

Australians post COVID-19

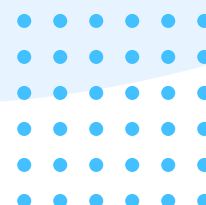
Understanding how COVID-19
has shaped our society

OCTOBER 2020



mccrindle

Cint
Accelerating insights.

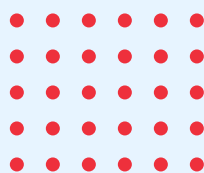


Australians post COVID-19 report is produced by:
McCrindle Research Pty Ltd
Suite 105, 29 Solent Circuit
Norwest NSW 2153
AUSTRALIA

mccrindle.com.au
info@mccrindle.com.au
1800 873 637

Authors: Sophie Renton
Data visualisation and design: Hendrik Zuidersma, Ben Duffin
Title: Australians post COVID-19
Publisher: McCrindle Research - mccrindle.com.au
URL: analyseaustralia.com
ISBN: 978-0-6486695-7-9
© McCrindle Research Pty Ltd 2020

This report is copyright. Fair dealing for the purpose of private study, research, criticism or review is permitted under the Copyright Act. In addition, the Publisher grants permission to use images and content from this report for commercial and non-commercial purposes provided proper attribution is given such as 'Australians post COVID-19' By Sophie Renton is used by permission, McCrindle Research.



Contents

Executive summary	04
Australia in the wake of COVID-19	06
2020, the year of change	07
Resilience amidst the pandemic	11
Financial health in COVID-19	15
COVID-19 changing the way Australians live, work and play	18
The future of work will be hybrid	20
Looking ahead to 2021	23
How can we help	24
Demographic summary	25

Executive summary

While 2020 began with excitement for not just a new year, but a new decade, that all quickly changed in March when COVID-19 and the resulting lockdowns reached Australia. As a result of the imposing restrictions and cancelled life events, it has been a challenging year for many. Almost nine in ten Australians (88%) are excited to close the door on 2020 and start 2021. Yet before we embrace the new year, we have an opportunity to reflect on our experience of COVID-19 and explore what the long-term impacts of this year may be on individuals, businesses and society.

2020, the year of change

This unique year has pushed many of us to our limits with seven in ten Australians (70%) never having experienced this much change in their life before. Further to this, more than half of Australians (56%) are struggling to find anything good in 2020. Despite these challenges, more than three in four Australians (76%) are taking the opportunity to reprioritise their lives to spend time on what is important to them.

Changes caused by COVID-19 have been more negative than positive

Overall, the experience of COVID-19 has been more negative than positive for Australians. The areas where Australians have seen the greatest long-term negative impacts are in their travel and lifestyle (65%), life events such as weddings, funerals, graduations (49%), financial health (41%) and mental health (40%). The only two areas where the positives slightly outweigh the negatives are in family and relationships (30% positive cf. 27% negative) and spirituality (20% positive cf. 15% negative).

Australians have shown resilience amidst the pandemic

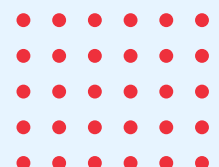
Despite the unprecedented challenges 2020 has brought, almost nine in ten Australians (87%) have found themselves to be resilient amidst the circumstances. Australians are adopting a positive attitude, which has likely helped them fare better this year. Almost nine in ten Australians (89%) looked for the good and what they could learn, while four in five (83%) believe that although 2020 has been tough, they will come out stronger because of this experience.

Older Australians faring better than young Australians

It is no secret that younger Australians have felt the brunt of the pandemic economically and socially, being more likely to see the long-term negative impacts in their lives both financially and mentally. Young Australian's are 5.4 times more likely to believe COVID-19 will have a long-term negative impact on their mental health than older Australians (54% Gen Y cf. 10% Builders). Despite the realities of their experience, it is possible that the mindset of younger Australians has also shaped their experience and sense of resilience.

Younger Australians are more likely than older Australians to be struggling to find anything good in 2020 (73% Gen Z cf. 40% Baby Boomers) and believe that 2020 has been the most difficult year of their life (70% Gen Z cf. 42% Baby Boomers).

Another clue as to why our older Australians may be displaying greater resilience through this time is the behaviours they have employed in their response to COVID-19. Older Australians are significantly more likely to have acknowledged the realities of their circumstances (81% Builders cf. 45% Gen Z), kept in perspective that even in the uncertainty they know the dark days will pass (63% Builders cf. 27% Gen Z) and let advice from experts inform their decisions (46% Builders cf. 23% Gen Z).



Australians saving more despite the challenges

Many Australians have struggled with losing their job, working reduced hours or working from home. As such, COVID-19 has posed significant financial challenges for many Australians. Despite this, two in five Australians (41%) have managed to save more money than usual in 2020. Australians who have saved more than usual during 2020 are planning to spend their extra savings on travel or paying off debt.

Housing change on the horizon

While the overall experience of home has been positive during lockdown, working from home and other COVID-19 restrictions, Australians are looking to make a change. Half of Australians (50%) are looking for a new home to rent or buy that incorporates more of what they value in the next year or two, with more than one in five (22%) extremely/very likely to do so. The multifunctional use of homes may be driving this change, with Australians who have worked from home (31%) being twice as likely as those who haven't to look for a new place to call home (15% extremely/very likely).



COVID-19 revolutionising the workplace

The global experience of working from home has allowed us to imagine a different future of work. There has been much speculation about the future of the workplace as a result of the changes brought on by COVID-19 to where, when and how we work. While the office is not dead, it will likely look different in the future. According to Australians, the future of work will be a hybrid of working from home and working at an office or workplace. Three in five Australians (61%) are looking for a degree of flexibility in their working arrangements with a mix of time working from home and in the office or workplace. The ideal for more than one in three (34%) is that the majority of time is spent working from home and employees come into the office for meetings/project collaboration. This is followed closely by 28% who prefer colleagues working in the one space with one or two days working from home. It is likely that the aspects of workplace culture and community that are missed when working solely from home are still met when employees meet in the workplace to collaborate.

