

mccrindle



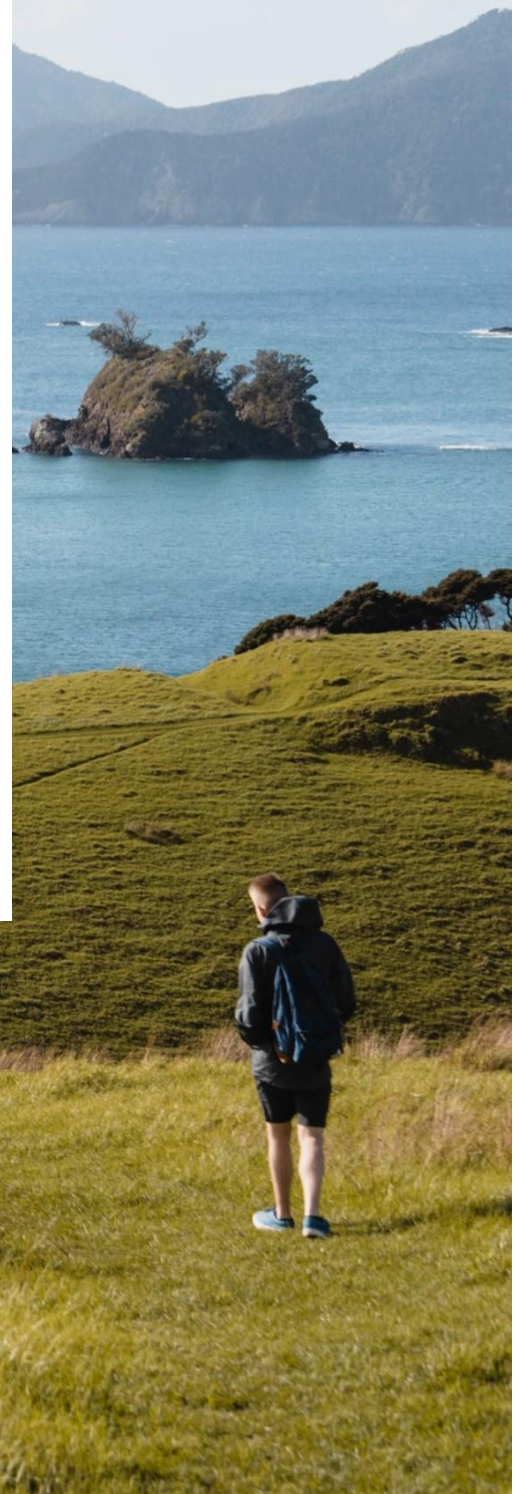
# New Zealand in 2020

Attitudes, values and beliefs amidst COVID-19



**Wilberforce Foundation**

December 2020





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## Research objectives

In April 2020, The Wilberforce Foundation commissioned McCrindle to conduct research to understand New Zealanders' attitudes, beliefs and perceptions amidst the COVID-19 pandemic.

Across three pulse surveys, conducted throughout 2020, the research aims to capture changes in New Zealanders' values and beliefs throughout the year.

## Research methodology

The *New Zealand in 2020* report is the collation of quantitative data collected through three online surveys of New Zealanders throughout 2020. The table below outlines the dates the surveys were in field and the total number of completed responses gathered in each survey.

Respondents were over the age of 18 and were nationally representative by age, gender, and region.

### Longitudinal insights

Throughout this report, results from each of the three pulses are compared to highlight key changes and consistencies throughout the year. Where possible, the same questions were asked in each survey pulse although changes have been

made to a small number of questions. Where the question wording has been changed, longitudinal insights are not provided.

### Terminology

Throughout this report, respondents are referred to as 'New Zealanders'.

### Graphs and rounding

Data labels on the graphs in this report have been rounded and may, therefore, sum to 99% or 101%. Any calculations where two data points have been added are based on raw data (not the rounded data labels on the graph) which have then been rounded once combined.

Pulse	Dates in field	Restriction level	Total responses
<b>Pulse 1</b>	22nd – 28th April 2020	New Zealanders were aware they were moving into alert level 3 but were still in alert level 4 until the 27th of April.	1,002
<b>Pulse 2</b>	29 <sup>th</sup> July – 4 <sup>th</sup> August 2020	New Zealand had not seen a new case of COVID-19 in more than 85 days. However, on the 12 <sup>th</sup> of August, parts of the country moved back into lockdown.	1,000
<b>Pulse 3</b>	6 <sup>th</sup> – 23 <sup>rd</sup> November 2020	At the time of the survey launch New Zealand had moved to alert level 1 after experiencing level 2 in September and October.	1,002

# Executive summary

## **Despite the ups and downs of 2020, New Zealanders have remained hopeful and resilient**

Throughout a challenging year, New Zealanders have remained largely hopeful. In response to the unfolding situation around COVID-19, the most common emotion in all three pulses has been hope (45% April, 37% Aug, 40% Nov). Although New Zealanders have remained hopeful throughout the pandemic, they have also felt anxious (39% April, 37% Aug, 36% Nov) and frustrated (27% April, 32% Aug, 31% Nov).

Interestingly, New Zealanders were more likely to feel reflective in April (26%) compared to August (21%) and November (20%). New Zealanders were also more likely to feel overwhelmed earlier in the year (19% April, 16% Aug, 14% Nov). These changes in emotion are likely due to a greater sense of uncertainty about the future at the beginning of the pandemic.

Over the course of 2020 New Zealanders' sense of uncertainty about the future has subsided slightly. In April, 29% of New Zealanders felt extremely/very uncertain about the future. This has now reduced to 23% in November, a decrease of six percentage points.

## **2020 has seen an increase in spiritual resilience and a focus on pulling together for the greater good**

Although New Zealanders have experienced a range of emotions in response to the unfolding situation around COVID-19 this year, they have remained resilient overall. In April, New Zealanders were most likely to believe themselves to be extremely/very emotionally resilient (54%). At the same time, 43% of New Zealanders believed themselves to be spiritually resilient.

As the year has unfolded, however, emotional resilience has decreased (54% April cf. 46% Aug, 47% Nov) while spiritual resilience has increased (43% April cf. 48% Aug, 51% Nov). This suggests that while New Zealanders are beginning to feel emotionally weary after 9 months of uncertainty, they are increasingly drawing strength from their spirituality.

Positively, despite the impact of restrictions on social gatherings New Zealanders' relational resilience has remained consistent throughout the year (49% April, 45% Aug, 47% Nov). In fact, New Zealanders have noticed the whole country pulling together for the greater good. This is the aspect of the Kiwi spirit that has been most noticeable for New Zealanders throughout the year (66% April, 65% Aug, 67% Nov) followed by kindness and friendship (66% April, 62% Aug, 61% Nov).

## **New Zealanders value health, relationships and kindness over travel and freedom**

Since the outbreak of COVID-19, New Zealanders' values have changed over the course of 2020. New Zealanders now value health above everything, which has increased significantly as a result of the pandemic (40% pre-COVID, 54% April, 61% Aug, 59% Nov). New Zealanders are also much more likely to value relationships (39% pre-COVID, 49% April, 51% August, 53% Nov) and kindness (20% pre-COVID, 35%, April 40% August, 42% Nov) since experiencing the impact of the pandemic, growing by 15 and 22 percentage points, respectively.

At the same time, the value placed on freedom has reduced compared to life before COVID-19 (53% pre-COVID cf. 38% April, 36% Aug, 40% Nov) as has the value placed on travel (41% pre-COVID cf. 20% April, 22% Aug, 24% Nov). The value placed on job security has fluctuated throughout the year. Before the pandemic, 26% of New Zealanders

listed job security as one of their top five values. This reduced even further to 20% in the early stages of the pandemic. As the long-term impacts of the pandemic begun to be realised, however, the value placed on job security increased to 34% in August and 32% in November.

### **New Zealanders are looking to prioritise family and relationships over consumption**

When thinking about the long-term impacts that COVID-19 has had on different areas of their life, almost half of New Zealanders (45%) believe the pandemic has actually had a positive impact on their family and relationships.

New Zealanders are looking to continue prioritising their relationships, with 56% (Nov) suggesting they will spend more time with friends and family face-to-face after the current pandemic. New Zealanders also believe individuals should adopt a 'simpler lifestyle' with less consumption to create a more equitable, sustainable, and just future for New Zealand (65% Nov).

### **New Zealanders hope their country will place more priority on the vulnerable in society and the environment in the future**

While the pandemic may have had both positive and negative impacts in individuals lives, it has also created an opportunity to consider the country's priorities for the future. As New Zealand

moves beyond the pandemic, New Zealanders hope there will be a higher priority placed on the vulnerable in society (52%) and the environment (49%).

Many New Zealanders believe the Church can play a role in the country's recovery. More than four in five New Zealanders agree the church can make a meaningful contribution to the country's recovery by providing on-the-ground assistance and relief to vulnerable people (87% Aug, 85% Nov). A similar proportion agree the church can contribute by supporting existing charities financially (84% Aug, 82% Nov) and by providing community for people who are looking for somewhere to belong (85% Aug, 80% Nov).

### **The Prime Minister has consistently inspired confidence in New Zealanders throughout 2020**

Individuals working in areas of leadership have had a challenging role during the pandemic, navigating how to move forward in a seemingly uncertain future. The leader that has most inspired confidence in New Zealanders since the outbreak of COVID-19 is the Prime Minister, which has remained consistent over the year (72% April, 73% Aug, 72% Nov). Other leaders that have inspired confidence include health experts/officials (53% April, 61% Aug, 56% Nov) and the police (26% April, 23% Aug, 19% Nov), although the extent to which these leaders have inspired confidence has fluctuated throughout the year.



# Sentiment during a year of challenges

Despite the ups and downs of 2020, New Zealanders have remained hopeful and resilient.

Throughout a challenging year, New Zealanders have remained largely hopeful. In response to the unfolding situation around COVID-19, the most common emotion in all three pulses has been hope (45% April, 37% Aug, 40% Nov). The proportion of New Zealanders feeling hopeful dipped slightly in August, likely due to the announcement that parts of New Zealand would be returning to lockdown after more than 85 days of no cases. In November, however, hope increased once again to 40%.

Although New Zealanders have remained hopeful throughout the pandemic, they have also felt anxious (39% April, 37% Aug, 36% Nov) and frustrated (27% April, 32% Aug, 31% Nov).

Interestingly, New Zealanders were more likely to feel reflective in April (26%) compared to August (21%) and November (20%). New Zealanders were also more likely to feel overwhelmed earlier in the year (19% April, 16% Aug, 14% Nov). These changes in emotion are likely due to a greater sense of uncertainty about the future at the beginning of the pandemic.

Over the course of 2020 New Zealanders' sense of uncertainty about the future has subsided slightly. In April, 29% of New Zealanders felt extremely/very uncertain about the future. This has now reduced to 23% in November.

When thinking about the future, New Zealanders are mostly likely to be worried about their family's wellbeing (76% April, 72% Aug, 72% Nov), more so than their own. New Zealanders' next largest concern is for their financial wellbeing (74% April, 70% Aug, 69% Nov), followed by their physical wellbeing (64% April, 59% Aug, 63% Nov).

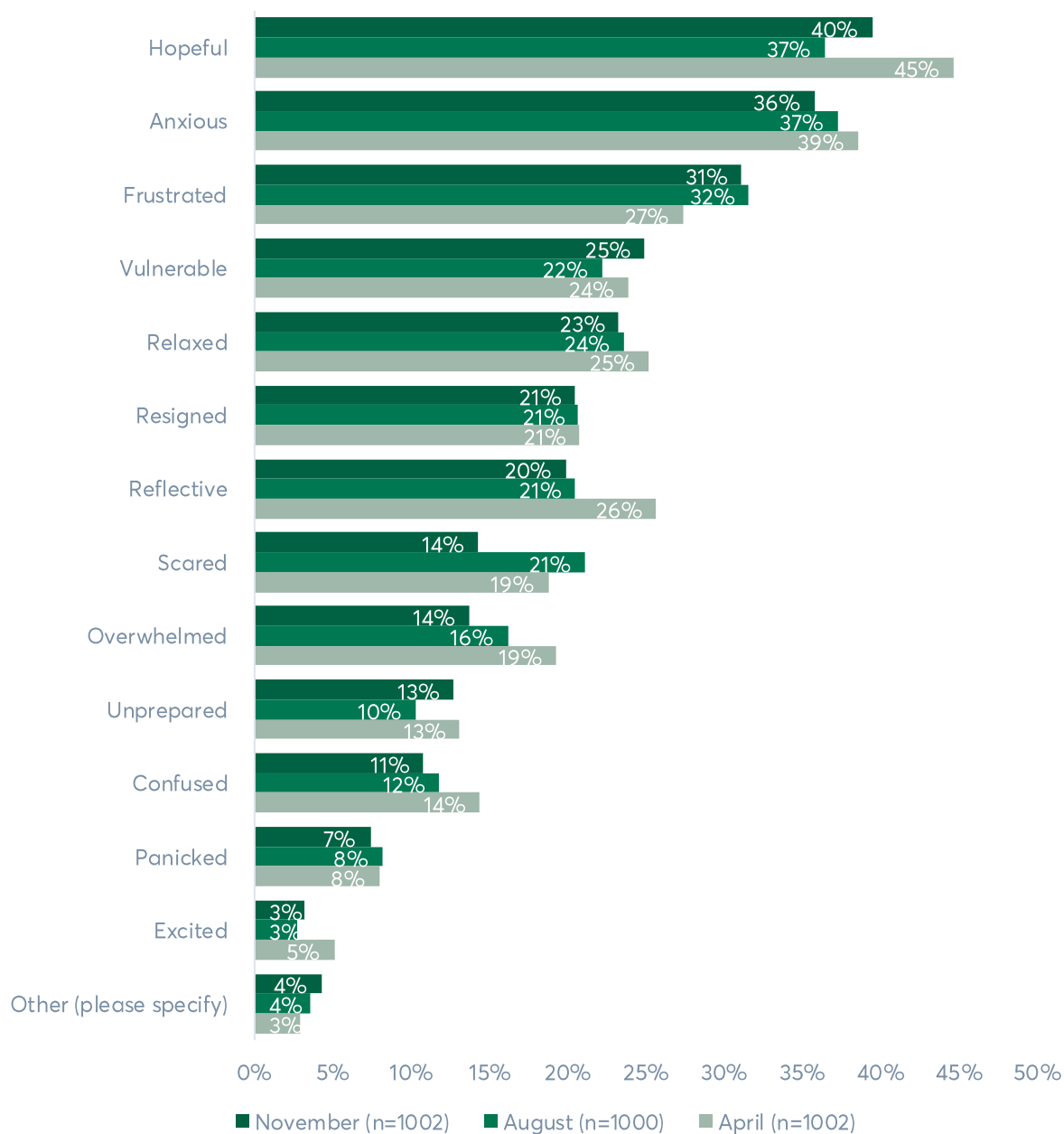
## Generation insights (November)

Younger generations are feeling more anxious and frustrated than older generations. Older generations, however, are likely to be more hopeful. This trend has been consistent throughout the year.

