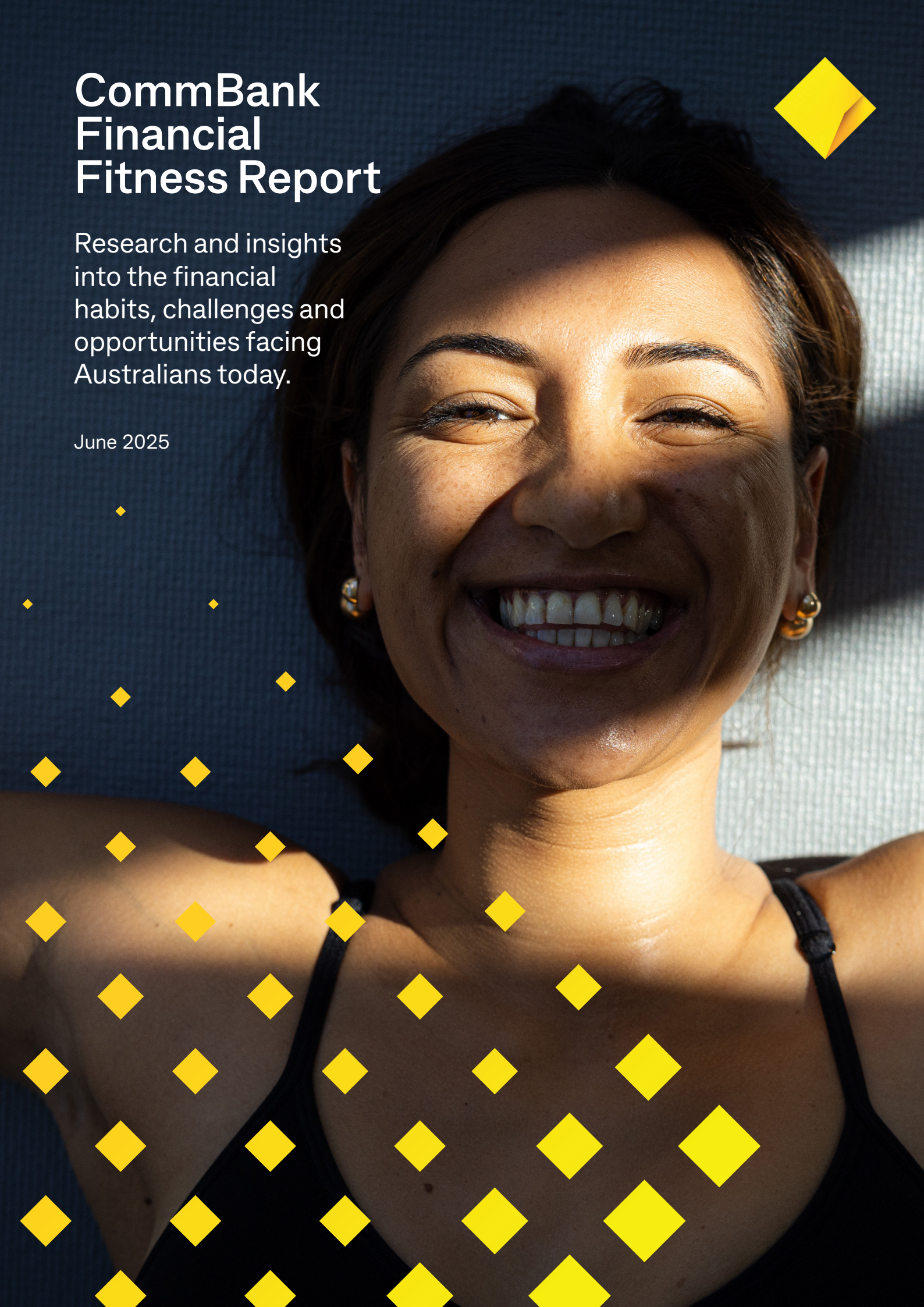


CommBank Financial Fitness Report

Research and insights
into the financial
habits, challenges and
opportunities facing
Australians today.

June 2025







Introduction

by CommBank's personal
finance expert Jess Irvine

We know Australians are grappling with both the cost of living and the increasingly complex nature of our modern economy.

The way we think about financial literacy has also evolved. We've gone from a focus on pure knowledge of financial concepts to a wider notion of financial capability or wellbeing – the ability to put that knowledge into action. The idea of Financial Fitness is basically the same but perhaps with a little extra pep to help motivate you into taking the necessary steps – however small – to look after your future self.

We've designed our online CommBank Financial Fitness Program as a five-part "actions-based" curriculum to equip Australians with the simple and practical steps they can start taking today to improve their financial outlook. The program is available for free to all Australians – no matter who you bank with – at commbank.com.au/financialfitness.

Drawing on behavioural insights such as "chunking", the "fresh start effect" and "social proofing", the curriculum is designed to help you boost both your Financial IQ and EQ.

In a nutshell, the five core pillars of Financial Fitness are to:

- Save:** Spend less than you earn
- Dream:** Set meaningful money goals
- Know:** Know where your money goes
- Grow:** Take active steps to grow your money
- Protect:** Keep your money safe

Amid cost-of-living and affordability challenges, it has never been more critical to take control of your finances to steer yourself towards financial safety. It's never too early or too late to begin. Encouragingly, the research in this report suggests an appetite among younger Australians to both embrace budgeting and start having "the money talk" with loved ones.

Whether it's learning to invest, mastering your money mindset or learning some new savings tricks, I hope you enjoy engaging with the resources we have built to support all Australians in making their money go a little bit further today and planning for a brighter financial future.

At a glance

88%

of Australians agree or strongly agree that the cost of living has made it harder to save

47%

of Australians feel anxious about their personal finances

58%

of Australians currently have a budget

2 in 3

Australians are not confident they will have enough super to enjoy retirement




Things you should know:


This report is intended to provide general information of an educational nature only. It does not have regard to the financial situation or needs of any reader and must not be relied upon as financial product advice. As this information has been provided without considering your objectives, financial situation or needs, you should, before acting on this information, consider its appropriateness to your circumstances. You should also consider seeking independent professional legal, tax and financial advice.

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Methodology of this report

**Online survey**

20 mins

**Who we spoke to**

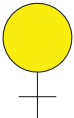
Total sample n=3,146
Nationally representative

**When**

March 2025

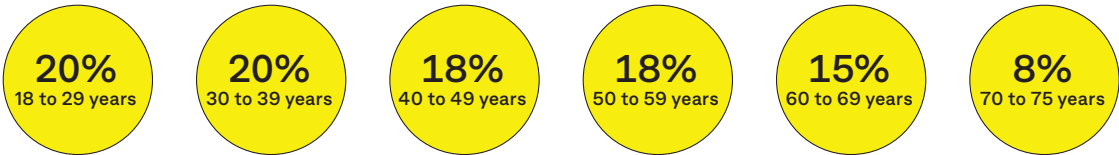


49%
Male



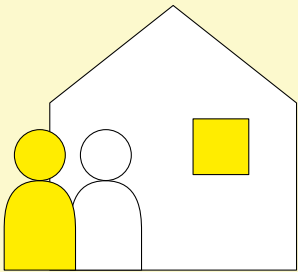
51%
Female

Age group



Generations

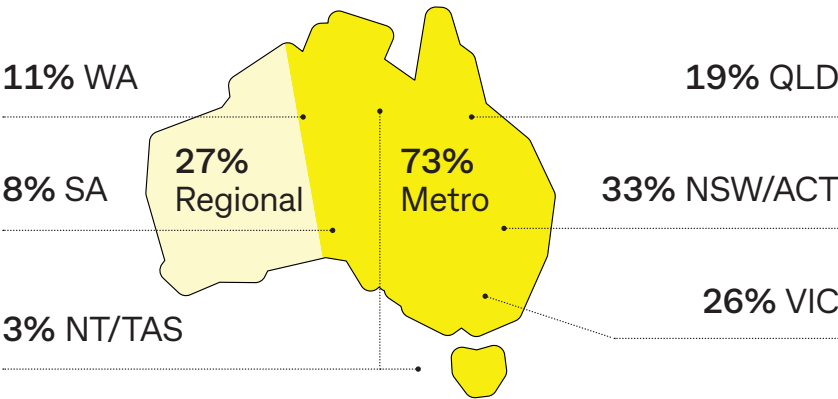
15% Gen Z
34% Millennials
28% Gen X
23% Baby Boomers



Household income

31% Lower (under \$80k)
21% Mid (\$80k-\$119k)
39% Higher (\$120k+)

Location + Area



Numbers in this report have been calculated to the exact decimal point and therefore the totals may not add up based on the whole numbers in the chart due to rounding.

Red and green triangles, where shown throughout this report, indicate responses that are statistically significantly either above or below average. Survey conducted for CommBank by House of Brand.

How Financially Fit are Australians?



In March 2025, we asked a nationally representative sample of 3,146 Australians to test their current level of Financial Fitness. The test comprised five statements, covering the five core aspects of Financial Fitness, to which respondents were asked: "Thinking about your finances, to what extent do you agree or disagree with the following statements?"

