

# COVID-19 BRAND NAVIGATOR

Real-time insights into the rapidly evolving landscape.

*4000+ Australians, data collected twice weekly by our study partners i-Link Research*

21<sup>st</sup> of May 2020

**Nature:**

the  
lab

# COVID-19 Brand Navigator

## What changed this week?

1. With Government support programs ending in September, the long-term outlook is slightly less optimistic.
2. There has been an upward trend in those that feel the Government is sending mixed messages.
3. Fewer Australians are feeling financially secure compared to earlier this week.

21<sup>st</sup> of May 2020

# COVID-19 Brand Navigator

## What changed this week?

1. Half a million jobs in residential construction are at risk across Australia, including at least 160,000 jobs in the NSW home building sector.
2. The Queensland Premier has said that Queensland's border could remain closed until September.
3. JobKeeper and JobSeeker programs are running for 6 months, cutting off at the end of September.

BUSINESS THE ECONOMY HOUSING SLUMP

**Dismal outlook for NSW home building puts thousands of jobs in jeopardy**

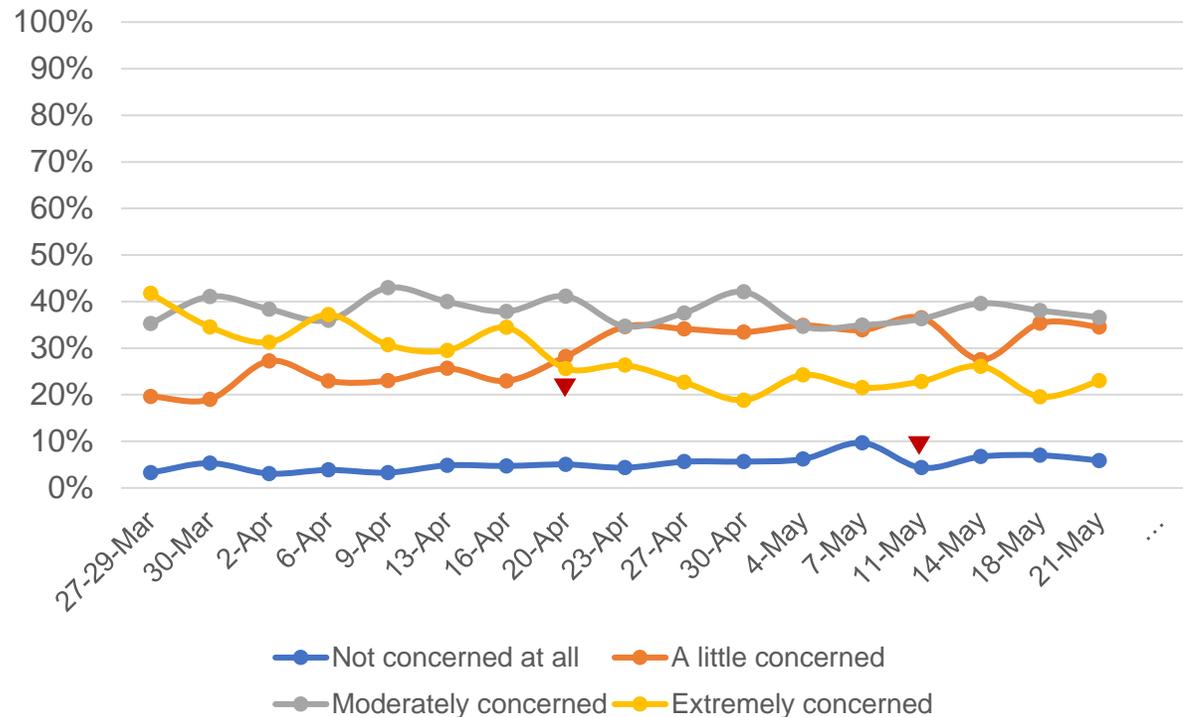
**Queensland border closure could remain in place until September, Premier warns**

