

COVID 19

THE AUSTRALIAN

REACTION

THE FIRST MONTH MARCH 19 TO APRIL 9

REPORT APRIL 2020



dynataTM

StollzNow
Research & Insights Advisory

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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.

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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.



4,112 fully completed surveys

Confidence level of ± 2.9
@ 95% confidence level



Sample source

March 17 to 19 = 1,112

March 24 to 26 = 1,000

March 31 to April 2 = 1,000

April 7 to April 9 = 1,000



Criteria for inclusion

Australian residents

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HOW AUSTRALIA IS REACTING TO COVID 19



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Concerns and attitudes to COVID-19

Australian overview

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

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

Key findings

All Australians

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 17 to April 9

- ✓ Not as concerned about having enough foodstuffs
- ✓ More confident in the healthcare system
- ✓ Older Australians are more concerned and taking measures to protect themselves

Worries

Two-thirds

Worried about Australian economy
Worried about world economy



66%

Avoiding physical shops

Physical contact

Most 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 then Australians more relaxed



72%

Approve of government handling of pandemic
Big improvement from first week



86%

Spending more time at home



67%

Working from home (employed)

Analysis by age – under 35 years

Younger Australians more concerned about everything

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.

Day to day living has been heavily impacted by COVID 19. Mid-March, when Australia was transitioning into lockdown, those under 35 years were being entertained, socialising and eating outside of their homes. Four weeks later, their lifestyle has dramatically changed.

- Fewer are visiting physical shops but they are still buying products; of all groups they are embracing online shopping. 51% are making online purchases.
- Being at home more means there is more purchasing of foodstuffs. With the decrease of eating out, there has to be an increase of buying more food for the home. Previously 82% were using restaurants and cafes while now this is only used by 49%. This could explain why supermarkets still have stock issues.
- This age group are most likely to have a home food delivery with 41% reporting having done this, an increase from 30% in mid-March

- Despite buying more food, they are now showing more confidence there will be enough food for all Australians. This might also take some pressure of the supermarkets.
- This group are most concerned about the household finances

Mid-March those under 35 years were not as confident as other Australians about understanding the illness, what to expect if they were to get it or what to do if they thought they were showing symptoms. This age group is now more confident with nearly three quarters believing they would know what to do in relation to COVID 19.

Over the survey period this age group have changed from panic but not following any behavioral guidelines, to embracing the importance of self-isolating and recommended changes in their personal life.

They are still less likely to agree with the statement 'we must think of the common good first and put our own needs second' (70% agreement).

Analysis by age – 55 years and over

Older Australians confident and compliant

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.

The main concerns of the 55+ age group are similar to all Australians:

- The health of the elderly
- The Australian and world economies
- Self-isolation
- Personal hygiene

The key areas where this group have made changes are associated with interaction with other people and staying at home. They are still confident that there will be enough food, their household finances are stable and the healthcare system will cope.

Only 25% are concerned about their personal health which might seem surprising but understandable considering how they are self-isolating and the reduction in numbers of new COVID-19 cases.

Like all Australians, they are washing their hands and using sanitizers which are two of the key messages. They have embraced social distancing. Compared to March 19 they key changes are:

- Not touching strangers 93% compared to 74%
- Not touching friends 91% compared to 56%
- Not touching family members 63% compared to 27%

Analysis by age – 55 years and over

Older Australians have got the message

Those 55 years + have adapted to the conditions.

They have made changes to their lifestyle and behaviour with the result of low infection rates for older Australians.

Staying at home is a priority with 88% of those 55 years + complying with this requirement. For those who work, 57% are working from home and 81% are not using public transport. Importantly, 62% have asked someone not to visit them.

The focus for those aged 55+ is isolation, a strong understanding that it is not Ok to touch anyone and presumably, with many embracing the 'no touching of family members, a lot less grandchildren are being looked after.

It is difficult for any Australian to not visit a shop, but 68% in this age group report avoiding going to a physical store. This is an increase from 29% March 19. There is a slight increase in online shopping; now 30% are reporting doing some shopping this way where before it was only 14%.

Like all Australians, the temptation to have food delivered is on the increase; 34% of this group are now ordering food compared to 14% previously. Cooking every day is clearly tedious not just for those aged under 35 but for older Australians as well

Understanding what COVID-19 is, what the symptoms would look like, what to do if they thought they had caught and how to avoid catching it are all aspects of the pandemic that this age group were confident about on March 19 and continue to be confident about.

This group has the most confidence in the government taking the right steps to protect Australia (82%) which is an increase from 62%. They are also the age group who have the strongest agreement with the statement, 'We must think of the common good first and put out own needs second' (84%).

Older Australians have made critical changes to the way they live over the four week survey period and given the low numbers of elderly deaths outside of cruise ships and aged care facilities, it is fair to say this age group is managing themselves appropriately for pandemic conditions.

4 PANDEMIC WORRIES

Pandemic worries

The economy and health of elderly

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

Question asked as rating

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

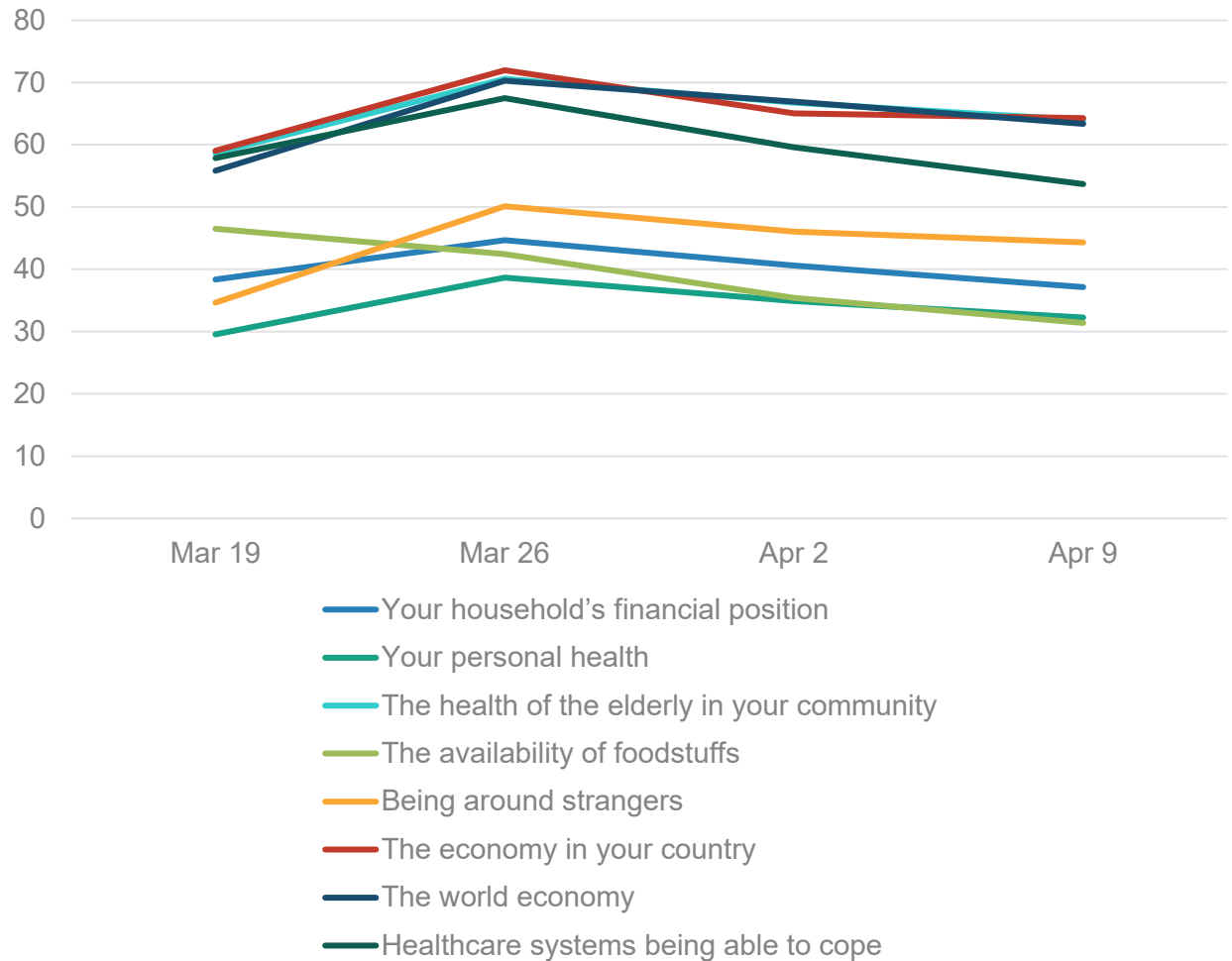
Top 2 Box shown

- 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 households financial position

Less concerned about household finance

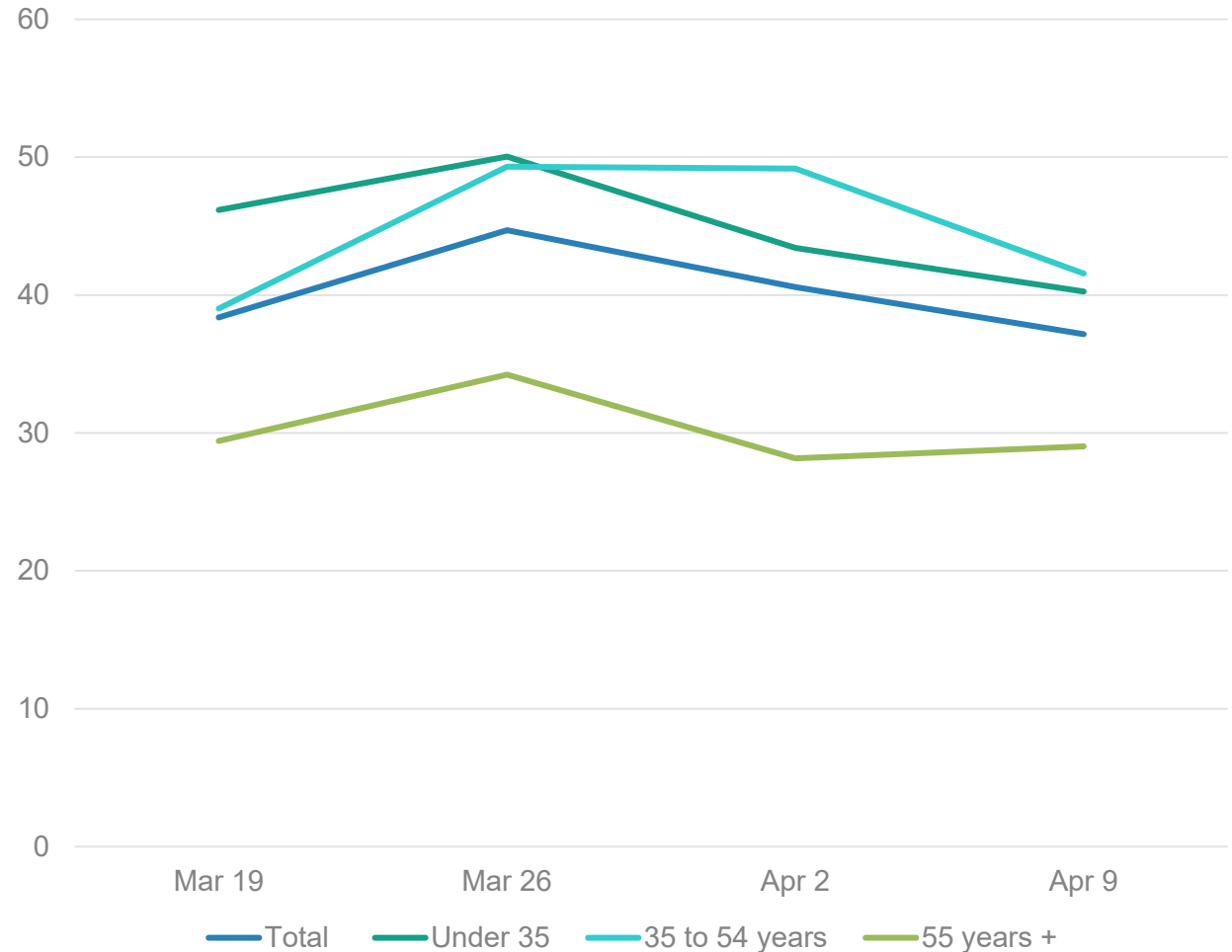
Spike of concern on March 26

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:

- 35 to 54 years the most worried
- Under 35 years initially the most worried but now like 35 to 54 years
- 55 years + have always been the least concerned

Change from March 19 to April 9 is:

- Total -1%
- Under 35 -6%
- 35 to 54 years 3%
- 55 years + 0%



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

Your personal health

Older Australians surprisingly unconcerned about personal health

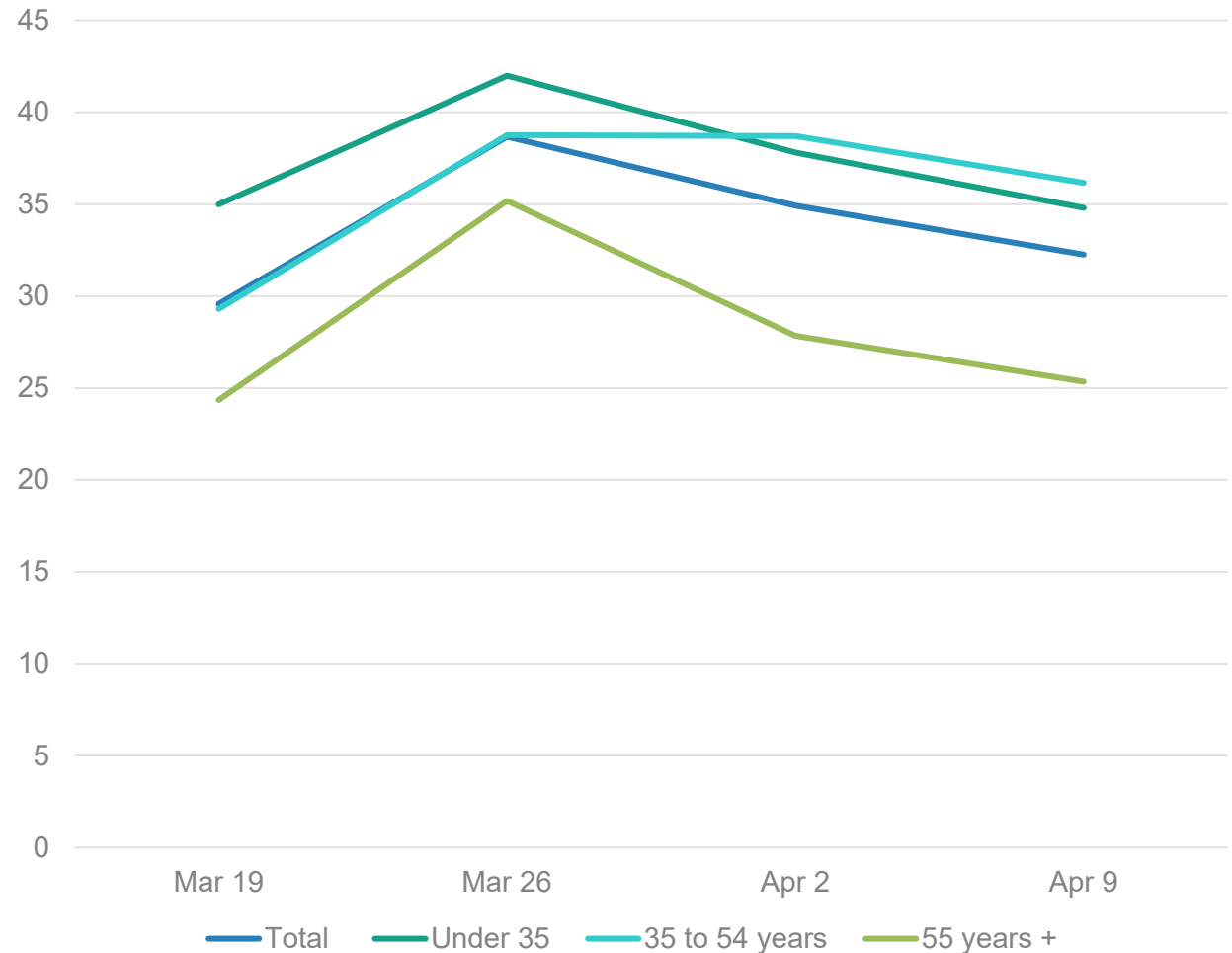
Personal health is still a worry but less so since a spike on March 26.

Both groups of younger Australians Under 35 years and 35 to 54 years are the most concerned about their personal health.

Despite the evidence that COVID-19 is far more severe in older age groups those 55 years + have always been the least concerned in their personal health.

Change from March 19 to April 9 is:

- Total +3%
- Under 35 + 0%
- 35 to 54 years + 7%
- 55 years + + 1%



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

The health of elderly in your community

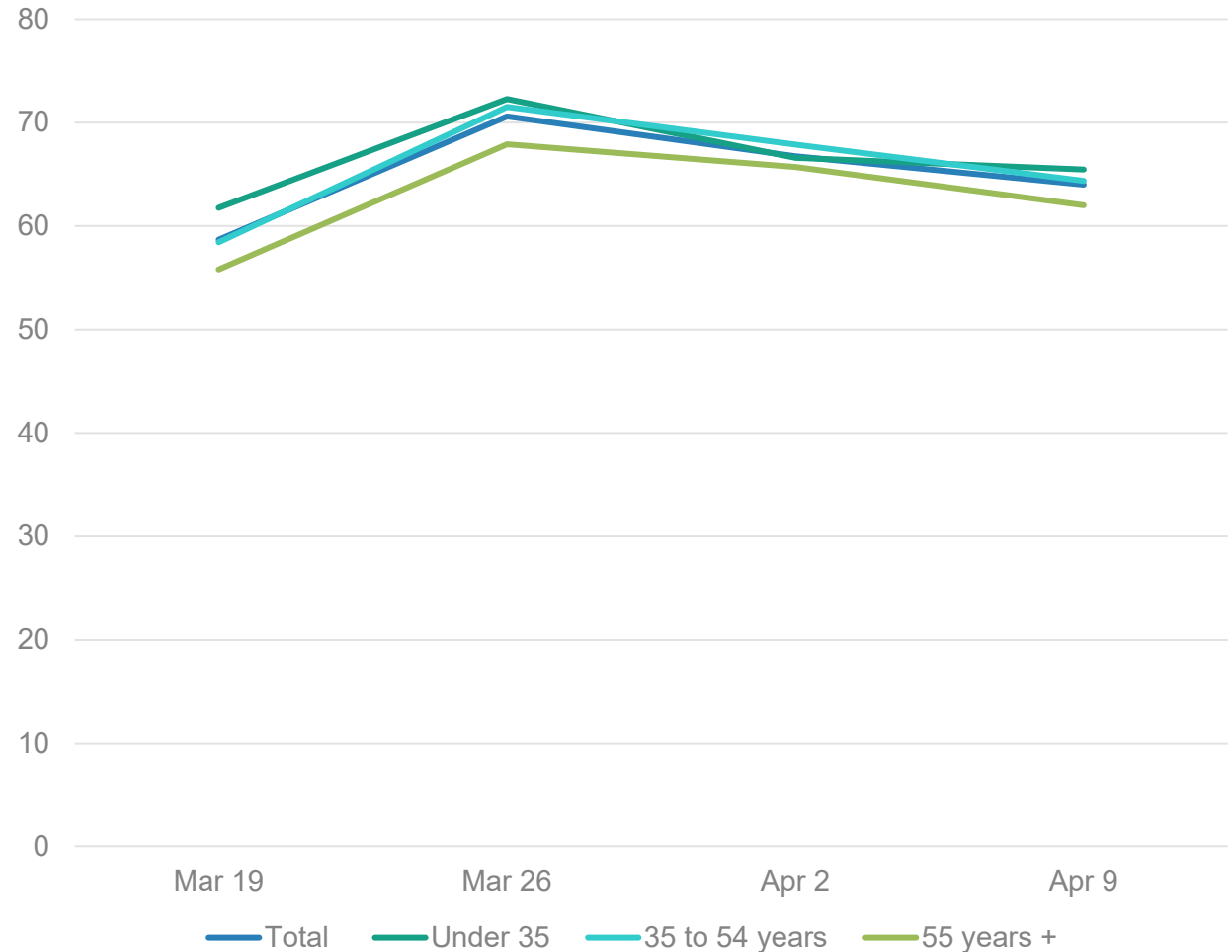
Elderly health a key concern

All are worried about the health of the elderly.

