



# COVID-19

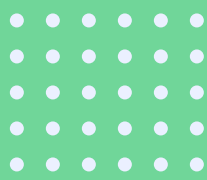
**How the global pandemic is shaping  
the sentiment, behaviour and outlook  
of Australians**

APRIL 2020



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# Introduction

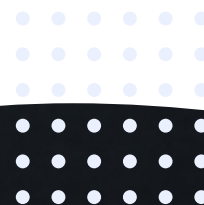
2020 not only began an iconic new year, but an iconic new decade. While each year brings hope, renewed energy and optimism for many, 2020 has been irrevocably marked with words like 'disruption', 'uncertainty' and 'volatility'.

The recent bushfires and floods had a devastating impact on the lives of many Australians, but neither compares in size or scale to the outbreak of the COVID-19 pandemic. This global event has stopped social gatherings, halted the economy and significantly disrupted the normal rhythms of life. It is having an unprecedented impact on a global scale, with world leaders putting measures in place, the likes of which have only been seen in response to the World Wars and the Great Depression.

While we probably never thought we'd live to see the day that #ToiletPaperEmergency would be trending on social media sites, this is the new reality. Both the virus itself and the response have influenced the nation's sentiment, behaviour and lifestyle and will continue to have an impact for the foreseeable future.

From how we shop to how we work, engage in community, learn, educate, contribute and lead, COVID-19 and our response is marking a significant societal shift, the impacts of which will be felt even after the virus is kept under control. All of this change is truly unprecedented, especially for the younger generations who have only read about similar responses to a crisis of this scale in history books.

While these uncertainties and dark days can cause justified anxiety and concern, it is also in these times that we see community and human connectedness shining brightly. In challenging times, we see the positive and resilient aspects of the Australian spirit as we come together to encourage and build each other up – even from a distance.



# Executive summary

## **Aussies feel anxious and uncertain about the future.**

The unfolding situation around COVID-19 is creating a sense of uncertainty among Australians. Two in five (39%) feel extremely or very uncertain about the future since the recent outbreak of the virus, while another 52% feel somewhat or slightly uncertain.

In this context of change and uncertainty Australians are feeling anxious (45%), frustrated (37%) and vulnerable (29%). There is still a sense of optimism, however, with more than a quarter (27%) feeling hopeful.

Most Australians believe it will be a while before things are back to normal. Two in three Aussies (66%) believe it will take between four months and two years before things are back to normal, compared to just one in four (25%) who think the situation will settle in 3 months or less. One in twenty Australians (5%) believe things will never return to how they were.

## **Despite government websites being the most trusted source, Australians are consuming more information through the media.**

Australians are most likely to be using mainstream broadcasting networks, such as TV and radio (53%), to find out about COVID-19 and how to respond. Other common information sources include Australian and state government websites (38%) and news websites (37%).

Despite Australians gathering most of their information through mainstream broadcasting networks, this is not the most trusted information source. Australian government and state government websites (24%) are the most trusted source of information, closely followed by health professionals (20%).

## **Australians believe leaders need to be strong, confident and open in the current context.**

As the COVID-19 pandemic brings new challenges every day, Australians are looking to their leaders to respond with confidence. According to Australians, the two most important qualities of a leader during this time are being completely open and honest with sharing information (50%) and being prepared to make the tough calls, make them early and back themselves (50%).

## **Australians are changing their behaviour to stop the spread of COVID-19.**

More than four in five Australians (86%) have changed their behaviour in response to COVID-19. Positively, Australians are taking government advice in order to stop the spread in their community. The most common actions Australians are taking to stop the spread include washing or sanitising their hands more frequently throughout the day (67%), practicing social distancing (56%) and changing the way they greet people (52%).





## **For most Australians, COVID-19 is experienced in the aisles of the grocery store.**

Over the last few weeks, there has been widespread coverage about Australians bulk buying goods. The proportion of Aussies who are actually buying much more than they need, however, is relatively small (6%). Most Australians have bought the same amount as usual (42%) or have bought a bit more than they needed (30%), while 23% have been unable to buy as much as they usually would in the last few weeks.

Unsurprisingly, given the challenges which have resulted from panic buying, most Australians (94%) do not think people should be able to buy as much as they want. Instead, Aussies support shops in placing limits on purchases (38%) and believe people should show self-restraint when it comes to bulk buying (32%).

Three in four Australians (75%) are willing to refrain from panic buying to ensure everyone has access to necessities, including the vulnerable in their community.

## **Aussies expect self-isolation will mean less physical activity, but more opportunities to do what they enjoy.**

Aussies expect self-isolation and social distancing to impact their lives in a number of ways. Two in five (43%) expect their day will include less physical activity if they are staying at home more. While 38% expect they will experience increased boredom, a similar proportion (36%) believe this could be an opportunity to do more of what they enjoy.

Some Australians (29%) believe they could experience increased feelings of loneliness if they are spending less time with other people. This is a more significant concern for Gen Z than it is for other generations (41% Gen Z cf. 29% Gen Y, 25% Gen X, 27% Baby Boomers, 28% Builders).

One in three Australians (32%) believe self-isolation could provide beneficial impacts from activities such as reading, creative pursuits and baking, while one in four (26%) believe it could increase the opportunity for online learning and developing new skills.

## **Aussies believe working from home will become the new normal.**

Australians are very positive about a shift towards online learning in the education sector and the workplace. In fact, more than half of Aussies are extremely/very positive about an increased use of online learning in vocational training (57%), university (57%), workplaces (54%) and in schools (52%).

More than two in five Australians strongly/somewhat agree that working from home will become the new normal (45%) and would stay longer with their employer if they were offered more remote working or flexible working options (46%).

## **Despite the current challenges, the Aussie sense of humour shines through.**

Although the outbreak of COVID-19 has disrupted the lives of many, Australians believe they are a resilient bunch with the Aussie spirit and sense of humour still going strong. Almost half of Australians (48%) believe they are extremely/very emotionally resilient, while two in five (40%) believe they are physically resilient. Just under one in three (31%) believe they are extremely/very financially resilient.

