KANTAR

COVID-19 Barometer

Kantar interviewed 484 Australians aged 18+ online between 27th-31st March. They are nationally representative in terms of age, sex and region.

Australia Snapshot

Wave 2:

Next update due 17th April

Context:

COVID-19 Australian Government advice remains to practice social distancing and practice good hygiene. Most of Australia is in the second week of Stage 3 restrictions.

The national mood: we are...

Feeling concerned

Hugely — Not at all

36 38 10 11 5

31% About scarcity

49% About health

54% About economic outlook

Personally impacted

73% Experiencing day-to-day interruptions

68% Being more proactive about financial planning

72% Indicating their household income has or will be impacted as a result of the crisis

Prioritising

1. Being prepared and Informed 36%
2. Worrying about myself and my loved ones 17%
3. I am sure I will come out stronger 16%

Wanting advice about:

Prevention

50% How long does the virus live on surfaces?

30% Who is at risk of severe illness?

19% Am I at risk from products shipped from abroad?

Diagnosis

51% How likely am I to catch the virus?

49% What are the symptoms?

24% How do I self isolate?

Behaviours

6% Should I travel abroad?

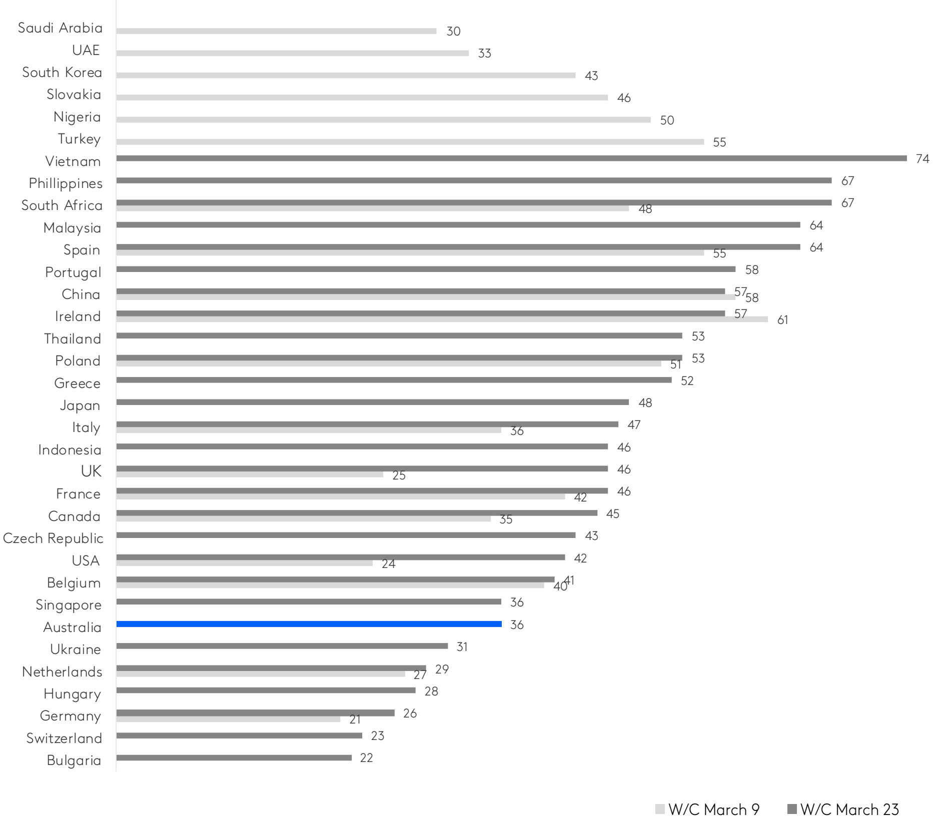
12% How should I wash my hands?

26% Should I wear a facemask?

While concerned about our health and scarcity of products, the focus has turned to the economy. With widespread impacts on household income expected, this will likely lead to higher price sensitivities.

