



mainstreet

A new era of technology

Understanding Australians'
sentiment towards
technological
advancements

MARCH 2021

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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 provide insights into the concerns, behaviours and beliefs of Australians as we explore a new era of technology.

The key objectives of this research are to:

- Explore Australians' attitudes and beliefs about technological advancements
- Understand Australians' sentiment towards the COVID-19 vaccine
- Explore Australians' expectations beyond the pandemic

Research methodology

The *A New Era of Technology: Understanding Australians' sentiment towards technological advancements* report is the collation of quantitative data collected via an online panel. The nationally representative survey of Australians aged 18+ was in field from the 4th of March to the 9th of March 2021.

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.

Australia and the future of technology

Technological advancement brings autonomy, ease and concern.

As Generation Alpha emerges and the world begins to experience the most technologically infused generation¹, the world of technology is radically advancing alongside. The future not only includes nanotechnology, block-chain, cyber security, autonomous transport, and virtual reality, but skills in coding, robotics and data analytics are necessary if Australians want to keep up².

Australians are, however, worried about these advancements. From the food they eat, to the future generations of Australians, the world of genetics has many Australians worried.

Four in five (78%) are worried about genetically modifying organisms (GMO's), including crops, fruit and vegetables, and three in five (62%) are worried about genetically screening prospective parents.

Algorithms and pathways to ease

While the future may be one of autonomy and ease, Australians are not quite ready to access it yet.

More than four in five Australians (83%) are worried about autonomous vehicles (AVs) and associated algorithmic bias, such as cars making life and death decisions.

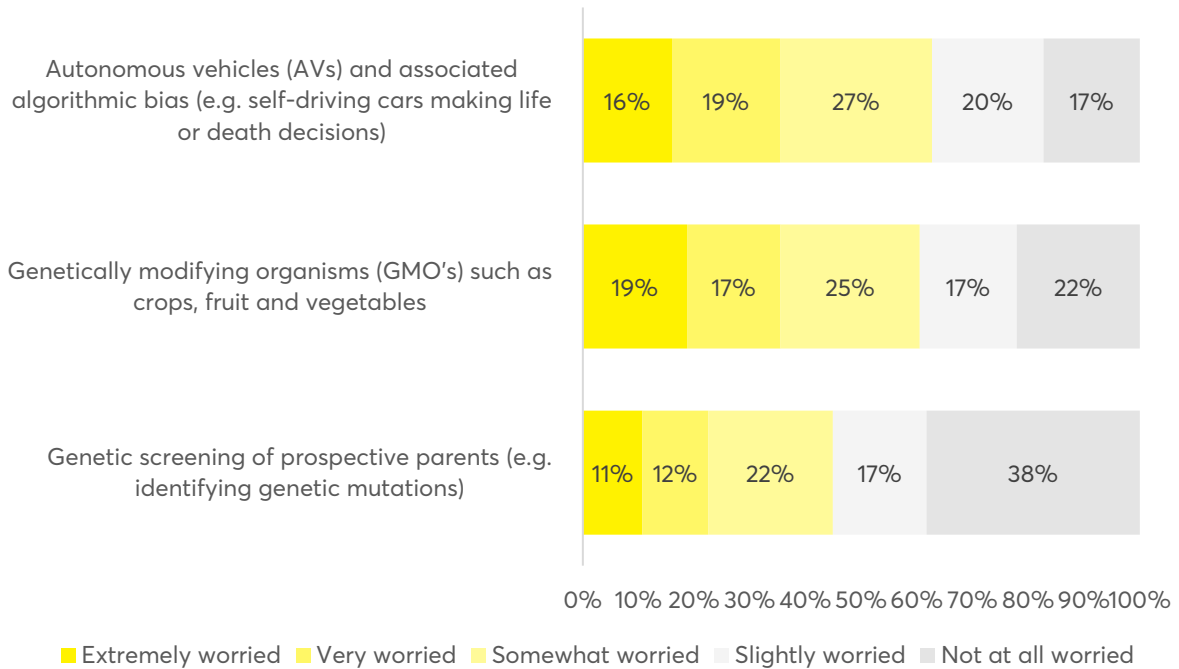
Females are more concerned than males about the future of technology

Overall females are more likely than their male counterparts to be worried about advancements in technology. Not only are females more worried about GMOs (82% cf. 73% males), but also algorithmic bias in AVs (86% cf. 79% males).

