



About this Report

In April, Socialsuite launched a free COVID-19 impact monitoring technology for any organization to rapidly listen, understand and act to help their people during the COVID-19 crisis.

Importantly, every user can immediately learn what is working for other similar organizations, and then share their results compared to global trends to gain actionable insights.

Our vision is that organizations around the world will use this free tool to learn from each other.

We launched our first impact report last month based on 417 organizations who have participated in our initiative.

As we share our May Impact Report, a total 857 organizations have registered for our free initiative.

While we've seen an increase in the number of organizations participating in this initiative, we need more organizations to come on board as this means a **stronger data set** for greater learnings and deeper insights.

We hope you get valuable insights from the data in this report.

How it works: Collecting the data

- Organizations register for free access to a secure portal
- Send the survey link to your people - staff, beneficiaries, affiliates
- Follow-up surveys will be sent automatically
 - Baseline
 - Weekly for 2 months
 - Monthly thereafter
- Survey respondents can opt out at any time
- 5 - 8 minutes completion time
- Monitor your organization's results through your own private dashboards, or view global trends through a global aggregated dashboard

Covid-19 Social Impact Assessment Survey

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Sense of Resilience

1.

1 - No Stress at all 2 3 4 5 6 7 8 9 10 - Very Stressed

Thinking about the current COVID-19 situation, how would you rate your level of stress during this time?

2. Thinking about the current COVID-19 situation, what activities are providing relief for you during this time?

3. Thinking about the current COVID-19 situation, what support do you require during this time?

4. Thinking about the current COVID-19 situation, are you currently volunteering or helping other members of your community?

No
 Yes

Next

Impact Measurement by Socialsuite

How it works: The survey focused on measuring six key domains

- **Resilience** - Measures stress levels, what support do people require during this time, are people still volunteering or helping others despite the obstacles they themselves are going through?
- **Loneliness and Social Isolation** - Measures people's sentiments towards social isolation and challenges they may face
- **Anxiety and Fear around Mortality** - Measures people's sentiments towards contracting the virus, fear of death, and whether they have access to accurate and factual information
- **Employment and Income** - Measures people's sentiments towards their job security, confidence in gaining future employment, how day-to-day living has been impacted
- **Access to Basic Needs and Services** - Measures people's perceptions around their need to stockpile, do they worry that their access to services and essentials will stop
- **Sense of Community and Safety** - Measures people's perceptions around social cohesiveness, whether they still feel safe in their communities, and if they feel vulnerable members in their communities are being supported

How it works: Dashboards at a local and global level

Social Impact Assessment



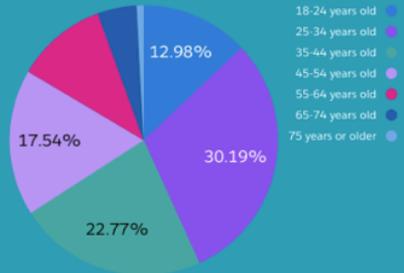
Filters

Time Filter

Select one or more Months



Age Bracket



Social Impact Snapshot

Top Impact Areas

View Details (opens in new tab)

Resilience



65%

of people have a stress rating of 7 or more out of 10

Loneliness & Social Isolation



28%

of people feel lonely



11%

of people do not maintain regular virtual contact with friends and family

Anxiety and Fear around Mortality



52%

of people are worried about being infected by COVID-19



32%

of people believe themselves and their family would not recover if they were to become infected



11%

of people do not have access to accurate facts and information on when to get tested for COVID-19



7%

of people do not have access to accurate facts and information on when to self-quarantine

Employment & Income



35%

of people feel that their job is at risk as a result of COVID-19



70%

of people say that their spending habits have changed since the COVID-19 pandemic



26%

of people say that they are unable to continue providing for their families as a result of the COVID-19 pandemic

How you can help

Hundreds of organizations are already collecting data and gaining insights. The more organizations that use this tool, the more useful the data becomes.

- **Share the registration link with organizations you know**
<https://socialsuitehq.com/covid-19-assessment/>
- **Share this report with those who may be interested, who can supplement their research using our global trend data**
- **Register your own organization and see what is helping others get through the pandemic**

Impact Insights

May 2020

Since launch, we've had the following participation rates

857
Organizations participated in
the Assessment

3,014
People submitted baseline
surveys

5,856
People completed Baseline
and follow-up Surveys

As at May 31st 2020

Top 5 Participating Regions

- Australia
- United Kingdom
- South Africa
- United States of America
- South America

May Highlights

- Over 45 year olds were more likely to report higher stress levels compared to under 35 year olds. This is in contrast to April's findings, where 18 – 35 year olds reported higher stress ratings.
- The most common causes of stress continue to be financial strain (due to business shutdown, job loss); and boredom and frustration from inability to socialise.
- Compared to last month, more people in May reported frustrations with working from home. People may be starting to feel “cooped up”, and the novelty of working from home could be wearing off.
- Anxiety and depression continue to be the most frequently cited mental health concern.
- There is a slight upward trend in financial outlook in May compared to April. Less people felt that their jobs were at risk; and were less likely to report changes to their spending habits. More felt confident that they could continue providing for their families.
- People had more positive perceptions of their communities in May compared to April.

