

Boomtown.



Mood Monitor.

Boomtown v Metro

May 2022

KEY INSIGHTS

BOOMTOWNERS ARE MORE HAPPY AND EXCITED



Boomtown residents are more likely than their metro counterparts to feeling happy and excited. Since the pandemic, regional Australians have realised that they are lucky not to live in a densely populated city.

The pandemic has also made them grateful for what they have.

People are 35% more likely to be open to ads and receptive when they are in a good mood^[1].

For brands, this means that consumers in Boomtown are likely to be more receptive to your brand's advertising.

BOOMTOWNERS ARE FEELING THE RISING COST-OF-LIVING PRESSURES



Money and cost-of-living are the two biggest worries for Boomtown residents. And, Boomtowners are more likely than their metro counterparts to say they manage to meet their expenses, but there's not really anything left over.

It's important that brands support Boomtowners during this time as they face rising cost-of-living pressures.

During a cost-of-living crisis, consumers are looking for brands to keep their prices fair and reward the loyalty of their existing customers^[2]

BOOMTOWNERS ARE SAVING & LOOKING TO HIT THE PURCHASE TRIGGER

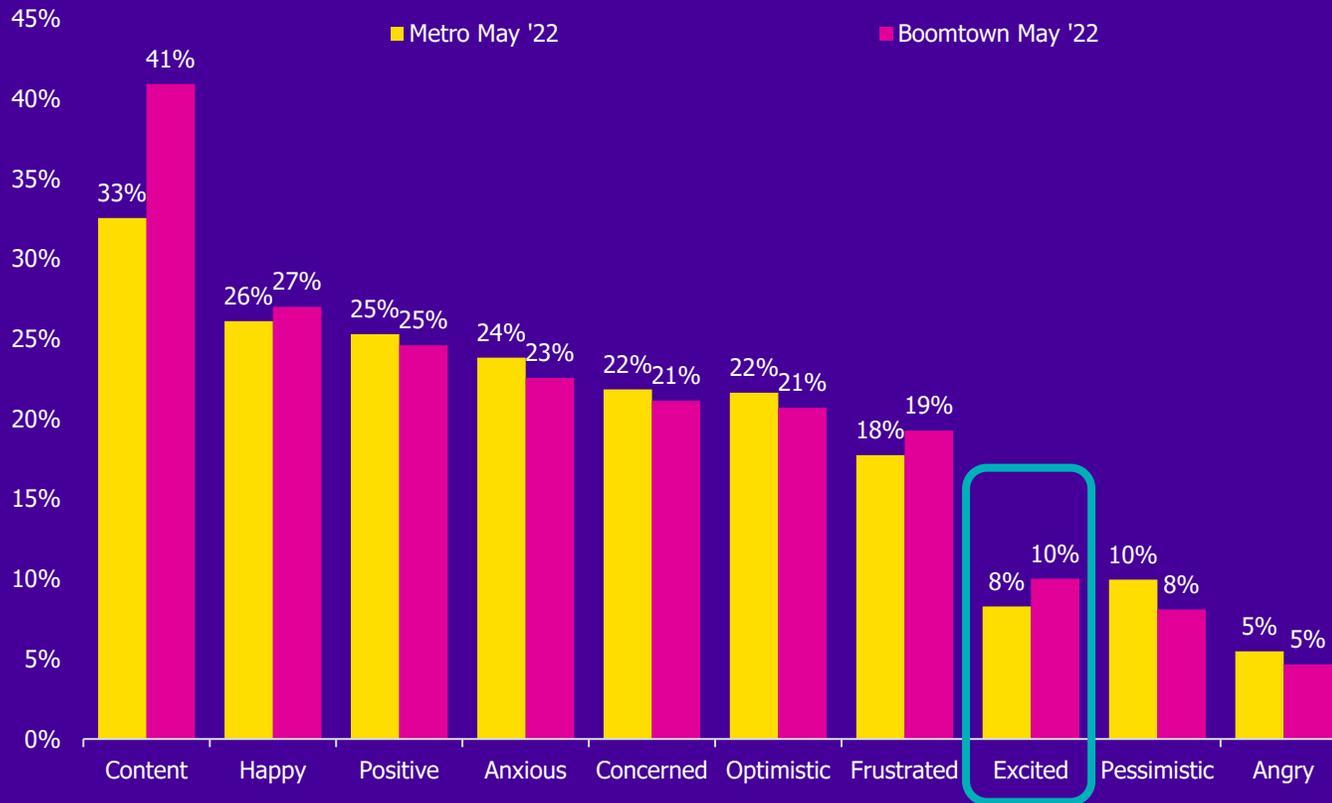


Nearly 2 in 5 Boomtown residents say they are saving for something at the moment. With items topping the list such as a house, holiday or car / vehicle. Plus, of those saving for something at the moment, 1 in 5 are looking to hit the purchase trigger in the next 6 months.

Brands in the travel, home loans and automotive categories should ensure they are top of mind for consumers at this time, and entice them to pull the purchase trigger.

Boomtown residents are more 'Content' and 'Excited' compared to their metro counterparts

How are people feeling right now? (PROMPTED)