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

Change from March 19 to April 9 is:

- Total + 5%
- Under 35 + 4%
- 35 to 54 years + 6%
- 55 years + + 6%



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

The availability of foodstuffs

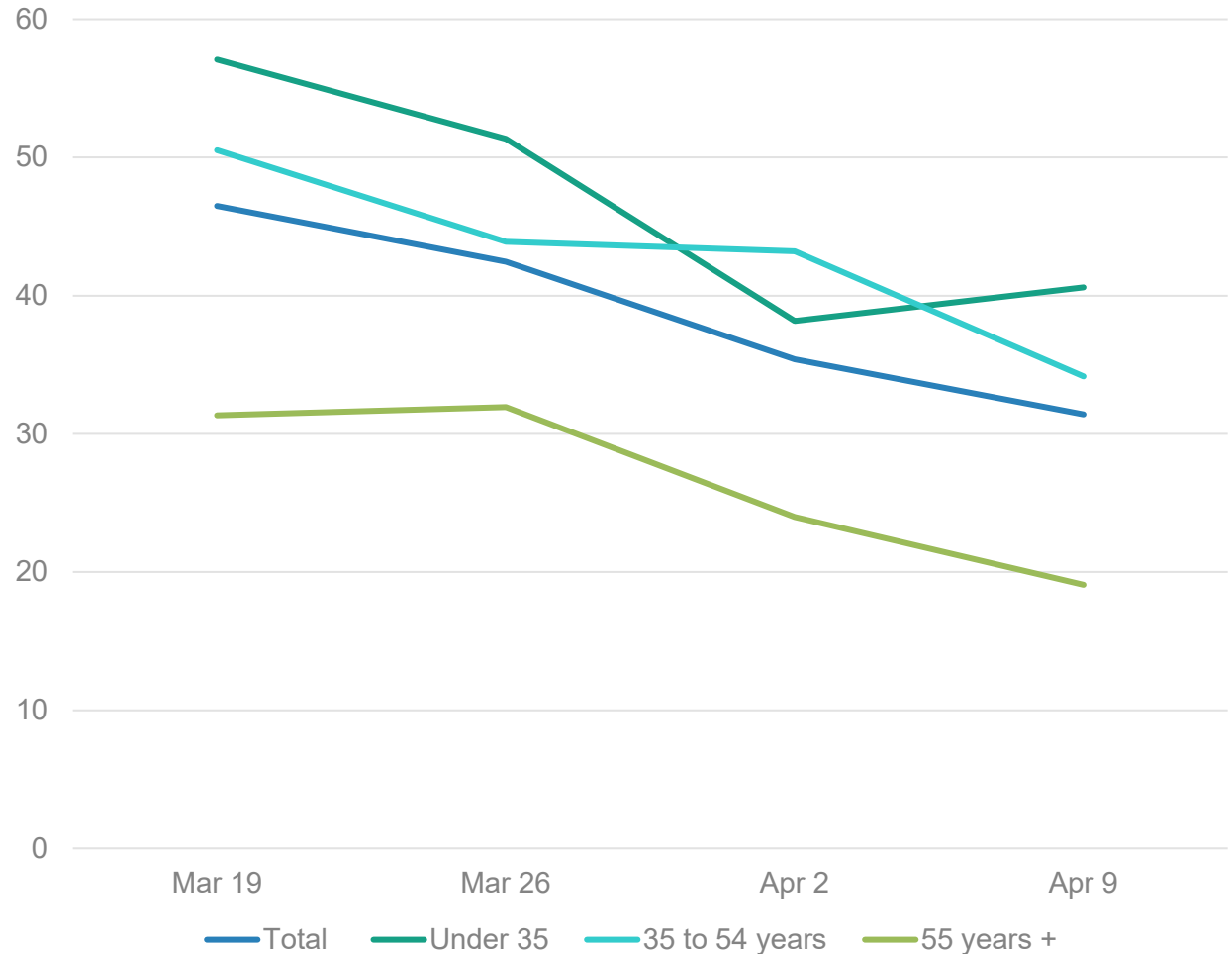
The end of panic buying

Worry about the availability of foodstuffs has decreased in each week of the research. Panic buying was the first sign of the crisis but is much less of a concern by April 9.

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 April 9 is:

- Total -15%
- Under 35 -16%
- 35 to 54 years -16%
- 55 years + -12%



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

Being around strangers

Avoiding strangers is now normal

Avoiding strangers is now normal behaviour.

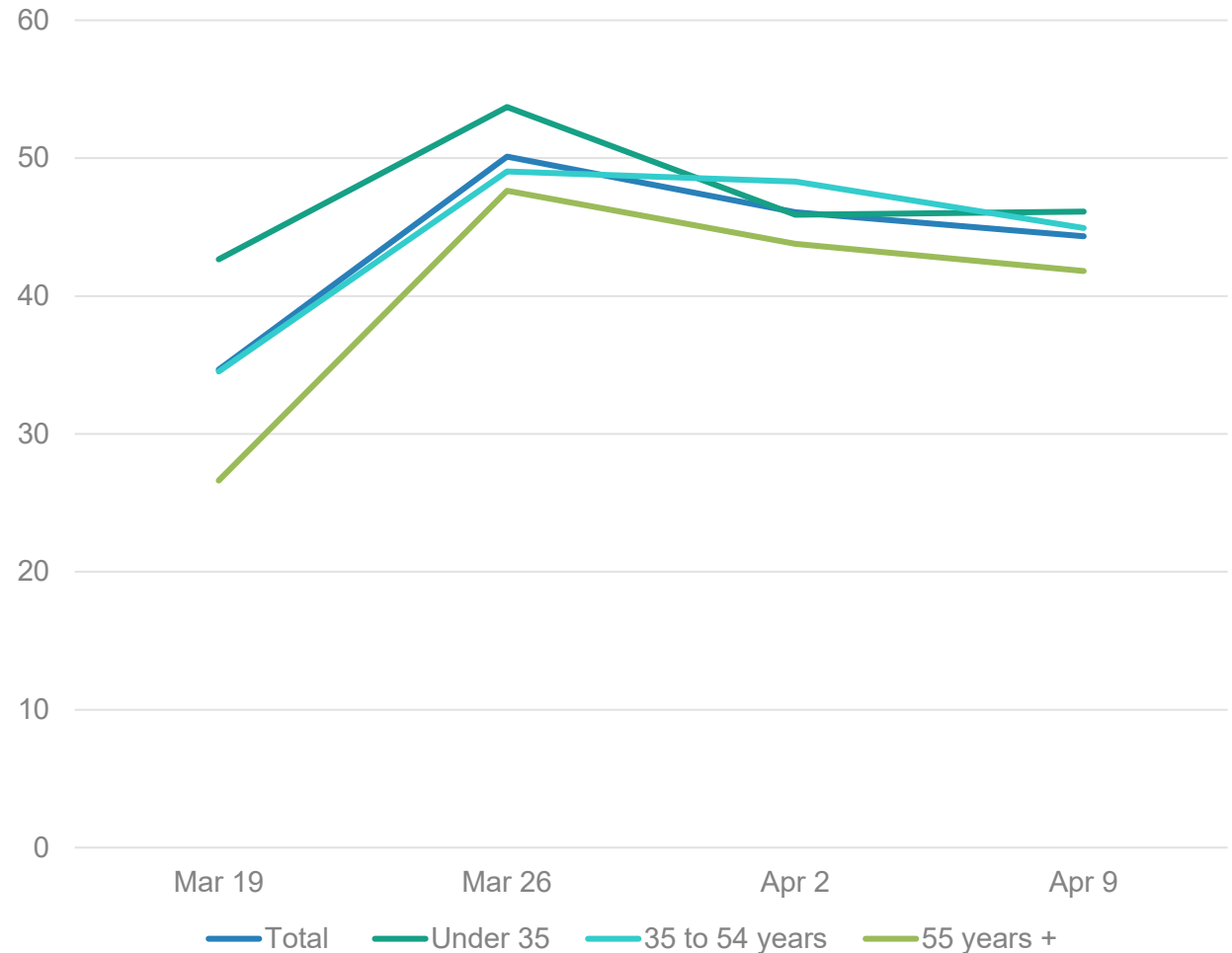
In the first week those under 35 years were the most concerned while those 55 years + were the least concerned.

Since this time, all age groups have normalised to around 44%.

Those 55 years + are still slightly less worried than younger age groups.

Change from March 19 to April 9 is:

- Total + 10%
- Under 35 + 3%
- 35 to 54 years + 10%
- 55 years + + 15%



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

The Australian economy

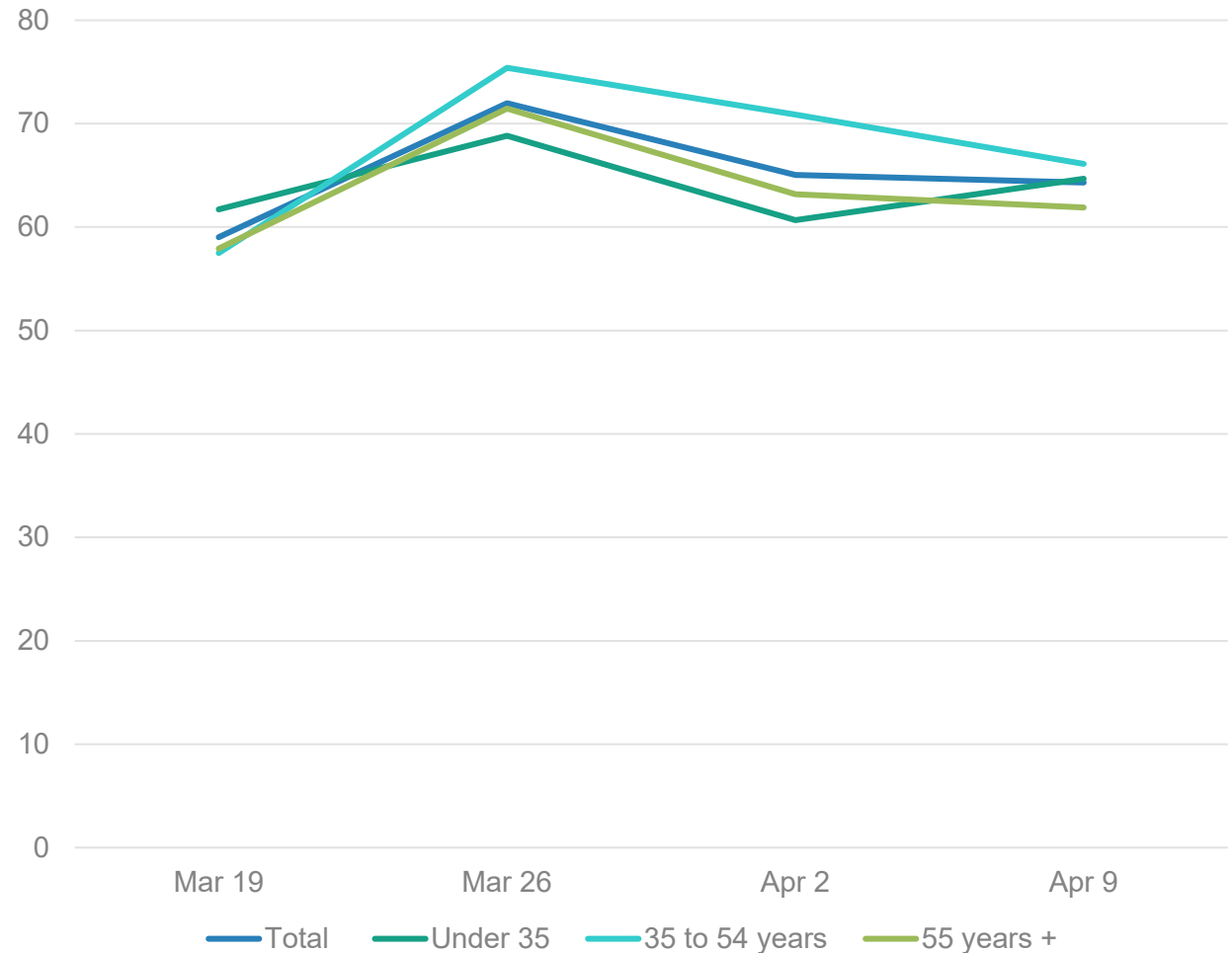
Personal finance may be fine but the economy is different

While Australians are more relaxed about their households' financial position one of the three top worries is the Australian economy. We are now more worried about the economy than in the first week of research.

As with most worries this had a peak in the week of March 26 but remains a top concern with Australians. There is almost no difference by age group.

Change from March 19 to April 9 is:

- Total + 5%
- Under 35 + 3%
- 35 to 54 years + 9%
- 55 years + + 4%



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

The world economy

We live in a global environment

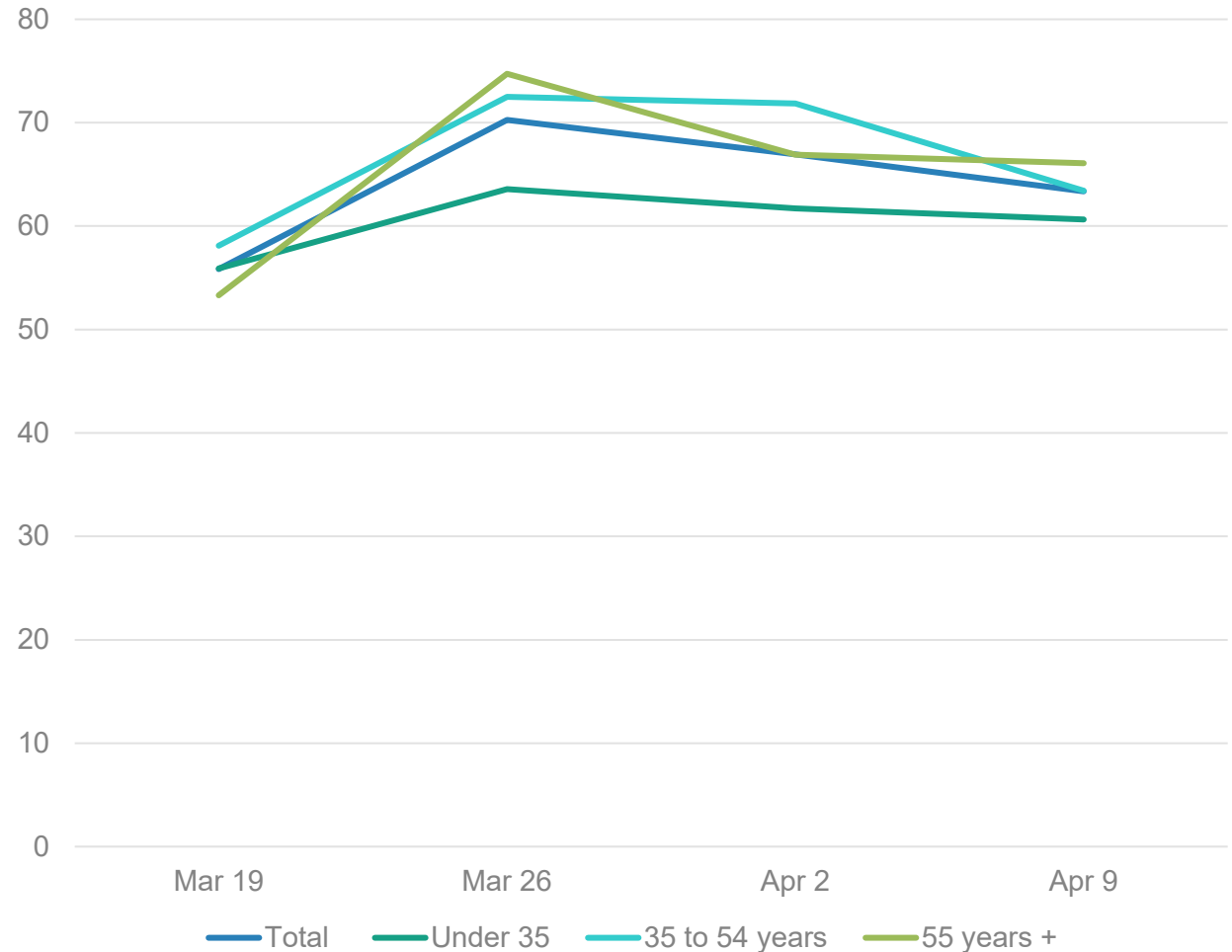
Worry about the world economy is similar to the Australian economy as we recognise that we live in a global environment where we all need to succeed.

All age groups are almost equally concerned about the global economy.

We are more concerned about the global economy since the first week of research.

