

# COVID 19

# THE AUSTRALIAN REACTION

THE FIRST 10 WEEKS

REPORT JUNE 2020



**dynata**<sup>TM</sup>

**StollzNow**  
Research & Insights Advisory

**Contact**

Neil Stollznow  
Mobile +61 412 200 235  
neil@stollznow.com.au

Giselle Stollznow  
Mobile +61 413 273 312  
giselle@stollznow.com.au

Office +61 2 9953 7543  
Freecall 1300 052 399  
www.stollznow.com.au

# 1 OVERVIEW



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# About this research

## Dynata and StollzNow Research



Data for this research was carried out by leading Dynata the world's largest first-party data and insight platform.

With a reach that encompasses 62 million consumers and business professionals globally and an extensive library of individual profile attributes collected through surveys, Dynata is the cornerstone for precise, trustworthy quality data. The company has built innovative data services and solutions around its robust first-party data offering to bring the voice of the customer to the entire marketing continuum – from strategy, to innovation, to branding, advertising, measurement and optimization.

Dynata serves nearly 6,000 market research, media and advertising agencies, publishers, consulting and investment firms and corporate customers in North America, South America, Europe, and Asia-Pacific.

The research is part of a wider multi country survey including USA, Canada, UK, Ireland, Spain, France, Germany, the Netherlands, Italy, India, Singapore, China, Japan and Australia. [Click here](#) for the Dynata reports.

The data has kindly been provided by Dynata to StollzNow Research for additional Australian analysis.



StollzNow Research is a leading research and insights advisory that specialises in travel and tourism, visitor and venue research, health and pharmaceuticals and community relations.

In this analysis we have used our experience in health and community relations to understand the attitudes of Australians to the onset of the pandemic.

# 2

# APPROACH & METHODOLOGY



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# Approach and methodology

## Methodology

### Dynata

Questionnaire design and data collection on was carried out by Dynata and the analysis uses this data with their kind permission.

### Fieldwork timing

Fieldwork is completed weekly commencing on March 17. In the data the date of ending the fieldwork is used for clarity.

## Statistical significance

### Confidence level

All reporting is at the 95% confidence level or higher.

### Colours in tables

In the report text in blue is above average, black on average and red below average. The Net (total) shows significance for differences in the total column. Significance in age shows differences between age groups.

### Weighting

Data has been weighted to interlocking age and gender from Australian Bureau of Statistics 2020 estimates.



**10,171** fully completed surveys

Confidence level of  $\pm 2.9$   
@ 95% confidence level



### Sample source

March 17 to 19 = 1,112

March 19 to April 9 = 3,000

April 16 – May 21 = 6,059



### Criteria for inclusion

Australian residents

# 3

# HOW AUSTRALIA IS REACTING TO COVID 19



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# Concerns and attitudes to COVID-19

## Australian overview

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### Setting the scene - what was happening when the survey was conducted

The first research was conducted March 17 to 19. At this point in time, the impact COVID-19 had on Australians was:

- It was still possible to attend professional sporting matches
- There were no restrictions on where people could eat or congregate, with pubs, clubs and cultural institutions still being open
- Shops were low on stock, particularly toilet paper
- There were a few cases of COVID 19 in Australia
- Italy was beginning to report high numbers of infections

Research was conducted weekly.

The fourth wave of research was conducted on April 7 to 9. The changes that had taken place after the first week of research for Australians are:

- No gatherings of more than two people, except if they are from the same household
  - With the exception of South Australia where up to 10 people can gather
- Leaving the house for work, exercise and shopping permitted
- Food service trade only able to provide take-away food (no seating provided)
- Many beaches, public places, many shops, etc. closed to the public
- Limitations placed on the number of people allowed in supermarkets at any one time
- All incoming travellers (including Australians) to mandatory self-isolate
- Over 6,000 infections and 60+ deaths

# Concerns and attitudes to COVID-19

## Australian overview

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### Setting the scene - what was happening when the survey was conducted

Weekly research took place between April 9 and May 21.

During this time, the restrictions were similar to early April; after May 21 many restrictions were eased and some lifted.

Australians during this time adapted to the new way of living. Australia had seen few new cases of COVID-19 over the Easter holiday break and was beginning to feel confident the approach to dealing with the virus was the right one. There had been no 'Ruby Princess' or Bondi beach repeats and the new case numbers had settled.

The big change was students' partial return to schools and by May 21, Australia was waiting to see if this was to have any impact on the number of cases.

By May 21, Australia had recorded over 7,000 cases, but the deaths had plateaued to just under 100.



# Key findings

## All Australians At May 21

### Key worries

- ✓ World and Australian economies
- ✓ Health of the elderly
- ✓ Good personal hygiene

### March 26 spike

- ✓ Heightened worries
- ✓ Change in behaviour
- ✓ Change in actions carried out
- ✓ Change in pandemic attitudes

### Change from March 19 to May 21

- ✓ Confident about having enough foodstuffs
- ✓ Confident in the healthcare system
- ✓ Australians stayed at home at the peak of lockdown which also coincided with COVID-19 spread slowing down

## Worries

World and domestic economies cause for concern

Growing confidence in household finances



56%

Avoiding physical shops but this has decreased from 66%

## Physical contact

Most still avoiding contact with strangers, friends and even family members



80%

Feel they would know how to respond to COVID-19 illness

## Health System

Concern about the health system coping peaked on March 26. By May 19, Australians feeling more confident



78%

Approve of government handling of pandemic  
*Big improvement from first week*



76%

Staying at home



56%

Working from home (employed) There is a slow return to the workplace

# Analysis by age – under 35 years

## Younger Australians more concerned about everything

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**Australians are concerned about the ever-growing COVID-19 crisis but the data shows those aged under 35 have quite different levels of concern to those aged 55 and older.**

Younger Australians continue to be more concerned about many aspects of COVID-19 and equally more relaxed about others.

- Despite all evidence indicating that the younger a person is the less likely they will have difficulty managing COVID-19, under 35s are more concerned about their health than those aged 55+ years.

Other issues where this group differs are:

- Having enough food (stockpile food more than other age groups)
- Have concerns about the ability of the healthcare system to cope
- Less washing of hands
- Less likely to avoiding touching and being around strangers
- Touch family members more
- Continue to be concerned about their finances

One of the adjustments the under 35s have had to make is around entertainment, particularly food. Prior to COVID-19, many in this group lived an external life, going out often to socialise. COVID-19 put the brakes on that. The adjustments this group made in response to this are:

- They went out to restaurants and bars far less
- The ordered food in
- They increased their online shopping

Their concerns around having enough food are a surprise, given there was always fresh food available. Many in this age group had to make significant lifestyle adjustments. Perhaps adapting to the changes, such as having to cook more for themselves, was more challenging than for other age groups because the changes required were greater.

This group has consistently reported they are not as confident with their knowledge about this virus. Knowing what the illness is, what to do if they caught it are questions they are not as confident about as older Australians.

Despite Australia doing well, by May 19, only 67% of this age group were as positive about the measures the government were taking to protect them; less than for other Australians

# Analysis by age – 55 years and over

## Older Australians confident and compliant

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**Those aged 55 years and over are embracing social distancing and good practice.**

**Slight complacency has moved to extremely diligence.**

On March 19 those aged 55+ were confident but perhaps a little complacent in their attitudes to COVID-19. During this time the reports of overseas fatalities and risk for this age group became daily news.

Over the survey period this age group has become more vigilant and thorough in their response to the pandemic. However, perhaps due to greater financial stability or having lived through some difficult times, they appear more resilient in many ways than younger Australians.

The main characteristics that differ from younger Australians are:

- They wash their hands more
- They are concerned about being around strangers and even their family
- Are more likely to see an elderly relative, probably due to caring responsibilities
- Less likely to go on public transport

The 55+ years have changed how they go about shopping.

- They have avoided going to physical stores
- Many have increased their online purchases
- This group has been ordering more food to their homes
- They tend not to stockpile food; probably due to their upbringing, they always have some 'backup' food in the house and did not need to panic buy
- At the beginning of COVID-19 they were going out to restaurants and bars, but this behaviour quickly changed, as it did for all Australians, but more so for this age group

In terms of the finances, this group is the most confident; being financially secure makes dealing with COVID-19 easier.

Other differences are:

- They are less concerned about their personal health
- They are confident in the healthcare system coping
- They report understanding what the virus is, what it can do to them and how they would get help

This group firmly believe the government is taking the right measures to protect all Australians: there is 90% agreement in this group in this area

# 4 PANDEMIC WORRIES

# Pandemic worries

## The economy and health of elderly are main worries

After a spike on March 26 Australians were less concerned about all areas measured.

Question asked as rating

- Extremely worried
- Very worried
- Somewhat worried
- Slightly worried
- Not at all worried

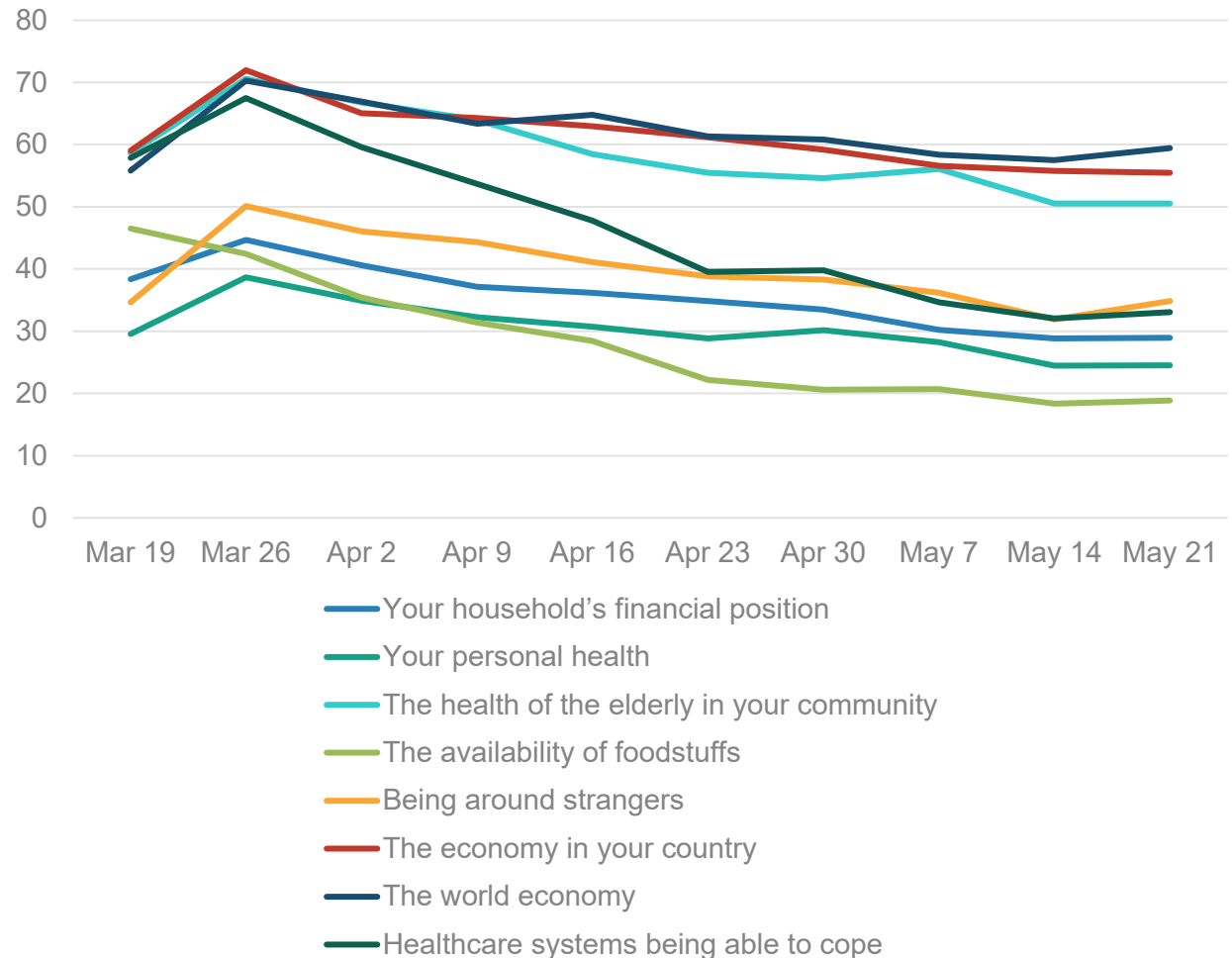
Top 2 Box shown

- Extremely worried
- Very worried

Top concerns:

- Health of the elderly
- Australian economy
- World economy

Big decline in worry about availability of foodstuffs.



Base: all people n=4,112 Top 2 Box shown

# Your household's financial position

## Household finances worries ease

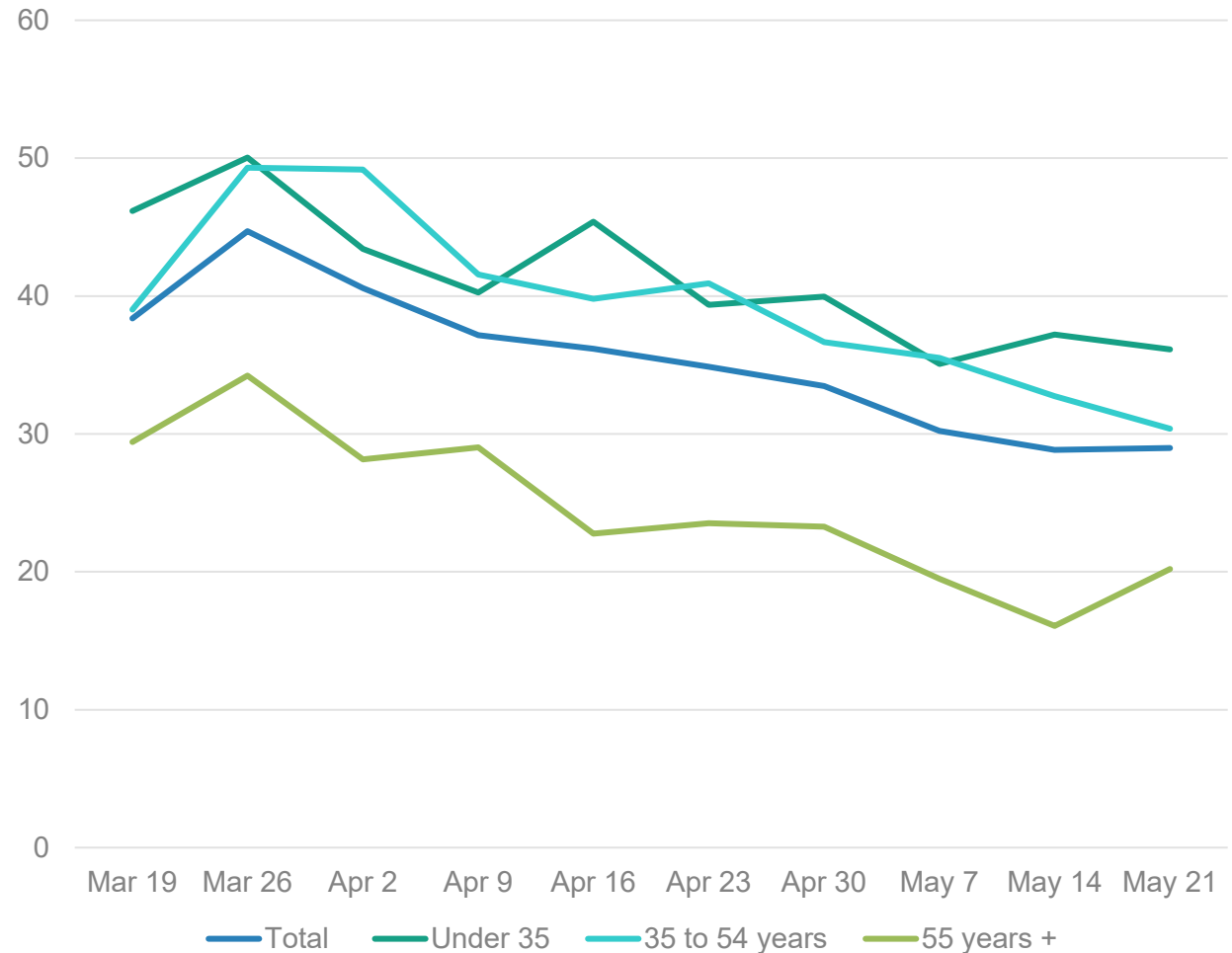
### Spike of concern on March 26

All age groups were more concerned in the second week of research ending in March 26. This has decreased since then but still differs by age:

- Under 35 years the most worried
- 35 to 54 years initially were the most worried but have steadily increased in confidence
- 55 years + have always been the least concerned

Change from March 19 to May 21 is:

- Total -9%
- Under 35 -10%
- 35 to 54 years -9%
- 55 years + -9%



Base: all people n=4,112 Top 2 Box shown

# Your personal health

## Younger Australians have high health concerns

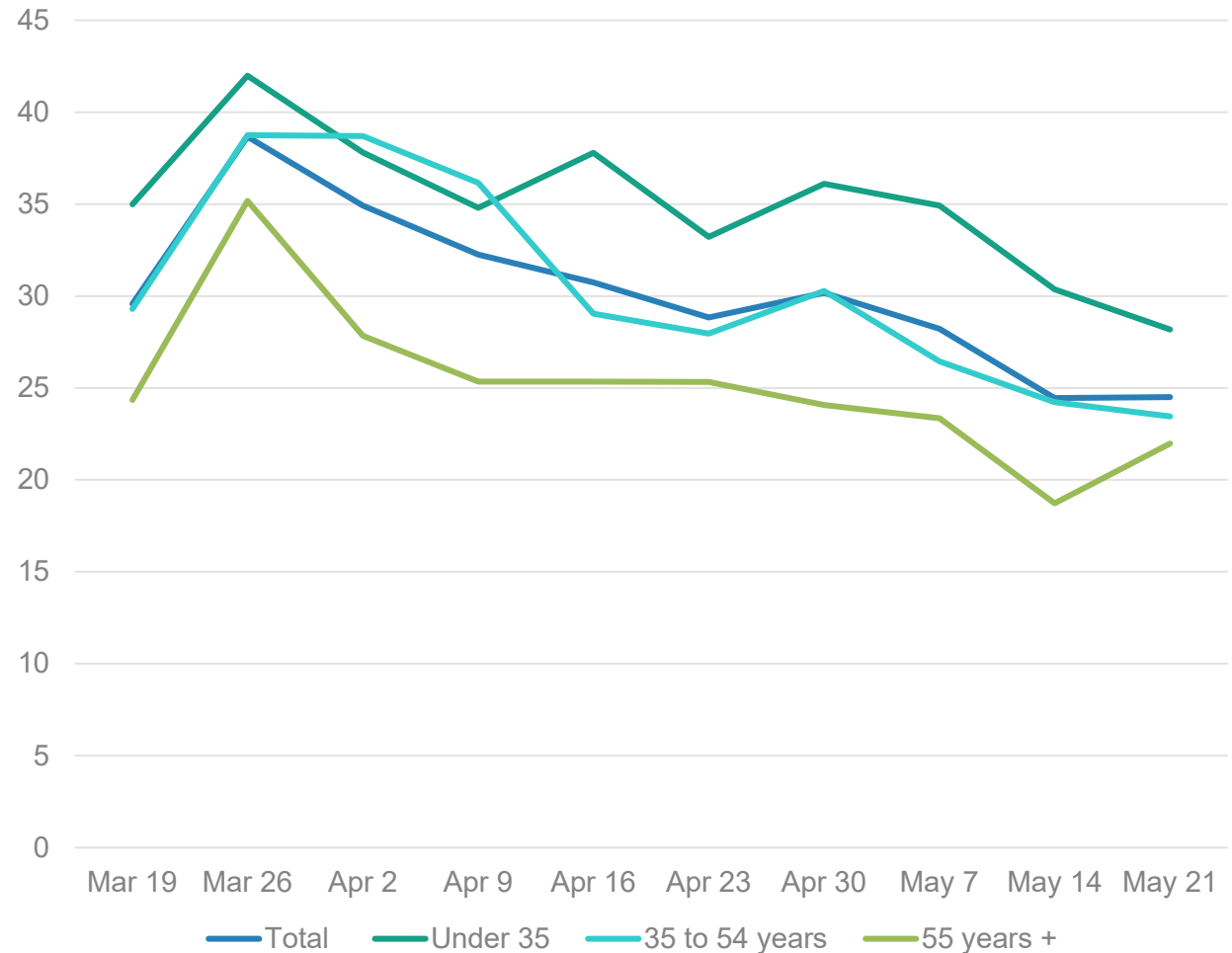
**Personal health is still a worry but less so since a spike on March 26.**

Australians aged under 35 are the age group most concerned about their health despite evidence suggesting they are the least likely group to be affected.

