

Behaviour & Sentiment January Update

DEPARTMENT OF THE PRIME MINISTER AND CABINET

TRA

BACKGROUND

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

The COVID-19 landscape in New Zealand continues to shift at an incredible pace. After shifting away from elimination, we are now adapting to living with the Omicron variant in the community. There is a need to understand what concerns New Zealanders have while they adapt to living with Omicron, and how to address these concerns.

This report provides a check-in on overall sentiment and compliance behaviours of New Zealanders to inform communications, tone and 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 and reassured while we live with Omicron in the community.

The specific objectives we set out to answer:

- 1. Explore the sentiment towards the COVID-19 response** – how are people feeling about COVID-19 generally, how are we handling the response as a country, and how does this impact on the UAC Brand?
- 2. Understand motivations and barriers for compliance** – what will keep people engaged overall, and with specific actions they have been asked to do (like mask wearing, but also now self-isolation at home)?
- 3. Understand barriers to booster uptake** – what will stop New Zealanders from getting the COVID-19 booster shot, and how do we overcome these?
- 4. Information and influencers** – understand the effectiveness of information and the key sources of influence.

Methodology

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

- Total sample n=944
- Margin of error at the 95% confidence interval is +/- 3.2%

Fieldwork ran from the 21st of January through to the 1st of February. Majority of responses were collected on the 25th and 26th of January.

Key samples:

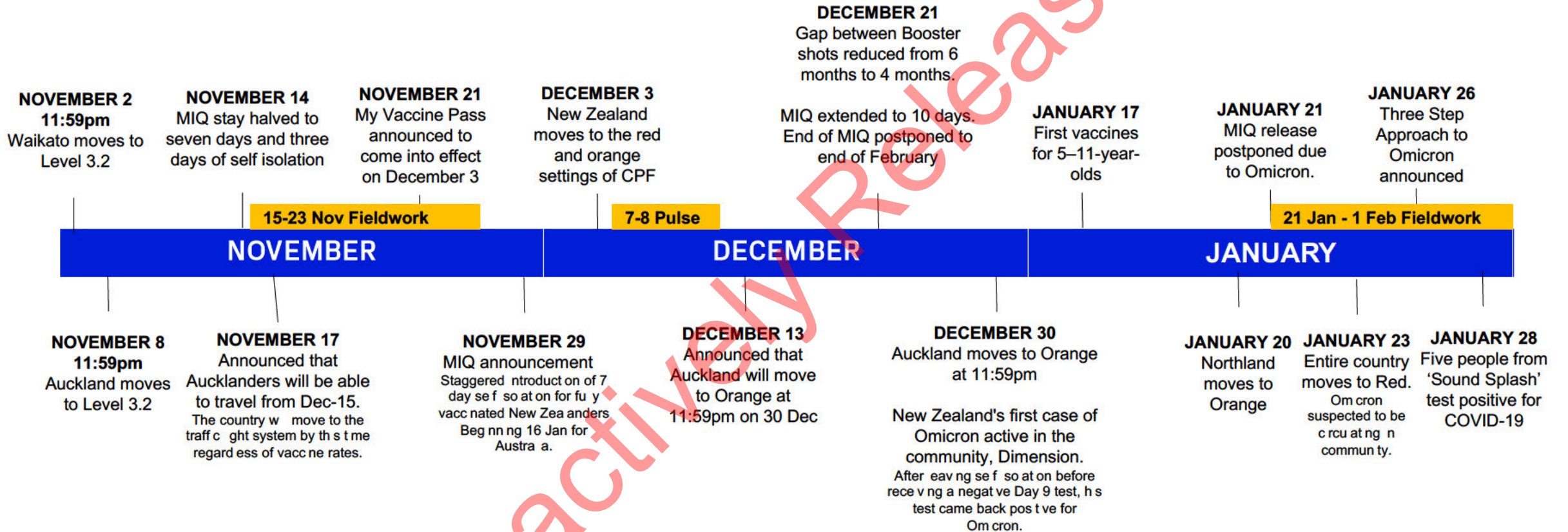
- Māori n= 105
- Pasifika n= 57

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 Behaviour and Sentiment trackers and the 7 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



Key announcement after fieldwork:
February 3rd border announcement on the phased shift to self-isolation from MIQ, starting 27 February for New Zealanders returning from Australia.

Agenda

- 1**
COVID-19 sentiment
- 2**
Behaviour and compliance
- 3**
Self-isolation and preparation
- 4**
Vaccine & booster shots

Proactively Released

**COVID-19
sentiment**

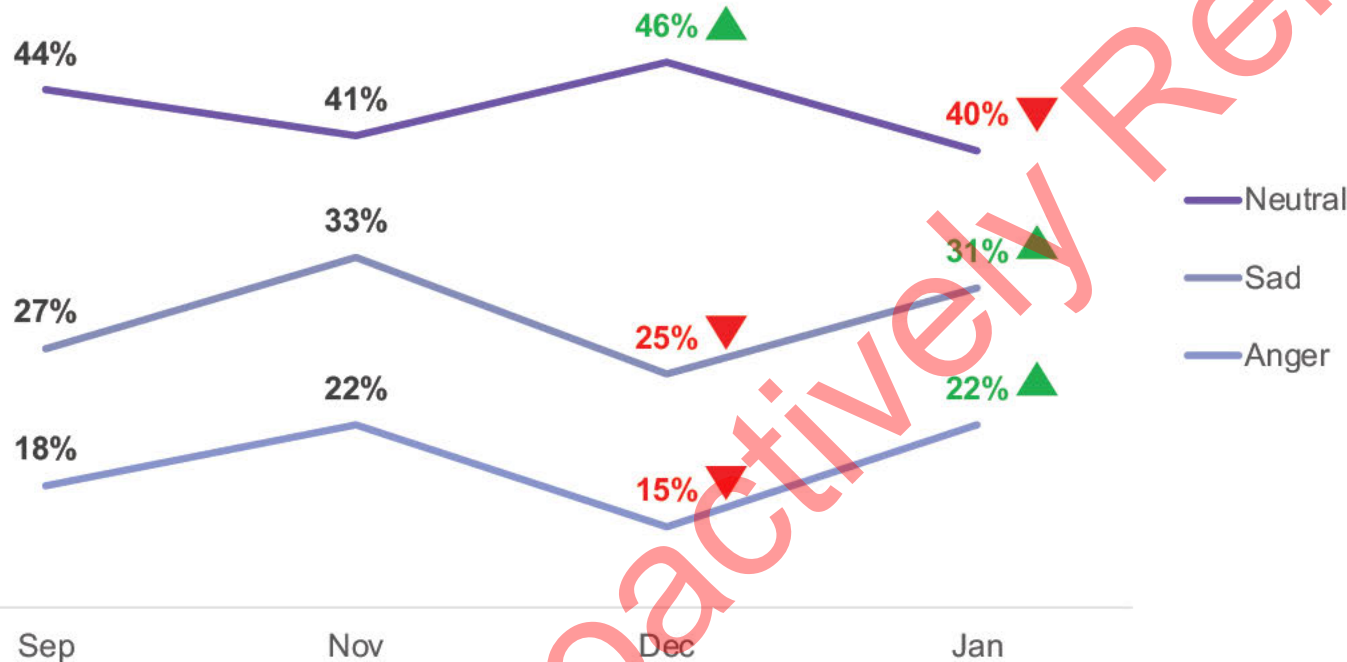
Proactively Released

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With the recent Omicron outbreak sentiment has dropped, now mirroring November levels

Neutrality, sadness and anger continue to be the dominant emotions

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



'Sadness' and 'Anger' uplifts are both driven under 55's and males. For sadness, this uplift also skews Auckland and Asian. For anger, this uplift also skews South Island and Māori.

