



# The Real Wishes Report

February 2020



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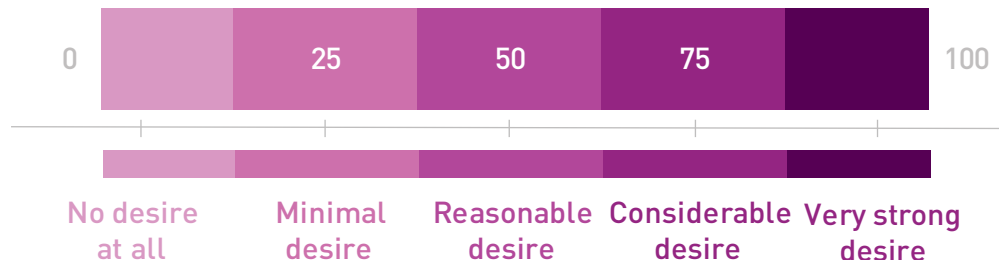
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# About the report

The Real Wishes Report uncovers just that, the real wishes of everyday Aussies. Focusing on family and friends, experiences, careers, finances, the environment and health and wellbeing, the report drills down into what they hope to achieve in 2020 and beyond whilst exploring the key drivers behind these wishes.

The report has been compiled based on research commissioned by Real Insurance and conducted by CoreData in October 2019. The research was conducted via a quantitative online survey targeting 5,000 Australians aged 18+.

All indices, including the Overall Wishes Index and its categories, are defined on a 0 to 100 scale, whereby:







## The state of the nation

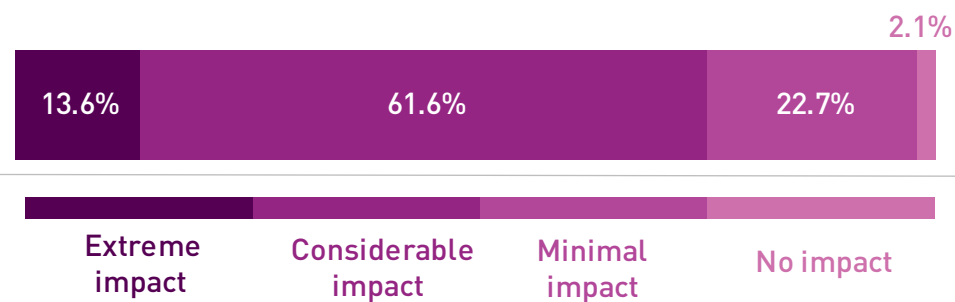


## The state of the nation

Before we look at what Aussies wish for themselves, it's important to understand what they want for the nation.

Global uncertainty (e.g. political and economic instability, trade wars, ongoing conflict) is impacting the state of the nation to a considerable degree with an overwhelming majority thinking it's having a considerable negative impact (61.6%) or extreme negative impact (13.6%) on Australia.

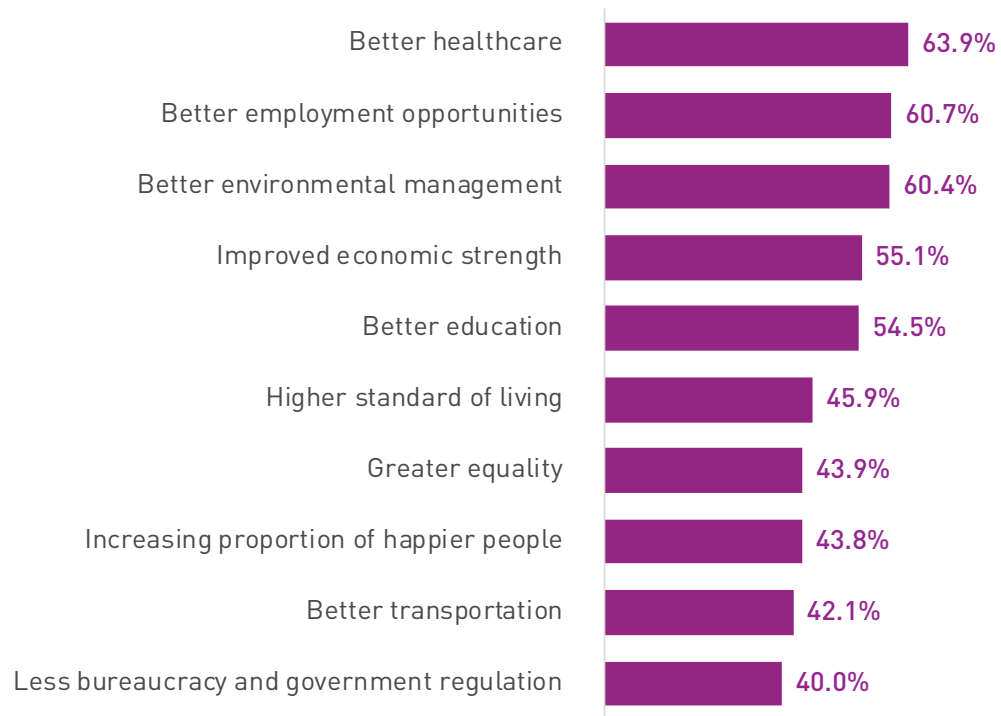
How much do you feel that recent global uncertainty (e.g. political and economic instability, trade wars, ongoing conflicts etc.) is having a negative impact on Australia?



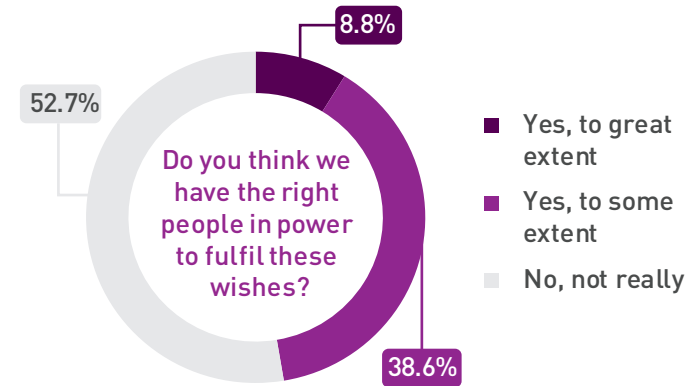
# The state of the nation

As a result, many are wishing for more moving forward, with healthcare (63.9%), employment (60.7%), the environment (60.4%) and economic stability (55.1%) all areas they hope to see an improvement in. Unfortunately, over half (52.7%) are sceptical that those who have the power to drive change are capable of doing so.

## What are your wishes for Australia as a nation?



\*Multiple answers allowed





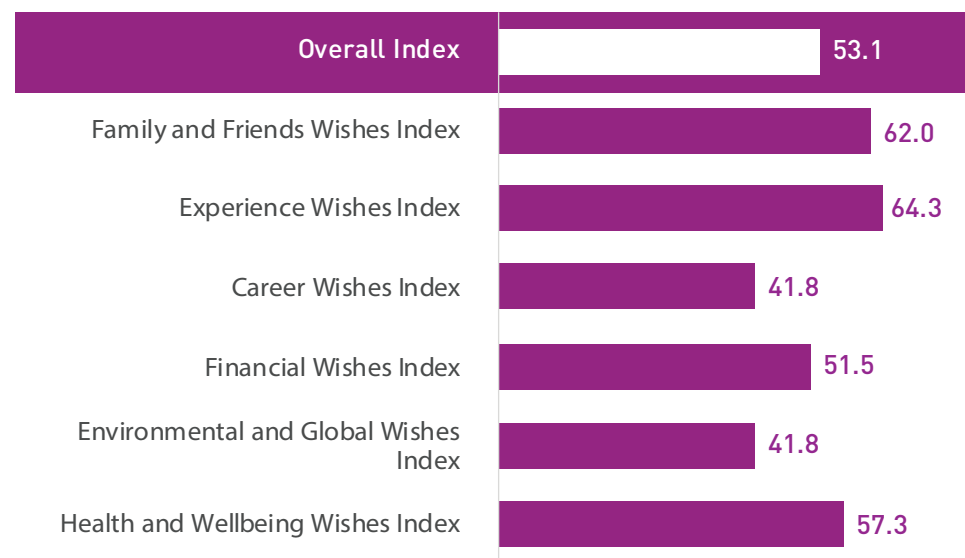


## The overall wishes index



## The overall wishes index

The research found that the Overall Wishes Index, made up of six broader categories of Aussies' wishes for 2020, is 53.1. Family and friends, as well as experiences, are the two areas in which Aussies feel the strongest with a wishes index score of 62.0 and 64.3 respectively. Interestingly, careers (41.8) and the environment (41.8) are the lowest.





