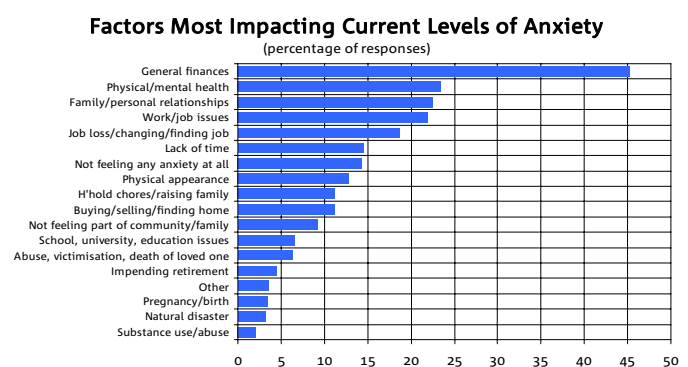
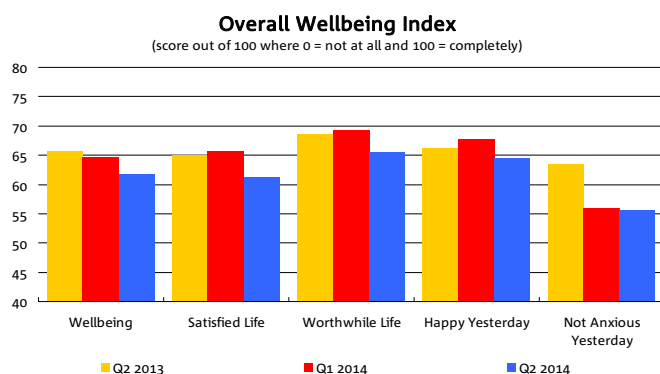


NAB Quarterly Australian Wellbeing Index: Q2 2014

Australian wellbeing falls to its lowest level since the survey began. Anxiety is still the biggest detractor of overall wellbeing. A “wellbeing gap” has emerged between the highest and lowest income earners. The NAB Australian Wellbeing Index fell to 61.7 points in Q2 2014 (64.6 points in Q1 2014). Australians’ rated their life satisfaction, worthwhile life and happiness lower, but were also slightly more anxious. Tasmania remains the highest state for overall wellbeing, with NSW/ACT and Queensland equal lowest. Among other key findings, those earning \$50-75K, females aged 18-29, retirees and labourers were the only groups that rated their overall wellbeing higher in Q2, while overall wellbeing was rated highest by those earning over \$100K and lowest for divorced people. In a Special Report (“**Factors Most Impacting Anxiety**”) also released today, we examine the key factors that impact personal anxiety and detract from overall wellbeing. General finances had by far the biggest impact on anxiety, followed by physical and mental health, personal relationships and work issues. Substance use/abuse, natural disasters, pregnancy or birth and impending retirement had the smallest impact.



In Q2, wellbeing was typically highest for those...

- living in Tasmania
- residing in rural towns or the bush
- earning over \$100K
- women
- aged 50+ (both female or male)
- widowed
- without children
- living in a household with 2 people
- with bachelor/post grad qualifications
- working full time or retired
- employed in a professional job

Some of the big changes since our last survey...

- ✗ overall wellbeing among Australians lower
- ✗ anxiety notably higher in TAS and WA
- ✓ those earning +\$100K rate wellbeing highest across all demographics and divorced people lowest
- ✓ rural towns rate wellbeing highest (capitals in Q1)
- ✗ wellbeing gap between highest (+\$100K) and lowest income groups (<\$35K) widens notably
- ✗ overall wellbeing lower for both women and men
- ✗ wellbeing down most for 18-29 year old men
- ✗ overall wellbeing notably weaker in single h'holds
- ✓ labourers report higher wellbeing

A deeper look at the data highlights some further developments...

