



# COVID-19 BRAND NAVIGATOR

Real-time insights into the rapidly evolving landscape.

*3000+ Australians, data collected twice weekly by our study partners i-Link Research*

**Nature:**

the  
lab

# COVID-19 Brand Navigator

## What changed this week?

1. While the daily number of new COVID-19 cases remains low, 1 in 4 Australians are still extremely concerned.
2. The long-term outlook is still positive for most Australians. However, it has been softening since last week.
3. Since the end of April, fewer Australians feel secure financially.

# COVID-19 Brand Navigator

## What changed this week?

1. As of Sunday, restrictions continue easing. South Australia & New South Wales are the latest to lift rules.
2. Health minister warned yesterday that the COVID-19 vaccine won't be available before the end of the year.
3. New COVIDSafe legislation has been unveiled that significantly strengthens privacy safeguards.

LIFESTYLE > HEALTH & WELLBEING

**Coronavirus Australia: Restrictions likely to be eased as COVID-19 cases remain low**

Ashlea Witoslawski • aap • Monday, 4 May 2020 5:28 am

LIFESTYLE > HEALTH & WELLBEING

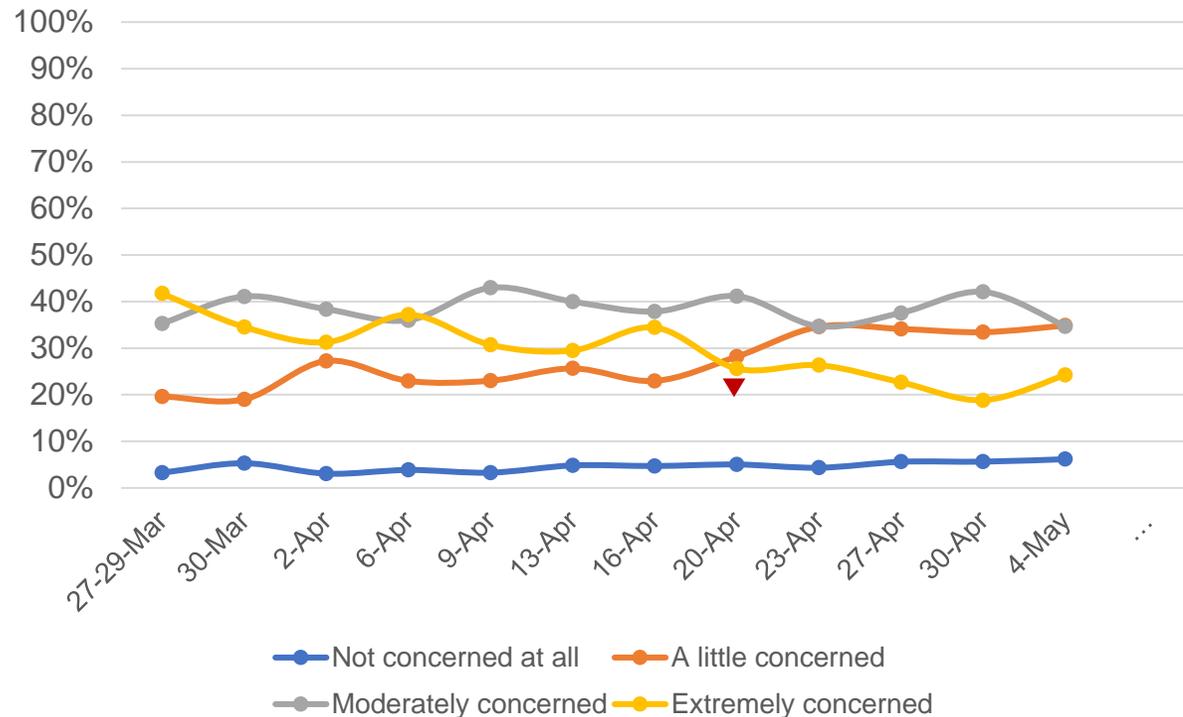
**Coronavirus Australia: Science minister believes vaccine at least 10 months away**

