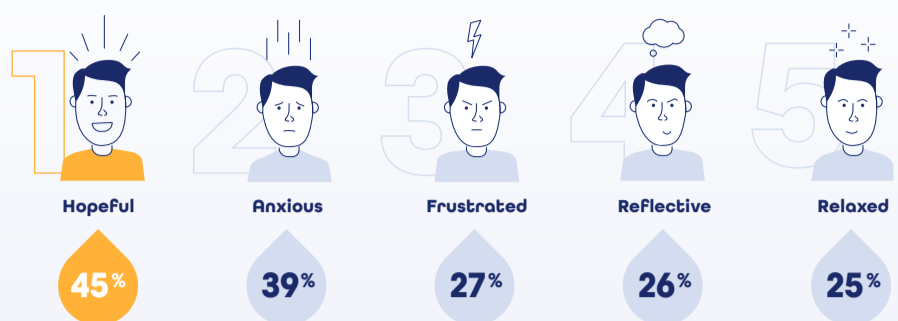


# COVID-19 NZ Values Study

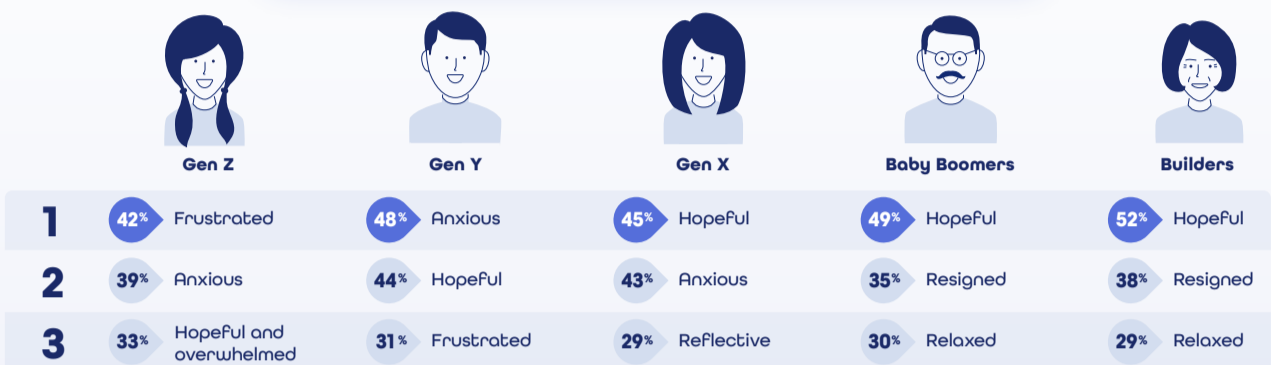
## Despite recent challenges, New Zealanders are feeling hopeful about the situation unfolding around COVID-19

**Top 5 emotions** that New Zealanders are experiencing in response to the unfolding situation around COVID-19



## Older generations are feeling more positive than younger generations

Top 3 emotions for each generation in response to COVID-19



## Challenges and opportunities of living in lockdown

### Top 3 challenges

% strongly/somewhat/slightly agree



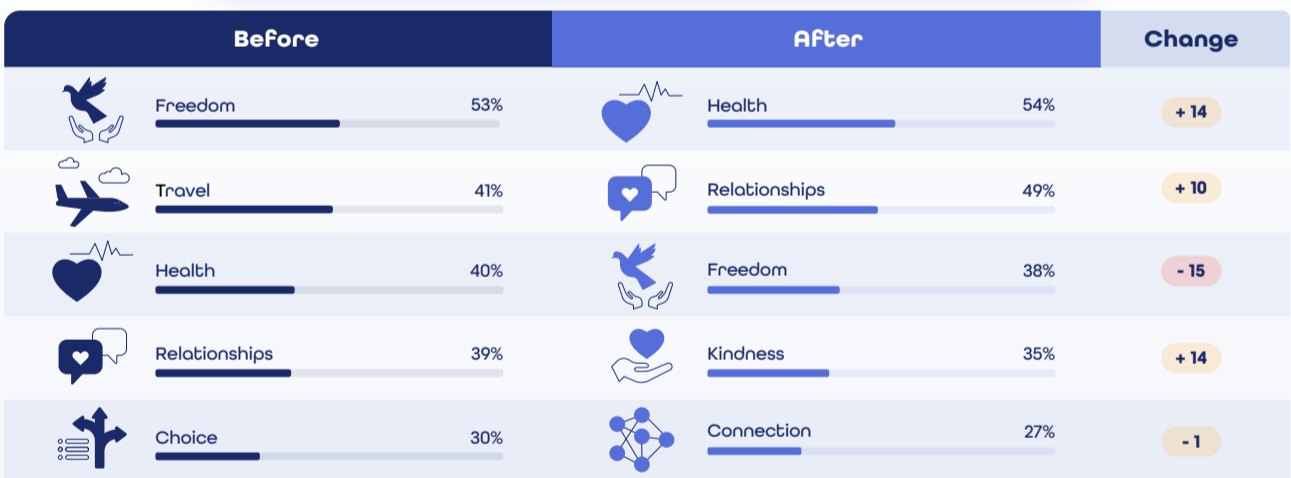
### Top 3 opportunities

% strongly/somewhat/slightly agree



## New Zealanders reprioritise values in times of crisis

Top 5 values before and after COVID-19 was declared a pandemic

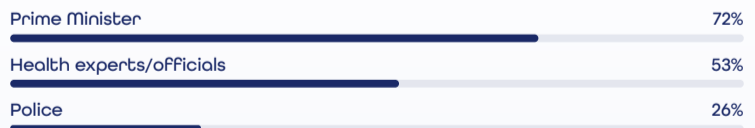


### Largest increases in value since COVID-19 was declared a pandemic



## New Zealand's leaders have inspired confidence since the outbreak of COVID-19

% of New Zealanders who say each of the following leaders have most inspired their confidence



### Most important values for a leader to demonstrate during times of crisis

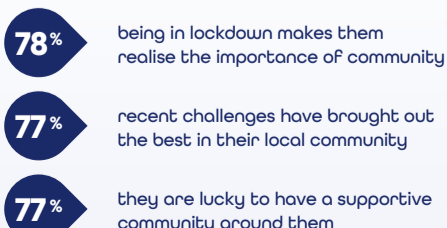


### Values that New Zealand's leaders have demonstrated



## The importance of community

% strongly/somewhat/slightly agree



In the midst of the pandemic, New Zealanders have seen aspects of the Kiwi Spirit shining through:

