

COVID-19 RECOVERY TRACKER



Volume 15 19 October 2021

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About the project

David Bruce

Partner
Canberra
T: 02 6109 6300
E: david.bruce@orima.com



Paulina Hryniewiecka

Senior Research Consultant
Melbourne
T: 03 9526 9000
E: paulina.hryniewiecka@orima.com



General Enquiries

CRT@orima.com

Media Enquiries

Szymon Duniec

Managing Director

Szymon.Duniec@orima.com

The **COVID-19 Recovery Tracker (CRT)** was implemented in April 2020, shortly after the COVID pandemic first directly impacted Australian society, to measure both the acute impact and then track the speed and consistency of our recovery over coming months and years. The project was deliberately called the 'recovery' tracker for this reason, and questions deliberately written to be relevant both as the pandemic hit and long into the future.

The project aggregates data from multiple surveys to provide a comprehensive overview of how the Australian community is affected. There are two primary sources of data, with all responses combined into an overall database and population weighted results reported fortnightly and monthly:

- A core set of CRT questions appear as a module in a number of monthly national online tracking surveys (average monthly sample n=500-1,000).
- A longer dedicated online CRT survey is completed by a fortnightly nationally proportional sample of 200 people, plus any additional respondents who complete the publicly accessible version (see link below). Data is weighted to major demographic characteristics on a fortnightly basis.

The CRT results are available to track and understand how the Australian community is handling the experience and impact of the Pandemic, and to create benchmarks that can be used to interpret other survey results when selected CRT questions are also included. CRT data is used for benchmarking survey respondents and target audiences, and in all cases where it has been used, there has been an interaction seen between key CRT indicators and the subject matter of the client surveys. All respondents are aged 18+.

As of 14 October 2021, a total of **27,511** respondents have completed the core questions, with **9,522** who have completed the full extended survey.

This update contains a snapshot of the most current results. Current and historical updates can be found on the ORIMA website (see below).

CRT Links and resources

View or complete the full **online CRT questionnaire**: <https://research.orima.com.au/COVIDRecovery/>

Search and download **CRT Results and Updates** from the publications tab: <https://covidportal.orima.com.au/>

Use of this material

All published ORIMA CRT material can be freely referenced, shared and used for non-commercial purposes. Please attribute: ORIMA.com.au

For additional information, interpretation and analysis, please contact the project managers listed above.

Methodology

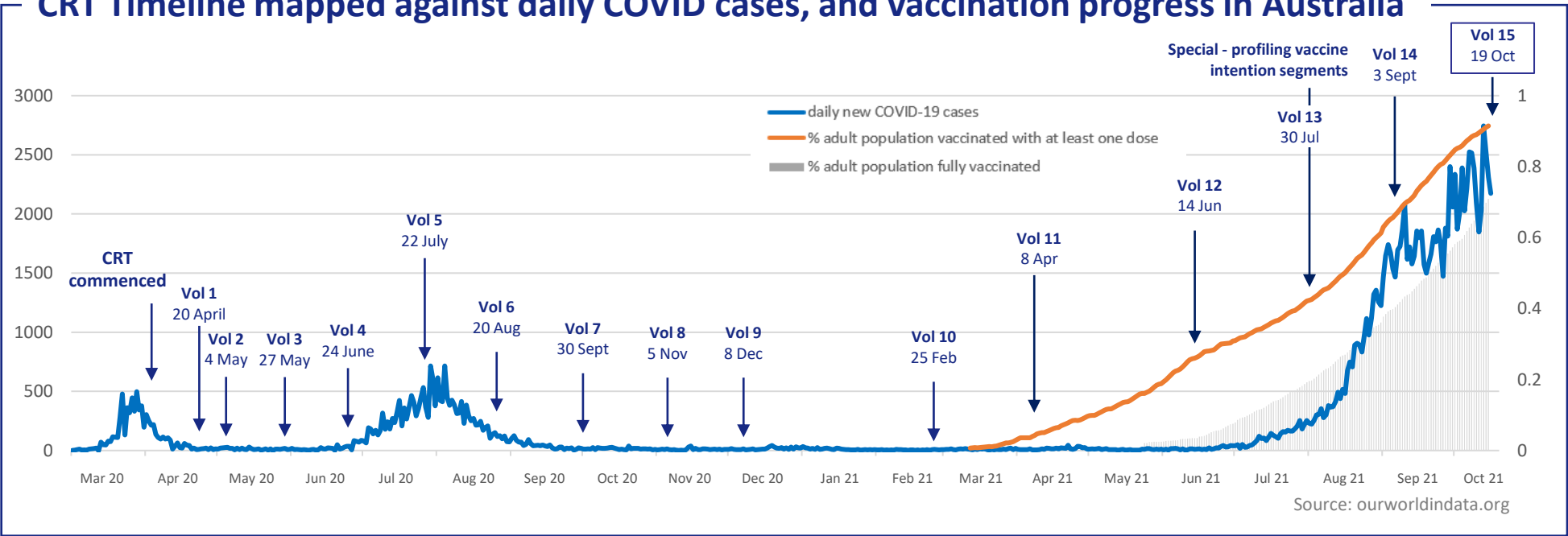
Data sources:

 Core Module in monthly national tracking surveys: n=17,511

 Extended online version with fortnightly samples: n=9,522

Total **n=27,017**

CRT Timeline mapped against daily COVID cases, and vaccination progress in Australia



What the current results are telling us



From the first impacts of the delta outbreak in early July through to September, Australians' experience of life during COVID-19 plummeted. All indicators moved sharply more negatively – especially the sense of negative national impact, and personal negative experiences related to mental health and relationships.



However, at the start of October the sudden race to vaccination targets in the largest and most impacted states has given a sense of light at the end of the tunnel for many. Most personal indicators have ticked sharply upwards in the October results-to-date. Interestingly though, perceptions of the national impact have not started to bounce back in the same way, persisting at some of the most negative levels seen.



Looking beyond the aggregate results, as has been the case for much of the pandemic, there are surprisingly few macro differences between demographic groups. Differences are seen most clearly by state, where the different conditions and strategies adopted have resulted in vastly different negative impacts. Victorians have repeatedly felt the troughs of lockdowns, with those in NSW joining them in recent months (and even the small ACT samples reflect that). The October results show both Victoria and NSW coming off their lows, and WA and Qld both looking slightly upwards too – doubtless hoping to dodge the risk their lower vaccination rates leave them exposed to.



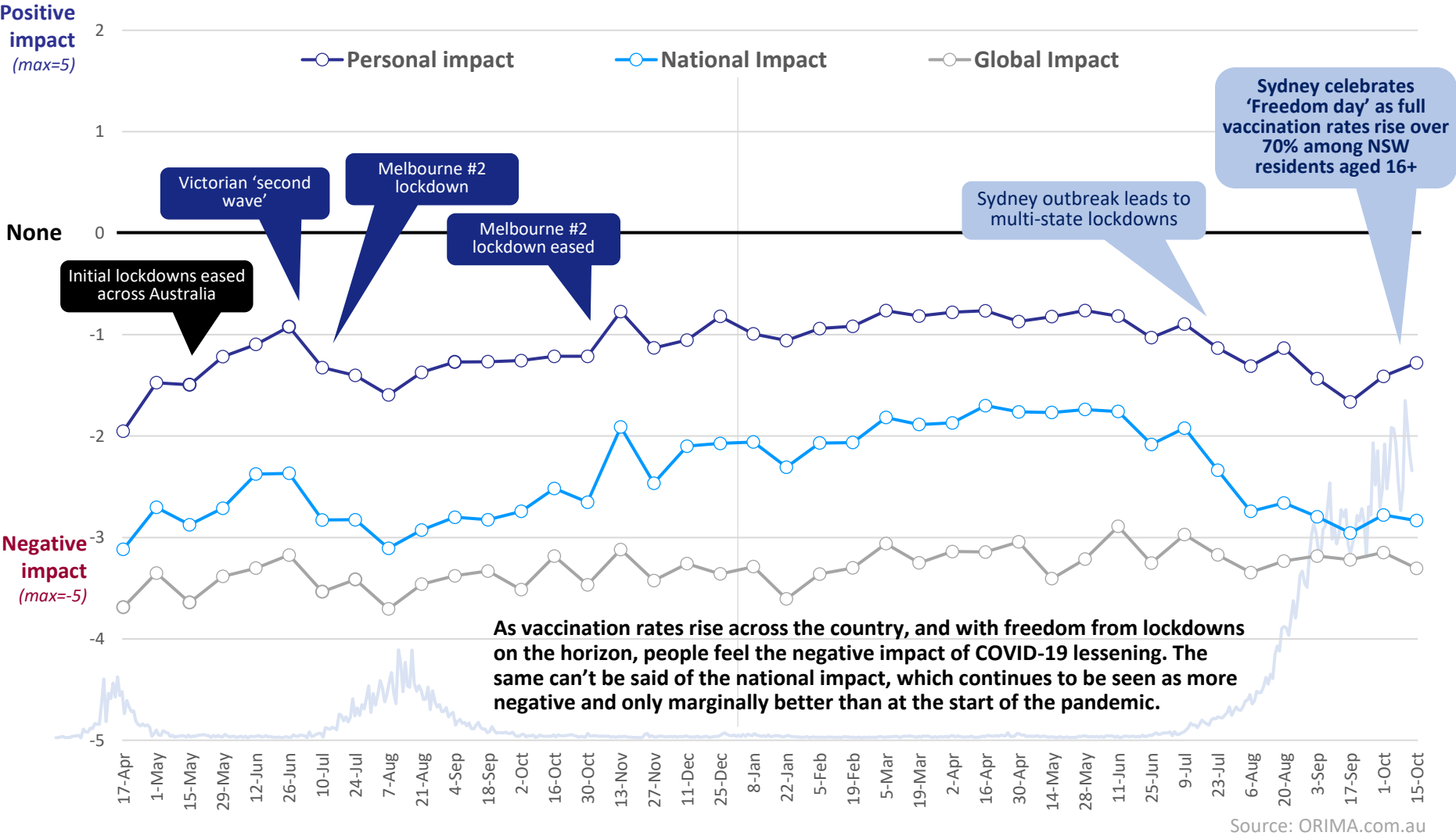
After being the main story for months, vaccinations are suddenly nearly ubiquitous. 90% of respondents have had at least one dose in the first fortnight of October, in line with national estimates. Of the dwindling number of unvaccinated people, the very small group of people in the community who are resistant make up an increasingly large proportion, with very few now hesitant or pragmatically waiting for a convenient time to get vaccinated.

