Australia’s Shopping Intent Report

Australians are still cautious about their personal spending habits, and less optimistic about the spending of others. Fear of rising utility prices, the economic impact of recent natural disasters and wanting to lead a more sustainable life are all concerns shared by the majority of Australians.

With the growth of online shopping, just how likely are Australians to purchase in shopping centres going forward? What demographic groups do retailers need to worry most about?

April 2011

DIRECTIONAL INSIGHTS

AMP capital SHOPPING CENTRES

Keeping You In Touch

DIRECTIONAL INSIGHTS

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1. Introduction

AMP Capital Shopping Centres has 39 shopping centres across Australia and New Zealand, AMP Capital Shopping Centres is Australia's second largest regional shopping centre owner, developer, manager and designer. The largest AMP Capital Shopping Centres, in size and annual turnover, per state are Warringah Mall (New South Wales), Pacific Fair (Queensland), Knox Shopping Centre (Victoria) and Garden City Booragoon (West Australia).

Balancing the needs of its retailers with those of the community, each of AMP Capital Shopping Centres contributes to the community by supporting local schools, charities and organisations.

This report, ***"Australia's Shopping Intent Report Update"*** is the fifth in the AMP Shopping Intent series produced bi-annually in February and July. This report not only examines how the current economic climate is changing the way we spend, but compares and tracks changes in consumer behaviour to this time last year.

The main source for this report was a nationwide on-line survey of n=1,000 Australians. The sample had quotas set by gender, age and location by state in order to be representative of the Australian population.

This report examines the sentiment Australians have concerning personal spending levels across categories and how they think the rest of Australia will be spending in these categories.

Online shopping is a very important issue at the moment, so we also asked Australia how they prefer to shop in a variety of different retail categories. Do they shop only in physical stores? Do they purchase this category only in online stores? Or do they prefer a mixture of the two?

In order to gain a further understanding of recent changes to expenditure, we asked Australians how they are feeling about the year ahead. What concerns do they have? What recent events are playing on their mind? Is the economy dominating their thoughts, or are other issues such as sustainability or the recent natural disasters taking a central role in their forethoughts?

Directional Insights is a research consultancy specialising in the design and delivery of innovative research for retail, shopping centres and other property facilities, including residential, leisure and recreational complexes across Australia and New Zealand.

We have the knowledge, experience and resources to holistically design, manage and deliver your research needs. We have extensive experience in managing customer survey studies, telephone surveys, online surveys, focus groups, in-depth interviews and executive interviews with a focus on knowledge, not just raw data. We present our findings in an actionable framework, remaining strategy oriented at all times.

For a discussion about your research needs or more information about our services, please contact:

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2. The Results – An Overview

Australians were asked how they are changing their spending habits. Are they spending more, less or about the same as usual compared to this time last year? Nineteen spending categories were listed including:

- Take home food and groceries
- Alcohol for home consumption
- Eating out in cafes and restaurants
- Buying take away food
- Going out to theatres, movies and bars
- Clothing, shoes and accessories
- Big ticket items like furniture and large electrical goods
- Local Australian holidays
- Overseas holidays
- Household goods like TVs, small electrical, kitchenware, homewares
- Hairdressers, beautician, nail bar, massage
- Purchases like beauty products, make up, perfume, general chemist products
- Technology purchases like mobile phones, computers, gaming consoles etc
- Gifts
- General items like books, newsagency etc
- General items like optical, shoe repair, clothing alternations, dry cleaning
- Lotto, Lottery tickets etc
- Home entertainment like DVDs, Video Hire, Video Games, CDs, traditional board games
- Home entertaining eg friends for dinner, lunch or coffee

Across all the spend categories tested, Australians continue to indicate they are spending less on the majority of the categories tested. Compared to the previous results from February 2010 and 2009 most results are quite consistent, either remaining steady or showing a very slight trend towards spending less, but there are some areas showing some gain. While Frugal Fever remains, there is little sign that things will get worse.

While spending more only increased in a small number of categories, most of the time any shifts – positive or negative – in shopping behaviour were quite small, usually only moving a few percentage points either way. While there were some exceptions, normally there were moving closer to the results of February 2009 rather than continuing any trend of growing or shrinking.

Both take home food and groceries and eating out in cafes and restaurants seem to be slowly improving, with the results for spending more improving from 26% to 30% for take home food, and from 10% to 12% for eating out in cafes and restaurants.

At first glance Technology purchase seems to be weakening, with more people spending less in that category than either July 2010 or 2009. But closer inspection shows that this is accounted for by the lessening number of people not spending on this category at all, and both spending more and spending the same as usual remains steady.

Changes by Spend Category

	Spending less	Spending the same as usual	Spending more	Don't spend on this category
Buying take away food	41%	45%	8%	6%
Going out to theatres, movies and bars	41%	42%	8%	9%
Eating out in cafes and restaurants	40%	42%	12%	6%
Big ticket items like Furniture and Large Electricals e.g. lounges, fridges	39%	40%	10%	12%
Home entertainment like DVDs, Video Hire, Video Games, CDs, traditional board games	38%	44%	7%	11%
Clothing shoes and accessories	36%	53%	9%	1%
Household goods like TVs, Small Electrical, Kitchenware, Homewares	35%	48%	10%	7%
Technology purchases like mobiles phones, computers, gaming consoles e.g. Xbox, Wii, and Music systems like iPods/MP3 players	35%	46%	12%	7%
Gifts	33%	57%	7%	3%
Local Australian Holidays	33%	44%	11%	12%
General items like books, newsagency, etc	32%	57%	5%	6%
Hairdressers, beautician, nail bar, massage	32%	47%	7%	14%
Purchases like beauty products, make up, perfume, general chemist products	30%	53%	8%	9%
Alcohol for home consumption	29%	45%	9%	17%
General items like optical, shoe repair, clothing alterations, dry cleaning	29%	54%	5%	12%
Overseas Holidays	29%	32%	11%	28%
Home entertaining eg friends for dinner, lunch or coffee	28%	56%	7%	9%
Lotto, Lottery Tickets etc	28%	43%	6%	23%
Take home food and groceries	17%	51%	30%	1%

Spend Category Changes – July 2009/2010 to February 2011 Comparison

	Spending less			Spending the same as usual			Spending more			Don't spend on this category		
	Feb 09	Feb 10	Feb 11	Feb 09	Feb 10	Feb 11	Feb 09	Feb 10	Feb 11	Feb 09	Feb 10	Feb 11
Buying take away food	54%	40%	41%	35%	45%	45%	3%	9%	8%	8%	7%	6%
Going out to theatres, movies and bars	45%	34%	41%	34%	45%	42%	3%	9%	8%	17%	12%	9%
Eating out in cafes and restaurants	57%	38%	40%	32%	45%	42%	3%	10%	12%	8%	7%	6%
Big ticket items like Furniture and Large Electrical e.g. lounges, fridges	53%	36%	39%	31%	41%	40%	4%	9%	10%	12%	14%	12%
Home entertainment like DVDs, Video Hire, Video Games, CDs, traditional board games	n/a	33%	38%	n/a	47%	44%	n/a	9%	7%	n/a	11%	11%
Clothing shoes and accessories	50%	33%	36%	45%	56%	53%	2%	9%	9%	3%	2%	1%
Household goods like TVs, Small Electrical, Kitchenware, Homewares	45%	31%	35%	43%	50%	48%	4%	11%	10%	9%	8%	7%
Technology purchases like mobile phones, computers, gaming consoles e.g. Xbox, Wii, and Music systems like iPods/ MP3 players	48%	30%	35%	36%	47%	46%	5%	13%	12%	10%	11%	7%
Gifts	42%	32%	33%	53%	56%	57%	3%	9%	7%	3%	3%	3%

