

Reactions to a Pandemic in a Connected World

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

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About this Report

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.

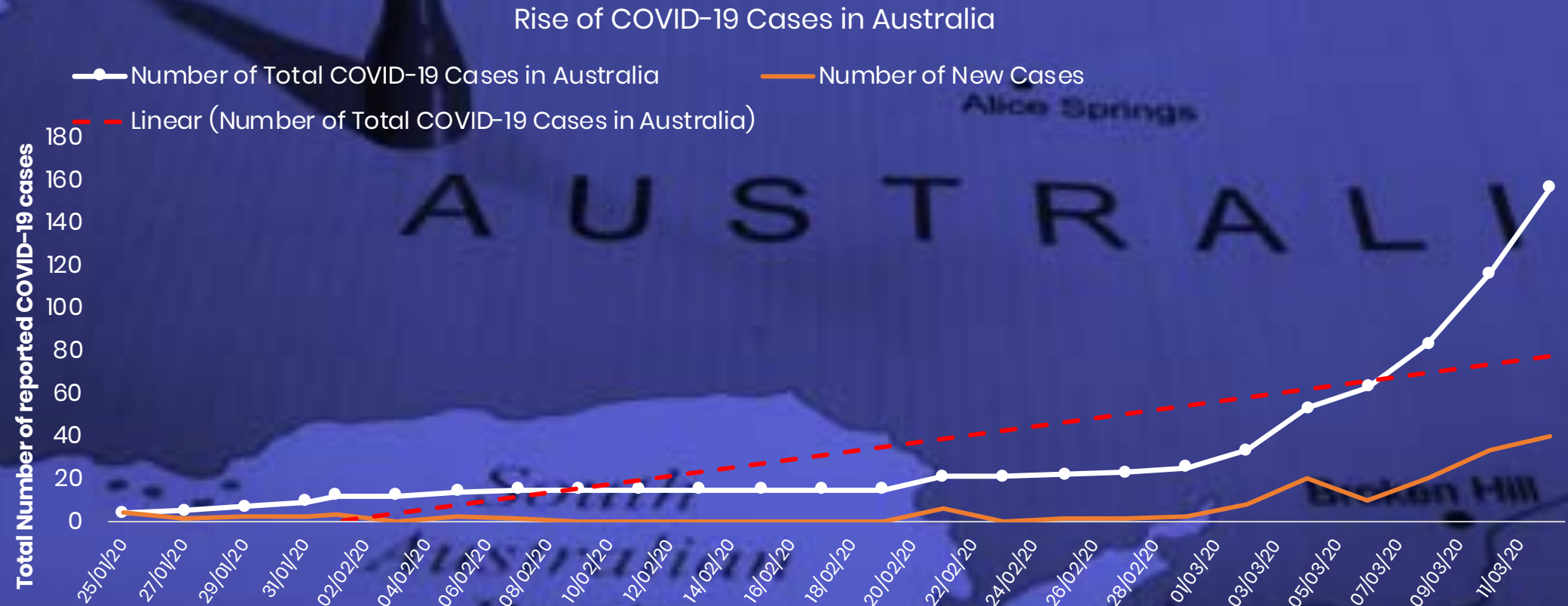
Content

- **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

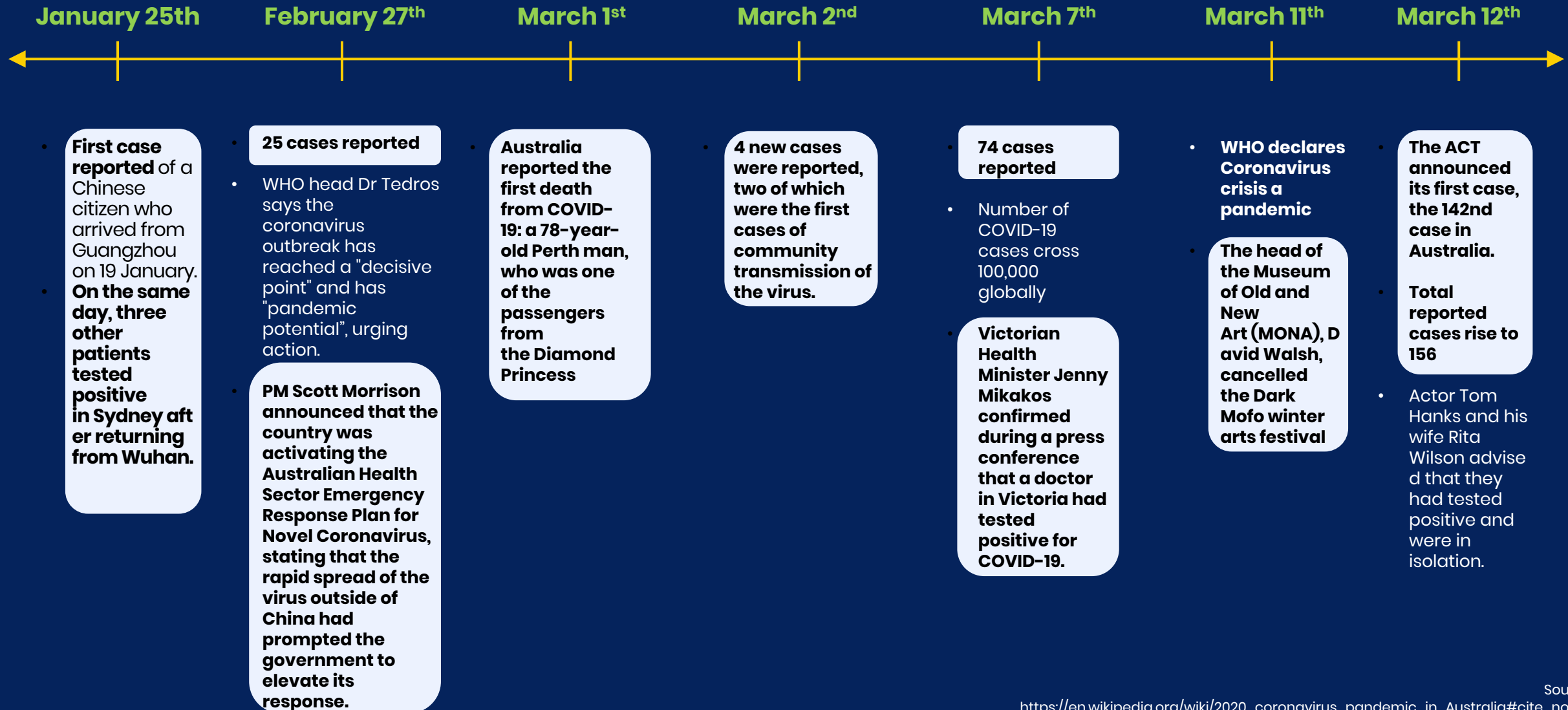


The COVID-19 Impact in Australia

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.**



Key Events in the Timeline of COVID-19 in Australia¹



Sources:
https://en.wikipedia.org/wiki/2020_coronavirus_pandemic_in_Australia#cite_note-10