Community Mood & Impact



Perceived Impact of COVID

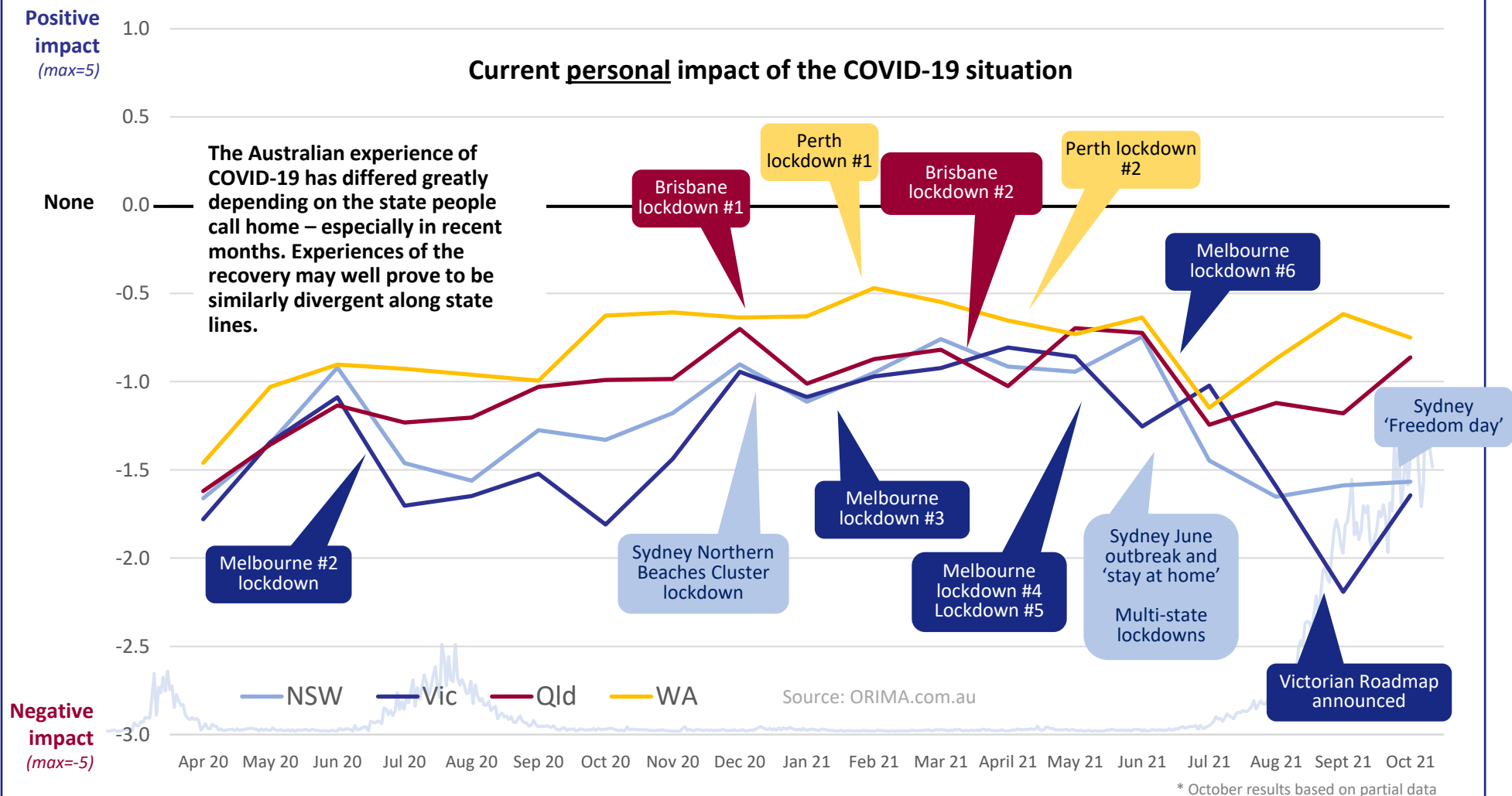
Right at the moment, what do you feel the impact of the COVID-19 situation is...



