



# COVID-19 BRAND NAVIGATOR

Real-time insights into the rapidly evolving landscape.

Nature:

the  
lab

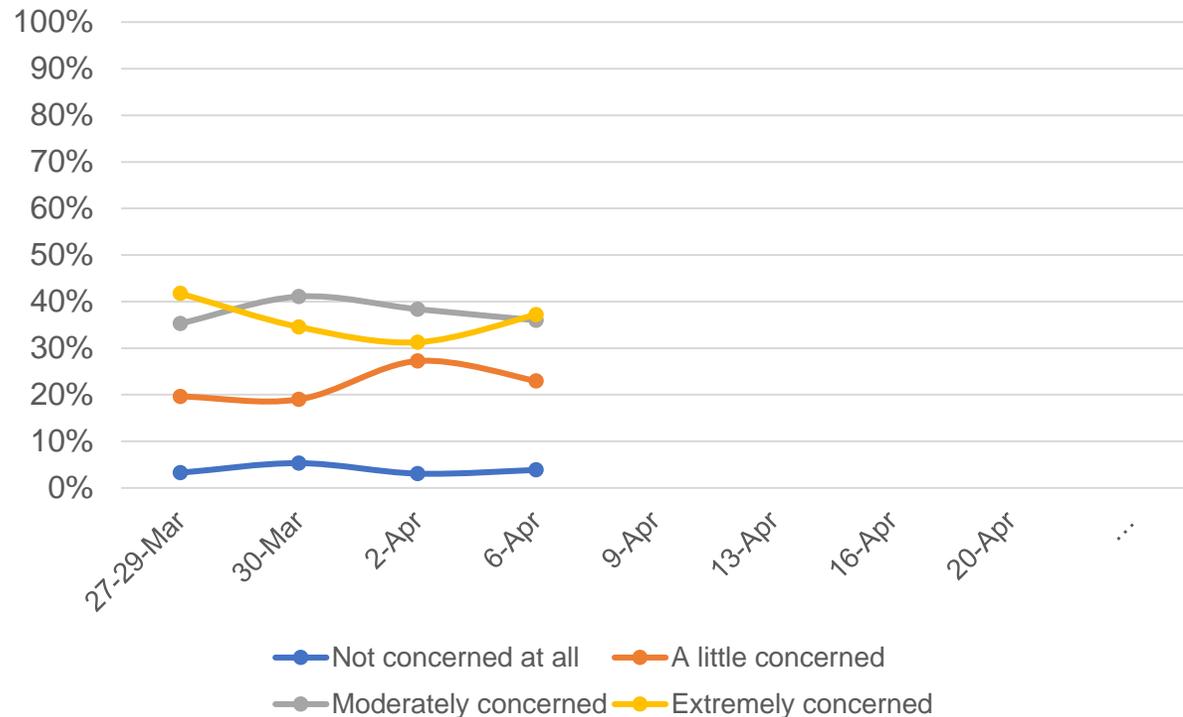
# COVID-19 Brand Navigator

## What changed over the weekend?

- 1.** Compared to this time last week, the intensity of concern over COVID-19 has decreased in Australia.
- 2.** Despite a softening in frequency of updates, more Australians claim to understand the situation well.
- 3.** As people get up to speed at the start of the working week, some are feeling more concerned about their jobs.

# Compared to this time last week, the intensity of concern over COVID-19 has decreased in Australia

## CONCERN ABOUT COVID-19



Q. What is your overall level of concern about COVID-19?  
Base: 27-29 March n=1000; biweekly pulses n=200



*Don't see the need to panic at the moment as long as I follow the recommendations of health officials and minimise outside contact*



*I feel that I have the knowledge to protect myself and family by avoiding the risk of meeting with new people and following safe hand washing and sanitization procedures*



*Because the only way to cope with things like this is to be calm you can't depend on other people to do the right thing so the only thing you can do to try and stay protected is do the right thing.*

