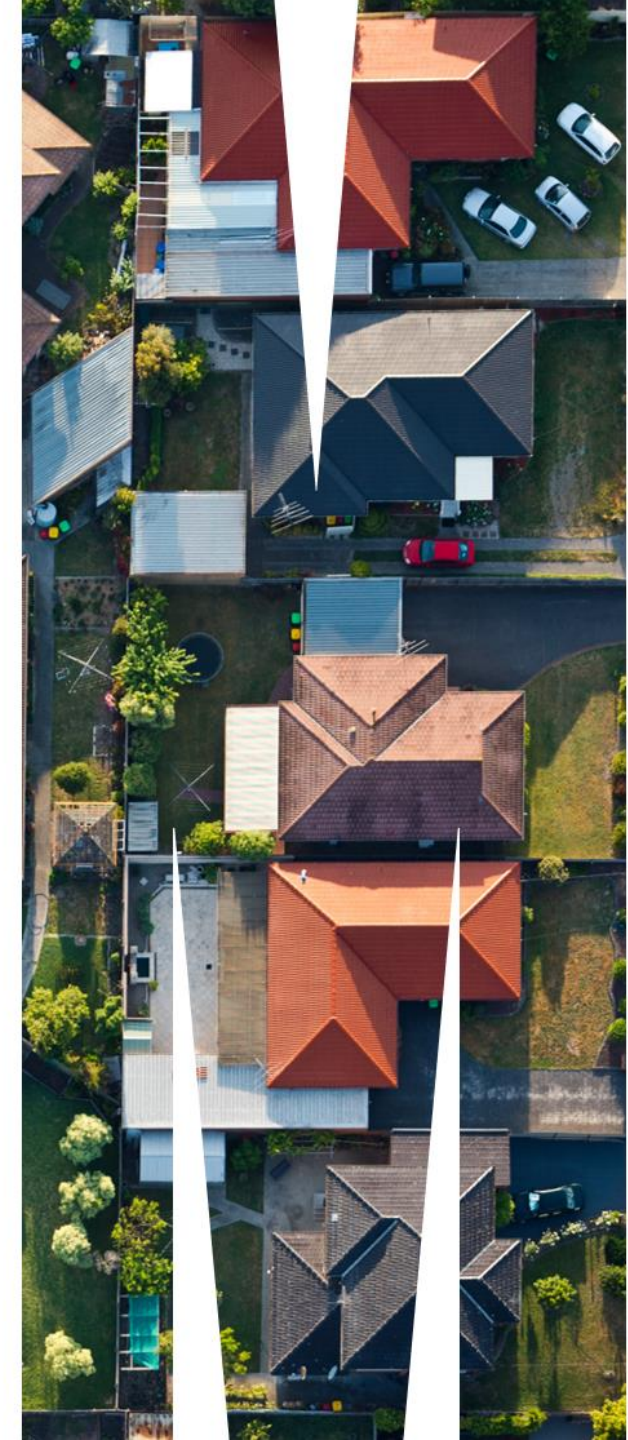


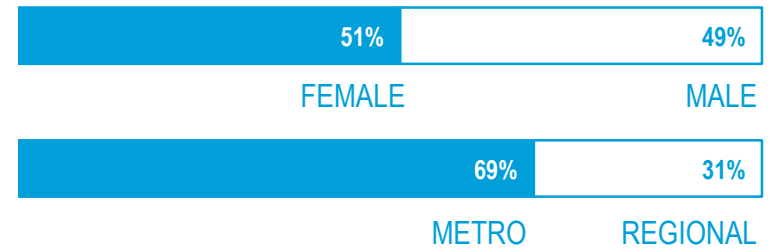
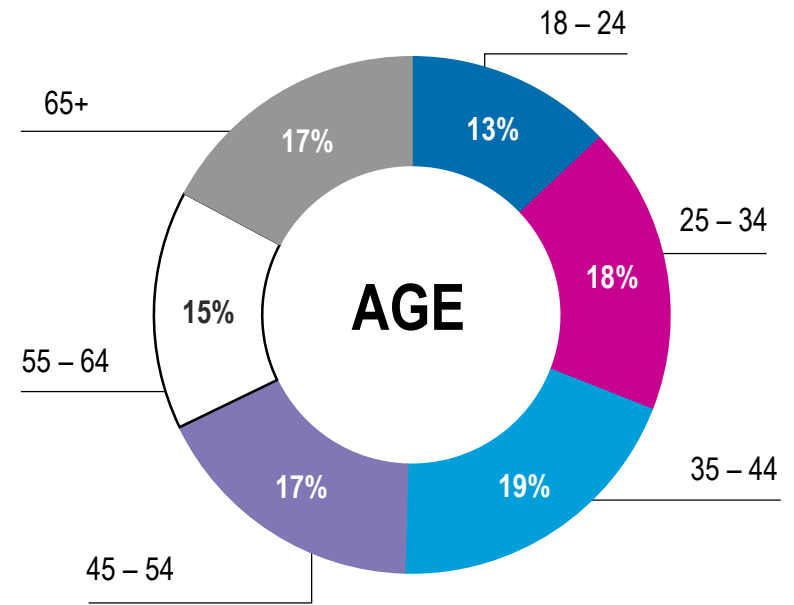
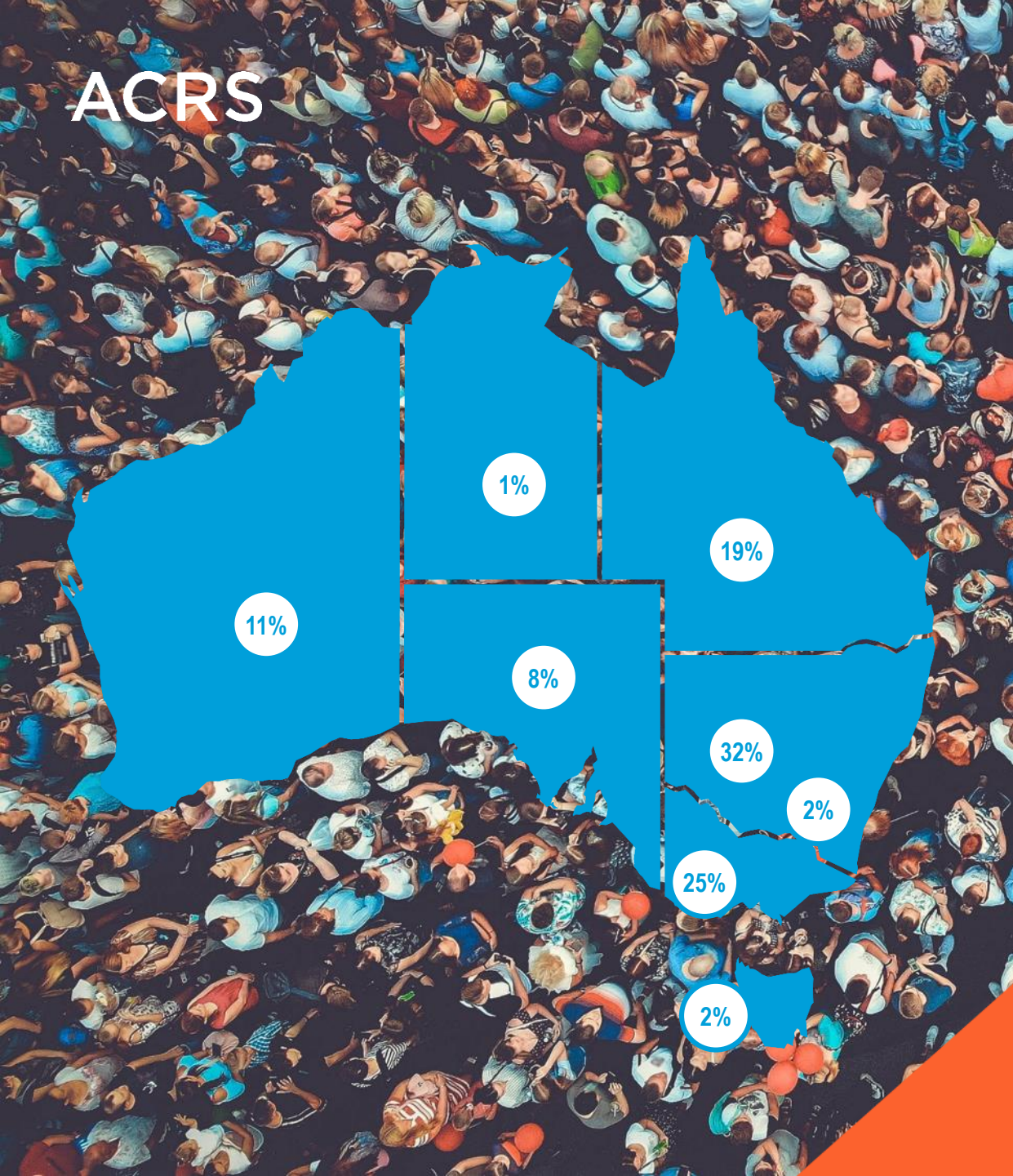
# ACRS

## Cost of Living & Consumer Deviance Spotlight

2023 Report



# ACRS



In June 2023, ACRS surveyed 1,001 shoppers across Australia and asked them several key questions on cost of living and consumer deviance as part of a larger survey on retail consumer attitudes and behaviours.

Note: Percentages may not add up to 100% due to rounding.

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Shoppers are **pessimistic** about their **personal finances** and **business conditions**.

Amongst all age groups, **middle aged consumers** are the most pessimistic about their **current financial situations**.



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↑ 35-54 years:  
57%

50%

of shoppers report that they are **financially worse off** compared to a year ago

↑ 35-54 years:  
50%

42%

feel it is a **bad time** to buy big household items such as furniture, refrigerators and televisions

77%

expect to be **in the same financial position or worse off** in the next 12 months

