

# COVID TIMES

How COVID-19 is changing us  
1 July 2020



# AN UPDATE FROM US

Kia ora. We're pleased to bring you the latest edition of Colmar Brunton's COVID Times. This edition focuses on reaction to the Government's handling of the pandemic. It also examines how COVID-19 is shaping our behaviours and attitudes.

The research took place 12 to 17 June. The majority of interviews were conducted before the story broke about two women testing positive after driving from Auckland to Wellington.

## So, how are New Zealanders reacting ...

The overwhelming majority of New Zealanders support the Government's handling of the pandemic. Approval levels are well ahead of those seen in all G7 countries, and double those in Japan and France.

**How much do you approve or disapprove of the way the Government is responding to the coronavirus outbreak?**



However, despite the overwhelming positivity towards the Government, there are signs that it is waning.

- Overall approval has dropped from 87% in late April to 81% now.
- Trust in the Government to deal with national problems has dropped from 86% to 77% now.
- An increasing number of New Zealanders are saying that the Government has focused too much on health and not enough on the economy – 18% in late April to 29% now.

# A picture of how COVID-19 is changing our behaviour and attitudes is emerging ...

1

New Zealanders are much more open to hearing from the Government now than before the pandemic.



**28%** say they're now more likely to follow the Government's advice.



**26%** say they're now more likely to pay attention to advertising which tells them how to do things safely.

2

New Zealanders are now more likely to critically evaluate what they're hearing and seeing. So, while people are more open to hearing from the Government, they will evaluate what they're hearing before deciding, or not, to act.



**23%** say they're now more likely to criticise Government policies if they don't agree with them.



**42%** say they're more likely to question whether media stories are true.



3

The bulk of New Zealanders are not reconsidering their career choices or changing occupation as a result of the pandemic. One of the reasons for this is that a growing number of New Zealanders are more confident that COVID-19 will have no impact on their personal income.



**Only 13%** say they are more likely to change occupation as a result of the pandemic, 8% say they are less likely.



**Only 12%** say they are more likely to retrain to move into a different career as a result of the pandemic, 8% are less likely.

In early April only 22% of New Zealanders said that Covid-19 will have no impact on their personal income. This now sits at 38%.

4

The pandemic has brought New Zealanders closer together and is making the country a kinder, more accepting place. However, it is also making us more isolationist from the rest of the world.



**30%** say they're more likely to be understanding of those different to themselves.



**26%** are more likely to chat with their neighbours.

**Only 7%** say they will be supportive of more immigration to New Zealand in the future, while 26% say they will be less supportive in the future.





## When the solution to COVID-19 finally arrives most, but not all, of us are willing to adopt it.

If a vaccine is made available to protect against coronavirus, how likely would you be to get such a vaccination for yourself?



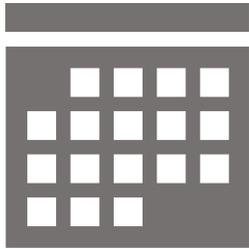
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Want to know more?

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You can contact Edward at [Edward.Langley@colmarbrunton.co.nz](mailto:Edward.Langley@colmarbrunton.co.nz).

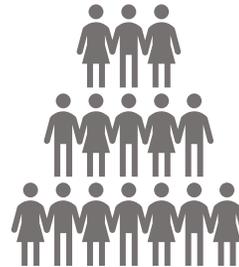




## Fieldwork dates

12-17 June 2020

Where possible, results are compared back to the first and second COVID Times surveys taken on 3-5 April and 20-21 April.



## Sample

600 New Zealanders aged 18+

The results have been post-weighted to match New Zealand population proportions for age, gender, location, ethnicity, and education level according to 2018 Census counts.



## Survey type

Online surveys

All respondents were sourced from the Colmar Brunton panel.

## Comparisons to G7 countries

Many of the questions in this survey were first developed for the Global Public Division of Kantar (Kantar is Colmar Brunton's parent company). They were asked of residents of G7 countries. Where relevant, the New Zealand results are compared to the G7 results. Each country's results are based on 1,000 residents.

The latest G7 surveys were taken from 28 May to 1 June.



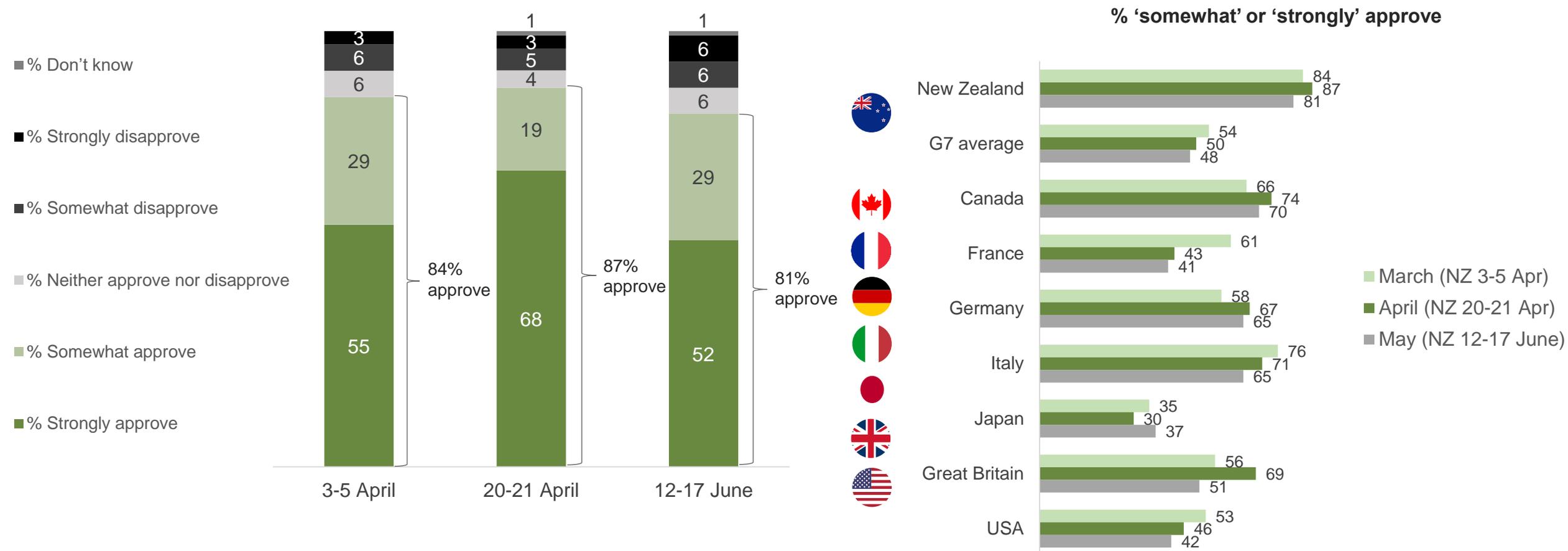




# Approval of the Government's handling of the pandemic remains high, but has slipped slightly from its peak in late April



How much do you approve or disapprove of the way [YOUR COUNTRY'S] Government is responding to the coronavirus pandemic?



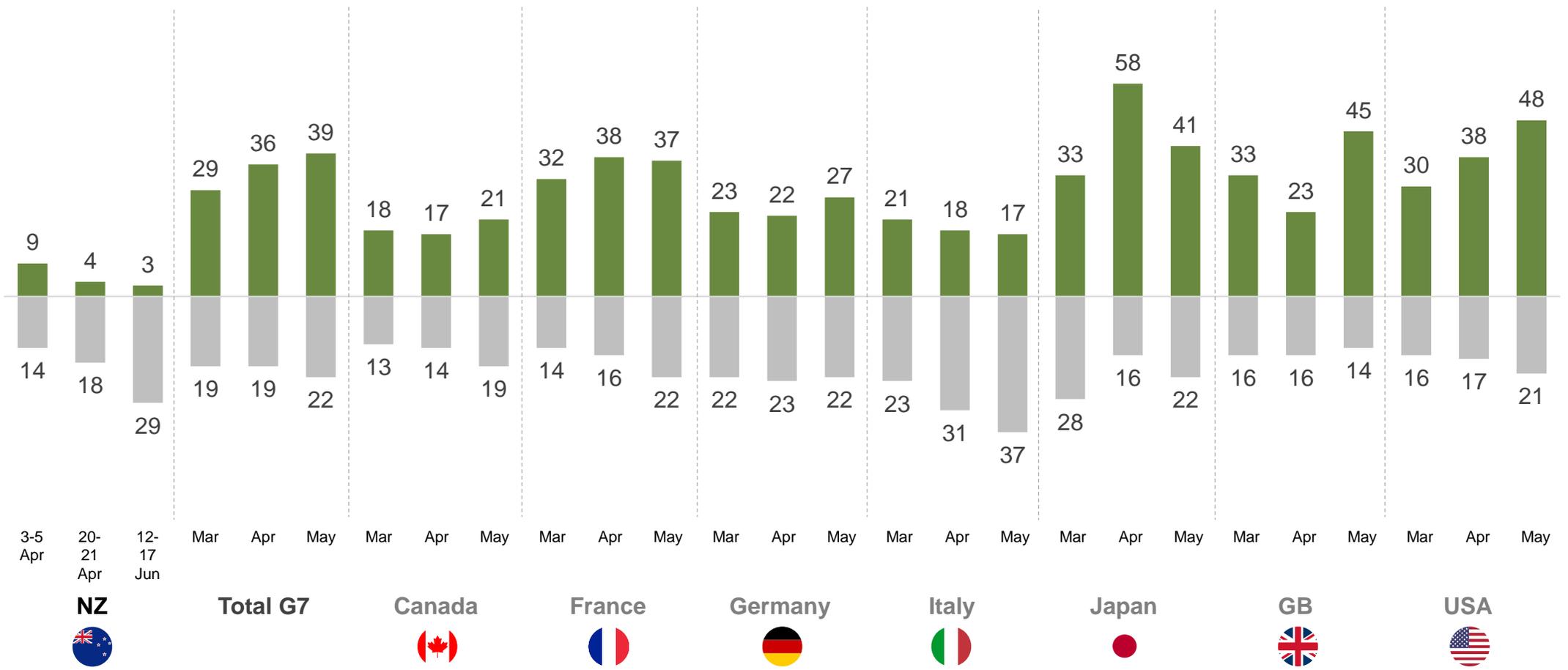
Base: All New Zealanders 18+ (n=600); G7 countries (n=1000 each)