**A hard end date to coronavirus stimulus JobKeeper, JobSeeker packages could sink economy in September, warn experts**

21<sup>st</sup> of May 2020

# There has been a slight uptick in the level of extreme concern compared to earlier this week

## CONCERN ABOUT COVID-19

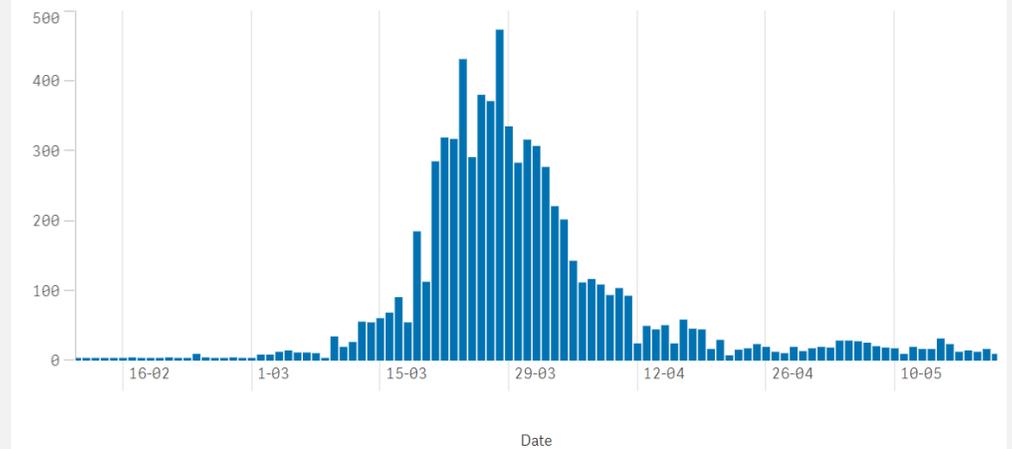


Q. What is your overall level of concern about COVID-19?  
 Base: 27-29 March n=1000; biweekly pulses n=200

As of Thursday (May 21), there have been **7,081** reported confirmed cases of COVID-19 in Australia, including **100** deaths.

There have been **6,472** recovered cases of COVID-19.