Change from March 19 to April 9 is:

- Total + 8%
- Under 35 + 5%
- 35 to 54 years + 5%
- 55 years + + 13%



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

Healthcare systems being able to cope

Our healthcare system is less of a concern

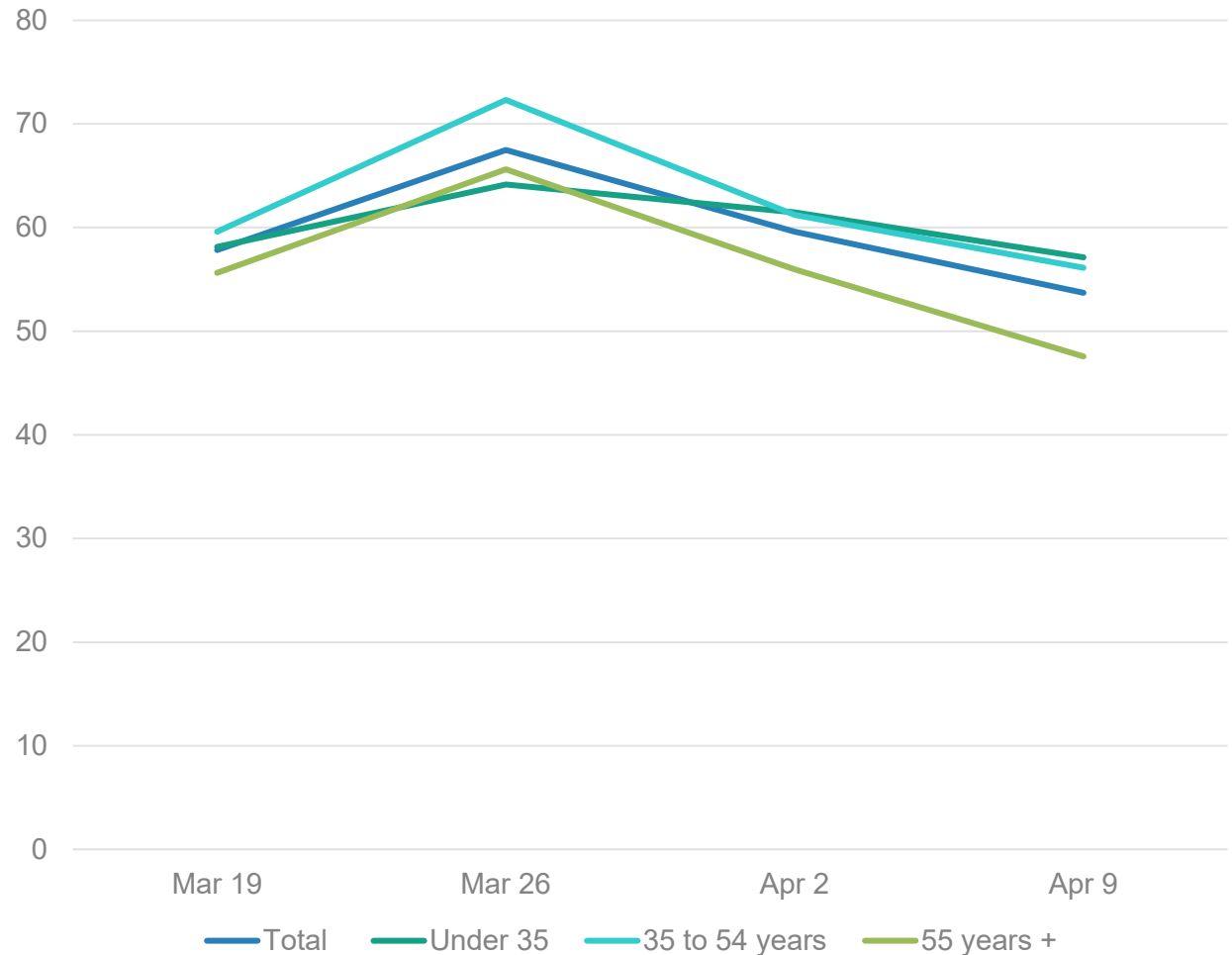
We are now less worried about the healthcare system being able to cope with COVID-19 than on March 19, but many are still concerned.

Healthcare system had a large spike in the second week of research – particularly by those aged 35 to 54 years. While it is lower than March 19 over half still rate this as extremely/very worried.

Those aged 55 years + are the least worried on April 9.

Change from March 19 to April 9 is:

- Total -4%
- Under 35 -1%
- 35 to 54 years -3%
- 55 years + -8%



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

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BEHAVIOUR CHANGE



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Behaviour change

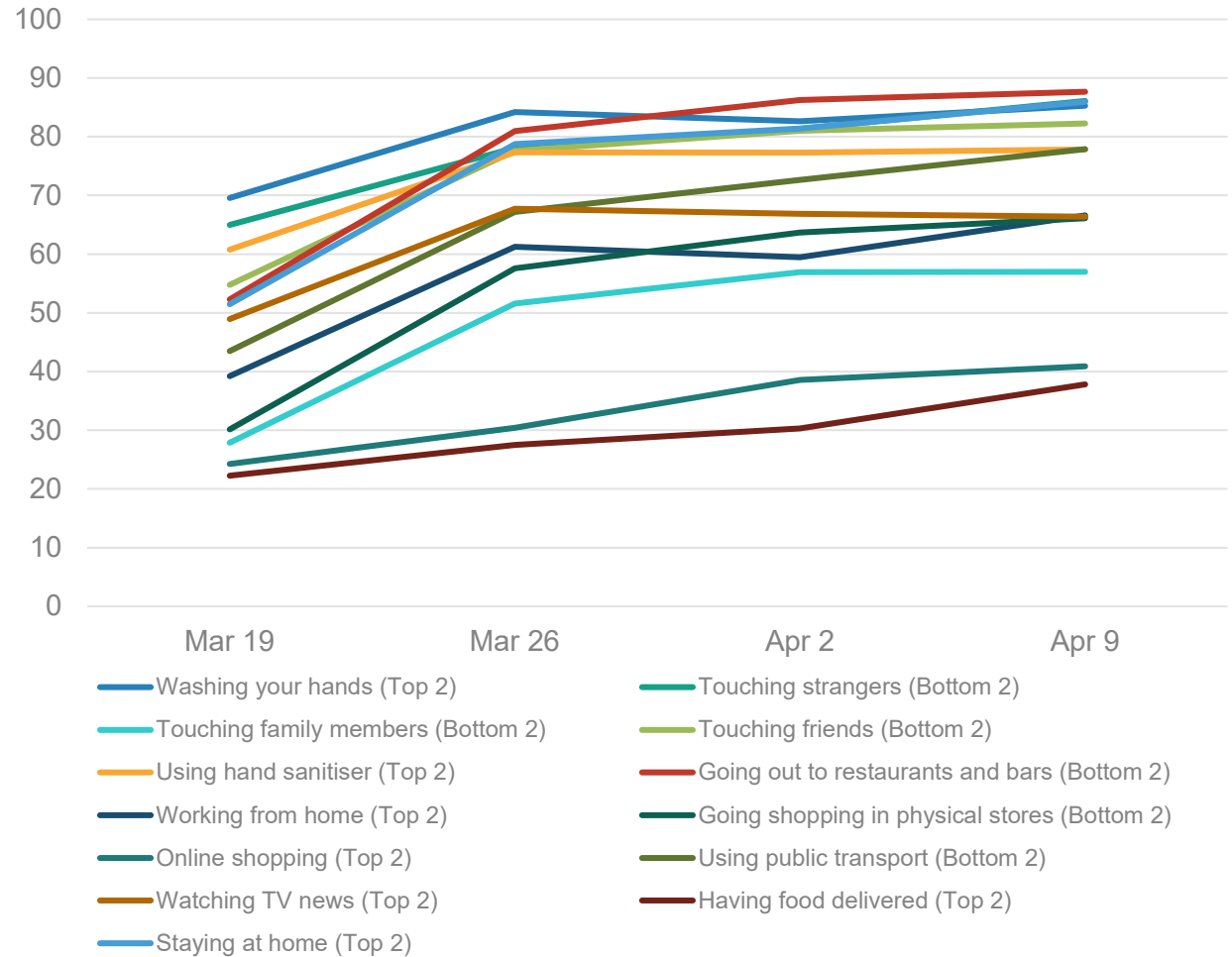
This question was asked on a scale of

- 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

The message about washing hands is understood

We are all washing our hands more by April 9.

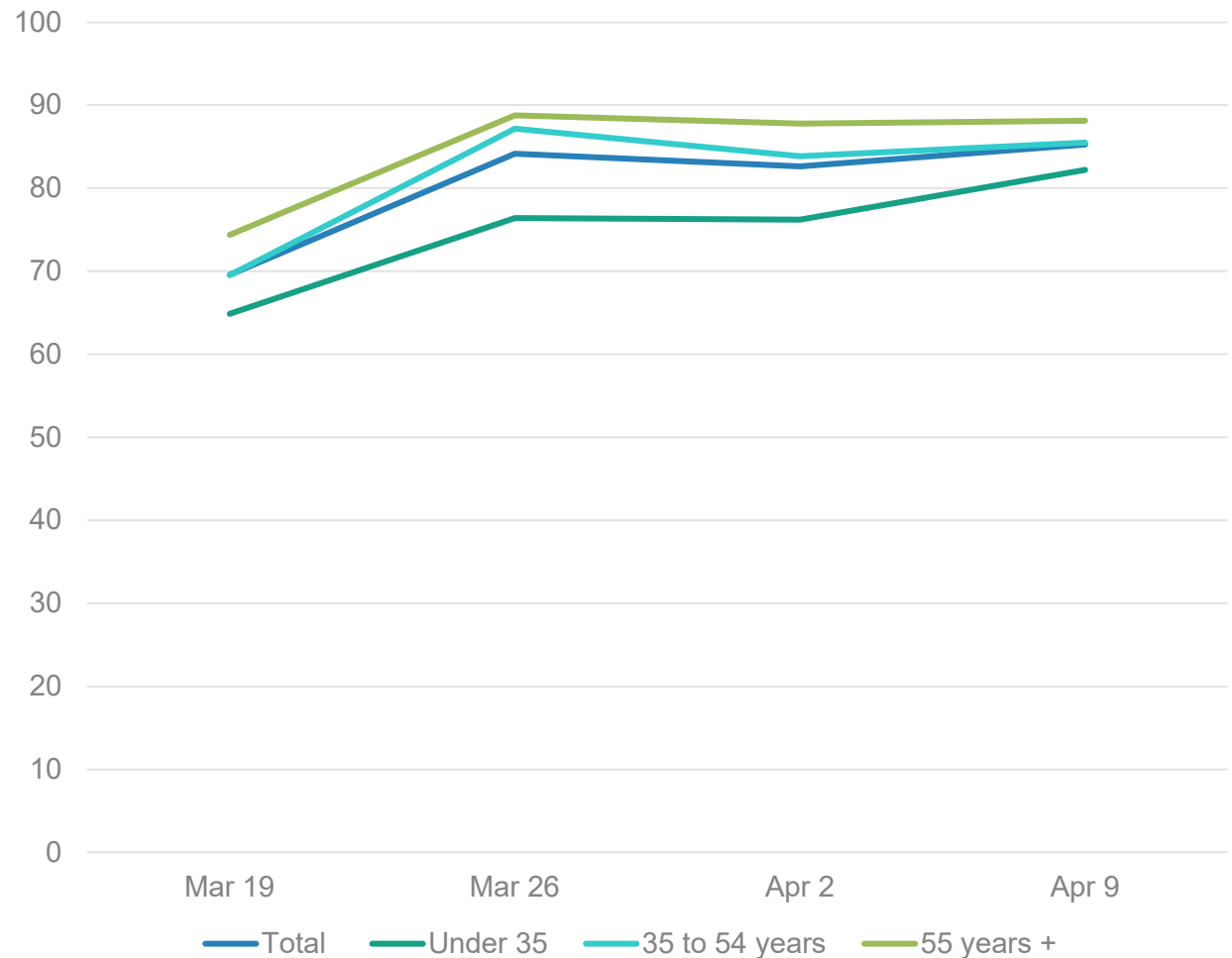
While we were already doing 'a lot/a little more' in the first week a massive 85% are carrying out more hand washing on April 9.

Those aged under 35 years have been behind older age groups in the update of washing hands. On April 9 they have matched older Australians.

Change from March 19 to April 9 is:

- Total + 16%
- Under 35 + 17%
- 35 to 54 years + 16%
- 55 years + + 14%

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



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

Touching strangers

We are avoiding touching strangers

We are now avoiding touching strangers. This could be as simple as shaking hands or passing items to them.

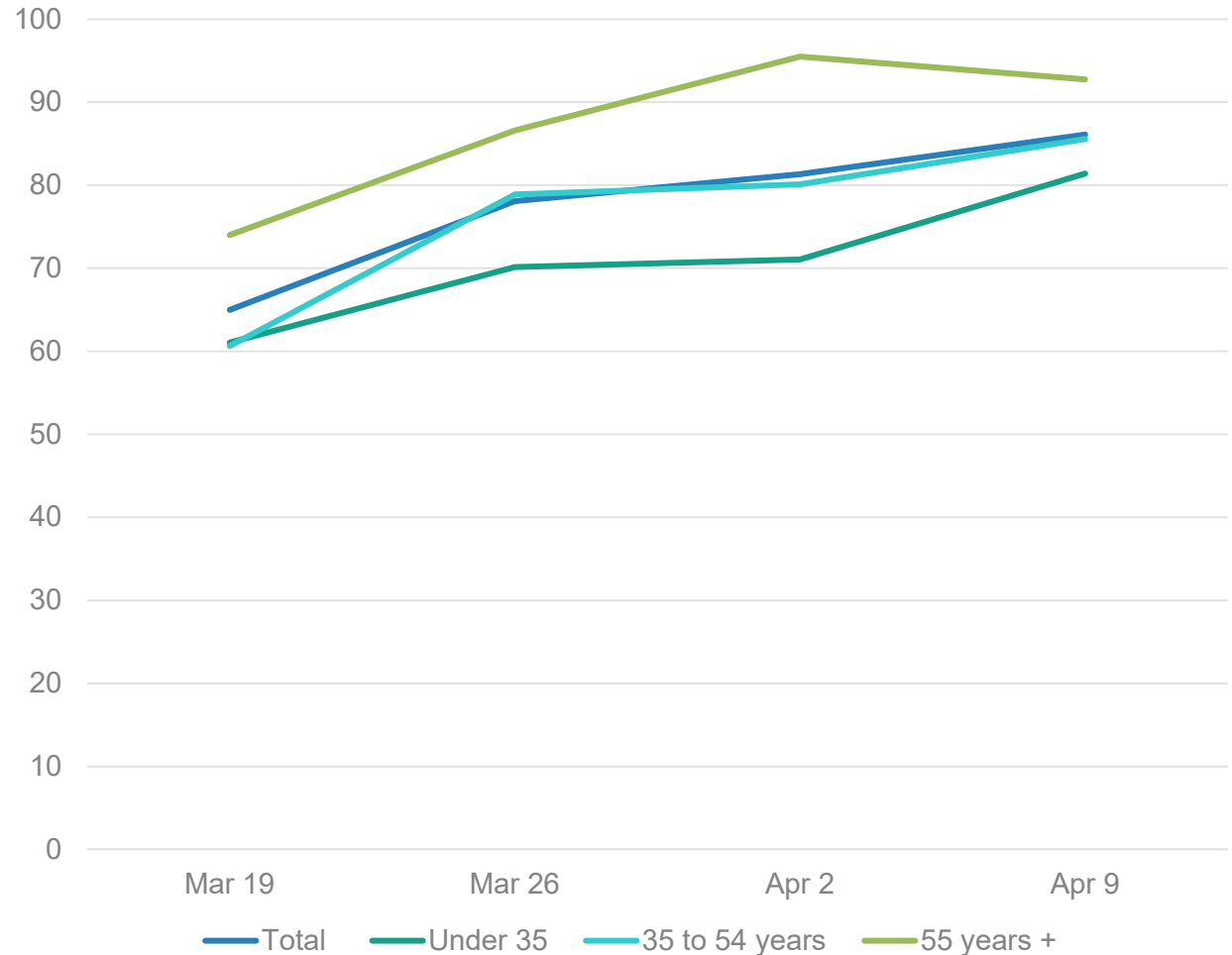
On March 19 Australians were already avoiding touching strangers but the data shows that this behaviour has increased significantly on April 9.

Those 55 years + have understood the message to avoid touching strangers from the beginning and are still the most likely to be compliant with this recommendation.

Change from March 19 to April 9 is:

- Total + 21%
- Under 35 + 20%
- 35 to 54 years + 25%
- 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

We are avoiding touching family members

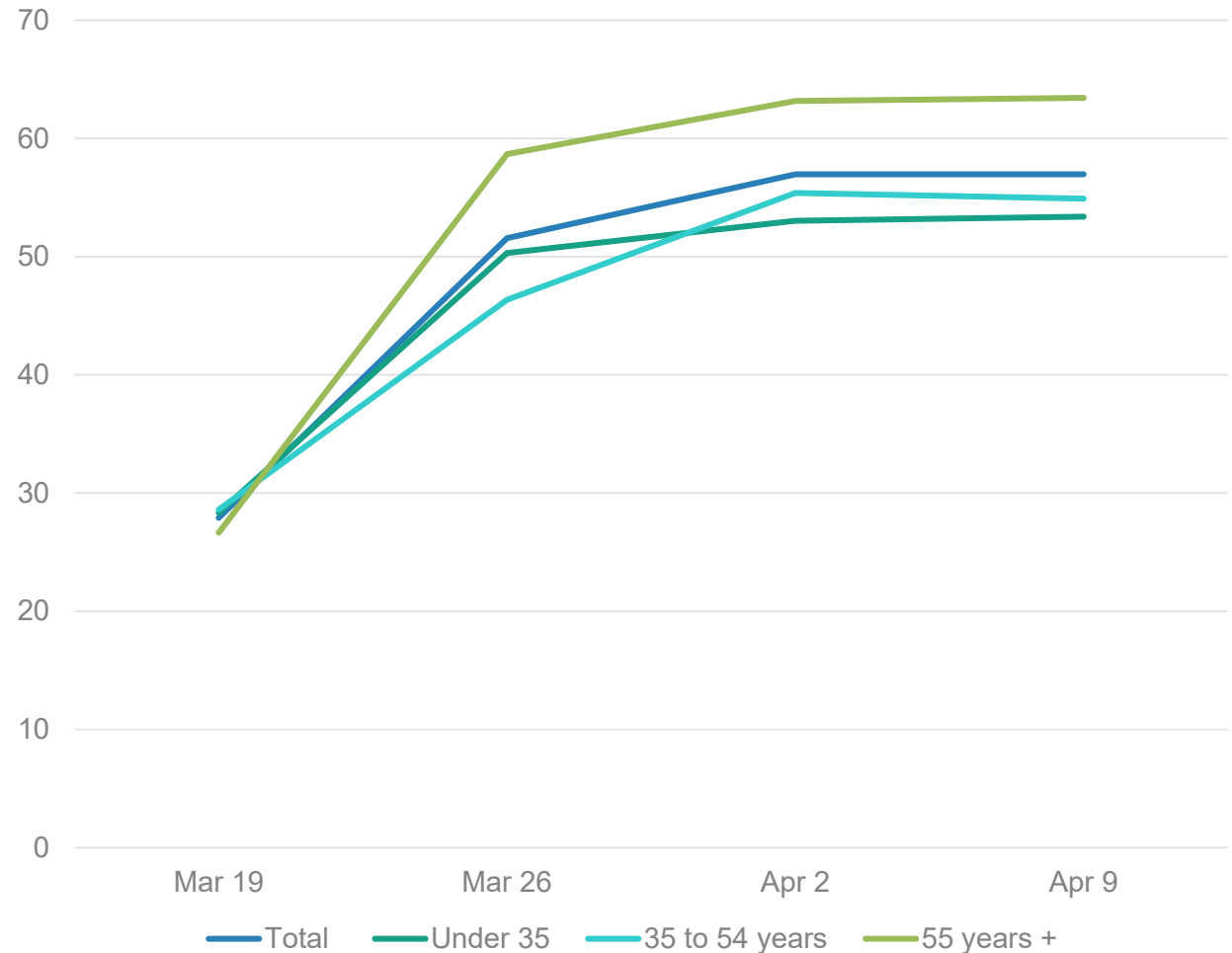
On March 19 few Australians were avoiding touching family members. This behaviour increased sharply by March 26 and is now common. We are much more likely to touch a family member than a stranger.