# An increasing number of New Zealanders think the Government is placing too much emphasis on health and not enough on the economy



Which of these comes closest to your view on how [YOUR COUNTRY'S] Government is responding to the coronavirus outbreak?

■ % Too much on economy, not enough on health  
 ■ % Too much on health, not enough on economy

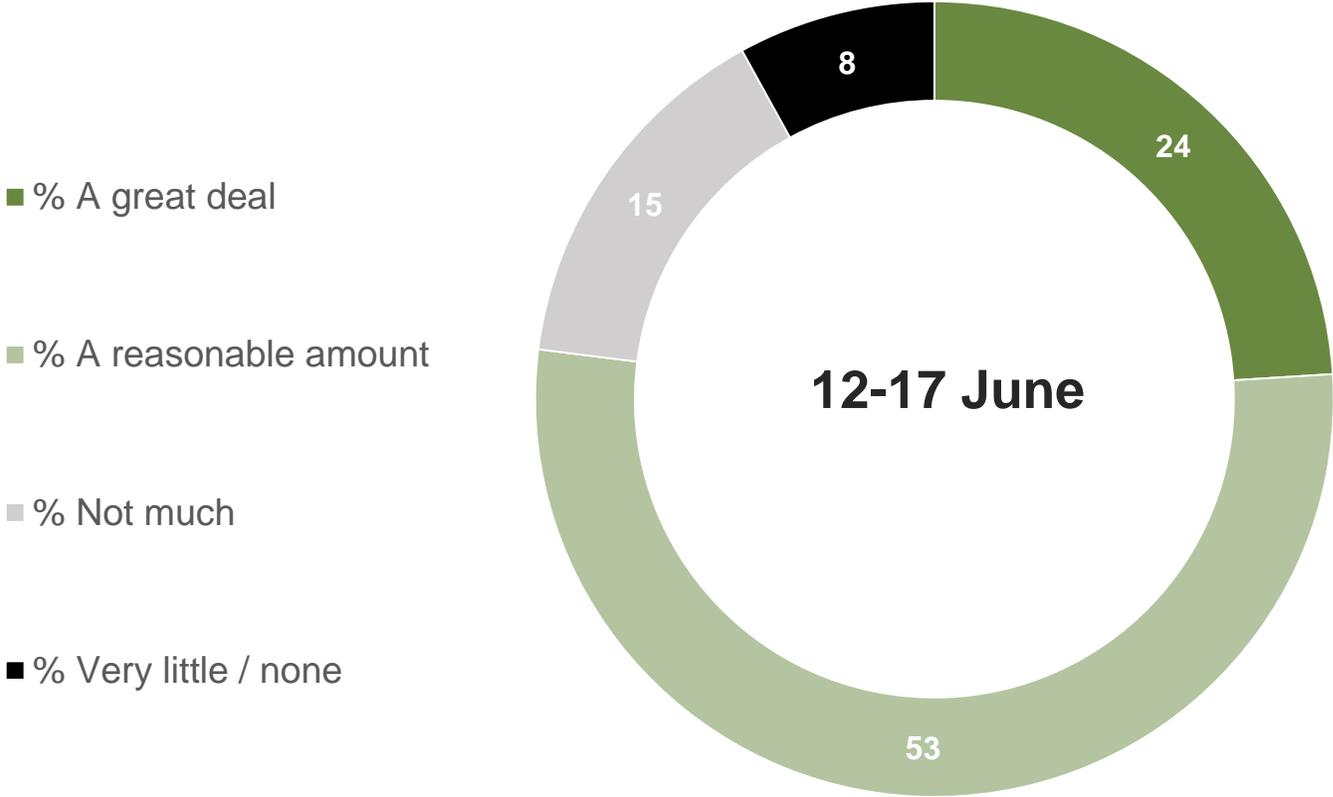


Scale points not shown are: 'They have the balance about right, Don't know'  
 Base: All New Zealanders 18+ (n=600); G7 countries (n=1000 each)

# Similar to the approval rating (slide 10), trust in the Government to deal with national problems remains high, but has slipped from its peak in late April



How much trust do you have in the Government to deal successfully with national problems?



**'A great deal' or 'a reasonable amount' of trust in the Government:**

|            |             |           |             |
|------------|-------------|-----------|-------------|
| 77%        | 86%         | 83%       | 59%         |
| 12-17 June | 20-21 April | 3-5 April | Pre-crisis* |

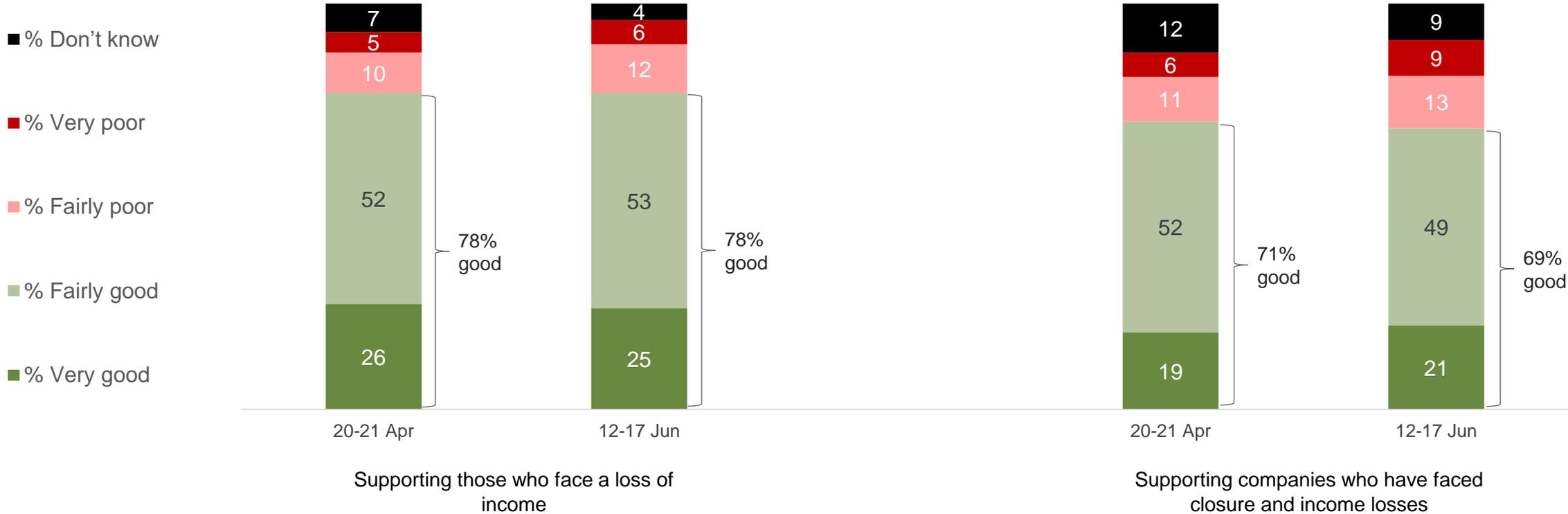
Base: All New Zealanders 18+ (n=600)

\*note: 2020 Public Trust Survey conducted for the Institute for Governance and Policy Studies at Victoria University of Wellington

# A majority of New Zealanders think the Government's financial support for people and businesses has been good



How would you rate the New Zealand Government on...?

