

# DYE & DURHAM

## AUSTRALIA PULSE REPORT

### OCTOBER 2024



When being **certain** is everything

[dyedurham.com](https://dyedurham.com)

# DYE & DURHAM

## AUSTRALIA PULSE REPORT

### OCTOBER 2024

## About the Report

The Dye & Durham Australia Pulse Report is a quarterly survey that tracks the evolving attitudes of adults across Australia in three critical areas: the economy, technology, and the property market. By providing timely insights into these key sectors, the report empowers professionals in the legal and property industries to make informed decisions and plan strategically for the future. The Australia report is released quarterly and complemented by similar reports in Canada, UK, and Ireland.

The Dye & Durham October 2024 Australia Pulse Report highlights the ongoing shifts in Australian attitudes across three critical areas: technology, the economy, and property. This quarter's findings reflect notable changes as the nation grapples with technological advancements, fluctuating economic sentiment, and a still-evolving housing market.

**Technology:** AI adoption has surged, with half of Australians now using generative Artificial Intelligence, compared to just one-third in the previous quarter. This accelerated growth highlights the transformative

impact of AI across both personal and professional settings, with three-quarters of respondents expecting it to become a regular part of their work life within five years.

**Economy:** While Australians remain cautious about the economic landscape, there are signs of improving confidence. The anticipation of a recession has begun to stabilise, and job security remains robust, with workers increasingly prioritising higher wages to support better work-life balance.

**Property:** House prices continue to rise, with expectations that the upward trend will persist. However, public sentiment on policies such as negative gearing remains divided, reflecting broader concerns about housing affordability and supply.

Each section compares current data with the previous quarter, providing a clear view of the current challenges and opportunities shaping the nation's outlook.

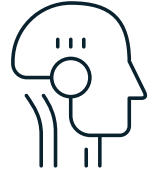
## Methodology

The findings of the report are the result of a survey conducted by Resolve Strategic for Dye & Durham from 1 – 5 October 2024, among a nationally representative sample of n=1,606 Australian residents, with a notional maximum error margin of +/-2.4%. The survey results are balanced and weighted on age, gender, region, education, and income.

Find out more at  
[dyedurham.com.au](https://dyedurham.com.au)



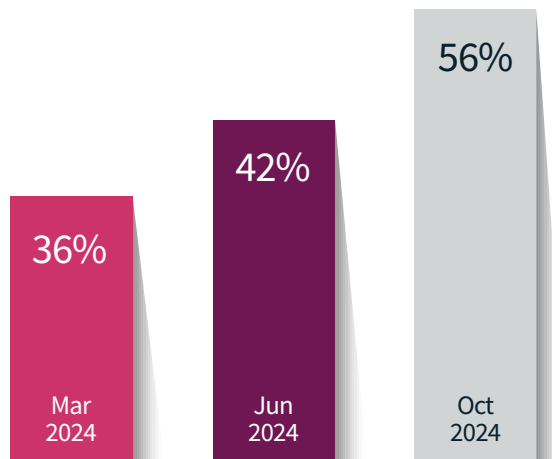
## AI ADOPTION SURGES



Australia continues to see rapid adoption of generative Artificial Intelligence (AI) in both personal and professional settings. The October 2024 Pulse Report reveals that 56% of Australians now use AI, a significant increase from just 36% in March 2024 and

42% in June 2024. This remarkable growth is driven largely by younger demographics and working professionals, with 35% of respondents believing AI will become a regular part of their workplace within the next five years.

### Percentage of Australians Using Generative AI

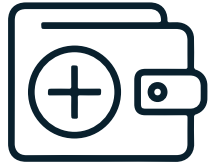


**35%** of Australians believe AI will become a regular workplace staple within five years.



**One in three** Australians now use AI for productivity tasks, while younger generations lead in AI usage for creative projects.

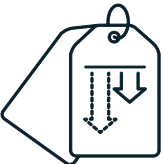
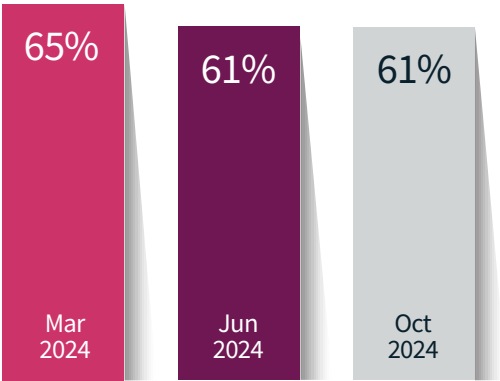
# SIGNS OF PESSIMISM EASING



Australians are starting to show cautious optimism about the economy after months of concern. While 61% of respondents in the October 2024 survey still believe the country is headed for a recession, this figure has stabilised since June 2024, where it stood at 61%, and is a slight improvement from March 2024, when 65% anticipated a recession.

