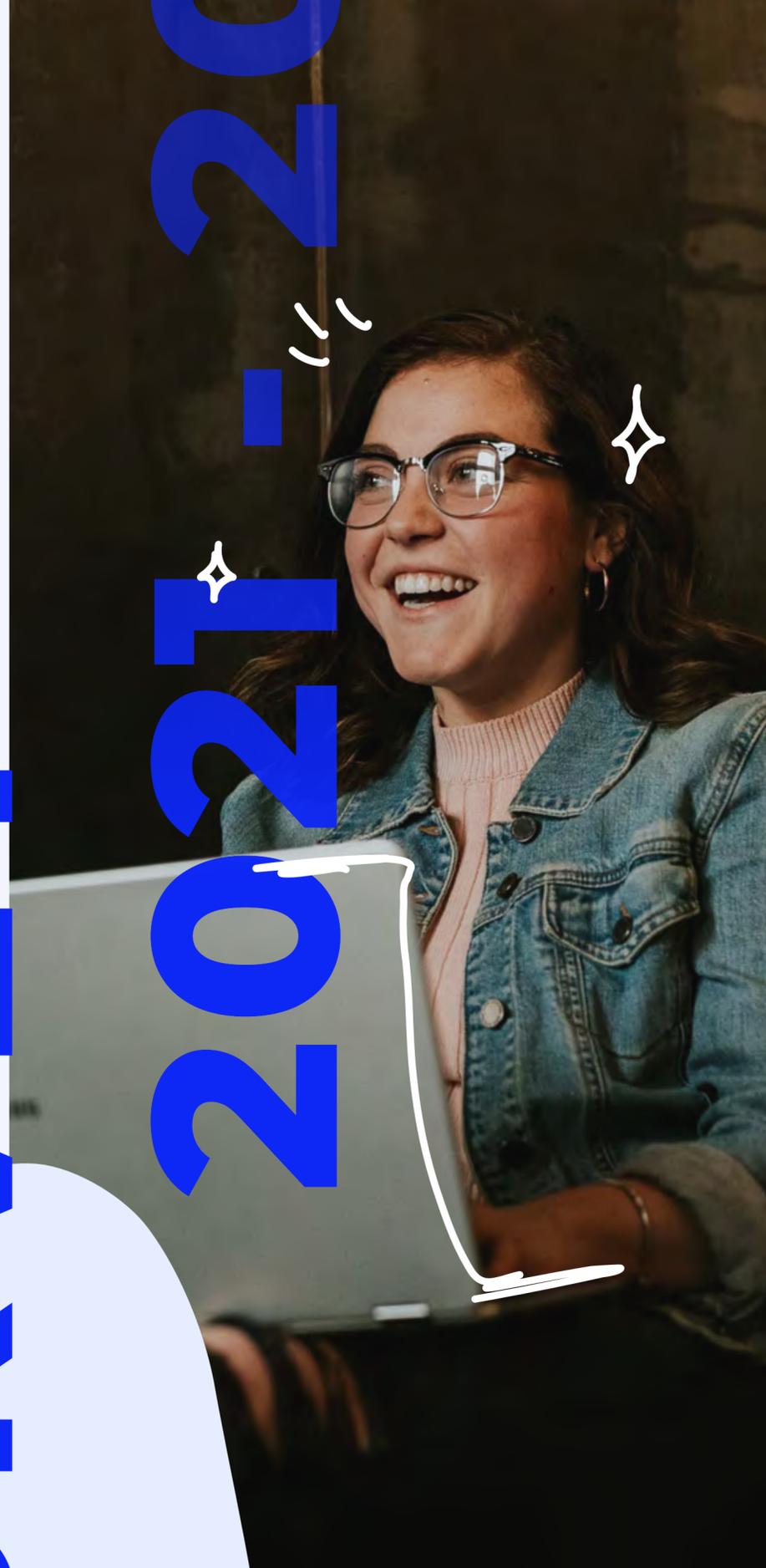


 **WeMoney**
Financial Wellness 
Survey 2021 - 2022

See what our members have to say about their finances
and explore trends from our unique perspective.

FINANCIAL WELLNESS DRIVE

2021 - 2022



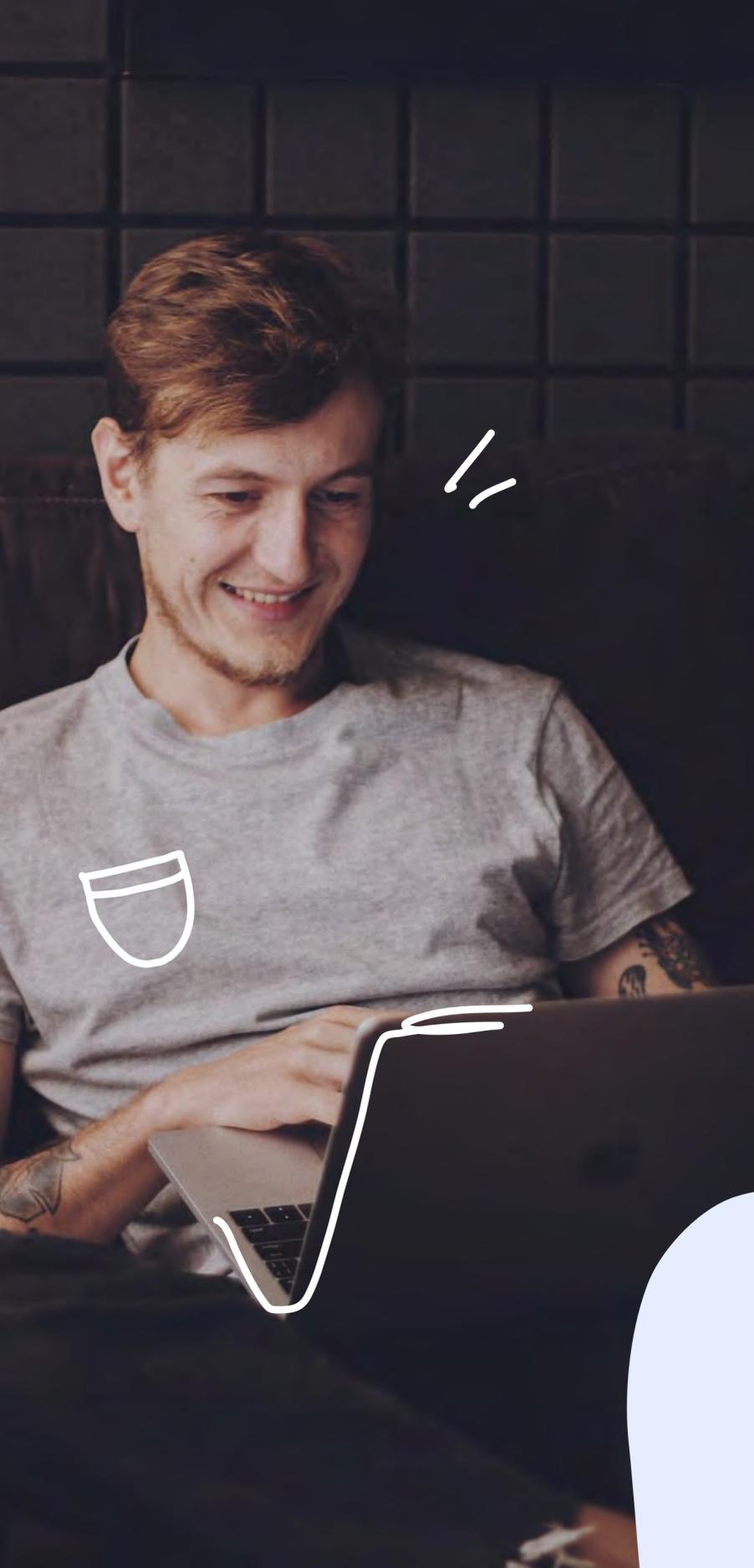


Table of contents

3 About this study

4 Summary of key findings

5 Overall financial health

6 Spending

7 Debt

10 Investments

11 Crypto & NFTs

12 DeFi (Decentralised Finance)

13 Major purchases and property

14 Emergencies

15 Christmas

16 The future

17 Contact us

About this study

WeMoney is Australia's leading social financial wellness platform. Between November and December 2021, we surveyed **1,046** Australians to uncover their thoughts and feelings towards money.

