

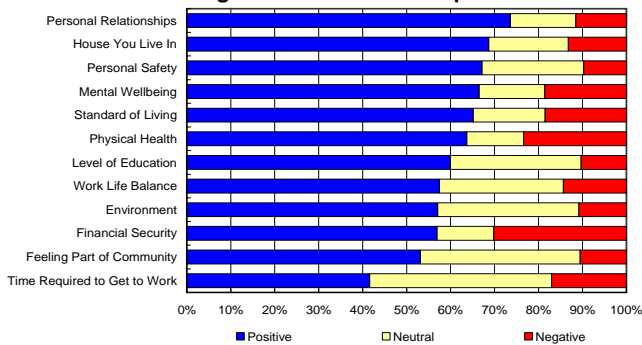
NAB Quarterly Australian Wellbeing Index: Q4 2013 Special Report - Factors Impacting Wellbeing

In this report we take a closer look some of the key drivers of wellbeing. Participants were asked to score the positive or negative impacts of a range of factors in terms of the impact on their own wellbeing. Overall, the most important influences on positive wellbeing include: personal relationships; your home; and personal safety. In contrast, financial security and physical health detract most from overall wellbeing. A comparison between those who report “very low” and “high” levels of overall wellbeing reveal some important differences in terms of wellbeing factors. For those with “very low” wellbeing, financial security, standard of living, physical health, mental wellbeing and the time required to get to work, are all significant detractors of wellbeing. For those in the “high” overall wellbeing group, mental wellbeing, your home, personal safety and work-life balance, are the most important positive drivers of wellbeing. For the high wellbeing category of “widows”, mental wellbeing, feeling part of the community and physical health are significantly stronger contributors to wellbeing compared to married couples.

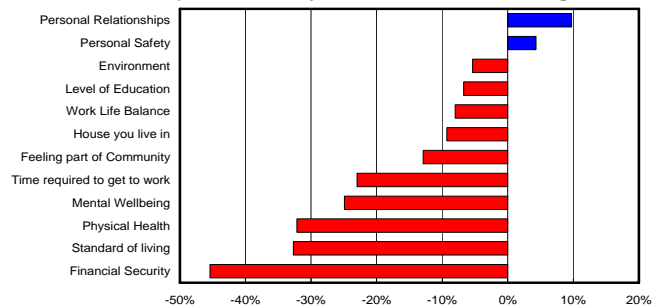
The most important influences on positive wellbeing include: personal relationships; your home; and personal safety. In contrast financial security and physical health detracted most from overall wellbeing. In terms of the split between positive and negative responses to each factor it is noticeable that financial security and physical health most polarised our respondents in terms of its impact on overall wellbeing. In contrast, personal relationships were overwhelmingly a positive factor for wellbeing across our entire sample.

For those that report “very low” levels of wellbeing, only two factors were positive contributors to wellbeing (in net balance terms*) - personal relationships and personal safety. Among the detractors of wellbeing, financial security, standard of living, physical health, mental wellbeing, and the time required to get to work were all significant.

Wellbeing Factors - Overall Responses



Wellbeing Factors Net Balance For People with "Very Low" Overall Wellbeing

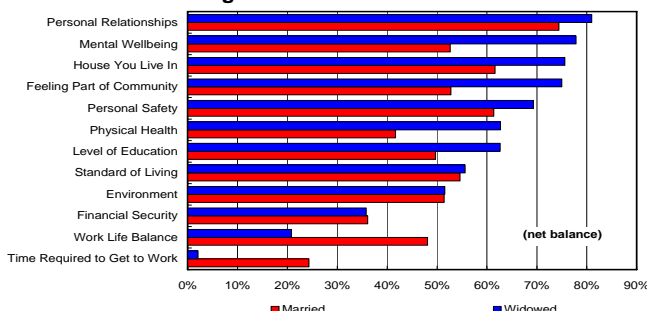


*net balance is simply the difference between positive and negative responses (ignoring neutral responses).

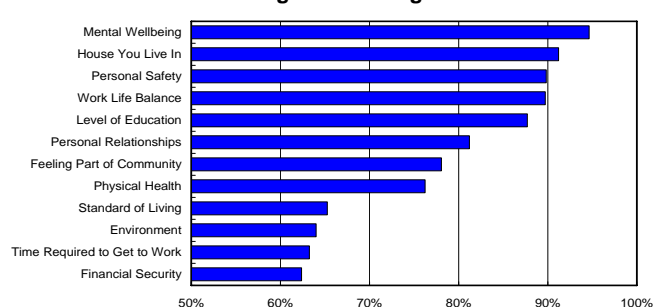
Widows typically demonstrate higher levels of wellbeing. A closer look at the key wellbeing factors for widows (when compared with married couples) provides some insight into why this may be the case. In particular, mental wellbeing, feeling part of the community and physical health are significantly stronger contributors to the wellbeing of widows when compared to married couples. It is also noticeable, that the importance of financial security as a driver of wellbeing does not differ between married couples and widows.

While all factors were positive contributors to wellbeing, for those in the “high” overall wellbeing group, mental wellbeing was assessed as most important. This is significant when compared with the very low group where mental wellbeing was an important detractor of their wellbeing. Other important positive wellbeing factors for the high wellbeing group include: the house they live in; personal safety, work life balance, and the level of level of education.

Wellbeing Factors - Widow vs Married



Wellbeing Factors - Net Balance For People with "High" Wellbeing



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Appendix 1: About the Survey

The NAB Australian Wellbeing Index was launched in April 2013 in conjunction with the NAB Australian Consumer Anxiety Index with the aim of assessing perceptions of wellbeing and consumer stress.

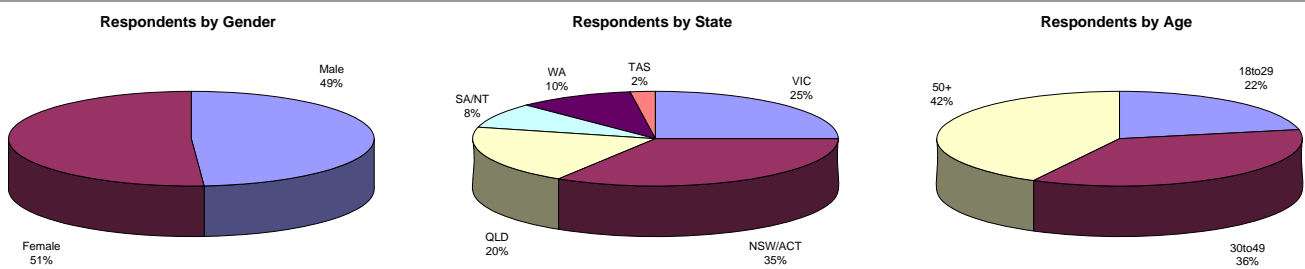
The NAB Australian Wellbeing Index is based on survey participants' responses to four questions (developed by the UK Office of National Statistics) related to how people "think and feel about their own lives":

- Overall, how satisfied are you with your life nowadays?
- Overall, to what extent do you feel the things that you do in your life are worthwhile?
- Overall, how happy did you feel yesterday?
- Overall, how anxious did you feel yesterday?

All questions were answered on a scale of 0-10 where 0 is "not at all" and 10 is "completely".

Around 2,100 respondents participated in the December 2013 survey, with weights applied to age, location and gender to ensure that the survey reasonably reflects the Australian population.

The breakdown of our survey respondents - by age, location, and gender - is shown in the charts below.



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