



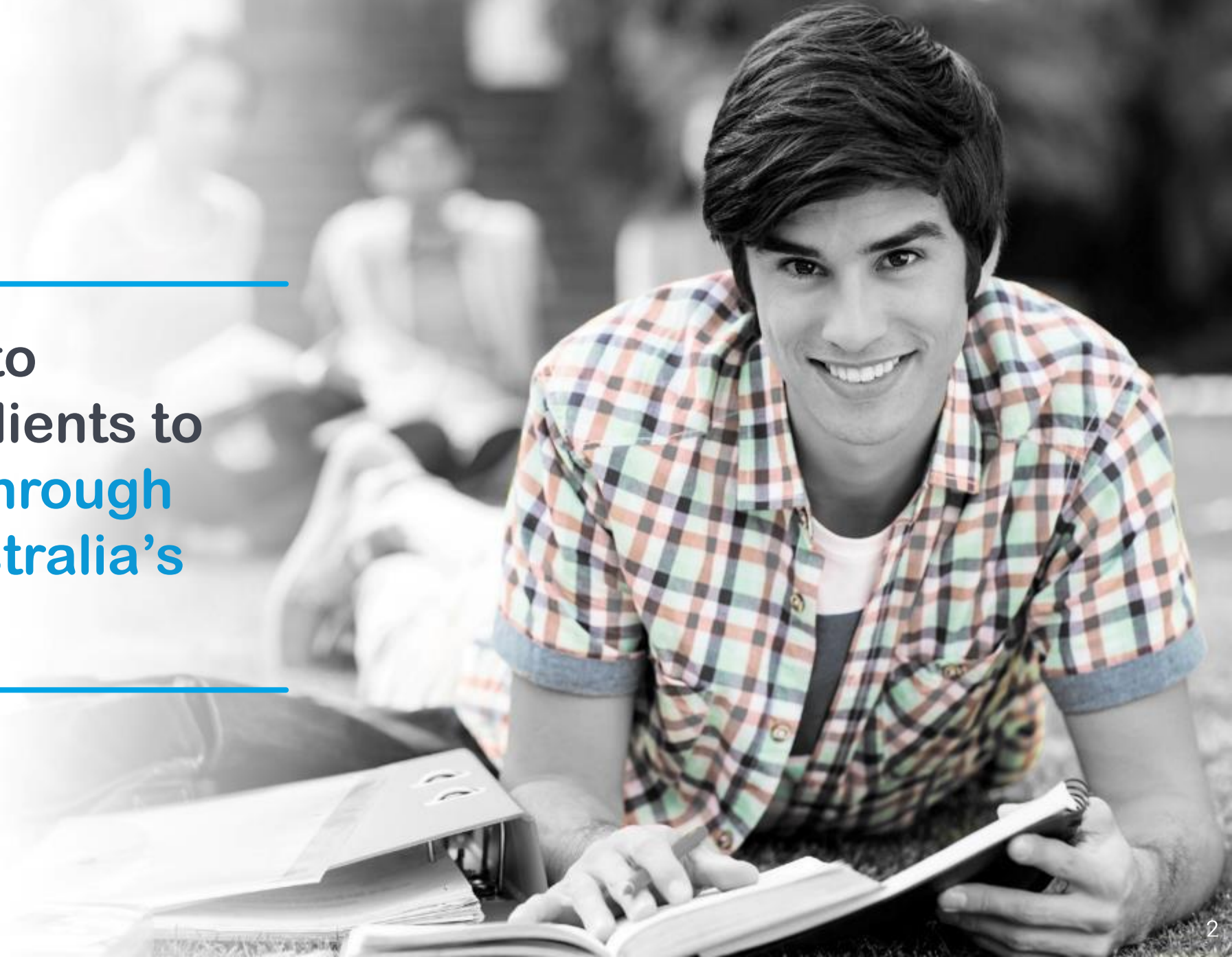
COVID-19 (Coronavirus)

Youth understanding and sentiment

17 April 2020



**Our mission is to
empower our clients to
see the world through
the eyes of Australia's
young people**



Who is YouthInsight?

YouthInsight, the research arm of Student Edge, arose from a desire to [share the unique access and understanding of Australia's Gen Y and Gen Z](#) developed since Student Edge opened its doors in 2003

Student Edge has always been committed to a singular vision: [“Helping to create a world where students are empowered and supported to make great life choices.”](#)

By offering advice and support on lifestyle, education and career choices, Student Edge has grown to become the [largest member-based organisation of high school and tertiary-based students in Australia](#), and a true expert in the youth space. Student Edge members are highly engaged and are quick to reference it as a “trusted go-to” for their key life stage decisions.

Connected via Student Edge and supported by a team of highly experienced market research specialists, YouthInsight possesses three unique assets that position it as the [authority on Australia's Gen Y & Gen Z](#).

- Access to over 1.1 million 12 – 29 year-olds through email, phone and social media
- Dedicated in-house Youth Panel with over 140,000 high quality respondents
- Ability to gain unrivalled insight into their lives, behaviour and attitudes

OUR MEMBERS

Collaborating with Student Edge means tapping into more than a million members across Australia, and beyond. Get a load of these numbers.

260,000+
opt-in email subscribers

700,000+
SMS subscribers

150,000+
Facebook followers

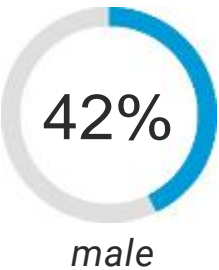
1.1 MILLION+
members, including:

85,000
international students in AUS

50,000
international members

AND WE'RE STILL GROWING

7,000+
*new members
per month*



38%

AGED UNDER 18

62%

AGED 18 AND OVER



Who We Work With

Government



Education



Retail Brands



Technology



Financial Services



Background

YouthInsight has begun tracking young Australians' understanding and sentiment towards the COVID-19 situation through the online survey methodology. This most recent survey collected data from over 500 young people across Australia.

The objective of the research was to gain an understanding of the precautions being undertaken by young people, as well as their concerns. The first part of this survey asked young people to separate the facts from the myths of COVID-19, as well as to measure how well the messages from news organisations and the government are gaining traction.

The second part of this survey attempts to understand how the constant news coverage and shifting situation is affecting youth wellbeing. We also endeavored to find out how young people would cope with remote learning, and whether or not they believed themselves to be facing an uncertain employment future (for instance, if their current casual hours of employment had been cut in the past fortnight).

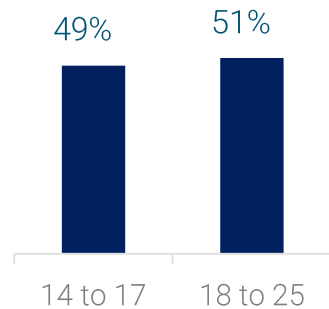
The first wave of this study was conducted between Wednesday 18 March and Sunday 22 March and the second wave was conducted between Tuesday 7 April and Wednesday 15 April.

In Wave 2 we included additional questions to understand student sentiment about studying from home.

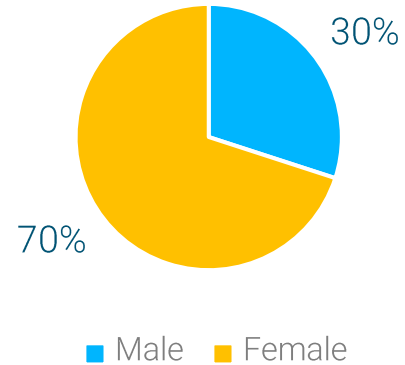


Sample Profile – Key Demographics (Wave 1)

