

# Recovering from COVID-19

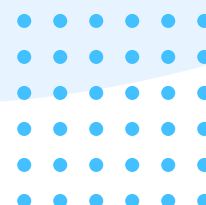
**The Australian experience,  
generational impacts and  
the future outlook**

JUNE 2020



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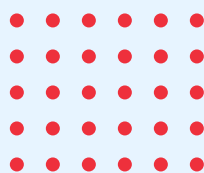
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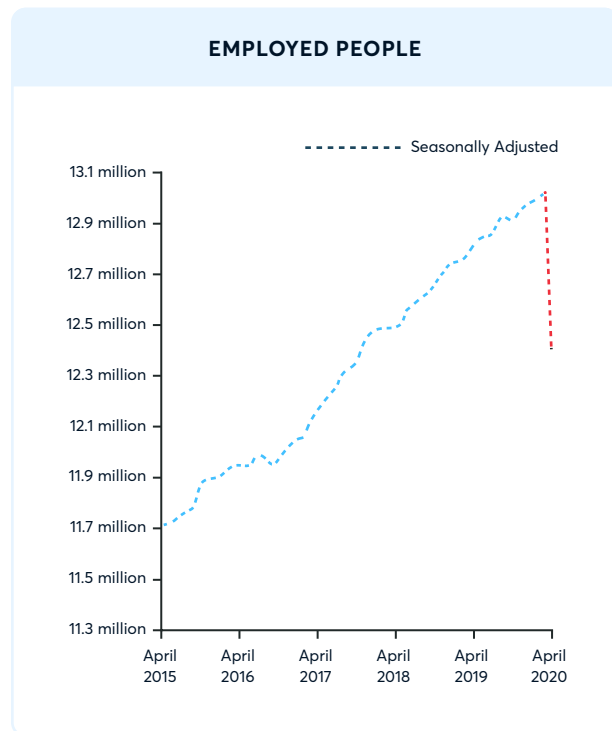
# Australia as a nation amidst COVID-19

COVID-19 turned the world upside down seemingly overnight. 2020 was a year that held so much promise yet plans and aspirations for the year feel like they have been put on hold or blindsided. These moments in history can bring out the best or worst in society. Positively, amidst these unprecedented times, we have seen the resilience, generosity and strength of the Australian spirit and community come to the fore.

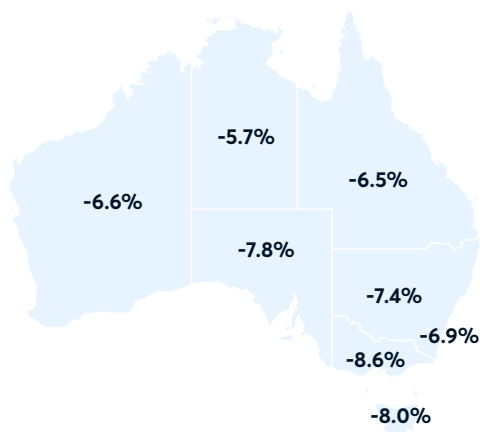
## Jobs decreasing across Australia

The impacts of COVID-19 have been keenly felt in employment. The rate of unemployment has increased from 5.2% in March to 6.2% in April which represents 823,300 Australians who are currently unemployed. Underemployment is also at a record high at 13.7% (cf. 8.8% in March), this represents 1.8 million Australians who want, or are available for more hours of work than they currently have.<sup>1</sup>

In the month following Australia's 100th case of COVID-19 (mid-March to mid-April) there was a 7.5% decrease in jobs across Australia. The hardest hit states were Victoria (8.6%), Tasmania (8%) and South Australia (7.8%) all of which experienced a greater decrease in jobs than the national average.<sup>2</sup>



## % CHANGE IN EMPLOYEE JOBS BETWEEN WEEK ENDING 14TH MARCH AND 18TH APRIL



## Younger Australians jobs more affected than older Australians

The impacts of COVID-19 have not reached all Australians equally. From a health perspective the elderly and those with pre-existing medical conditions are the most vulnerable. The economic impacts, however, are affecting our younger Australians working to establish themselves. The job loss rates are highest for Australians under 20, with a loss of almost one in five jobs (19%) for those under the age of 20. For Australians aged 20 to 29 more than one in ten (12%) jobs have been lost while for Australians aged 30 to 69 there is an average job loss of 5%. This means that Australians under 20 are almost four times more likely to have lost their job than Australians 30 and over.<sup>2</sup>



## Accommodation and food services is the hardest hit industry

Despite Australia's love for a latte and smashed avo on toast, the doors to the hospitality industry were temporarily closed. It is unsurprising, therefore, that accommodation and food services and arts and recreation services have experienced the largest rate of job reductions.

Since Australia's 100th case of COVID-19, one in three jobs in accommodation and food services (33%) and one in four jobs in arts and recreation services (27%) have been lost. Young people, again, are more affected than older workers. There has been a loss of two in five jobs (41%) for 20 to 29 year olds working in accommodation and food services compared to three in ten (28%) for 30 to 69 year olds.