Spend Category Changes – July 2009/2010 to February 2011 Comparison

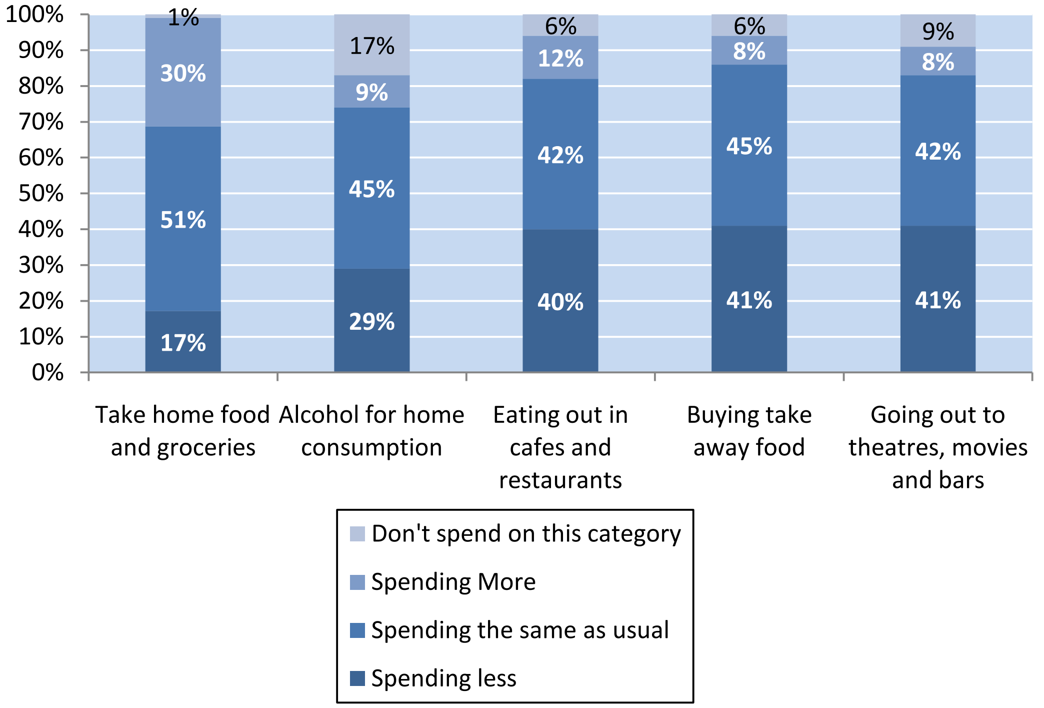
	Spending less			Spending the same as usual			Spending more			Don't spend on this category		
	Feb 09	Feb 10	Feb 11	Feb 09	Feb 10	Feb 11	Feb 09	Feb 10	Feb 11	Feb 09	Feb 10	Feb 11
Local Australian Holidays	37%	27%	33%	42%	49%	44%	6%	11%	11%	15%	13%	12%
General items like books, newsagency etc	43%	32%	32%	50%	55%	57%	5%	6%	5%	7%	5%	6%
Hairdressers, beautician, nail bar, massage	40%	30%	32%	44%	49%	47%	1%	6%	7%	15%	15%	14%
Purchases like beauty products, make up, perfume, general chemist products	41%	29%	30%	45%	52%	53%	2%	8%	8%	12%	11%	9%
Alcohol for home consumption*	29%	32%	29%	43%	42%	45%	9%	12%	9%	19%	15%	17%
General items like optical, shoe repair, clothing alterations, dry cleaning	36%	27%	29%	53%	54%	54%	2%	6%	5%	10%	13%	12%
Overseas Holidays	32%	25%	29%	25%	29%	32%	4%	11%	12%	38%	36%	28%
Home entertaining e.g. friends for dinner, lunch or coffee	n/a	28%	28%	n/a	53%	56%	n/a	10%	7%	n/a	9%	9%
Lotto, Lottery Tickets etc	32%	26%	28%	42%	43%	43%	3%	7%	6%	22%	24%	23%
Take home food and groceries	22%	18%	17%	67%	55%	51%	10%	26%	30%	0%	1%	1%

*Alcohol for home consumption was not tested in February 2009 or 2010. The comparison results are from July 2009 and July 2010.

Changes by Spend Category

Spend Category	Change from 2010 to 2011
Take home food and groceries	IMPROVED
Alcohol for home consumption	STABLE
Eating out in cafes and restaurants	STABLE
Buying take away food	STABLE
Going out to theatres, movies and bars	STABLE
Home entertainment like DVDs, Video Hire, Video Games, CDs, traditional board games	REDUCED
Home entertaining eg friends for dinner, lunch or coffee	STABLE
Gifts	STABLE
Lotto, Lottery Tickets etc	STABLE
General items like books, newsagency, etc	STABLE
General items like optical, shoe repair, clothing alterations, dry cleaning	STABLE
Local Australian Holidays	STABLE
Overseas Holidays	STABLE
Clothing shoes and accessories	STABLE
Purchases like beauty products, make up, perfume, general chemist products	STABLE
Hairdressers, beautician, nail bar, massage	STABLE
Technology purchases like mobiles phones, computers, gaming consoles e.g. Xbox, Wii, and Music systems like iPods/MP3 players	STABLE
Big ticket items like Furniture and Large Electricals e.g. lounges, fridges	STABLE
Household goods like TVs, Small Electrical, Kitchenware, Homewares	REDUCED

3. Changes by Food and Out of Home Entertainment



Take Home Food and Groceries - IMPROVE

Take Home Food and Groceries remains one of the most important spend categories in the retail sector. For the third year in a row Australians are more likely to believe they are spending more on take home food and groceries than they were this time last year, although the growth is less extreme, going from 26% last year to 30% this year. However the percentage of Australians who believe they are spending less on this category remains steady, this growth comes almost entirely from customers who were previously spending the same. Between Male and Female shoppers the results were quite consistent.

The majority in all age groups are spending about the same as they did last year. 25-34 and 45-54 year olds are spending slightly more on average compared to other age groups at 32% each. Whilst 17% of Australians indicated they were spending less than this time last year, 20% of 35-64 year olds indicated they were spending less.

Alcohol for Home Consumption - STABLE

Australians spending more on alcohol for home consumption reduced to 9%, from 12% in February 2010. However, those spending less also reduced from 32% to 29% during the same period. These shifts have moved into both spending the same as usual, and don't spend on this category, which have increased respectively from 42% to 45%, and from 15% to 17%. Females are both more likely to spend less on this category (33% for Females to 25% for Males) and more likely to not spend at all on this category (19% for Females to 14% for Males), whereas Male customers are more likely to be spending the same as usual (50% for Males to 41% for Females).

The percentage of Australians spending more on Alcohol for home consumption decreases with age, from a high of 14% at 18 to 34 years down to a low of 5% at 65+ years. Interestingly, the highest proportion of Australians spending less on alcohol belong to the 25-34 and 35-44 year age groups, at 31% and 32% respectively..

Eating out in Cafes and Restaurants - STABLE

There was a slight increase in both spending less and spending more on this category, but on a whole it remained relatively steady in comparison to the February 2010 results. This in itself is interesting, as those results were a steady improvement on previous years. While Female customers were slightly more likely to be spending less on this category than Male customers, the difference is small at 38% for Males to 41% for Females.

18-24 year olds were most likely to be spending more on this category at 22%, and also least likely to be spending less on this category at 29%. Of note is that the proportion of this age bracket spending less on Eating out in Cafes and Restaurants is still greater than the proportion spending more. 35-44 year olds are least likely to be spending more on this category at 5%.

Buying Take Away Food - STABLE

Buying Take Away Food seems to have stabilised from February 2010. While it is an improvement on the two year result of 54% of Australians spending less on take away food, the result this year of 41% is still not ideal, but similar to the February 2010 result. Females are more likely to be spending less on Take away food, at 47% compared to 35% for Males, whereas Males are more likely to be spending the same as usual (51% to 39%) and spending more (9% to 6%).

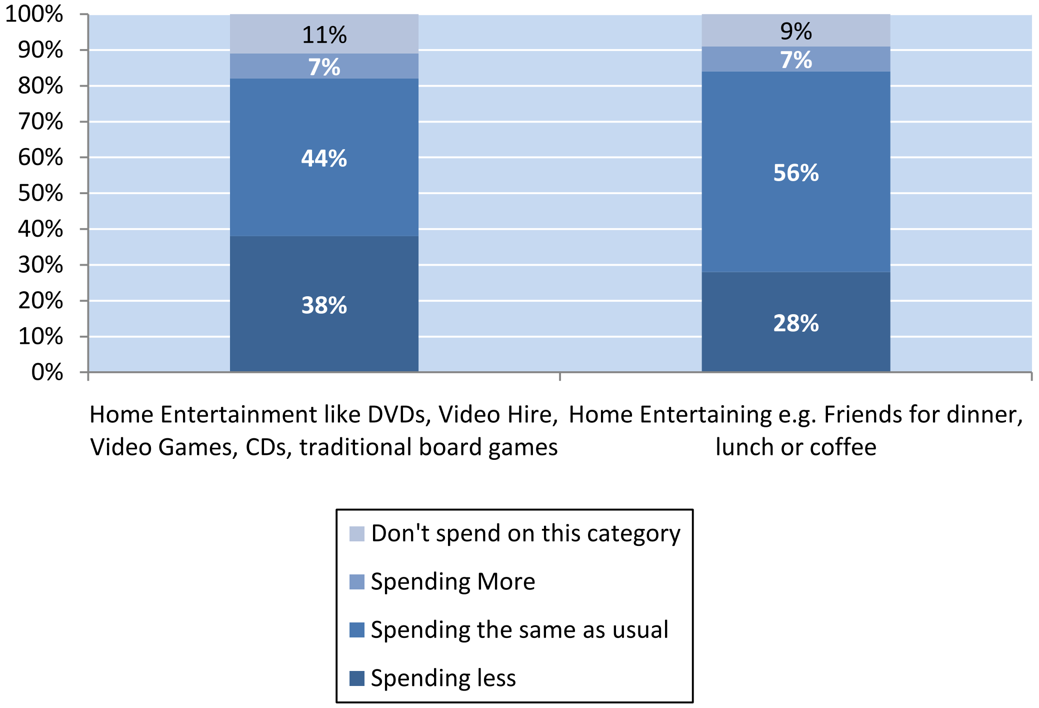
The age categories most likely to be spending less on take away food are 35 to 54 year olds at 46%. The age groups most likely to be either spending the same as usual or spending more on this category are 18-24 year olds (at 50% and 13% respectively) and 25-34 year olds (at 53% and 12% respectively).

Going Out to Theatres, Movies and Bars - STABLE

While the proportion of Australians not spending on this category continues to decrease – from 17% in 2009 to 12% in 2010, down to 9% in 2011 – the number of people spending less on this category has increased, going from 34% in 2010 to 41% in 2011. Comparatively, spending the same as usual and spending more than usual is showing a slightly lower rate compared to the 2010 results. Females are more likely to be spending less on this category, at 43% compared to 39% for Males. However most sit in the spending the same as usual category, where Males sit at 45% and Females at 39%.

