

tyro

EAT PAY LOVE REPORT

How Aussies are eating, drinking
and spending in 2024



**IS THE AUSSIE PUB SHOUT DEAD?
HOW MUCH ARE WE WILLING TO PAY
FOR A COFFEE?
AND HOW MUCH IS IT ACTUALLY
COSTING US TO STAY IN?**

Tyro's Eat Pay Love Report reveals how Aussies really feel about spending their time and money in 2024.

Looking at insights from more than 1,000 Aussie consumers, we found there is more to the story than blanket conservative spending in an era when cost of living pressures are at an all-time high.

Aussies told us that they still love going to their local restaurants, cafes and pubs – they're just spending their hard-earned money a little bit differently than they did before.

Our insights show that while the pull of community and connection remains strong, we have more to prioritise and consider when it comes to spending money on eating, drinking and coming together.

Small businesses in Australia are no strangers to changing spending landscapes, and this is particularly true for our thousands of much-loved hospitality merchants who continue to find new ways to feed and excite Aussie diners.

Whether you're dining or serving, we hope this report offers valuable insights to help both diners and merchants keep Australia's iconic hospitality industry thriving, so that we can continue to Eat, Pay, Love.



Tyro Chief Growth Officer

DEANNE BANNATYNE

KEY FINDINGS

More than a third of Aussies, are less likely to shout their mates now compared to a year ago and would rather use a QR code than tell their mates they don't want to shout drinks.

54% of Aussies are consciously ordering less expensive dishes when they eat out to save money.

With many restaurants having to increase prices to cover their costs, **one in three Aussies** is willing to pay more for a meal.

Pizza is the **#1 food** Aussies are still happy to fork out for.

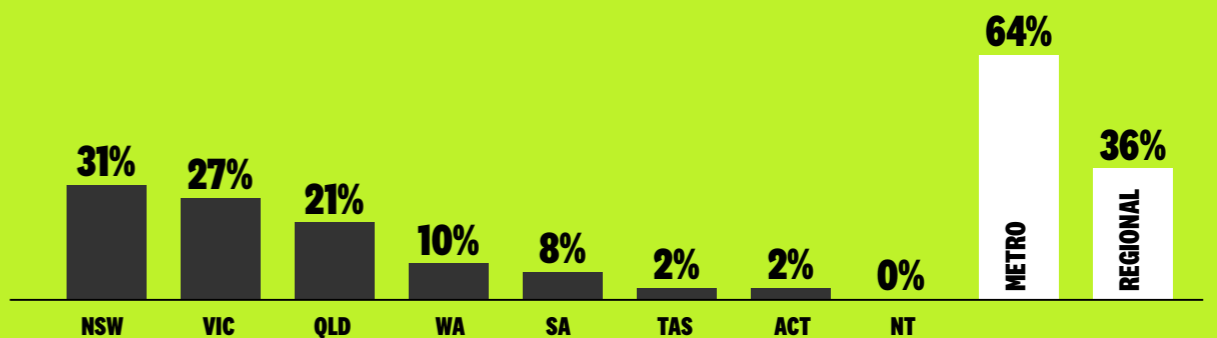
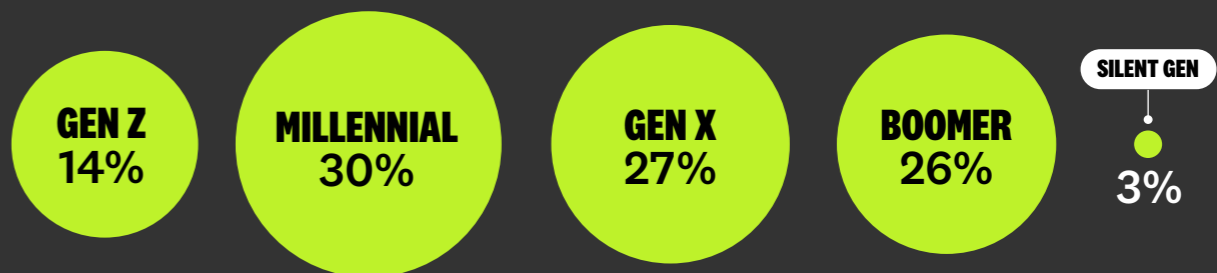
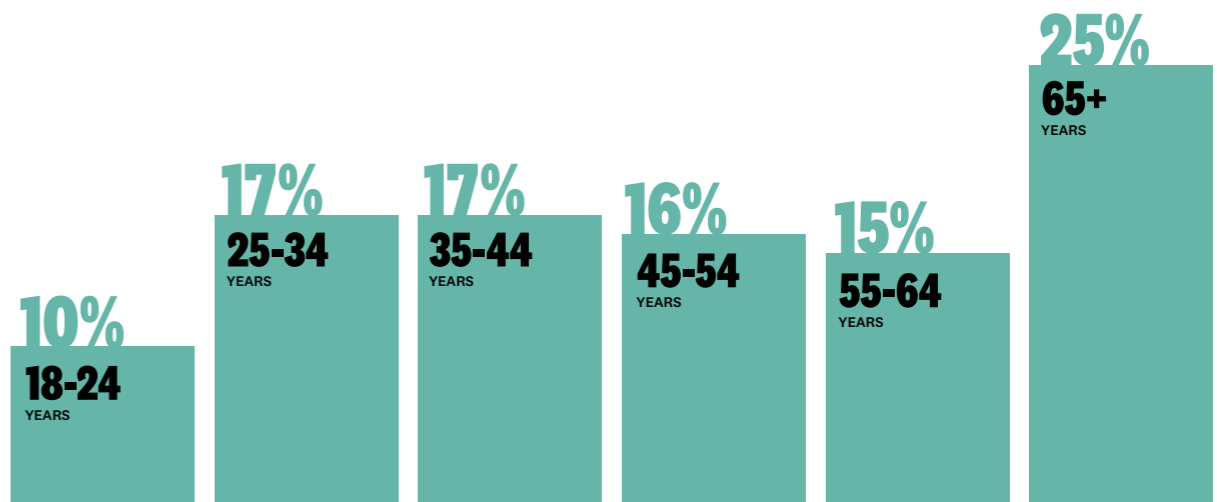
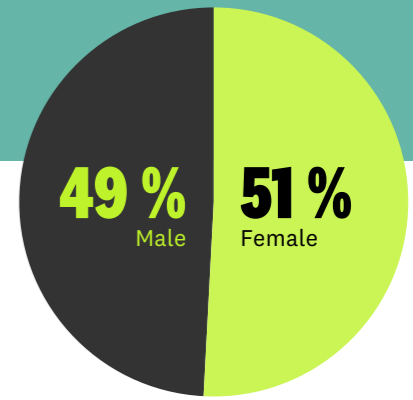
Aussies are prepared to cut back on new clothes/shoes and food delivery so they can afford to go out for a meal or drink.