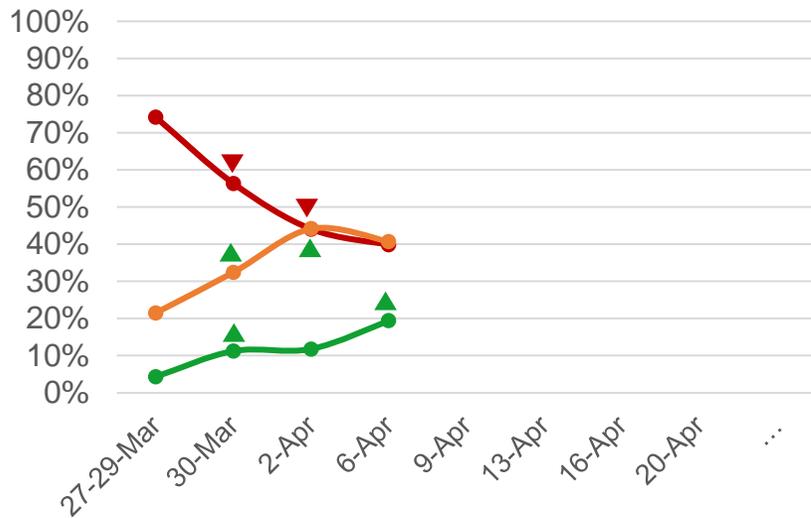


*I am not concerned about personally getting it but I am concerned about my elderly parents possibly coming into contact with. And I am also concerned about the long-term effects on the economy.*

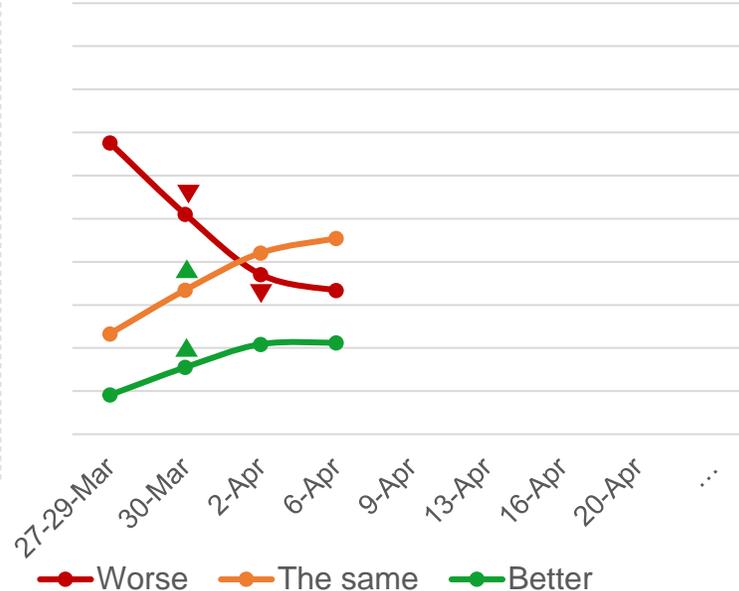
# Expectations of the pandemic are starting to become more positive in both the short and long term

## EXPECTATIONS OF THE PANDEMIC

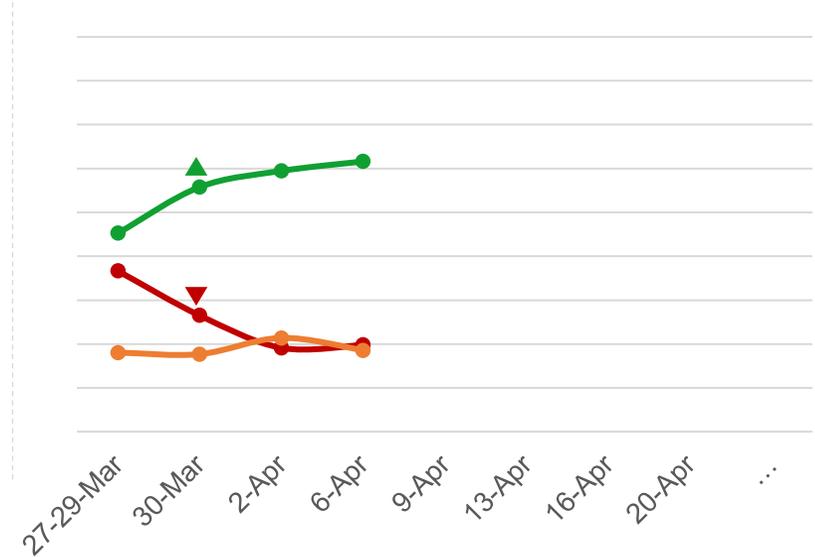
Compared to last week, today is...



