

## Media Release

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### HARD-WORKING SOUTH AUSTRALIANS EVOLVE THE AUSSIE CLASS SYSTEM

- Four new classes emerge: Sloggers, Startup Stars, Gen 2.0s and Gestaters
- South Australians emerge as more resistant to the way technology is evolving the class system
- Large portion of South Australians have updated their occupational skills in the last five years but remain in more traditional roles

The social class system in Australia is evolving with four new groups emerging, as found in the “*Real Insurance Class System Survey*” released today.

The *Real Insurance Class System Survey* is the fourth instalment in a series of national studies, with this instalment investigating the shift in modern day classes.

The Survey found four new classes in Australia:

- **Sloggers:** Senior Australians who have to keep working to support themselves when they would prefer to work less. They are modest with less emphasis on material possessions.
- **Gen 2.0s:** Children of immigrants who have managed to improve their social and economic standing. They seem to be the most generous with their time and money.
- **Startup Stars:** In-demand professionals and entrepreneurs associated with emerging digital industries and work opportunities. They place emphasis on material possessions and tend to be more self-focused.
- **Gestaters:** They are the ‘celeb-generation’. They are living at home comfortably with their parents into their adult years despite having little assets or progression in their careers.

Mr Phillip Anderson, Real Insurance spokesperson, said that while it appears there are clear winners and losers in the changing class system, South Australians are debunking perceptions around a fragile ageing workforce, with many seniors making huge contributions to the thriving local economy.

“Of the four emerging class systems, South Australia has the highest proportion of Sloggers, with almost half identifying with this group. The proportion of Sloggers is followed by Gen 2.0s, with just under one in four South Australian respondents fitting into this upwardly mobile group.”

While new trends and technologies are rapidly revolutionising the modern day class system, only 20 percent of South Australians saying they work in an occupation that was very rare or didn’t exist 10 years ago.

“It appears South Australians are taking advantage of our changing economy in a different way. Instead of jumping on the technological or startup bandwagon, a large portion of South Australian respondents are honing their professional skills, with three in five stating they have developed or updated their occupational skills in the last five years.”

The research challenges traditional assumptions of the fixed Australian class system, with the social ladder becoming more permeable than ever before. This is evident in that over half of respondents in South Australia feel they have ‘upgraded’ their social class compared to their parents.

However, the evolving class system may still indicate a source of contention, with a sizeable 84 per cent of South Australian respondents feeling there was a widening gap between classes compared to the past.

“An interesting finding was that more people today appear to be evolving into ‘social snobs’. Nationally, most Startup Stars say they think about social class when they meet new people and when they choose their friends. On the other hand, Gen 2.0s and Sloggers said they would actually prefer to spend time with people significantly poorer than richer. This leads us to believe there could be a case for ‘reverse snobbery’ within some groups in Australia,” Mr Anderson added.

For Startup Stars in South Australia, two in three believe they’ve already exceeded the expectations of their family and friends in relation to career and financial position. Meanwhile, less than half of South Australia’s Sloggers believe this to be true.

Additionally, a considerable three in five Sloggers in South Australia also said they wish they could work less, but couldn’t afford to.

While the research reveals a vastly different story of the South Australian class system compared to other states, Mr Anderson said that there is little evidence to suggest certain groups are missing out.

“Indeed, the vast majority of South Australians identified themselves as Sloggers, but this group also demonstrates innovation in its own right, upskilling past the age of 50 and taking advantage of their state’s booming healthcare sector, in addition to other rapidly evolving sectors such as retail and manufacturing.

Additionally, South Australians respondents demonstrated the successful and abounding diversity at play in the state, with 20 per cent of Gen 2.0s identifying themselves as business owners – a figure that more than triples that of any other state.

Mr Anderson said that there is also a move towards increasing multiculturalism, which is contributing to new ideas for established industries, evident in South Australia’s growing Gen 2.0 cohort.