<https://www.worldometers.info/coronavirus/country/australia/>

1. and across the Globe in a few cases

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



↓ 48%

Shopping Centres and Malls



↓ 47%

Beauty Salons



↓ 43%

Gyms and Fitness Centres



↓ 41%

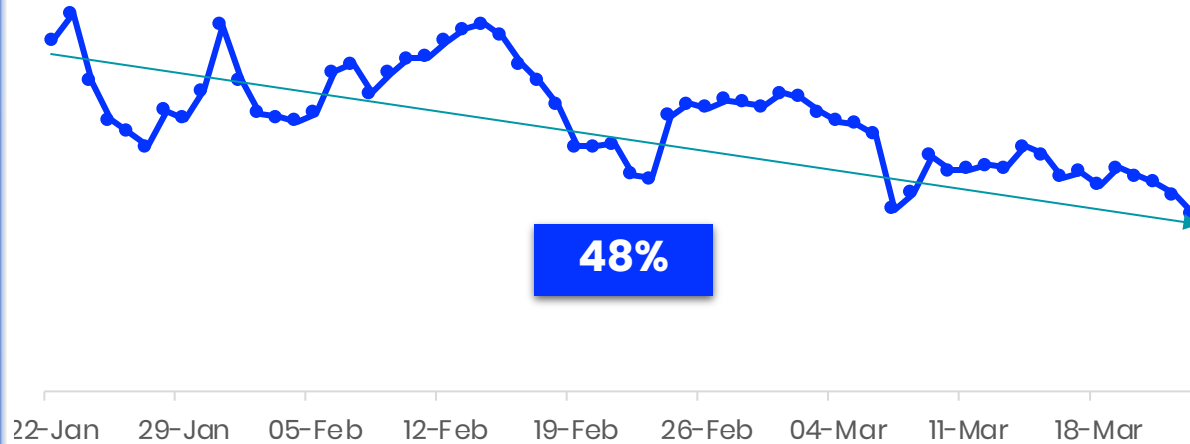
Hotels & Motels

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

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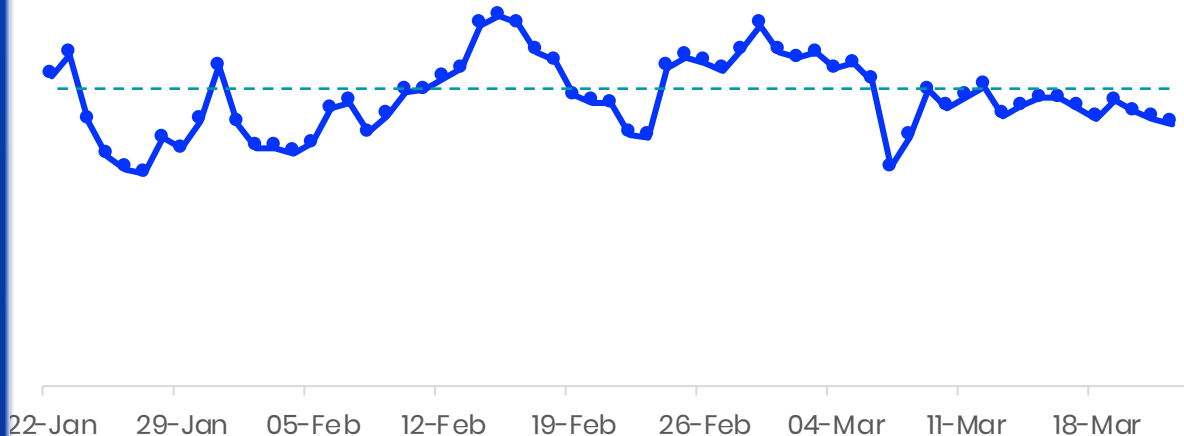
Shopping



Footfall trend in malls and shopping centers

Vs

Footfall trend in supermarkets and stores



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.