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 harder.

Change from March 19 to April 9 is:

- Total + 29%
- Under 35 + 25%
- 35 to 54 years + 26%
- 55 years + + 37%

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



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

Touching friends

We have stopped touching friends

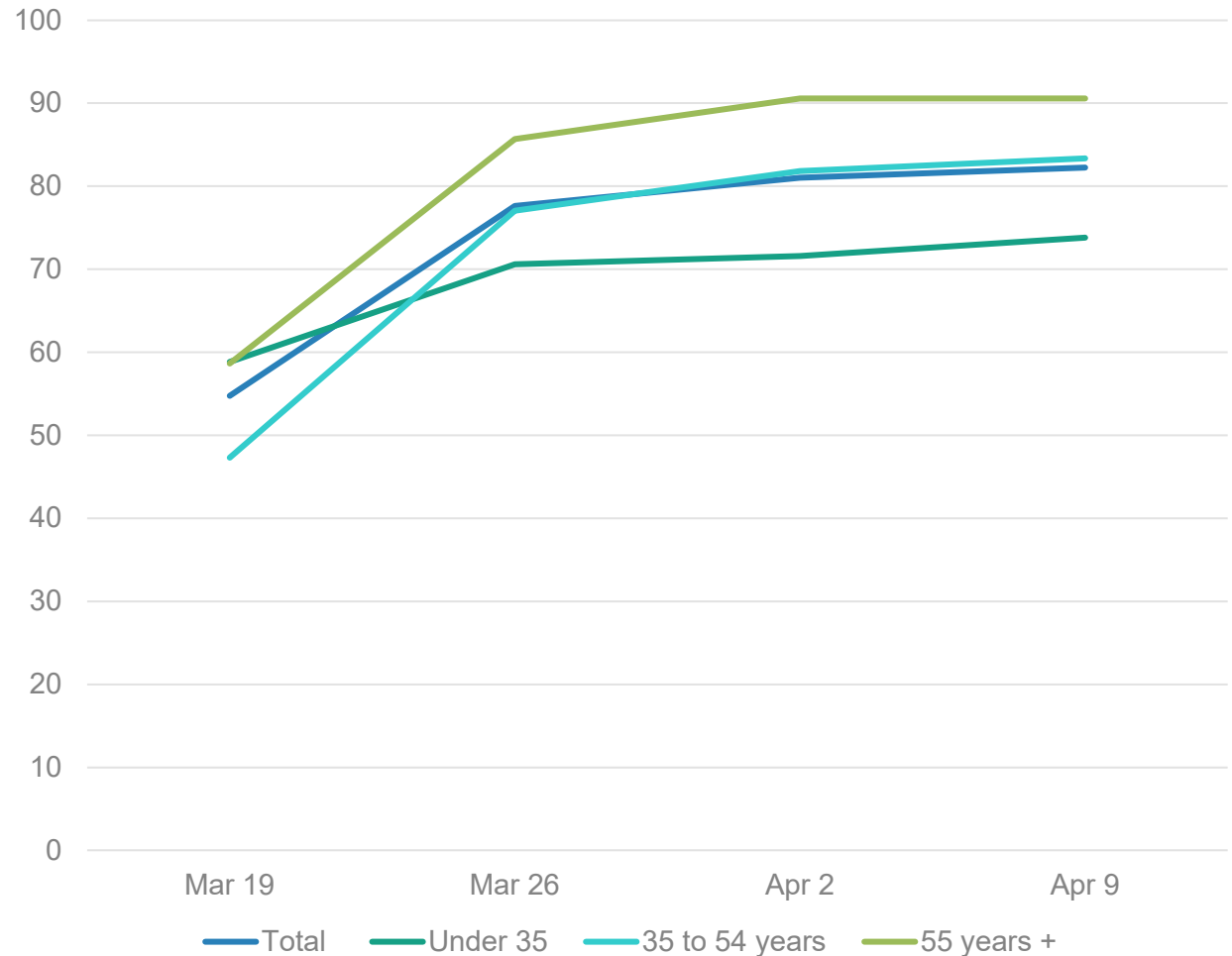
On March 19 few Australians were avoiding touching friends. On March 26 we started increasingly avoiding touching friends.

Those 55 years + are much more likely to avoid touching friends.

Change from March 19 to April 9 is:

- Total + 27%
- Under 35 + 15%
- 35 to 54 years + 36%
- 55 years + + 32%

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



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

Using hand sanitiser

We are all using hand sanitiser

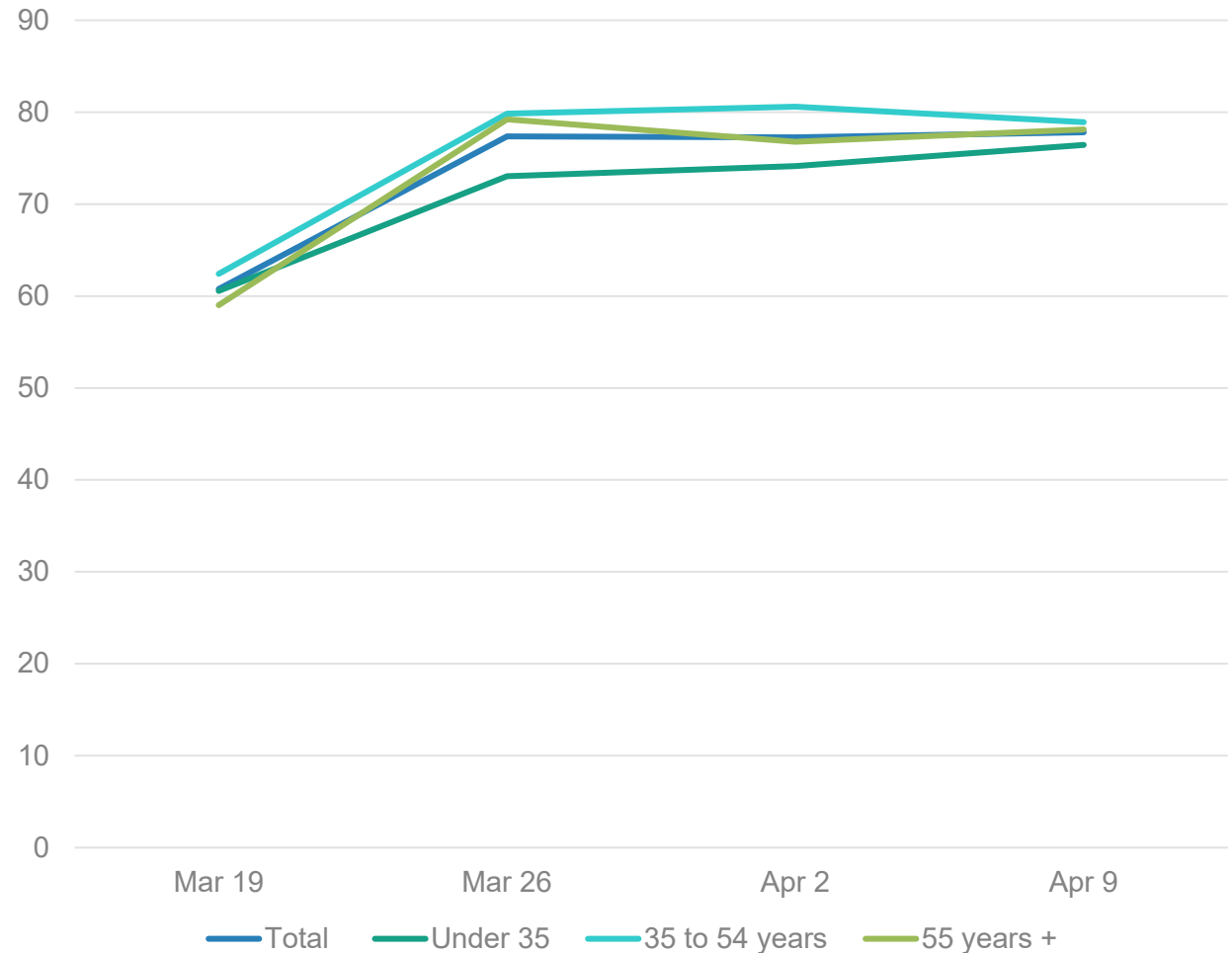
Despite shortages of hand sanitiser all Australians are using a lot more of the product. The behaviour of using hand sanitiser had a large increase on March 26.

There is almost no difference by age group.

Change from March 19 to April 9 is:

- Total + 17%
- Under 35 + 16%
- 35 to 54 years + 16%
- 55 years + + 19%

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

We are not going out to eat and drink

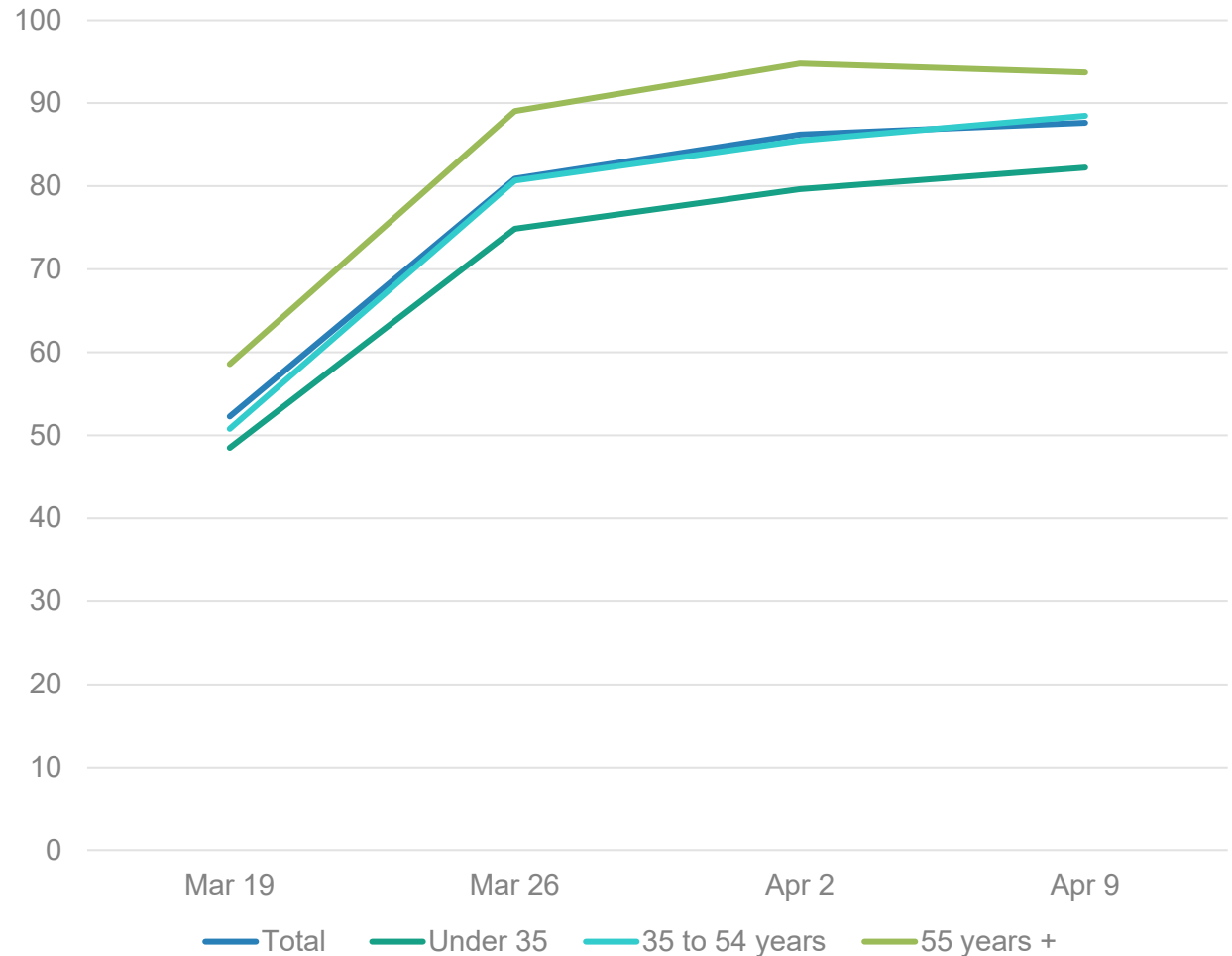
With restaurants and bars closed for the public there is little opportunity to visit, but both are offering take-away options. The decline of food service and drinking is clear in the findings with a huge increase in avoiding eating and drinking on March 26.

Those 55 years + are more likely to be avoiding going to restaurants and bars. As those most likely to become severely ill from COVID-19 this is an excellent change in behaviour.

Change from March 19 to April 9 is:

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

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



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

Working from home

A radical change in work life

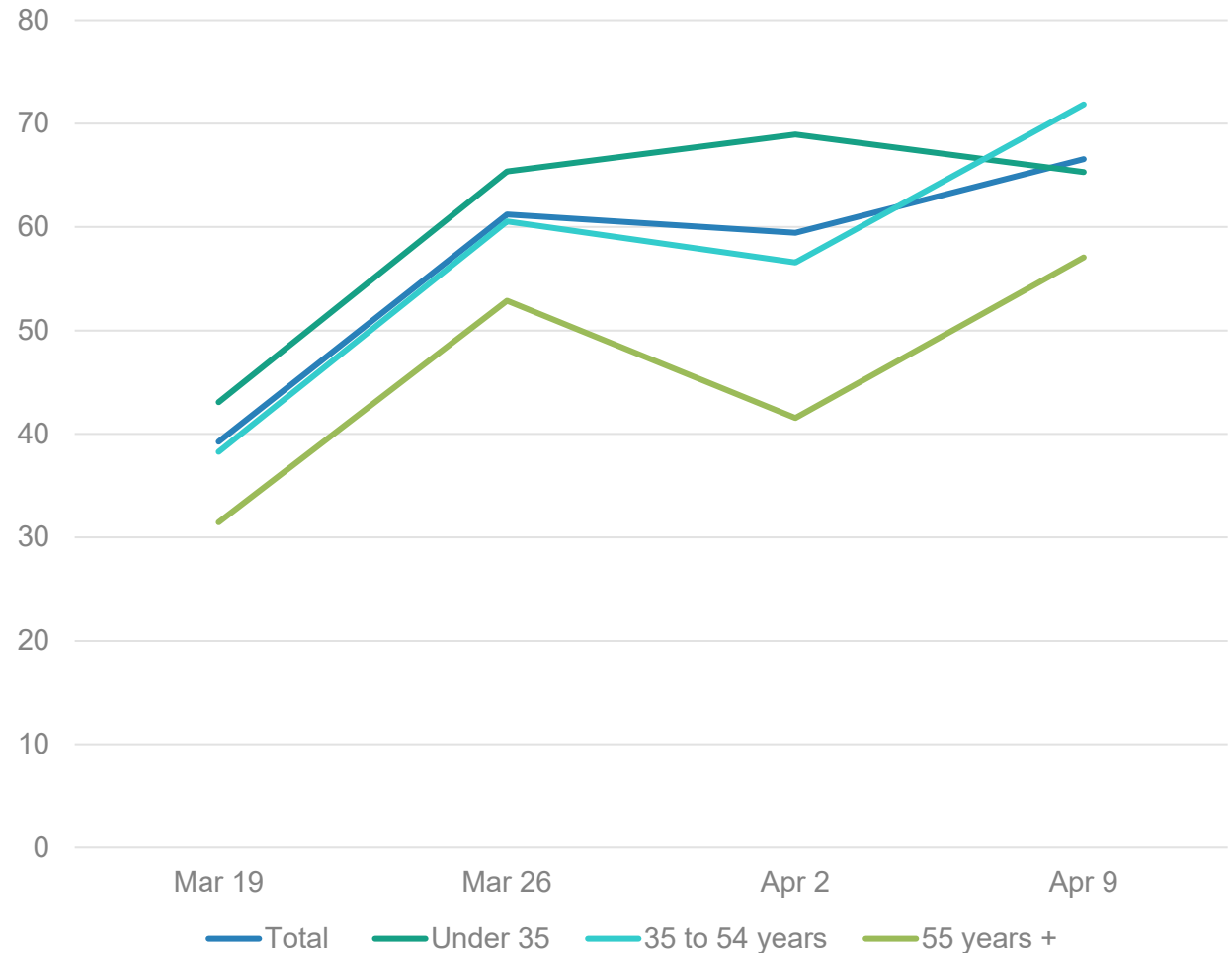
From something carried out only occasionally prior to the pandemic, working from home is now the norm. A massive 88% are now working from home.

Those under 35 years are much less likely to work from home, perhaps due to this age group carrying out many front-line positions in business.

Change from March 19 to April 9 is:

- Total + 27%
- Under 35 + 22%
- 35 to 54 years + 34%
- 55 years + + 26%

Shown is a Top 2 Box (a lot / a little more). 45% 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

Massive avoidance of visiting a physical store

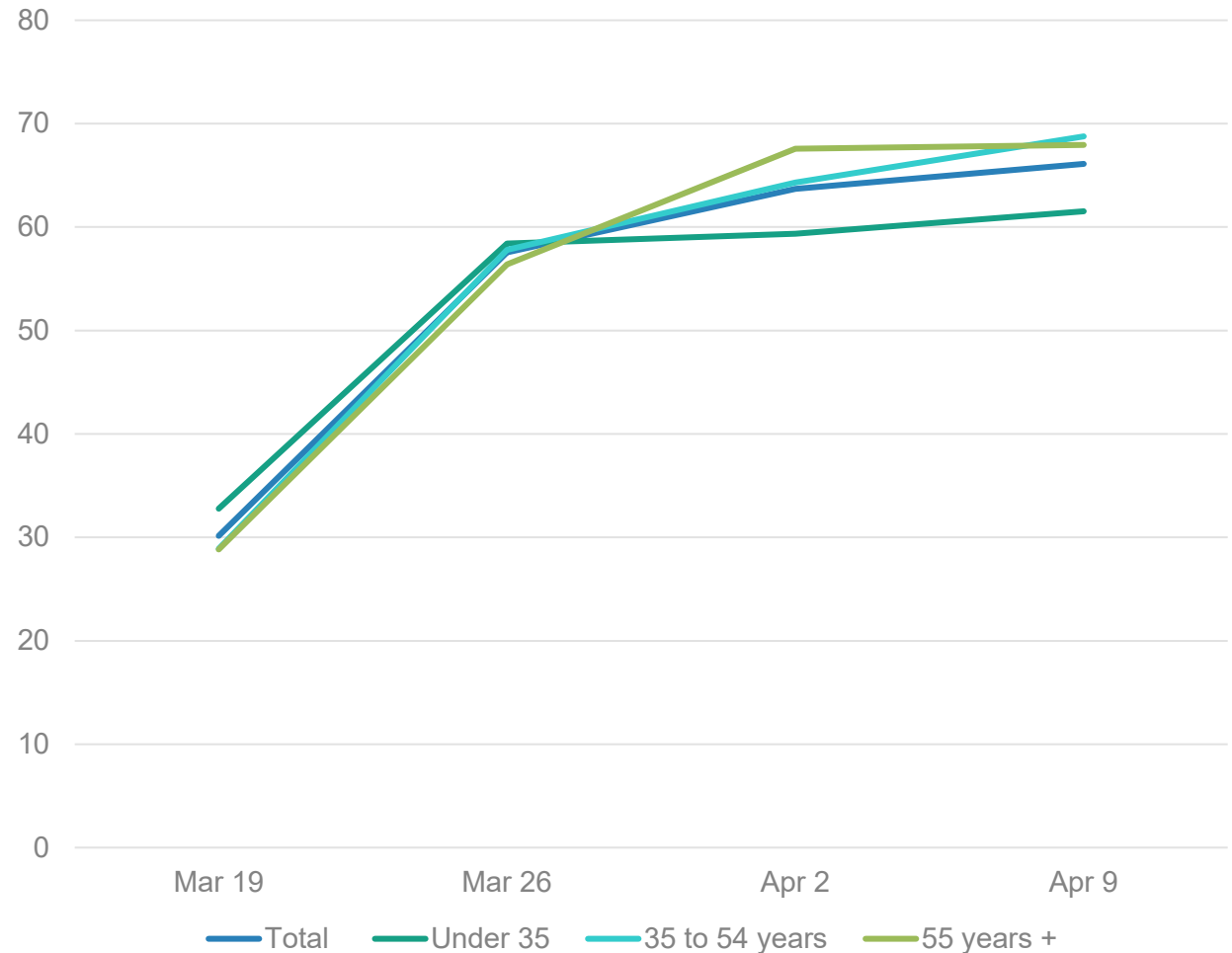
We are all avoiding visiting physical stores with a huge increase from March 19 to March 26. The issues of retail trade appearing in the press and supported by the data.