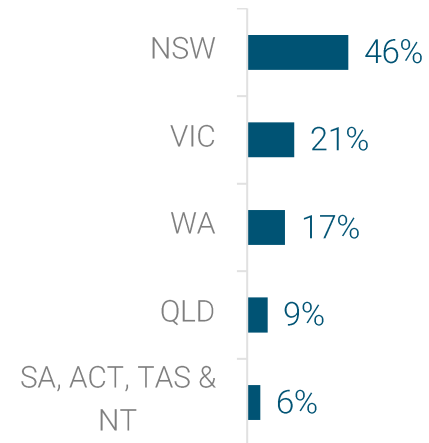
Age



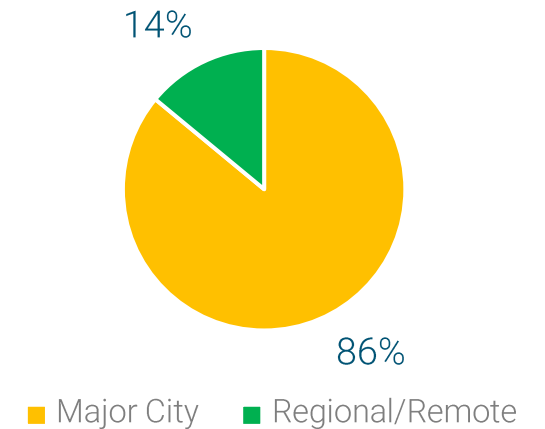
Gender



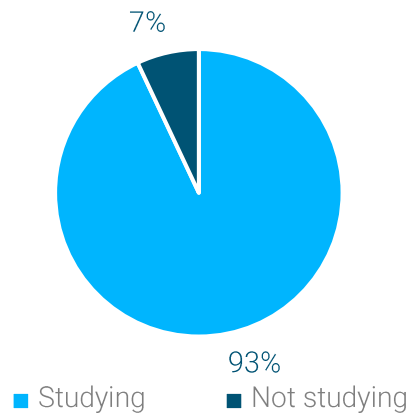
State



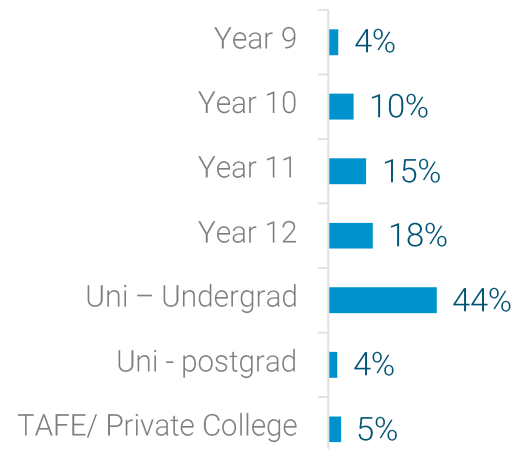
Region



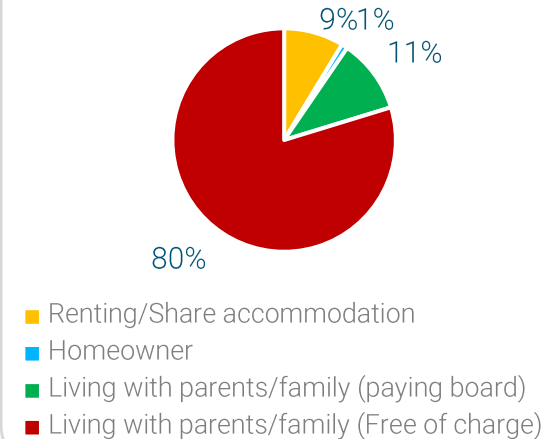
Study Status



Year Level

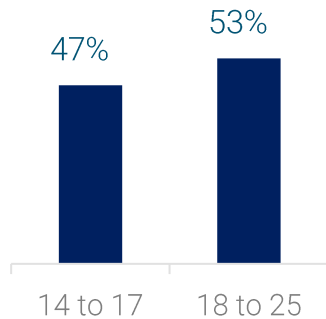


Living Situation

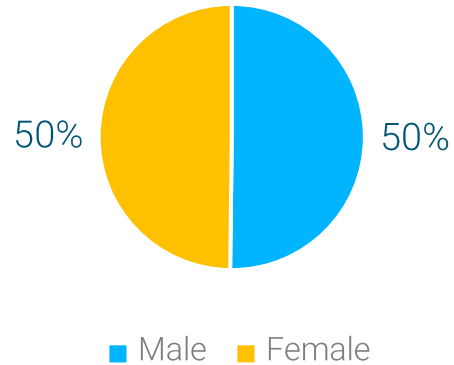


Sample Profile – Key Demographics (Wave 2)

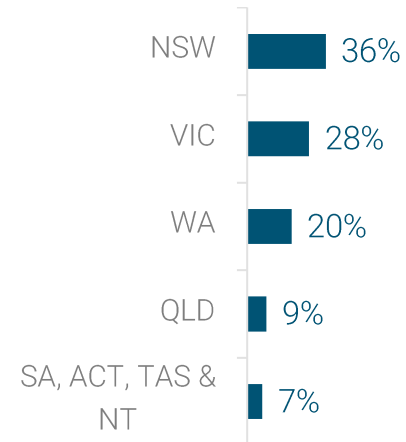
Age



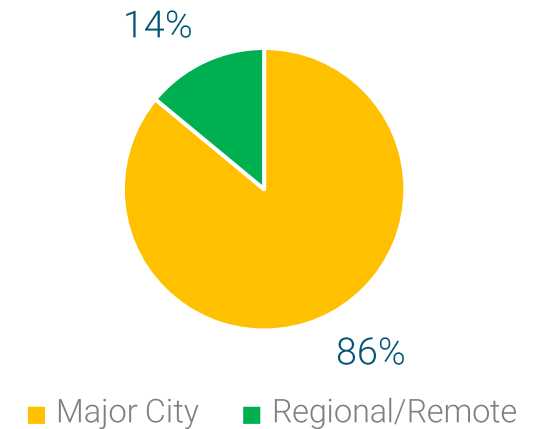
Gender



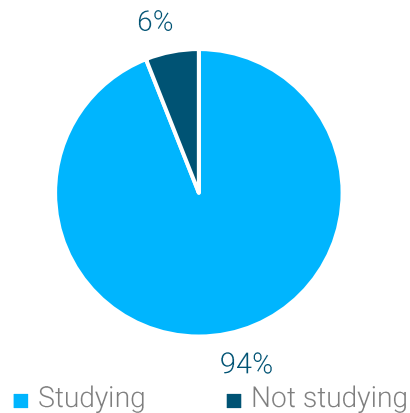
State



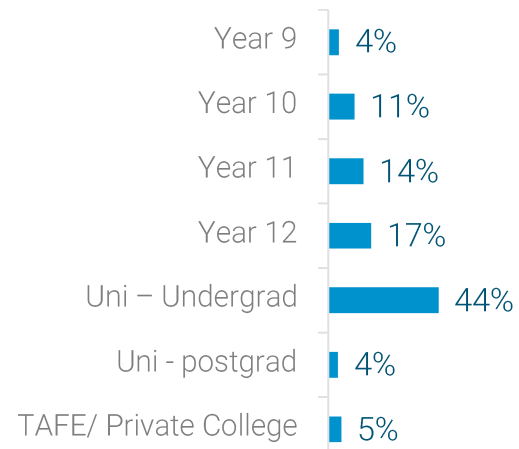
Region



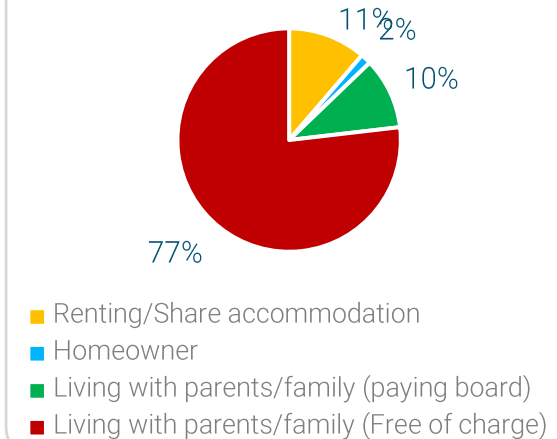
Study Status



Year Level



Living Situation



Summary of findings

In light of the current COVID-19 pandemic, Student Edge and YouthInsight set out to track young people's understanding of what precautions they should be taking, their perceptions of the government's management of the crisis and their overall sentiment about the unfolding situation.

The research has been conducted via online surveys and among a national sample of young Australians aged 14 to 25. The first wave of the research was conducted between 18 and 22 March among 520 people. The second wave was conducted between Tuesday 7 and 15 April among 522 people.

This report uncovers some significant changes in attitudes and behaviors among young Australians over the 3-week period between surveys. The insights verify that young people are feeling more confident in recent times about their understanding of what precautions they must take in order to prevent the spread of COVID-19.

However, some misconceptions still exist, like 30% believing the pneumonia vaccine is helpful or 71% who believe that drinking lots of water will also help. Yet, for the most part, young Australians can distinguish the facts and myths about COVID-19 precautions.

The research shows that the social distancing messaging has certainly reached young people in recent times, with more than 9 in 10 personally taking this initiative now compared to 74% in the previous survey.

Summary of findings... cont'd

The government's communication efforts over the past month has been a key driver of the attitude improvement and the increase in collaborating behaviors. The findings show that on aggregate 74% of young people are finding information about COVID-19 through government sources compared to 59% in the March survey.

