



**DEPARTMENT OF THE
PRIME MINISTER AND CABINET**

TE TARI O TE PIRIMIA ME TE KOMITI MATUA

Proactive Release

The following document has been proactively released by the Department of the Prime Minister and Cabinet (DPMC), on behalf of the Minister of Health, Hon Dr Ayesha Verrall:

Behaviour & Sentiment July 2022 Update

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Behaviour & Sentiment July 22 Update

DEPARTMENT OF THE PRIME MINISTER AND CABINET

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BACKGROUND

There is a need to understand ongoing sentiment and uptake of key health behaviours throughout the COVID-19 response.

The COVID-19 landscape in New Zealand continues to shift. After experiencing the COVID-19 outbreak back in March 2022, New Zealanders found themselves living through a second wave in July. As we continue to live through the pandemic, there is a need to understand how New Zealanders are feeling.

This report provides a check-in on overall sentiment and compliance of key health behaviours to inform communications, tone, messaging and creative direction to help keep New Zealanders engaged with the collective mission to Unite Against COVID-19.

OVERALL OBJECTIVES

Understand how to keep New Zealanders engaged while we continue to live through the COVID-19 pandemic.

The specific objectives we set out to answer:

1. **Explore sentiment towards the COVID-19 response** – how are people feeling about COVID-19 generally and how are we handling the response as a country?
2. **Unpack the mindset shift once someone has caught COVID-19** – how does their mindset change, and how does it affect their behaviours?
3. **Understand if messaging around key health behaviours is effective** – do New Zealanders think the behaviours they are being told to do are effective, and are they actually doing them? What motivations and barriers are driving their actions?
4. **Information and influencers** – how is the UAC brand tracking? Understand the effectiveness of information and the key sources of influence.
5. **An update on vaccinations** – would New Zealanders consider a second booster? What are the barriers?

Methodology

This survey interviewed a nationally representative sample of New Zealanders aged 16 years and over.

- Total sample n=801
- Margin of error at the 95% confidence interval is +/- 3.5%

Fieldwork ran from the 11th July – 20th July.

Key samples:

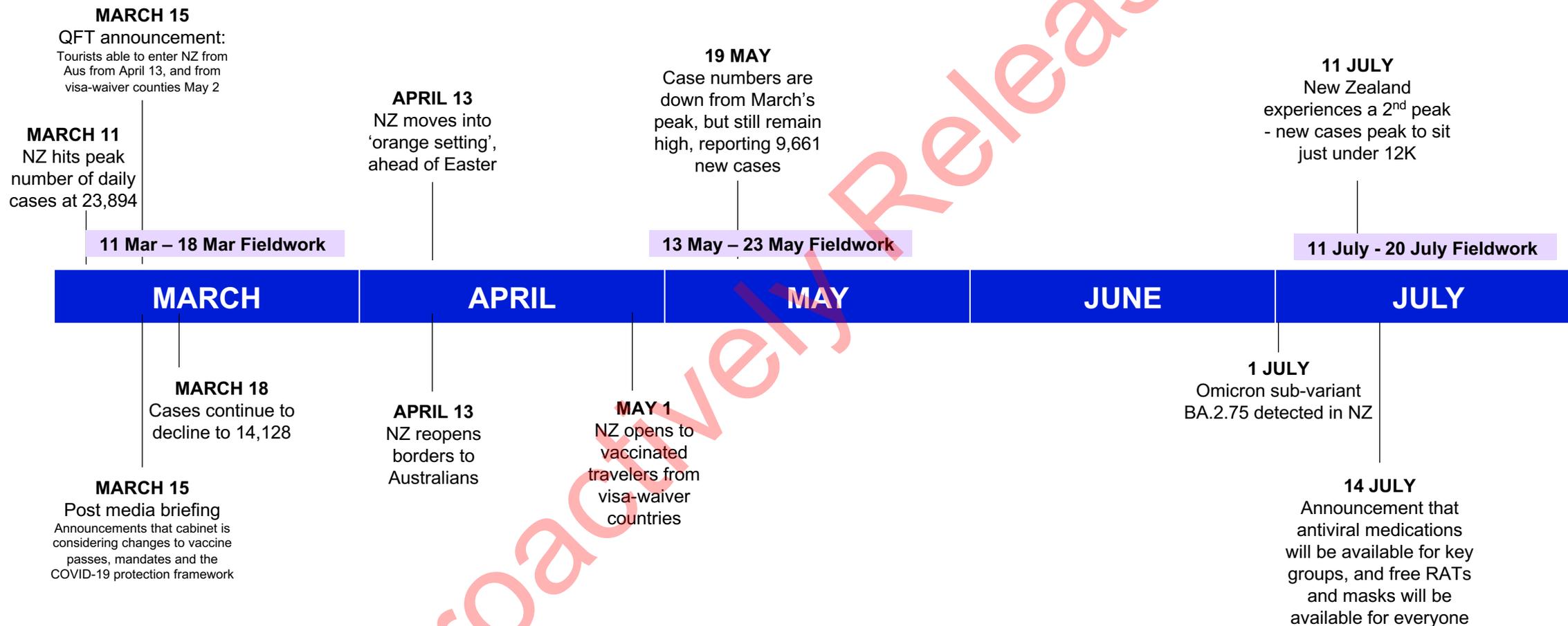
- Māori n=135
- Pasifika n=54

The data was post weighted to be representative of the New Zealand population, in terms of age, gender, region and ethnicity.

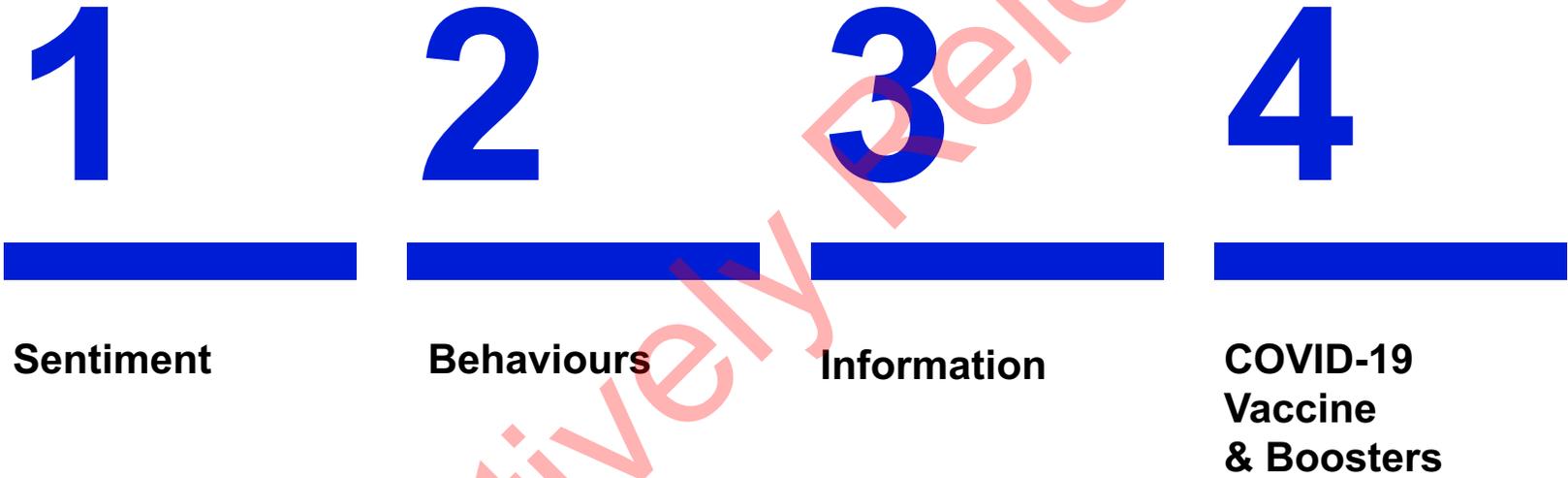
Throughout this report, key comparisons are made to the 2021 / 2022 Behaviour and Sentiment trackers, and the December Pulse Check.

It is important to note that this is an online survey – people who do not have access to the internet are not represented in our findings.

Timeline



Agenda



Sentiment

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New Zealanders have more concerns than ever, with COVID-19 being just part of the equation

Health specific concerns are rising, but other concerns are not lessening

NEW ZEALAND COVID-19 CASE NUMBERS

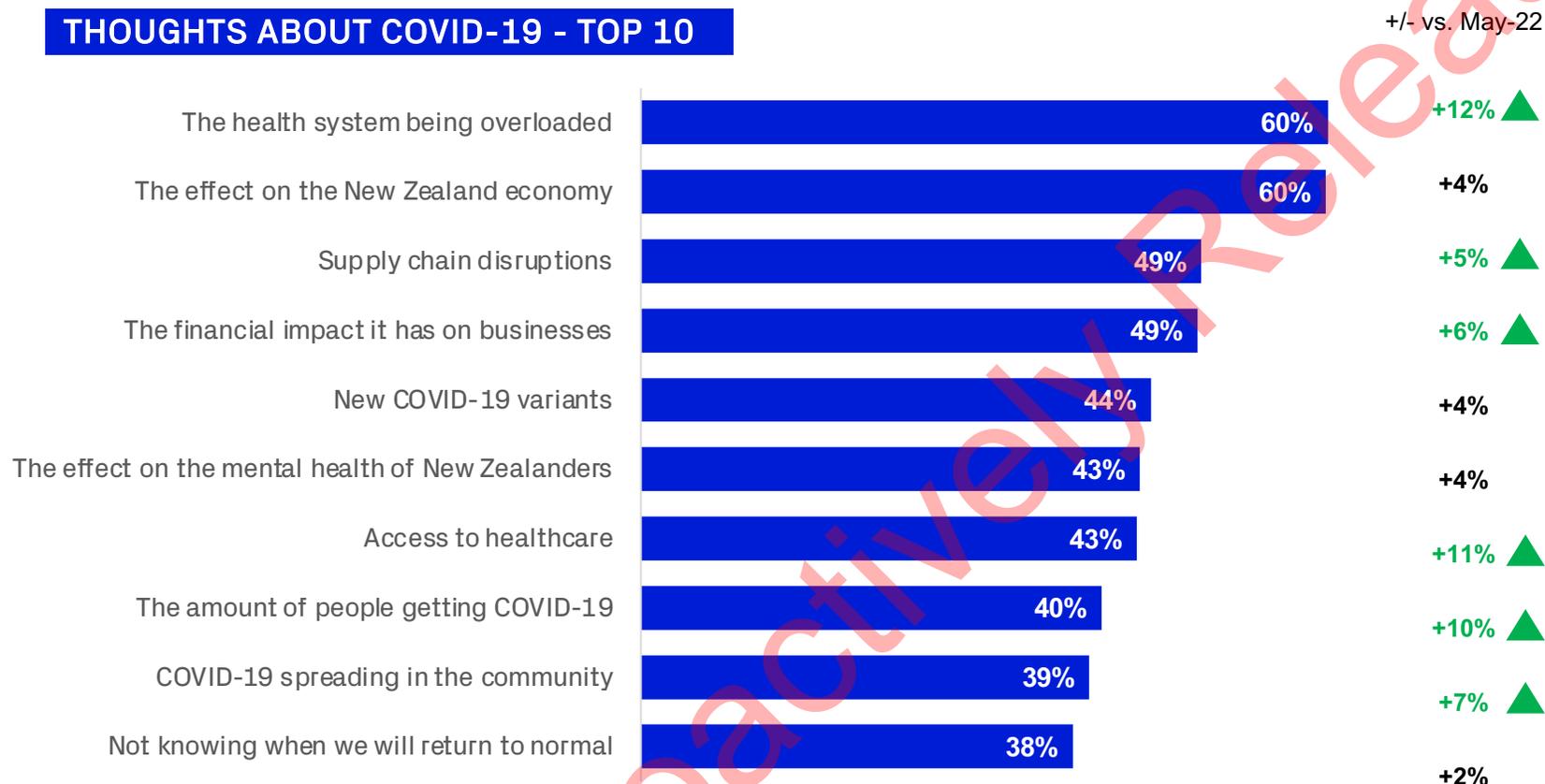


CONCERNS	JUL-22	+/- vs. May-22
Cost of living	80%	+3%
COVID-19	50%	+6% ▲
Finances	47%	+5%
Russia-Ukraine war	43%	-
Climate change	40%	+2%
Housing	40%	+2%
Politics	22%	+2%
Influenza (the flu)	21%	+10% ▲
Racism	21%	-6% ▼
New Zealand's borders now being open	19%	=
Career or workplace	18%	=
Other illnesses (not COVID-19 or flu)	17%	-
Terrorism	16%	+2%
Education	16%	+2%
Relationships with family	15%	+1%

Source: Behaviour and Sentiment Tracker (Jul 22, May-22), Google Analytics
 Q: From the list of topics below, can you please tell us which (if any) you are currently worried about?
 Base: May-22 total sample n=818, July-22 total sample n=801

The economy is usually the top concern, but is now matched by overload on the health system

THOUGHTS ABOUT COVID-19 - TOP 10

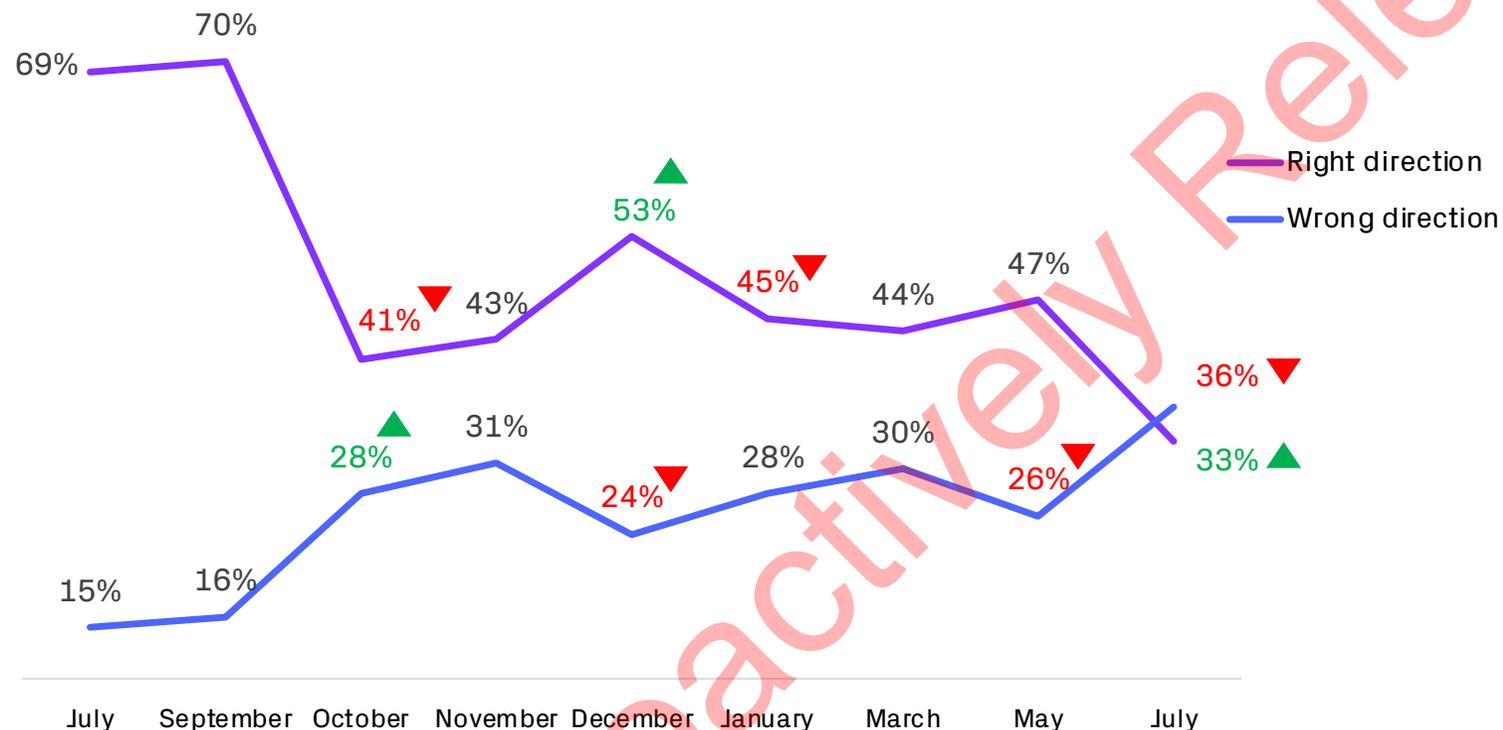


There are significant increases in concern surrounding access to healthcare (+11%) and the amount of people getting COVID-19 (+10%).

