

nbn™ Digital Dream Report

Research
commissioned
by nbn™,

undertaken
by Evolve Research
and Consulting.





About Evolve Research and Consulting.

Evolve Research and Consulting offers a full suite of qualitative and quantitative research services. Their work is focused in retail, financial services, media and IT&T.

The clients whom Evolve works with span large and small businesses, and include some of Australia's largest and most exciting companies.

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1. About the research

Purpose

The core objective of this research is to provide an insight into the life goals that Australians most want to achieve, but still have on their checklists.

With the findings of the research, nbn™ will be able to communicate to Australians how access to fast broadband via the nbn™ network can help the nation achieve their unfulfilled life goals.

Methodology

- Sample obtained via national access panel, TEG Rewards.
- Quotas were placed on age, gender and location, and current technology to ensure a robust sample.
- The data was post-weighted to the Australian Bureau of Statistics (ABS) distribution of Australians 18 years and over.

Research Dates

June 23rd to June 29th 2016

Respondents

A total of 2,122 Australians were surveyed across every state and territory.

2. Introduction

The new life goal checklist, achieving the Australian Dream in a digital age

Technology and access to fast broadband is redefining the way in which Australians are able to achieve their goals. Whether its saving for the purchase of a home, planning to jet set to new places or being there for a loved one's wedding day, increased connectivity is helping to make dreams a reality, no matter where you live.

According to the nbn™ Digital Dream Report, gaining financial freedom, having a better work-life balance, improving personal wellbeing and attaining more life experiences are top of the nation's life goal checklist.

“Technology and access to fast broadband is redefining the way we go about achieving the 'Great Aussie Dream'.

No matter what age we are, increased connectivity means we are able to harness the latest online tools to turn our lifestyle hopes and aspirations into reality.

Whether it's starting an online business, or connecting with family online to experience life's precious moments, we no longer have excuses to compromise any of the key ingredients in achieving our ideal lifestyle.



Lyndall Mitchell

Life coach, Wellness Entrepreneur and busy mother of two

The nbn™ Digital Dream Report reveals the top unfulfilled life goals on the nation's checklists:

Become financially free

Topping the wish list above all else is the desire to be debt free (42 per cent), with over a third of Aussies longing to own their own home (34 per cent). Now with access to fast broadband, Aussies can make an e-change out of the city to more affordable regional areas, while staying connected to family and friends.

Upskill and become an expert

Aussies are still striving to achieve their ideal work-life balance (27 per cent); with access to fast broadband and flexible working arrangements, working from home is allowing the nation to cut down on commuter times. Just under a sixth of Australians want to become an expert in their field (14 per cent); now with online education courses enabling people to up-skill from their lounge room, the playing field is more even than ever – whether you live in the city or regionally.

Be there for life experiences

As a nation, we dream of seeing key life events such as seeing loved ones get married (13 per cent) and raise a family (14 per cent); with increased access to fast broadband at home, now no matter where you live, witnessing a child's first steps or a loved one say 'I do' becomes a possibility thanks to high definition video conferencing.

Prioritise relationships

Finding that perfect life partner is still on the list for some Aussies (18 per cent) as is keeping in touch with old friends (13 per cent); thanks to social media, video chat applications and the plethora of online dating sites, finding that special loved one and keeping up-to-date with friends all over the country can now be done online.



It's not too late to make your lifestyle dreams a reality.

With access to fast internet via nbn™ network, Aussies are able access the tools and services they need to change the course of their future, all from the comfort of their own home.

