

Sense of Us Report

The unique ways Aussies are doing their thing
in 2021 and beyond



do your thing

About this report

The Sense of Us report captures the things Aussies are doing that make them unique.

The study was conducted online in February 2021 by YouGov and sampled 1,054 Australians aged 18 years and older.

About ING

ING changed the way Australians bank 21 years ago by launching the country's first online savings account. Since then, the bank has brought continued value to customers with home loans, everyday banking, superannuation, credit cards, personal lending and insurance.

ING is Australia's most recommended bank according to RFI XPRT Survey, August 2020 – January 2021 (n = 31,512) when compared to customers of 20 other banks operating in Australia. It is also Australia's fifth largest main financial institution (MFI) with 6% of market share according to RFI XPRT Survey, August 2020 – January 2021 (n=31,512). MFI is defined as the bank that the consumer says is their main financial institution.

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A sense of us

A snapshot of the things Aussies are doing and love that make them who they are, according to ING's research.

The average Aussie

- Has 5.5 jobs in their lifetime
- Works 32 hours a week
- Starts their first serious relationship at 22
- Has an average of 13 friends and 5 close friends
- Spends 23 hours a year at the hardware store

Aussies just

wanna have fun

After a generation-defining year that prevented more than 1 in 2 (57%) Australians surveyed from achieving what they set out to do, research reveals 1 in 3 (31%) of them are determined to have fun and just do their thing.

To make up for lost time and stay on track, almost all respondents (97%) have set goals for 2021. Whether it's the simple things Aussies get the most pleasure from or the quirkier hobbies and skills we'd like to learn, they're going after what they want with two feet first.

2021 Goals and life dreams

- Finances (38%)
- Having more fun (31%)
- Career (30%)
- Travel (26%)
- Health & wellbeing (25%)
- Owning a home (20%)
- Focusing on family (22%)
- Finding happiness and spirituality (20%)
- Helping the community and environment (7%)

Top things Aussies surveyed want to learn

- A new language (38%)
- Money management (36%)
- Cooking skills (33%)
- Tech skills (31%)
- Musical instrument (26%)
- Relationship skills (25%)

Languages on the list

1. French (32%)
2. Spanish (25%)
3. Japanese 32%

Dreaming of travel

- 29% are saving money to travel
- 43% are saving their travel money for future experiences and not spending it in the now
- When international travel is back on, 35% want to visit a country they've never been to before and 32% want to visit family and friends overseas



Favourite things

Coffee order

1. Cappuccino (26%)
2. Latte (19%)
3. Flat white (18%)

Dish

1. Roast dinner, seafood & pizza (39%)
2. Pasta (35%)
3. Burgers (30%)

Sport

1. Aussie Rules (17%)
2. Tennis (16%)
3. Rugby League (13%)

What they love about life down under

- Our relaxed attitude (28%)
- Mix of lifestyles (25%)
- Beautiful wildlife (18%)

Favourite city

1. Melbourne (28%)
2. Sydney (25%)
3. Brisbane (11%)
4. Perth & Adelaide (9%)

National treasures

- Steve Irwin (21%)
- Chris Hemsworth (11%)
- Paul Hogan (10%)

Most relatable celebrity

- Hugh Jackman (36%)
- Chris Hemsworth (13%)
- Rebel Wilson (11%)

Favourite sports person

- Cathy Freeman (26%)
- Shane Warne (16%)
- Ian Thorpe (11%)

Favourite Aussie anthem

- Down Under, Men at Work (38%)
- You're the Voice, John Farnham (25%)
- Working Class Man, Jimmy Barnes (25%)

Favourite movie

- The Castle (23%)
- Crocodile Dundee (20%)
- Muriel's Wedding (10%)

Favourite TV show

- Kath & Kim (19%)
- Home & Away (15%)
- Miss Fisher's Murder Mysteries (8%)





Gender: **Male**
Age: **34 years old**
Generation: **Millennial**
State: **VIC - Warrnambool**
Employment status: **Working part-time**
Parent/guardian: **Neither a parent nor guardian**



“

1. Compete at national level in swimming
2. Achieve a level of financial comfort so I don't have to work as often
3. Experience what falling in love feels like

”

