



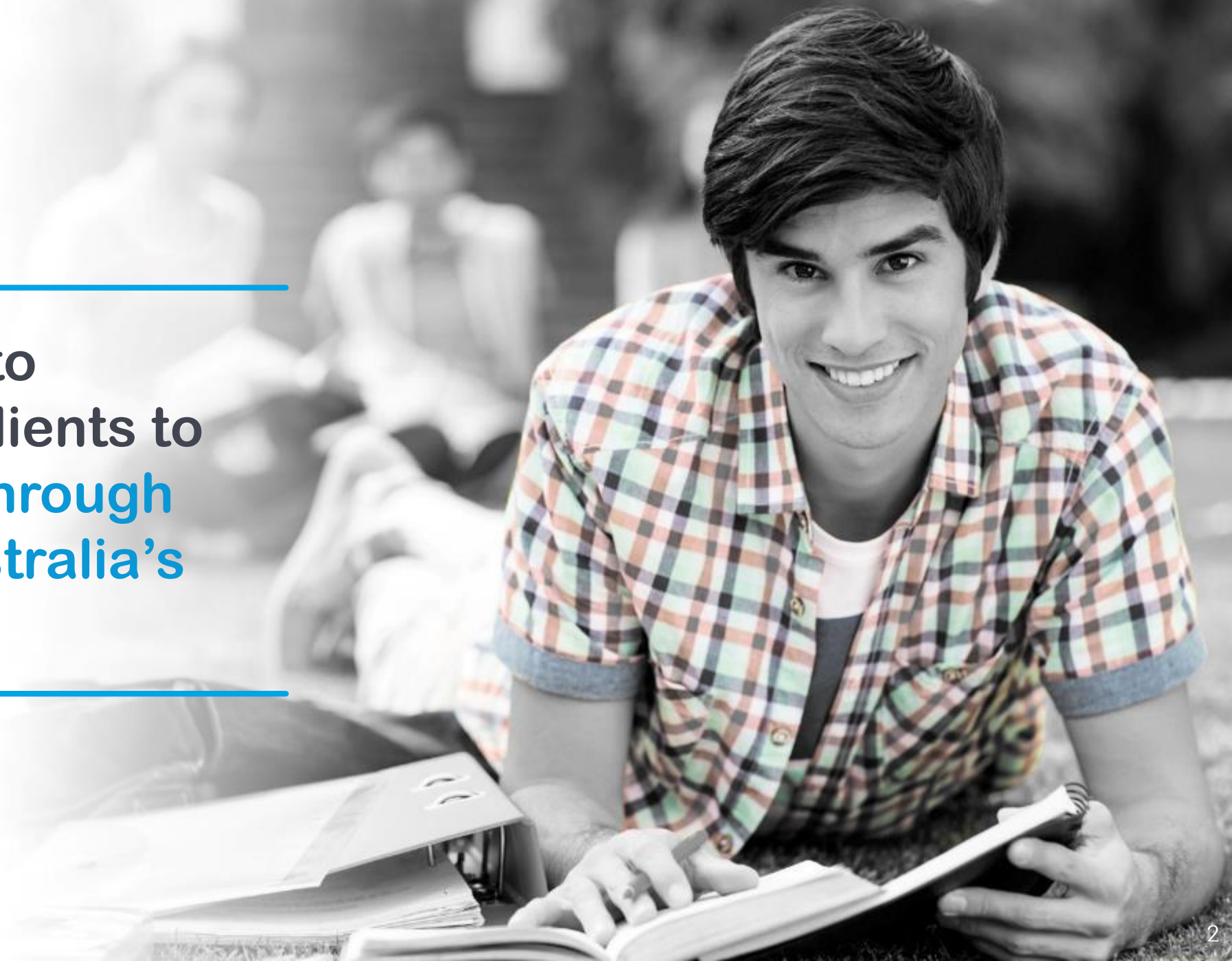
COVID-19 (Coronavirus)

Youth understanding and sentiment

23 March 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.

1.1 MILLION+
members, including:

260,000+
opt-in email subscribers

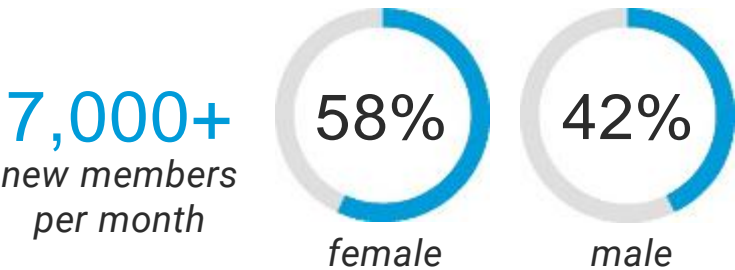
700,000+
SMS subscribers

85,000
international students in AUS

50,000
international members

150,000+
Facebook followers

AND WE'RE STILL GROWING



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.

