



RESEARCH
& INSIGHT

Consumer Confidence Tracker

February 2022

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J.1665





Introduction



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



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.



All interviewing on this wave was conducted via B&A's Acumen online barometer.



Fieldwork on the latest wave was conducted from the 17th-28th February.

About B&A

- B&A is Ireland's largest and most experienced independently owned research company.
- We pride ourselves on having the most experienced director team in Ireland.
- Established over 30 years ago, B&A provides a full range of market research & data analytics services, ranging from CAPI, CATI, online and of course qualitative.
- Specialist sectors include: Retail & Shopper, Technology & Telecoms, Media, Financial, Political & Social, Automotive, Healthcare and Public Sector & Utilities.

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27 time award winners, including 5 Grand Prix
in 13 years.*

The B&A logo, featuring the letters 'B' and 'A' in a bold, white, sans-serif font, with a yellow ampersand between them. The logo is positioned in the top right corner of the slide, partially overlapping the brick wall of the building in the background image.





Key highlights

Consumer confidence is down, following the invasion of Ukraine and rising costs of living.

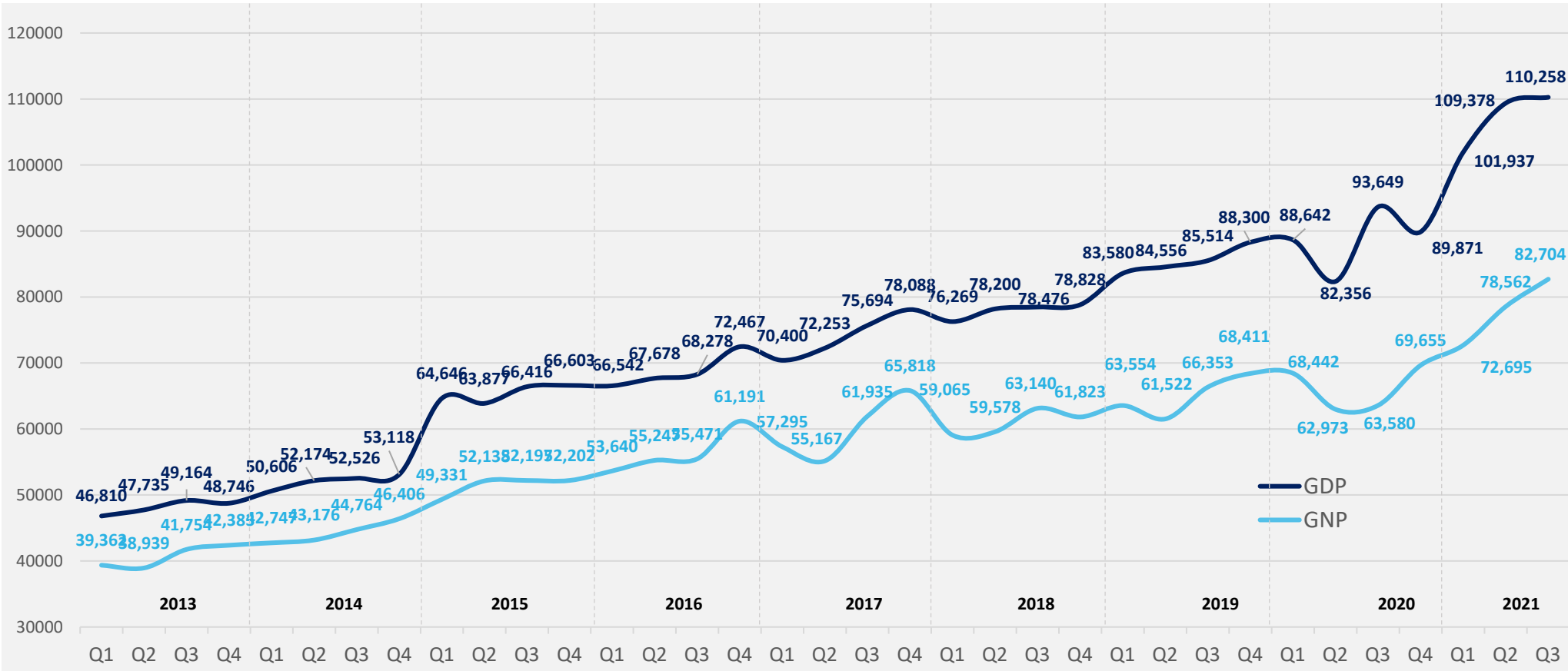
- This wave of the B&A Consumer Confidence Barometer was conducted from the 17th-28th of February
- Despite most Covid restrictions coming to an end and a stable pandemic situation, consumer confidence is down significantly from January to February.
- This is driven by concerns about Russia's invasion of Ukraine but also higher costs of living.
- Consumer confidence is now at -33, down from -3 in January and back in line with covid averages.
- Women, those aged more than 34 years, and those living outside Dublin have a more negative outlook compared to the rest of the population.
- Consumers remain cautious in terms of future spend, with 2 in 5 expecting their personal finances to worsen in the next 12 months.
- However, attitudes towards the value of personal assets remain positive.





