



The state of national happiness

Happy families! Overall, there has been a real change since 2011. Today, we are much more positive with the majority (63 per cent) of respondents describing their life as happy, enjoyable or comfortable.

Women find life happier, more enjoyable or comfortable than men (63 per cent vs 62 per cent). The top three wishes of Australian families are to be healthy (71 per cent), happy (66 per cent) and to have loving relationships (38 per cent).

HOW DO WE FEEL COMPARED TO 2011?

58%

happy, enjoyable or comfortable in 2011

63%

happy, enjoyable or comfortable in 2013

TOP THREE REASONS WHY WE'RE HAPPY

73%

DO THINGS TOGETHER AS A FAMILY AWAY FROM HOME

72%

INVESTING SPARE FUNDS

72%

TALKING OPENLY WITH FAMILY

FAMILY GROUPS



SINGLE DADS

39%

are most likely to describe themselves as bored and/or scared



SINGLE MUMS

36%

are more likely than most to find life enjoyable

31%

find life busy



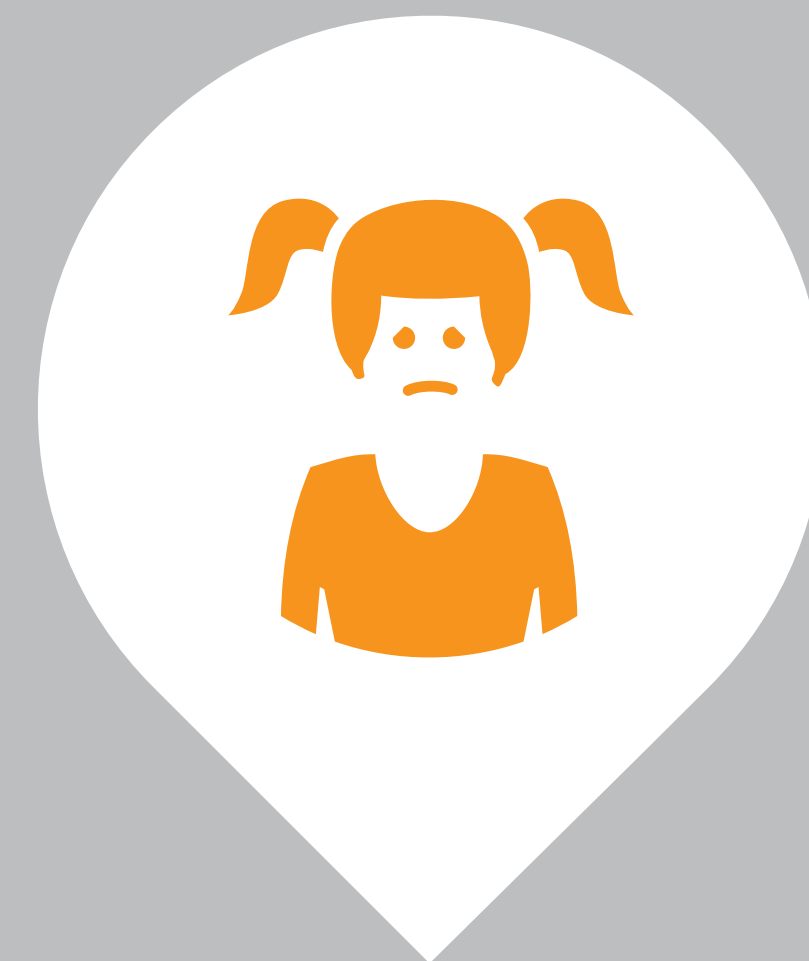
SONS AT HOME

47%

find life comfortable

40%

find life enjoyable



DAUGHTERS AT HOME

42%

are most likely to find life busy

41%

find life stressful



COUPLES WITH NON-DEPENDENT CHILDREN

53%

are the most comfortable

44%

are happy



SONS AND DAUGHTERS OUT OF HOME

48%

of sons are loving life, describing it as comfortable and/or enjoyable

63%

of daughters are loving life, describing it as comfortable and/or enjoyable



GRANDFATHERS AND GRANDMOTHERS

51%

are most likely to find life comfortable

44%

find life enjoyable

42%

are happy



COUPLES WITH NO CHILDREN

38%

are more likely to describe themselves as happier than their counterparts with dependent children



Chores

Who does the chores? Women not only do more than men, but men have the perception they do much more than their partners think they do. The stereotypes reign supreme...



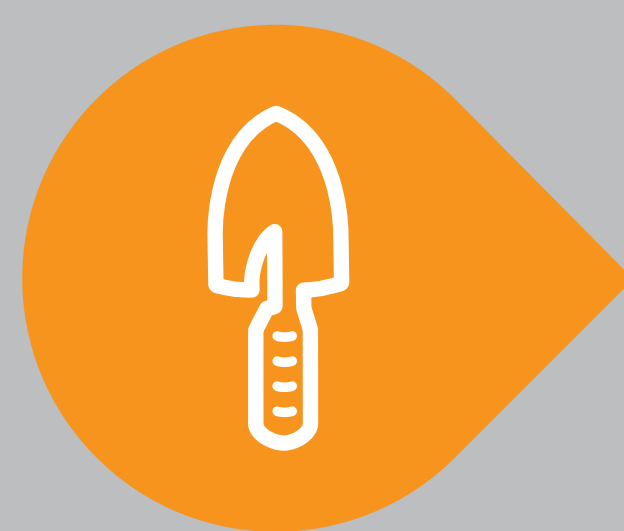
Women look after grocery shopping, washing, ironing, cooking and cleaning—men agree



Daughters at home are being asked to do more washing than the son
Are we perpetuating stereotypes?



68%
of fathers with partners believe they do their fair share of cleaning
Their female partners think their contribution is much less than men make it out to be (48%)



78%
of men in couples do most of the gardening
However, 50% of women in couples still take on this task



Women (with partners) do the majority of cooking and men agree
However, this is the household task where men got more involved

Pastimes

Families who play together stay together. Popular family pastimes vary greatly from state to state, but the good news is it's not always those pastimes that cost a lot of money that are the most popular—we found Australia's most popular family pastime is watching TV!