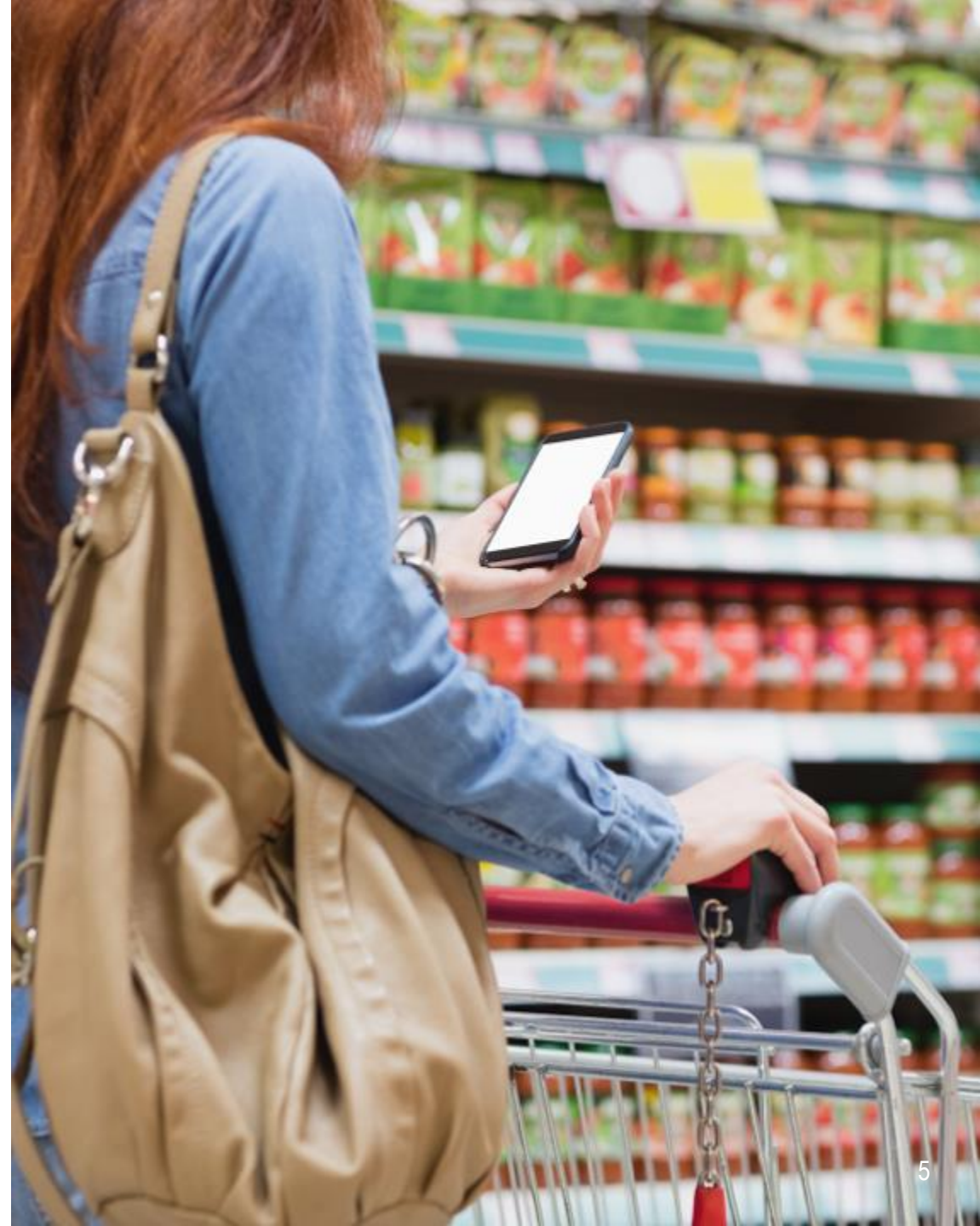
49%

believe **bad financial times** are ahead for businesses over the next 12 months and **37%** expect poor business conditions over the next five years

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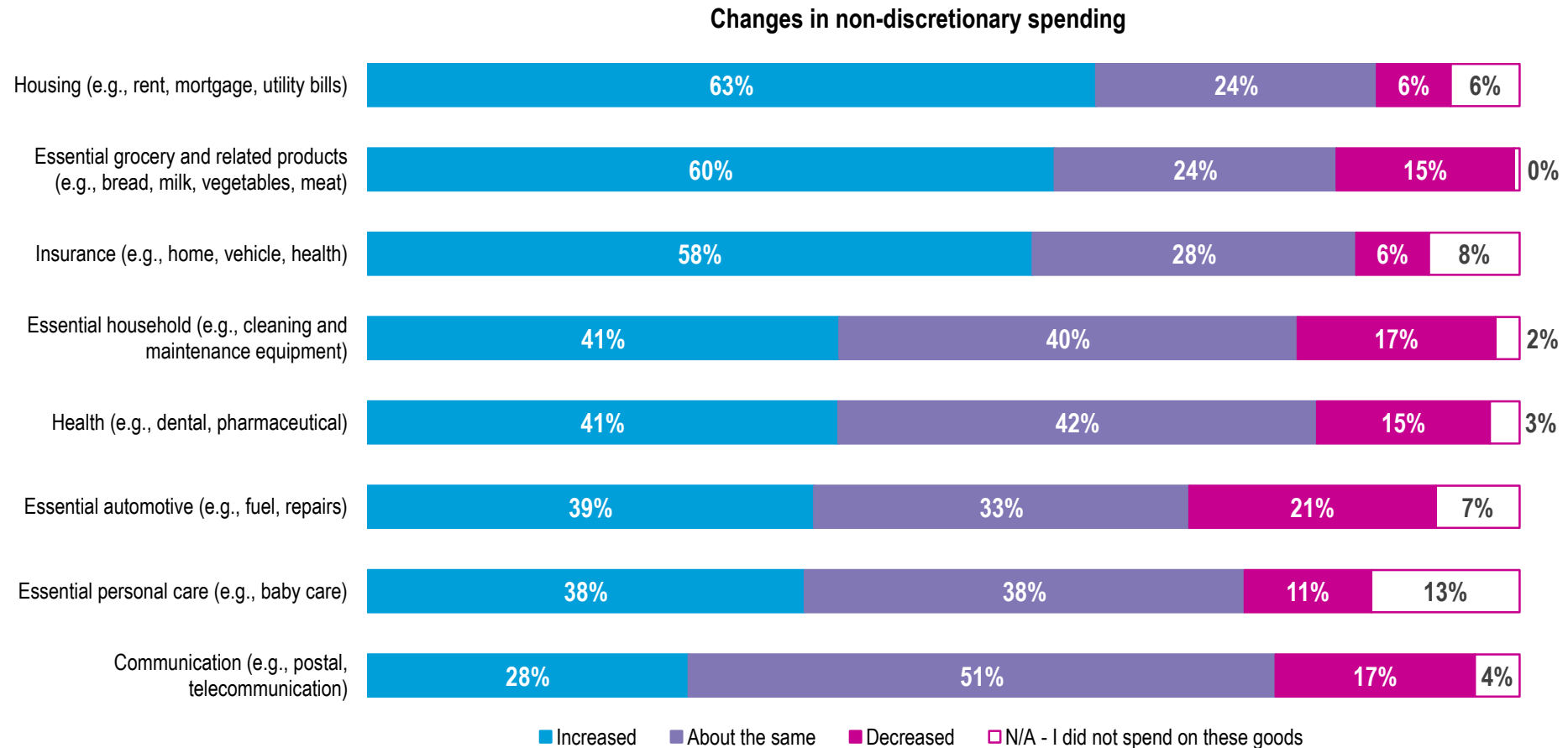
Shoppers are **spending more** on essentials such as **housing**, **groceries** and **insurance**. However, most basket sizes are the same over the past six months.

