



# 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 over the weekend?

- 1.** Intensity of concern has significantly reduced and is currently at the lowest point recorded.
- 2.** Most people prefer to seek updates once a day and understanding of the situation remains high.
- 3.** Perceptions of the Government have remained stable, with confidence remaining high.

# COVID-19 Brand Navigator

## What changed over the weekend?

1.

The Health Minister announced that Australia has achieved a rate of new cases less than one per cent for seven consecutive days – a “genuine flattening of the curve”.

2.

With Australia-wide case levels improving, NSW announced that the state is aiming for a full-time return to school in term three (late July), with a staggered return starting in May.

3.

The Federal Government announced that Australians will be encouraged to download an app that will assist with contact tracing, sparking some concerns over privacy and data security.

Australia

**Australia has a 'sustained and genuine' flattening of the coronavirus curve, Greg Hunt says**

Australia

**New coronavirus cases at record lows in most Australian states and territories**

Australia

**Gladys Berejiklian confirms NSW students will start going back to school from May 11**

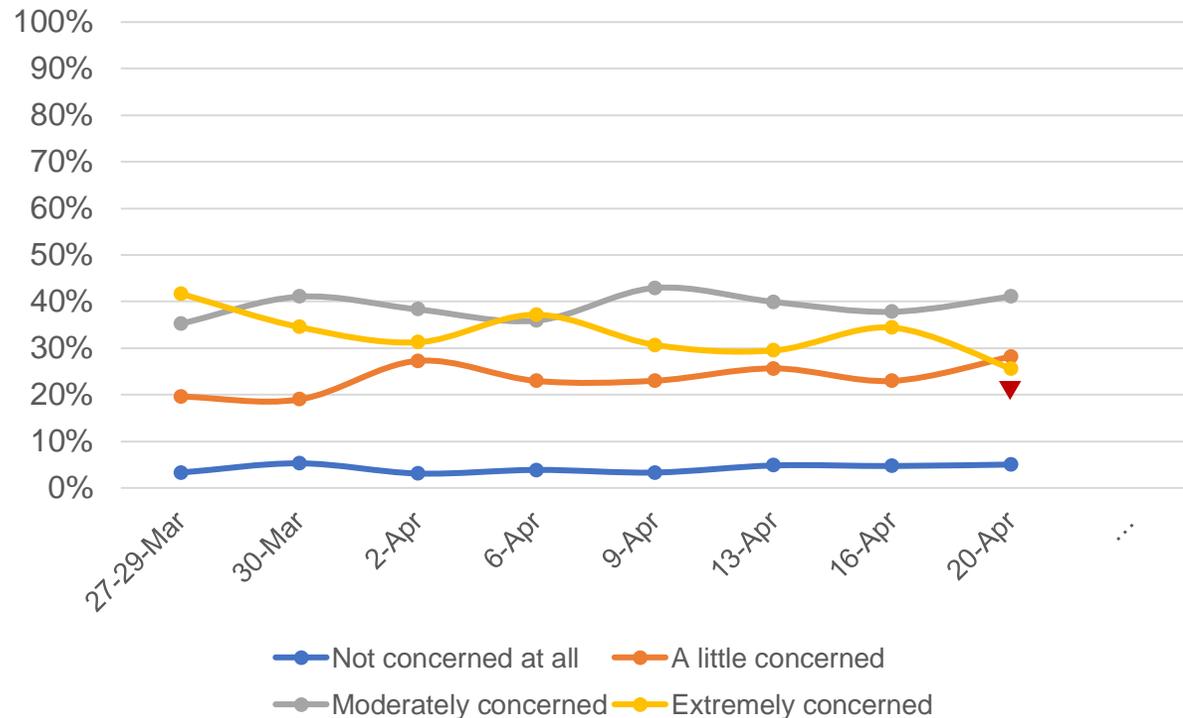
**Coronavirus lockdowns could end in months if Australians are willing to have their movements monitored**

By political editor [Andrew Probyn](#)

