



Christmas Sentiment Pulse 2025

fifth
quadrant

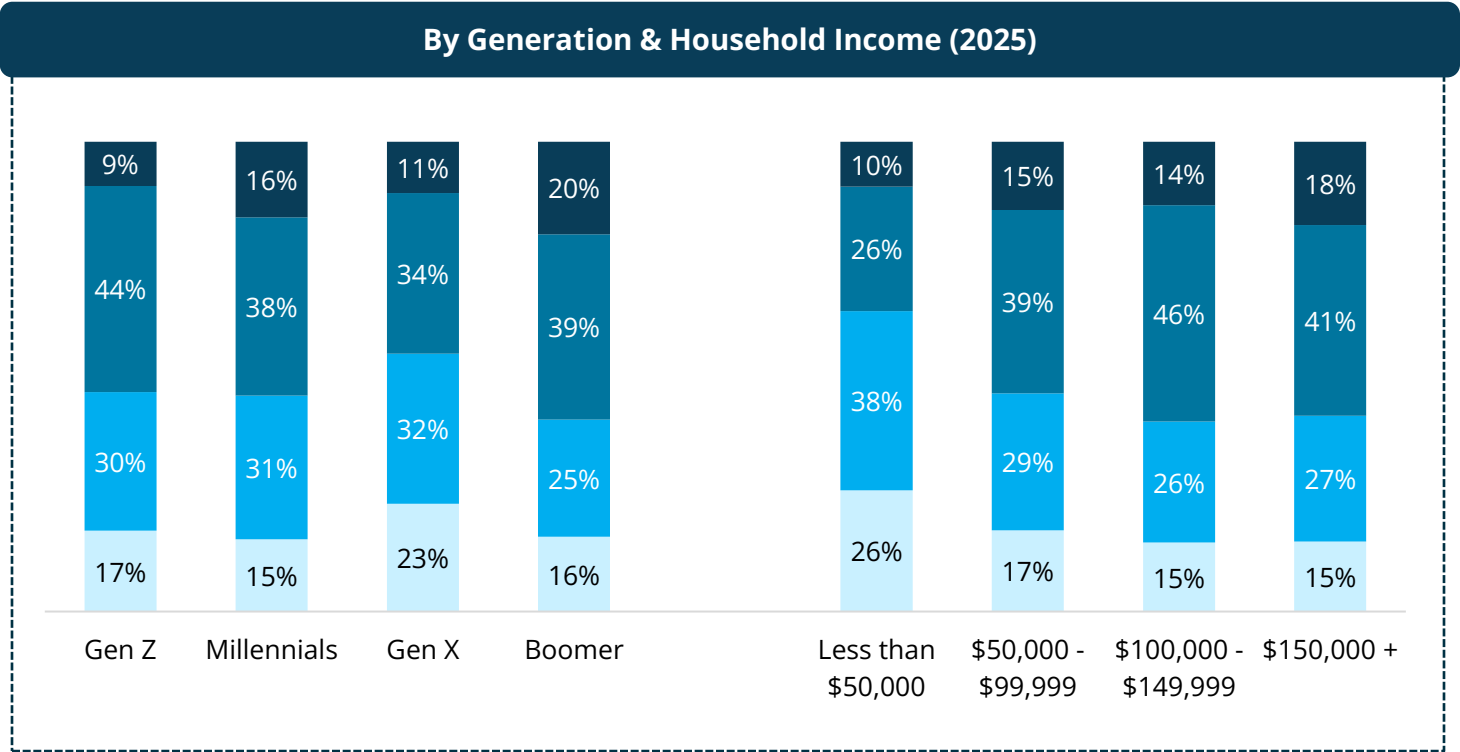
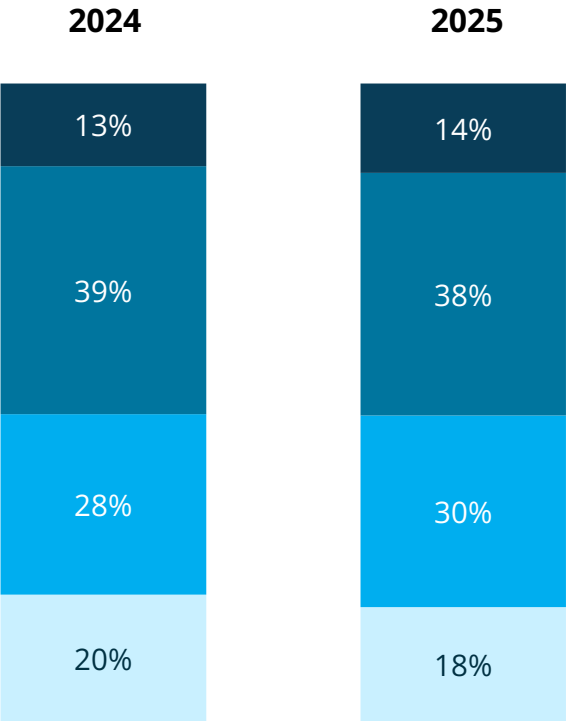
Are Aussies Happy?



