

Mainstreet Insights

Australians together

The future of unity amidst diversity

mainstreet

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About Mainstreet Insights

Mainstreet Insights, initiative of Reventure and McCrindle, exists to provide insights to build flourishing communities. It seeks to understand Australians as people not just consumers or employees. It explores the big issues of life that are impacting main street

Australia. From family and relationships to education, faith, wellbeing and work, it is a collection of timely insights that speaks into important community conversations to enable leaders to make informed decisions.

Research objectives

This research conducted for Mainstreet Insights endeavours to understand the Australian public, their worldview and their perception of unity in Australia as well as their definition of acceptance.

The key objectives of this research are to:

- Explore Australian's perceptions of unity, in Australia and worldwide
- Understand Australians definition of acceptance
- Explore generational trends in acceptance of people and their worldview

Research methodology

The report is the collation of quantitative data collected via an online panel. The nationally representative survey of Australians aged 18+ was in field from 23rd to the 26th of November 2020 and yielded 1,000 responses.

Graphs and rounding

Data labels on the graphs in this report have been rounded for simplicity. Some graphs, may, therefore sum to 99% or 101%. Any calculations where two data points have been

added are based on raw data (not the rounded data labels on the graph) which have been rounded once combined.

Terminology

Throughout this report the total sample of respondents are referred to as Australians. In addition to this several segmentation filters are applied to understand the results. One filter regularly applied is employed Australians who are referred to as "Australian workers".

The world is heading towards division

Australia is a global leader in moving towards greater unity.

Despite the recent events of 2020 Australians appear to be rallying together. Not only is Australia considered the 'lucky country' but three in five Australians (59%) believe that over the next three years, Australia will become more united.

This is in stark contrast to other countries such as the United States, which more than one in two Australians (52%) believe will become more divided and only three in ten Australians (29%) believe will become more united over the next three years. Similarly, three in ten Australians (30%) believe that Asia will become more divided.

One in three Australians believe the United Kingdom (33%) and the world (32%), in general, will become more united over the next three years. Similar to the United States, almost one in two Australians (46%) do, however, believe the world, in general, will become more divided over the next three years.

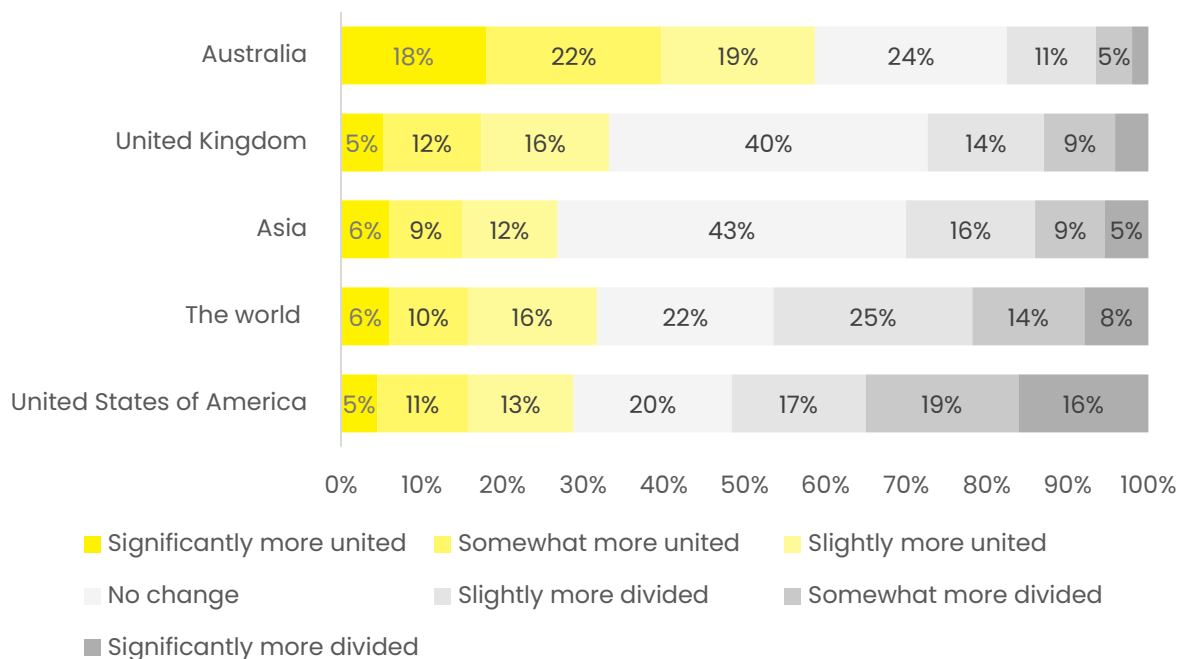
Younger generations believe, overall, the world will become more united

Younger generations are more likely than their older counterparts to believe that the world will become more united over the next three years (57% Gen Z, 40% Gen Y cf. 25% Gen X, 20% Baby Boomers, 18% Builders). Interestingly, younger generations have the most positive outlook being more likely to believe that countries will become more united in the future.