We gathered our members' views and attitudes on their general financial health, investing, the year ahead and also the future of crypto. See what our members have to say about their finances and explore trends from our unique perspective.

Before you get stuck in, here are some important age brackets we refer to in the report:

Gen Z 18 - 24 years old

Millennials 25 - 40 years old

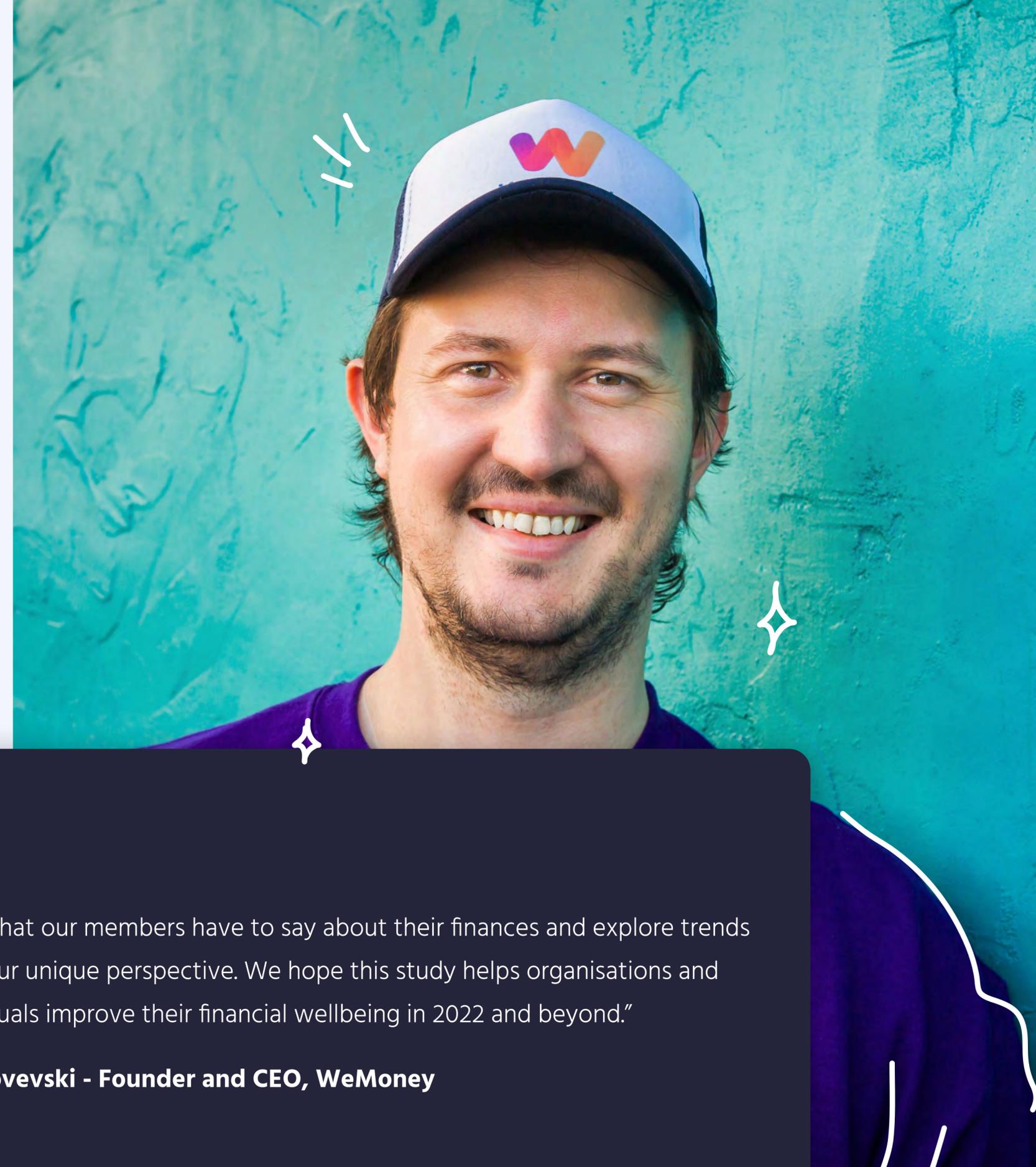
Gen X 41 - 56 years old

Baby Boomers 57 - 75 years old

Get in touch with us

Further information, commentary, and media enquiries please contact:

research@wemoney.com.au



“

“See what our members have to say about their finances and explore trends from our unique perspective. We hope this study helps organisations and individuals improve their financial wellbeing in 2022 and beyond.”

Dan Jovevski - Founder and CEO, WeMoney

Summary of key findings



Almost **1 in 3** Australians don't feel confident with their current financial situation.



36.8% are just surviving when asked what best describes their financial situation.



6 in 10 Australians worry about debt, with **46.5%** worrying about debt on at least a weekly basis.



More than **7 in 10** have used a BNPL product before, with **46.5%** of Australians having 2 or more active accounts.



29.7% of Australians live paycheck to paycheck, with a higher percentage of those Aussies living on low incomes.



1 in 3 have missed or made a late payment on a credit product or bill in the last 12 months.



The future of finance is upon us with Crypto and NFTs **(42.6%)** being more popular than traditional stocks **(36.7%)**.



29.9% believe that Crypto will replace traditional finance.

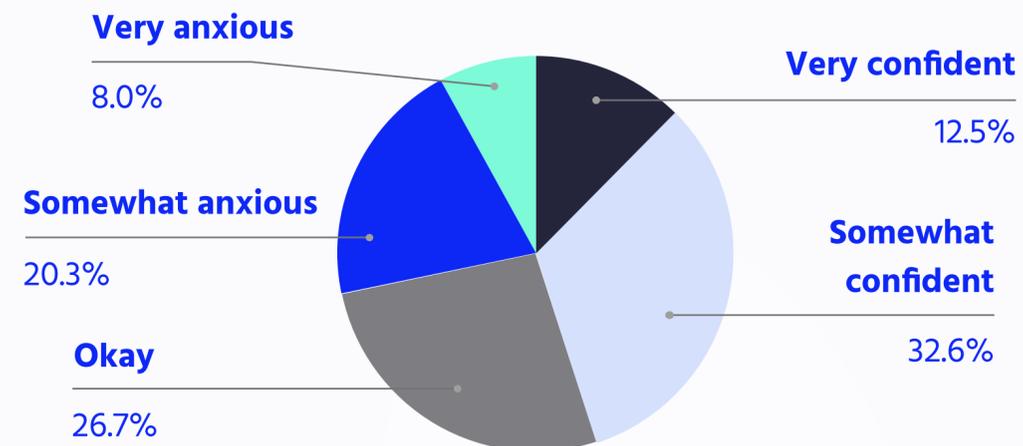
Overall financial health and how we feel about money



Almost 1 in 3 Australians don't feel confident with their current financial situation.