Source: Behaviour and Sentiment Tracker (Jul-22, May-22)
 Q: What are you thinking about in terms of the impact of COVID-19 in New Zealand?
 Base: May-22 total sample n=818, July-22 total sample n=801

And there are increasing concerns about the direction we're heading with regard to COVID-19

HOW DO YOU THINK THE COUNTRY IS GOING WITH HANDLING THE IMPACT OF AND RESPONSE TO COVID-19? – BY WAVE



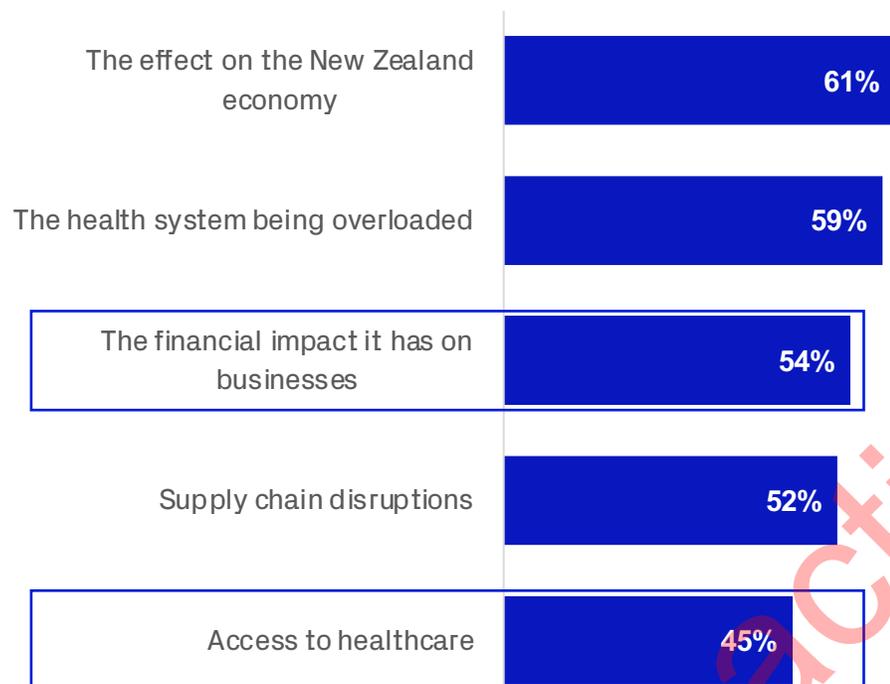
For the first time, we see the number of New Zealanders who think we are heading in the 'wrong direction' surpass 'right direction'.

Source: 7 December Pulse 2021 & Behaviour and Sentiment Tracker (Jul-21, Sep-21, Nov-21, Jan-22, Mar-22, May-22, Jul-22), 7-Dec Pulse Check, October Pulse)
 Q: How do you feel the country is going with handling the impact of and response to COVID-19?
 Base: Jul-22 total sample n=801, May-22 total sample n=818, Mar-22 total sample n=900, Jan-22 total sample n=944, 7-Dec Pulse total sample n=411, Nov-21 total sample n=917, October Pulse n=409, Sep-21 total sample n=846, Jul-21 total sample n=823

▲ ▼ Significantly higher / lower than May-22

'Wrong direction' people are more likely to be thinking about the financial impact it has on businesses

TOP 5 THOUGHTS ABOUT COVID BY 'WRONG DIRECTION'



TOP 5 THOUGHTS ABOUT COVID BY 'RIGHT DIRECTION'



...and more likely to be thinking about the social impact

New Zealanders becoming more distant from each other (31% vs. 13% 'right direction') and long-term social division in our communities (29% vs. 13% 'right direction').

Source: Behaviour and Sentiment Tracker (Jul-22)

Q: How do you feel the country is going with handling the impact and response of COVID-19?

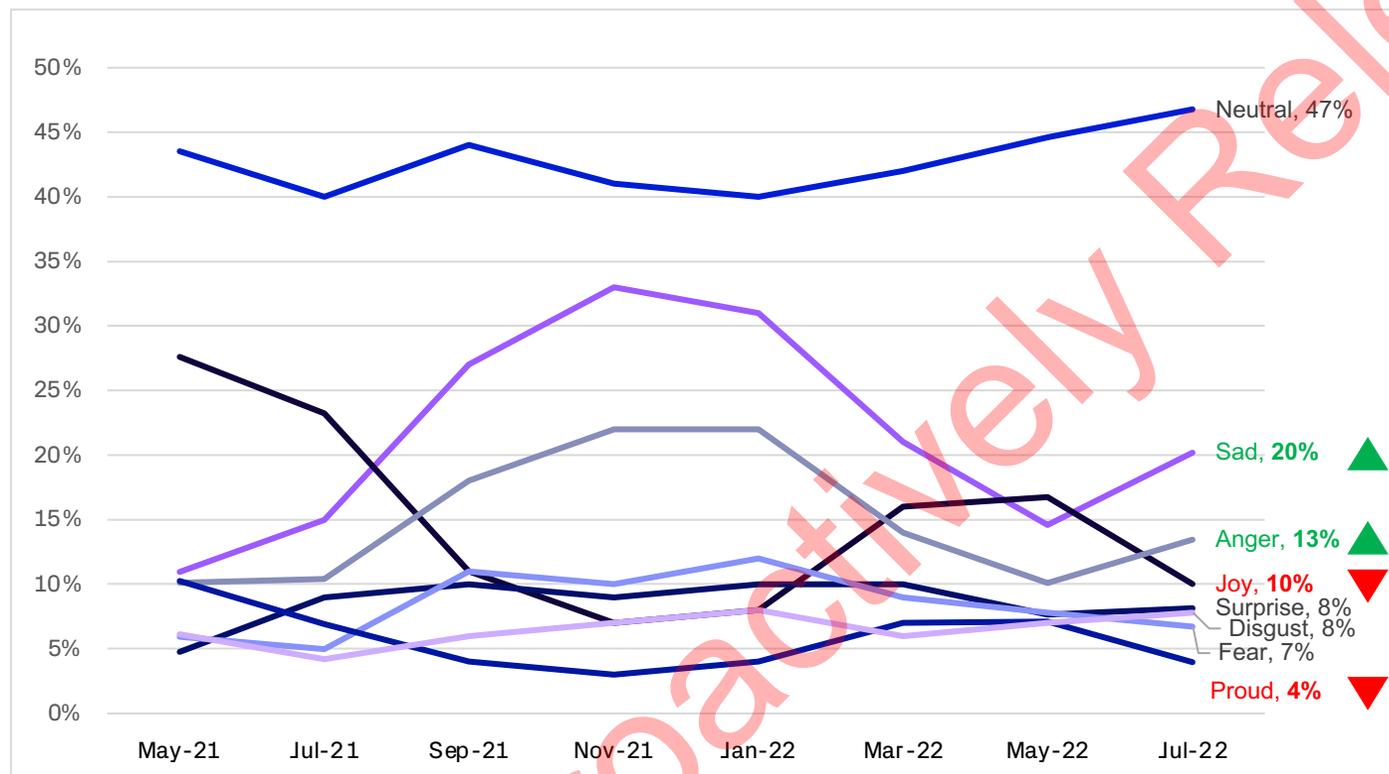
Q: What are you thinking about in terms of the impact of COVID-19 in New Zealand?

Base: Jul-22 Think we're going in the 'wrong direction' n=292, Think we are going in the 'right' direction N=265

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There are three key emotions – neutral, sadness, and anger

SENTIMENT TOWARDS THE COVID-19 SITUATION IN NZ – BY WAVE



We see significant increases in the feelings of 'sad' and 'anger' and significant decreases in 'joy' and 'proud'.

Source: Behaviour and Sentiment Tracker (May-21, Jul-21, Sep-21, Nov-21, Jan-22, Mar-22, May 22, Jul-22)
 Q: What are your emotions at the moment regarding the situation with COVID-19 in New Zealand?
 Base: Jul-22 total sample n=801, May-22 total sample n=818, Mar-22 total sample n=900, Jan-22 total sample n=944, 7-Dec total sample n=411, Nov-21 total sample n=917, Sep-21 total sample n=846, Jul-21 sample n=823, May-21 sample n=1,853

▲ ▼ Significantly higher / lower than May-22

And each of the three groups of people are feeling this way for different reasons...

Neutral (47%) – have moved on

Sad (20%) – the response is not enough

Angry (13%) - fed up

Have moved on

“Just like another variant of a cold and a part of day to day life now.”

“Because I don't even pay attention anymore. I don't care. At all.”

It's our new normal

“Over it now. Vaccination rates are as high as they can be and we need to get used to this being the new normal”

Disappointed and worried that mask wearing has dropped

“People are becoming less compliant with mask wearing. It's scary.”

“Feel masks should be made mandatory in all indoor spaces when not actively eating/drinking and enforced with heavy fines.”

Case numbers increasing

“The numbers of daily new cases and deaths.”

“Scared because we have seeing thousands of cases coming.”

Situation feels out of control

“I think the government managed it really well for a long time but have now thrown up their hands and don't care anymore.”

“The country will have to go into lockdown as the hospitals are a total disaster.”

Angry that people are not wearing masks

“Nobody bothers to wear mask anymore”

“People who don't care about others with not wearing facemasks”

COVID-19 fatigue, we need to move on

“Covid has been going on for too long now”

“Because the rest of the world is moving on”

Rules + Government response

“The compulsion of having to do things that show no signs of improving or preventing improvement in the problem situation”

“The government moves to slow and is making such a big deal about particular groups”

Source: Behaviour and Sentiment Tracker (Jul-22)

Q: What are your emotions at the moment regarding the change in approach to manage the COVID-19 situation in New Zealand?

Base: Jul-22 feeling sad n=165, feeling anger n=111, feeling neutral n=379

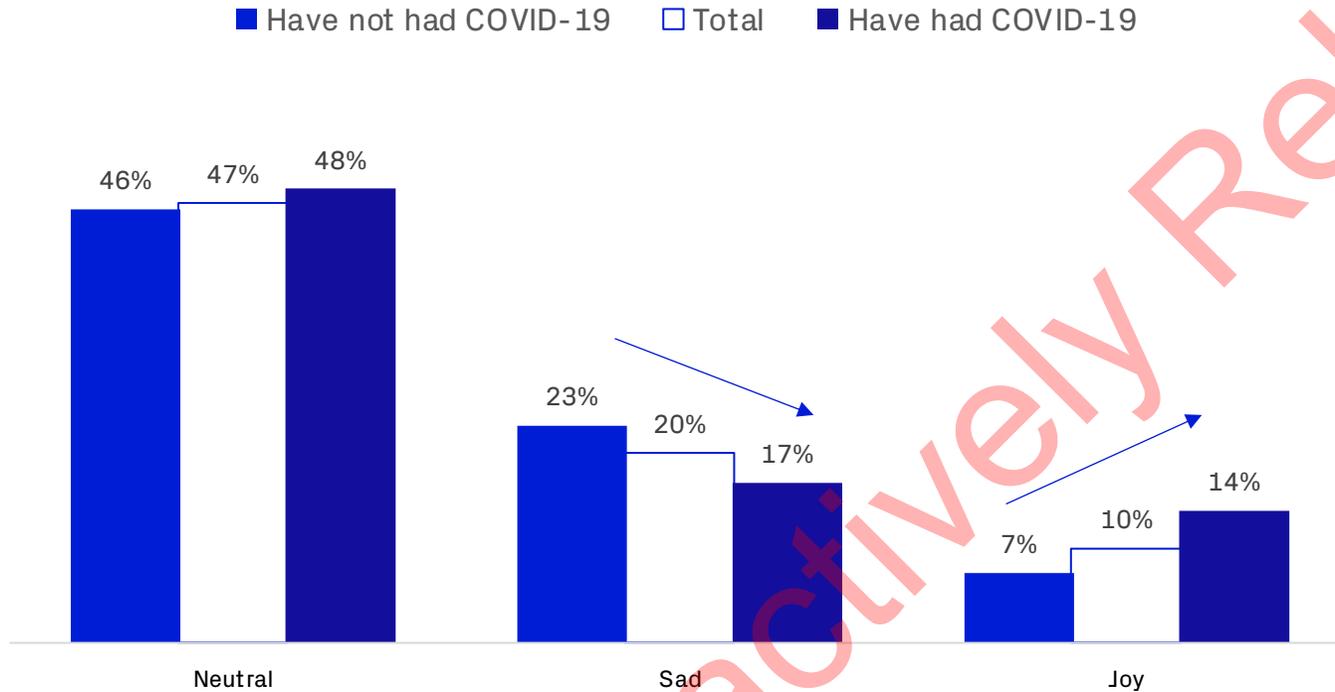
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The impact of having had COVID-19 on sentiment and attitudes

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After having COVID-19, you feel less sad and more joyful about the situation

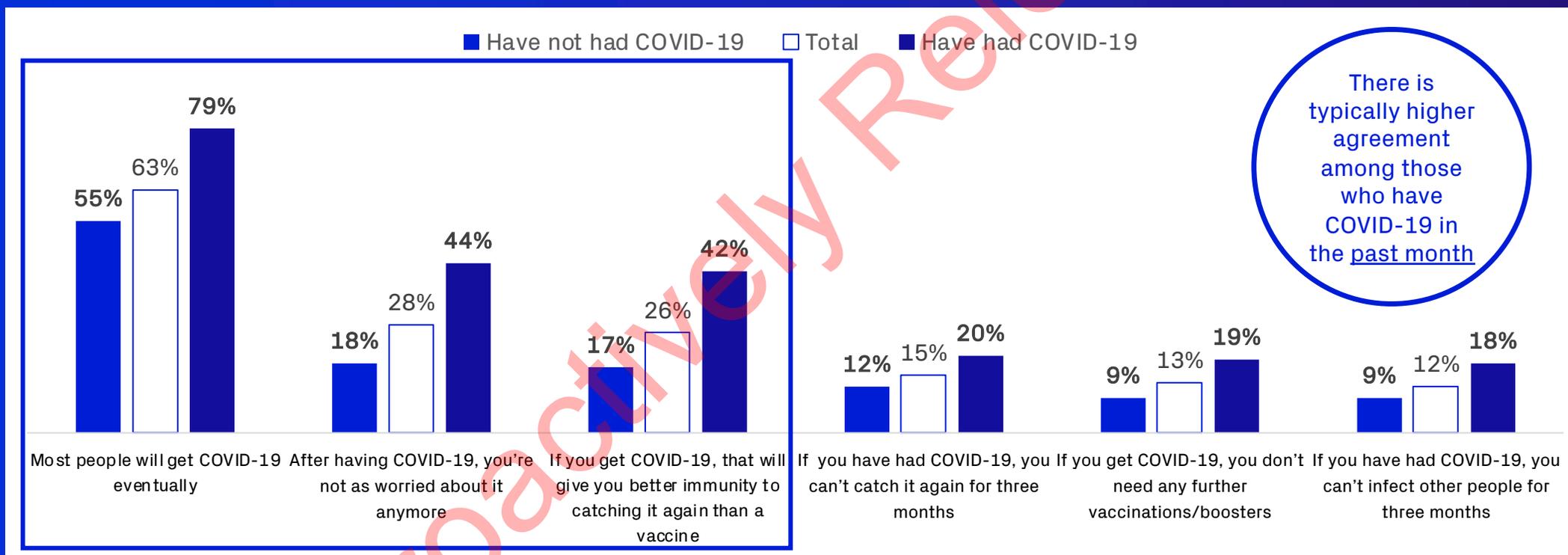


Which feeds into the mindset shift we see...

