B&A Consumer Confidence Tracker

December 2022

B&A

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Delve Deeper

Introduction

Introduction

This report presents the findings of B&A's latest Consumer Confidence Tracker, covering December 2022.

Survey results are based on a sample of 1,030 adults aged 16+, quota controlled in terms of age, gender, socio-economic class and region to reflect the profile of the adult population of the Republic of Ireland.

All interviewing was conducted via B&A's Acumen Online Barometer.

Fieldwork on the latest wave was conducted from the 9th-20th of December.

About B&A

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- We pride ourselves on having the most experienced director team in Ireland.
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Key highlights

With a slight easing in inflation, consumer confidence sees a further, slight improvement in December.

- This wave of the B&A Consumer Confidence Barometer was conducted from the 9th-20th of December 2022.
- With inflation easing somehow since October, consumer confidence sees a further slight increase from -67 in November to -65 in December.
- However, confidence remains at a very low level, with 3 in 4 (74%) believing Ireland will be worse off in the coming year, and just 1 in 10 feeling Ireland will be better off.
- A two-tier economy is very evident, with the improvement in confidence coming solely from Leinster (including Dublin), and consumer confidence being particularly low in Connaught/Ulster.
- Furthermore, both women and those in lower social classes are more pessimistic regarding the year ahead.
- Income and spend expectations for the year ahead have also improved, though almost half (47%) expect a decline in disposable income in the year ahead, and 55% expect to spend less.
- 1 in 5 find it difficult to cope with the rising prices, while 3 in 5 are coping.
- The outlook for personal assets also sees an improvement in December.

Macro context

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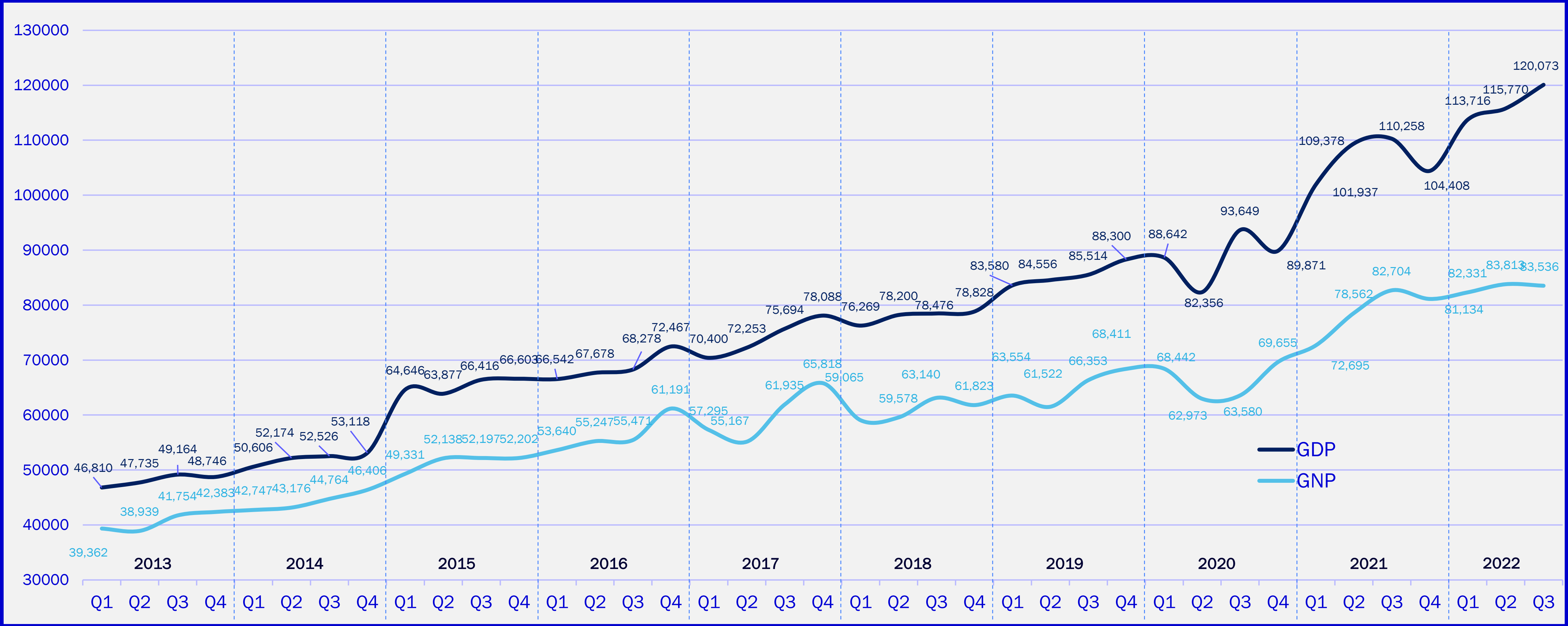
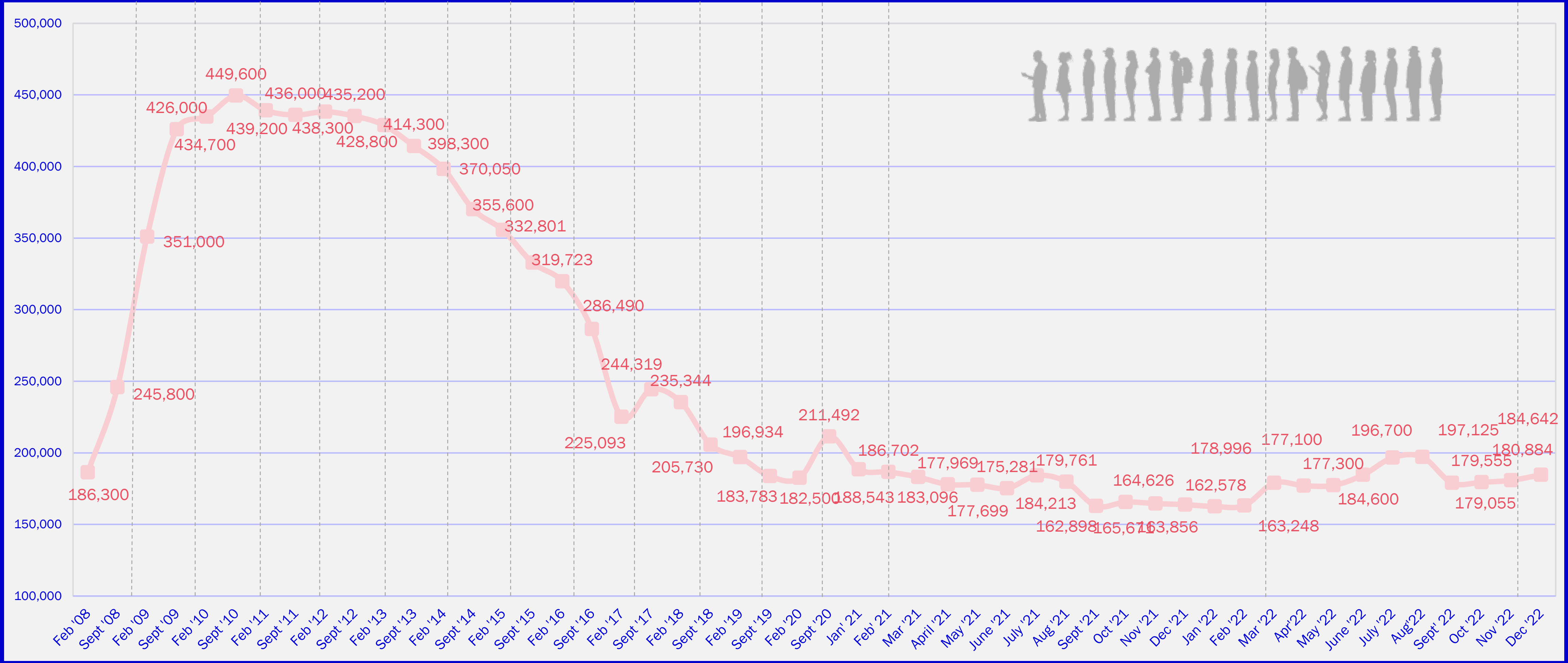
Further increase in GDP but slight drop in GNP for Q3



