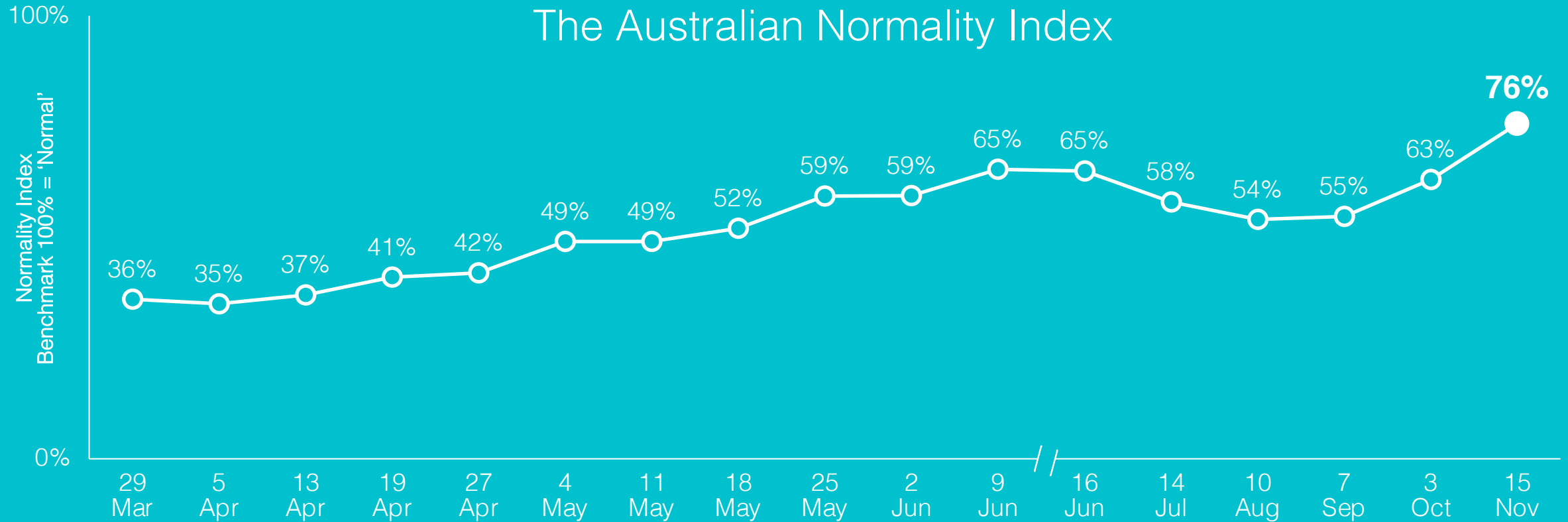


Normality rises to its highest level since the pandemic began



1 Note: Fieldwork dates were 12 November – 15 November 2020.

1. All Australians were feeling more normal
2. Most aspects of life are back to normal (or as close as they will get)
3. Return to the physical office – a welcome change for most

Back to normal

All states saw an increase in Normality, driving it to its highest point since the pandemic began. This was the case even in Western Australia and Victoria escalated rapidly towards Normality, reducing the gap to other states. The quashing of new cases in Victoria and reopening of state borders sent a positive ripple effect across the nation.

While our data was yet to capture the impacts of South Australia's new outbreaks, our learnings from Victoria suggest that there will be an initial negative response which will quickly bounce back once the outbreak is contained.

Back to the store

This month, Australians feel that their *Ability to buy groceries, medications, and household items as needed* has returned entirely to normal.

Despite the omnipresence of hand sanitiser and reminders to socially distance, perhaps Australians felt that this is as normal as it is going to get, or that this may simply be the way things are from now on (at least until we have a proven vaccine).

Other key drivers of Normality, *Motivation towards your goals/obligations* and *Ability to go about your routine outside the home* also made significant shifts towards normality.