Those 55 years + have always been the least concerned about their personal health.

Change from March 19 to May 21 is:

- Total -5%
- Under 35 -7%
- 35 to 54 years -6%
- 55 years + -2%



Base: all people n=4,112 Top 2 Box shown

# The health of elderly in your community

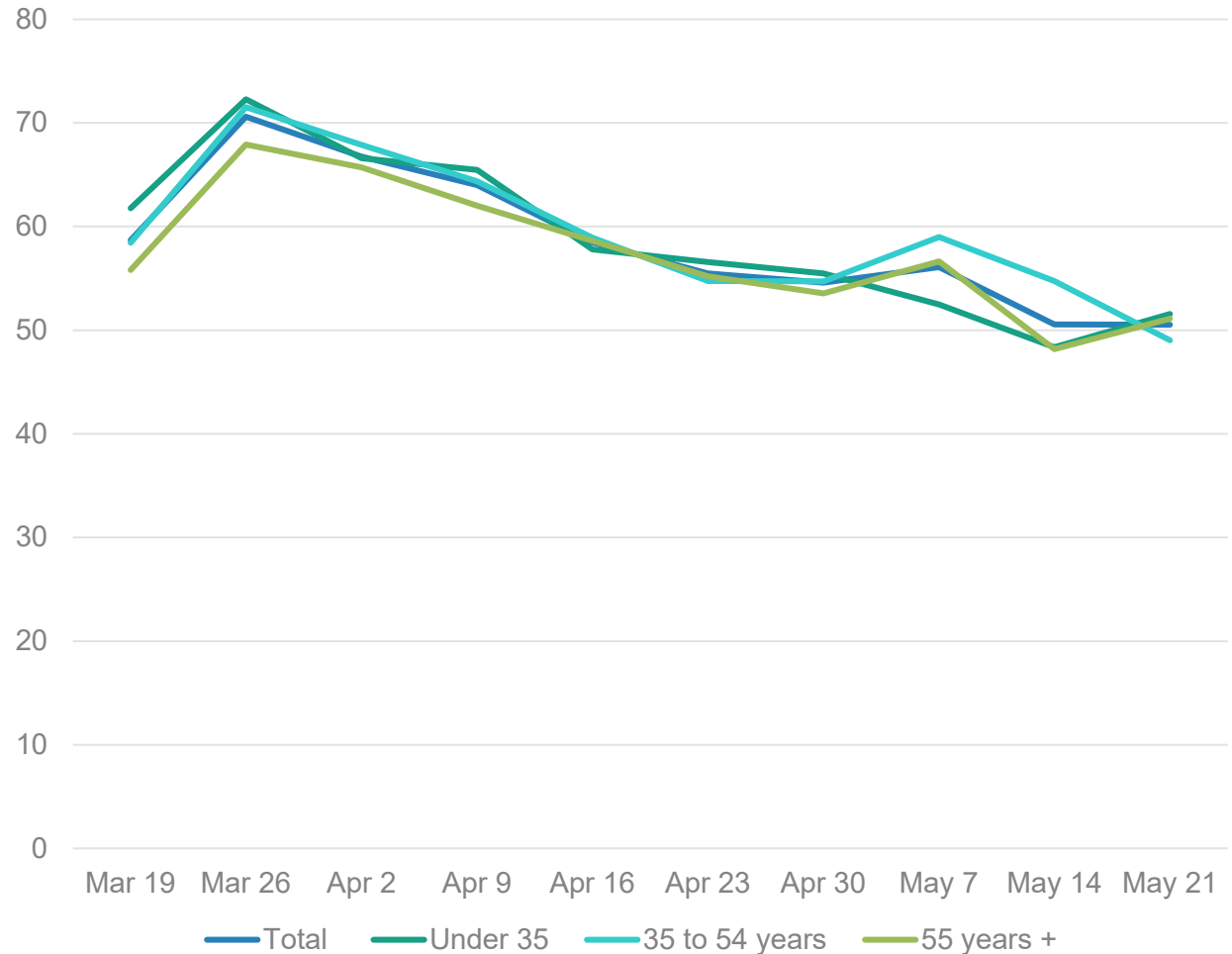
## Elderly health a key concern

### Australians are worried about the health of the elderly.

All age groups are almost equally concerned about the health of the elderly. There was a spike on March 26 and this remains one of the top 3 worries.

Change from March 19 to May 21 is:

- Total - 8%
- Under 35 - 10%
- 35 to 54 years - 9%
- 55 years + - 5%



Base: all people n=4,112 Top 2 Box shown



# The availability of foodstuffs

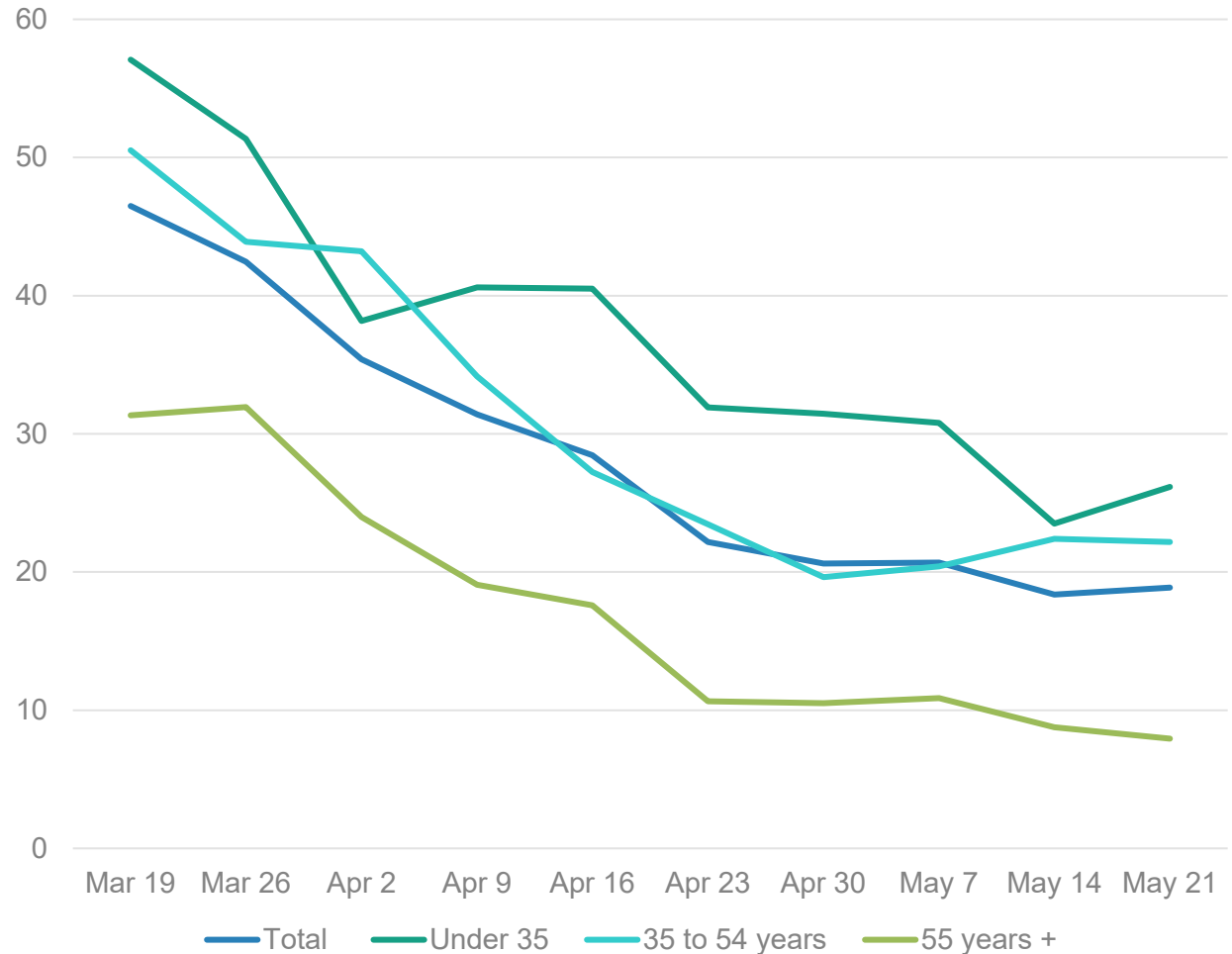
## Confidence there is enough food for all

Worry about the availability of foodstuffs has decreased to the point where most Australians are feeling confident there will be plenty of food.

Those under 35 years are currently the most worried about availability of foodstuffs, while those 55 years + have always been less worried.

Change from March 19 to May 21 is:

- Total - 28%
- Under 35 - 31%
- 35 to 54 years - 28%
- 55 years + - 23%



Base: all people n=4,112 Top 2 Box shown

# Being around strangers

## A third of Australians avoid strangers

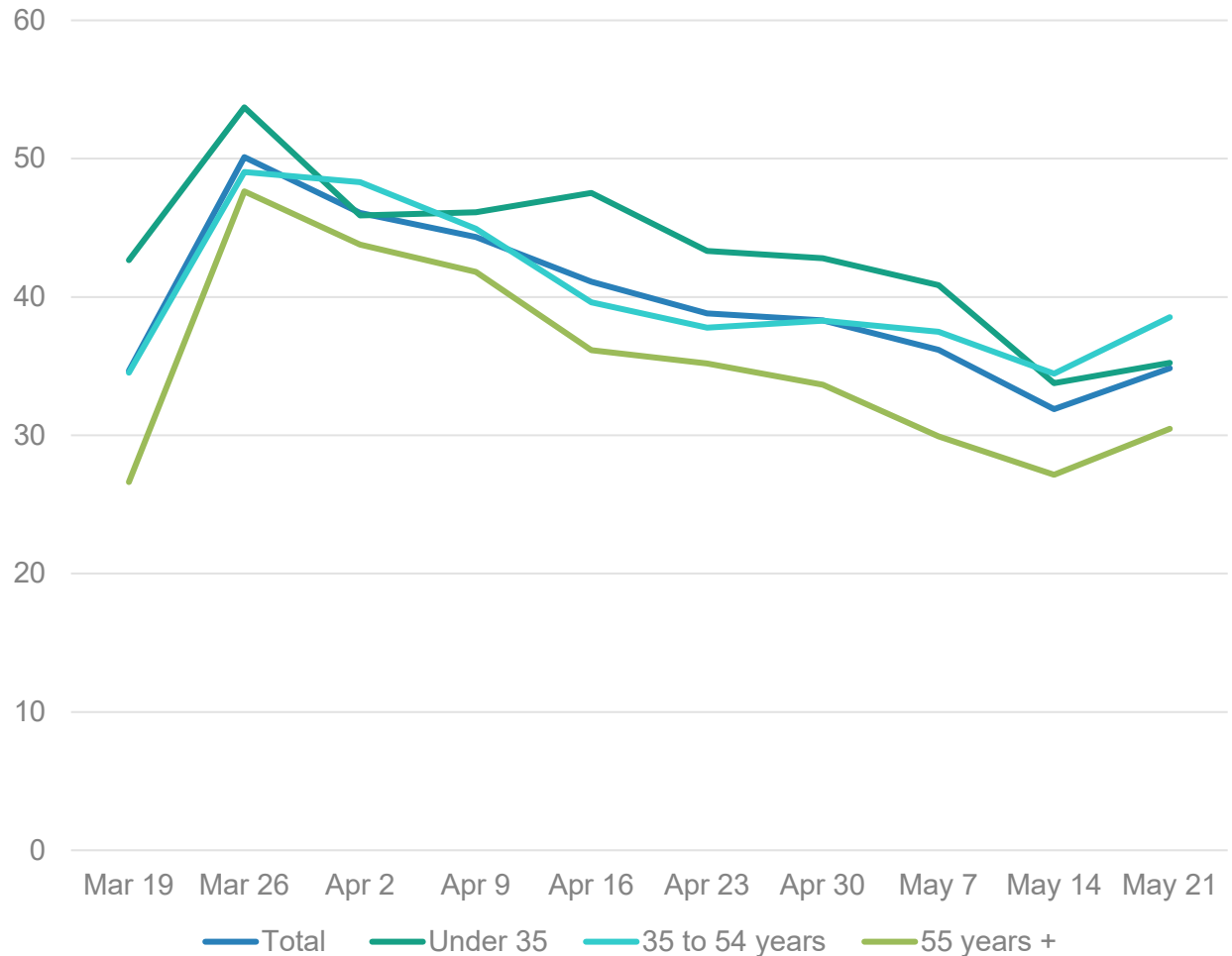
Avoiding strangers was being practiced by nearly half of Australians in late March. By May 21 about a third were, although there are indicators that as restrictions lift, avoidance of strangers might also increase.

The second week was when Australians were the most concerned: by May 14 all groups had lessened their concern to around 32% but as restrictions were about to be lifted, a trend appears to have begun where Australians will again become more cautious.

The under 35s have been consistently more worried than other Australians until May 14.

Change from March 19 to May 21 is:

- Total + 0%
- Under 35 - 7%
- 35 to 54 years + 4%
- 55 years + + 4%



Base: all people n=4,112 Top 2 Box shown

# The Australian economy

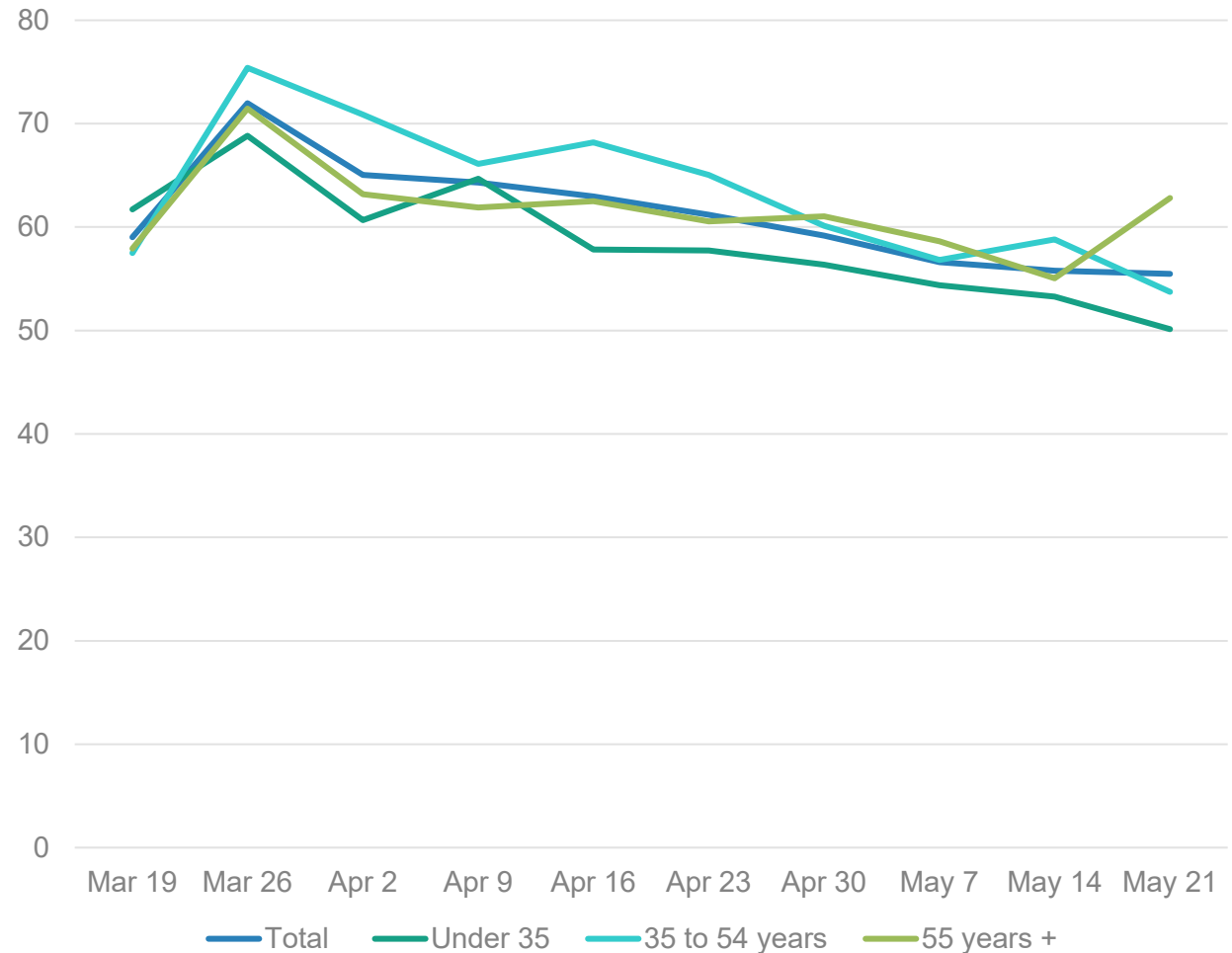
## Lessening concern, but many still worry about the economy

Over 70% of all Australians in late March were concerned about the Australian economy. While this has dropped, it is still a high concern, with just over half of all Australians worried.

All Australians were similarly concerned at the beginning of the COVID-19 lockdown. This trend remained consistent until May 14 when the over 55's had a sharp increase in their concern about the Australian economy.

Change from March 19 to May 21 is:

- Total - 4%
- Under 35 - 12%
- 35 to 54 years - 4%
- 55 years + + 5%



Base: all people n=4,112 Top 2 Box shown

# The world economy

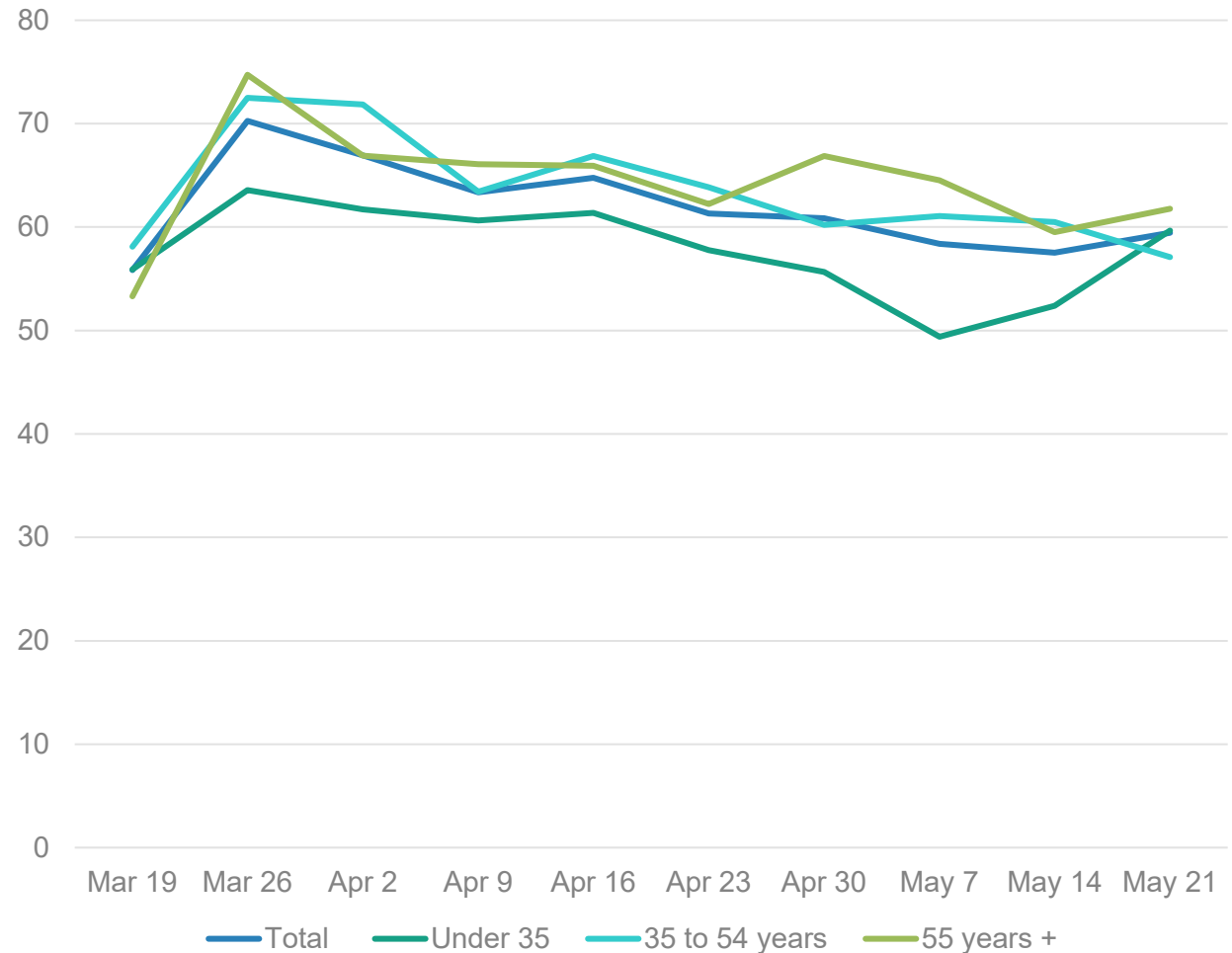
## Australians are concerned for the world economy

By May 21, 60% of Australians are still concerned about the world economy which means Australians are marginally more concerned by the global outlook than domestically.