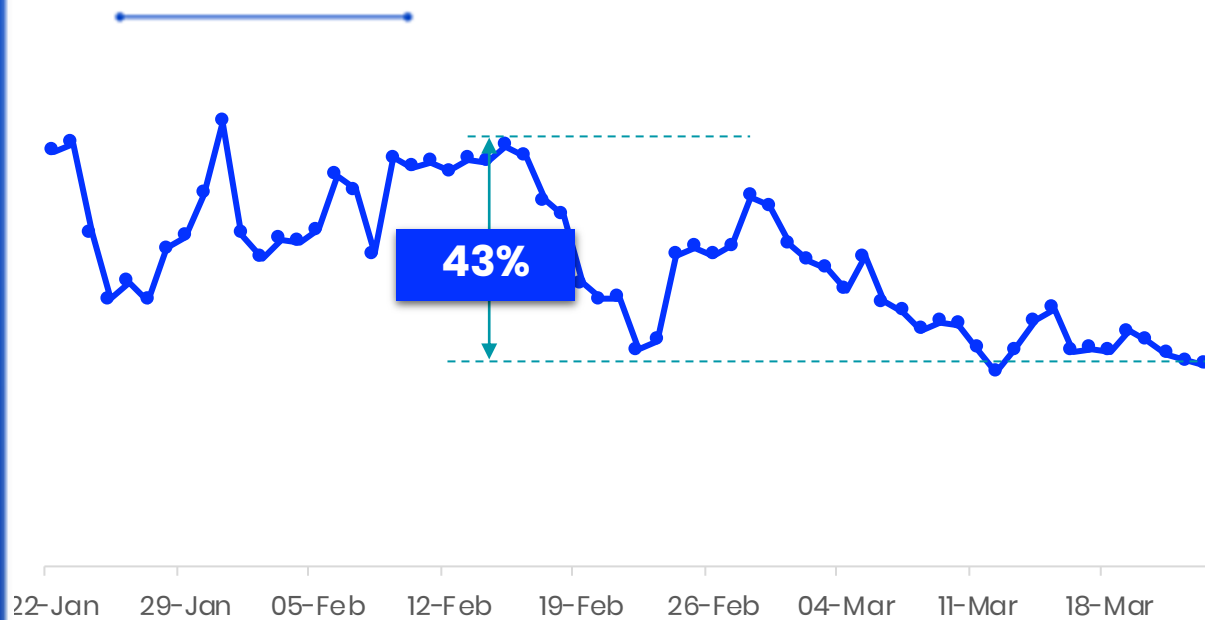
2 Supermarket visits hold

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

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Fitness Centres



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

1

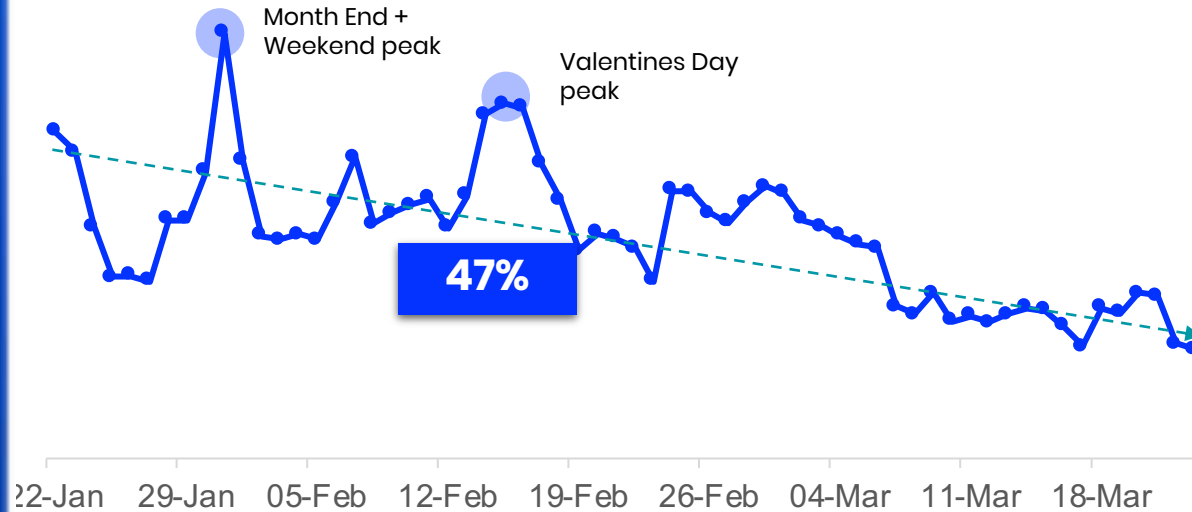
As the first cases of Covid-19 get confirmed on Jan 25th, footfall in gyms and fitness centers witness a temporary drop but pick up again soon as the numbers plateau.

