August 27 2014

# Chinese consumer sentiment fell in August Westpac MNI China CSI: 113.3, –1.5pts, –1.3% m/m

Consumers are not yet buying into the recovery narrative

- The Westpac MNI China Consumer Sentiment Indicator, hereafter the Westpac MNI China CSI, fell modestly to 113.3 in August from 114.8 in July, a –1.3% change over the month and –2.4% over the year. The August outcome is 6.8% below the long run average. The survey indicates that the anxieties gnawing away at the Chinese consumer through the first half of the year remain in evidence, and have arguably strengthened.
- We noted at the time of the July release that a head-to-head comparison with the manufacturing surveys implied that households were less impressed with the state of the economy than the industrial sector. Taking into account the much softer than expected round of official July data that followed, and the weaker flash PMI for the month of August, it seems that the instinctive scepticism of the consumer was closer to the mark than industry's relative optimism.
- Three of the five components of the Westpac MNI China CSI declined from the previous month, with the exceptions being 'business conditions one year ahead' and 'time to buy a major household item'. Current and expected family finances both declined, by 3.6% and 2.8% respectively, reflecting ongoing concerns regarding the outlook for jobs. 'Business conditions five years ahead' gave back a little of their July bounce, but remain well above their June trough.
- The employment indicator continues to track at levels associated with policy easing in previous cycles. A further decline in August from the already depressed July reading implies that it would be most unwise for the authorities to declare victory too early on the growth front: particularly as the official CPI target of 3½% for 2014 seems unlikely to come under any threat, with inflation expectations still below their long run average.
- The consumers' confident attitude towards real estate in the first half of the year, which was in stark contrast to the gathering evidence of a deepening market correction, is beginning to fray at the edges. A less positive appraisal of the asset class shows up consistently across price expectations, 'time to buy', and the relevant questions on savings preferences and motivations. In particular, 'good time to buy a house' fell below the long run average in August. The last time a sustained run of readings of this nature occurred was in 2011/12, a period when price declines were broad based across the country. Notwithstanding all of the above, in absolute terms consumers are still reporting house price expectations that are above the long run average, which is an expression of collective faith that easier policy will eventually carry the day, even if the short term situation looks increasingly shaky.
- From a balance sheet perspective, the risk appetite of consumers vis-à-vis their preferred asset classes increased marginally over July, with WMPs gaining share at the expense of bank deposits, but in absolute terms households continue to deploy their savings very conservatively (see page 4). Short term expectations for stock prices firmed for a second month.

#### Huw McKay

Senior international economist, +61 (2) 8254 9338

index index 135 135 Westpac MNI China Consumer Sentiment Indicator Long run averag 130 130 125 125 120 120 115 115 Source: MNI, Westpac 110 110 Apr-07 Oct-08 Apr-10 Oct-11 Apr-13 Oct-14

Figure 1: Westpac MNI China CSI: the headline

### Figure 2: Family finances: current & expected

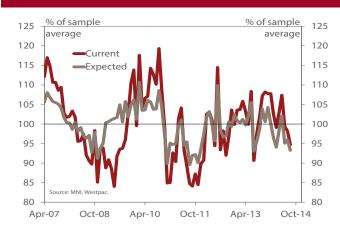
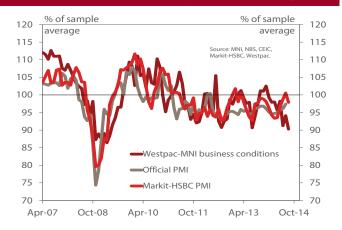


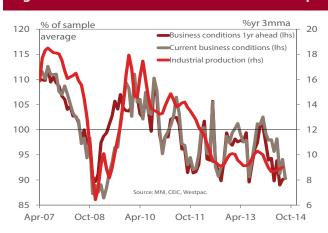
Figure 3: Consumer perceptions of business conditions & the manufacturing business surveys



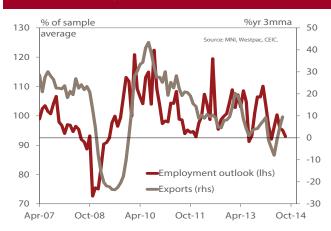


#### August 27 2014

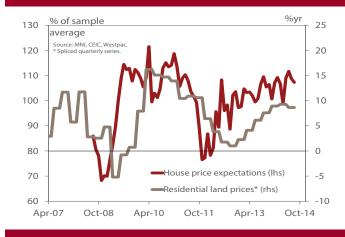
### Figure 4: Business conditions & industrial output



