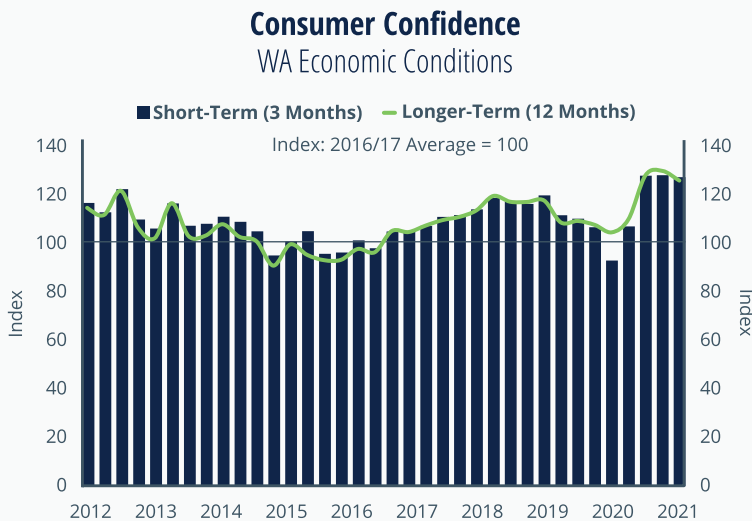
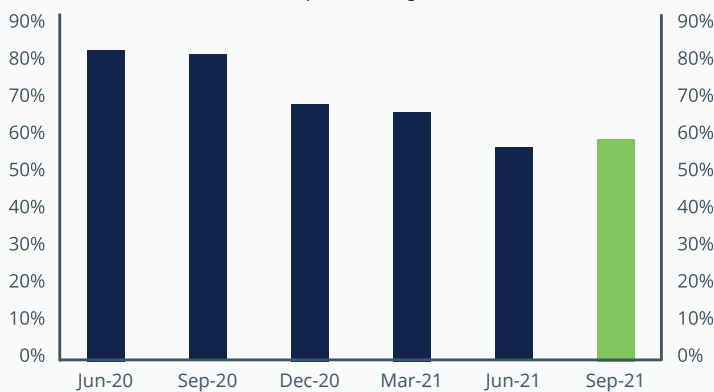


CCIWA Consumer Confidence Survey:
September 2021

WA consumer confidence holds its nerve as Covid-19 concerns continue



COVID-19 -Negative Influence on Confidence
Proportion 'Agree'



The tide may be turning but consumer confidence in WA remains far off the rocks.

Western Australian consumer confidence ebbed slightly in the September quarter after swelling to record highs in March. While the general mood has receded, both short and longer term expectations remain well above pre-pandemic levels - indicating the swell is still strong for the economy.

The State Government remains the primary force behind Western Australians' confidence, continuing a trend noted in the last four editions of the *CCIWA Consumer Confidence Survey*. Other factors underpinning Western Australians' optimism include a climb in WA's COVID-19 vaccination rate and confirmation from the RBA that interest rates will remain at record lows until 2024 at the earliest.

At the same time, rising living costs and global economic news are major headwinds to confidence. Another key detractor is the possibility of further snap lockdowns in WA, likely ushered by recent COVID-19 outbreaks in Sydney and Melbourne.

