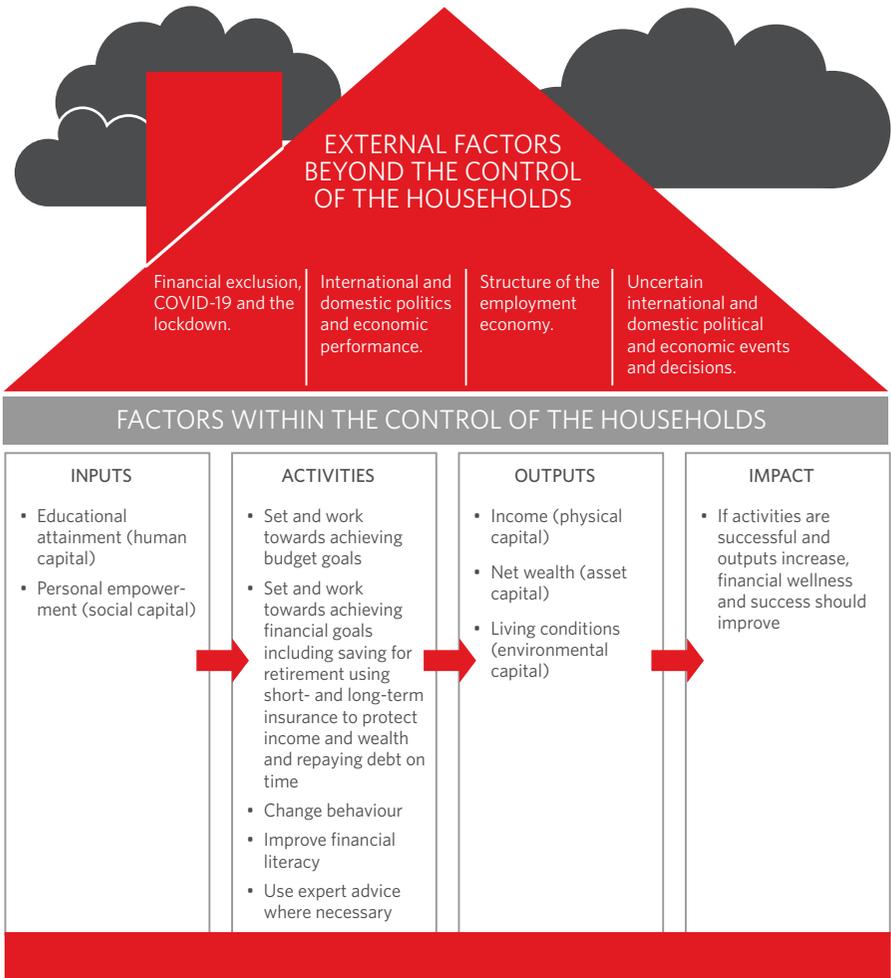


FINANCIAL SUCCESS

- True financial success should be assessed in terms of each individual's and household's unique financial goals, and not by simply looking at how much they earn or how wealthy they are.
- Financial success is about achieving short-term goals (for example saving for a holiday or ensuring loan instalments are made on time) in pursuit of long-term goals (for example wealth creation or paying off a home loan).
- Financial success is inextricably linked to setting financial goals and actively working towards achieving them.
- It is important to be realistic when setting financial goals to ensure that they are attainable.
- As households' circumstances change, their goals and number of goals will evolve. Households also live in a constant changing environment, which affects their ability to achieve their financial goals.
- Being on track with financial goals will increase the probability of your household becoming financially well.
- Only **55%** of households indicated they **have financial goals**, ranging from one financial goal to more than 18 financial goals.
- Only **17.4%** of households indicated they were **on track to achieve all their financial goals** (having full financial success).
- The most popular financial goal among households (goals that should be in a financial plan) is to generate wealth through long-term investments.



The Science of Success

Households with high levels of education and personal empowerment will typically have a better chance of reaching financial success if they do certain things to manage their finances, become more resilient to factors beyond their control and progress towards achieving their own goals, whatever those might be.