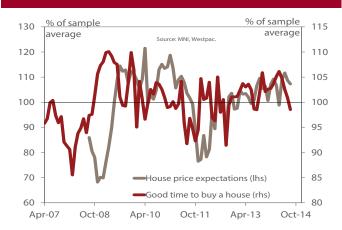
#### Figure 6: Employment outlook & export growth



# Figure 5: Expected house prices & land prices



#### Figure 7: House prices & 'good time to buy'



# Table 1: The Westpac MNI China Consumer Sentiment Survey, August 2014

	long run average <sup>1</sup>	level one year ago	level 6 mths ago	Apr-14	May-14	Jun-14	Jul-14	Aug-14
Consumer Sentiment Indicator	121.6	116.1	117.2	117.3	121.2	112.6	114.8	113.3
Current Indicator	109.5	107.6	110.0	111.2	114.3	105.7	105.3	104.0
Expectations Indicator	129.7	121.7	121.9	121.3	125.8	117.2	121.1	119.6
Personal finances vs a year ago	110.4	107.7	113.3	113.6	118.6	109.7	108.5	104.5
Personal finances next 12 months	122.1	116.6	117.8	120.0	124.6	116.1	117.1	113.9
Business conditions next 12 months	122.7	113.9	115.2	110.2	115.2	109.2	110.5	110.8
Business conditions next 5 years	144.3	134.7	132.8	133.8	137.7	126.4	135.6	134.0
Time to buy a major household item <sup>2</sup>	108.5	107.6	106.7	108.8	110.1	101.7	102.2	103.4
Housing composite	111.8	119.2	122.2	110.5	121.9	124.9	121.6	120.0
Auto composite	87.5	90.0	91.5	92.5	92.0	85.8	85.5	88.5
Business conditions vs a year ago	114.7	107.6	112.3	109.7	112.7	104.7	108.0	103.5
Employment expectations	107.1	99.9	103.4	103.0	107.5	102.6	101.9	99.6
House Price expectations	111.8	119.2	122.2	110.5	121.9	124.9	121.6	120.0
Inflation expectations	136.3	137.6	135.3	130.0	133.7	128.1	134.3	136.5
Interest rate expectations	114.9	109.9	113.5	112.9	114.4	115.3	114.8	114.4
Stock market expectations	108.5	100.2	101.1	112.3	103.7	96.0	101.7	104.0

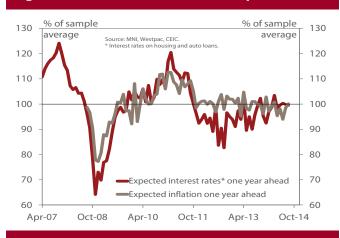
Note: all index point changes are calculated on rounded numbers; see page 7 for methodological details.

Sources for all tables: Westpac and MNI. 1. Average calculated from Apr-2007 to May-2014. 2. Referred to as "durable buying conditions" in figure 11 overleaf.

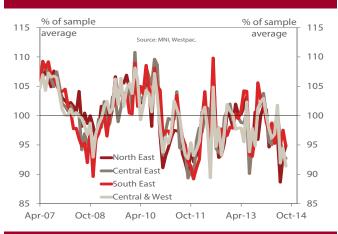


### August 27 2014

### Figure 8: Inflation & interest rate expectations



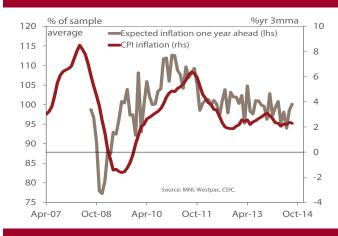
#### Figure 10: Sentiment by region



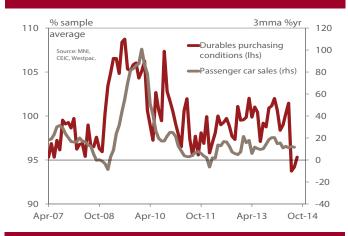
### Figure 12: International comparison: jobs