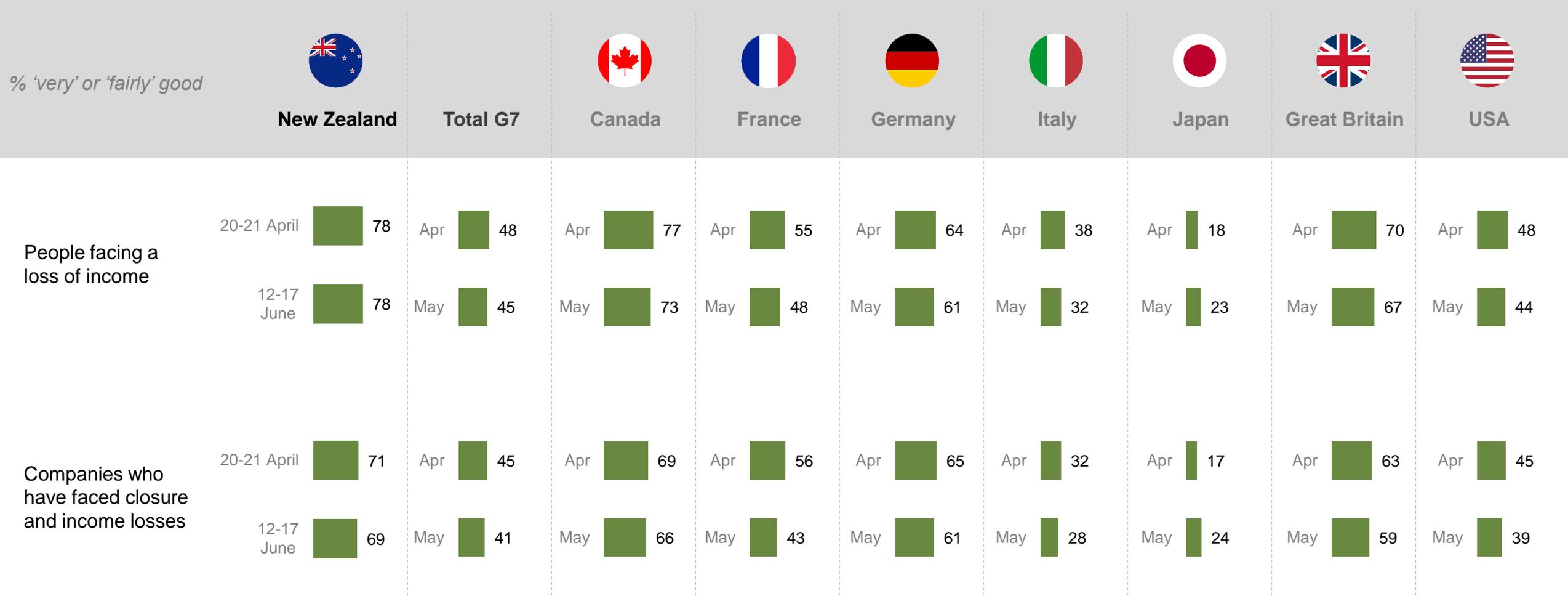


Base: All New Zealanders 18+ (n=600). These questions were not asked in the 3-5 April research

# The rating of the Government's financial support is much higher than the G7 average



How would you rate [YOUR COUNTRY'S] Government's response when it comes to supporting...?



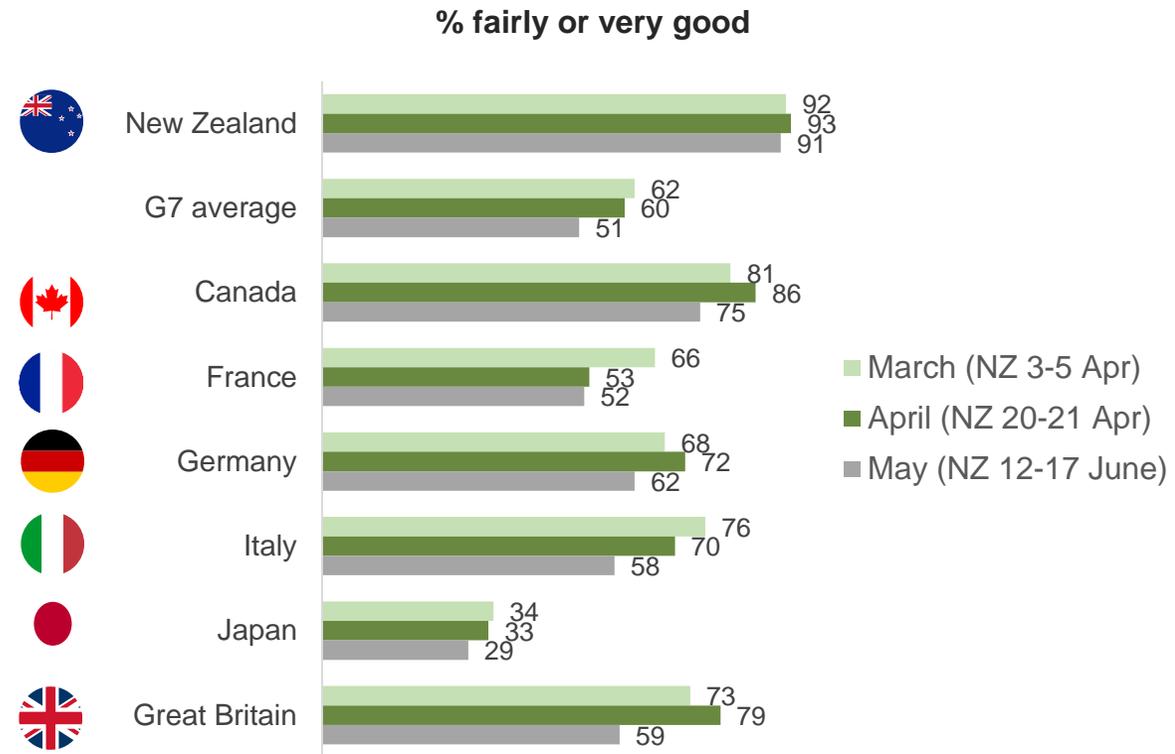
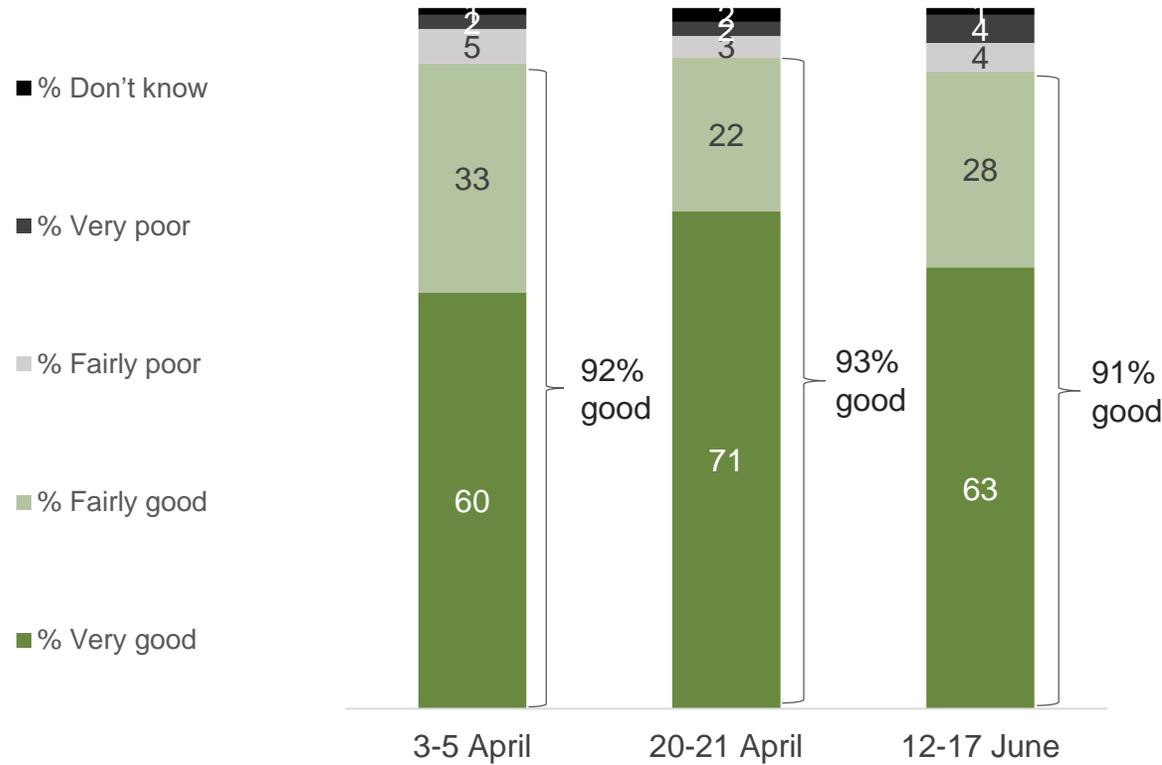
Base: Total (All New Zealanders 18+ n=600; G7 countries n=1,000 each). These questions were not asked in the 3-5 April research



# Nine of every ten New Zealanders think the Government's communication about the pandemic has been good – this is higher than all the G7 countries



How would you rate [YOUR COUNTRY'S] Government on how it is communicating information about the coronavirus outbreak?