Warren Barnsley • 7NEWS • Monday, 4 May 2020 2:07 pm

**Government targets COVIDSafe app privacy doubts with new legislation**

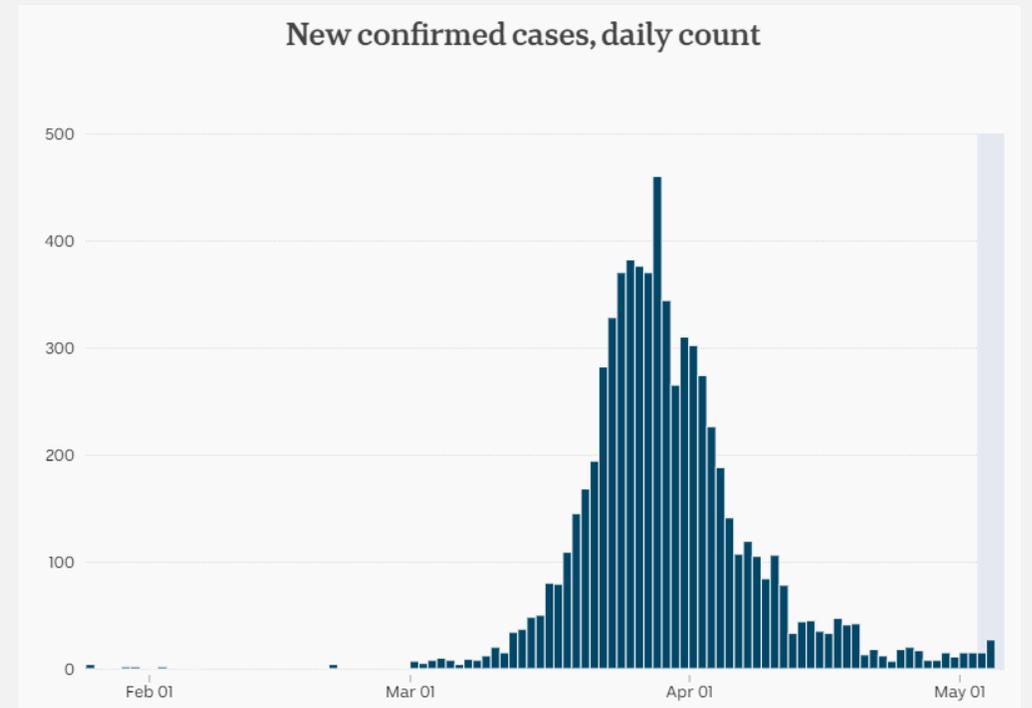
# While the daily number of new COVID-19 cases remains low, 1 in 4 Australians are still extremely concerned.

## 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

As of Tuesday (May 5<sup>th</sup>) morning, there have been **6,825** reported confirmed cases of COVID-19 in Australia, including **95** deaths.



