



# The Choosi Decision Drivers Report

Report | June 2016

## Decision Making Behaviour – Research and Outsourcing

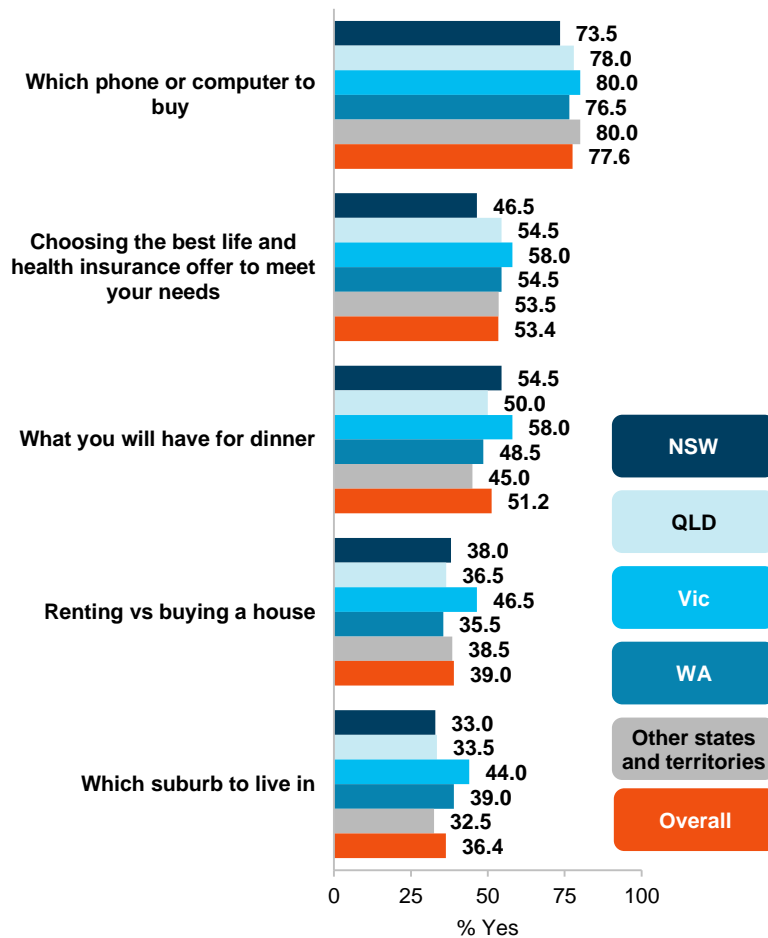
About three in four consumers actively seek information sources to help make a decision about which phone or computer to buy. This exceeds the tendency to actively seek information sources for what might be considered more important decisions, such as choosing the best life and health insurance offer, renting vs. buying and which suburb to live in. Furthermore, what might be perceived as a relatively unimportant decision, such as what to have for dinner, is in fact on par, in terms of the inclination to seek information sources, with choosing the best life and health insurance offer. The sheer volume of information available and options on offer may lead to this extra effort to seek information sources.

In line with the propensity to seek information sources, consumers are also more likely to invest more time researching the purchase of a phone or computer over other decisions measured.

In terms of who makes decisions, it is evenly split between made alone and a joint decision. Consumers are less likely to totally outsource a decision where somebody else makes it for them. Deciding on which computer or phone to buy is typically made alone, while deciding upon whether to rent or buy and which suburb to live in is generally a joint decision. This is driven by couples living together, as opposed to a computer purchase which is generally made for oneself. A key divide by gender indicates that females are more likely to see the decision of what to have for dinner as being a joint decision, while males are more likely to see this same decision as one to make alone.

While consumers are relying on both 'online' and 'in person' information sources, they tend to spend more time online, particularly when seeking information about insurance, which phone or computer to buy and whether to rent or buy. While more time is invested online than in person, when sourcing information, in person is generally trusted more so than online, particularly for seeking information about what to have for dinner, which suburb to live in and whether to buy or rent. Contrary to this, online is trusted more than in person when sourcing information about the best life and health insurance offer to meet one's needs.

**For which of the following do you actively seek information sources to help make your decision?**



\*Multiple answers allowed

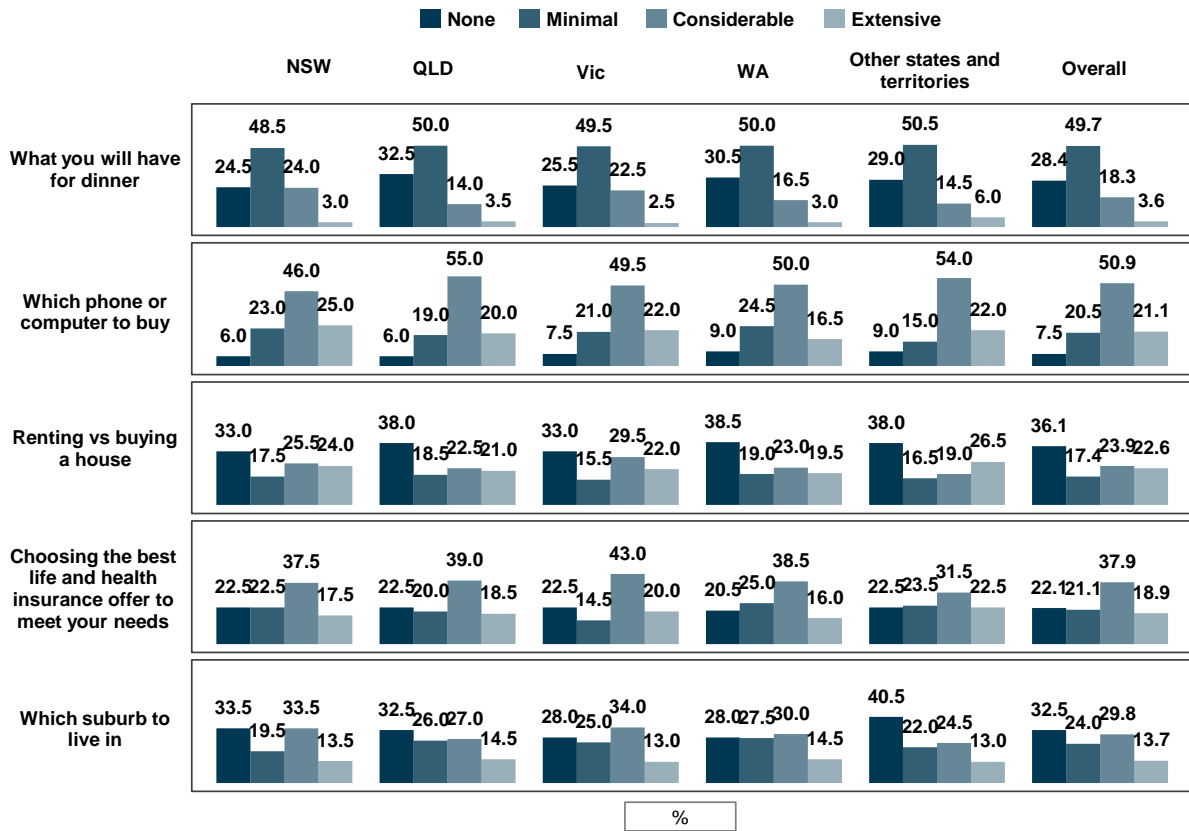
Source: CoreData Australian Decision-Making Survey (May 2016)

Question: For which of the following do you actively seek information sources to help make your decision?

Consumers are most likely to actively seek information sources to help make their decision when looking to purchase a phone or computer (77.6%).

Those from Victoria are more likely than other Australians to seek information sources for what they will have for dinner (58.0%) and which suburb they will live in (44.0%).

## How much research do you typically undertake?

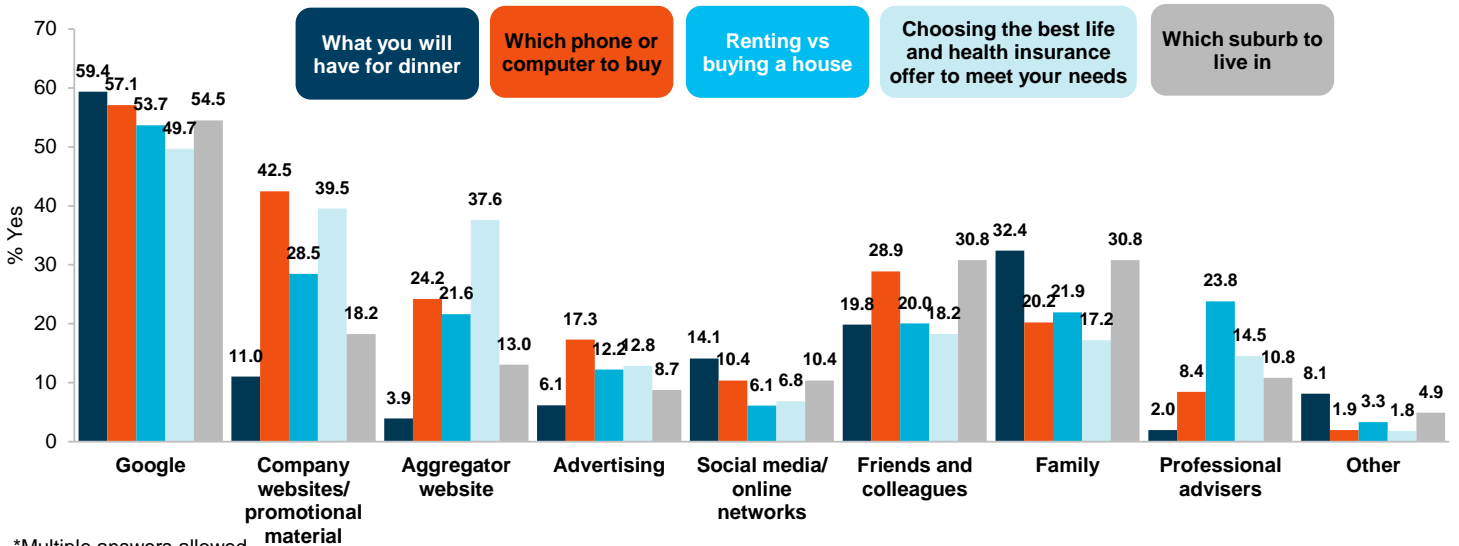


Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: How much research do you typically undertake?

Those purchasing a phone or computer are most likely to undertake the most research, where almost three quarters (72.0%) conduct 'considerable' or 'extensive' research.

The least research is conducted when deciding on what to have for dinner (78.1% 'minimal' or 'none') and which suburb to live in (56.5% 'minimal' or none).

## Which information sources do you typically turn to first to help make these decisions?



\*Multiple answers allowed

Source: CoreData Australian Decision-Making Survey (May 2016)

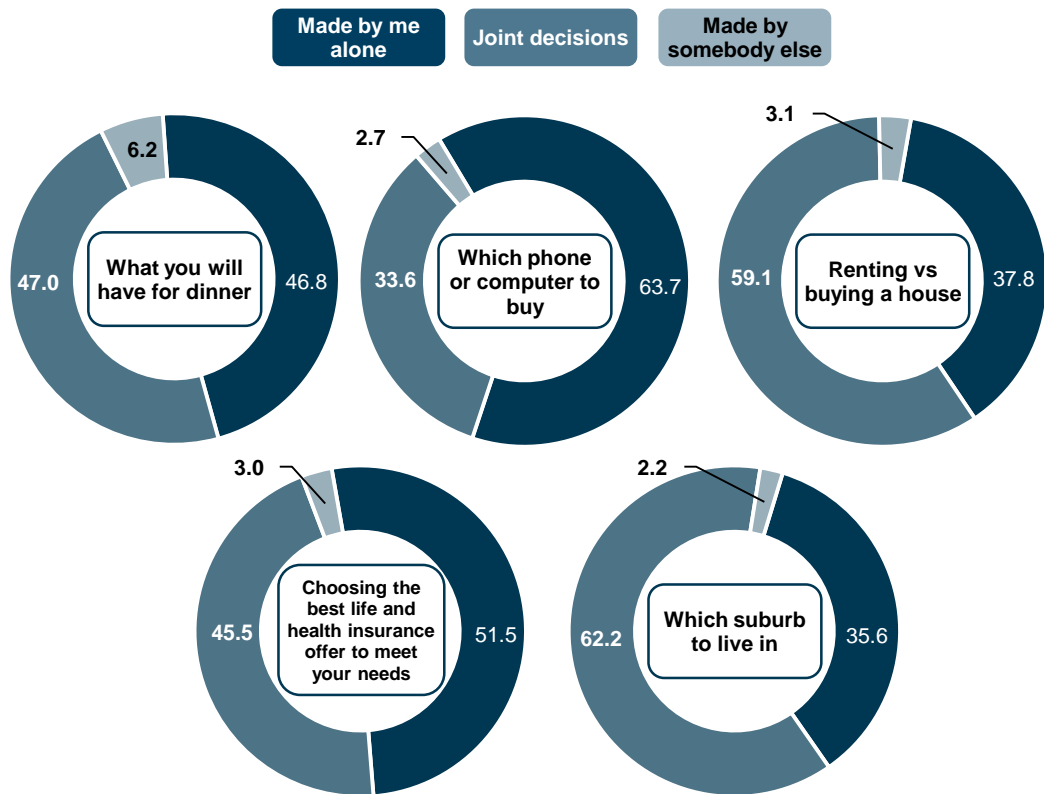
Question: Which information sources do you typically turn to first to help make these decisions?

Google is turned to most as an information source across all five decisions, mostly for 'what you will have for dinner' (59.4%) and 'which phone or computer to buy' (57.1%).

After Google, 'company websites / promotional material' is another common information source for 'which phone or computer to buy' (42.5%), 'renting vs. buying a house' (28.5%) and 'choosing the best life and health insurance offer to meet your needs' (39.5%).

'Family' is turned to as a second information source for 'which suburb to live in' (30.8%) and 'what you will have for dinner' (32.4%).

