



# AUSTRALIA THE CARING NATION

PANADOL AUSTRALIA  
PANADOL CARE  
COLLECTIVE 2022





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# 1. INTRODUCTION

**Panadol is synonymous with relief in Australia and has been trusted to care for Australians for over 60 years. That is why in 2021, Panadol launched the Panadol Care Collective, an initiative that recognises and rewards selfless Aussies who have gone above and beyond to care for others.**



With an aim of reaching more Aussies and supporting not only individuals but their broader community, in 2022, Panadol is searching for remarkable stories of individuals who have continued to give back to their community and pay it forward by giving them something that will make a real difference to their lives and/or enable them to better care for themselves and their community.

To understand the role of care in Australian communities, Panadol commissioned a nation-wide survey speaking with 3,000 everyday Australians. The research was focused on gaining a deeper understanding of what community means to Australians and how they are giving and/or receiving care in their community. This report tells the story of how Australians are showing care for their community, how they feel giving and/or receiving care and what their intentions are for showing care in the future.

## 2. EXECUTIVE SUMMARY

After two years of unprecedented turbulence and uncertainty from the Covid-19 pandemic, the Panadol Care Study reveals that Australia is a caring nation and communities are changing for the long-term. There has been a resurgence of Australians increasingly wanting to feel connected and belong to a community. For many, the pandemic has re-prioritised the importance of caring for others, shining light on unseen acts of care. Australia's youth is emerging as the country's most 'care-conscious' generation after being hit the hardest by the pandemic, with increasing feelings of isolation and a greater need for community support. Whilst parents are facing a significant community support deficit, their desire to care for others continues to grow.



# 3. OUR DEFINITION OF COMMUNITY



**‘What community means to me is to be inclusive and help others out, no discrimination - everyone is involved and accepted.’**

- Gen Z

**‘Community is a place where people feel they belong and can live their true authentic selves with the support of the people around them.’**

- Millennial

**‘Community is everything in my local area including neighbours, schools, shops, clubs and services. Community is important to me because it’s the goods and services within the area and the people I interact with.’**

- Gen X

**‘Community means the friends and neighbours that live around me and the area I live in.’**

- Boomer

**When Australians think of community**, the majority (77%) think of community as those who live in the same neighbourhood, city, or town as them. There are however some varying ideas and perceptions of community amongst the different generations. Older generations were the most likely to view community in a more traditional sense, where proximity and locality are a key definer. Whilst for younger generations their definition of community is broader. They are more likely to think of community as being inclusive groups of like-minded people they identify with, which can also be found online. For Gen Z, they struggle the most with finding groups of likeminded individuals to connect with (63% of Gen Z struggle vs 41% of Boomers), so naturally they have turned online for the support which they cannot find face-to-face (67% of Gen Z agree vs 23% of Boomers). **(See Figure 001)**

# 3. OUR DEFINITION OF COMMUNITY



## Defining Community

“When I think of a community’... I mostly think of:

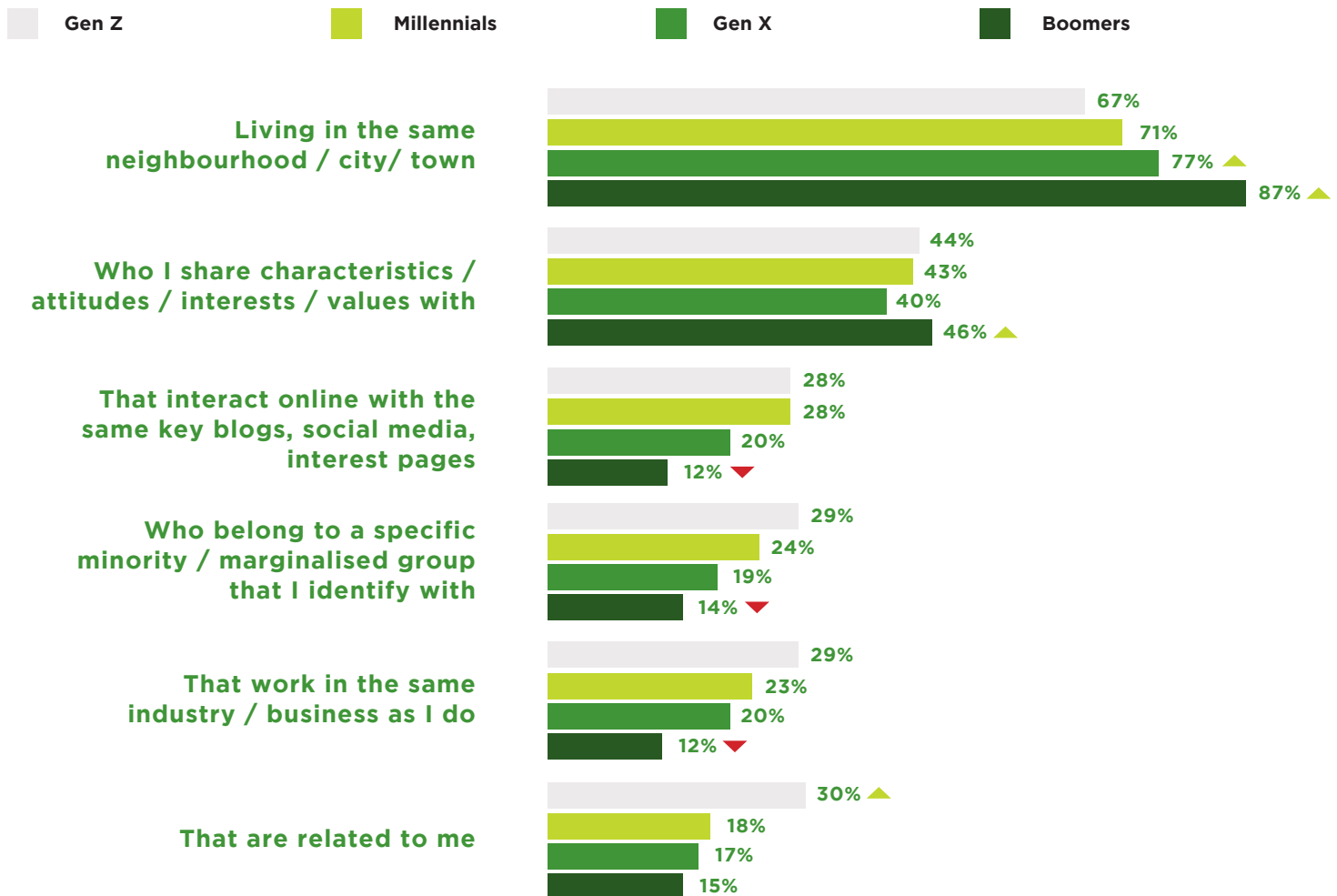


Fig. 001 - Definition of community - by generations

For many Australian parents (84%), they state that when becoming a parent, they realised the significant role that community plays in their lives as well as the lives of their children. Their definition of what community is naturally expands, as they look to their community to provide their children with increased safety, greater bonding, and a wider network of support from others. Parents see wide-spread benefits of community involvement and use it to provide their children with the opportunity to form social connections (44%), to learn from others (28%) and to grow their understanding of the world (31%).

# 4. WAYS OF CARING FOR COMMUNITY

Australia is a caring nation, with most people having offered support and care for their community, with eight in ten (80%) proactively offering support to those in need. The majority (81%) have also stated that caring for their community is important to them personally, with 71% stating that they provide support to their community. These attitudes towards care are universal across all population groups in Australia. This caring mindset has also been installed in Aussie children, with 89% of parents with children 18 years and under agreeing that

their child/ren have been incredibly open to a caring mindset from an early age, and 88% agreeing that they use their own initiative when showing care for others. The universal motivation for wanting to care for others is driven by an intrinsic human need for kindness and connection with others. Specifically, 51% state that they feel good knowing they are helping others, 38% like to offer safety and protection to others, 36% feel a greater sense of gratitude and 35% feel greater feelings of connection and belonging when they show care for others.