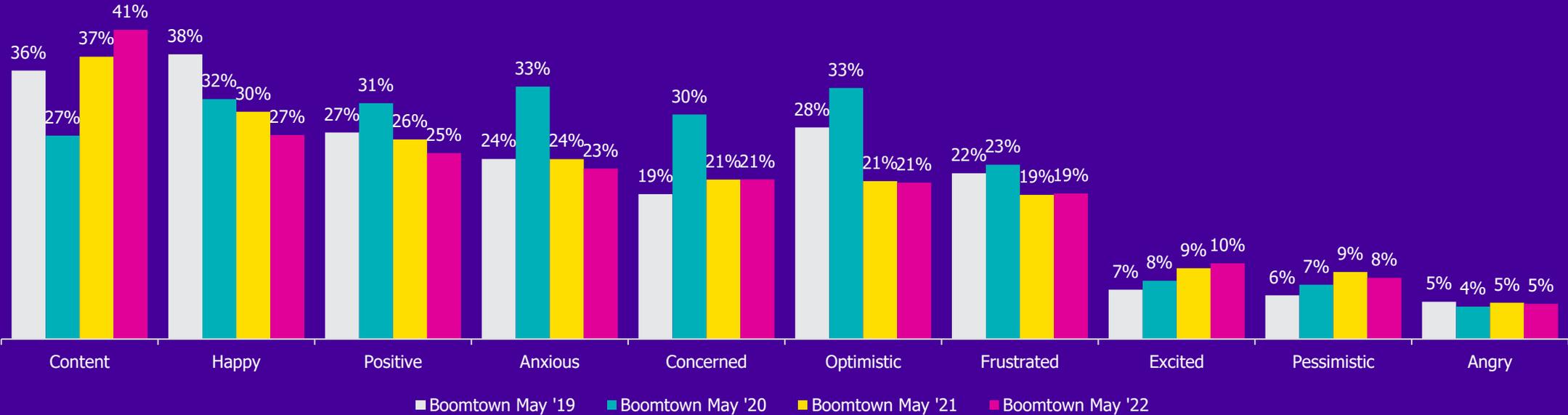
Boomtowners being more 'happy' and 'content' compared to their metro counterparts has been a consistent trend over the years, however this year it can be seen there is an uplift in Boomtowners 'excited'.

Boomtown residents are becoming more content as the years move on whilst happiness & positivity falls.

NAB’s Wellbeing Index suggests that people living outside of capital cities are happier and much less anxious. Throughout the pandemic, regional Australians recognised how lucky they were to not live in a densely populated city. And, many regional Australians report having greater work-life balance, spending more quality time with family, living more simply, and having greater empathy and gratitude^[2].

The declines in happiness & positivity will be something to keep an eye on to determine if they are caused by cost of living concerns. People are content with what they have but don’t hold those happiness levels about the future like they used too.

Source: [1] SXM Media. 2019. Are Good Moods The Key To Increasing Ad Receptivity? [2] IPA | May 2022 | Brand Action & The Cost of Living Crisis – Insights Pulse Poll



Source : [1] SCA IQ | Consumer Sentiment Study | May 2022 | Q. And just so we can narrow it down a little, from the following list, which words best describe your mood OVERALL at the moment? | People 18-64 | Regional | May 2022 n=621, May 2021 n=558, May 2020 n=399 [2] NAB | May 2022 | Regional and Agribusiness Horizons Report



What's driving these emotions in Boomtown?

HAPPY / CONTENT / POSITIVE

- Contentment with what they have / hopeful for the future
- Loving relationships / family / friends
- Financial stability / job security



61%

CONTENT
POSITIVE
HAPPY

"Recently I have done a lot of growth including learning how to love myself. I am more grateful for the people and things I have around me. That doesn't mean everything is wonderful or just exactly how I would like it, rather that I am content with where I am, who I am and what I have regardless."

"Enjoying life and looking forward to future possibilities."

"There are so many difficulties in the world at the moment & I am grateful for all I have."

"Because I am in a good place in my life. With a great husband, wonderful daughter, fantastic son-in-law and an amazing granddaughter. Life is pretty good financially and with health."

"I'm rested & feeling content in my life. I have close family connections with my daughters & granddaughters, have enough work to keep me financially afloat and enjoy being independent."

"Because everything around me is moving fine. My family in good health including my beautiful wife and daughter."

"I'm in a place where I can take time off with my family and still pay my bills."

"Life is good for us now we are only young and retired and financially secure."

"Happy with my work, family and friends aspect of my life."

"Worried about the future and how we will afford things if the cost of living keeps going up but wages stay the same."

"The economy is in such a bad place, we are earning nowhere near enough money to be able to afford the costs of living no matter how much we work and no one is trying to come up with a solution for it."

"Sick of covid, seeing scaremongering on the news every day!"

"No-one is caring about the pandemic, the environment is getting worse and not enough is being done. Ukraine isn't being helped enough."

"Life is too unpredictable with too many uncertainties in life. Economic fragility, wars, natural disasters, pandemics, etc."



41%

CONCERNED
FRUSTRATED
ANXIOUS

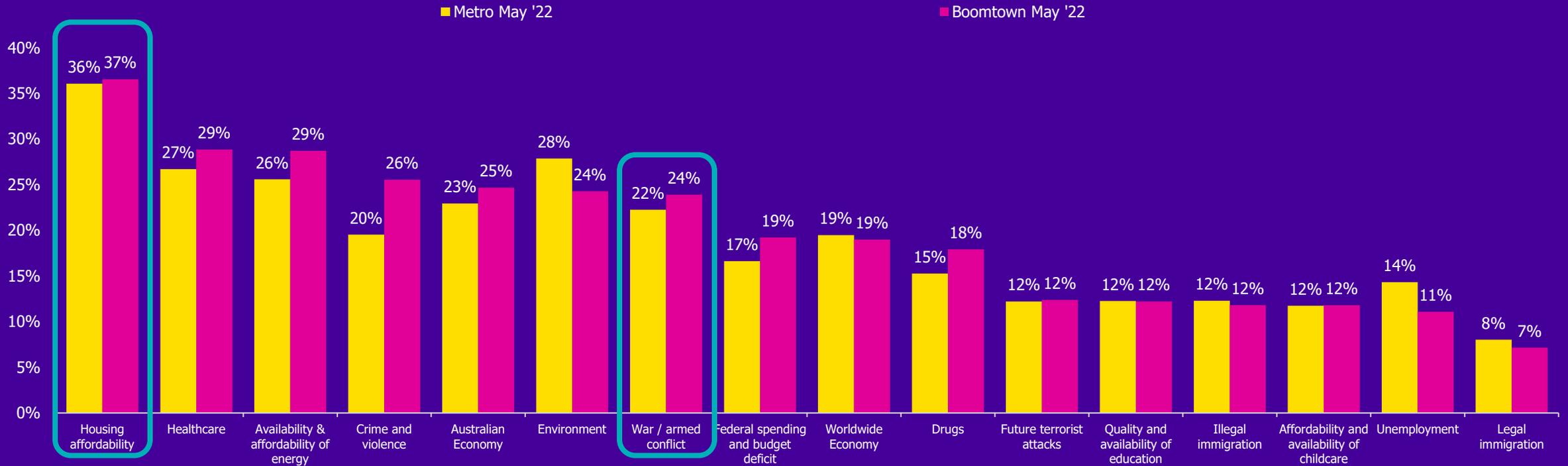
ANXIOUS / CONCERNED / FRUSTRATED

- Cost-of-living / financial security
- Impacts of COVID-19
- Global / political crises

Housing Affordability continues to be the biggest concern for Boomtowners and Metro Australians

It is also interesting to note that Boomtowners are more worried than their metro counterparts about healthcare, the Australian economy, war / armed conflict and federal spending and budget deficit. They are also more concerned about the availability & affordability of energy, crime and violence and drugs, however this is a pattern which is traditionally seen year on year..

