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Inflation / rising cost of living: How are Australian consumers reacting?

Toluna surveyed a nationally representative sample of 1005 Australians to understand the impact of inflation / rising cost of living.

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Inflation / rising prices is the #1 concern amongst Australians, with almost 70% expressing concern.

What Australians are personally concerned about:

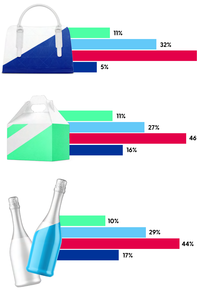
Inflation/rising prices	68%
Covid-19	60%
My personal health	47%
Climate change/global warming	46%
Political tensions around the world	41%
My weight	39%
The impact of social media on society	31%
My diet	27%
AUS Politics	25%
Crime in my neighbourhood	18%
My relationship with my partner/spouse	18%
My credit card debt	18%
Losing my job	15%

7 in 10 Australians are either very or extremely concerned about the rising cost of living.

How concerned are Australians about inflation / rising cost of living

Australians expect to spend on average 35% less, across several areas

If inflation continues to rise, how will spending behaviour change in the next 3 months



	Spend More	No Change	Spend less	Don't spend on this area
Home delivery restaurant food	13%	20%	33%	35%
Personal Care products (e.g., deodorant, toothpaste, soap)	14%	56%	28%	2%
Beauty products (e.g., facial skincare, makeup, fragrances, haircare)	12%	35%	38%	15%
Movies away from home	10%	25%	35%	30%
Attending concerts or sporting events	10%	22%	32%	36%
On-demand movie rental/purchase	10%	21%	23%	45%
Streaming services and other home entertainment subscriptions (e.g., Netflix, Spotify, Foxtel, Kayo Sports, Apple TV)	11%	43%	25%	22%
Leisure travel (e.g., airfare, hotels)	11%	26%	41%	22%
Electronic products (not counting phone plans, e.g., cell phones, computers, smart speakers)	11%	32%	41%	16%
Home improvement products (e.g., paint, hardware, lumber)	11%	28%	36%	24%
Groceries (e.g., beverages, food, household items)	28%	42%	29%	1%
Over-the-counter medicine, vitamins, supplements (e.g., pain relievers, allergy, multivitamins)	15%	53%	26%	6%
Home office supplies (e.g., printer paper, envelopes)	11%	34%	33%	22%
Auto parts & supplies (e.g., motor oil, car soap, wiper blades)	10%	37%	32%	21%

Spend More | No Change | Spend less | Don't spend on this area

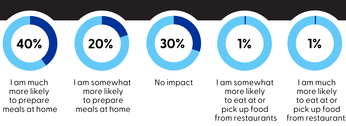
Australians have changed their behaviour due to the rising cost of living

What Australian consumers have done in the past 3 months, due to do inflation / rising prices (Top 5):

Reduced visits to bars/restaurants	36%
Reduced how much I drive	33%
Reduced/paused buying coffee away from home (e.g., Starbucks, 7/11, Gloria Jean's Coffee)	27%
Stocked up on items before prices increase further	25%
Cancelled/delayed vacation/travel plans	23%

Almost 7 in 10 Australians are more likely to prepare food at home due to inflation

Meal preparation at home versus eat out or pick up at restaurant:



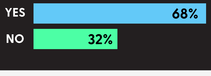
Australians remain hesitant about travelling either domestically or internationally.

Travel which has already taken place or likely to take place in 2022

Travel domestically	37%
Travel for leisure/vacation	34%
Travel by airplane	24%
Stay in a hotel/resort	24%
Travel internationally	14%
Travel for business	10%
Rent a private home via a short-term rental service	8%
None of these	37%

Almost 70% of Australians feel we will enter a recession

Do Australians think we will enter a recession?



1 in 3 Australians think inflation will continue to rise beyond 12 months

How long will inflation continue to rise?

Interested in these results?

Demo the Toluna Start Platform to see how real time access to insights can work for you.

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