Employed Australians are already seeing long-term cultural changes taking place in their workplace due to COVID-19. Seven in ten employed Australians agree leadership now places a greater priority on employee wellbeing (70%) and mental health (69%). Workplaces are already embracing flexibility, with more than three in five employed Australians (65%) saying there is greater flexibility in where and when they work. Working from home is here to stay, with half (51%) agreeing that remote working will be the default instead of the workplace even when restrictions lift.





Australia in the wake of COVID-19

The year 2020 will go down in history as one that saw the world press pause on overseas travel, large social gatherings and life as we knew it due to COVID-19. It has been a challenging year and almost nine in ten Australians (88%) are excited to close the door on 2020 and start 2021. Before we embrace the promise of the new year, we are at a unique point in history right now where we can take a moment to reflect on the year that has been. This is a time to ask ourselves what we have learnt, explore what the long-term impacts of COVID-19 may be and how it will shape our relationships, workplaces, cities and society.

COVID-19 has had a bigger impact on our way of life than our physical health

While COVID-19 has caused massive shutdowns across Australia and changed the way we live, work and play, the majority of Australians' physical health has been unaffected by the virus. More than three quarters of Australians (77%) haven't personally tested positive or know anyone who has tested positive for COVID-19. Similarly, more than seven in ten Australians (72%) have not had a COVID-19 test. One in five (21%) have had one test and 7% of Australians have had two or more tests. This accounts for the almost 8.4 million COVID-19 tests in Australia as reported by the Department of Health at the time of publication ([health.gov.au](https://www.health.gov.au)).

COVID-19 sparks the start of a whole new vocabulary

Before the year 2020, Australians would have never used the phrase 'social distancing' or 'community transmissions'. However, these are now a part of our everyday vocabulary. While we have all been told this year that we are living in 'unprecedented times' and we need to 'adapt' and 'pivot' to the 'new normal', some of this new vocabulary is starting to wear thin for Australians. The phrases that Australians are most sick of are 'all in this together' (18%), 'social distancing' (13%) and 'unprecedented times' (12%).

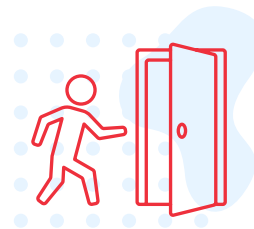




2020, the year of change

This unique year has pushed many of us to our limits with seven in ten Australians (70%) never having experienced this much change in their life before. A similar proportion (69%) are worried and anxious about the future. While more than half of Australians (56%) are struggling to find anything good in 2020, more than three in four (76%) are taking the opportunity to reprioritise their lives to spend time on what is important to them. Our COVID-19 phase two study found that Australians are wanting to keep a slower pace of life that prioritises family.

The opportunity for change is not just limited to them individually but also applies to society more broadly, with 87% of Australians agreeing this is a good opportunity to innovate and change how things are done. Positively, seven in ten Australians (71%) believe that, overall, political leaders at all levels have shown good leadership during 2020.



88%

I am excited to close the door on 2020 and start 2021



TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?

% of Australians who agree

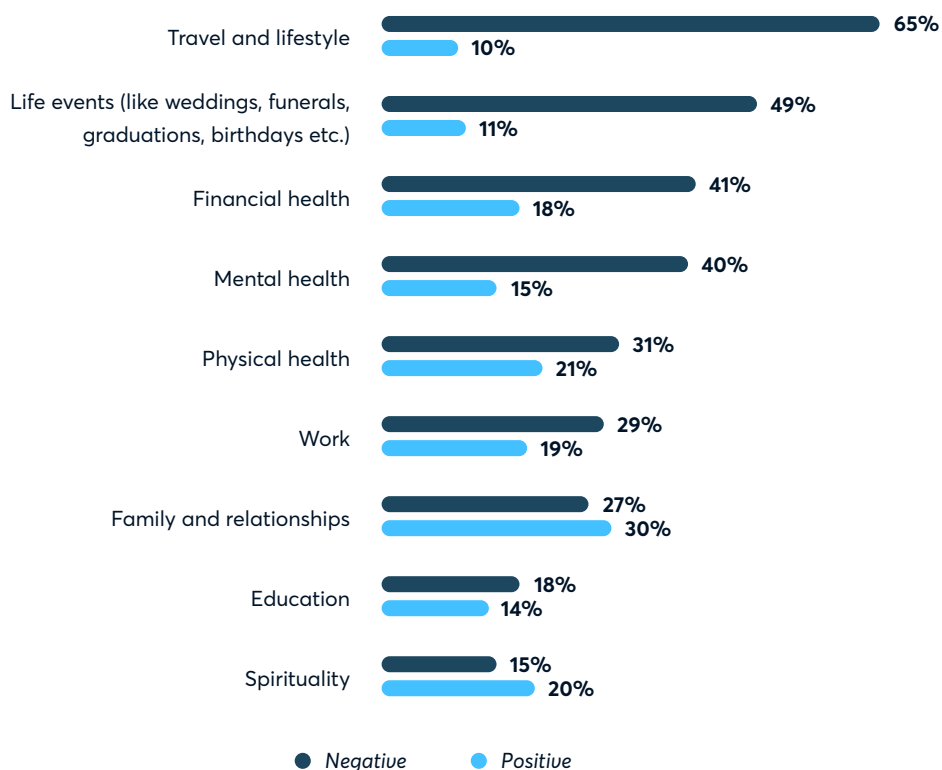


Changes caused by COVID-19 have not all been positive

Overall, the experience of COVID-19 has been more negative than positive for Australians. The areas where Australians have seen the greatest long-term negative impacts are in their travel and lifestyle (65%), life events such as weddings, funerals, graduations (49%), financial health (41%) and mental health (40%). The only two areas where the positives slightly outweigh the negatives are in family and relationships (30% positive cf. 27% negative) and spirituality (20% positive cf. 15% negative).



