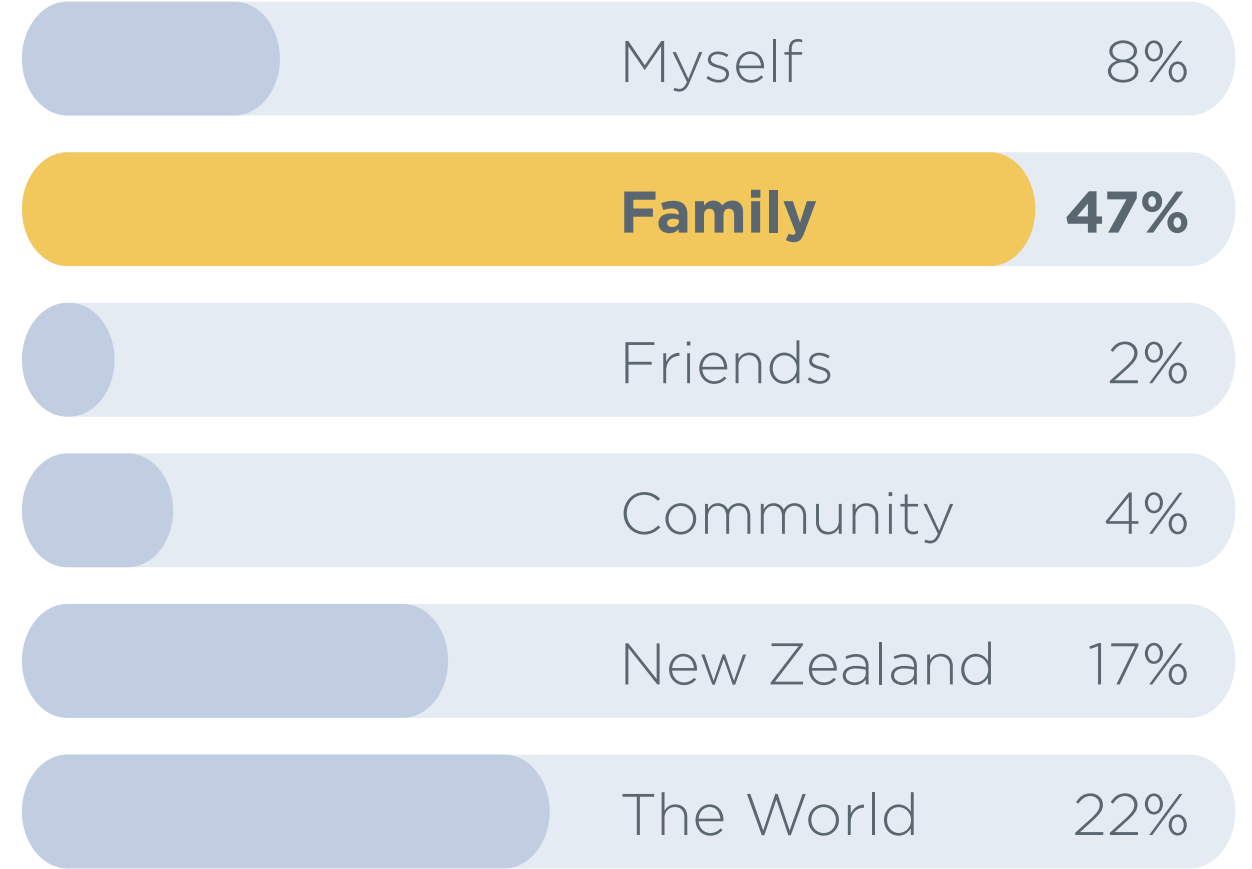


Who are you most concerned about being impacted by COVID-19?