Source: Department of Health, States & Territories Report 21/5/2020



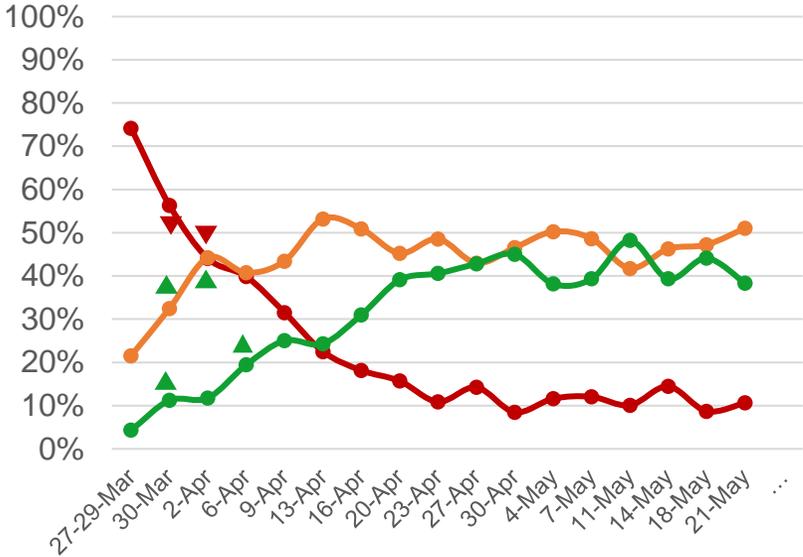
Source: Health.gov.au

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

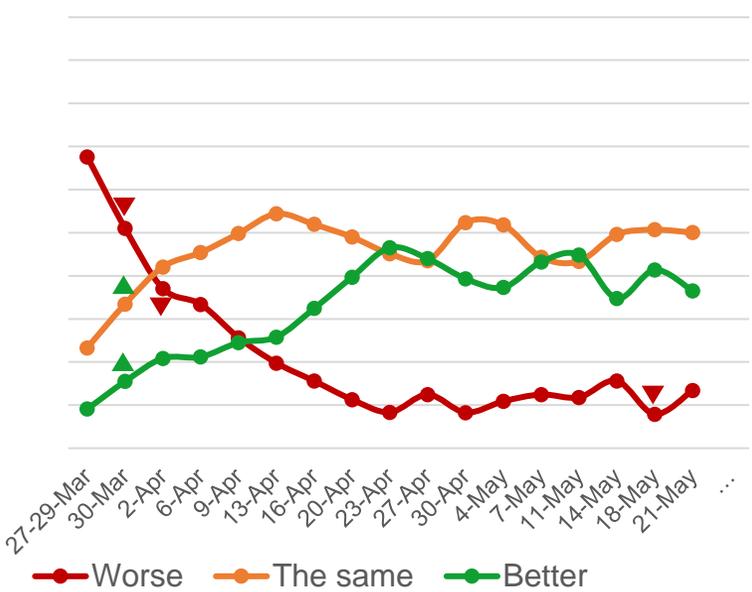
# With Government support programs ending in September, the long-term outlook is slightly less optimistic

## EXPECTATIONS OF THE PANDEMIC

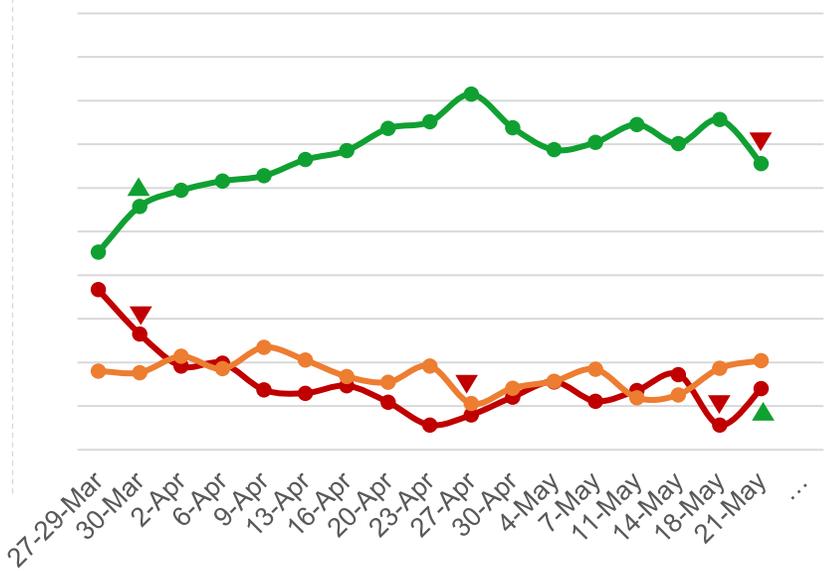
Compared to last week, today is...



Compared to today, next week will be...



Compared to today, three months will be...