The latter has broken a 15-month run of declining concern around

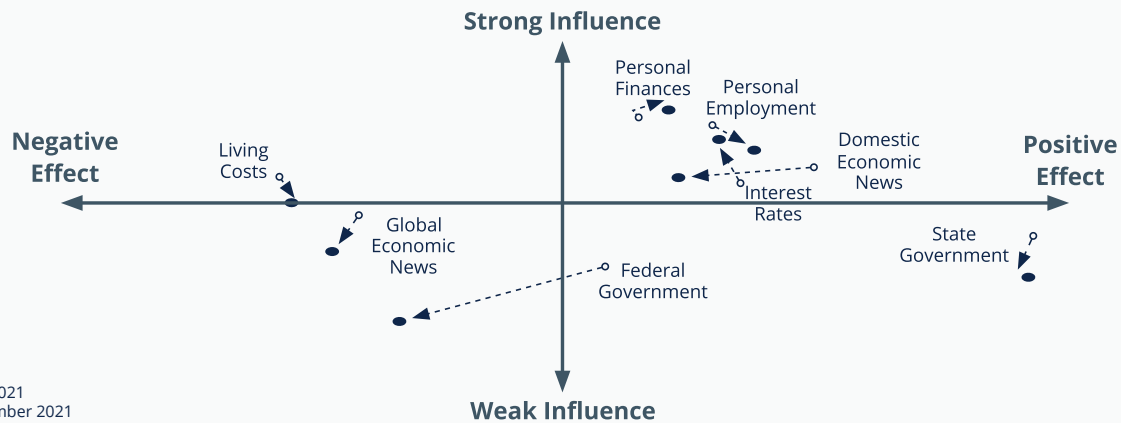
Looking to the year ahead, one out of two (52%) Western Australians anticipate conditions will improve over the next twelve months

COVID-19. More than half (58%) of Western Australians identified COVID-19 as an anchor on their confidence this quarter, up 3

percentage points from last quarter, and compared to 81 per cent during the height of the pandemic (June quarter 2020).

Crucially, in this edition, we identify factors behind vaccine hesitancy in WA, profiling key demographics and the measures most likely to break the barrier of reticence.

What influences consumers? - September 2021



Confidence in the short-term outlook softens

Short-Term Index down 3.9 Index Points over the quarter to 121.2

More than three out of ten (33%) Western Australians anticipate conditions will improve over the next three months, while one out of ten (13%) expect conditions to weaken — up 3 percentage points since last quarter.

One out of two (55%) anticipate no change — up 5 percentage points.

Longer-term outlook steadies

Longer-Term Index down 1.8 Index Points over the quarter to 123.2

Looking to the year ahead, one out of two (52%) Western Australians anticipate conditions will improve over the next twelve months – unchanged since last quarter – while 15% expect conditions to worsen. The remaining one third (33%) anticipate no change.

In the following sections we unpack the key factors influencing Western Australians' confidence in the WA economy.

What's influencing consumer confidence?

State Government

The State Government continues to be most significant factor driving Western Australian consumer confidence.

Three out of five (63%) Western Australians consider the **State Government** to have positively influenced their confidence this quarter, up 2 percentage points since last quarter.

Interest rates

The RBA has confirmed that it will not raise interest rates until inflation is firmly within the 2 to 3 per cent target range – a scenario they don't expect will occur before 2024.

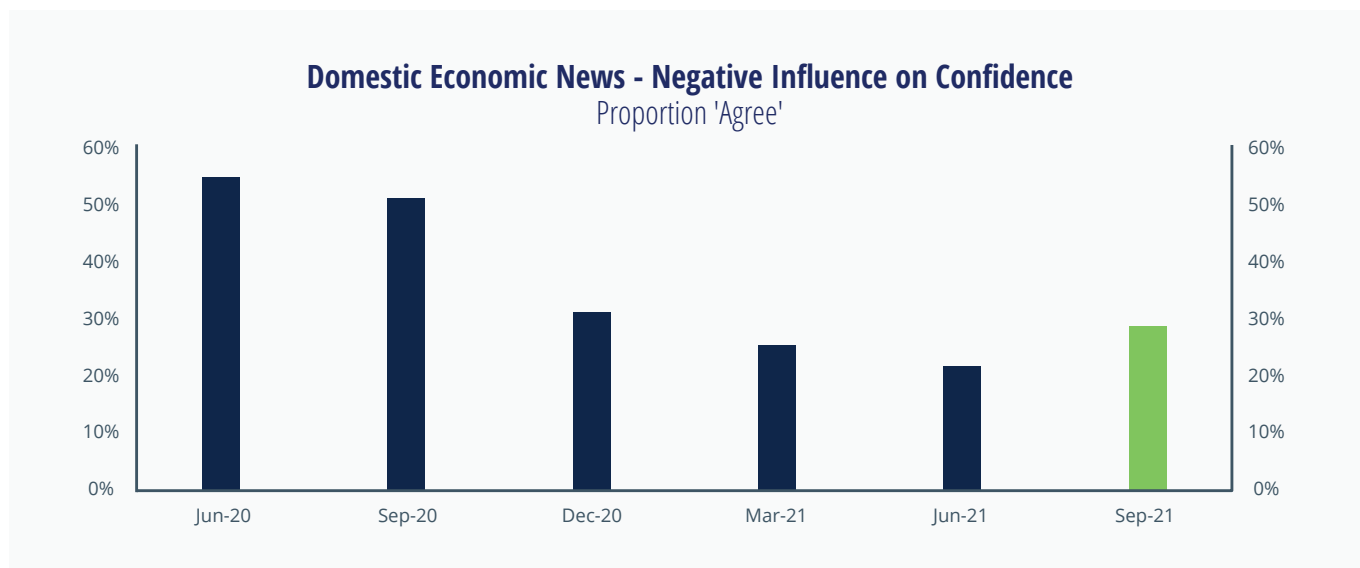
This continues to buoy WA consumer sentiment, with nearly four in ten (38%) Western Australians considering **interest rates** to have increased their confidence this quarter.