35-44 year olds are most likely to be spending less on this category at 47% whilst 18-24 year olds have 40% spending less (below average) but 14% spending more (nearly double the average). 19% of 65+ year olds don't spend in this category compared to the average of 9%.

4. Changes by In Home Entertainment



Home Entertainment Like DVDs, Video Hire, Video Games, CDs, Traditional Board Games- REDUCED

This category of spend seems to have slipped slightly, going from 33% of Australians spending less down to 38% of Australians. This seems to have come from both Spending the same as usual (from 47% in 2010 to 44% in 2011) and Spending more (9% in 2010 down to 7% in 2011). Females are more likely to be spending less on this category, at 42% compared to the Male result of 34%, but the majority of males at 48% are still spending the same as usual on this category along with Females at 40%.

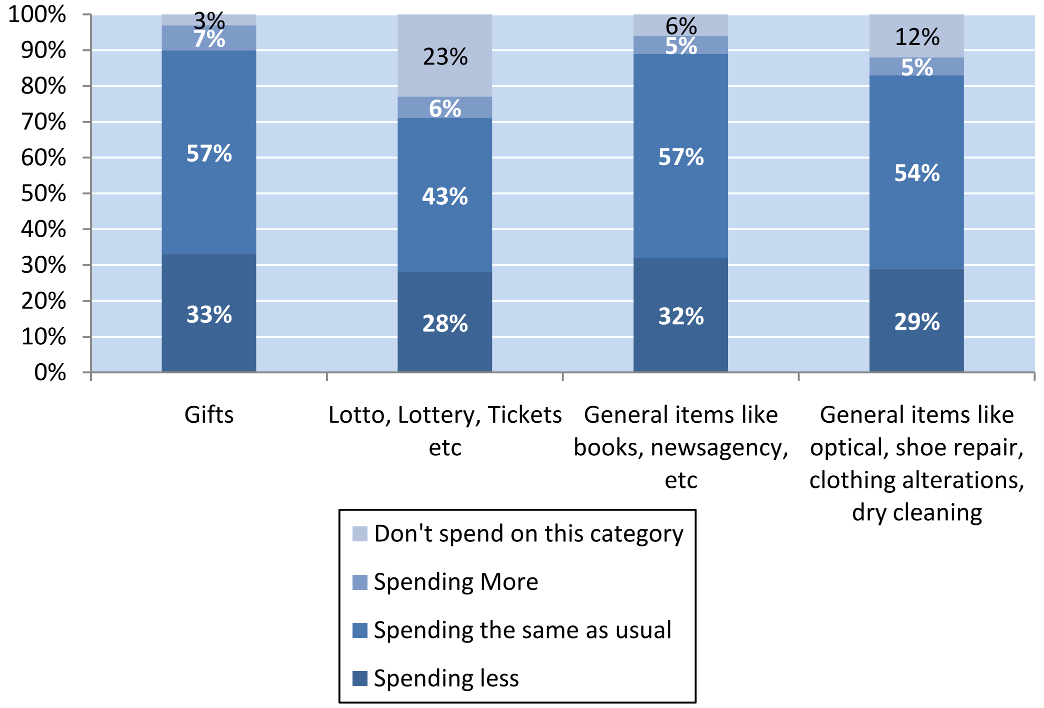
All age groups are primarily spending about the same as last year, however younger age groups are more polarising with 36% spending less but 12% spending more. The older the age group the less likely Australians are to spend in this category with 24% of 65+ year olds not spending on this category.

Home Entertaining e.g. Friends for Dinner, Lunch or Coffee - STABLE

This category has mostly remained stable in the past year, with a slight dip in the percentage of Australians spending more (down from 10% in 2010 to 7% in 2011), caught in the percentage of Australians spending the same as usual (up from 53% in 2010 to 56% in 2011). Females are more likely to not spend on this category at all (11% compared to 8% for Males) or be spending less on this category (30% compared to 25% for Males), and conversely Males are more likely to be spending the same as usual (58% compared to 53% for Females). Males are also slightly more likely to be spending more on this category at 9% compared to 6%.

18-24 year olds are most likely to be spending more on this category out of all the age groups at 12% compared to the average of 7%, but they are also most likely to not spend on this category at all at 13%. The age groups most likely to be spending less on this category are 35-44 years at 31% and 45-54 years at 32%.

5. Changes by General Items



Gifts - STABLE

The results for Gifts is quite consisted with February 2010; approximately a third of Australians spending less on this category, over half of Australians spending the same, and a small percentage spending more. The results between Male and Females is quite consistent as well, with only a few percentage points differentiating them in all spending areas, suggesting there is no significant difference.

Between the age groups there is more of a difference. Spending less mostly stays around the 28%-32% mark, with the only groups strongly different from this being the 35-44 year olds and 45-54 year olds, at 38% and 37% respectively. The age group most likely to be spending more on this category is 18-24 year olds at 15%, while most other age groups are between 5% and 7%.

Lotto, Lottery Tickets etc - STABLE

Between February 2010 and February 2011 the results for this spending category did not change much. Although it stands out as one of the areas most likely not to be purchased by Australians (this year 23% state they do not purchase on this category of spend), it has remained quite stable as a whole. Between Males and Females, the biggest difference is that Males are more likely to be spending more on this category (8% compared to 5%) and Females are more likely not to be purchasing from it at all (26% compared to 19%).

The age group least likely to be spending less on this category is 18-24 year olds, at 17%. This is still double the number of 18-24 year olds likely to be spending more, which sits at 8%, and this age group is also most likely not to be spending at all, at 42%. The age group most likely to be spending on this category is 45-54 year olds, with only 14% not purchasing from this category. This is closely followed by 55-64 year olds at 17%.

General Items like Books, Newsagency etc. - STABLE

There have been no significant changes in this category from 2010, with all results being within 2% of the results show in February last year. This means a third of Australians are still spending less on this retail category than they were previously, and only 5% are spending more. Between the genders, Females are more likely to be spending less on this category at 35% compared to 29%, while Males are more likely to be spending the same as usual at 60% to 54%.

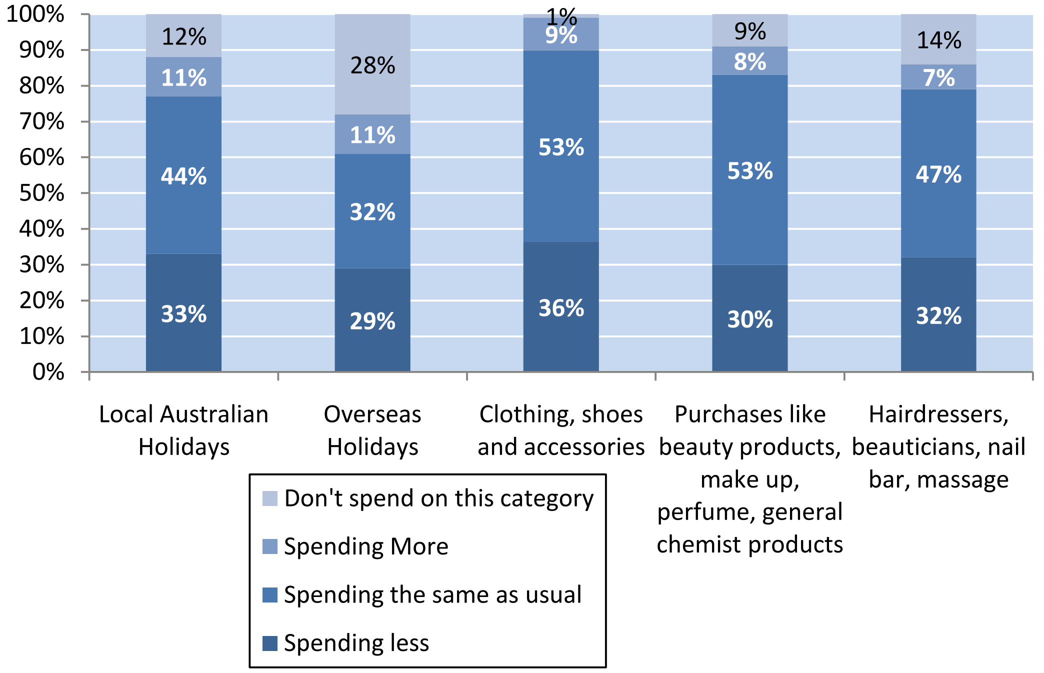
The age group most likely to be spending more on this category are the 18-24 year old Australians with 12% spending more than the previous year, over double the average result. The age group most likely to be spending less was 25-34 year olds, but interestingly as Australians get older, they are less likely to be spending less on this category. But, at the same time, as Australians get older they are less likely to be spending more, with only 3% of both 55-64 and 65+ year olds spending more on this category than in previous years. This means as Australians get older they form a steady pattern of spending about the same.

General Items like Optical, Shoe Repair, Clothing Alterations, Dry Cleaning - STABLE

The improvement this category has shown in previous years seems to have stagnated, with Spending Less, Spending the same as usual, Spending more and Don't spend on this category all within 2% of the result from February 2010. There is some difference between the genders, with Females being more likely not to spend on this category at all (14% compared to 9%), and more likely to be spending less than in previous years (32% compared to 26%). This difference is mostly accounted for in the result spending the same as usual, with Males at 59% and Females at 50%.