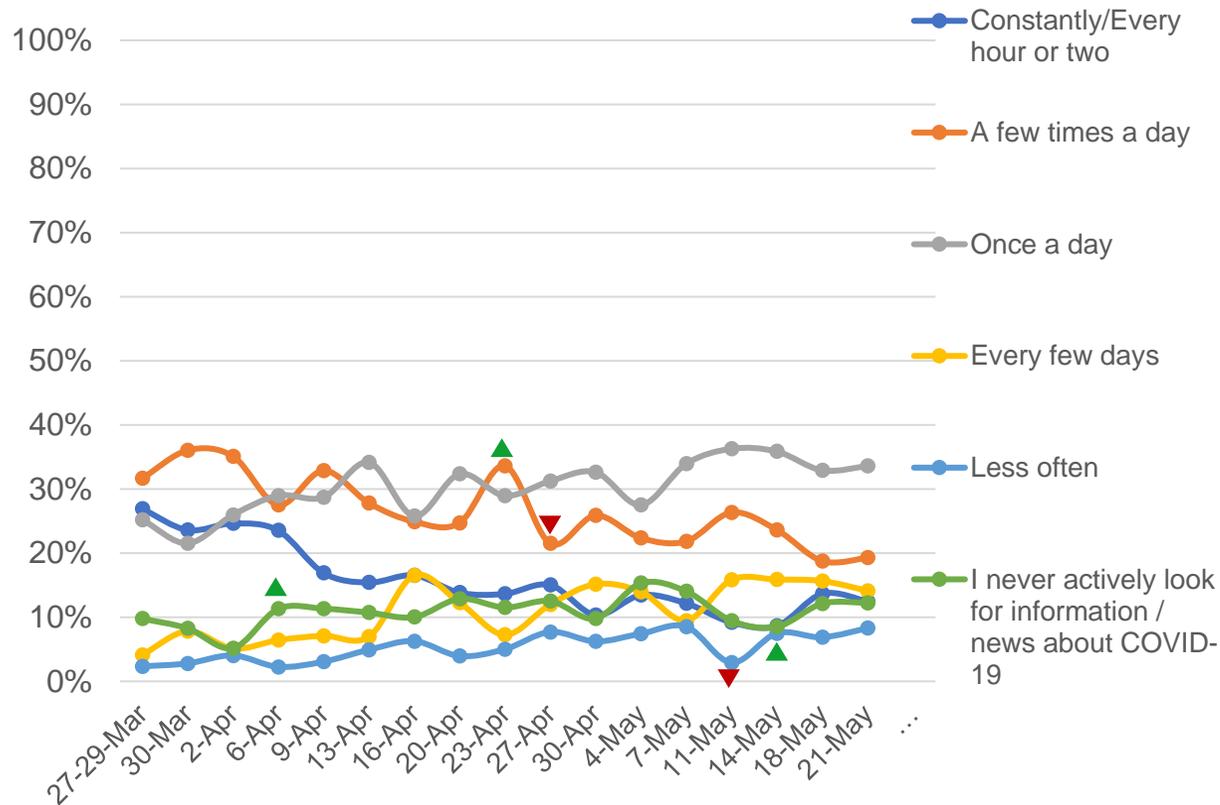


Q. Thinking about the entire COVID-19 situation (including its impact on health, economy, society, social distancing, etc.), compared to this time last week, how do you feel the situation is today? Q Still thinking about the entire COVID-19 situation, how do you feel the situation will be this time next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

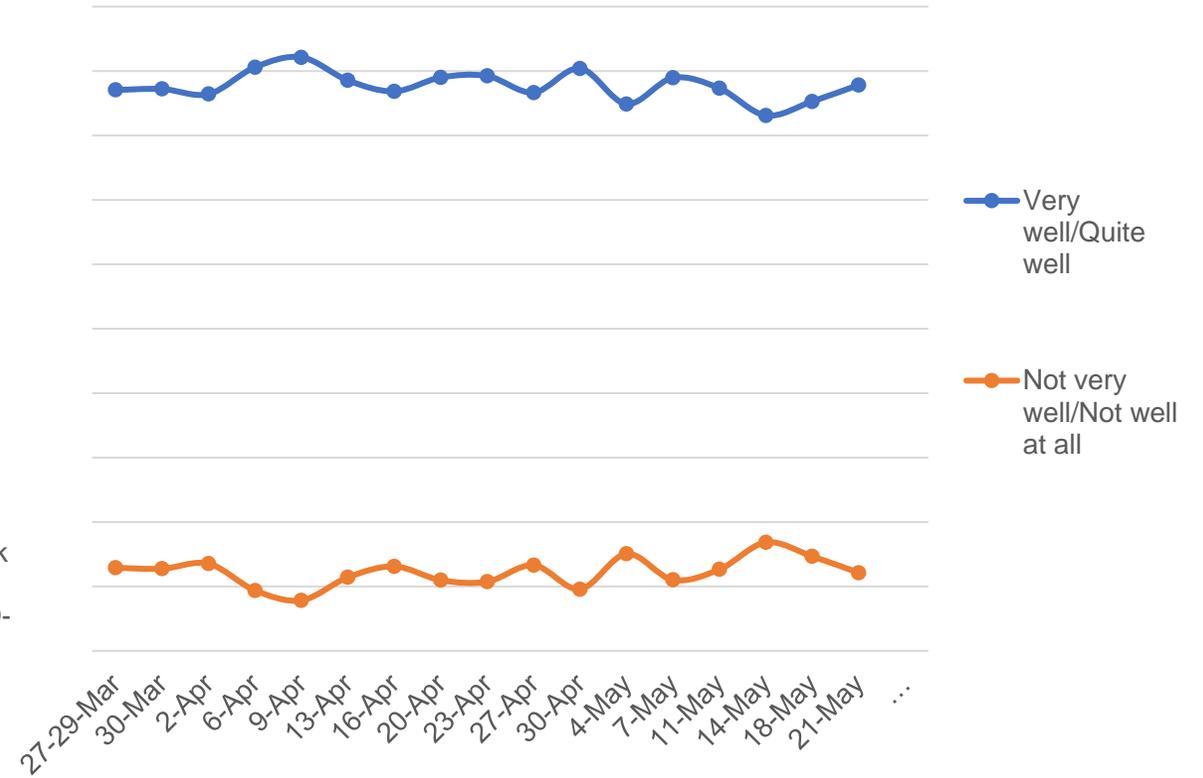
▲ ▼ Significantly higher / lower than the previous period at 95% confidence