All age groups are almost equally concerned about the global economy. The usually more optimistic 55+ age group has become more concerned since May 7.

Change from March 19 to May 21 is:

- Total - 4%
- Under 35 + 4%
- 35 to 54 years - 1%
- 55 years + + 8%



Base: all people n=4,112 Top 2 Box shown

# Healthcare systems being able to cope

## Australians have confidence in the healthcare system

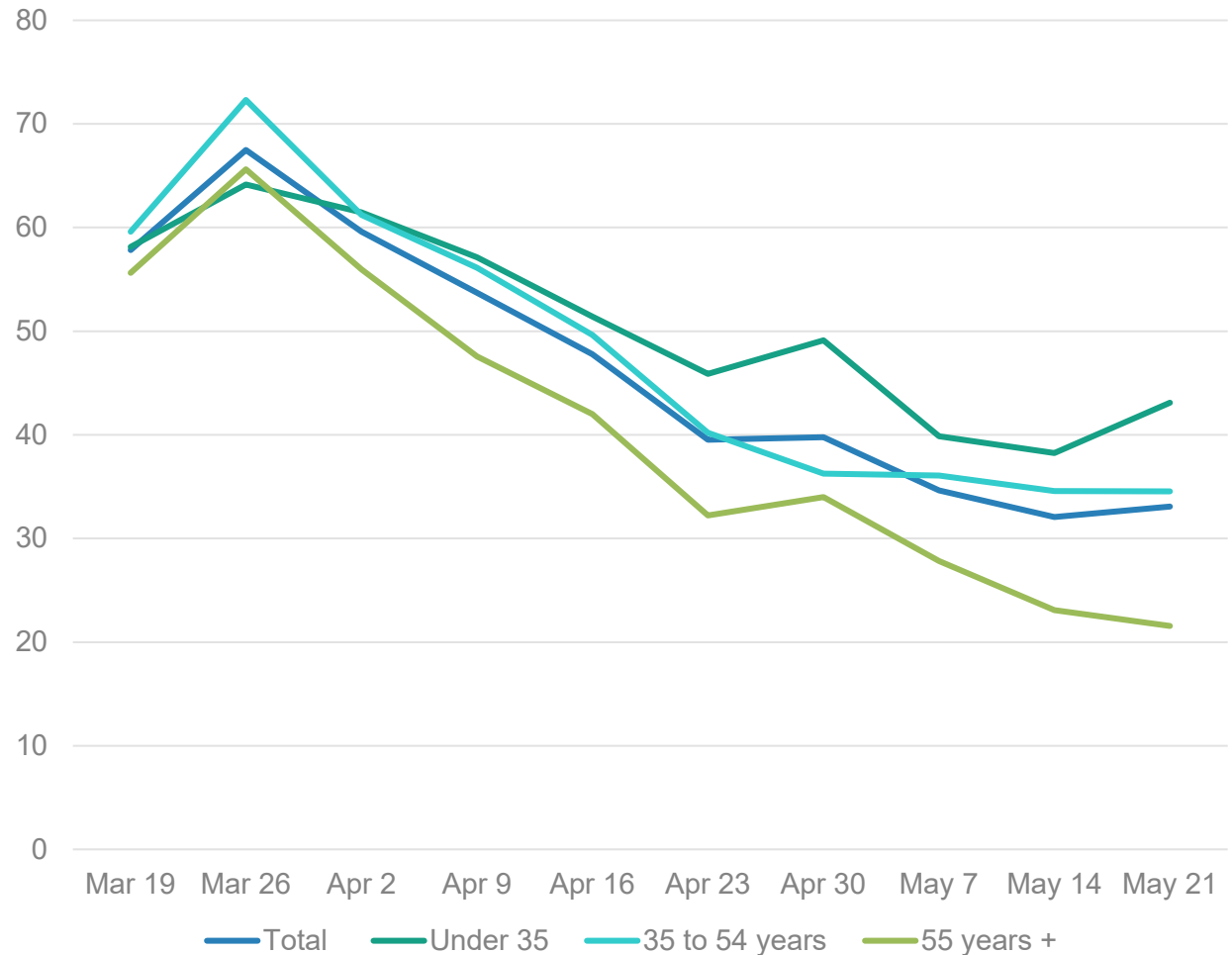
**One-third of Australians are less worried about the healthcare system being able to cope with COVID-19 than on March 19 when two-thirds of Australians were.**

With the continuing decrease of new cases and low deaths due to COVID-19, Australians are gaining confidence that the healthcare system will cope.

Those aged 55 years + continue to be the least worried and the under 35s the most worried.

Change from March 19 to May 21 is:

- Total - 25 %
- Under 35 - 15%
- 35 to 54 years - 25%
- 55 years + - 34%



Base: all people n=4,112 Top 2 Box shown

# 5

# BEHAVIOUR CHANGE



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# Behaviour change

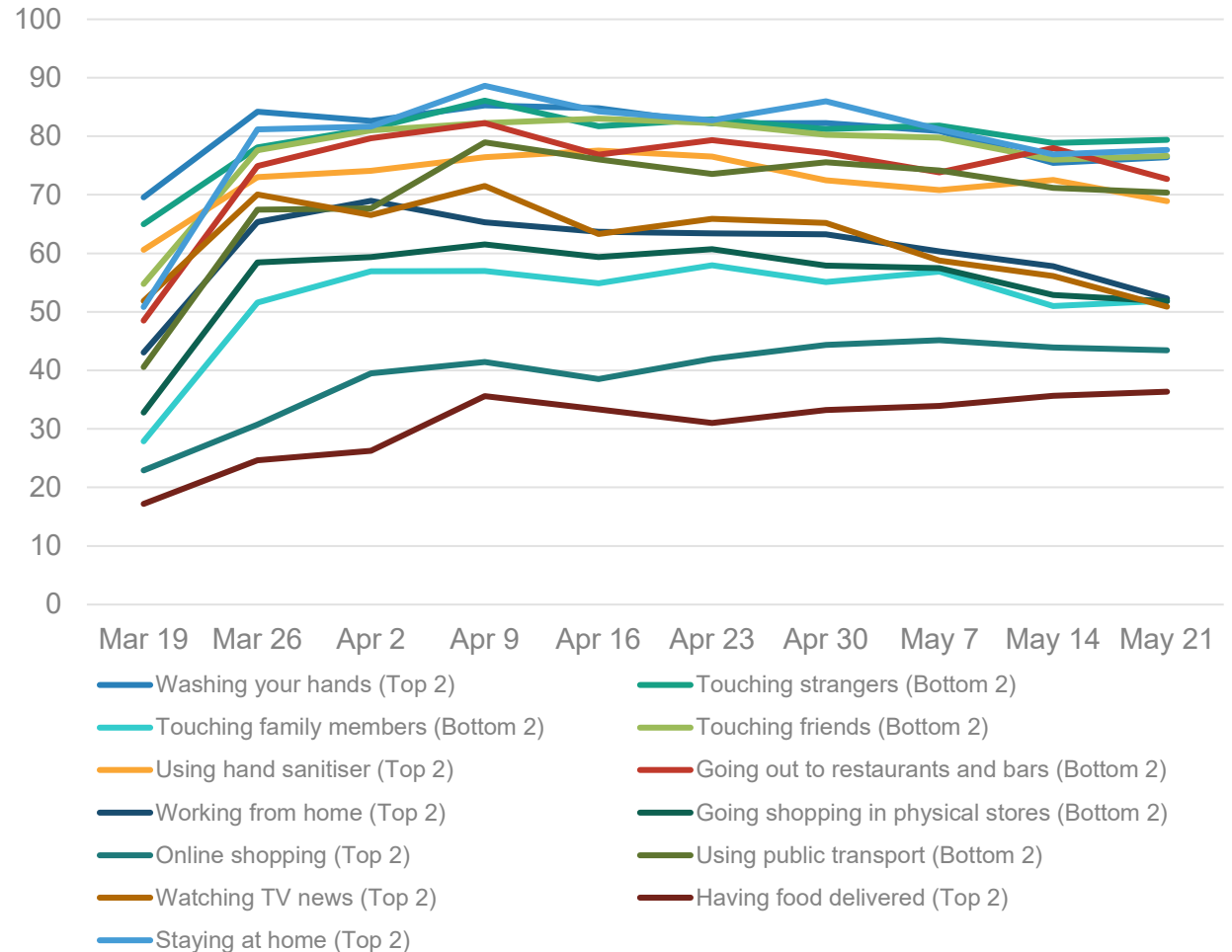
This question was asked on a scale of

- Done a lot more
- Done a little more
- Done about the same
- Done a little less
- Done a lot less
- Does not apply

Because some changes are negative change (touching strangers) we have shown either Top 2 or Bottom 2.

- Top 2 Box
  - Done a lot more
  - Done a little more
- Bottom 2 Box
  - Done a little less
  - Done a lot less

'Does not apply' has been removed from this analysis.



Base: all people n=4,112 Top 2 Box and Bottom 2 Box shown for selected behaviour change

# Washing your hands

## Most are still hand washing

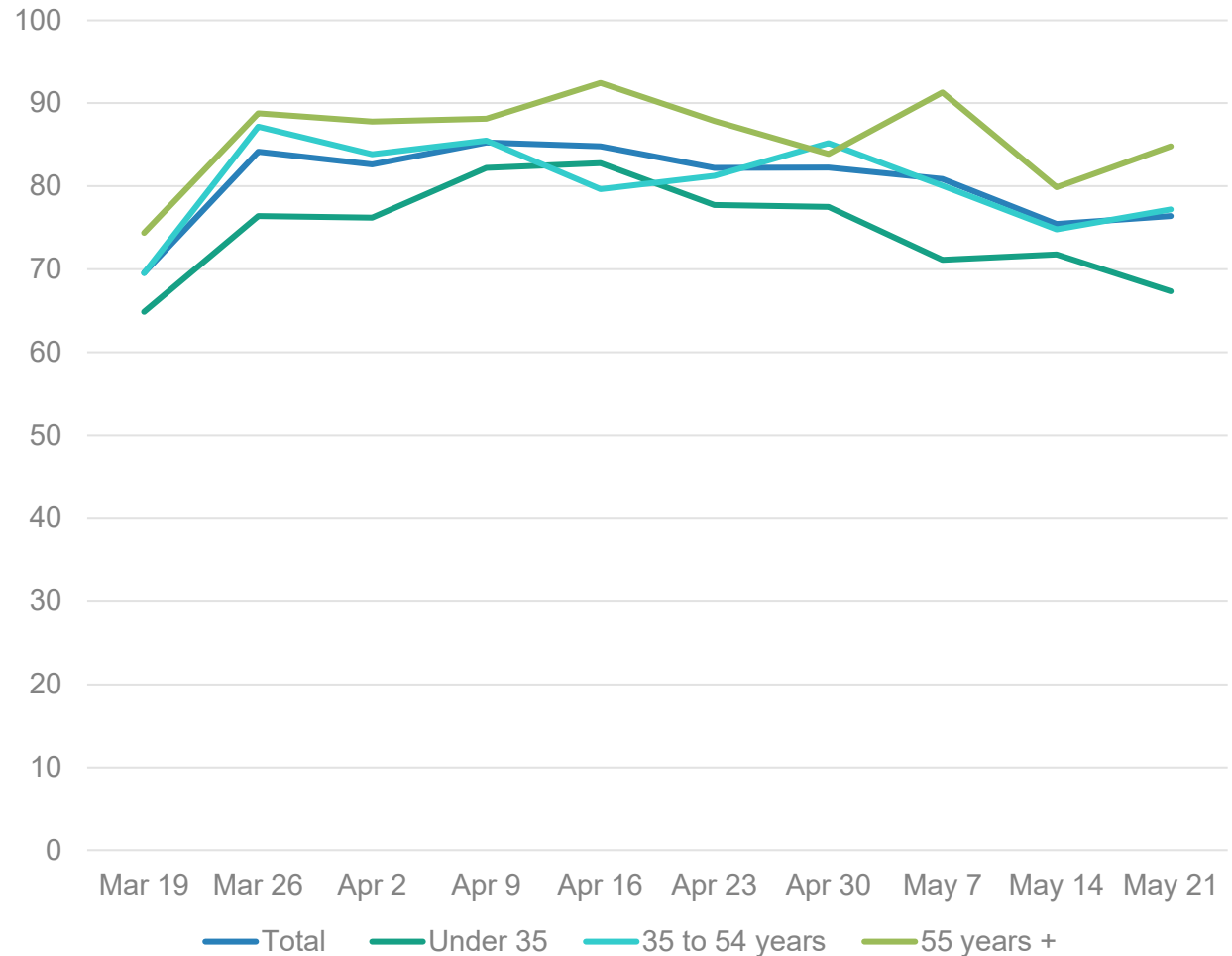
About 70% of Australians were reporting washing their hands at March 19 which then increased at the height of the COVID-19 lockdown. This pattern was continued but by early May slightly fewer were being as vigilant.

Australians aged 55+ years are the age group who have been the most consistent in washing their hands: Only a few reported not washing their hands compared to Australians aged under 35, where only two-thirds report carrying out this behaviour.

Change from March 19 to May 21 is:

- Total + 7%
- Under 35 + 2%
- 35 to 54 years + 8%
- 55 years + + 10%

Shown is a Top 2 Box (a lot / a little more).



Base: all people n=4,112 Top 2 Box



# Touching strangers

## Australians continue to avoid touching strangers

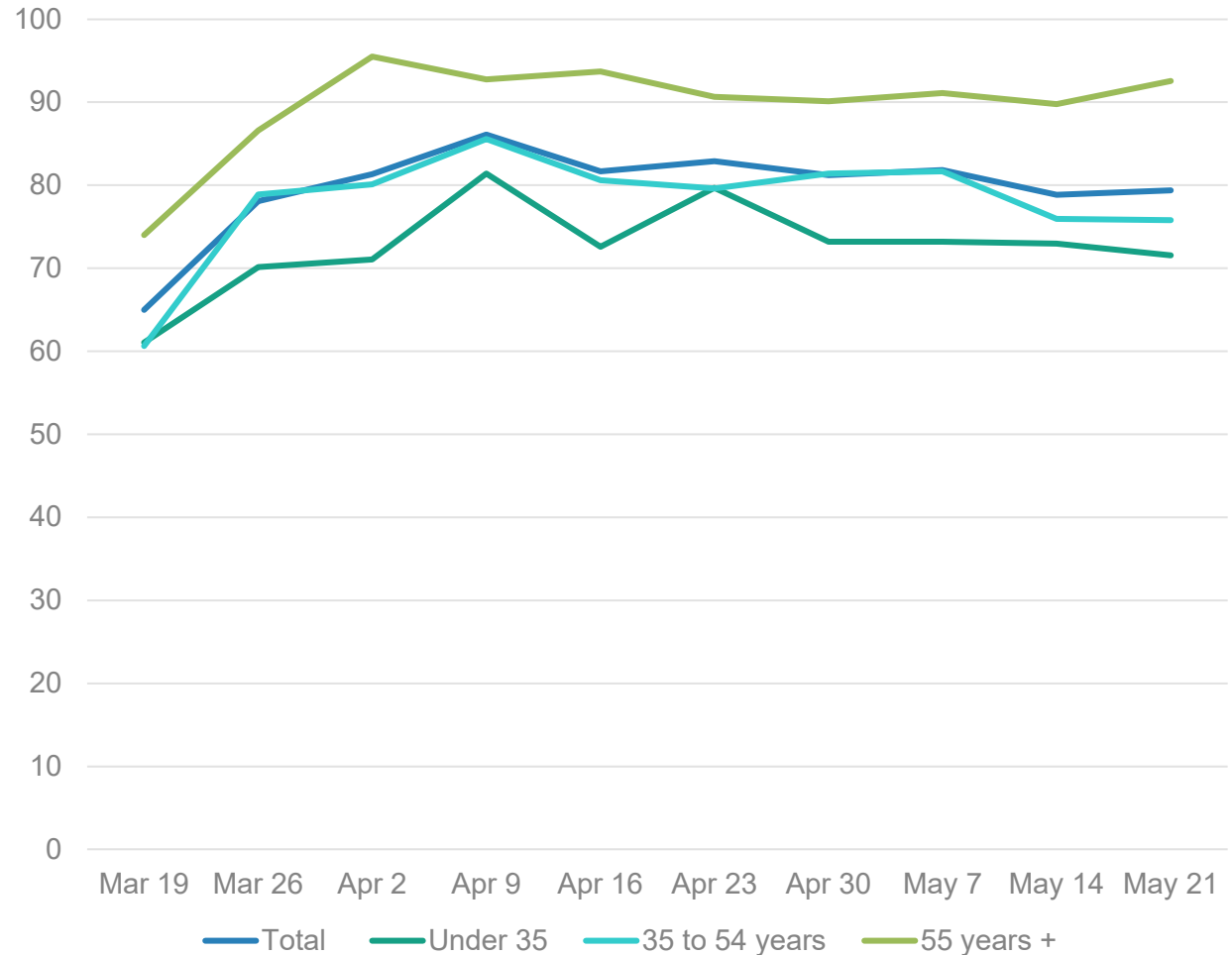
Touching strangers is not a behaviour Australians naturally do: On March 19, two-thirds of Australians were not touching strangers. This behaviour increased and peaked early April and still remains higher than when lockdown began March 19.

The over 55 years have always been the least likely to touch strangers and have continued with that behaviour. By May 21, nearly all in this age group were not touching strangers. The under 35 years are more relaxed about touching strangers.

Change from March 19 to May 21 is:

- Total + 14%
- Under 35 + 10%
- 35 to 54 years + 15%
- 55 years + + 19%

Shown is a Bottom 2 Box (a little / a lot less).