Macro context

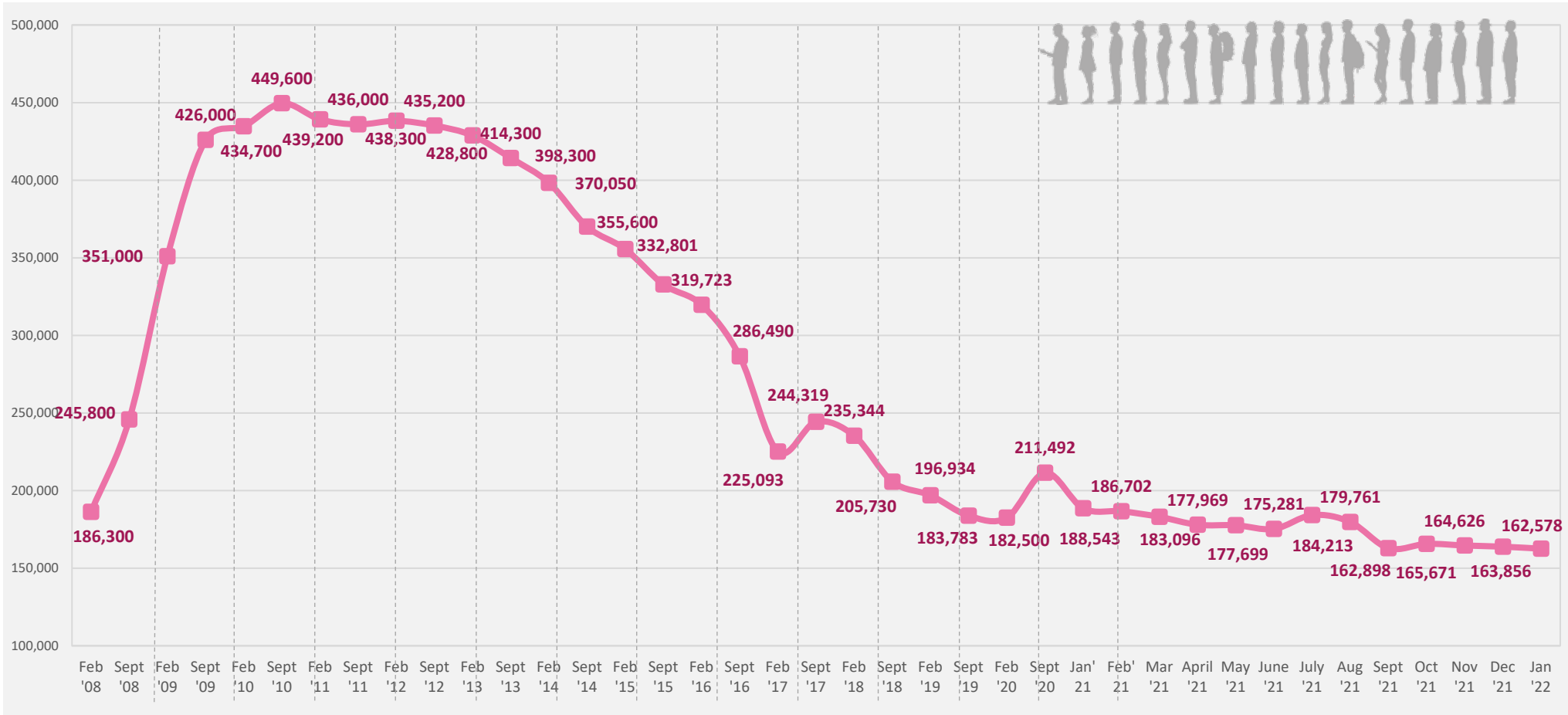
The economy observes stable growth



Q4 2021 data not available at time of publishing

Source: www.CSO.ie
 Quarterly National
 Accounts

Live register figures declined slightly - *note these do not include those in receipt of Pandemic Unemployment Payments*



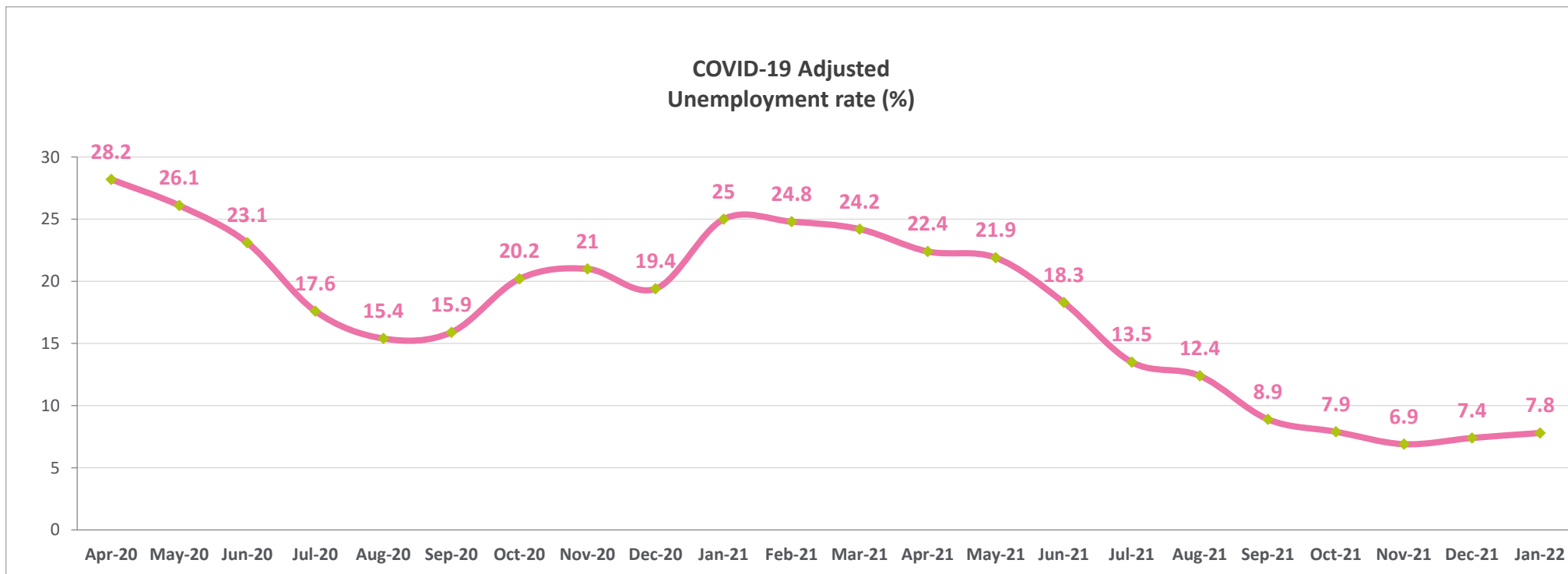
** The Live Register is not designed to measure unemployment. It includes part-time work e.g. seasonal & casual workers who work up to 3 days per week*

The Live Register does not include those on Pandemic Unemployment Payments.

The COVID-19 adjusted unemployment rate for January 2022 is 7.8% for all persons including those on the Pandemic Unemployment Payment (up from December 2021)



Monthly Unemployment



Source: CSO website (Monthly Unemployment)

The COVID-19 crisis has continued to have a significant impact on the labor market in Ireland in January 2022. While the standard measure of Monthly Unemployment was 5.3% in January 2022, the COVID-19 Adjusted Measure of Unemployment could indicate a rate as high as 7.8% if all claimants of the Pandemic Unemployment Payment (PUP) were classified as unemployed. This alternative measure is up from 7.4% in December 2021.

New uncertainty following the pandemic with the war in Ukraine and high inflation

Ireland to feel 'economic impact' of Ukraine conflict

IRELAND



Thomas Byrne said Ireland would support removing Russia from the Swift financial system, and the EU may return to that issue. Photo: PA Images

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25/02/2022 | 09:24 AM
OLIVIA KELLEHER AND DOMINIC MCGRATH, PA

Consumer sentiment dips on inflation, conflict concerns

Updated / Thursday, 24 Feb 2022 06:54



Rising energy prices weighed on the consumer mood in February, according to KBC Bank Ireland's survey

By **Adam Maguire**
Business Journalist

THE IRISH TIMES

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War in Ukraine unlikely to leave Ireland's sacred cow of neutrality untouched

The EU has been moving steadily towards a meaningful common defence policy for a long time

Mon, Feb 28, 2022, 18:57 Updated: Mon, Feb 28, 2022, 20:06

Pat Leahy Political Editor

38

Energy market uncertainty to fuel further price hikes for consumers

Updated / Wednesday, 23 Feb 2022 18:16



The uncertainty caused by the Russia-Ukraine crisis is expected to be felt here with rising energy costs

By **Will Goodbody**
Business Editor

Economists have predicted that the indirect impact of the Russia-Ukraine crisis on energy markets will affect the Irish economy and consumers more than the potential disruption to Ireland's trade caused by EU sanctions imposed on Russia.