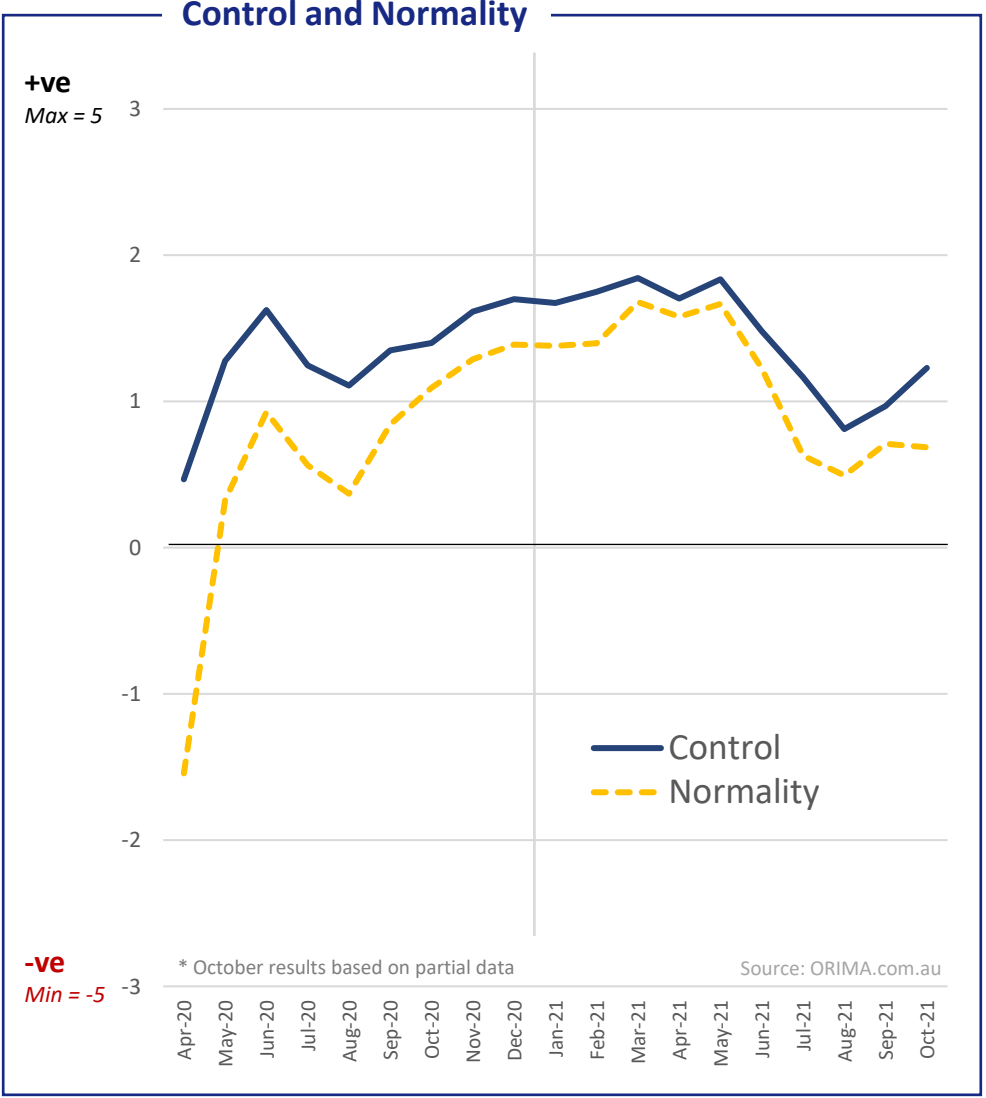
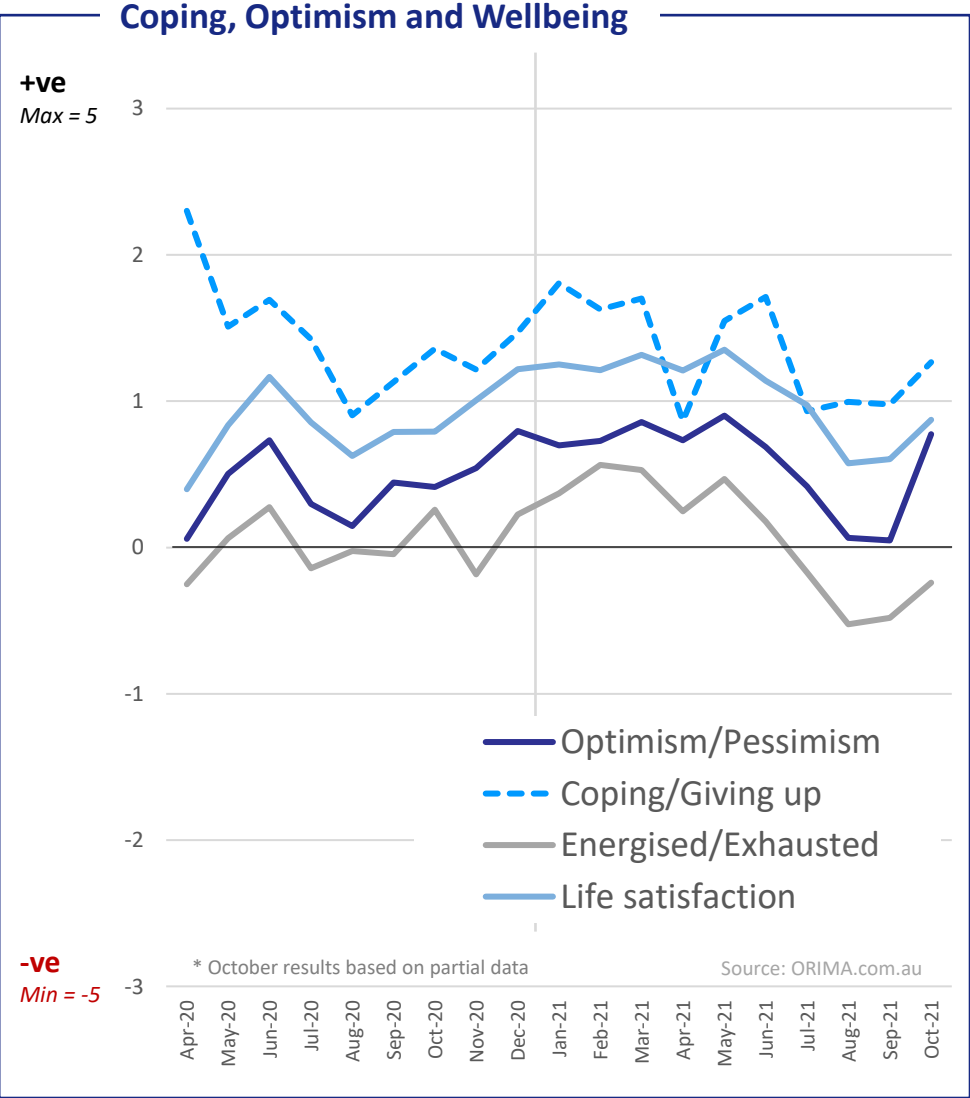
Perceived Impact of COVID by State

Right at the moment, what do you feel the impact of the COVID-19 situation is...

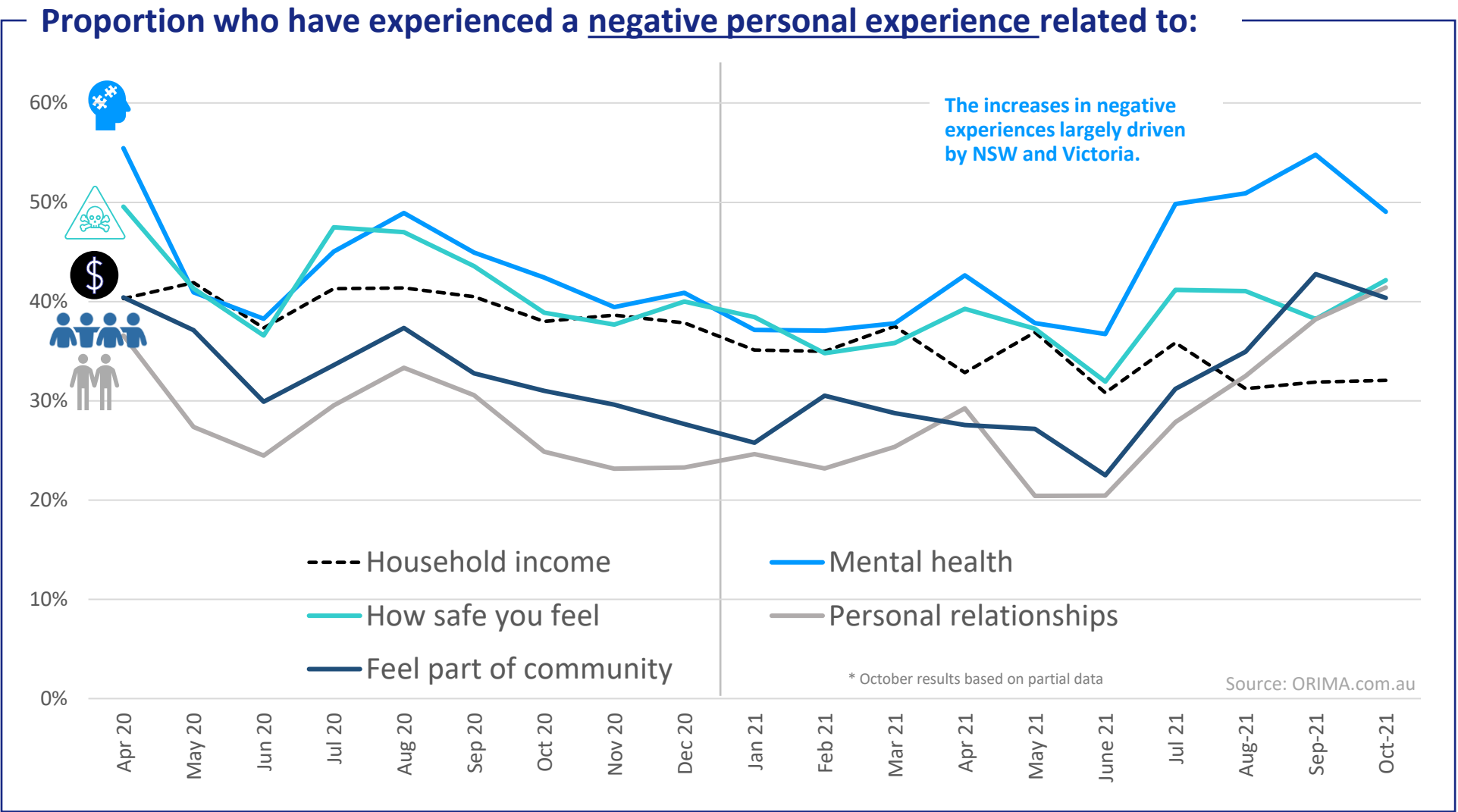
Current personal impact of the COVID-19 situation