## The overall wishes index

When breaking it down by generation, some notable discrepancies emerge between the various cohorts. For instance, Baby Boomers (35.0) and Pre-Boomers (31.0) have a considerably lower wishes index score regarding the environment compared to Gen Z (55.9) and Gen X (47.8). Family, on the other hand, is a wish that ranks quite similarly across the generations.

	Generation Z (24 years old & below)	Generation Y (25 - 39 years old)	Generation X (40 - 53 years old)	Baby Boomers (54 - 73 years old)	Pre-Boomers (74 years old and above)
<b>Overall Index</b>	63.3	59.4	54.9	45.3	39.9
Family and Friends Wishes Index	67.0	66.4	63.1	56.6	56.4
Experience Wishes Index	73.9	67.8	64.4	59.5	55.3
Career Wishes Index	63.1	57.7	48.5	21.7	8.6
Financial Wishes Index	50.6	53.9	55.2	48.6	42.2
Environmental and Global Wishes Index	55.9	47.8	40.2	35.0	31.0
Health and Wellbeing Wishes Index	69.5	62.6	58.1	50.1	45.7

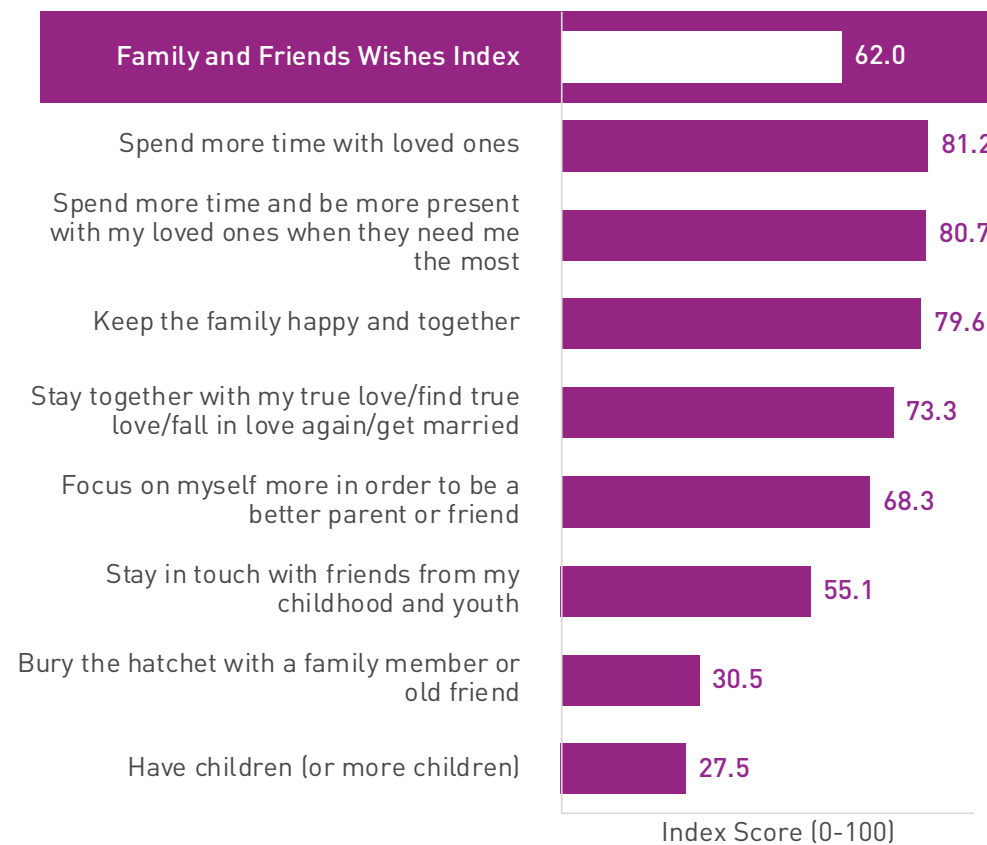


**Family and friends wishes**



## The family and friends wishes index

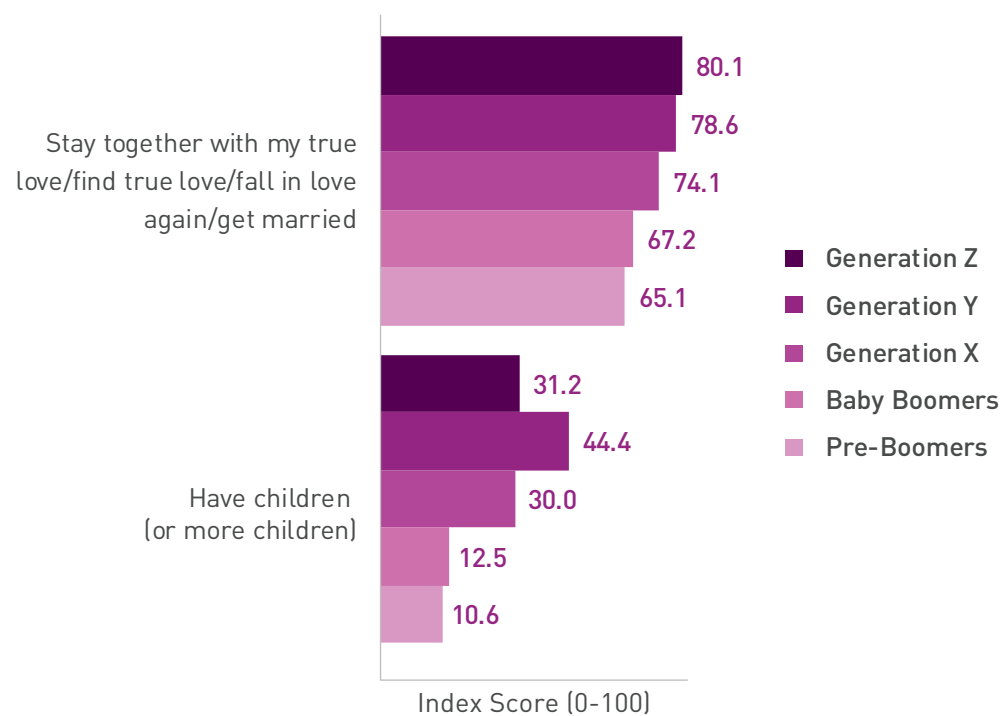
Aussies love their families, and this shows through in their wishes. The strongest wishes of those surveyed are to keep their family happy and together (79.6), as well as being able to devote more time to their loved ones (81.2).





## Love and children

Finding love and having children is much more important to younger generations. Gen X, Y, and Z are much more likely to wish for love (80.1, 78.6, and 74.1 respectively), with Gen X the most likely to be wishing for children (44.4).





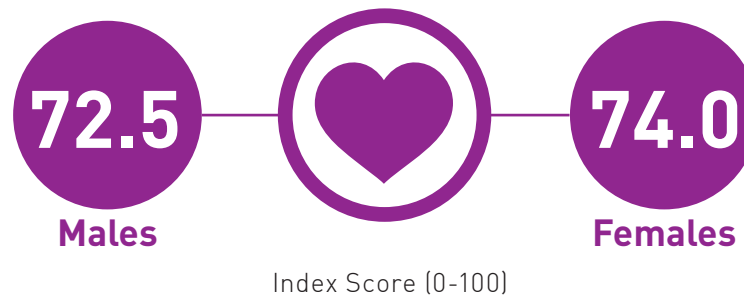
## Secret romantics

Males (27.0) wish for children almost as much as females (27.9) do - it turns out that all Aussies want a happy and wholesome family. And, despite what we're led to believe about romance, men and women actually long for love (72.5 and 74.0) almost equally.

