

COVID-19

Barometer



As we enter year three of the pandemic but reopen after two years of restrictions, Australians are future-focussed, keen to get back to living a 'sense of normality' but remain passionate about community, localism and sustainability and command this purpose from the brands we support.

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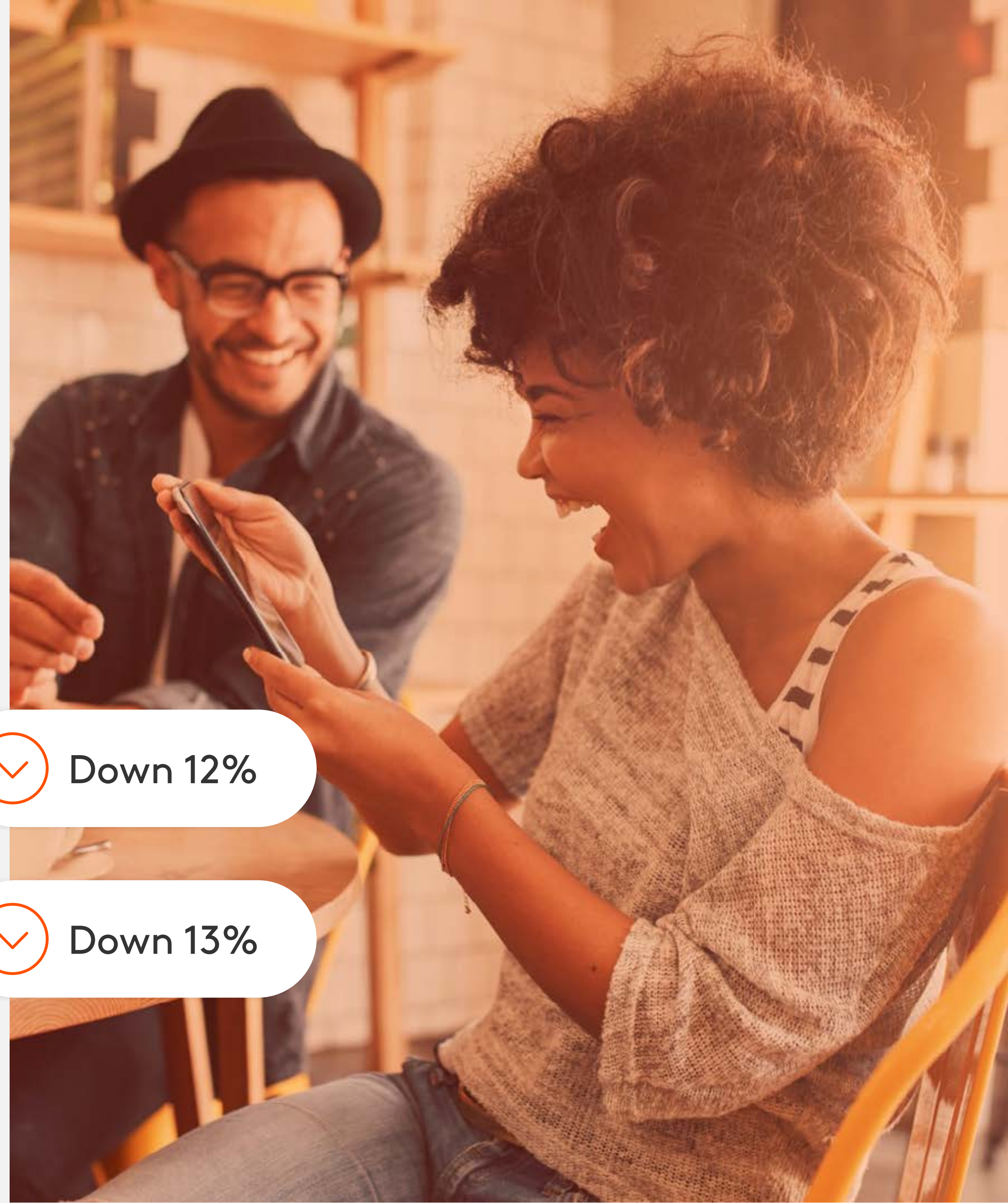
What we think and how we live

49%

- are **concerned** about COVID-19
- believe we must all **follow the rules** until to the end of any significant risk