Levels of financial anxiety amongst Australians are reaching all time highs, with almost 1 in 3 not feeling confident about the current state of their finances, and another 26.7% reporting to be 'okay'.

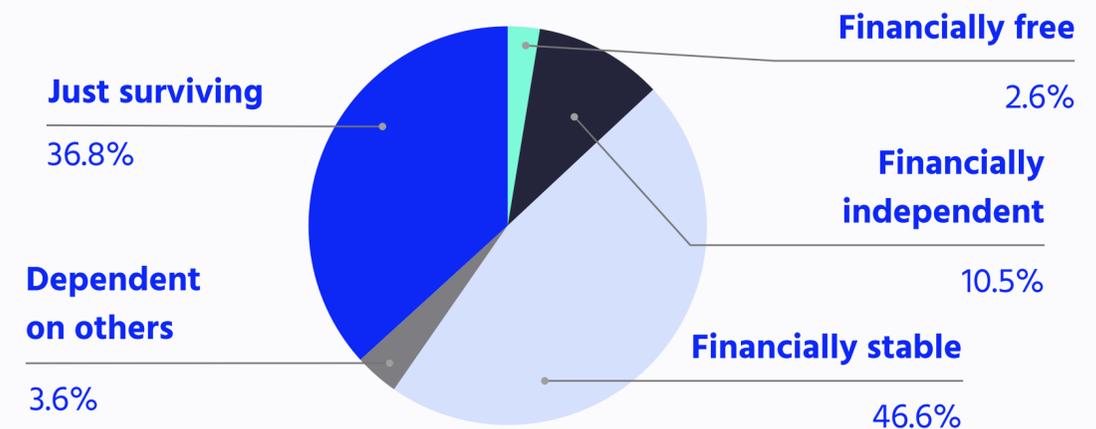
Q: How do you feel about your current financial situation?



36.8% are 'just surviving' when asked what best describes their financial situation.

For a portion of Australians, the confidence to save more than they spend is low, with more than 1 in 3 'just surviving'. Encouragingly, almost half of Australians report being financially stable.

Q: What best describes your current financial situation?

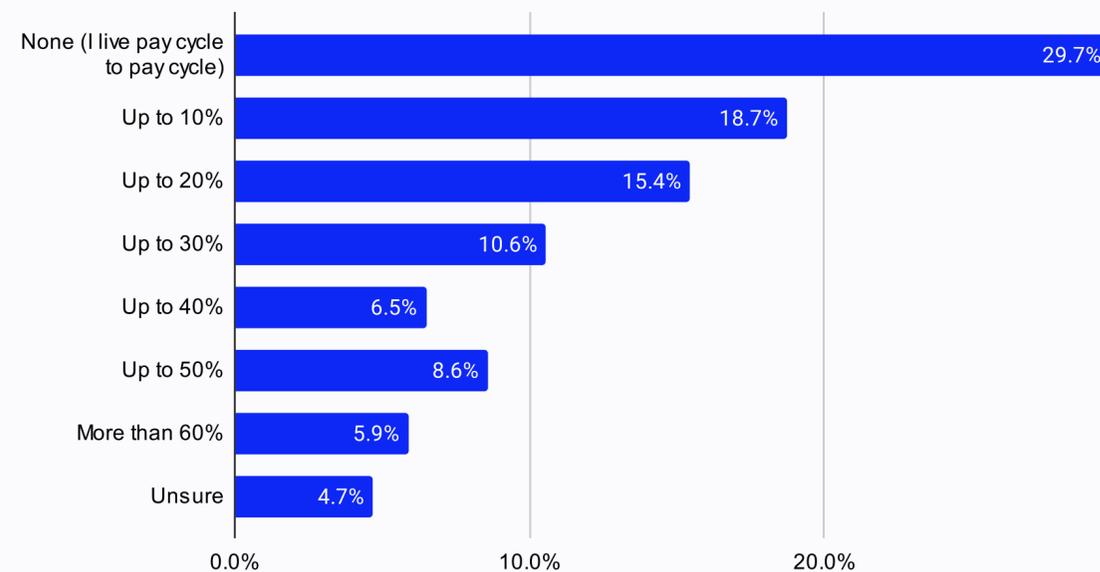


1 in 3 Aussies are living paycheck to paycheck—whilst others save big



29.7% of Australians live paycheck to paycheck with a further 18.7% saving less than 10% of their income.

Q: How much of your income do you typically save (excluding superannuation)?



Annual household income

Under \$20,000
\$20,001 – \$40,000
\$40,001 – \$60,000
\$60,001 – \$80,000
\$80,001 – \$100,000
\$100,001 – \$150,000
\$150,001 – \$200,000
\$200,000+

Proportion living paycheck to paycheck

47.4%
54.8%
40.0%
36.3%
27.0%
18.4%
10.8%
6.3%

“

After I started earning money I had to then pay board at home so I have always been very organised. I split paychecks into envelopes for future bills to avoid the stress of day to day living and conflicts I remember from my youth.”

Erin, WA (WeMoney Member)

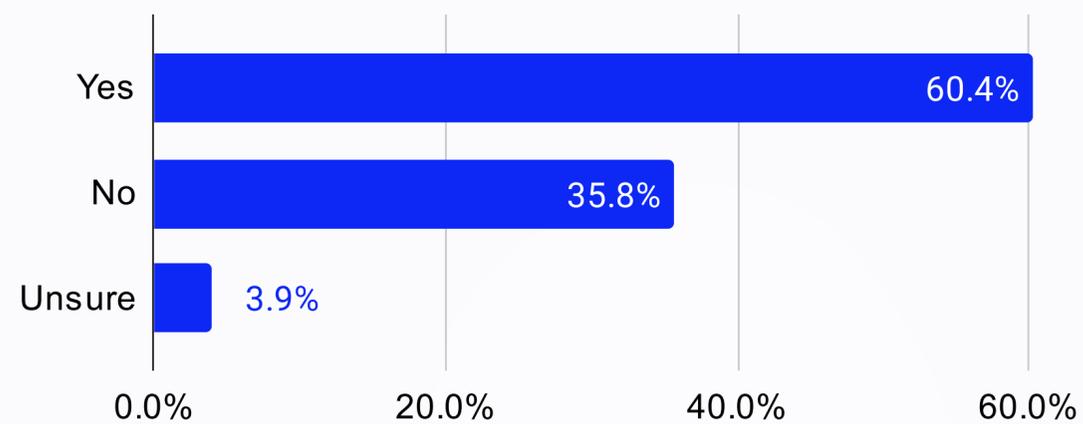
Those who have debt worry a lot and often



6 out of 10 Australians worry about debt (on a more regular basis than you would think).

An overwhelming amount of people reporting that they worry about debt. Increasingly, the stress and anxiety of worrying about debt can affect not only your financial life, but seep into personal and professional life, causing severe anxiety and in some cases even depression.

