



RESEARCH
& INSIGHT

Consumer Confidence Tracker

June 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 1,019 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 10th-20th June 2022.

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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Key highlights

Rising prices and recession fears drive down consumer confidence

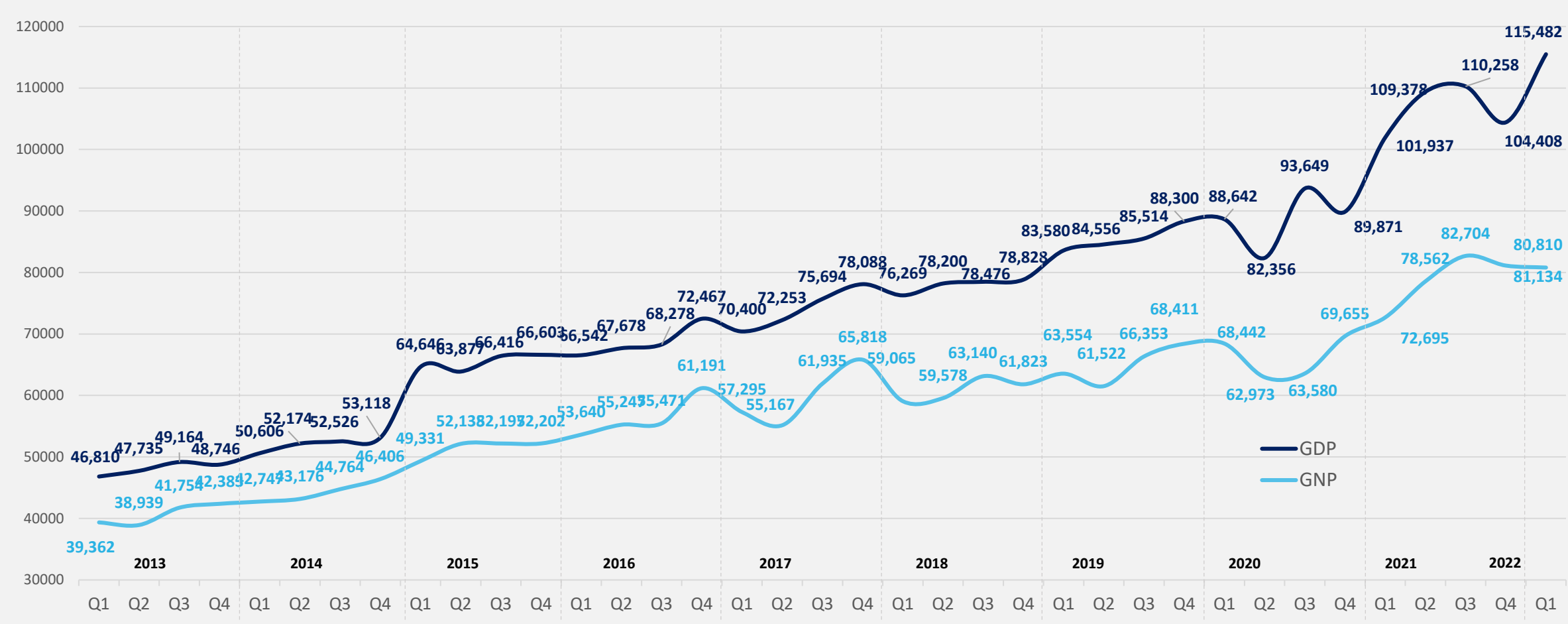
- This wave of the B&A Consumer Confidence Barometer was conducted from the 10th-20th June 2022.
- Following a slight increase in May, consumer confidence is down significantly from -57 in May to -72 for June, driven by high inflation and fears of an upcoming recession.
- 4 in 5 now believe the country will be worse off in the coming year, with less than 1 in 10 believing the country will be better off. This is the lowest level of consumer confidence since September 2020.
- Again, we see a stark difference between those living in and outside of Dublin. Women, older generations and lower social classes are also more pessimistic than the average.
- With rising prices, more than half expect their disposable income to be lower in the next 12 months.
- This is likely to have a significant, negative impact on both consumer spend and savings.
- Fears of an upcoming recession is also evident, with a decline in outlook for value of personal assets.





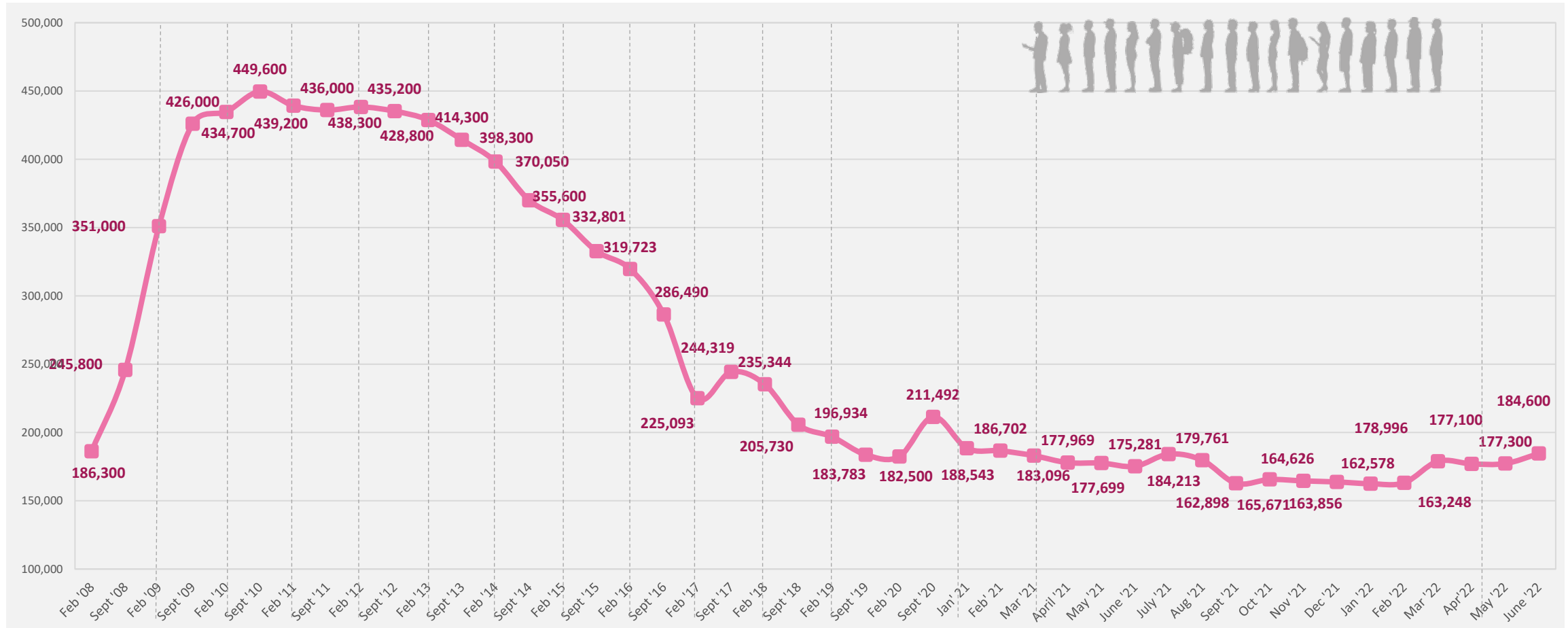
Macro context

The GDP bounces back in Q1 from the decline in Q4, while GNP sees a further slightly decline.