Top 3 emotions for each generation in response to COVID-19 November 2020				
Gen Z	Gen Y	Gen X	Baby Boomers	Builders
Anxious (50%)	Anxious (41%)	Hopeful (40%)	Hopeful (47%)	Hopeful (44%)
Frustrated (43%)	Frustrated (38%)	Anxious (35%)	Anxious (29%)	Resigned (30%)
Overwhelmed (35%)	Hopeful (36%)	Frustrated (32%)	Resigned (34%)	Vulnerable (22%)

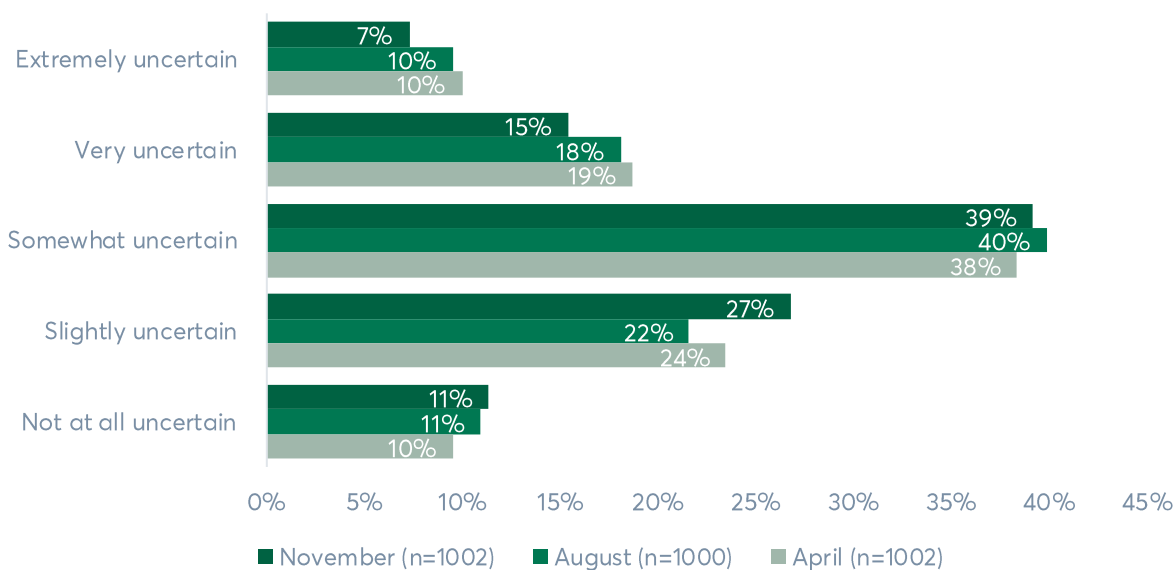
## Which of the following words would you use to describe how you feel about the unfolding situation around COVID-19?

Please select all that apply.



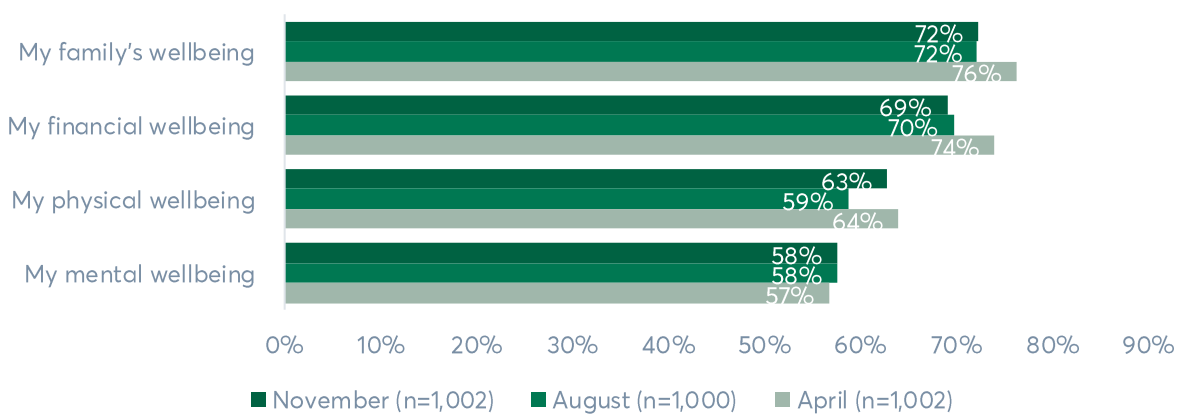


### Since the outbreak of COVID-19, how uncertain do you feel about the future?



### Thinking about the future, to what extent do you agree you are worried about the following?

*Strongly/somewhat/slightly agree*



# During the first lockdown, New Zealanders missed going out but appreciated the quieter, slower pace of life.

During New Zealand’s lockdown, which was at alert level 4 between the 25<sup>th</sup> of March and the 27<sup>th</sup> of April, New Zealanders experienced a number of challenges and opportunities. In April, New Zealanders were most likely to strongly/somewhat/slightly agreed they missed going to shops, restaurants, and events (76%). Two in three (67%) missed spending time outside and seven in ten (70%) agreed they were spending too much time on technology.

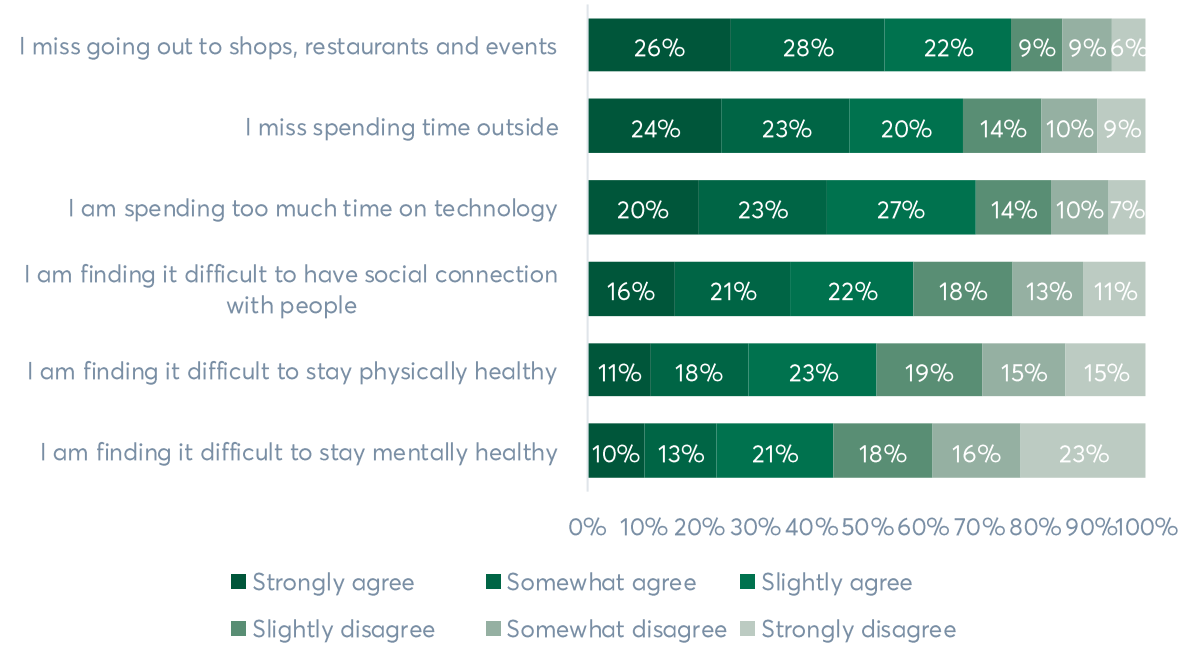
Despite these challenges, New Zealanders were able to spend more time reflecting (73%), more quality time with family (67%) and were also able to save money (72%). New Zealanders also

appreciated having less traffic on roads (69%), less noise (61%) and spending more time in their homes (59%).

## Generation insights (April)

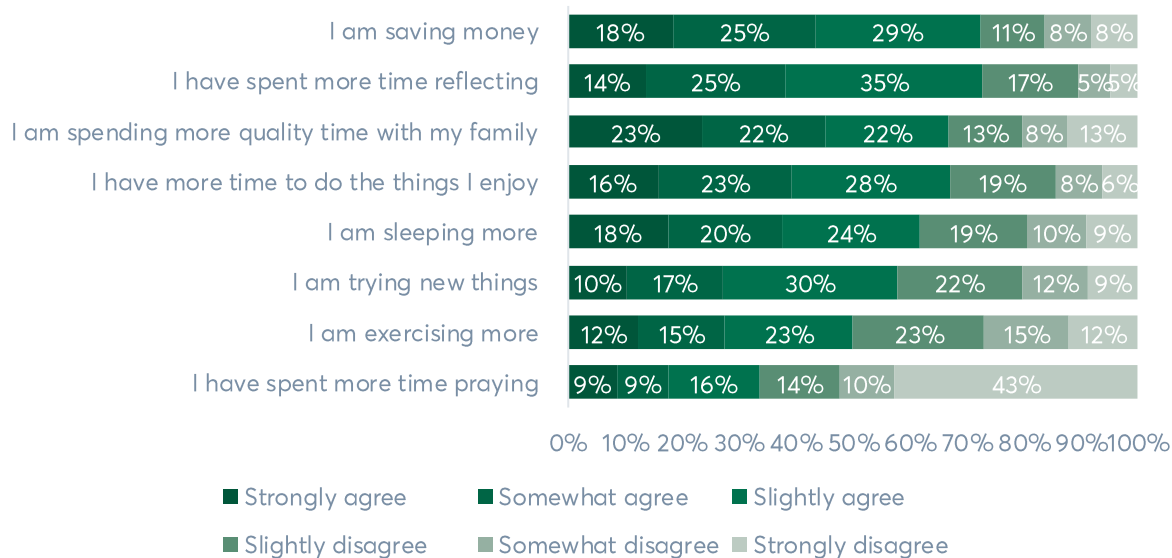
During lockdown, younger generations were most likely to strongly/somewhat/slightly agree they missed going out to shops, restaurants and events (86% Gen Z, 79% Gen Y cf. 77% Gen X, 67% Baby Boomers and 73% Builders). They were also more likely to find it difficult to stay mentally healthy (67% Gen Z, 58% Gen Y cf. 46% Gen X, 24% Baby Boomers, 13% Builders).

To what extent do you agree or disagree with the following statements about the current situation in New Zealand?  
April 2020



## To what extent do you agree or disagree with the following statements about the current situation in New Zealand?

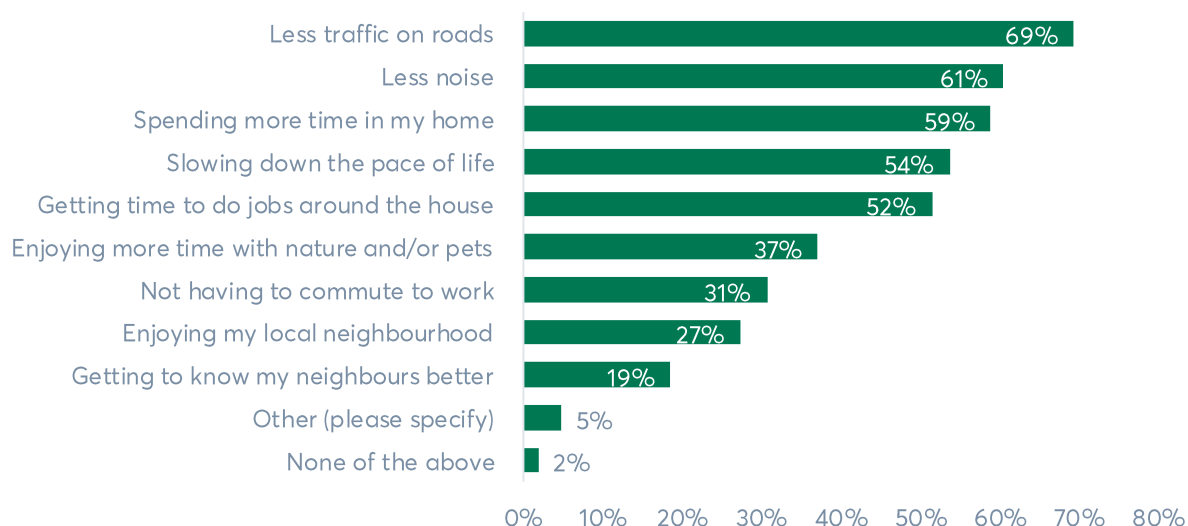
April 2020



## What are some of the positives you have experienced as a result of this period (since the start of level four lockdown)?

Please select all that apply.

April 2020



## 2020 has seen an increase in spiritual resilience and a focus on pulling together for the greater good.

Although New Zealanders have experienced a range of emotions in response to the unfolding situation around COVID-19 this year, they have remained resilient overall. In April, New Zealanders were most likely to believe themselves to be extremely/very emotionally resilient (54%). At the same time, 43% of New Zealanders believed themselves to be spiritually resilient.

As the year has unfolded, however, emotional resilience has decreased (54% April cf. 46% Aug, 47% Nov) while spiritual resilience has increased (43% April cf. 48% Aug, 51% Nov). This suggests that while New Zealanders are beginning to feel emotionally weary after 9 months of uncertainty, they are increasingly drawing strength from their spirituality.

Positively, New Zealanders' relational resilience has remained consistent throughout the year (49%

April, 45% Aug, 47% Nov) despite the impact of restrictions on social gatherings.

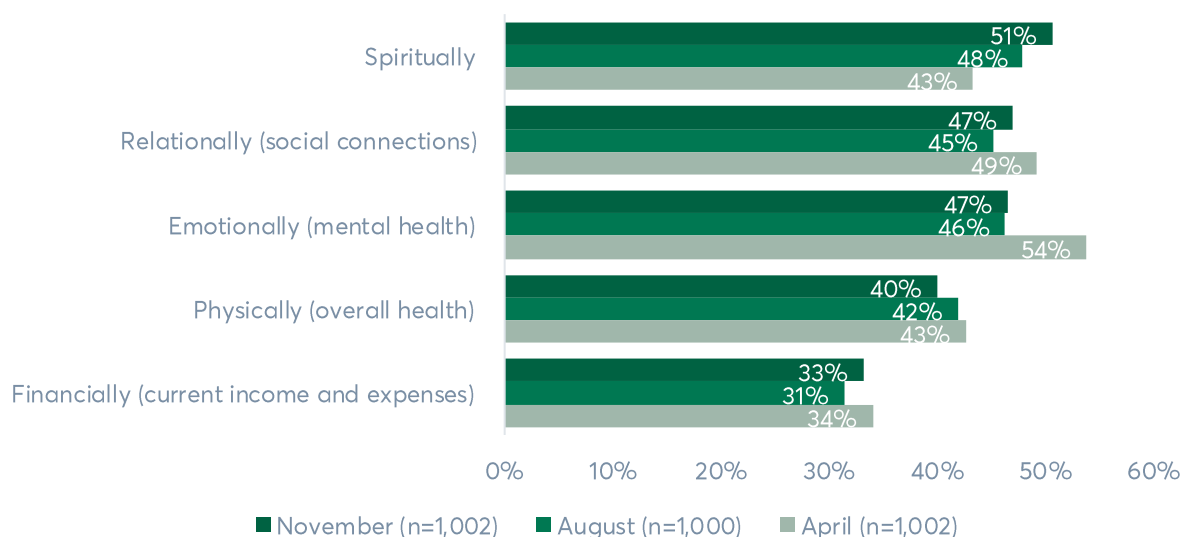
In fact, New Zealanders have noticed the whole country pulling together for the greater good, rather than division or isolation. This is the aspect of the Kiwi spirit that has been most noticeable for New Zealanders throughout the year (66% April, 65% Aug, 67% Nov) followed by kindness and friendship (66% April, 62% Aug, 61% Nov).