“

1. To see my children become happy, healthy, well-adjusted adults
2. To travel widely
3. To have a financially comfortable retirement

”

Gender: **Female**
Age: **58 years old**
Generation: **Baby Boomer**
State: **NSW - Sydney**
Employment status: **Working part-time**
Parent/guardian: **Parent of at least one child under 18 years**



Gender: **Female**
Age: **59 years old**
Generation: **Baby Boomer**
State: **QLD - Brisbane**
Employment status: **Working part-time**
Parent/guardian: **Parent of at least one child under 18 years**



“

1. To be totally debt free
2. To have funds to travel wherever, whenever
3. To live a self-sufficient life as much as possible

”

“

1. To become a screenwriter
2. To get a good job with good pay
3. To understand more about my purpose

”

Gender: **Male**
Age: **18 years old**
Generation: **Gen Z**
State: **SA - Adelaide**
Employment status: **Not working - looking for work**
Parent/guardian: **Neither a parent nor guardian**



Gender: **Female**
Age: **23 years old**
Generation: **Gen Z**
State: **TAS - Hobart**
Employment status: **Not working - looking for work**
Parent/guardian: **Neither a parent nor guardian**



“

1. Be a youth-focused social worker
2. Buy/own a house
3. Have kids

”



Hobbies

& wellbeing

A country blessed with some of the most spectacular beaches, bush and outdoor activities in the world, it's no surprise that the research reveals we're keeping ourselves entertained and boosting our wellbeing by exploring our own backyard.

Favourite outdoor activities

- Bushwalking (36%)
- Swimming or surfing at the beach (34%)
- Camping (27%)
- Taking a trip to the hardware store (25%)
- Stargazing (22%)
- Yoga & meditation (16%)
- Water sports (13%)

What Aussies surveyed are doing to boost their wellbeing

- Listening to music (56%)
- Going for a walk (55%)
- Talking with friends and family (51%)
- Watching TV or a movie (51%)
- Having a nice meal (50%)
- Exercise (50%)
- Sex & romance (27%)
- Getting creative (25%)

Other “things” respondents do for fun

- Listening to music (53%)
- Reading (47%)
- Cooking (35%)
- Arts & craft (24%)
- Playing video games (22%)
- Photography (20%)
- Playing sport (19%)
- Fishing (14%)
- Playing an instrument (12%)
- Knitting (9%)



Friends

& family

What is truly unique about Australian culture is the value of mateship and family, and how the two are often interlinked. In the past year, 1 in 5 (21%) Aussies surveyed say they have become even closer with their family, and over half (51%) now consider close friends to be “next of kin”. It’s the “little moments” with friends that matter most, from eating out (60%), having a coffee (55%) to reminiscing about old times (37%).

How families have changed in the last 12 months

- Changed forms of connection & communication (22%)
- Become closer (21%)
- Spend more time together (20%)
- Changed family traditions (12%)
- Partake in new activities as a family (9%)

Who’s considered to be family

- Blood relatives (78%)
- Partner (61%)
- Close friends (54%)
- Pets (41%)
- In laws (31%)
- Neighbours (7%)
- Colleagues (6%)
- The nation / all Australians (5%)
- Sports team / hobby group (4%)

“Little moments” held dear

- Eating out (60%)
- A coffee catch-up (55%)
- Sharing a drink (44%)
- Special occasions (41%)
- Reminiscing about old moments (37%)
- Watching a TV show / film (26%)
- Going to the beach (25%)
- Going on a bushwalk (20%)



Marriage

& dating

Married Aussies surveyed reveal the secret to a long, happy and successful relationship is having honesty (80%), clear communication (77%) and a sense of humour (59%).

Similarly, when it comes to romantic singletons, kindness and generosity (51%) are key to winning their hearts, while going for a coffee is considered the most romantic date (17%).