Source: www.CSO.ie
Quarterly National Accounts

Live register figures shows a slight increase in June 2022

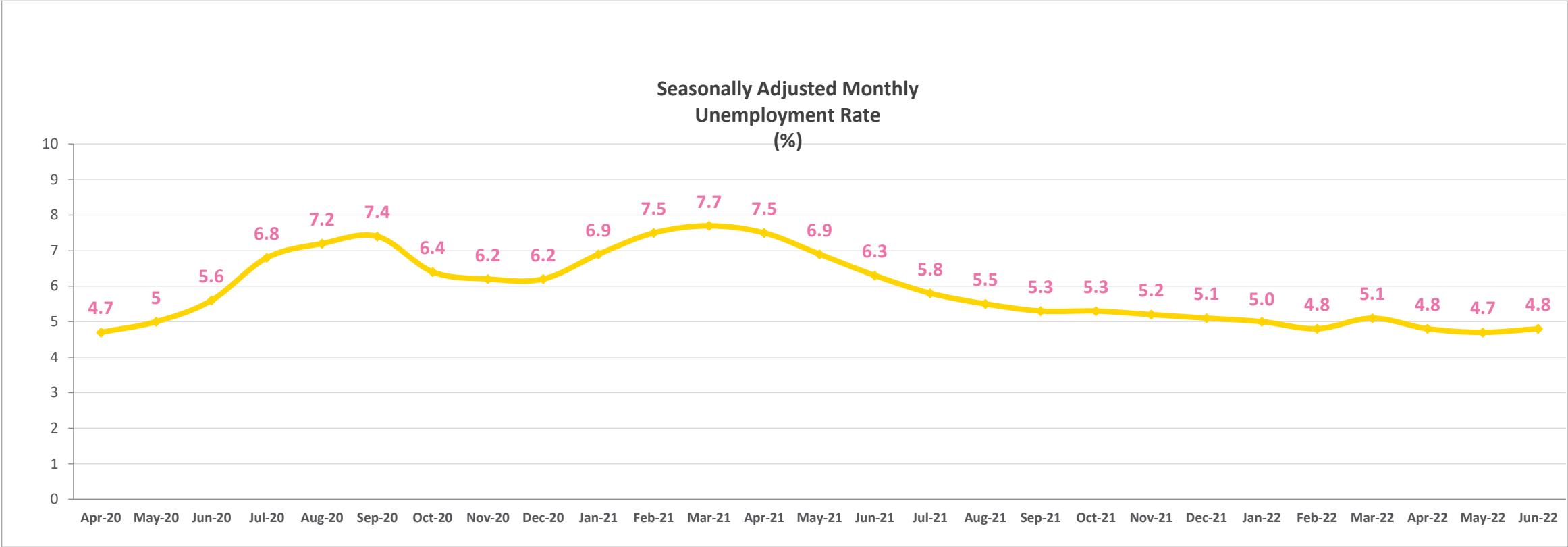


** The Live Register is not designed to measure unemployment. It includes part-time work e.g. seasonal & casual workers who work up to 3 days per week*

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

Seasonally Adjusted Monthly Unemployment Rate for June 2022 is 4.8%

Seasonally Adjusted Monthly Unemployment Rate

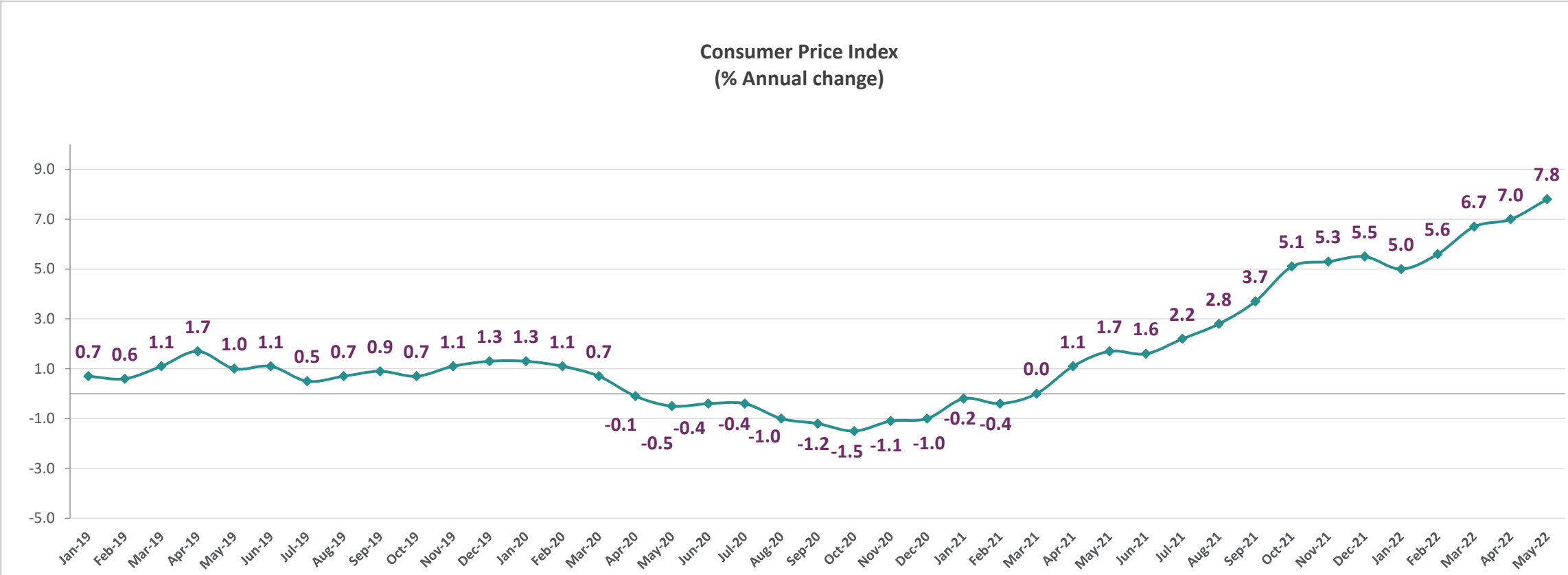


Source: CSO website (Seasonally Adjusted Monthly Unemployment Rate)

The seasonally adjusted unemployment rate for June was 4.8%, up very slightly from a rate of 4.7% in May but down significantly from 6.3% in June 2021. The seasonally adjusted number of persons unemployed was 134,900 in June compared to 128,100 in May. There was a decrease of 26,000 in the seasonally adjusted number of persons unemployed from a year earlier.

Inflation is very high, with prices up on average 7.8% over the last year

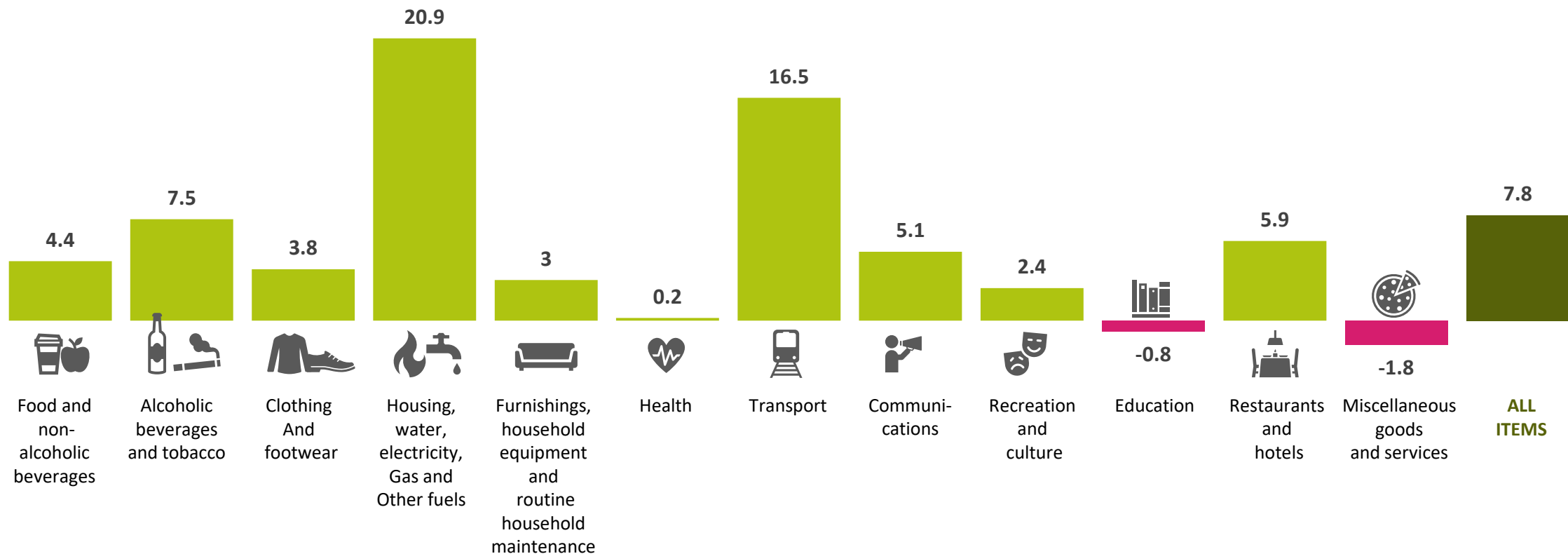
Consumer Price Index (% Annual change)