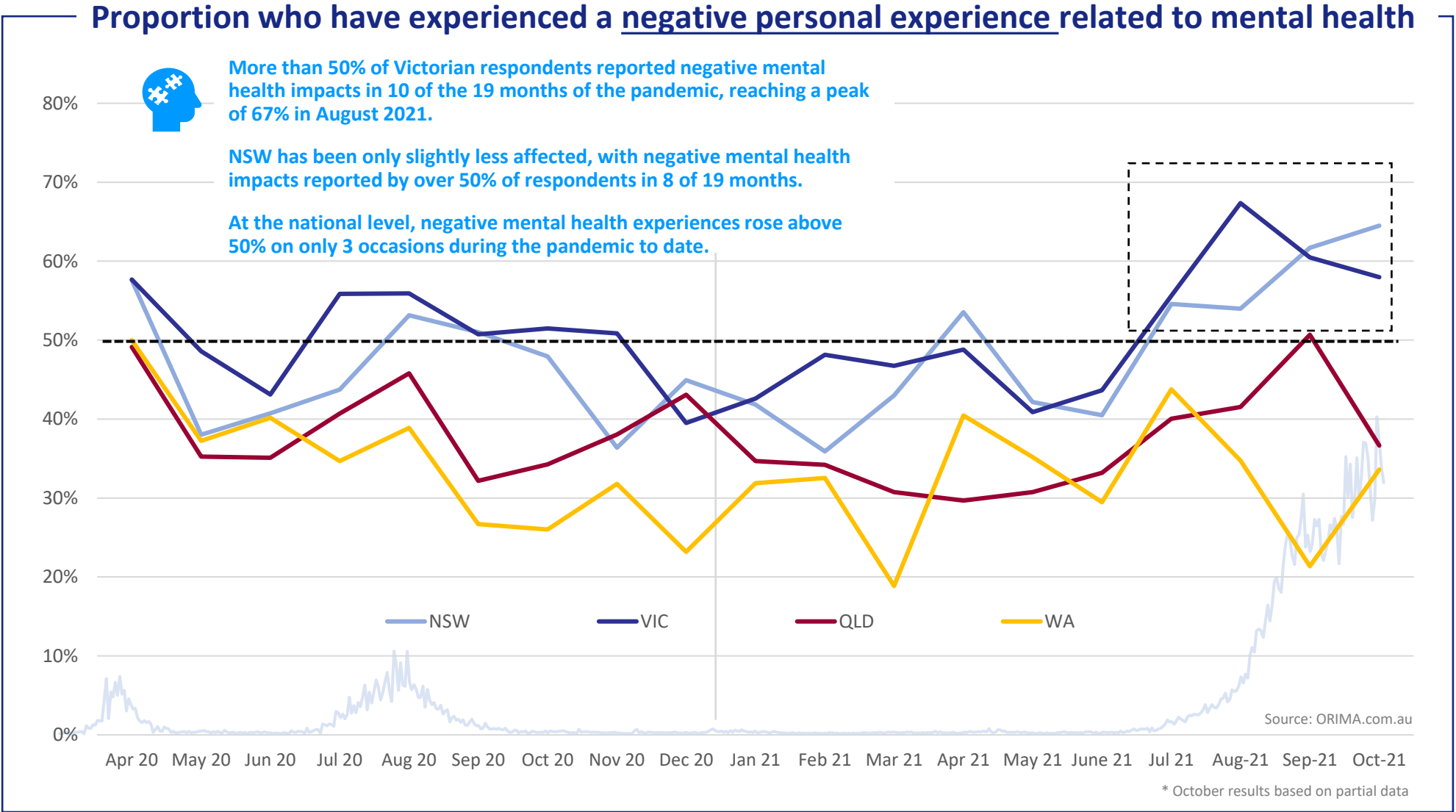
In the wake of delta outbreaks in NSW and Victoria, Australians reported feeling their mood, energy, and sense of control fall to some of the lowest levels since the start of the pandemic. With vaccination targets within reach, **early results from October** indicate that change is in the air, with **mood lifting and a sense of control beginning to return**. However, energy levels remain low.



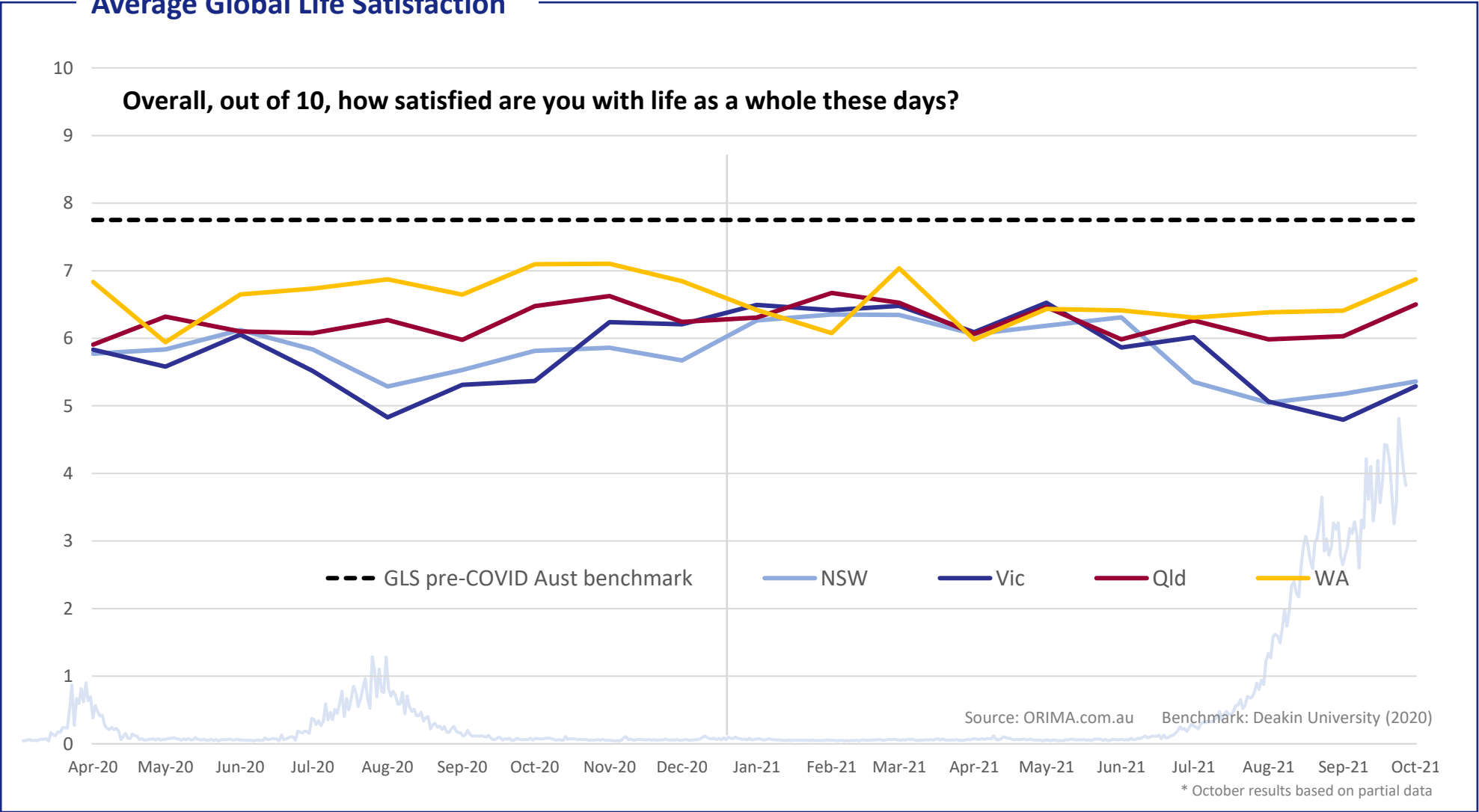
Against a background of rising cases and ongoing restrictions, reports of **negative personal experiences** related to **mental health and relationships increased sharply in July**, surpassing levels recorded at the start of the pandemic and during Victoria’s second lockdown in August / September last year. Positively however, though still very widespread, negative impacts on household income have continued to trend slowly downward over the course of the pandemic.



Mental health stress was felt most acutely among respondents from NSW and Victoria – **more than half** of respondents from those two states said they experienced **negative mental health impacts** as a result of the pandemic in **each of the last four months** – highest levels to date.



