



COVID-19 BRAND NAVIGATOR

Real-time insights into the rapidly evolving landscape.

2000+ Australians, data collected twice weekly by our study partners i-Link Research

Nature:

the
lab

COVID-19 Brand Navigator

What changed this week?

- 1.** The intensity of concern has continued to decrease, with more and more feeling only slightly concerned.
- 2.** Confidence in the Government has reached a new high. As news about the Government easing restrictions increase, people are checking for updates more frequently.
- 3.** A trend has emerged where people feel less of a need to put on a brave face at the start of the week but feel more pressured to do so towards the end of the work week.

COVID-19 Brand Navigator

What changed this week?

- 1.** The Government is developing a contact tracing app and has emphasised that this will not track people's locations to assuage privacy concerns.
- 2.** As the number of new cases remain low, bans on certain elective surgeries and IVF has been lifted – signaling a gradual return to 'normal'.
- 3.** Three iconic Sydney beaches will re-open for swimming and surfing, more than a month since they were closed. There are talks of lifting several more restrictions (e.g., the two-person rule) starting in mid-May.

Coronavirus tracing app given thumbs up by independent cyber security agency

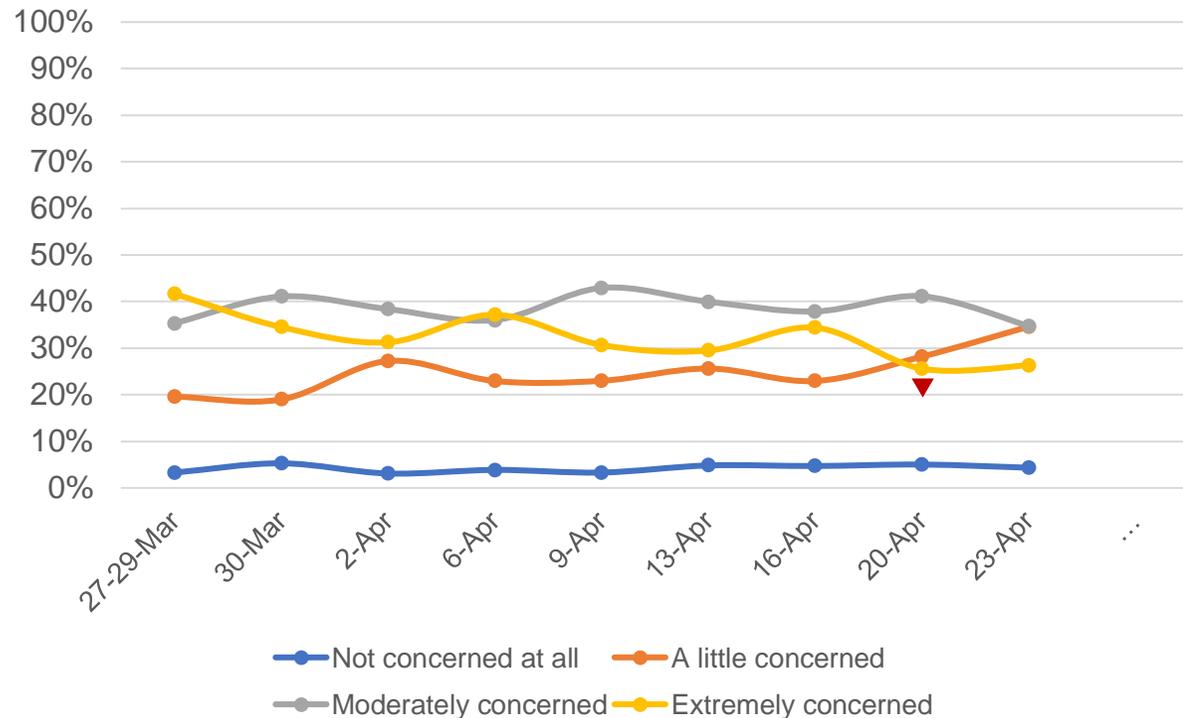
IVF and low-risk elective surgery to begin again as National Cabinet ditches coronavirus ban