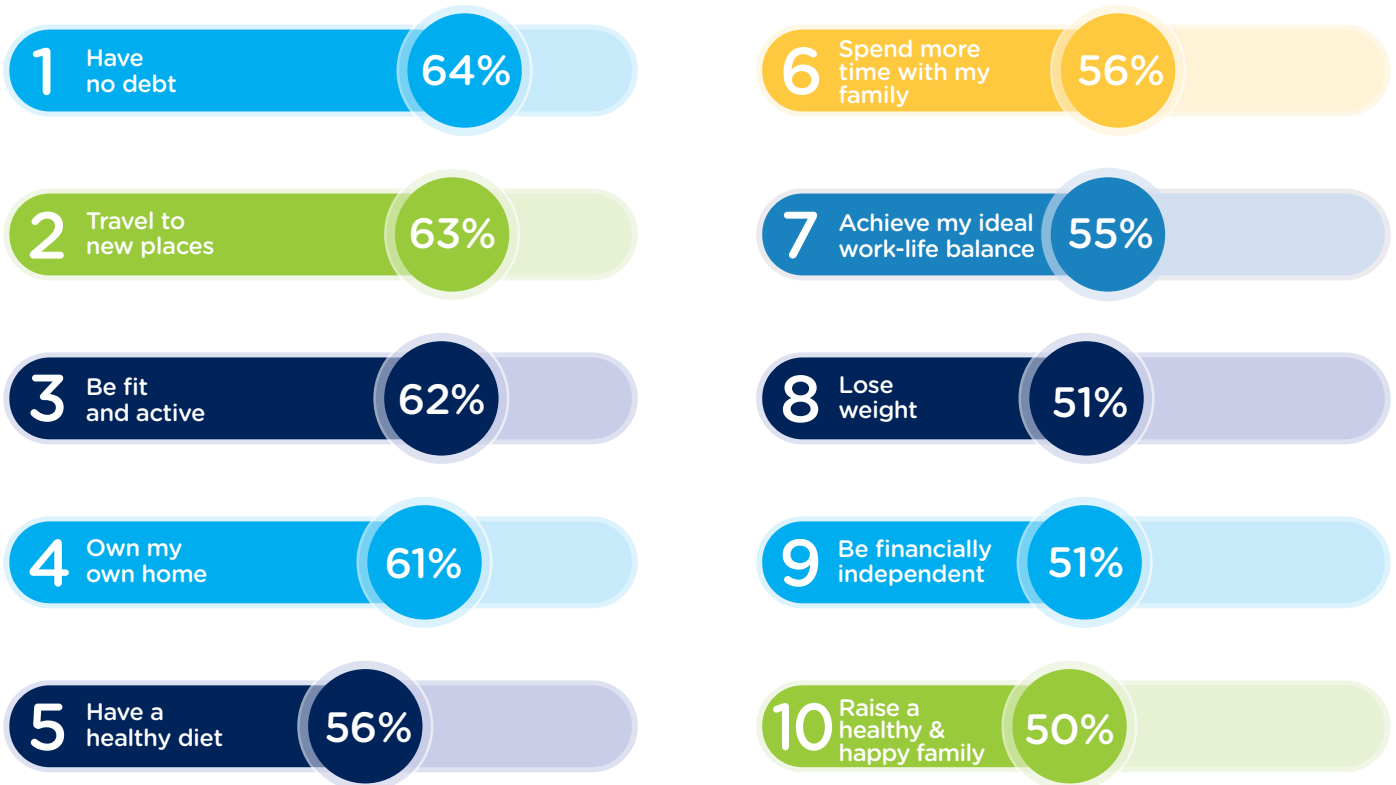
3. Top life goals for Australians

Financial freedom, gaining more life experiences and mind, body and health life goals are most important to the nation.

Financial freedom and mind, health and body related life topics dominate the top ten goals for the nation, with the primary goal being to have no debt, at 64 per cent.

Almost two-thirds (63 per cent) of Australians dream of travelling to new places, followed by being fit and active (62 per cent), and owning their own home (61 per cent).

The most important relationship based goal is spending more time with family (56 per cent), and for education and career, it's achieving an ideal work-life balance (55 per cent).



