

Media Release

AUSSIE AMBITIONS: 2020 IS THE YEAR TO MAKE YOUR WISHES REAL

SYDNEY, FEBRUARY 2020 – As Australians enter a new decade, personal aspiration and ambition has never been greater, with almost 70 per cent of people revealing they are taking specific actions to make their wishes come true.

According to the *Real Wishes Report*, commissioned by Real Insurance, 83 per cent of Aussies want to make health and wellbeing a priority for 2020, 79 per cent want to seek personal growth and greater happiness and three-quarters (75%) cite a strong desire to learn to control their stress levels and achieve a better work-life balance.

The research also indicates that three-quarters (75%) feel that at least some of their most important wishes have already come true and 83 per cent of these people believe that is because they have been in control and driven by their own actions.

Dr Mary Hoang, Founder & Head Psychologist at The Indigo Project says while Aussies are working hard to achieve their dreams, it can actually come at a high price.

“There is no doubt that Australians are using their capabilities, together with hard work, to manufacture their destiny. Yet the reality is, for many, the pressure of keeping up with making our wishes a reality can take a huge toll on an individual’s health and wellbeing.

“There is a real misconception that Aussies are too easy going and too laidback and the reality is that couldn’t be further from the truth. People are really working hard to achieve their wishes whether that means working longer, harder or smarter, so we need to be mindful of burnout and work fatigue.

“Goal setting and working towards achieving your dreams is an important aspect to anyone’s life and Aussies are no exception. Having an outward mindset, stepping outside your comfort zone, pushing your limits and staying positive are key to achieving your wishes. But everything in moderation,” said Dr Hoang.

The report uncovers the ‘real wishes’ of Australians under the pillars of friends and family, career, experiences, financial and environmental, with some interesting findings below:

Financial: Aussies are seeking control of their money, all whilst indulging in the odd splurge

- Most Australians (87%) want to build personal financial security for the future while eight-in-10 want to budget better and save more money.
- Two-thirds (65%) still want to occasionally splurge on friends and loved ones, particularly around Christmas and birthdays.

Experiences: There is a strong desire to experience the unknown and unleash the inner intrepid traveller

- Four-in-five (83%) of those surveyed want to experience things they've never done before, including traveling to places they've never been to, or taking a risk and unearthing their inner adrenaline junkie.
- Four-in-five (83%) also want to spend time pursuing their personal interests and hobbies like exploring the great outdoors or taking up a musical instrument.
- 79 per cent of Aussies want to make sure they spend 2020 following their passion.

Family and friends: The focus is on looking inwards and reflecting on how to be their best self

- Four-in-five (80%) surveyed want to spend more time with, and be more present for, loved ones when they need them the most.
- Four-in-five (79%) want to focus on themselves in order to be a better parent or friend.
- Nearly half of Aussies (48%) who participated in the research want to bury the hatchet with a family member or old friend.

Career: There is significant value placed on personal wellness in the workplace

- Nearly seven-in-ten (69%) Aussies surveyed are still seeking better work-life balance and a career path that will support their 'lifestyle', which is their life outside of work.
- Seven-in-ten (68%) want to update their skills or retrain to learn new skills, highlighting this important ambition in a time when technology advancements continue to disrupt industries.

Environmental: The environment and local community is more important now more than ever before

- Three-quarters (73%) indicate a strong desire to help do their bit and make a difference to improve the environment.
- More than three-in-five (62%) want to invest in sustainable living including solar panels and energy saving devices in their home design.
- While two-thirds (66%) wish to alleviate poverty and homelessness.

While Aussies are hopeful for the future, they also have deep regrets from their past

- Looking back, the top five regrets of Aussies include worrying about what others thought about them so much (47%), sweating the small stuff (42%), losing contact with old friends (41%), taking their health for granted and not taking care of themselves (39%) and failing to follow their true passion (30%).

Would you rather...?

- When asked if they would prefer to be happy or well-liked, 84 per cent said they would rather be happy but not very well liked.
- 78 per cent of those surveyed would prefer brains over beauty and would rather be the smartest person in the world over being the most attractive.
- 70 per cent of Aussies would rather be able to make a difference to the environment or a worthy cause with less financial success as opposed to having considerable success but having no contribution to the environment or a worthy cause.
- 68 per cent would rather have any experience they desire and own very little over having few new experiences but have any material thing they desire.

For access to the full *Real Australian Wishes Report*, infographics or any additional supporting information please visit the Real Insurance website

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About The Real Wishes Report

The Real Wishes Report delves into the various wishes and desires of Australians, particularly for the year 2020. These cover a wide range of wishes from experiences to financial desires. This research reveals not only what Australians look forward to in the next year but also touches upon their secret wishes and regrets.

The report is compiled based on research commissioned by Real Insurance and conducted by CoreData in October 2019 via a quantitative online survey targeting 5,000 Australians aged 18+. The sample is weighted to be representative of the general population of adult Australians in terms of age group, gender, wealth and state/territory.

About Real Insurance

Real Insurance is an award-winning Australian Insurer specialising 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 insurance categories 2019. Real Insurance is a trading name of Greenstone Financial Services Pty Ltd and The Hollard Insurance Company Pty Ltd.