### INDUSTRIES WITH THE HIGHEST PROPORTION OF BUSINESSES THAT REGISTERED OR ARE INTENDING TO REGISTER FOR JOBKEEPER PAYMENT SCHEME



Construction

80%



Administrative and support services

79%



Accommodation and food services

76%



Other services

73%



Education and training

72%



### TOP THREE ANTICIPATED ADVERSE IMPACTS FOR BUSINESSES FROM COVID-19



72%

Reduced cash flow



69%

Reduced demand for goods or services



53%

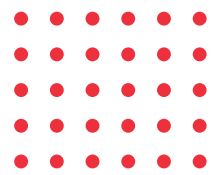
Government restrictions

## The JobKeeper lifeline

The Australian government has thrown Australian businesses a lifeline through JobKeeper. The uptake of the scheme has been high with three in five businesses (61%) registering or intending to register for the JobKeeper Payment scheme. Of businesses that do not intend to register for the JobKeeper Payment scheme (33%), more than half report that it is because the business does not meet the eligibility criteria (55%). Industries with the highest proportion of businesses registering or intending to register for the JobKeeper scheme are construction (80%), administrative and support services (79%) and accommodation and food services (76%).<sup>3</sup>

Over the next few months the biggest issue on the minds of Australian businesses is reduced cashflow (72%), reduced demands for goods and services (69%) and government restrictions (53%).<sup>3</sup>

Despite the circumstances in which Australian society finds itself, the Australians spirit continues to shine through. As we look to the future and navigate the recovery pathway there is much to learn from Australia's experiences and perceptions of living in COVID-19.



# Executive summary

There is a growing sense of optimism among Australians as plans to ease the restrictions begin to unfold. In March, when the first phase of this research was conducted (available at [analyseaustralia.com](https://analyseaustralia.com)), more than two in five Australians (45%) were feeling anxious in response to the unfolding situation around COVID-19. Today the proportion feeling anxious has decreased to 38%. As we look to re-establish more societal norms, a sense of hope has risen (from 27% in phase one to 35% in the latest research).

## The social impact of social distancing

While the experience of COVID-19 is unique to the individual, the biggest negative impact on Australians has been social, above financial, mental, or physical. More than two in five Australians (42%) believe COVID-19 has most negatively impacted them socially, as they have missed seeing friends and family. Almost three in ten (28%) have been most negatively impacted financially, while 17% have been most impacted in their mental health. A further 13% said the biggest negative impact on them has been physical – either fearing for their health or getting less sleep and exercise.

## Australians want the slower pace of life to continue

Throughout March and April, Australians were asked to stay home unless going out for essentials such as food shopping and exercise. Schools were closed, and Australians were confined to their homes. The increased time at home has allowed Australians to experience a different way of life and many are hoping some of these changes will be retained as we 'return to normal'. During this season more than half of Australians (52%) spent more time with their family/ household members and want this to continue. Similarly, half of Australians are enjoying a slower pace of life (49%) or prioritising financial savings (49%) and want this to continue.

## The COVID-19 experience will significantly shape the children of today

This significant historical event is likely to become a unique social marker that shapes the emerging generation. More than four in five Australians (84%) believe the COVID-19 pandemic will play a significant role in shaping the children of today. It is believed that, as a result of this period, screens and technology will become even more integrated into their lives (90%) and education will be delivered online more in the future (82%). From observing their parents and the recent shifts in the world of work many Australians believe the children of today will expect more flexible working conditions (86%).

## Online education has been a largely positive experience

The pace of change in education delivery has been particularly felt by Australian parents, who have had to help their children with schooling from home. Almost nine in ten Australians with school aged children (88%) have kept them home from school over this time. Largely due to the hard work of teachers and schools across Australia, the overall experience of online education has been positive for seven in ten households (71%).





## Australians are saving time and money working from home

Homes across Australia shifted from living spaces to home offices overnight as more than a quarter of Australians (27%) started working from home during COVID-19. This brought unique challenges, but also opportunities for Australians working from home. More than four in five Australians who have worked from home (82%) found this arrangement saves them time with no commute and less time spent getting ready in the morning. Three in four (76%) have saved money on items such as travel and lunch costs. While there are many positive benefits to working from home, this period of isolation has started to take its toll on Australians. The number one challenge with working from home has been social isolation (44%) followed by the blurring of work and home boundaries (33%) and missed opportunities for collaboration (30%).

## Reservations as we think about returning to the office

As Australians who have been working from home, begin to think about returning to the office they do have some reservations. The number one reservation they have is travelling on public transport (86%), followed by consuming communal food (84%) and being in a communal workplace (83%).



## The road to recovery

Australians are optimistic about the future but believe it will take between a few months and the end of the year for things to recover.

Over the next few months, the confidence of Australians to eat out at restaurants and cafes is likely to grow. More than a third of Australians (35%) believe it will take a few months for them to feel confident to eat out at restaurants and cafes, while almost three in ten (27%) believe it will be the end of the year until they feel confident.

Despite Australians being optimistic about the road ahead, the road to financial recovery is expected to carry over into next year. One in five Australians (22%) believe it will take until the end of the year for them to personally recover financially, while one in six (18%) believe it will take until mid-2021. The economic recovery of the nation is expected to take longer still. One in five Australians (22%) expect it to take until mid-2021 while two in five (39%) believe it will take years.

## Flattening the curve has been worth the sacrifice

Despite all the sacrifices and challenges Australians have experienced living through COVID-19, they are positive about the actions taken to flatten the curve and save Australian lives. More than nine in ten (92%) believe the restrictions put in place by the Australian government to flatten the curve have been worth it.



# Hope on the horizon amidst COVID-19

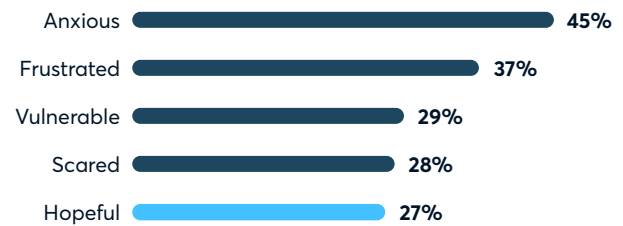


## TOP FIVE EMOTIONS THAT AUSSIES ARE EXPERIENCING IN RESPONSE TO THE UNFOLDING SITUATION AROUND COVID-19

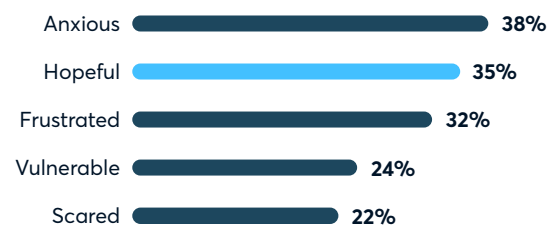
Hope is on the horizon as Australia moves towards its three phases of recovery. Optimism towards the future is growing with the number of Australians feeling extremely or very uncertain about the future reducing slightly since March (34% cf. 39% phase one). There is, however, still a sense of uncertainty about the future. Currently a third of Australians (34%) feel extremely or very uncertain about the future with more than half 56% feeling somewhat or slightly uncertain.