Mind, health, body



Work, career, education



Financial freedom

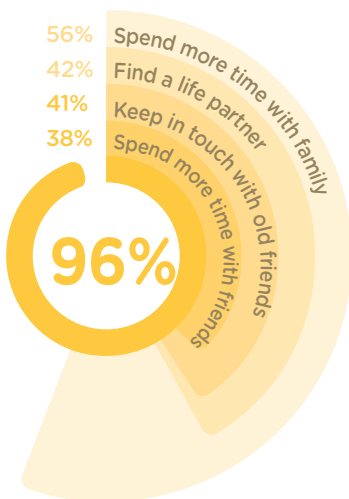
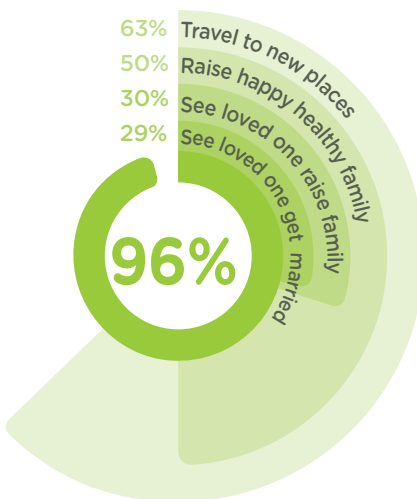
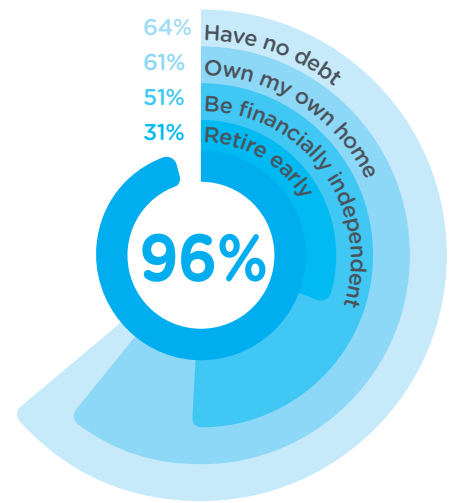
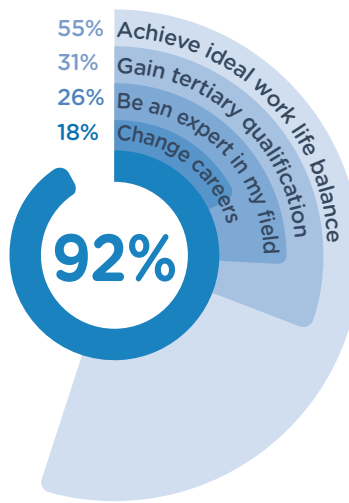
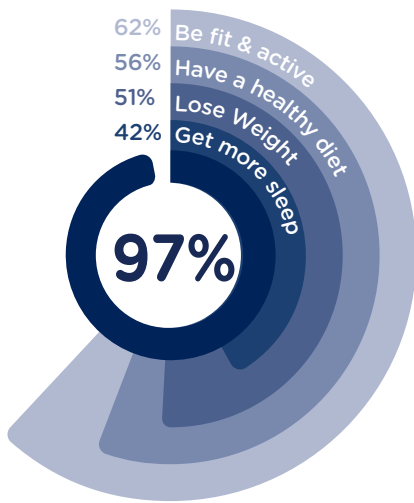


Life Experience



Relationships

Goals encompass all areas of life for most Australians.



Mind, health,
body



Work, career,
education



Financial
freedom



Life Experience



Relationships

4. Top unfulfilled life goals for the nation

Achieving financial freedom, gaining more life experiences and prioritising mind, health and body are at the top of the nation's life goals checklists.

Most goals still on the nation's checklists relate to achieving financial freedom and nurturing their mind, health and body - specifically having no debt (42 per cent) and losing weight, at 36 per cent.

Just over a third of Australians still hope to become fit and be active (35 per cent) as well as owning their own home (34 per cent).

Relationships are important to the country, with a over a sixth of Australians (18 per cent) striving to spend more time with their families and achieving a better work-life balance (27 per cent).



Mind, health, body



Work, career, education



Financial freedom



Life Experience

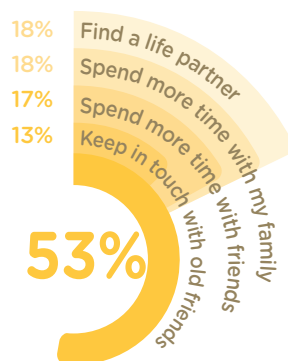
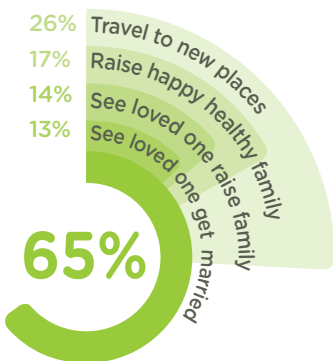
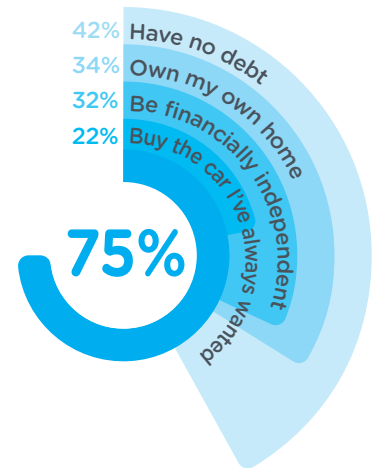
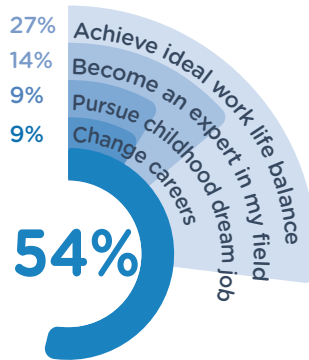
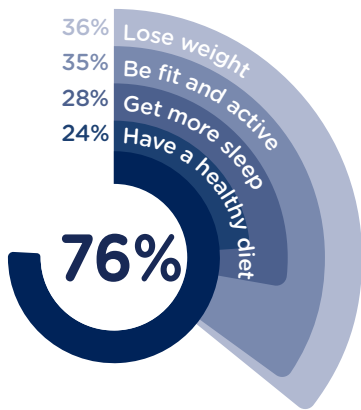


