# B&A Consumer Confidence Tracker

## January 2023

Prepared by:
Pooja Sankhe
& Jimmy Larsen

Delve Deeper

# Introduction

# Introduction

This report presents the findings of B&A's latest Consumer Confidence Tracker, covering January 2023.

Survey results are based on a sample of 1,062 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 19th-31st of January 2023.

# About B&A

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# Key highlights

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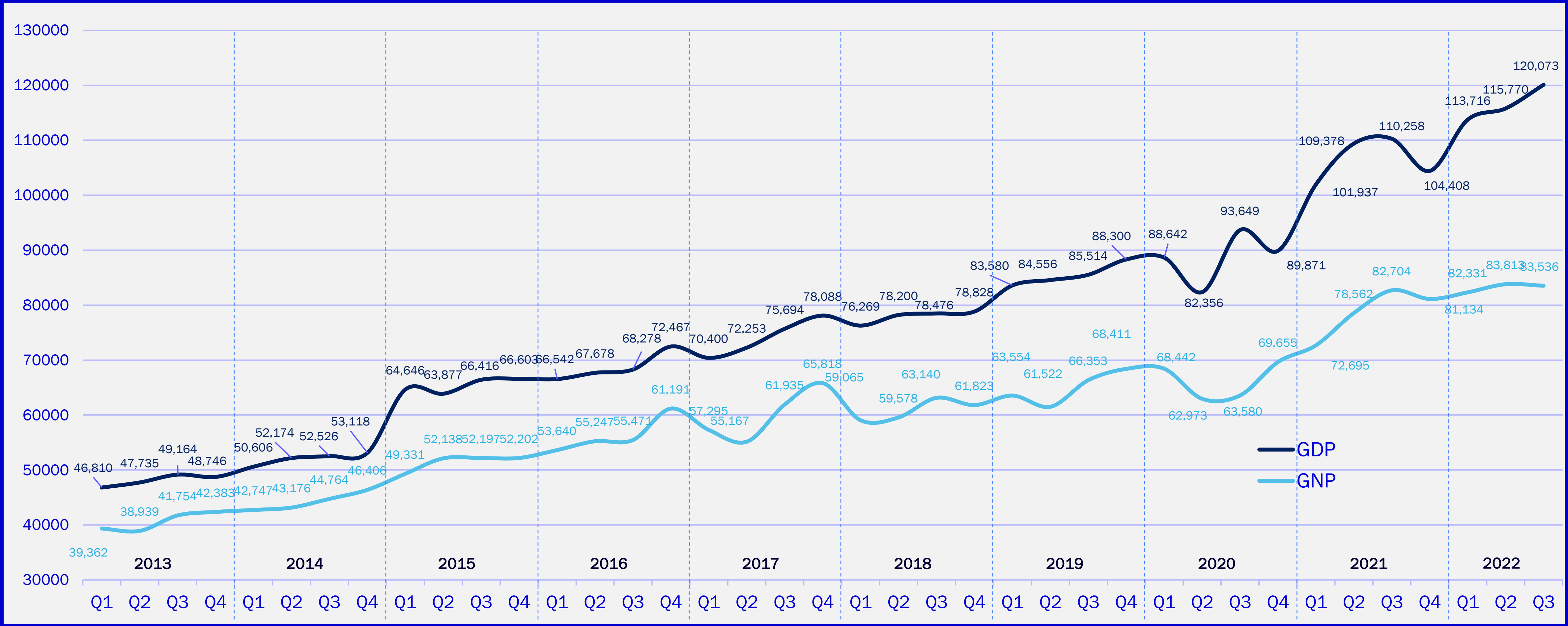
# Consumer confidence rising further as inflation continues to decline.

- This wave of the B&A Consumer Confidence Barometer was conducted from the 19th-31st of January 2023.
- With inflation easing somehow and less recession fears, consumer confidence improves further from -65 in December to -54 for January, following an upwards trend since September.
- But confidence remains low, with 2 in 3 (66%) believing Ireland will fare worse in the year ahead, and just 13% believing that Ireland will be better off.
- Consumer confidence is particularly low among women, lower social classes and those living outside Dublin. All regions see an improvement in consumer outlook, but this is more so the case for Dublin and Connaught/Ulster.
- Income outlook has also improved but at a lower rate compared to consumer outlook and still at a very low level, with more than 2 in 5 (43%) expecting their disposable income to go down in the coming year.
- Despite the easing in inflation and recession fears, consumers remain cautious in terms of spending, with more than half (56%) expecting to reduce spend in the year ahead.
- More than half (55%) expect to save less in the year ahead.


# Macro context

# Further increase in GDP while GNP remains stable in Q3




*Source: www.CSO.ie*
*Quarterly National Accounts*

# The Live Register figures hold steady from December to January

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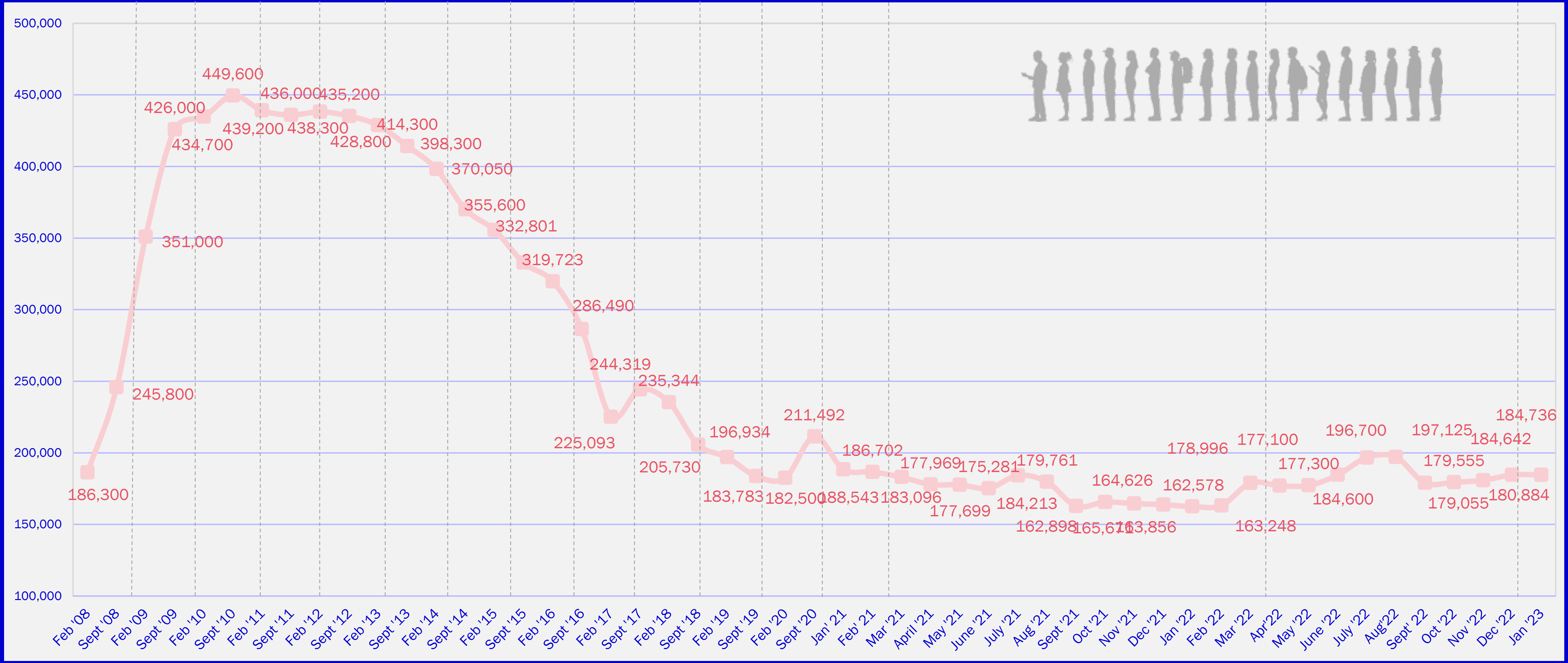