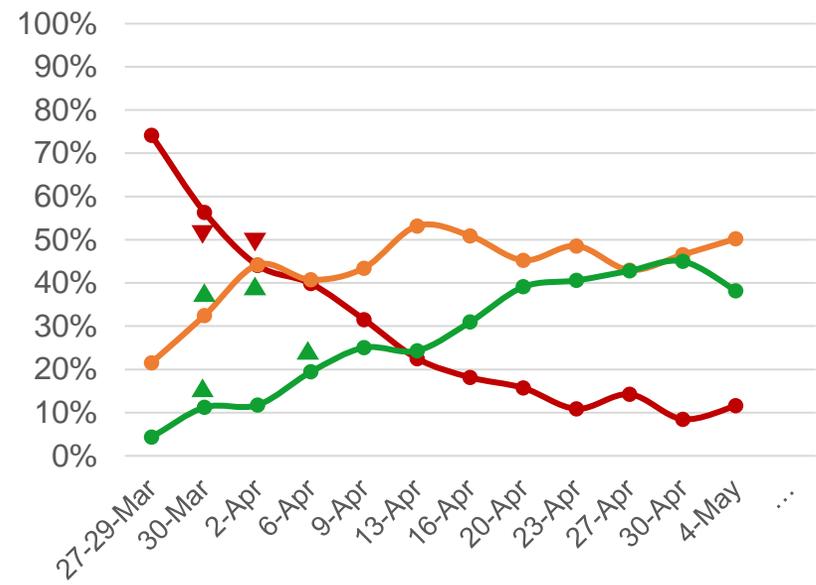
Source: ABC News

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

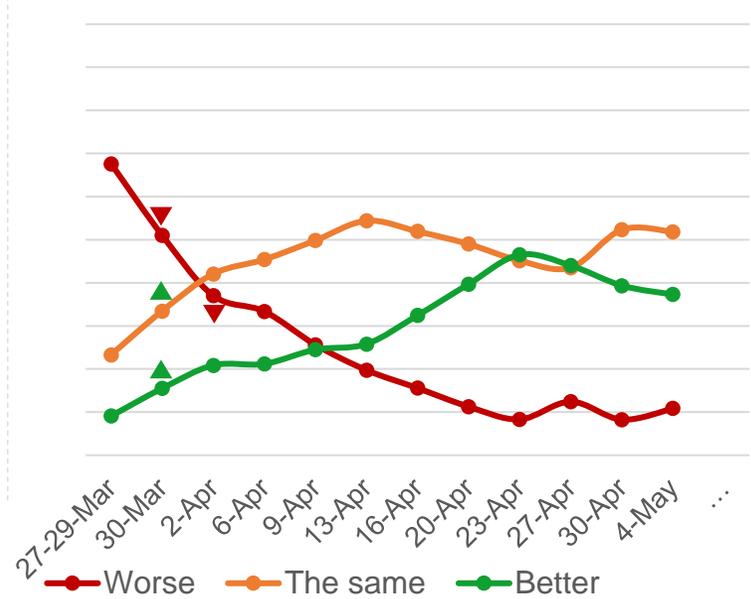
# The long-term outlook is still positive for most Australians. However, it has been softening since the end of April.

## EXPECTATIONS OF THE PANDEMIC

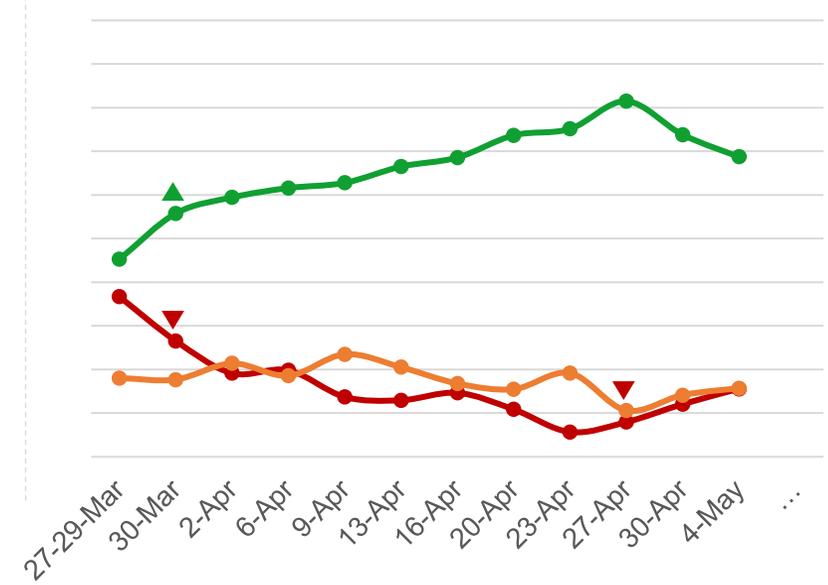
Compared to last week, today is...



Compared to today, next week will be...



Compared to today, three months will be...