Australians are experiencing a range of emotions as they navigate the complex world of COVID-19. The most common emotion Australians are experiencing continues to be anxiety (38%), although this has reduced since March when more than two in five Australians (45%) were feeling anxious in response to the unfolding situation around COVID-19. Earlier in the year, many Australians were also feeling frustrated (37%), vulnerable (29%) and scared (28%). As Australians have adapted and the focus has shifted to the recovery, they are beginning to feel more hopeful. More than a third of Australians are now feeling a sense of hope (35%) compared to only 27% in March.

### Phase one



### Phase two



## TOP FIVE EMOTIONS THAT AUSSIES ARE EXPERIENCING IN RESPONSE TO THE UNFOLDING SITUATION AROUND COVID-19

Older Australians are more likely to feel hopeful than younger Australians.



Gen Z 18 - 25	Gen Y 26 - 40	Gen X 41 - 55	Boomers 56 - 74	Builders 75+
Anxious (40%)	Anxious (42%)	Anxious (41%)	Hopeful (48%)	Hopeful (56%)
Frustrated (32%)	Frustrated (36%)	Frustrated (37%)	Anxious (35%)	Resigned (35%)
Confused (30%)	Hopeful (25%)	Hopeful (28%)	Frustrated (27%)	Relaxed (31%)
Hopeful (30%)	Scared (25%)	Vulnerable (23%)	Vulnerable (26%)	Anxious (25%)
Scared (29%)	Overwhelmed (24%)	Scared (21%)	Reflective (24%)	Vulnerable (24%)



## The experience of COVID-19 is unique to the individual

Each Australian's experience of COVID-19 is different. Some have lost their job and are experiencing a slower pace of life, while others are working full time at home and trying to help their children with online schooling at the same time.

Despite these different experiences, Australians are most likely to have felt the biggest negative impact from COVID-19 on their social life where they have missed seeing family or friends (42%). For almost three in ten Australians (28%), however, the biggest impact has been felt financially likely through a reduction or loss of income. Many Australians have felt the negative impact from COVID-19 on their mental health (17%) with increased levels of anxiety or depression while 13% have been most impacted physically through fearing for their physical health or getting less sleep or exercise.

Older generations, however, are more likely to have felt the biggest impact socially (70% Builders, 58% Baby Boomers, 38% Gen X cf. 27% Gen Y, 33% Gen Z).

## Australia's generosity lives on

Although many Australians have been impacted financially, they are still giving to charitable organisations. When looking at recent giving over the past few months, Australian's financial giving has largely stayed the same (37%) or even increased (21%). In the current climate, however, one in five Australians (20%) have decreased their giving over the past few months. Positively, Australians are looking to continue their generosity with the expectations of giving until the end of the year mirroring their current giving habits (21% increase, 38% stay the same, 20% decrease).



### WHICH AREA OF LIFE HAVE YOU FELT THE BIGGEST NEGATIVE IMPACT OF COVID-19?



**42%**

**Social**

e.g. missed seeing family, friends



**28%**

**Financial**

e.g. reduced/loss of income



**17%**

**Mental**

e.g. felt increased levels of anxiety or depression



**13%**

**Physical**

e.g. feared for my physical health and safety, got less exercise or sleep

Younger generations are more likely than their older counterparts to have felt the biggest impact financially (33% Gen Z, 37% Gen Y cf. 28% Gen X, 20% Baby Boomers, 12% Builders) and mentally (25% Gen Z, 22% Gen Y cf. 17% Gen X, 11% Baby Boomers and 4% Builders).

### BIGGEST NEGATIVE IMPACT OF COVID-19



**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+
Social	33%	27%	38%	58%	70%
Financial	33%	37%	28%	20%	12%
Mental	25%	22%	17%	11%	4%
Physical	10%	14%	16%	11%	14%


# Lessons from living with COVID-19

## Australians want to keep a slower pace of life that prioritises family.






The magnitude of the COVID-19 health and economic crisis is unparalleled in recent history and has, therefore, had a significant impact on the world. It has effectively stalled the Australian way of life and stopped 'business as usual'. Throughout March and April Australians were asked to stay home unless going out for essentials such as food shopping and exercising. Schools were closed, and Australians were confined to their homes. Throughout this time Australians experienced significant changes in their lives and many are hoping some of these positive changes will be retained as we 'return to normal'.

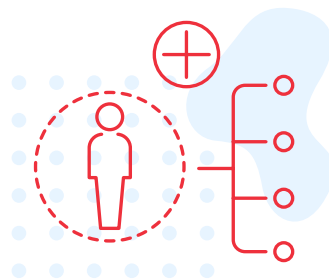
Due to COVID-19 more than half of Australians (52%) have spent more time with their family/household members and want this to continue in their life. Similarly, half of Australians are enjoying a slower pace of life (49%), prioritising financial savings (49%) and want this to continue.

The love for the outdoors has also been rekindled with a third of Australians (34%) spending more time in nature and wanting this to continue. Interestingly, more than one in four Australians (26%) have spent more time praying or on spiritual pursuits and would like this to continue in their life.