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,

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Beauty Salons



Footfall trend in Beauty Salons

Summary Report

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

Highlights

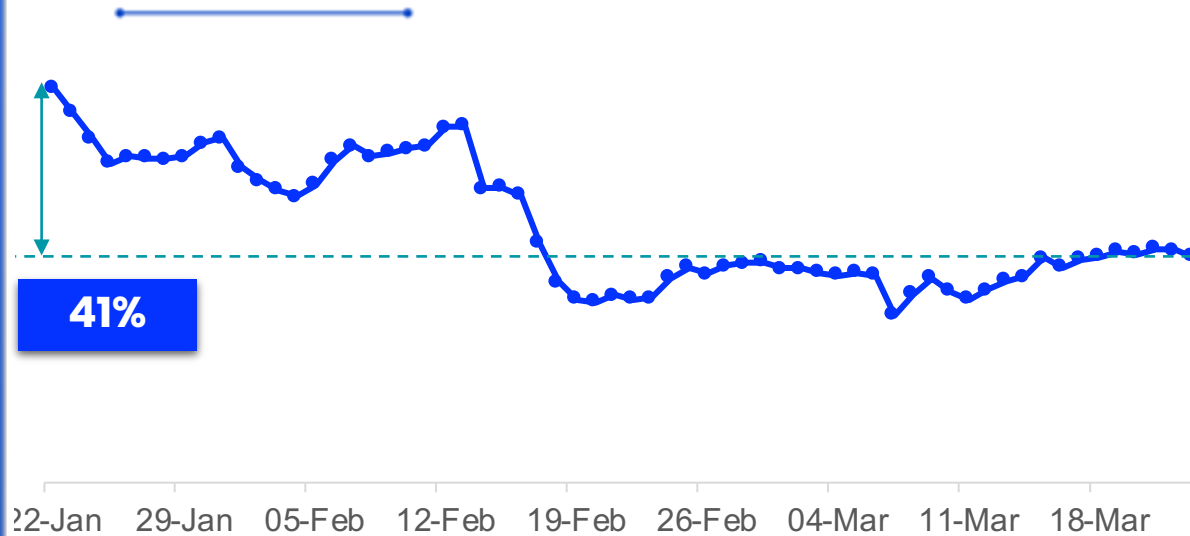
1 Gradual Fall with Occasional Peaks

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.

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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

1

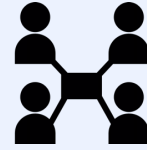
Sudden Fall after Valentines

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.

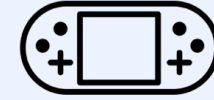
App Usage Skyrockets

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%**



News apps see **250% growth**

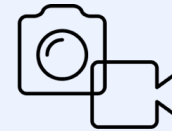


Image and Video Editing apps see a **53% surge** in usage



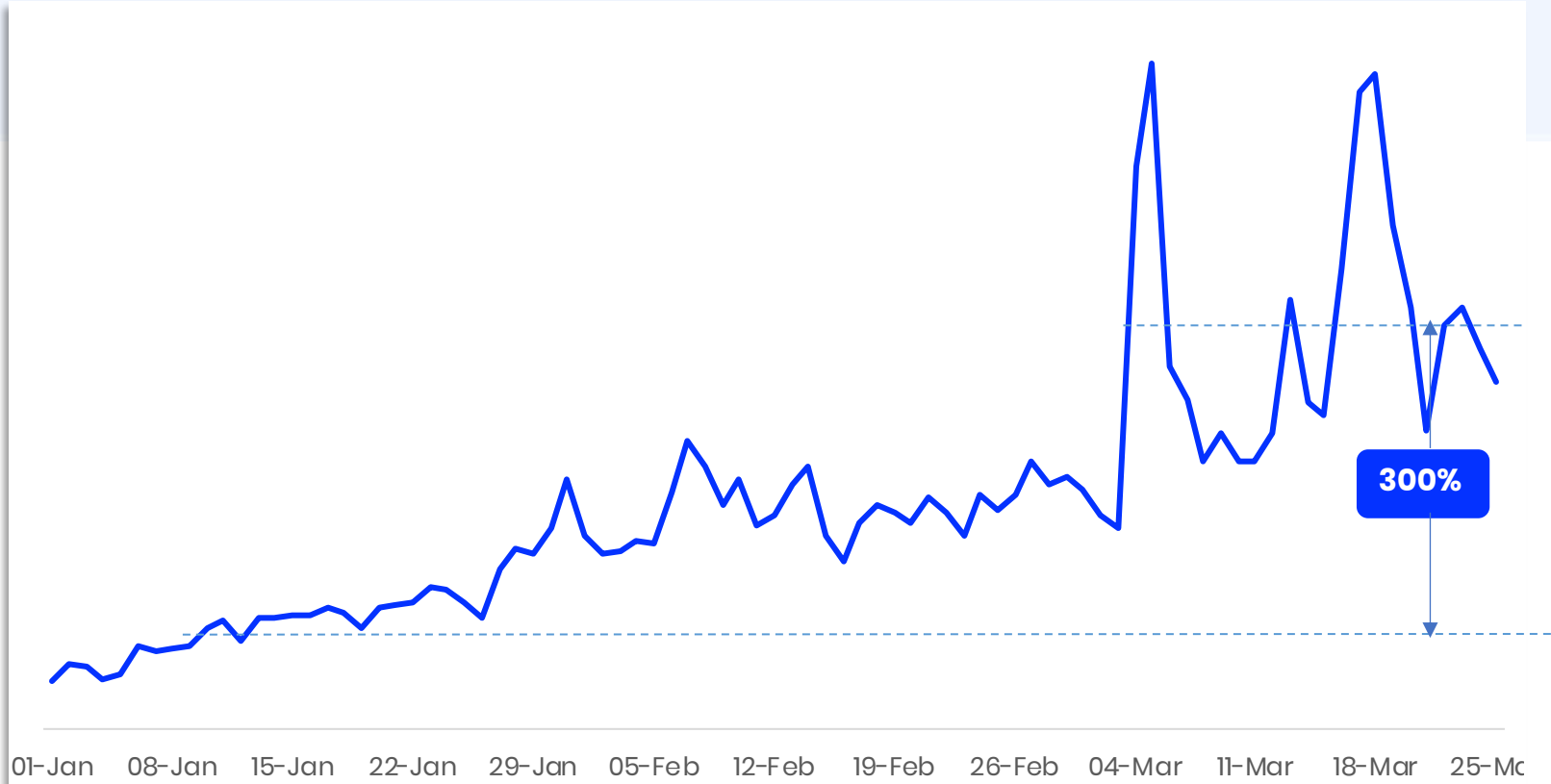
Community and dating apps see a **100% surge** in usage