Overall Happiness

Over the past 12 months, happiness has remained steady across the population, but Gen X and lower-income households are feeling less content, while older and higher-income groups report stronger wellbeing.

How Happy Are You?



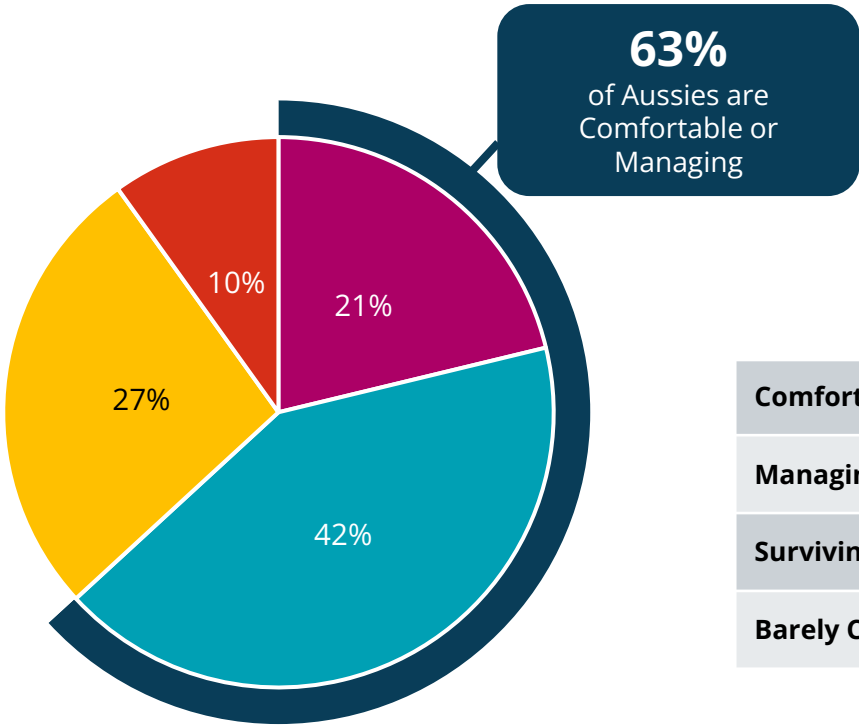
■ Feeling Great ■ In a Good Place ■ Holding Steady ■ Doing It Tough

Financial Position

63% of Australians claim to be in a financial position that is either comfortable or manageable, leaving more than one-third of the population in a tenuous situation including 10% that don't have enough money to meet all household expenses. As expected, financial vulnerability strongly correlates with lower wellbeing and happiness.

How would you describe your current financial position?

