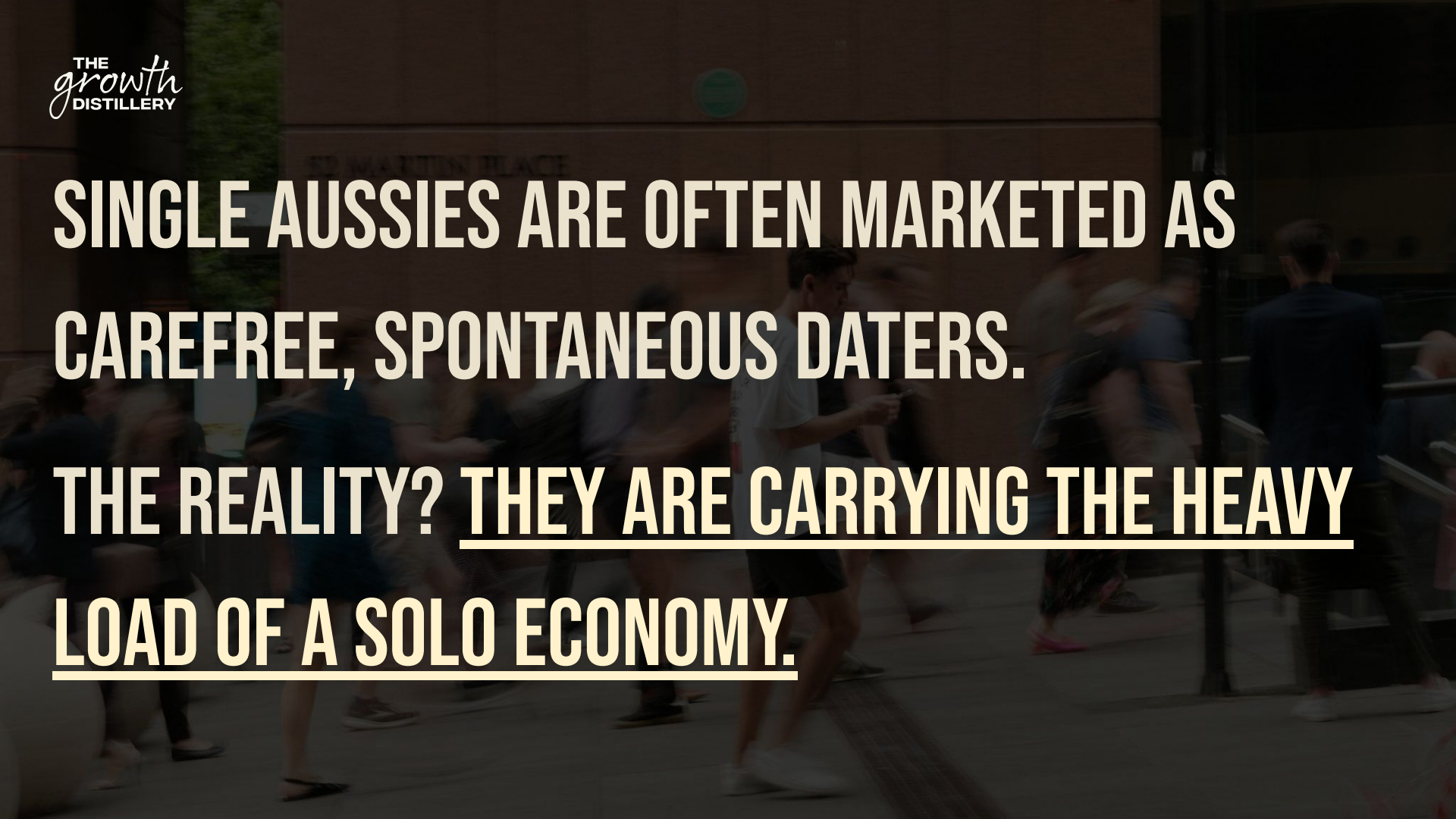
LIGHTHOUSE TRACKER **SPOTLIGHT AUDIENCE:** 15,437 AUSSIE SINGLES



SINGLE AUSSIES


THE growth DISTILLERY
SINGLE AUSSIES ARE OFTEN MARKETED AS CAREFREE, SPONTANEOUS DATERS.
THE REALITY? THEY ARE CARRYING THE HEAVY LOAD OF A SOLO ECONOMY.

Who are they?



Home & life stage (much more than ‘single’.)

