



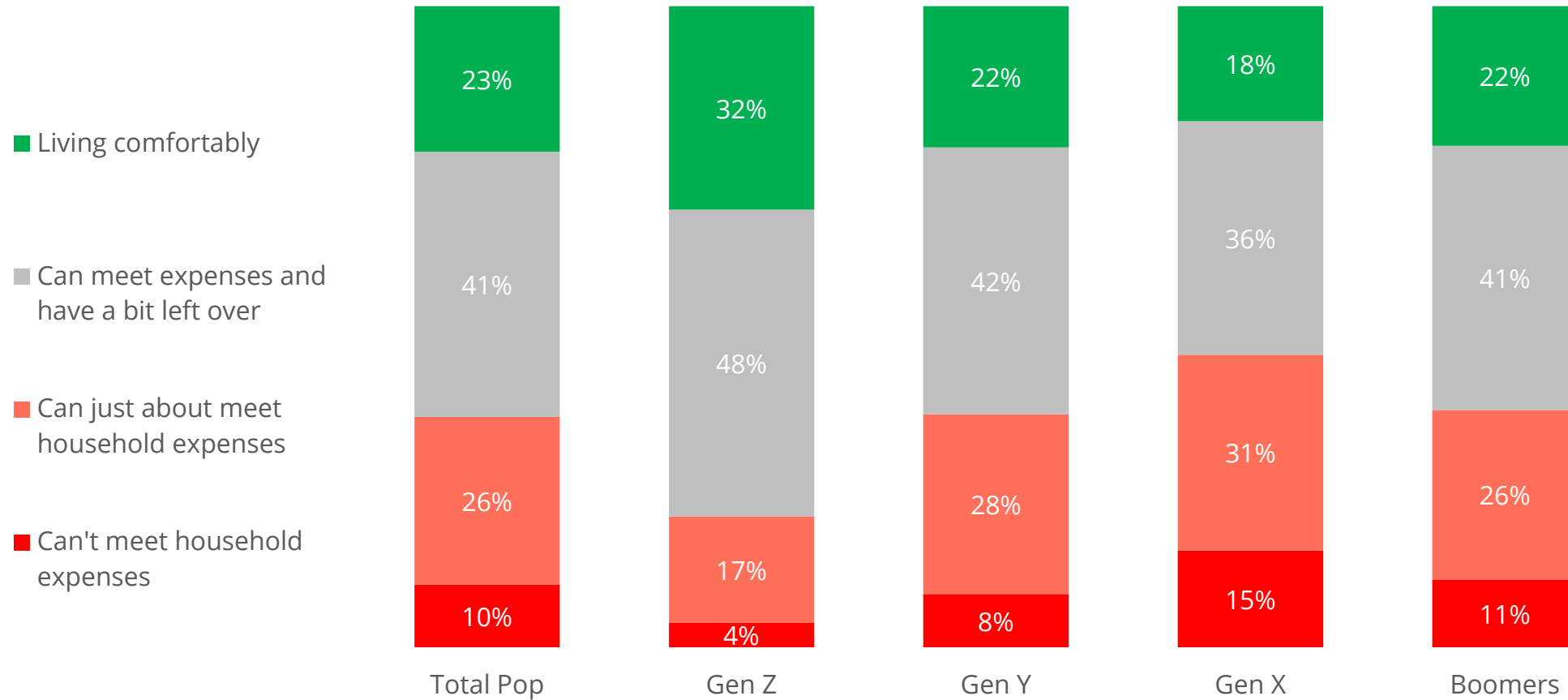
Consumer Sentiment

August 2024

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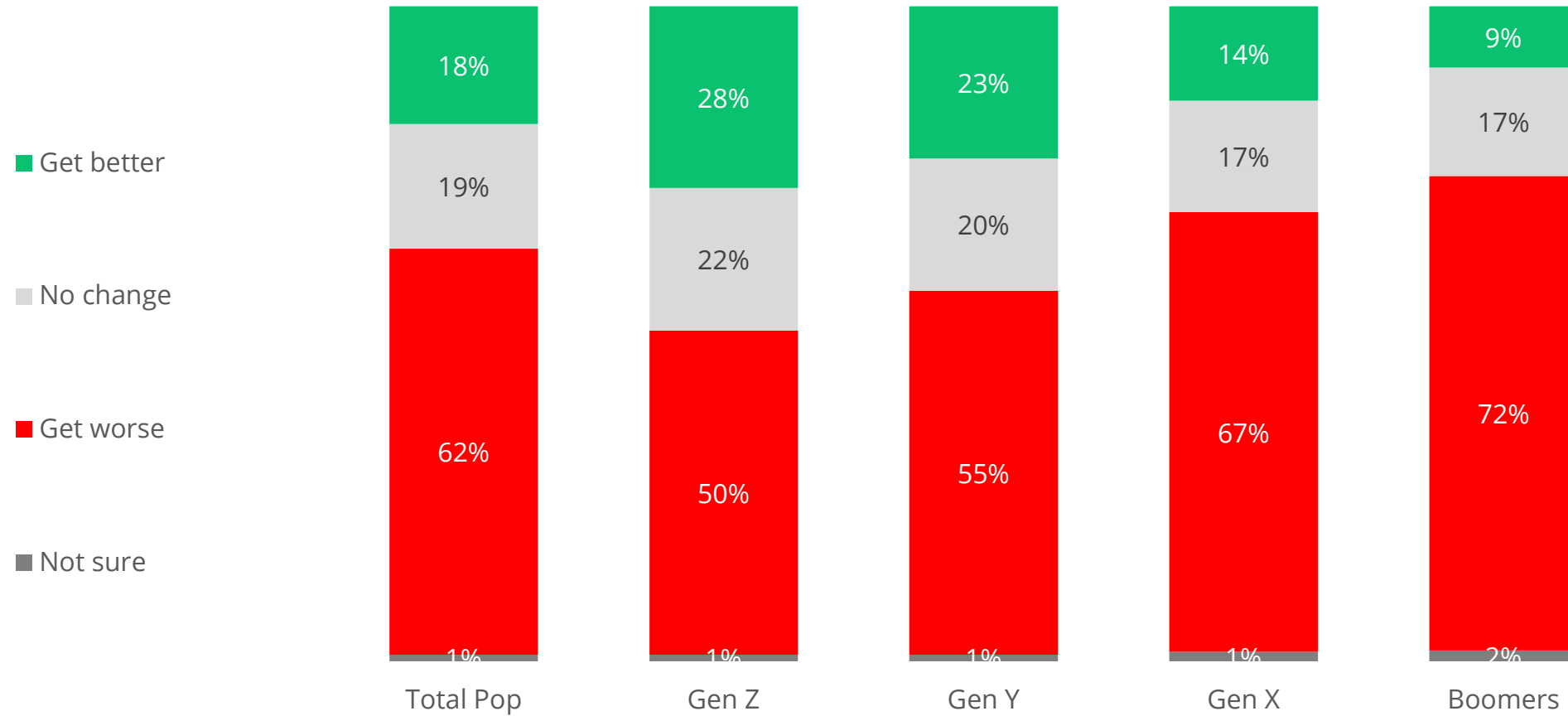
Cost Of Living

37% of Australians are really struggling