Q: Do you worry about debt?



46.5% worry about debt on at least a weekly basis.

For those with debt, the worry is pervasive with just under 75% of Australians reporting that they worry about debt on a regular basis. Close to 20% report that they worry about debt on a weekly basis, with a staggering 1 in 4 worrying about debt every single day.

Q: How often do you worry about debt?



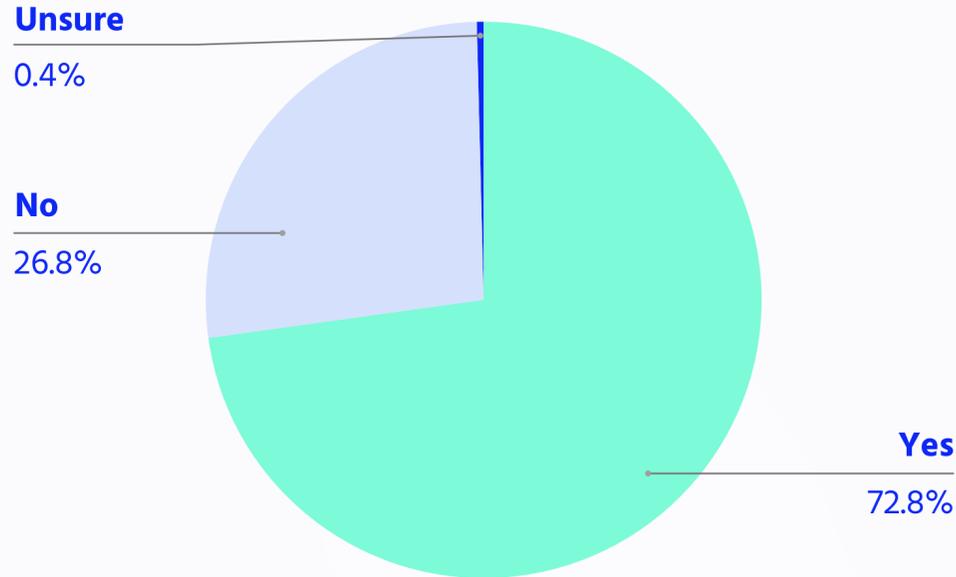


Buy Now Pay Later usage high—with multiple providers

72.8% have used a Buy Now Pay Later product.

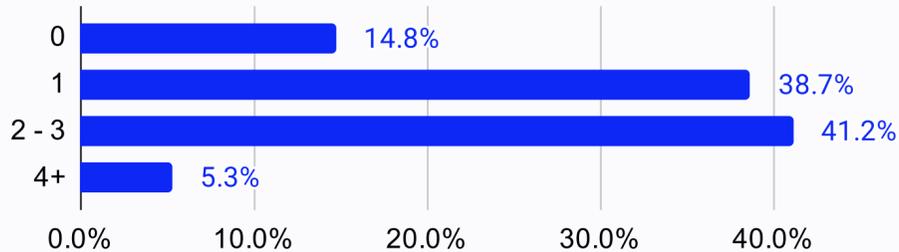
We knew Buy Now Pay Later (BNPL) products have taken Australia by storm, though under the hood it's more prevalent than expected. More than 7 in 10 Australians have used a BNPL product.

Q: Have you ever used a Buy Now Pay Later Service? (i.e. Afterpay, Zip Pay, Klarna, Humm)

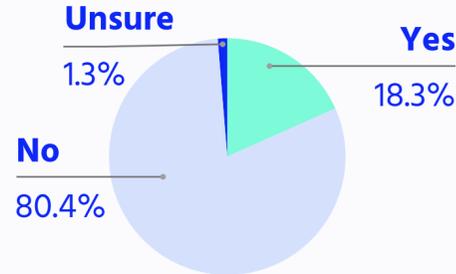


Multiple provider use of Buy Now Pay Later is prevalent with 46.5% of Australians having 2 or more active accounts with separate providers.

Q: How many Buy Now Pay Later accounts do you currently have? (i.e. Zip, Afterpay, Klarna, Humm)



On a contrasting note, it appears that the similar concept of **Early Wage Access** is not yet as popular as BNPL with less than 2 in 10 Aussies having used the developing product.

