

28 January 2021

# Zip Weekly Spending Index: January Report

The Zip Weekly Spending Index is based on anonymised transaction data from a sample of more than 1.5 million Zip customers and 300,000 Pocketbook users. The key findings are outlined below. Data must be attributed to 'Zip Weekly Spending Index'

All data is from the month of December 2020.

## Aussies are taking advantage of the HomeBuilder grant and improving their homes

### Key data:

- Construction +23.0%
  - Building construction +27.1%
- Electrician +62.9%
- Furniture and homewares +42.0%
- Garden and hardware +25.2%
- Installation and renovation +33.0%
- Landscaping +58%
  - Gardeners +59.0%
- Repairs and maintenance +30.5%
- Trade services +69.5%
  - Carpenters +82.4%
  - Flooring +52.2%
  - Plasterers +65%
  - Plumbing +82.2%
  - Roofing +90.3%
  - Tiling +60.1%

## The way Aussies are holidaying has shifted significantly and this is what the new norm looks like

### Key data:

- Caravan dealers +242.9%
- Campgrounds and caravan parks +54.3
- Motels +108.5%
- Holiday resorts -70.9%
- Hotels -35.4%

- Attraction spending -15.2%
- Amusement spending -51.4%
- Botanical gardens and national parks +72.8%

## **Aussies are turning to alternative and specialist healthcare**

### **Key data:**

- Specialist healthcare up 27.3%
- Weightloss treatment +43.10
- Acupuncture +30.4
- Alternative medicine +24.4
- Cardiologists +19.6

## **Spend on personal appearance increased over Christmas**

### **Key data:**

- Tattooists +52.5
- beauty salons +17.4

## **Additional interesting data:**

### **Aussies prioritised mental health over the Christmas break:**

- Counselling and mental health up 57.1%
- Psychiatrists up 96.6%

### **Australian consumers went on a hunt for true love over summer:**

- Dating agency +30.35
- Escort agencies -30.7

### **Skills-based spending increased over December:**

- Cooking schools +28.4%
- Art Schools +39.6%
- Flying schools +37.2
- Language schools +66.6
- Music schools +27%

## **Notes for editors**

### **About the report**

The Zip Weekly Spending Index is based on anonymised transaction data from a sample of more than 1.5 million Zip customers and 300,000 Pocketbook users. Data from the more than 1.8 million Zip and Pocketbook accounts was analysed to identify trends in consumer spending throughout December. This also included transaction data from financial services accounts linked to the Pocketbook app.

### **About Zip**



ASX-listed Zip Co Limited (Z1P: ASX) is a leading player in the digital retail finance and payments industry. The company offers point-of-sale credit and digital payment services to the retail, home, health, automotive and travel industries. Zip has operations across Australia, New Zealand, South Africa, the United Kingdom and the USA. Zip also owns Pocketbook, a leading personal financial management tool. Zip is focused on offering transparent, responsible and fairly priced consumer and SME products. Zip's platform is entirely digital and leverages big data in its proprietary fraud and credit-decisioning technology to deliver real-time responses. Zip is managed by a team with over 100 years' experience in retail finance and payments and is a licensed and regulated credit provider.

For more information, visit: [www.zip.co](http://www.zip.co)

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