

Ipsos B&A Consumer Confidence Barometer

January 2024 Report

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Introduction



Introduction

1

This report presents the findings of Ipsos B&A's latest Consumer Confidence Barometer, covering January 2024.



2

Survey results are based on a sample of 1,020 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.



3

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



4

Fieldwork on the latest wave was conducted from the 10th-16th January 2024.





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Key Highlights



Easing inflation in recent months has led to improved consumer confidence.

This wave of the Ipsos B&A Consumer Confidence Barometer was conducted from the 10th-16th January 2024.

On a macro level, inflation has fallen again in January, and is now below five percent for three consecutive months. This is mirrored in an improved consumer outlook. While the public is still deeply in negative territory (positive minus negative sentiment for the next 12 months stands at -33), this represents an improvement of five points since December, and is at a six month “high”.

While half (51%) still anticipate the country to be worse off a year from now, this is the lowest negativity we have seen in two years. Nearly one in five (18%) are upbeat for the future.

Consumer confidence tends to be **lower** among females, those aged 35+, and those from lower social classes (C2DEs).

On this key metric, and indeed all future measurements of wealth or growth, those living in Dublin are most positive. This is consistent with previous findings.

Nearly two in three (65%) claim that their households are “coping” with increased prices. However, there remains a consistent proportion of the population who are struggling – 19% are experiencing difficulties.

Half (49%) expect to reduce their spending on goods and services over the year ahead, with just one in seven (14%) anticipating increased spending.

A similar proportion (46%) envisage they will save less over the next twelve months, with just 22% believing that they will save more.

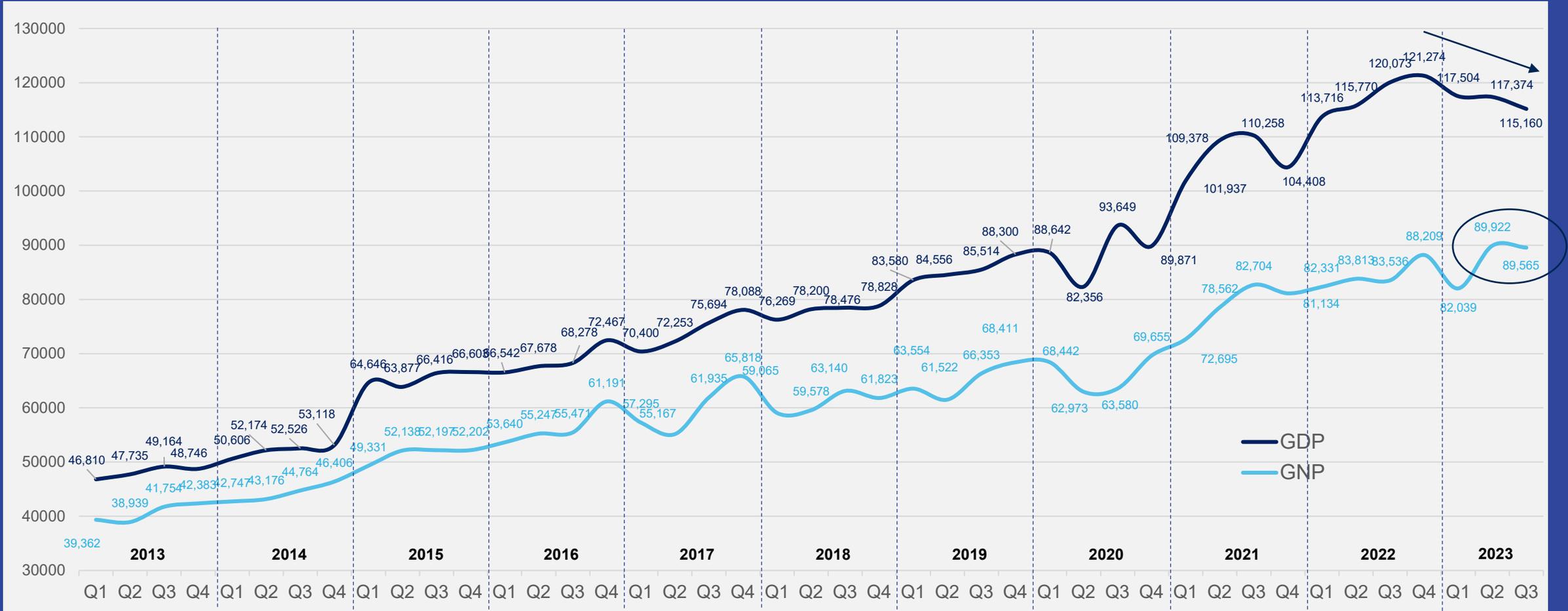
That said, as a nation we expect the value of our assets to increase this year, with all regions expressing an upbeat appraisal.



Macro Context

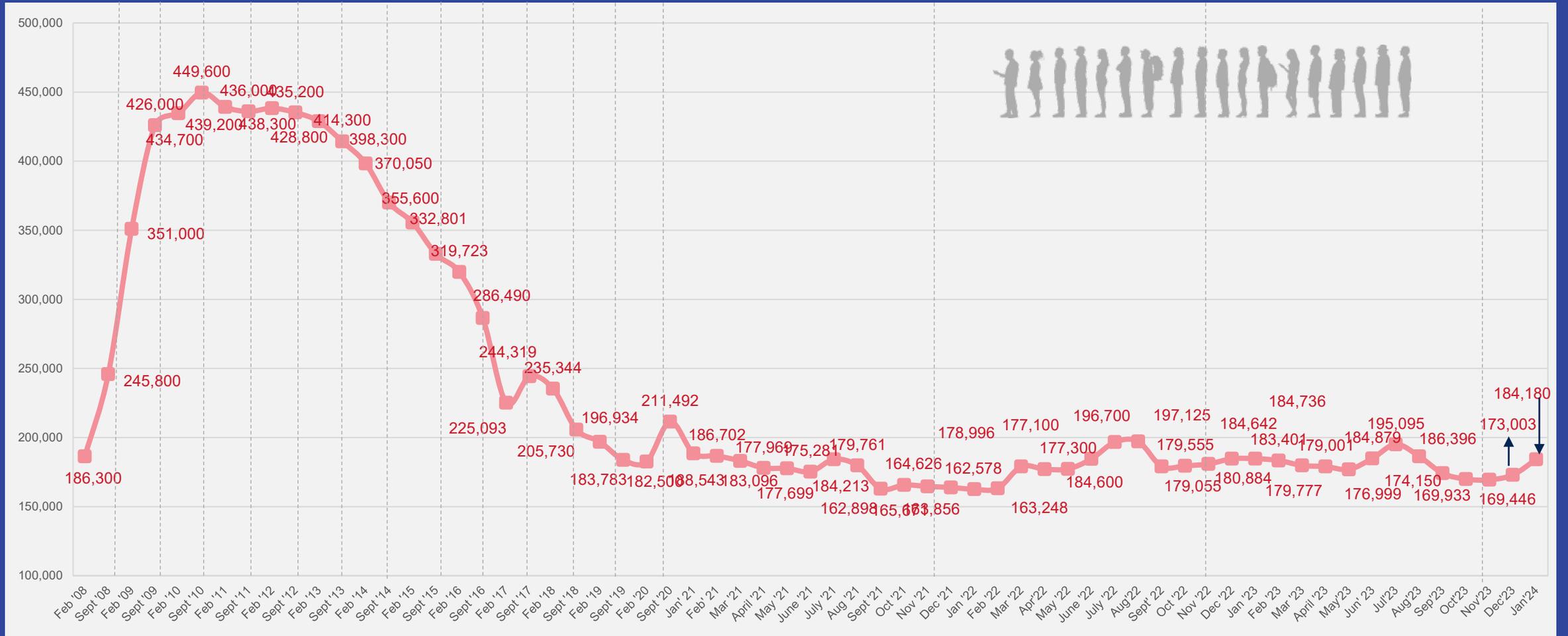


GDP has slipped back quarter on quarter from its high in Qtr 4 2022, whereas GNP has remained steady in Qtr 3.