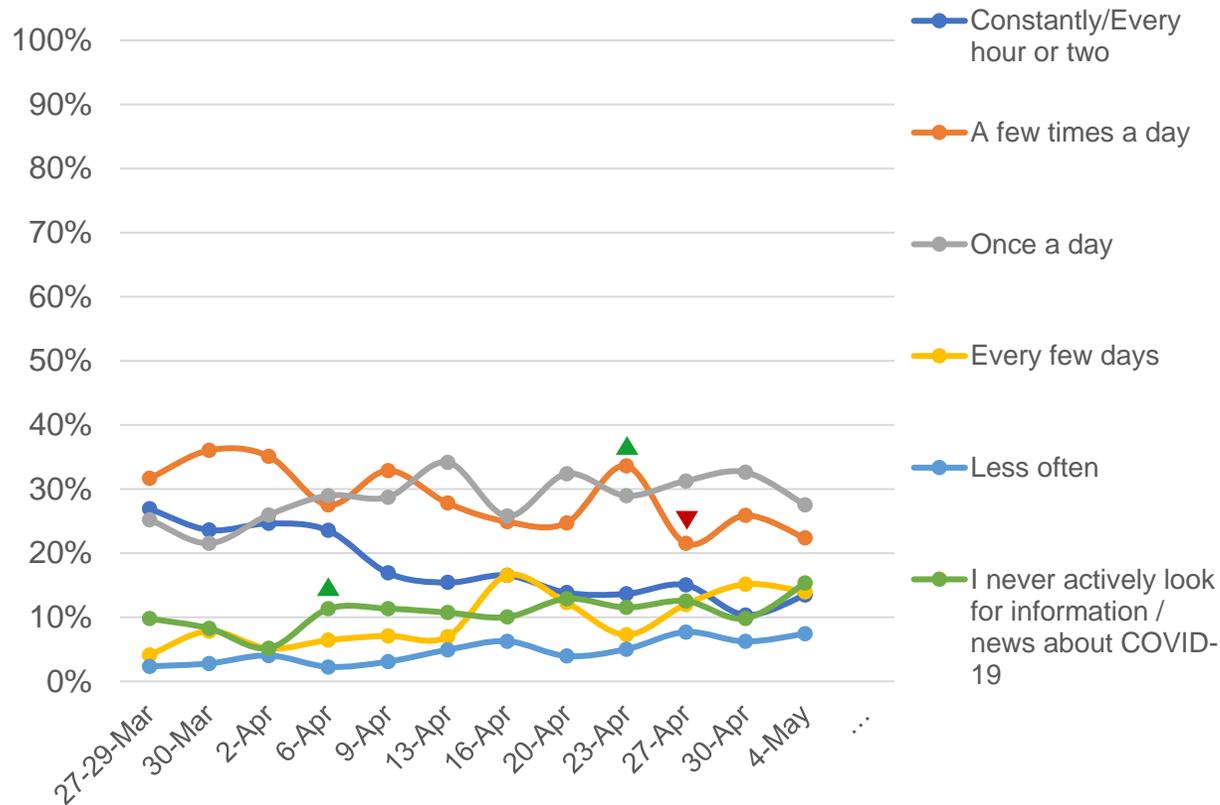


Q. Thinking about the entire COVID-19 situation (including its impact on health, economy, society, social distancing, etc.), compared to this time last week, how do you feel the situation is today? Q Still thinking about the entire COVID-19 situation, how do you feel the situation will be this time next week? Q And how do you feel the situation will be in 3 months?  
 Base: 27-29 March n=1000; biweekly pulses n=200