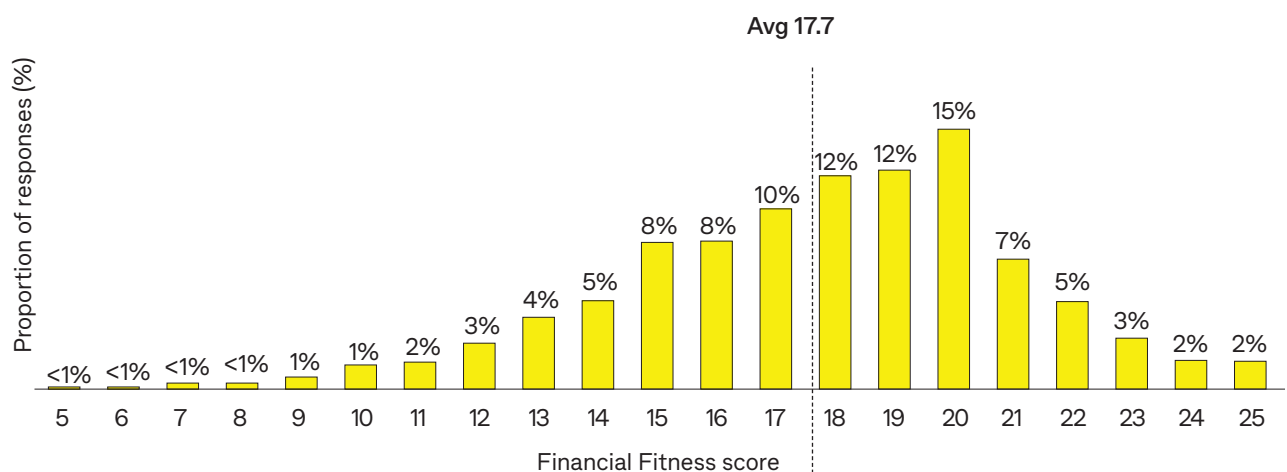
	Strongly disagree	Disagree	Can't say either way	Agree	Strongly agree
I regularly spend less than I earn	1	2	3	4	5
I regularly set goals for my personal finances and feel confident achieving them	1	2	3	4	5
I have a system for managing my money – incomings and outgoings – that I check regularly and gives me peace of mind	1	2	3	4	5
I have a plan to grow my money over time to keep pace with prices	1	2	3	4	5
I am confident in my ability to protect my money from scams, carry appropriate insurances and pass on my wealth how I choose	1	2	3	4	5

My Financial Fitness score is
/25

Quick tip: Test yourself now to see how you compare!

Australians feel relatively scam savvy; need most help with investing and goal setting

Nationally, the average Financial Fitness score of Australians was 17.7 out of 25. Just 2% of Australians scored top marks across every aspect of financial fitness.



Australians were most confident in their ability to protect their money (68%), followed by having a system in place for managing their money (63%).

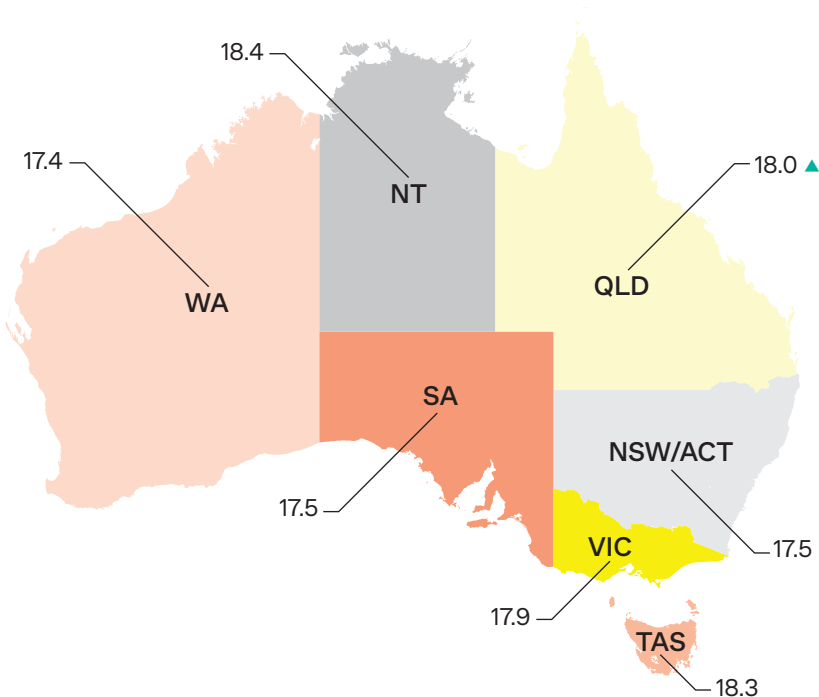
Almost two-thirds (62%) of Australians agree or strongly agree that they regularly spend less than they earn, while a concerning 18% currently disagree that this is the case.

Financial Fitness scores were weakest when it came to financial goal setting and investing. Only 52% of Australians agree or strongly agree that they regularly set goals for their personal finances and feel confident achieving them. Just 55% of us agree or strongly agree that we have a plan to grow our money over time.

	Strongly disagree	Disagree	Can't say either way	Agree	Strongly agree	Agree + Strongly agree
I regularly spend less than I earn	4%	14%	20%	45%	17%	62%
I regularly set goals for my personal finances and feel confident achieving them	3%	16%	28%	43%	9%	52%
I have a system for managing my money - incomings and outgoings - that I check regularly and gives me peace of mind	2%	12%	22%	50%	13%	63%
I have a plan to grow my money over time to keep pace with prices	4%	13%	28%	44%	11%	55%
I am confident in my ability to protect my money from scams, carry appropriate insurances and pass on my wealth how I choose	2%	6%	24%	54%	14%	68%

Millennials – the most Financially Fit generation; men score higher than women

Queenslanders emerge as the most Financially Fit people in Australia, with an average Financial Fitness score of 18 out of 25 (after excluding Northern Territory and Tasmania due to smaller sample sizes). Residents of NSW, ACT and South Australia all scored an average of 17.5. Western Australians recorded the lowest average Financial Fitness score at 17.4.



Note: TAS and NT not sig. due to small (n)

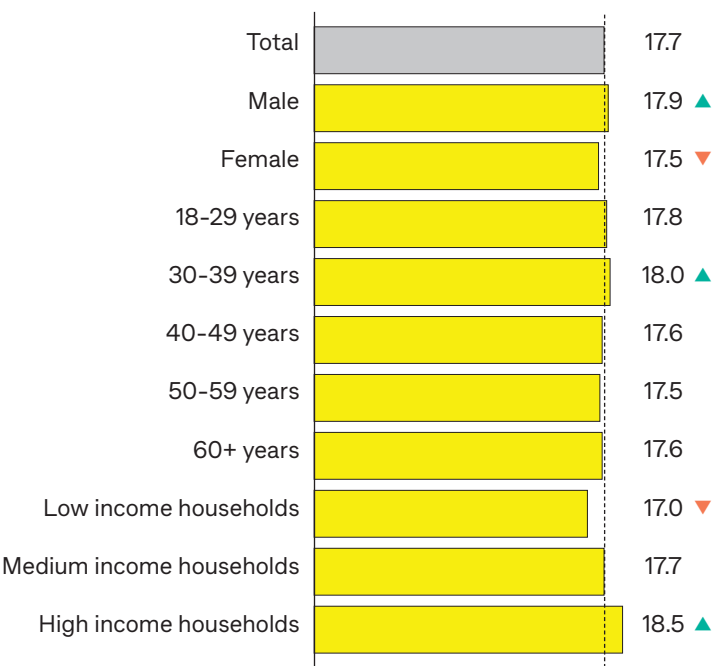
18/25

Millennials reported the highest average Financial Fitness score

A gender gap exists when it comes to Financial Fitness. Men recorded a slightly higher average Financial Fitness score (17.9) compared with women (17.5). This highlights an opportunity to continue addressing the structural and informational barriers that can impact women’s financial confidence and access to resources.

Of the generations, Millennials reported the highest average Financial Fitness score – of 18.0 – for those currently aged 30 to 39. Those aged 18 to 29 had the second-highest average Financial Fitness score by age cohort, suggesting an encouraging degree of financial engagement by younger Australians.

Australians from lower-income households recorded lower average Financial Fitness scores, reflecting the disproportionate financial pressures they face and the structural challenges that can make it harder to build financial resilience.

