

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

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









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



handling of the pandemic



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



53%

NSW

VIC

60%

QLD SA

62%

77% 83% WA



Australians are exercising from home less and working longer

Home exercise

Work hours



Aussies are less concerned with their own personal grooming

20%

35%

20% have increased wearing 47% want to go to a

styling

have reduced hair

of females decreased

time applying makeup

slippers and pyjamas

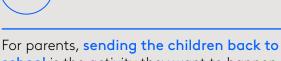
hairdresser ASAP

Amongst all Australians unless specified



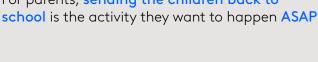
41% have increased their news consumption

and 1 in 5 how much they watch TV in bed



Shopping

are purchasing the same brands as last



have tried different brands which they will

1 in 3

COVID-19

continue to buy after

have purchased more alcohol for at-home occasions

22%

have increased shopping online since last lockdown

1 in 3



Health

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

August 2021



April 2020

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

of Aussies believe we should

of community transmission



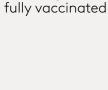
rely on their GP and 26% on doctors in the media



Travel

73% are more likely to get

vaccinated to help stop



42% think non-health

brands should get involved

to help get more people



Half will prioritise seeing

state in the next 12 months

(61%) and abroad (57%)





Finance

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



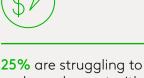


66% want the majority of the population vaccinated to feel

safe returning to daily life



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



make ends meet with 45% spending less, doing without or delaying planned expenses