



*Care*  
COLLECTIVE

# Panadol Care Study 2021

# The past year has left 1 in 3 Australians 'close to breaking point'



**53%** of  
Australians

Claim they have 'felt overwhelmed  
by the events of 2020'

*This is higher among females: Males: 49%:  
Females 57%*

*• This is also higher among younger  
generations: Gen Z: 64%/ Millennials: 62%/  
Gen X: 62% /Boomers: 38%*

*• Higher among workers: 60% as well as  
parents: 63%*

**34%** of  
Australians

As a result of stress in 2020,  
34% of Australians claim to have  
'reached close to breaking point'

*This is higher among younger  
generations: Gen Z: 51%/ Millennials: 47%/  
Gen X: 41% /Boomers: 14%  
Regional: 31%, Metro: 35%*

**39%**

Feel overwhelmed about the  
amount of routine errands and  
household tasks that they  
have to do

# Some Australians feel they are too busy to enjoy life



**37%**

Are not able to take time away from all the tasks and chores of daily life to enjoy their life

**41%**

Know of many people who need help balancing out their duties in their daily lives

Q16. Thinking about your current situation, how much do you agree or disagree with each of these statements?  
Q17. Thinking specifically about your children, how much do you agree or disagree with each of these statements? Q37. For each of the following statements, which of the two options best reflect your view and opinion?  
Base: Total respondents N= 1521; Workers N=840; Parents N=560

# Australians are also feeling more physical pain than before



## 34%

Are in more pain than before

- 31% headaches
- 36% back pain
- Higher among younger generations:  
Gen Z: 43%; Millennials: 37%; Gen X: 40%;  
Boomers: 24%

## 33%

Say pain is stopping them from being able to do day-to-day tasks

## 31%

Are in more physical pain due to the stress of this past year.

*38% among Workers / 41% among parents*

# Despite understanding the benefit of support, Australians hesitate to ask for help



**28%**

Want 'more support from others in addressing some of their personal day-to-day tasks'

*This is higher among younger generations: Gen Z: 30% Millennials: 35% Gen X: 31% Boomers: 20%*

**30%** of Australians

Would not ask for help with tasks they need to complete due to financial difficulties

**49%** of parents

Claim that 'sometimes I need help around the home but I'm embarrassed to ask for support'

*Higher among working parents at 56%*

# Australians feel like they had missed living their best life in 2020; despite this, Australians have become more giving and caring for others



**53%**

Say the past year has left me feeling like i have missed out on living the best life that i can

*Gen Z: 64%/ Millennials 61%/ Gen X: 57% / Boomers: 41%*

**41%**

Say the past year has left me with missed opportunities in my career progression

*This is higher among younger generations: Gen Z: 56%/ Millennials 55%/ Gen X: 46% / Boomers: 18%  
Higher among Males: Males 50%, Females 38%  
Metro: 46%, regional: 39%*

# Nearly one in five are carers of other Australians; with 2020 increasing the level of caring behaviour towards others



**1** in **5**

(19%) Australians are acting as carers for others

**1** in **2** (49%)

are providing care on a daily basis

**2** in **5** (44%)

are providing support for colleagues, neighbours or their local community

# Australians are feeling deprived of self-care, and want to make more time for themselves and look to prioritise self-care in 2021



**68%** of Australians

Want to make more time for myself and my self-care

*This is also higher among younger generations: Gen Z: 79%; Millennials: 79%; Gen X: 71%; Boomers: 54%  
Higher also in metro locations: Metro: 69%/ Regional: 62%*

**28%** of Australians

If given the time back, claim they would be taking care of themselves.

**71%**

Are looking forward to prioritising self-care in 2021

*Higher among Females: Males 65%, Females 77%*





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