**Which of the following kinds of decisions do you usually look to other people to help make?  
OVERALL**

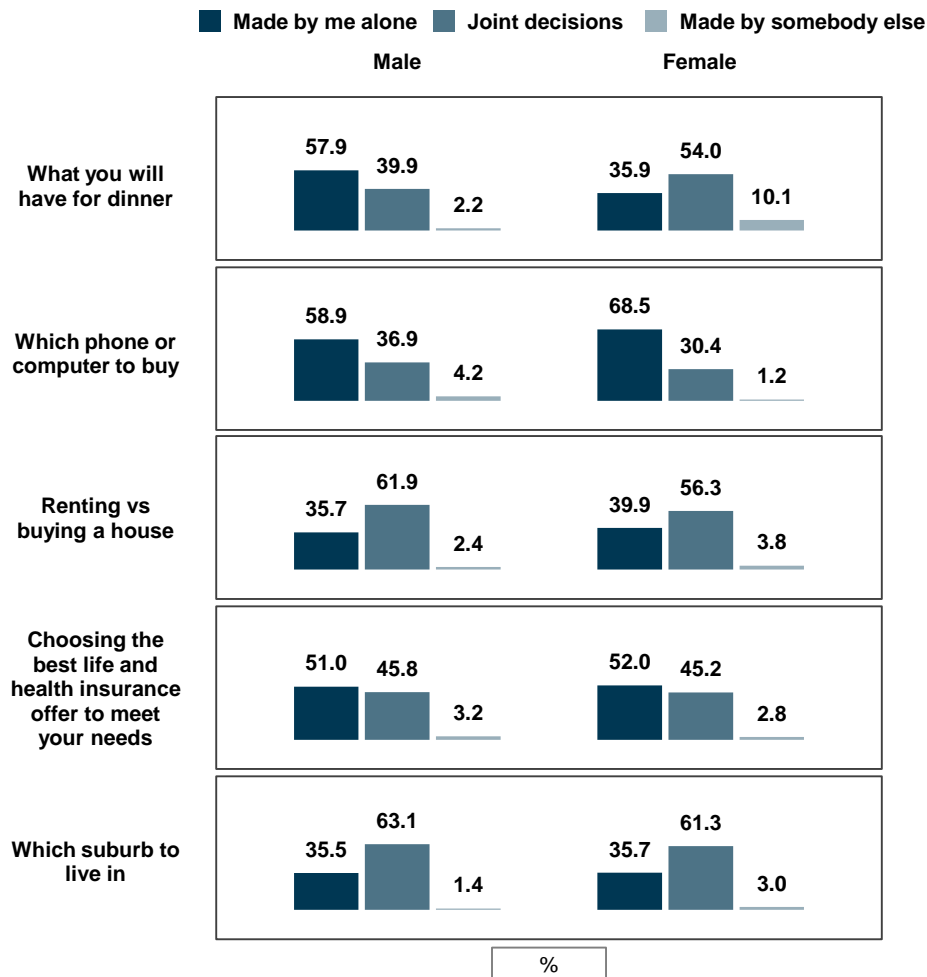


Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Which of the following kinds of decisions do you usually look to other people to help make?

Decisions ‘made by me alone’ are most likely for ‘which phone or computer to buy’ (63.7%).

‘Joint decisions’ are most commonly made for ‘which suburb to live in’ (62.2%) and ‘renting vs. buying a house’ (59.1%).

**Which of the following kinds of decisions do you usually look to other people to help make?  
GENDER**

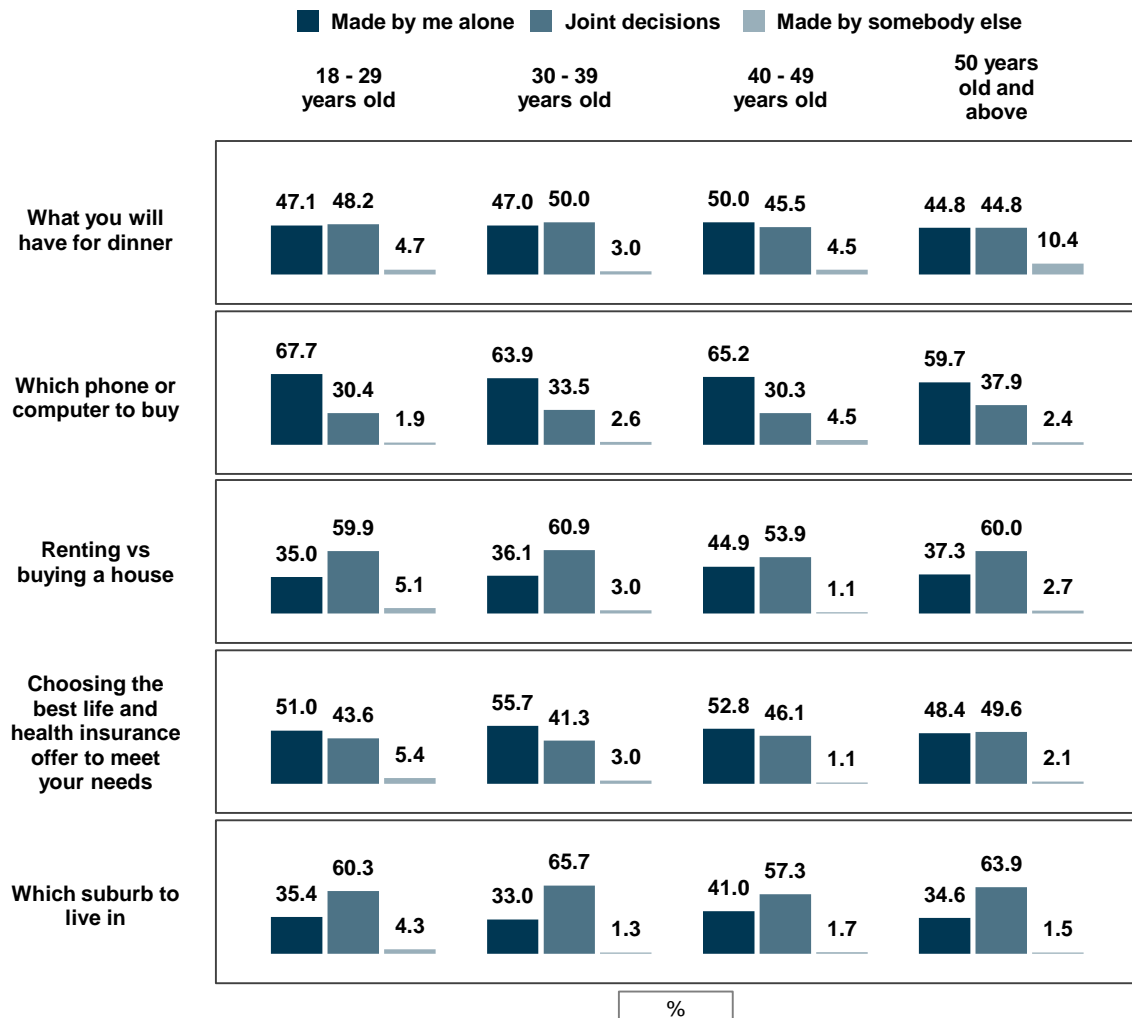


Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Which of the following kinds of decisions do you usually look to other people to help make?

Males (57.9%) are more likely than females (35.9%) to make a decision on their own as to what to have for dinner, while females (68.5%) are more likely than males (58.9%) to make a decision on their own when buying a phone or computer.

**Which of the following kinds of decisions do you usually look to other people to help make?**

**AGE**

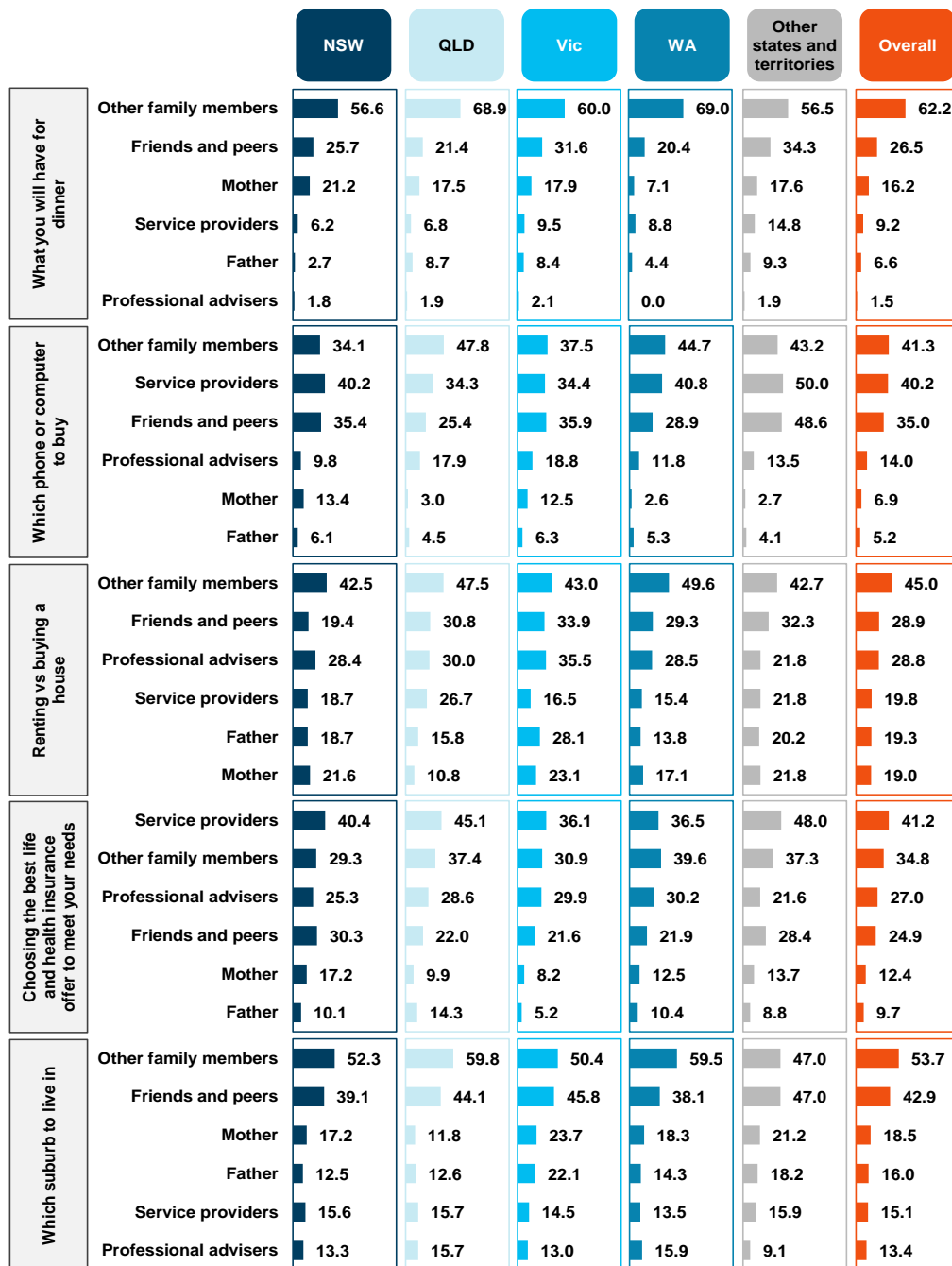


Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Which of the following kinds of decisions do you usually look to other people to help make?

The most notable difference is a tendency for the younger generation, i.e. 18-29 years old, to make a decision on their own as to the phone or computer they buy (67.7%), compared with those aged 50 years and over (59.7%).



## Who do you usually turn to, to help make these decisions?



\*Multiple answers allowed

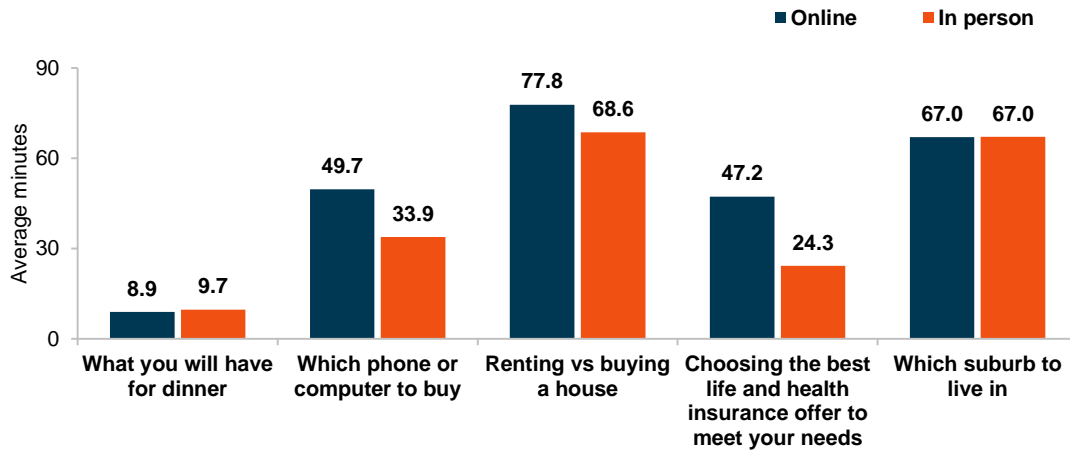
Source: CoreData Australian Decision-Making Survey (May 2016)

Question: Who do you usually turn to, to help make these decisions?

% Yes

Other family members are most commonly turned to for help in making decisions, rather than mum and dad particularly for what to have for dinner (62.2%) and which suburb to live in (53.7%).

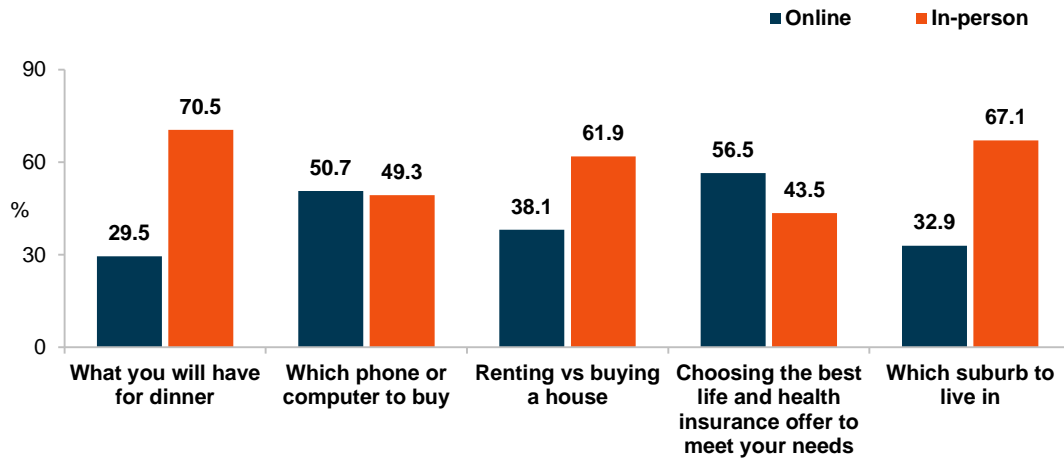
For each of the following decisions, please indicate how much time you would spend seeking information or advice online versus in-person (whether from family, friends, professionals or in store).