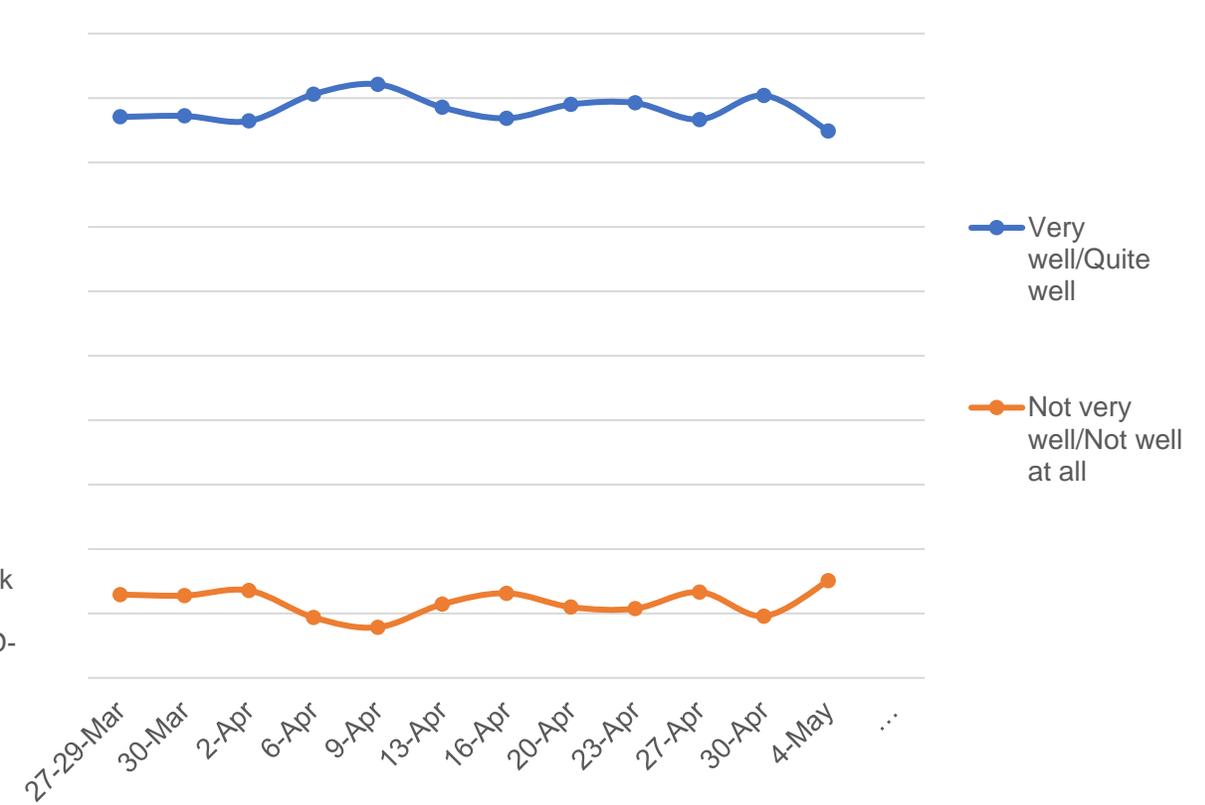
▲ ▼ Significantly higher / lower than the previous period at 95% confidence

