


# COVID-19 Barometer

Kantar interviewed 500 Australians aged 18+ online between the 22nd and 26th May. They are nationally representative in terms of age, gender and region.

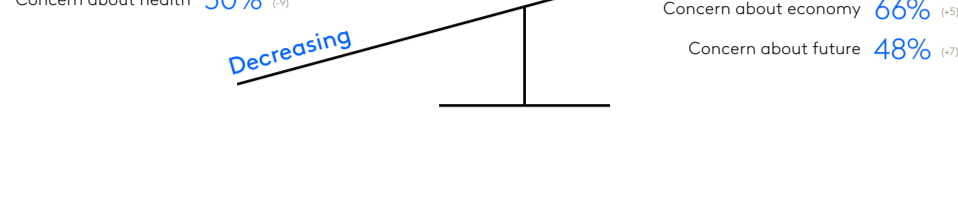


### Australia Snapshot

Wave 5:  
22nd - 26th May

**Context:**  
As infection rates remain low across the country, restrictions have started to be lifted. Phase 1 of lifted restrictions have now been enacted with school children returning at a staggered rate and gatherings slowly allowed in greater numbers.  
*Differences to the previous wave are shown in the brackets*

## What we are concerned about continues to change



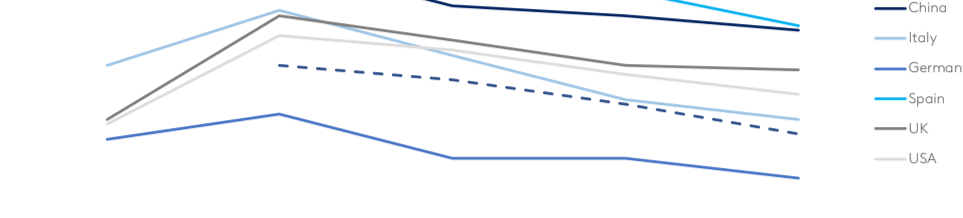
### Personally impacted



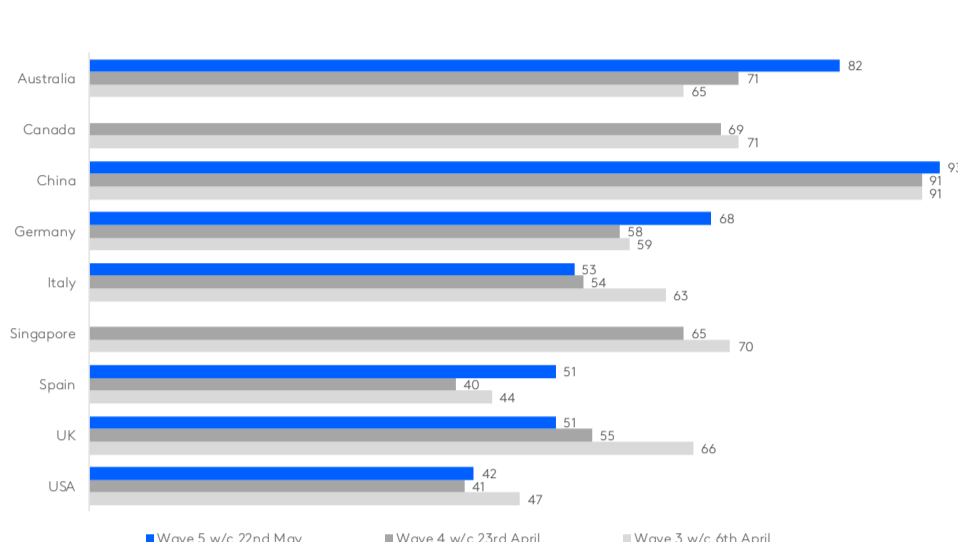
### Worried about the second wave of infection?