Source: www.CSO.ie Quarterly National Accounts
 Note: Finalised Qtr 4 data not available yet

There has been a further increase in the Live Register figures in January.

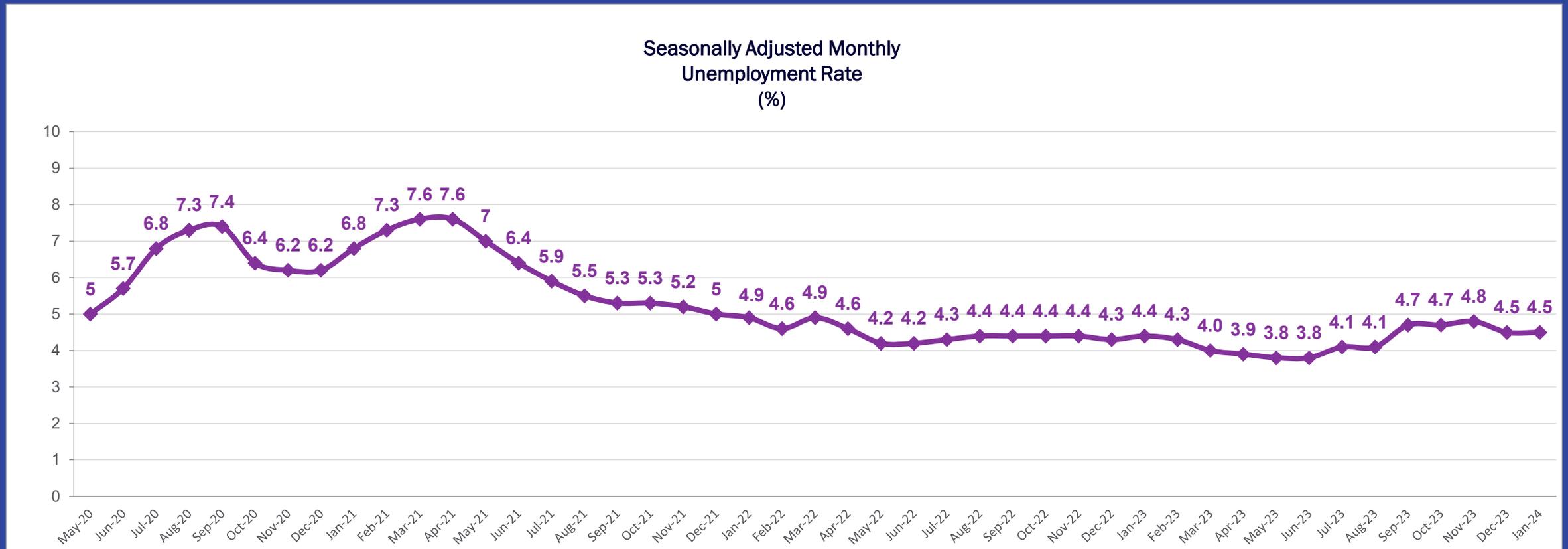


*The Live Register is not designed to measure unemployment. It includes part-time work e.g. seasonal & casual workers who work up to 3 days per week.

Source: www.CSO.ie Quarterly National Accounts

However, Seasonally Adjusted Monthly Unemployment Rate has held steady at 4.5%. We continue to be close to Full Employment.

Seasonally Adjusted Monthly Unemployment Rate

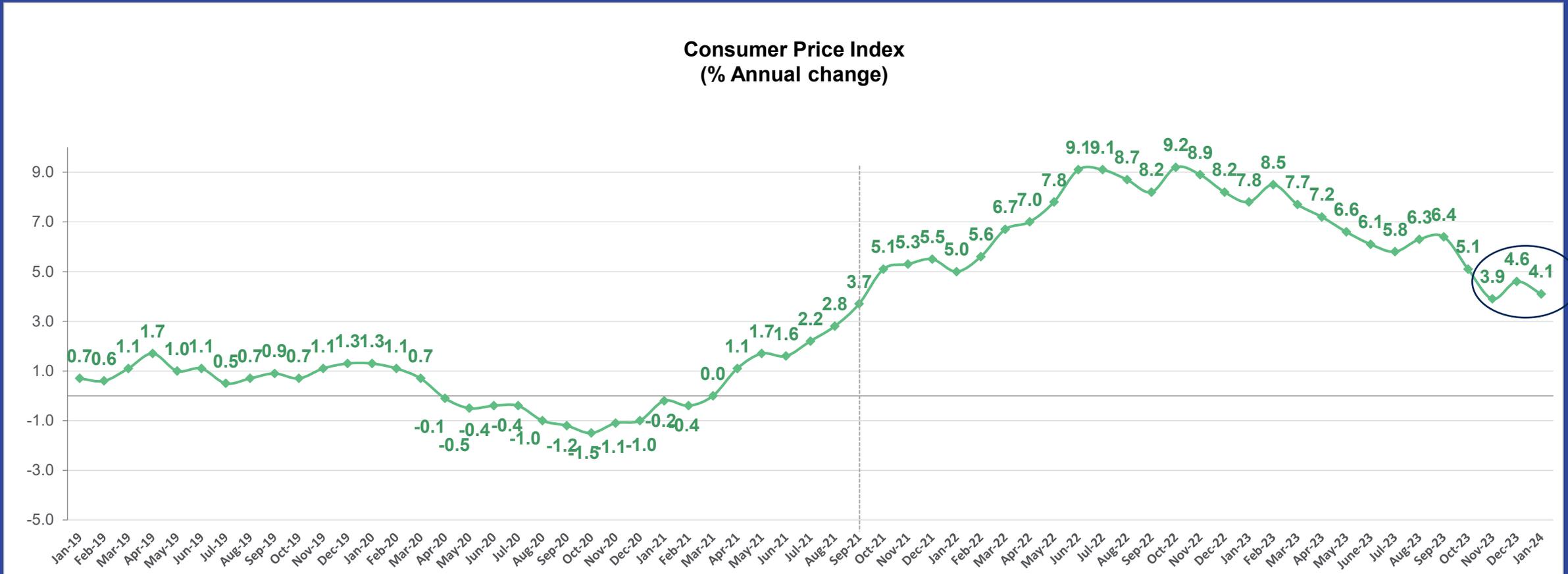


The estimate for January 2024 has been forecasted. Forecasted figures are subject to revision as per CSO

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

Consumer Price Index has slipped to 4.1% in January. It is the third consecutive month where the inflation rate has slipped below 5%; rates not seen since Autumn 2021.

Consumer Price Index (% Annual change)



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

From a Sectoral PoV, inflation is highest among the Recreation & Culture category (+9.3%) and Restaurants & Hotels (7.2%). Clothing and footwear have slipped into negative territory.

Consumer Price Index by Sector (% Annual change)



Reflecting the fall in CPI, media commentary on the cost of living has been more upbeat more recently.



