

# Attitude Australia 2004

Compiled by foreseechange  
Sample of measures



# Attitude Australia 2004

- Whether developing new consumer products, government policy, or communications programs, it is important to have an understanding of the attitudes of Australians
- This collection indicates the attitudes which unite and divide us – there are some attitudes that the vast majority hold in common and others that polarise
- During 2005, our attitudinal measures will be extended and some will be updated to indicate the extent to which important attitudes are changing
  - Topics which will be included in our 2005 program will be corporate social responsibility and drought



# Food Attitudes

14 measures in the full set, along  
with consumer segmentation

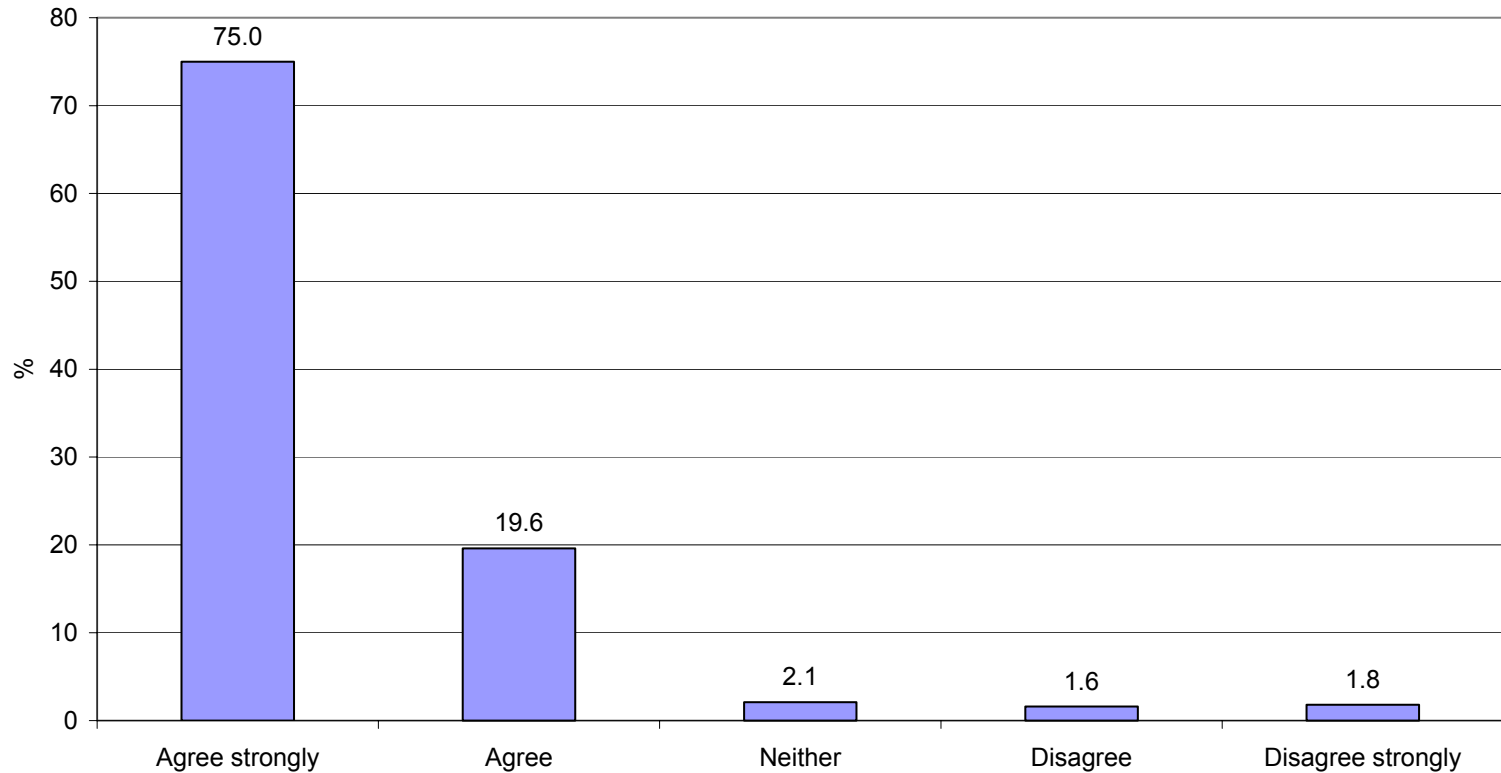
Based on a 2004 survey by foreseechange  
Nationally representative telephone survey of 400 adults