Source: CSO website Consumer Price Index (% Annual change)

While we see inflation across most sectors, it is particularly driven by utilities (+20.9%) and transport (16.5%)

Consumer Price Index by Sector (% Annual change)



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Reeling in the years: The history of inflation

Updated / Saturday, 11 Jun 2022 09:10

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By Robert Shortt

Economics Correspondent

IRISH

FARMERS JOURNAL

Lakeland Dairies drives on milk price once again

The milk processor announced the price it will pay for May milk supplied on Monday.

Lakeland Dairies forecasts that dairy markets will continue to provide "good returns for the foreseeable future".

Independent.ie

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Tighten your belts: cost of living is only going one way

With 'holiday hunger' now affecting schoolchildren, how can we arrest the slide towards gross inequality?

Food costs are soaring and worse may be to come

Wayne O'Connor

June 12 2022 02:30 AM

Independent.ie

News Opinion Business Sport Life Style Entertainment Travel

'I'm dreading to see how much it will cost' – Long-distance worker fears ever-rising diesel prices

Pinch: Olivia Dolly commutes from Castlebar to Ballina five days a week. Photo: Conor McKeown

Eavan Murray

June 15 2022 02:30 AM



Consumer confidence findings

Consumer confidence is down again, following concerns over rising prices

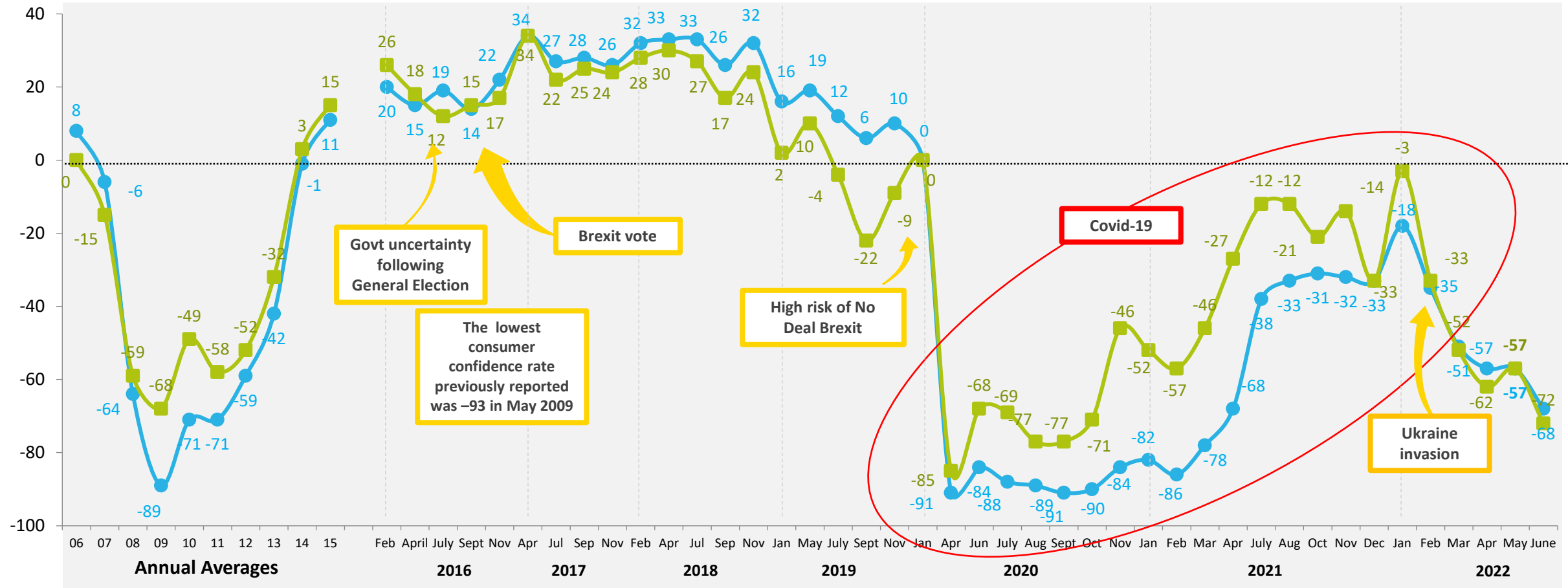
Current vs. Looking Forward

Looking forward
(Net Diff: Positive-Negative)



