

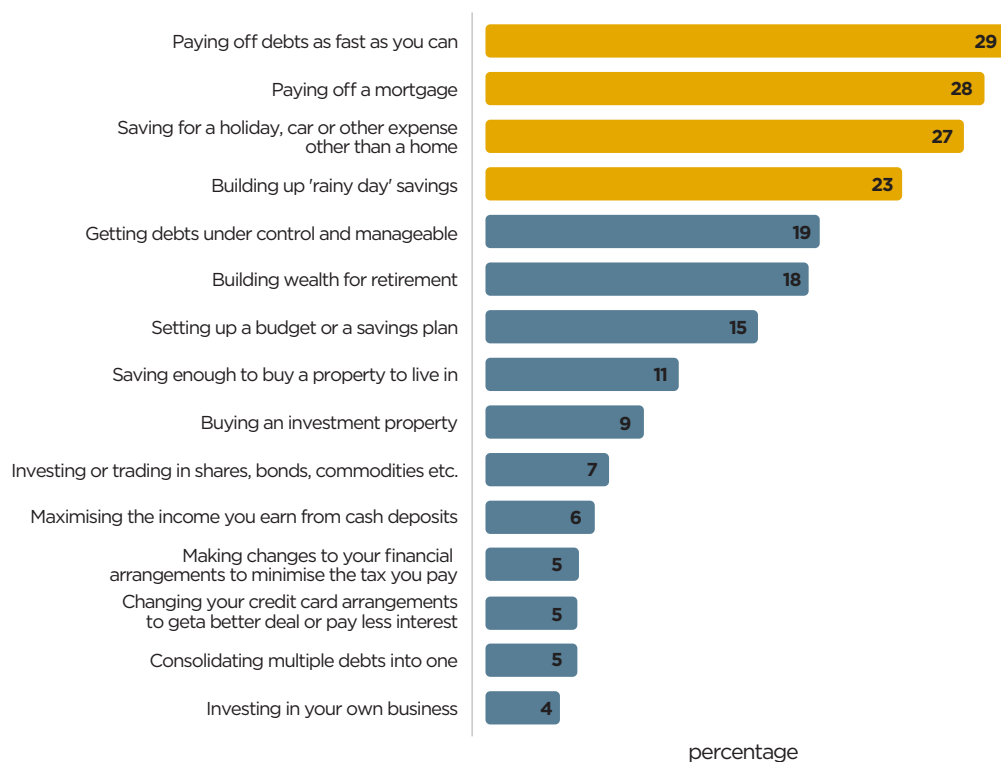
# australians' saving intentions and behaviours: may 2015.



This report provides insights into Australians' savings goals, habits and attitudes.

## current savings goals.

Two of the top four financial goals Australian households are pursuing in the next 12 months are related to paying off debt – Australians are taking advantage of low interest rates.



## top savings goals.



**paying off debts as fast as you can.**

29%



**paying off a mortgage.**

28%



**saving for a holiday, car or other major expense other than a home.**

27%



**building up 'rainy day' savings.**

23%

# when we'll reach our current savings goals.

The goals that are seen as most achievable within the next 12 months are largely administrative, such as setting up a budget or savings plan, and therefore easier to achieve. Less Australians expect to reach big ticket items in the next 12 months.

In terms of home buying goals:

- 16% of 30-39 year olds expect to reach their goal of buying a home (compared to 22% overall).
- 32% expect to reach their goal of buying an investment property (down nine points from 41% in December 2014).