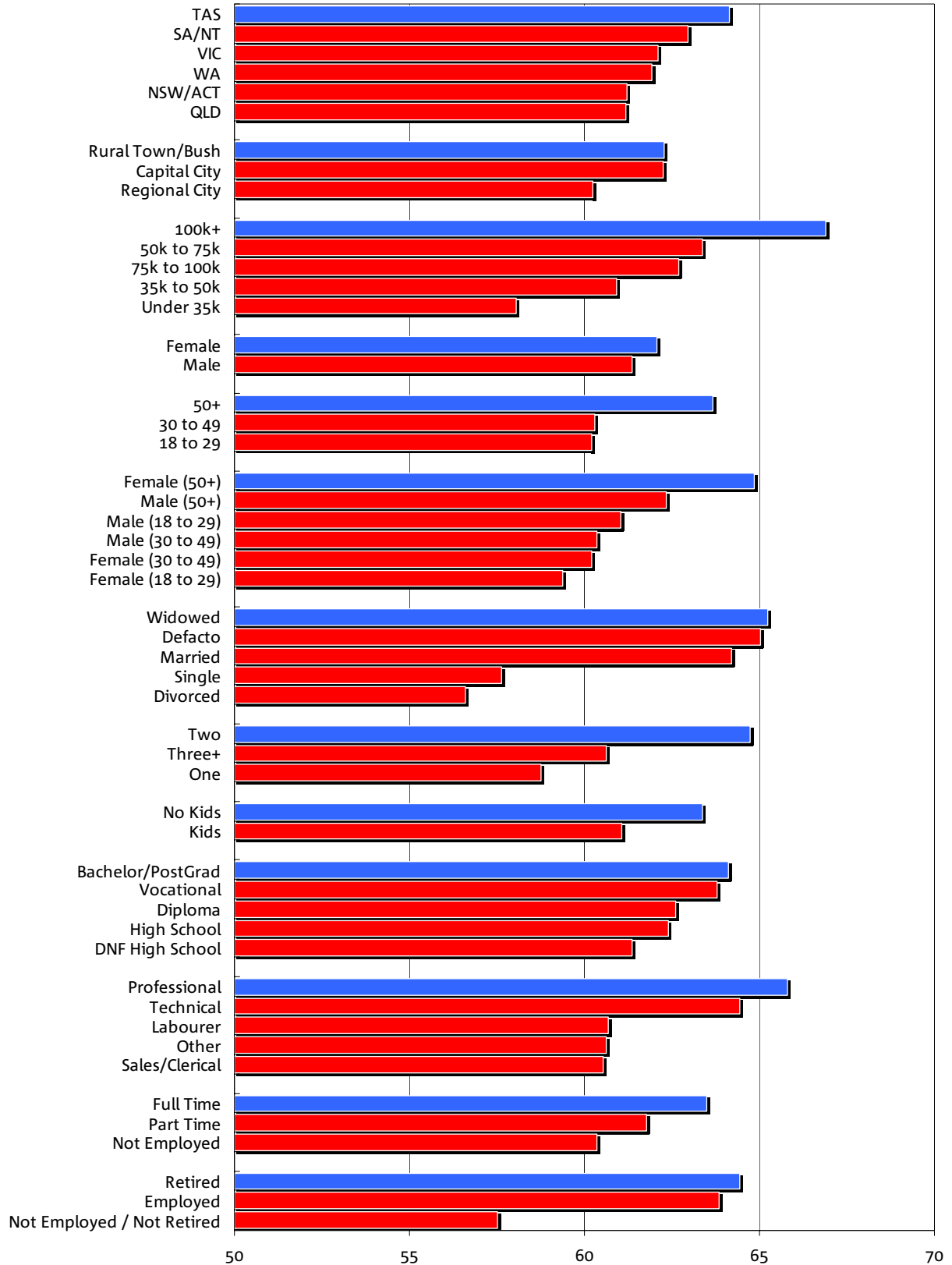
- There was a notable increase in the number of Australians who rated wellbeing “very low” with regards to satisfied life to 20.2% in Q2 (15.2% in Q1). At the same time, only 53.6% of Australians rated life satisfaction “medium” or “high” (59.9% in Q1).
- Almost 1 in 5 (18.2%) of now rate the worthwhile life question “very low”, up from 12.1% in Q1.
- Overall, more Australians were less happy in Q2, with around 43% rating the happy yesterday question “very low” or “low”, compared with 38% in the previous survey.
- Anxiety continues to detract from personal wellbeing for a significant proportion of Australians, with almost 37% rating the not anxious yesterday question “very low” in Q2, up from 35.4% in Q1.

Wellbeing Indicator Categories (%)

	Very Low (0-4)	Low (5-6)	Medium (7-8)	High (9-10)	Average (mean)
Satisfied Life					
Q1 2014	15.2	24.9	42.5	17.4	65.7
Q2 2014	20.2	26.2	39.7	13.9	61.4
Worthwhile Life					
Q1 2014	12.1	21.0	44.4	22.6	69.2
Q2 2014	18.2	21.9	38.8	21.1	65.6
Happy Yesterday					
Q1 2014	14.9	23.0	39.2	22.9	67.7
Q2 2014	18.6	24.1	36.6	20.7	64.5
Not Anxious Yesterday					
	Very Low	Low	Medium	High	Average
Q1 2014	35.4	23.6	22.3	18.7	55.9
Q2 2014	37.0	24.8	19.3	18.9	55.5

NAB Wellbeing Index: Demographics

Wellbeing Ranked by Category



0 = "not at all" and 100 = "completely"

Wellbeing Indicators: directional change since last quarter

Overall Wellbeing	☹️
Satisfied Life	☹️
Worthwhile Life	☹️
Happy Yesterday	☹️
Not Anxious Yesterday	☹️