# Most continue to seek updates once a day

## 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

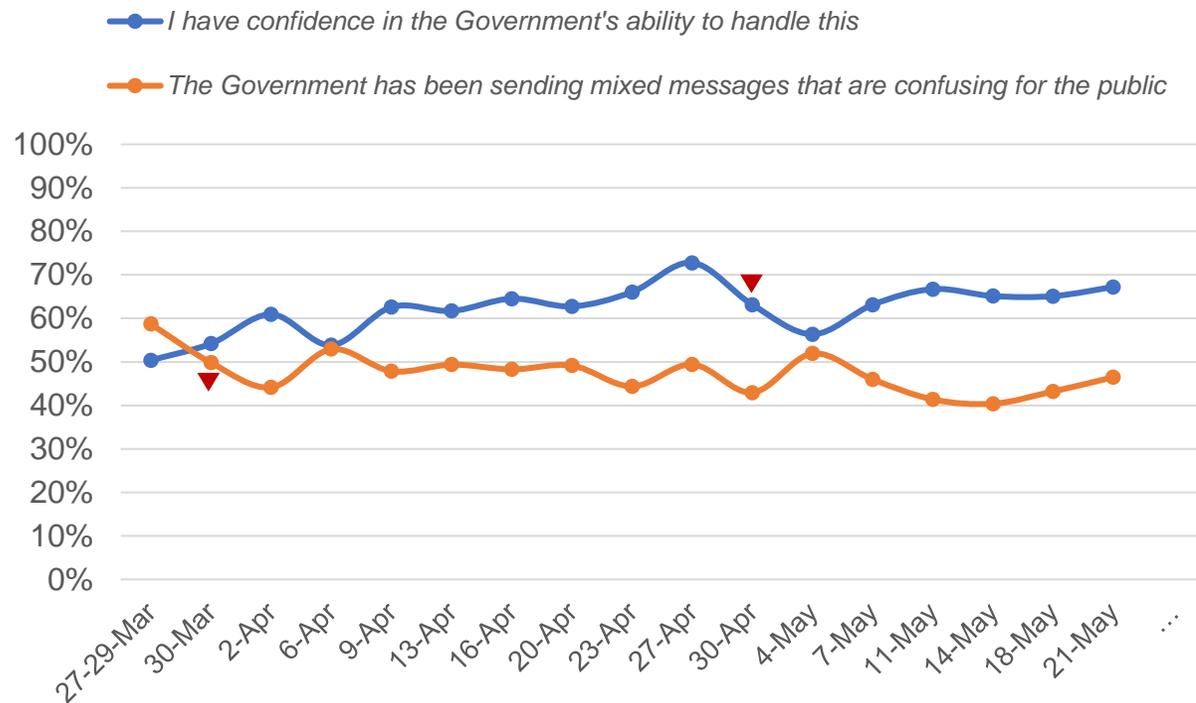


# Gauging Australians' sentiment towards institutions and society

# There has been an upward trend in those that feel the Government is sending mixed messages

## 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 government is spending an average of \$26b a month on programs that didn't exist in February. However, these will all be gone by the end of October, sparking fears of a coronavirus support "cliff" and a second downturn.
- The NSW Premier has pushed to lift bans on interstate travel, which has been met by criticism by QLD and WA premiers

