



A Sweeney Research Report
Prospectus

THE BURDEN OF UNCERTAINTY
Australians and the GFC

Introduction

For well over 30 years, we have been talking with Australians to understand their attitudes, outlook and behaviour in order to help corporate Australia make the types of decisions that make a difference.

As the credit crisis swept across the globe in the last half of 2008, many of our clients asked – *what does this mean for us?* The norms of recent years had dissipated and corporate uncertainty was rapidly converting into pessimism. To provide some perspective and to help signpost the way forward, we conducted a national study last October involving both qualitative and quantitative research. The charter we set ourselves at the time was relatively straightforward... *what are everyday Australians thinking and what are they likely to do in coming months and beyond?*

The simplicity of the question belied the complexity of making sense of things in a rapidly changing environment. However experience tells us that one certainty is that the clues to future behaviour lie in identifying the prevailing attitudes of today and interpreting them against a long term understanding of what is happening 'out there'.

Given the level of interest in that initial round of research and the continued uncertainty about what 2009 holds, we have conducted a second round of research.

This summary report distils the main findings from our latest research. We're confident it will take you closer to the current Australian mindset and, if the shifts are properly interpreted in the context of your business, will act as a springboard for fresh thinking and opportunity identification.

If you would like to discuss the report in some more detail or discuss the possibility of organising a briefing for your management team, please contact Marc L'Huillier in our Melbourne office:

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ABOUT THE STUDY

Two distinct components of research were conducted in this follow-up study.

6 Group Discussions and 30 Journals

A series of six focus group discussions were conducted with a cross-section of Australians aged 20 – 70 years old. Overlaid on this 30 attitudinal/behavioural journals were distributed to Australians from all walks of life.

Timing: March 2009.

493 Quantitative Surveys

Alongside the qualitative research, we conducted a nationally representative survey of 493 Australians. This data has been weighted using ABS Census statistics to ensure it is nationally representative.

Timing: March/April 2009.

Desk Research

In preparation of the report, our research team has also conducted a large amount of desk research.

Timing: March/April 2009.

Throughout the report, we have sought to compare and contrast the findings with the original study conducted in October and November 2008. The original study was similar in scope to this round of research.




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