

AUSSIES REFLECT ON THE ANZAC SACRIFICE

Friday 24th April 2015 – It was predicted that 2015 would be a year of reflection as the country remembers the centenary of the ANZACS at Gallipoli and the military sacrifices of the 100 years since. A recent survey conducted by McCrindle demonstrates the high regard in which modern day Australians hold the ANZACS and their impact on shaping the identity and values of Australia today.



A year of reflection

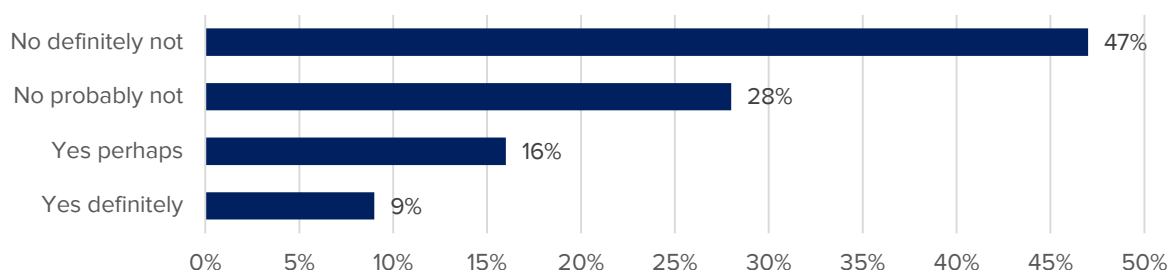
The lucky country is in 2015 being transformed into the reflective country. This is largely attributed to the centenary of the ANZAC landings, and on which rests the anticipation of record attendance at ANZAC services around the country as well as the big events at Gallipoli. But it isn't only April 25th that will be big in the calendar, the entire year is set to have centenary reflections of Australians involvement with WW1, causing us to reflect on sacrifice, loss, duty and the makings of modern Australia.

'2015 will see Australia unusually reflective. Self-analysis is not part of our national psyche yet the year ahead will see us looking back, looking in, and remembering. It will not be a year of sadness – just sombreness – the 'no worries' attitude subdued for a while. Australians love a celebration and this land of the long-weekend is good at enjoying the journey – but the year ahead will bring some heaviness to the journey, and some healthy introspection as well'. – Mark McCrindle

ANZAC spirit alive today

By the end of World War 1, 420,000 men had enlisted to serve at war, which was around 39% of the population of men aged 18 to 44. As we approach the centenary of ANZAC Day we take a look at the likelihood with which Aussie's today would enlist to serve at war today.

If there was a war today, mirroring the global conflict of WW1, and it was open to anyone to enlist, would you enlist?



Gen Y men most likely to enlist

While 1 in 4 Australians would enlist for a war today mirroring the global conflict of WW1, this figure increases to 1 in 3 (34%) amongst the male population across the country.

Gen Y males (aged 21-35) would be the most likely generation to enlist with more than 2 in 5 (42%) indicating so and mirroring a similar representation of males aged 18 to 44, 100 years earlier (39%). As Australian males get older, the likelihood of them enlisting for war decreases.

% that would yes perhaps or yes definitely enlist	Males	Gen Y Males	Gen X Males	Baby Boomer Males	Builder Males
	34%	42%	36%	27%	25%

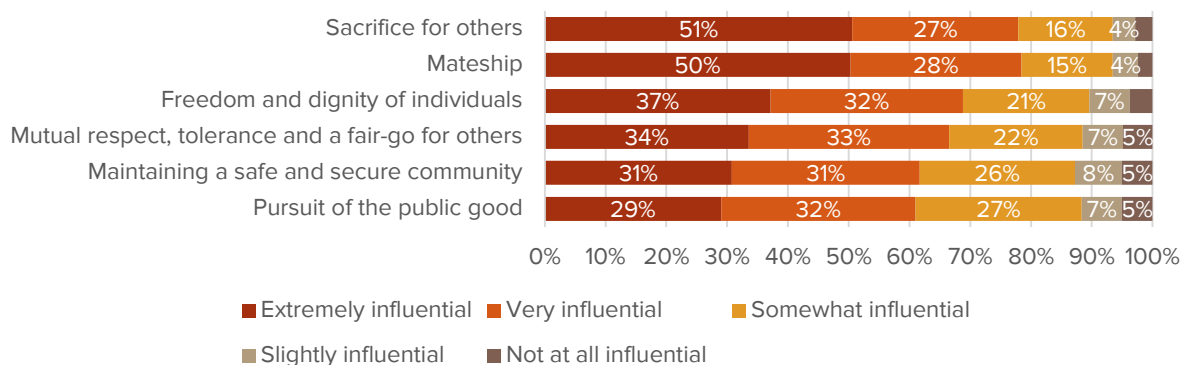
There are 2.59 million Gen Y males in Australia today (those born 1980 to 1994). In this survey, 13% have stated that ‘yes definitely’ they would enlist in such a scenario, which equates to 335,482 from this age group (21-35 year olds) and is equivalent to the number that signed up in this age group a century ago.