Source: www.CSO.ie
Quarterly National Accounts

The Live Register figures is up slightly from November to December

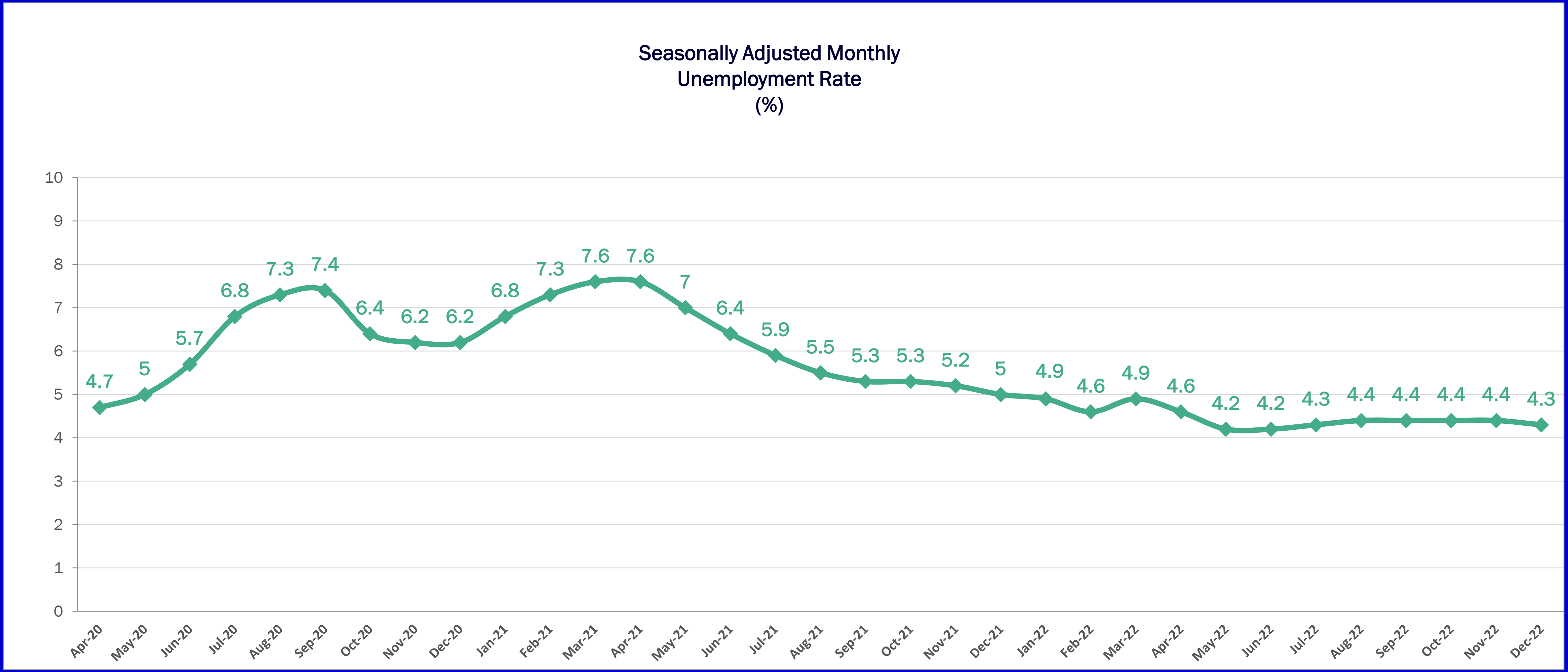


**The Live Register is not designed to measure unemployment. It includes part-time work e.g. seasonal & casual workers who work up to 3 days per week.*

Source: www.CSO.ie
Persons on Live Register

Seasonally Adjusted Monthly Unemployment Rate is 4.3% for December – down from 4.4% in November

Seasonally Adjusted Monthly Unemployment Rate



Source: *www.CSO.ie*
Seasonally Adjusted Monthly Unemployment Rate

Further easing in inflation from November to December but inflation remains at a high level at +8.2% annual increase

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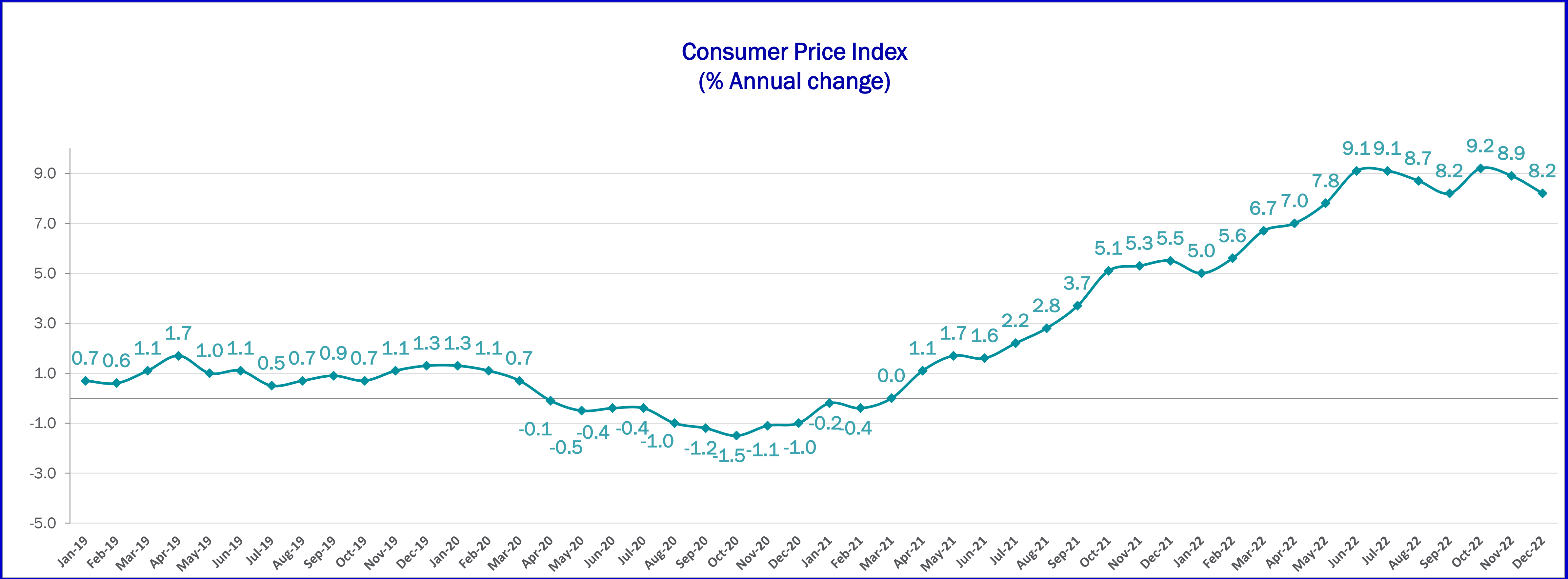
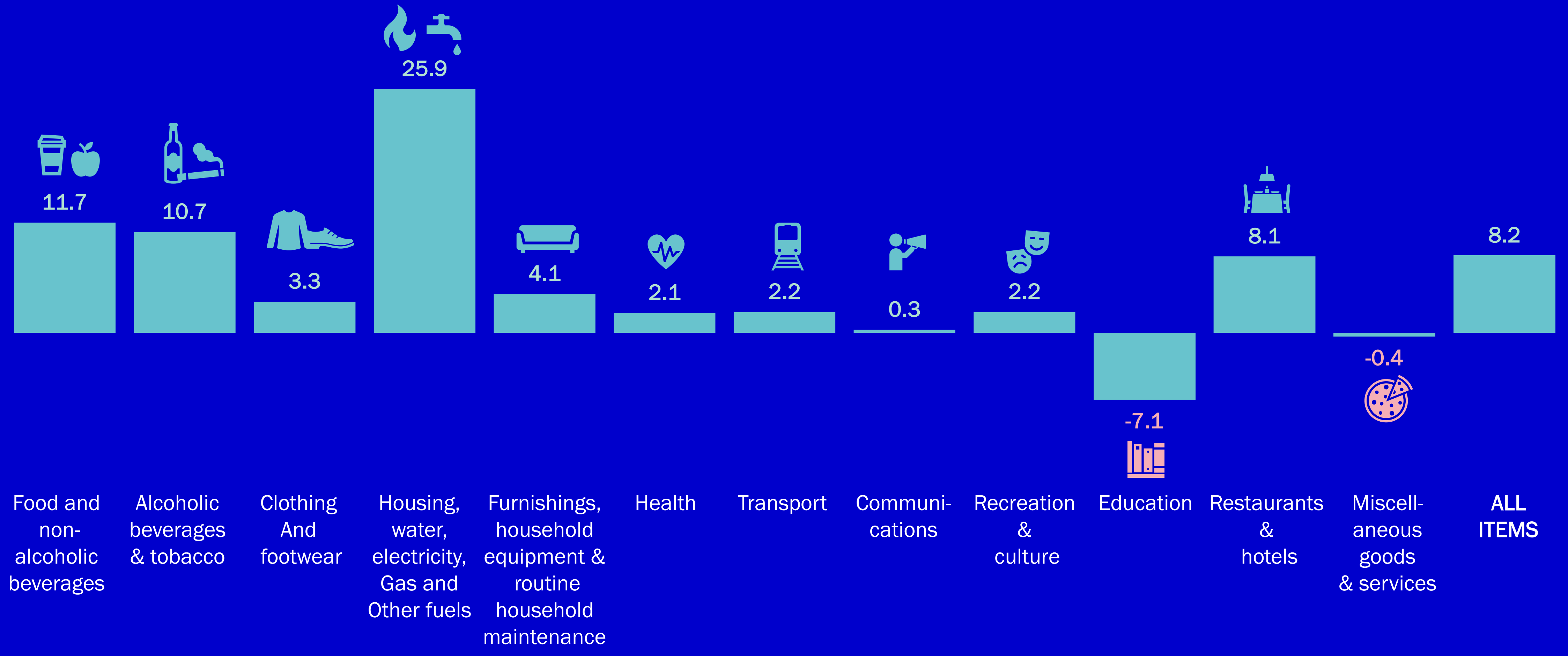
Consumer Price Index (% Annual change)



Source: www.CSO.ie
Consumer Price Index (% Annual change)

The largest increase in December is seen for Utilities (+25.9%) and Food & Non-Alcoholic Beverages (+11.7%)

Consumer Price Index by Sector (% Annual change)



Despite the easing in inflation, the high prices and concerns for 2023 continue to dominate the news headlines

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Fuel prices ease by around 10% in December - AA

Updated / Wednesday, 14 Dec 2022 15:10

Fuel prices at their lowest

THE IRISH TIMES

Ireland to experience sharp growth slowdown as cost-of-living pressures mount

Reports from ESRI and OECD warn economy will grow at much-reduced pace in 2023, with real incomes falling due to inflation

Two reports from the ESRI and OECD forecast a huge growth slowdown in the Irish economy, but an outright recession is expected to be avoided. Photograph: PA

Eoin Burke-Kennedy
Joe Brennan
Ciara O'Brien
Thu Dec 15 2022 - 05:00

THE IRISH TIMES

Ireland's economic growth will slow significantly next year, OECD warns

Agency also cautions high costs and low confidence will reduce companies' incentives to invest

The reopening of the Irish economy post-Covid was accompanied by a strong bounce-back in activity, but inflationary pressures emerged since then, the OECD says. Photograph: Dara Mac Dónaill

Eoin Burke-Kennedy
Joe Brennan
Wed Dec 14 2022 - 10:10

THE IRISH TIMES

Economy hits headwinds, Citywest cemetery and tech prep for Christmas

Business Today: the best news, analysis and comment from The Irish Times business desk