Source: The Conversation, AFR

### Key Attitudes

Since 18 May

+2

I have **confidence in the Government's ability** to handle this crisis (67%)

+3

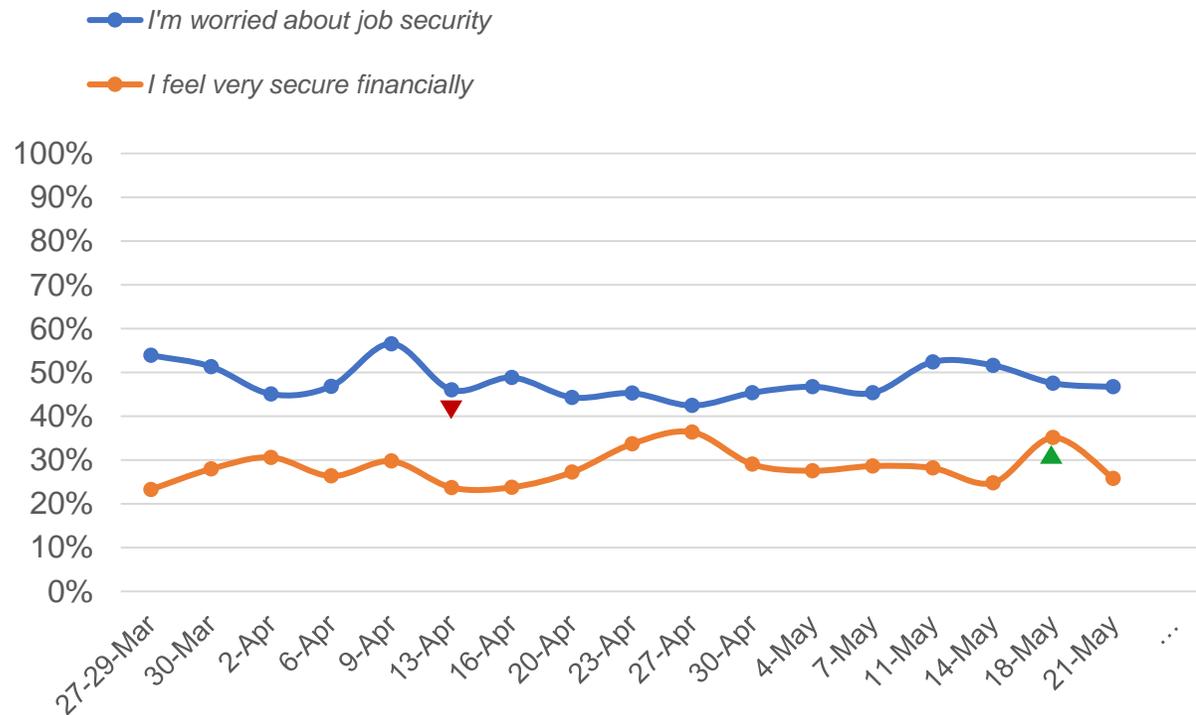
The **Government has been sending mixed messages** that are confusing for the public (46%)

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

# Fewer Australians are feeling financially secure compared to earlier this 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

- Rents for Sydney houses have fallen to their lowest point since 2013, and it has been forecasted that half a million jobs in residential construction are at risk across Australia.
- New job ads posted on SEEK in the first two weeks of May are up 26.8% compared to April 2020 on average. All states are showing an increase in job ad activity.