to meet household expenses, including 10% who do not have enough money to pay all their bills. GenX are experiencing the greatest level of hardship.



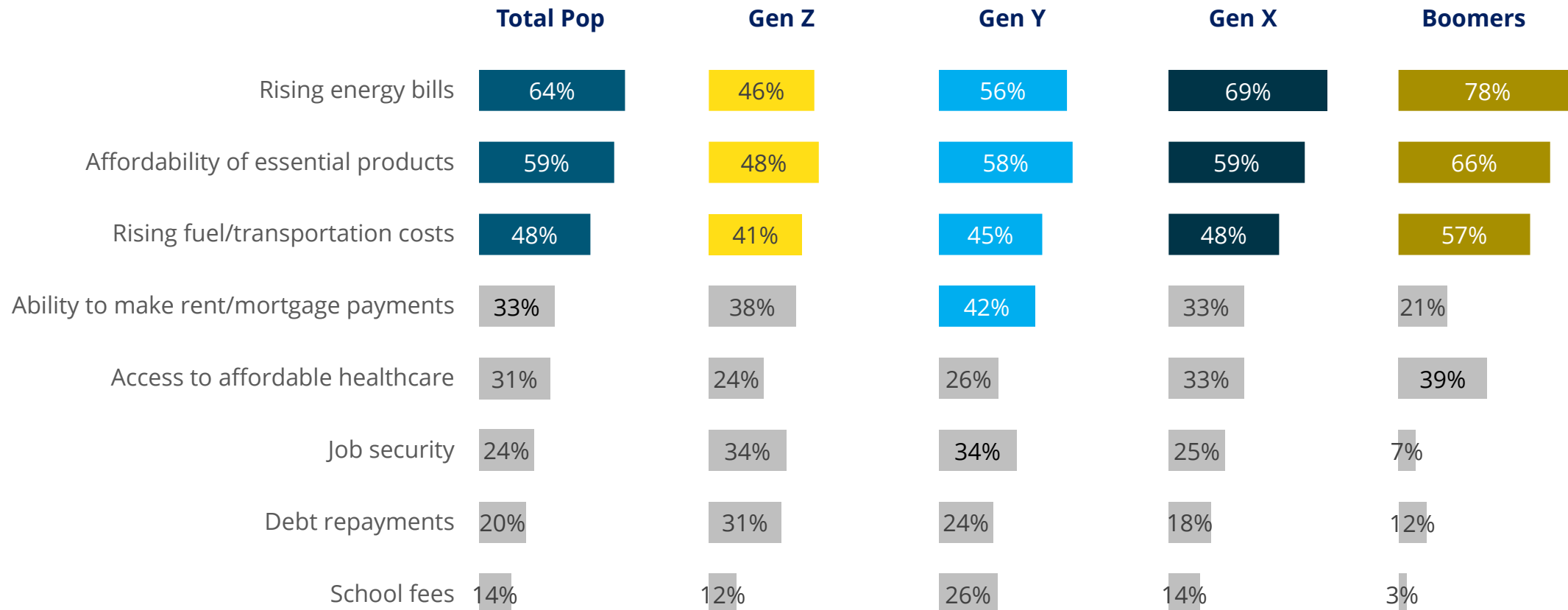
Cost Of Living (next 12 months)