**The Live Register is not designed to measure unemployment. It includes part-time work e.g. seasonal & casual workers who work up to 3 days per week.*

*Source: www.CSO.ie*
*Persons on Live Register*

# Seasonally Adjusted Monthly Unemployment Rate is 4.4% for January – up from 4.3% in December

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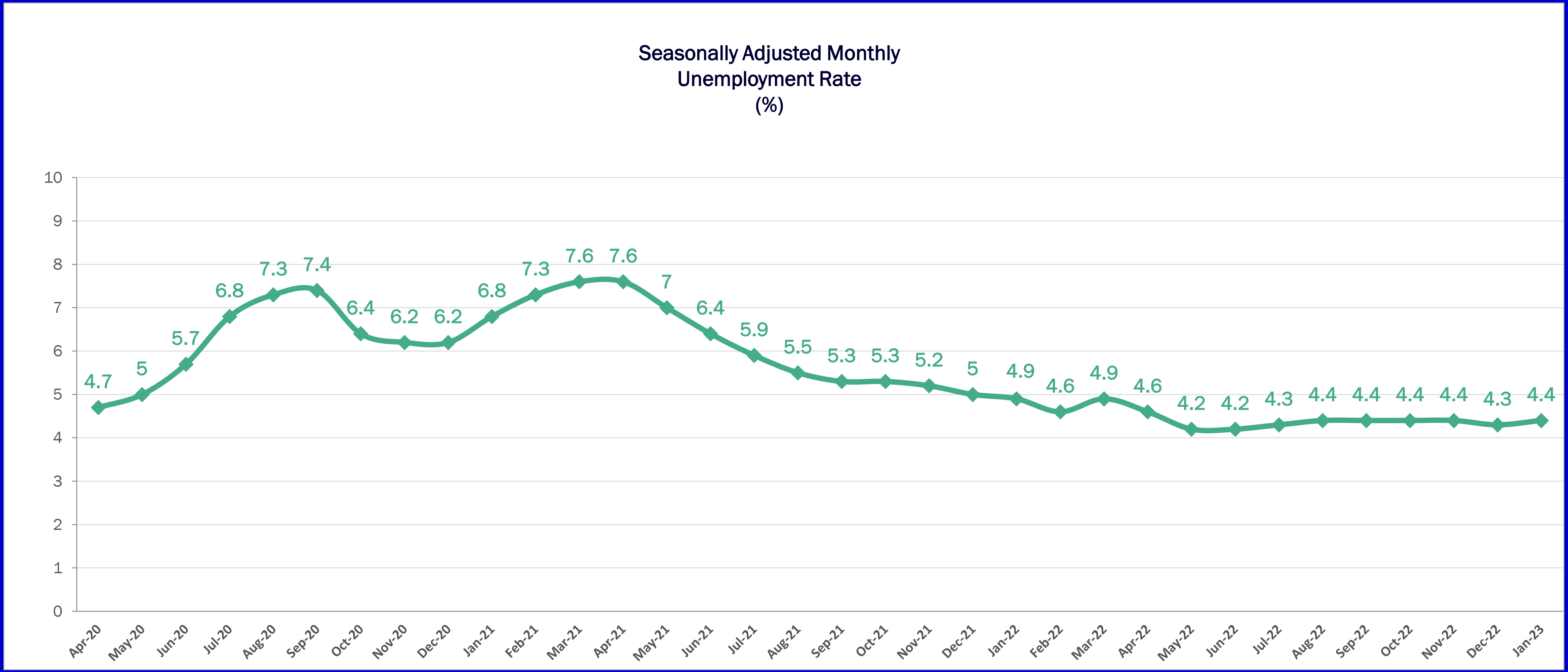
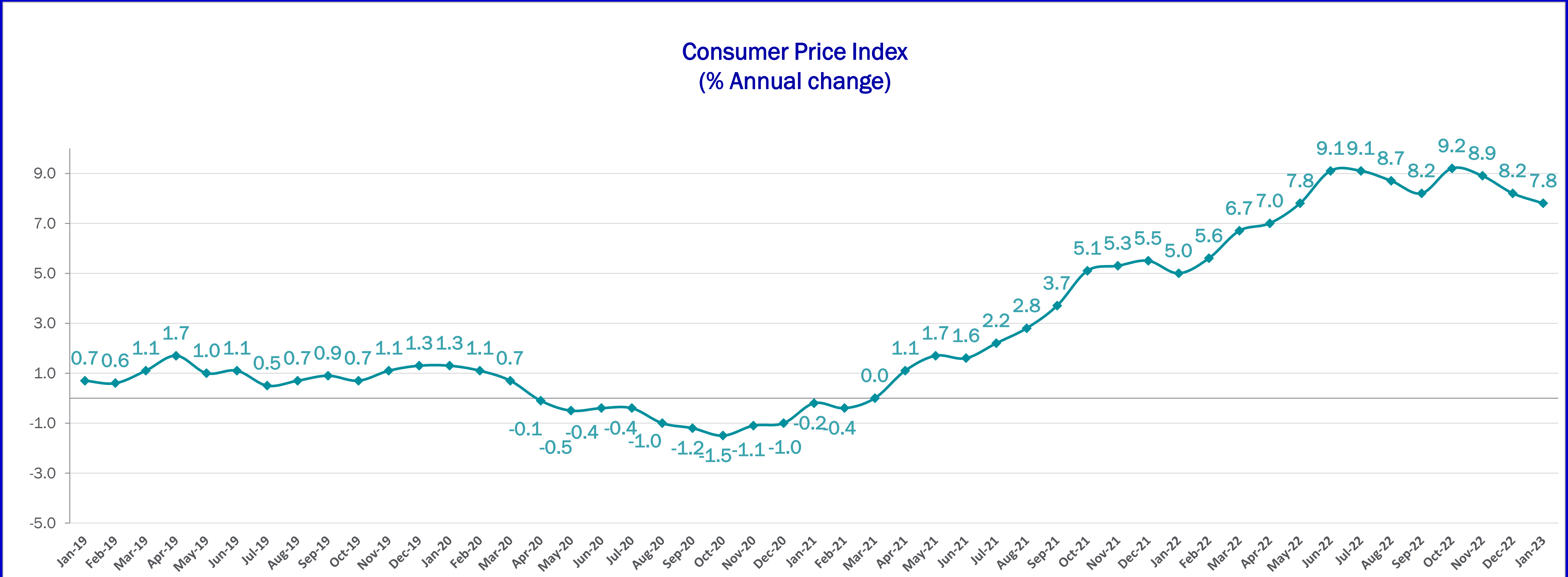
## Seasonally Adjusted Monthly Unemployment Rate




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

# While inflation remains high, a further drop is recorded from December to January, continuing a downwards trend since October.

