Kia ora, and welcome to the latest edition of Colmar Brunton’s COVID Times. Once again we look at trust and leadership, placing it into a global context. We also examine how our COVID resolutions could impact New Zealand under the new ‘normal’.

Kiwis continue to back the Government in their management of the crisis. Public support outstrips what we see across the G7.

- 87% approve of the way the Government is responding to the pandemic (up 3 points).
- This compares to an average of 50% across the G7 (down 4 points).

This support extends to specific actions taken to protect both lives and livelihoods.

- 82% feel the NZ Government has done a good job on testing (vs. 46% across the G7).
- 78% feel the NZ Government has done a good job on supporting those who face a loss of income (vs. 48% across the G7).

And the timing of the new phase in our fight against COVID has also won public support.

- 83% support the decision to move to Alert Level 3 after the ANZAC weekend, while only 11% oppose this decision.
- Indeed, the proportion who feel the Government’s response on the outbreak is ‘about right’ has increased from 60% to 81%.

Thinking about how the New Zealand Government is responding to the coronavirus outbreak, do you think the measures they have put in place...

"Are about right"

<table>
<thead>
<tr>
<th>60%</th>
<th>81%</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-5 April</td>
<td>20-21 April</td>
</tr>
</tbody>
</table>
New Zealanders attribute our ‘success’ in dealing with the pandemic to multiple factors. Chief among them is the Government’s strategy of ‘going hard and going early’.

Reasons why we have experienced relatively few deaths due to coronavirus:
- 80% feel we took effective action early on.
- 52% feel our geographical isolation played a part.
- 44% point to the role of good public health measures.
- 22% simply feel we’ve been lucky.

This success likely underpins a surge in national pride.
- Three in five New Zealanders feel a greater sense of national pride than they did pre-COVID. This is an even stronger result than we saw previously (+62% vs. +47% two week ago).

Increase in national pride since before the outbreak began.

<table>
<thead>
<tr>
<th>47%</th>
<th>62%</th>
</tr>
</thead>
<tbody>
<tr>
<td>🔴🔴🔴🔴🔴</td>
<td>🔴🔴🔴🔴🔴🔴</td>
</tr>
<tr>
<td>3-5 April</td>
<td>20-21 April</td>
</tr>
</tbody>
</table>
And this sense of national pride is a key factor shaping our post-COVID resolutions. Our strongest resolution is to help put the Kiwi economy back on its feet. But while Kiwi brands might benefit under the new normal, public transport use is at risk.

- 60% of New Zealanders plan to provide more support to their locally owned business, as well as New Zealand owned businesses.
- 22% of public transport users say they will use public transport less (only 8% say they will use it more).
- Some of those who are reluctant to return to public transport are choosing to work from home more (38%). They are also looking at using active transport modes such as walking (41%) and cycling (9%). While relatively few indicate they will be swapping public transport for a car (14%).

Finally, there is also a potential comms challenge on the horizon when it comes to contact tracing.

- 42% say they would be very or extremely likely to use a contact tracing app to help control coronavirus. Based on our experience of translating intention into behaviour, we believe the Government will need to further build support if the app is to be effective.

Percentage of New Zealanders who say they are ‘very’ or ‘extremely’ likely to use a Government contact tracing app:

42%
All New Zealanders 18+

Want to know more?

Please click here to receive the full details of this edition of the COVID Times. Or if you would like to know more about COVID Times please contact Edward at Edward.Langley@colmarbrunton.co.nz.
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:
Where a client publishes any of the findings of a research project the client has a responsibility to ensure these are not misleading. The Researcher must be consulted and agree in advance to the form and content for publication. Where this does not happen the Researcher is entitled to:
- a. Refuse permission for their name to be quoted in connection with the published findings
- b. Publish the appropriate details of the project
- c. Correct any misleading aspects of the published presentation of the findings

Electronic Copies
Electronic copies of reports, presentations, proposals and other documents must not be altered or amended if that document is still identified as a Colmar Brunton document. The authorised original of all electronic copies and hard copies derived from these are to be retained by Colmar Brunton.

Colmar Brunton ™ New Zealand is certified to International Standard ISO 20252 (2012). This project will be/has been completed in compliance with this International Standard.

This presentation is subject to the detailed terms and conditions of Colmar Brunton, a copy of which is available on request or online here.