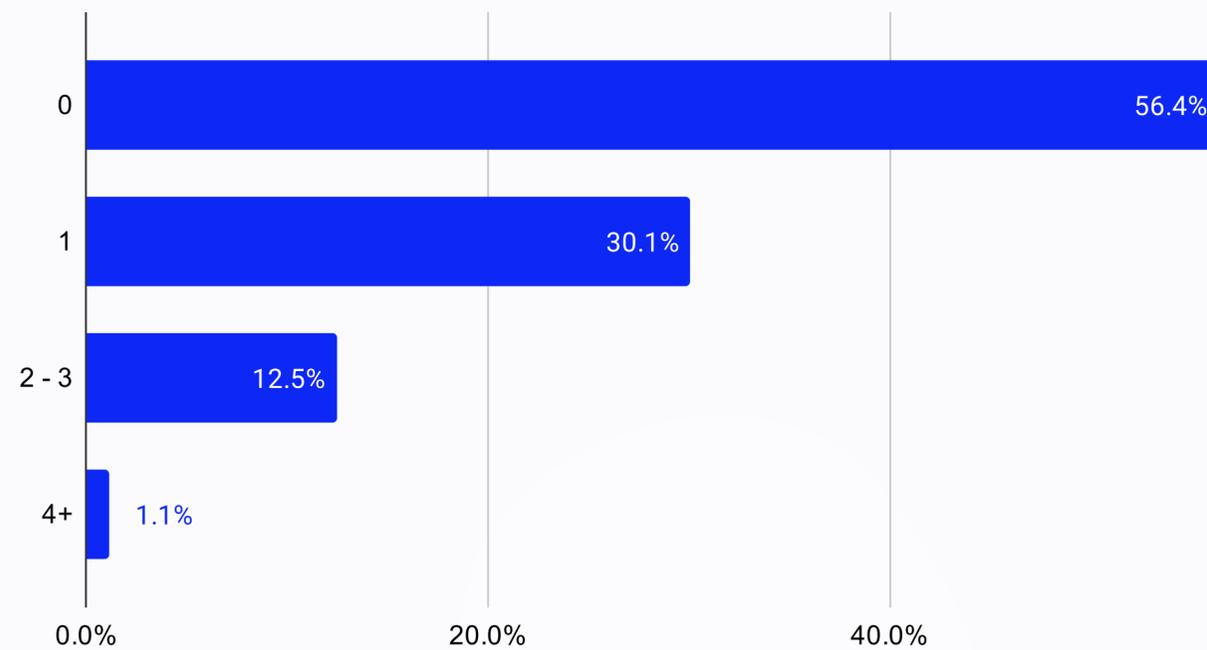


Credit cards & late payments



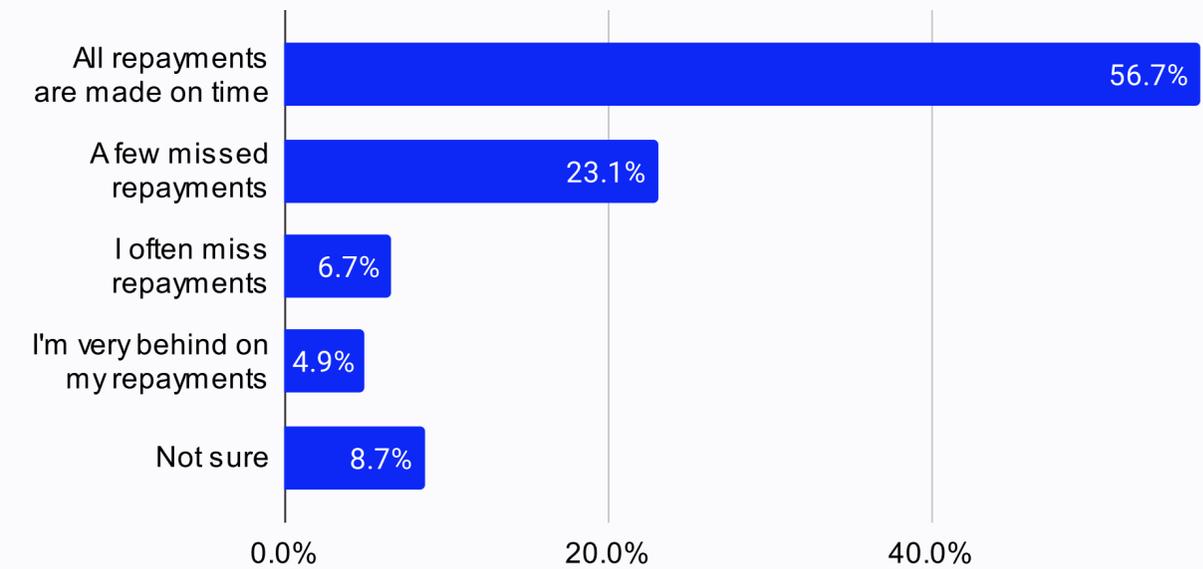
43.6% have an active credit card (with 13.6% having 2 or more).

Q: How many active credit cards do you have?



1 in 3 Australians have either missed or made a late payment on a credit product and/or bill in the last 12 months.

Q: Have you missed any repayments on credit products or bills in the last 12 months?



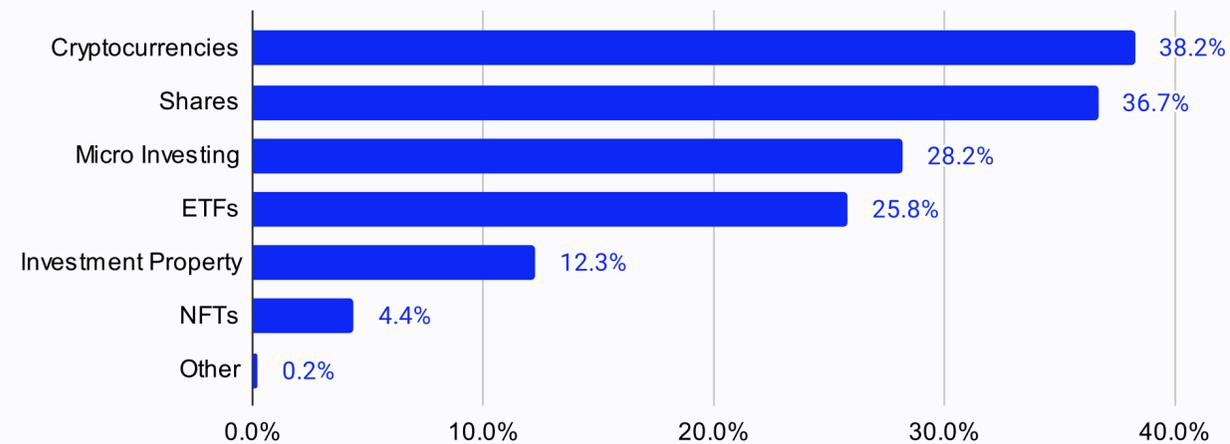
Investment is all the rage but is crypto the future?



Crypto and NFTs are more popular than traditional stocks.

The days of traditional investing are behind us, with an overwhelming proportion having already invested in cryptocurrencies or NFTs - more so than traditional stocks. The surge in popularity has heeded warnings from regulators, but little is getting in the way of adoption.

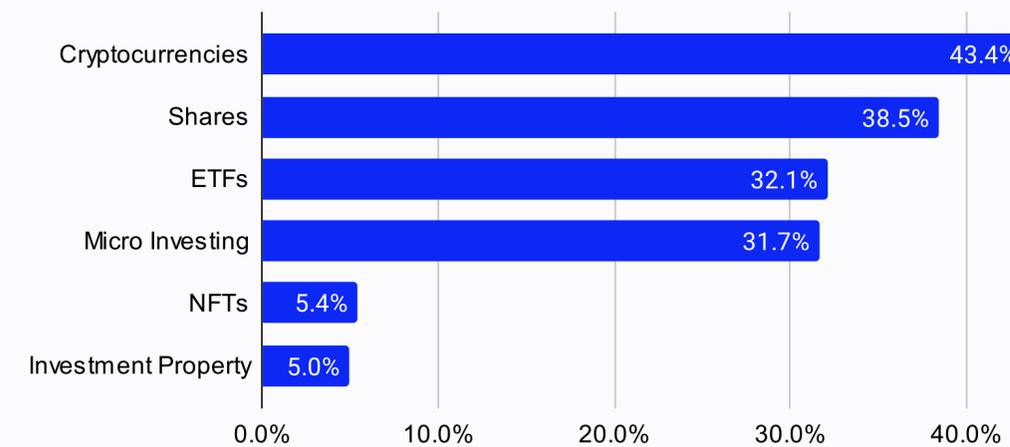
Q: Thinking of investments, have you invested in any of the following? (All ages)



This is even more prevalent with Gen Z and Millennials where almost half (48.9%) have invested in crypto or NFTs.

Examining how Gen Z and Millennials respond, nearly half have already invested into cryptocurrencies or NFTs.

Q: Thinking of investments, have you invested in any of the following? (18-24)



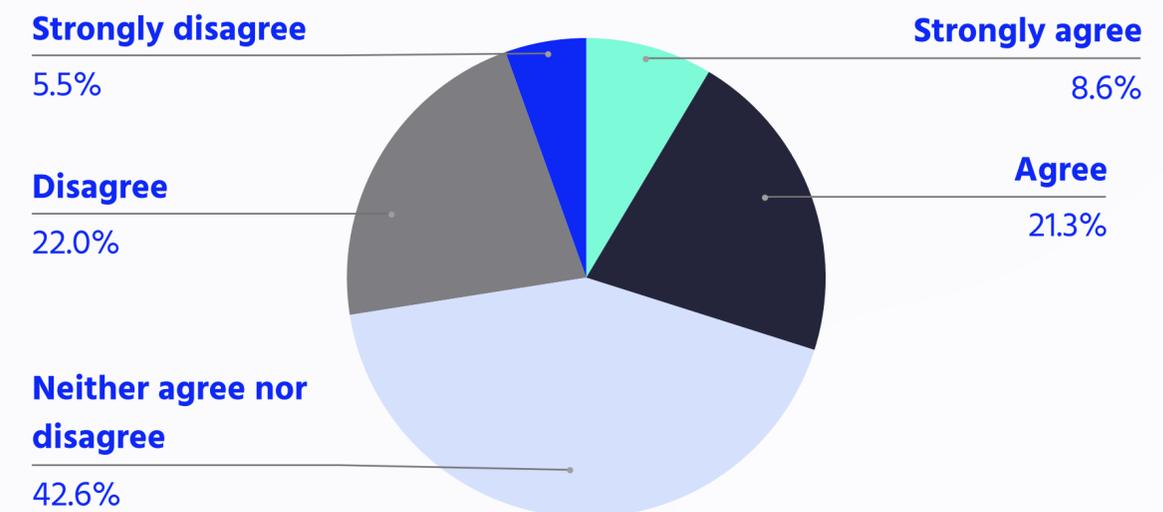


Crypto is more than a passing fad; it is here to stay and may replace traditional finance as we know it

Take heed traditional finance—we've clearly hit the tipping point where Crypto is becoming more mainstay by the minute as even some Australians old and more traditional institutions adopt Crypto in their banking apps.

