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## **Australia's property obsession reaches new heights** *Family, Castle, Health in that order*

More than three million adult Australians admit they value the suburb they live in more than their health, new AAMI research<sup>1</sup> has found.

The *AAMI Australian Values* report revealed that Australians cherish their families above all else, but the community they live in ranks as the second biggest value in their lives.

The *Australian Values* survey asked respondents what they would give up if they were unemployed for 18 months or more, covering 25 different scenarios across sport, health, education, family, housing and lifestyle.

AAMI spokesperson Reuben Aitchison said that regardless of the ranking of what we hold most dear to us in life, without an income, sacrifices would be inevitable.

"The research found a disconnect between what is most important to Australians and the level of protection we have for what we love in life.

"It is amazing to think that 83 per cent of Australians have car insurance while only 31 per cent have some form of income protection insurance, in the event of injury or illness<sup>2</sup>," Mr Aitchison said.

"Australians' love of property is supported by these findings and shows that our 'castle' is more important to us than the schools our kids attend or whether our favourite sporting team wins on the weekend.

"Astonishingly, if we fell sick one in four Australians would 'Google-for-a-cure' to avoid spending money on a doctor," he said.

Surprisingly, Australians ranked schooling only above sport. Two in every three adult Australians would prefer to spend a \$20,000 windfall on an overseas holiday, rather than on education for themselves or their kids.

Overall, Australians are least likely to get rid of the family pet, cancel their home insurance or give up their car.

"Pets are clearly treated as family members with one in every three Australians willing to spend \$5,000 on medical costs, even if they were out of work for an extended period," Mr Aitchison concluded.

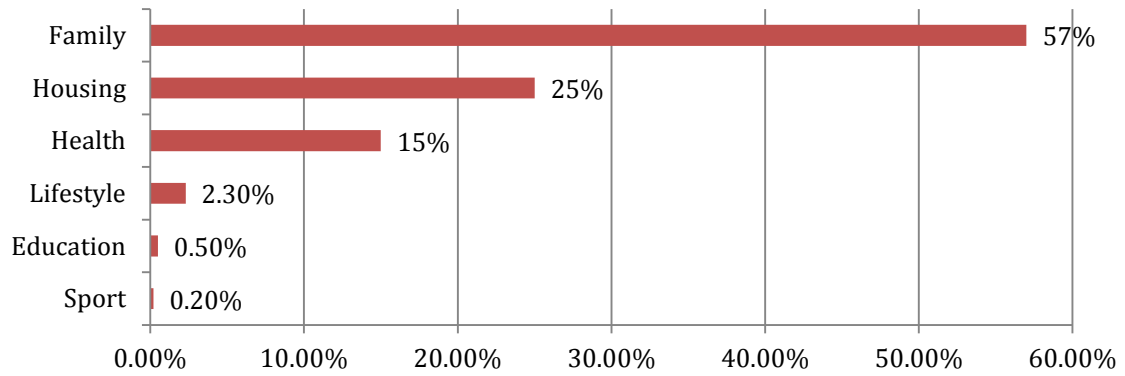
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<sup>1</sup> The research was conducted from 28 March to the 2 April with a survey of 1,000 Australians. The sample size is nationally representative and has been weighted using current ABS population demographics to ensure any extrapolation of results is representative of gender, state and age group.

<sup>2</sup> <http://www.lifewise.org.au/see-more-statistics>



**Table 1: Six values - what is most important to you?**



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For further information or to arrange an interview:

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