

COVID TIMES

Trust and leadership
8 April 2020



COLMAR BRUNTON
A Kantar Company



An update from us

Kia ora, and welcome to the first edition of Colmar Brunton's COVID Times. This edition focuses on trust and leadership, placing it into a global context. Next week we will turn the spotlight on to the behaviours and habits New Zealanders have formed in their bubbles during lock down.

So what have we learned to date?

The pain in New Zealand is more widespread than in the G7 and we anticipate it will last longer.

- 42% of New Zealanders say that COVID-19 has **already** impacted their personal income. This compares to 29% across the G7 nations.
 - Most New Zealanders believe we have a long road to recovery. Two in three (64%) believe it will take more than six months to get back to normal (compared to 37% across the G7).
-

We are turning to the Government in our hour of need. We have seen a huge surge in public trust in government.

- The Government is seen as a key source of reliable information about the outbreak. 31% say it is the most trusted source (compared to just 13% across the G7).
- We also trust the judgement of our leaders. 88% of us trust the Government to make the right decisions on COVID-19. This is well above the G7 average of 59%.
- More broadly, the public's trust in government to deal successfully with national problems has rocketed from 59%* to 83%. **Could COVID-19 be a catalyst for a new relationship with the state?**

*This percentage finding comes from the 2020 Public Trust Survey conducted for the Institute for Governance and Policy Studies at Victoria University of Wellington

And the Government has won our approval with their response ... at least so far. Public support leads the G7.

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



- 84% of New Zealanders approve of how the Government is handling the outbreak. This compares to 54% across the G7.
- The consensus is that the Government has found the right balance between protecting lives and protecting livelihoods. 60% feel the measures are about right. There is a push for some to go further (34%) while only 5% of us feel they have gone too far.
- This reflects the pattern we see across the G7. However, New Zealanders are more likely to feel the Government has got it right (60% vs. 42%). They are less likely to feel the Government hasn't gone far enough (34% vs. 42%).

There are enhanced feelings of national unity and communities coming together.

- Despite our physical distance, we look to be uniting as a nation. There is a nett increase of 41% in national pride in New Zealand, and a nett increase of 39% in community spirit in our neighbourhoods.





Yet we still question whether some of our fellow New Zealanders share our own personal commitment to fighting COVID-19. Could this undermine our compliance?

- Over nine in ten New Zealanders (92%) say they are doing what the Government has asked of them to slow down the spread of COVID-19.

New Zealanders  **92%** Say they are doing what they are told

- However, we are more likely to question the behaviour of those around us. 27% of the public say their fellow citizens display 'poor' behaviour in the fight against COVID-19. This seems at odds with what we personally say we do. Could stories about rule breakers be making this appear more widespread than it actually is?

Want to know more?

If you would like to know more about COVID Times please contact Edward at Edward.Langley@colmarbrunton.co.nz.

Please join Kathryn Robinson, our Behavioural Insights Director, and Edward Langley, for a webinar on New Zealanders' bubble behaviours and what some of the implications might be for social policy. Who is thriving and who is struggling? Have we got the messaging right, and are we showing kindness where it is most needed?

Webinar: Wednesday 15 April @ 2pm

For your invite: Please email daniel.brownie@colmarbrunton.co.nz

Fieldwork for COVID-Times was completed between 3-5 April 2020.

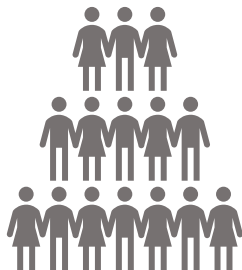
We completed 601 online interviews with New Zealanders aged 18+. Data was weighted by age within gender, ethnicity, education level and region.





Fieldwork dates

3-5 April 2020



Sample

601 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.



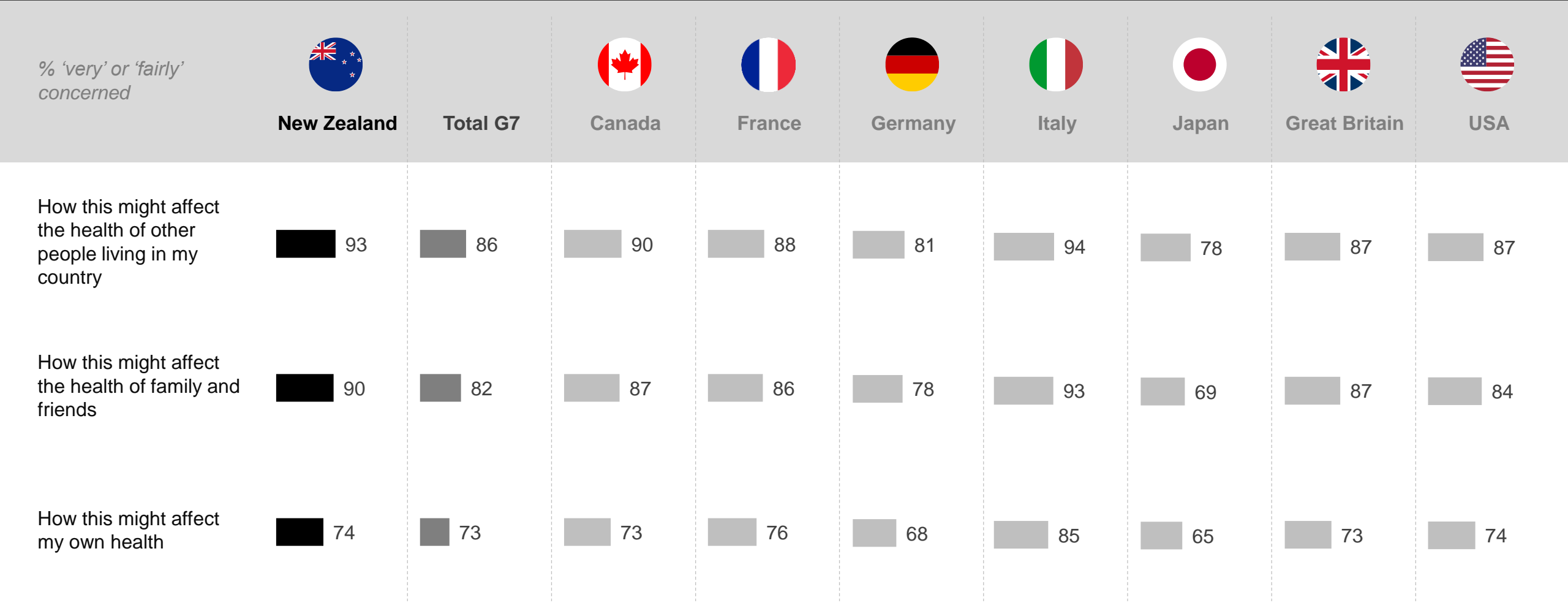




Concern about the impact of COVID-19 on health



Still thinking about the coronavirus, how concerned are you about each of the following?