Job security remains a priority, with 64% feeling secure in their roles, slightly down from 69% in June. Wage growth is a key concern, with 41% of Australians identifying a pay rise as the top change needed for better work-life balance.

Percentage of Australians expecting a recession



**64%** of Australians feel secure in their jobs for the next one to two years, a slight drop from **69%** in June 2024.

41% of Australians now prioritise increased wages as the top change that would improve their work-life balance, up from 38% in June.



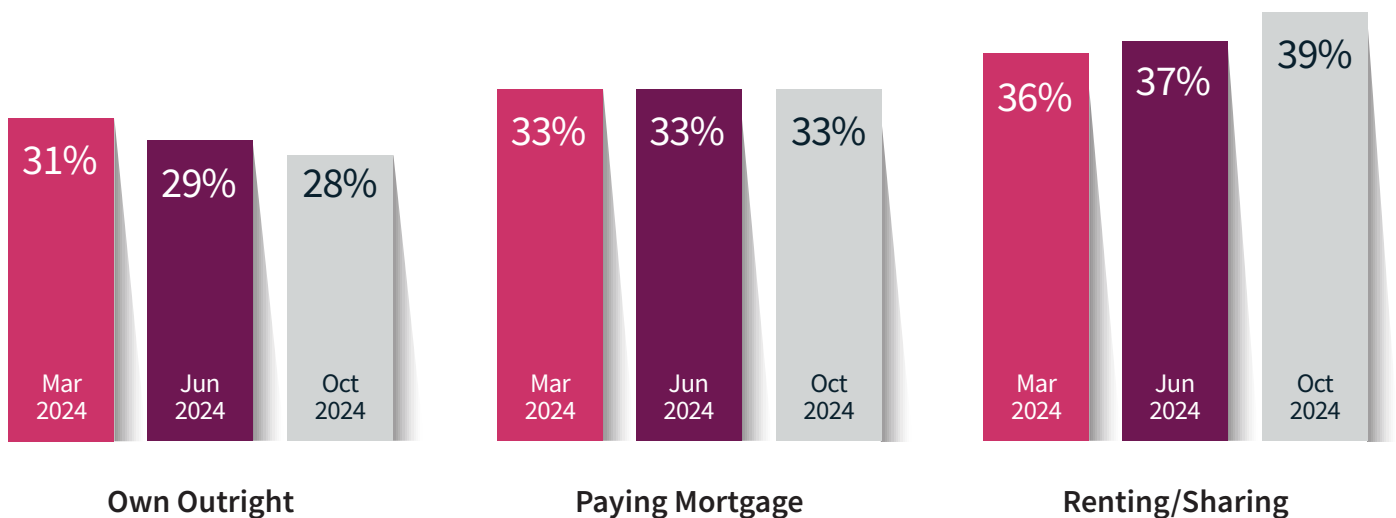
## RISING PRICES DIVIDE HOUSING SENTIMENT

Australia's property market continues to face rising prices, with 71% of respondents expecting further increases over the next year. While rental pressures persist, home ownership remains out of reach for many, with a growing number of Australians relying on rentals or shared housing. There is cautious

optimism among younger renters, though challenges remain.

Public sentiment on housing policies, such as negative gearing, is divided, reflecting uncertainty about future reforms in the property market.

### Property Ownership Trends Over 2024



71% of Australians expect property prices to continue rising, while 9% anticipate a drop—the highest figure this year.

# ABOUT DYE & DURHAM

Dye & Durham is a global tech company that specialises in providing legal, financial and government service professionals with cloud-based solutions for business transactions and regulatory compliance.

Everything Dye & Durham does focuses on improving the precision, confidence, and rigour of our customers. Dye & Durham provide the software and connectivity so they can work with certainty. Our easy-to-use platforms connect professionals with the most reliable public records and government registry data for faster reporting and active receipt of critical information. Dye & Durham have standardised and automated workflows for greater operational efficiency and productivity.

Dye & Durham has operations in Canada, the United Kingdom, Ireland, and Australia.

[dyedurham.com.au](https://dyedurham.com.au)