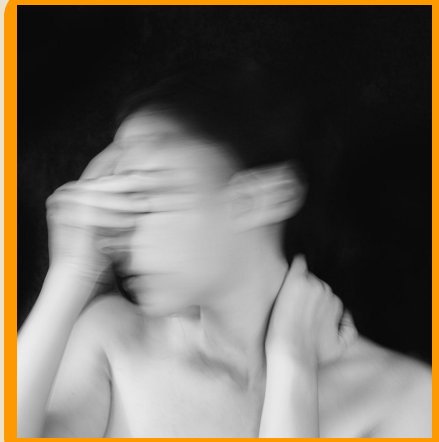
THEY ARE OVER TWICE AS LIKELY TO LIVE ALONE (44%), LIVE WITH THEIR PARENTS (26%) OR LIVE IN A SHAREHOUSE (18%) AND THE MAJORITY ARE RENTING (53%). **BUT, THEY AREN’T JUST ‘SINGLE’ - ALMOST 1 IN 4 ARE PARENTS, EXPECTING PARENTS OR GUARDIANS, SO MANY HAVE OTHERS TO CONSIDER.**

Income (much more financially stretched.)

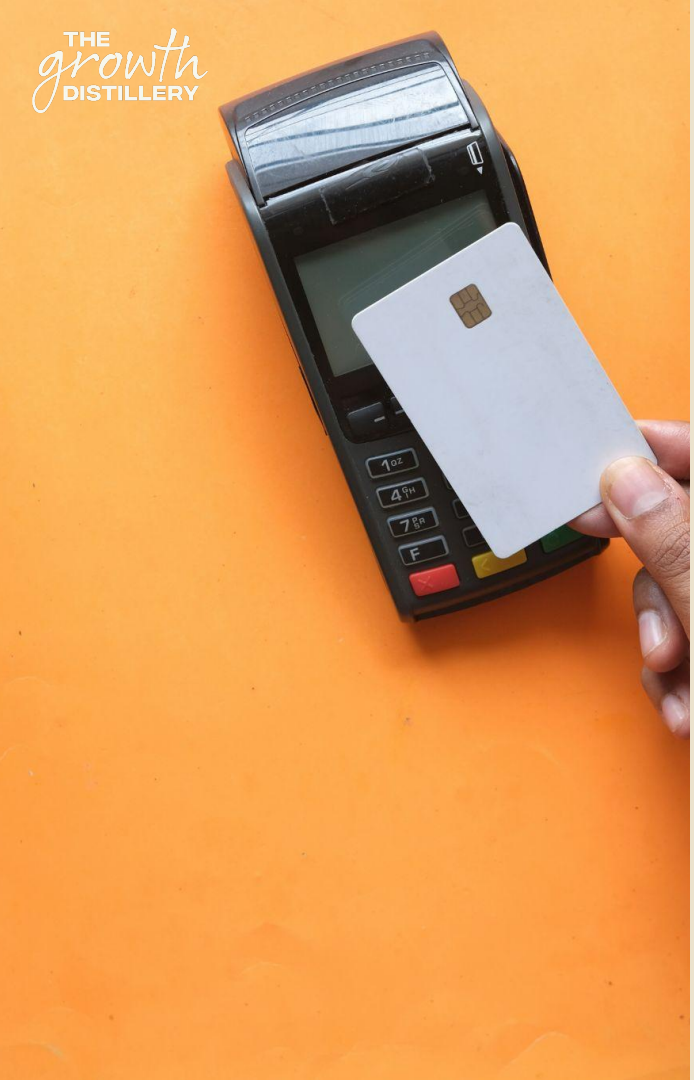
THEY ARE FINANCIALLY MORE STRETCHED THAN THE AVERAGE AUSSIES AS NOT ONLY DOES THEIR HOUSEHOLD INCOME EARN SIGNIFICANTLY LESS THAN THE AVERAGE, **BUT EVEN THEIR PERSONAL INCOME IS AROUND 17% LESS THAN THE AVERAGE AUSSIES PERSONAL INCOME.** SO THAT ‘SINGLES TAX’ BECOMES AN EVEN BIGGER BARRIER TO OVERCOME. WE SEE HOW THIS IMPACTS NOT ONLY THEIR ATTITUDES TOWARDS FINANCES, BUT ALSO THEIR ACTIONS IN MAKING IT CHANGE.

Older than you think

AUSTRALIAN SINGLES SLIGHTLY TEND TO BE MEN OVER WOMEN (51% VS 49%), AND IT’S NO SURPRISE THE BIGGEST GENERATION THAT IS SINGLE IN GEN ZS AT 36%. HOWEVER, OVER 1 IN 4 ARE MILLENNIALS (27%), 1 IN 4 ARE GEN XERS (22%) AND EVEN 15% ARE BABY BOOMERS. **IF YOU’RE JUST TALKING TO YOUNG AUSSIES, YOUR MISSING 64% OF THE SINGLES AUDIENCE.**







Without a dual-income safety net,
unexpected shocks create real anxiety.

How they feel

27%

More likely

1 IN 5 (21%) HAVE **ZERO CONFIDENCE IN THEIR ABILITY TO COPE WITH AN EMERGENCY EXPENSE** (27% MORE LIKELY THAN THE AVERAGE AUSSIE).

