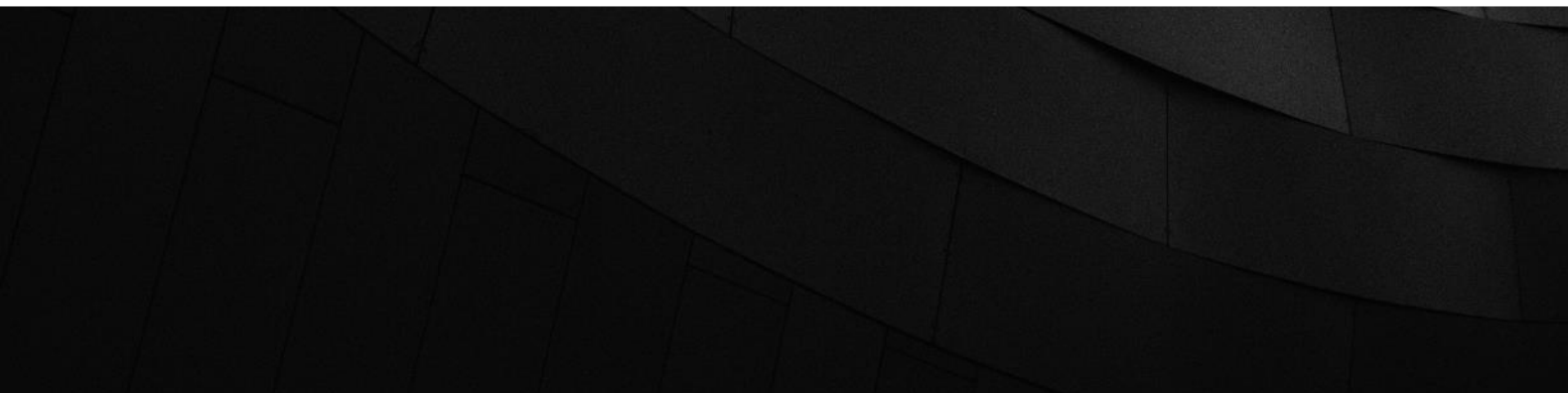# The Australian Seniors Series:

Modern Australian Manners

JUNE 2017

KEY FINDINGS

Seniors lament the poor standard of social etiquette in Australia…

- Most seniors rate the general standard of social etiquette in Australia these days as poor.
- Most seniors also think that social etiquette in Australia has gotten worse in the last 20 years, claiming that people are now ruder or more impatient to one another.

Particularly when it comes to millennials

- The majority of seniors agree that some of the younger generation's ideas of social etiquette do not make sense to them and do not live up to their standards.
- Seniors also cite a range of pet peeves that bother them more these days compared to when they were younger.
- These include how young people think they know everything and over entitled younger generations, who most commonly cite how the world owes them and that they have it tougher than the older generations
- The majority of seniors also feel that millennials lack respect for older generations, so much so that even the majority of millennials admit that members of their generation lack respect for the elders.

However, they actually have quite a lot of common views on social etiquette practices, including their verdict on Sydney and Melbourne

- However, seniors and millennials actually have quite a lot of common views on social etiquette practices.
- Although most seniors and millennials claim to understand the dos and don'ts of social media, many have come to regret making an inappropriate social media post as well as other social media 'fails' in the past.
- Seniors and millennials are largely on the same page in terms of the most important social etiquette practices in the workplace, at home, in public and at social events, as well as the most quintessential Australian social etiquette practices.
- Seniors and millennials also tend to agree that Melbourne is the best city in the social etiquette stakes and that Sydney has won the dubious honour of being the worst city.

What political correctness?

- While most seniors tend to think their sense of humour is about the same as when they were younger, some believe that theirs is now bigger due to age and wisdom.
- Many seniors claim to have used humour when the jokes are politically incorrect and most seniors claim to have told an inappropriate joke in the past.
- The vast majority of seniors bemoan political correctness, claiming that political correctness is not authentic and is ruining society.

MAIN FINDINGS

SOCIAL ETIQUETTE

- Most seniors rate the general standard of social etiquette in Australia these days as poor, particularly among millennials.
- The majority of seniors agree that some of the younger generation's ideas of social etiquette do not make sense to them and do not live up to their standards.
- Most seniors also think that social etiquette in Australia has gotten worse in the last 20 years, claiming that people are now ruder or more impatient to one another.
- However, seniors and millennials actually have quite a lot of common views on social etiquette practices.
- Although most seniors and millennials claim to understand the dos and don'ts of social media, many have come to regret making an inappropriate social media post as well as other social media 'fails' in the past.
- Seniors and millennials are largely on the same page in terms of the most important social etiquette practices in the workplace, at home, in public and at social events, as well as the most quintessential Australian social etiquette practices.
- Seniors and millennials also tend to agree that Melbourne is the best city in the social etiquette stakes and that Sydney has won the dubious honour of being the worst city.

Social Etiquette is a code of conventional norms that defines expectations for social behaviour. These are the often unspoken customs and pleasantries we expect others to abide by to facilitate social cohesion (e.g. being polite to strangers).

How would you rate the general standard of social etiquette in Australia these days?
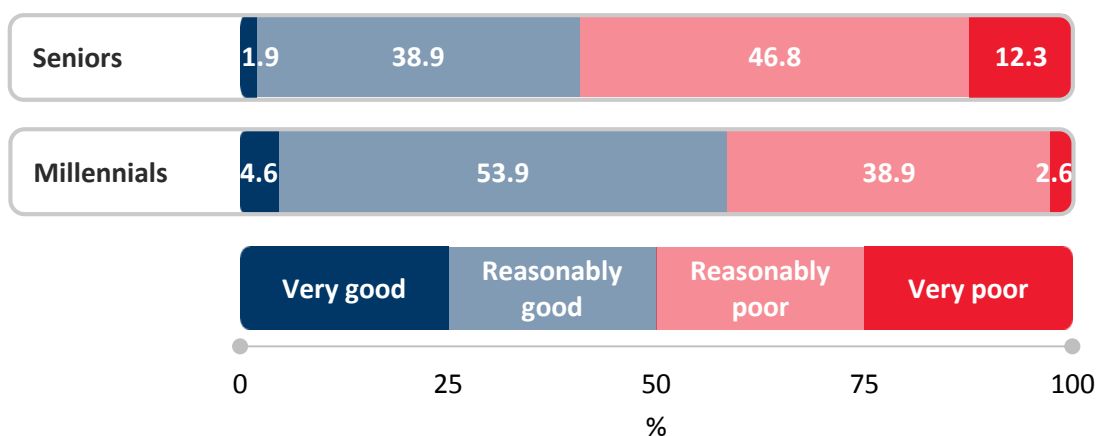
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: How would you rate the general standard of social etiquette in Australia these days?

Only two in five (40.8%) seniors deem the general standard of social etiquette in Australia to be good, with close to two in five (59.1%) deeming it to be poor. Millennials are more positive in this regard, with close to three in five (58.5%) deeming it to be good.

How would you rate the general standard of social etiquette in Australia these days among millennials?

Seniors

Very good	Reasonably good	Reasonably poor	Very poor
1.1	31.8	47.1	20.0

Millennials

Very good	Reasonably good	Reasonably poor	Very poor
3.9	44.9	44.6	6.6

Very good	Reasonably good	Reasonably poor	Very poor

0 25 50 75 100
%

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: How would you rate the general standard of social etiquette in Australia these days among millennials?

Focusing on the general standard of social etiquette among millennials, only a third (32.9%) of seniors deem it to be good, with more than two thirds (67.1%) deeming it to be poor. Millennials are again more positive, with close to half (48.8%) rating it as good.
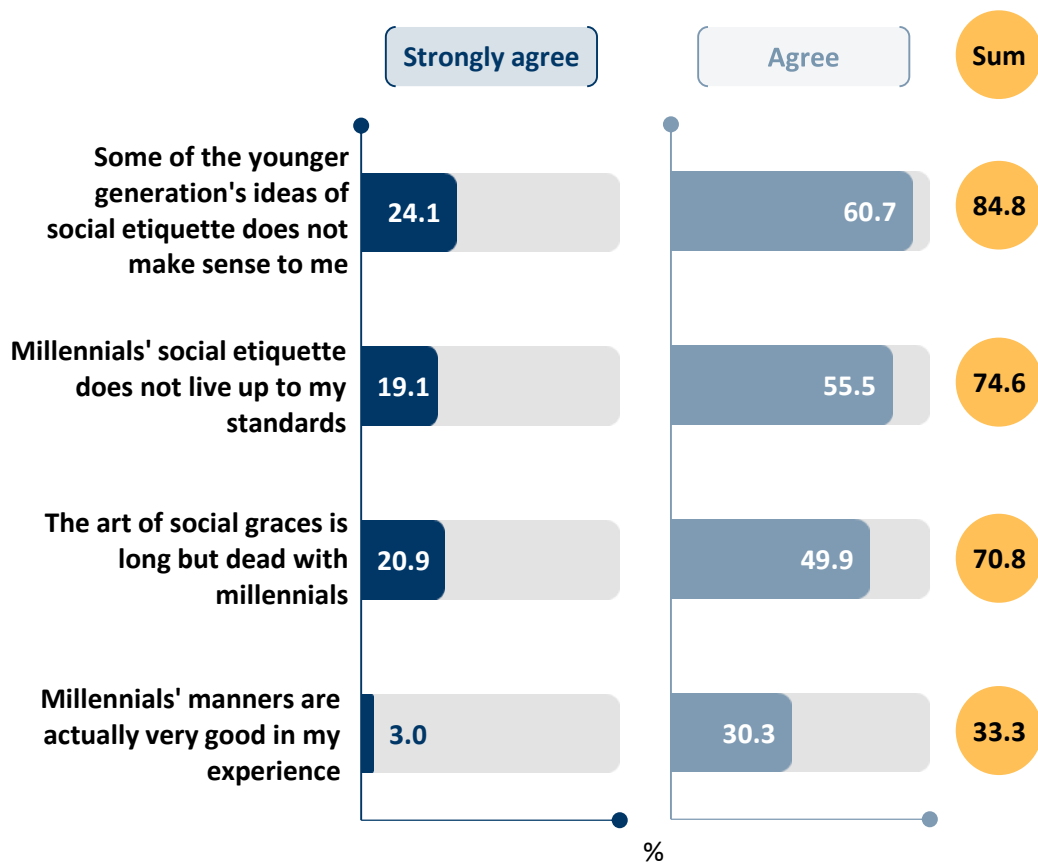
How would you rate the general standard of social etiquette in Australia these days among seniors over 50 years old?

Seniors

Very good	Reasonably good	Reasonably poor	Very poor
21.9	67.8	9.0	

Millennials

Very good	Reasonably good	Reasonably poor	Very poor
11.3	60.9	24.0	3.8

Very good	Reasonably good	Reasonably poor	Very poor

0 25 50 75 100
%

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: How would you rate the general standard of social etiquette in Australia these days among seniors over 50 years old?

Shifting the focus to the general standard of social etiquette among seniors (over 50 years old), the vast majority (89.7%) of seniors deem it to be good. Millennials are less likely to hold this view (72.2%), although the large majority still rate it as good.

How much do you agree with the following statements on the millennial generation's social etiquette these days?
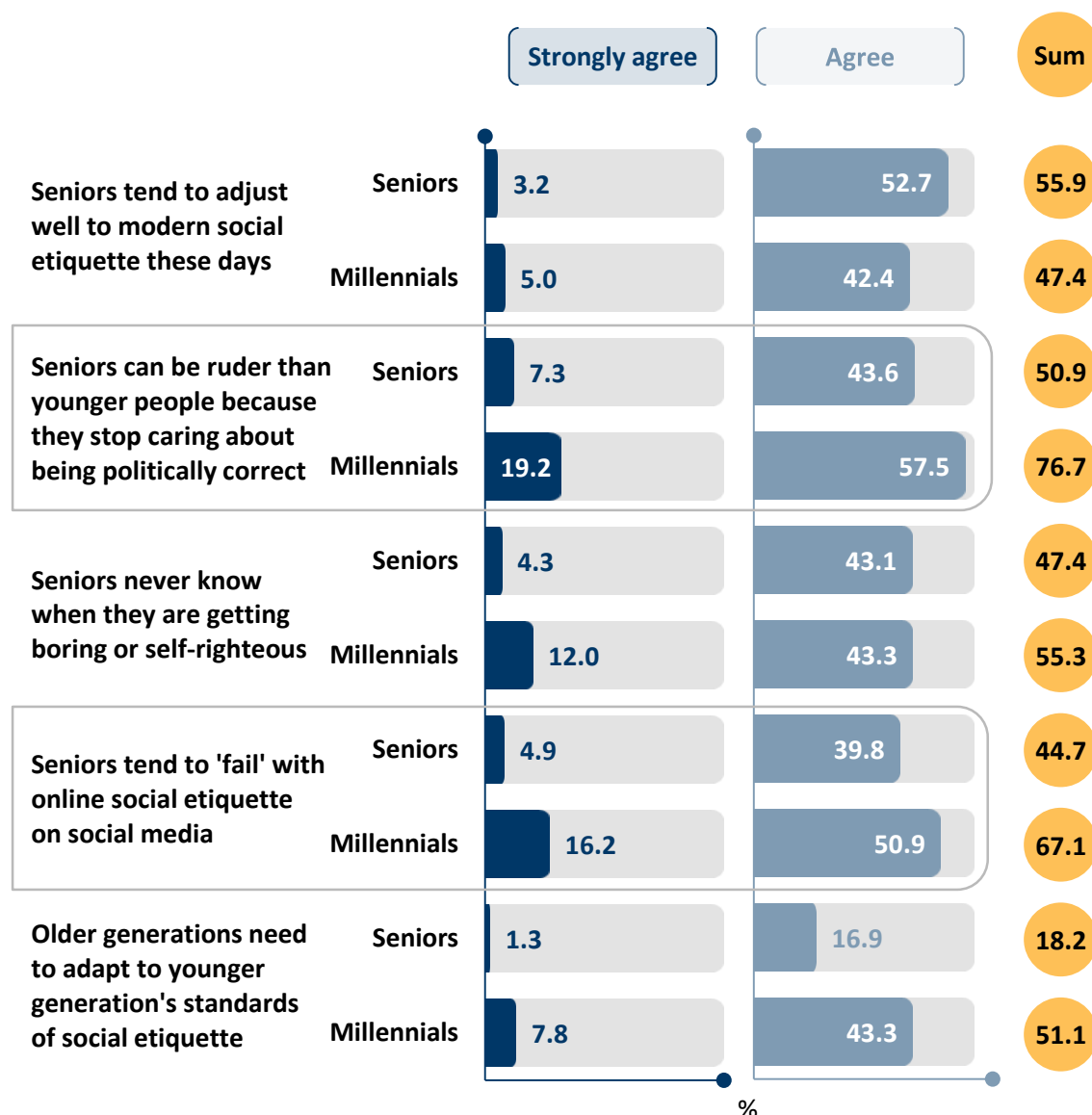
	Strongly agree	Agree	Sum
Some of the younger generation's ideas of social etiquette does not make sense to me	24.1	60.7	84.8
Millennials' social etiquette does not live up to my standards	19.1	55.5	74.6
The art of social graces is long but dead with millennials	20.9	49.9	70.8
Millennials' manners are actually very good in my experience	3.0	30.3	33.3

%

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: How much do you agree with the following statements on the millennial generation's social etiquette these days?

More than four in five (84.8%) seniors agree that some of the younger generation's ideas of social etiquette do not make sense to them. The large majority also agree that millennials' social etiquette does not live up to their standards (74.6%) or that the art of social graces is all but dead with millennials (70.8%).

Only a third (33.3%) of seniors agree that based on their experience, millennials' manners are actually very good.

How much do you agree with the following statements on the more senior generation's (i.e. those over 50 years old) social etiquette these days?
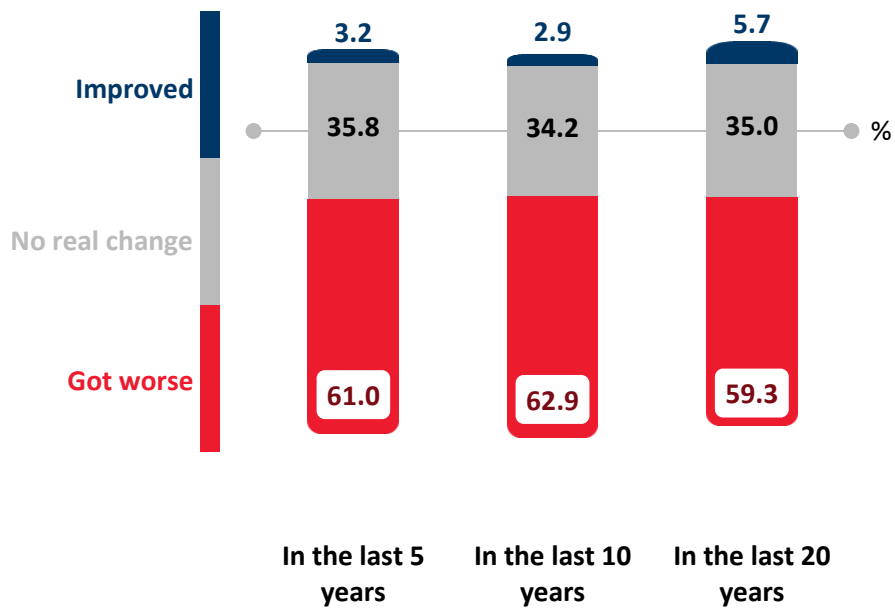

Strongly agree **Agree** **Sum**

Statement	Group	Strongly agree	Agree	Sum
Seniors tend to adjust well to modern social etiquette these days	Seniors	3.2	52.7	55.9
	Millennials	5.0	42.4	47.4
Seniors can be ruder than younger people because they stop caring about being politically correct	Seniors	7.3	43.6	50.9
	Millennials	19.2	57.5	76.7
Seniors never know when they are getting boring or self-righteous	Seniors	4.3	43.1	47.4
	Millennials	12.0	43.3	55.3
Seniors tend to 'fail' with online social etiquette on social media	Seniors	4.9	39.8	44.7
	Millennials	16.2	50.9	67.1
Older generations need to adapt to younger generation's standards of social etiquette	Seniors	1.3	16.9	18.2
	Millennials	7.8	43.3	51.1

%

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: How much do you agree with the following statements on the more senior generation's (i.e. those over 50 years old) social etiquette these days?

More than half (55.9%) of seniors agree that seniors tend to adjust well to modern social etiquette these days, compared to less than half (47.4%) of millennials.

However, millennials are more likely than seniors to agree that seniors can be ruder than younger people because they stop caring about being politically correct (76.7% vs. 50.9%) or that seniors tend to 'fail' with online social etiquette on social media (67.1% vs. 44.7%). They are also more likely to agree that seniors never know when they are getting boring or self-righteous (55.3% vs. 47.4%).

More than half (51.1%) of millennials agree that older generations need to adapt to the younger generation's standards of social etiquette, while only 18.2% of seniors believe so.
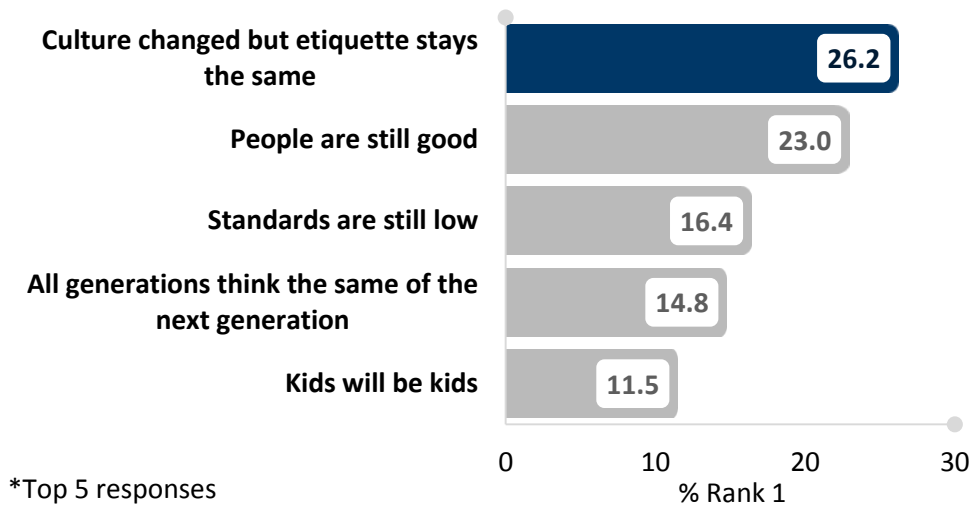
How much do you feel that the social etiquette in Australia has changed...

Improved

No real change

Got worse

	In the last 5 years	In the last 10 years	In the last 20 years
Improved	3.2	2.9	5.7
No real change	35.8	34.2	35.0
Got worse	61.0	62.9	59.3

%

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: How much do you feel that the social etiquette in Australia has changed...

Most seniors feel that the social etiquette in Australia has gotten worse in the last five years (61.0%), in the last 10 years (62.9%) or in the last 20 years (59.3%).

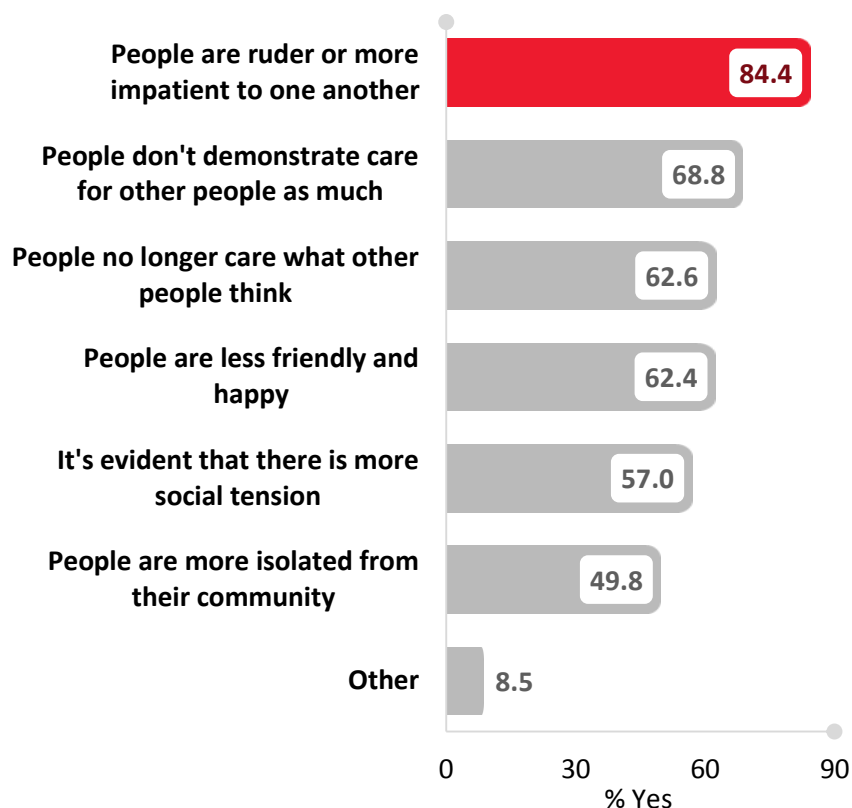Why do you feel that way? Please list up to five, with the main reason listed first.