Compared to today, next week will be...



Compared to today, three months will be...



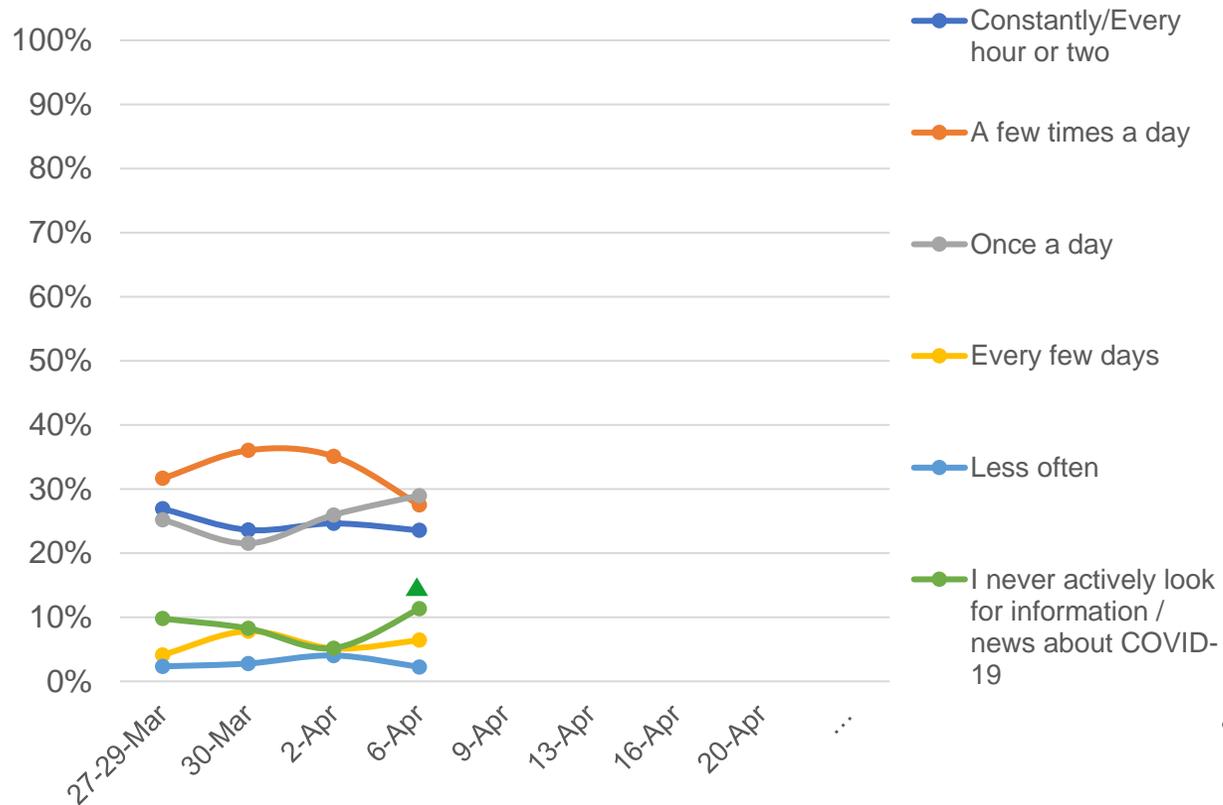
Q. Thinking about the entire COVID-19 situation (including its impact on health, economy, society, social distancing, etc.), compared to this time last week, how do you feel the situation is today? Q Still thinking about the entire COVID-19 situation, how do you feel the situation will be this time next week? Q And how do you feel the situation will be in 3 months?

