



Part of the
Suncorp Group

CASH VS LOVE

A research report

April 2014

Introduction

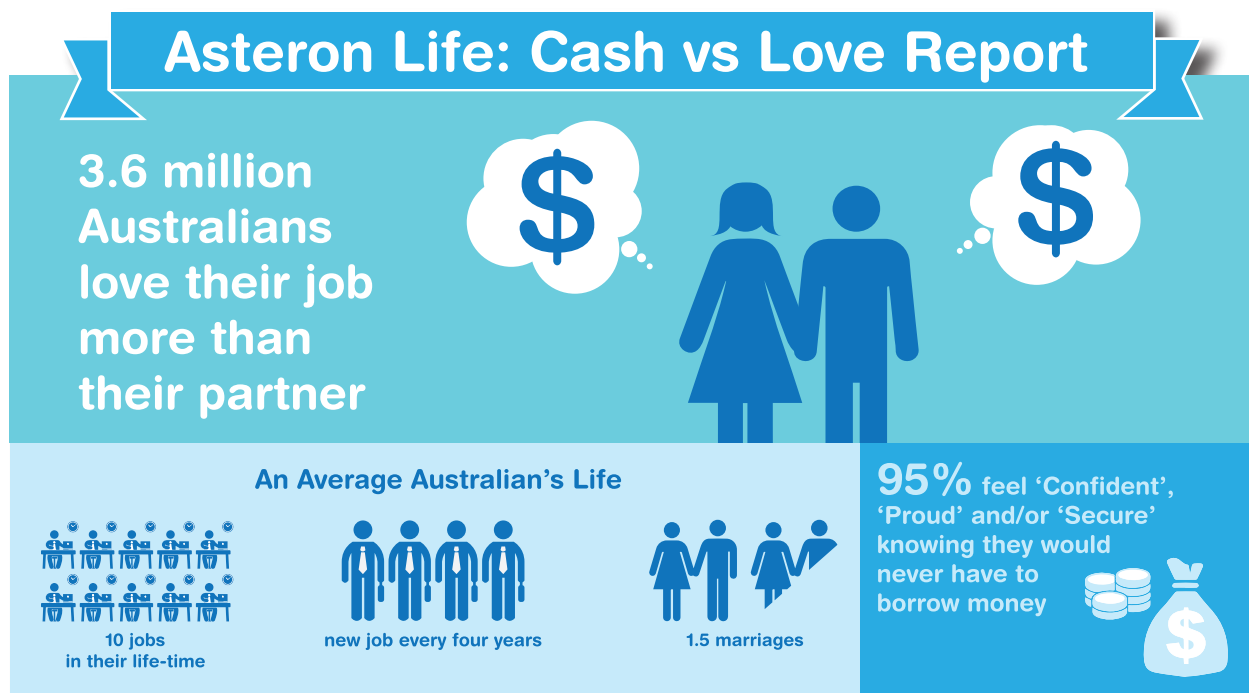
Asteron Life's inaugural *Cash vs Love* report reveals that 3.6 million Australians get more confidence from their job more than their partner, with one in four admitting that it is the prospect of losing their job which keeps them up at night.

The report uncovers the secret to confident Australians, revealing we value being married to the job (34%) over being in love (18%) and having physical fitness (9%).

The findings prove that money makes the world go round, as six of the top ten confidence indicators relate to money.

In an age of job uncertainty and changing careers, it seems the number one thing that gives us confidence is a secure job. While the comfort and excitement of being in love remains an important part of our lives and is the second biggest reason for personal confidence.

The findings also reveal millions of Australians are living with a conflicted sense of confidence.



Our ability to earn an income defines us as people and is our biggest source of confidence, yet job security is the biggest cause of insomnia in Australia. The average Australian will have around 10 jobs in their life-time, equivalent to a new job every four years.¹This compares to 1.5 marriages in an average Australian's life³.

The findings reveal Australians feel strong emotions when it comes to financial matters, especially if they were unable to work and provide for their family. Ninety per cent of respondents admitted that they would be 'Insecure', 'Inadequate' and/or 'Distressed' when it came to borrowing money to pay for bills.

On the flip side, 95% of people said they would feel 'Confident', 'Proud' and/or 'Secure' knowing they would never have to borrow money.

Nine million Australians believe they could afford to keep paying their bills with the protection of a life insurance policy if they were incapacitated and couldn't work for six months.

Worryingly, this number nearly halves for those without financial protection. Every day, eighteen Australian families are faced with the loss of income due to an accident or prolonged illness².

The Asteron Life *Cash vs Love* report also examined findings along gender lines and uncovered more Aussie men are losing sleep due to not being financially secure, while women sit up at night thinking about rising interest rates.

The research surveyed more than 1,000 Australians about their views on what makes them confident and what keeps them up at night. Research house Pure Profile were commissioned by Asteron Life to conduct the survey.

¹<http://mccrindle.com.au/ResearchSummaries/Australia-in-2020-A-Snapshot-of-the-Future.pdf>

²http://www.lifewise.org.au/downloads/file/aboutthelifewisecampaign/2010_0203_LifewiseNATSEMSummaryA4FINAL.pdf

³<http://www.abs.gov.au/ausstats/abs@.nsf/Products/3310.0~2012-Chapter-Divorces?OpenDocument>

What Gives Australians Confidence?