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: For each of the following decisions, please indicate how much time you would spend seeking information or advice online versus in-person.

Information is sought more online for 'Choosing the best life and health insurance offer to meet your needs' (47.2 vs. 24.3), 'which phone or computer to buy' (49.7 vs. 33.9), 'renting vs. buying a house' (77.8 vs. 68.6).

For each of the following decisions, please indicate which information/advice source you trust the most.



Source: CoreData Australian Decision-Making Survey (May 2016)

Question: For each of the following decisions, please indicate which information/advice source you trust the most.

'In-person' is a considerably more trusted information/advice source over 'online,' when making decisions around 'what you will have for dinner' (70.5% vs. 29.5%), 'which suburb to live in' (67.1% vs. 32.9%) and 'renting vs. buying a house' (61.9% vs. 38.1%).

'Online' is more trusted than 'in-person' when 'choosing the best life and health insurance offer to meet your needs.' (56.5% vs. 43.5%), while both channels are equally as trusted when making a decision on 'which phone or computer to buy'.

## Difficult Decisions

A relationship is evident between information sources consulted, the amount of research conducted and which decisions we tend to struggle with the most. For example, which insurance is best and which phone or computer to purchase are decisions people most struggle with and also decisions we research the most prior to committing to a purchase i.e. we tend to struggle when there are more options to choose from.

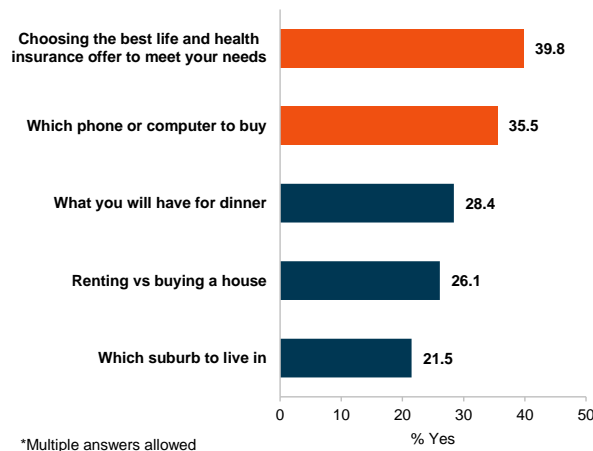
Across the board, there is a tendency for females to struggle with decisions more so than males, where the decision of what to have for dinner is one where females struggle significantly more so than males. Do women take more pride in what they have for dinner? Are they more health conscious? Males however struggle more with the decision of which suburb to live in. There are several noteworthy differences by age in terms of decisions which we struggle with. Those aged 40-49 struggle most with which life and health insurance is best for their needs, while those aged 50+ struggle most with which phone or computer to buy. It was also found that those aged 18-29 struggle more so than other age groups when it comes to deciding on what to have for dinner and whether to rent or buy. Perhaps budget comes into play for these purchases with the younger cohort more budget conscious. Some notable differences by wealth segments was also recognised, where the more wealthy an individual becomes the more they struggle with which life and health insurance is best for their needs. Given their ability to purchase any health insurance, where price may possibly be less of a driver, this segment immediately makes their decision more difficult given the array of options. The mass market, which aligns with the younger segment, struggle most with what to have for dinner.

Also in line with a tendency to source information, conduct research and decisions which are most struggled with, option paralysis is evident more so when deciding upon which phone or computer to purchase and which life and health insurance is best. Consumers claim option paralysis becomes a factor when options are confusing and hard to compare, which they suggest may be the case for phone, computers and health insurance.

Given this relationship identified and working backwards, it can be concluded that when options are confusing and hard to compare, option paralysis is likely to kick in, and is when consumers are more likely to struggle with the decision, conduct more research as a result and consult information sources more so than decisions where options are less confusing.

To help mitigate the behavioural bias of option paralysis, consumers are most likely to employ a cost benefit analysis, where they attempt to weigh up the pros and cons of each option.

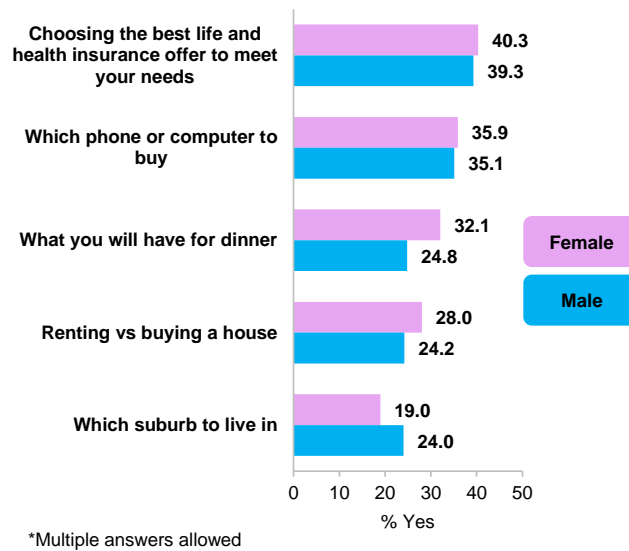
## Which decisions do you tend to struggle with? Overall



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Which decisions do you tend to struggle with?

Overall, the two decisions people are most likely to struggle with are ‘choosing the best life and health insurance offer to meet your needs’ (39.8%) and ‘which phone or computer to buy’ (35.5%).

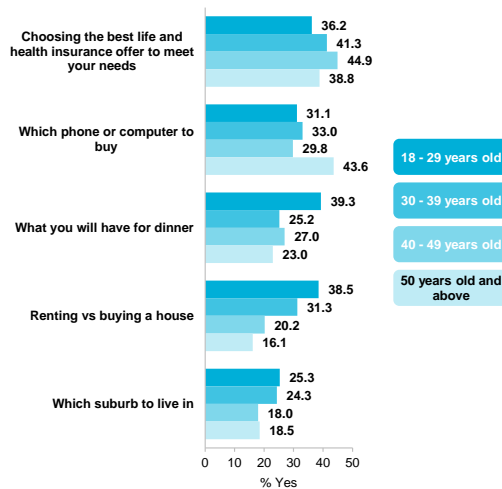
## Which decisions do you tend to struggle with? By Gender



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Which decisions do you tend to struggle with?

Females (32.1%) struggle more than males (24.8%) when making a decision on what to have for dinner.’ The only decision where males struggle more than females is when deciding on ‘which suburb to live in’ (24.0% vs. 19.0%).

## Which decisions do you tend to struggle with? By Age

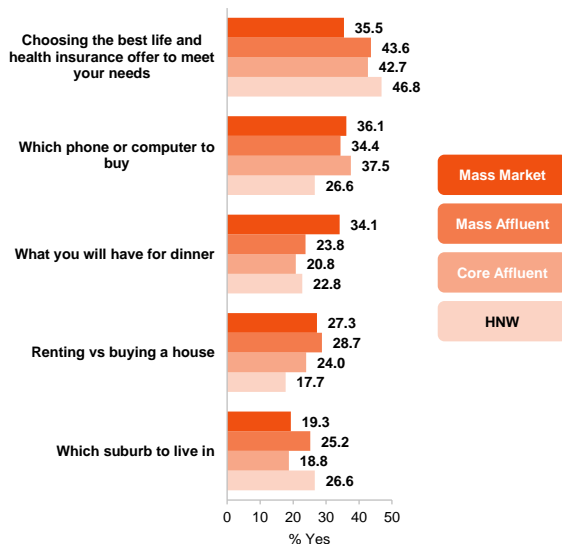


\*Multiple answers allowed

Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Which decisions do you tend to struggle with?

The younger cohort, aged 18-29, struggle most with what they will have for dinner (39.3%) and 'renting vs. buying a house' (38.5%), while those aged 50 years and older struggle most when deciding on 'which phone or computer to buy' (43.6%).

## Which decisions do you tend to struggle with? By Wealth



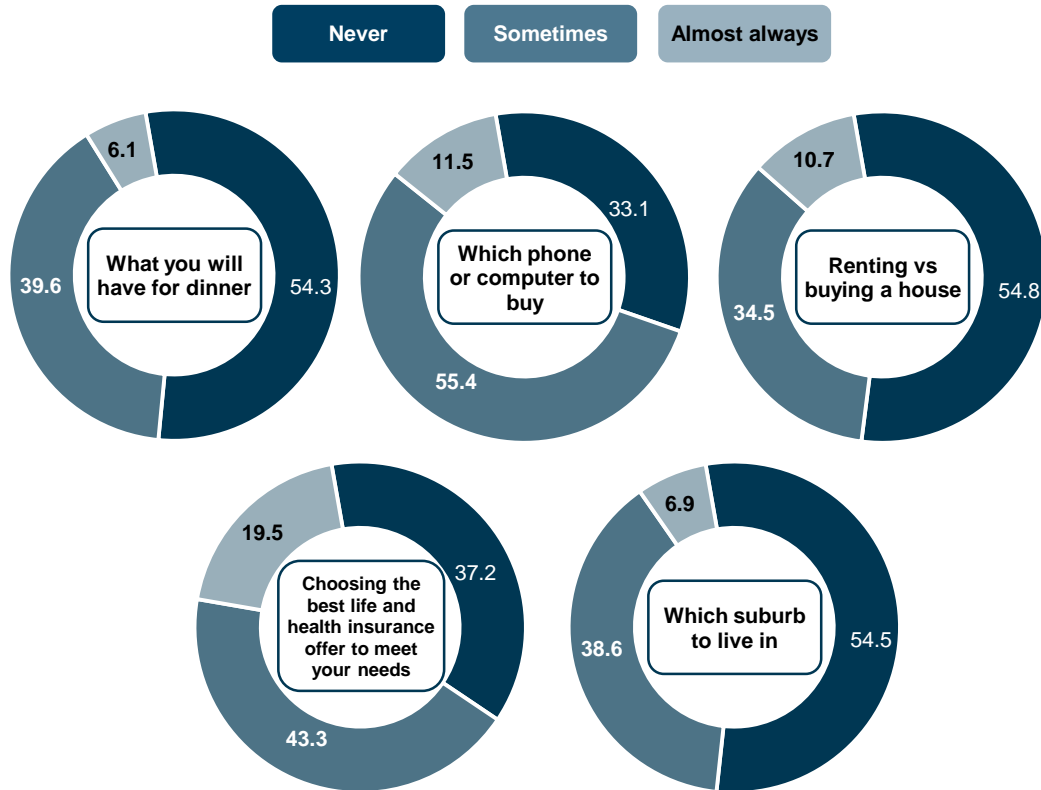
\*Multiple answers allowed

Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Which decisions do you tend to struggle with?

Those who struggle most with 'choosing the best life and health insurance offer to meet your needs' (46.8%) is the high net worth (HNW) segment.

Compared to the other wealth segments, the 'Mass Market' are the most likely to struggle with 'what you will have for dinner' (34.1%).

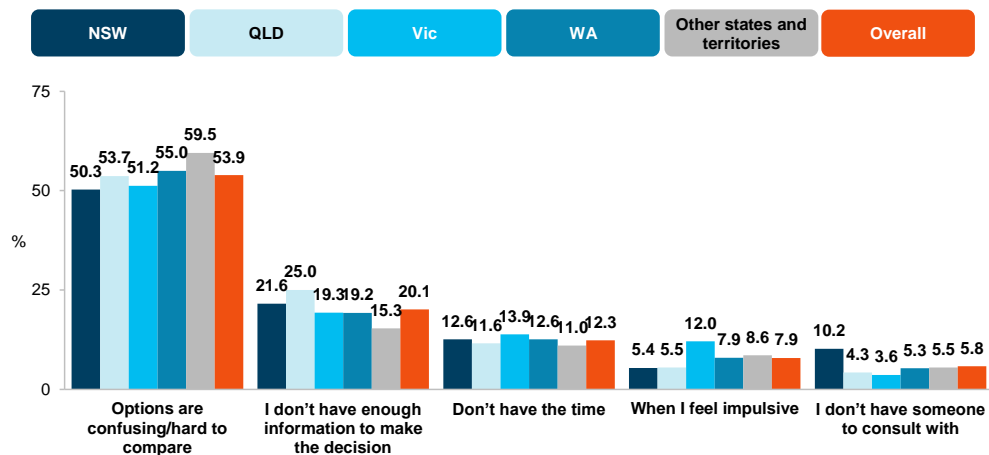
**Do you ever feel you experience ‘option paralysis’ when making the following types of decisions (i.e. suffer from information overload on all the choices you have to compare)?**



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Do you ever feel you experience ‘option paralysis’ when making the following types of decisions (i.e. suffer from information overload on all the choices you have to compare)?

The decisions most likely to draw the experience of option paralysis is ‘which phone or computer to buy’ (66.9%) and ‘choosing the best life and health insurance offer to meet your needs’ (62.8%).

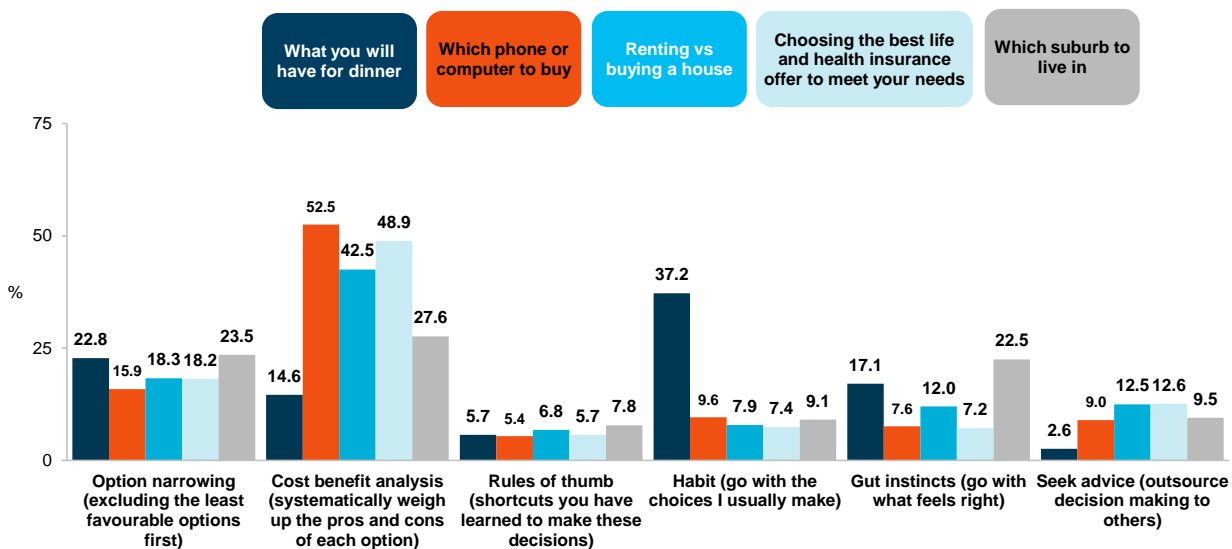
## When/why do you find this is most likely to happen?