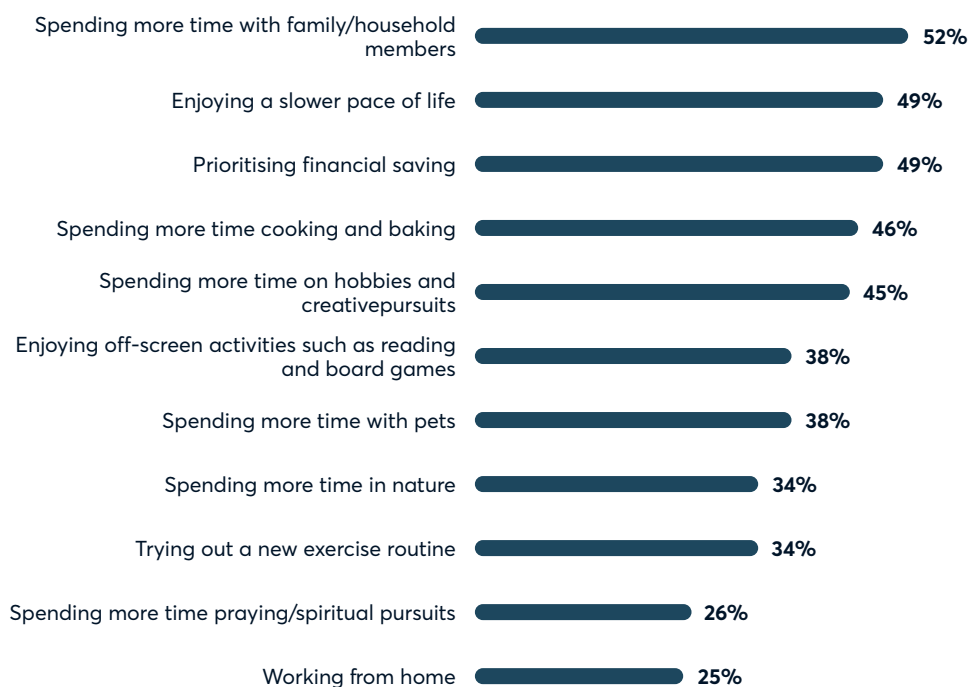
 Younger generations are more likely than older generations to be prioritising financial saving and want to continue to do so (57% Gen Z, 63% Gen Y, 50% Gen X cf. 35% Baby Boomers, 25% Builders).

### ASPECTS OF LIVING THROUGH COVID-19 THAT AUSTRALIANS WANT TO KEEP — TOP 3 BY GENERATION

 <b>Gen Z</b> 18 - 25	 <b>Gen Y</b> 26 - 40	 <b>Gen X</b> 41 - 55	 <b>Boomers</b> 56 - 74	 <b>Builders</b> 75+
Prioritising financial saving (57%)	Prioritising financial saving (63%)	Spending more time with family/household members (57%)	Enjoying a slower pace of life (45%)	Enjoying a slower pace of life (45%)
Spending more time with family/household members (55%)	Spending more time with family/household members (60%)	Enjoying a slower pace of life (56%)	Spending more time with family/household members (42%)	Enjoying off-screen activities such as reading and board games (41%)
Spending more time on hobbies and creative pursuits (53%)	Spending more time cooking and baking (60%)	Prioritising financial saving (50%)	Spending more time on hobbies and creative pursuits (38%)	Spending more time on hobbies and creative pursuits (36%)



**WHICH OF THE FOLLOWING ARE YOU EXPERIENCING  
BECAUSE OF COVID-19 AND TO WHAT EXTENT DO YOU  
WANT THIS TO CONTINUE IN YOUR LIFE?**



● *I am experiencing it and want to keep it*



# Impacts on the next generation

## Generations are uniquely shaped by experiences in their formative years.

Each generation has social markers that influence their worldview and expectations. Gen Y, for example, experienced the tragic event of September 11 in their formative years. This social marker changed society as we knew it, with the impacts being evident in airports and many other areas of life. While other generations experienced this same event, it did not change the world in which they were shaped in their formative years. The experience of the COVID-19 pandemic is likely to be a social marker that uniquely shapes the emerging generation of children – Generation Alpha (born since 2010). More than four in five Australians (84%) believe the COVID-19 pandemic will play a significant role in shaping the children of today.

The experience of COVID-19 is expected to impact the children of today's relationship with technology. Nine in ten Australians (90%) believe this experience will cause technology and screens to become even more integrated into

the lives of children. Four in five (82%) believe that education will be delivered online more in the future as a result of this pandemic.

Expectations of work may also change in the future with Australians believing the children of today will expect more flexible working conditions (86%).

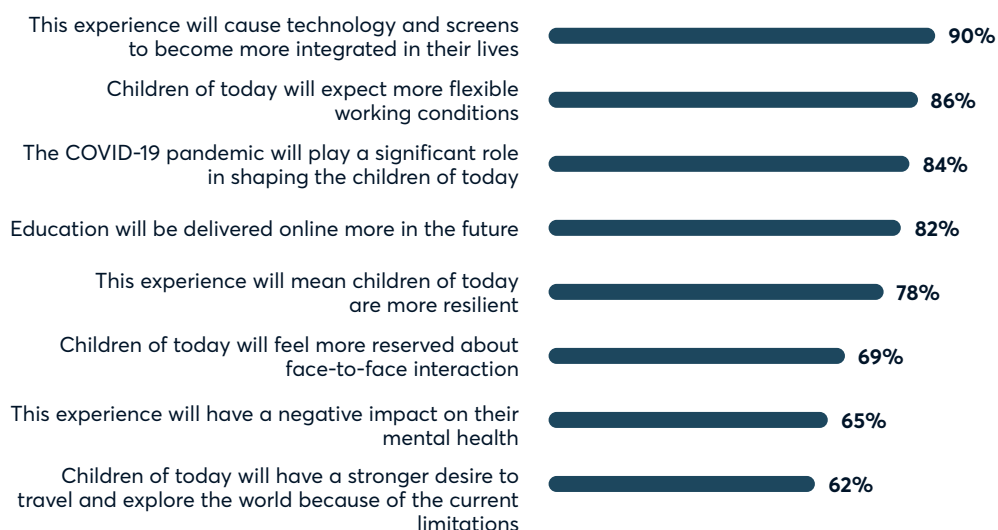
Younger generations are also more likely than their older counterparts to believe the experience of COVID-19 will increase the desire of children today to travel and explore the world (82% Gen Z, 76% Gen Y, 57% Gen X cf. 45% Baby Boomers, 46% Builders).

