



NFP Finance Week

Spotlight on Cost of Living Pressures

13 September 2023

Presented by Wade Tubman

CommBank iQ

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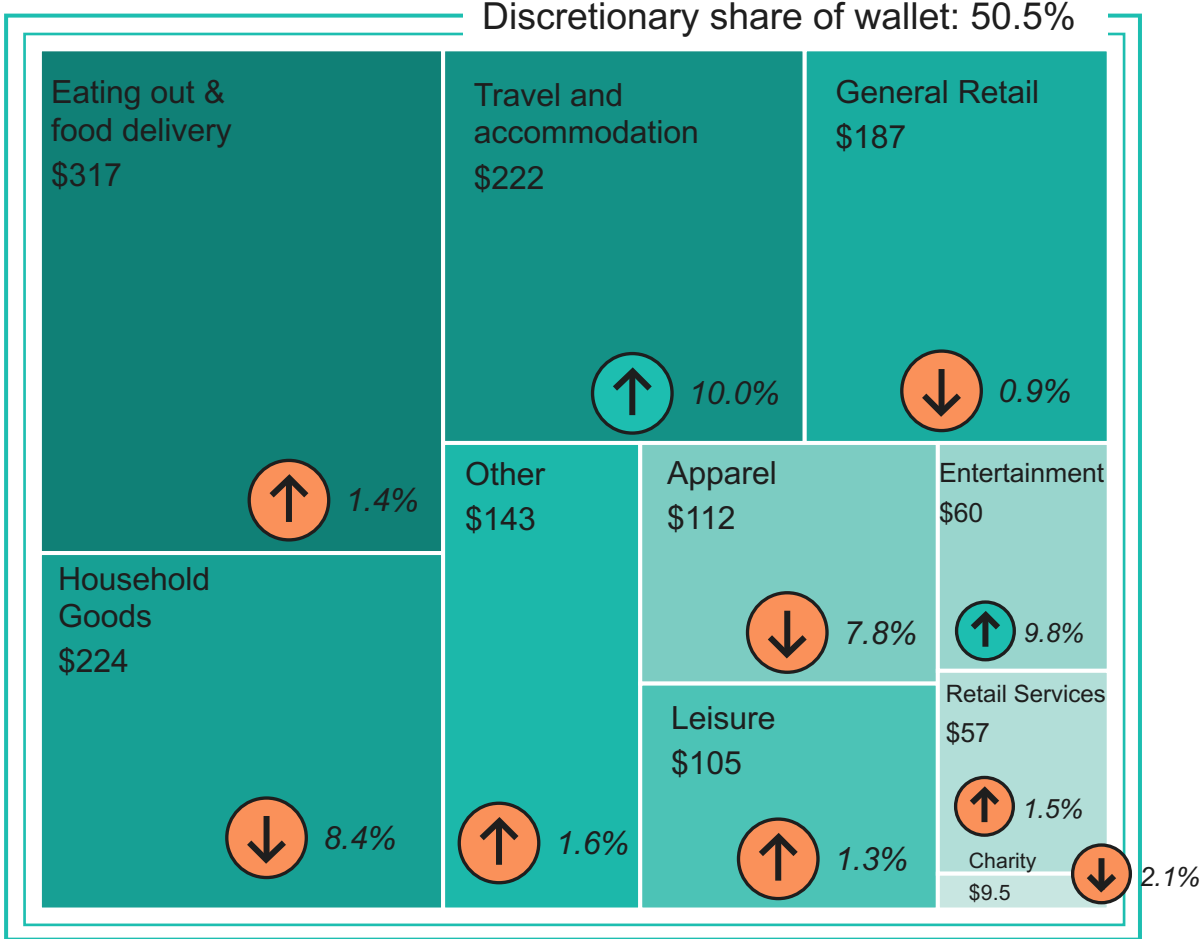
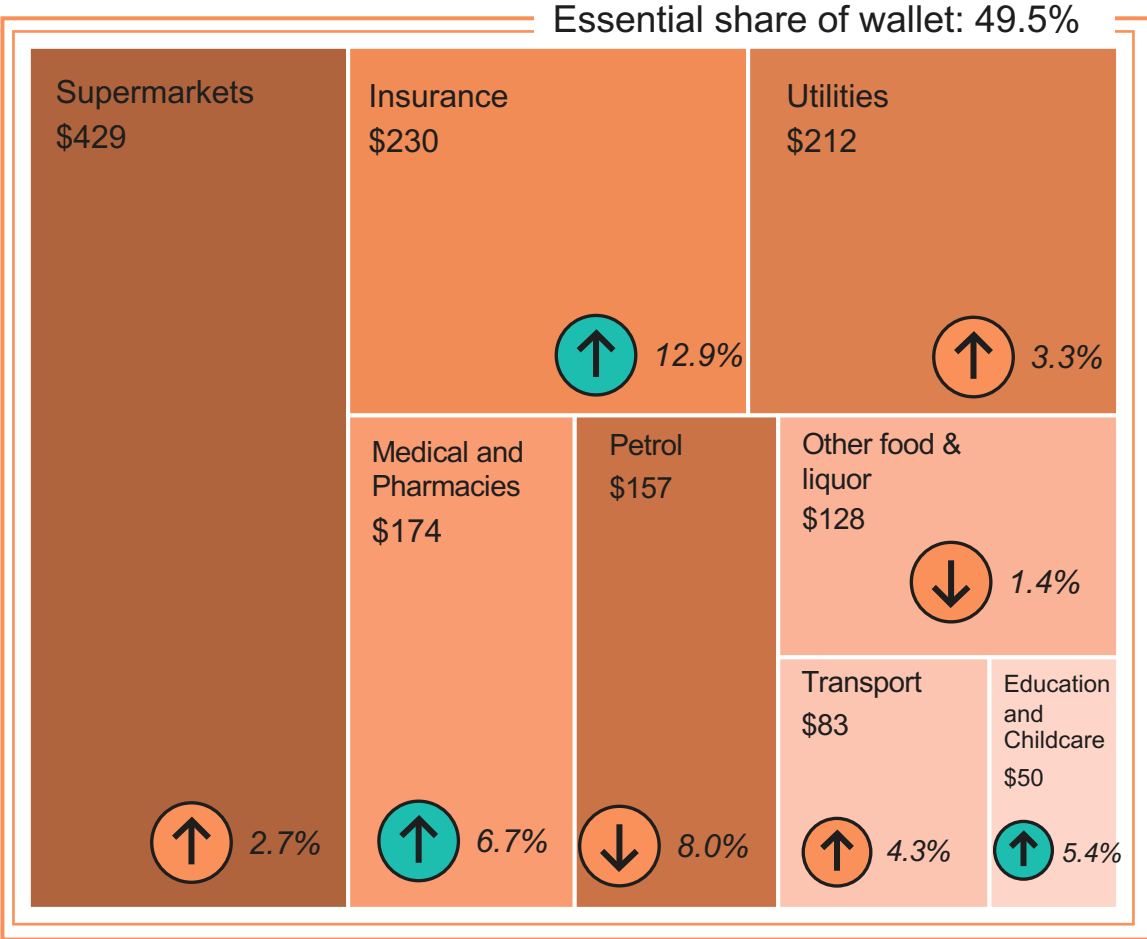
Unprecedented events have led to current economic challenges