Source: Behaviour & Sentiment Tracker Jul-22
Q: What are your emotions at the moment regarding the situation with COVID-19 in New Zealand?
Base: Jul-22 total sample n=801. Had COVID-19 ever n=116, never n=458

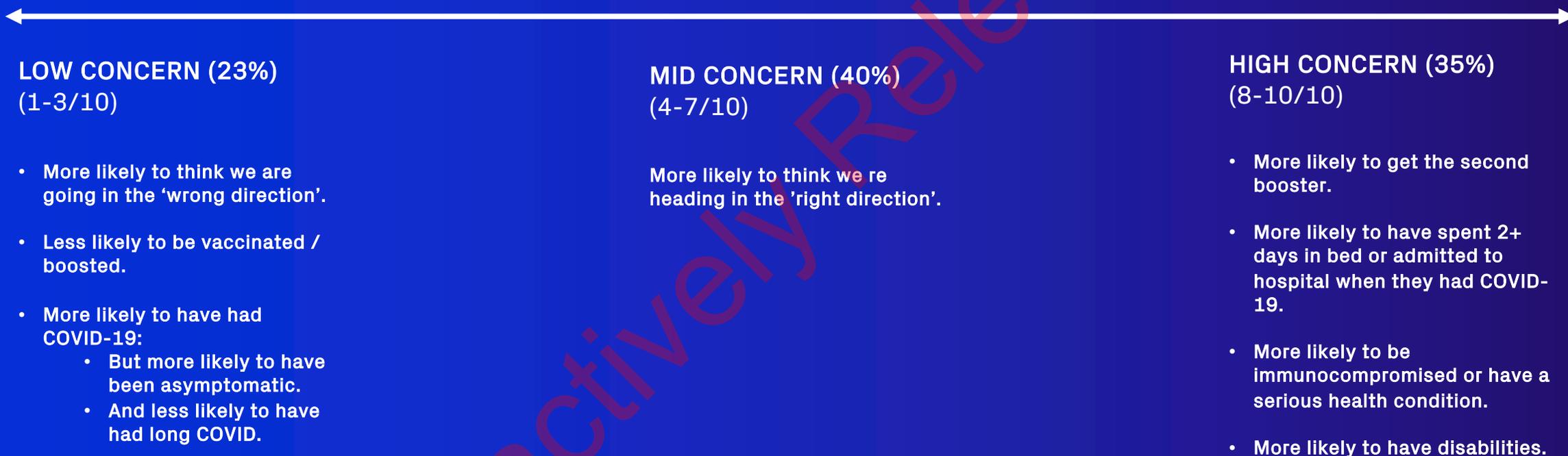
If you've had COVID-19, you are less likely to be concerned

People don't necessarily think that they can't catch it again or can't infect others, it's a level of acceptance, having first-hand experience which makes the whole concept of COVID-19 less daunting and a level of natural immunity.



Source: Behaviour & Sentiment Tracker Jul-22
 Q: To what extent do you agree/disagree – 'strongly agree or agree'
 Base: Jul-22 total sample n=801. Had COVID-19 ever n=306, never n=458

But your specific COVID-19 experience and personal situation dictates your level of concern in catching it



Q: On the scale of 1-10, please select how concerned you are about the possibility of personally catching COVID-19.

July total sample n=801, (low concern n=190, mid concern n=214, high concern n=288).

Q: How do you feel the country is going with handling the impact of and response to COVID-19?

Q: Have you had a COVID-19 vaccination?

Q: Which best summarises your COVID-19 experience?

Q: Have you had symptoms like fatigue, shortness of breath, cognitive dysfunction or others that impact your everyday functioning, for more than 2 months from when you first got COVID-19?

Q: Do you intend to get a second COVID-19 booster shot if you are/become eligible?

Q: Are you immunocompromised or have a serious health condition?

Q: Do you have a lot of difficulty doing the following, or cannot do the following at all?

SENTIMENT – key outtakes

#1

A confluence of factors has sparked a greater sense of COVID-19 fatigue, a higher level of concern and more negative emotion.

#2

New Zealand is more divided in response than ever before – meaning there are different groups to address.

#3

On the whole, having had COVID-19 makes people less concerned

Behaviours

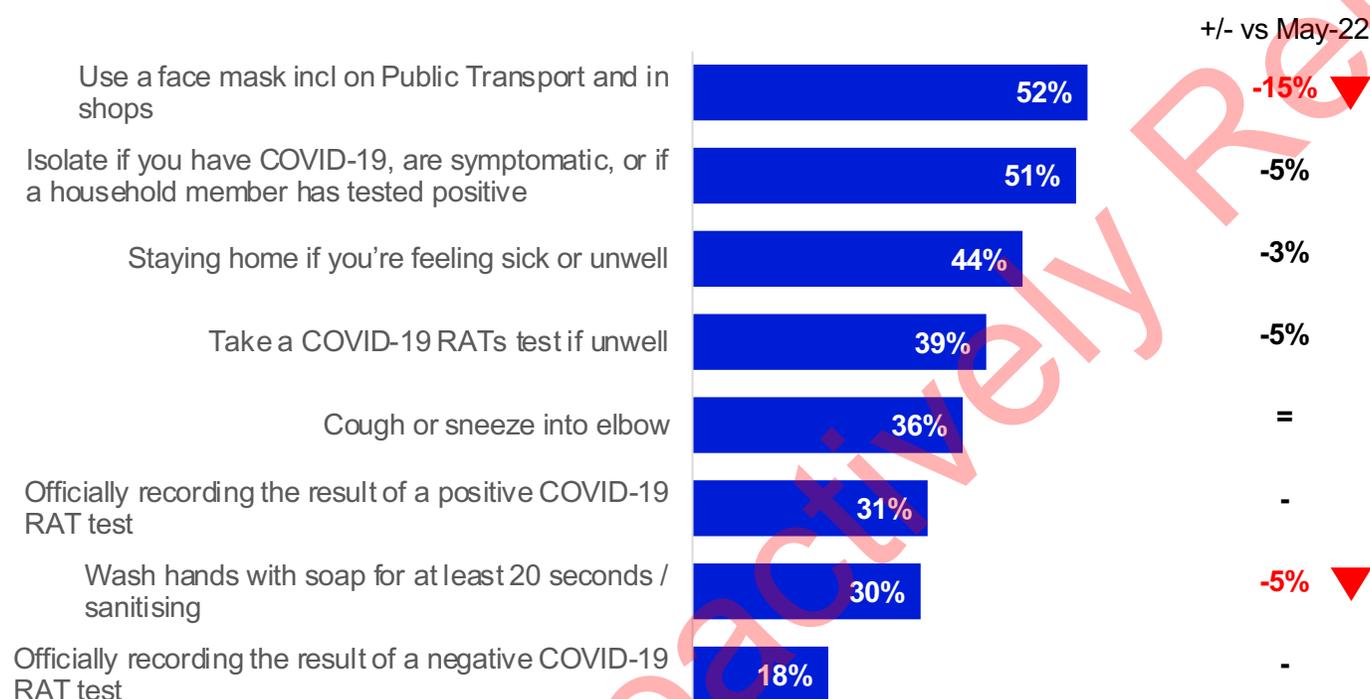
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A significant decline in perceived compliance with mask wearing

PROJECTIVE COMPLIANCE (ALWAYS / MOST OF THE TIME)



There are significant declines for projective compliance in mask wearing and hand washing.

- **Asian** ethnicities are significantly higher in:
 - Staying home if feeling sick or unwell (61% vs 44% total).
 - Cough or sneeze into elbow (51% vs. 36% total).
- **Aucklanders** significantly higher in:
 - Always staying home if feeling sick or unwell (18% vs. 11% total).
 - Always isolate if you have COVID-19 (20% vs. 13% total).

Source: Behaviour & Sentiment Tracker (Jul-22, May-22)

Q: How often do you think other New Zealanders do the following? (always + most of the time)

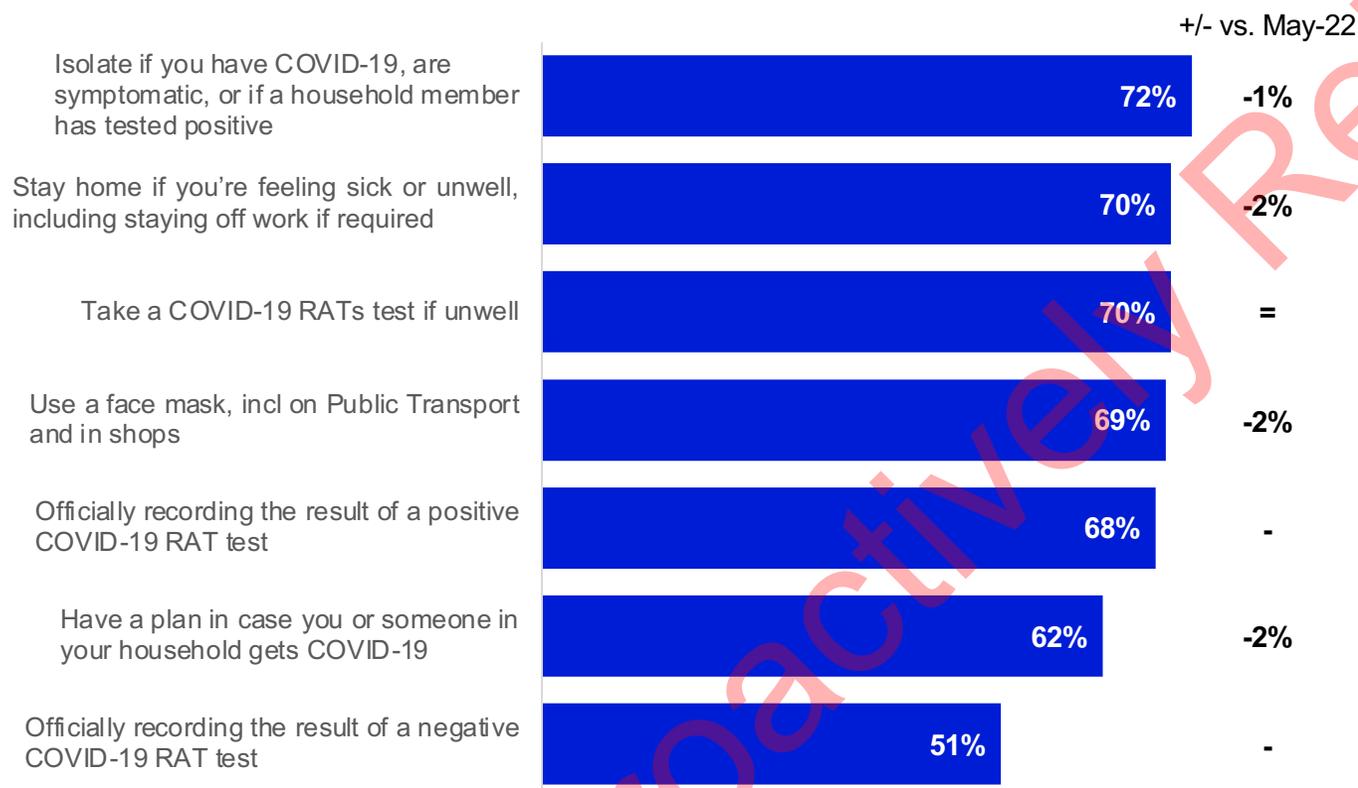
Base: May-22 total sample n=818, Jul-22 total sample n=801



Significantly higher / lower than May-22

After a big drop in willingness to carry out key health behaviours in May, July results remain stable

WILLINGNESS TO COMPLY (VERY WILLING, HAPPY TO DO MY PART)



Females are significantly higher in:

- 'Staying home if feeling sick or unwell' (76% vs. 70% total).
- 'Isolate if you have COVID-19' (80 vs. 72% total).
- 'Take a COVID-19 RATs test if unwell' (78% vs. 70% total).
- 'Have a plan in case someone in your household gets COVID-19' (73% vs. 62% total).
- 'Officially record the result of a positive COVID-19 RAT test' (75% vs. 68% total).