RTÉ NEWS SPORT ENTERTAINMENT BUSINESS LIFESTYLE CULTURE PLAYER TV RADIO

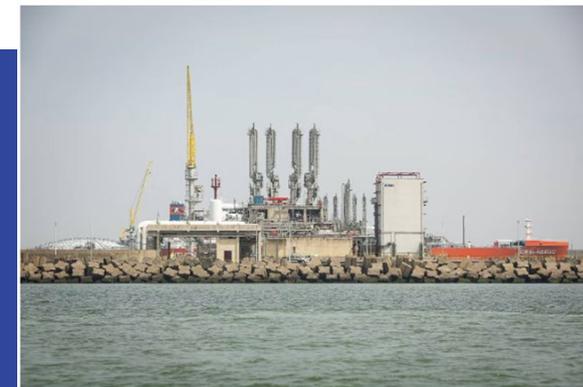
NEWS > BUSINESS > Agribusiness Focus on Inflation Business of Climate Work Brexit Watch and Listen Analysis

Housing completions to decline as property price inflation falls - SCSi

Updated / Friday, 13 Jan 2023 06:39



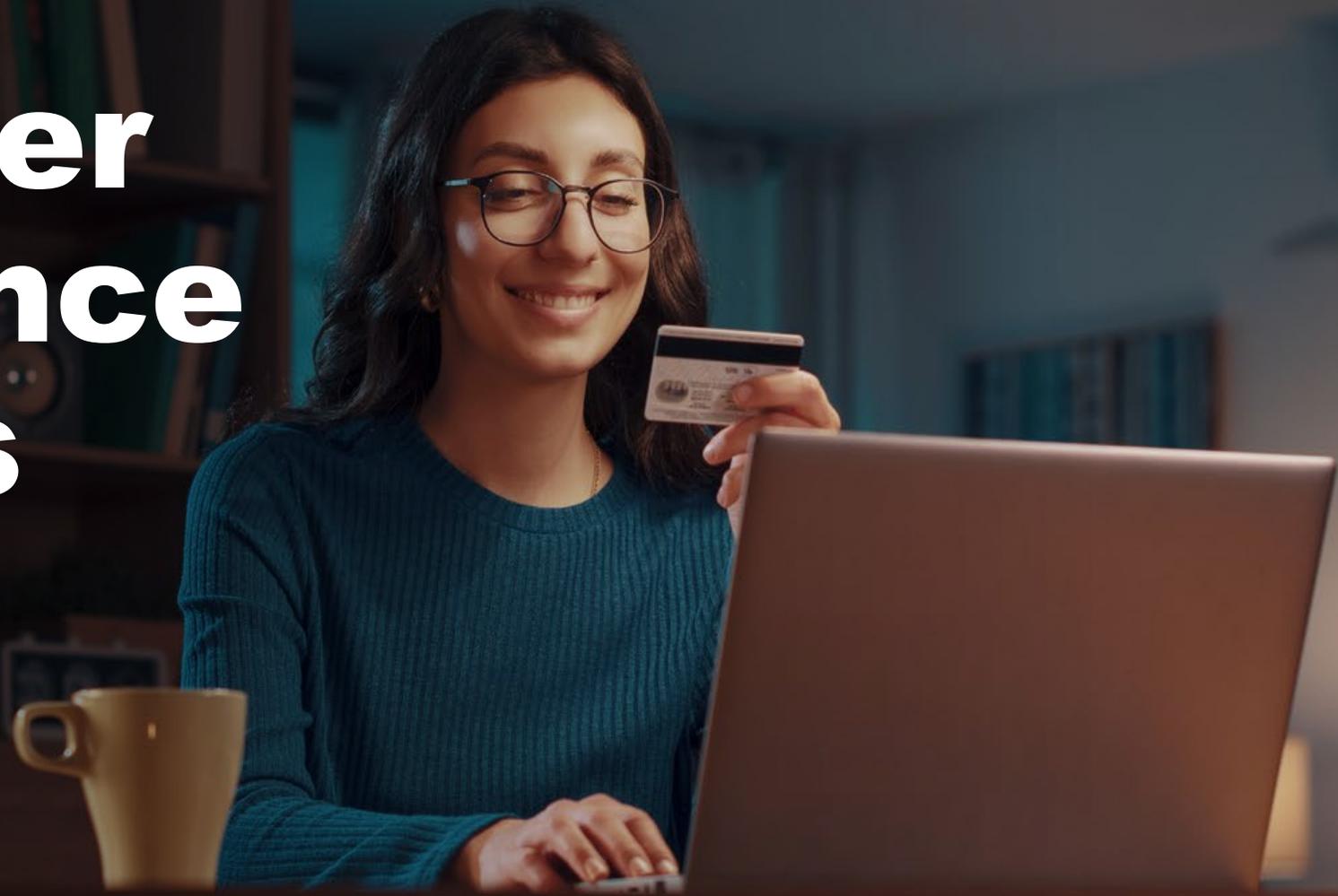
Some surveyors pinpointed the cost of construction as a particular concern in relation to the supply of new homes with inflation and labour shortages contributing to higher costs



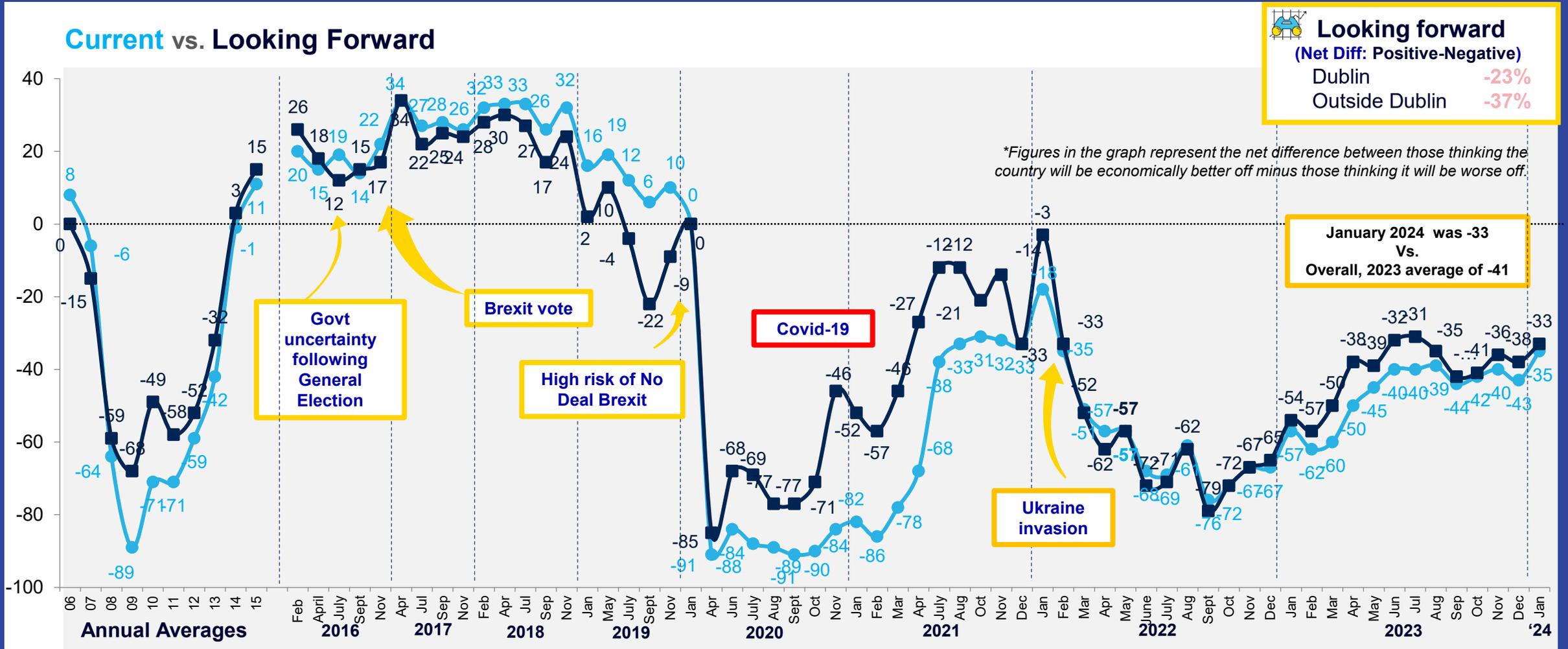
A liquefied natural gas (LNG) terminal at Zeebrugge Harbour, Belgium. LNG shipments have boosted European gas supplies, helping to ease electricity prices. Photograph: James Arthur Gekiere/Belga Mag/AFP/Getty

Barry O'Halloran
Thu Jan 11 2024 - 05:00

Consumer Confidence Findings



With softening inflation over the past few months, consumer confidence for the year ahead has marginally improved at the start of 2024.