21% of Australians aged between 18 to 24 years of age do not purchase on this category at all, the highest of all the age groups. All Australians between 35 and 64 years of age are roughly equally likely to be spending less on this category, with results between 31% and 33% for 35-44, 45-54, and 55-64 year olds. All through the age groups, the number of Australians spending more on this category was low, peaking with a high of 6% for 18-24 year olds, and with a low of 4% for Australians aged over 65 years of age. All age groups spend about the same as last year at over 50% each, with a high of 60% for 65+ year olds.

6. Changes on Holidays, Apparel and Beauty/Personal Services Spend



Local Australian Holidays - STABLE

While the proportion of Australians spending more or not spending at all on this category remains steady from February 2010, there has been a shift away from spending the same as usual (down from 49% to 44%) into spending less (up from 27% to 33%). Males appear to be larger spenders in this area, being more likely to be spending more (13% to 9% for Females), more likely to be spending the same as usual (48% for Males to 40% for Females), less likely to be spending less than usual (29% for Males compared to 36% for Females) and finally less likely to be not spending at all (9% for Males to 14% for Females).

25 to 34 year olds are most likely to be spending more on this category, and least likely to not be spending on this category at all at 18% and 8% respectively. Australians aged between 35 and 44 years of age are most likely to be spending less on this category, while those aged 65 and up are most likely to be spending the same amount as usual.

Overseas Holidays - STABLE

While there has been an increase in spending less in this category (from 25% in February 2010 to 29% in February 2011), there has been a far larger decrease in the percentage of Australians not spending at all on this category, falling from 36% of Australians down to 28%. Again, like Local Australian Holidays, it seems Males are more likely to be spending in this area. Females are both more likely to be spending less (31% for Females to 27% for Males) and more likely to be not spending at all (30% to 26% for Males). Conversely, Males are more likely to be spending the same amount as usual at 36% to 27%.

Both the young and the old are more likely to be spending more on this category, with 19% of 18-24 year olds, 16% of 25-34 year olds, and 14% of Australians 65 and over stating they are spending more on Overseas Holidays than they were last year. Similarly, the two age brackets in the middle (being 35 to 44 and 45 to 54 year olds) both are quite likely to not spend on this category at all, both at 32%.

Clothing, Shoes and Accessories - STABLE

While there has been a slight shift of 3% away from Spending the same as usual towards Spending less, on a whole this category has remained fairly steady since the February 2010 results last year, 53% of Australians spending the same as this time last year, 36% spending less than this time last year, and 9% spending more. Between the genders, Females are more likely to be spending less, at 41% of Females to 32% of Males. This difference is mainly made up for within the area of Spending the same as usual, with 57% of Males and 49% of Females.

Age has a great impact on spending habits for clothing, shoes and accessories. Youthful Australians are more likely to be spending more on this category with 20% of 18-24 year olds and 11% of 25-34 year olds stating they are spending more on this category now than they were a year ago, and similarly no one in these age groups said they do not spend on this category. In comparison, the other age groups all had between 6% and 8% of Australians stating they spend more. 55 to 64 year olds are the most likely to have stable shopping habits in this area, at 59% stating they are spending the same as usual.

Purchases like Beauty Products, Make Up, Perfume, General Chemist Products - STABLE

This product category seems to be holding steady with the results from February 2010, with no change of more than 2% in either Spending less, Spending the same as usual, Spending more, or Don't spend on this category. Females are more likely to purchase from this category than Males are, with 15% of Males not spending on this category and only 4% of Females. However, 35% of Females are spending less on this category than they were last year, compared to only 25% of Males.

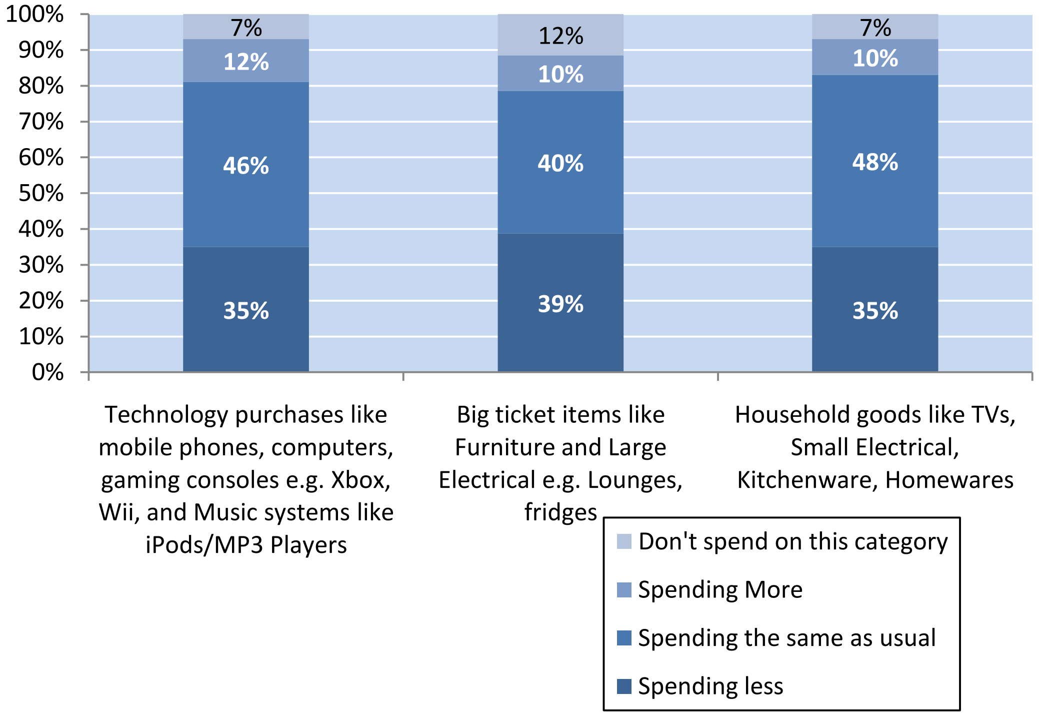
17% of 18-24 year olds state they are spending more on this category than last year, far above average, and they are among the least likely to be spending less at 24%. 55-64 year olds are most likely to have stabilised spending habits on this product, with the highest proportion spending the same as usual at 63%, and among the lowest percentages spending more (5%) and spending less (25%).

Hairdressers, Beautician, Nail Bar, Massage - STABLE

In comparison to the results of the February 2010 AMP Capital Shopping Intent Report, this category of spend has remained quite steady. The slight changes in the results are all too small to be called statistically significant. Males are twice as likely as Females to not spend on this category at all, at 19% for Males to 9% for Females. However, Males are also more likely to be spending a steady amount, at 52% to 43%. The largest difference of all is that Females are far more likely to be spending less, at 40% compared to 24% for Males.

35-44 year olds are more likely than average to be spending less on this category, at 40%, and with a lower than average 5% spending more than normal, but they do also have a lower than average 11% not spending at all on this category. 18-24 year olds are the most likely to be spending more, at 14%.

7. Changes in Technology, Household Items and Home Entertainment Spending



Technology Purchases like Mobile Phones, Computers, Gaming Consoles e.g. Xbox, Wii, and Music Systems like iPods/MP3 Players - STABLE

The proportion of Australians Spending the same as usual and Spending more on this category has remained steady since February 2010, currently sitting at 46% and 12% respectively. However, of note is that Don't spend on this category has decreased from 11% to 7% since last year, and this shift has increased the number of people Spending less on technology purchases, going from 30% in February 2010 to 35%. Females are more likely to be spending less at 38% compared to 31% for Males, whereas Males are both more likely to be spending the same as usual (49% to 43%), and more likely to be spending more than usual (14% to 11%).

Age greatly influences technology purchases. 18 to 24 year olds are far more likely to be spending more than this time last year, at 20%, over double that of the lowest of 9% for 35 to 44 year olds, 55 to 64 year olds, and 65 and over. It is of note that the age groups least likely to be spending less are 18-24 and 25-34 year olds, both of whom still had a result of 32% spending less than this time like year, suggesting a third of Australians believe they are spending less.

Big Ticket Items like Furniture and Large Electrical e.g. Lounges, Fridges - STABLE

While there is a slight increase in the number of Australians spending less in this category (from 36% to 39%), on a whole it remains fairly stable. This area of spend seems to be the domain of Males, as when compared to Females they have a lower proportion spending less (36% to 42%), a lower proportion not spending on the category at all (9% to 14%) and higher proportions both spending more (11% to 8%) and spending the same as usual (44% to 36%).

Both the young and the elderly are less frequent purchasers of Big ticket items. 27% of Australians aged 18 to 24 do not purchase from this category, while Australians aged 65 and up are most likely to be spending less than in previous years at 44%

Household Goods like TVs, Small Electrical, Kitchenware, Homewares - REDUCED

There has been an increase in Spending less on this category, going from 31% in February 2010 up to 35% in 2011, however this is still far below the high in 2009 of 45%. Other than that, Spending the same as usual, Spending more and Don't spend on this category remains relatively stable with no significant changes. Males seem to be more likely to spend in this category, with a higher percentage stating they are spending more on this category than this time last year (11% for Males to 8% for Females), as well as a smaller percentage spending less on this category at 33% for Males and 38% for Females.