There is no expectation that the cost-of-living crisis will ease, as 62% of Australians anticipate that things will get worse over the next 12 months.



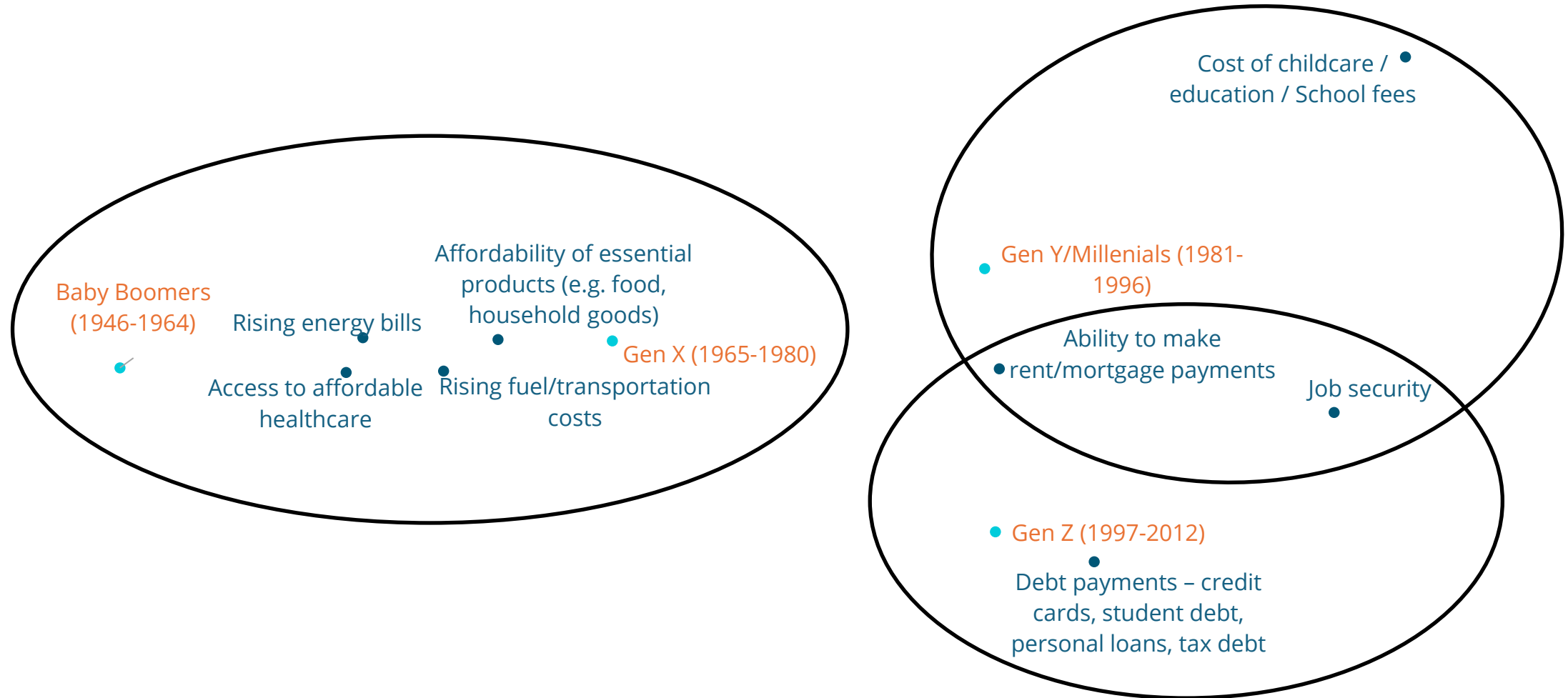
Household Concerns (next 12 months)