One in five Aussies are tipping less than they were, but more than half never tip.

Aussies say it's costing almost **\$91 a week**, on average, just to stay in.

More than half of Aussies say going to their 'local' makes them feel a part of their community.

WHO WE SPOKE TO

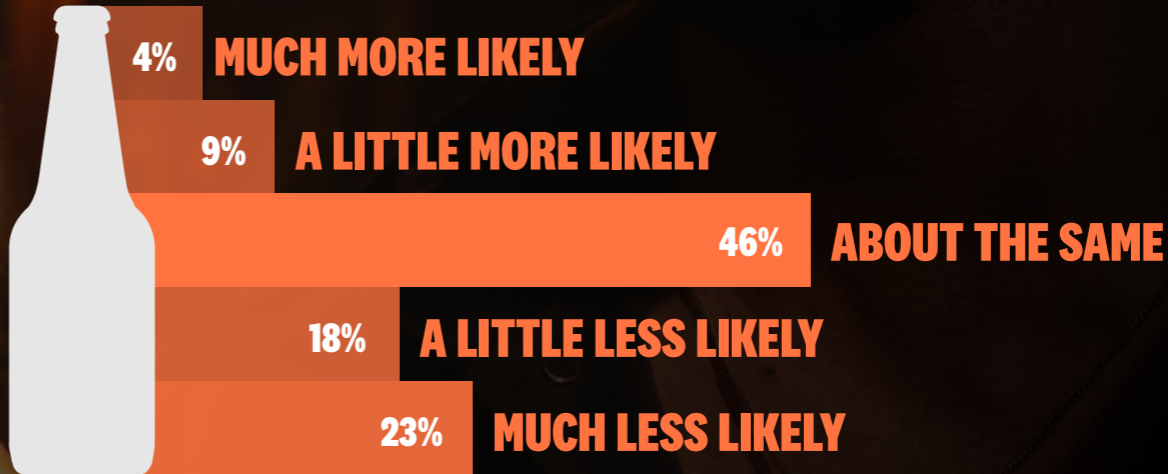


OVER 1000 AUSSIES CONSUMERS



MORE THAN A THIRD OF AUSSIES ARE LESS LIKELY TO SHOUT THEIR MATES DRINKS NOW COMPARED TO A YEAR AGO AND WOULD RATHER USE A QR CODE TO ORDER THAN TELL THEIR MATES THEY DON'T WANT TO SHOUT DRINKS.

How likely are you to buy a round of drinks for friends, today compared to a year ago?



Are you comfortable telling your mates you dont want to shout drinks? Or would you prefer to buy your own drinks using the QR code on the table to avoid the conversation.

