



# 2019 PERSONAL GOALS

SCA Audience Metro + Regional | Females 25-54 Years

January 2019

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**SOUTHERN CROSS AUSTEREO**  
*absolutely* engaging

In their own words, females 25-54 reveal a mix of personal goals set for the year, with a distinct increase in health-related aims when compared to the younger age groups.

Q: What is your personal goal for 2019?

Base: Females 25-54 years

**Be more pro-active about my personal life and things I want to do**

*Be more relaxed*

**Better health and holidays**

*Build our new house*

**Change my life by moving away from toxic relationships**

*Not let my partner put me down all the time*

**Give up smoking, get the family through my sister and cancer, work and save and pay off debts.**

*Fit and money wise and help my foster children to be best people they can be.*

**Healthier better me more calm less stressed**

*Save and buy a house*

**More exercise.... hikes and walks!!**

*Recover well from major surgery.*

**Spend more time with loved ones, enjoy being alive**

*To get a job in the field I'm studying in Community Services.*

**To get a part-time job that I enjoy!**

*To improve mental and physical health*

**To keep alive - everyday is a struggle due to PTSD.**

*To perfect upcycling furniture and be able to sell them*

**To save more and be more organized.**

*To save more money to travel overseas*

**Try to be happy and less money worries. Hoping it will be a better year without as many Dr and Hospital visits.**

*To try and get to a financially stable position*

**Work on getting my mojo back!**

*Work to live not live to work*



# 98% of this target market have personal goals set for the year ahead.

Saving money and being happy are the two most common goals for the year, with losing weight close behind.

Q: Now which of the following would you say are personal goals of yours for 2019?

Base: Females 25-54 years



**91%**

Have a goal that relates to

## HEALTH & HAPPINESS

- **64% be happy**
- 63% lose weight
- 60% live a healthier lifestyle
- 59% increase fitness
- 37% focus on self, rather than pleasing others
- 6% complete a sporting activity, ie marathon



**75%**

Have a goal that relates to

## FINANCES

- **64% save money**
- 48% pay off debt



**52%**

Have a goal that relates to

## EXPLORATION

- 33% domestic holiday
- 32% overseas holiday



**24%**

Have a goal that relates to

## BIG TICKET BUYS

- 9% home
- 7% new car & 6% used car
- 3% investment property
- 2% boat or caravan



**59%**

Have a goal that relates to

## SOCIAL

- 42% spend more time with family
- 29% strive for work/life balance
- 17% make more friends



**27%**

Have a goal that relates to

## WORK & EDUCATION

- 16% change jobs
- 15% upskill via further tertiary education



**13%**

Have a goal that relates to

## LIFESTAGE

- 9% baby or fall pregnant
- 6% married or engaged

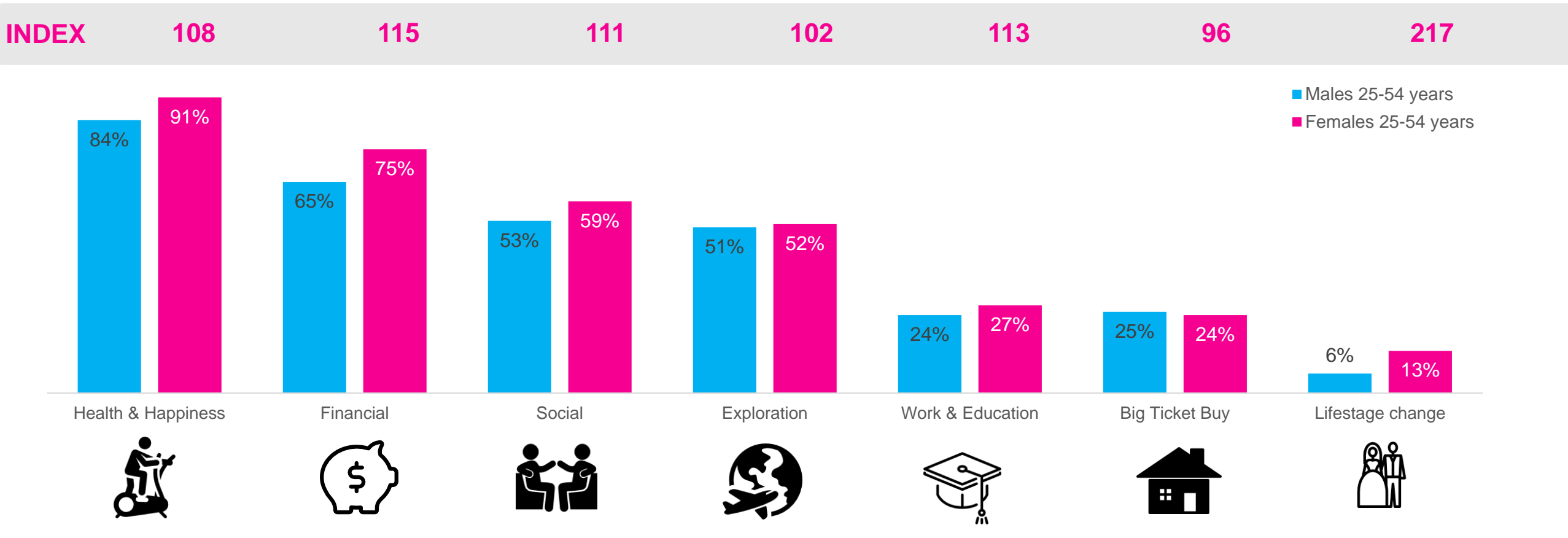
1% said they have a personal goal for 2019, but it is none of the listed options.