Ongoing increases in essentials such as energy, groceries and fuel continue to be the main concerns for Australian households.



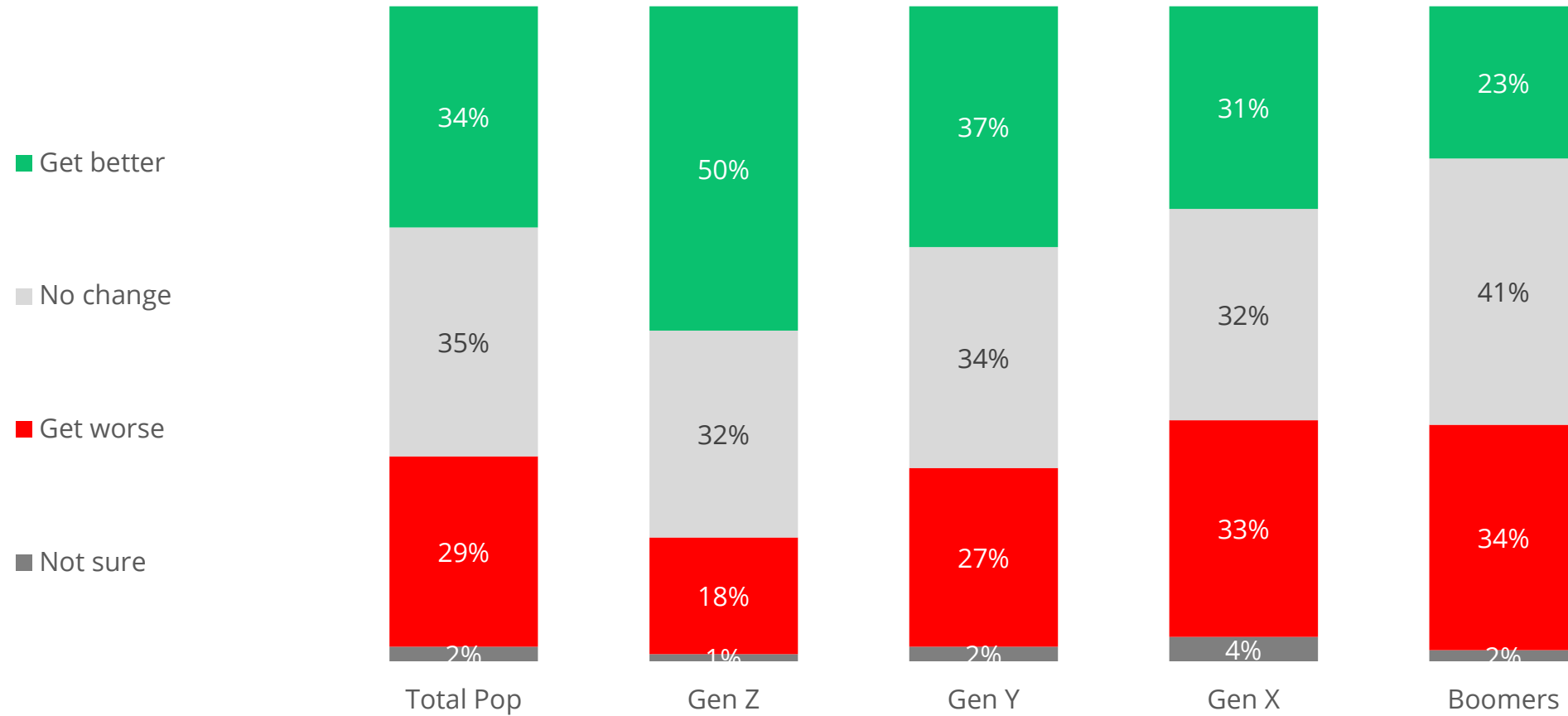
Household Concerns (next 12 months)

Gen X and Baby Boomers have the broadest sets of concerns, but Gen Y and Z are also facing significant pressure around their housing and career prospects.