In the midst of the COVID-19 pandemic, Australians have seen their neighbours, communities and the nation as a whole displaying the Aussie spirit, with our sense of humour still going strong (41%). Aussies have also seen people coming together in times of need (31%) and keeping things in perspective (29%).



# Sentiment in a context of change

## Aussies feel anxious and uncertain about the future.

The unfolding situation around COVID-19 is creating a sense of uncertainty among Australians. Two in five (39%) feel extremely or very uncertain about the future since the recent outbreak of the virus, while another 52% feel somewhat or slightly uncertain. This means only one in ten Aussies (10%) are not uncertain about what the future holds.

Younger generations are more likely than their older counterparts to feel extremely/very uncertain about the future (51% Gen Z, 46% Gen Y, 38% Gen X, 27% Baby Boomers, 29% Builders).

In this context of change and uncertainty, the strongest sentiment among Australians is anxiety (45%). Many Australians are also feeling frustrated (37%) and vulnerable (29%).

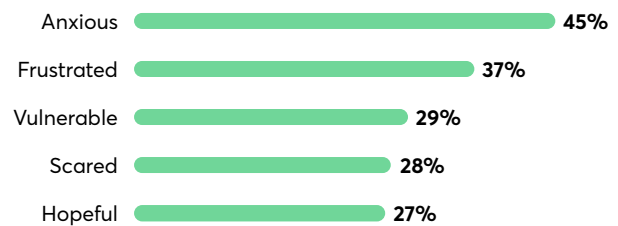
Younger generations are more likely than their older counterparts to feel extremely/very uncertain about the future (51% Gen Z, 46% Gen Y, 38% Gen X, 27% Baby Boomers, 29% Builders).

### More than one in four are hopeful

This doesn't mean that all sense of optimism is lost, however. While more than a quarter of Aussies feel scared (28%) about the situation unfolding around them, almost as many feel hopeful (27%).



#### TOP 5 EMOTIONS THAT AUSSIES ARE EXPERIENCING IN RESPONSE TO THE UNFOLDING SITUATION AROUND COVID-19



#### TOP 5 EMOTIONS IN RESPONSE TO COVID-19 BY GENERATION



**Gen Z**  
18 - 25



**Gen Y**  
26 - 40



**Gen X**  
41 - 55



**Boomers**  
56 - 74



**Builders**  
75+

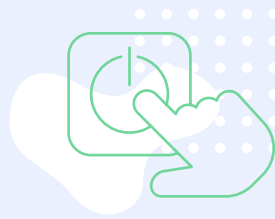
Anxious (49%)	Anxious (45%)	Anxious (47%)	Anxious (38%)	Vulnerable (50%)
Frustrated (44%)	Frustrated (40%)	Frustrated (37%)	Vulnerable (37%)	Anxious (47%)
Overwhelmed (35%)	Scared (33%)	Scared (30%)	Hopeful (34%)	Hopeful (45%)
Confused (34%)	Overwhelmed (28%)	Overwhelmed (28%)	Frustrated (31%)	Resigned (39%)
Unprepared (33%)	Confused (24%)	Vulnerable (25%)	Resigned (28%)	Frustrated (26%)



## Australians feel worried about shutting down services

If Australia were to shut down restaurants, shopping centres, schools and workplaces for a few months, most Australians (88%) would feel worried. More than two in five (43%) would feel extremely/very worried about shutting down these services. One in ten (12%) feel excited about closing these services for a few months.

Some of these changes are already starting to take place. On Monday the 23rd of March, Prime Minister Scott Morrison announced the shutdown of clubs, pubs, sporting venues, churches, cinemas, gyms and casinos. He also announced the closure of restaurants and cafes although they can still provide takeaway services. On Wednesday the 25th of March, these measures were extended to include auction houses, personal services, play centres, community centres, galleries, museums, libraries, amusement parks and arcades.



**HOW WOULD YOU FEEL IF AUSTRALIA, AS WE HAVE SEEN IN OTHER COUNTRIES, SHUT DOWN RESTAURANTS, SHOPPING CENTRES, SCHOOLS, WORKPLACES ETC. FOR A FEW MONTHS?**



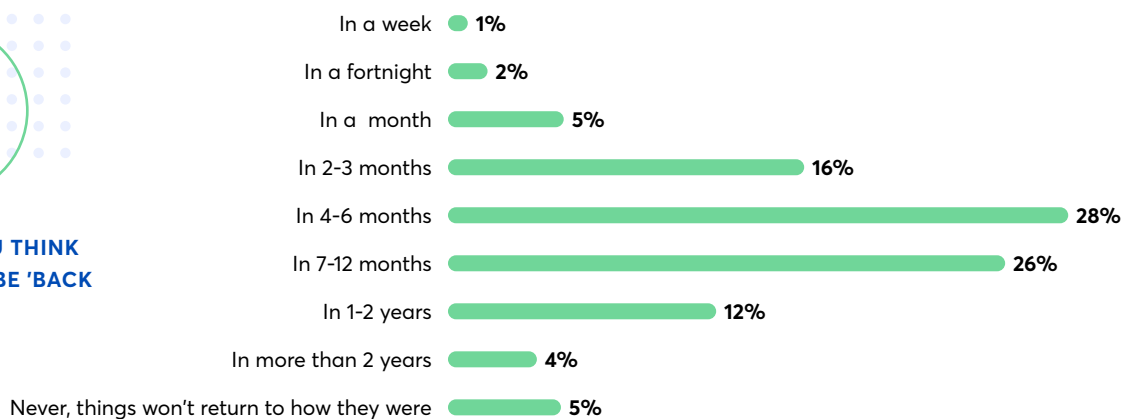
- Extremely worried
- Very worried
- Somewhat worried
- Somewhat excited
- Very excited
- Extremely excited

## When will things be back to normal?

Most Australians believe it will be a while before things are back to normal. Two in three Aussies (66%) believe it will take between 4 months and 2 years before things are back to normal, compared to just one in four (25%) who think the situation will settle in 3 months or less. One in twenty Australians (5%) believe things will never return to how they were.