Reflecting on 2019 to 2023



Indexed to average of March 2019 to Feb 2020

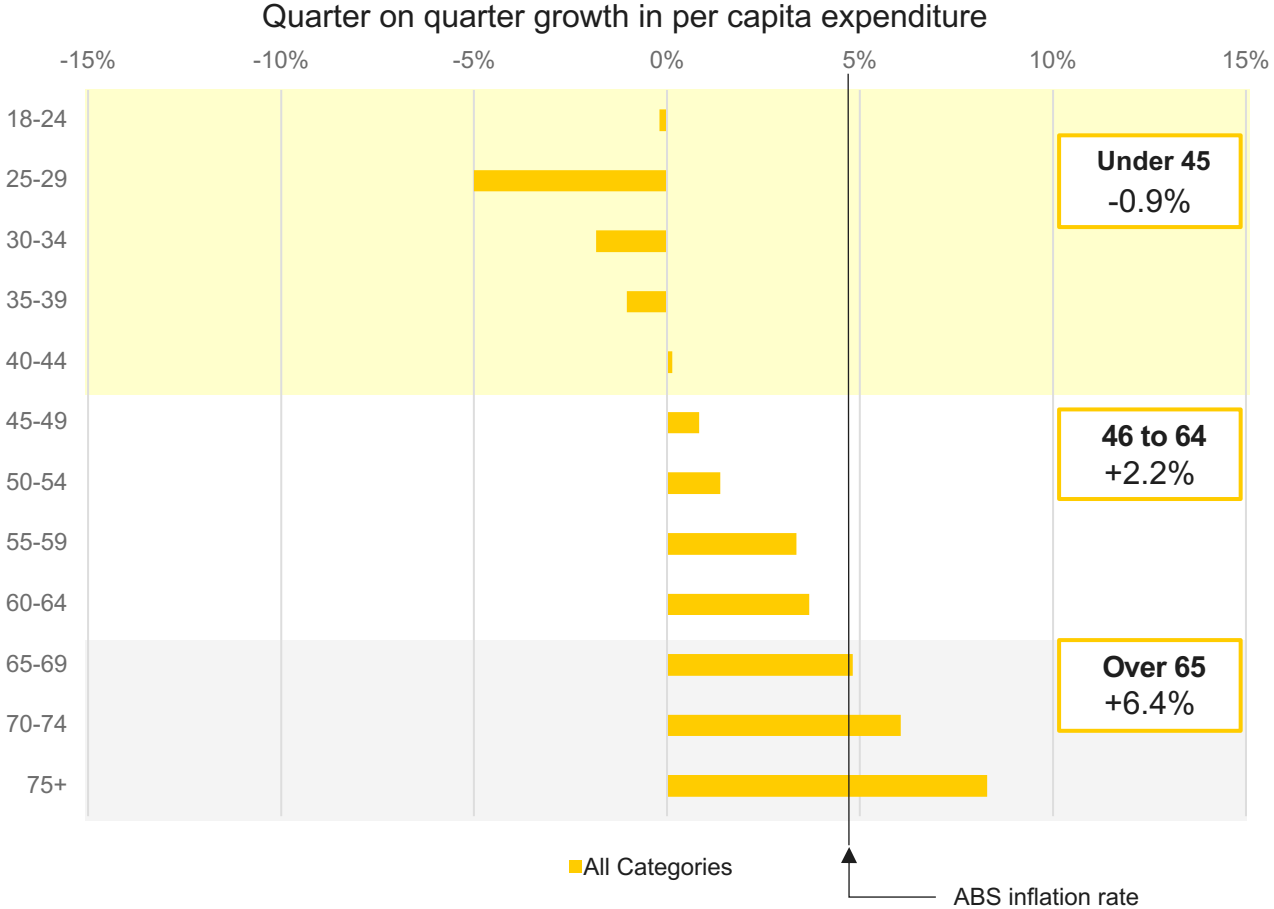
Growth in per capita spending in last 3 months was only 1.7% (vs inflation 4.9%) with substantial redistribution of the wallet