WHAT SORT OF LONG TERM IMPACT HAS COVID 19 HAD ON THE FOLLOWING AREAS OF YOUR LIFE?












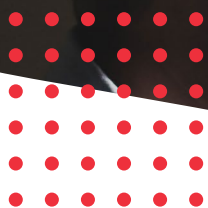


Younger Australians are more likely to view the long-term impacts of COVID-19 in extremes

One definition of resilience is the ability to adapt to the circumstances we are presented with so they are not make or break events. Across all areas older Australians are more likely to believe COVID-19 has had neither a positive nor negative impact. Younger Australians, however, are more likely to be polarised in their response. The area of greatest difference highlights that Baby Boomers are 2.7 times more likely than Gen Z to believe COVID-19 has had neither a positive nor negative impact on their mental health.

NEITHER POSITIVE NOR NEGATIVE

	Boomers 56 - 74	Gen Z 18 - 25	Difference Boomers > Gen Z
 Mental health	63%	26%	2.7x
 Work	72%	30%	2.4x
 Education	89%	40%	2.2x
 Physical health	64%	31%	2.1x
 Financial health	54%	27%	2x
 Family and relationships	53%	27%	2x
 Life events	51%	32%	1.6x
 Spirituality	80%	50%	1.6x
 Travel and lifestyle	32%	25%	1.3x



COVID-19 taking a toll on young Australians' mental and financial health

Younger Australians are seeing long-term negative impacts of COVID-19 on their mental and financial health. Young Australian's are 5.4 times more likely to believe COVID-19 has had a long-term negative impact on their mental health than older Australians (54% Gen Y cf. 10% Builders). Similarly, more than two in five young Australian's believe COVID-19 has negatively impacted their financial health (40% Gen Z, 47% Gen Y cf. 43% Gen X, 35% Baby Boomers, 30% Builders).

LONG TERM IMPACTS OF COVID-19

% who indicate negative impact in the following areas



Gen Z
18 - 25



Gen Y
26 - 40



Gen X
41 - 55



Boomers
56 - 74



Builders
75+

	Gen Z 18 - 25	Gen Y 26 - 40	Gen X 41 - 55	Boomers 56 - 74	Builders 75+
Mental health	50%	54%	43%	28%	10%
Work	33%	43%	30%	19%	8%
Financial health	40%	47%	43%	35%	30%



Resilience amidst the pandemic

Despite the challenges that 2020 has presented, Australians are finding the silver lining and displaying the strength of the Aussie spirit that we are so proud of. Almost nine in ten Australians (87%) agree that even though 2020 has presented unprecedented challenges they have found themselves to be resilient amidst the circumstances. An insight into why so many Australians may be able to agree with this statement is that a similar proportion look for the good and what they can learn in any situation (89%). The fighting spirit of Australians is also shown in that more than four in five (83%) believe that

2020 has been tough, but they know they will be stronger because of this experience. Australians are less inclined to describe 2020 as the most difficult year of their life (57%), although for more than half of Australians this has been the case.



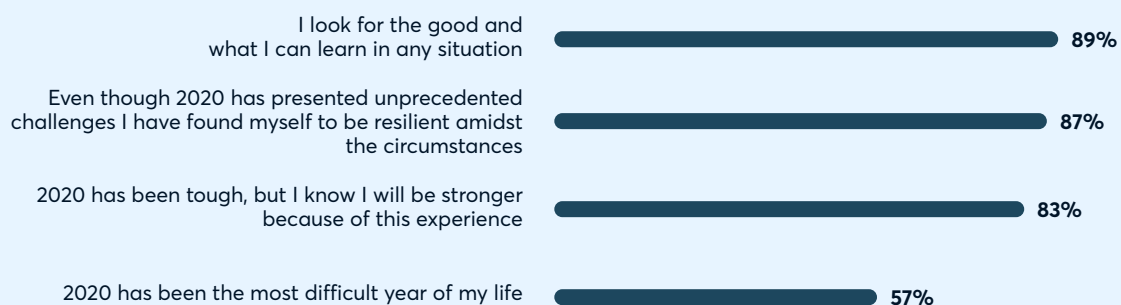
89%

of Australians are looking for the good and what they can learn in any situation



TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?

% of Australians who agree





Older Australians more resilient than young Australians

It is no secret that younger Australians have felt the brunt of the pandemic economically and socially, being more likely to see the long-term negative impacts in their lives both financially and mentally. Despite the realities of their experience, it is possible that a difference in mindset and perspective also impacts the sense of resilience across the generations.

Older Australians are currently showing a higher level of self-identified resilience, being more likely to agree they have found themselves to be resilient under the circumstances (98% Builders, 88% Baby Boomers, 90% Gen X cf. 84% Gen Y, 77% Gen Z). To gain further insight into why this might be the case it is worth noting the difference in perspective of older and younger Australians.








Older Australians are more likely to agree

- This is a good opportunity to innovate and change how things are done
- I look for the good and what I can learn in any situation
- 2020 has been tough, but I know I will be stronger because of this experience



Younger Australians, however, are more likely to agree

- I am struggling to find anything good in 2020
- 2020 has been the most difficult year of my life
- I am worried and anxious about the future
- I have never experienced this much change in my life before

	 Gen Z 18 - 25	 Gen Y 26 - 40	 Gen X 41 - 55	 Boomers 56 - 74	 Builders 75+
I am really struggling to find anything good in 2020	73%	63%	56%	40%	47%
2020 has been the most difficult year of my life	70%	69%	58%	42%	45%
I am worried and anxious about the future	79%	79%	69%	58%	58%
I have never experienced this much change in my life before	75%	74%	74%	62%	64%
This is a good opportunity to innovate and change how things are done	76%	88%	91%	85%	92%
I look for the good and what I can learn in any situation	84%	87%	90%	89%	97%
2020 has been tough, but I know I will be stronger because of this experience	80%	82%	86%	80%	88%



Acknowledging the reality of the circumstances has helped Australians get through 2020

The top five strategies Australians have applied to help them respond to the challenges of 2020 are:

1.