Base: all people n=4,112 Bottom 2 Box

# Touching family members

## Half avoid touching family members

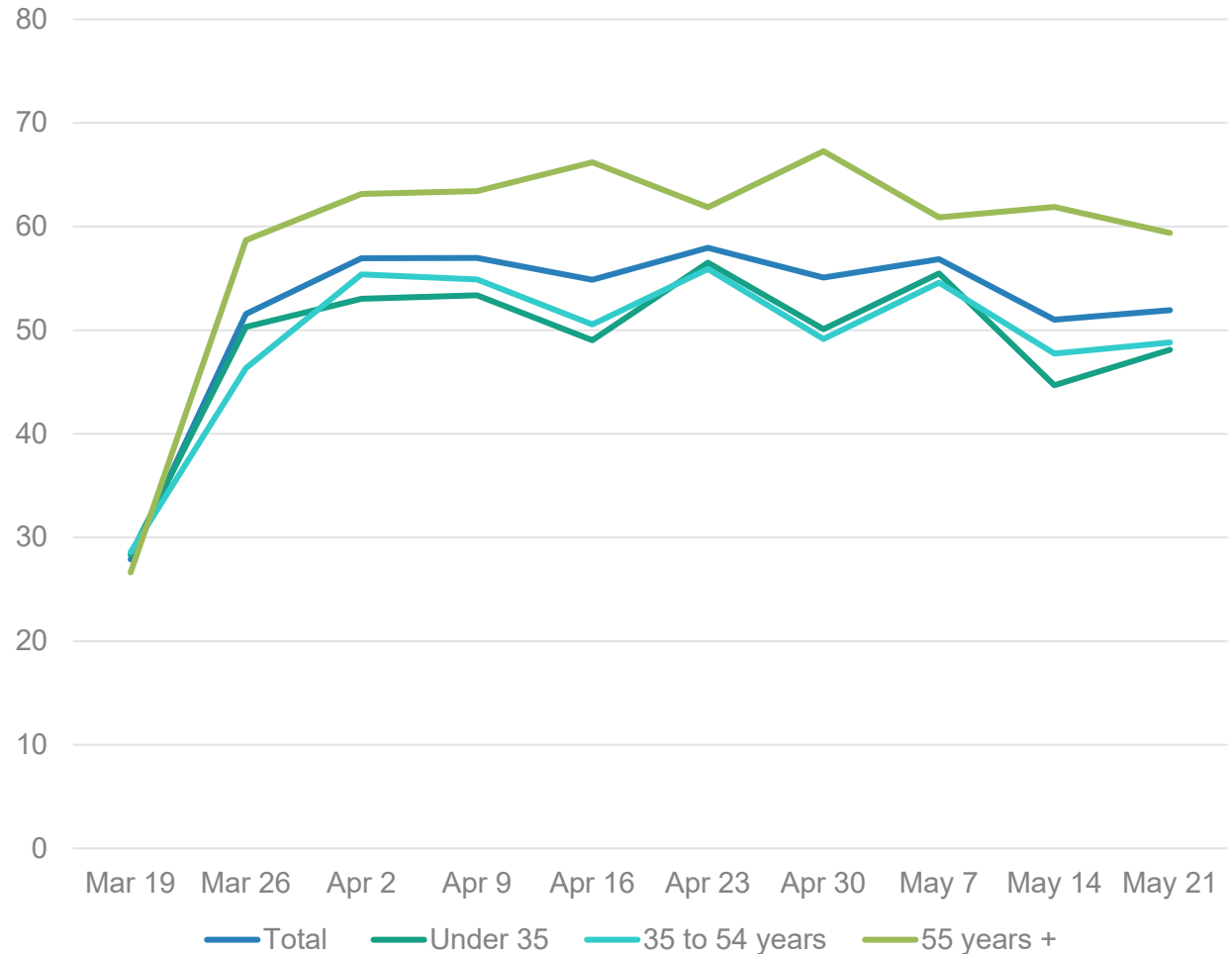
On March 19 few Australians were avoiding touching family members. This behaviour increased sharply by March 26 and plateaued from there, with just over half of Australians avoiding touching family members.

Those 55 years + are much more likely to avoid touching a family member than younger age groups. In households with children avoiding touching a family member is more difficult.

Change from March 19 to May 21 is:

- Total + 24%
- Under 35 + 20%
- 35 to 54 years + 20%
- 55 years + + 33%

Shown is a Bottom 2 Box (a little / a lot less).



Base: all people n=4,112 Bottom 2 Box

# Touching friends

## Australians touch friends less

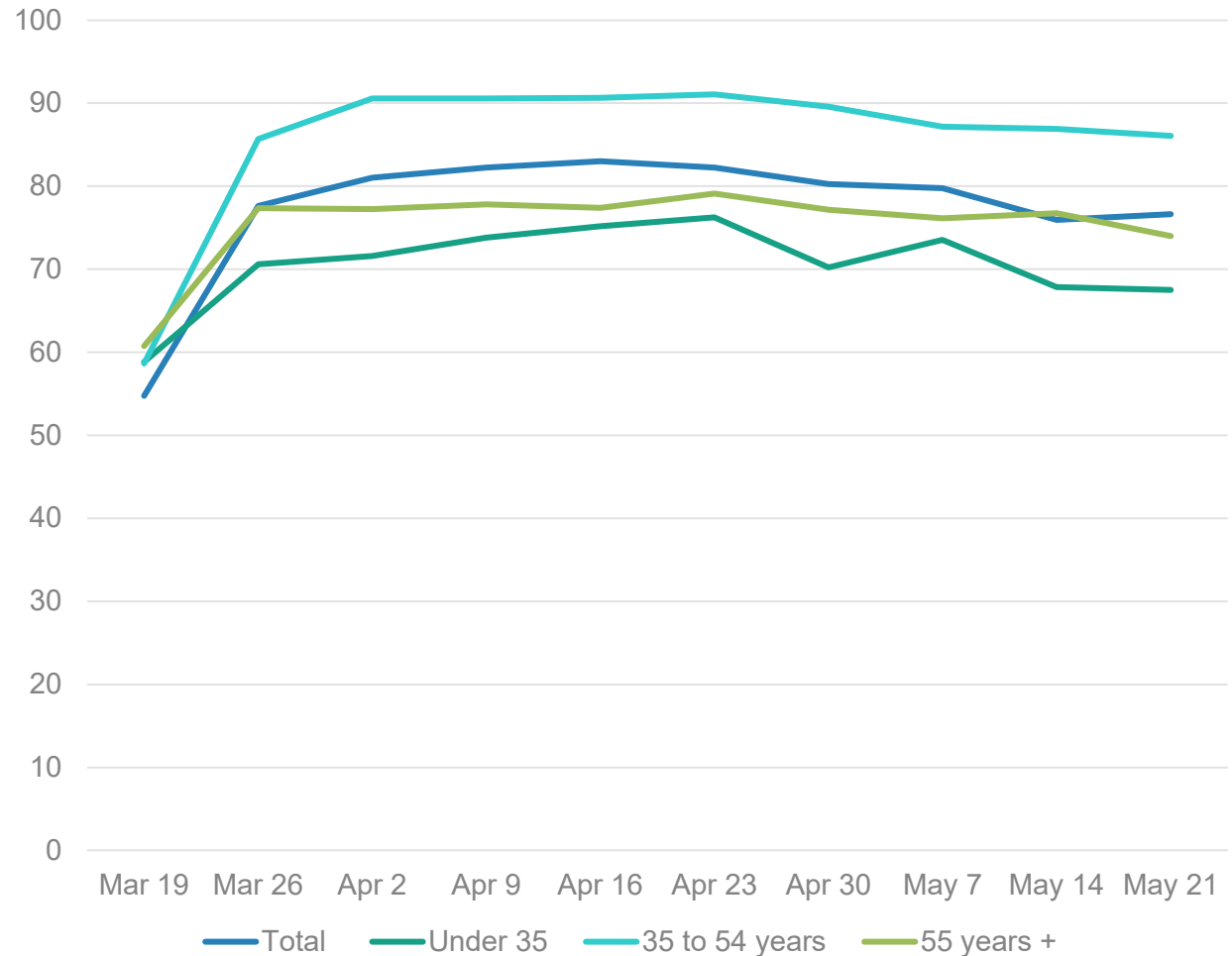
When lockdown began, just over half of all Australians were not touching friends. By May 21 this had increased to just over three-quarters.

The 35 to 54 years are the least likely to touch friends whereas the under 35s are the most relaxed.

Change from March 19 to May 21 is:

- Total + 22%
- Under 35 + 9%
- 35 to 54 years + 30%
- 55 years + + 27%

Shown is a Bottom 2 Box (a little / a lot less).



Base: all people n=4,112 Bottom 2 Box

# Using hand sanitiser

## High usage of hand sanitiser

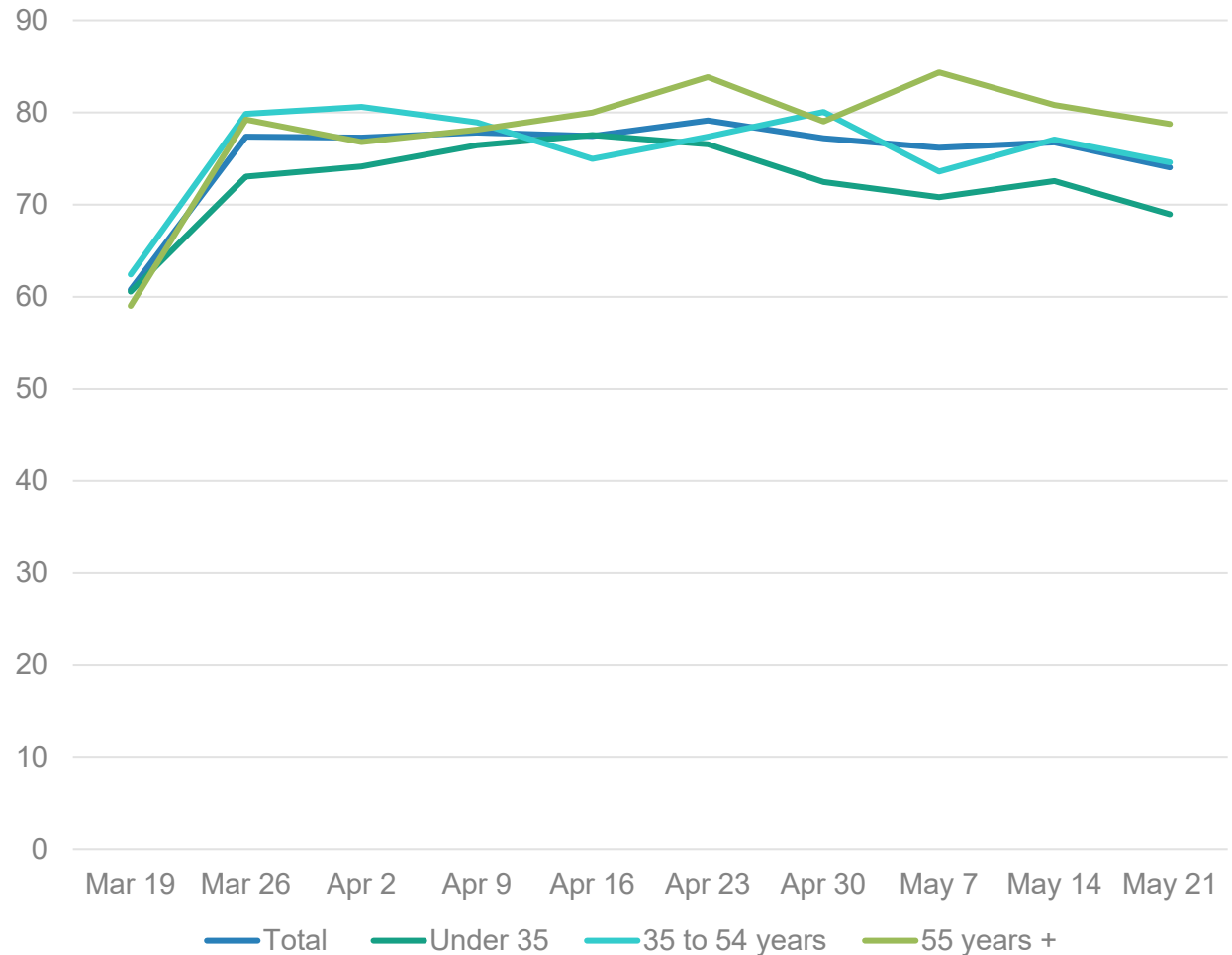
Despite initial shortages of hand sanitiser all Australians are now using more of this product. The use of hand sanitiser had a large increase on March 26 and has continued.

There are only small differences by age group.

Change from March 19 to May 21 is:

- Total + 13%
- Under 35 + 8%
- 35 to 54 years + 12%
- 55 years + + 20%

Shown is a Top 2 Box (a lot / a little more).



Base: all people n=4,112 Top 2 Box

# Going out to restaurants and bars

## Eating at home continues

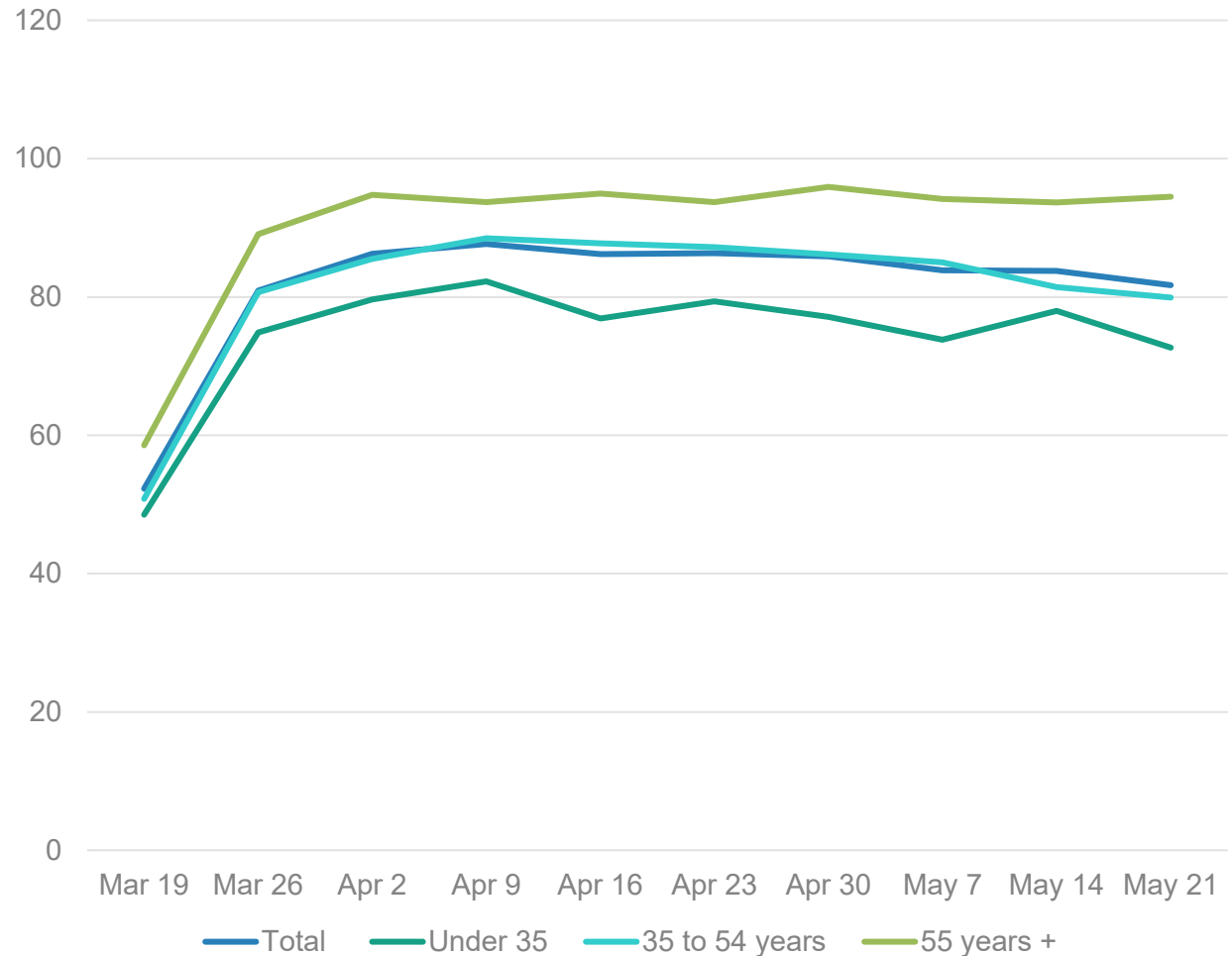
With restaurants and bars closed for the public there is little opportunity to visit, but both are offering take-away options. The decline of food service and drinking increased on March 26 and remained in place until May 21.

Those 55 years + are more likely to be avoiding going to restaurants and bars despite being just as likely to be visiting on March 19; all age groups followed a similar pattern which means all Australians were limiting their purchasing food and drink in this way.

Change from March 19 to May 21 is:

- Total + 29%
- Under 35 + 24%
- 35 to 54 years + 29%
- 55 years + + 36%

Shown is a Bottom 2 Box (a little / a lot less).



Base: all people n=4,112 Bottom 2 Box

# Working from home

## Slow migration back to the workplace

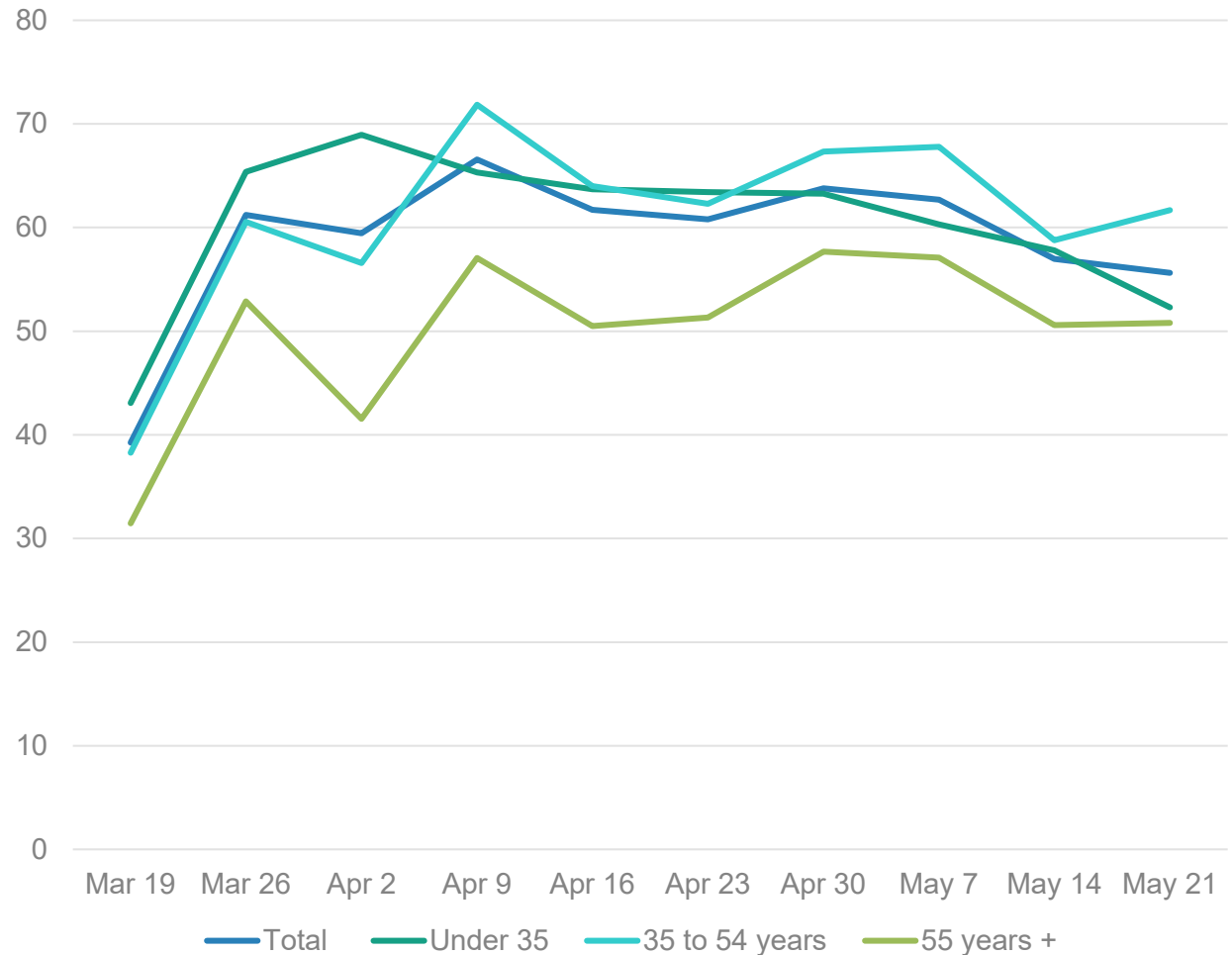
On March 19, just over one-third of the working population was working from home. This situation changed quickly and by April 9, nearly two-thirds of the working population were working from home. By May 21 there has been a slow migration back to the workplace.

The 55+ years have always been the least likely to work at home; All other working Australians strongly embraced this new working environment.

Change from March 19 to May 21 is:

- Total + 16%
- Under 35 + 9%
- 35 to 54 years + 23%
- 55 years + + 19%

Shown is a Top 2 Box (a lot / a little more). 46% of research participants selected 'does not apply' to this question and are not shown.



