

KANTAR

C O V I D - 1 9



Kantar New Zealand Covid-19 Update

14 April 2022

We hope that you're staying safe and well.

Here's our latest round-up designed to help our clients stay better connected to your customers during Covid-19. Earlier this month, we checked in again with 1,000 New Zealanders via an online survey to see how the pandemic – and other pressing issues such as inflation and sustainability – are impacting how we live.

If you're interested in learning more about these latest findings, and what they mean for your business, please let me know or get in touch with your Kantar client lead.

Significant concerns about Covid-19 in the community diminishing

While the majority of New Zealanders still have concerns about Covid-19, there has been a considerable drop in the number of Kiwis that have significant concerns about living with Covid-19 in the community. This correlates with the drop in cases and hospitable admissions at a nationwide level.

Just one-third of Kiwis *not* considering finding a new job in the next 12 months

In April 2020, at the height of the first wave of the pandemic in New Zealand, two-in-five Kiwis (40%) had concerns about their job security. As noted below, this has dropped to 27% two years on. With job security less of a concern – and “The Great Resignation” being widely reported – it is not surprising to see two-thirds (68%) of Kiwis in full or part-time work at least considering looking for a new job in the next 12 months.

Concern about living with Covid-19 in the community



More Kiwis now concerned about sustainability than job security

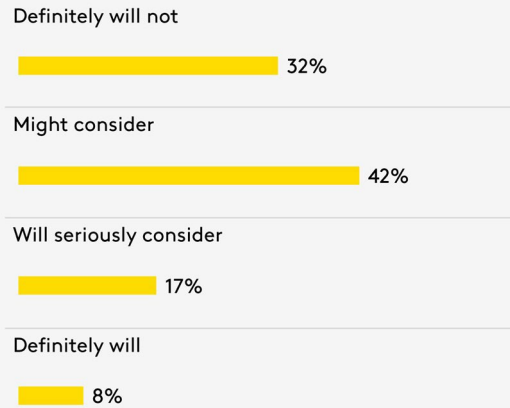
Nearly one-in-three Kiwis are now concerned about sustainability and the environment; this has almost doubled since November 2021 and is now a more pressing concern than job security.

While inflation / rising prices and our physical health remain the most important issues in our lives, significantly fewer Kiwis are concerned about the impact of Covid-19 on the economy, and people not following Covid-19 rules. With the continuing situation in Ukraine, international conflict is naturally a concern for nearly two-in-five New Zealanders.

To find out more about Kiwis' concerns with the cost of living and sustainability in general, you can download [Kantar's 2022 Better Futures report](#).

What parts of your life are you thinking about most?

How likely are you to look for a new job in the next 12 months?

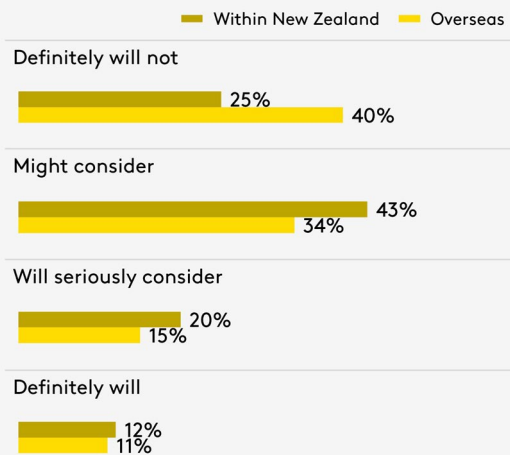


Majority of employees planning for extended leave from work

While many businesses are taking steps to prepare for "The Great Resignation", such as investing in personal development programmes and having additional staff reviews, they should also take notice of any plans employees are making for extended leave, both within New Zealand and overseas.

Three-quarters (75%) of employees are at least considering taking an extended break from work and travelling within New Zealand.

In the next 12 months, how likely are you to take an extended break from work and travel.....



Nov 2021 Jan 2022 Feb 2022 Apr 2022

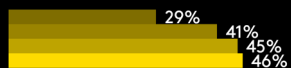
Inflation / rising prices



The physical health of myself and my family



Financial planning for the future



The impact of Covid-19 on the NZ economy



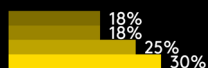
International conflict



Rising interest rates



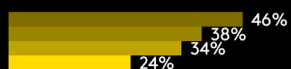
Sustainability and the environment



Job security for myself and my family



Other people who aren't following Covid rules



Many Kiwis are not confident when it comes to attending indoor events

As the seven-day rolling average of case numbers continues to decline, we wanted to gauge how confident Kiwis are in participating in activities or attending places for work and leisure. The majority of Kiwis are at least fairly confident in visiting essential retail outlets, their place of work, the hairdresser, malls and outdoor events. However, only 35% of New Zealanders would be at least fairly confident in attending an indoor event.

How confident are you in participating in the below activities / visiting or attending these places? (% at least fairly confident)

Nearly two-third (60%) of workers are at least considering an extended break overseas. 9% of these employees are intending to work remotely for more than three months, 16% noted they were intending to work between one and three months, with 11% stating they intend to work for less than a month.

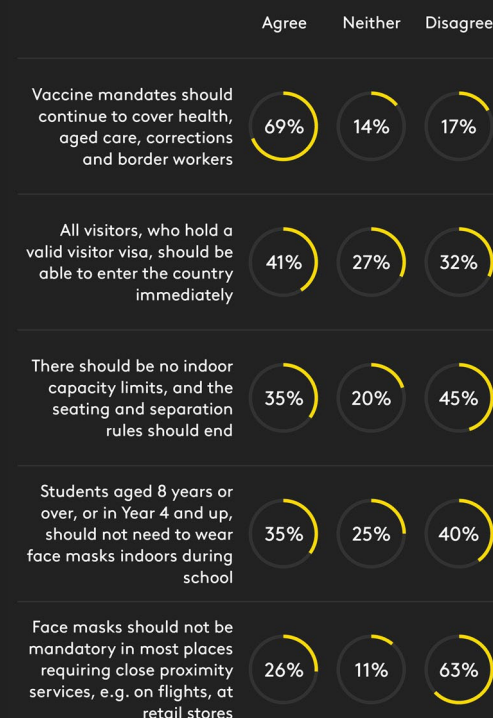
More Kiwis agree that visitors, who hold a valid visitor visa, should be able to enter the country immediately

The country moved to the less restrictive orange traffic light pandemic response setting at 11.59pm last night. In advance of this announcement, Kantar asked Kiwis about their views on some of the key restrictions that remained in place up until yesterday. Some of the key changes, under orange include no indoor or outdoor capacity limits and seated rules removed, and masks are no longer required in schools.

More Kiwis actually agreed (than disagreed) with the Government's previous rules around indoor capacity limits and mask use in schools. Mask use while using proximity services – e.g. retail – remain, and more Kiwis agree with this.

While quarantine-free travel for Australians resumed at 11.59pm on Tuesday, more Kiwis agree that all visitors, who hold a valid visitor visa, should be able to enter the country immediately.

To what extent do you agree with each of the below statements?





The above findings showcase just some of the key shifts in behaviours and sentiments of New Zealand consumers in response to Covid-19 – and other pressing concerns such as inflation – and the subsequent impact on New Zealand businesses. For more information on the resulting implications for your brand and customer experience strategies, please get in touch.



© Kantar. All rights reserved.

To unsubscribe reply with STOP in the header