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: When/why do you find this is most likely to happen?

Option paralysis is most likely experienced when 'options are confusing/hard to compare' (53.9%).

## What do you think best describes the way you usually make decisions about the following (i.e. any steps or processes you use to try and make good decisions)?



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: What do you think best describes the way you usually make decisions about the following (i.e. any steps or processes you use to try and make good decisions)?

A cost benefit analysis best describes decision-making when deciding on 'which phone or computer to buy,' (52.5%), 'choosing the best life and health insurance offer to meet your needs' (48.9%), 'renting vs. buying a house,' (42.5%) and to a lesser extent, 'which suburb to live in' (27.6%). 'Habit' best describes the way that most decide on what they will have for dinner (37.2%).



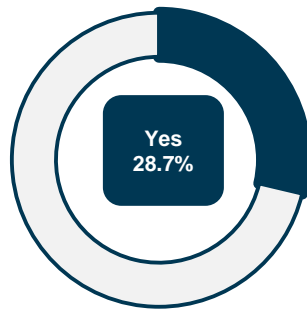
## Regretful Decisions

About three in ten consumers claim to have made a large purchase, which they have later regretted.

Most of the respondents who regretted buying a large purchase cited cars as the purchase they regretted the most. Some mentioned buying property and small items like phones and laptops.

On a broad level, these decisions were typically regretted due to not being what the purchaser wanted or needed or money was lost. The regretful decisions are thought to have been made due to feeling impulsive or emotional at the time, lacking knowledge or understanding or influenced by others.

### Have you made any large purchasing decisions, which you have come to regret?



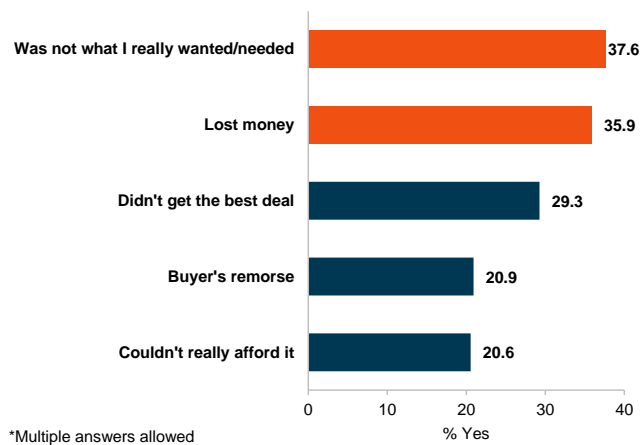
*Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Have you made any large purchasing decisions which you have come to regret?*

Close to three in 10 (28.7%) respondents have made a large purchasing decision that they have come to regret.

**Please briefly describe the purchasing decision you have regretted the most:**

- "Car - got conned." (35 years old, Male, WA)  
 "Buying the wrong car." (44 years old, Male, SA)  
 "My car. Got ripped off and discovered afterwards heaps of things that costed me a lot to fix." (30 years old, Female, Qld)  
 "Buying present house." (74 years old, Male, Qld)  
 "Spending money on an unnecessary and stupid thing." (22 years old, Female, WA)  
 "Buying phone." (33 years old, Female, NSW)  
 "Our previous rental property. We took it after the first visit, as we were desperate, but the neighbours were horrific, and the house didn't really suit us." (31 years old, Male, Qld)  
 "Purchasing a house in another state, which means I am moving away from my kids and it will be harder for them to visit me because of distance." (52 years old, Female, NSW)  
 "Purchased townhouse but would have preferred dwelling." (56 years old, Male, NSW)  
 "Purchasing shares, then change of life circumstance meant I had to sell them at a bad time, losing some money." (41 years old, Female, Qld)  
 "Some phones, tablet plans. Not always the best deal at the time or better deal comes out after purchasing." (32 years old, Female, WA)  
 "Certain share purchases." (74 years old, Male, WA)  
 "Spending a huge amount of money buying a new caravan which was advertised as being of very high quality build by the best manufacturer. This van from first day of travel gave us more trouble and unsolved warranty claims all caused by inferior workmanship and poor quality materials than any previous caravan we had purchased." (70 years old, Male, SA)  
 "Investment property which devalued significantly due to lack of research." (24 years old, Male, Vic)  
 "We purchased a home two years ago knowing it was too small. We thought we could extend and it would be fine. Our financial situation has changed and new building regulations have meant that it is now almost impossible to extend our property and we have greatly outgrown our home however will lose on it if we sell right now. We love the house and area however the limited space is becoming unbearable." (40 years old, Female, Vic)  
 "Changing our health insurance when we were stressed." (74 years old, Female, SA)  
 "Investing money for a business." (39 years old, Male, Vic)

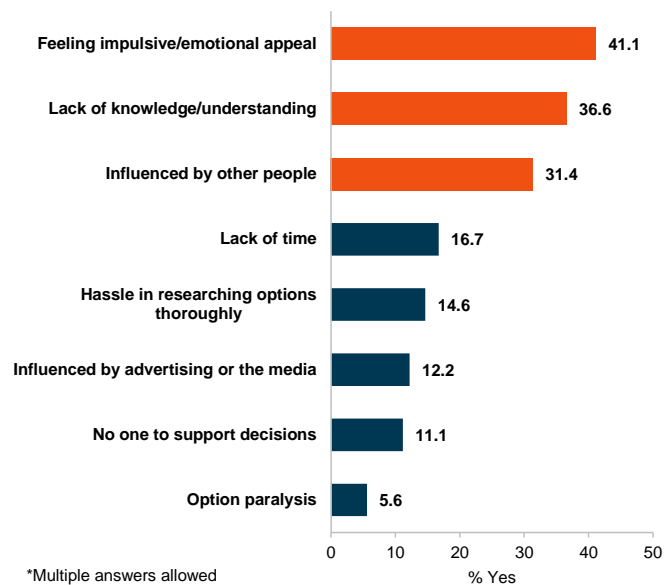
### Why did you regret this decision?



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Why did you regret this decision?

The main reasons for regretting the large purchase are 'was not what I really wanted/needed' (37.6%) and 'lost money' (35.9%).

### What do you think led you to making a regrettable decision in this instance?



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: What do you think led you to making a regrettable decision in this instance?

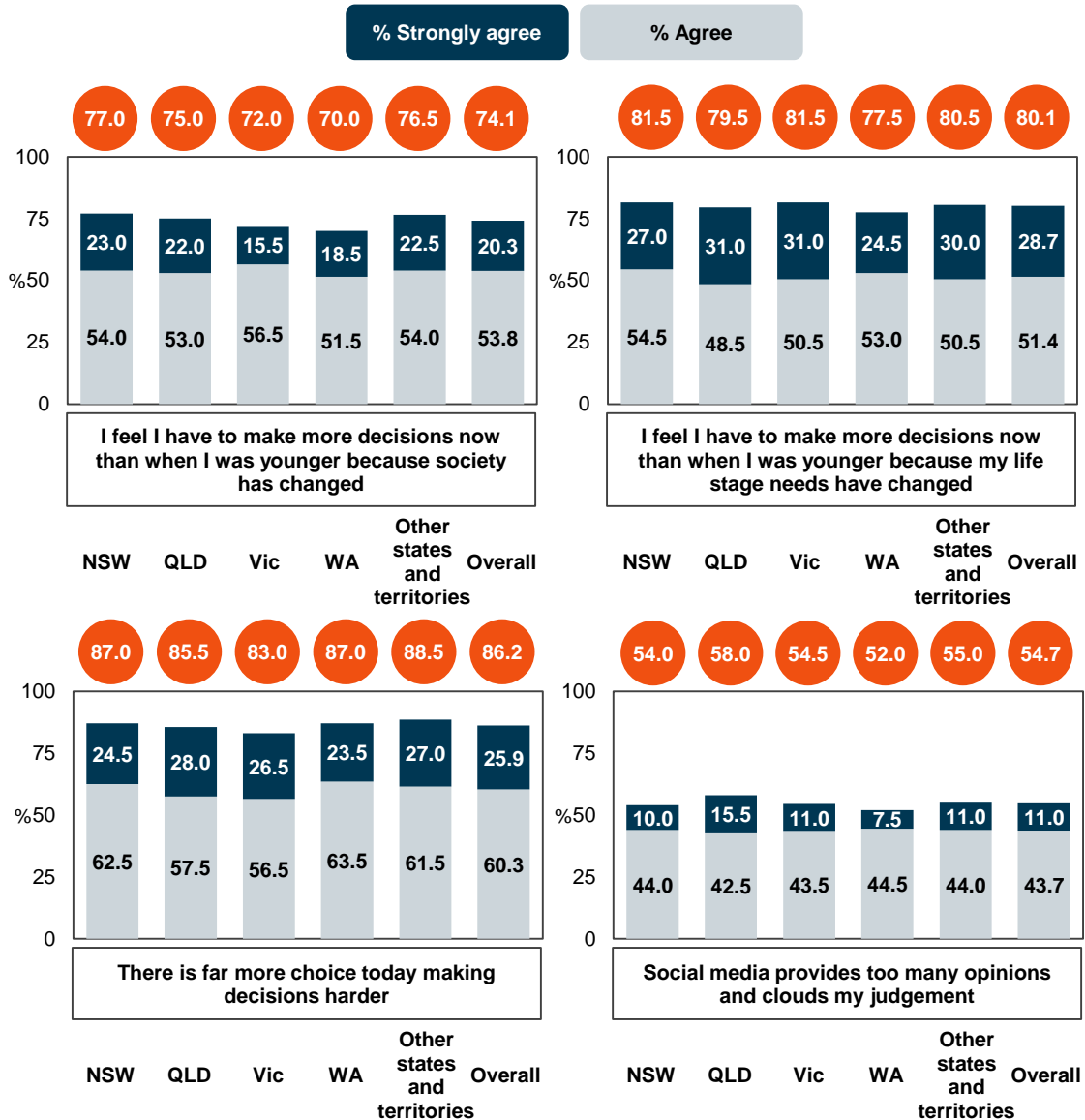
The three key reasons why respondents believe they made regrettable purchase decisions are 'feeling impulsive/emotional appeal' (41.1%), 'lack of knowledge/understanding' (36.6%) and 'influenced by other people' (31.4%).

## It's getting harder to make decisions these days

The majority of consumers believe decisions have become more difficult to make these days given far more choice is on offer. Decisions are also thought to have become more difficult due to an increase in the number of decisions we now need to make. The increase in decisions is claimed to be a function of changes to life stage needs and changes within society.

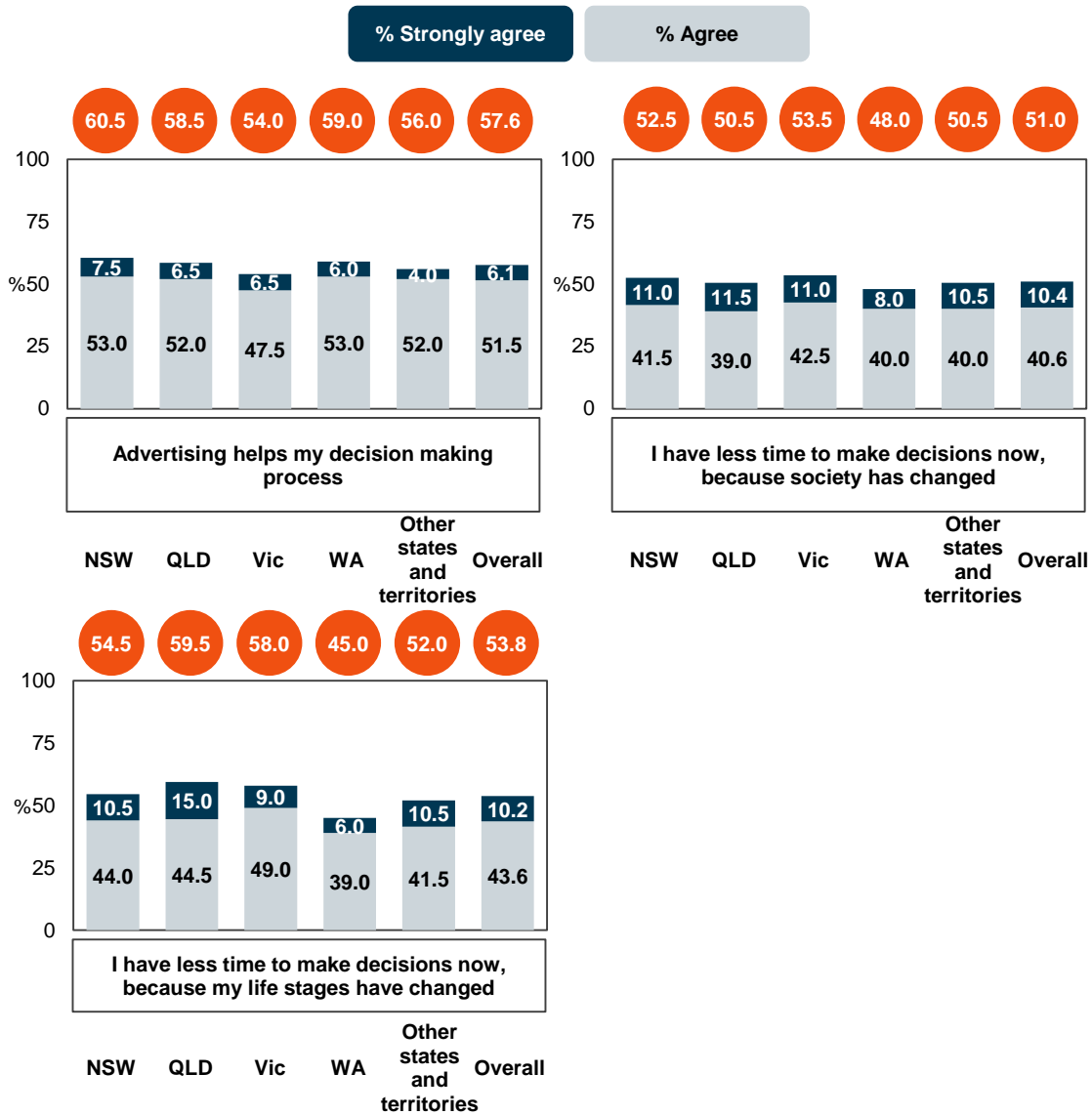
While about one in two believe social media may cloud their judgment when making decisions and that advertising can influence their decision making, another one in two remain confident that these factors do not impact the decisions they make.