Expected time to recover

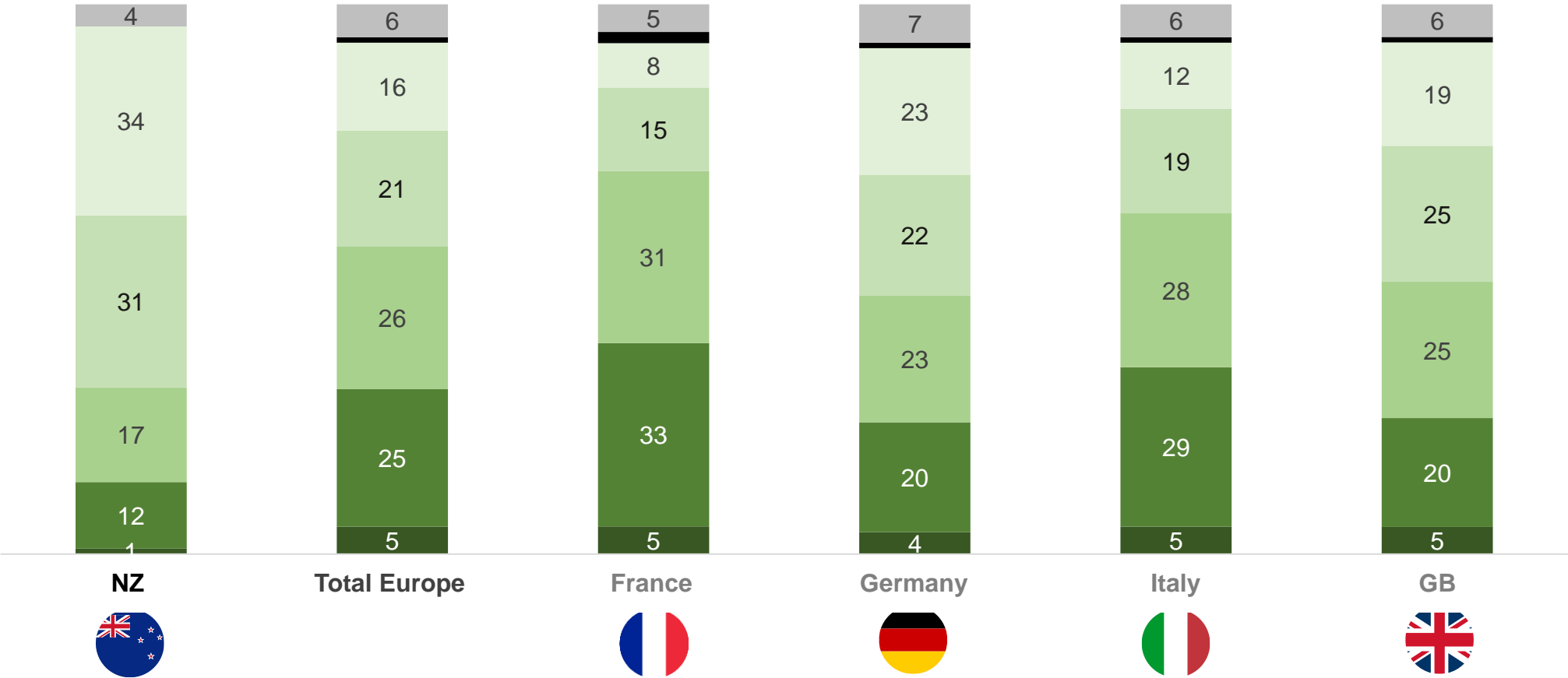


In your opinion, how long do you think it will take [COUNTRY] to recover, and for people to return to a normal way of life?

% more than 6 months:

64 37 23 45 31 44

- % Don't know
- % Never
- % Longer than a year
- % Within 6-12 months
- % Within 4-6 months
- % Within 2-3 months
- % Within next month



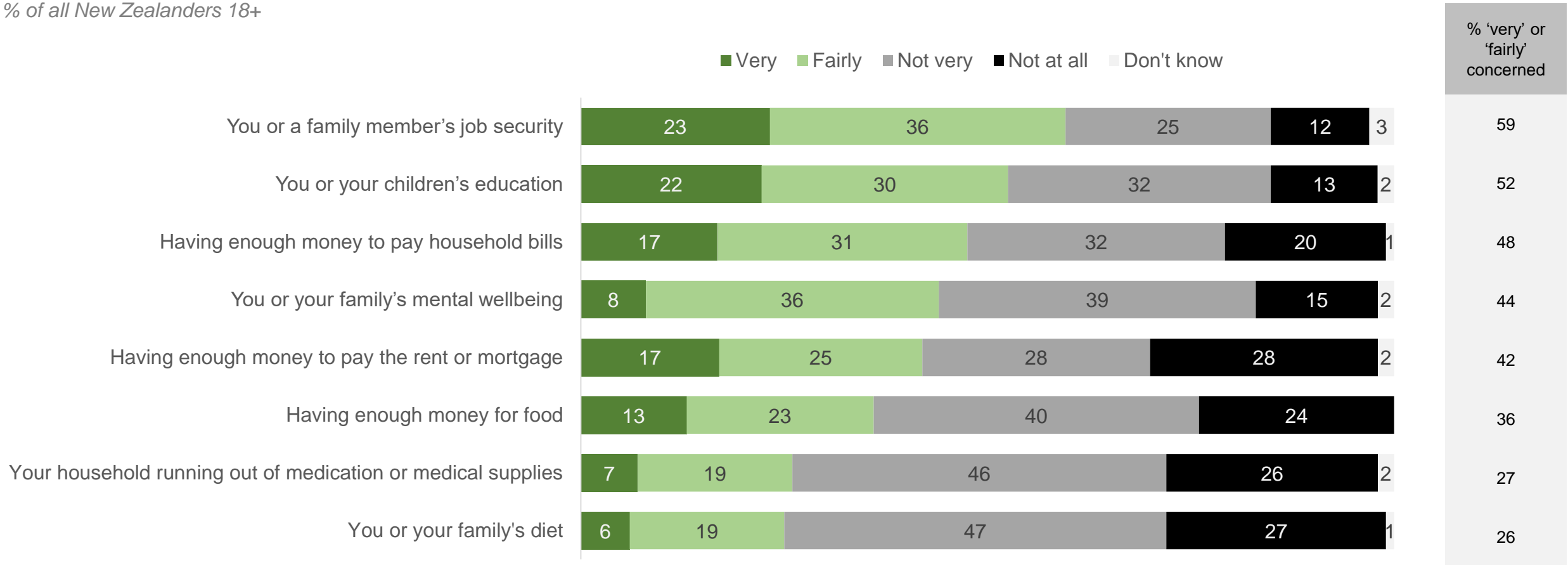
Base: Total (All New Zealanders 18+ n=601; G7 countries n=1,000 each)
Note: This question was not asked in Canada, Japan, or USA

Concern about direct economic impacts



At this time, how concerned, or not, are you about...?