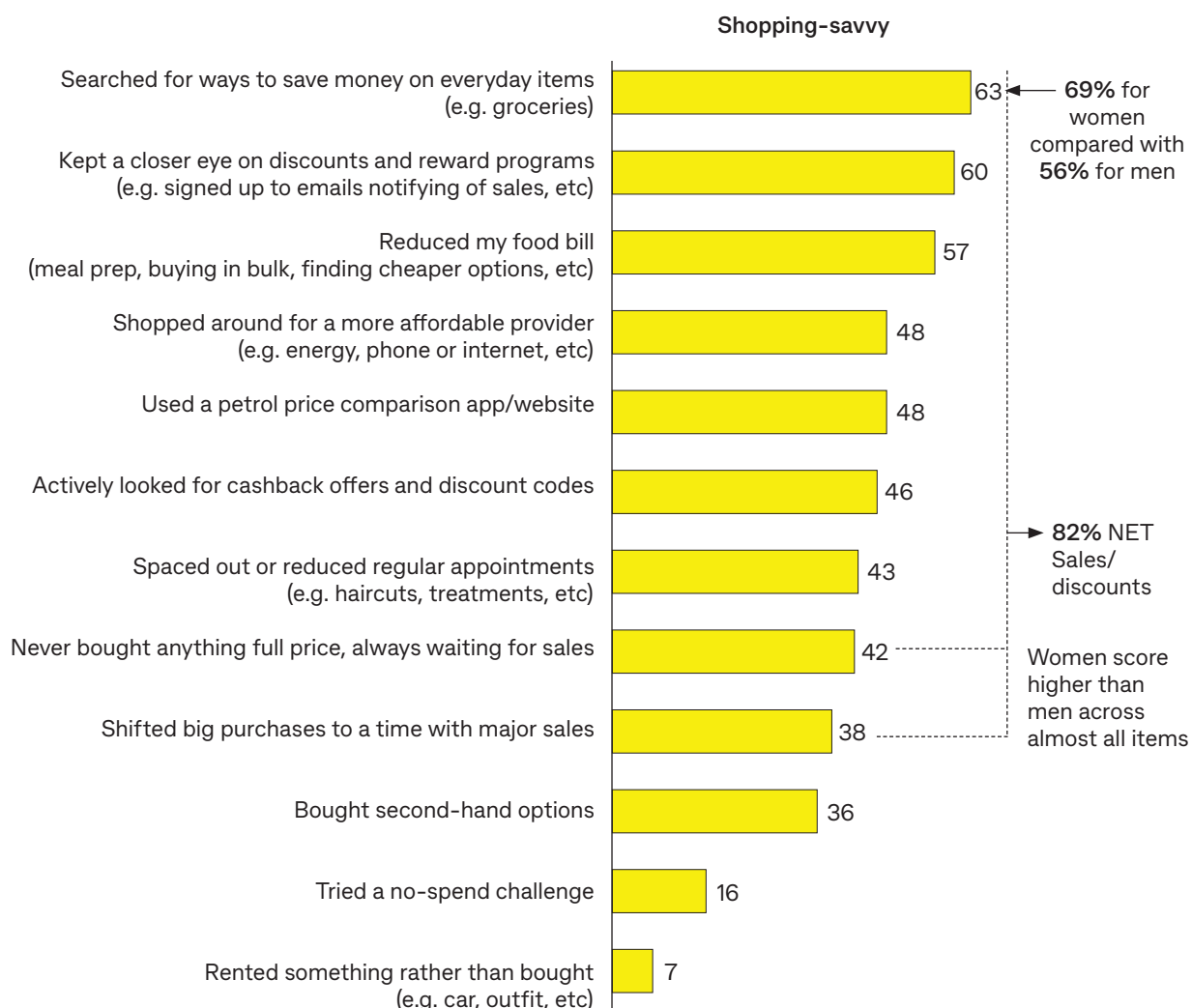


Rise of the bargain hunter: how the cost of living has forged a new generation of savvy shoppers

The ability to regularly spend less than you earn is the foundation of good Financial Fitness. But the rising cost of living has made this task harder in recent years, forcing a noticeable shift in spending habits. Nearly two-thirds of Australians (63%) say cost-of-living pressures have motivated them to look for ways to save money on everyday items.

Keeping an eye out for discounts, focusing on food bills and shopping around on energy and phone bills have proven popular strategies. Women, in particular, report an increased use of money-saving shopping strategies in recent years.

Shopping-savvy changes made to help with cost of living: Have done in the past couple of years (%)



Question: Below are some changes to shopping behaviour made in the last couple of years to help with the impacts of rising cost of living. Which of the following, if any, apply to you? Base Australians 18+ n=3,146



Quick tip: Search *CommBank Financial Fitness* to see how you could save up to \$2,000 a year with CommBank data-proven savings tips

Consuming less alcohol, eating out less and staying at home more: How Australians have cut back to combat the cost of living

In addition to shopping smarter on everyday expenses, Australians have been actively cutting back their lifestyle budgets in various ways to combat rising costs.

More than two-thirds of Australians say they have stayed at home more in the past couple of years due to rising costs. A similar proportion of us (66%) have reduced spending on dining out and ordering takeaway meals. Some

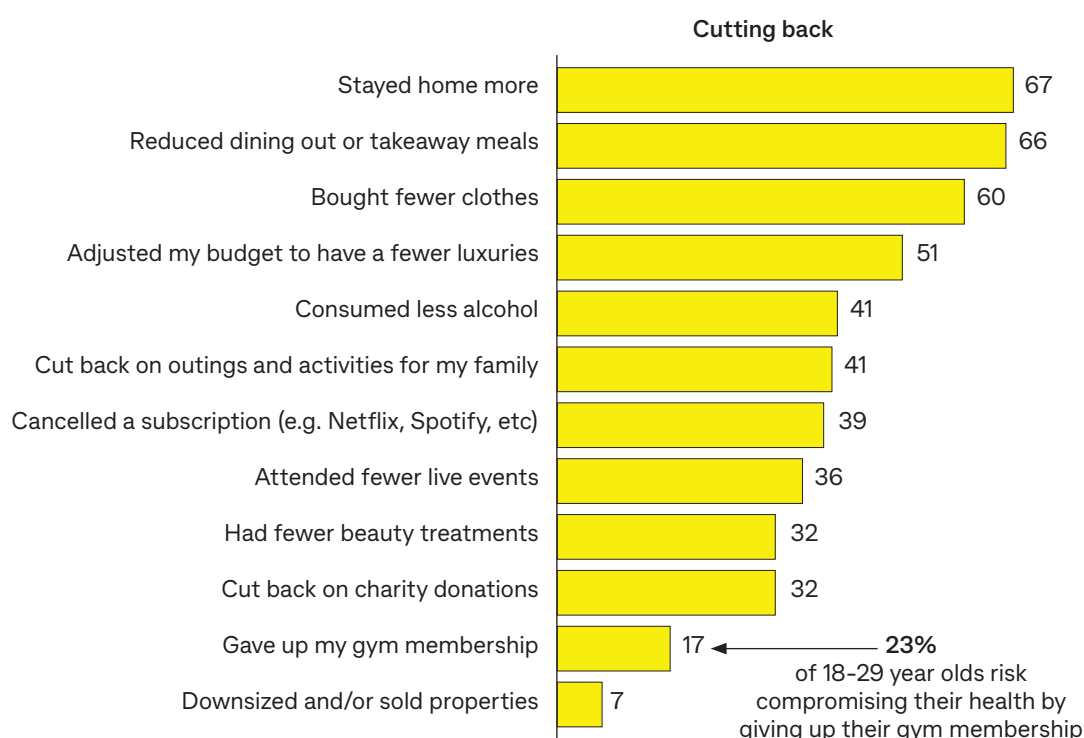
three in five people have bought fewer clothes and two in five have consumed less alcohol.

Cancelling subscriptions (39%), having fewer beauty treatments (32%) and scaling back charity donations (32%) have also been deployed as strategies to save money. Concerningly, almost one in five Australians (17%) have given up gym membership to combat rising costs.

66%

of Australians have reduced spending on dining out and ordering takeaway

Cutbacks made to help with cost of living: Have done in the past couple of years (%)



Question: Some people have mentioned that they have made cuts in some areas of their lives, to help reduce the impact of the rising cost of living. Which of the following, if any, apply to you? Base Australians 18+ n=3,146



Quick tip: Search *CommBank Financial Fitness* for five secrets from behavioural science to help hack your brain AND your bills

Boost savings, eat out more and book a holiday: Australians' wish list for post-cost-of-living era revealed

Our survey also asked Australians about the areas of their budget they are most looking forward to boosting again once cost-of-living pressures ease.

Being able to boost savings again emerged as the top priority, with half of Australians (51%) saying they will focus on increasing their savings once cost-of-living pressures begin to ease.