Base: 27-29 March n=1000; biweekly pulses n=200

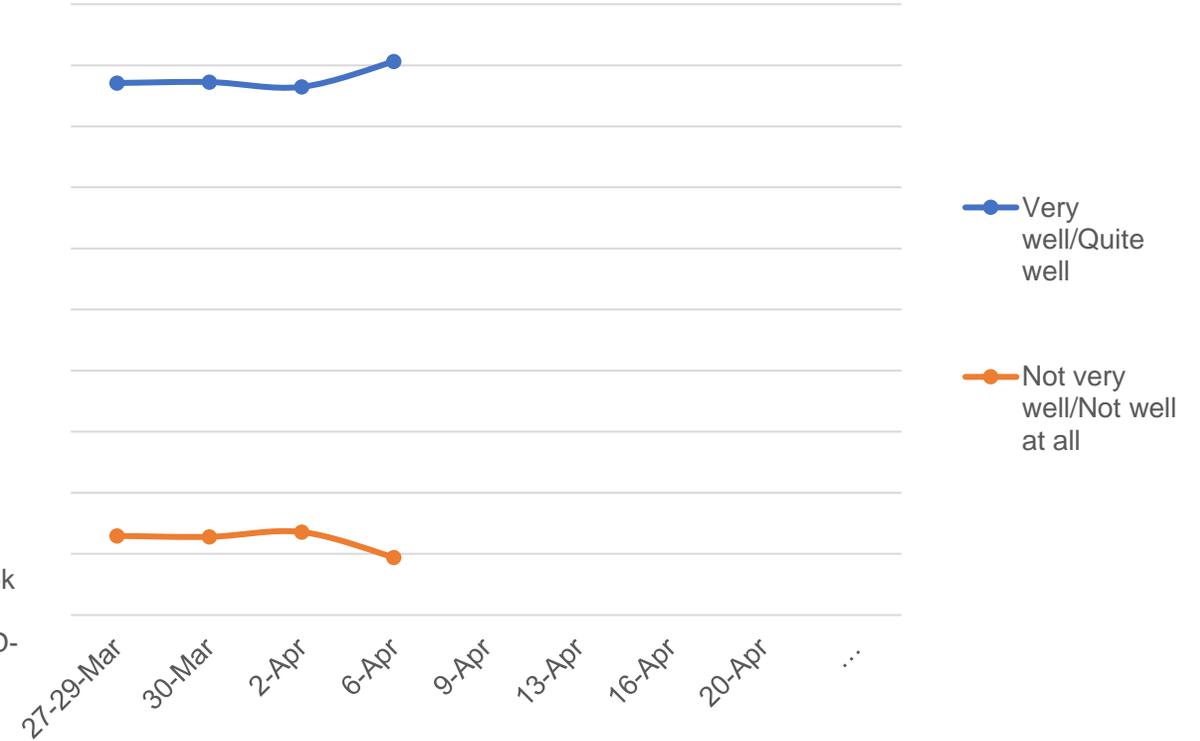
▲ ▼ Significantly higher / lower than the previous period at 95% confidence

# Despite a softening in frequency of updates, more Australians claim to understand the situation well

## FREQUENCY OF UPDATES



## FAMILIARITY / UNDERSTANDING



Q. How often do you actively look for information or news about COVID-19? Q. How well do you feel you understand the current situation and everything that's going on?  
 Base: 27-29 March n=1000; biweekly pulses n=200

▲ ▼ Significantly higher / lower than the previous period at 95% confidence

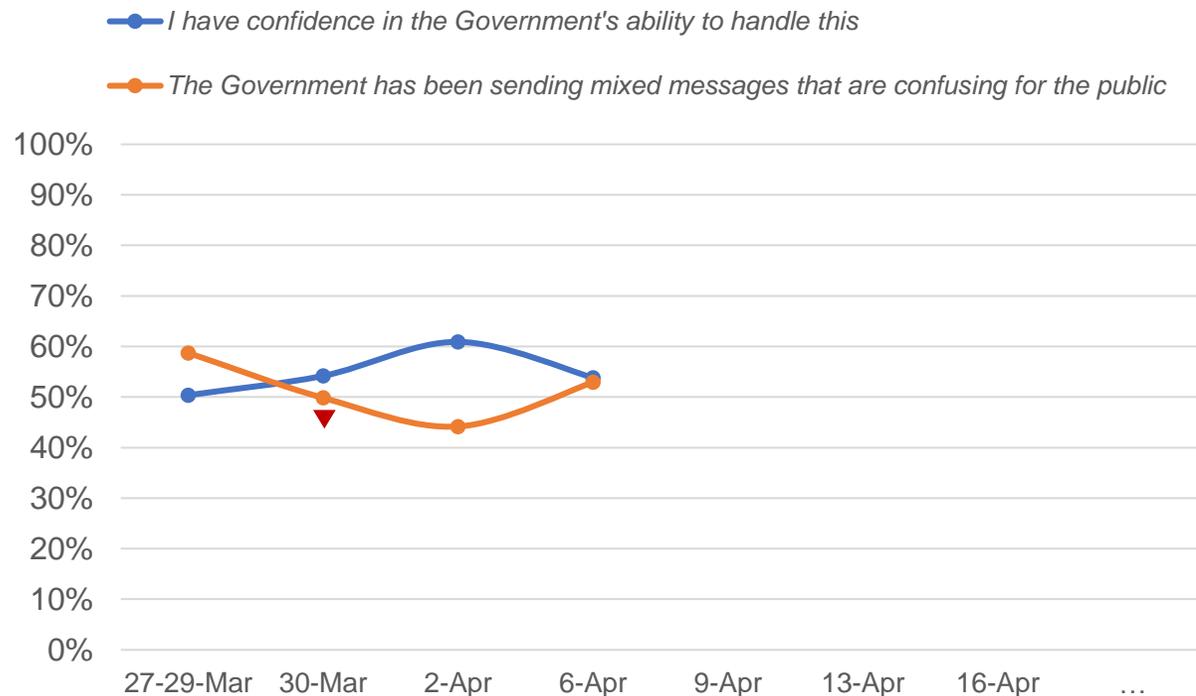


# Gauging Australians' sentiment towards institutions and society

# Over the weekend, there has been a slight increase in confusion and fewer are confident in the Government

## ATTITUDES : GOVERNMENT RESPONSE

### % Strongly Agree/Agree



Q. How strongly do you agree / disagree with each of the below?  
Base: 27-29 March n=1000; biweekly pulses n=200

Australia's death toll from COVID-19 has reached 45, and there have been 5,896 confirmed cases of COVID-19 (source: ABC News)

Shifts in the proportion of respondents who feel that the government is sending mixed messages appear to mirror the level of 'extreme concern' towards the COVID-19 situation.

### Key Attitudes

-7

I have **confidence in the Governments ability** to handle this crisis (53%)