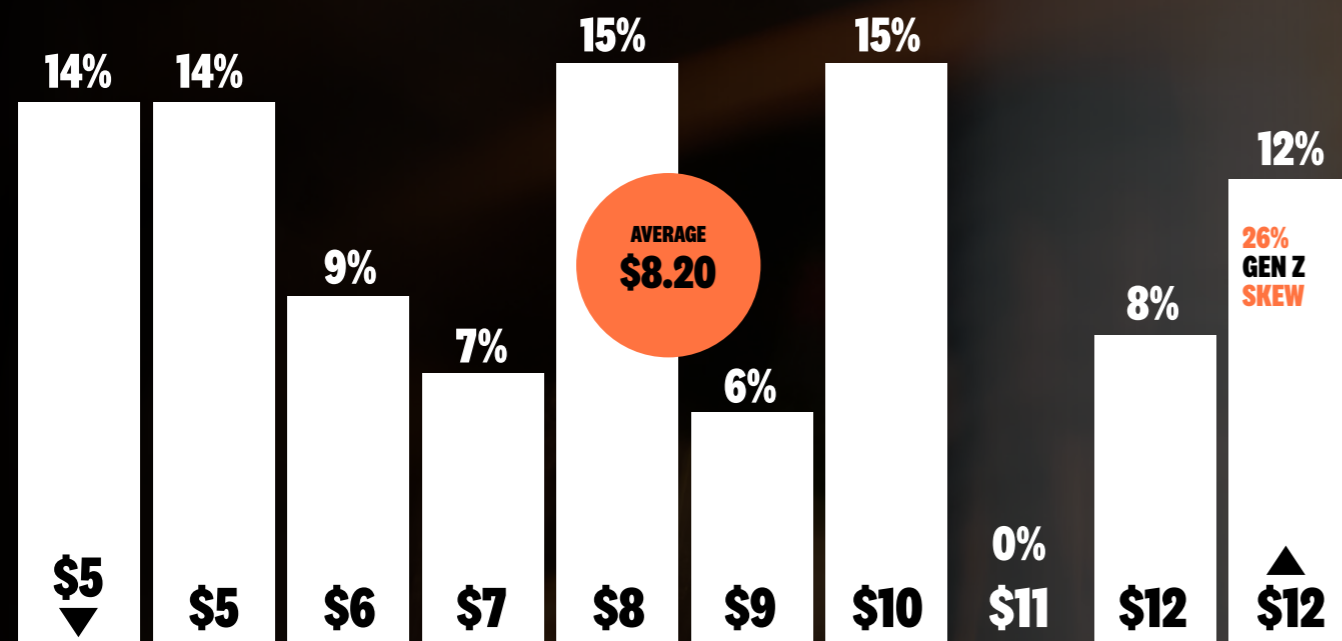
39% Prefer to use QR code so they don't need to have the conversation

61% Comfortable telling mates i dont want to shout

12% OF AUSSIES ARE HAPPY TO PAY MORE THAN \$12 FOR A BEER, WITH 26% OF THAT COHORT COMING FROM GEN X

THE AVERAGE PRICE AUSSIES THINK IS ACCEPTABLE TO PAY FOR A BEER IS \$8.20

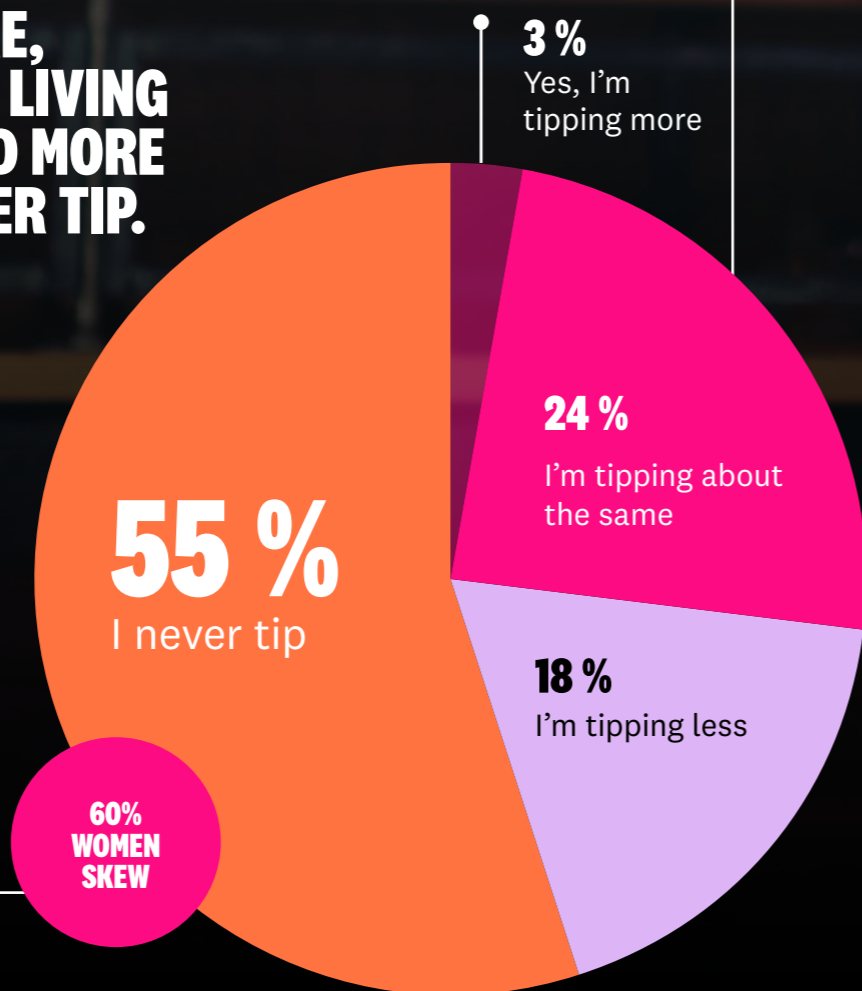
What's the most you'd be happy to pay for a beer at the pub?