# Disease Prevention

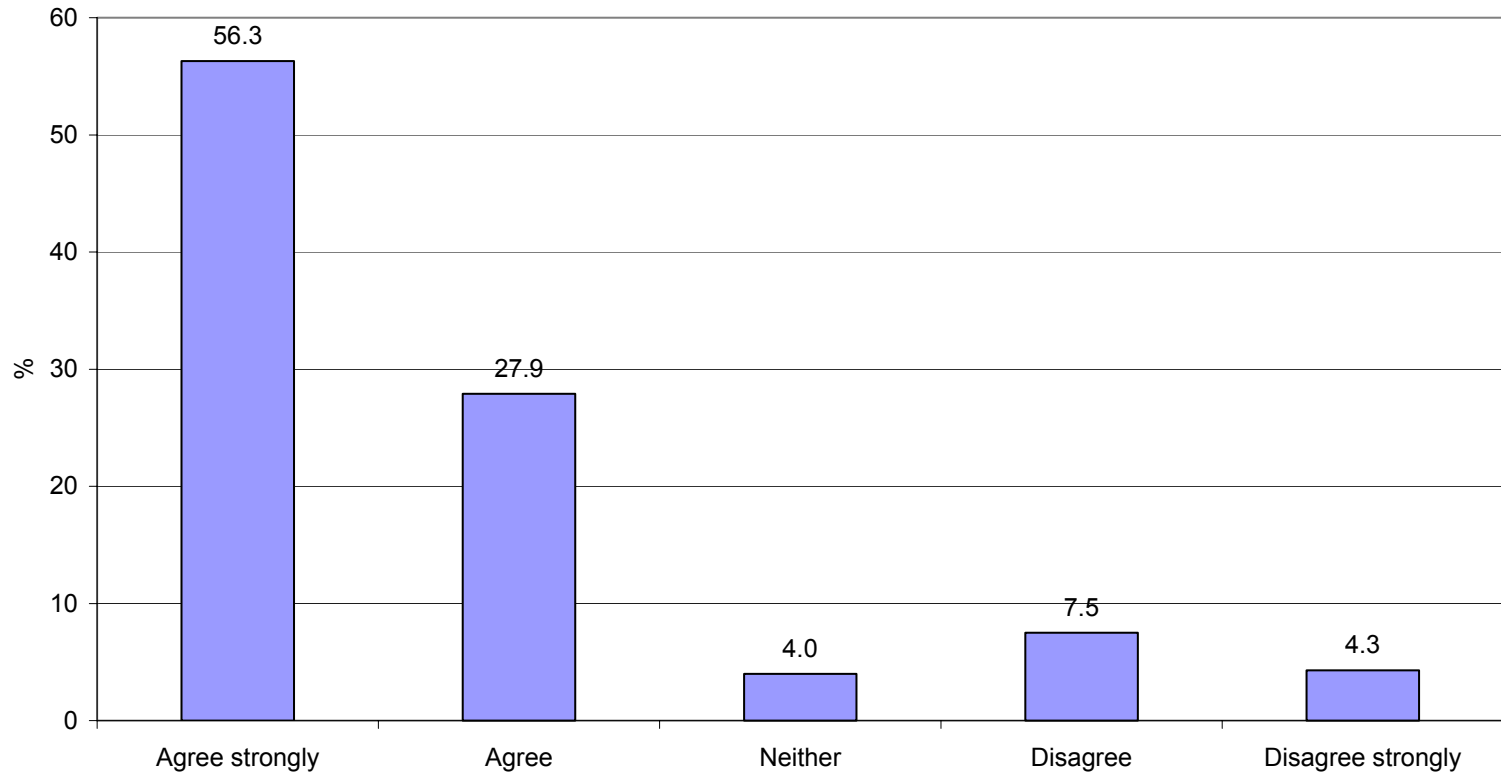
**Eating the right foods can help to prevent disease**