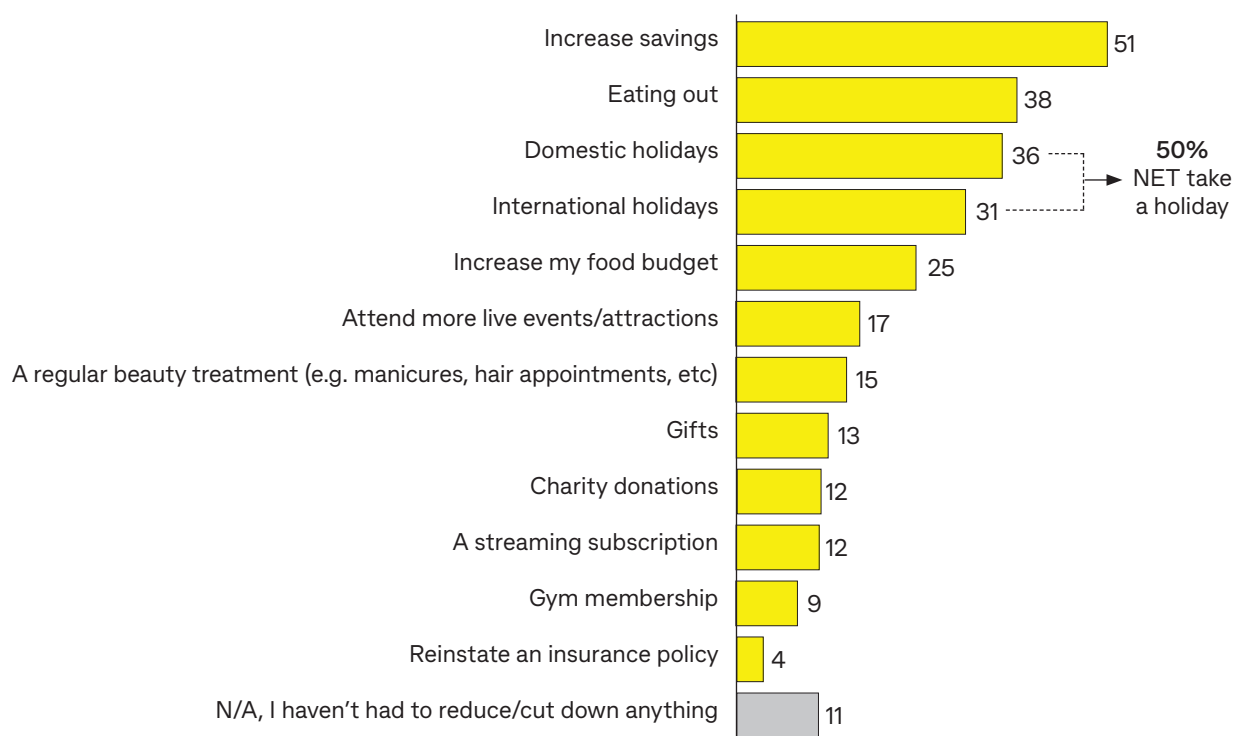
Half of those surveyed also expressed plans to build more holiday spending back into their budget, via either a domestic holiday (36% of respondents) or an international holiday (31%), noting a small degree of overlap between those who would like to do both.

After years of rapid grocery price growth, Australians are also looking forward to expanding food budgets either via eating out (38%) or by relaxing their regular food budget (25%).

51%

of Australians will focus on increasing their savings once cost-of-living pressures begin to ease

Planning on adding back into your budget when cost-of-living pressures start to ease (%)



Question: Which of the following, if any, are you planning on adding back into your budget when the cost-of-living pressures start to ease? Base Australians 18+ n=3,146



Quick tip: Search *CommBank Financial Fitness* to learn the five steps to setting a successful short-term goal, including saving for a holiday

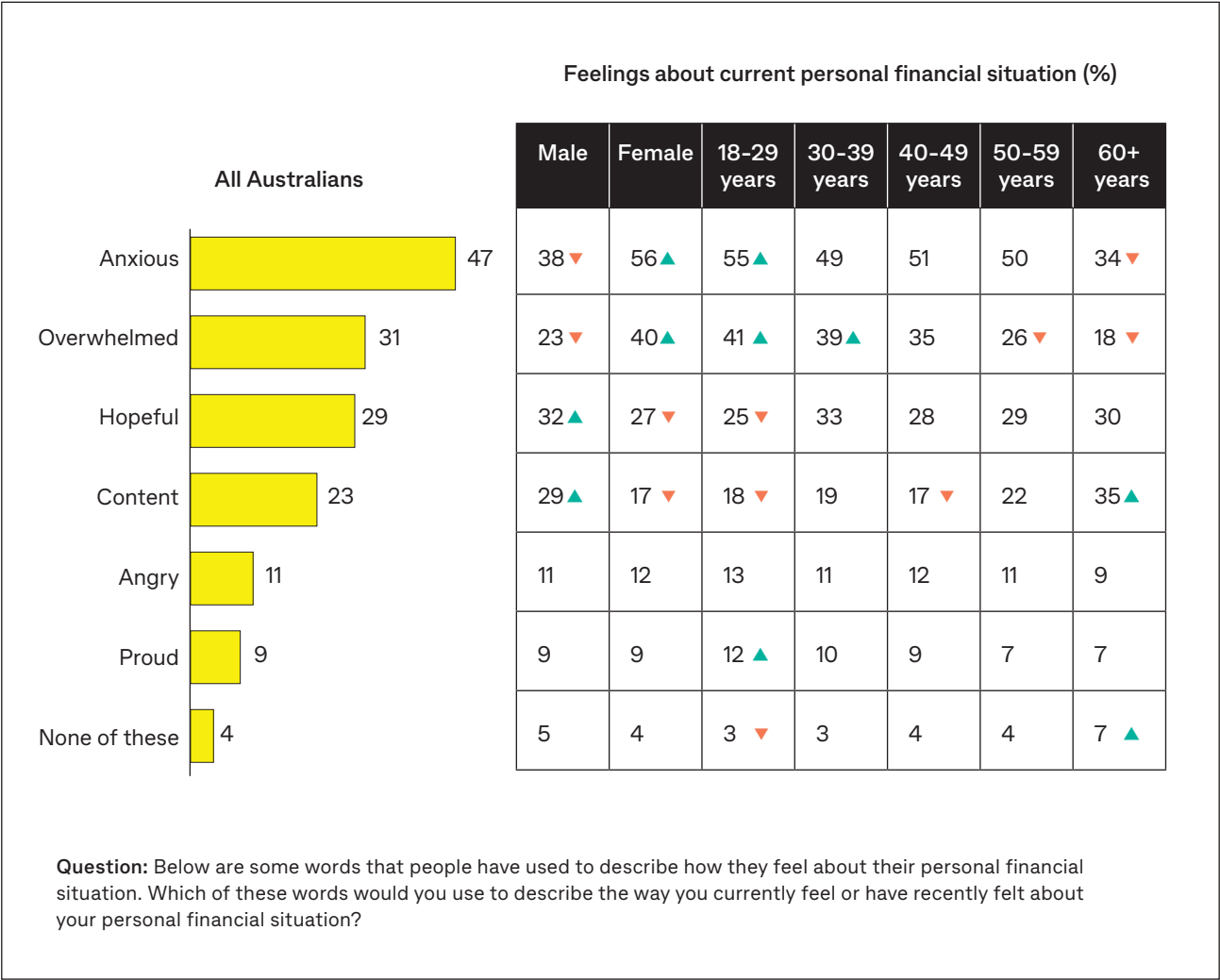
Under 30s the most anxious about their personal finances as cost of living bites

Learning to identify our emotions and money mindset is an important element of Financial Fitness. Emotions influence our financial behaviours, such as how often we check in with our accounts, which in turn influence our financial outcomes. These behavioural insights are important in developing and working towards our longer-term financial goals and dreams.

Our survey found anxiety is the most common emotion Australians experience when thinking about their personal financial situation, with 47% of Australians confessing to feeling anxious. Women and younger people are most likely to experience financial anxiety. More than half of women (56%) feel anxious about their finances, compared with 38% of men. Australians aged 18 to 29 are the most anxious generation, with 55% reporting anxiety about their finances.

3 in 10

Australians also report feeling overwhelmed (31%), just ahead of those who feel hopeful (29%) or content (23%)



Quick tip: Search *CommBank Financial Fitness* to learn how to identify your money emotions and boost your financial EQ

Saving for a holiday tops list of Australians' money goals, followed by building retirement savings and paying off mortgage

Despite cost-of-living pressures, the majority of Australians (95%) say they have an identified money goal they are working towards.

Saving for a holiday tops the list of most common money goals being pursued, with two in five Australians (42%) identifying this as a goal.

Building up retirement savings and paying off a mortgage emerge as the second and third most common

goals, with life stage and age being an important driver of goal choice.