✓ Down 12%

✓ Down 13%





34%

Support the Federal government's **handling of the pandemic**

✓ Down 6%

49%

are concerned about the **economy**

✓ Down 7%

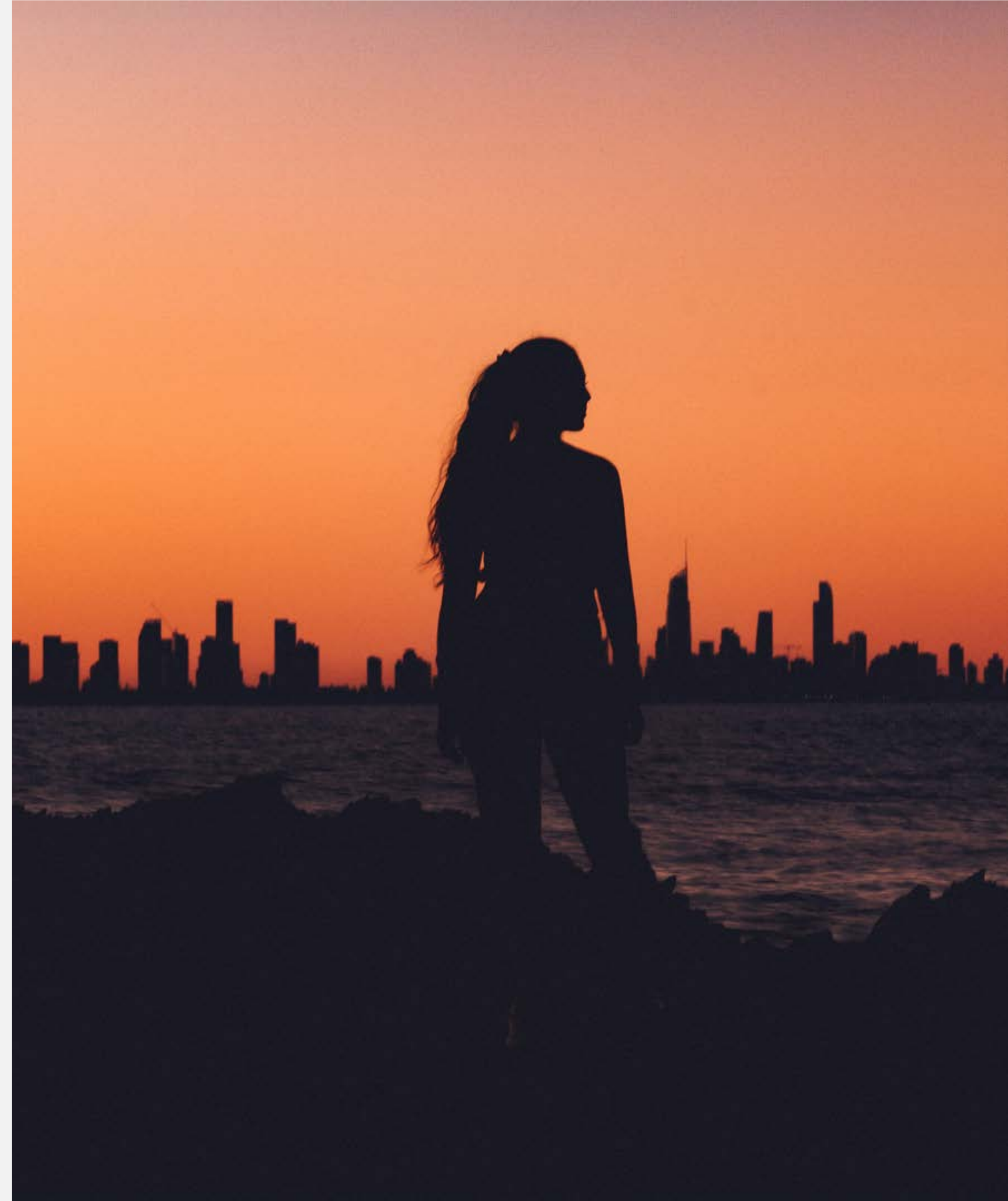
Compares sentiment between February 2022 and August 2021