Culture changed but etiquette stays the same — 26.2
People are still good — 23.0
Standards are still low — 16.4
All generations think the same of the next generation — 14.8
Kids will be kids — 11.5

*Top 5 responses

% Rank 1

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Why do you feel that way?

For seniors who feel that social etiquette in Australia has had no real change in the last 20 years, they most commonly believe that 'culture changed but etiquette stays the same' or that 'people are still good'.

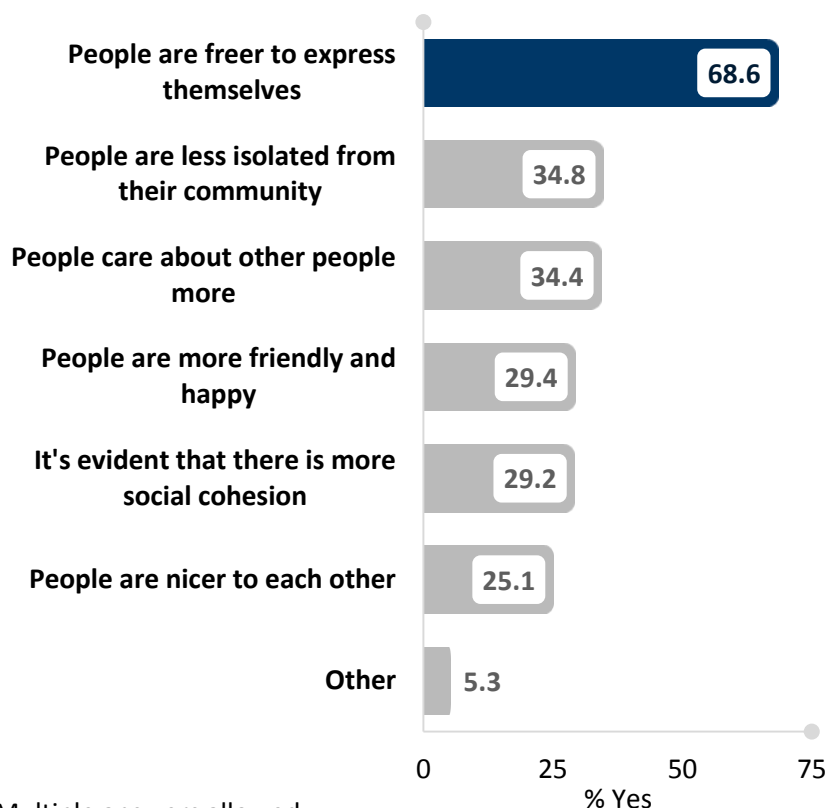What do you feel are the greatest impacts of these changes on yourself and the society in general?

People are ruder or more impatient to one another — 84.4

People don't demonstrate care for other people as much — 68.8

People no longer care what other people think — 62.6

People are less friendly and happy — 62.4

It's evident that there is more social tension — 57.0

People are more isolated from their community — 49.8

Other — 8.5

% Yes

*Multiple answers allowed
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What do you feel are the greatest impacts of these changes
on yourself and the society in general? [Social etiquette got worse]

For seniors who say that social etiquette in Australia has gotten worse, more than four in five (84.4%) cite 'people are ruder or more impatient to one another' as its greatest impact. Similar proportions say people do not 'demonstrate care for other people as much' (68.8%), 'no longer care what other people think' (62.6%) or that 'people are less friendly and happy' (62.4%).

What do you feel are the greatest impacts of these changes on yourself and the society in general?
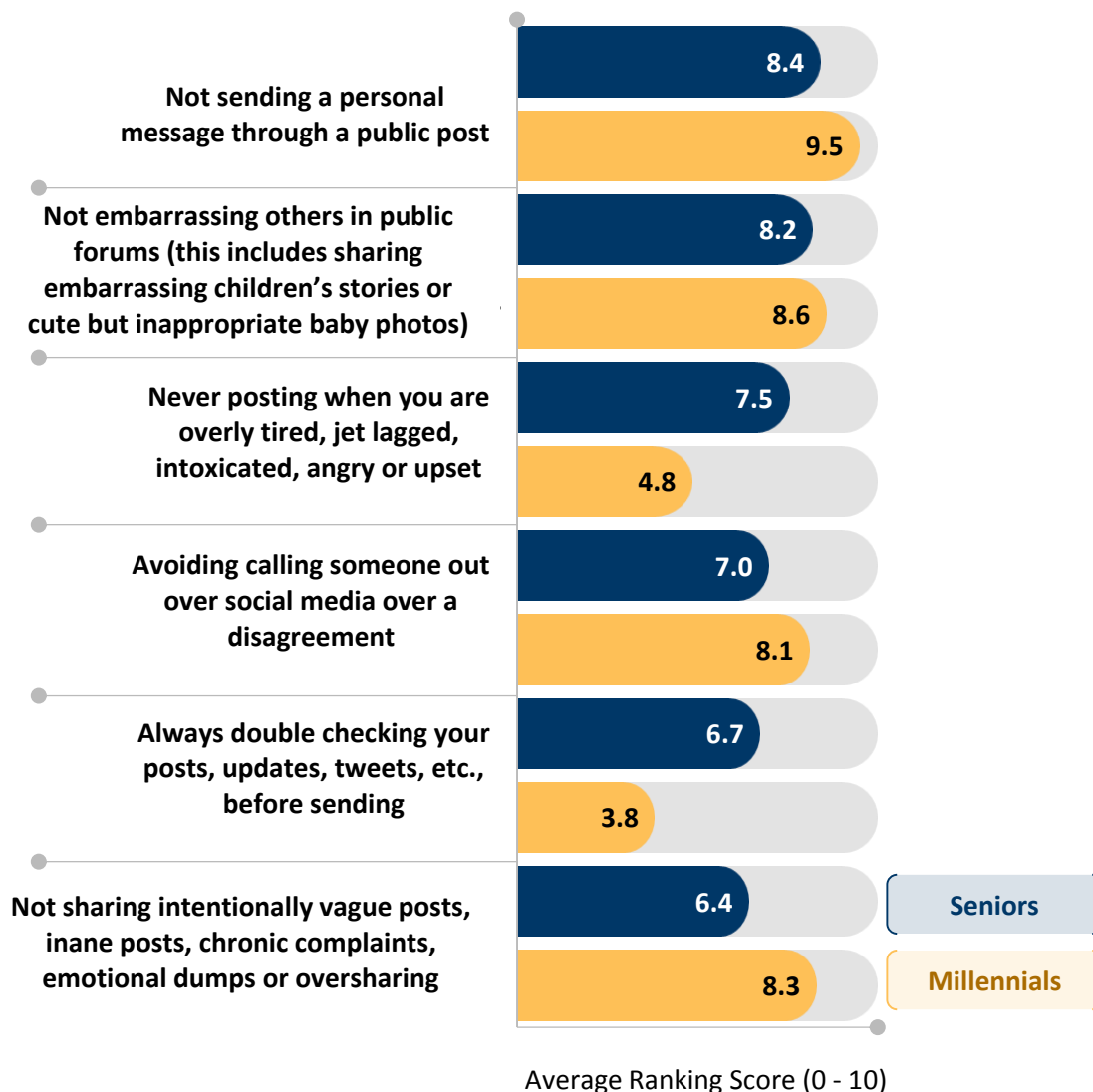

*Multiple answers allowed
**Data is indicative due to low sample size
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What do you feel are the greatest impacts of these changes on yourself and the society in general? [Social etiquette improved]
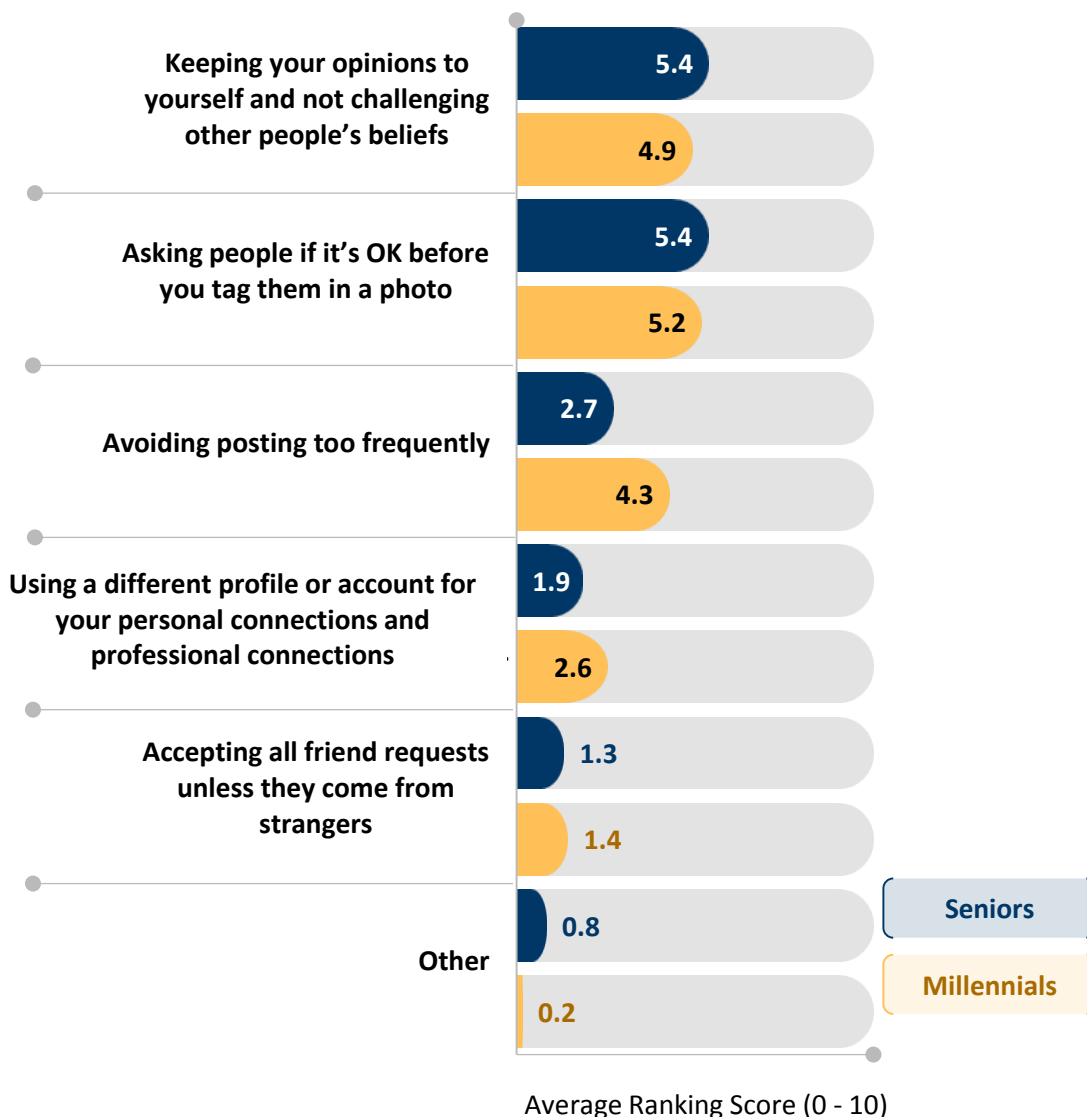
For seniors who say that social etiquette in Australia has improved, more than two-thirds (68.6%) say its greatest impact is that 'people are freer to express themselves'. Other impacts include 'people are less isolated from their community' (34.8%) and 'people care about other people more' (34.4%).

What do you feel are the most important social etiquette practices on <u>social media</u>? Please rank up to three with the topmost being the most important social etiquette practice.

Not sending a personal message through a public post
- Seniors: 8.4
- Millennials: 9.5

Not embarrassing others in public forums (this includes sharing embarrassing children's stories or cute but inappropriate baby photos)
- Seniors: 8.2
- Millennials: 8.6

Never posting when you are overly tired, jet lagged, intoxicated, angry or upset
- Seniors: 7.5
- Millennials: 4.8

Avoiding calling someone out over social media over a disagreement
- Seniors: 7.0
- Millennials: 8.1

Always double checking your posts, updates, tweets, etc., before sending
- Seniors: 6.7
- Millennials: 3.8

Not sharing intentionally vague posts, inane posts, chronic complaints, emotional dumps or oversharing
- Seniors: 6.4
- Millennials: 8.3

Seniors
Millennials

Average Ranking Score (0 - 10)

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
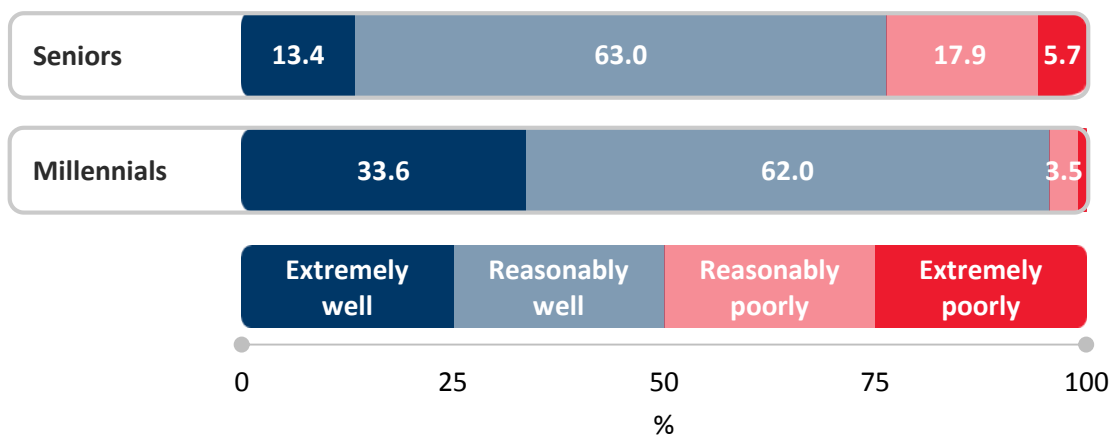*Question: What do you feel are the most important social etiquette practices on social media?*

Keeping your opinions to yourself and not challenging other people's beliefs — 5.4 / 4.9

Asking people if it's OK before you tag them in a photo — 5.4 / 5.2

Avoiding posting too frequently — 2.7 / 4.3

Using a different profile or account for your personal connections and professional connections — 1.9 / 2.6

Accepting all friend requests unless they come from strangers — 1.3 / 1.4

Other — 0.8 / 0.2

Seniors
Millennials

Average Ranking Score (0 - 10)

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What do you feel are the most important social etiquette practices on social media?

Seniors rank 'not sending a personal message through a public post' as the most important social etiquette practice on social media, with an average ranking score of 8.4 out of 10. This is followed by 'not embarrassing others in public forums' (8.2) and never posting on social media when overly tired, jetlagged, intoxicated, angry or upset (7.5).

For millennials, the top three social media no-no's are sending a personal message through a public post (9.5), embarrassing others in public forums (8.6) and sharing intentionally vague posts, inane posts, chronic complaints, emotional dumps or oversharing (8.3).
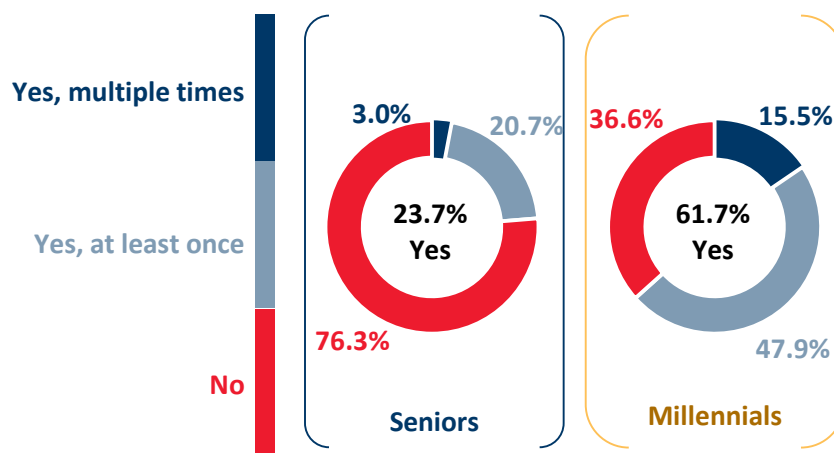
How well do you think you understand the dos and don'ts of social media?

	Extremely well	Reasonably well	Reasonably poorly	Extremely poorly
Seniors	13.4	63.0	17.9	5.7
Millennials	33.6	62.0	3.5	

0   25   50   75   100
%

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: How well do you think you understand the do's and don'ts of social media?

More than three in four (76.4%) seniors think they understand the dos and don'ts of social media at least reasonably well, while nearly all (95.6%) millennials hold this view.

Have you ever regretted a post you made on social media?

Yes, multiple times

Yes, at least once

No

Seniors: 3.0% / 20.7% / 23.7% Yes / 76.3%

Millennials: 36.6% / 15.5% / 61.7% Yes / 47.9%

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Have you ever regretted a post you made on social media?

Close to one in four (23.7%) seniors say they have regretted a post they made on social media. This proportion is much higher among millennials, with more than three in five (61.7%) having regretted a post they made on social media.

What are the most embarrassing social etiquette 'fails' you have made on social media?
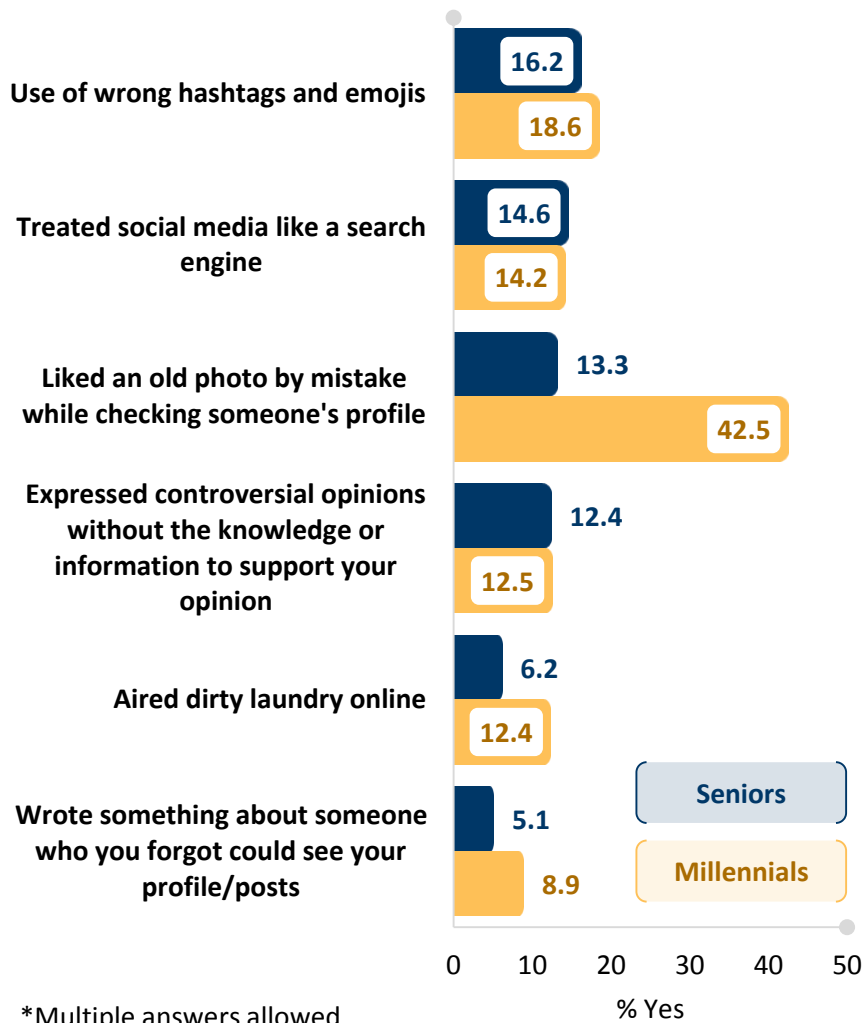
	Seniors	Millennials
Use of wrong hashtags and emojis	16.2	18.6
Treated social media like a search engine	14.6	14.2
Liked an old photo by mistake while checking someone's profile	13.3	42.5
Expressed controversial opinions without the knowledge or information to support your opinion	12.4	12.5
Aired dirty laundry online	6.2	12.4
Wrote something about someone who you forgot could see your profile/posts	5.1	8.9

*Multiple answers allowed

% Yes

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What are the most embarrassing social etiquette fails you have made on social media?