ALMOST ONE IN FIVE AUSSIES ARE TIPPING LESS THAN THEY WERE, DUE TO COST-OF-LIVING PRESSURES, AND MORE THAN HALF NEVER TIP.

With the cost of living pressures, have you changed the amount you tip when you go out for a meal or to the pub?



52%
At my table

WHEN IT COMES TO EATING OUT, 52% OF THOSE SURVEYED PREFER TO ORDER WITH A WAITER AT THEIR TABLE.

When ordering food at a restaurant or cafe, I prefer to order...

27%
At the counter

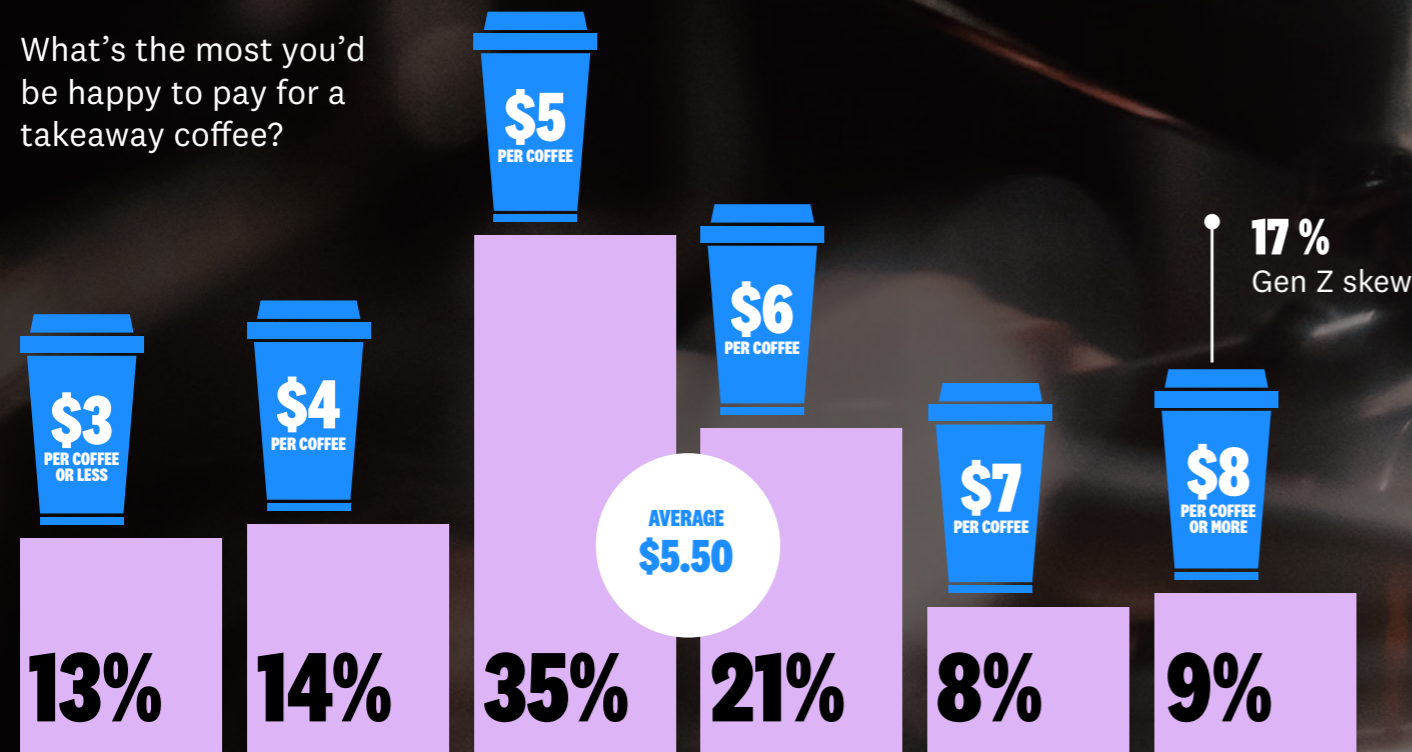
21%
Using a QR code or app to skip the queues