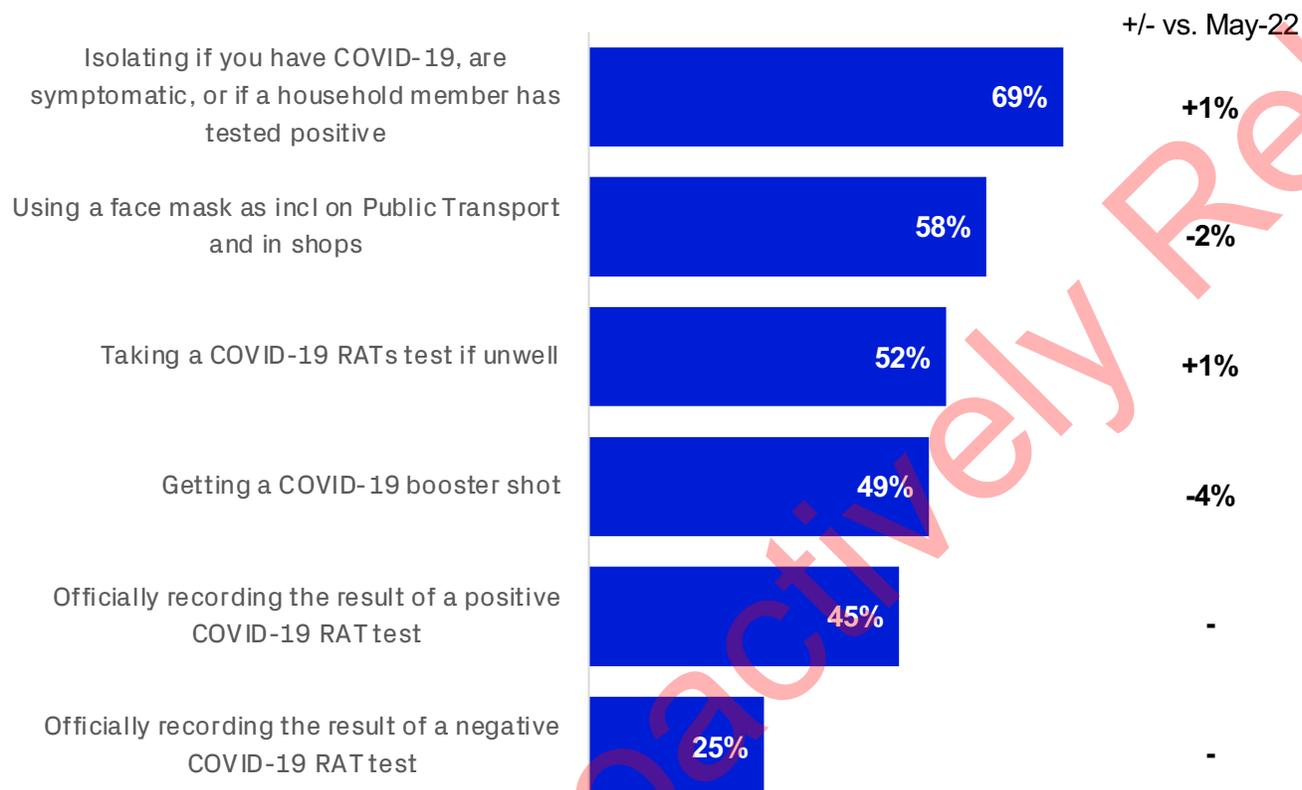
Māori are significantly lower in:

- 'Use a face mask' (58% vs. 69% total).
- 'Staying home if feeling sick or unwell' (58% vs. 70% total).
- 'Take a COVID-19 RATs test if unwell' (56% vs. 70% total).

Source: Behaviour and Sentiment Tracker (Jul-22, May-22)
 Q: How willing are you to do the following? (Very willing, happy to comply)
 Base: May-22 total sample n=818, Jul-22 total sample n=801

And perceived effectiveness of behaviours remain stable too

EFFECTIVENESS (VERY EFFECTIVE)



Females are significantly higher in:

- 'Isolate if you have COVID-19' (77% vs. 69% total).
- 'Taking a COVID-19 RATs test if unwell' (57%, vs. 52% total).

Auckland is significantly higher in:

- 'Taking a COVID-19 RATs test if unwell' (59% vs. 52% total).

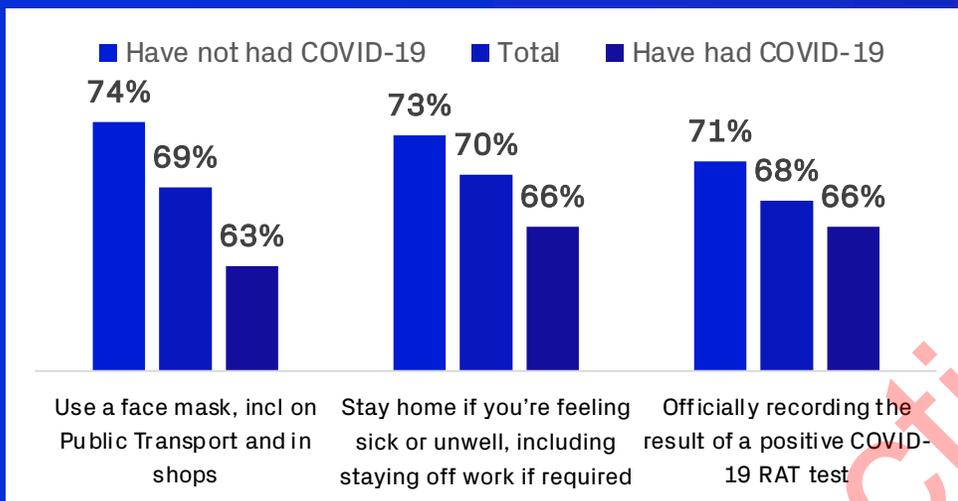
Source: Behaviour & Sentiment Tracker (Jul-22, May-22)

Q: How effective do you think each of these can be in slowing the spread of COVID-19 and keeping New Zealander's safe? Note: March statement was "Getting a COVID-19 test if unwell"

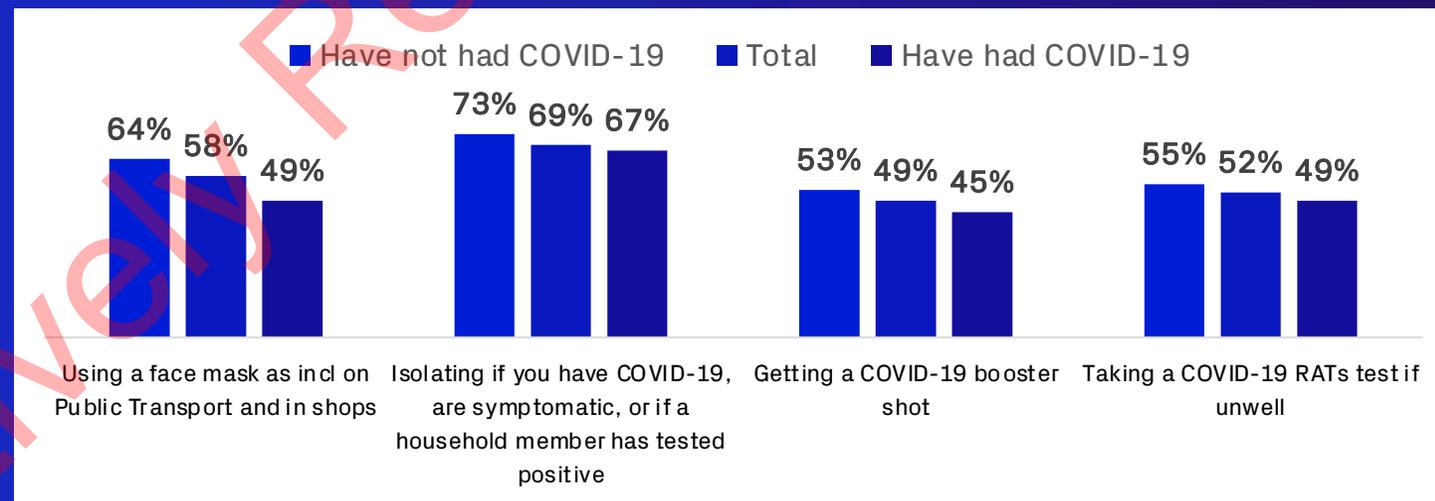
Base: May-22 total sample n=818, Jul-22 total sample n=801

Willingness to wear masks, and perceptions of effectiveness drop after having caught COVID-19

WILLINGNESS (VERY WILLING)



EFFECTIVENESS (VERY EFFECTIVE)



There is no real difference in compliance and willingness to carry out key health behaviours amongst those who had COVID-19 3+ months ago.

Source: Behaviour and Sentiment Tracker (Jul-22)

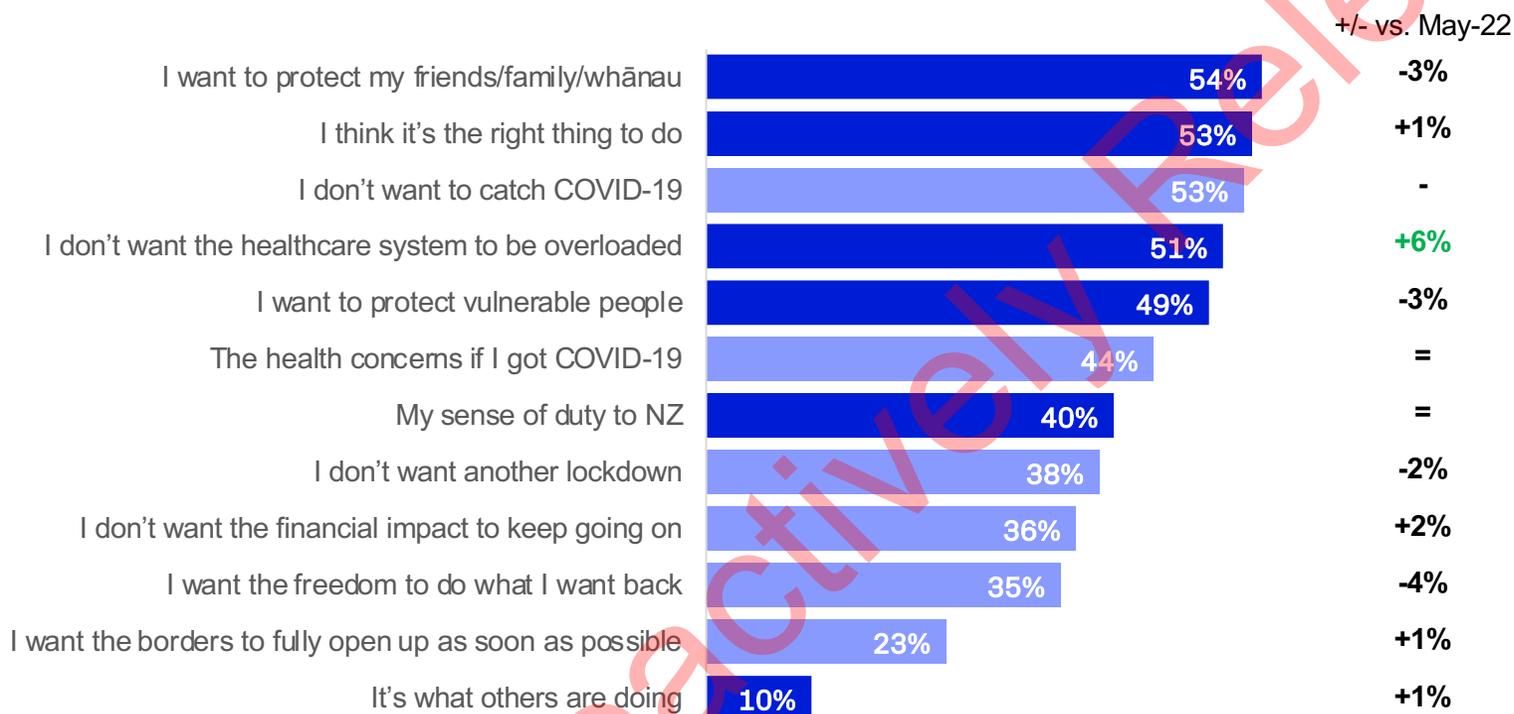
Q: How willing are you to do the following? (Very willing, happy to comply)

Q: How effective do you think each of these can be in slowing the spread of COVID-19 and keeping New Zealander's safe?

Base, Jul-22 total sample n=801, have not had covid n=458, have had covid n=306

Overload of the healthcare system is becoming a key motivator for compliance

MOTIVATORS TO COMPLY WITH KEY HEALTH BEHAVIOURS – TOTAL SAMPLE



COLLECTIVE
INDIVIDUAL

There has been a significant increase in not wanting the healthcare system to be overloaded, marrying up with the top growing concern surrounding COVID-19.

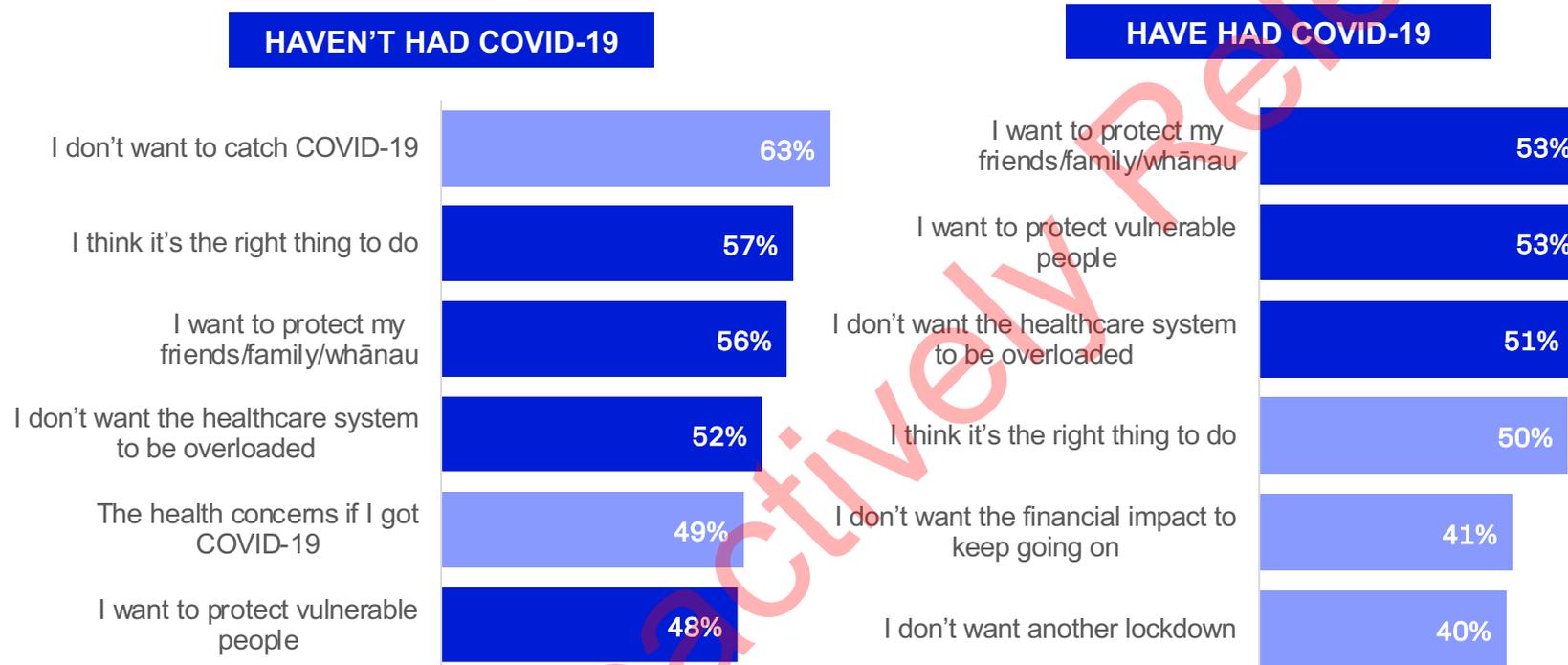
Source: Behaviour & Sentiment Tracker (Jul-22, May-22.)