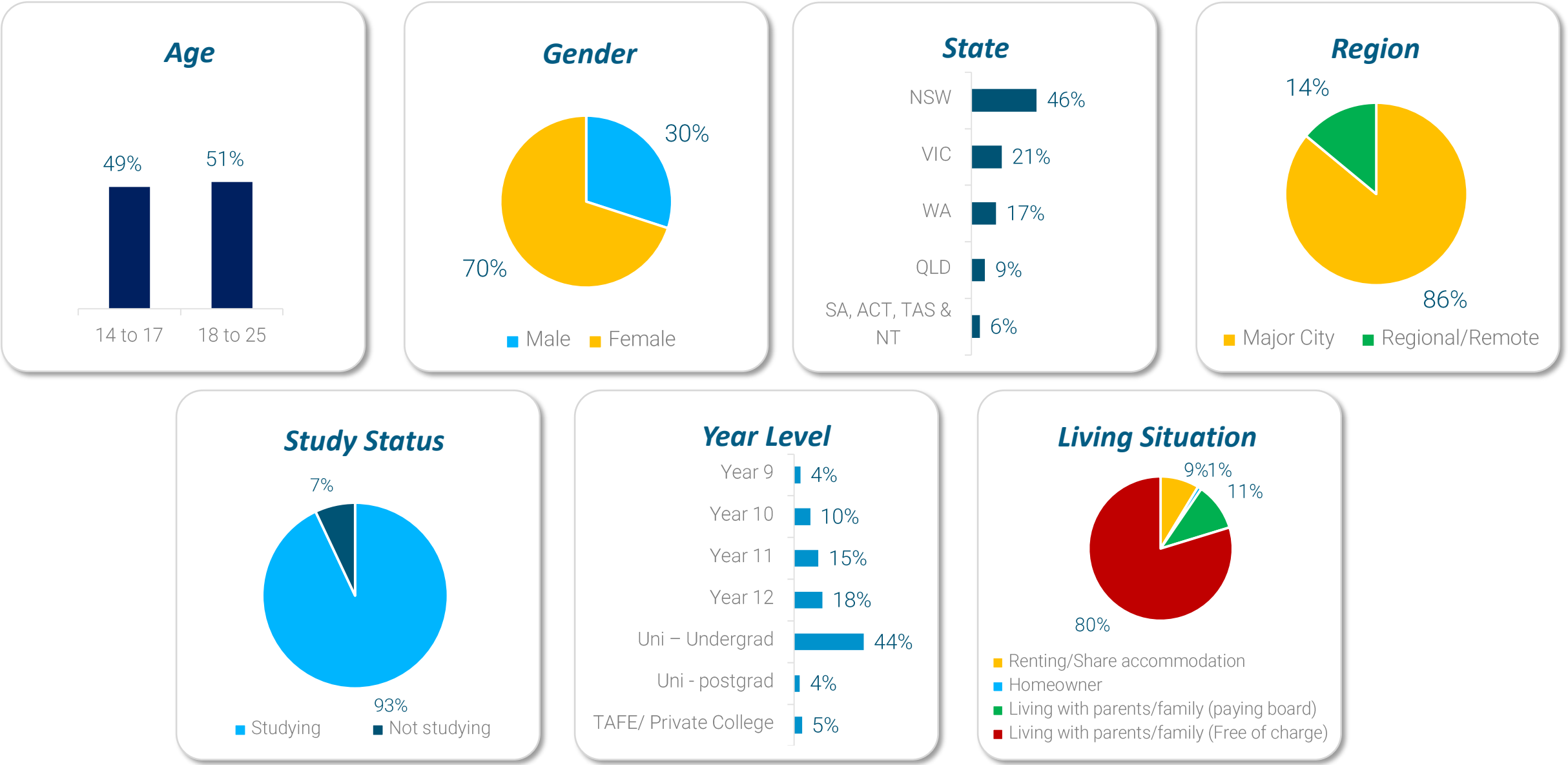
It was our intention to gain an understanding of the precautions being undertaken by young people, as well as their concerns. The first part of this survey asked young people to separate the facts from the myths of COVID-19, as well as to measure how well the messages from news organisations and the 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 endeavoured 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).

Given the rapidly evolving situation regarding COVID-19, it is worth noting this survey was conducted between Wednesday 18 March and Sunday 22 March.



Sample Profile – Key Demographics



Summary of findings

In light of the current COVID-19 pandemic, Student Edge and YouthInsight set out to evaluate 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 was conducted via an online survey among 520 people across Australia, 14 to 25 years of age.

The research found that social media is the top source of information for young people regarding COVID-19, along with what their schools are telling them (which as of this week won't be applicable for most Australian students) and the news on TV.

A heavy reliance on social media can mislead young people and propel the spread of myths about preventative initiatives. The research found that more communication is required to demystify some beliefs that actions such as washing clothes, drinking more water, taking a pneumonia vaccine, exercising more and eating fruit and vegetables can help prevent the virus. The study also revealed that 25% are either not sure or believe that young people cannot pass on the virus to older people.

When asked about what actions they are personally taking themselves, it was found that at least 8 in 10 are ensuring they cover their mouths when coughing, washing their hands regularly and using hand sanitiser. However, there are some initiatives which could be improved such as 'Avoiding touching eyes, nose and mouth', 'Maintaining social distancing' 'seeking medical help if symptoms arise' and 'sneezing into the elbow'.

Summary of findings... cont'd

The survey results revealed that while 7 out of 10 young people say their understanding of the COVID-19 situation has improved as a result of government messaging, the overall sentiment regarding the Federal Government's response is quite pessimistic, with 74% rating the response as 'below average'. This was driven more by the younger group (14 – 17) compared to the 18–25s.

The research findings confirm that the COVID-19 situation is causing high levels of concern, fear, anxiety and depression among the majority of young Australians. The two top factors on the minds of young people are the health of their families and their education.

When asked about their opinions on whether educational institutions should remain open or closed, 6 out of 10 believe they should close periodically or until the virus has passed, 21% want them closed only if there is an infection and 11% want them to remain open regardless.

