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# Bank of Ireland economic pulse

January 2022



Regional  
Pulse

# Regional Pulse

## January 2022

“Looking beneath the bonnet of the Regional Pulses, glimmers of hope were evident in the January data.”

Dr Loretta O’Sullivan,  
Group Chief Economist, Bank of Ireland

The Bank of Ireland Regional Pulses bring together the views of households and firms around the country. The results for January 2022 (3 month moving average basis) show that sentiment was down in Dublin and Munster and broadly unchanged in the Rest of Leinster and Connacht/Ulster.

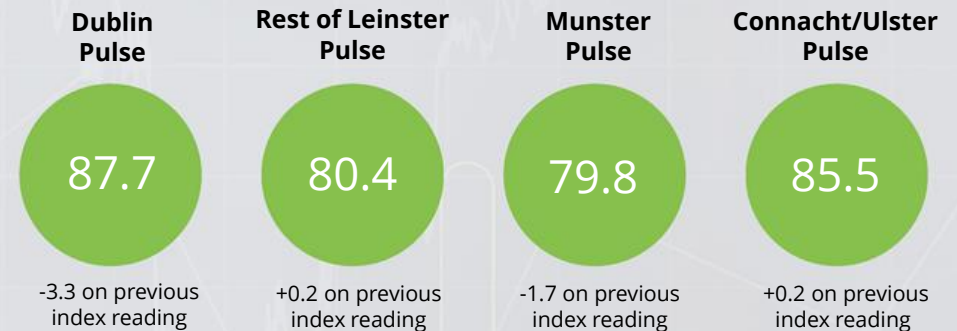
While restrictions were at play, this month’s survey also points to a cautious hope that the peak of the Omicron wave of the virus was nigh and that public health measures would be gradually relaxed in the near term. Reflecting this, households in all regions were more upbeat about the economic outlook, while firms in all regions revised up their expectations for business activity.

### KEY POINTS

- Regional Pulse readings mixed in January
- Restrictions at play
- But Omicron fears receding

### REGIONAL PULSES

Three Month Moving Averages



Rest of Leinster refers to Leinster excluding Dublin. Ulster only refers to Cavan, Donegal and Monaghan.

# Regional Pulse

## January 2022

### GENERAL ECONOMIC SITUATION

Past 12 Months

	Dublin	Rest of Leinster	Munster	Connacht/Ulster
↗	4%	4%	2%	4%
↖	15%	16%	17%	16%
No Change	16%	13%	14%	11%
↘	36%	43%	35%	33%
↙	26%	21%	30%	33%
Balance	-33%	-31%	-37%	-37%
Change on previous reading	-6	+11	+7	+5

### HOUSEHOLD FINANCIAL SITUATION

Past 12 Months

	Dublin	Rest of Leinster	Munster	Connacht/Ulster
↗	5%	2%	3%	6%
↖	19%	18%	16%	21%
No Change	52%	55%	55%	49%
↘	16%	18%	18%	18%
↙	8%	6%	7%	7%
Balance	-1%	-4%	-5%	+1%
Change on previous reading	-4	+4	+3	+6

### GENERAL ECONOMIC SITUATION

Next 12 Months

	Dublin	Rest of Leinster	Munster	Connacht/Ulster
↗	6%	4%	4%	6%
↖	36%	32%	34%	32%
No Change	16%	23%	19%	14%
↘	27%	24%	24%	30%
↙	10%	15%	14%	16%
Balance	0%	-7%	-5%	-9%
Change on previous reading	+3	+6	+12	+10

### HOUSEHOLD FINANCIAL SITUATION

Next 12 Months

	Dublin	Rest of Leinster	Munster	Connacht/Ulster
↗	9%	7%	5%	7%
↖	28%	20%	21%	26%
No Change	43%	51%	53%	47%
↘	12%	16%	17%	13%
↙	5%	3%	2%	6%
Balance	+12%	+6%	+5%	+8%
Change on previous reading	-1	+3	+5	+10