Sydney news: Waverley Council votes to reopen Bondi, Bronte and Tamarama beaches to surfers and swimmers

Coronavirus restrictions likely to be eased in reverse order, political sources say

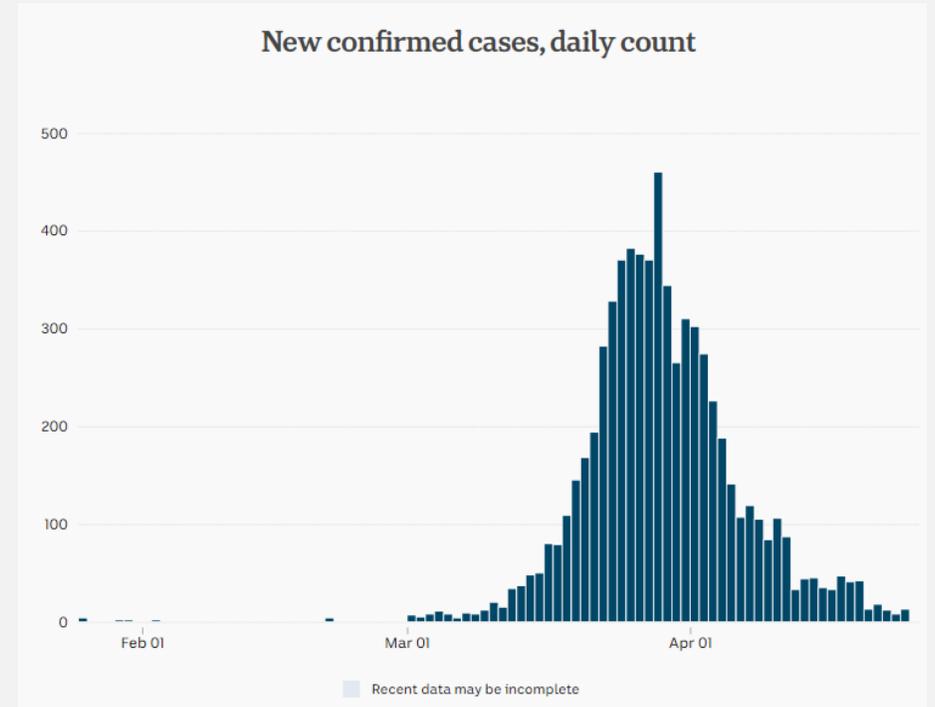
The intensity of concern has continued to decrease, with more and more feeling only slightly concerned

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

Earlier this week the Health Minister Greg Hunt has announced that Australia has achieved a “genuine, sustained flattening of the curve.”



