance +42%
(-9 on previous reading)