

COVID TIMES

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?

New Zealand  **84%**
Approve

G7 average  **54%**
Approve

- 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?

Please click [here](#) to receive the full details of the Trust and Leadership edition of COVID Times.

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.

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