



Chamber of Commerce
and Industry WA



September 2025 · CCIWA Survey

Consumer Confidence

Households revise spending as confidence wavers

An eventful September quarter has seen consumer confidence in Western Australia decline to levels last seen in December 2024. The gains made in last quarter's consumer confidence results which saw three-year highs have been reversed as consumers have renewed concerns about future prospects for the economy.

Global economic news and living costs continue to be the main hindrance for consumer confidence during the second half of 2025. Concerns around global conflict, tariffs and the slowdown of the global economy have contributed to growing uncertainty around the future of WA's economy.

At home, cost-of-living continues to be a burden on households despite slowing inflation. The RBA announced their third rate cut in August as inflation holds within the RBA's target range of 2-3%. Despite positive news on the inflation front, households continue to feel the brunt of cost pressures, the cumulative effect of years of price rises.

On the positive side, job prospects and personal finances continued to improve last quarter and are both currently above their 10-year averages. A resilient WA labour market and strong wage growth have contributed positively to household expectations around employment prospects.

Looking forward, WA's labour market is expected to remain tight which will continue to put pressure on wages.

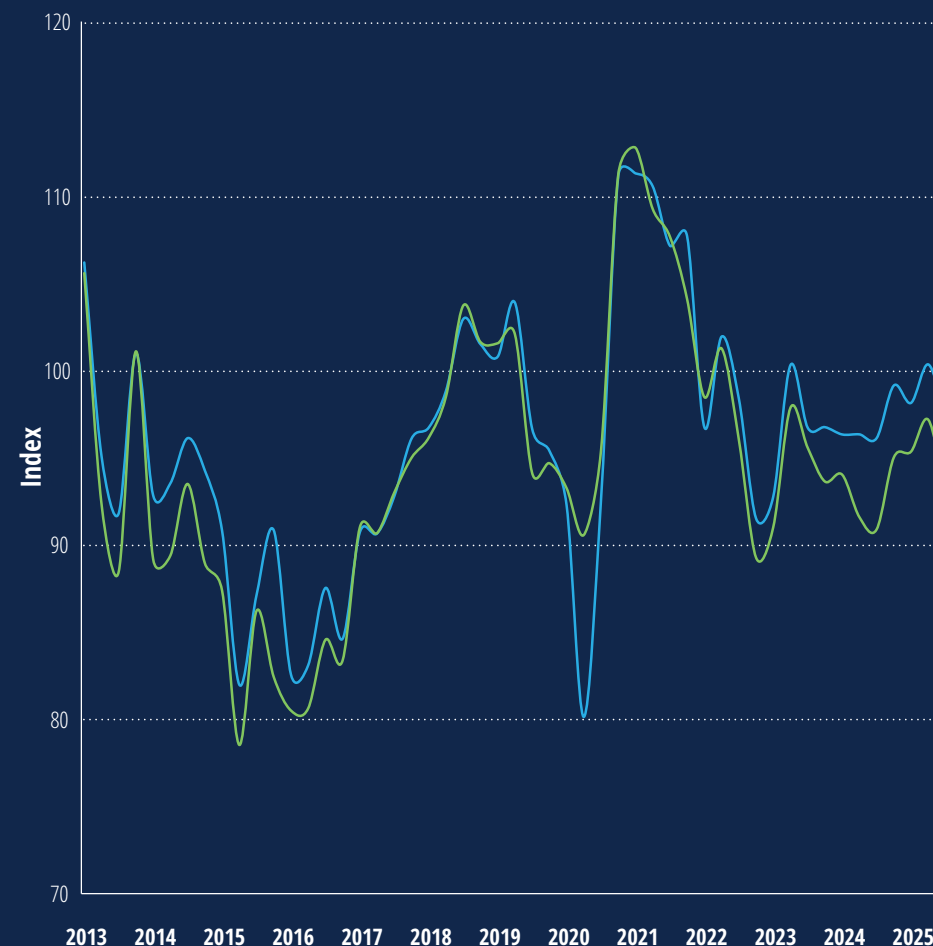
Confidence around interest rates has also improved, as consumers have a renewed outlook on future rate cuts. Interest rates which have historically weakened consumer confidence are now a positive contributor, as one final rate cut is expected before the year is over. We expect future rate cuts to continue to ease financial burdens for households and boost consumer spending heading into the new year.

