The Australia Project 2025

Australians are taking back control

But no one knows where all of this is going to land.



The Australia Project 2025

What We Did

We spoke to 2,005 Australians, analysed 8M digital discussions across 2024-25 using advanced social listening techniques.

We then combine this analysis with 2,340 cultural artefacts mapped by the team over the course of 2024.



Aussies are grappling with some seriously big challenges.



When it comes to finances, Aussies are really hurting.

The COL has hurt more than people have let on...



Have changed their financial priorities.



Aussies are less trustful.

Australians don't know what to believe anymore...



Mistrust what they read and see.



As a nation, we've become so polar...

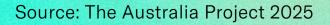
Feel the opposite side of politics have lost their way...

Believe the left has lost touch with the common person.

Feel the opposite side of politics have lost their way...



Believe the right is too extreme.





On a personal level, people are doom scrolling through their day.

Australians are spending more time on their phones than ever...

Average time spent on socials.

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And they're disoriented by the rate of change when it comes to tech.

Al is moving faster than Australians like...

> We're concerned that Al is moving too fast.



Through all of the flux, Aussies are not content to just sit back and wait for normalcy to arrive...



There's two ways Australians are creating the change they want.

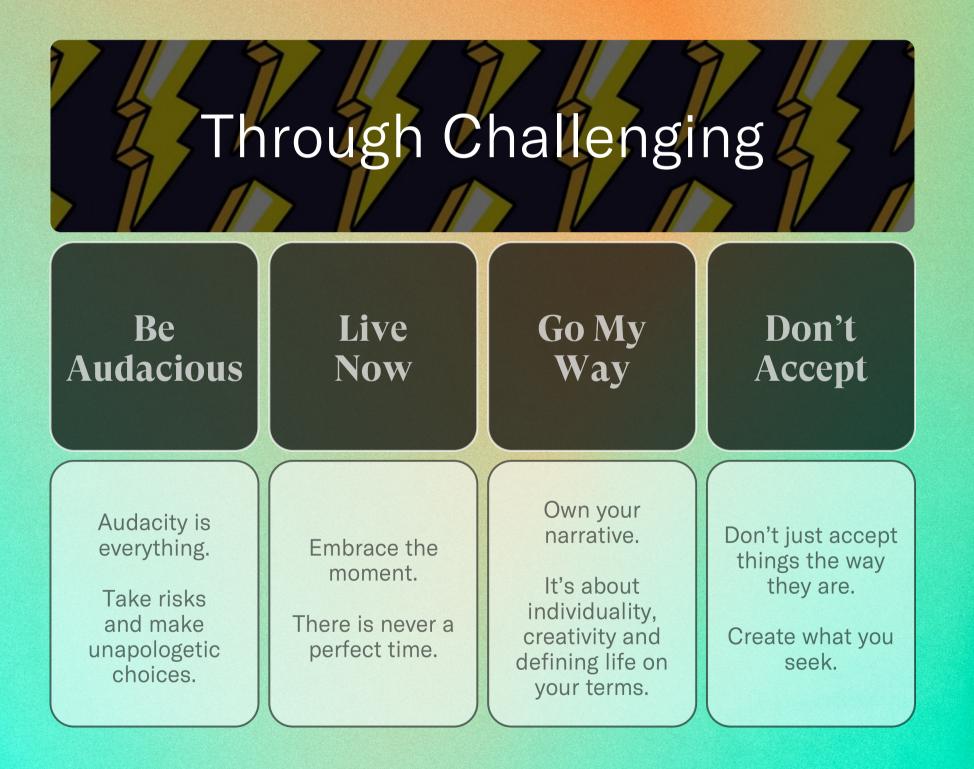


Finding The Pluses



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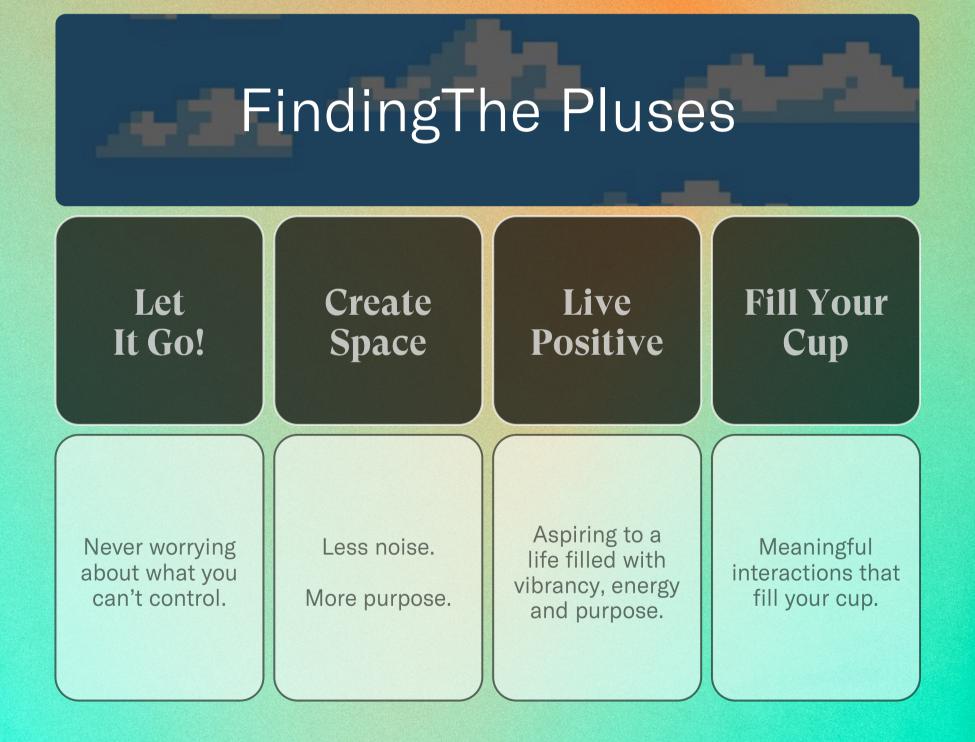
How brands can tap into...





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How brands can tap into...





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