Moreover, shoppers are **cutting back** on non-essentials such as **takeaway** and **clothing**.



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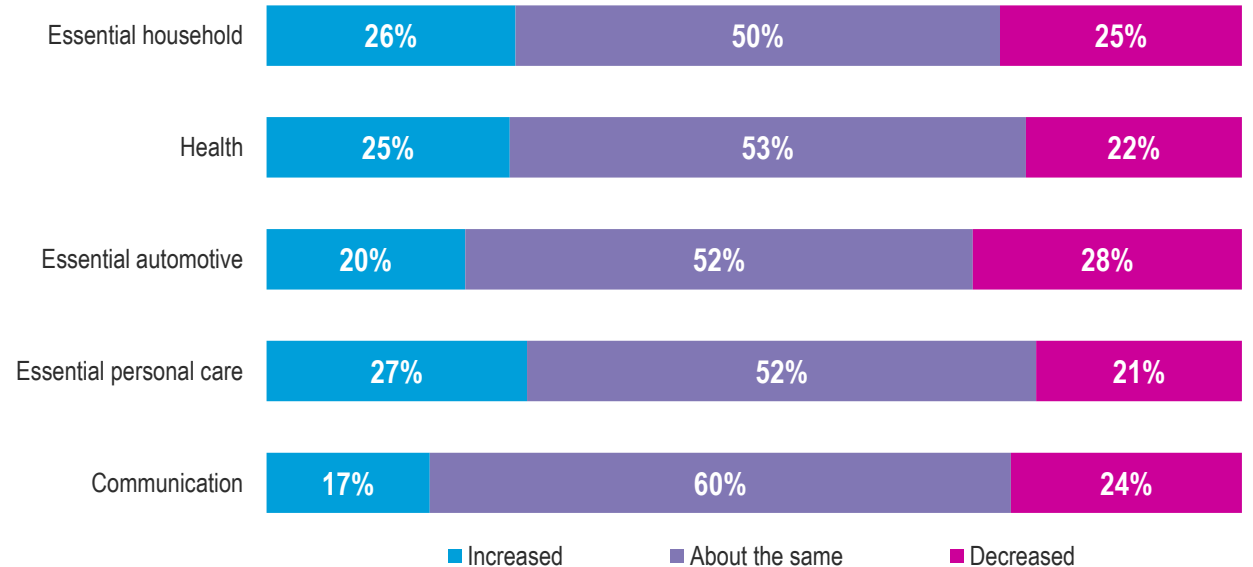
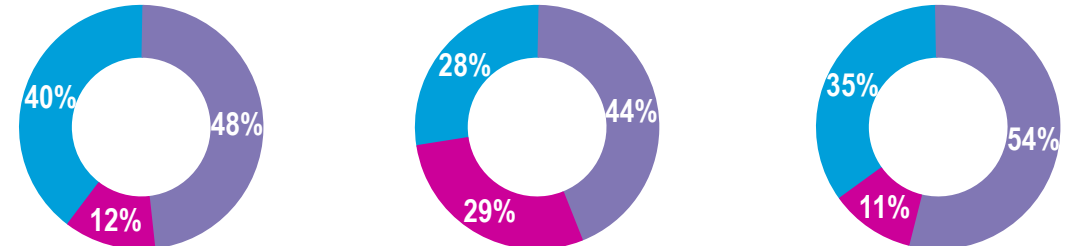
Majority of shoppers reported **non-discretionary spending increased or stayed the same** in the past six months, with **housing, groceries and insurances increasing considerably**



Note: Percentages may not add up to 100% due to rounding.