Shoppers in Dublin. The Irish economy will grow "at a significantly reduced pace" next year as recession in other countries and persistent cost-of-living pressures dampen spending and investment Photograph Nick Bradshaw

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Conn Ó Midheach
Thu Dec 15 2022 - 06:41

Consumer Confidence Findings

Further, slight improvement in consumer confidence in December, though it remains at a very low level

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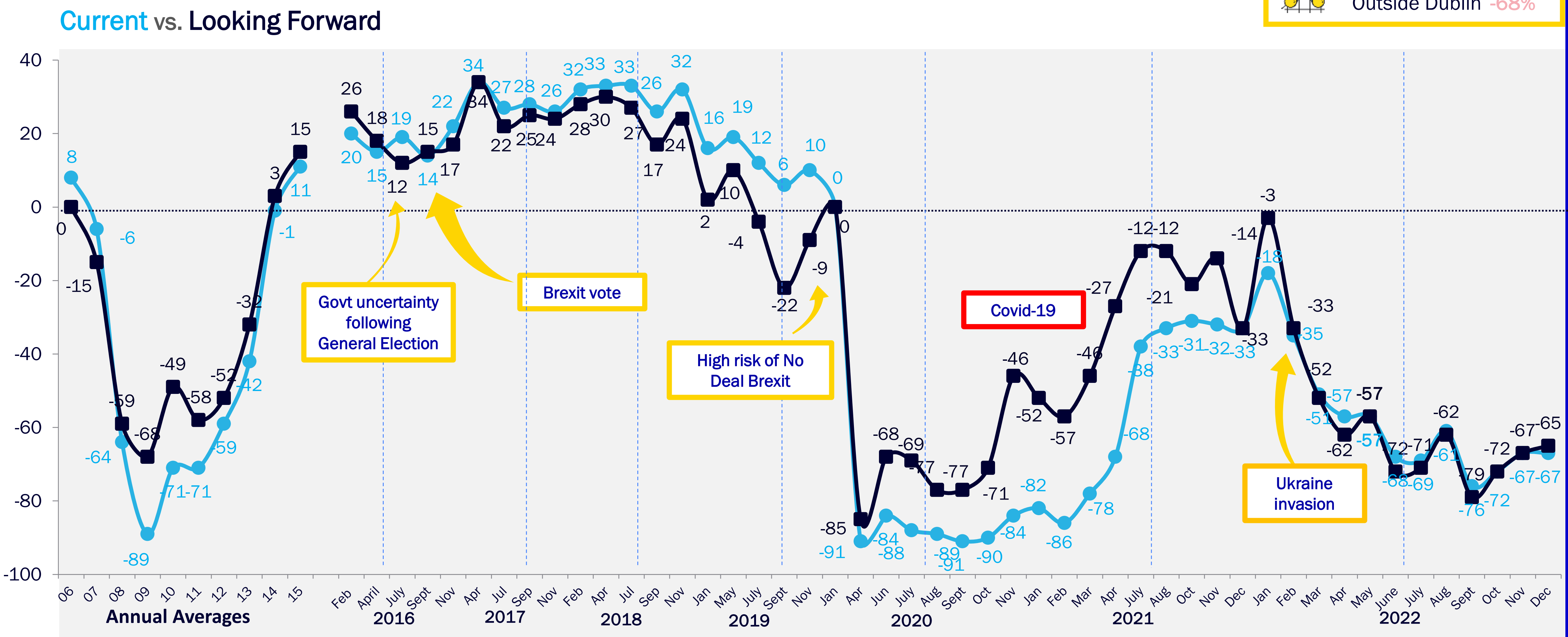
Looking forward
(Net Diff: Positive-Negative)
Dublin -57%
Outside Dublin -68%



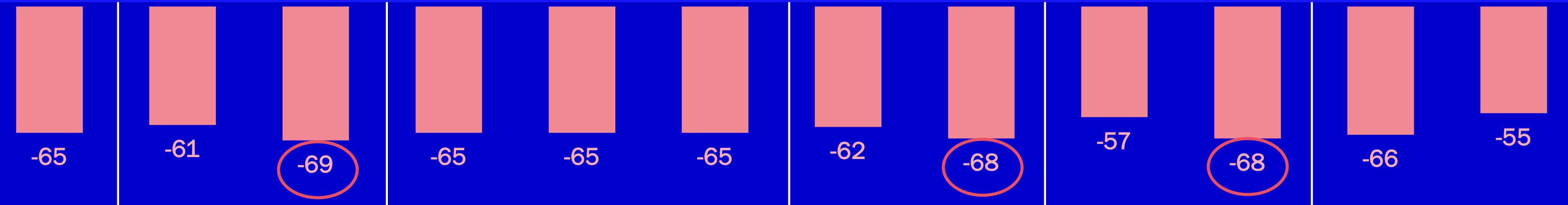
*Figures in the graph represent the net difference between those thinking the country will be economically better off minus those thinking it will be worse off.

Source: B&A Consumer Confidence Report

Q.1 Thinking about the economy as a whole, do you think that the country is better off, worse off, or about the same as last year?
Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

Consumer confidence is lower among females, C2DE social class and outside Dublin

Base: All Adults 16+



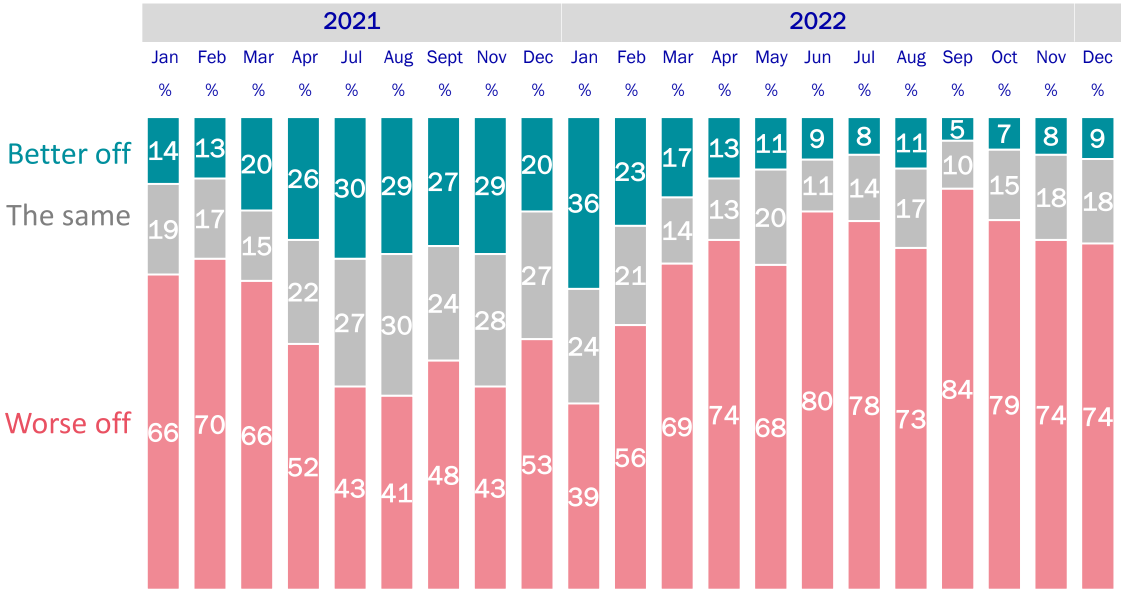
	Total	Male	Female	16-34	35-54	55+	ABC1F	C2DE	Dublin	Outside Dublin	Irish	Non Irish
NET Diff Nov ‘22	-67%	-61%	-72%	-56%	-75%	-67%	-68%	-66%	-64%	-68%	-68%	-58%
NET Diff Oct ’22	-72%	-67%	-77%	-65%	-73%	-78%	-72%	-72%	-68%	-74%	-73%	-67%
NET Diff Sept ’22	-79%	-73%	-85%	-74%	-82%	-80%	-80%	-78%	-72%	-82%	-81%	-64%
NET Diff Aug ’22	-62%	-56%	-69%	-54%	-69%	-63%	-61%	-64%	-53%	-66%	-64%	-53%
NET Diff Jul ’22	-71%	-65%	-77%	-59%	-77%	-75%	-73%	-68%	-62%	-74%	-72%	-63%
NET Diff Jun ’22	-72%	-67%	-77%	-59%	-74%	-80%	-69%	-75%	-63%	-75%	-73%	-60%
NET Diff May ’22	-57%	-52%	-62%	-37%	-63%	-69%	-57%	-57%	-47%	-61%	-60%	-37%
NET Diff Apr ’22	-62%	-54%	-70%	-53%	-65%	-66%	-65%	-58%	-59%	-63%	-63%	-54%
NET Diff Mar ’22	-52%	-43%	-62%	-38%	-53%	-65%	-49%	-56%	-43%	-56%	-53%	-46%
NET Diff Feb ’22	-33%	-23%	-43%	-18%	-40%	-38%	-32%	-34%	-23%	-37%	-34%	-25%
NET Diff Jan ’22	-3%	11%	-16%	7%	-8%	-7%	6%	-12%	-2%	-4%	-4%	4%
NET Diff Dec ’21	-33%	-23%	-42%	-27%	-35%	-36%	-29%	-37%	-29%	-35%	-34%	-26%
NET Diff Nov ’21	-14%	-3%	-24%	-5%	-15%	-20%	-6%	-21%	-8%	-16%	-13%	-16%
NET Diff Oct ’21	-23%	-16%	-33%	-19%	-30%	-27%	-14%	-36%	-17%	-26%	-22%	-30%
NET Diff Aug ’21	-12%	-6%	-17%	-3%	-16%	-14%	-8%	-15%	-3%	-15%	-12%	-12%
NET Diff Jul ’21	-12%	-4%	-20%	-5%	-17%	-13%	-4%	-20%	=	-17%	-11%	-19%
NET Diff Apr ’21	-27%	-17%	-36%	-20%	-30%	-29%	-24%	-29%	-16%	-31%	-26%	-27%
NET Diff Mar ’21	-46%	-38%	-54%	-45%	-49%	-43%	-44%	-48%	-44%	-47%	-47%	-40%
NET Diff Feb ’21	-57%	-45%	-69%	-45%	-64%	-62%	-53%	-62%	-46%	-62%	-58%	-55%
NET Diff Jan ’21	-52%	-39%	-64%	-34%	-60%	-60%	-45%	-59%	-46%	-55%	-54%	-42%
NET Diff Nov ’20	-46%	-33%	-58%	-41%	-42%	-54%	-43%	-48%	-36%	-50%	-48%	-31%
NET Diff Oct ’20	-71%	-65%	-78%	-64%	-75%	-74%	-68%	-75%	-65%	-74%	-72%	-66%
NET Diff Sept ’20	-77%	-72%	-81%	-69%	-77%	- 84%	-73%	- 81%	-71%	-79%	-79%	- 62%
NET Diff Aug ’20	-77%	-75%	-79%	-74%	-73%	-84%	-77%	-77%	-76%	-77%	-79%	-61%
NET Diff July ’20	-69%	-58%	-79%	-66%	-68%	-72%	-66%	-71%	-68%	-69%	-70%	-58%
NET Diff June ’20	-68%	-67%	-69%	-61%	-68%	-76%	-63%	-73%	-71%	-67%	-69%	-60%
NET Diff Apr ’20	-85%	-84%	-85%	-75%	-89%	-89%	-86%	-84%	-87%	-84%	-87%	-71%

Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

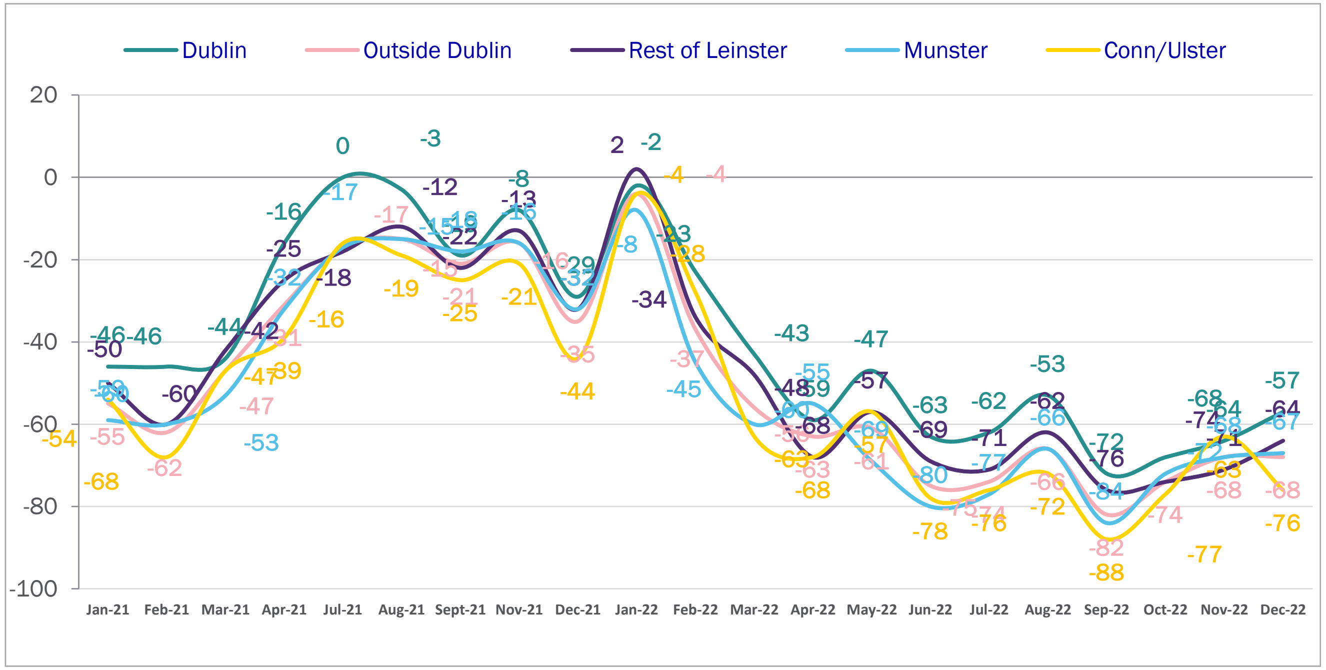
Consumer confidence has improved for Leinster while we see a decline for Connaught/Ulster. Confidence is lowest for Connaught/Ulster

Base: All Adults 16+

	Looking forward '21				Looking forward '22											
	Aug	Sept	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Dublin	-3	-19	-8	-29	-2	-23	-43	-59	-47	-63	-62	-53	-72	-68	-64	-57
Outside Dublin	-15	-21	-16	-35	-4	-37	-56	-63	-61	-75	-74	-66	-82	-74	-68	-68



Net Diff (GAP): -52% -57% -46% -27% -12% -12% -21% -14% -33% -3% -33% -52% -62% -57% -72% -71% -62% -79% -72% -67% -65%



	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Gap	-15%	-59%	-68%	-49%	-58%	-52%	-32%	+3%	+15%	+18%	+26%	+22%

	2019					2020							
	Jan	May	July	Sept	Nov	Jan	Apr	Jun	July	Aug	Sept	Oct	Nov
Gap	+2%	+10%	-4%	-22%	-9%	0%	-85%	-68%	-69%	-77%	-77%	-71%	-46%

	2021								
	Jan	Feb	Mar	Apr	Jul	Aug	Sept	Nov	Dec
Gap	-52%	-57%	-46%	-27%	-12%	-12%	-21%	-14%	-33%

	2022											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap	-3%	-33%	-52%	-62%	-57%	-72%	-71%	-62%	-79	-72%	-67%	-65%

? Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

While almost half expect a lower disposable income in the year ahead, we see an improvement in outlook from November to December

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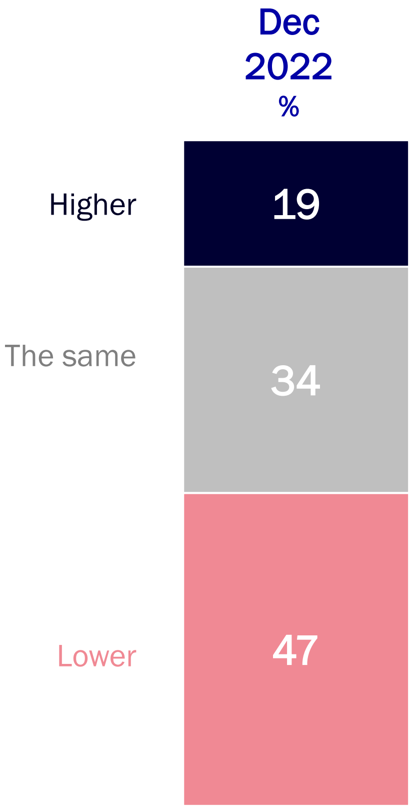
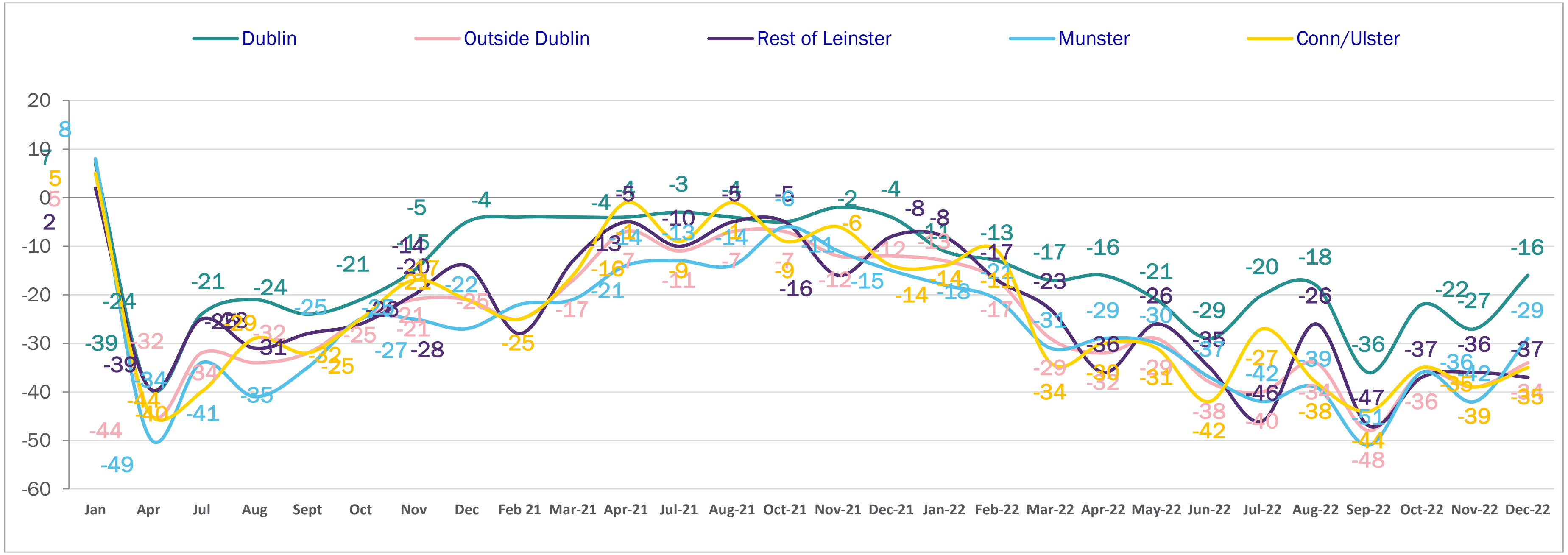
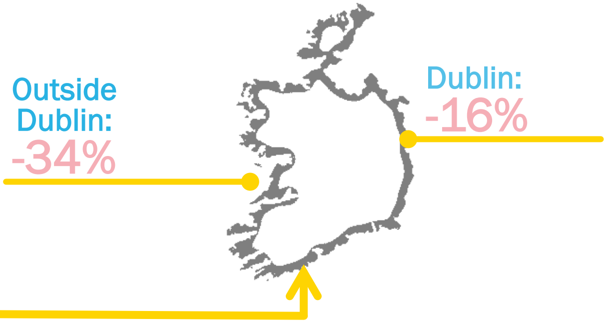
Base: All Adults 16+



Net Diff (GAP) -29%





Those outside Dublin are more pessimistic regarding their disposable income in the coming year.