43% GEN Z

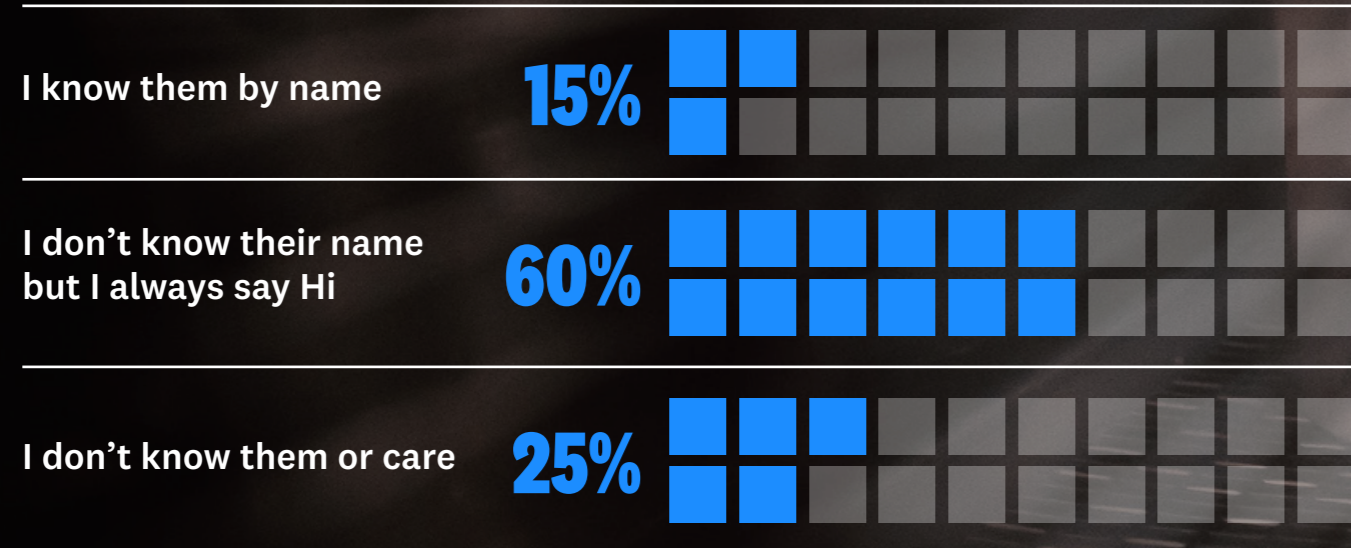
35% MILLENIALS

THE AVERAGE AUSSIE IS HAPPY TO PAY MORE THAN FIVE DOLLARS PER COFFEE.

What's the most you'd be happy to pay for a takeaway coffee?



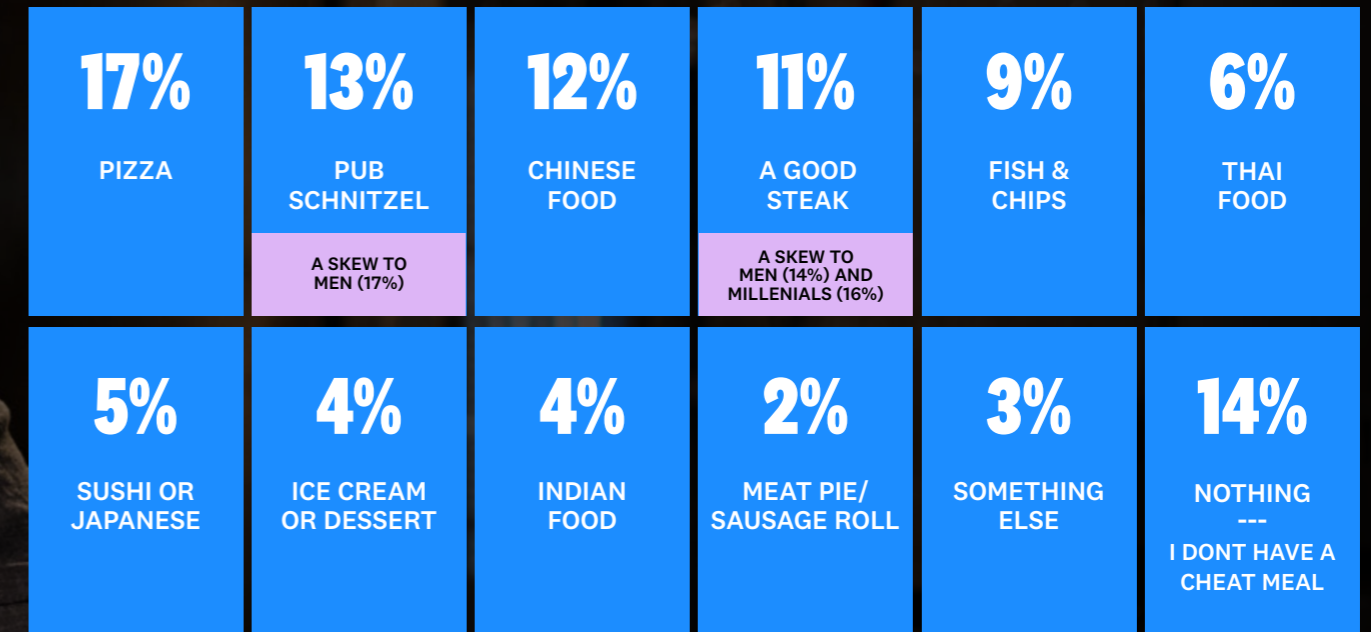
ONE IN SEVEN AUSSIES KNOW THE STAFF AT THEIR LOCAL CAFÉ/BAR BY NAME.





