

# MEDIA FACT SHEET



## RETHINK SUCCESS *Australians' views on success today*

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### KEY FINDINGS

**How we personally define success is about being happy, physical and mental wellbeing, having good relationships and being a good person.**

- Australians – from Generation Z through to Baby Boomers – rank happiness as the top measure of success
- Other top-ranked measures include having good family relationships (no. 2), feeling fit and healthy (no. 3), being a 'good person' (no. 4), having a good marriage (no. 5), having good mental health (no. 6), and 'being in control of my life' (no. 7)
- No money or material-related measures made it into the top seven rankings, with buying a house at no. 15, being rich at no. 22 and being financially secure now and in the future at no. 8
- 77% measure success more by how happy they feel in their personal life, rather than by how much money they have
- 67% of respondents believe free time is more important than money, while 68% believe a good work/life balance is a top priority

**There is a huge disconnect between how we personally define success and how we believe society defines success.**

- When asked to rank the most important things society defines as an individual's success, being rich was top, followed by owning a house (no. 2) and having a well-paid job (no.3)

**We feel success in some areas of our lives but for the most part success is still a work in progress.**

- 65% of Aussies feel they have achieved success in their life so far, yet 71% believe they're still working towards achieving success
- 61% of respondents believe they're successful in being happy
- 82% of respondents believe they're successful in having good family relationships
- 75% of respondents believe they're successful in having a good marriage

**When it comes to feeling successful, Baby Boomers are leading the way.**

- 85% of married baby boomers believe 'they had achieved a good marriage' compared to only 61% of Generation X respondents
- 89% of baby boomers believe 'they had achieved being a good person', particularly more than just 74% of Generation X respondents
- 74% of baby boomers believe 'they have achieved good mental health' compared to 62% of all participants

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**We're struggling to strike a balance between all the different priorities in life.**

- Respondents feel conflicted about many things
- Spending on experience now (44%) versus saving for the future (56%)
- Having a high paid job (46%) versus flexible working hours (54%)
- Spending more time with family and friends (51%) versus more 'me' time (49%)

**To be successful in Australia you need to work hard, be good with people and have a sense of purpose.**

- Almost everyone (80%) believe success is in their own hands and 68% feel confident in their ability to create a successful life
- Of the top 10 attributes needed to find success, working hard came in at number one and being good with people at number two

**When it comes to goals for the future: personal health and fitness and the experiences that money enables are priorities**

- Improving personal health and fitness is the top ranked goal for Aussies
- Many of the other goals in the top 10 relate to the experiences money enables – such as feeling more financially secure (no. 3), travelling overseas (no. 6) and buying a house (no. 10)

***About the Rethink Success whitepaper***

*To explore Australian views on success, NAB commissioned global research firm Ipsos to research the views of more than 2000 Australians aged 16 – 70, exploring the importance and relevance of quantitative measures of success such as wealth, status and home ownership against qualitative factors such as experience, personal fulfilment and wellbeing.*

**For further information:**

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