Q: Which of the following are most likely to make you continue practicing key health behaviours (i.e; isolating, wearing face masks), even if not mandatory anymore? Note: March statement was "I think it's the right thing to follow the rules and laws"

Base: May-22 total sample n=818, Jul-22 total sample n=801

If you haven't had COVID-19 you have more motivation to comply

TOP MOTIVATORS TO COMPLY WITH KEY HEALTH BEHAVIOURS – BY HAD / HAVEN'T HAD COVID



COLLECTIVE
INDIVIDUAL

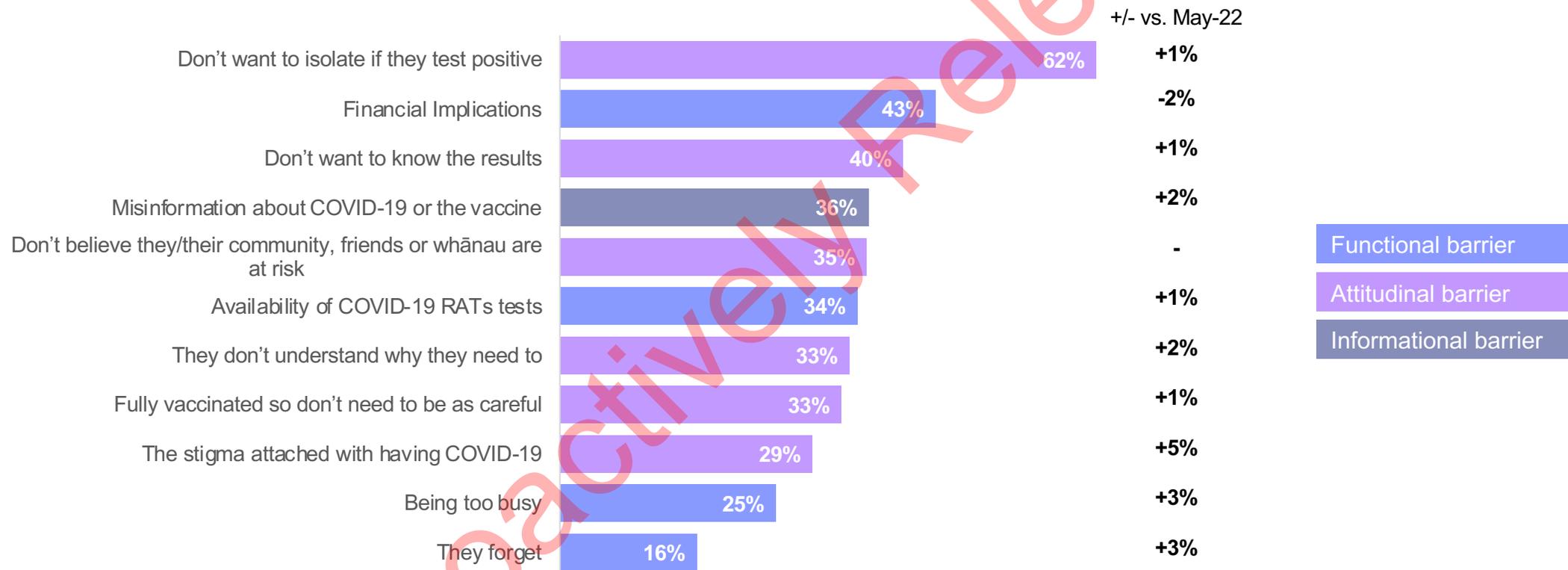
Those who have had COVID-19, are more motivated for personal health reasons while collective motivators are top for those who have had it.

The financial impact (from isolating / taking time off work?) is also a greater motivator for those who have had COVID-19.

Source: Behaviour & Sentiment Tracker (Jul-22)
 Q: Which of the following are most likely to make you continue practicing key health behaviours (i.e; isolating, wearing face masks), even if not mandatory anymore?
 Base: Jul-22 Base, have not had covid n=458, have had covid n=306

Not wanting to isolate remains the largest barrier to testing for COVID-19

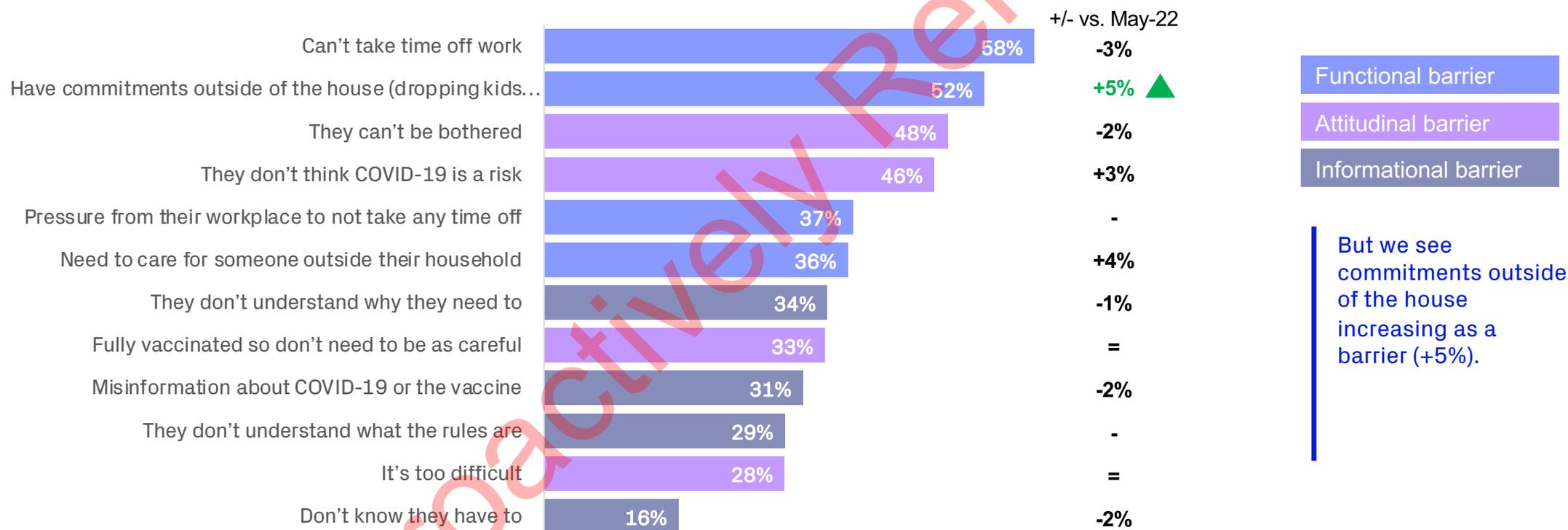
BARRIERS TO TESTING FOR COVID-19 – TOTAL SAMPLE



Source: Behaviour & Sentiment Tracker (Jul-22, May-22)
 Q: What do you think might stop other people from taking a COVID-19 RATs test?
 Base: May-22 total sample n=818, Jul-22 total sample n=801

The leading barrier for isolation remains not being able to take time off work

PERCEIVED BARRIERS TOWARDS ISOLATION – TOTAL SAMPLE



Source: Behaviour & Sentiment Tracker (Jul-22, May-22)
 Q: What do you think might stop other people from isolating, if they have COVID-19, or are symptomatic?
 Base: May-22 total sample n=818, Jul-22 total sample n=801

BEHAVIOURS – key outtakes

#1

Since May, compliance with mask wearing has significantly dropped.

#2

After catching COVID-19, motivation, willingness and efficacy of mask wearing drops.

#3

Personal health reasons are a key motivator (as well as family/whānau protection).

3

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Information

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New Zealanders are hearing more about COVID-19 spreading in the community, as well as influenza vaccines

“YOU SEE OR HEAR ABOUT IT ALL THE TIME”	JUL-22	MAY-22	+/- vs. MAY-22
Wearing a mask	30%	29%	+1%
Staying home and getting a test if sick	28%	25%	+3%
COVID-19 spreading in the community	27%	19%	+8%
Flu/Influenza vaccinations	24%	17%	+6%
Taking a RATs test if unwell	23%	23%	=
Omicron	21%	21%	=
COVID-19 booster shots	20%	21%	=
New COVID-19 variants	19%	12%	+7%
What to do if you get COVID-19	19%	18%	+1%
New Zealand's border being back open	17%	17%	=
Officially recording the positive result of a COVID-19 RATs test	14%	-	-
Being ready and have a plan if you get COVID-19	13%	14%	-1%
Isolation requirements	13%	14%	-1%
The 'COVID-19 Protection Framework' (traffic light system)	11%	12%	-1%
Vaccinations for 5-11 year olds	10%	11%	-1%
Vaccination passes	8%	9%	-1%
Officially recording the negative result of a COVID-19 RATs test	8%	-	-

This marries up with COVID-19 and influenza increasing as concerns.

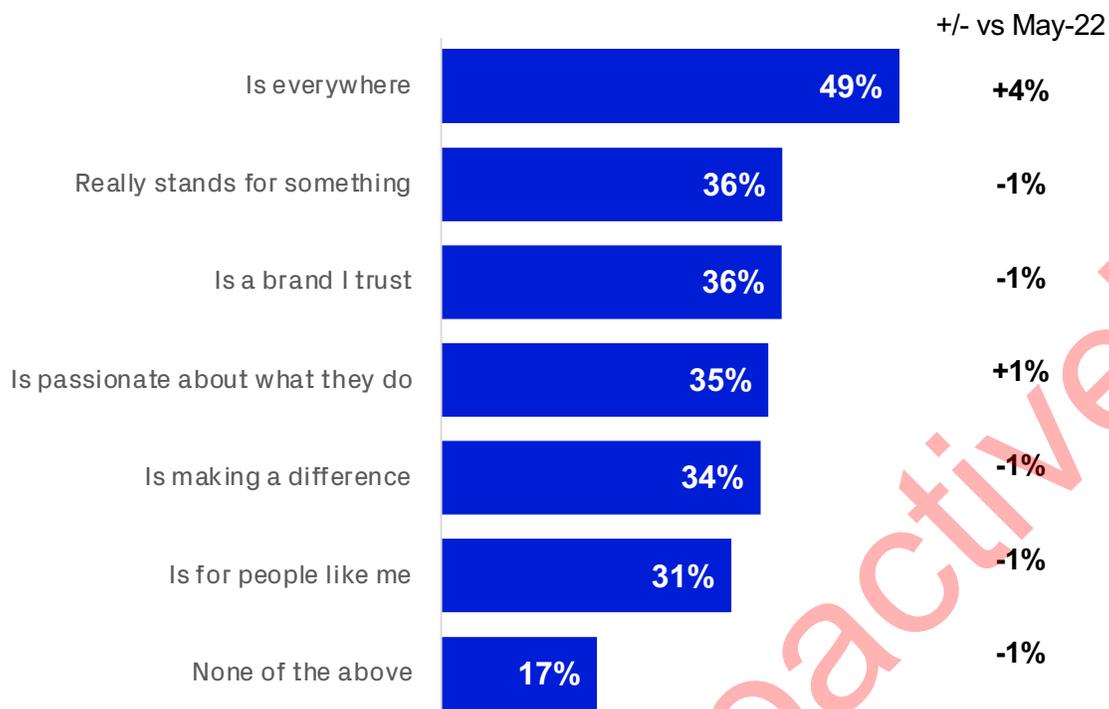
Source: Behaviour and Sentiment Tracker (May-22, Jul-22)

Q: Lately, how much are you seeing or hearing about ... (see or hear about it all the time)

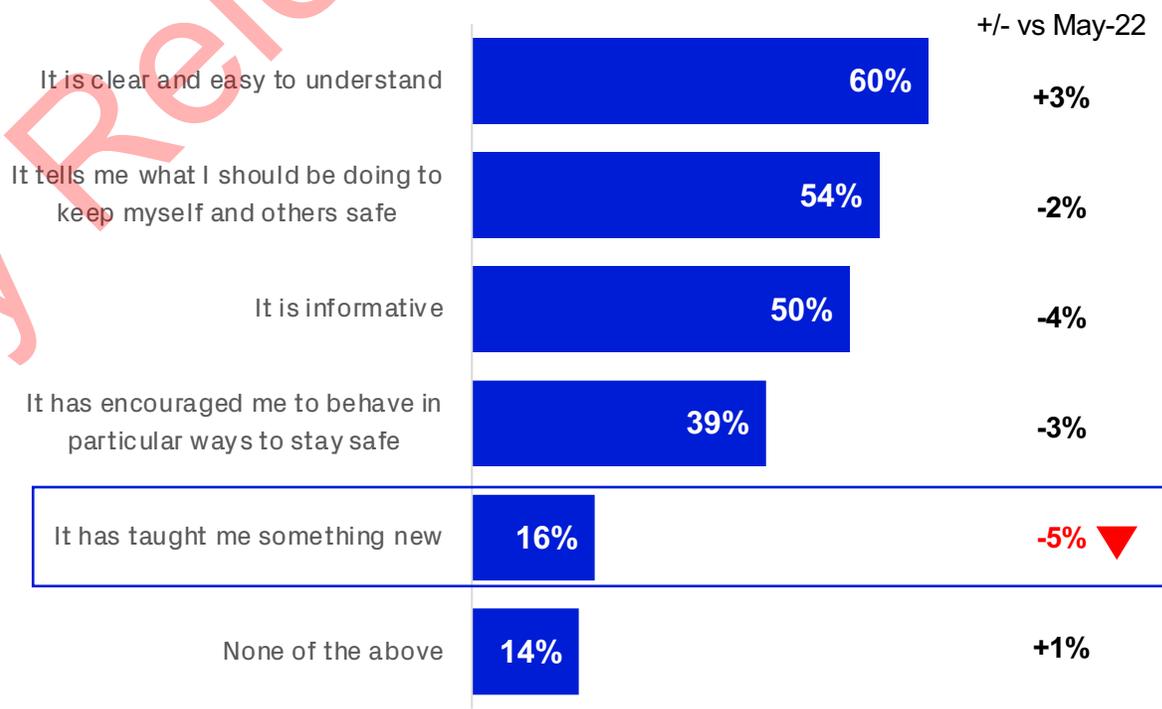
Base: May-22 total sample n=818, Jul-22 total sample n=801