Average \$ spend per month

Average spend per capita growth for period June to Aug 2023 vs June to Aug 2022

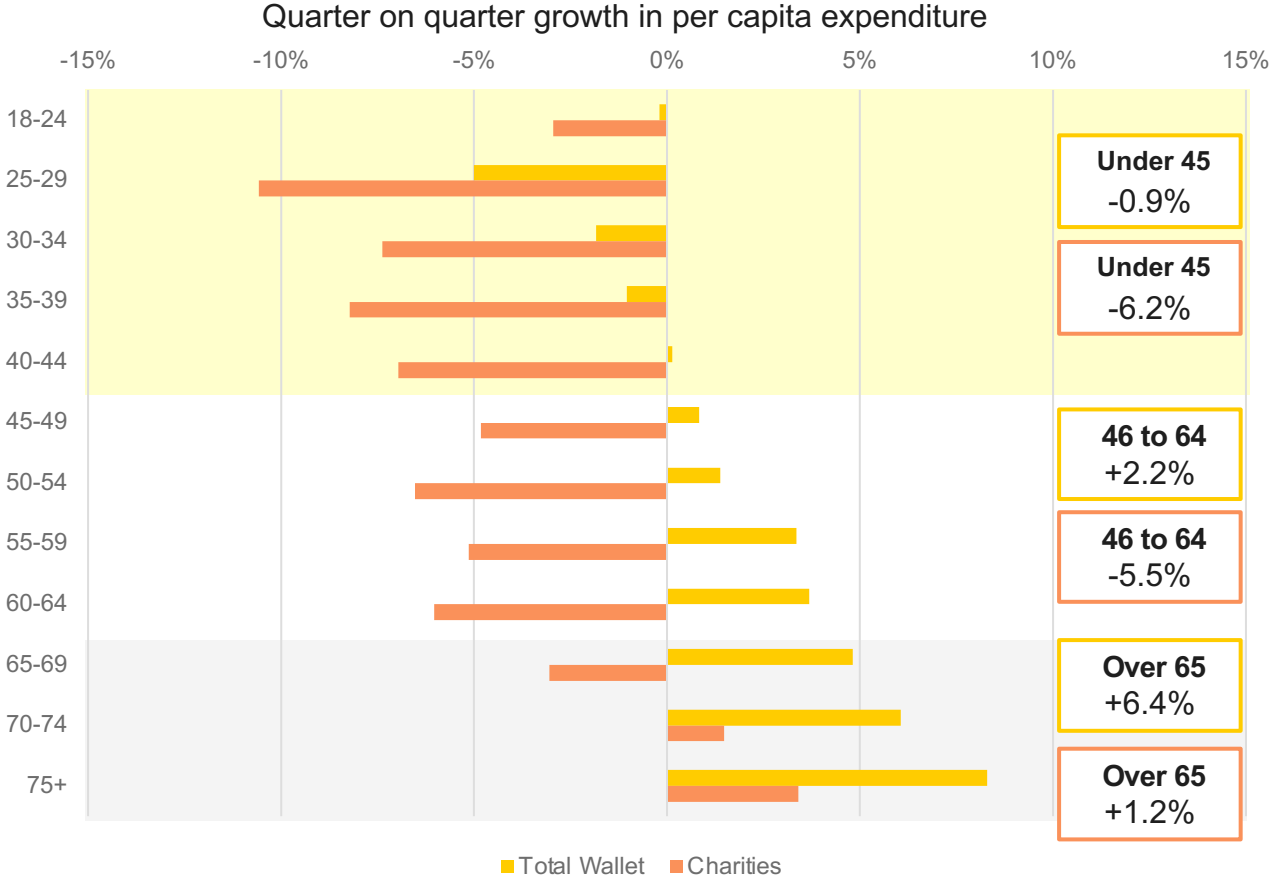
Cost of living pressures are impacting each generation in different ways, with younger Australians feeling the pinch most






- All age groups under 64 are reducing consumption (ie changes in spending not keeping pace with inflation)
- Under 45s are facing the highest cost of living pressures, particularly 25-29 year olds (renters and first home buyers)
- Over 65s have spend 6.4% more in the last 3 months then the same 3 months last year