Those who wish for a happy and wholesome family

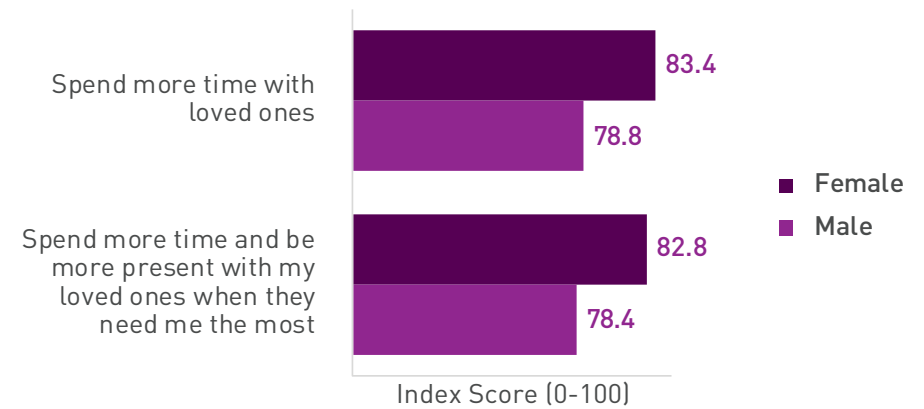


Those wishing for love



## Spending time together

The desire to spend more time with loved ones is a common theme across all generations, but is more important to females (83.4) than males (78.8). Time is fleeting, and those surveyed wish that they could spend more of it with their loved ones, or that they could be more present.







**Experience wishes**

## The experience wishes index

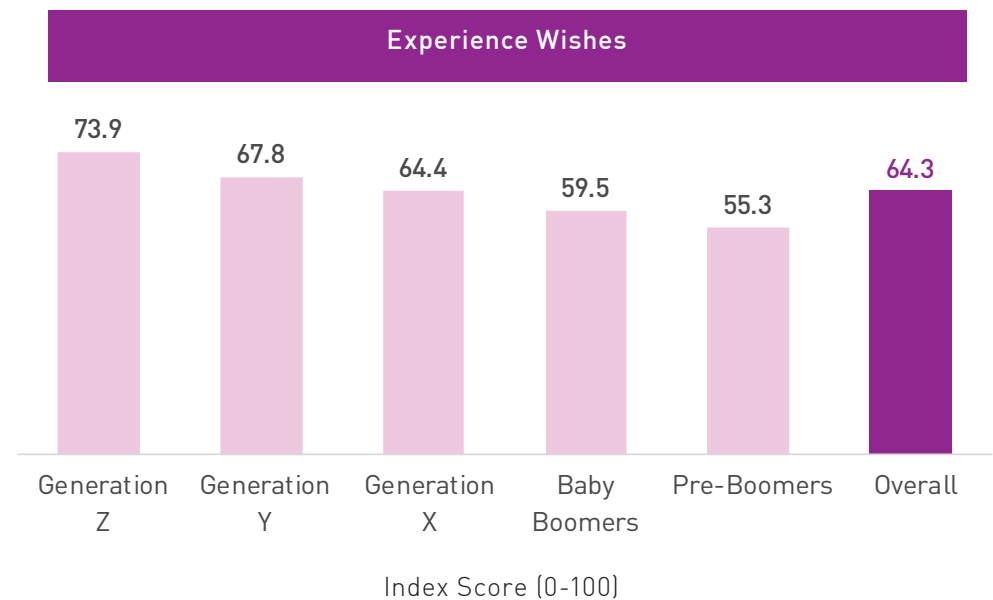
Unsurprisingly, travel (67.3) and trying new things (70.2) top the experience wish-list for Aussies. Having more time for or taking up new hobbies (69.4), pursuing passions (66.4) or just becoming really good at something (62.7) are the most desired.



## Experiences at all ages

The data shows experiences are a much higher priority for younger Aussies. With that being said, the majority of older generations still wish for a diverse range of experiences.

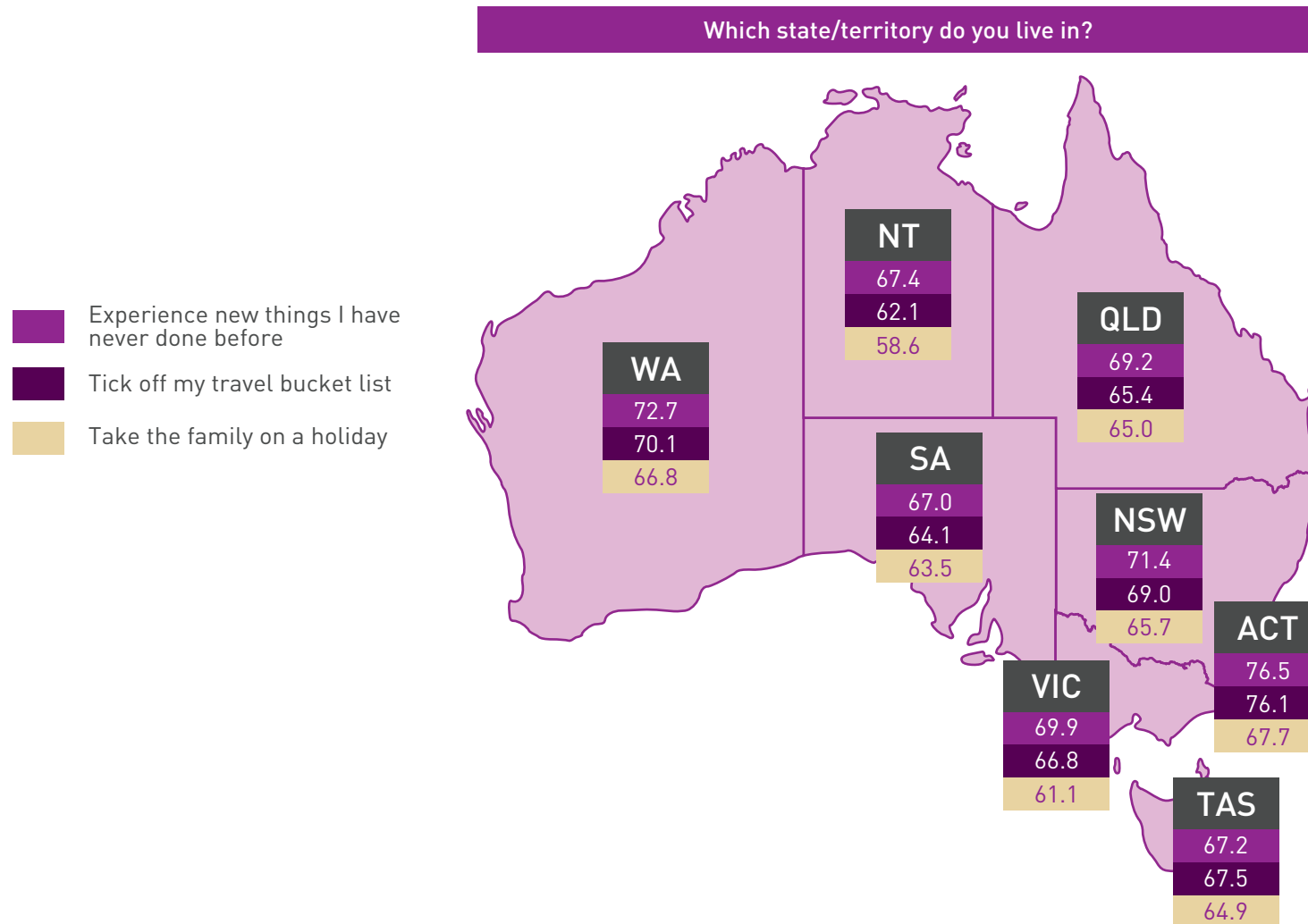
Long story short, most have some kind of experience that they wish for, no matter their age.





# Seeing the world

Aussies dream of travelling the world, both alone and with their families. Those from Western Australia and Canberra seem to be the keenest to do so, while those from Victoria are the most content in staying where they are.





## Career wishes

## The career wishes index

The research shows Aussies aren't as career focused as one may assume, perhaps signaling a positive shift towards a more balanced lifestyle.

Work-life balance (51.5), job security (51.2) and updating or learning new skills (49.1) are the highest priority wishes in the career category, but these still don't rank as highly as some other wishes like spending time with loved ones (81.2).