Younger generations are more likely than their older counterparts to believe the COVID-19 experience will have a negative impact on their mental health (88% Gen Z, 71% Gen Y, 69% Gen X cf. 50% Baby Boomers, 48% Builders).



### THE IMPACT OF COVID-19 ON THE CHILDREN OF TODAY?

% of Australians who agree



# Schooling from home in COVID-19

The pace of change in education delivery has been particularly felt by Australian parents, who have had to help their children with schooling from home. For many parents, the past few months have been particularly stressful as they have adapted to working from home, while schooling from home too.

Almost nine in ten Australians with school aged children (88%) have kept them home from school. Just over one in three (36%) are planning to keep them home for the next few

weeks, even if schools go back, while more than half (52%) will send them when schools go back. Just 12% of Australians with school aged children have continued to send them to school.

More than seven in ten Australians with school aged children (71%) describe their household's experience of online education as positive. This is a testament to the hard work of teachers and schools across Australia as they were thrust into online education delivery in a short amount of time.



## WHICH OF THE FOLLOWING BEST DESCRIBES YOUR HOUSEHOLD'S EXPERIENCE OF ONLINE EDUCATION?

Australians with school aged children who have kept their children home, n=289

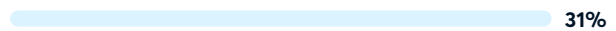
It has been extremely positive



It has been very positive



It has been somewhat positive



It has been somewhat negative



It has been very negative



It has been extremely negative



This positive experience is largely due to the support provided by the school and the opportunity for parents to spend more time with their child. The greater engagement in their child's learning has also allowed them to develop a better understanding of their child's skills, abilities and challenges with learning.



"The school has been very supportive, and my children are enjoying the level of online education provided by their teachers and school"



"We have more understanding of what they are learning in school."

Home schooling has had its challenges, however, with many finding it difficult to motivate their children, keep them focused and juggle their own workload while supporting their children.



"I'm still at my place of work, my partner works from home so our son has had to stay home. Extremely hard for my partner to get his work done and continuously try and help our son with schoolwork. We also aren't as gifted in teaching as actual teachers."



"My child has a lot of issues with staying focused and on task and is missing his school friends and extracurricular activities."

# The benefits and challenges of working from home

Homes across Australia have changed from living areas to home offices as 27% of Australians shifted to working from home during COVID-19. For almost a quarter of Australians it wasn't possible to work from home (23%) and for 9% of Australians it was possible to work from home, but they chose not to.

Although working from home has been difficult in some respects, the benefits have outweighed the challenges. The key benefits have been the savings in both time and money. More than four in five Australians who have worked from

home (82%) have found this arrangement saves them time with no commute and less time spent getting ready in the morning. Three in four (76%) have saved money on items such as travel and lunch costs.

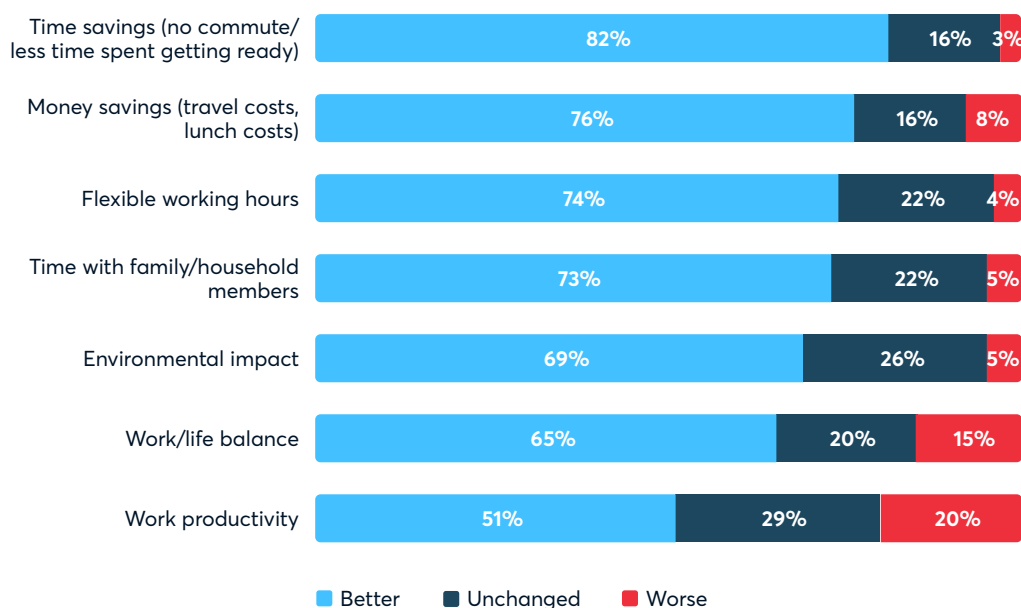
Flexible working hours (74%) and time with family/household members (73%) have also improved with working from home, as has the environmental impact (69%).

