

mccrindle

COVID-19 NZ Values Study

Key Insights

Wilberforce Workshop

27 May 2020

www.covid19valuesstudy.nz

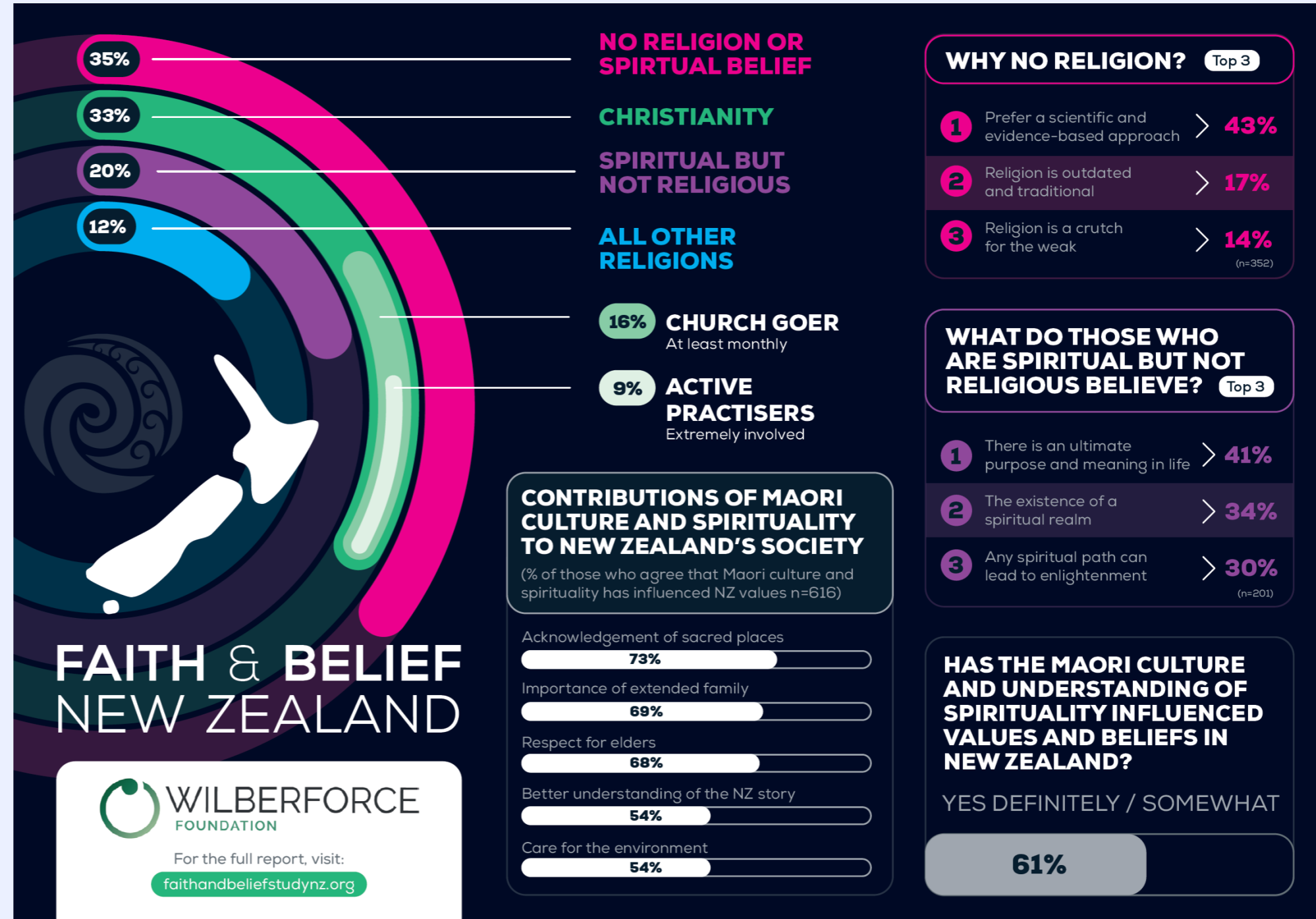


Wilberforce & McCrindle



Faith and Belief in New Zealand

MAY 2018



McCrindle COVID-19 research in Australia



Key findings included

- The top emotion Australians were feeling was anxiety (highest among Gen Z & Gen Y)
- Most people using social or mainstream media for information, but government sources and health professionals most trusted
- Top qualities of a leader in this time are transparency and honesty, and being prepared to make tough calls
- Australians have seen the Aussie humour come to the fore in this pandemic
- 2nd study released this week

COVID-19 NZ Research Objectives

To provide insights into how New Zealanders' attitudes, beliefs and values have been formed, shaped and how these may be changing through the coming months.