31%
Regional WA
Nothing as a family

81%
Perth
Participating in events outside the home with family

27%
Regional SA
Volunteering

83%
Adelaide
Eating out

53%
Regional Vic
Watching / playing sport

47%
Melbourne
Watching / playing sport

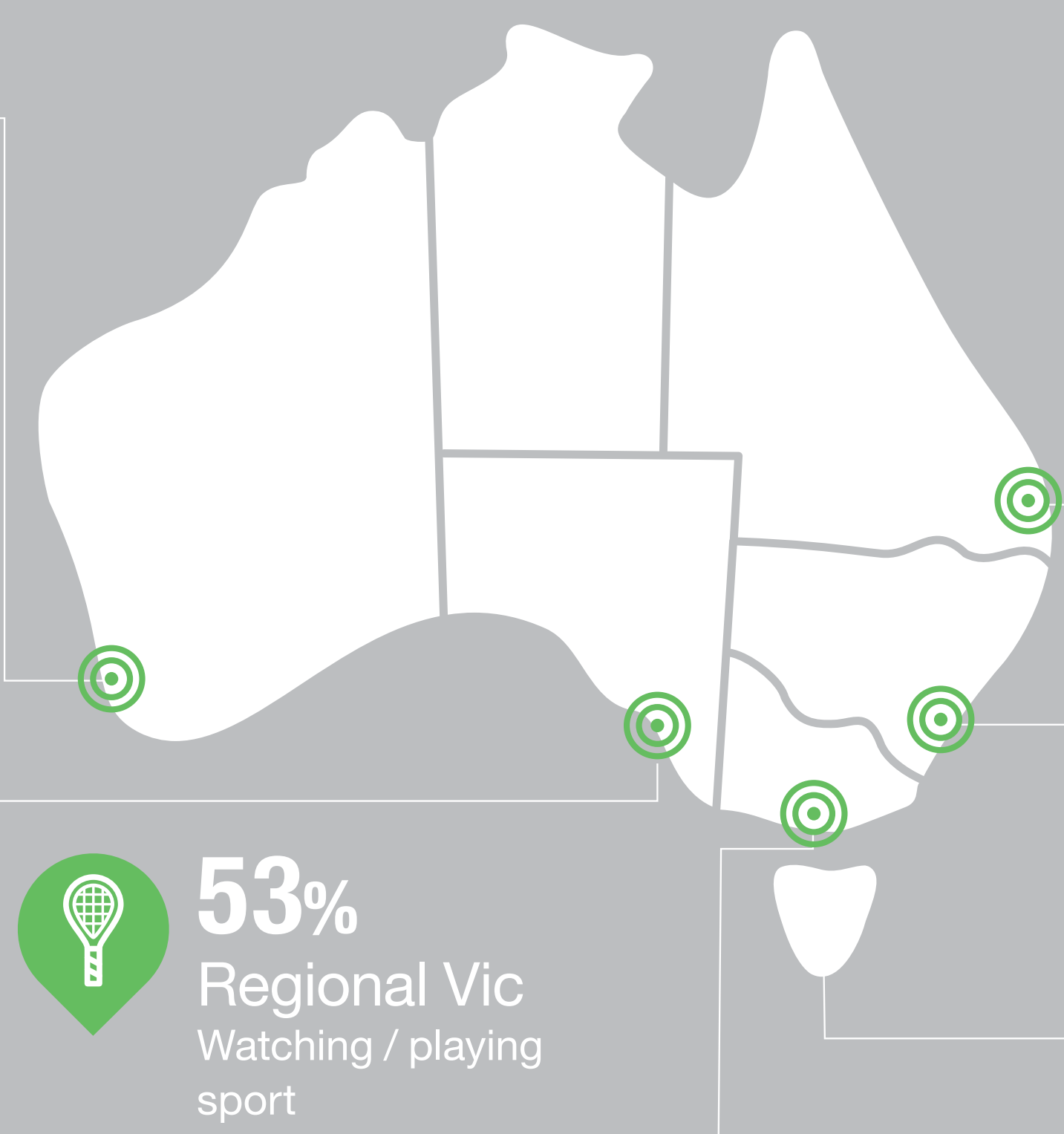
47%
Regional Qld
Playing board games

27%
Brisbane
Playing board games

86%
Regional NSW
Watching TV

74%
Sydney
Shopping

94%
Tasmania
Indoor activities



Australia's favourite family pastimes:

80%
Watching TV

71%
Eating out

69%
Shopping



A nation of talkers

Those who discuss their hopes and dreams and financial goals are happier than those who don't. They're also far more likely to describe their lives as comfortable, enjoyable, rewarding and exciting.