Dublin **-63%**

Outside Dublin **-75%**

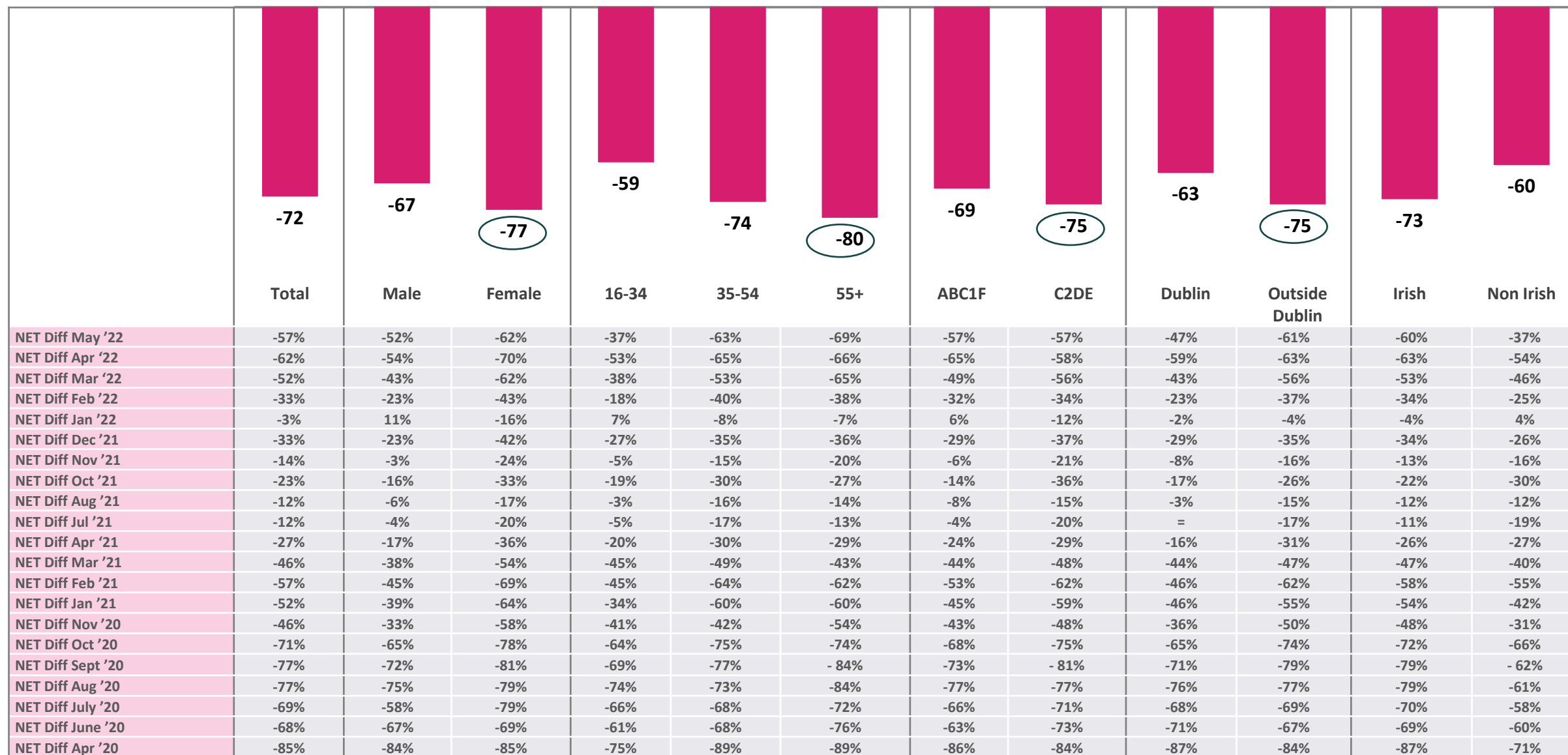


*Figures in the graph represent the net difference between those thinking the country will be economically better off minus those thinking it will be worse off.

Source: B&A Consumer Confidence Report

Females, older demographic, blue-collar and those living outside Dublin are the most pessimistic

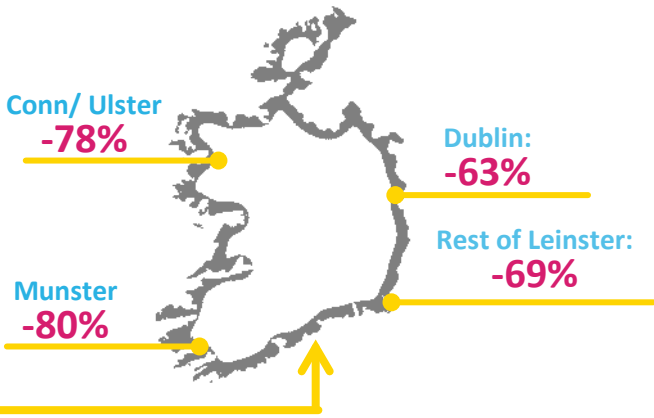
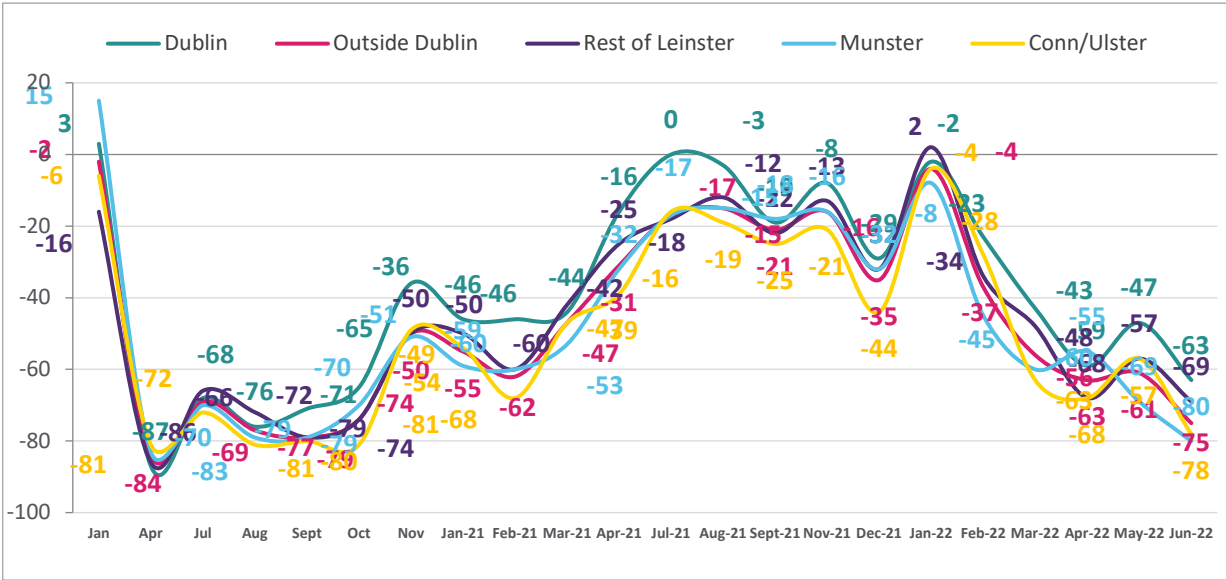
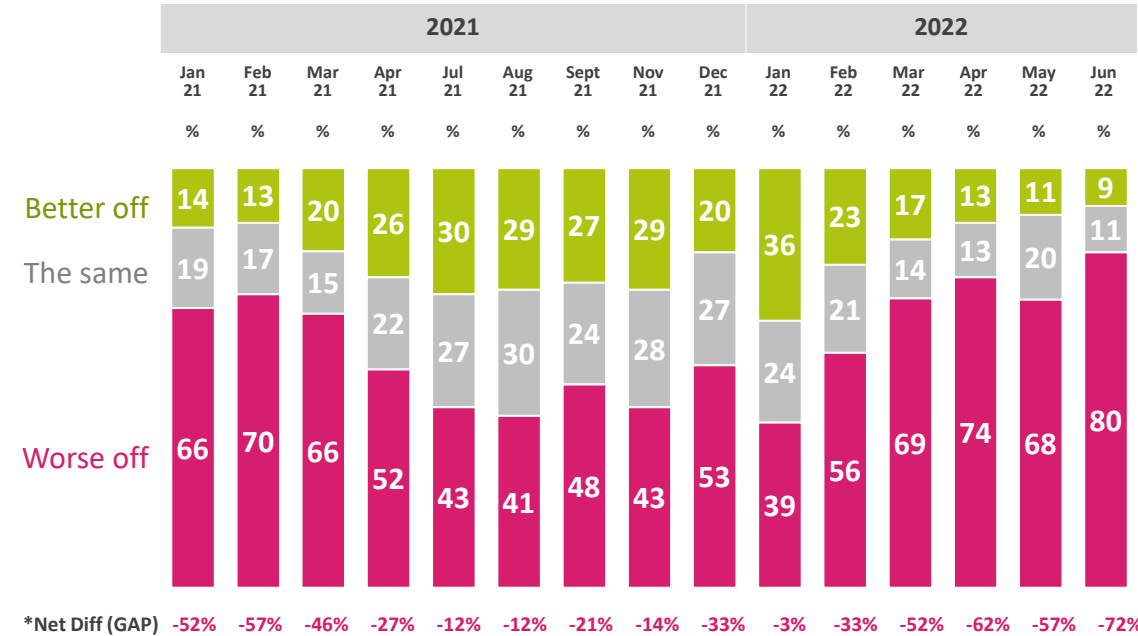
Base: All Adults 16+



Consumer confidence is down across all regions, with confidence being lowest in Munster and Connaught/Ulster