Updated 15 Apr 2020, 7:51am

# Intensity of concern has significantly reduced and is currently at the lowest point recorded

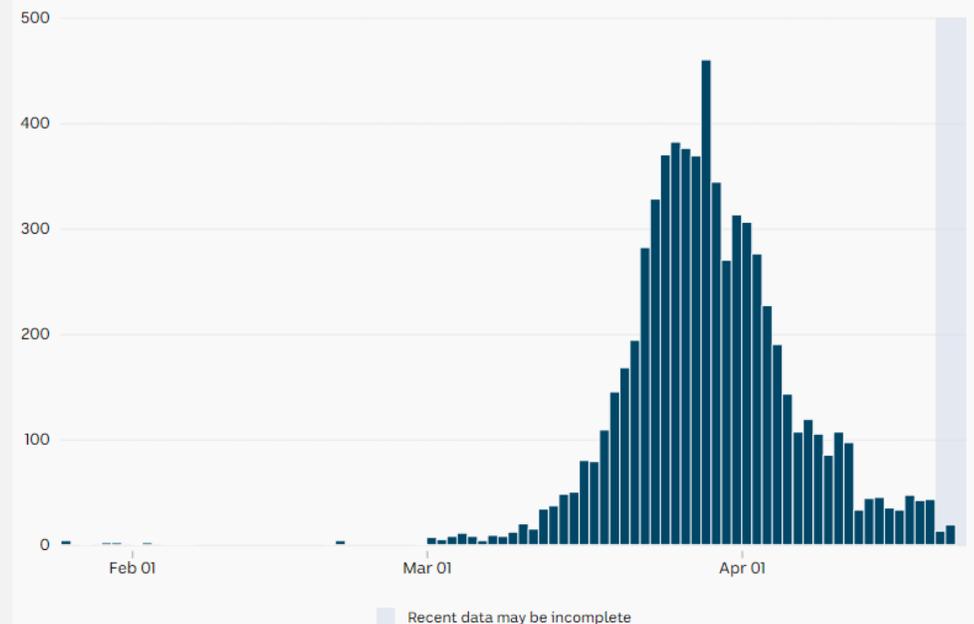
## CONCERN ABOUT COVID-19



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

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

### New confirmed cases, daily count



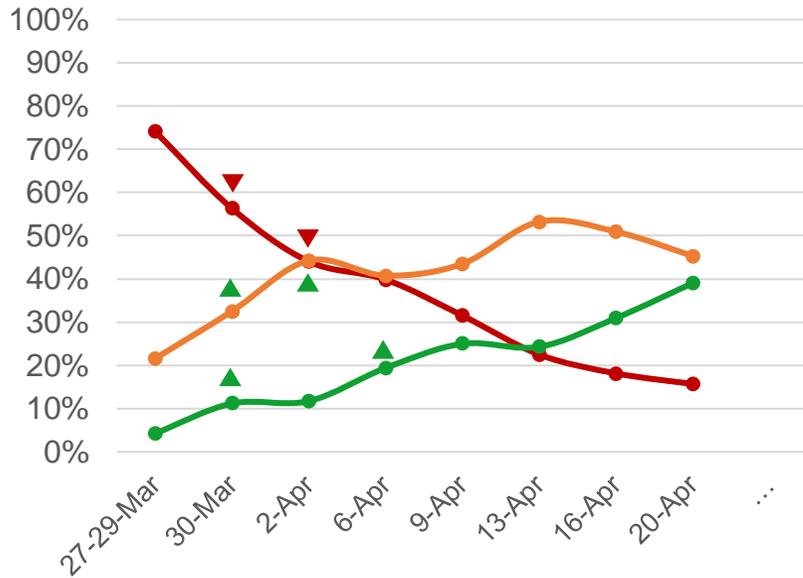