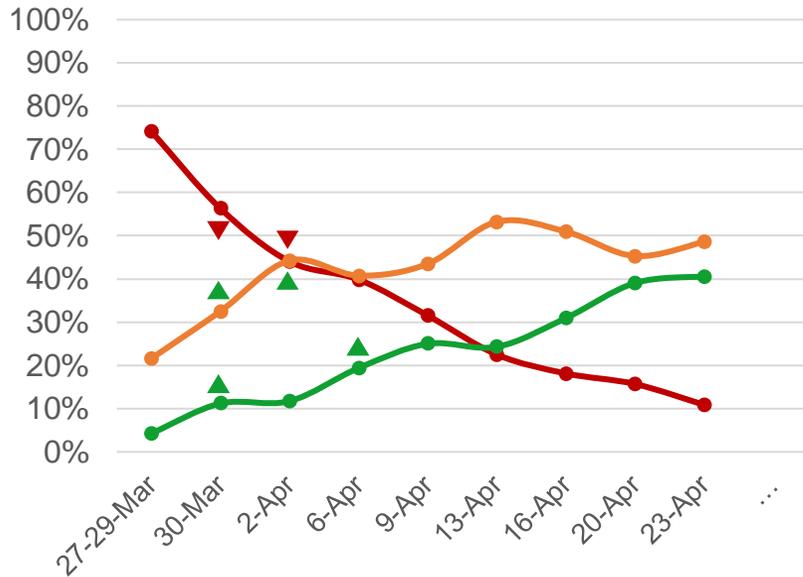
Source: ABC News

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

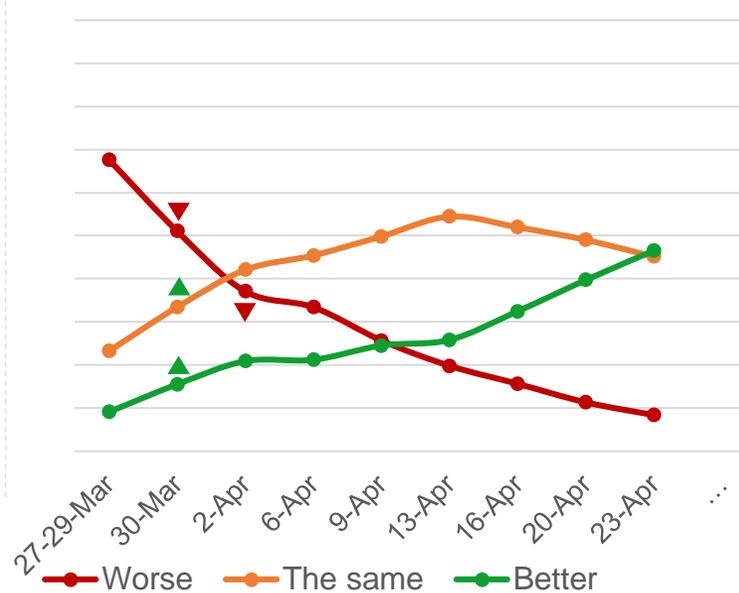
Both short-term and long-term outlooks continue to improve

EXPECTATIONS OF THE PANDEMIC

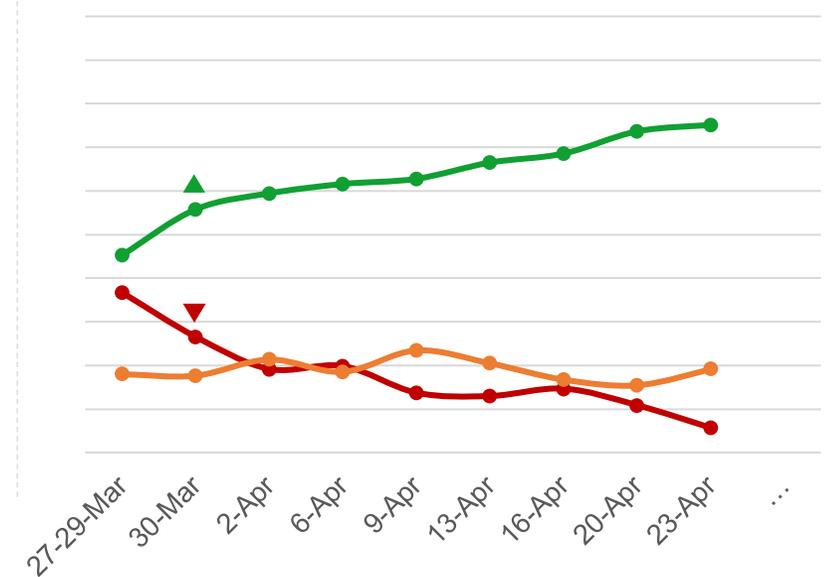
Compared to last week, today is...



Compared to today, next week will be...



Compared to today, three months will be...