Our hope is that the findings will:

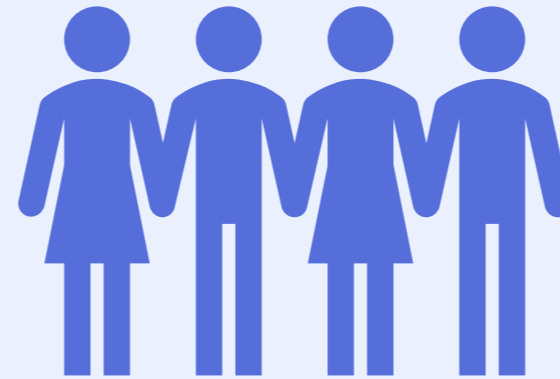
- Help equip organisational leaders to engage with staff, boards stakeholders post-COVID-19
- Provide insights for strategic planning
- Equip Christian commentators with credible and timely insights to contribute to wider public discussions about NZ's future path

Research methodology

Three part 'snapshot' research study



Online survey



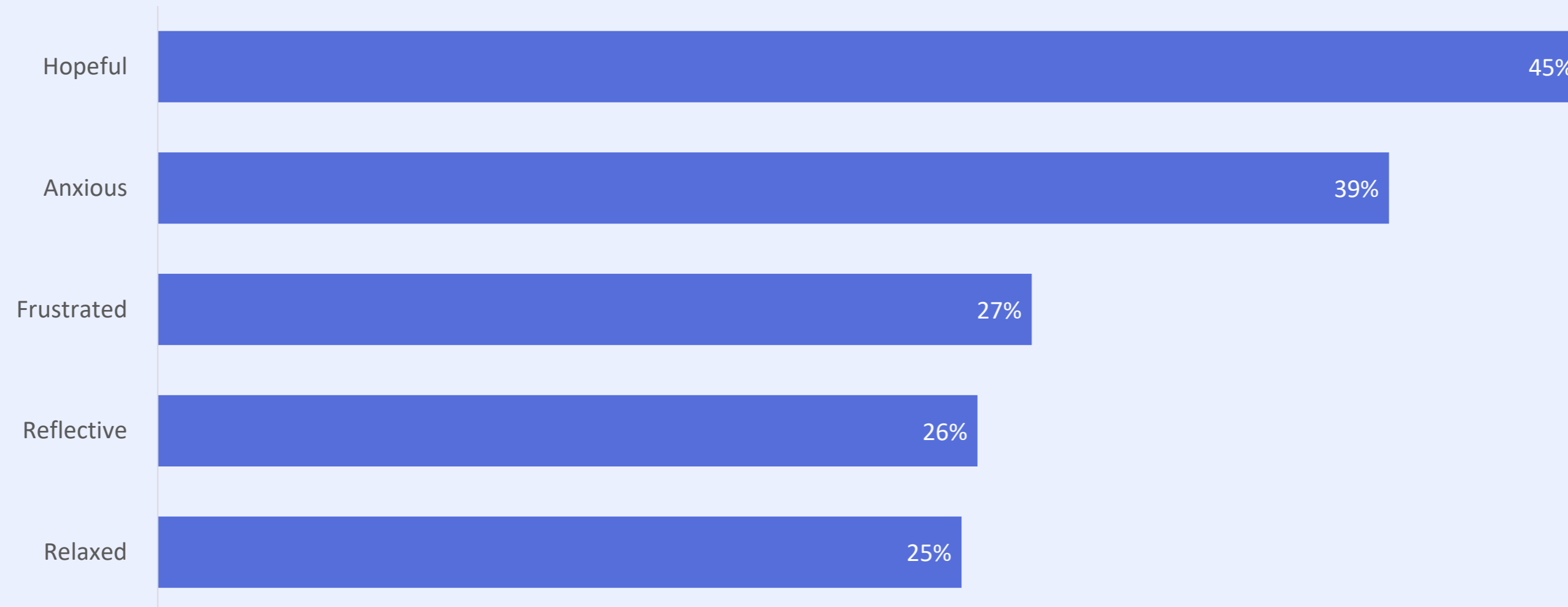
1,002
New Zealanders



Nationally representative
by age, gender and
region

We are feeling hopeful about the unfolding situation around COVID-19.

