

Ipsos Financial Circumstances: 2024

The Ipsos Financial Circumstances infographic is a cross generational look at Australians' current standard of living and their future financial circumstances.

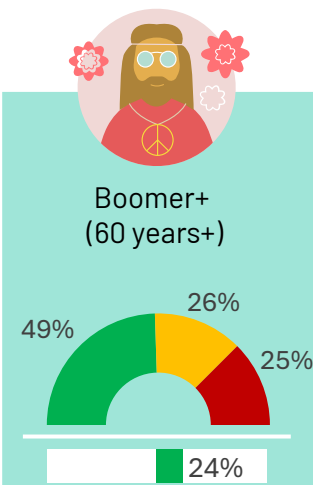
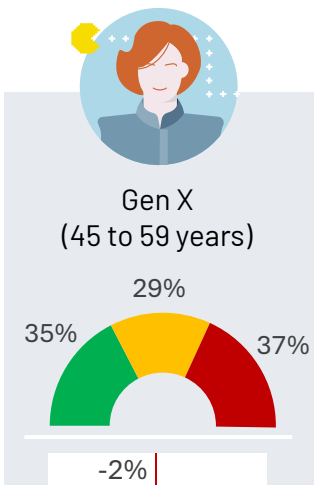
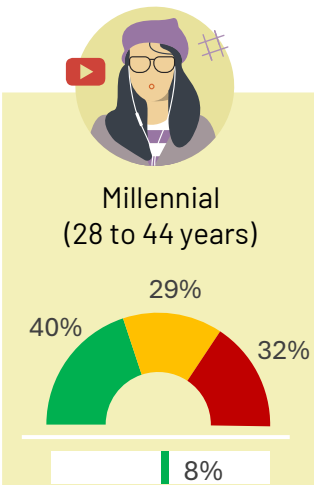
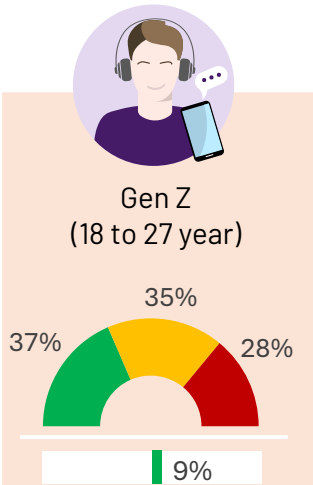
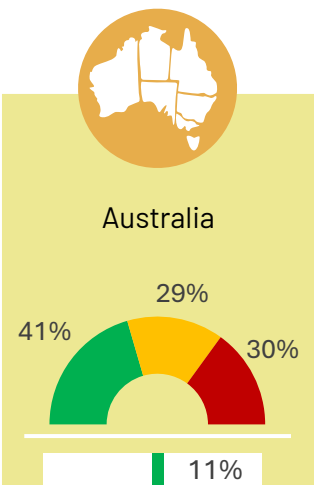
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Current standard of living



- Satisfied
- Neither
- Dissatisfied

Net Satisfied:

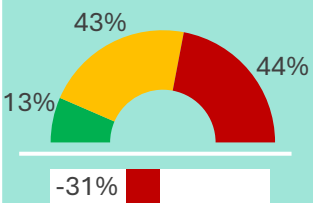
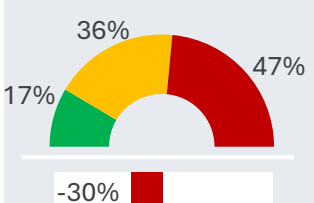
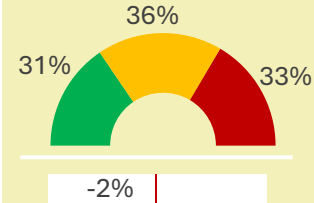
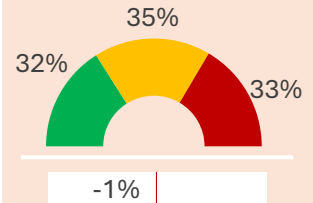
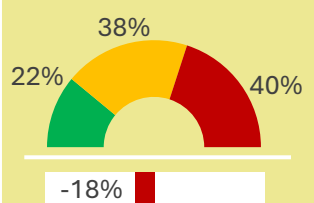


Personal financial circumstance in the next 12 months



- Get better
- Stay the same
- Get worse

Net Better:



Why will circumstances get worse?