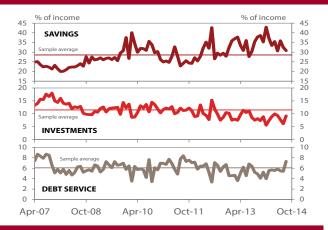
# Figure 9: Inflation expectations & the CPI



### Figure 11: Durables buying conditions & car sales



### Figure 13: Uses of household income



# Table 2: Regional and major city results, headline CSI, August 2014

		long run average	level one year ago	level 6 mths ago	Apr-14	May-14	Jun-14	Jul-14	Aug-14
Eastern		120.9	114.0	115.7	116.2	119.0	112.4	114.1	113.8
	North East	121.5	113.9	114.9	115.8	117.3	107.7	113.2	115.3
	Centre East	120.3	115.1	114.9	117.5	121.1	115.1	112.4	111.5
	South East	120.9	112.5	117.8	115.2	118.7	114.7	117.9	114.6
	Beijing	120.5	110.9	115.5	115.9	121.0	112.1	116.9	121.4
	Shanghai	119.0	115.8	114.2	114.8	108.0	119.7	113.0	111.2
	Guangzhou	120.8	116.9	114.9	110.1	116.1	112.2	118.4	111.1
Central & Western	-	123.0	120.4	120.2	119.1	125.2	113.1	116.3	112.4

August 27 2014

# Table 3: Consumer savings motivations, all China: "What is the main reason you are saving?"

	Future loss of income/ job	Housing purchase or downpayment	Car purchase or downpayment	H'hold good purchase or downpayment	Children's schooling	Family health expenses	Own retirement	Saving to start your own business	Other*
June	24.9	9.6	5.8	3.9	12.0	20.7	15.2	2.6	5.3
July	24.7	7.1	2.1	2.1	16.2	21.1	18.2	2.9	5.6
August	20.6	7.5	2.1	3.5	14.9	24.3	16.3	2.6	8.2

# Table 4: Consumer savings preferences, all China: "Where is the wisest place for your savings?"

	Bank Deposits	Fund	Bonds	Local Shares	Foreign Shares	China Real Estate	Foreign Real Estate	Wealth management products^	Micro Finance Own Region	Pay Down Debt	Other*
June	35.2	7.9	4.0	8.9	0.1	20.1	0.1	15.0	0.5	1.5	6.8
July	38.4	5.0	3.1	8.1	0.4	16.4	0.5	16.5	1.1	0.6	9.7
August	31.9	6.3	3.2	8.2	0.5	19.6	0.2	19.7	0.9	0.3	9.3

Source to tables 3 and 4: MNI, Westpac. ^ Issued by either banks or trust companies. \* Includes both "Other" and "Don't know/refuse to answer". "Don't know" is generally zero with respect to savings motivations, but tends to be the dominant element of "other" in savings preferences.

- The Westpac MNI China Consumer Sentiment Survey was expanded in June 2014 to incorporate detailed questions on the savings motivations of consumers; their preferred avenues for investing their savings; and the physical amount of savings that households have accrued (see figure 14).
- On *savings motivations* (table 3) we note that the generally 'defensive' or precautionary approach seen in June-July persisted in August, with approximately one fifth of respondents nominating future loss of income or employment as the main motive for saving. That does, however, represent a decline from one quarter of respondents in the previous survey, with family healthcare costs (24.3%) now looming even larger in the budget calculus of households. Housing purchases and downpayments were cited by just 7.5% of respondents as their primary savings motive, up a little from July. That is down from 9.6% in June, which reflects a rational response to the recent weakening of the housing market. Saving to establish one's own business, buy a car or a household durable all registered at or below 3½%. The latter category relating specifically to durables purchasing plans gained ground from July, consistent with the firmer 'buying conditions' reported overleaf.
- Regarding *savings preferences* (table 4), the **risk appetite of consumers** vis-à-vis their preferred asset classes increased marginally over July, but in absolute terms they continue to deploy their savings very conservatively. Bank deposits were favoured by 31.9% of respondents in August, down from 38.4% in July. The *level* is consistent with the predominantly precautionary motivations for saving in the first place and the *change* points to an increased risk appetite in the month. The second and third most favoured vehicles for savings are wealth management products (WMPs) and domestic real estate, which both register just short of 20%, with gains of around 3ppts in each item coming at the expense of deposits. The popularity of WMPs is entirely consistent with official data on the rate of new issuance, but may surprise casual observers who recall the reputational issues