¹ Make way for Gen Alpha, McCrindle 2019

² The future of work, McCrindle 2019

How worried are you about the following technological advancements?



Australians care about the ethics.

Along with being worried about technological advancements, Australians also care about the ethical issues associated with biotechnology. Nine in ten Australians (91%) care about the ethical issues, with seven in ten (69%) caring a lot or somewhat.

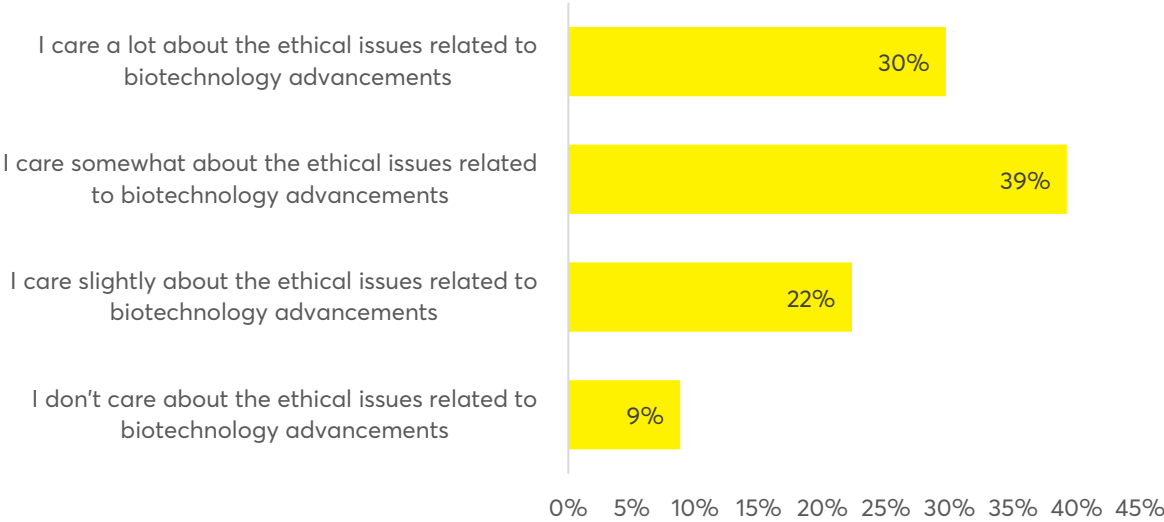
When thinking about who should be given a voice in determining the ethics of bio and

health technologies, the majority of Australians identify doctors (77%) and scientists (73%).

Two in five Australians (43%) believe the general public should be involved and one in five believe ethicists (22%) and world leaders (20%) should determine the ethics.

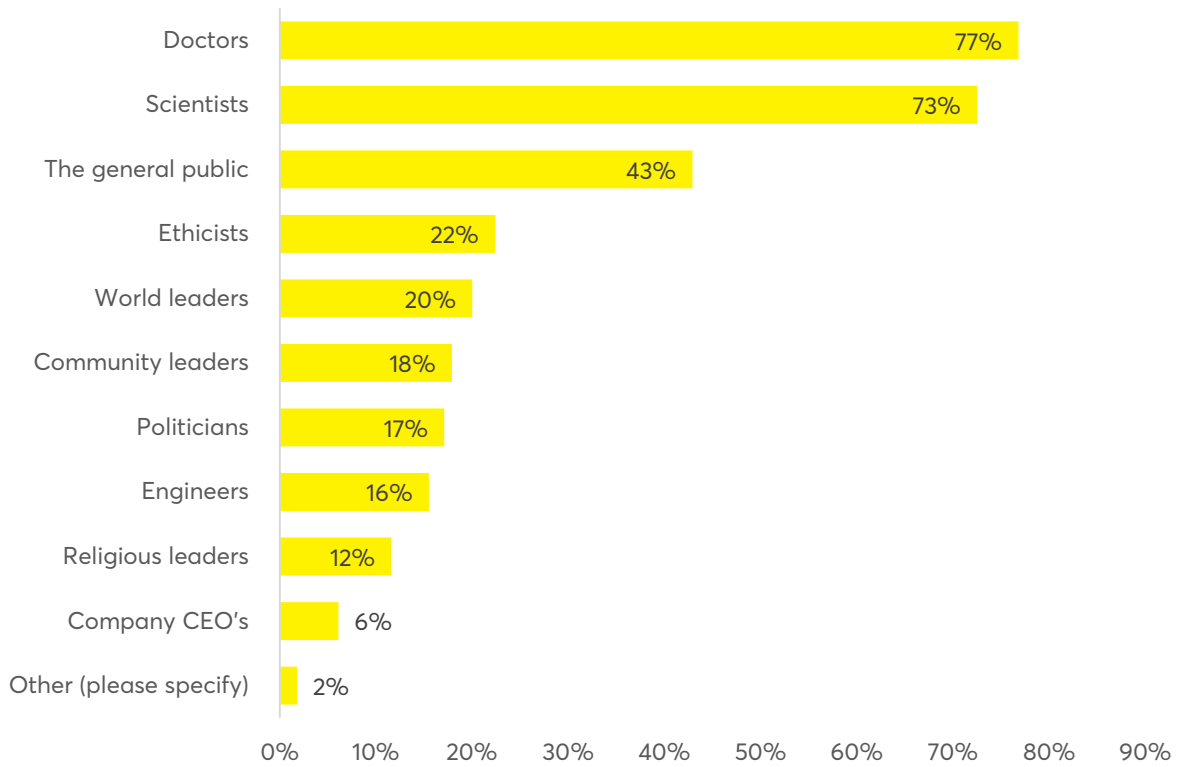
Only one in nine (12%) believe that religious leaders should be given a voice.