Social media meltdown — 4.6 / 10.3

Inappropriate middle of the night tweets — 3.7 / 10.6

Criticised my workplace, colleagues or bosses, forgetting I am friends with them — 3.1 / 2.7

Can't recall / No embarrassing posts — 30.6 / 7.2

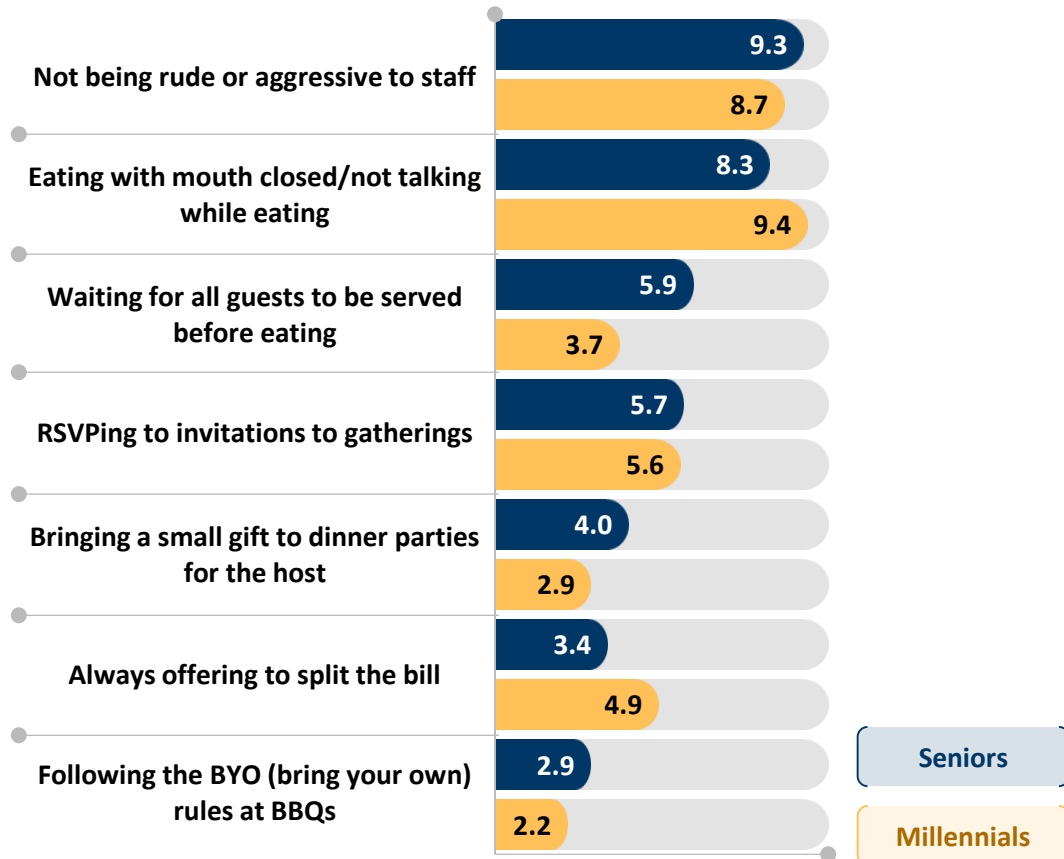**Other** — 7.7 / 7.6

Seniors

Millennials

% Yes
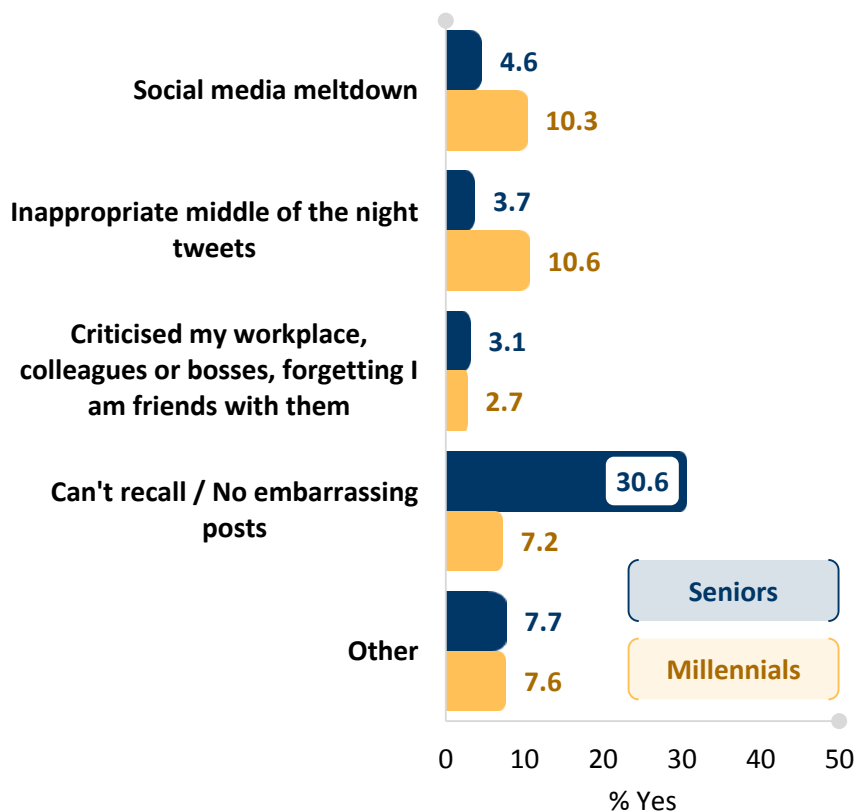
*Multiple answers allowed

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What are the most embarrassing social etiquette fails you have made on social media?

For seniors, the most common embarrassing social etiquette 'fails' they have made on social media are using the wrong hashtags and emojis (16.2%) and treating social media like a search engine (14.6%). They also cite liking an old photo by mistake while checking someone's profile (13.3%) and expressing controversial opinions without supporting knowledge or information (12.4%).

By far the most common embarrassing social etiquette 'fail' that millennials have made on social media is liking an old photo by mistake while checking someone's profile (42.5%).
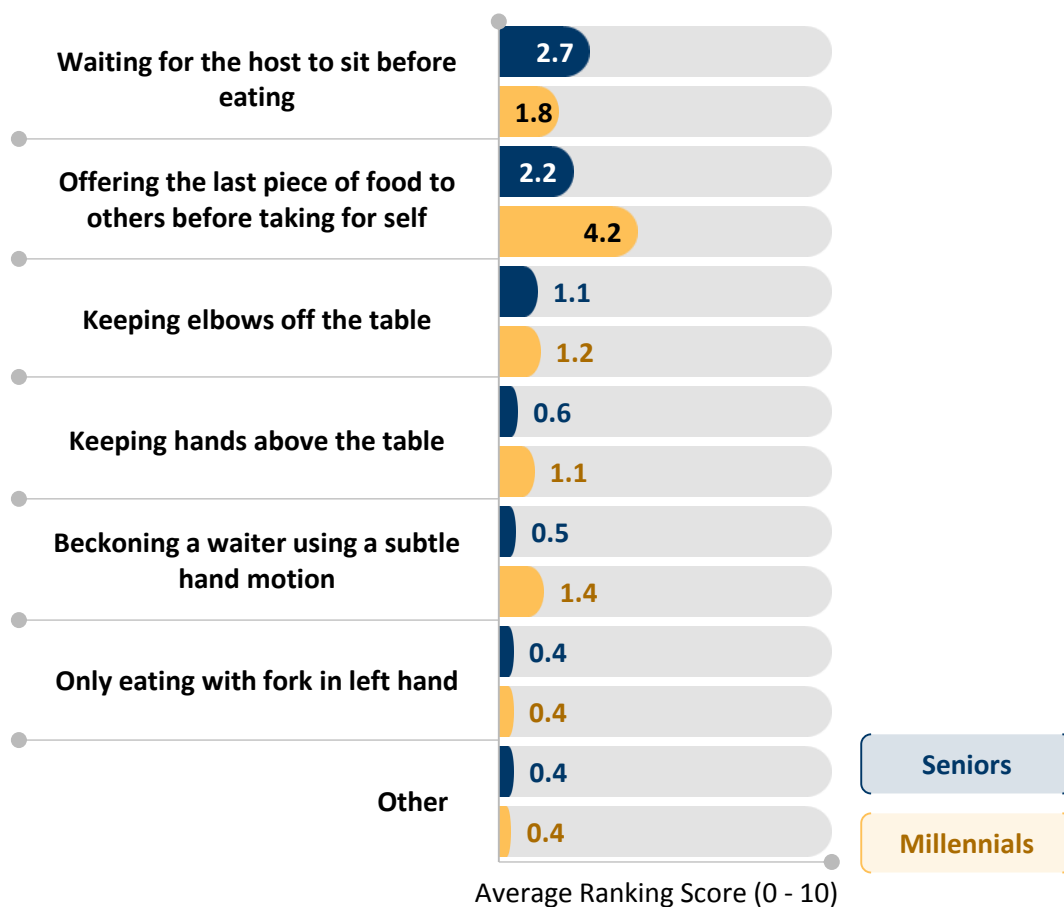
What do you feel are the most important social etiquette practices in the workplace? Please rank up to three with the topmost being the most important social etiquette practice.

Putting your phone away in meetings
- Seniors: 9.2
- Millennials: 6.9

Always being punctual
- Seniors: 9.1
- Millennials: 8.7

Ensuring personal hygiene
- Seniors: 7.8
- Millennials: 7.8

Showing a pleasant demeanour
- Seniors: 5.4
- Millennials: 6.6

Not discussing personal matters or politics, unless colleagues are old, trusted friends
- Seniors: 5.3
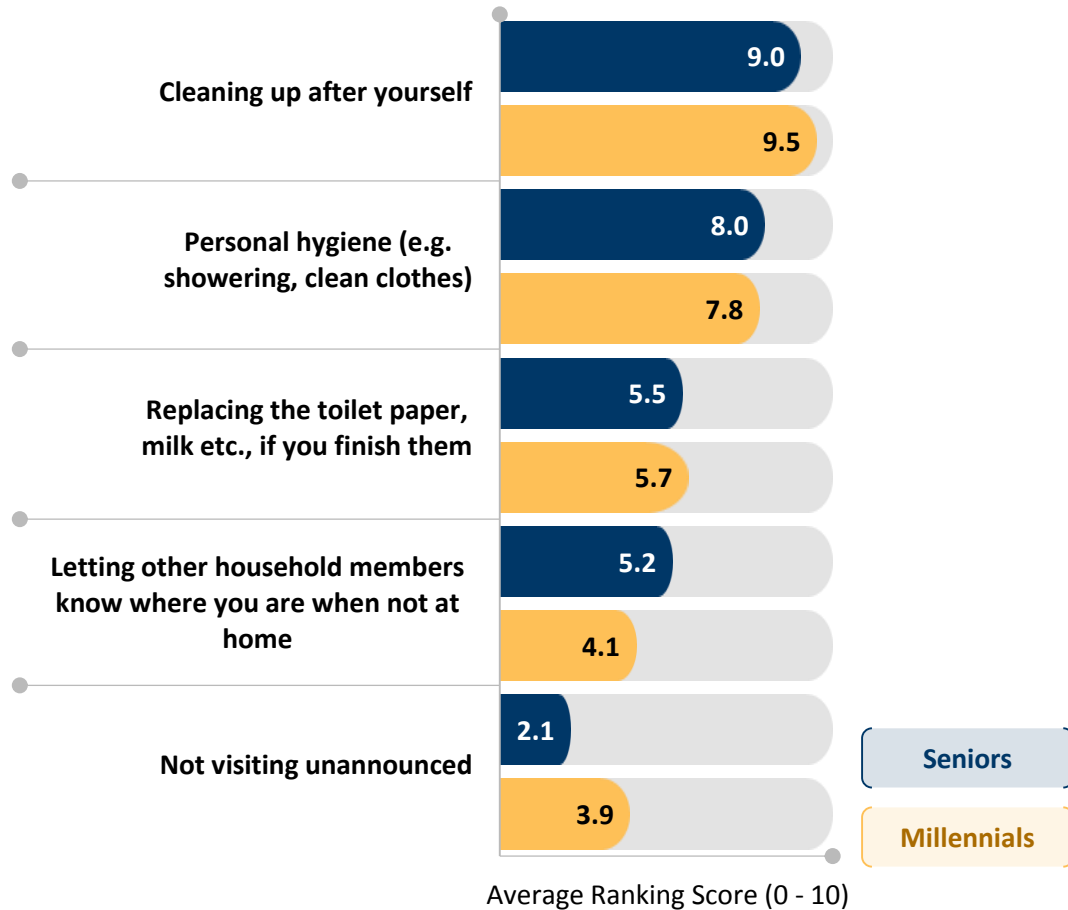- Millennials: 5.6

Average Ranking Score (0 - 10)

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What do you feel are the most important social etiquette practices in the workplace?

Not overplaying qualifications, rank or titles for personal benefit — Seniors: 3.9, Millennials: 4.1

Never raising your voice — Seniors: 2.9, Millennials: 2.3

Following a conservative or smart dressing style — Seniors: 1.9, Millennials: 3.9

Waiting to use first names until invited to do so — Seniors: 1.8, Millennials: 1.2

Other — Seniors: 0.2, Millennials: 0.1

Average Ranking Score (0 - 10)
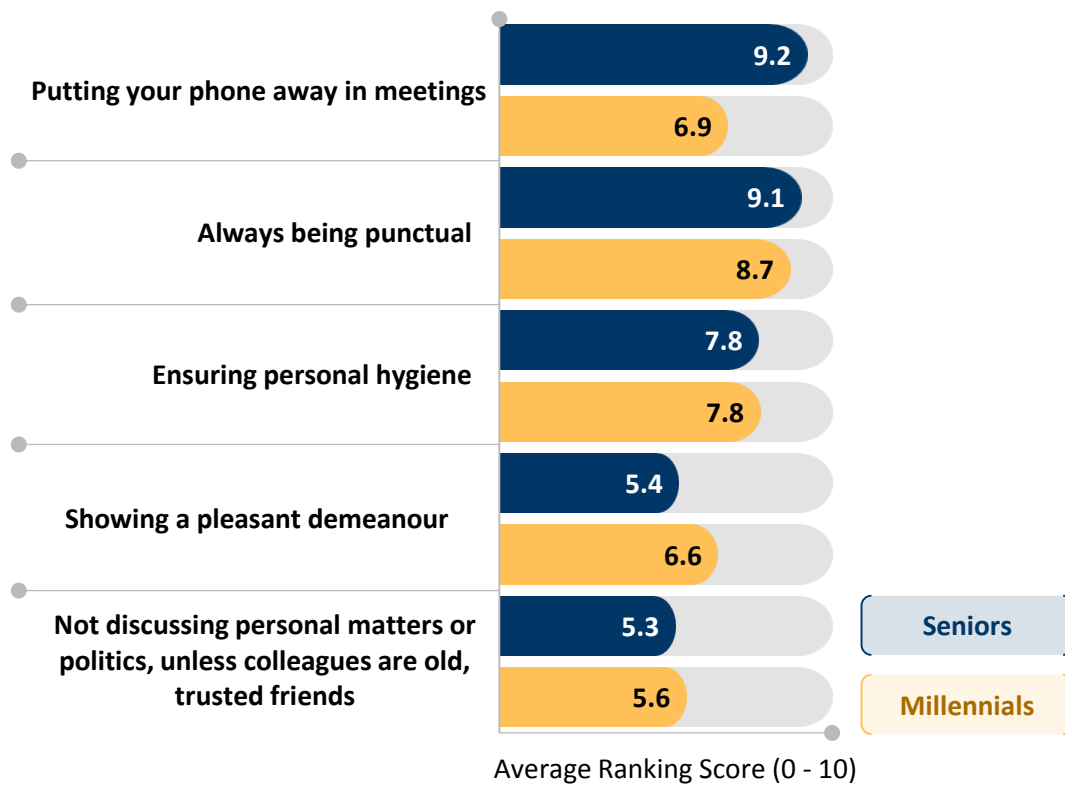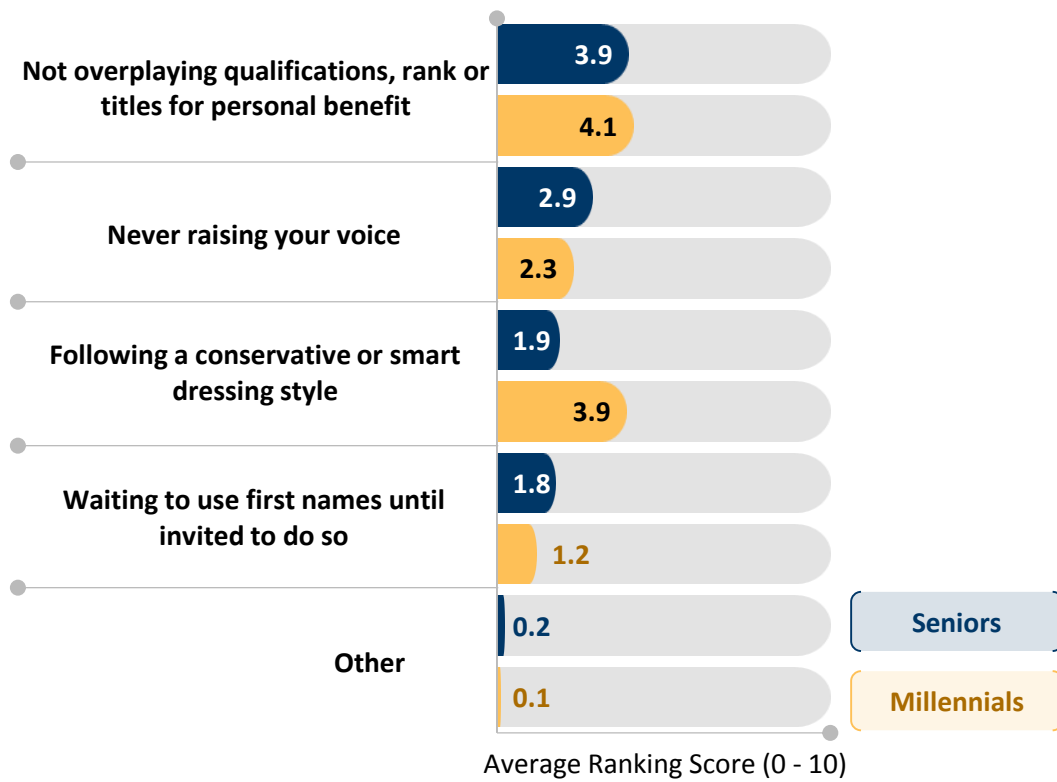
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What do you feel are the most important social etiquette practices in the workplace?

Seniors say putting phones away in meetings is the most important social etiquette practice in the workplace, with an average ranking score of 9.2 out of 10. Rounding out their top three are always being punctual (9.1) and ensuring personal hygiene (7.8).

These are also the top three social etiquette practices in the workplace according to millennials.

What do you feel are the most important social etiquette practices when eating out or at dinner parties/BBQs? Please rank up to three with the topmost being the most important social etiquette practice.

Practice	Seniors	Millennials
Not being rude or aggressive to staff	9.3	8.7
Eating with mouth closed/not talking while eating	8.3	9.4
Waiting for all guests to be served before eating	5.9	3.7
RSVPing to invitations to gatherings	5.7	5.6
Bringing a small gift to dinner parties for the host	4.0	2.9
Always offering to split the bill	3.4	4.9
Following the BYO (bring your own) rules at BBQs	2.9	2.2

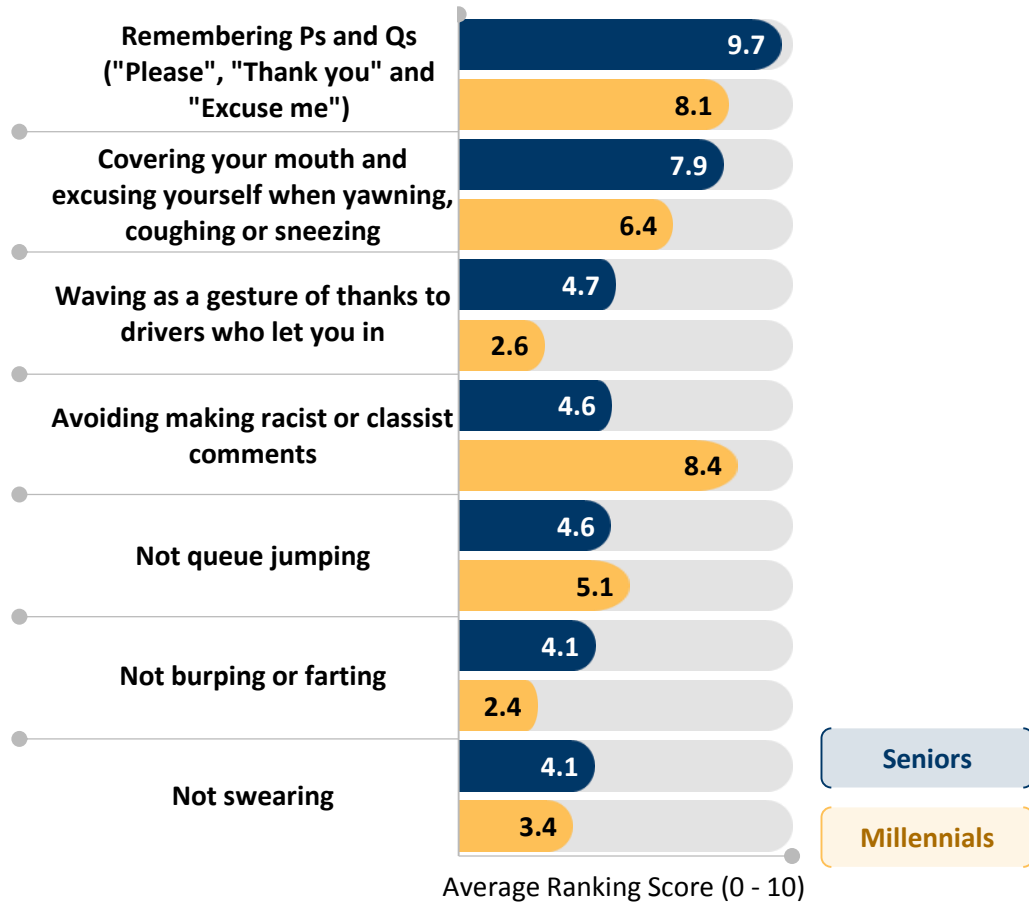Average Ranking Score (0 - 10)

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What do you feel are the most important social etiquette practices when eating out or at dinner parties/BBQs?

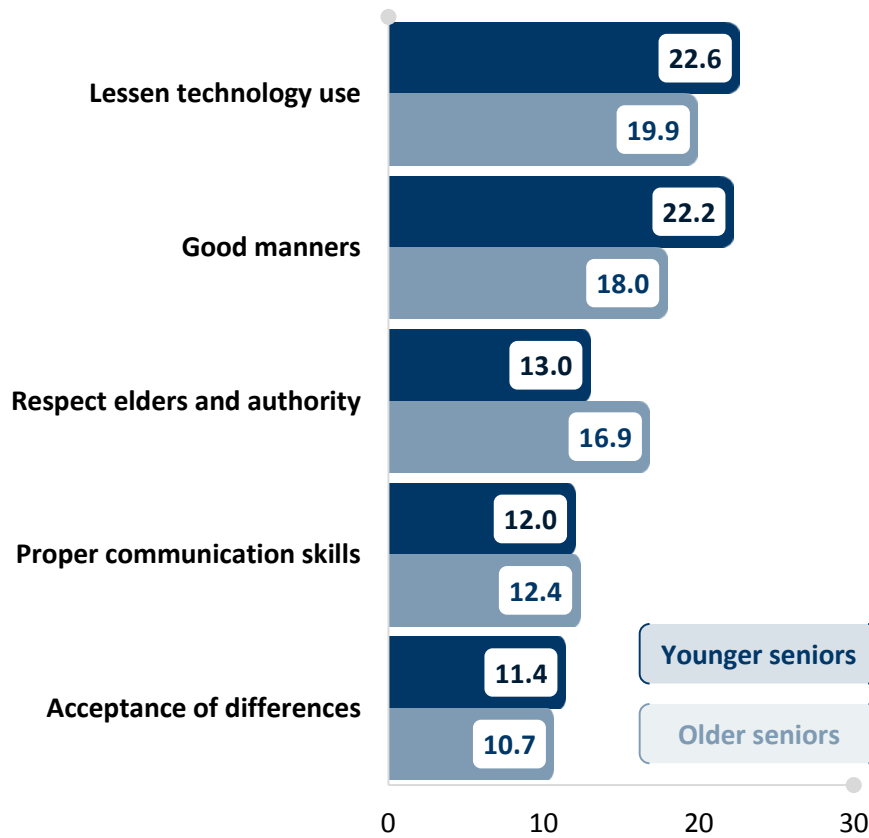|	Average Ranking Score (0 - 10)
Waiting for the host to sit before eating	2.7 / 1.8
Offering the last piece of food to others before taking for self	2.2 / 4.2
Keeping elbows off the table	1.1 / 1.2
Keeping hands above the table	0.6 / 1.1
Beckoning a waiter using a subtle hand motion	0.5 / 1.4
Only eating with fork in left hand	0.4 / 0.4
Other	0.4 / 0.4

Seniors | Millennials

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What do you feel are the most important social etiquette practices when eating out or at dinner parties/BBQs?