Base: All Adults 16+

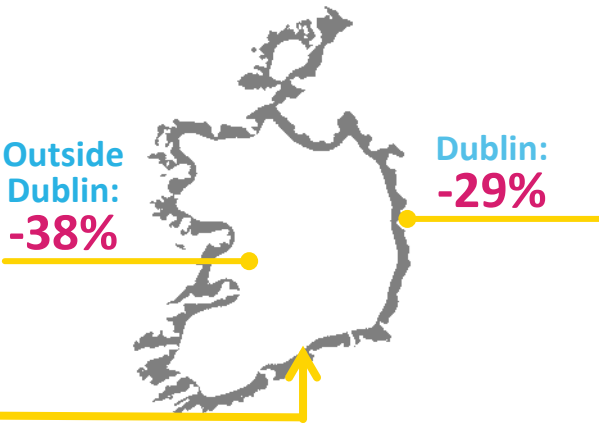
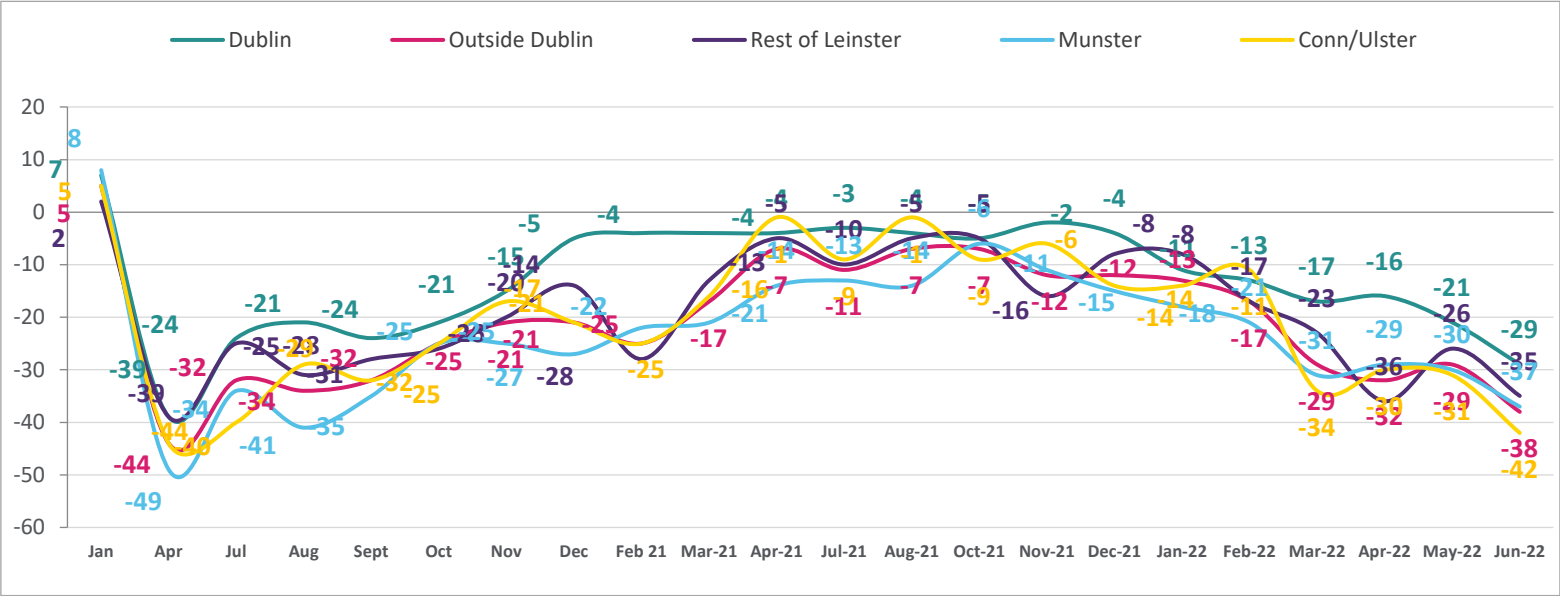
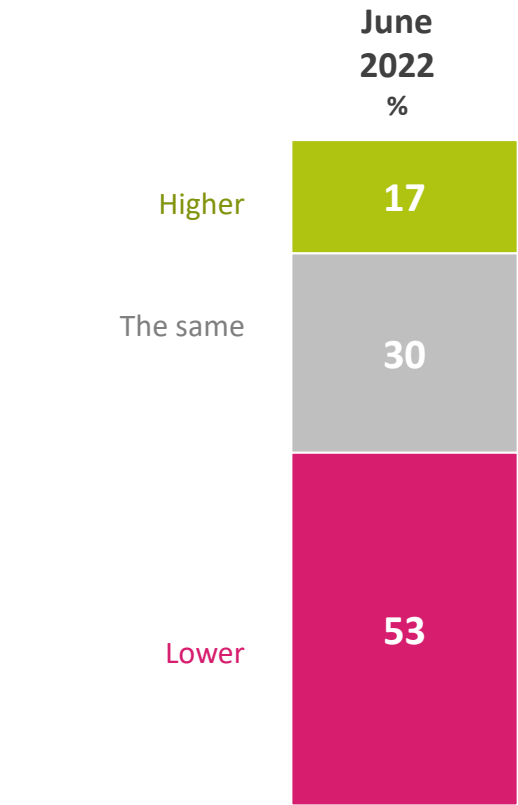
	Looking forward '21				Looking forward '22					
	Aug	Sept	Nov	Dec	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22
Dublin	-3	-19	-8	-29	-2	-23	-43	-59	-47	-63
Outside Dublin	-15	-21	-16	-35	-4	-37	-56	-63	-61	-75



	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	Mar 22	Apr 22	May 22	Jun 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%	-52%	-62%	-57%	-72%

More than half now believe their disposable income (after tax & inflation) will be lower next year

Base: All Adults 16+

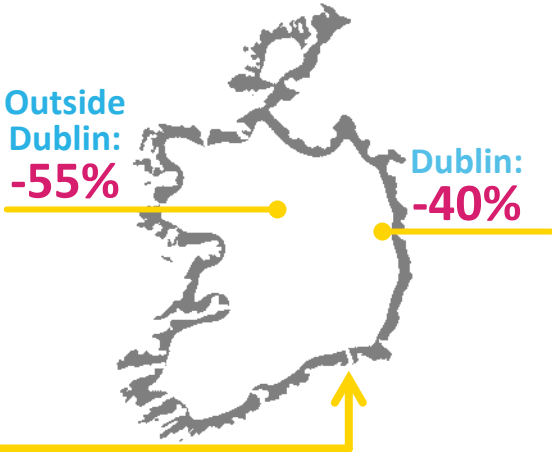
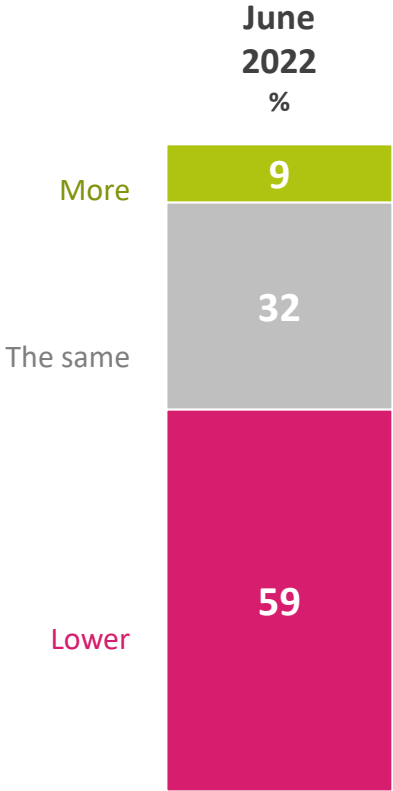
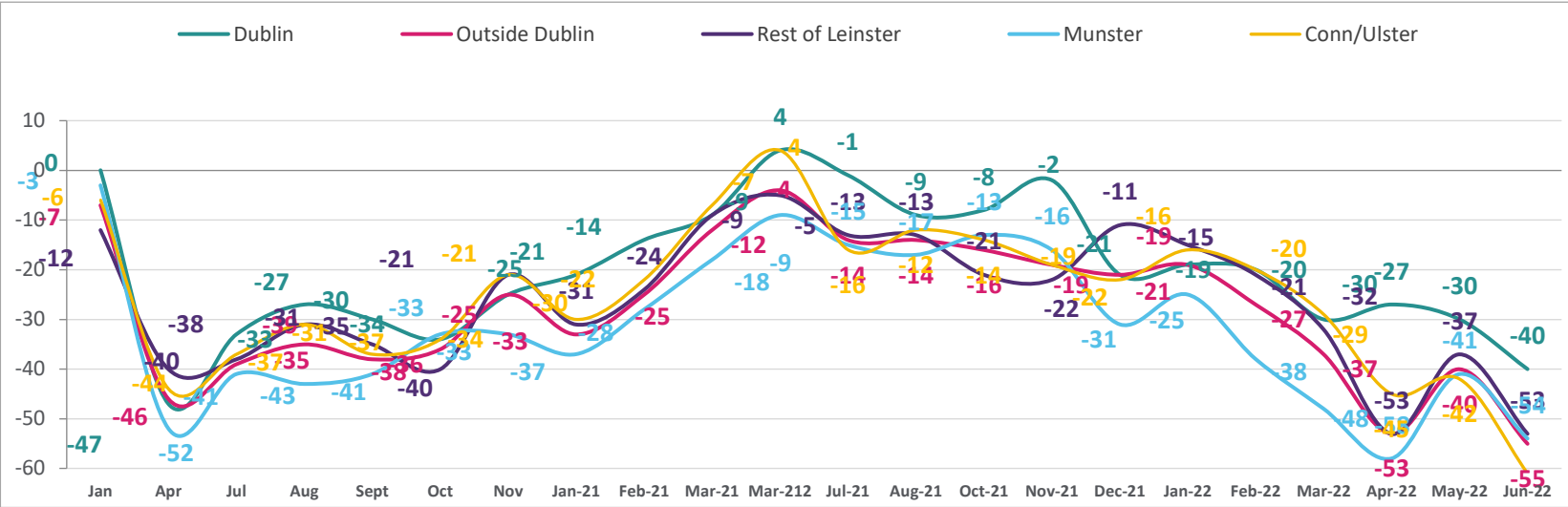