Gen Z in particular have the most positive outlook, with Asia (47% Gen Z cf. 34% Gen Y, 21% Gen X, 16% Baby Boomers, 18% Builders) and Australia (76% Gen Z, cf. 61% Gen Y, 55% Gen X, 51% Baby Boomers, 57% Builders) displaying the greatest generational differences for unity over the next three years.

| % of Australians who believe the following will be more united or more divided over the next three years | | |
|--|---------------|----------------|
| Area | % more united | % more divided |
| Australia | 59% | 18% |
| United Kingdom | 33% | 27% |
| World | 32% | 46% |
| United States | 29% | 52% |
| Asia | 27% | 30% |

Do you see the following becoming 'more united' or 'more divided' over the next three years?



Australians believe they need to work harder to bridge division in socio-economic status.

While the majority of Australian’s might believe that Australia will become more united, there are areas in which we can work harder to bridge division. Australians identify socio-economic status (88%), ethnicity (86%) and indigenous and non-indigenous (85%) as the top three areas of division our community needs to work harder to bridge.

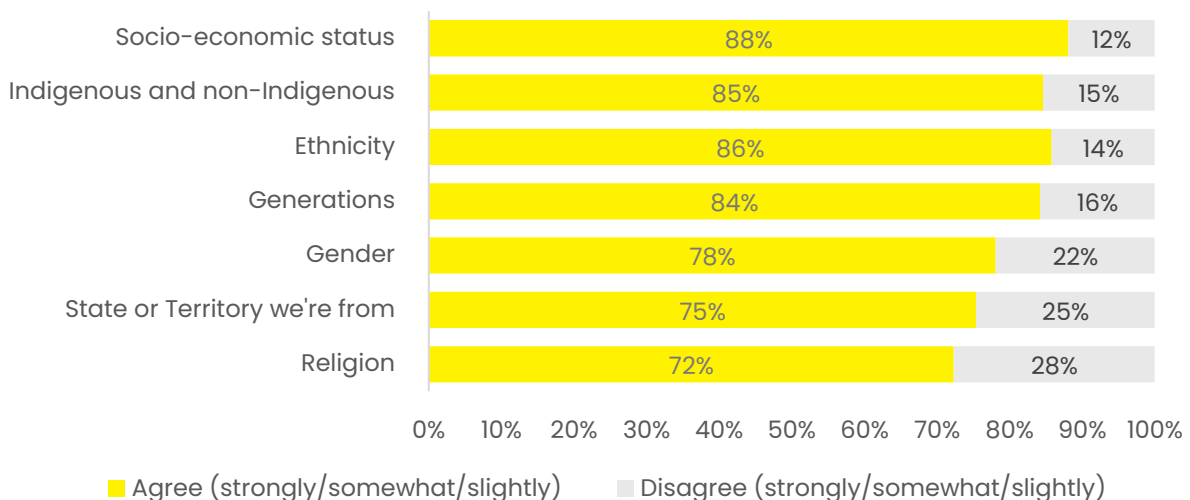
Other areas Australians believe we could work harder to bridge include generations (84%) and gender (76%).

Interestingly, almost one in three Australians (28%) do not believe we need to work harder to bridge division within religions.

Younger generations are more likely than older generations to believe division amidst gender (86% Gen Z, 82% Gen Y cf. 71% Gen X, 76% Baby Boomers, 79% Builders) and the state or territory from which they’re from (83% Gen Z, 79% Gen Y cf. 71% Gen X, 71% Baby Boomers, 77% Builders) are areas the community needs to work harder to bridge.

Residents from Victoria are the most likely to believe that division amidst religion (75% VIC, 75% NSW, 66% QLD) and indigenous and non-indigenous (89% VIC cf. 85% NSW, 82% QLD) are areas the community needs to work harder to bridge.

To what extent do you agree or disagree that the following are areas of division in our community that we need to work harder to bridge?