To what extent do you care about ethical issues related to biotechnology advancements?



Which of the following people do you think should have a voice in determining the ethics of biotech/health tech advancements?

Please select all that apply.



The price of personalisation

Younger generations are willing to sacrifice their data privacy for a more personalised experience.

Along with a new era of technology comes the age of personalisation; younger generations are constantly seeking a more personalised experience³, however, the question remains: what are they willing to pay for it?

The price appears to be data privacy. Despite most Australians (59%) favouring their data privacy at the expense of a more personalised experience, younger generations (Gen Z and Gen Y) are leading reform, preferring a more personalised experience (56% Gen Z, 43% Gen Y cf. 38% Gen X, 32% Baby Boomers, 38% Builders).

Older generations on the other hand, prefer to prioritise their data privacy more than a personalised experience (63% Builders, 68% Baby Boomers, 62% Gen X cf. 57% Gen Y, 44% Gen Z).

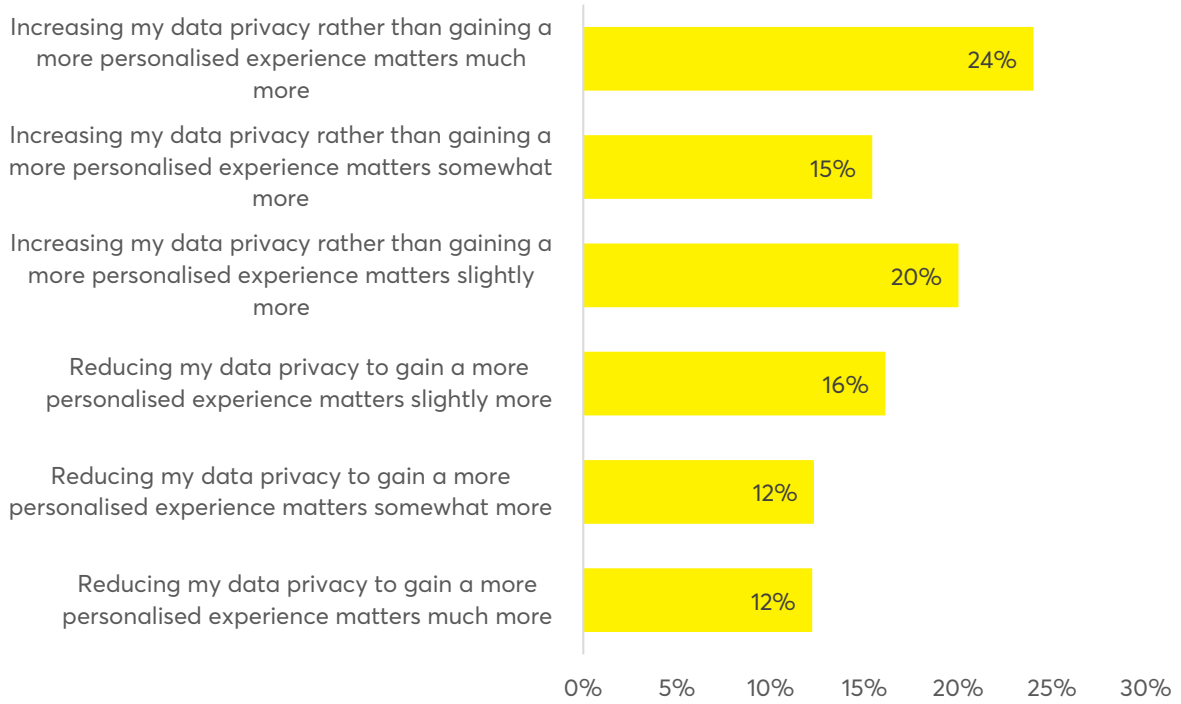
Australians are worried about the use of technology to track their whereabouts.