Seniors rank 'not being rude or aggressive to staff' as the most important social etiquette practice when eating out or at dinner parties/BBQs, with an average ranking score of 9.3 out of 10. This is followed by 'eating with mouth closed/not talking while eating' (8.3) and 'waiting for all guests to be served before eating' (5.9).

The top three among millennials is slightly different, with 'eating with mouth closed/not talking while eating' topping the list (9.4), followed by 'not being rude or aggressive to staff' (8.7) and 'RSVPing to invitations to gatherings' (5.6).

What do you feel are the most important social etiquette practices <u>at home</u>? Please rank up to three with the topmost being the most important social etiquette practice.

Average Ranking Score (0 - 10)

Cleaning up after yourself	9.0 / 9.5
Personal hygiene (e.g. showering, clean clothes)	8.0 / 7.8
Replacing the toilet paper, milk etc., if you finish them	5.5 / 5.7
Letting other household members know where you are when not at home	5.2 / 4.1
Not visiting unannounced	2.1 / 3.9

Seniors
Millennials

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What do you feel are the most important social etiquette practices at home?

Not raising your voice — 2.1 / 2.2

Not being late to dinner — 1.8 / 1.2

Never interrupting elders — 1.8 / 1.3
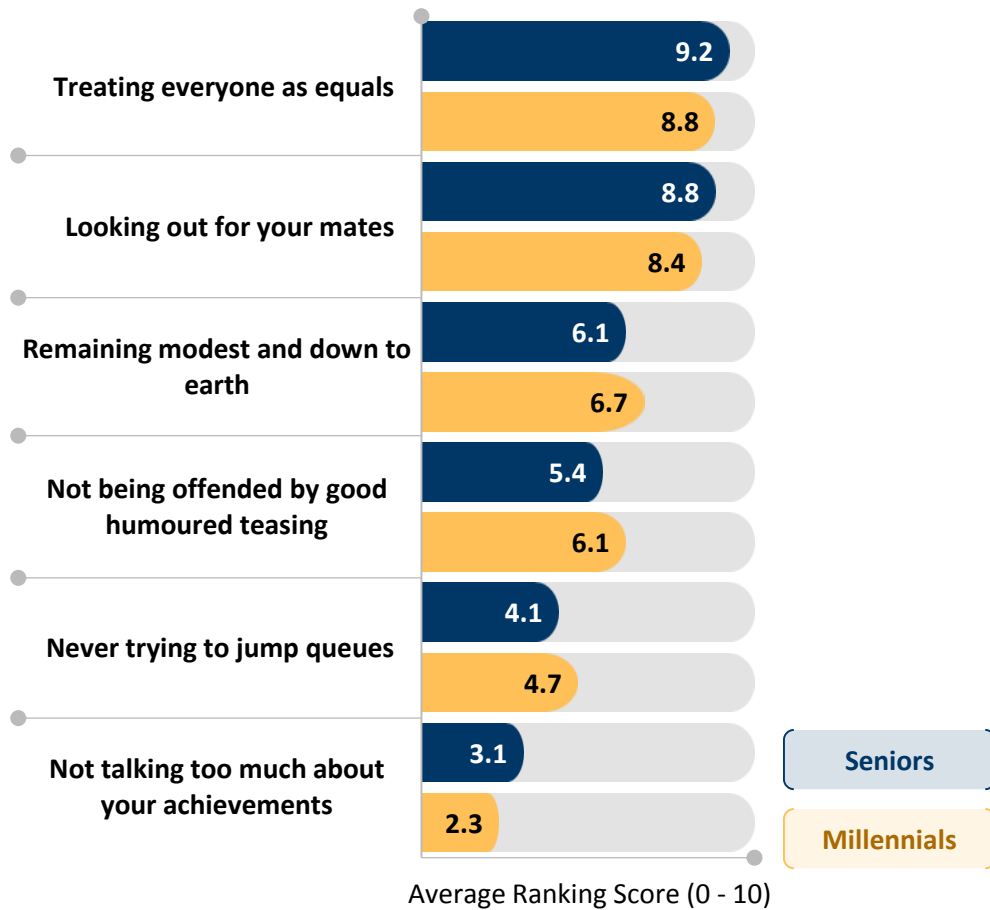
Other — 0.1

Seniors

Millennials

Average Ranking Score (0 - 10)
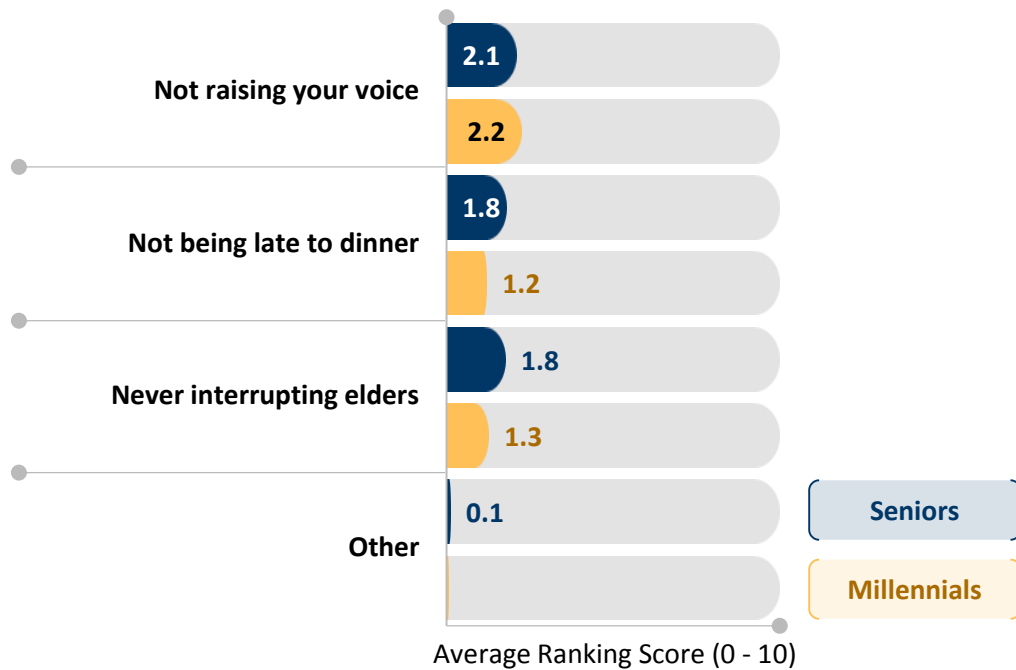
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What do you feel are the most important social etiquette practices at home?

Seniors say cleaning up after themselves is the most important social etiquette practice at home, with an average ranking score of 9.0 out of 10. Rounding out their top three are ensuring personal hygiene (8.0) and replacing things when they run out (5.5).

These are also the top three social etiquette practices at home according to millennials.

What do you feel are the most important social etiquette practices <u>out in public</u>? Please rank up to three with the topmost being the most important social etiquette practice.

	Seniors	Millennials
Remembering Ps and Qs ("Please", "Thank you" and "Excuse me")	9.7	8.1
Covering your mouth and excusing yourself when yawning, coughing or sneezing	7.9	6.4
Waving as a gesture of thanks to drivers who let you in	4.7	2.6
Avoiding making racist or classist comments	4.6	8.4
Not queue jumping	4.6	5.1
Not burping or farting	4.1	2.4
Not swearing	4.1	3.4

Average Ranking Score (0 - 10)

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What do you feel are the most important social etiquette practices out in public?

Social Etiquette Practice	Seniors	Millennials
Not getting in other peoples personal space when avoidable	3.7	6.3
Not littering	3.3	4.9
Opening doors and/or allowing women to go first	3.3	1.7
Keeping to the left when walking	1.8	3.2
Shaking hands with everyone present upon meeting	1.5	1.0
Sitting in the front seat of a taxi/Uber if alone	0.2	0.4
Other	0.1	

Average Ranking Score (0 - 10)
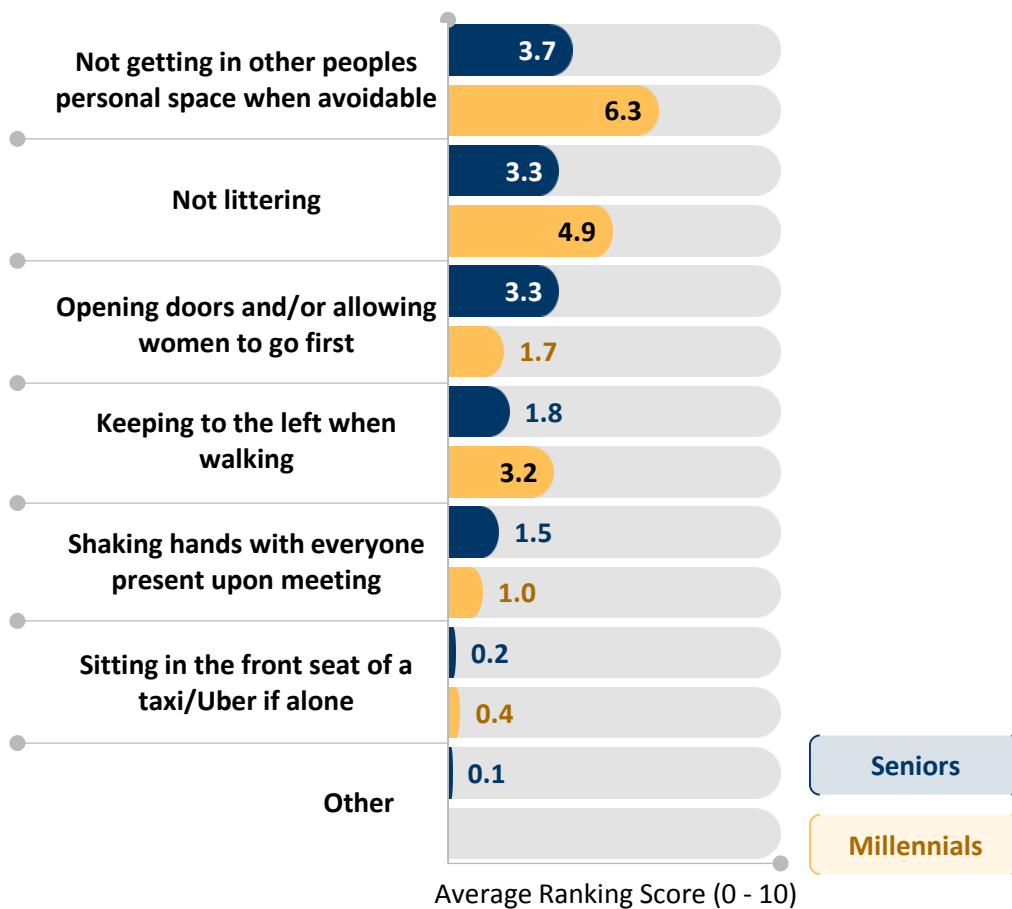
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What do you feel are the most important social etiquette practices out in public?

Seniors rank remembering Ps and Qs ("Please", "Thank you" and "Excuse me") as the most important social etiquette practice out in public, with an average ranking score of 9.7 out of 10. This is followed by covering their mouth and excusing themselves when yawning, coughing or sneezing (7.9) and waving as a gesture of thanks to drivers who let them in (4.7).

The top three among millennials is slightly different, with 'avoiding making racist or classist comments' topping the list (8.4), followed by remembering Ps and Qs (8.1) and covering their mouth and excusing themselves when yawning, coughing or sneezing (6.4).

What are the most important things in terms of social etiquette that you wished millennials would embrace that they currently do not? Please list up to five, with the most important thing listed first.

Lessen technology use — 22.6 / 19.9
Good manners — 22.2 / 18.0
Respect elders and authority — 13.0 / 16.9
Proper communication skills — 12.0 / 12.4
Acceptance of differences — 11.4 / 10.7

Younger seniors / Older seniors

% Rank 1

*Top 5 responses

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What are the most important things in terms of social etiquette that you wished millennials would embrace that they currently do not?

Younger (50-65 years old) and older (over 65 years old) seniors alike most commonly wish for millennials to embrace less technology use, good manners and respect towards elders and authority.

Australia has some of its own unique social etiquette practices. What do you feel are the most important Aussie social etiquette practices? Please rank up to three with the topmost being the most important social etiquette practice.

Treating everyone as equals
- Seniors: 9.2
- Millennials: 8.8

Looking out for your mates
- Seniors: 8.8
- Millennials: 8.4

Remaining modest and down to earth
- Seniors: 6.1
- Millennials: 6.7

Not being offended by good humoured teasing
- Seniors: 5.4
- Millennials: 6.1

Never trying to jump queues
- Seniors: 4.1
- Millennials: 4.7

Not talking too much about your achievements
- Seniors: 3.1
- Millennials: 2.3

Average Ranking Score (0 - 10)

Seniors
Millennials

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Australia has some of its own unique social etiquette practices. What you feel are the most important Aussie social etiquette practices?

BYO to social gatherings 2.7 / 3.1

Not criticising Australia(ns) 1.7 / 1.6

Avoiding discussing politics 1.6 / 1.7

Avoiding overt signs of wealth 1.5 / 0.8

Other 0.2 / 0.1

Seniors / Millennials

Average Ranking Score (0 - 10)
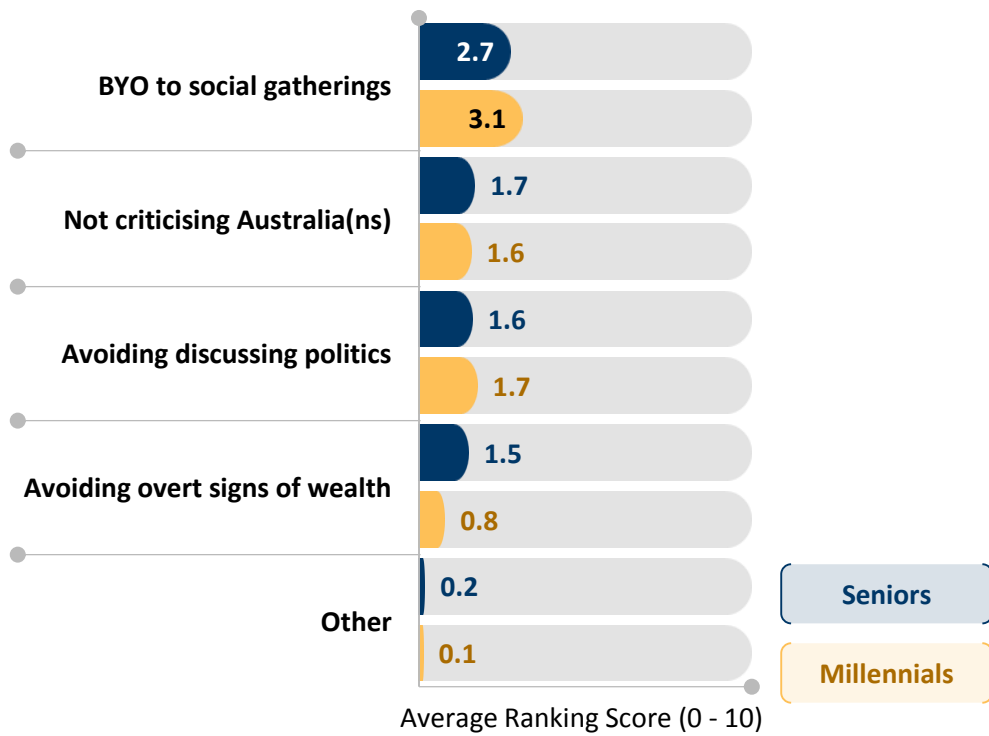
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Australia has some of its own unique social etiquette practices. What you feel are the most important Aussie social etiquette practices?

Seniors rank treating everyone as equals as the most important Australian social etiquette practice, with an average ranking score of 9.2 out of 10. This is followed by looking out for their mates (8.8) and remaining modest and down to earth (6.1).

These are also the top three Australian social etiquette practices according to millennials.

Comparing big cities with those of smaller regional and rural towns in Australia, who do you think fares best in the social etiquette stakes?
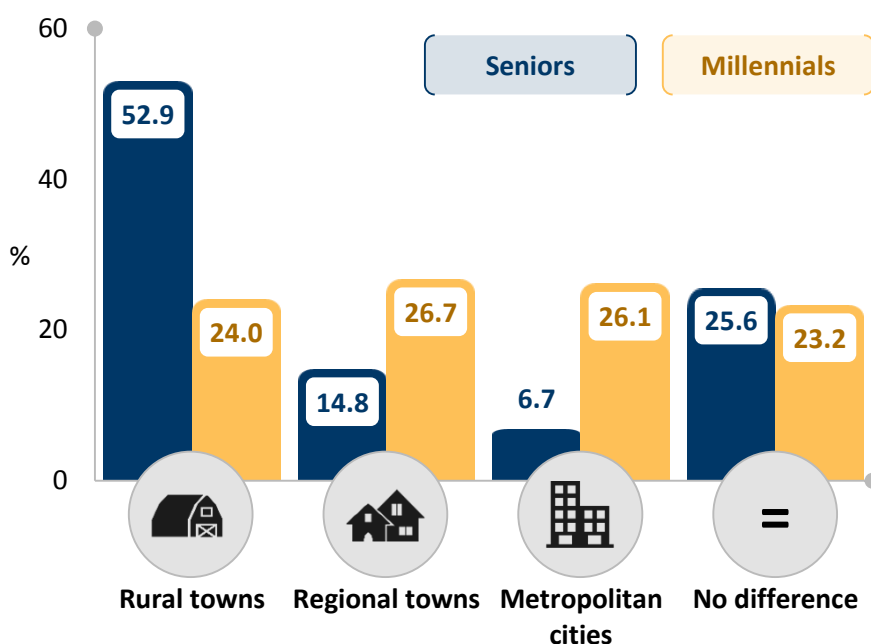
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Comparing big cities with those of smaller regional and rural towns in Australia, who do you think fares best in the social etiquette stakes?

More than half (52.9%) of seniors think rural towns are best in the social etiquette stakes, while one in seven (14.8%) point to regional towns. However, a quarter (25.6%) think there is no difference among big cities and smaller regional or rural towns when it comes to social etiquette.

The views of millennials are quite different, with similar proportions believing rural towns, regional towns or big cities are best in the social etiquette stakes.

Comparing the major cities in Australia, who do you think fares the BEST in the social etiquette stakes?
Comparing the major cities in Australia, who do you think fares the WORST in the social etiquette stakes?
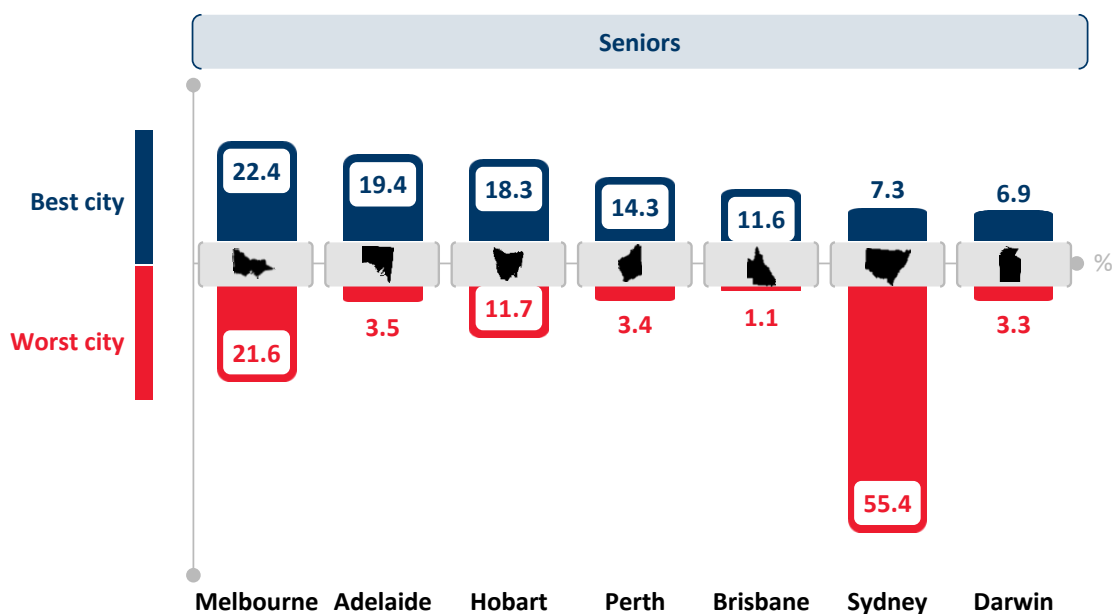
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Comparing the major cities in Australia, who do you think fares the best and worst in the social etiquette stakes?

Seniors most commonly rate Melbourne as best in the social etiquette stakes (22.4%), although a similar proportion say it is the worst city (21.6%). However, this pales in comparison to Sydney, which has won the dubious honour of being the worst city in the social etiquette stakes (55.4%).
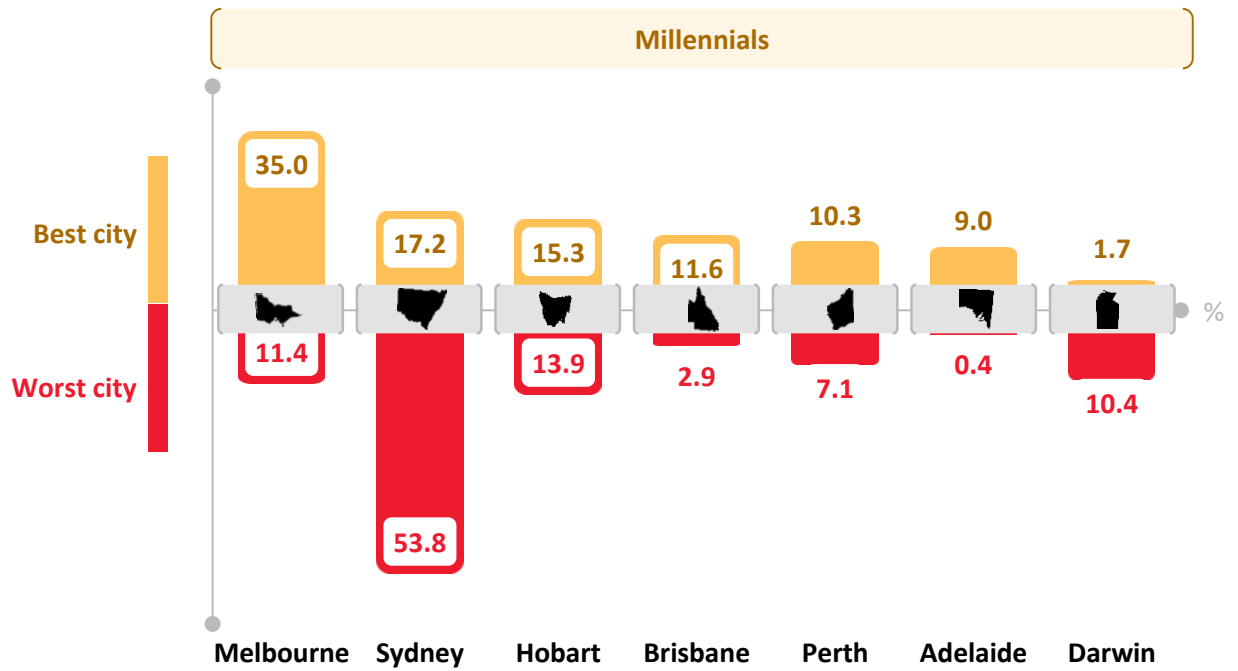
Millennials

	Best city	Worst city
Melbourne	35.0	11.4
Sydney	17.2	53.8
Hobart	15.3	13.9
Brisbane	11.6	2.9
Perth	10.3	7.1
Adelaide	9.0	0.4
Darwin	1.7	10.4

%

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Comparing the major cities in Australia, who do you think fares the best and worst in the social etiquette stakes?