With the increase in consumption of government messaging, young people's understanding of the COVID-19 situation has significantly improved with 86% saying their understanding has improved compared to 72% in the March survey. With young people feeling more informed, their sentiment towards the federal government's response to COVID-19 has also improved, with a significant increase in the promoter score, from 2% to 9%, and a drop in detractor scores (74% to 51%).

However, regardless of the improvement of government perceptions, the situation continues to cause concern, anxiety and depression among young Australians, with the April results recording an increase from 32% to 45% around concerns of mental health. Although, family health and this year's studies remain the most pertinent concerns for youth.

On the topic of school closures, the majority of young Australians (55%) have now conceded that closing down all schools, universities and other educational institutions until the virus is gone is the correct measure to take, up from 32% in the March survey.

Summary of findings... cont'd

This latest survey found that 88% of students are now studying from home, with 3% attempting a hybrid approach of home and school and the rest attending school as normal.

As time passes so too does the novelty of studying from home, with the research revealing students are feeling more uncomfortable, lonelier, less productive and more unhappy about the situation. Six out of ten say they find learning from home more difficult and two thirds find it more productive to study at school rather than at home. Nine of ten say they need more immediate feedback with their schoolwork as they try to adjust to remote learning.

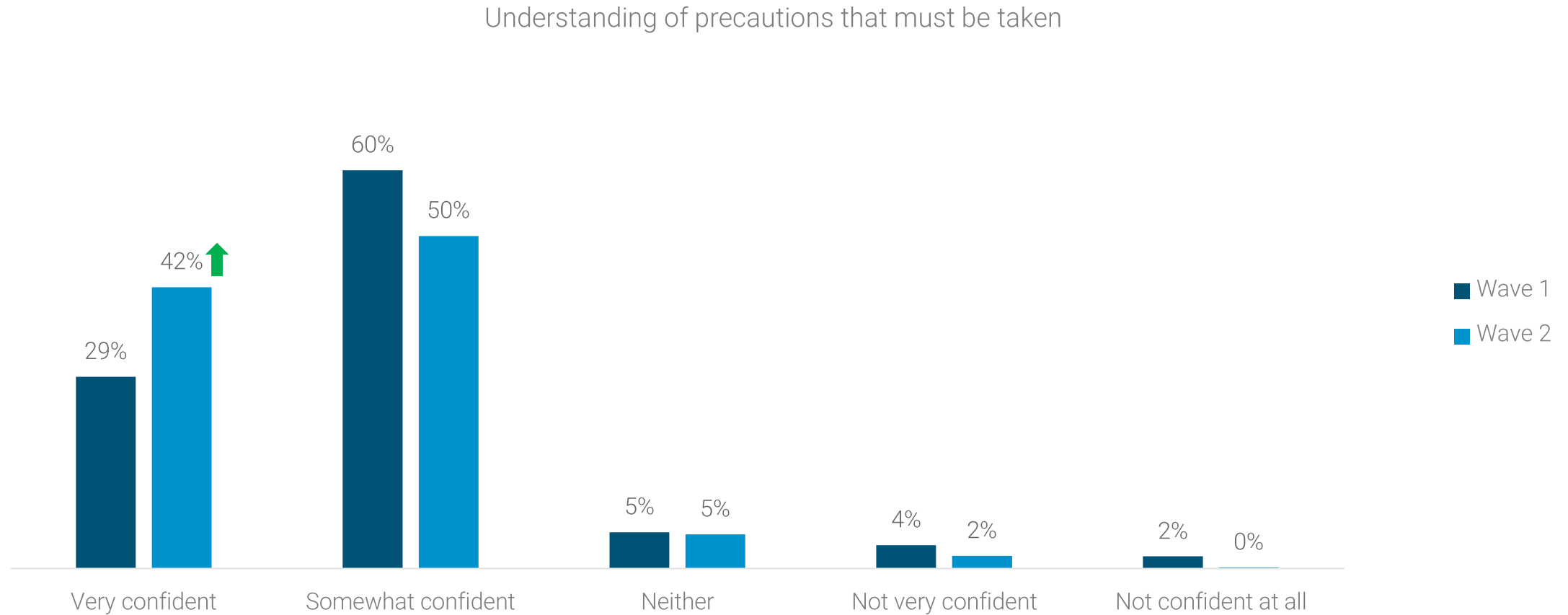
The majority of young Australians understand that this remote learning arrangement is necessary for now and believe it's working fine, however 73% don't agree it could be something they could live with on a permanent basis.

On the employment front, the research found that 64% of young people have had their work hours reduced, up from 51% in the March survey.



COVID-19 Precautions

Over a three-week period, youth confidence in understanding necessary precautions to prevent the spread of COVID-19 has significantly increased.



Majority of young people can correctly distinguish facts from myths, and over a 3-week period we've seen an increase in understanding that 'Sneezing into the elbow' is in fact a true precaution.



Prevention facts	Wave 1		Wave 2	
	Believe it's right	Believe it's a myth	Believe it's right	Believe it's a myth
Maintain social distancing	96%	4%	97%	3%
Avoid touching eyes, nose and mouth	98%	2%	97%	3%
Cover your mouth when you cough or sneeze	98%	2%	97%	3%
Wash hands regularly with soap and water	98%	2%	98%	2%
If you have a fever, cough and difficulty breathing, seek medical care	97%	3%	96%	4%
Using hand sanitiser	96%	4%	95%	5%
Sneezing into your elbow	64%	36%	72%↑	28%

Q. Which of the following precautions do you believe are the right precautions to take and which are myths?

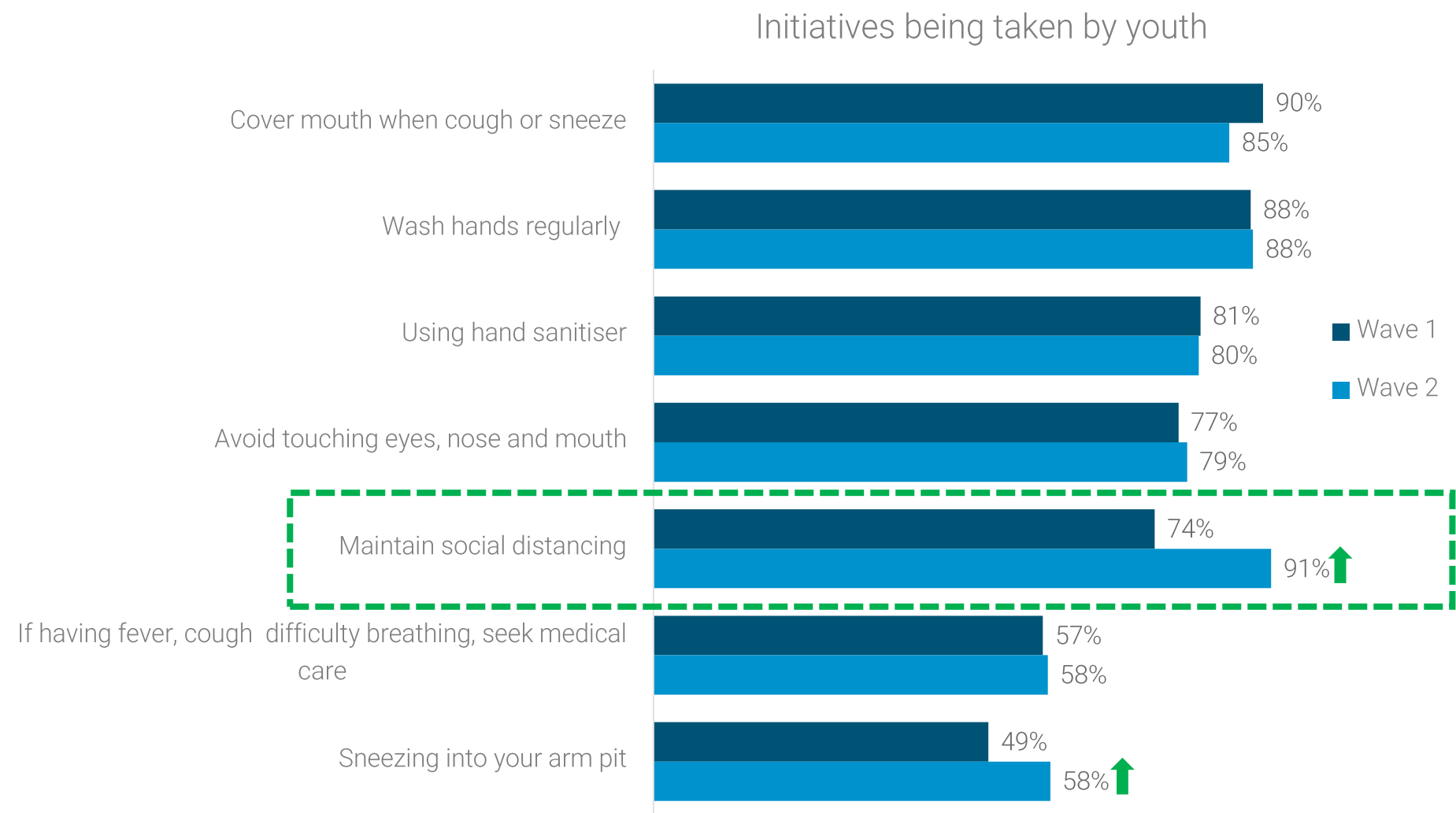
↓↑ Significantly higher/lower than counterpart.
Based on 95% confidence interval.