that emerged earlier this year with certain types of WMPs. Domestic real estate remains more than twice as popular as direct investment in the stockmarket, even in the midst of a substantial house price correction, although collectively, equities, bonds and managed funds (i.e. non-deposit, non-WMP financial assets) attract 18% of respondents. Foreign real estate and 'pay down debt' again had fewer than 1% of households nominating them as the wisest place for their savings. That reflects two facts about China's financial landscape. One: foreign property acquisition reflects the diversification of a very small part of the overall savings stock in China, even if the size of that flow may be considerable for some destination markets. *Two:* low levels of average debt create very few servicing issues for households. Even with a jump in the month of August, only 7.3% of household income went towards the servicing of loans, while more than three guarters of respondents reported spending 0% of their income (i.e. nothing) on loan repayments over the last year.

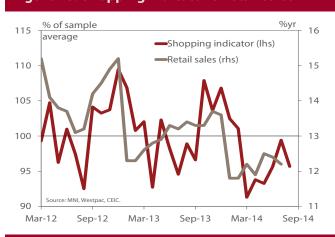
### 

# Figure 14: Distribution of household savings

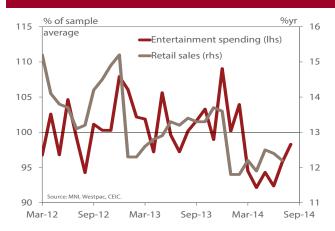


#### August 27 2014

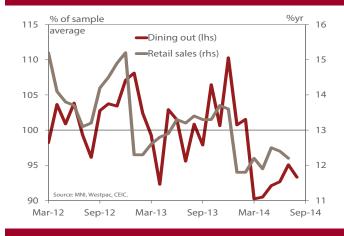




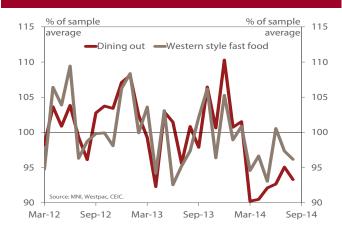
#### Figure 17: Entertainment spending & retail sales



### Figure 16: 'Dining out' & retail sales



#### Figure 18: Western style fast food & 'dining out'



# Table 5: Selected indicators of spending plans and buying conditions, August 2014

Expected change in spending on (net bal %)	long run average	level one year ago	level 6 mths ago	Apr-14	May-14	Jun-14	Jul-14	Aug-14
Expected spending on <i>shopping</i>	104.7	103.6	105.8	98.2	97.7	100.1	104.1	100.2
Expected spending on entertainment	102.9	103.1	107.0	94.9	97.1	95.1	98.6	101.2
Expected spending on <i>dining out</i>	106.3	107.2	107.9	96.2	97.9	98.5	101.0	99.1
Expected spending on Western style fast food	92.6	90.2	93.4	89.5	86.2	93.2	90.2	89.1
Buying conditions for (net bal %)								
Buying conditions for houses	96.7	95.0	100.0	102.4	101.0	98.9	97.3	95.0
Buying conditions for cars	102.3	102.1	103.4	104.7	105.8	98.0	98.9	102.6
Buying conditions for major household items	108.3	107.6	106.7	108.8	110.1	101.7	102.2	103.4
Buying conditions for <i>IT products</i>	107.2	105.2	109.6	100.1	108.9	100.5	103.4	103.3
Buying conditions for communication devices	108.1	106.5	109.9	101.1	102.5	99.7	100.9	101.2
Buying conditions for all other appliances	107.3	106.9	105.8	101.9	104.7	99.8	102.7	102.1
% nominating yes								
Does your family <i>plan to buy a car</i> in the next 12 months?	13.0	15.1	9.6	14.3	11.4	12.5	10.0	12.4
Have you done any online shopping in the last 3 months?	na	na	na	86.4	87.3	54.1	56.3	54.4

Source: MNI, Westpac.