Source: Behaviour and Sentiment Tracker (Sep 21, Nov 21, Jan 22) & 7 Dec Pulse Check
 Q: What are your emotions at the moment regarding the situation with COVID-19 in New Zealand?
 Base: Jan 22 total sample n=944, 7 Dec total sample n=411, Nov 21 total sample n=917, Sep 21 total sample n=846

▲ ▼ Significantly higher / lower than previous wave

Feelings of 'sadness' and 'anger' are driven by worry of COVID-19 impacts, and fatigue and frustration with the situation

SAD – 31%

16% - WORRY OF COVID-19 SPREADING

"Worried about what is going to happen when large waves of Omicron hit us in New Zealand"

"Worried about Omicron and how fast it will spread"

"The potential spread is going to be major and will happen very fast"

14% - WORRY OF THE IMPACTS OF COVID-19

"Worried about the effect it will have on the country"

"People are losing businesses, worried about their health and their finances"

"Stressed about Omicron and what that means for vulnerable people and also our health sector"

12% - FATIGUE

"I'm just over the whole thing."

"Seems to be a never-ending saga"

"It's been 2 years. Happy that less people have gotten sick due to safety measures. Sad about restrictions at the same time. Bored of talking about COVID-19 too"

ANGER – 22%

26% - LACK OF CONFIDENCE

"Not prepared properly for the Omicron outbreak"

"No plan"

"Trying to slow it down but aren't doing enough."

15% - NEED TO MOVE ON / LIVE WITH COVID-19

"All this fuss is unnecessary, especially the Omicron variant"

"We need to get on with it and just try open"

"It's time to get on with life, we cannot live scared forever"

14% - DISAGREE WITH THE RESPONSE

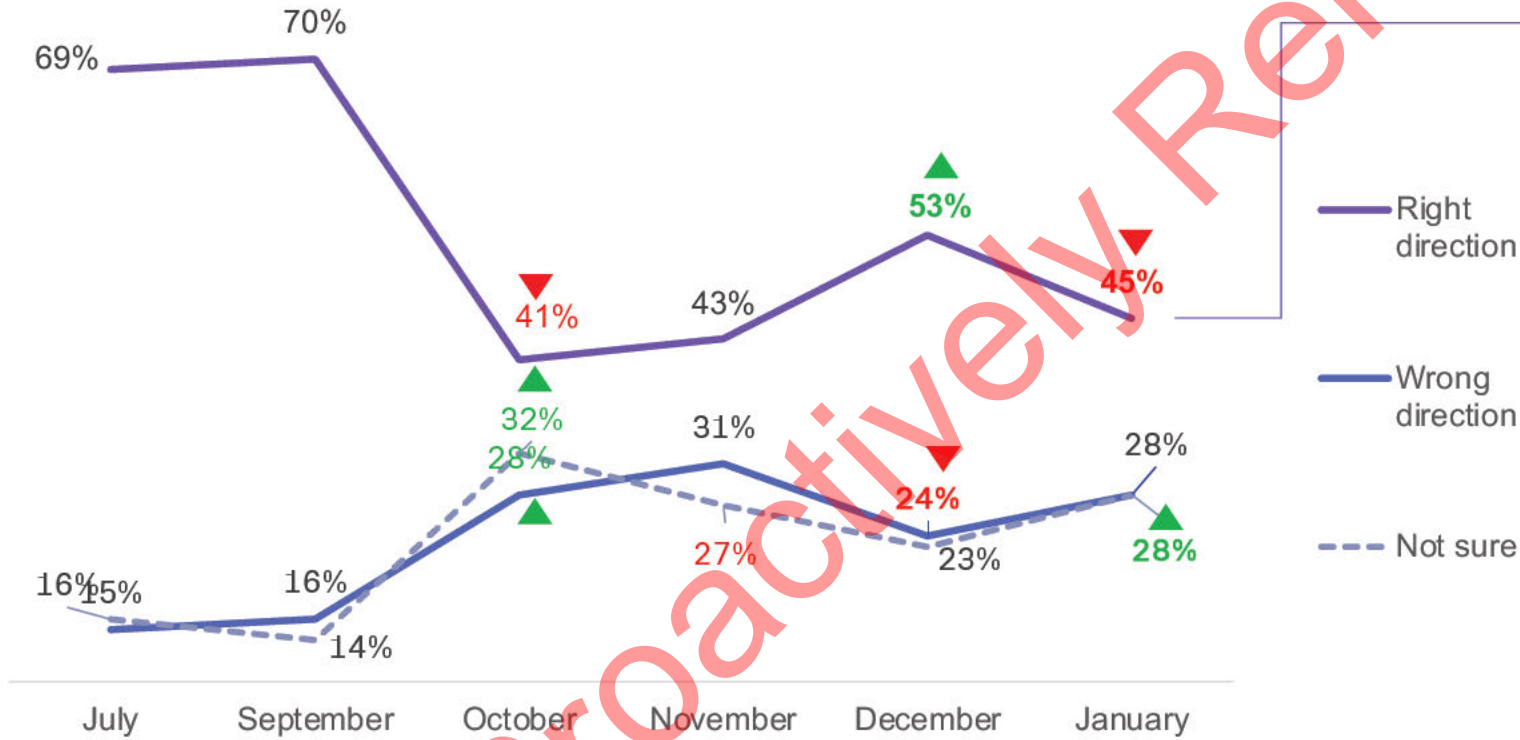
"Frustrated with how it is being handled"

"NZ citizens not being able to return to NZ"

"COVID-19 is not going anywhere; we need to learn to live with it"

Alongside a decline in sentiment, we see declining confidence in our direction from December levels

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



Feelings that we are heading in the 'right direction' has significantly declined from December for 16-34s, females, upper North Islanders, Aucklanders and Māori.

Upper North Islanders had only just got their freedom back with a shift to Orange **two days before** the entire country shifted to Red.