source: foreseechange, 2004



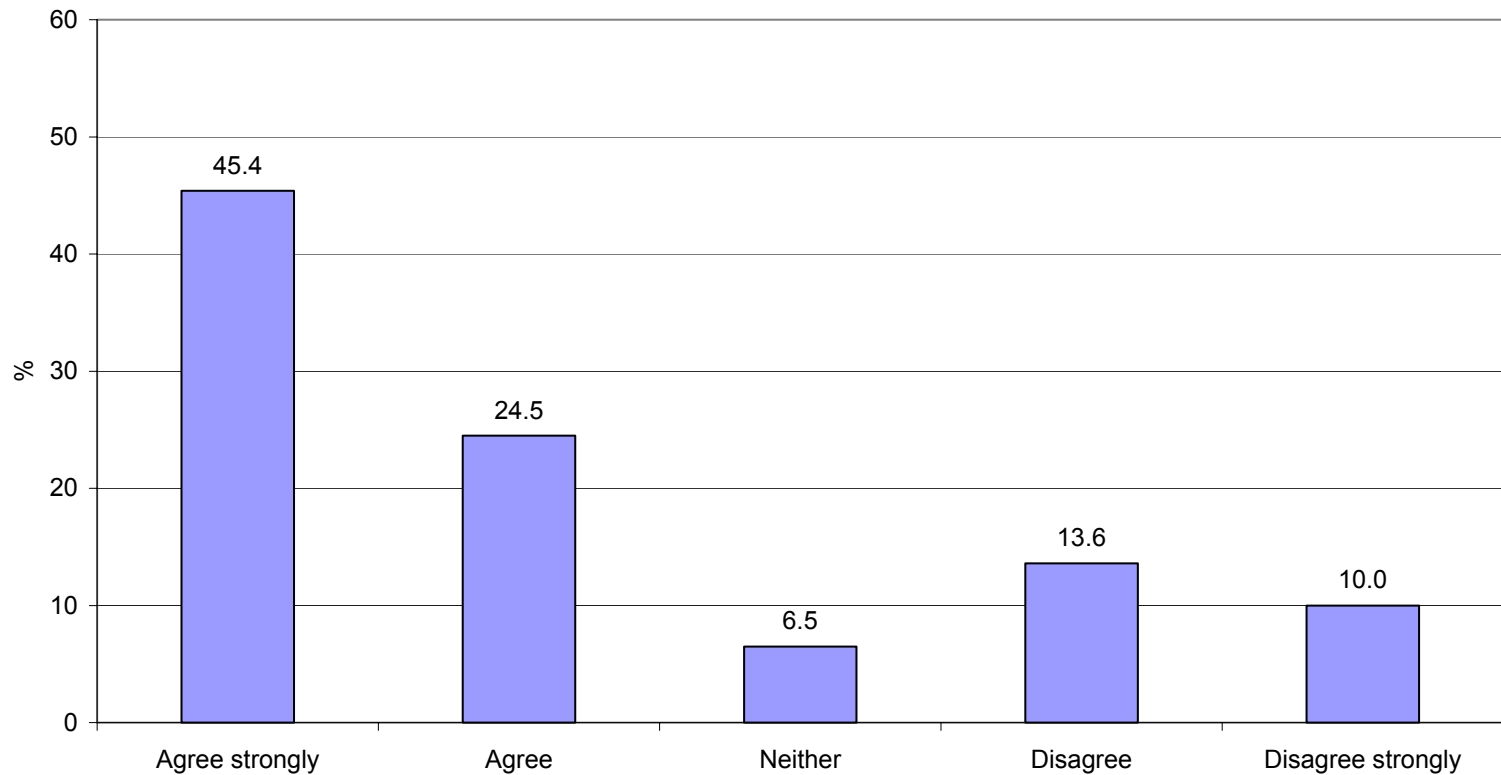
# New Foods

**I like to try new foods**  
source: foreseechange, 2004



# Avoid High Sugar

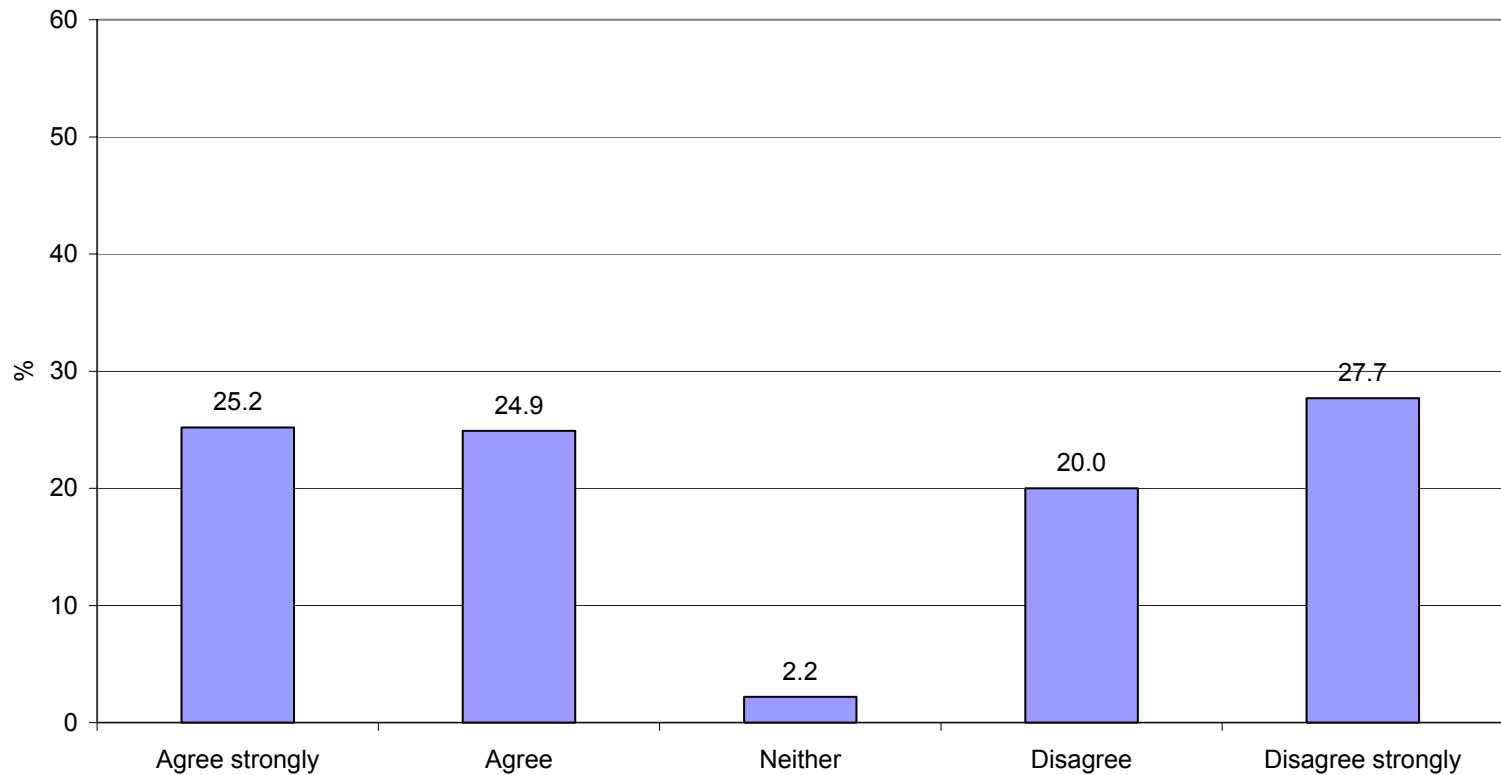
**I avoid foods with high sugar content**  
source: foreseechange, 2004