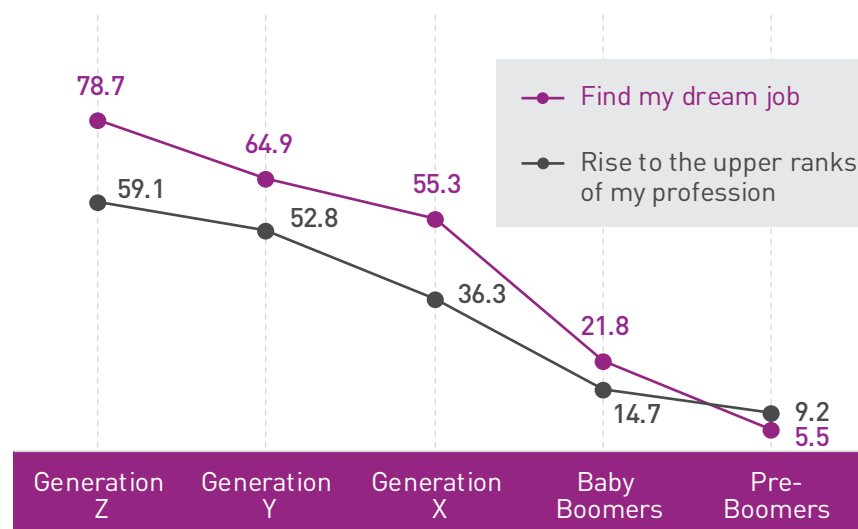




## Breaking the nine to five

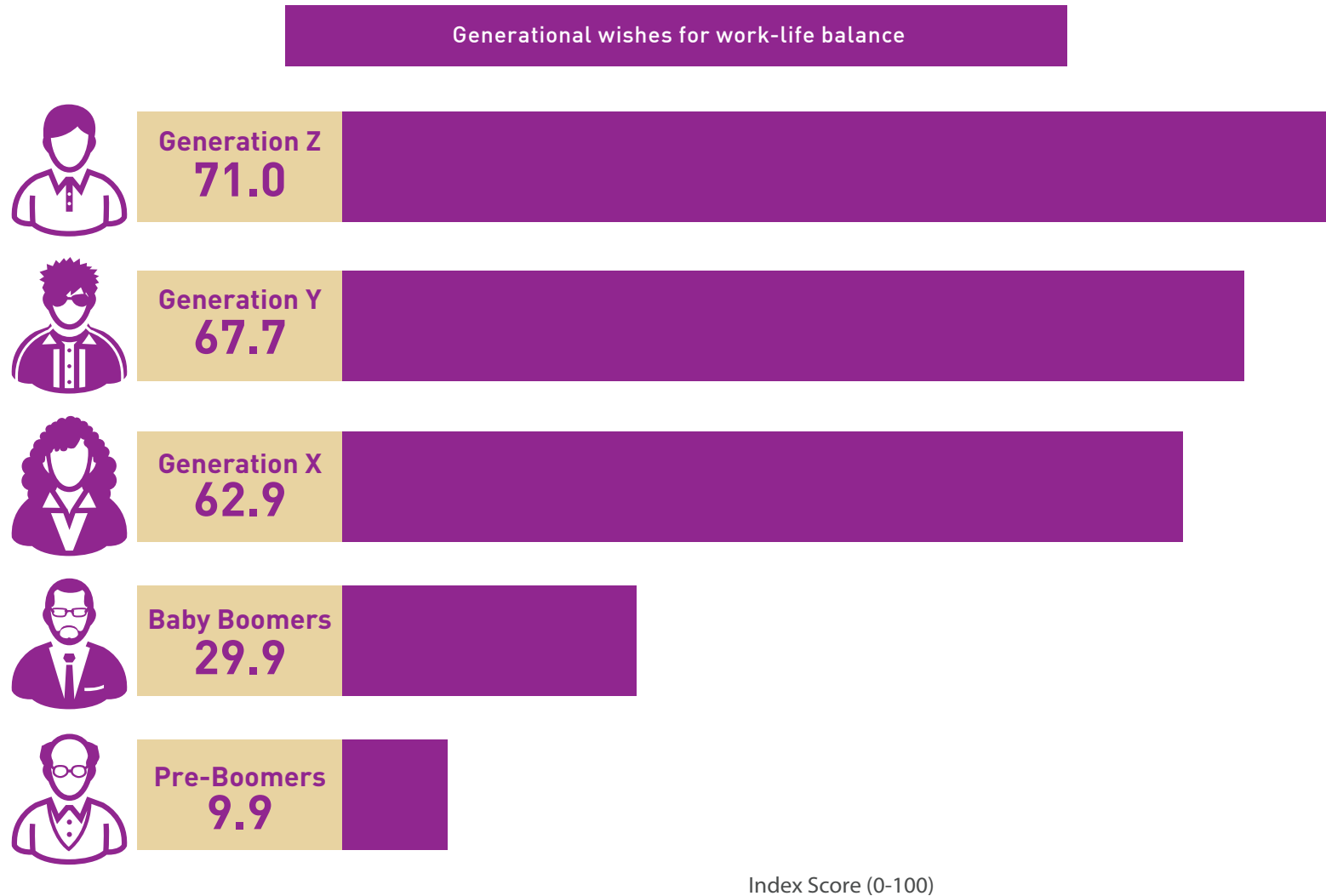
Younger Aussies (Gen Z) have their careers still well ahead of them, and as a result they wish most for their dream job (78.7) and to rise to the upper ranks of their profession (59.1). Perhaps unsurprisingly, these wishes are less of a priority for each generation that follows and are effectively non-existent for those over 55.

Index Score (0-100)



## A balancing act

Finding that perfect work-life balance is a key priority for many with Gen Y (67.7) and Gen Z (71.0) wishing for this.





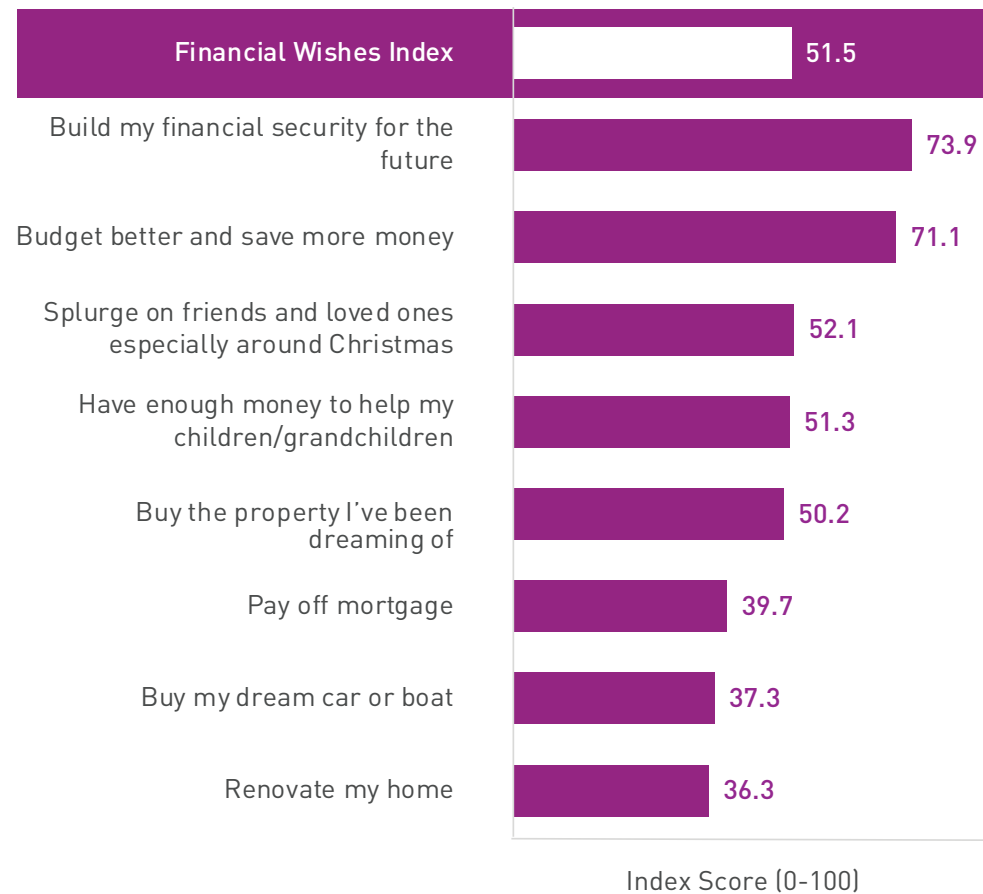
## Financial wishes



## The financial wishes index

When it comes to the financial wishes of Aussies, the overall index score sits at 51.5.

