



BC:AC WORLD

BEFORE & AFTER COVID-19



Presented by

Pollinate

SOCIAL SOUP

BC:AC  **WORLD**

'The pandemic we had to have'

Week 4.



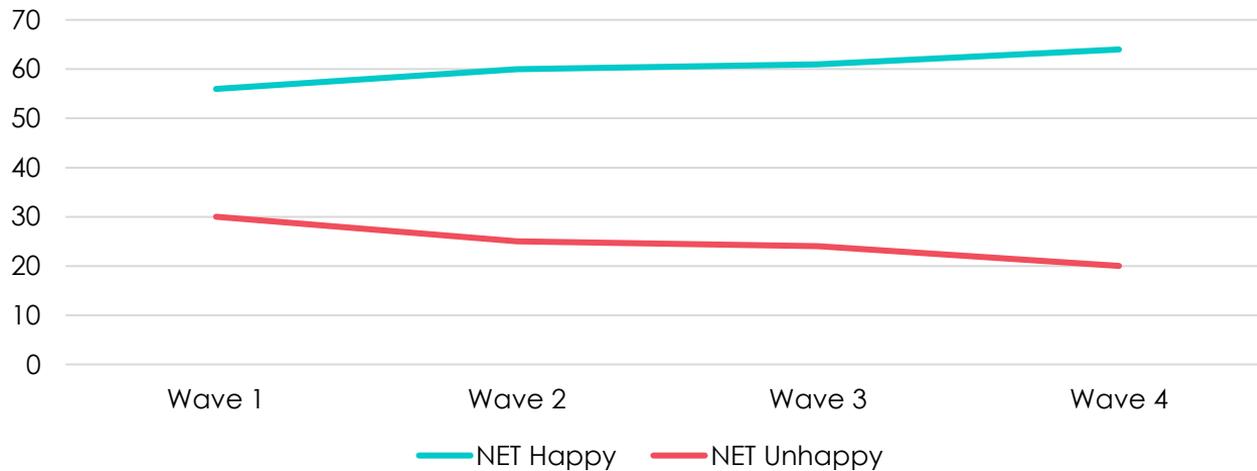
'My work days are long I get to work early I leave late I work through lunch and my family suffers because I am exhausted when I get home. My work impacted my home life more than I realised. Now I have been stood down as I work in a high-risk job as a Dental Hygienist and as I am casual and I seem to have been forgotten by my employer. My family on the other hand have always been there but I gave more to my job than them. My loyalty was directed to the wrong people. From this day forward my life will definitely be more family related with a better home/work balance''

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We are happy and hopeful
And appear to be unwinding

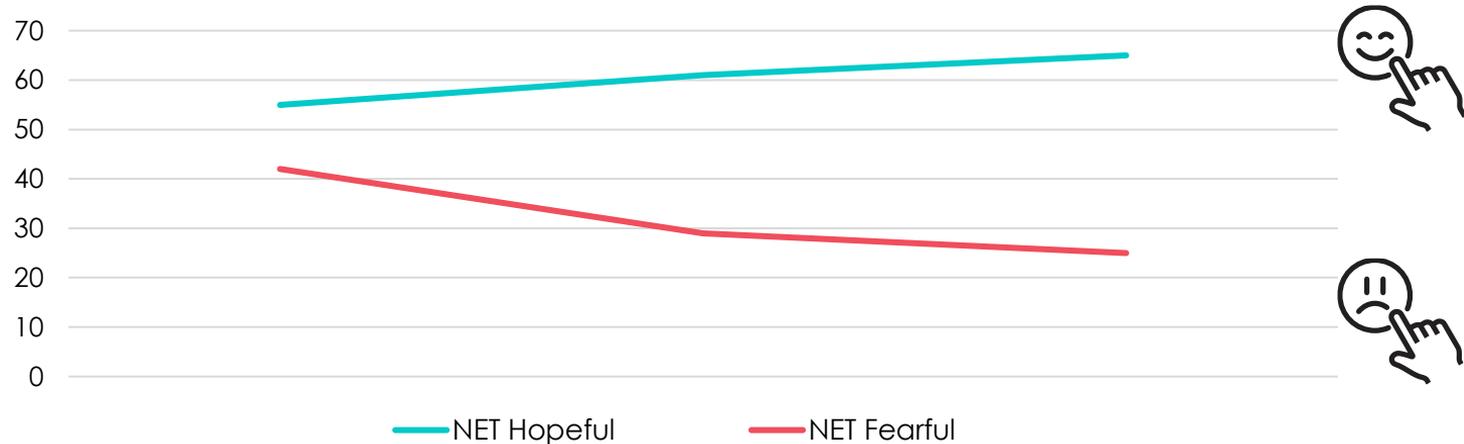
8% increase in happiness over past 4 weeks