Australians aged between 18 and 24 are most likely to not spend on this category at all, at 20%, in contrast every other age group had results for this option between 3% and 6%. The age groups most likely to be spending less are 35-44 years and 55-64 years, both at 40%, ahead of the next highest age group, 45-55 years of age, at 36%. Finally, it is the 25-34 year olds who are most likely to increase their spend, at 15% saying they are spending more on this category, although in this age group 33% indicated they would be spending less.

8. 2011 Areas of Spend

Respondents were also asked which categories they thought Australians generally will be spending more on in 2011. The categories included include:-

- Take home food and groceries
- Alcohol for home consumption
- Eating out in cafes and restaurants
- Buying take away food
- Going out to theatres, movies and bars
- Inexpensive everyday fashion e.g. Lowes, Millers, Supre, Suzanne Grae
- Mid range fashion e.g. Sussan, Portmans, Just Jeans
- Better end fashion e.g. Cue, Country Road, Nine West
- High end fashion e.g. Polo Ralph Lauren, Saba, Lisa Ho
- Luxury Items e.g. Louis Vuitton, Chanel, Tiffany
- Big ticket items like Furniture and Large Electrical e.g. lounges, fridges
- Local Australian Holidays
- Overseas Holidays
- Household goods like TVs, Small Electrical, Kitchenware, Homewares
- Hairdressers, beautician, nail bar, massage
- Purchases like beauty products, make up, perfume, general chemist products
- Technology purchases like mobile phones, computers, gaming consoles e.g. Xbox, Wii, and Music systems like iPods/ MP3 players
- General items like books, newsagency, etc
- General items like optical, shoe repair, clothing alterations, dry cleaning,
- Lotto, Lottery Tickets etc
- Home entertainment like DVDs, Video Hire, Video Games, CDs, traditional board games
- Home entertaining e.g. friends for dinner, lunch or coffee

Most areas of expected spend either remained stable or fell slightly in comparison to previous results, and very few made any gain. This suggests that Australians might be slowly losing their optimism in the spending habits of others. This is in line with consistent or slightly decreased spending habits reported earlier. The key commodity groups receiving the most spend increase include:

- Take home food and groceries
- Alcohol for Home consumption
- Technology purchases like mobile phones, computers, gaming consoles e.g. Xbox, Wii, and Music systems like iPods/ MP3 players
- Local Australian Holidays
- Inexpensive everyday fashion e.g. Lowes, Millers, Supre, Suzanne Grae

Take home food and groceries was the most notable response, with 57% of respondents believing there would be an increased spend on this in 2011, but this was a decrease from July 2010, bringing it in line with the result of February 2010. However, this result can also be seen in a negative light as we know from qualitative discussions with shoppers that increased spending in this area is a result of increased prices due to recent significant weather events rather than increased consumption.

Following this category is Alcohol for home consumption at 38%, another decrease, then Technology purchases, which has remained steady.

The bottom three results remained consistent since the last two shopping intent reports, with the only variation being their positioning. Better end fashion has slipped, and Luxury items (5%) have overtaken it.

Spend Category	% Increased spend Feb 2011	% Increased spend Jul 2010	% Increased spend Feb 2010
Take home food and groceries	57%	61%	56%
Alcohol for home consumption	38%	45%	N/A
Technology purchases like mobile phones, computers, gaming consoles e.g. Xbox, Wii, and Music	38%	37%	43%
Local Australian Holidays	37%	44%	44%
Inexpensive everyday fashion e.g. Lowes, Millers, Supre, Suzanne Grae	36%	38%	38%
Home entertainment like DVDs, Video Hire, Video Games, CDs, traditional board games	33%	34%	41%
Lotto, Lottery Tickets etc	31%	34%	37%
Buying take away food	30%	33%	33%
Home entertaining e.g. friends for dinner, lunch or coffee	28%	33%	32%
Household goods like TVs, Small Electrical, Kitchenware, Homewares	24%	25%	31%
Overseas Holidays	24%	18%	20%
Eating out in cafes and restaurants	23%	26%	25%
Mid range fashion e.g. Sussan, Portmans, Just Jeans	17%	21%	23%
Going out to theatres, movies and bars	16%	19%	20%
Big ticket items like Furniture and Large Electrical e.g. lounges, fridges	16%	15%	15%
General items like optical, shoe repair, clothing alterations, dry cleaning	16%	13%	16%
General items like books, newsagency, etc	14%	14%	17%
Hairdressers, beautician, nail bar, massage	14%	14%	15%
Purchases like beauty products, make up, perfume, general chemist products	14%	14%	18%
Luxury Items e.g. Louis Vuitton, Chanel, Tiffany	8%	5%	7%
Better end fashion e.g. Cue, Country Road, Nine West	7%	8%	10%
High end fashion e.g. Polo Ralph Lauren, Saba, Lisa Ho	7%	6%	7%

Take home food and groceries

This category has slipped slightly since July 2010, going from 61% to 57%, and similarly so has the perspective of most demographic groups within Australia. In July 2010 66% of Females believed this category would have an increase, which has decreased to 63% in February 2011, as has the proportion of Males, decreasing from 56% to 51%. In keeping with the results from February and July 2010, respondents 65 years and older were most likely to believe Australians spend in total will increase in this category, at 70% stating this opinion. However this is actually a decrease from the result of 74% for this age group in July 2010.

Alcohol for home consumptions

Even though it is one of the highest placed options, Alcohol for Home Consumption fell from 45% in July 2010 to 38% in February 2011. However between the genders the result was pretty even, both Males and Females being within a single percentage point of the average result. The 18-24 year old age group was least likely to think it would decrease, with only 30% choosing this option, compared to the 65 and over age group, of whom 48% felt spend across Australian would increase.

Technology purchases like mobile phones, computers, gaming consoles e.g. Xbox, Wii, and Music systems like iPods/ MP3 players

The expectation of spend in this area stayed fairly steady from July 2010, currently sitting at 39%, with agreement between both genders, which sat within a single percentage point of the average. The age group who felt this would increase most were the 65 and older Australians, at 46%, whereas the 25-34 year olds and 35-44 year olds were least likely, at 31% and 30% respectively.

Local Australian Holidays

37% of Australians believed spend would increase in this area of spend, a decrease from 44% in July 2010. But both Males and Females agree, both sitting exactly on the average result. Once again, it is the Australians aged 65 and up who were most likely to believe spend would increase, with 52% of them stating as such, whereas only 23% of 18-24 year olds felt the same way, the next lowest being 35-44 year olds at 27%.

Inexpensive everyday fashion e.g. Lowes, Millers, Supre, Suzanne Grae

While there has been a slight decrease from the results of February and July 2010, the result of 36% for Inexpensive everyday fashion is not a significantly different figure from previous years of 38%. However there was disagreement between Males and Females, with 41% of Females and 30% of Males believing this area of spend would increase in the coming year. 55-64 year olds and Australians over 65 were both most likely to believe this area of spend would increase, at 49% and 48% respectively. Conversely, only 20% of 18-24 year olds believed it would.

Home entertainment like DVDs, Video Hire, Video Games, CDs, traditional board games

This category remains constant from the results of July 2010, however these in turn were a decrease from February 2010. There is a difference between Female and Male results, with 38% of Females believed this area of spend would increase, while only 28% of Males shared this opinion. The belief that spend will increase in this area increases at a fairly consistent rate with age, going from a low of 21% at the 18-24 year old age group, to a high of 48% at the 65 and older age group, with the increase between ages being relatively even.

Lotto, Lottery Tickets etc.

This category has steadily decreased since February 2010, going from 37% in February, to 34% in July 2010, down to 31% in 2011. Between Males and Females the results are pretty even, with both sitting on the average. Once more belief that spend will increase seems to increase with age, with a low of 17% for 25-34 year olds and 20% for 18-24 year olds, up to highs of 45% for the 55-64 year old age group and 46% for Australians aged 65 and over.

Buying take away food

There has been a slight drop since July 2010 from 33% to 30% in February 2011, mostly attributed to a drop from Females. In July 2010 35% of Females and 30% of Males believed spend would increase, while in the current results 30% of Males still believe spend will increase, but the Female result has dropped to 31%. Belief that spend will increase in this category increases with age, with 18-24 year olds at 21% and 25-34 year olds at 23%, whereas 35% of 55-64 year olds and 48% of 65 and over believe spend will increase.

Home entertaining e.g. friends for dinner, lunch or coffee

This category has dropped to 28% from its result of 33% in July 2010. Females are more likely to think spend will increase in this category at 33% compared to 23% for Males. 18-24 year olds were least likely to believe spend would increase at 17%, while in contrast 39% of 55-64 year olds believed it would.

Household goods like TVs, Small Electrical, Kitchenware, Homewares

This category is relatively consistent, with a similar result to July 2010 (which itself was a fall from February 2010), and Males and Females both sitting within one percentage point of the average. Among the age groups, the least likely to believe this would improve were 25-34 year olds at 19%, and the most likely were Australians 65 and over at 33%.

Overseas Holidays

Overseas Holidays has increased, most likely attributable to dollar parity, making it one of the few categories to be higher than it was a year ago. Males and Females had some deviation from the average, with Males being more likely to believe spend would increase at 27%, and Females being less likely at 21%. Once more 18-24 year olds were least likely to believe spend would increase at only 19%, whereas Australians 65 and over were most likely to believe it would increase, at 33%.

