

Friday, 11 January 2019

Australians expect 2019 will be 'better' than 2018

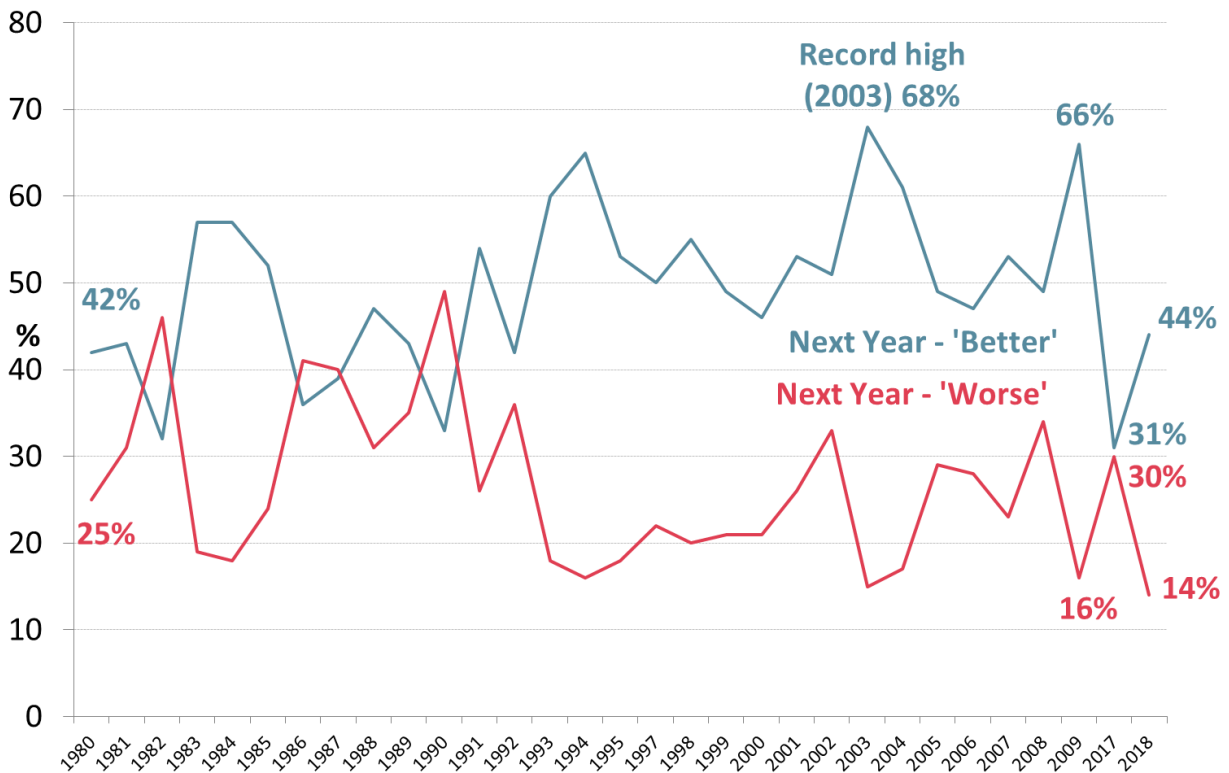
A special Roy Morgan survey taken in mid-December shows 44% of Australians think 2019 will be 'better' than 2018, 32% say 2019 will be 'the same', only 14% say 2019 will be 'worse' and 10% don't know.

Australians are far more positive about 2019 than they were a year ago when asked about 2018 when only 31% said 2018 would be 'better' than 2017, a record low.

However, Australians are again less optimistic than their counterparts in New Zealand with a majority of New Zealanders (51%) saying 2019 will be 'better' than 2018 compared to only 14% that say 2019 will be 'worse'. [See here for more details on New Zealand results.](#)

This special Roy Morgan web survey was conducted in mid-December with a cross-section of 1,028 Australians aged 18+.