Acknowledging the reality of the circumstances
2.

Knowing they had to look after themselves and making time to do it
3.

Keeping in perspective that even in the uncertain times they know that the dark days would pass
4.

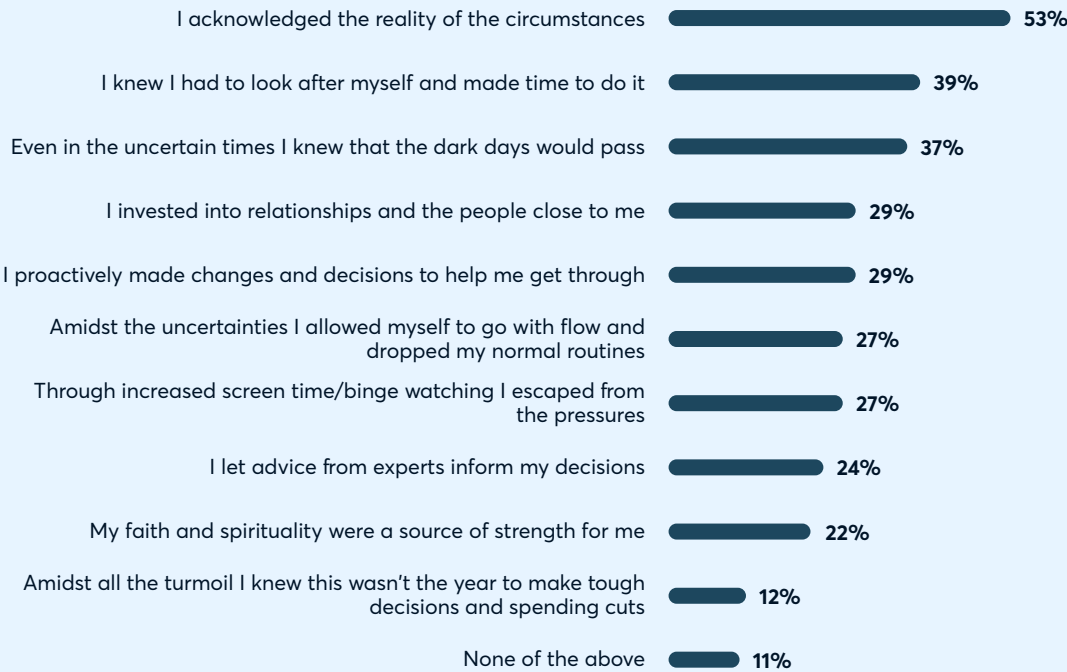
Investing into relationships and the people close to them
5.

Proactively making changes and decisions to help them get through



WHICH OF THE FOLLOWING STRATEGIES HAVE YOU APPLIED IN YOUR LIFE TO HELP YOU RESPOND TO CHALLENGES OF 2020?

Please select all that apply



Older Australians are more likely to acknowledge the reality of their circumstances

Another clue as to why older Australians may be displaying greater resilience through this time is the behaviours they have employed in their response to COVID-19. Older Australians are significantly more likely to have acknowledged

the realities of their circumstances, kept in perspective that even in the uncertainty they know the dark days will pass and let advice from experts inform their decisions.

'Accept the situation' and 'stay positive' is the life advice from Australians

When asked what they would share with the next generation about how to get through a life crisis, Australians' primary advice is around accepting the situation and staying positive. Always keeping in perspective that someone else is likely worse off than you and that this too shall pass. On a practical note, many have encouraged younger Australians to be prepared and save for a rainy day.



'Staying positive under any circumstances is the key! No matter what happens, one should know that "this too shall pass".'



'Be more careful with money, save for a rainy day.'

STRATEGIES FOR RESPONDING TO 2020



Gen Z
18 - 25



Gen Y
26 - 40



Gen X
41 - 55



Boomers
56 - 74



Builders
75+

I acknowledged the reality of the circumstances	45%	45%	50%	60%	81%
Even in the uncertain times I knew that the dark days would pass	27%	32%	34%	42%	63%
I let advice from experts inform my decisions	23%	20%	13%	30%	46%



Financial health in COVID-19

While the experience of COVID-19 has been unique to the individual, many Australians have struggled with losing their job, working reduced hours or working from home. As such, COVID-19 has posed a significant financial challenge for many Australians. Despite the challenges presented this year,

two in five Australians (41%) have managed to save more money than usual in 2020. Almost one in three Australians (32%) have saved the same amount and 27% have spent more money than usual in 2020.



HAVE YOU SAVED MORE OR SPENT MORE MONEY THAN USUAL IN 2020?



- Saved significantly more
- Saved somewhat more
- Saved slightly more
- Saved the same
- Spent slightly more
- Spent somewhat more
- Spent significantly more

Closed borders have not curbed Australians desire for travel

It is good news for the travel and tourism industry that Australians who have saved more than usual during 2020 are planning to spend their extra savings on travel. The most popular immediate destination will be interstate (21%), followed by international travel when the borders reopen (19%) and to regional Australia (18%).

One in five Australians are taking the practical approach with their savings by either paying off debt (20%) or contributing to their retirement savings (17%). Property is still part of the Australian dream with 15% planning to buy a property to live in, while 10% are looking to buy an investment property. More than one in five Australians (22%), however, are not planning to spend their savings but are looking to keep them.

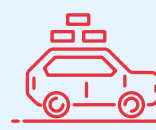
THE MOST POPULAR IMMEDIATE TRAVEL DESTINATIONS WILL BE



21%
Interstate



19%
International travel when
the borders reopen



18%
Regional Australia



WHAT DO YOU PLAN ON DOING WITH YOUR SAVINGS?

Australians who have saved more in 2020, n=412





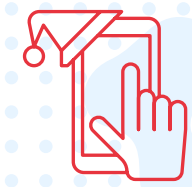
Changing spending behaviour in the wake of COVID-19

While we are yet to see what the long-term financial implications of COVID-19 will be, we are already observing a change in Australians' attitudes and behaviours towards finances. Seven in ten Australians (70%) agree that 2020 has been a tough year financially, so will be looking for ways they can save on their Christmas gifts.