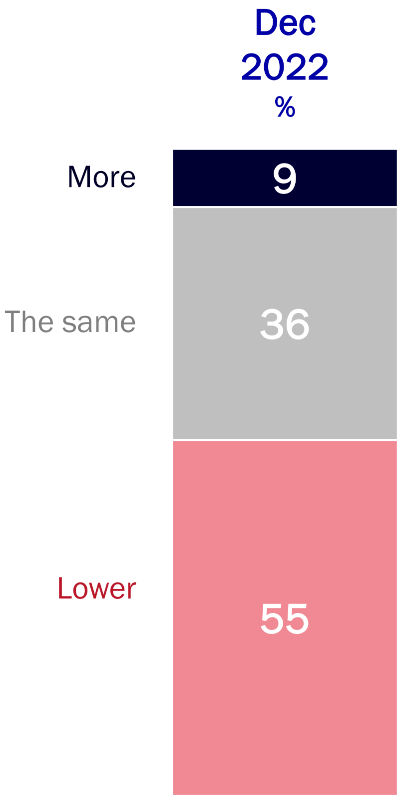
	'08	'09	'10	'11	'12	'13	'14	'15	'16	'17	'18	Jan 19	May 19	July 19	Sept 19	Nov 19	Jan 20	Apr 20	Jun 20	July 20	Aug 20	Sept 20	Oct 20
Gap	-59%	-68%	-49%	-58%	-52%	-32%	-22%	-6%	+3%	+8%	+12%	+9%	+8%	+2%	-8%	-2%	+6%	-43%	-36%	-30%	-31%	-30%	-24%

	Nov 20	Jan 21	Feb 21	Mar 21	Apr 21	Jul 21	Aug 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22
Gap	-20%	-16%	-19%	-13%	-7%	-9%	-8%	-6%	-9%	-10%	-12%	-16%	-25%	-27%	-26%	-35%	-34%	-29%	-44%	-32%	-35%	-29%

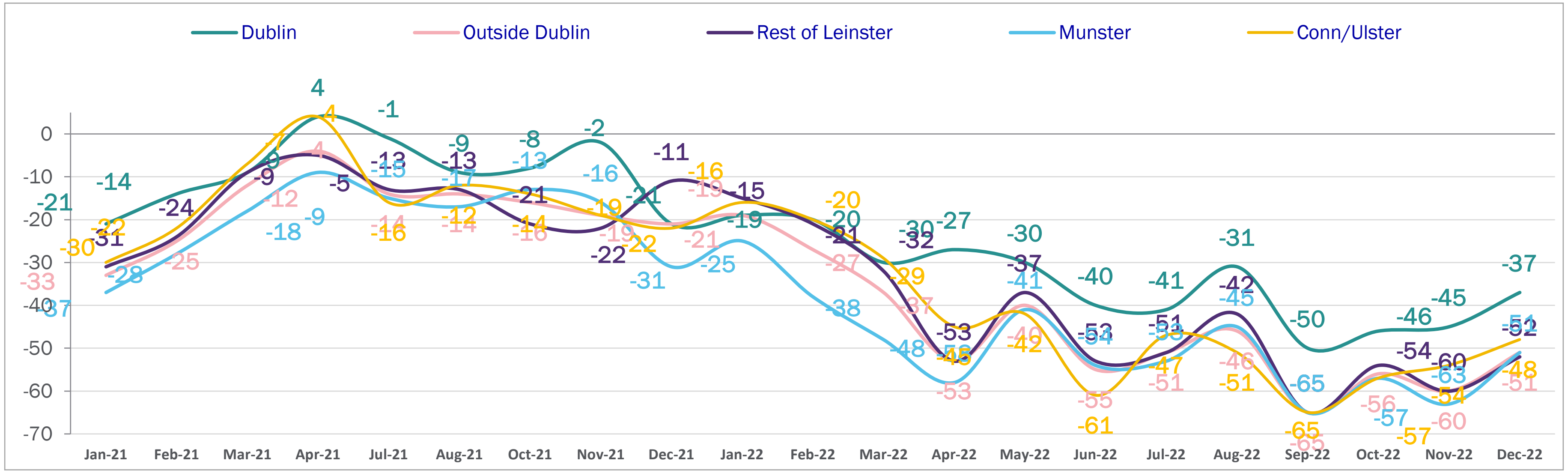
? Q.5 Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

We also see an improvement in spend intention in December, though more than half anticipate to spend less in the year ahead.

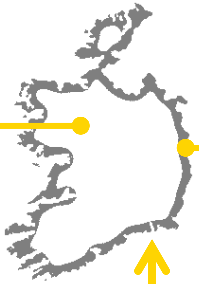
Base: All Adults 16+



Net Diff (GAP) -47%



Outside Dublin: -51%



Dublin: -37%

Again, spending intention is significantly lower outside Dublin.

	'07	'08	'09	'10	'11	'12	'13	'14	'15	'16	'17	'18	Jan 19	May 19	July 19	Sept 19
Gap	+5%	-29%	-63%	-47%	-52%	-45%	-37%	-19%	-13%	-4%	=	+2%	-3%	-4%	-7%	-16%

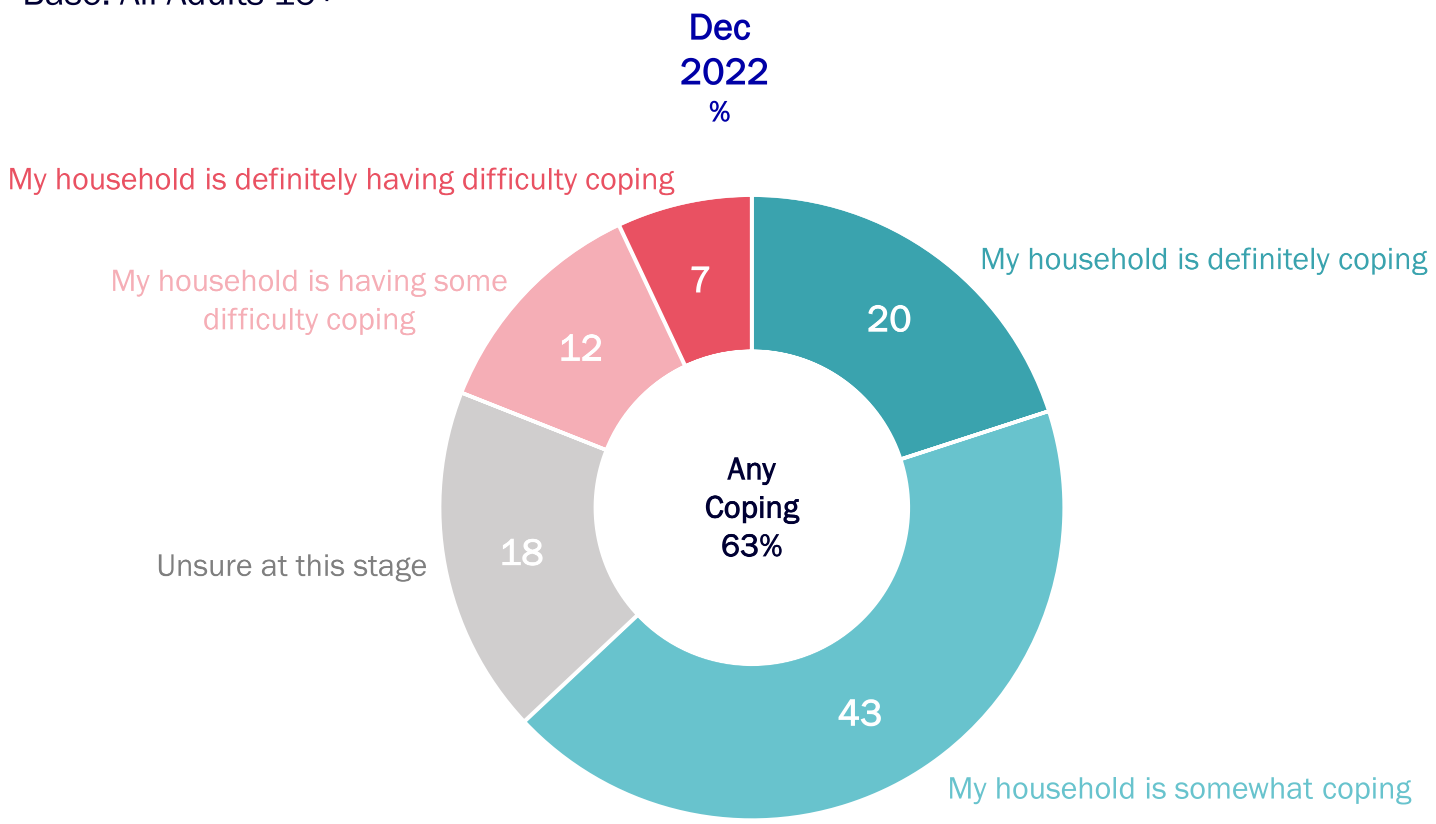
	Nov 19	Jan 20	Apr 20	Jun 20	July 20	Aug 20	Sept 20	Oct 20	Nov 20	Jan 21	Feb 21	Mar 21	Apr 21	Jul 21	Aug 21
Gap	-9%	-5%	-46%	-38%	-37%	-33%	-36%	-35%	-25%	-29%	-22%	-11%	-2%	-11%	-13%

	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22
Gap	-14%	-14%	-21%	-19%	-25%	-35%	-45%	-37%	-51%	-48%	-42%	-61%	-53%	-55%	-47%

? Q.7 In the year ahead, do you expect to purchase more, less or the same amount of goods and services as in the past year?

