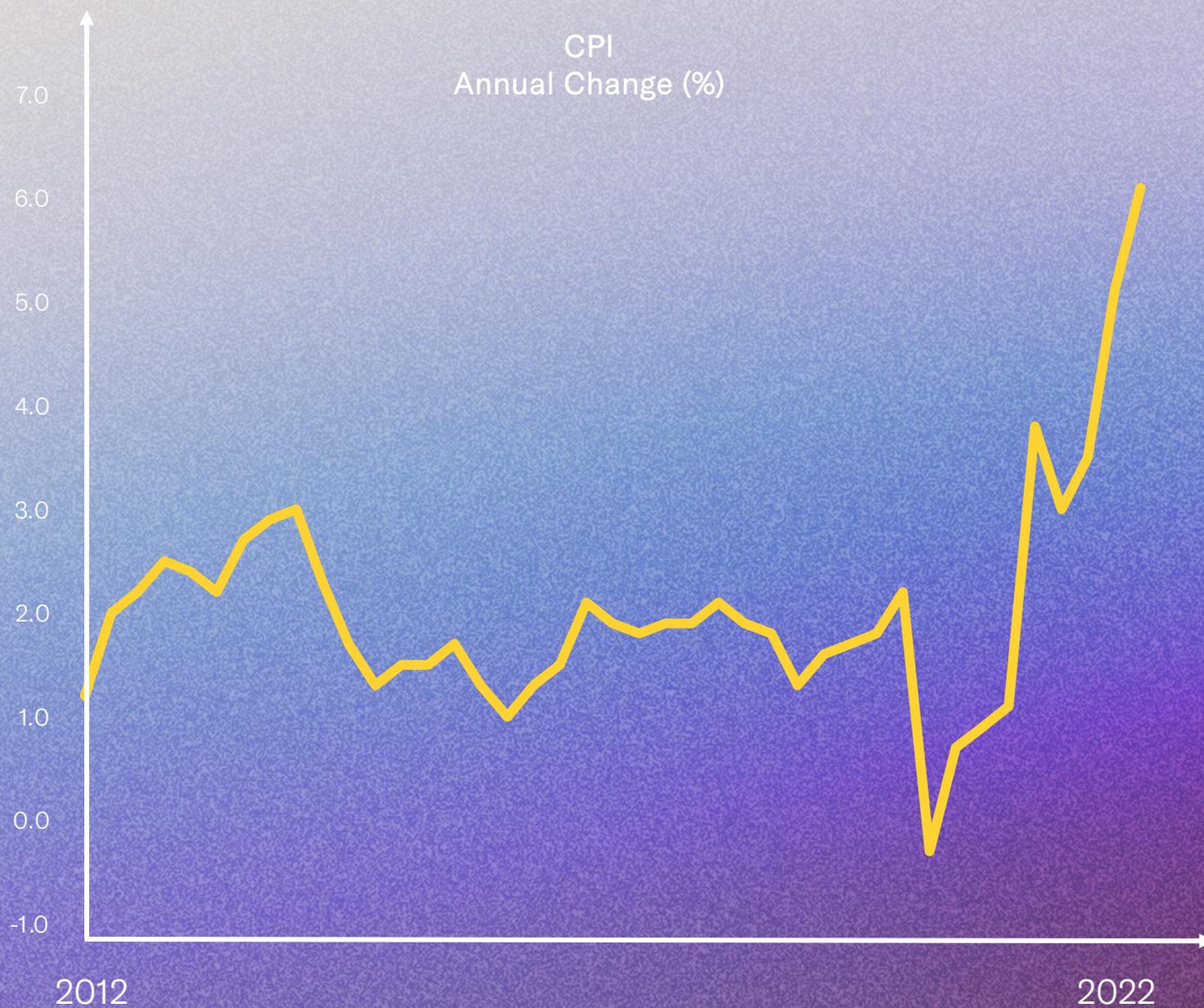


Culture Pop Series:

# Cost of **Living**

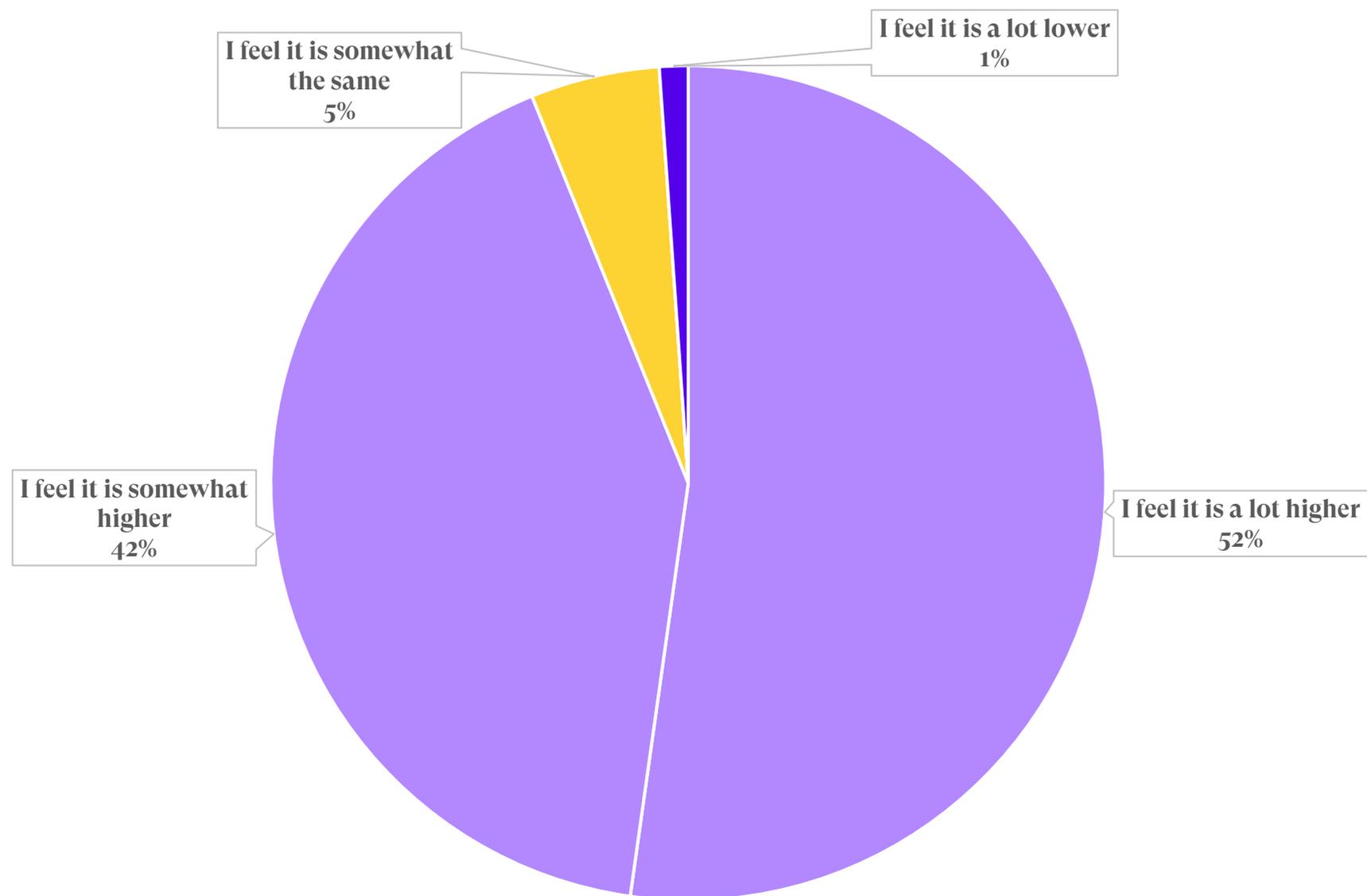
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# Cost of living is biting Aussies and it isn't about to get any easier.



# Australians are worried about the impact this crisis is having on their livelihood.

How much in comparison to last year is 'Cost of living' impacting your life?

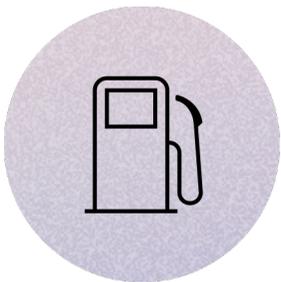


# Key shifts influencing Consumer Behaviour



82% of Australians had had to make changes to their spending or lifestyle as Cost of Living increases this year

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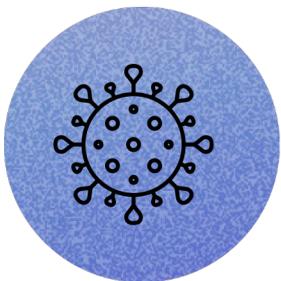
2/3 of Australians are 'Searching for cheaper fuel' or 'Going out less/Eating out less' as a direct reaction to the cost-of-living increases.

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83% of Australians feel like they are being hurt the most at the grocery store because of this crisis.