Source: 7 December Pulse 2021 & Behaviour and Sentiment Tracker (Jul 21, Sep 21, Nov 21 Jan 22), 7 Dec Pulse Check, October Pulse
 Q: How do you think the country is going with handling the impact of and response to COVID 19?
 Base: 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 previous wave

Feelings that we are heading in the ‘wrong direction’ are driven by perceptions that the current response is unsuitable

New Zealanders are anxious to return to normal, and there is disagreement with vaccine mandates

51% ▲ +29% vs. total

Of those who think we’re going in the wrong direction **feel anger about the COVID-19 situation**

TOP REASONS FOR WHY WE ARE HEADING IN THE ‘WRONG DIRECTION

44% Disagree with the response
“It’s no worse than some other diseases, they are overreacting”
“NZ citizens not being able to return to NZ”
“COVID-19 is not going anywhere, we need to learn to live with it”
“Segregating people and creating division is awful”

19% Want to move on / go back to normal
“Let people have their normal lives back”
“Omicron is here, stop trying to keep it out”
“Need to let us get back to normal”
“We want to open up, we want to get on with our lives”

13% Disagree with vaccine mandates
“Remove the booster mandates and let us make our our choices. too much control and removal of rights. Get rid of vaccine passes they have caused so much damage.”
“The dividing of vaccinated and unvaccinated”

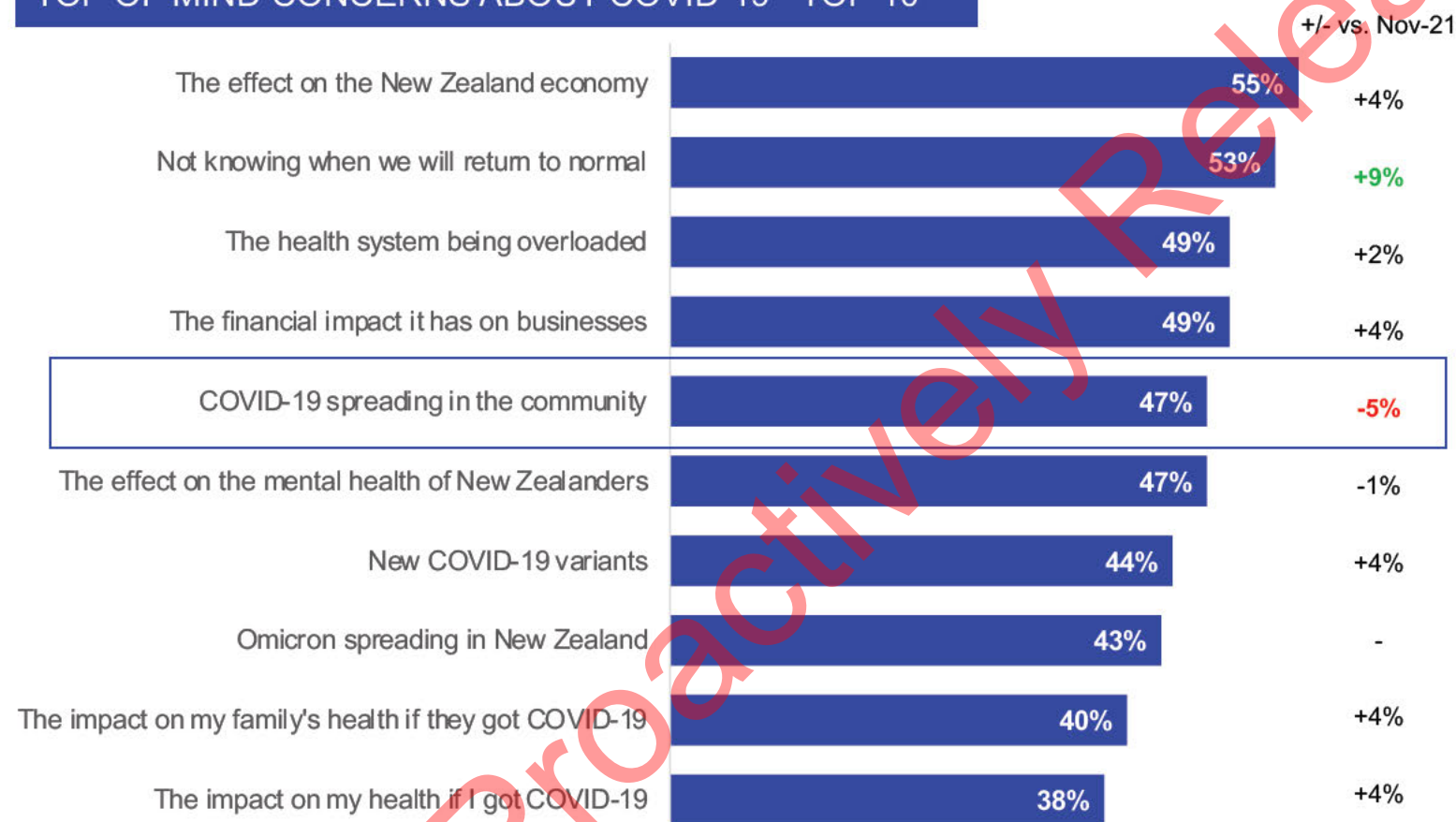
Source: Behaviour and Sentiment Tracker (Jan 22)
Q: And why is that? (Coded)
Q: Here are some things other people have said. To what extent do you agree or disagree? (NET Agree: The current restrictions are the best option to keep us safe)
Base: Jan total sample n=944, Think we’re going in the ‘wrong direction’ n=261
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▲ ▼ Significantly higher / lower than total



The economy continues to be top concern, but there is an increasing concern about when we will return to normality

TOP OF MIND CONCERNS ABOUT COVID-19 - TOP 10



New Zealanders are starting to accept that community transmission is going to be part of everyday life.

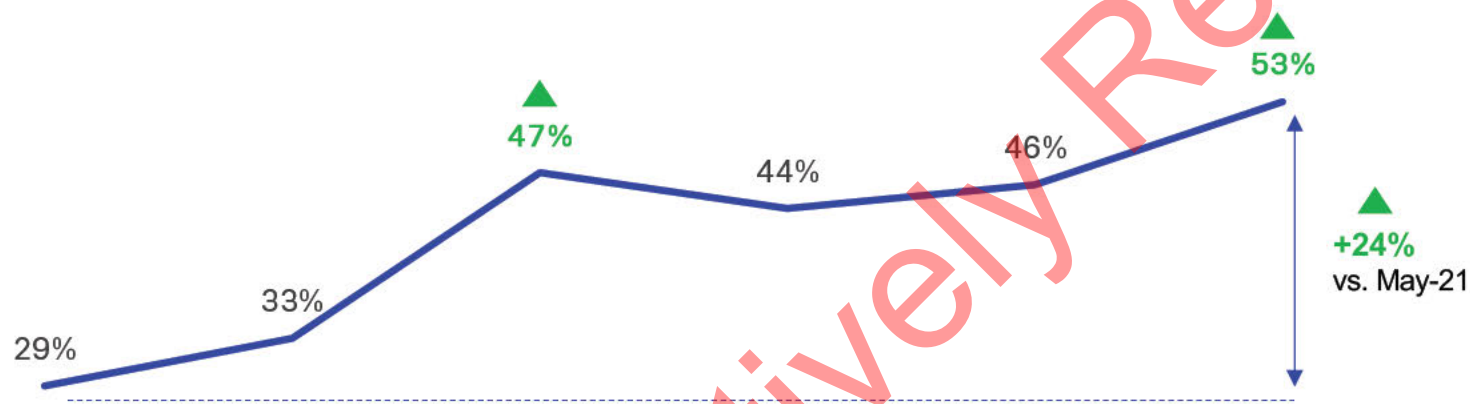
We also see a significant decline in the number of New Zealanders concerned about the amount of people getting COVID-19, now at 29% (-10% vs. November).

Source: Behaviour and Sentiment Tracker (Nov 21, Jan 22)
 Q: What are you thinking about in terms of the impact of COVID-19 in New Zealand?
 Base: Jan 22 total sample n=944, Nov 21 total sample n=917

  Significantly higher / lower than Nov-21

More broadly, there is growing concern surrounding when we will return to normal

CONCERN ABOUT 'NOT KNOWING WHEN WE WILL RETURN TO NORMAL' – BY WAVE



We see concern about 'not knowing when we will return to normal' significantly rise when we shift to stricter alert level settings.

