

COVID-19 Barometer

Kantar interviewed 500 Australians aged 18+ online between the 17th and 21st July. They are nationally representative in terms of age, gender and region.



Australia Snapshot

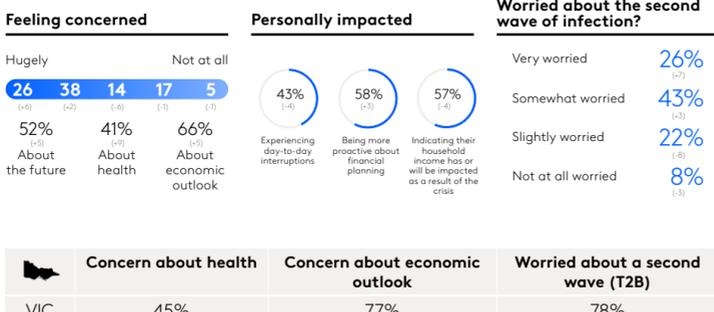
Wave 7:
17th - 21st July

Context:

Whilst restrictions have been lifted around Australia, the new spike of cases has led to the reinstatement of certain rules. Cases have increased in Victoria and certain postcodes have stay at home orders. Other states have very few cases and as such borders have been shut to try and limit the spread of the virus.

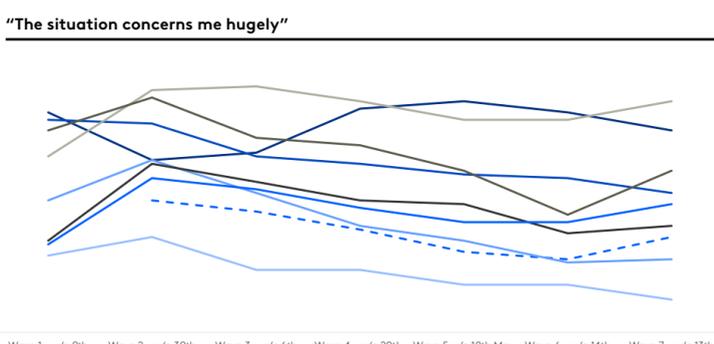
Differences to the previous wave are shown in the brackets

The national mood: we are...



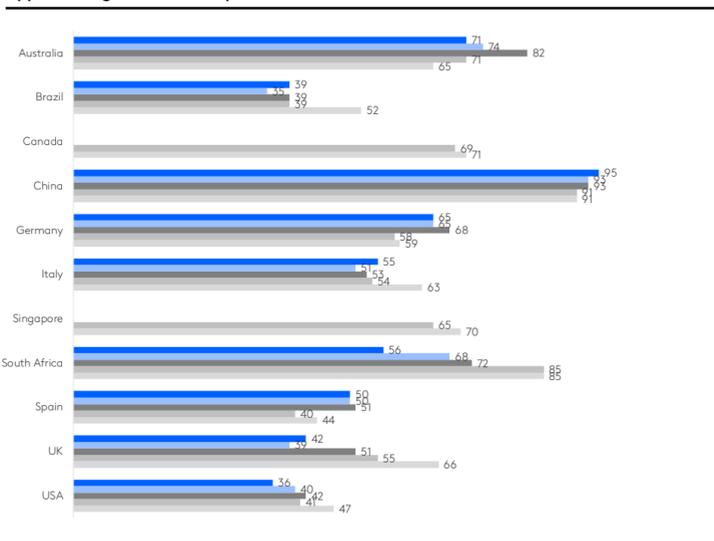
With Victoria battling a second wave, we see Australians increase in their concern for health, the economy and the future w/c 13th July. With the second wave currently contained within Victoria where case numbers continue to increase, we see concern for health and the economy much higher in VIC than the rest of the country.

In comparison to the rest of the world



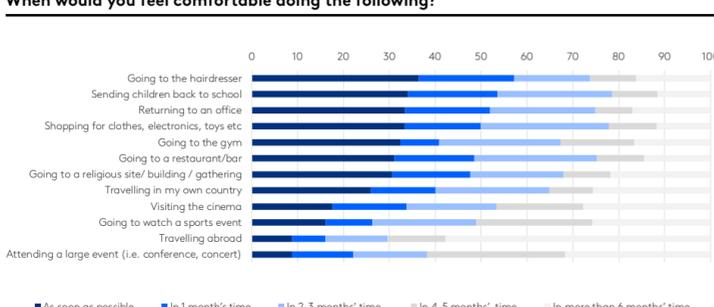
Around the world, concern has spiked again in July in particular for Spain, South Africa and USA. For South Africa and the USA case numbers have continued to grow at an exponential rate and they are #1 and #5 respectively for total cases. Spain's concern grows as they experience a secondary outbreak after a period of much lower new case numbers. This is a similar trend to Australia but with much higher levels of concern. Brazil has seen concern soften as their first wave shows initial signs of slowing down. Germany and Italy also see concern stabilise or reduce further now showing lowest level of concern.