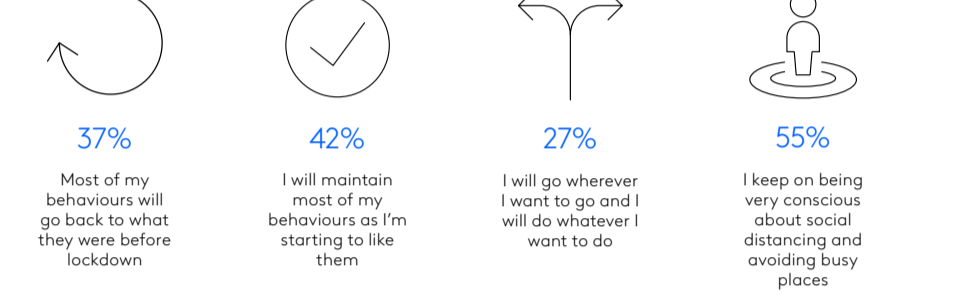
## In comparison to the rest of the world



### Approval of government response to the coronavirus crisis



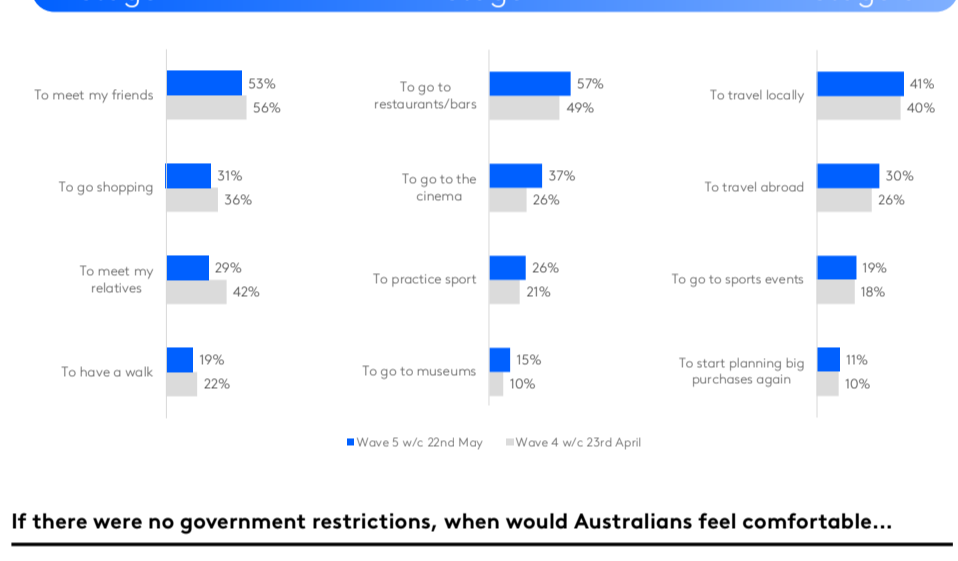
### Will we keep our lockdown behaviours?



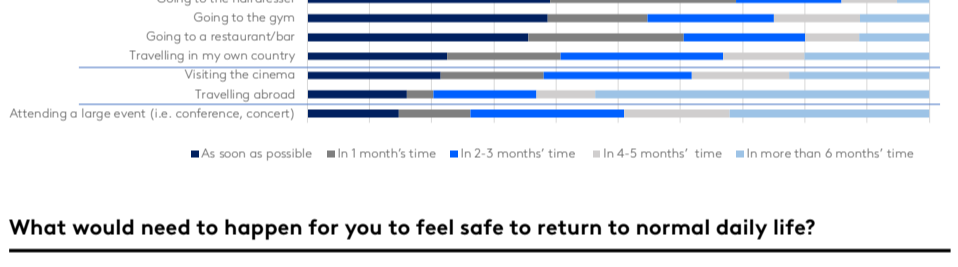
### The behaviours that we want to maintain are:



### Post isolation, Australians are looking forward to



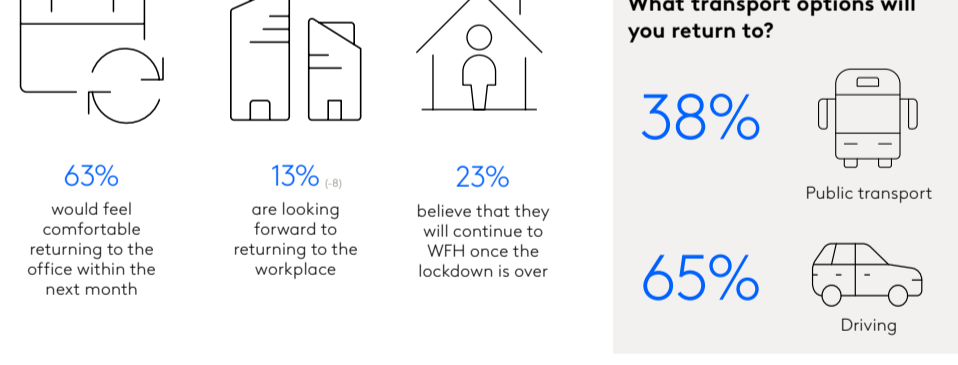
### If there were no government restrictions, when would Australians feel comfortable...



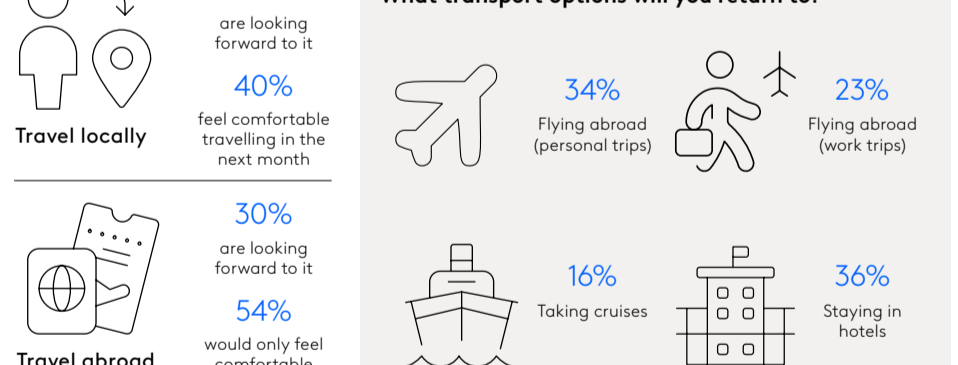
### What would need to happen for you to feel safe to return to normal daily life?



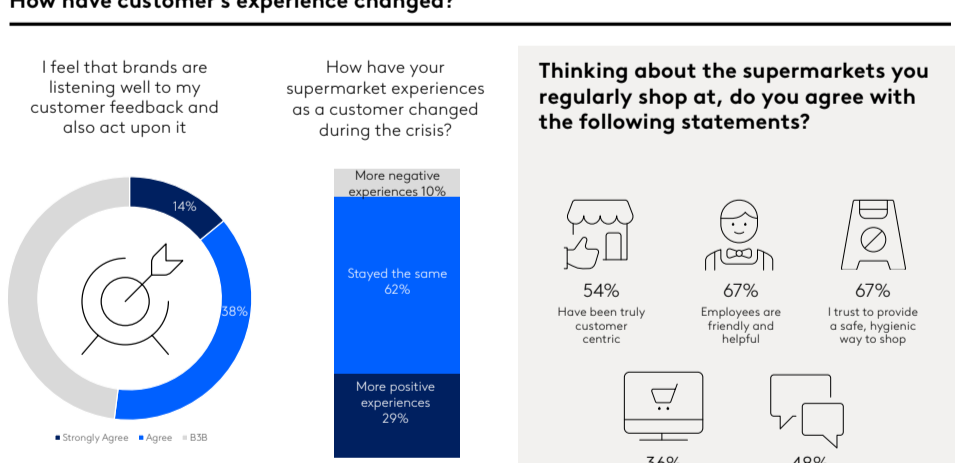
### How do Australians feel about returning to work?