### Generation insights (November)

Older generations are more likely than younger generations to believe themselves to be extremely/very spiritually resilient (55% Builders, 54% Baby Boomers, 50% Gen Z, 51% Gen Y, 44% Gen Z).

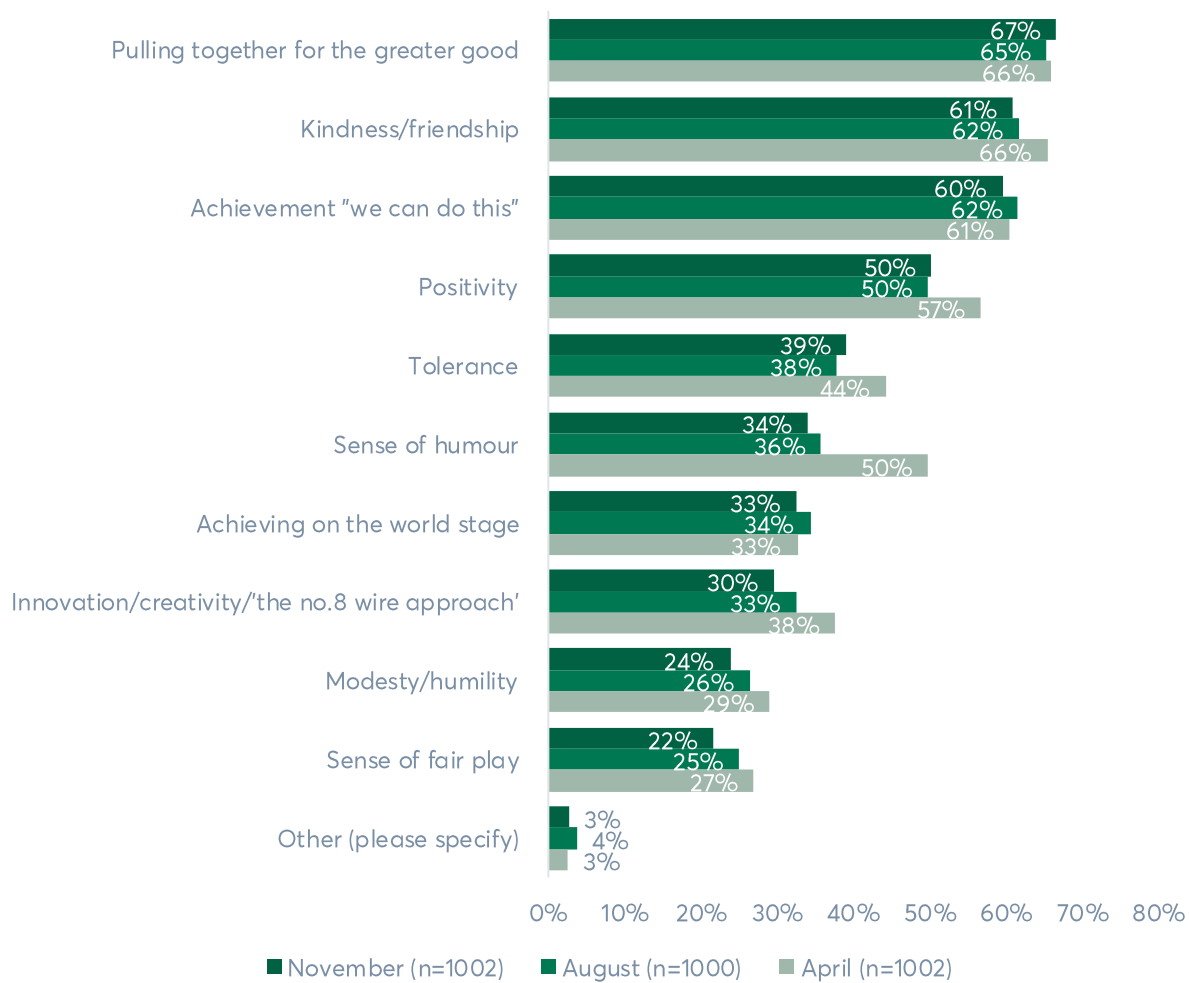
Thinking about your capacity and current situation, how resilient do you believe you are in the following areas of life?

*Extremely/very resilient*



## What aspects of the Kiwi spirit have you seen in the midst of this pandemic?

Please select all that apply.



# Impact on New Zealand's values

## New Zealanders value health, relationships and kindness over travel and freedom.

Since the outbreak of COVID-19, the weight New Zealanders place on certain values has changed. New Zealanders now value health above everything, which has increased significantly as a result of the pandemic (40% pre-COVID\*, 54% April, 61% Aug, 59% Nov). New Zealanders are also much more likely to value relationships and kindness since experiencing the impact of the pandemic, growing by 15 and 22 percentage points, respectively.

At the same time, the value placed on freedom has reduced compared to life before COVID-19 (53% pre-COVID cf. 38% April, 36% Aug, 40% Nov) as has the value placed on travel (41% pre-COVID cf. 20% April, 22% Aug, 24% Nov).

The value placed on job security has fluctuated throughout the year. Before the pandemic, 26% of New Zealanders listed job security as one of their top five values. This reduced even further to 20% in the early stages of the pandemic. As the long-term impacts of the pandemic begun to be realised, however, the value placed on job security increased to 34% in August and 32% in November.

Values are an important part of an individual's life, playing a key role in their identity. New Zealanders

are most likely to believe their personal set of values comes from their parents/family (80%, Nov), followed by their faith/beliefs (36% Nov) and their peers (22% Nov). This has remained consistent over the year, with New Zealanders least likely to believe their personal set of values come from leaders (11% Nov) and the media (7% Nov).

New Zealanders are most likely to believe their sense of security primarily comes from family and friends (65% Nov). It's unsurprising, therefore, that New Zealanders are most concerned about their family's wellbeing when thinking about the future (pg. 7). New Zealanders also believe their sense of security comes from their health (31% Nov) and finances (28% Nov), but are less likely to find security in the government (13% Nov) and the local community (8% Nov).

### Generation insights (November)

Older generations are more likely to value their health than younger generations since experiencing the impact of COVID-19 (78% Builders, 69% Baby Boomers, 57% Gen X cf. 49% Gen Y, 53% Gen Z).

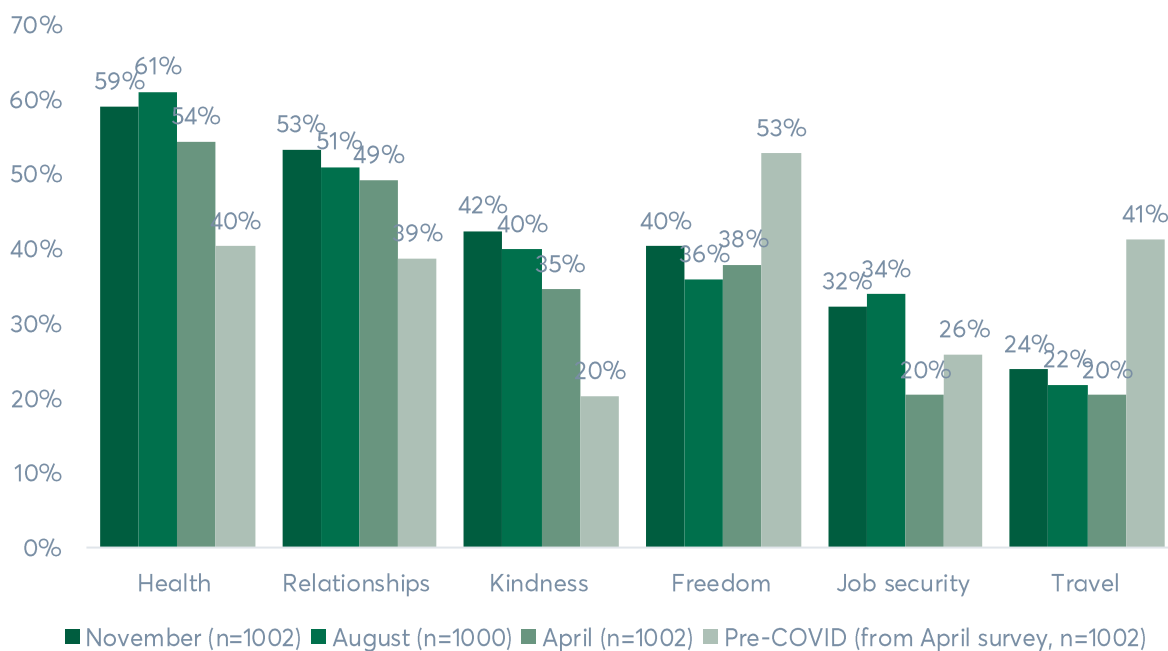
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\* Pre-COVID-19 figures are derived from a question asked in the April pulse: *Which of the following did you value most prior to COVID-19 being declared as a pandemic on March 12th? Please select up to five.*



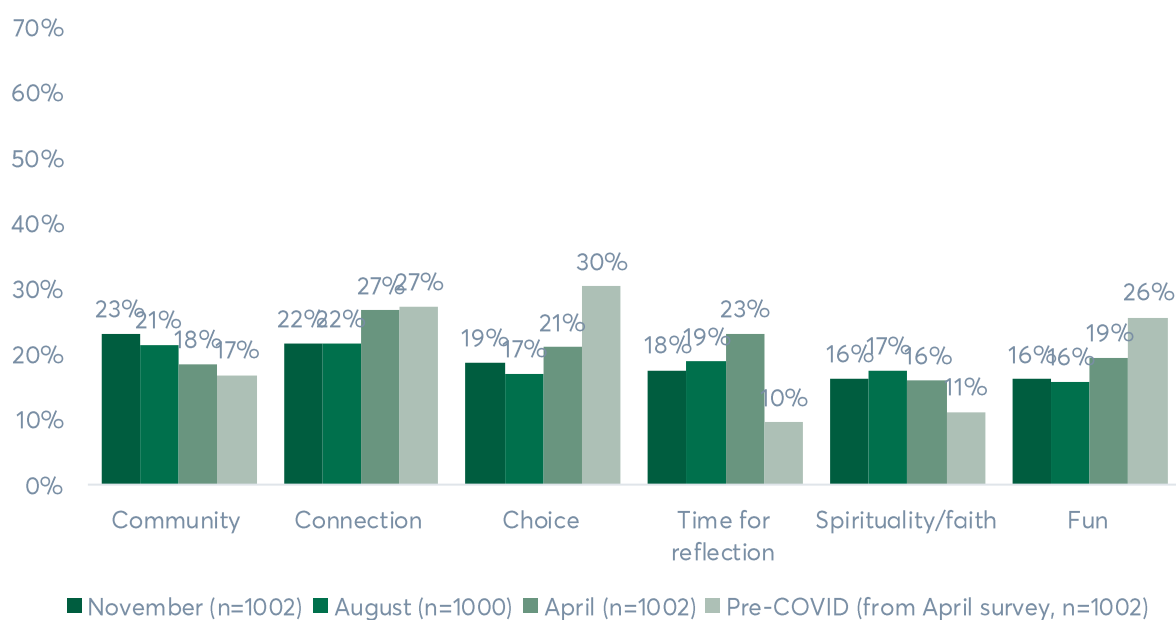
## Which of the following do you value most now, having experienced the impact of COVID-19 in New Zealand?

Please select up to five.



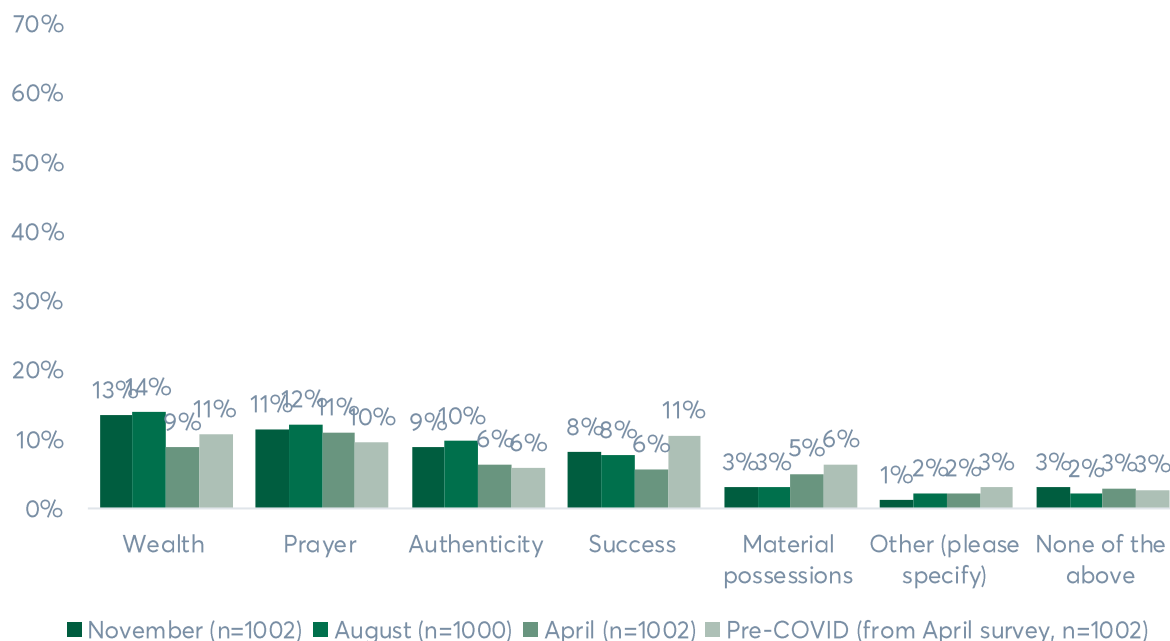
## (Cont.) Which of the following do you value most now, having experienced the impact of COVID-19 in New Zealand?