Source: ABC News

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

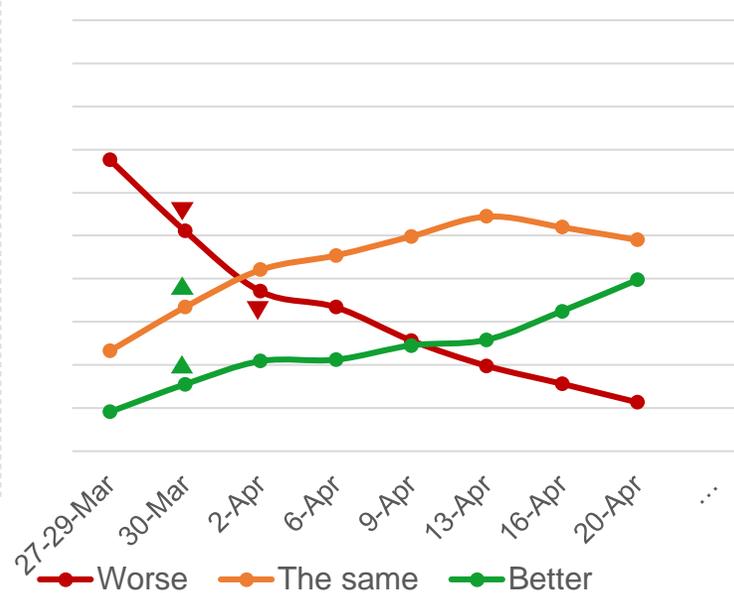
# Short-term and long-term outlooks continue to improve

## EXPECTATIONS OF THE PANDEMIC

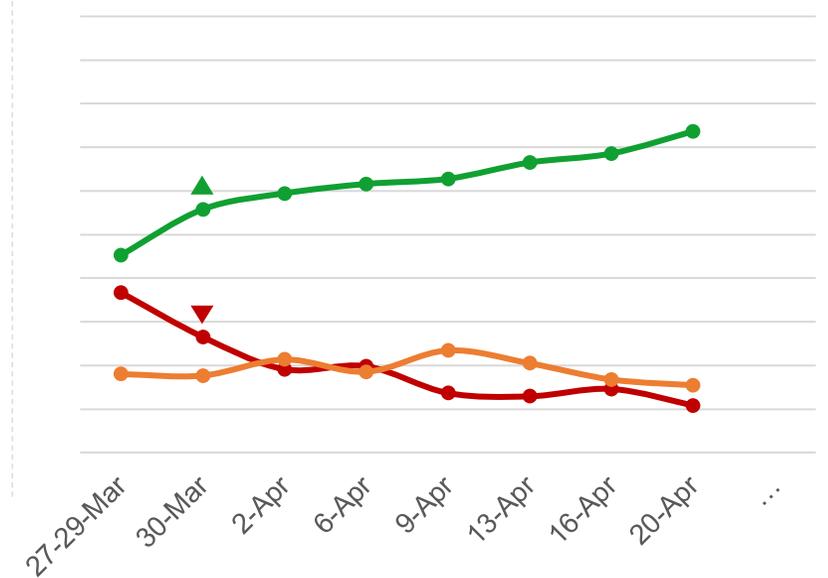
Compared to last week, today is...



Compared to today, next week will be...



Compared to today, three months will be...