Consumer Price Index (% Annual change)




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

# Highest inflation is seen for Utilities (+26.4%) and Food & Non-Alcoholic Beverages (+12.8%).

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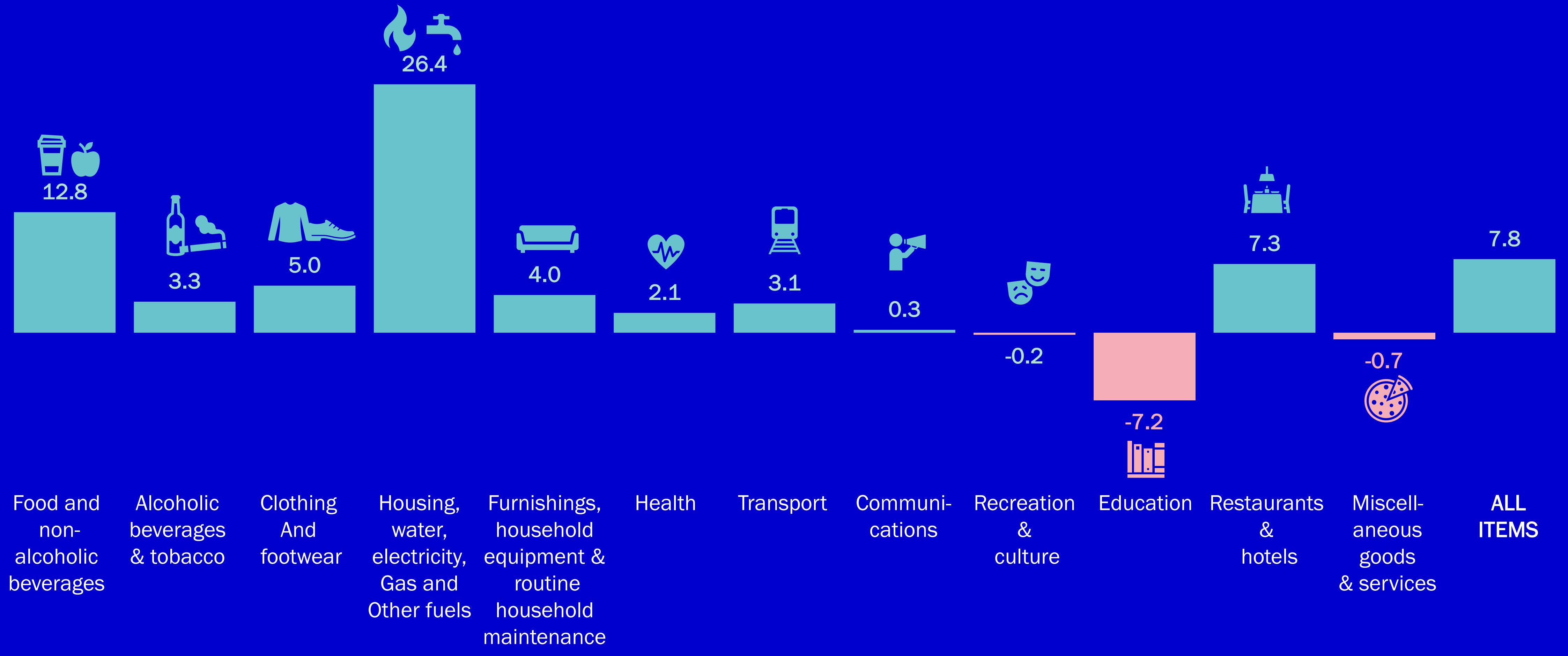
Consumer Price Index by Sector (% Annual change)



# Despite the ongoing cost-of-living crisis, we see an easing in inflation and recession fears for January.

THE IRISH TIMES

Counting the pennies: small savings can have a real impact on the big costs

On The Money: With winter energy bills looming, making minor tweaks in your everyday habits can pay dividends

Purchasing more energy-efficient devices mean you can save money even while enjoying your regular cuppa. Photograph: iStock

Dominic Coyle
Fri Jan 20 2023 - 16:46

THE IRISH TIMES

Irish inflation falls to 7.7% amid hopes spike in prices may have peaked

Latest flash estimate from CSO points to a softening in headline price growth on the back of lower energy prices

Prices are estimated to have risen by 7.7% in the 12 months to January this year. Photograph: iStock

Eoin Burke-Kennedy
Tue Jan 31 2023 - 11:39

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Ireland to avoid recession in 2023 report predicts

Updated / Monday, 23 Jan 2023 09:58

Goodbody forecasts consumer price inflation will slow to an average 5.6% this year

By Robert Shortt
Economics Correspondent

THE IRISH TIMES

How the cost-of-living crisis will affect your grocery bill in 2023

Period of record-breaking inflation appears to have come to an end, but supermarket prices will continue to edge upwards this year

Irish consumers have become much more careful spenders, buying discount brands, shopping around, and sticking strictly to their shopping list. Photograph: EPA/Shutterstock

Conor Pope
Sat Jan 21 2023 - 02:00


# Consumer Confidence Findings

# Further increase in consumer confidence in the first month of 2023, although still at a very low level.

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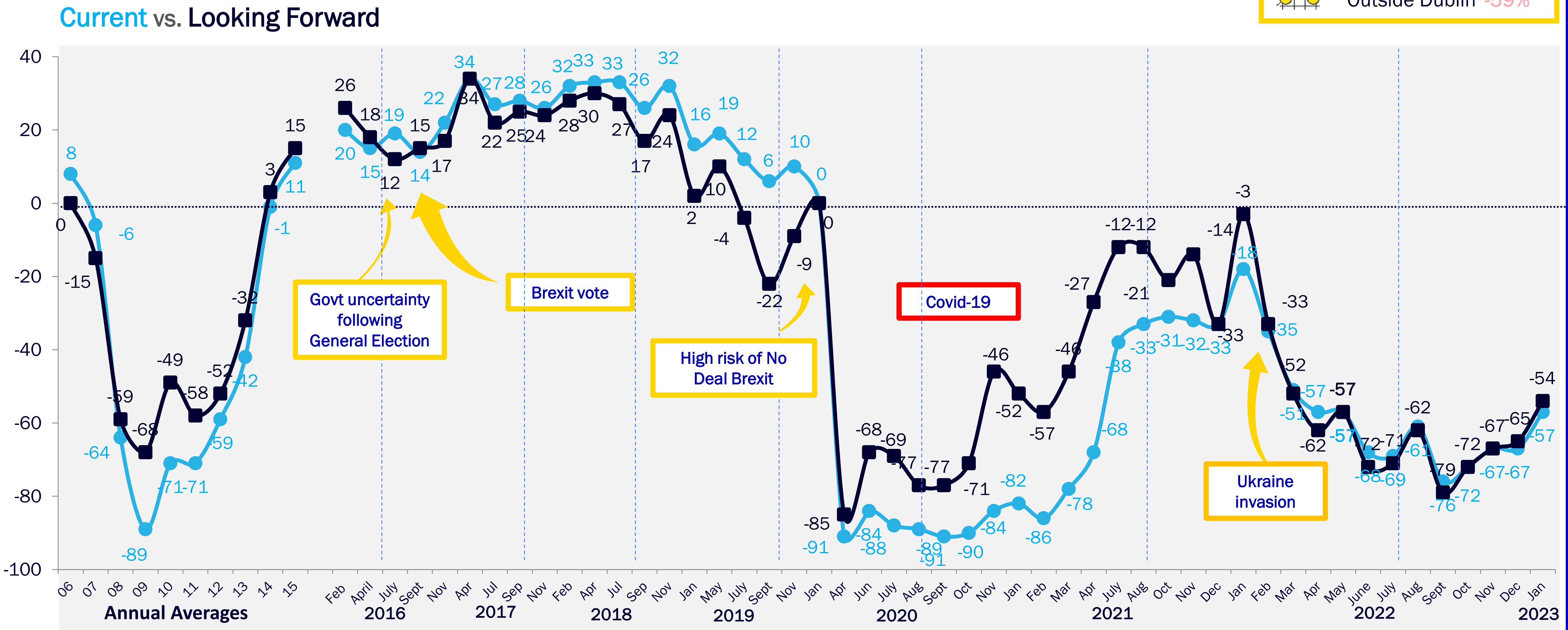
**Looking forward**
(Net Diff: Positive-Negative)

