

CONSUMERISM IN AUSTRALIA

The challenge of consumerism



80%

believe Australians consume significantly/much more than what they need



60%

believe consumerism is having a negative impact on Australian society

Australians own more than they need, but still want more



71%

agree they own more than they need



48%

often feel the need to buy new things (definitely/somewhat)

Consuming brings a fleeting high



82%

feel good when they buy something new (definitely/somewhat)



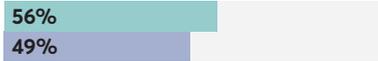
42%

only feel good for a few days

Consumerism is driven by emotional, not just rational factors

Buzzed Buyers

Make up 45% of Australians. They often feel the need to buy new things.



To treat myself

1.1x
as likely

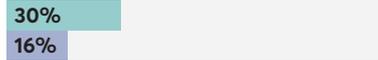
Considered Consumers

Make up 37% of Australians. They do not often feel the need to buy new things.



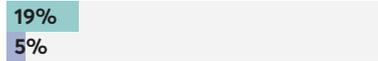
To feel good about myself

1.7x
as likely



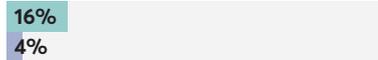
To express myself and my tastes

1.9x
as likely



To distract from my current experience

3.8x
as likely



To fit in with those around me

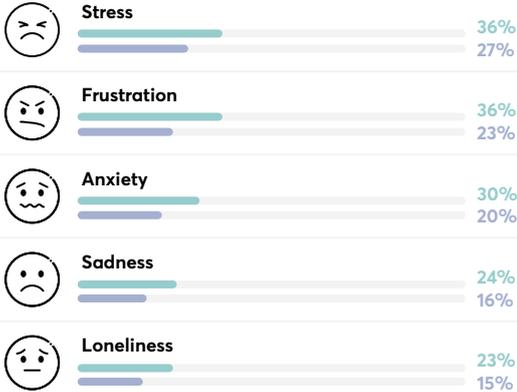
4.0x
as likely

Consumerism is impacting Australian lives

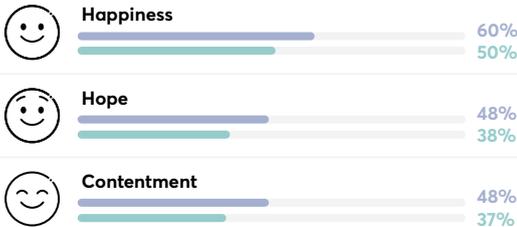
Buzzed Buyers are feeling the pain of their consumption habits in their daily lives.

Buzzed Buyers **Considered Consumers**

At least daily, Buzzed Buyers experience...



At least daily, Considered Consumers experience...



Methodology

Research and infographic by McCrindle — mccrindle.com.au. ©© McCrindle 2019.
Nationally representative survey of Australians (n=1001) in field May 30th – Jun 7th 2019.
This research was conducted in partnership with Consumed — consumed.org.au.

Challenge from belief to behaviour



BELIEF

54% of Australians want to change their consumption habits (definitely/somewhat)



BELIEF

57% of Australians believe it is extremely/very important to have fair wages for workers making their goods



BEHAVIOUR

Just 31% are extremely or very likely to change their consumption habits in the next 12 months



BEHAVIOUR

In the last month only 9% have chosen not to purchase an item that would have contributed to unfair wages of those making their goods

Consumption habits change when negative impacts are personal

Australians are open to changing their consumption habits if their habits have...



54% A negative impact on themselves



34% If they enter a life crisis



46% A negative impact on those they love



27% A negative impact on the broader community



36% A negative impact on the environment