# WESTPAC-DATAX CARD TRACKER 2 AUGUST 2024.

**WESTPAC INSTITUTIONAL BANK** 

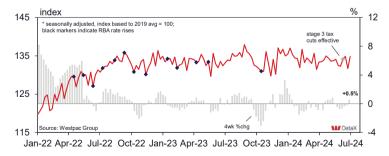
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### Card activity points to small tax cut boost over July

- The Westpac Card Tracker Index\* was basically unchanged over the last two weeks of July, holding at 134.8, slightly above the 134 average recorded over the last year. Activity has firmed since the 'Stage 3' tax cuts came into effect on July 1 but so far the lift has been relatively small, and is somewhat uncertain given weekly volatility and the impact of end of financial year sales.
- Momentum-wise, monthly growth measures have ticked back into positive, now tracking +0.5%mth, with quarterly measures shifting from negative to around flat. Note that while almost all income earners would not received a cash-flow boost from tax cuts by now, the boost would have been more recent for those on monthly or fortnightly pay cycles compared to those paid weekly (ABS figures indicate a third of employees are paid week to week).

#### 1. Westpac Card Tracker Index\*



\* see p9 or more details on the Index construction.

- The category and state detail is broadly consistent with a modest lift coming from tax cuts. All states have contributed to the improvement in momentum. By category, the main lift has been around discretionary goods and some components of discretionary services.
- Taking a closer look at the first four weeks of July compared to last year, total card activity is up slightly, by 1.1%yr, but was coming off a 0.4%yr decline over the previous four weeks. Within this, the clearest boost (over and above trend growth) looks to be around discretionary goods, where card activity is up 2.6%yr. The gains have been stronger in WA and Qld and a touch weaker in Vic. The picture around tax cut impacts is clearly still only emerging. Coming weeks will help refine estimates but the early signs point to a relatively small positive effect.

#### "Activity has firmed since the 'Stage 3' tax cuts came into effect ... but so far the lift has been relatively small ... [and] uncertain... "

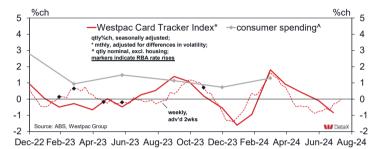
The Westpac Card Tracker presents indicators based on the millions of credit and debit card transactions processed by Westpac every day. The measures are a timely guide to shifts in spending. See p9 for a detailed explanation.

This report is produced by Westpac Economics. **Matthew Hassan**, Senior Economist Email: economics@westpac.com.au This issue was finalised on 2 August 2024.

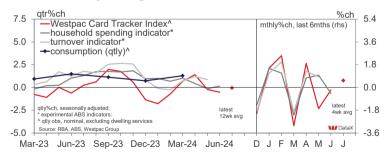
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### Momentum improving but still relatively soft

### 2. Card activity and spending: growth momentum



#### 3. Consumer spending: selected indicators



- Chart 2 shows the Westpac Card Tracker's quarterly growth pace alongside nominal spending growth from the national accounts. Momentum has steadied after a soft Q2. Also of some note, the improvement has been more muted in terms of transaction volumes, with average transaction values up significantly (see 15 on p7). One question is the extent to which the tax cut boost comes via prices rather than spending in real, volume terms.
- The latest ABS monthly household spending indicator has also confirmed a slowing in momentum in the second quarter. Seasonally adjusted activity declined 0.5% in the June month, quarterly growth slowing to just 0.1%qtr. That compares to -0.2%qtr on the Westpac Card Tracker Index. The June update of the ABS business turnover indicator, based on ATO data on BAS statements, will be released on Aug 9.

qtly%ch	Q3	Q4	Q1	latest							
Westpac Card Tracker*	2.0	-1.3	0.7	-0.1							
Other indicators (nominal)											
Household spending*	1.8	1.0	1.0	0.1							
Turnover*	2.5	0.8	0.7	0.9							
Consumer spending (qtly)#											
Nominal	1.1	0.7	1.3	n.a.							
Real	-0.1	0.3	0.4	n.a.							

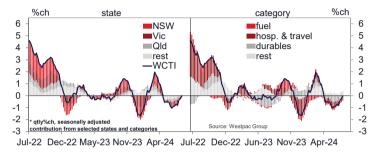
All series are seasonally adjusted, latest is latest weekly obs (12wks %ch on previous 12wks) or latest monthly obs (3mths %ch on previous 3mths). See p9 for more details.

\* ABS experimental measures. Household spending indicator based on bank transaction data (seasonally adjusted by Westpac). Turnover based on BAS returns for consumer-sector businesses; #Consumer spending excludes housing costs.