UAC brand is stable since May, with a drop in learning new information

ASSOCIATIONS WITH THE 'UNITE AGAINST COVID-19' BRAND



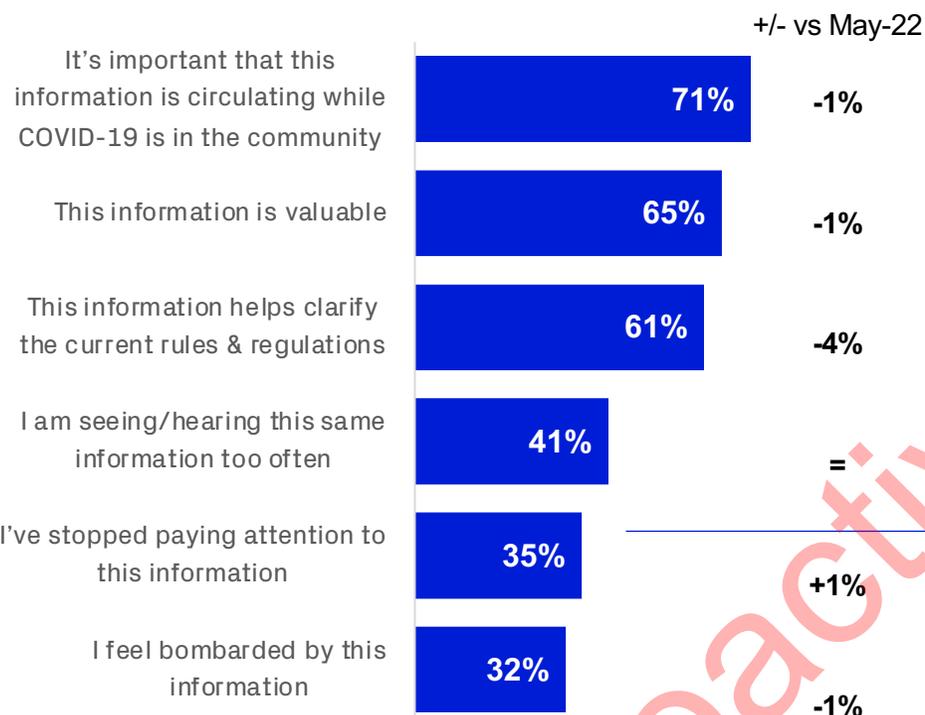
'UNITE AGAINST COVID-19' BRAND EFFECTIVENESS



Source: Behaviour and Sentiment Tracker (May-22, Jul-22)
 Q: Do you feel that Unite Against COVID-19...?
 Q: Thinking about all of the Unite Against COVID-19 information you've ever seen (on television, in shops, online etc), which of the following statements do you associate with the information?
 Base: May-22 total sample n=818, Jul-22 total sample n=801

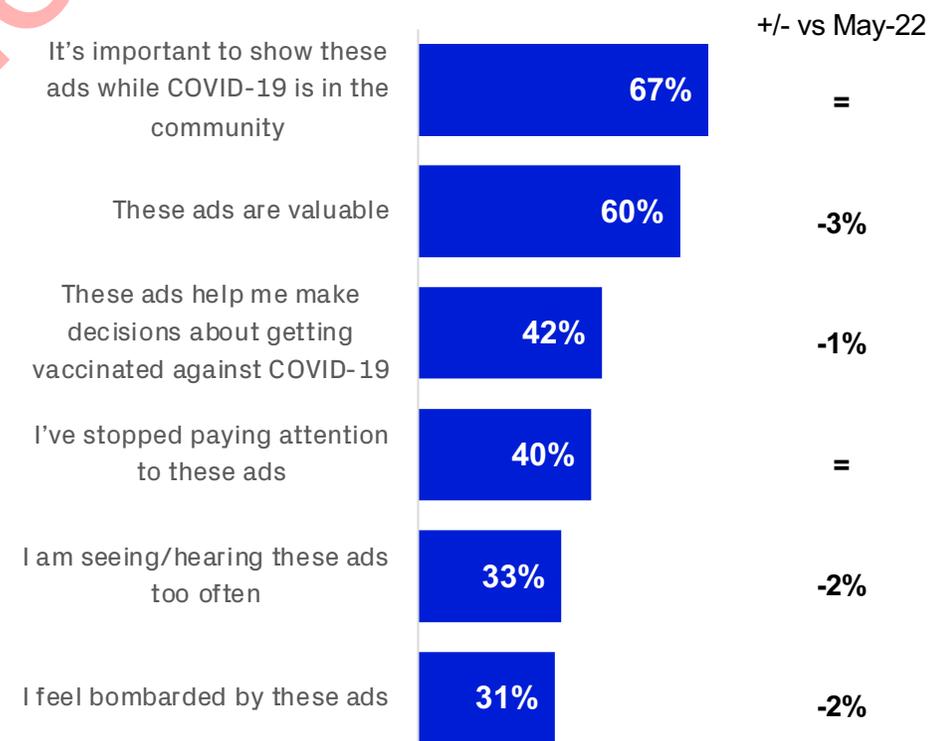
The majority of New Zealanders understand the value of UAC and vaccination messaging, with a minority experiencing wear-out

COMMS WEAR OUT - UAC



- **25-34 year old group** is significantly higher (48%).
- **Low concern group** is significantly higher (53%).
- **Wrong direction group** is significantly higher (43%).

COMMS WEAR OUT - VACCINE



Source: Behaviour and Sentiment Tracker (Jul-22)

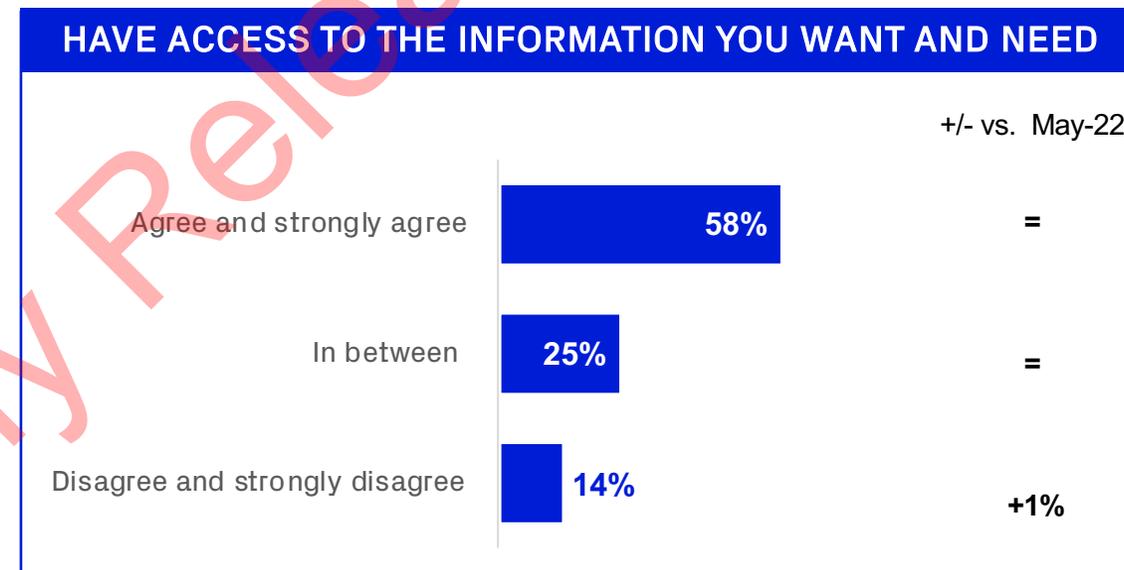
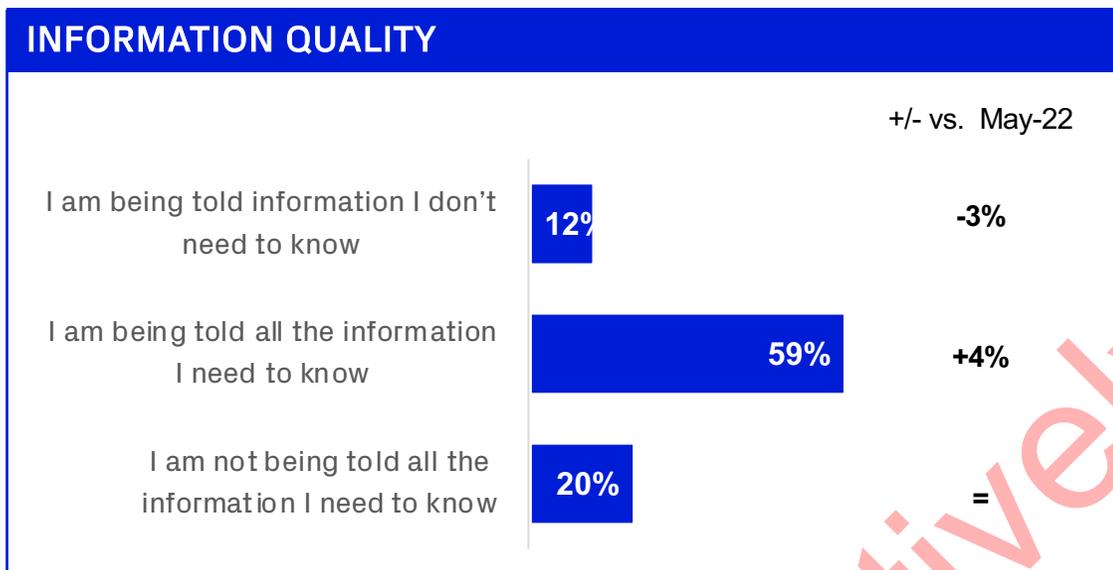
Q: Thinking about this same 'Unite Against COVID-19' information. To what extent do you agree with each of the following statements? (strongly agree, agree)

Q: And now thinking about the COVID-19 vaccination advertising you have seen or heard. To what extent do you agree with each of the following statements? (strongly agree, agree)

Base: Jul-22 total sample n=801, 25-34 years old n=96, low (1-3) concern n=103, wrong direction n=130

Information quality and access remains stable since May

The majority of New Zealanders feel as if they are being told all the information they need to know, and have access to all the information they want and need.



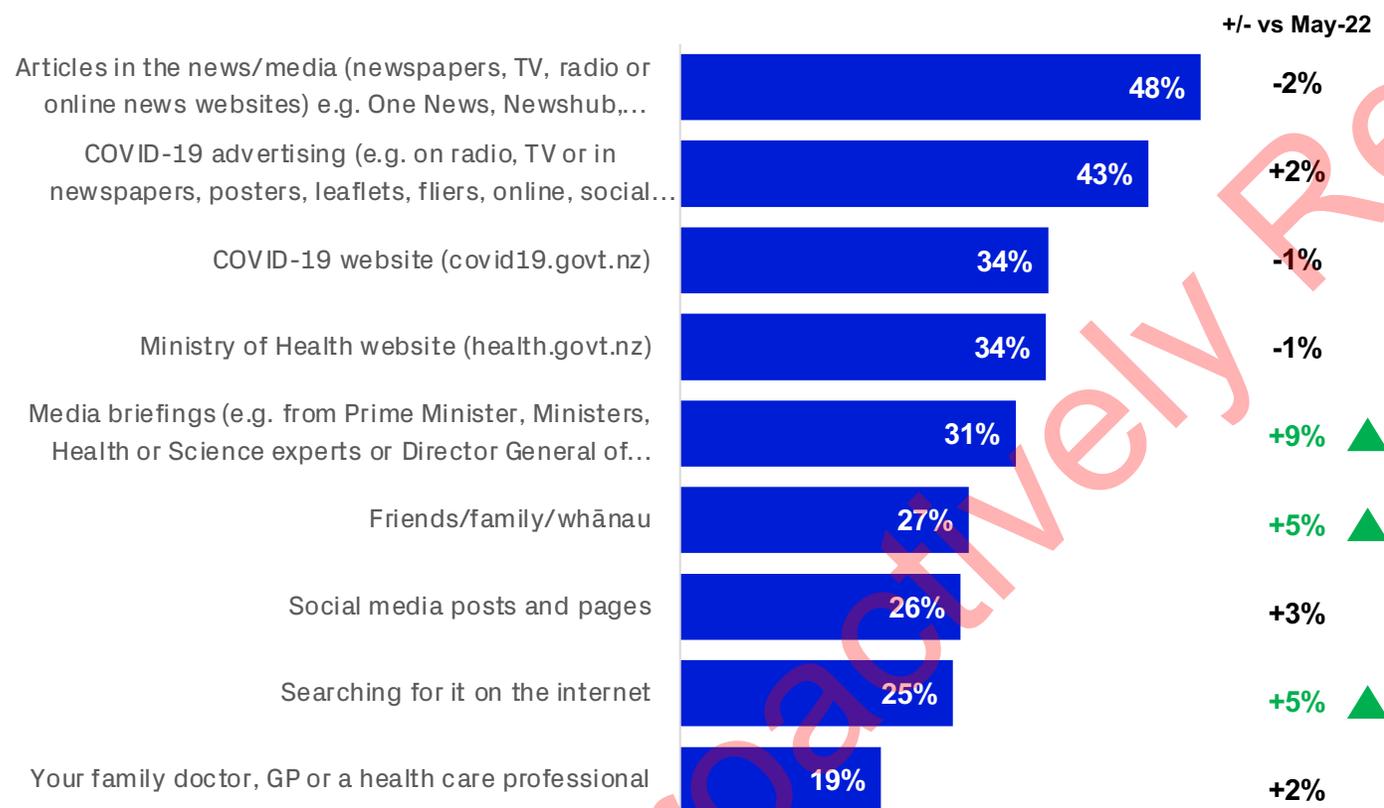
Those who feel like they don't have all the information they need or have access to it, is driven by information consistency and clarity.

“Many people are **confused** by the ever-changing rules and the non-enforcement of compliance to rules”
 “A **clearer** explanation of why we are doing what we are doing.”
 “**Information changes** all the time and it's hard to know what's the truth”
 “**More information** about the risks of reinfection. More information about the long-term risks”
 “**Clearer information** about new strains. More about deaths in NZ and long term side effects”

Source: Behaviour and Sentiment Tracker (May-22, Jul-22)
 Q: How do you feel about the quality of information about COVID-19 that is currently being provided on what you need to do?
 Q: From everything you've seen or heard about COVID-19 do you agree that you have access to all the information you want and need?
 Base: May-22 total sample n=818, Jul-22 total sample n=801
 Q: What other information would you find helpful?
 Base: July 22 not being told info I need to know or does not have all the info they want and need sample n=337

Media briefings, social circles and online search increase as information sources

TOP INFORMATION SOURCES



Living through the second peak indicates people actively using more information sources.

Note: removal of '1pm' from 'Media briefings'.

Friends/ family/ whānau: Parents (29%) and partners (26%).

COVID-19 advertising: TV (61%) and radio (22%).

Social media channels/pages: Facebook (62%) and Instagram (11%).