% of all New Zealanders 18+

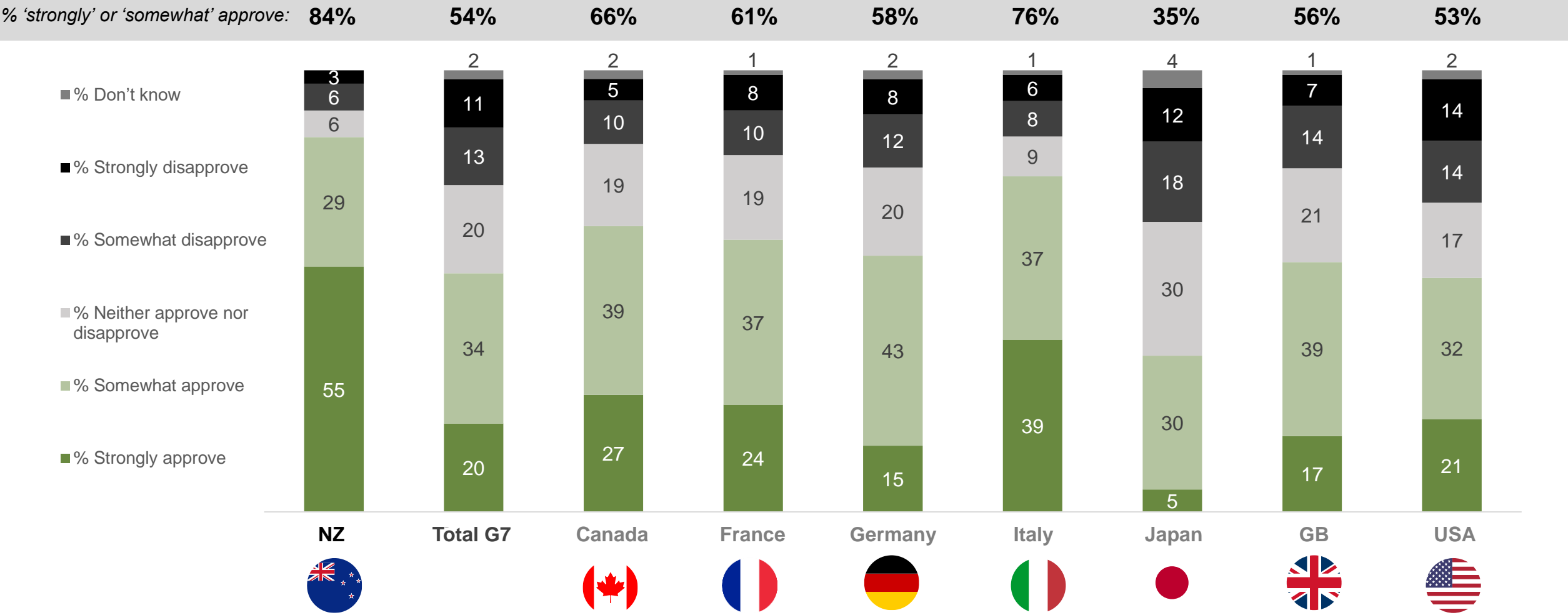




Approval of Government response



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

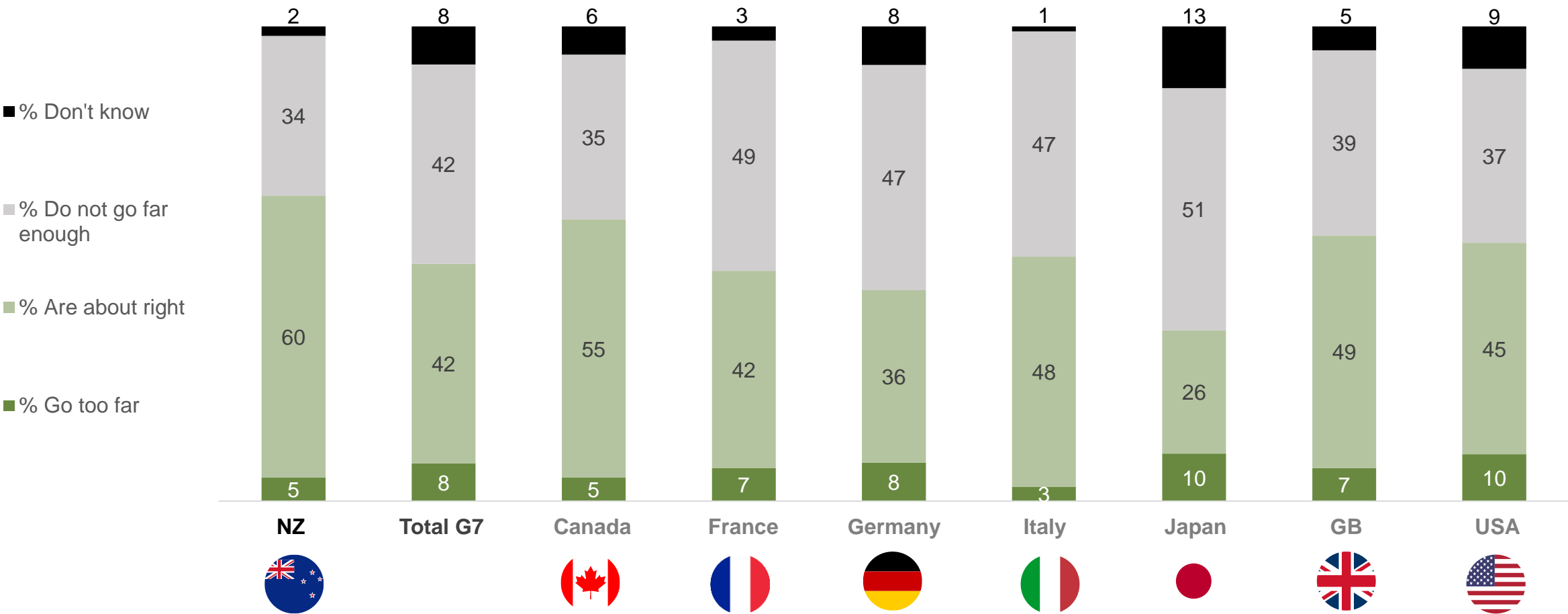


Base: All New Zealanders 18+ (n=601); G7 countries (n=1000 each)

Government measures: too far or not enough?



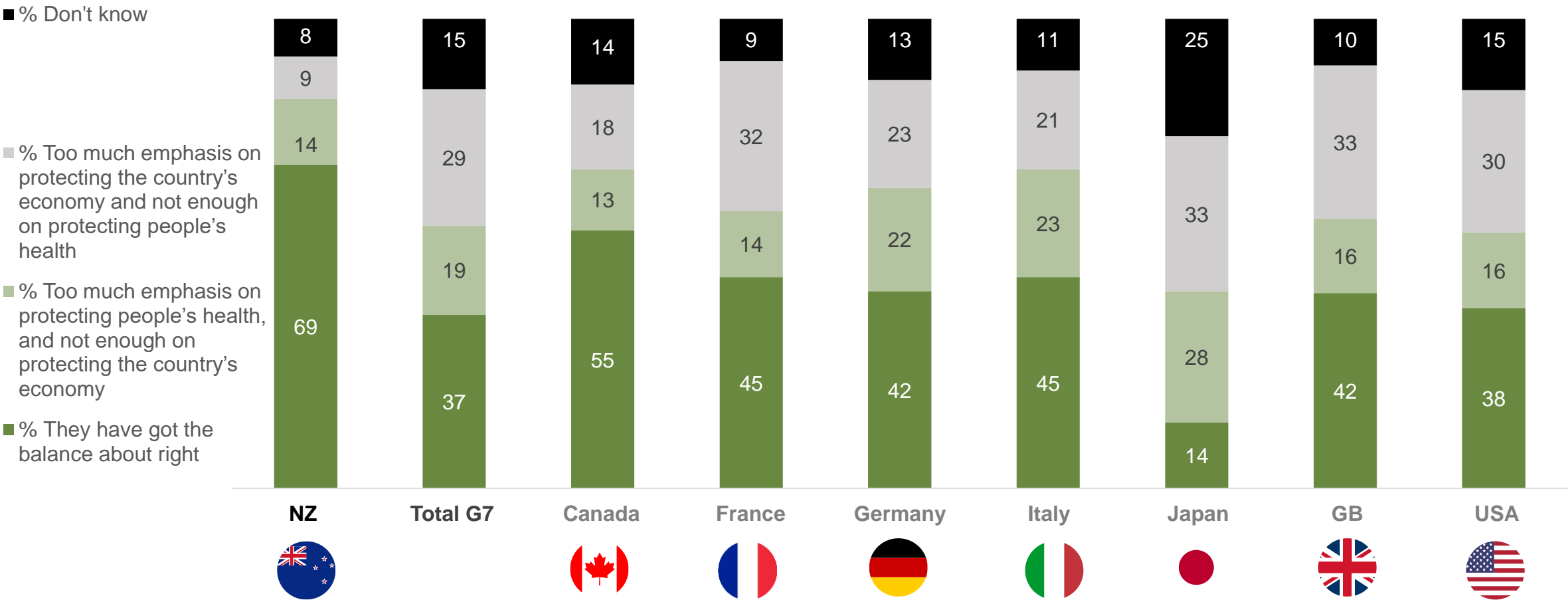
Thinking about how [YOUR COUNTRY'S] Government is responding to the coronavirus outbreak, do you think the measures they have put in place...



Lives vs. livelihood: should the Government prioritise people's health or the country's economy?



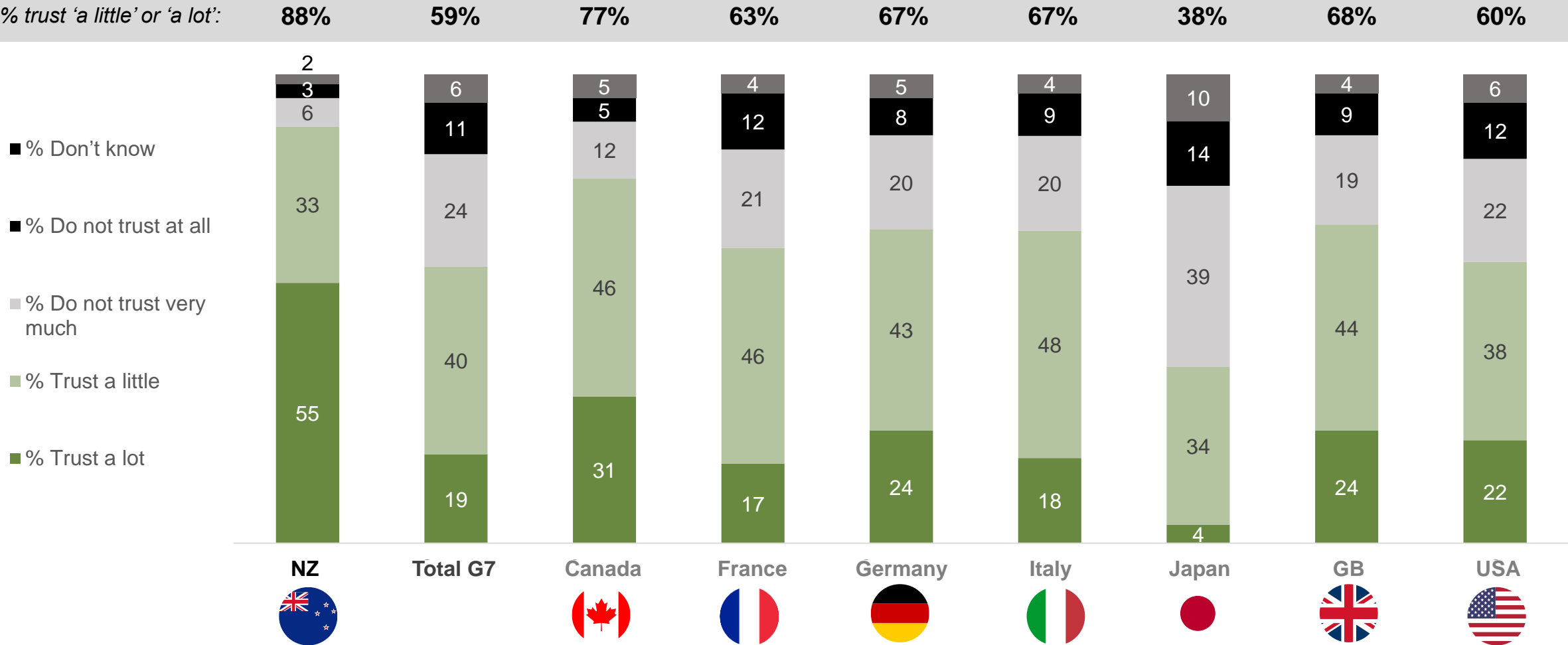
Which of these comes closest to your view on how [YOUR COUNTRY'S] Government is responding to the coronavirus outbreak?