Base: all people n=4,112 Top 2 Box – removed from chart are 45% where this does not apply

# Going shopping in physical stores

## Australians are slowly starting to shop in stores

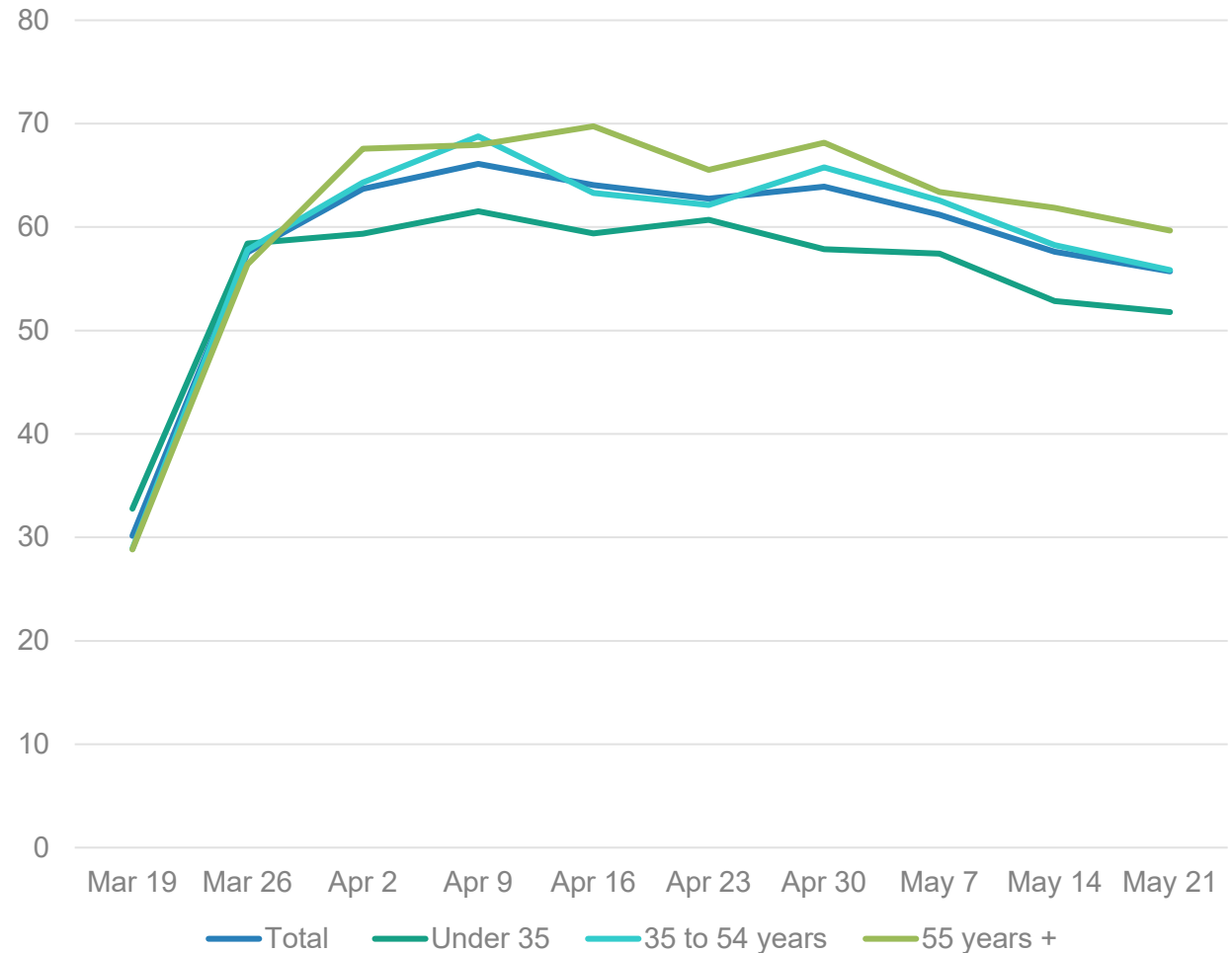
There was a rapid decline in Australians visiting stores; this peaked around April 9. From that date, there has been a slow drift back to shopping in stores.

All age groups showed similar patterns for shopping; the under 35s are marginally more likely to have visited shops throughout this period.

Change from March 19 to May 21 is:

- Total + 26%
- Under 35 + 19%
- 35 to 54 years + 27%
- 55 years + + 31%

Shown is a Bottom 2 Box (a little / a lot less).



Base: all people n=4,112 Bottom 2 Box

# Online shopping

## Shopping online has increased

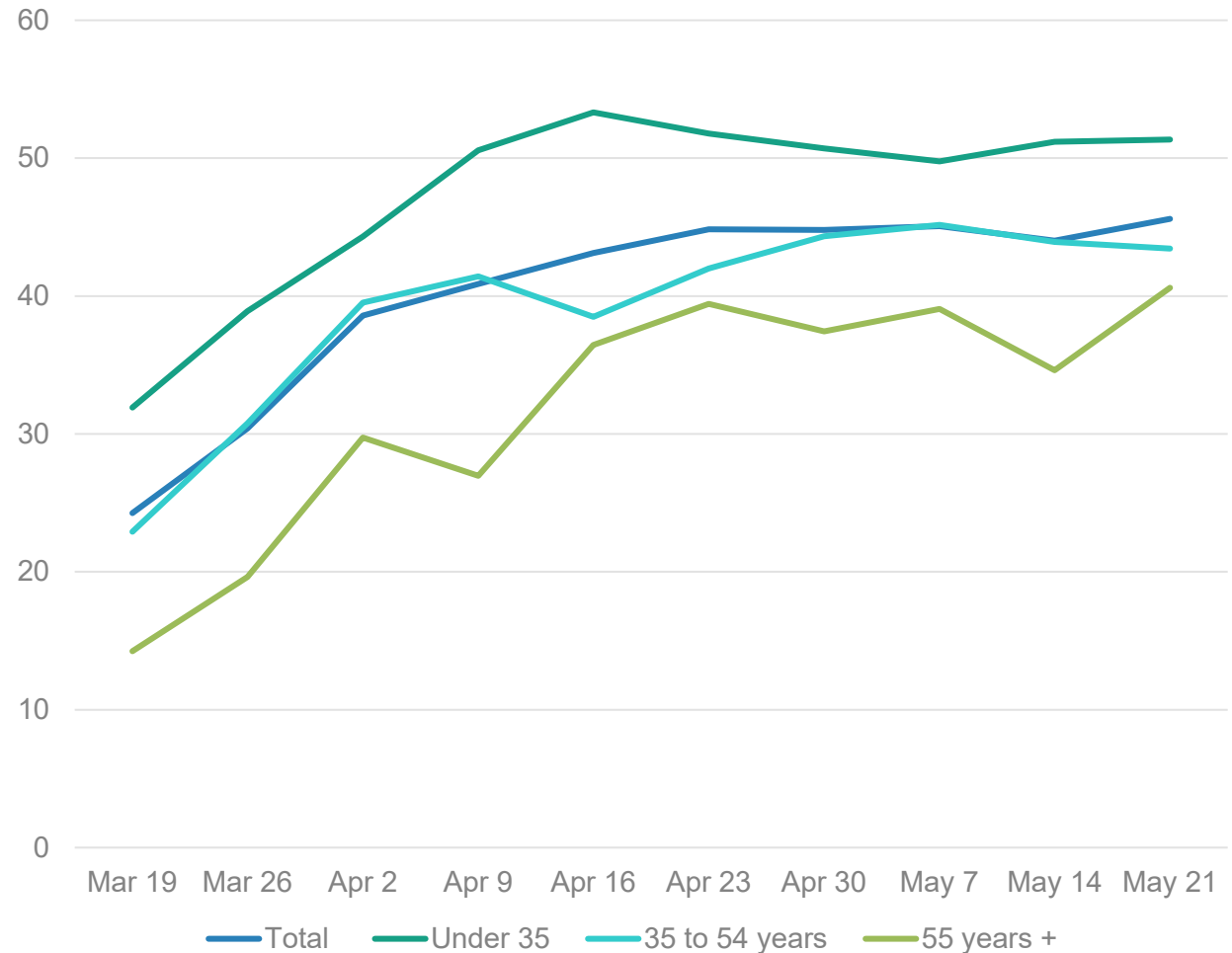
There has been a shift in how Australians shop, with many now making their purchases through online shopping.

All age groups have increased their online shopping: Initially the 55+ years were not shopping this way, but many have now embraced the option. Under 35s are the leaders in shopping this way.

Change from March 19 to May 21 is:

- Total + 21%
- Under 35 + 19%
- 35 to 54 years + 21%
- 55 years + + 26%

Shown is a Top 2 Box (a lot / a little more). 16% of research participants selected 'does not apply' to this question and are not shown.



Base: all people n=4,112 Top 2 Box



# Using public transport

## Hesitancy about using public transport

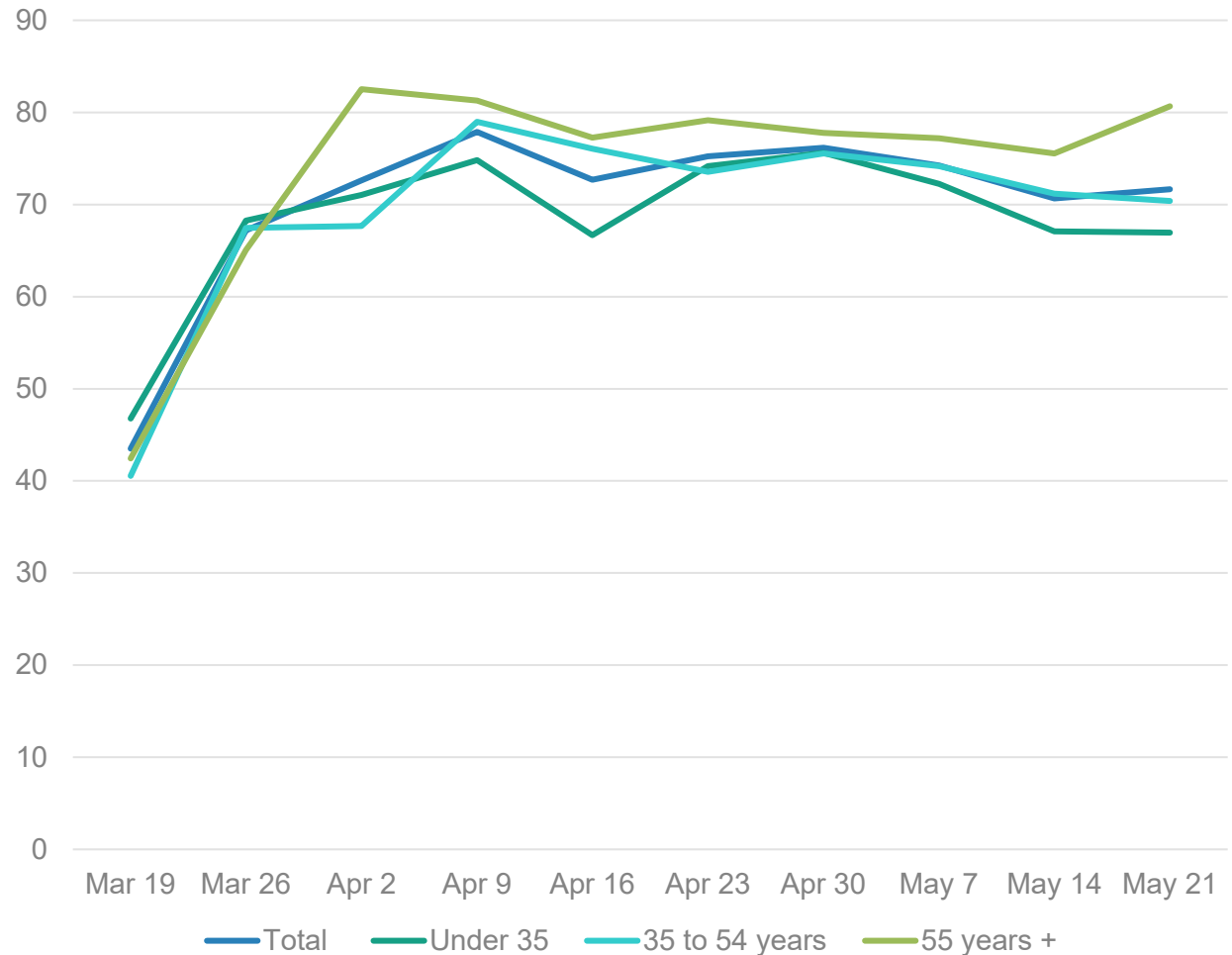
Far fewer Australians are using public transport. April 9 was the peak date for not using public transport, and while there is a slight increase in usage since April 9, many are still avoiding.

All age groups are similar in their avoidance of using public transport; it is the 55+ age group that is the most hesitant and despite discussions about easing restrictions taking place, their usage of public transport decreased.

Change from March 19 to May 21 is:

- Total + 28%
- Under 35 + 20%
- 35 to 54 years + 30%
- 55 years + + 38%

Shown is a Bottom 2 Box (a little / a lot less). 30% of research participants selected 'does not apply' to this question and are not shown.



Base: all people n=4,112 Bottom 2 Box

# Watching TV news

## Australians have declining interest in TV news

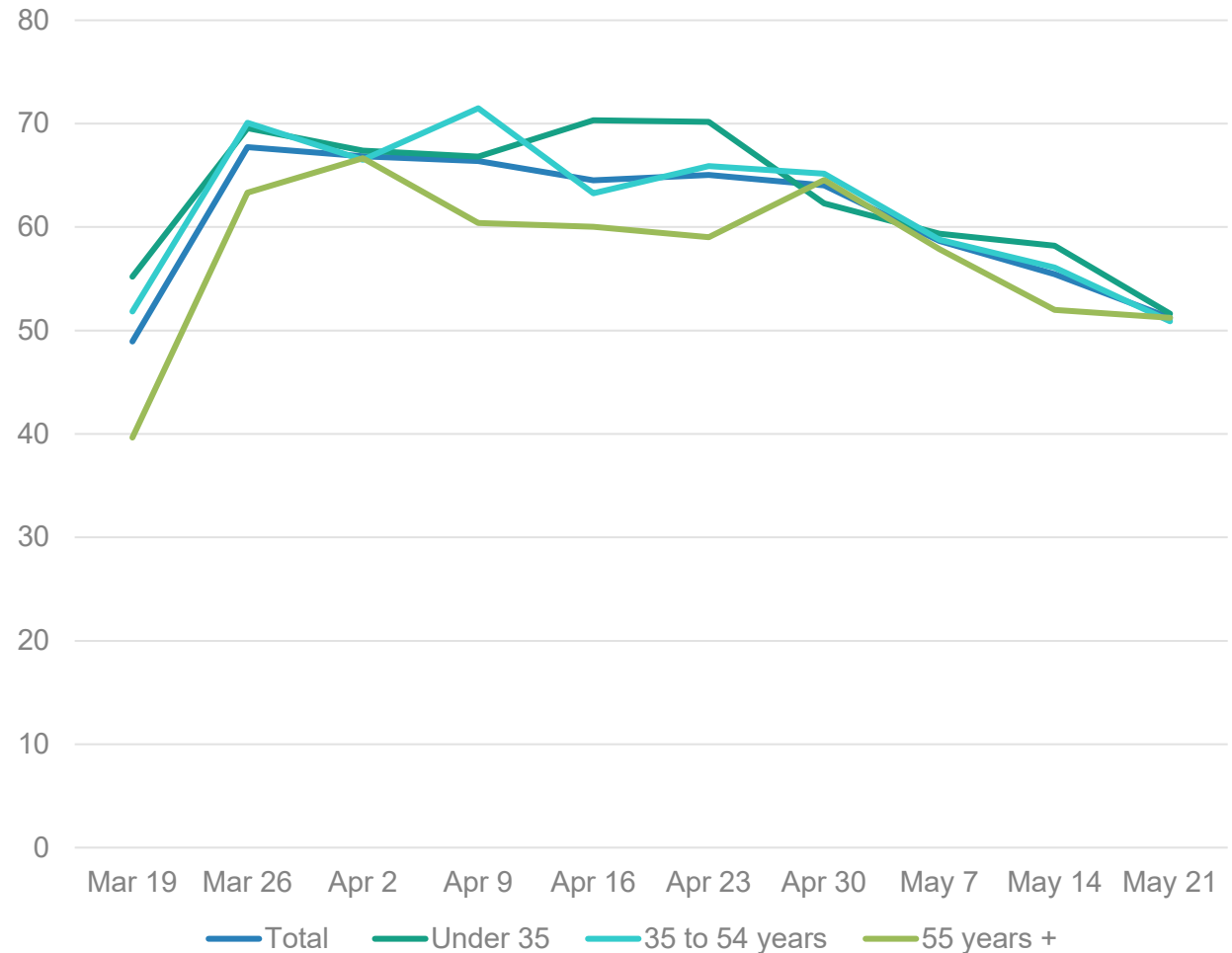
Watching the news on TV is important, but it appears Australians are losing the interest they initially showed.

By May 21, there was little difference between age groups for watching the news on TV: just on half of all Australians are obtaining their information this way, not a big increase from March 19, although at the peak in April many more were watching TV news.

Change from March 19 to May 21 is:

- Total + 2%
- Under 35 - 4%
- 35 to 54 years - 1%
- 55 years + + 12%

Shown is a Top 2 Box (a lot / a little more).



Base: all people n=4,112 Top 2 Box

# Having food delivered

## Food deliveries have replaced eating out

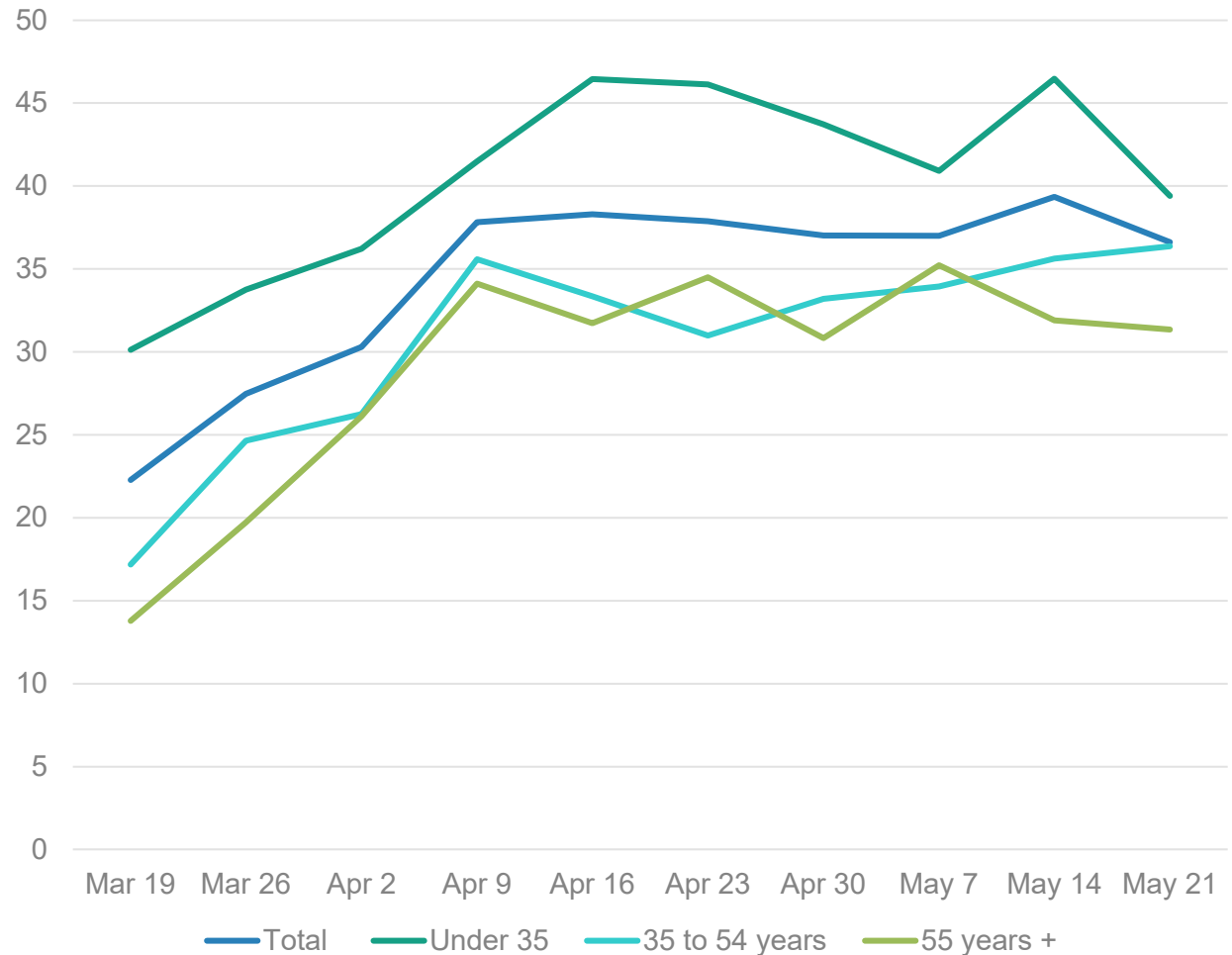
The increase in home delivered food is striking. There was a quick uptake by all Australians which peaked mid-April and has remained consistent since then.