The findings are similar among millennials, who most commonly rate Melbourne as best in the social etiquette stakes (35.0%) and Sydney as the worst city (53.8%).

How do you think social etiquette standards in Australia compare with those you have experienced overseas?

	Much better	Somewhat better	About the same	Somewhat worse	Much worse
Seniors	6.5	23.1	43.0	22.2	5.3
Millennials	11.7	29.8	39.7	14.0	4.8
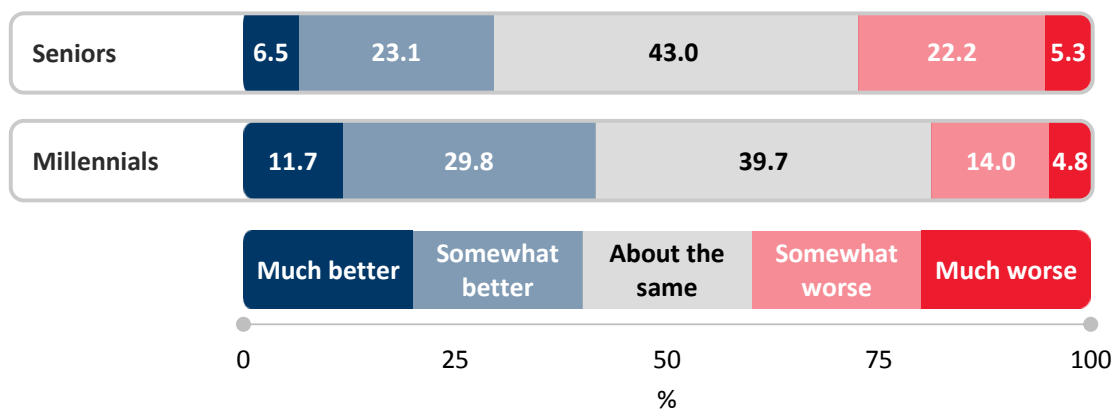
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: How do you think social etiquette standards in Australia compare with those you have experienced overseas?

While three in 10 (29.6%) seniors think social etiquette standards in Australia are better compared with those they have experienced overseas, a similar proportion (27.5%) think Australia fares worse.

Millennials are more positive in this regard, with more than two in five (41.5%) saying social etiquette standards in Australia are better than those they have encountered overseas and less than one in five (18.8%) saying Australia fares worse.

What are the greatest faux pas that exist in modern Australian social situations that would not have been so embarrassing or even been an issue in years gone by?

Faux pas	% Yes
Smoking around children or people eating	74.2
Expressing racist, sexist, classist, or ageist opinions	62.8
Oversharing information online	45.9
Not accommodating for people's restricted diets (e.g. vegan or gluten free)	29.2
Taking pictures of a dish in a restaurant	28.2
Drinking straight from a beer can	19.0
Sharing opinions of younger members of your family's lifestyle choices	16.2
Admitting you don't really enjoy expensive wine or fine food	11.5
Not allowing someone else's pet inside your home	10.2
Other	2.8

% Yes
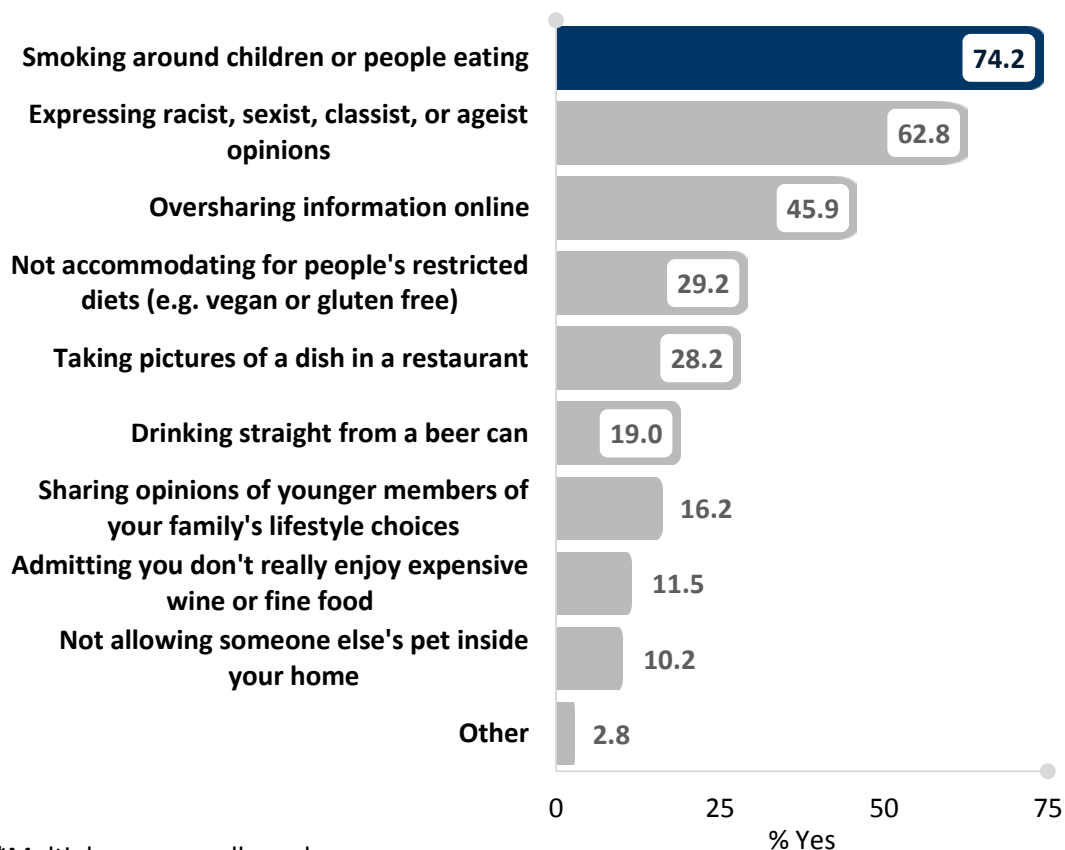
*Multiple answers allowed

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What are the greatest faux pas that exist in modern Australian social situations that would not have been so embarrassing or even been an issue in years gone by?

Close to three in four (74.2%) seniors say 'smoking around children or people eating' is the greatest faux pas that exist in modern Australia that would not have been an issue in the past. Many seniors also say 'expressing racist, sexist, classist or ageist opinions' (62.8%) and 'oversharing information online' (45.9%) would not have been so embarrassing in years gone by.

What do you think are the greatest social taboos (i.e. more than just embarrassing and really frowned upon) you can commit these days in Australia? Please list up to five, with the greatest social taboo listed first.
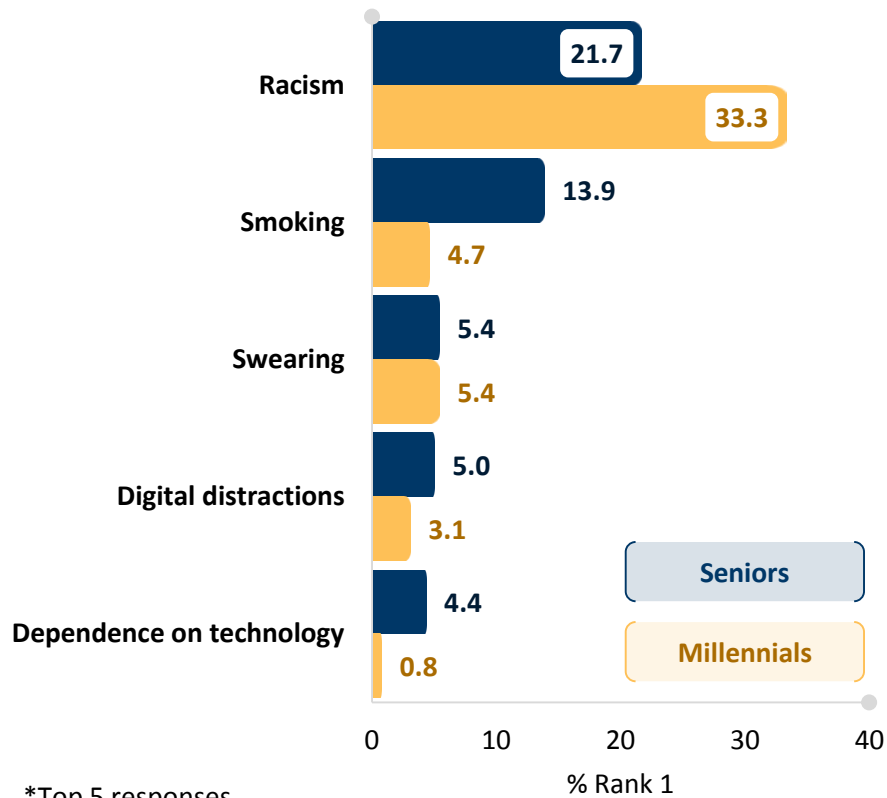
Racism
Seniors: 21.7
Millennials: 33.3

Smoking
Seniors: 13.9
Millennials: 4.7

Swearing
Seniors: 5.4
Millennials: 5.4

Digital distractions
Seniors: 5.0
Millennials: 3.1

Dependence on technology
Seniors: 4.4
Millennials: 0.8

Legend: Seniors / Millennials

X-axis: 0 10 20 30 40

% Rank 1

*Top 5 responses

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What do you think are the greatest social taboos (i.e. more than just embarrassing and really frowned upon) you can commit these days in Australia?

According to both seniors and millennials, by far the greatest social taboo one can commit in Australia these days is racism.
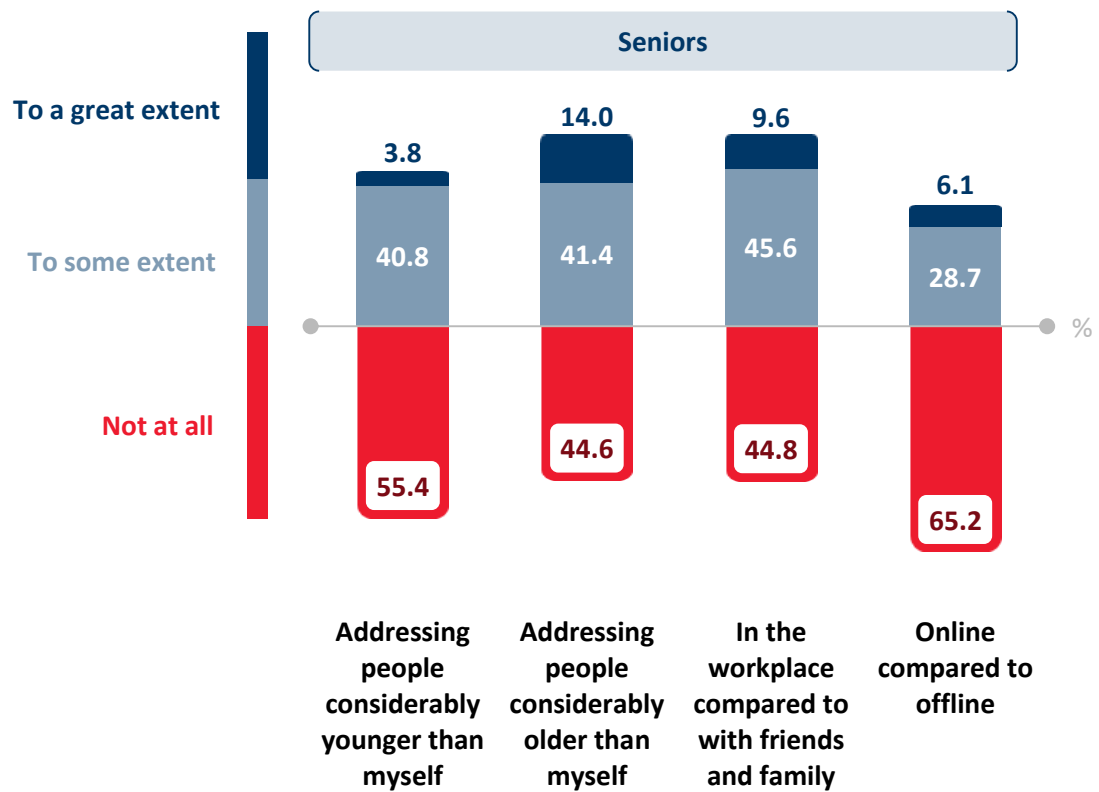
Do you ever change your social etiquette behaviours to adjust to the following situations:

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Do you ever change your social etiquette behaviours to adjust to the following situations:

Millennials

	Addressing people considerably younger than myself	Addressing people considerably older than myself	In the workplace compared to with friends and family	Online compared to offline
To a great extent	11.9	21.8	26.0	11.4
To some extent	60.8	64.1	61.3	57.3
Not at all	27.3	14.1	12.7	31.3
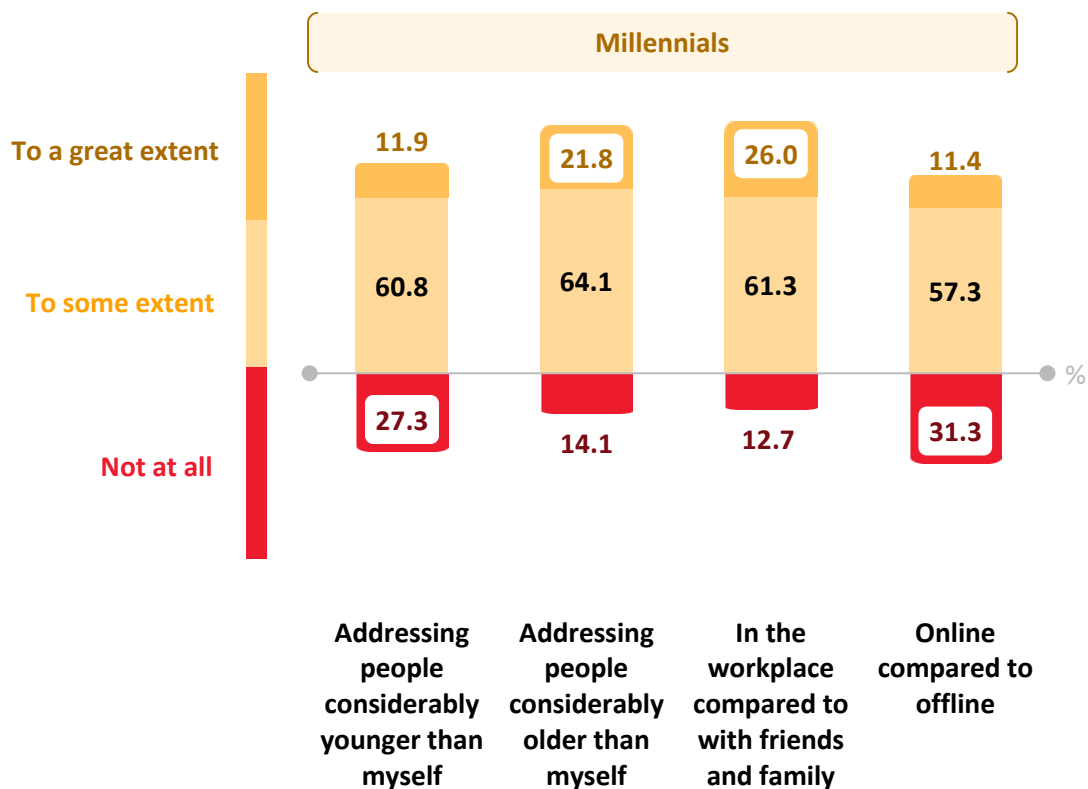
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Do you ever change your social etiquette behaviours to adjust to the following situations:

Seniors are less likely than millennials to change their social etiquette behaviours to adjust to a range of situations, including when online compared to offline (34.8% vs. 68.7%) and when in the workplace compared to with friends and family (55.2% vs. 87.3%). They are also less likely to adjust when addressing people considerably older than themselves (55.4% vs. 85.9%) or considerably younger than themselves (44.6% vs. 72.7%).

Do you ever feel pressured to alter your social etiquette behaviour to fit in more with different circumstances?

Yes, and I try to respond accordingly

Yes, but I don't really care and just stay true to who I am

No, not really

Seniors: 43.2% | 32.0% | **56.9% Yes** | 24.9%

Millennials: 20.9% | 46.7% | **79.1% Yes** | 32.4%
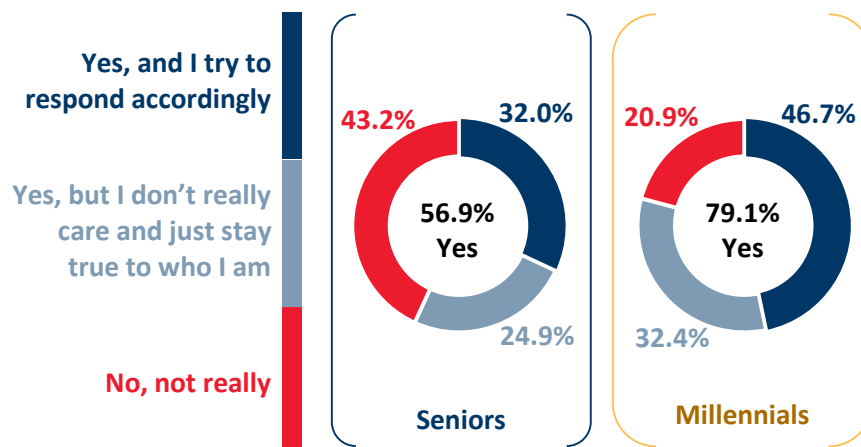
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Do you ever feel pressured to alter your social etiquette behaviour to fit in more with different circumstances?

Seniors are less likely than millennials to have felt pressured to alter their social etiquette behaviours to fit in more with different circumstances (56.9% vs. 79.1%). Millennials are more likely to try to respond accordingly (46.7% vs. 32.0%) or just stay true to who they are (32.4% vs. 24.9%).

PET PEEVES

- Seniors cite a range of pet peeves that bother them more these days compared to when they were younger, including how young people think they know everything and over entitled younger generations.
- Seniors also cite a range of other major frustrations with millennials, including tearing them away from their phones for a moment and not taking enough responsibility for their lives.

What really bothers you the most these days that didn't seem to bother you so much when you were younger?
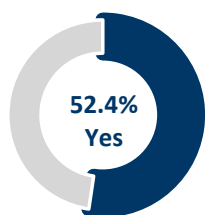
52.4%
Yes

Young people thinking they know everything

51.6%
Yes

Having to be politically correct all the time

50.2%
Yes
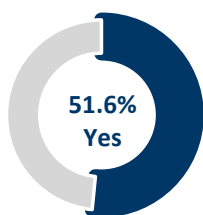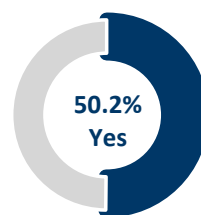
Over entitled younger generations

43.6%
Yes
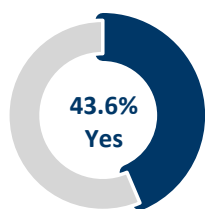
Running out of energy more easily

38.0%
Yes
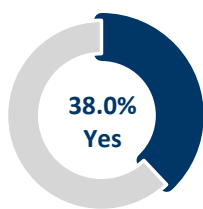
Dealing with ever changing technology

34.6%
Yes
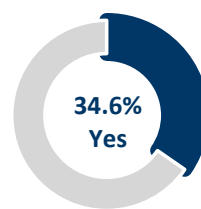
Patronising behaviour from younger people

30.7%
Yes
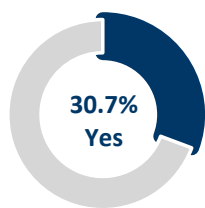
Feeling colder (temperature wise) as I get older

18.0%
Yes
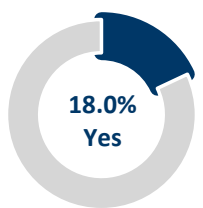
Waiting for things to download

17.4%
Yes
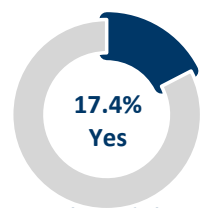
People and things just seem to annoy me more these days

5.2%
Yes
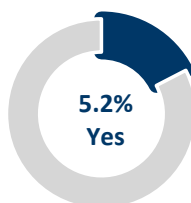
Other

*Multiple answers allowed
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What really bothers you the most these days that did not seem to bother you so much when you were younger?

Seniors cite a range of pet peeves that bother them the most these days compared to when they were younger. These include 'young people thinking they know everything' (52.4%), 'having to be politically correct all the time' (51.6%) and 'over entitled younger generations' (50.2%).

What is the most annoying/inappropriate post you have seen among your social media network?

	%
Rude/insensitive posts or comments	19.9
Too much information/oversharing	16.4
Sharing fake or misleading news	12.3
Chronic complaining or emotional dumping	10.3
Posting too frequently	9.8
Trolling posts	7.7
Posting revealing pictures	6.8
'Humble' bragging/too much self-promotion	6.5
Intentionally vague, inane or boring posts	4.3
Other	5.9
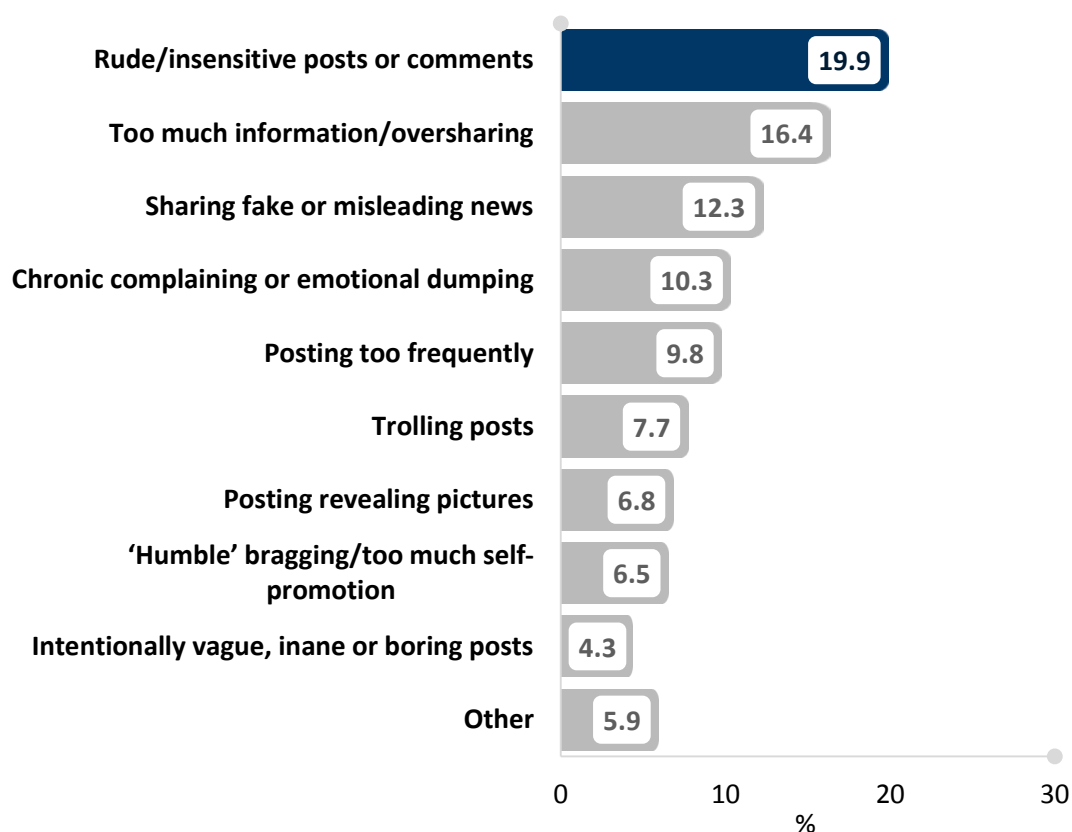
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What is the most annoying/inappropriate post you have seen among your social media network?

