



## New survey reveals COVID-19 has made Aussies more aware of supporting small business

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With a second wave and further restrictions looming, 85 percent of Australians have experienced a wake-up call to support small businesses during the COVID-19 pandemic, according to new research.

The study asked 500 Australians how they've handled the novel coronavirus' impact on their local communities and how they're supporting each other in this difficult time.

Conducted on behalf of Canva, the survey found that 45 percent of respondents feel COVID-19 has brought their community closer together, with 28 percent donating supplies to those in need and 22 percent donating to local charities lending a hand to combat the virus.

"Recent months have stressed the importance of acting with kindness and compassion - especially when it comes to supporting our local communities in a time where small businesses are struggling to break even and keep their employees," said Canva's Trends and Data Analytics Lead, Dr. Tim O'Keefe.

One respondent shared how they had set up a food bank for international students, with another helping an elderly neighbour with home maintenance work.

During the initial lockdown period, more than half of the respondents shared they had consciously supported between 1-10 local businesses in their community. 62 percent of those surveyed said they're more consciously ordering delivery and takeaway from small businesses rather than large corporations or chains.

"Around the world, we're seeing millions of small businesses quickly adapt so they can continue operations. We've also seen a surge in the use of Canva's free small business templates, with the creation of takeout menus growing by 66% as restaurants pivot to offering delivery-only, new marketing material to promote how distilleries are now producing hand sanitiser, and the adoption of personalised Zoom background designs for personal trainers running virtual classes. It's incredibly inspiring to see this positive trend towards innovation, determination, and camaraderie across the globe," added Dr. O'Keefe.

Another four in 10 respondents said they've been consciously sharing small businesses across social media to support them at this time. 15 percent of respondents have started writing reviews online, with 9 percent making donations to keep their favourite local spots open.

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