HOT TOPICS

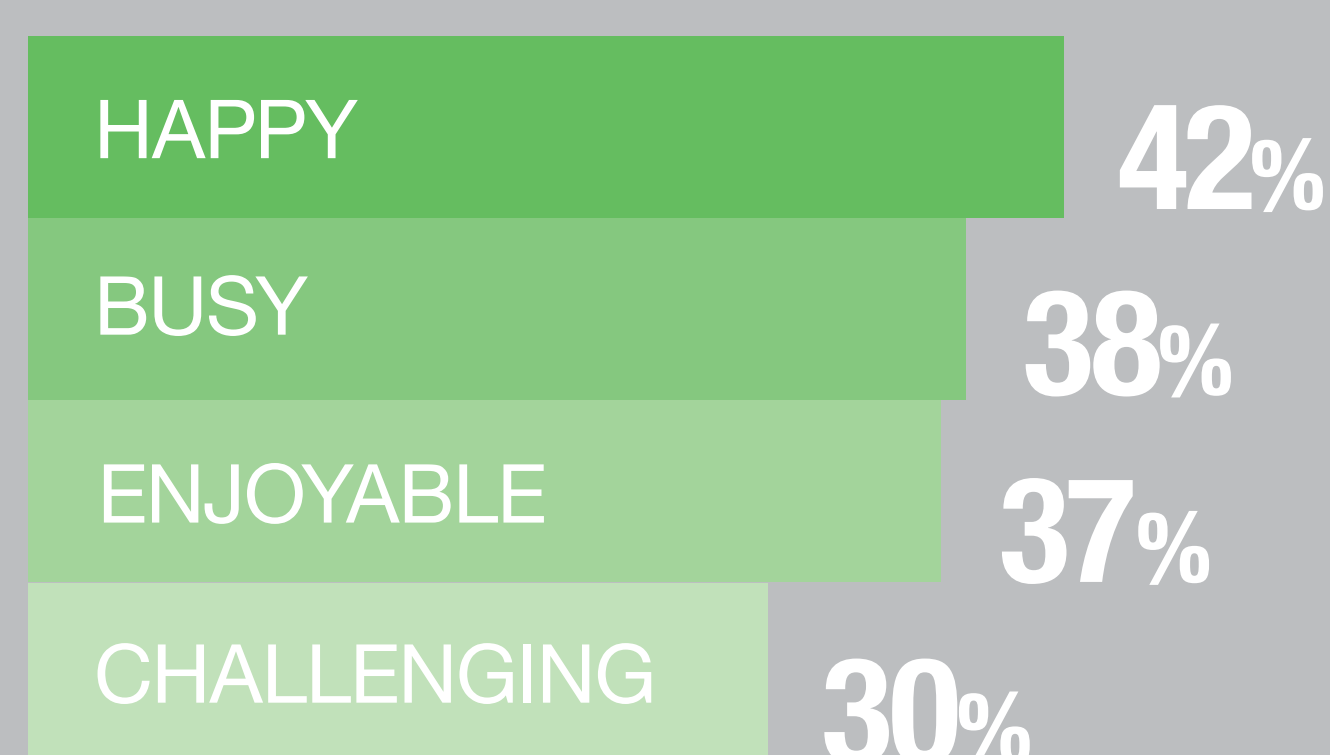
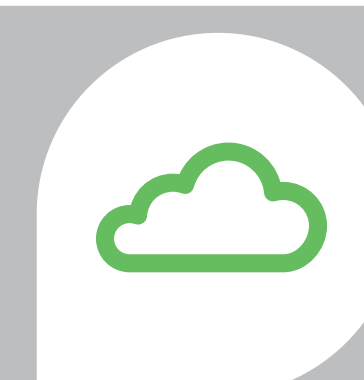
What we are chatting about

We are a nation of talkers—Australians are most likely to talk about health concerns (especially women—75% vs 64% of men)



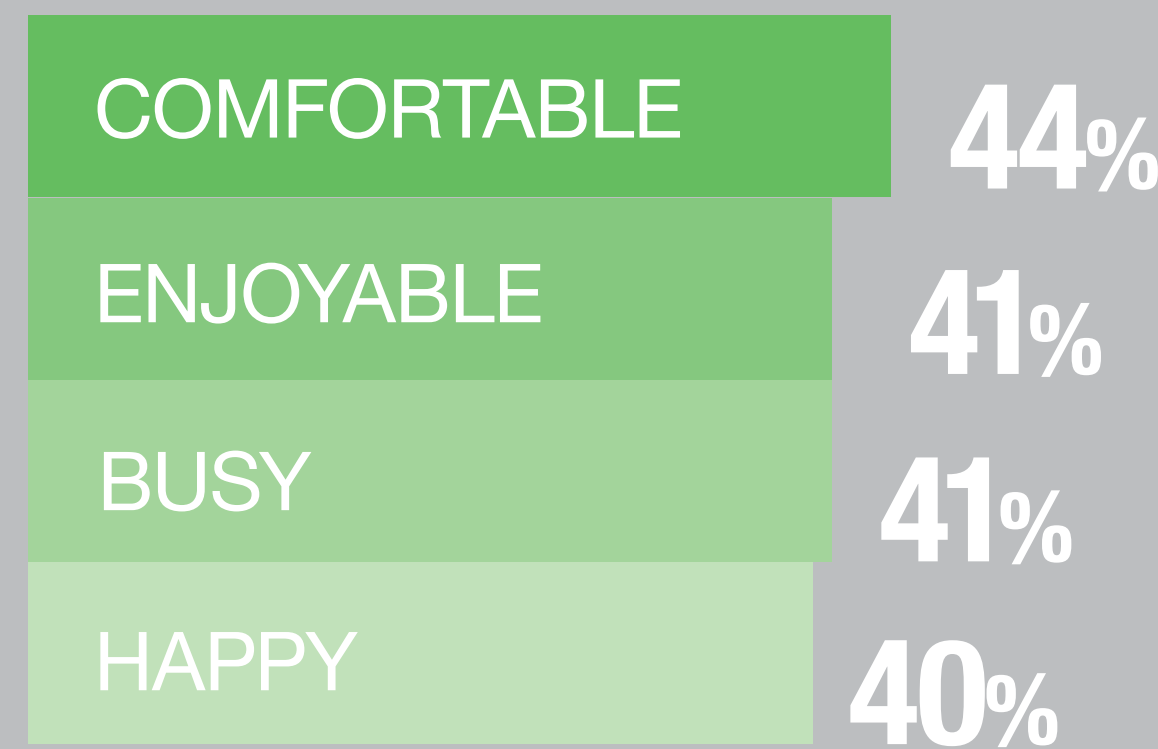
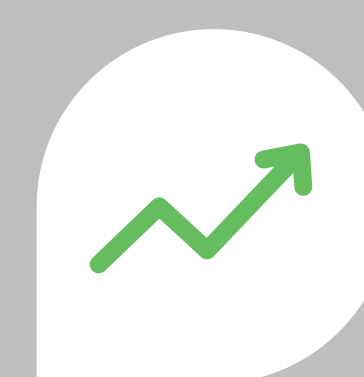
HOPES AND DREAMS

Those who talk about their hopes and dreams find life...



GROWTH AND WEALTH

Those who discuss investing and growing wealth find life...



