Short summaries

- 75% of males between 30 and 40 are social distancing but only 50% of males between 20-30.
- At only 55% adherence, the inner west region reports the lowest amount of social distancing. The main capability barriers are commuting and desire to see friends.
- 97% of those surveyed are always washing their hands, suggesting that this need no longer be a key communication target.
- Maroubra shows the lowest levels of life satisfaction and the highest levels of anxiety
- Compared to the previous week, emotional concern and risk perception have increased significantly, the population thinks more about Corona and searches for information more often.
- Chronically ill people have a higher risk perception and need special support to protect themselves effectively.
- The four biggest concerns are health system overload, small business filing for bankruptcy, recession and society becoming more selfish. Measures and information by the government can create security here; Reports of projects based on solidarity may encourage imitation and can reduce social fears..

Graphical Summaries

MONASH University | MONASH SUSTAINABLE DEVELOPMENT INSTITUTE | BehaviourWorks AUSTRALIA

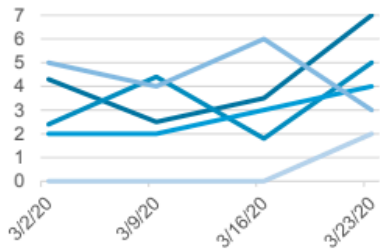
COVID19 BEHAVIOURAL INSIGHTS REPORT

Date // Monday, 23 March 2020

KEY INSIGHTS

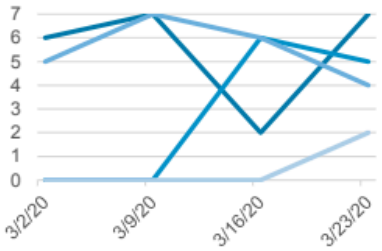
- Social distancing continues to trend upwards, with a change of 5% compliance reported week-on-week. The barrier for this behaviour has changed from social pressure to habit.
- People are now staying from home.

WHAT ARE PEOPLE DOING?



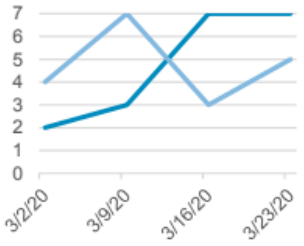
	Key Drivers	Barriers
Cover coughs / sneezes	• Easy, no symptoms	• Unpredictable
Wash hands often	• Signage in bathroom	• Forgetting
Clean surfaces and objects	• Wipes on desk	• Forgetting
Stay more than 1.5m away	• Social pressure	• Habit
Stay home	• Paid leave	• Boredom

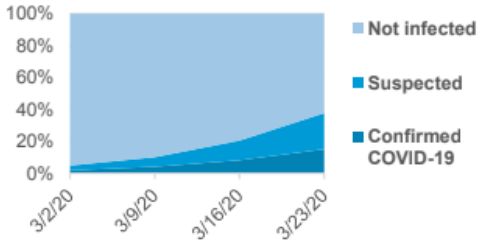
WHAT ARE PEOPLE THINKING?



	Interpretation
Accuracy of beliefs	• Misconceptions successfully addressed
My perceived risks	• Decrease in risk associated with increased preparedness
My desire for information	• People feeling saturated with information
My preparedness	• Increase in preparedness associated with increase in most recommended behaviours and sharp decrease in purchasing

HOW ARE PEOPLE FEELING?





Full reports

See excerpt of example below, generated from dummy data using current R code

Analysis of the 3rd data collection (17.03.-18.03.2020). The data are collected weekly on Tuesdays and Wednesdays.

The 1,018 respondents were drawn from a pool of respondents (so-called online panel) recruited and maintained by the Respondi company (https://www.respondi.com/ (https://www.respondi.com/)) in such a way that the distribution of age, gender (crossed) and federal state (uncrossed) in the German population.