Acceptance in the modern era

Acceptance of an individual could be a key element in bridging divisions within our community. Currently, Australians are most likely to define acceptance as accepting the individual without necessarily accepting their practise or worldview (50%).

Almost two in five Australians (36%), however, define acceptance as accepting the individual and their practise or worldview, while one in ten (10%) consider acceptance to mean accepting the individual and celebrating their practise or worldview.

A small proportion believe that accepting an individual includes accepting them and advocating their practise or worldview (2%).

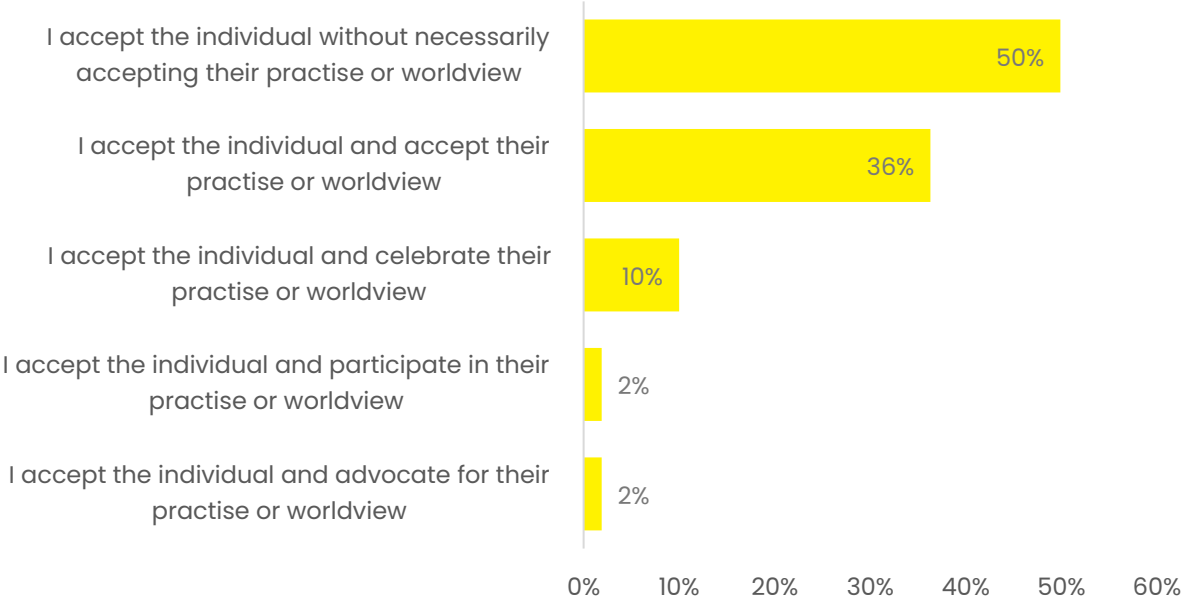
One in two Australian workers (47%) define acceptance as accepting the individual without necessarily accepting their practise or worldview, making it the most commonly held perspective.

Older generations are more likely than their younger counterparts to define acceptance as accepting the individual without necessarily accepting their practise or worldview (66% Builders, 59% Baby Boomers, 50% Gen X cf. 40% Gen Y, 44% Gen Z).

Younger generations, however, are more likely than older generations to define acceptance as accepting the individual and their practise or worldview (43% Gen Z, 39% Gen Y cf. 40% Gen X, 31% Baby Boomers, 24% Builders).

Interestingly, Gen Z are just as likely to say acceptance is accepting the individual and their practise or worldview (43%) as accepting the individual without necessarily accepting their practise or worldview (44%).

We live in an increasingly diverse society of different beliefs, practises and identities. Which of the following best describes your view of acceptance?



Cancel culture, silencing a generation

The current context is proving challenging for some Australians. While three in four Australians (75%) have the confidence to share their worldview even if its contrary to broader public opinion, many Australians are self-censoring. More than three in five Australians (65%), believe that cancel culture has affected when and with whom they share their opinions.

While there is a focus on accepting an individual, more than one in two Australians (52%) are struggling to be their authentic self for fear of judgement or exclusion, while a similar proportion (54%) have hidden their perspective on topical issues because they're afraid of how people will respond.

Only one in seven Australians (15%) strongly disagree to having struggled with being their authentic self, due to fear of judgement.