There is little difference by age in avoiding visiting physical stores.

Change from March 19 to April 9 is:

- Total + 36%
- Under 35 + 29%
- 35 to 54 years + 40%
- 55 years + + 39%

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



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

Online shopping Booming!

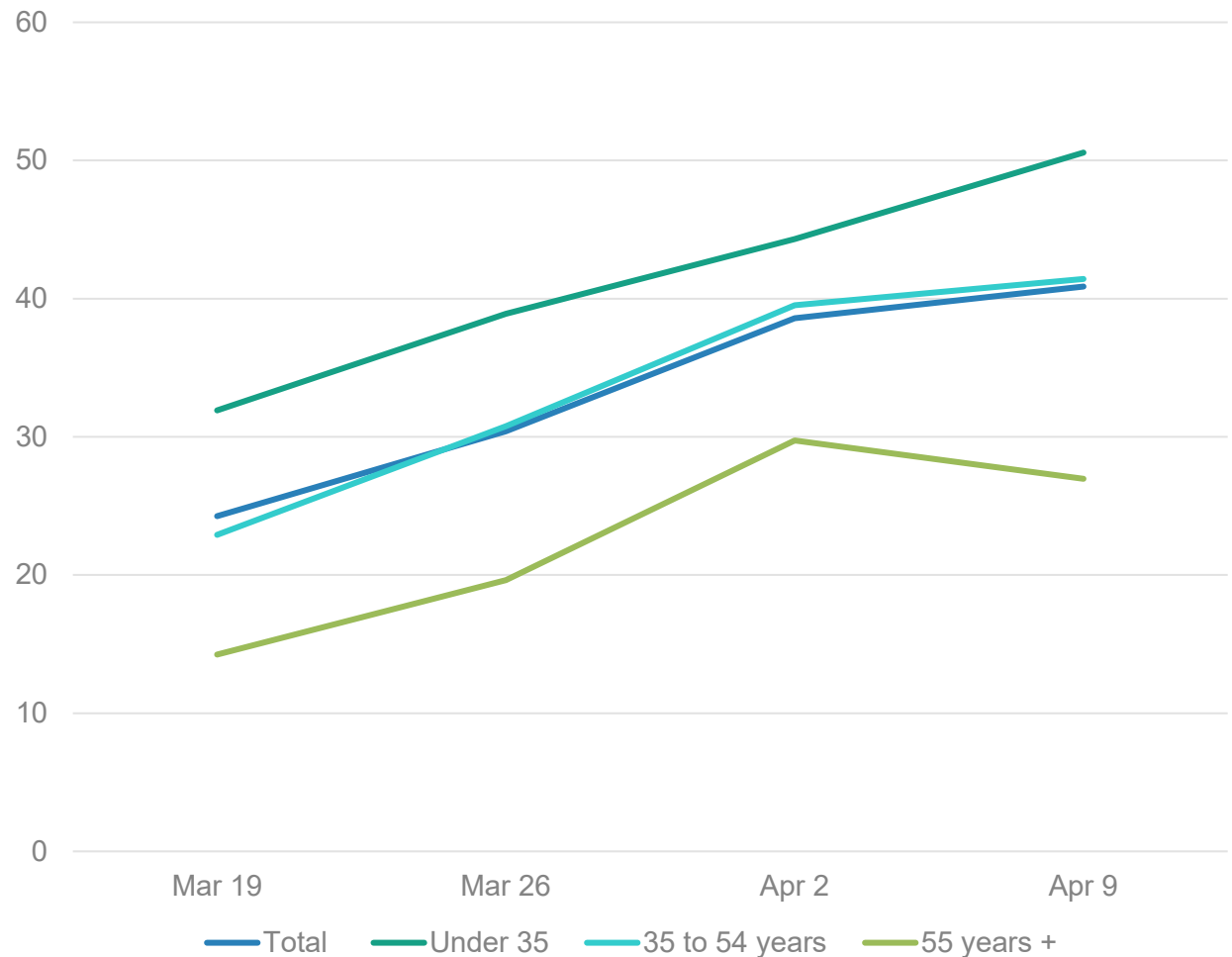
As reported in media there has been a huge increase in online shopping. High sales have been reported for all stores with a strong online presence. This could change the face of retail for the future as even those 55 years + are increasing their online purchases.

Not surprisingly those under 35 years are far more likely to embrace the online retail environment.

Change from March 19 to April 9 is:

- Total + 17%
- Under 35 + 19%
- 35 to 54 years + 19%
- 55 years + + 13%

Shown is a Top 2 Box (a lot / a little more). 18% 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

Much lower use

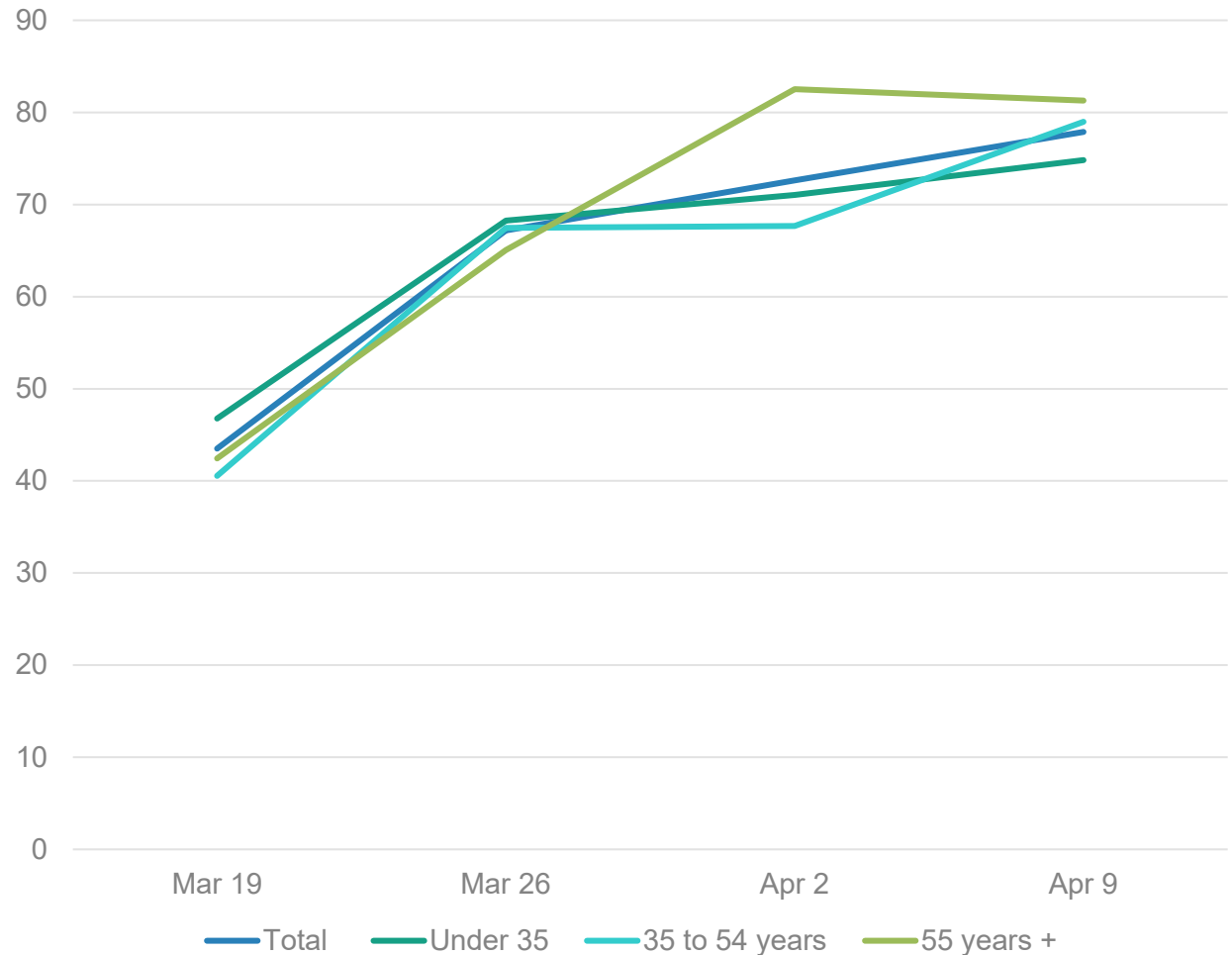
With the requirement to 'stay at home' in all States and Territories (with exclusions) it is hardly surprising that most are carrying out much less travel by public transport.

Those aged 55 years + had a spike in less travel on April 2.

Change from March 19 to April 9 is:

- Total + 34%
- Under 35 + 28%
- 35 to 54 years + 38%
- 55 years + + 39%

Shown is a Bottom 2 Box (a little / a lot less). 31% 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

A nation of newshounds

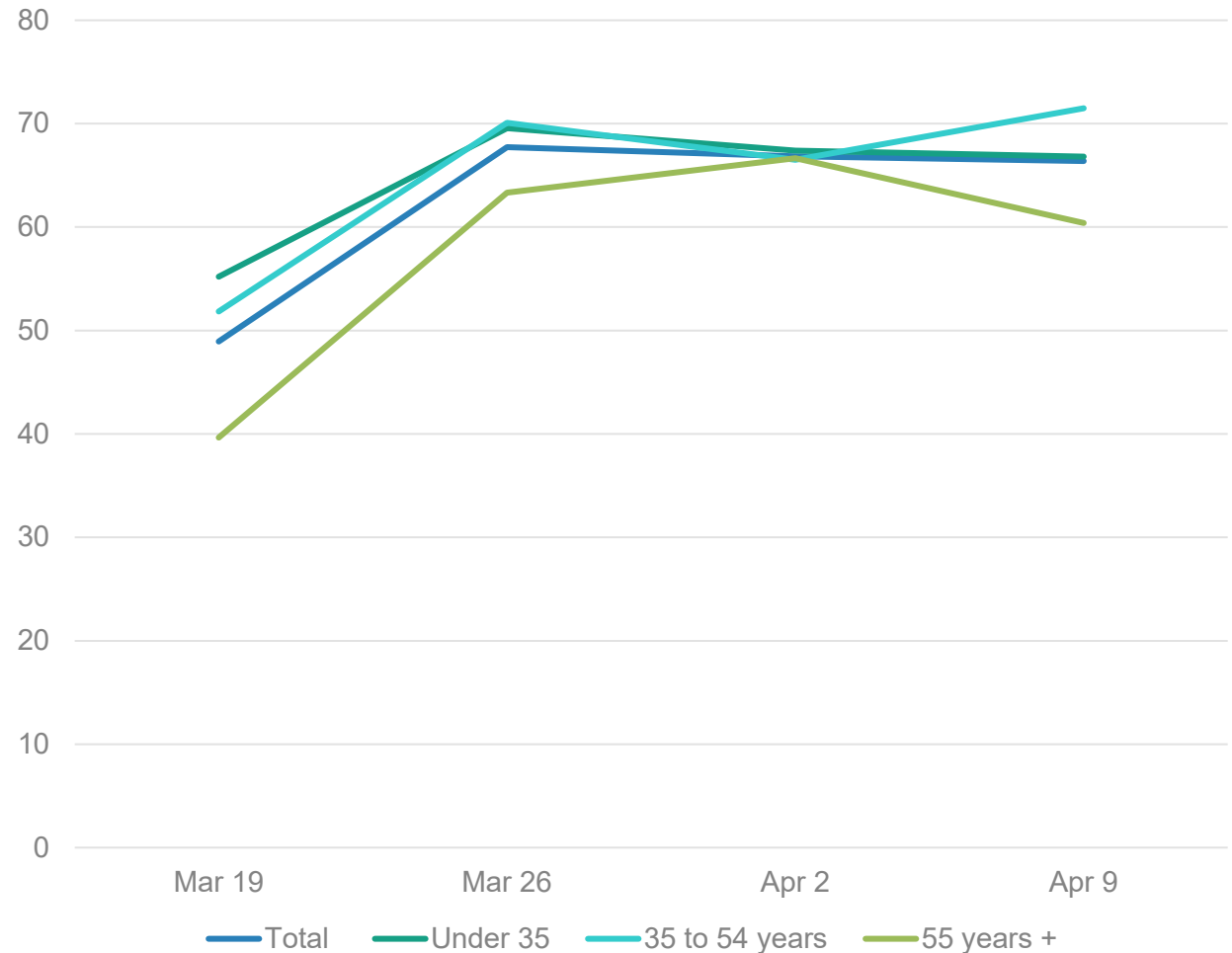
With daily changes and announcements keeping track of news has never been more important than now. This is reflected in the increase of watching TV news. This increased sharply on March 26.

Those aged 55 years + have decreased their TV news viewing on April 9 from the previous week while those aged under 35 years have increased.

Change from March 19 to April 9 is:

- Total + 17%
- Under 35 + 12%
- 35 to 54 years + 20%
- 55 years + + 21%

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 increased dramatically

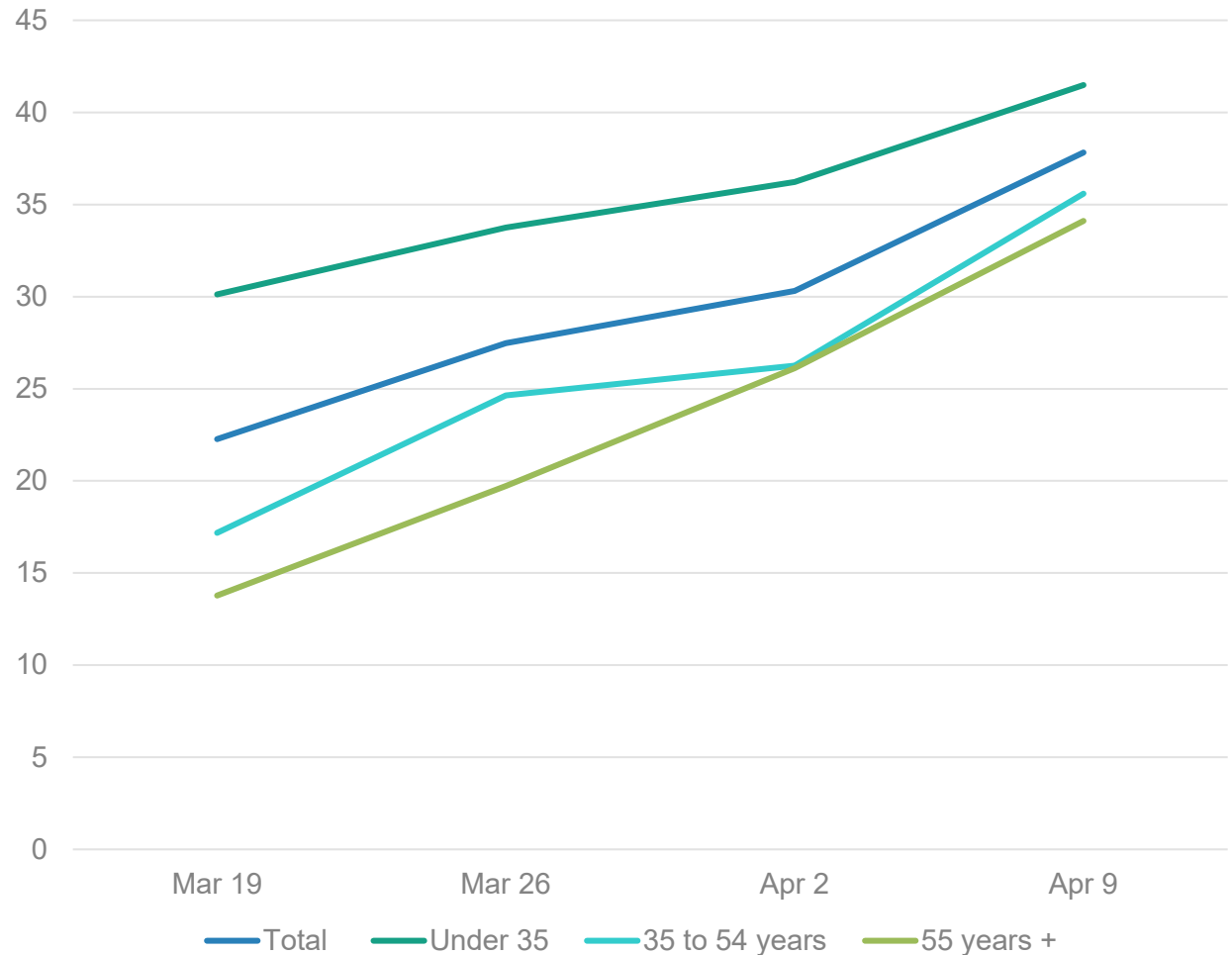
More Australians are now having food delivered far more regularly than on March 19.

Those under 45 years on March 19 were more likely to have food delivered than older age groups but by April 9 all three age groups are avid consumers of delivered food.

Change from March 19 to April 9 is:

- Total + 16%
- Under 35 + 11%
- 35 to 54 years + 18%
- 55 years + + 20%

Shown is a Top 2 Box (a lot / a little more). 36% 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

We have listened and acted

No matter what State or Territory
Australians live in the message 'stay at home' has been clear and as a nation we have listened and acted.