Work/life balance (65%) and work productivity (51%) have also improved for more than half through working from home.



## TO WHAT EXTENT HAS WORKING FROM HOME MADE THE FOLLOWING BETTER OR WORSE?

Australians who have worked from home n=270

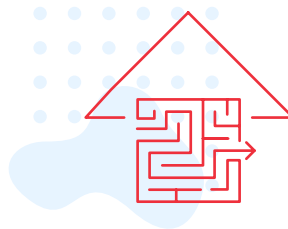




## The challenges of working from home

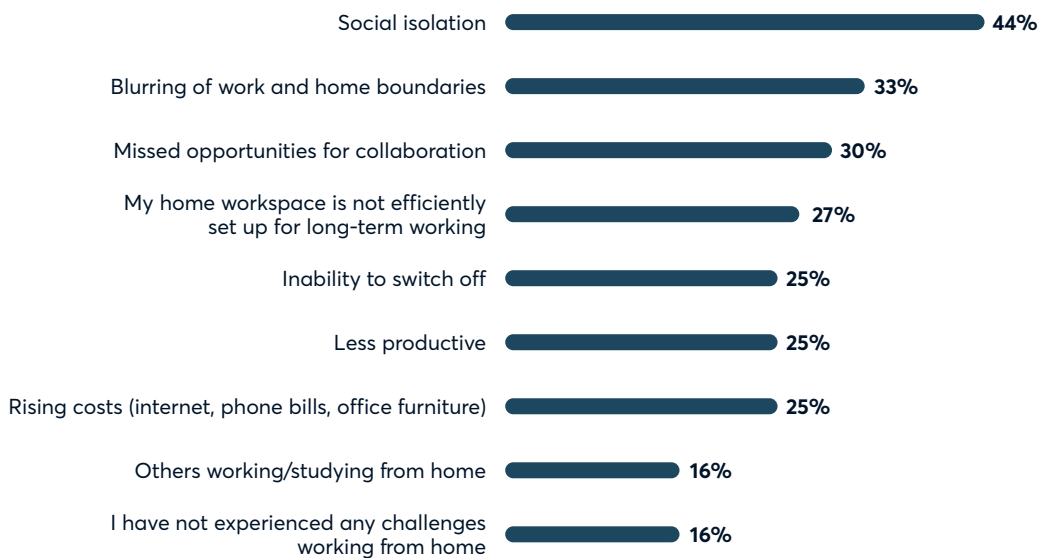
While there are many positive benefits of working from home, the isolation period is starting to take its toll on Australians. The number one challenge working from home has been social isolation (44%) followed by the blurring of work and home boundaries (33%) and missed opportunities for collaboration (30%).

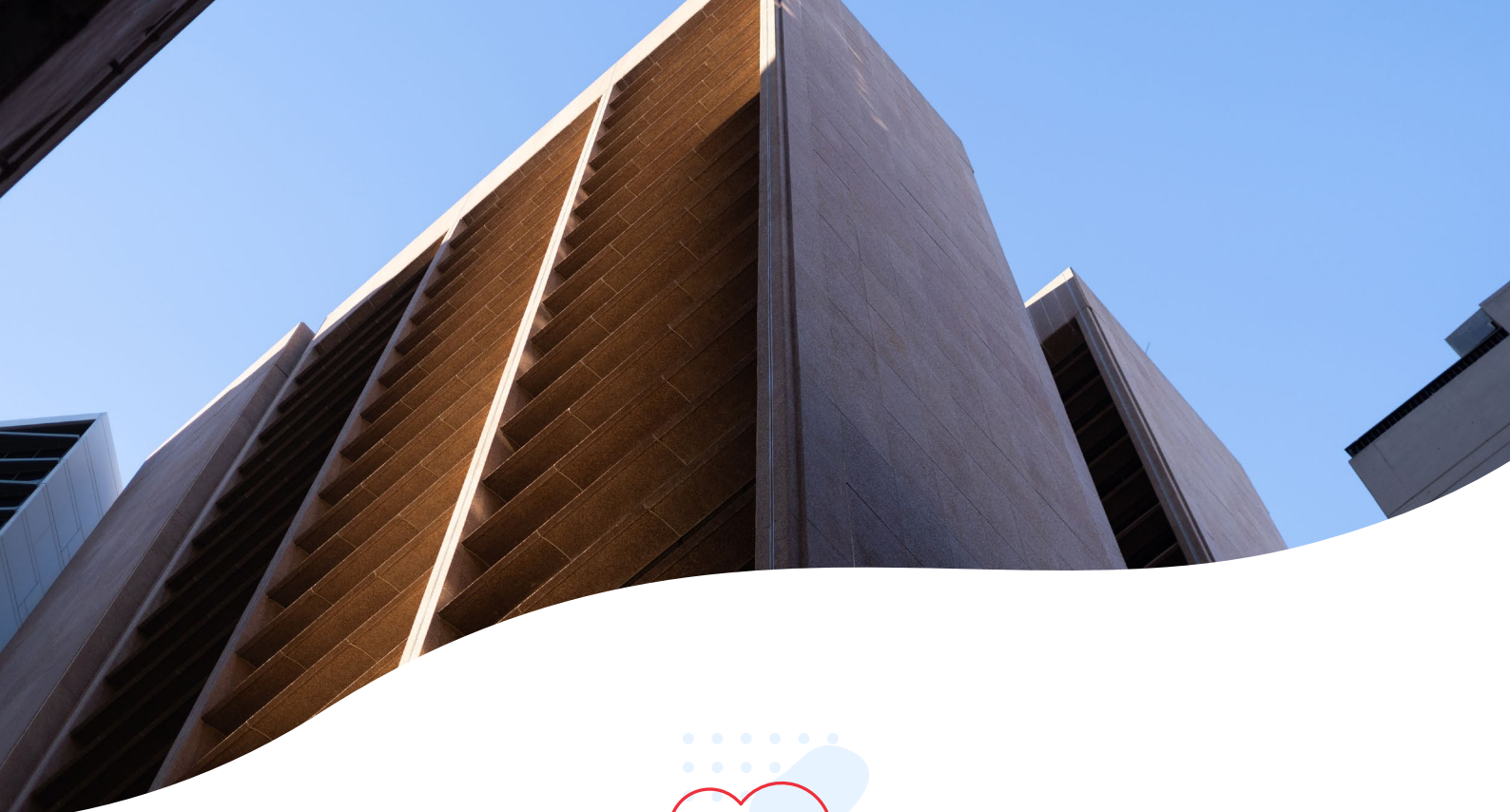
Positively, 16% of Australians have not experienced any challenges with their working from home arrangement.