Younger generations, speak less and fear more

Younger generations are more likely than their older counterparts to increasingly self-censor

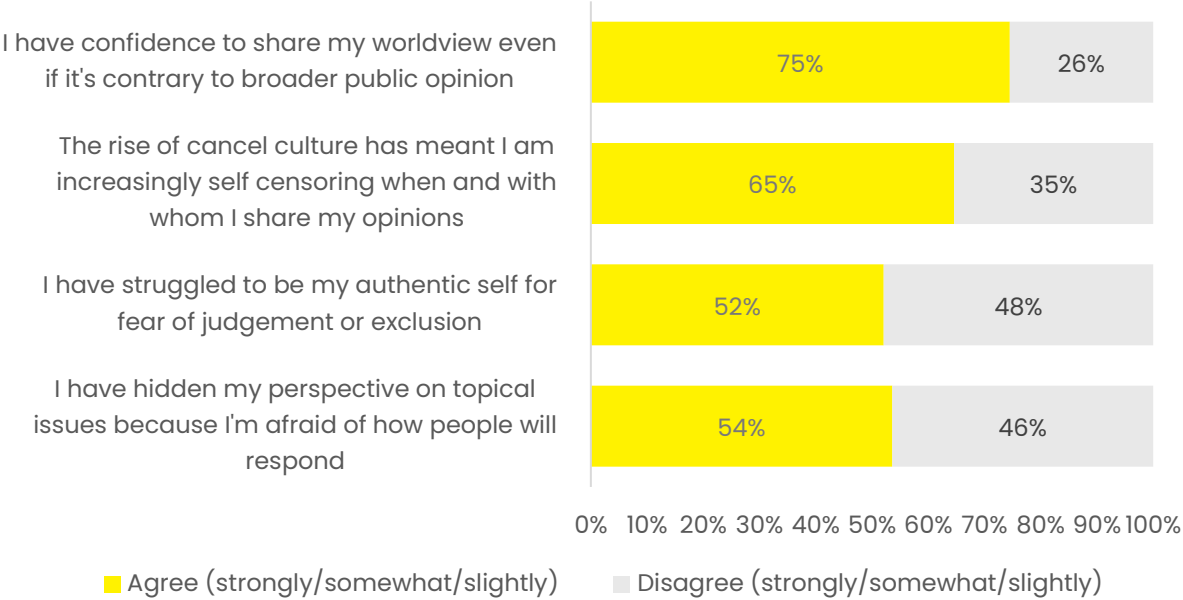
and consider when and with whom they share their opinions, due to the rise of cancel culture (77% Gen Z, 74% Gen Y cf. 66% Gen X, 52% Baby Boomers, 50% Builders).

Almost three in four Gen Zs (74%) have previously hidden their perspective on topical issues because they're afraid of how people will respond, compared to 66% Gen Ys, 55% Gen Xs, 35% Baby Boomers and 33% Builders.

A similar proportion of Gen Zs (79%) have struggled to be their authentic self for fear of judgement or exclusion, while 66% of Gen Ys, 48% of Gen Xs, 32% of Baby Boomers and 31% of Builders agree they have had a similar experience.

Males are more likely than females to have the confidence to share their worldview even if its contrary to the broader public opinion (79% males cf. 70% females).

To what extent do you agree or disagree with the following statements?



Australians feel the need to hide their perspective on hot topics.

More than one in two Australians (54%) feel the need to hide their perspectives on topical issues for fear of another person's response.

Interesting to note the top three areas Australians feel the need to hide are their perspective on hot topics (27%), political views (26%) and their religious beliefs (24%).

Almost one in five Australians (18%) feel, at times, the need to hide their values, while a similar proportion feel the need to hide aspects of their parenting style/choices (14%) or their sexuality (14%).

Australians (11%) are less likely to feel the need to hide their brand or product purchases.