Top 5 emotions in response to the unfolding situation around COVID-19



Older generations are more likely to feel positive.

TOP 3 EMOTIONS IN RESPONSE TO COVID-19 BY GENERATION



Gen Z
18 - 25



Gen Y
26 - 40



Gen X
41 - 55



Boomers
56 - 74



Builders
75+

Frustrated (42%)

Anxious (48%)

Hopeful (45%)

Hopeful (49%)

Hopeful (52%)

Anxious (39%)

Hopeful (44%)

Anxious (43%)

Resigned (35%)

Resigned (38%)

Hopeful (33%)
Overwhelmed (33%)

Frustrated (31%)

Reflective (29%)

Relaxed (30%)

Relaxed (29%)

Despite some challenges, the recent lockdown period has provided more time for reflection.

Key challenges of living in lockdown



I miss going out to shops, restaurants and events (76%)



I am spending too much time on technology (70%)



I miss spending time outside (67%)

Key opportunities of living in lockdown



I have spent more time reflecting (72%)

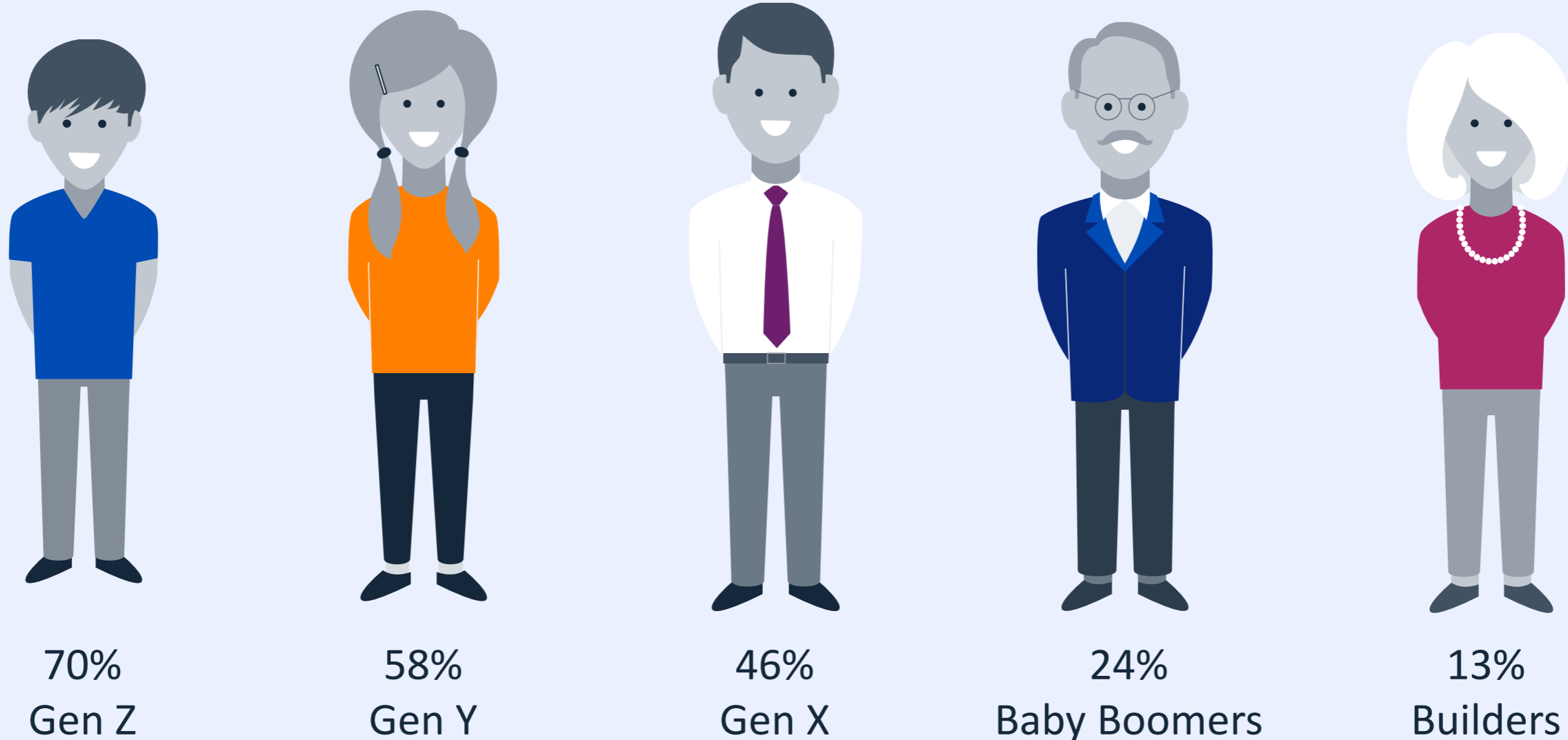


I am saving money (72%)

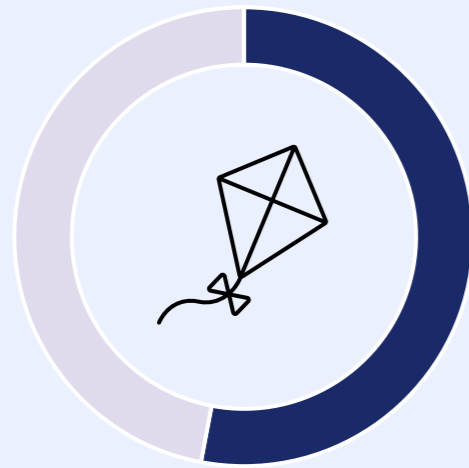


I have more time to do things I enjoy (67%)

Younger generations are more likely to say they are finding it difficult to stay mentally healthy.



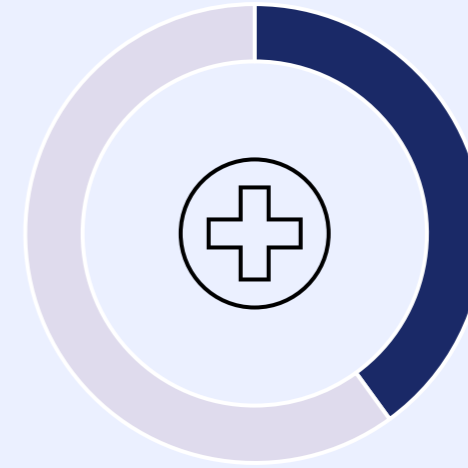
Top 5 values prior to COVID-19 being declared a pandemic



Freedom (53%)



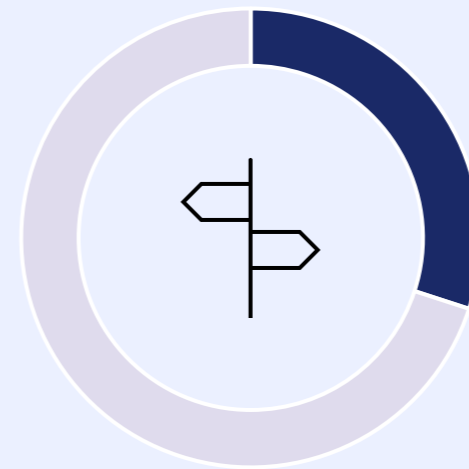
Travel (41%)



Health (40%)

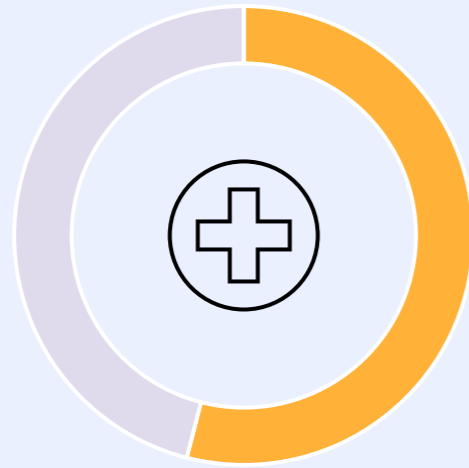


Relationships (39%)