Both within and outside Dublin, consumers are pessimistic in relation to their disposable income in the year head

	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	Mar 22	Apr 22	May 22	Jun 22
Gap	-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%	-25%	-27%	-26%	-35%

Significant decline in spend intention for the year ahead, with 3 in 5 expecting to spend less

Base: All Adults 16+

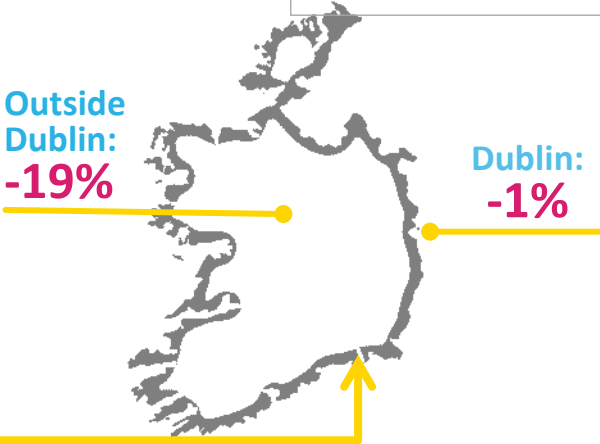
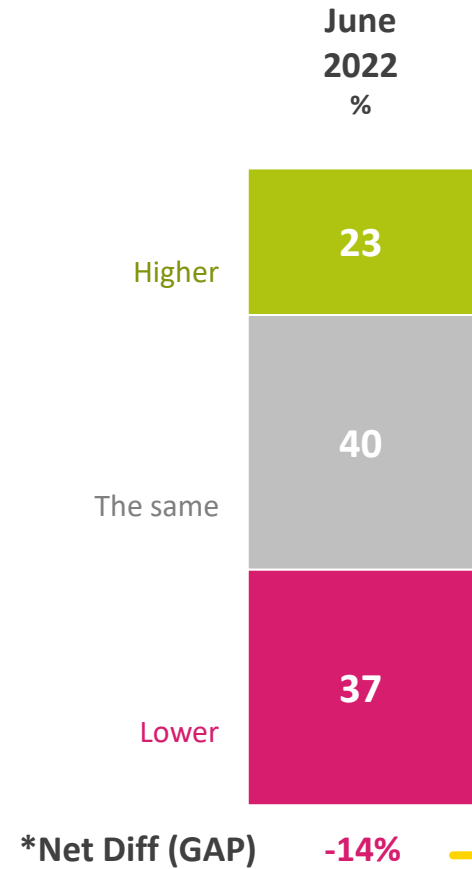


*Net Diff (GAP) -51%

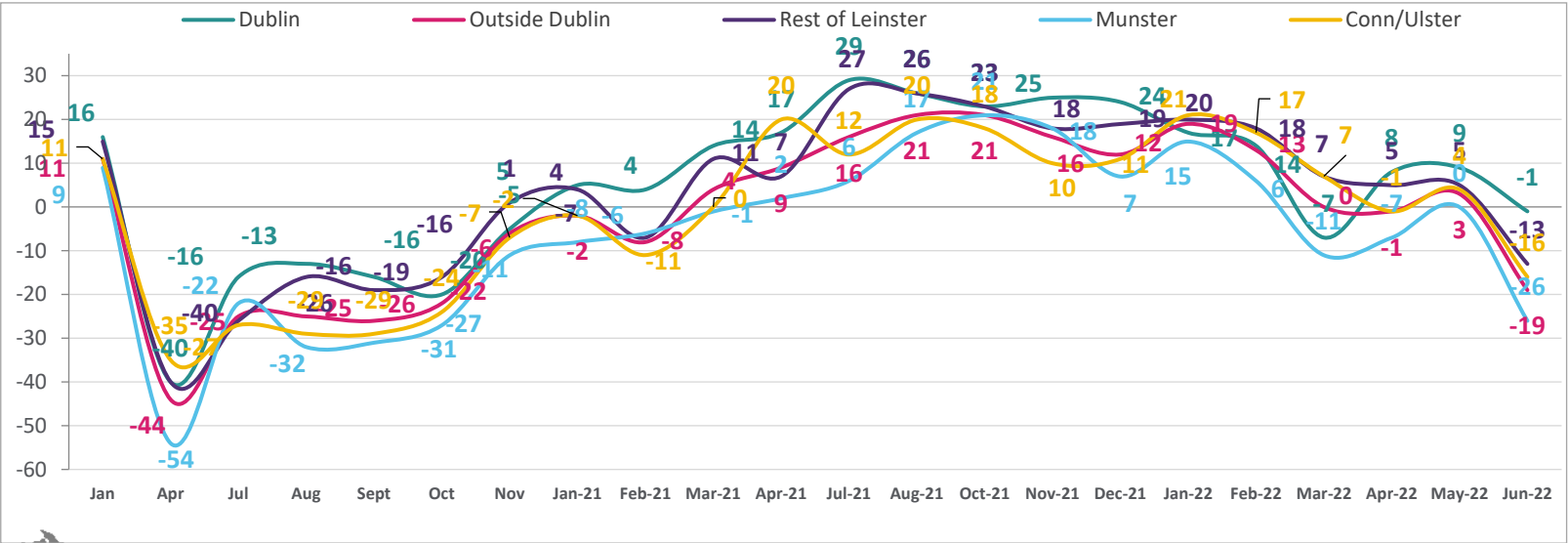
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Jan 19	May 19	July 19	Sept 19	Nov 19	Jan 20	Apr 20	Jun 20	July 20	Aug 20	Sept 20	Oct 20	Nov 20	Jan 21	Feb 21	Mar 21	Apr 21	Jul 21	Aug 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22
Gap	+5%	-29%	-63%	-47%	-52%	-45%	-37%	-19%	-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%	-35%	-45%	-37%	-51%