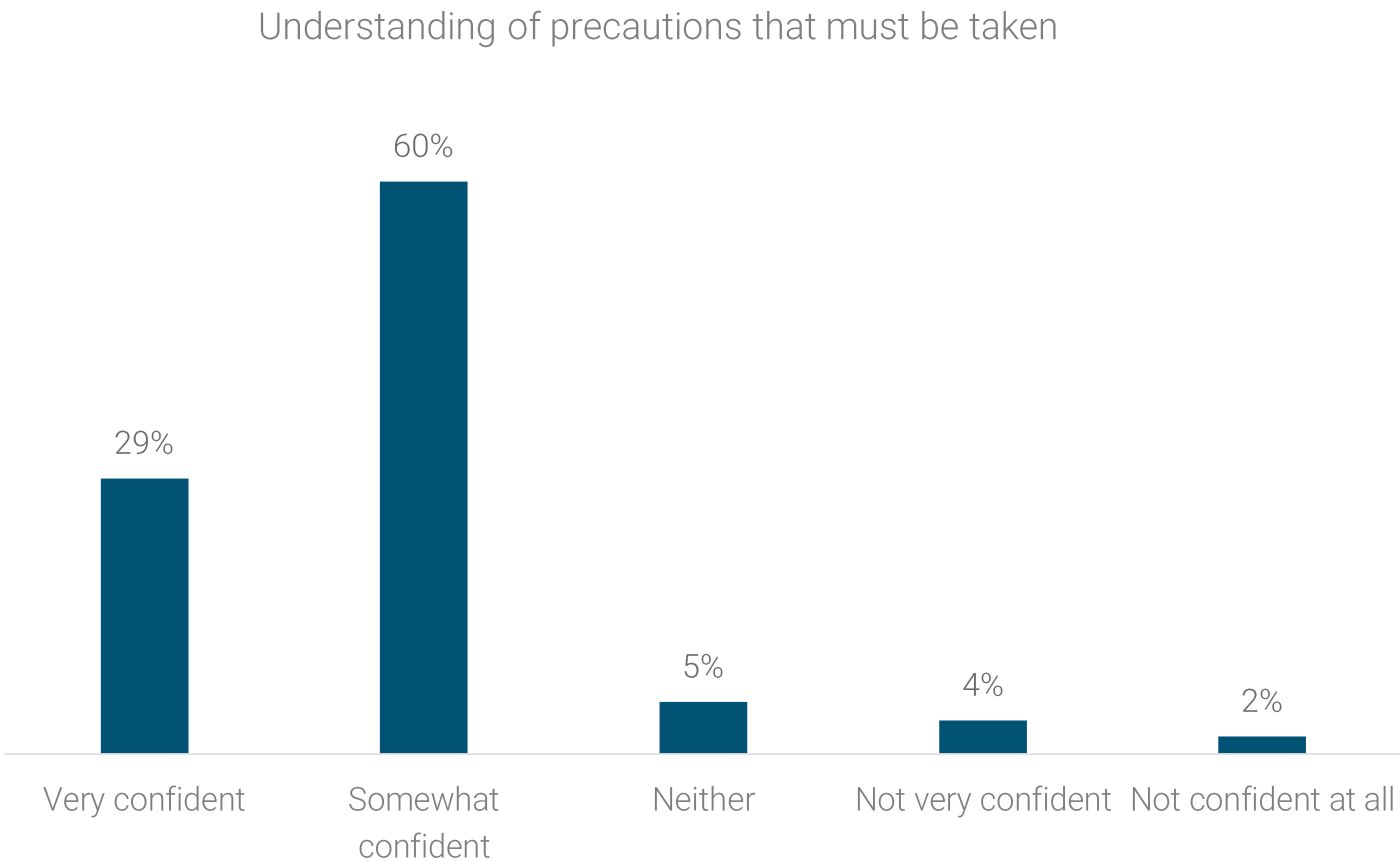
Majority (78%) of students feel comfortable about the prospect of completing their school/uni/college/TAFE work from home.

As of Sunday 22 March, half of all young people surveyed have had their work hours cut short so far; Conversely, 13% have increased their hours. However, with circumstances changing so regularly, these statistics will need to be closely monitored.



COVID-19 Precautions

Most young Australians feel confident that they understand the precautions they must take in order to prevent the spread of COVID-19



Q. How confident do you feel that you know what precautions you need to take to prevent the spread of COVID-19?

While, the majority can distinguish facts from myths, messaging should be amplified about the importance of sneezing into elbow



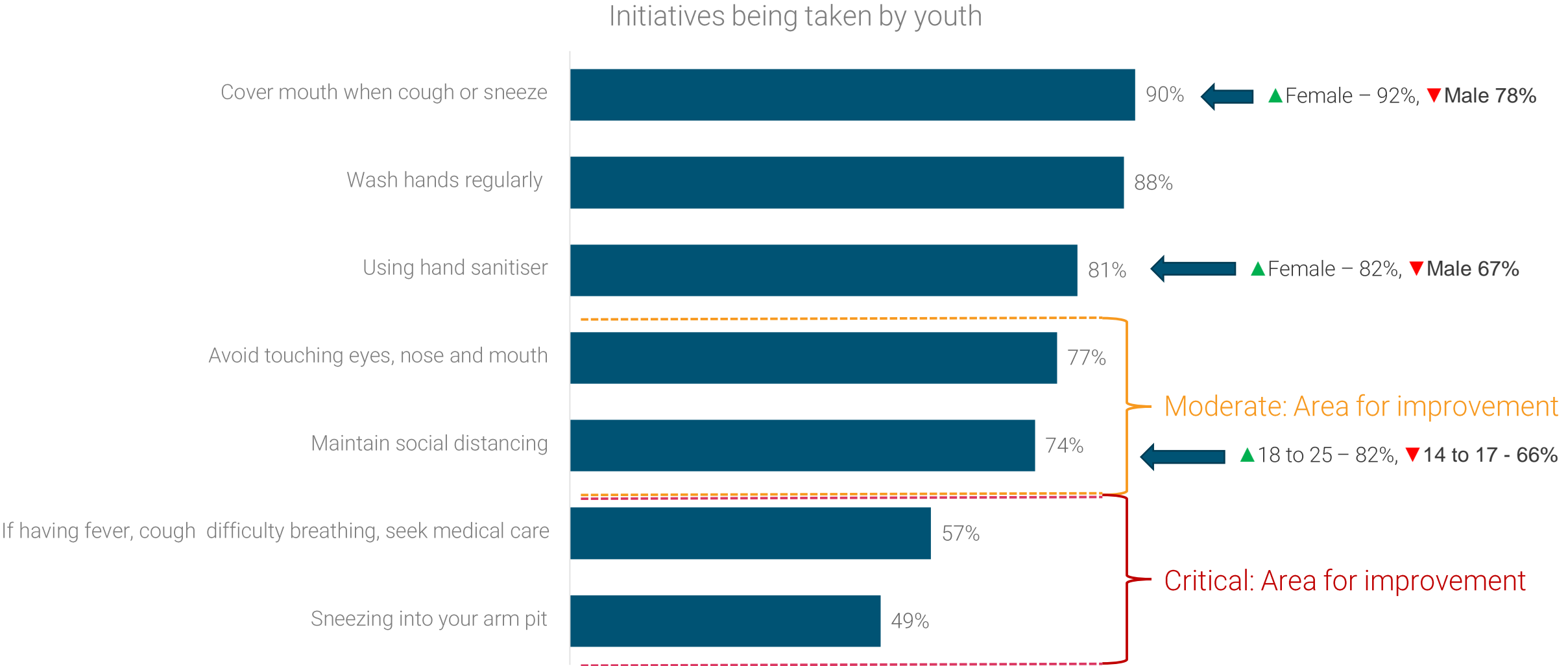
Prevention facts	Correct	Incorrect
Maintain social distancing	96%	4%
Avoid touching eyes, nose and mouth	98%	2%
Cover your mouth when you cough or sneeze	98%	2%
Wash hands regularly with soap and water	98%	2%
If you have a fever, cough and difficulty breathing, seek medical care	97%	3%
Using hand sanitiser	96%	4%
Sneezing into your elbow	64%	36%

