



## NEWSPOLL SURVEY HIGHLIGHTS

### Summary

- ❑ Australians are striving for longer terms goals like retirement over short term status symbols
- ❑ Congeniality in the office is proving more of a drawcard for Australians than their pay cheque
- ❑ Having a fulfilling relationship takes strong precedence over career
- ❑ Australians most admire stay at home mums and those who have achieved a strong work/life balance
- ❑ When it comes to winning the lotto, Australians would rather spend their money on family and friends than on a luxury car or mansion
- ❑ The Great Australian Dream is about achieving financially secure and happy children, as well as owning a property

---

### Goals

#### The goals that show you have 'made it' (E1b)

- ❑ Material possessions and the more indulgent options - owning a Rolex watch (0.4%), taking an overseas holiday once a year (7.9%) and owning a holiday house (5.3%) - all scored relatively low
- ❑ 1 in 4 (27%) thought an early retirement was the sign you had 'made it'
- ❑ An almost equal 26% thought it was making the final repayment on your home loan
- ❑ 17% believed it was farewelling the pay slip and being your own boss

### Career

#### *A good salary vs a great organisational culture (including a great boss, colleagues and company values) (E2)*

- ❑ 4 out of 5 Australians (78%) would prefer a great organisational culture over a good salary – there was no difference between those with low or high household incomes
- ❑ The group showing the most favourable response for organisational culture were the 18-24 years old at 87% compared to the 50+ group at 75%
- ❑ Great organisational culture was a more popular choice for women (82%) than men (74%)

#### *Successful career vs a fulfilling relationship? (E3)*

- ❑ 85% of respondents would put a fulfilling relationship before a successful career
- ❑ At 17%, those who were not married were the most likely group to choose a successful career, while married people, at 90%, were the group most likely to choose a fulfilling relationship

### Most admired people

#### *A successful, high flying executive who works long hours and travels for business regularly or a person who works nine-to-five, enjoys their job and has a balanced lifestyle? (E4)*

- ❑ At 92%, nearly all respondents admired a person who has a balanced lifestyle over a successful executive with the figure staying stable across all sections



- ❑ The majority of respondents (67%) admired the stay-at-home parent with those not working and those over the age of 50 choosing this option most frequently (75%)
- ❑ The busy working parent was most admired by 18-24 year olds (38%)

## **Great Aussie Dream**

***Which one, if any, of the following do you think is today's Great Australian Dream? (E8)***

- ❑ "Happy and financially secure children" was the most popular response across every sector of survey respondents (40%), including those who had no children
- ❑ 1 in 4 Australians think achieving perfect balance between work and personal life was the new Great Australian Dream
- ❑ Owning your own home was nominated by 15% of respondents
- ❑ Achieving a sense of accomplishment was chosen by 10% of respondents
- ❑ Only 1 in 20 people (5%) thought having the freedom to escape to the places you love was the Great Aussie Dream

## **Lotto windfall**

***If you could only choose to do one of the following with your lotto winnings, which one, if any, would you choose?***

- ❑ 1 in 2 Australians would help the friends and family who really need it
- ❑ 1 in 4 people would use the money to pay off existing debts
- ❑ 14% said taking an early retirement
- ❑ Few people would buy a sports car (1%) or a mansion (2.5%) or give the money to charity (3%)

## **Note**

This survey was conducted nationally among 1,200 respondents aged 18 years and over between 6 and 8 February 2004, by fully trained and personally briefed interviewers. Respondents were selected by means of a stratified random sample process and, to ensure the sample included those people who tend to spend a lot of time away from home, a system of callbacks and appointments was incorporated. To reflect the population distribution, results were post-weighted to Australian Bureau of Statistics data on age, highest level of schooling completed, sex and area.