With increasing fears of a recession, outlook for value of personal assets is down and now net negative

Base: All Adults 16+



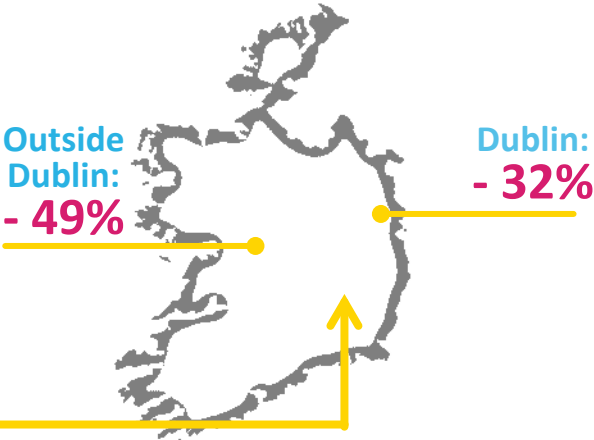
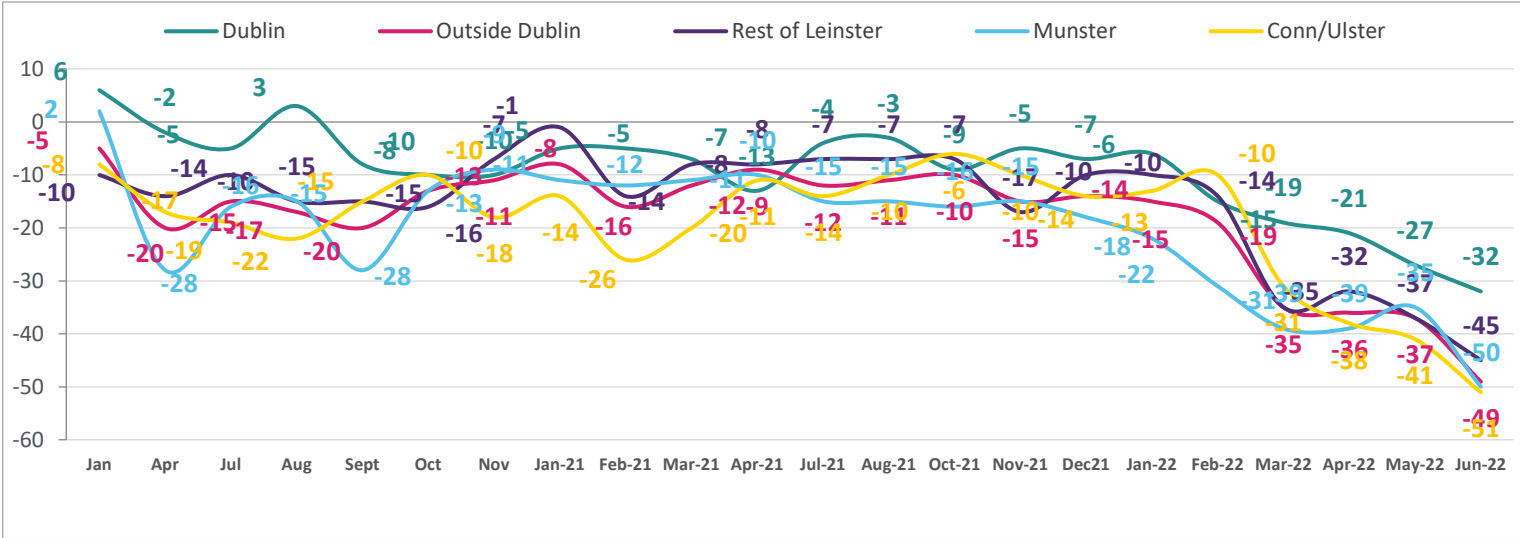
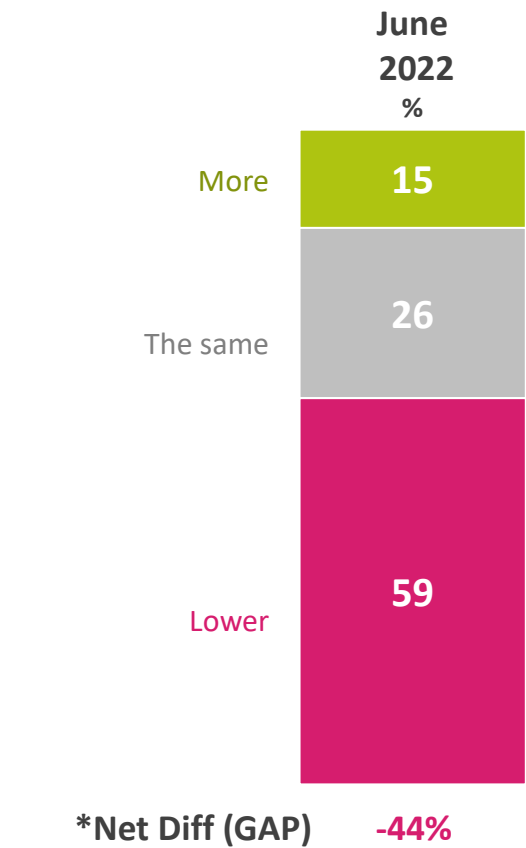
Dubliners are less pessimistic regarding value of personal assets.



	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	Mar 22	Apr 22	May 22	Jun 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%	-2%	+2%	+4%	-14%

3 in 5 expect to save less in the next 12 months - down from May

Base: All Adults 16+



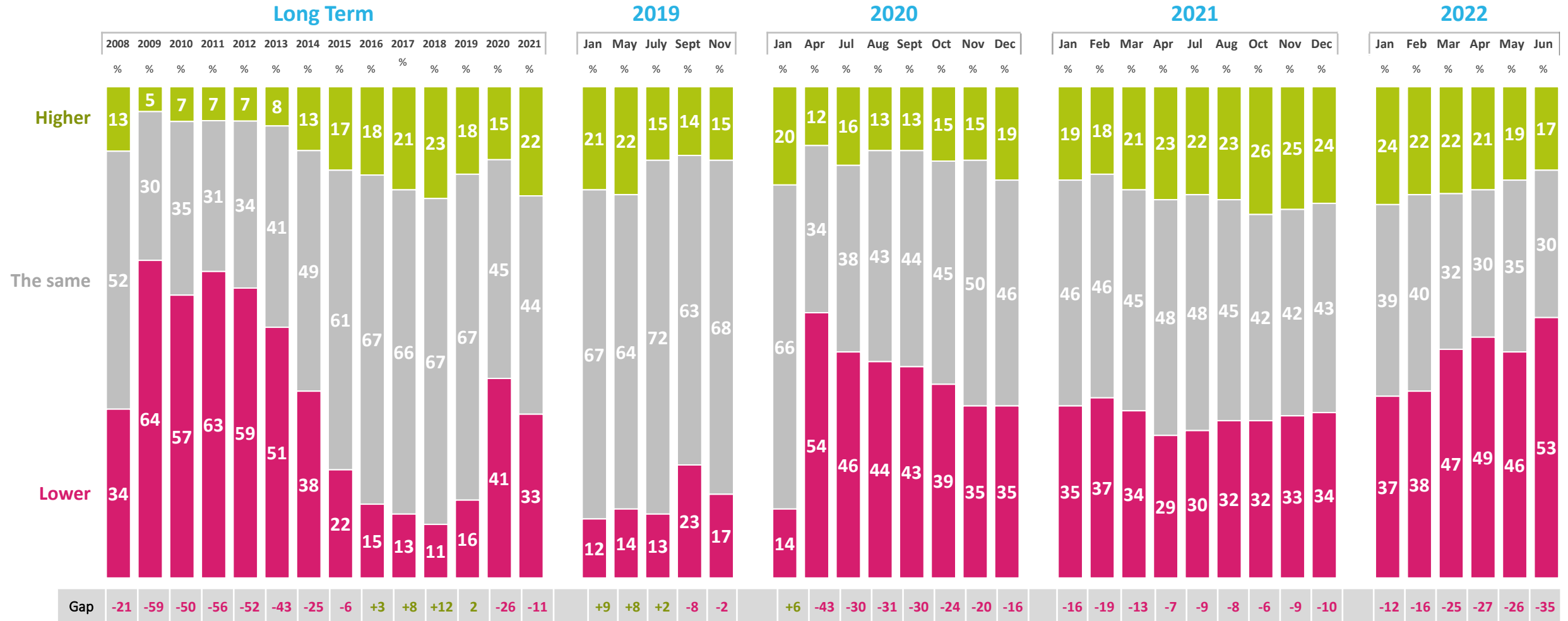
Saving intention is significantly lower for those who live outside of Dublin

	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	Mar 22	Apr 22	May 22	Jun 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%

Income Projections - Looking Forward YOY

Base: All Adults 16+

Expect it to be...

