

## In 2012 Optimism Reins for the majority of Australians

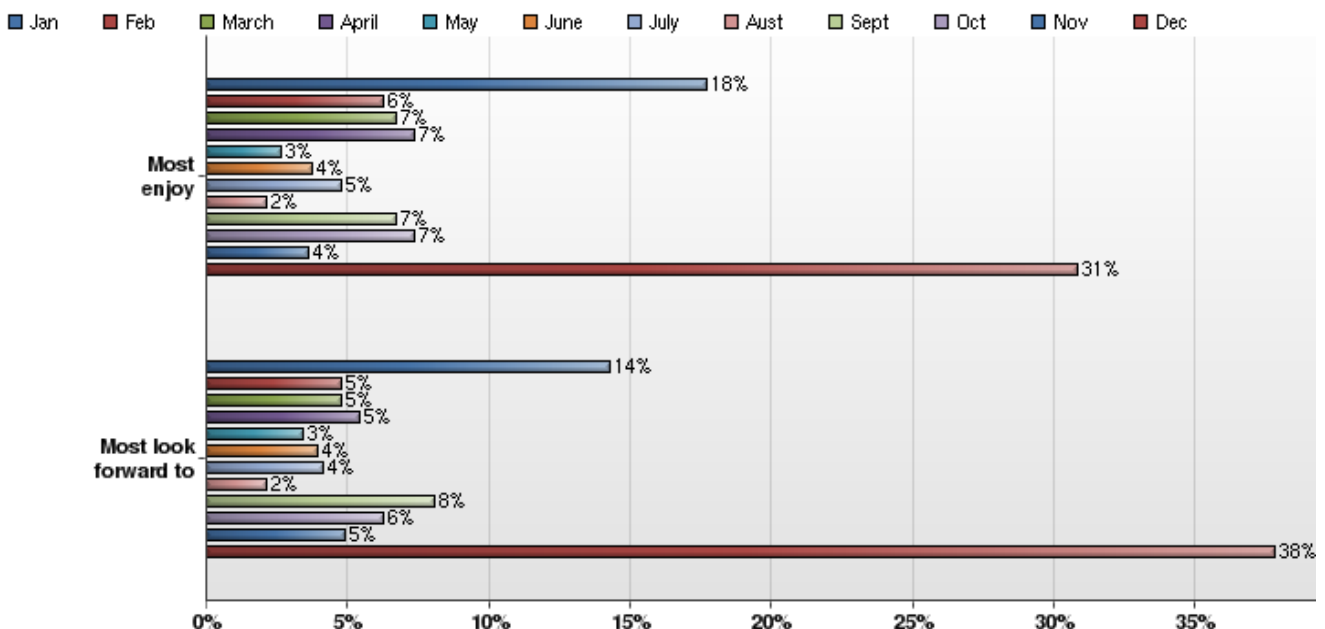
*This New Year's Eve nearly two thirds (63%) of all Australians will be raising a glass "half full" to toast the beginning of what they think will be a better year than the one just passed.*

Sydney, December 19 2011: McCrindle Research has today released the results from a study on the value particular dates and times hold, encompassing questions on the years, months and days most appreciated by Australians. The research shows just 8% believe 2012 will be a worse year than 2011, while over a quarter (27%) believe it will be a much better year.

### The Best Month of the Year:

With Christmas, office celebrations and summer sun, it's no surprise that December is considered both the most anticipated (37.8%) and most enjoyable (30.9%) time of the year. No other month even hit the 10% mark, aside from January which is looked forward to by 14.3% of Australians and most enjoyed by 17.7% of Australians.

August was the least anticipated and the least enjoyed month of the year, with just 2.1% looking forwards to it and enjoying it!



**Saturday the most enjoyed, “happiest” and most satisfying day of the week:**

Saturday was the clear winner in terms of what day of the week Australians most appreciate, with 39% selecting this day as the most enjoyable of the week. Furthermore, 35.7% said they were happiest on a Saturday and it was also the most satisfying day for 28.9% as well. Friday was close second, with a quarter (26.1%) of Australians selecting this as the day they feel most satisfied on. It comes as no surprise that 58.3% of us see Monday as the least enjoyable day of the week!

**Worst day and time of the week (weekday):**

Monday (61.3%)  
9am-10am (17%).

**Worst day and time of the weekend:**

Sunday (61.5%)  
9pm - 10pm (7.3%)

**28: The best age**

This New Years Eve will also see the end of what seems to be a year of extremes, both good and bad. When asked what their favourite and least favourite year was, 2011 scored highest in both categories. While it might be expected that this would be the result for the younger generations who haven’t seen as many years, it was also the case for the Boomers and Generation X.

The average age that respondents had their best year was 28, while their worst was 33. While 1 in 10 respondents were under 26, the late 20s and early 30s were still primarily selected by Generation X and the Builders as their best year.

	BEST YEAR	BEST AGE	WORST YEAR	WORST AGE
<b>ALL RESPONDENTS</b>	2011 – 15.4%	28	2011 – 12.5%	33

**Methodology:**

This national research was conducted by McCrindle Research in December 2011. The 557 Australians who completed the survey were selected through Australia Speaks, McCrindle Research’s research-only panel hosted by Cint, an aggregated panel which has 60,000 active

members in Australia. This survey was managed through Qualtrics, a world leader in online research infrastructure.

*Full a full demographic breakdown of those who completed the survey, please see below:*

DEMOGRAPHICS	This survey %	National % of population aged 18-70
AGE		
Under 18	0.5%	GEN Z, 0%
18-31	22.4%	GEN Y, 29%
32-46	31%	GEN X, 29%
47-65	36.6%	BOOMERS, 33%
Over 65	9.3%	BUILDERS, 9%
STATE		
NT	0%	1%
ACT	1.4%	1.6%
TAS	3%	2.3%
SA	7.4%	7.3%
WA	11%	10.4%
QLD	20.3%	20.3%
VIC	24.6%	24.9%
NSW	32.7%	32.2%
GENDER		
MALE	50.3%	50%
FEMALE	49.7%	50%