

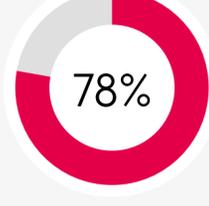
# Australians look forward to 2021

During the global coronavirus pandemic, Toluna, Harris Interactive, and KuRunData have been conducting a Global Barometer study of consumers in 17 markets to gain insight into how the coronavirus has impacted consumers around the world by understanding the next normal.

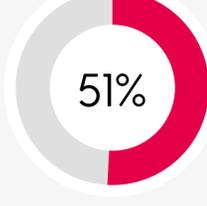
We used the Toluna Start platform, the industry's first end-to-end, real-time consumer intelligence platform, to ask 1,070 Australian consumers to understand how they feel moving into 2021.



## The future is bright

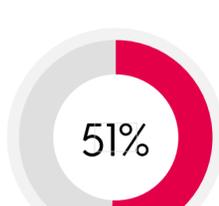


of Australians are optimistic about the future

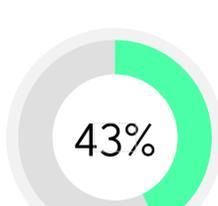


of Australians want to be vaccinated ASAP, yet 18% still say they won't take the vaccine

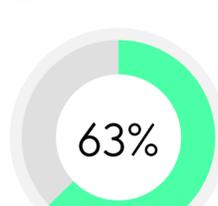
## Money concerns continue to weigh heavily



of Australians are concerned about their financial security

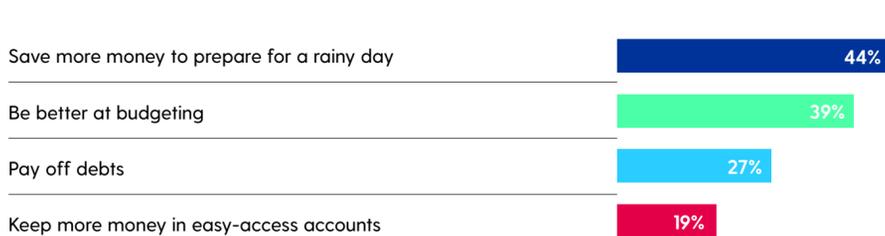


say they are less well-off now than they were prior to the pandemic.



have mixed feelings about spending money over the coming months.

## Respondents plan to make changes to their personal finances as a result of the way things have changed in recent months:



## Attending events is questionable for 2021-22



of respondents are still uncomfortable with going to an event (ie a concert or sporting event) in 2021-22.

## But people expect to be able to shop in stores and dine-out more

As restrictions ease, here's what Australians plan to do in the next few months:



## Consumers look to return to shopping for select items

Australians feel they definitely want to shop in-store for certain items:

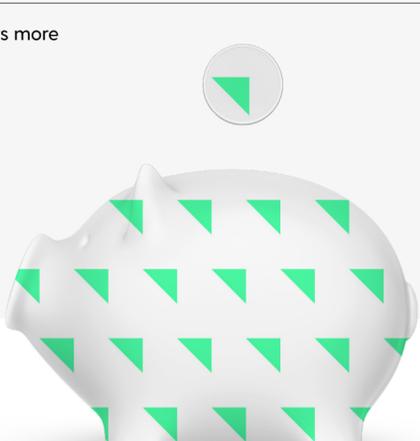


## Cooking at home vs. eating out

Looking forward, here's what Australians will do when it comes to food:



## Here's how the pandemic has changed Australians' food habits:



## Interested in these results?

Demo the Toluna Start Platform to see how real time access to insights can work for you.