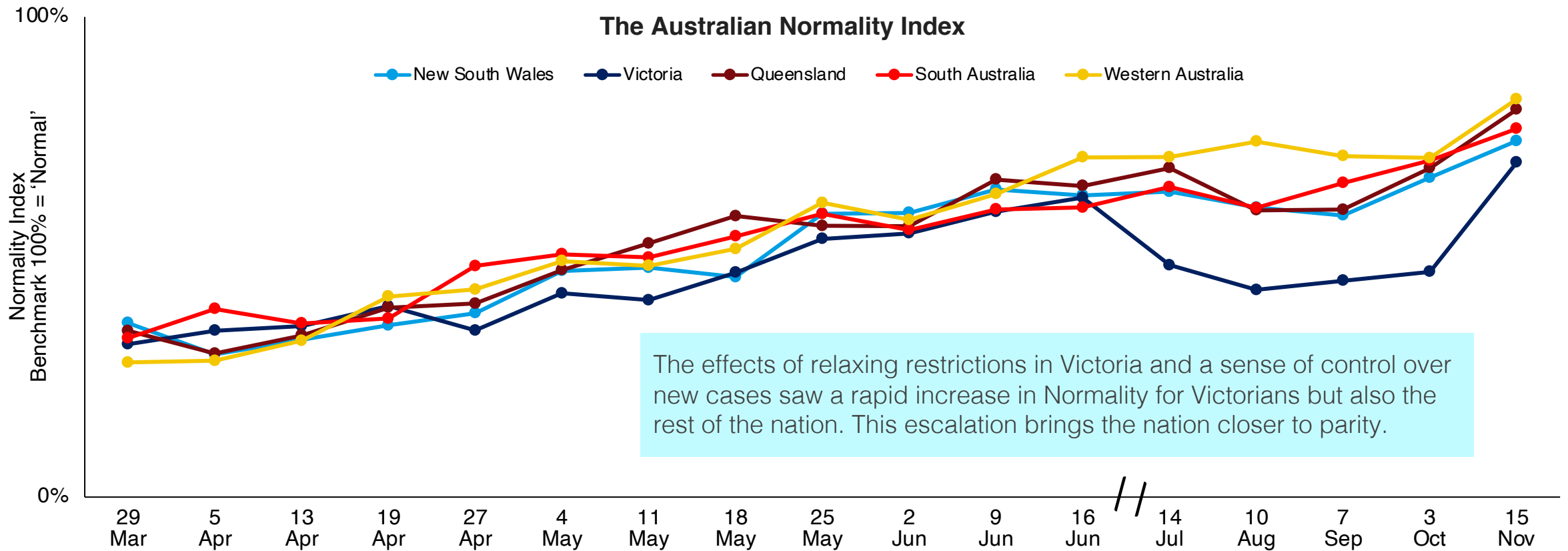
Back to the office

As restrictions across the nation continue to relax with new cases arrested, Australians were beginning to transition back to the office after months of working from home.

Two thirds of Australians returning, were excited to be leaving Zoom meetings and returning to their physical office spaces.

Those with qualms with returning to the office were predominantly concerned about commuting time, the disruption to newly established (and enjoyed) home based routines and of course safety.

