



EVERYONE
DESERVES
HYGIENE

Hygiene Poverty in Australia

2026 Update

Imagine choosing
between eating, heating
and staying clean.

A message from our Founder & Managing Director, Alison Covington AM

I never imagined that in Australia we would reach a point where millions of people would have to choose between buying food for their family or buying a toothbrush, soap or deodorant.

We are sharing the findings from Australia's most comprehensive hygiene poverty study, and the results should concern us all. Hygiene poverty is growing, affecting more Australians than ever before.

Behind every number is a child going to school worried about being judged, a parent sacrificing their own wellbeing so their children can eat, or someone avoiding work, study or social connection because they simply cannot afford the basics many of us take for granted.

The hardest part is knowing this is not inevitable.

Australia already produces enough surplus hygiene products to make a meaningful difference. Businesses want to help. Communities are ready to act. We simply need to connect the two more effectively.

Good360 has already built the national model to do exactly that. By connecting surplus with need through our network of businesses, charities and disadvantaged schools, we know this problem can be reduced at scale.

Every donated product becomes more than soap or shampoo. It becomes confidence for a job interview, dignity for a family escaping domestic violence, comfort for someone in hospital, and hope for people rebuilding their lives.

Our ambition is simple:

Ensure every Australian has access to life's essential hygiene products.

Our goal is to secure 1 million hygiene products to help close the hygiene poverty gap for the 5.5 million Australians affected.

By building a national movement of businesses, governments, philanthropists and communities working together, we can make hygiene poverty the next preventable form of poverty that Australia chooses to solve. This report is not just asking you to understand hygiene poverty. It is asking you to become part of ending it.

Together, we can make sure no Australian has to choose between heating, eating and staying clean.



Overview

Hygiene poverty is living without one or more essential hygiene items because you can't afford them. Our recent findings show:



5.5 million

Australians live in hygiene poverty

1 in 5 (20%) have skipped buying personal hygiene or cleaning products in the last 12 months to afford other essentials.



↑ impacted

women and young people

Women and young people aged 18-24 are more concerned about and impacted by hygiene poverty.



2 in 5

Australians worried about hygiene affordability

Nearly half of all Australians (43%) are worried they will struggle to afford or will have to go without hygiene products in the next 12 months.



35%

of Australians aren't new to hygiene poverty

More than 1 in 3 Australians say they have experienced hygiene poverty before.



712,000

hygiene goods connected in 2026

In the first six months of 2026, Good360 has connected over 712,000 hygiene items to communities in need.

A growing and hidden challenge

The impacts of the cost-of-living crisis have been felt across Australian households for years, and 2026 has offered little relief.

Natural disasters, economic shocks flowing from international conflict, and a sustained household affordability crisis continue to push more Australians into financial vulnerability. Within this environment, hygiene products are often one of the first things cut from household budgets - a quiet, largely invisible casualty of a much larger economic story.

A cost-of-living crisis that hasn't eased

Inflation in Australia has proven far stickier than expected. Annual CPI inflation sat at 4.0% in the twelve months to May 2026.³ This came on the back of a fuel price shock in March, when fuel prices jumped a staggering 32.8% in a single month.⁴ Spikes like this eat into household budgets almost immediately and leave families making impossible choices.

Who is feeling it most?

Hygiene poverty is reaching the middle class:



38%

middle income earners now experience hygiene poverty

Households earning \$90,000 - \$120,000 report experiencing it at a similar rate to those earning under \$35,000



1 in 4

full time workers skipped hygiene products

Have skipped buying hygiene products to afford essentials in the last year

Hygiene products: an early and hidden casualty

Amongst communities, hygiene items are often the first to go when pressure increases on household budgets. More than 1 in 4 Australians (26%) have redirected hygiene spending to pay for food, and more than 1 in 2 (51%) Australians have redirected spending on hygiene or cleaning products in the last 12 months to pay for something else.

Additionally, to reduce costs, nearly three in five (59%) Australians have taken action in the last 12 months to make their hygiene or cleaning products last longer: using smaller amounts, using products less frequently, skipping use on some days, or resorting to homemade substitutes.