**WHEN DO YOU THINK THINGS WILL BE 'BACK TO NORMAL'?**



# Information sources

## Government websites are the most trusted source of information about COVID-19 and how to respond.

### Most used information sources

Australians are most likely to be using mainstream broadcasting networks, such as TV and radio (53%) to find out about COVID-19 and how to respond. Other common information sources include Australian and state government websites (38%) and news websites (37%). Just one in five (19%) are using the World Health Organisation website to stay up to date.

Younger generations are much more likely than older generations to be using social media as an information source to find out about COVID-19 (49% Gen Z, 35% Gen Y, 27% Gen X, 12% Baby Boomers, 5% Builders). Older generations, however, are more likely to be using main broadcasting networks such as TV and radio (79% Builders, 72% Baby Boomers, 54% Gen X, 36% Gen Y, 33% Gen Z).

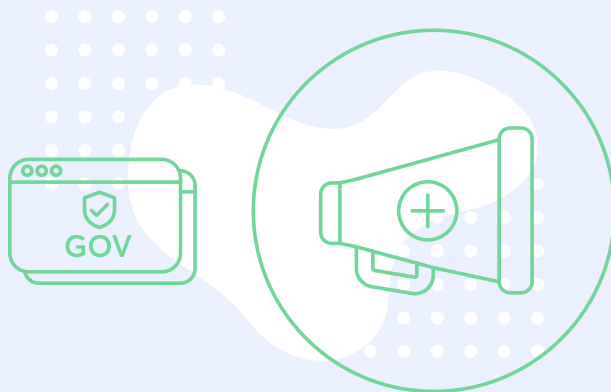
Australians living in QLD (60%) are more likely to be using mainstream broadcasting networks than those living in VIC (50%) or NSW (48%).

### Most trusted information sources

Despite Australians gathering most of their information through mainstream broadcasting networks, this is not the most trusted information source. Australian government and state government websites (24%) are the most trusted source of information, closely followed by health professionals (20%).

Australians are 35 percentage points more likely to use mainstream broadcasting networks than they are to trust this source. This is the largest difference between usage and trust of all information sources tested. Other sources which people are more likely to use than to trust include news websites (29 pp.) and social media (22 pp.).

**DESPITE GOVERNMENT WEBSITES BEING THE MOST TRUSTED SOURCE, AUSTRALIANS ARE CONSUMING MORE INFORMATION THROUGH THE MEDIA.**

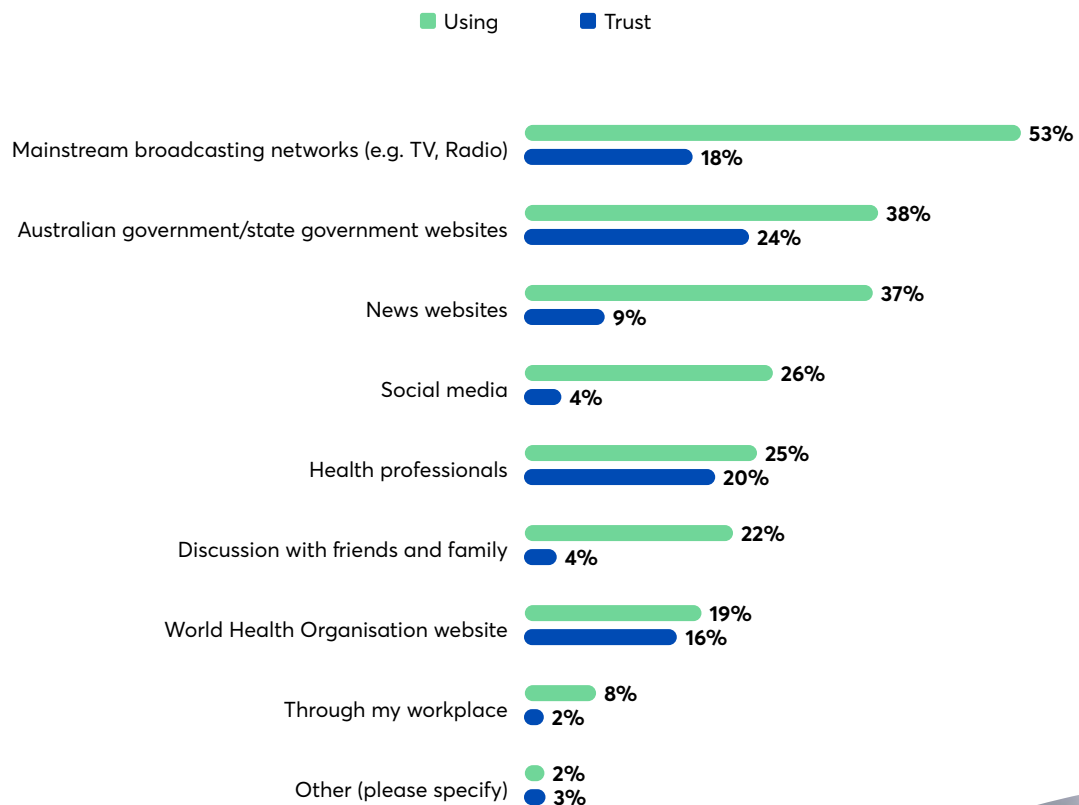






## WHICH INFORMATION SOURCES ARE YOU USING/DO YOU TRUST THE MOST TO FIND OUT ABOUT COVID-19 AND HOW TO RESPOND?

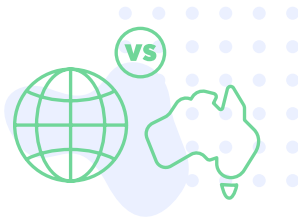
Please select up three responses



# Australians believe leaders need to be strong, confident and open in the current context.

## Australia's response compared to other nations

Three in four Australians (77%) believe Australia has responded just as well as other nations to COVID-19, if not better. In fact, Australians are almost twice as likely to believe Australia has responded much/somewhat better (43%) than other nations than they are to believe Australia's response has been much/somewhat worse (23%).