Average spend per capita growth for period June to Aug 2023 vs June to Aug 2022

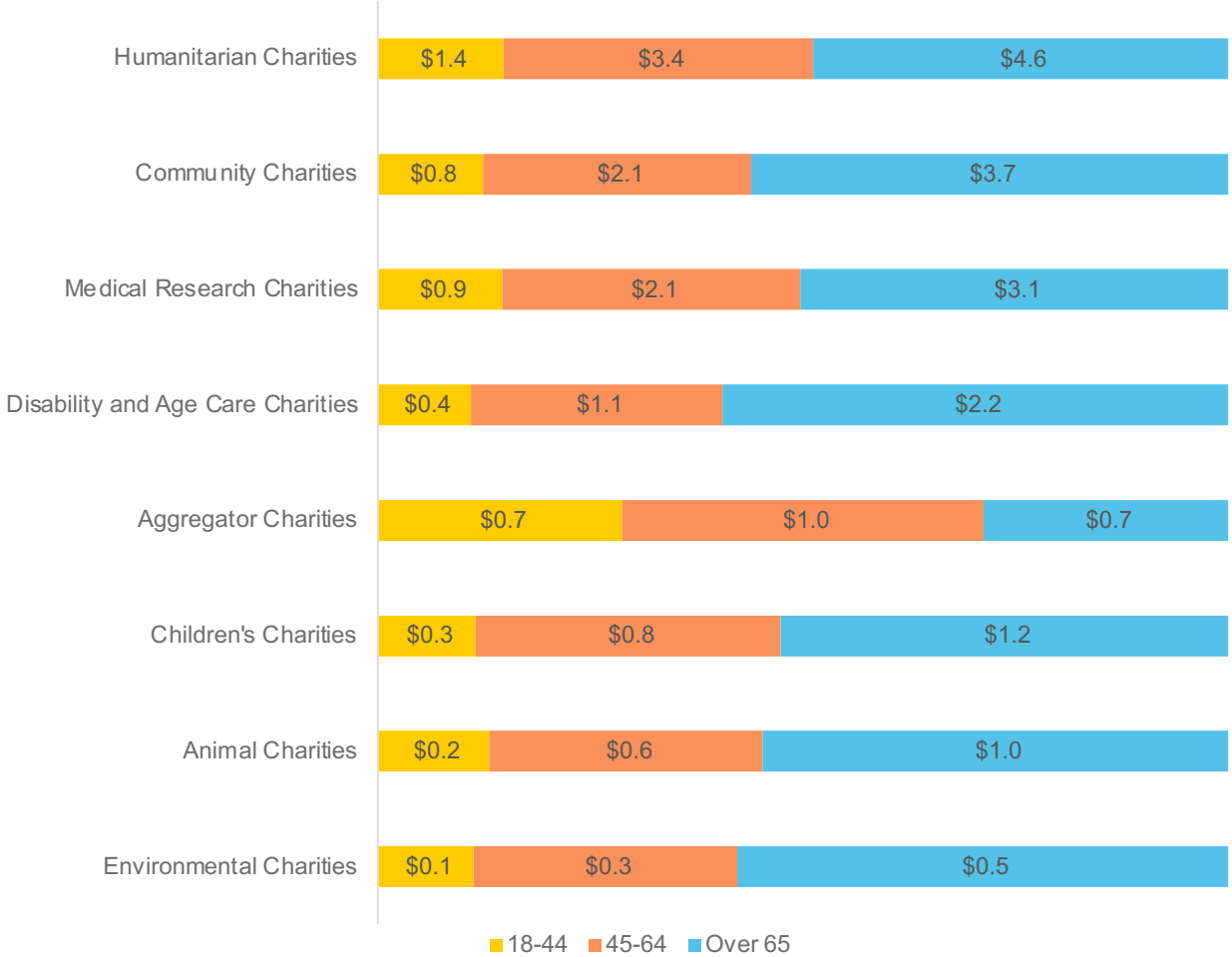
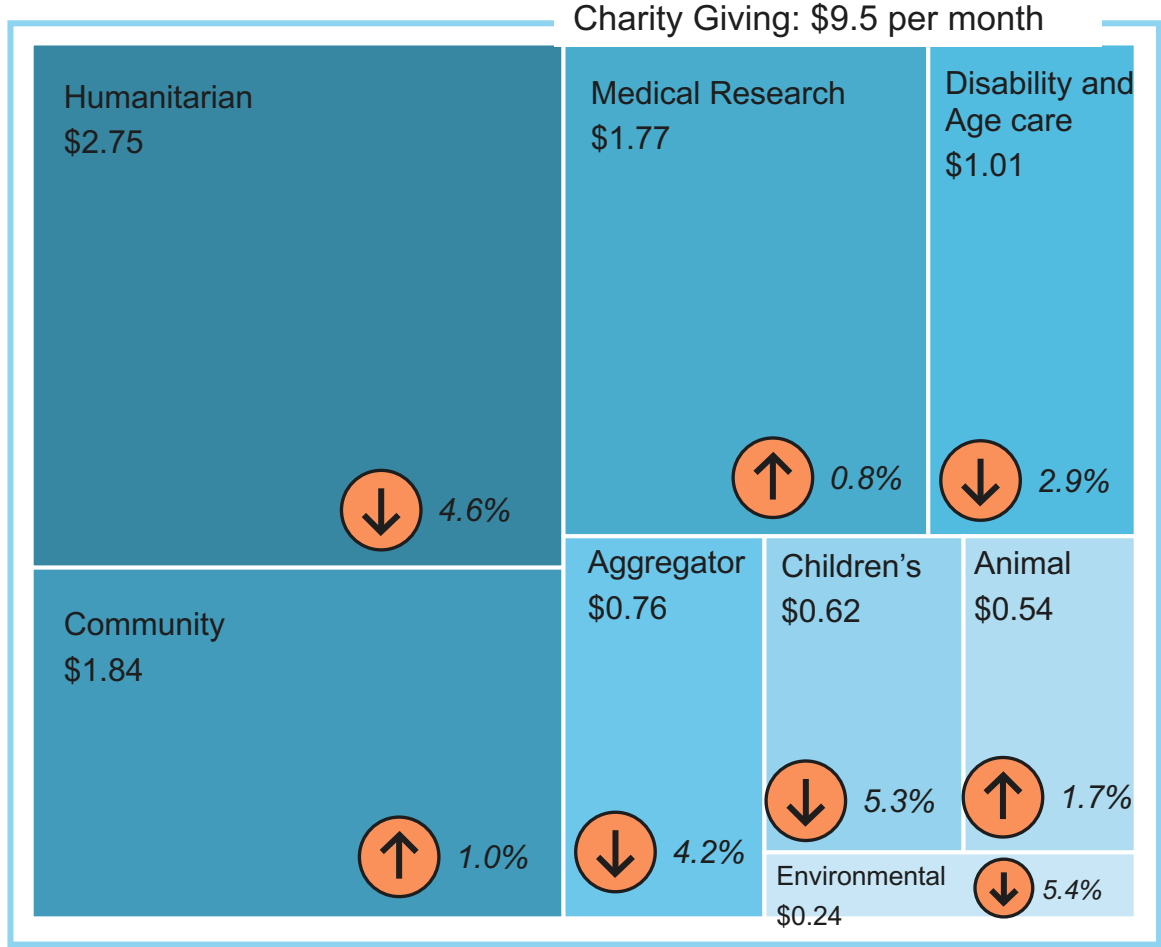
Most age groups are reducing their charitable giving, particularly under 45s, with donors and donation size being down



	Under 45	45-64	Over 65
Customer penetration			
	-3.0%	-2.0%	-0.8%
Donation count per customer			
	+0.9%	-0.3%	-1.0%
Average donation size			
	-4.1%	-3.3%	+3.0%

Average spend per capita growth for period June to Aug 2023 vs June to Aug 2022

Overall charity donations are down 2.1%, driven largely by Humanitarian (-4.6%), Children's (-5.3%) and Aggregators (-4.2%)



SoW = Share of wallet, \$ spend per month

Average spend per capita growth for period June to August 2023 vs June to August 2022

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