How happy or content are you with your life right now?



Trend mirrored in more hope and less fear

Counter-intuitive when we are in the middle of an unprecedented economic breakdown and health crisis



Unhappy people are



63%

Disconnected

(vs 38%)

35%

Worried about
losing their job

(vs 26%)

27%

Lost their job

(vs 19%)

Mostly we are relaxing more

Over the past 3 weeks, which of these are you doing more of, less of, or about the same?

	Much more + A little more	About the same	A little less + Much less
Chilling out	54%	32%	13%
Supporting local business	53%	36%	11%
Gaming	40%	40%	20%
Drinking alcohol	38%	43%	19%
Reading	37%	51%	11%
Sleeping	33%	45%	22%
Actively learning	29%	55%	15%
Meditating	22%	60%	18%
Sex with an intimate partner(s)	16%	61%	23%
Taking drugs	13%	65%	22%

And on balance we are having less sex and, if we did take drugs, we are taking less drugs

So we aren't just 'obliviating' (but we are drinking more)

Over the past 3 weeks, which of these are you doing more of, less of, or about the same?	Much more + A little more	About the same	A little less + Much less	Average (from 1-5, 3=middle)	Row n
Chilling out	54%	32%	13%	2.4	719
Supporting local business	53%	36%	11%	2.5	708
Gaming	40%	40%	20%	2.8	439
Drinking alcohol	38%	43%	19%	2.8	568
Reading	37%	51%	11%	2.7	659
Sleeping	33%	45%	22%	2.8	727
Actively learning	29%	55%	15%	2.9	641
Meditating	22%	60%	18%	3.0	380
Sex with an intimate partner(s)	16%	61%	23%	3.2	544
Taking drugs	13%	65%	22%	3.2	173

We are happy and hopeful and appear to be unwinding

- Happiness and hope continue to rise as fear falls
- There is a segment who do not share in the happiness or hope and they are the 'disconnected'
- And across all ages we are mostly chilling out, supporting local businesses and gaming, reading, sleeping and learning more

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We've fallen off the treadmill
but we don't want to get back on it