### HOW DO YOU BELIEVE AUSTRALIA'S LEADERS HAVE RESPONDED TO COVID-19 IN COMPARISON TO OTHER NATIONS?

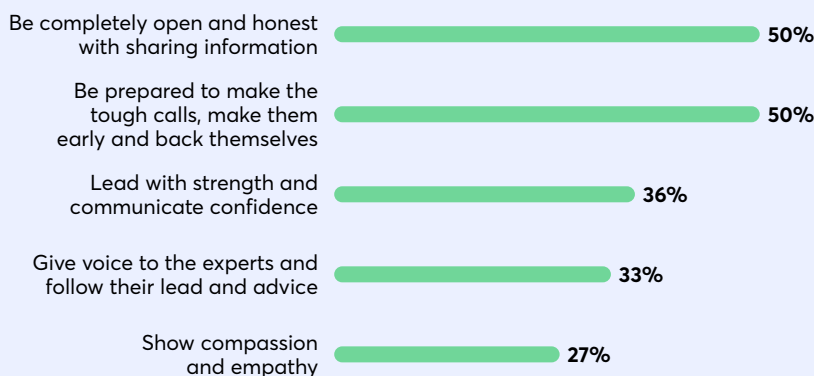


- Much better than other nations
- Somewhat better than other nations
- About the same as other nations
- Somewhat worse than other nations
- Much worse than other nations

Older generations are much more likely than younger generations to believe Australia's leaders have responded to COVID-19 much/somewhat better than other nations (62% Builders, 59% Baby Boomers, 39% Gen X, 31% Gen Y, 33% Gen Z).



### TOP 5 MOST IMPORTANT QUALITIES OF A LEADER DURING THIS TIME



### Important qualities of a leader in times of crisis

As the COVID-19 pandemic brings new challenges every day, Australians are looking to their leaders to respond with confidence. According to Australians, the two most important aspects of a leader during this time are being completely open and honest with sharing information (50%) and being prepared to make the tough calls, make them early and back themselves (50%).

One in three Australians also believe it is important for leaders to lead with strength and communicate confidence (36%) and give voice to the experts and follow their lead and advice (33%). While leaders are expected to be strong, confident and open with information, many Australians also believe in the importance of showing compassion and empathy (27%).

# Behaviour changes

## More than four in five Aussies have made a change to their behaviour in response to COVID-19.

More than four in five Australians (86%) have already made changes in their behaviour in response to COVID-19. More than one in three Aussies (36%) say they have made massive or substantial changes in their behaviour due to the virus.

Those living in NSW (40%) and VIC (37%) are more likely than those living in QLD (29%) to have made massive or substantial changes in their behaviour due to COVID-19.

Gen Y are the most likely generation to have made massive or substantial changes in their behaviour in response to COVID-19, whereas Baby Boomers are the least likely (44% Gen Y, 38% Gen Z, 37% Gen X, 30% Builders, 25% Baby Boomers).

### Stopping the spread in Australian communities

Positively, Australians are taking government advice in order to stop the spread of COVID-19 in their community. The most common actions Australians are taking to stop the spread include washing or sanitising their hands more frequently throughout the day (67%), practicing social distancing (56%) and changing the way they greet people (52%). Greetings have moved from hugs or handshakes to no-contact greetings such as elbow taps and jazz hands.

Almost one in five Aussies (18%) have worked from home in order to stop the spread of COVID-19, however, this is likely to increase with the implementation of government restrictions.

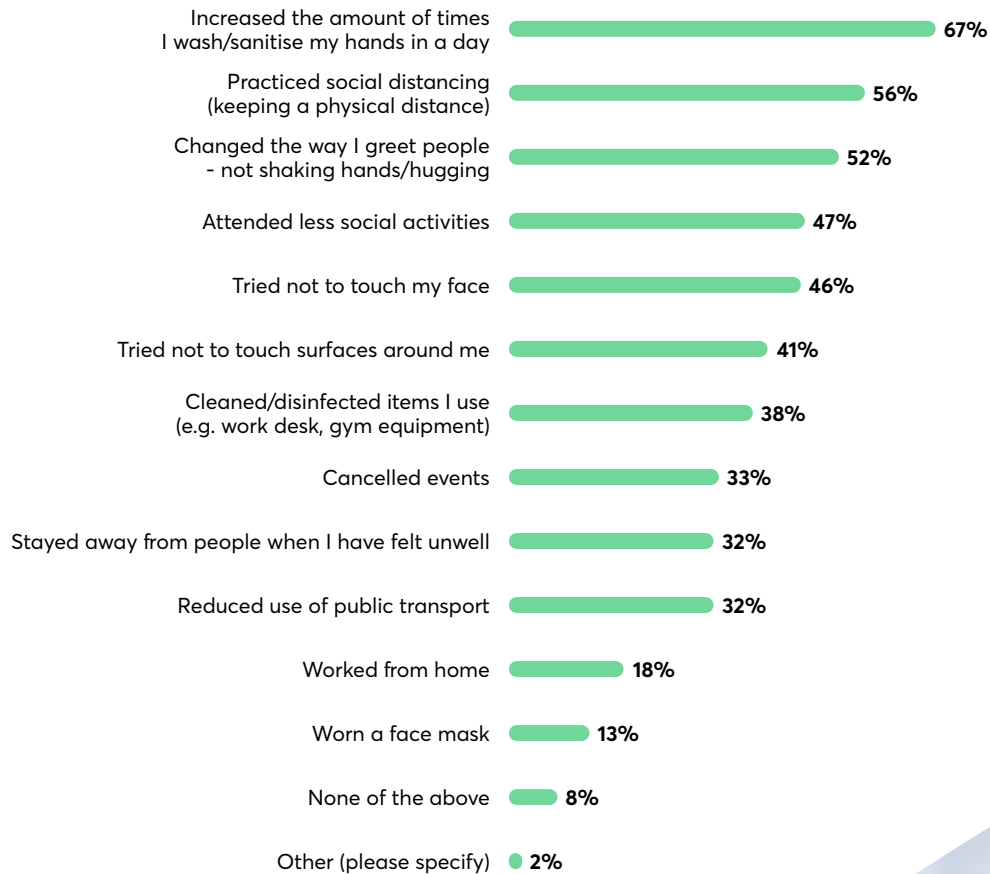
Younger generations have been slower than older generations to change the way they greet people (40% Gen Z, 41% Gen Y, 56% Gen X, 61% Baby Boomers, 71% Builders).