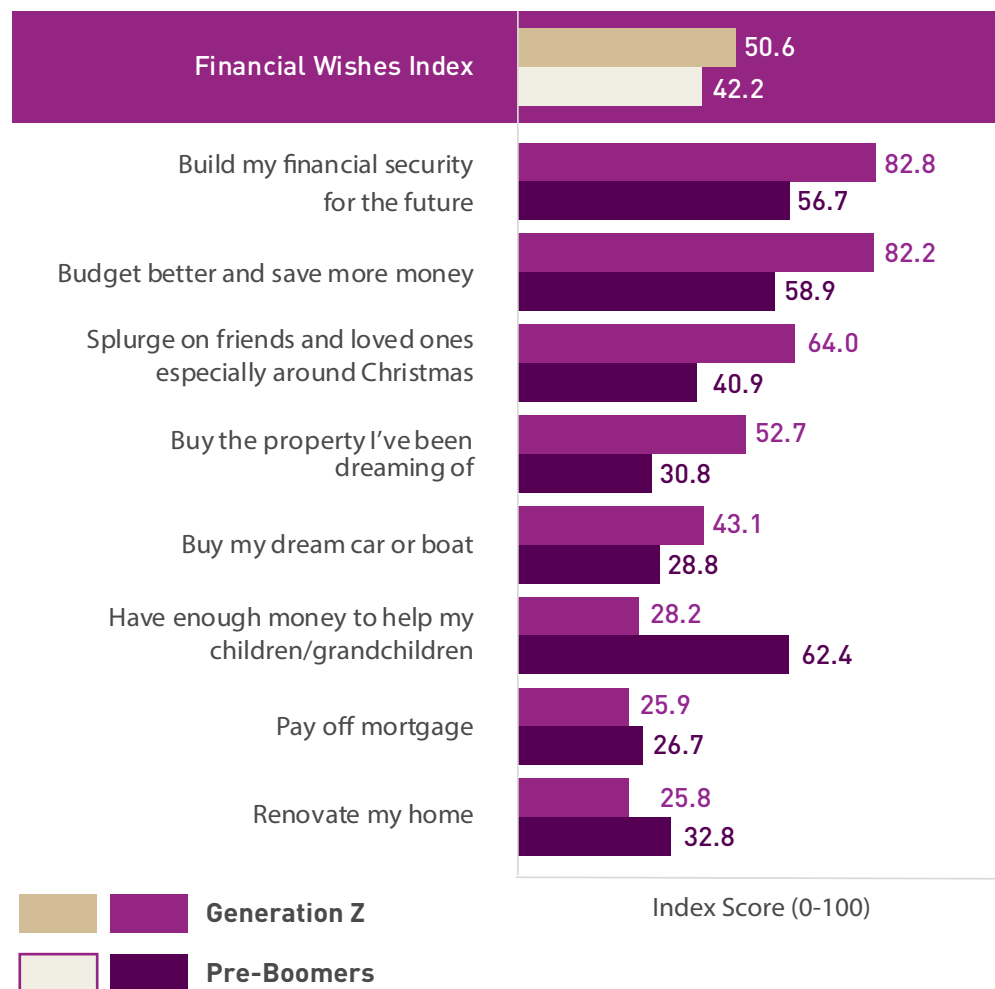
Breaking it down, building financial security is the biggest wish, scoring 73.9. Interestingly, buying a dream property isn't a major financial desire, with a score of just 50.2, less than the wish of being able to splurge on gifts for family and friends (52.1).



## Finances at all ages

Financial priorities are different across generations, Gen Z wish most to build their financial security for the future (82.8) and to better budget and save money (82.2).

Pre-Boomers really only have one major financial wish, and that's being able to help the next generation. Having enough money to help the children/grandchildren scored 62.4.



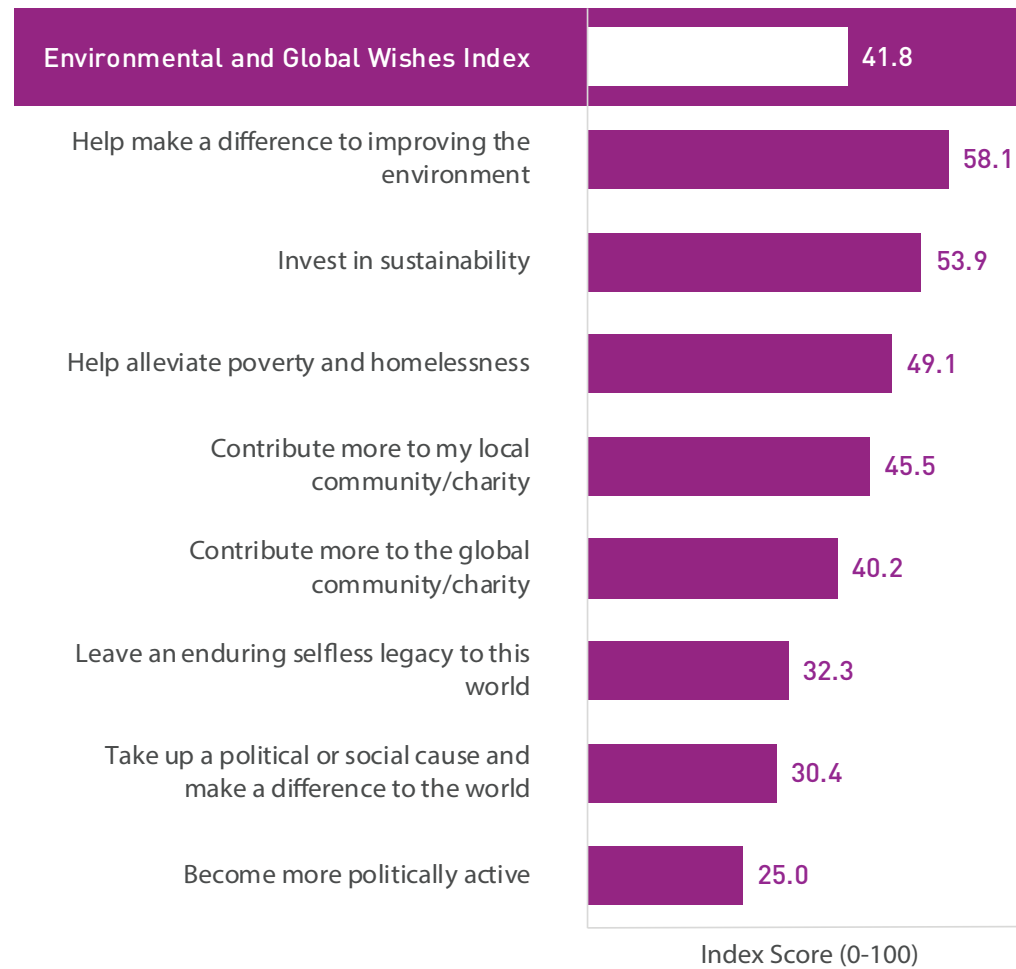


## Environmental wishes



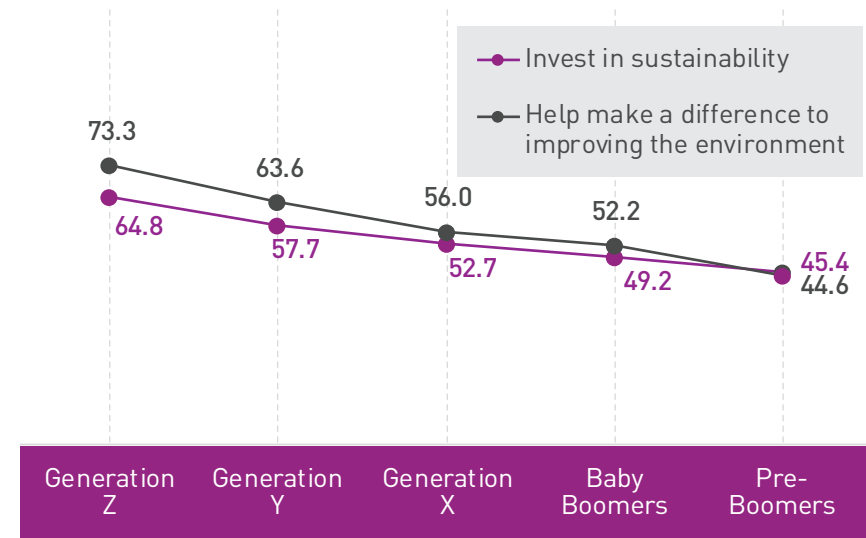
# Environmental and global wishes index

Overall, environmental and global wishes have an index score of 41.8, with this average a result of the upweight by Gen Z (55.9)