People are most concerned about the impact on their family

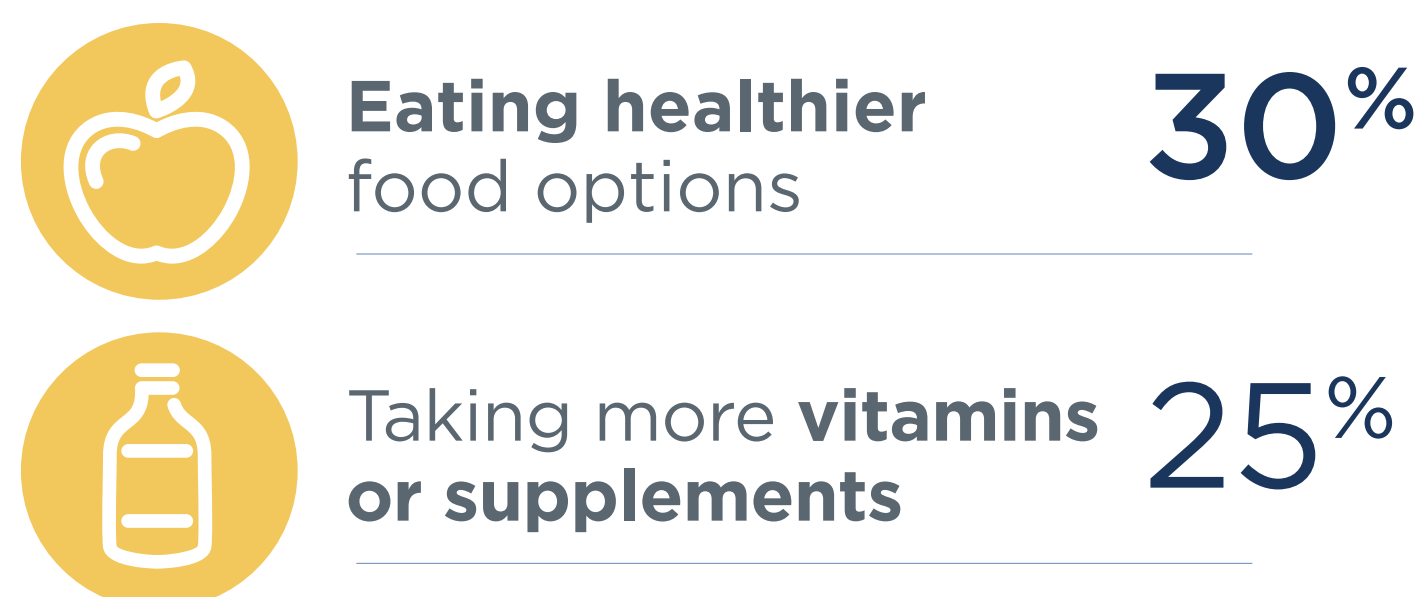


11% aged 18-24 and **13% aged 65+** were most concerned about the impact on themselves. **Higher than the average of 8%.**



How have each of these changed in the past few weeks?