Not only are Australians looking to save, but the way they purchase is changing. Three in five Australians will do the majority of their Christmas shopping online this year to avoid the crowds (58%) and a similar proportion (60%) expect to do more of their shopping online even after COVID-19 restrictions ease and things go back to normal.

Younger Australians embracing online shopping

Younger Australians are more likely than older Australians to do the majority of their Christmas shopping online this year to avoid the crowds (76% Gen Z, 78% Gen Y cf. 61% Gen X, 34% Baby Boomers, 24% Builders). The integration of digital purchases into Australians' lives is also expected to continue with almost four in five Gen Zs (78%) and Gen Ys (79%) expecting to do more of their shopping online even after COVID-19 restrictions ease and things go back to normal (cf. 64% Gen X, 37% Baby Boomers, 30% Builders).



58%

will do the majority of their Christmas shopping online this year to avoid the crowds



60%

expect to do more of their shopping online even after COVID-19 restrictions ease and things go back to normal



COVID-19 changing the way Australians live, work and play

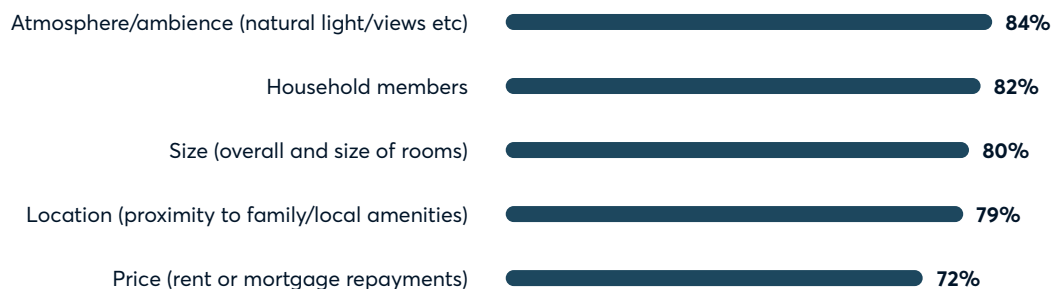
Housing change on the horizon

Overall, Australians have found the experience of their current home during lockdown, working from home and other COVID-19 restrictions to be a positive one. More than four in five Australians have found the atmosphere and ambience

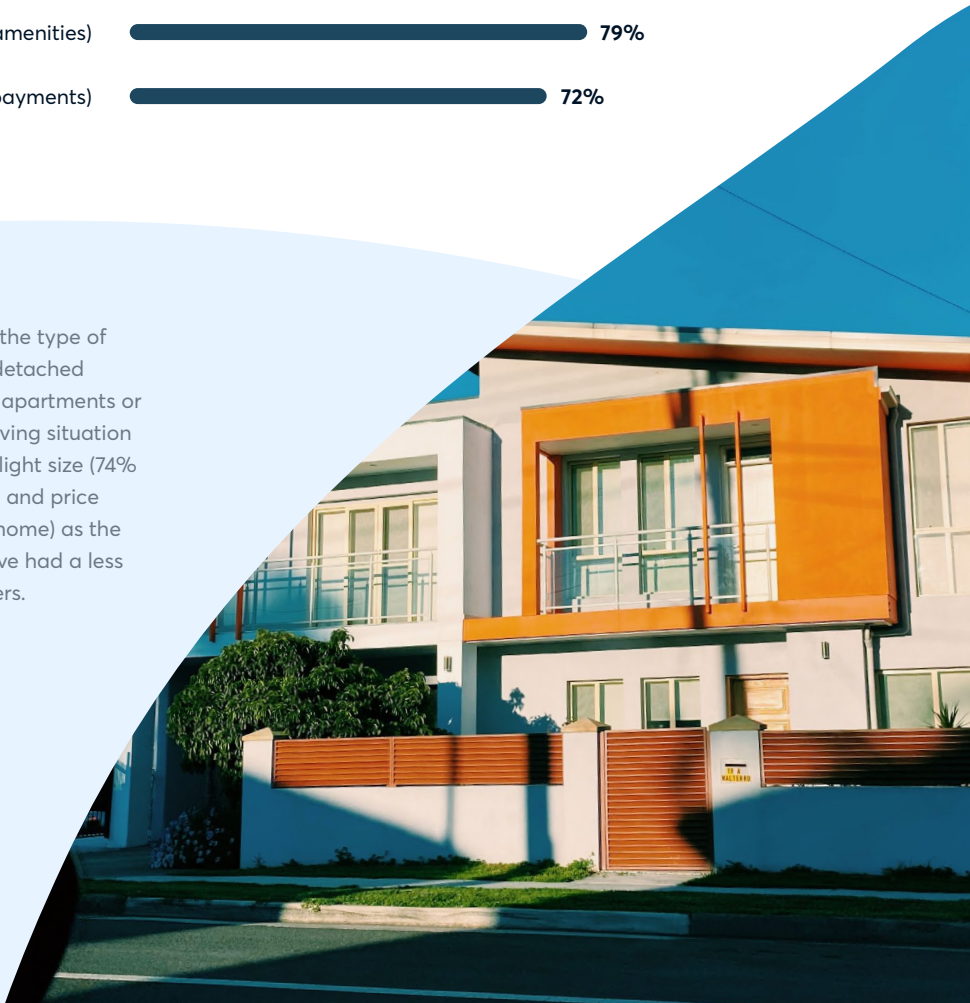
of their home (84%), their household members (82%) and the size both overall and size of rooms (80%) to be positive. Even the location (79%) and price (72%) have been relatively positive experiences for most Australians.

HAVE THE FOLLOWING ASPECTS OF YOUR CURRENT HOME PROVIDED YOU WITH A POSITIVE OR NEGATIVE EXPERIENCE DURING LOCKDOWN, WORKING FROM HOME AND OTHER COVID 19 RESTRICTIONS?