In this edition of CCIWA's Consumer Confidence Survey, we asked Western Australians how they plan to adjust their spending patterns in the second half of 2025. We also looked at WA's labour market, support for extended trading hours and how consumers feel about the growing role of artificial intelligence.

Consumer Confidence: WA Economic Conditions

2018 Average = 100

— Short-term (3 months) — Longer-term (12 months)



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

What's influencing consumer confidence?

↓ Confidence falls in the short term

Short-Term Index declines 2.9 points to

97.4

Over the next three months, one quarter (24%) of Western Australians expect economic conditions to decline, while one in five (20%) anticipate conditions to strengthen. Just over half (56%) expect conditions to remain unchanged.

↓ Longer-term consumer confidence declines

Longer-Term Index declined 4.2 points over the quarter to

93.0

Over the coming year, almost one third (29%) of Western Australians expect weaker economic conditions, while around two in five (43%) expect conditions to remain unchanged. Slightly less than one in three (28%) anticipate conditions to improve.

🍏 Living costs (-)

Despite inflation having fallen back within the RBA's target band, rising costs continue to weigh on household budgets. More than three in five (66%) WA households continue to report living costs as dragging on their confidence levels. This represents a slight improvement of six percentage points since last quarter but still remains higher than pre-COVID levels.

🌐 International headlines (-)

Global economic news continues to be a concern for Western Australian consumers but has shown signs of improvement. About half (51%) of households have said global economic news has dampened their confidence, as concerns around global conflict, tariffs and the slowdown of the global economy continue to dominate the news. This constitutes a decline of seven percentage points since last quarter. Ongoing geopolitical tensions including in Ukraine, the Middle East and the South China Sea will continue to play on consumer confidence into the future.

📈 Interest rates (+)

Consumer sentiment around interest rates improved in the September quarter, fostered by a renewed outlook on future rate cuts. Inflation being contained to the RBA's target band saw the RBA make the decision to cut rates for the third time this year in August, with one more cut expected before the end of the year. About two in five (41%) respondents identify interest rates as positively influencing

their confidence this quarter. Although this represents a one percentage point increase since last quarter, consumer sentiment around interest rates is at its highest since March 2021.

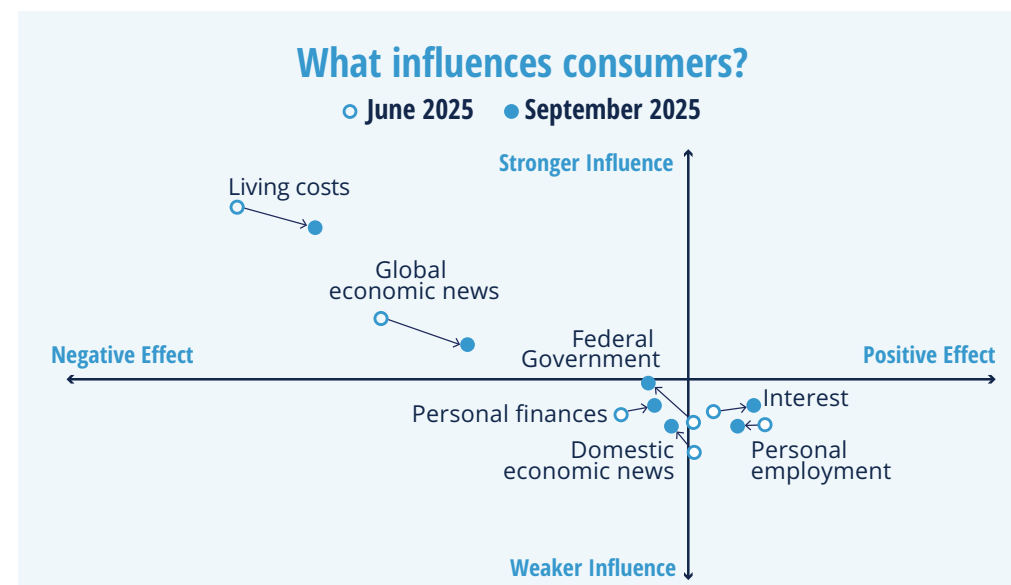
💳 Personal finances (-)

Personal finances despite improving for the quarter continues to drag on consumer confidence. More than one in three (37%) Western Australians reported that personal finances have dampened their confidence over the quarter. At the same time, one in three (33%) Western Australians reported that their personal finances have weighed positively on sentiment this quarter. This represents an increase of five percentage points over last quarter. The continual

quarterly improvement is a welcome sign that lower interest rates and strong real wage growth is contributing to greater confidence in households.