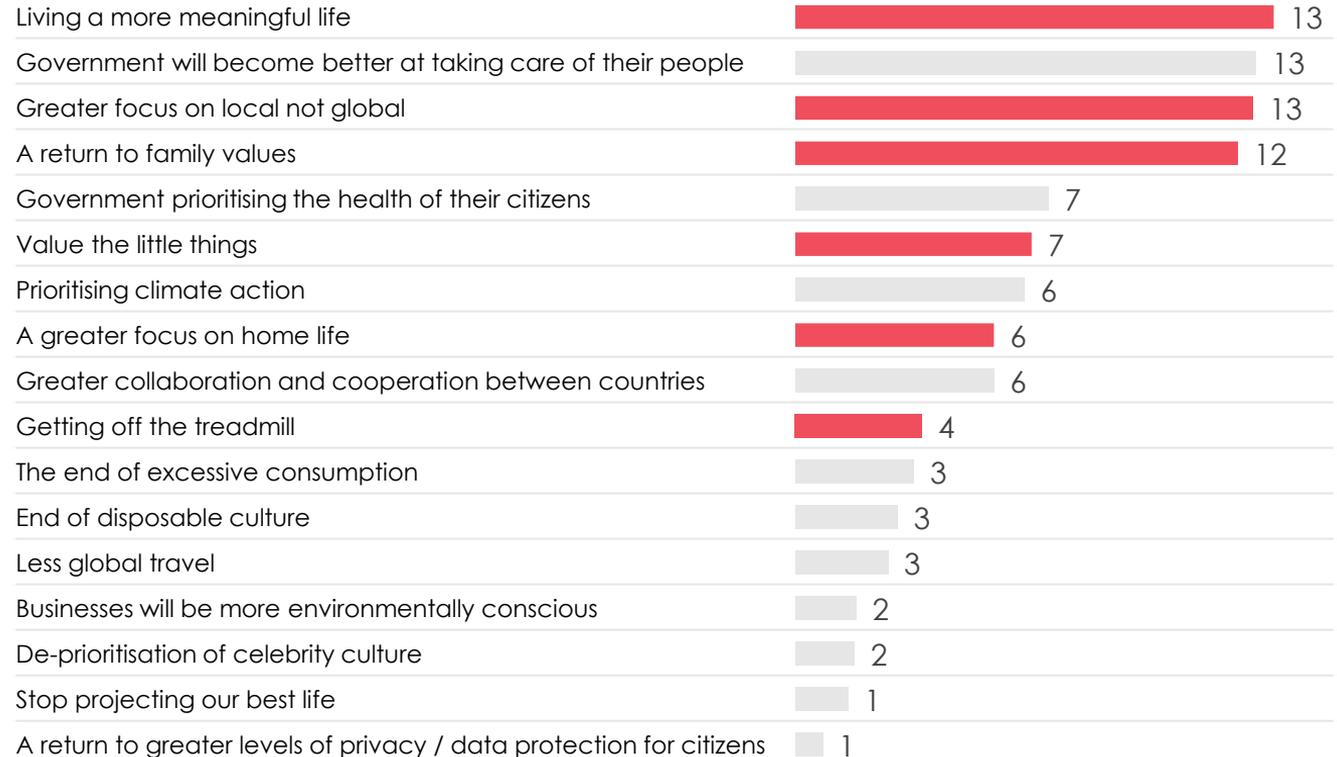
People are expecting some fundamental shifts in society after Covid-19

Row %	Very likely to happen + Likely to happen	Right in the middle	Unlikely to happen + Very unlikely to happen
Value the little things	70% ↑	22% ↓	8% ↓
Greater focus on local not global	68% ↑	22%	9% ↓
A greater focus on home life	66% ↑	27%	8% ↓
Living a more meaningful life	61% ↑	31%	8% ↓
A return to family values	59% ↑	30%	11% ↓
Less global travel	55% ↑	16% ↓	30% ↑
The Australian Government prioritising the health of their citizens	51% ↑	29%	21% ↓
Greater collaboration and co-operation between countries across the globe	42%	35%	24%
The Australian Government will become better at taking care of their people	39%	32%	29%
Getting "off the treadmill of life" (e.g. de-prioritising money & job title)	39%	39%	22%
Businesses will be more environmentally conscious	39%	34%	27%
The end of excessive consumption	34%	32%	35%
De-prioritisation of celebrity culture	33%	31%	35%
Prioritising climate action	32%	35%	33%
End of disposable culture	29% ↓	35% ↑	37% ↑
A return to greater levels of privacy and data protection for citizens	26% ↓	33%	40% ↑
Stop projecting our best life (e.g. our Instagram life etc .)	24% ↓	34% ↑	42% ↑

'Living a more meaningful life' most desired

Along with 'Greater focus on local not global' and 'A return to family values' and as well as 'value the little things' and 'A greater focus on home life' & getting off the treadmill' adds up to

55%



A more meaningful life/getting off the treadmill

“ “I believe we don't really live in the present but we mentally live in the future. This whole thing has made me more aware of what I have and how obsessed I was with money and working.” **Rachel, 23, QLD**

“ “Would be nice to embrace this period and not just get back into the routine of the previous life. More support for the community neighbours and the disadvantaged” **Kim, 36, QLD**

“ We often go through the same process every day for many years and then likely question why after wasting all that time. What a crisis does is allows us to reset so hopefully people can take a step back and realise how they can improve the short amount of time we have leading to a more enjoyable life.” **Tom, 33, NSW**