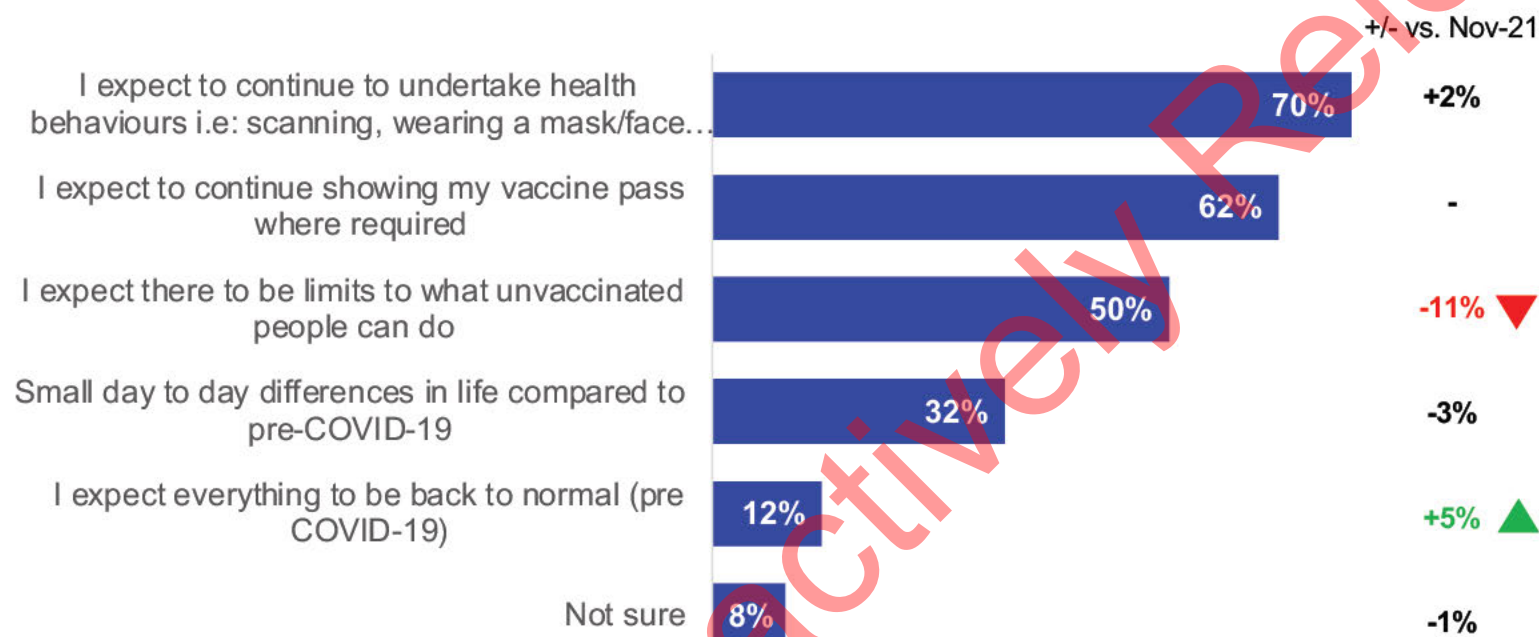
This is our #2 ranked concern about the impact of COVID-19 on New Zealand (after the impact on NZ's economy), having moved up four places in rank from November 2021 measures, and two places in rank from December 2021.

Compared to December, we have seen an uplift for 16-34 year olds, males, Lower North Islanders and NZ European.

Source: Behaviour and Sentiment Tracker (May 21, Jul 21, Sep 21, Nov 21, Jan 22), 7 Dec Pulse
 Q: What are you thinking about in terms of the impact of COVID-19 in New Zealand?
 Base: Jan total sample n=944, 7 Dec Pulse 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

Most New Zealanders believe we will not be returning to a pre-COVID-19 normal within the next year

EXPECTATIONS OF LIFE IN NEW ZEALAND IN THE NEXT YEAR



However, those who feel that we will be shifting towards a pre COVID-19 normal has increased since November.

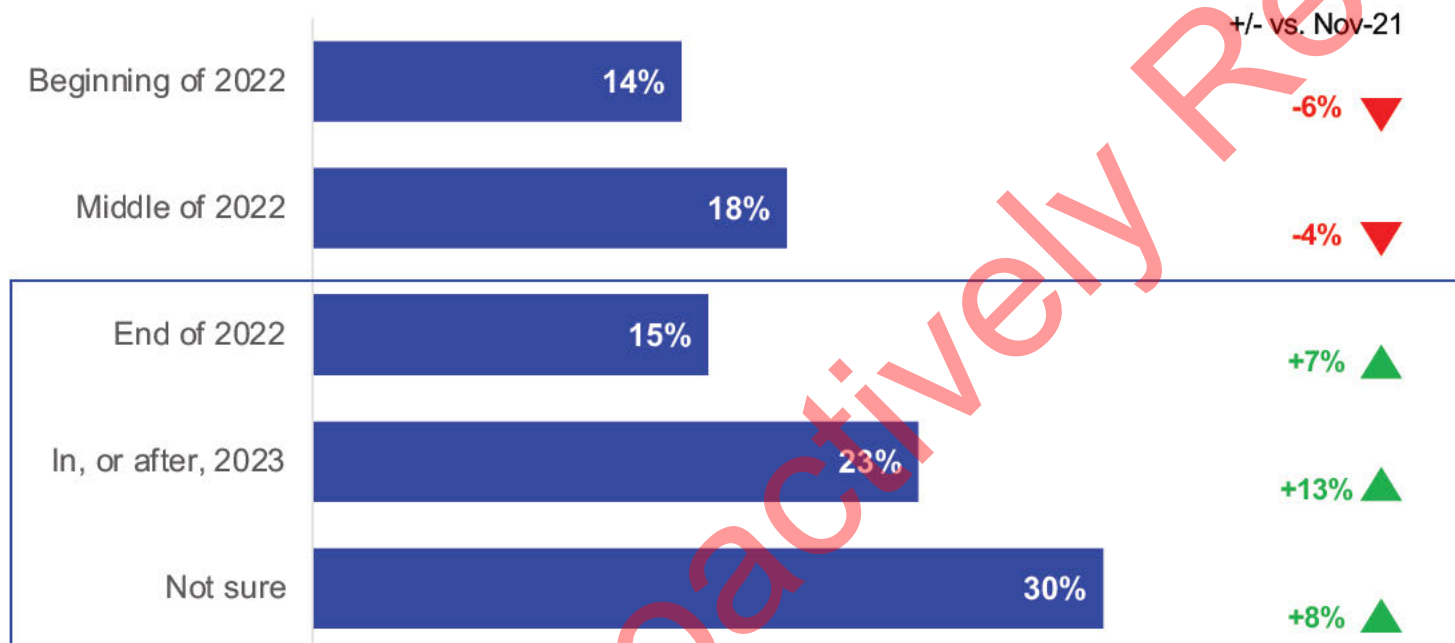
We have also seen a significant decline in expectations that for the next year there will be limits for the unvaccinated.