33%

More likely

THEY ARE 33% MORE LIKELY TO REPORT **TO BE FALLING BEHIND ON REALLY ESSENTIAL LIVING COMMITMENTS** (11% VS 8%).

The reality in action

YET DESPITE COL IMPACTS, **1 IN 5 CLAIM THEY HAVE SPENT MORE FREELY IN THE PAST MONTH (20% VS 17% NET AVERAGE).**

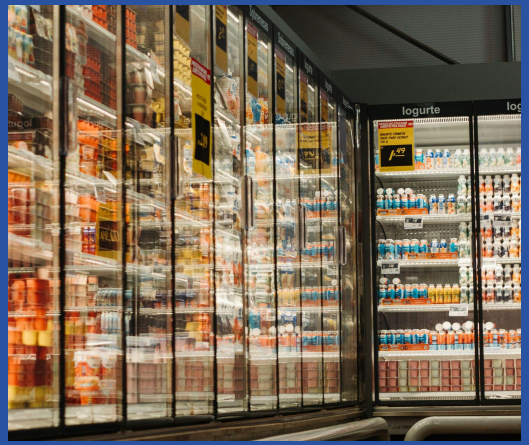
THE growth DISTILLERY

With no one to split the pantry bills with, ***the essentials become much harder to maintain.***

How they feel

1 in 3

31% DESCRIBE THEMSELVES AS STRUGGLING OR FALLING BEHIND ON ESSENTIAL LIVING COSTS (19% MORE LIKELY THAN AVERAGE).



What they're doing about it

1 in 2

50% HAVE ACTIVELY CUT BACK ON GROCERIES AND FOOD SPENDING IN THE PAST MONTH TO KEEP THEIR HEADS ABOVE WATER.

YET CONVENIENCE STILL WINS OUT, 1 IN 4 ARE SPENDING MONEY ON LUNCH RATHER THAN BRINGING IT IN (24% VS 21%, 111IX), AND 43% ARE STILL ORDERING TAKEAWAY (VS 41%, 106IX).

THE growth DISTILLERY

And while they are feeling the pinch, they're also taking action in what they can change, and for many that's ***alleviating their financial stress through a career or job pivot.***

How they feel



30% **FEEL NEGATIVE ABOUT THEIR CURRENT CAREER** (32% MORE LIKELY THAN THE AVERAGE AUSSIE), AND THEY'RE 22% MORE LIKELY TO FEEL DISILLUSIONED WITH THEIR CURRENT PLACE OF WORK (15% VS 12% NET).

What they're doing about it



ALMOST 1 IN 3 (31%) ARE ACTIVELY HUNTING FOR A NEW JOB OR MAJOR CAREER PIVOT (23% MORE LIKELY THAN THAN THE AVERAGE AUSSIE AT 25%).



AND THEY ARE ACTIVELY LOOKING TO LEVEL UP, THEY ARE 33% MORE LIKELY TO BE INTERESTED IN OR HAVING RECENTLY UNDERTAKEN FURTHER EDUCATION OR TRAINING (14% VS 10% NET).

The strategic takeaway:

They're financially stretched but fully in motion. Market to the drive, not the stereotype.



WHILE THEY CARRY THE WEIGHT OF THE "SINGLE TAX" AND FEEL THE ECONOMIC SQUEEZE, A NOTABLE SUBSET HASN'T STOPPED SPENDING OR MOVING FORWARD



THEY MIGHT BE FINANCIALLY-STRETCHED, BUT THEY'RE TAKING ACTION THROUGH UPSKILLING FOR BETTER CAREERS, WHILE ALSO STILL ENJOYING EVERYDAY CONVENIENCES.

THE OPPORTUNITY LIES WITHIN ACKNOWLEDGING THE PRESSURE BUT ENGAGING IN THE POSITIVE ELEMENTS OF WHAT THEY ARE TRYING TO ACHIEVE.



BRANDS WHO OFFER:

- AVENUES OF GROWTH
- SINGLE-SERVE CONVENIENCE
- AND ACCESSIBLE ENTRY POINTS

WILL CONNECT WITH AN AUDIENCE ACTIVELY SEEKING PROGRESS DESPITE THE PRESSURE.

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THANK YOU



Methodology details

The Lighthouse consumer sentiment tracker has been designed by NCA to uncover exclusive insights on what Australians are thinking and doing, through a 25 minute online survey.

n=4,000 Australians are now surveyed each month, with over 63,000 responses collected since January 2025. The sample is representative of the national population, weighted by age, gender, and location, and also forms part of a continuous, nationally representative survey of Australian public sentiment.

This report gives you a quick snapshot of what we can uncover about Australian audiences. **To see how the Lighthouse Tracker can help you dig into a specific audience or customer segment, reach out to us at thegrowthdistillery@news.com.au.**