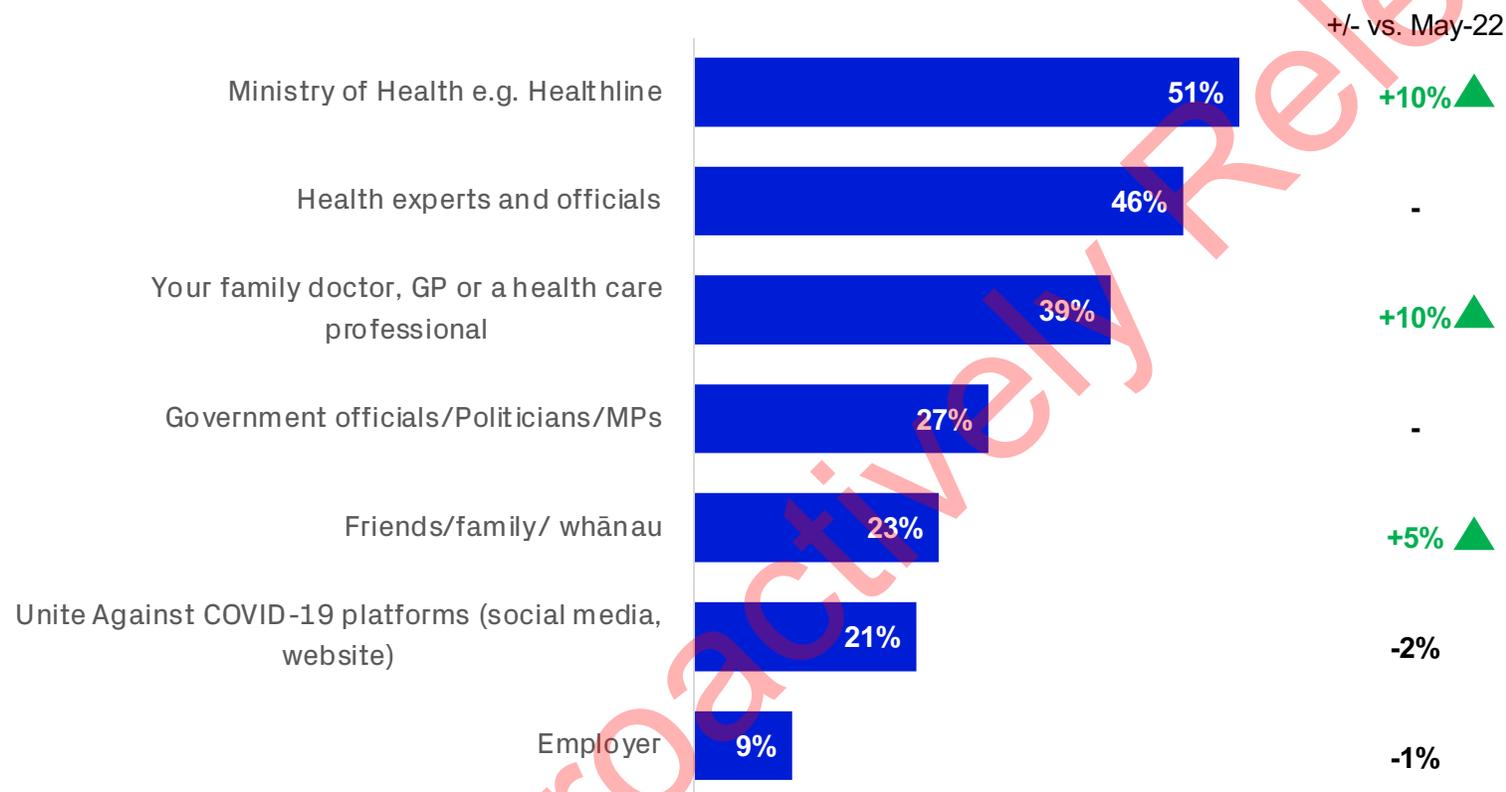
Source: Behaviour and Sentiment Tracker (May-22, Jul-22)

Q: Where are you getting information from to keep up to date about the New Zealand Government's public health COVID-19 response, including plans, restrictions, the COVID-19 vaccine etc.?

Base: May-22 total sample n=818, Jul-22 total sample n=801

Ministry of Health and expert opinions continue to be sought out the most

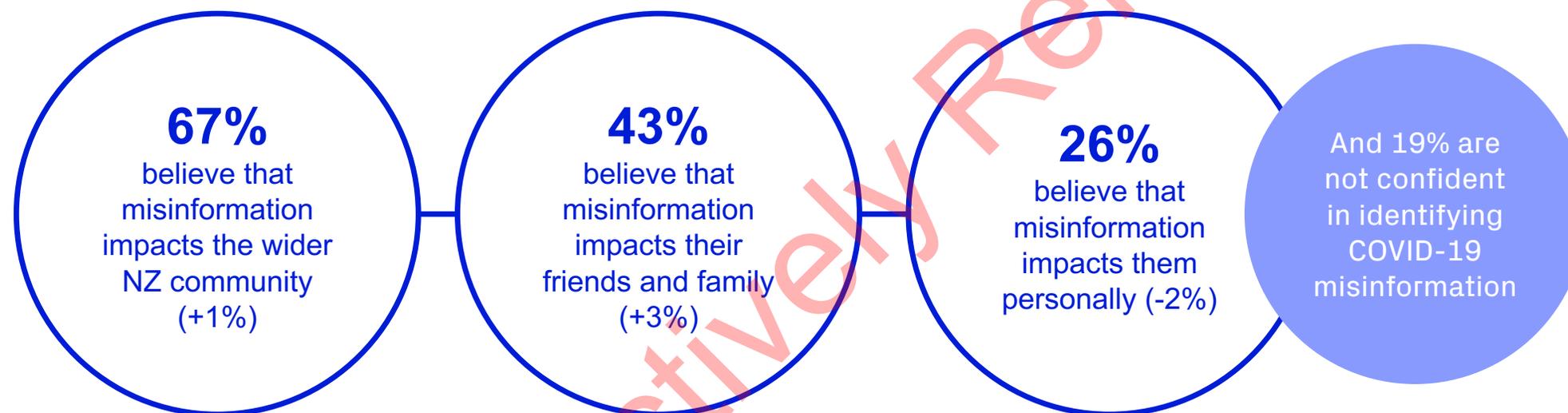
TOP COVID-19 OPINION LEADERS



Note: list of opinion leaders edited since the May 2022 wave, which may have contributed to these shifts.

Source: Behaviour and Sentiment Tracker (May-22, Jul-22)
 Q: Whose opinion do you listen to or seek out in regards to COVID-19 in New Zealand and what is being done?
 Base: May-22 total sample n=818, Jul-22 total sample n=801

One in four New Zealanders believe that COVID-19 related misinformation impacts them



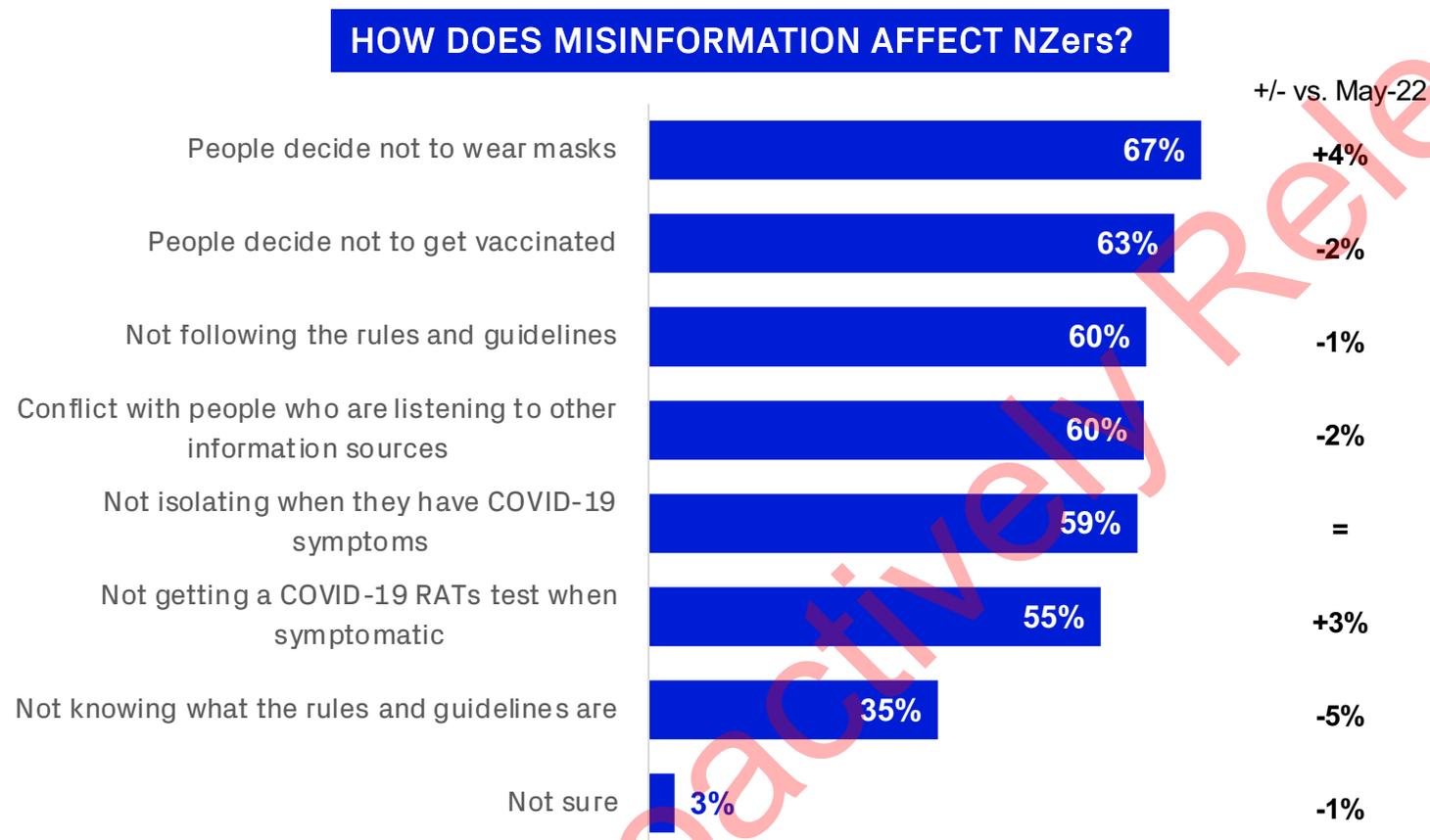
Source: Behaviour and Sentiment Tracker (May-22, Jul-22)

Q: To what extent do you think COVID-19 related misinformation impacts ...

Q: Would you say you are confident in identifying misinformation across any of the following topics? (very confident, confident)

Base: May-22 total sample n=818, Jul-22 total sample n=801

New Zealanders believe that misinformation mainly affects people deciding not to wear masks



Source: Behaviour and Sentiment Tracker (May-22, Jul-22)
 Q: To what extent do you think COVID-19 related misinformation impacts ...
 Q: How do you think COVID-19 misinformation impacts you, your friends and family, or the wider New Zealand community?
 Q: Would you say you are confident in identifying misinformation across any of the following topics? (very confident, confident)
 Base: May-22 total sample n=592, Jul-22 total sample n=584

INFORMATION – key outtakes

#1

In July, New Zealanders feel as if they are hearing more about COVID-19 spreading, new variants and influenza vaccines

#2

Information access and quality remains stable, as does the UAC brand

#3

The majority of New Zealanders understand the importance of UAC communications – while one third have stopped paying attention, driven by 25-34's

**Vaccine &
booster shots**

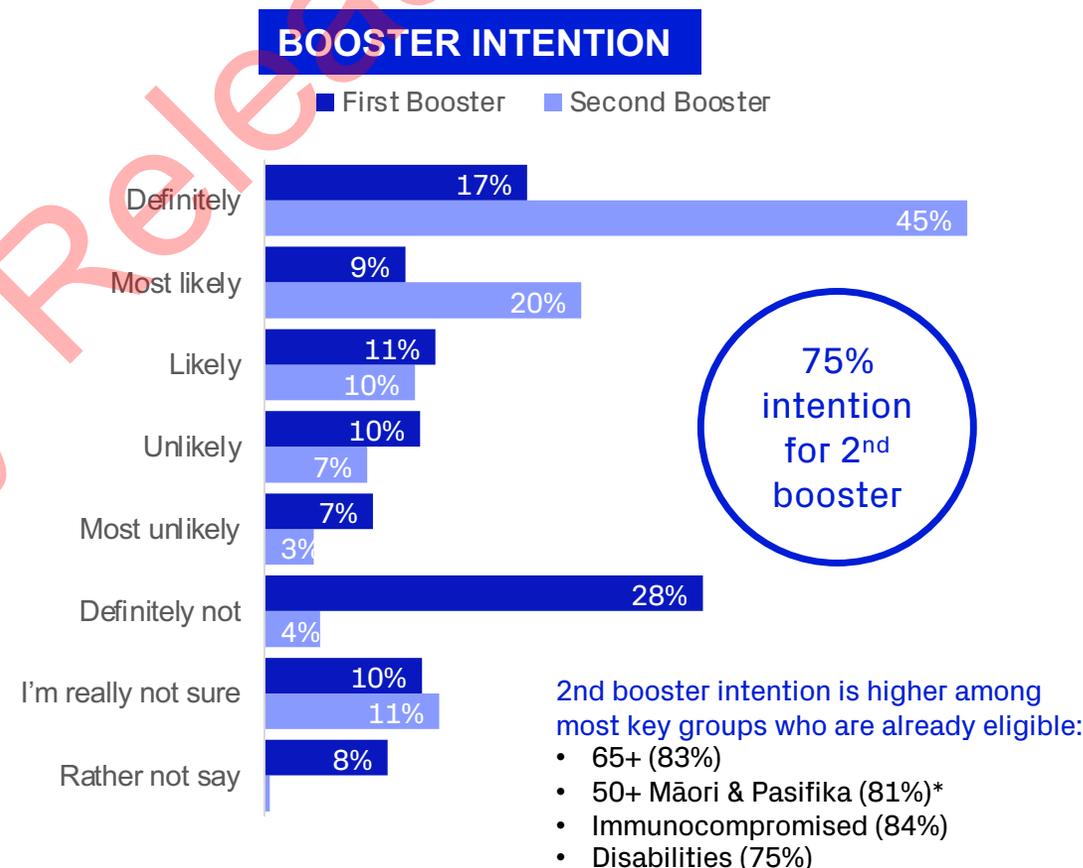
4

Proactively Released

TRA

There is high intention to get a second booster

VACCINATION STATUS	Jul-22
NET: At least one dose	91%
Three doses or more, including my booster shot	58%
Three doses or more, not including booster shot	3%
Four doses or more, including two booster shots	10%
Two doses only	19%
One dose only	1%
Unvaccinated	6%
Rather not say	3%



Source: Behaviour and Sentiment Tracker (May-22, Jul-22)

Q: Have you had a COVID-19 vaccination?

Q: Do you intend to get the COVID-19 booster shot?

Q: Do you intend to get a second COVID-19 booster shot if you are/become eligible?

Jul-22 total sample n=801, haven't been boosted n=260, have been boosted n=541, Boosted 65+ n=102, Boosted Māori & Pasifika N=32, Boosted & Disability n=96, Boosted and immunocompromised / serious health condition n=85

Barriers to getting boosted are underpinned by a feeling of not needing to

BARRIERS TO GETTING THE FIRST BOOSTER

They don't want to

"Because I don't want to, because I've had enough of this, because I got my two shots and did my part, and nothing changed. Unless I'm required to for my employment or travel, I will not get boosted."

Don't feel as if they need it

"Don't feel like I need to get a booster since have already had 2 doses. Also waiting until a long-term vaccine's available."

"Because I don't feel the need too. My family and extended family were not affected as badly by COVID than others"

BARRIERS TO GETTING THE SECOND BOOSTER

Efficacy

"Don't think it helps because sub variants keep coming"

"I'm not sure at this point of time if I'll need one"

"I've already had covid, I know I can get it again but don't know how a second booster would benefit me."

