

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...

89%

Have changed their financial priorities.

Aussies are less trustful.

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

82%

Mistrust what they
read and see.

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

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

72%

Believe the left has lost touch with the common person.

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

79%

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...

1_h 51_m

Average time spent on socials.

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

AI is moving faster
than Australians
like...

66%

We're concerned that
AI 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.



Through
Challenging



Finding
The Pluses

How brands can tap into...

Through Challenging

**Be
Audacious**

Audacity is
everything.

Take risks
and make
unapologetic
choices.

**Live
Now**

Embrace the
moment.

There is never a
perfect time.

**Go My
Way**

Own your
narrative.

It's about
individuality,
creativity and
defining life on
your terms.

**Don't
Accept**

Don't just accept
things the way
they are.

Create what you
seek.

How brands can tap into...

FindingThe Pluses

**Let
It Go!**

Never worrying
about what you
can't control.

**Create
Space**

Less noise.
More purpose.

**Live
Positive**

Aspiring to a
life filled with
vibrancy, energy
and purpose.

**Fill Your
Cup**

Meaningful
interactions that
fill your cup.

Want to know which direction your brand should lean into?

DM or email us today.

the**lab**


PURESPECTRUM