# **Metrix: Pulse of WA**







## In the news:

- The fallout of the federal election dominated the news cycle, along with rising interest rates and their impact on cost-of-living pressures.
- COVID-19 case numbers continued to spike but media attention turned to concern about the <u>imminent flu season</u>.

### **Behaviour Intentions**



### Change in the next 3 months:

	■Less ■No chang	ge	■More	
COVID-19	Hygiene measures	8	67	25
	Working from home	26	48	26
	Visiting public places	19	67	14
Online	Online grocery shopping	19	58	23
	Meal delivery services	26	55	19
	Online shopping	19	63	18
Spending	Buying local	9	68	23
	Non-essential spending	39	51	10
	Overall shopping	22	64	14

The community remains conscious of hygiene and cautions of public places. The convenience and safety of online and delivery options are tempered by an overall decline in shopping. While local support remains strong, there are dramatic intentions to cut non-essential spending.

## **Travel Intentions**



Travel intentions were strong this fortnight, after a dip last wave.

#### Travel in the next 12 months:







Intrastate

Interstate

International

## **WA Mood**

There was little shift in the overall mood of the community this fortnight – on balance, people are still feeling more negative than positive.



61%
Net: Positive



69%

Net: Positi **-2%**  Net: Negative

Since tracking commenced in March (and particularly post federal election), West Australians are feeling less frustrated (18%, down from 27%) and more relaxed (27%, up from 16%).

## **Community Concerns**



93% Cost of fuel



90% Cost of food and groceries



**86%** WA's healthcare system



78% Health of the national economy



**74%** Availability of food and groceries



66% Health of the WA economy



39% COVID-19 cases in hospital



39% Your job security

Concern in the community strengthened this wave. The increasing cost of living and economic concern remained the most prominent issue.