Approval of government response to the coronavirus crisis



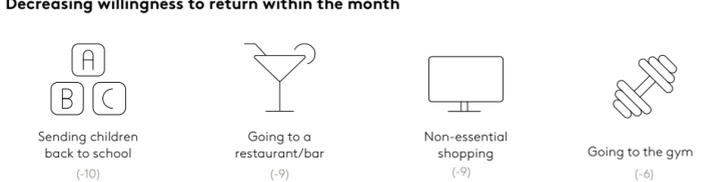
Australia's government approval returns to the same level as it was in April; the last time that daily case numbers were this high. We still have some of the highest approval ratings around the world. In particular, as case numbers continues to rise in South Africa and the USA, approval of their governments' handling of the situation continues to decrease.

When would you feel comfortable doing the following?



Australians are more cautious about returning to activities given the current situation. Activities such as sending children back to school, going to a bar/restaurant, shopping or going to the gym have seen a decrease in willingness to return to within the next month. This is led by VIC where these activities are restricted but it has also had ripple effects into the willingness to return in other states.

Decreasing willingness to return within the month



While safety concerns remain the biggest barrier for returning to these activities, a desire to save is also playing a role.

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



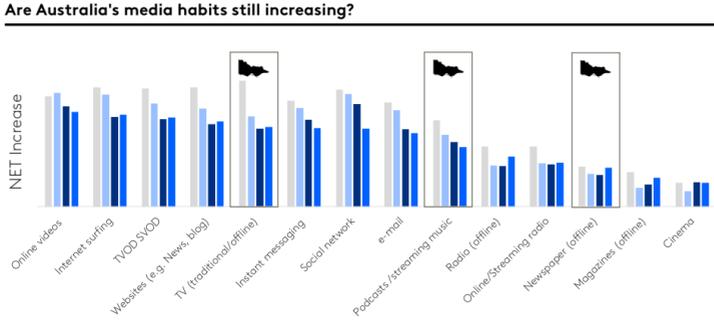
The actions needed for Australians to feel safe has changed compared to a month ago. The importance of a vaccine has grown in importance, eclipsing social distancing as the preferred safety measure. Compared to last month facemasks have seen the biggest increase. Interestingly this is driven by NSW residents as opposed to Victorians where the Victorian government mandated their use in the lockdown areas. However, Victorians are much more likely to say that none of these measures would make them feel safe enough to return to normal life (22% vs 11%).

Supporting the local economy



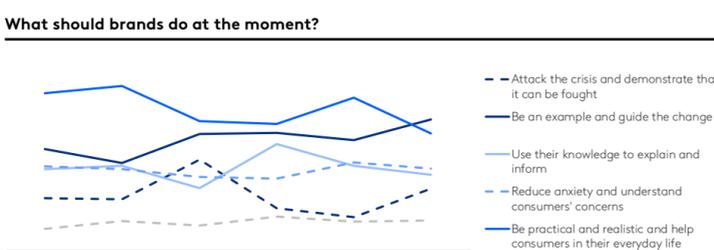
Almost 7 in 10 believe that shopping local is important to help the community during the pandemic. Beyond the pandemic, 29% will continue to buy local products produced near them. 19% will also buy more Australian produced brands/services as a result of the pandemic. Of those who shop locally, 1 in 4 are doing so to support the local economy, with support of national brands and the wider economy at 16% and 12% respectively.

Are Australia's media habits still increasing?



Overall media consumption has still increased compared to the past month albeit to a lesser degree than at the peak of national lockdown. As Victorians return to lockdown, we see that their media habits differ from the wider Australian population as TV, newspaper and podcast usage increased at greater levels.

What should brands do at the moment?



In July, more consumers want brands to show them how they are leading the changes in the world and how these actions can help us to overcome the issues of the pandemic. Being practical and offering help has been the top action throughout the pandemic but we see this soften in July. Looking forwards we see that 1 in 4 consumers want to ensure that they are prepared for future crises.

The pandemic will change attitudes in the long term