COVID-19 outbreak and vaccination rates

The recent outbreaks of COVID-19 in Sydney and Melbourne, and the reintroduction of a hard border with NSW, dampened confidence

this quarter. However, increasing rates of domestic vaccination have tempered that effect. Nearly three in ten (29%) Western Australians

consider **domestic economic news** to have reduced their confidence – up 7 percentage points since last quarter.



Insights into CCIWA's Consumer Database

Dodging the job

While vaccination rates have climbed across Australia this quarter, WA continues to lag most other states. According to the Australian Government, 60% of Western Australians had received their first dose by September compared to the national average of 72%.

Both demand and supply factors have slowed WA's vaccination progress.

On the demand side, one in ten (10%) Western Australians believe they do not need to be vaccinated because they are unlikely to contract COVID-19 in WA.

In this edition of the *CCIWA Consumer Confidence Survey*, we identify the key drivers behind vaccine hesitancy in WA (the demand side) and the extent to which various incentives are likely to boost Western Australians' willingness to be vaccinated.

Overall, two in five (39%) survey respondents were yet to be vaccinated in August 1, with more than one third (36%) fully vaccinated and one quarter (25%) having received one jab. Those figures, alongside those provided by the Australian Government, suggest our survey is broadly reflective of the wider WA community.

Have you had any COVID-19 vaccines?	Total	Male	Female	18-39 years	40+ years	Metro	Regional	Casual worker	Part time, full time, or sole trader	Unemployed	Not in workforce
No	40%	38%	42%	63%	25%	39%	43%	55%	43%	69%	26%
Yes I have had one jab	25%	26%	24%	15%	31%	25%	26%	19%	23%	16%	30%
Yes I have had both jabs	35%	36%	34%	22%	44%	36%	32%	26%	33%	16%	44%