More communication is required to demystify some beliefs around washing clothes, drinking water, pneumonia vaccines, impact of exercise and eating fruit and vegetables

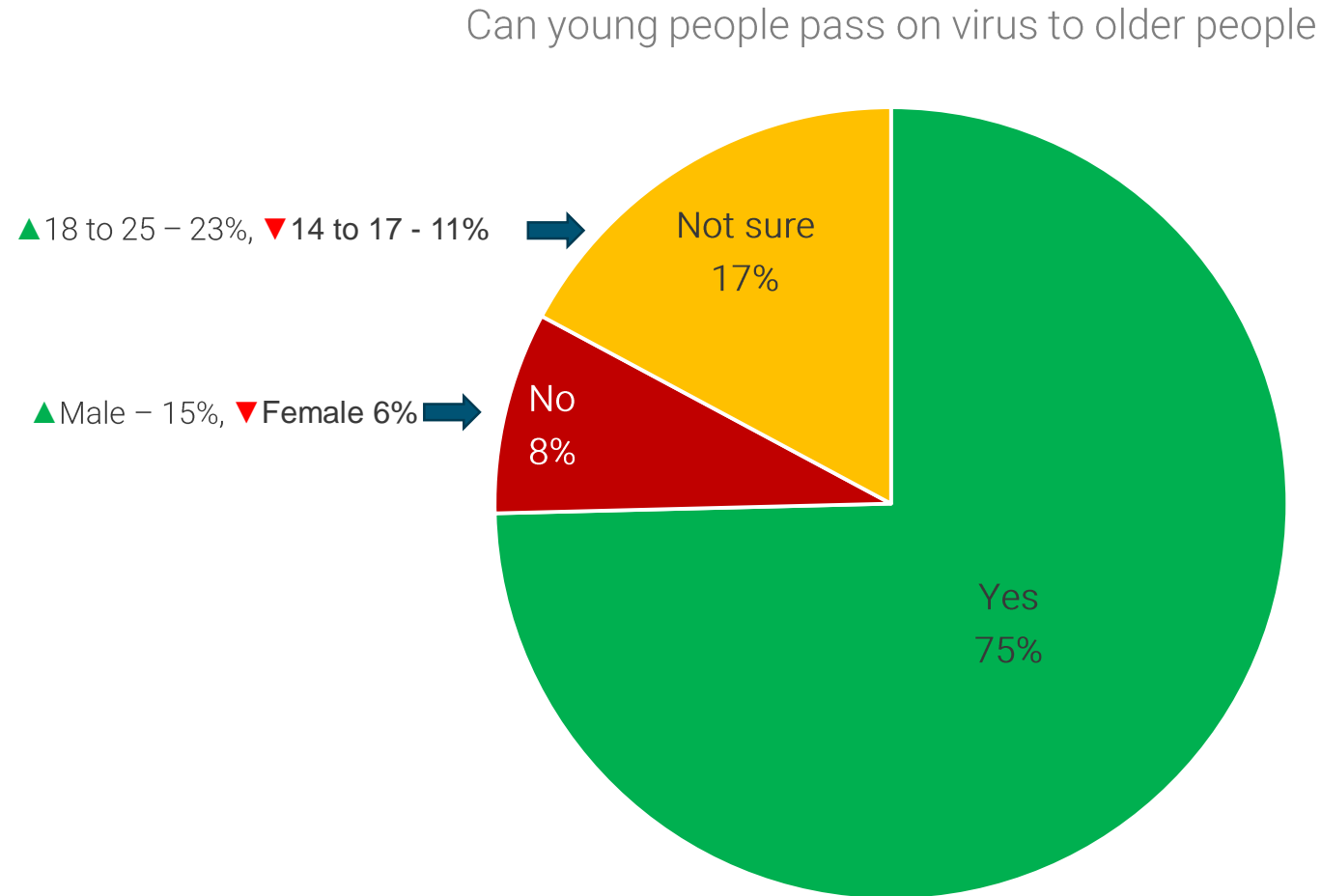


Prevention myths	Incorrect	Correct
If you feel sick use hand dryer a that can kill the virus	5%	95%
Use repellent as mosquitos can transmit the virus too	12%	88%
Take a hot bath if you feel you are sick, as that will kill the virus	13%	87%
Avoid eating certain foods	17%	83%
Get a vaccine against pneumonia	30%	70%
Exercising more	45%	55%
Eating fruit and vegetables	61%	39%
Washing your clothes regularly	83%	17%
Drinking lots of water	77%	23%