Trust in the Government to make future decisions



Still thinking about [YOUR COUNTRY'S] Government's response to the coronavirus outbreak, how much do you trust them to make the right decisions in the future?



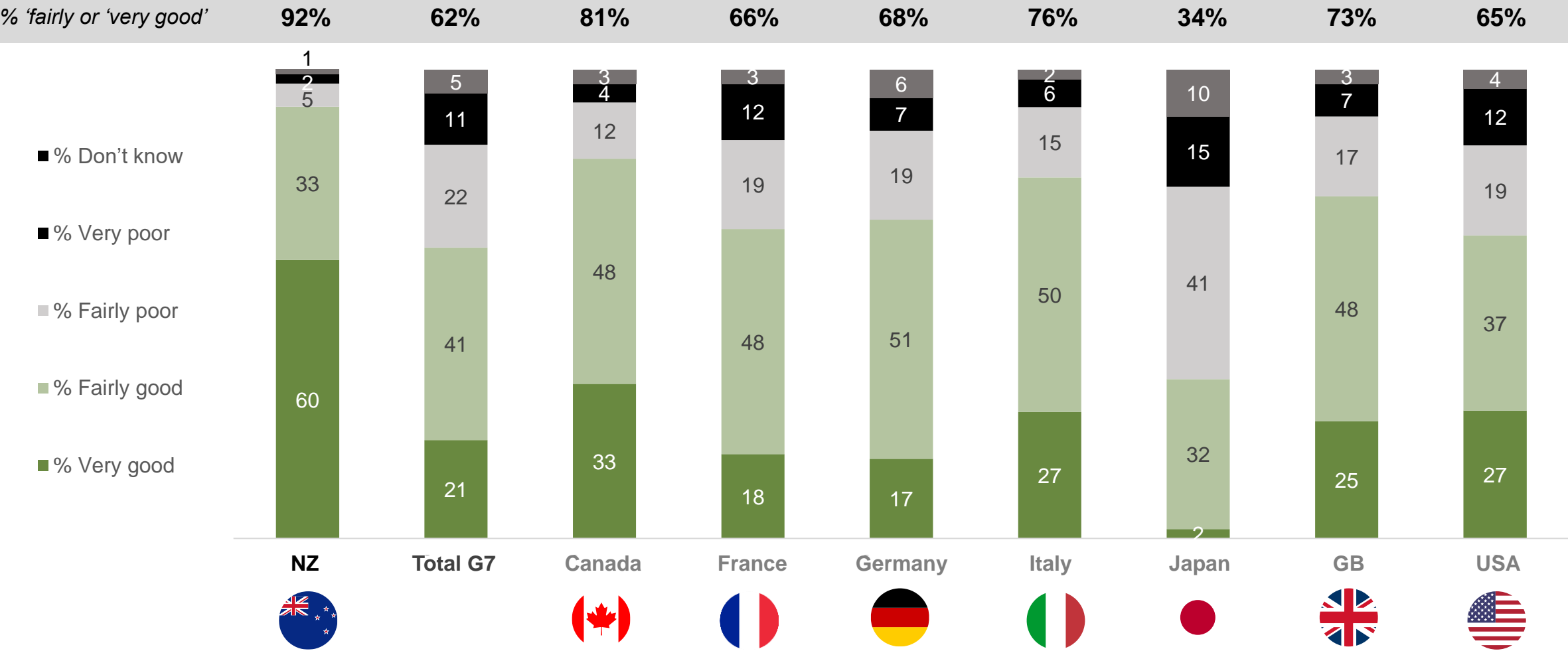
Base: All New Zealanders 18+ (n=601); G7 countries (n=1000 each)



Rating of government communications



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

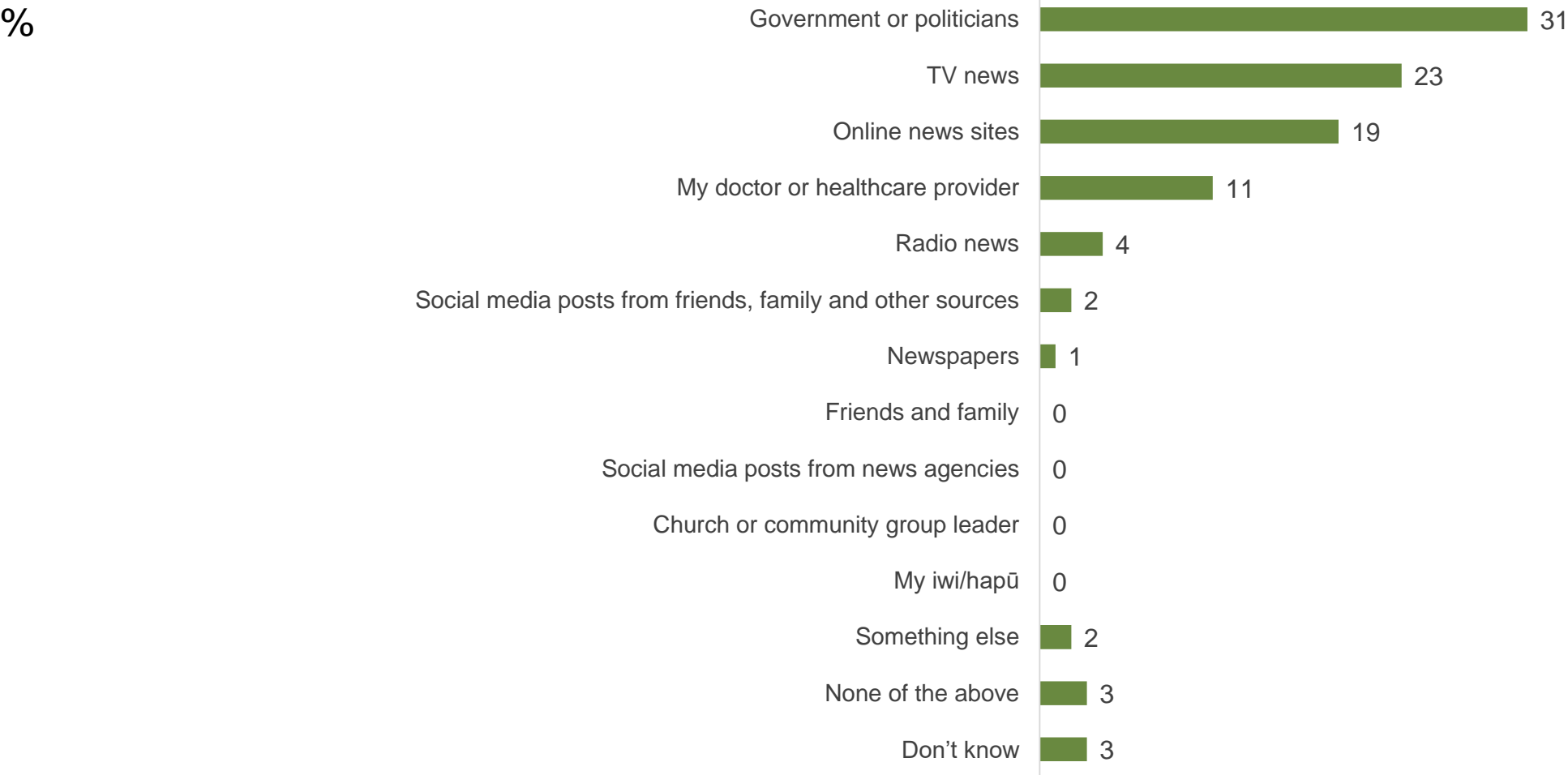


Base: All New Zealanders 18+ (n=601); G7 countries (n=1000 each)