“ ‘In times like these we stopped caring about status and started caring about humans regardless of status money and career title. That was a beautiful change” **Mona, 23, QLD**

A return to family values/focus on home life/slow down

“

“As an indigenous man I would love to see the family unit with all cultures become one unit again, youth listen to parents and open up to them also! Sometimes it's better the one you know than the one you don't .” **Don, 60, QLD**

“

'We come to learn even the little things in life we didn't value before, I sure do now. More time to think and value everything we took for granted before.” **Anna, 45, SA**

“

“People have been given an opportunity during Covid19 restrictions to be more family focused but they are so keen to get to their lives prior to the restrictions. I hope we can all find the time to slow down and not be so stressed even after the restrictions have been lifted” **Aaron, 49, QLD**

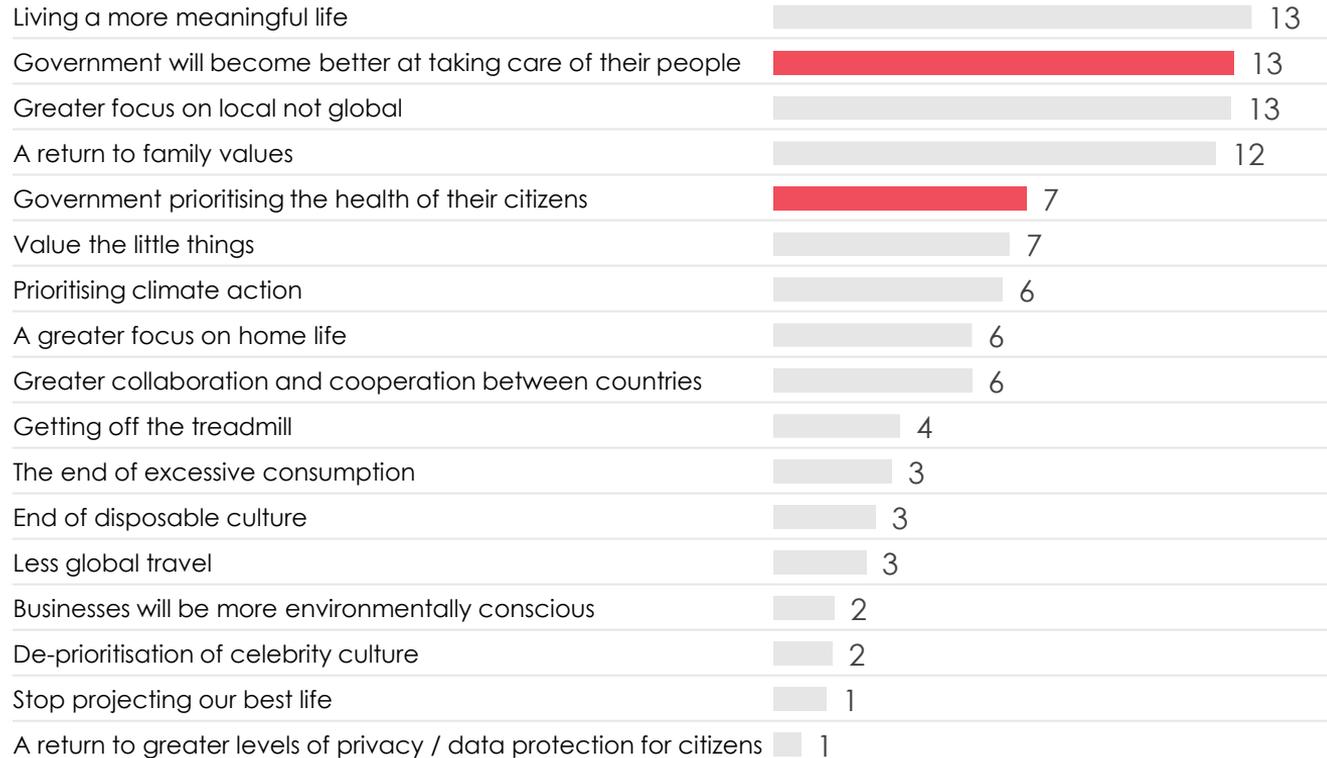
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“For me personally the restrictions have forced me to slow down I have no pressure to be anywhere at a particular time I'm working from home my weekends are spent at home spending time with my wife and kids and it has been fantastic. It has definitely put a lot of things into perspective” **Nathan, 43, NSW**