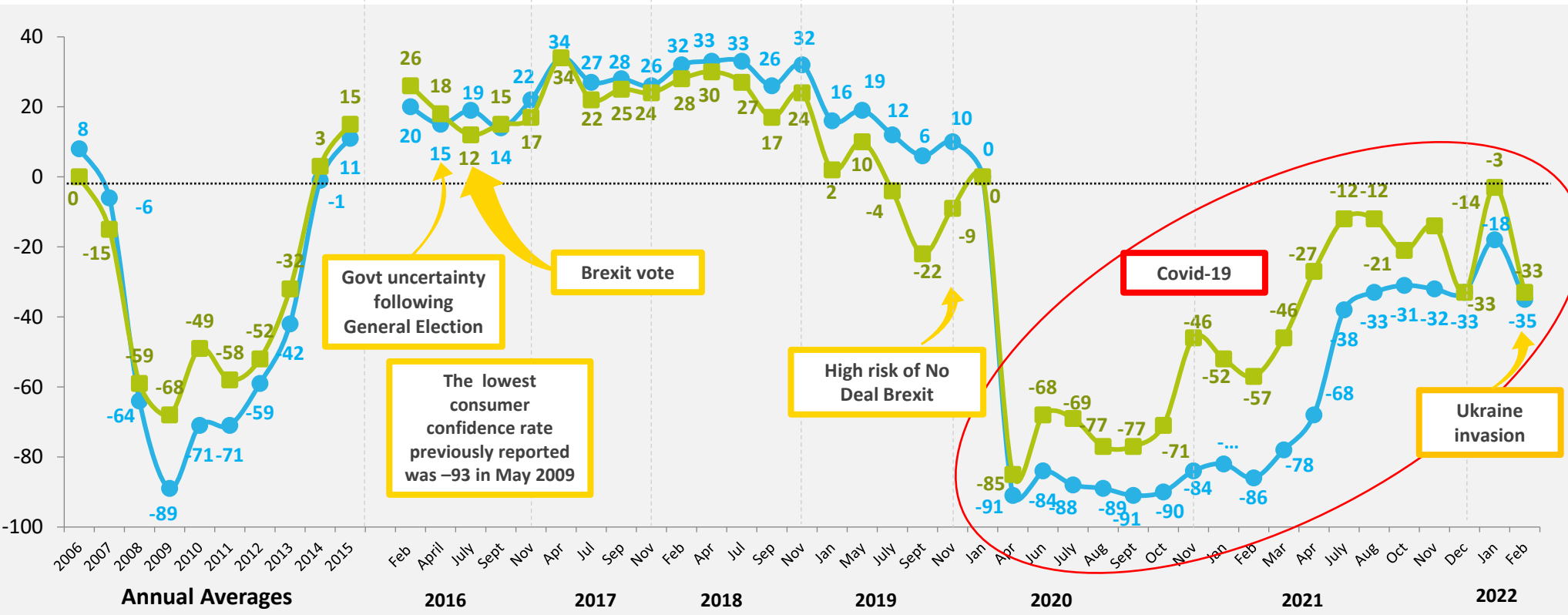
Consumer confidence findings

Consumer confidence observes a significant dip this month, driven by the conflict in Ukraine and rising costs of living

Current vs. Looking Forward

Looking forward
(Net Diff: Positive-Negative)

	Dublin	-23%
	Outside Dublin	-37%



*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.

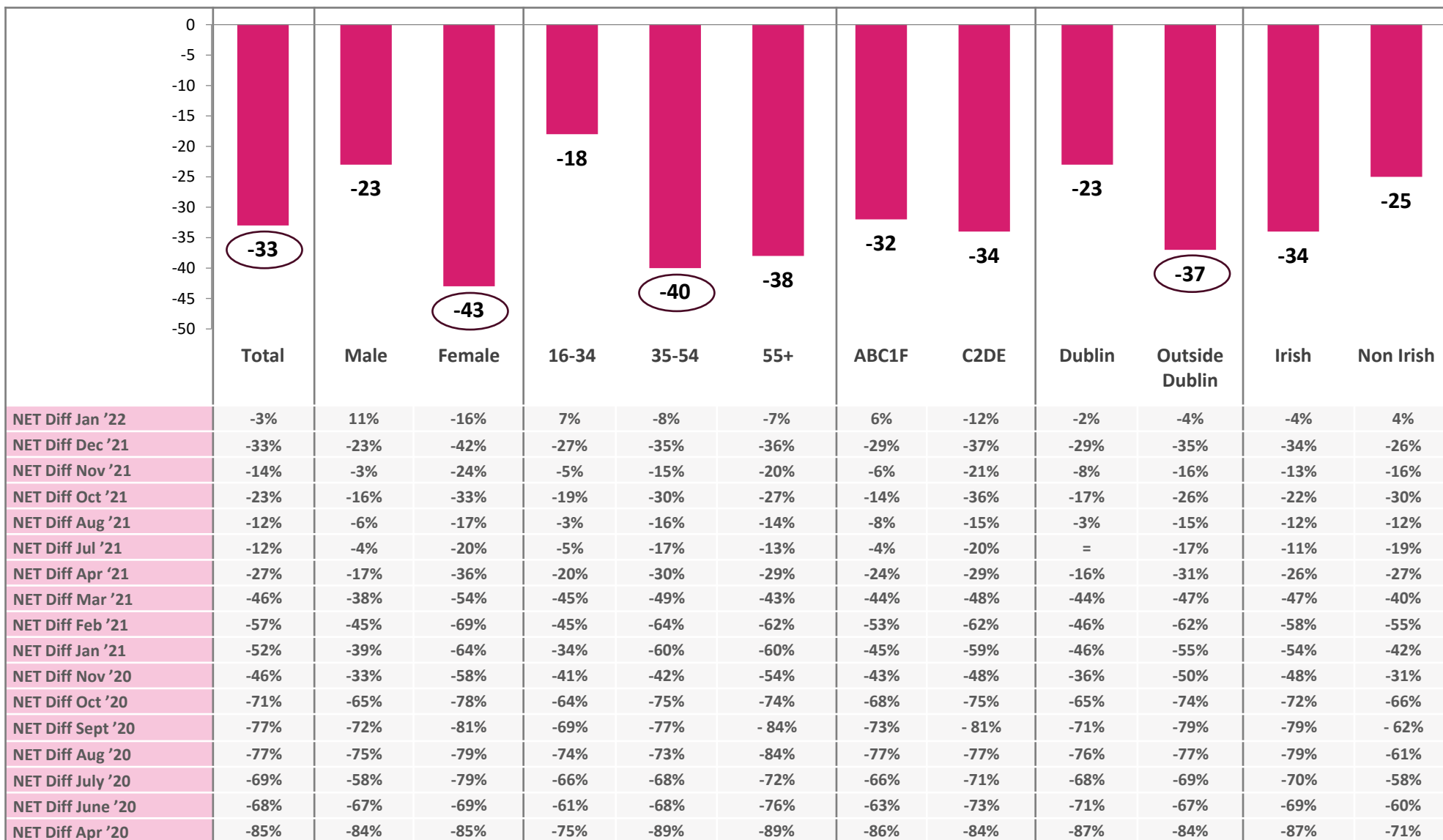
Source: B&A Consumer Confidence Report

- 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, the 35+ year olds, and those living outside Dublin.



