Reactions to a Pandemic in a Connected World

COVID-19 Consumer Insights: Australia – Part 1
Jan 1 to Mar 11

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INMOBI Audience Intelligence
The following report is based on a detailed analysis of the data available with the InMobi Audience Intelligence platform that powers our segmentation and targeting for marketers and advertisers across the globe.

• Part-1 of this report analyses aggregated data signals from the first week of January to the 11th of March.

• The analysis unravels location trends across the country through data signals from places of interest or polygons (created by InMobi for over 87,000 locations across Australia).

• The analysis investigates change in in-app behavior of consumers from the first of January to the 11th of March.
Content

• **The COVID-19 Impact in Australia**

• **Footfall Declines**: Effects of COVID-19 on the lives of consumers
  • Shopping malls vs Supermarkets
  • Restaurants
  • Fitness Centers

• **App Usage Skyrockets**: Apps rule the roost as consumers take to their mobile
The COVID-19 Impact in Australia

Since the Coronavirus first came to the world’s notice in late last year, it has spread to at least 147 countries. In Australia, the first case surfaced on January 25, that of a Chinese citizen who arrived from Guangzhou on 19 January. On the same day, three other patients tested positive in Sydney after returning from Wuhan. The numbers rose steadily to 15 by February 7, post which the spread was temporarily contained for around 2 weeks. However, the numbers started rising again towards the end of February. March 1 saw the first death in Australia due to Covid-19 and a double digit increase in cases per day. The total number of cases stand at 156 as of March 12.

Rise of COVID-19 Cases in Australia

Source: https://www.worldometers.info/coronavirus/country/australia/
Key Events in the Timeline of COVID-19 in Australia

1. **First case reported** of a Chinese citizen who arrived from Guangzhou on 19 January. On the same day, three other patients tested positive in Sydney after returning from Wuhan.

2. **25 cases reported**
   - WHO head Dr Tedros says the coronavirus outbreak has reached a "decisive point" and has "pandemic potential", urging action.
   - PM Scott Morrison announced that the country was activating the Australian Health Sector Emergency Response Plan for Novel Coronavirus, stating that the rapid spread of the virus outside of China had prompted the government to elevate its response.

3. **March 1st**
   - Australia reported the first death from COVID-19: a 78-year-old Perth man, who was one of the passengers from the Diamond Princess.

4. **March 2nd**
   - 4 new cases were reported, two of which were the first cases of community transmission of the virus.

5. **March 7th**
   - 74 cases reported
   - Number of COVID-19 cases cross 100,000 globally
   - Victorian Health Minister Jenny Mikakos confirmed during a press conference that a doctor in Victoria had tested positive for COVID-19.

6. **March 11th**
   - WHO declares Coronavirus crisis a pandemic
   - The head of the Museum of Old and New Art (MONA), David Walsh, cancelled the Dark Mofo winter arts festival
   - The ACT announced its first case, the 142nd case in Australia.

7. **March 12th**
   - Total reported cases rise to 156
   - Actor Tom Hanks and his wife Rita Wilson advised that they had tested positive and were in isolation.

Sources:
- [https://www.worldometers.info/coronavirus/country/australia/](https://www.worldometers.info/coronavirus/country/australia/)
Footfall Trends

How has footfall in public places changed in this period?

Australia has witnessed a steep decline in footfall across major places of interest since the first case was reported.

Footfall decline across major places of interest in Australia

- Shopping Centres and Malls: 48%
- Gyms and Fitness Centres: 43%
- Beauty Salons: 47%
- Hotels & Motels: 41%

The decline in footfall is calculated for the time period between Feb 14 to Mar 11.
Summary Report

Shopping malls see gradual decline while supermarket visits continue to hold.

Highlights

1. **Decline in mall visits**
   Post the initial news around the outbreak of COVID-19, malls and shopping centers see a steady decrease as people adopt social distancing. The visits pick up again in Feb as the number of cases stabilize, but soon nosedives with newer cases surfacing in early March.

2. **Supermarket visits hold**
   While malls witness a decrease in footfall, visits to supermarkets hold as people start stocking up their pantries and essentials fearing a lockdown.

Footfall trend in malls and shopping centers

Vs

Footfall trend in supermarkets and stores
Footfall trend in fitness centers

Summary Report
Gyms and fitness centers see a 40% decline in footfall after the week of Valentine’s Day as consumers avoid crowded and high-risk places.