How much do you agree with the following statements?



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: How much do you agree with the following statements?

Respondents most strongly agree with the statement, ‘there is far more choice today making decisions harder’ (86.2%).



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: How much do you agree with the following statements?

## How do you make good decisions?

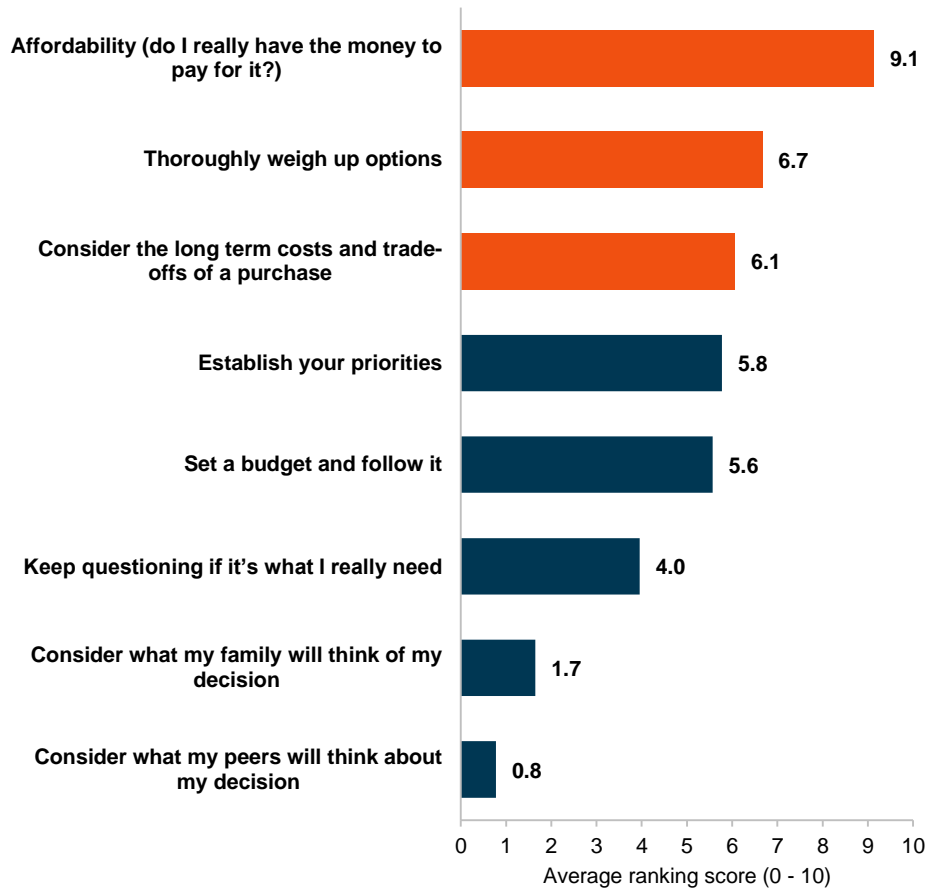
The top consideration for making a good purchase is affordability.

When consumers are unable to turn to savings to make a purchase, one in two is likely to put a budget in place for large purchases, while 1 in 3 would use a credit card for small purchases.

Most respondents said that the best decision they made in the last year was buying a house or buying a car. Some respondents cited small luxury items like laptop, TV, phones and buying tickets to go on a holiday. A few on the other hand mentioned that taking care of their future like purchasing health insurance is one their best decisions in the last year, as well as paying off their debts. Others mentioned personal decisions like moving out of their parent's house, moving to another state, getting married, and changing careers.

What makes a good decision a good one is when a financial gain is experienced, while taking the time to think through a decision and conducting sufficient research are defined as the most important elements to assisting a good decision.

**What are the most important considerations when trying to make a good purchasing decision?**



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: What are the most important considerations when trying to make a good purchasing decision?

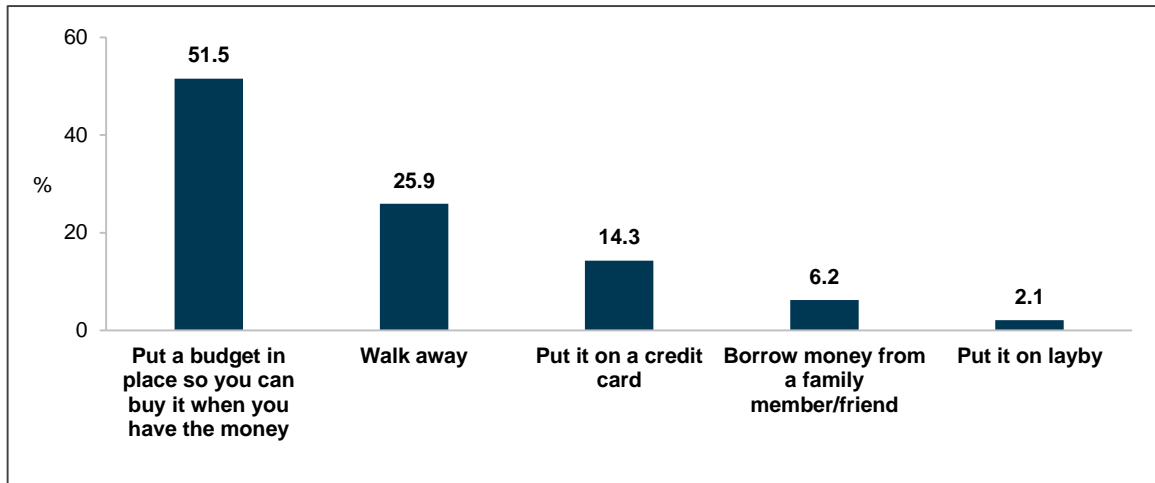
The most important consideration when trying to make a good purchasing decision is 'affordability' (rank score of 9.1) which ranked in the top three most important considerations for 66.7% of respondents.

This is followed by 'thoroughly weighing up the options' (rank score of 6.7 and ranked in top three by 49.1%) and then 'consider the long term costs and trade-offs' (rank score of 6.1 and ranked in top three by 46.6%).

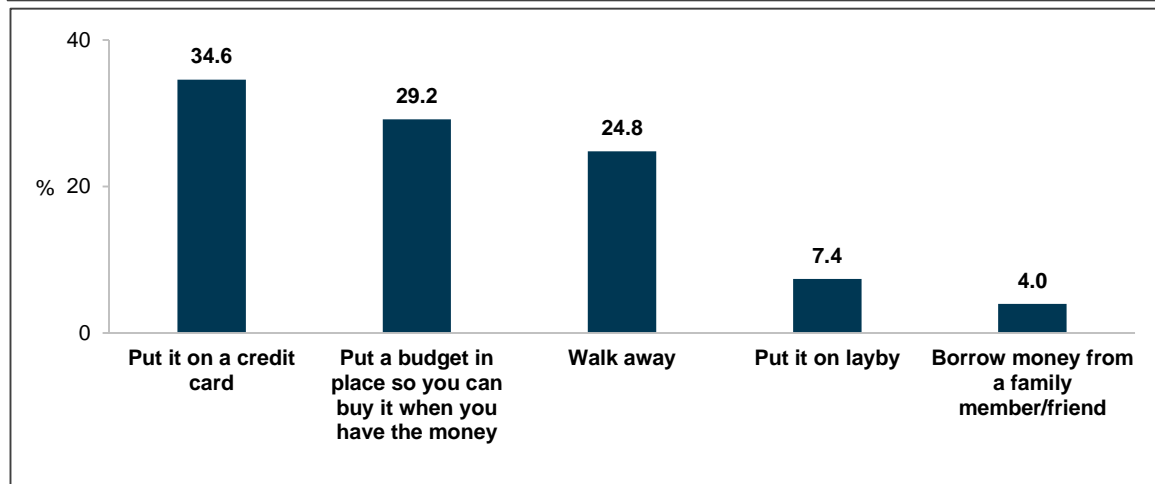
The least important considerations include what their peers think (0.8) and what their family think (1.7).



**If you see something that you would like to buy but don't have the savings available what are you most likely to do?**



**Big ticket items (house, car, holiday, major appliances etc.)**



**Small ticket items (clothes, gifts, dinners, entertainment etc.)**

Source: CoreData Australian Decision-Making Survey (May 2016)

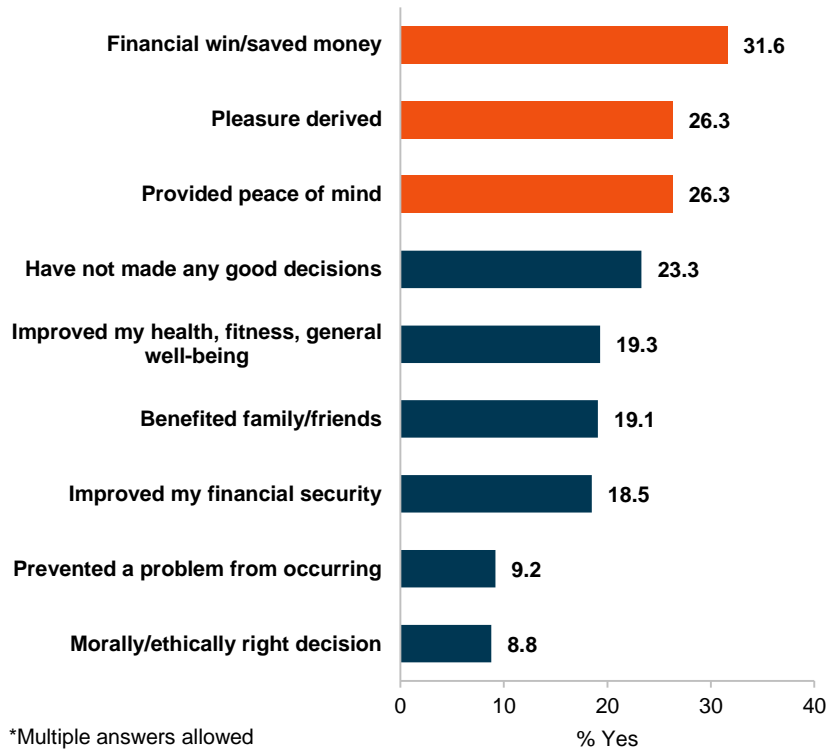
Question: If you see something that you would like to buy but don't have the savings available what are you most likely to do?

With regards to larger purchases, If there is something they would like to buy, but do not have the savings available, respondents claim they are most likely to 'put a budget in place so you can buy it when you have the money' (51.5%). Whereas for smaller purchases credit card is used.

**What is the best decision you think you have made in the last year? Please indicate 'None' if you don't believe you have made any.**

- "Bought a new TV." (66 years old, Male, Tas)*
- "Bought a reliable, economic long run car." (38 years old, Male, Vic)*
- "Bought investment property." (52 years old, Female, Vic)*
- "Moving out of home." (23 years old, Female, Qld)*
- "Got rid of negative people." (28 years old, Male, NSW)*
- "Decision about moving to Australia from Denmark, Europe." (26 years old, Female, WA)*
- "Buying a house." (55 years old, Female, Vic)*
- "Go on several overseas holidays in the last year." (39 years old, Female, WA)*
- "Quit my job and start in a new job." (40 years old, Male, Qld)*
- "I bought a car as I moved further away from the city." (20 years old, Female, Qld)*
- "To pay many bills using advance direct debit to avoid large bills e.g. rates, power, mortgage." (46 years old, Female, Tas)*
- "We bought a new house which is absolutely wonderful, peaceful, and quiet." (56 years old, Female, SA)*
- "Going to see a psychologist to help clear my mental state and confide in my partner and family." (22 years old, Female, WA)*
- "Increasing my personal super contributions." (51 years old, Male, SA)*
- "Paying off credit card and having no more debt. Increasing savings." (22 years old, Female, NSW)*
- "The best decision I have made in the last year is reducing our debts, and getting into a regular savings programme." (35 years old, Female, Qld)*
- "Investing in high dividend listed fund to increase monthly cash generation within my SMSF." (72 years old, Male, Vic)*
- "Buying an iPhone 6S. No regrets." (40 years old, Male, SA)*
- "Paying my health insurance for a year in advance." (40 years old, Female, Vic)*
- "Changed power suppliers and reduced our electricity bill." (53 years old, Male, NSW)*
- "Changed health insurance provider." (35 years old, Female, NSW)*
- "Get rid of all credit cards." (24 years old, Female, Qld)*
- "Choosing to move to a smaller rental property in a different area." (23 years old, Female, WA)*
- "Changing house insurer to save money." (41 years old, Female, WA)*
- "Change in home/contents and car insurance." (51 years old, Female, WA)*
- "Reduce calorie intake." (72 years old, Male, ACT)*
- "Renovated a kitchen in a rental property to get more rent." (39 years old, Female, WA)*

**Thinking of the best decision you think you have made in the last year, what made this such a good decision?**



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Thinking of the best decision you think you have made in the last year - what made this such a good decision?

The most commonly cited reason for a decision being a good one is ‘financial win/saved money’ (31.6%).

Almost a quarter of the Australian population have not made any good decisions in the past year.

‘Morally/ethically right decision’ is considered the least in terms of making a decision a good one.