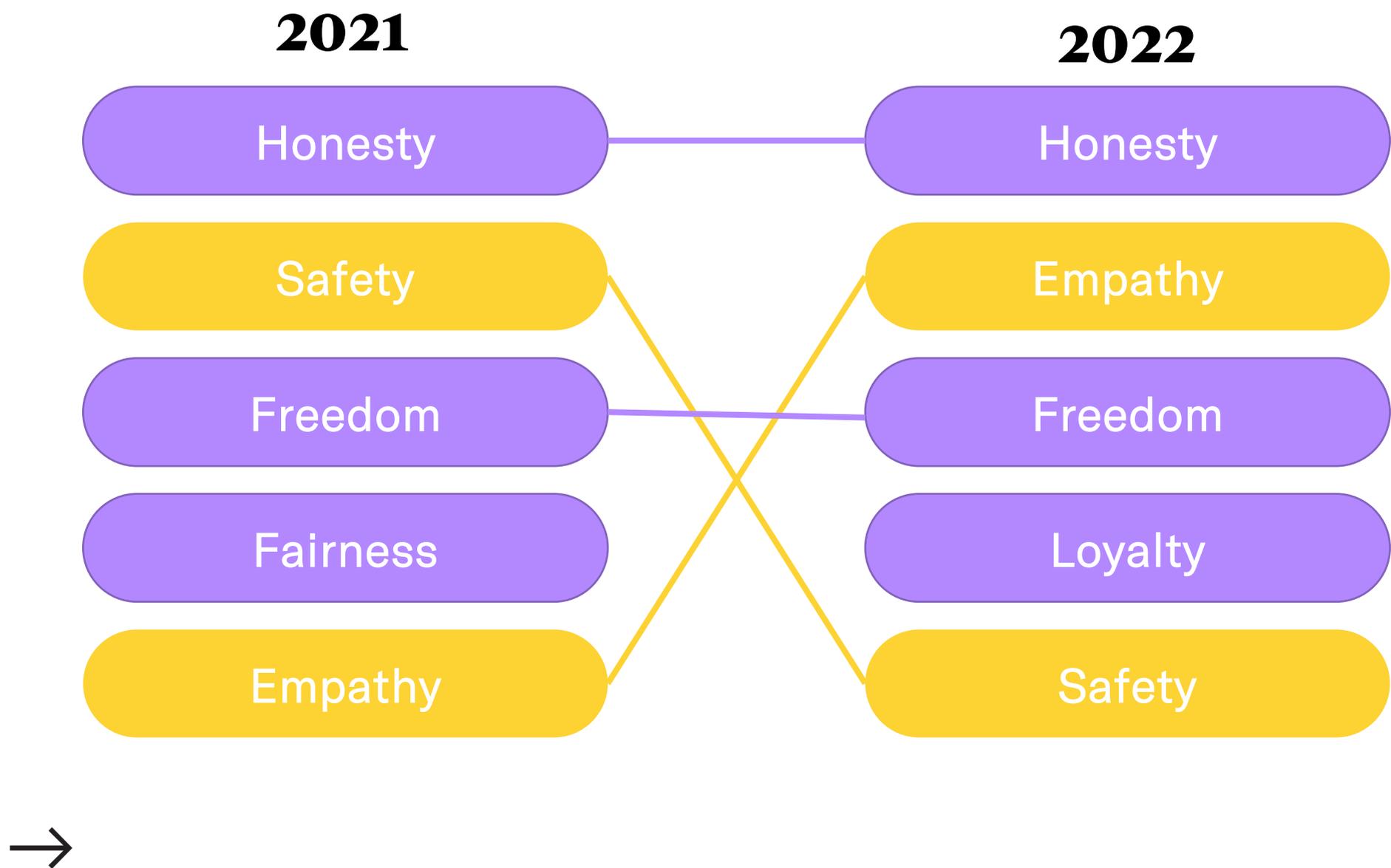
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The biggest influencing factor driving the cost-of-living increases to Australians is Covid-19 and the Reserve Bank, while 1/3 believe blame the war in Ukraine.

# Potential for shifts in values caused by cost of living

Post pandemic we saw Australians return to values that anchored around the collective. What will cost-of-living pressures do to more individually driven values?



“Unfortunately,  
we expect this  
inflation  
challenge to  
**get worse  
before it gets  
better**, but it  
will get better”

- Jim Chalmers



# So, how do brands navigate this?

Over the next few weeks, we'll be looking into how **cost of living is impacting different sectors and the opportunities for brands.**



**Thank you**

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