#### August 27 2014

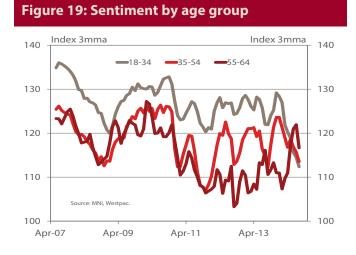




Figure 22: House prices & housing sales



Figure 24: Wisest place for savings

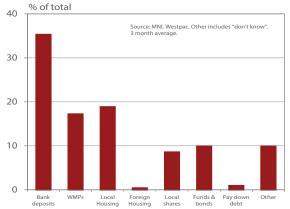
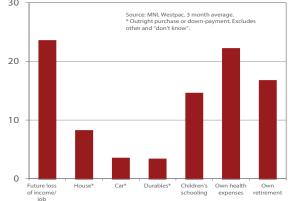




Figure 23: Motivations for savings

Aug-11

Feb-10



#### Past performance is not a reliable indicator of future performance. The forecasts given above are predictive in character. Whilst every effort has been taken to ensure that the assumptions on which the forecasts are based are reasonable, the forecasts may be affected by incorrect assumptions or by known or unknown risks and uncertainties. The results ultimately achieved may differ substantially from these forecasts.

40

Aug-08

index index 150 150 140 Source: MNI, Westpac, CEIC 140 130 130 120 120 110 110 100 100 90 90 North East 80 80 Central East 70 70 South East 60 60 Central & We 50 50 PBoC urban national

Feb-13

Figure 21: House price expectations by region

40

Aug-14

# The survey at a glance

Sponsor: Westpac Banking Corporation.

Production: MNI Indicators.

Release time: The final Wednesday of each calendar month at 9:45am local time in the People's Republic of China.

Date range: Monthly since April 2007.

Collection method: Computer aided telephone interviews.

Collection period: Ten working days from the first business day of the month in the People's Republic of China.

**Sample size and geographic area:** Minimum of 1000 respondents aged between 18 and 64 across 30 cities in the 1st, 2nd and 3rd tiers. *Cf.* The University of Michigan surveys a minimum of 500 respondents in the United States excluding Alaska and Hawaii.

Sampling error: 3.5% for the "All China" series. Cf. The University of Michigan survey reports a sampling error of 5% at the national level.

**Disaggregation:** By age, by gender, by income, by region, sub-region and by tier 1 city for the entire series and by occupation from March 2012.

**Calculation method:** Each individual question is a diffusion index where 100 represents a neutral position, i.e. optimists and pessimists are equal in number. The headline and other composite indicators are weighted measures comprised of the individual diffusion indices.

**Seasonal adjustment:** The raw data has been analysed for identifiable seasonality using Census X-13. No identifiable seasonal pattern was present. Please refer to the Analytical User Guide for further discussion.

**Headline indicator:** The **Westpac MNI China CSI** is an equally weighted composite of two current and three forward looking assessments, namely current and future family finances; overall business conditions one and five years ahead; and buying conditions for major household items.

**Sub-indicators:** These cover consumer perceptions and/or intentions regarding employment conditions, the real estate and equity markets, autos, inflation, gasoline prices, shopping, entertainment, IT & communications products, dining out and interest rates.

**Other available information:** Household expenditure breakdown, detailed reasoning behind responses, profit and loss on stock investments, and more. Savings motivations and preferred asset classes are also tracked from June 2014 onwards.

Bloomberg ticker: <MNCCINDX> <INDEX> <GO> or type <WESTPAC MNI> <HELP>

Enquiries regarding subscription packages	To receive a copy of the Analytical User Guide
MNI Indicators	Westpac Economic Research
Westferry House	Level 2, 275 Kent St
11 Westferry Circus	Sydney, New South Wales, 2000
London E14 4HE , United Kingdom	Australia
Email: info@mni-indicators.com	Email: economics@westpac.com.au
Telephone: +44 (0) 20 7862 7444	Telephone: +61 2 8254 8372
	To receive this report and other Westpac research
	on an ongoing basis
	Email: wibiqsupport@westpac.com.au



Things you should know: Each time someone visits our site, data is captured so that we can accurately evaluate the quality of our content and make improvements for you. We may at times use technology to capture data about you to help us to better understand you and your needs, including potentially for the purposes of assessing your individual reading habits and interests to allow us to provide suggestions regarding other reading material which may be suitable for you.