ANZACS influential in shaping Australia’s national identity

The characteristics which define us as a nation – mateship, freedom and respect have all been heavily influenced by the ANZACS and their sacrifice at Gallipoli 100 years ago according to modern day Australians.

Nearly all Australians surveyed consider the ANZACS to have been influential in shaping Australia’s ‘sacrifice for others’ characteristic (98%) and the Australian expression of ‘mateship’ (97%). More than 3 in 4 (78%) of those who indicated this felt the ANZACS were extremely or very influential in this regard, highlighting the formative role of the ANZACS when it comes to these components of Australia’s values and national identity.

Q. How influential were the ANZACs in shaping Australia's values and identity in the following areas?



Majority of Australians also believe that the Anzacs were heavily influential in shaping the following components of Australia's character:

Freedom and dignity of individuals	96%
Mutual respect, tolerance and a fair-go for others	95%
Maintaining a safe and secure community	95%
Pursuit of the public good	95%

100 years of change; Australia in 1915 compared to 2015

	1915	2015	
Population	4,940,952	23,790,000	4.8 x more
Sydney population	720,000	4,919,013	6.8 x more
Melbourne population	670,000	4,532,013	6.8 x more
Median age	23.5	37.3	
Average household size	4.5	2.6	
Number of divorces	498	47,638	95.7 x more
Number of marriages	45,364	118,962	2.6 x more
Price of Sydney Morning Herald	One penny	\$3.50	
Cost of a loaf of bread	3 ½ pence	\$2.84	

Media Contact

For media commentary or interviews with McCrindle's Social Commentators, please contact Ashley McKenzie on:

E: ashley@mccrindle.com.au

P: 02 8824 3422

Respondent Demographics – Survey on Australian attitudes

	This survey #	This survey %	National % of population aged 18+
GENDER			
<i>Male</i>	504	50%	50%
<i>Female</i>	511	50%	50%
TOTAL	1,015	100%	100%
AGE			
18-20	41	4%	GEN Z 5%
21-35	283	28%	GEN Y 28%
36-50	253	25%	GEN X 26%
51-69	306	30%	BOOMERS 28%
70+	132	13%	BUILDERS 13%
TOTAL	1,015	100%	100%
STATE			
NSW	328	32%	32%
VIC	256	25%	25%
QLD	204	20%	20%
SA	71	7%	7%
WA	103	10%	11%
TAS	25	2%	2%
NT	11	1%	1%
ACT	17	2%	2%
TOTAL	1,015	100%	100%

Respondent Demographics – Survey on ANZAC Enlistment

	This survey #	This survey %	National % of population aged 18+
GENDER			
<i>Male</i>	508	50%	50%
<i>Female</i>	504	50%	50%
TOTAL	1,012	100%	100%
AGE			
18-20	25	2%	GEN Z 5%
21-35	278	27%	GEN Y 28%
36-50	272	27%	GEN X 26%
51-69	301	30%	BOOMERS 28%

70+	136	13%	BUILDERS 13%
TOTAL	1,012	100%	100%
STATE			
NSW	330	33%	32%
VIC	257	25%	25%
QLD	205	21%	20%
SA	70	7%	7%
WA	104	10%	11%
TAS	21	2%	2%
NT	11	1%	1%
ACT	14	1%	2%
TOTAL	1,012	100%	100%