Base: All Adults 16+



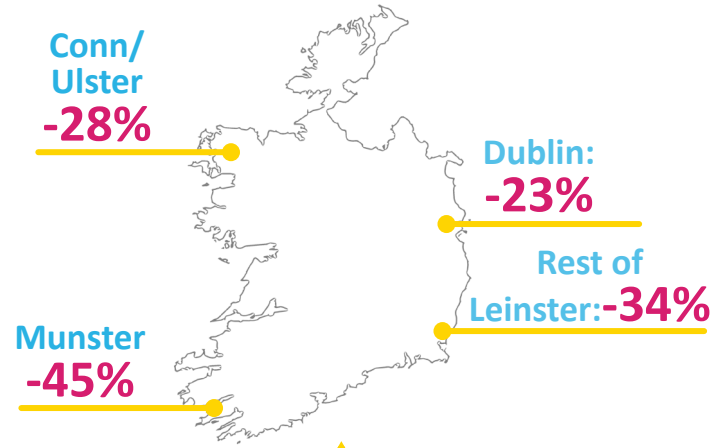
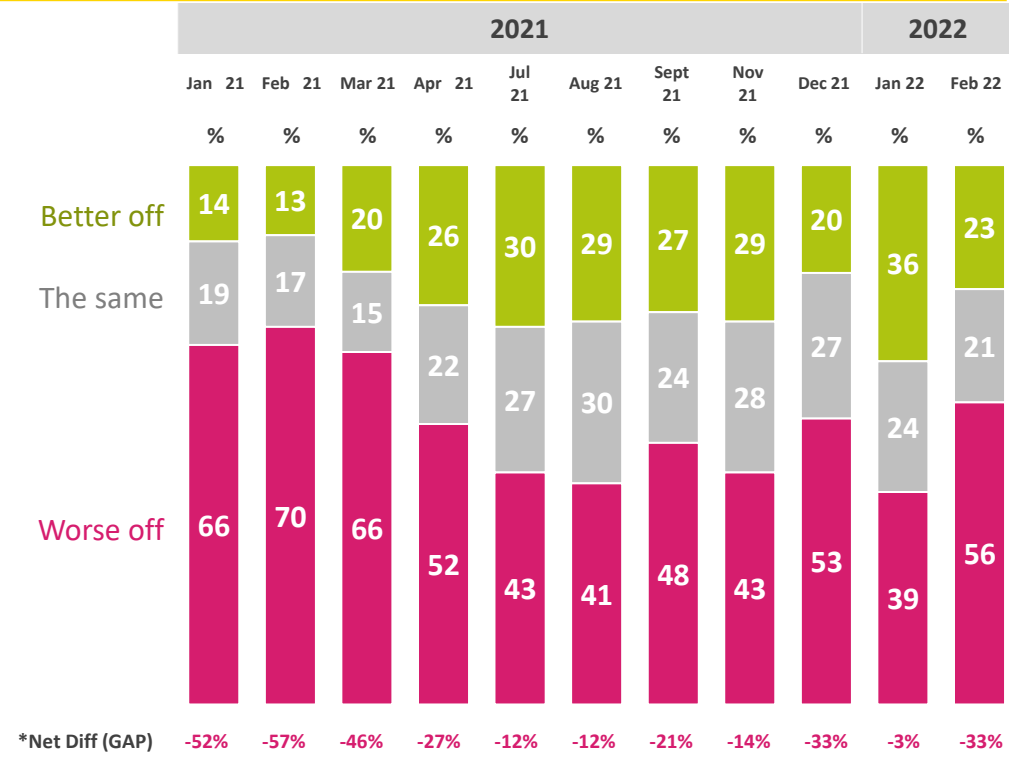
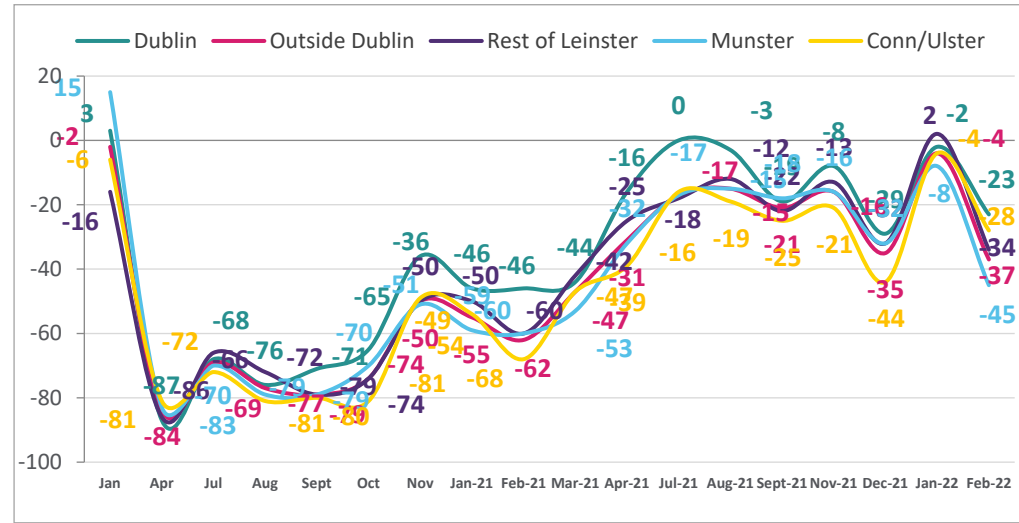
? Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

Consumer sentiments have decreased across all regions, with consumer confidence being lowest in Munster.



Base: All Adults 16+

	Looking forward '21						Looking forward '22	
	Apr	July	Aug	Sept	Nov	Dec	Jan 22	Feb 22
Dublin	-16	=	-3	-19	-8	-29	-2	-23
Outside Dublin	-31	-17	-15	-21	-16	-35	-4	-37



	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	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	Sept 21	Nov 21	Dec 21	Jan 22	Feb 22
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%	-52%	-57%	-46%	-27%	-12%	-12%	-21%	-14%	-33%	-3%	-33%

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?

Decline in spend intention for the coming year, with 2 in 5 intending to spend less

Base: All Adults 16+

Feb 2022 %

More

14

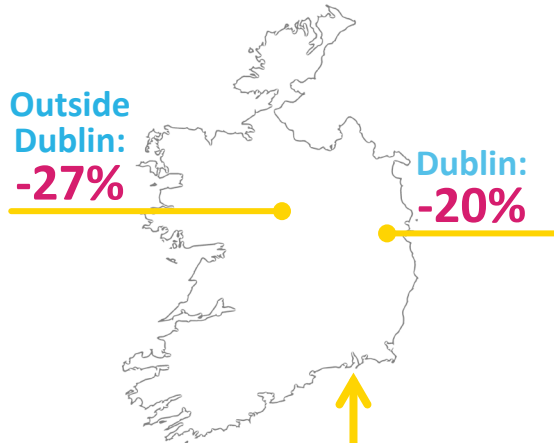
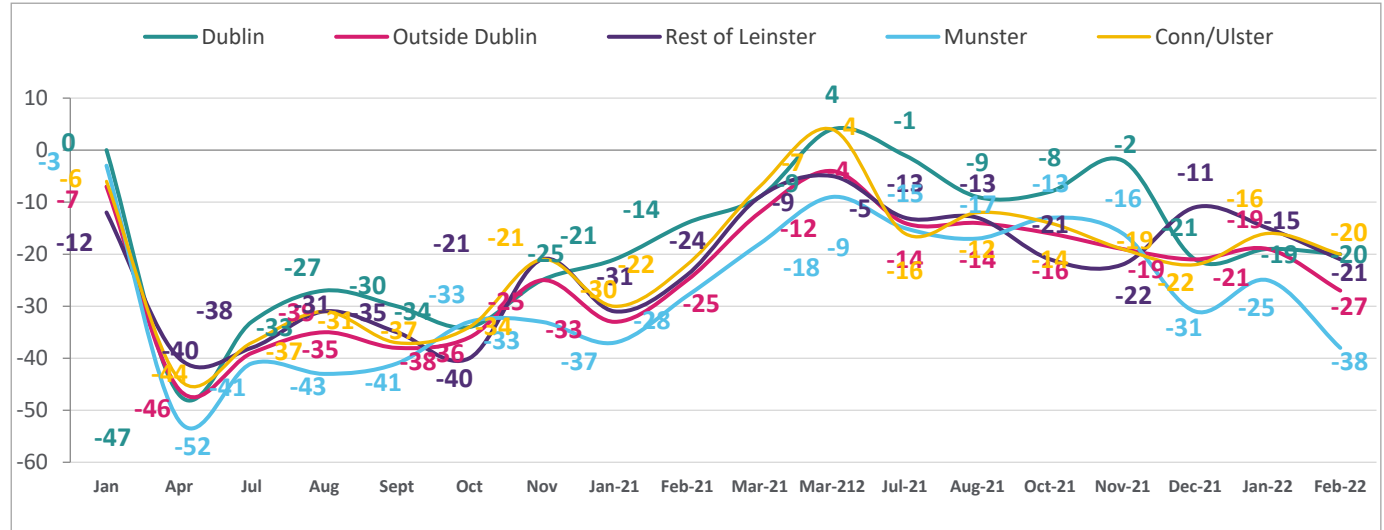
The same

47

Lower

39

*Net Diff (GAP) -25%



An air of caution towards spending remains evident across the country, particularly outside Dublin.