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?

Source: Ipsos B&A
 Consumer Confidence Report

Those less optimistic about the year ahead tend to be female, aged 35+, from lower socio-economic groupings or living outside the capital.

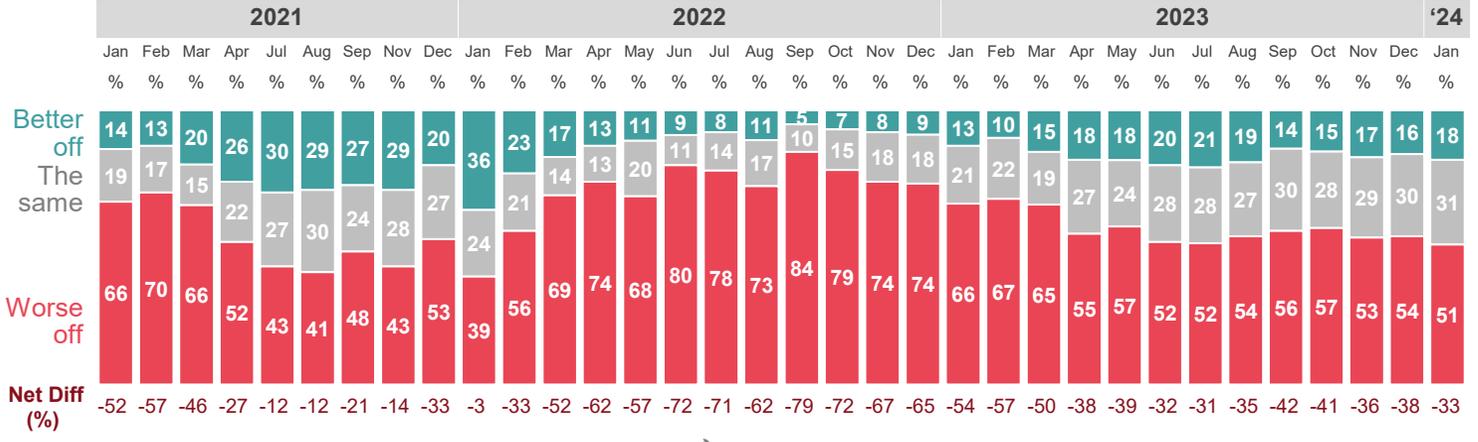
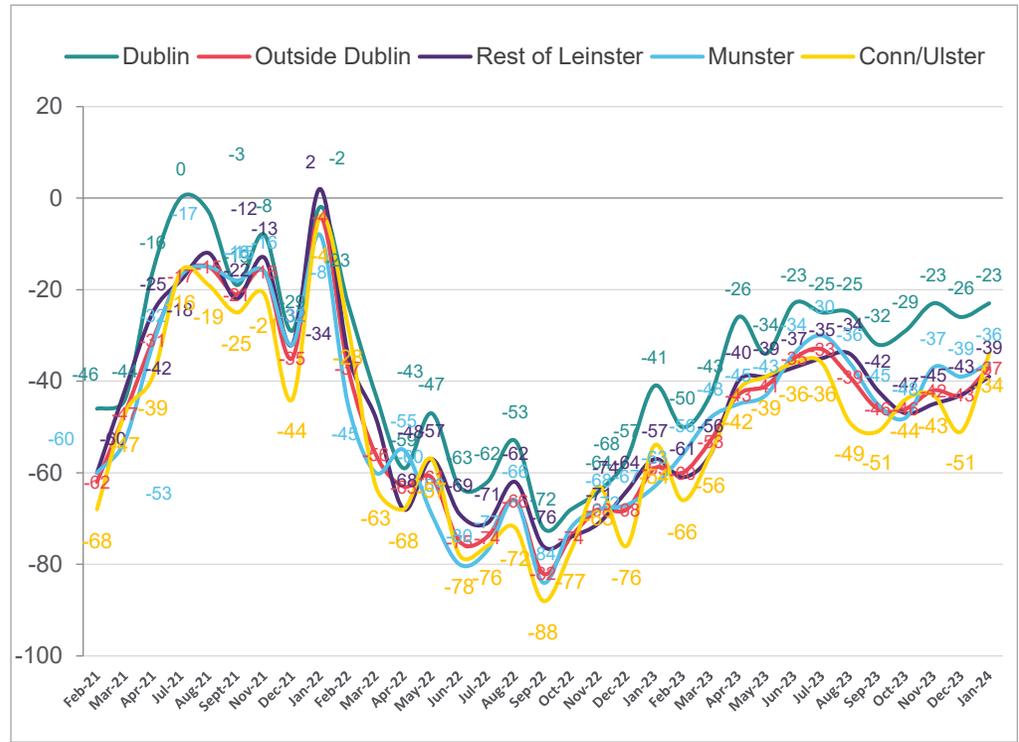
Base: All Adults 16+

	-33	-21	-44	-17	-40	-38	-22	-44	-23	-37	-33	-30
	Total	Male	Female	16-34	35-54	55+	ABC1F	C2DE	Dublin	Outside Dublin	Irish	Non-Irish
NET Diff Dec'23	-38%	-28%	-48%	-27%	-46%	-40%	-33%	-44%	-26%	-43%	-39%	-37%
NET Diff Nov'23	-36%	-26%	-46%	-27%	-46%	-34%	-28%	-45%	-23%	-42%	-37%	-33%
NET Diff Oct'23	-41%	-33%	-50%	-42%	-46%	-36%	-39%	-44%	-29%	-46%	-43%	-33%
NET Diff Sep'23	-42%	-28%	-55%	-40%	-50%	-34%	-38%	-45%	-32%	-46%	-41%	-45%
NET Diff Aug'23	-35%	-23%	-46%	-20%	-46%	-35%	-24%	-47%	-25%	-39%	-35%	-32%
NET Diff Jul'23	-32%	-15%	-48%	-33%	-38%	-24%	-30%	-34%	-23%	-35%	-31%	-35%
NET Diff Jun'23	-32%	-15%	-48%	-33%	-38%	-24%	-30%	-34%	-23%	-35%	-31%	-35%
NET Diff May'23	-39%	-22%	-54%	-38%	-52%	-25%	-33%	-45%	-34%	-41%	-38%	-41%
NET Diff Apr '23	-38%	-23%	-52%	-30%	-43%	-39%	-34%	-42%	-26%	-43%	-38%	-36%
NET Diff Mar '23	-50%	-38%	-62%	-44%	-58%	-47%	-47%	-54%	-43%	-53%	-51%	-41%
NET Diff Feb '23	-57%	-51%	-63%	-57%	-60%	-55%	-51%	-63%	-50%	-60%	-58%	-50%
NET Diff Jan '23	-54%	-44%	-62%	-48%	-56%	-56%	-50%	-57%	-41%	-59%	-55%	-44%
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%

Confidence is up across all regions. Dublin, the cockpit of the economy, continues to be most positive. Conn/Ulster has seen the greatest increase in positive sentiment.



