



26 January 2004

AUSTRALIANS PROUD AND OPTIMISTIC - NOT ASHAMED OR ANGRY NEW RESEARCH FINDS

New research has debunked the assumption of many social commentators that Australians feel a sense of shame, anger and frustration about living in Australia.

In fact, Australia is a nation of happy, optimistic and proud people who are not ashamed or angry or worried according to new research conducted by Australia's strategic and research consultancy Crosby|Textor.

"Australians are overwhelmingly positive about living here. They are far from the embarrassed and uneasy people that many self appointed social and media commentators would have us believe," Crosby|Textor's Joint managing Director, Mark Textor said.

Seven hundred voters across marginal seats were asked whether a series of emotions described how they feel about living in Australia at the moment. The research found:

- ✦ 93% associate living in Australia with happiness
- ✦ 89% associate living in Australia with opportunity
- ✦ 88% associate living in Australia with pride
- ✦ 86% associate living in Australia with confidence
- ✦ 84% associate living in Australia with success.

Feelings such as happiness were stronger amongst women (95%) than men (91%) with feelings of pride stronger in country areas (90%) than city areas (86%) and feelings of success high amongst soft voters (87%).

The research also revealed/showed:

- ✦ 84% do not associate living in Australia with "shame"
- ✦ 78% do not associate living in Australia with "anger"
- ✦ 73% do not associate living in Australia with "being worried"
- ✦ 67% do not associate living in Australia with "indifference" and
- ✦ 61% do not associate living in Australia with "frustration".

"Australians may have had enough of being talked down to or told that they have to feel guilty or bad. This research shows that Australians feel happy, proud and optimistic.

"We are a nation of positive people and, as a result, we are actively looking for those messages and those symbols which reinforce why we have reason to be confident and what we have to look forward to".

Textor said the research has significant implications for business, political and community leaders.

“People are looking for decision makers to show through leadership that they want to be participants in the future in a meaningful and productive way,” he said.

“They want to feel confident that they are investing in a company that, or a leader who, has positive plans and has the courage to act on those plans”.

However, Textor said it is not enough to simply reinforce people’s positive attitudes. Business, political and community leaders must also demonstrate they are working hard to give people confidence about the future.

“Leadership, be it corporate or community, is now defined in terms of an ability to act on future problems as well as the ability to identify potential future problems, being honest about them and developing action plans and implementing them”.

Textor said the new research was consistent with other social trends which show the Australian community is in a phase of ‘reconstruction’ after the events of September 11 and Bali.

“This reconstruction phase means that people are reflecting and rebuilding aspects of their lives, such as strengthening their relations with friends and family.

“People have had enough negativity. They don’t want to hear about problems, they are looking for solutions and looking for reasons to be positive and optimistic about the future.”

Textor said that Australia’s positive attitude underscores the intolerance in the community for those who only espouse shrill or negative points of view.

“Views that appeal to a feeling of ‘victimhood’ and anger once struck a chord but are now rejected in favour of views that paint an optimistic vision and a positive picture about the way ahead.”

“Australians are receptive to positive messages that are aligned to their feelings of confidence, pride and happiness. However, they also want to know that plans are in place and being acted upon that give them reason to continue to be positive about their future,” Textor said. .

*For media enquiries contact Jannette Cotterell 0419 204 059 or
Mark Domitrak 0412 003 150*

For other inquiries contact Mark Textor (02) 6253 6777



Words that Describe Living in Australia at the Moment (n=700)	YES	NO	D/S (Yes - No)	CAN'T SAY
Happiness	93%	6%	+87	2%
Opportunity	89%	9%	+80	1%
Pride	88%	11%	+77	2%
Confidence	86%	11%	+75	3%
Success	84%	13%	+71	3%
Optimism	82%	16%	+66	2%
Being progressive	79%	18%	+61	3%
Tolerance	78%	19%	+59	3%
Compassion	77%	19%	+58	4%
Trust	73%	23%	+50	4%
Complacency	45%	50%	-4	5%
Frustration	37%	61%	-24	2%
Indifference	28%	67%	-39	5%
Being worried	26%	73%	-46	1%
Anger	21%	78%	-57	2%
Shame	15%	84%	-69	2%

I am now going to read to you a list of words that may or may not describe how you feel about living in Australia at the moment.

After I read you each one please tell me whether YES that word describes how you feel about living in Australia at the moment or NO it does not describe how you feel about living in Australia at the moment.