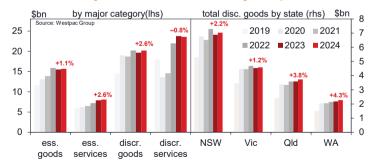
Sources: ABS, Westpac Group

### Detail consistent with a tax cuts boost, albeit a muted one

### 4. Card activity: state, category contribution to growth



### 5. Card activity: first four weeks of July compared



- Chart 4 breaks quarterly growth in card activity out into contributions from states and major categories. The improvement over the last four weeks has been broadly based by state - suggesting it relates to a common factor, i.e. tax cuts. The category breakdown shows the improvement has been concentrated in durables and discretionary services (especially travel-related).
- Chart 5 shows how card activity over the first 4wks of July compares to the same periods in previous years. Total activity is only up a modest 1.1%yr, although the comparison for the previous 4wks was -0.4%yr. Discretionary goods show the clearest indication of a tax cut boost, with activity up 2.6%yr. Gains have been stronger in WA and Qld but more subdued in Vic.

134.8
134.4
5 133.7
3 130.9
2 133.5
7 145.7
) 144.6
9 141.9

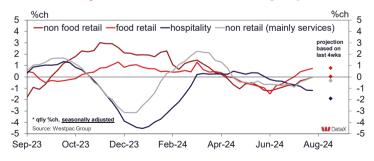
All indexes based on the value of spending-related transactions, seasonally adjusted, 2019 avg=100, see p9 for more details incl. classifications. Sources: ABS, Westpac Group

## Retail improving overall but hospitality looking weaker

### 6. Card activity: retail



#### 7. Card activity: broad retail and non-retail groups



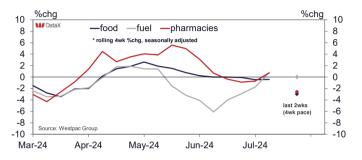
- Our 'retail' measures covers a narrower subset of card activity that aligns more closely to ABS retail survey. Our retail card index has also firmed over the last 4wks although the quarterly growth pulse is still every so slightly negative. The detail shows positive gains for basic food, a stabilisation in non food retail (that likely reflects aforementioned tax cut effects) but a further softening in hospitality retail.
- Official ABS figures were a mixed bag for June, the nominal monthly gain beating expectations again but real retail sales 'volumes' coming in softer than expected for the quarter as a whole (see here for more details). Nominal sales were in line with our retail index for the quarter but the two measures have seen some significant deviations over the last six months.

	Apr	May	Jun	27/7
By retail/non retail				
Retail card index	142.0	141.9	141.5	138.9
- qtly%ch	1.7	0.7	0.3	-0.1
- qtly, ann%ch	1.2	0.4	1.0	1.0
Non-retail card index	131.4	126.8	126.6	131.2
ABS retail sales				
- %ch	0.2	0.6	0.5	n.a.
- ann%ch	1.3	1.7	2.9	n.a.
- qtly%ch	0.2	0.6	0.7	n.a.
- qtly ann%ch	1.3	1.3	2.0	n.a.

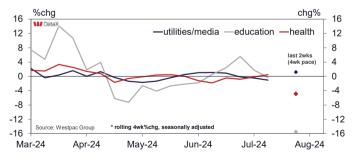
All indexes based on the value of spending-related transactions, seasonally adjusted. 2019 avg=100, see p9 for more details. Sources: ABS, Westpac Group

### **Detailed charts**

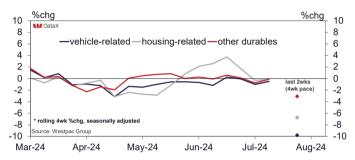
### 8. Card activity: essential goods



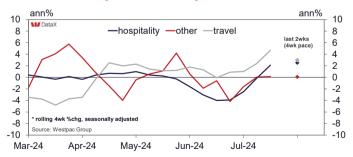
### **10. Card activity: essential services**



### 9. Card activity: discretionary goods



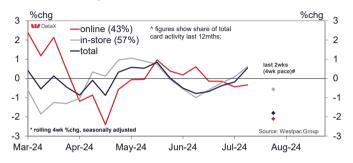
### **11. Card activity: discretionary services**



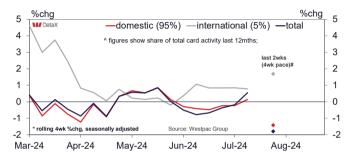
### **Detailed charts**

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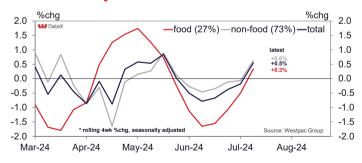
### 12. Card activity: online vs in-store