Most reliable source of information



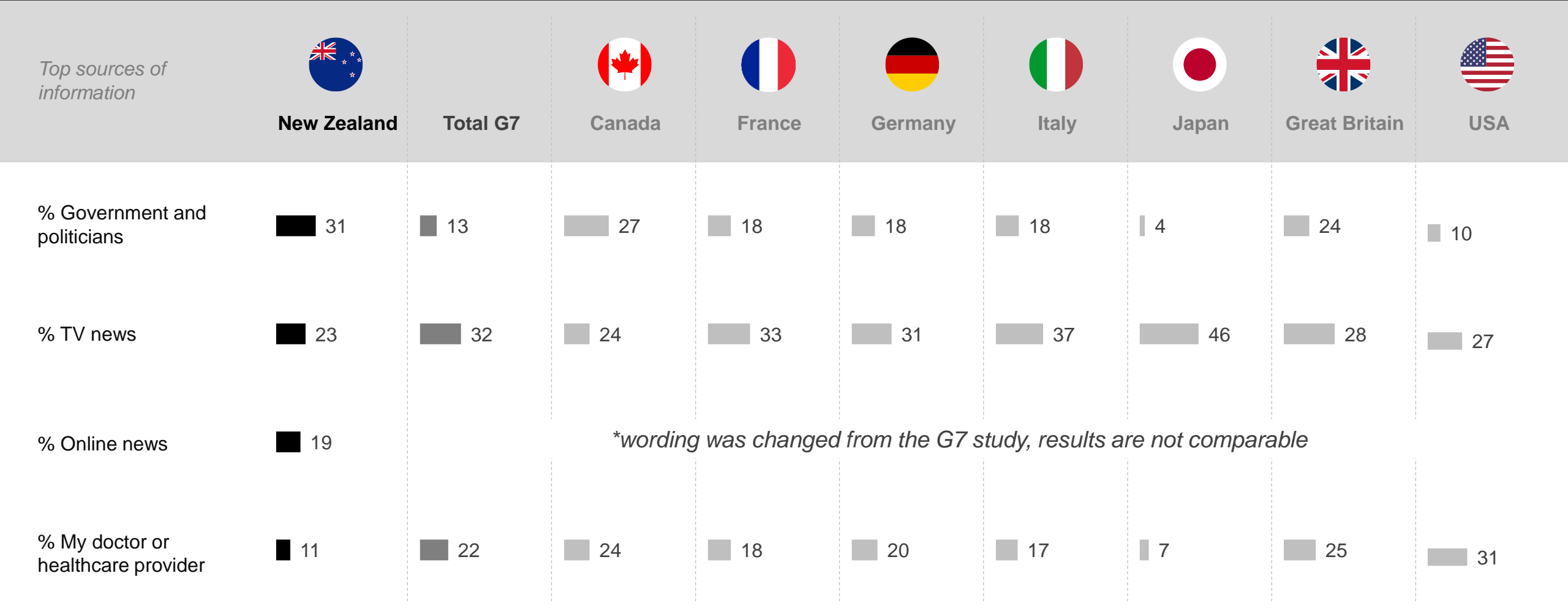
Which ONE of these do you trust the most to provide reliable information about the Coronavirus outbreak? (pick one)



Most reliable source of information (comparisons to G7)



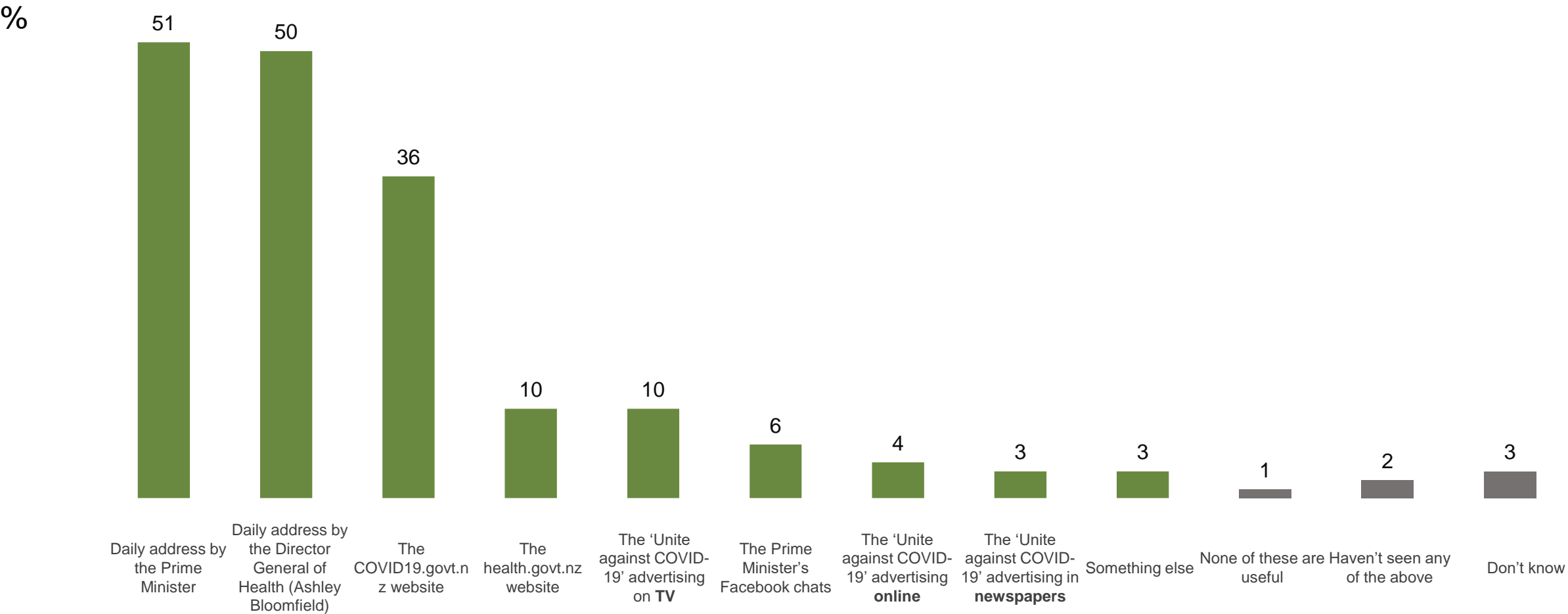
Which ONE of these do you trust the most to provide reliable information about the Coronavirus outbreak? (pick one)



Most reliable source of government information



Which of these government sources have you found most useful? Please select up to three

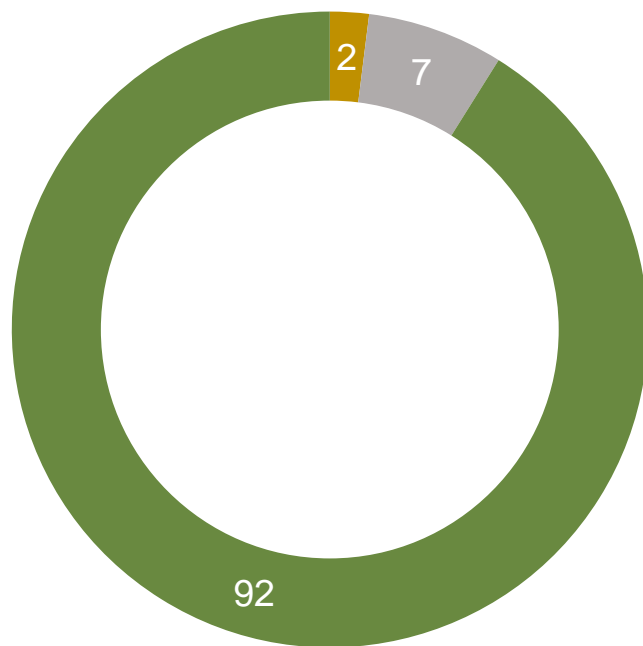




Self-reported compliance with the lock down



Thinking about all of the things the Government has asked New Zealanders to do to slow down the spread of the coronavirus, please give yourself a score between 0 and 10 for how consistently you do these things?



■ % scoring 0 to 5 ■ % scoring 6 to 7 ■ % scoring 8 to 10

0 = I never do what they ask; 10 = I always / consistently do what they ask

Who is more likely to be compliant?

- Those aged 70+ (99%)

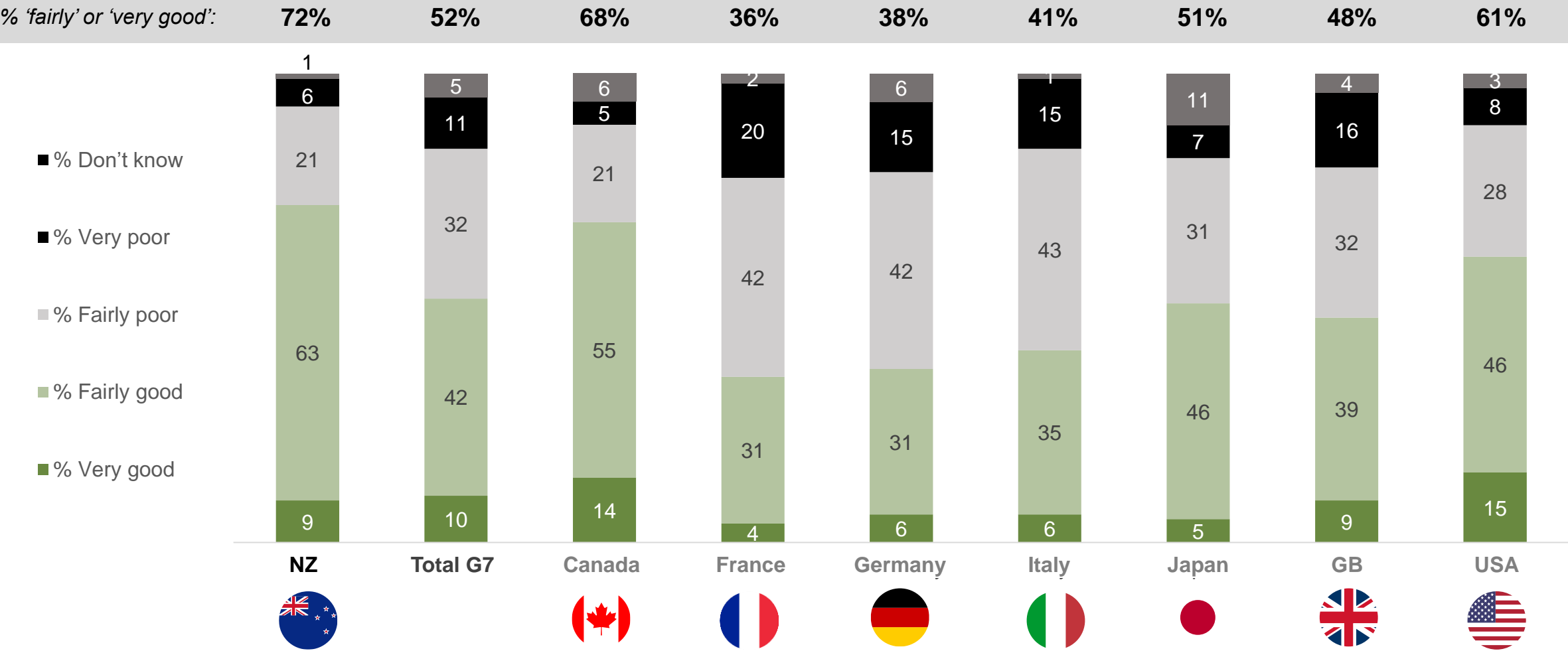
Who is less likely to be compliant?