	Overall Wellbeing	Satisfied Life	Worthwhile Life	Happy Yesterday	Not Anxious Yesterday
State & Location					
NSW/ACT	☹️	☹️	☹️	☹️	😊
Victoria	☹️	☹️	☹️	☹️	😊
Queensland	☹️	☹️	☹️	☹️	😊
WA	☹️	☹️	☹️	☹️	☹️
SA/NT	☹️	☹️	☹️	☹️	☹️
Tasmania	☹️	☹️	☹️	☹️	☹️
Capital City	☹️	☹️	☹️	☹️	☹️
Regional City	☹️	☹️	☹️	☹️	☹️
Rural Town/Bush	😊	☹️	😊	☹️	😊
Income					
Over \$100K	☹️	☹️	☹️	☹️	☹️
\$75-100K	☹️	☹️	☹️	☹️	☹️
\$50-75K	😊	☹️	☹️	😊	😊
\$35-50K	☹️	☹️	☹️	☹️	😊
Under \$35K	☹️	☹️	☹️	☹️	☹️
Gender					
Female	☹️	☹️	☹️	☹️	😊
Male	☹️	☹️	☹️	☹️	☹️
Gender & Age					
Female (18 to 29)	😊	☹️	😊	😊	☹️
Male (18 to 29)	☹️	☹️	☹️	☹️	☹️
Female (30 to 49)	☹️	☹️	☹️	☹️	😊
Male (30 to 49)	☹️	☹️	☹️	☹️	😊
Female (50+)	☹️	☹️	☹️	☹️	😊
Male (50+)	☹️	☹️	☹️	☹️	☹️
Age					
18-29	☹️	☹️	☹️	☹️	☹️
30-49	☹️	☹️	☹️	☹️	😊
50+	☹️	☹️	☹️	☹️	☹️
Marital Status					
Single	☹️	☹️	☹️	☹️	😊
Defacto	☹️	☹️	😊	☹️	☹️
Married	☹️	☹️	☹️	☹️	☹️
Divorced	☹️	☹️	☹️	☹️	☹️
Widowed	☹️	☹️	☹️	☹️	☹️
Household Status/Size					
Children	☹️	☹️	☹️	☹️	☹️
No Children	☹️	☹️	☹️	☹️	☹️
One	☹️	☹️	☹️	☹️	😊
Two	☹️	☹️	☹️	☹️	☹️
Three +	☹️	☹️	☹️	☹️	😊

...continued on next page

LEGEND: 😊 = up ☹️ = down 😐 = unchanged

Wellbeing Indicators: directional change since last quarter

	Overall Wellbeing	Satisfied Life	Worthwhile Life	Happy Yesterday	Not Anxious Yesterday
Education					
Bachelor/Post Grad	⊖	⊖	⊖	⊖	⊖
Diploma	⊖	⊖	⊖	⊖	⊖
Vocational	⊖	⊖	⊖	⊖	⊖
High School	⊖	⊖	⊖	⊖	⊖
DNF High School	⊖	⊖	⊖	⊖	😊
Employment Status					
Full Time	⊖	⊖	⊖	⊖	😊
Part Time	⊖	⊖	⊖	⊖	⊖
Not Employed	⊖	⊖	⊖	⊖	⊖
Employed	⊖	⊖	⊖	⊖	😊
Retired	😊	😊	😊	😊	⊖
Not Employed / Not Retired	⊖	⊖	⊖	⊖	⊖
Employment Type					
Professional	⊖	⊖	⊖	⊖	😊
Technical	⊖	⊖	⊖	😊	😊
Labourer	😊	😊	😊	😊	⊖
Sales/Clerical	⊖	⊖	⊖	⊖	⊖
Other	⊖	⊖	⊖	⊖	😊

LEGEND: 😊 = up ⊖ = down 😐 = unchanged

Main Findings

- ❑ The NAB Australian Wellbeing Index fell to 61.7 points in Q2 2014 (64.6 points in Q1 2014). Australians' rated their life satisfaction, worthwhile life and happiness lower, but were also slightly more anxious.
- ❑ Anxiety continues to be the biggest detractor to the overall wellbeing of Australians. General finances had by far the biggest impact on personal anxiety, followed by physical/mental health, personal relationships and work issues. Substance use/abuse, natural disasters, pregnancy or birth and impeding retirement had the smallest impact (see our special report "**Factors Most Impacting Anxiety**" also released today).
- ❑ Tasmania continues to rate as the highest state for overall wellbeing and for all measures except anxiety, where it rated worst. NSW/ACT and Queensland were equal lowest. Australians located in rural towns/bush now also rate their overall wellbeing highest (lowest in Q1 2014).
- ❑ Wellbeing fell in all income groups but remains highest for those earning +\$100K. A notable wellbeing gap has also emerged between the highest (+\$100K) and lowest (<\$35K) income earners.
- ❑ Women still rate their overall wellbeing marginally above men and the gap has widened slightly.
- ❑ Overall wellbeing fell in all age groups for both men and women except for women aged 18-29. The 50+ age group continue to rate their wellbeing highest for all questions and remain significantly less anxious.
- ❑ Wellbeing was scaled back most among widows, but is still highest in this demographic. Singles and married couples rated satisfied life, worthwhile life and happiness notably lower than all other groups.
- ❑ Although those households without children were more pessimistic than those with kids this quarter, their wellbeing scores continue to measure higher for all survey questions, especially anxiety.
- ❑ Single households reported by far the biggest falls in overall wellbeing by household size and single households now have the lowest scores for all survey questions except anxiety.
- ❑ Overall wellbeing remains highest for Australians with bachelor/post grad qualifications, who continue to rate all survey questions highest except anxiety.
- ❑ Overall wellbeing was rated lower across all employment types. Those not employed rated their wellbeing significantly lower, possibly reflecting welfare changes announced in the May Federal budget. In contrast, retirees were one of the few groups to report higher overall wellbeing in Q2.
- ❑ Overall wellbeing fell across all employment types, except labourers, who rated their wellbeing slightly higher. Sales/clerical workers reported the biggest falls in wellbeing, while overall wellbeing continues to rate highest among professional workers.