# Examples of what people said they liked about the communication



“

*Daily updates that I can watch and interpret in my own way without a media slant.*

*The people fronting the public are presenting information in plain language which is shown in graphics. The message is consistently projected at the same time everyday in the same format. Questions are answered by the PM, Jacinda Ardern, or Dr Bloomfield to the best of what information they have. If they don't have that info they find out and share later. Other front people follow the same format - constant clarity, NO BS!*

*I love the updates and feel like we have been told all we need to know and have had a great deal of information passed along.*

*It is always clear and concise and in language which is understandable without trying to over complicate things.*

*The consistency with which they are giving information - on a daily basis. They don't try to tell us they are very good, just human, and they admit to mistakes which is rare is a government. the way they have tackled Covid-19 which has made us Covid-19 free for the present and have admitted it is probably going to come back.*

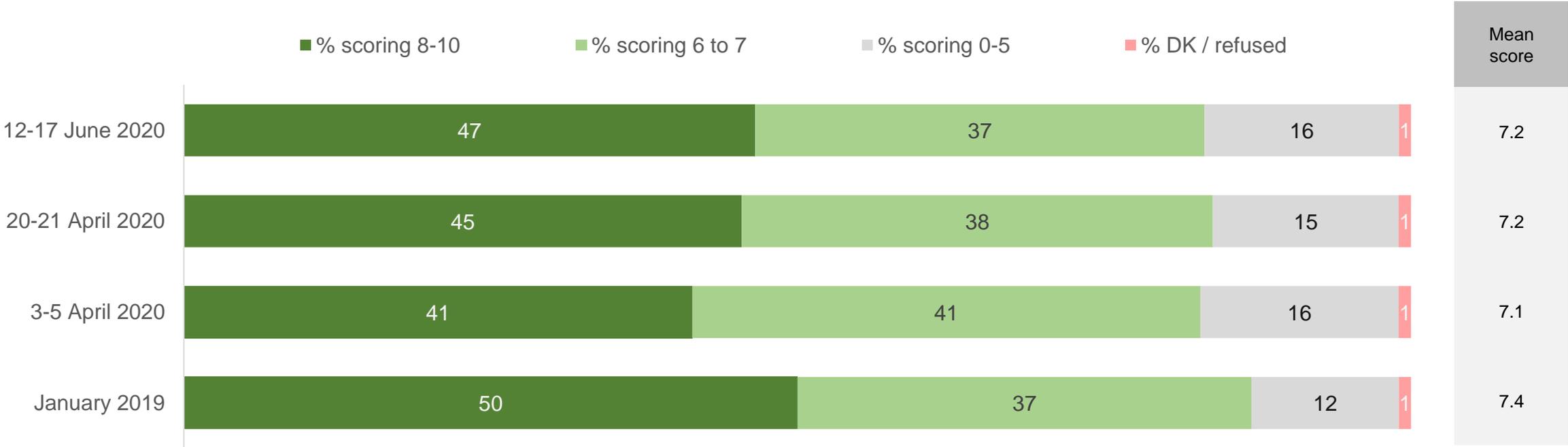


# New Zealanders' satisfaction with their lives is gradually improving, but is not yet back to pre-pandemic levels



Would you say you feel each of the following more or less than you typically did before the coronavirus outbreak?

% of all New Zealanders 18+



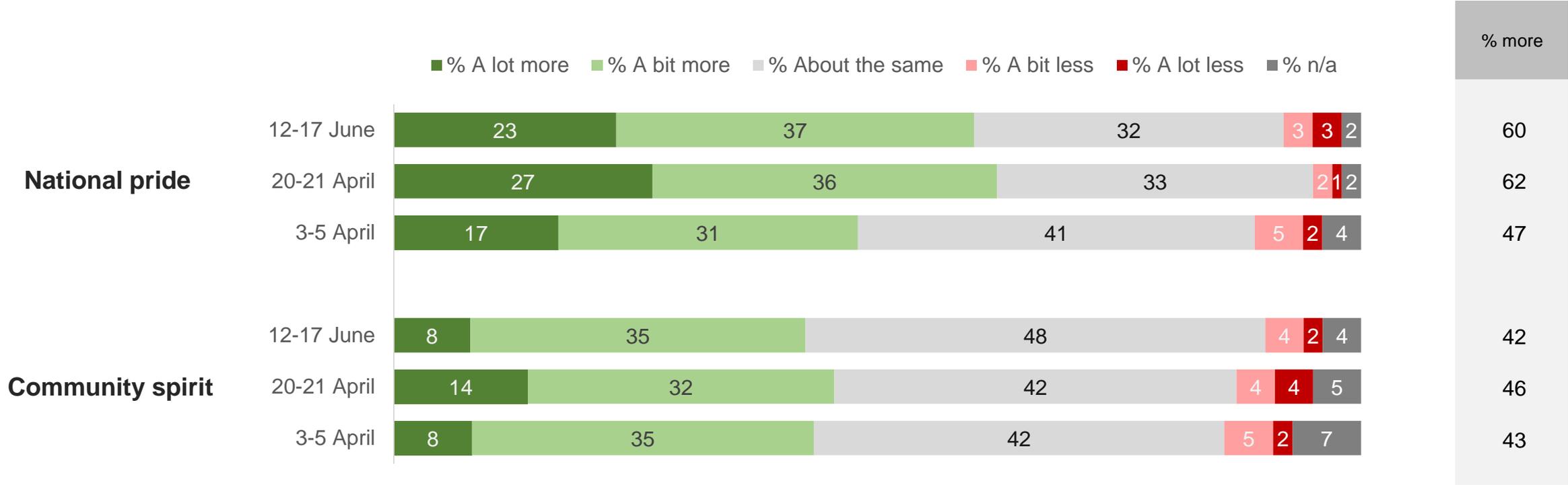
Base: All New Zealanders 18+ (n=600)  
Base for January 2019 is 1,000 New Zealanders 18+

# New Zealanders' national pride and community spirit remain much stronger than before the pandemic



Would you say you feel each of the following more or less than you typically did before the coronavirus outbreak?

% of all New Zealanders 18+



Base: All New Zealanders 18+ excluding those who said 'this doesn't apply to me'

# The proportion of New Zealanders expecting their income to drop as a result of the pandemic is decreasing – indicating that the impact of the pandemic isn't as bad as initially feared



Thinking about your personal income, which one of these statements comes closest to your current situation?

% who selected each option

- March (NZ 3-5 Apr)
- April (NZ 20-21 Apr)
- May (NZ 12-17 June)



New Zealand

Total G7



Canada



France



Germany



Italy



Japan

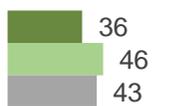
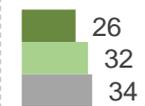
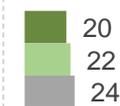
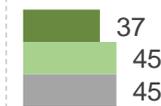
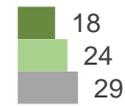
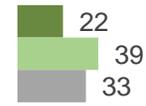
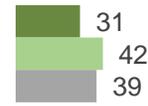
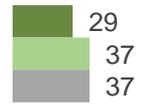
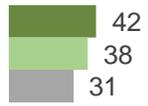


Great Britain

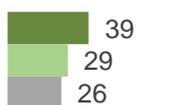
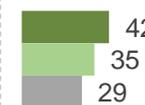
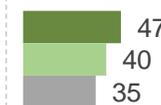
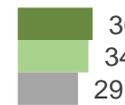
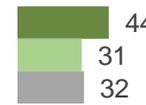
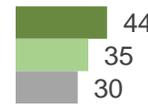
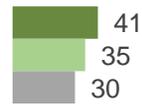
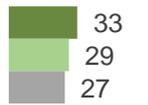


USA

Coronavirus has **already** impacted my personal income



Coronavirus has not yet impacted my personal income, but I **expect it to in future**



% already or expect to: (current)

58

66

69

64

57

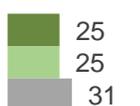
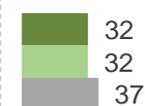
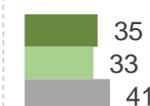
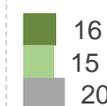
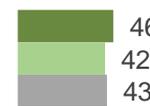
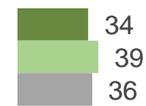
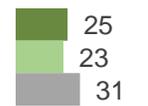
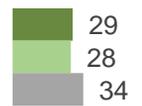
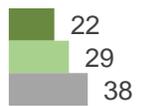
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59