Please select up to five.



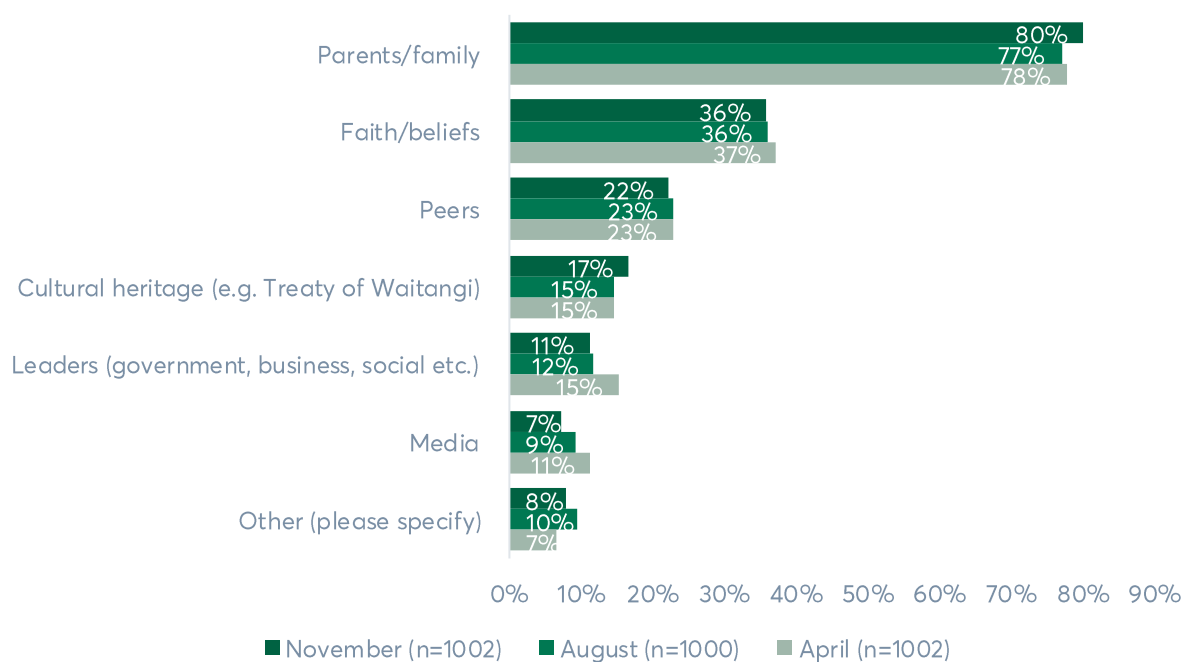
## Cont. Which of the following do you value most now, having experienced the impact of COVID-19 in New Zealand?

Please select up to five.

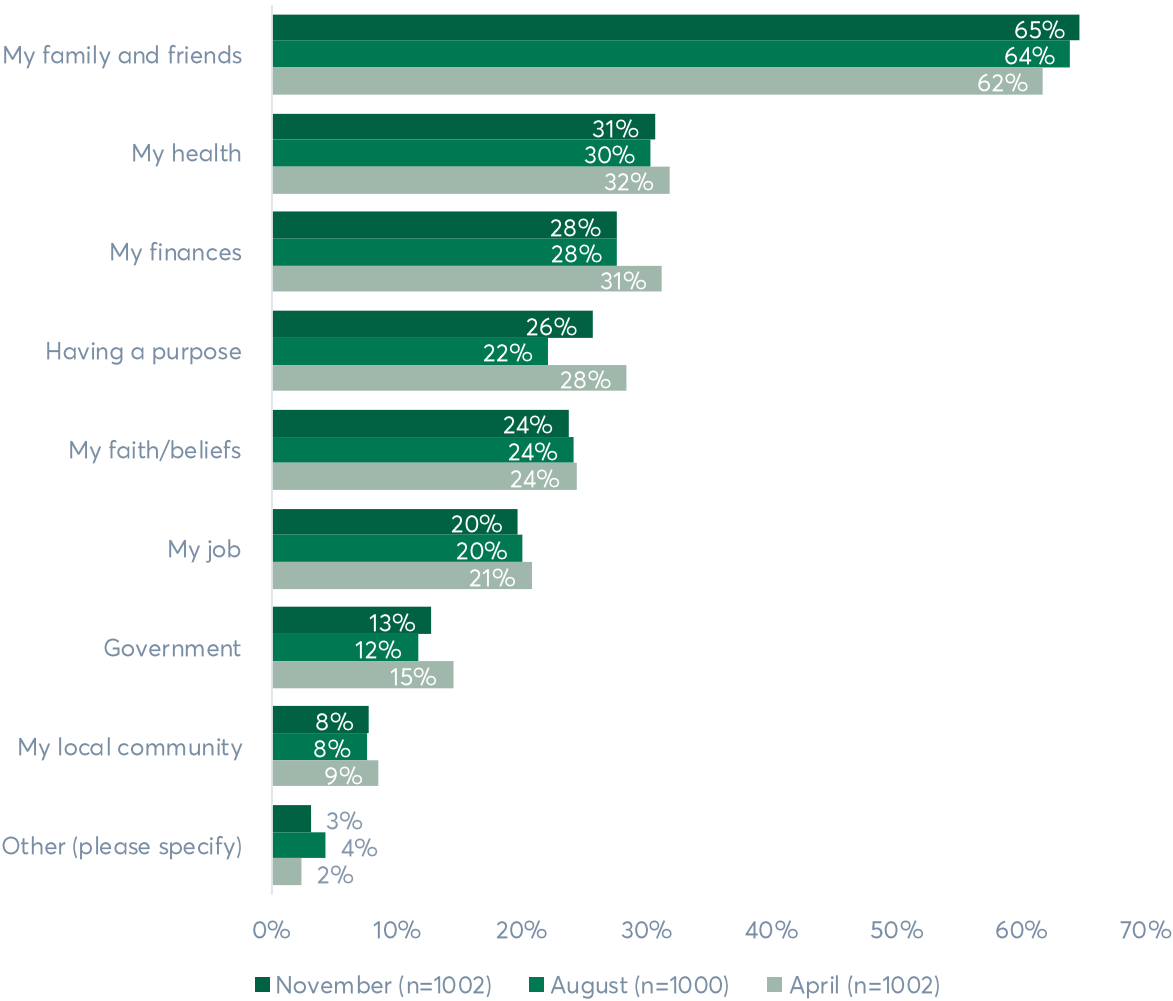


## Where do you believe your personal set of values comes from?

Please select all that apply.



Where do you feel your sense of security primarily comes from?  
*Please select up to three.*



## New Zealanders are still wondering what the future will look like.

In a year of uncertainty, New Zealanders have asked themselves many questions throughout the year. The most common question that has been running through the minds of New Zealanders is 'what does the future look like?'. This question was most top of mind in April (65%) when the world and New Zealand had no idea what the future would hold. Positively, New Zealanders are less likely to be asking this question towards the end of 2020 (61% Aug, 56% Nov) suggesting New Zealanders have greater clarity about what the future holds.

New Zealanders are also less likely to be asking themselves 'are any of my friends/family going to catch COVID-19?' compared to April of this year (51% April cf. 41% Aug, 40% Nov).

Consistently throughout the year, about two in five New Zealanders have been asking themselves 'what is really important to me?' (40% April, 41% Aug, 40% Nov). This is likely to have influenced the changes in values that have occurred throughout the year, as New Zealanders reevaluate their priorities in life.

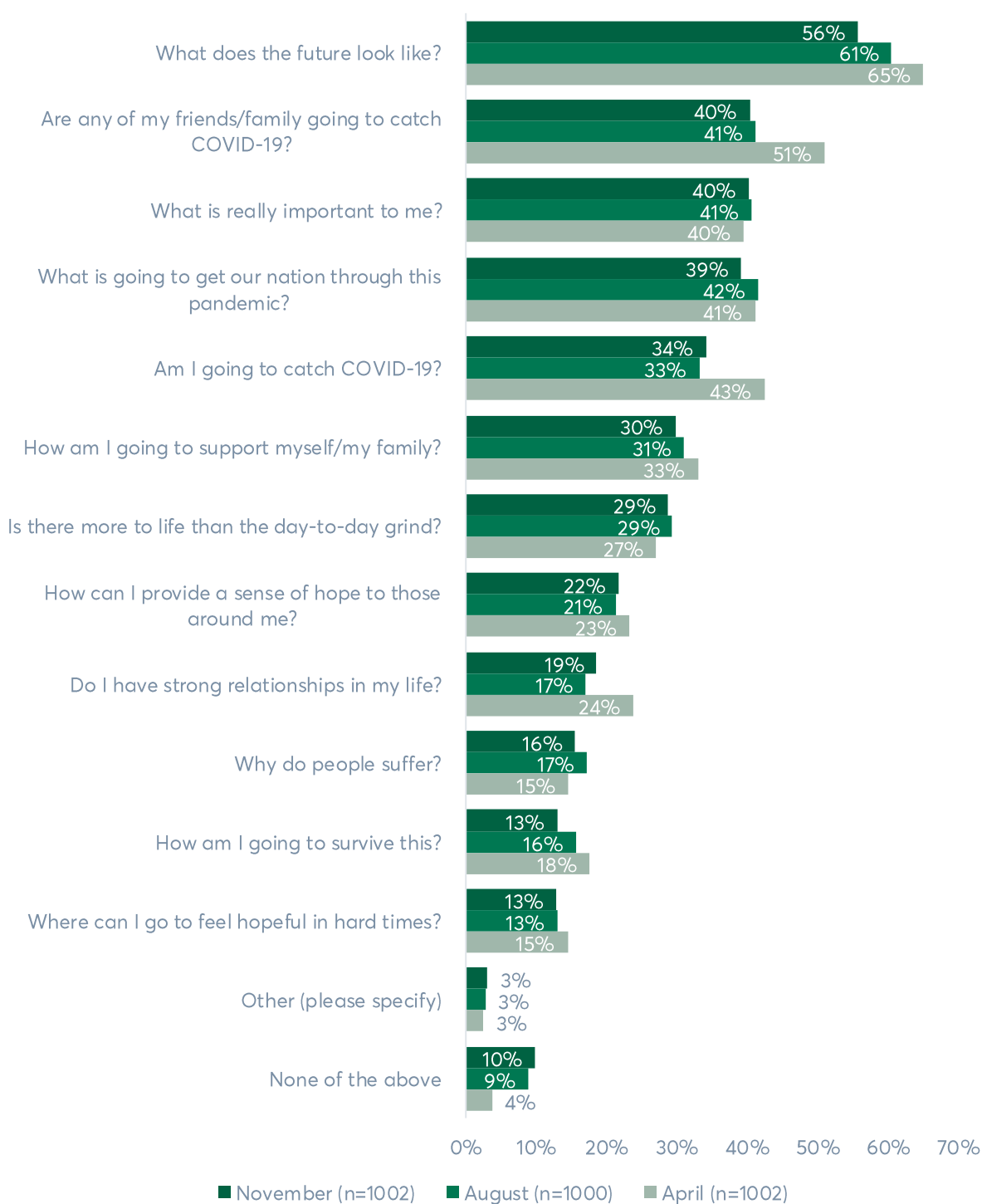
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### Generation insights (November)

Generation Z are more likely than older generations to be asking themselves 'how am I going to support myself/my family?' (43% Gen Z cf. 37% Gen Y, 35% Gen X, 18% Baby Boomers, 9% Builders).

## Which of the following questions have you asked yourself in the past couple of weeks?

Please select all that apply.



# Lifestyle impacts

## COVID-19 has positively impacted families and relationships.

When thinking about the long-term impacts that COVID-19 has had on different areas of their life, New Zealanders are most likely to believe the pandemic has positively impacted their family and relationships (45%). One in four believe the pandemic has had a positive impact on their spirituality (27%) and physical health (26%).

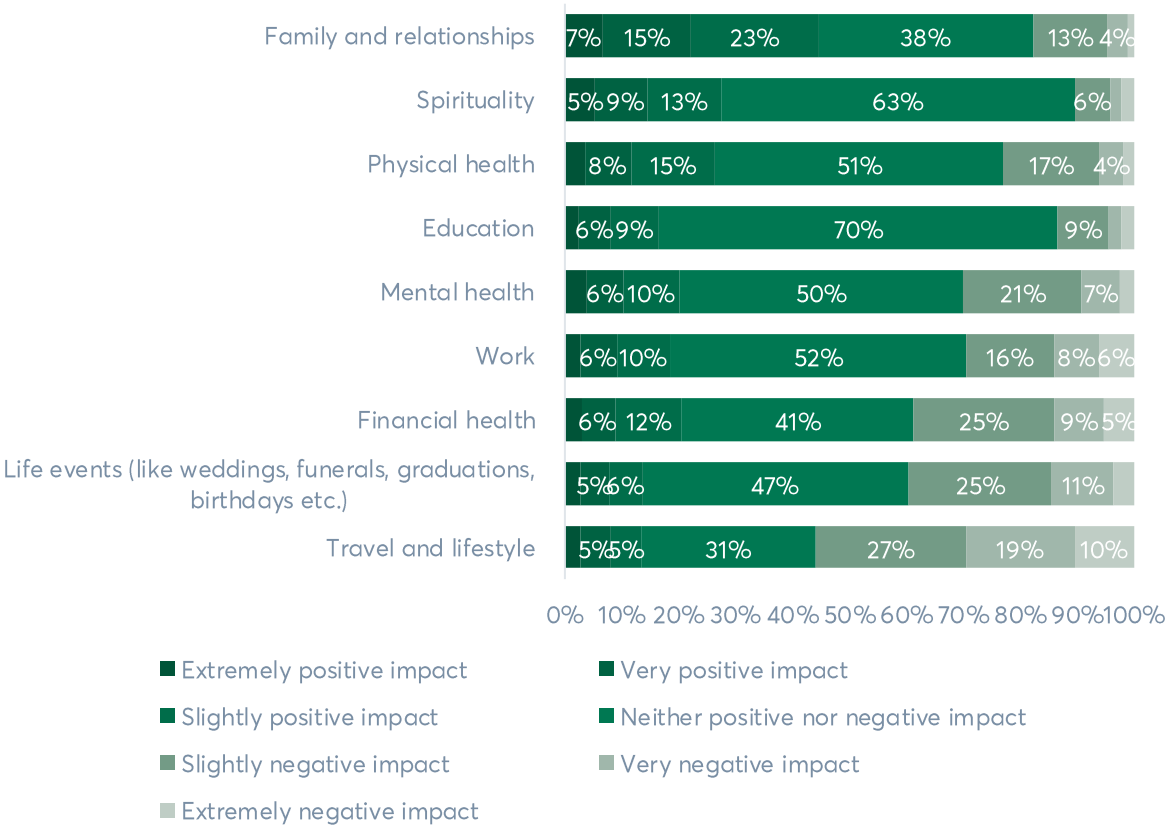
The area that has been most negatively impacted for New Zealanders is travel and lifestyle (56%), followed by life events, such as weddings, funerals and graduations (40%), and financial health (39%).