	Looking forward '21			Looking forward '22			Looking forward '23			Looking forward '24																		
	Sep	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan												
Dublin	-19	-8	-29	-2	-23	-43	-59	-47	-63	-62	-53	-72	-68	-64	-57	-41	-50	-43	-26	-34	-23	-25	-25	-32	-29	-23	-26	-23
Outside Dublin	-21	-16	-35	-4	-37	-56	-63	-61	-75	-74	-66	-82	-74	-68	-68	-59	-60	-53	-43	-41	-35	-33	-39	-46	-46	-42	-43	-37

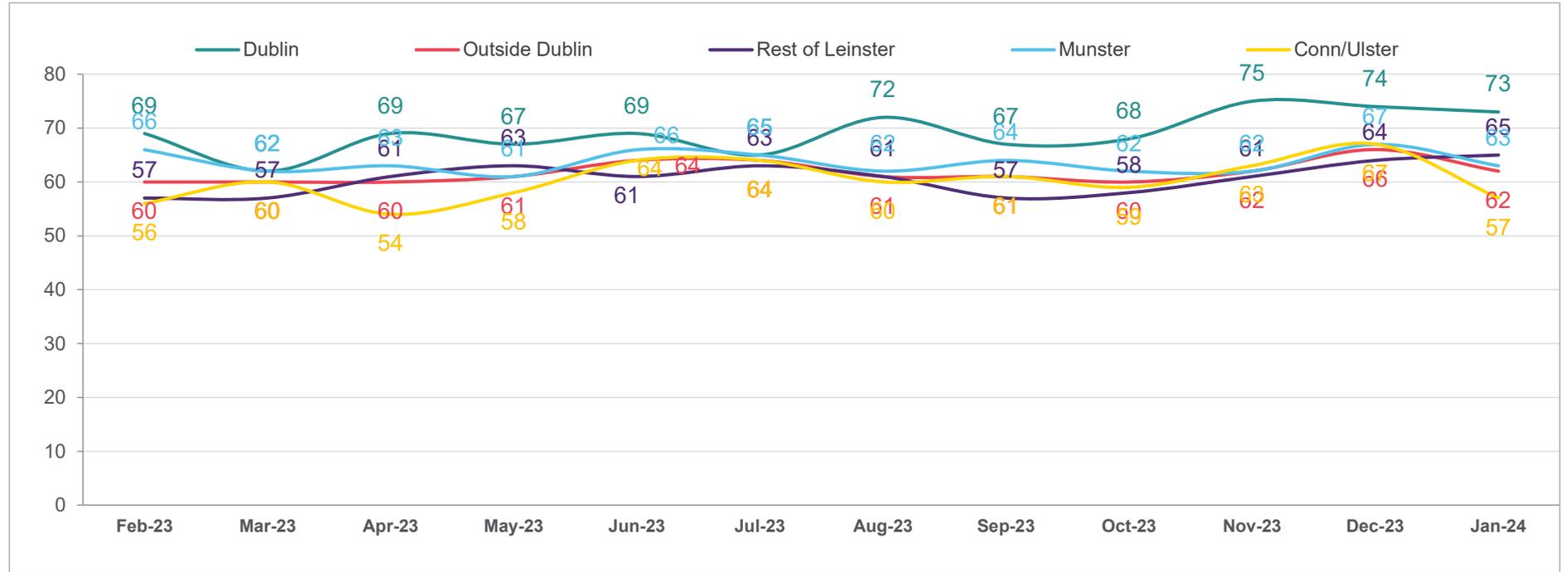
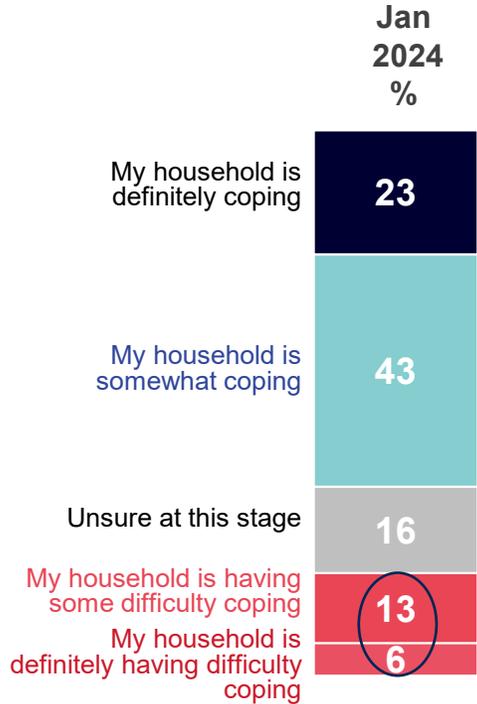


Base: All Adults 16+

Gap (%)	Annual Averages												2019					2020					2021					2022					2023					'24																					
	'07	'08	'09	'10	'11	'12	'13	'14	'15	'16	'17	'18	Jan	May	July	Sept	Nov	Jan	Apr	Jun	July	Aug	Sept	Oct	Nov	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan									
	-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	-52	-57	-46	-27	-12	-12	-21	-14	-33	-3	-33	-52	-62	-57	-72	-71	-62	-79	-72	-67	-65	-54	-57	-50	-38	-39	-32	-31	-35	-42	-41	-36	-38	-33



Consumers continue to be somewhat resilient, with two in three (65%) “coping” with rising prices. However, one on five (19%) are experiencing difficulties.



Any Coping 65%

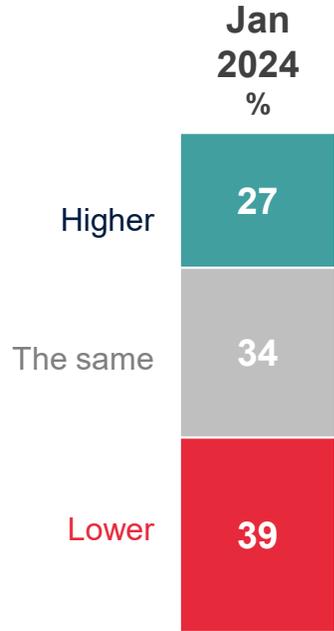


As has consistently been the case, Dubliners have a great propensity to “cope” with increased prices compared to the rest of the country.