## Top 5 Ways Of Showing Care In The Past 12 Months



Fig. 002 - Top 5 ways of showing care in the past 12 months

During the past year, Australians have shown their care by thinking 'local'; supporting the businesses closest to home. There has also been a focus on connecting more with others; including both those inside and outside of one's immediate circle; whether through gift-giving or efforts to stay connected to those that are feeling a greater sense of isolation. When it comes to charity and volunteering acts, most Australians have either donated and/or volunteered their time at least once, but only around a third or less are doing so regularly. The main barriers to providing more care are being too busy (30%) or experiencing financial difficulties (28%), with younger generations significantly more likely to cite being too busy (37% Gen Z; 38% Millennial). **(See Figure 003)**

# Ways Adults Have Contributed To Their Community

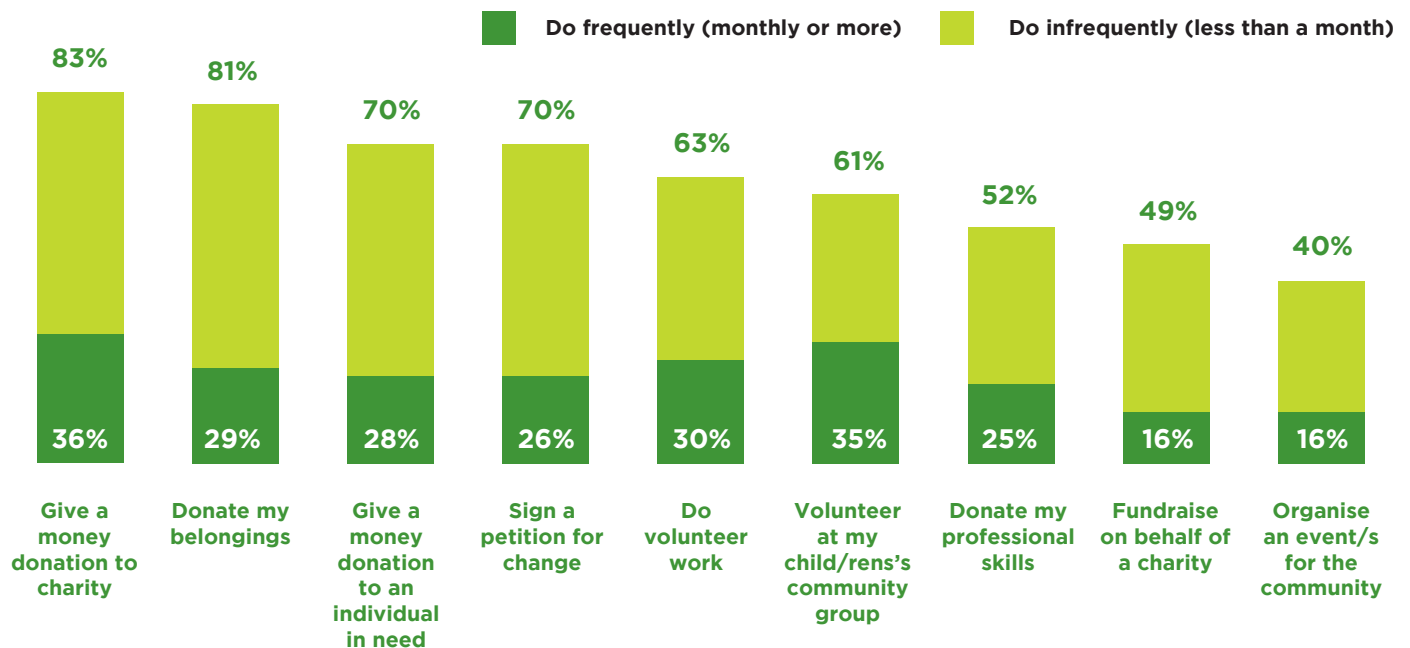


Fig. 003 - Community charity or volunteering acts of care done in the past 12 months

Most parents see the importance of involving their children in giving care to their community, with community seen to teach their children the value of helping people in need (91%), to teach the foundations of care (88%) and to develop them into valuable members of society (84%). Despite these intentions, currently only 26% of kids under eighteen are spending time doing charity or volunteering work. Restrictions and concerns for health have served as barriers to involving kids more in recent times.