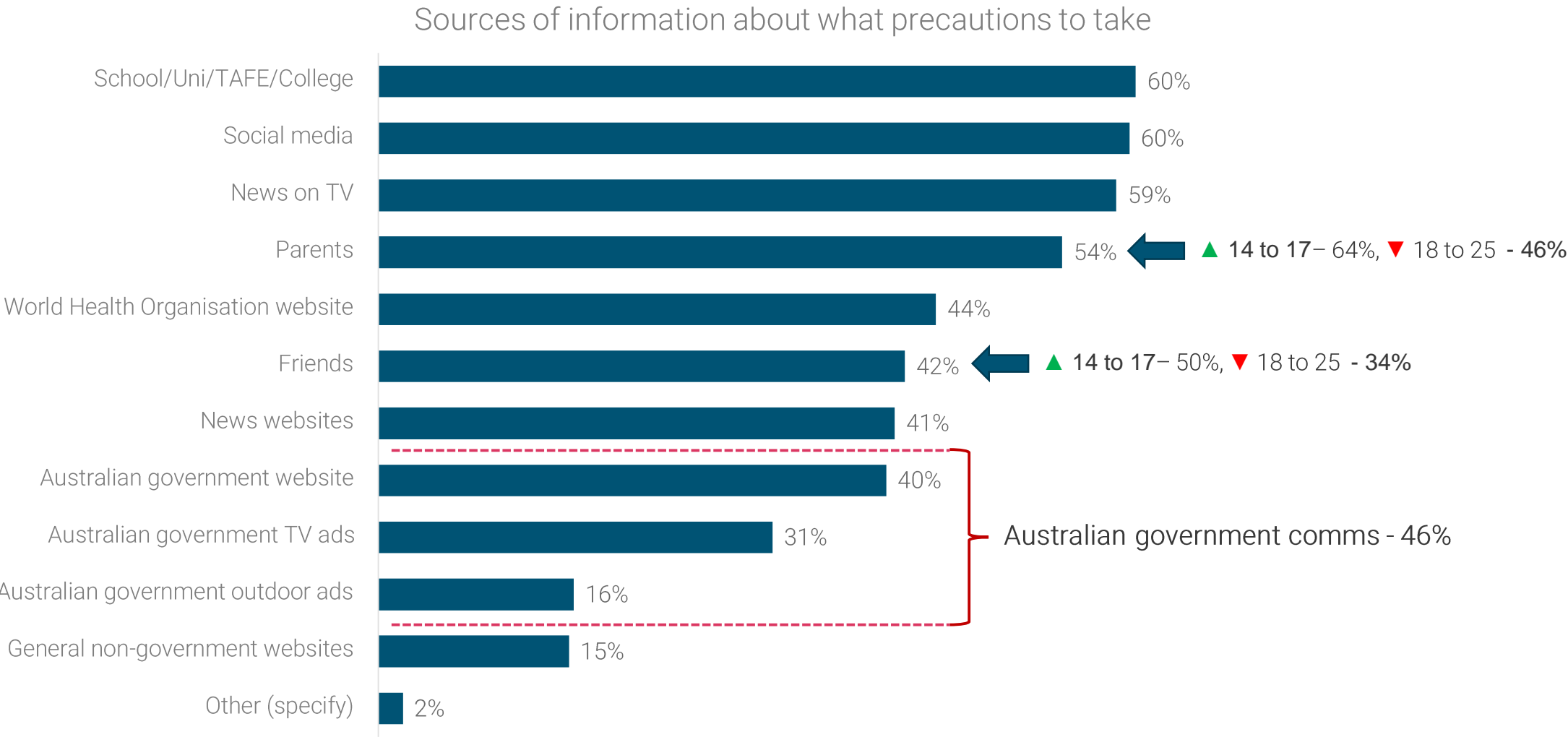
Around 9 in 10 young people are taking the right precautions by covering their mouths when coughing and washing their hands regularly. However, despite these high levels of understanding, there is significant opportunity for improvement to take more precautionary initiatives



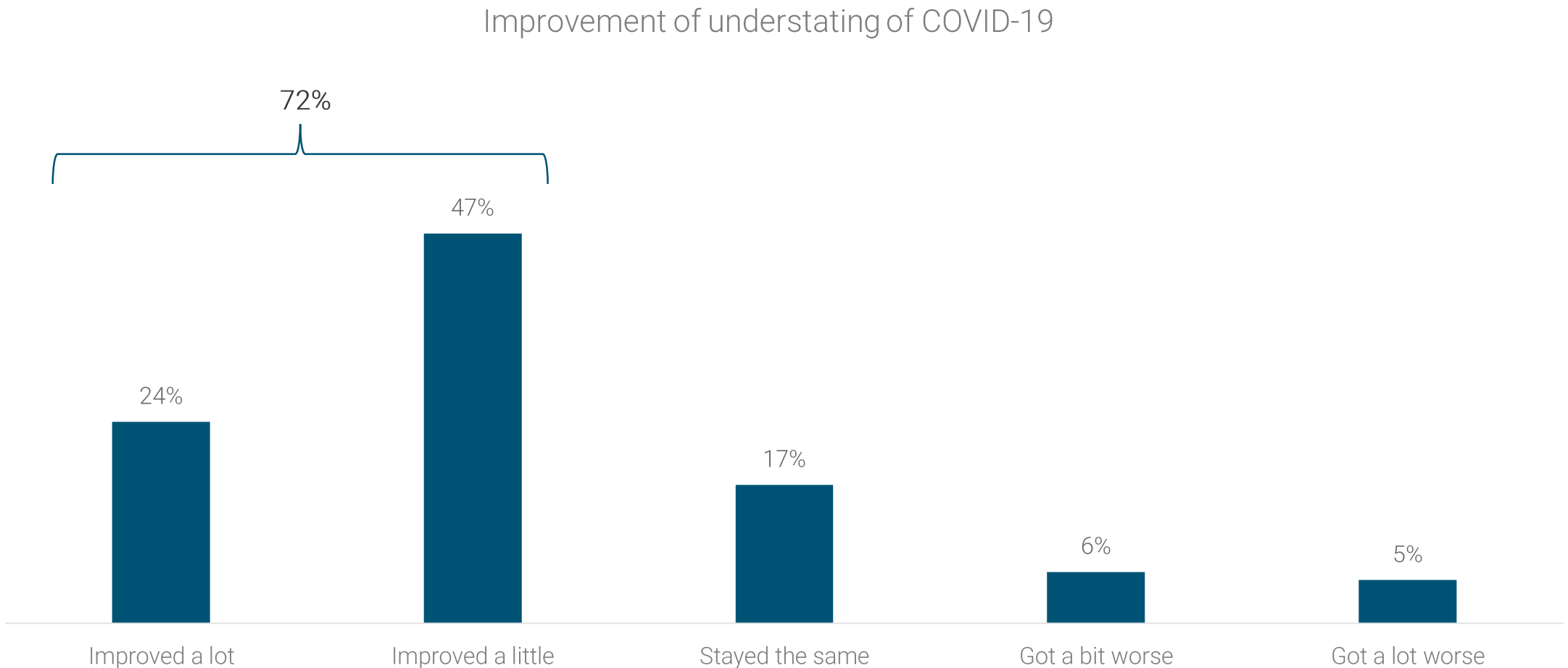
Awareness needs to increase regarding how the virus can spread, with 25% of young people either not sure or believing that young people cannot pass on virus to older people



