

The Consumer Pulse stood at 45.8 in October 2022, up 3.7 on last month but 31.3 lower than a year ago. Amid the unveiling of additional cost of living supports – including an electricity credit for all and double social welfare payments – households were less gloomy about the outlook for the economy and their own finances this month, albeit the bounce in sentiment was relatively modest. On the buying front, just 14% considered it a good time to make major purchases like furniture and electrical equipment, while some three in five are continuing to hold out on spending.

KEY POINTS

- Consumer Pulse rises in October
- Budget package a help to households
- Appetite for big ticket purchases still muted

CONSUMER PULSE

OCTOBER 2022

45.8

+3.7 on previous index reading

“Although off its low point, the Consumer Pulse remained subdued in October.”

Dr Loretta O’Sullivan

Group Chief Economist

Bank of Ireland

GENERAL ECONOMIC SITUATION

	Past 12 Months
⤴	1%
^	7%
No Change	7%
∨	33%
∩	49%
Balance	-61%
(Change on previous reading)	0

GENERAL ECONOMIC SITUATION

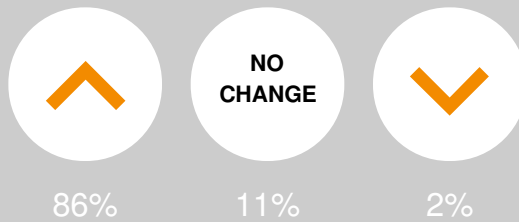
	Next 12 Months
⤴	2%
^	14%
No Change	13%
∨	34%
∩	34%
Balance	-42%
(Change on previous reading)	+9

UNEMPLOYMENT

	Next 12 Months
⤴	16%
⤵	33%
No Change	34%
⤶	11%
⤷	3%

PRICE OF GOODS AND SERVICES

Next 12 months



Balance +84%
(-1 on previous reading)

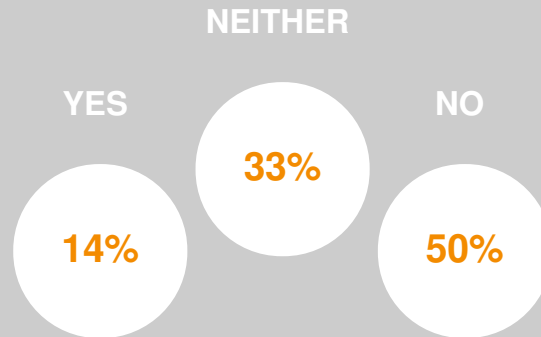
HOUSEHOLD FINANCIAL SITUATION

	Past 12 Months
⤴	3%
⤵	10%
No Change	34%
⤶	34%
⤷	18%
Balance	-27%
(Change on previous reading)	0

HOUSEHOLD FINANCIAL SITUATION

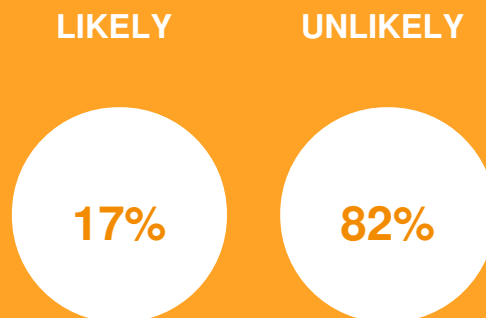
	Next 12 Months
⤴	4%
⤵	17%
No Change	25%
⤶	34%
⤷	17%
Balance	-21%
(Change on previous reading)	+13

GOOD TIME TO MAKE MAJOR PURCHASES



Balance -37%
(0 on previous reading)

LIKELIHOOD OF BUYING A CAR IN THE NEXT 12 MONTHS



GOOD TIME TO SAVE

YES

NO

64%

32%

Balance +32%
(+3 on previous reading)

LIKELIHOOD OF SAVING IN THE NEXT 12 MONTHS

LIKELY

UNLIKELY

64%

35%

Balance +29%
(+6 on previous reading)