Relationships

Have not achieved one or more of their life goals or dreams.



A closer look at the unfulfilled life goals of Australians



Mind, health,
body



Work, career,
education



Financial
freedom

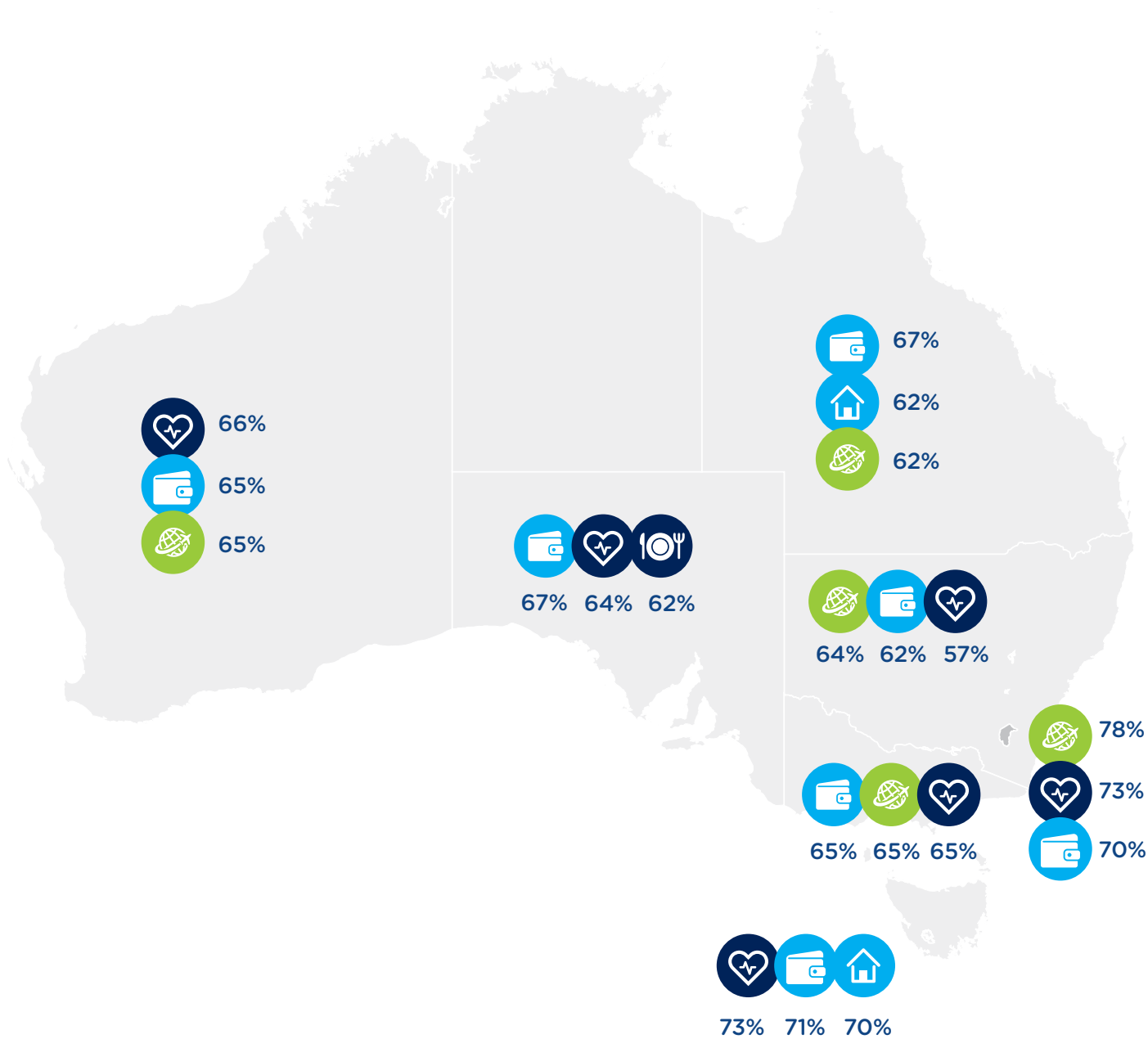


Life Experience



Relationships

5. Most important life goals by state/territory



Be fit and active