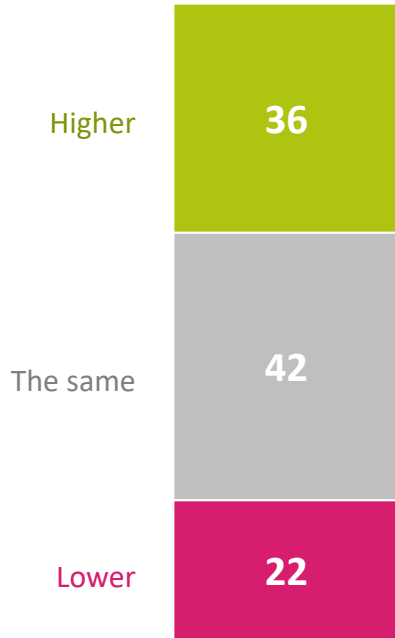
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Jan 19	May 19	July 19	Sept 19	Nov 19	Jan 20	Apr 20	Jun 20	July 20	Aug 20	Sept 20	Oct 20	Nov 20	Jan 21	Feb 21	Mar 21	Apr 21	Jul 21	Aug 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22
Gap	+5%	-29%	-63%	-47%	-52%	-45%	-37%	-19%	-13%	-4%	=	+2%	-3%	-4%	-7%	-16%	-9%	-5%	-46%	-38%	-37%	-33%	-36%	-35%	-25%	-29%	-22%	-11%	-2%	-11	-13%	-14%	-14%	-21%	-19%	-25%

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?

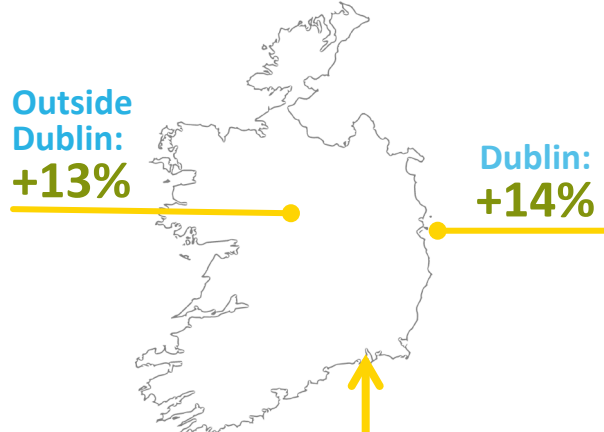
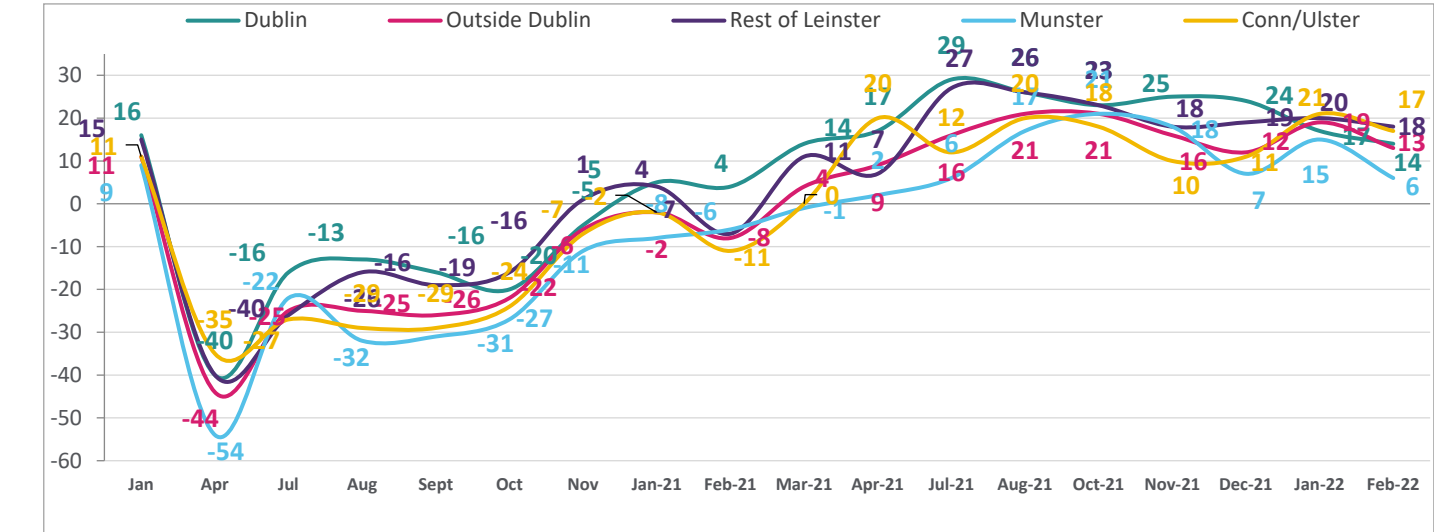
Consumer attitude towards the value of personal assets has declined but remains net positive.

Base: All Adults 16+

Feb 2022 %



*Net Diff (GAP) +13%



Both Dubliners and outsiders are positive towards the value of their assets over the next 12 months.

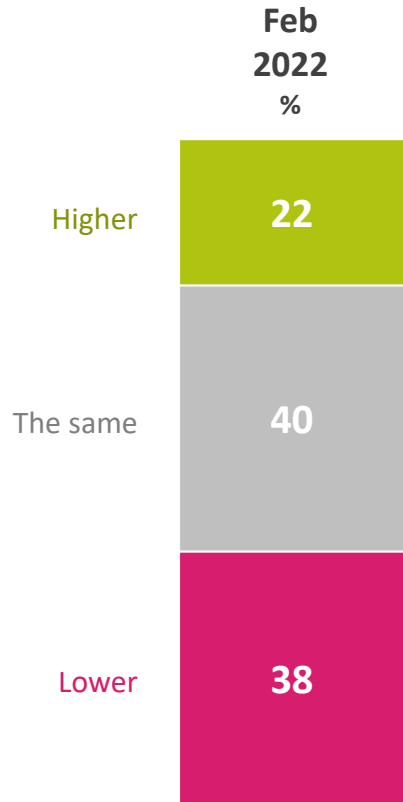
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Jan 19	May 19	July 19	Sept 19	Nov 19	Jan 20	Apr 20	Jun 20	July 20	Aug 20	Sept 20	Oct 20	Nov 20	Jan 21	Feb 21	Mar 21	Apr 21	Jul 21	Aug 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22
Gap	+20%	-25%	-53%	-43%	-41%	-31%	-18%	-1%	+14%	+15%	+26%	+25%	+20%	+20%	+10%	+8%	+9%	+13%	-43%	-24%	-22%	-22%	-23%	-21%	-5%	0%	-4%	+7%	+11%	+20%	+22%	+21%	+19%	+16%	+18%	+13%

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?

