

Quantum
Market
Research

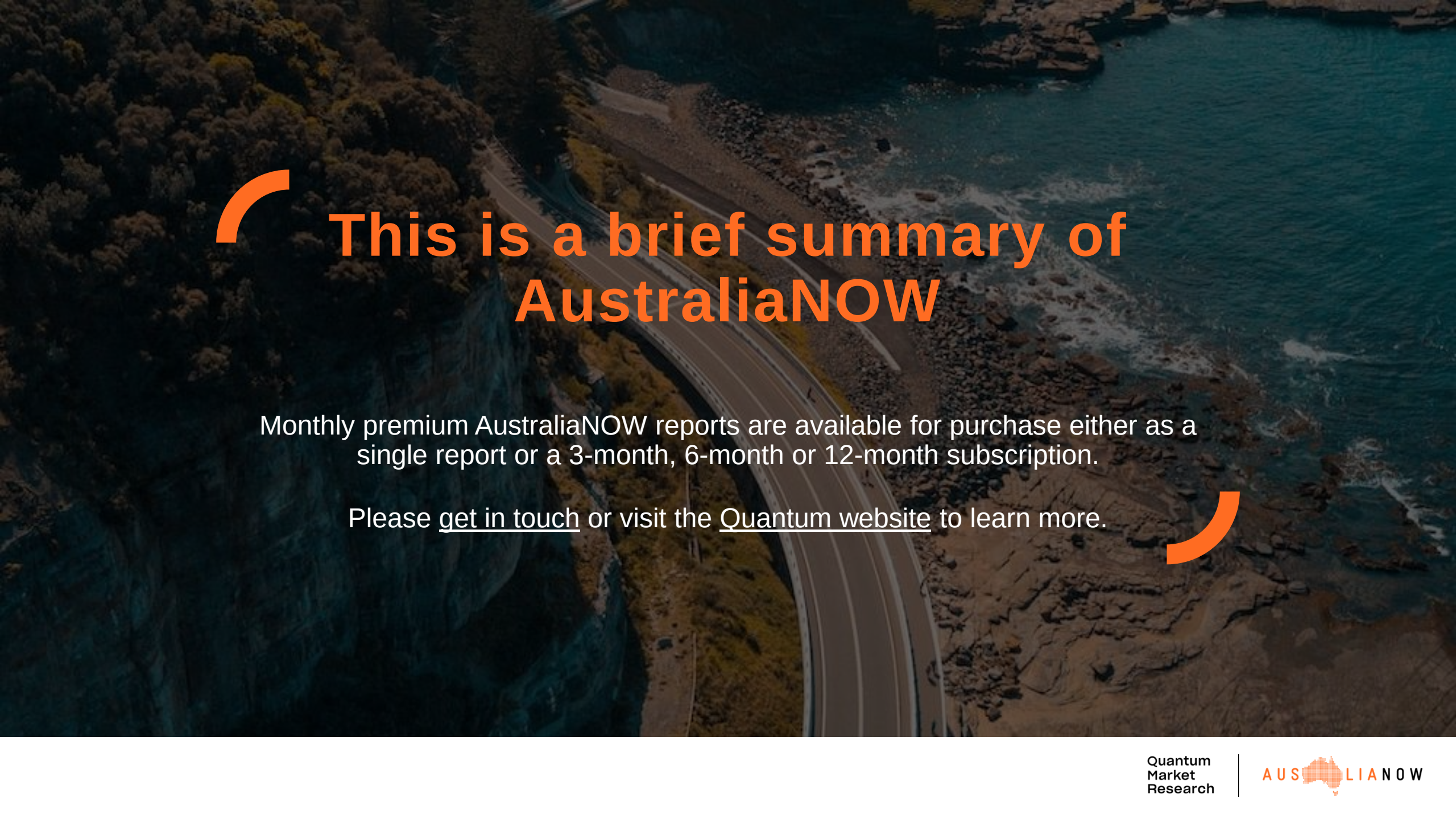
AUS  LIANOW

Summary Report

May 2024

This document is for the use of the purchasing individual/organisation only. All information is confidential and should not be shared or disseminated without written permission of the authors.