Source: The Sydney Morning Herald, Guardian, SEEK

### Key Attitudes

Since 18 May

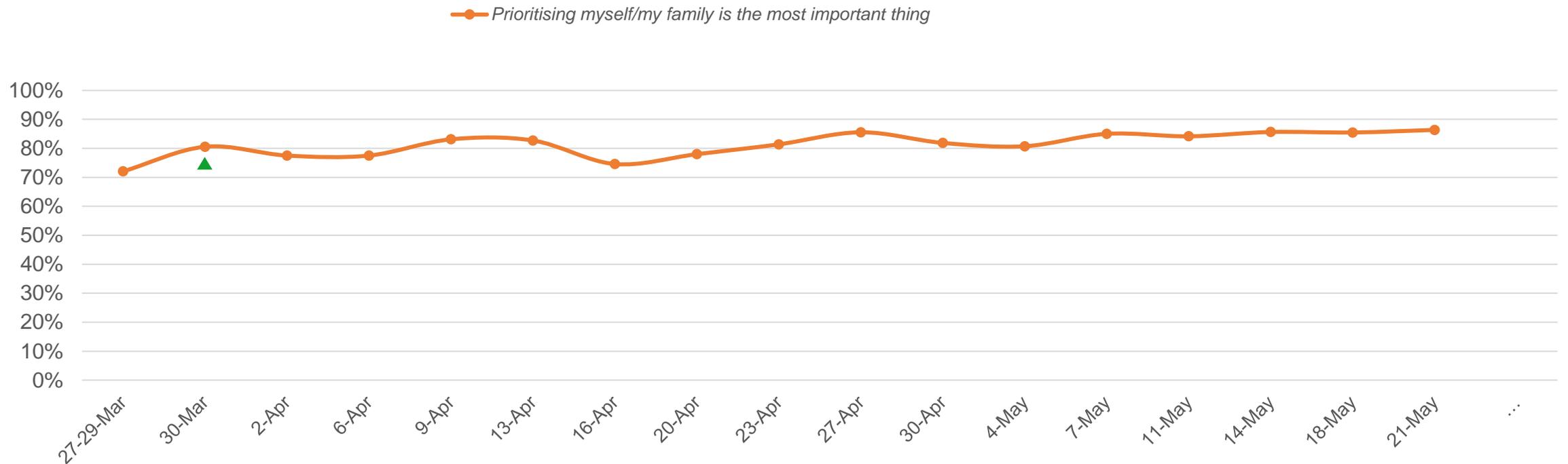
- 1 I'm **worried about job security** (47%)
- 9 I feel **very secure financially** (26%)

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

# Australians are continuing to prioritise themselves and their families during this pandemic

## ATTITUDES: SOCIAL VS. INDIVIDUALISM

### % Strongly Agree/Agree



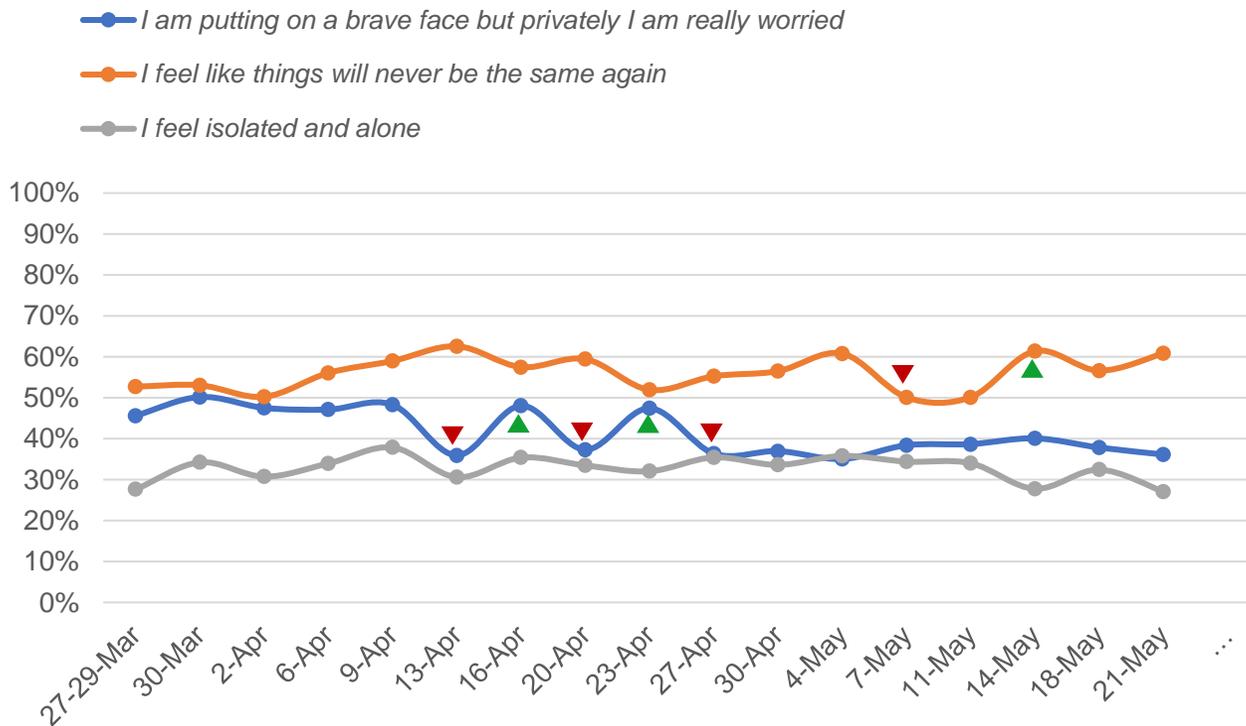
Q. How strongly do you agree / disagree with each of the below?  
Base: 27-29 March n=1000; biweekly pulses n=200