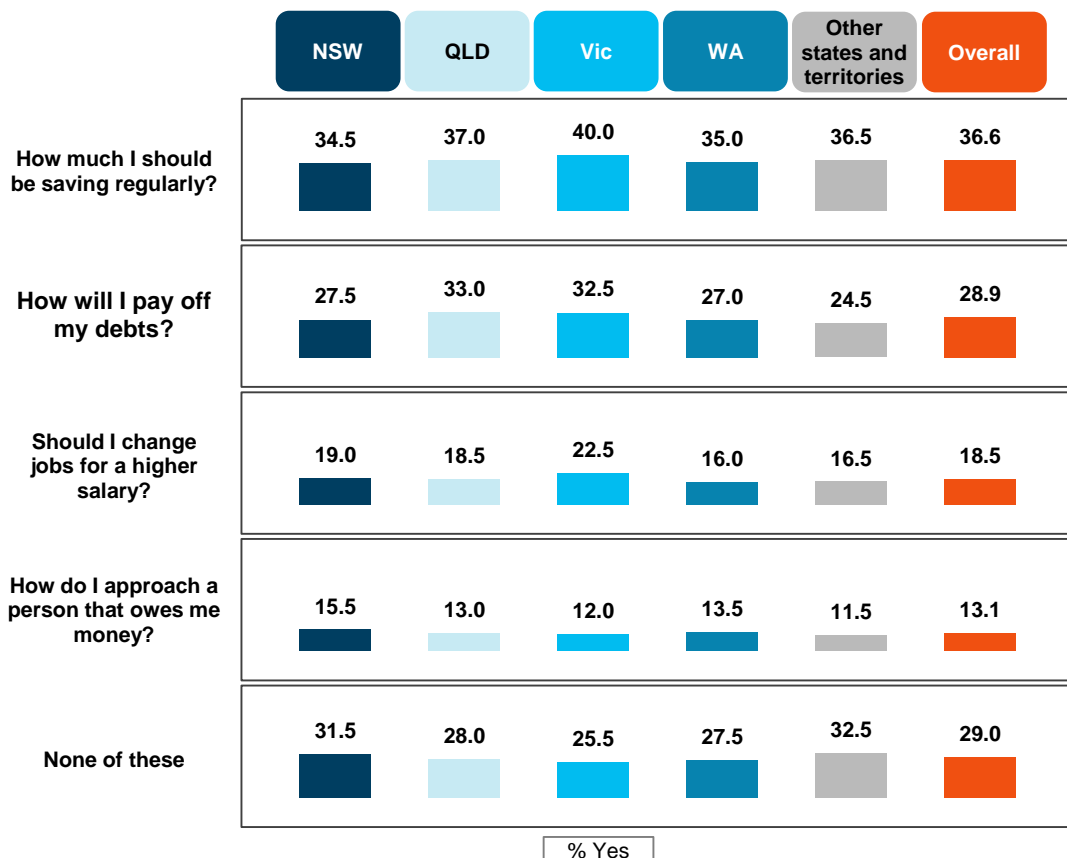
## Decision Avoidance, Bad Decision Makers and Advice

How much we should be saving regularly is the financial decision we most avoid, followed by how we will pay off our debts. Is the cost of living increased enough for most of us unable to save?

About one in two know friends who have made bad decisions, one in two know family who have made bad decisions and about three in ten know colleagues who have made bad decisions.

About two in three offer financial advice to others, however the vast majority of these would only offer advice if asked. A third of us would not offer financial advice, whether asked or not.

**What kind of financial decisions do you know you need to make but tend to avoid (i.e. tend to put to the back of your mind because it's stressful or a hassle to worry about)?**



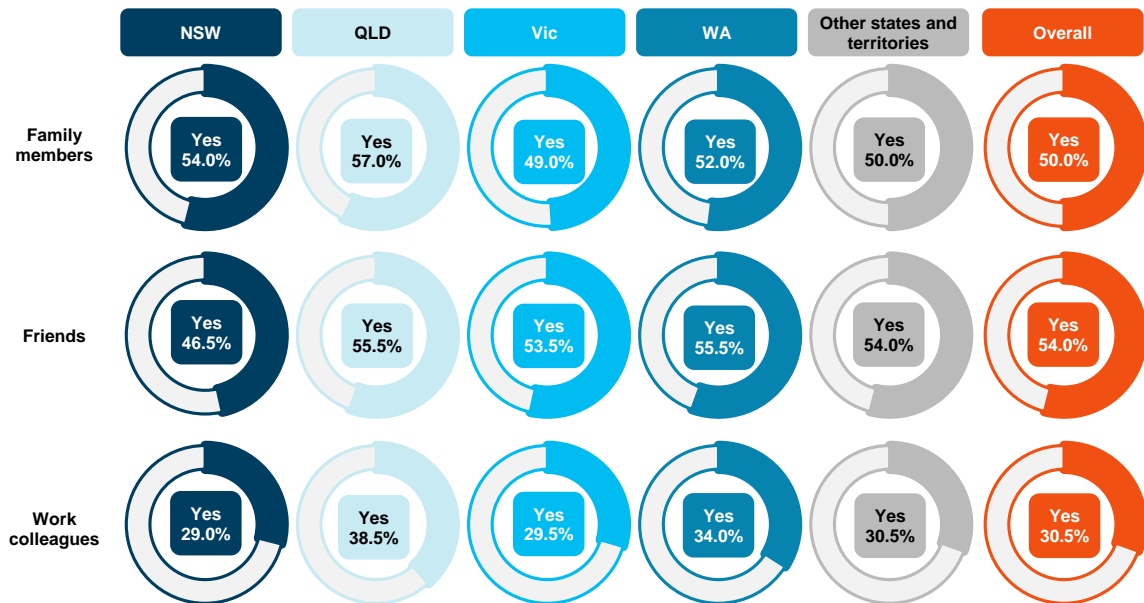
\*Multiple answers allowed

Source: CoreData Australian Decision-Making Survey (May 2016)

Question: What kind of financial decisions do you know you need to make but tend to avoid (i.e. tend to put to the back of your mind because it's a stressful or a hassle to worry about)?

The financial decisions which tend to be avoided most are 'how much I should be saving regularly' (36.6%), and 'how will I pay off my debts' (28.9%), driven by respondents in Queensland (33.0%) and Victoria (32.5%).

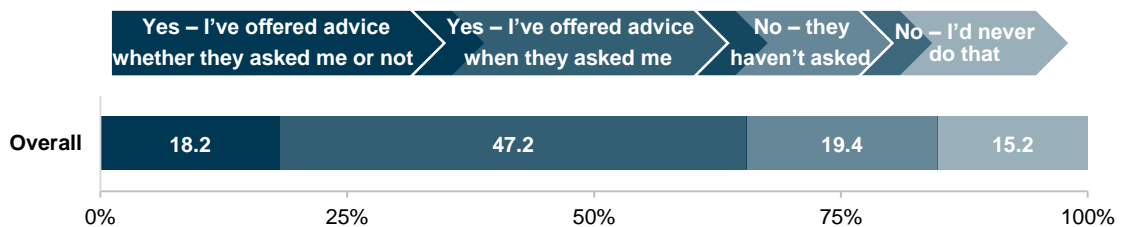
**Do you know any people close to you that tend to make bad financial decisions?**



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Do you know any people close to you that tend to make bad financial decisions?

About one in two respondents know friends (54.0%) and family (50.0%) who have made bad financial decisions, while about three in 10 (30.5%) know work colleagues who have made bad financial decisions.

**Have you ever offered your opinion or advice to family, friends or colleagues about their financial decisions?**



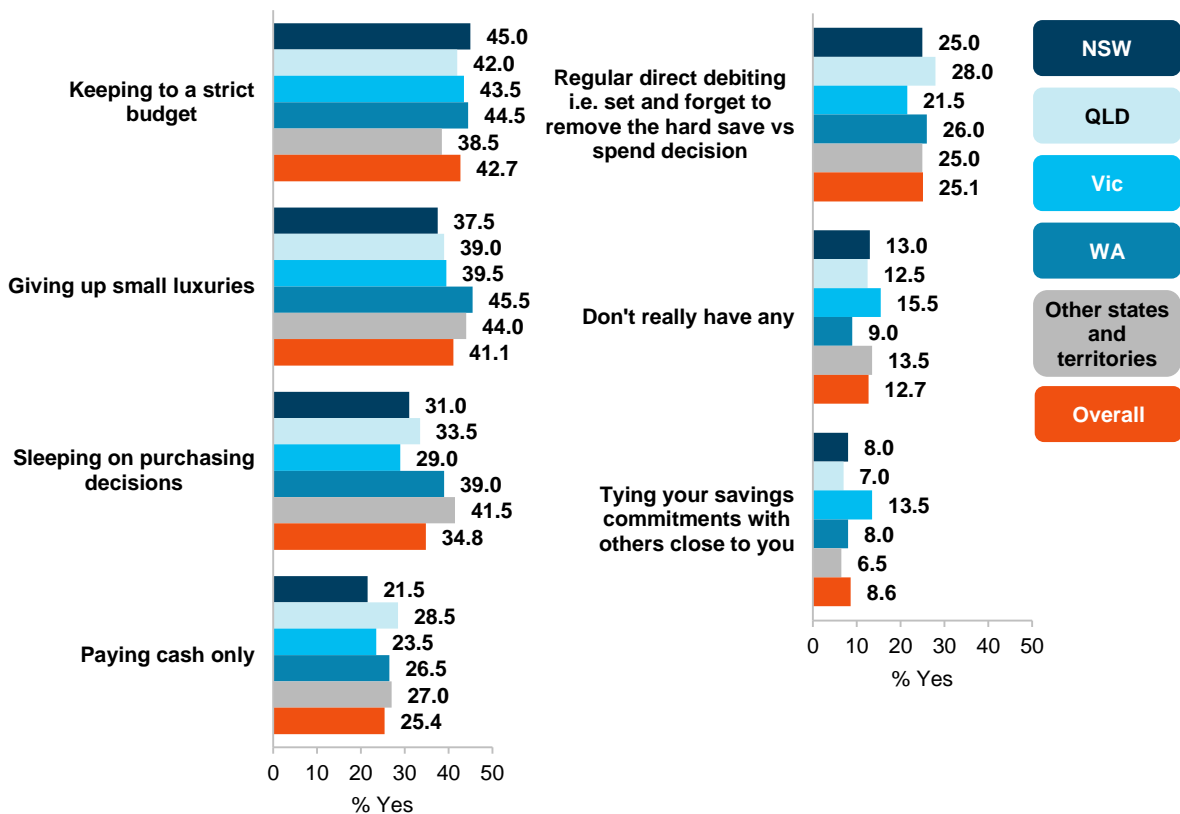
Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Have you ever offered your opinion or advice to family, friends or colleagues about their financial decisions?

About two in three (65.4%) respondents have offered advice to family, friends or colleagues about their financial decisions, although around half have only offered advice when asked.

## Saving Money

The two key strategies consumers employ for saving money and disciplining their spending are keeping to a strict budget and giving up small luxuries, while consumers are least concerned with tying their savings commitments with others close to them.

### What are some life hacks you use for saving money and disciplining your spending?



\*Multiple answers allowed

Source: CoreData Australian Decision-Making Survey (May 2016)

Question: What are some life hacks you use for saving money and disciplining your spending?

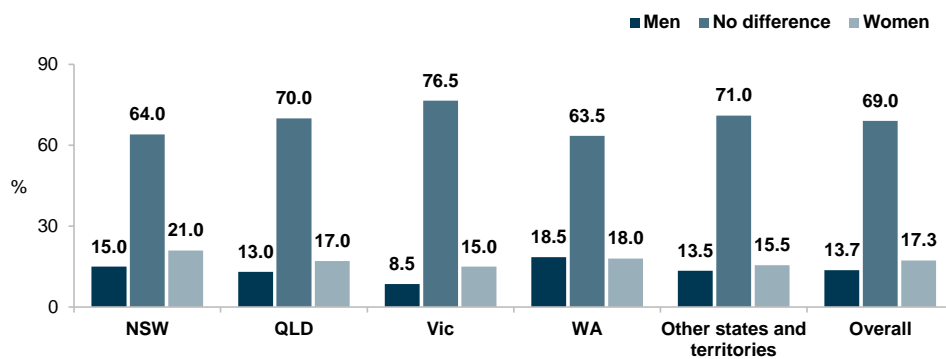
The two key strategies respondents claim to employ for saving money and disciplining their spending (as opposed to making good purchase decisions looked at earlier) are 'keeping to a strict budget' (42.7%) and 'giving up small luxuries' (41.1%), while 'tying your savings commitments with others close to you' (8.6%) is the least employed life hack.

## The Best Decision Makers

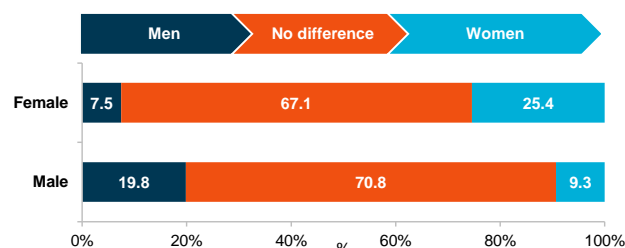
Overall, the perception is women are slightly better decision makers than men. However, men rate themselves as better decision makers than women, while women rate themselves as better decision makers than men. An overconfidence and gender biases are likely to have come into play here.

In terms of life stage, Baby Boomers are considered the better decision makers overall. Baby Boomers judge themselves to be the better decision makers and those aged 30-49 rate Generation X as the better decision makers. The younger cohort, aged 18-29, see Generation X as the better decision makers. Perhaps Generation Y recognize that Generation X has learned from the successes and failures of Baby Boomers and acknowledging the experience. Generation X witnessed the technology revolution in its entirety, which may also influence Generation Y's perception of this cohort.

### Who do you think tend to be the better purchase decision makers?



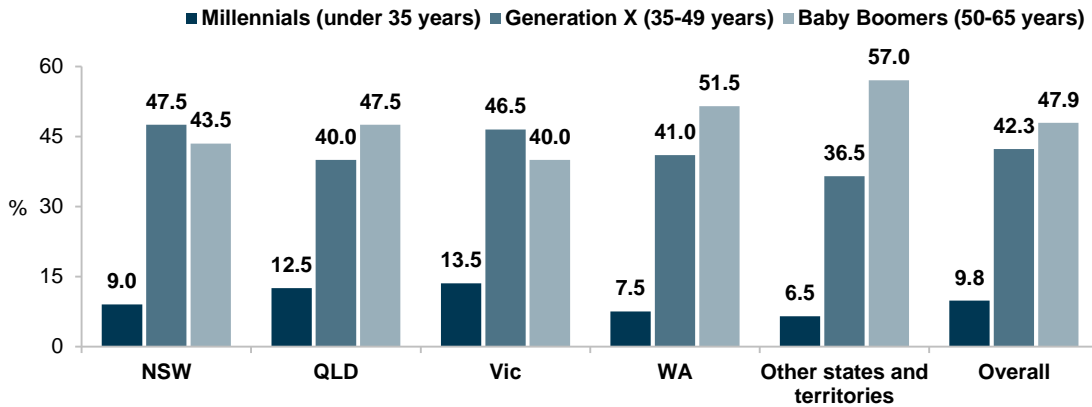
Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Who do you think tend to be the better purchase decision makers?



