



# 2019 PERSONAL GOALS

SCA Audience Metro + Regional | Males 25-54 Years

January 2019

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**SOUTHERN CROSS AUSTEREO**

*absolutely* engaging

In their own words, males 25-54 tell us that many of their goals are focused on being financially in the green, becoming healthier and spending more time with family.

Q: What is your personal goal for 2019?

Base: Males 25-54 years

**To get my house in order, and keep my marriage together (after a couple of crazy renovating months!)**

*Put away more superannuation*

**Be happy**

*Continue to provide for my family*

**Recover from my surgery, get a job and get better financially secure. Get happier in the process.**

*Spend money more wisely, cut down on useless spending*

**Spend more time with my family!**

*I want to make sure to stay up to date and hopefully get in front financially.*

**Help cure my wife's stage 4 lung cancer**

*To be a better person and show my kids that being nice and polite is better than showing hate and disrespect*

**Spend more time with family. Doing more activities with my 2 children.**

*Give up smoking, lose weight and become King of the World of course.*

**To be debt free**

*Regain my health , having some health issues for some time*

**Save for a wedding**

*Save for a family holiday*

**Focus on family happiness**

*Get a girlfriend*

**To get established as soon as possible in my new job**

*Finish house renovation that we started 7 years ago*

**To improve fitness and healthy eating**

*Save some money and get back to the gym*



# 94% of this group have at least one personal goal they'd like to achieve in 2019. Being happy and losing weight are the most common goals for the year. **Health & Happiness** is key this year.

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

Base: Males 25-54 years



## 84%

Have a goal that relates to

### HEALTH & HAPPINESS

- 55% be happy
- 55% lose weight
- 53% increase fitness
- 44% live a healthier lifestyle
- 16% focus on self, rather than pleasing others
- 4% complete a sporting activity, ie marathon



## 65%

### FINANCES

Have a goal that relates to

- 52% save money
- 44% pay off debt



## 51%

### EXPLORATION

Have a goal that relates to

- 33% domestic holiday
- 28% overseas holiday



## 25%

### BIG TICKET BUYS

Have a goal that relates to

- 9% used car & 7% new car
- 8% home
- 5% investment property
- 5% boat or caravan



## 53%

### SOCIAL

Have a goal that relates to

- 37% spend more time with family
- 34% strive for work/life balance
- 11% make more friends