Source: Behaviour and Sentiment Tracker (Nov 21, Jan 22)
 Q: What do you think few will be like in New Zealand in the next year?
 Base: Jan total sample n=944, Nov 21 total sample n=917

But there is an expectation that in or after 2023, some form of normal should be returning with the borders reopening

Although 3 in 10 people are unsure

EXPECTATIONS OF WHEN THE BORDER WILL OPEN



With the emergence of Omicron globally, and the arrival of Omicron in New Zealand, we see a shift from expectations of normalcy in early 2022, to late 2022 and early 2023.

This data is taken before the border announcement outlining timelines to move away from the MIQ model and towards self-isolation, beginning February 27.

Source: Behaviour and Sentiment Tracker (Nov 21, Jan 22)
 Q: When do you think we should open our borders to Quarantine Free Travel?
 Base: Jan total sample n=944, Nov 21 total sample n=917

IMPLICATION

With the arrival of Omicron, people are now becoming more accepting of the inevitable spread of COVID-19 in the community.

The concern has now shifted to when we will get back to some form of normal.

The border announcement may have helped to reassure this, but we can also think about the role of communications in providing clarity.

**Behaviour &
compliance**

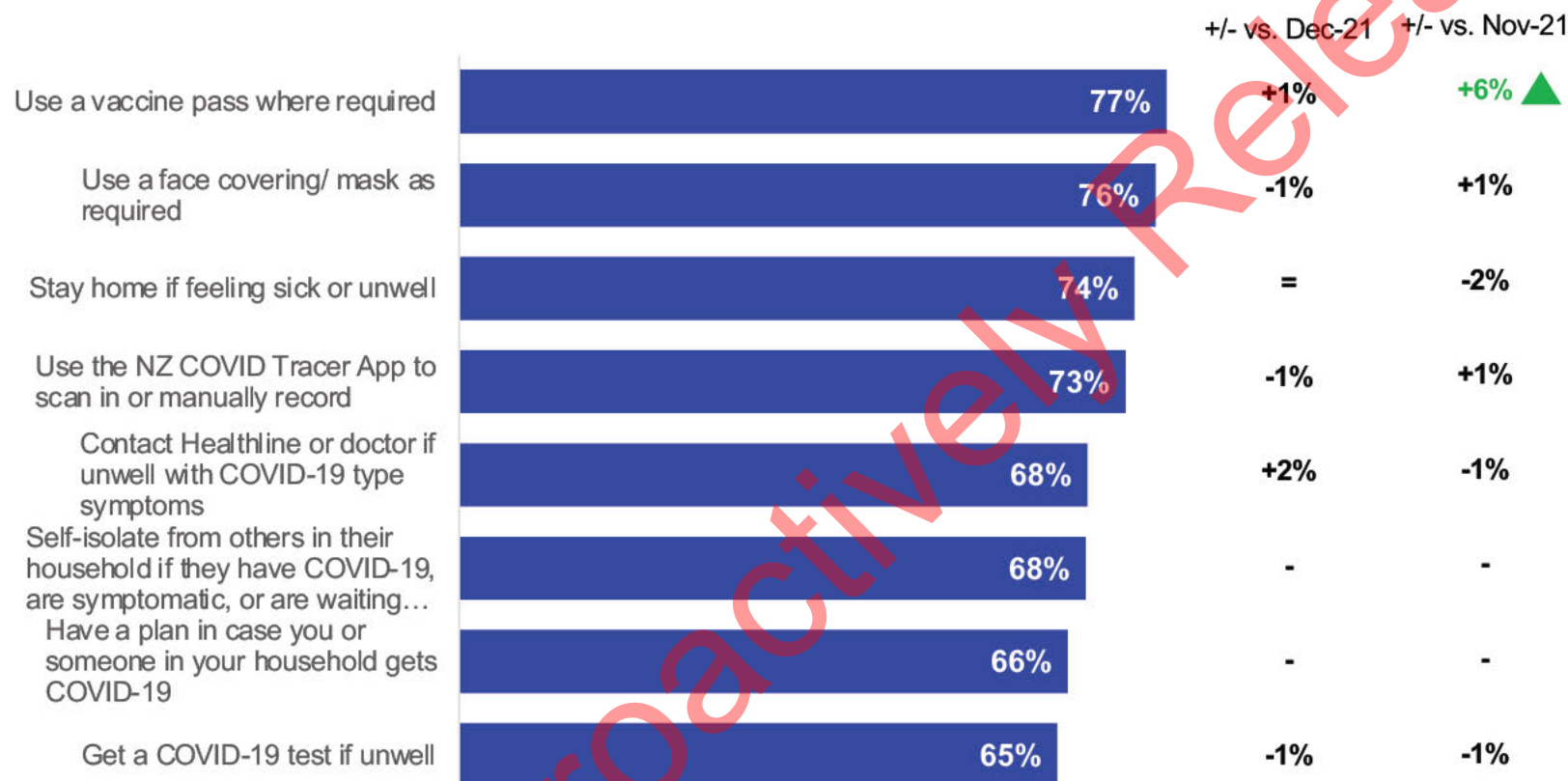
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Willingness to comply continues to be strong, particularly for visible health behaviours

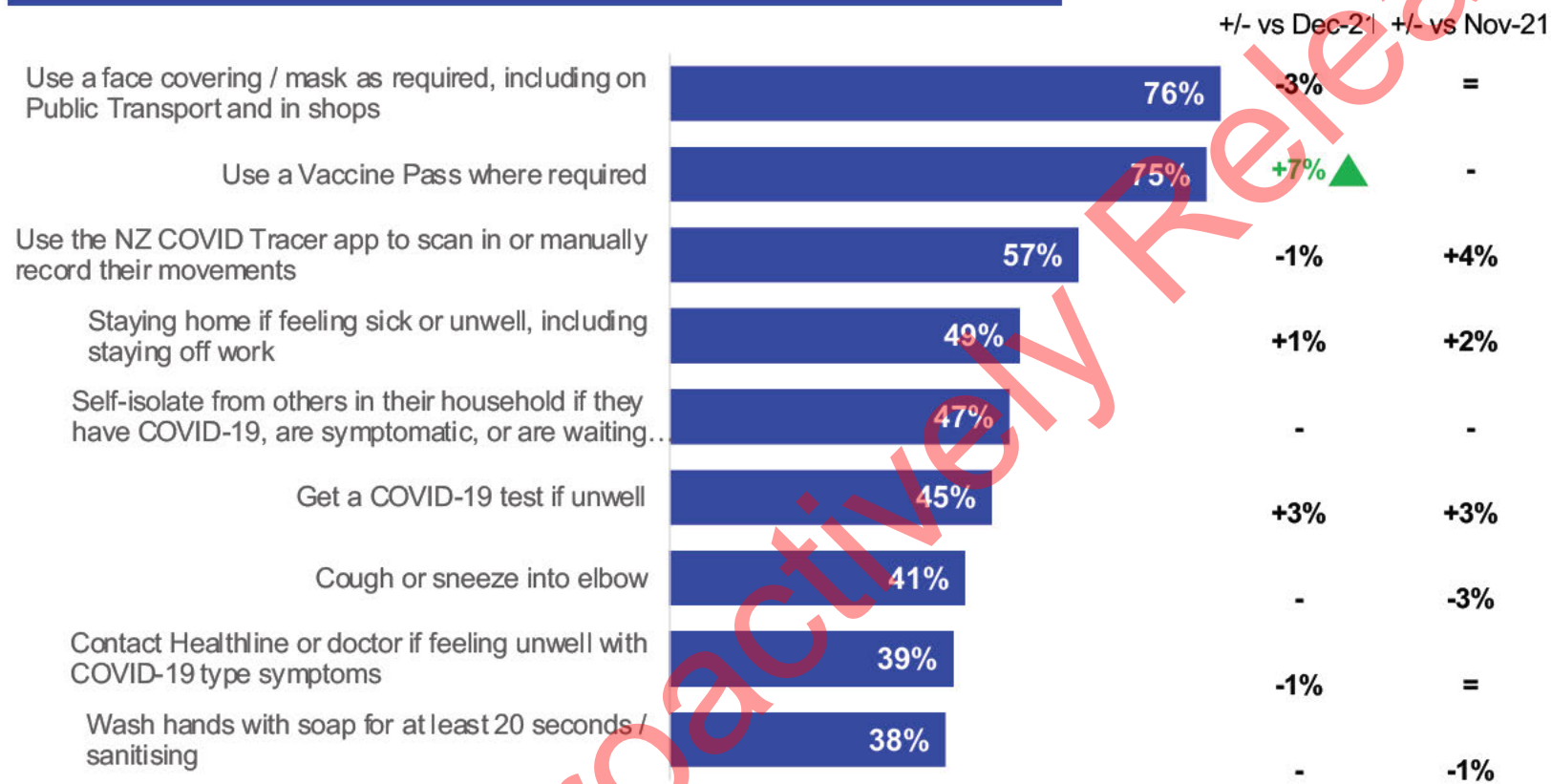
WILLINGNESS TO COMPLY (VERY WILLING, HAPPY TO DO MY PART)