59%
Government



56%
Behaviour of relatives



55%
The state of the world

MEN AND WOMEN ON TALKING

It seems we are still on different planets when it comes to conversation.



34%
of men
walk away feeling in control and on top of things when they are presenting their ideas



47%
of women
choose carefully when to bring up difficult topics



Men and women feel in control after having financial conversations

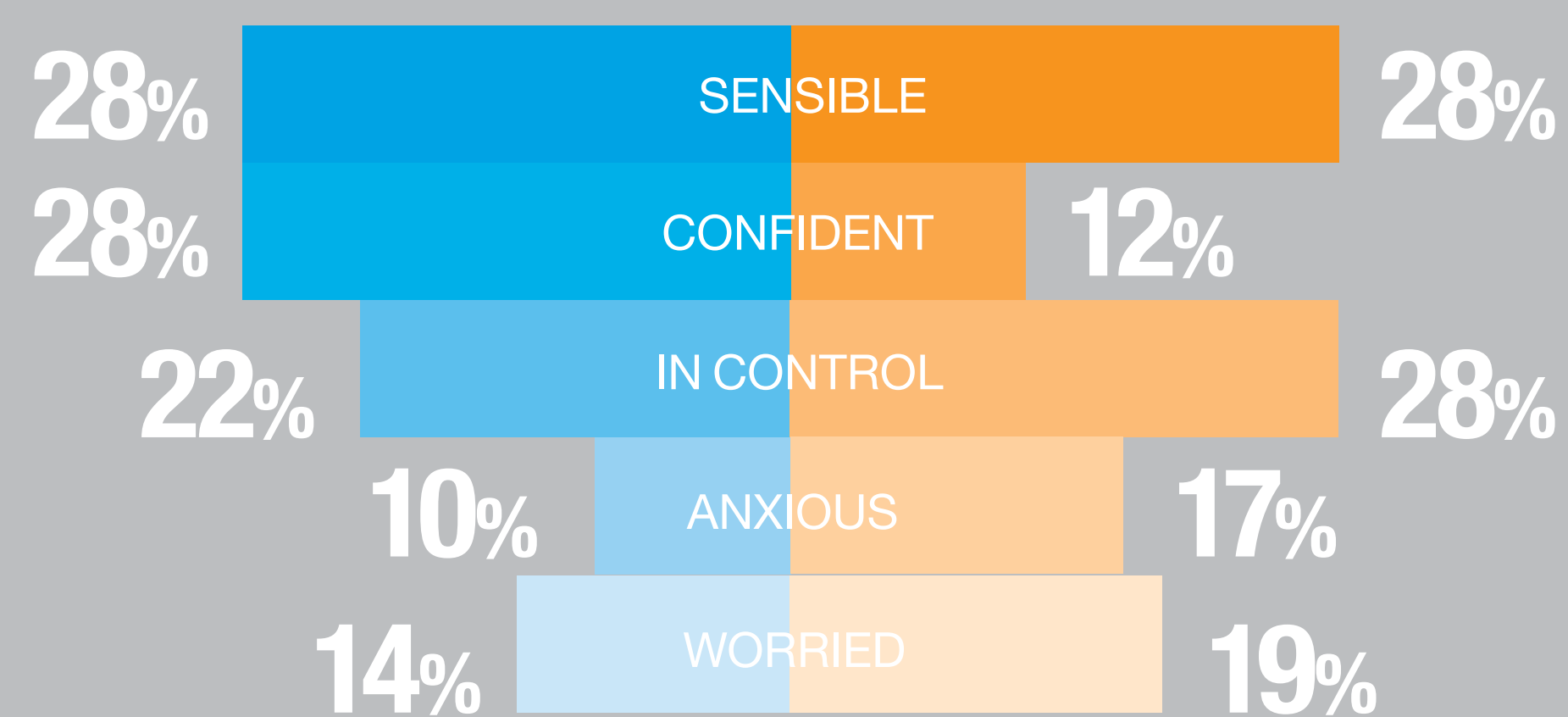


MEN

RESPONSES TO BRIEF CONVERSATIONS



WOMEN



59%
of women
feel their partner is in control when they themselves are in control. In contrast, when women feel worried they rarely feel (40%) their partner feels the same way



Single mums and single dads

One of the most surprising revelations of *A Family Portrait* is the distinct difference in the way single mums are feeling, compared to single dads. While the majority of single mums describe life as enjoyable, busy and challenging, the majority of single dads say life is boring, peaceful and scared. When we drill down into the reasons for this, we found it interesting to note the single mums take a more proactive approach to saving, with 51 per cent putting money aside for a rainy day. Also, single mums are almost and are almost twice as likely to discuss their hopes and dreams than their male counterparts.

SINGLE MUMS

36%
find life enjoyable

31%
find life busy

68%
have pets



SINGLE DADS

39%
are likely to describe themselves as bored and/or scared

60%
have pets



SINGLE MUMS VALUE more than single dads

63%
Respect

7%
Achieving personal best

6%
Curiosity

SINGLE DADS VALUE more than single mums

36%
Kindness

26%
Hard work

30%
Flexibility

Put money aside for a rainy day

51%



35%

Put money aside for a rainy day

DISCUSSING HOPES AND DREAMS

More women are talking about their hopes, dreams and financial goals than men.