## WHAT ACTIONS HAVE YOU TAKEN IN YOUR OWN LIFE TO STOP THE SPREAD OF COVID-19 IN YOUR COMMUNITY?

*Please select all that apply.*



# For most Australians, COVID-19 is experienced in the aisles of the grocery store.

## The impact of panic buying

Over the last few weeks, there has been widespread coverage about Australians bulk buying goods. The proportion of Aussies who are actually buying much more than they need, however, is relatively small (6%). Most Australians have bought the same amount as usual (42%) or have bought a bit more than they needed (30%).

Although only a small proportion have bought a lot more than they needed over the last few weeks, this behaviour can impact others in the community, particularly those who are vulnerable. Almost one in four Aussies have been unable to buy as much as they usually would (23%) in the last few weeks.

## Aussies support shops in placing limits on purchases

Unsurprisingly, given the challenges which have resulted from panic buying, most Australians (94%) do not think people should be able to buy as much as they want. Instead, Aussies support shops in placing limits on purchases (38%) and believe people should show self-restraint when it comes to bulk buying (32%). One in four Australians (24%) believe the government should intervene to stop bulk buying, but a higher proportion believe this is the responsibility of the shops or the shoppers themselves.

Older generations are more likely than younger generations to support shops in placing limits on purchases (49% Builders, 50% Baby Boomers, 40% Gen X, 29% Gen Y, 25% Gen Z).

## Aussies are willing to refrain from panic buying to protect the vulnerable in their community

Australians are willing to change their behaviour in a number of ways to ensure vulnerable people in their community are protected. Refraining from panic buying is the main action Aussies are willing to take to ensure everyone has access to necessities (75%). Australians are also willing to respect set shopping times for vulnerable people (68%) and self-isolate to ensure those who are vulnerable are not exposed to the virus (60%).



**WHICH OF THE FOLLOWING WOULD YOU BE WILLING TO DO TO CARE FOR THE VULNERABLE PEOPLE IN YOUR COMMUNITY?**



**75%**

Refrain from panic buying to ensure everyone has access to necessities



**68%**

Respect set shopping times for vulnerable people



**60%**

Self isolate to ensure those who are vulnerable are not exposed







## Innovating in response to the virus

Aussies have changed their behaviour in a number of innovative ways to protect their communities and continue supporting the economy in this time. These ideas include:



Being resourceful with ingredients and eating at home



*"[My friends and I] are all exchanging recipes that our mothers used to make during frugal times and having fun doing it."*



Meal planning so they can shop less frequently



*"Been using more online technology. This virus has dramatically changed the way we work."*



Finding creative ways to exercise at home



*"Because we're in self-isolation we can't go for our usual long walk so I've been trying to exercise as much as possible at home. I've also been emailing and instant messaging people a lot more. I'm trying out different recipes to use up ingredients that have been sitting in the cupboard for a while."*



Shopping online rather than in-store



Supporting small businesses where possible



Using technology to maintain social connection with friends, family and colleagues





# Lifestyle impacts

## Nine in ten Aussies have been impacted by COVID-19.

The impacts of COVID-19 are far-reaching. One in three Aussies (34%) say the virus has had an extreme or substantial impact on their life so far, while another 56% have experienced a moderate or slight impact. In total nine in ten Australians (90%) reporting being impacted in some way.

Younger generations are more likely than older generations to say COVID-19 has had an extreme or substantial impact on their life so far (48% Gen Z, 45% Gen Y, 36% Gen X, 18% Baby Boomers, 21% Builders).

### Impacts of COVID-19 on Aussie lifestyles

Two in three Australians (66%) have been impacted by panic buying and have been unable to purchase goods they have needed at the shops. Two in five Australians have experienced the cancellation of an event they were planning to attend (39%) and one in three (32%) have had to cancel or postpone a social event themselves.

Travel plans have also been impacted, with one in five cancelling or postponing a domestic trip (22%) or an overseas trip (21%) as a result of the COVID-19 outbreak. One in five Aussies (20%) have been unable to visit people due to self-quarantine.

Australians who selected 'other' (10%), are most likely to say their employment situation has been impacted with workplaces closing for a period of time, hours being reduced and some losing their jobs altogether. Others have been unable to visit family who live in nursing homes, are in hospital or who live interstate.

### Cancellation of entertainment and sporting events

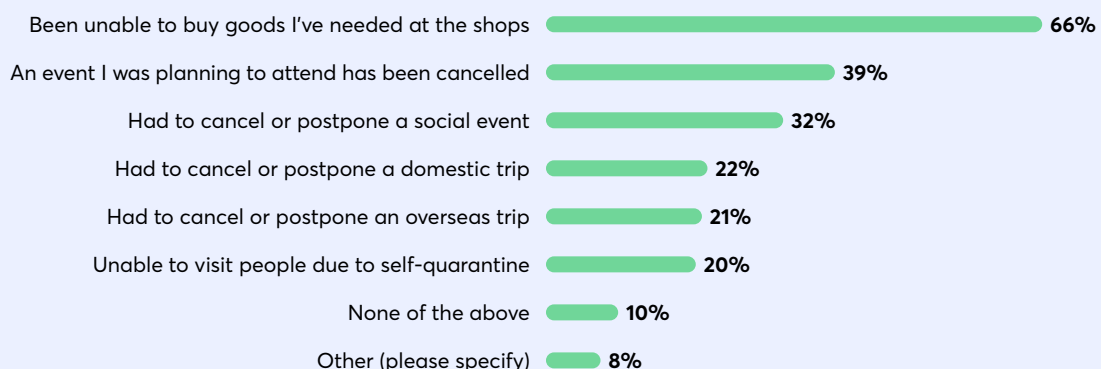
COVID-19 has caused the cancellation of many sporting and entertainment events. Two in three Aussies (68%) say the cancellation of these events has impacted them in some way, with three in ten (29%) experiencing an extreme/substantial impact.