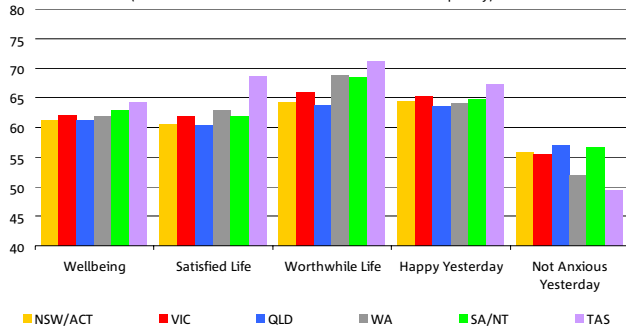
NAB Quarterly Australian Wellbeing Index - Main Charts

Wellbeing fell in all states, with the biggest declines in TAS and WA, where anxiety was notably higher in both states. However, TAS continues to rate as the highest state for overall wellbeing and for all measures except anxiety, where it rated worst. NSW/ACT and QLD were equal lowest.

Wellbeing fell in capital and regional cities, with lower scores for all survey questions, especially satisfied life, worthwhile life and happiness. Overall wellbeing was unchanged in rural towns/bush, with Australians located in this area now also scoring their overall wellbeing highest, after being lowest in Q1.

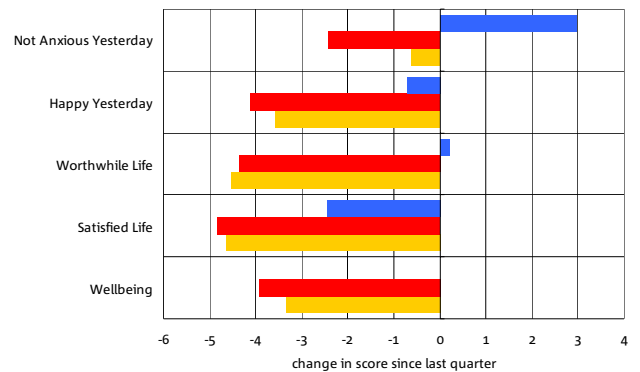
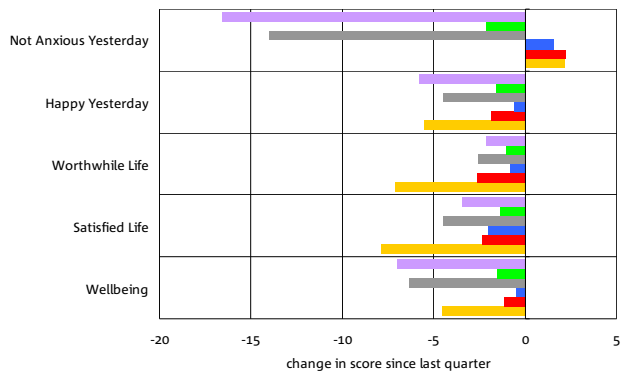
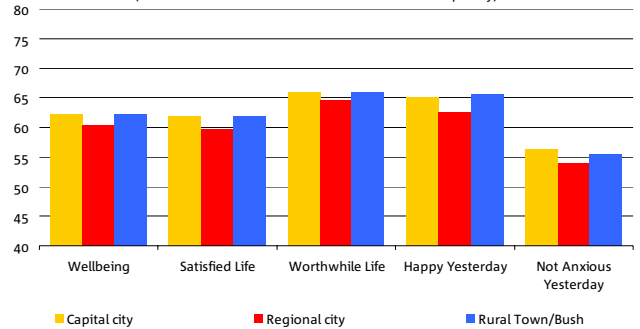
Overall Wellbeing by State

(score out of 100 where 0 = not at all and 100 = completely)



Overall Wellbeing by Location

(score out of 100 where 0 = not at all and 100 = completely)

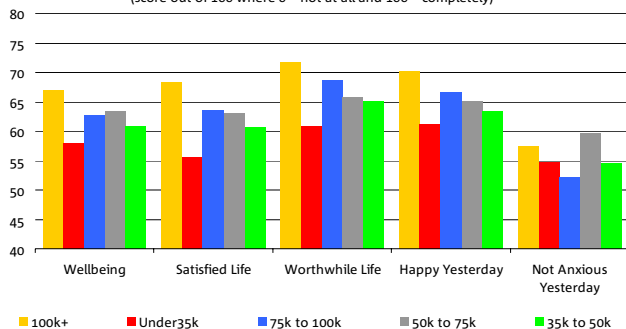


Wellbeing fell in all income groups, with larger falls in the <\$35K and \$75-100K groups, which both rated their life satisfaction, worthwhile life and happiness lower much lower. A notable wellbeing gap has also emerged between the highest and lowest earners.