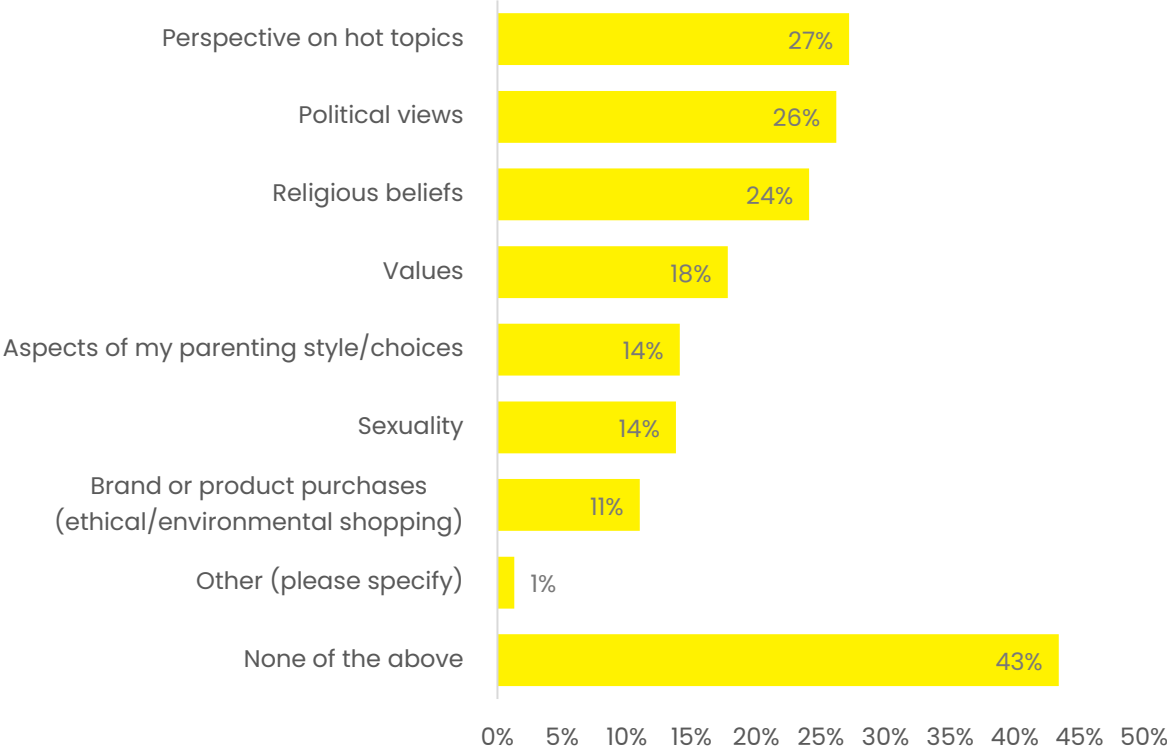
Positively, however, more than two in five Australians (43%) have not felt the need to hide any of the listed topics in the current era.

Females are more likely than males to feel, at times, the need to hide aspects of their parenting style/choices (17% females cf. 11% males).

Victorian residents are more likely than Australians living in other states to feel, at times, the need to hide their perspective on hot topics (31% VIC cf. 28% QLD, 25% NSW).

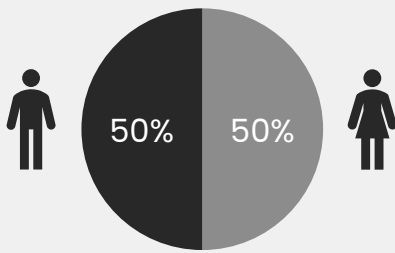
In this current era, do you feel at times, you need to hide any of the following?

Please select all that apply.

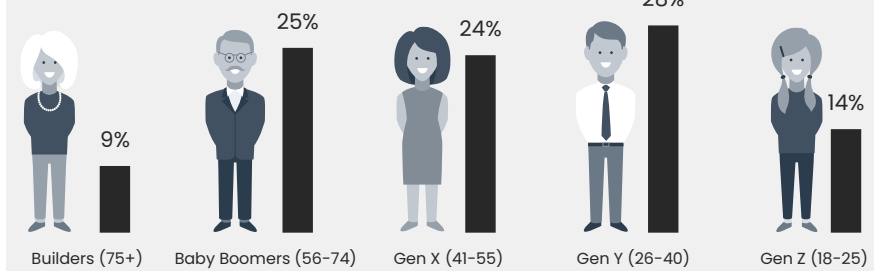


Demographic summary

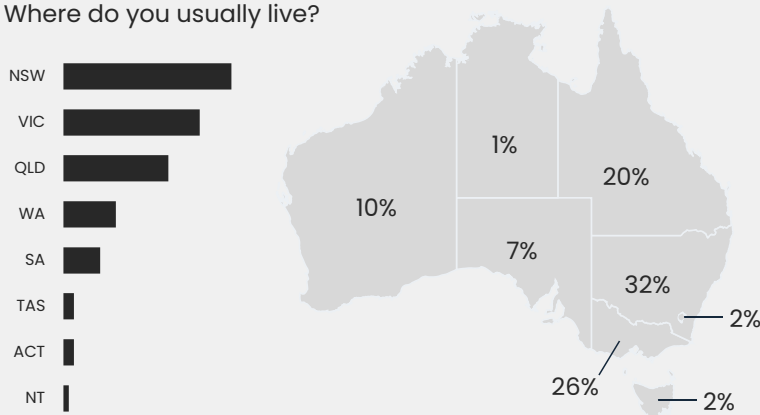
Are you male or female?