🔍 Employment prospects (+)

Employment prospects continue to remain robust for WA workers as the unemployment rate sits at its lowest level since March 2024. Unemployment currently sits at 3.8% compared to the national average of 4.2%. A resilient labour market and strong wage growth have seen employment prospects remain a strong supporter of household sentiment, with over one third (34%) of Western Australians reporting this – a slight decline of one percentage point since last quarter.



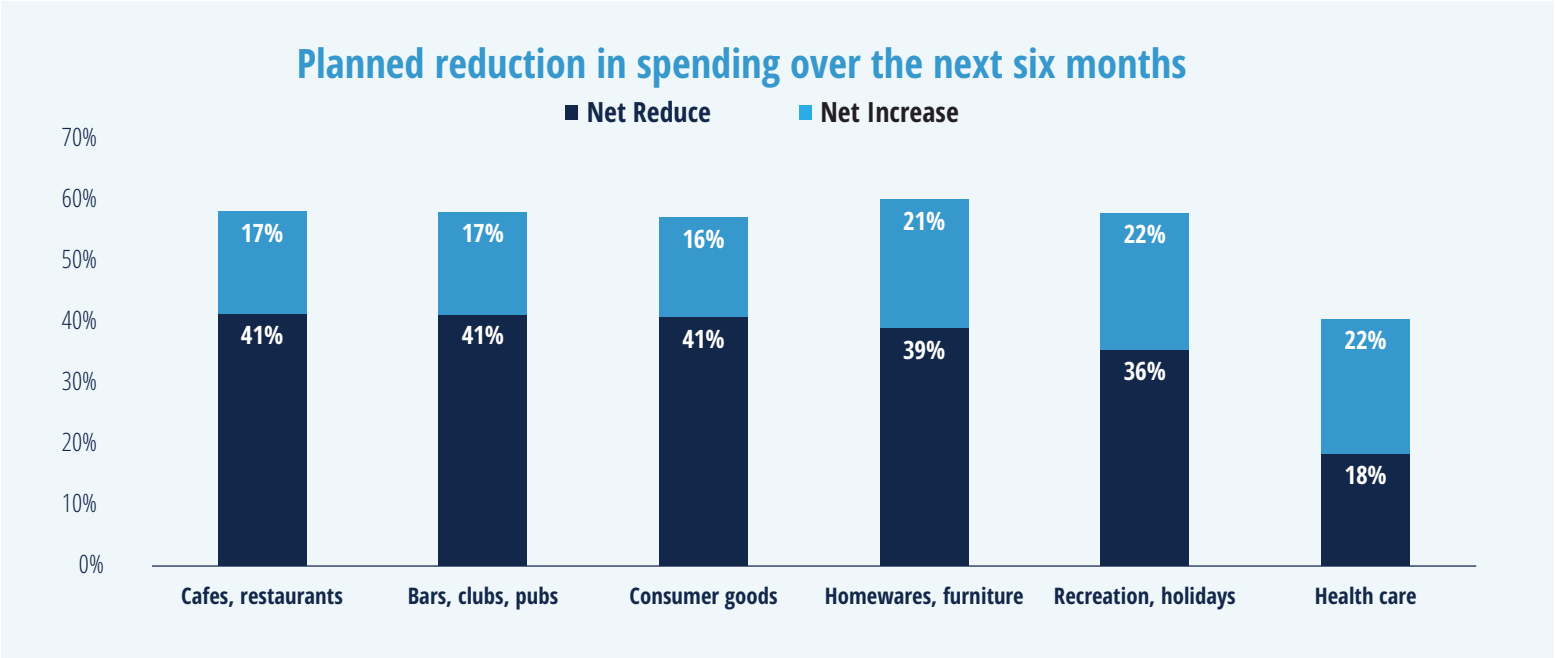
INSIGHTS INTO CCIWA'S CONSUMER DATABASE

Households planning to revise spending as confidence wavers

The RBA has recorded its third cut to rates for the year, as inflation continues to be contained within the 2-3% target band. Despite positive news on the inflation front, households continue to feel the brunt of cost pressures, the cumulative effect of years of price rises. In this edition of CCIWA's Consumer Confidence Survey, we asked how Western Australians plan to change their spending patterns over the next six months.