The cancellation of entertainment and sporting events is more likely to have had an extreme or substantial impact on younger generations compared to older generations (40% Gen Z, 42% Gen Y, 29% Gen X, 15% Baby Boomers, 13% Builders).



### WHICH OF THE FOLLOWING HAVE HAPPENED TO YOU AS A RESULT OF THE COVID-19 OUTBREAK?

Please select all that apply.



# Aussies expect self-isolation will mean less physical activity, but more opportunities to do what they enjoy.

Aussies expect self-isolation and social distancing to impact their lives in a number of ways. Two in five (43%) expect their day will include less physical activity if they are staying at home more. While 38% expect they will experience increased boredom, a similar proportion (36%) believe this could be an opportunity to do more of what they enjoy.

## Increased anxiety, stress and loneliness

Some Australians believe self-isolation could increase anxiety and stress (30%). A similar proportion (29%) believe they could experience increased feelings of loneliness if they are spending less time with other people.

Increased feelings of loneliness is a more significant concern for Gen Z than other generations (41% Gen Z cf. 29% Gen Y, 25% Gen X, 27% Baby Boomers, 28% Builders).

## More time for creative pursuits and online learning

One in three Australians (32%) believe self-isolation could provide beneficial impacts from activities such as reading, creative pursuits and baking, while one in four (26%) believe it could increase the opportunity for online learning and developing new skills.

Builders are more likely than other generations to believe self-isolation will provide beneficial impacts from activities such as reading, creative pursuits and baking (46% Builders cf. 35% Baby Boomers, 30% Gen X, 31% Gen Y, 26% Gen Z).

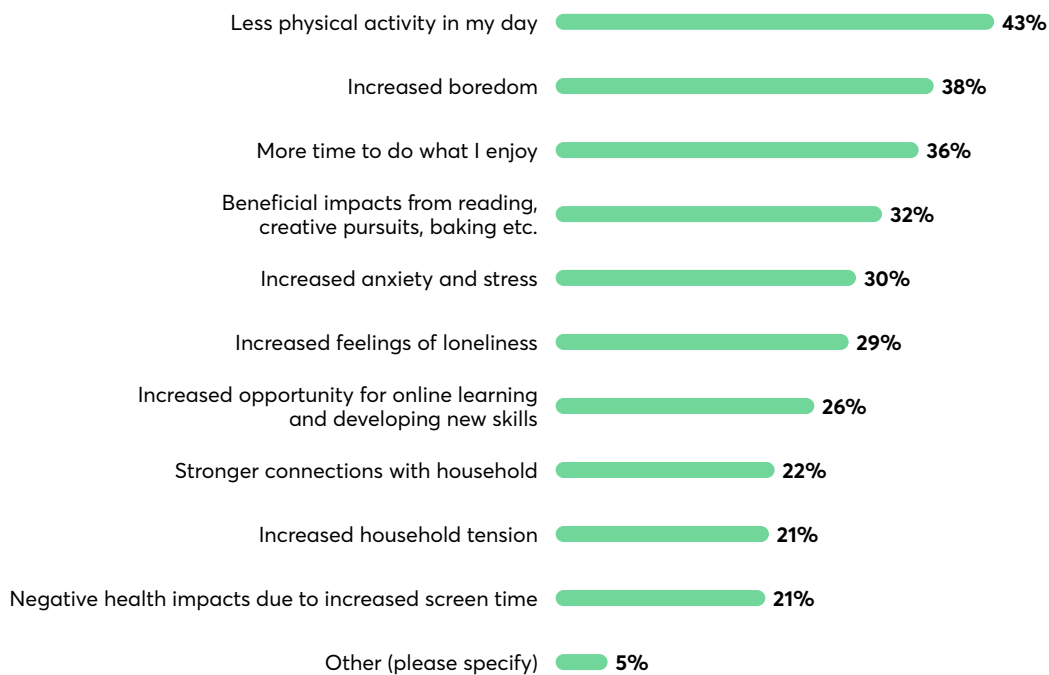
## TOP 3 IMPACTS OF SELF-ISOLATION AND SOCIAL DISTANCING BY GENERATION

Gen Z 18 - 25	Gen Y 26 - 40	Gen X 41 - 55	Boomers 56 - 74	Builders 75+
Increased boredom (51%)	Less physical activity (40%)	Less physical activity (42%)	Less physical activity (45%)	Less physical activity (48%)
Less physical activity (47%)	Increased boredom (38%)	More time to do what I enjoy (35%)	More time to do what I enjoy (38%)	More time to do what I enjoy (47%)
Increased feelings of loneliness (41%)	More time to do what I enjoy (35%)	Increased boredom (35%)	Increased boredom (35%)	Beneficial impacts from reading etc. (46%)



## WHAT IMPACTS DO YOU THINK SELF-ISOLATION AND SOCIAL DISTANCING WILL HAVE ON YOU?

*Please select all that apply.*



# Learning and working remotely

## Aussies are in favour of working and studying remotely.

Australians are very positive about a shift towards online learning in the education sector and the workplace. In fact, more than half of Aussies are extremely/very positive about an increased use of online learning in vocational training (57%), university (57%), workplaces (54%) and in schools (52%).

When all positive responses are combined, more than four in five Australians are positive about a shift towards online learning on each of these platforms: vocational training (90%), workplaces (90%), university (89%) and schools (86%).