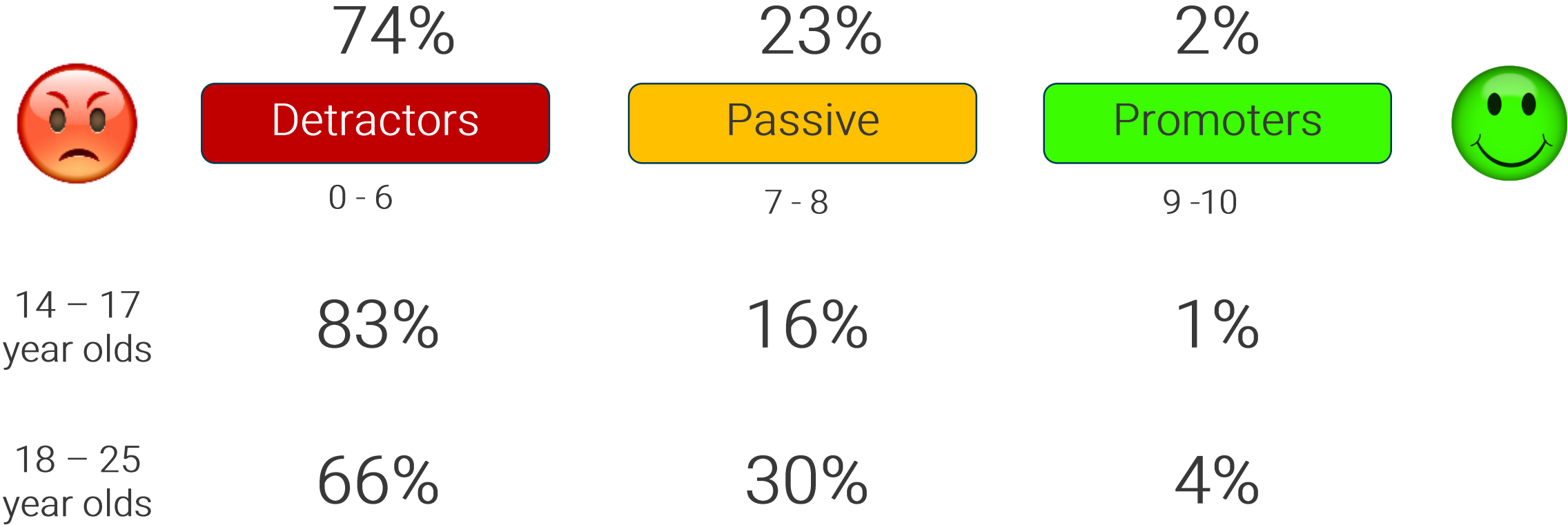
Young people’s main sources of information about what precautions to take come from school, social media and TV news; less than half of young people are referring to WHO and Australian government communications for information



Despite low numbers of young people turning directly to government sources for information about what precautions to take, 7 out of 10 say their understanding of the COVID-19 situation has improved as a result of government messaging



Sentiment of the federal government’s response to COVID-19 is quite pessimistic at the moment, with the younger group (14 – 17) driving this sentiment stronger than the 18 – 25 year-olds

