



# Future trends as predicted by Australians

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What is one major trend or change that you think will occur in Australia over the next ten years?

# Methodology

- 1,000 online interviews
- Age: 18+
- Fieldwork: 23-28 March 2012
- Data is weighted and matched with ABS census data to ensure a nationally representative sample
- Online panel members are primarily recruited offline and by invitation only ruling out self-selection issues associated with online methodologies
- Maximum margin of error at 95% confidence level:  $\pm 3.1\%$



**WHAT IS ONE MAJOR TREND OR CHANGE  
THAT YOU THINK WILL OCCUR IN AUSTRALIA  
OVER THE NEXT TEN YEARS?**

# Responses overwhelmingly negative

- Just 17% were positive
- 12% neutral

• **71% negative**

# The top ten

1. **Immigration (mostly negative) – 15%**
2. Environment (mostly positive) – 9%
3. Jobs situation will worsen (fewer jobs, casualisation) – 8%
4. Economy will deteriorate – 8½%
5. Internet usage will grow and widen – 6%
6. Manufacturing will decline – 5½%
7. Cost of living (incl. fuel, power) will increase – 5%
8. Rich-poor divide (and poverty) will grow – 4½%
9. Mining industry (expand 2%, decline 1½%) – 3½%
10. Increase in foreign ownership – 3%

# 1. The Immigration Cluster

- More immigration\*
- More people from NESB\*
- Islamisation/religious based trouble
- More refugees
- “Australian” identity will diminish\*
- Higher population
- Increase in racial division
- More cultural diversity
- More racism
- Overpopulation
- Increased Americanisation\*
- Increased Asianisation\*

\*Tone of comments under these headings was mostly but not always negative

## 2. The environment cluster

- Increased environmental focus
- Greater awareness and acceptance of climate change
- Climate will get worse
- More renewables/innovation/ efficiency in power industry
- Reduced Australian agricultural produce
- Water shortages
- Increased salinity of waterways
- More natural disasters
- Electric car usage will increase

# The next 10

11. Home ownership will become harder – 2½%
12. Carbon tax impact will be bad – 2½%
13. Taxes will go up – 2%
14. ALP will decline\* – 1½%
15. Gay marriage will become legal\* – 1½%
16. Elderly (later retirement, worse health care) – 1½%
17. The people will have more say in things – 1%
18. Improved transport in Australia – 1%
19. More progressive and caring society - 1%
20. NBN will benefit us - ½%

\*Tone of comments suggested writers were generally positive about these expected trends

## Others that were mentioned at low levels:

- Population will age
- Big business will influence politics more
- Social security cuts
- We will succeed in stopping the boats
- More urbanisation
- More decentralisation
- Increase in personal debt
- More subsidised housing
- Wider focus on Asia
- Australia will become a republic
- We will become a more innovative society
- We will become a more litigious society
- Young people's behaviour will worsen
- More traffic congestion
- Better health system
- Better education
- Banks will get greedier