Women 25-54 years are more likely than men to be have personal goals for 2019. Noteworthy areas where women over-index against men are for aiming to **save money; focus on self; live a healthier lifestyle; make new friends; be happy** and highest of all is to **have a baby**.

Where both genders are on par is with the desire to **travel** and buy **big ticket items** such as cars and homes.

Q: Now which of the following would you say are personal goals of yours for 2019?

Base: Males 25-54 years and Females 25-54 years

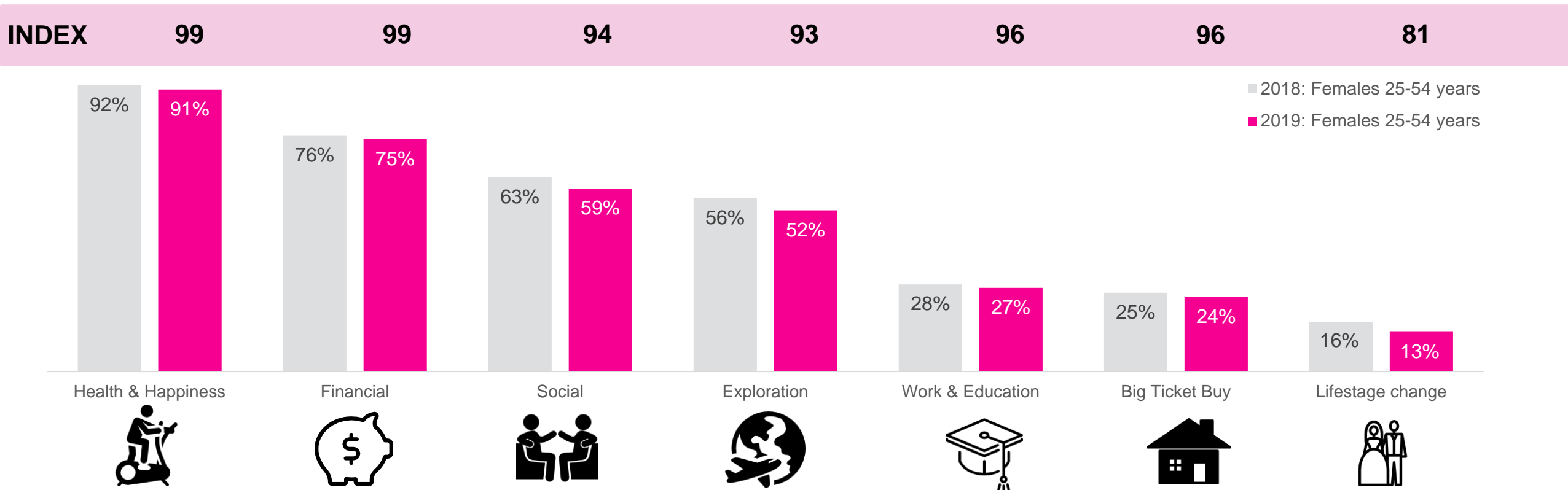


2019 goals are fairly similar to 2018 goals for this demographic, with all categories slightly down. It's as though this group are going a little easier and putting less pressure on themselves this year.

Specific goals within these categories are quite stable, with no large shifts either way in positive or negative territory. There is a slight uptick for focusing on themselves, losing weight and paying off debt; whilst on the downhill there is some movement around a reduction in saving money, going on holidays and buying a home with many of these likely due to the flat Australian economy and falling house prices.

Q: Now which of the following would you say are personal goals of yours for 2019 / 2018?

Base: Females 25-54 years



98% said they have a personal goal for 2019 Vs 99% in 2018. 1% said they have a personal goal for 2019, but it is none of the listed options and also 1% in 2018.

# Methodology

## The results of this survey are “INDICATIVE” ONLY.

The survey was conducted by Southern Cross Austereo using its online panel nationally.

The panel is obtained from our radio networks database under the labels of ‘Hit VIP’ on the HIT Network and ‘The Club’ on the MMM Network. All members of these databases would be considered listeners to these stations.

The database contains about **200,000** members. The is split between the Hit database and the Triple M database.

Of these members, approximately 20,000 people were invited to be part of our Insights panel community. Respondents were recruited from this database.

Approximately 1,416 females completed the PERSONAL GOALS study. Various filters have been placed over the data at different times.

Certain questions asked for an ‘essay’ or ‘verbatim’ type of response OR brands/words that first came to mind.

A keyword search was used to sort and rank the responses to these questions.

The results are an un-weighted sample, but are reflective of the Southern Cross Austereo audience. SCA brands reach approximately 35% of the 10+ population and approximately 41% of the 25-54 population in the five metropolitan markets in Australia, suggesting it would be reasonable to consider these results to be a fair if not fully balanced representation of the opinions in these marketplaces.

Furthermore, as it is an online survey, the respondents would also be skewed towards being ‘early adopters’ for technology, ‘trend setters’ in general and likely to be a good early indication of brand leaders, trend setters and early adopters in general.

These research surveys conducted by Southern Cross Austereo are done so to provide a general understanding of the opinions, interests and attitudes of the metropolitan and larger regional marketplaces only.

Images and icons sourced from Flat Icon.



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