# Limited Budget

**My household has to limit the amount of money spent on food**

source: foreseechange, 2004



# Lifestyle

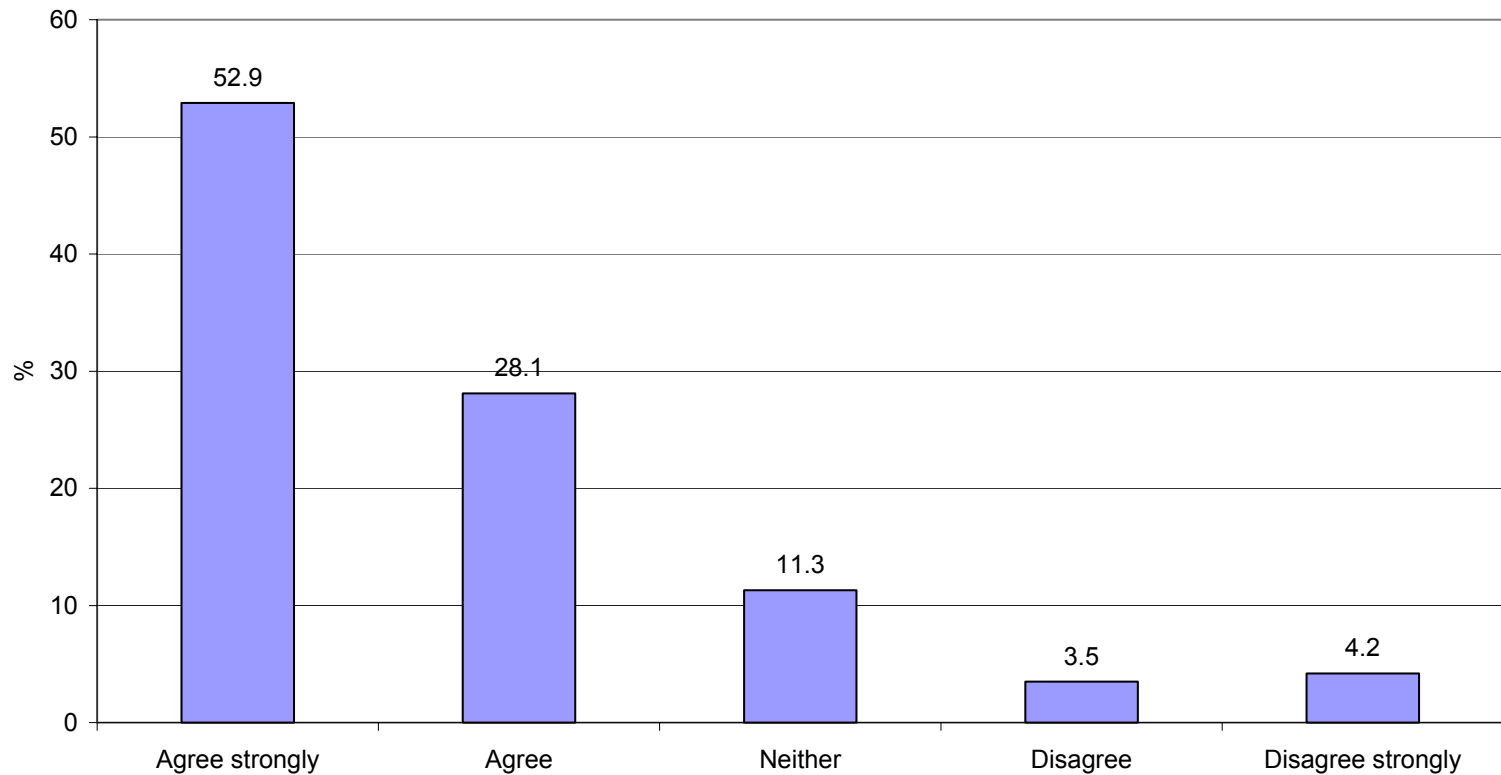
## 12 measures in the full set

Based on a 2004 survey by foreseechange  
Nationally representative telephone survey of 400 adults



# Physical Fitness

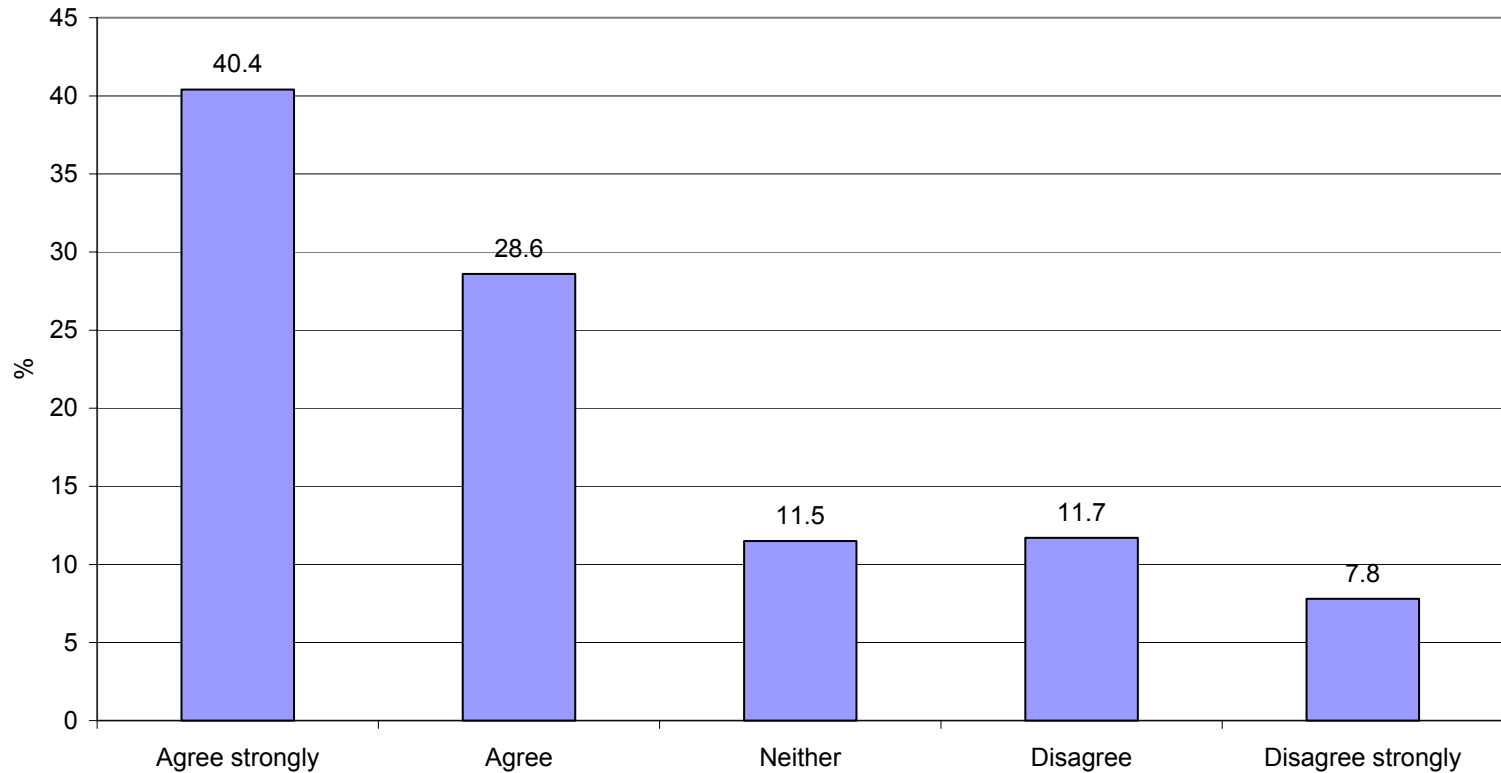
**I like to keep physically fit**  
source: foreseechange 2004