- Those aged 18-29 (82%)

Perceptions of national behaviour



Overall, how would you rate the behaviour of [YOUR COUNTRY'S] citizens in the fight against the coronavirus outbreak?



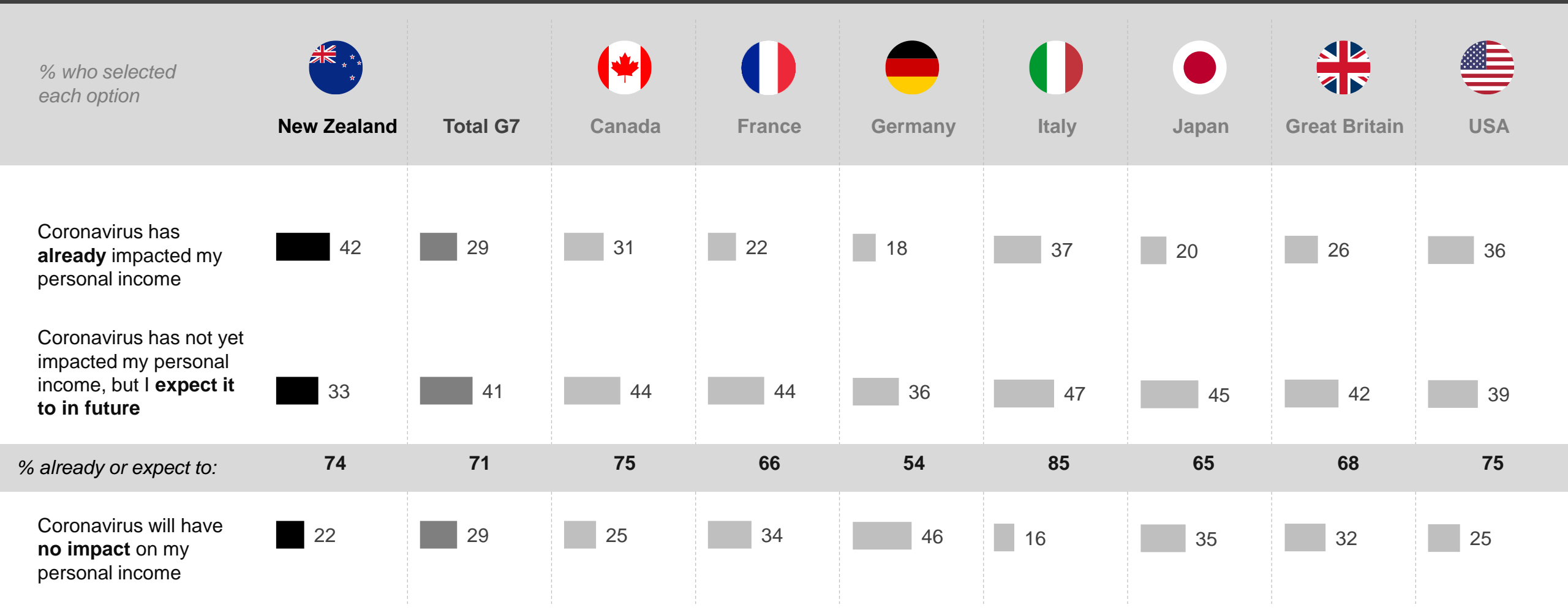
Base: Total (All New Zealanders 18+ n=601; G7 countries n=1,000 each)



