

At 42.1 in September 2022, the Consumer Pulse was down 6.3 on August's print and 38.9 lower than a year ago. Households were more apprehensive about the economy and job prospects this month, and with energy bills for all and mortgage repayments for some on the rise, they were gloomier about their personal finances too. One in three is just managing to make ends meet according to September's survey, though this varies across the income distribution – the figure for households at the bottom end was 53% for example, compared with 16% for those at the top end.

## KEY POINTS

- Consumer Pulse drops in September
- Weakest reading on record
- Cost of living squeeze ongoing

## CONSUMER PULSE

SEPTEMBER 2022

42.1

-6.3 on previous index reading

“A broad-based pullback saw the Consumer Pulse hit a fresh low in September.”

**Dr Loretta O’Sullivan**

*Group Chief Economist*

*Bank of Ireland*

## GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	2%
^	6%
No Change	8%
∨	34%
∩	49%
Balance	-61%
(Change on previous reading)	-2

## GENERAL ECONOMIC SITUATION

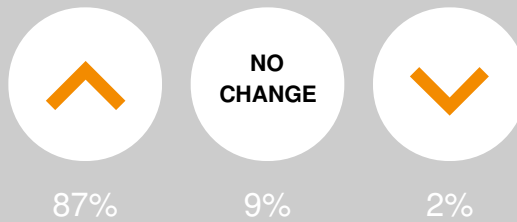
	Next 12 Months
⤴	2%
^	10%
No Change	10%
∨	32%
∩	42%
Balance	-51%
(Change on previous reading)	-6

## UNEMPLOYMENT

	Next 12 Months
⤴	17%
⤶	31%
No Change	34%
⤷	13%
⤵	3%

## PRICE OF GOODS AND SERVICES

Next 12 months



Balance +85%  
(+8 on previous reading)

## HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	3%
⤵	10%
No Change	34%
⤶	34%
⤷	18%
Balance	-27%

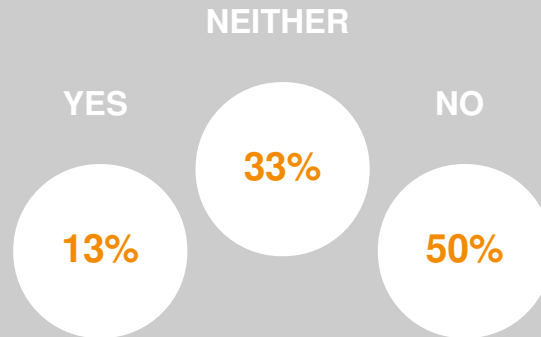
(Change on previous reading) -5

## HOUSEHOLD FINANCIAL SITUATION

	Next 12 Months
⤴	4%
⤵	13%
No Change	20%
⤶	36%
⤷	26%
Balance	-34%

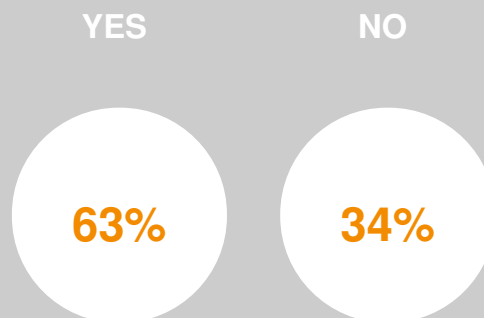
(Change on previous reading) -13

## GOOD TIME TO MAKE MAJOR PURCHASES



Balance -37%  
(-3 on previous reading)

## GOOD TIME TO SAVE



Balance +29%  
(-5 on previous reading)

## LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

61%

38%

Balance +23%  
(-8 on previous reading)