


# COVID-19 Barometer

Kantar interviewed 500 Australians aged 18+ online between the 23rd and 28th April. They are nationally representative in terms of age, gender and region.

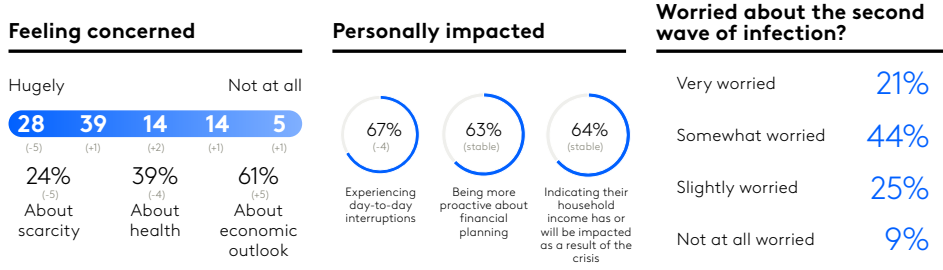


### Australia Snapshot

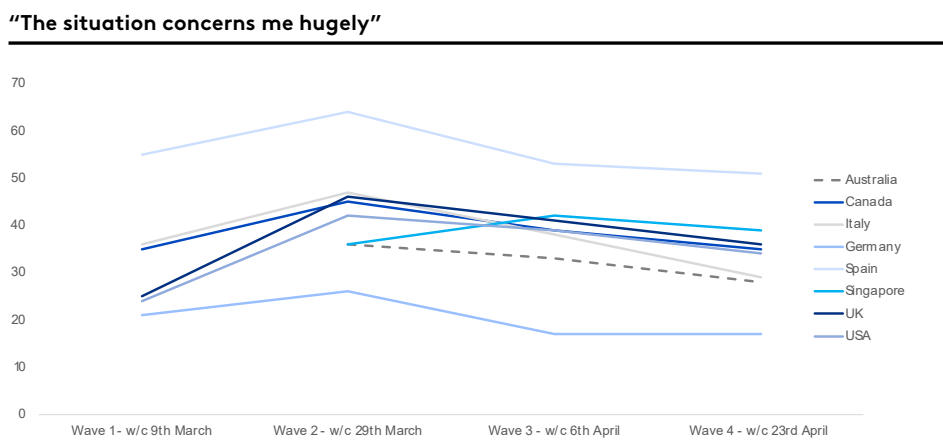
Wave 4:  
23rd - 28th April

**Context:**  
Australians have remained in stage 3 lockdown for just over a month. Major events such as Easter and Anzac Day have been celebrated very differently this year. Whilst still early, it looks like Australia has successfully flattened the curve with new daily cases well under 100.  
*Differences to the previous wave are shown in the brackets*

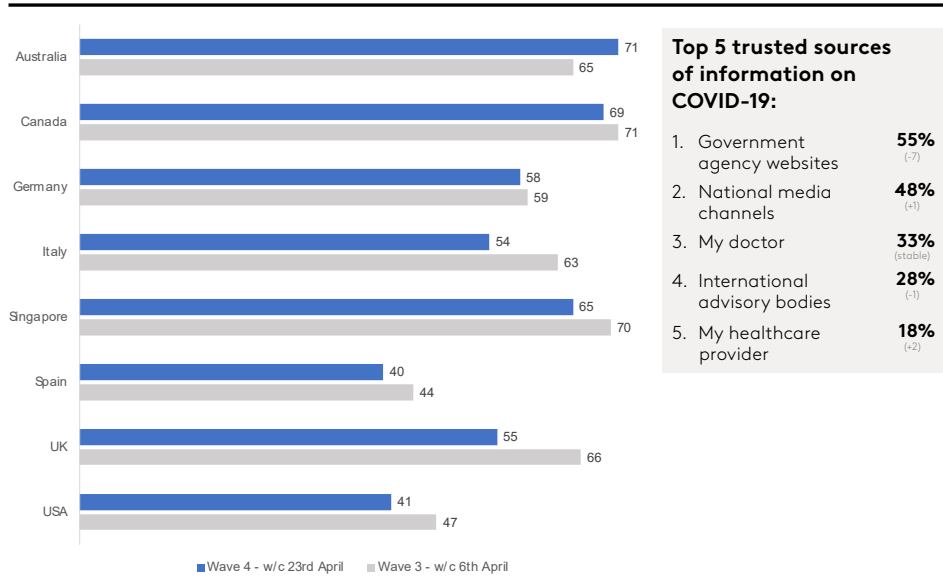
## The national mood: we are...