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

# More Australians are feeling that things will never be the same again

## 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

- According to a UNICEF survey released on Sunday, two-thirds of young Australians are worried about their education being disrupted or held back during the pandemic. The proportion of Australians aged 13 to 17 who feel able to cope well with life has halved from 81 to 45% since before the national pandemic response.

Source: SBS

### Key Attitudes

Since 18 May

**-2**

I am putting on a brave face but privately I am really worried (36%)

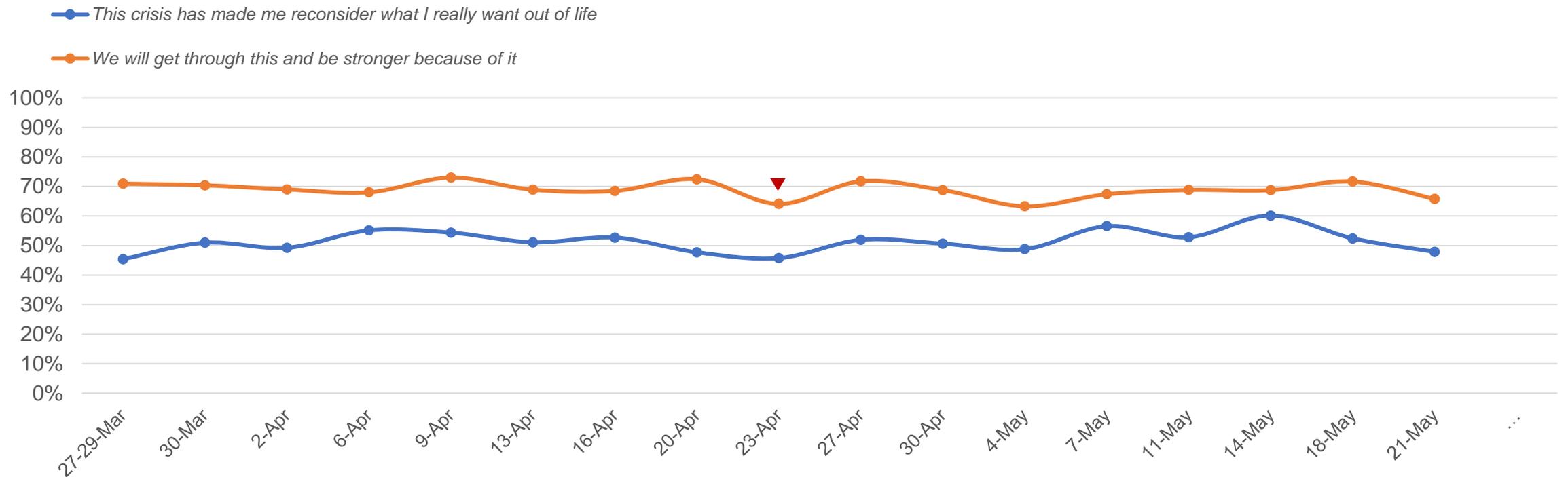
**+4**

I feel like things will never be the same again (61%)

# Attitudes towards life post-pandemic have 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



Neale Cotton	0405 052 015
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