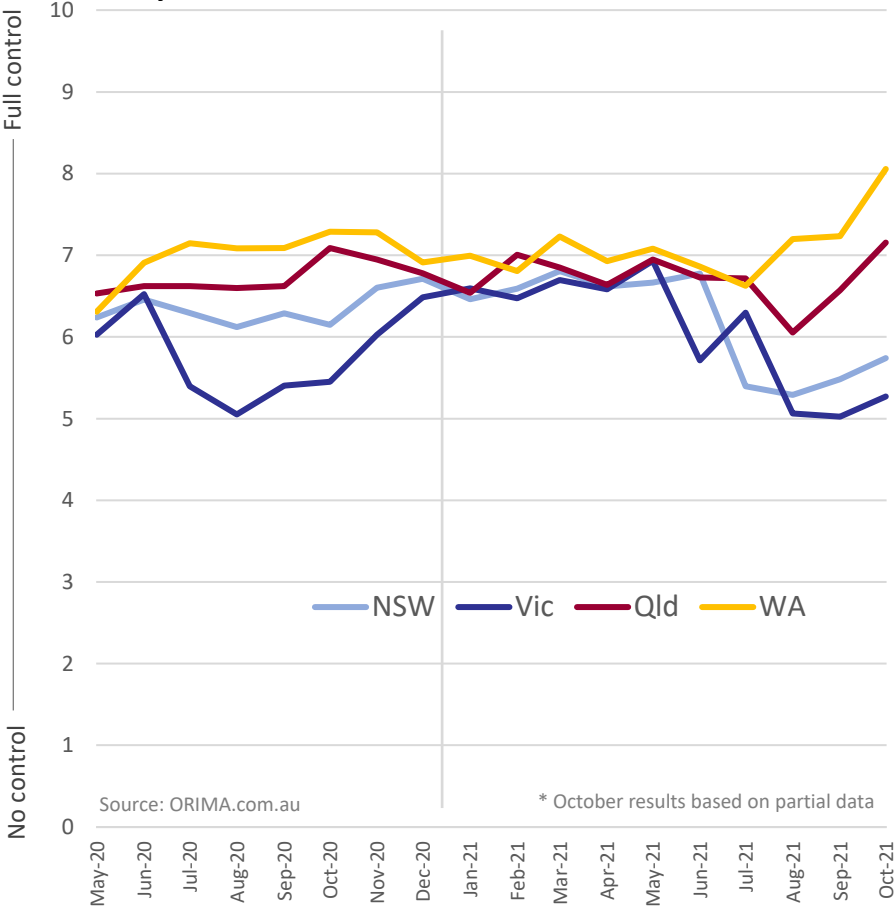
Life satisfaction is also riding the waves of COVID-19 cases and associated restrictions within states. An uplift in October results may be an **early sign of improvements** to come with further easing of restrictions on the cards across the country.



WA and QLD have a **head start on the road to recovery**, with residents feeling more in control and optimistic in recent months with the vaccine rollout bringing a return to some sort of normality ever closer. The mood has been markedly different in **NSW** and **Victoria**, but there too we appear to have turned a corner.

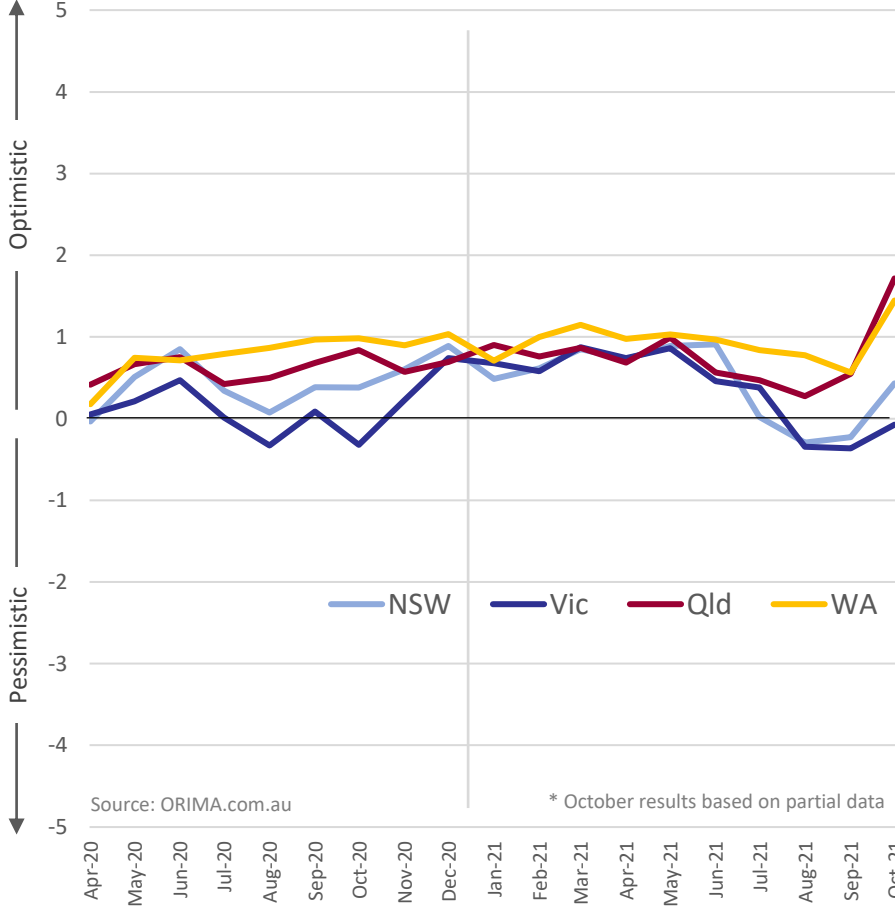
Sense of control

In the last week, how much control do you feel you have had over what happens to you and your immediate day-to-day life?



Optimism / pessimism

To what extent do you currently feel... optimistic / pessimistic?