## In comparison to the rest of the world



## Approval of government response to the coronavirus crisis

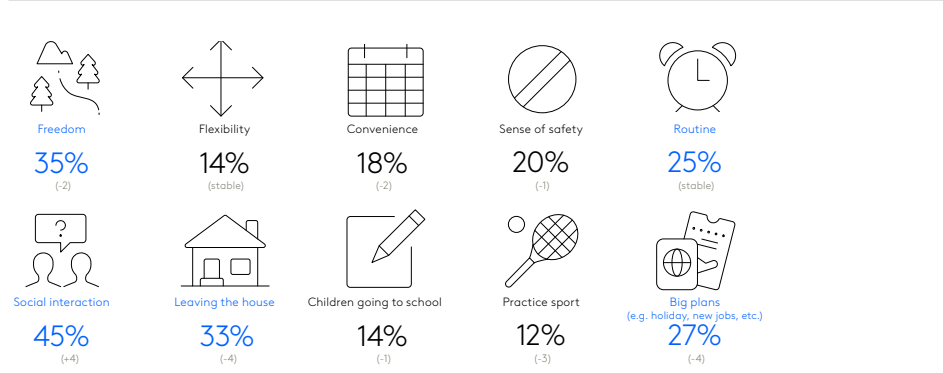


Concern about coronavirus continues to drop, especially in terms of food scarcity and health but 6 in 10 Aussies are still worried about our economic outlook. The number of those whose household income is impacted and people proactively planning for their finances remains stable, despite a decrease in the day-to-day impact of COVID-19 on our lives. And even as the curve continues to flatten, we are worried about a second wave of infections.

We see a similar trend globally with concern plateauing at the end of April.

Aussies continue to approve the government response which has been robust including financial stimulus, new apps to enable better contact tracing and more recently a report seeking recommendations for the impact on mental health. Comparatively, other countries have all seen reduced approval of their respective government response. However, our trust in government websites has plateaued despite remaining the most trusted source of COVID-19 news. This could potentially be linked to the impending launch of the covidsafe app. Media channels have remained stable over the same period.

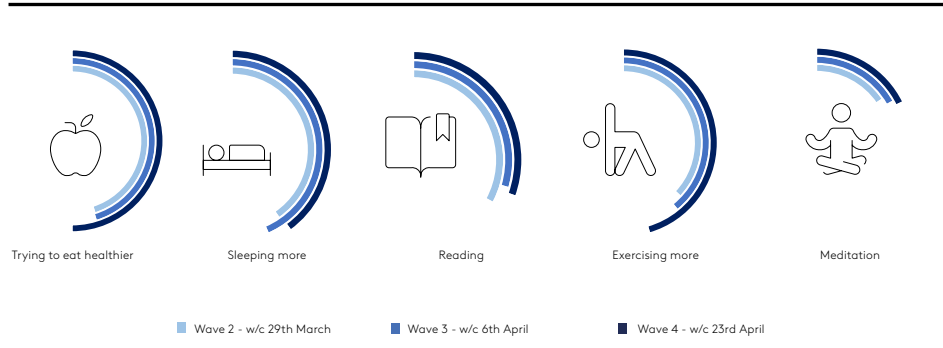
## What has been the hardest to give up?



At the time of the survey, physical social interaction was the hardest thing we've found to give up, as states look to ease social distancing restrictions it's likely this will soften as a key source of hardship. Leaving the house and general freedom while still hard is not as concerning as a fortnight ago as people come to terms with the lockdown.

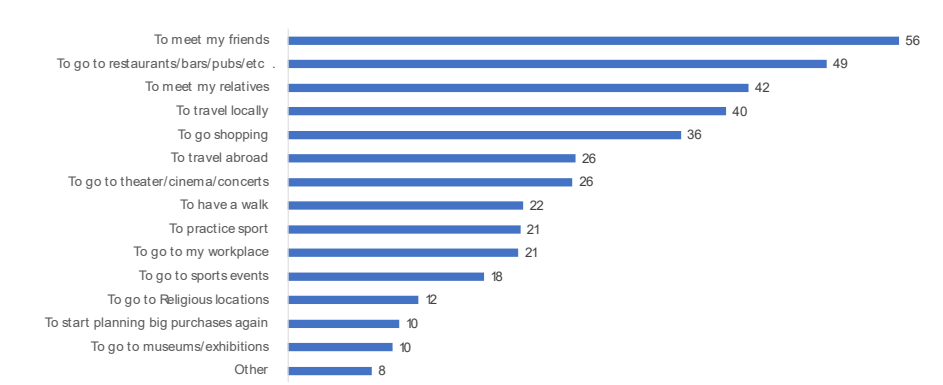
## We are adapting behaviours

### Many are adopting healthier habits during the lock down



Isolation has prompted Aussies to adopt healthier habits and this has increased, especially with the focus on eating and exercising.