### WHAT HAVE YOU FOUND CHALLENGING WHILE WORKING FROM HOME?

*Please select all that apply.  
Australians who have worked from home, n=270*





**DO YOU HAVE ANY RESERVATIONS ABOUT THE FOLLOWING  
AS YOU THINK ABOUT HEADING BACK TO WORK?**

*Australians who have worked from home, n=270  
Significant/strong/moderate/slight*



**86%**  
Travelling on public  
transport



**82%**  
Participating in multi hour  
meetings and trainings



**84%**  
Consuming communal  
food



**80%**  
Using the cutlery and  
cups at work



**83%**  
Being in a communal  
workplace



**77%**  
Using lifts



**82%**  
Attending a 2020 offsite  
conference

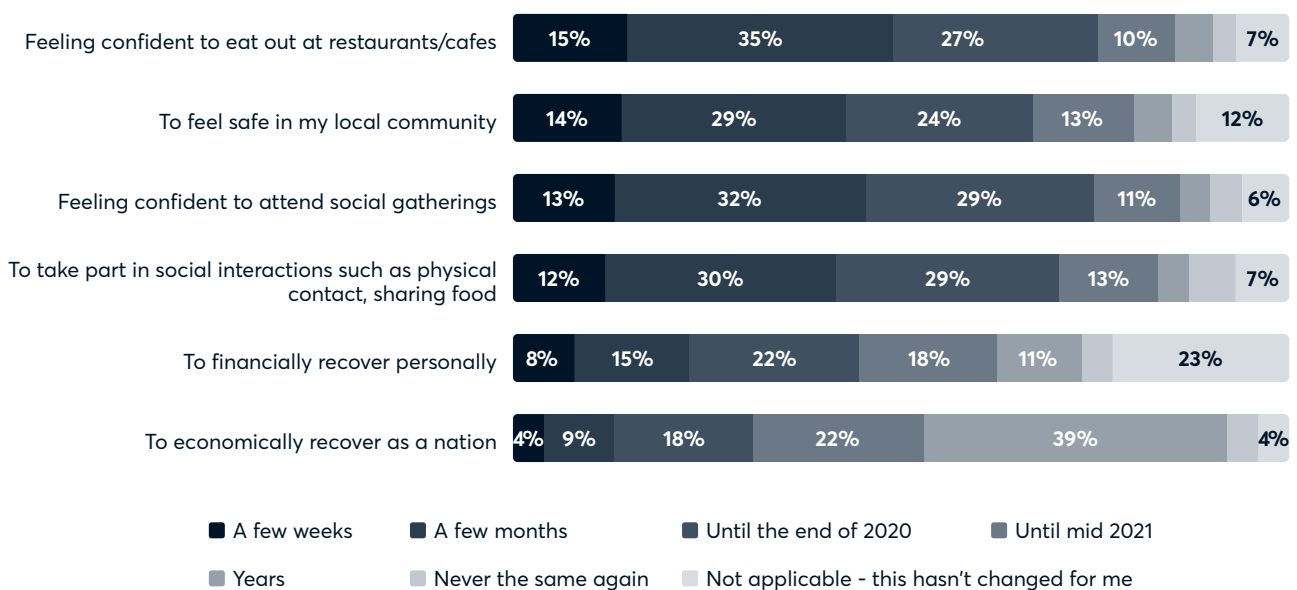
## Reservations about returning to the workplace

As Australians who have been working from home begin to think about returning to the office, they do have some reservations. The number one reservation they have is travelling on public transport (86%), followed by consuming communal food (84%) and being in a communal workplace (83%).

Australians who have been working from home also have reservations about attending an offsite conference this year (82%) and participating in multi hour meetings (82%). Four in five (80%) have reservations about using the cutlery and cups at work, while 77% have reservations about using lifts.



### HOW LONG DO YOU THINK IT WILL TAKE TO SEE RECOVERY IN THE FOLLOWING AREAS?



# The road to recovery

Australians are optimistic about the future but believe it will take between a few months and until the end of the year for things to recover.

Consumer confidence is an important aspect of recovery for the nation. While Australians believe their confidence will recover, they do not expect it to happen for a while. More than a third of Australians (35%) believe it will take a few months for them to feel confident to eat out at restaurants and cafes, while almost three in ten (27%) believe it will be the end of the year until they feel confident. Feeling confident to attend social gatherings is on a similar timeframe, with 32% believing they will feel confident in the next few months, and three in ten 29% believing it will take until the end of the year for their confidence to return.

It is likely to take longer for Australians to recover the sense of feeling safe in their local community, with 24% believing it will take until the end of the year and 13% believing it will take until mid-2021.

Despite Australians being optimistic about the road ahead, the road to financial recovery is expected to carry over into

next year. One in five Australians (22%) believe it will take until the end of the year for them to personally recover financially. One in six (18%) believe it will take until mid-2021 while 11% believe it will take years for them to recover financially.