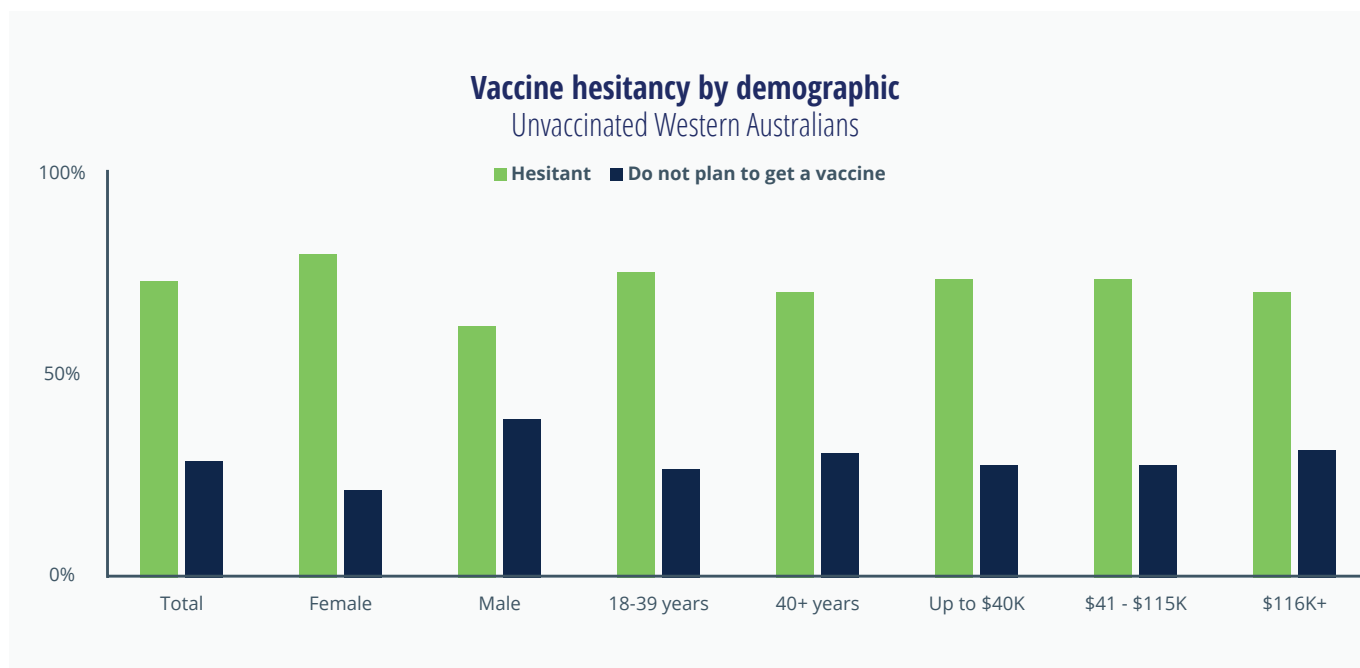
Of those who identified they had not yet been vaccinated, more than half (55%) are willing to get the jab, one in three (33%) are hesitant, and the remainder (12%) indicated they would not get a vaccine. The most significant variation by demographic was between males, who were more likely not to be planning to be vaccinated, and females who were more likely to express hesitancy towards being vaccinated.

Reasons behind reluctance to get vaccinated

Respondents who are hesitant or not planning to get a COVID-19 vaccine were asked to indicate any number of reasons behind their reticence from a list.

The key driver is concern about side effects, identified by nearly two thirds (63%) of Western Australians. This was followed closely by almost a third (31%) indicating they are waiting for the Pfizer or Moderna vaccine.

One quarter (25%) do not think the vaccine will work and one in five (22%) do not trust the government. About one in ten (11%) just don't like needles.



Breaking it down further:

- About one third (32%) of male respondents indicated that they do not trust the government compared to one in six (16%) females.
- Part time workers are most likely to be waiting for a particular vaccine with close to half (45%) indicating they are waiting for Pfizer or Moderna availability.
- Unemployed people are least likely to think the vaccine will work (34%) and most likely to not support vaccinations (14%), be worried about side effects (83%) and not like needles (20%). They are also one of the groups most likely to believe they do not need to be vaccinated as they are unlikely to contract COVID-19 in WA (14%).

Reasons behind vaccine hesitancy by demographic	Total	Male	Female	18-39 years	40+ years	Lower income (up to \$40k)	Middle income (\$41-\$115k)	Higher income (\$116k+)
Worried about side effects	63%	57%	68%	64%	63%	62%	70%	58%
Waiting for Pfizer or Moderna	31%	32%	29%	20%	41%	33%	23%	32%
Do not think vaccine will work	25%	29%	18%	16%	29%	22%	22%	26%
Do not trust the Government	22%	32%	16%	19%	26%	27%	21%	17%

1 The closure of CCIWA's Consumer Confidence Survey window (19 Aug) coincided with the expansion of WA's vaccination eligibility criteria to include 16-29 year olds. Vaccination rates for this age group have since improved.

What's likely to move the needle?