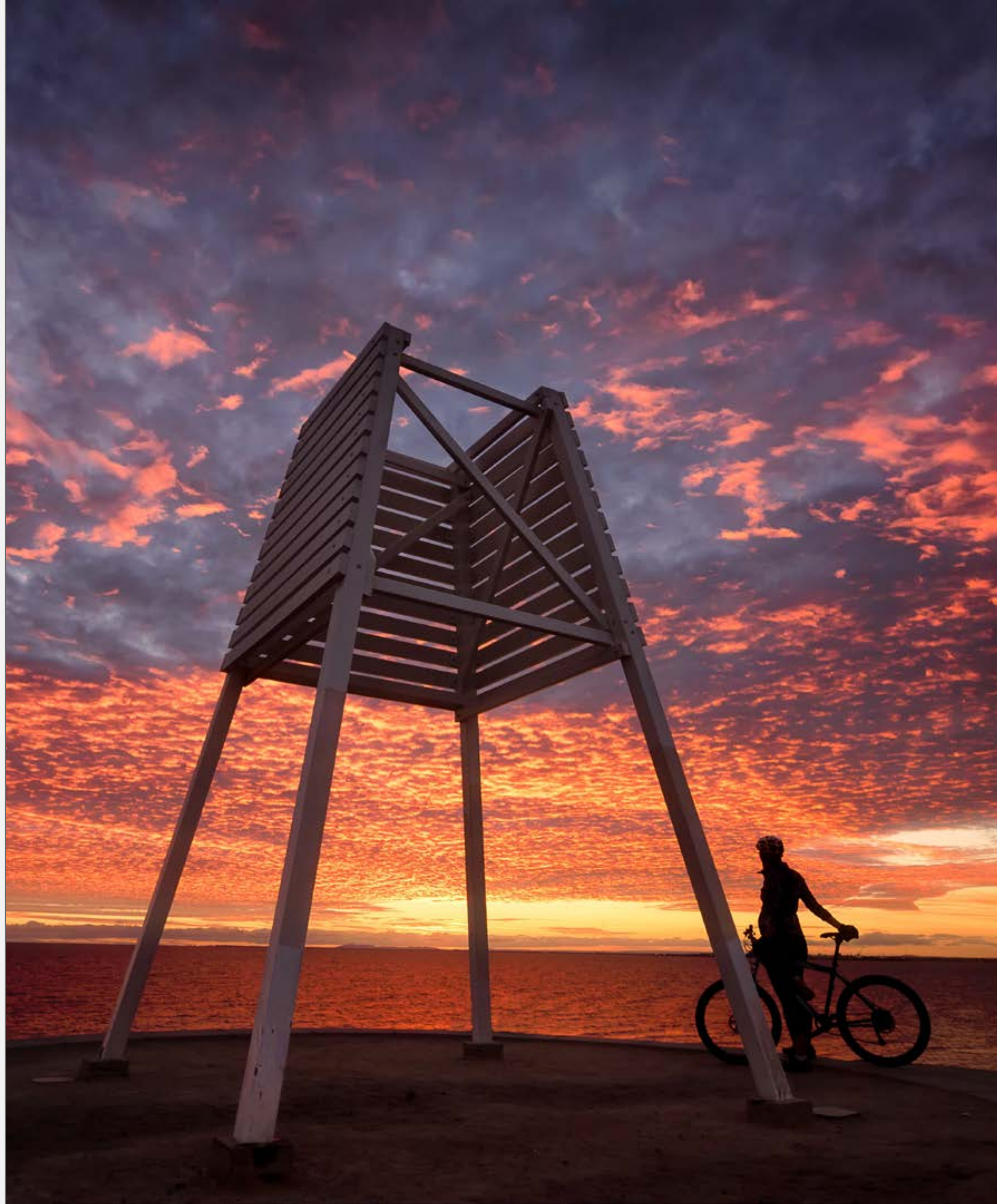


56%

think that **2022 will be better** than 2021

BUT... are feeling more **frustrated** (32%),
trapped (26%) and **lonely** (24%) than
before the pandemic