# 5. THE PANDEMIC'S IMPACT ON CARE

After two years of unprecedented disaster and turbulence from the Covid-19 pandemic, the Panadol Care Study revealed that people's attitudes towards community care are changing, with a renewed desire to be more connected and support others. A spirit of support in challenging times is embedded in the Australian culture and way of life. Most Australians (88%) believe that Australians rally together in tough times, and many (85%) claim they would not hesitate to jump in and support their community was greatly impacted.

Overall, community-connection was a polarizing experience for many Australians during the pandemic. Although the various restrictions and lockdowns would have stopped various forms of community participation, just under one in two (46%) Australians felt 'more connected to community as a result of COVID-19;' suggesting that the pandemic had both a divisive and unifying impact on Australians.

Whilst undoubtedly every Australian felt impacts from the pandemic, it is the younger generations who have felt the greatest impact, with increased feelings of isolation and a greater need for community support. Parents have also naturally struggled more during the lockdowns where support and involvement in their communities was more restricted. 58% of parents claim that they have 'struggled during the lockdown because of a lack of community in my life' compared to only two in five (40%) of non-parents. 59% of parents' state that as a result of the lockdowns 'I have needed more community support' compared to only 38% of non-parents. **(See Figure 004)**

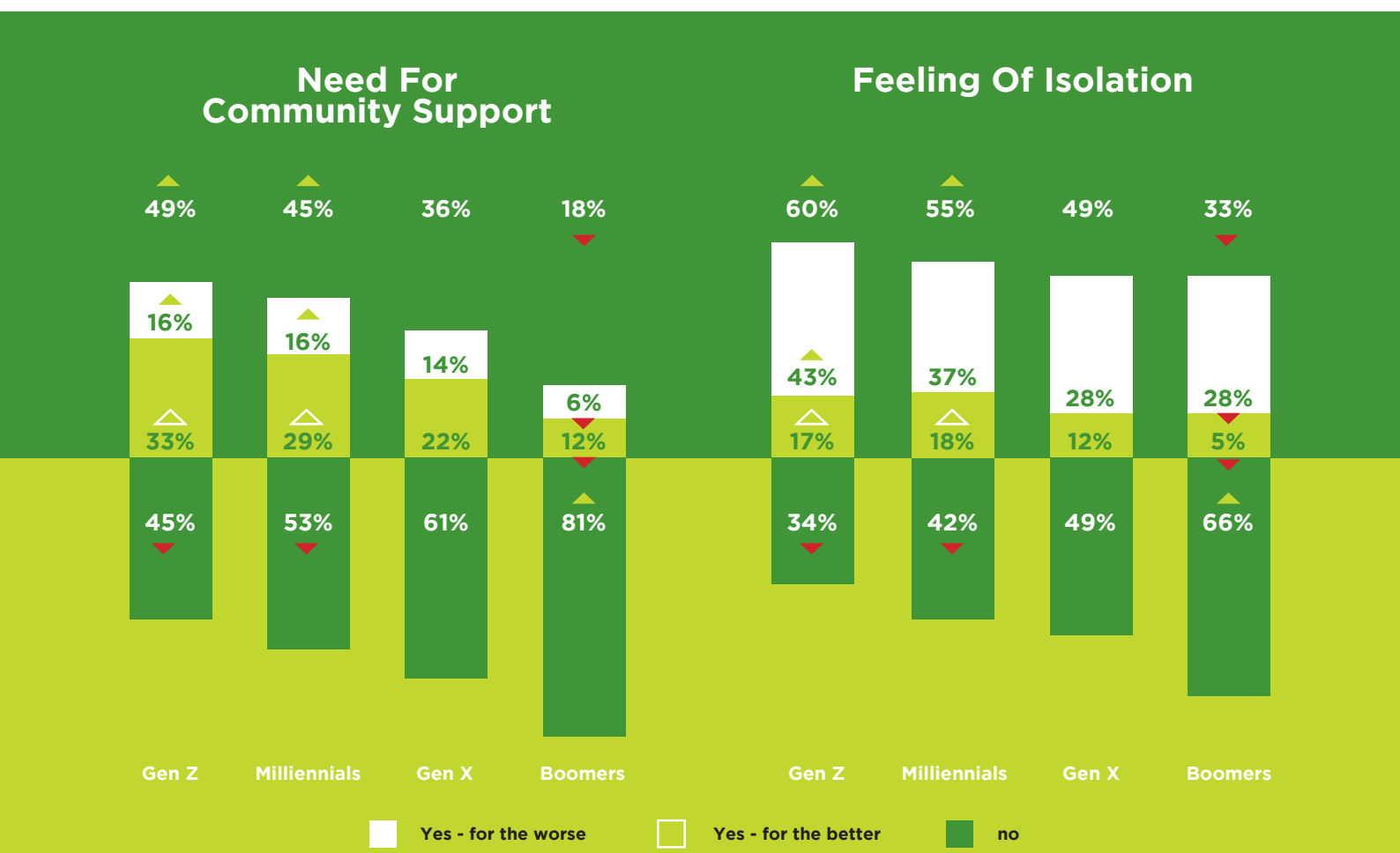


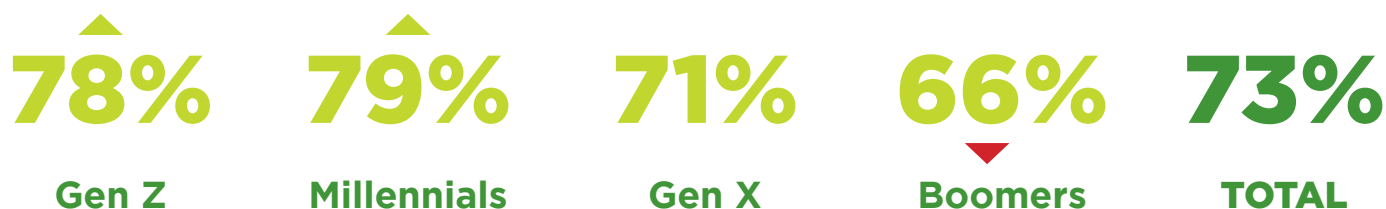
Fig. 004 - Ways the COVID-19 pandemic has impacted Australians

Significantly higher/lower compared to other generations

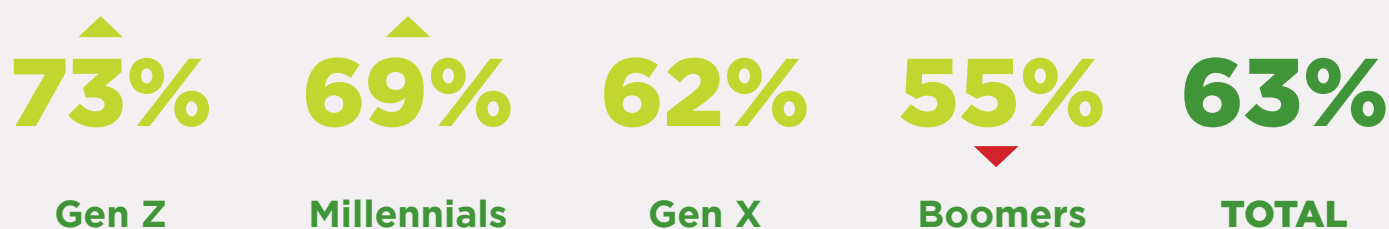
Despite the negative impacts of the pandemic, it has served as a catalyst for reprioritizing the importance of care in community. Nearly 8 in 10 Australians (78%) claim that the experience has helped them to realise the importance of caring for those around them; motivating around 3 in 4 (73%) to want to care even more. The adversity experienced has resulted in even greater care-consciousness among our younger generations, who are emerging as Australia's most 'care-conscious' generation.

The majority of Gen Z and Millennials claim that the events of the past year have made them want to care more for others and to give back to charitable organisations, suggesting a shift in attitudes as a result of facing struggles first-hand. Their intentions to give back more significantly outweigh the Boomer generation, who have been the least impacted by the pandemic.