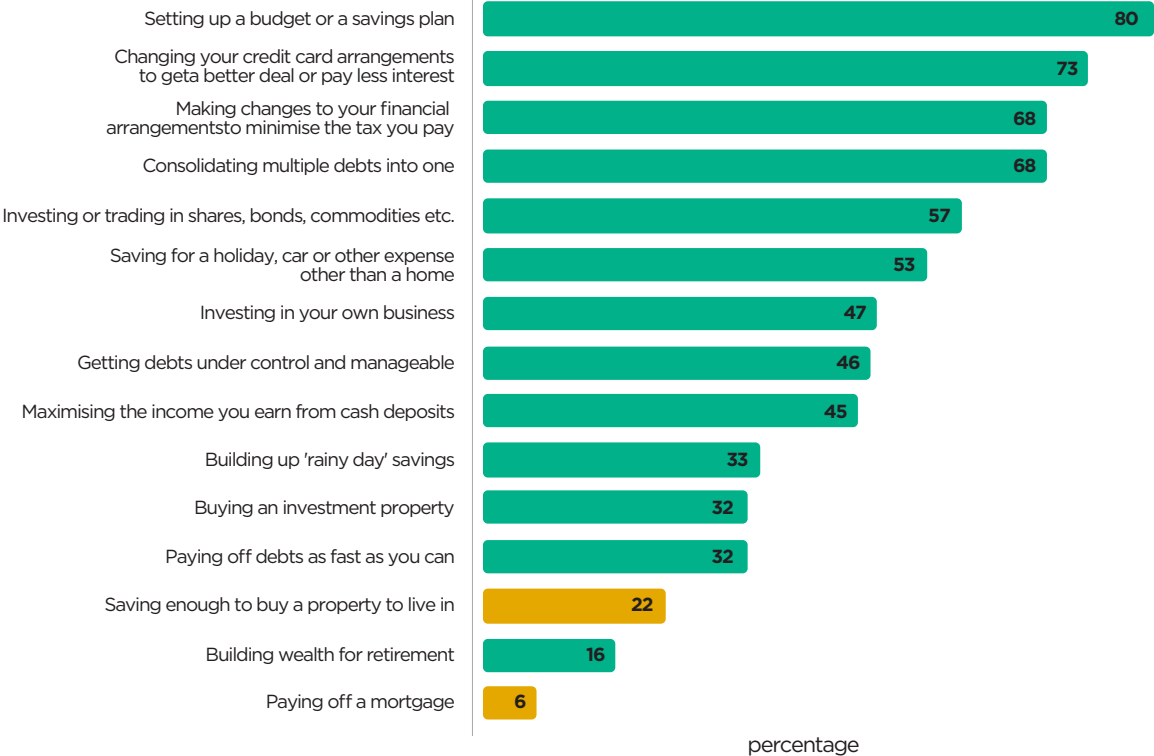
**paying off a mortgage**

6%



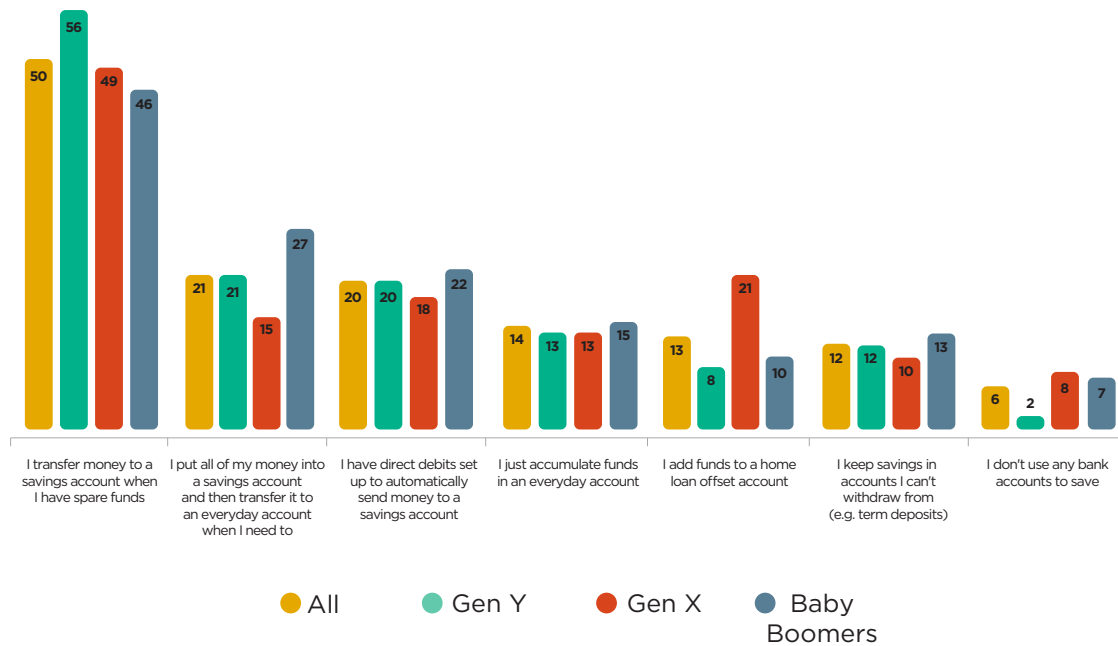
**saving enough to buy a home to live in**