One in five (19.9%) seniors say they find rude or insensitive posts/comments as the most annoying or inappropriate they have seen among their social network. They also cite oversharing or too much information (16.4%) and sharing fake or misleading news (12.3%) as the most annoying or inappropriate posts in their social media network.

What are your biggest frustrations with millennials (i.e. under 35 years old) these days?
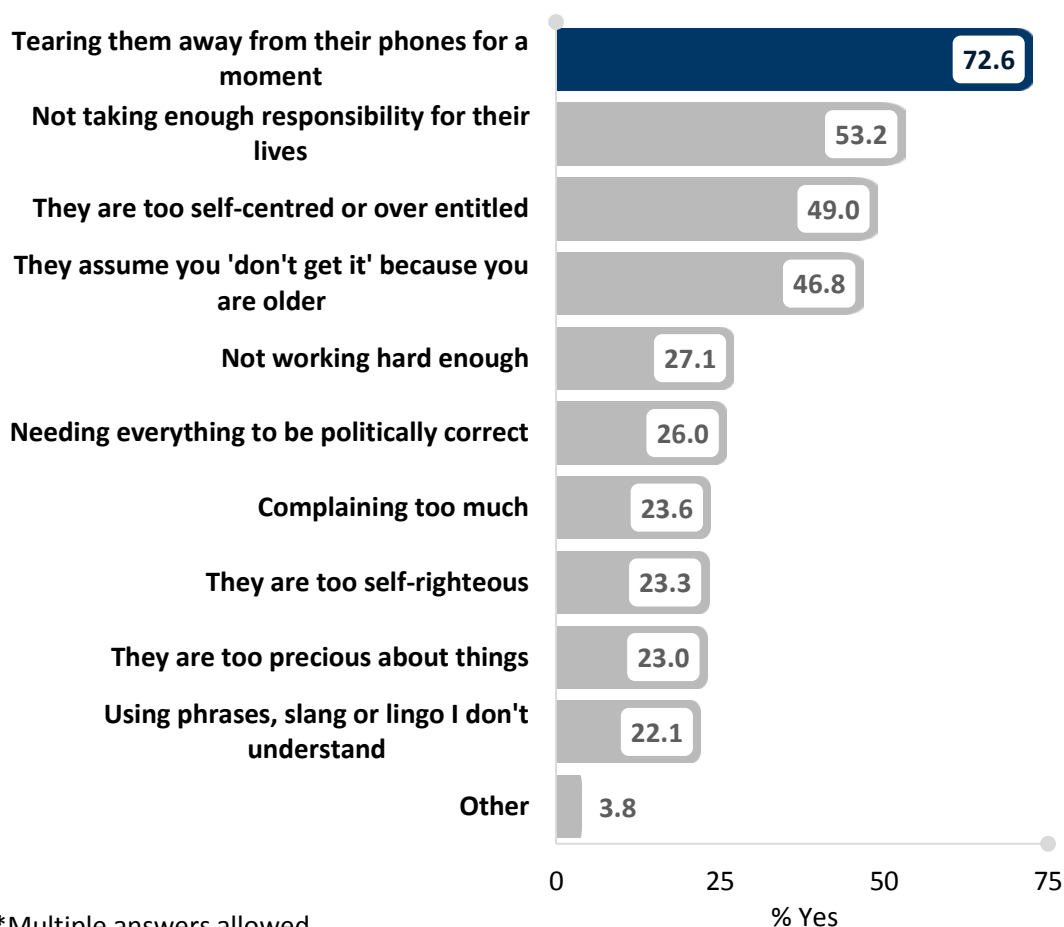
Category	% Yes
Tearing them away from their phones for a moment	72.6
Not taking enough responsibility for their lives	53.2
They are too self-centred or over entitled	49.0
They assume you 'don't get it' because you are older	46.8
Not working hard enough	27.1
Needing everything to be politically correct	26.0
Complaining too much	23.6
They are too self-righteous	23.3
They are too precious about things	23.0
Using phrases, slang or lingo I don't understand	22.1
Other	3.8

*Multiple answers allowed

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What are your biggest frustrations with millennials (i.e. under 35 years old) these days?

The large majority (72.6%) of seniors say their biggest frustration with millennials these days is 'tearing them away from their phones for a moment'. A large proportion of seniors also find it frustrating that millennials are 'not taking enough responsibility for their lives' (53.2%), 'too self-centred or over-entitled' (49.0%) or assuming seniors 'don't get it' because they are older (46.8%).
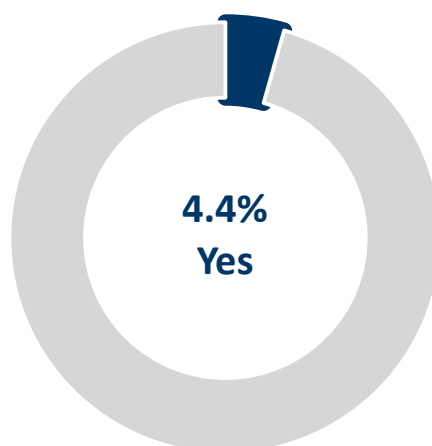
Do you have any big frustrations with older generations (i.e. over 50 years old) these days?
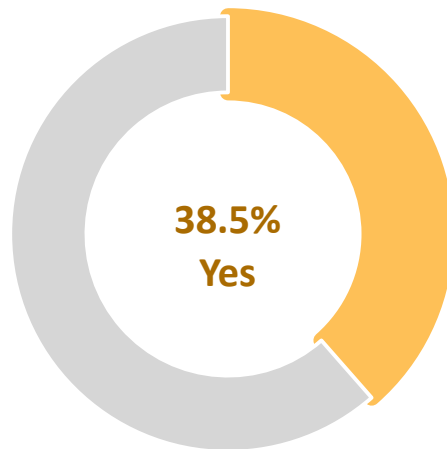
38.5%
Yes

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Do you have any big frustrations with older generations
(i.e. over 50 years old) these days?

Close to two in five (38.5%) millennials have big frustrations with older generations (over 50 years old).
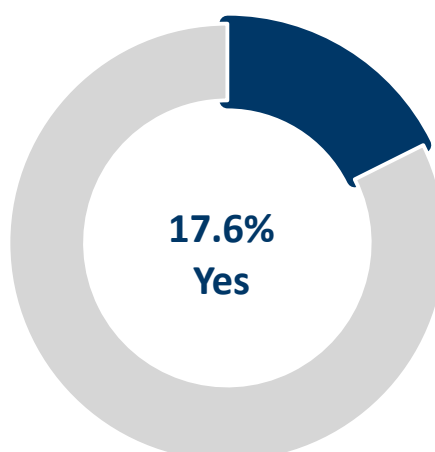
Do you have any big frustrations with younger seniors (i.e. 50 - 65 years old) these days?

4.4%
Yes

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Do you have any big frustrations with younger seniors (i.e. 50
- 65 years old) these days?

Only 4.4% of older seniors (over 65 years old) have big frustrations with younger seniors (50 to 65 years old).

Do you have any big frustrations with older generations (i.e. over 65 years old) these days?

17.6%
Yes

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Do you have any big frustrations with older generations (i.e.
over 65 years old) these days?

Close to one in five (17.6%) younger seniors (50 to 65 years old) have big frustrations with older seniors (over 65 years old).

Do you have any big frustrations with your own generation these days?
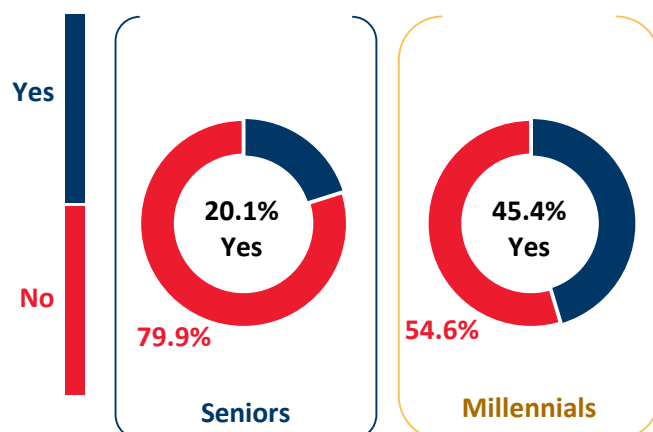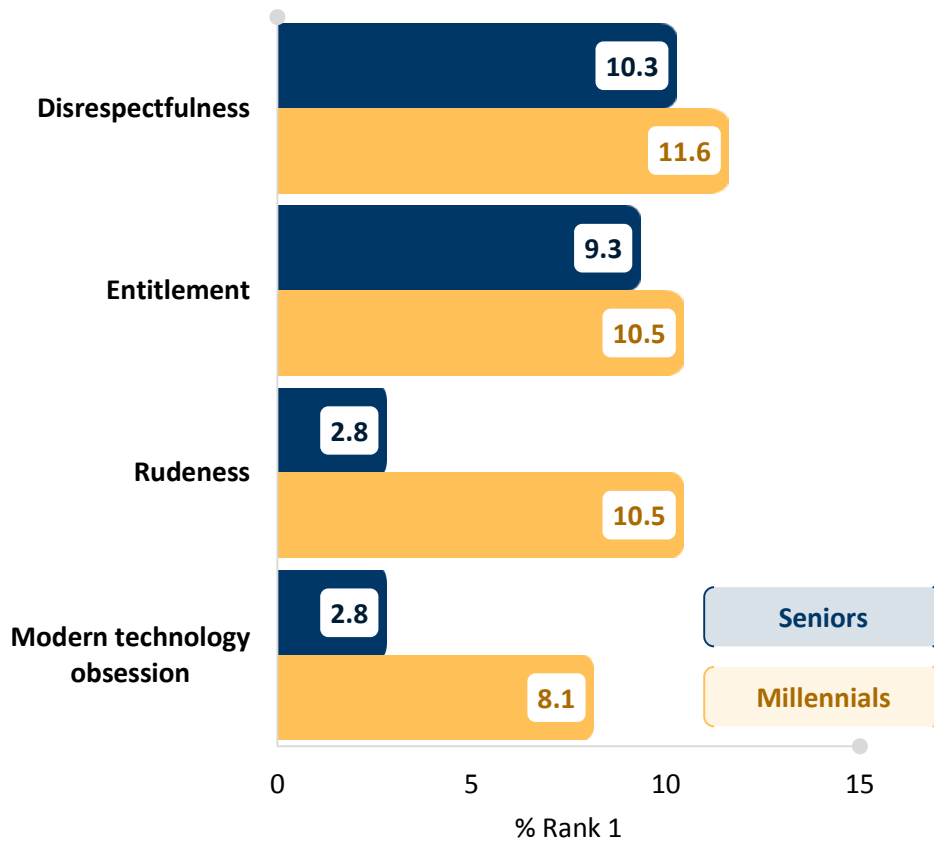

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Do you have any big frustrations with your own generation
these days?

One in five (20.1%) seniors say they have frustrations with their own generation these days, with 'younger seniors' more likely than the 'older seniors' to say so (24.2% vs. 13.7%).

This proportion is higher among millennials, with close to half (45.4%) expressing that they currently have frustrations with their own generation.

What are your biggest frustrations with your own generation these days? Please list up to five, with your biggest frustration listed first.

*Top 5 responses
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What are your biggest frustrations with your own generation these days?

Seniors' biggest frustrations with their own generation include being being disrespectful, feeling entitled, being rude and obsessing over modern technology.

Millennials' biggest frustrations are similar to those of the seniors' frustrations with their peers.
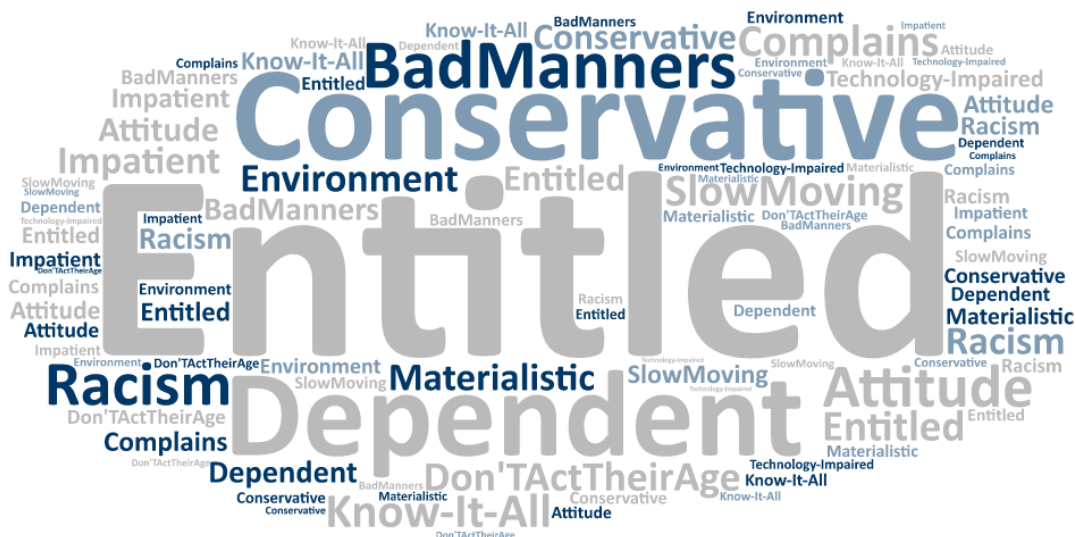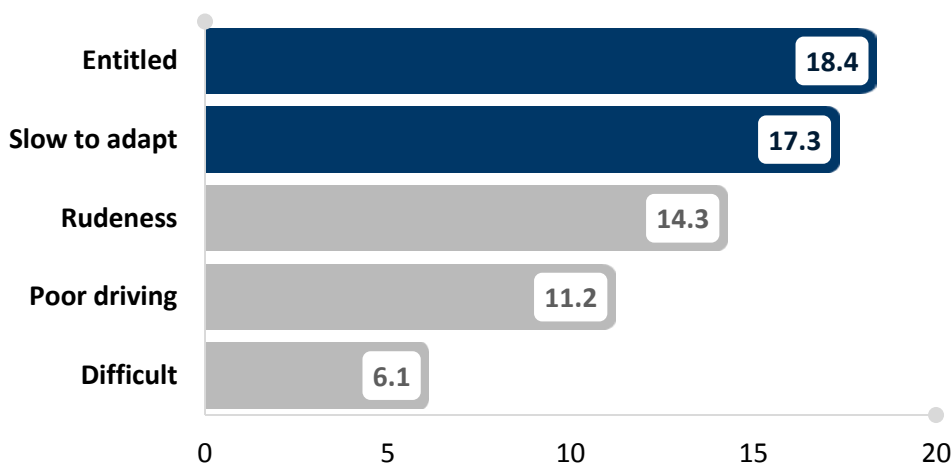
Seniors

Millennials

What are your biggest frustrations with younger seniors (i.e. 50 - 65 years old) these days? Please list up to five, with your biggest frustration listed first.

Among the few who do, the biggest frustrations that older seniors have with younger seniors include being entitled, being conservative and being too dependent on others.

What are your biggest frustrations with older generations (i.e. over 65 years old) these days? Please list up to five, with your biggest frustration listed first.
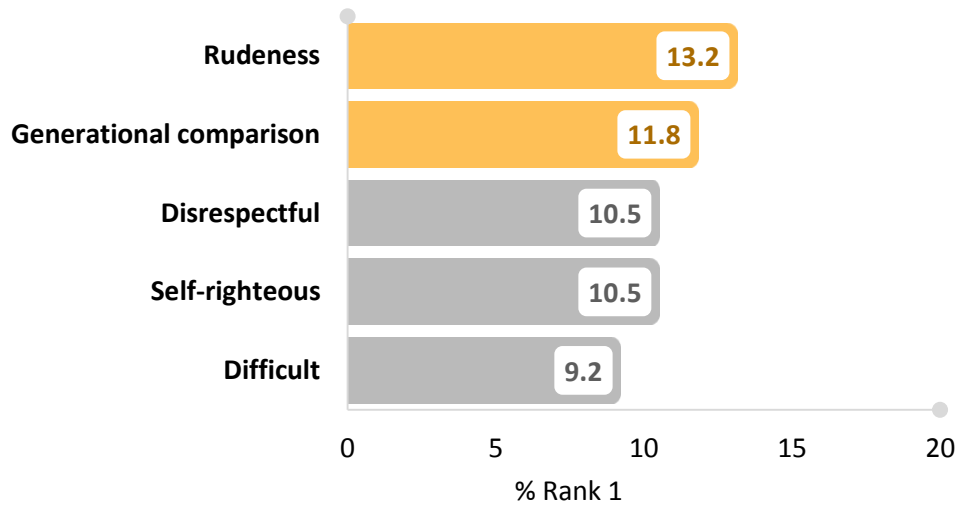

*Top 5 responses   % Rank 1

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What are your biggest frustrations with older generations (i.e. over 65 years old) these days?

Younger seniors most commonly point to older seniors being entitled, being rude, being slow to adapt, being poor drivers and being disrespectful as their biggest frustrations.

What are your biggest frustrations with older generations (i.e. over 50 years old) these days? Please list up to five, with your biggest frustration listed first.

Frustration	% Rank 1
Rudeness	13.2
Generational comparison	11.8
Disrespectful	10.5
Self-righteous	10.5
Difficult	9.2

% Rank 1

*Top 5 responses

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
*Question: What are your biggest frustrations with older generations (i.e. over 50 years old) these days?*

Millennials list being entitled, being rude, the constant comparison between generations, being slow to adapt and the self-righteousness as their biggest frustrations with the older generations.

THE AGE OF ENTITLEMENT

- The majority of seniors feel that millennials lack respect for older generations, so much so that even the majority of millennials admit that members of their generation lack respect for the elders.
- Although it is widely accepted that millennials tend to have a strong sense of entitlement, many think that this is also true for seniors by virtue of being older.
- The majority of seniors do not feel offended for being treated like a senior or being called 'old'.
- However, the majority of seniors feel patronised due to being more senior in age, particularly in how people assume that they are technologically-challenged or that they are unable to learn new things quickly.

Do you feel that millennials lack respect for older generations?
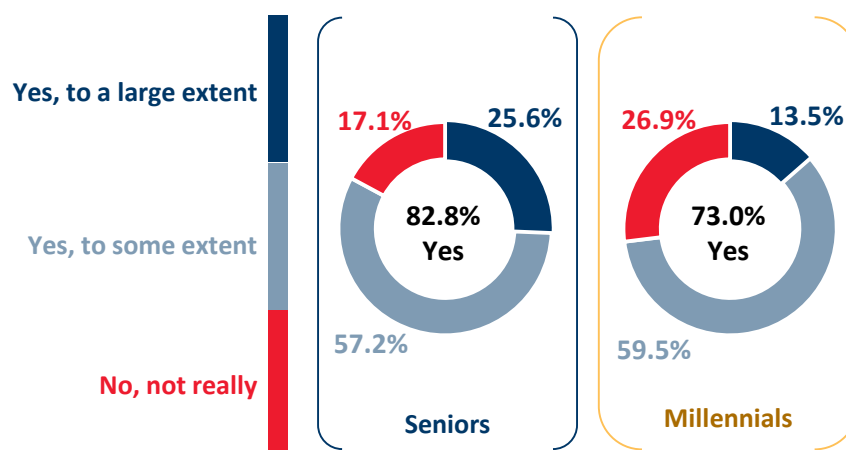
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Do you feel that millennials lack respect for older generations?

More than four in five (82.8%) seniors feel that millennials lack respect for older generations. So much so that even the large majority (73.0%) of millennials admit that members of their generation lack respect for the older generations.

Do you feel that having reached your senior years, you deserve to be treated with more respect or differently in any way by younger people?

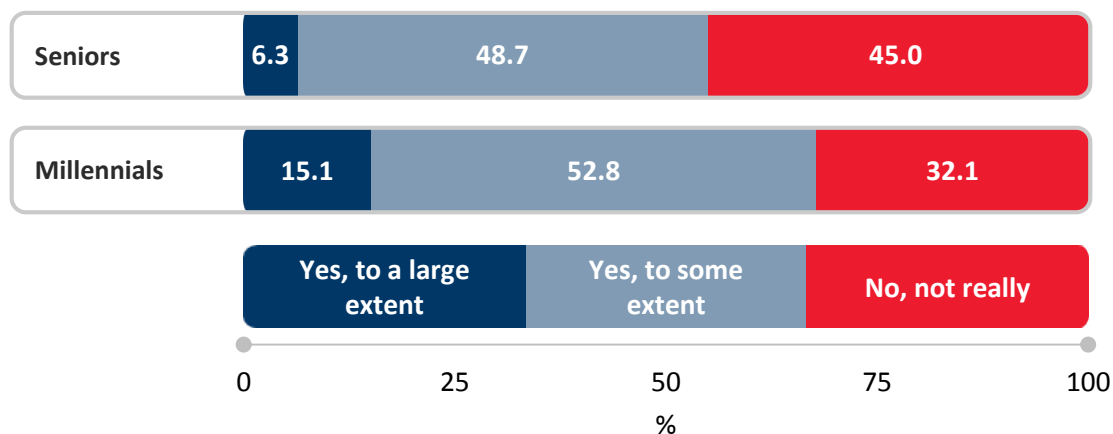| 9.0	46.1	44.9
Yes, to a large extent	Yes, to some extent	No, not really

0   25   50   75   100
%
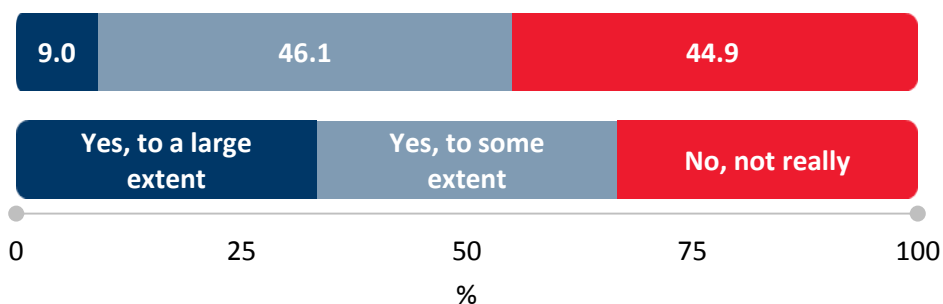
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Do you feel that having reached your senior years, you deserve to be treated with more respect or differently in any way by younger people?