Wellbeing was rated lower by both women and men, although women still rate their overall wellbeing marginally above men. Women rated their wellbeing above men for all survey questions except anxiety, despite a small improvement in their anxiety scores.

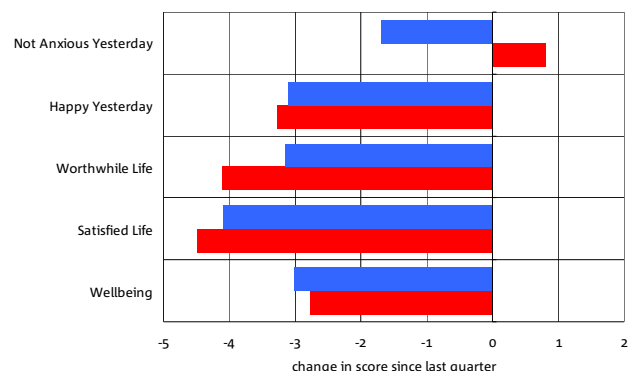
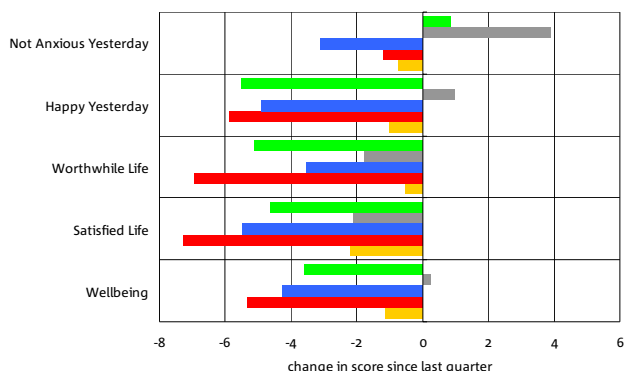
Overall Wellbeing by Income

(score out of 100 where 0 = not at all and 100 = completely)



Overall Wellbeing by Gender

(score out of 100 where 0 = not at all and 100 = completely)

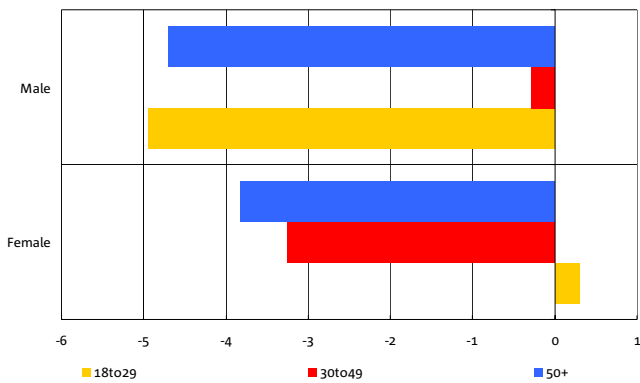
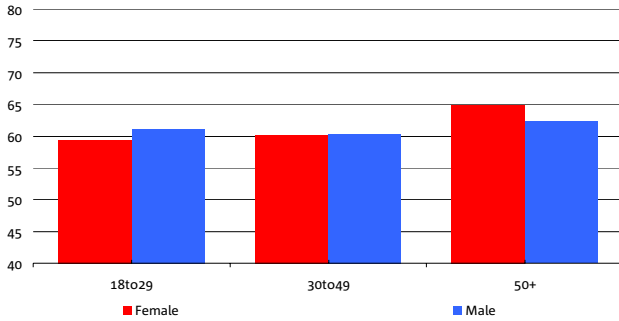


Overall wellbeing deteriorated in all age groups and for both men and women, except for women aged 18-29. Despite this improvement, 18-29 year old men continue to rate their wellbeing above similarly aged women. In contrast, women aged 50+ rated their overall wellbeing above men, while wellbeing was similar among 30-49 year olds.

More broadly, overall wellbeing fell in all age groups. The biggest fall was registered in the 50+ age group, led by much lower wellbeing scores for the life satisfaction, worthwhile life and happiness questions. However, the 50+ group continues to report the highest levels of wellbeing across all four survey questions and are significantly less anxious.