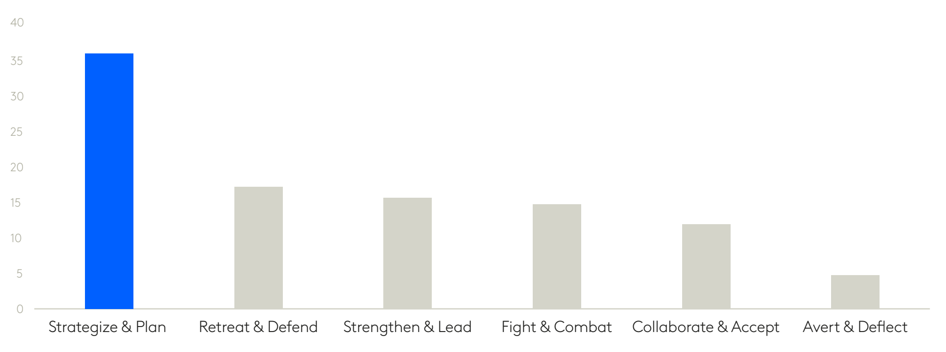
In comparison to the rest of the world

"The situation concerns me hugely"



Overall, Australians are as concerned in week 2 as Italians and Canadians were at the same time of entering the acute crisis stage of the pandemic. Concern continues to increase in a number of countries. Most notably South Africa, UK, USA, Italy and Spain where the acute stage of the crisis continues to intensify.

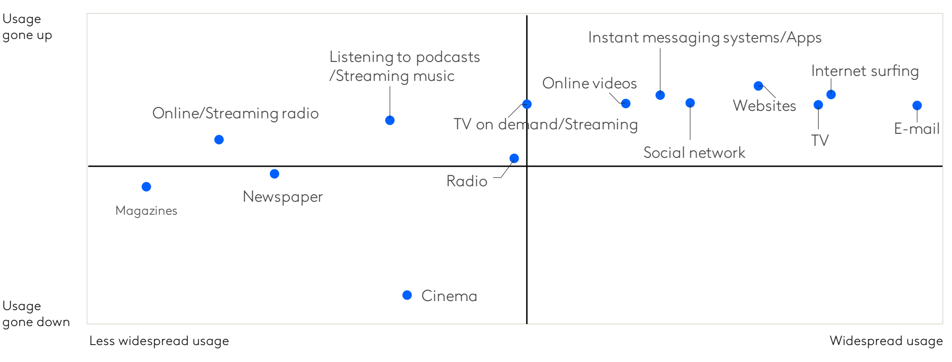
National Emotional Response



Similar to the rest of the world, Australians are focusing on planning and strategising. However, we are also concerned about our immediate families and want to look after them. The resiliance of the Australian spirit shines through as we believe we will become stronger, which is a key difference to the rest of the globe.

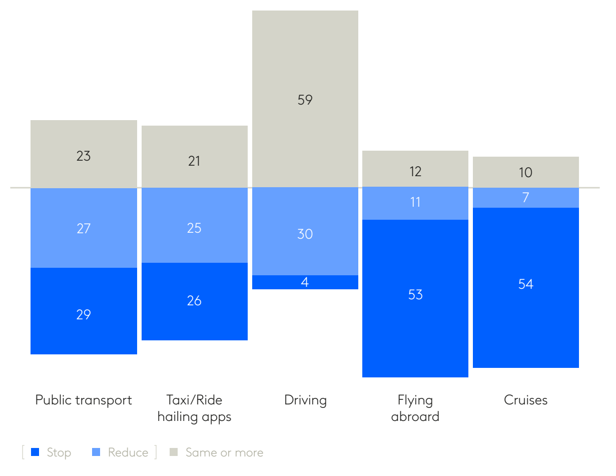
We are adapting behaviours

Claimed Media Usage (past month)



Australians are consuming more media! We see big increases in usage of instant messaging, TV (linear and streaming) and the internet. There are more opportunities than ever to adjust for immediate media consumption changes and communicate, but brands must show their humanity and continue to communicate in the way that consumers expect them to.

Expected travel impact



Top 5 trusted sources of information on COVID-19:

1.	Government agency websites	**62%**
2.	National media channels	**47%**
3.	International advisory bodies	**35%**
4.	My doctor	**34%**
5.	My healthcare provider	**24%**

With travel restrictions in place, we see a significant reduction in plans to travel overseas. And over 50% of Australians have stopped using taxis/ridesharing apps completely or plan to reduce this usage. 6 in 10 plan to drive at the same level or more with only 4% planning to stop driving completely.