| | |
|---|---|
| Dublin | -41% |
| Outside Dublin | -59% |



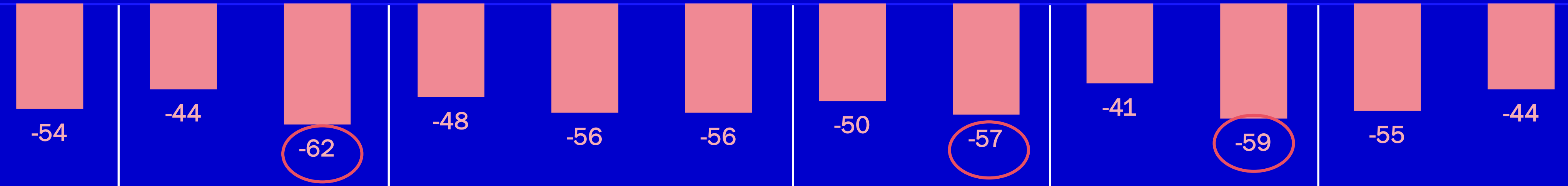

*Figures in the graph represent the net difference between those thinking the country will be economically better off minus those thinking it will be worse off.

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 women, lower social classes 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 Dec '22 | -65% | -61% | -69% | -65% | -65% | -65% | -62% | -68% | -57% | -68% | -66% | -55% |
| 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 is up across regions, but especially for Dublin and Connaught /Ulster. Highest confidence is seen for Dublin.

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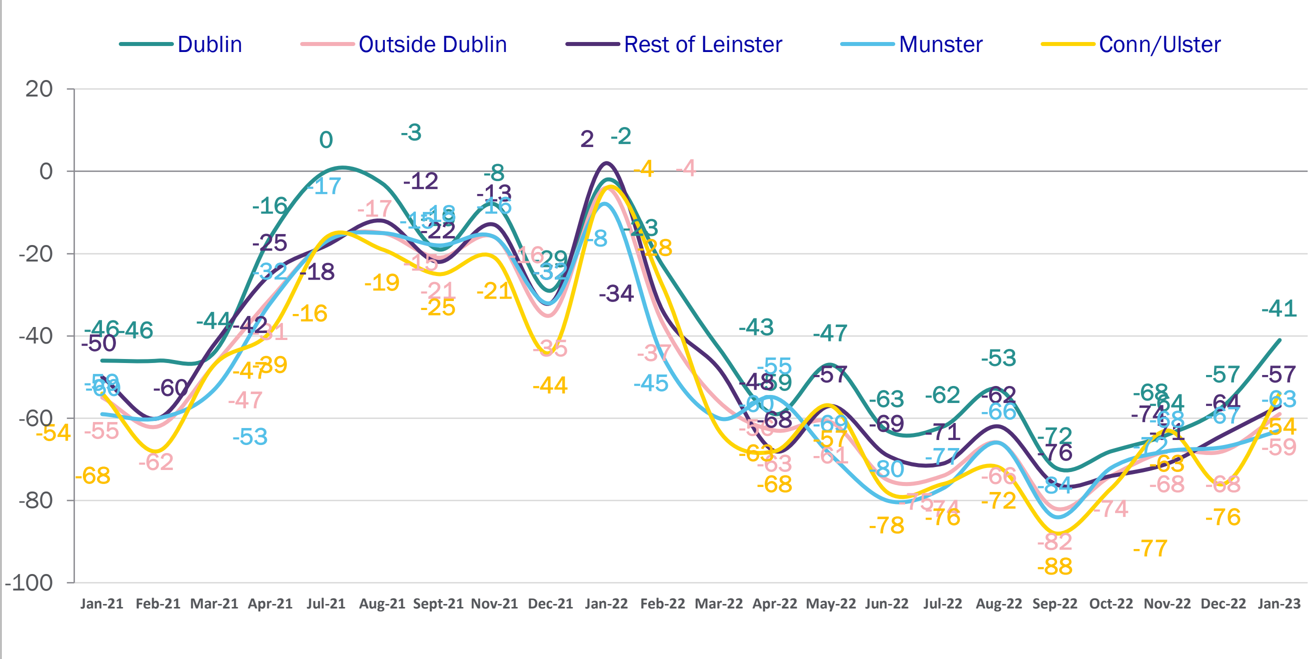
Base: All Adults 16+

| | Looking forward '21 | | | | Looking forward '22 | | | | | | | | | | | | Looking forward '23 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Aug | Sept | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan |
| Dublin | -3 | -19 | -8 | -29 | -2 | -23 | -43 | -59 | -47 | -63 | -62 | -53 | -72 | -68 | -64 | -57 | -41 |
| Outside Dublin | -15 | -21 | -16 | -35 | -4 | -37 | -56 | -63 | -61 | -75 | -74 | -66 | -82 | -74 | -68 | -68 | -59 |

| | 2021 | | | | | | | | | 2022 | | | | | | | | | | | | '23 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan | Feb | Mar | Apr | Jul | Aug | Sep | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Better off | 14 | 13 | 20 | 26 | 30 | 29 | 27 | 29 | 20 | 36 | 23 | 17 | 13 | 11 | 9 | 8 | 11 | 5 | 7 | 8 | 9 | 13 |
| The same | 19 | 17 | 15 | 22 | 27 | 30 | 24 | 28 | 27 | 24 | 21 | 14 | 13 | 20 | 11 | 14 | 17 | 10 | 15 | 18 | 18 | 21 |
| Worse off | 66 | 70 | 66 | 52 | 43 | 41 | 48 | 43 | 53 | 39 | 56 | 69 | 74 | 68 | 80 | 78 | 73 | 84 | 79 | 74 | 74 | 66 |
| Net Diff (GAP) | -52% | -57% | -46% | -27% | -12% | -12% | -21% | -14% | -33% | -3% | -33% | -52% | -62% | -57% | -72% | -71% | -62% | -79% | -72% | -67% | -65% | -54% |





| | | | | | | | | | | | | 2019 | | | | | 2020 | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | Jan | May | July | Sept | Nov | Jan | Apr | Jun | July | Aug | Sept | Oct | Nov |
| Gap | -15% | -59% | -68% | -49% | -58% | -52% | -32% | +3% | +15% | +18% | +26% | +22% | +2% | +10% | -4% | -22% | -9% | 0% | -85% | -68% | -69% | -77% | -77% | -71% | -46% |

| | 2021 | | | | | | | | | 2022 | | | | | | | | | | | | 2023 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan | Feb | Mar | Apr | Jul | Aug | Sept | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan |
| Gap | -52% | -57% | -46% | -27% | -12% | -12% | -21% | -14% | -33% | -3% | -33% | -52% | -62% | -57% | -72% | -71% | -62% | -79% | -72% | -67% | -65% | -54% |

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?

# Income expectations have also improved, although a slower rate than consumer confidence, and still at a negative level.