# Social Life

**I have an active social life**

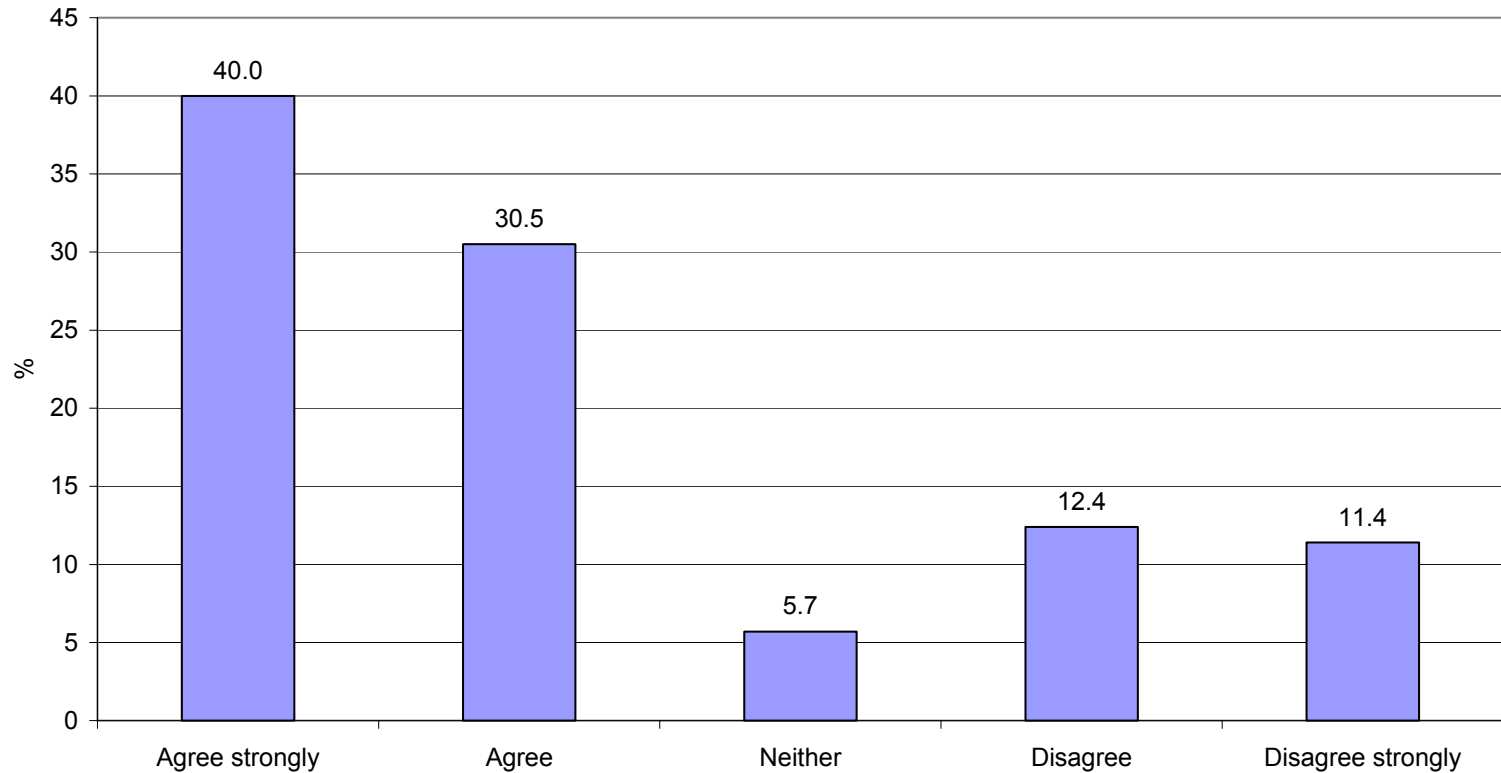
source: foreseechange 2004



# Going for a drive

**I enjoy going for a drive**

source: foreseechange 2004



# Quality of Life

10 measures in the full set with some trend data

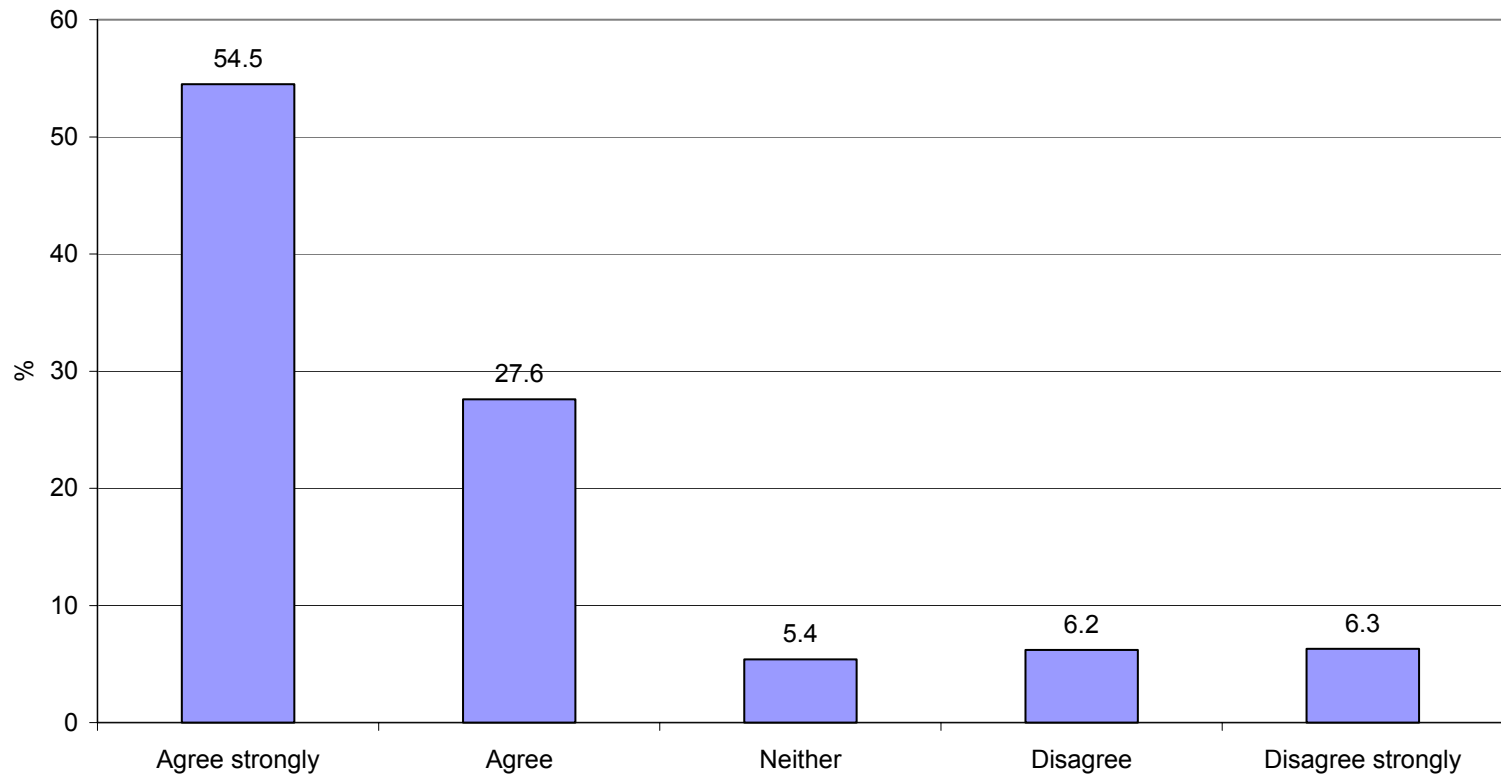
Based on a 2004 survey by foreseechange  
Nationally representative telephone survey of 400 adults



