

Consumer confidence falls 4.4 points in September to 102.7.

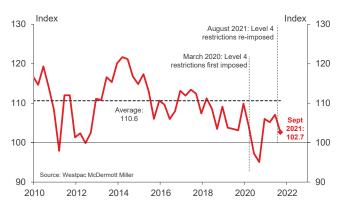
- Confidence among New Zealand households has dropped back in the wake of the latest lockdown. However, the drop in confidence has been much less stark than we saw last year when Covid first arrived on our shores.
- While households are nervous about the economic outlook, they're still feeling fairly secure about their personal financial situation.
- Widespread disruptions to global supply chains and rising shipping costs appear to be weighing on spending appetites.
- There are some big differences in confidence levels across the country. While confidence has fallen in Auckland and throughout the South Island, confidence has actually risen in many parts of the North Island.

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Consumer confidence indices

	Sep-21	Jun-21	Change	Average
Consumer Confidence Index	102.7	107.1	-4.4	110.6
Present Conditions Index	95.6	98.3	-2.7	108.0
Expected Conditions Index	107.4	112.9	-5.5	112.4
Current financial situation	-3.6	-5.4	1.8	-8.5
Expected financial situation	16.1	16.7	-0.6	11.5
1-year economic outlook	-5.6	4.4	-10.0	-2.9
5-year economic outlook	11.5	17.7	-6.2	28.5
'Good time to buy'	-5.2	2.0	-7.2	24.6

Consumer confidence



Down, but not out.

Since our last survey in June, economic confidence among New Zealand households has taken a knock. That's not a surprise given the dialling up of the Alert Level in recent weeks. However, what was surprising was the extent of the drop in confidence that we've seen. In September our Westpac McDermott Miller Consumer Confidence Index fell 4.4 points, taking it to a level of 102.7. That was a much more

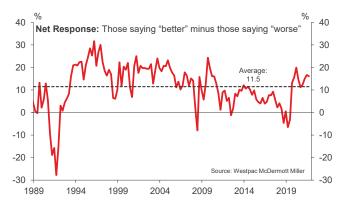


modest fall than we saw in June last year after Covid first arrived on our shores and when confidence dropped to an 11-year low of 97.2.

Digging under the surface, there is growing nervousness about the outlook for the economy over the coming years. But despite concerns about the broader economic landscape, most households are still feeling relatively upbeat about their own financial situation. In fact, an increasing number of households have told us that their financial position has improved over the past year. And most of those we spoke to expect that their finances will continue to strengthen over the year ahead.

This latest lockdown has resulted in tough times for many families across the country. But overall, it looks like households are taking this latest hurdle in their stride. That bodes well for economic conditions when Alert Level settings are eventually dialled back. We're expecting a fairly rapid recovery in economic activity through the final months of this year (just as we saw last year when lockdown conditions were eased).

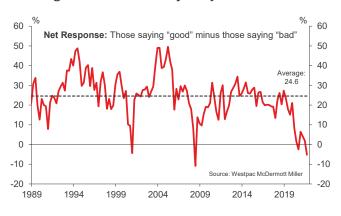
Do you expect to be better or worse off financially in a year's time?



I want it now.

The major factor that has been weighing on household sentiment has been weakness in spending appetites. The number of households who think it's a good time to buy a major household item has now dropped to its lowest level in over a decade.

Is this a good or bad time to buy a major household item?



Rather than signalling a reluctance to spend, this likely reflects the widespread disruptions to global supply chains and rising shipping costs. Those factors have limited the availability of many consumer goods and seen prices for many items pushing higher. But while there are challenges procuring goods, those retailers who have been able to source stocks have actually reported solid levels of consumer demand.

Not quite a North-South split.

While the overall level of confidence has dropped, there are some notable differences across the country. As expected, confidence levels in Auckland have dropped sharply with ongoing strict restrictions on activity weighing on household sentiment and economic activity more generally.

However, there's actually been larger drops in confidence across many parts of the South Island, including Nelson, Southland and Otago. In part, that's likely to reflect the significant and continuing disruptions to the hospitality and tourism sectors, which are major contributors to economic activity and employment in regions like Queenstown.

In contrast, confidence levels have actually increased in Northland and in central North Island regions like the Bay of Plenty and Manawatu-Whanganui. That may reflect that many of those regions have strong agricultural backbones. As a result, many regional economies have been less affected by the reimposition of social distancing requirements (which have been a larger drag on conditions in those areas where services account for a larger share of the economy, like Auckland, Wellington and in tourist hotspots).

Our upcoming Westpac McDermott Miller Regional Economic Confidence report (out 29 September) will take a closer look at the trends in confidence across the country.

Consumer confidence by region

	Sep-21	Jun-21	Change
Northland	103.2	101	2.2
Auckland	101.4	108.6	-7.2
Waikato	105.8	105.2	0.6
Bay of Plenty	107.9	103.4	4.5
Gisborne/Hawke's Bay	101.5	102.6	-1.1
Taranaki/Manawatu-Whanganui	103	98.3	4.7
Wellington	106.7	113.1	-6.4
Nelson/Marlborough/West Coast	98.8	109.3	-10.5
Canterbury	103.2	109.5	-6.3
Otago	94.3	104.6	-10.3
Southland	97.8	110.1	-12.3
Nationwide	102.7	107.1	-4.4

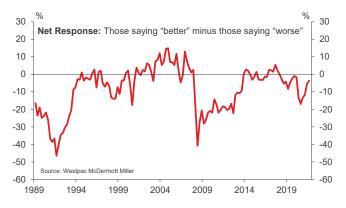
Survey description.

The Westpac McDermott Miller Consumer Confidence Index summarises the net balance of optimistic/pessimistic responses to five questions: how households' financial situation has changed over the past year; whether now is a good time to buy a major household item; how households expect their financial situation to change over the coming year; and near term and longer-term prospects for the New Zealand economy as a whole.

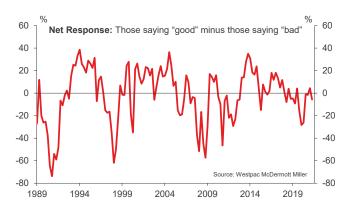
The first two of these questions are summarised in the Present Conditions Index, and the last three are summarised in the Expected Conditions Index. An index number over 100 indicates that optimists outnumber pessimists, though the series may be above or below 100 on average. The survey also includes questions on respondents' spending on entertainment and eating out, and on what they would do with a \$10,000 windfall.

Survey interviews were conducted over the period 1-11 September 2021. The sample size was 1,557.

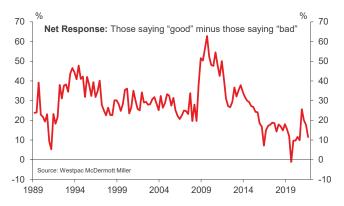
Are you better or worse off financially than a year ago?



Do you expect good or bad economic times over the next 12 months in New Zealand?



Do you expect good or bad economic times over the next 5 years in New Zealand?



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