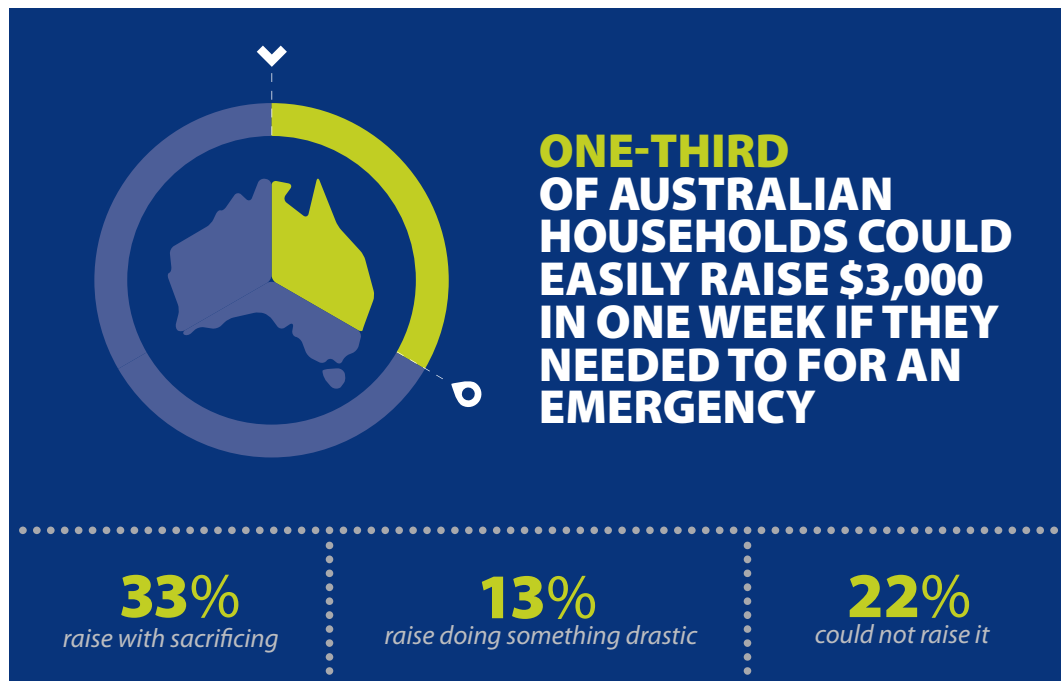


HOW ARE AUSTRALIANS FEELING AND REACTING TO THE ONGOING GLOBAL FINANCIAL STORM?

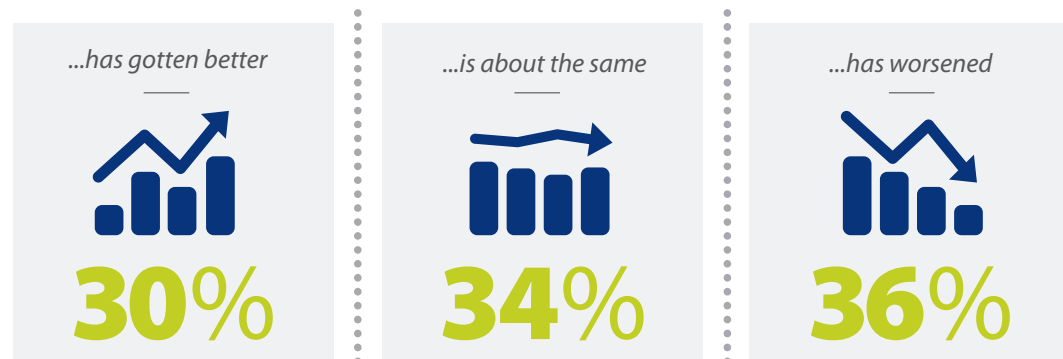
Anyone listening to news reports and the conversations of everyday Australians would recognise that there is a great deal of talk about the global economic uncertainty and the effects that this uncertainty is having on Australian households. Take a look below to see how Australian households are feeling and how they are going. This forms the foundation for in-depth research by ME Bank into the dynamics of household financial health.



A PATCHWORK OF FINANCIAL COMFORT AMONG AUSTRALIAN HOUSEHOLDS

28% of households say they feel highly comfortable with their overall household financial situation, yet 24% report a great deal of worry or stress about their finances in the last month. Overall, the ME Bank Financial Comfort Index was moderate – 5.2 out of 10.