This is a form of hidden hardship, and there is clear evidence of unmet need behind it. Nearly one in six Australians (15%) has considered seeking charity support to access hygiene products in the last 12 months but has not yet done so, a significant pool of hidden and unmet need that current systems simply aren't capturing.

Hygiene poverty is also not confined to low-income households. It extends well into middle and higher-income Australia, and affects people in full-time employment, challenging the assumption that hygiene poverty is only an issue for those who are unemployed or already accessing crisis support.

A sector under mounting strain

As household need has grown, so too has pressure on the charities working to meet them. [Good360's 2025 Communities in Need Report](#) found that charities are reporting the highest demand for non-food aid on record⁷. Yet, 69% of those members said they didn't have enough donated goods to meet the needs in their community.

Natural disasters compound this strain further. Sustained and overlapping crises create fatigue for donors and funders, leaving few resources available for charities to support impacted communities. Charities are being asked to do more, for more people, for less.

Taken together, the picture is unambiguous: from the household budget to the charity sector, the cost-of-living crisis is affecting everyone in the hygiene poverty ecosystem. It is being felt everywhere in the economy, yet hygiene poverty remains one of its least visible and least funded parts.



Over 1 in 4 Australians have redirected hygiene spending to pay for food, and more than 1 in 2 redirected it to pay for something else



26%

skipped hygiene for food

Swapped hygiene spending for groceries, jumping to 44% for single parents



21%

left hygiene out to afford housing

Skipped soap or toothpaste to pay rent or a mortgage



2nd

most left behind items

are household cleaning items that people drop to save money at the checkout



Hidden need:

1 in 6 Australians have considered seeking charity support to access hygiene products but have not yet done so



Impact

Hygiene poverty has the power to reach into people's confidence, health, relationships and ability to participate fully in everyday life. In 2026, our research shows this reach is still growing. Where Good360's earlier research identified hygiene poverty as an emerging, hidden hardship, this year's findings confirm it has become an entrenched one, touching more people than in previous years.

Long-term effects on health

Health is never determined by biology alone. Socioeconomic factors, including income, employment, housing and education, all play a significant role in shaping health outcomes, and the gap between people with more and less access to these resources tends to show up directly in their wellbeing.

The Australian Institute of Health and Welfare notes that income, educational attainment and level of occupation are among the social determinants of health that are commonly used to measure socioeconomic position, with these determinants often used to help explain widening health inequalities¹. The ACOSS and UNSW *Work, Income and Health Inequity* report reinforces this link, finding that people with lower socioeconomic status generally experience worse health than people with higher socioeconomic status⁶. Hygiene poverty sits within this picture as another

compounding disadvantage layered on top of income, housing and employment pressures, rather than a standalone issue.

Social withdrawal and mental wellbeing

This year's research confirms that the most common consequences of hygiene poverty are social withdrawal and poorer mental wellbeing. More than one in three people affected have avoided social situations altogether (34%), felt embarrassed or ashamed or experienced mental health impacts (33%), or avoided inviting friends or family into their home (33%).

Rather than being isolated moments of discomfort, it reveals a pattern of people quietly withdrawing from the everyday social fabric of their lives. Left unaddressed, this kind of sustained social withdrawal can compound over time, deepening isolation at precisely the moment people most need connection and support.

Quotes from Anglicare's 2026 *Hungry or Homeless Report*⁵:

"It depends on what you buy, whether you can get shampoo, good shampoo. Used to get my hair coloured every six weeks. I don't do it anymore (Rachel)."

"I don't think I've used a nice shampoo and conditioner in maybe a year. I have to choose food over shampoo (Nicole)."

"I don't have haircuts anymore (Wayne)."



Hygiene poverty can lead to social withdrawal and poorer mental wellbeing

A health risk that hits hardest at the point of onset

Among individuals experiencing hygiene poverty for the first time, delaying medical and dental appointments is more common (29%). This finding matters because it points to something specific: it's not just ongoing hygiene poverty that carries health risk, but the sudden onset of it. When someone is newly unable to afford basic hygiene and healthcare needs simultaneously, the immediate instinct appears to be to deprioritise medical and dental care. What they avoid is the kind of preventive care that, if delayed, can turn manageable health issues into more serious and more costly ones.