How worried are you about... ? VERY WORRIED (PROMPTED)

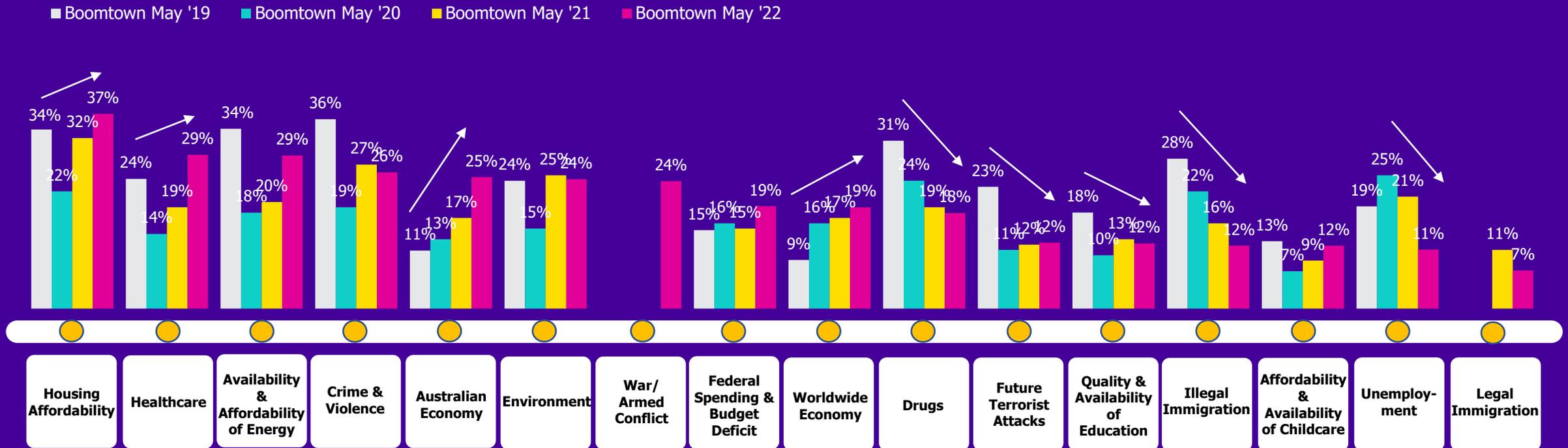


Housing affordability is an increasing concern for Boomtown residents YOY

Housing affordability is the number one concern for Boomtowners, and unsurprisingly is on the rise. Since COVID-19, housing costs (pricing and rents) have increased due to population movement from capital cities to the regions. This has reduced affordability in many regional areas, particularly impacting renters on lower incomes^[2].

Traditional worries of Boomtowners such as Crime & Violence and Drugs have decreased since pre-pandemic, as worries such as Healthcare, Australian Economy and Worldwide Economy are on the rise. This could potentially be due to media coverage focusing on Healthcare post-pandemic, as well as the economy as inflation soars worldwide.

How worried are you about... ? VERY WORRIED (PROMPTED)



Source : [1] SCA iQ | Consumer Sentiment Study | May 2022 | Q. How worried are you about the following social issues? | People 18-64 | Regional | May 2022 n=621, May 2021 n=558, May 2020 n=399, May 2019 n=634 [2] National Housing Finance and Investment Corporation | February 2022 | State of the Nation's Housing 2021-22