### The events of the past year have made me want to care more for others



### The events of 2020/21 made me want to give back to charitable organisations





## Change In Giving Behaviour

▲  
**22%**

Gen Z

▲  
**20%**

Millennials

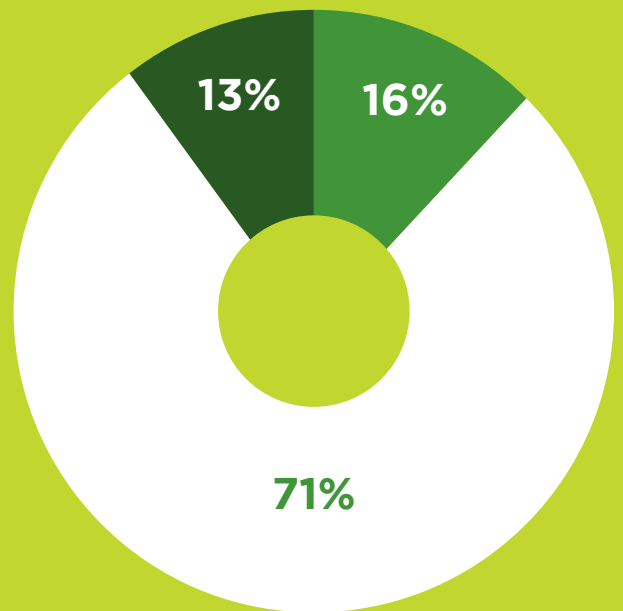
**15%**

Gen X

**11%**

Boomers

**'Increased' giving behaviour**



■ It has increased   ■ It's about the same   ■ It has decreased

Fig. 005 - Change in giving behaviour - by generation

The positive impact reaches beyond good intentions, where 53% of Australians claim that as a result of the lockdowns, they have provided more care to their community. This was disproportionately higher amongst younger generations, with 63% of Gen Z and 62% of Millennials providing more care, vs just 42% of Boomers. Gen Z and Millennials were also more likely to increase the amount that they give to charities, with 22% and 20% respectively claiming an increase in their giving in the past 12 months, vs just 11% of Boomers. **(See Figure 005)**

# 6. BARRIERS TO RECEIVING CARE

There is an expectation from most Australians that they should be doing more, with only 43% feeling that they input enough care into their community. This is all whilst only 48% feel they themselves get enough support from their community. This highlights that for many Australians, they are more comfortable with giving support than asking for it. It is the Boomers who are least likely to lean on their community during critical moments, with only 39% doing so, compared to 68% of Gen Z, 67% of Millennials, and 58% of Gen X. For Boomers they are more likely to hold a perception that they do not need it or do not want to be seen as dependent. Whilst younger generations are more open to receiving care, they still face barriers in feeling self-conscious and afraid to ask for support out of fear of judgement. (See Figure 006)

