

# CAN WHAT'S YOUR TRIBE?

FIND YOUR SHOPPING TRIBE AT [WWW.COMMBANK.COM.AU/WHATTTRIBEAREYOU](http://WWW.COMMBANK.COM.AU/WHATTTRIBEAREYOU)

## LOOK BEFORE YOU LEAP SHOPPER



YOU SPEND LESS THAN YOU EARN



YOU ONLY BUY WHAT YOU NEED



YOU DO YOUR HOMEWORK BEFORE YOU BUY ANYTHING



A THOUGHTFUL APPROACH TO LIFE WORKS FOR YOU



## ADVENTUROUS SHOPPER



YOU HAPPILY BUY ALL THE THINGS YOU WANT



YOU SAVE UP TO BUY SOMETHING BIG



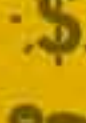
YOU SEARCH FOR IRRESISTIBLE DEALS



LIFE IS AN ADVENTURE TO BE ENJOYED



## FREE SPIRIT SHOPPER



YOU SPEND ON THE SPUR OF THE MOMENT



YOUR BUDGET SOMETIMES TAKES A BEATING



YOU LOVE SPENDING ON UNIQUE EXPERIENCES



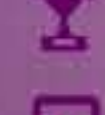
YOU MAKE THE MOST OF EVERY DAY



## STRATEGIC SHOPPER



YOU'RE A SAVVY SHOPPER



YOU LIKE BEING REWARDED FOR SPENDING



YOU CALCULATE THE FINANCIAL BENEFIT OF EVERY PURCHASE



THE WORLD IS THERE TO BE EXPLORED AND YOU INTEND TO EXPLORE IT!

## IMPULSIVE SHOPPER



YOU CAN BE IMPULSIVE WITH YOUR MONEY



YOU LOVE SHOPPING FOR BARGAINS - LOTS OF THEM!



YOU EXPERIENCE BUDGET BLOWOUTS



YOU LIVE IN THE MOMENT



## NO NONSENSE SHOPPER



YOU ONLY BUY WHAT YOU NEED



YOU CAREFULLY RESEARCH PURCHASES



VALUE FOR MONEY IS IMPORTANT



YOU HAVE A PRACTICAL APPROACH TO LIFE



## OLYMPIC SHOPPER



YOU LOVE SHOPPING!



YOU EXPECT TO BE REWARDED FOR SPENDING



YOU'RE PREPARED TO PAY FOR QUALITY



YOU ENJOY THE FINER THINGS IN LIFE



EVERY 3 MINUTES, AUSTRALIAN HOUSEHOLDS SPEND

# \$3,500,000

Source: [www.moneysmart.gov.au](http://www.moneysmart.gov.au)



TO FIND OUT WHICH TRIBE YOU ARE VISIT

[WWW.COMMBANK.COM.AU/WHATTTRIBEAREYOU](http://WWW.COMMBANK.COM.AU/WHATTTRIBEAREYOU)