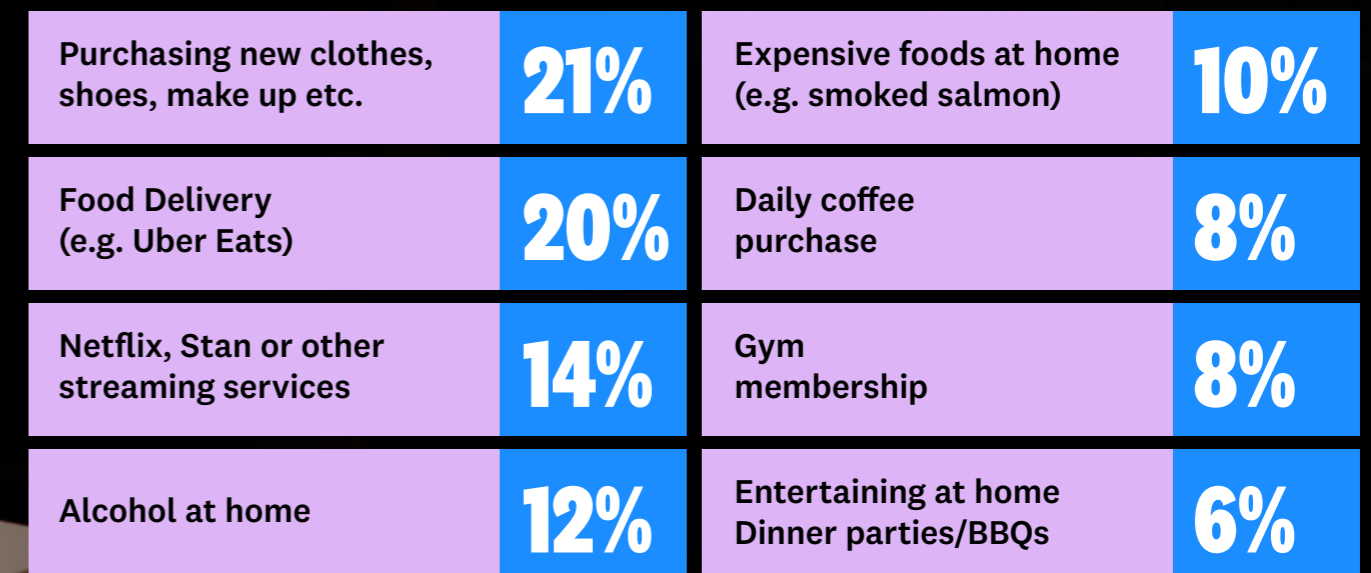
PIZZA IS THE NUMBER 1 FOOD AUSSIES ARE STILL PREPARED TO FORK OUT FOR.

What's the one meal that you're still prepared to go out for, even when you're saving money?



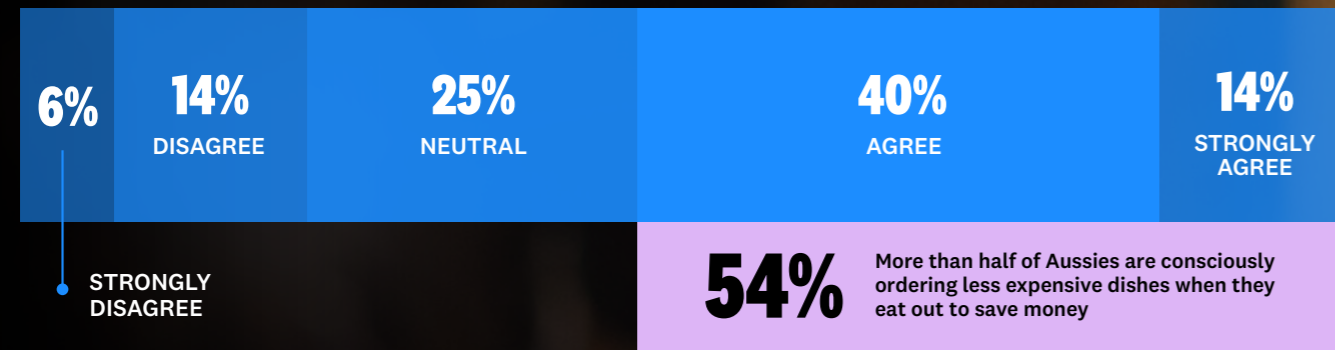
AUSSIES ARE PREPARED TO CUT BACK ON NEW CLOTHES/SHOES AND FOOD DELIVERY SO THEY CAN AFFORD TO GO OUT FOR A MEAL OR DRINK WITH FAMILY AND FRIENDS.