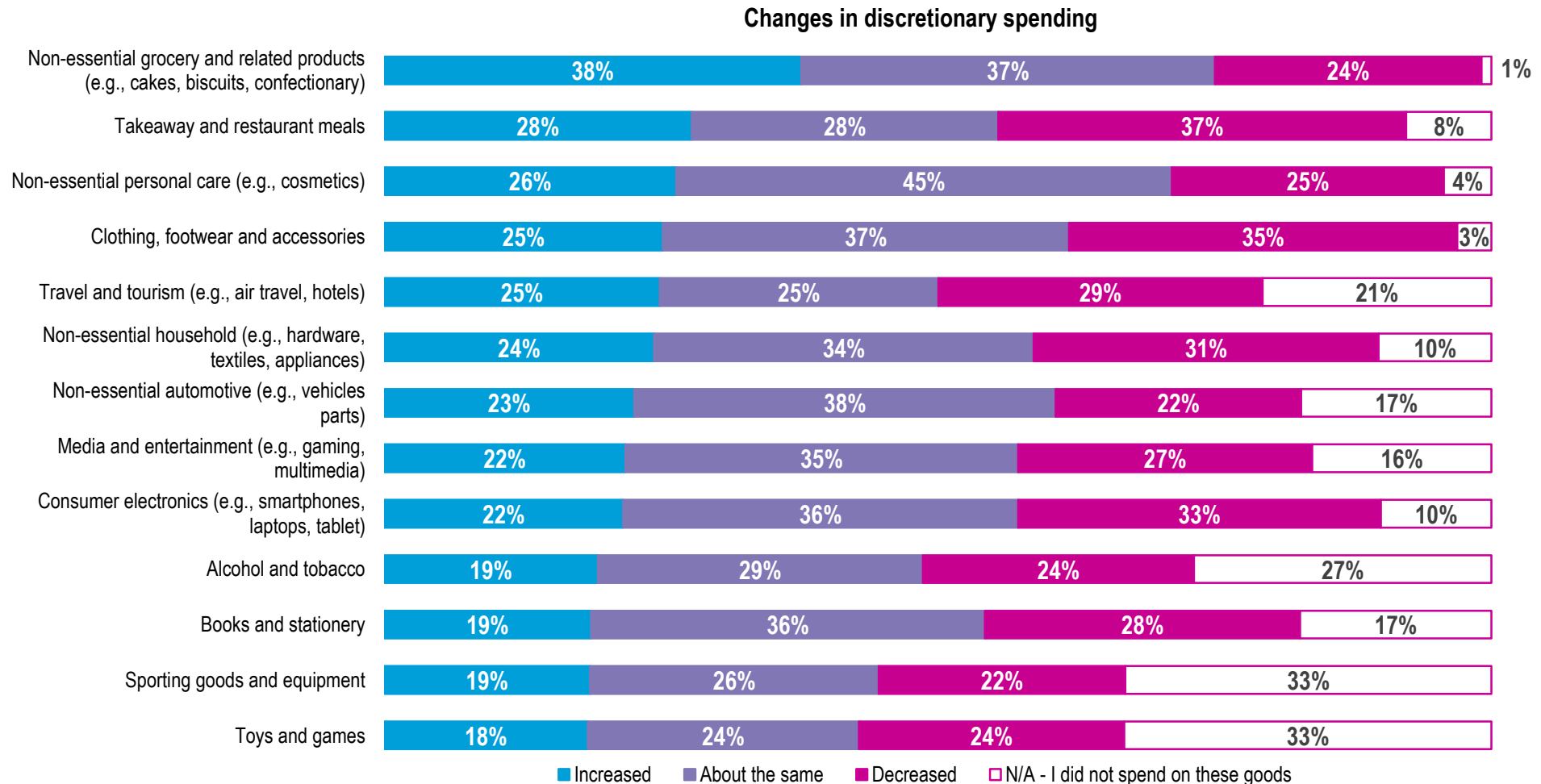
While spending increased or stayed the same, close to a half of shoppers reported that **basket sizes of essentials stayed the same** in the last six months

Changes in non-discretionary basket sizes



Note: Only those who made non-discretionary purchases in relevant categories responded to this question, therefore sample sizes vary; Sample sizes between 872 and 996; Percentages may not add up to 100% due to rounding.

## Majority of shoppers reported they spent **about the same, less or did not purchase certain discretionary products** in the past six months

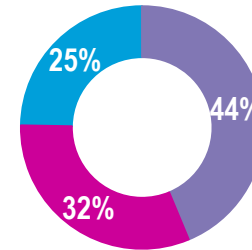


Note: Percentages may not add up to 100% due to rounding.

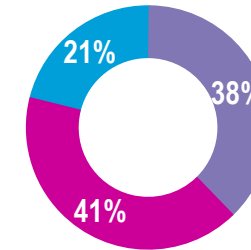


Similar to discretionary spending, majority of shoppers reported that **basket sizes of non-essentials stayed the same or decreased** in the last six months