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



In-app Usage



Highlights

- 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

Summary Report

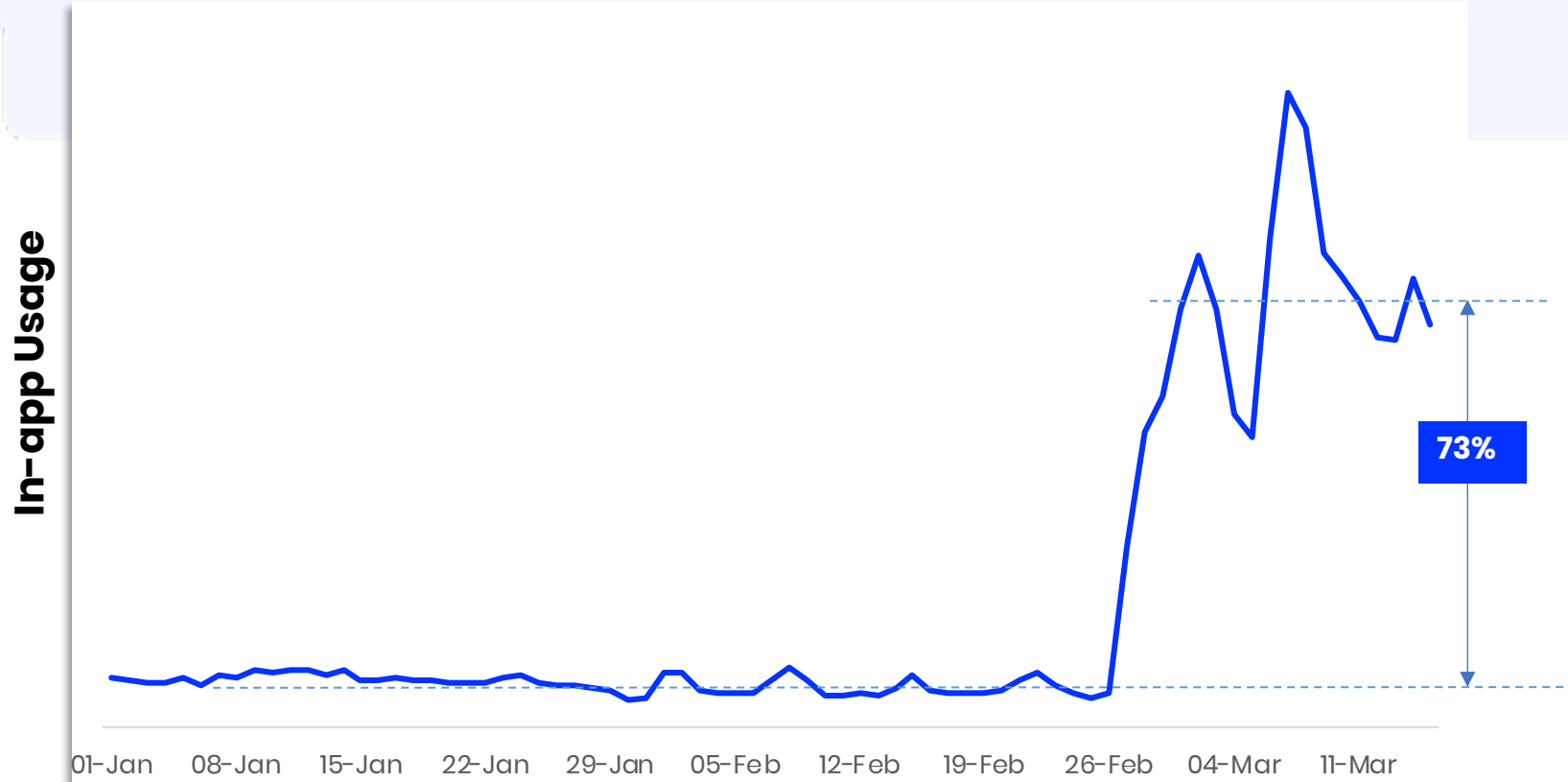
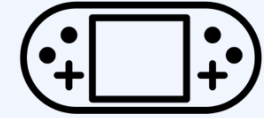
Since March, there has been a steep increase in the usage of Gaming apps.



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Arcade, Strategy and Trivia gaming apps grow in popularity



