WESTPAC CARD TRACKER 4 NOVEMBER 2022.

WESTPAC INSTITUTIONAL BANK

Discretionary spend cools as cost & rate rises start to bite

- The Westpac Card Tracker Index continues to point to a slowdown in consumer spending. The Index averaged 132.9 over the two weeks to Oct 29, down 3.2pts from the 136.1 average over two weeks to Oct 8. While the index remains at a high level, implying consumer-related card activity is nearly a third above the levels seen in 2019, the flattening profile and strong lift in prices suggests growth in real consumer spending is starting to stall.
- The detail shows a notable cooling in hospitality and housingrelated spend. This has been partially offset by strong gains in health-related, education and fuel spend much of which looks to be price rather than volume-driven. The state detail shows a more pronounced slowing in NSW, Vic and Qld with SA and WA sustaining solid gains. This is consistent with higher interest rate sensitivity and weaker housing markets in the big eastern states.

1. Westpac Card Tracker Index*



* revised measure - see p9 for more details on recent changes to the Index.

- The online share of transactions has continued to drift lower, accounting for just under 39% of non-travel domestic transactions through Aug-Oct - comparable to the average pre-COVID share. Note however that this and other detailed card data is only available on non-seasonally adjusted basis. Seasonal shifts may be contributing to recent softness, e.g. in hospitality and the lift in education spending. It may also account for the relatively low share of online sales with a string of online-focussed sales events due in coming weeks.
- Indeed, Nov shapes as a massive test for demand, with the Melbourne Cup, 'Click Frenzy', Black Friday and 'Cyber Week' events set to give a definitive read on the consumer. It will also be intriguing to see how retailers approach these events in terms of pricing.

"... Melbourne Cup, 'Click Frenzy', Black Friday and 'Cyber Week' events set to give a definitive read on the consumer."

The **Westpac Card Tracker** presents indicators based on the millions of credit and debit card transactions processed by Westpac every day. The measures are a timely guide to shifts in spending. See p9 for a full explanation.

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Card activity holding quarterly but stalling monthly

2. Card activity and spending: growth momentum



3. Consumer spending: selected indicators



- The slowdown in card activity is most apparent in the latest weekly and monthly trends, meaning they are still fairly tentative in nature. Chart 2 shows quarterly momentum in the Westpac Card Tracker Index - i.e. the 3mths to Oct compared to the 3mths to Jul - is holding at a pace consistent with quarterly nominal consumer spending running at 1.5%qtr. With inflation currently tracking close to 2%qtr, this implies real spending growth is almost stalled flat.
- The Oct month, and especially the last 4wks, are weaker still. As Chart 3 highlights, activity stalled flat in Oct and has declined materially on a rolling 4wk avg basis. That said, this stops short of being a definitive signal. Our redesigned index measure (see <u>here</u> for more) makes it easier to compare weekly and monthly changes but there is still a high degree of noise in the card data.

qtly%ch	Q1	Q2	Q3	latest^				
Westpac Card Tracker*	1.7	6.2	2.0	2.4				
Other indicators (nominal)								
Household spending*	2.7	6.4	-0.4	n.a.				
Turnover*	6.4	6.4	4.7	n.a.				
Consumer spending (q	tly)#							
Nominal	4.4	4.3	n.a.	n.a.				
Real	2.7	2.6	n.a.	n.a.				

All series are seasonally adjusted, latest is latest weekly obs (12wks %ch on previous 12wks) or latest monthly obs (3mths %ch on previous 3mths). See p9 for more details. * * ABS experimental measures. Household spending indicator based on bank transaction data (seasonally adjusted by Westpac). Turnover based on BAS returns for consumer-sector businesses. Q3 is based on quarter to date: #Consumer spending excludes housing costs.

Sources: ABS, Westpac Group

Discretionary categories soften, essentials rising

4. Card activity by major category



5. Card activity by state



- By category, slowing is more apparent in discretionary services - hospitality in particular. Growth in card activity in discretionary goods categories has also moderated, particularly for housing-related segments.
- In contrast, card activity in essentials categories has been rising strongly. Some of this reflects price effects
 the end of temporary halving in fuel excise tax.
 Prospective increases in areas like electricity are yet to flow through.
- By state, the moderation is most apparent in NSW, Vic and Qld, with momentum sustaining at a strong pace in SA and WA.