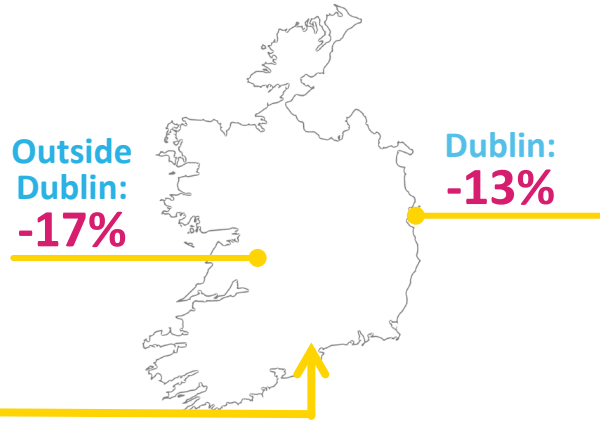
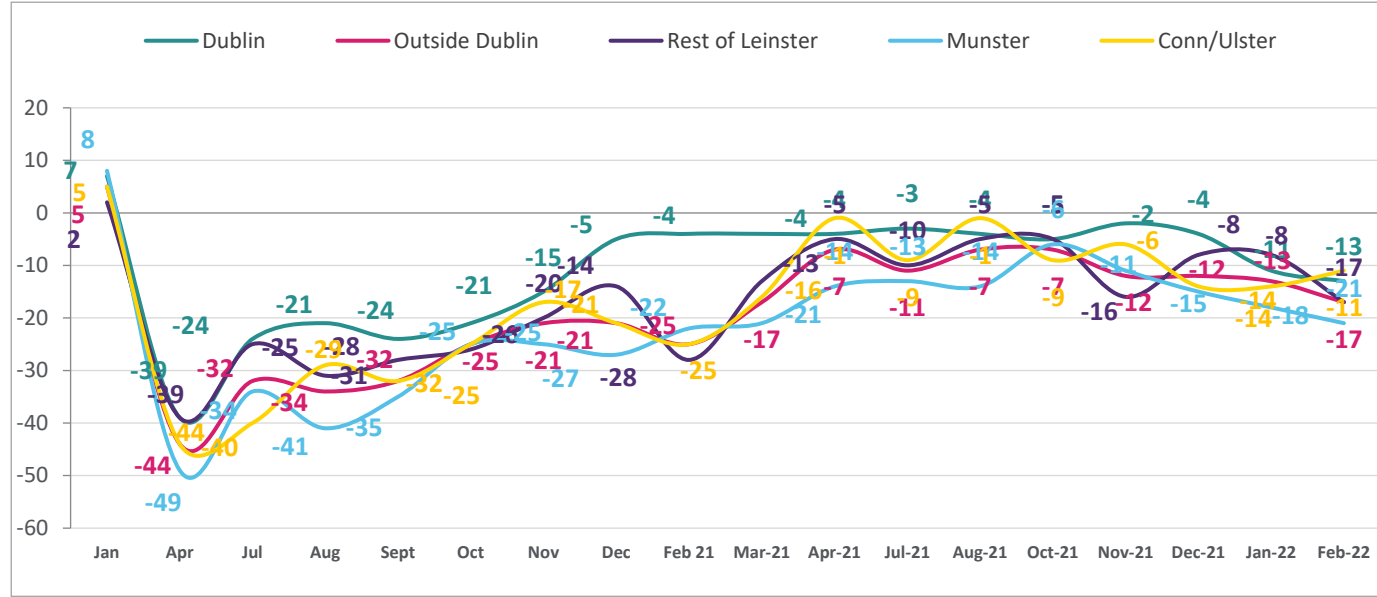
Consumers are less optimistic about their personal finances, with 2 in 5 expecting a worsening over the next year.



Base: All Adults 16+



*Net Diff (GAP) -16%



Both within and outside Dublin, consumers remain concerned in relation to their personal finances.

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	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
Gap	-15%	-59%	-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%

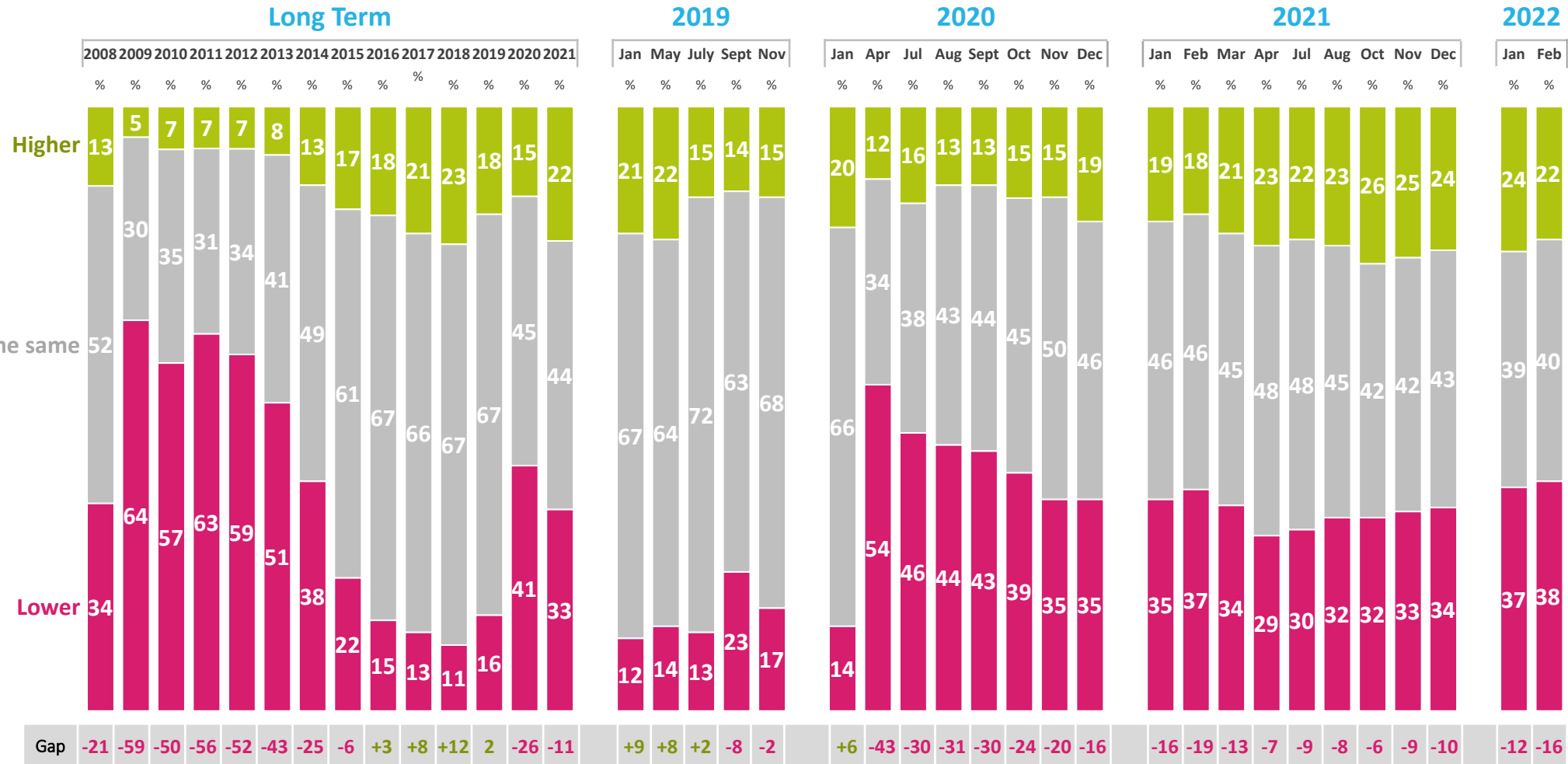
Q.5 Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

Income Projections - Looking Forward YOY



Base: All Adults 16+

Expect it to be...



