

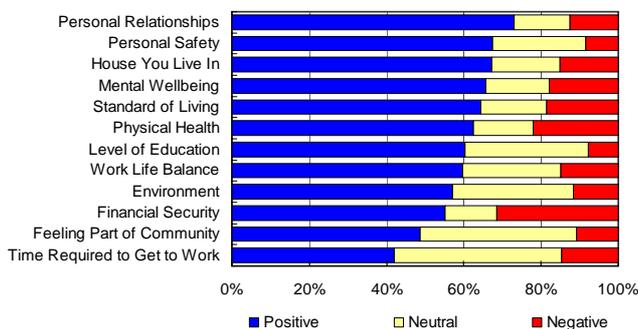
NAB Quarterly Australian Wellbeing Index: Q1 2014 Special Report - Factors Impacting Wellbeing

Financial security and mental wellbeing a major concern for those with “very low” wellbeing. Personal relationships a key differentiator for those with “high” levels of wellbeing. Overall, the most important influences on positive wellbeing were personal relationships, personal safety and your home. In contrast, financial security detracted most from wellbeing. A comparison between those reporting “very low” and “high” levels of overall wellbeing reveals some important differences in terms of wellbeing drivers. For those with “very low” wellbeing, financial security is by far the biggest detractor, while those in the “high” overall wellbeing group identify personal relationships, mental wellbeing and the environment as the most important positive drivers of wellbeing. In the high wellbeing category of “widows”, the house you live in and standard of living were the strongest contributors to wellbeing, but were much less important in the other high wellbeing category of “retirees”, where personal relationships and mental wellbeing played the biggest positive role.

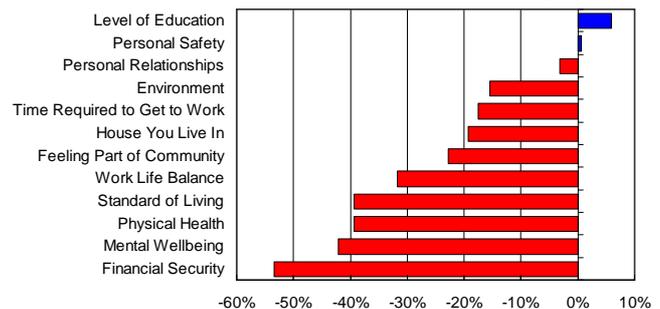
The most important influences on positive wellbeing in Q1 2014 were personal relationships, personal safety, and your home. In contrast, financial security, physical health and standard of living detracted most from overall wellbeing. In terms of the split between positive and negative responses for each factor, it is still noticeable that financial security most polarised our respondents in terms of its impact on overall wellbeing. In contrast, personal relationships remained the biggest positive factor for wellbeing across our sample, while the time required getting to work and feeling part of the community drew the biggest neutral responses.

For those that report “very low” levels of wellbeing, only two factors were positive contributors to overall wellbeing (in net balance terms*) - education and personal safety. Among the major detractors of wellbeing, financial security rated highest, with mental wellbeing, physical health, standard of living also identified as major detractors of overall wellbeing.

Wellbeing Factors - Overall Responses



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

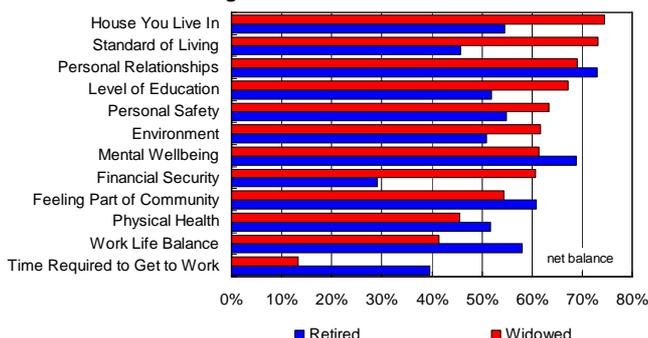


**net balance is simply the difference between positive and negative responses (ignoring neutral responses).*

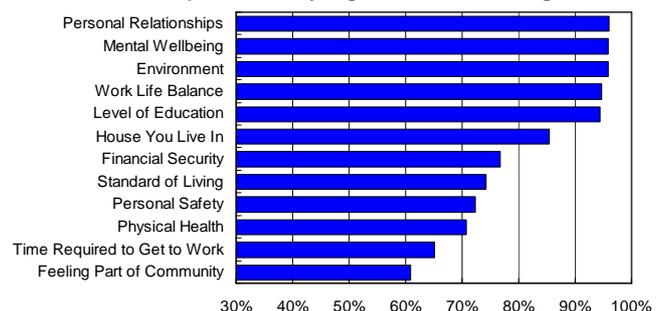
Widows and retirees typically demonstrate the highest levels of wellbeing. But a closer look at key wellbeing factors shows some clear differences in why this is the case. For widows, your house and standard of living are much stronger contributors to wellbeing. In contrast, personal relationships, mental wellbeing and feeling part of the community are the key contributors to overall wellbeing of retirees.

While all factors contributed positively to wellbeing in the “high” overall wellbeing group, personal relationships, mental wellbeing, the environment, work life balance and education were rated as the most important influences on wellbeing in Q1 2014. In contrast, feeling part of the community and the time required to get to work contributed the least to overall wellbeing, although the net response was still overwhelmingly positive.

Wellbeing Factor - Widowed vs Retired



**Wellbeing Factors Net Balance
For People with "Very High" Overall 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.

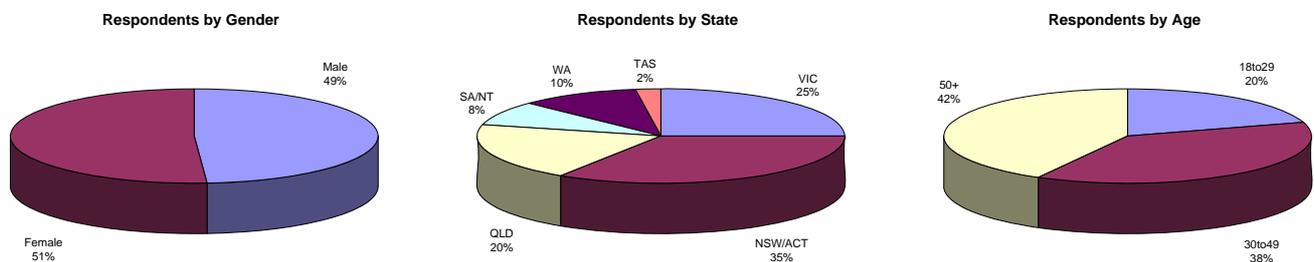
The NAB Australian Wellbeing Index is based on survey participants' responses to four questions (developed by the UK Office of National Statistics) related to how people "think and feel about their own lives":

- 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 2,050 respondents participated in the March 2014 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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