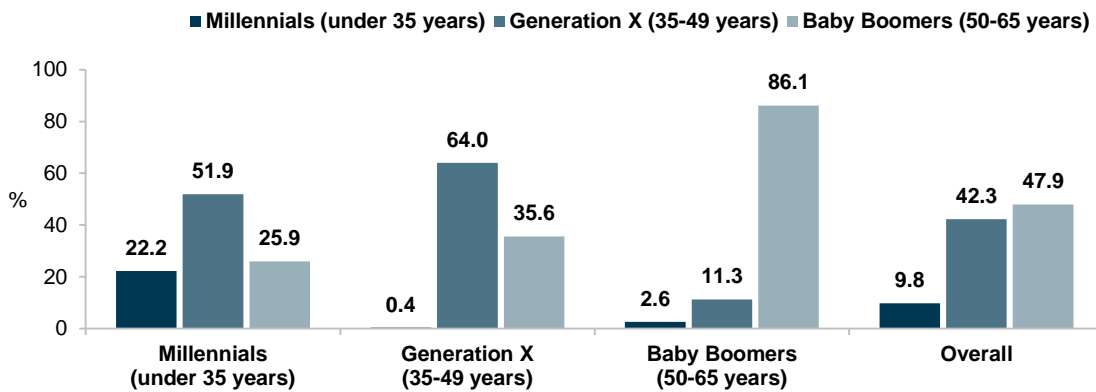
Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Who do you think tend to be the better purchase decision makers?

Overall, the perception is women are slightly better decision makers than men (17.3% vs. 13.7%). Men however, rate themselves as better decision makers over women (19.8% vs. 9.3%), while women rate themselves as better decision makers, over men, (25.4% vs. 7.5%). While 70.8% of men claim no difference between the genders, 67.1% of females claim no difference.

## Who do you think tend to be the better purchase decision makers?



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Who do you think tend to be the better purchase decision makers?

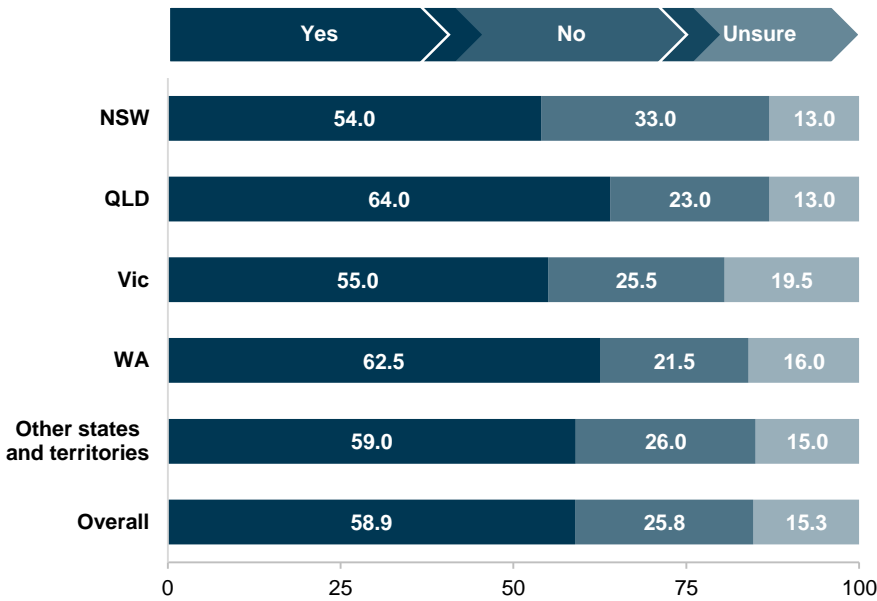


Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Who do you think tend to be the better purchase decision makers?

While Baby Boomers strongly see themselves as the best decision makers compared to other age groups (86%), other generations do not agree. Both Millennials and Gen X are most likely to see Gen X as the best purchase decision makers.



**Have your decision making methods on more expensive purchases changed as you've gotten older?**



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Have your decision making methods on more expensive purchases changed as you've gotten older?

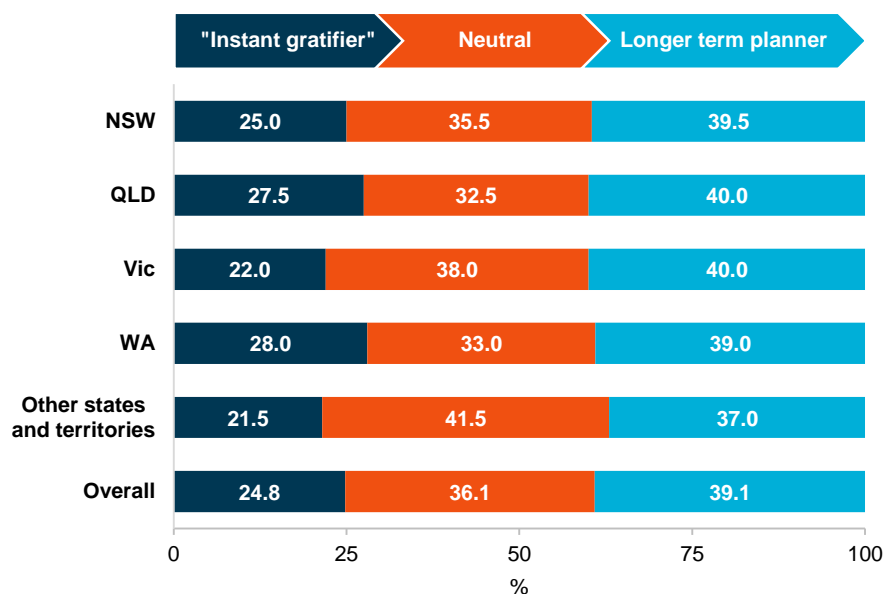
About three in five (58.9%) respondents claim decision-making around more expensive purchases has changed as they have gotten older.

## Impulsive Purchasing

When considering less expensive items, about one in four of us seek instant gratification, while about two in five are able to delay the purchase for longer term planning.

While we are most frivolous with our money when on holidays or shopping for food when we are hungry, it is claimed that a desire to treat oneself and emotional appeal play major roles in this frivolous behaviour.

**For less expensive items, do you typically seek instant gratification or tend to delay the purchase? Please indicate with the slider where you sit.**

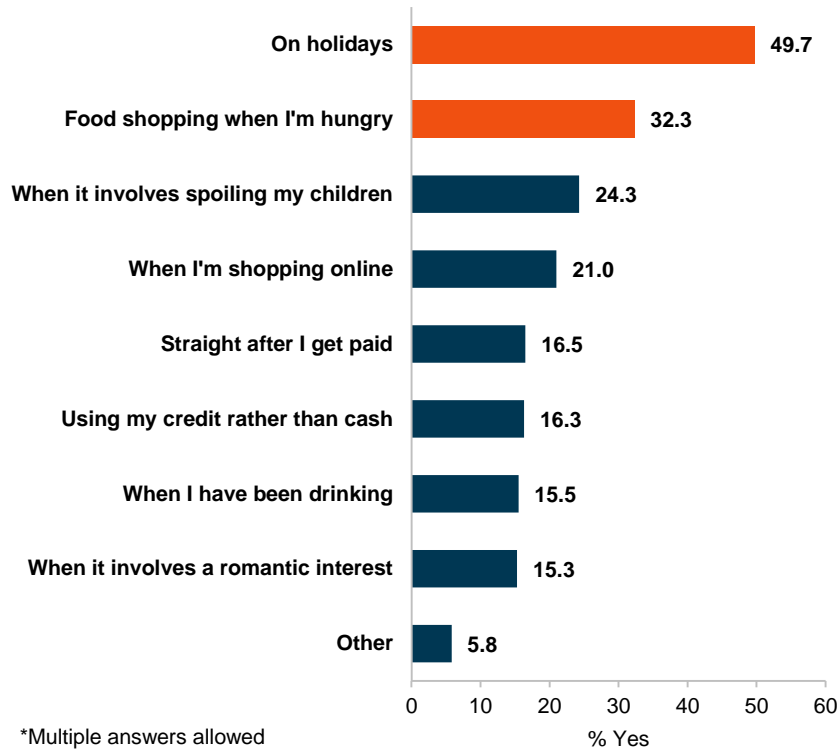


*Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: For less expensive items, do you typically seek instant gratification or tend to delay the purchase?  
Please indicate with the slider where you sit.*

For less expensive items, about two in five (39.1%) respondents claim to be 'longer term planners,' as opposed to the 'instant gratifiers,' which comprise one quarter (24.8%) of the sample.

While the state differences are minimal, those from WA (28.0%) are slightly more likely than those in other states to be instant gratifiers.

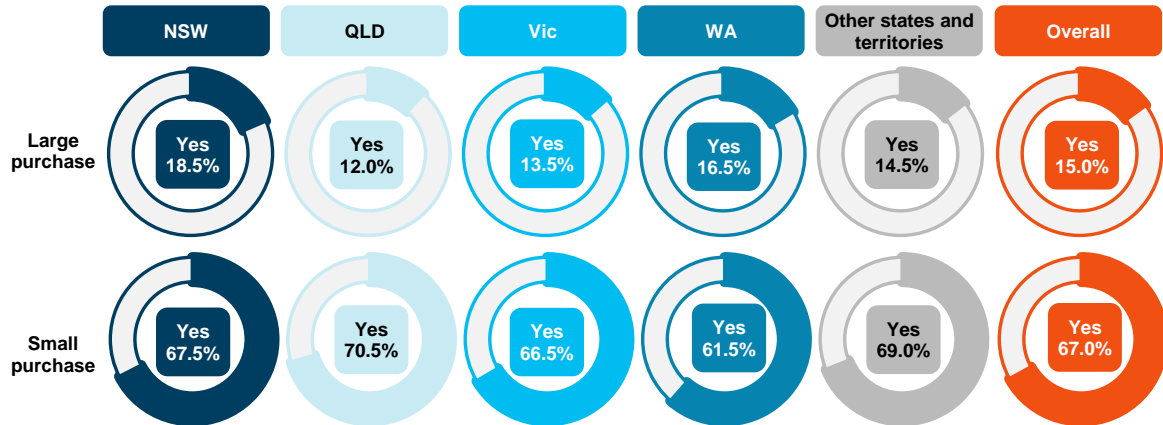
**When are you most frivolous with your money and more likely to throw logic out the window?**



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: When are you most frivolous with your money and more likely to throw logic out the window?

Respondents claim to be most frivolous with their money when on holiday (49.7%), driven by those from Queensland, followed by 'food shopping when I'm hungry' (32.3%), also driven by those from Queensland.

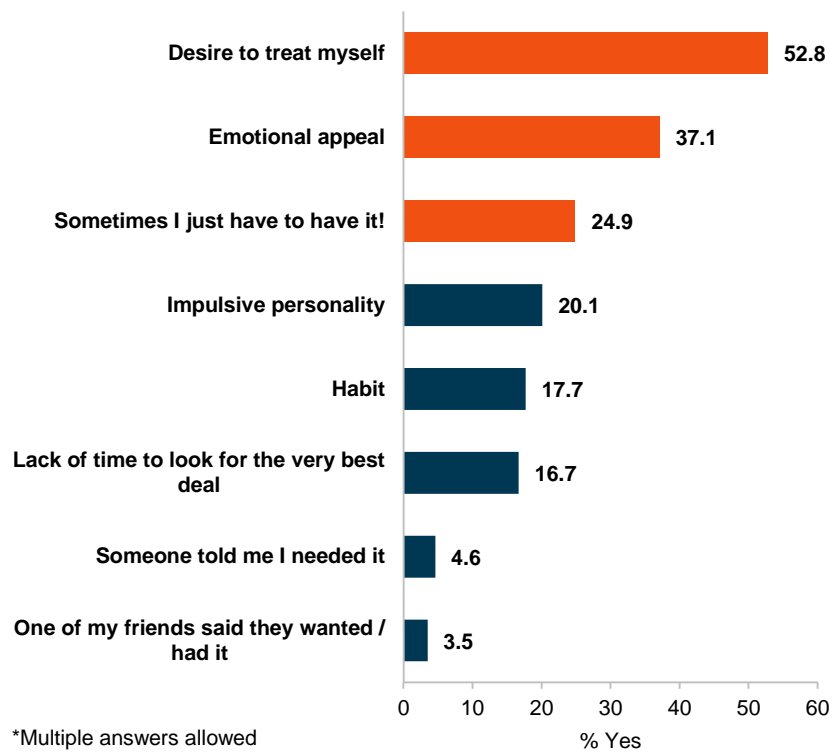
Have you ever purchased something and never used it?



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Have you ever purchased something and never used it?

About one in seven (15.0%) have made a large purchase without using it, driven slightly by those from NSW, while two in three (67.0%) have made a small purchase and not used it, driven slightly by those from Queensland.

**What do you think drives this impulsive purchasing?**



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: What do you think drives this impulsive purchasing?

The more impulsive purchasing behavior is driven mainly by a 'desire to treat myself' (52.8%) and 'emotional appeal' (37.1%).

Respondents claim to be least influenced by friends and others.

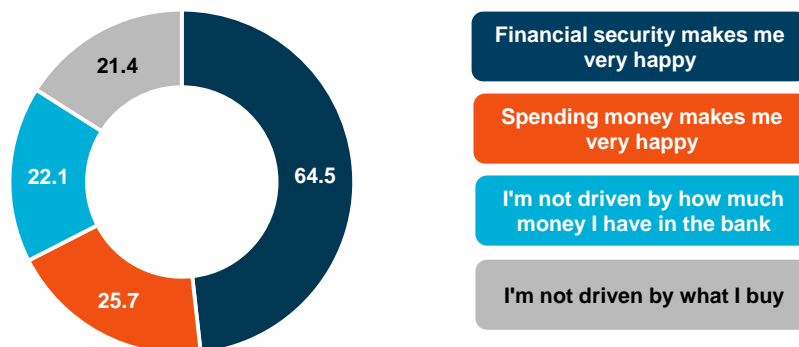
## Does Money Buy Happiness?

While two in three consumers claim financial security makes them very happy and one in four suggest spending money makes them very happy, others (approximately one in five) claim they are not driven by how much money they have in the bank or what they buy.

This suggests that happiness is derived more so from financial security than from the purchase of material items.

Around six in ten believe they are in control of their finances, where those from SA and others states drive this statistic up. Do those who live in SA, ACT and TAS live more conservatively lifestyles? Perhaps the cheaper property markets in these states positively impacts the financial security of this sample.

