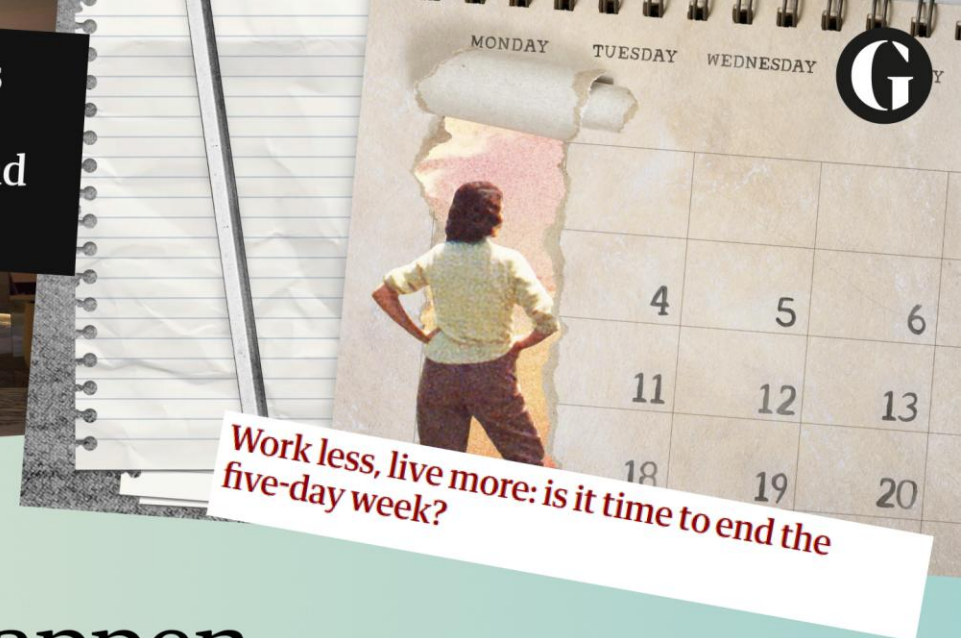




My hours seem to slip away. How can I manage my time better?



The Melbourne wellness club where the wealthy breathe premium air - and seek to defy ageing



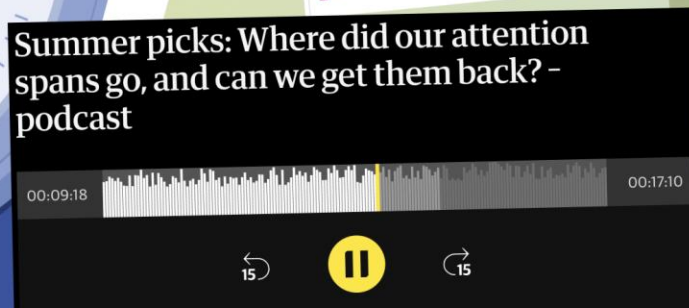
Work less, live more: is it time to end the five-day week?

When cultural shifts happen, the smart brands move with them



The big idea: should we embrace boredom?

Meet generation stay-at-home: 'You don't need to pay to go clubbing: you can sit at home and watch it on your phone'



