

# This is Australia

November 2022



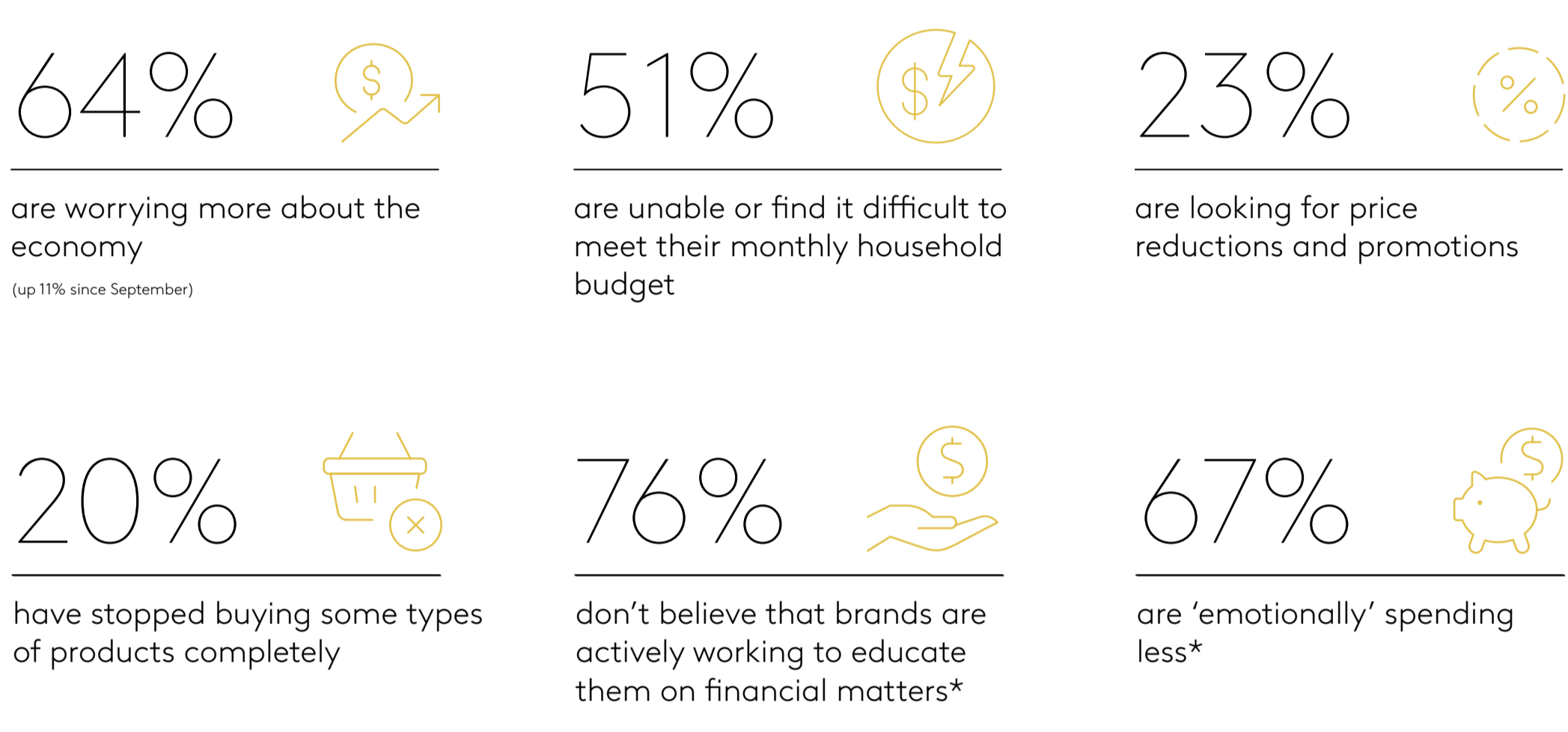
**70%** of Aussies are somewhat positive about life right now, but **2 in 5** are finding it hard to be optimistic. Issues arising from **inflation** and **sustainability** will impact how we'll shop this Christmas and what we want from brands to support us through the cost-of-living crisis. With wealth determining health more than ever before, brands must get to the heart of Aussie sentiment to support people through ongoing disruption and drive growth.

## What we're most concerned about...



## How we're reacting to the cost-of-living crisis...

Over 4 in 5 are noticing price increases in petrol, fresh produce, groceries and household bills.



\*Kantar Australia Finding Financial Freedom 2022. Fieldwork: 28 June-11 July 2022, n=2,537

"The response of marketers to the current - and likely, future - jump in prices must be more robust than simply pivoting to value. The primary focus must be on reducing risk. Brands that measure up to this challenge by taking out the risk through a focus on losses (the loss of comfort, peace of mind, security and assurance) will come through this wave of inflation stronger than ever and ready for a future of disruptions that will require more innovation and creativity."