53%

27%

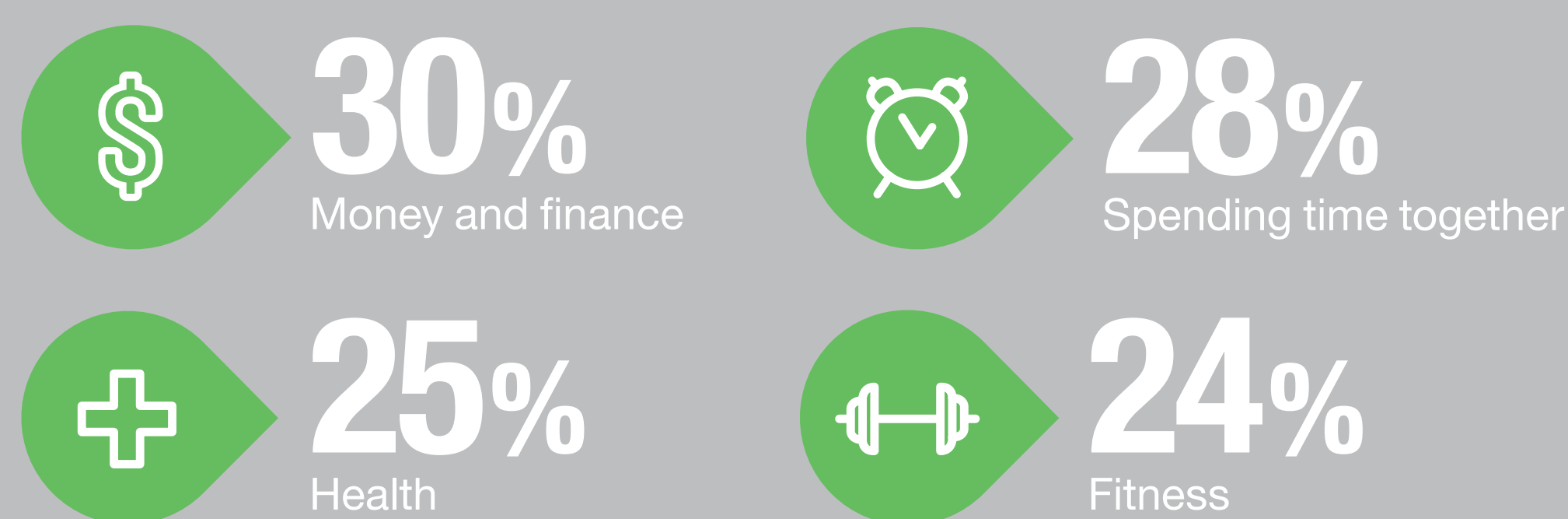
Are women better at rebuilding their lives than men because they are talking more and feeling in control?



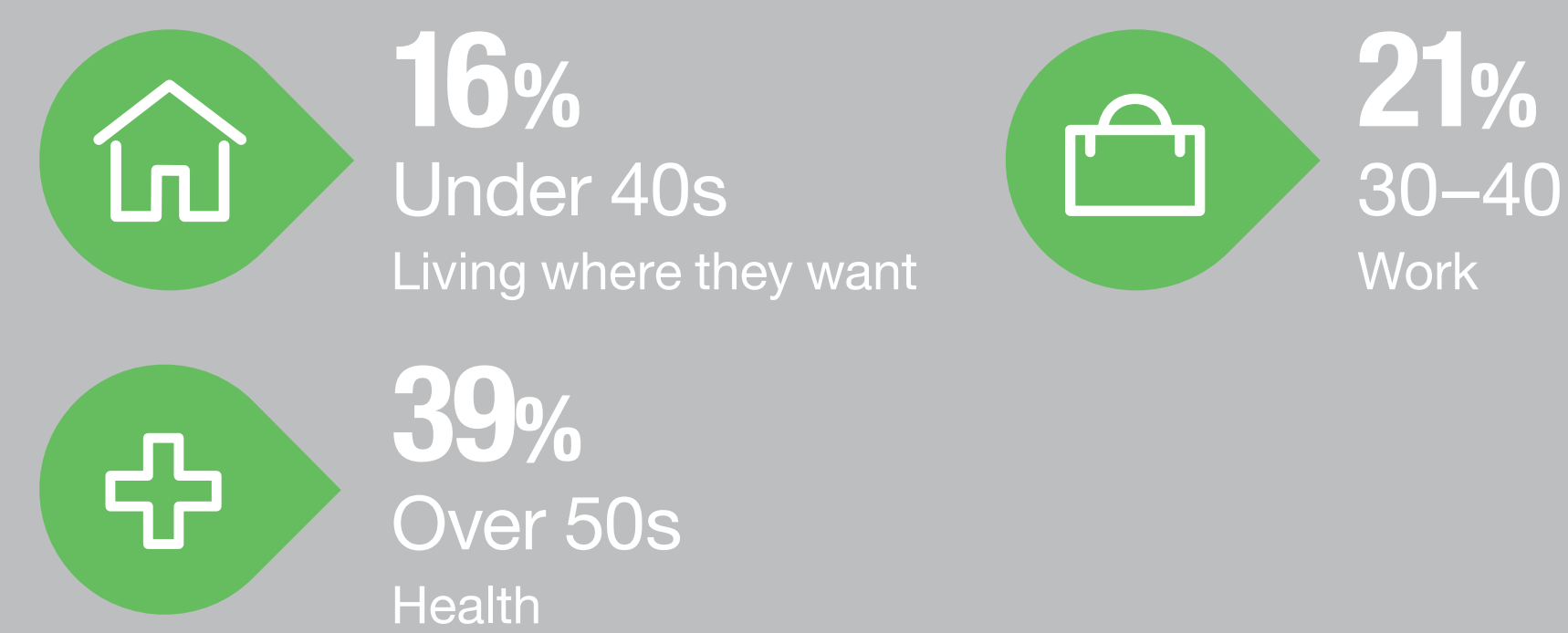
Money talks

Money and finance are the number one struggles, but *A Family Portrait* shows those that manage their money and have sound financial acumen—not necessarily wealth—are happier.