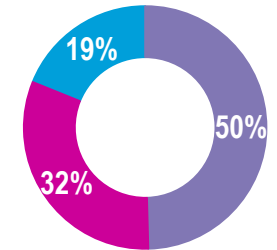
Changes in discretionary basket sizes



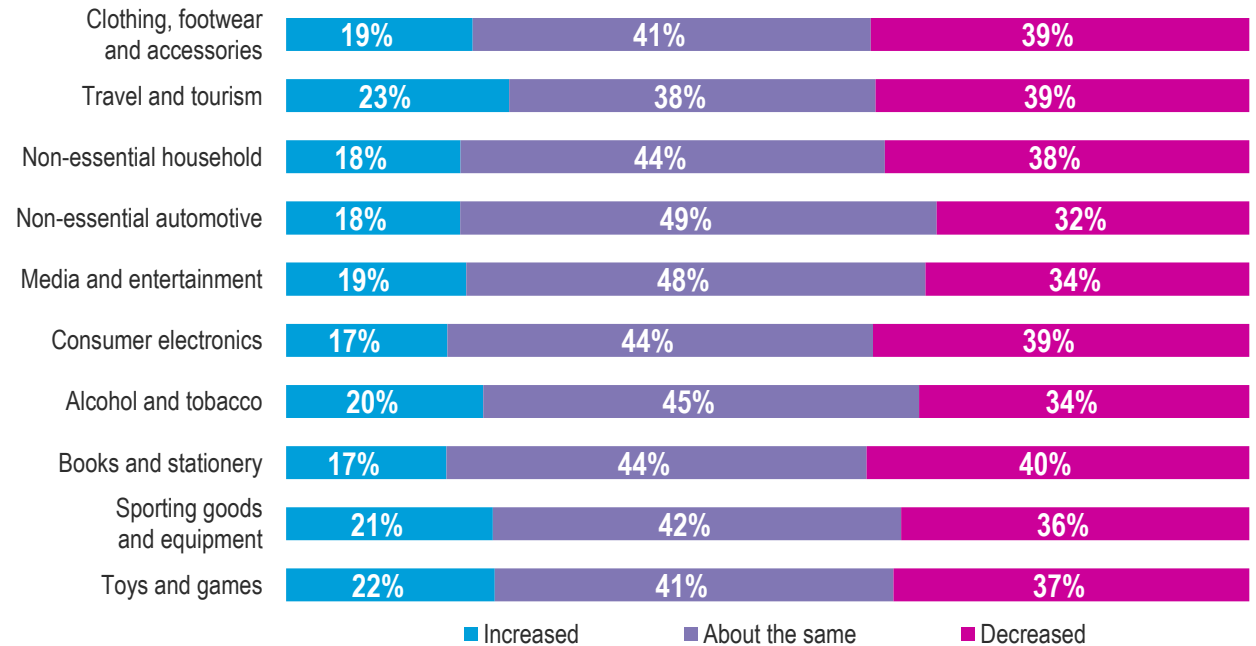
Non-essential grocery and related products



Takeaway and restaurant meals



Non-essential personal care

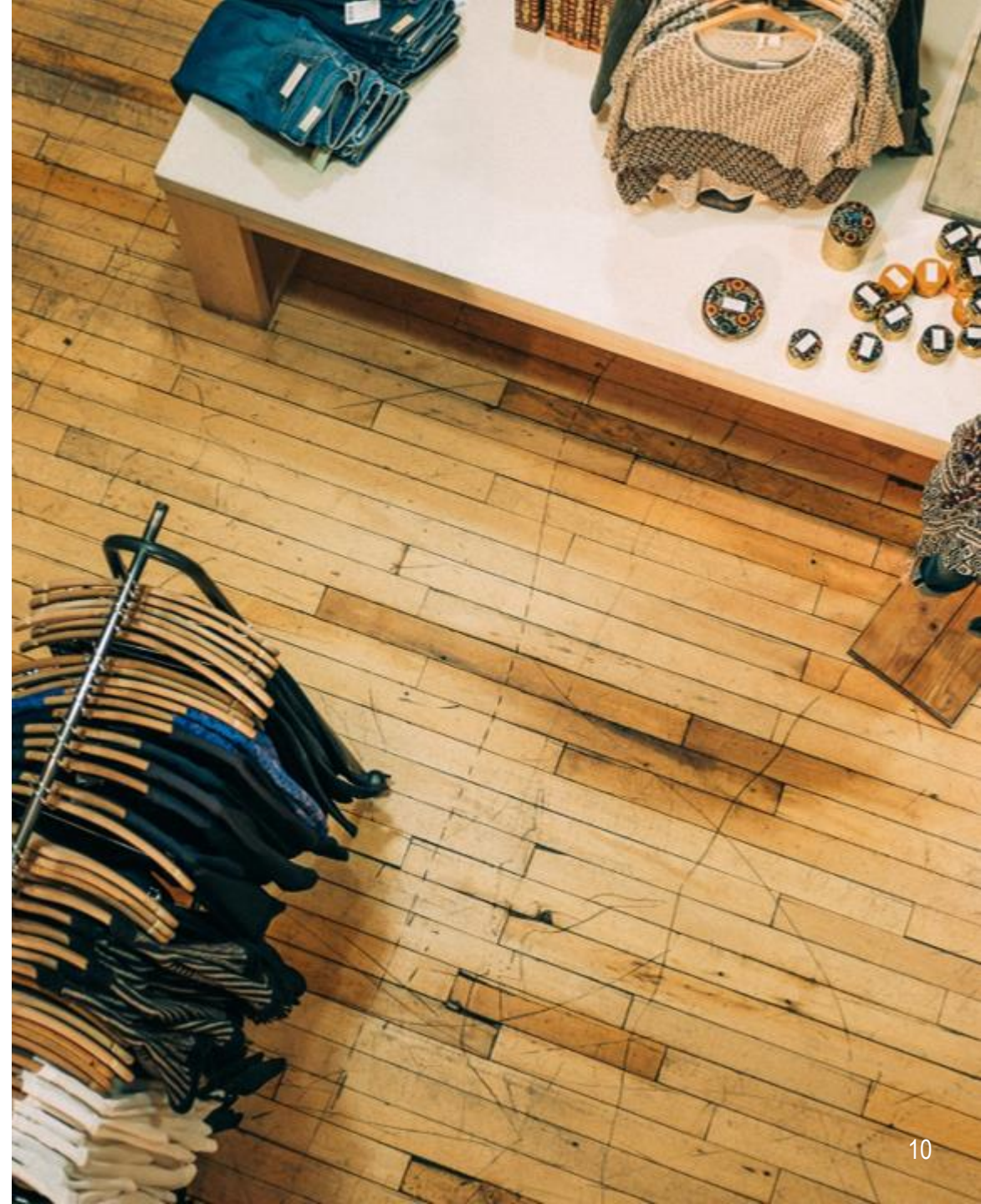


Note: Only those who made discretionary purchases in relevant categories responded to this question, therefore sample sizes vary; Sample sizes between 669 and 992; Percentages may not add up to 100% due to rounding.