If you are located in Australia, this material and access to this website is provided to you solely for your own use and in your own capacity as a wholesale client of Westpac Institutional Bank being a division of Westpac Banking Corporation ABN 33 007 457 141 AFSL 233714 ('Westpac'). If you are located outside of Australia, this material and access to this website is provided to you as outlined below.

This material and this website contain general commentary only and does not constitute investment advice. Certain types of transactions, including those involving futures, options and high yield securities give rise to substantial risk and are not suitable for all investors. We recommend that you seek your own independent legal or financial advice before proceeding with any investment decision. This information has been prepared without taking account of your objectives, financial situation or needs. This material and this website may contain material provided by third parties. While such material is published with the necessary permission none of Westpac or its related entities accepts any responsibility for the accuracy or completeness of any such material. Although we have made every effort to ensure the information is free from error, none of Westpac or its related entities warrants the accuracy, adequacy or completeness of the information, or otherwise endorses it in any way. Except where contrary to law, Westpac and its related entities is under any obligation to update the information or correct any inaccuracy which may become apparent at a later date. The information contained in this material and this website does not constitute an offer, a solicitation of an offer, or an inducement to subscribe for, purchase or sell any financial instrument or to enter a legally binding contract. Past performance is not a reliable indicator of future performance. The forecasts given in this material and this website are predictive in character. Whilst every effort has been taken to ensure that the assumptions on which the forecasts are based are reasonable, the forecasts may be affected by incorrect assumptions or by known or unknown risks and uncertainties. The ultimate outcomes may differ substantially from these forecasts.

Transactions involving carbon give rise to substantial risk (including regulatory risk) and are not suitable for all investors. We recommend that you seek your own independent legal or financial advice before proceeding with any investment decision. This information has been prepared without taking account of your objectives, financial situation or needs. Statements setting out a concise description of the characteristics of carbon units, Australian carbon credit units and eligible international emissions units (respectively) are available at www.cleanenergyregulator.gov.au as mentioned in section 202 of the Clean Energy Act 2011, section 162 of the Carbon Credits (Carbon Farming Initiative) Act 2011 and section 61 of the Australian National Registry of Emissions Units Act 2011. You should consider each such statement in deciding whether to acquire, or to continue to hold, any carbon unit, Australian carbon credit unit or eligible international emissions unit.

#### Additional information if you are located outside of Australia

**New Zealand:** The current disclosure statement for the New Zealand division of Westpac Banking Corporation ABN 33 007 457 141 or Westpac New Zealand Limited can be obtained at the internet address www.westpac.co.nz. Westpac Institutional Bank products and services are provided by either Westpac Banking Corporation ABN 33 007 457 141 incorporated in Australia (New Zealand division) or Westpac New Zealand Limited. For further information please refer to the Product Disclosure Statement (available from your Relationship Manager) for any product for which a Product Disclosure Statement is required, or applicable customer agreement. Download the Westpac NZ QFE Group Financial Advisers Act 2008 Disclosure Statement at www.westpac.co.nz.

**China, Hong Kong, Singapore and India:** Westpac Singapore Branch holds a wholesale banking licence and is subject to supervision by the Monetary Authority of Singapore. Westpac Hong Kong Branch holds a banking license and is subject to supervision by the Hong Kong Monetary Authority. Westpac Hong Kong branch also holds a license issued by the Hong Kong Securities and Futures Commission (SFC) for Type 1 and Type 4 regulated activity. Westpac Shanghai and Beijing Branches hold banking licenses and are subject to supervision by the China Banking Regulatory Commission (CBRC). Westpac Mumbai Branch holds a banking license from Reserve Bank of India (RBI) and subject to regulation and supervision by the RBI.

**U.K.:** Westpac Banking Corporation is registered in England as a branch (branch number BR000106), and is authorised and regulated by the Australian Prudential Regulatory Authority in Australia. WBC is authorised in the United Kingdom by the Prudential Regulation Authority. WBC is subject to regulation by the Financial Conduct Authority and limited regulation by the Prudential Regulation Authority in the United Kingdom. Details about the extent of our regulation by the Prudential Regulation Authority are available from us on request. Westpac Europe Limited is a company registered in England (number 05660023) and is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. This material and this website and any information contained therein is directed at a) persons who have professional experience in matters relating to investments falling within Article 19(1) of the Financial Services Act 2000 (Financial Promotion) Order 2005 or (b) high net worth entities, and other persons to whom it may otherwise be lawfully communicated, falling within Article 49(1) of the Order (all such persons together being referred to as "relevant persons"). The investments to which this material and this website relates are only available to and any invitation, offer or agreement to subscribe, purchase or otherwise acquire such investments will be engaged in only with, relevant persons. Any person who is not a relevant person should not act or rely upon this material and this website or any of its contents. In the same way, the Financial Services Authority and is not intended for "retail clients". With this in mind, Westpac expressly prohibits you from passing on the information in this material and this website to any third party. In particular this material and this website content and, in each case, any copies thereof may not be taken, transmitted or distributed, directly or indirectly into any restricted jurisdiction.