## The environmental age divide

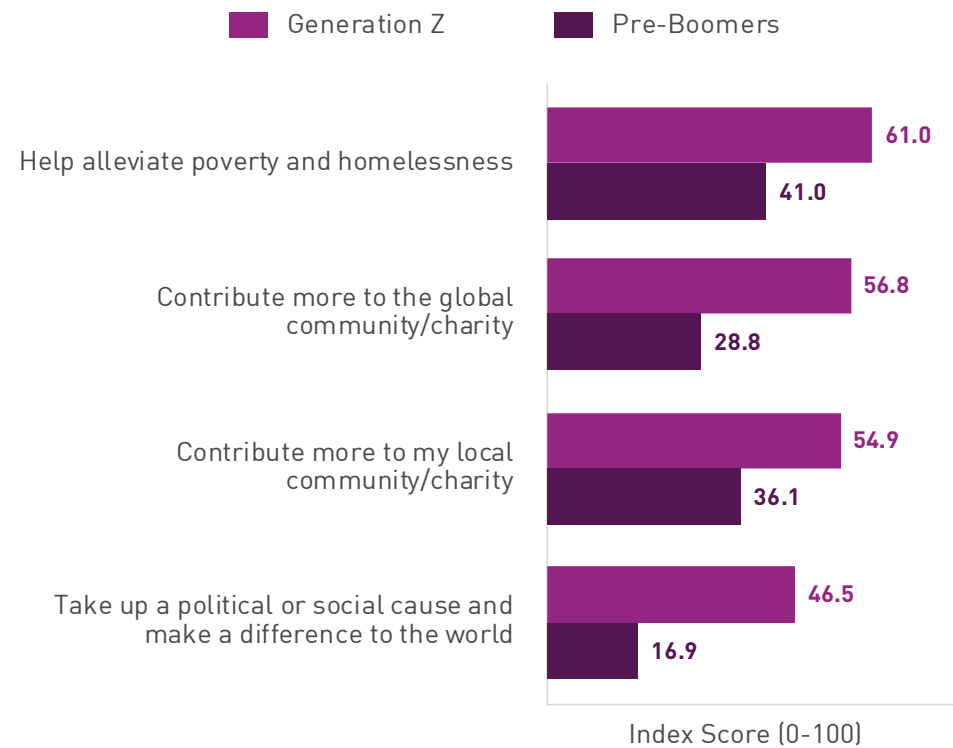
There is no clearer divide between the generations than that found in the environment wishes. For instance, the desire to invest in sustainability is almost 20 points higher in Gen Z (64.8) than Pre-Boomers (45.7). This highlights the intergenerational differences around sustainability. This divide is even stronger when comparing the desire to help improve the environment with a difference of almost 30 (28.7) between the oldest and youngest generations.





## Beyond the environment - ethics and social causes

The difference between the oldest and youngest generations is also clear in the desire of Aussies to pursue social causes. The gap between the generations is large for those who wish to contribute to local charity (18.8), global charity (28.0) and to help the homeless/impovertised (19.9). The same trend appears when comparing the wish to generally take up political/social causes (and change the world) between Gen Z (46.5) and Pre-Boomers (16.9).







**Health and wellbeing wishes**

## The health and wellbeing wishes index

Health and wellbeing is actually a significant priority for a number of people in Australia, scoring 57.3 in the overall index. Physical fitness and better eating habits is a major goal at 76.5, but the alleviation of stress and mental health has also grown – particularly amongst the younger generations.

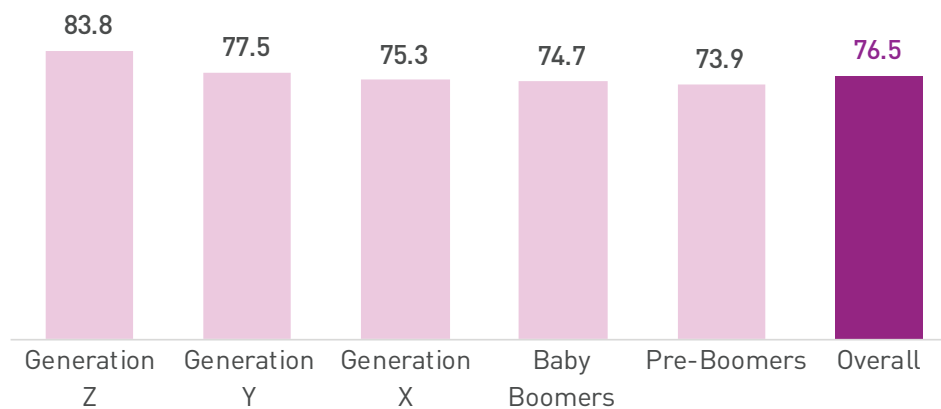




## Focus on physical health

From a physical fitness standpoint, many have the ultimate goal of becoming healthier through exercise and diet. This is consistent across the generations, although females do seem to be more motivated than males.

### Make my own health and wellbeing a priority

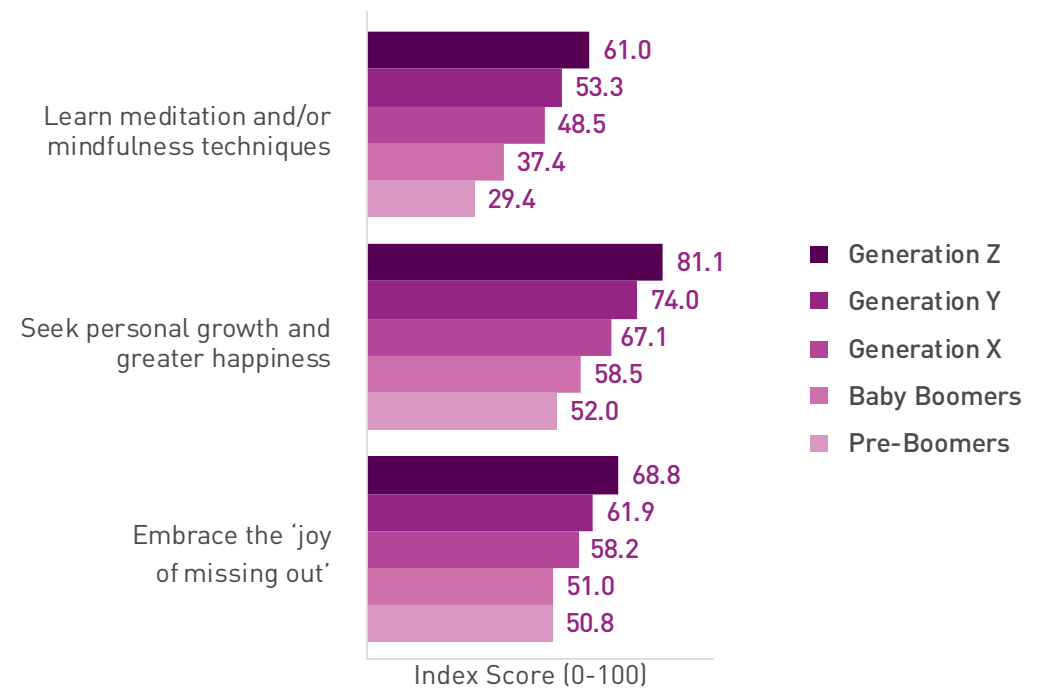


Index Score (0-100)



## The importance of internal wellbeing

Beyond physical wellbeing, emotional wellbeing and mental health are becoming more and more appreciated for their importance in Australia, especially in the younger generations. Alleviating stress, personal growth, and overcoming 'FOMO' - fear of missing out, are all major wishes motivating Aussies.