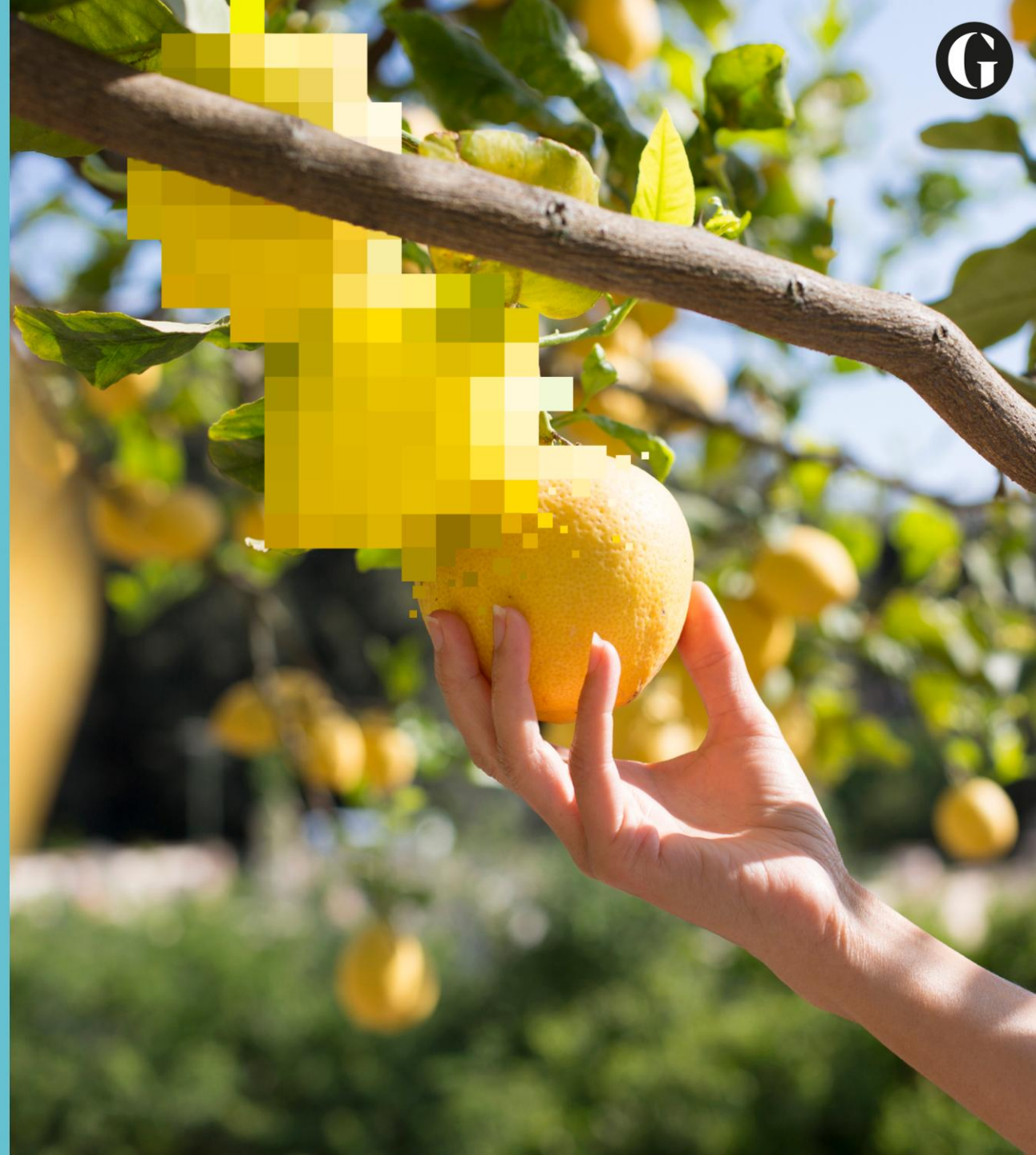
The big idea
Why we should play harder than we work

“

AI slop and deepfakes are now so rampant that it feels that your brain can no longer compute what it's seeing. You start to question things that turn out to be true.

Katharine Viner

editor-in-chief of the Guardian



The process behind Shift Happens

Trusted
journalism

Follow-up
interviews

15-minute
survey
n=1,300 Australia

Five-day
online hub



The shifts that matter

→ 5-9 is **the new 9-5**

We're making work **work for us**

Joy slicing is essential

Time is **currency**

We've become a **cosycore nation**

The shifts that matter



Nearly **55%** of respondents say an ideal day involves waking up early and seeing a small group of friends, while **60%** of women say it involves no alcohol

50+% of respondents agree: "I spend more time alone than I did three years ago." Having time alone restores energy, say **67%**



35% of Australians socialise more at home in 2025 than they did three years ago

How these shifts are shaping how we connect with our audience

Changes compared to 2022

71% say rhythm of a typical week has changed

Prioritising restorative acts

56% say leisure at home restores their energy

Creating positive change

In the last year 66% did something to positively change or transform their life (high as 77% for Gen Z)

Source: Shift Happens 2025, commissioned by The Guardian and conducted by Magenta. Australia n=1,300 (1,000 nat rep + 30% Guardian readers)



Shift Happens indicates that Australians want



Rituals that restore

Tools that save time

Communities that connect

Experiences that
make life memorable

The value of trust

Guardian research found that trusted news environments cut through clutter and build trust because they provide a stable foundation in an increasingly complex and noisy information landscape.

10 seconds of
attention

≠

10 seconds of
influence



Why is this important?

60% Trust in *my news* rose among under 35s, and traditional brands experienced a trust bump

77% More than three quarters are concerned about what is real or fake on the internet



High quality coverage of major issues is linked to higher trust in news