22%



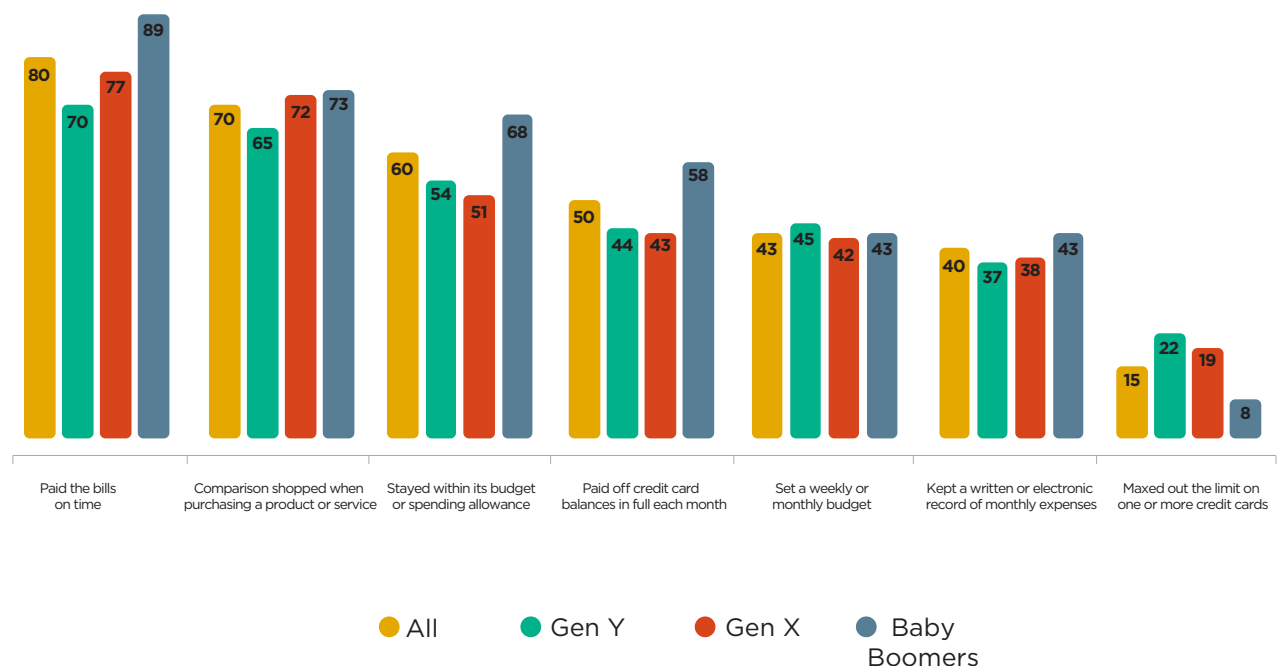
# how we're saving.

The most popular method of saving is to transfer money into a savings account when spare funds are available.



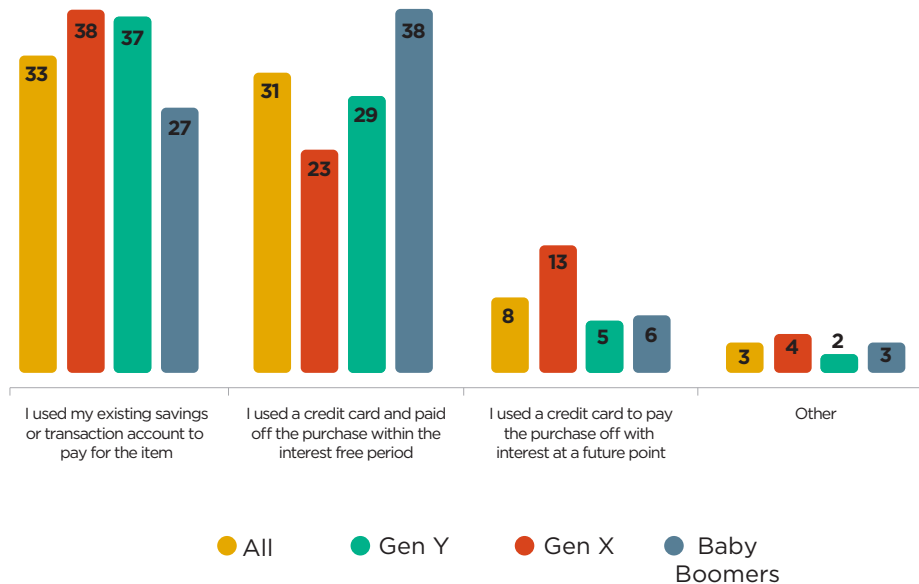
# obstacles to saving.

Half of Australian households reported they were credit card 'revolvers', never or only sometimes paying off their debt in full. This has increased by 4 percentage points since the last survey in December 2014. Furthermore, 20% failed to consistently pay off their household bills on time.



# we're 'centsable' spenders.

The survey reveals only 8% of Australian households make impulsive decisions on big purchases without the intention to pay it off quickly, with the majority able to defer 'instant gratification'. Most households chose to pay for their last big-ticket item from existing savings (33%) or using a credit card with the intention to pay for purchase within the interest-free period (31%).



## about this report.

ME commissioned DBM Consultants to conduct this research. This report is based on research that includes an online survey of approximately 1,500 Australians aged 18 years and older who do not work in the market research or public relations industries. For analysis, the population sample was weighted according to ABS statistics on household composition, age, state and employment status to ensure that the results reflected Australian households.

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