Oral health in particular carries consequences when deprioritised. Dental disease can affect a person's appearance and speech, eroding self-esteem in ways that flow into restricted participation at school, in the workplace, at home and in other social settings². This creates a troubling feedback loop: hygiene poverty can contribute to poorer oral health, which in turn deepens the same social withdrawal and loss of confidence that hygiene poverty already drives.

An economic consequence, not just a personal one

Hygiene poverty's impacts also extend directly into people's economic lives. Nearly one in ten people affected (8%) have avoided work or a job interview because of it. This is a direct economic consequence, not a peripheral one: for someone already doing it tough, the inability to present for a job interview, or to attend work consistently, can be the difference between escaping financial hardship and becoming further entrenched in it. Hygiene poverty, in this sense, can not only reflect economic disadvantage, but it can also actively perpetuate it.

The knock-on effects

Hygiene poverty can affect all areas of a person's life:



1 in 3

Health on hold

Nearly 1 in 3 people experiencing hygiene poverty for the first time have delayed doctor or dental visits to save money



14%

Missing work

People have skipped work or a job interview because they couldn't access basic hygiene for the first time



1 in 3

Avoided social situations

34% of people felt embarrassed or ashamed whilst 33% experienced mental health impacts and avoided inviting family and friends into their homes



What our members say:

"The need in our community is rising fast. Requests for aid are through the roof. Domestic violence, homelessness, cost of living, it's all having an impact and means there is significant need across the community. The quiet period we normally get after Christmas just didn't happen this year, and demand hasn't let up since.

Donated hygiene items are absolutely vital to what we do. We distribute a few thousand toiletry packs every year, because hygiene essentials are so often missing from care packs. For someone doing it tough, a pack of toiletries means they can stay clean and look after themselves while they're finding their feet and getting connected the support they need. Even the mini items make a real difference, and every donated product helps us support more people."

Bayside Community Emergency Relief

"Heavy rainfall, widespread flooding, and damaging winds left many families displaced, homes damaged, and essential services stretched to their limits. The effects were deeply felt, and we became a lifeline for many affected individuals and families... distributing essential supplies such as food, clothing, hygiene products, and temporary shelter support.

During this critical time, Good360 and doTERRA provided a large number of hygiene packs. Among the donated items were wellness products designed to promote comfort, hygiene, and emotional wellbeing - vital components for people recovering from the trauma of natural disaster. These contributions helped restore a sense of dignity and care for those who had lost so much."

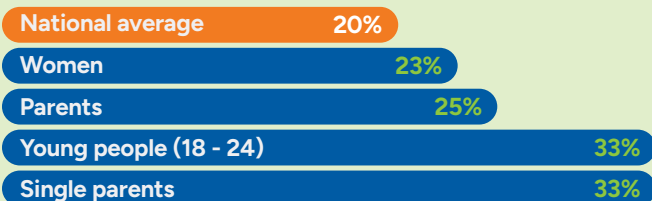
Mid Coast Outreach Incorporated

Image supplied by Good360 to protect member privacy

Hygiene poverty doesn't affect everyone equally

While hygiene poverty is now widespread across the community, this year's research shows it doesn't land evenly. It bears down hardest on people who are already managing other pressures: women, young people, single parents, CALD Australians and people living with disability all report higher rates of hygiene poverty than the national average, often by a significant margin.

Who skipped buying hygiene or cleaning products to afford other essentials in the last 12 months



25%

of parents skipped buying hygiene or cleaning products to afford essentials vs 20% nationally

While 28% have gone without hygiene products themselves so their children could have them.



65%

of single parents are worried about affording hygiene products in the next 12 months - the highest concern of any group vs 43% nationally

53% say affordability is worse than a year ago and 28% report shame or mental health impacts, double the national rate.



23%

of women skipped buying hygiene products - seven points higher than men at 16%

Nearly twice as likely as men to delay medical or dental care 14% vs 8% and 1 in 10 have gone without period products due to cost.



54%

of young people have experienced hygiene poverty before - almost double the national rate of 35%

33% have skipped buying products to afford essentials vs 20% nationally. 40% of students have sought or considered charity support.