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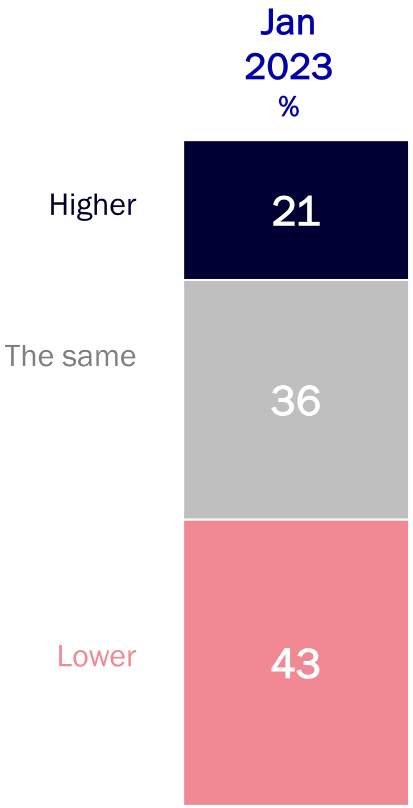
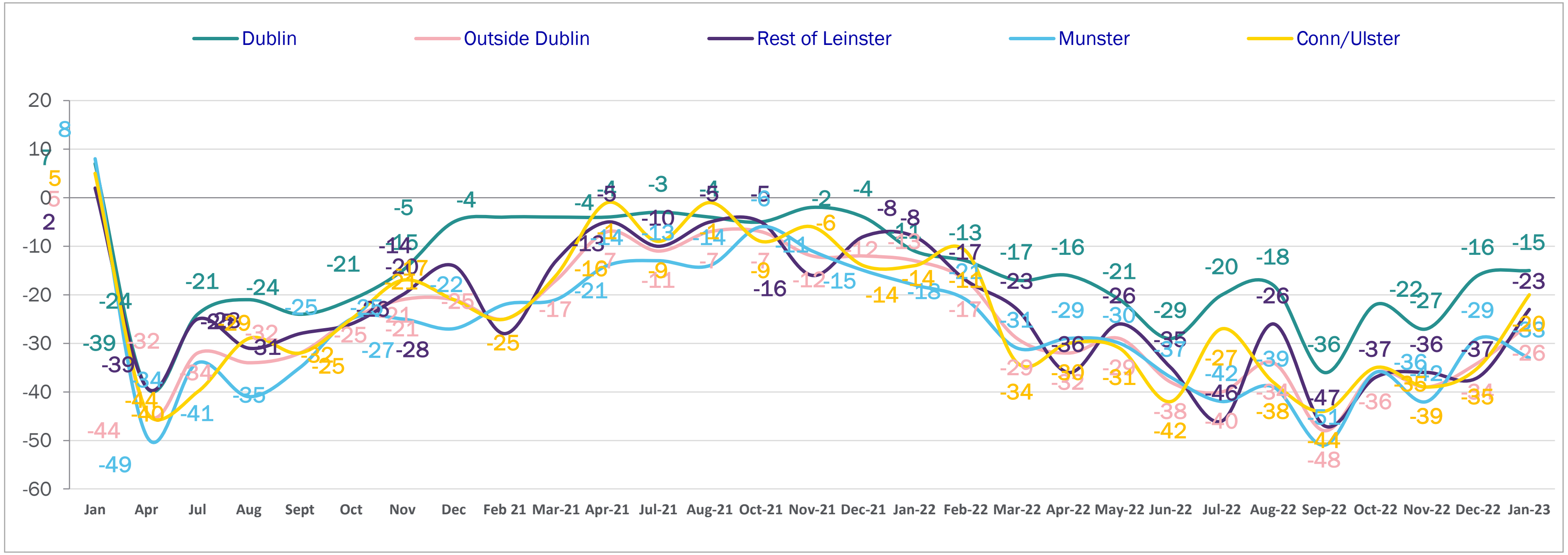
Base: All Adults 16+




Net Diff (GAP) -23%




Outside Dublin: -26%

Dublin: -15%

Those living in Dublin are less pessimistic in terms of income outlook.

| | '08 | '09 | '10 | '11 | '12 | '13 | '14 | '15 | '16 | '17 | '18 | Jan 19 | May 19 | Jul 19 | Sep 19 | Nov 19 | Jan 20 | Apr 20 | Jun 20 | July 20 | Aug 20 | Sep t 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 | Jan 23 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Gap | -20% | -16% | -19% | -13% | -7% | -9% | -8% | -6% | -9% | -10% | -12% | -16% | -25% | -27% | -26% | -35% | -34% | -29% | -44% | -32% | -35% | -29% | -23% |

? 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?

# Despite the improved outlook, spend intention remains unchanged at a very low level.

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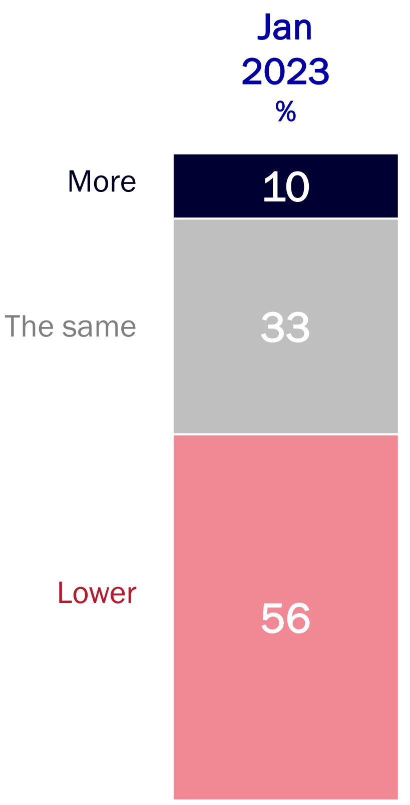
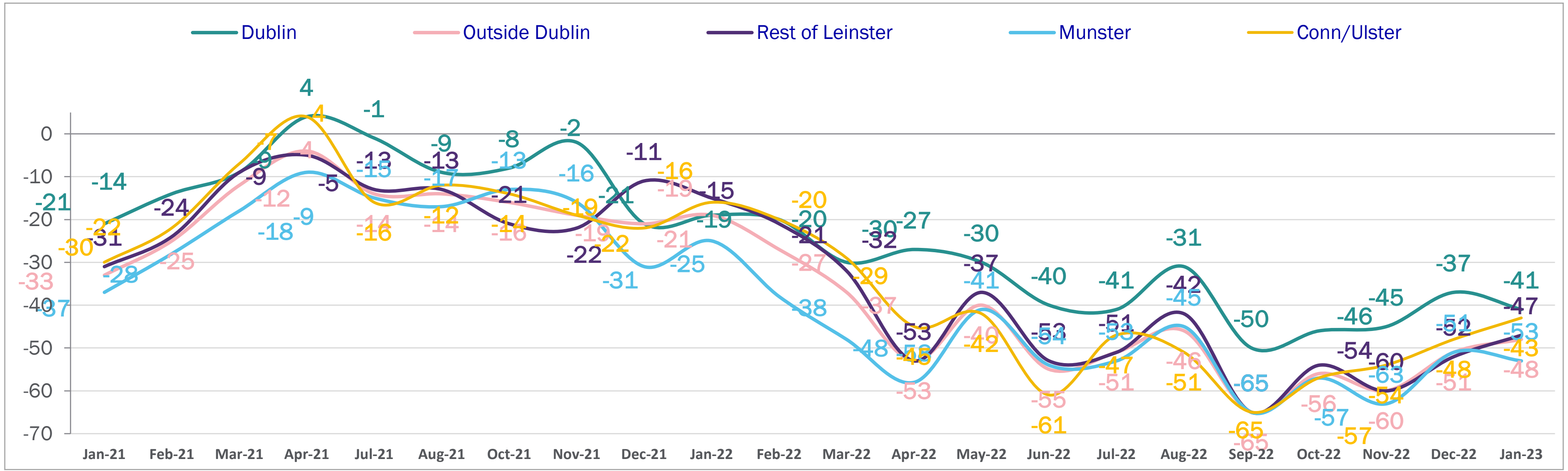
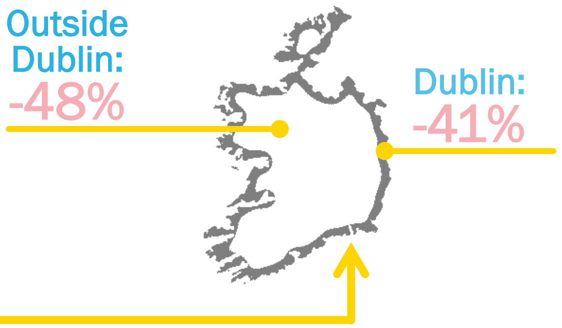
Base: All Adults 16+