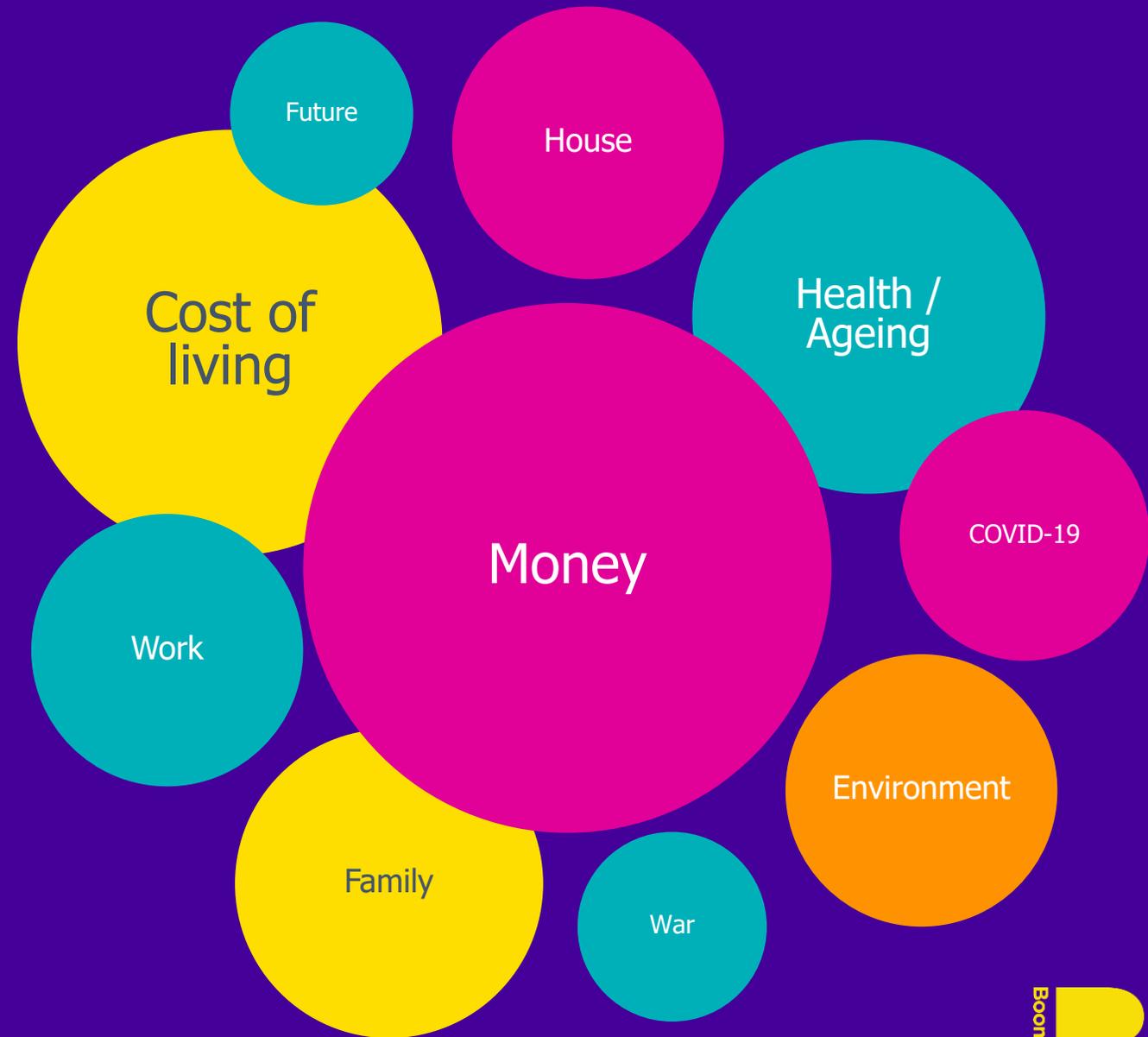


Biggest worry right now... ? (UNPROMPTED)

MONEY and COST OF LIVING are the two biggest worries for Boomtown Residents

Historically, money and family are the two biggest worries for Boomtowners. However, we see both cost of living and health / ageing overtake family in May 2020.

It's no surprise Boomtowners are increasingly worried about the cost of living as inflation soars – these concerns are shared by all Australians right now. And, health / ageing worries may be on the rise due to a shortage in affordable healthcare in regional areas^[2].





WHAT IS THE BIGGEST WORRY YOU HAVE IN YOUR LIFE RIGHT NOW?

"KEEPING TO MY BUDGET WHEN ALL THE BILLS HAVE GONE UP AS WELL AS GROCERIES AND FUEL"

- BOOMTOWN

"AS I MENTIONED PREVIOUSLY, THE COST OF LIVING INCREASES IN 2022 ALONE ARE OFF THE CHARTS. I WORRY HOW AM I GOING TO MANAGE AND WHERE DO I CUT MY SPENDING?"

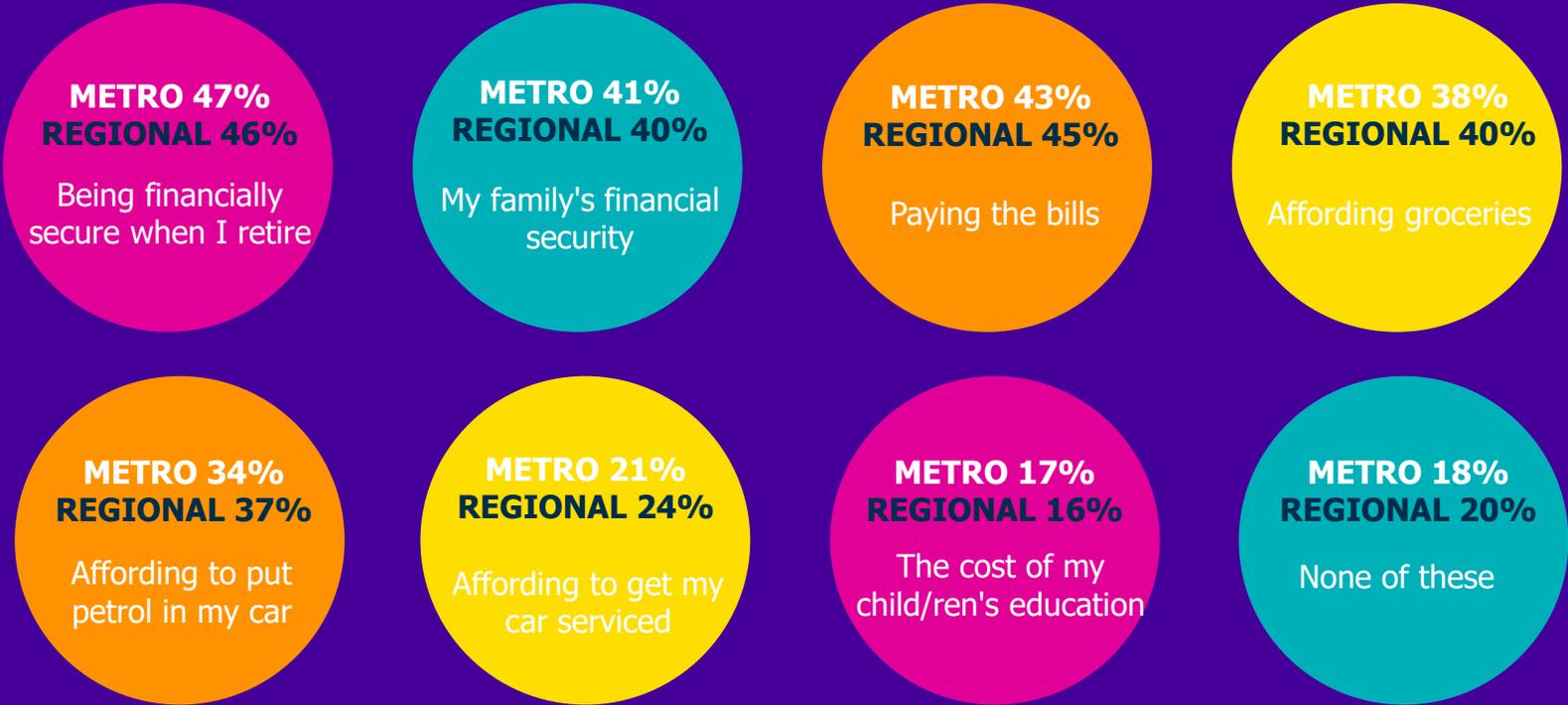
- BOOMTOWN

"I AM CONCERNED THAT OUR LOCAL HOSPITAL IS BURSTING AT THE SEAMS AND THE STATE GOVERNMENT DOES NOT CARE."