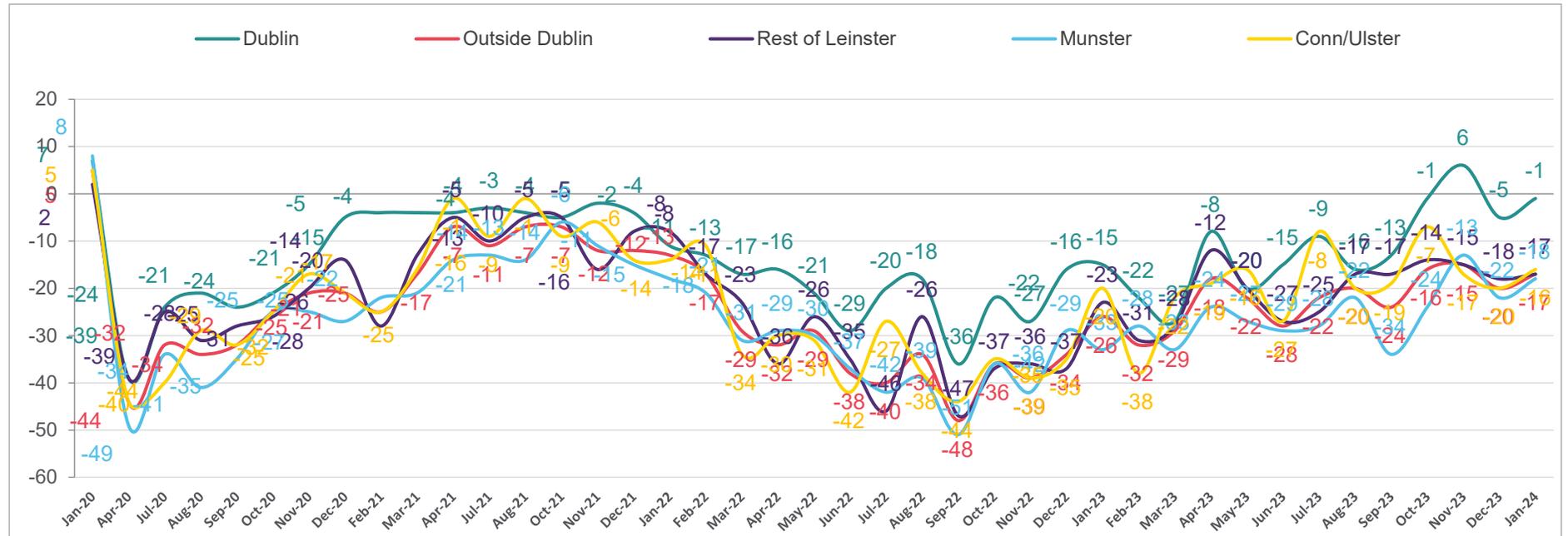
Base: All Adults 16+

	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24
ANY Coping (%)	63	60	63	63	65	64	64	62	62	66	68	65

Reflecting improving consumer confidence more recently, anticipated income over the next 12 months is slightly more positive. However, at 39%, there continues to be a greater proportion of the public being downbeat.



Net Diff (GAP) -12%



Dubliners are less worried about their disposable income in the coming year, although even this region is still in negative territory.

Gap (%)	2019												2020												2021												2022												2023												'24
	'09	'10	'11	'12	'13	'14	'15	'16	'17	'18	Jan	May	Jul	Sep	Nov	Jan	Apr	Jun	July	Aug	Sep	Oct	Nov	Jan	Feb	Mar	Apr	Jul	Aug	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	My	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan				
	-68	-49	-58	-52	-32	-22	-6	+3	+8	+12	+9	+8	+2	-8	-2	+6	-43	-36	-30	-31	-30	-24	-20	-16	-19	-13	-7	-9	-8	-6	-9	-10	-12	-16	-25	-27	-26	-35	-34	-29	-44	-32	-35	-29	-23	-29	-28	-15	-21	-24	-18	-19	-21	-12	-9	-16	-12				

Income Projections – Looking Forward YOY

Expect it to be...

Long Term

'08	'09	'10	'11	'12	'13	'14	'15	'16	'17	'18	'19	'20	'21	'22	'23
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

2019

Ja	Ma	Jul	Se	No
n	y	y	p	v
%	%	%	%	%

2020

Ja	Ap	Jul	Au	Se	Oc	No	De
n	r	g	g	p	t	v	c
%	%	%	%	%	%	%	%

2021

Ja	Fe	Mar	Ap	Jul	Au	Oc	No	De
n	b	r	r	g	g	t	v	c
%	%	%	%	%	%	%	%	%

2022

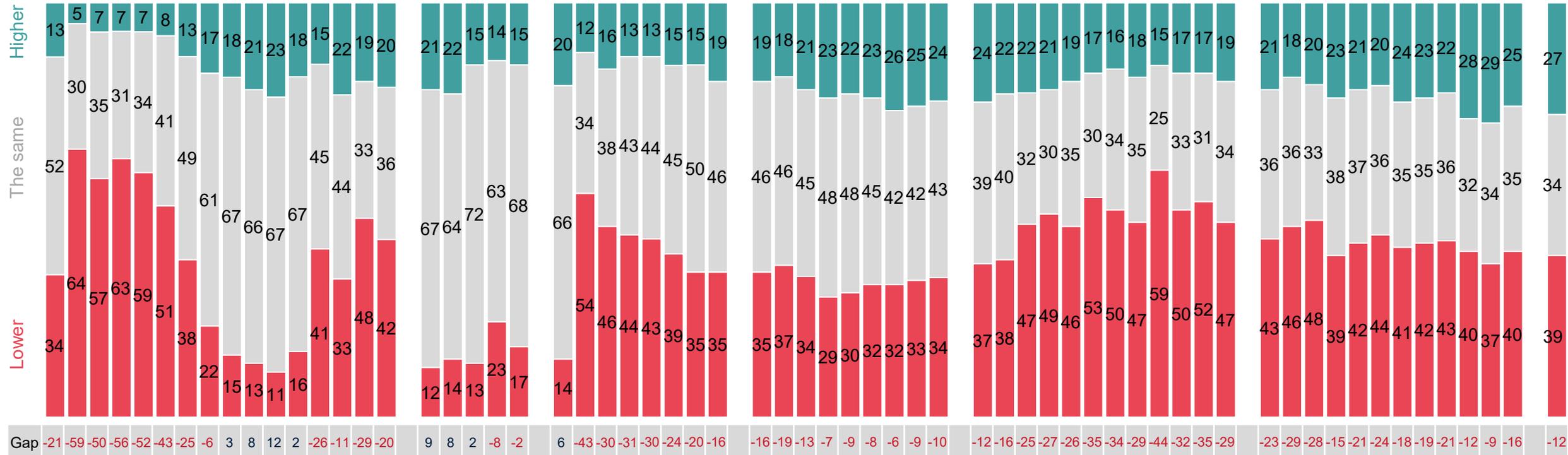
Ja	Fe	Mar	Ap	Ma	Ju	Jul	Au	Se	Oc	No	De
n	b	r	r	y	n	g	g	p	t	v	c
%	%	%	%	%	%	%	%	%	%	%	%

2023

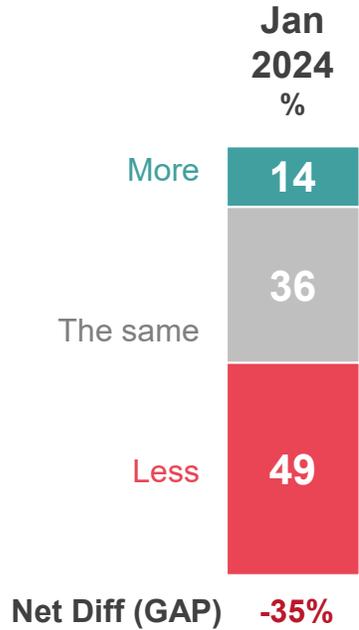
Ja	Fe	Mar	Ap	Ma	Ju	Jul	Au	Se	Oc	No	De
n	b	r	r	y	n	g	g	p	t	v	c
%	%	%	%	%	%	%	%	%	%	%	%

'24

Jan
%



Spend intention remains unchanged and largely negative - half plan to decrease their spending in the year ahead.