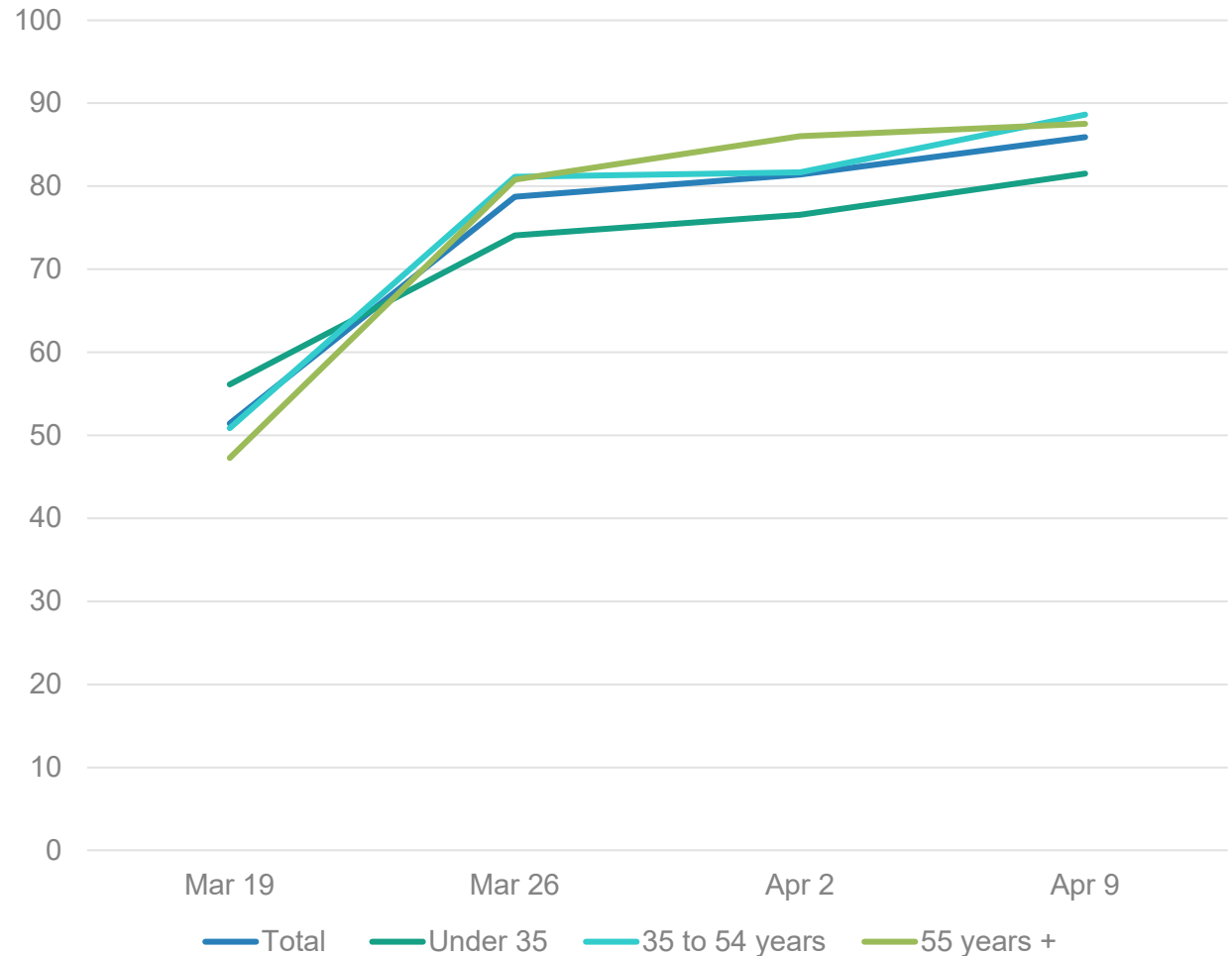
On March 19 relatively few were staying at home 'a lot' or 'a little' more but by April 9 86% were staying home more.

There is little difference by age group.

Change from March 19 to April 9 is:

- Total + 34%
- Under 35 + 25%
- 35 to 54 years + 38%
- 55 years + + 40%

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 avoided 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:

- Postponed 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

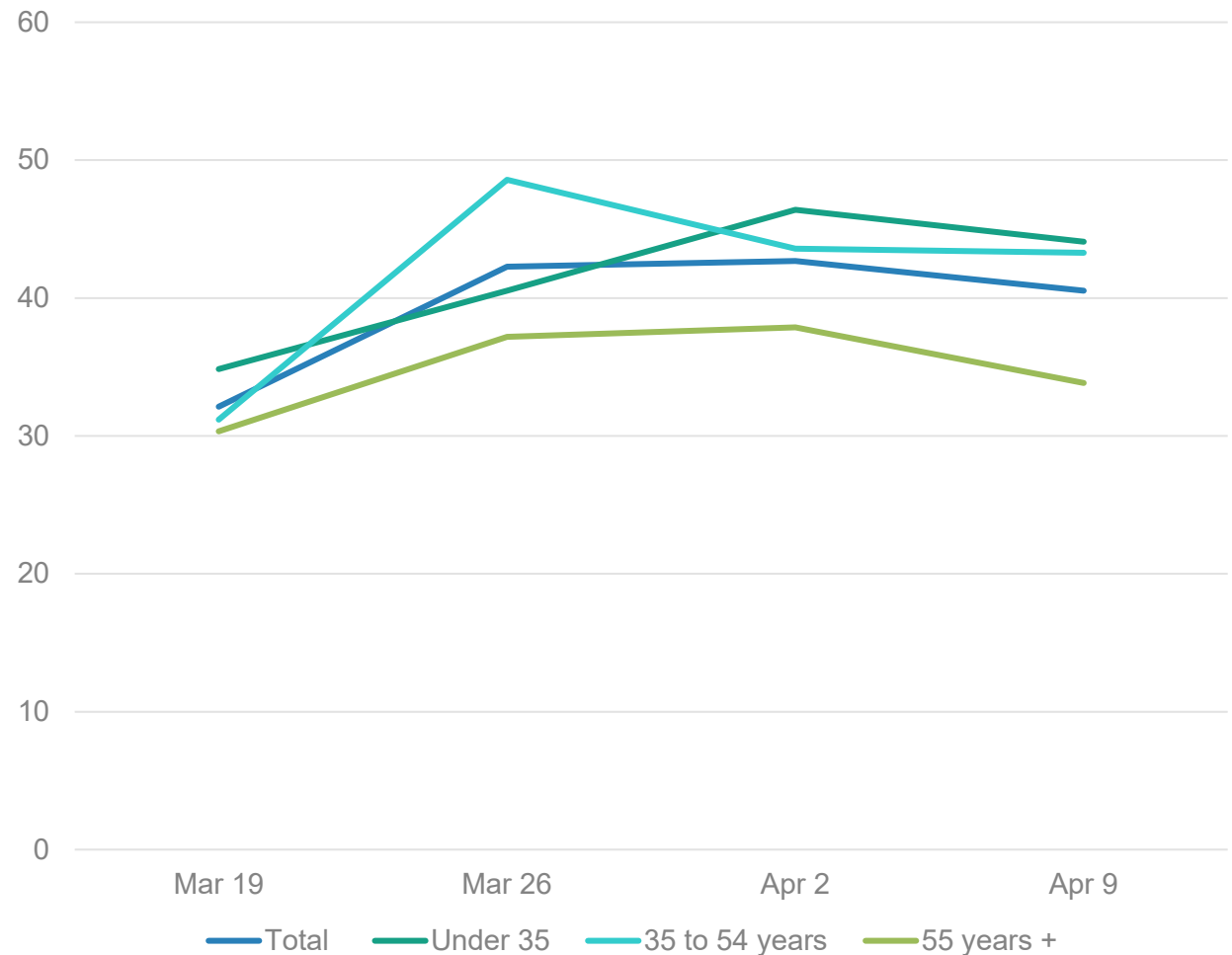
A slow decline in panic buying

On March 19 panic buying had been an issue for some weeks. Buying foodstuffs reached a peak on March 26 and has had a slight decrease on April 9. However Australians are still actively stocking up which explains the supply chain difficulties of supermarkets and other stores.

Stocking up on foodstuffs may not all be panic buying, cooking at home will consume more food.

Change from March 19 to April 9 is:

- Total + 8%
- Under 35 + 9%
- 35 to 54 years + 12%
- 55 years + + 4%



Base: all people n=4,112

Decided not to make a non-essential purchase

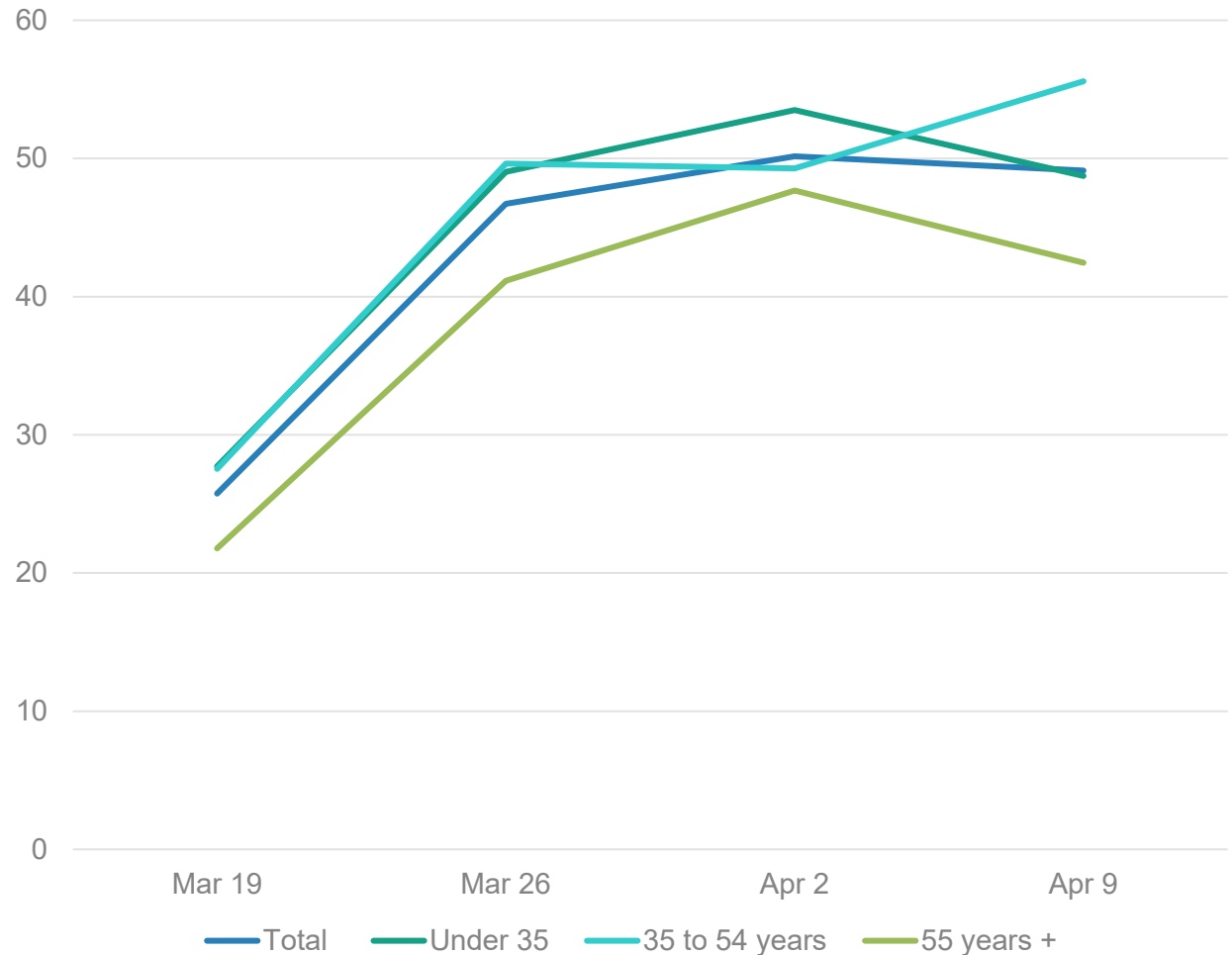
Buying only the basics

There has been a huge increase in avoiding non-essential spend. At a time where there is financial uncertainty Australians are avoiding anything not currently necessary.

This can be seen in fashion sales where the trade has almost completely collapsed. Any trade in non-essential items is taking a gigantic financial hit which will ripple through the wider Australian and international economy.

Change from March 19 to April 9 is:

- Total + 23%
- Under 35 + 21%
- 35 to 54 years + 28%
- 55 years + + 21%



Base: all people n=4,112

Avoided visiting elderly relatives

No more visits

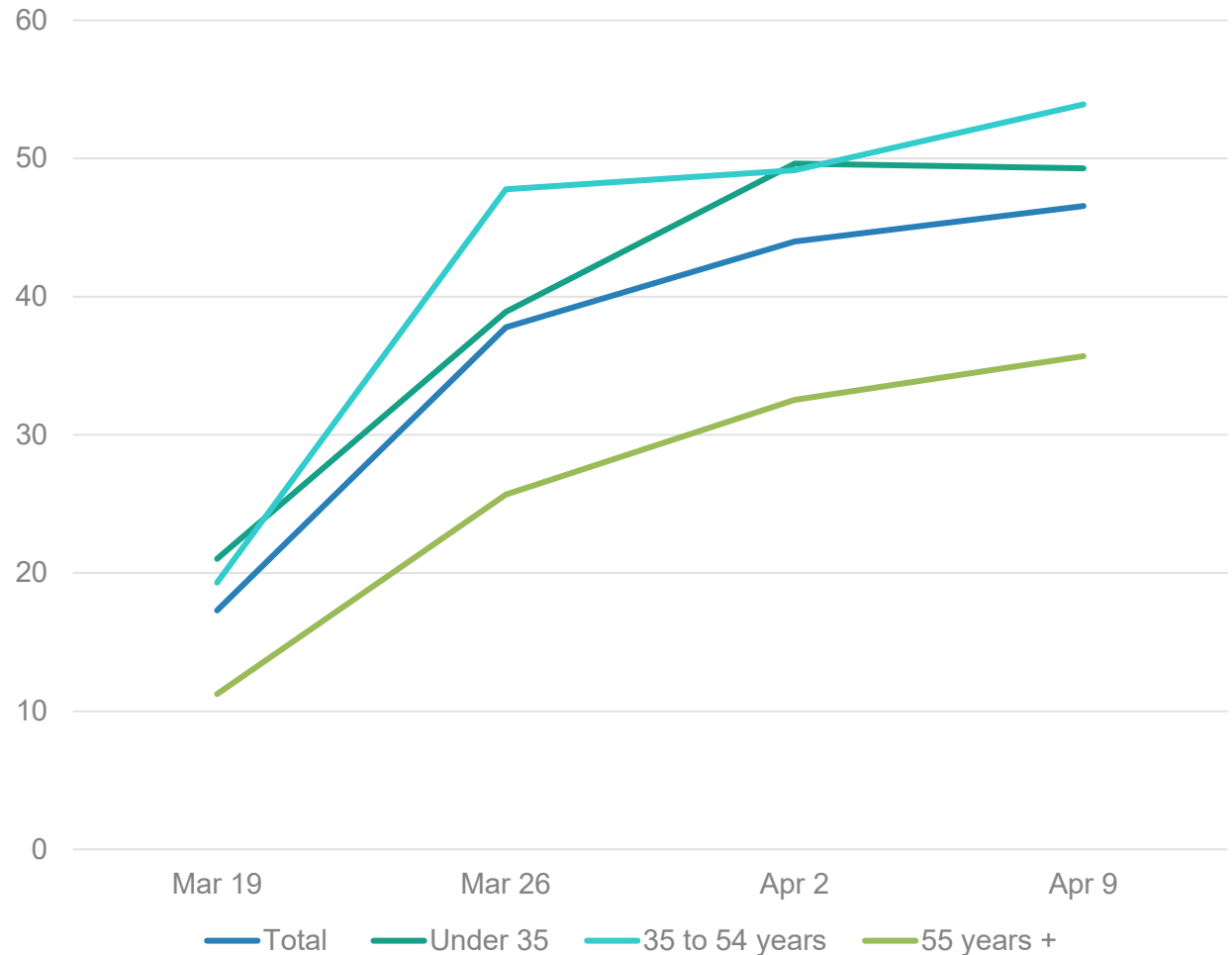
There has been massive behaviour change in avoiding elderly relatives.

From very few avoiding elderly relatives on March 19 there has been a huge increase in avoiding visiting elderly relatives.

The least likely to avoid visiting elderly relatives are those aged 55 years + who may have few elderly relatives to visit.

Change from March 19 to April 9 is:

- Total + 29%
- Under 35 + 28%
- 35 to 54 years + 35%
- 55 years + + 24%



Base: all people n=4,112

Put people off visiting you

We are not seeing visitors

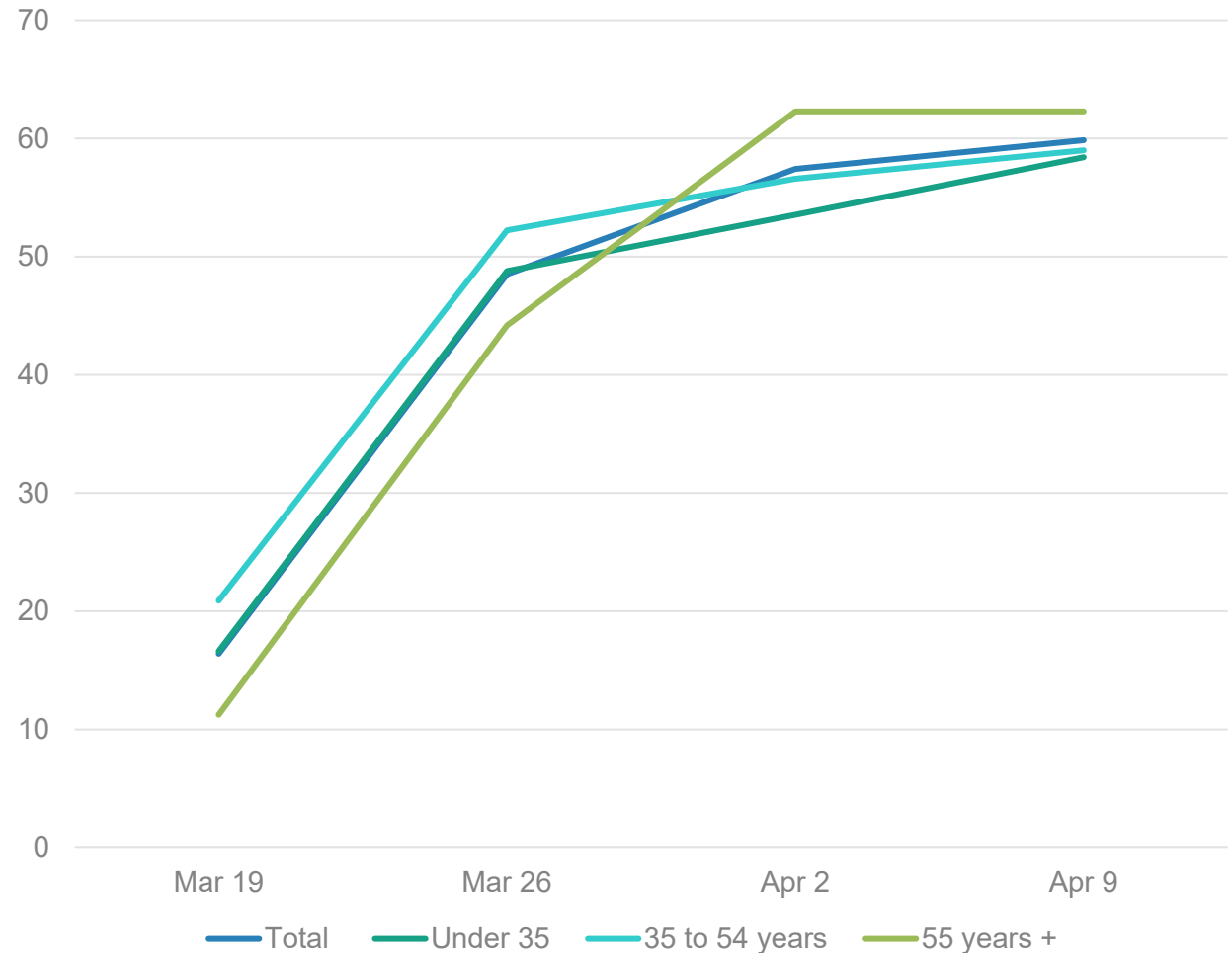
The requirement of both advice and law in Australian States and Territories has a dramatic increase in avoiding visitors.