This quarter's results have seen an improvement in household plans to spend. Just over one in three (36%) expect to decrease their spending over the next six months. Compared to the previous quarter's results which saw almost half (45%) of consumers expecting to decrease their spending, this constitutes an improvement of nine percentage points. The improvement comes as personal finances continue to improve on the back of strong wage growth and cooling inflation.

There was no real standout category in which consumers expected to cut spending. For the consumers that planned to save over the next six months, about two in five (41%) reported that they will cut spending on dining out and consumer goods. These figures are in fact an improvement on last quarter's results,



which saw more than half of consumers planning to cut their spending across the same two categories. As cost of living continues to improve, we expect spending across the hospitality industry to continue to grow.

The next three discretionary spending categories have also seen an improvement over last quarter. Consumers are expecting to cut their spending on homewares (39%),

recreation and holidays (36%), and healthcare (18%). The results are at least a five-percentage point improvement over last quarter.

Those most likely to cut back spending on these discretionary categories are renters. More than half (51%) of households that rent plan to limit their spending on cafes and restaurants, while a similar proportion (47%) plan to cut back on consumer goods.

Despite this, some categories of consumers are planning to increase their spending over the next six months. Consumers aged between 18-39 years were likely to increase their spending. This is most prevalent across cafes and restaurants, health care and homewares, with almost one in three (30%) of Western Australians reporting this.

INSIGHTS INTO CCIWA'S CONSUMER DATABASE

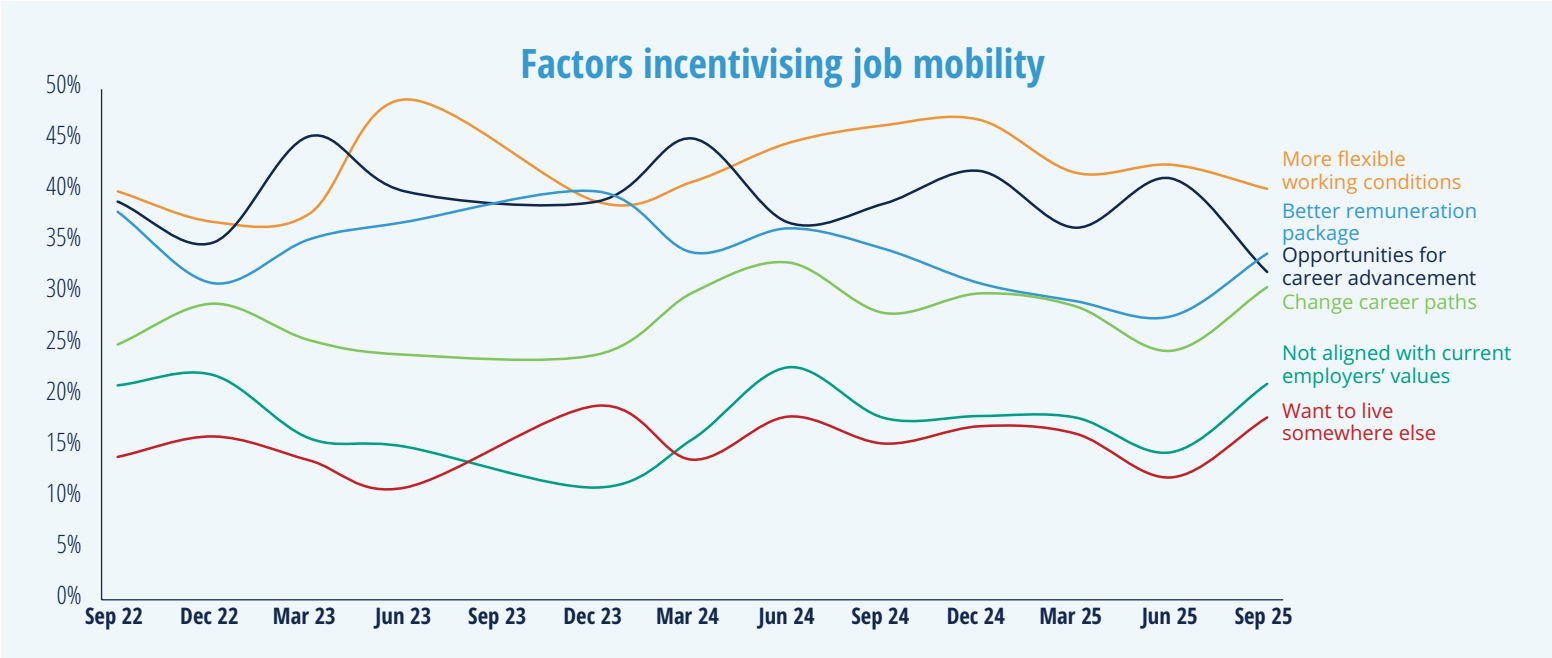
Flexibility remains top priority for job hunters

