

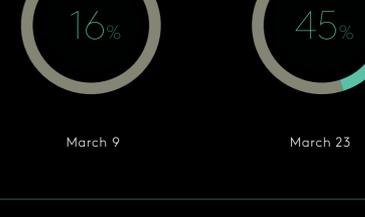
# Australians and COVID-19

Aussies are choosing trusted brands that deliver safety and value

These findings show the extent to which coronavirus is affecting people's daily lives as at 23 March 2020, but we recognise that it's a rapidly changing event. There has been a big shift in consumer attitudes towards the coronavirus situation in the last 2 weeks, in line with the rapidly changing situation and increased restrictions. Product affordability, safety and availability are most important to Australians.

## Attitudes

45% of Australians still feel confident they will stay safe with precautions and good hygiene with those aged 45-54 most concerned



More Aussies expressed significant concern of coronavirus impact on their daily life over the past 2 weeks



March 9



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Aussies are increasingly worried about falling sick, no matter how much they take care of themselves.



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Aussies aged 55-69 are the most positive about their health in this crisis despite being at risk



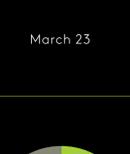
51% believe they will stay safe with precautions and good hygiene



Just 1 in 4 are worried about falling sick no matter what

## Financial Security

Aussies are overwhelmingly more concerned about their financial security as new restrictions threaten jobs and income.



Aussies are looking for support to be more proactive about financial planning and security



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Aussies are increasingly worried that coronavirus will be worse than an economic recession with the risk of job loss



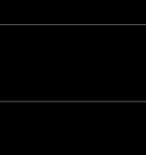
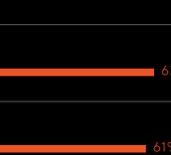
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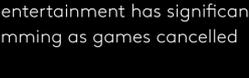
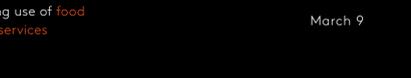
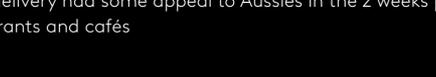
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## Daily Life

Most Aussies are reasonably confident we won't run out of the essentials with 6 in 10 confident that we won't end up in a situation of scarcity but 16% stockpiling.



There has been significant reduction in public activities over the last 2 weeks

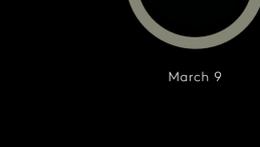


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Food delivery had some appeal to Aussies in the 2 weeks prior to closure of restaurants and cafés



Increasing use of food delivery services

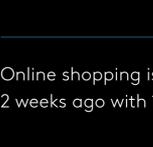


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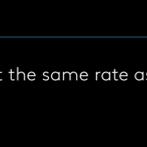
Home entertainment has significantly grown despite reduction of live sports programming as games cancelled



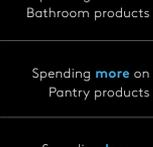
Streaming content more



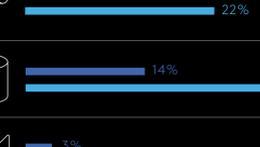
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Watching televised sports more



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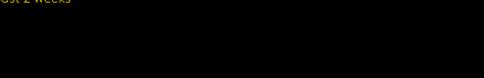
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## Shopping

Self-isolating, social distancing, avoidance of public places, watching spend and availability of supermarket delivery spots is impacting online shopping behaviours.



Online shopping is important. 74% are still purchasing online at the same rate as 2 weeks ago with 1 in 3 reducing in-store shopping.



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## Travel

Borders closing, social distancing measures and government bans have drastically changed the intent to travel despite previously planning to visit bush-fire ravaged regions



6 in 10 Aussies cancelled domestic travel plans in the past 2 weeks



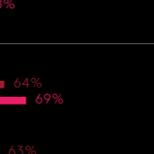
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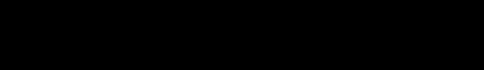
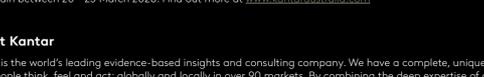
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## Brand Expectations

Aussies want brands to focus on affordable pricing, deals and promotions, easy availability of products and services (especially, supermarkets, banking, FMCG) and products and services that are safe to use



The most important focus for brands by sector



March 9 March 23

### About the study

This study is based on an online survey of 500 Australian consumers between the ages of 18 and 90. Fieldwork was conducted between 6-9 March and again between 20-23 March 2020. Find out more at [www.kantaraustralia.com](http://www.kantaraustralia.com)

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