### How do Australian's feel about travel?

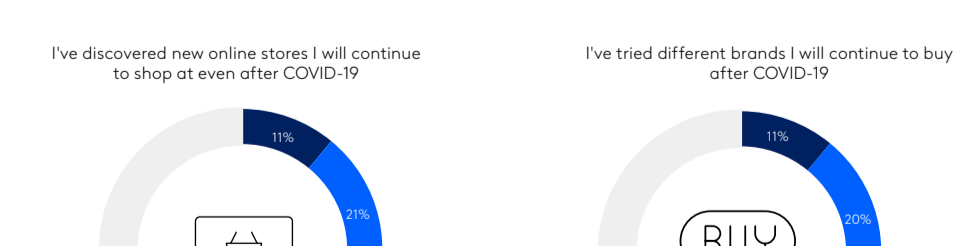
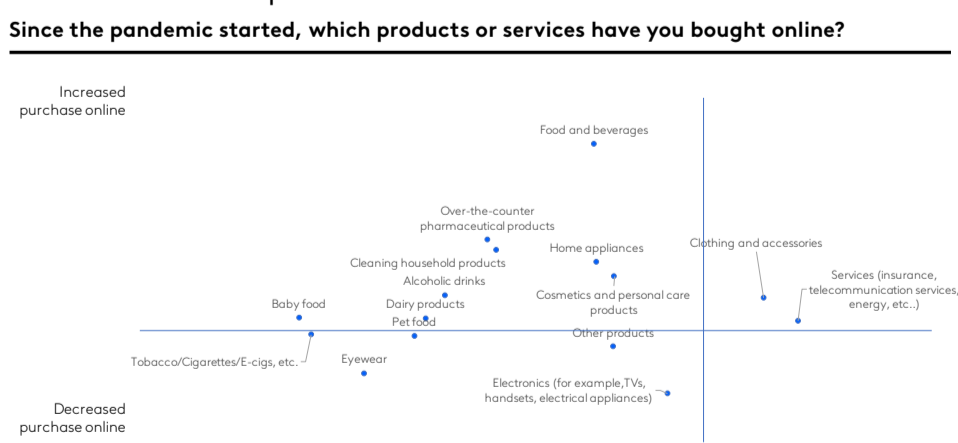


