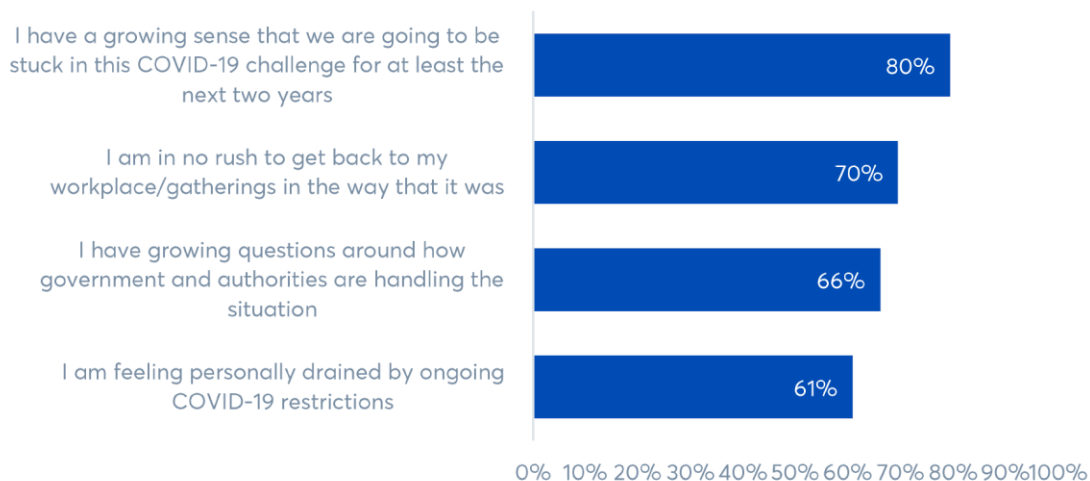


MEDIA RELEASE - August 2020

New national research from Mainstreet Insights of 1,002 Australians shows that COVID-19 is having a substantial impact on the Aussie spirit, our relationships and spirituality.

To what extent do agree you with the following statements about how Australia is responding to COVID-19



Three in five Aussies say they feel drained by ongoing restrictions (61%) and 80% have a growing sense we are going to be stuck in this COVID-19 challenge for at least two years.

With many still working from home, seven in ten (70%) have revealed that they are in no rush to get back to their workplace/gatherings in the way that it was.

“COVID-fatigue is impacting the sentiment and compliance of Australians currently. The second-wave has sapped the optimism that residents of this Lucky Country usually express. There is a sense that there will not be a snap-back to how things were, and for now at least, personal anxiety is high and national resilience is low.” - Mark McCrindle.

Although two in three (66%) have growing concerns around how government and authorities are handling the situation, 93% are still following the messages of the health experts and the government, and 89% are willing to reduce their personal freedoms for the sake of the community.

The silver lining of COVID-19 is that 79% say household relationships have been strengthened

Despite the challenges, it appears there is some silver lining of this pandemic. Four in five agree that COVID-19 is positively strengthening their family/household relationships (79%), alongside clarifying the relationships in which Aussies want to invest their time (79%).

However, 58% of Aussies say they have experienced increased feelings of loneliness, with 42% saying they have experienced tension in their most significant relationships.

Victoria, the not so lucky state

As Victoria continues to bear the brunt of the pandemic, Victorians are the most likely to feel personally drained by the ongoing COVID-19 restrictions (76% cf. 60% NSW, 51% QLD). They are also more likely to have experienced feelings of loneliness (67% cf. 59% NSW, 50% QLD) and have experienced tension in their most significant relationships (48% cf. 39% NSW, 33% QLD).

More than other states, Victorians also have growing questions around how government and authorities are handling the situation (81% VIC cf. 65% NSW, 59% QLD).

COVID-19 opening the door to spirituality in Australia

During the pandemic, Aussies are facing their mortality by exploring the spiritual world. Almost one in two (47%) have thought about their mortality more, 47% about the meaning of life more and three in ten (33%) have thought about God more during the pandemic.

One in four Aussie's have engaged in more spiritual conversations (26%) and prayer (28%).

Young people disproportionately affected by COVID-19

This research has revealed that younger generations are experiencing more relational and emotional hardship during the COVID-19 pandemic.

Gen Z (63%) and Gen Y (56%) are the most likely to have experienced tension in their most significant relationships compared to Gen X (42%), Baby Boomers (22%) and Builders (19%). They are also more likely to have experienced increased feelings of loneliness (78% Gen Z, 68% Gen Y cf. 55% Gen X, 44% Baby Boomers, 42% Builders).

Gen Z (77%) and Gen Y (72%) are feeling personally drained due to ongoing COVID-19 restrictions, more so than Gen X (59%), Baby Boomers (49%) and Builders (38%).

Young people are also more likely to agree they have growing questions around how government and authorities are handling the situation (76% Gen Z, 79% Gen Y, 64% Gen X, 52% Baby Boomers, 55% Builders).

“Although young people have been the least impacted from the health impacts of COVID-19, economically through employment challenges, and socially through cancelled activities and life plans, they have been the most impacted.” - Mark McCrindle

Media contact

For media commentary on the research please contact Dr Lindsay McMillan on 0409 186 322 or Mark McCrindle on 02 8824 3422 or info@mccrindle.com.au.

About Mainstreet Insight

Mainstreet Insights is founded by Reventure and McCrindle and exists to understand Australians as humans not just consumers or employees. It aspires to provide timely and on the pulse insights that can provide a platform of evidence to speak into national and international conversations.

About this study

To further understand the Australian public and their response to COVID-19, Mainstreet Insights has conducted a survey of Australian sentiment, attitudes, and behaviours during the COVID-19 pandemic. It is based on an online survey deployed to a nationally representative sample of 1,002 Australians. Data was collected between the 24th and 28th of July 2020.

Study demographics

	This survey #	This survey %	National % of population aged 18+
GENDER			
Male	502	50%	50%
Female	500	50%	50%
TOTAL	1,002	100%	100%
AGE			
18-25	140	14%	GEN Z 12%
26-40	287	29%	GEN Y 28%
41-55	231	23%	GEN X 23%
56-74	254	25%	BOOMERS 26%
75+	90	9%	BUILDERS 9%
TOTAL	1,002	100%	100%
STATE			
NSW	320	32%	32%
VIC	262	26%	26%
QLD	200	20%	20%
TAS	20	2%	2%
NT	9	1%	1%
SA	71	7%	7%
WA	100	10%	10%
ACT	20	2%	2%
TOTAL	1,002	100%	100%