Impact of COVID-19 on personal income



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

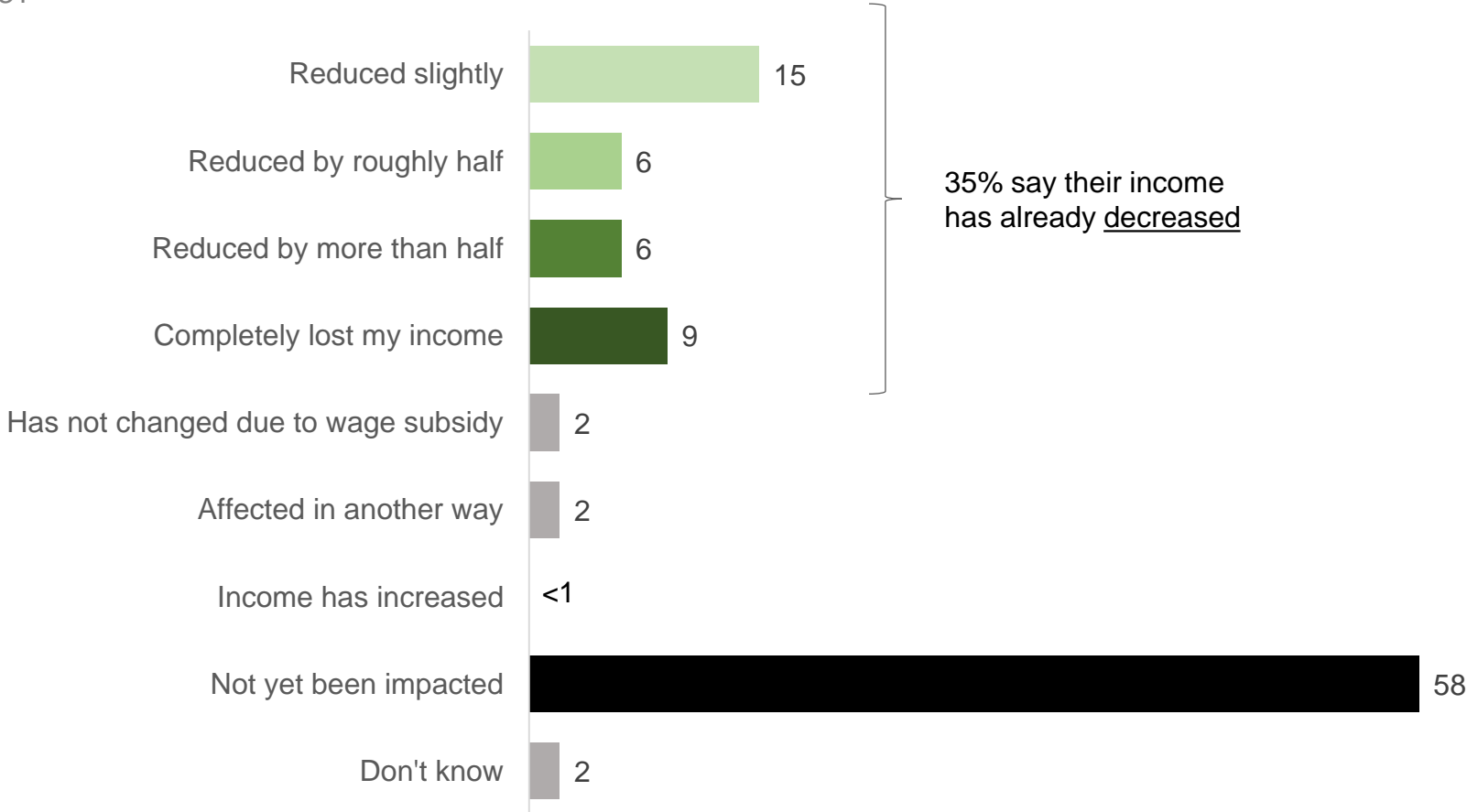


Severity of impact on personal income



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

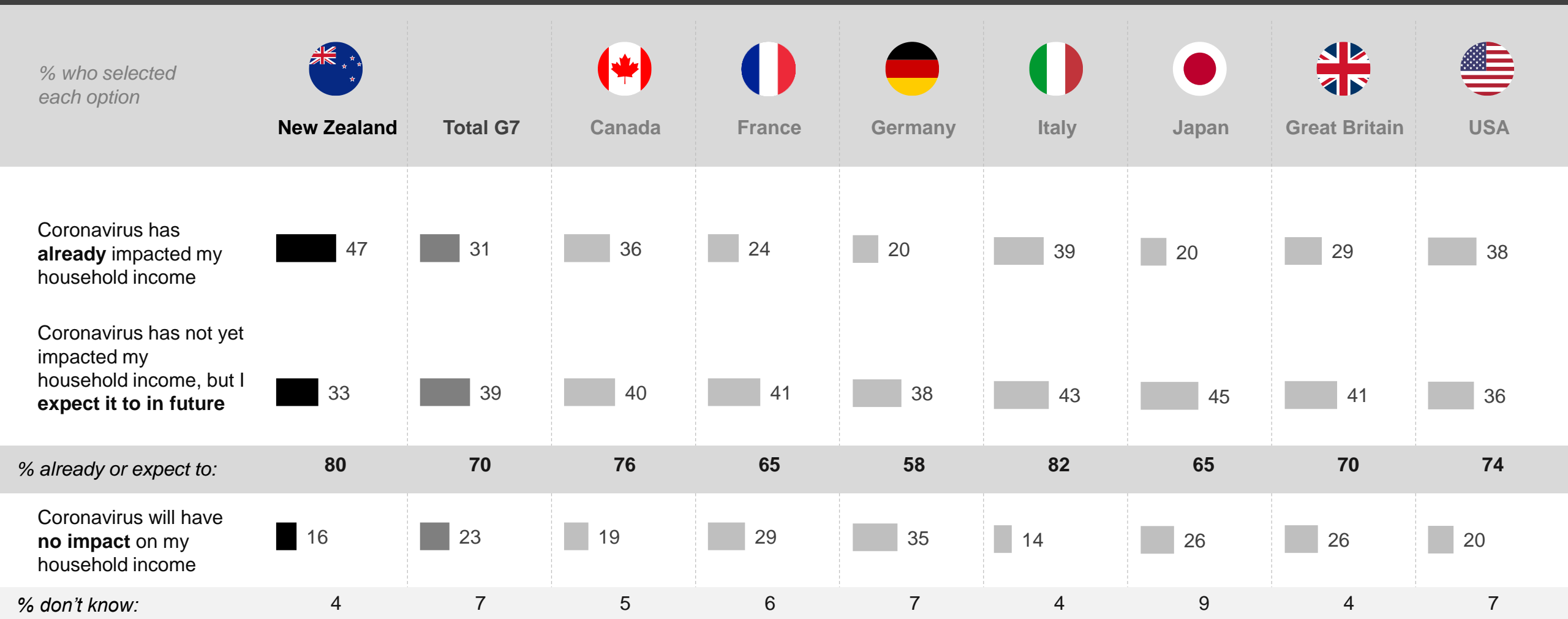
% of all New Zealanders 18+



Impact of COVID-19 on household income



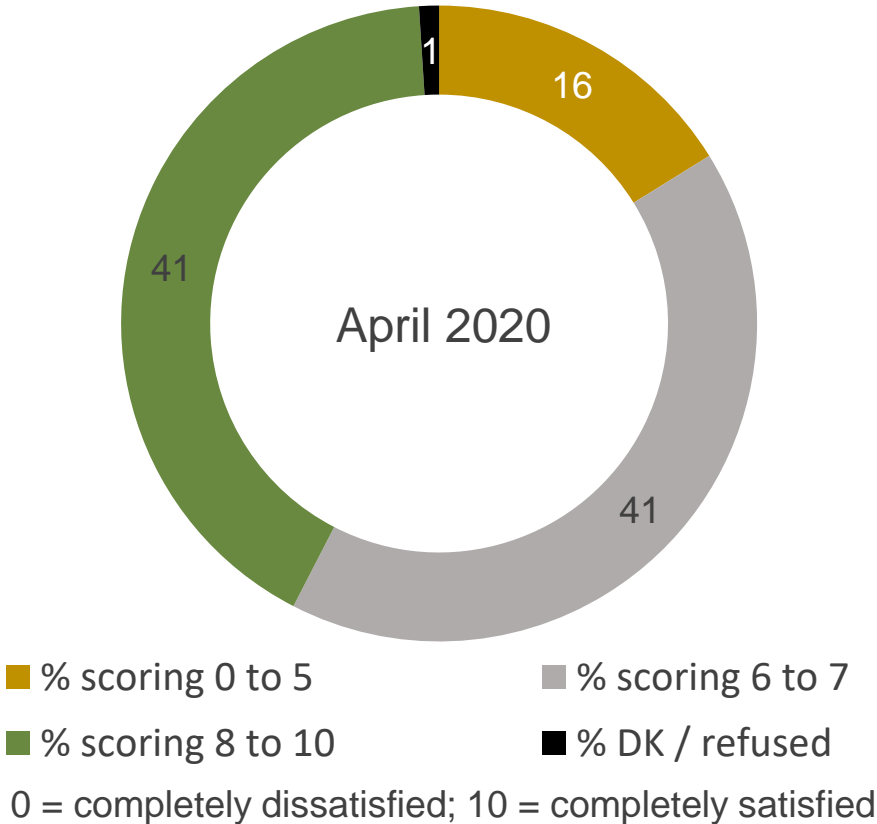
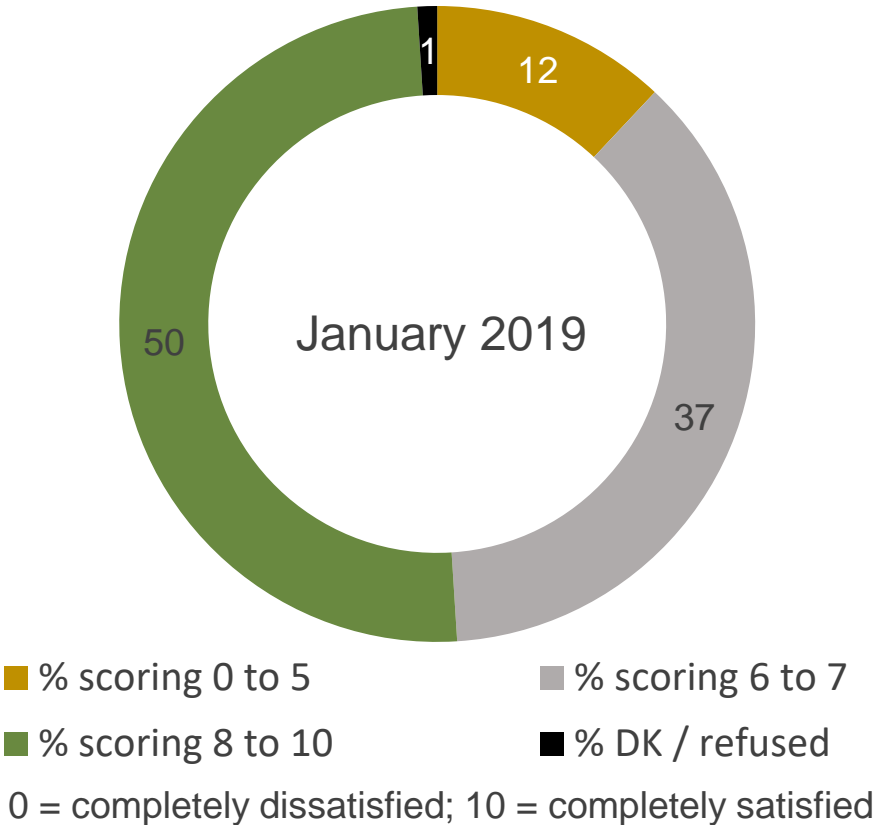
Thinking about your household income, that is the income of everyone in your household, which one of these statements comes closest to your current situation?



Impact on life satisfaction



How do you feel about life as a whole?