## Barriers To Receiving Care

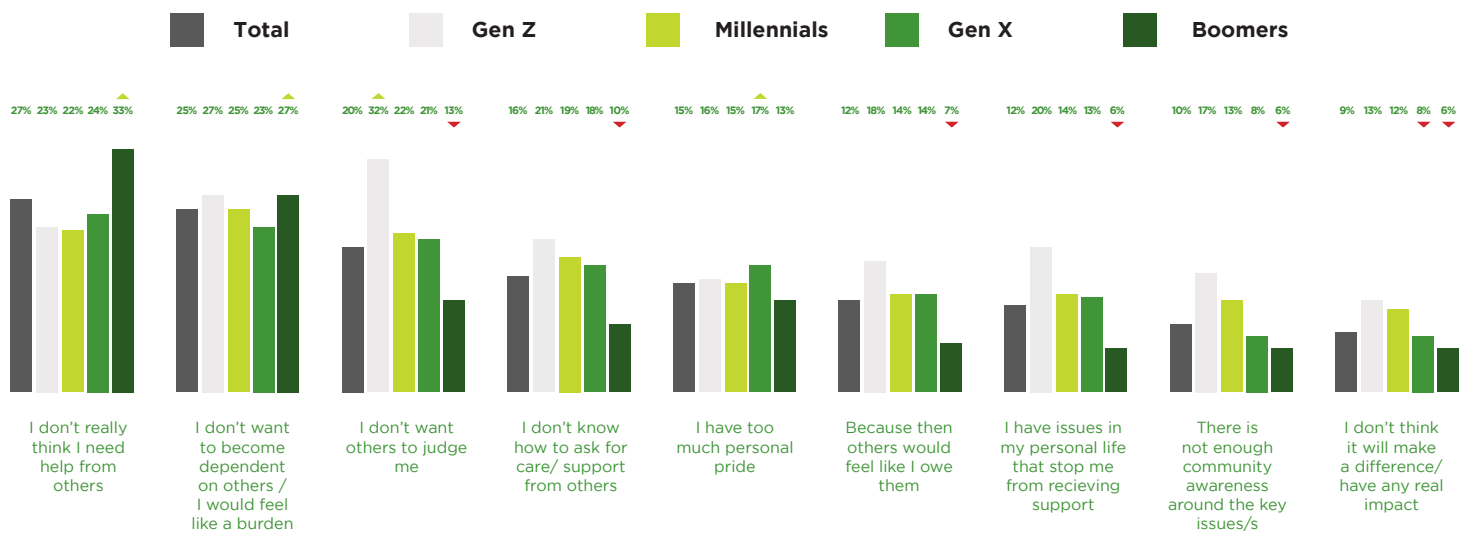


Fig. 006 - Barriers to receiving care - by generation





## Barriers To Asking For Help Amongst Parents

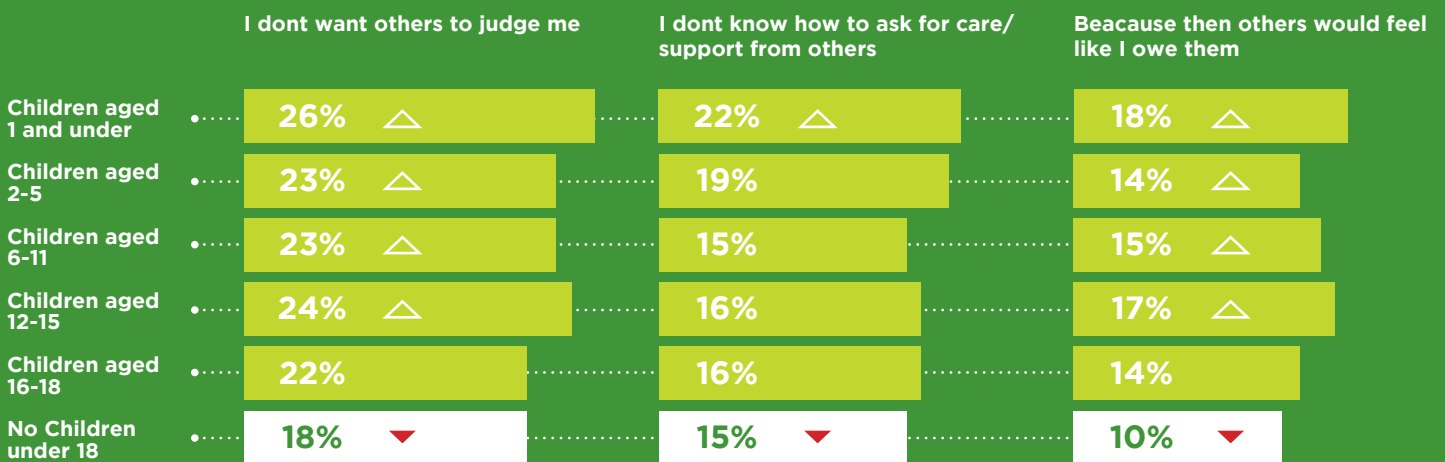


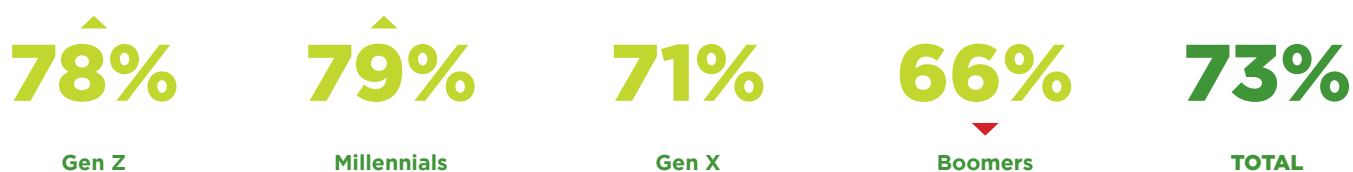
Fig. 007 - Barriers to receiving care – parents vs non-parents

Parents are also more likely to struggle with asking for support, with fear of judgement and guilt strongest amongst parents with younger children. When they cannot find the face-to-face support that they need, 62% of parents (vs 42% of non-parents) are turning online for support, with 70% (vs 50% of non-parents) able to find solace in online communities. **(See Figure 007)**

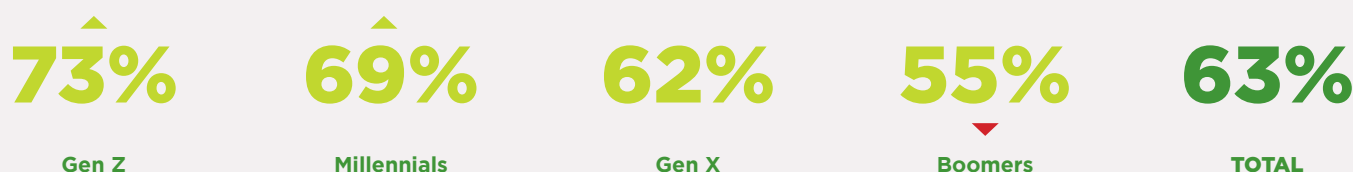
# 7. THE FUTURE OF CARE IN AUSTRALIA

Despite this deficit in support, most Australians want to make more time to care for others, with half intending to do more volunteering work within the next 3-6 months. The intention to do more in the future is significantly higher amongst younger generations, with feelings of needing support during the pandemic serving as a catalyst for wanting to further support others. Whilst intention to do more is lowest for Boomers, they are also most likely to say that they already do enough for their community (14% of Boomers say they take enough action vs 3% of Gen Z).

## The events of the past year has made me want to care more for others



## The events of 2020/21 made me want to give back to charitable organisations



## Top 10 Community Acts People 'Would Like To Do More Of'



▲ Significantly higher/lower compared to other generations