28%

of renters have experienced hygiene poverty in the last 12 months

35% have redirected hygiene spending to cover rent. Renters are 11 points more likely to seek charity support.



77%

of First Nations Australians have experienced hygiene poverty before, more than double the national rate

33% are experiencing it for the first time, three times the national rate. 61% have sought or considered charity support.



51%

of CALD Australians have experienced hygiene poverty before, nearly 1.5 times the national rate of 35%

18% are experiencing it for the first time vs 10% nationally. 38% have sought or considered charity support.



45%

of people living with disability say affording hygiene products is worse than 12 months ago vs 36% nationally, one of the highest worsening of any group

52% are worried about affording hygiene products in the next 12 months vs 43% nationally. 18% have delayed a doctor or dental appointment because of hygiene poverty pressures vs 11% nationally.

Australians back action on hygiene poverty

The research is clear:

Australians don't see hygiene poverty as a fringe issue, and they don't think it's someone else's problem to solve. According to our research, 95% of Australians rate personal hygiene products as essential to living with health, dignity and confidence, on par with secure housing, and ahead of heating and cooling. When something is valued this highly, going without it isn't a lifestyle compromise. It's a basic need going unmet.

That view comes with an expectation that more should be done. More than half of Australians (56%) believe governments could do more to reduce hygiene poverty, and 44% say the same of business. Nearly four in five Australians (79%) agree that no one should have to go without basic hygiene products, a level of consensus rarely seen on any single issue.

Strong support for practical measures

This isn't just broad sentiment. When asked about specific ways governments and businesses could respond, Australians backed a clear set of practical measures:

- › 61% want GST removed from essential hygiene products
- › 51% want hygiene kits automatically included in emergency disaster relief
- › 48% want businesses to donate surplus hygiene products rather than dispose of them
- › 48% want hygiene products provided free in schools, universities and TAFEs

People should be able to afford hygiene products just as they can afford food, fuel and housing. Our research shows Australians want governments and businesses to step up to reduce hygiene poverty, and they back practical action: from removing GST on essential hygiene items, to making them available to students, to including them in disaster relief.

A solvable problem

The good news is that this is a solvable problem. Right now, surplus hygiene products that could change lives are being sent to waste instead of reaching the people who need them. With collaboration, we can dramatically reduce hygiene poverty in this country.

That is why we are asking governments, businesses and everyday Australians to help us deliver one million donated hygiene products to people doing it tough, and help close the hygiene gap for the millions affected.

Australians want governments and businesses to act to reduce hygiene poverty



1. Drop the GST:

61% support reducing or removing GST on essential hygiene items.



2. Crisis support:

51% want hygiene kits automatically included in emergency disaster relief.



3. Free basics in public spaces:

48% support making hygiene products free in schools, TAFEs, and universities.



Good360 Australia's Role

Our goal is to secure 1 million hygiene products to help close the hygiene poverty gap for the 5.5 million Australians affected.

Good360 Australia works closely with our network of over 4,700 charity members and business partners to get essential hygiene products where they're needed most. But unlike food relief, where excess stock is relatively easy to source, hygiene products present a persistent supply challenge that Good360 works every day to solve.

The supply gap

Hygiene products are far less likely to enter donation channels than food. They aren't grown in excess, rarely "go off" in the way that creates surplus stock, and are often the last category retailers and manufacturers think to donate. The result is a chronic mismatch between need and supply: demand for hygiene items in the community is constant, but the goods available to meet it are not.

What's needed: recurring, not one-off, donations

Good360 calls for **recurring donations** of hygiene essentials, including:

- › Personal hygiene items (soap, razors, shaving and aftercare products)
- › Deodorant
- › Haircare products
- › Home cleaning products
- › Dental hygiene products (toothbrushes, toothpaste, floss)
- › Nappies and baby hygiene essentials

Recurring supply matters because hygiene poverty isn't a one-off crisis; it's an ongoing, everyday reality for the people and communities our network supports.

What our network is telling us

In 2025, hygiene products ranked as the number one priority identified by Good360's network members, and they have remained on top in every subsequent needs assessment since.