Little change seen around confusion in beliefs that washing clothes regularly, drinking lots of water, pneumonia vaccines, getting more exercise and eating fruit and vegetables are the right precautions to take.



Prevention myths	Wave 1		Wave 2	
	Believe it's right	Believe it's a myth	Believe it's right	Believe it's a myth
If you feel sick use hand dryer a that can kill the virus	5%	95%	6%	94%
Use repellent as mosquitoes can transmit the virus too	12%	88%	10%	90%
Take a hot bath if you feel you are sick, as that will kill the virus	13%	87%	9%	91%
Avoid eating certain foods	17%	83%	15%	85%
Get a vaccine against pneumonia	30%	70%	31%	69%
Exercising more	45%	55%	51%	49%
Eating fruit and vegetables	61%	39%	61%	39%
Washing your clothes regularly	83%	17%	86%	14%
Drinking lots of water	77%	23%	71%	29%

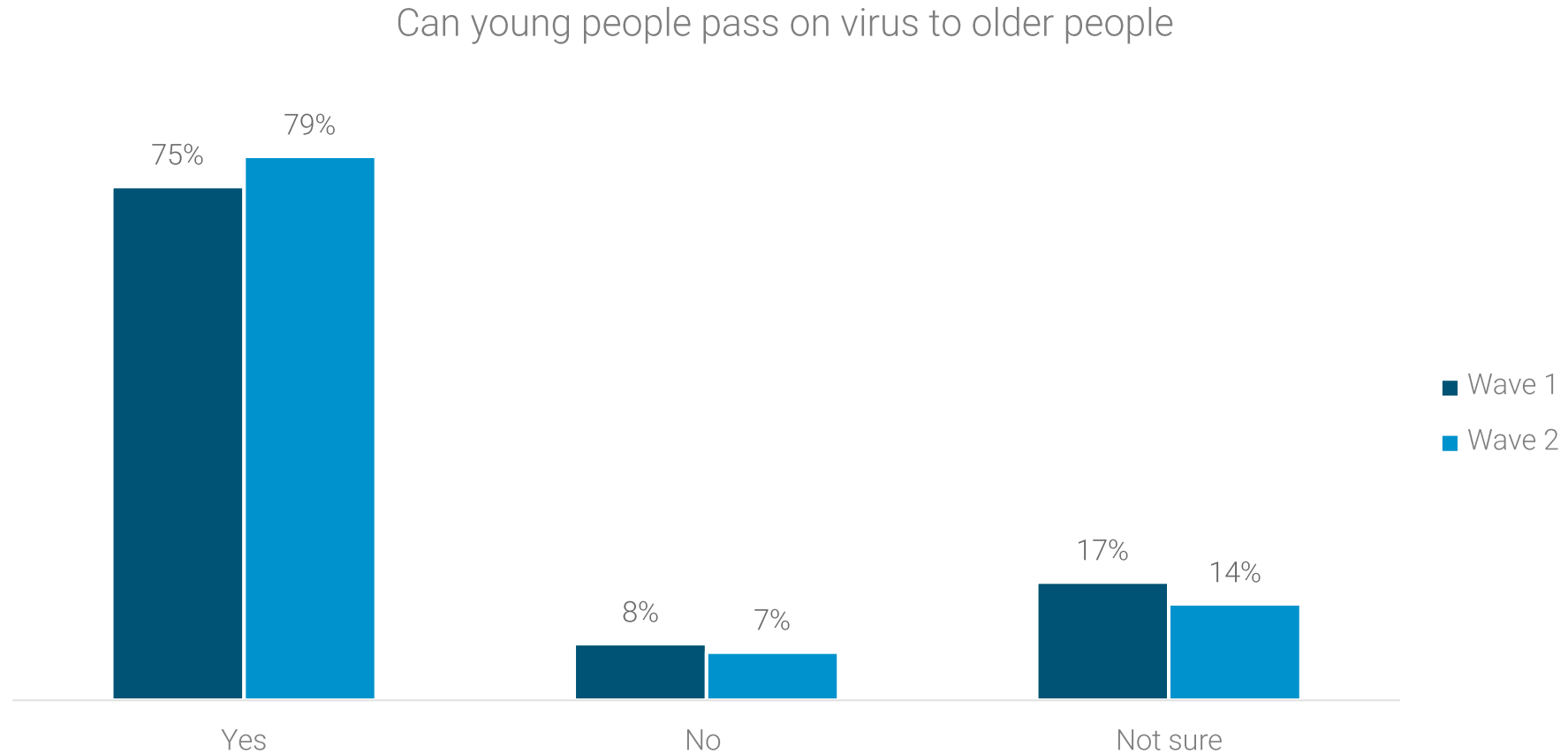
The social distancing messaging is definitely reaching young Australians, with a significant increase among youths now taking this initiative compared to a month ago.



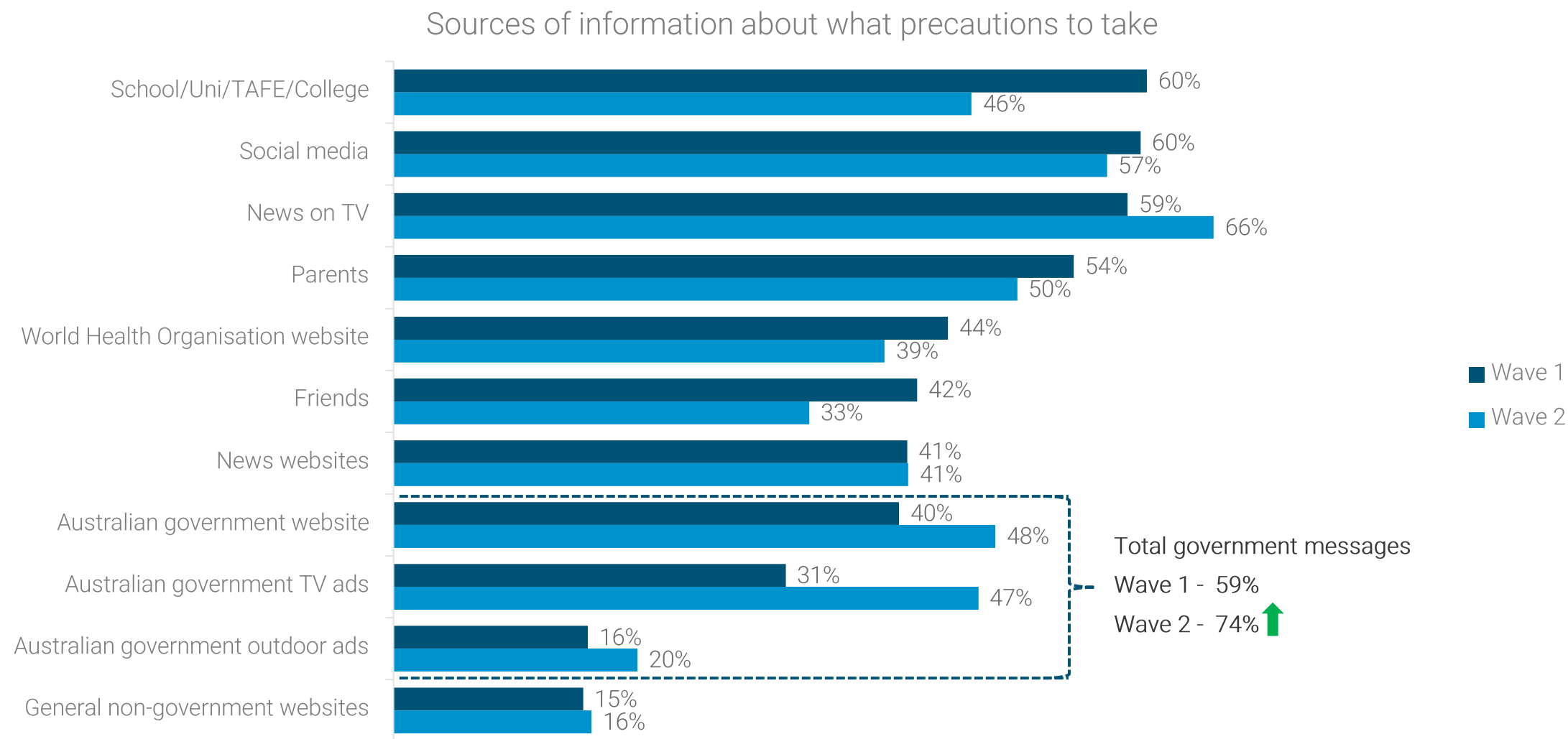
Q. Which of the following precautions do you believe are the right precautions to take and which are myths?