### Generation insights (November)

Generation Y are most likely to believe COVID-19 has positively impacted their spirituality (35% Gen Y cf. 30% Gen Z, 26% Gen X, 24% Baby Boomers, 16% Builders).

Younger generations are more likely than older generations to believe COVID-19 has negatively impacted their financial health (40% Gen Z, 43% Gen Y cf. 42% Gen X, 35% Baby Boomers, 24% Builders).

What sort of long-term impacts has COVID-19 had on the following areas of your life?  
November 2020





## New Zealanders are looking to prioritise family and relationships over consumption.

COVID-19 has been a season of reflection and has created opportunities for New Zealanders to think about what they want to prioritise or do differently in their life. After the current COVID-19 pandemic, New Zealanders are most likely to spend more time with friends and family face-to-face (56% Nov), followed by taking better care of their health (46% Nov) and prioritising financial saving (42% Nov). New Zealanders are least likely to think they will take more risks (12% April, 10% Aug, 10% Nov).

New Zealanders believe there are a number of things individuals can do to create a more equitable, sustainable, and just future for the country. New Zealanders are most likely to believe individuals can make a difference by adopting a 'simpler lifestyle' with less consumption (65% Nov). New Zealanders also believe individuals should make conscious decisions to support NZ small business (63% Nov) and invest more into health,

housing, education, and the environment (61% Nov).

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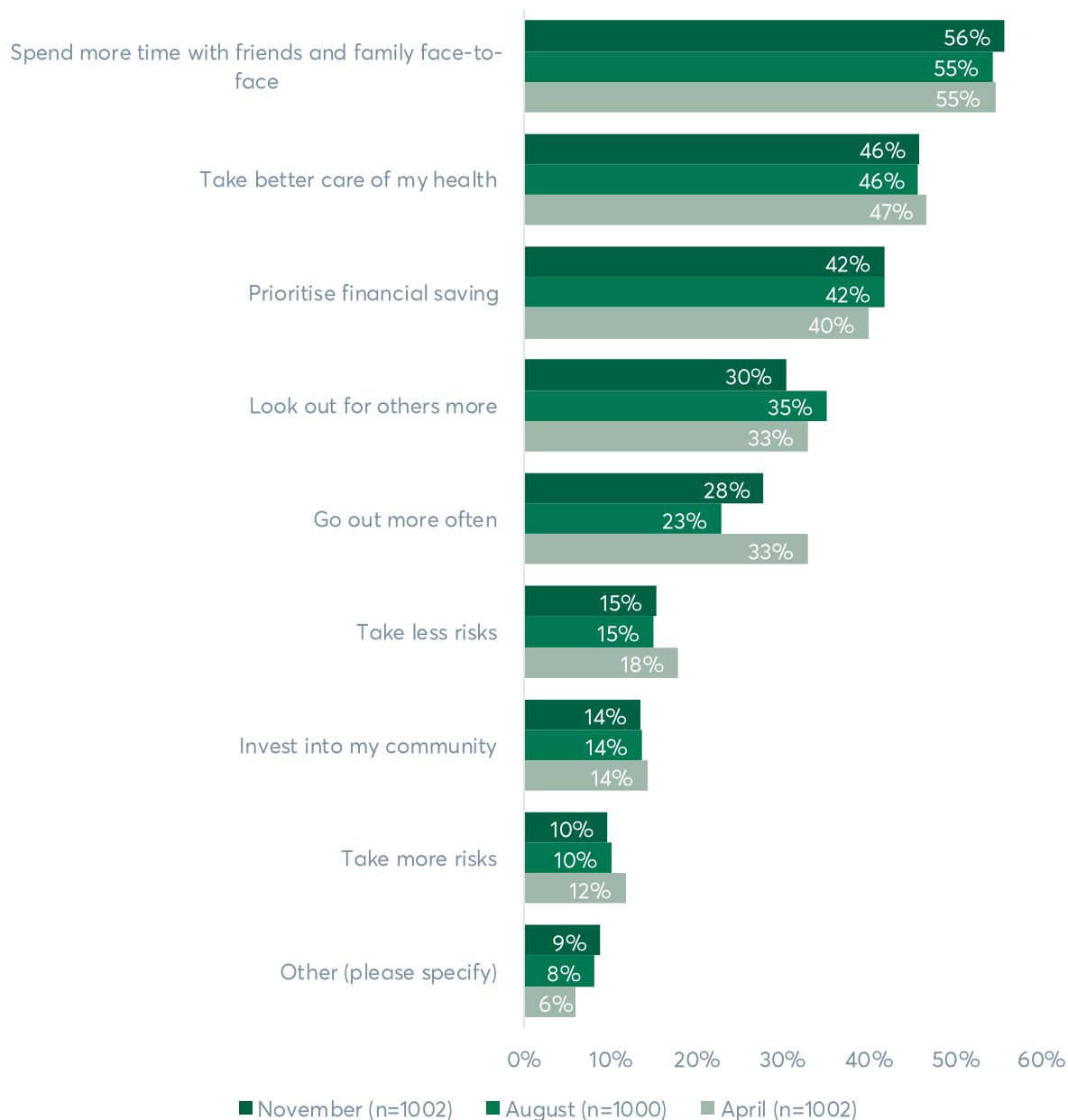
### Generation insights (November)

Younger generations are more likely than older generations to believe they will prioritise their financial saving after the current COVID-19 pandemic (55% Gen Z, 51% Gen Y cf. 48% Gen X, 25% Baby Boomers and 28% Builders), whereas older generations are more likely to look out for others more (42% Builders, 33% Baby Boomers, 32% Gen X cf. 25% Gen Y, 26% Gen Z).

Older generations are more likely than younger generations to make conscious decisions to support NZ small businesses (71% Builders, 71% Baby Boomers, 61% Gen X cf. 58% Gen Y, 56% Gen Z).

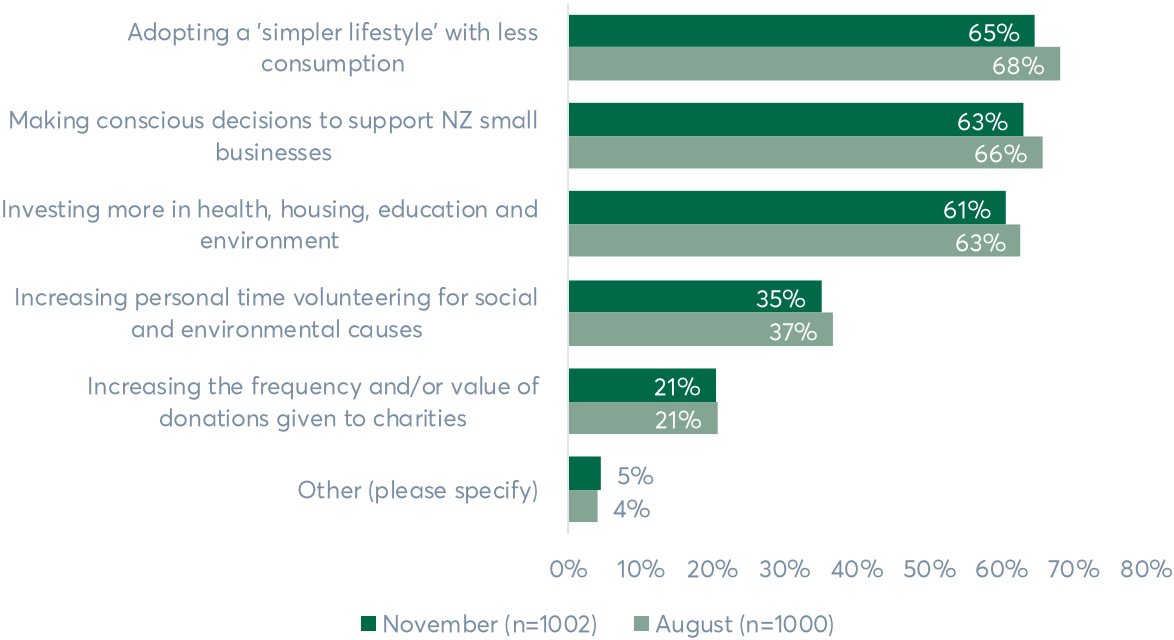
## What do you think you will do differently in your life after the current COVID-19 pandemic?

Please select all that apply.



Which actions do you think individuals should take personally to create a more equitable, sustainable and just future for New Zealand?

Please select all that apply.



# Hopes for New Zealand's future

Many New Zealanders expect COVID-19 will cause changes in the way people live, work and learn.

COVID-19 has significantly changed the way individuals will live in the future, especially children who are currently experiencing the pandemic. In August, New Zealanders were most likely to strongly/somewhat/slightly agree the COVID-19 pandemic will cause the integration of technology and screens in children's lives to grow (88%) followed by a similar proportion (87%) agreeing the COVID-19 pandemic will play a significant role in shaping the children of today. As adults may have experienced changes in their working conditions, more than four in five New Zealanders (85%) agree (strongly/somewhat/slightly) children today will expect more flexible working conditions.

New Zealanders are less likely to agree children of today will feel more reserved about face-to-face

interaction (62%) and this experience will have a negative impact on their mental health (62%).

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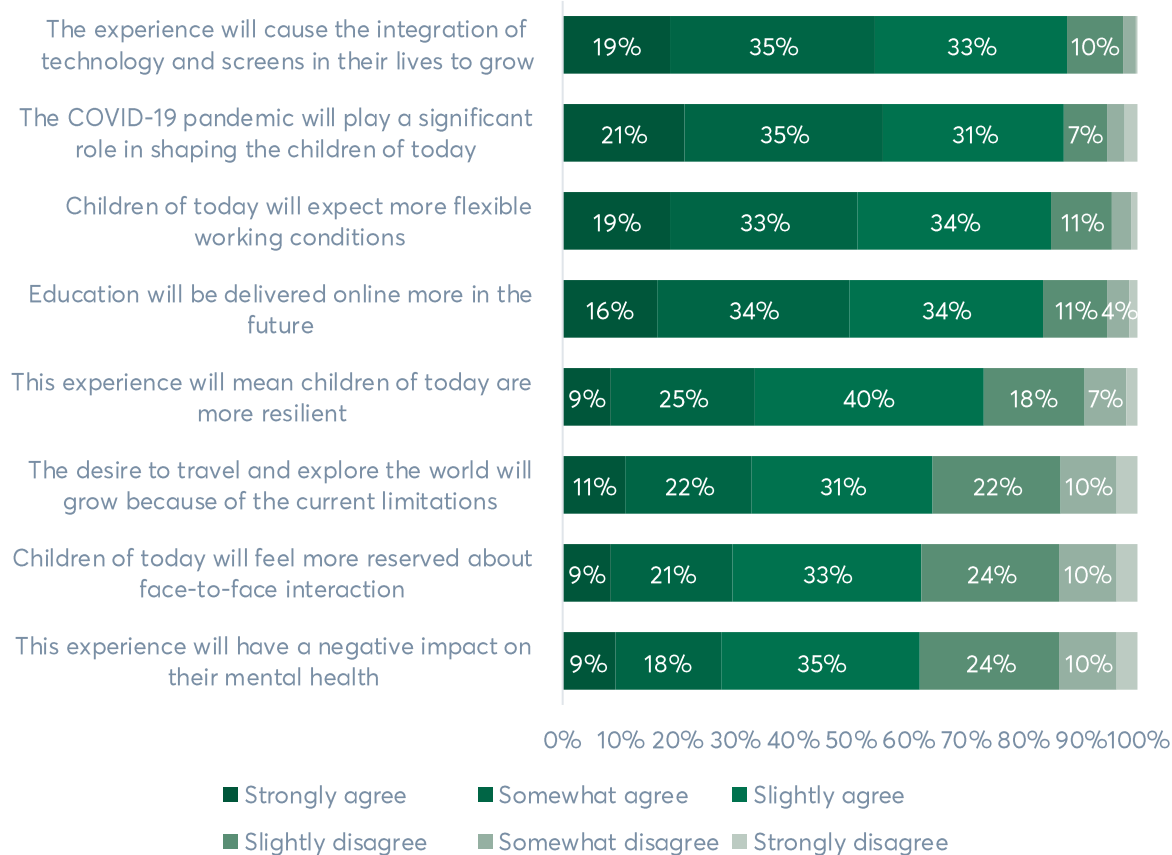
## Generation insights (August)

Younger generations are most likely to strongly/somewhat/slightly agree COVID-19 will have a negative impact on the children of today's mental health (73% Gen Z, 78% Gen Y cf. 58% Gen X, 50% Baby Boomers, 44% Builders).

Younger generations are also most likely to believe the children of today will feel more reserved about face-to-face interaction (71% Gen Z, 73% Gen Y cf. 58% Gen X, 54% Baby Boomers, Builders 54%).

## To what extent do you agree or disagree with the following statements about the impact of COVID-19 on the children of today?

August 2020



# New Zealanders hope their country will place more priority on the vulnerable in society and the environment in the future.

While the pandemic may have had both positive and negative impacts in individuals lives, it has also created an opportunity to consider the country's priorities for the future. As New Zealand moves beyond the pandemic, New Zealanders hope there will be a higher priority placed on the vulnerable in society (52% Nov) and the environment (49% Nov). New Zealanders are also

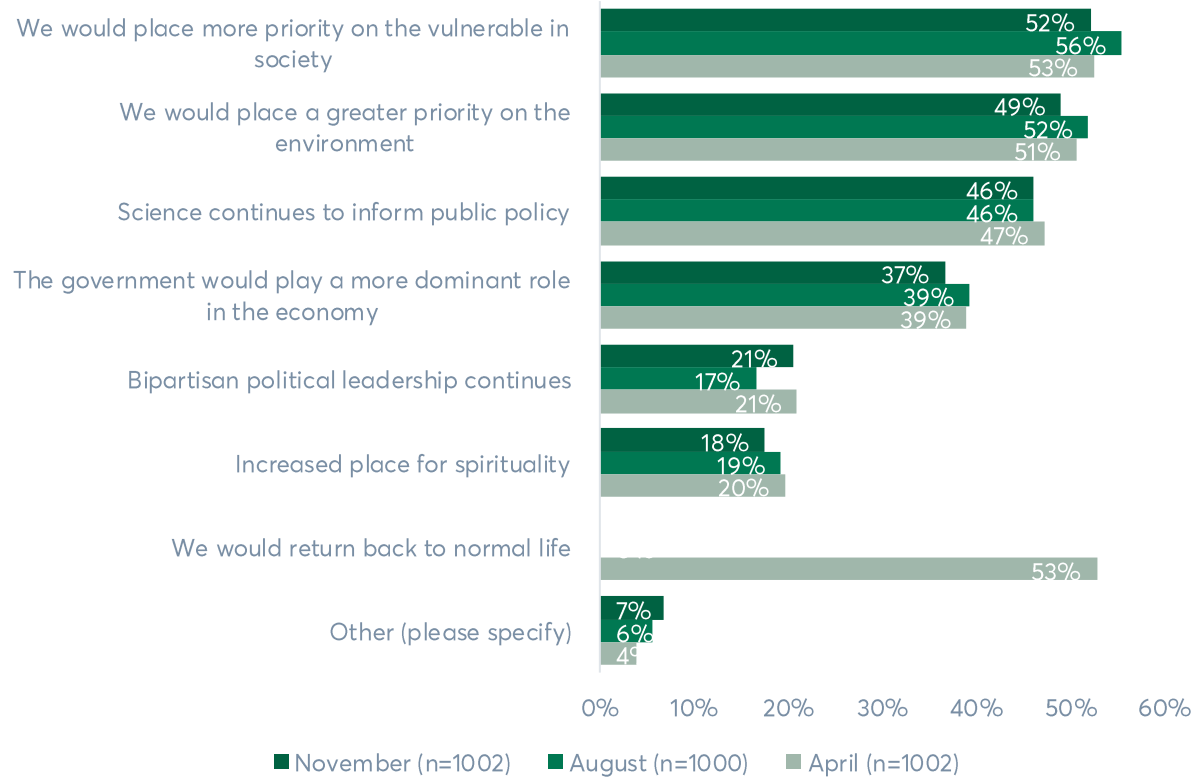
hoping science continues to inform public policy (46% Nov).