AUSTRALIAN FAMILY STRUGGLES

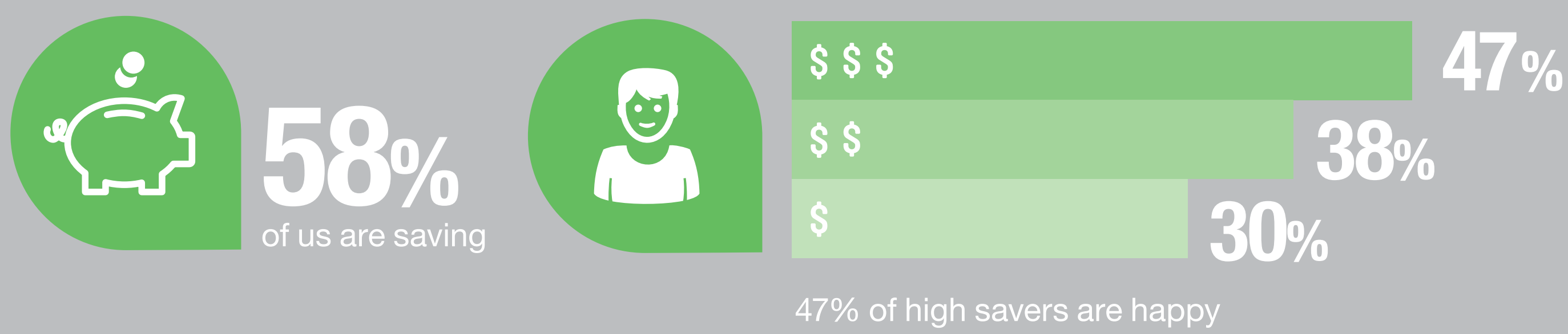


KEY STRUGGLES BY AGE GROUP

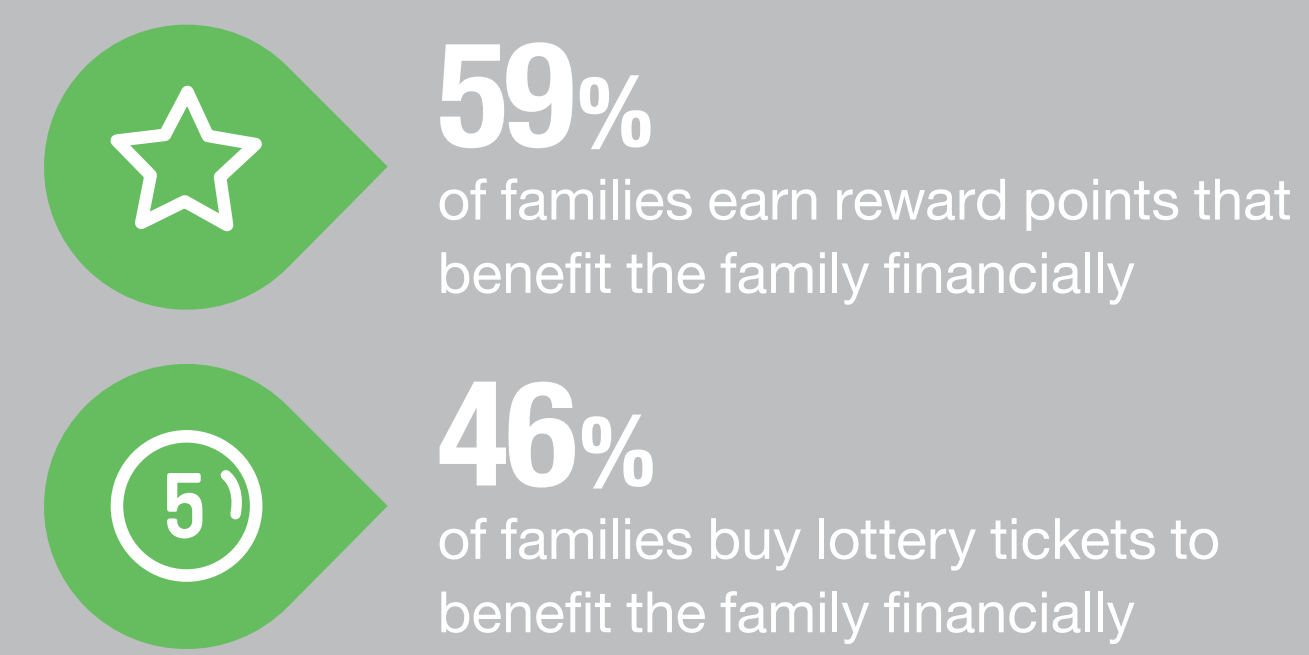


SAVINGS

Those of us with more savings say life is happy.