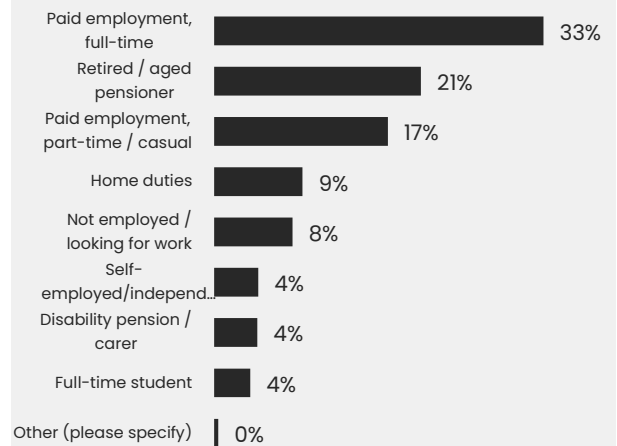
What age will you be in 2020?



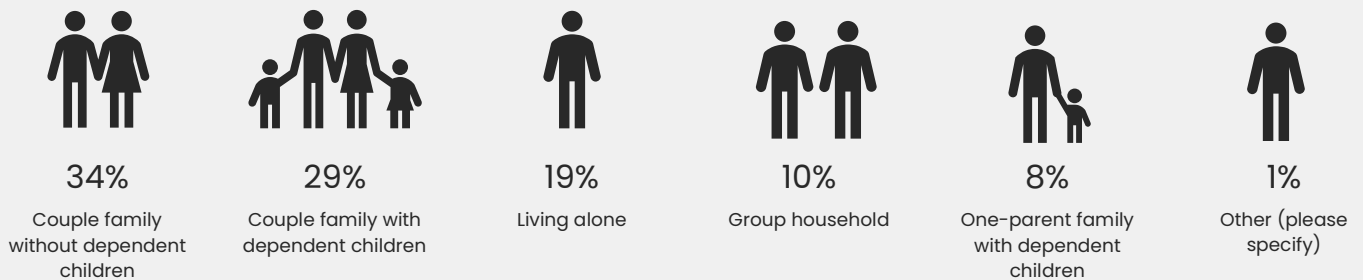
Where do you usually live?



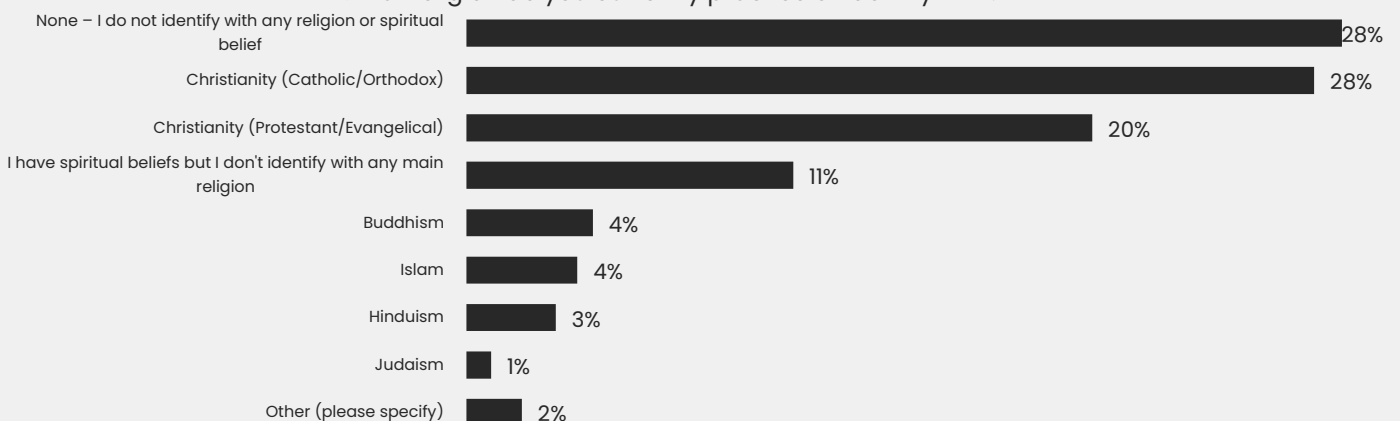
Which of the following best describes your employment status?



What type of household do you currently live in?



What religion do you currently practice or identify with?



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