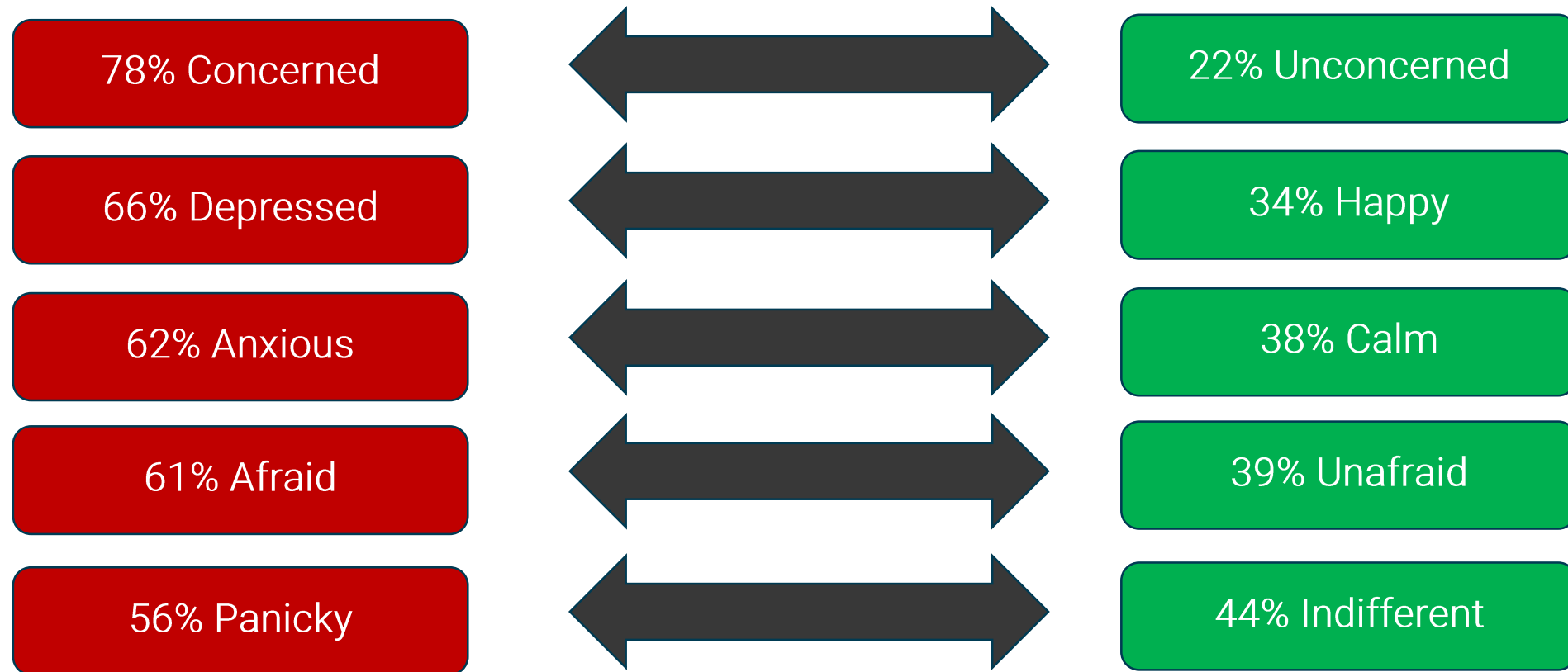




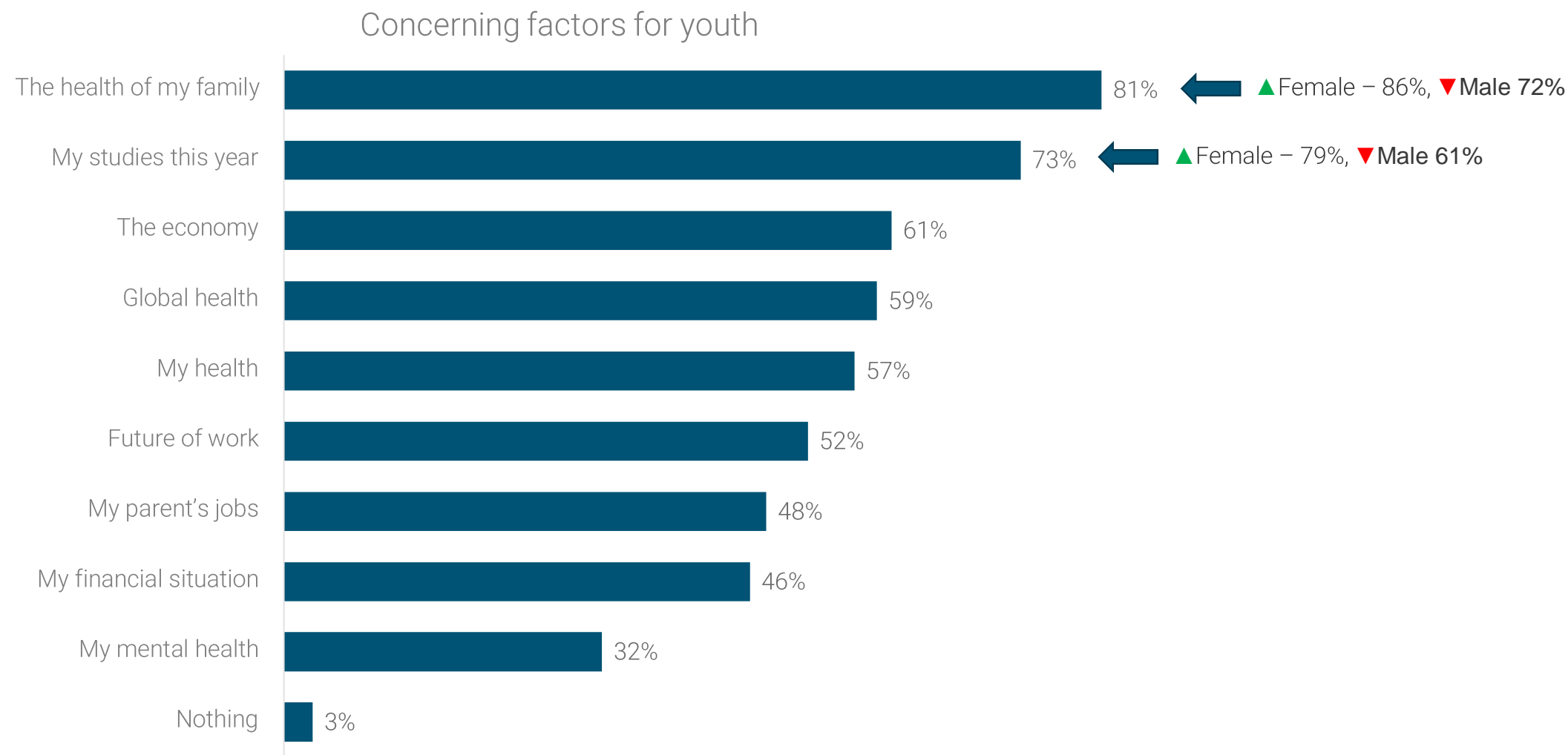
COVID-19 Sentiment

The COVID-19 situation is causing feelings of concern, fear, anxiety and depression among the majority of young Australians