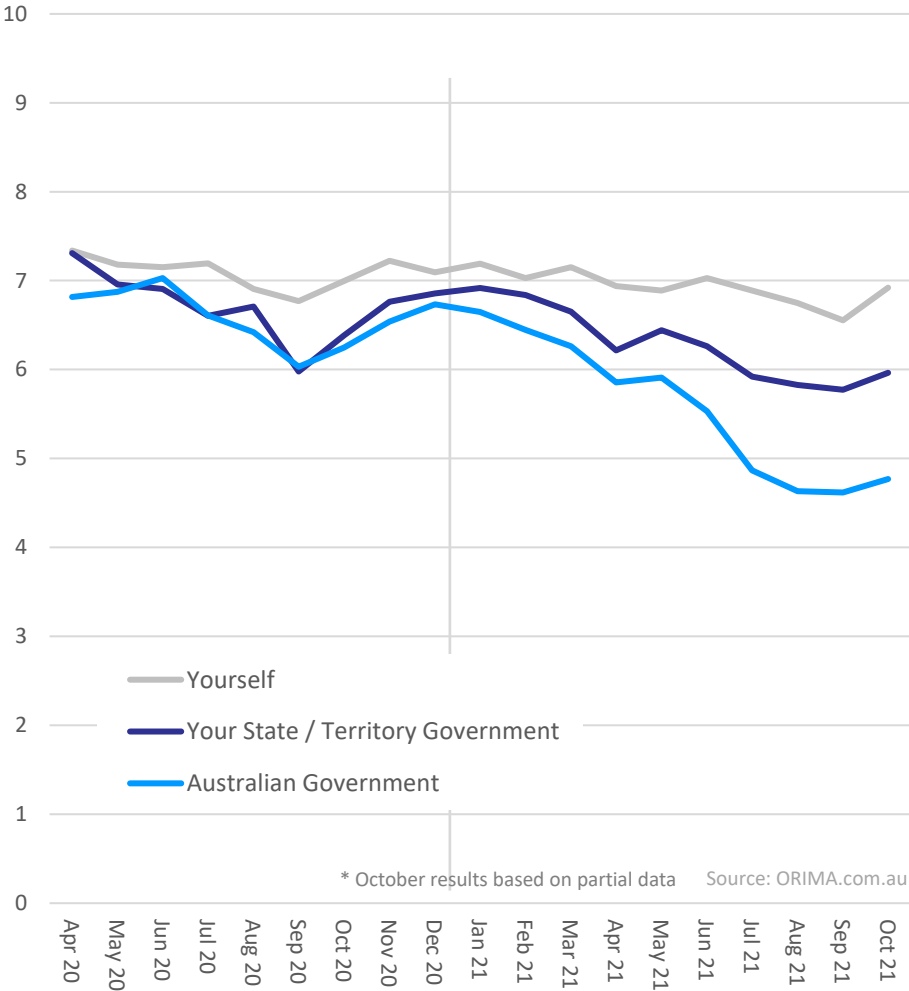


Government Response

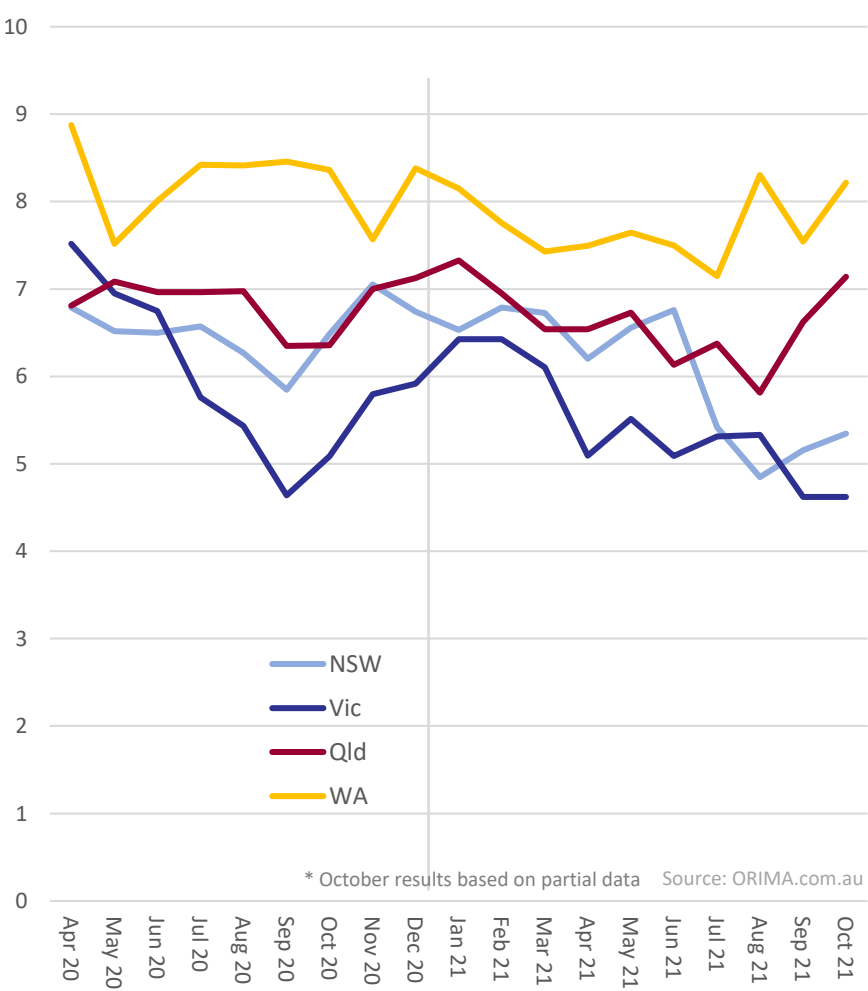


Satisfaction with both the response of State and Federal governments to the pandemic continued to decline in the wake of the recent outbreaks, reaching a low point in September. Perceptions varied from state to state, with Victorians least satisfied with how their government has addressed the current challenge, and showing least sign of improvement.

How would you rate the response to the COVID-19 pandemic from...

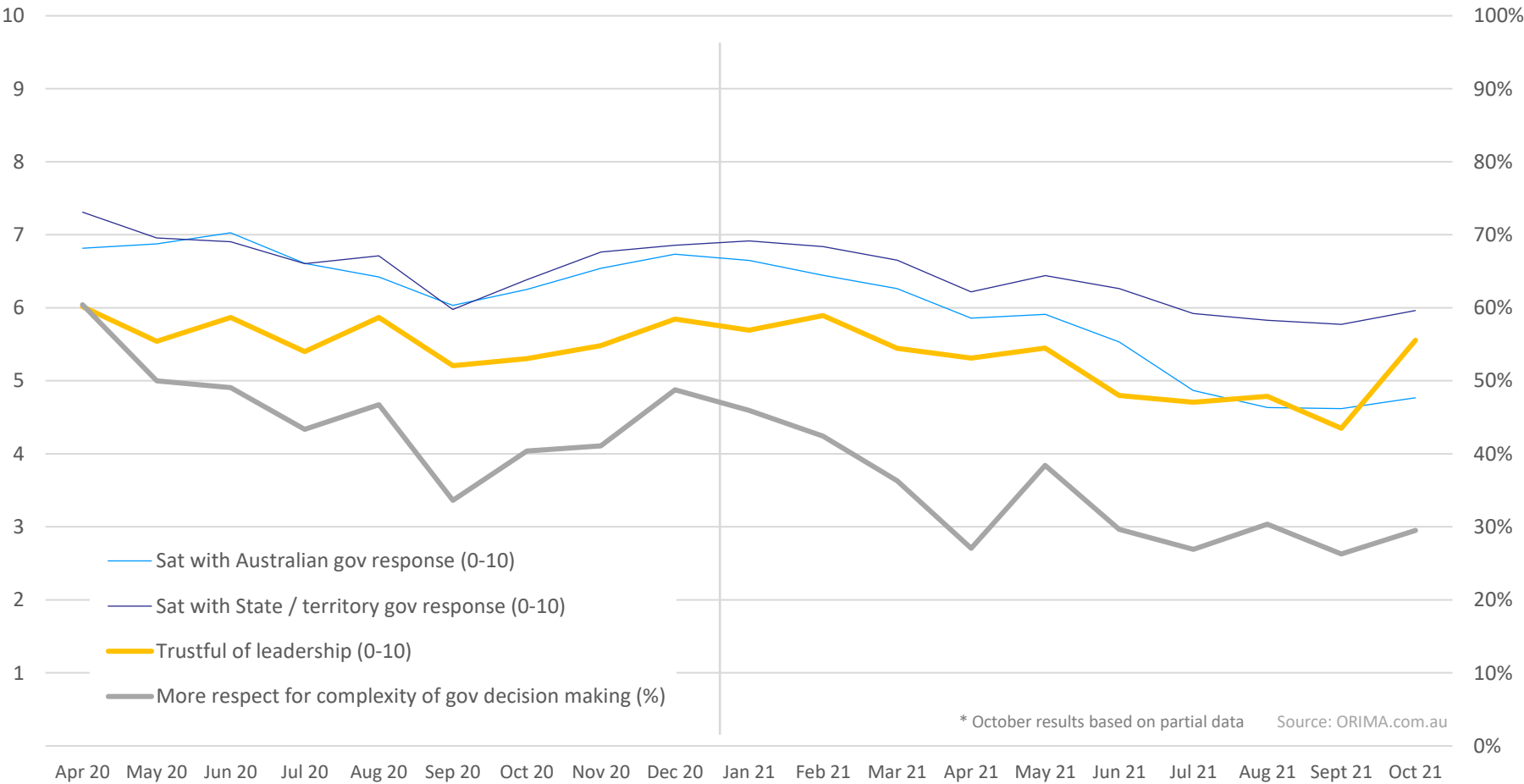


How would you rate your State / Territory Government's response to the COVID-19 pandemic?