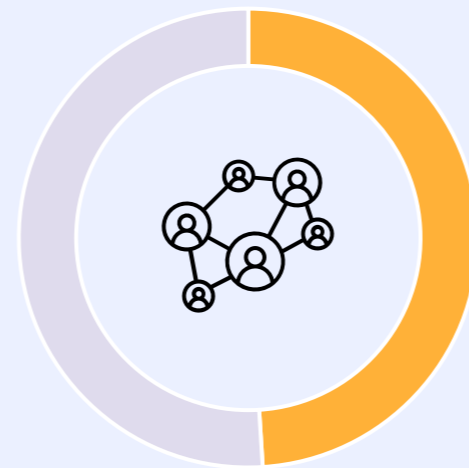


Choice (30%)

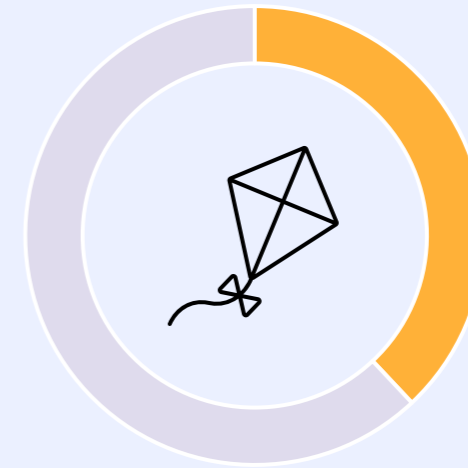
Top 5 values now, having experienced the impacts of COVID-19 in New Zealand.



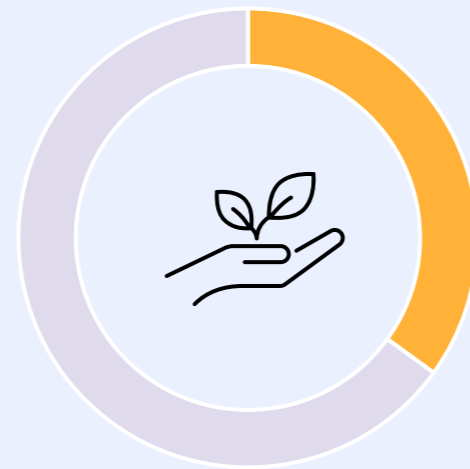
Health (54%)



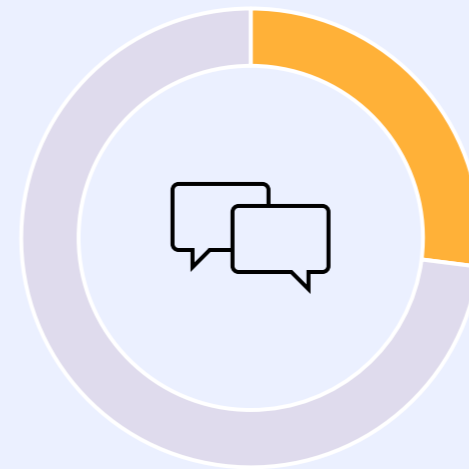
Relationships (49%)



Freedom (38%)



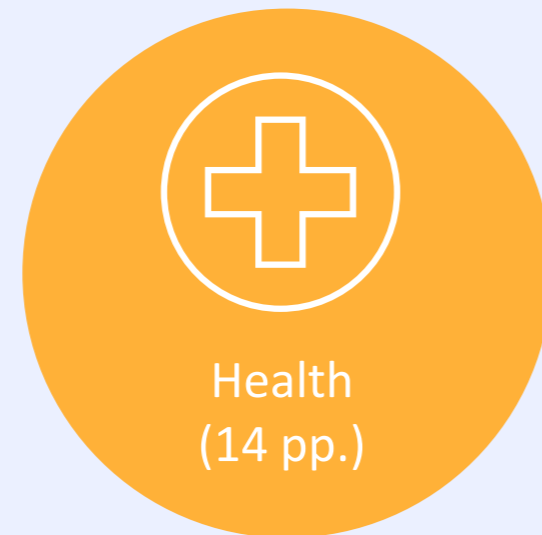
Kindness (35%)



Connection (27%)

We are placing more value on health, kindness and time for reflection.