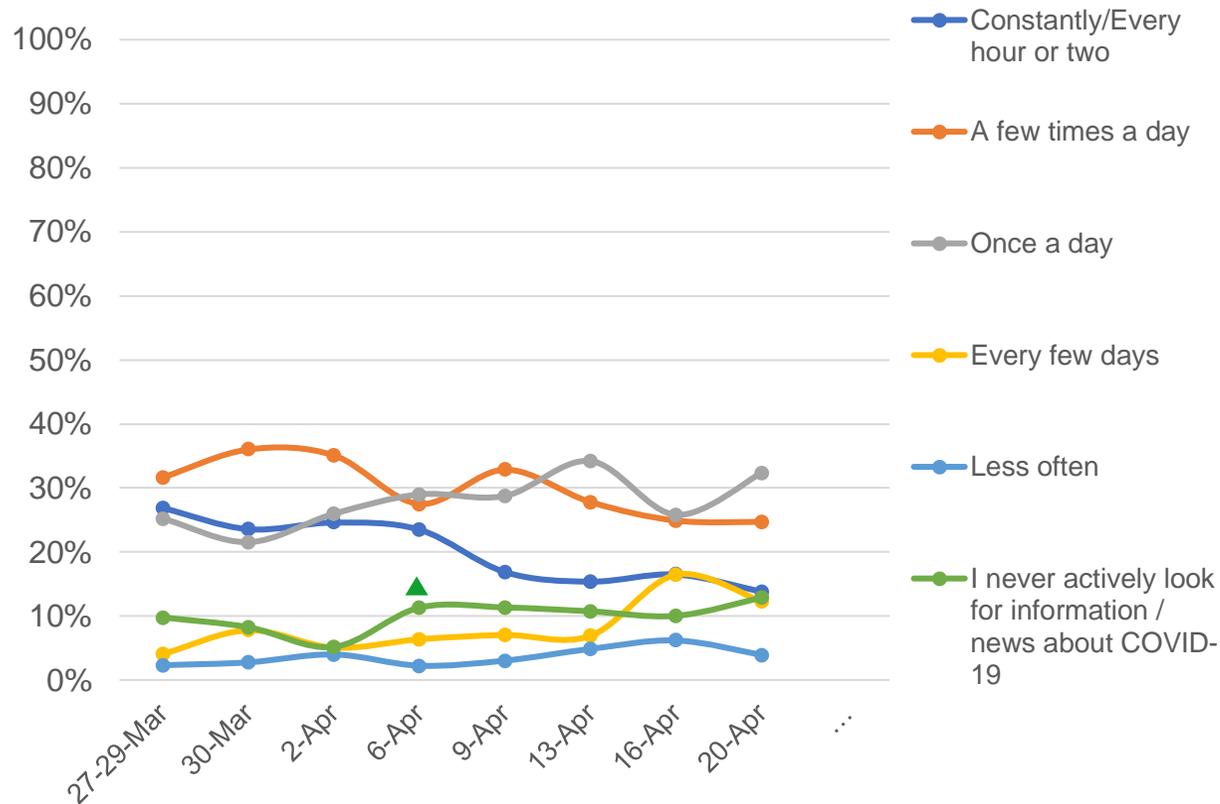
Q. Thinking about the entire COVID-19 situation (including its impact on health, economy, society, social distancing, etc.), compared to this time last week, how do you feel the situation is today? Q Still thinking about the entire COVID-19 situation, how do you feel the situation will be this time next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

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

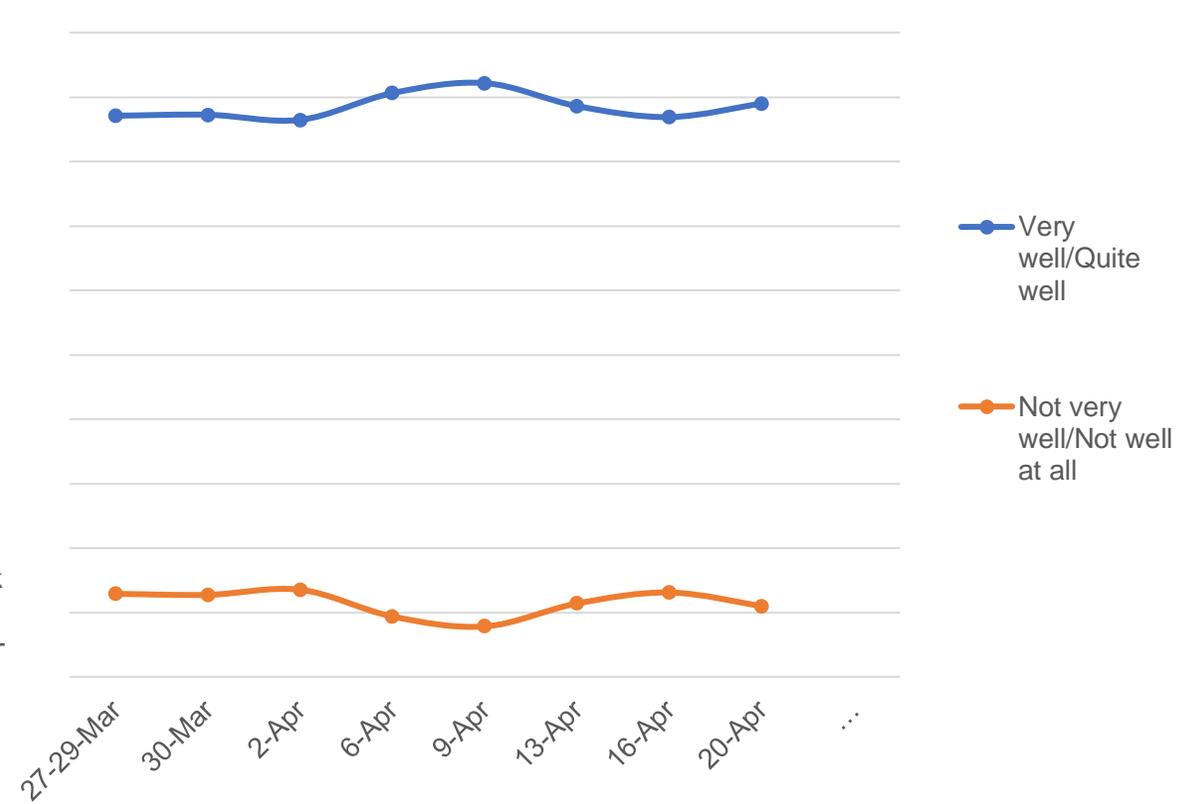
▲ ▼ Significantly higher / lower than the previous period at 95% confidence