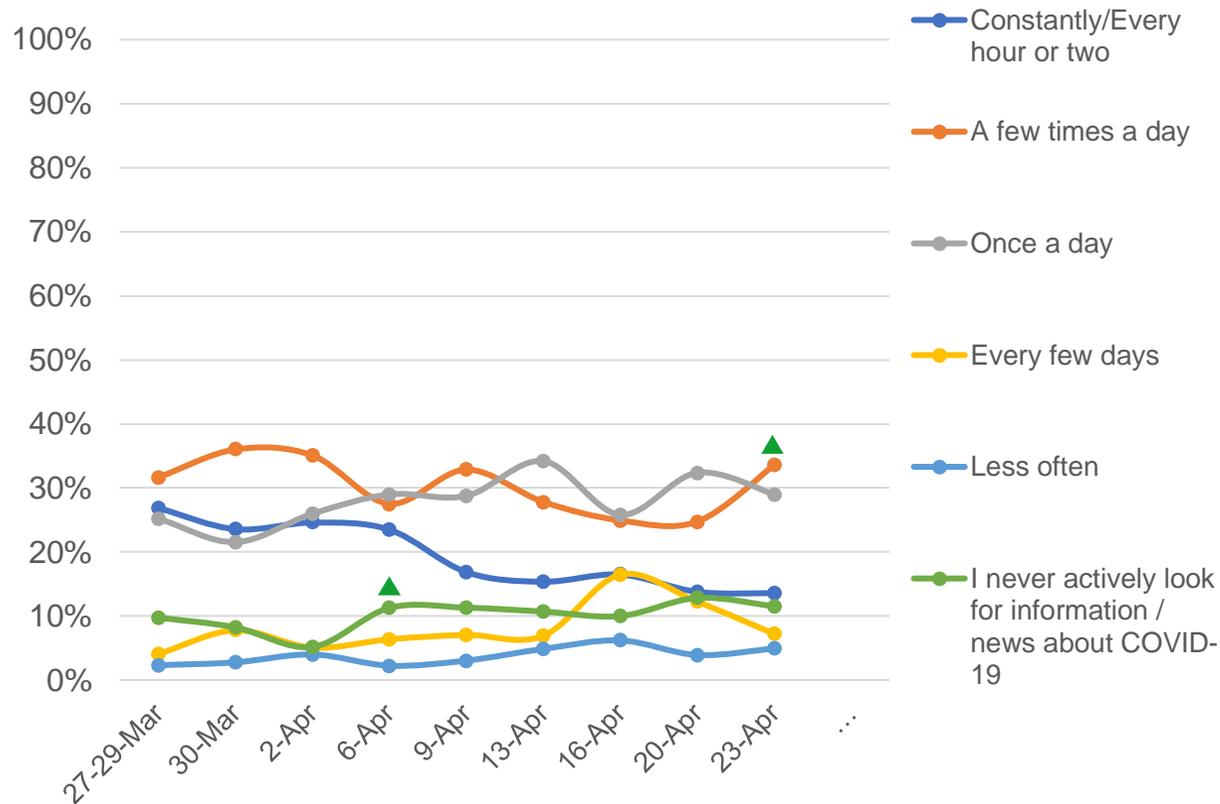
Q. Thinking about the entire COVID-19 situation (including its impact on health, economy, society, social distancing, etc.), compared to this time last week, how do you feel the situation is today? Q Still thinking about the entire COVID-19 situation, how do you feel the situation will be this time next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