Victorian's perception of normality surged to align with the rest of Australia

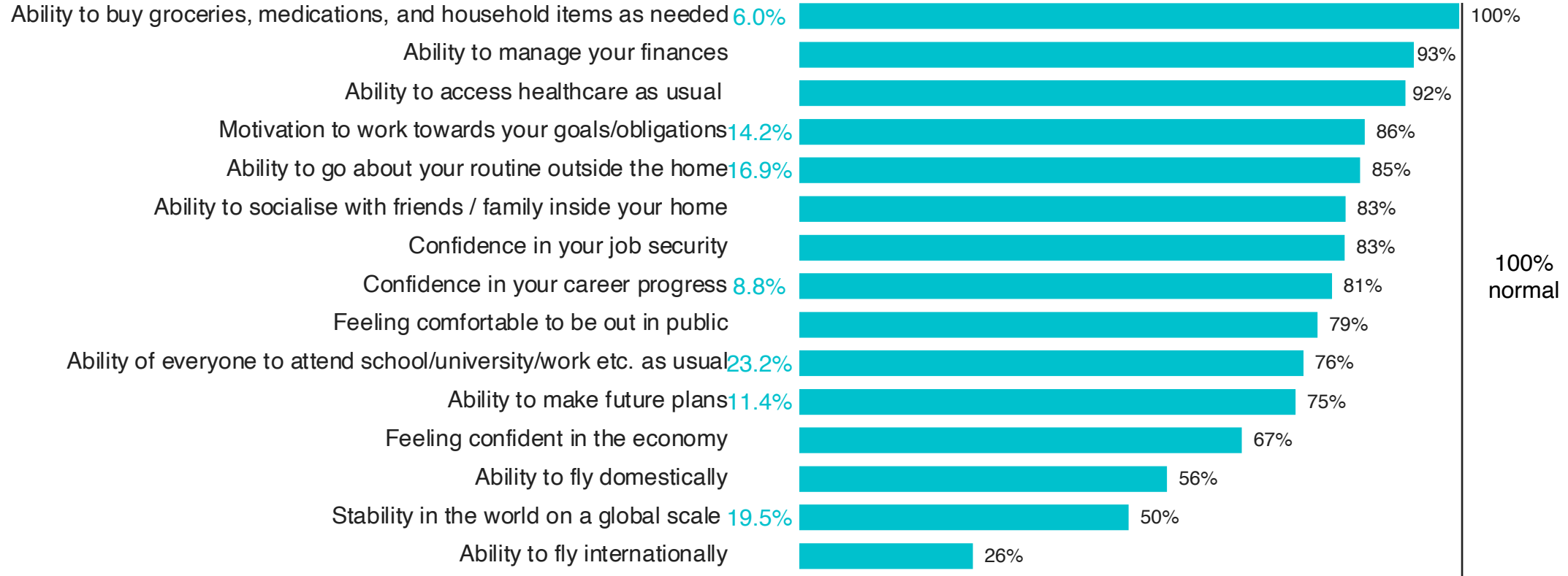


3 Note: Fieldwork dates were 12 November – 15 November 2020.

Some aspects of life, particularly the ability to buy groceries, medication, and household items, had returned to normal

Thinking about life at present (including wider society), how normal do you feel the following aspects are?

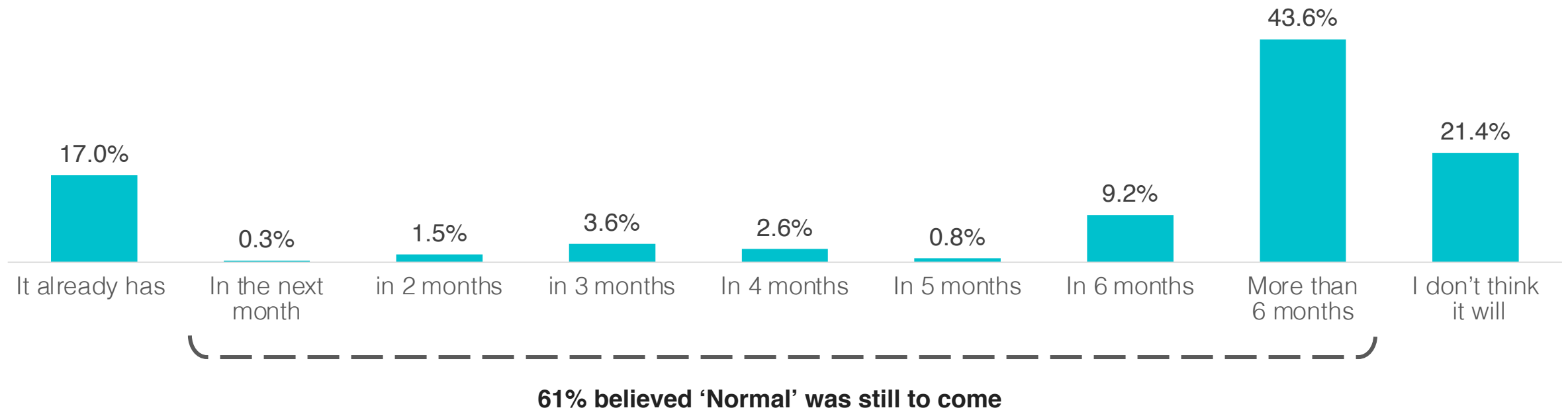
Impact on normality



100%
normal

However, most Australians believed we are yet to reach Normality

When do you think life (including wider society) will return to normal?