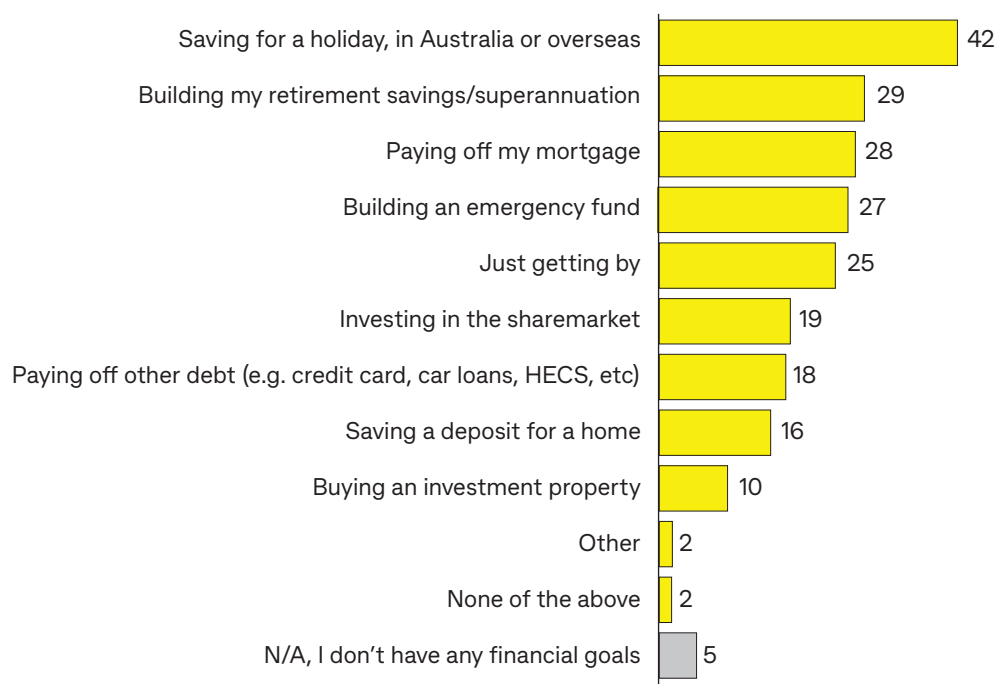
Building an emergency fund is a priority for 27%, while 25% of Australians are focused on "just getting by".

Other identified goals being pursued by Australians include investing in the sharemarket (19%), paying off other debt (18%), saving for a home deposit (16%) and buying an investment property (10%).

2 in 5

Australians are saving for a holiday, which tops the list of most common money goals

Money goals (%)



Question: What financial goals do you currently have, if you have any at all?
Base Australians 18+ n=3,146

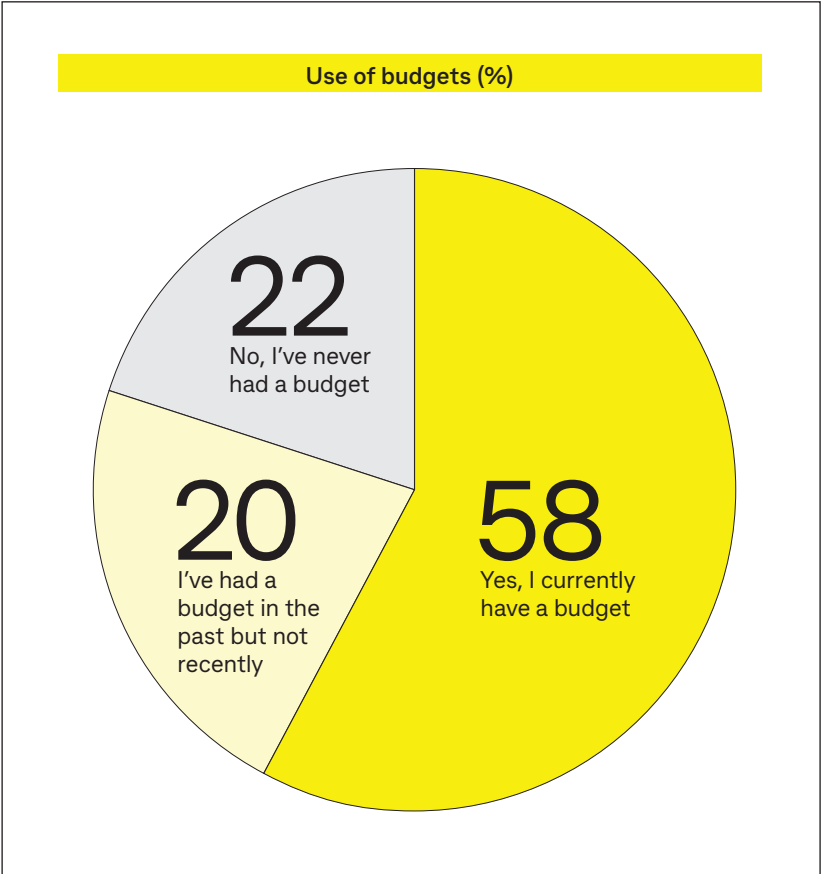


Quick tip: Search *CommBank Financial Fitness* to learn the seven steps to setting a good financial goal that sticks

One in five Australians have never tried a budget; younger Australians budget more

More than half of Australians say they currently have a budget (58%), with Millennials aged 30 to 39 the most likely to have a budget in place (64%). A further one in five Australians (20%) say they have tried a budget in the past but not recently.

The remaining 22% of Australians confess to never having tried a budget. Older Australians aged 60+ are the most likely to say they have never had a budget (29%).



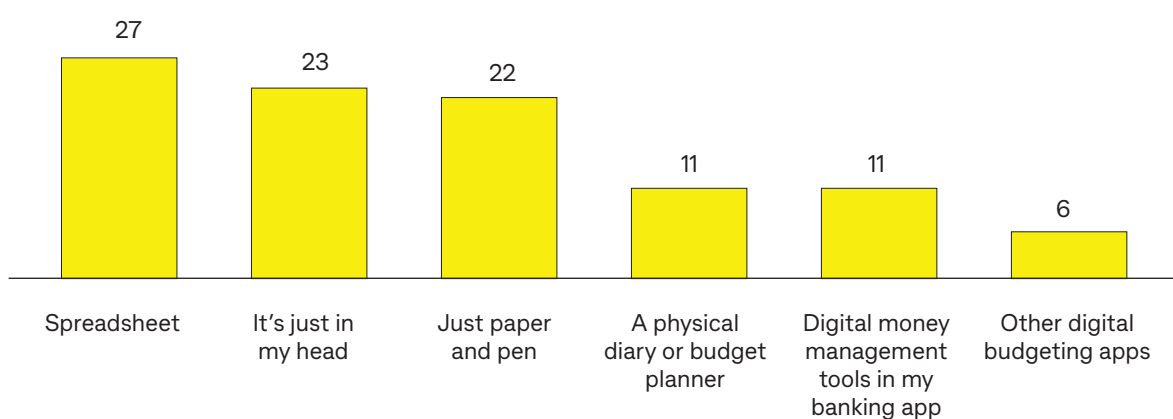
	Total	18-29 years	30-39 years	40-49 years	50-59 years	60+ years
Yes, I currently have a budget	58%	59%	64% ▲	55%	56%	54%
I have had a budget in the past but not recently	20%	23%	20%	21%	19%	17% ▼
No, I've never had a budget	22%	19% ▼	16% ▼	24%	24%	29% ▲

Question: Do you have a household budget to help you save/better manage your money?
Base Australians 18+ n=3,146



Of Australians who do currently budget, or have done in the past, the most common method is a spreadsheet. Nearly a quarter of those who budget say they do it "just in my head". Paper and pen and physical diaries or budget planners remain popular budgeting methods, followed by banking and other digital budgeting apps.

Preferred method of budgeting (%) (currently/have had a budget before)



Question: What is your preferred method of budgeting?

Base Australians 18+ those who currently/have had a budget before n=2,441



Quick tip: Money Plan in the CommBank app can help you see your spending, track your income and set category budgets

Nearly half of Australians don't like to discuss personal finances with their loved ones

Money remains a taboo topic for many Australians, despite the benefits that sharing our financial goals can have to help you stay motivated.

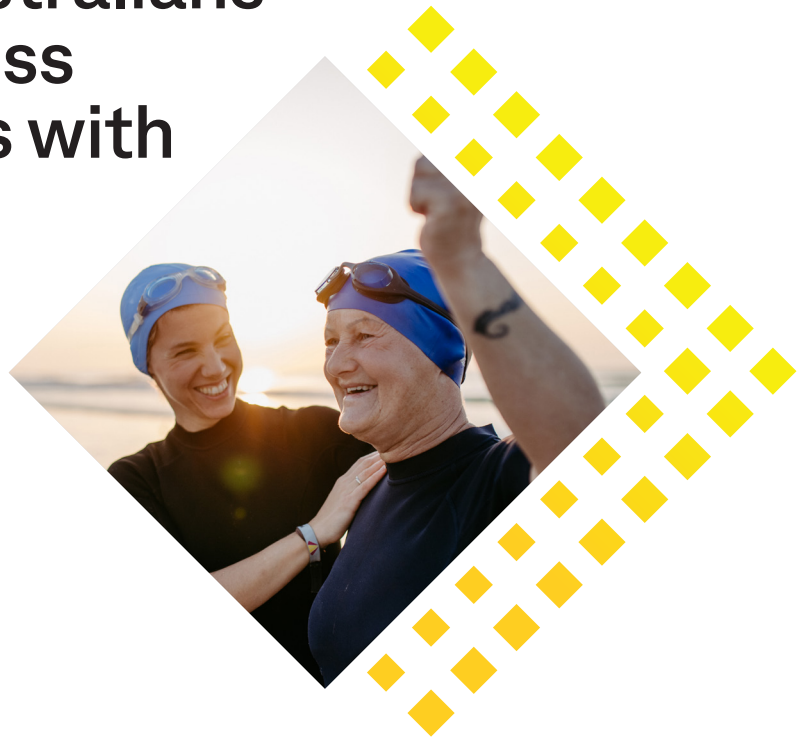
Nearly half of Australians (47%) say they prefer not to discuss personal finances with loved ones. Breaking this down, 28% of Australians say they prefer not to discuss it but will if necessary, while 19% say they "don't like to discuss my personal finances with anyone".