In a rapidly changing environment, Australians are looking to the Government and national media channels to keep them informed with accurate and timely health information. Being a global issue, international advisory bodies are also highly trusted personal doctors and healthcare providers.

What, where and how we spend is changing

Change in shopping habits (past month)

	What	Where	How
↓ Spend	-12% Products based of origin	-28% Avoid supermarkets & big shopping centres	
↑ Spend	+26% Paying more attention to prices	+32% Supermarkets close to home	+36% Electronic payments vs cash

Reasons we shop online:

Good prices	Convenience	To save time
60%	45%	49%

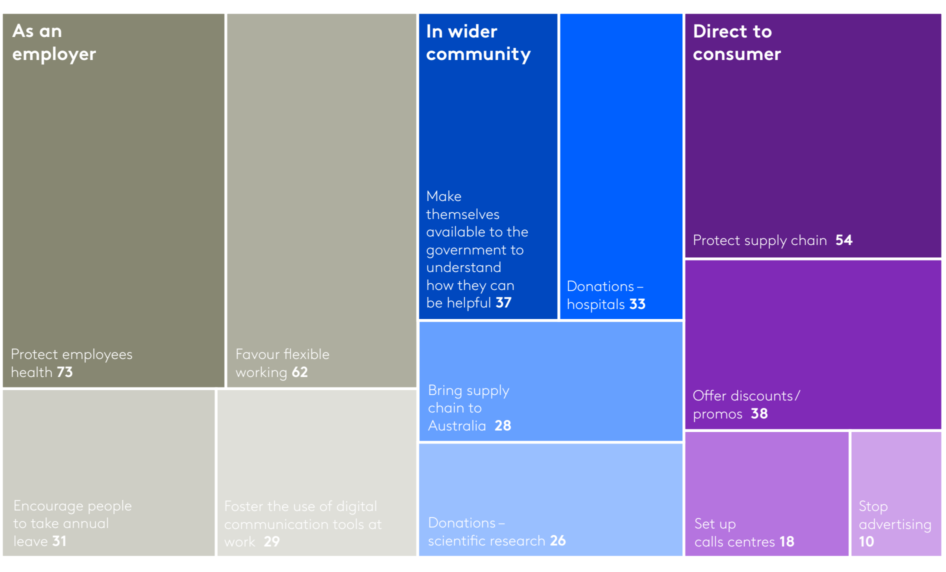
But... 27% don't consider online shopping as positive an experience as in-store.

Spending habits are moving closer to home. Australians are paying more attention to the prices of products, which is reflective of their financial concern. Electronic payments have also increased as some stores seek to limit risk of transmission.

Many of us are happy to shop online as we find compelling offers and affordable pricing. Furthermore, the conveniance and time saving benefits of e-commerce are maintained under self-isolation and is expected that we will become even more reliant on e-commerce as restrictions continue.

People are clear of what they want from companies and brands

What should companies do in this moment?



Two thirds of the actions we want to see from companies relates to their role in the wider community and as an employer rather than the way they interact with their consumers.

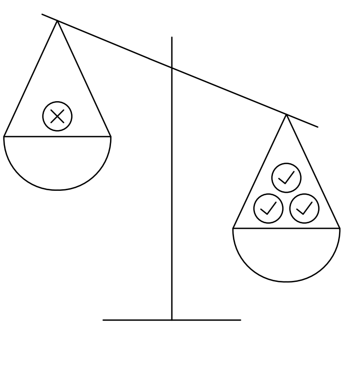
Australians are looking for pragmatism, information and support from brands and businesses – it's very clear that we don't want brands to stop advertising but it's very important that this is not seen as exploitative or insensitive.

What should brands do at the moment?

31% Be practical and realistic and help consumers in their everyday life.

20% Be an example to guide change.

16% Reduce anxiety and understand consumers' concerns.



Should:

talk about how they could be helpful in the new everyday life 30%

inform about their efforts to face the situation 28%

use a reassuring tone 28%

Should not:

NOT exploit the coronavirus situation to promote the brand 53%

Strong brands will lead the way and show their purpose in action. But they must be mindful of striking the right tone: what you say now must be relevant to customers, true to the brand DNA and backed up by concrete action.