### Aussies believe working from home will become the new normal

More than two in five Australians strongly/somewhat agree that working from home will become the new normal (45%) and would stay longer with their employer if they were offered more remote working or flexible working options (46%).

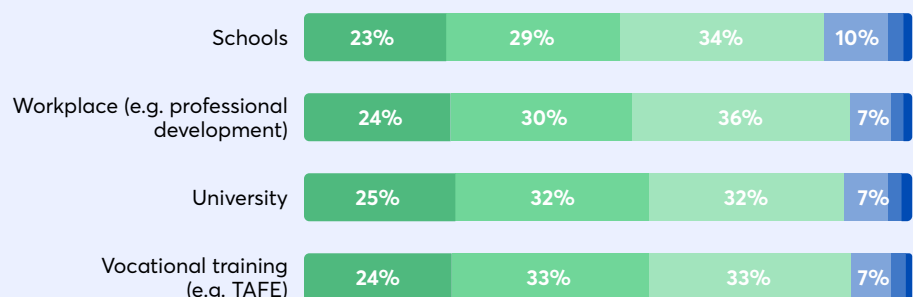
A similar proportion strongly/somewhat agree their home is well equipped for them to work from home (44%) and would be excited to spend more time working from home (43%). Aussies don't expect their productivity to decrease either, with 42% strongly/somewhat agreeing they are just as productive at home, if not more.

Of course, not all occupations allow employees to work from home, with just three in five Aussies (58%) agreeing (strongly/somewhat/slightly) their job allows them to work from home. But, overall, Australians are very positive about a shift to remote working.

Gen Y are the most excited to spend more time working from home (50% Gen Y, 46% Gen X, 42% Gen Z, 38% Builders, 5% Baby Boomers).



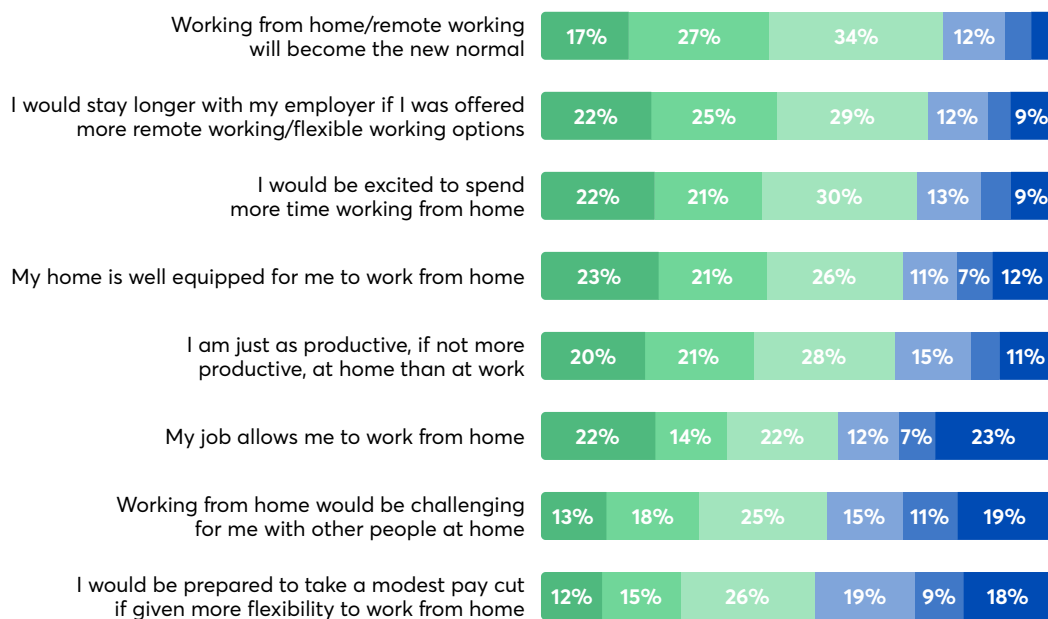
**HOW DO YOU FEEL ABOUT AN INCREASED USE OF ONLINE LEARNING IN THE FOLLOWING SECTORS?**



■ Extremely positive
 ■ Extremely negative  
■ Very positive
 ■ Very negative  
■ Somewhat positive
 ■ Somewhat negative



**TO WHAT EXTENT DO YOU AGREE WITH THE  
FOLLOWING OPTIONS ABOUT REMOTE WORKING/  
WORKING FROM HOME?**



■ Strongly agree      ■ Somewhat agree      ■ Slightly agree  
■ Slightly disagree      ■ Somewhat disagree      ■ Strongly disagree





# Resilience and the Aussie spirit

## Despite the current challenges, the Aussie sense of humour shines through.

Although the outbreak of COVID-19 has disrupted the lives of many Australian individuals, businesses and organisations, Australians have faith in their own resilience and have noticed positive aspects of the Australian spirit shining through.



**THINKING ABOUT YOUR CAPACITY AND CURRENT SITUATION, HOW RESILIENT DO YOU BELIEVE YOU ARE IN THE FOLLOWING AREAS OF LIFE?**

**Emotionally**  
mental health



**Physically**  
overall health



**Financially**  
current income and expenses

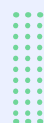


- Extremely resilient
- Very resilient
- Somewhat resilient
- Slightly resilient
- Not at all resilient

### Resilience

When thinking about their capacity and current situation, almost half of Australians (48%) believe they are extremely/very emotionally resilient, while two in five (40%) believe they are physically resilient. Just under one in three (31%) believe they are extremely/very financially resilient when accounting for their current income and expenses.

Overall, only a small proportion of Australians believe they are not resilient emotionally (6%), physically (7%) or financially (15%).



Younger generations are more likely than older generations to say they are extremely/very financially and physically resilient. Older generations, however, are more likely to say they are emotionally resilient.

