Since the COVID-19 outbreak began, Australians have been living a comparable life indoors and under similar restrictions. However, with restrictions now starting to ease across Australia, we can expect to see a shift in what people value, the way people view and trust our institutions, and how people think and feel about society in general.

Many Australians have already transformed their lives based on their personal experiences of this crisis. Now, businesses need to start preparing for how their customers and employees have changed, and how they can prepare and plan for the other side.

Dentsu’s Consumer Intelligence Study aims to examine and explore how Australians are thinking, feeling and acting as a result of COVID-19.

The Study will follow Australians each week as restrictions begin to ease to gauge how people emerge after life indoors.

Our team will be surveying 400 different Australians per week on themes and topics such as people’s lifestyle habits, their work arrangements, levels of trust towards our institutions, media usage, and how people view specific industries such as finance, insurance, retail and travel.

The following report provides key insights taken from the first four weeks of the study, capturing data from a sample size of 1,681 Australians.

Notes for editors:
Further demographic breakdowns of any data in this report can be provided on request. New data will be available each week.

- **Source:** ‘dentsu Consumer Intelligence Study, 13 April - 7 May 2020’
- **Sample size:** n=1681
- **Gen Z:** Age 16-25
- **Millennial:** Age 26 - 39
- **Gen X:** Age 40 - 59
- **Boomer:** Age 60 - 74
DEALING WITH COVID-19

9.3 MONTHS UNTIL NORMALCY

On average, Australians believe it will be 9.3 months before we return to how life was before the COVID-19 outbreak.

- **Gen Z** believe we will be back to normal in 6.8 months
- **Millennials** believe it will take 8.1 months.
- **17% of Australians** believe that Australia will never return to normal.

41% ARE LIVING A NEW NORMAL

41% of Australians say they are now at the stage of living a ‘new normal’, however younger generations are adapting to the situation more slowly.

- **14% of Gen Z’s** are still experiencing ‘initial shock’
- **28% of Millennials** are still ‘coming to grips’ with things.

43% NEED SECURITY

Despite restrictions easing across the country, Australians are still seeking safety and security.

- **43% of Australians** say they need health and financial security most.
- **28% of Australians** need a sense of rhythm and routine.
- **25% of Australians** are seeking a life without restrictions or confinements.

Other concerns ranked highly include the economy, unemployment, climate change and immigration.
4.1 HOURS SPENT HOMESCHOOLING

70% of Australians have had their children at home over the last month, and parents are spending 4.1 hours each day on homeschooling.

OVER 50% MOODS AFFECTED

Over half of the parents surveyed have admitted that homeschooling their children has negatively affected their mood.

50% WORKING FROM HOME

Half of Australians are now working from home, either in a full time or part time capacity.

45% of people have had their employment affected by the COVID-19 outbreak. Of those affected, most changes have been either reduced hours and/or reduced pay.

18% OF GEN Z'S ARE UPSKILLING

Of all the people surveyed, Gen Z’s are the ones that are using the time indoors to upskill and engage in further education - but this is still only 18% of people.

- 45% of Boomers are spending more time reading.
- 26% of Millennials have turned to podcasts.
LIFESTYLE & LEISURE

78%
WATCHING TV
Grab the popcorn! Screen time (and TV ratings) has definitely increased.
- Gen X and Boomers are spending their leisure time watching TV.
- 59% of Gen Z’s say they spend more time using streaming services.

69%
BROWSING THE INTERNET
If your internet speed has decreased, here may be why.
- More than 43% of Millennials are spending their downtime online shopping.
- 59% of Gen Z’s are playing video games online.

49% OF YOUTH ARE BAKING
Gen Z and Millennials are most likely to be the ones buying all of the flour.
- 49% of Gen Z’s say they are spending their leisure time baking, where as 48% of Millennials are spending more time just generally in the kitchen.
- On a whole, 45% of Australians have said they are use this time indoors to do more cooking.

36%
EATING MORE SNACKS
If you think your snacking has increased, you’re not alone. A third of Australians have said they are eating more snacks since being indoors.
- 45% of Gen Z’s are snacking more and a third have said they’re exercising less.
- 46% of Millennials are turning to snack food, and are also consuming more alcohol than any other age group.
39% TRUST
THE GOVERNMENT
39% of Australians have said they completely trust the Federal Government - a number that is higher in older generations. Trust in the Federal Government is marginally higher than State Government (38%) and local government (28%).

GOVERNMENT RESPONSE
- 82% of Australians feel their State Government has met or exceeded their expectations in handling the outbreak.
- 80% of Australians feel the Federal Government has met or exceeded their expectations in handling the outbreak.
- 27% of Gen Z’s feel the Federal Government has fallen short of meeting their expectations.

20% TRUST
THE MEDIA
Australians are generally not that trusting of the media or news outlets, however they still follow the news to keep updated.
- 20% of Gen Z’s and 21% of Millennials say they are “constantly” seeking out information.
- 80% of Boomers seek out information about COVID-19 at least once a day.

15% TRUST
SOCIAL MEDIA
Only 15% of Australians saying they trust social media or technology companies. Gen Z’s and Millennials have higher levels of trust in social media than older Australians.
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About Dentsu Aegis Network
As part of Dentsu Inc., Dentsu Aegis Network is innovating the way brands are built for clients through best-in-class expertise and capabilities in media, digital and creative communications services. Dentsu Aegis Network ANZ is made up of 12 agency brands, including Isobar, BWMD, MKTG, Dentsu X, iProspect, Vizeum, Amicus Digital, Accordant, Cox Inall Ridgeway, Haystac, gryo and SMG Studio. Globally, Dentsu Aegis Network operates in 145 countries worldwide with over 47,000 dedicated specialists.