## Generation insights (November)

Older generations are more likely than younger generations to hope science continues to inform public policy (72% Builders, 55% Baby Boomers, 45% Gen X cf. 36% Gen Y, 35% Gen Z).

## What do you hope for New Zealand when we move beyond the pandemic?

Please select all that apply.





## The role of the Church

Many New Zealanders believe the Church has a role to play in the country's future. In April, almost four in five New Zealanders (78%) strongly/somewhat/slightly agreed the church had a role to play in supporting the vulnerable in society. Seven in ten agreed the Church has a role in working alongside other faith traditions (72%) and in building a sense of local community (72%).

New Zealanders were less likely to agree the church has a role in providing religious instruction in State Schools (45%) and discussions about New Zealanders economic future (45%).

In August and November, a slightly different question was asked: *'To what extent do you agree the Church can make a meaningful contribution to New Zealand's recovery in the following ways?'*

In both August and November, more than four in five New Zealanders agree the church can make a

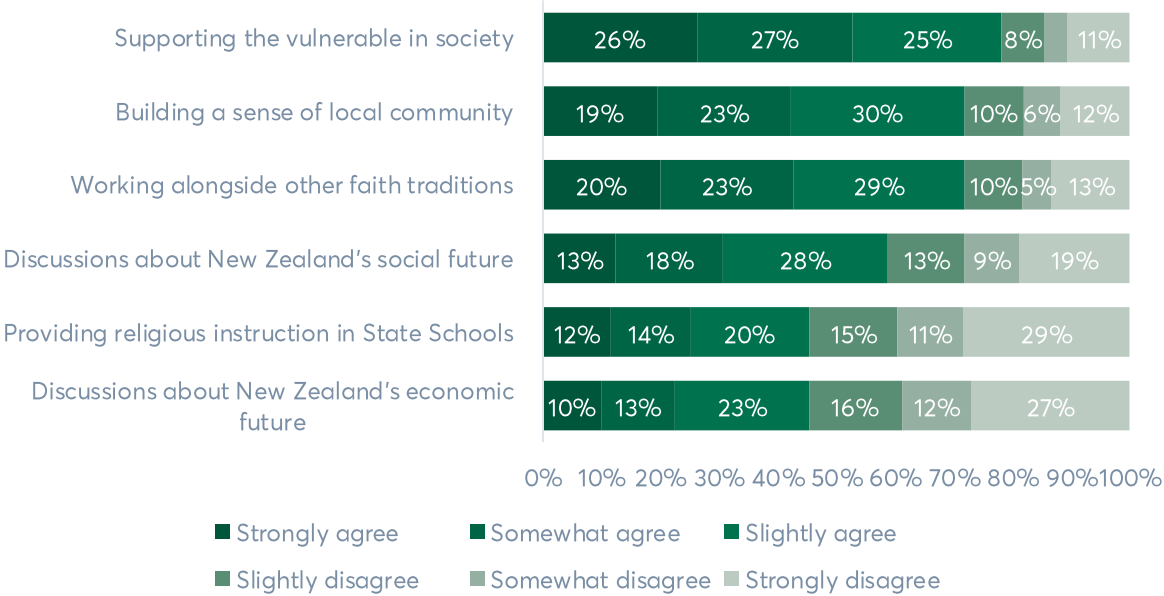
meaningful contribution to the country's recovery by providing on-the-ground assistance and relief to vulnerable people (87% Aug, 85% Nov). A similar proportion agree the church can contribute by supporting existing charities financially (84% Aug, 82% Nov) and by providing community for people who are looking for somewhere to belong (85% Aug, 80% Nov).

New Zealanders are less likely to agree the church can make a contribution in helping people learn more about God and the meaning of life as they plan their future (60% Aug, 57% Nov).

### Generation insights (November)

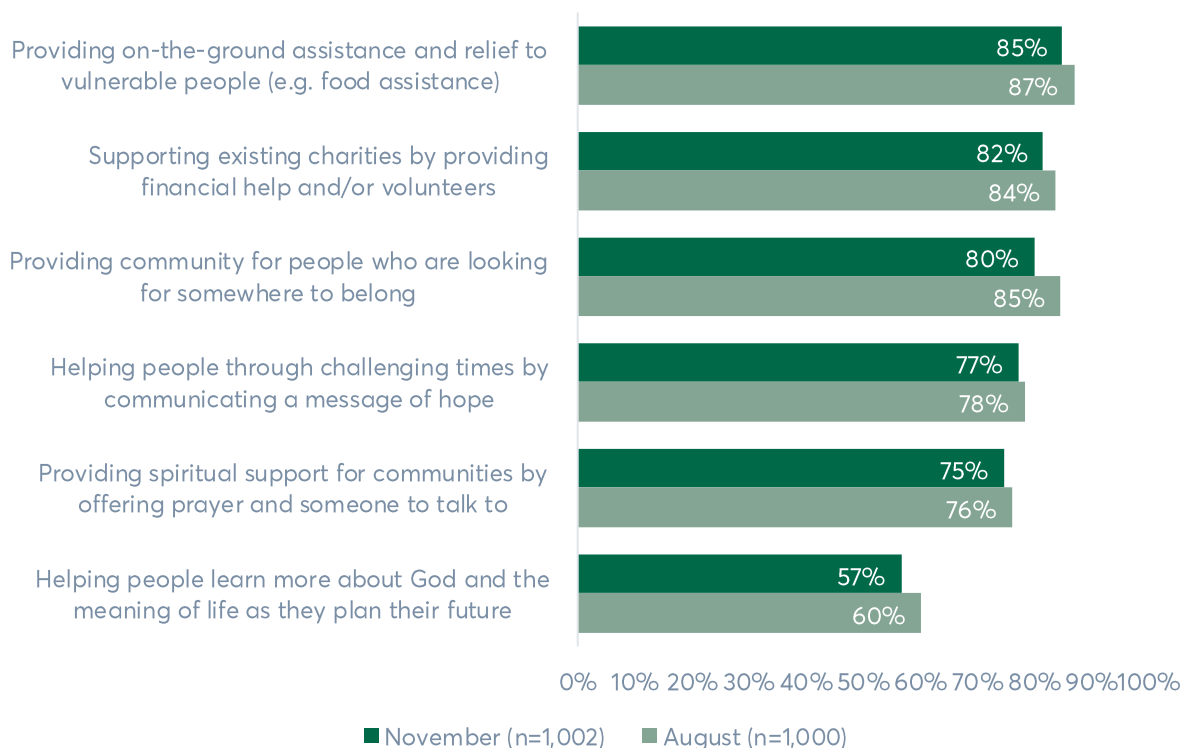
Younger generations are more likely than older generations to believe the church can make a meaningful contribution by offering prayer and someone to talk to (44% Gen Z, 41% Gen Y cf. 40% Gen X 37% Baby Boomers, 35% Builders).

To what extent do you agree the Church has a role to play in the following aspects of life after the current pandemic?  
April 2020



To what extent do you agree the Church can make a meaningful contribution to New Zealand's recovery in the following areas?

*Strongly/somewhat/slightly agree*



## The Prime Minister has consistently inspired confidence in New Zealanders throughout this year.

Individuals who are working in areas of leadership have had a challenging role during the pandemic, navigating how to move forward in a seemingly uncertain future. The leader that has most inspired confidence in New Zealanders since the outbreak of COVID-19 is the Prime Minister, which has remained consistent over the year (72% April, 73% Aug, 72% Nov). Other leaders that have inspired confidence include health experts/officials (53% April, 61% Aug, 56% Nov) and police (26% April, 23% Aug, 19% Nov), although the extent to which these leaders have inspired confidence has fluctuated throughout the year.

New Zealanders are least likely to believe celebrities (6% Nov) and sports leaders (5% Nov) have inspired confidence since the outbreak of COVID-19.

In April, respondents were asked which values they believed were most important for a leader to demonstrate during a crisis. In August and November, the question changed slightly to ask respondents which values were most important during recovery. Throughout the year, however, New Zealanders have consistently believed the

most important values for a leader to demonstrate are empathy, integrity, confidence, commitment and accountability. This shows that New Zealanders believe these values are important amidst a crisis as well as in the recovery phase.

Unsurprisingly, given the support for the Prime Minister this year, New Zealanders believe their leaders have demonstrated many of the values they deem to be important. New Zealanders are most likely to say they have seen their leaders demonstrate empathy (60% Nov), followed by commitment (55% Nov) and confidence (54% Nov).

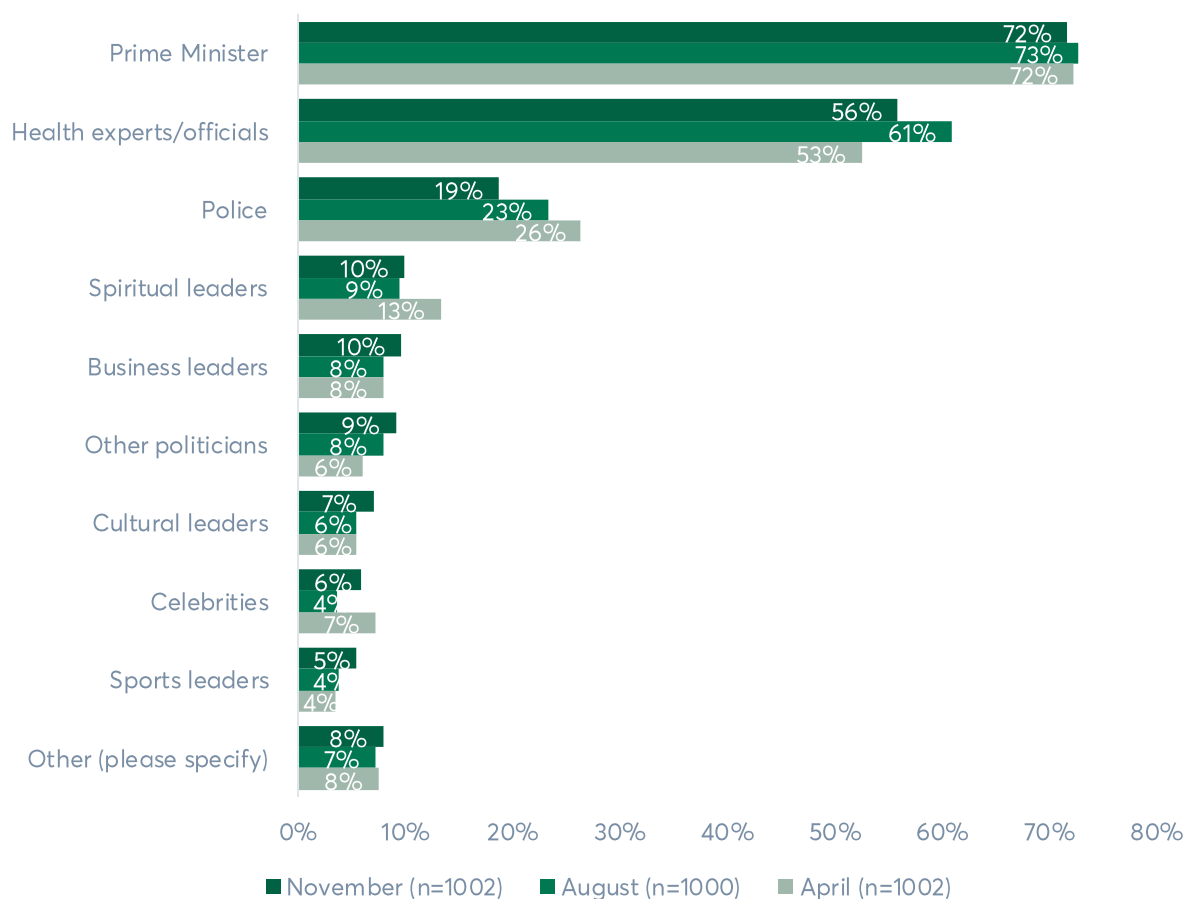
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### Generation insights (November)

Younger generations are more likely than older generations to believe empathy is one of the most important values for a leader to demonstrate (51% Gen Z, 43% Gen Y cf. 47% Gen X, 41% Baby Boomers and 24% Builders), whereas older generations are more likely to believe the most important values for a leader to demonstrate is integrity (51% Builders, 47% Baby Boomers, 42% Gen X cf. 31% Gen Y, 27% Gen Z).