	Aug	Sep	Oct^	29/10
Westpac Card Tracker*	130.6	134.6	135.1	132.2
By category (not season	d)			
- discretionary	134.3	134.5	140.9	137.6
- essential	133.0	127.4	134.1	132.4
By state (not seasonally				
- NSW	130.8	128.9	134.6	131.4
- Vic	133.7	132.7	138.9	136.6
- Qld	142.1	139.7	146.2	143.8
- WA	135.6	133.5	143.0	140.0
- SA	139.9	136.6	145.2	143.8

All indexes based on the value of spending-related transactions, 2019 avg=100, see p9 for more details incl. classifications. * Headlne index is seasonally adjusted, all other indexes are unadjusted; *based on month to date. Sources: ABS, Westpac Group

Clearer slowdown evident for retail categories

6. Card activity: retail



7. Retail card transactions vs ABS retail sales



- Retail categories look to be seeing a clearer weakening in activity. Our retail card index peaked in Aug and has weakened through both Sep and Oct. On a rolling quarterly basis, growth has slowed from 4.2%qtr in Jul to 2.0%qtr as at Oct 29 (i.e. the latest 12wks compared to the previous 12kws). That said, at 140.4, the index is still at a very high level relative to 2019.
- Official ABS retail sales estimates showed a 0.6%mth gain in Sep, a solid rise but largely on prices (see here for more). The Q3 wash-up confirmed the bulk of the rise was due to a big 2.1% rise in retail prices with sales volumes up just 0.2%qtr (see here for more). While most of the slowdown reflects the eroding effect of higher prices, some of the detail, particularly for the Sep month, suggests interest rate increases are also starting to bite.

	Aug	Sep	Oct^	29/10
By retail/non retail				
Retail card index*	144.0	142.6	141.7	140.4
– qtly%ch	3.6	3.2	2.0	2.0
- qtly, ann%ch	15.7	16.0	14.0	14.1
Non-retail card index	115.8	125.7	127.7	123.4
ABS retail sales				
- %ch	0.6	0.6	n.a.	n.a.
- ann%ch	19.2	17.9	n.a.	n.a.
- qtly%ch	2.0	2.3	n.a.	n.a.
- qtly ann%ch	15.9	17.9	n.a.	n.a.

All indexes based on the value of spending-related transactions, 2019 avg=100, see p9 for more details. Retail card index seasonally adjusted using ABS series. All other Indexes are not seasonally unadjusted; "month to date. Sources: ABS, Westpac Group

Detailed charts

8. Card activity: essential goods



9. Card activity: discretionary goods



10. Card activity: essential services



11. Card activity: discretionary services



Detailed charts

12. Card transactions: online share



14. Card transactions: petrol vs pump pricess



13. Card transactions: international share



15. Card transactions: travel vs passenger flights



Westpac card indicators*



	2020		2021 2022						week ending:						
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Aug	Sep	Oct^	8/10	15/10	22/10	29/10
Westpac Card Tracker Index	102.0	107.9	109.8	112.1	105.3	120.1	122.2	129.7	130.6	134.6	135.1	133.8	129.7	133.6	132.2
qtly%ch	12.5	5.8	1.8	2.1	-6.1	14.1	1.7	6.2	2.9	2.0	2.3	1.7	1.7	2.3	2.4
qtly, ann%ch	2.6	7.8	8.9	23.7	3.3	11.3	11.2	15.7	24.0	25.7	23.4	26.4	25.5	24.4	23.5
By category (not seasonally ad	ljusted)														
- discretionary	98.4	113.6	103.5	108.9	100.2	127.3	115.1	127.6	134.3	134.5	140.9	141.2	135.0	139.0	137.6
- essential	110.0	112.1	108.5	109.3	116.4	123.6	121.1	123.9	133.0	127.4	134.1	127.0	130.8	136.4	132.4
services	84.7	92.1	95.2	98.7	86.2	103.8	106.5	120.1	129.3	128.2	134.9	134.2	129.8	135.0	130.3
- discretionary services	77.0	88.4	90.9	95.7	78.2	101.7	104.4	122.1	129.1	131.5	137.3	140.2	130.8	135.7	131.8
- essential services	107.7	103.0	108.3	107.7	109.9	110.2	113.1	114.1	129.9	118.2	127.6	116.4	126.9	132.8	125.7
goods	117.8	131.1	113.8	117.8	122.9	145.0	126.4	131.6	137.8	135.2	141.6	137.8	136.7	140.7	140.4
- discretionary goods	123.1	142.7	118.0	124.0	125.7	157.0	127.5	133.9	140.4	137.9	145.1	142.4	139.9	142.7	144.2
- essential goods	111.1	116.5	108.6	110.1	119.5	130.1	124.9	128.6	134.6	131.8	137.2	132.1	132.7	138.2	135.6
retail^	120.2	118.9	121.7	123.8	123.3	129.1	132.6	138.5	144.0	142.6	141.7	140.5	135.3	139.2	140.4
qtly%ch	10.7	-1.1	2.4	1.7	-0.4	4.8	2.7	4.5	3.6	3.2	2.0	2.7	2.4	2.2	2.0
qtly, ann%ch	17.6	19.6	15.4	14.0	2.6	8.7	8.9	11.9	15.7	16.0	14.0	16.3	15.6	14.7	14.1
By state (not seasonally adjusted)															
- NSW	103.6	112.6	103.2	108.4	98.9	124.8	114.7	124.6	130.8	128.9	134.6	132.2	130.2	134.1	131.4
- Vic	92.0	111.8	105.8	108.1	103.1	127.1	119.4	127.9	133.7	132.7	138.9	137.5	133.0	138.0	136.6
- Qld	110.9	119.3	109.6	113.8	117.8	131.7	120.8	131.6	142.1	139.7	146.2	142.5	141.2	146.0	143.8
- WA	109.3	116.2	107.3	111.3	117.7	129.4	119.5	127.1	135.6	133.5	143.0	141.8	136.6	143.3	140.0
- SA	111.9	119.0	110.8	114.2	117.3	132.0	121.0	131.0	139.9	136.6	145.2	140.5	141.4	144.5	143.8