Although more than half (55.1%) of seniors feel that they deserve to be treated with more respect or differently in any way by younger people having reached their senior years, more than two in five (44.9%) do not share this view.

Do you feel seniors tend to become more sensitive or easily offended as they get older?

Seniors	6.3	48.7	45.0
Millennials	15.1	52.8	32.1

| Yes, to a large extent | Yes, to some extent | No, not really |

0   25   50   75   100
%

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Do you feel seniors tend to become more sensitive or easily offended as they get older?

Seniors are less likely than millennials to think that members of the older generations tend to become more sensitive or easily offended as they get older (55.0% vs. 67.9%).

Do you think that seniors tend to have a strong sense of entitlement because of their age?

	Yes, to a large extent	Yes, to some extent	No, not really
Seniors	8.6	44.2	47.2
Millennials	25.4	46.1	28.5
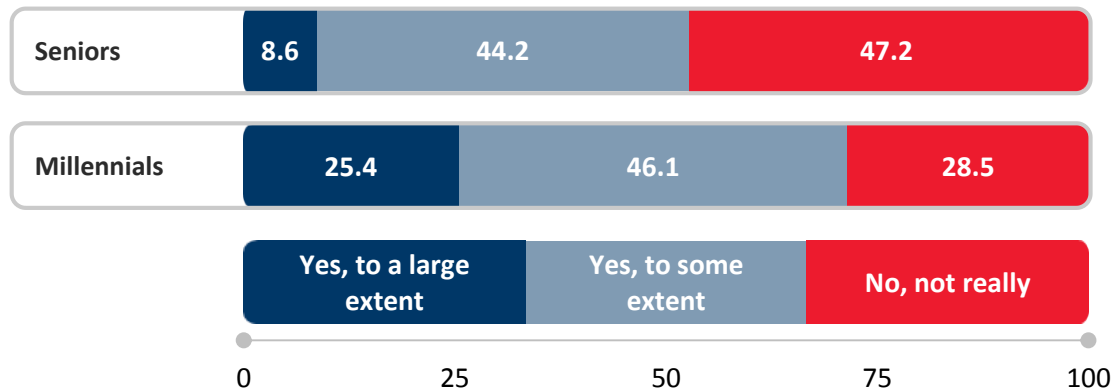
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Do you think that seniors tend to have a strong sense of entitlement because of their age?

Seniors are also less likely than millennials to think that members of the older generations tend to have a strong sense of entitlement because of their age (52.8% vs. 71.5%).

In what ways do you think seniors can tend to feel over entitled?
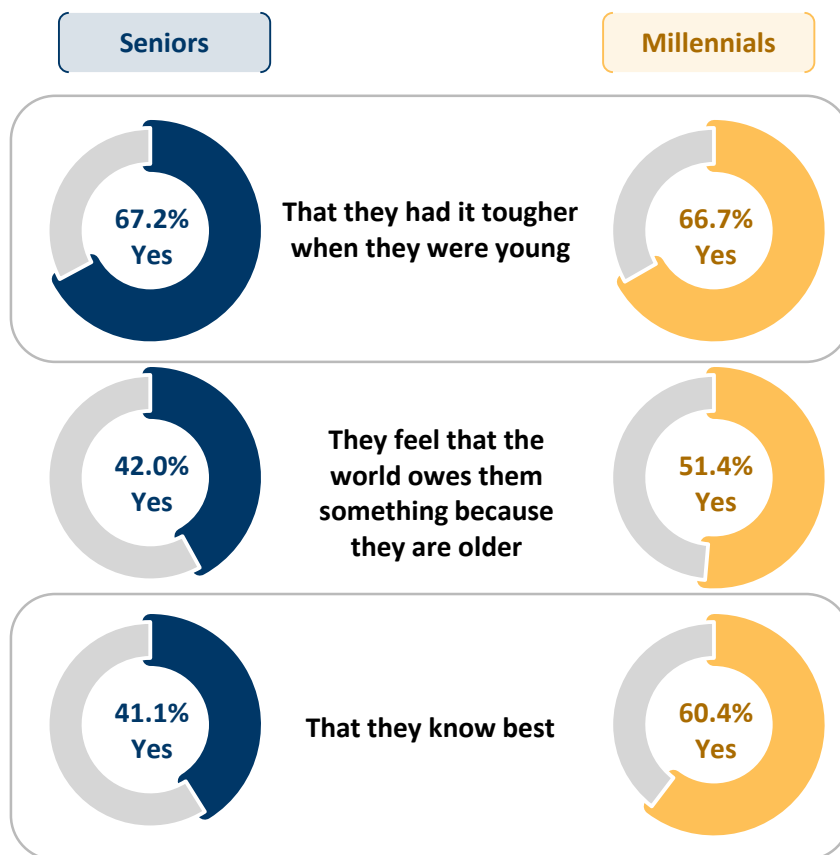
	Seniors	Millennials
That they had it tougher when they were young	67.2% Yes	66.7% Yes
They feel that the world owes them something because they are older	42.0% Yes	51.4% Yes
That they know best	41.1% Yes	60.4% Yes

*Multiple answers allowed

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: In what ways do you think seniors can tend to feel over entitled?

Seniors		Millennials

30.1% Yes	That their stories and experiences are interesting	16.9% Yes
28.0% Yes	That they are responsible for all the developments society enjoys today	26.3% Yes
3.6% Yes	Other	2.8% Yes
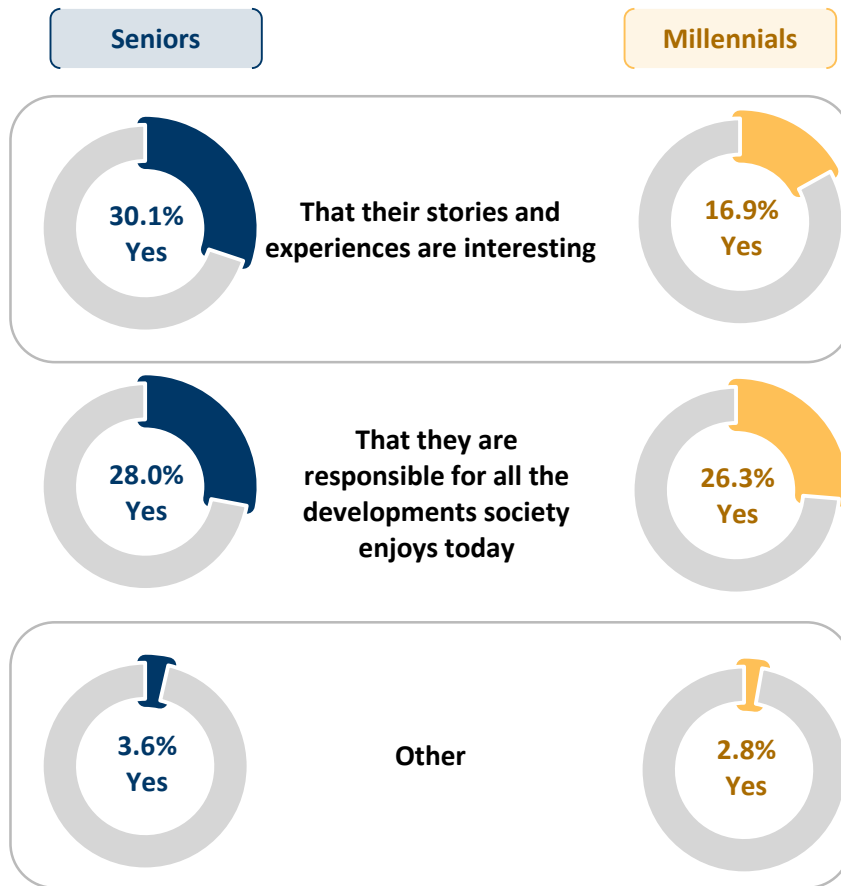
*Multiple answers allowed

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: In what ways do you think seniors can tend to feel over entitled?

Among seniors who think that members of their generation tend to feel over entitled, two in three (67.2%) cite how they had it tougher when they were young. More than two in five say the strong sense of entitlement stems from feeling the world owes them because they are older (42.0%) or feeling they know best (41.1%).

Likewise, millennials most commonly cite these reasons for the sense of entitlement among members of the senior generation.

Do you think that the millennial generation tend to have a strong sense of entitlement because of the times and how they are raised?

27.9	51.3	20.8
Yes, to a large extent	Yes, to some extent	No, not really

0   25   50   75   100
%

Close to four in five (79.2%) seniors think the millennial generation tend to have a strong sense of entitlement because of the times and how they are raised.

In what ways do you think millennials can tend to feel over entitled?

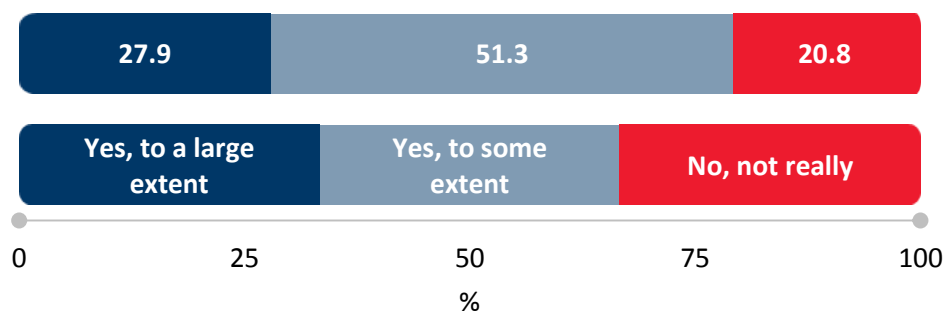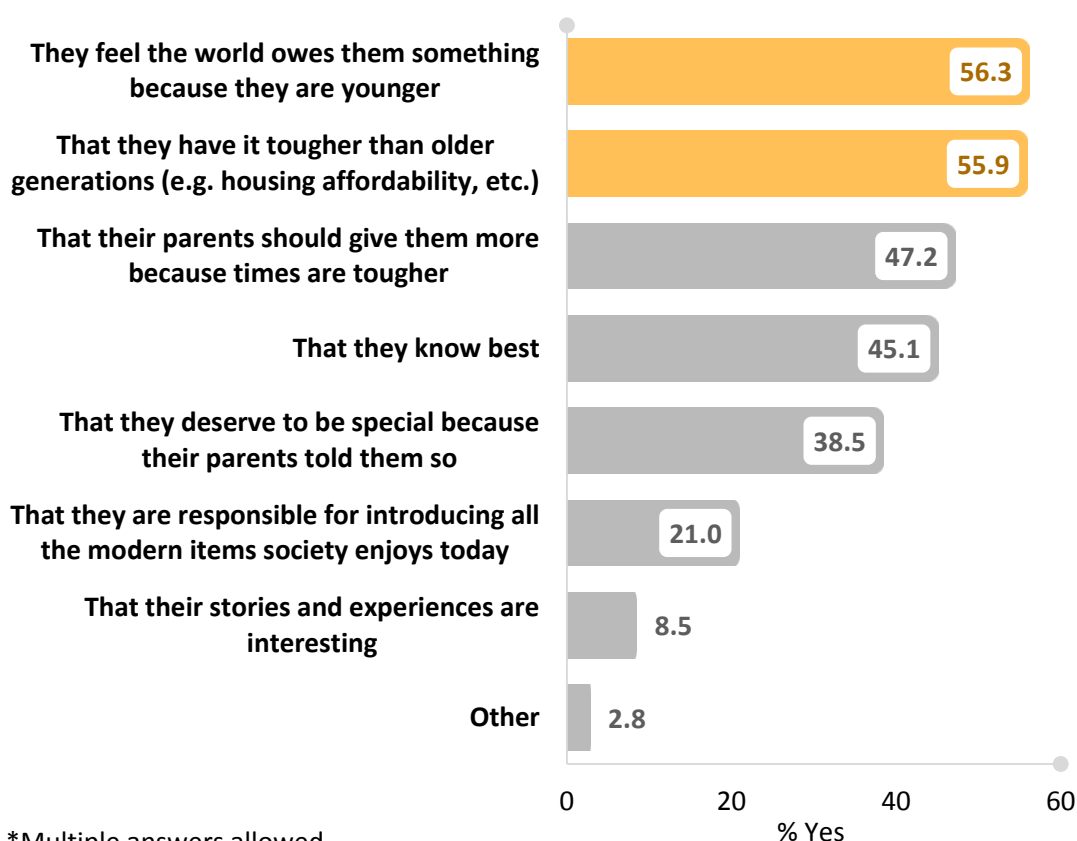|	% Yes
They feel the world owes them something because they are younger	56.3
That they have it tougher than older generations (e.g. housing affordability, etc.)	55.9
That their parents should give them more because times are tougher	47.2
That they know best	45.1
That they deserve to be special because their parents told them so	38.5
That they are responsible for introducing all the modern items society enjoys today	21.0
That their stories and experiences are interesting	8.5
Other	2.8

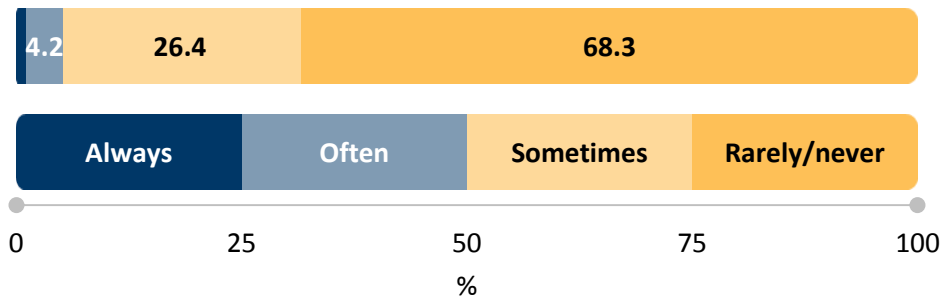*Multiple answers allowed

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: In what ways do you think millennials can tend to feel over entitled?

Seniors who think that millennials tend to feel over entitled most commonly attribute this to the feeling the world owes them because they are younger (56.3%) or that they have it tougher than older generations (55.9%).

Do you ever feel offended for being treated like a senior?

4.2	26.4	68.3

Always	Often	Sometimes	Rarely/never

0   25   50   75   100

%

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Do you ever feel offended for being treated like a senior?

More than three in 10 (31.7%) seniors say they feel offended for being treated like a senior.

Do you feel that being called 'old' is offensive?
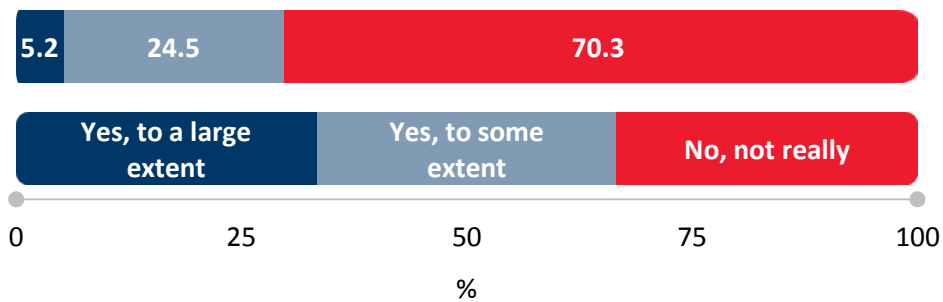
5.2	24.5	70.3

Yes, to a large extent	Yes, to some extent	No, not really

0   25   50   75   100

%

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Do you feel that being called 'old' is offensive?

Furthermore, close to three in 10 (29.7%) seniors feel that being called 'old' is offensive.

In what ways do you feel patronized because you are more senior in age?
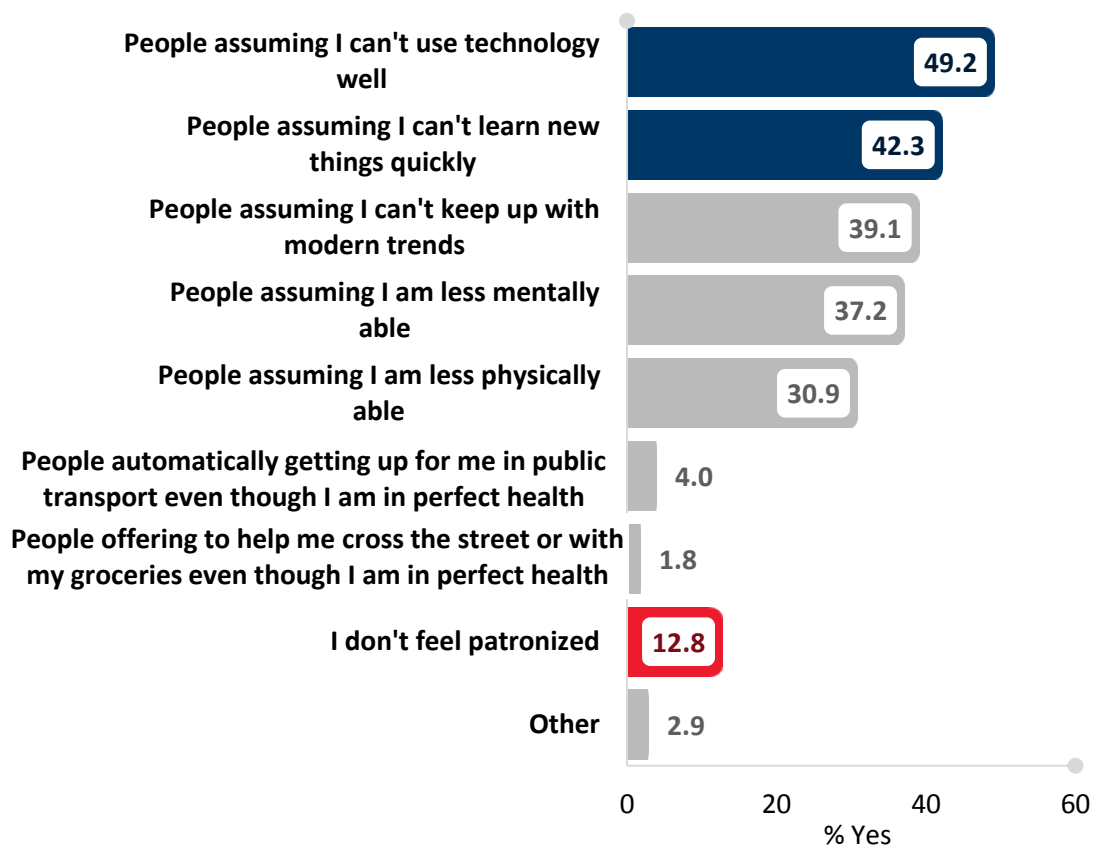
People assuming I can't use technology well — 49.2

People assuming I can't learn new things quickly — 42.3

People assuming I can't keep up with modern trends — 39.1

People assuming I am less mentally able — 37.2

People assuming I am less physically able — 30.9

People automatically getting up for me in public transport even though I am in perfect health — 4.0

People offering to help me cross the street or with my groceries even though I am in perfect health — 1.8

I don't feel patronized — 12.8

Other — 2.9

% Yes

*Multiple answers allowed

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: In what ways do you feel patronized because you are more senior in age?

The majority of seniors feel patronised due to being more senior in age, particularly in how people assume that they are technologically-challenged (49.2%) or that they are unable to learn new things quickly (42.3%). Many seniors also feel this way through people assuming they cannot keep up with modern trends (39.1%) or that they are less mentally (37.2%) or physically (30.9%) able.

POLITICAL CORRECTNESS

- While most seniors tend to think their sense of humour is about the same as when they were younger, some believe that theirs is now bigger due to age and wisdom.
- Many seniors claim to have used humour when the jokes are politically incorrect and most seniors claim to have told an inappropriate joke in the past.
- The vast majority of seniors loathe political correctness, claiming that political correctness has gone mad and that it is not authentic and ruining society.

Do you think seniors tend to develop a bigger sense of humour when they get older?

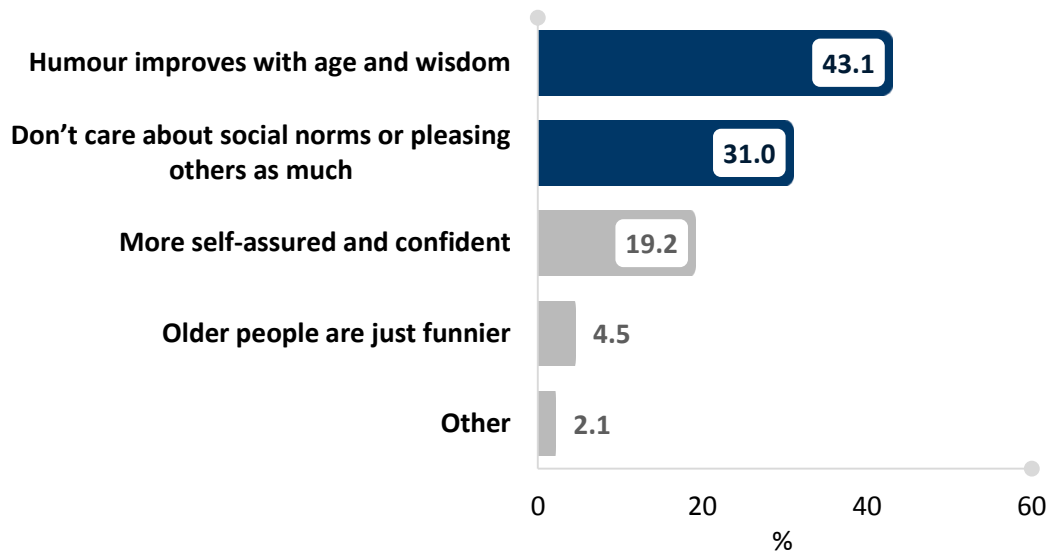| 26.9	58.5	14.6
Bigger sense of humour	About the same as when younger	Diminished sense of humour

0   25   50   75   100
%
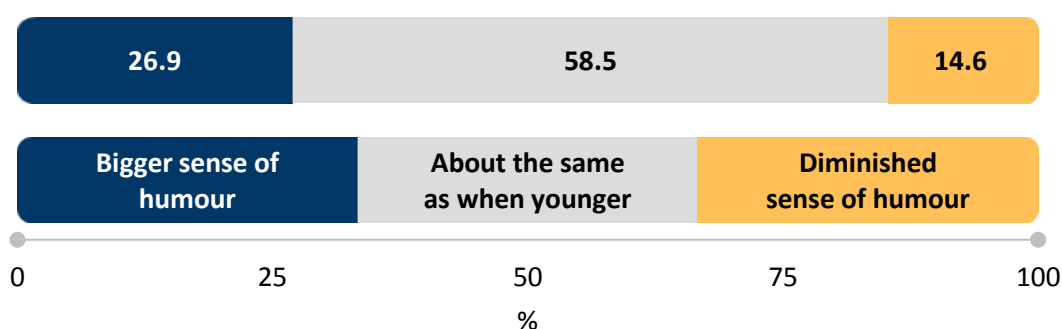
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Do you think seniors tend to develop a bigger sense of humour when they get older?