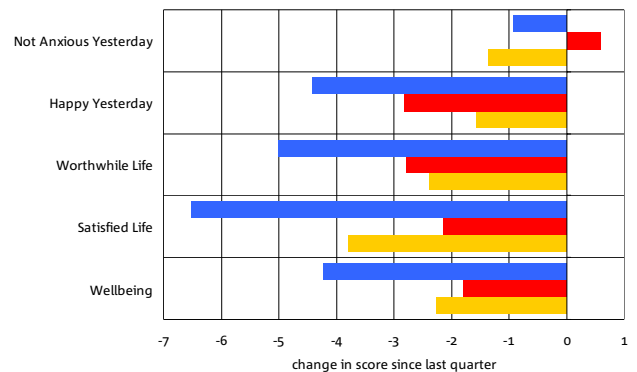
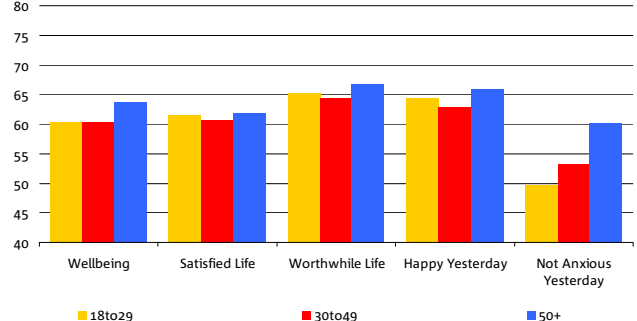
Overall Wellbeing by Age & Gender

(score out of 100 where 0 = not at all and 100 = completely)



Overall Wellbeing by Age

(score out of 100 where 0 = not at all and 100 = completely)

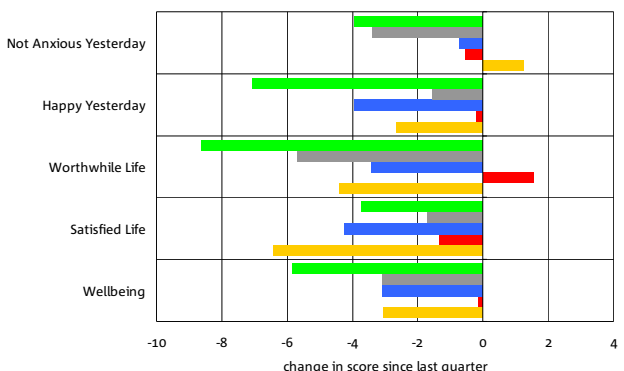
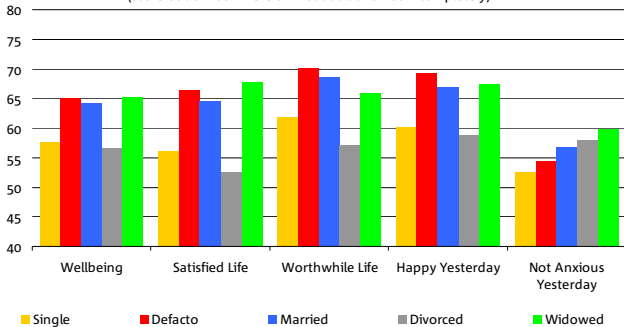


Wellbeing was scaled back most among widows for nearly all survey questions, but they still rated their overall wellbeing highest in this demographic. It was also notable that singles and married couples rated satisfied life, worthwhile life and happiness much lower than all other groups in Q2.

Overall wellbeing was rated lower by households with children and by those without children. Although those households without children were more pessimistic this quarter, their wellbeing scores continue to measure higher for all survey questions, especially anxiety.

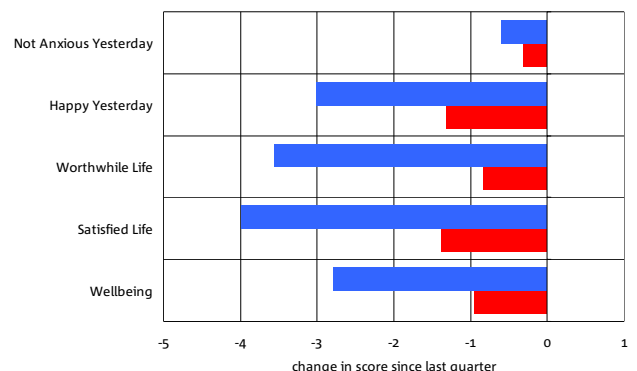
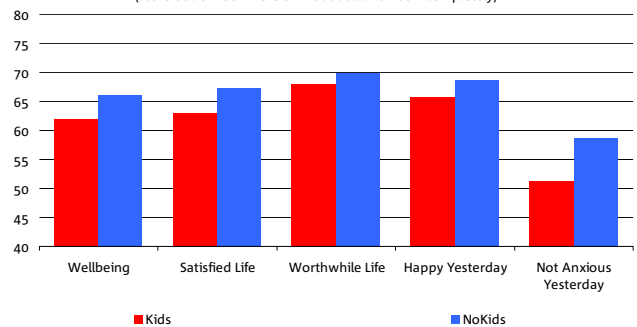
Overall Wellbeing by Marital Status

(score out of 100 where 0 = not at all and 100 = completely)