The average confident Australia has a secure job, someone to love and is physically fit, and doesn't care for European cars or designer clothes or being popular on social media.

What Makes Us Confident?

Ranking	Theme
1 st	The security of my job
2 nd	Being in love
3 rd	Being fit
4 th	Having a good amount of savings
5 th	My salary
6 th	Amount of assets you own
7 th	Amount of disposable income you have
8 th	Having a healthy super balance
Equal 9 th	Being your ideal weight
Equal 9 th	Having a good sex life
11 th	Being physically attractive
12 th	My job title
13 th	Being able to afford an overseas holiday
14 th	Having at least 500 connections on social media
15 th	Having life insurance protection
16 th	Being promoted
17 th	The suburb you live in
18 th	Receiving an annual bonus
19 th	Owning a European car
20 th	Owning designer clothes


Gender

What Gives Aussie Men Confidence



Rank	Theme	%
1 st	The security of my job	35%
2 nd	Being in love	16%
3 rd	Being fit	9%
4 th	My Salary	8%
5 th	Having a good amount of savings	6%

What Gives Aussie Women Confidence



Rank	Theme	%
1 st	The security of my job	27%
2 nd	Being in love	21%
3 rd	Having a good amount of savings	11%
4 th	Being fit	9%
5 th	My Salary	7%

Across gender lines it appears Australian men get more confidence from their job than women, while women get greater confidence in being in love than men. Perhaps the most interesting is that women prefer to have more savings in the bank than men, which is at odds with the rest of the financial indicators that indicate Aussie men get greater confidence from financial and work related themes, such as assets and a healthy super balance.

Generation

Gen Y Confidence

Rank	Theme	%
1 st	The security of my job	30%
2 nd	Being in love	26%
3 rd	My Salary	10%
4 th	Having a good amount of savings	8%
5 th	Being fit	4%

Gen Y are the generation looking for love as the survey results revealed one in four Gen Y's felt being in love gave them the most amount of confidence. Gen Y were also the most likely to get confidence from a salary compared to the other generations.

Gen X Confidence

Rank	Theme	%
1 st	The security of my job	36%
2 nd	Being in love	16%
3 rd	My Salary	8%
4 th	Being fit	7%
5 th	Having a good amount of savings	6%

One in three Gen Xers rated job security as the most important confidence factor, suggesting job loss for this generation would have a big impact.

This is also reflected in how many Gen Xers have children and elder parents who are under their care and in many cases living with them. They are the generation that least values having savings in the bank suggesting that they are living for the moment and are more about living day-to-day.

Baby Boomer Confidence

Rank	Theme	%
1 st	The security of my job	31%
2 nd	Being in love	15%
3 rd	Being fit	11%
4 th	Having a good amount of savings	8%
5 th	My Salary	6%

While job security topped the list for all generations, it is interesting that the retired or soon to be retired Baby Boomer generation felt that job security gave them confidence. This is also reflected in anecdotal evidence that a paid job gives elder Australians a sense of purpose. Importantly, one in ten Baby Boomers felt being fit gave them more confidence, compared to one in twenty for Gen Y.

Geography

Confidence State V State

	NSW	VIC	QLD	SA	WA	TAS	NT	ACT
The security of my job	37%	29%	28%	30%	30%	29%	33%	17%
Being in love	14%	20%	23%	18%	16%	25%	11%	33%
Being fit	10%	11%	6%	9%	7%	8%	11%	0%
My Salary	8%	8%	7%	5%	7%	17%	0%	11%
Having a good amount of savings	8%	9%	11%	6%	9%	4%	11%	6%

Looking at how the states differ in terms of confidence builders NSW residents believe their job is key to their confidence, while the ACT is the love capital of Australia. Salary is most important for Tasmanians and our capital territory residents.

What Keeps Aussies Up At Night?

Overwhelming the research found the prospect of job loss was the single biggest factor Australians fear and is what keeps them up at night. Of the top five factors that keep Australians up at night two were job related, two were concerned with money while the remaining one was about personal/lifestyle, revealing that money really does make the world go round.

Ranking	Theme
1 st	Losing my job
2 nd	Not being financially secure
3 rd	Getting a life threatening illness
4 th	Stress from work overload
5 th	Not being able to pay your bills
6 th	Having a proper balance between work and family
7 th	Having high debt
8 th	Being unable to work due to an accident/illness
9 th	Being overweight
10 th	Being the major bread winner for your family
Equal 11 th	Not being able to afford your own home
Equal 11 th	Being single for the rest of your life
13 th	Getting old
14 th	Losing your home in a natural disaster
15 th	The office bully
16 th	Not having a son to retain the family name
Equal 17 th	Going bald
Equal 17 th	Rising interest rates
19 th	Being short
20 th	Not being able to afford sending your kids to a private or independent school