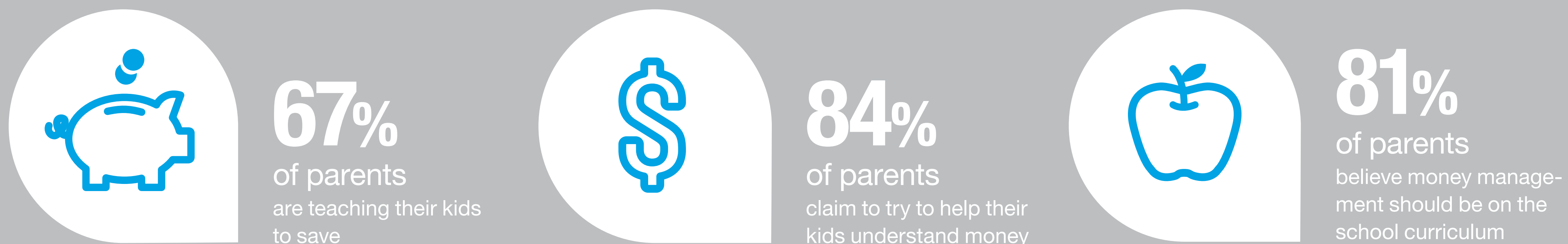


POTENTIAL WINNERS

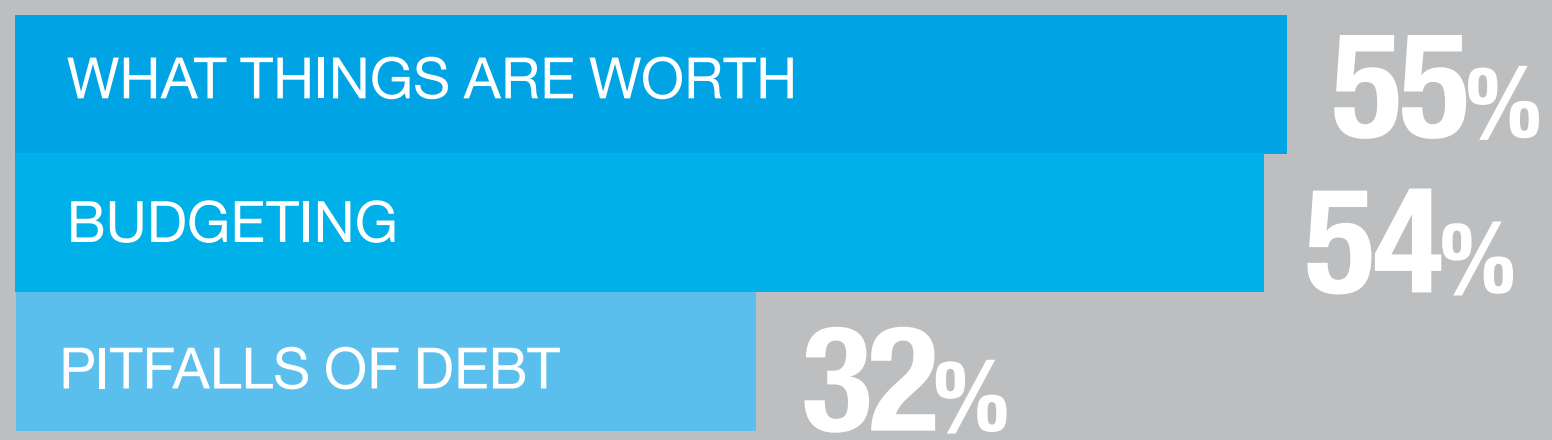


The next generation

A Family Portrait shows parents are teaching their kids to save. But is that enough to guarantee their financial success?

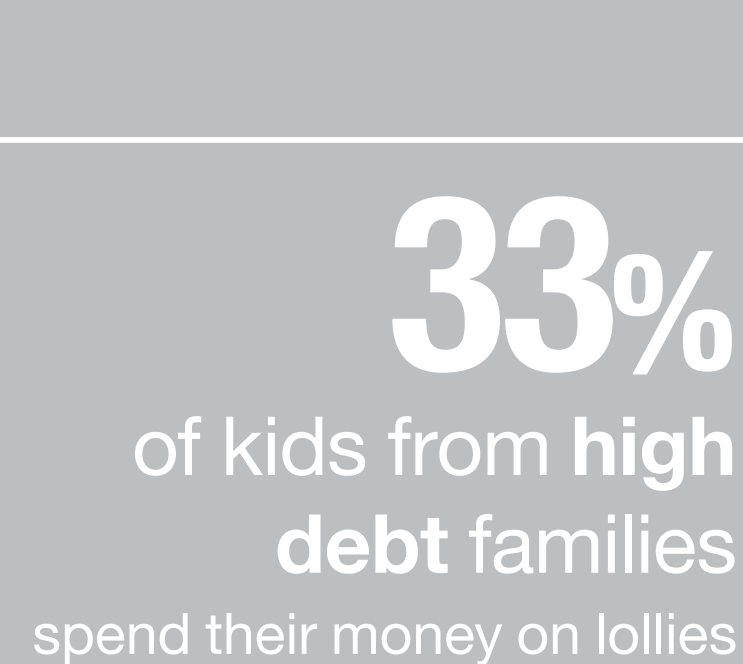
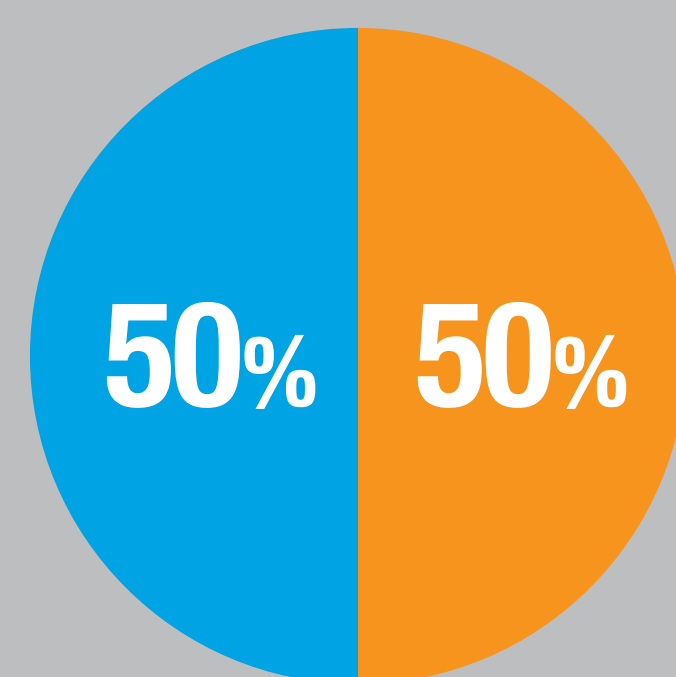
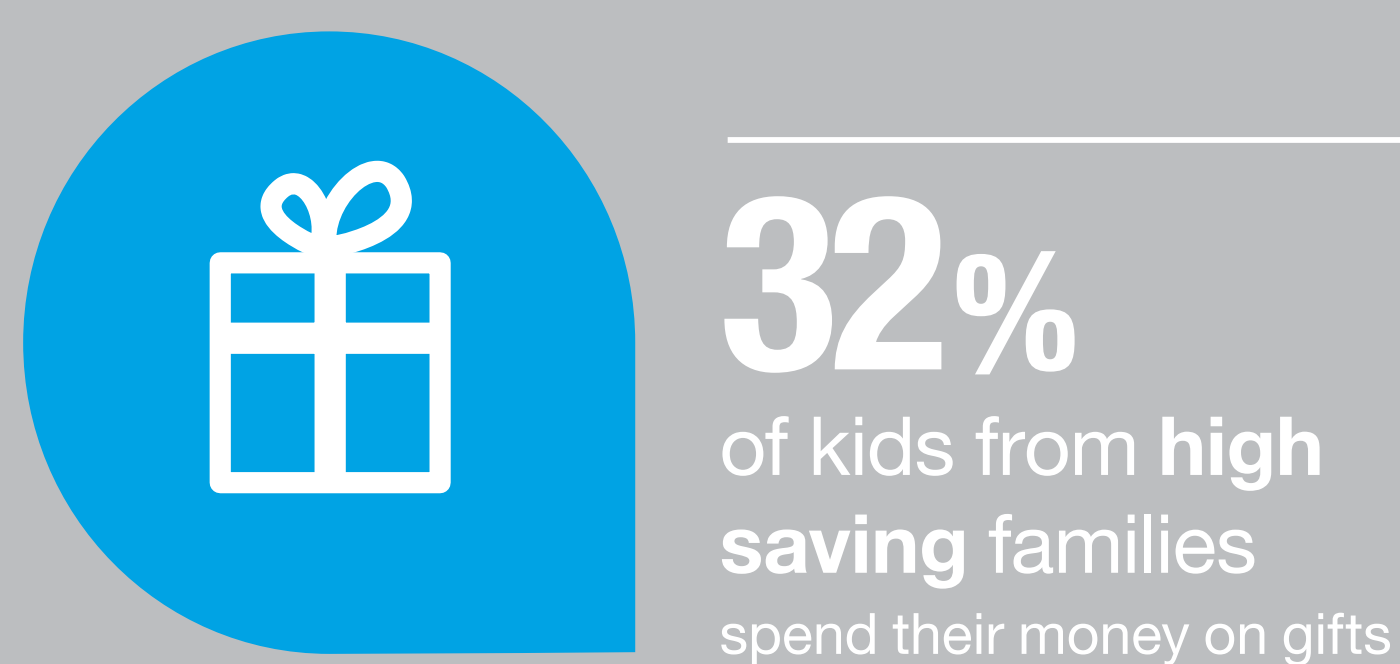
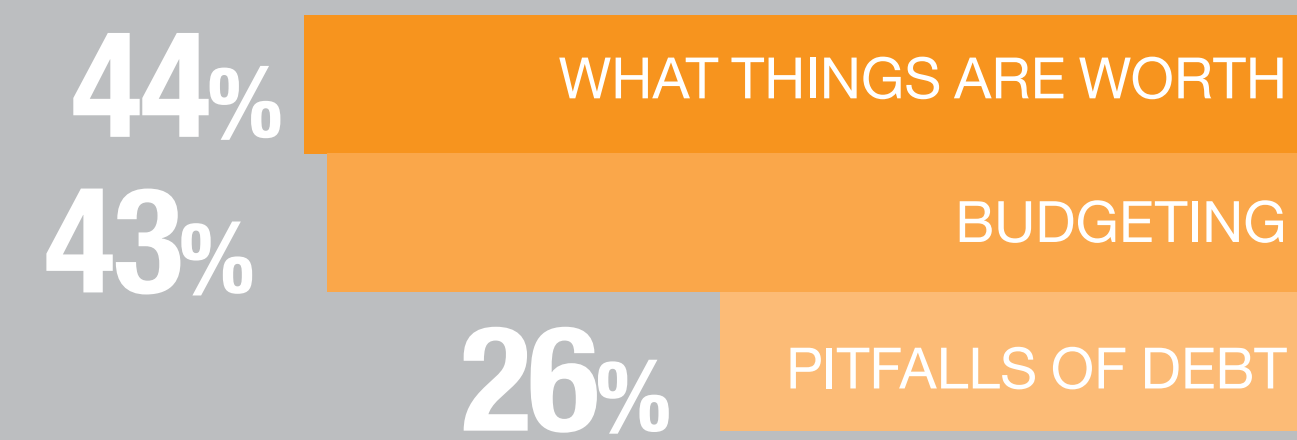


