



PRESS RELEASE

More Australians consistently late in meeting financial obligations in July – Ipsos study

Sydney, August 27, 2020 — COVID-19 is financially impacting Australians, with an increase in the proportion of Australians reporting they are consistently late in meeting financial obligations, a new study into the financial circumstances of Australians conducted by Ipsos has found.

The majority of Australians, however, remain satisfied with their standard of living.

Ipsos surveyed 1,009 people between 18th - 27th March and conducted a second survey between 15th – 19th July, after much of the country went into lockdown, and a raft of Government stimulus packages to lessen the economic impact of the lockdown were introduced.

Among the key findings of the Ipsos study were:

- Australians' satisfaction with their standard of living remained strong in July, with 71% satisfied and 13% dissatisfied, giving a net satisfaction rate of 58%. This is up marginally from 54% in March.
- Satisfaction is greatest among Australians aged 75+, with a net satisfaction rate of 83%, up from 70% in March.
- Australians aged 40-55, with a net satisfaction rate of 44%, reported the lowest satisfaction levels. In fact, it was the only group to report a lower net satisfaction rate in July, with satisfaction rates softening compared to March (48%).

Despite satisfaction with our standard of living being relatively steady, there was a marginal increase in the proportion of Australians who are reporting that they are consistently late in meeting financial obligations.

- On average, across all financial commitments, 20% of Australians surveyed in July claimed they are consistently late making payments, up from 17% in March.
- This rise in being late meeting financial obligations is coming from Generation Z and the Millennials (those aged 18-39), with 30% of this group reporting consistently being late on payments in July, up from 23% in March.
- All other age groups have remained steady.

Australians' view of their own personal financial circumstances in next 12 months were negative (11% net negative), with 34% of Australians saying their own personal financial circumstances will get worse over the next 12 months, compared to 23% who believed it would get better. This 11% net negativity is a big improvement on March, where a negative outlook outweighed a positive one by 28%.

Interestingly, while Australians aged 18-39 saw the biggest increase in being late meeting their financial obligations, they are also the most optimistic about the future.



PRESS RELEASE

- 38% of Australians in this age group (18-39) believe the next 12 months will see their personal financial position get better, compared to 28% who see it getting worse.
- On the other hand, Baby Boomers (those aged 56-74) were the least optimistic, with only 7% believing the next 12 months will see their personal financial position get better, compared to 41% who think it will get worse.
- However, with a net negativity of 34%, Boomers showed an improvement in their outlook compared to March when their net negativity was 50%.

Ipsos Public Affairs Director, Ben Brown, said: "The marginal increase in the proportion of Australians who were consistently late in meeting financial obligations looks to be evidence of a positive impact coming from the Federal and State Governments' stimulus packages to soften the economic impact being felt by the COVID-19 pandemic on Australians. Had we not seen this action we would surely have seen a big increase in this measure."

ends

For more information on this news release, please contact:

Rochelle Burbury
Third Avenue Consulting
0408 774 577
rochelle@thirdavenue.com.au

About the Study

- These are findings from an online survey conducted over two waves. Fieldwork for wave one was between 18th - 27th March and wave two was between 15th – 19th July.
- The sample each wave consists of 1,009 individuals in Australia aged 18+.
- The data is weighted to ensure sample composition best reflects the demographic profile of the Australian adult population according to 2016 census data.
- Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of the online surveys conducted is measured using a Bayesian Credibility Interval. Here, the poll has a credibility interval of +/- 3.5 percentage points. For more information on the Ipsos use of credibility intervals, please go to: https://www.ipsos.com/sites/default/files/2017-03/ipsosPA_CredibilityIntervals.pdf
- Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.
- This study did not have any external sponsors or partners. It was initiated and run by Ipsos, because we are curious about the world we live in and how citizens around the globe think and feel about their world.



PRESS RELEASE

- More information at: <https://www.ipsos.com/en-au/more-australians-consistently-late-meeting-financial-obligations-july>

About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com