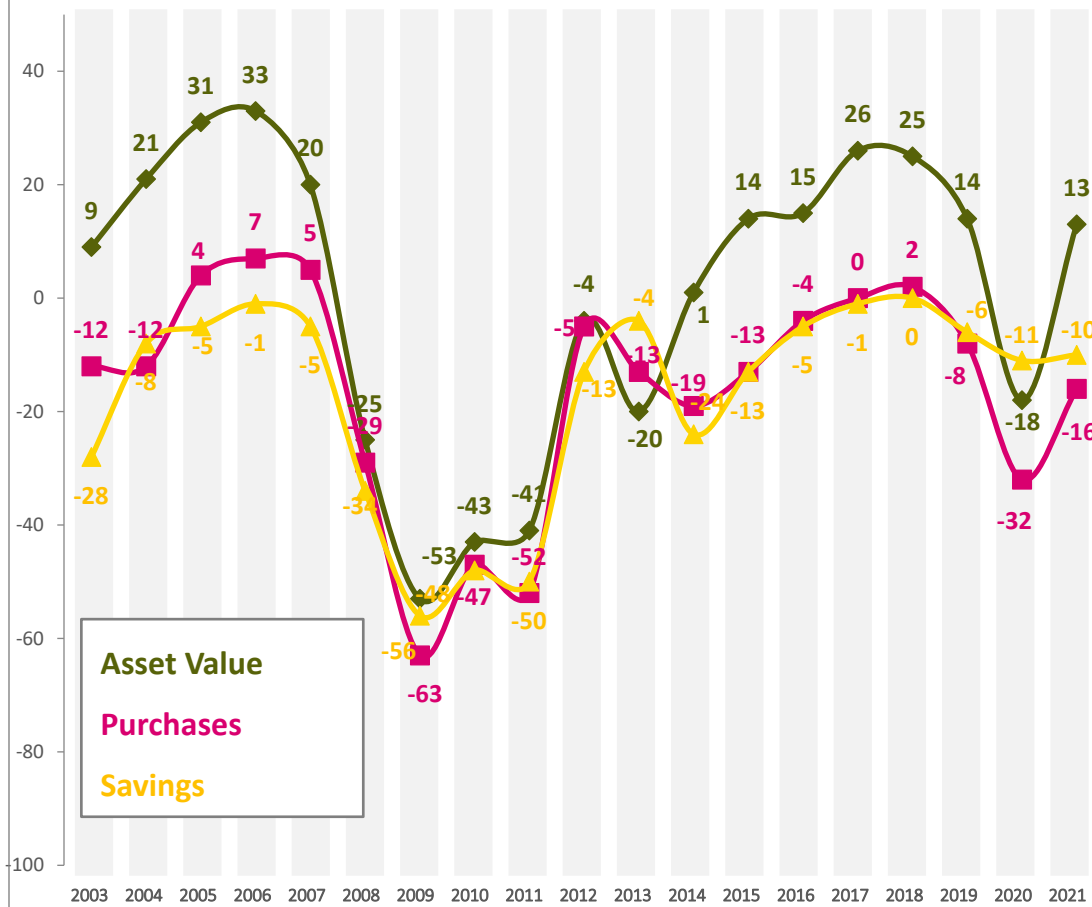
Q.5 Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

Balance Of Opinion in Summary - The Year Ahead

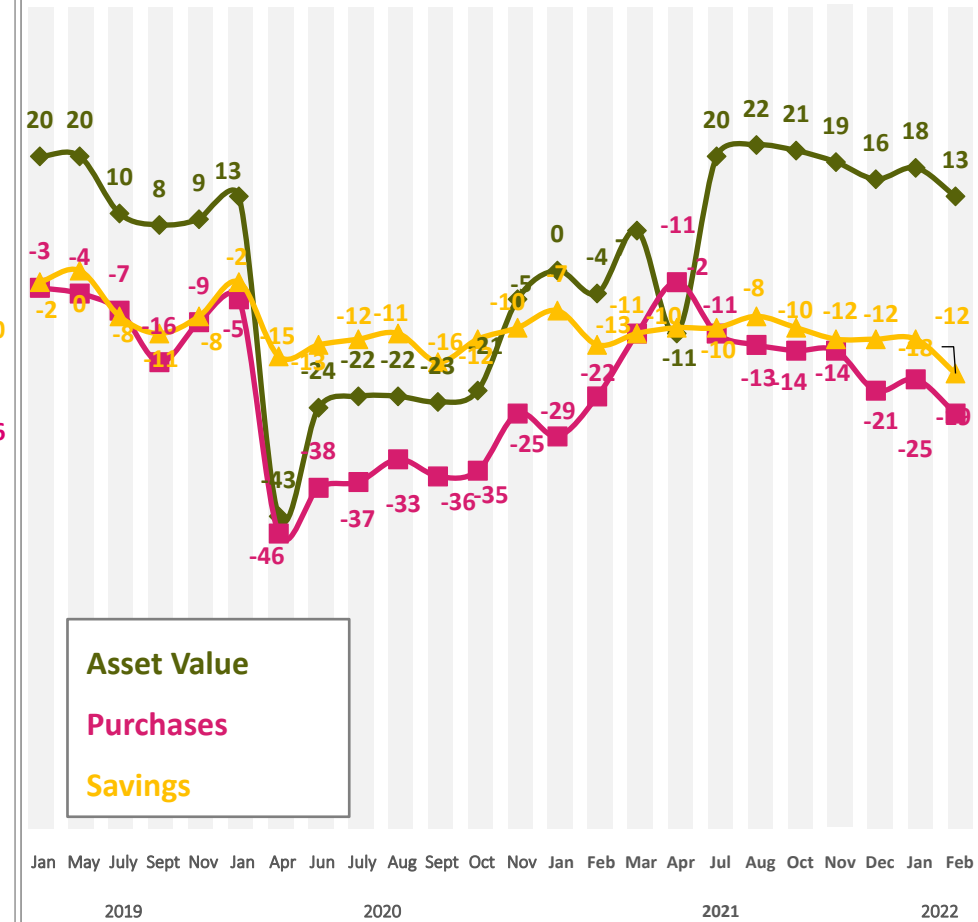
Expectations in regard to asset value, purchases, and savings