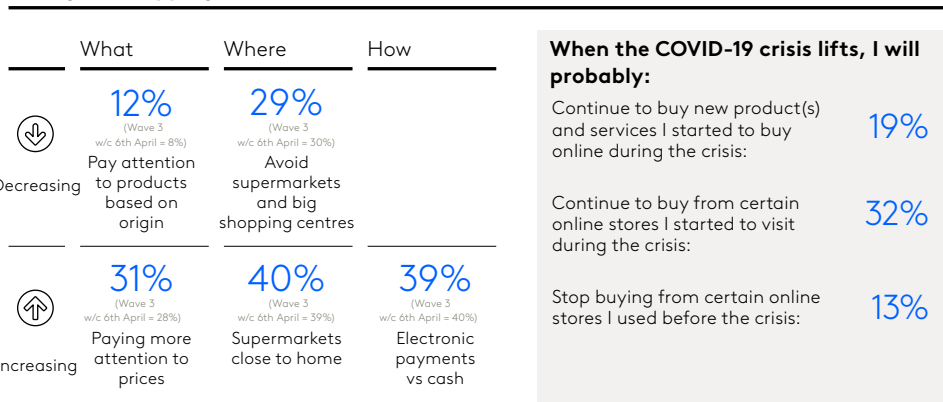
## Post-isolation, Australians are most looking forward to



Meeting friends and relatives are what Aussies are most looking forward to in life beyond lockdown. We want to shop and visit bars, restaurants and pubs too. 40% of Aussies can't wait to travel with domestic plans being built and the potential to open borders with New Zealand appealing.

## Quarantine shopping habits have remained relatively consistent

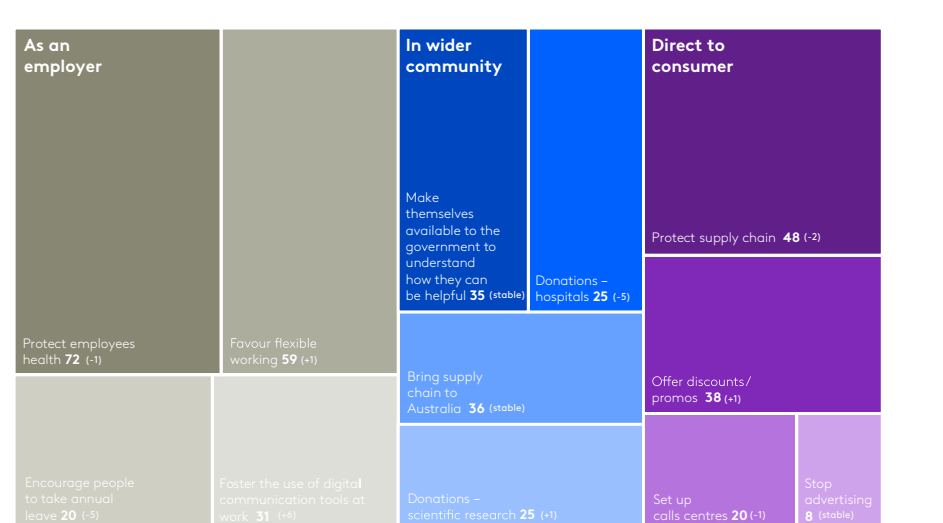
### Change in shopping habits



Aussies continue to become more price sensitive in line with economic concerns. However other shopping habits remain stable. The perceived benefits of online shopping are reducing as the comparison to in-store becomes a distant memory. Once restrictions lift, one-third of people believe that they will continue to visit the online stores they frequented during the crisis.

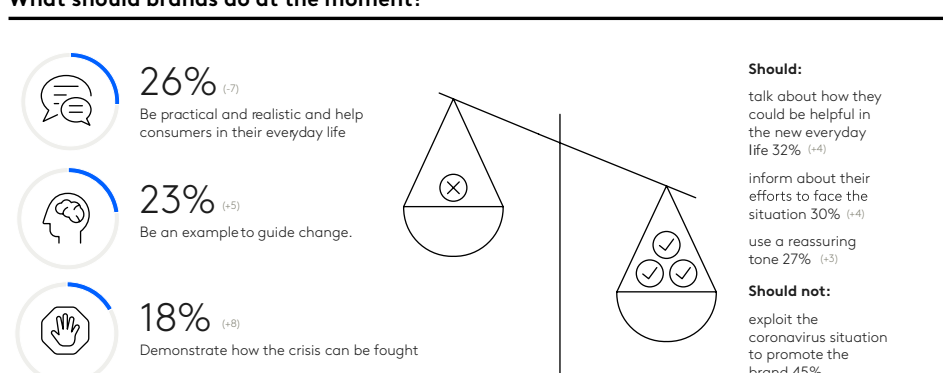
## People are clear of what they want from companies and brands

### What should companies do in this moment?



The actions of companies have remained relatively stable. As pre-booked holidays have had to be cancelled, less Australians believe that they should still take their annual leave. Company use of digital communication technologies has grown in popularity to facilitate our interactions and fulfil our craving for social interaction.

### What should brands do at the moment?



Brands should continue to be practical and realistic in their advice to customers; but acknowledge the growth in the number of consumers who want to see exactly how brands are fighting the crisis. With an overload of 'we are here to help' messages over the past month, consumers are looking for tangible actions by brands that align with their values.