- BOOMTOWN

Boomtowners are slightly more likely to be concerned about affording to put petrol in their car, and getting their car serviced

Are any of the following things a concern for you at the moment? (PROMPTED)



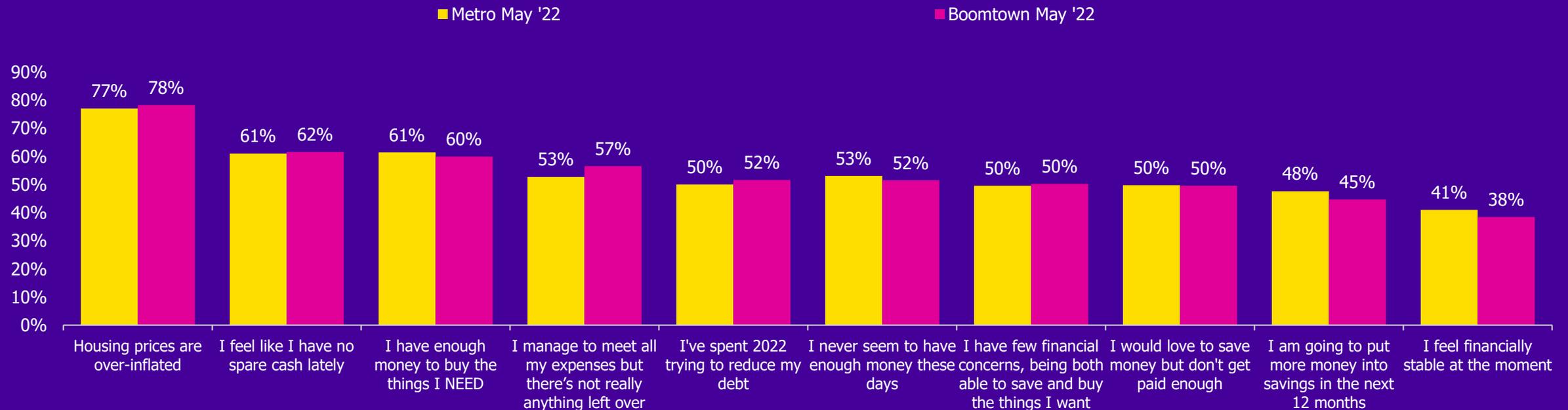
Considering Boomtowners are likely to be more reliant on their cars than their metro counterparts, it is not surprising that they're feeling the rising cost of running a car.



With the rising cost of living, Boomtown Residents are feeling the financial pinch more than their metro counterparts

When it comes to financial statements, there is little difference between Metro and Regional Australians. However, Boomtowners are more likely to be only managing to meet their expenses, but not have anything left over. And in turn, they are putting less into savings, and are less likely to feel financially stable. It's important that brands deliver value to Boomtowners who are feeling the financial pinch.

How do you feel about the following statements? AGREEMENT (PROMPTED)



