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 unfolding situation around COVID-19



Hopeful



Anxious

39%



Frustrated

27%



Reflective

26%

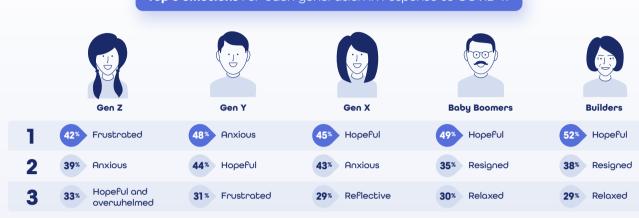


Relaxed

25%

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



% strongly/somewhat/slightly agree



I miss going out to I am spending shops, restaurants on technology and events



I miss spending time outside



% strongly/somewhat/slightly agree



I have spent more I am saving time reflecting money



I have more time to do things I enjoy

New Zealanders reprioritise values in times of crisis

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

Before		After		ange
Freedom	53%	Health	54%	+ 14
Travel	41%	Relationships	49%	+ 10
Health	40%	Freedom	38%	- 15
Relationships	39%	Kindness	35%	+ 14
Choice	30%	Connection	27%	-1

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

Prime Minister	72%
Health experts/officials	53%
Police	26%

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



Empathy



Confidence



Integrity



Commitment



Accountability

Values that New Zealand's leaders have demonstrated



Commitment



Empathy



Confidence











In the midst of

the pandemic, **New Zealanders**

have seen aspects

of the Kiwi Spirit

shining through:





Integrity

The importance of community

being in lockdown makes them

% strongly/somewhat/slightly agree



realise the importance of community recent challenges have brought out



they are lucky to have a supportive community around them

the best in their local community













greater good Kindness and

Friendship

Pulling together for the



A sense of achievement 'we can do this'