### RESILIENCE BY GENERATION



**Gen Z**  
18 - 25



**Gen Y**  
26 - 40



**Gen X**  
41 - 55



**Boomers**  
56 - 74



**Builders**  
75+

Financially resilient

31%

37%

30%

26%

26%

Physically resilient

39%

43%

43%

39%

25%

Emotionally resilient

44%

42%

50%

56%

49%



## The Aussie spirit

In the midst of the COVID-19 pandemic, Australians have seen their neighbours, communities and the nation as a whole displaying the Aussie spirit, with our sense of humour still going strong (41%). Aussies have also seen people coming together in times of need (31%), keeping things in perspective (29%) and resilience, with those around them coming up with creative ways to solve problems (28%).

Queenslanders are leading the way with the Aussie sense of humour, with more than half (52%) saying they have noticed this aspect of the Aussie spirit during the pandemic. This compares to 38% of Victorians and 37% of NSW residents.

Even small acts of kindness can go a long way to lifting people's spirits in challenging times with many Australians going out of their way to care for those in their community. Acts of kindness may include helping those who are vulnerable to find necessities at the supermarket, checking in with neighbours to make sure they're okay or sharing goods with others when they are unable to find certain items.



"My neighbour bought some groceries for me and my family. He also lent me some money to buy food and essentials which I thought was very sweet and caring of him. It was so much appreciated. I gave a neighbour a box of nappies for her baby as she was struggling to get nappies for her son. I didn't need them, and I felt good about doing this act of kindness. I also have not been bulk buying at Woolworths and Coles so there is enough for the whole community. I wish everyone else would do the same in their communities."



"I have done all of my 83-year-old neighbour's shopping for her. I have stood in line for 45 minutes to get my niece and her family toilet paper, potatoes and mince so she could feed her family."



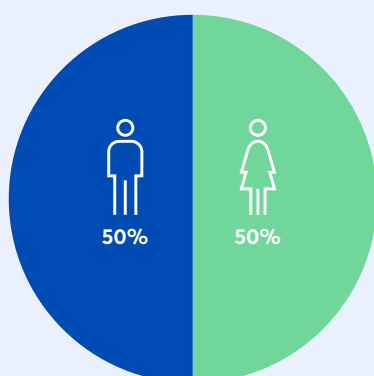
### WHAT ASPECTS OF THE AUSSIE SPIRIT HAVE YOU SEEN IN THIS PANDEMIC?

Please select all that apply.

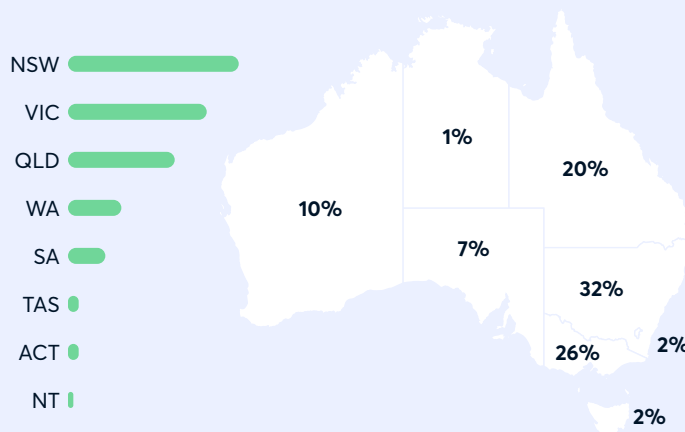


# Demographic summary

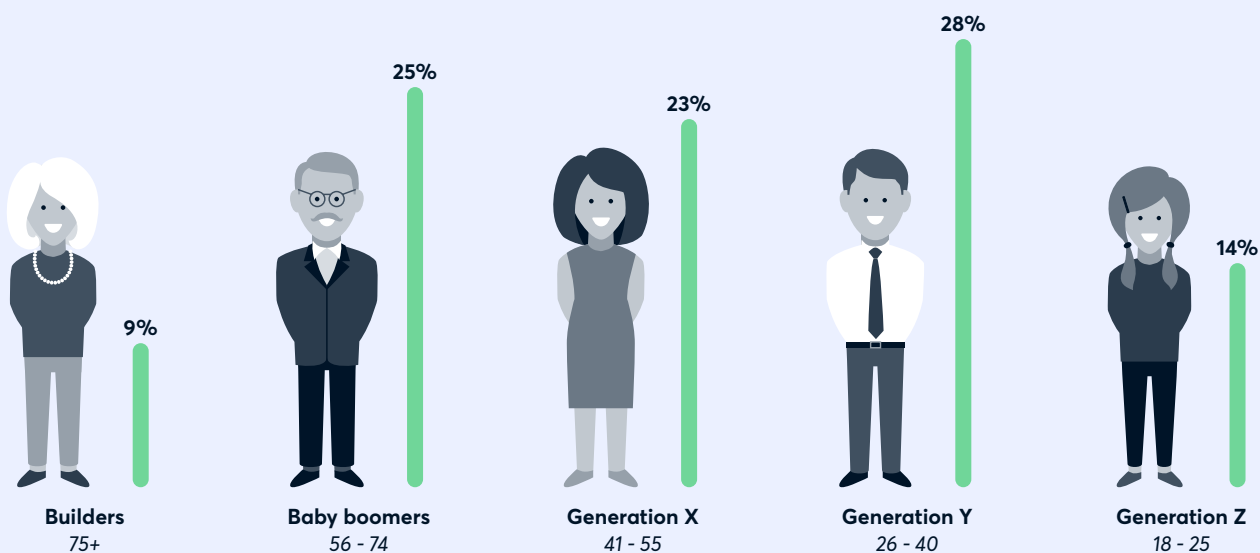
Are you male or female?



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 are responding to the impact of COVID-19, McCrindle has conducted a survey of Australian sentiment, attitudes and behaviours during the COVID-19 pandemic.

This research was 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 1,015 Australians. Data was collected between the 19th and 23rd of March 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=1,015).



## 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.

[cint.com](https://cint.com)



Research & report by

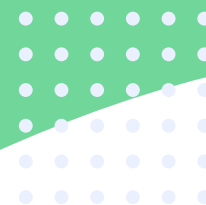
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