Highlights

- 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

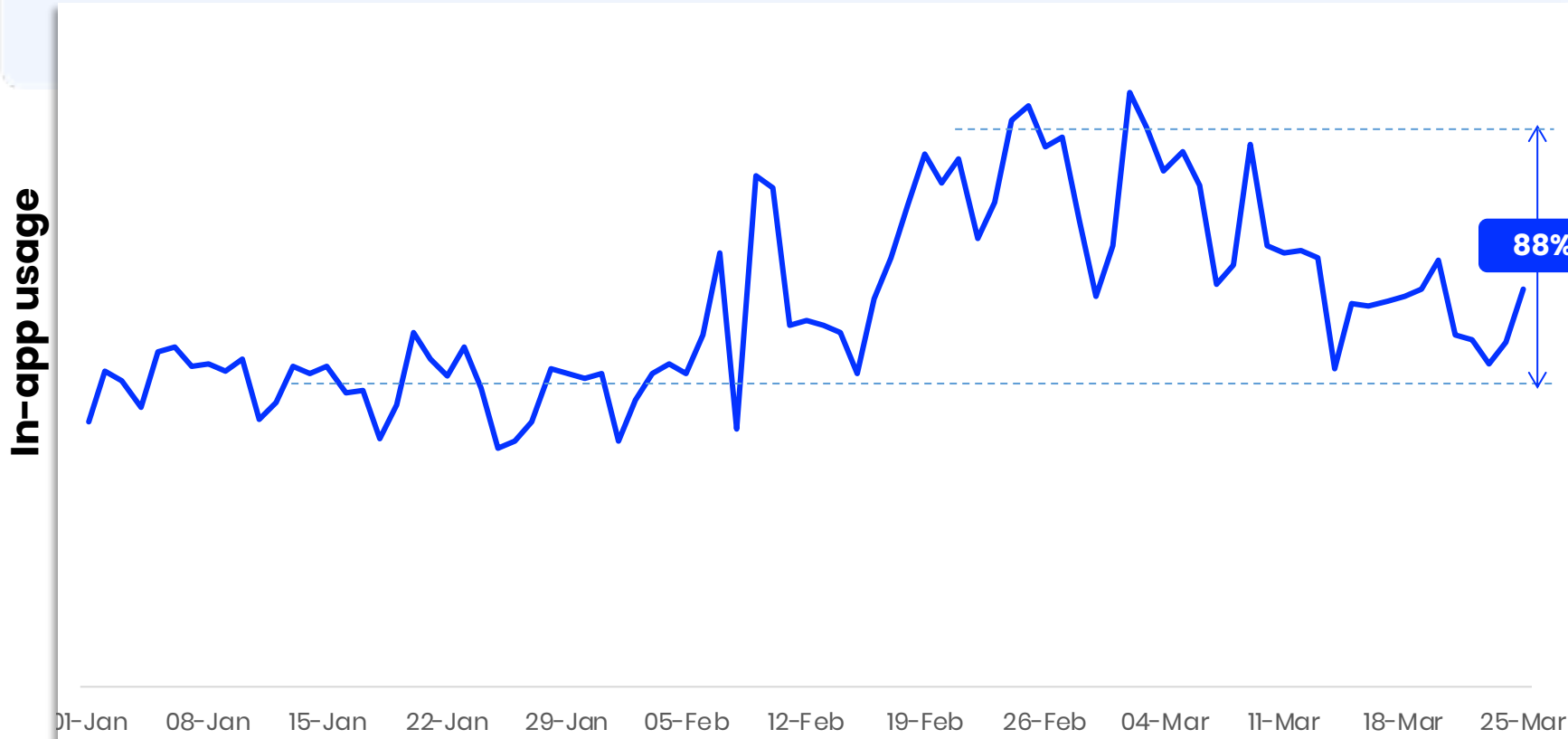
Summary Report

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



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Flight tracking and booking app usage grows by 88%



Highlights

Covid-19 outbreak

- 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

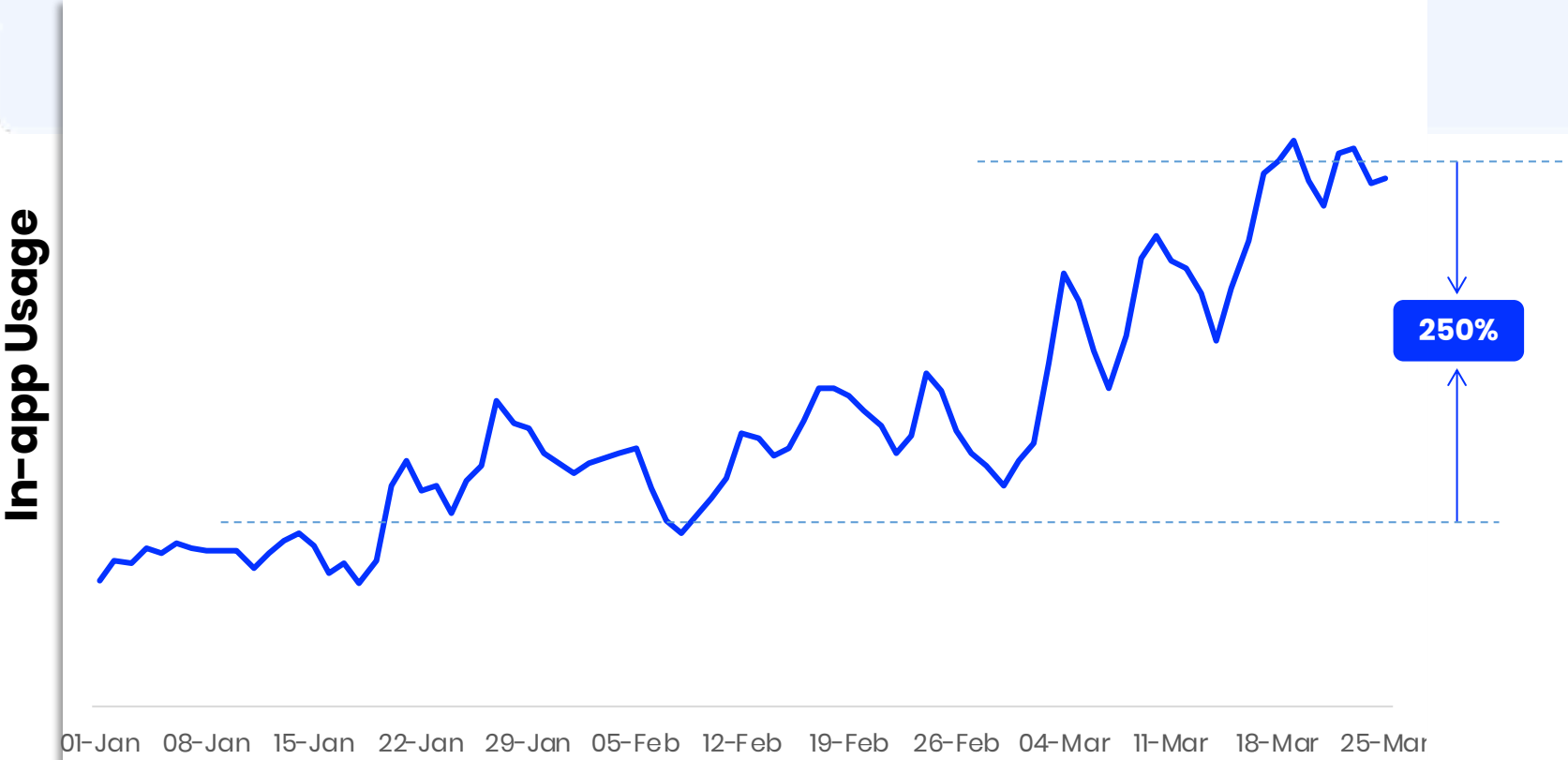
Flightradar24 | Flight Tracker and TripView Lite, are the major contributing apps