"I'm not confident that it is effective"

Don't feel as if they need it

"Feels over the top"

"Not working and rarely go out; won't get sick, won't get others sick either"

"I don't feel like I need it. I am healthy"

Source: Behaviour & Sentiment Tracker (Mar-22, May-22)

Q: Have you had a COVID-19 vaccination?

Q: Do you intend to get the COVID-19 booster shot?

Q: You said that you are likely to get the COVID-19 booster shot. Can you please tell us why you haven't yet had it?

Base: Mar-22 total sample n=900, haven't been boosted n=286, May-22 total sample n=818, haven't been boosted n=227. Haven't been boosted and had COVID-19 n=95, haven't been boosted and haven't had COVID-19 n=116

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  Significantly higher / lower than Mar-22

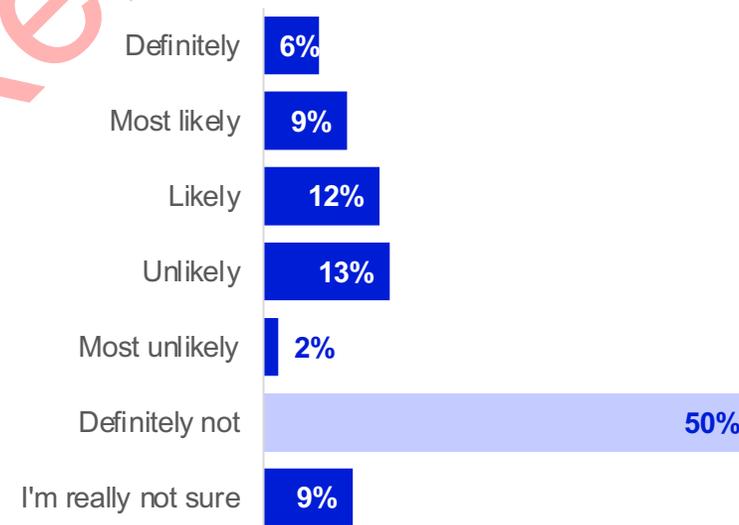
TRA

6 in 10 parents have vaccinated their children, and there is a strong will not to of those who haven't

CHILD VACCINATION STATUS

VACCINATION STATUS	Jul-22
Vaccinated	60%
Yes - they have already had one dose	23%
Yes – they have already had two or more doses	37%
No - they have not had the first dose, but their appointment is booked	11%
No - they have not had the first dose and do not have an appointment booked	8%
No - my child will not be getting vaccinated	15%
Unvaccinated	34%
Rather not say	7%

VACCINE INTENTION



Source: Behaviour and Sentiment Tracker (Jul-22)
 Q: Has your 5-to-11-year-old been vaccinated for COVID-19?
 Q: Do you intend for your 5-11 year old to get the COVID-19 vaccine?
 Base: Jul-22 parents n=136, parents with unvaccinated children n=47

VACCINE & BOOSTER SHOTS – key outtakes

#1

7 in 10 New Zealanders claim to have had been boosted, and there is high intention to get a second booster among those who have had one

#2

The key barriers to getting boosted are feeling as if they don't need it, or questions around the efficacy

#3

6 in 10 parents have vaccinated their children, and among those who haven't there is a strong will not to

In summary:

SENTIMENT:

A magnitude of factors are driving COVID-19 fatigue, a higher level of concern and more negative emotion. New Zealanders are feeling more divided than ever before.

On the whole, having had COVID-19 makes people less concerned

BEHAVIOURS:

After having caught COVID-19, willingness to wear a mask and perceived efficacy of them drops.

There are a mix of collective and individualistic motivators to continue carrying out key health behaviours – those who haven't caught it have stronger motivation at an individual level.

INFORMATION:

There is still an important role for UAC comms, which is recognised by New Zealanders. Those experiencing comms wear-out tend to be younger.

VACCINES:

There is high intention to get a second booster when eligible.

TRA

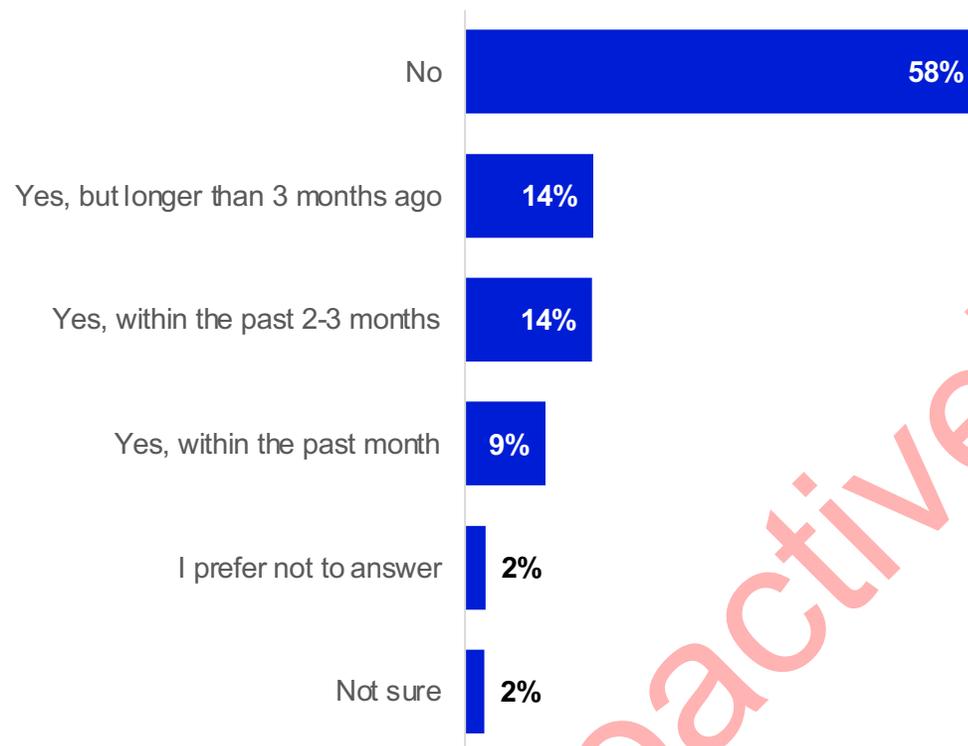
Appendix

Proactively Released

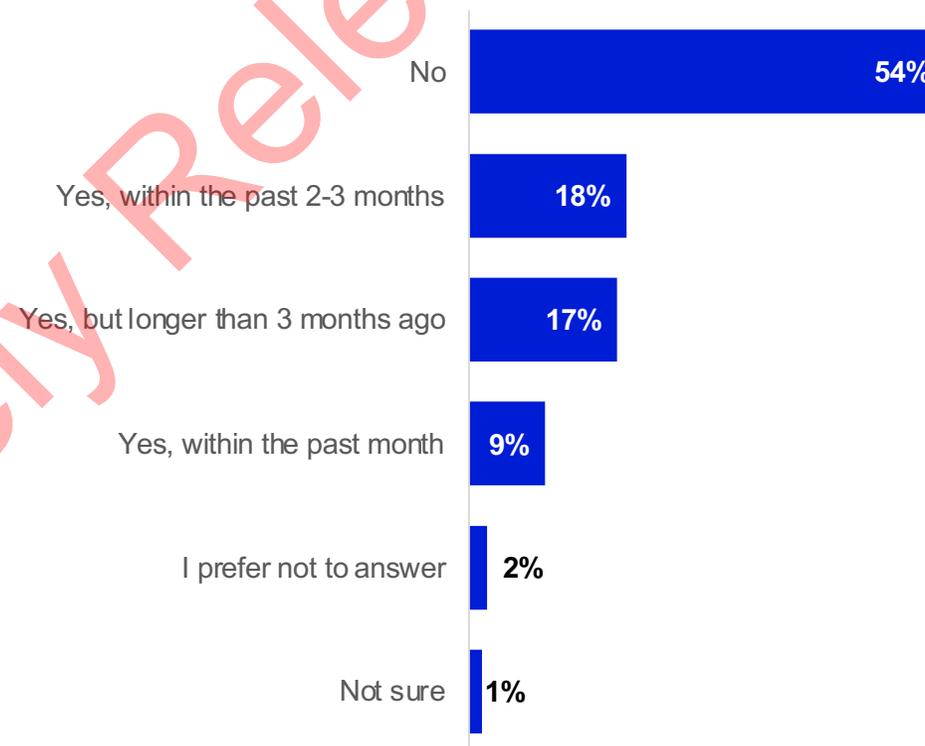
TRA

One third of New Zealanders claim to have had COVID-19

HAD COVID - PERSONALLY



HAD COVID – SOMEONE ELSE IN MY HOUSEHOLD



Source: Behaviour and Sentiment Tracker (Jul-22)

Q: We would like to understand if you or someone you know has ever had COVID-19? If you or someone you know has had COVID-19 more than once, then think about the most recent time when answering this question.

Base: Jul-22 total sample n=801

The majority of New Zealanders are feeling COVID-19 fatigue

AGREEMENT STATEMENTS - TOTAL SAMPLE



There has been an -8% decline in feeling as if life is feeling relatively normal now.

Reflective of a divided nation, there has been a -6% decline in agreement that COVID-19 booster shots will help keep us safe and a +6% increase in restrictions should be more strict than they currently are.

Source: Behaviour & Sentiment Tracker (Jul-22, May-22)
 Q: Here are some things other people have said. To what extent do you agree or disagree? (NET Agree: strongly agree + agree)
 Base: May-22 total sample n=818, not had COVID-19 n=518, Jul-22 total sample n=801

Those who think we are going in the wrong direction is driven by government response, low mask wearing and high case numbers

Wrong direction

<h3>Mask wearing</h3>	<p><i>"People are giving up on caring, not wearing masks"</i></p> <p><i>"People are giving up on caring, not wearing masks"</i></p> <p><i>"We need more regulations regarding masks"</i></p>	<p><i>"Need to strictly enforce wearing of masks and fining people with covid who flaunt isolation rules"</i></p> <p><i>"Need to tighten the rules regarding distancing from people, mandatory mask wearing at large gatherings"</i></p> <p><i>"Needs tighten the control up a little, masks everywhere. Fine for not wearing them."</i></p>
<h3>Government response</h3>	<p><i>"Govt not enforcing measures to help reduce the spread of Covid."</i></p> <p><i>"Bad government attitude regarding the health service and the economy"</i></p> <p><i>"The decision to lift the mask mandate in schools has been disastrous for our country."</i></p>	<p><i>"The government should impose lockdowns to curb the decease. Travel industries cant open anyway due to staff shortages due to covid"</i></p> <p><i>"The government has given up on trying to prevent/eliminate the disease from NZ and it is now running rampant."</i></p> <p><i>"Bad government attitude regarding the health service and the economy"</i></p>
<h3>High case numbers</h3>	<p><i>"Too many case at the moment"</i></p> <p><i>"Needs more active management when there's a surge of cases"</i></p> <p><i>"The numbers of people getting sick and in hospital are rising and nothing has changed in the response to it."</i></p>	<p><i>"Covid virus is spreading and the booster shot is not effective"</i></p> <p><i>"Restrictions have been eased too far and now Covid is spreading"</i></p> <p><i>"Feel we need to go into lockdown again to stop the spread."</i></p>

Source: Behaviour and Sentiment Tracker (Jul-22)

Q: How do you feel the country is going with handling the impact and response of COVID-19?

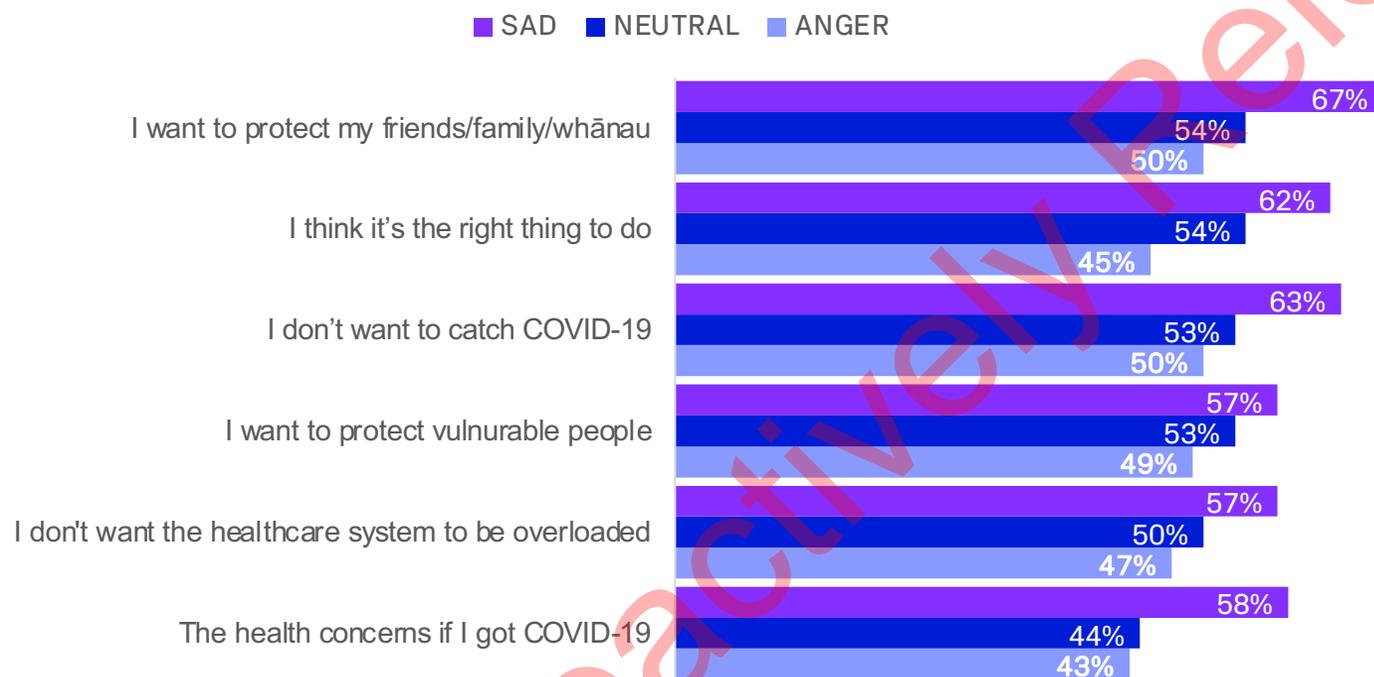
Q: And why is that?

Base: Jul-22 total sample n=801, Think we're going in the 'wrong direction' n=292

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The same motivators are true for all three groups, but stronger for those feeling sad, and weaker for those feeling anger

TOP MOTIVATORS TO COMPLY WITH GOVERNMENT GUIDELINES – BY EMOTION



Source: Behaviour & Sentiment Tracker (Jul-22)

Q: Which of the following are most likely to make you continue practicing key health behaviours (i.e; isolating, wearing face masks), even if not mandatory anymore?

Base: Jul-22 feeling sad n=165, feeling anger n=111, feeling neutral n=379