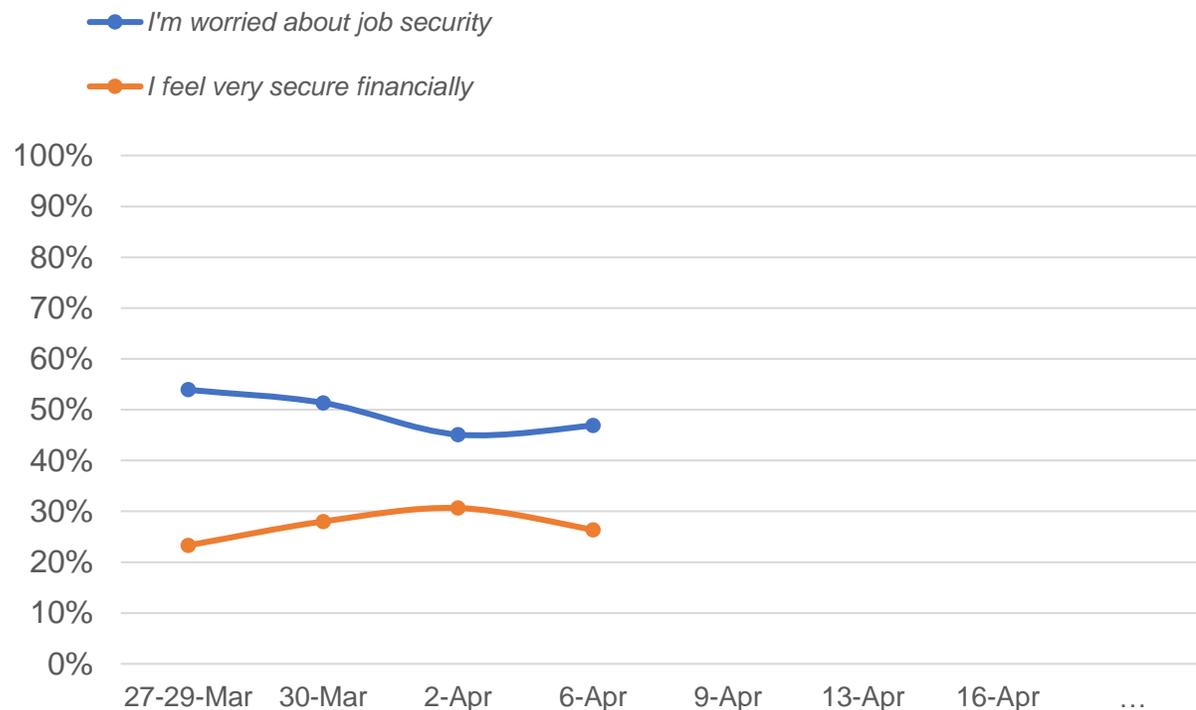
+9

The **Government has been sending mixed messages** that are confusing for the public (53%)