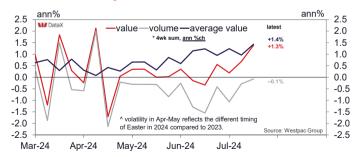
### 13. Card activity: domestic vs international



### 14. Card activity: food vs non-food



### 15. Card activity: value vs volume (ann%ch)



### Westpac card indicators\*



	2022 2023						2024				week ending:				
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Apr	May	Jun^	6/7	13/7	20/7	27/7
Westpac Card Tracker Index	129.4	134.3	136.2	135.2	134.4	137.0	135.2	136.1	137.0	134.7	134.4	134.1	134.8	131.7	134.8
qtly%ch	5.7	3.9	1.4	-0.8	-0.6	2.0	-1.3	0.7	1.4	-0.2	-0.5	-0.8	-0.4	-0.3	-0.1
qtly, ann%ch	15.4	25.5	14.2	10.5	3.9	2.0	-0.8	0.7	1.6	0.3	0.8	0.1	0.3	0.3	0.4
By category															
- discretionary	131.1	135.9	136.4	135.7	135.6	137.5	133.9	135.4	136.2	134.7	134.4	133.2	133.8	131.0	134.4
- essential	127.1	129.3	132.1	132.5	132.4	133.3	132.9	135.5	137.4	135.6	134.5	133.6	134.5	130.5	133.7
services	122.0	128.1	128.2	130.3	132.4	134.3	129.4	132.6	132.8	130.4	131.4	130.1	133.1	129.8	133.7
- discretionary services	122.8	131.2	130.4	131.8	133.1	136.4	130.1	132.9	131.5	128.9	130.0	128.9	131.9	129.7	133.3
- essential services	116.4	120.1	123.7	125.9	127.2	130.0	129.0	131.6	138.7	132.4	133.2	133.9	136.6	130.1	135.0
goods	136.7	139.3	139.6	138.1	137.2	137.2	137.0	137.9	138.8	138.4	138.0	136.1	134.9	131.7	134.5
- discretionary goods	140.6	143.1	142.2	140.0	139.3	138.5	138.4	138.7	140.5	139.7	140.7	138.2	136.0	132.5	135.6
- essential goods	132.4	134.0	136.6	135.2	135.2	134.9	135.1	136.8	136.7	137.2	135.8	133.4	133.6	130.7	133.1
retail*	137.7	142.1	142.7	141.6	140.5	141.2	140.4	141.4	142.0	141.9	141.5	139.7	138.8	136.6	138.9
qtly%ch	3.3	3.2	0.4	-0.8	-0.8	0.5	-0.6	0.8	1.7	0.7	0.3	-0.6	-0.3	-0.2	-0.1
qtly, ann%ch	11.7	15.7	9.0	6.2	2.0	-0.7	-1.6	-0.1	1.2	0.4	1.0	0.6	0.8	0.9	1.0
By state															
- NSW	127.3	130.5	132.0	131.4	129.9	130.8	129.7	131.4	131.9	129.8	129.8	129.3	130.2	127.0	130.9
- Vic	130.3	134.2	136.1	135.2	133.6	135.6	133.1	133.8	134.3	131.6	131.2	132.7	133.3	130.3	133.5
- Qld	135.6	139.7	143.6	144.3	144.5	146.1	145.2	147.2	147.8	147.6	146.7	145.3	145.8	142.4	145.7
- WA	130.2	134.7	140.4	141.8	141.6	142.9	144.6	146.2	147.2	145.7	145.9	144.2	144.7	141.9	144.6
- SA	134.7	138.2	142.4	142.4	141.2	142.9	143.5	144.3	145.8	143.7	143.9	141.9	144.7	138.2	141.9

All indexes based on the value of spending-related transactions, seasonally adjusted by Westpac, 2019 avg=100. See p9 for more details.

\*composite based on transactions in retail categories; seasonal adjustment and rounding may result in small revisions to previously published estimates.

Sources: ABS, Westpac Group

### About the Westpac card data indicators

Also, note that previous versions of this report used different approaches to seasonal adjustment and measurement more

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%.

All measures are adjusted for regular seasonality. Weekly estimates are generated using the US Bureau of Labor's MoveReg weekly seasonal adjustment program. Note that in some cases, high levels of volatility during the COVID period mean it is not possible to produce seasonally adjusted estimates for some historical periods. Also, note that previous versions of this report used different approaches to seasonal adjustment and measurement more generally. This means Index reads will not be comparable. See the 'About the Westpac card data indicators' sections from earlier reports to view 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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