Psychological situation

Risk perception:

- Compared to the previous week, the perceived probability of illness has increased.
- 33% (instead of 21% the previous week) rate their likelihood of developing COVID-19 as rather or very high, a third is unsure. People who are younger (!), Chronically ill, think or know that they or people in their immediate vicinity who are aware of the coronavirus as close and rapidly spreading perceive a higher probability of becoming ill, the websites use by the health authorities to search for information, frequently search for information on it and have a low self-efficacy expectation.
- Around 32% (previous week 25%) consider themselves vulnerable, a third are unsure (remained the same). Those who are chronically ill think that they are or could be infected, do not perceive the outbreak as media hype, perceive the virus as close, have a low self-efficacy expectation, perceive themselves as more susceptible.
- 34% (previous week 25%) consider an illness to be dangerous, almost a third is unsure. Older and chronically ill people are more likely than young and healthy people to think that the disease is serious for them. Those who think that they are or could be infected consider the disease to be less serious, as do those who consider the outbreak to be media hype.
- 56% of those questioned think that a surviving illness does not cause immunity.
- People who perceive the coronavirus as media hype tend to have a lower risk perception.

Emotions

- The dominance of the topic, fear and worry have increased significantly since the previous week:
- 54% (previous week: 32%) report that they have to think about Corona frequently or continuously.
- 56% (previous week 41%) find the coronavirus rather scary or scary.
- 71% (previous week 52%) find the coronavirus rather worrying or worrying.

To care

Worries were queried for the first time. The four biggest concerns are health system overload, small business filing for bankruptcy, recession and society becoming more selfish.

Different ways of dealing with the situation are possible. Those who avoid information that causes stress feel less worry (and vice versa).

Knowledge and behavior

- The population has a high level of basic knowledge about COVID-19 (transmission route, incubation period, treatment options). 56% assume that there is no immunity after completing a disease. The population is well informed about appropriate protective measures. Subjectively, citizens tend to feel moderately well informed.
- 89% know that they should stay at home when they are sick (74% do).
- 96% know that crowding helps avoid (91% do).
- Compared to last week, the correlations between perceived knowledge about protective behavior and actually taken protective behavior are higher. However, measures that are relatively easy to carry out (20 seconds hand washing) only correlate to .53 with the actual behavior, avoid shaking hands to .40 or avoid places with many people .29.
- People who are more knowledgeable about protective measures, who are also better informed about COVID-19, who consult the websites of the health authorities, who are safe or possibly have infected people in the vicinity, have taken more effective protective behavior and consider COVID-19 to be a more serious illness if they are safely or possibly infected in the personal environment, they are female, perceive it more as a media hype. People with less education have taken more protective measures.

Adverse behavior

- Actionism (taking ineffective protective measures such as wearing face masks) is relatively low.
- People who know a lot about effective measures and watch public service television show less actionism.
- Corona parties, i.e. the deliberate infection, have been reported so rarely (3%) that no serious analyzes of statistical relationships with other variables are possible.
- More people than in the previous week avoid people from countries in which infections occur more frequently (32%, previous week: 17%), 35% plan to do so (previous week: 40%). However, the majority of the population disapprove of discrimination. People from affected areas are particularly shunned by people who are more likely to believe in conspiracy theories (general, not corona-specific), who use the health authorities' websites as a relevant source of information and feel less sure how to protect themselves.
- 12% increasingly buy food and everyday items such as toothpaste and toilet paper. Above all, feelings of helplessness and the relevance (mathematical product of use and trust) of private media seem to be relevant drivers.
- Those who stated that they had not heard or read any information and were not sure whether it was right or wrong found more information on the websites of the authorities, searched less information with search engines and consumed fewer magazines and magazines.

Individual crisis preparation and response

- 31% have already bought medication that they need regularly (+ 12%).
- 32% have avoided people who come from countries where coronavirus cases have occurred (+15%).

Sources of information

- 72% (previous week 53%) frequently or very often find out about Corona.

MEDIA REVIEW ONLY