The Western Australia labour market continues to remain tight, as labour shortages put upward pressure on wages. WA's unemployment rate currently sits at 3.8% in a sign that labour shortages continue to be an issue for businesses.

With Western Australia's jobs market expected to remain tight for the foreseeable future, we asked job hunters why they are seeking new employment – information that can help businesses attract and retain talent.

Across the September quarter nearly two in five (39%) Western Australians are seeking new employment, up four percentage points from last quarter. The main driver of job mobility continues to be flexible working arrangements, including the option to work remotely or with flexible hours and days. This was reported by two in five (40%) WA job seekers, a three-percentage point decline from last quarter.

The number of workers seeking better remuneration has risen this quarter to second place, with more than one third (34%) of respondents actively looking for pay rises. This is an increase of six percentage points in a sign job seekers are starting to prioritise remuneration over flexible working conditions.



Individuals seeking career advancement has recorded its lowest level since June 2022, with less than one in three (32%) seeking career development opportunities. Other factors driving job mobility include wanting to change career path (31%); not being aligned with employers' values (21%); and wanting to live somewhere else for lifestyle reasons (18%).

Those most likely to be seeking employment are younger (aged 18-39) (55%) and reside in metro areas (42%), compared with their counterparts.

Younger job seekers are more likely to be seeking opportunities for flexible working arrangements (46%), career advancement (39%), and to change career paths (36%). For individuals between 40-64 years of age, flexible working arrangements and better remuneration are ranked equal first (38%) as the most important factor, with a change of career path reported as the second most important factor (27%).

Across the September quarter nearly two in five (39%) Western Australians are seeking new employment, up four percentage points from last quarter.

INSIGHTS INTO CCIWA'S CONSUMER DATABASE

Majority of consumers support extended retail trading

Trading hours for retail shops in Western Australia are regulated under the *Retail Trading Hours Act 1987 (WA)* which is subject to each store's classification and location. In this edition of Consumer Confidence, we asked respondents how they feel about extending retail trading hours.

Western Australians have voiced their support for extended trading hours, with the majority (57%) throwing their support behind the measure. One in four Western Australians (25%) remain neutral, with the remaining respondents (18%) indicating they were against extending trading hours. Support is slightly higher across the metro area (66%) than in regional areas (61%).

We also asked respondents if all retailers should have the ability to open earlier on Sundays. Some retailers are currently prevented from operating before 11am and must close at 5pm every Sunday. More than six in 10 (65%) consumers support retailers having the option to extend their operating hours on a Sunday. Less than one in five (18%) remain neutral and the remaining respondents (14%) are against the measure.



Consumer Confidence September 2025



Consumer confidence has **declined** after hitting a three-year high in the June quarter



Just over half (57%) of Western Australians support extending retail trading hours



More than three in five (65%) support retailers opening earlier on a Sunday



Consumers remain **split** on the impact of **artificial intelligence** on the Australian economy, with 36% expecting a positive impact and 40% expecting a negative impact



Despite this, **nearly two in five (41%)** believe that businesses should be **free to adopt AI** to support their operations and growth



Two in five Western Australians plan to **decrease their spending** on holidays, cafes and restaurants, and consumer goods over the **next six months**

Consumer Confidence

Current Quarter (September 2025)

Previous Quarter (June 2025)

Highest Since

Short-Term	97.4	100.3	June 2025
Longer-Term	93.0	97.2	June 2025
Personal Finances	103.0	102.2	March 2025
Job Prospects	102.5	99.6	September 2022

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. The index is rebased to the average score of respondents to the 2018 calendar 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 2018. For instance, the Consumer Confidence Index in June 2025 is 100.3, which suggests that the average score of survey respondents for consumer confidence in June 2025 is 0.3 per cent higher than the average rating in 2018.



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