



KANTAR MILLENNIUM MONITOR

The Seventh Iteration - 2021

Delivering unrivalled insights exploring changes in Australia's social values and culture

Society is changing

Post-pandemic Australians are moving from an era of **conformity** underpinned by safety and security to one of **rebellion**. This new era will be led by those courageous enough to challenge the status quo, change everything and find a better way.

We are rebels with a cause



Older entrepreneurs refusing retirement



Middle-aged parents prioritising mental health



Teens normalising virtual existences

Aussie attitudes on...

Life

53%

are always looking for new experiences and sensations to liven up everyday activities

68%

say that they are looking for ways to simplify their life

9 in 10

believe that men and women should be equally responsible for household chores

Society

64%

feel they can make a difference to the world through their choices and actions

48%

believe it is important that companies they buy from promote diversity and inclusion

67%

say that a diversity of cultures and ideas is necessary for Australia to progress

Wellbeing

1 in 4

are unsatisfied with their emotional wellbeing and/or physical health

68%

say that they are looking for ways to simplify their life

69%

agree that living in more 'green' ways can improve their health

Brands

72%

appreciate it when brands make it clear what they stand for and stay true to their values

53%

prefer to buy from smaller companies whenever possible

49%

believe brands have an important role to play in the social conversation

Learn from the past to plan for the future – we've been here before

Kantar's Millennium Monitor is a unique social trends monitor providing strategic direction for your brand to see the future and plan for it.

For the Seventh Iteration Report and complimentary presentation connect with denise.hamblin@kantar.com or visit www.kantaraustralia.com