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

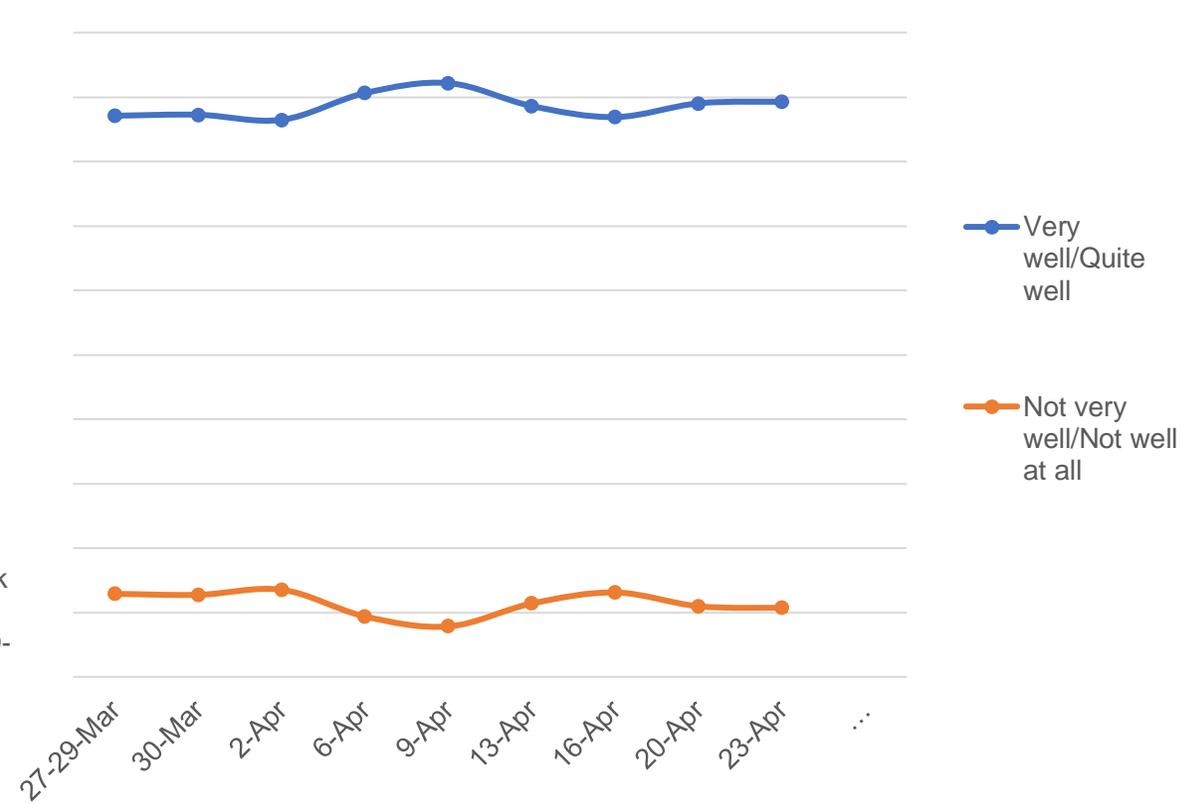
▲ ▼ Significantly higher / lower than the previous period at 95% confidence

As news about easing restrictions increase, people are checking for updates more frequently