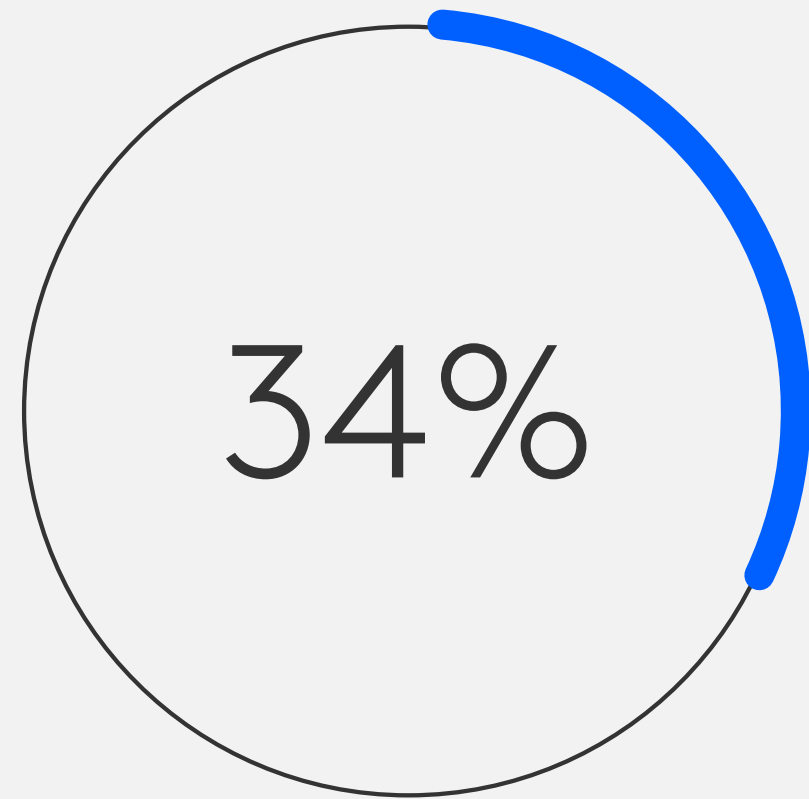
Half

can't wait to travel again **in Australia** (49%) and **overseas** (53%) but will **avoid crowded hotels and chains** (50%) and prioritise seeing **Aussie sights** (53%)