Eating out in cafes and restaurants

This category has slipped from 26% in July 2010 down to 23% in February 2011, but it has stabilised between the genders. In July 2010 22% of Females and 29% of Males responded positively, whereas currently both genders are within 2% of the average result. It was the 35-44 year olds at 18% and the 45-54 year olds at 19% who were least likely to believe spend in this category would improve. Once again, it was Australians 65 and over who responded most positively at 33%, but the 18-24 year olds were not too far behind at 27%.

Mid range fashion e.g. Sussan, Portmans, Just Jeans

Confidence in this category continued to decrease, reaching 17% compared to 21% six months prior. Like the previous reasons, a higher proportion of Females than Males believed this category would increase, at 21% of Females and 13% of Male. Confidence in this category mostly increased with age, going from lows of 11% from 25-34 year olds and 13% from 18-24 year olds, up to highs of 20% from 55-64 year olds and 28% from Australians aged 65 and over.

Going out to theatres, movies and bars

This category decreased from 19% six months previous to 16% today, despite having remained steady in the six months prior to that. Both Males and Females were within 2% of the average, with Females slightly more likely to be positive about growth in this area. Age caused the results to vary considerably, with highs of 20% from 18-24 year olds and 23% from 65 and over, compared to lows of 12% from 25-34 year olds and 11% from 55-64 year olds.

Big ticket items like Furniture and Large Electrical e.g. lounges, fridges
Big ticket items remain quite consistent compared to the results of previous AMP Capital Shopping Centres' Shopping Intent Reports. Both Female and Male results are within 1% of the average, however age was an inconsistent variable. The highest results came from Australians aged between 45 and 54 at 19%, whereas those only slightly younger, 35-44, had the lowest result at 12%.

General items like optical, shoe repair, clothing alterations, dry cleaning
This category increased from its result of 13% six months previous, to equal the 16% result it held one year ago, and similarly to the previous results Females and Males were quite consistent with the average. Mostly this category increased consistently with age, going from a low of 7% for 25-34 year olds (with 18-24 year olds only slightly higher at 9%), to a high of 28% with Australians 65 years and over.

General items like books, newsagency, etc
This category was consistent at 14% a result that matches the result from February 2010, although that itself was a decrease from July 2010's result of 17%. Both Females and Males were within 2% of the average, with Females slightly more likely to believe it would increase. Age groups beneath 55 years of age had less confidence in this area, at around 10% to 11%, however 16% of 55-64 year olds and 25% of 65+ year olds believe spend in this area would increase.

Hairdressers, beautician, nail bar, massage
The results of this category are consistent with the previous two reports. Females were more likely than Males to believe that spend on this area would improve, at 17% to 10%. Confidence in this area increases with age, with 10% of respondents between 18-24 and 25-34 and only 9% of respondents 35-44 believing it would improve, compared to 24% of Australians aged 65 and over.

Purchases like beauty products, make up, perfume, general chemist products
While the result of 14% for this category is steady from six months previous, twelve months ago it was rated at 18%. Females were more likely than Males to believe this category would increase, at 16% to 11%. 9% of 25-34 year olds and 35-44 year olds rated this category, which was doubled by Australians aged 55-64 and 65 and over, who were at 20% and 21% respectively.

Luxury Items e.g. Louis Vuitton, Chanel, Tiffany
This category improved from its result in July 2010 of 5%, to roughly equal its result in February 2010, currently with 8% of Australians believing spend would improve in this area. Both Females and Males had similar results, being within 1% of the average result. While most age groups were within 2% of the average, 18-24 year olds were a little higher at 11% and 35-44 year olds were lower at 4%.

Better end fashion e.g. Cue, Country Road, Nine West
This area continued to remain somewhat stable from the previous report in July 2010, but it is down slightly from February 2010. Both Males and Females were consistent with the average, being within 1% of the total result. However there was variation within the age groups. The highest result came from Australians aged 65 and over, of whom 13% believed it would increase. Compared to the lowest group, 35-44, of whom only 2% believed it would increase, that is considerable variation.

High end fashion e.g. Polo Ralph Lauren, Saba, Lisa Ho
This category remains consistent with the results from the previous year, at 7% of total Australians believing it will increase. Again there is little variation between the genders, at 6% for Males and 7% for Females. While there were not really any age groups exceptionally higher than the average, only 4% of 35-44 year olds believed this spend category would increase.

9. Online shopping compared to physical shopping

Online shopping is currently one of the hottest topics for retail in Australia. Many major brick and mortar retail outlets are offering online shopping, as well as the growth of smaller specialty stores that are able to provide their unique product to a much wider audience. With this in mind, we asked Australians where they will purchase: either from a physical store only, online only, from a mix of physical and online stores, or if they don't spend at all on the category. The categories included are:

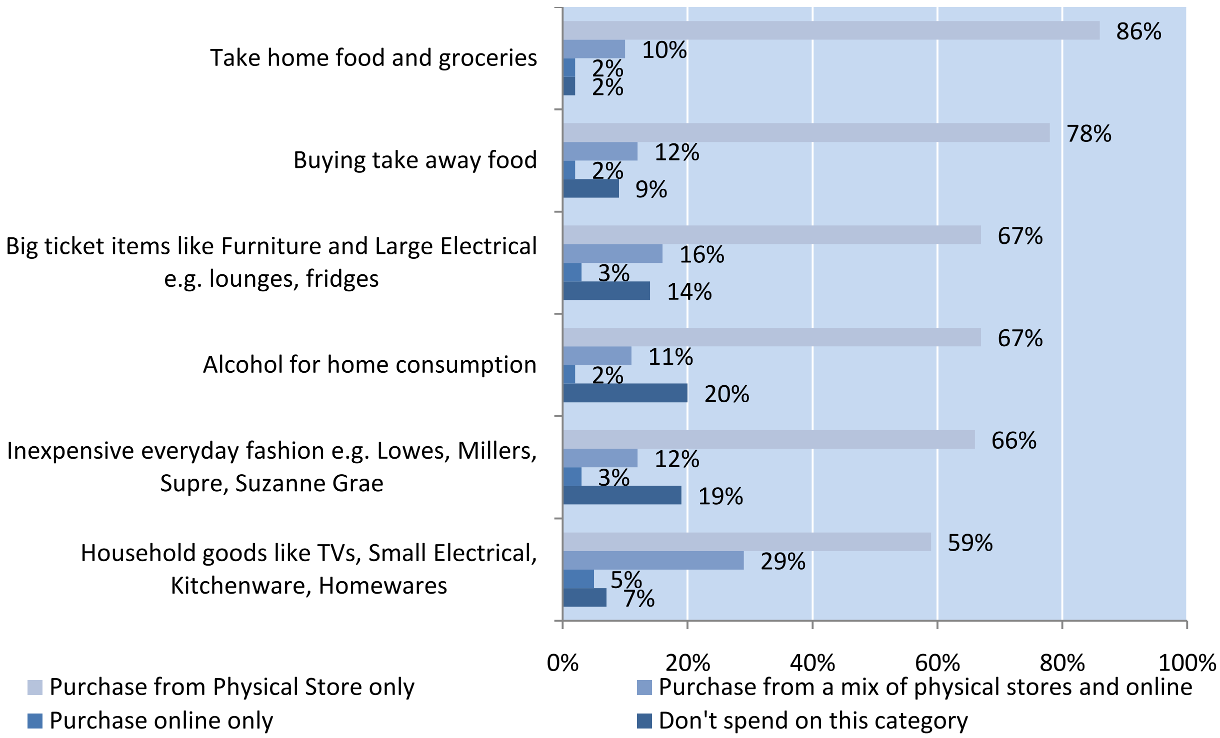
- Take home food and groceries
- Alcohol for home consumption
- Buying take away food
- Inexpensive everyday fashion e.g. Lowes, Millers, Supre, Suzanne Grae
- Mid range fashion e.g. Sussan, Portmans, Just Jeans
- Better end fashion e.g. Cue, Country Road, Nine West
- High end fashion Polo Ralph Lauren, Saba, Lisa Ho
- Luxury Items e.g. Louis Vuitton, Chanel, Tiffany
- Big ticket items like Furniture and Large Electrical e.g. lounges, fridges
- Local Australian Holidays
- Overseas Holidays
- Household goods like TVs, Small Electrical, Kitchenware, Homewares
- Purchases like beauty products, make up, perfume, general chemist products
- Technology purchases like mobile phones, computers, gaming consoles e.g. Xbox, Wii, and Music systems like iPods/ MP3 players
- General items like books, toys, music, etc
- Home entertainment like DVDs, Video Hire, Video Games, CDs, traditional board games

Online retail is still growing and what we uncovered is that while Australians are becoming more willing to purchase some items from online stores, there are still a large number who will only purchase from physical stores, especially in certain purchase categories.

In nearly every single category Males are more likely to both purchase Online only, and from a Mix of Online and Physical stores, with the only real variable being the rate of difference. The only exceptions being: purchase from a mix of physical and online stores for Purchase like beauty products, make up, perfume, general chemist products (22% for Males to 29% for Females) and Purchase from Online only for Overseas holidays (23% for Females to 22% for Males) and Local Australian Holidays (32% for Females and 29% for Males).

Age has a great impact on the likelihood of online shopping, with the percentage purchasing online only or a mix of online and physical store shopping decreasing the older the respondent gets.