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

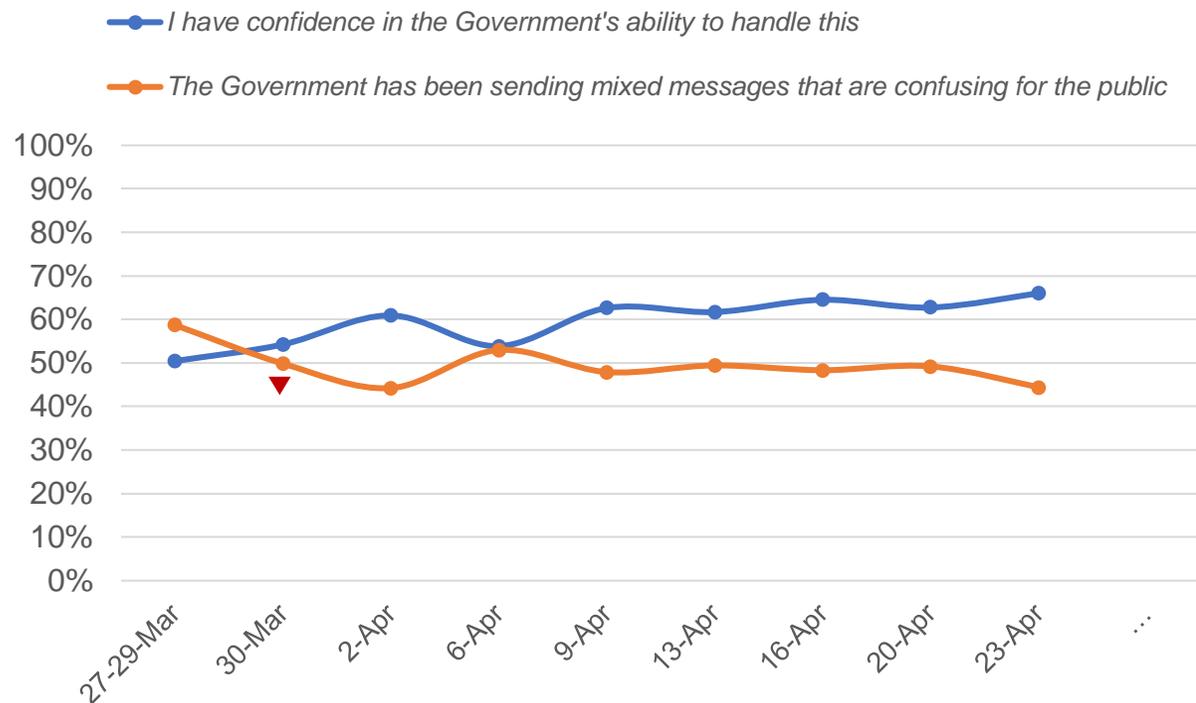


Gauging Australians' sentiment towards institutions and society

Confidence in the Government has reached a new high

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

Key Developments

- The National Cabinet agreed that Category 2 and 3 elective surgeries will resume from Monday, and three NSW beaches will be reopened for exercise purposes.
- While The PM has indicated that restrictions could be eased in three weeks, this will be monitored to avoid a second spike in cases.

Source: SBS, The Age

Key Attitudes

Since 16 April

+1

I have **confidence in the Government's ability** to handle this crisis (66%)

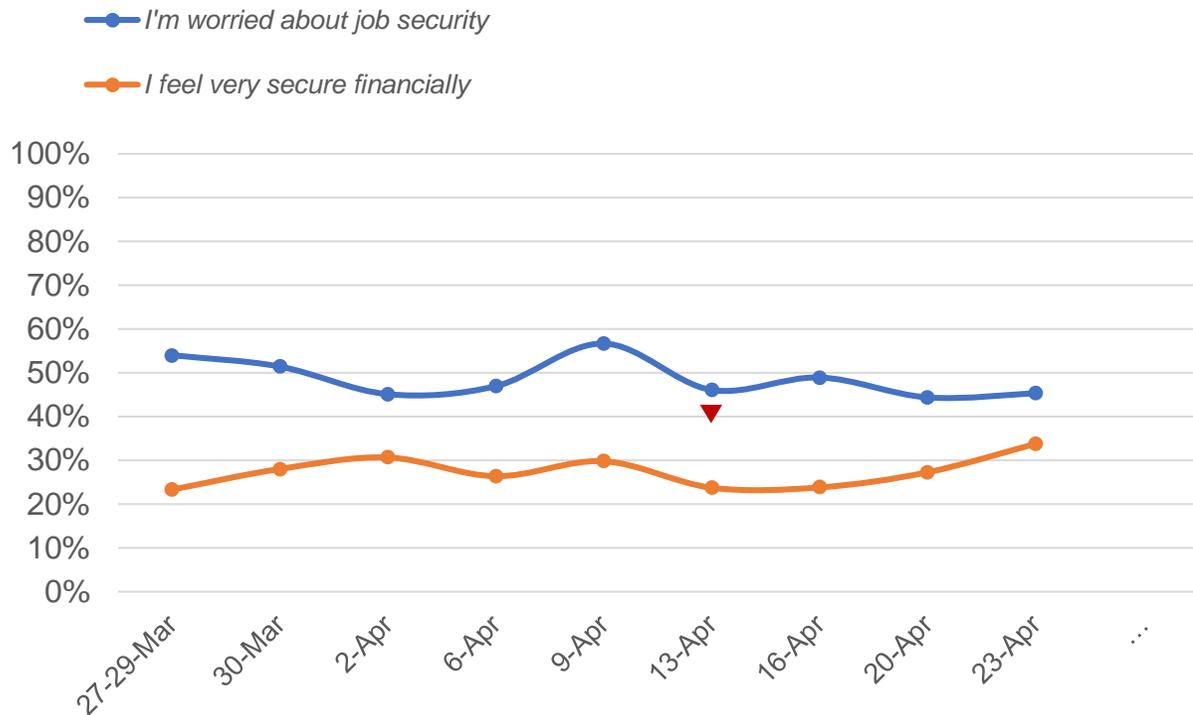
-4

The **Government has been sending mixed messages** that are confusing for the public (44%)