- Comfortable:** I have enough money to live comfortably
- Managing:** I have enough money to meet household expenses with a little left over
- Surviving:** I only have enough money to meet household expenses, but nothing more
- Barely Coping:** I don't have enough money to meet all my household expenses



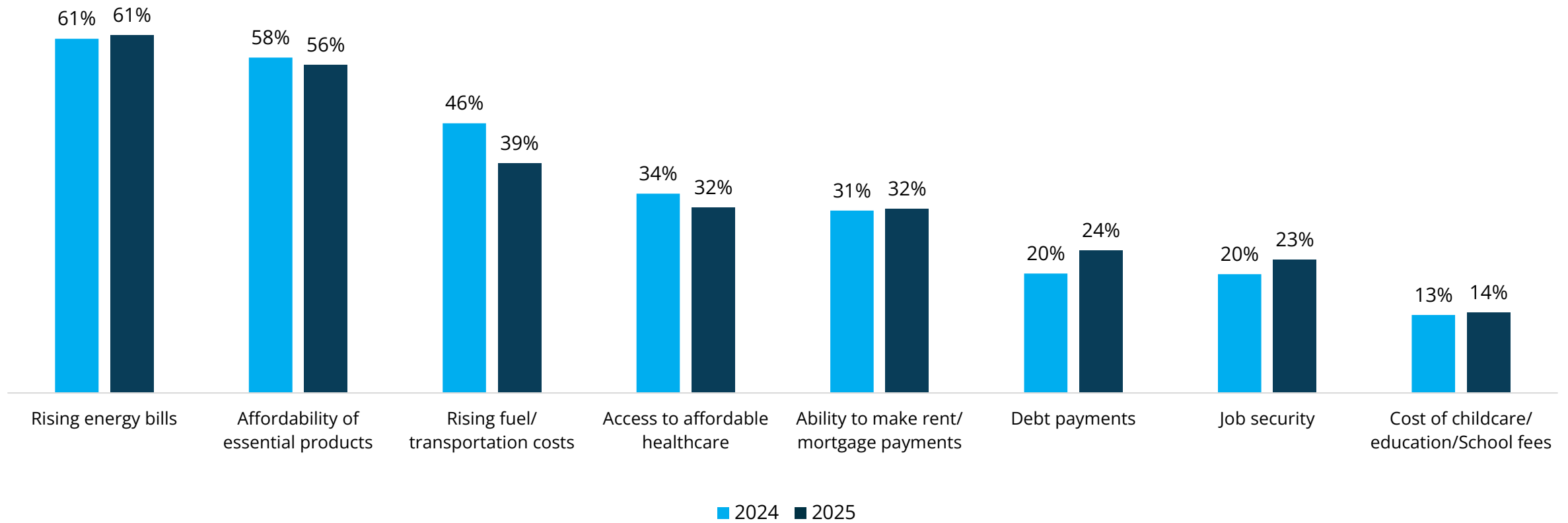
All Australians - 2025

	Feeling Great	In a Good Place	Holding Steady	Doing it Tough
Comfortable	33%	14%	4%	0%
Managing	48%	49%	24%	11%
Surviving	14%	26%	44%	40%
Barely Coping	5%	11%	28%	49%

Household Concerns

Cost pressures remain the dominant household concern, with energy bills and essential product affordability still weighing most heavily. While some pressures have eased slightly, concerns around debt and job security are beginning to edge upwards, highlighting ongoing financial tension for many households.