If you were to cut back on one thing so that you could afford to go to the pub, or out for a meal with friends/family, what would that one thing be?



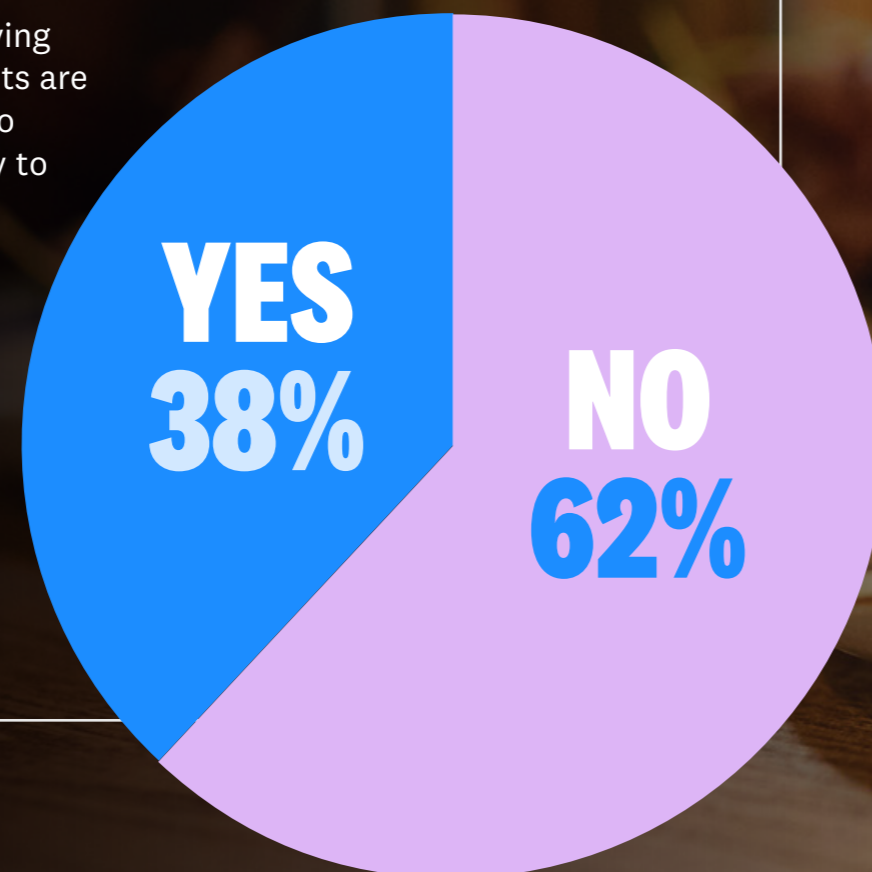
MORE THAN HALF OF AUSSIES ARE CONSCIOUSLY ORDERING LESS EXPENSIVE DISHES WHEN THEY EAT OUT TO SAVE MONEY.

When ordering food/dining out, I'm consciously choosing less expensive dishes to save money.



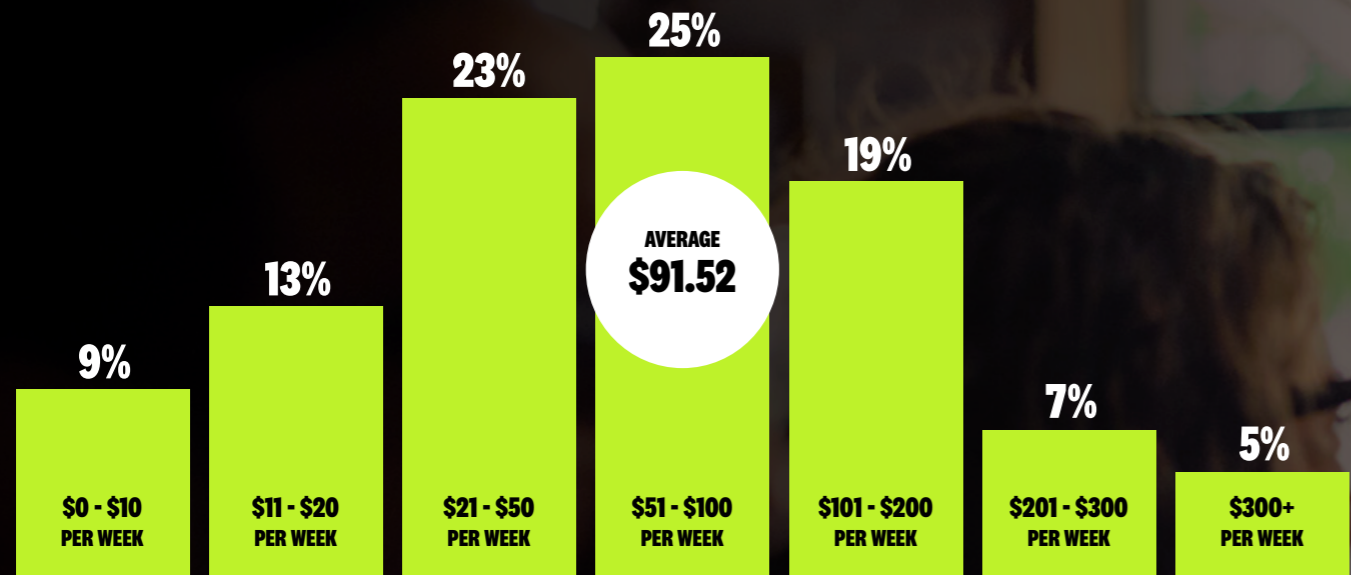
DESPITE COSTS GOING UP, ONE IN THREE AUSSIES ARE STILL WILLING TO PAY MORE FOR A MEAL OUT.