Within that category, health and beauty products are the single biggest hygiene ask, followed by cleaning supplies, baby essentials, and personal protective equipment (PPE).

Critically, this isn't sporadic or seasonal demand. Most member organisations report needing top-ups on a weekly or monthly basis, rather than one-off donations. This underscores why recurring supply, not occasional bulk drops, is what genuinely moves the needle on hygiene poverty.

"We work closely with community organisations to help people who need hygiene products. I know many people are going without the basics in life simply because they are so expensive. The more we can share, the higher the number of people who benefit from these products."

Koala Kids' Back Packs Incorporated

Hygiene products in action

Across our network, hygiene kits support people through some of the most vulnerable moments in their lives:

- › **Toiletry kits** for people transitioning out of homelessness or leaving domestic violence situations, giving them dignity and a practical starting point as they rebuild.
- › **Hospital and ICU care packages**, supporting patients and families who may not have had time to plan for an extended stay.

These examples reflect what our network members tell us again and again: hygiene products aren't a "nice to have" alongside food and shelter relief, they're foundational to people's dignity, health and ability to participate in everyday life, from job interviews to school.



What our members say:

"At the UTS Students' Association Bluebird Pantry, hygiene items like toilet paper, toothpaste and deodorant are often the first to go each week, reflecting their high cost for students on tight budgets. Donated hygiene items have become harder to source, with demand spread more thinly across the community. Access to a single item like deodorant can free up \$6 or more a month for a struggling student. More than that, having a choice of quality products fosters dignity and shows visitors they're valued. Without it, hygiene becomes a privilege rather than a right, and going without can expose people to stigma and social exclusion."

UTS Students' Association, Good360 Member

"Our organisation uses a variety of services to provide our community with hygiene essentials. Although supermarkets offer a wide range of stock choices, we are constantly affected by their rising costs. Support from Good360 allows us to curb costs so we can assist a greater volume of people, and to provide dignity and respect to clients accessing our welfare services by including a pack of hygiene goods with every visit."

The Salvation Army - Riverland

Stock image used to protect member privacy

Recommendations for action

Good360 Australia believes hygiene products are as essential to dignity and wellbeing as food, fuel and housing. In their 2026-27 budgets, state and federal governments introduced measures to ease the cost of utilities, transport and housing, yet hygiene poverty remains almost entirely absent from the conversation despite most Australians rating personal hygiene products as just as important as secure housing and reliable utilities. Good360 Australia calls on all levels of government, alongside business, philanthropy and the broader community sector, to recognise hygiene poverty as a national issue and act on the following recommendations.

For governments

Fund procured hygiene kits for distribution to communities facing disadvantage

Unlike food relief, hygiene products rarely flow through excess-goods donation channels and must largely be purchased new. Good360 is the only national charity equipped to procure and distribute comprehensive hygiene kits at scale, kits that go beyond menstrual products to cover the full range of essentials people are going without. We're calling on the Federal Government to fund this procurement directly, closing a gap that donation-based models cannot fill on their own.

Expand the GST exemption beyond menstrual hygiene products

Good360 calls on the Federal Government to extend the existing GST exemption to everyday personal hygiene items, including body wash and soap, deodorant, hand sanitiser, sunscreen, toothpaste and nappies, some of the products Australians report going without most often. A tax exemption is a low-cost, high-impact lever government already has at its disposal.

Fund hygiene kits for disadvantaged schools

Deliver free hygiene kits to schools with an ICSEA rating under 1000, supporting vulnerable young people aged 8-19 at a stage of life when hygiene poverty carries particular risks to self-esteem, school attendance and social participation.

Embed hygiene poverty into national poverty and hardship measurement

Hygiene poverty is currently invisible in the data that shapes policy. We recommend that the government fund research to establish a consistent national measure of hygiene poverty, similar to existing food insecurity indices, so its scale and impact can be properly tracked and addressed over time.

Extend concession and relief scheme eligibility to hygiene products

Existing utility and cost-of-living relief schemes could be broadened to include hygiene product subsidies or vouchers for concession card holders, giving people doing it tough direct, practical relief at the checkout.

For funders and philanthropists

Commit to multi-year, flexible funding.