# Satisfaction with quality of life

I am satisfied with my quality of life

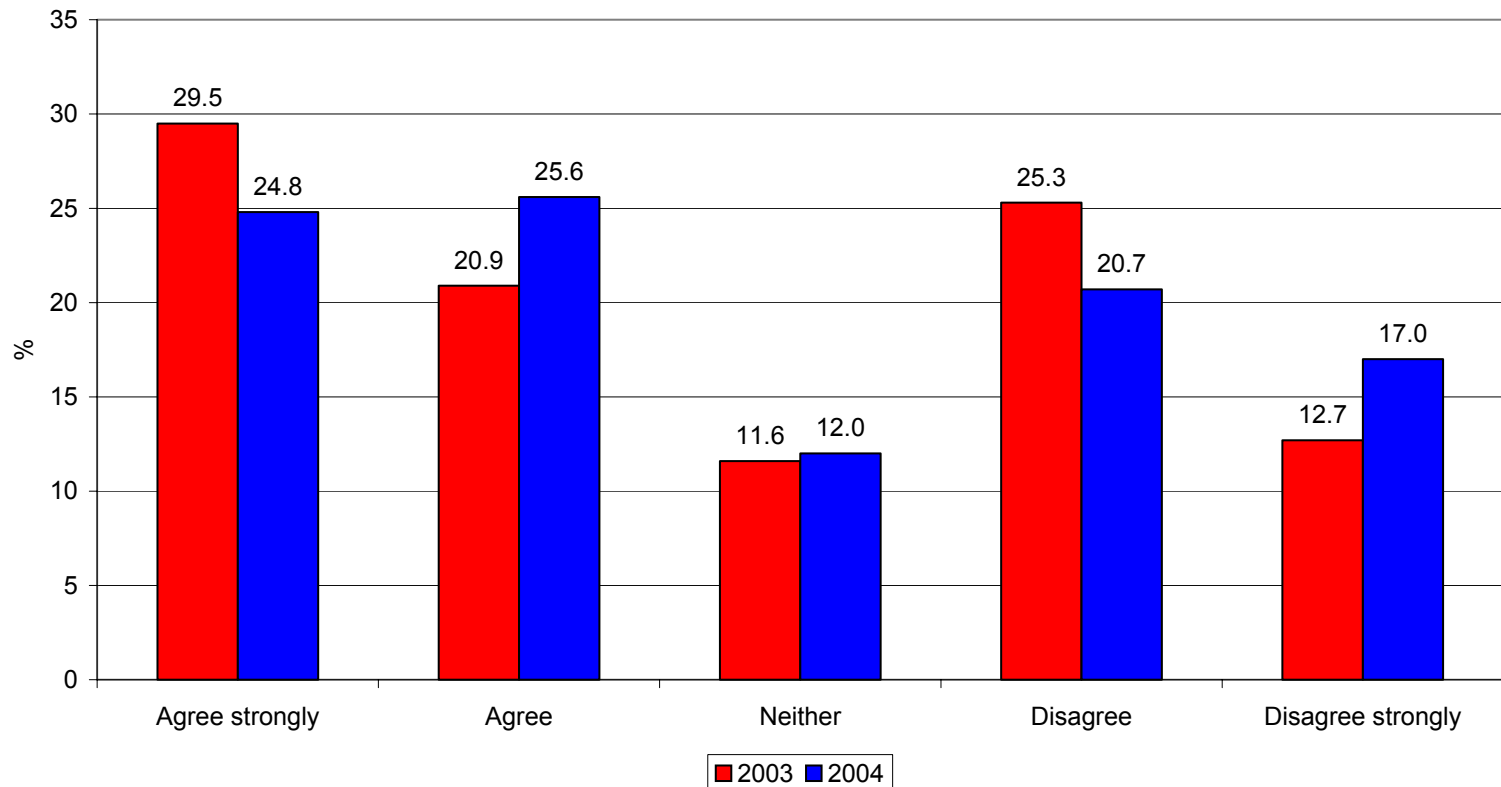
source: foreseechange 2004



# Is quality of life getting worse?

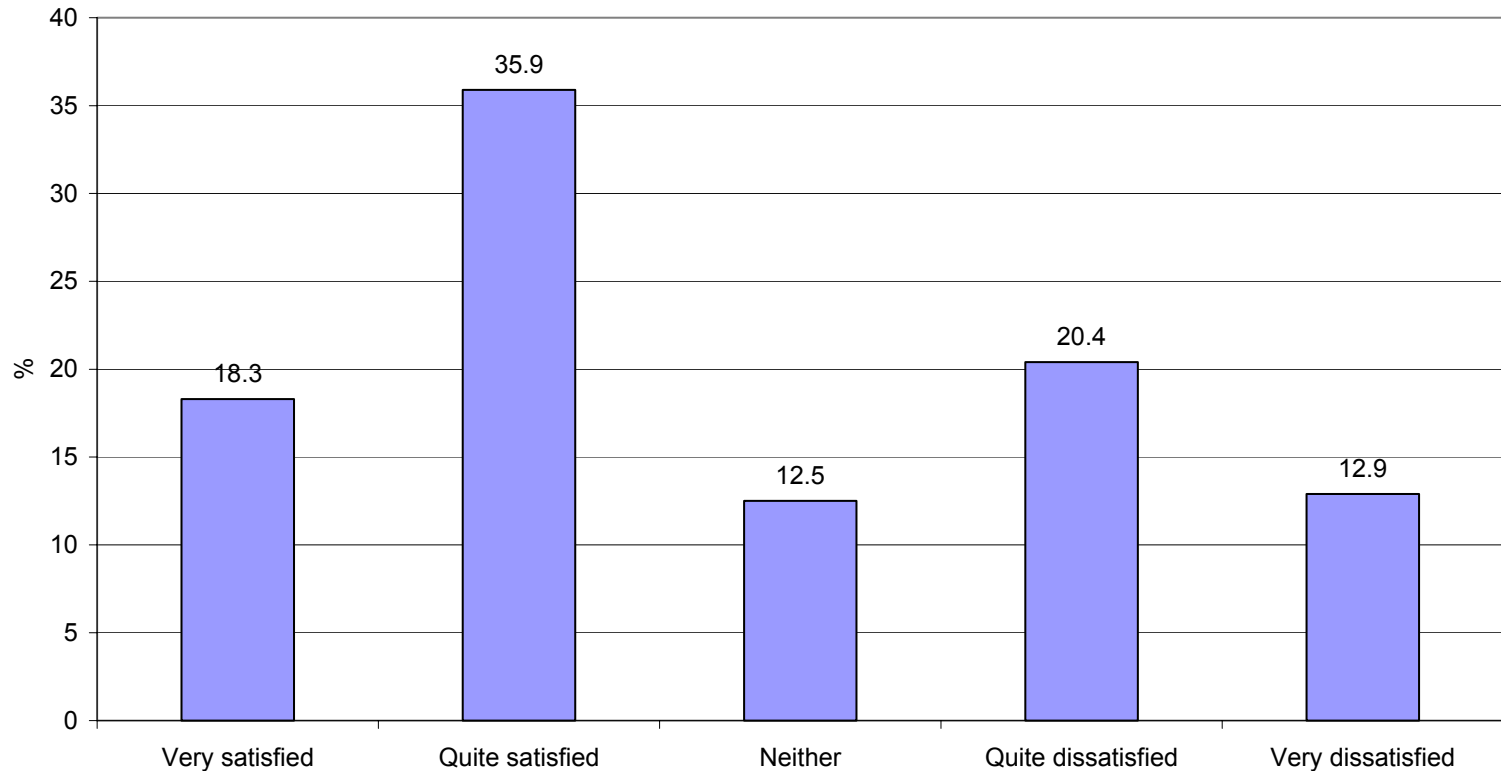
Quality of life is getting worse for most people in Australia