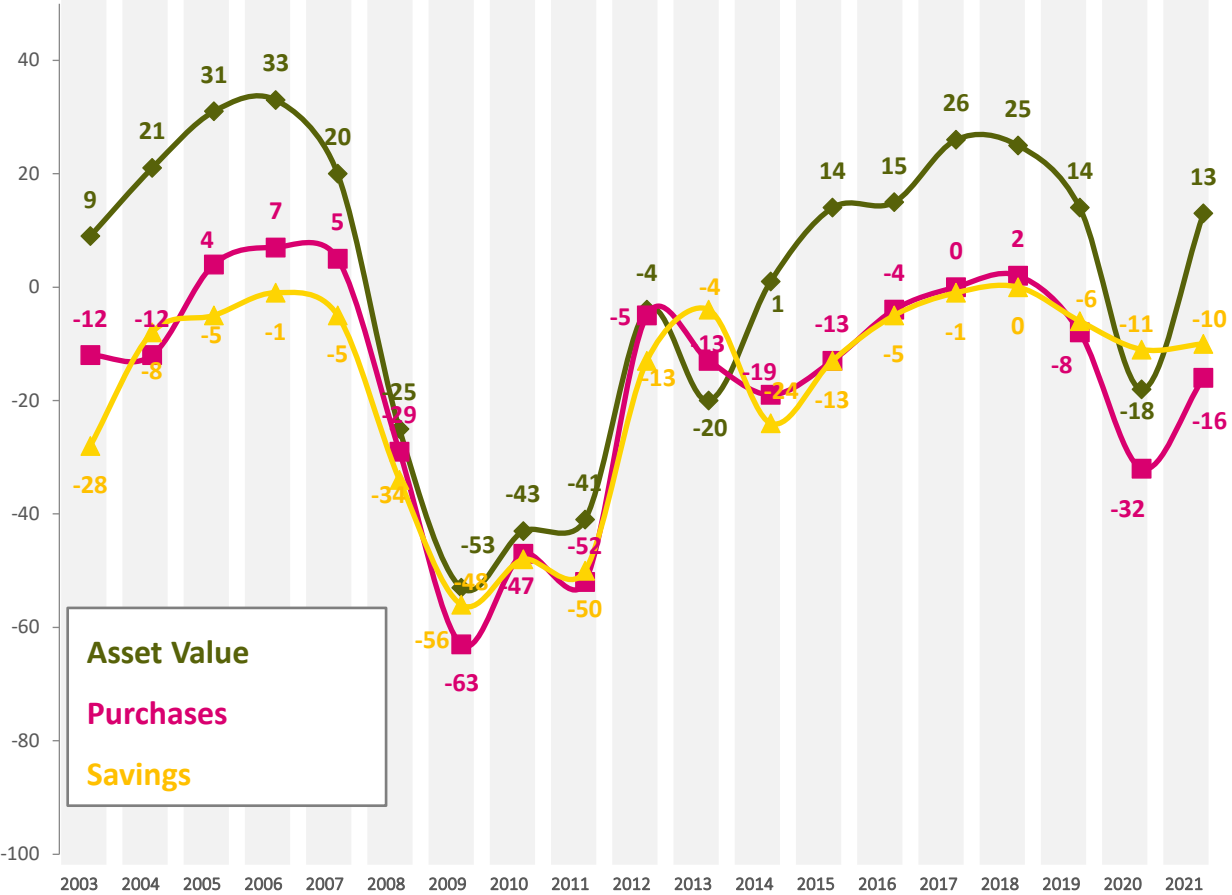


Balance Of Opinion in Summary - The Year Ahead

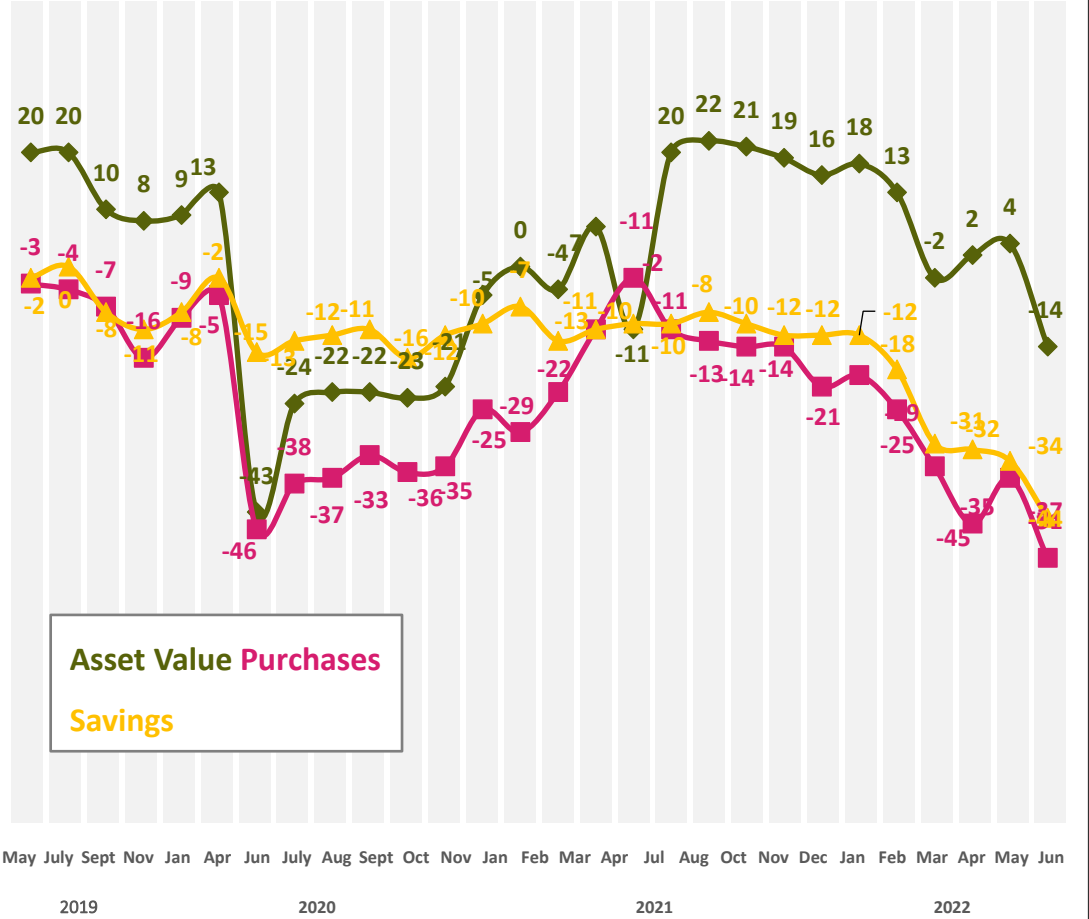
Expectations in regard to asset value, purchases, and savings



Long Term



Short Term



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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