# Most people prefer to seek updates once a day, and understanding of the situation remains high

## 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

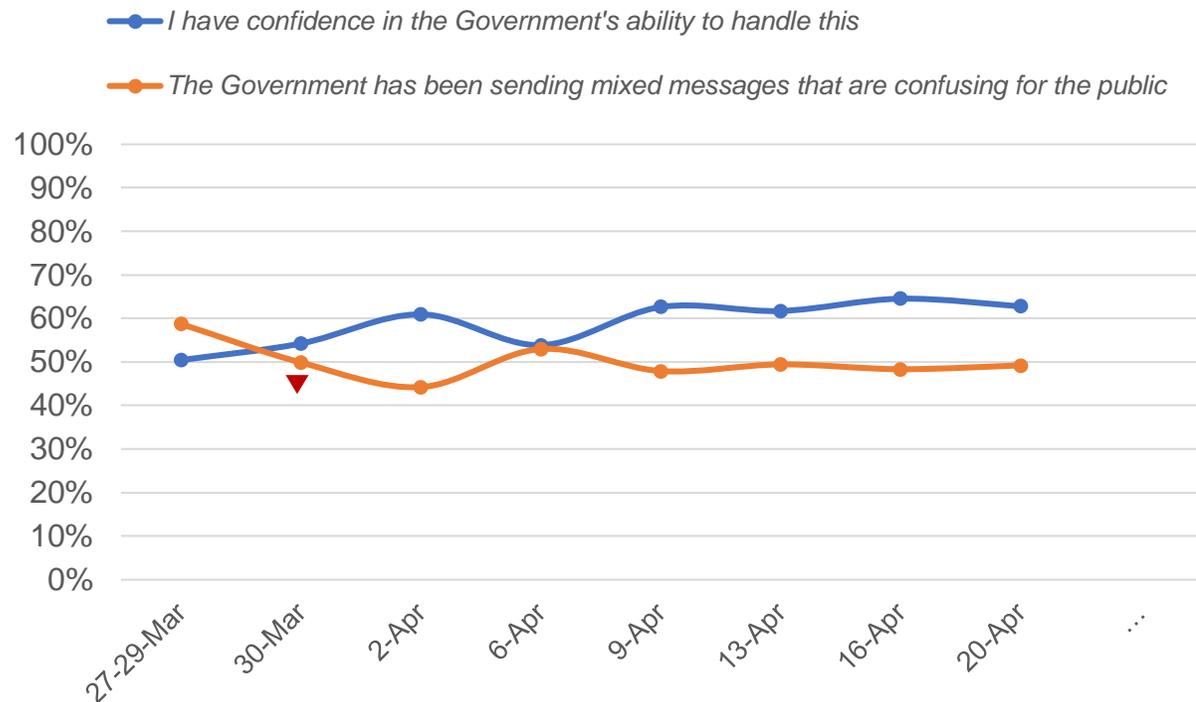


# Gauging Australians' sentiment towards institutions and society

# Perceptions of the Government have remained stable, with confidence remaining 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 Federal Government has announced that it will begin rolling out an app that will assist with contact tracing. Though the Government has said the app will not track people's locations, this has sparked some concerns over privacy and data security.