### How have customer's experience changed?

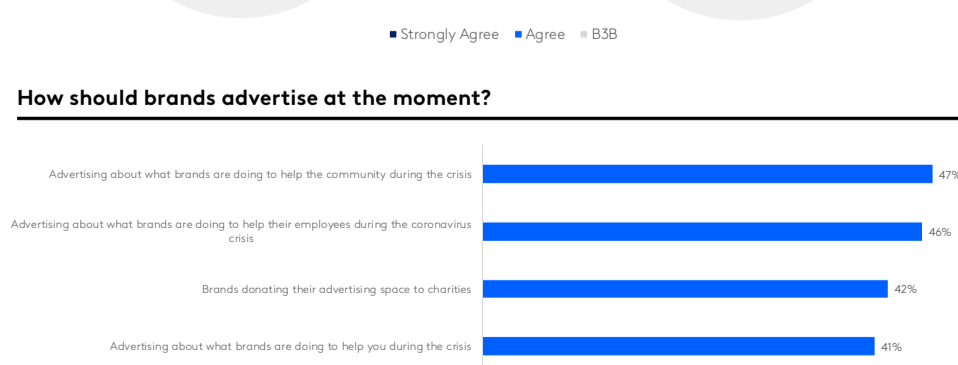


## E-commerce increased during lock-down, with behaviours expected to stick

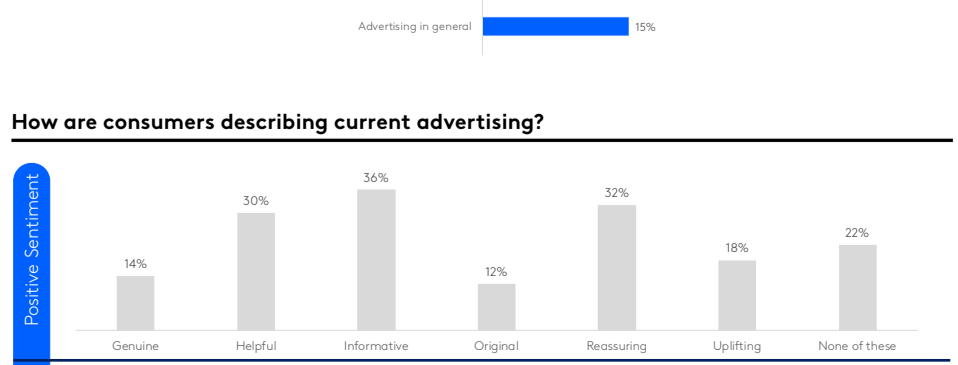
### Since the pandemic started, which products or services have you bought more?



### How should brands advertise at the moment?



### How are consumers describing current advertising?



### General health concerns continue to ease as daily case numbers remain low with concern of a second infection wave slightly abated.

However, people are increasingly unsettled about the future and our economy – over half of all Australians are still feeling the financial hit and are now more proactive about financial planning.

As restrictions start to lift, we see day-to-day impact drop sharply.

Globally, concern is softening but at different rates. Spain and Australia have seen the largest fall with the UK and China remaining relatively stable.

Australians are increasingly positive about the government response as we begin to re-open the economy.

Australians remain cautious and want to maintain social distancing and avoid busy places. However, there is a divide in returning to pre-lockdown behaviour – 42% want to maintain lock down behaviours and 37% believe that their behaviours will go back.

Australians also want to keep their lockdown hygiene and healthy eating habits gained during lockdown – notably cooking and experimenting with new recipes.

Aussies are aligned with the government's plan for lifting restrictions led by the desire to see friends and family, which eased slightly once permitted. Enthusiasm now moves towards the re-opening of bars, restaurants, cinemas, sport and museums – over half of people would feel comfortable returning to these activities in a month even if there were no government restrictions.

Maintaining social distancing and hygiene measures will help Australians feel safe about life returning to normal, yet only 11% of Australians believe that we should be required to wear a facemask.

Interestingly, Australians are not looking forward as they realise the perks of working from home and consider commuting restrictions. Driving will see the biggest rise with almost 4 in 10 recommending use of public transport. Almost 25% believe they will continue to work from home revealing a sizeable shift in office behaviours.

Australians are excited to travel but remain cautious – over half want to wait more than 6 months before travelling internationally. Driving will remain the preferred form of transport, ideal for shorter domestic getaways. Cruises are also less appealing, yet the lower cost of domestic cruises is an attraction for some.

Positively, over one-third of Aussies feel that brands in general have listened to their feedback and acted upon it. They feel like their customer experience at supermarkets has remained the same or even improved during lockdown.

Supermarkets have benefited from two-thirds positively viewing their employee engagement and hygiene practices. And while over one-third believe that their online experience is excellent, there is room for improvement given the propensity to continue with eCommerce.

Even as physical stores start to reopen, Aussies have increased their online shopping habits led by food and beverages along with pharmaceuticals, home appliances, cosmetics and cleaning products. Almost one in three have discovered new online stores during lockdown that they will continue to buy from as restrictions ease.

Aussies want to hear how brands are 'helping out' – from local communities to their employees and charities. Demonstrating their support for customers and how they can make their life easier is also well received.

Overall, advertising has been positively received with most of the advertising seen as helpful, informative and reassuring – aligning with consumer expectations. There is an opportunity for brands to run unique creative with just 12-14% of Aussies finding advertising is genuine or original. Continuing to highlight the tangible actions they are taking to support Australians through and out of the pandemic is important.