The WA Premier has announced at least 80 per cent of eligible Western Australians will need to be vaccinated before border restrictions are left behind.

What actions or incentives will swing the hesitant population towards

being vaccinated? In the following table, we outline the key measures in order of relative importance and identify the groups that each is likely to influence the most.

In this edition of the CCIWA Consumer Confidence Survey,

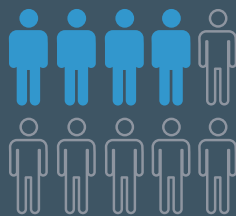
we profile Western Australians based on demographic factors, identifying the extent to which various incentives and factors are likely to influence specific groups of the community.

Question: To what extent would you consider getting a COVID-19 vaccine under the following scenarios?	% that would be more likely to get a COVID-19 vaccine	Groups that each scenario would be most likely to influence
Provided with trustworthy information that shows COVID-19 vaccines are safe	64%	<ul style="list-style-type: none"> Part time workers (86%) Women (74%) Middle income earners (72%)
Excluded from shopping centres, cafes, restaurants, bars, nightclubs until vaccinated	59%	<ul style="list-style-type: none"> Part time workers (86%) Women (66%) Younger people (64%)
Access to the Pfizer or Moderna vaccine	54%	<ul style="list-style-type: none"> Lower income earners (59%) Casual workers (59%) Women (55%)
Excluded from workplaces, schools, childcare centres and tertiary education premises until vaccinated	51%	<ul style="list-style-type: none"> Part time workers (72%) Younger people (67%) Women (58%)
Paid a financial incentive by the Government	49%	<ul style="list-style-type: none"> Younger people (61%) Sole traders (62%) Casual workers (61%)

How much do Western Australians need to be paid to be vaccinated?



Half (49%) of those who were **hesitant to get a vaccine** would be **more likely** to get vaccinated **if paid a financial incentive.**



Of those individuals, nearly **four in ten (38%)** would be vaccinated if paid up to \$100 and **more than half (53%)** would get a COVID-19 vaccine **if paid up to \$200.**



Almost all (98%) would be vaccinated **if they received up to \$500.**



The young (18-39 year old) casual or part time worker

At the time this survey was canvassed, all (100%) young casual and part time workers identified they had not yet received a COVID-19 vaccine. This figure has likely declined since the end of the survey period, given the availability of Pfizer for this age bracket.

- Of those, nearly two thirds (63%) were willing to get a vaccine and three in ten (31%) were hesitant but indicated they may get a job

More likely to get vaccinated if:

Carrots

- Provided trustworthy information that shows COVID-19 vaccines are safe (83% agree)
- Paid a financial incentive (58%)

Sticks

- Excluded from workplaces, schools, childcare centres and tertiary education premises (79%)
- Excluded from shopping centres, cafes, restaurants, bars and nightclubs (71%)



The lower or middle-income earner

Two in five (41%) lower income earners and a similar proportion (40%) of middle-income earners identified they had not yet received a COVID-19 vaccine.

- Of those, four in ten (43%) lower-income earners and half (51%) of middle-income earners are willing to get a COVID-19 vaccine
- Four in ten (42%) lower-income earners and more than a third (36%) of middle-income earners are hesitant but may get the job

More likely to get vaccinated if:

Carrots:

- Provided trustworthy information that shows COVID-19 vaccines are safe
- Three in five (59%) lower-income earners
- Seven in ten (72%) middle-income earners
- Paid a financial incentive
- Three in five (57%) middle-income earners
- Half (46%) of lower-income earners
- They could access Pfizer or Moderna
- Three in five (59%) lower-income earners
- Half (48%) of middle-income earners

Sticks

- Excluded from shopping centres, cafes, restaurants, bars and nightclubs until vaccinated
- Half (50%) of lower-income earners
- Seven in ten (67%) middle-income earners



The older (40+ years old) sceptic

One quarter (25%) of older people identified they had not yet received a COVID-19 vaccine.