Highlights

Footfall mimicking spread trend
As the first cases of Covid-19 get confirmed on Jan 25th, footfall in gyms and fitness centers witness a temporary drop but pick up again soon as the numbers plateau.

However, the fall starts again towards the second half of Feb as newer cases start getting reported, witnessing a steep fall in March as the virus captures global news and starts getting counted as a serious threat.
Summary Report

Beauty salons see a consistent dip as citizens avoid places of high contact and likely sources of transmission of the coronavirus.

Highlights

Gradual Fall with Occasional Peaks

Footfall in beauty salons dip with the rise in number of reported cases in January and witness a gradual downward trend thereon. Salons see spikes on two specific occasions between Jan and March: 1. On the last salary weekend of January with people having higher disposable income, and 2. Around Valentines Day.
Hotels & Motels

Footfall trend in hotels and motels

Summary Report

Hotels and motels witness a decline in visits as the number of patients and deaths rise in the country.

Highlights

Sudden Fall after Valentines

On 20th February, new cases had been reported in Australia after almost 2 weeks of quiet, which seemingly trigger the onset of a persistent slump in the hotel and motel visits in major cities.
App Usage Skyrockets

How has content consumption changed in this period?

Consumers take to their mobiles as they seek entertainment, information, news and scourge for unique ways to engage themselves in times of social distancing.

- **Collaboration** app usage increases by **300%**
- **Gaming** app usage **grows by 73%**
- **Travel/Booking** app usage increases by **88%**
- **Image and Video Editing** apps see a **53% surge** in usage
- **News** apps see a **250% growth**
- **Community and dating** apps see a **100% surge** in usage

The decline in footfall is calculated for the time period between Feb 14 to Mar 11.
Collaboration app usage grows 300% due to the pandemic

Summary Report
Since March, there has been a steep increase in the usage of Gaming apps.

COVID-19 outbreak
Post the initial news breakout on COVID-19, there has been a continuous increase in the usage of collaboration apps.

Weekday Spikes
Spikes during the weekend in March implies the usage of Teams App by working crowd.
Since March, there has been a steep increase in the usage of Gaming apps.

**COVID-19 outbreak**
Post the initial news breakout on COVID-19, there has been a very steep increase in the usage of Gaming apps.

**Top Contributors**
Spike in traffic is primarily seen for Arcade, Strategy and trivia apps.
Flight tracking and booking app usage grows by 88%

Highlights

1. The growing panic leads to continuous monitoring of flight operations by concerned citizens.
2. With a spike in number of reported cases, consumers take to cancelling or delaying their flight plans.
3. In the last few days, the usage of travel apps decreases.

Summary Report

Flightradar24 | Flight Tracker and TripView Lite, are the major contributing apps.

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Audience Intelligence
News apps are the biggest source of information

Since 25th Jan, there has been a gradual increase in the usage of News, Magazines, Newspapers and Podcast apps.

As the first cases of Covid-19 are detected in Australia in Jan, news app usage surges as consumers try to stay up to date with the latest information and happenings in Australia and across the globe.

Most of the app usage in the news category is driven by popular entertainment and magazine news apps.
Summary Report
Since 5th March, there has been a steep increase in the usage of Image and Video editing apps.

Image and Video editor app usage peaks due to remote working

Highlights
1. Valentine’s week
   Before the practice of staying at home, the popular week of Valentine’s Day spikes up image and video editor app usage.

2. Social Distancing
   As social distancing becomes the new norm, usage of Image and Video editing apps go up as people have more time to spare.
Social apps witness a 100% surge in usage

Since Feb, there has been a steep increase in the usage of Social apps.

**COVID-19 outbreak**
Post the initial news breakout on COVID-19, there has been a continuous increase in the usage of Social apps.

**Top Contributors**
Community and dating apps are top contributors to the social category surge.
Unique Data Signals
SDK data that delivers the richest “truth-set” of consumers (location, app level data, and offline and online behavior).

Accuracy at Scale
Audiences created using advanced AI that preserves quality of data while delivering global scale.

Always-on
500+ ready to use audiences, relevant and reflective of changing consumer behavior.
InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers.

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- Mobile Intelligence
- Transparent
- Always On
- Integrated