And a desire for authority to focus more on people

1:5 people related to government focusing more on people, either directly prioritising their health or taking more care of them

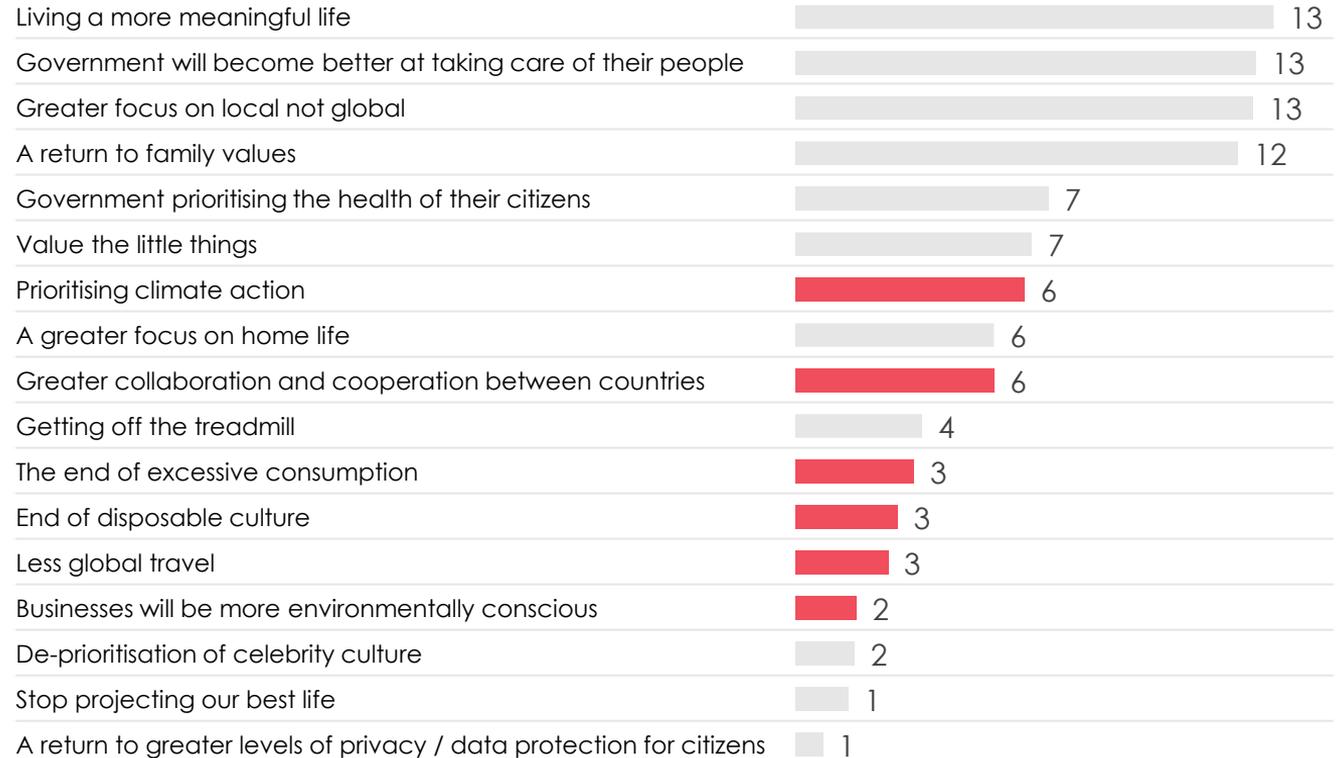
20%



And the big global issues

The big issues around climate change, global collaboration and travel

23%



The data is highly correlated



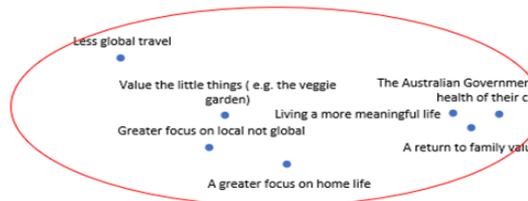
Digital
(choices of others)