More people feel secure financially compared to two weeks ago

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

- The Prime Minister announced that 517,000 JobSeeker claims have been processed since March 16
- On Tuesday, the Reserve Bank governor Philip Lowe has said that Australia will experience the biggest contraction of the economy since the Great Depression

Source: News.com.au, ABC News

Key Attitudes

Since 16 April

-4

I'm **worried about job security** (45%)

+10

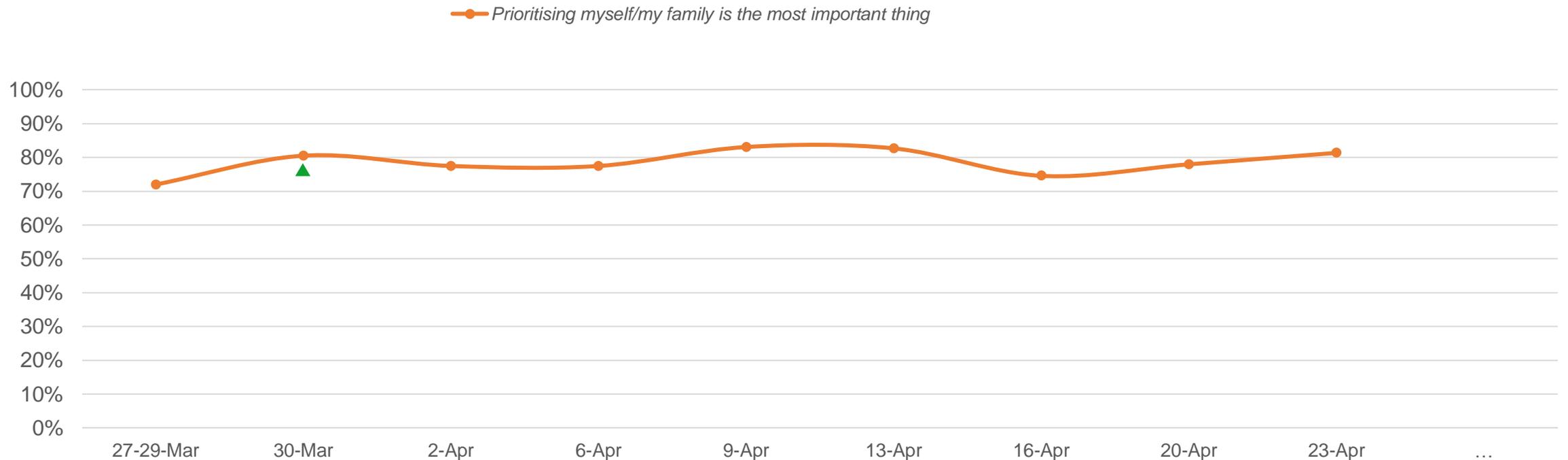
I feel **very secure financially** (34%)

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

Most are putting themselves and their family first, and this has remained relatively stable

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

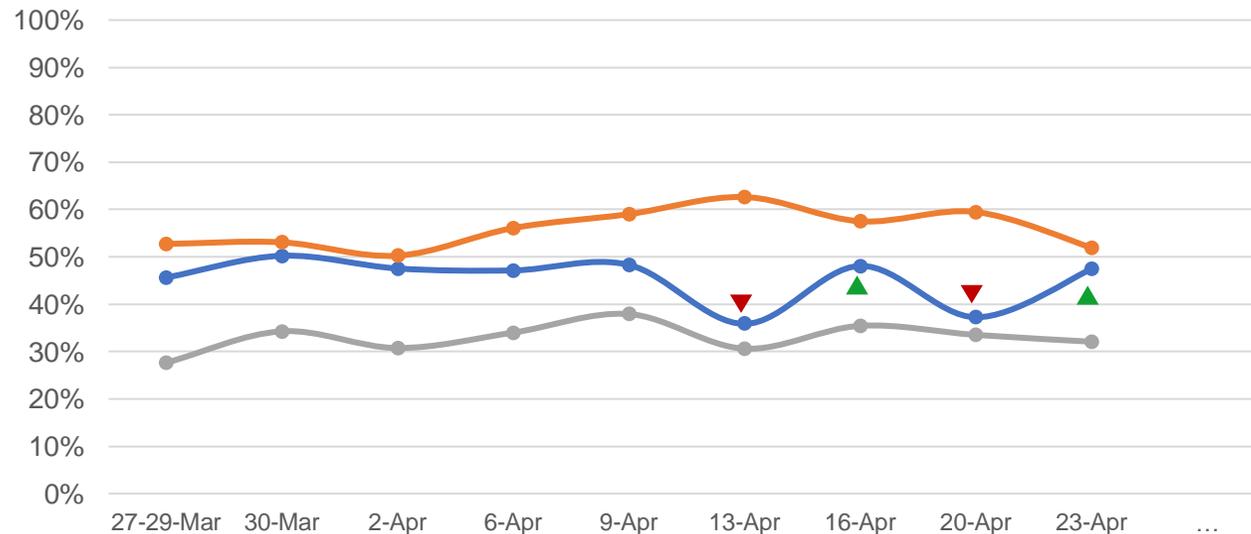
▲ ▼ Significantly higher / lower than the previous period at 95% confidence

