

COVID-19 Barometer

Australia Snapshot April 2021

Increasingly positive Australians continue to look forward as we navigate our second year of the pandemic. There is a lingering cautiousness, but in general, Australians have a positive outlook and optimism about the recovery ahead.

Spotlight on Sociability

Australians are leading pandemic recovery and largely enjoying a return to social activities despite the slow and controversial vaccine roll-out and occasional short, snap lockdowns threatening domestic travel.

18% 

know someone who has contracted COVID-19 with 25% worried about falling sick

2 in 3 

(67%) believe the vaccine is or will be available to them within a year's time

3 in 5 

(57%) plan to get the vaccine when available to them or have already been vaccinated

1 in 5 

(22%) want more information about the vaccines before making a decision

3 in 10 

(29%) are cautious about the vaccine due to safety concerns (49%) and mistrust of effectiveness or the manufacturer (28%)

Spotlight on Shopability

As Australians take a cautious approach to personal finances and household budgets as government stimulus comes to an end, people are spending again, which bodes well for domestic recovery.



Half of Australians are back to working full hours (47%) but believe they should be **proactive about financial planning** as they continue to pay more attention to products on sale (50%) and prices (61%).



Shopping for **online grocery and household products has increased** to 25% from a pre-pandemic average of (15%) and is expected to hold at around 21% throughout 2021.

72% 

prefer to physically visit shops with 65% believing physical stores have better selections

Spotlight on Sustainability

Environmental issues remain a critical concern for almost **3 in 5** Aussies (57%) who would like to buy products that are:



in environmentally friendly packaging (51%)



ethically produced (49%)



are from recycled materials (40%)

2 in 5 

believe these actions can make difference (43%) and shows who they are/values (38%)

25% 

regularly choose products free of plastic packaging due to availability/affordability (44%)