Global
(what dictates the available choices)



Local
(Individual choices I can make)



The Australian Government will become better at taking care of their people

Getting "off the treadmill of life" (e.g. de-prioritising money & job title)

Businesses will be more environmentally conscious

Prioritising climate action
The end of excessive consumption

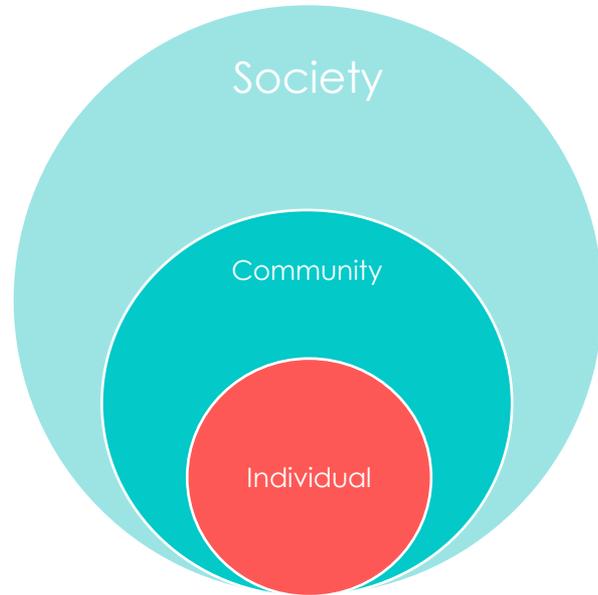
De-prioritisation of celebrity culture

End of disposable culture

People want change across all levels of society

“

“Because climate change and environmental destruction directly contribute to the increased likelihood of virus and disease (like COVID-19) spreading to humans. If we tackle climate we tackle public health at the same time. It means we also shift our focus to having a more meaningful and productive life and stepping away from disposable living?” **Theodore, 31, VIC**

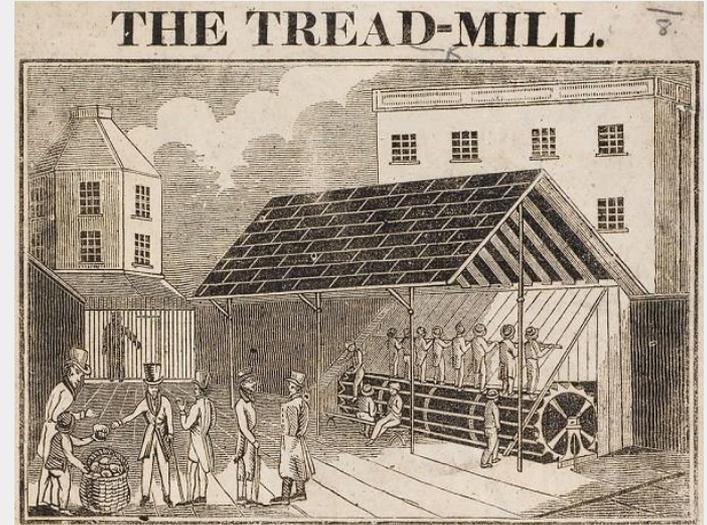




Whether you're a family or single some people have had time to focus about things closer to home. And learnt that something just don't grow on trees including toilet paper (well it's sort of does) but I think some people are learning some of the basics in life like cooking or craft or gardening.. And family... And the people who are missing things the most are probably missing some of those basic things as well rather than all the froth and bubble of celebrity of pretention or wealth. I don't think this is widespread and ... I'd like to have another modified lock down for another 12 weeks at least just to ground people into the things that are of importance...