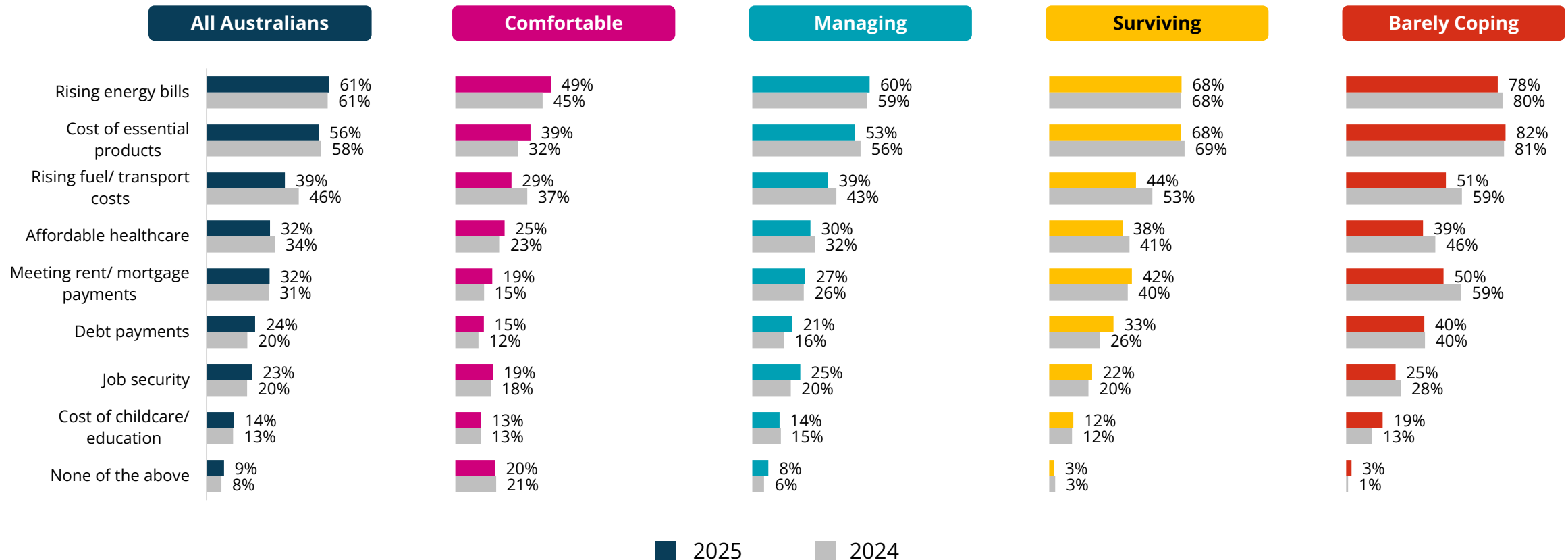
Main concerns for your household (next 12 months)



Household Concerns

Financial strain still rises sharply as comfort declines, but the picture is shifting: even comfortable households are experiencing small increases in key concerns. Debt and job security worries are also creeping upward across most groups, suggesting a broad lift in financial anxiety beyond those already under the most pressure.

Main concerns for your household (next 12 months)