Interestingly, when thinking about the use of technology to allow governments to track people's movements and locations visited, more than four in five Australians (85%) are worried (extremely/very/somewhat/slightly) about this technological advancement.

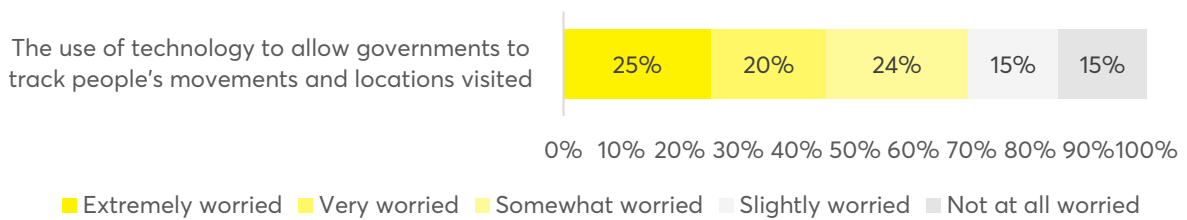
While younger generations might be willing to sacrifice their data privacy for a more personalised experience, they are also more likely than their older counterparts to be worried about the use of technology allowing the government to track their whereabouts (89% Gen Z, 90% Gen Y cf. 84% Gen X, 79% Baby Boomers, 78% Builders).

³ Gen Alpha and consumerism, McCrindle 2017

When thinking about your data privacy compared to having this data used to provide you a more personalised experience with customised offers, which matters more to you?



How worried are you about the following technological advancements?



Australians might not want contact tracing and COVID-19 restrictions to end.

While Australian's might be worried about tracking technology, only 14% want contact tracing and restrictions to end right now.

The largest proportion (34%) want the contact tracing and restrictions to lift only after Australia is fully vaccinated, while three in ten (29%) want contact tracing and restrictions to be tapered off over the next few months as the vaccination program takes effect.

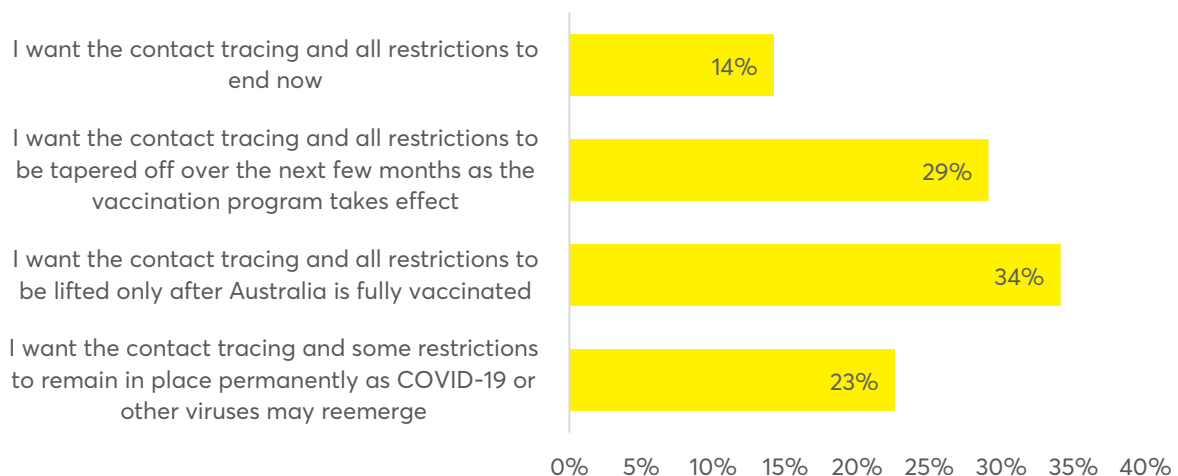
A similar proportion, however, want to keep them permanently as COVID-19 or other viruses may re-emerge (23%).