“Multiculturalism and diversity is more prevalent than ever in today’s society, with a third of Startup Stars and more than two in five Gen 2.0s speaking a language other than English at home.”

“Clearly, multiculturalism has not only resulted in a rich diversity of backgrounds and cultures, but a true diversity of thought, experience and innovation as well,” Mr Anderson said.

Dr Anna Hickey-Moody, lecturer in Gender and Cultural Studies at the University of Sydney, said that the research adds weight to the cultural and societal trends she has been watching evolve for some time.

“The importance of technology and social media in the digital age is being realised through a number of emerging yet noticeable professional groups. These groups have potential to open opportunities for class fluidity, although the social and financial capital to engage with technology and the personal flexibility to meet the changing demands of the new labour market remain. It is significant that we are starting to see signs of upward intergenerational mobility being created through technology use.”

While the majority of Gen 2.0s and Sloggers believe social class is still about money and occupation, other groups disagree. Gestaters believe the ‘upper class’ is better defined by one’s occupation and how important their friends and connections are, while Startup Stars feel that education and material possessions (the brands of clothes they wear, what car they drive and where they live) are the most important factors.

“Big picture statistics show the gap may be widening between social classes, and this is a great concern. It is important to note that groups that have harnessed modern technological advancements are finding it easier to

increase their class standing than ever before, and we need to find more ways of facilitating this mobility ” Dr Hickey-Moody said.

The research showed that almost all Startup Stars in South Australia said they were career focused and ‘upwardly socially mobile.’ The state’s Sloggers, however, are struggling to make social class transitions, with only 3 per cent saying they think moving up a class is possible. They also indicated that they are less career focused (38%).

“The ways people move up in social class has not changed substantially over the years. Those without an inheritance or parents with occupational repute still have a significantly more difficult economic life. While the rapidly evolving employment and economic landscape in Australia has the possibility to drive the flexibility of social groups, technological training and resources need to be made available to low socio-economic students who all too often leave formal education early,” Dr Hickey-Moody commented.

The research shows the career-focused groups such as Startup Stars find ‘upgrading’ easier. Additionally, South Australia’s Gen 2.0s that have managed to ‘upgrade’ their class attribute their success to better education opportunities (63%).

Mr Anderson said that the new class system is affecting people’s perception of themselves and of those around them.

“What’s particularly interesting is the way social class systems were more apparent to those in the city versus the country. City folk are viewed as more materialistic whereas country dwellers appear to most as more community-minded. City dwellers have also gained a reputation for being more judgmental, with half of South Australian respondents saying this group thinks they have more culture,” commented Mr Anderson.

The evolution of social classes in this new research clearly demonstrates that class boundaries aren’t becoming more blurred, but instead more well-defined. While there may be more room for mobility in the new class system to both challenge traditional hierarchies and leave some groups behind, it is important to note that success also looks different to each class.

Supporting data is available on the Real Insurance website:

[www.realinsurance.com.au/news-views/real-insurance-class-system-survey](http://www.realinsurance.com.au/news-views/real-insurance-class-system-survey)

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## **About Real Insurance**

Real Insurance is an award-winning Australian insurer, with a goal to protect the quality of people's lives. Real Insurance has been named as the top Risk and Life Insurer in Roy Morgan's 2015 annual Customer Satisfaction Awards and was also awarded the 2014 Highly Commended Trusted Brand Award in the Life and Funeral Insurance categories, as voted for by Australian consumers. The company has been in the Australian market since 2005 with product offerings in car, home, life, income, pet, funeral, travel and bike insurance. Real Insurance is a trading name of Greenstone Financial Services Pty Ltd and The Hollard Insurance Company Pty Ltd.

## **About the 'Real Insurance Class System Survey'**

In order to explore the new class system in Australia, CoreData surveyed over 1000 Australian across the nation in mid-August 2016.

Hard quotas by state were also engaged to ensure all the main states were represented with sufficiently robust samples (NSW = 212, VIC = 212, QLD = 208, WA = 201, Remaining states/territories = 204.)