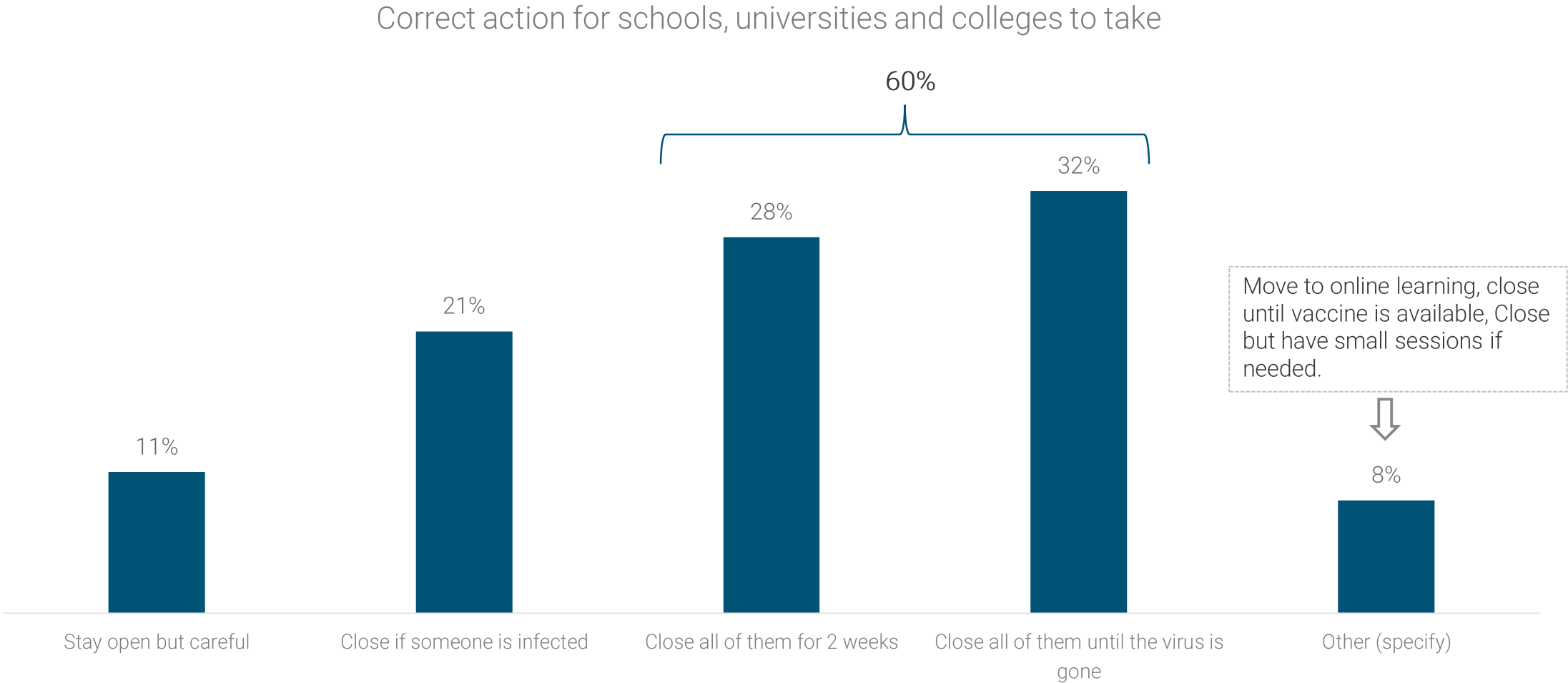
Youth feelings about COVID-19



The two top factors on the minds of young people are the health of their families and their education; This concern is more prominent amongst females vs males

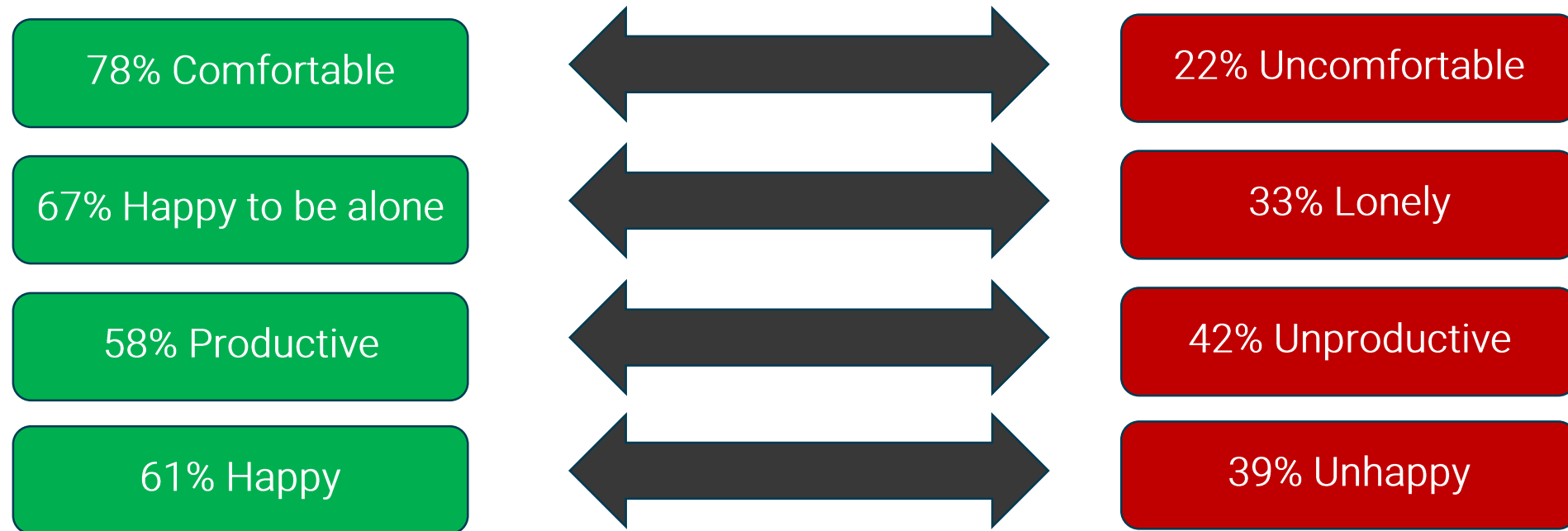


Six in ten believe schools, unis and colleges should close periodically or until the virus has passed, 21% want them closed if there is an infection and only 11% want them to remain open regardless



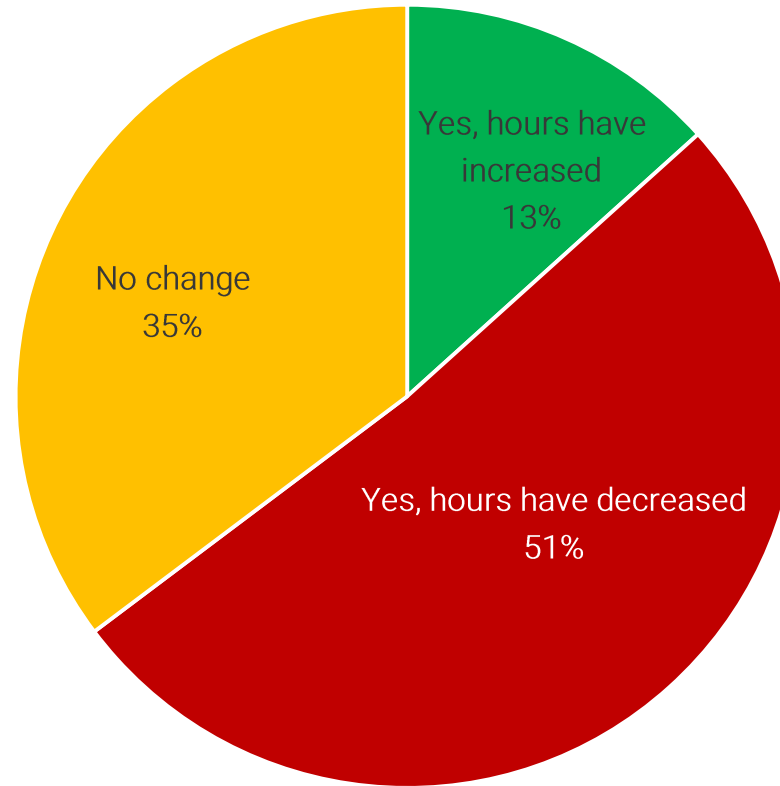
Majority of students feel positive about the prospect of completing their school/uni/college/TAFE work from home

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



Over half of all young people surveyed have had their work hours cut short so far; Conversely, 13% have increased their hours

Changes to work hours





Telling the story of Gen Y & Gen Z

YouthInsight
Powered by Student Edge