COMPARED TO LAST YEAR, HOUSEHOLD FINANCIAL SITUATION



HOUSEHOLDS MOST COMFORTABLE WITH RESPECT TO DEBT MANAGEMENT & INCOME

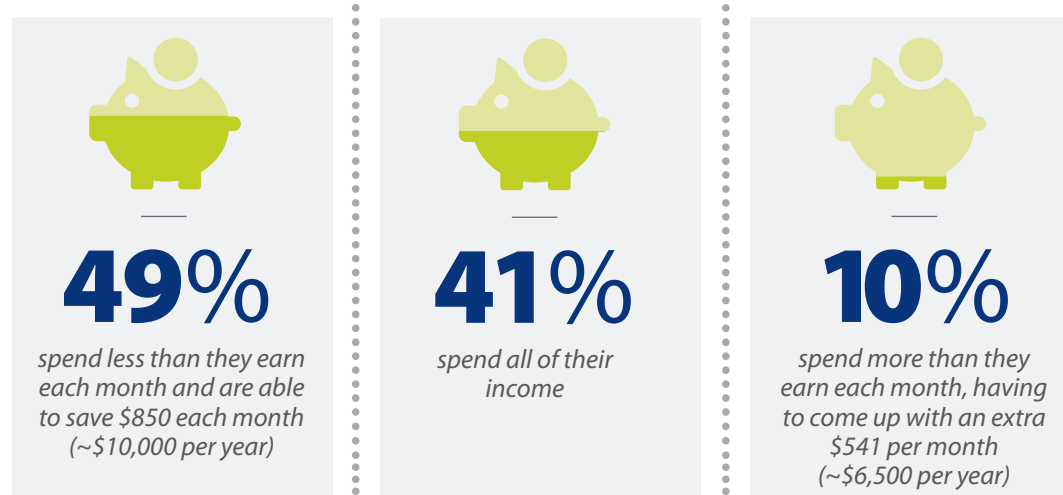
% of Australian households somewhat or very comfortable with their...



Household comfort levels are lowest with respect to Cash Savings and Long-Term Investments highlighting the importance of both of these aspects in contributing to household comfort with finances in uncertain times.

SAVING FOR A RAINY DAY

Having a savings buffer increases financial security, and **one-half** of Australians are able to save in a typical month.



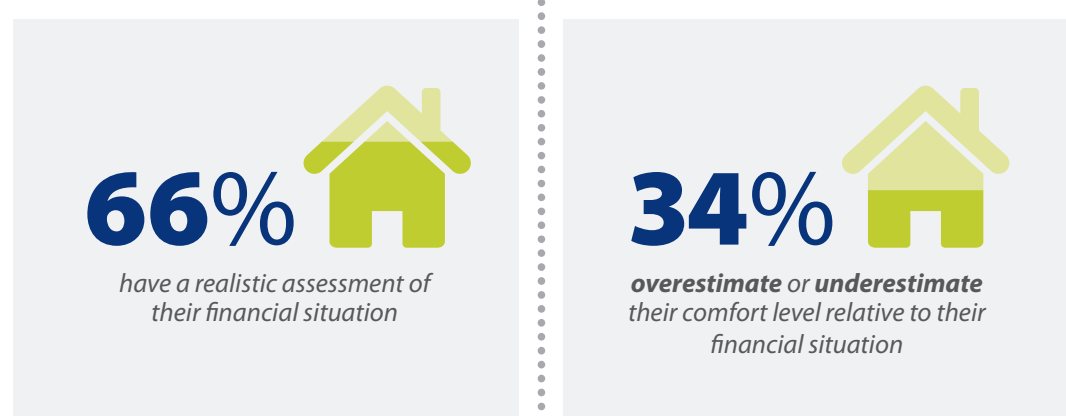
HELPING AUSTRALIANS MANAGE THEIR FINANCES

59% of Australian households report taking some-to-strong interest in their finances, super and investments. This suggests opportunity to further encourage the following behaviours:



AUSTRALIANS LARGELY REALISTIC ABOUT THEIR FINANCIAL SITUATION

Based on the wealth of Australian households and how comfortable Australian households feel about their financial situation, the ME Bank Household Financial Health Dynamics study shows that:



DELVING DEEPER

These facts suggest that in a time characterised by global uncertainty, on the whole Australian households are making realistic assessments of their financial situation. They have moderate levels of comfort and are most concerned about building long-term investments and cash savings during current uncertain times. There are, however, some interesting variations between household types. ME Bank explores, in more detail, how Australians are feeling about their household finances as well as the drivers of household financial comfort in the *ME Bank Household Financial Health Dynamics* report.

Source: ME Bank – Owned by some of Australia's largest industry super funds, ME Bank provides industry super fund, union, and employer association members with a genuine and fairer banking alternative.

Website: mebank.com.au

Footnotes: All data is from an online nationwide survey of 1,486 Australian adults in October 2011, collected by DBM Consultants and collated by Baker Group on behalf of ME Bank. November 2011.