Source: Behaviour and Sentiment Tracker (Nov 21, Jan 22) & 7 Dec Pulse
 Q: How willing are you to do the following? (Very willing, happy to comply)
 Base: Jan 22 total sample n=944, 7 Dec Pulse total sample n=411, Nov 21 total sample n=917

Compliance is also higher for visible behaviours

PROJECTIVE COMPLIANCE (ALWAYS / MOST OF THE TIME)



Our top four behaviours are all visible to others, we might be seeing social norming pressures influencing compliance behaviour.

We see a significant increase in consistent compliance with use of the Vaccine Pass.

Given that this behaviour is now nationally enforced by a third party (i.e. by a store), it is unsurprising compliance is high, and increasing from December when the requirement had only just started rolling out.

Source: Behaviour & Sentiment Tracker (Nov 21, Jan 22) & 7 Dec Pulse
 Q: How often do you think other New Zealanders do the following? (always + most of the time)
 Base: Jan 22 total sample n=944, 7 Dec pulse check total sample n=411, Nov 21 total sample n=917

There is a strong belief that health behaviours like scanning and mask wearing will keep us safe, driving higher compliance

If you believe a health behaviour will keep you safe, you are more likely to comply with that health behaviour.

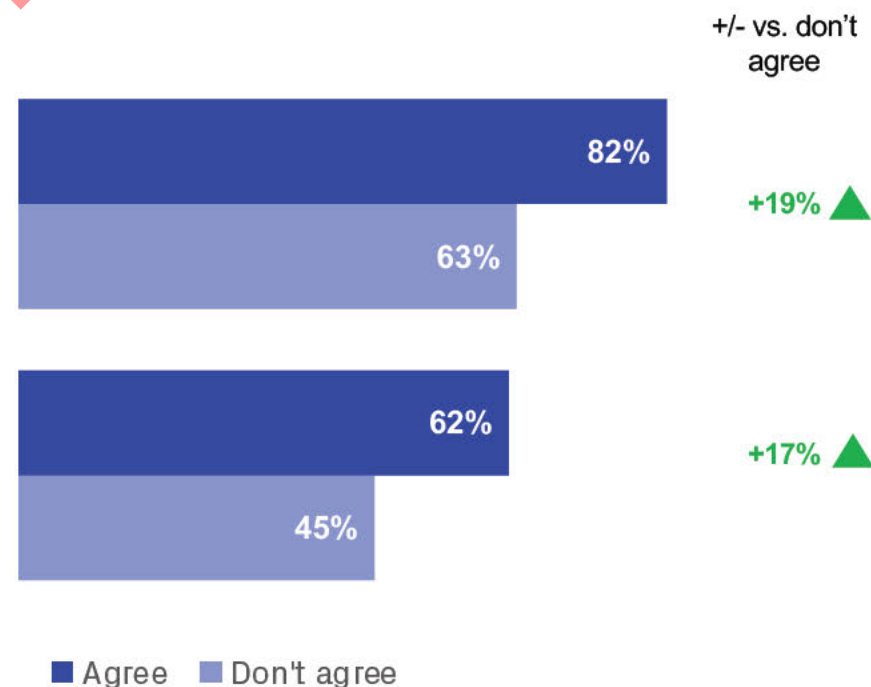
70%

Of New Zealanders agree that compulsory health behaviours will help keep us safe

COMPLIANCE – BY AGREEMENT THAT COMPULSORY HEALTH BEHAVIOURS KEEPING US SAFE

Use a face mask / covering

Use the NZ COVID Tracer app to scan in / manually record movements



Source: Behaviour & Sentiment Tracker (Jan 22)

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

Q: Here are some things other people have said. To what extent do you agree or disagree?

Base: Jan 22 total sample n=944, Agree that compulsory health behaviours will keep us safe n=658, don't agree that compulsory health behaviours will keep us safe n=286