Significantly higher/lower than counterpart.
Based on 95% confidence interval.

More young people are slowly beginning to realise that they can pass on the virus to older generations.



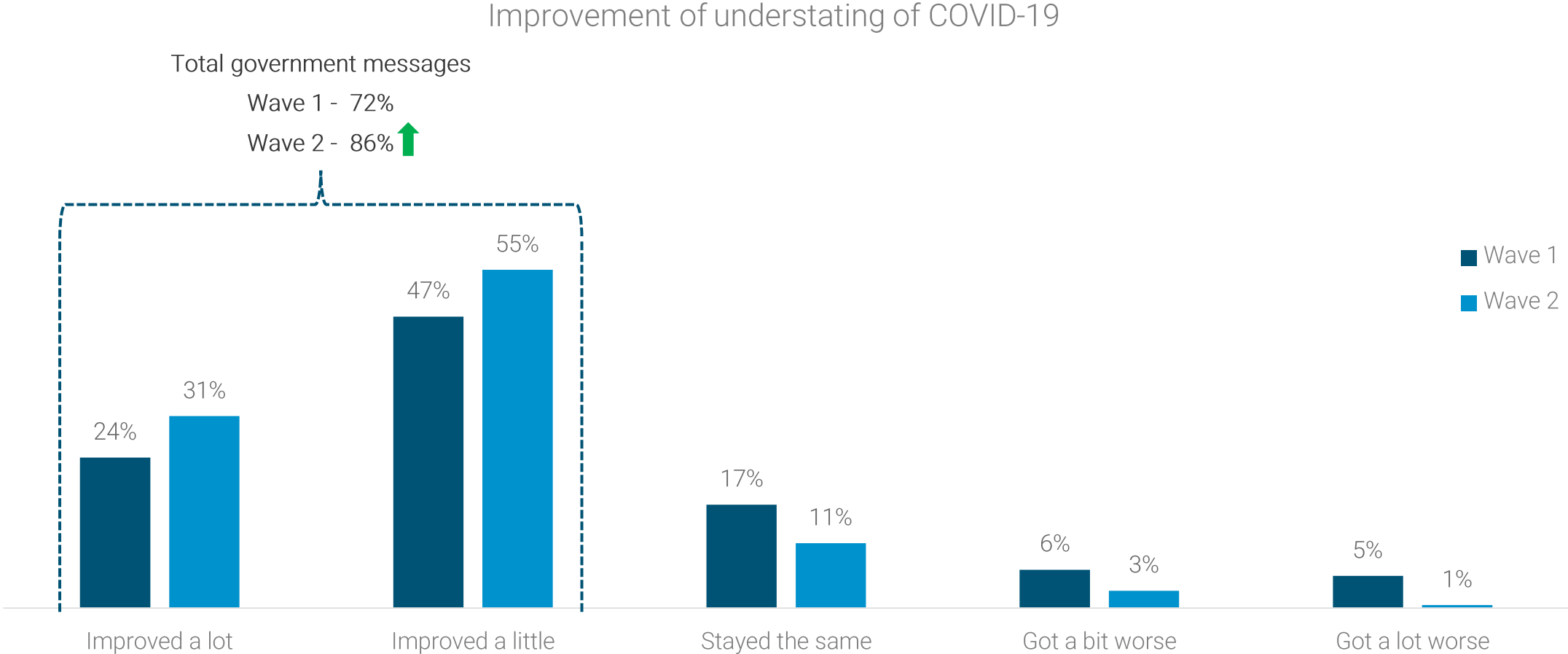
News bulletins and social media remain the most common source of information for young people about what precautions to take. However, there has been a significant increase in the reception of government messages.



Q. Where are you finding information about what precautions to take?

Significantly higher/lower than counterpart.
Based on 95% confidence interval.

With the increase in consumption of government messaging, young people's understanding of the current situation has significantly improved.



Q. Based on the government messages that you've seen, how much has your understanding of the COVID-19 situation improved?

Significantly higher/lower than counterpart.
Based on 95% confidence interval.

Sentiment of the federal government’s response to COVID-19 has significantly improved over the past 3 weeks.



Wave 1			
	Detractors 😡	Passive 😐	Promoters 😊
Total	74%	23%	2%
14 – 17 year olds	83%	16%	1%
18 – 25 year olds	66%	30%	4%
Wave 2			
	Detractors 😡	Passive 😐	Promoters 😊
Total	51% ↓	39% ↑	9% ↑
14 – 17 year olds	55% ↓	35% ↑	11% ↑
18 – 25 year olds	48% ↓	44% ↑	8% ↑





COVID-19 Sentiment

The COVID-19 situation is continuing to cause concern, anxiety and depression among most young Australians, although feeling of fear started to sooth slightly over the past 3 weeks.

