

The Consumer Pulse came in at 51.3 in April 2022, down 5.4 on March and 20.4 on a year ago. Households lowered their assessment of the current economic situation this month and were also more downbeat about their own finances. High uncertainty and inflation contributed to some softening in buying sentiment in April too, with just 19% considering it a good time to make major purchases and more than half (57%) saying that they are holding out on spending because they are not sure which way economic policy is going to go (this is up from 46% in January).

## KEY POINTS

- Consumer Pulse down in April
- Cost of living increases biting for households
- Unemployment expectations tick up

## CONSUMER PULSE

APRIL 2022

51.3

-5.4 on previous index reading

“The Consumer Pulse posted its second lowest reading to date this month.”

**Dr Loretta O’Sullivan**

*Group Chief Economist*

*Bank of Ireland*

## GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	1%
^	8%
No Change	8%
∨	39%
∩	43%
Balance	-57%
(Change on previous reading)	-14

## GENERAL ECONOMIC SITUATION

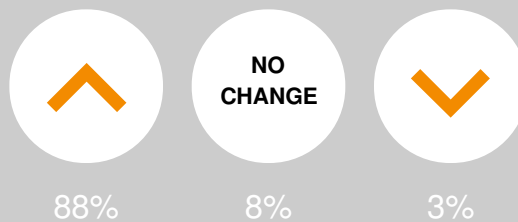
	Next 12 Months
⤴	4%
^	14%
No Change	10%
∨	35%
∩	37%
Balance	-43%
(Change on previous reading)	+1

## UNEMPLOYMENT

	Next 12 Months
⤴	13%
⤵	29%
No Change	27%
⤶	24%
⤷	4%

## PRICE OF GOODS AND SERVICES

Next 12 months



Balance +85%  
(-5 on previous reading)

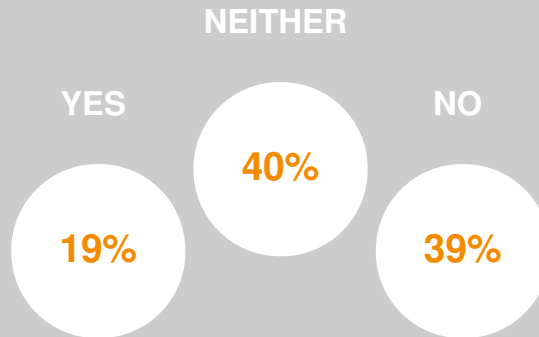
## HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	4%
⤵	12%
No Change	38%
⤶	32%
⤷	13%
Balance	-19%
(Change on previous reading)	-4

## HOUSEHOLD FINANCIAL SITUATION

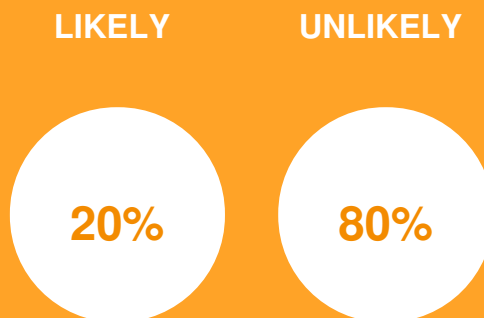
	Next 12 Months
⤴	5%
⤵	19%
No Change	26%
⤶	31%
⤷	17%
Balance	-18%
(Change on previous reading)	0

## GOOD TIME TO MAKE MAJOR PURCHASES



Balance -19%  
(-6 on previous reading)

## LIKELIHOOD OF BUYING A CAR IN THE NEXT 12 MONTHS



## GOOD TIME TO SAVE

YES

NO

68%

30%

Balance +38%  
(+2 on previous reading)



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## LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

66%

34%

Balance +32%  
(-4 on previous reading)



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