29.9% believe that Crypto will replace traditional finance.

Q: Do you think crypto or cryptocurrencies will at some point replace traditional finance?



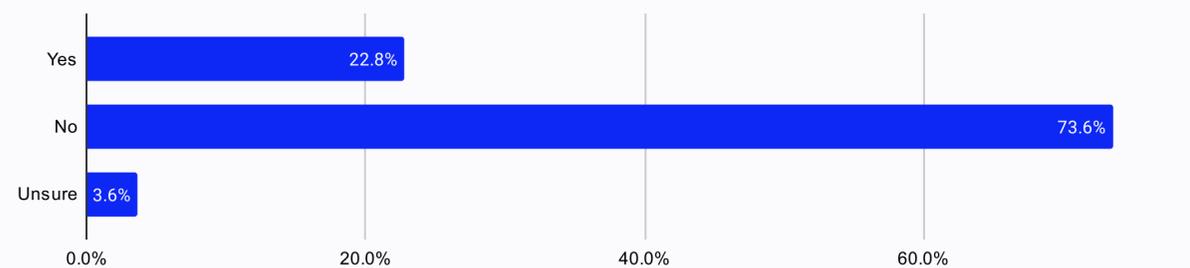
DeFi is catching on—mainly with younger people



DeFi or 'Decentralised Finance' awareness is emerging—almost 1 in 4 have heard the term.

Whilst nearly 3 in 4 have not heard of Decentralised Finance, the phrase is catching on with 22.8% being familiar with the developing concept.

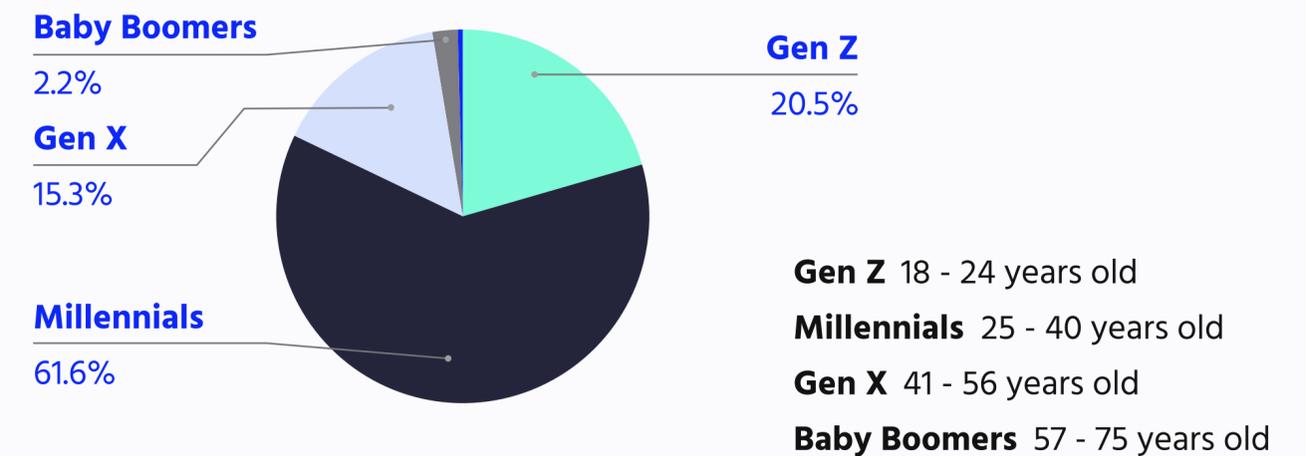
Q: Have you heard of 'Decentralised Finance' or 'DeFi' as a term before?



DeFi is a Gen Z & Millennial term.

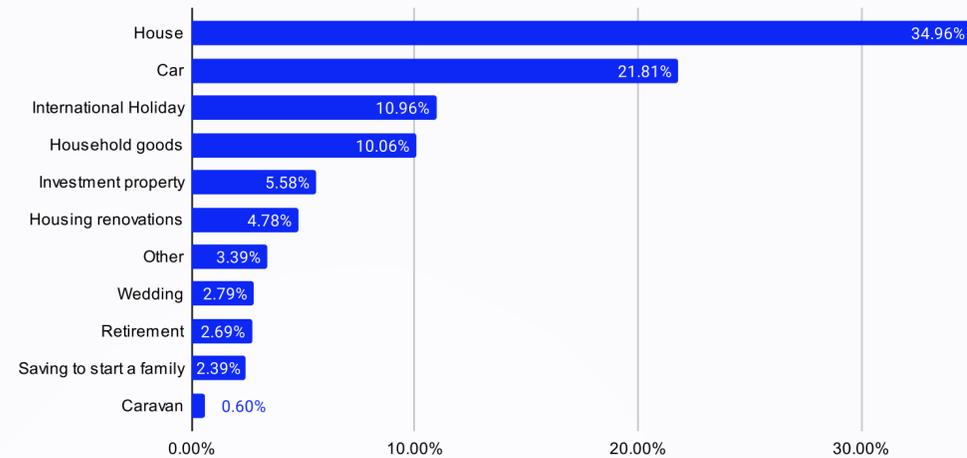
Of those that were familiar with Decentralised Finance, more than 80% were Gen Z or Millennials.

Q: Have you heard of 'Decentralised Finance' or 'DeFi' as a term before? (Response: Yes)



The great Australian dream is well alive with more than 41.9% wanting their next major purchase to be a property.

Q: Thinking about your next major purchase or spend item, what is the biggest one you're looking at purchasing?