Australians aged 60+ are the most likely to say they regularly discuss their financial situation with loved ones (23% compared with the average of 17%). But there are promising signs Gen Z is open to having the money talk. Just 15% of Gen Z say they "don't like to discuss my personal finances with anyone" compared with the 19% of all respondents.

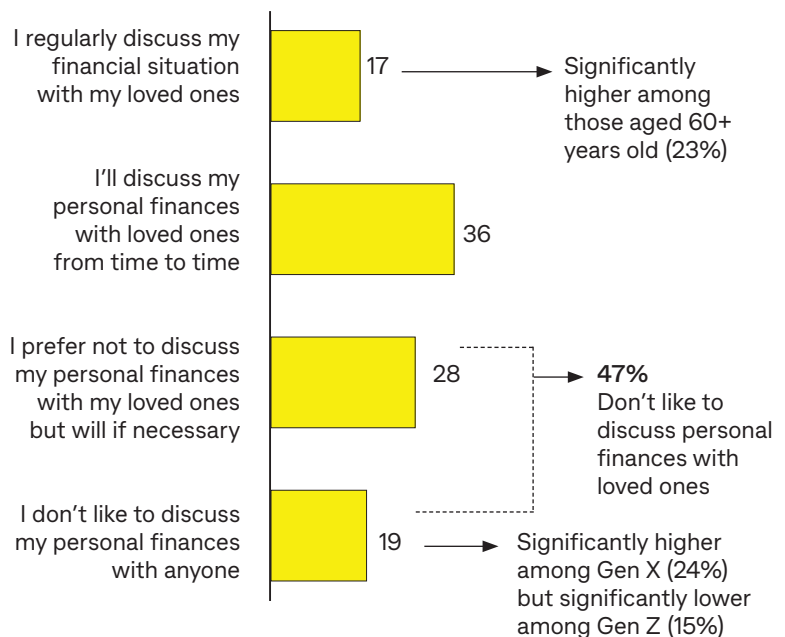
38%

of Australians who don't like to discuss personal finances say they don't feel "comfortable" doing so

Of those who prefer not to talk about their personal finances, the most common reasons stopping them are: not feeling comfortable (38%), feeling it's too overwhelming/stressful (23%), concern it might cause conflict (22%), feeling embarrassed (19%) and not knowing how to start the conversation (15%).



Openness to discuss personal finances with loved ones (%)



Question: Think about discussing personal financial matters with your loved ones. How open are you with talking about your personal finances with your loved ones?
Base Australians 18+ n=3,146



Quick tip: Search *CommBank Financial Fitness* for tips on how to initiate "the money talk" with loved ones

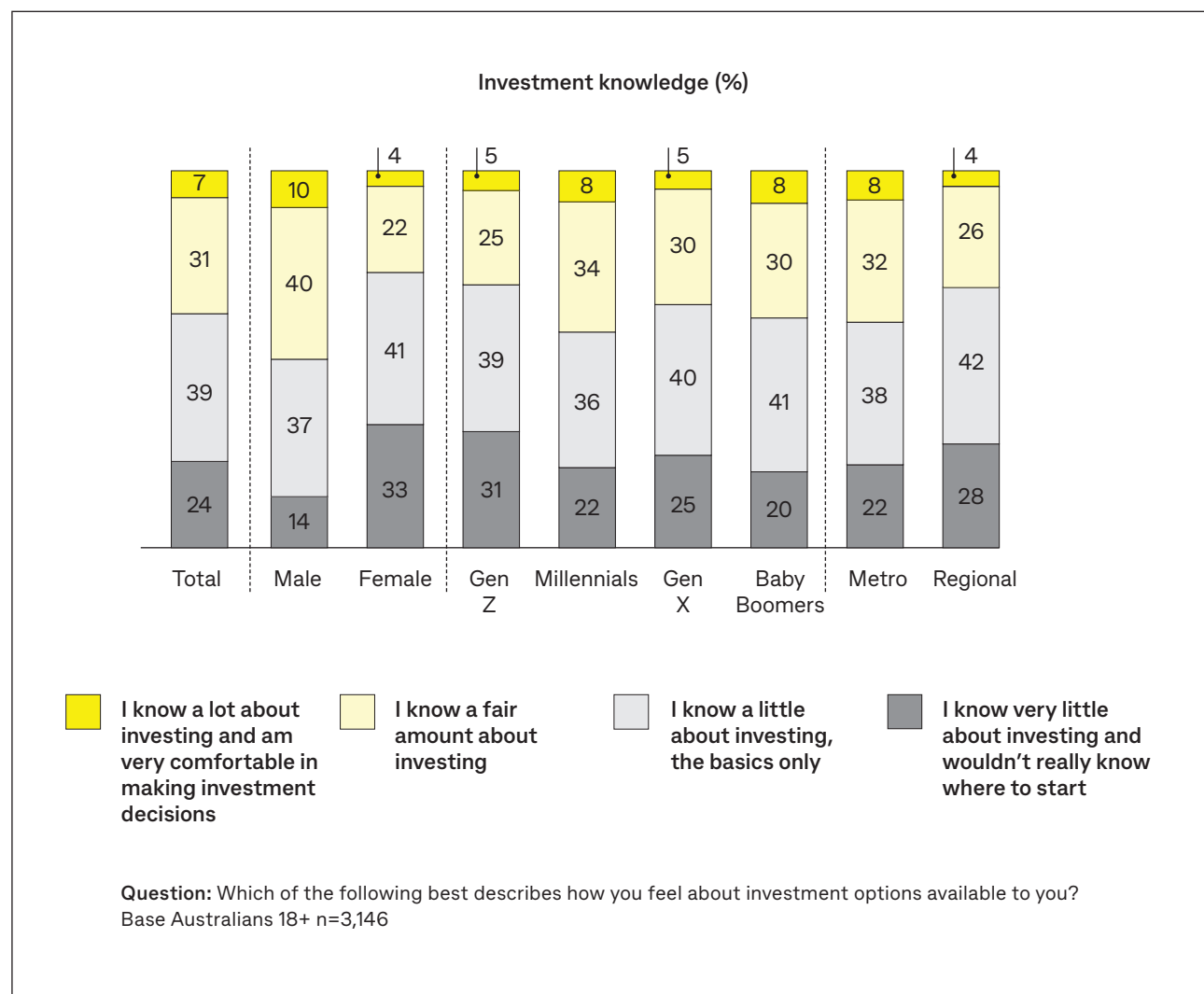
Two in five Australians say they have little knowledge about investing; a quarter wouldn't know where to start

Learning to invest is a key part of any Financial Fitness regimen and the survey results suggest a clear need for more education on this important life skill.

Inflation means that the money you save today might buy you a lot less tomorrow. To secure your future, you need to take active steps to grow your money. Whether it's through property, shares or high-interest-generating products, it's important that Australians know and understand their options for investing.

However, nearly two in five Australians say they currently have little knowledge about investing and a further quarter say they wouldn't really know where to start. Younger Australians are in most need of investing education, with seven in ten Gen Zers saying they either know little or don't know where to start.

There is also a significant gender gap in investment knowledge, with 50% of men saying they know a lot or a fair amount about investing, compared with just 26% of women.