source: foreseechange



# Satisfaction with economic management

Level of satisfaction - management of the economy  
source: foreseechange 2004



# The Future

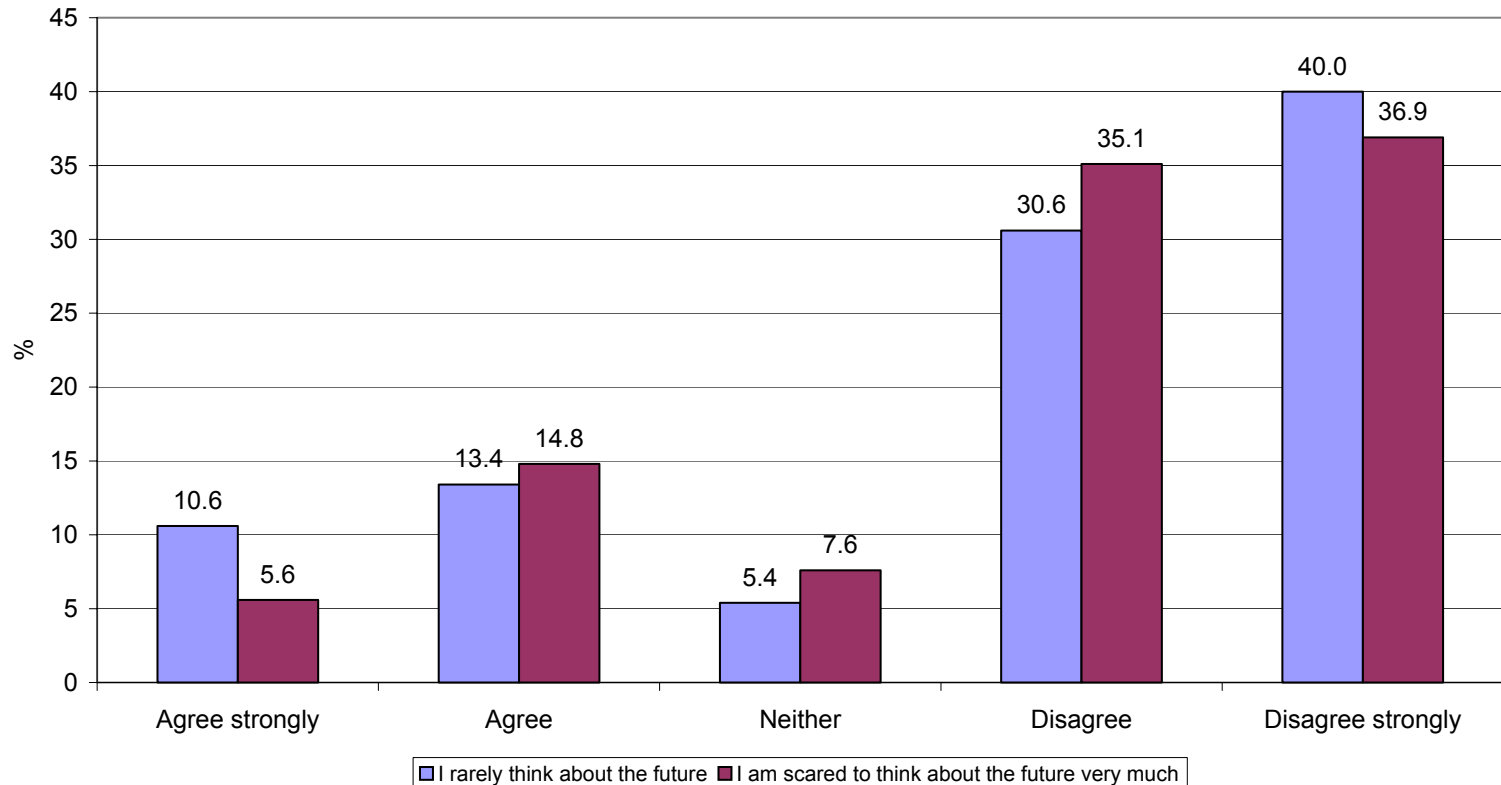
## Nine measures in the full set

Based on a 2002 survey by foreseechange  
Nationally representative telephone survey of 500 adults



# Thinking about the future

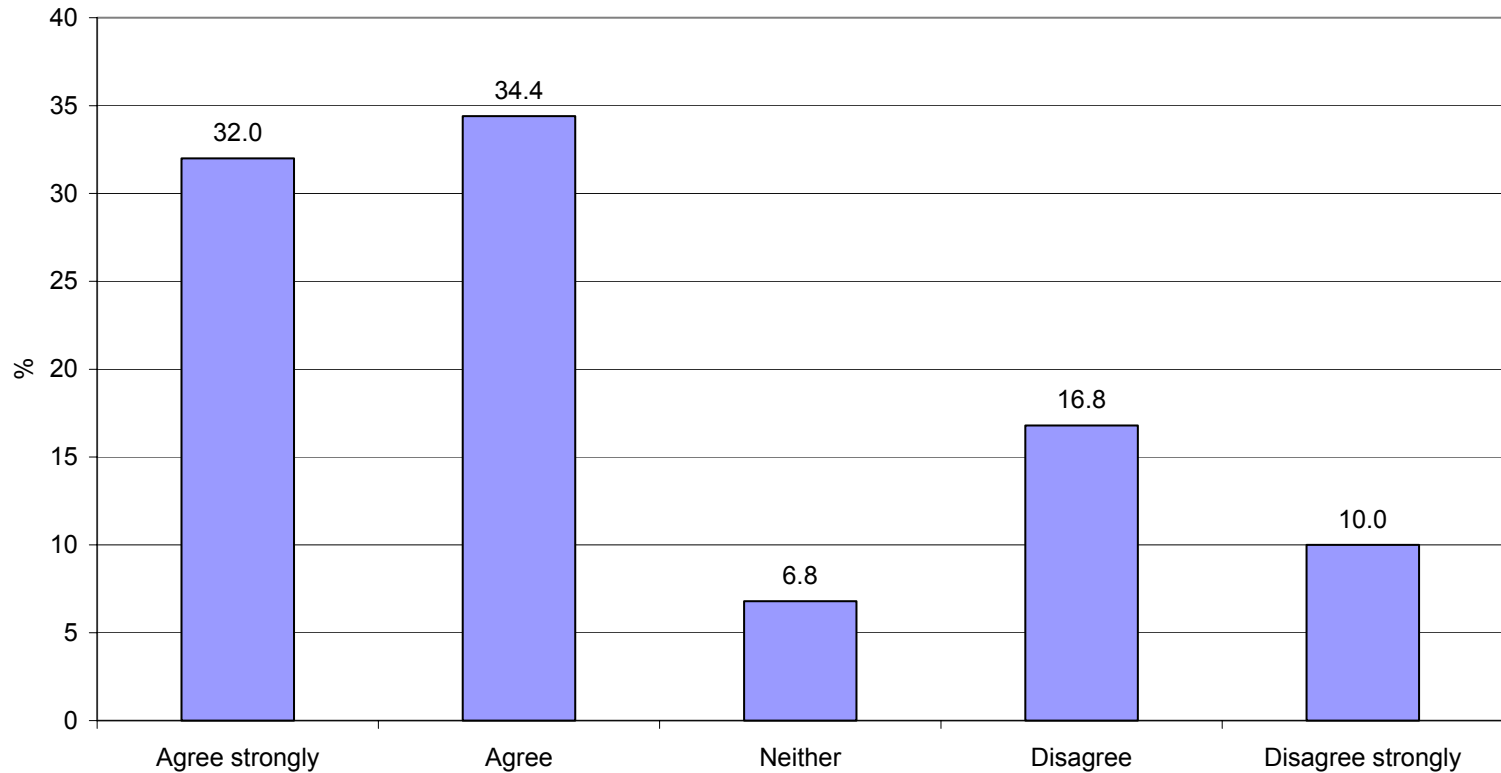
Thinking about the future  
source: foreseechange 2002



# Knowledge about the future

**I don't know what the future holds**

source: foreseechange 2002



# Miscellaneous

several other measures on a range of topics

## **Added in 2005**

Drought (6 measures)

Corporate Social Responsibility (9 measures)

Plus an update on overall quality of life



# Time poverty

nationally representative telephone survey, n=500

**"I never have enough time to do all that I want to do"**

source: foreseechange, October 2002