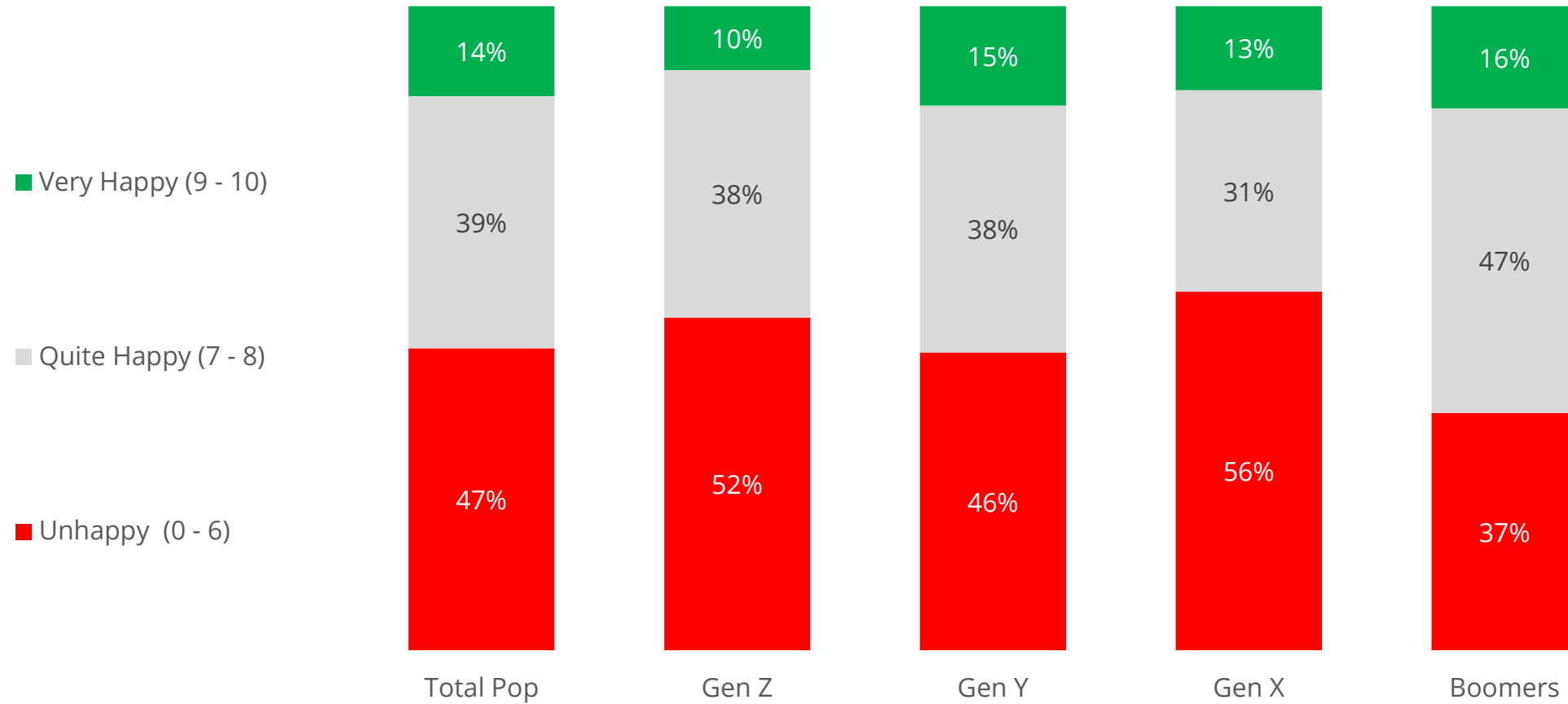
Net Financial Position (next 12 months)

With the ongoing economic challenges, it is not surprising that many Australians remain uncertain about their financial position over the next 12 months, but younger generations are more positive.



Happiness Index

The impact of the financial challenges is impacting mental health with nearly half the population rating 0-6 on the happiness index.



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Too often, we see businesses confusing data with insights.

Numbers don't answer business questions by themselves, but they still feel tangible.

We believe you need to go further.

Our people layer their understanding of the underlying business environment, context and market on top of primary or secondary data, using their expertise to discover insights that unlock tomorrow's opportunities, today.

This is Fifth Quadrant.



Thank You

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