

COVID-19 Barometer

As Australia battles the Covid-19 delta strain and we adjust to prolonged lockdowns in our major cities, we are more focussed on what will get us back to living a 'sense of normality'.

Sentiment

6 in 10

Aussies are concerned about the current state of the pandemic in Australia



Overall **61%** of Australians are concerned. -5% since August 2020, +20% since April 2021

66%

August 2020

40%

April 2021

61%

August 2021



Over **3 in 5** believe we must all follow the rules until we get to the end of any significant risk



2 in 5 support the Federal Government's handling of the pandemic



People largely agree that their own state government has handled the pandemic well

53%

NSW

60%

VIC

62%

QLD

77%

SA

83%

WA

Behaviours

Australians are exercising from home less and working longer

10%^{⬇️}

Home exercise

Total population

15%^{⬆️}

Work hours

Aussies are less concerned with their own personal grooming

20%

have **reduced hair styling**

35%

of females decreased time applying **makeup**

20%

have increased wearing **slippers and pyjamas**

47%

want to go to a **hairdresser ASAP**

Amongst all Australians unless specified



41% have increased their news consumption and **1 in 5** how much they watch TV in bed



For parents, **sending the children back to school** is the activity they want to happen **ASAP**

Shopping

62% are purchasing the same brands as last month

1 in 3

have **tried different brands** which they will continue to buy after COVID-19

22%

have **purchased more alcohol** for at-home occasions

1 in 3

have increased **shopping online** since last lockdown



We slowed down our **stockpiling**

18%

August 2021

24%

April 2020

Health

55% of Aussies believe we should keep the goal of zero cases of community transmission



73% are more likely to get vaccinated to help stop the spread and keep the community safe



42% think non-health brands should get involved upon returning home (**63%**) are the most feared travel experiences



60% trust health authorities but just **31%** trust the government for health information; half rely on their GP and **26%** on doctors in the media

Travel

3 in 5 Aussies are most looking forward to travelling locally (61%) and abroad (57%)



Half will prioritise seeing Australian sites and **25%** will only book travel in their home state in the next 12 months



Sudden border closures (**68%**) and quarantining upon returning home (**63%**) are the most feared travel experiences



Two-thirds are more likely to get vaccinated if they could freely travel domestically and it would prevent state border closures

Finance

40% of Aussies believe they need to be financially proactive – an all-time low since the pandemic began



66% want the majority of the population vaccinated to feel safe returning to daily life



56% are concerned about the economy (-12% from August 2020)



25% are struggling to make ends meet with **45%** spending less, doing without or delaying planned expenses

Source: Kantar Australia's Covid-19 Barometer was collected from the responses of 1,000 Australians (nationally representative in terms of age, gender and location) between the 29th July and 2nd of August 2021.