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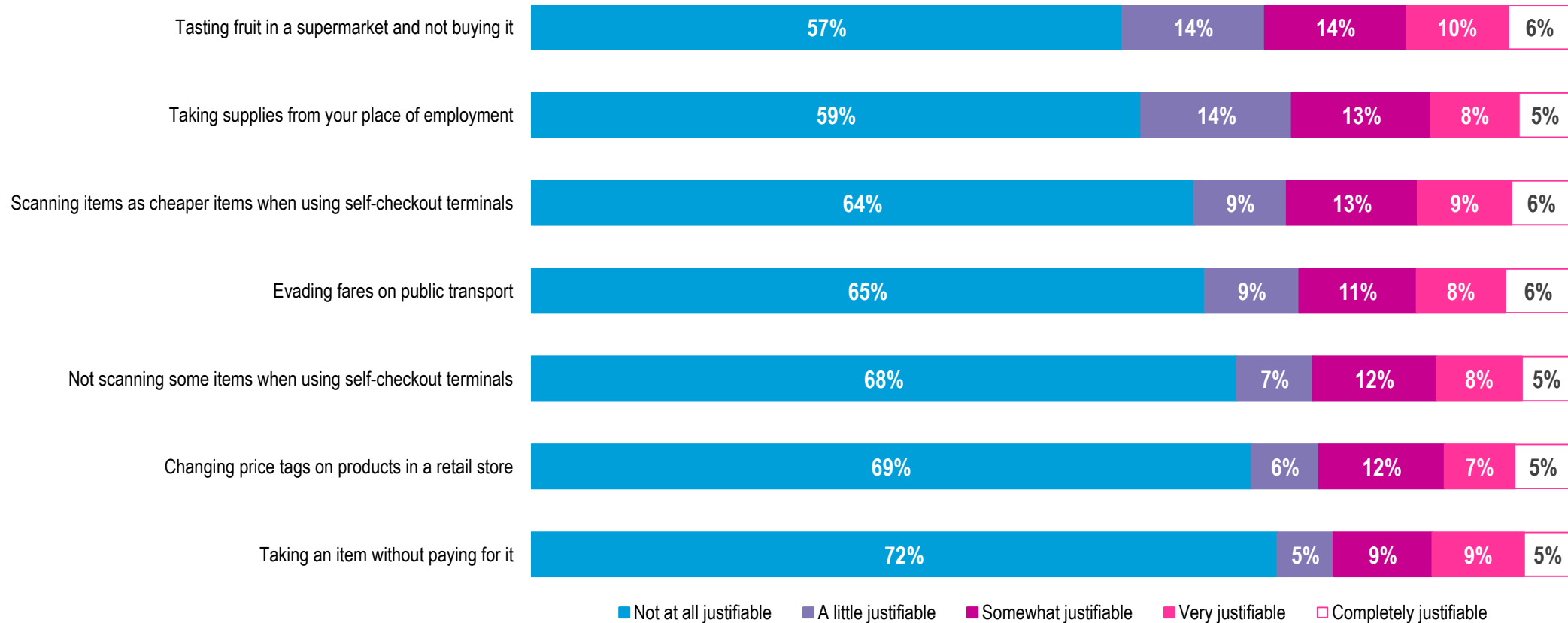
**Shoplifting** has re-entered the spotlight amid the increased cost of living. Shoplifting is only one form of **consumer deviance** that negatively impacts retailers.

We asked shoppers how **justifiable** a range of deviant behaviours are given the economic climate, and the results are surprising.



Across **blatant forms of theft**, a quarter or more of shoppers believe that theft is **a little to completely justifiable**