Source: ABC

### Key Attitudes

Since 16 April

-2

I have **confidence in the Government's ability** to handle this crisis (63%)

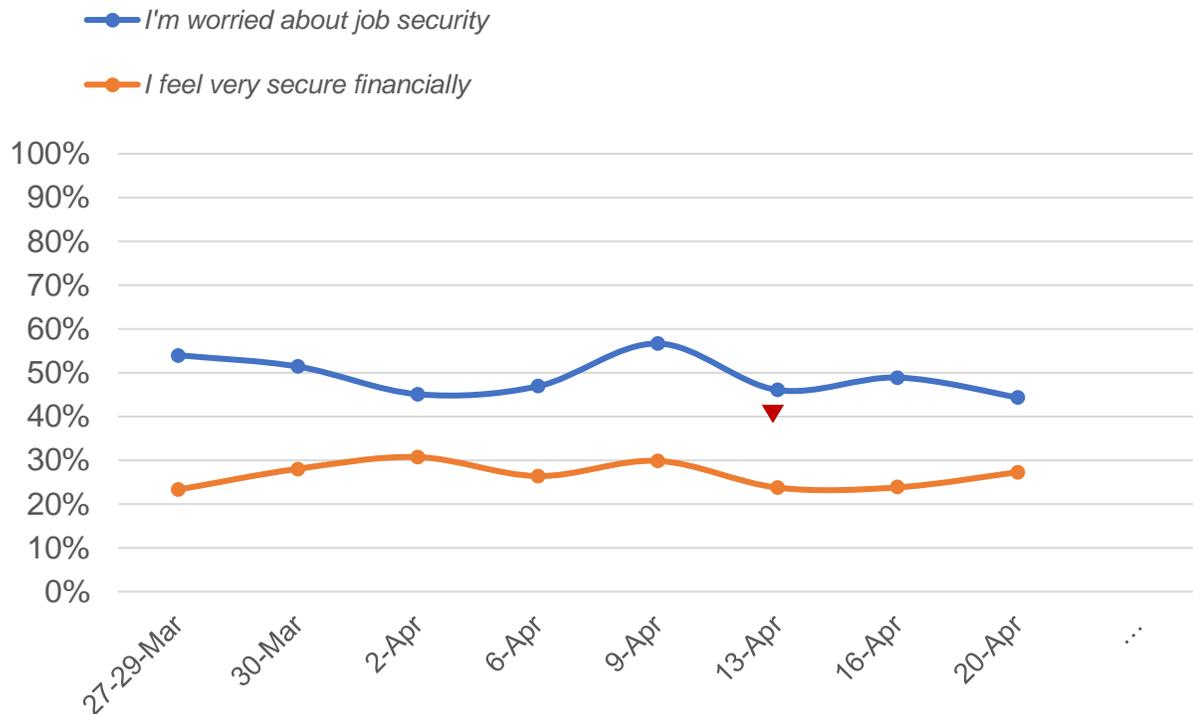
+1

The **Government has been sending mixed messages** that are confusing for the public (49%)

# Concerns about job and financial security have remained stable since last week

## 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

- According to the ANZ-Roy Morgan Australian Consumer Confidence survey, consumer confidence has shown some improvement in the last two weeks (News.com.au).
- The Government has thus far invested \$320b to address the crisis, or 16.4 per cent of GDP (News.com.au).