Spend Category	Purchase from physical store only	Purchase from a mix of physical stores and online	Purchase online only	Don't spend on this category
Take home food and groceries	86%	10%	2%	2%
Buying take away food	78%	12%	2%	9%
Alcohol for home consumption	67%	11%	2%	20%
Big ticket items like Furniture and Large Electrical e.g. lounges, fridges	67%	16%	3%	14%
Inexpensive everyday fashion e.g. Lowes, Millers, Supre, Suzanne Grae	66%	12%	3%	19%
Household goods like TVs, Small Electrical, Kitchenware, Homewares	59%	29%	5%	7%
Mid range fashion e.g. Sussan, Portmans, Just Jeans	58%	13%	3%	26%
Purchases like beauty products, make up, perfume, general chemist products	57%	26%	4%	13%
Better end fashion e.g. Cue, Country Road, Nine West	39%	12%	3%	45%
Technology purchases like mobile phones, computers, gaming consoles e.g. Xbox, Wii, and Music systems like iPods/ MP3 players	39%	38%	9%	14%
Home entertainment like DVDs, Video Hire, Video Games, CDs, traditional board games	37%	40%	8%	15%
General items like books, toys, music, etc	36%	45%	10%	9%
High end fashion Polo Ralph Lauren, Saba, Lisa Ho	27%	9%	4%	60%
Luxury Items e.g. Louis Vuitton, Chanel, Tiffany	24%	10%	4%	62%
Local Australian Holidays	24%	29%	30%	17%
Overseas Holidays	17%	26%	23%	35%



It is of little surprise that **take home food and groceries** topped this list, although it is interesting that over 10% of respondents at least sometimes purchased food and groceries from online stores. The proportion willing to use online stores for their shopping in this area drops off quickly after the 25-34 year age bracket, going from 1% purchasing online only and 18% purchasing in a mix, to 1% purchasing online only and 11% purchasing in a mix, and from there it only decreases.

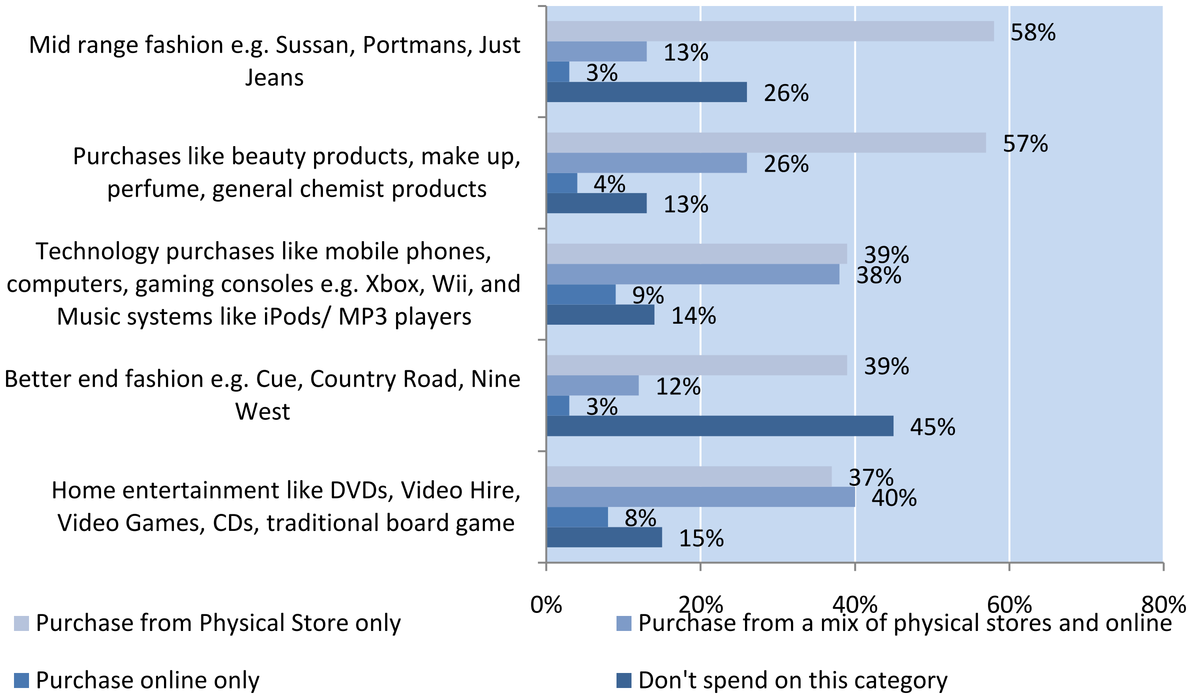
Take away food was the next highest option, with 78% purchasing from physical stores only. 2% purchase from online sources only and 12% from both sources However the percentage purchasing from online sources decreases drastically with age, from a high of 22% for Australians aged 18-24 years, down to a low of 3% at 65+ years, and only 8% for Australians aged between 55 and 64 years. It is clear age is a major contributor to online purchase activity generally, with younger respondents showing higher participation in both online and physical store channels.

With **big ticket items** 67% of respondents only purchasing from physical stores. However a full 16% of respondents purchased from a mix, and 3% form online only. Of note is that 21% of Males purchase from a mix of physical stores and online, while only 12% of Females do. 22% of 18-34 year olds purchase from a mix of physical and online stores, while among 45-55 year olds only 13% purchase from a mix.

Alcohol for home consumption was purchased only from physical stores by 67% of respondents. Males were more likely to make use of the internet, at 4% internet only and 13% a mix compared to 1% internet only and 10% a mix for Females.

Inexpensive everyday fashion also had about 66% of Australians only purchasing from physical stores, and only 15% purchasing either online only, or both online and from physical stores. Purchasing from a mix of online and physical stores varied considerably, from a high of 21% for 18-24 year olds down to 3% for 65+.

Household goods had 59% of customers only willing to purchase from a physical store, but a further 29% were willing to purchase from both. Again, Males were slightly more likely to be willing to purchase from a mix, or from online only. Both purchasing from online stores only and from a mixture peaked for ages 25-34 at 6% and 40% respectively, and then generally declined with age.



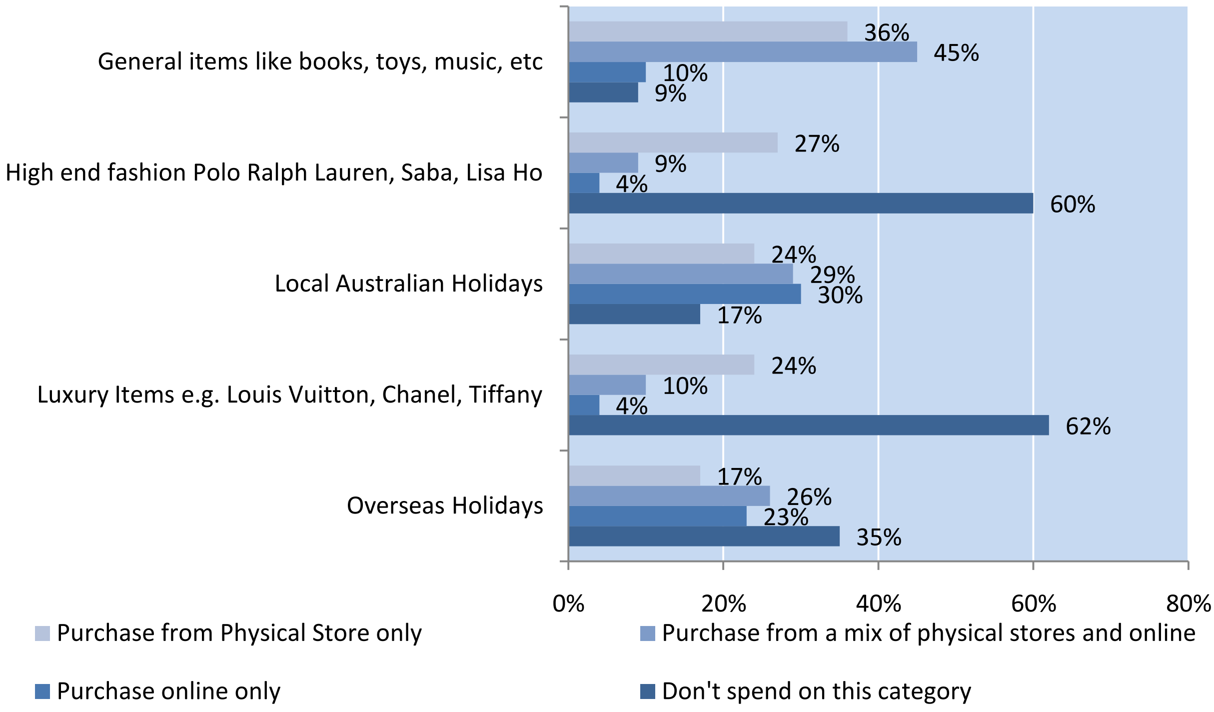
Mid range fashion had 58% of customers only purchasing from physical stores, and like Inexpensive everyday fashion, had a lower proportion of customers purchasing from online only (3%) and both online and from physical stores (13%). The likelihood of purchasing either online or a mix of online and physical is roughly the same for Males and Females, but Males have a greater likelihood of not spending on this category at all. This category also follows the usual pattern for age groups, with purchasing online decreasing with age.