Net Diff (GAP) -46%




Across the country, there is a cautious attitude towards Spending.

| | '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 | Jan 23 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Gap | +5% | -29% | -63% | -47% | -52% | -45% | -37% | -19% | -13% | -4% | = | +2% | -3% | -4% | -7% | -16% | -9% | -5% | -46% | -38% | -37% | -33% | -36% | -35% | -25% | -29% | -22% | -11% | -2% | -11% | -13% | -14% | -14% | -21% | -19% | -25% | -35% | -45% | -37% | -51% | -48% | -42% | -61% | -53% | -55% | -47% | -46% |

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?

# Outlook for personal assets remains unchanged and net negative.

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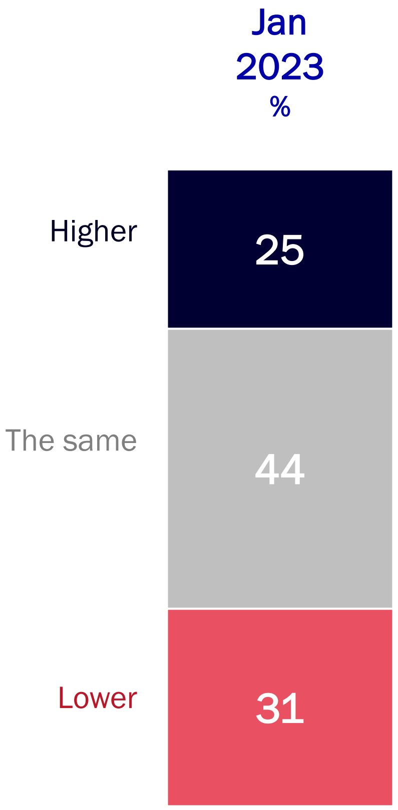
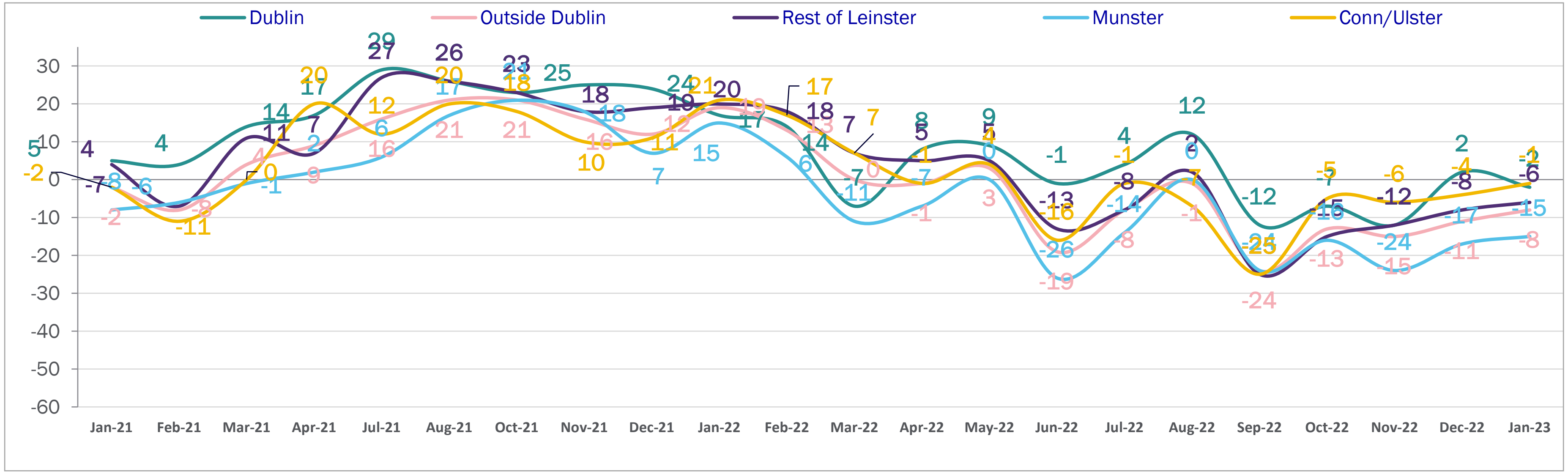
Base: All Adults 16+




Net Diff (GAP) -6%




Outside Dublin: -8%

Dublin: -2%

Dubliners are more positive towards the value of personal assets than those outside Dublin.

| | '07 | '08 | '09 | '10 | '11 | '12 | '13 | '14 | '15 | '16 | '17 | '18 | Jan 19 | May 19 | July 19 | Sept 19 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Gap | +20% | -25% | -53% | -43% | -41% | -31% | -18% | -1% | +14% | +15% | +26% | +25% | +20% | +20% | +10% | +8% |

| | 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Gap | +9% | +13% | -43% | -24% | -22% | -22% | -23% | -21% | - 5% | 0% | -4% | +7% | +11% | +20% | +22% | +21% |

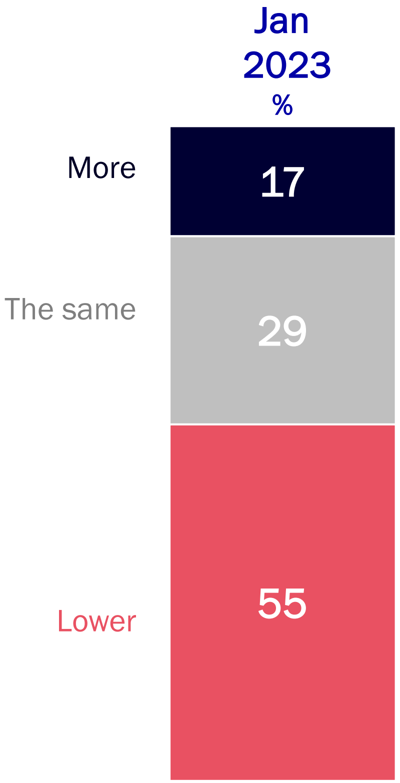
| | Nov 21 | Dec 21 | Jan 22 | Feb 22 | Mar 22 | Apr 22 | May 22 | Jun 22 | Jul 22 | Aug 22 | Sep 22 | Oct 22 | Nov 22 | Dec 22 | Jan 23 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Gap | +19% | +16% | +18% | +13% | -2% | +2% | +4% | -14% | -5% | +3% | -21% | -11% | -14% | -7% | -6% |