63

69

Coronavirus will have **no impact** on my personal income

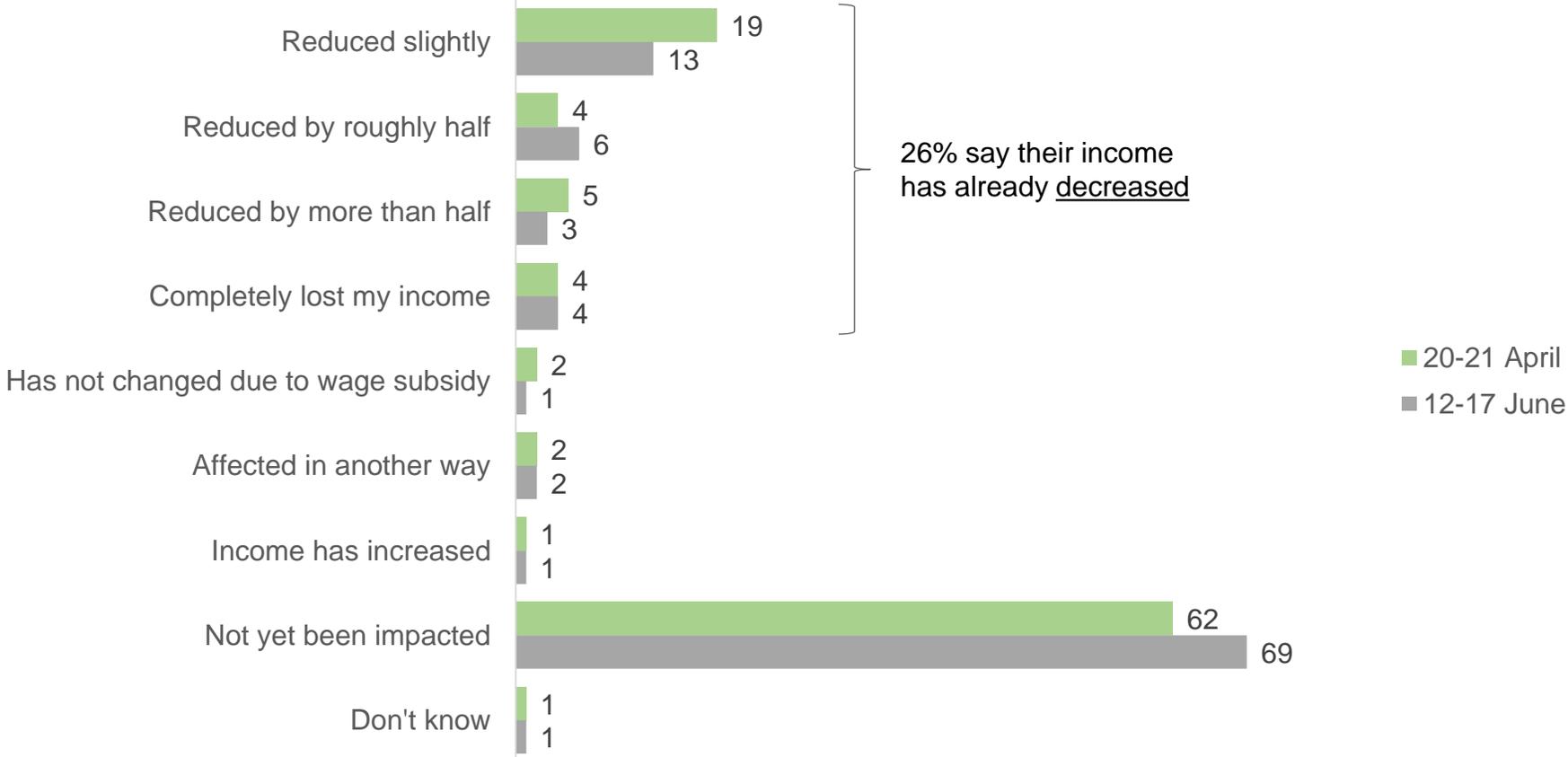


# A quarter of New Zealanders say that COVID-19 has already decreased their income



Which of the following best describes how coronavirus has affected your personal income?

% of all New Zealanders 18+

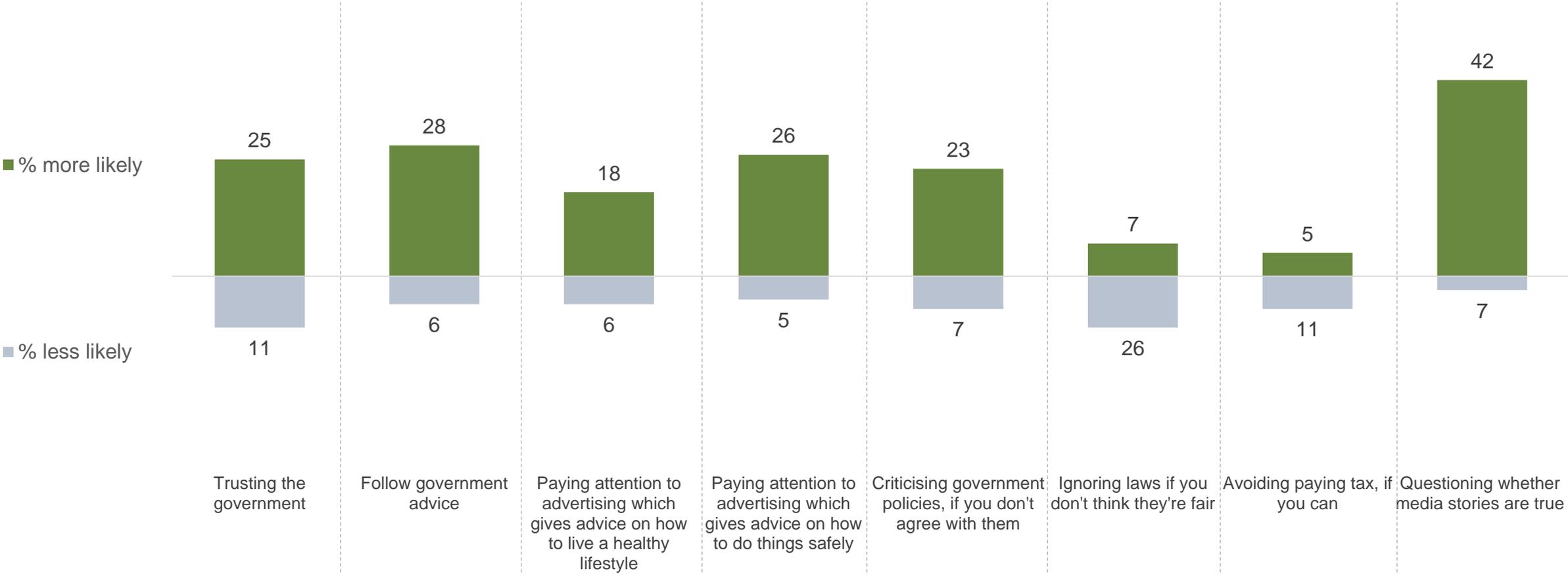


Base: All New Zealanders 18+ (n=600)  
Please note these results are not cumulative

# New Zealanders are more open to hearing messages from the Government than they were before the pandemic, but are also more likely to critically evaluate what they're hearing



Please indicate whether you are more likely to do each in the future than you were before the coronavirus outbreak?

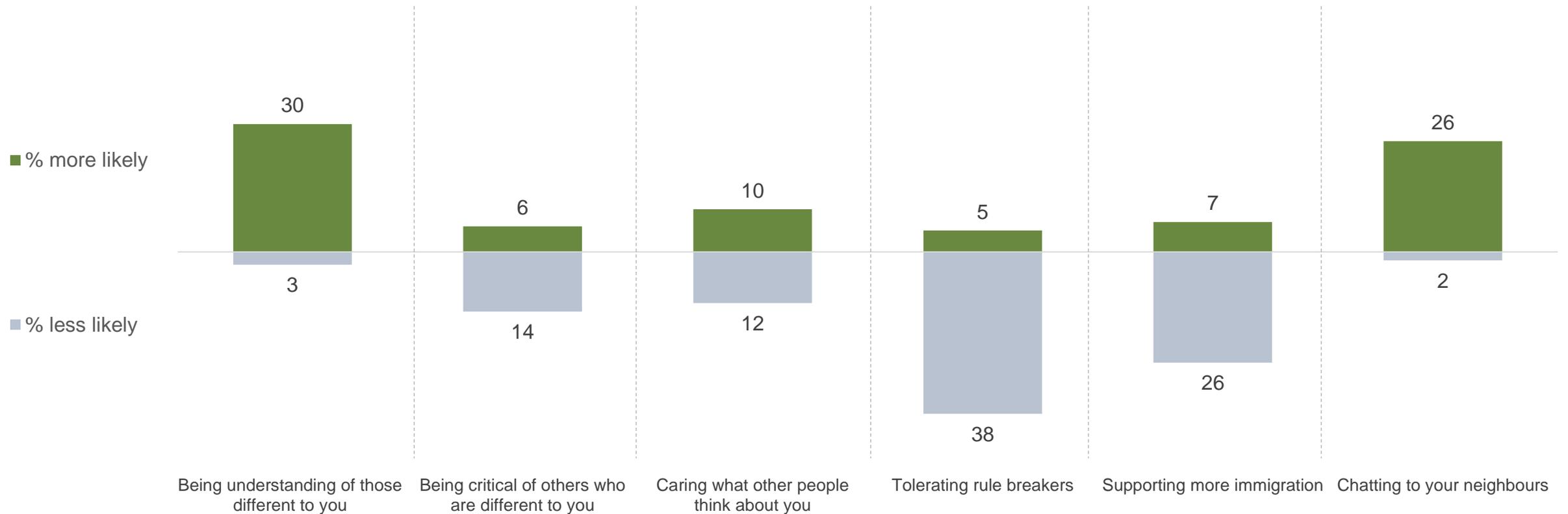


The scale points not shown are: No difference, Don't know, Not applicable  
 Base: All New Zealanders 18+ (n=600)