% positive experience



While the overall experience has been positive, the type of housing does play a part in this. Australians in detached homes are more likely than Australians living in apartments or townhouses to rate all aspects of their current living situation positively. The areas of greatest difference highlight size (74% apartment/townhouse cf. 84% detached home) and price (66% apartment/townhouse cf. 76% detached home) as the areas where apartment/townhouse dwellers have had a less positive experience than detached home dwellers.



Australians looking to move into homes that have more of what they value

In the next year or two, half of Australians (50%) plan on looking for a new home to rent or buy that incorporates more of what they value, with more than one in five (22%) extremely/very likely to do so.

Apartment/townhouse dwellers (29%) are more likely than detached home dwellers (18%) to be extremely/very likely to look for a new home in the next year or two. The need for homes to be multifunctional may be driving this change, with Australians who have worked from home (31%) being twice as likely as those who haven't to look for a new place to call home (15% extremely/very likely).



Half of Australians plan on looking for a new home to rent or buy that incorporates more of what they value in the next year or two.



Australians who have worked from home this year (31%) are twice as likely as those who haven't (15%) to look for a new place to call home.

The future of work will be hybrid

Since COVID-19 was declared a global pandemic, two in five Australians (41%) have worked from home. Almost one in four (24%) are still working from home, while 13% are now back in the office.



**SINCE COVID 19 WAS DECLARED
A GLOBAL PANDEMIC, HAVE YOU
WORKED FROM HOME?**

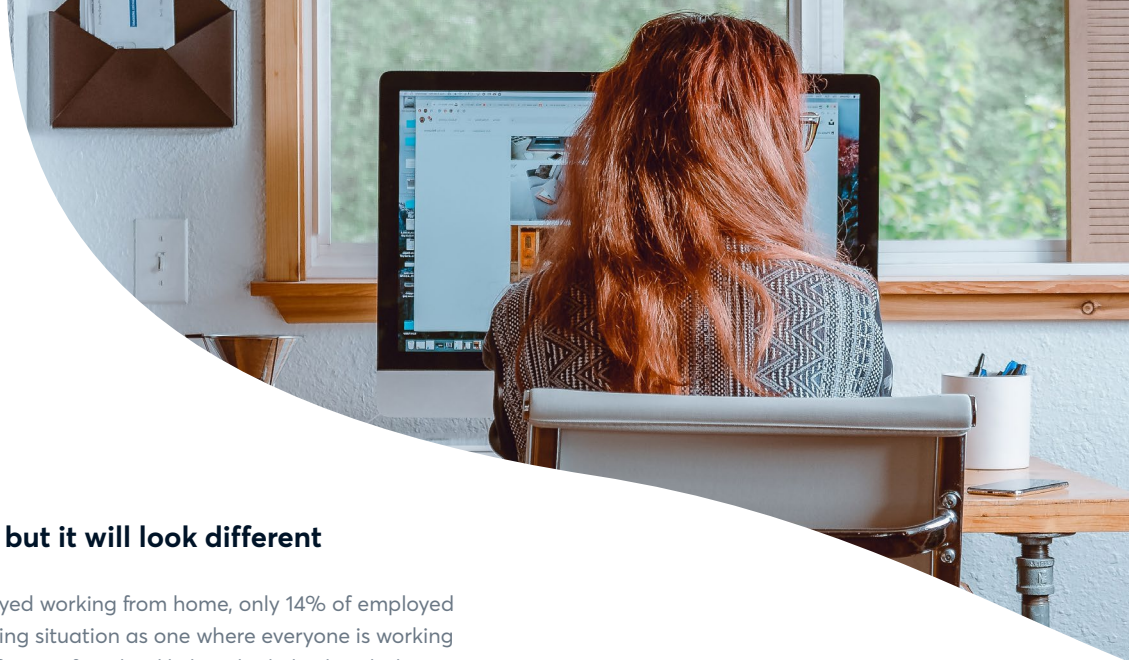
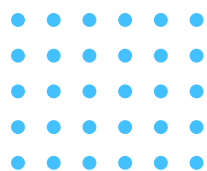
24% Yes and I still am working from home

13% Yes, although I'm back at my workplace now

4% Yes, but I am now no longer employed

59% No





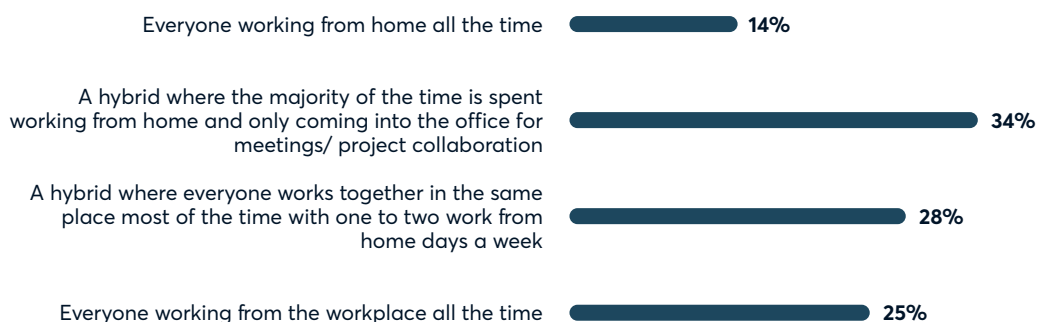
The office is not dead, but it will look different

Although Australians have enjoyed working from home, only 14% of employed Australians see their ideal working situation as one where everyone is working from home all of the time. The future of work is likely to be hybrid, with three in five Australians (61%) looking for a degree of flexibility in their working arrangements with a mix of working from home and in the office or workplace. The ideal for more than one in three (34%) is that the majority of time is spent working from home and employees come into the office for meetings/project collaboration. A similar proportion (28%) see the ideal as everyone working together in the same place most of the time with one to two work from home days a week. This hybrid approach shows that the aspects of workplace culture and community which are missed when working solely from home are still able to be met when employees meet in the workplace to collaborate. A quarter of employed Australians (25%), however, appreciate the more traditional approach with everyone working from the workplace all the time.



