PulseCheck

POWERED BY YORK PARK GROUP

PulseCheck draws on data and research from around Australia, bringing together economic indicators from the ABS, public polling, and other insights, to determine Australia's 'pulse' and help organisations understand the environment in which they seek to build trust and change minds.

York Park Group is a public strategy firm that specialises in reputation management, advocacy and issues management and crisis communications. To be effective, we seek to understand not only the saliency of our client matters, but the broader environment within which they are seeking to influence.

Reputation management and advocacy in Australia is increasingly complex, with an evolving media landscape, a fast changing and fragmented policy environment, and increasing geopolitical challenges.

There is a never-ending stream of publicly available economic, social and political measures and insights, and the York Park Group PulseCheck brings together high quality, national data to provide a single reference point of the broader environment in which our clients seek to build and manage their reputation and advocate for policy outcomes.

Positivity Returns – Q3 2025 Results

PulseCheck Score

+4

Score between -50 to +50

Australians are feeling more confident this quarter, with a Pulse of +4, up from -1 in Q2 2025. This positivity is being mirrored at a corporate level, with greater business confidence and associated investment. The rising confidence and conditions are reflective of two remarkable statistics: purchasing costs growing at their slowest rate since 2021, and consumer sentiment at the highest level since February 2022.

With the Rockliff Government re-elected in Tasmania in July, the remaining period of the quarter saw political stability for the first time in 2025, with no elections or ongoing campaigns. The Albanese Government returned to Parliament in July, remaining relatively calm except for the announcement of the 2035 Emissions Reduction Target and the Triple Zero outage at the end of the quarter.

In linking politics, sentiment and business conditions, Q3 2025 highlights that Australians like their politics to be calm, interest rates to be on the decline, and inflation low.

PulseCheck Methodology

We wanted PulseCheck to be an objective and subjective measurement. In developing the methodology, we considered:

- How do voters the community feel generally against their actions?
- What are business perceptions against the decisions they make?
- How to answer these questions with data that already exists?

Indicator	Q3 2025 Change
ABS Household Spending Indicator	↘
Westpac and Melbourne Institute Consumer Sentiment Index	↗
NAB Business Survey – Confidence	↗
NAB Business Survey – Conditions	↗
Essential Media – National Mood	↘
Resolve Country Outlook Index	↘

We determined six national measurements released monthly were the best indicators of the national pulse. PulseCheck is then calculated by setting each indicator onto an equal and unified scale. This ‘normalises’ the data onto a scale of -50 and 50, with 0 set as a neutral score, indicating that, socially, economically and politically, Australia is neither positive nor negative.

Looking Ahead to Q4

Unemployment rose to 4.5 per cent in September from 4.3 per cent in August, reaching a four-year high, although still low historically. The Pulse for Q4 will see the impact of the Triple Zero outage as well the Prime Minister’s international trips, the geopolitical situation in the Middle East, and the trade relationship between China and the US.

We may also see how consumers are thinking and feeling in the lead up to Christmas and how confident they are to spend their money. Looking back at other recent periods of geopolitical instability, there may be impacts on business confidence and voter/consumer sentiment, but those changes don’t always correlate to business conditions (e.g. the Russian invasion of Ukraine in early 2022).

The world may make us feel objectively concerned, but business decisions and their impact remain subjective.

Q4 2025 Considerations – Looking Ahead

Messaging: Does our organisation’s message match the generally positive mindset, or are we working against public opinion?

Advocacy: There are no elections in Australia until March 2026 (South Australia). Where will political pressure come from?

Reputation: How does our organisation or our sector stay relevant in the current economic/social/political environment? Do we understand if and how our issues are relevant to our audience’s mindset?

Recommended Reading

York Park Group has filtered through articles, reports and whitepapers from Q3 so you don’t have to. Here are some highlights that may be of interest:

- 2026 Global Digital Trust Insights Survey – PwC
- Labor factions 2025: How the Left took charge, NSW runs the cabinet and Victoria was dudded – The Age
- Understanding Democratic Erosion – The Lowy Institute
- AI, Productivity, and Australia’s Choice of Regulatory Framework – e61 INSTITUTE
- Trusted Brand Award winners for 2025 – Roy Morgan Research
- Fasten your seatbelt: making sense of a new economic era – CBA Economics Update

**For more information about the York Park Group PulseCheck, and how organisations can use it,
please contact Sean Sammon – sean.sammon@yorkparkgroup.com.au or 0417 137 419**