# The pandemic has created a sense of solidarity amongst New Zealanders, but made us more wary of immigration



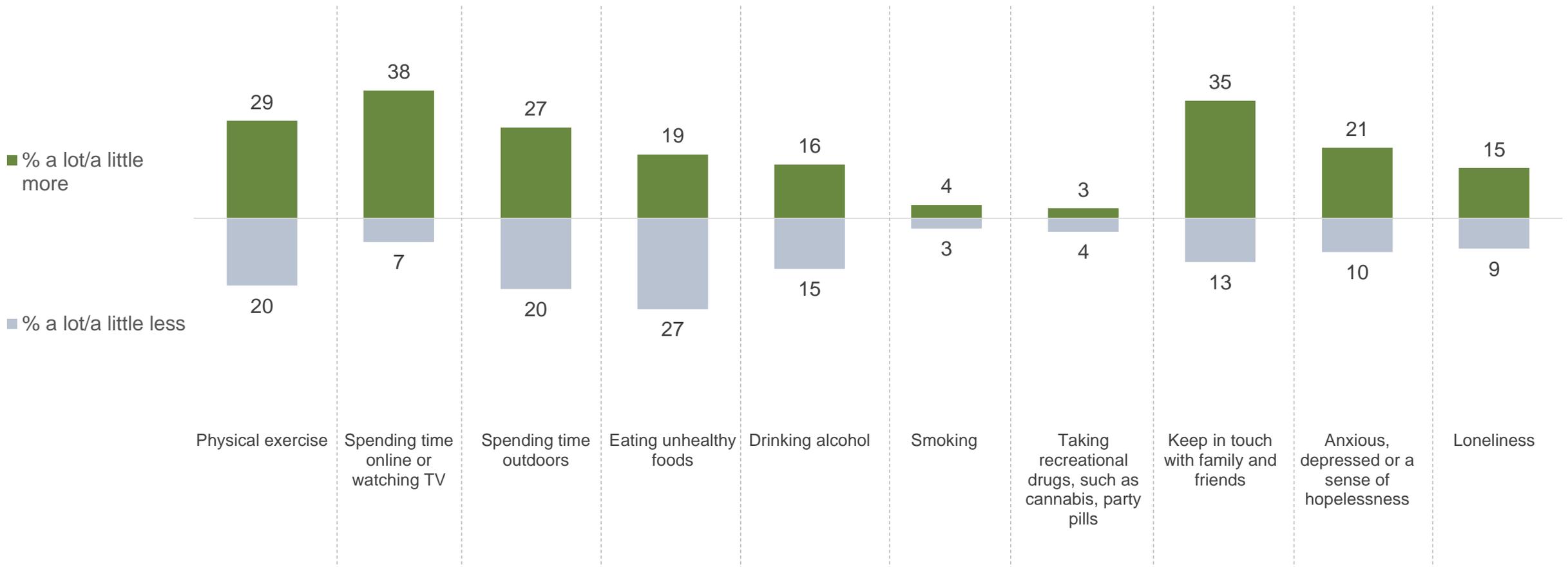
Please indicate whether you are more likely to do each in the future than you were before the coronavirus outbreak?



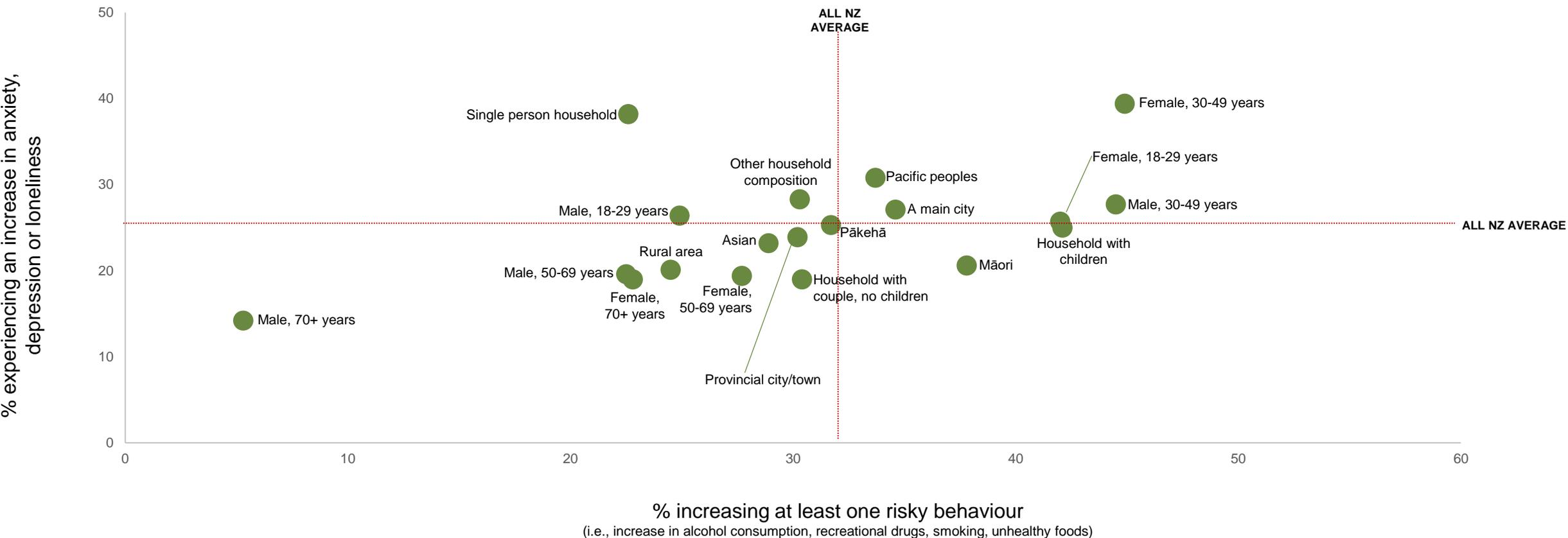
# The pandemic has affected people in different ways – some are indulging in more risky or unhealthy behaviours, some are indulging in less. New Zealanders are twice as likely to say their mental health has deteriorated than improved.



Please think back to how your personal behaviour has changed since the coronavirus outbreak. Would you say you do the following more or less often, or about the same?



# Women aged 30 to 49 are the group most likely to have increased their number of risky/unhealthy behaviours and experienced a worsening of their mental health



Base: All sub-groups have a sample size of 50 or more, with the exception of males over 70 years (n=37) and females over 70 years (n=44)

# Examples of people who are feeling more anxious or depressed than before COVID-19



*A bit overwhelmed with work, coming into the busy season in horticulture I know I will have zero time off. I usually travel every year around January and it's the planning/looking forward to something for months that keeps me going at work. Without that I don't know if I'll have much motivation. I actually wanted to quit at the beginning of this year and try for a job in tourism which is now a dead end. I'm grateful to have a job but it's not one I enjoy. I recently started taking medication and counselling for anxiety so hopefully that will help me cope.*

*A little sore if I'm being honest. I've had to start a new part time job as I'm a travel agent and subsidy only doesn't cover all of my bills unfortunately ... the new job requires heavy lifting and unpacking so using muscles I haven't used in a while .... I'm nervous for my job as a travel agent and the uncertainty of the future is quite frightening. If I get made redundant as a travel agent I'm worried that now because I have a part time job of a few hours a week that I won't be eligible for the \$490 a week loss of job income and may have just shot myself in the foot by getting extra work to be able to pay the bills. I'm a planner so this whole uncertainty about the future thing has taken a big toll on me.*

*Scared that there are two new coronavirus cases and people are allowed to travel under special visa from high risk countries. New Zealanders have sacrificed a lot and I feel people from high risk countries should not visit New Zealand under any circumstances.*