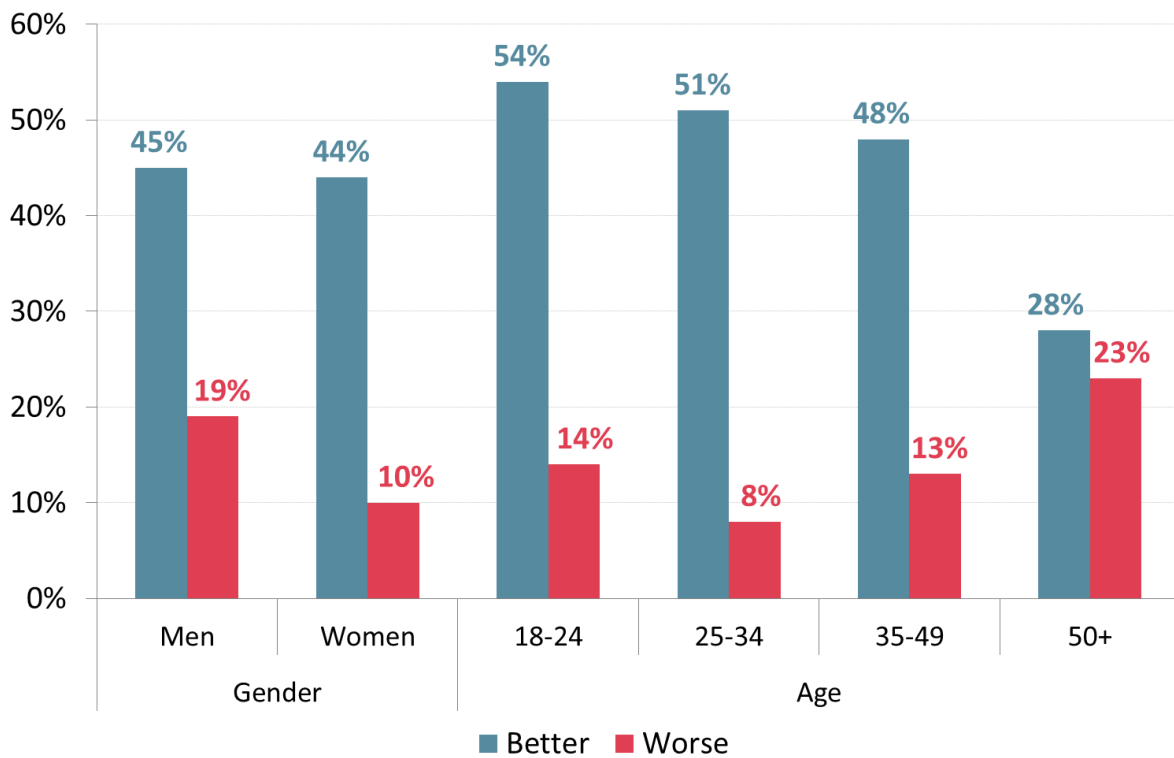
Next Year – Better or Worse? (Australia)



Source: Roy Morgan telephone, SMS and web surveys in Australia 1980-2018 with an average of 1,000 Australians aged 18+ interviewed each year. **Question:** "As far as you are concerned, do you think that 2019 will be better, worse, or the same as 2018?"

FOR IMMEDIATE RELEASE

Analysis by Age & Gender – Next Year ‘Better’ or ‘Worse’



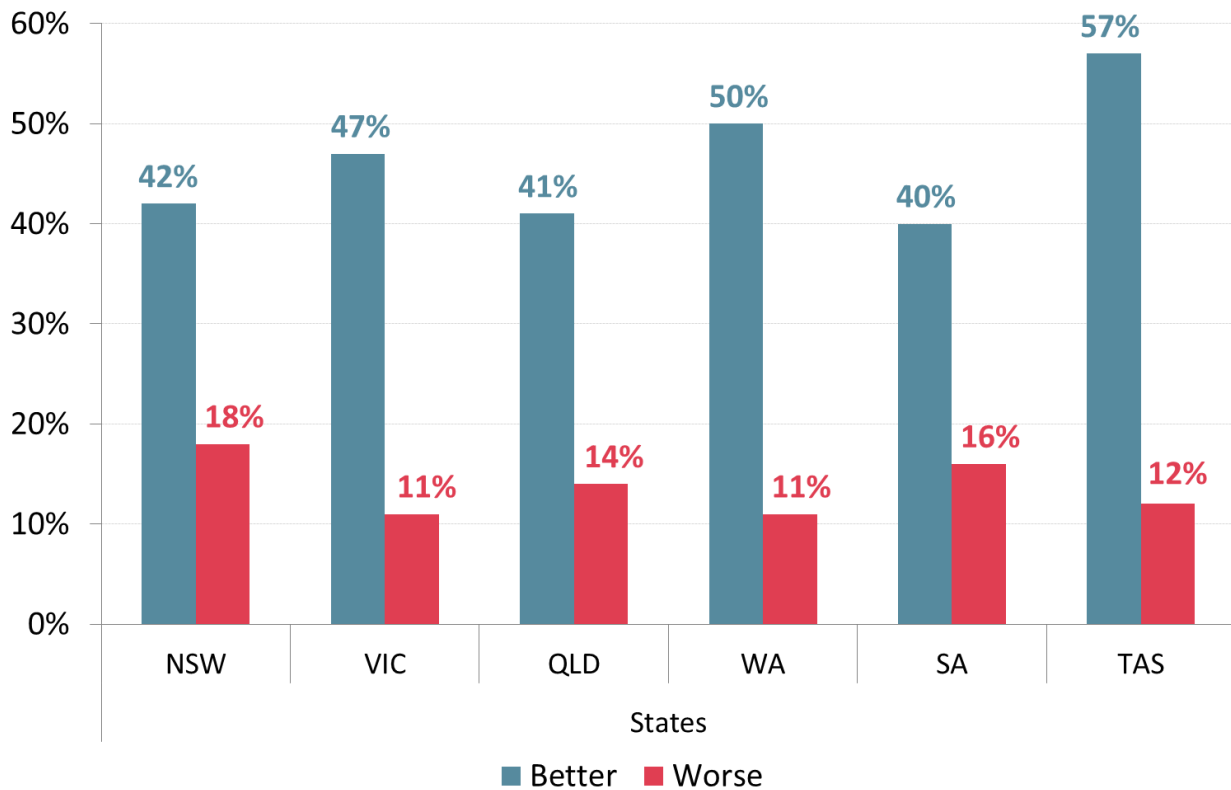
Source: This special Roy Morgan web survey was conducted in mid-December with a cross-section of 1,028 Australians aged 18+.