# Regional Pulse

## January 2022

### House Price and Rents Expectations

#### DUBLIN

Next 12 Months

Change		House Prices	Rents
> 5%	↑ Increase	43%	35%
1% - 5%		36%	36%
Stay more or less the same		14%	23%
1% - 5%	↓ Decrease	1%	1%
> 5%		1%	1%
Balance		+59%	+52%
Change on previous reading		-5	+2

#### REST OF LEINSTER

Next 12 Months

Change		House Prices	Rents
> 5%	↑ Increase	34%	32%
1% - 5%		41%	37%
Stay more or less the same		18%	25%
1% - 5%	↓ Decrease	3%	1%
> 5%		2%	2%
Balance		+51%	+47%
Change on previous reading		-4	-1

#### MUNSTER

Next 12 Months

Change		House Prices	Rents
> 5%	↑ Increase	37%	28%
1% - 5%		41%	45%
Stay more or less the same		16%	23%
1% - 5%	↓ Decrease	2%	2%
> 5%		2%	1%
Balance		+54%	+49%
Change on previous reading		-6	-3

#### CONNACHT/ULSTER

Next 12 Months

Change		House Prices	Rents
> 5%	↑ Increase	39%	29%
1% - 5%		39%	40%
Stay more or less the same		17%	26%
1% - 5%	↓ Decrease	4%	2%
> 5%		0%	2%
Balance		+57%	+47%
Change on previous reading		+4	-5

# Regional Pulse

## January 2022

### BUSINESS ACTIVITY

Past 3 Months	Change on previous reading	
	Balance	
Dublin	+19%	-8
Rest of Leinster	+8%	-13
Munster	+14%	+2
Connacht/Ulster	+10%	+2

### BUSINESS ACTIVITY

Next 3 Months	Change on previous reading	
	Balance	
Dublin	+40%	+21
Rest of Leinster	+29%	+18
Munster	+29%	+16
Connacht/Ulster	+24%	+22

### JOBS

Past 3 Months	Change on previous reading	
	Balance	
Dublin	+2%	-1
Rest of Leinster	+3%	-1
Munster	0%	-5
Connacht/Ulster	+3%	-2

### JOBS

Next 3 Months	Change on previous reading	
	Balance	
Dublin	+14%	-3
Rest of Leinster	+17%	+5
Munster	+14%	+6
Connacht/Ulster	+13%	+6

# Background

## THE ECONOMIC PULSE

Bank of Ireland's new economic indicator for Ireland – the Economic Pulse – is based on a series of surveys. Each month households and firms are asked for their views on a wide range of topics including the economy, their financial situation, spending plans, house price expectations, business activity and hiring intentions. Key business sectors such as industry, services, retail and construction are covered, as well as regions. The information gathered is combined into high level indices, with responses to individual questions also provided along with analysis and insights.

## GATHERING THE DATA

Ipsos MRBI are undertaking the fieldwork for the surveys on behalf of Bank of Ireland. A best practice approach to data collection and methodology has been adopted within a harmonised EU framework.

1000 households, 300 firms in industry, 500 services firms, 350 retailers and 200 construction firms participate in the surveys each month.

## USING THE INFORMATION

Business and consumer surveys provide essential information for economic surveillance, short-term forecasting and research.

They are also useful for policymakers, as well as helping firms with business planning.

Survey data are a key complement to official statistics, with high frequency and timeliness among their main qualities.

## THE EU DIMENSION

Bank of Ireland is partnering with the European Commission on the surveys. The data collected feed into the Joint Harmonised EU Programme of Business and Consumer Surveys. This is a Europe-wide sentiment study which has been running since the 1960s. The data generated within this framework are particularly useful for monitoring economic developments at EU and Euro area level and also allow the situation in Ireland to be compared with that of other Member States.

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**Note:** Balances are calculated as the difference between positive and negative responses (using weighted averages for questions with multiple options).

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