

Consumer confidence up 6.8 points to 109.9 in December.

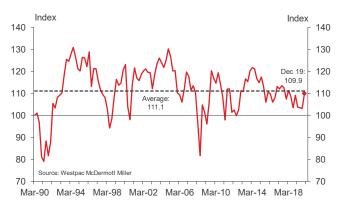
- After falling to low levels over the past year, consumer confidence rose sharply in December and is now back around average levels.
- New Zealand households are feeling more upbeat about the economic outlook, and increasing numbers of households expect that they will be better off financially over the coming year.
- The rise in confidence follows a drop in mortgage rates earlier in the year and a related resurgence in the housing market.
- Rising consumer confidence likely bodes well for the Christmas shopping season.
- The rise in confidence has been widespread across the country, and has been seen across all ages and income brackets. However, the pickup in confidence has been stronger among households on higher incomes.

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Consumer confidence indices

	Dec-19	Sep-19	Change	Average
Consumer Confidence Index	109.9	103.1	6.8	111.1
Present Conditions Index	110.1	106.4	3.7	108.7
Expected Conditions Index	109.8	101.0	8.8	112.7
Current financial situation	-0.9	-2.4	1.5	-8.5
Expected financial situation	15.5	13.2	2.3	11.3
1-year economic outlook	4.2	-9.2	13.4	-2.5
5-year economic outlook	9.7	-1.1	10.8	29.3
'Good time to buy'	21.1	15.1	6.0	25.8

Consumer confidence



There's something in the air...

The festive season is upon us. Champagne corks are popping. And across the country, New Zealand households are getting in the Christmas spirit. That's been reflected in the latest Westpac-McDermott Miller Consumer Confidence Index which rose by 6.8 points to 109.9 in December. That sharp rise completely reversed the drop over the past year and leaves confidence back around its long-run average.



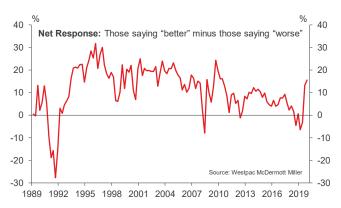
Notably, this rise in confidence isn't just holiday related euphoria. In fact, looking back over history, confidence is just as likely to fall as it is to rise in December.

December's lift in confidence was widespread, with confidence up in nearly all regions. There were particularly large gains in Wellington and Otago. Looking across household groups, confidence has picked up across all age and income brackets.

Underlying the turnaround in household sentiment has been increasing optimism around the economic outlook. Since our last survey in September, signs that economic activity is picking up have been accumulating. And while there is still some nervousness about the economic landscape, a growing number of New Zealand households expect that the economy will continue to improve over the coming years.

Importantly, increasing numbers of households expect that they will personally benefit from the improvement in economic activity, with the number of households who expect to be better off financially over the coming year rising to its highest level since 2009.

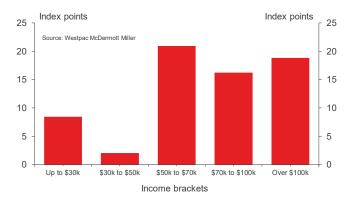
Do you expect to be better or worse off financially in a year's time?



As always, a range of factors will have contributed to these trends. However, the big one is likely to be the strength of the housing market. New Zealanders hold a lot of their wealth in housing assets, be that the family home or some form of investment property. And where the housing market goes, the economy usually follows. Over the past six months, we've seen mortgage rates falling to low levels. There's also been a related pickup in housing markets across the country. Those developments are likely to have left many households feeling more optimistic about how their personal financial position is shaping up.

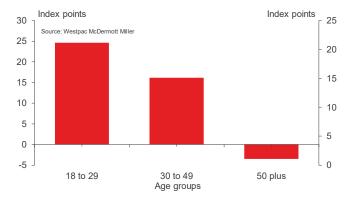
Of course, not all households are homeowners, and housing affordability remains a big concern for a lot of families. That may be one reason why even though confidence is up among all groups, the rise is most pronounced among those households on higher incomes.

Income brackets: Proportion of households who expect an improvement in their financial position (change since this time last year)



It's also important to remember that low interest rates will affect different household groups in different ways. For those who are paying down a mortgage, low interest rates will have been a very welcome development. But for savers, who are often in older age brackets, the current low interest rate environment is likely to have raised concerns about their spending power. Consistent with that, older New Zealanders tend to be more downbeat about the outlook for their financial position compared to other groups.

Age groups: Proportion of households who expect an improvement in their financial position (change since this time last year)



Jingle all the way!

Rising consumer confidence also bodes well for the Christmas shopping season. The proportion of households who think now is a good time to make a major purchase jumped higher in December, and the numbers who have been ramping up their spending on entertainment activities remains at firm levels. We've already seen this strength in spending appetites boosting retail sales in recent months, and that's likely to continue into the new year.

Spending appetites



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.

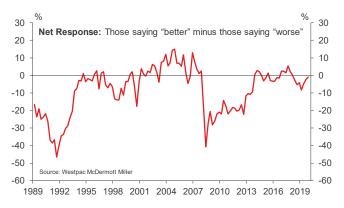
The first two of these questions are summarised in the Present Conditions Index, and the last three are summarised in the Expected Conditions Index. An index number over 100 indicates that optimists outnumber pessimists, though the series may be above or below 100 on average.

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 1-10 December. The sample size was 1,557.

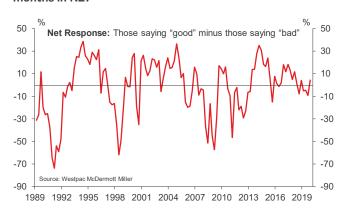
Consumer confidence by region

	Dec-19	Sep-19	Change
Northland	105.2	101.8	3
Auckland	112.9	106.7	6
Waikato	108.1	102.6	6
Bay of Plenty	110.1	104.8	5
Gisborne/Hawke's Bay	109.6	103.7	6
Taranaki/Manawatu-Whanganui	107.8	105.9	2
Wellington	114.0	100.9	13
Nelson/Marlborough/West Coast	106.5	103.2	3
Canterbury	105.0	96.3	9
Otago	108.0	96.4	12
Southland	106.1	104.8	1
Nationwide	109.9	103.1	7

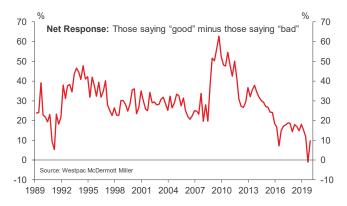
Are you better or worse off financially than a year ago?



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



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



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