Overall Wellbeing by Household - Kids

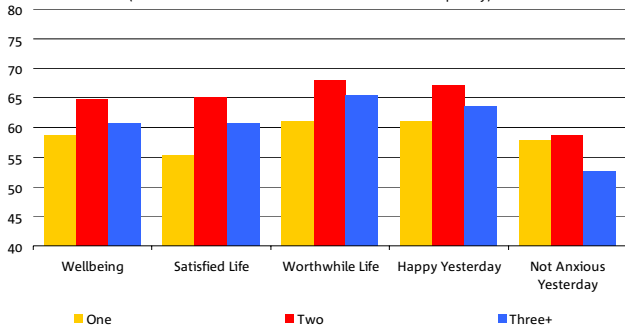
(score out of 100 where 0 = not at all and 100 = completely)



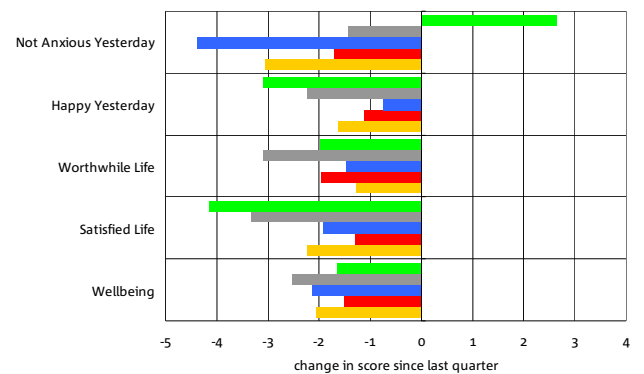
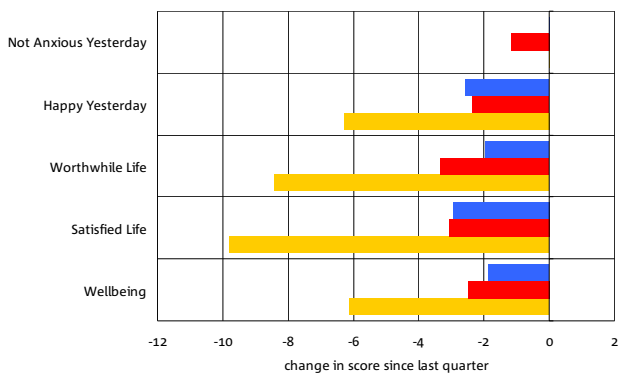
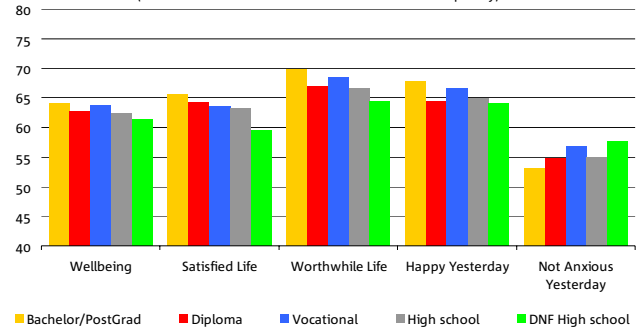
By household size, all groups rated their wellbeing lower. However, single households reported by far the biggest falls, especially with regards to the satisfied life, worthwhile life and happiness questions. Overall wellbeing is now also lowest in single households for all survey questions except anxiety.

All groups by educational attainment rated their wellbeing lower for all survey questions, bar those that did not finish high school who were somewhat less anxious. Australians with bachelor/post grad qualifications continue rate all survey questions highest except anxiety.

Overall Wellbeing by Household Size
(score out of 100 where 0 = not at all and 100 = completely)



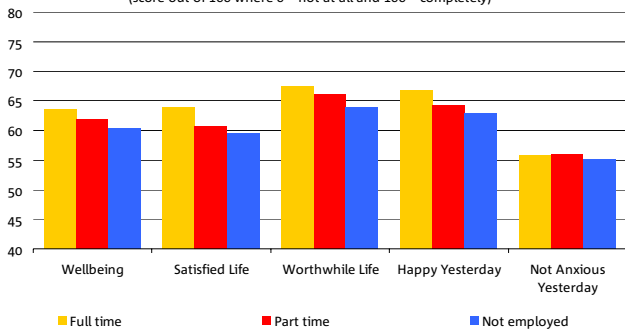
Overall Wellbeing by Education
(score out of 100 where 0 = not at all and 100 = completely)