FAMILIES WITH SAVINGS are teaching their kids about



The children of these families are both saving their pocket money

FAMILY WITH DEBT are teaching their kids about





The quirks of Australians

Some quirky stats about Australian families.



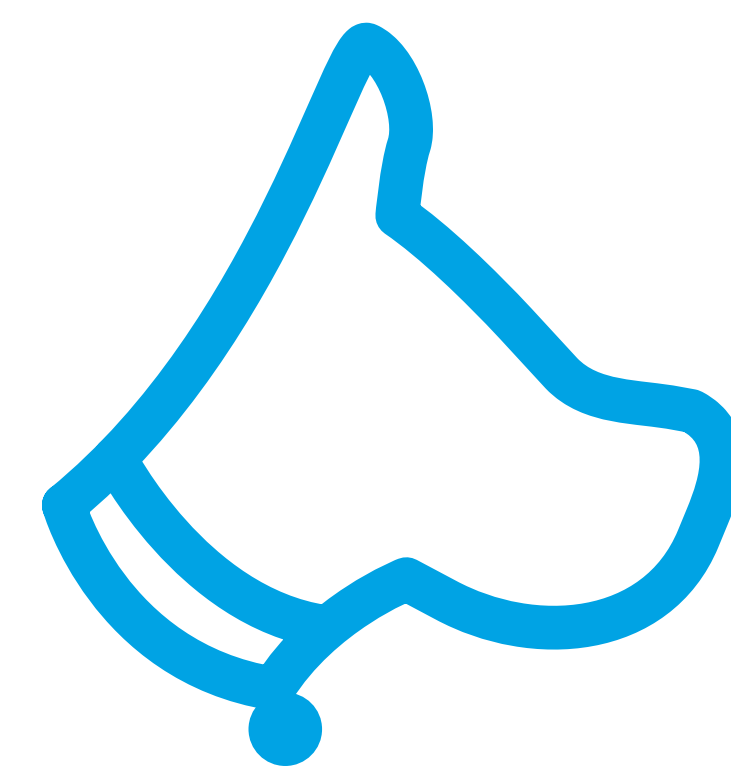
38%

of Australians who claim they are going to manage their money better this year intend on getting a car



6%

of Australians who claim they intend mountain climbing this year are far more likely to claim they intend getting life insurance (33% vs 9%).



38%

of households don't have pets



17%

of Australian grandfathers will retire this year



9%

of Australian grandmothers claim they will join a gym

12%

will use online trading this year



22%

of kids spend their money on junk food
Shouldn't they be buying books?