Over 45 year olds were more stressed in May



67%

of people have a stress rating
of 7 or more out of 10

Over 45 year olds made up
the majority of this group

Number of responses = 3,628 (includes
Baseline and Weekly Check-In Surveys)



Average stress ratings are
tapering, with peak reported
in April

- May's findings are in contrast to April, where 18 – 24 year olds were more likely to have a stress rating of 7 or more out of 10.
- Average stress rating was 5.8 out of 10 in April, compared to 5.5 in May
- More respondents in May are citing stresses with working from home under non-ideal conditions
- Stress in May was also frequently associated with financial concerns (e.g., inability to pay off loans, business shutdowns)

People want help accessing essential services, and to feel secure

Top Areas People Asking for Support In:

- **No support needed (28% of responses*)**
- **Financial Support (14%)**
 - Due to job loss
 - Due to business shutdown
 - Assistance with loan repayments
- **Access to essential services and supplies (13%)**
 - Being able to see a doctor when needed
 - Concern about elderly parents/relatives not seeking medical attention when required
- **Sense of Security (11%)**
 - Knowing when the lockdown would end and having something to look forward to

In April, the top support areas requested were:

- Financial Support
- Having someone to speak to
- Support from employer

“My home is no longer my sanctuary”

“The relationship with my team at work is breaking down”

“Having to work from home in not ideal conditions – I have two young children and it’s very difficult”

“Not being in sound body and mind as time seems to be in a loop. It’s moving yet it’s completely still”

“I am worried about how social isolation is going to affect my mental health either in the short or long term”

Keeping active remains the most important form of relief

Top 3 Activities Providing Relief to People:

- **Exercising and keeping active (23% of responses*)**
 - Walking = most frequently reported exercise type
 - Running
 - Outdoor activities e.g., bike rides
- **Hobbies (17%)**
 - Craft
 - Projects around the house
 - Projects with kids
- **Keeping virtual contact with family and friends (10%)**
 - Regular video calls with family and friends

* Number of coded responses = 2,670 (includes Baseline and Weekly Check-In Surveys)

“Catching up with friends via Zoom and Facetime has really helped”

“Walks with family and having chat sessions with grandchildren”

“Keeping up with my hobbies like gardening, as well as a good dose of outdoor fitness like walking and running.”

“Home workouts, reading and meditation have been helpful”

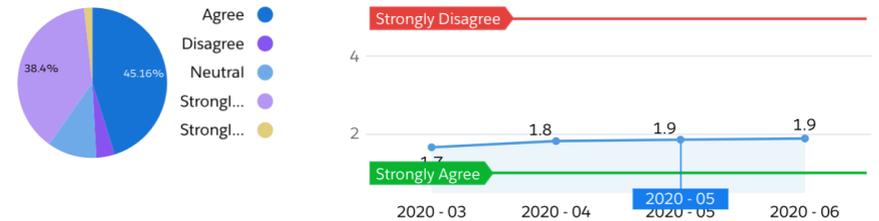
People's loneliness ratings changed little over the last 2 months

I do not feel lonely during this time



Average loneliness ratings remained consistent in April and May

I have people who I can speak with during this time



Most people had someone they could speak to. This trend remained consistent in April and May

May's top 3 concerns about being socially isolated:

- Loss of connection with social network (14% of responses*)
- Mental health concerns (9%)
- Loss of routine, motivation and/or freedom (9%)

* Number of coded responses = 2,743 (includes Baseline and Weekly Check-In Surveys)

In April, the top 3 concern areas were:

- Loss of connection with social network
- Mental health concerns
- Financial strain

Soundbites

“I am concerned about my inability to help my child who is overseas”

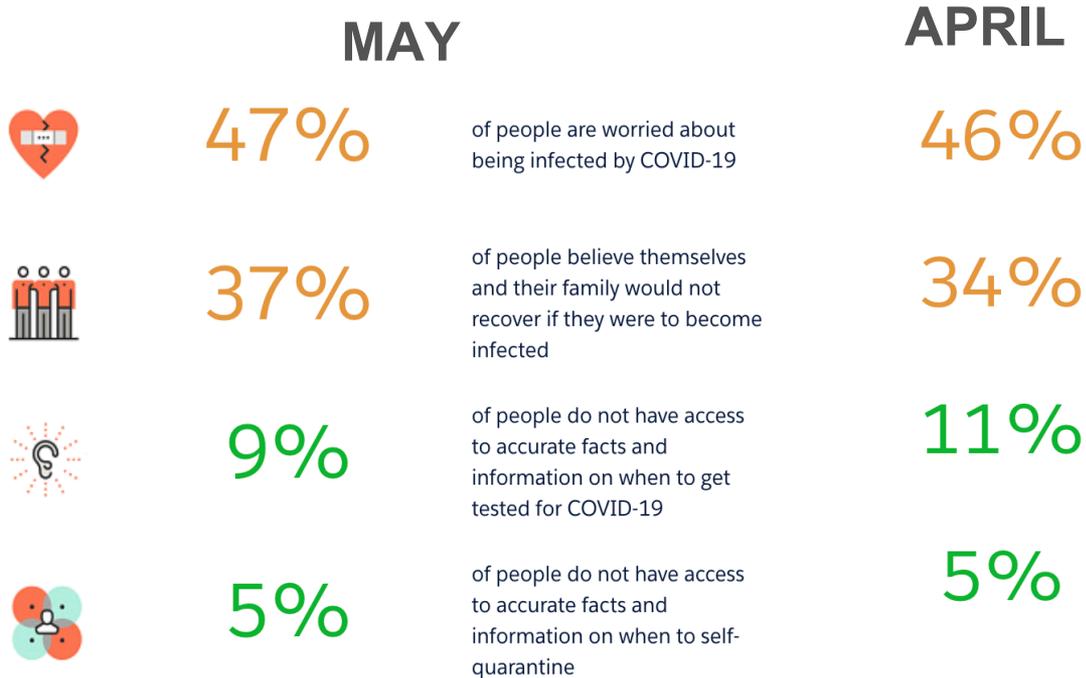
“I’m isolated and my depression is starting to show again. I miss my children and am worried about my elderly mother”