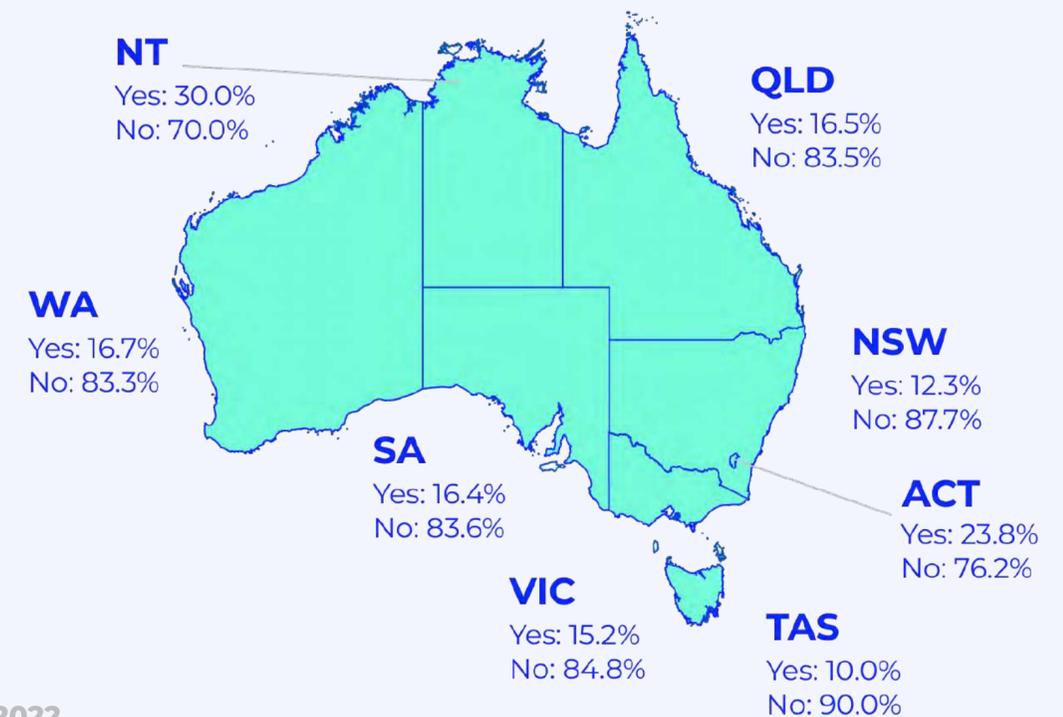
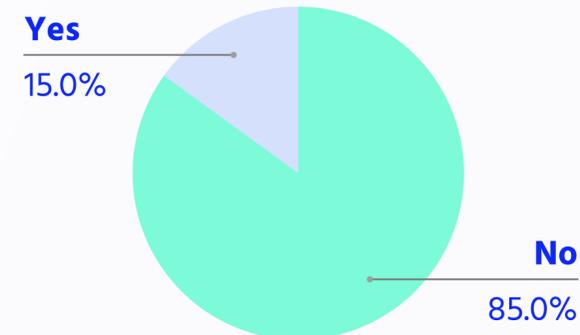


Still the great Australian dream, but distant for most

State based view: Do you think housing is currently affordable?

Whilst demand is high, the goal seems out of reach for most, with 85% reporting that housing is unaffordable.

Q: Do you think the cost of housing (buying) is currently affordable from your perspective?

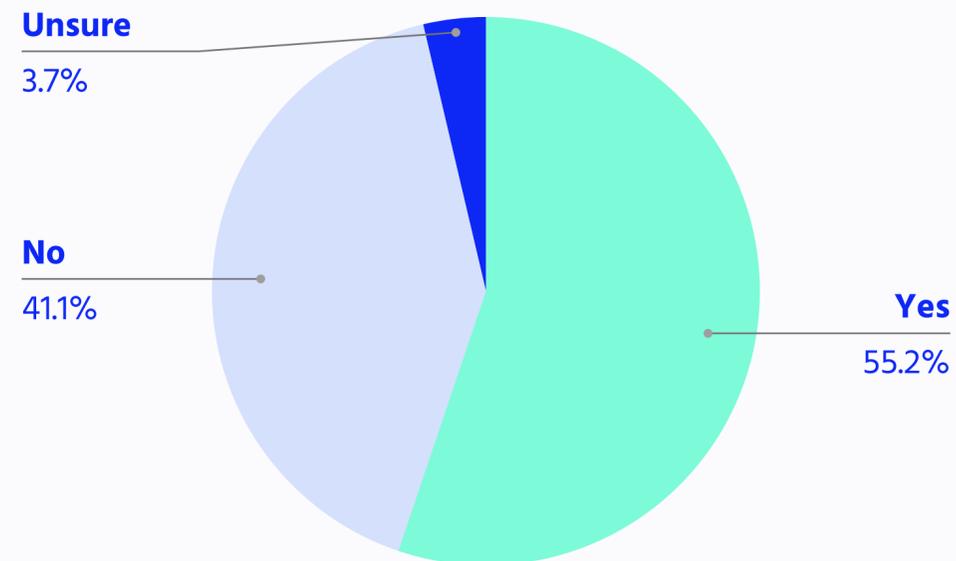


Emergency funds—a must for many



Alarmingly, 4 in 10 Aussies don't have an emergency fund.

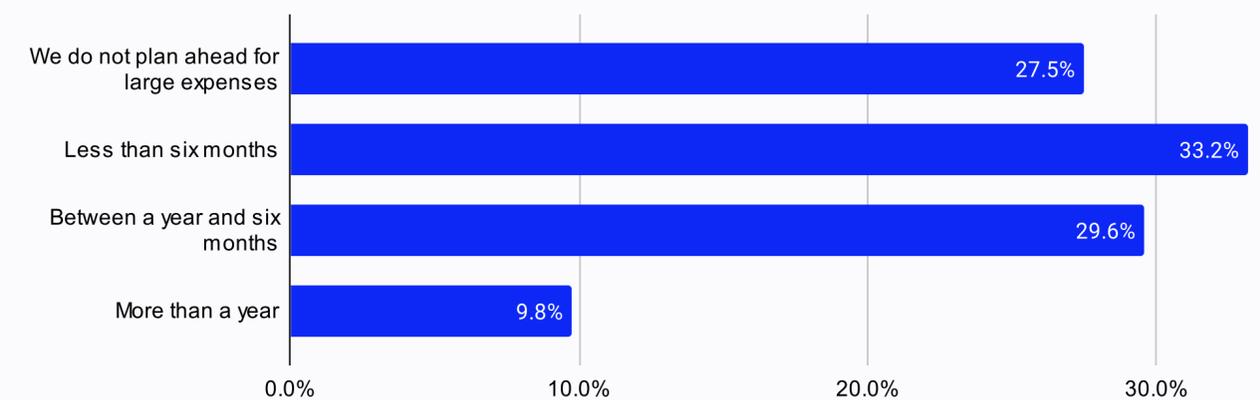
Q: In the event of an emergency, do you have specific funds set aside to take care of any unexpected expenses that arise?



Nearly 30% of Aussies don't plan ahead for big financial expenses or opportunities.

It's a fact of life that expenses will appear when you least expect them to. An overwhelming proportion of responders don't plan for longer than a year in advance when it comes to financial expenses or opportunities.

Q: How far in advance does your household plan for upcoming financial obligations or opportunities? (i.e. annual bills, life events or large purchases)



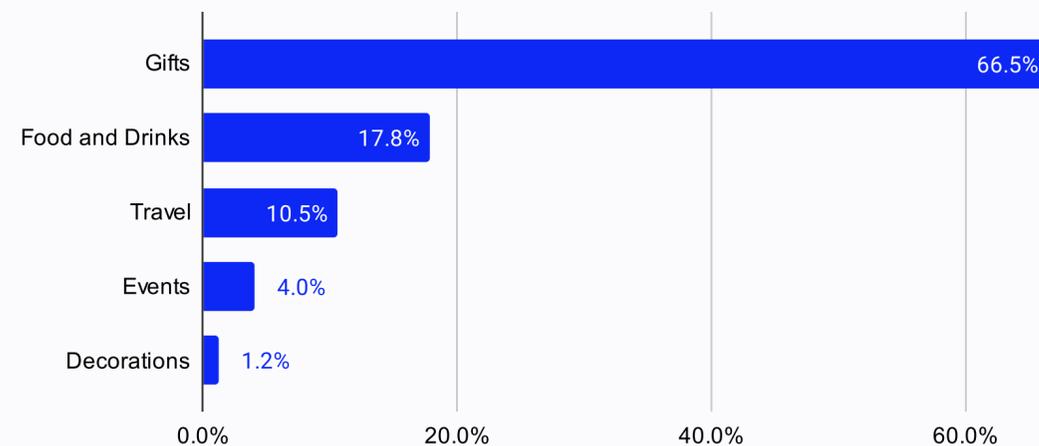
Christmas—for some the good times roll, for others it's a roll back



66.5% expect their largest line item at Christmas to be gifts.