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



Which of our leaders have inspired confidence since the outbreak of COVID-19?



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

Most important values for a leader to demonstrate during times of crisis	Values that New Zealand's leaders have demonstrated
Empathy (41%)	Commitment (61%)
Confidence (39%)	Empathy (59%)
Integrity (38%)	Confidence (58%)
Commitment (33%)	Focus (53%)
Accountability (30%)	Integrity (43%)

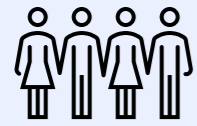
The power of community in times of uncertainty.

Strongly/somewhat/slightly agree

- 78% agree that being in lockdown makes them realise the importance of community
- 77% agree recent challenges have brought out the best in their local community
- 77% agree they are lucky to have a supportive community around them



Aspects of the Kiwi spirit that we have seen during this time



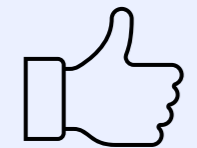
Pulling together for the greater good (66%)



Kindness and friendship (66%)



A sense of achievement 'we can do this' (61%)



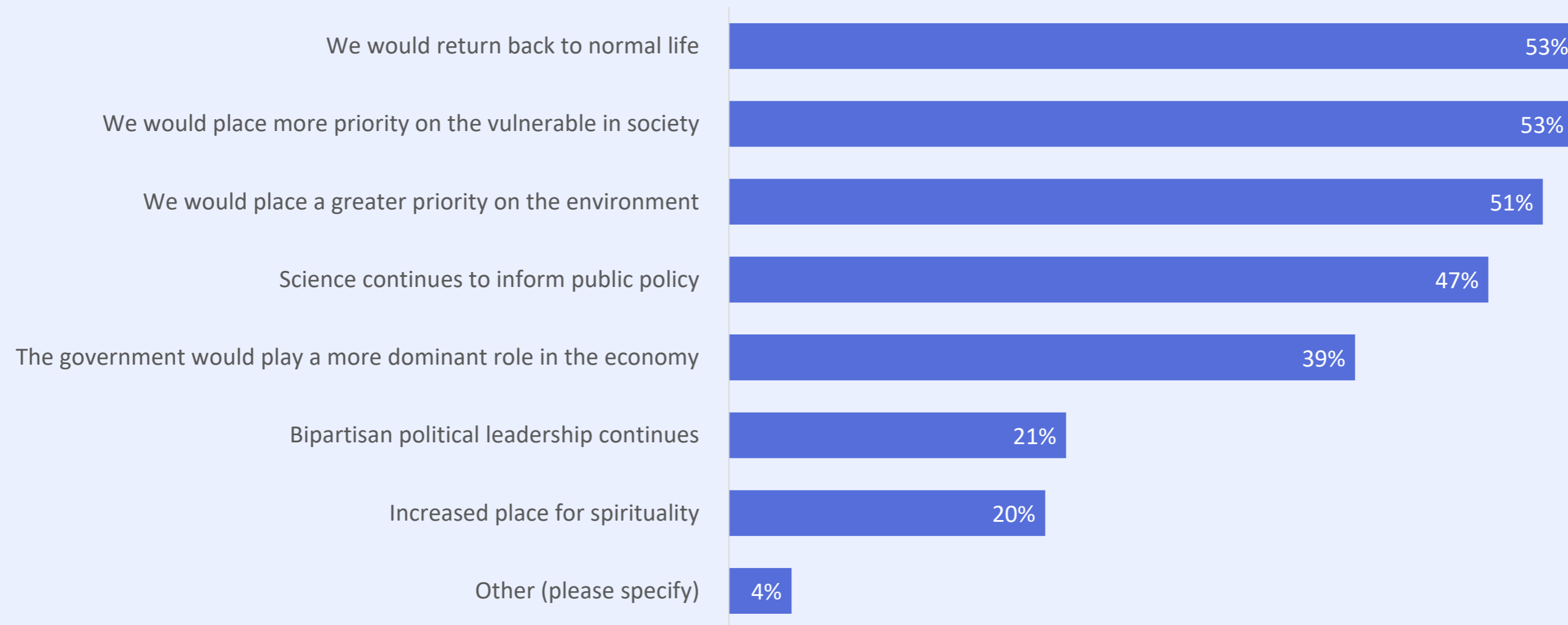
Positivity (57%)



