

THE GROWING NEED FOR 'LAZY TIME' AMONGST AUSSIE MEN

MATESHIP IS UNDER THREAT AMONGST 20-40 YEAR OLD AUSSIE MALES

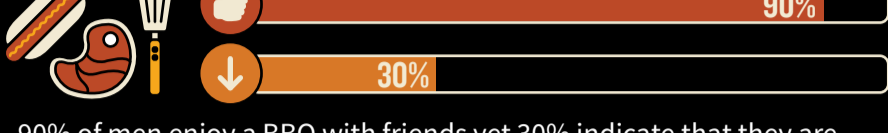
Nearly all men (97%) agree making time for their mates is essential, the majority (85%) of Aussie males don't have enough time for their friends showing that the struggle is real for lazy time with their mates.

THE DECLINE OF FRIENDSHIP

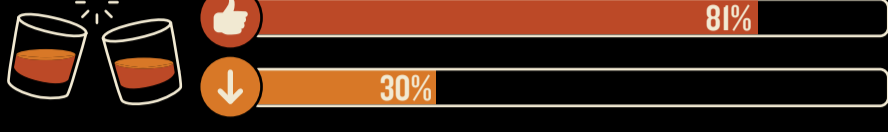


More than half of Aussie males (57%) have down time with their friends less than once a week.

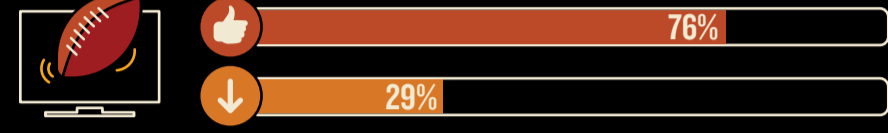
In the last 3-5 years, there has been a declining trend of men participating in the activities they love...



90% of men enjoy a BBQ with friends yet 30% indicate that they are doing it less than they were 3-5 years ago.

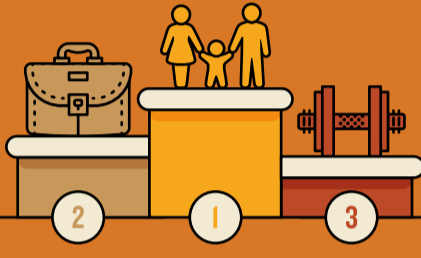


81% of men enjoy having a drink with friends yet 30% indicate that they are doing it less than there were 3-5 years ago.



76% of men enjoy watching footy/sport, yet 29% indicate that they are doing it less than there were 3-5 years ago.

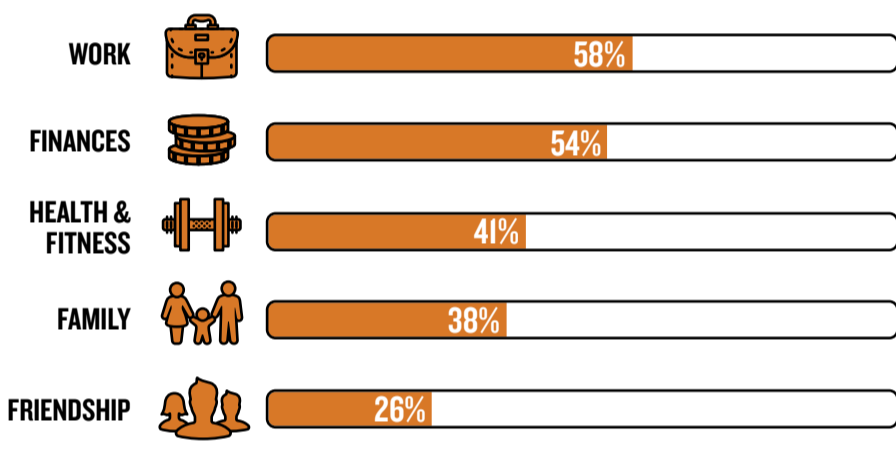
PRIORITIES



Friendship has suffered due to competing priorities and has been forced off the podium with work, family and fitness taking higher priority, leaving friendship in fourth place.

LIFE STRESSORS

MAJOR STRESS FACTORS



Keeping up with these competing priorities places pressure on young Aussie males in the major areas of their life reducing the time and energy available to stay socially connected. In order to deal with the high stress areas of their lives, friendship is often pushed aside.

WHAT WOULD YOU DITCH YOUR MATES FOR?



3 out of 5 young Aussie males (62%) would ditch their mates for a work deadline. More than 1 in 4 (27%) have done this in the last 6 months.

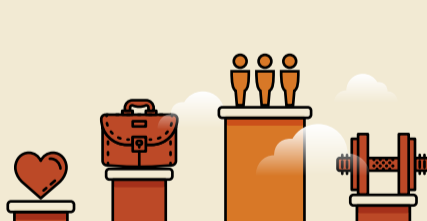


1 in 2 young Aussie males (51%) would ditch their mates for a first date. 1 in 10 (11%) have done this in the last 6 months.



1 in 5 (19%) have turned down a night with close friends to stay home and watch TV/Netflix in the last 6 months.

FRIENDSHIP IS CENTRAL IN THE PURSUIT OF HAPPINESS



Young Aussie males who prioritise friendship say they are more likely to be happy than those who place a low priority on friendships.

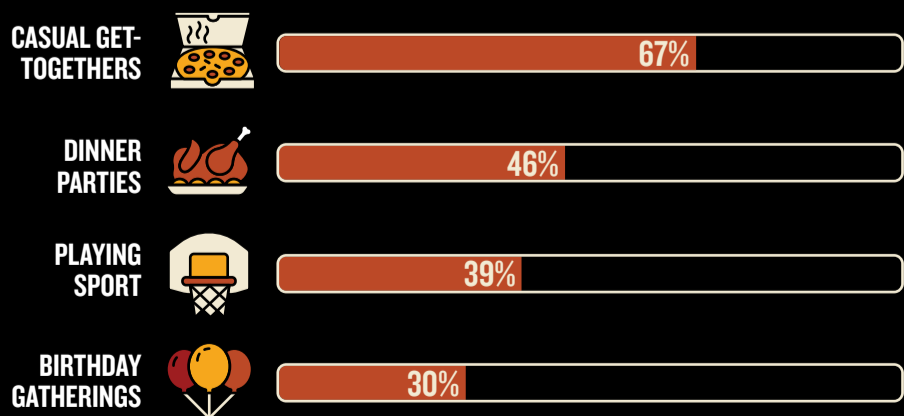


Men who highly prioritise their friends are more likely to be happy (83%) than those whose friends are a low priority (70%).

HOW DO THOSE WHO ARE EXTREMELY HAPPY DO IT?



1 in 5 young Aussie males (20%) are extremely happy in life in general so what are they doing right when it comes to their down time with friends?



METHODOLOGY

The Lazy Time report and infographic was commissioned by Bundaberg Rum which surveyed 500 Australian males (full time workers aged 20 to 40 years) between 18-21 July 2016.

RESEARCH & VISUALISATION CREATED BY

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