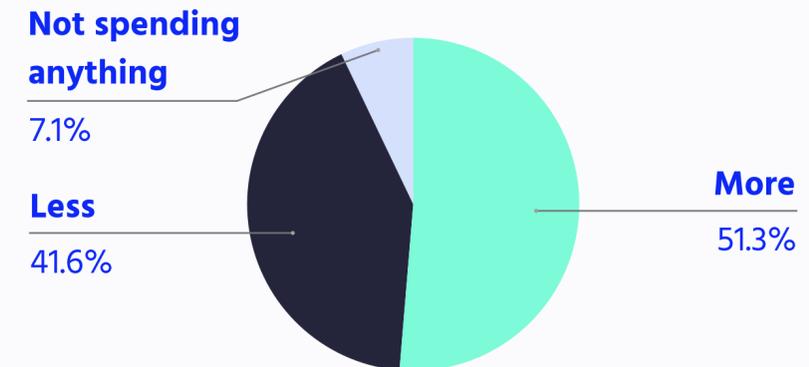
Gifts dominate the charts compared to food, drinks, travel and events when it comes to Christmas spending habits in 2021.

Q: What is your biggest expense when it comes to Christmas?



Christmas is becoming more and more expensive with 51.3% spending more this year (than last).

Q: Thinking of Christmas last year (2020), are you planning to spend more or less in 2021?



\$1,114

Respondents expect to spend \$1,114 on average this year at Christmas.

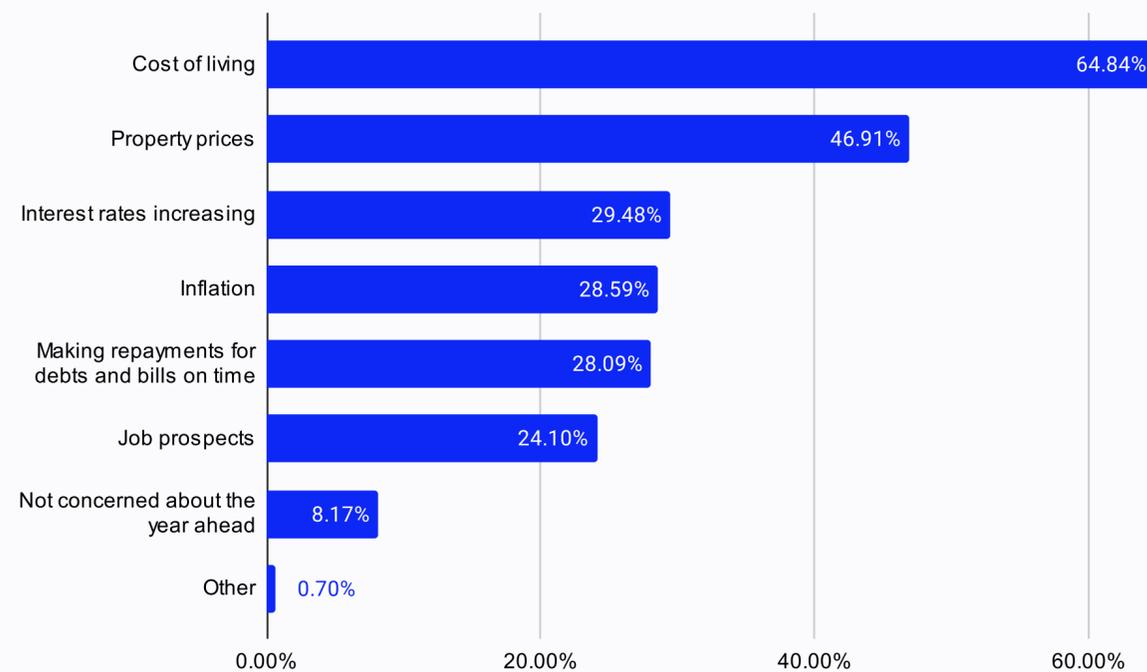


The future you—what's next in the year ahead

Whilst we don't have a crystal ball, our members' view of where their money is going in the year ahead might be the closest thing to it.

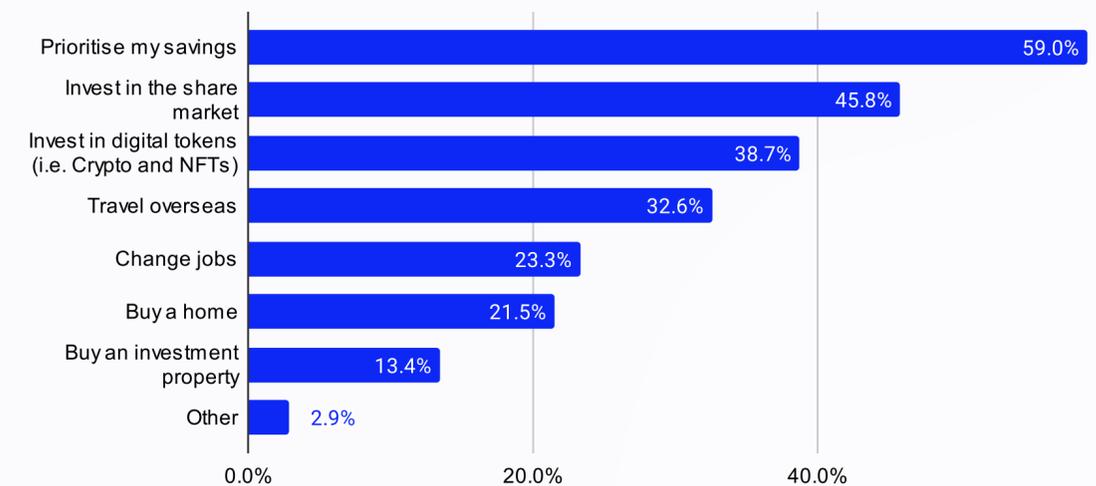
Cost of living is the number one concern for Aussies in the year ahead.

Q: Thinking forward to the year ahead (2022), what concerns you most about your finances?



The New Year is filled with optimism with 59% wanting to prioritise their savings in 2022.

Q: Over the next 12 months, do you intend to do any of the following?





Until next time!

WeMoney is Australia's leading social financial wellness platform. With over 170,000 downloads, we're quickly gathering the steam needed to turn people's financial lives around.

We have a big mission, namely to build a self-driving money future where everyone has access to a better life through financial wellness. WeMoney has helped countless members consolidate their debts, save money on interest payments, manage to a budget, achieve financial goals faster, improve their credit score, grow their net worth, and much more.



Financial Wellness Survey 2021 - 2022

Get in touch with us

If you have questions about the study or would like to give us a follow on social media, we'd love to connect!

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