# Most continue to look for news updates every day, while the restrictions are being relaxed gradually.

## 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

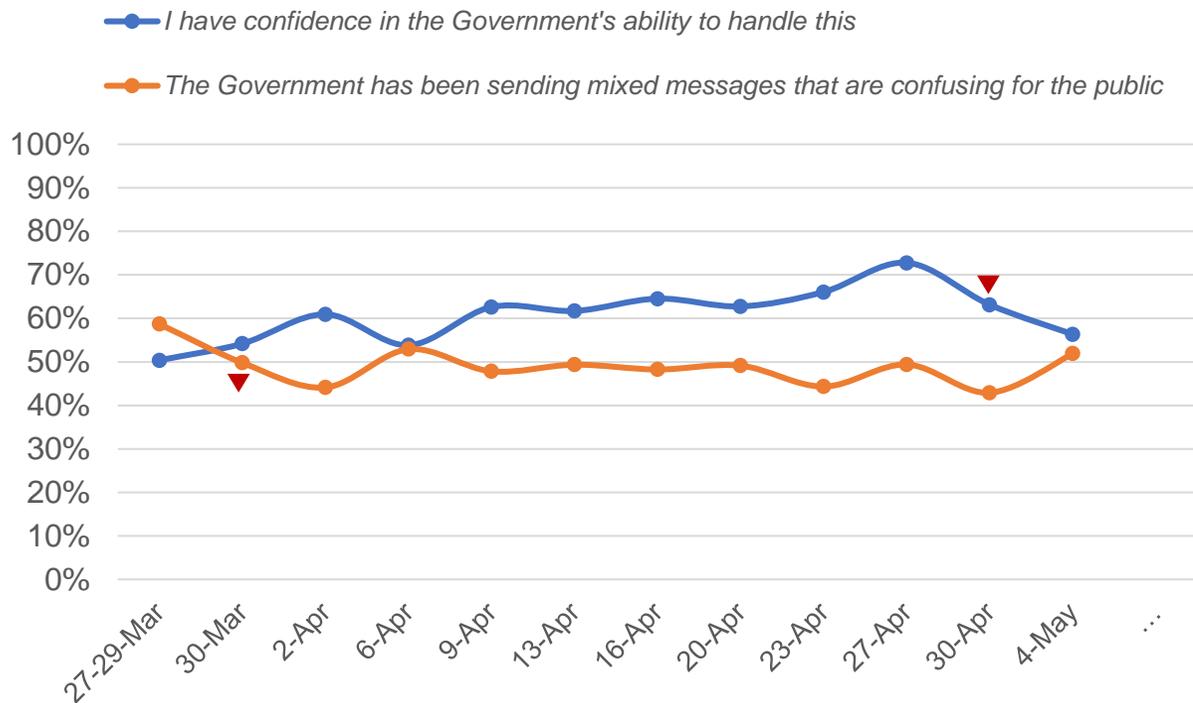


# Gauging Australians' sentiment towards institutions and society

# Confidence in the government continues to decrease this week

## 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

- Downloads of the COVIDSafe app increased to 4.5 million – well short of what experts say is the 10 million required for the contact tracing to work. Source: SMH
- State and territory government policies on whether students should attend schools in person or remotely vary widely, and have sometimes led to confusion and controversy. Source: ABC

### Key Attitudes

Since 27 April

**+6**

I have **confidence in the Government's ability** to handle this crisis (56%)

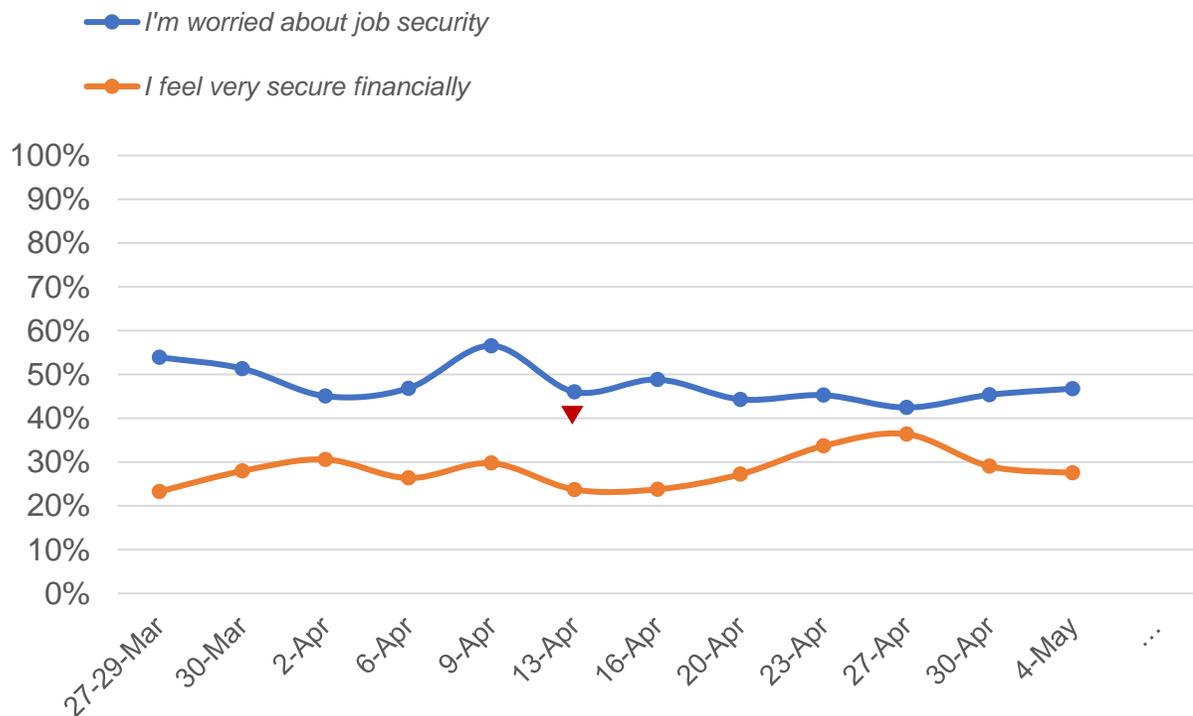
**-7**

The **Government has been sending mixed messages** that are confusing for the public (52%)

# Since the end of April, fewer Australians feel secure financially

## 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

- Good news for the share market. It's closed strongly higher, led by a rebound for the major banks. The ASX 200 finished up by 1.4 per cent, at 5,319 points Source: ABC
- Carriageworks has become Sydney's first major arts company to call in administrators as the coronavirus pandemic wreaks havoc across the industry. Source: ABC