“I cannot get a good read of how I am performing at work. Feedback is limited due to everyone being remote. This is causing me anxiety.”

“I can finally go back into the office a couple of days a week. Such a relief!”

“Is this the new normal? I am not usually an introvert but I feel like I am turning into one”

People are still worried about being infected. There was a slight upward trend in people believing they would not recover



More people in May believed they would not recover if they became infected;

More people in May reported having access to accurate facts and information on when to get tested

Less people felt that their jobs were at risk, and were spending more compared to last month

MAY



29%

of people feel that their job is at risk as a result of COVID-19



63%

of people say that their spending habits have changed since the COVID-19 pandemic



17%

of people say that they are unable to continue providing for their families as a result of the COVID-19 pandemic

APRIL

35%

69%

24%

More people in April felt that their jobs were at risk, and reported a change in their spending habits.

Less people in April were confident that they can continue providing for their families

Soundbites

“Our business has been impacted through loss of revenue and momentum.”

“In the work sense this has increased our client caseload but heavily decreased our opportunity to place work-ready clients in employment as businesses are closing. We are also unsure if we will have to eventually close our doors.”

“Business is closed, and we have no income. Unsure of how or if we would reopen.”

“We are currently building a new home and have taken out loans. Unsure of what the future holds and whether our home will be completed”

“The sale of our house has been impacted as the buyer has been delayed in getting finance”

People in May were generally concerned about:

- Longer-term economic implications
- Business shutdowns and resulting impacts on staff
- Loan repayments and declining superannuation value

People in May were less worried that their household supplies will run out, compared to April.



MAY

9%

of people are worried that their household supplies will run out

APRIL

17%

More people in April were worried about their household supplies running out, and that they would not be able to afford household supplies

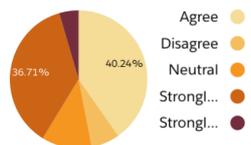


10%

of people are worried that they would not be able to afford basic supplies

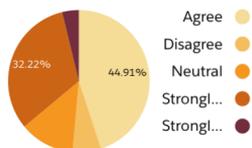
18%

I am confident that my household will not run out of food and supplies



People in May were less worried of running out of food and supplies

I am confident that my household can continue to access to basic utilities and services



People in May were more confident that they could continue accessing utilities and services

People in May felt more positive about their communities compared to April.

MAY



46%

of people say that social distancing has had a negative impact on their community

APRIL

51%



22%

of people feel that the vulnerable members of their community are not well supported during this time

29%

More people in April felt that vulnerable community members were not well supported



33%

of people do not feel safe going out

33%

In the next report, we will look at:

- Provide insights on **how responses differ geographically**, particularly across Australia, South Africa, United Kingdom and the United States
- Dive deeper into **how people are coping at Month 3** since launch of our initiative

About the author of this report



Dr Clara Ong
Socialsuite Co-Founder &
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Clara graduated with a PhD in Psychology from the University of Western Australia. She spent several years working with large resource companies to implement and deliver socio-economic impact assessment studies, helping these companies understand how their operations have impacted local and regional communities. Clara has a passion for designing qualitative and quantitative research methodology for the purpose of stakeholder consultation, particularly with Indigenous and remote communities. With a career in impact measurement methodology, design and technology spanning more than a decade, Clara co-founded Socialsuite to help organizations use technology to measure and monitor their impact on people,

About Socialsuite

Socialsuite produces technology that helps a diverse range of organizations monitor their impact on people. It is a global leader in impact-management software.

Socialsuite's simple, easy to use technology rigorously measures the potency of social investment programs to greatly enhance accountability reporting.

Its automated data-collection, analysis and reporting tools provide accurate and timely insights for organizations that need to demonstrate evidence of their impact.

Socialsuite is a fast-growing global company based in Melbourne, Australia. It has clients across Asia Pacific, Americas and Europe.

Find out more at socialsuitehq.com.