

The Consumer Pulse posted a reading of 48.4 in August 2022, 4.9 higher than July's record low but down 32.6 on a year ago. The uptick this month was reasonably broad-based across the components – households were less downbeat about the current state of the economy and their own finances, and with an eye to the forthcoming 'cost of living' budget, lifted their expectations for both over the coming year. Buying sentiment was little changed in August though, with only 15% considering it a good time to purchase big ticket items such as furniture and electrical equipment.

KEY POINTS

- Consumer Pulse rises in August
- Moves off all-time low
- More government support anticipated

CONSUMER PULSE

SEPTEMBER 2022

42.1

-6.3 on previous index reading

“Xxx.”

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

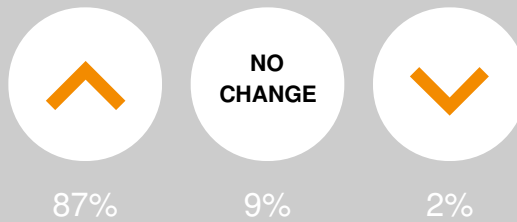
	Next 12 Months
⤴	2%
^	10%
No Change	10%
∨	32%
∩	42%
Balance	-51%
(Change on previous reading)	-6

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%

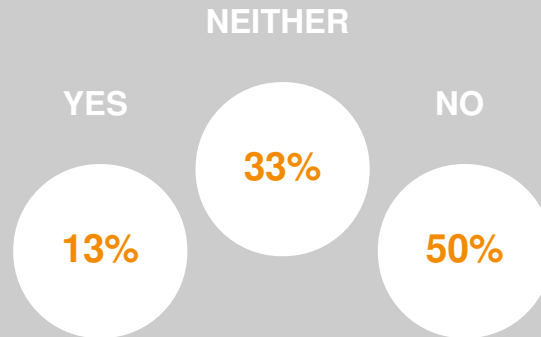
(Change on previous reading) -5

HOUSEHOLD FINANCIAL SITUATION

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

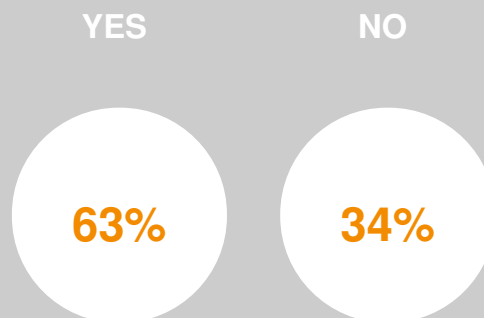
(Change on previous reading) -13

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)



Bank of Ireland

economic pulse