Sense of humour (50%)

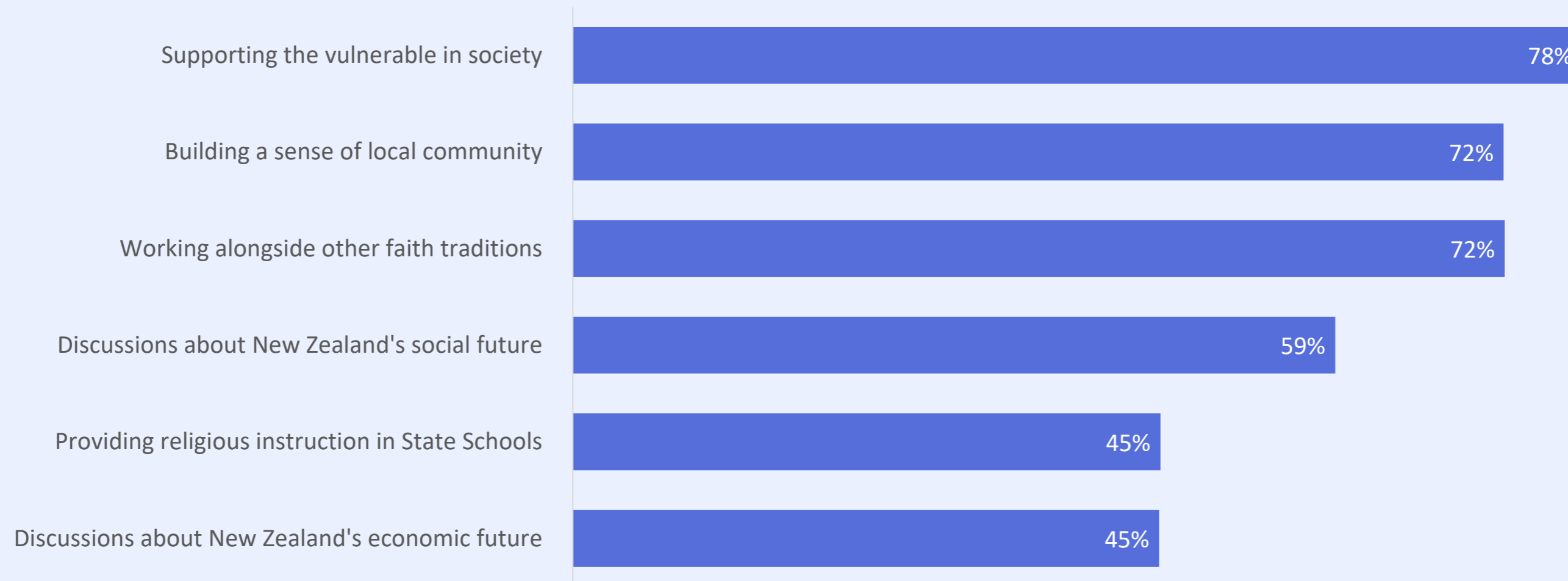
NZers hope there will be a greater focus on caring for the vulnerable and the environment in the future.

What do you hope for New Zealand when we move beyond the pandemic?
Please select all that apply.



The Role of the NZ Church in life post pandemic

To what extent do you agree the Church has a role to play in the following aspects of life after the current pandemic?
% Strongly/somewhat/slightly agree



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2 more snapshot surveys:

- July 2020
- September 2020

Discussion Starters:

What can we learn from crisis leaders?

What implications for our staff, board, stakeholders?

What implications for our ministry?

What implications for our sector?

What do 'spiritual leaders' need to do/be to figure more prominently during time like this?

What implications for our relationship with the church?