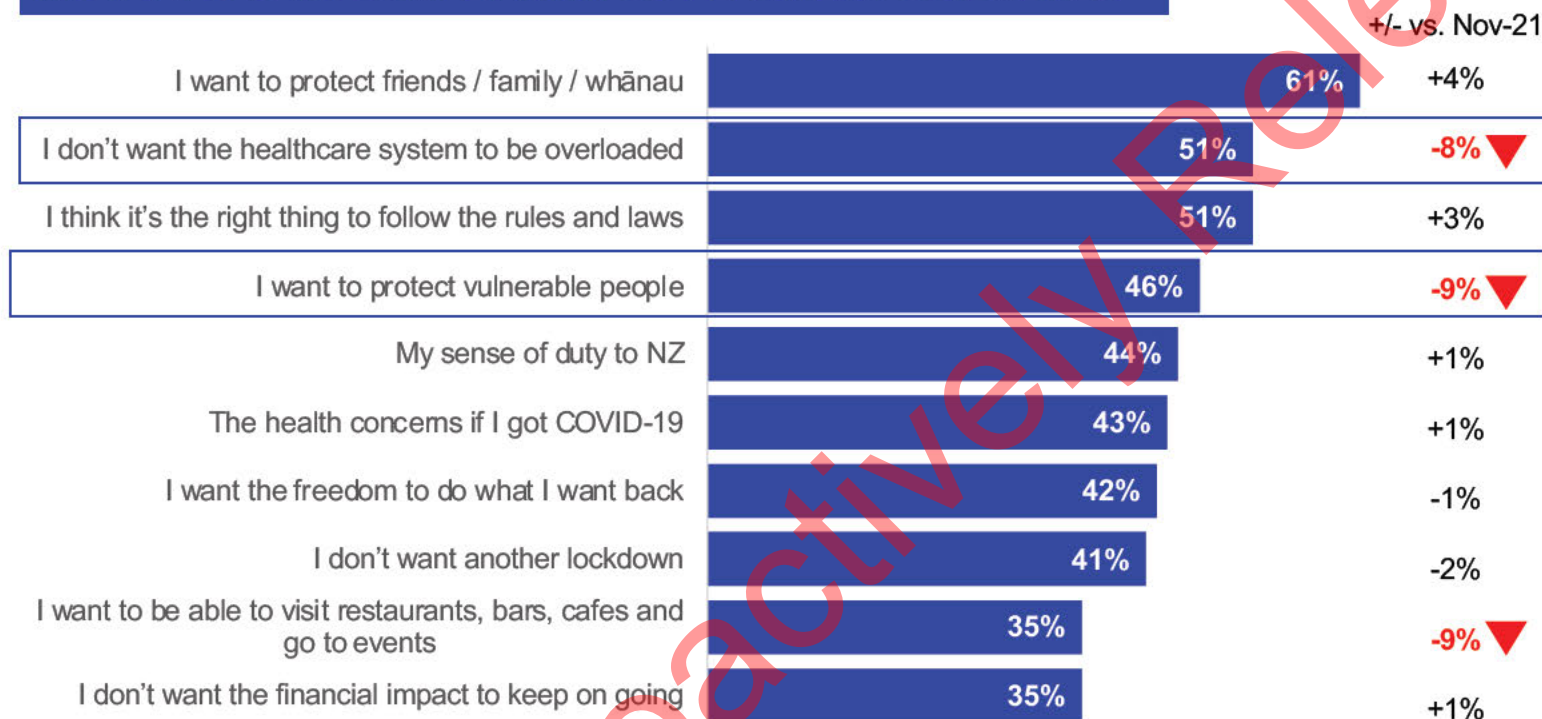
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▲ ▼ Significantly higher / lower than don't agree

TRA

General motivations for compliance are becoming less collective

MOTIVATORS TO COMPLY WITH GOVERNMENT GUIDELINES



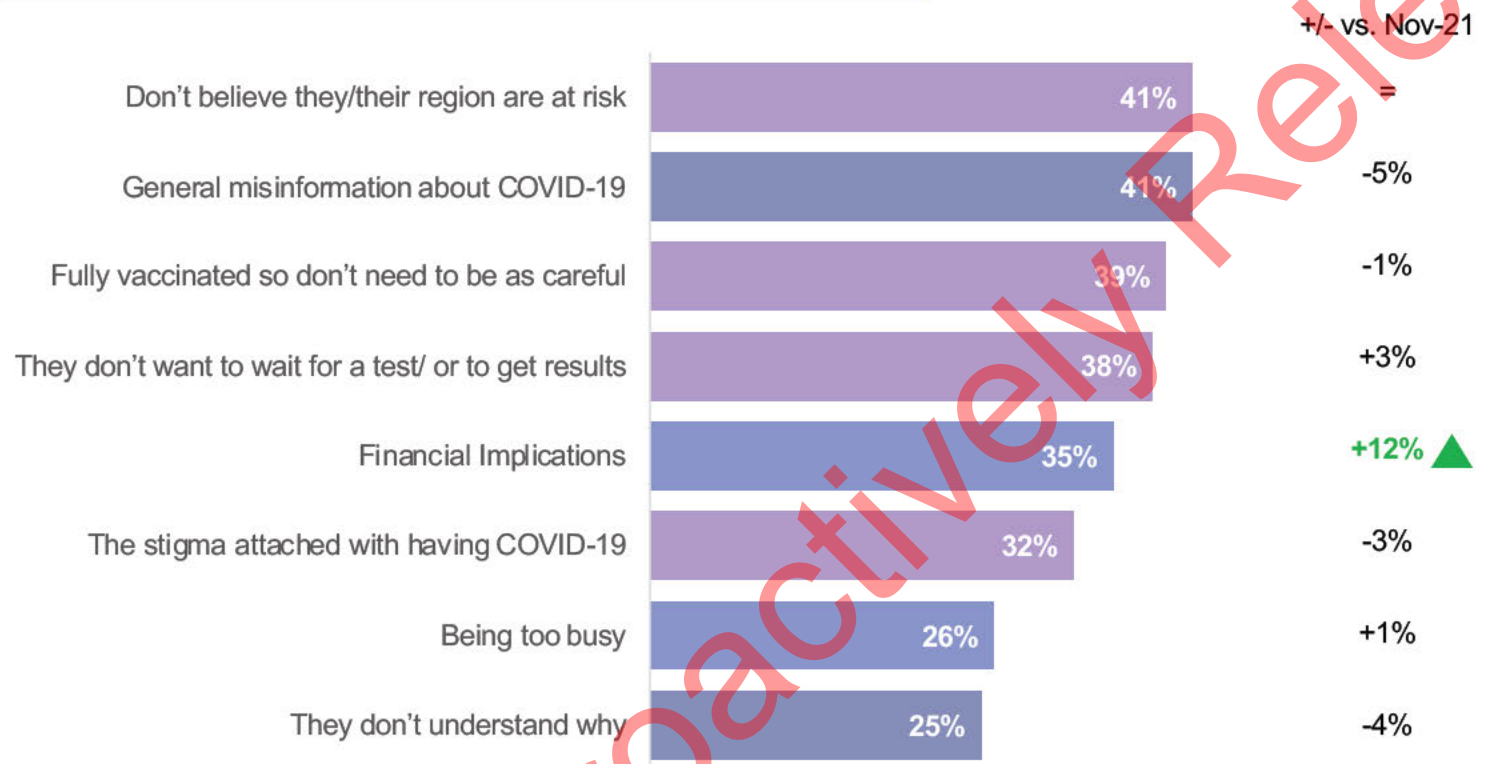
Since November, we have seen a decline in motivation from more collective factors like the healthcare system becoming overloaded and protecting vulnerable people.

Protecting friends / family / whānau continues to be the top motivation. Duty also continues to be a strong motivator for compliance.

Source: Behaviour & Sentiment Tracker (Nov 21, Jan 22)
 Q: Which of the following are most key to make you want to follow the Government's public health COVID-19 guidelines?
 Base: Jan 22 total sample n=944, Nov 21 total sample n=917

When it comes to getting a COVID-19 test, the top barriers are mostly attitudinal, with misinformation also playing a role

BARRIERS TO GETTING TESTED FOR COVID-19



- Functional barrier
- Attitudinal barrier
- Informational barrier

The top attitudinal barriers are New Zealanders not believing they or their region are at risk, and believing that if they're vaccinated, they don't need to be as careful.

Compared to November, we have seen a significant increase in 'financial implications' as a barrier to getting a COVID-19 test.

Source: Behaviour & Sentiment Tracker (Nov 21, Jan 22)
 Q: How often do you think other New Zealanders do the following? (A ways + Most of the time)
 Base: Jan 22 total sample n=944, Nov 21 total sample n=917

IMPLICATION

Compliance motivators are becoming less collective – and are focused on protecting the self and people in your immediate circle. Therefore, communications should be centered around more individualistic motivations.