Married respondents' key to a successful relationship

- Honesty (80%)
- Clear communication (77%)
- Humour (59%)
- Having the same life goals (54%)
- Having the same outlook on finances/money (43%)

Most desirable traits in a partner

- Kindness / generosity (51%)
- Loyalty (45%)
- Humour (44%)
- Look / sexual attraction (28%)
- Friendliness / ability to get on with friends (25%)
- Relationship with their family (16%)
- Life goals (14%)
- Hobbies / skills (11%)
- Career goals (8%)

Top dating turn-offs

- Emotional immaturity (49%)
- Different interests (40%)
- Different life goals (34%)
- Fear of commitment (31%)
- Dislike of their family / friends (26%)
- Different political views (18%)
- Unsuitable job / career (10%)
- Lack of finances (7%)





Careers

& work

From side hustling to finding the 'dream' career it seems that Aussies are an ambitious lot, with one in three (30%) ranking career or education goals among their top aspirations.

Aussies rank jobs in science (26%) above roles in the entertainment industry such as musician (15%), actor (13%) and singer (11%), and more than half (48%) have either started, or are planning to start, a side hustle – whether it's selling stuff online (37%), investing (30%), freelance writing (13%) or creating art (13%).

Most desirable careers

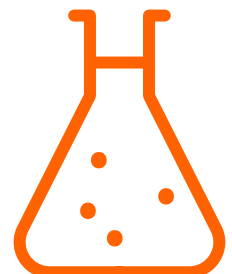
- Scientist (26%)
- Designer (16%)
- Musician (15%)
- Actor (13%)
- Influencer (11%)
- Astronaut (11%)
- Chef (11%)
- Singer (11%)

How office working respondents want to work

- 50/50 mix of working in office and working from home (23%)
- Work in the office every day (22%)
- Work from home every day (13%)

Top side hustles

- Online seller (37%)
- Investor (30%)
- Artist (13%)
- Writer (13%)
- Designer (11%)
- Influencer (10%)
- Entertainer (8%)
- Model (5%)
- Baker (5%)



Creativity

& productivity

Australians surveyed say music is the key to productivity and expressing themselves creatively. From looking after their wellbeing (56%) to helping to retain focus (33%), audio sounds are helping to unlock positive energy.

Research shows there's also nothing better than a chat with friends and family (42%) to help get the creative juices flowing, while a good night's sleep (64%) is the top technique used to boost productivity.

How to get creative juices flowing

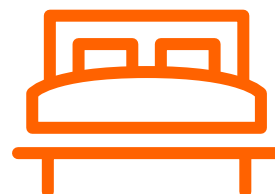
- Talk with friends & family (42%)
- Being around other creative people (38%)
- Absorbing media (36%)
(e.g. movies, television and music)
- Clearing the mind/meditating (31%)
- Activities (25%)

Top forms of creative expressions

- Work (31%)
- Design (21%)
- Drawing (20%)
- Dance (14%)
- Singing (17%)
- Painting (17%)
- Sex (14%)
- Acting (7%)

Techniques for boosting productivity

- A good night's sleep (64%)
- Alone time (50%)
- Having the right energy (50%)
- Finding the right environment (45%)
- Regular breaks (41%)
- Calming music (33%)
- Silence (27%)



Communication & social media

As a nation that is known for its unique colloquial language and abbreviations, “Yeah Nah” was chosen as the respondents’ favourite slang word. It appears that Aussies are also frequently using emojis as a new short-form of communication, with four in ten (43%) of the Aussies surveyed admitting to using them every day, particularly when they “can’t be bothered to respond in full” (25%) and when they’re “excited” (20%).

Despite TikTok emerging as a popular new social media platform in the last year, the respondents are sticking to what they know and selected Facebook as their top social network (42%). The majority of those surveyed are also choosing to spend more time on social media (60%) than listening to music (43%) or even reading news online (52%).

Favourite slang words

1. “Yeah Nah” (38%)
2. “Arvo” (38%)
3. “Old Mate” (29%)
4. “Esky” (27%)
5. “Barbie” (25%)
6. “Winge” (23%)
7. “Bottle-O” (20%)
8. “Sook” (20%)
9. “Deadset” (18%)
10. “Choc A Bloc” (17%)

Favourite social media platform

1. Facebook (42%)
2. YouTube (20%)
3. Instagram (18%)
4. Twitter (6%)
5. TikTok / Snapchat (3%)

Most used emoji

1. 😊 Smiling emoji (35%)
2. 😂 Cry laughing emoji (24%)
3. 😍 Heart-eyes emoji (12%)
4. 🙄 Rolling eyes emoji (7%)
5. 🤔 Thinking face emoji (6%)





do your thing