**U.S.:** Westpac operates in the United States of America as a federally licensed branch, regulated by the Office of the Comptroller of the Currency. Westpac is also registered with the US Commodity Futures Trading Commission ("CFTC") as a Swap Dealer, but is neither registered as, or affiliated with, a Futures Commission Merchant registered with the US CFTC. Westpac Capital Markets, LLC ('WCM'), a wholly-owned subsidiary of Westpac, is a broker-dealer registered under the U.S. Securities Exchange Act of 1934 ('the Exchange Act') and member of the Financial Industry Regulatory Authority ('FINRA').





This communication is provided for distribution to U.S. institutional investors in reliance on the exemption from registration provided by Rule 15a-6 under the Exchange Act and is not subject to all of the independence and disclosure standards applicable to debt research reports prepared for retail investors in the United States. WCM is the U.S. distributor of this communication and accepts responsibility for the contents of this communication. All disclaimers set out with respect to Westpac apply equally to WCM. If you would like to speak to someone regarding any security mentioned herein, please contact WCM on +1 212 389 1269.

Investing in any non-U.S. securities or related financial instruments mentioned in this communication may present certain risks. The securities of non-U.S. issuers may not be registered with, or be subject to the regulations of, the SEC in the United States. Information on such non-U.S. securities or related financial instruments may be limited. Non-U.S. companies may not be subject to audit and reporting standards and regulatory requirements comparable to those in effect in the United States. The value of any investment or income from any securities or related derivative instruments denominated in a currency other than U.S. dollars is subject to exchange rate fluctuations that may have a positive or adverse effect on the value of or income from such securities or related derivative instruments.

The author of this communication is employed by Westpac and is not registered or qualified as a research analyst, representative, or associated person under the rules of FINRA, any other U.S. self-regulatory organisation, or the laws, rules or regulations of any State. Unless otherwise specifically stated, the views expressed herein are solely those of the author and may differ from the information, views or analysis expressed by Westpac and/or its affiliates.

For the purposes of Regulation AC only: Each analyst whose name appears in this report certifies that (1) the views expressed in this report accurately reflect the personal views of the analyst about any and all of the subject companies and their securities and (2) no part of the compensation of the analyst was, is, or will be, directly or indirectly related to the specific views or recommendations in this report.

**For XYLO Foreign Exchange clients:** This information is provided to you solely for your own use and is not to be distributed to any third parties. XYLO Foreign Exchange is a division of Westpac Banking Corporation ABN 33 007 457 141 and Australian credit licence 233714. Information is current as at date shown on the publication. This information has been prepared without taking account of your objectives, financial situation or needs. Because of this you should, before acting on this information, consider its appropriateness, having regard to your objectives, financial situation or needs. XYLO Foreign Exchange's combined Financial Services Guide and Product Disclosure Statement can be obtained by calling XYLO Foreign Exchange on 1300 995 639, or by emailing customercare@XYLO.com.au.

The information may contain material provided directly by third parties, and while such material is published with permission, Westpac accepts no responsibility for the accuracy or completeness of any such material. Except where contrary to law, Westpac intends by this notice to exclude liability for the information. The information is subject to change without notice and Westpac is under no obligation to update the information or correct any inaccuracy which may become apparent at a later date. Past performance is not a reliable indicator of future performance. The forecasts given in this document are predictive in character. Whilst every effort has been taken to ensure that the assumptions on which the forecasts are based are reasonable, the forecasts may be affected by incorrect assumptions or by known or unknown risks and uncertainties. The ultimate outcomes may differ substantially from these forecasts.

Westpac Institutional Bank asserts the moral right to be identified as the author of this work.