

Finding Financial Freedom

Unlocking insights to one of the greatest social and commercial imperatives in Australia today.

Against the backdrop of COVID-19, and changes in Australia's business, retirement and health systems, achieving financial autonomy has never been more complex.



Many people in Australia feel ill-equipped to achieve financial autonomy

8.5 million

45% of Australian adults are **financially illiterate**

Source: [HILDA data](#), March 2020

6 in 10

Australians are worried that someone they know will be the victim of **elder financial abuse**

Source: [Australian Banking Association](#)



The challenges affect various segments of the population differently, and the gender imbalances we saw in 2018 likely remain

51%

of women are worried about moving savings into investments because **stocks and shares are too risky**

Source: [Kantar Australia Winning with Women Consumer Attitude Study](#), July 2018, n=1,000

2 in 5

women (38%) are **too worried about everyday finances** to spend time thinking about the future



The COVID shake-up caused many Australians to reassess their financial lives, but apathy and fatigue looks to be returning in the new normal



For almost 2 in 5 Australians, the COVID-19 pandemic was a trigger to completely **reassess their lives**

Source: [Kantar Consumer Sentiment Studies](#): March 2020 and February 2021. n=150 online interviews



Proactive **financial planning** has dropped in priority in the last 12 months to just 19% from 35%

Introducing **Finding Financial Freedom**
The changing face of financial wellbeing in Australia
A Kantar Australia state of the nation report

- We're speaking with **2,500 Australians** of diverse backgrounds (age, gender, ethnicity, socio-economic status)
- We'll reveal current financial behaviours, attitudes, desires and knowledge through a generational and cultural lens
- We'll deliver actionable insights flowing from knowledge and behaviour gaps to help your organisation play a valuable and valued role in the financial wellbeing of Australians



Discover the results of our groundbreaking new research

Coming
Q3 2021

At an exclusive event