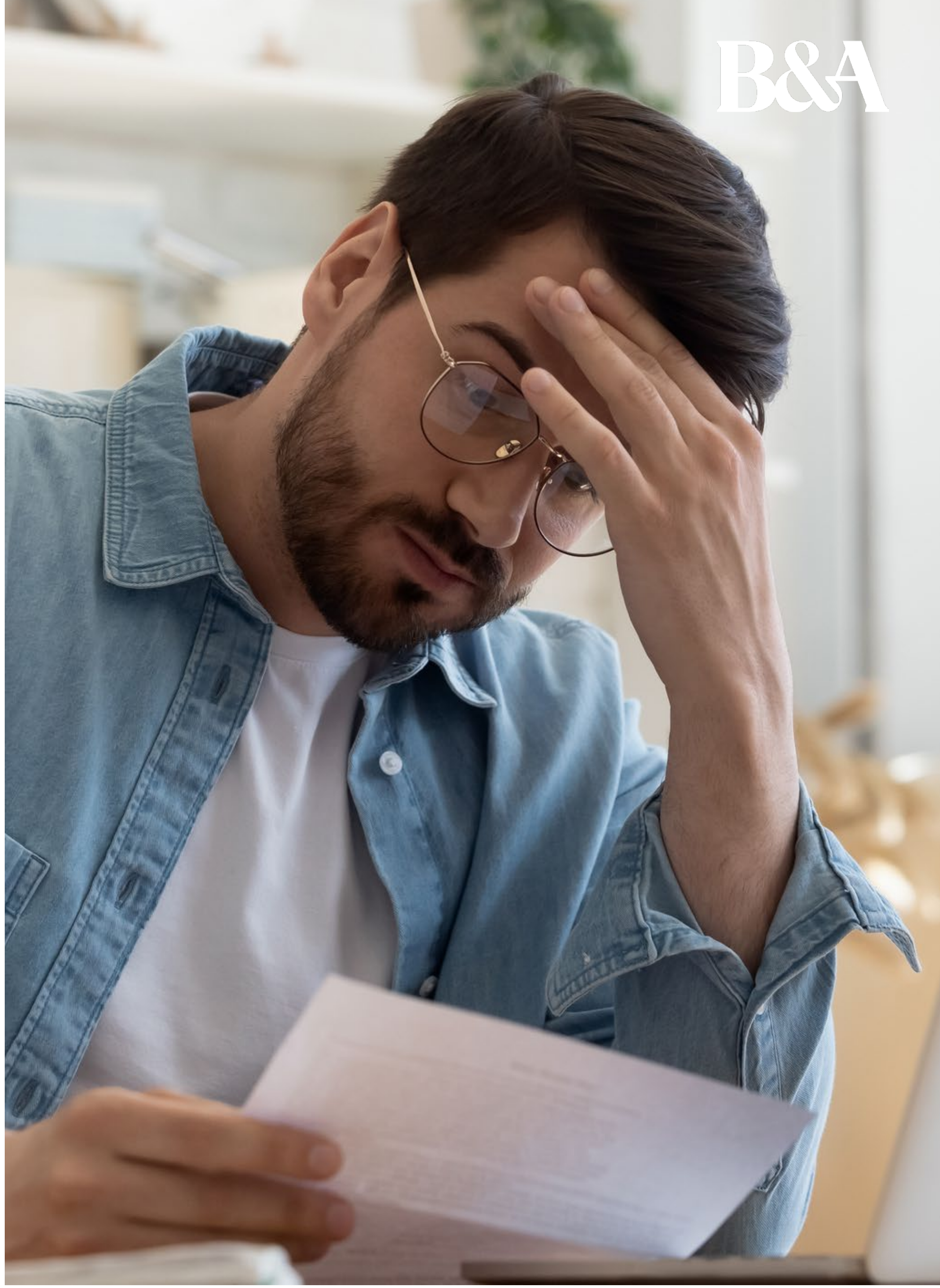
More than 6 in 10 are coping with the rising prices, while 1 in 5 find it difficult to deal with

Base: All Adults 16+



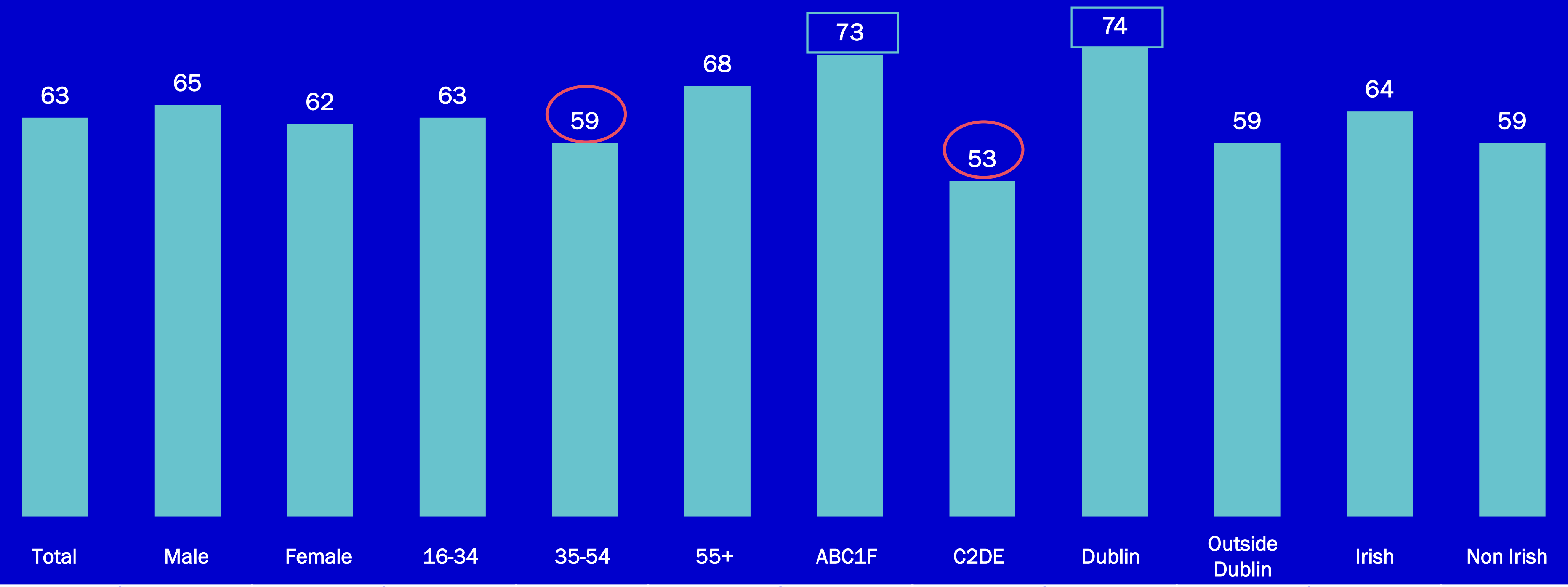
	November	October	September	August	July
Any Coping	60%	61%	53%	59%	57%

Q.8a As you may be aware, the prices of some products and services have increased over the past few months. Some households can cope better with such rising prices than others. To what extent can your household cope with such rising prices, or not?



Lower social classes and those aged 35-54 are less likely to feel they are coping with the cost of living crisis

Base: All Adults 16+

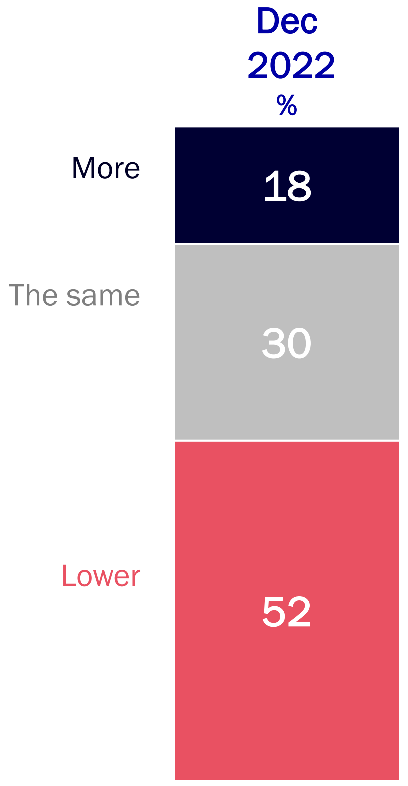


	Total	Male	Female	16-34	35-54	55+	ABC1F	C2DE	Dublin	Outside Dublin	Irish	Non Irish
Any Coping Nov '22	60%	62%	59%	59%	54%	68%	69%	51%	65%	58%	60%	61%
Any Coping Oct '22	61%	65%	58%	64%	57%	63%	67%	55%	64%	60%	62%	55%
Any Coping Sept '22	53%	56%	50%	48%	48%	63%	59%	46%	62%	49%	53%	53%
Any Coping Aug '22	59%	59%	58%	57%	52%	68%	64%	53%	69%	55%	60%	53%
Any Coping Jul '22	57%	60%	54%	51%	51%	70%	61%	53%	62%	55%	59%	46%