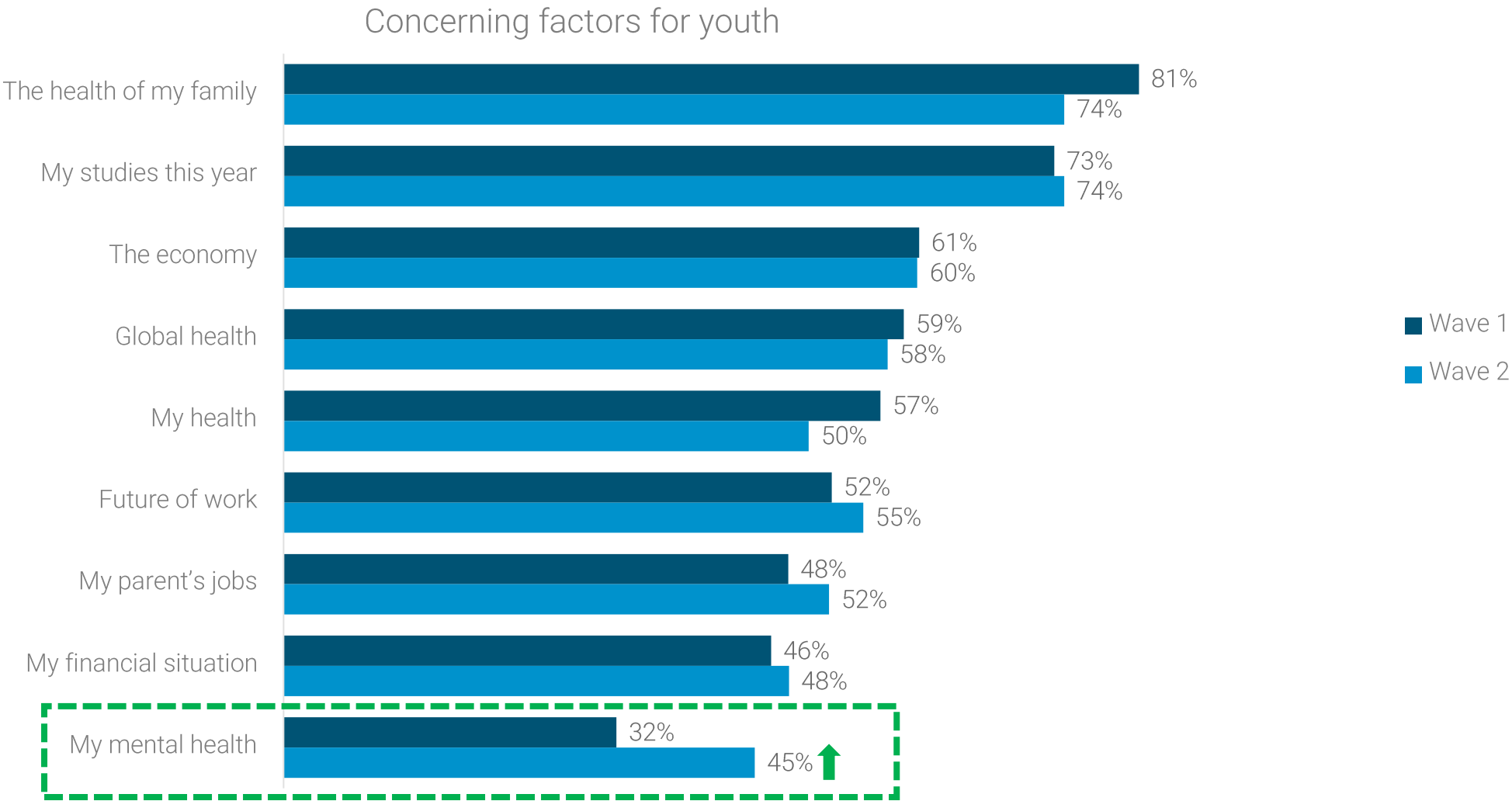
Youth feelings about COVID-19

Negative	Wave 1	Wave 2	Wave 1	Wave 2	Positive
Concerned	78%	77%	22%	23%	Unconcerned
Depressed	66%	64%	34%	36%	Happy
Anxious	62%	58%	38%	42%	Calm
Afraid	60%	55% 	40%	45% 	Unafraid
Panicky	56%	48%	44%	52%	Indifferent

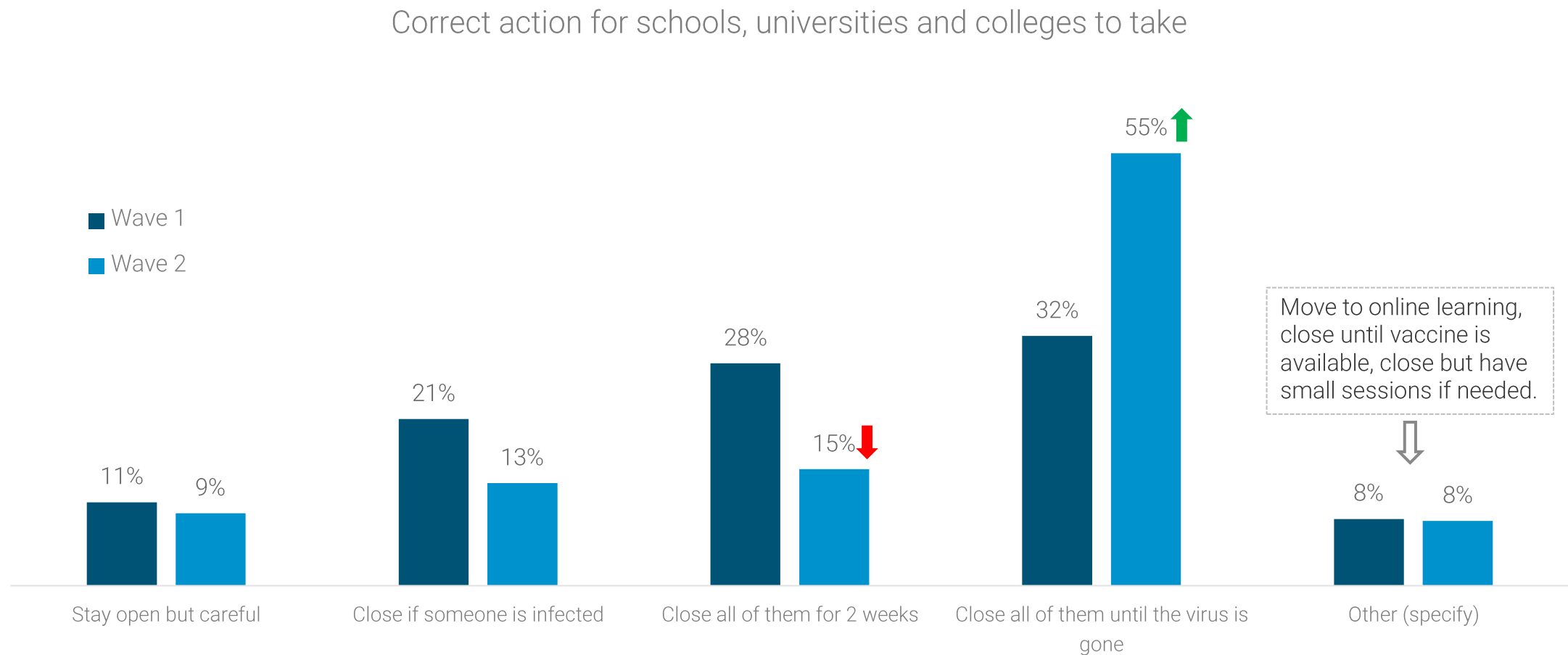
Q. Which of the below feelings best describes how you are feeling about the COVID-19 situation? On the scale of 1 to 10 please indicate how strongly you have any of these feelings.

  Significantly higher/lower than counterpart.
Based on 95% confidence interval.

The health of their families and education continue to be the main concerning factors. However, there has been a significant spike around concerns of mental health issues.



The majority of young Australians have now conceded that closing down all schools, universities and other educational institutions until the virus is gone is the correct measure to take.



Q. Which of the below do you believe is the correct action for schools, universities and colleges to take?

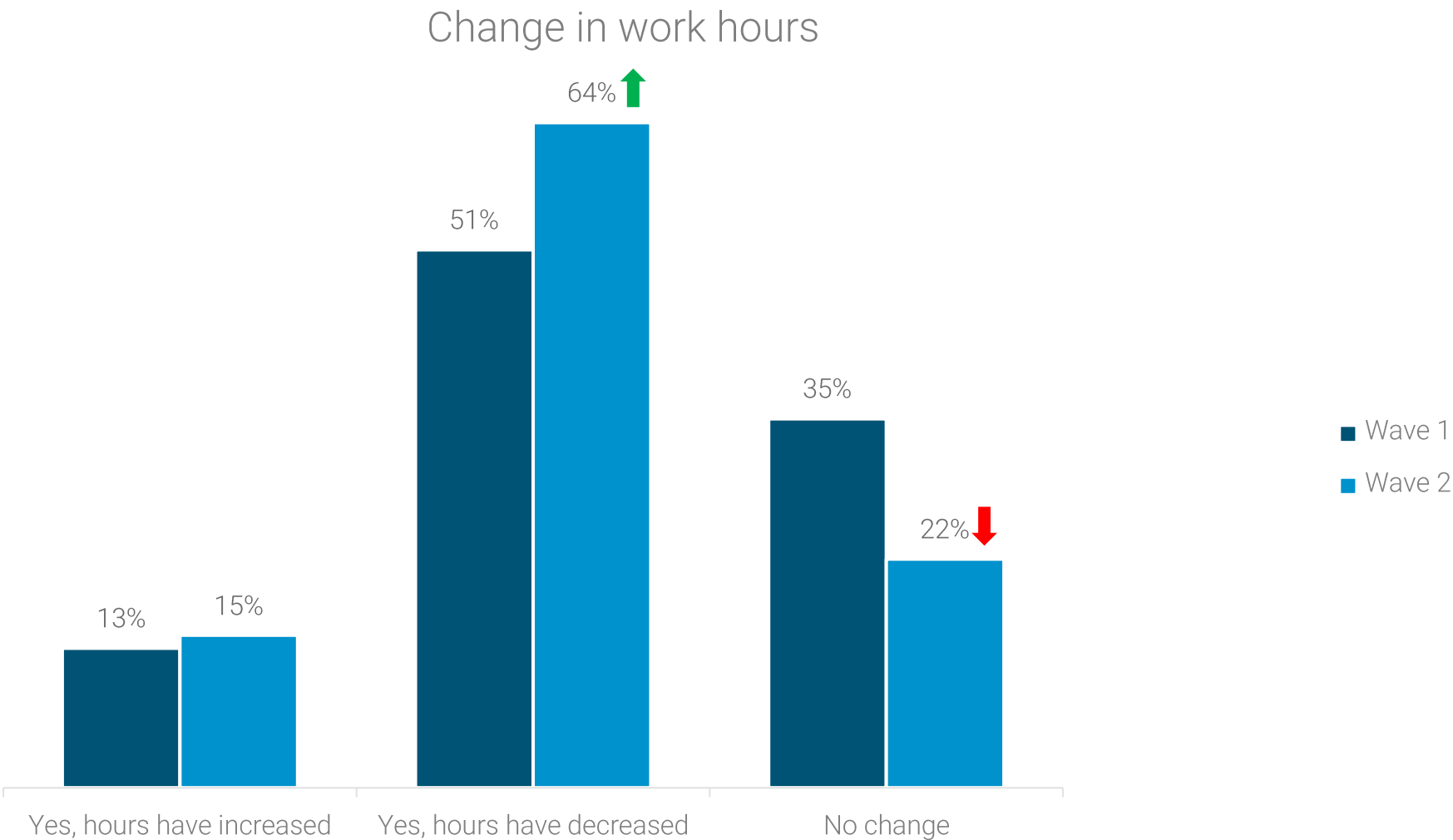
Significantly higher/lower than counterpart.
Based on 95% confidence interval.