*Overwhelmed with my children as their mental health as well as my own was highly impacted negatively during lockdown. We are taking it day by day.*

*Some days my mind takes over and I over-think and some days I wake up fine. Keeping busy helps but also looking after myself and my family can be draining.*

# Examples of people who are feeling less anxious or depressed than before COVID-19



*Feeling great. Connected to my friends both in New Zealand and over the world. Talking now to some friends on Zoom. I do feel alone but not isolated because there is a such a rich sense of connectivity and love amongst friends.*

*I feel fantastic. Walking more, more exercise, sleep great. Great to be alive.*

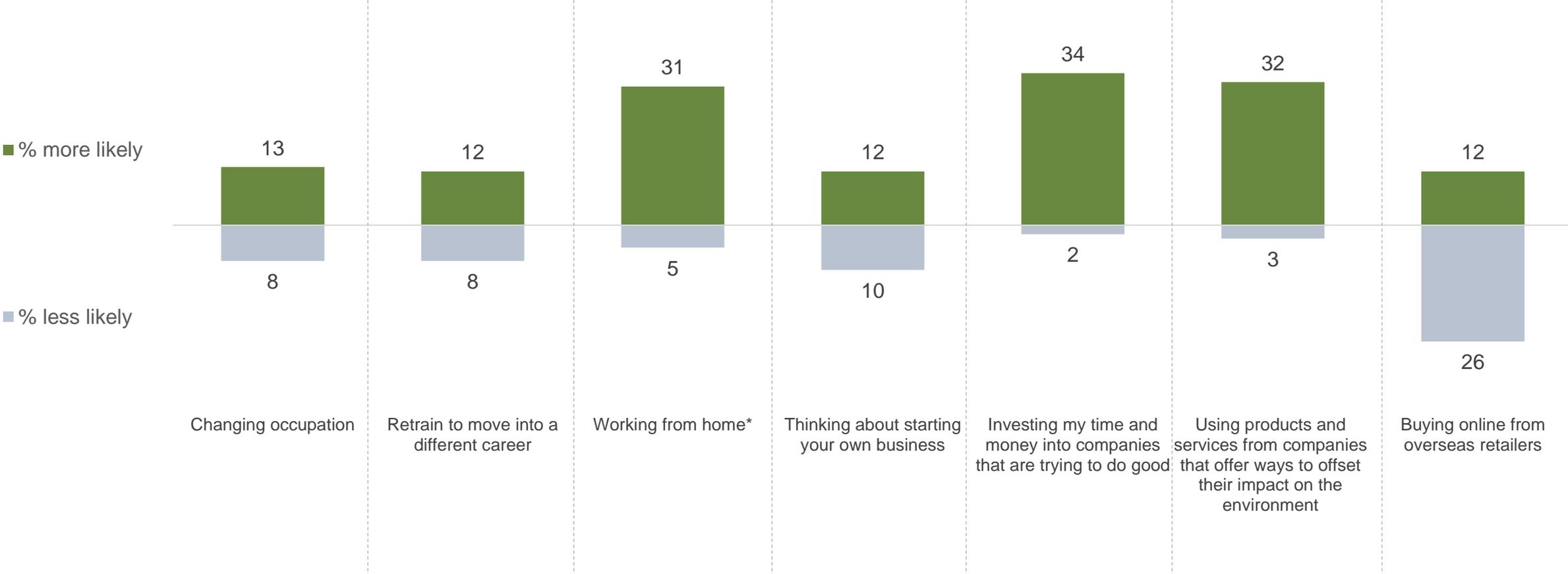
*Feeling happy and loved, warm and fed what more can I ask for.*

*Inspired to be the best I can be for all that I meet in my daily encounters, because I feel happy and positive that this is just a temporary situation, we will come out of it much stronger. When I had cancer I was undecided, but now I have my health and I am thankful every day for this.*

# Nearly a third of New Zealanders say they are more likely to work from home as a result of the pandemic



Please indicate whether you are more likely to do each in the future than you were before the coronavirus outbreak?

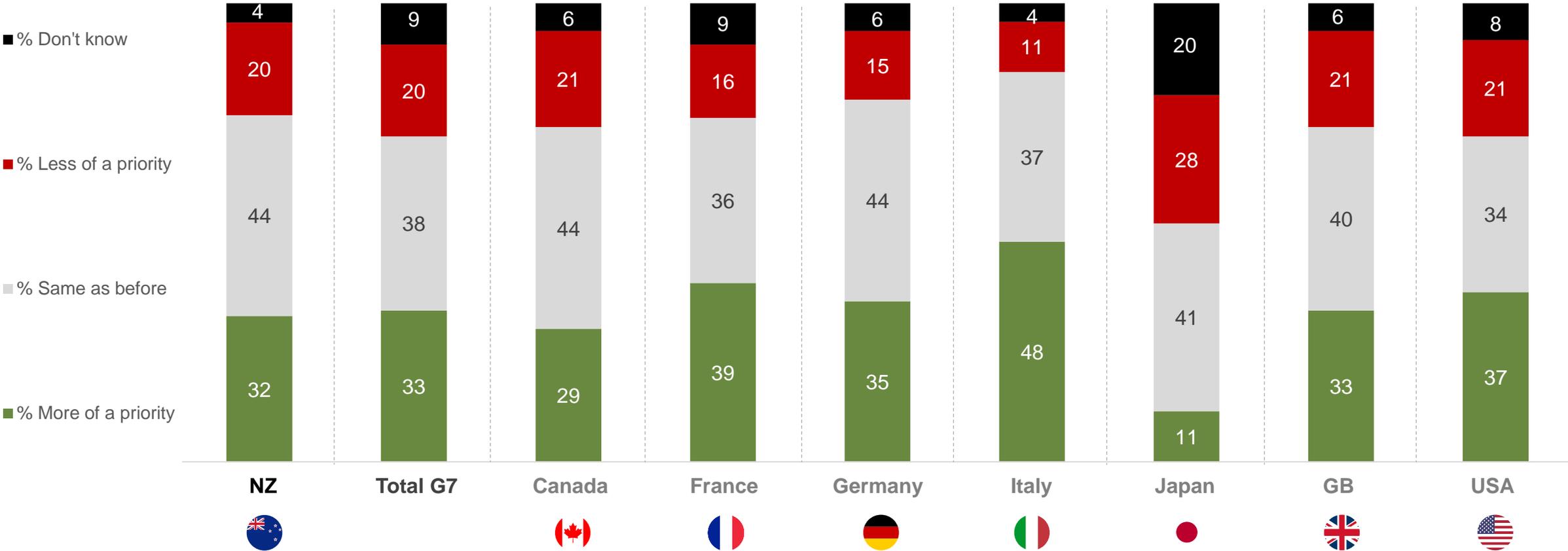


\*The working from question is based on those are currently working and can work from home. The scale used for this item was a five point scale: 'work from home much more, work from home a bit more, no change, work at your workplace a bit more, works at your workplace much less'. The other items were asked using a three point scale: 'more likely, no difference, less likely'. The scale points not shown on the other items are: No difference, Don't know, Not applicable. Base: All New Zealanders 18+ (n=600)

# A third of New Zealanders think actions to address climate change should be more of a priority than they were before, when the pandemic ends



Following the end of the coronavirus outbreak, do you think that actions to address climate change should be ...?



Base: All New Zealanders 18+ (n=600); G7 countries (n=1000 each)

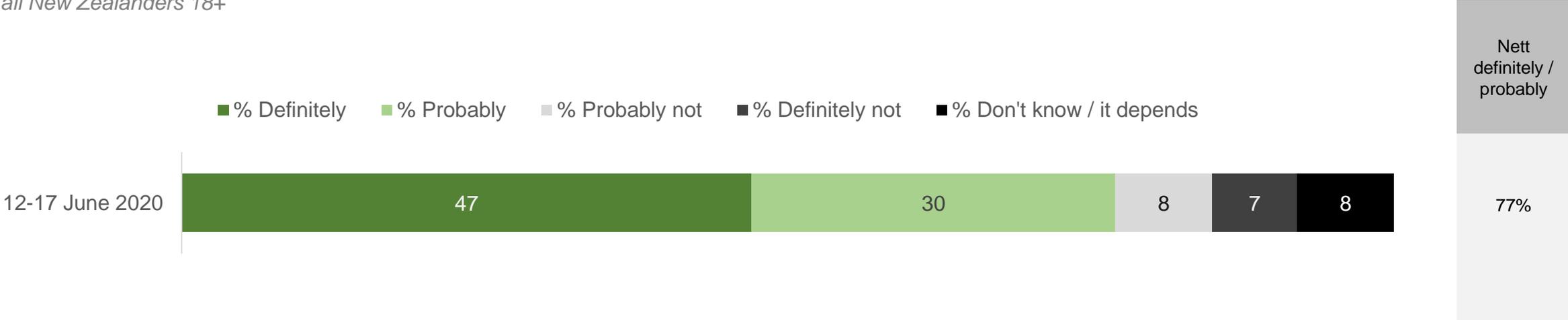


# 15% of New Zealanders say they probably won't get vaccinated, when a vaccine becomes available



If a vaccine is made available to protect against coronavirus, how likely would you be to get such a vaccination for yourself?