Quick tip: For a beginners' guide to share investing, download an episode of *CommSec Invest: The Sharemarket Simplified* podcast today



Two-thirds of Australians not confident they will have enough super to enjoy retirement

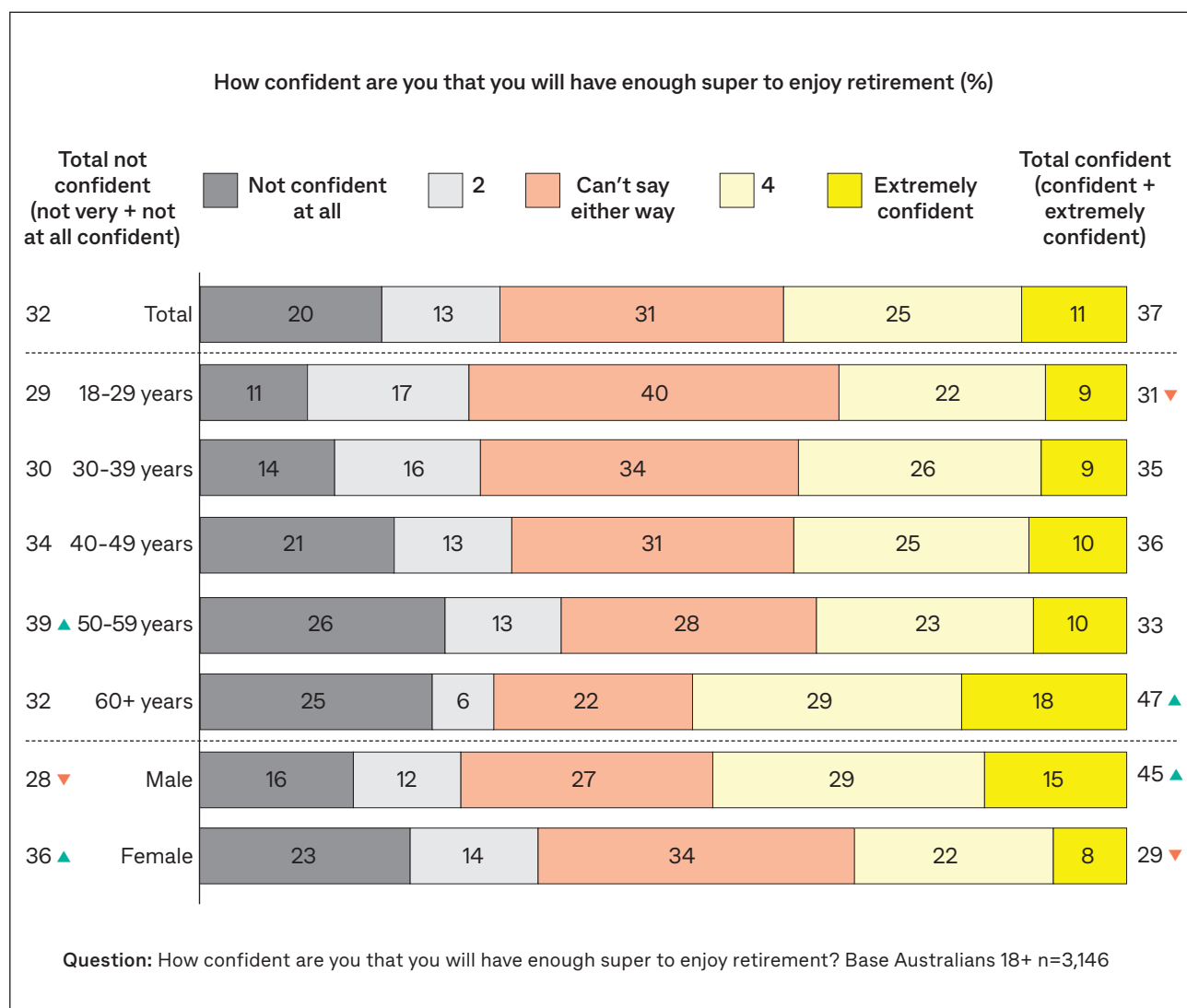
Australians together have more than \$4 trillion invested in their superannuation accounts but not everyone is confident they will have enough.

Just 37% of Australians say they are either confident or extremely confident that they will have enough super to enjoy their retirement.

Men are significantly more confident, with 45% believing they are on track to have

enough super to enjoy retirement. Only 29% of Australian women believe the same.

By generation, Australians aged under 30 are the least confident that they will have enough super to enjoy retirement (31%). Confidence is higher among those in their 30s and 40s but dips again among those in their 50s as retirement approaches. For those aged above the traditional retirement age of 60, nearly half are confident they have enough to enjoy their retirement.



Quick tip: Search *Moneysmart Retirement Planner* to see how much income you'll have from super and the age pension when you retire

More than two in five women and Gen Z Australians don't know how their super is invested



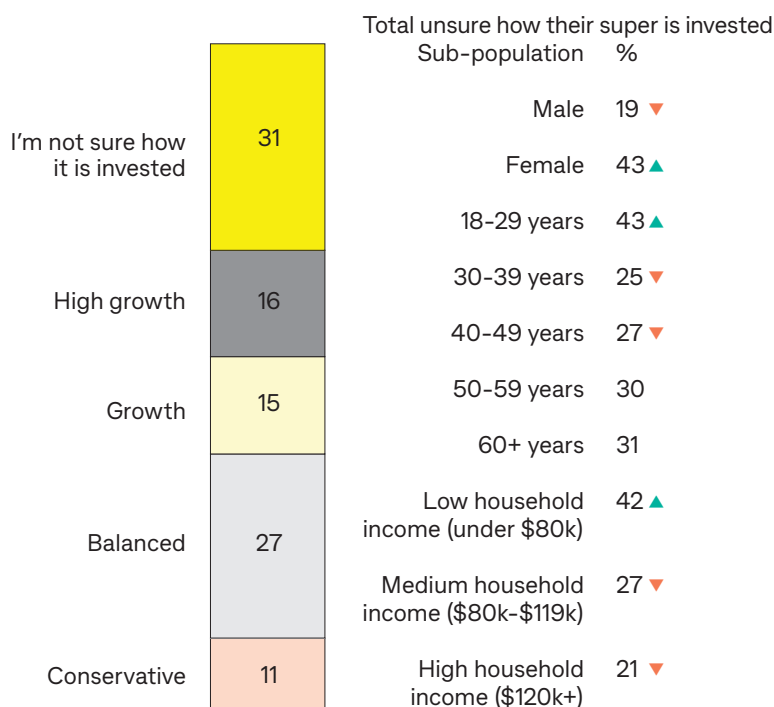
Mirroring their lower level of investing knowledge in general, women and younger Australians are the least likely to know how their superannuation nest eggs are being invested.

While one in five Australian men are unsure how their super money is invested (among a choice of conservative, balanced, growth and high-growth options), nearly twice as many women (43%) are unsure.

Conservative and balanced accounts have a higher proportion of your money invested in lower-risk, lower-return assets, such as cash and fixed interest. Growth and high-growth accounts will have a higher proportion invested in more volatile but historically higher-return assets, like shares.

You get to choose your asset allocation and it is important you consider what is best for your age. The younger you are, the more time you have to ride out potential market fluctuations and potentially go for growth. The closer you are to retirement and drawing down on your super, the more you might want to consider a more conservative asset allocation.

How is your super being invested? (%)



Question: How is your super currently being invested?
Base Australians 18+ n=3,146



Quick tip: Search *CommBank Financial Fitness* to learn the five steps you can take today to sort your super and protect future you

Nearly a third of Australians worry about losing money to scams in the next five years

Learning to recognise and avoid potential scams is an important part of any modern Financial Fitness regimen.

A clear majority of Australians (83%) report having thought about the possibility of losing money to a scammer in the coming five years, while 29% report often worrying or being extremely worried.

Worry about losing money to scams in the next five years (%)



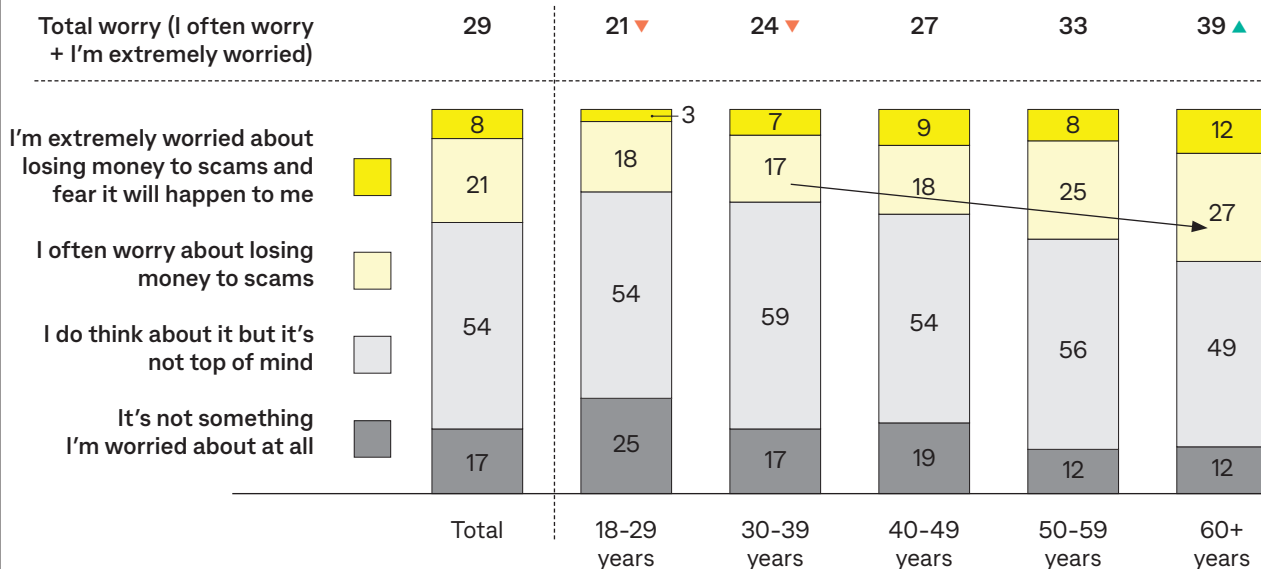
More than

1 in 3

Older Australians are either worried or extremely worried they will lose money to a scam in the next five years