As time passes, students are becoming increasingly restless while stuck at home.

Youth feelings about doing school/Uni/college/TAFE work from home

Negative	Wave 1	Wave 2	Wave 1	Wave 2	Positive
Comfortable	78%	67%↓	22%	33%↑	Uncomfortable
Happy to be alone	67%	52%↓	33%	48%↑	Lonely
Productive	58%	45%↓	42%	55%↑	Unproductive
Happy	72%	58%↓	28%	42%↑	Unhappy

Two thirds of all young people have now had their work hours cut short, a significant increase within a 3-week period



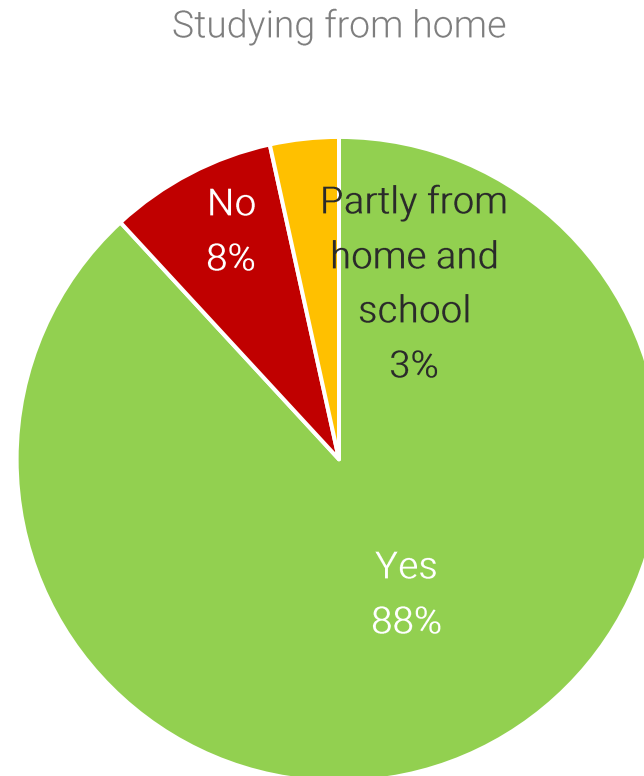
Q. In your job, has your work hours changed since over the past 2 weeks?

Significantly higher/lower than counterpart.
Based on 95% confidence interval.

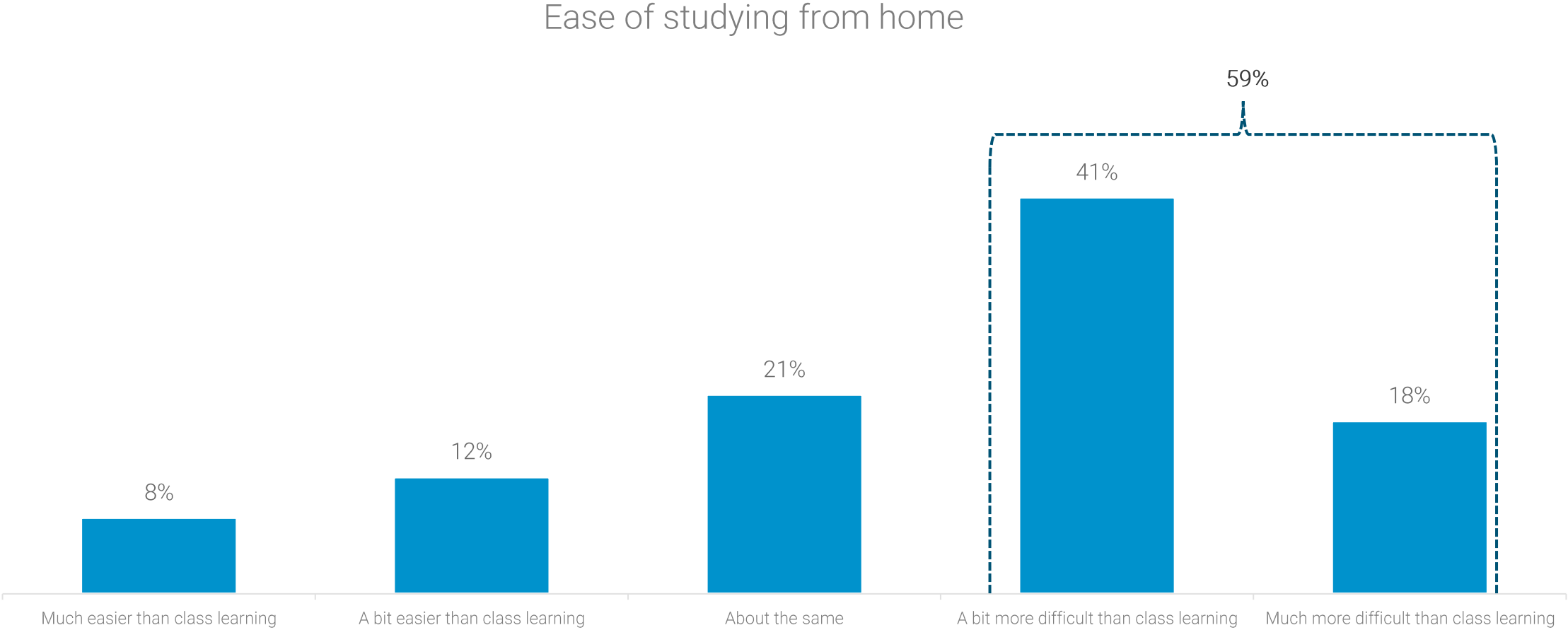


Studying From Home

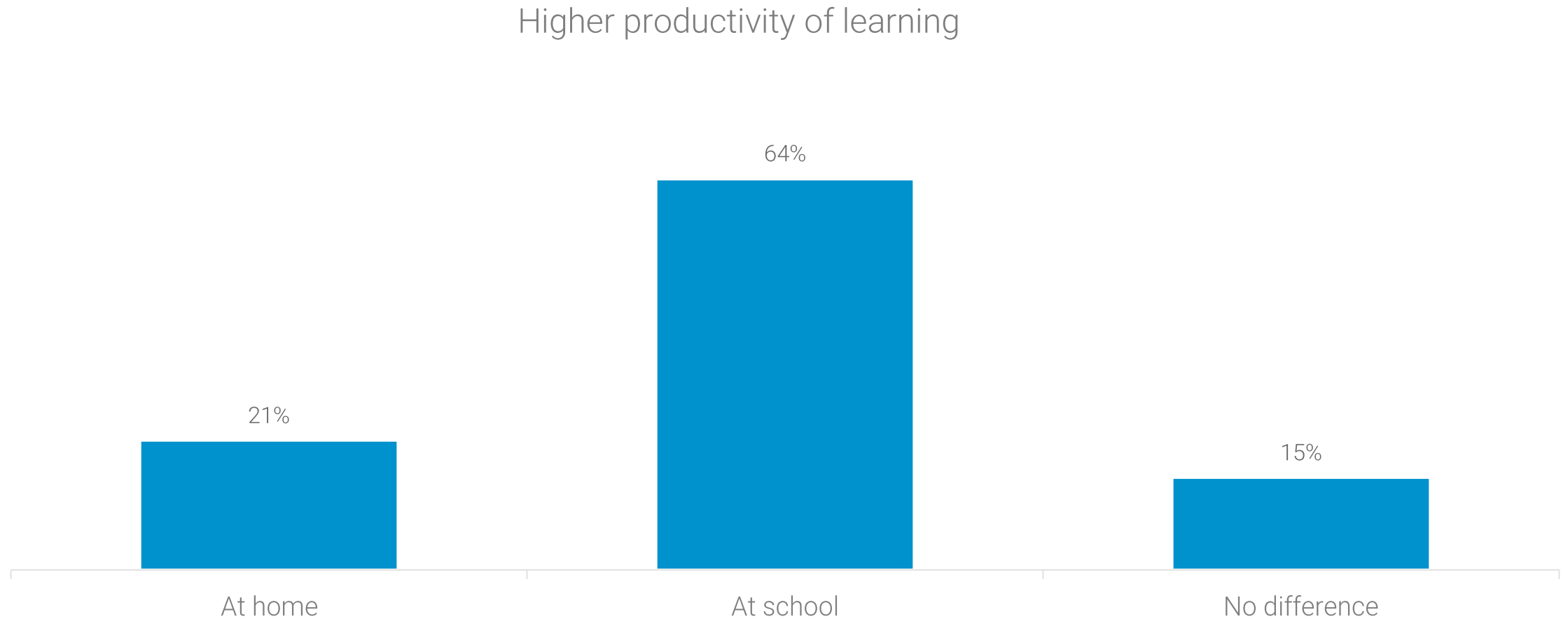
9 out of 10 students are now completing their studies from home.