Hygiene poverty relief is ongoing, not a one-off need. Multi-year funding commitments allow Good360 and our partners to plan and deliver hygiene kits reliably, rather than reactively.

Fund research and evaluation.

Philanthropic funders are well-placed to support the research needed to properly measure hygiene poverty's prevalence and impact, building the evidence base needed to sustain government and public attention on the issue.

Support innovation in distribution and reach.

Grants directed at improving how hygiene kits reach remote, regional and hard-to-access communities can extend Good360's impact into areas where need is high, but delivery is logistically difficult.

Get involved:

Philanthropists, corporations and government bodies can contact grants@good360.org.au to find out how you can support our work to combat hygiene poverty.

Good360 is urgently working to secure 1 million donated hygiene products and help close the hygiene gap for 5.5 million Australians living in hygiene poverty - and is calling on governments, businesses, and everyday Australians to help.

There are two ways to help:



Give goods

Businesses with surplus hygiene stock can donate it through Good360 to reach charities and schools across the country. Send an email to:

corporatepartnerships@good360.org.au



Fund goods

Every dollar makes a difference.

Governments, businesses and individuals can support Good360 and fund hygiene packs for people who need them. Just \$25 can deliver a complete hygiene pack containing 8 essential items. Learn more at give.good360.org.au/impact-area-hygiene

"We're seeing increasing demand for basic hygiene essentials through our Domestic Violence Support pack program, as many victim survivors flee unsafe situations with few personal belongings and no access to everyday items like shampoo, deodorant and toothbrushes. Rising living costs and housing pressures mean many individuals and families must prioritise rent, utilities and food over personal care, a challenge often compounded for victim survivors by the financial control and instability they experienced before leaving. Donated hygiene products, made possible through Good360, go directly into our care packs and provide practical support at a time of crisis, helping people feel cared for and valued as they focus on rebuilding their lives. Access to hygiene essentials reminds people that they matter, becoming one of the most important parts of our support packs during some of the most challenging times in their lives."

Hope Given, Good360 Member

Image supplied by Good360 to protect member privacy



Our donors

Special thank you to our generous product donors, whose kindness has meant vulnerable communities can access much-needed hygiene essentials, providing hope and dignity.

Major sponsors



Supporting partners



"We're very proud to support Good360 and the work they do. It's important to us that individuals who may not otherwise have the chance to purchase high-quality haircare from stores are still able to access it, and to do so with the same dignity and choice as anyone else."

**Jose Bryce Smith, Founder & CEO
O&M Australia**

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All data unless otherwise specified, is from PureProfile. See Appendix A for more information.

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Appendix A: Summary of Findings

Research methodology

Nationally representative online survey of n=2,046 Australians aged 18+, conducted by PureProfile on behalf of Good360 Australia, June 2026. Population figures based on ABS national population data (27,724,744).

State-Based Snapshot

Measure	National	NSW	VIC	QLD	SA	WA	TAS	ACT*	NT*
Skipped buying personal hygiene or cleaning products to afford other essentials (last 12 months)	20%	18%	24%	18%	17%	19%	12%	19%	24%
Experienced hygiene poverty before	35%	39%	39%	27%	24%	38%	25%	24%	41%
Experiencing for the first time in last 12 months	10%	11%	12%	6%	6%	15%	8%	5%	18%
Ability to afford hygiene products is worse than 12 months ago	36%	35%	40%	34%	34%	37%	27%	41%	41%
Worried about affording hygiene products in the next 12 months	43%	45%	48%	37%	36%	49%	25%	38%	41%
Redirected hygiene spending to pay for rent or mortgage	21%	20%	22%	22%	19%	23%	15%	11%	18%
Felt embarrassed or ashamed / mental health impact	14%	14%	18%	12%	11%	16%	6%	14%	18%
Delayed a doctor or dental appointment	11%	10%	13%	10%	11%	12%	4%	5%	24%
Sought or considered charity support	26%	26%	30%	24%	20%	27%	21%	11%	29%
Believe governments could do more to reduce hygiene poverty	56%	56%	58%	51%	52%	57%	54%	62%	65%
Support GST removal on hygiene products	61%	60%	60%	61%	65%	59%	63%	78%	71%

*Sample sizes: NSW =634, VIC =532, QLD =409, WA =216, SA =149, TAS =52, ACT =37, NT =17. Samples are nationally representative, however ACT and NT results should be treated with some caution due to small sample sizes.