**J. Walker Smith** - Chief Knowledge Officer, Kantar North America

## Will impact how we'll shop and celebrate over Christmas...

We'll reduce how much we invest in savings, work longer hours and cut back on luxuries.

### Categories consumers are most likely to economise are...

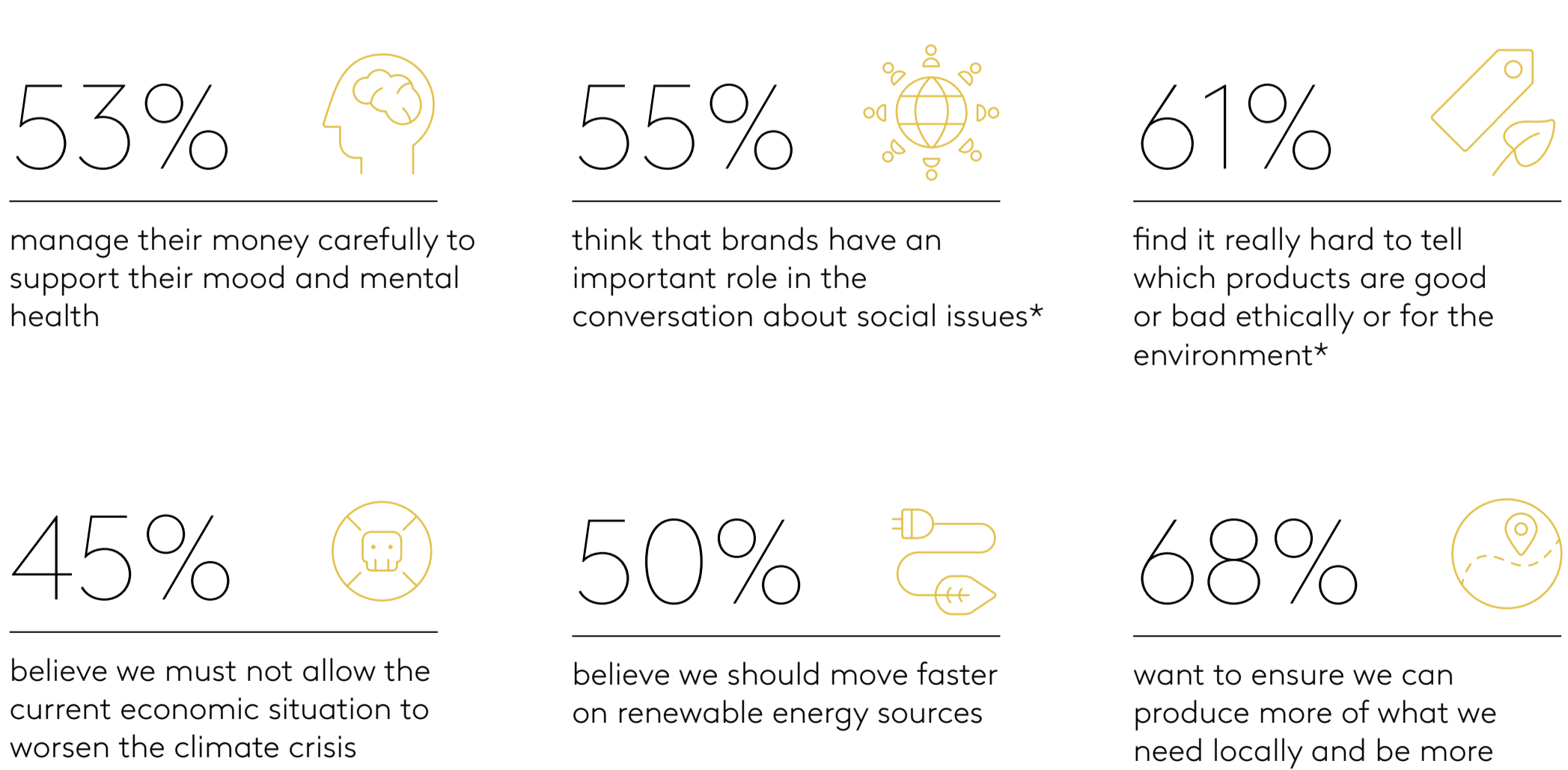


"Australians overall want to be more in control in understanding their finances and are being more proactive in managing their money. They will value brands that empower them to do so."

**Anagha Kanhere** - Head of Finding Financial Freedom, Kantar Australia

## But we remain passionate about brands helping us to make sustainable choices and build sustainable communities...

Social issues, led by mental health, work and economic pressures, comprise 7 of the top 10 most important sustainability issues for Australian businesses to address today\*.



\*Kantar Sustainability Sector Index 2022

Find out more about connecting with Australians through disruption with the latest **Kantar Global Issues Barometer**.

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Unless stated, all statistics are from the Kantar Global Issues Barometer Wave 4: n = 500 Australians nationally representative of age, gender and generation were surveyed between 26-30 October 2022.