**What does this mean for
Christmas this year?**

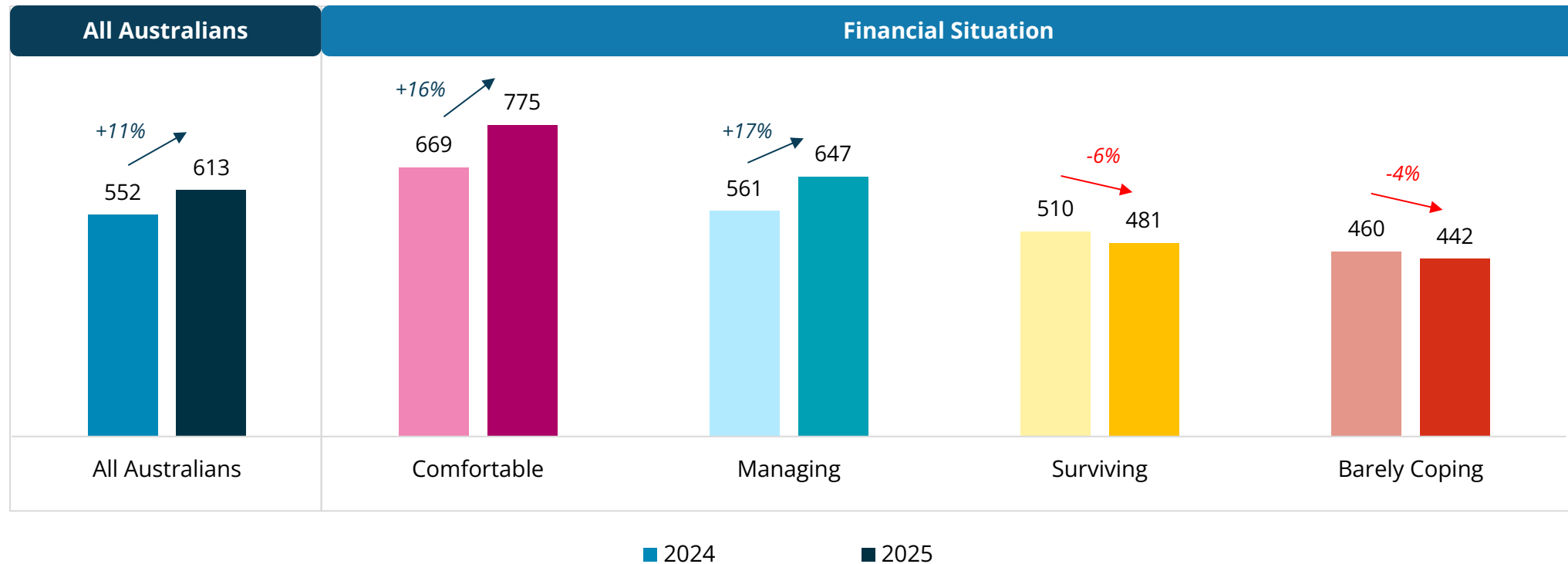


Christmas Spending

Despite ongoing cost-of-living pressures, Christmas spending is set to rise by 11% this year, but this growth is driven almost entirely by comfortable and managing households, both lifting their budgets by double digits. In contrast, surviving and barely coping households are cutting back further, reducing spend by 6% and 4% respectively.

How much do you expect to spend in total on Christmas gifts this year?

Average spend (\$ AUD), 2024 vs. 2025

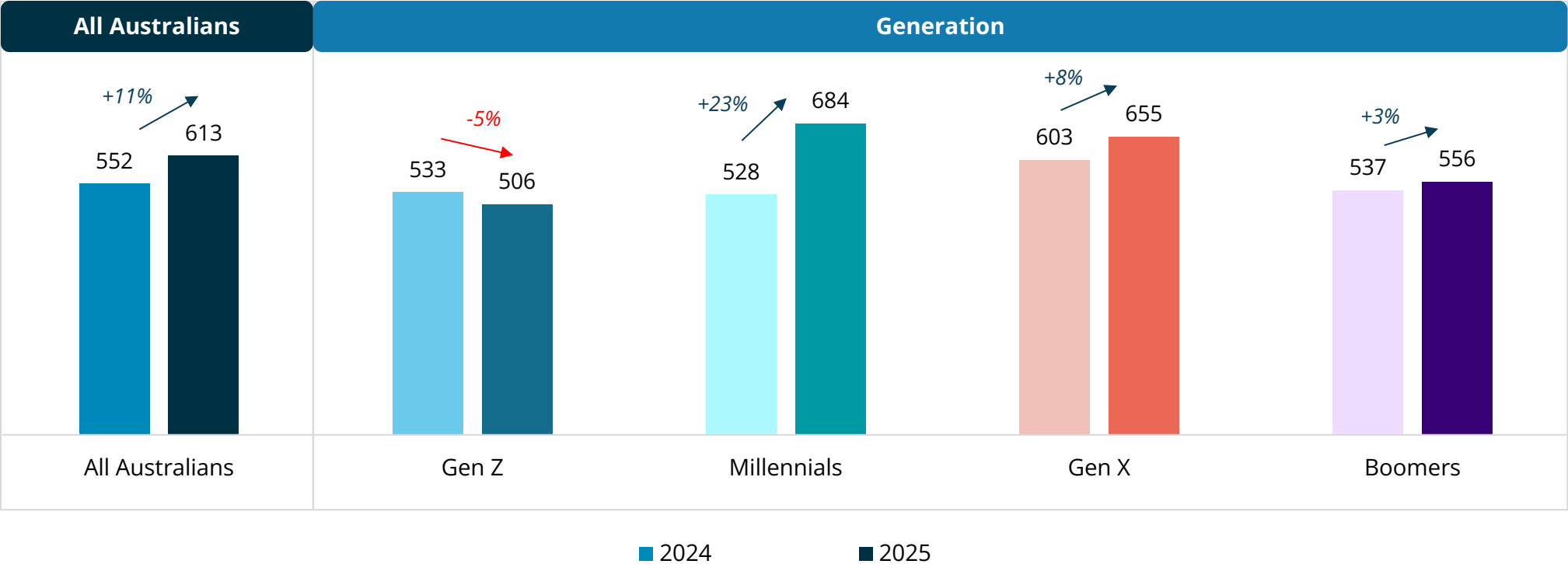


Christmas Spending

The uplift in Christmas spending for 2025 is being powered by Millennials with Gen Z standing out as the only generation tightening their budgets

How much do you expect to spend in total on Christmas gifts this year?