Victoria

Victoria is the state most affected by hygiene poverty

- › **Nearly 1 in 4 Victorians (24%) have recently skipped buying hygiene products** to afford other essentials - highest of any state
- › **Nearly 2 in 5 have experienced hygiene poverty (39%)** – above national average of 35%
- › **2 in 5 (40%) say their situation is worse** than 12 months ago - highest of any state
- › **Nearly 1 in 2 (48%) are worried** about the next 12 months - second only to WA
- › **18% have felt embarrassed** or ashamed or experienced mental health impacts of hygiene poverty - highest of any state
- › **22% have redirected hygiene spending** to pay for rent or mortgage
- › **30% have sought or considered charity support** for hygiene poverty - highest of any state
- › **58% believe governments could do more to reduce hygiene poverty**, while 60% support GST removal on hygiene products.

Western Australia

- › **West Australians are most concerned about affording hygiene products** in the next 12 months (49%) - six percentage points above the national average
- › **Nearly 2 in 5 have experienced hygiene poverty (38%)** - above the national average of 35%
- › **1 in 5 have skipped buying hygiene products** to afford other essentials in the last 12 months (19%)
- › **15% are experiencing hygiene poverty for the first time** - the highest first-time rate of any state
- › **23% have redirected hygiene spending** to pay for rent or mortgage - the highest of any state (vs 21% national)
- › **57% believe governments could do more** to reduce hygiene poverty; 59% support GST removal on hygiene products.

Queensland

- › **More than 1 in 4 Queenslanders have experienced hygiene poverty (27%)**
- › **Almost 1 in 5 have recently experienced it**, skipping buying hygiene products to afford other essentials in the last 12 months (18%)
- › **More than 1 in 3 (37%) are worried** about affording hygiene products in the next 12 months
- › **1 in 3 say their ability to afford hygiene products is worse** than 12 months ago (34%)
- › **Queenslanders are most likely to believe that Australians should not have to go without basic hygiene products (83%)** – the joint-highest level of agreement of any state (alongside SA)
- › **51% of Queenslanders believe governments could do more** to reduce hygiene poverty, while 61% support GST removal on hygiene products.

New South Wales

- › **NSW residents are more likely to have experienced hygiene poverty** and are more concerned about affording hygiene items in the next 12 months.
- › **2 in 5 NSW residents have experienced hygiene poverty (39%)** - above the national average of 35%
- › **1 in 5 NSW residents have recently skipped buying hygiene products** to afford other essentials (18%)
- › **45% are worried** about affording hygiene products in the next 12 months - above the national figure of 43%.
- › **56% believe governments could do more** to reduce hygiene poverty; 60% support GST removal on hygiene products.

South Australia

- › **1 in 4 South Australians has experienced hygiene poverty before (24%)**
- › **Nearly 1 in 5 have experienced it recently**, skipping buying hygiene products to afford other essentials in the last 12 months (17%)
- › **More than 1 in 3 (36%) are worried** about affording hygiene products in the next 12 months
- › **1 in 3 South Australians say their ability to afford hygiene products is worse** than 12 months ago (34%)
- › **South Australians are most likely to believe that Australians should not have to go without basic hygiene products (83%)** – the joint-highest level of agreement of any state (alongside QLD)
- › **South Australians show strong support for government action to reduce hygiene poverty:** 65% support GST removal on hygiene products – the highest nationally, while 52% believe governments could do more to reduce hygiene poverty.

Tasmania

- › **1 in 4 Tasmanians are worried** about affording hygiene products in the next 12 months (25%)
- › **Around 1 in 8 Tasmanians (12%) have skipped buying hygiene products** to afford other essentials in the last 12 months.
- › **1 in 4 Tasmanians have experienced hygiene poverty (25%)**
- › **More than 1 in 4 (27%) say their ability to afford hygiene products is worse** than 12 months ago
- › **Tasmanians express strong support for government action on hygiene poverty**, particularly disaster relief: 54% believe governments could do more, and 63% support GST removal on hygiene products, 63% want hygiene products included in disaster relief and emergency response packages – the highest of any state, and 12 percentage points above the national average (51%).