Those aged under 35 years like to have food delivered. Those aged 35 years and older were rarely having food delivered at the beginning of COVID-19 but many have changed their behaviour since then.

Change from March 19 to May 21 is:

- Total + 14%
- Under 35 + 9%
- 35 to 54 years + 19%
- 55 years + + 18%

Shown is a Top 2 Box (a lot / a little more). 33% of research participants selected 'does not apply' to this question and are not shown.



Base: all people n=4,112 Top 2 Box

# Staying at home

## Australians have stayed at home

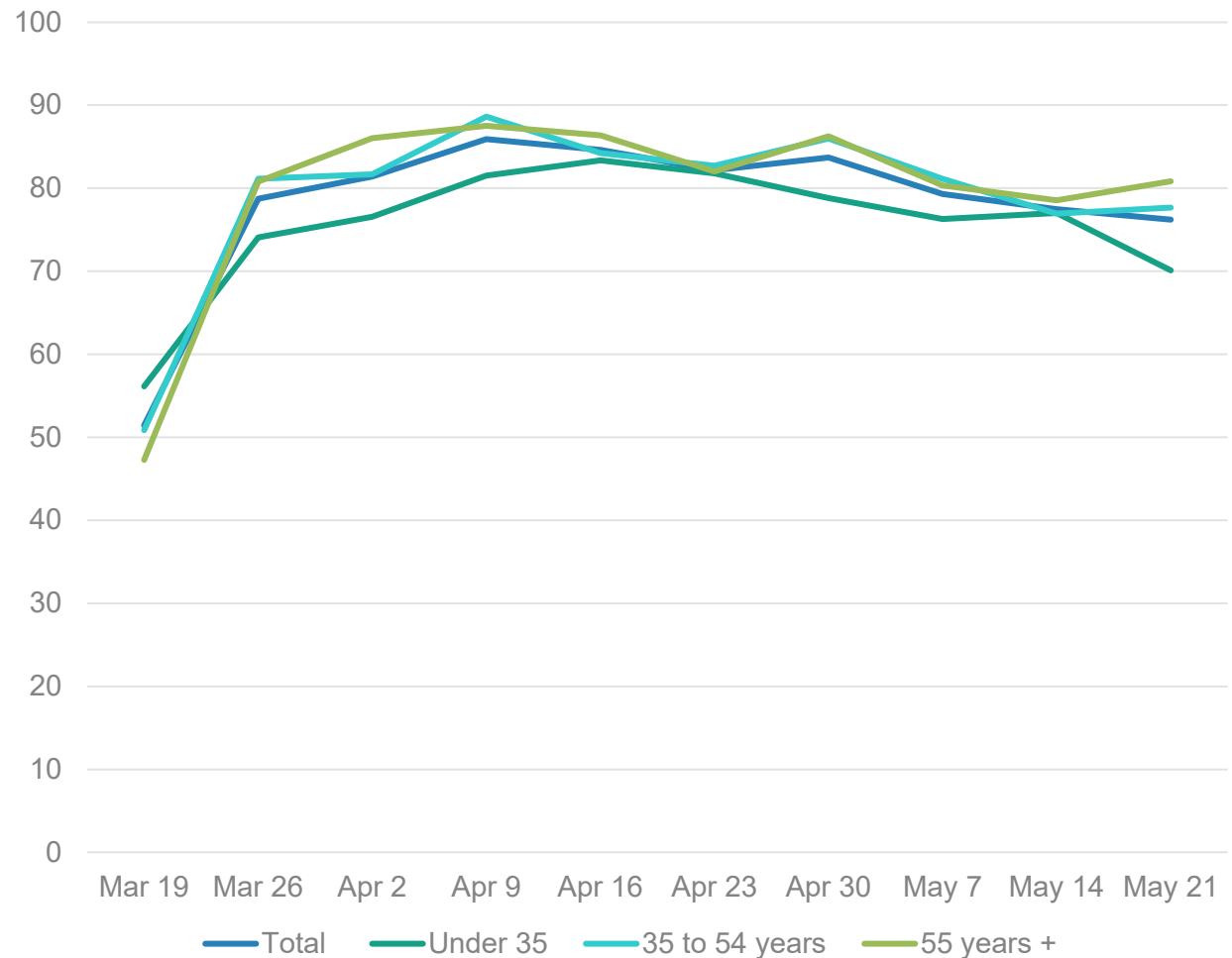
Australians have paid attention to the public messaging of the importance of staying at home.

All age groups have responded similarly in terms of staying at home. The message was clear and the response decisive. This attitude could possibly help partially explain why Australia has managed COVID-19 so well.

Change from March 19 to May 21 is:

- Total + 25%
- Under 35 + 14%
- 35 to 54 years + 27%
- 55 years + + 34%

Shown is a Top 2 Box (a lot / a little more).



Base: all people n=4,112 Top 2 Box

# 6

# BEHAVIOUR CARRIED OUT



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# Behaviour carried out

## Avoiding visits and non-essential purchases

In this question research participants were asked which of these behaviours they had carried out.

### Key things Australians have done are

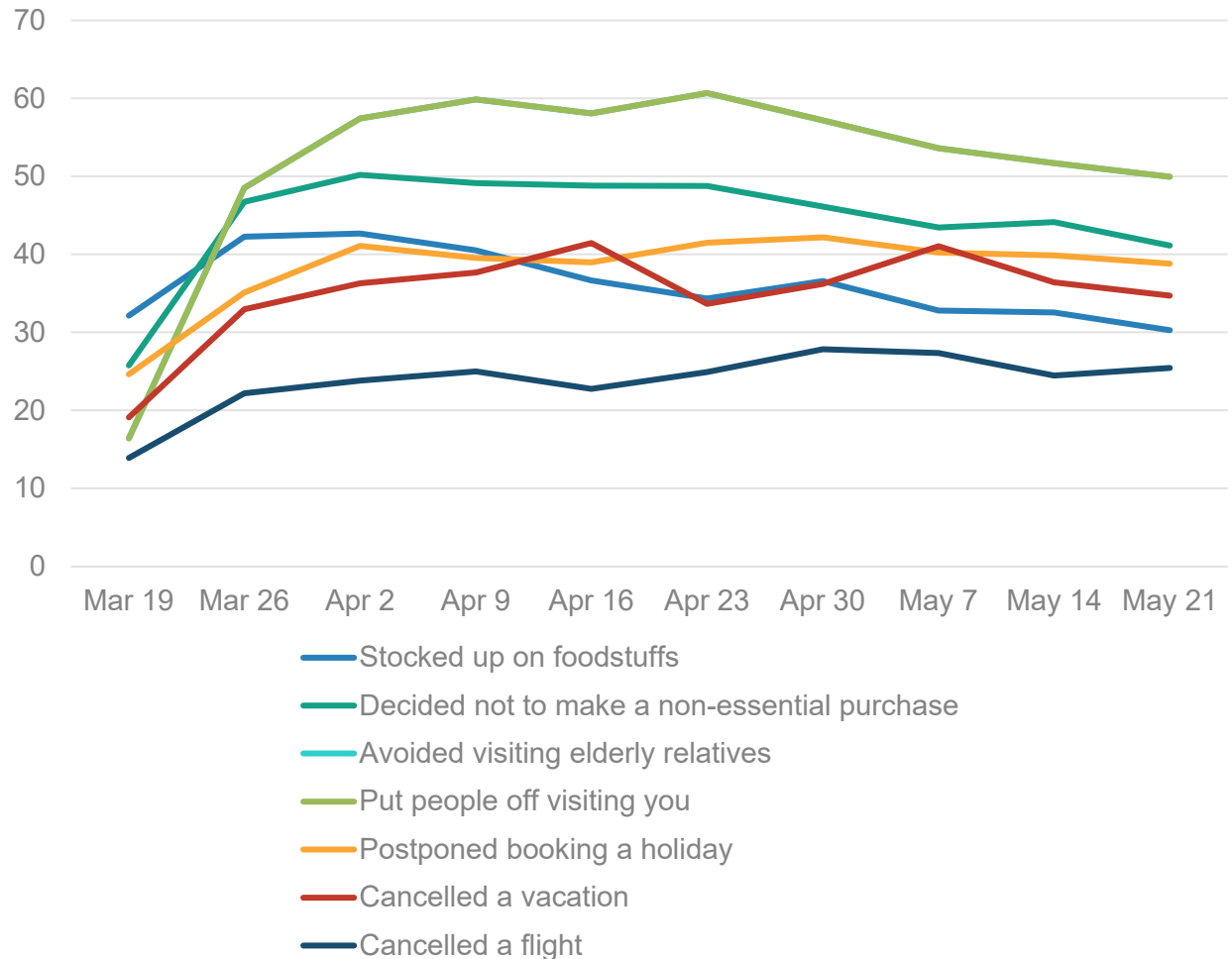
- Putting people off visiting you
- Deciding to not make a non-essential purchase

The reduction in panic buying is shown in the slow decrease of 'stocked up on foodstuffs'.

### Travel has taken a hit with many:

- Postponing booking a holiday
- Cancelling a vacation
- Cancelling a flight

With travel limitations currently implemented and no date for a return of overseas travel the entire travel industry has effectively ceased to exist.



Base: all people n=4,112

# Stocked up on foodstuffs

## A slow decline in panic buying

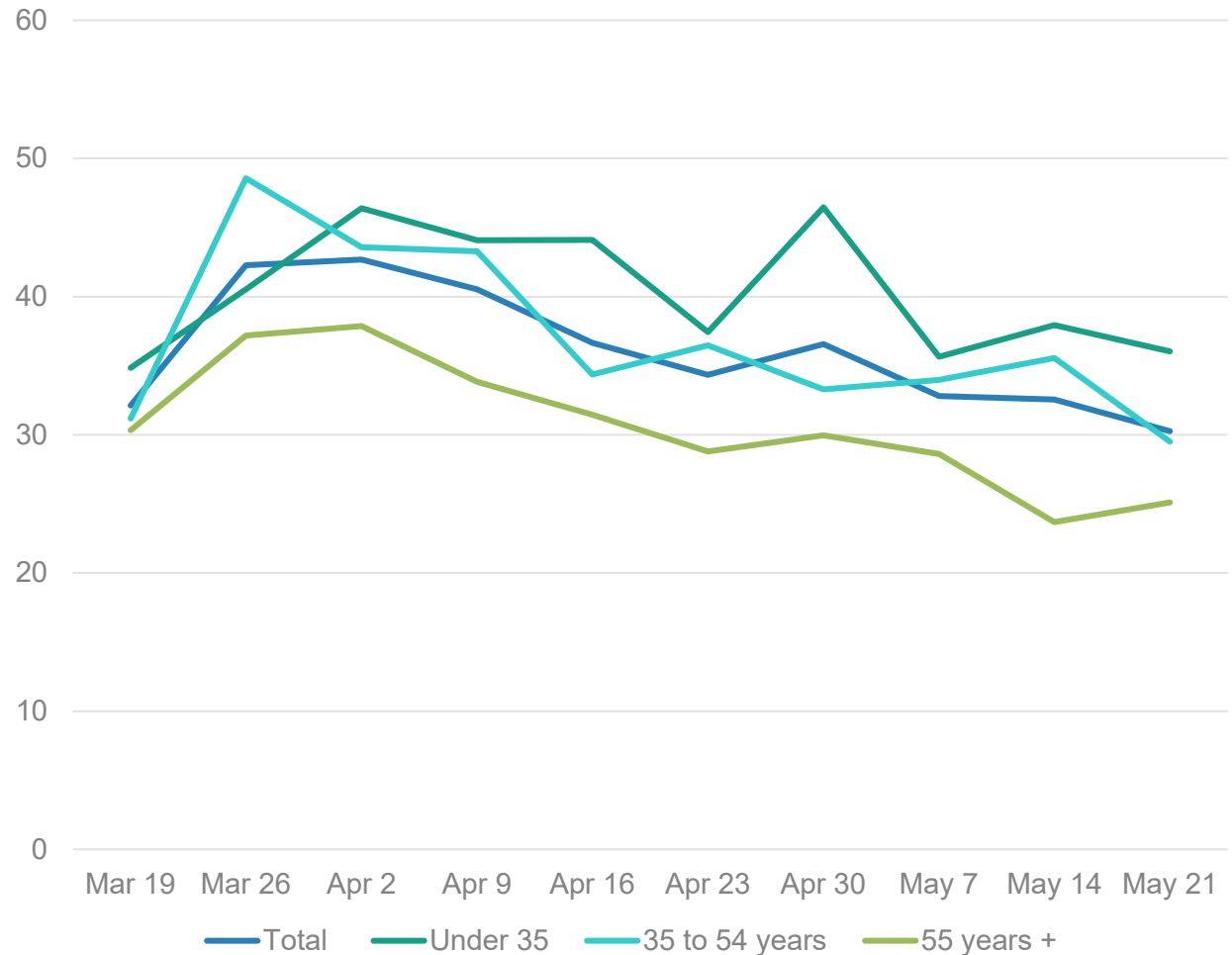
**There was a sharp increase after March 19 to stock up on foodstuffs. There has been a slow decrease in this behaviour since the beginning of COVID-19**

The under 35s have been the most concerned about having enough food. This age group strangely peaked late April/early June for stocking up on food. The 55+ years have always been the most relaxed about purchasing food.

Cooking and eating at home more would naturally lead to more people buying food.

Change from March 19 to May 21 is:

- Total - 2%
- Under 35 + 1%
- 35 to 54 years - 2%
- 55 years + - 5%



Base: all people n=4,112

# Decided not to make a non-essential purchase

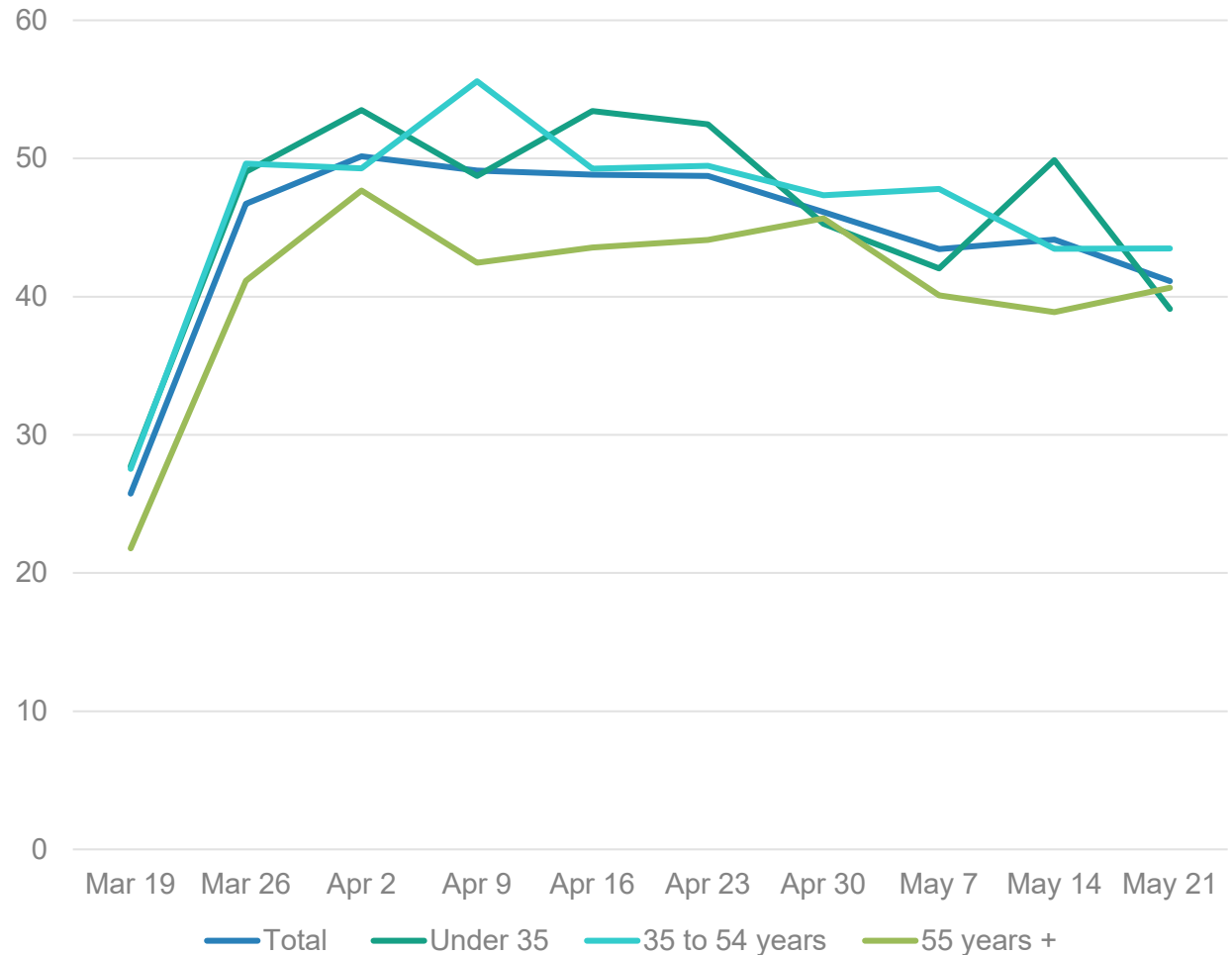
## Buying basics is still the priority

Many Australians decided immediately they should only spend money on essentials, with just on half the population having actively spent less on items they consider non-essential.

There is little difference for age; many are concerned about their money and have made financial changes to get through COVID-19 as best they can.

Change from March 19 to May 21 is:

- Total + 15%
- Under 35 + 11%
- 35 to 54 years + 16%
- 55 years + + 19%



Base: all people n=4,112



# Avoided visiting elderly relatives

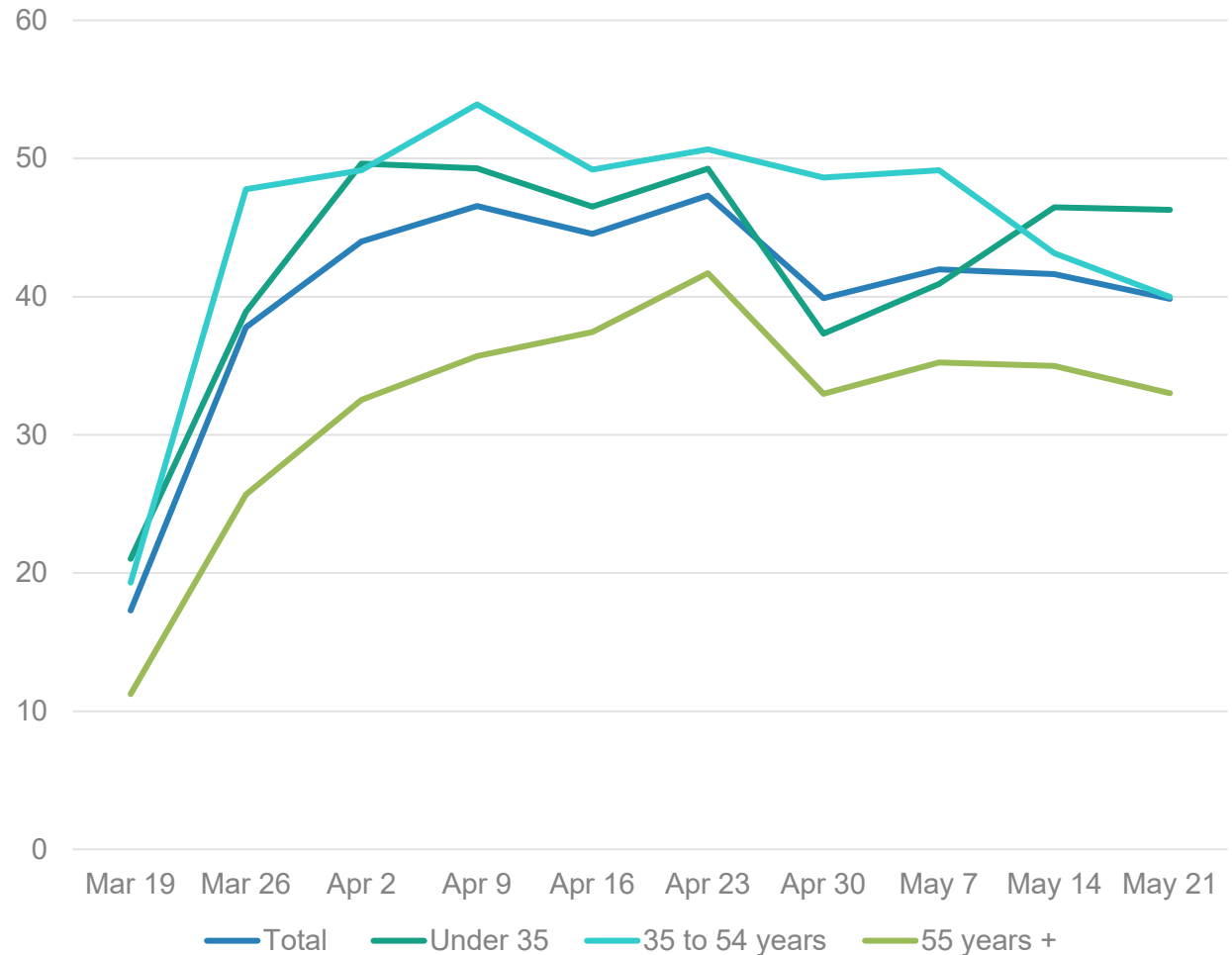
## There is still concern for older Australians

Australians were advised to avoid seeing elderly relatives and many have taken on board this message. There are some indicators by May 19 that people are relaxing about this and are starting to visit their elderly relatives more.