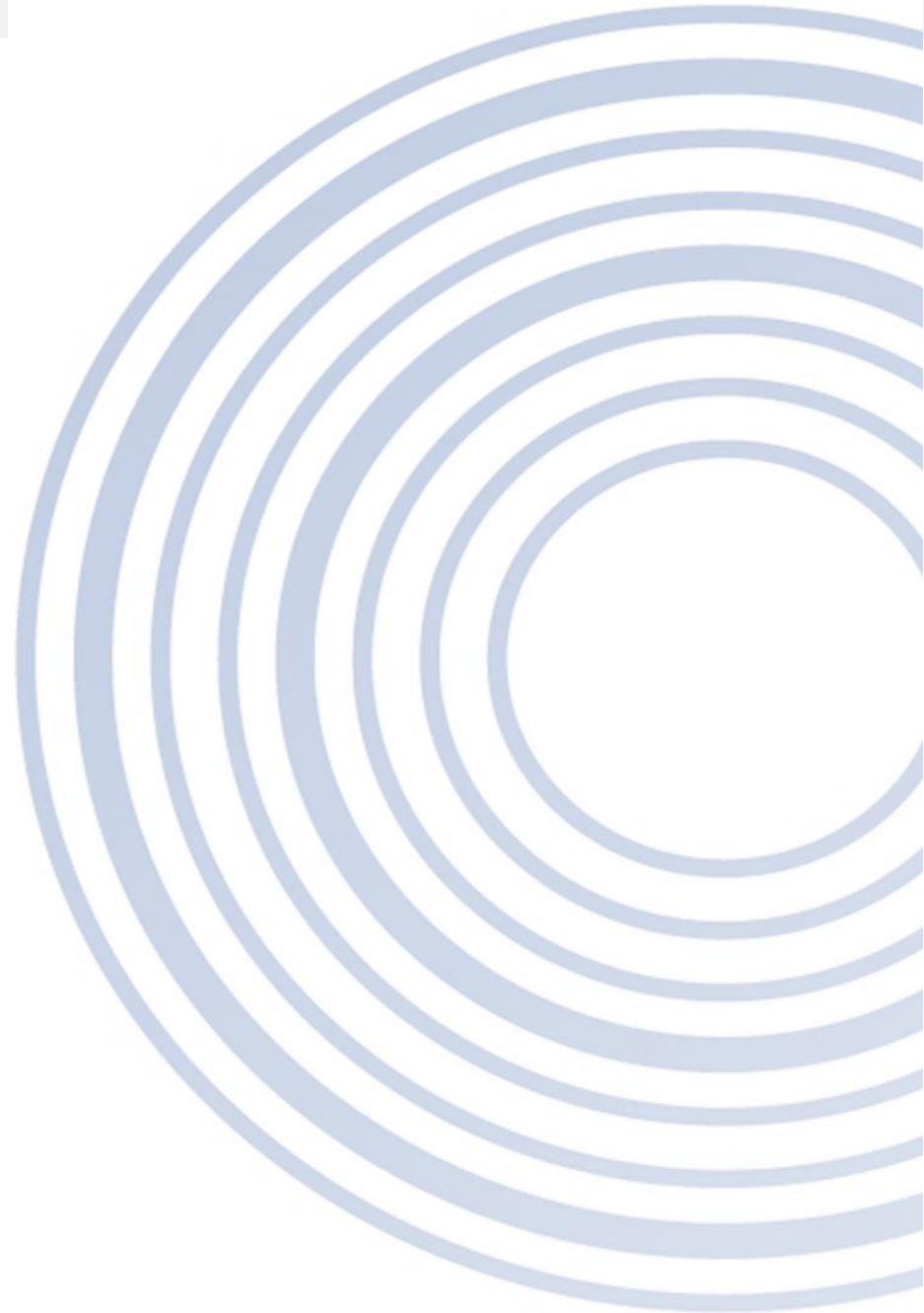


Throughout the pandemic satisfaction with the government response has been slowly declining, as has respect for the complexity involved in government decision making. Positively however, as Australia approaches its 80% double-vaccination targets and the freedoms that promises, **trust in leadership is again on the increase**, rising above 50% for the first time since May 2021.

Satisfaction with response, trust in leadership, and respect for complexity in decision making

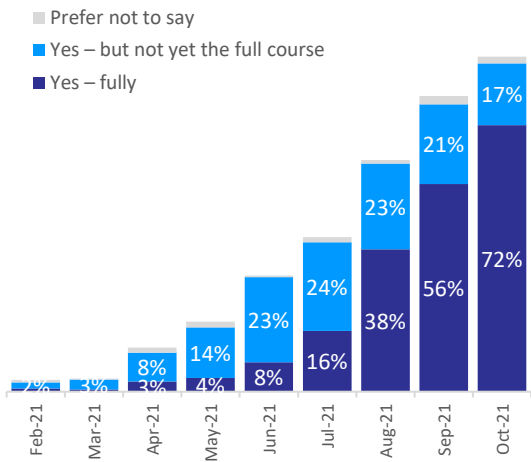


Vaccines

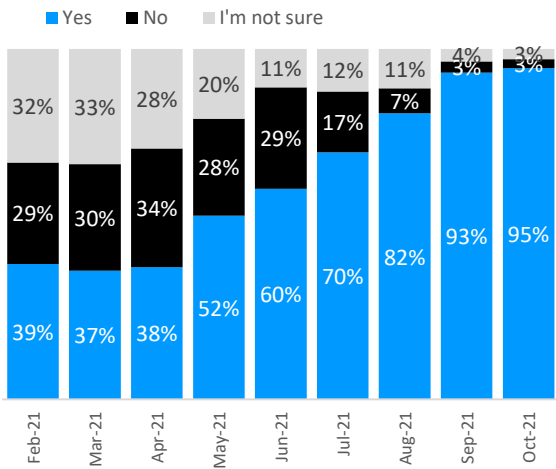


CRT Vaccine Dashboard *as of 14 October 2021*

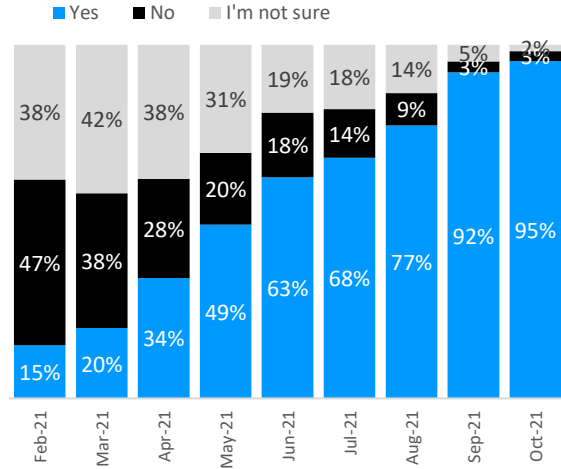
Have you had the vaccine?



Are you eligible to get the vaccine?



Is the vaccine available in your area?



If unvaccinated, how do you feel about getting a vaccine?

In October just 10% of respondents were not vaccinated at the time of their survey

	Aug 21	Sept 21	Oct 21	Change since Sept 21
Will make an effort to get it ASAP	38%	20%	11%	+9pp
When practical / convenient	15%	13%	-	-13pp
When I get around to it	6%	19%	6%	-12pp
Wait and see	17%	16%	11%	-4pp
Only if I have to	8%	7%	12%	+5pp
Don't intend to	12%	24%	48%	+24pp
Prefer not to say	5%	1%	11%	+10pp

Source: ORIMA.com.au

* October results based on partial data

Totally + Mostly believe vaccines will...

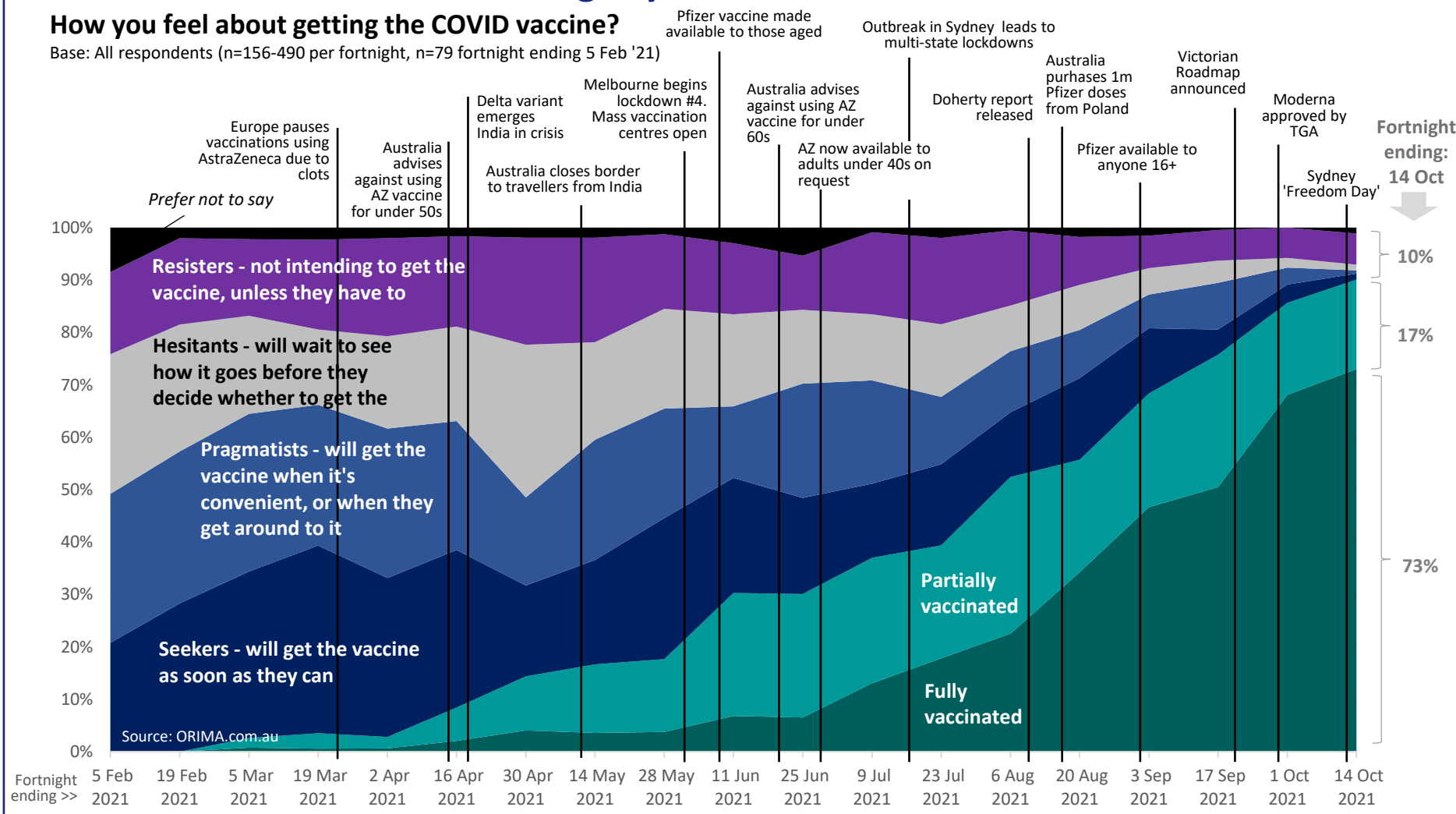
	Aug 21	Sept 21	Oct 21	Change since Sept 21
Be available in a fair way	53%	53%	65%	+12pp
Effective in preventing COVID-19	47%	53%	53%	0pp
Be safe to take (minimal side effects)	57%	63%	64%	+1pp
Prove to be safe in the long term	47%	54%	56%	+2pp
Taken by enough to protect community	46%	54%	56%	+2pp
Let <u>your</u> life get back to normal	52%	60%	60%	0pp
Effective in stopping people getting seriously ill or dying from COVID-19		73%	69%	-4pp