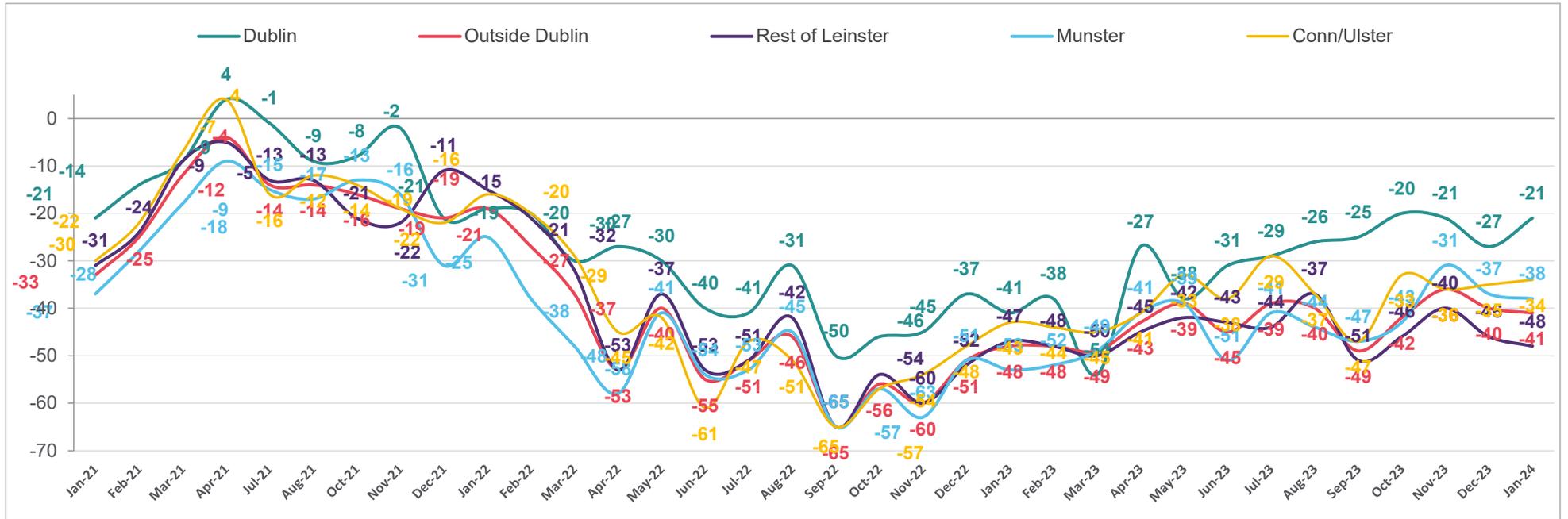


Dublin:
-21%

Outside Dublin:
-41%



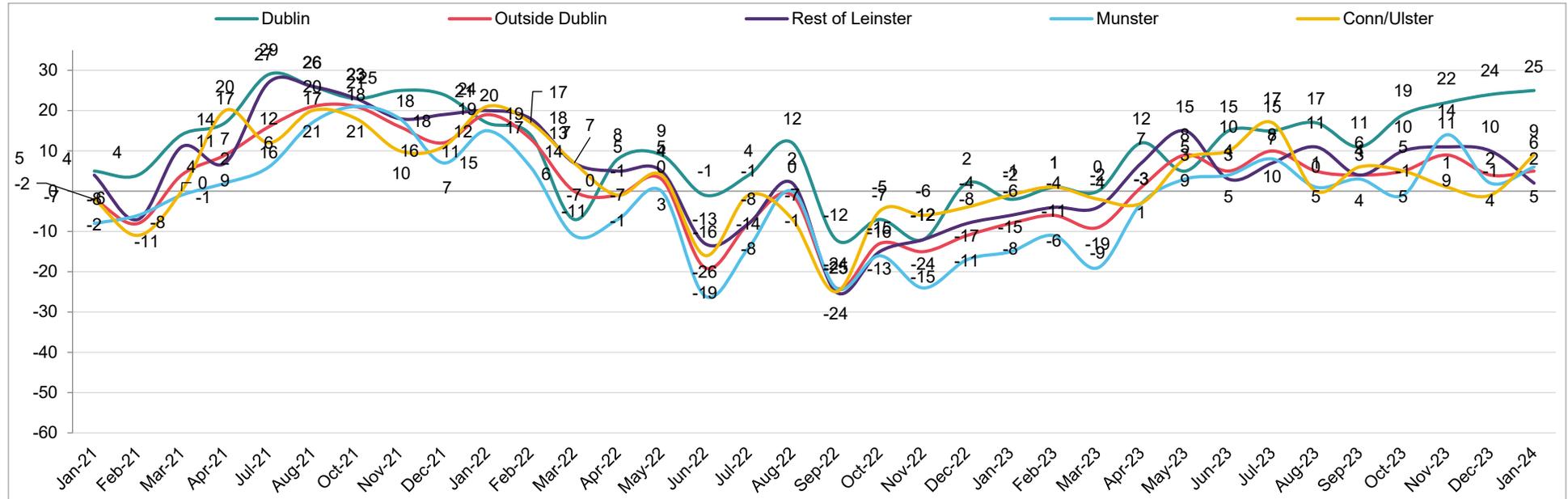
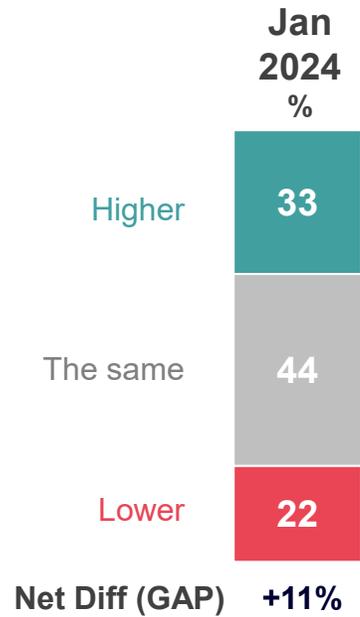
Lower spending intentions are especially evident for those living outside Dublin.



Gap (%)	2019												2020					2021					2022					2023					'24																								
	'09	'10	'11	'12	'13	'14	'15	'16	'17	'18	Jan	May	Jul	Sep	Nov	Jan	Apr	Jun	July	Aug	Sep	Oct	Nov	Jan	Feb	Mar	Apr	Jul	Aug	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jul	Jul	Aug	Sep	Oct	Nov	Dec	Jan												
	-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	-46	-50	-38	-38	-41	-36	-36	-42	-36	-31	-36	-35

That said, as a nation we expect the value of our assets to increase this year, with all regions having a sunnier outlook.

Base: All Adults 16+



Dublin:
+25%

Outside Dublin:
+5%



Residents of Conn/Ulster have rebounded strongly in terms of the forecasted value of their assets, although growth is still driven by Dubliners.