*Displaying top 10 results

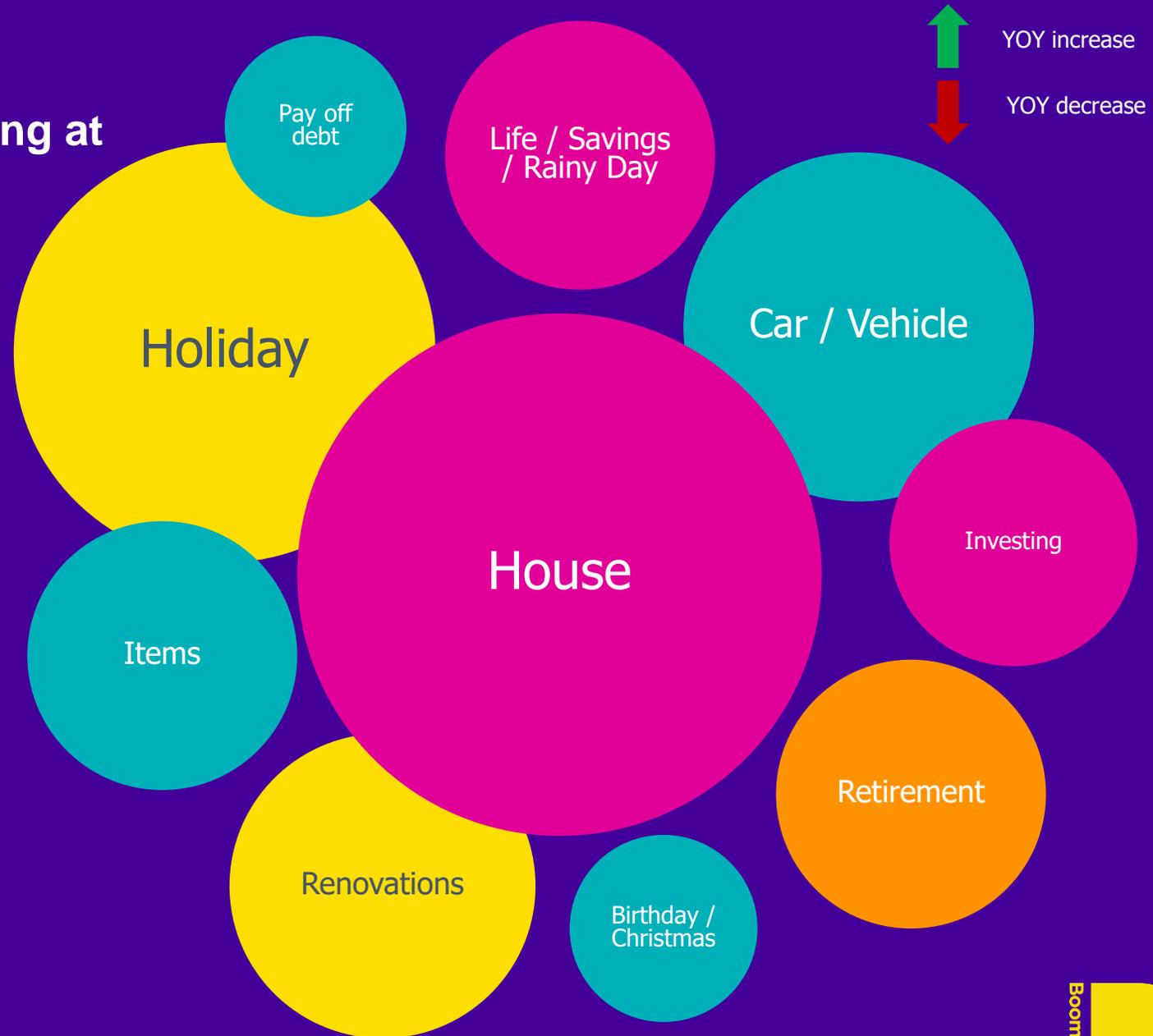
44%

of Boomtowners are saving for something at the moment!

Key items which Boomtowners are saving for are a house, holiday or a car / vehicle.

Plus, 1 in 5 Boomtowners saving for something say they will be ready to hit the purchase trigger in the next 6 months. Brands can entice them to pull the purchase trigger through highlighting deals and sales periods.

| Item saved for | May '19 | May '20 | May '21 | May '22 |
|------------------------------|---------|---------|---------|---------|
| House | 22% | 31% | 40% | 31% |
| Holiday | 37% | 23% | 17% | 20% |
| Car / vehicle | 14% | 13% | 17% | 20% |
| Renovations | 9% | 10% | 8% | 8% |
| Living / Savings / Rainy Day | 5% | 6% | 4% | 7% |
| Items | 5% | 5% | 5% | 6% |
| Retirement | 2% | 0% | 1% | 4% |
| Investing | 0% | 2% | 3% | 2% |
| Pay off debt | 2% | 5% | 3% | 2% |
| Birthday / Christmas | 2% | 3% | 1% | 2% |

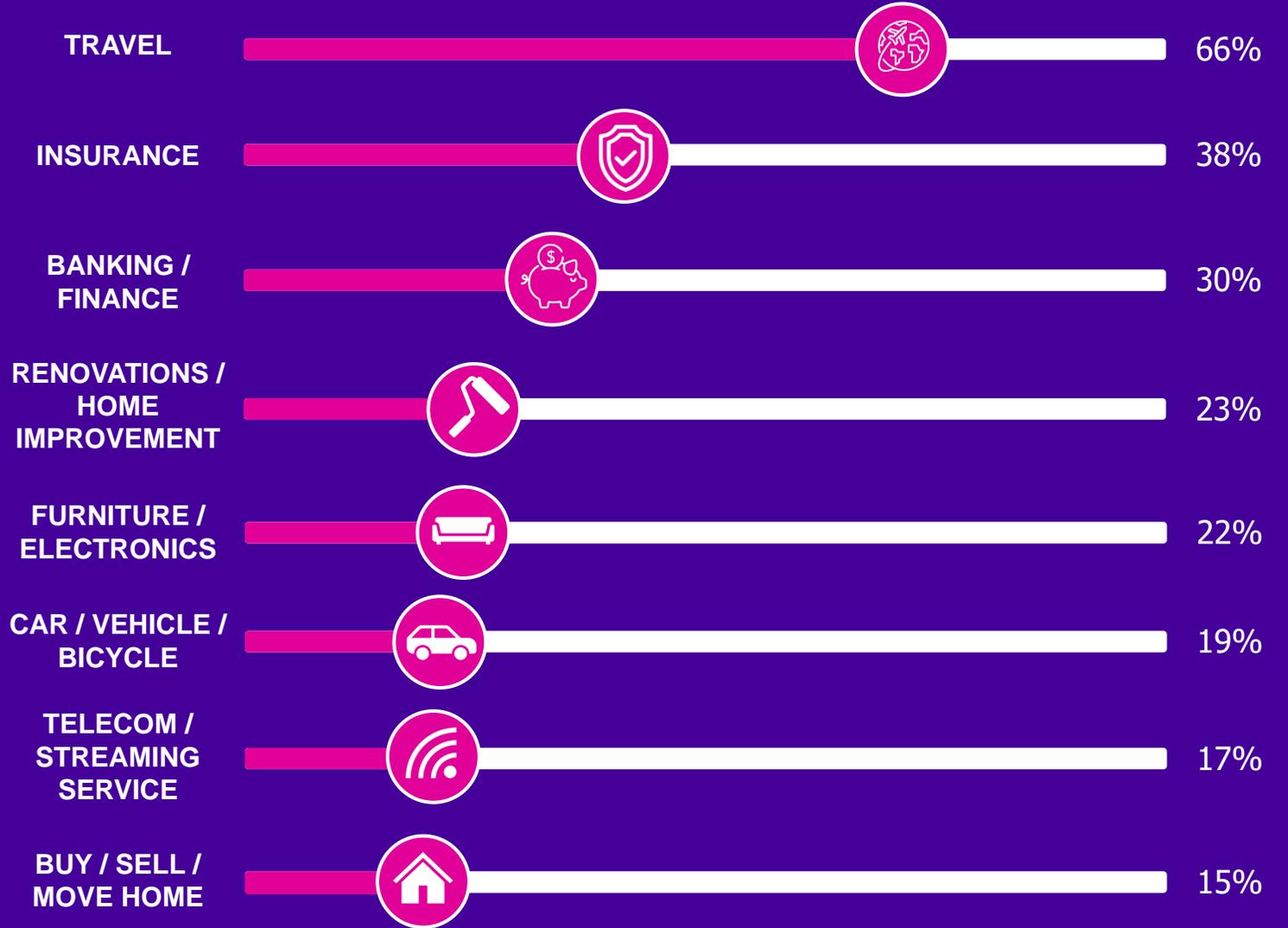


2 in 3 Boomtown residents are planning to travel in the next 6 months

Plus, Boomtowners are also looking to reassess their insurances, banking / finance services and undertake renovations to their homes.