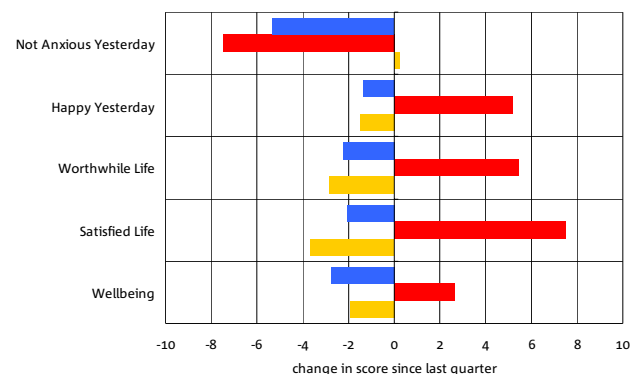
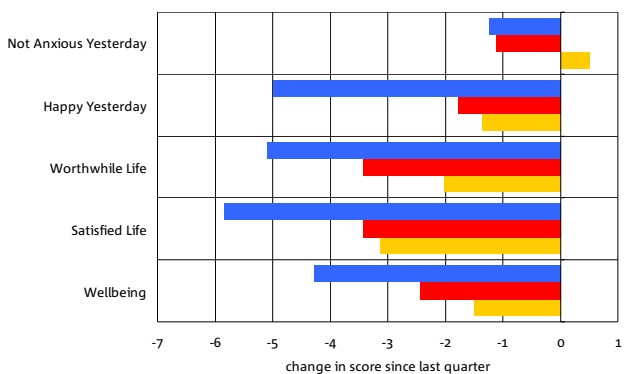
Overall wellbeing fell for all employment types. However, those not employed rated their wellbeing significantly lower, especially with regards to the satisfied life, worthwhile life and happiness questions, which may have in part been by welfare cuts announced in the recent Federal budget.

Retirees were one of the few groups to report higher overall wellbeing in Q2. Specifically, this group rated the life satisfaction, worthwhile life and happy yesterday survey questions higher, which offset a considerably lower score for the not anxious yesterday question.

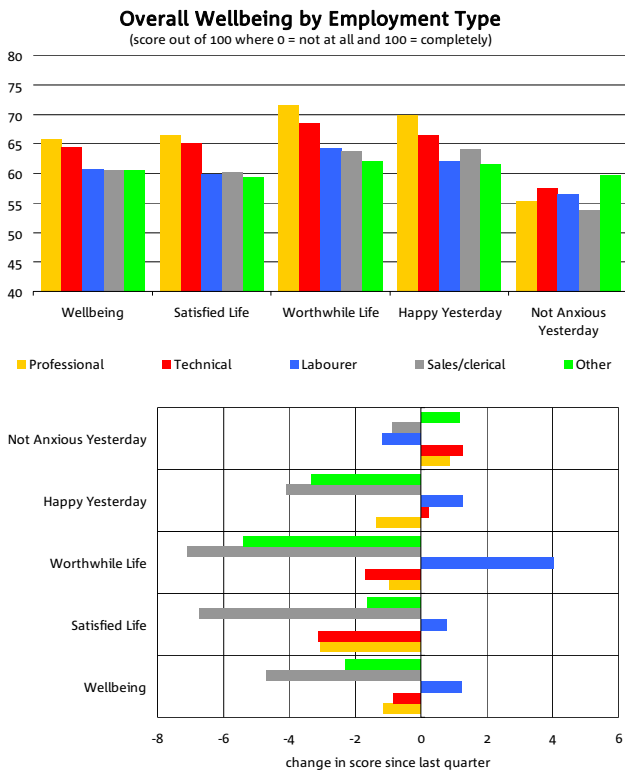
Overall Wellbeing by Employment
(score out of 100 where 0 = not at all and 100 = completely)



Overall Wellbeing by Employment Status
(score out of 100 where 0 = not at all and 100 = completely)



Overall wellbeing fell across all employment types, except labourers, who rated their overall wellbeing slightly higher. Sales/clerical workers reported the biggest falls in wellbeing, driven mainly by much lower scores for the satisfied life and worthwhile life questions. Overall wellbeing continues to rate highest for professional workers and for all survey questions, except anxiety.



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.

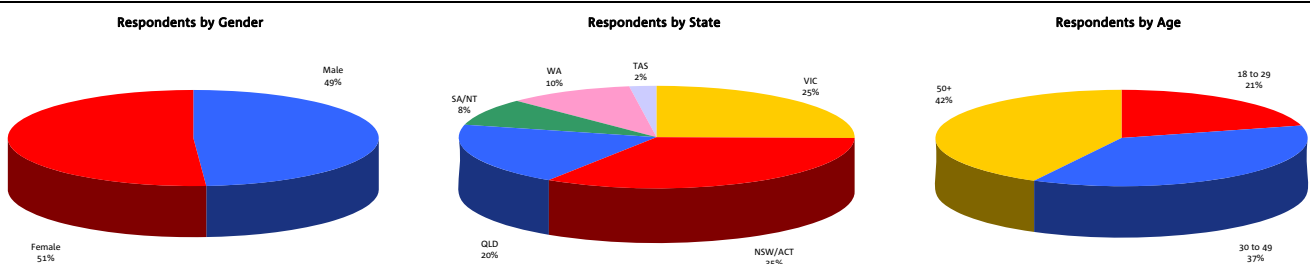
The NAB Australian Wellbeing Index is based on survey participants' responses to four questions (developed by the UK Office of National Statistics) related to how people "think and feel about their own lives":

- 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 2,200 respondents participated in the Q2 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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