Source: News.com.au

### Key Attitudes

Since 16 April

-5

I'm **worried about job security** (44%)

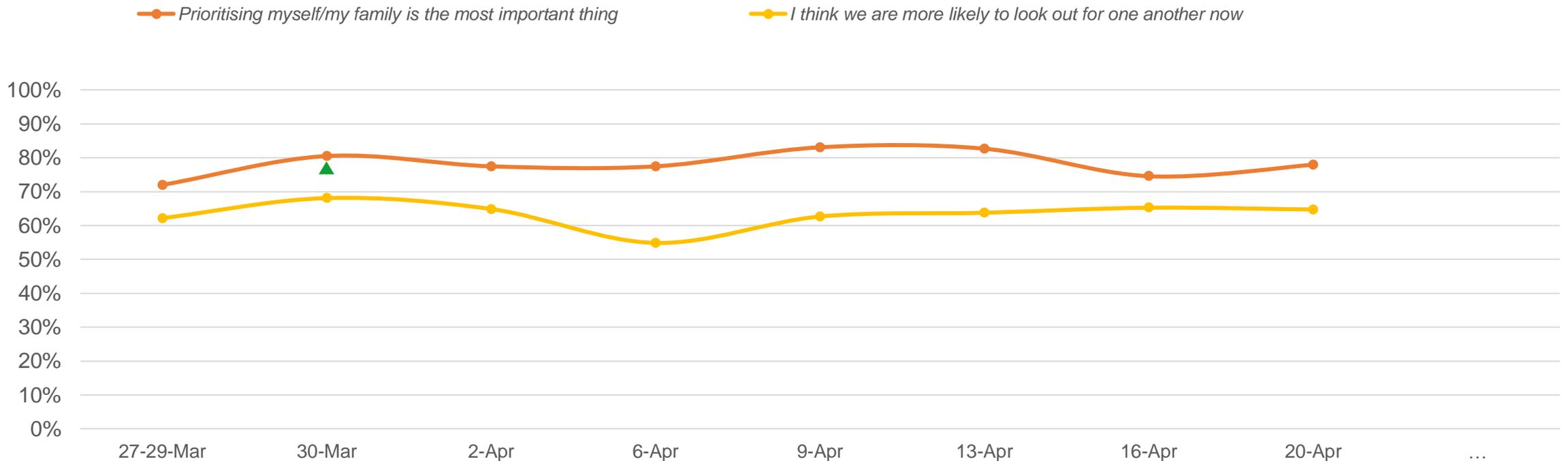
+3

I feel **very secure financially** (27%)

# Attitudes towards prioritising one's family unit versus the wider community also remain stable

## ATTITUDES: SOCIAL VS. INDIVIDUALISM

### % Strongly Agree/Agree



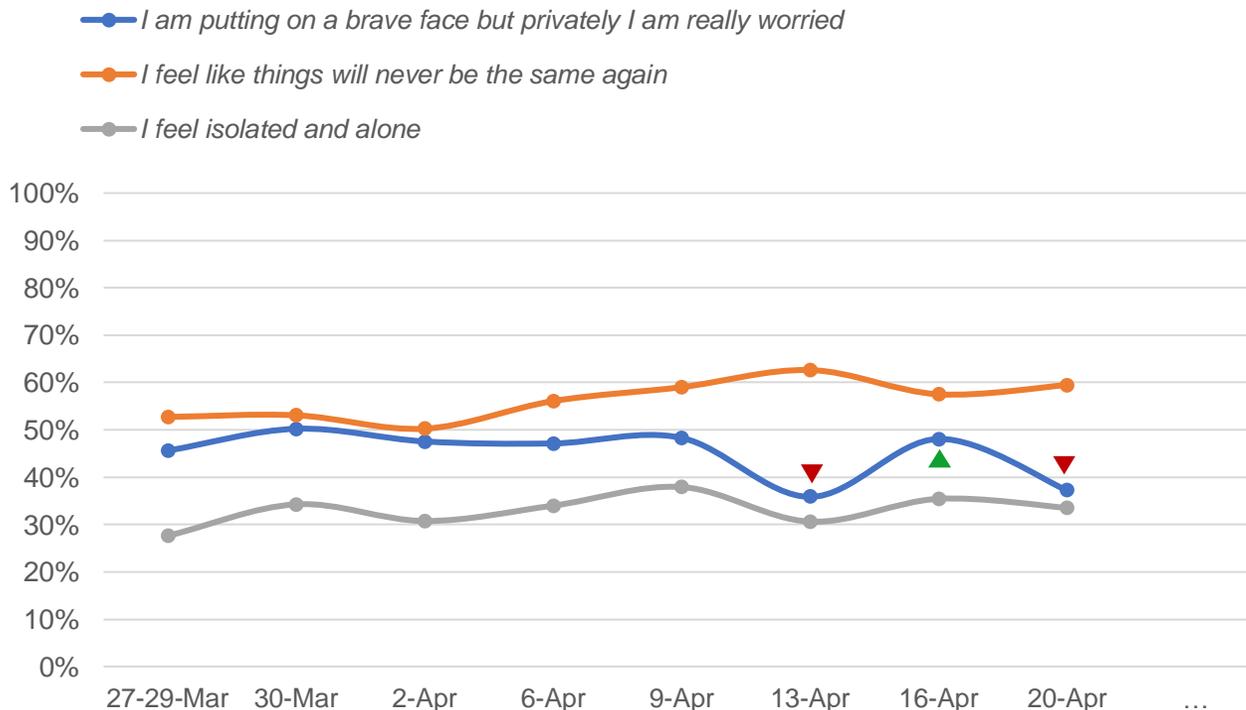
Q. How strongly do you agree / disagree with each of the below?  
Base: 27-29 March n=1000; biweekly pulses n=200