Long Term

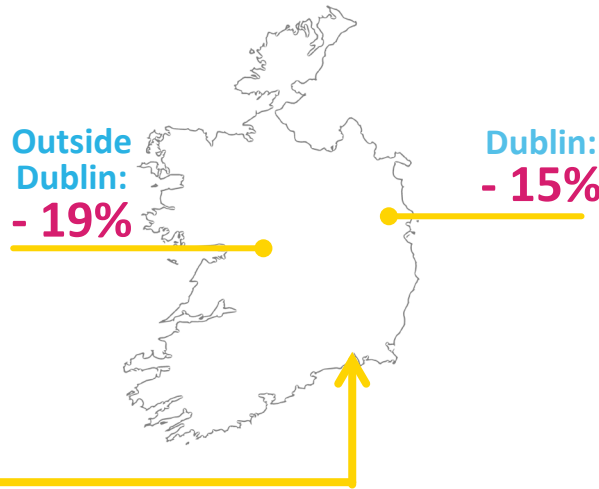
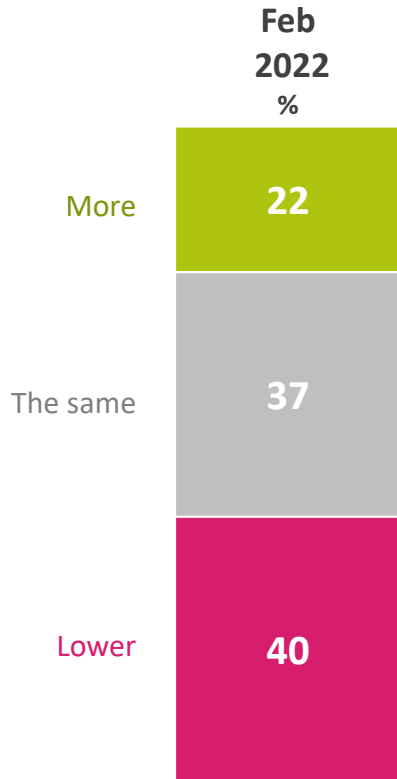
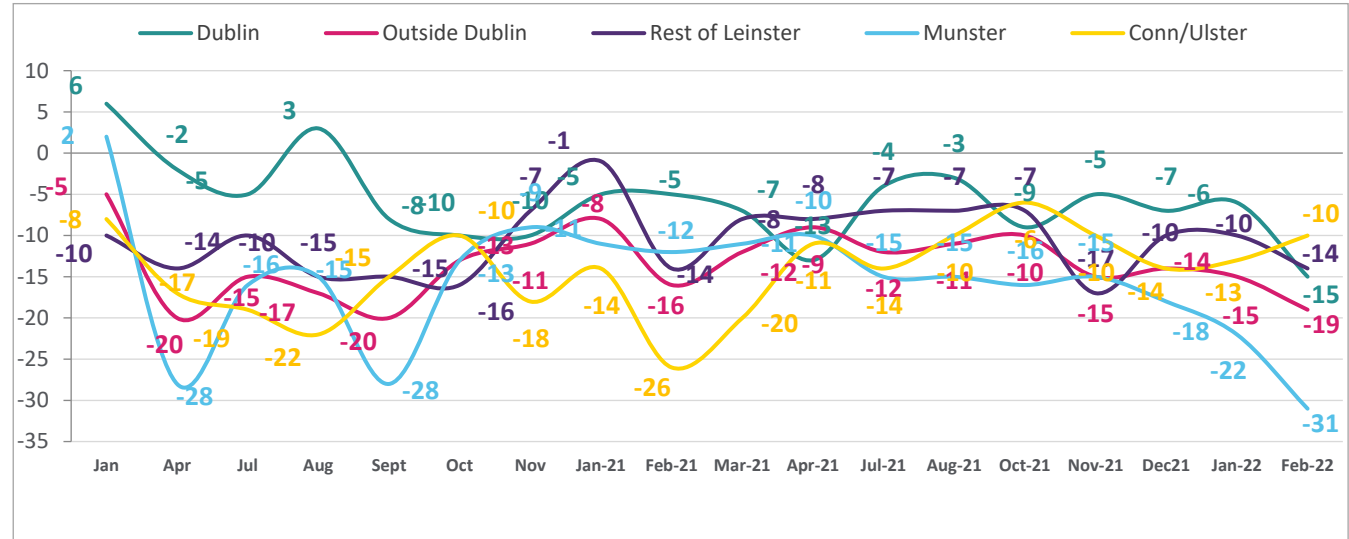


Short Term



Intention to save has fallen this month

Base: All Adults 16+



Those living outside Dublin are more likely to save less in the year ahead.

Year	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	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
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%

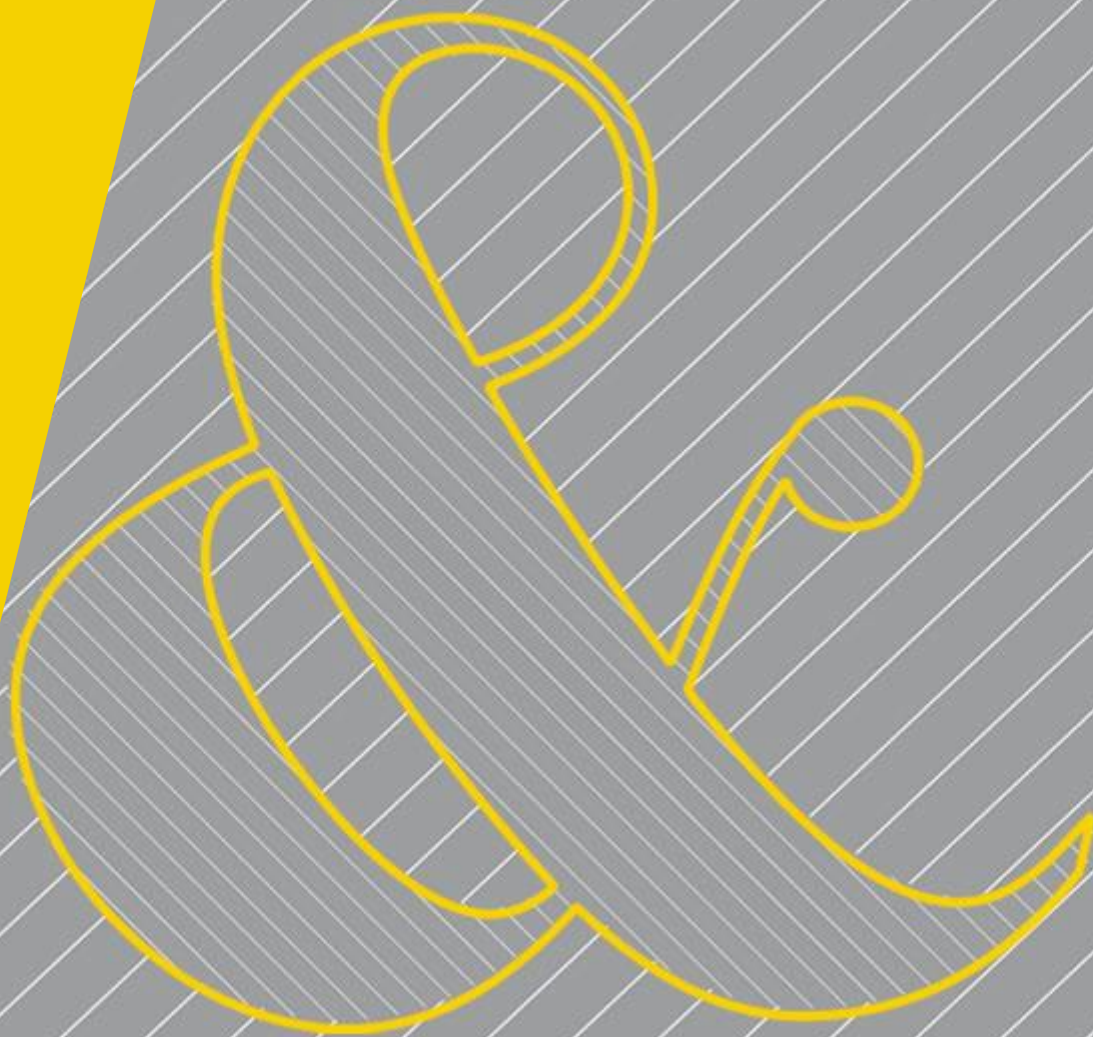
Q.8 Do you expect to save more, less or the same amount in the year ahead compared with the last twelve months?

Thank you.



RESEARCH
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Delve deeper