

The Consumer Pulse stood at 81.0 in September 2021, unchanged from August but 28.2 higher than a year ago. With the domestic recovery continuing, households upgraded their assessment of the current economic situation again this month. They were more circumspect about the outlook for the economy and their own pockets though, possibly reflecting some wariness in the run up to Budget 2022 and the phasing out of pandemic-related supports. Buying sentiment was softer this month too as rising prices squeeze purchasing power – some 28% considered it a good time to buy big ticket items, down from almost a third during the summer.

KEY POINTS

- Consumer Pulse stable in September
- Domestic recovery providing support
- Households getting less bang for their buck

CONSUMER PULSE

SEPTEMBER 2021

81.0

0.0 on previous index reading

“After last month’s jump, the Consumer Pulse was unchanged in September.”

Dr Loretta O’Sullivan

Group Chief Economist

Bank of Ireland

GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	5%
⤵	17%
No Change	11%
⤶	34%
⤷	30%
Balance	-34%

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

GENERAL ECONOMIC SITUATION

	Next 12 Months
⤴	11%
⤵	39%
No Change	14%
⤶	21%
⤷	15%
Balance	+5%

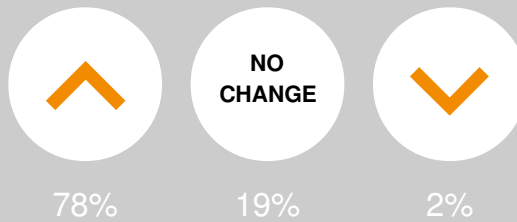
(Change on previous reading) **-5**

UNEMPLOYMENT

	Next 12 Months
⤴	7%
⤵	22%
No Change	16%
⤶	38%
⤷	15%

PRICE OF GOODS AND SERVICES

Next 12 months



Balance +76%
(+1 on previous reading)

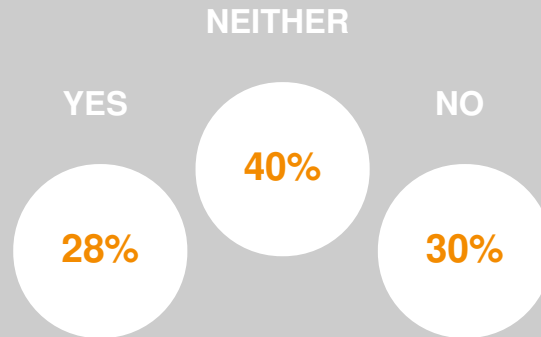
HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	6%
⤵	18%
No Change	54%
⤶	15%
⤷	5%
Balance	+3%
(Change on previous reading)	+1

HOUSEHOLD FINANCIAL SITUATION

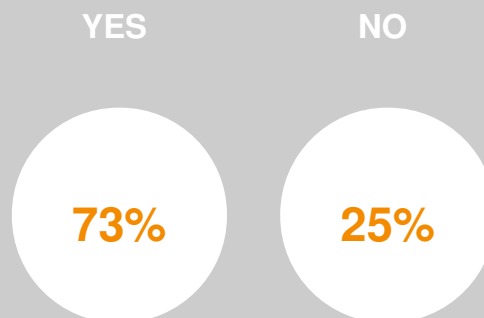
	Next 12 Months
⤴	7%
⤵	22%
No Change	55%
⤶	12%
⤷	3%
Balance	+10%
(Change on previous reading)	-4

GOOD TIME TO MAKE MAJOR PURCHASES



Balance -2%
(-4 on previous reading)

GOOD TIME TO SAVE



Balance +48%
(-4 on previous reading)

LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

75%

24%

Balance +51%
(+4 on previous reading)