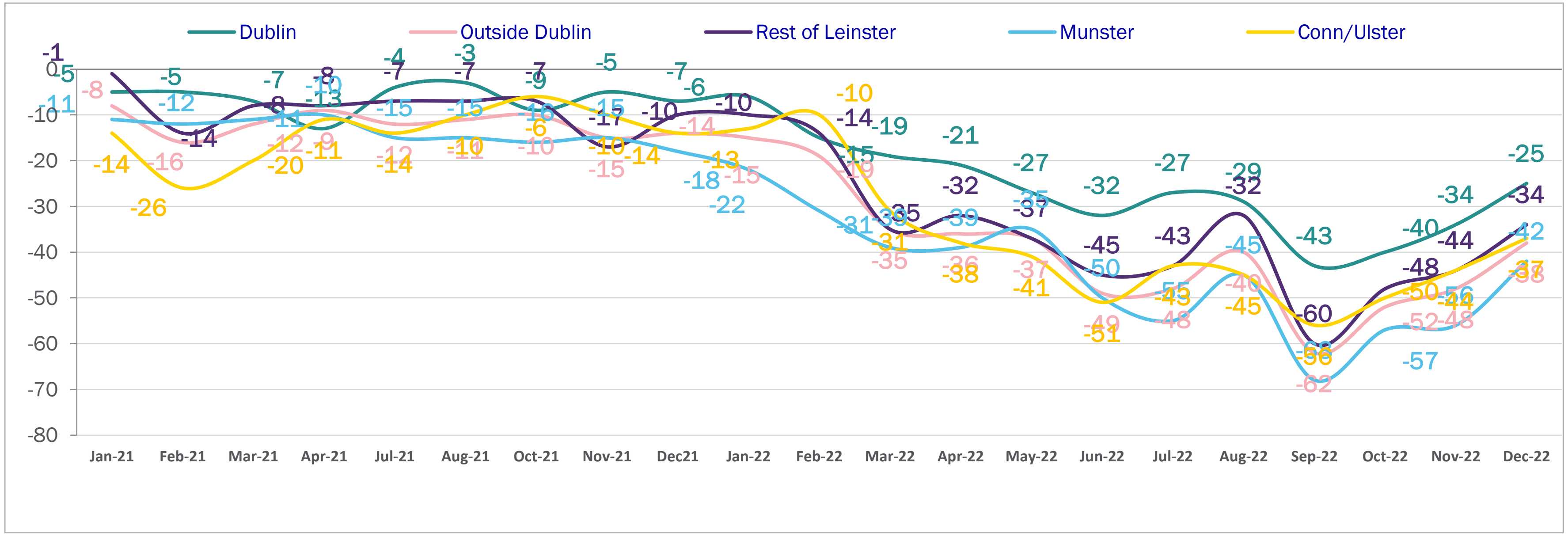
Q8a As you may be aware, the prices of some products and services have increased over the past few months. Some households can cope better with such rising prices than others. To what extent can your household cope with such rising prices, or not?

Savings intentions have improved, but half anticipate saving less in the coming year

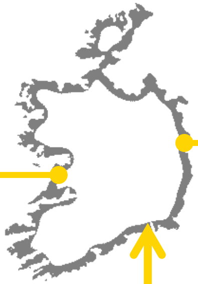
Base: All Adults 16+



Net Diff (GAP) -34%



Outside Dublin: - 38%



Dublin: - 25%

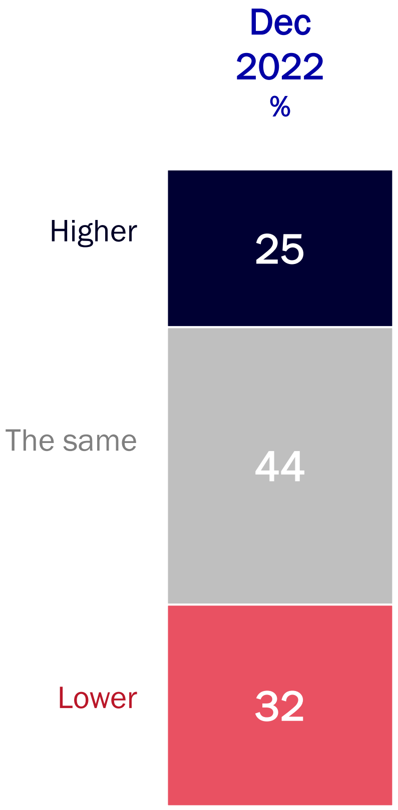
Saving intentions are lower outside Dublin.

	'07	'08	'09	'10	'11	'12	'13	'14	'15	'16	'17	'18	Jan 19	May 19	July 19	Sept 19	Nov 19	Jan 20	Apr 20	Jun 20	July 20	Aug 20	Sept 20	Oct 20	Nov 20	Jan 21	Feb 21	Mar 21	Apr 21	Jul 21	Aug 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22
Gap	-5%	-34%	-56%	-48%	-50%	-48%	-40%	-24%	-13%	-5%	-1%	=	-2%	=	-8%	-11%	-8%	-2%	-15%	-13%	-12%	-11%	-16%	-12%	-10%	-7%	-13%	-11%	-10%	-10%	-8%	-10%	-12%	-12%	-12%	-18%	-31%	-32%	-34%	-44%	-42%	-37%	-56%	-48%	-44%	-34%

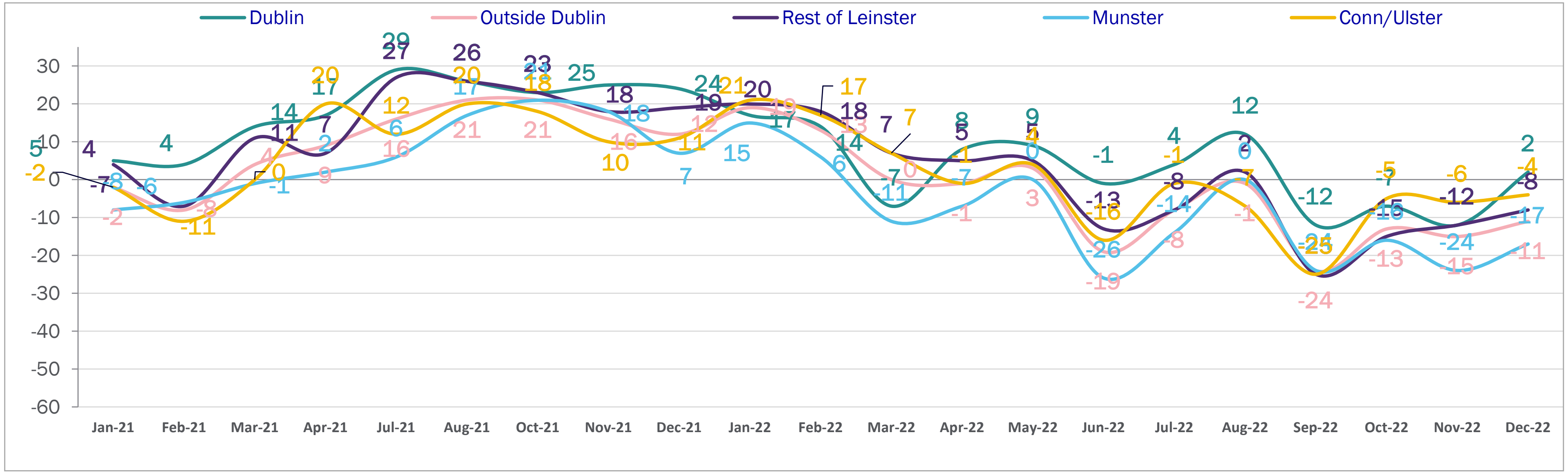
Q.8 Do you expect to save more, less or the same amount in the year ahead compared with the last twelve months?

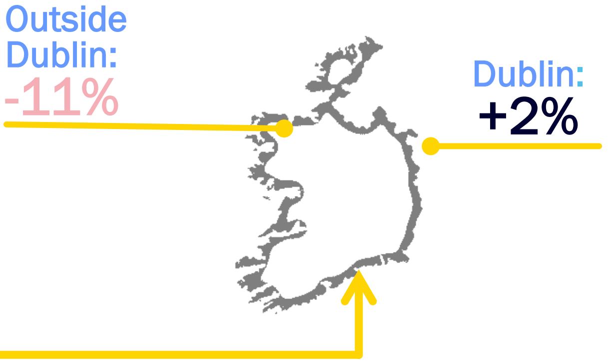
The outlook for the value of personal assets has improved but remains the net negative

Base: All Adults 16+



Net Diff (GAP) -7%





Dubliners are NET positive regarding the value of personal assets.

	'07	'08	'09	'10	'11	'12	'13	'14	'15	'16	'17	'18	Jan 19	May 19	July 19	Sept 19	Nov 19	Jan 20	Apr 20	Jun 20	July 20	Aug 20	Sept 20	Oct 20
Gap	+20%	-25%	-53%	-43%	-41%	-31%	-18%	-1%	+14%	+15%	+26%	+25%	+20%	+20%	+10%	+8%	+9%	+13%	-43%	-24%	-22%	-22%	-23%	-21%

	Nov 20	Jan 21	Feb 21	Mar 21	Apr 21	Jul 21	Aug 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22
Gap	- 5%	0%	-4%	+7%	+11%	+20%	+22%	+21%	+19%	+16%	+18%	+13%	-2%	+2%	+4%	-14%	-5%	+3%	-21%	-11%	-14%	-7%