Purchases like beauty products, make up, perfume and general chemist products had 26% of Australians purchasing from a mixture of online and physical, 4% purchasing from online only, and 57% purchased only from physical stores. This was one of the few categories where Females were more likely to use one of the online options, in this case 29% of Females purchased from a mixture, as opposed to 22% of Males. Of note is that 7% of Females do not purchase from this category, and 19% of Males do not. Among 18-24 year olds, 42% purchase from a mixture of online and physical stores, and only 41% purchase from a physical store only.

Technology purchases such as mobile phones, computers and gaming consoles was next highest, at equally 39% purchasing from physical stores only and purchasing from a mixture of online and physical stores, and 9% purchasing from online sources only. The proportion of Australians purchasing from either online only or both online and physical stores decreases with age for this category, with a high of 62% at ages 25-34, and a low of 36% for ages 65+. Males are twice as likely as Females to purchase this category from online stores only (12% to 6%), and more likely to purchase from a mix (44% for Males to 33% for Females).

Better end fashion had unusual results, mostly due to the large proportion of people who do not spend on this category (45%), with 49% of Females not spending on this category at all compared to 42% of Males. Even so, shopping online only and at a mixture were quite even between the genders.

Next was **Home Entertainment like DVDs, Video Hire, Video Games, CDs and Traditional board games**, with 8% of Australians purchasing from online only and 40% from a mixture of online and physical stores. Of note is that men are significantly more likely to purchase from online stores, with 11% purchasing from online only, while only 6% of women did the same. The age groups were quite unusual in this category, with even the less tech savvy 65+ year olds having 23% purchasing from a mixture of online and physical, and with 57% of 25-34 year olds purchasing from a mixture. The highest proportion purchasing from online only was 45-54 year olds at 11%.



General items like books, toys, and music were among the most likely to be purchased online, with 55% purchasing either online only, or from a mix of online and physical stores. However, of this only 10% said they only purchased from online sources. For all age groups the percentage purchasing online only hovered between 8% and 12%. Purchasing behaviour was fairly consistent between the genders.

High end fashion has quite similar results for Males and Females between online only and mixture of physical and online, both within 2% of the average in both areas. The major difference is between don't spend on this category (Females at 55% and Males at 66%) and physical store only (22% for Females and 31% for Males).

Local Australian Holidays was the purchase category Australians are most likely to be willing to purchase online, with 30% saying they only purchase from this category online, and 29% saying they purchase from a mixture of online and physical stores. Both of these categories were higher than the percentage saying they purchase from physical stores only, which sat at 24%. 25-34 year olds are least likely to purchase only from physical stores at 17%, and most likely to purchase from a mixture at 42%.

Purchase of Luxury Items online only and from a mixture of online and physical stores was fairly evenly split between the genders, with both Male and Female always within 2% of the average result. Of note is that 68% of Females did not purchase from this category and 21% purchased only from physical stores compared to Males where 56% did not purchase from this category and 27% purchased from online only.

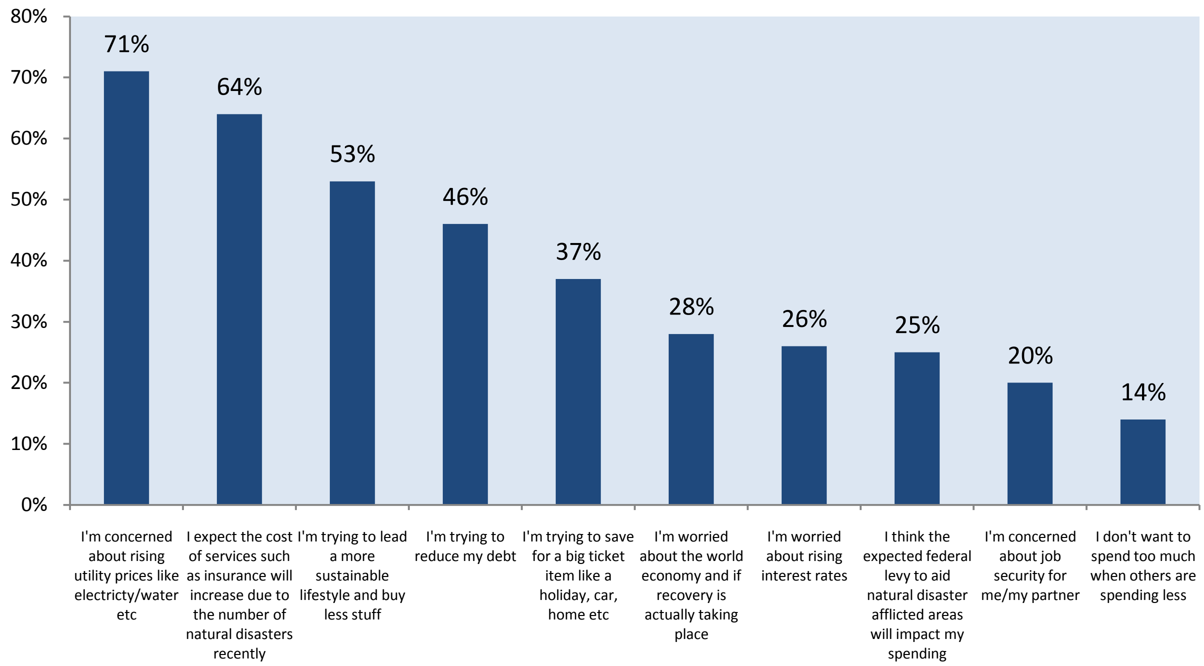
Overseas holidays followed a similar pattern to Local Australian Holidays, with 26% saying they only purchase from online sources and 23% saying they purchase from a mixture. Both of these are larger than the proportion purchasing from physical stores only, at 17%. Female and Male purchasing behaviour is similar in this category. Only 10% of 25-34 year olds purchase Overseas holidays from a physical store, with 30% using online stores only.

10. How Australians are feeling about the year ahead

Last July Australians were asked what factors prevented them from spending more when they shopped. This year that question was expanded, with Australians being asked which of the following factors they believe would apply to their life in total. Respondents were asked which statements apply to them out of the following:

- I'm trying to reduce my debt
- I'm trying to save for a big ticket item like a holiday, car, home, etc
- I'm worried about rising interest rates
- I'm worried about the world economy and if recovery is actually taking place
- I'm concerned about job security for me/my partner
- I'm concerned about rising utility prices like electricity/water etc
- I'm trying to lead a more sustainable lifestyle and buy less stuff
- I don't want to spend too much when others are spending less
- I think the expected federal levy to aid natural disaster afflicted areas will impact my spending
- I expect the cost of services such as insurance will increase due to the number of natural disasters recently.

Rising utility prices remains a large issue which has over two thirds of Australians concerned. However this is closely followed by concern about how the recent spate of natural disasters will impact upon their lives. Of note is that while 64% are concerned about the increase in insurance premiums, only 25% will let the expected federal levy impact their spending.



The Big Issues

The largest concerns at the moment are utility prices, potentially rising costs to insurance and sustainability. Concern about utility prices is consistent between the genders, but Regional Queensland and Regional SA were the most likely to be concerned at 81%.

Males and Females are fairly consistent in their concerns over Insurance premiums, but Adelaide, Regional Queensland and WA were most likely to be concerned, at around 74%. As with the results from July 2010 for spending habits, sustainability is judged differently between the genders, with Females more likely to be concerned about sustainability at 57% compared to 48% for Males.

In most areas of concern Males and Females were consistent, trying to save for a **Big Ticket item** was the only area of difference aside from leading a sustainable lifestyle, with Females again being more likely to believe this statement applied to them at 41% compared to the Male result of 33%.

Concern over rising utility prices rose fairly evenly with age, from a low of 49% with 18-24 year olds, consistently upwards to the high of 86% with Australians aged 65 and over. This concern was also expressed strongly in Regional Queensland, with a result of 81%.

There was a similar result with concern over the **rising cost of insurance** due to the recent natural disasters, with concern over this factor rising consistently with age. 31% of 18-24 year olds expressed this belief, which then rose consistently to a high of 87% for Australians aged 65 and over. Australians in Adelaide, Regional Queensland and WA were also more likely to share this concern, at around 74%.

Age Impact

On a whole, Australians aged between 18 and 24 years of age are less likely than average to be concerned about many issues, and more likely than average to be concerned about job security, and saving for a big ticket item. They are also conscious of not wanting to spend more when others are spending less.

25 to 34 year olds in Australia are more likely than average to be concerned about saving for a big ticket item and rising interest rates, and less likely than average to be concerned about the world economy, rising utility prices, and the cost of insurance after natural disasters.

35 to 44 year olds are more likely than average to be concerned about reducing their debt, rising interest rates, and job security, and less likely than average to be concerned about sustainability in their lifestyle.

45 to 54 year olds are more likely than average to be concerned about rising utility prices, the expected flood levy and the cost of services such as insurance after the natural disasters, and less likely than average to be concerned about saving for a big ticket item or rising interest rates.

55 to 64 year olds are more likely than average to be concerned about the world economy, rising utility prices, spending more than others, the expected food levy and the cost of services such as insurance after natural disasters.

Australians 65 years and over are less likely than average to be concerned about trying to reduce their debt, saving for a big ticket item, rising interest rates, job security and the expected flood levy, and more likely than average to be concerned about the world economy, rising utility prices, and the cost of services such as insurance after natural disasters.

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