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News apps are the biggest source of information



Highlights

1 **Covid-19 outbreak**
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.

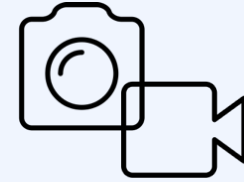
2 **News magazines and Ent.**
Most of the app usage in the news category is driven by popular entertainment and magazine news apps.

Summary Report

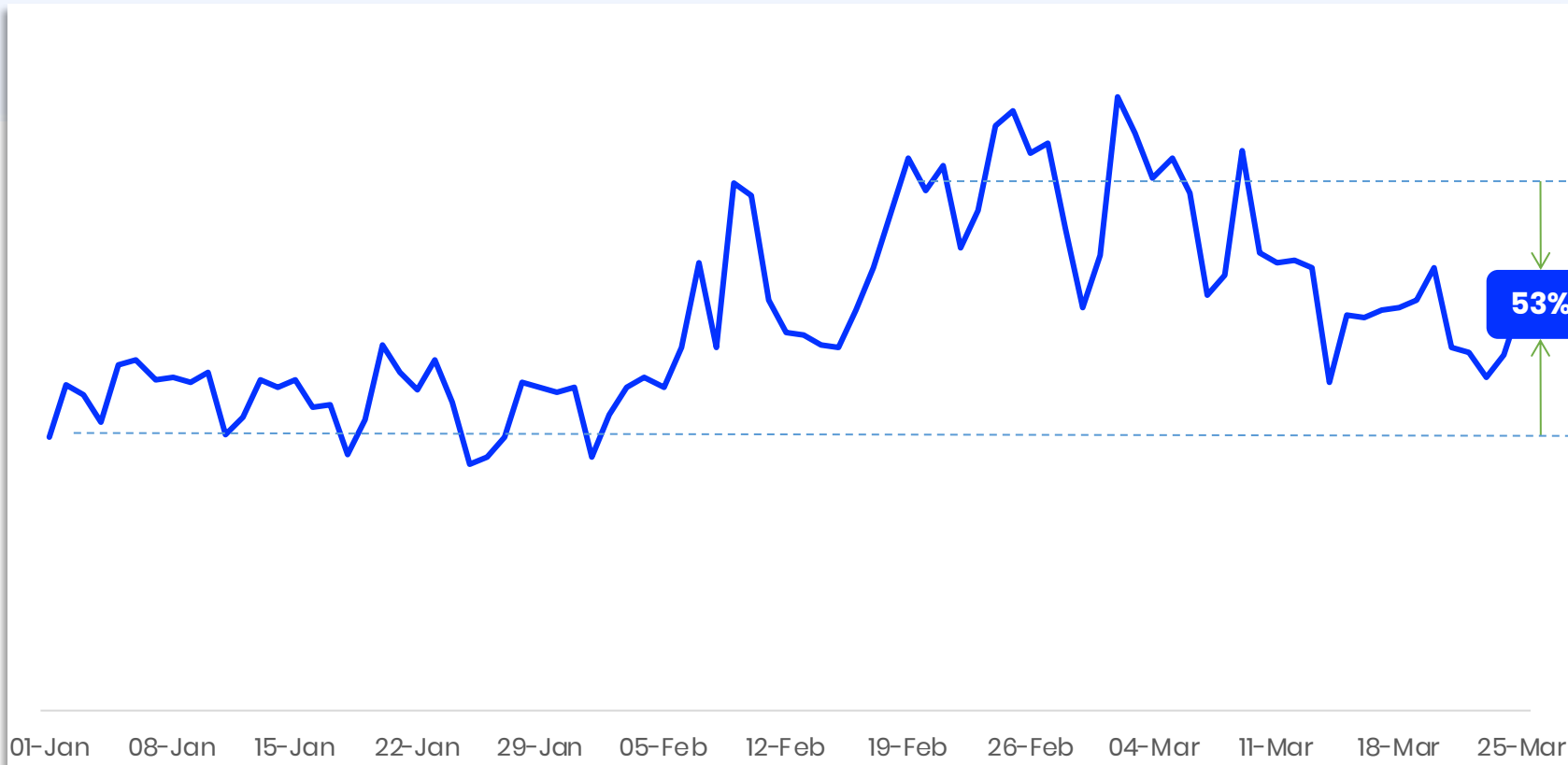
Since 25th Jan, there has been a gradual increase in the usage of News, Magazines, Newspapers and Podcast apps