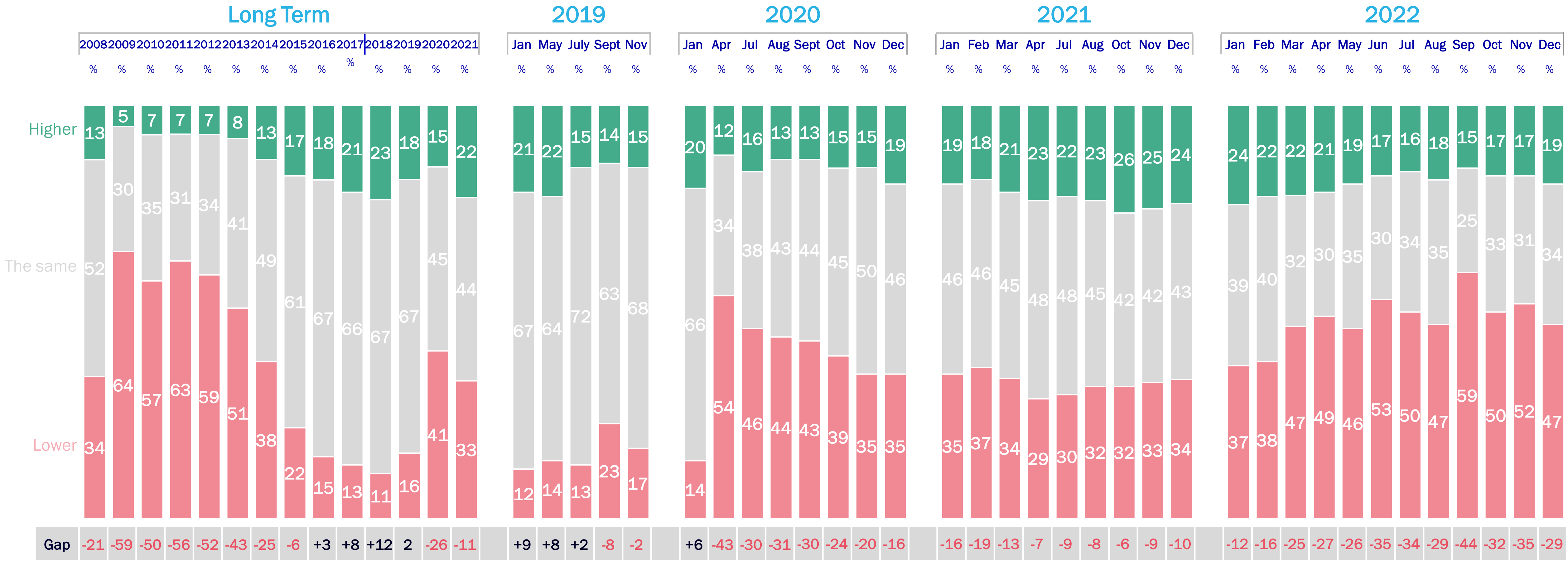
Q.6 Do you expect your assets (your house, shares, pension entitlements, savings) In the next year to be higher, lower or the same as in the past year?

Income Projections – Looking Forward YOY

Base: All Adults 16+

B&A

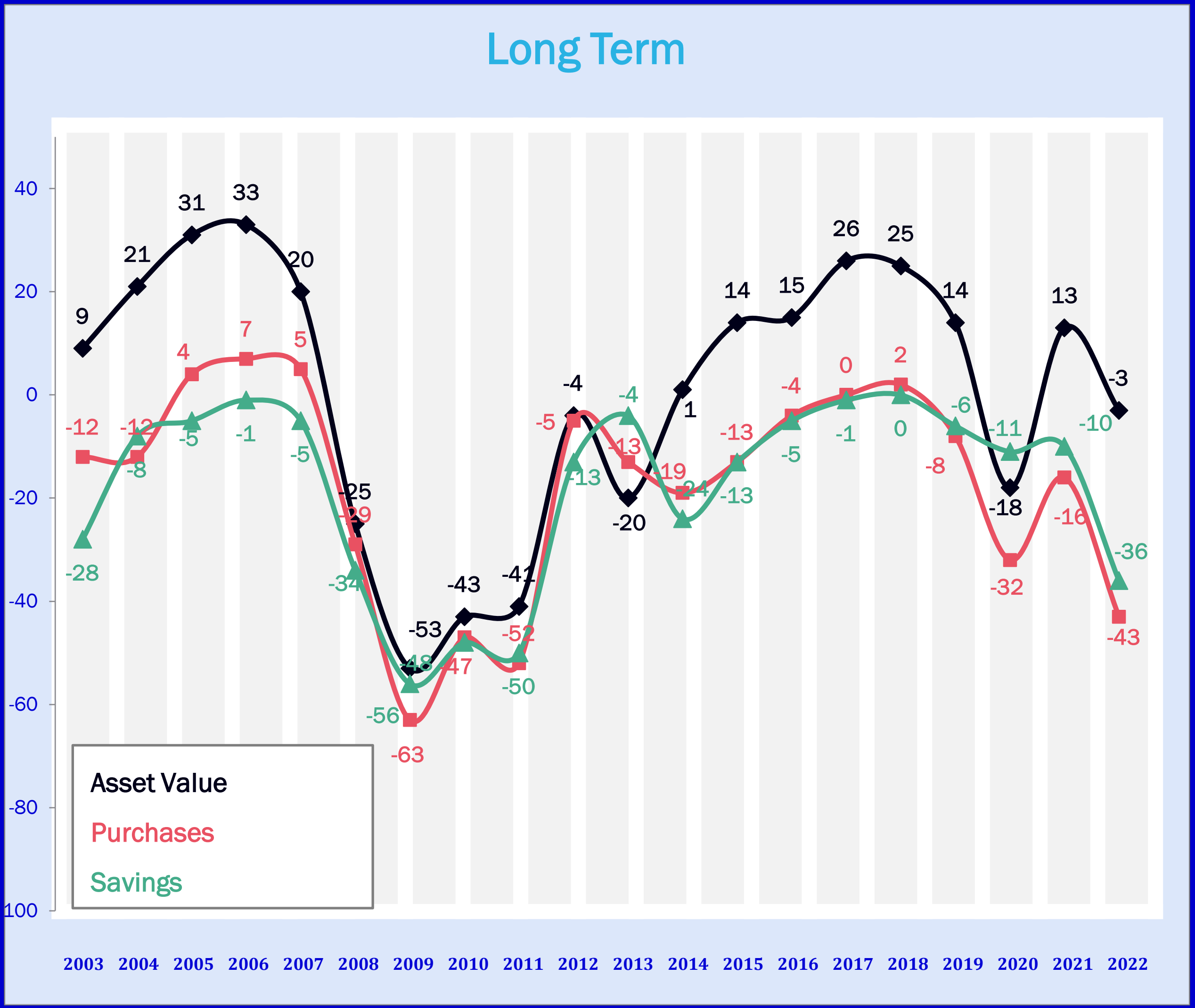
Expect it to be...

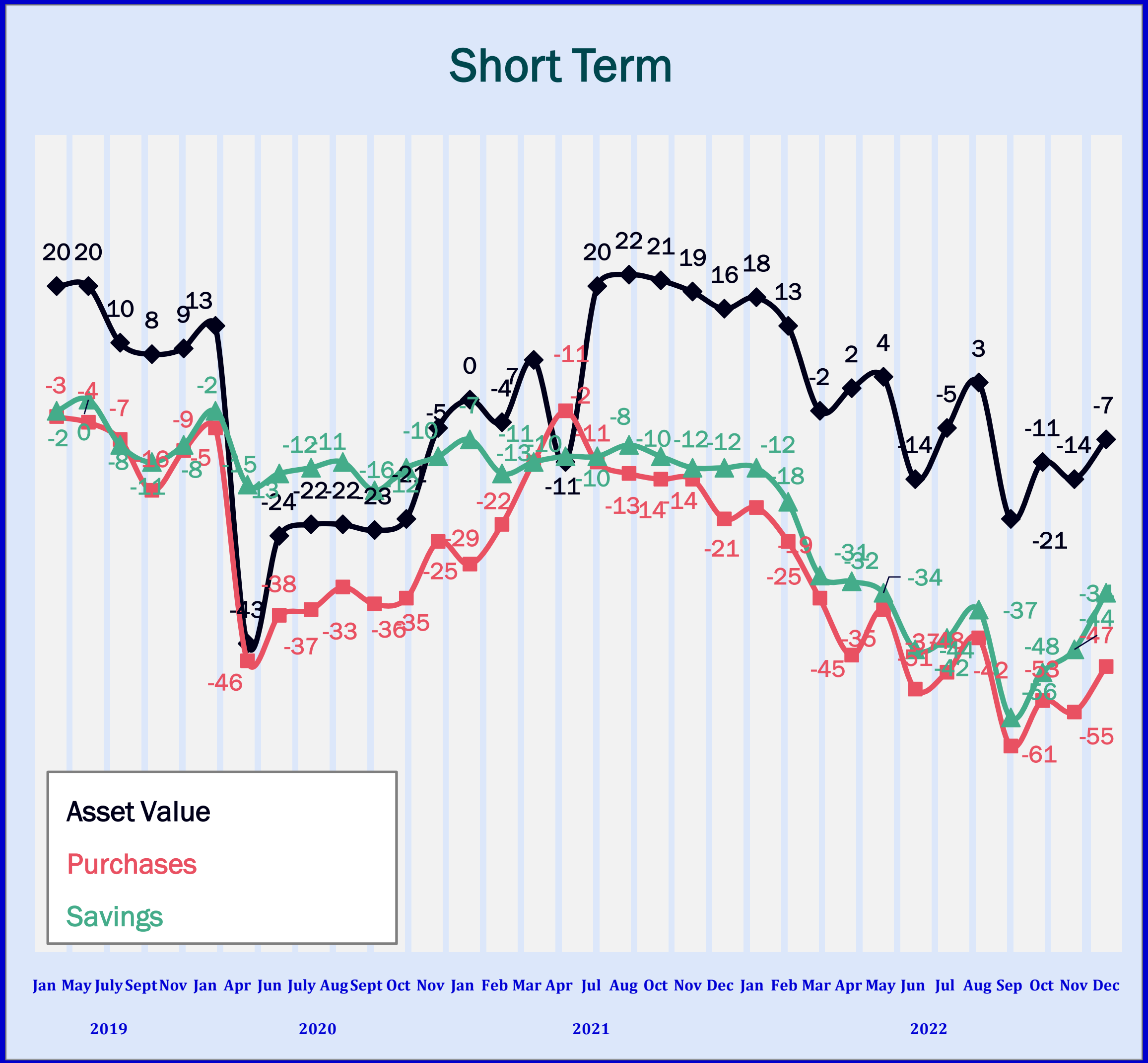


? Q.5 Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

Balance Of Opinion in Summary – The Year Ahead

Expectations in regard to asset value, purchases, and savings





Q.6 Do you expect your assets (your house, shares, pension entitlements, savings) In the next year to be higher, lower or the same as in the past year?

Q.7 In the year ahead, do you expect to purchase more, less or the same amount of goods and services as in the past year?

Q.8 Do you expect to save more, less or the same amount in the year ahead compared with the last twelve months?

Thank You

If you have any questions on the B&A Consumer Confidence Tracker, please contact:

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Delve Deeper