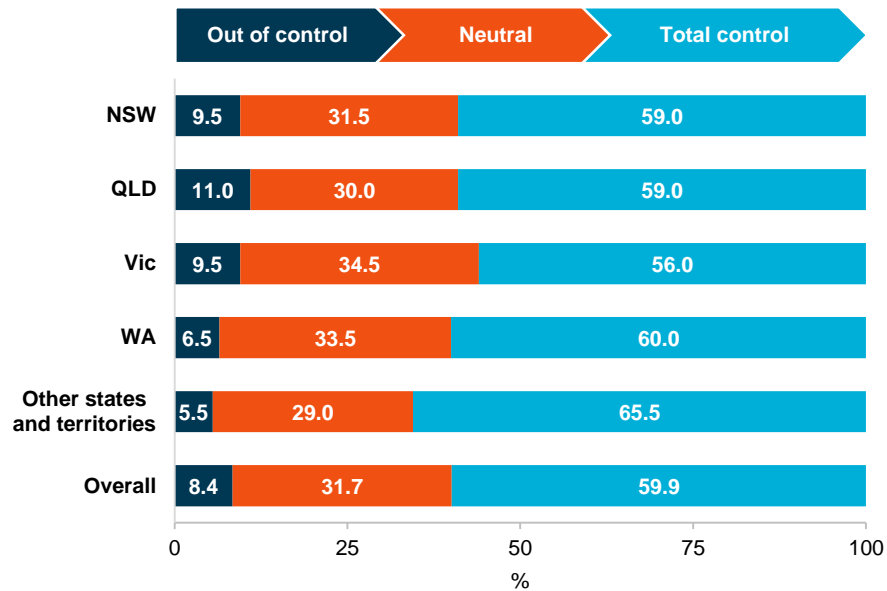
### What role do you think money plays in your personal happiness?



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: What role do you think money plays in your personal happiness?

About two thirds (64.5%) suggest 'financial security makes me very happy,' while about one in five are 'not driven by how much money they have in the bank' (22.1%) or 'by what I buy' (21.4%).

To what degree do you think you are in control of your finances? Please indicate with the slider where you best sit between the two extremes.



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: To what degree do you think you are in control of your finances? Please indicate with the slider where you best sit between the two extremes.

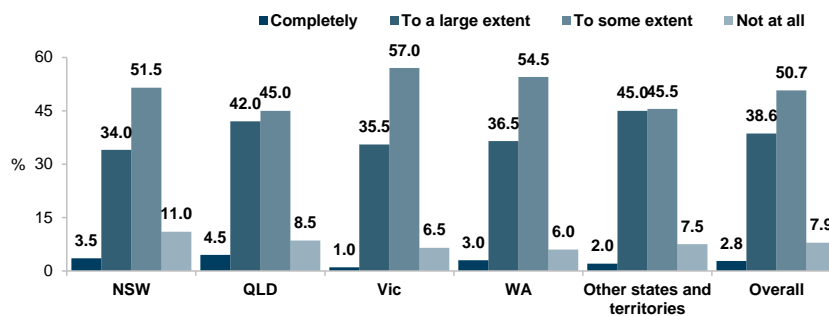
Three in five (59.9%) respondents claim to feel in 'total control' of their finances, while less than one in 10 (8.4%) feel 'out of control.'

## Financial Influencers – Advertising and Peers

While four in ten believe consumer decisions are largely influenced by advertising and the media, only one in ten believe they themselves are largely influenced by advertising and the media. What may seem like an anomaly, can be explained by at least two phenomena. One being social desirability, where survey respondents answer questions to be viewed favourably by others. Secondly, an overconfidence bias can exist where we believe we are smarter and generally better than others.

Slightly more than one in two believes they are influenced by their peers, while the same ratio also believes they are able to influence their peers. In terms of being influenced, this increases to almost two in three when citing a recent important decision.

### To what extent do you think consumer decisions in general are typically influenced by advertising and the media?

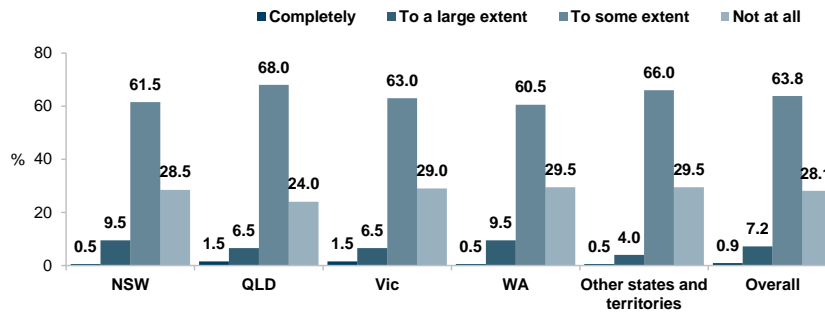


Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: To what extent do you think consumer decisions in general are typically influenced by advertising and the media?

About two in five (41.4%) believe consumer decisions in general are influenced by advertising and the media ‘to a large extent’ or ‘completely’.

### Do you think you are typically influenced by advertising and the media in your purchase decisions?





Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Do you think you are typically influenced by advertising and the media in your purchase decisions?

Less than one in 10 (8.1%) believe they themselves are completely or to a large extent influenced by advertising and the media in their purchase decisions.

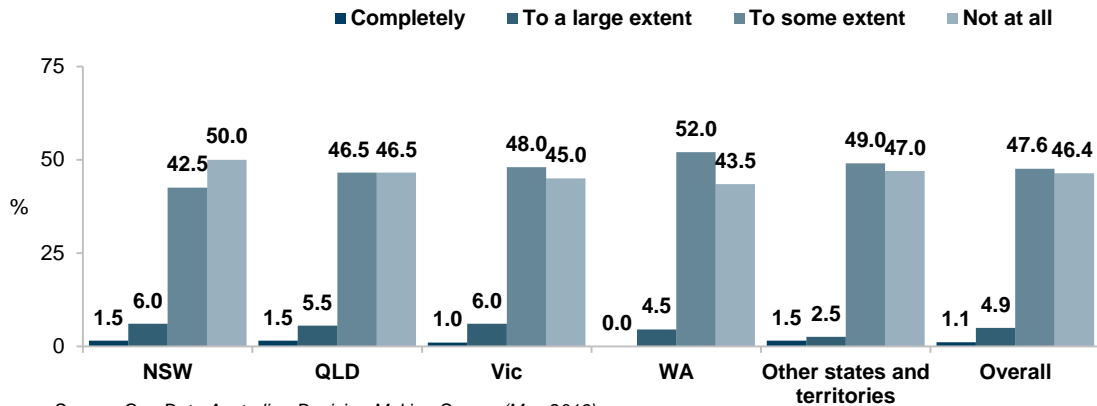
### Do you tend to be influenced by your peers when making financial decisions?



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Do you tend to be influenced by your peers when making financial decisions?

About half (53.5%) of respondents tend to be influenced by their peers when making financial decisions, to at least some degree.

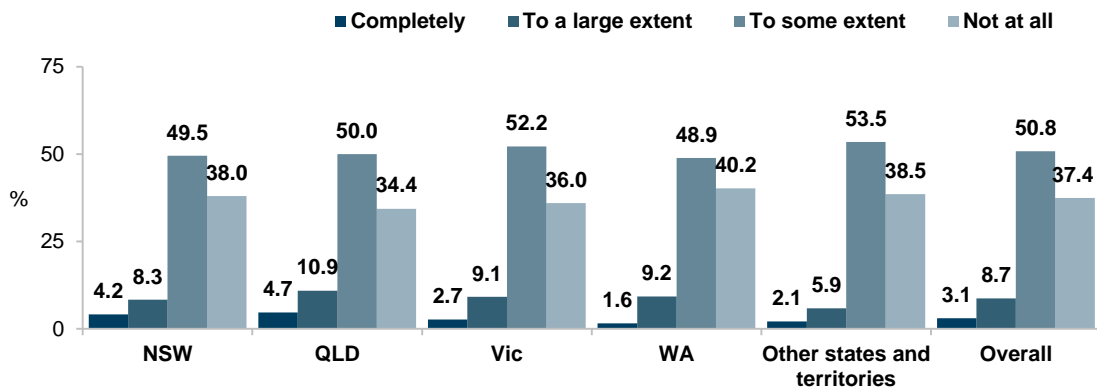
### Do you tend to influence others about their financial decisions?



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Do you tend to influence others about their financial decisions?

The same proportion of respondents tend to influence their peers about their financial decisions, at least to some degree.

**Think about the last time that somebody tried to influence an important decision that you had to make. Were they able to influence you in any way?**



Source: CoreData Australian Decision-Making Survey (May 2016)  
Question: Think about the last time that somebody tried to influence an important decision that you had to make.

About three in five (62.6%) claim to have been influenced by someone, at least to some extent, when making a recent and important decision.

## Demographics

Gender	
	Valid Percent
Female	49.6
Male	50.4
<b>Total</b>	<b>100.0</b>

Age Group	
	Valid Percent
18 - 29 years old	25.7
30 - 39 years old	23.0
40 - 49 years old	17.8
50 years old and above	33.5
<b>Total</b>	<b>100.0</b>

Educational Attainment	
	Valid Percent
Primary	0.8
Part of high school	8.6
Completed high school	20.8
Diploma or certificate qualification	31.2
Degree qualification	25.0
Postgraduate qualification	13.6
<b>Total</b>	<b>100.0</b>

Living Arrangement	
	Valid Percent
Living alone (never had children)	10.7
Living with flatmate(s) (never had children)	7.3
Living with parents/siblings (never had children)	9.9
Living with partner only (never had children)	15.7
Living with your children (under 18 years) at home	26.5
Living with your children (over 18 years) at home	6.0
Living with your children (both over and under 18 years) at home	2.0
Children have all left home	18.5
Other	3.4
<b>Total</b>	<b>100.0</b>

Household Income	
	Valid Percent
\$50,000 or less	31.6
\$50,001 to \$75,000	20.2
\$75,001 to \$100,000	15.6
\$100,001 to \$125,000	11.8
\$125,001 to \$150,000	7.6
\$150,001 to \$200,000	8.5
\$200,001 to \$250,000	2.4
\$250,001 to \$350,000	1.3
\$350,001 or more	1.0
<b>Total</b>	<b>100.0</b>

Investment Portfolio	
	Valid Percent
I have no investments	31.7
\$50,000 or less	18.4
\$50,001 to \$150,000	14.0
\$150,001 to \$250,000	8.2
\$250,001 to \$350,000	4.8
\$350,001 to \$450,000	4.8
\$450,001 to \$550,000	3.3
\$550,001 to \$650,000	2.5
\$650,001 to \$750,000	1.7
\$750,001 to \$1 million	4.2
More than \$1 million to \$3 million	5.6
More than \$3 million to \$5 million	0.2
More than \$5 million	0.7
<b>Total</b>	<b>100.0</b>

Area	
	Valid Percent
The capital city of my state / territory	68.4
A regional centre	23.3
A rural area	8.3
<b>Total</b>	<b>100.0</b>

State	
	Valid Percent
ACT	3.1
NSW	20.0
NT	0.7
QLD	20.0
SA	12.2
TAS	4.0
VIC	20.0
WA	20.0
<b>Total</b>	<b>100.0</b>

Relationship Status	
	Valid Percent
Single	26.7
Living with partner/married	62.9
Separated/divorced/widowed	9.4
Other	1.0
<b>Total</b>	<b>100.0</b>

Work Status	
	Valid Percent
I am in full time work	41.5
I am in part time work	18.2
I have retired from work completely	14.5
I am transitioning to retirement and working on a part time basis	0.9
I am in full time home duties	8.7
I am a full time student	6.5
I am not in work at present	6.8
Other	2.9
<b>Total</b>	<b>100.0</b>

Personal Income	
	Valid Percent
\$20,000 or less	25.8
\$20,001 to \$30,000	12.6
\$30,001 to \$40,000	10.1
\$40,001 to \$50,000	10.9
\$50,001 to \$60,000	8.2
\$60,001 to \$70,000	6.8
\$70,001 to \$80,000	6.8
\$80,001 to \$90,000	5.3
\$90,001 to \$100,000	3.6
\$100,001 to \$125,000	4.6
\$125,001 to \$150,000	2.1
\$150,001 to \$200,000	2.0
More than \$200,000	1.1
<b>Total</b>	<b>100.0</b>

Wealth Segment	
	Valid Percent
Mass Market	49.1
Mass Affluent	31.4
Core Affluent	10.7
HNW	8.8
<b>Total</b>	<b>100.0</b>

## Definition of Wealth segments

	Investment portfolio	HH income	Personal income
<b>MASS MARKET</b>	< \$50k	< \$75 k	< \$40k
<b>MASS AFFLUENT</b>	\$50k - \$350k	\$75k - \$150k	\$40k - \$90k
<b>CORE AFFLUENT</b>	\$350k - \$750k	\$150k - \$250k	\$90k - \$150k
<b>HNW</b>	> \$750 k	> \$250 k	> \$150 k
<b>Rather not say</b>	Rather not say	Rather not say	Rather not say
	I have no investments	Rather not say	Rather not say
<b>MASS MARKET</b>	< \$50k	Rather not say	Rather not say
	Rather not say	<\$75 k	Rather not say
	Rather not say	Rather not say	< \$40k
	I have no investments	<\$75 k - \$250 k	Rather not say / No personal income question
<b>MASS AFFLUENT</b>	I have no investments	Rather not say	< \$40k - \$150 k
	> \$150k	<\$75 k	
	< \$75k	\$50k - \$350k	
<b>MASS AFFLUENT</b>	> \$750 k	< \$75 k	
	\$350k - \$450k	< \$75 k	
	\$450k - \$550k	< \$75 k	
	\$550k - \$650k	< \$75 k	
	\$650k - \$750k	< \$75 k	
	\$750k - \$850k	< \$75 k	
	\$850k - \$1M	< \$75 k	
	> \$1M	< \$75 k	
	< \$50k	> \$150k	
	Rather not say	>150k	< \$40k
I have no investments	> \$100 k		
<b>CORE AFFLUENT</b>	\$350k - \$450k	> \$75k	
	\$450k - \$550k	> \$75k	
	\$550k - \$650k	> \$75k	
	\$650k - \$750k	> \$75k	
<b>HNW</b>	\$750k - \$850k	> \$75k	
	\$850k - \$1M	> \$75k	
	> \$1M	> \$75k	

*Notes :*

*Not mutually exclusive*

*Investment portfolio should be top consideration*

*Household income comes next then Personal income*