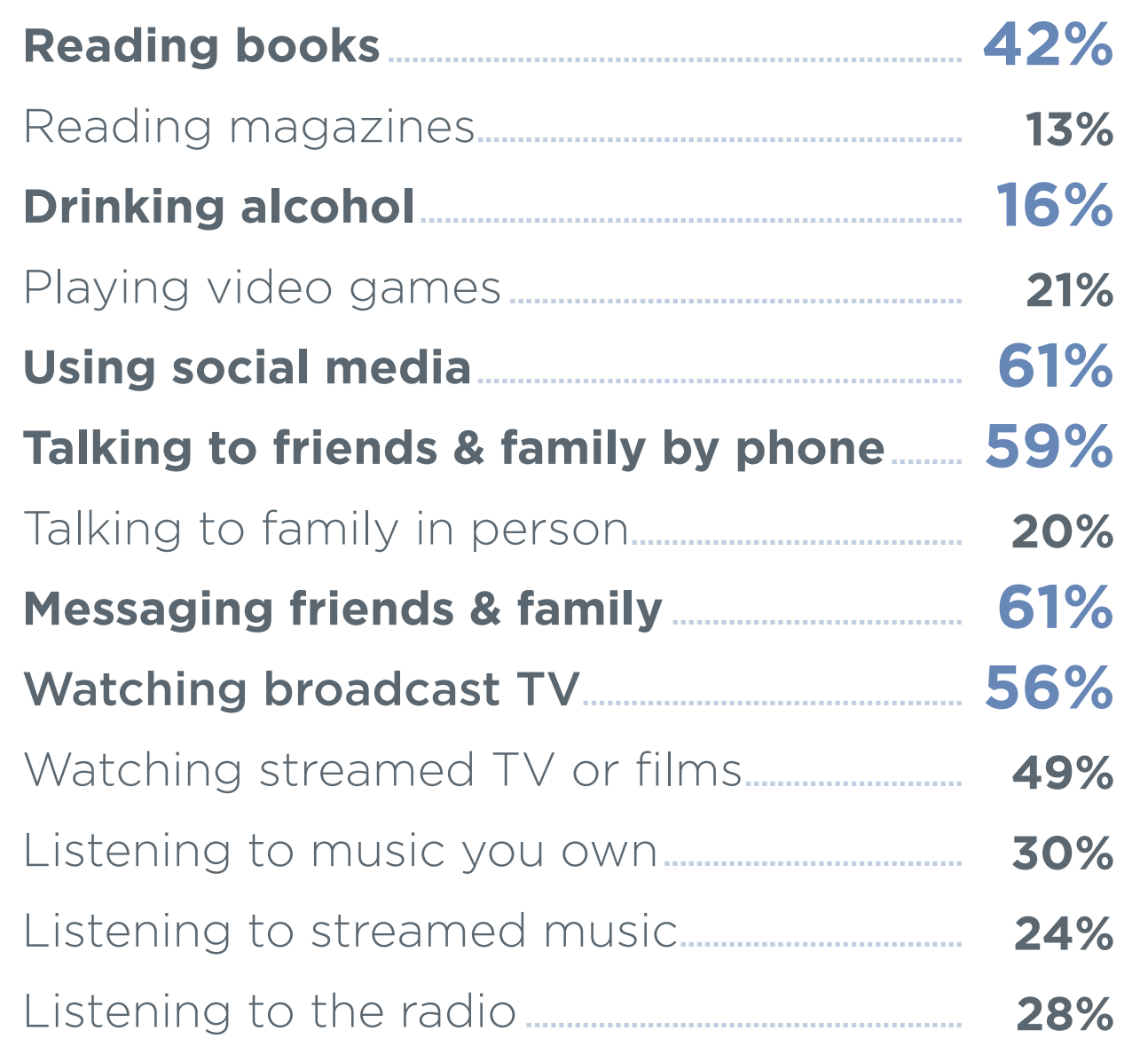
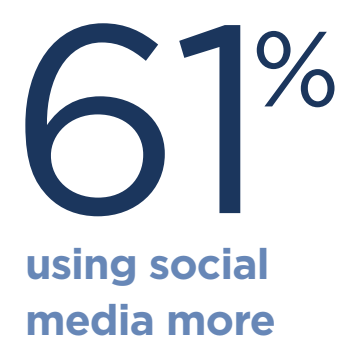
This outlines how important a role news media is playing in keeping New Zealanders informed - the accessibility, and frequency of television news means that significantly more New Zealanders are consuming their information via this medium.



People seem to be determined about what they can do to keep the virus at bay. Of course the correlation could be made that been forced to stay home could have triggered a want to live more healthily as people are not able to go outside of their bubble to exercise etc - this is a trade off.