### Key Attitudes

Since 27 April

**-7** I'm **worried about job security** (47%)

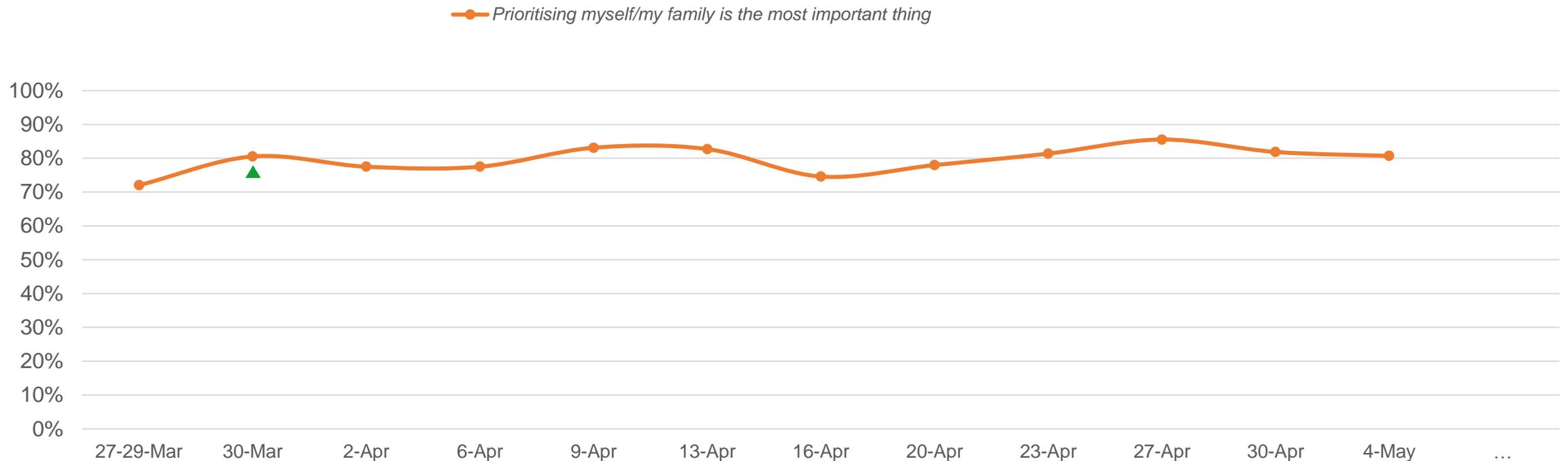
**+4** I feel **very secure financially** (28%)

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

# Prioritising one's family in times of need is very important for Australians. This remained fairly consistent over time.

## 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

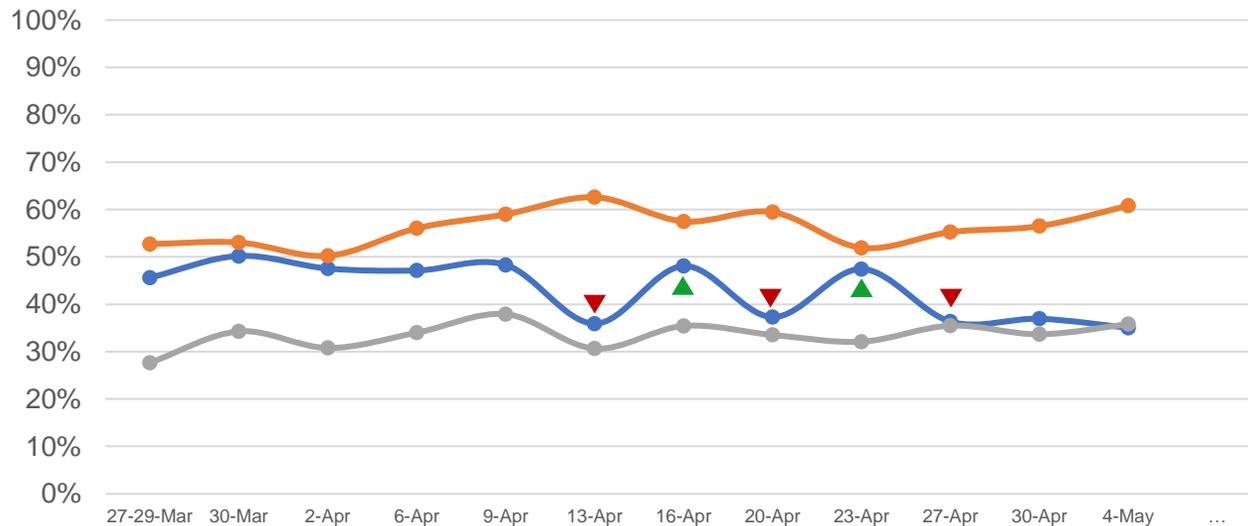
▲ ▼ Significantly higher / lower than the previous period at 95% confidence