It's important for brands in the tourism, insurance, banking / finance and home improvement categories to be top-of-mind as Boomtowners look to hit the purchase trigger in these categories.

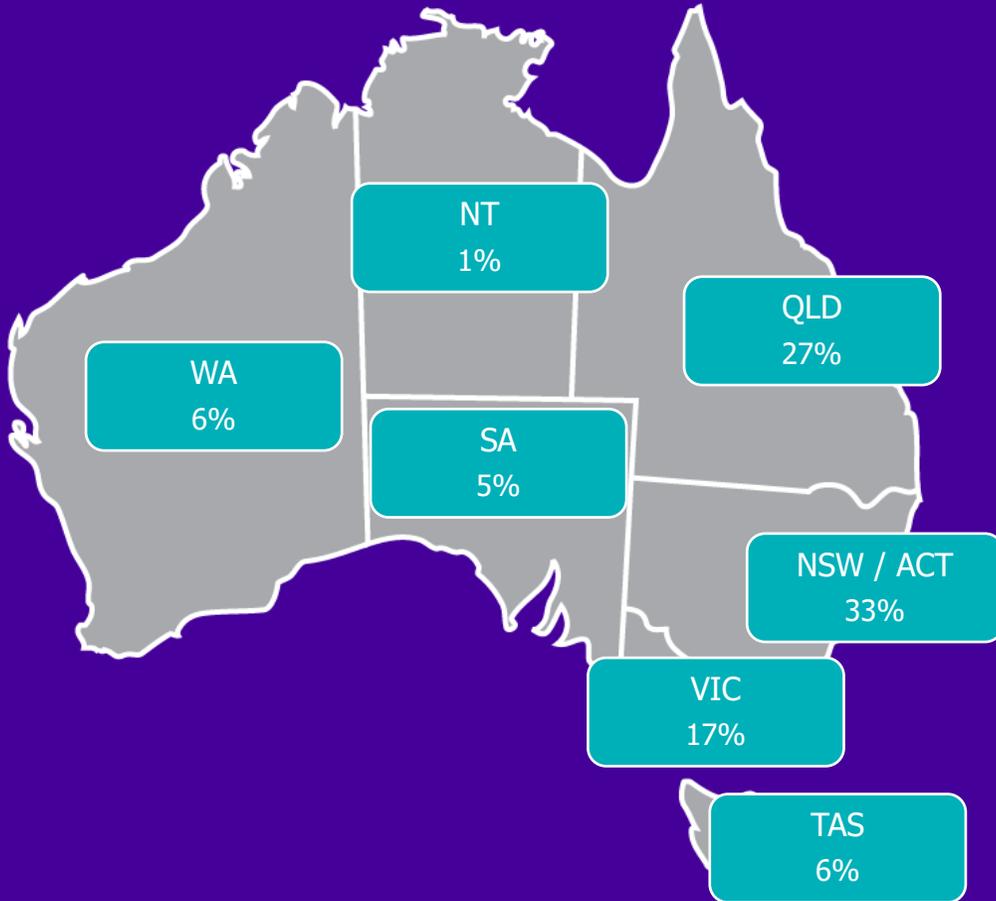
Are you planning on doing any of the following sometime in the next 6 months? (PROMPTED)