Additional Findings

Who is more likely to be impacted by hygiene poverty?

Parents and single parents

- › **More than 1 in 4 parents (25%) and 1 in 3 single parents (33%) have skipped buying personal hygiene** or cleaning products to afford other essentials in the last 12 months - well above the national rate of 20%
- › **Parents are also sacrificing their own hygiene and wellbeing for their children.** More than 1 in 3 single parents (37%) and more than 1 in 4 parents (28%) have gone without hygiene products themselves to ensure their children could have them
- › **65% of single parents are worried about affording hygiene products** in the next 12 months – the highest level of concern of any group in the survey, and well above the national average of 43%
- › **More than 1 in 2 single parents (52%) say their ability to afford hygiene products is worse** than 12 months ago - compared with 36% nationally - and 28% have felt embarrassed or ashamed or experienced mental health impacts, double the national rate (14%)

Women

- › **Nearly 1 in 4 women (23%) have skipped buying hygiene products** to afford other essentials in the last 12 months - seven percentage points higher than men (16%)
- › **Women are nearly twice as likely as men to have delayed a medical or dental appointment** because of hygiene poverty pressures (14% vs 8%)
- › **1 in 10 women have gone without period products** because of the cost
- › **Women are more worried they will struggle to afford essential hygiene products** in the next 12 months – nearly half are concerned (48% compared with 39% of men)
- › **61% of women believe governments could do more** to reduce hygiene poverty - 11 percentage points higher than men (50%). 66% support GST removal on hygiene products, compared with 55% of men.

Younger people

- › **18-24 year olds are the most acutely affected age group** - almost twice as likely to have experienced hygiene poverty before (54% vs 35% national)
- › **1 in 3 young people have skipped buying products** to afford other essentials in the last 12 months (33% vs 20% nationally)
- › **30% have felt embarrassed**, ashamed or experienced mental health impacts of hygiene poverty (vs 14% nationally)
- › **55% are worried about affording hygiene products** in the next 12 months - vs 43% nationally
- › **Students show the clearest need for support** - 40% have sought or considered charity support, and 20% have relied on charities, family or friends to access hygiene products.

Renters

- › **Renters more likely to have experienced hygiene poverty** in the last 12 months (28% vs 20 nationally)
- › **56% of renters are worried about affording hygiene products** in the next 12 months - compared to 43% nationally
- › **Over a third of renters 35% have redirected hygiene spending** to pay for rent (compared to 21% nationally who have redirected to cover housing costs)
- › Renters are 11 percentage points **more likely to have sought or considered charity support** for hygiene poverty.

First Nations Australians

- › **More than three quarters (77%) of Aboriginal and Torres Strait Islander Australians have experienced hygiene poverty** before - more than double the national rate of 35%
- › Aboriginal and Torres Strait Islander Australians are experiencing hygiene poverty for the first time at **three times the national rate (33% vs 10%)**
- › **61% have sought or considered seeking charity support for hygiene products** in the last 12 months - more than double the national rate (26%). Of this, **22% have considered seeking support but not yet done so** - representing significant unmet need.

CALD Australians

- › **51% of CALD Australians have experienced hygiene poverty before** - nearly one and a half times the national rate (35%)
- › **Nearly 1 in 5 CALD Australians (18%) are experiencing hygiene poverty for the first time** - almost double the national rate (10%)
- › **38% have sought or considered seeking charity support for hygiene poverty** - nearly one and a half times the national rate (26%). Of this, 20% have considered seeking support but not yet done so - representing significant unmet need.

About Good360 Australia

Good360 Australia is Australia's leading not-for-profit online marketplace for charities and disadvantaged schools. We redirect donated new products to the people who need them most, working with over 600 partners and a network of 4,800 charities and schools. Our purpose is to ensure no one in Australia goes without life's everyday essentials, including for hygiene, play, home and education. The result is a Circle of Good that reduces both need and waste in our communities.



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