Younger generations want contact tracing and COVID-19 restrictions to end almost immediately.

When it comes to reducing contact tracing and COVID-19 restrictions, older generations are more likely than their younger counterparts to want to keep contact tracing and restrictions permanently (9% Gen Z, 17% Gen Y, 25% Gen X cf. 33% Baby Boomers, 29% Builders).

Conversely, the majority of Gen Z (55%) and Gen Y (54%) Australians are more likely than older generations to want contact tracing and restrictions to end either immediately or over the next few months (cf. 41% Gen X, 30% Baby Boomers, 29% Builders)

What do you want the government to do regarding contract tracing and health restrictions that were introduced to control COVID-19?



Initial reactions to the COVID-19 vaccine

Australians want to get vaccinated despite their concerns about potential side effects.

Australians are divided when it comes to the COVID-19 vaccine. While four in five (85%) want to get vaccinated, two in five (43%) want to get vaccinated as soon as possible while the same proportion (42%) only want to get vaccinated after many others.

Only 16% of Australians don't plan on getting vaccinated.

Males are more likely than females to want to get vaccinated as soon as possible (48% cf. 36% female) while females would prefer to wait until after many other have been vaccinated (46% cf. 38% male).

Australians living in Victoria are least likely to want to get vaccinated as soon as possible compared to Australians living in other states (39% VIC cf. 45% NSW, 47% QLD, 49% WA).

When it comes to the potential side effects and the development of the vaccine, many Australians are worried. Almost four in five Australians (77%) are worried about the potential side effects while one in four (23%) are not worried about the potential side effects at all.

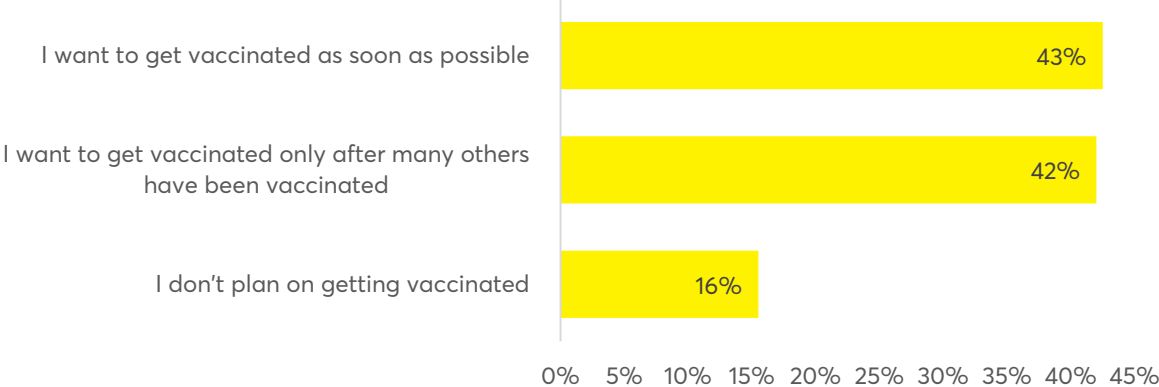
Older generations don't want to wait.

While younger Australians might be leading Australia into the world of personalisation, older Australians are taking the lead when it comes to the COVID-19 vaccine. Builders and Baby Boomers are more likely than their younger counterparts to want to get vaccinated as soon as possible (78% Builders, 59% Baby Boomers cf. 41% Gen X, 29% Gen Y, 27% Gen Z). Furthermore, Builders are more than three times as likely to say they are not worried about the potential side effects of the COVID-19 vaccine compared to Gen Z Australians (44% Builders cf. 13% Gen Z).