Australians are looking for a degree of flexibility in their working arrangements

WHICH OF THE FOLLOWING DESCRIBES YOUR IDEAL WORKING SITUATION IN THE FUTURE?



Younger Australians are driving the new normal of work to be characterised by greater flexibility and collaboration

Younger Australians are more likely to look for a hybrid work approach where the majority of time is spent working from home and only coming into the office for meetings/project collaboration (40% Gen Z, 41% Gen Y cf. 29% Gen X, 30% Baby Boomers, 26% Builders). Older Australians, however, value

a more traditional approach where everyone is working from the workplace all the time (29% Builders, 32% Baby Boomers, 30% Gen X, 17% Gen Y, 15% Gen Z).

COVID-19 is revolutionising the workplace

Employed Australians are already seeing long-term cultural changes taking place in their workplace due to COVID-19. Seven in ten employed Australians agree leadership now places a greater priority on employee wellbeing (70%) and mental health (69%). The way we are working is also changing with many agreeing effective communication (69%) and collaboration (65%) has increased across the team. For more than half (57%), video meetings are now the default over phone calls. Not only has communication and collaboration increased, but time in the workplace is now spent more in collaboration than on individual tasks (57%).

Employed Australians are already seeing their workplaces embrace flexibility. More than three in five (65%) agree there is greater flexibility on where and when they work, with 51% seeing remote working as the default instead of the workplace even when restrictions lift.

While 2020 has been a challenging year for businesses, it has provided a time for organisations to adapt, pivot and reinvent themselves. There is now a greater openness to change and more than half of employed Australians (55%) believe their workplace has used this time as a chance to invest in growth and development for the business. Despite the challenges, it is an exciting time for organisations to innovate and adapt for the future, as much of what we had pre-COVID-19, we will never see again. We are not moving to the next but the new. It is not a continuation of how things were, but the start of a whole new reality.



TO WHAT EXTENT DO YOU AGREE OR DISAGREE THAT THE FOLLOWING LONG TERM CULTURAL CHANGES HAVE TAKEN PLACE IN YOUR WORKPLACE DUE TO COVID 19?

Employed Australians, n=558
% who agree



Looking ahead to 2021

Reflecting upon 2020 and all of the vast change provides us with a unique opportunity to refocus on what is most important. As Winston Churchill famously said, 'A crisis is a terrible thing to waste'.

As we begin to emerge and look ahead for 2021, let's take the opportunity to ask ourselves what have we learned, what positive changes we can implement moving forward and what kind of future we want to build.

Apply what we have learnt

Almost everything at a personal, business and societal level has been shaken in 2020. It has been a year of redefining priorities, and as we prepare for 2021 we have an opportunity to take the lessons we have learnt, focus on what we value and make decisions that align with those values for ourselves, our families, businesses and communities.

Rebuild the future we desire

This unique, once-in-a-century event has provided us with an opportunity to not just re-emerge and go back to the way things were, but to lay a new foundation to build on.

As we look to the future, we can reimagine the next stage of Australia as a nation post COVID-19; one where we live out what we value, which Australians have said is about spending time with family and embracing the benefits of a slower pace of life, where homes reflect important values and workplaces have greater flexibility and collaboration to enable greater thriving and human flourishing.

How can we help

Unpack the latest insights with your team

Do you value the insights in this report and want these and the broader implications of COVID-19 unpacked with your team? With over 10,000 hours of presentations and advisory under our belt, we love working with organisations to not just provide content, but context. We can support you as you position your organisation to thrive in the year ahead by unpacking these results and more at a team meeting, workshop or conference presentation. If you're not after a presentation but simply an opportunity to connect with one of our advisors to gain insights into the context and how it may impact your organisation, we love to provide strategic business advice for individuals and organisations.

Future proof your organisation by understanding Australians thoughts, attitudes and actions in the wake of COVID-19

COVID-19 has changed the business landscape of Australia. As you look to the year ahead, what national trends do you need to understand to position your organisation to thrive? We can ask Australians the questions that matter to you. We use robust sampling with clear deliverables to help make the unknown known and bring clarity to complexity. We would love to take the pulse of the nation and understand Australians attitudes, beliefs and behaviours about topics that are relevant to your organisation. Research gives you confidence for your next business decision.

We discover the insights, tell the story, and guide the journey

For more than a decade, McCrindle has been helping provide a clearer picture by using data to inform strategic planning and mission-critical decisions. All the tools, methods and processes we have developed are used to explore and interpret the unknown and bring clarity to complexity. We want to help organisations lead confidently towards 2030 with our research skills and expertise.

Our nationally representative surveys not only take the pulse of the nation, but give you insight on your key objectives. Identifying what Australian's are thinking and how sentiment, attitude and behaviour may change in the year ahead. We don't just provide facts; we bring the data to life with engaging visual insights to tell the story and guide the journey.

Let's discover the future together

Getting started in discovering a clearer picture for your strategic decision making is easy. Simply head to mccrindle.com.au to find out more about us and get in touch via info@mccrindle.com.au

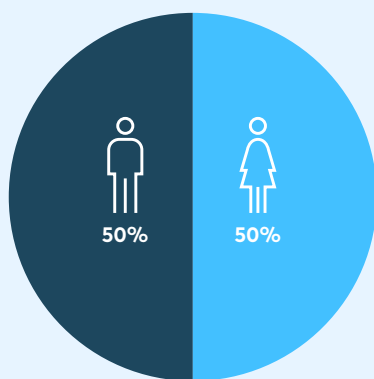
When you're ready, please call us on **1800 873 637**.

We are always excited to discuss new ideas with great people, so get in touch and let's get started!