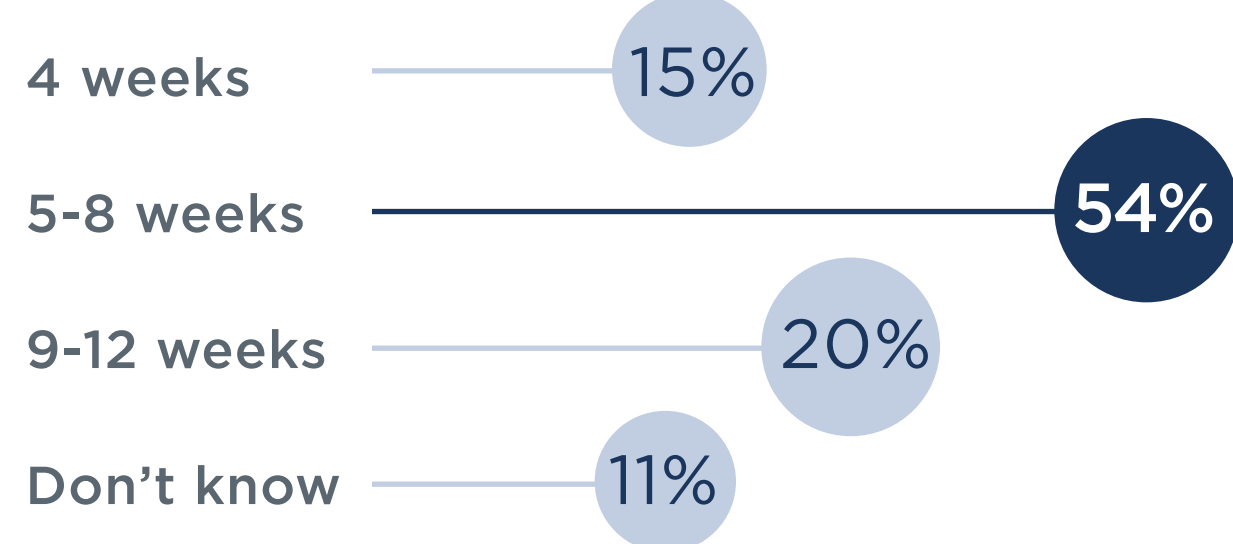
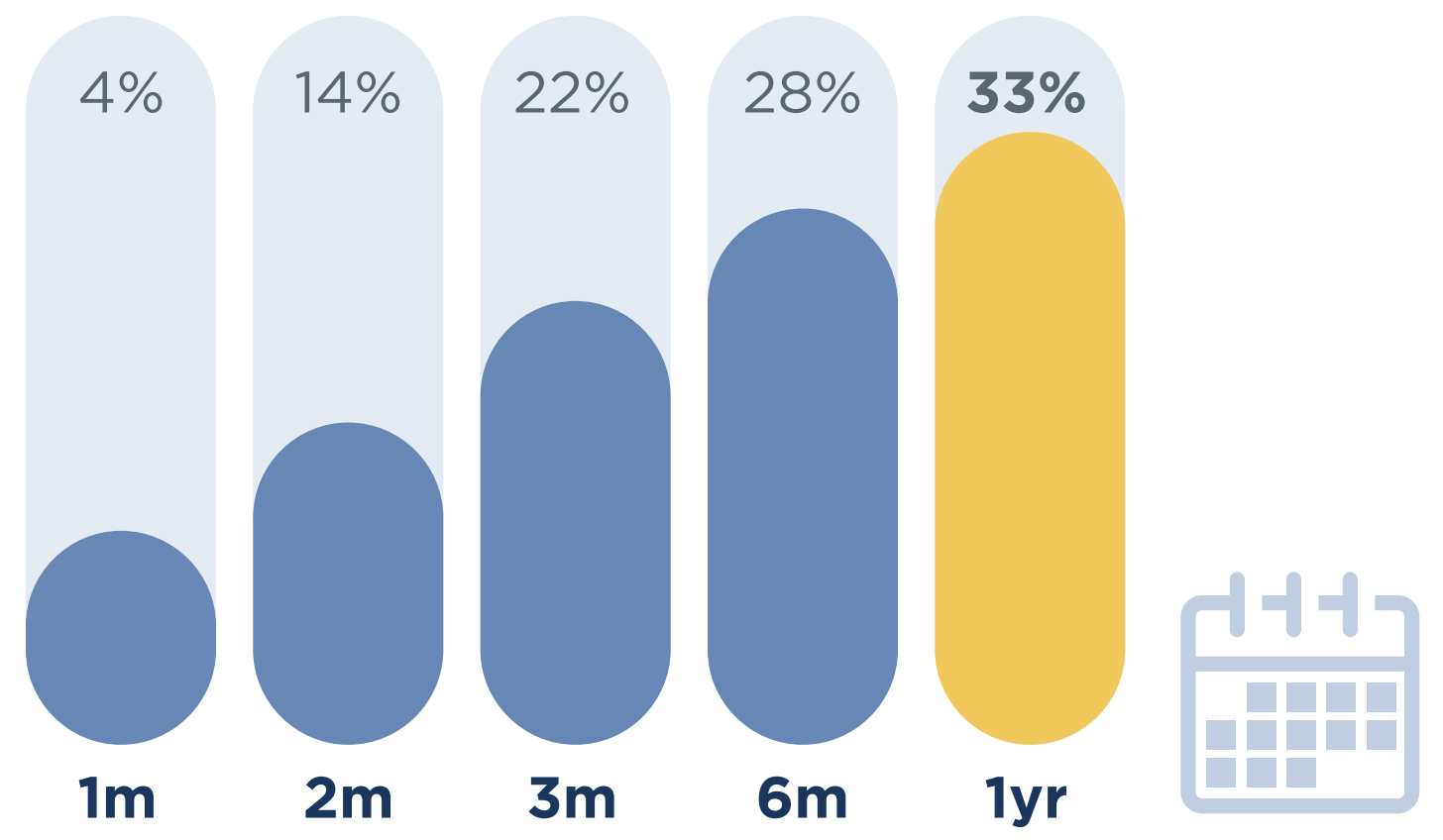
Which of the following, are you doing more of at home now?