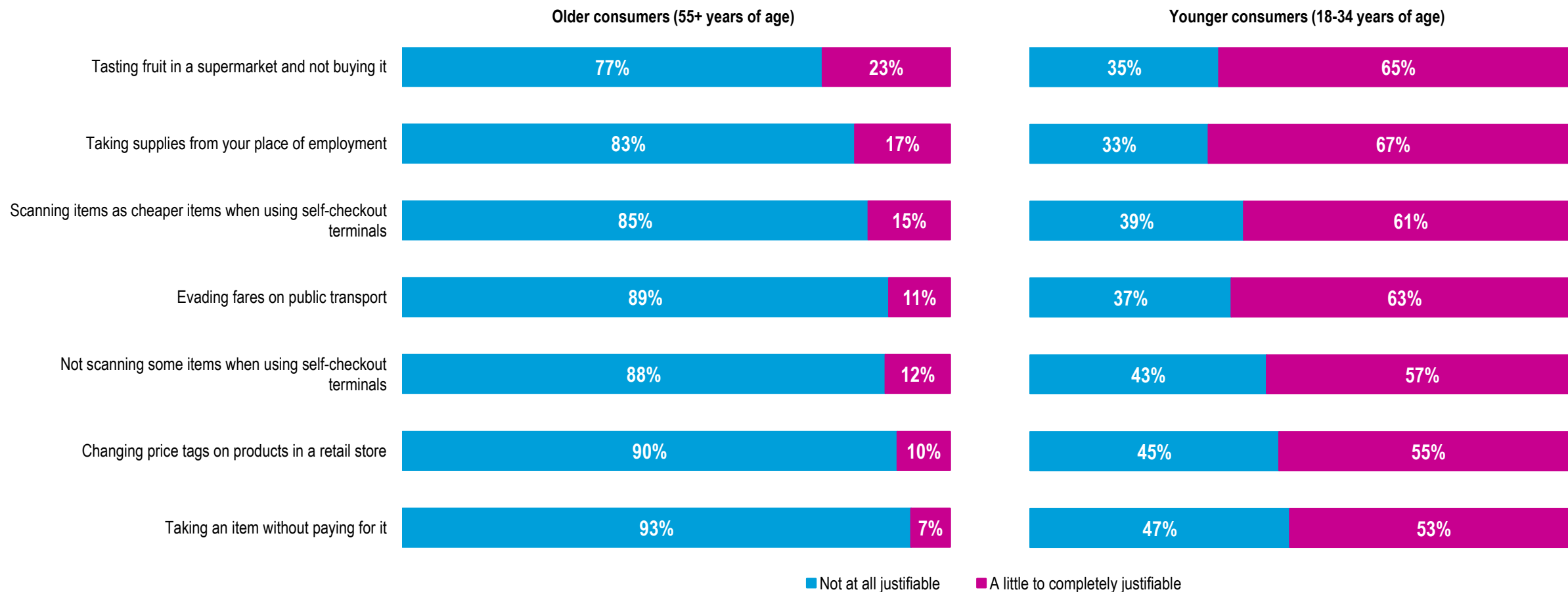
Justifiability of deviant consumer behaviours: Theft



Note: Percentages may not add up to 100% due to rounding.

Significantly more **older consumers** reported that **forms of theft** are **not at all justifiable** compared to other age groups, while significantly more **younger consumers** indicated that they are **a little to completely justifiable**

Justifiability of deviant consumer behaviours: Theft

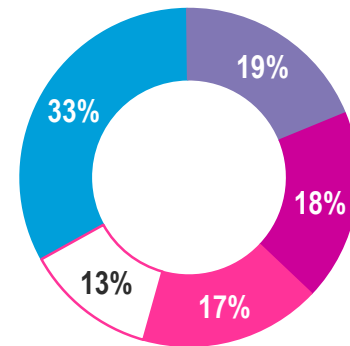


Note: Percentages may not add up to 100% due to rounding.

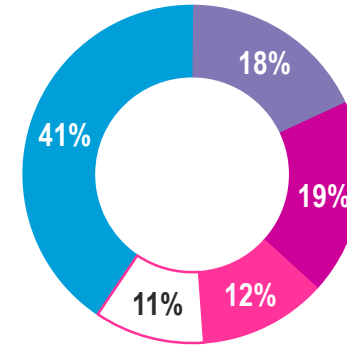
## Half or more of shoppers consider **manipulating deals and promotions** to be a little to completely justifiable

### Justifiability of deviant consumer behaviours: Deals and promotions

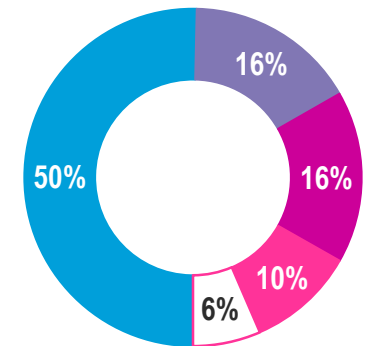
Claim a price is better at a competing retailer in order to get a discount



Creating multiple email accounts to redeem retailer 'one-time' offers



Lying about a child's age in order to get a cheaper price



■ Not at all justifiable ■ A little justifiable ■ Somewhat justifiable ■ Very justifiable ■ Completely justifiable

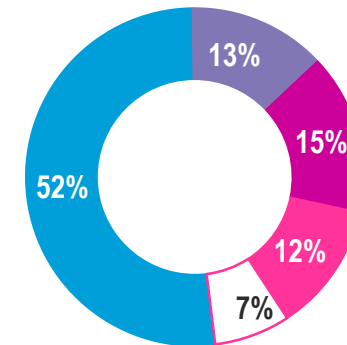
Note: Percentages may not add up to 100% due to rounding.



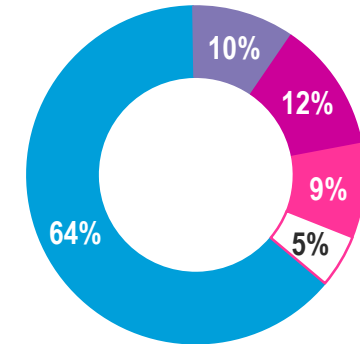
Over a third of shoppers consider **questionable returns** to be **a little to completely justifiable**

### Justifiability of deviant consumer behaviours: Returns

Returning used goods for a refund



Buying items for single use, and then returning them



■ Not at all justifiable ■ A little justifiable ■ Somewhat justifiable ■ Very justifiable ■ Completely justifiable

Note: Percentages may not add up to 100% due to rounding.

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