By April 9 60% have put off visitors.

This change occurred on March 26 when the new restrictions from governments came into force.

Change from March 19 to April 9 is:

- Total + 43%
- Under 35 + 42%
- 35 to 54 years + 38%
- 55 years + + 51%



Base: all people n=4,112

Postponed booking a holiday

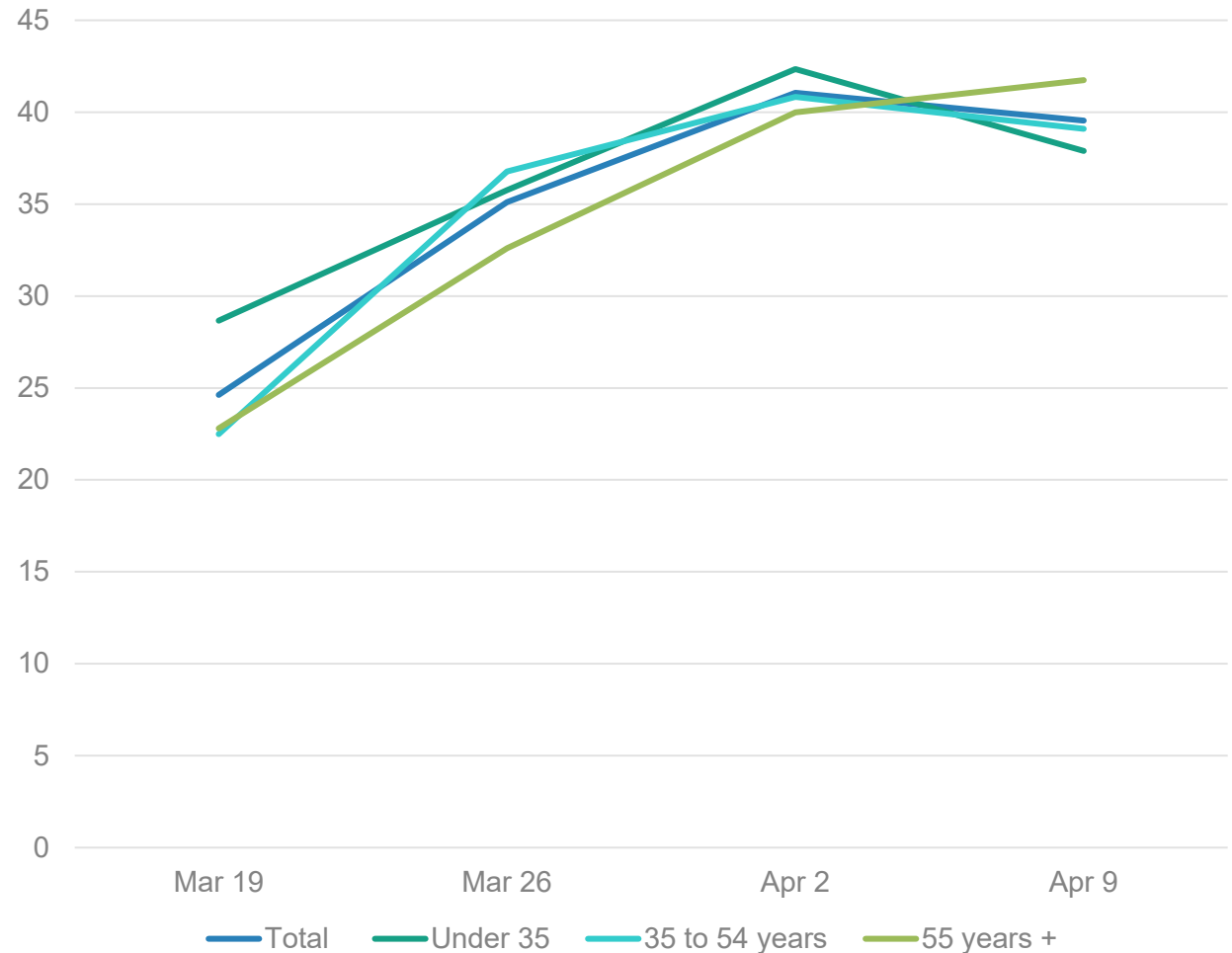
Holidays on hold

With travel effectively banned and not indication of when it can be resumed 40% of Australians on April 9 have put off a vacation.

Putting travel on hold is similar for all age groups.

Change from March 19 to April 9 is:

- Total + 15%
- Under 35 + 9%
- 35 to 54 years + 17%
- 55 years + + 19%



Base: all people n=4,112

Cancelled a vacation

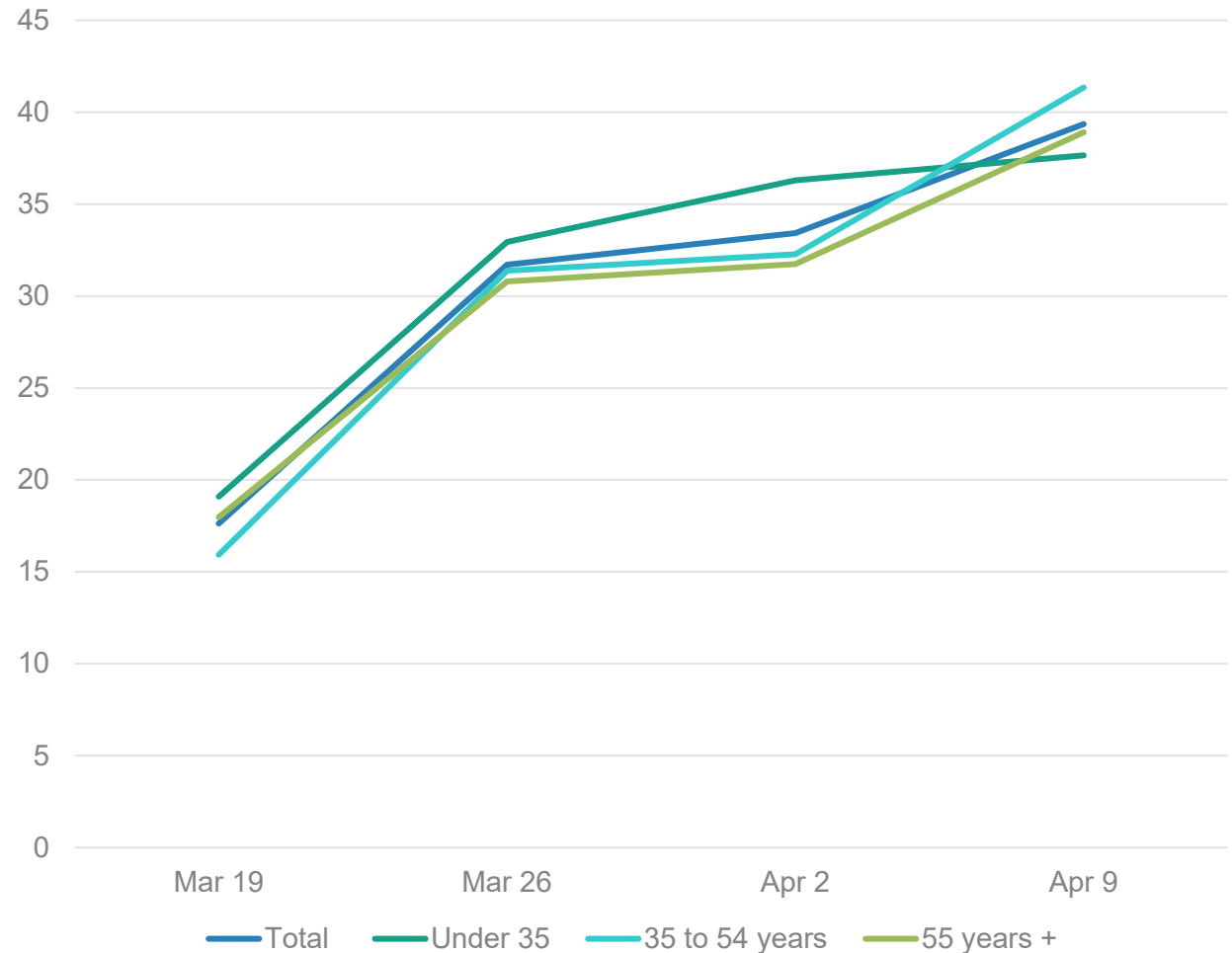
Holidays canned

With travel having no date for resumption rather than put a vacation on hold and take credits 39% of Australians have cancelled a holiday. These holidays may have been part of the travel industry or may have been simple self-drive domestic holidays.

At this stage we are not planning on a vacation and actively cancelling travel.

Change from March 19 to April 9 is:

- Total + 22%
- Under 35 + 19%
- 35 to 54 years + 25%
- 55 years + + 21%



Base: all people n=4,112

Cancelled a flight

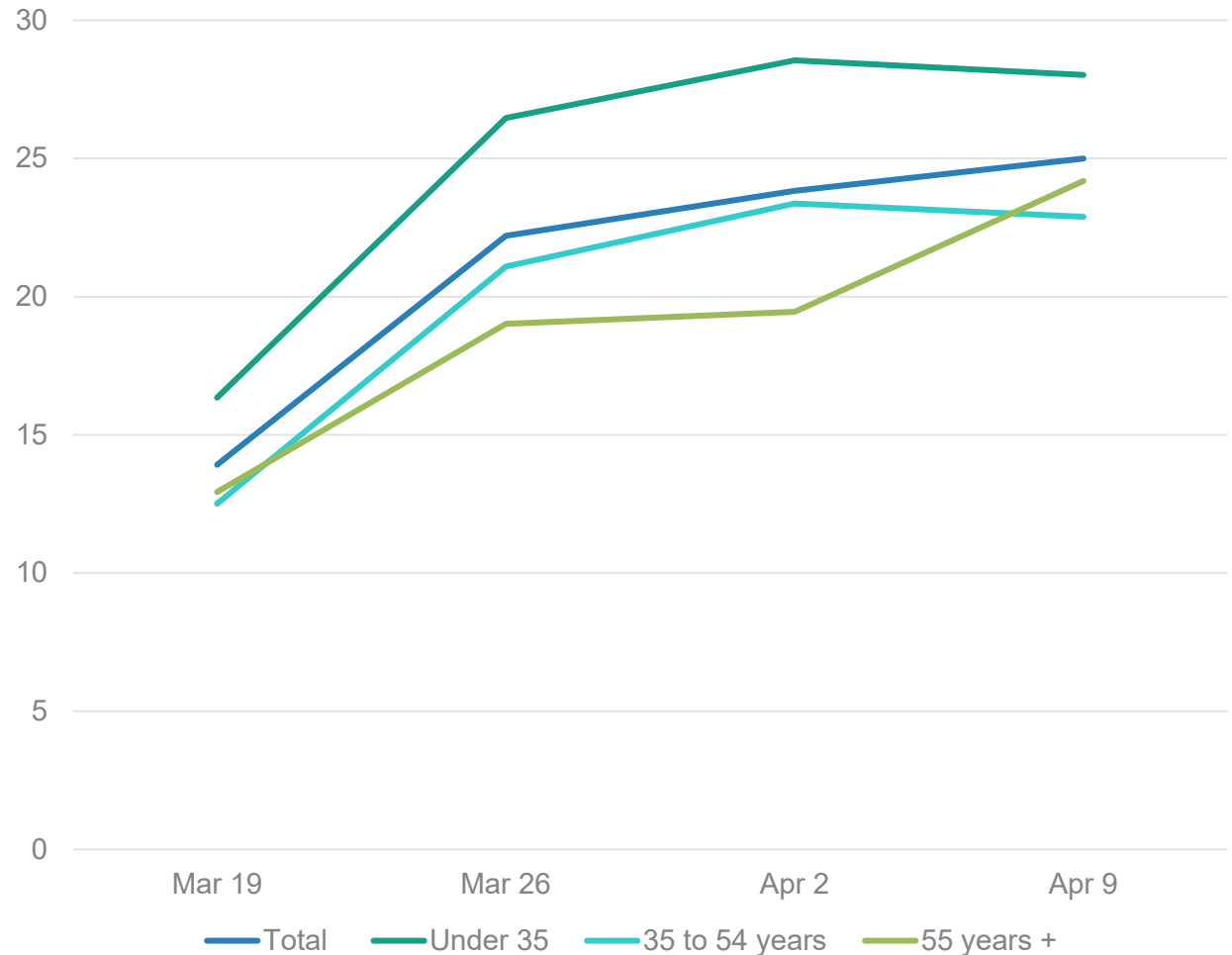
Airlines in chaos

At the time of writing this report Virgin Airlines has gone into voluntary receivership and this data shows the cash flow issues for airlines. With most overseas travel banned and severe restrictions on interstate travel, Australians are cancelling their flights.

One-quarter (25%) have cancelled a flight on April 9.

Change from March 19 to April 9 is:

- Total + 11%
- Under 35 + 12%
- 35 to 54 years + 10%
- 55 years + + 11%



Base: all people n=4,112

7

PANDEMIC ATTITUDES



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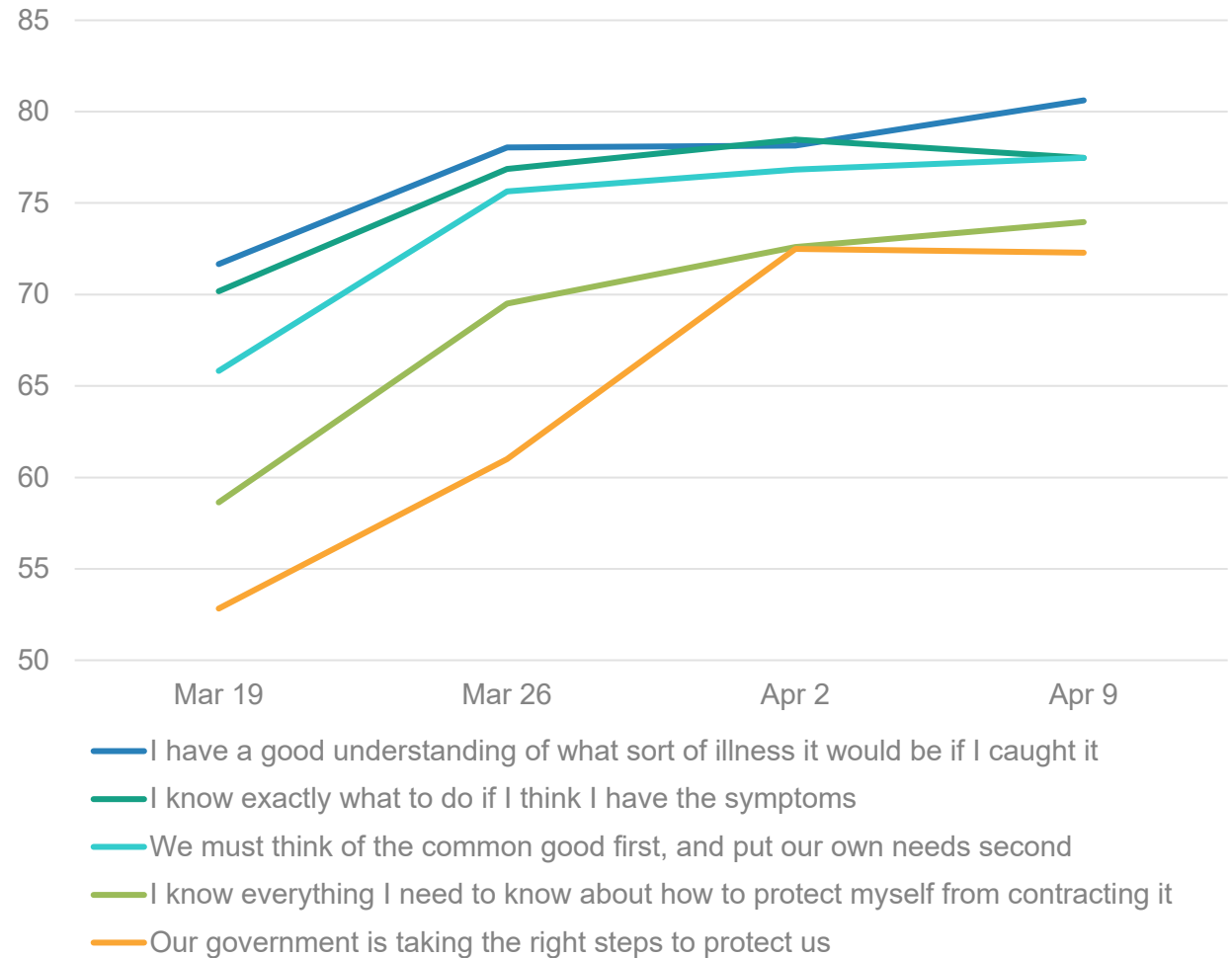
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Pandemic attitudes

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

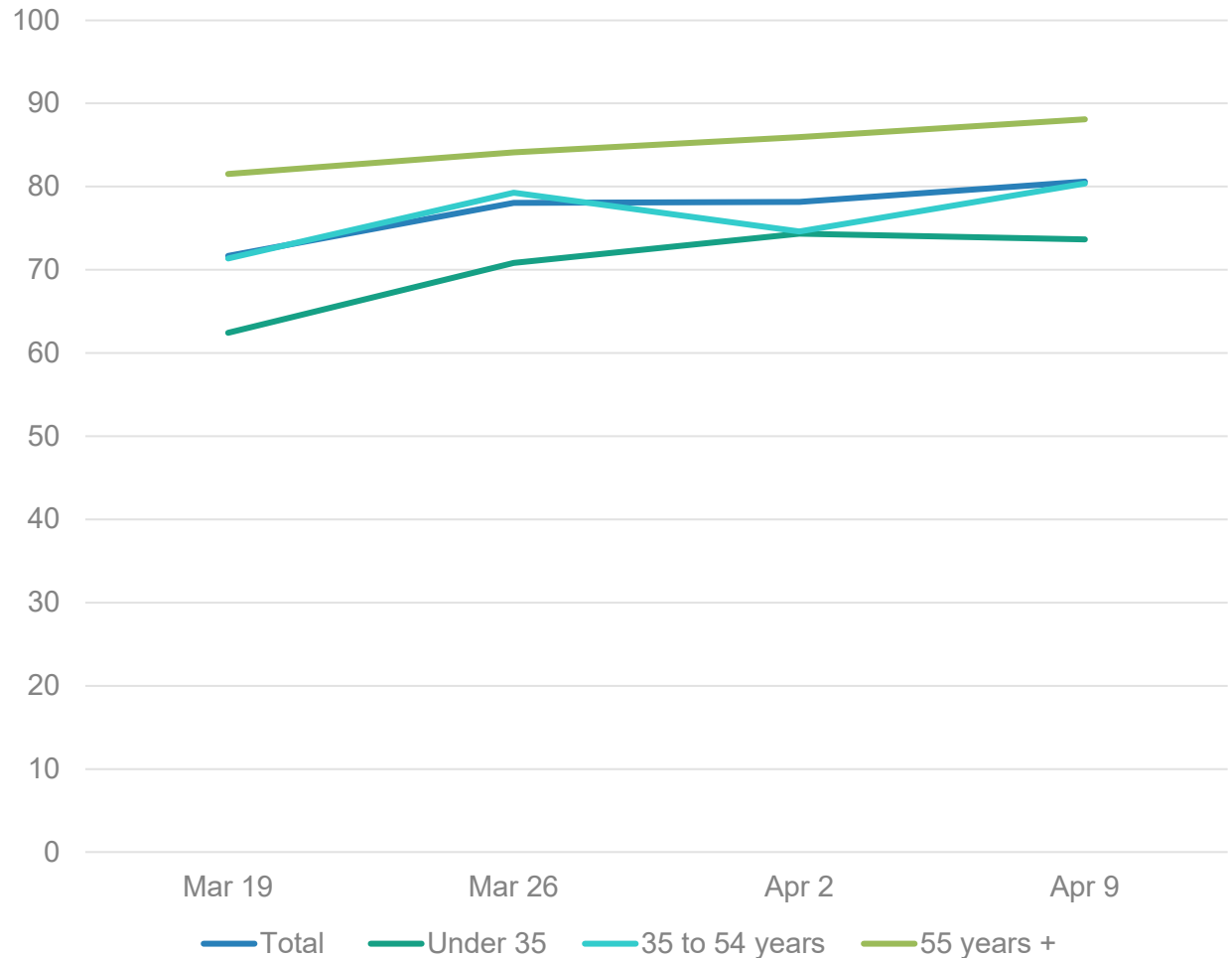
From the outset Australians were fairly certain they would know what to do if they became ill with COVID-19.