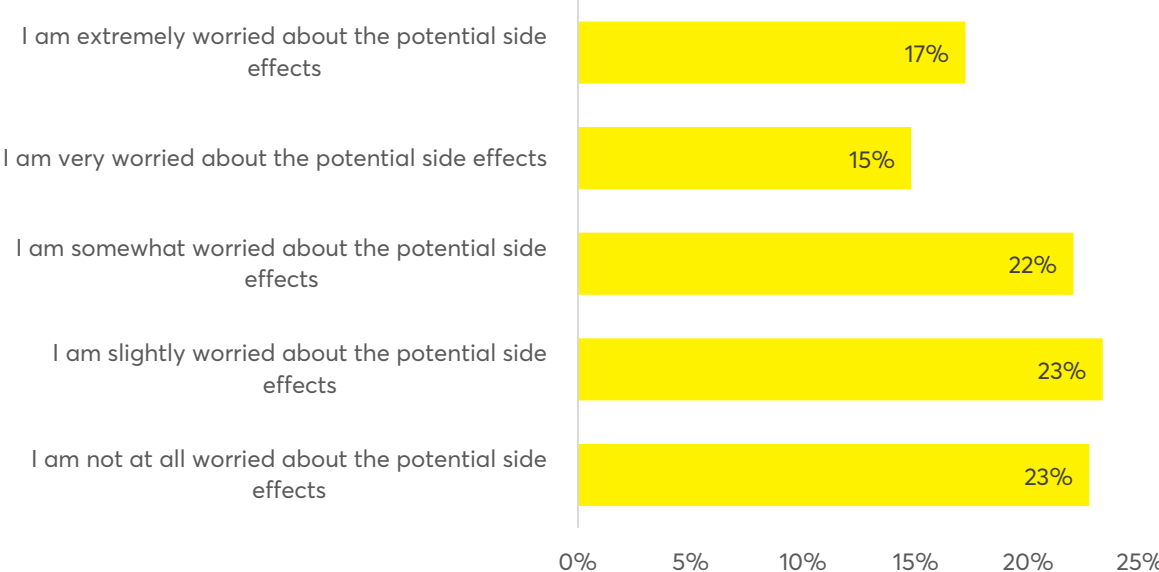
Not only are younger generations more likely to want to wait until many others have been vaccinated before they get vaccinated (56% Gen Z, 50% Gen Y cf. 42% Gen X, 33% Baby Boomers, 15% Builders), but they are also more likely to be worried about the potential side effects compared to their older counterparts (88% Gen Z, 87% Gen Y cf. 82% Gen X, 62% Baby Boomers, 56% Builders).

Females are more likely than males to be worried about the potential side effects (84% cf. 71% males).

When thinking about getting the COVID-19 vaccine, which of the following best describes you?

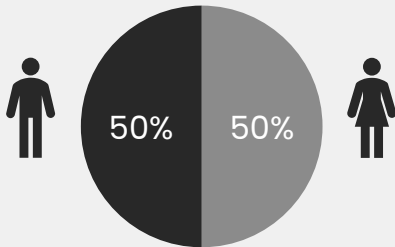


When thinking about the COVID-19 vaccine, which of the following best describes you?