All indexes based on the value of spending-related transactions, 2019 avg=100. See p9 for more details. Headlne and retail indexes are seasonally adjusted. All other indexes are not seasonally adjusted. ^composite based on transactions in retail categories, seasonally adjusted using ABS series; ^ month to date. Sources: ABS, Westpac Group

* revised measures - see p9 for more details on changes to the Index.

About the Westpac card data indicators

The indicators presented in this report are based on the millions of credit and debit card transactions processed by Westpac every day. Transactions covering over ten million merchants are classified into over 700 categories. These are in turn grouped into higher level aggregates that provide a timely guide to wider economic trends.

The main focus of these indicators is consumer spending. Where possible, we have sought to exclude 'non spending' transactions such as: money transfers; tax payments; loan repayments; charitable donations; and superannuation contributions.

It should also be noted that these indicators will also be affected by shifts between card and non card transactions. This may be a significant factor during the COVID-19 pandemic – health concerns about the use of physical cash are likely seeing higher use of cards, particularly where contact-less transactions are available. Transaction flows also include reversals/refunds which have been a significant phenomenon in areas such as travel.

All transaction data is compiled at a highly aggregated level so that individual customer or merchant data is never revealed.

Index construction

The key metrics used in this report are indexes of spending-related card activity where the base of 100 is average activity in 2019. As an example, if transaction flows are 5% above their average level in 2019, the index read for the period is 105. If flows in a subsequent period are 8% above the average level in 2019, the index read for this period is 108. Growth between the two periods can be calculated simply as the change between the two index reads, i.e. 2.9%.

For our headline measure, activity is adjusted for regular seasonality using historical card data from the RBA. All other indexes are based on non-seasonally adjusted data and should be treated with additional caution. We will seek to produce seasonally adjusted versions of these indexes as more data becomes available. Note that previous versions of this report used an alternative index measure that was based on spending compared to the same period in 2019, relative to the baseline eleven week period immediately prior to the introduction of social restrictions in 2020. See the 'About the Westpac card data indicators' sections from these reports for more detail.

Classifications

Note that the measures and classifications used for card data and this report do not align completely with those used in official ABS statistics on retail sales and consumer spending. There are a range of differences including around both coverage and classification. As such, the card data should be treated as broadly indicative.

The transaction data is grouped into 29 categories that are then combined into four main as follows:

Discretionary goods: durable goods, clothing and vehicle-related.

Discretionary services: recreation, gambling, professional services, hotels, restaurants and cafes, airlines, car rental, travel agencies and transport.

Essential goods: food, fuel and pharmacies.

Essential services: utilities, education and healthcare.

The report also uses two additional classifications:

Retail/non retail: based on the extent to which categories cover sales that are in scope for the <u>ABS retail survey</u>.

COVID group: based on a classification Westpac developed to assess the impact of the Coronavirus (see <u>here</u> for more). 'Most exposed' is travel, tourism, hospitality and recreational services; 'big ticket' is vehicles and major household items; 'stock-piling' is food, pharmaceuticals and healthcare; 'residual' is all other categories combined.

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Detail highlights lower fuel price, seasonal school fees

16. Card transactions: goods



Mar-22 May-22 Jun-22 Jul-22 Sep-22 Mar-22 May-22 Jun-22 Jul-22 Sep-22

- State-wise, the last 3wks has seen a slight softening in a gain in Vic (+1.5%) NSW (-0.3%) and steady reads elsewhere. Note that state and category measures include regular seasonal variations. The detail suggests this has contributed to recent softness in some areas.

The latestxxx.

- Goods
- Services.

	Jul	Aug	Sep	1/10
Selected goods sub-ca	tegories (not	seasonally	y adjusted))
- food	122.5	125.3	122.6	123.1
- fuel	189.3	172.5	170.8	184.0
- housing-related	119.4	126.2	126.5	136.5
Selected services sub-	categories (n	ot seasona	lly adjuste	d)
- hospitality	145.4	143.7	147.8	157.7
traval	100 /	11 / 2	117 E	110 /

- travel	108.4	114.2	117.5	118.4
- education	118.9	115.0	82.6	65.8

All indexes based on the value of spending-related transactions, 2019 avg=100, see p9 for more details incl. classifications. Indexes are no seasonally unadjusted.

Sources: ABS, Westpac Group

17. Card transactions: services



Mar-22 May-22 Jun-22 Jul-22 Sep-22 Mar-22 May-22 Jun-22 Jul-22 Sep-22