The least likely to avoid visiting elderly relatives are those aged 55 + years; this is a difficult age group because if their parents are alive, they are most likely supporting them in some way because they need help.

Change from March 19 to May 21 is:

- Total + 23%
- Under 35 + 25%
- 35 to 54 years + 21%
- 55 years + + 22%



Base: all people n=4,112

# Put people off visiting you

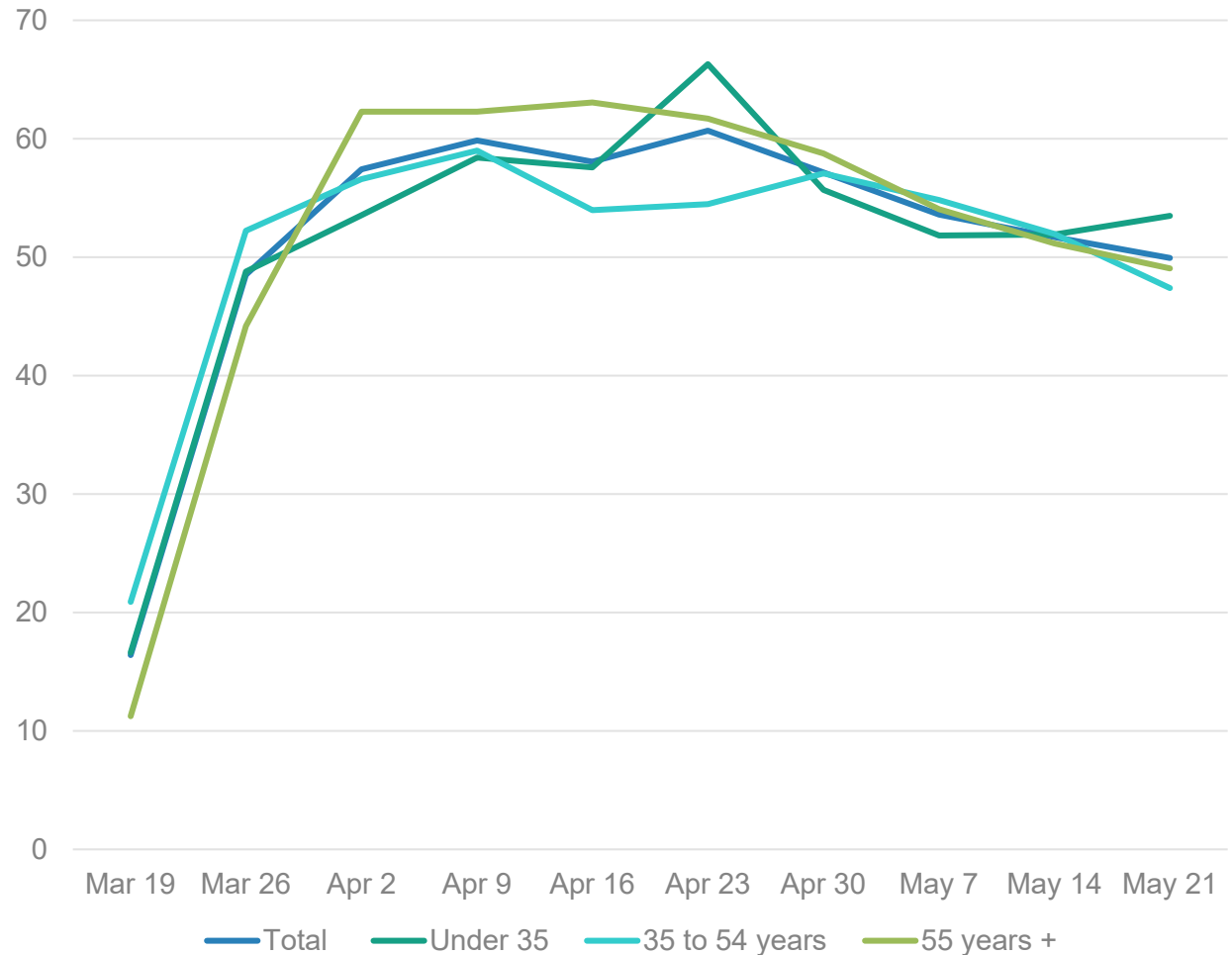
## We are starting to see visitors again

The message to socially isolate was immediately embraced by Australians which could help explain why the number of cases of COVID-19 is small in Australian communities.

All age groups have responded to the government messaging with very little differences between ages. Towards the end of April, Australians started seeing people outside of their immediate home more.

Change from March 19 to May 21 is:

- Total + 34%
- Under 35 + 37%
- 35 to 54 years + 26%
- 55 years + + 38%



Base: all people n=4,112

# Postponed booking a holiday

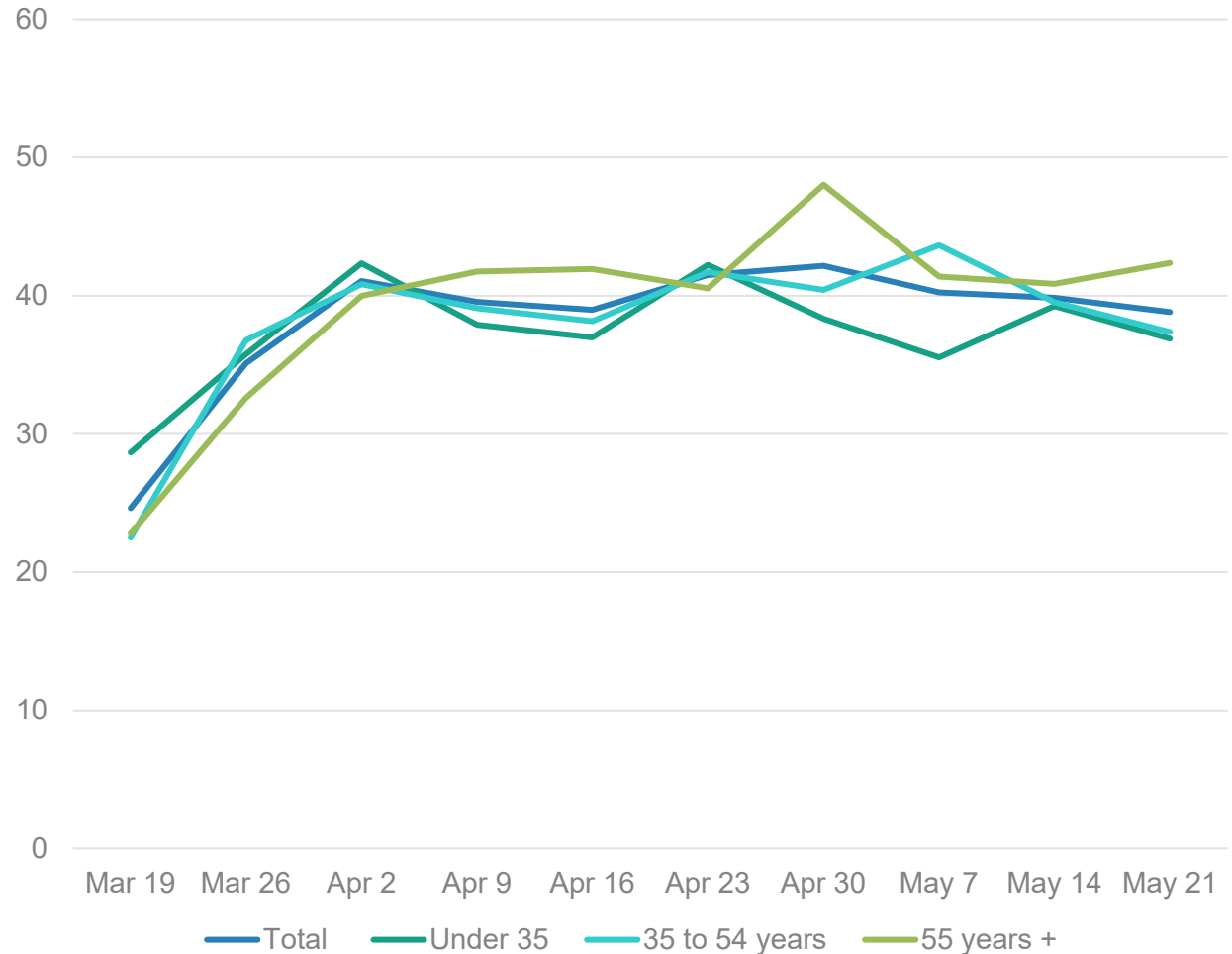
## Unlikely to go on holidays

Australians are not booking holidays; about 40% of Australians continue to report they have postponed a holiday

Putting travel on hold is similar for all age groups.

Change from March 19 to May 21 is:

- Total + 14%
- Under 35 + 8%
- 35 to 54 years + 15%
- 55 years + + 20%



Base: all people n=4,112

# Cancelled a vacation

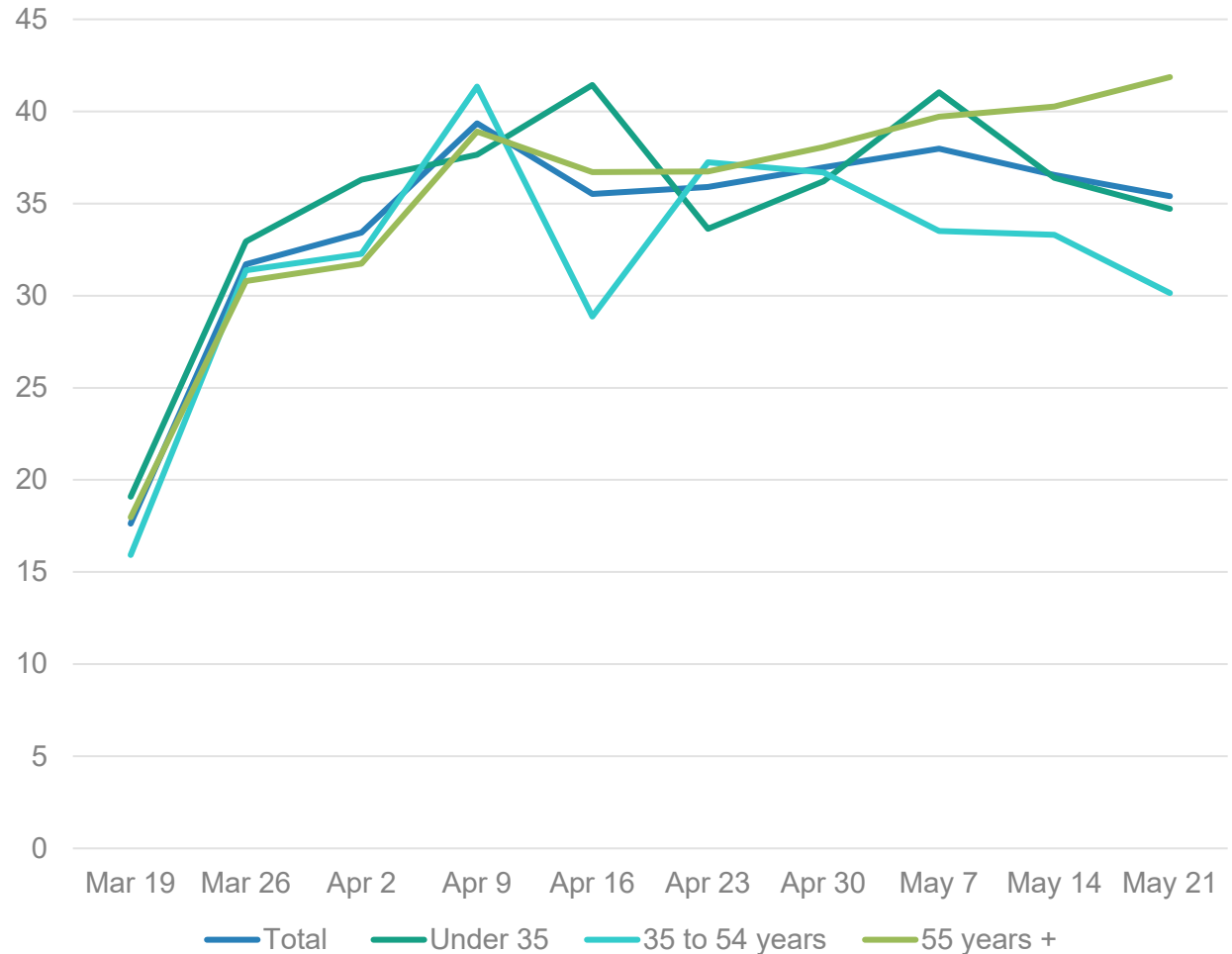
## Many cannot go on their booked holidays

The reality of not being able to go on a holiday has hit many Australians. Initially some cancelled their holidays, but as the depth of the COVID-19 crisis throughout the world started to unfold, it has become apparent all holidays had to be cancelled.

All age groups have had to cancel holidays; as of May 21 it seems many had cancelled the holidays they had planned. The 55+ years are the ones who are most likely to cancel a holiday.

Change from March 19 to May 21 is:

- Total + 18%
- Under 35 + 16%
- 35 to 54 years + 14%
- 55 years + + 24%



Base: all people n=4,112

# Cancelled a flight

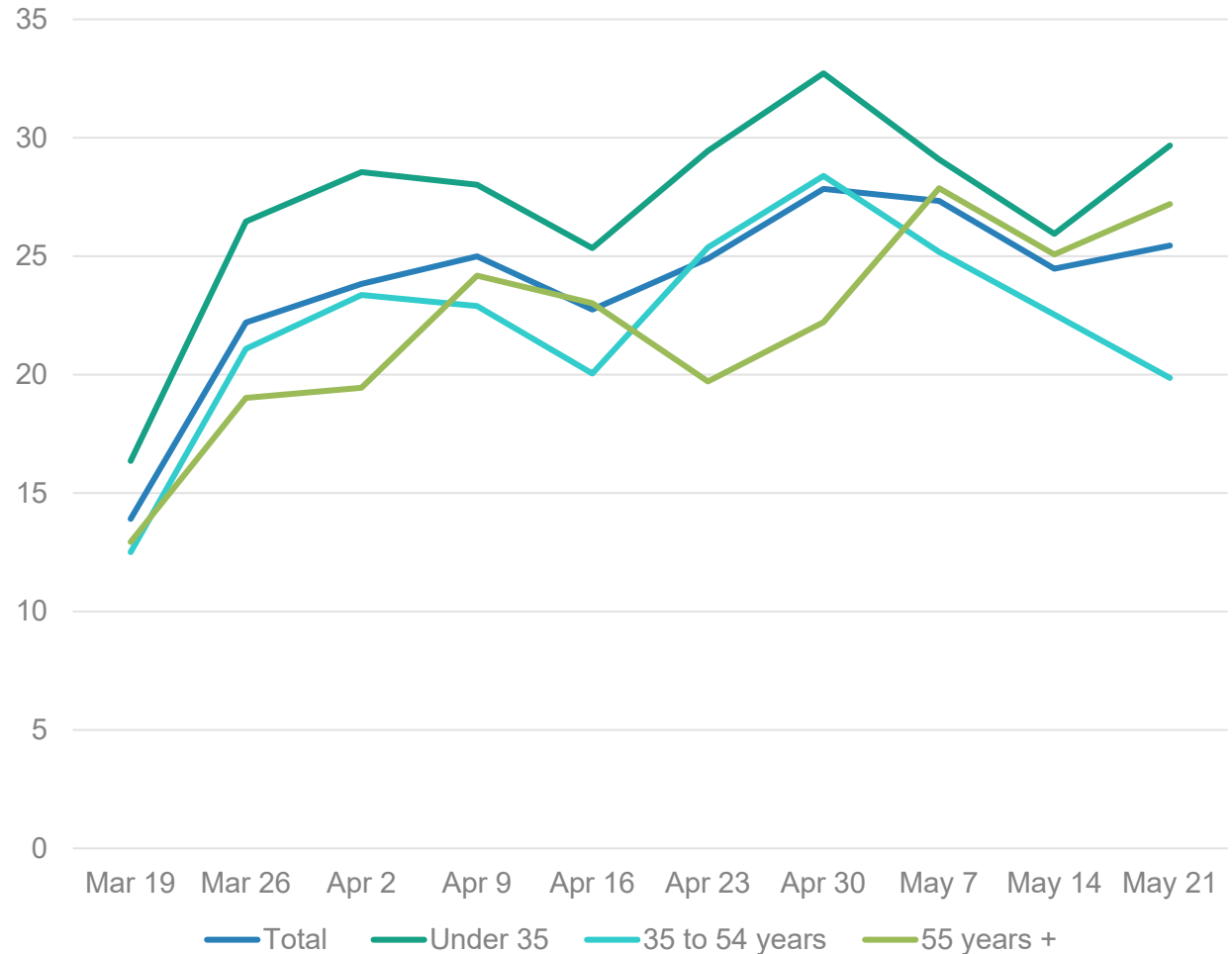
## Australians are flying less

Airlines are struggling and many are fighting for survival. A quarter of all Australians have cancelled a flight. There has been a steady increase for cancellations of flights.

There is very little difference for age and cancelling flights. Those age 35-54 years are now less likely to be cancelling flights; most in this age group cancelled their flights towards the end of April.

Change from March 19 to May 21 is:

- Total + 12%
- Under 35 + 13%
- 35 to 54 years + 7%
- 55 years + + 14%



Base: all people n=4,112

# 7

# PANDEMIC ATTITUDES



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# Pandemic attitudes

This question was asked as a scale of

- Agree strongly
- Agree slightly
- Neither agree or disagree
- Disagree slightly
- Disagree strongly

In this analysis we are showing the Top 2 Box of 'agree strongly' and 'agree slightly'.