Since the onset of COVID, many Australians have been forced to work from home. After months of waiting, almost half are transitioning back to the office.

The ability to work as usual was the greatest driver of Normality. Being able to leave the virtual workspace signals a tangible step towards Normality.

RECAP

When will we feel normal again?

Drivers of Normality (3 Oct)

23%

Ability of everyone to attend school/university/work etc. as usual

20%

Stability in the world on a global scale

17%

Ability to go about your routine outside the home

14%

Motivation to work towards your goals/obligations

11%

Ability to make future plans

9%

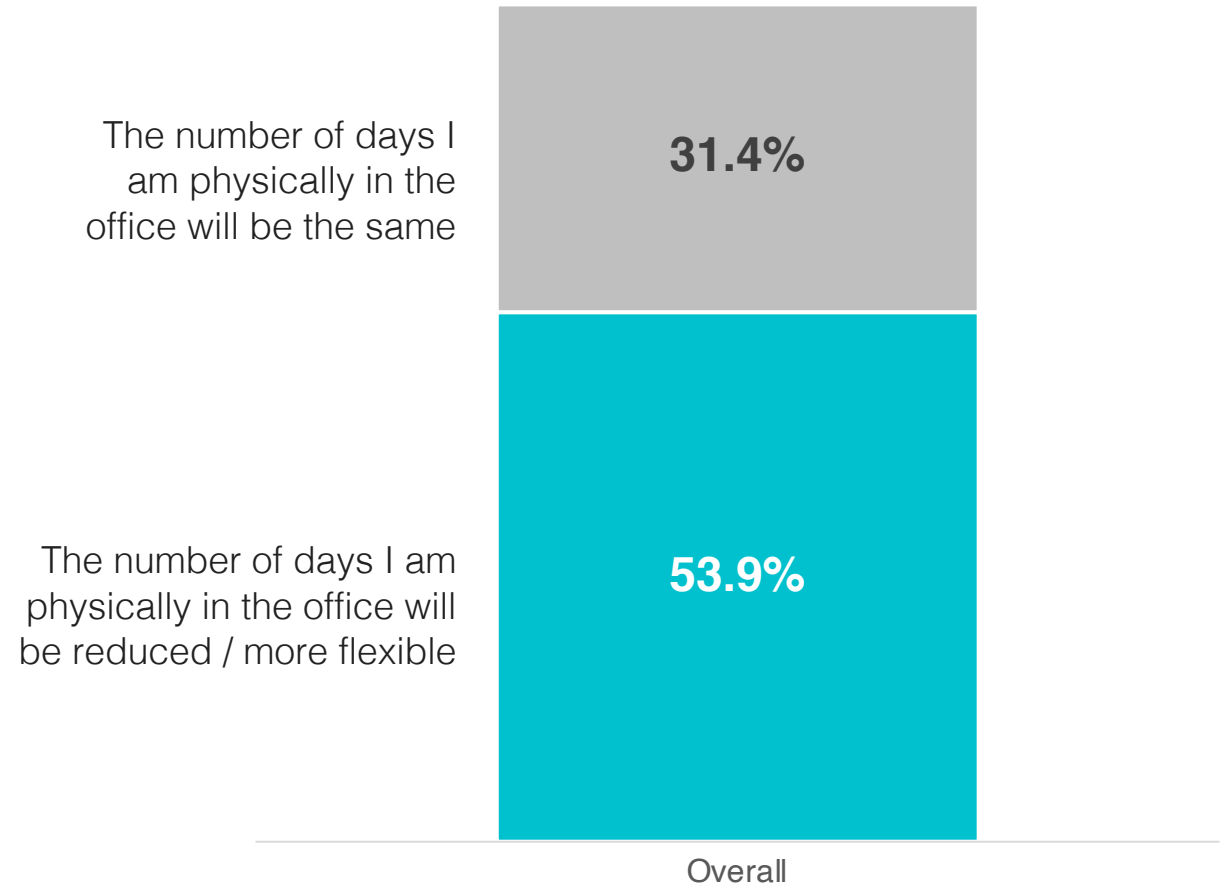
Confidence in your career progress

6%

Ability to buy groceries, medications, and household items as needed

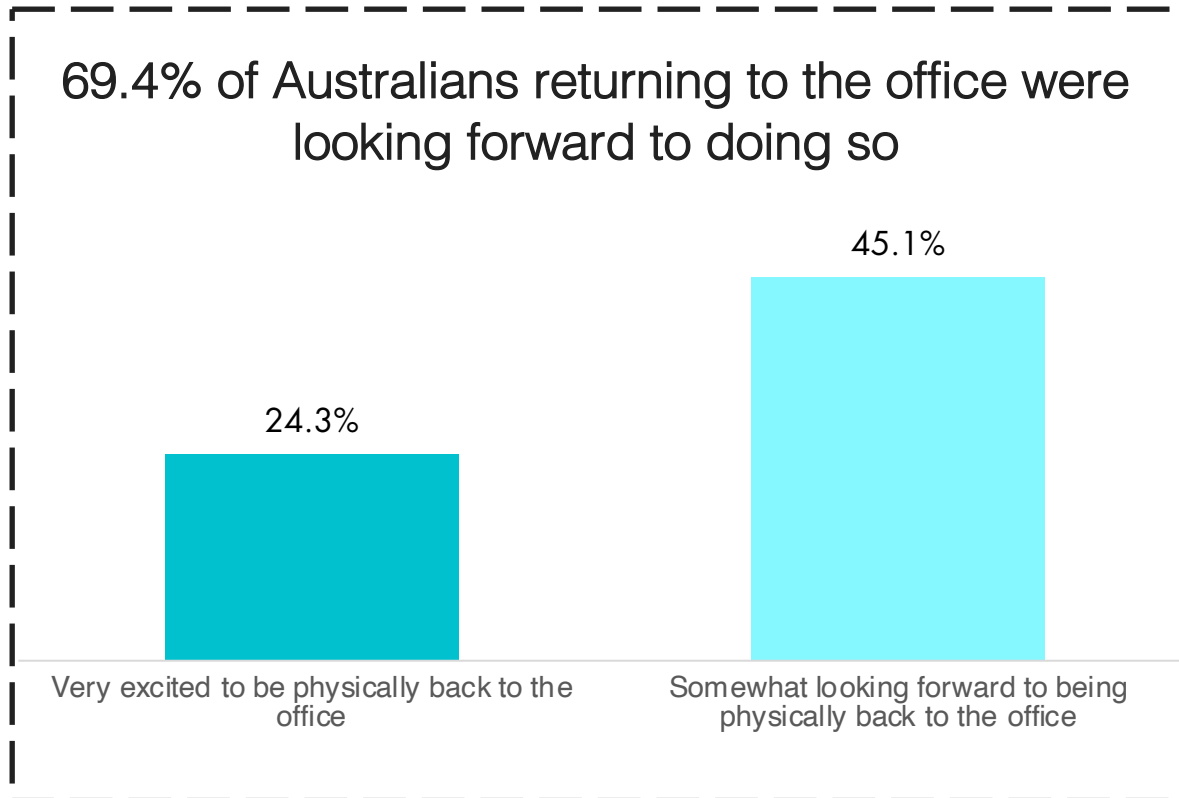
Over half of those working virtually would return to the office, but in a reduced capacity/more flexible arrangement

Compared to before COVID-19, what is your office working arrangement going to look like in the future?



Although not everyone is returning to the office full-time, the return to the workplace was positively received

How do you feel about you future working arrangement?