This is a brief summary of AustraliaNOW

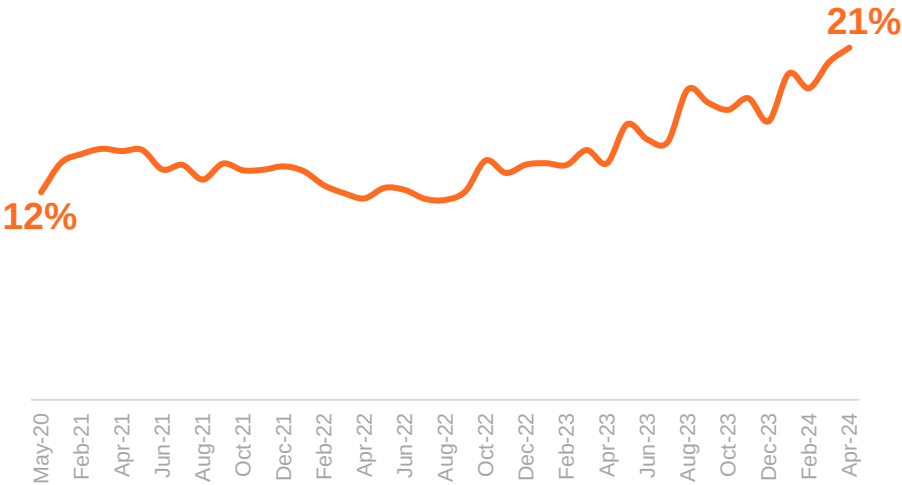
Monthly premium AustraliaNOW reports are available for purchase either as a single report or a 3-month, 6-month or 12-month subscription.

Please [get in touch](#) or visit the [Quantum website](#) to learn more.



Violent crime rising on our list of concerns

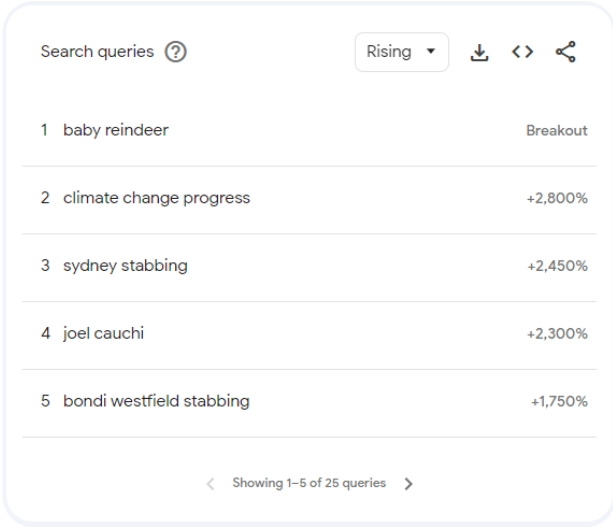
% want Government action on violent crime



8th highest issue we want Government action on in Apr-24

What were Australians increasingly searching for over the last 30 days?

Google Trends data as of 7 May-24

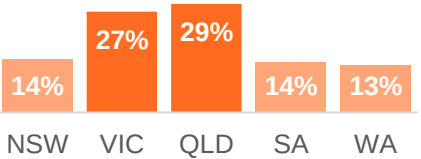


In light of recent attacks, violent crime is on our minds now more than ever, trending up since 2022.

In QLD the [rate](#) of assaults per 100,000 population has more than doubled since 2020.

Victoria also [reported](#) a 30 per cent rise in youth crime during 2023. Desire for action on violent crime is significantly up in both these states in Apr-24.