People feel less of a need to put on a brave face after the weekend but more pressured to do so as the week goes on

ATTITUDES: MENTAL HEALTH

% Strongly Agree/Agree

- I am putting on a brave face but privately I am really worried
- I feel like things will never be the same again
- I feel isolated and alone



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

Key Developments

- Australians may be drinking more to cope with self-isolation. According to a YouGov poll, one in five Australians are drinking more than usual, and one in three consume alcohol every day.

Source: ABC

Key Attitudes

Since 20 April

+10

I am putting on a brave face but privately I am really worried (47%)

-2

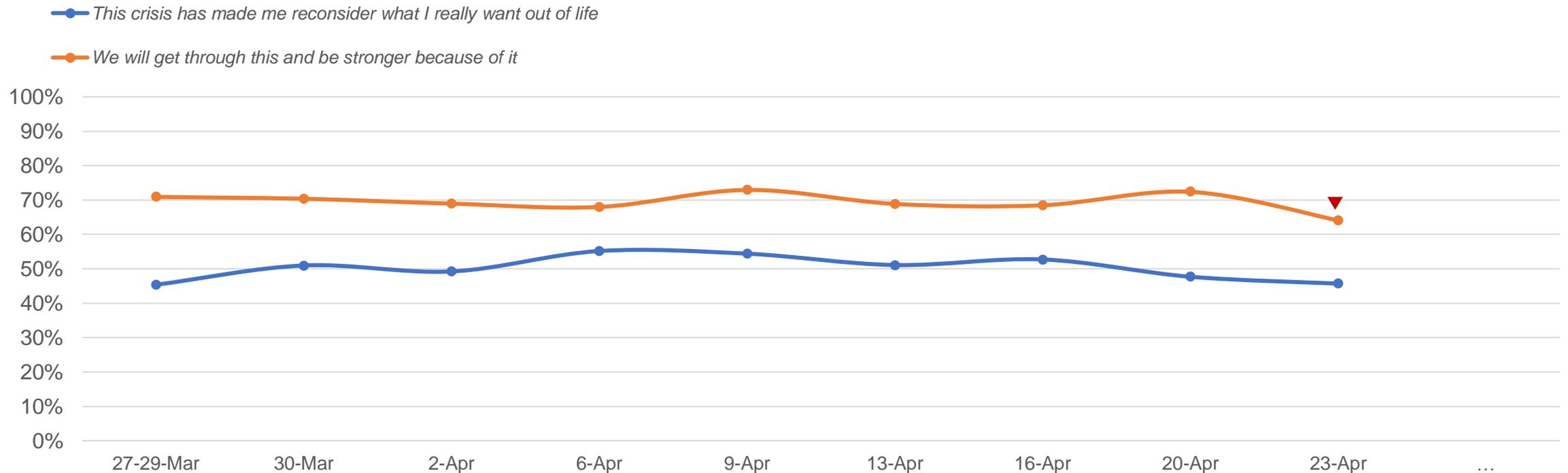
I feel isolated and alone (32%)

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

News of an impending economic recession may mean that we won't come out of this stronger

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

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