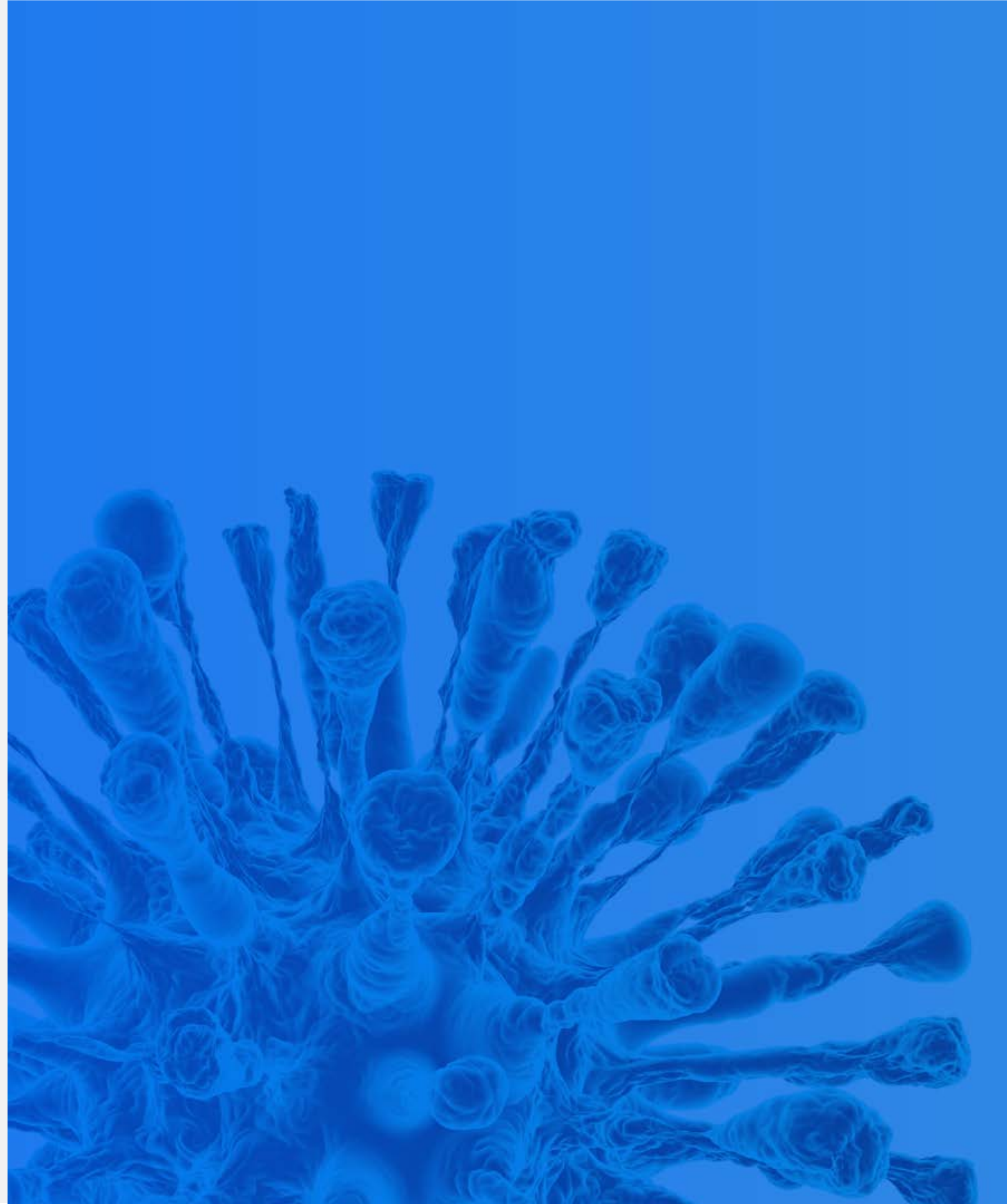


BUT... **3 in 5** will plan their holidays **well in advance**

Covid in the community



are **concerned about falling sick** – the highest since March 2020 (49%)



50%

feel **moderately or significantly concerned** about living with Covid-19 and threat of new variants

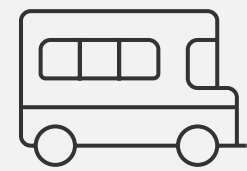
42%

are worried about **another snap lockdown** in the next couple of months

Over 5 in 10

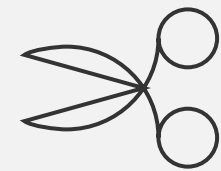
Despite Covid-19 in the community, Australians **currently feel comfortable...**

63%



sending children back to school

58%



going to the hairdresser

55%



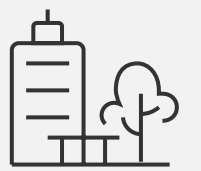
shopping

53%



going to a restaurant or bar

50%



returning to the office

How we're spending

1 in 3

believe they need to be financially proactive (36%) – **an all-time low since the pandemic began**

Compares sentiment between February 2022 and March 2020 (down 32%) and across interim 10 waves





65%

say their **disposable income** has remained the same or increased over the last two years

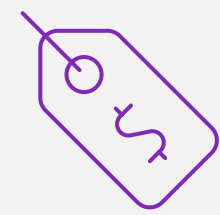
35%

of owners and employees of SMEs feel the pandemic has had a **negative impact on their business**




41%

are paying attention to **products on sale**



BUT more and more are paying attention to **price...** 51%

 Up 8%

Compares sentiment between February 2022 and August 2021



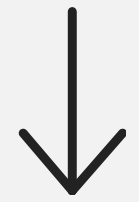
Over 1 in 5



want to increase spending in **domestic travel** (23%) and **international travel** (21%)



33%



want to **reduce spending** in bars, restaurants and cinemas and on live entertainment, fashion and accessories





Shopping, localism and the brands for me

55%

prefer doing their groceries in
supermarkets **close to home**





50%

are **purchasing the same brands** as always



Down 12%



BUT ... **Stock shortages have impacted brand choice** with **53%** unable to find their favourite brands in the past month.

Compares sentiment between February 2022 and August 2021

2 in 3

think that **shopping locally is important for the community**

✓ Down 9%

Compares sentiment between February 2022 and August 2021



Over half

are actively seeking **Australian-made brands** and **53%** are seeking **Australian-owned brands**





Spotlight on sustainability

65%

believe **environmental** issues are more critical than ever or just as important as before the pandemic



Up 2%

Compares sentiment between February 2022 and August 2021



67%

try to buy items that **use less packaging** or with **reusable / refillable packaging**



68%

are **avoiding products** with **plastic packaging**



41%

take their **own refillable containers** when shopping



For the latest Australian and global insights to help your brand manage the effects of COVID-19 in Australia and prepare for future growth visit our [COVID-19 Content Hub](#)

This research was collected between the 8th to 14th February 2022. We collected responses from 1,501 Australians that are nationally representative in terms of age, gender and location.

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