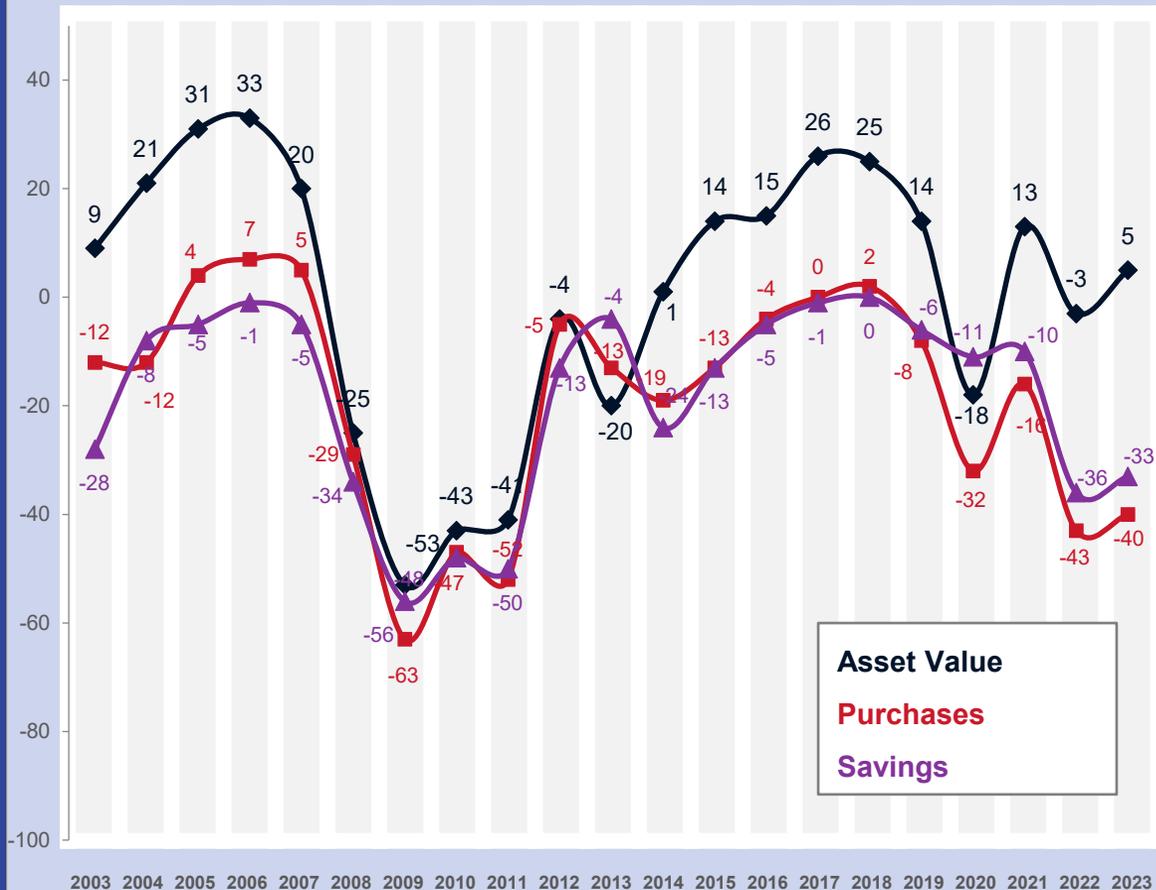
'09	'10	'11	'12	'13	'14	'15	'16	'17	'18	2019					2020					2021					2022					2023					'24																					
										Jan	May	July	Sep	Nov	Jan	Apr	Jun	July	Aug	Sep	Oct	Nov	Jan	Feb	Mar	Apr	Jul	Aug	Oct	Nov	Dec	Jan	Feb	Mar		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	My	Jun	Jul	Aug	Sep	Oct	Nov	Dec
-53	-43	-41	-31	-18	-1	+14	+15	+26	+25	+20	+20	+10	+8	+9	+13	-43	-24	-22	-22	-23	-21	-5	0	-4	+7	+11	+20	+22	+21	+19	+16	+18	+13	-2	+2	+4	-14	-5	+3	-21	-11	-14	-7	-6	-4	-6	+4	+8	+8	+12	+8	+6	+9	+13	+10	+11



Balance Of Opinion in Summary – The Year Ahead

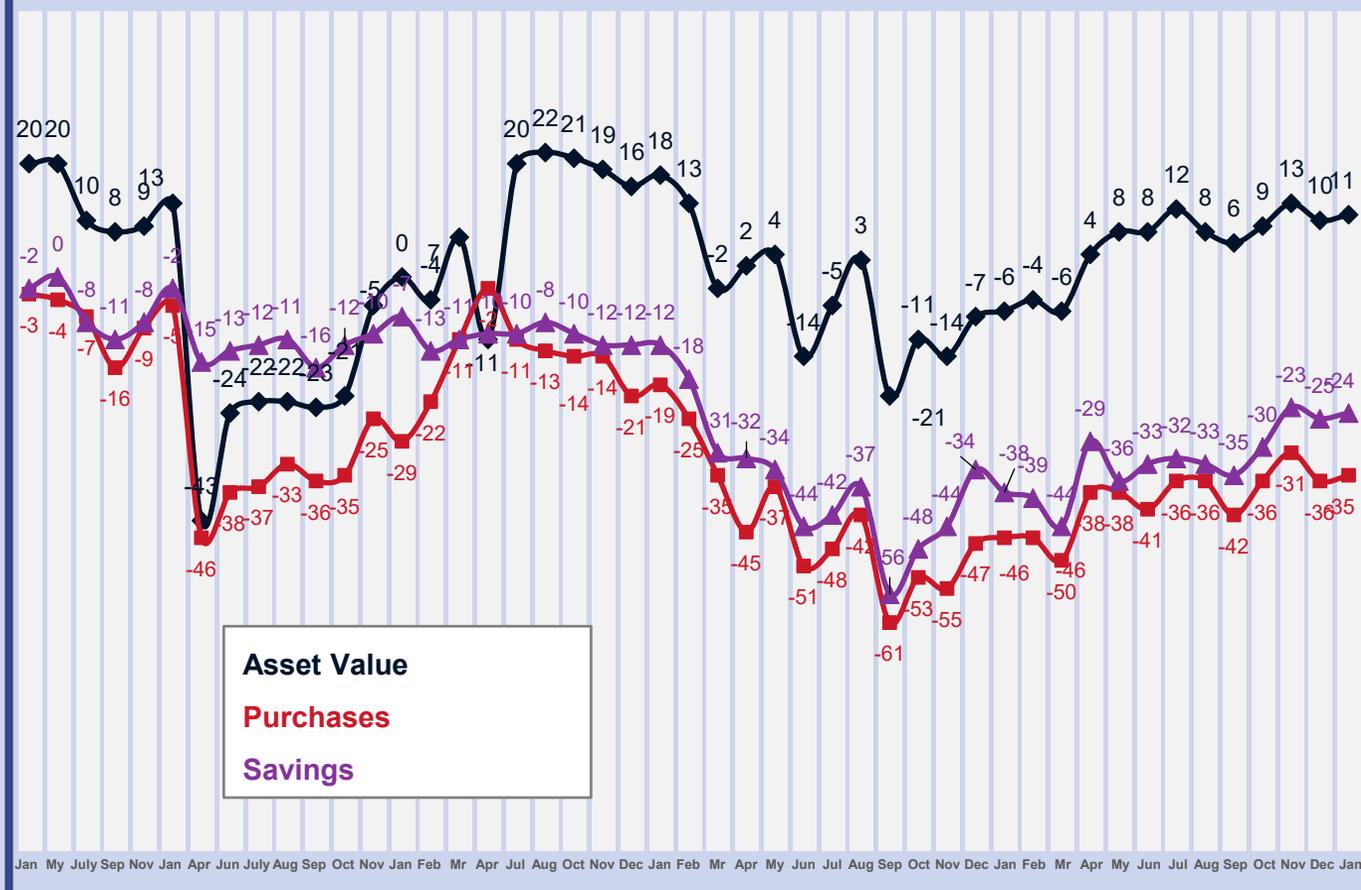
Expectations in regard to asset value, purchases, and savings

Long Term



Asset Value
Purchases
Savings

Short Term



Asset Value
Purchases
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.

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