% of all New Zealanders 18+



And how likely would you be to get a coronavirus vaccination for your child/children when they are the right age?

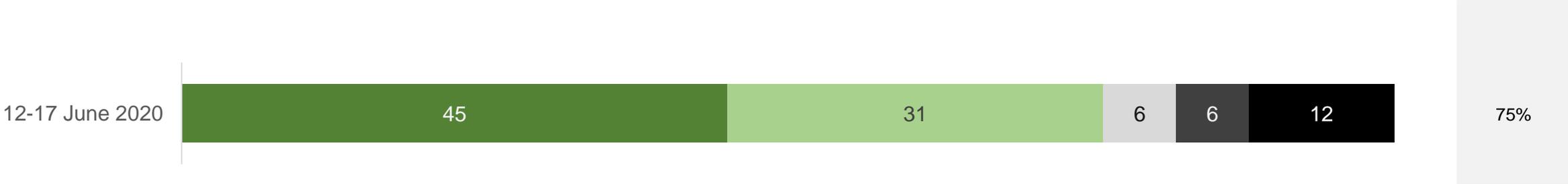
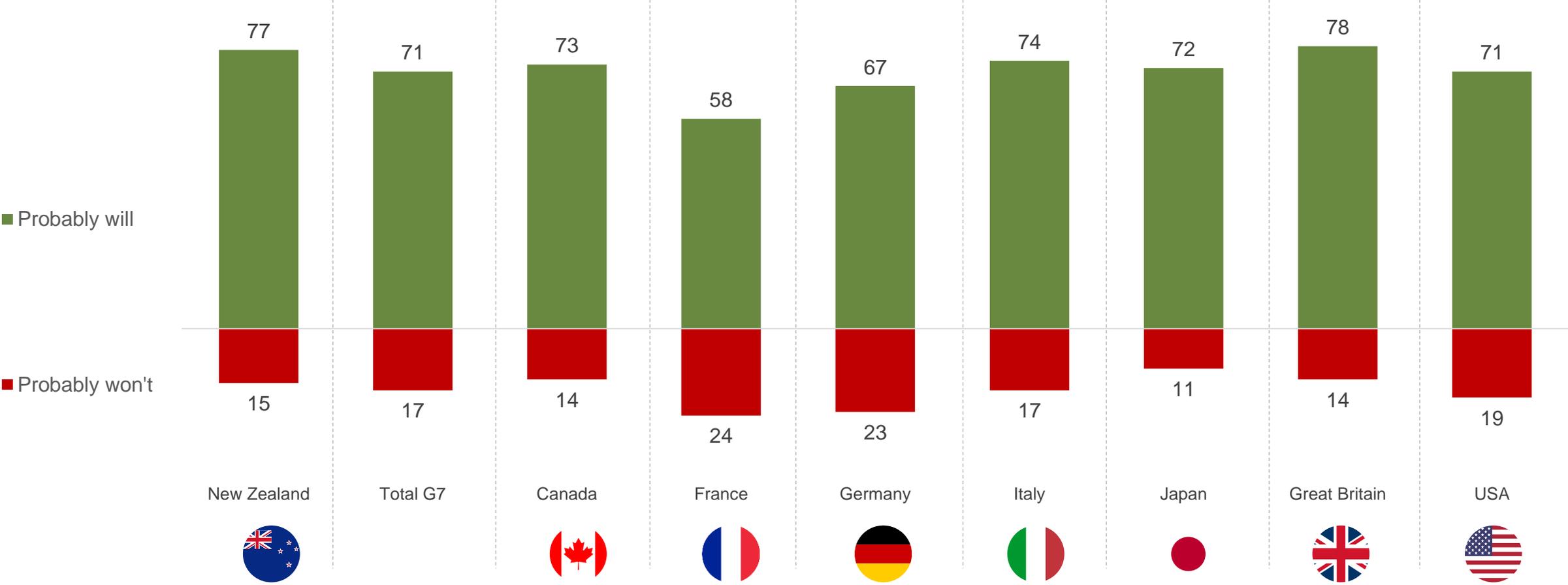


Chart one base: All New Zealanders 18+ (n=600)  
 Chart two base: All New Zealanders 18+ with children (n=192)

# New Zealand's vaccine uptake is similar to the G7



If a vaccine is made available to protect against coronavirus, how likely would you be to get such a vaccination for yourself?

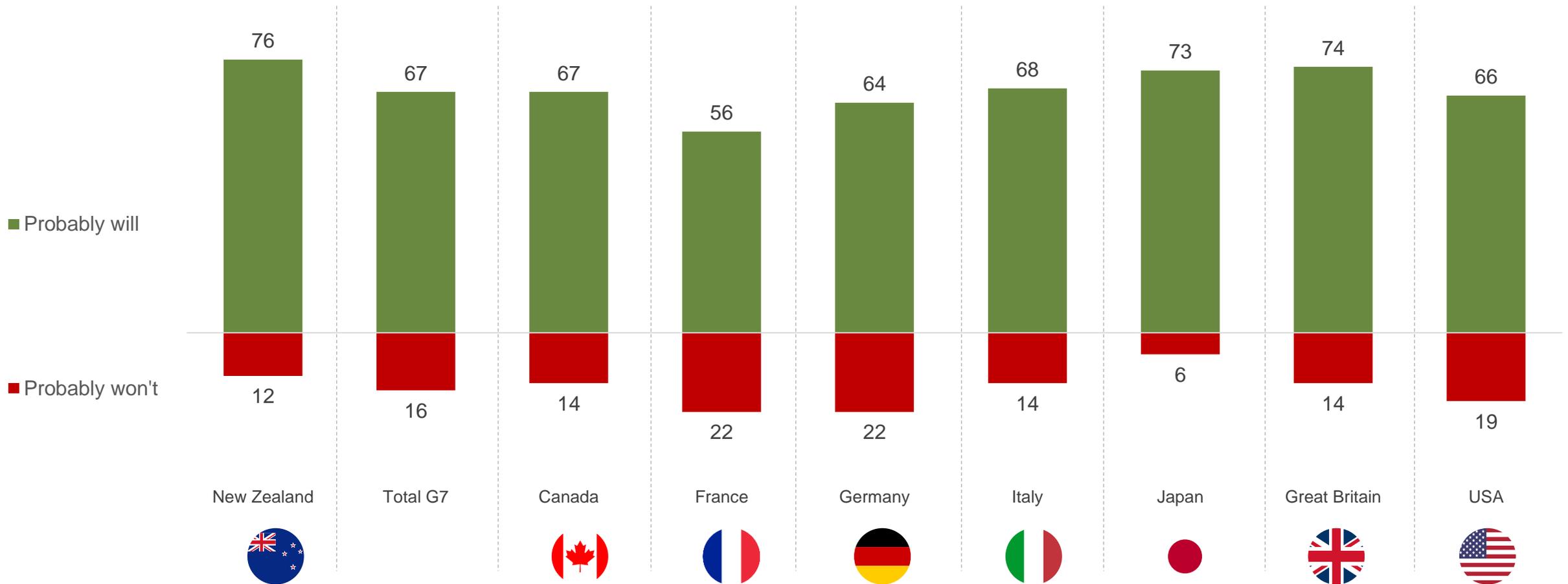


The scale point not shown is: Don't know/it depends  
Base: All New Zealanders 18+ (n=600); G7 countries (n=1000 each)

# The likely vaccine uptake for children is also similar to the G7



And how likely would you be to get a coronavirus vaccination for your child/children when they are the right age?



# Questions?

FOR FURTHER INFORMATION PLEASE CONTACT

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# IMPORTANT INFORMATION

## Research Association NZ Code of Practice

**Colmar Brunton** practitioners are members of the Research Association NZ and are obliged to comply with the Research Association NZ Code of Practice. A copy of the Code is available from the Executive Secretary or the Complaints Officer of the Society.

### **Confidentiality**

Reports and other records relevant to a Market Research project and provided by the Researcher shall normally be for use solely by the Client and the Client's consultants or advisers.

### **Research Information**

Article 25 of the Research Association NZ Code states:

- a. The research technique and methods used in a Marketing Research project do not become the property of the Client, who has no exclusive right to their use.
- b. Marketing research proposals, discussion papers and quotations, unless these have been paid for by the client, remain the property of the Researcher.
- c. They must not be disclosed by the Client to any third party, other than to a consultant working for a Client on that project. In particular, they must not be used by the Client to influence proposals or cost quotations from other researchers.

### **Publication of a Research Project**

Article 31 of the Research Association NZ Code states:

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- b. Publish the appropriate details of the project
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