

NATIONAL PRIDE STRONG AS EVER DURING PANDEMIC

New research explores major life moments of Kiwis and what resilience and national pride look like amid COVID-19

NOVEMBER 2020 – New research reveals that a third (33.2%) of Kiwis identify the COVID-19 health crisis as the most important major moment in their lives, with national pride and resilience stronger than ever during the pandemic.

While a large majority feel that the pandemic has isolated New Zealand from the rest of the world, Kiwis are extremely resilient and overcome challenging life moments (92.5%). The overwhelming majority believe that major moments in New Zealand's history such as the COVID-19 crisis, the 2019 Christchurch mosque shooting, the 2019 White Island eruption and the 2010-11 earthquakes have shaped the future of the nation.

The *OneChoice Life Moments Report*, explores the major life moments of Kiwis, ranging from the more personal right up to the to the current global pandemic and its impact on their lives.

The research, which surveyed over 500 New Zealanders aged 18 and above, indicates that a strong majority (91.5%) believe New Zealand's government is outperforming the rest of the world in COVID-19 management, while 87.3 per cent rate New Zealand's performance better to Australia.

A vast majority are very patriotic (81.6%) and very proud to be called a Kiwi (91.7%), with the local success of handling the crisis making people even prouder to be a New Zealander (89.9%).

Psychologist, Susan Wall, says resilience in New Zealand has been fostered by the nation's belief that the government has managed the situation well and that we were all a part of one team.

"Kiwis have generally coped well throughout the crisis, which reflects great resilience. A key ingredient of resilience is the ability to adapt and show a willingness to reset priorities and find meaning from various experiences. As we currently experience a new wave of restrictions in New Zealand, we should continue to focus on what really counts and stay connected."

Close to two in five believe there is something unique about Kiwi mateship. The current crisis has seen many of us reach out to friends in need (50.4%), rely on friends when in need (47.4%) and strengthen relationships with close friends (47.1%). Many have also reconsidered the importance of quality over quantity in relationships and believe that mateship will be even more important post COVID-19.

Although the COVID-19 crisis has positively impacted personal relationships for three in five (61.4%), the crisis has left around a third (32.1%) feeling lonelier due to lockdown measures.

"Kiwis are down to earth and honest, and internationally known to be openly warm and inclusive. In times of crisis, such as the current pandemic, we rely on our closest friends and family, and we increasingly focus on friendships that are supportive and fulfilling. For this to continue, we need to make a conscious decision to invest more time in meaningful relationships rather than spread ourselves thinly across many people," Ms Wall said.

While COVID-19 has impacted personal plans over the past few months, especially international travel (56.9%) and domestic travel plans (42.7%). And whilst Kiwi's are now able to travel to certain parts of Australia with no quarantine period, it looks like New Zealand is not quite ready to do the same. Although many believe the crisis has isolated New Zealand from the rest of the world (64.1%) there are concerns of the danger associated with opening borders so quickly – even if thorough protocols are put into place

Around half (49.4%) are yet to go through with personal plans that were put on-hold. And, some say they might not go through with them at all, as three in five (61.9%) believe that they were able to think about these plans more deeply, after some time to reflect during the pandemic.

Further findings from the research

Kiwi friendship

- Close friends are among the top three important things in life. Honesty and trustworthiness are the top attributes of a good friend.
- More than three quarters (77.1%) consider some of their family members to be good friends. Most common family members to be considered are sisters, brothers and mothers.
- Close to one in two think they have less friends than others (47.8%), while only just over one in 10 think they have more (12.5%).
- Kiwis are twice as likely to report a positive rather than a negative impact of COVID-19 on their friendships (43.3% vs 20.1%), suggesting there has been a bonding experience for many during this period.
- 70.1 per cent feel that some of their friendships have been strengthened during COVID-19 and they expect their social circle to be closer post-COVID-19 (68.5%)

Major life disruptions

- Apart from Kiwis' own important personal life moment (42.9%), a third (33.2%) take the COVID-19 pandemic as the most major moment in their life over the 2019 Christchurch mosque shooting (8.6%), 2019 White Island eruption (1.9%), the 2010 and 2011 Canterbury and Christchurch earthquakes (10.1%) and the 2008 global financial crisis (3.4%).
- Due to COVID-19, around half (49.4 %) of have not been able to revisit their postponed plans, with only 9.9 per cent being able to go through with most of their postponed plans.
- Many have put off international travel plans (56.9%) and domestic travel plans (42.7%), delayed leaving jobs or looking for a new one (23.0%).
- Most (73.3%) are now more likely to be making short-term plans and postponing big life events till when there is more certainty.

Kiwi borders

- A large majority (79.3%) are concerned about the health risk that may come with opening borders to foreign travellers.
- Many also think the crisis has isolated New Zealand from the rest of world and support the idea of allowing travellers from COVID-safe areas into the country.

- More than half say that they are more likely to travel domestically in the next 6 months. (51.5%)

Awkward moments

- More than two in five Kiwis (44.0%) say they would describe themselves as very or reasonably socially awkward, with Gen Z more most likely to feel socially awkward (66.4%) than our Baby Boomers (36.3%).
- While 65.8 per cent think it's about the same, a quarter of Kiwis (25.1%) think New Zealanders are generally better at dealing with awkward moments in life compared to Australians.
- The most common awkward 'own goal' moment for Kiwis in the past year are 'when someone recognises them and says hello, but they can't remember their name' (63.4%).
- 'Having to pretend to laugh at other people's jokes' was the most common awkward 'relationship' moment (46.5%).
- 'Pulling a door that says "push" and vice-versa' was the top awkward 'public' moment (58.1%).
- 'Dealing with other's very unruly children that parents have little control over' was the top awkward 'kids' moment (43.9%).
- The most common awkward 'COVID-19' moment Kiwis have experienced was 'talking about money issues and financial security' (44.3%).

Further insights from the research can be found on the OneChoice website

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About the *Life Moments Report*

One Choice Life Moments report is based around research conducted from 30 July to 6 August 2020. The study consisted of 509 New Zealanders aged 18 and above.

This research explores the major life moments of Kiwis, ranging from mateship to the recent global pandemic and its impact on their lives.

The find relevant demographic break down below:

- Gender: 55.5% Females, 44.5% Males
- Age group: 29 years old & below – 20.2%, 30 - 39 years old – 19.7%, 40 - 49 years old – 16.9%, 50 - 59 years old – 16.9%, 60 years old & above – 26.4%
- Region – Auckland – 33.7%, Northland, Waikato, Bay of Plenty and Gisborne – 16.8%, Wellington and Surrounding Regions – 27.8%, Canterbury and the Northern Regions – 15.9%, Otago, Southland and West Coast – 5.9%

About OneChoice

We're all about helping Kiwis through trusted insurance products that take the stress and confusion out of the buying process. Backed by award-winning partners, OneChoice launched in 2020 with the goal of bringing simple life insurance to New Zealand. We set out to be different by providing cover that's easy to understand, easy to manage, and even easier to rely on.