Slightly more men (45%) than women (44%) expect 2019 will be ‘better’ than 2018, although there are also more men (19%) that say 2019 will be ‘worse’ than 2018 than women (10%).

Analysing by age group shows the usual trend with younger people more optimistic about 2019 than older people. 54% of 18-24 year olds expect 2019 will be ‘better’ than 2018 – and this figure drops for each subsequent age group: 51% of 25-34yr olds, 48% of 35-49yr olds and only 28% of those aged 50+ say 2019 will be ‘better’ than 2018.

	Total Australia	Gender		Age				Total NZ
		Men	Women	18-24	25-34	35-49	50+	
	%	%	%	%	%	%	%	%
Better	44	45	44	54	51	48	28	51
Same	32	29	35	21	32	29	40	27
Worse	14	19	10	14	8	13	23	14
Don't know	10	7	11	11	9	10	9	8
TOTAL	100	100	100	100	100	100	100	100

Analysis by States & Regions – Next Year ‘Better’ or ‘Worse’



Source: This special Roy Morgan web survey was conducted in mid-December with a cross-section of 1,028 Australians aged 18+.

Analysing by State shows people in all States are more positive about 2019 compared to 2018. A year ago three States had more respondents expecting the year ahead to be ‘worse’ than ‘better’.

Tasmanians are most optimistic about 2019 with 57% expecting 2019 to be ‘better’ than 2018 ahead of West Australians (50%) and Victorians (47%).

Respondents in the Cities (45%) are marginally more positive about 2019 being ‘better’ than 2017 compared to those in the Country (43%).

	Total Australia	States						City/ Country		Total NZ
		NSW	VIC	QLD	WA	SA	TAS	City	Country	
	%	%	%	%	%	%	%	%	%	%
Better	44	42	47	41	50	40	57	45	43	51
Same	32	32	29	37	33	33	24	32	32	27
Worse	14	18	11	14	11	16	12	15	14	14
Don't know	10	8	13	8	6	11	7	8	11	8
TOTAL	100	100	100	100	100	100	100	100	100	100

Michele Levine, Chief Executive Officer, Roy Morgan, says:

“Australians have entered 2019 in a more positive frame of mind than a year ago with 44% expecting 2019 will be ‘better’ than 2018 an increase of 13% points from a year ago.

“Only 14% of Australians expect 2019 will be ‘worse’ than 2018, less than half the result a year ago when 30% of respondents expected 2018 would be ‘worse’ than 2017. As it turned out Consumer Confidence in 2018 averaged 118.5, its highest since 2013.

“Younger Australians are easily the most optimistic about 2019 with a majority of Australians aged 18-34 years old expecting 2019 will be ‘better’ than 2018 while only 28% of Australians aged over 50 are positive about 2019.

“The first half of 2019 is set to be dominated by political discussions with a key New South Wales State election scheduled for late March and a Federal Election expected only a few weeks later in mid-May.

“The expectation for many is that Australia is set to see a change of Government at this year’s Federal Election with Bill Shorten becoming Australia’s third Prime Minister in under a year.”

Finding No. 7840 – This special Roy Morgan web survey was conducted with a representative cross-section of 1,028 Australians on December 13-14, 2018. They were asked “Do you think that 2019 will be better, worse, or the same as 2018?”

Roy Morgan - Enquiries

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Next Year – Better or Worse? (Australia)

“As far as you are concerned, do you think that 2019 will be better, worse, or the same as 2018?”

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
	%	%	%	%	%	%	%	%	%	%	%
Better	42	43	32	57	57	52	36	39	47	43	33
Same	33	26	22	24	25	24	23	21	22	22	18
Worse	25	31	46	19	18	24	41	40	31	35	49
TOTAL	100	100	100	100	100	100	100	100	100	100	100

	1991	1992	1993	1994	1995	1996*	1997	1998	1999	2000	2001
	%	%	%	%	%	%	%	%	%	%	%
Better	54	42	60	65	53	n/a	50	55	49	46	53
Same	20	22	22	19	29	n/a	28	25	30	33	21
Worse	26	36	18	16	18	n/a	22	20	21	21	26
TOTAL	100	100	100	100	100	100	100	100	100	100	100

	2002	2003	2004	2005	2006	2007	2008	2009	2017	2018
	%	%	%	%	%	%	%	%	%	%
Better	51	68	61	49	47	53	49	66	31	44
Same	16	17	22	22	25	24	17	18	39	32
Worse	33	15	17	29	28	23	34	16	30	14
Don't know	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	10
TOTAL	100	100	100	100	100	100	100	100	100	100

**This survey wasn't conducted in 1996 and between 2010-2016.*

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years' experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
50,000	±0.4	±0.4	±0.3	±0.2