Average spend (\$ AUD), 2024 vs. 2025

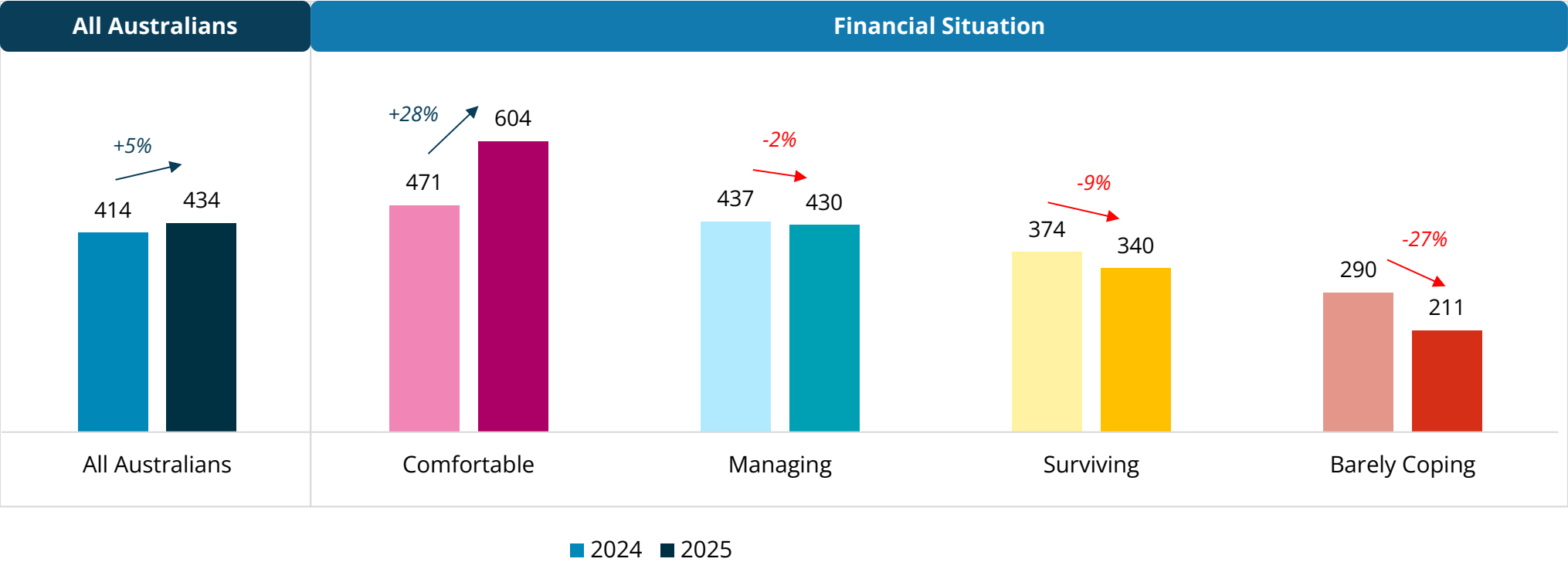


Post Christmas Sales

Post-Christmas spending is expected to rise modestly by 5% overall, but this growth is entirely driven by comfortable households, who are planning a substantial 28% increase. This again highlights the widening gap in discretionary spending capacity across financial segments.

How much do you plan to spend in total during the Boxing Day/New Year sales this year?

Average spend (\$ AUD), 2024 vs. 2025





Too often, we see businesses confusing data with insights.

Numbers don't answer business questions by themselves, but they still feel tangible.

We believe you need to go further.