- Of those, two out of five (43%) are hesitant but may get a job

More likely to get vaccinated if:

Carrots

- They could access the Pfizer or Moderna vaccine (54% agree)
- This includes half of those who indicated they did not trust the government (52%) and the same proportion of those worried about side effects (52%)
- Provided trustworthy information that shows COVID-19 vaccines are safe (55%)
- This includes almost six in ten (59%) that are worried about side effects

Sticks

- Excluded from shopping centres, cafes, restaurants, bars and nightclubs until vaccinated (53%)

Who do Western Australians trust to provide medical advice or information about COVID-19 vaccines?

- Four in five (79%) trust health care workers 'quite a lot', with almost all (96%) expressing at least some trust.
- Two thirds (65%) trust WA Chief Health Officer Andy Robertson 'quite a lot', with nine in ten (92%) indicating at least some trust.
- WA Premier Mark McGowan is trusted 'quite a lot' by two thirds (67%) and at least some by nine in ten (90%) Western Australians.
- Taking a deeper dive:
 - Lower income households (75%) are more likely to trust WA Premier Mark McGowan than WA's Chief Health Officer (67%).
 - In contrast, higher income households are more likely to trust WA's Chief Health Officer (71%) than the Premier (64%).
 - Females (70%) were more likely to trust WA Premier Mark McGowan than WA's Chief Health Officer (65%).



The unemployed

Seven in ten (69%) unemployed people identified they had not received a COVID-19 vaccine.

- Of those, more than half (56%) are willing to get a COVID-19 vaccine and one third (34%) are hesitant but may get the job

More likely to get vaccinated if:

Carrots

- Paid a financial incentive (44%)
- They could access Pfizer or Moderna (34%)

Sticks

- Prevented from freely travelling internationally until vaccinated (41%), mostly underpinned by the views of younger Western Australians in this demographic group
- Getting vaccinated meant there would be no more lockdowns (40%)
- Excluded from shopping centres, cafes, restaurants, bars and nightclubs until vaccinated (36%)
- Prohibited from visiting regional WA until vaccinated (34%)



The high-income earner

Four in ten (40%) high-income earners identified they had not received a COVID-19 vaccine.

- Of those, six in ten (59%) are willing to get a COVID-19 vaccine and nearly three in ten (28%) are hesitant but may get the job

More likely to get vaccinated if:

Carrots

- Provided trustworthy information that shows COVID-19 vaccines are safe (58%)

Sticks

- Excluded from workplaces, schools, childcare centres and tertiary education premises until vaccinated (56%)
- Prevented from freely travelling interstate until vaccinated (55%)
- Prevented from freely travelling internationally without restrictions (52%)
- Excluded from shopping centres, cafes, restaurants, bars and nightclubs until vaccinated (52%)
- Prohibited from visiting regional WA until vaccinated (47%)

Consumer Confidence – September 2021

WA consumer confidence has softened
but remains **higher**
than pre-pandemic levels



The State Government and
low interest rates are the **most significant**
factors driving confidence this quarter

Of those **hesitant about being vaccinated,**
nearly two thirds (63%) are
worried about **side effects**



Almost half (49%) of those **hesitant about**
getting a vaccine would be more likely to consider it if
paid a financial incentive by the **Government;**
more than half of those would get a **COVID-19 vaccine if paid up to \$200**

Consumer Confidence	Current Quarter (September)	Previous Quarter (June)	Highest Since
Short-Term	121.2	125.1	June 2021
Longer-Term	123.2	125.0	June 2021
Personal Finances	110.7	109.6	March 2015
Job Prospects	111.6	111.1	June 2014

Note: Index figures may have changed from previous editions of Consumer Confidence due to changes in index calculation methodology. Percentage figures may not always add to 100% due to rounding errors.

The index is rebased to the average score of respondents to the 2016-17 financial year. The value of the index can be interpreted as the percentage change in average consumer confidence in a period compared with the average consumer confidence in 2016-17. For instance, the Consumer Confidence Index in September 2021 is 121.2, which suggests that the average score of survey respondents for consumer confidence in September 2021 is 21.1 per cent higher than the average rating in 2016-17.