Gender

What Keeps Aussie Men Up At Night

Rank	Theme	%
1 st	Losing my job	30%
2 nd	Not being financially secure	9%
3 rd	Getting a life threatening illness	8%
Equal 4 th	Stress from work overload	6%
Equal 4 th	Being unable to work due to an accident or illness	6%
Equal 4 th	Having a proper balance between work and family life	6%



What Keeps Aussie Women Up At Night

Rank	Theme	%
1 st	Losing my job	21%
2 nd	Not being financially secure	11%
3 rd	Not being able to afford the bills	10%
4 th	Stress from work overload	9%
5 th	Getting a life threatening illness	8%
6 th	Being unable to work due to an accident or illness	6%



Interestingly, after job loss there are differences between what is keeping men and women up at night. While women are thinking about the threat of rising interest rates and not being able to afford the family home, men are more concerned with not being financially secure and getting a life threatening illness.

However, the biggest difference between men and women was seen in terms of day-to-day finances. Women were twice as likely to be losing sleep due to the inability to pay the bills suggesting it is women who manage a families budget and living expenses. Also related is the fact that women are more likely to be concerned with rising interest rates meaning that there would be less disposable income for the household and would be a more difficult task to keep to the family budget.

Cause Of Insomnia Across Generations (Gen Y)

Rank	Theme	%
1 st	Losing my job	28%
2 nd	Stress from work overload	11%
3 rd	Not being financially secure	9%
4 th	Having high debt	7%
Equal 5 th	Being single for the rest of your life	6%
Equal 5 th	Not being able to pay the bills	6%

Apart from the threat of job loss Australia's generations differed considerably in terms of what was more likely to keep them up at night. Gen Y were more likely to be stressed from their job than any other generation, while they are also more likely to be concerned about financial themes including having high debt.

Cause Of Insomnia Across Generations (Gen X)

Rank	Theme	%
1 st	Losing my job	31%
2 nd	Not being financially secure	9%
Equal 3 rd	Not being able to pay your bills	7%
Equal 3 rd	Stress from work overload	7%
5 th	Having high debt	6%

One in three Gen Xers are being kept awake at night at the thought of losing their job. Four of the top five concerns relate to money. Interestingly, Australians in their 40's are more likely to experience a trauma related illness than any other decade⁴.

Cause Of Insomnia Across Generations (Baby Boomers)

Rank	Theme	%
1 st	Losing my job	25%
2 nd	Getting a life threatening illness	14%
3 rd	Not being financially secure	11%
4 th	Not being able to pay the bills	8%
Equal 5 th	Being unable to work due to an accident or illness	5%
Equal 5 th	Stress from work overload	5%

One in four Baby Boomers who are either close to or in retirement are still concerned about losing their job which is consistent with the rest of the country. However, Baby Boomers are more likely to be fretting over a life threatening illness than any other generation. The risk of being financially secure is also a concern as they near retirement.

⁴<http://www.asteronlife.com.au/the-danger-decade-for-australians>

Geography

Losing Sleep State V State

	NSW	VIC	QLD	SA	WA	TAS	NT	ACT
Losing my job	27%	26%	24%	20%	32%	25%	11%	22%
Not being financially secure	10%	9%	9%	7%	15%	13%	0%	6%
Stress from work overload	9%	6%	8%	10%	5%	17%	0%	11%
Getting a life threatening illness	7%	9%	7%	12%	9%	4%	11%	6%
Not being able to pay the bills	5%	8%	6%	6%	5%	8%	11%	11%

The mining boom state of Western Australia are the ones losing the most amount of sleep when it comes to the risk of losing their job, while Tasmanians are most likely to be suffering stress from work overload or territory.

How Aussies deal with hardship

Given financial and job related indicators heavily influenced the most common survey results, two questions were later asked which revealed interesting insights about how Australians would cope in the reality of losing their job and as a result their financial security.

If you were unable to work for 6 months due to illness or injury would you be able to financially survive?

	YES	NO
Australian average	50%	50%
Men	55%	45%
Women	45%	55%
Gen Y	40%	60%
Gen X	47%	52%
Baby Boomers	52%	48%
NSW	52%	48%
VIC	47%	53%
QLD	51%	49%
SA	45%	55%
WA	46%	54%
TAS	57%	43%
NT	20%	80%
ACT	50%	50%

Approximately half of respondents believed that they could financially survive in this circumstance. It is reasonable to suggest that they would eat into their savings, sell some assets or borrow money from family and friends, or a combination of these.

The average insurance payment for prolonged sickness or injury is \$167,000 for men and \$160,000 for women. If you were covered by this type of insurance, how confident would you be to financially survive taking into account the mortgage, rent, utilities, other bills, medical expenses and general living expenses?

	YES	NO
Australian average	80%	20%
Men	80%	20%
Women	80%	20%
Gen Y	78%	22%
Gen X	79%	21%
Baby Boomers	81%	19%
NSW	82%	18%
VIC	75%	25%
QLD	86%	14%
SA	84%	16%
WA	82%	18%
TAS	87%	13%
NT	100%	0%
ACT	89%	11%

However, a different story emerges when the same group of respondents were asked the same question but were provided with average payouts of trauma life insurance payments for an average claim.