In the fortnight ending 14 October, **90% of respondents** had received **at least one dose** of the vaccine (with 73% fully vaccinated). Official estimates of the Australian population aged 18+ at the same time were 91% and 70% respectively. As the **unvaccinated** segment of the population shrinks, it is increasingly made up of just the **very small group of people who are resistant**, with few still hesitant or pragmatically waiting for a convenient time to be vaccinated.

Vaccination Intentions – fortnightly data

How you feel about getting the COVID vaccine?

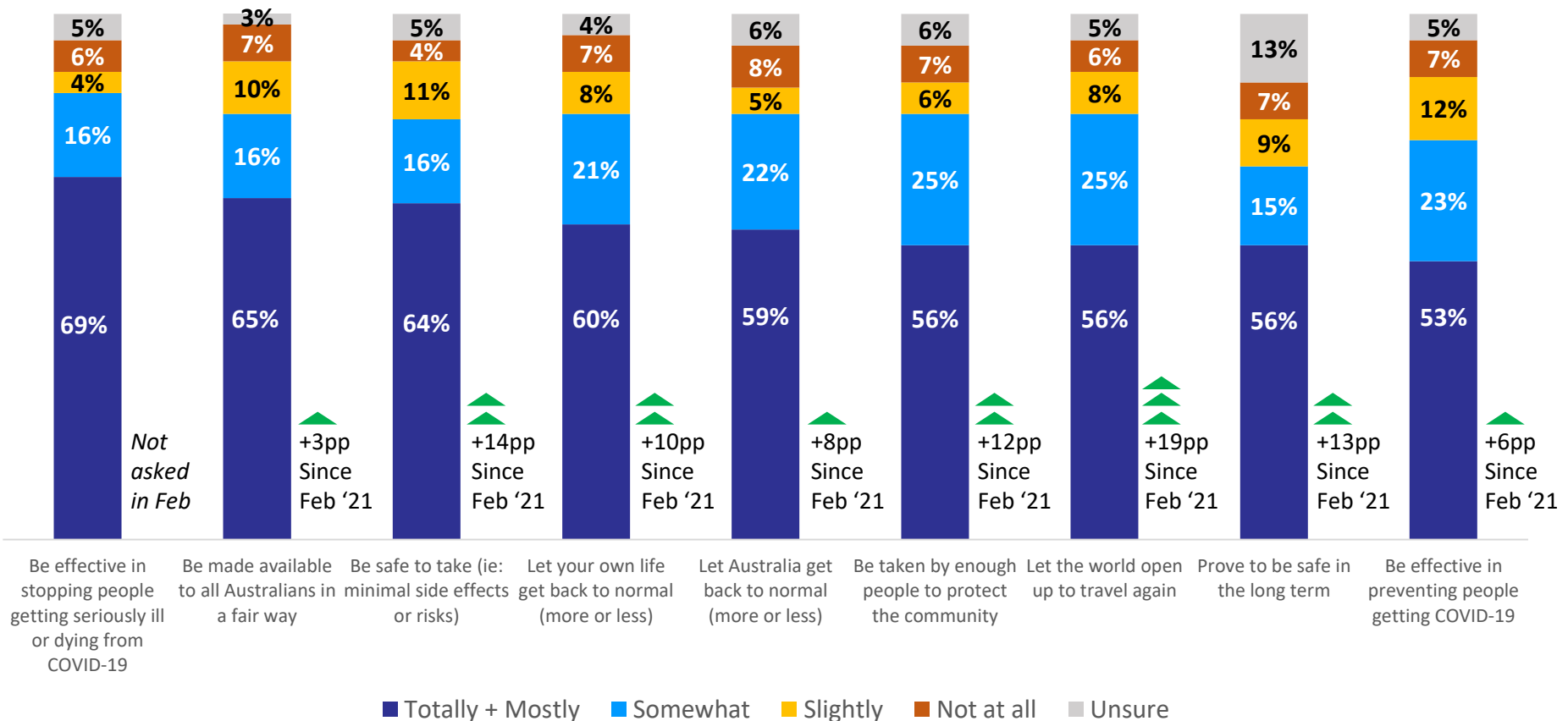
Base: All respondents (n=156-490 per fortnight, n=79 fortnight ending 5 Feb '21)



Attitudes towards the vaccines have also **improved since the start of the rollout**, with some of the **biggest increases** related to **perceptions of safety** from side effects in the short and long term. While only a little over half feel the vaccines will stop people getting COVID-19, around **two-in-three totally or mostly** believe the vaccines **will be effective at preventing serious disease and death**.

Attitudes related to vaccines

To what extent do you believe COVID-19 vaccines will (Oct 2021)



COVID-19 RECOVERY TRACKER



Thank you

We would also like to acknowledge and thank all the research participants for their valuable contribution and input into this research.

What we do:



Communications and Marketing Research

- Communication strategy research
- Campaign development and refinement
- Campaign tracking and evaluation
- Information product testing
- Communication audits
- Audience segmentation research



Client and Stakeholder Research

- Client surveys
- Voice of the customer programs
- Stakeholder perception/relationship management
- ORIMACEM – ORIMA Client Experience Model
- Benchmarking
- ORIMAsstep co-creation workshops



Employee Research

- Employee surveys
- OREEM – ORIMA Employee Engagement Model
- Benchmarking



Community Research

- Community awareness and attitude surveys
- Community perception tracking
- Audience segmentation research



Policy Development and Program Management Research

- Exploring potential community reactions
- Testing policy / program options
- Co-designing service delivery approaches
- Impact studies



Program Evaluations and Reviews

- Development of performance measurement frameworks and indicators
- Multi-method evaluations
- Compliance reviews
- Performance audits/reviews



Data Analytics

- Actuarial analysis
- Administrative data analytics (Big Data)
- Compliance monitoring, reporting and tools



Data Portals and Ballots

- Online surveys
- Secure ballot platforms
- Online data collection portals
- Feedback and complaints management systems
- Dashboard reporting



Aboriginal and Torres Strait Islander Omnibus

- Regular surveys of Australian Aboriginal and/or Torres Strait Islander adults
- Proportional to population coverage of metropolitan, regional and remote communities
- Cost effective survey – only pay for questions asked, not for the whole survey



Aboriginal and Torres Strait Islander Field Force

- Australia's only nation-wide Indigenous interviewer field force
- 30 interviewers embedded in urban, regional and remote locations across Australia
- Face-to-face surveys and interviewing using tablets
- Qualitative recruiting
- Telephone surveys