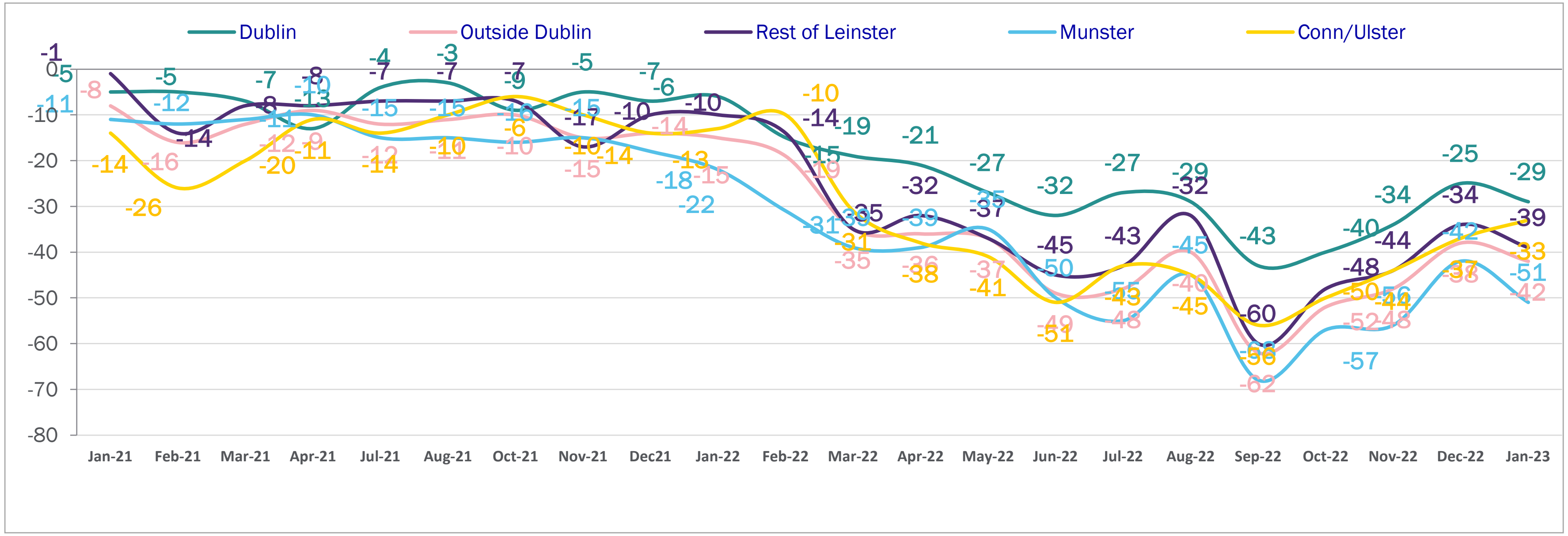
? Q.6 Do you expect your assets (your house, shares, pension entitlements, savings) In the next year to be higher, lower or the same as in the past year?

# With the cost-of-living crisis ongoing, saving intention has decreased from December to January.

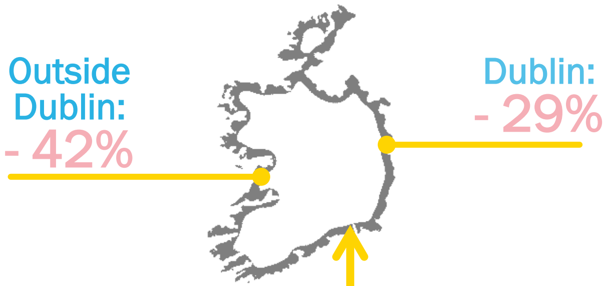
B&A

Base: All Adults 16+




Net Diff (GAP) -38%




People who live outside of Dublin are more likely to save less in the year ahead.

| | '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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Gap | -5% | -34% | -56% | -48% | -50% | -48% | -40% | -24% | -13% | -5% | -1% | = | -2% | = | -8% | -11% | -8% | -2% | -15% | -13% | -12% | -11% | -16% | -12% | -10% |

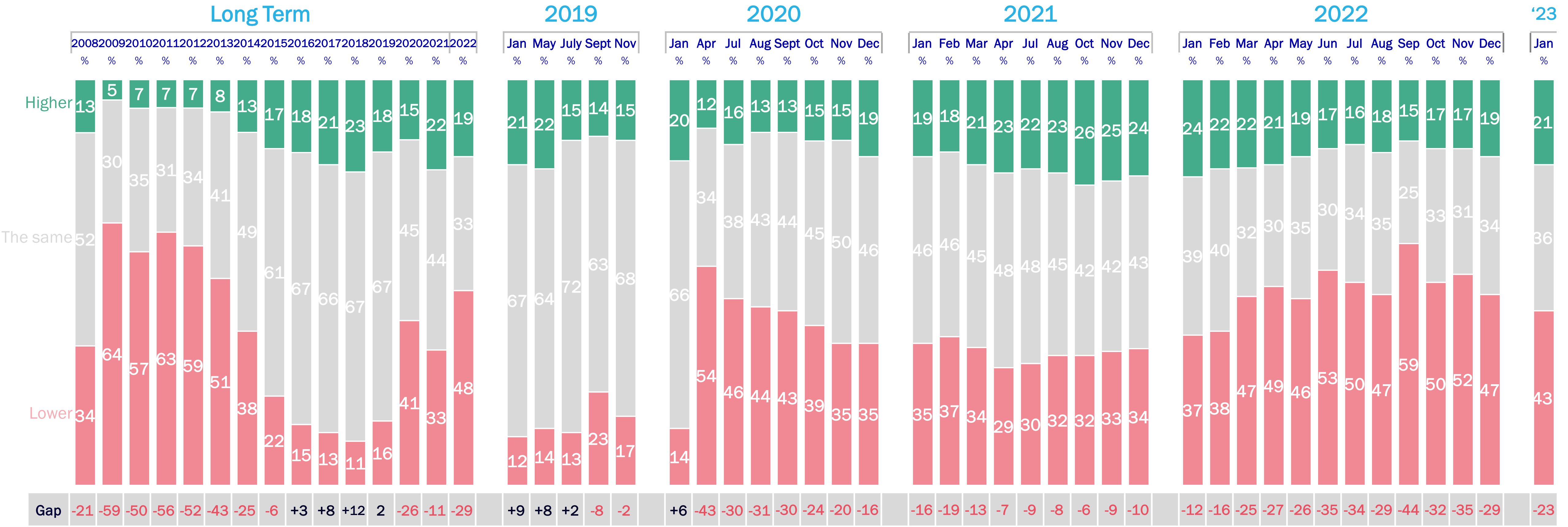
| | Jan 21 | Feb 21 | Mar 21 | Apr 21 | Jul 21 | Aug 21 | Oct 21 | Nov 21 | Dec 21 | Jan 22 | Feb 22 | Mar 22 | Apr 22 | May 22 | Jun 22 | Jul 22 | Aug 22 | Sep 22 | Oct 22 | Nov 22 | Dec 22 | Jan 23 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Gap | -7% | -13% | -11% | -10% | -10% | -8% | -10% | -12% | -12% | -12% | -18% | -31% | -32% | -34% | -44% | -42% | -37% | -56% | -48% | -44% | -34% | -38% |