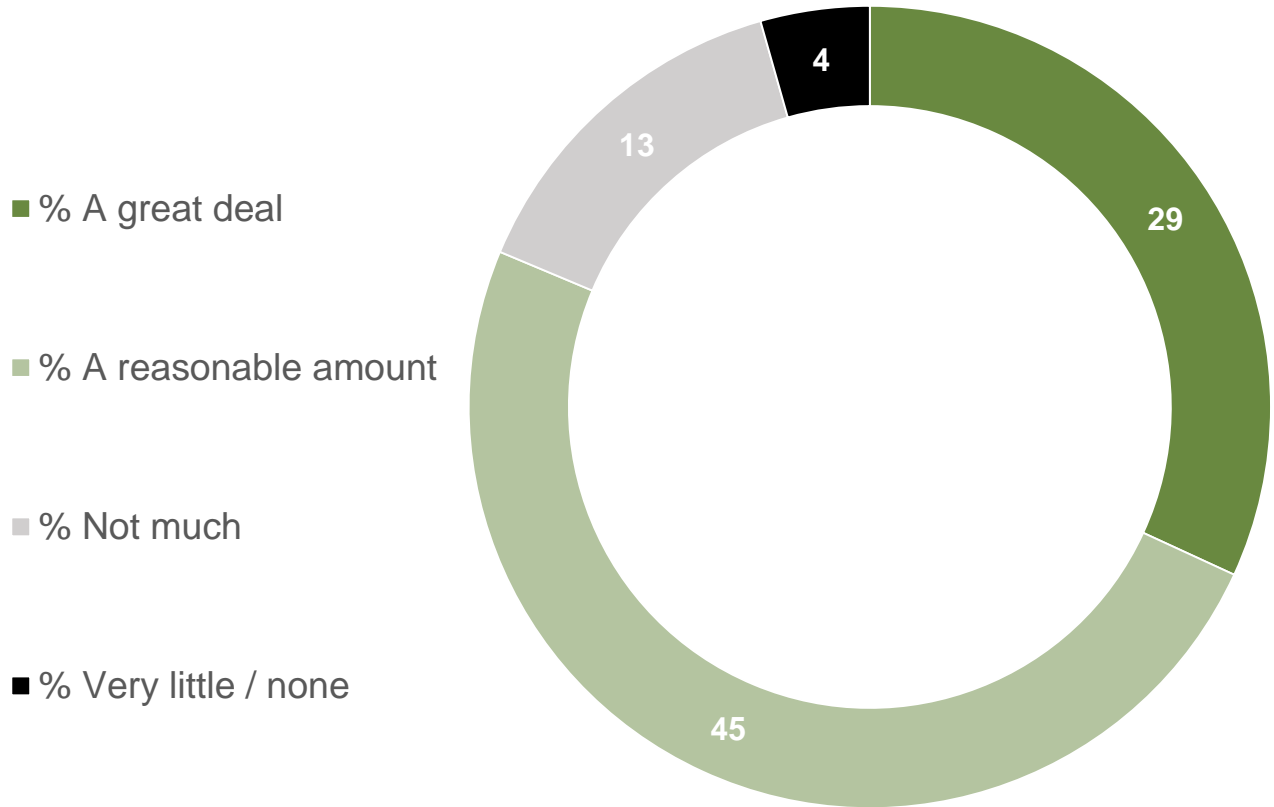




Trust in the Government



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



A great deal / a reasonable amount of trust in the Government:

83% vs. 59%

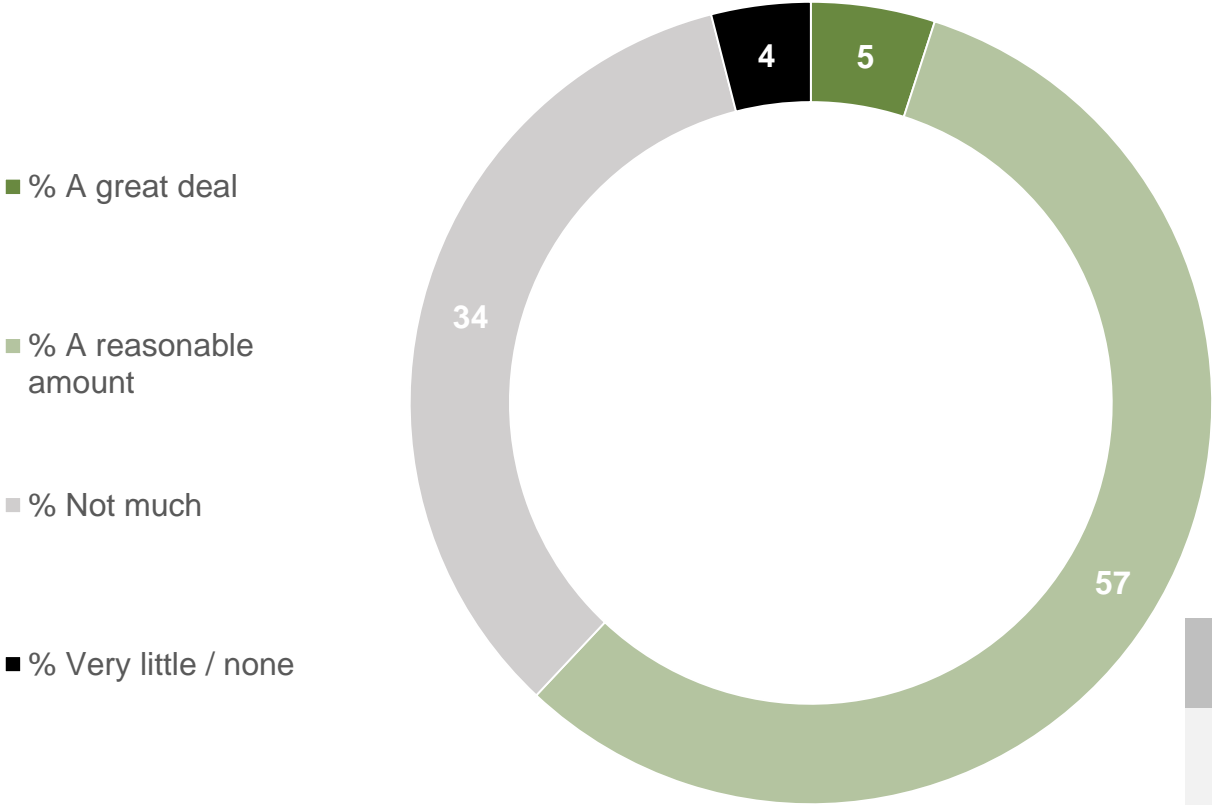
*Post-crisis Pre-crisis**

Trust is high across the board (there are no sub-group differences).

Interpersonal trust



How much trust do you have in your fellow New Zealanders to make informed choices about the future of the country?



A great deal / a reasonable amount of trust in others:

62% vs. 49%
*Post-crisis Pre-crisis**

Groups more likely than average (62%) to trust others:

18-49 year olds (54%)

Groups less likely than average (62%) to trust others

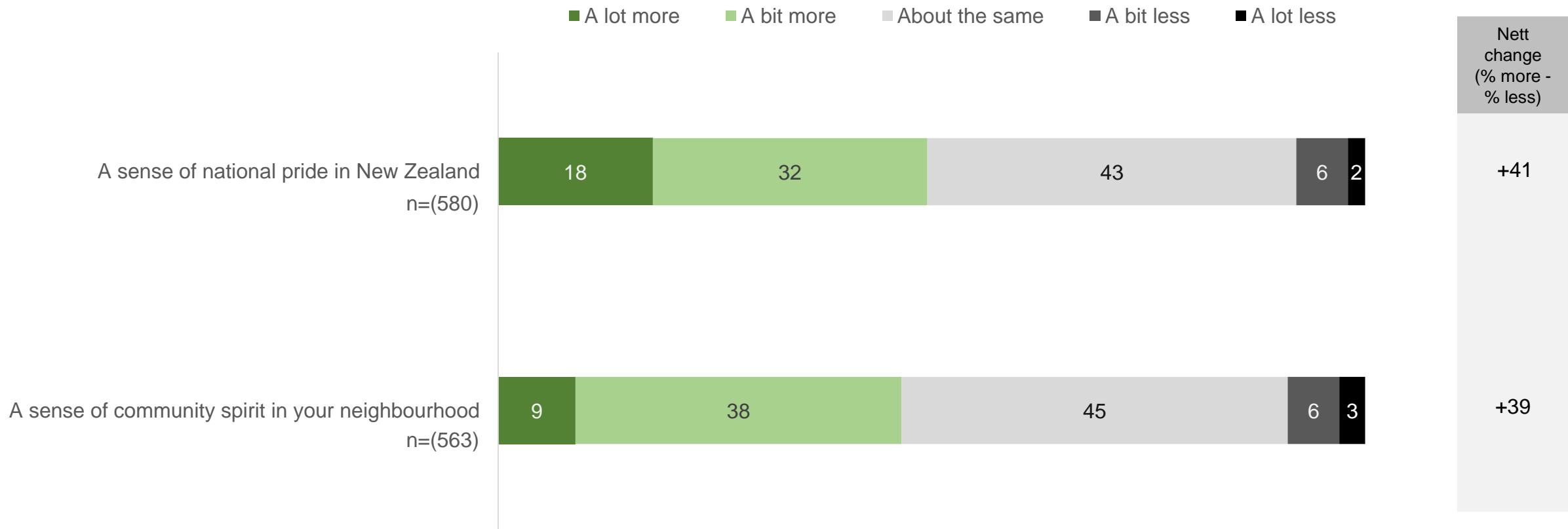
Those aged 50 and over (72%)

National pride and community spirit



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+





FOR FURTHER INFORMATION PLEASE CONTACT

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