Interesting takeaways from this include 16% of people drinking more alcohol, 61% of people are using social media more, and people are staying in touch with friends and family through phone or messaging a lot more than they normally would.



When do you think the COVID-19 outbreak will be over and life will return to normal?

NZer's hold a fairly pessimistic view on when things will return to normal with over 60% believing it will be more than 6 months before things are back to normal.

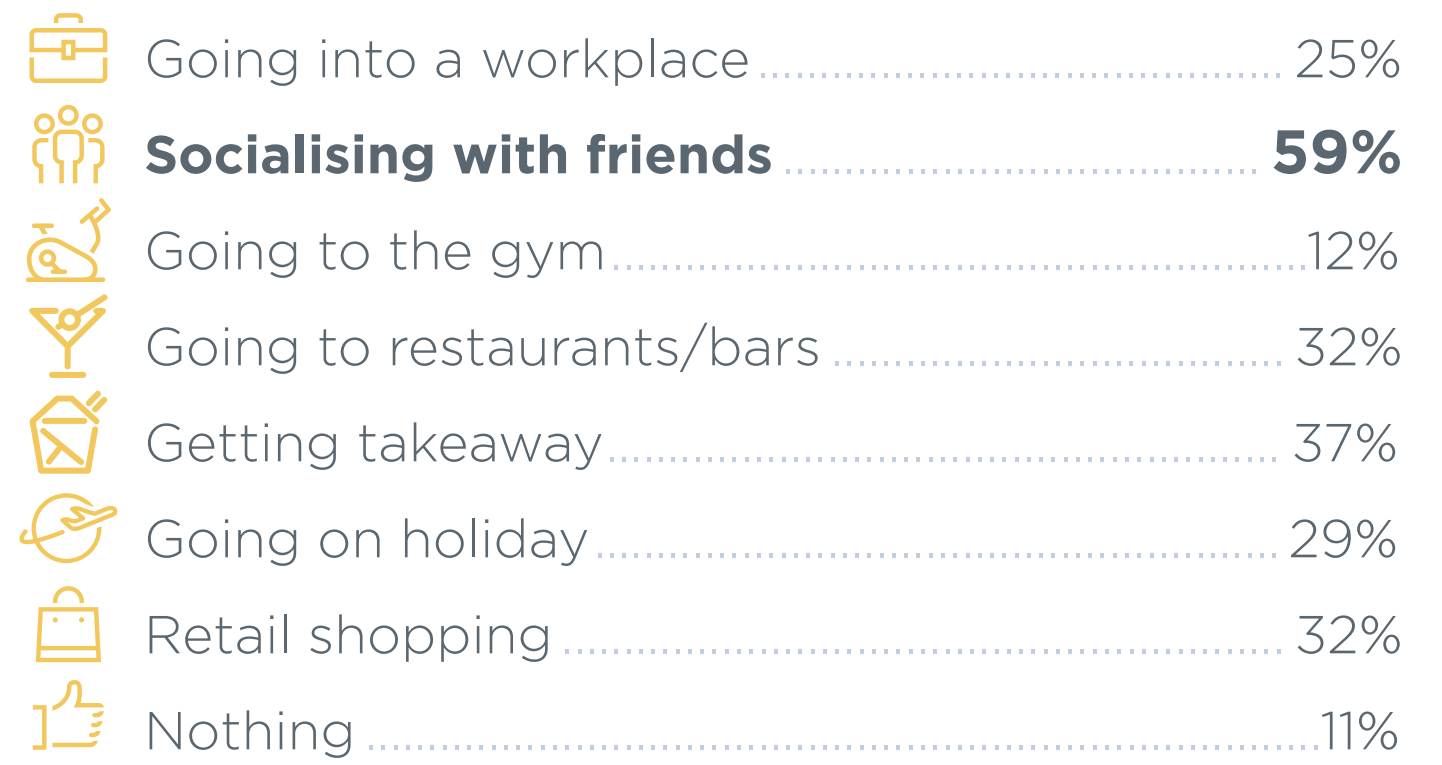


And in terms of how long NZer's believe we will be in lockdown the vast majority suspect the initial 4 weeks is just the start of things with over 70% believing the lockdown will last beyond 4 weeks.