Image and Video editor app usage peaks due to remote working



In-app Usage



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

Summary Report

Since 5th March, there has been a steep increase in the usage of Image and Video editing apps



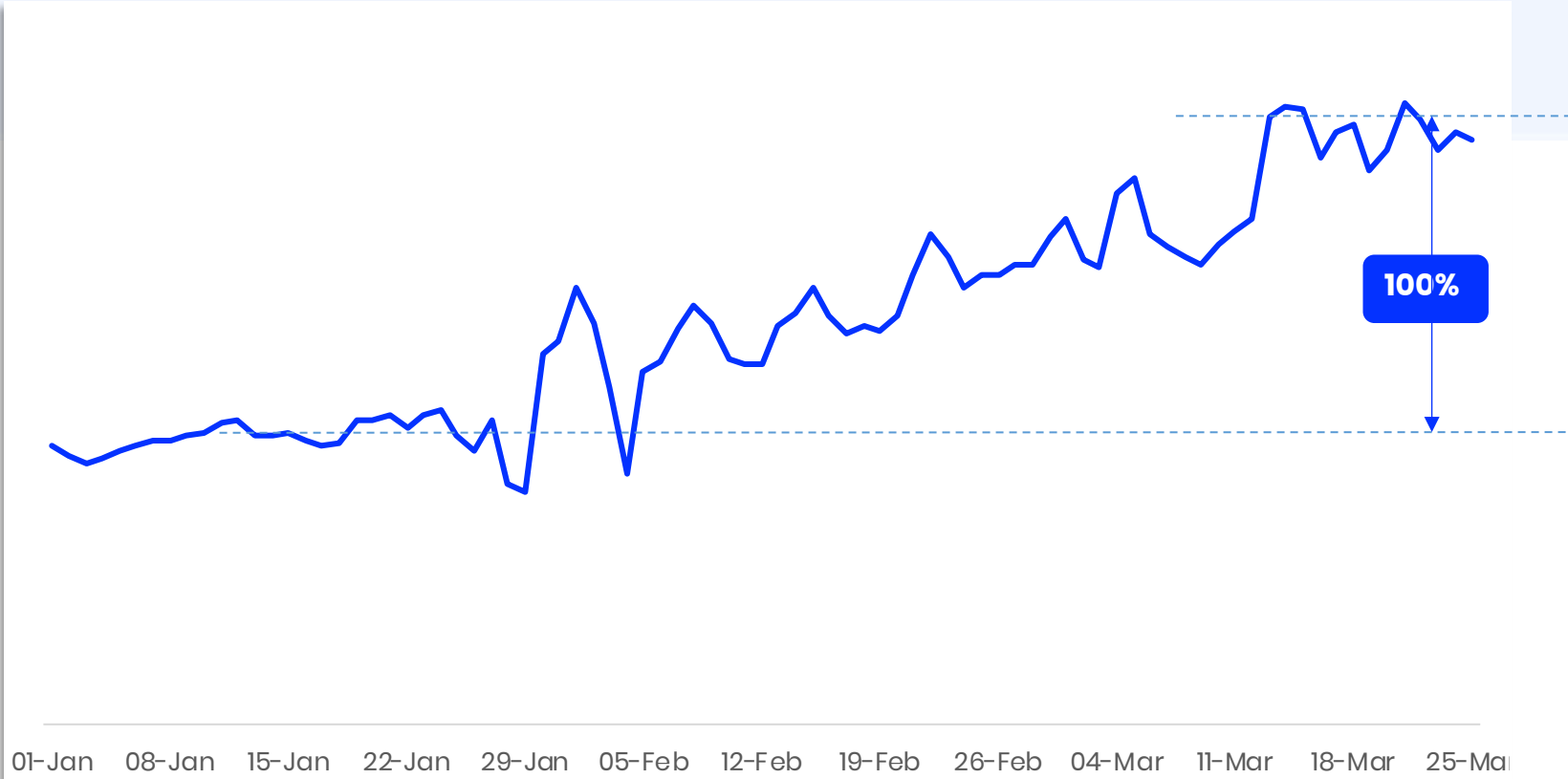
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Social apps witness a 100% surge in usage



In-app Usage



Highlights

- 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

Summary Report

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



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Unique Data Signals

SDK data that delivers the richest “truth-set” of consumers (location, app level data, and offline and online behavior).



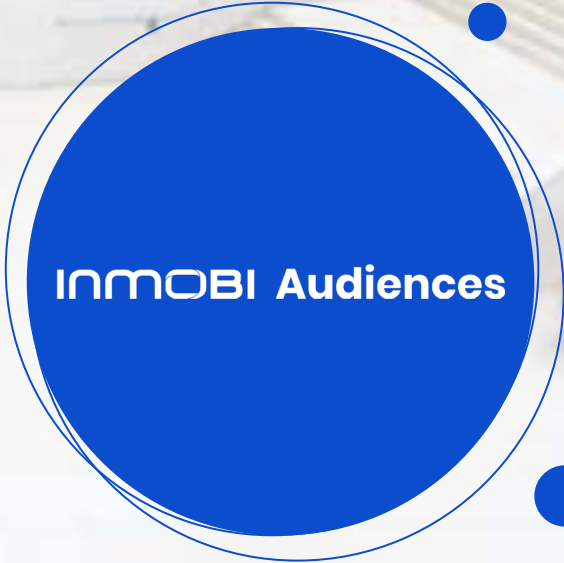
Accuracy at Scale

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

InMobi Marketing Cloud