# As people get up to speed at the start of the working week, some are feeling more concerned about their jobs

## ATTITUDES: THE ECONOMY

### % Strongly Agree/Agree



Q. How strongly do you agree / disagree with each of the below?  
Base: 27-29 March n=1000; biweekly pulses n=200

### Key Developments



- Last week, \$130b stimulus package (wage subsidy plan) announced

Source: ABC News

### Key Attitudes

+2

I'm **worried about job security**

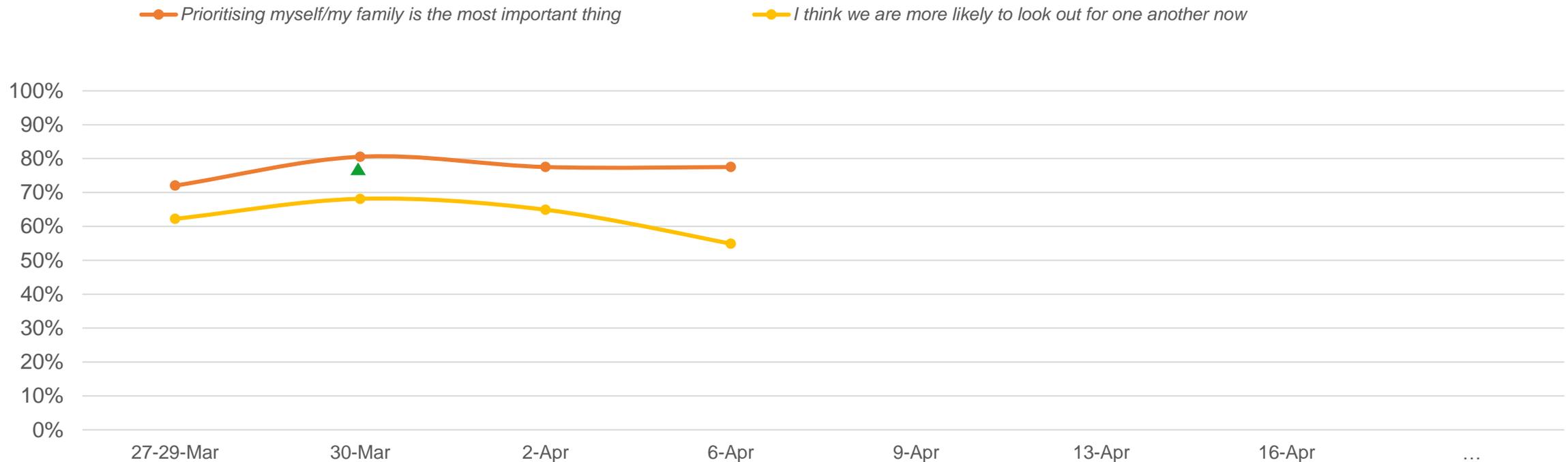
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I feel **very secure financially**

# As Australians feel more positive about the pandemic, fewer are likely to look out for one another

## ATTITUDES: SOCIAL VS. INDIVIDUALISM

### % Strongly Agree/Agree



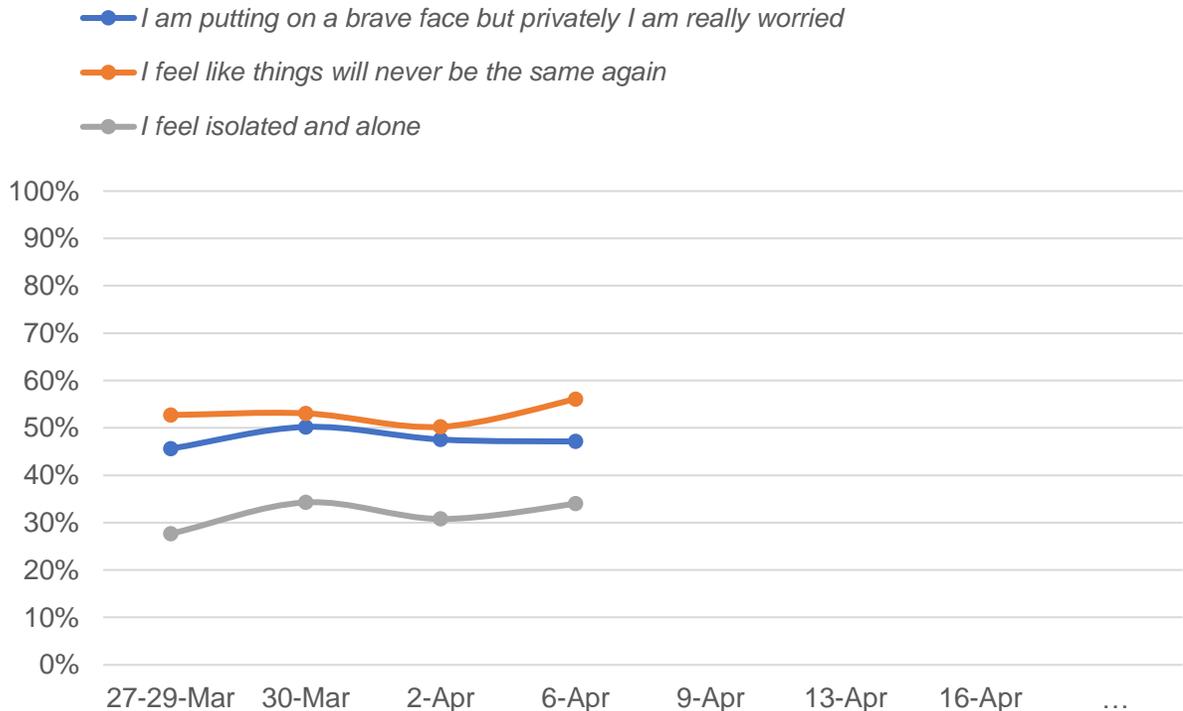
Q. How strongly do you agree / disagree with each of the below?  
Base: 27-29 March n=1000; biweekly pulses n=200