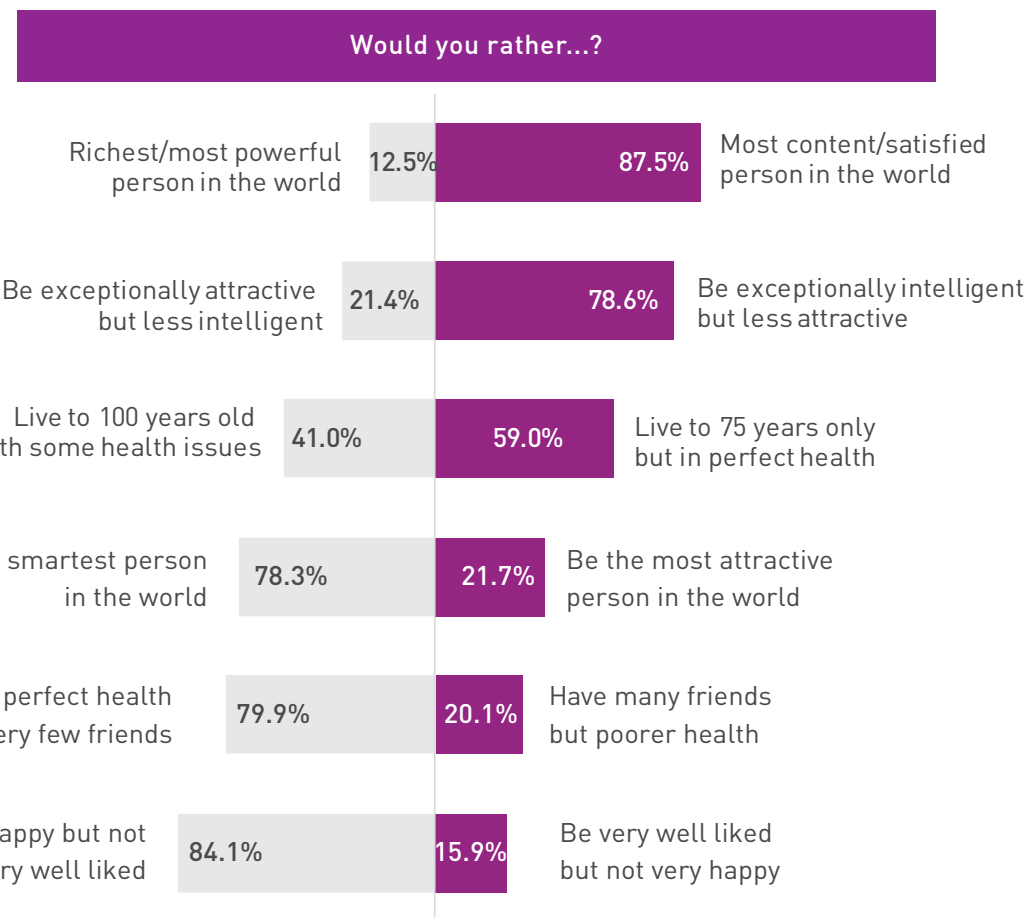




**Australia's real wishes**

## Satisfaction over power

When faced with a multitude of scenarios we found Aussies prefer happiness, intelligence and good health over money, attractiveness and living to 100.

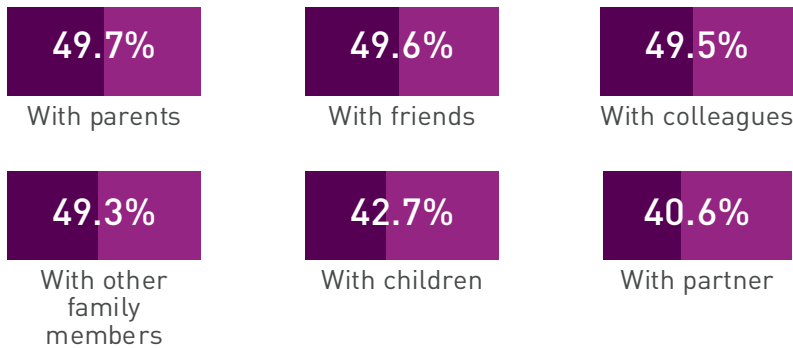




# Secret wishes

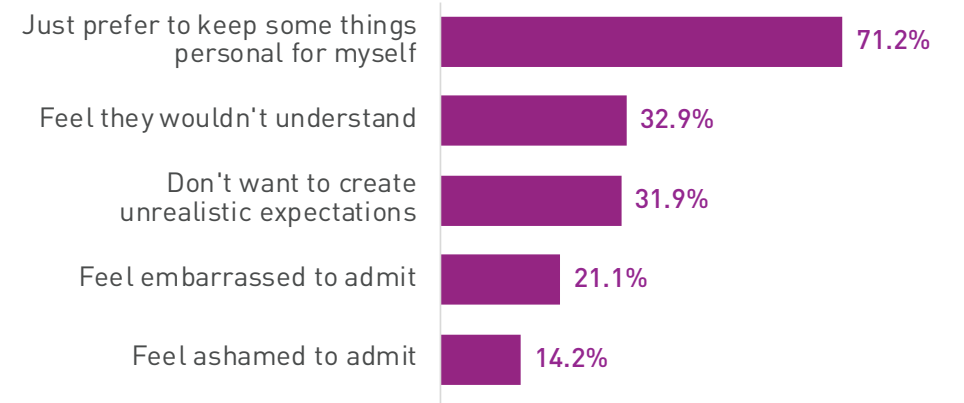
Although the real wishes of Aussies are often aspirational and centre around things many would happily share, there are a number of things that some would prefer to keep to themselves.

**We all have some wishes we would rather keep to ourselves. Without giving the game away do you have any secret wishes you have not shared with those close to you?**



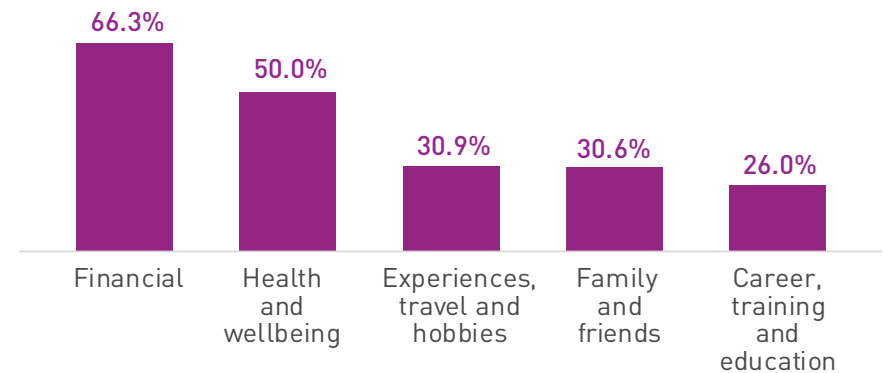
% Yes  
\*Multiple answers allowed

**What are the main reasons you prefer to keep these wishes secret from some people you know?**



\*Multiple answers allowed

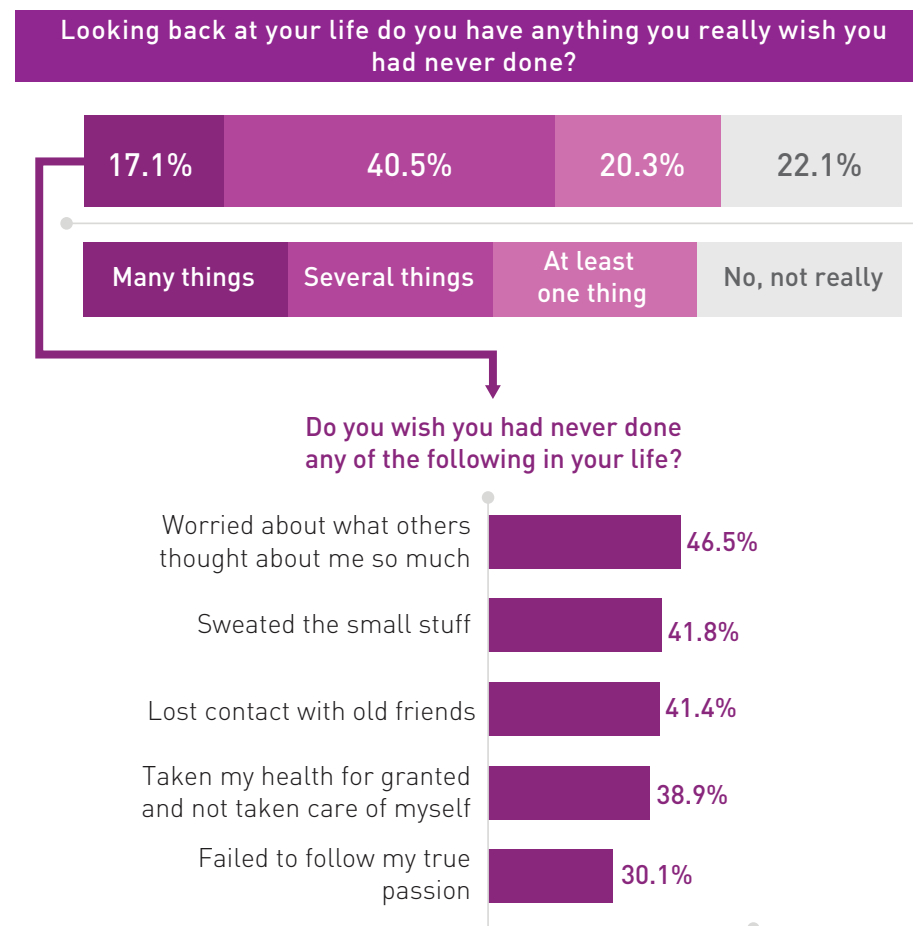
**Broadly speaking, what types of wishes do you prefer to keep secret from some people you know?**



\*Multiple answers allowed

## I wish I never

Along with secret wishes, there are things many wish they had never done. Worrying about what others thought of them and sweating the small stuff both top the list of regrets.