"The cost of living is too high and with my current income it is hard enough to pay rent and groceries"

"Economy slowing, stagnant hiring/quiet layoffs, return to office incurring additional costs, inflation still going up compared to wages, rents forever increasing"

"I have no savings. I had \$400 6 months ago and now nothing"

"My kids growing up they need more, the cost of living is getting more expensive, and I can't get better job to afford all the expenses me and my family need"

"Cause all prices will continue to rise and wages will not"

"Due to my age am having more medical expenses"

"Well firstly interest rates on my mortgage is killing me cost of groceries and petrol seem to keep going up with no chance of keeping up"

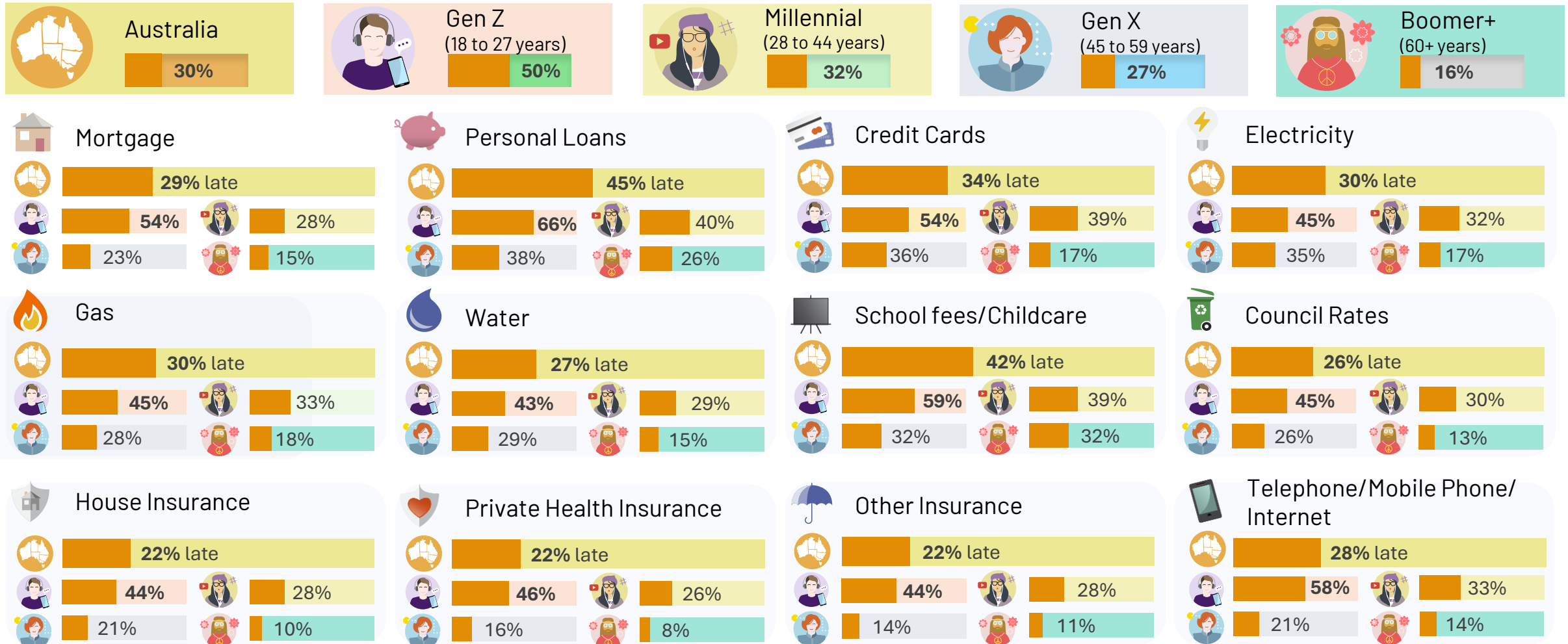
"I live on unemployment at 63 with no hope of work nor pension. Living on own with no money to even have a coffee with friends. My life now till I die so extremely depressed"

"Costs keep going up but aged pension is not keeping up with the costs"

Ipsos Financial Commitments: 2024

The Ipsos Financial Commitments infographic is a cross generational look at Australians' propensity to be sometimes to always late in meeting their financial obligations overall, and across a range of items. 30% of Australians tend to miss the deadlines for some of their financial obligations. Specifically, half of Generation Z (50%) are prone to being late, followed by Millennials at 32%, Gen X at 27%, and Boomers+ at 16%.

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n=1,000 with different base sizes on each category. Fieldwork conducted August 2024