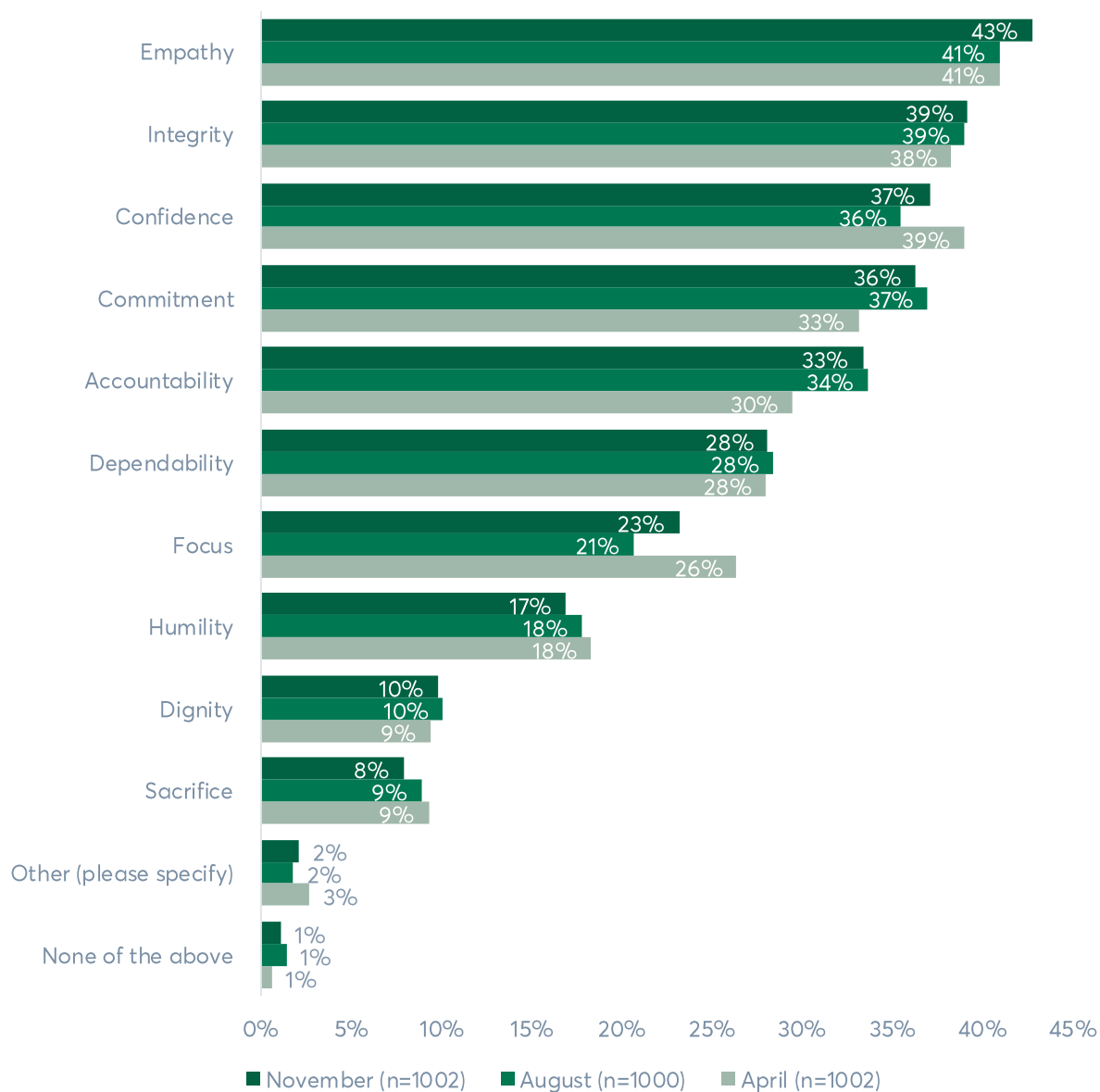
## Which leaders have most inspired your confidence since the outbreak of COVID-19?

Please select up to three.



## What are the most important values for a leader to demonstrate during New Zealand's recovery from COVID-19?\*

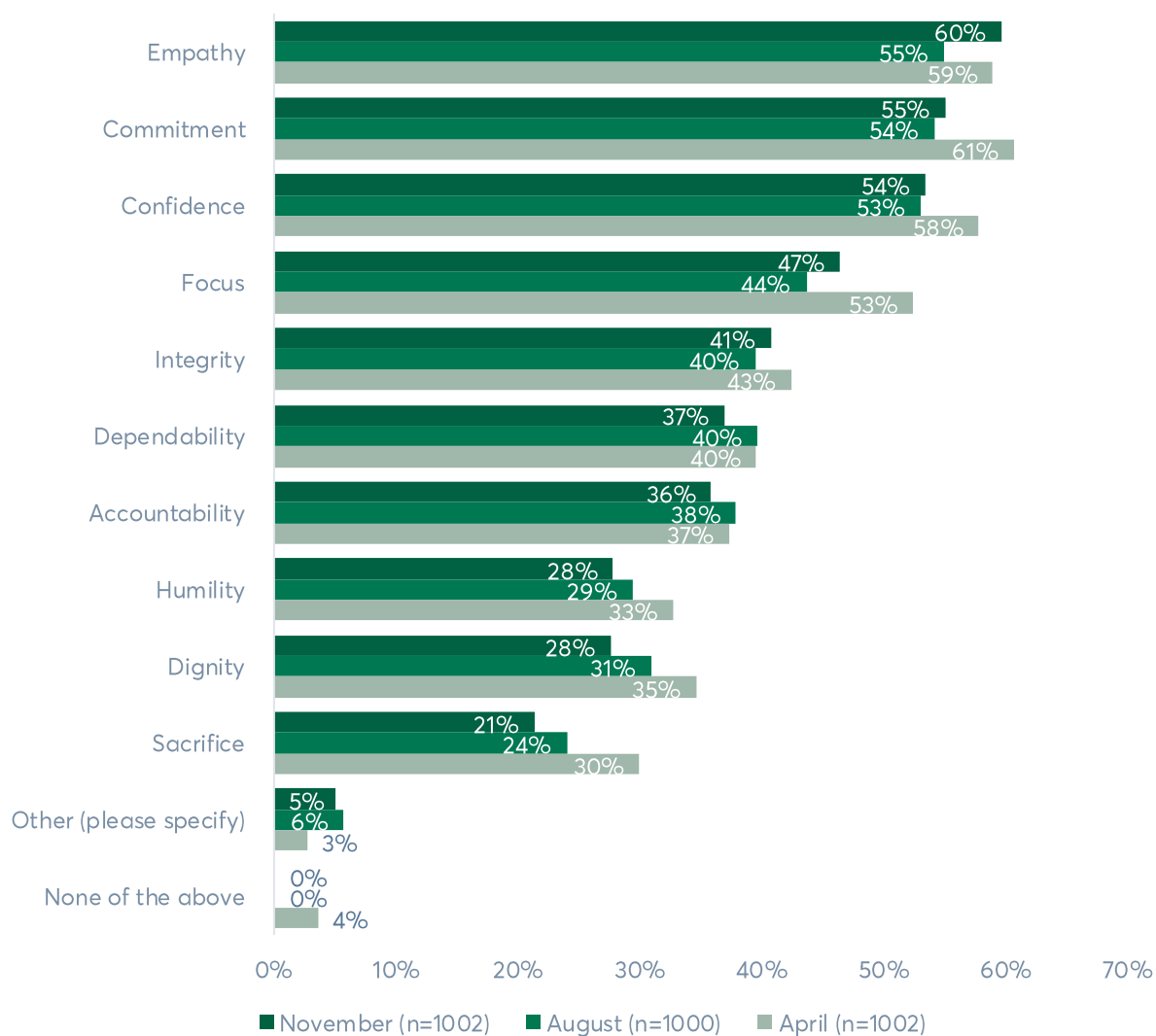
Please select up to three.



\* In April, this question was worded 'What are the most important values for a leader to demonstrate during times of crisis?'

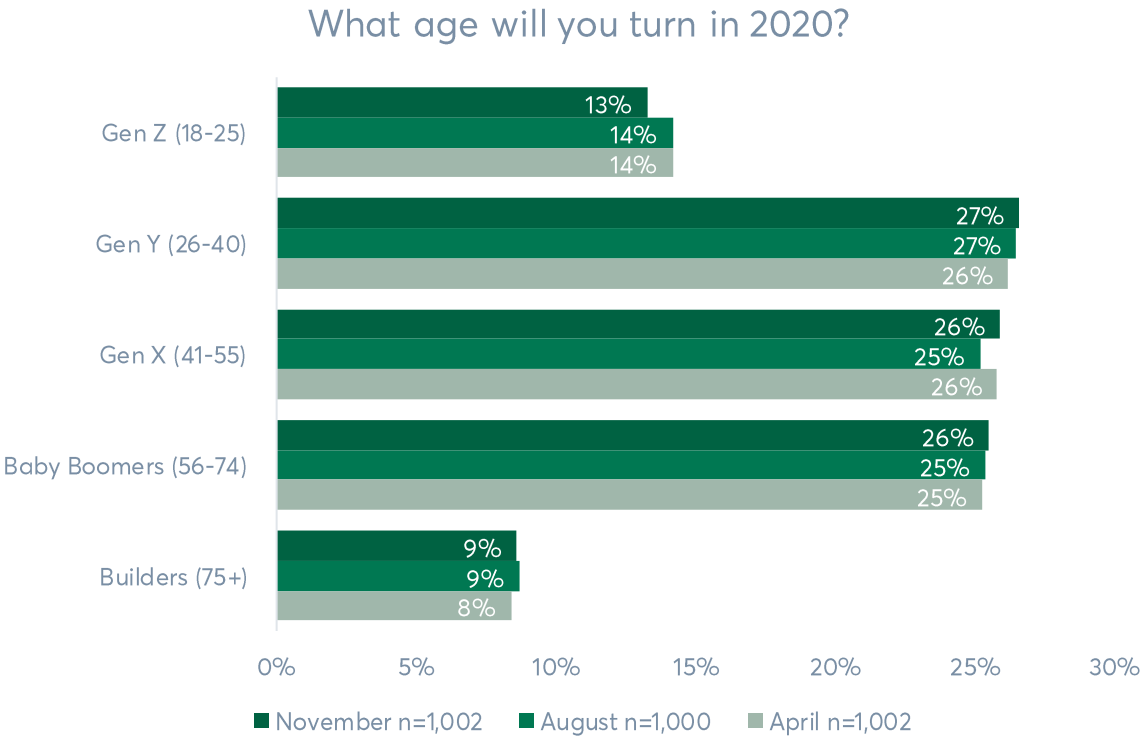
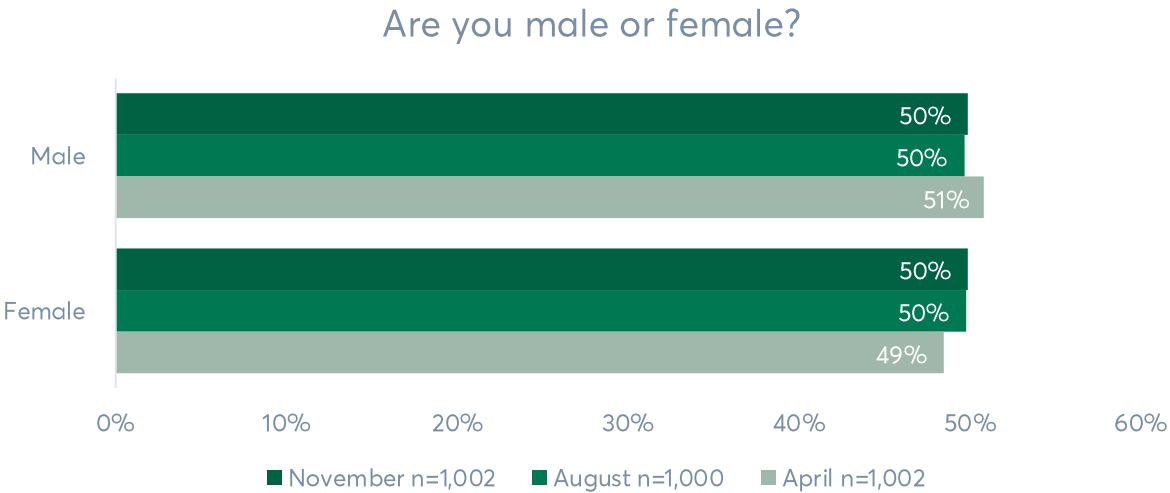
## Which of the following values have you seen demonstrated by our leaders during this time?

Please select all that apply.