▲ ▼ Significantly higher / lower than the previous period at 95% confidence

# The impact of the pandemic on mental health may be starting to sink in

## ATTITUDES: MENTAL HEALTH

### % Strongly Agree/Agree



Q. How strongly do you agree / disagree with each of the below?  
Base: 27-29 March n=1000; biweekly pulses n=200

### Key Developments



- Last week, the Government moved to ban indoor and outdoor gatherings with more than two people, and states have enforced these laws through hefty fines

Source: ABC News

### Key Attitudes

+6

I feel like things will **never be the same again**

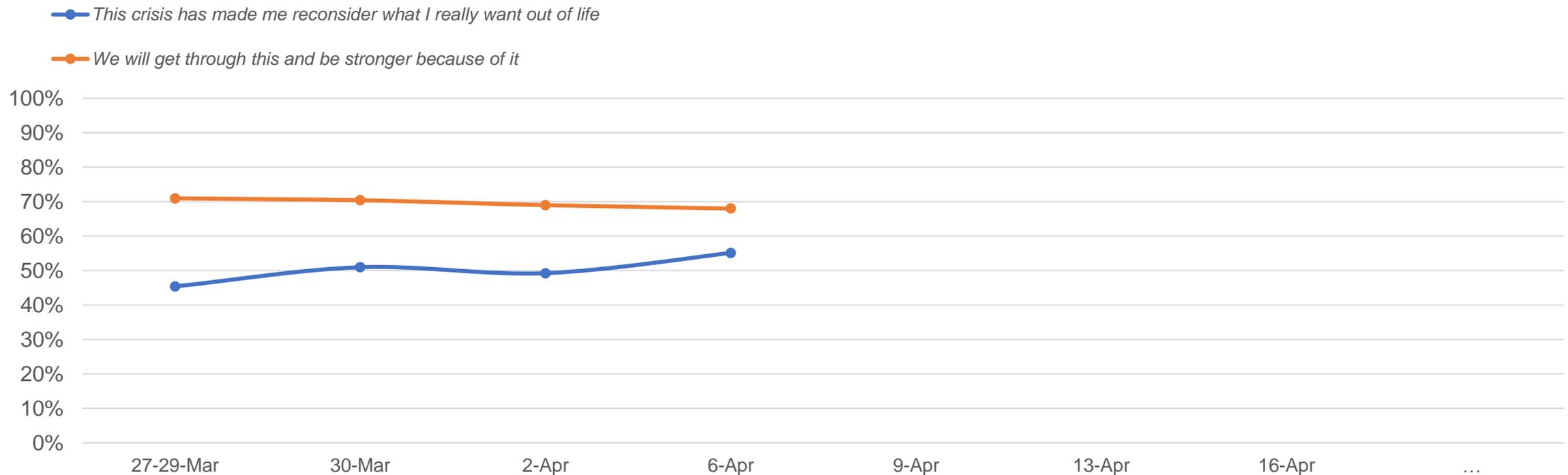
+3

I feel **isolated and alone**

# While we remain optimistic, we see an increase in the number of Australians reconsidering what they want out of life as the crisis rolls on

## ATTITUDES: LIFE MORE BROADLY

### % Strongly Agree/Agree



Q. How strongly do you agree / disagree with each of the below?  
Base: 27-29 March n=1000; biweekly pulses n=200

▲ ▼ Significantly higher / lower than the previous period at 95% confidence

# COVID-19 BRAND NAVIGATOR



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