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

# Income Projections – Looking Forward YOY

Base: All Adults 16+

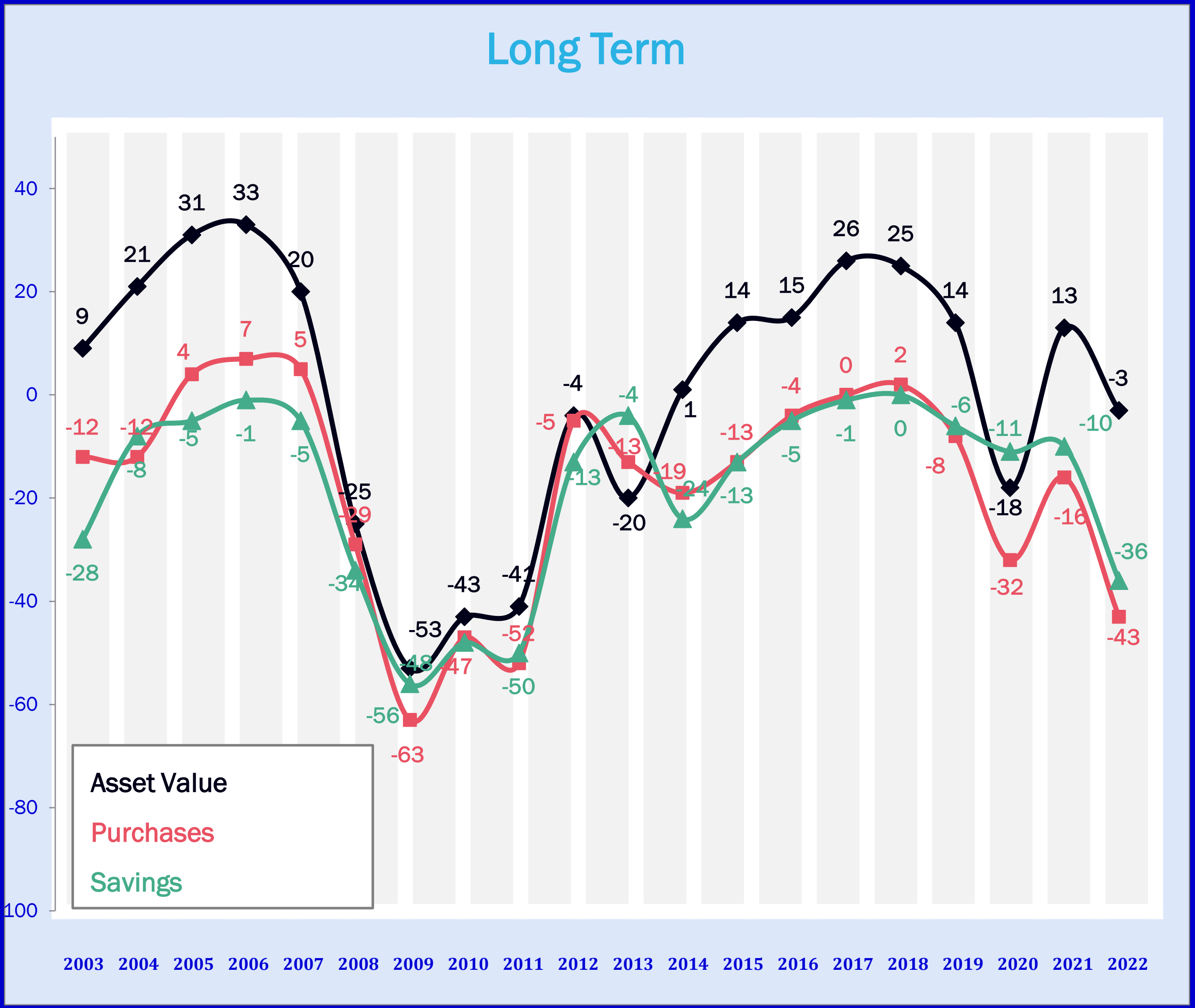
Expect it to be…

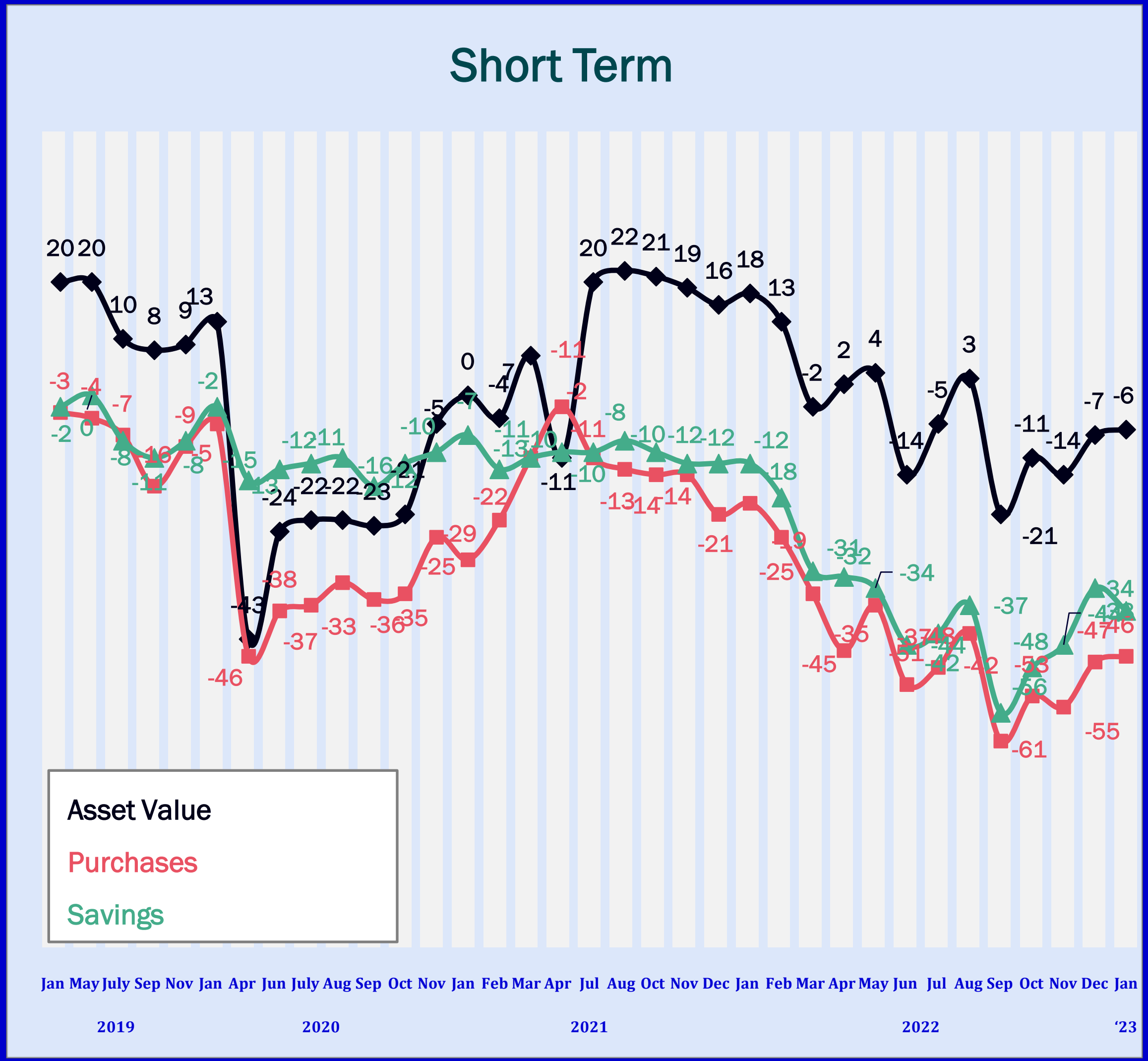



Q.5 Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

# 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?

B&A

# Thank You

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

Jimmy Larsen
jimmy@banda.ie

Pooja Sankhe
pooja@banda.ie

@behaviourandattitudes

Behaviour & Attitudes

@banda_ie

Behaviour & Attitudes

Milltown House, Mount Saint Annes,
Milltown, Dublin 6, D06 Y822
+353 1 205 7500 | info@banda.ie
www.banda.ie

Delve Deeper