## 24%

### WORK & EDUCATION

Have a goal that relates to

- 18% change jobs
- 9% upskill via further tertiary education



## 6%

### LIFESTAGE

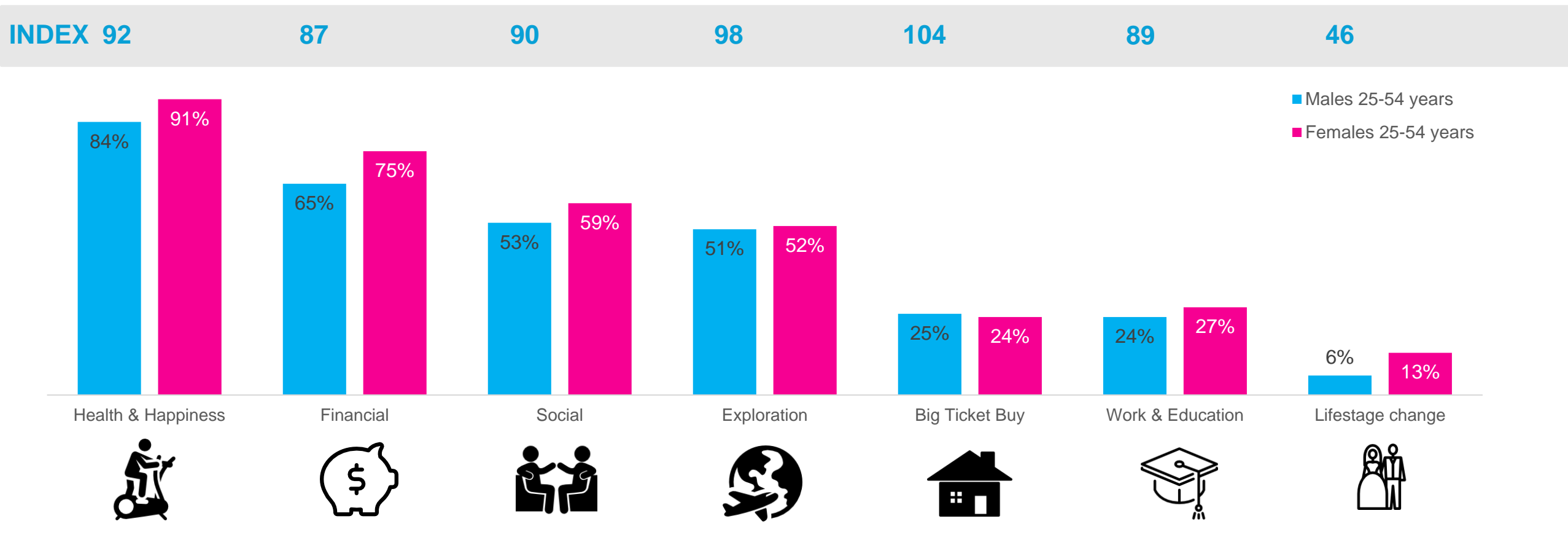
Have a goal that relates to

- 4% married or engaged
- 2% baby or fall pregnant

2% said they have a personal goal for 2019, but it is none of the listed options.

Men 25-54 years are less likely than women to be have personal goals for 2019. Where men are on par with women is around the desire to **travel** and buy **big ticket items** such as cars and homes.

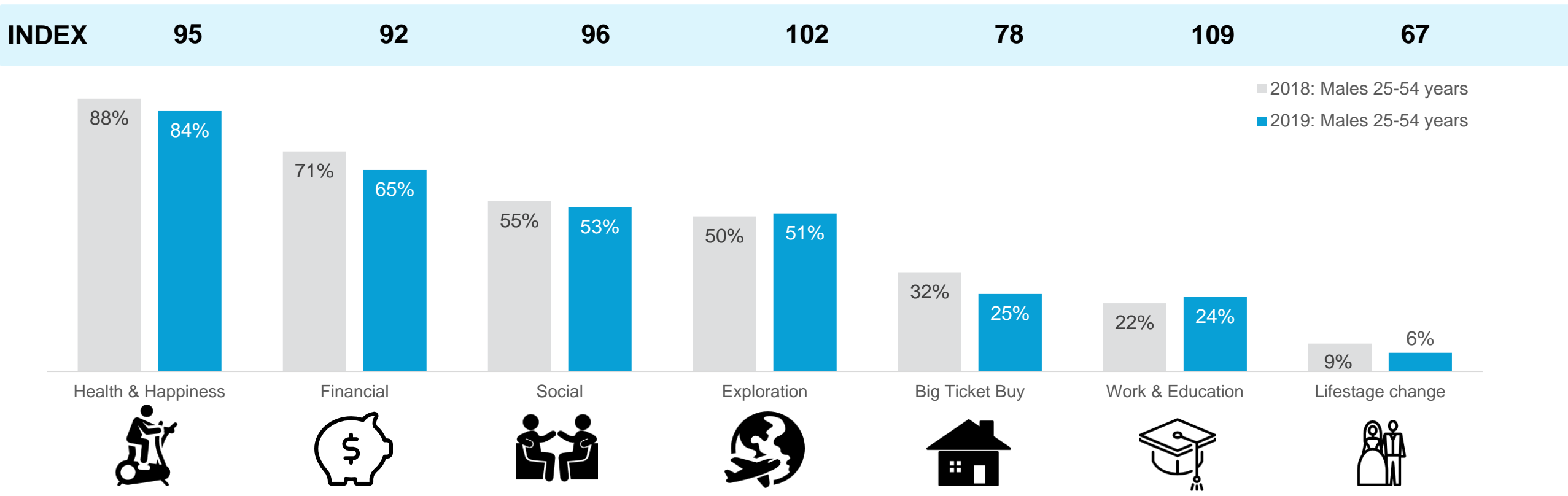
Q: Now which of the following would you say are personal goals of yours for 2019?  
 Base: Males 25-54 years and Females 25-54 years



There is an over-arching theme of males aiming for a more family secure, stable and balanced life than last year, re-assessing their life priorities to ensure family comes first – overall most goals are down year on year (putting less pressure on themselves), however two key goals are up – **changing jobs** and striving for a **work/life balance**. Perhaps many are searching for that new job which gives them that added flexibility. They are less likely to be aiming to **pay off debt** and less likely to be **saving money** (with low wage growth this is not surprising).

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

Base: Males 25-54 years



94% said they have a personal goal for 2019 Vs 98% in 2018. 2% said they have a personal goal for 2019, but it is none of the listed options Vs 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 678 males 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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