Australians have appreciated the support of the government through this crisis with many taking advantage of the JobSeeker or JobKeeper payments. The estimated cost of the JobKeeper stimulus is \$70 billion over the next six months.<sup>4</sup> With this in mind Australians expect the economic recovery of the nation to take at least until mid-2021 (22%), if not years (39%).

## Steps taken to flatten the curve have been worth it.

Despite all the sacrifices and challenges Australians have experienced living through COVID-19, they are positive about the actions taken to flatten the curve and save Australian lives. More than nine in ten Australians (92%) believe the restrictions put in place by the government to flatten the curve have been worth it.

### HAVING EXPERIENCED THE IMPACTS OF THE GOVERNMENT RESTRICTIONS TO FLATTEN THE CURVE, DO YOU BELIEVE THESE EFFORTS HAVE BEEN WORTH IT?



60%

Yes, definitely



6%

No, not really



32%

Yes, somewhat

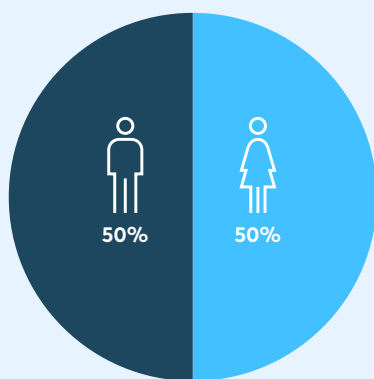


3%

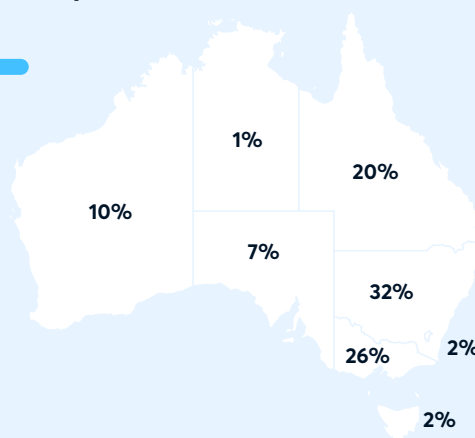
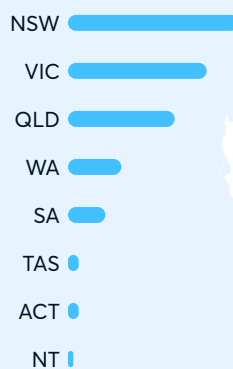
No, not at all

# Demographic summary

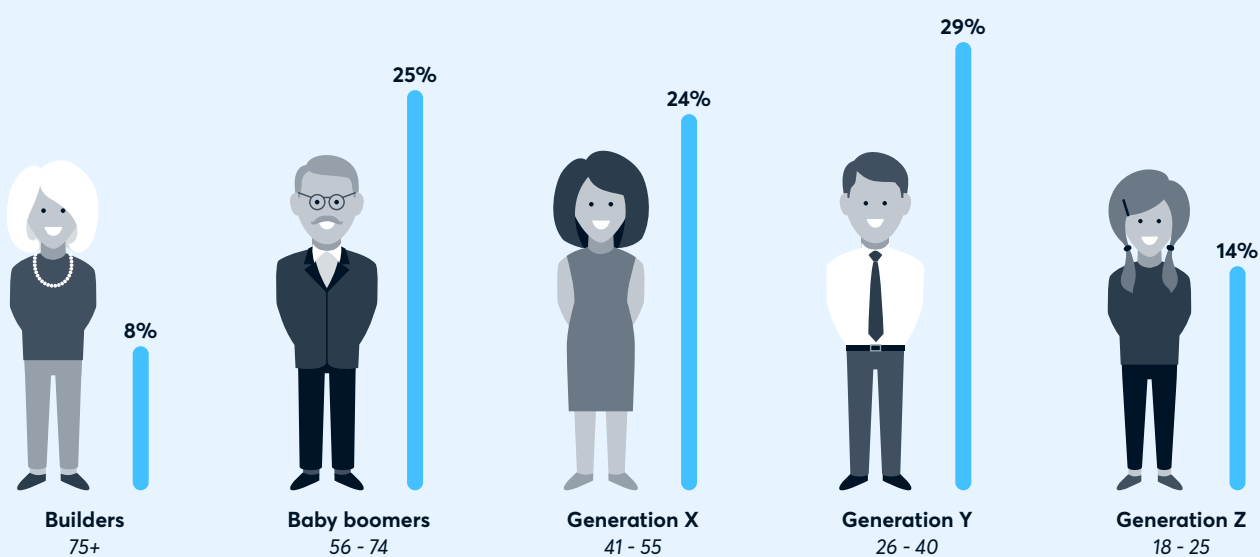
## Are you male or female?



## 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. Both 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 1,004 Australians. Data was collected between the 8th and 12th of May 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=1,004).

1. Australian Bureau of Statistics 2020, Labour Force, Australia, April 2020, cat. no. 6202.0, ABS, Canberra.
2. Australian Bureau of Statistics 2020, Weekly Payroll Jobs and Wages in Australia, Week ending 18 April 2020, cat. no. 6160.0.55.001, ABS, Canberra.

3. Australia Bureau of Statistics 2020, Business Indicators, Business Impacts of COVID-19, April 2020, cat. no. 5676.0.55.003, ABS, Canberra.
4. Australian Government The Treasury, JobKeeper update: Joint media release with the Australian Taxation Office, 22 May 2020.

## 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](https://mccrindle.com.au)



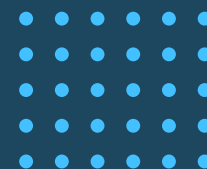
### About Cint

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.

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