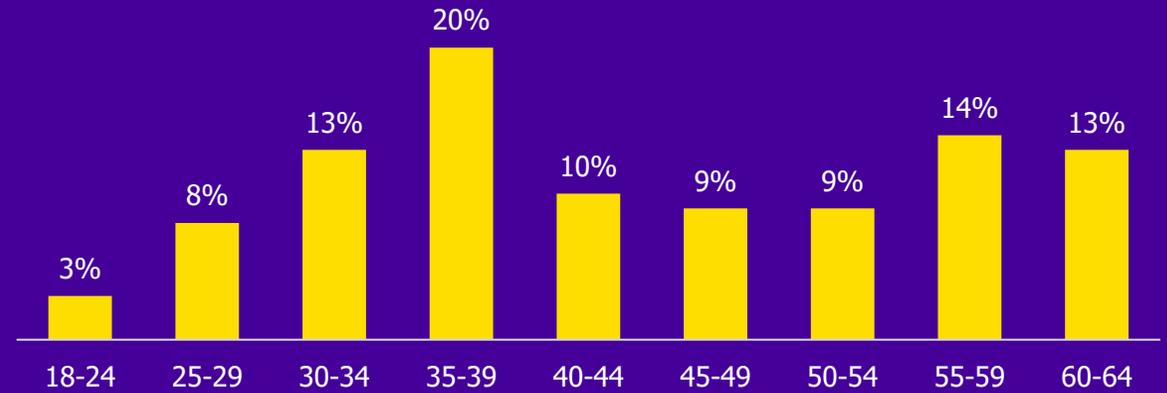
RESPONDENT BREAKDOWN

REGIONAL PEOPLE: 18-64

Market Breakdown



Age Breakdown



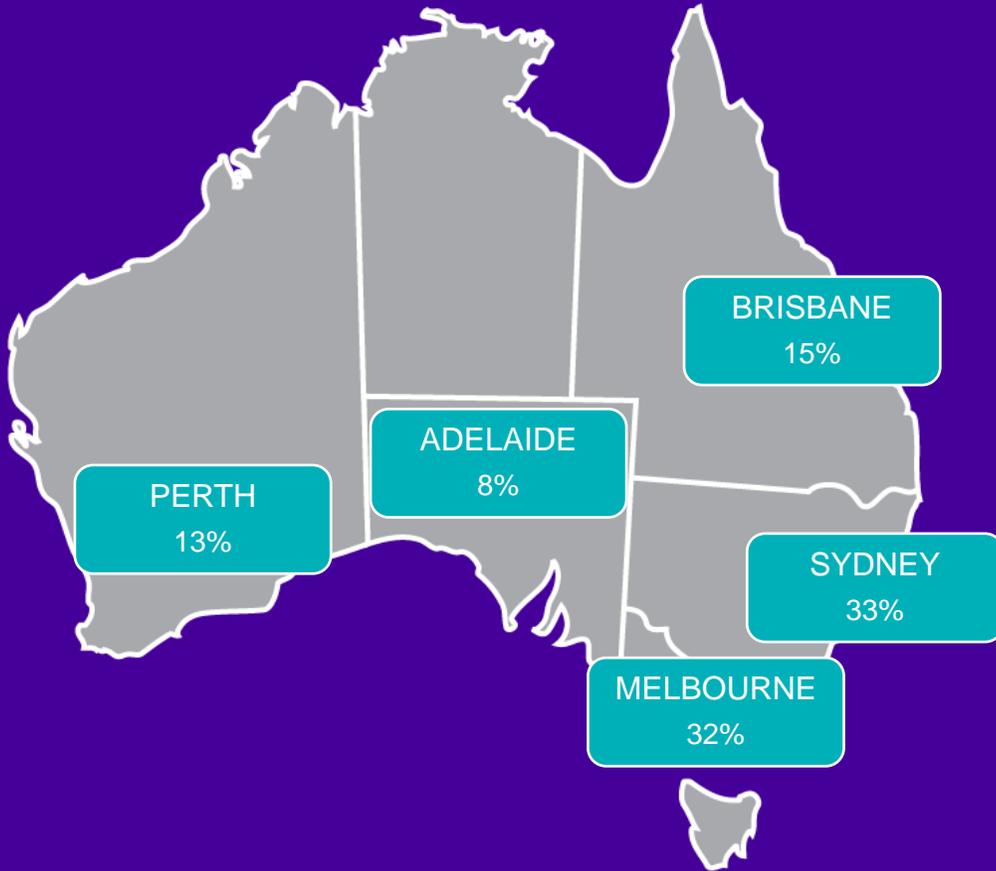
Gender Breakdown



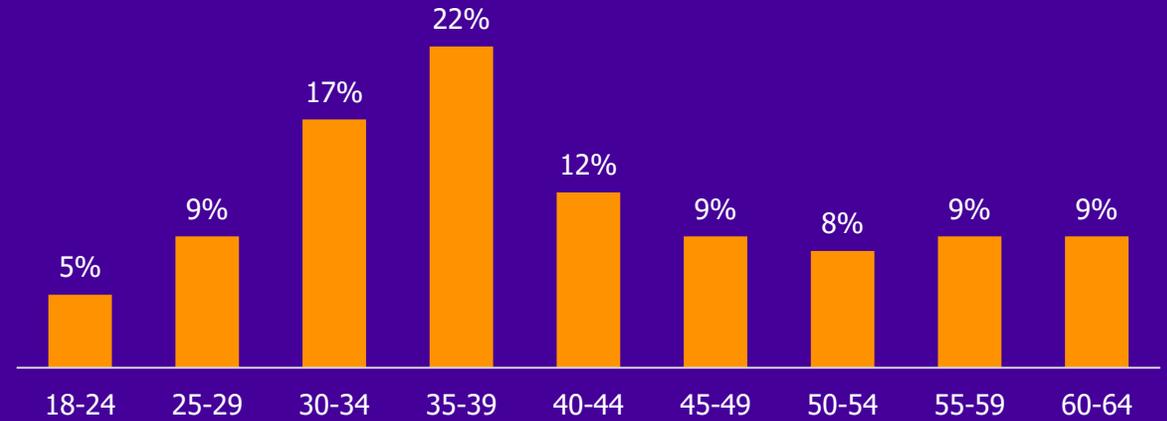
RESPONDENT BREAKDOWN

METRO PEOPLE: 18-64

Market Breakdown



Age Breakdown



Gender Breakdown



METHODOLOGY: WEIGHTING

Weighting Efficiency:

Regional People 18-64: 100%

Metro People 18-64: 100%

The closer your weighting efficiency is to 100%, the more closely your weighted data resembles your actual data, and the better you can consider your weighting.

If weighting is inflating the responses from a particular group unduly, your weighting efficiency will be significantly less than 100%. Generally, 80% is recommended as a good benchmark. If your weighting efficiency is below 80%, you may need to re-examine your data to understand why.

Maximum Weight:

Regional People 18-64: 1.049

Metro People 18-64: 1.011

The highest weight value associated with a respondent's survey responses, indicating how strongly the respondent's survey responses are emphasized. For example, if the maximum weight value is 5, it means that in your weighted survey data, there is one survey respondent or more whose individual response counts as five responses. In general, it is recommended that your maximum weight be less than 3.

Minimum Weight:

Regional People 18-64: 0.955

Metro People 18-64: 0.989

The lowest weight value associated with a respondent's survey responses, indicating how much the respondent's survey responses are de-emphasized. For example, if the minimum weight value is 0.11, it means that in your weighted survey data, there is one survey respondent or more whose individual response counts as 0.11 responses.

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2019 | 2020 | 2021 | 2022



Methodology

The results of this survey are “INDICATIVE” ONLY.

The survey was conducted by Southern Cross Austereo, and was sent to external survey panel providers Ovation TEG, Fonto and Pure Profile.

Approximately 2,128 people completed the study.

Certain questions asked for an 'essay' or 'verbatim' type of response OR brands/words that first came to mind.

A keyword search was used to sort and rank the responses to these questions.

Furthermore, as it is an online survey, the respondents would also be skewed towards being 'early adopters' for technology, 'trend setters' in general and likely to be a good early indication of brand leaders, trend setters and early adopters in general.

These research surveys conducted by Southern Cross Austereo are done so to provide a general understanding of the opinions, interests and attitudes of the metropolitan and larger regional marketplaces.

FOR MORE INFORMATION...



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