% want Government action on violent crime by state



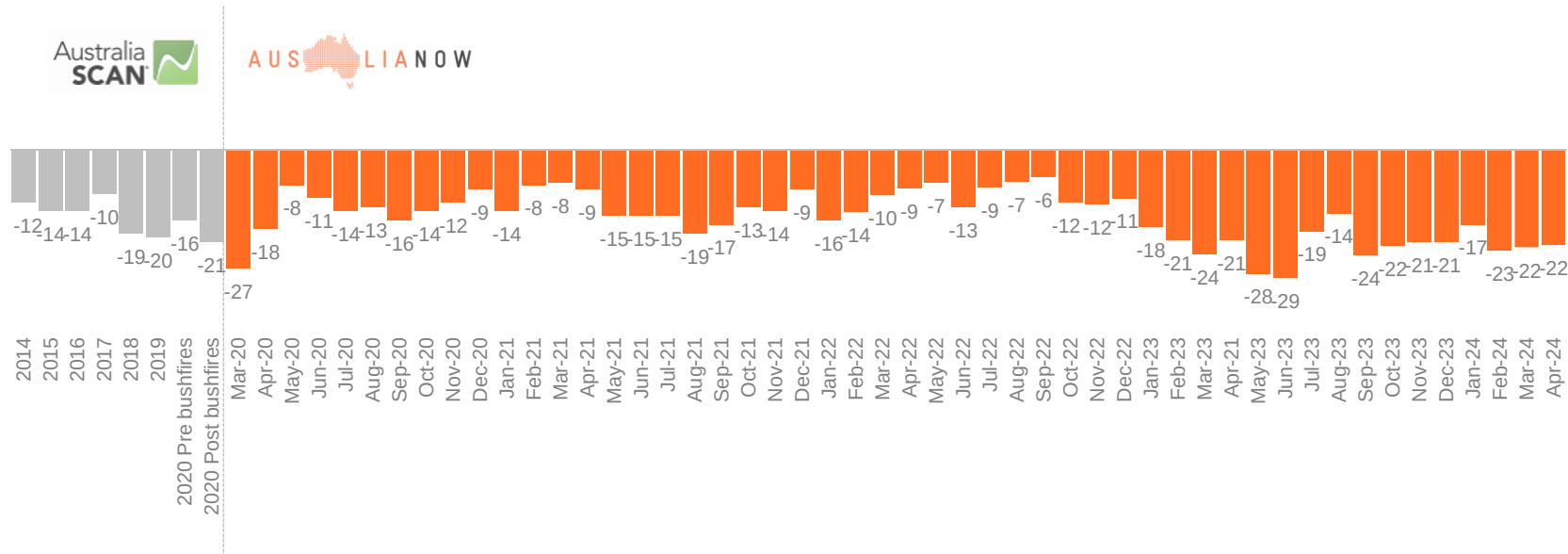
While perceptions may be largely driven by media coverage, this has wider implications in terms of feelings of safety and may flow to behaviours around travel and events attended.

Q16a. Which of these do you believe are the five (5) most important things for government to take action on straight away?
All respondents, n=c. 1,000-5,000 per month.

Financial confidence plateaus: not worse, not better

Confidence in financial future over next five years

Index (very confident minus quite/very concerned)



Comparisons to data from Quantum's proprietary AustraliaSCAN survey

Future financial confidence remains stable in Apr-24, on par with the average over the last 12 months.

Those feeling least financially confident in Apr-24 are:

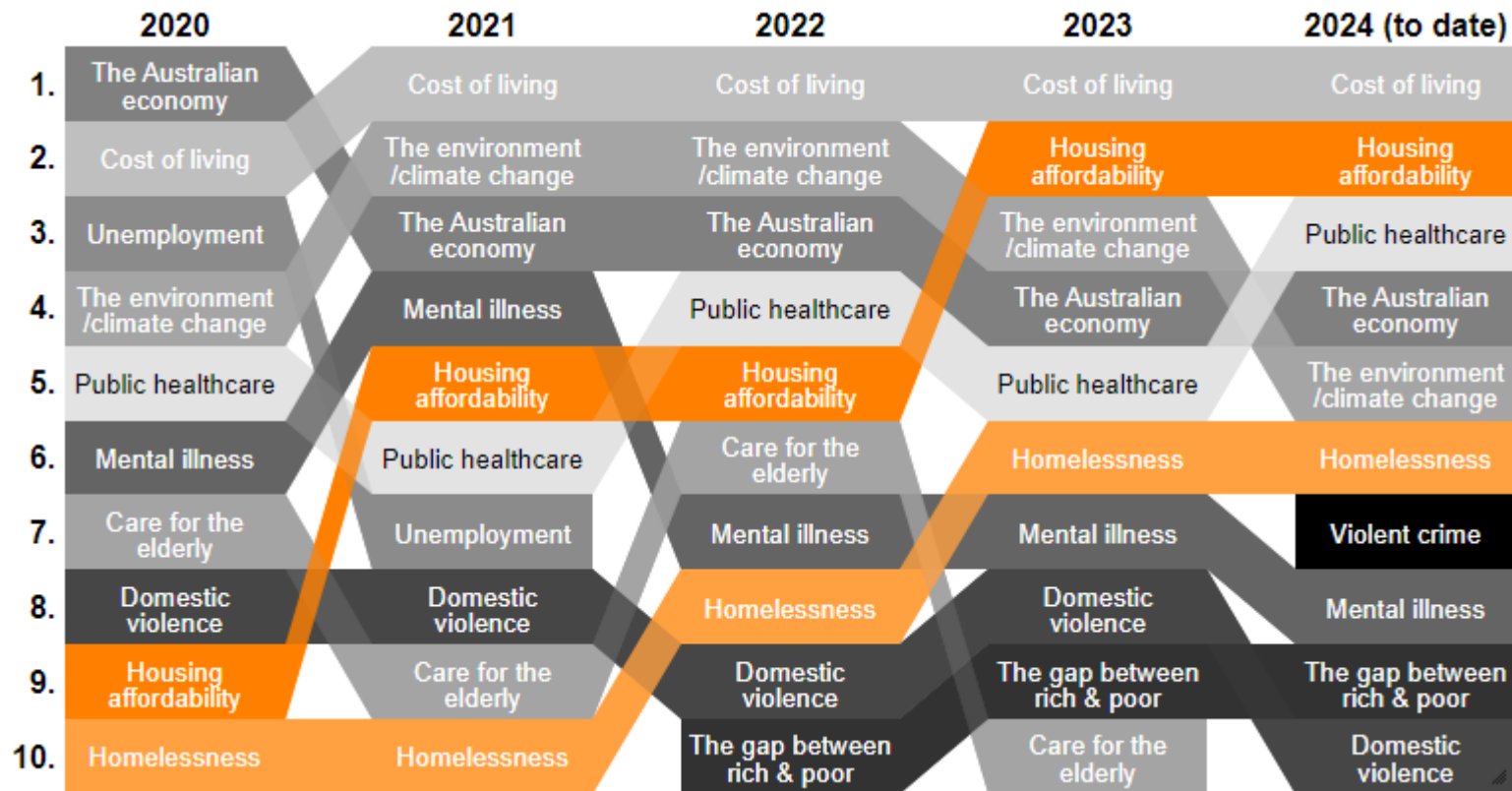
- Those residing in SA (-35)
- Those residing regionally (-34)
- Women (-41)
- Those aged 40-49 (-29) and 50-59 (-36)
- Those in part-time/casual employment (-35), those on home duties (-50) or those unemployed (-67)
- Low-income households, earn under \$50k (-44)
- Renters (-41)

In contrast those who are most financially confident are:

- Men (-1)
- Those in their 30s (+1)
- Those residing in metro areas (-16)
- Those working full time (+2)
- Those part of high-income households, earn over \$130k (+5)
- Outright homeowners (+10)

Housing and homelessness have risen on the agenda

Top 10 issues for Government to act on



With high demand and lack of supply pushing up property prices, Australia is facing a housing crisis and concern for those sleeping rough rises.

Over the next 3 months:

43% of renters will struggle to pay their rent

40% of mortgage holders will struggle to pay their mortgage

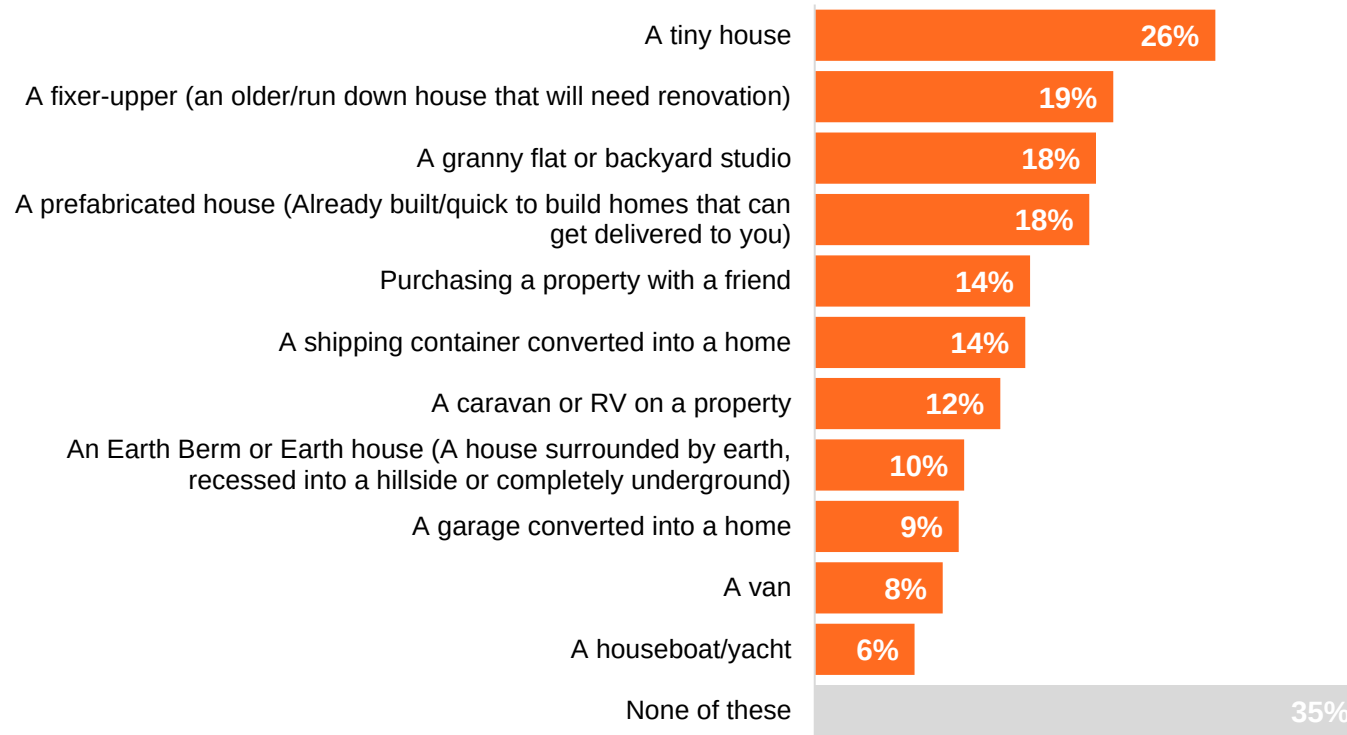
This comes as the latest CPI released by the [ABS](#) for the year to March 2024 shows rental prices have risen again, increasing by 7.7 per cent continuing to reflect a strong demand for rental properties and tight rental markets.

Resulting from worsening housing affordability, heightened cost pressures and less available properties, homelessness rose on our list of issues we want Government action on.

This has been a catalyst for discussions about the need for more high-density living solutions, or alternative housing to help ease these pressures in the future.

Tiny house living is being considered

In the event house prices were to continue to rise, what alternatives would Australians be open to buying?



One in four (26%) Australians would consider buying a tiny house if house prices were to continue rising.

While traditional housing such as a tiny house or a fixer-upper still have the strongest pull, there is still appetite to consider other options.

Those under 40 years are significantly more likely to consider a number of these housing alternatives, particularly purchasing a property with a friend (25% vs. over 40 years - 7%).

Those in regional locations are also more likely to consider a prefabricated house (21%) vs. those in metro locations (16%).

Among those not currently in the property market, the majority were still more inclined to want to purchase something more traditional such as a tiny house (29%) or a fixer upper (22%), and 1 in 3 (32%) wouldn't consider any of these options.

Thank you for reading this edition of AustraliaNOW



About AustraliaNOW

Using cultural tracking expertise and leveraging 25 years of insights generated from AustraliaSCAN, AustraliaNOW provides an ongoing understanding of Australians' attitudes and perceptions of life in Australia today.

Capturing emergent themes, how they co-exist and inter-relate, AustraliaNOW explores and defines what this means for organisations and brands to help them prepare for and navigate the days, weeks and months ahead.

Method

- Online survey tracking the rapidly changing sentiment of Australians
- 2,000 interviews per month from October 2022 onwards (previously 1,000 interviews per week from March 2020 – September 2022)
- This report draws from over 161,000 interviews
- All interviews with those 18 years and over and weighted to a representative national sample
- Fieldwork timing for this report: 26th March 2020 – 24th April 2024

To find out more about how we can help your organisation, get in touch:

Imogen Randell, CEO
0419 575 846
imogenr@qmr.com.au

Richard Frost, Managing Director
0415 630 949
richardf@qmr.com.au



**Quantum
Market
Research**