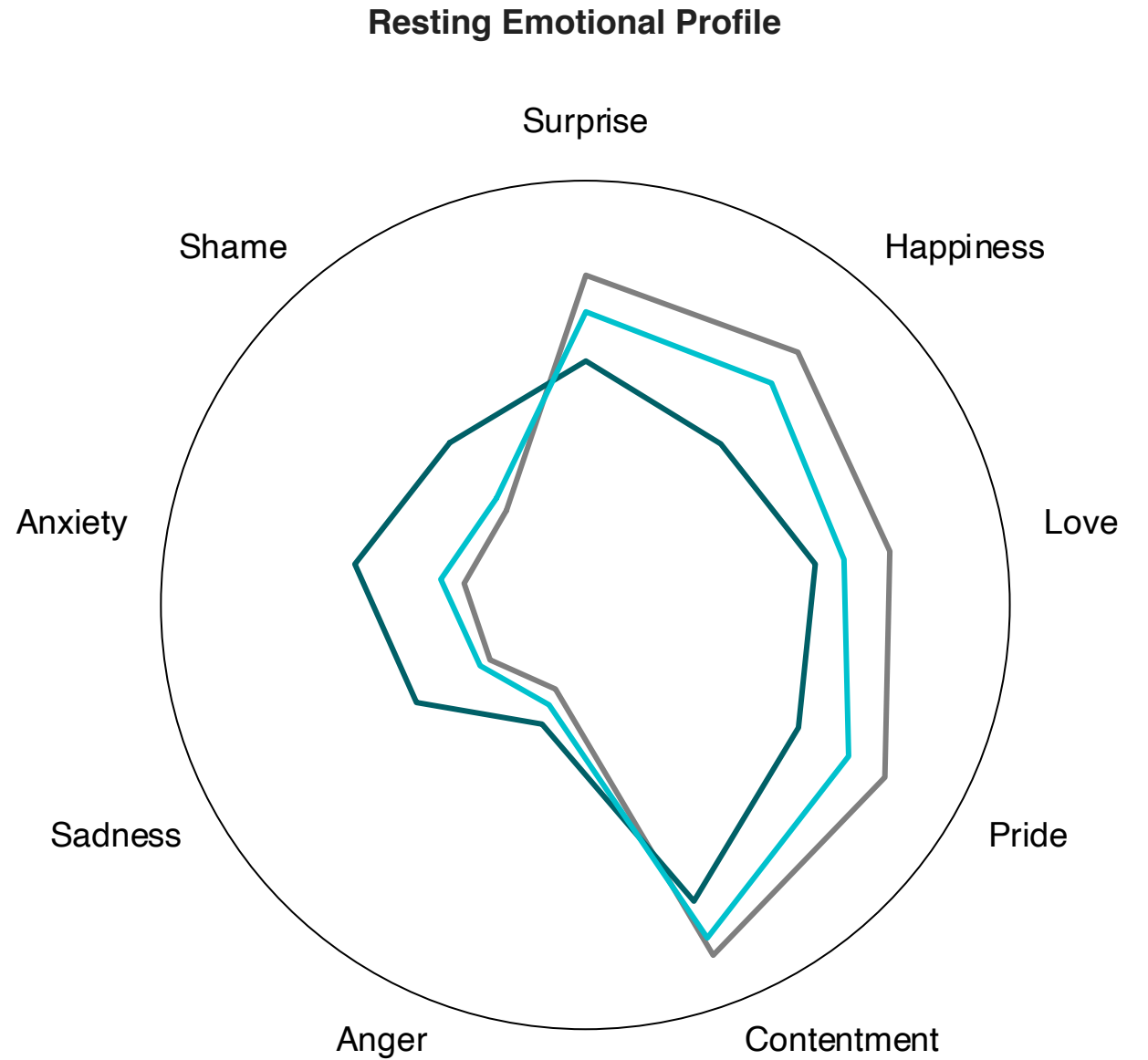
The top reasons why Australians were NOT looking forward to going back to the office were:

- Additional commuting time (81.0%)
- Have a good routine working from home (80.7%)
- Enjoy having more spare time before and after work (75.7%)
- Safety / health concerns (62.7%)



Australians' emotional profile has almost returned to what it was before the pandemic

- Feelings Calibration Benchmark (National)
- 29 Mar
- 15 Nov





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