# 8. CONCLUSION

Care is a part of Panadol's DNA; working to build and promote a culture of care in the minds and hearts of Australians and to reflect the mission and motivation behind its heritage brand. Care within the community context brings to life the importance others play in the role of our happiness and health and shows us how external events can have a profound impact on the way we think and behave within the context of our communities. This study by Panadol has shown that there are many that may be struggling silently who are in need of more support; but moreover, many others who are willing to care.



## About The 2022 Panadol Care Study

New, independent research commissioned by GSK Consumer Healthcare, the makers of Panadol, surveyed 3,000 Australians to gain a deeper understanding of what care means to them, and the role of community. An online quantitative survey was conducted during December 2021 with controlled interlocking quotas set on age, gender and state, to ensure a nationally representative sample of the adult population in Australia aged 18-75. The research was conducted by Edelman Data x Intelligence (DxI).

## About The Panadol Care Collective

Panadol is taking the opportunity to help care for those that care the most - the Panadol team wants to recognise outstanding Aussies by rewarding them with a share in \$135,000 worth of care packages. Rewarding Aussies who have gone above and beyond to help ease the "pain" of others by paying it forward and giving them something that will make a real difference to their lives. Panadol wants to hear the remarkable stories of individuals who have continued to give back to their community. Whether they are a family member, a work colleague, a neighbor, or a friend; Panadol is inviting people to visit [www.Panadol.com.au/carecollective](http://www.Panadol.com.au/carecollective) between 15th June and 29th July and tell Panadol briefly why their nominee deserves to be recognised.