We've fallen off the treadmill but we don't want to 'snap back' on it

- The post Covid-19 world people most want to see is a more 'meaningful life' centered around more time with family
- People also want to see government care more about people and the big issues such as climate change prioritized
- But irrespective of the change people want to see, people want to see change: they recognize they were on a treadmill and treadmills lead nowhere



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The inconvenient truth

About convenience food

We are eating more and more often:

Much more + A little more:

40%

Number of
snacks per day

(vs. 15% less)

38%

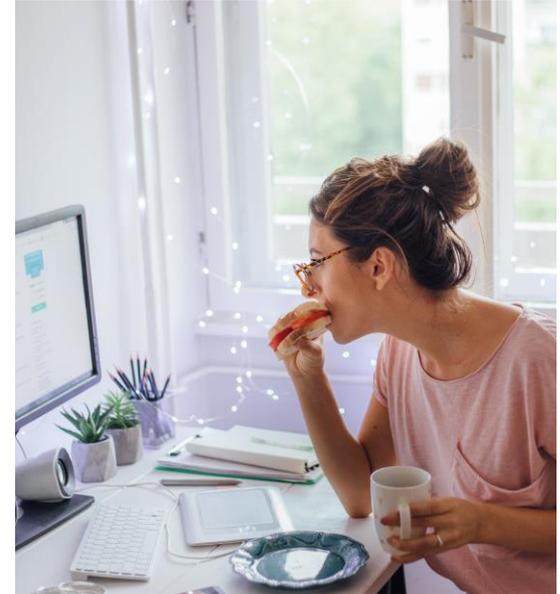
Amount of food
I'm eating

(vs. 11% less)

21%

Number of
meals per day

(vs. 9% less)



But we are eating more fresh food and vegetables:

Much more + A little more:

37%

Eating fresh
food

(vs. 10% less)

32%

Eating
vegetables

(vs. 9% less)



And experimenting and trading up in quality:

Much more + A little more:

44%

Experimenting
with cooking
different cuisines

(vs. 9%)

31%

Trading up in
terms of quality
of food /
produce

(vs. 12%)



But it is our relationship with food has changed:

Much more + A little more:

56%

Shopping more purposefully for food

(vs. 8% less)

48%

Cooking from scratch

(vs. 7%)



And as result we are wasting much less

Much less + A little less:

57%

Wasting food

(vs 5% wasting more)

40%

Buying take out/getting home delivery

(vs. 27% buying more)



Reflecting deeper anxieties over 'wasted' effort



OUR FAMILY NEWS AND MEDIA SOUL SHOP CONTACT US

WHAT WE DO | GIVE A LITTLE LOVE | FIGHT FOOD WASTE

FOOD WASTE FACTS

In Australia:

- ♥ The Government estimates food waste costs the Australian economy \$20 billion each year. ^[9]
- ♥ Over 5 million tonnes of food ends up as landfill, enough to fill 9,000 Olympic sized swimming pools. ^[10]
- ♥ One in five shopping bags end up in the bin = \$3,800 worth of groceries per household each year. ^[11]
- ♥ 35% of the average household bin is food waste. ^[12]

Every fifth
bag of
shopping
used to
end up in
the bin

Wasting less food is a direct result of wasting less time: slowing down has bought valued family time

“ Healthy eating, healthy connecting

'Hopefully more meals cooked from scratch with the whole family. Bring back that slow food culture of eating right and looking after your health and connecting over a shared meal" **David, 37, VIC**

“ Relationship

"This has put a lot of things into perspective how we do our jobs how much time we actually lose from not being with our family. From working at home, I'm more relaxed I get to slow cook my meals & spend more time with my partner" **Amy, 30, NSW**

“ Food as family basics

More time at home with family and getting back to family basics such as sports and cooking together"

Tara, 44, QLD

The inconvenient truth

About convenience food

- People are eating more and more often
- But spending more time cooking from scratch with more vegetables and shopping purposefully for food
- Huge reduction in food waste creates a reinforcing loop: evidence that this habit is here to stay.

In conclusion

1. We are mostly happy hopeful and not fearful as we relax but unhappiness is linked to disconnection
2. We are loving the focus on family, the small things, living local and overall living more meaningful lives
3. We have found that getting off the treadmill has delivered benefits and made us re-appraise our lives 'BC': we are questioning why we would get back on the treadmill.
4. And this is manifest in our changing relationship with food: shopping more purposefully, eating more vegetables, trading up to better quality and wasting less. And these are all linked: happiness, purposefulness and wasting less