There has been little change in agreement with this statement over time.

Those 55 years + are by far the most certain of what to do if they became ill.

Change from March 19 to April 9 is:

- Total + 9%
- Under 35 + 11%
- 35 to 54 years + 9%
- 55 years + + 7%



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

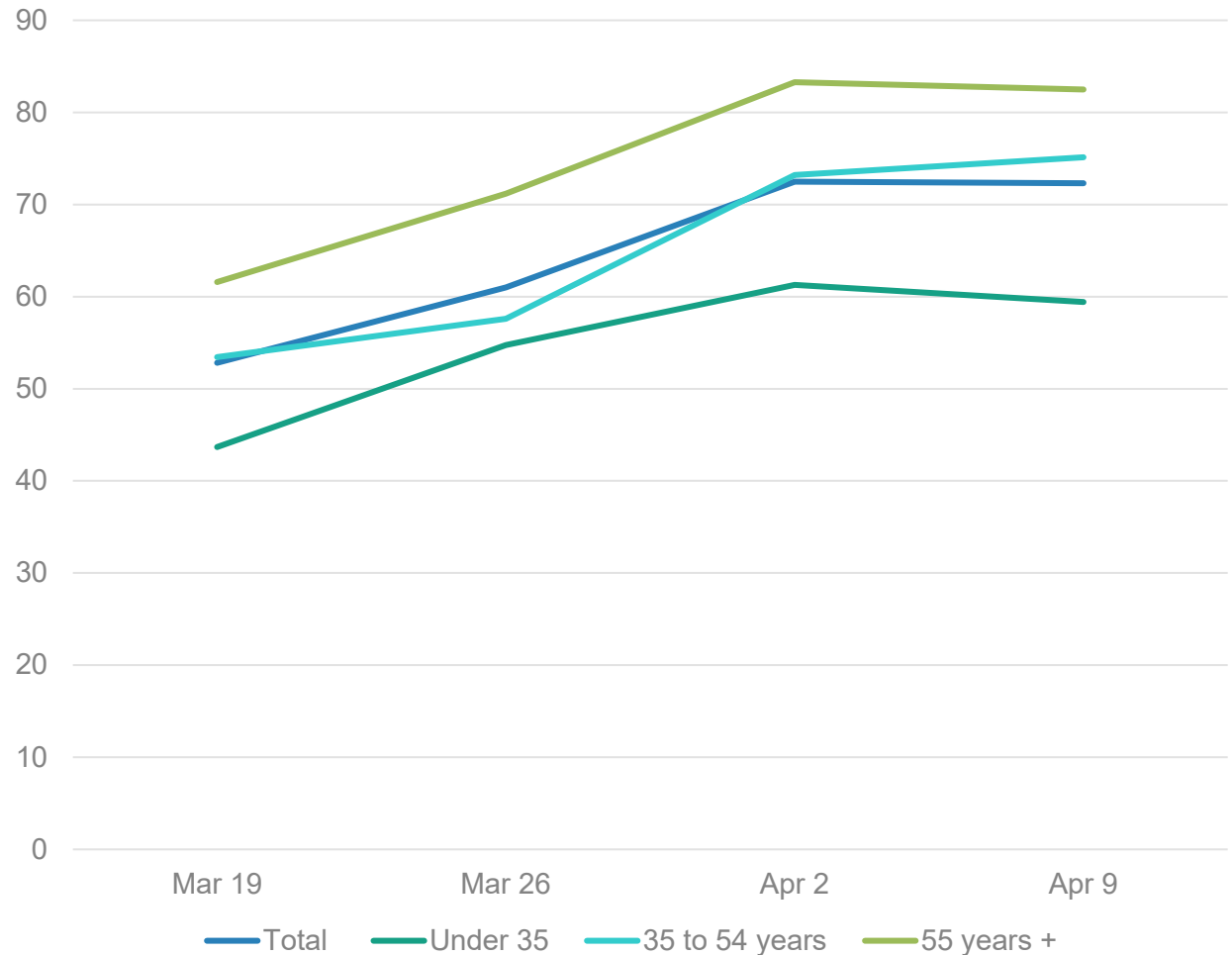
Our government is taking the right steps to protect us

If there can be a positive story from the pandemic it is the improvement in how governments in Australia are handling COVID-19.

There is a slight decrease in approval from all age groups from April 2 to April 9. This may be due to strict enforcement measures that have received wide media coverage.

Change from March 19 to April 9 is:

- Total + 19%
- Under 35 + 16%
- 35 to 54 years + 22%
- 55 years + + 21%



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

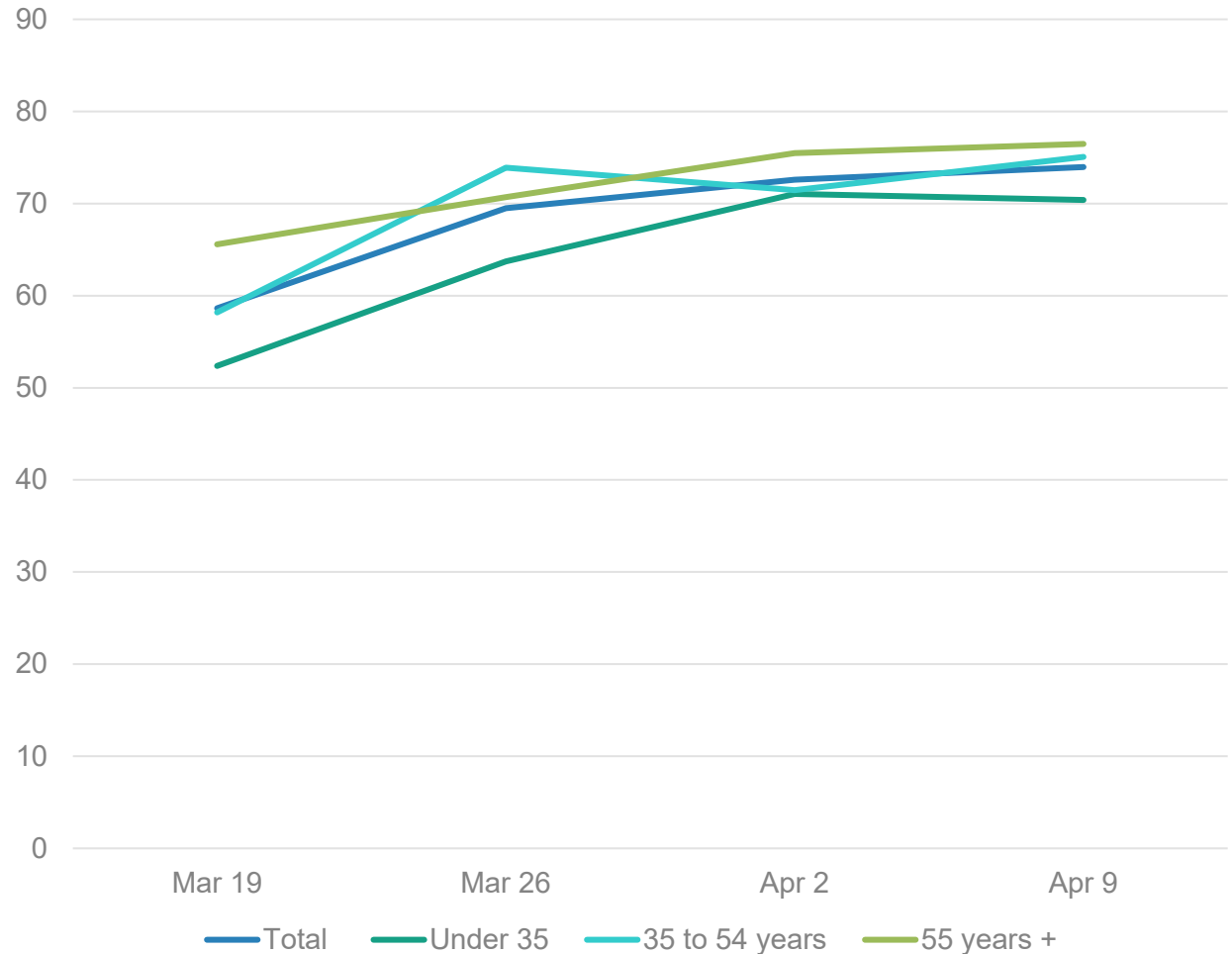
I know everything I need to know about how to protect myself from contracting it

Australians are more confident that they have knowledge of how to protect themselves on April 9 than at the commencement of the research.

Those under 35 years have the most improvement in feeling they know how to protect themselves.

Change from March 19 to April 9 is:

- Total + 15%
- Under 35 + 18%
- 35 to 54 years + 17%
- 55 years + + 11%



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

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

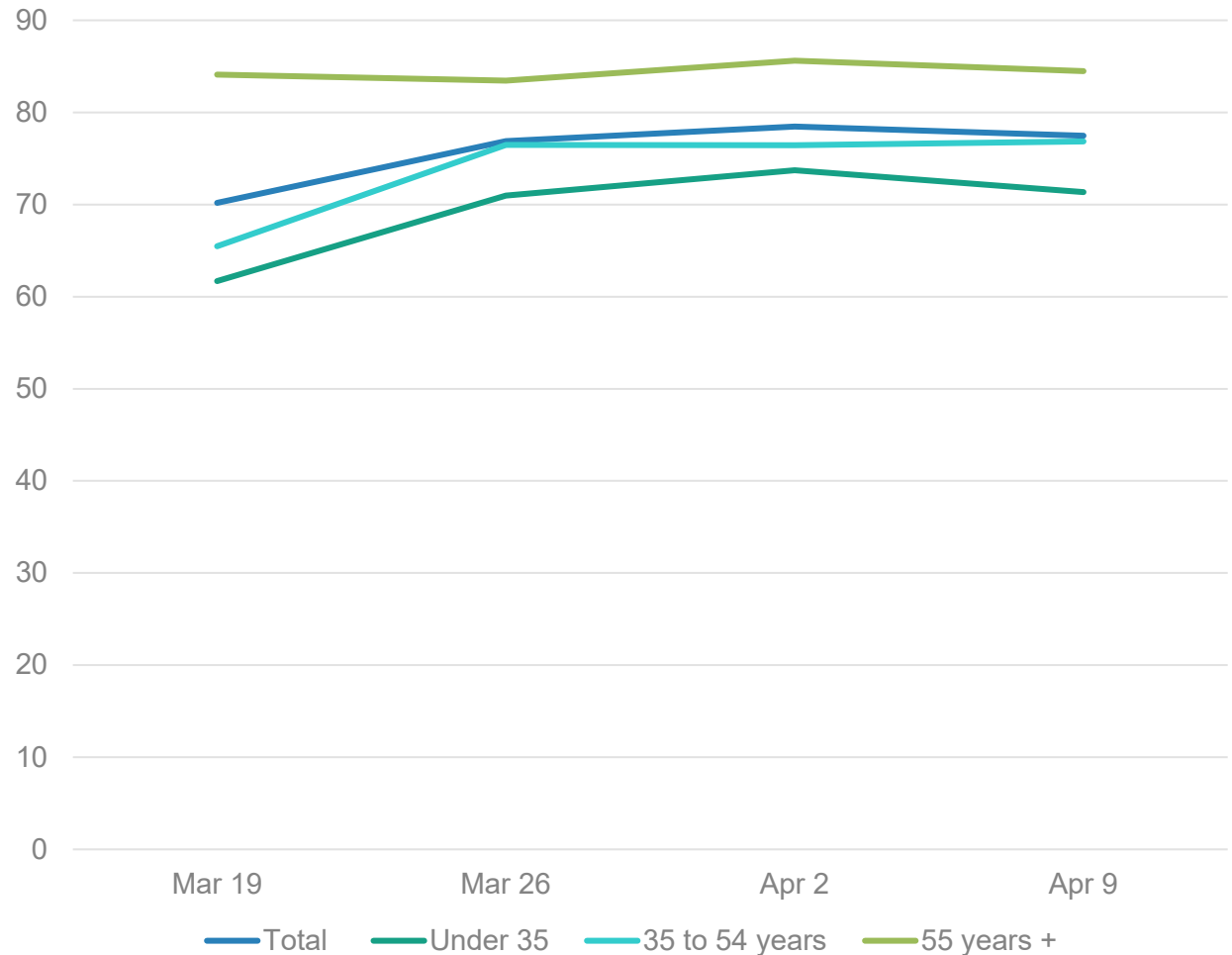
Australians are very confident that they know what to do if they have COVID-19 symptoms.

Those 55 years + are the most confident.

Older Australians have always been very confident on what they would do if they have COVID-19 symptoms.

Change from March 19 to April 9 is:

- Total + 7%
- Under 35 + 10%
- 35 to 54 years + 11%
- 55 years + 0%



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

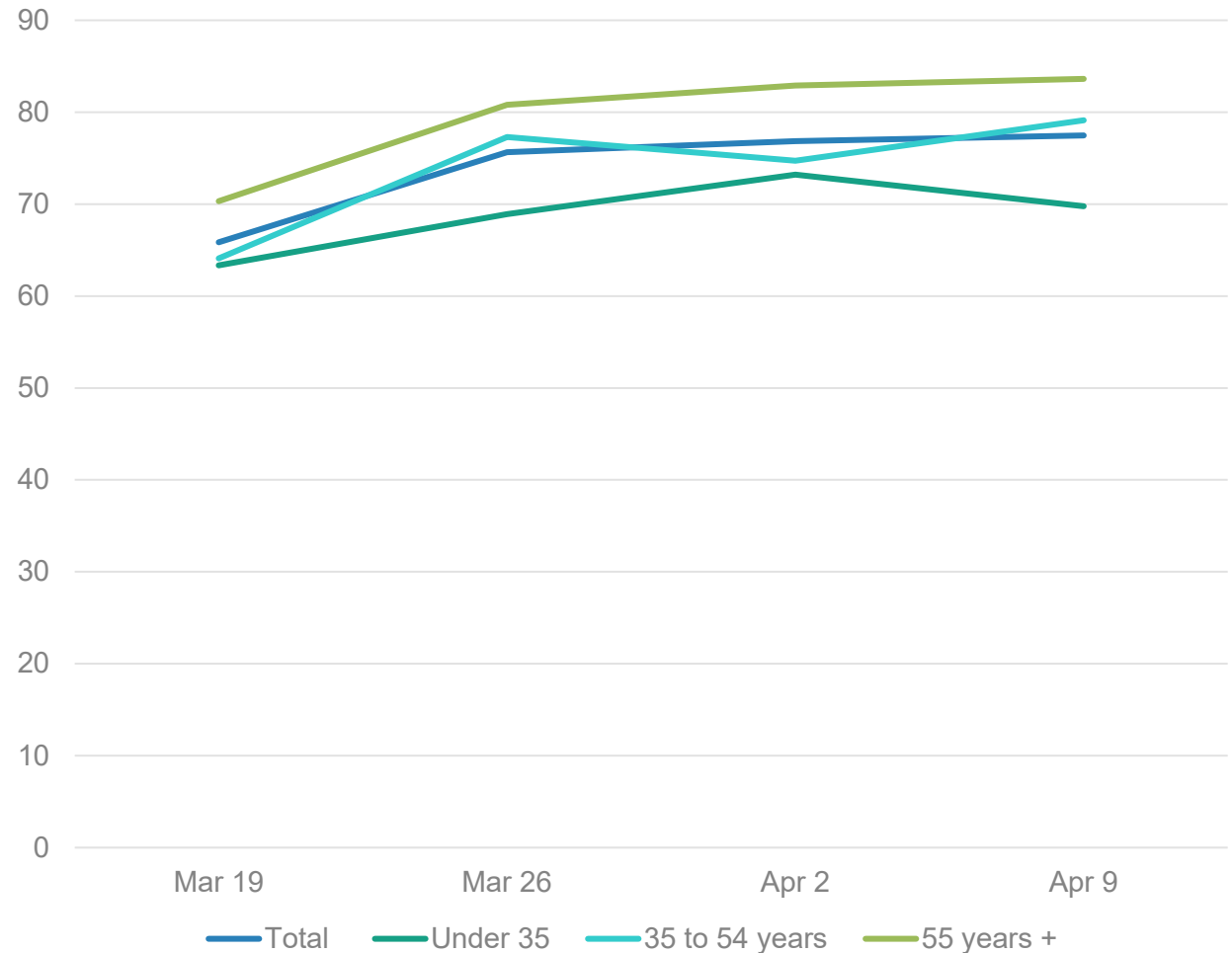
We must think of the common good first, and put our own needs second

There is an increase in altruism in Australians. Most age groups wish to put the common good first.

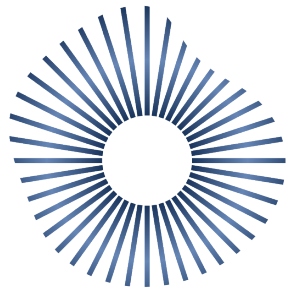
The exception to this is those under 35 years where there has been a decline in agreement with this statement from April 2 to April 9.

Change from March 19 to April 9 is:

- Total + 12%
- Under 35 + 6%
- 35 to 54 years + 15%
- 55 years + + 13%



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



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