More than a quarter (26.9%) of seniors think their peers tend to develop a bigger sense of humour as they get older, while one in seven (14.6%) think seniors' sense of humour diminishes as they age.

Why do you think this is? [Bigger sense of humour]

Humour improves with age and wisdom	43.1
Don't care about social norms or pleasing others as much	31.0
More self-assured and confident	19.2
Older people are just funnier	4.5
Other	2.1

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Why do you think this is? [Bigger sense of humour]

For those who think that seniors' sense of humour gets bigger as they get older, more than two in five (43.1%) attribute this to age and wisdom. They also commonly think that seniors do not care about social norms or pleasing others as much (31.0%) and that seniors are more self-assured and confident (19.2%).

Why do you think this is? [Diminished sense of humour]
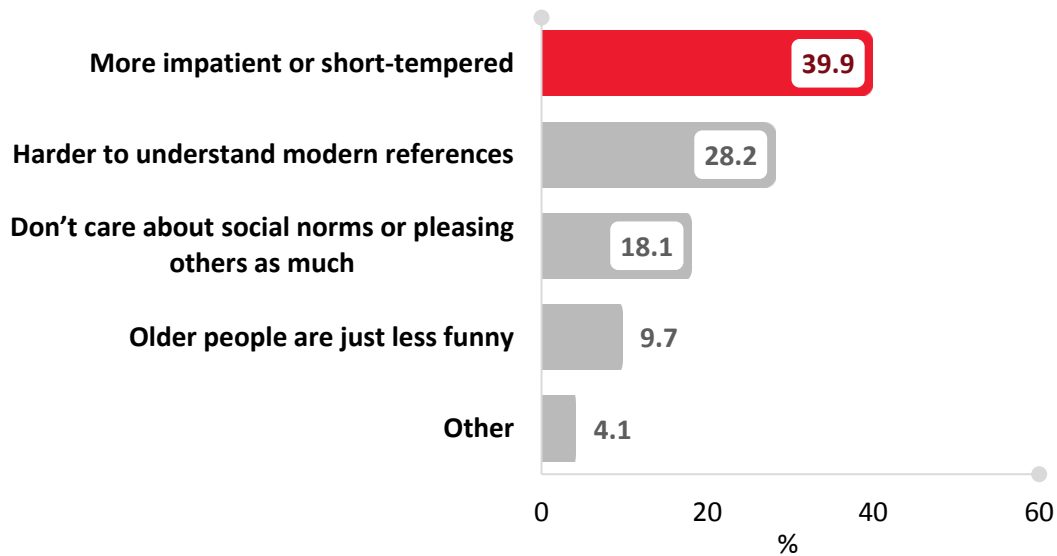
Category	%
More impatient or short-tempered	39.9
Harder to understand modern references	28.2
Don't care about social norms or pleasing others as much	18.1
Older people are just less funny	9.7
Other	4.1

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Why do you think this is? [Diminished sense of humour]

For those who think that seniors' sense of humour diminishes as they get older, two in five (39.9%) feel it is due to seniors becoming more impatient or short-tempered. They also point to difficulties in understanding modern references (28.2%) and not caring about social norms or pleasing others as much (18.1%).

Do you ever use humour…
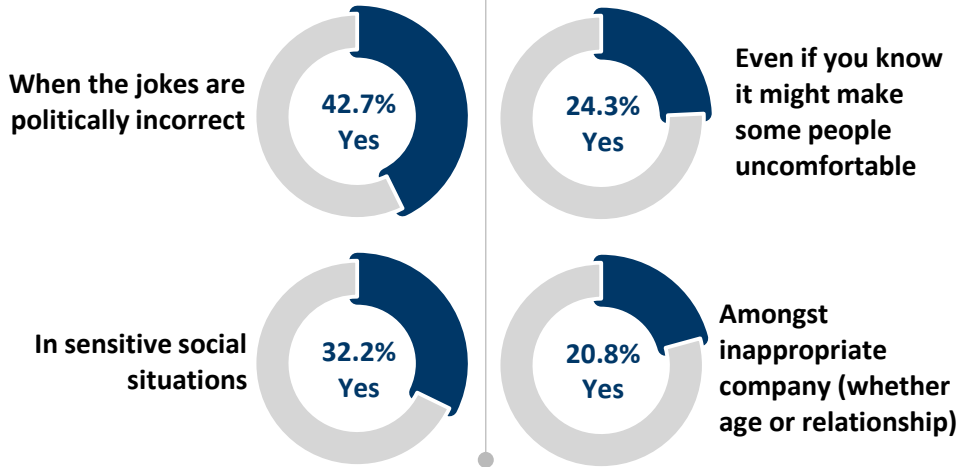
When the jokes are politically incorrect

42.7% Yes

24.3% Yes

Even if you know it might make some people uncomfortable

In sensitive social situations

32.2% Yes

20.8% Yes

Amongst inappropriate company (whether age or relationship)

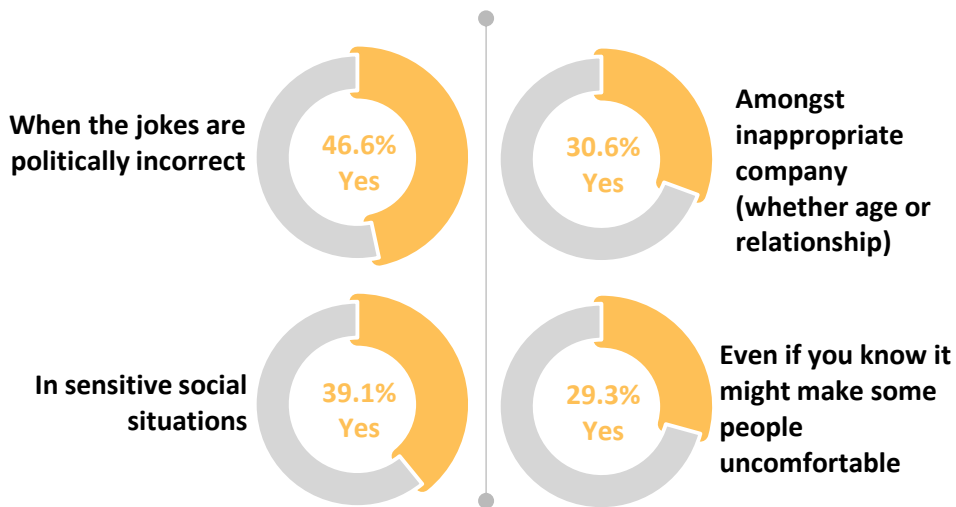*Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)*
Question: Do you ever use humour…

Millennials

When the jokes are politically incorrect

46.6% Yes

30.6% Yes

Amongst inappropriate company (whether age or relationship)

In sensitive social situations

39.1% Yes

29.3% Yes

Even if you know it might make some people uncomfortable

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Do you ever use humour…

More than two in five (42.7%) seniors use humour when the jokes are politically incorrect and almost a third (32.2%) in sensitive situations. Similar proportions of seniors use humour even if they know it might make some people uncomfortable (24.3%) or amongst inappropriate company (20.8%).

Millennials are largely similar to seniors in terms of the situations in which they use humour.

Have you ever told an inappropriate joke?

Yes, frequently

Yes, but not frequently

No

Seniors
- 44.0%
- 5.8%
- 50.2%
- 56.0% Yes

Millennials
- 27.6%
- 16.2%
- 56.2%
- 72.4% Yes
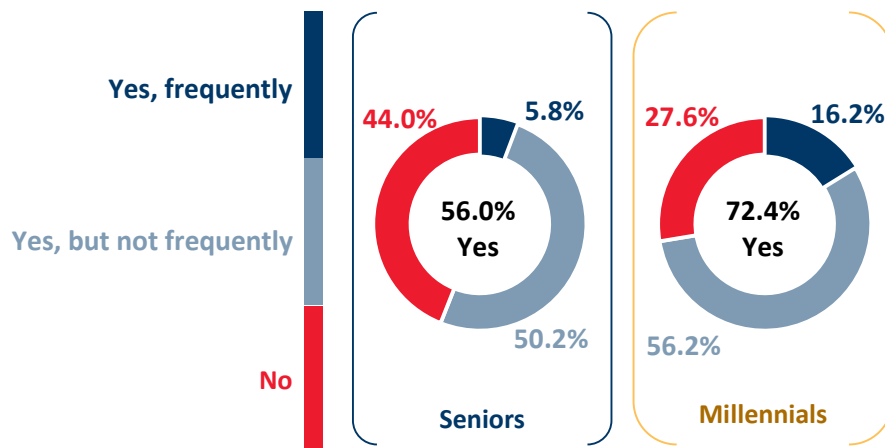
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
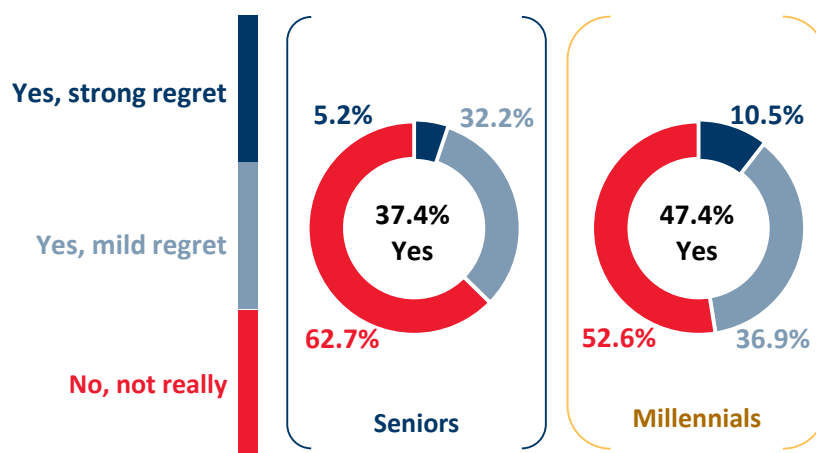*Question: Have you ever told an inappropriate joke?*

Although more than half of seniors have told an inappropriate joke, they are less likely to have done this compared to millennials (56.0% vs. 72.4%).

Do you now regret telling this kind of inappropriate joke?

Yes, strong regret

Yes, mild regret

No, not really

Seniors
- 5.2%
- 32.2%
- 62.7%
- 37.4% Yes

Millennials
- 10.5%
- 36.9%
- 52.6%
- 47.4% Yes

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: Do you now regret telling this kind of inappropriate joke?

Among those who have let loose with an inappropriate joke, close to half (47.4%) of millennials and close to two in five (37.4%) seniors regret telling this kind of joke.

What best describes your attitude to politically incorrect humour?
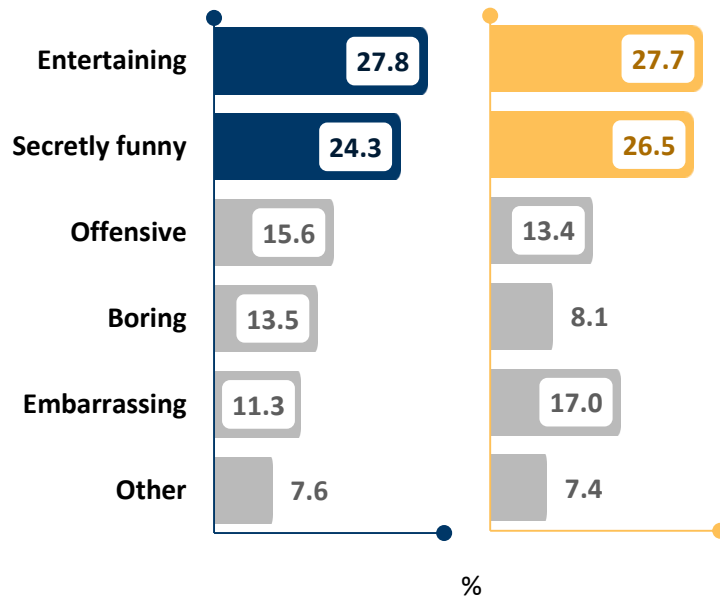
	Seniors	Millennials
Entertaining	27.8	27.7
Secretly funny	24.3	26.5
Offensive	15.6	13.4
Boring	13.5	8.1
Embarrassing	11.3	17.0
Other	7.6	7.4

%

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What best describes your attitude to politically incorrect humour?

Similar proportions of seniors and millennials find politically incorrect humour as entertaining (27.8% and 27.7% respectively) or secretly funny (24.3% and 26.5% respectively).

What best describes your philosophy about getting older? I want to:
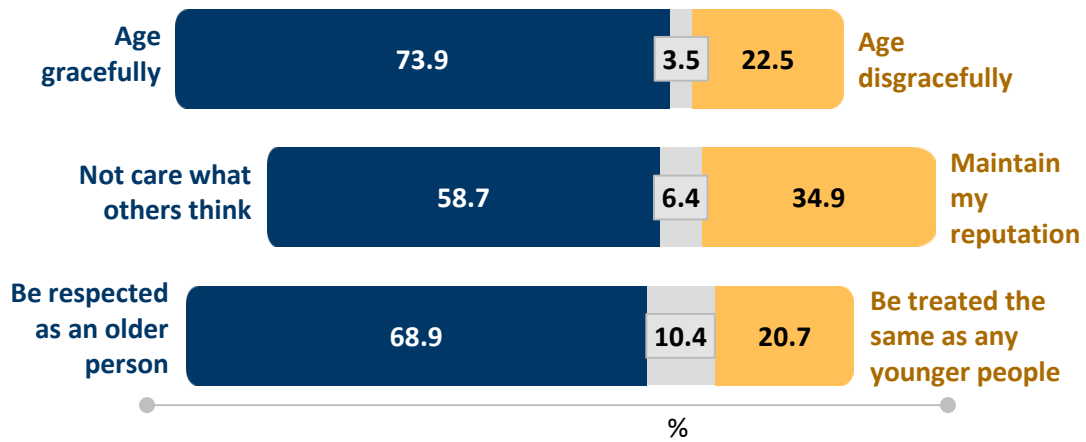
Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: What best describes your philosophy about getting older?

When asked about their philosophy about getting older, close to three in four (73.9%) seniors want to age gracefully as opposed to aging disgracefully (22.5%). Close to seven in 10 (68.9%) also prefer being respected as an older person rather than being treated the same as any younger person (20.7%). However, the gap slightly narrows on caring about what other people think with close to three in five (58.7%) saying they do not want to care about what others think, while more than a third (34.9%) want to maintain their reputation.

How much do you agree with the following statements about political correctness?

		Strongly agree	Agree	Sum
People are getting too politically correct these days	Seniors	45.0	42.9	87.9
	Millennials	26.8	50.3	77.1
Too much political correctness is ruining society	Seniors	41.7	44.3	86.0
	Millennials	26.0	45.5	71.5
Political correctness is a big problem these days	Seniors	37.7	43.8	81.5
	Millennials	21.3	47.3	68.6
Always trying to be politically correct is not authentic	Seniors	33.4	53.2	86.6
	Millennials	21.2	49.5	70.7
Politically correct people really annoy me	Seniors	29.3	44.7	74.0
	Millennials	18.8	39.3	58.1
I avoid being politically correct just for the sake of it	Seniors	11.5	33.8	45.3
	Millennials	9.9	37.0	46.9

%

Source: CoreData - Social Etiquette and Pet Peeves Survey (June 2017)
Question: How much do you agree with the following statements about political correctness?

The vast majority of seniors agree that people are getting too politically correct these days (87.9%), that always trying to be politically correct is not authentic (86.6%) or that too much political correctness is ruining society (86.0%). The large majority also agree in saying that politically correct people annoy them (74.0%).

Millennials are less likely than seniors to agree with almost all of the above statements, particularly in that politically correct people annoy them (58.1% vs. 74.0%) or that trying to be politically correct always is not being authentic (70.7% vs. 86.6%).

DEMOGRAPHICS

Gender		
	Seniors	**Millennials**
Female	51.9%	51.1%
Male	48.1%	48.9%
Total	**100.0%**	**100.0%**

Area		
	Seniors	**Millennials**
The capital city of my state/territory	58.6%	65.0%
A regional centre	25.7%	24.5%
A rural area	15.7%	10.5%
Total	**100.0%**	**100.0%**

Educational Attainment		
	Seniors	**Millennials**
Primary	0.5%	0.0%
Part of high school	15.3%	6.7%
Completed high school	21.6%	26.1%
Diploma or certificate qualification	37.0%	24.9%
Degree qualification	16.1%	25.9%
Postgraduate qualification	9.5%	16.4%
Total	**100.0%**	**100.0%**

Marital Status		
	Seniors	**Millennials**
Single	11.0%	51.0%
Living with partner/married	63.0%	45.7%
Separated/divorced/widowed	25.8%	1.1%
Other	0.2%	2.2%
Total	**100.0%**	**100.0%**

State		
	Seniors	**Millennials**
ACT	1.6%	4.0%
NSW	19.5%	18.7%
NT	0.4%	1.5%
QLD	20.3%	22.1%
SA	14.2%	12.1%
TAS	3.8%	4.9%
VIC	19.2%	19.5%
WA	21.0%	17.3%
Total	**100.0%**	**100.0%**

Employment Status		
	Seniors	**Millennials**
Full-time paid employment	14.8%	40.2%
Part-time paid employment	10.9%	18.9%
Self-employed	6.4%	5.9%
Casual employment	3.5%	4.2%
Transitioning to retirement and working part time	1.2%	0.0%
Fully retired	44.1%	0.2%
Full-time home duties	7.0%	5.9%
Maternity leave	0.0%	0.8%
Unemployed / not in paid employment	5.3%	7.7%
Student	0.3%	15.4%
On a disability pension	6.5%	0.8%
Total	**100.0%**	**100.0%**

Occupation		
	Seniors	**Millennials**
Business owner	10.9%	3.9%
Manager	9.3%	15.0%
Professional	24.9%	30.3%
Technician	2.5%	3.7%
Trades worker	5.2%	3.4%
Community and personal service worker	6.2%	3.1%
Clerical and administrative worker	21.0%	15.3%
Sales worker	5.8%	7.5%
Machinery operators and driver	2.6%	3.0%
Labourer	5.4%	4.9%
Other	6.3%	10.0%
Total	**100.0%**	**100.0%**

Living Arrangement		
	Seniors	**Millennials**
Living alone (never had children)	10.0%	18.8%
Living with flatmate(s) (never had children)	2.1%	12.0%
Living with parents/siblings (never had children)	1.6%	20.8%
Living with partner only (never had children)	8.0%	23.0%
Living with your children (under 18 years) at home	6.3%	22.0%
Living with your children (over 18 years) at home	10.7%	0.0%
Living with your children (both over and under 18 years) at home	3.5%	1.4%
Children have all left home	56.1%	0.0%
Other	1.8%	2.1%
Total	**100.0%**	**100.0%**

Personal Income	Seniors	Millennials
$20,000 or less	29.2%	30.4%
$20,001 to $30,000	28.1%	14.2%
$30,001 to $40,000	12.1%	5.5%
$40,001 to $50,000	6.7%	10.1%
$50,001 to $60,000	6.8%	10.7%
$60,001 to $70,000	3.5%	5.2%
$70,001 to $80,000	3.2%	5.0%
$80,001 to $90,000	1.9%	3.5%
$90,001 to $100,000	2.2%	7.9%
$100,001 to $125,000	2.5%	2.9%
$125,001 to $150,000	1.6%	3.4%
$150,001 to $200,000	1.2%	0.2%
More than $200,000	0.9%	1.0%
Total	**100.0%**	**100.0%**

Household Income	Seniors	Millennials
$50,000 or less	50.8%	30.2%
$50,001 to $75,000	23.3%	20.8%
$75,001 to $100,000	10.4%	22.4%
$100,001 to $125,000	4.3%	14.9%
$125,001 to $150,000	5.5%	5.7%
$150,001 to $200,000	3.4%	2.7%
$200,001 to $250,000	1.2%	1.2%
$250,001 to $350,000	0.9%	1.5%
$350,001 or more	0.2%	0.7%
Total	**100.0%**	**100.0%**

Investment Portfolio		
	Seniors	**Millennials**
I have no investments	36.6%	51.2%
$50,000 or less	13.4%	20.0%
$50,001 to $150,000	13.0%	10.3%
$150,001 to $250,000	8.4%	5.6%
$250,001 to $350,000	7.4%	5.6%
$350,001 to $450,000	4.7%	1.7%
$450,001 to $550,000	5.0%	3.1%
$550,001 to $650,000	2.3%	0.8%
$650,001 to $750,000	3.1%	0.4%
$750,001 to $1 million	2.1%	0.0%
More than $1 million to $3 million	3.7%	0.5%
More than $3 million to $5 million	0.2%	0.4%
More than $5 million	0.1%	0.5%
Total	**100.0%**	**100.0%**

Wealth Segments		
	Seniors	**Millennials**
Mass Market	70.1%	58.7%
Mass Affluent	21.4%	33.1%
Core Affluent	6.4%	6.6%
HNW	2.1%	1.7%
Total	**100.0%**	**100.0%**

COREDATA

ABOUT US

CoreData Research is a global specialist financial services research and strategy consultancy. CoreData Research understands the boundaries of research are limitless and with a thirst for new research capabilities and driven by client demand; the group has expanded over the past few years into the Americas, Africa, Asia, and Europe.

CoreData Group has operations in Australia, the United Kingdom, the United States of America, Brazil, Singapore, South Africa and the Philippines. The group's expansion means CoreData Research has the capabilities and expertise to conduct syndicated and bespoke research projects on six different continents, while still maintaining the high level of technical insight and professionalism our repeat clients demand.

With a primary focus on financial services CoreData Research provides clients with both bespoke and syndicated research services through a variety of data collection strategies and methodologies, along with consulting and research database hosting and outsourcing services.

CoreData Research provides both business-to-business and business to- consumer research, while the group's offering includes market intelligence, guidance on strategic positioning, methods for developing new business, advice on operational marketing and other consulting services.

The team is a complimentary blend of experienced financial services, research, marketing and media professionals, who together combine their years of industry experience with primary research to bring perspective to existing market conditions and evolving trends.

CoreData Research has developed a number of syndicated benchmark proprietary indexes across a broad range of business areas within the financial services industry.

- Experts in financial services research

- Deep understanding of industry issues and business trends

- In-house proprietary industry benchmark data

- Industry leading research methodologies

- Rolling benchmarks

The team understands the demand and service aspects of the financial services market. It is continuously in the market through a mixture of constant researching, polling and mystery shopping and provides in-depth research at low cost and rapid execution. The group builds a picture of a client's market from hard data which allows them to make efficient decisions which will have the biggest impact for the least spend.

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