

COVID TIMES

Edition 3: Backing New Zealand
24 April 2020



COLMAR BRUNTON
A Kantar Company



AN UPDATE FROM US

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'.



So, what's new ...

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"

60%



3-5 April

81%



20-21 April

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’.

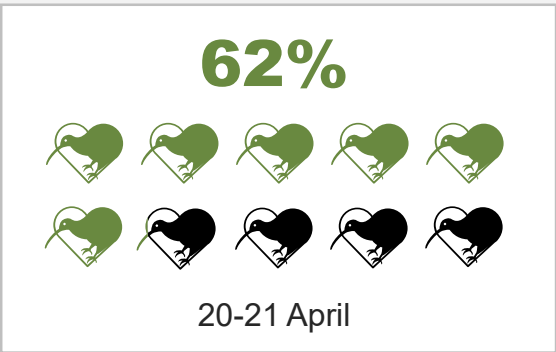
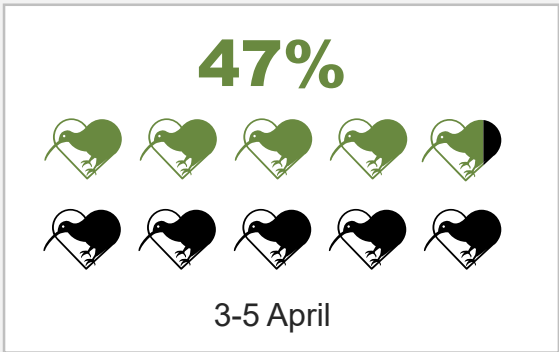
Reasons why we have experienced relatively few deaths due to coronavirus:

- 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.

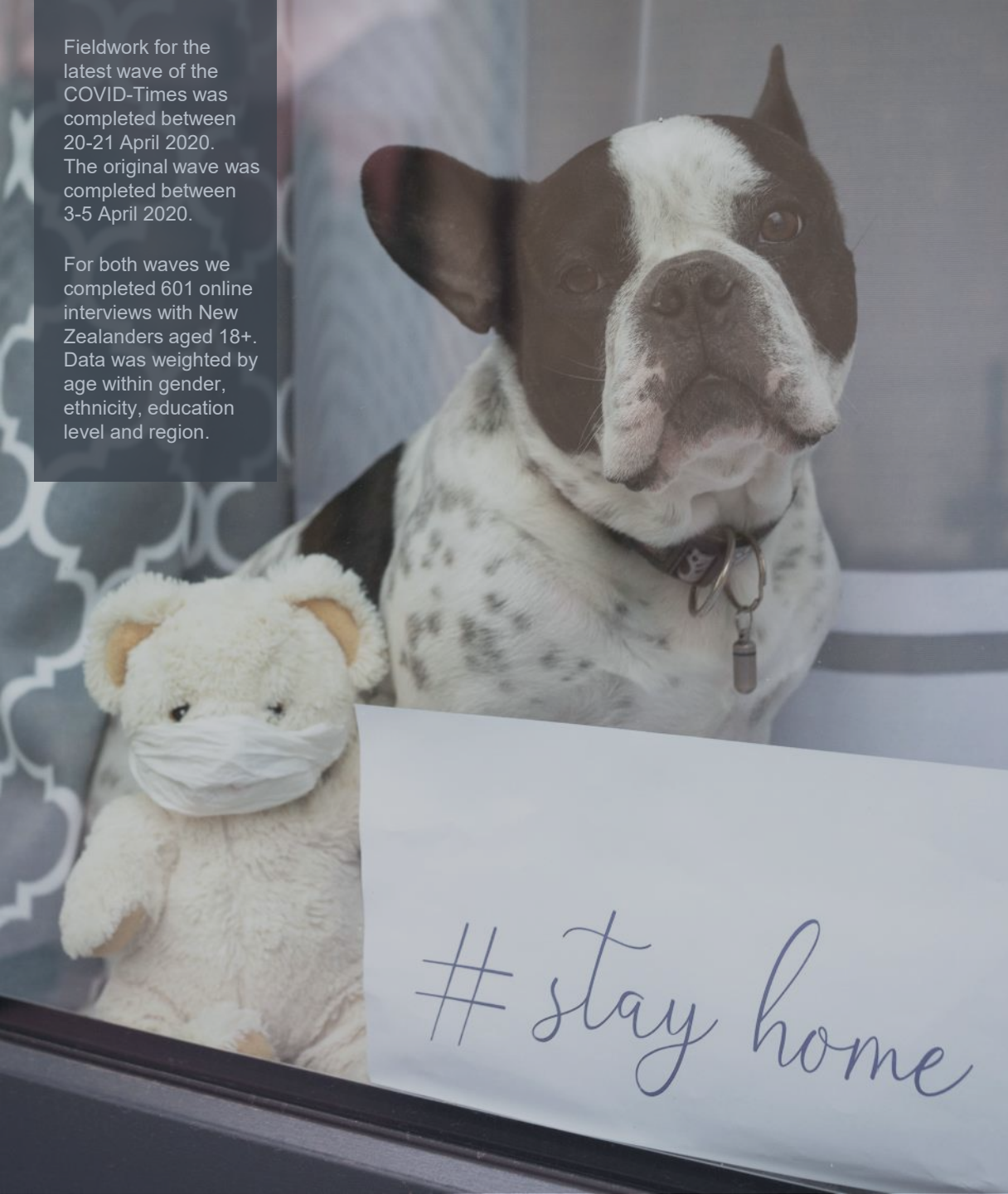
- Three in five New Zealanders feel a greater sense of national pride than they did pre-COVID. This is an even stronger result than we saw previously (+62% vs. +47% two week ago).

Increase in national pride since before the outbreak began.



Fieldwork for the latest wave of the COVID-Times was completed between 20-21 April 2020. The original wave was completed between 3-5 April 2020.

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



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

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