Worry about losing money to scams in the next five years (%)



Question: Which of the following best describes how you feel about losing money to financial scams in the next five years?
Base Australians 18+ n=3,146



Quick tip: If you receive a call from CommBank, request to have a CallerCheck message sent securely to you via your CommBank app to verify it's really us calling. If they can't, hang up – it's not us

Less than a third of Australians currently have an up-to-date will in place

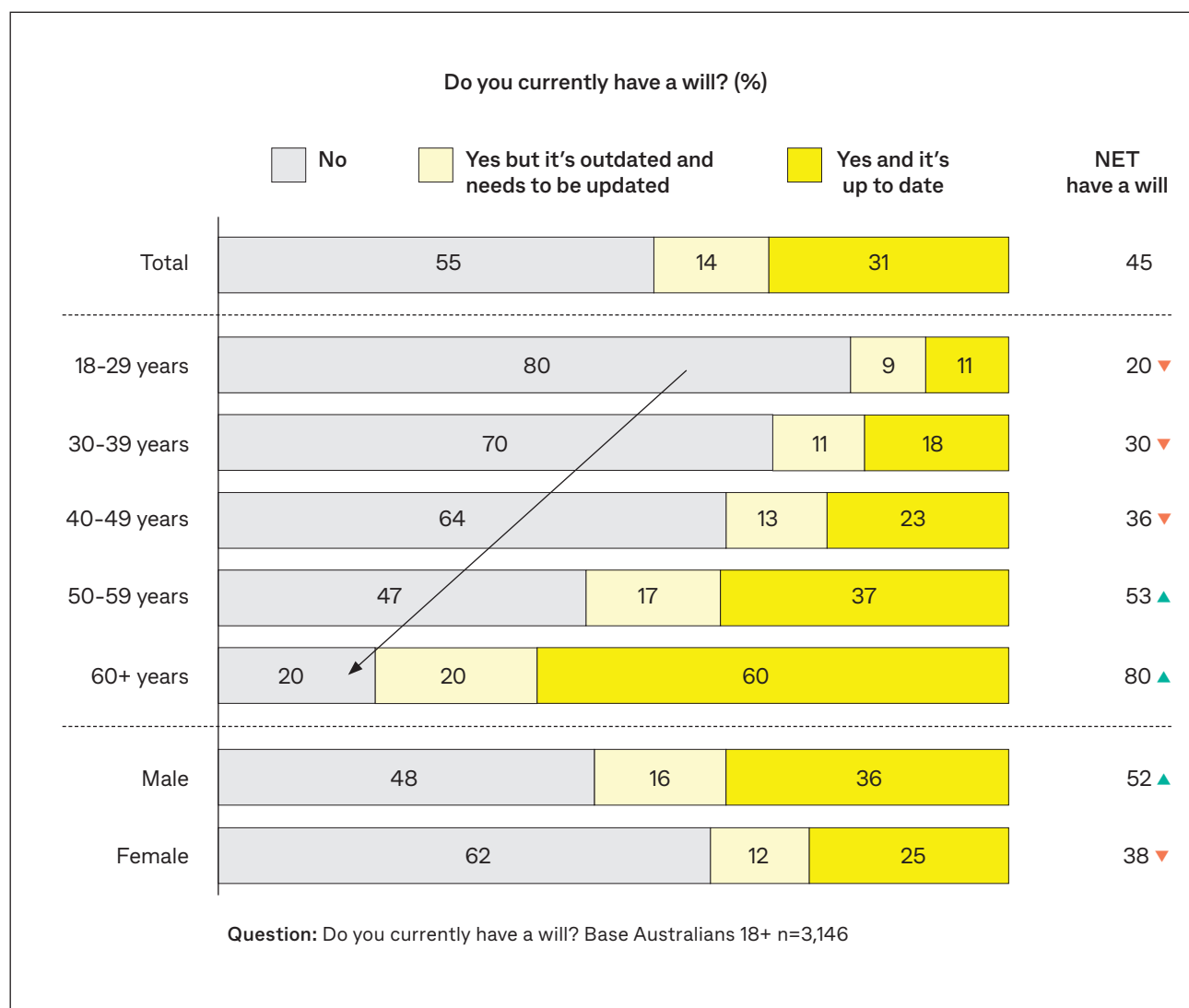
Passing on your wealth how you choose is an often-neglected way to protect your hard-earned money.

More than half of Australian adults (55%) have no will, with a further 14% admitting they have one but it's outdated and needs to be updated.

That leaves just under a third, or 31%, of Australians with an up-to-date will

in place. Men are more likely than women to have a will, either up-to-date or outdated.

Younger adults are the least likely to have their affairs in order but two in five Australians aged 60+ still have either no will (20%) or an outdated one (20%).



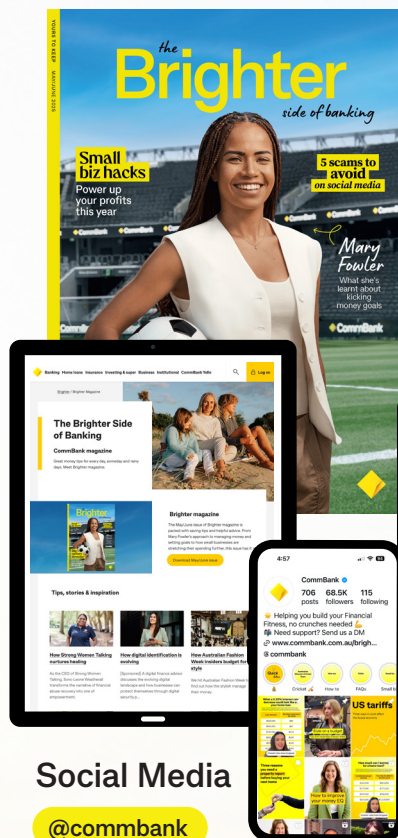
Quick tip: Search *CommBank Financial Fitness* to learn the five steps you can take today to start getting your will and inheritances in order

Learning resources

Our purpose at CommBank is to help build a brighter future for all Australians. Through our *Brighter* magazine, TV series and social media channels, including Instagram, YouTube and TikTok, we are committed to empowering millions of Australians to feel more confident about managing their money. Check out the learning resources below to support you further on your Financial Fitness journey.

Brighter Magazine

commbank.com.au/brighter/magazine

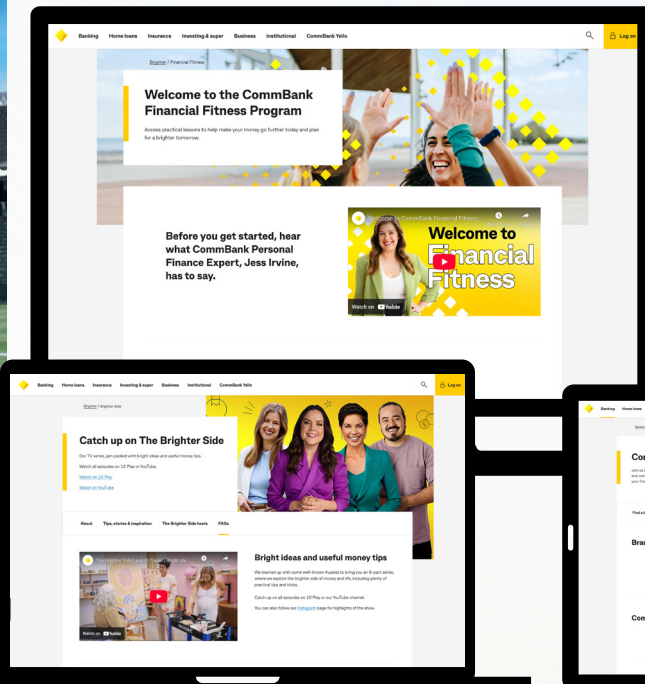


Social Media

[@commbank](https://www.instagram.com/commbank)

CommBank Financial Fitness Program

commbank.com.au/financialfitness

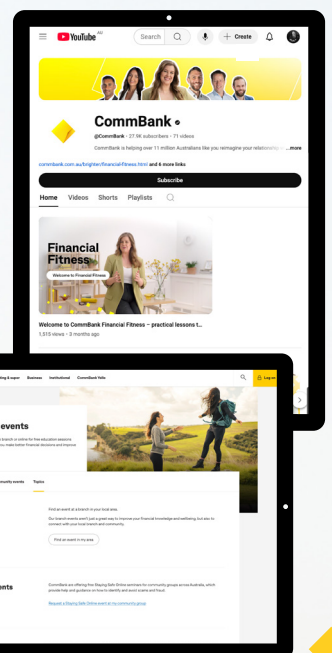


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