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

# Similar to last Monday, Australians feel less of a need to put on a brave face coming out of the weekend

## 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

- Preliminary results from a Monash University study of 1,200 Australians showed that 30% showed moderate to high levels of anxiety and depression, with a majority showing mild levels.
- Beyond Blue has recorded a 30% increase in calls since social restrictions were enforced.

Source: ABC

### Key Attitudes

Since 16 April

-11

I feel am putting on a brave face but privately **I am really worried** (37%)

-1

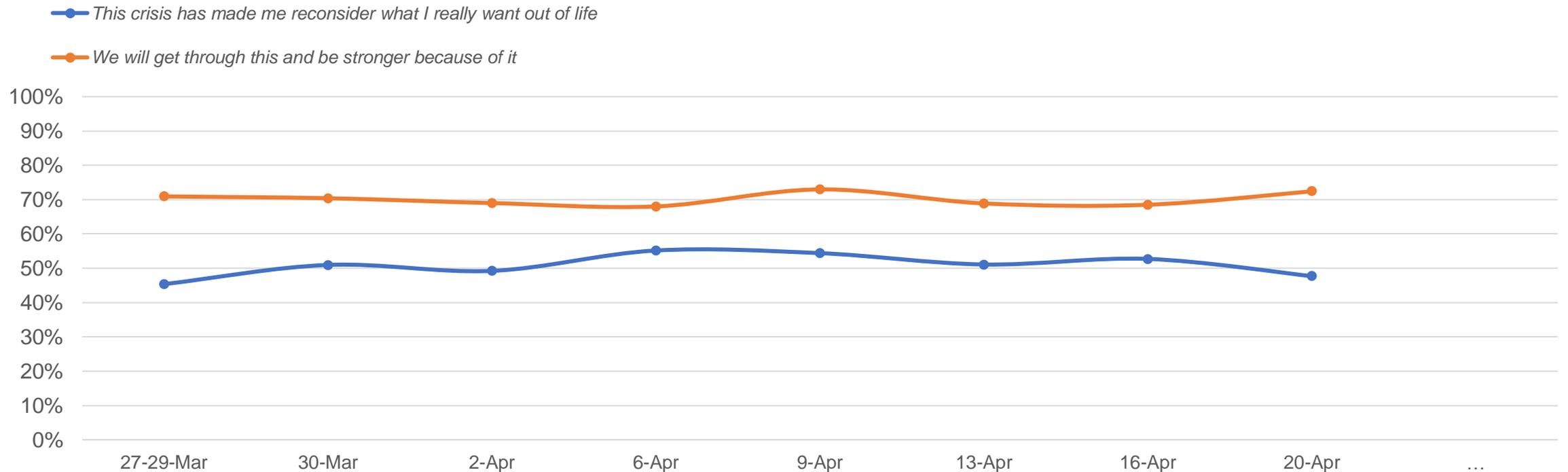
I feel **isolated and alone** (34%)

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

# Attitudes towards life post-crisis have also remained relatively stable

## 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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James Jayesuria	0411 689 511
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