Base: all people n=4,112 Top 2 Box

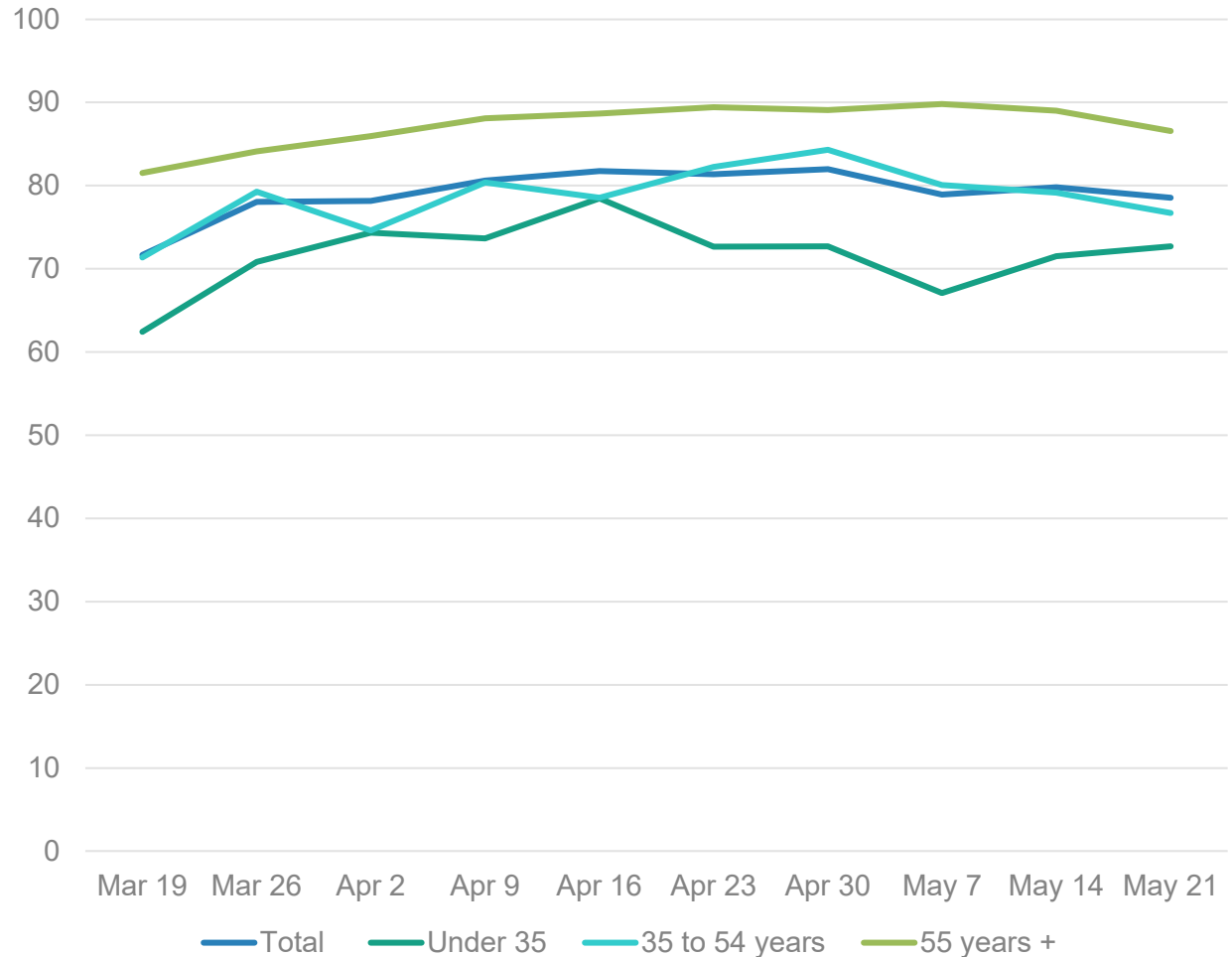
# *I have a good understanding of what sort of illness it would be if I caught it*

Many Australians were confident they knew what type of illness COVID-19 was from the beginning. Australians are still mostly confident in their knowledge.

Those 55 years + are by far the most certain of what to do if they became ill. The under 35s were the least confident but have increased their knowledge over time.

Change from March 19 to May 21 is:

- Total + 7%
- Under 35 + 10%
- 35 to 54 years + 5%
- 55 years + + 5%



Base: all people n=4,112 Top 2 Box



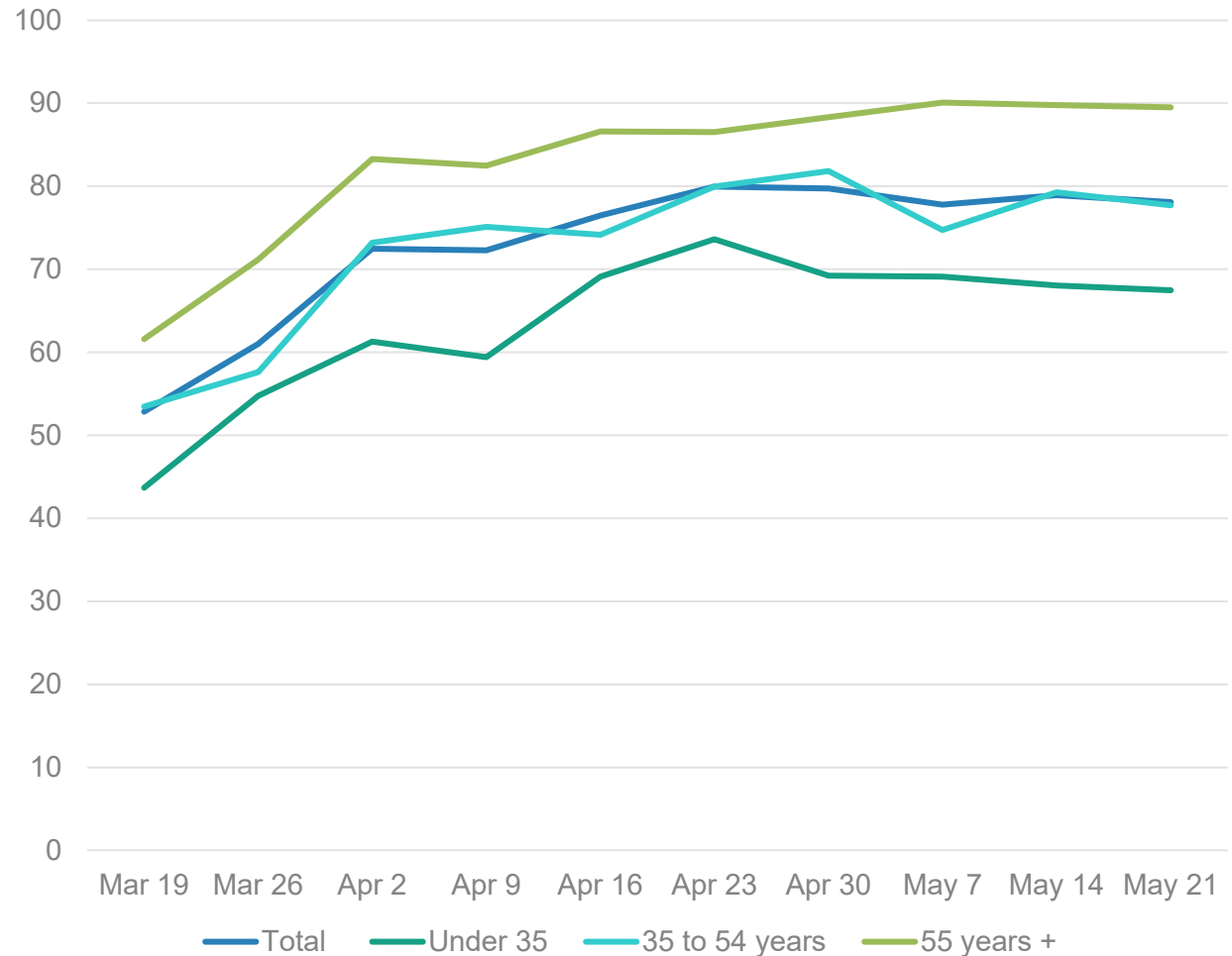
# Our government is taking the right steps to protect us

## There is strong support for the steps the government is taking to protect Australians

Those aged under 35 are the least convinced, but their support has increased since March 19, where just above 40% agreed, to nearly 70% May 19. Australians aged 55+ years have always been the most supportive; 90% (May 19) in this age group agree with this statement.

Change from March 19 to May 21 is:

- Total + 25%
- Under 35 + 24%
- 35 to 54 years + 24%
- 55 years + + 28%



Base: all people n=4,112 Top 2 Box

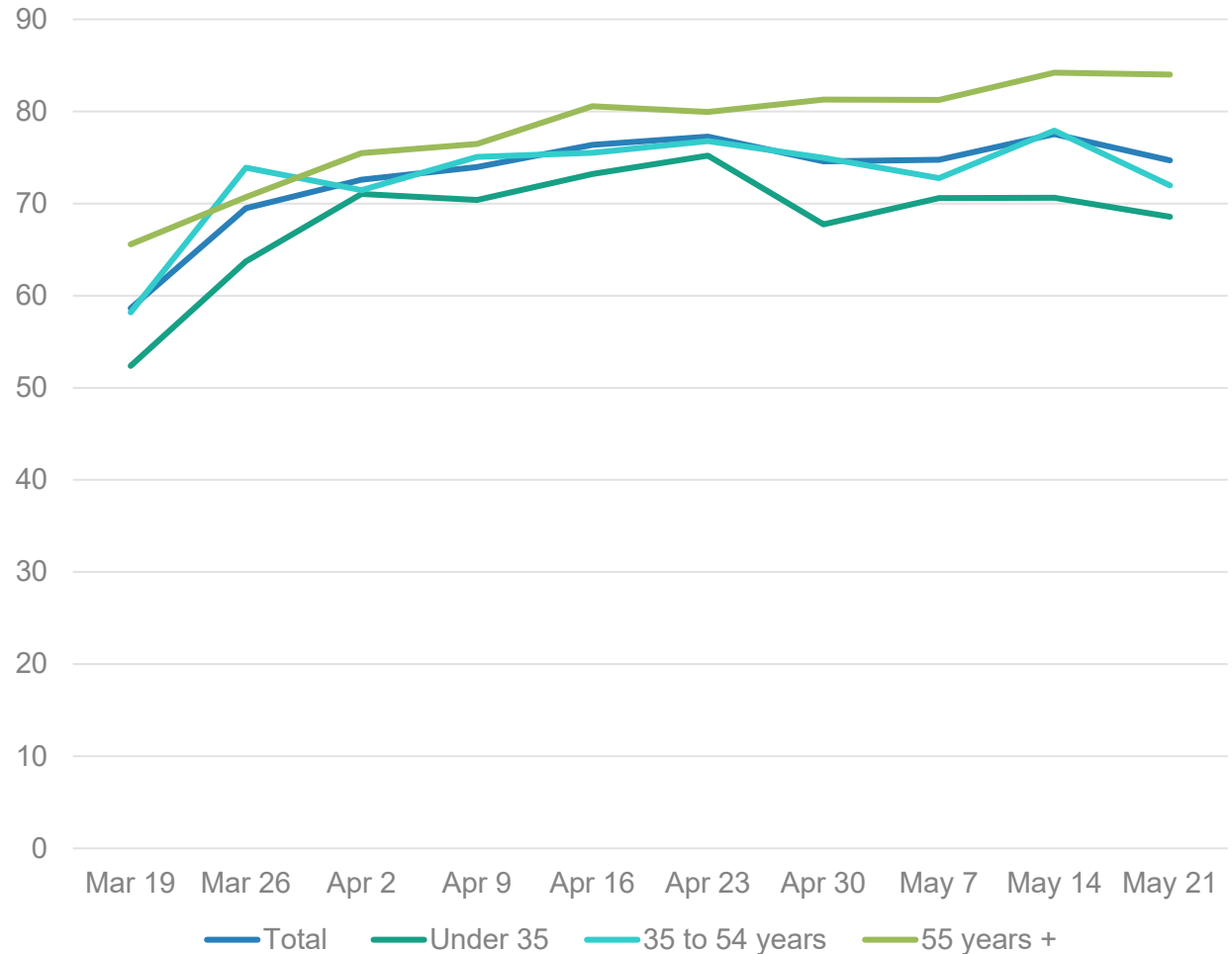
# ***I know everything I need to know about how to protect myself from contracting it***

**By May 21, three-quarters of all Australians believe they know everything they need to protect themselves from contracting COVID-19. This is an increase from March 19, although not a dramatic increase.**

Those who are under 35 started off with the least knowledge but have educated themselves during this time. The 55+ years are consistently the most confident they know how to protect themselves.

Change from March 19 to May 21 is:

- Total + 16%
- Under 35 + 16%
- 35 to 54 years + 14%
- 55 years + + 18%



Base: all people n=4,112 Top 2 Box

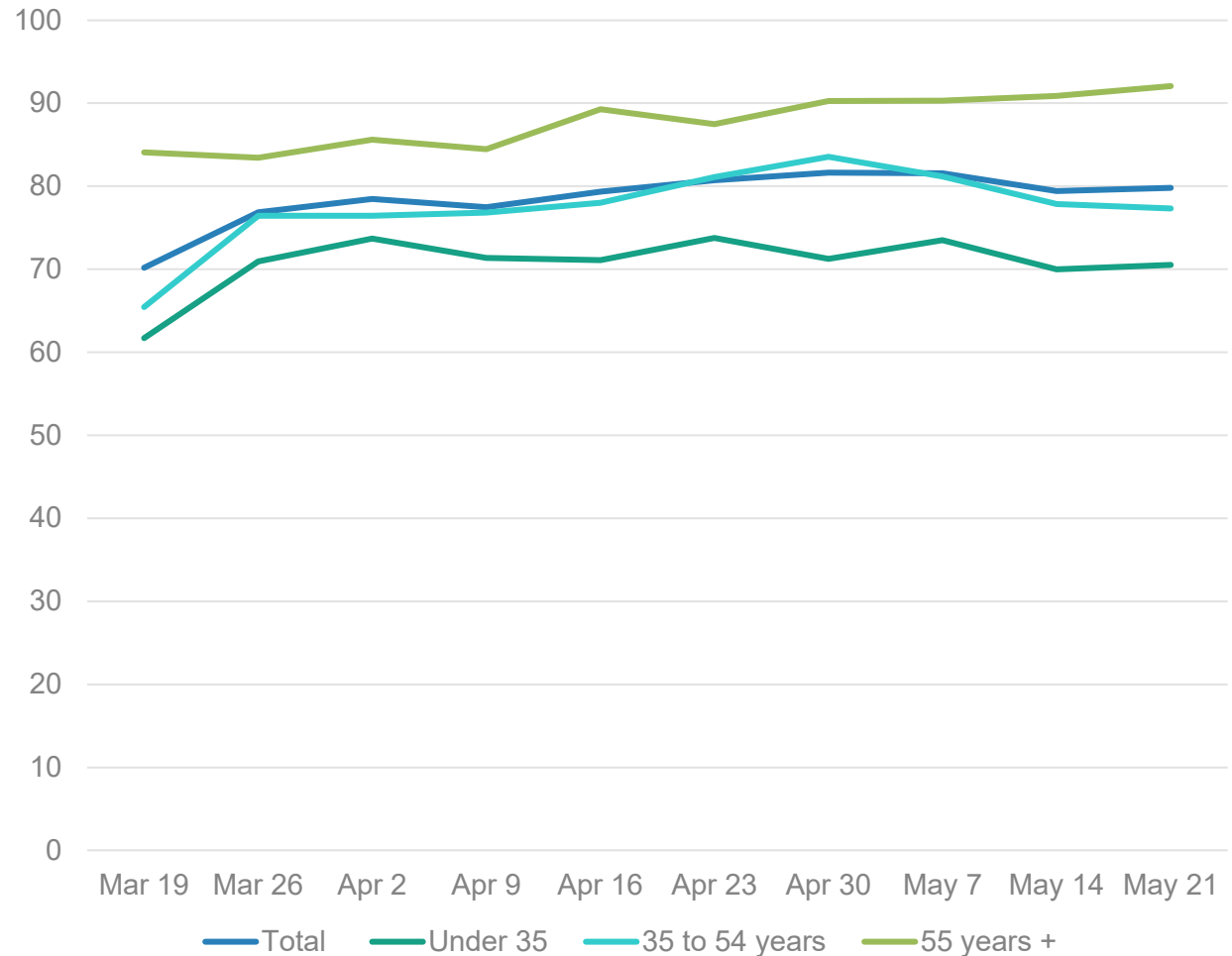
# *I know exactly what to do if I think I have the symptoms*

80% of Australians believe they know what to do if they have the symptoms. This has been fairly consistent since March 19 and suggests the majority of Australians are confident they would know what to do.

Those aged 55+ years continue to be the most confident in knowing what to do; conversely the under 35s remain the least confident in knowing what to do.

Change from March 19 to May 21 is:

- Total + 10%
- Under 35 + 9%
- 35 to 54 years + 12%
- 55 years + + 8%



Base: all people n=4,112 Top 2 Box

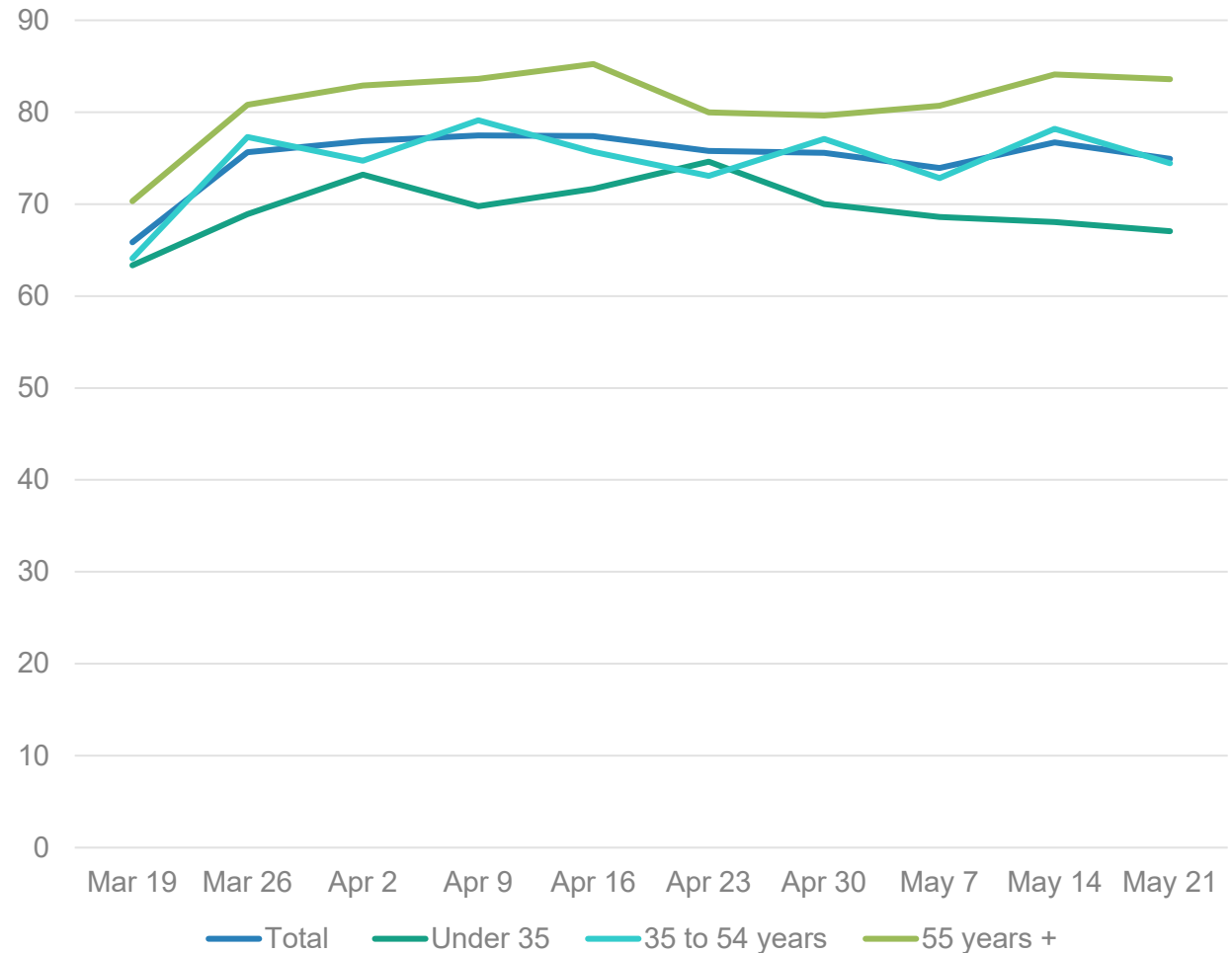
# We must think of the common good first, and put our own needs second

Three-quarters of Australians believe the common good is more important than their own needs. This attitude has been fairly consistent throughout this time period and again helps explain Australia's success at managing COVID-19.

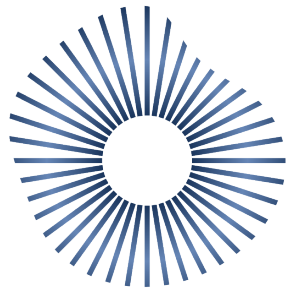
This attitude has stronger belief in the 55+ years than those aged under 35.

Change from March 19 to May 21 is:

- Total + 9%
- Under 35 + 4%
- 35 to 54 years + 10%
- 55 years + + 13%



Base: all people n=4,112 Top 2 Box



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**For more information**

Email [info@stollznow.com.au](mailto:info@stollznow.com.au)

or call +61 2 9953 7543