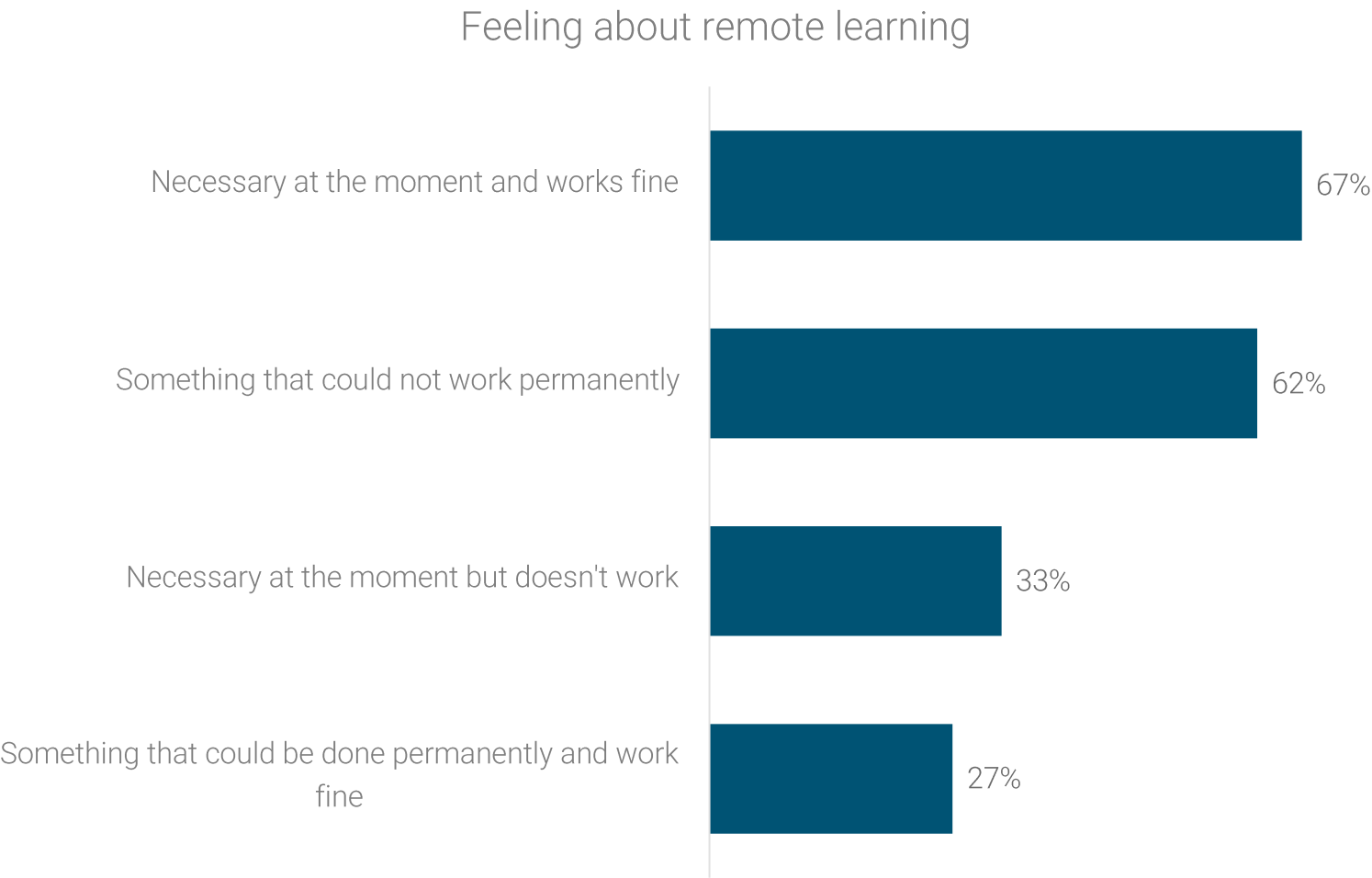
Six out of ten students find learning from home more difficult than from school.



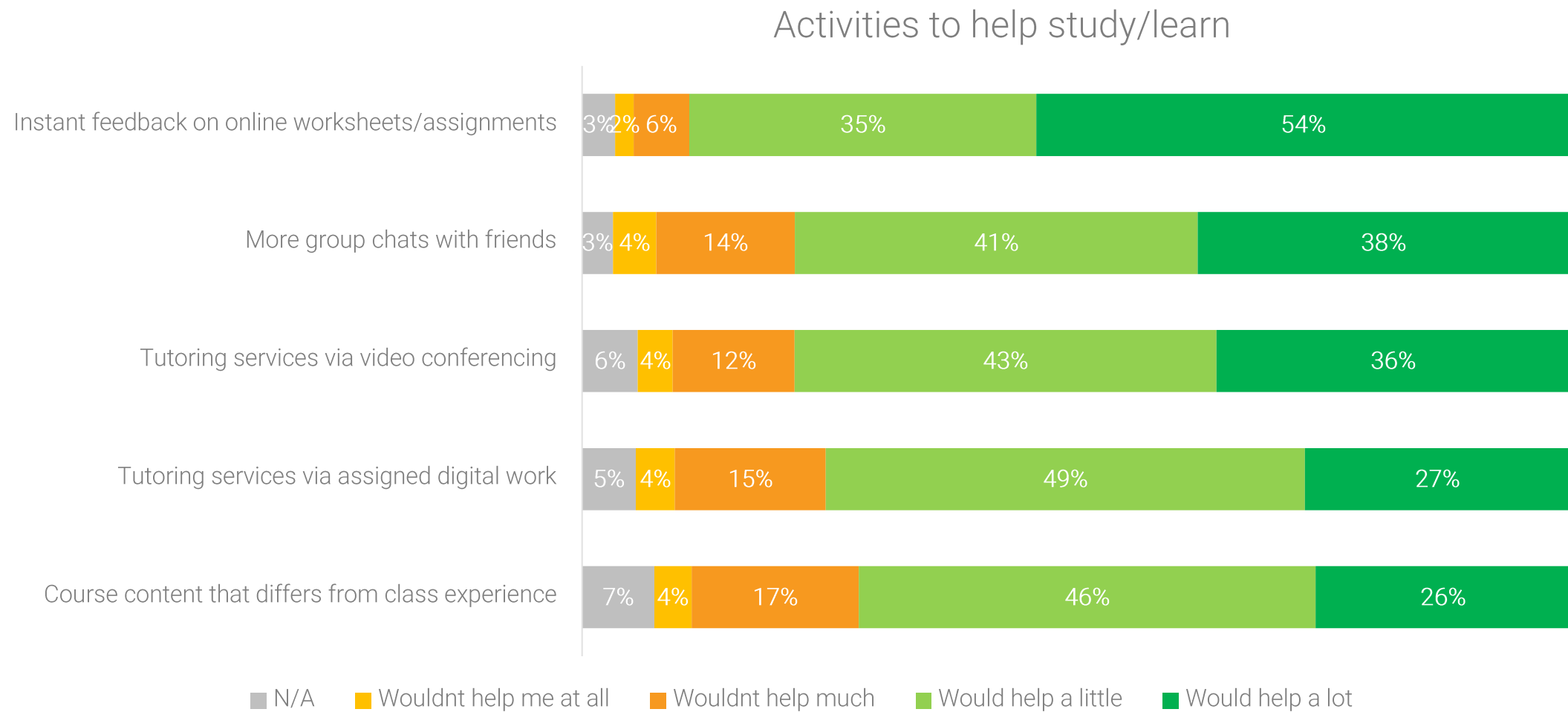
Two thirds of students find it more productive to study at school than at home.



Most young Australians understand that the remote learning arrangement is necessary for now, but not something they would like implemented permanently.



Above all, young people are needing more immediate feedback with their schoolwork as they try to adjust to remote learning.





Telling the story of Gen Y & Gen Z

YouthInsight
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