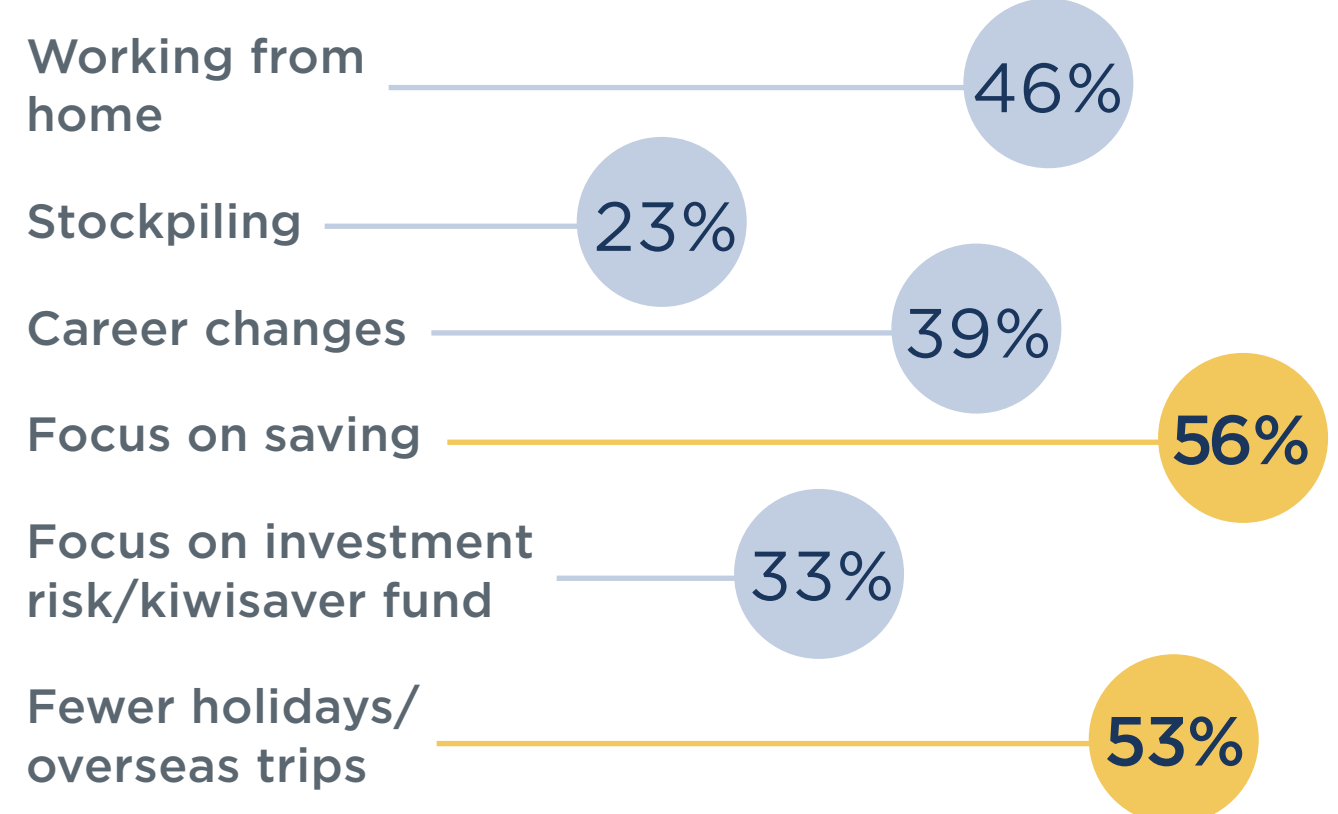
What will you miss the most during the lockdown period?

Social life will be the most missed element during the lockdown, however it also highlights how important a role food plays in this social behaviour.



When things are back to normal, what do you think people will be doing?

Individuals plan to be a lot more considered in how they are spending, and planning for their future. The financial uncertainty created by the pandemic has created a point of reflection on how people plan for their financial future and highlighted the need to be prepared.



Working from home seems to be working well and many believe that this could well become the new norm when things do improve.

The way New Zealand is dealing with COVID-19 makes me feel... more proud to be a NZer

The way that individually and collectively New Zealanders have dealt with the crisis to date seems to be evoking a sense of nationalistic pride. 68% believe that our response to COVID-19 provides a sense of pride in how we are handling it. The notion of all of us having a part to play in overcoming the virus certainly seems to ring true.