*\*Multiple answers allowed*

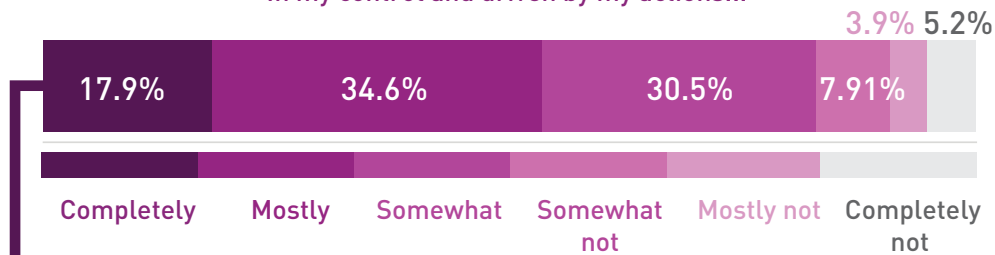
*\*Top 5 answers only*

# Wishes require actions

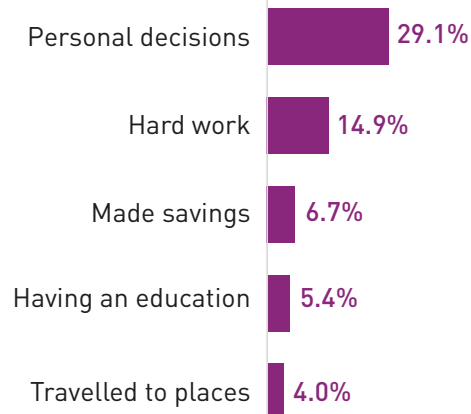
For those who've seen their wishes come true, it's often thought to mostly or greatly be the result of their own specific actions. Whether that be difficult personal decisions and sacrifices (29.1%), hard work (14.9%) or education (5.4%). The moral of the story is that, most of the time, Australians need to be proactive to make their wishes come true.

Thinking about the important wishes that have come true in your life, how much was this due to luck or circumstances as opposed to specific actions you have taken to make them come true?

In my control and driven by my actions...

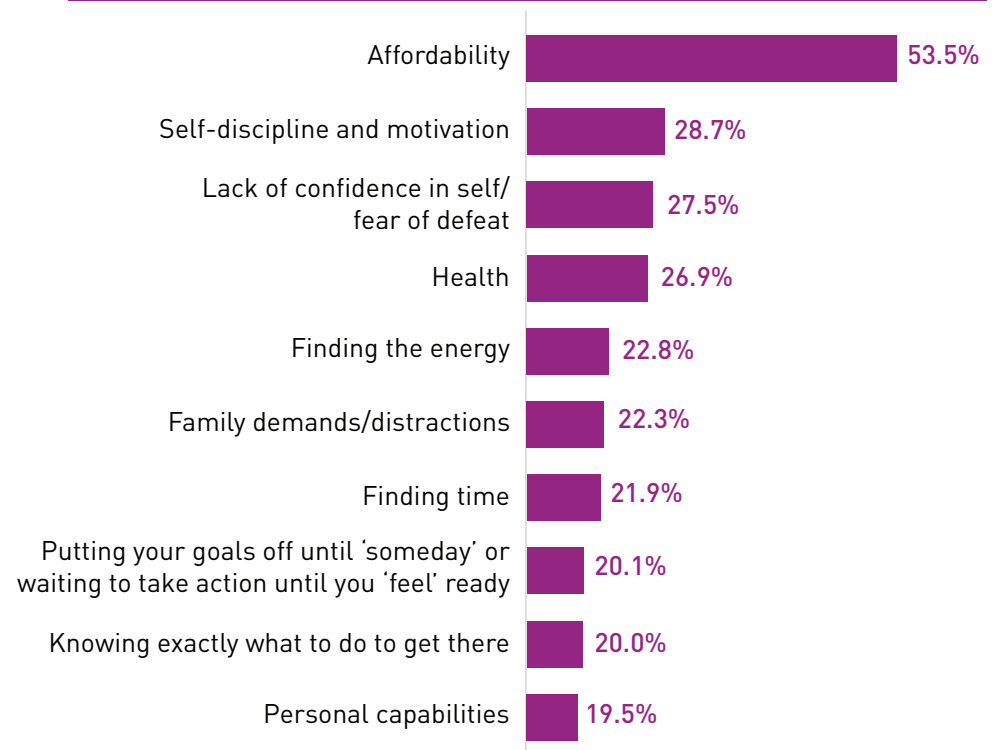


What kind of specific actions did you take to make your most important wishes come true?



Of course, action isn't always straightforward. Affordability (53.5%), motivation (28.7%) and fear of defeat (27.5%) are all seen as major barriers to those actions that would make Australian wishes come true.

What do you feel are the greatest barriers to achieving your dreams?

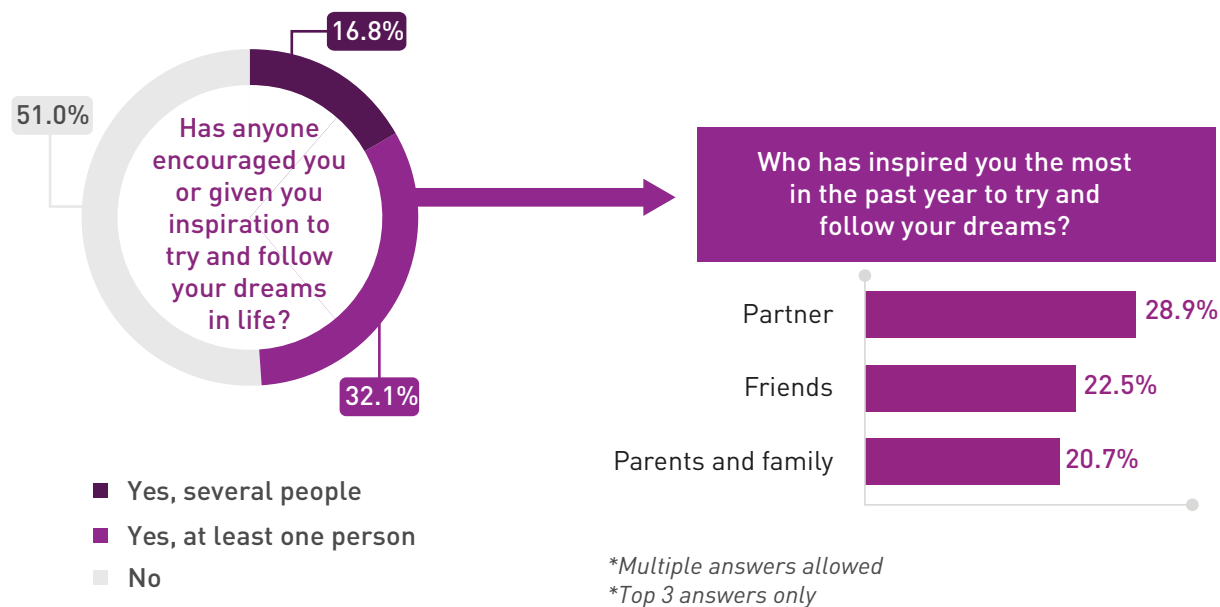


\*Multiple answers allowed  
\*Top 10 answers only



## The importance of support

This is why it's crucial, now more than ever, that Aussies have support to achieve their wishes and dreams. Whether it be through a partner (28.9%), friend (22.5%) or family (20.7%), just under 50% of all Aussies (48.9%) believe it was the inspiration and support of others that helped break down those aforementioned barriers, motivate action, and get them on their way to achieving their personal wishes and dreams.





## **About Real Insurance**

Real Insurance is an award-winning Australian Insurer specializing in life, income protection, funeral, pet, car, home, travel and bike insurance. In the market since 2005, Real Insurance has protected the quality of life of many Australians, through the delivery of innovative and affordable products. Real Insurance has been the recipient of the Feefo Gold Trusted Service Award 2019, Readers Digest Quality Service Award in the life and funeral categories 2019. Real Insurance is a trading name of Greenstone Financial Services Pty Ltd and The Hollard Insurance Company Pty Ltd.