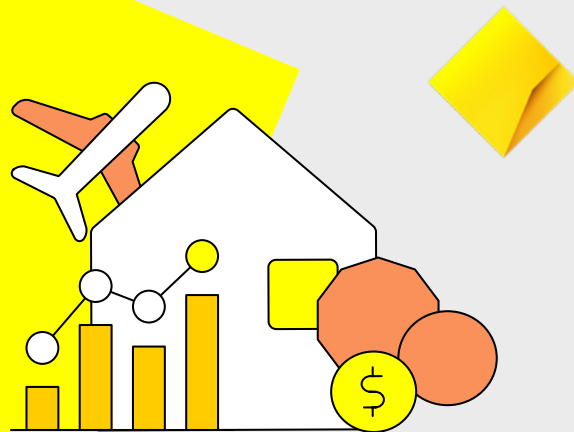


# CommBank Household Spending Insights (HSI)



## What does household spending tell us about the Australian economy?

Household or consumer spending is the largest component (around 50%) of the Australian economy and central to understanding how it is performing, as well as planning for the future. This is why businesses, governments and major policy setting institutions like the Reserve Bank of Australia closely follow measures of consumer spending and emerging trends.



## How does the new CommBank Household Spending Insights (HSI) series track consumer spending?

Our new CommBank Household Spending Insights (HSI) series uses an improved data set to provide powerful insights into Australian consumer spending. It extends and replaces the capabilities of our previous Household Spending Intentions series.

### Key features:

- Use of de-identified payments (credit card, debit card, keypad transactions, ATM, BPay and direct debit transactions) and home lending data from 7 million CBA customers, comprising roughly 30% of Australian consumer transactions.
- Data is from 1 January 2019 and is de-identified to meet privacy and regulatory requirements.
- Data is now Australian Bureau of Statistics census-weighted to be nationally representative of spending and seasonally adjusted to reflect changing spending patterns during the year.
- Data per State is also included for the first time and there is a separate Home Buying Index.
- The monthly CommBank HSI Index is based on 12 spending categories, with comparisons between goods and services, retail and non-retail, and essential and discretionary spending.
- Produced by CommBank's Global Economic & Markets Research team using data and models provided by CommBank iQ, a joint venture with data science and artificial intelligence company Quantum.

## Why use CommBank's Household Spending Insights (HSI)?

Many consumer sentiment surveys capture what people say they will do, but this can be different from what they actually do. The CommBank HSI is based on real behaviour and transactions, leveraging approximately 7 million retail customers to understand consumer spending trends. As a result, the CommBank HSI provides unique, timely and powerful insights into how our economy is performing based on one of Australia's largest consumer transactions data sets. The CommBank HSI Index is released each month, ahead of the official Australian Bureau of Statistics quarterly reporting on consumer spending.

## What types of spending are measured by CommBank Household Spending Insights

Our monthly CommBank HSI Index is based on spending in 12 different categories. A separate Home Buying Index based on loan applications also tracks activity in the housing market, but is not included in the overall CommBank HSI Index.



### Food & beverages

e.g. Supermarkets, liquor stores, convenience stores, fruit & vegetable stores.



### Household goods

e.g. Hardware stores, department stores, men's & women's clothing, furniture stores.



### Motor vehicles

e.g. Car dealers, mechanics, tyre retailers, motorcycle dealers.



### Recreation

e.g. Accommodation, airlines, travel bookings, sporting goods stores, fitness clubs & gyms, pet stores.



### Hospitality

e.g. Fast food outlets, restaurants, cafes, pubs & clubs, food delivery services.



### Education

e.g. Universities, private schools, public schools, vocational education.



### Health

e.g. Pharmacies, general practitioners, dentists, aged care, hospitals.



### Insurance

e.g. Home, motor vehicle, health, life and pet insurance.



### Transport

e.g. Petrol stations, ride share, public transport networks, tolls, taxis.



### Utilities

e.g. Electricity, gas, water, local government, strata fees.



### Communications & digital

e.g. Mobile phone providers, electronic stores, computer stores, internet service providers, mobile Apps, Pay TV services.



### Household services

e.g. Childcare, accountants, real estate services, superannuation providers, barbers & hairdressers, beauty salons, financial planners.

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