Lose weight



Have a healthy diet



Own my own home

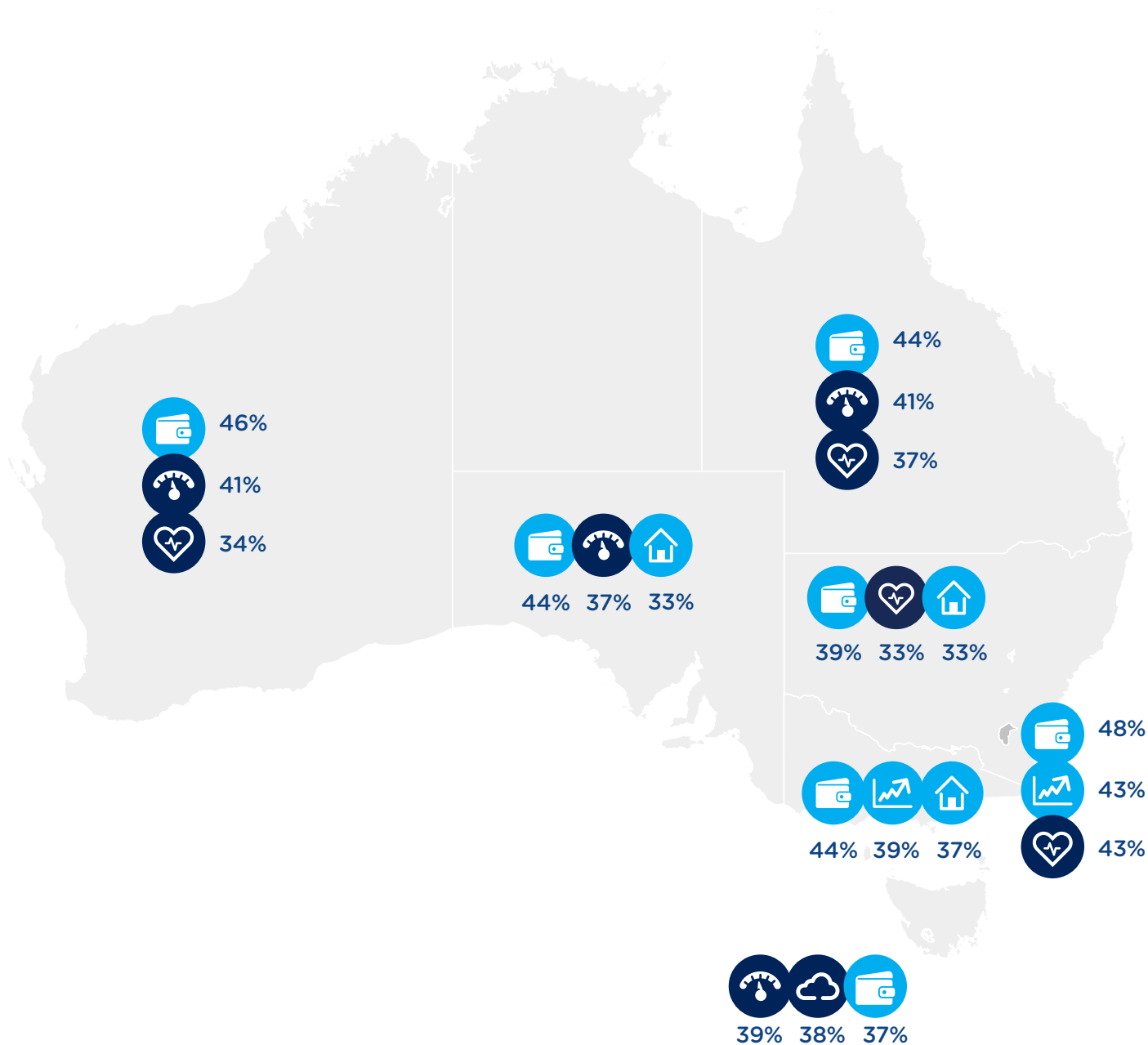


Have no debt



Travel to new places

6. Most important unfulfilled life goals by state/territory



Be fit and active



Lose weight



Get more sleep



Own my own home



Be financially independent



Have no debt



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