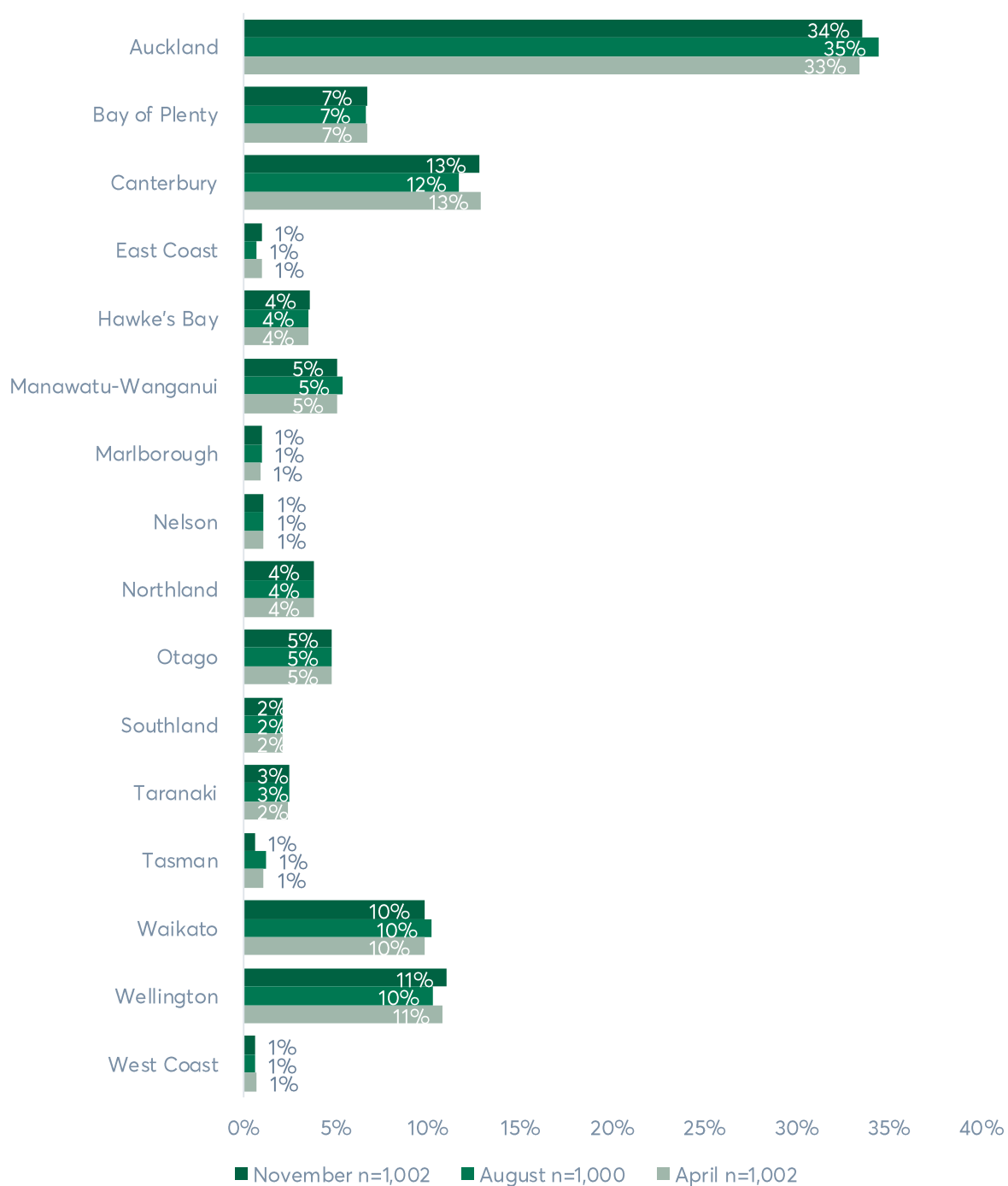


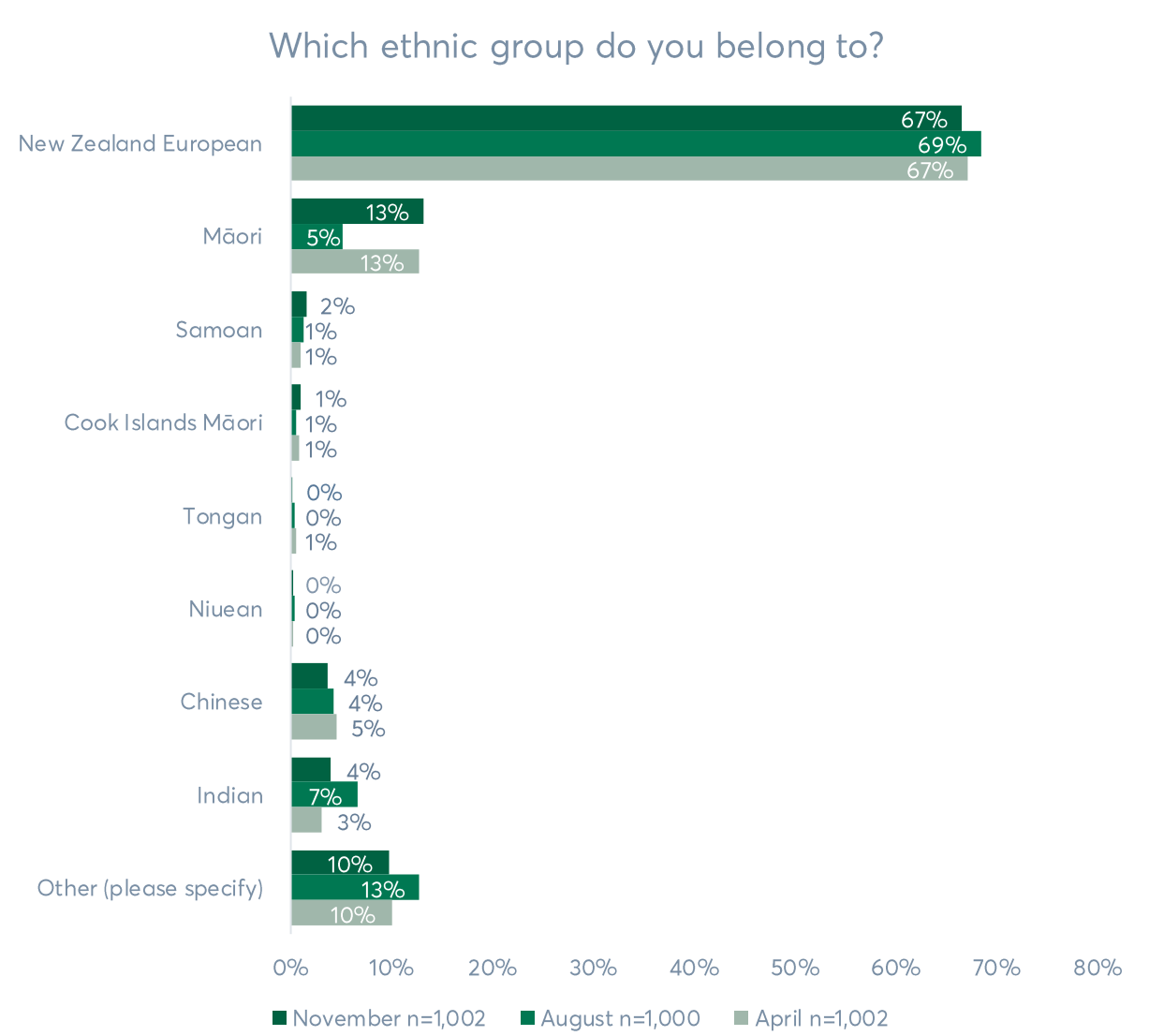


# Demographics

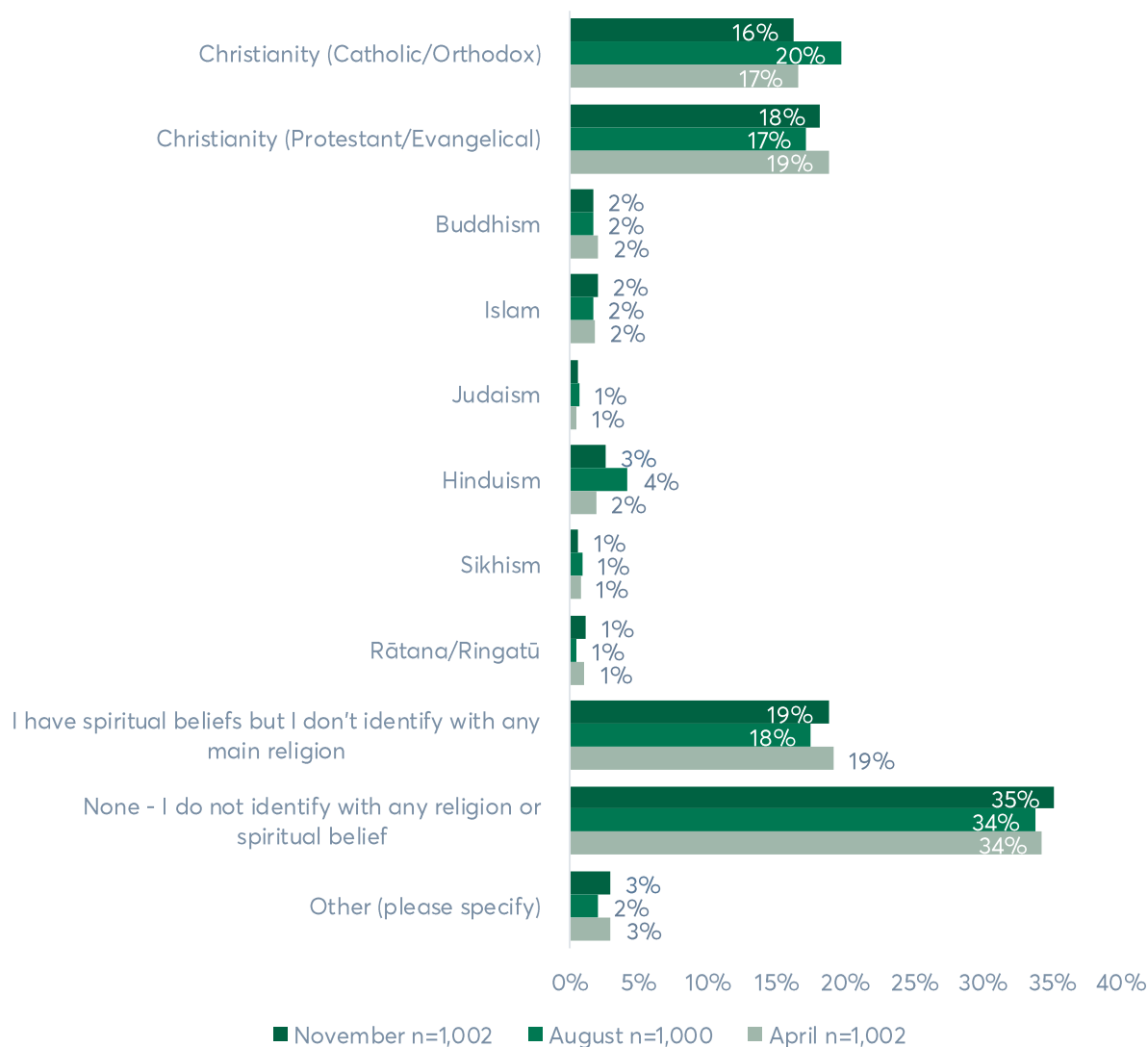


## Where do you usually live?

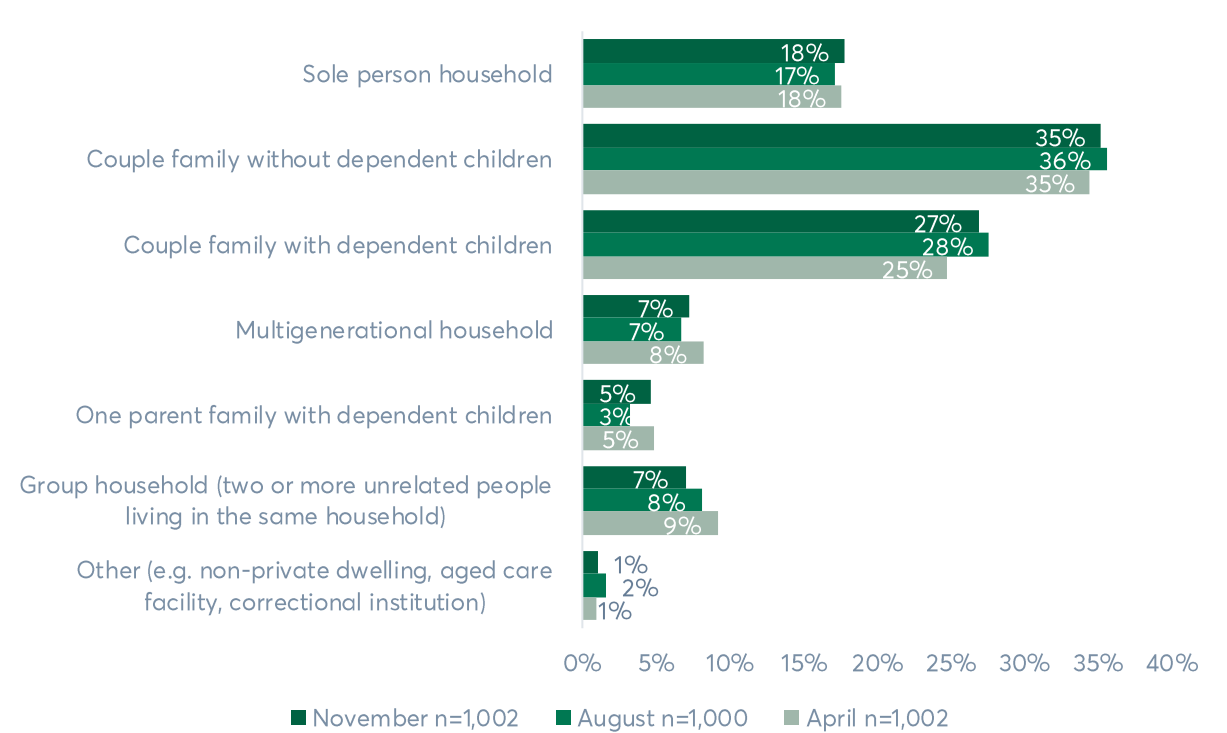




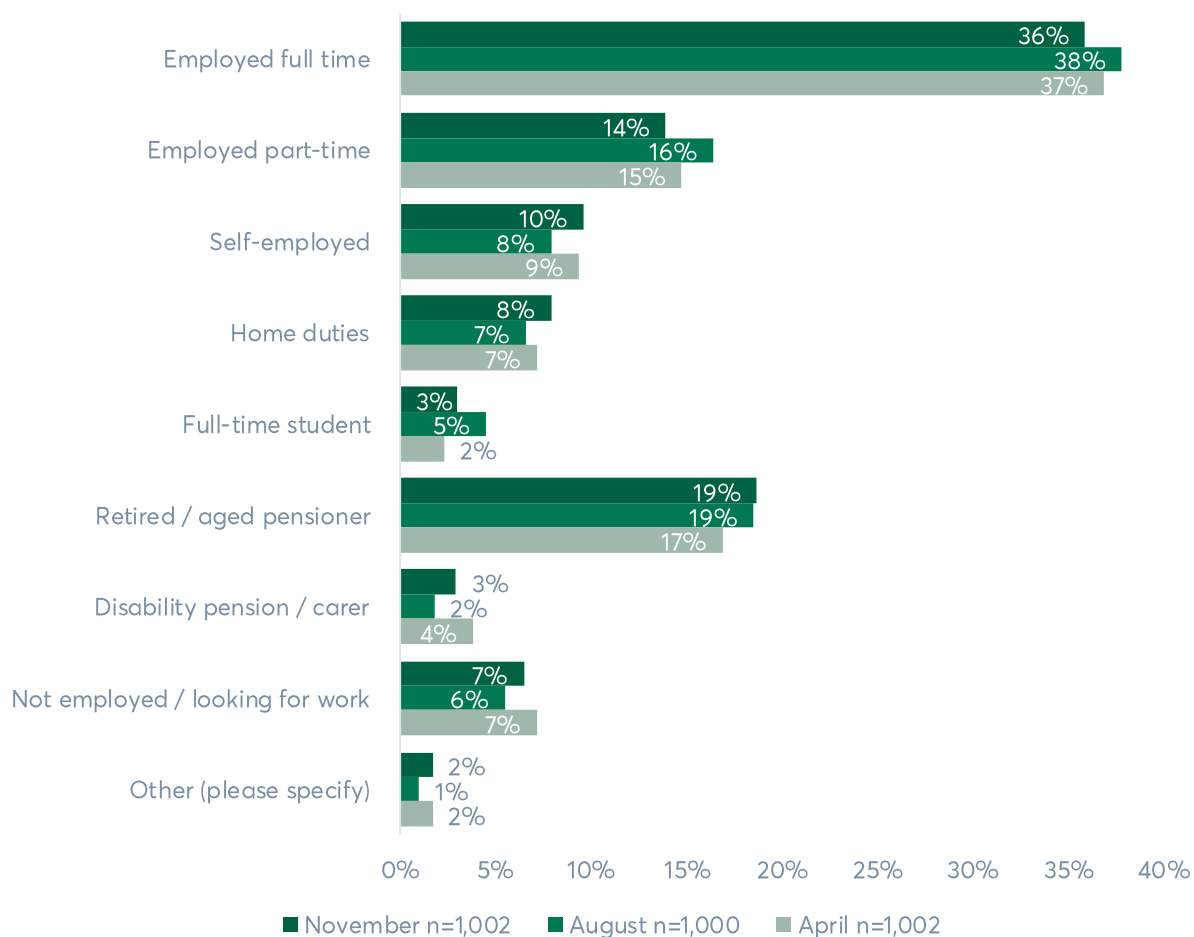
## What religion do you currently practice or identify with?



What type of household do you currently live in?



## Which of the following best describes your employment status?



# Get in touch

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