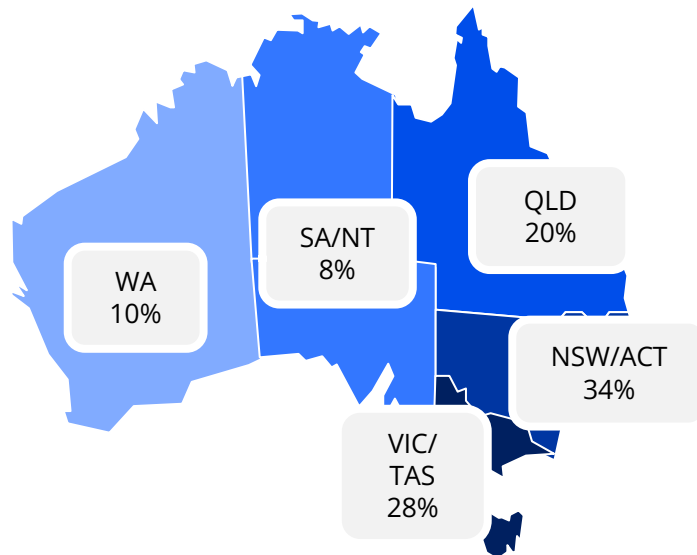
Our people layer their understanding of the underlying business environment, context and market on top of primary or secondary data, using their expertise to discover insights that unlock tomorrow's opportunities, today.

This is Fifth Quadrant.

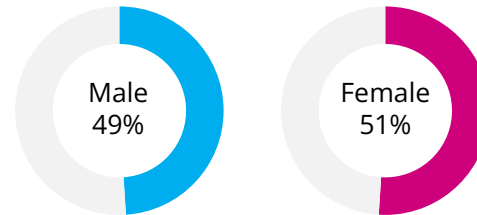
Methodology & Sample

This report is based on a nationally representative online sample of Australian consumers. Sampling quotas were set for age, gender and location, and results were weighted to reflect the true population profile, ensuring balanced representation across demographic groups.

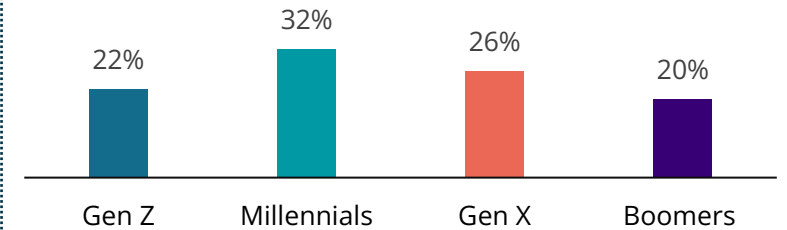
Location



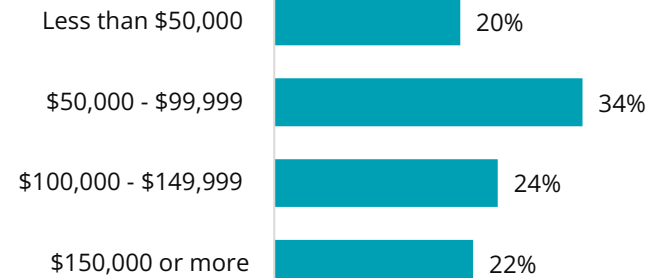
Gender



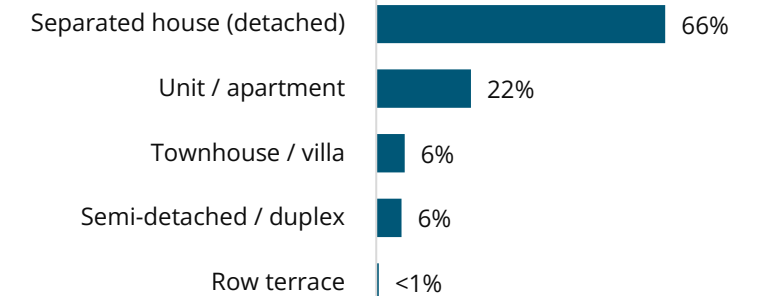
Generation*



Pre-Tax Household Income



Dwelling Type



Generations defined as: Gen Z (18-29-year-olds), Millennials (20-44-year-olds), Gen X (45-60-year-olds), Boomers (61-75-year-olds)

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Thank You

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