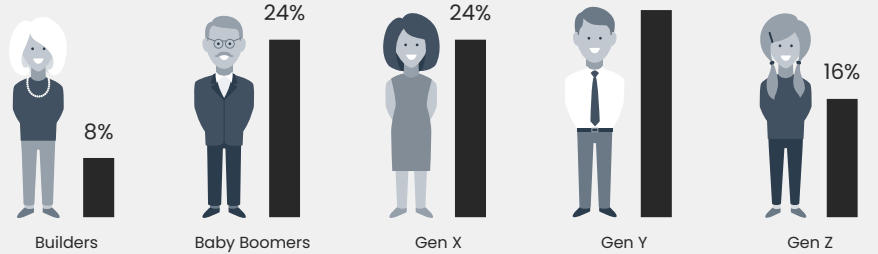


Demographic summary

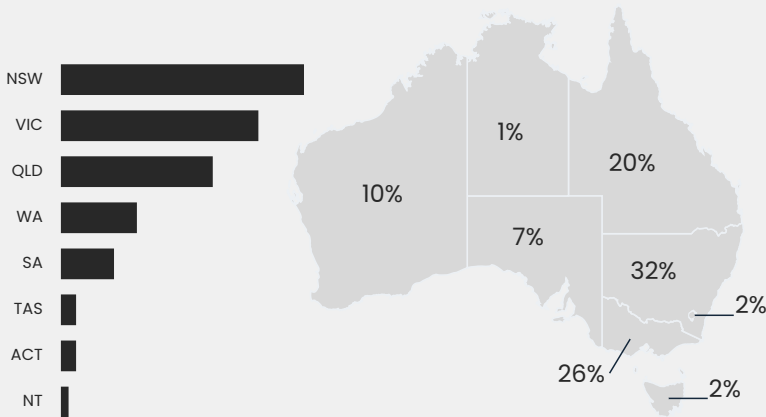
Are you male or female?



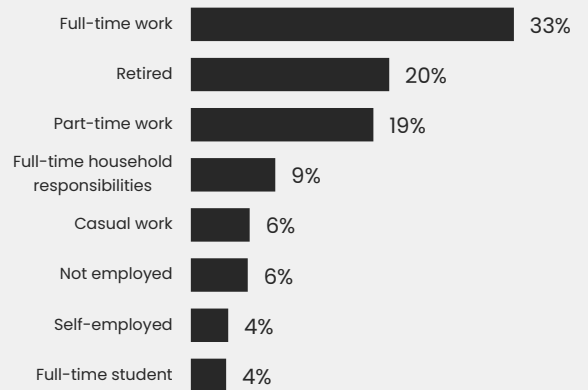
What age will you be in 2021?



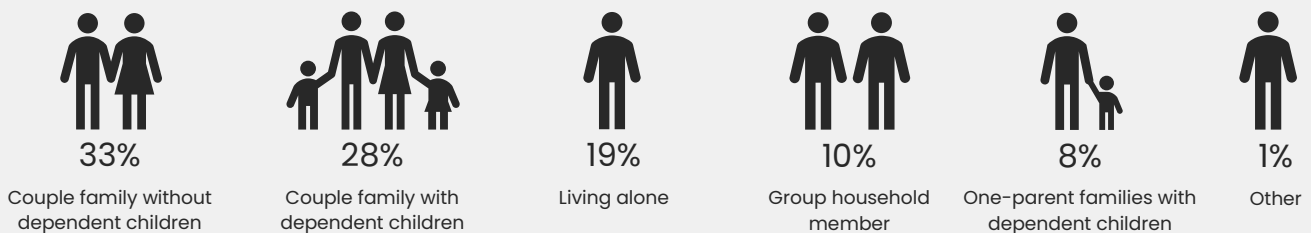
Where do you usually live?



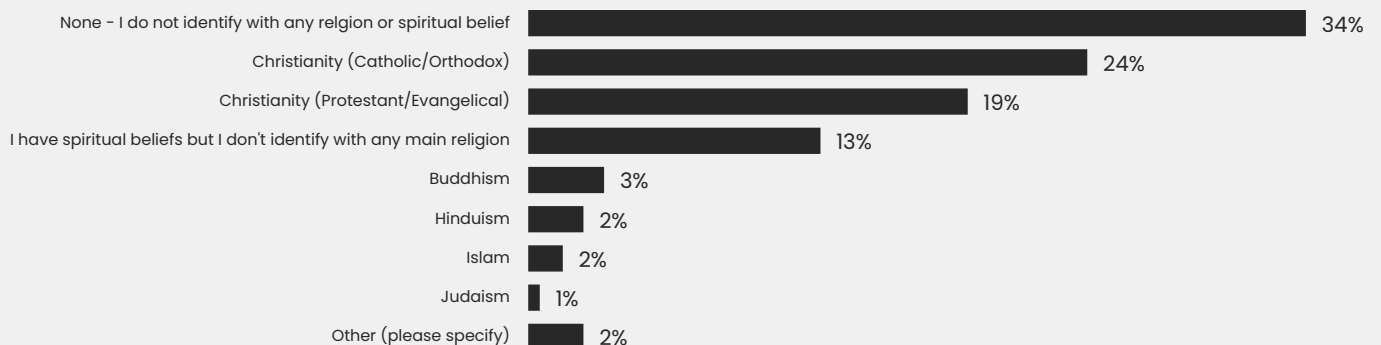
Which of the following best describes your employment status?



What type of household do you currently live in?



What religion do you currently practice or identify with?



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