With the current cost of living pressures, many restaurants are having to increase prices to cover costs. Are you happy to pay more knowing this?



IT'S CHEAPER TO GO TO THE PUB THAN STAY AT HOME, WITH THE AVERAGE AUSSIE ESTIMATING IT COSTS \$91.52 PW TO STAY IN.

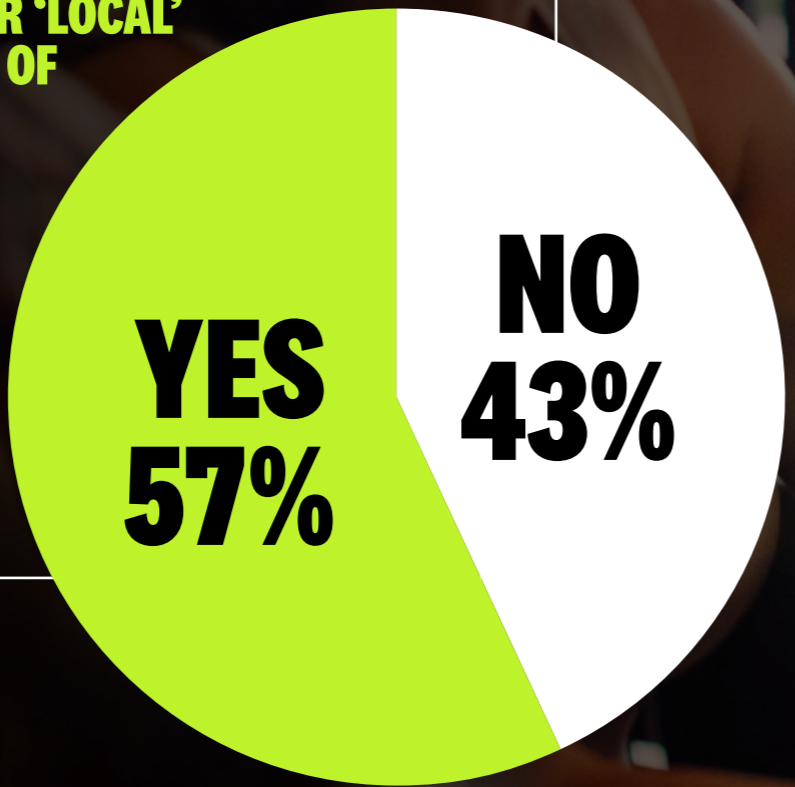
How much on average does it cost you to stay at home each week (i.e streaming costs, bills, takeaway, drinks)



FOR ONE IN EIGHT, IT'S MORE THAN \$200 A WEEK

MORE THAN HALF OF AUSTRALIANS (57%) SAY GOING TO THEIR 'LOCAL' MAKES THEM FEEL A PART OF THEIR COMMUNITY

Does going to your local cafe or bar make you feel more a part of the community?





About Tyro

In 2003, Tyro set out to make payments the easiest part of doing business. Today, we're still into business big time, powering more than 71,000 merchants across Australia with in-store, online and on-the-go payment solutions. Working with more than 700 partners, we create seamless payment experiences for hospitality, retail, services and health providers, with integrated banking and lending solutions designed to help unlock the potential of every business. For more information, visit tyro.com.

Methodology

Antenna, an independent consumer research agency on behalf of Tyro, conducted an online AntennaPoll survey of 1,022 Australians. The survey was conducted between 21st and 25th of June, 2024. The survey data collection was national, and respondents were sourced using an accredited online research access panel. Data was weighted for representation against 2021 ABS Census data.

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