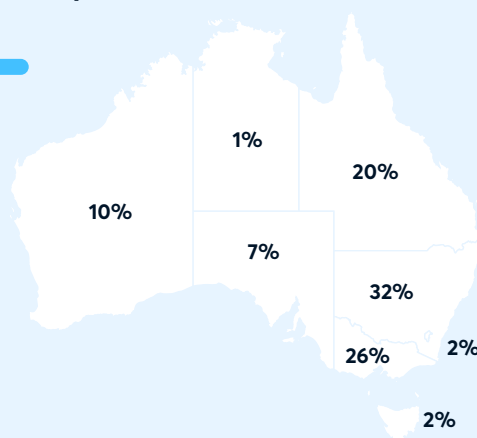
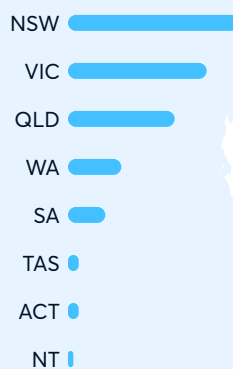


Demographic summary

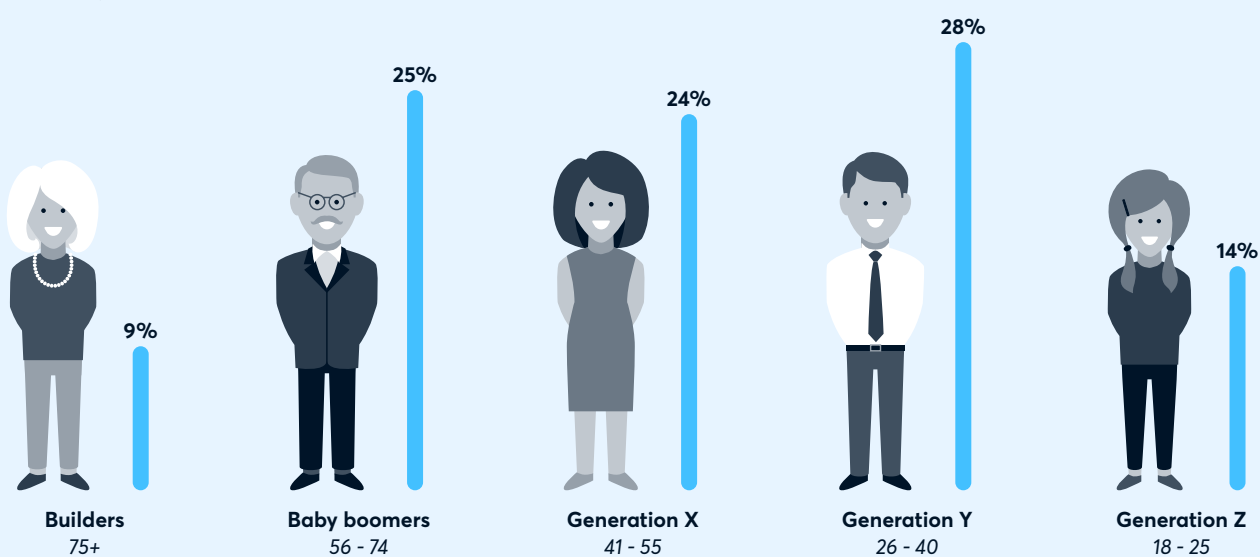
Are you male or female?



Where do you usually live?



What age will you be in 2020?



Methodology

To further equip leaders, individuals and communities with an understanding of how Australians have been impacted by and are responding to COVID-19, McCrindle has conducted a survey of Australian sentiment, attitudes and behaviours during the COVID-19 pandemic.

This research builds on phase one which was conducted between the 19th and 23rd of March 2020 and published in the COVID-19 April report and phase two conducted between 8th and 12th May 2020 and published in the COVID-19 June report. All studies have been conducted by McCrindle in conjunction with our panel partner Cint. This report is based on an online survey deployed to a nationally representative

sample of 1,000 Australians. Data was collected between the 1st and 6th of October 2020.

Data labels on the graphs in this report have been rounded to the nearest whole number and may, therefore, sum to 99% or 101%. Any calculations where two data points have been added are based on raw data (not the data labels on the graph) which have been rounded once combined.

Where no sample size has been specified in the report for graphs, the responses represent the total survey sample (n=1,000).

mccrindle

About McCrindle

McCrindle delivers a clearer picture to inform and guide strategic decision making.

As a social research agency, McCrindle uses an evidence-based approach to know the times. From there we communicate the trends to maximise impact for sustainable success.

We do this through online surveys, focus groups and in-depth interviews. The insights are then presented through crafted visualisation, engaging keynote presentations and advisory workshops.

If your organisation is interested in understanding the people, places or products surrounding you, we would be excited to work together!

mccrindle.com.au



About Cint

Cint is the technology backbone of the world's most successful insights companies. The Cint platform automates sample fieldwork and operations so that companies can gather insights faster, more cost-effectively and at scale. Cint also has the world's largest sample exchange platform that connects sample buyers to 100+ million of panellists across the world.

cint.com

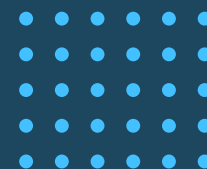


About Thrive PR

Thrive is Australasia's largest independent PR agency. Working with established businesses who are transforming and brands who are disrupting and growing, Thrive is a heavyweight agency, which combines the "best of both worlds", the strength and rigour of big agency resources combined with an entrepreneurial spirit and the freedom to do things differently. Whether it's engaging major enterprises, SMBs, governments or local communities, Thrive loves to combine logic and magic to building smart campaigns.

thrivepr.com.au





Research & report by

mccrindle

mccrindle.com.au

Sponsored by

Cint
Accelerating insights.

cint.com

Get in touch

Phone 1800 873 637

Email info@mccrindle.com.au

Address Sydney office
Suite 105, 29 Solent Circuit
Norwest, NSW 2153

Perth office
Suite 8, 126 Broadway,
Crawley, WA 6009

 [mccrindleresearch](#)

 [mccrindle_](#)

 [mccrindleresearch](#)

 [mccrindle](#)

For our latest reports head to

analyseaustralia.com