# Despite restrictions being partially lifted, 1 in 3 Australians are worried.

## 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*



### Key Developments

Expert said there had been an increase in patients with mental health issues relating to COVID-19 and the social and economic fallout of the lockdown measures.

"I wouldn't be surprised if in hindsight a big upswing in the burden of mental health is one of the legacies of the pandemic in Australia," he said.

Source: SMH

### Key Attitudes

Since 27 April

**-11**

I am putting on a brave face but privately I am really worried (35%)

**+8**

I feel isolated and alone (36%)

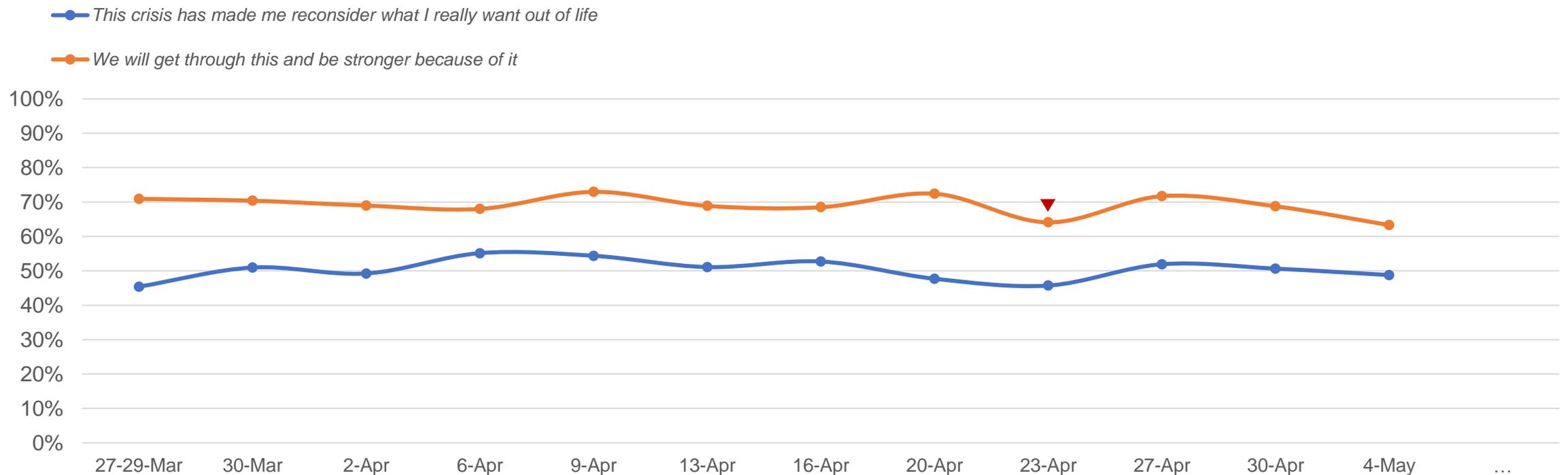
Q. How strongly do you agree / disagree with each of the below?  
Base: 27-29 March n=1000; biweekly pulses n=200

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

# The longer the crisis lasts, the larger the number of Australians who doubt that we will 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

# COVID-19 BRAND NAVIGATOR



Neale Cotton	0405 052 015
Andrew Therkelsen	0427 079 605
Paul Labagnara	0414 632 980



Chris Crook	0416 079 966
James Jayesuria	0411 689 511
Justin Connally	0402 340 658