When people believe health behaviours will help keep them safe, they are more likely to comply. Therefore, it is important that communications focus on linking health behaviours to ‘keeping you safe’.

3

Self-isolation &
preparation

TRA

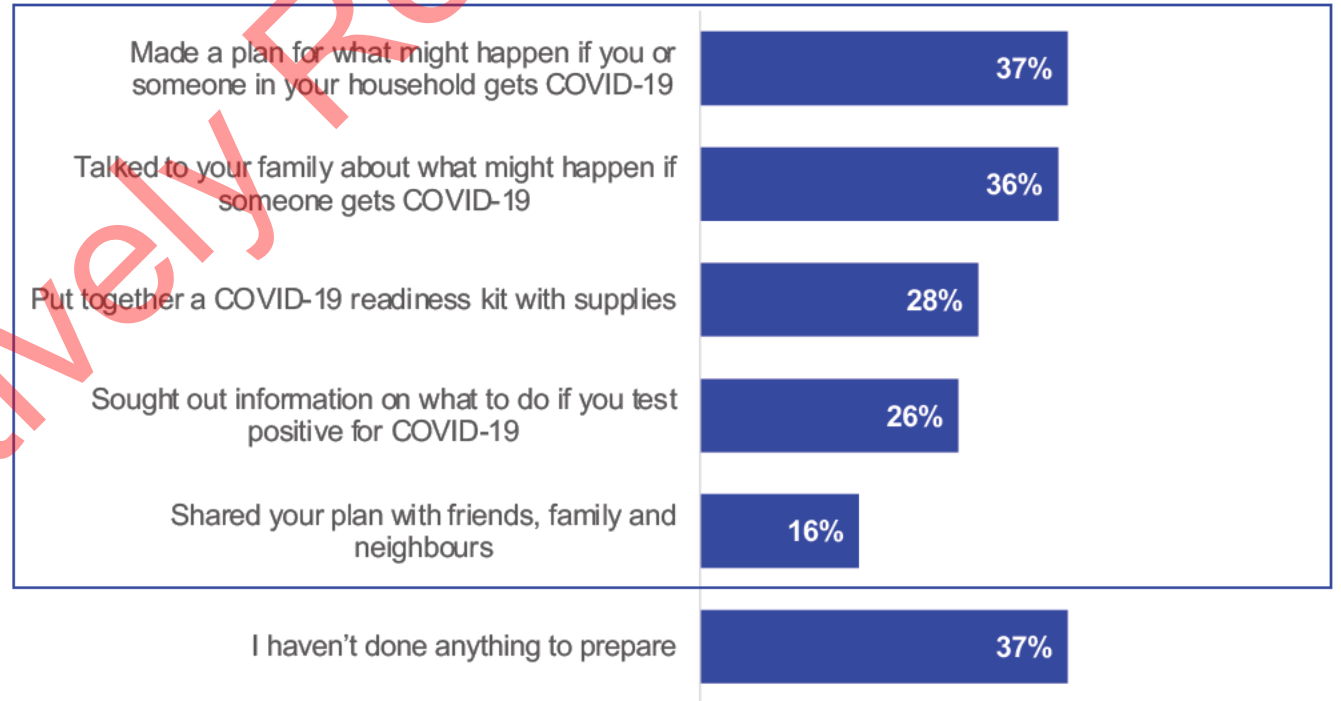
Majority of New Zealanders have taken some steps to prepare for self-isolation

Top steps taken are making a plan for someone in your household getting COVID-19, and talking to family about what will happen

63%

of New Zealanders have taken at least one step to prepare for a family member getting COVID-19

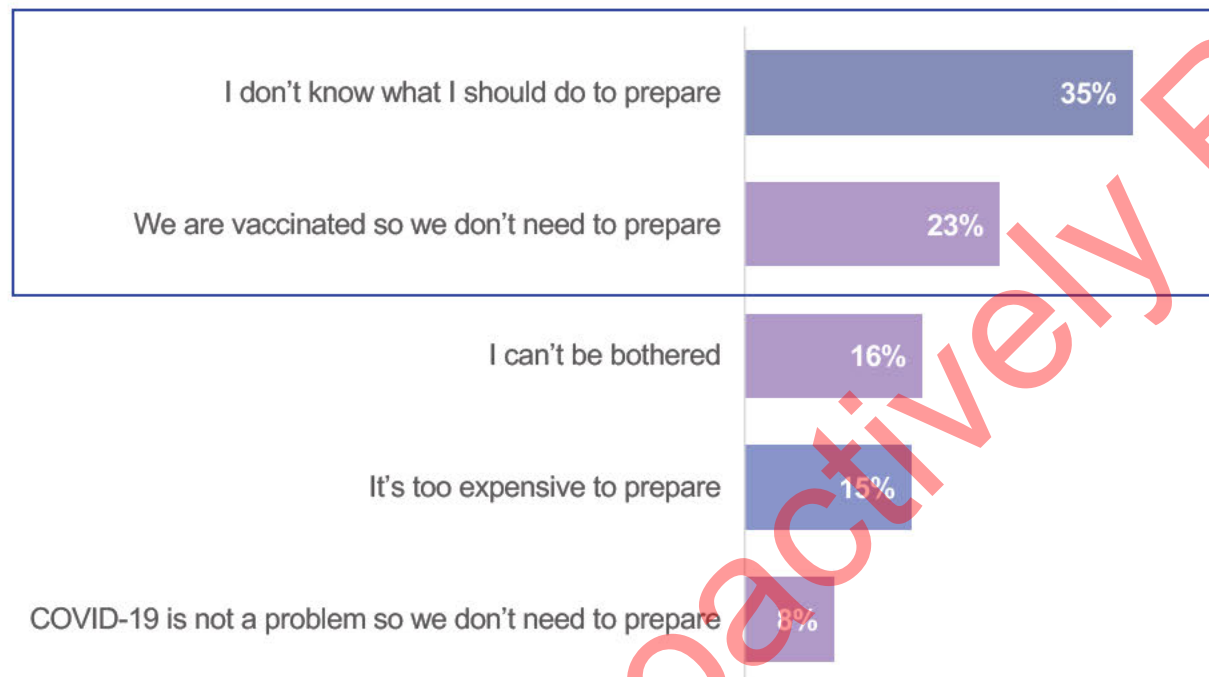
STEPS TAKEN TO PREPARE FOR IF HOUSEHOLD MEMBER CATCHES COVID-19



Source: Behaviour & Sentiment Tracker (Jan 22)
 Q: What steps, if any, have you taken to prepare for someone in your household getting COVID-19?
 *See slide 55 for geographic breakdown
 Base: Jan 22 total sample, n=944

Some New Zealanders aren't sure what to do to prepare, and others think that if they're vaccinated they don't need to

BARRIERS TO PREPARATION – OF THOSE WHO HAVEN'T DONE ANY THING TO PREPARE FOR SELF-ISOLATION



Compared to those who have taken steps to prepare, those who haven't taken any steps are significantly more likely to be NZ European and from Canterbury.

They are also more likely to be unvaccinated, non-compliant with self-isolation, and concerned about a return to normal.

Functional barrier

Attitudinal barrier

Informational barrier

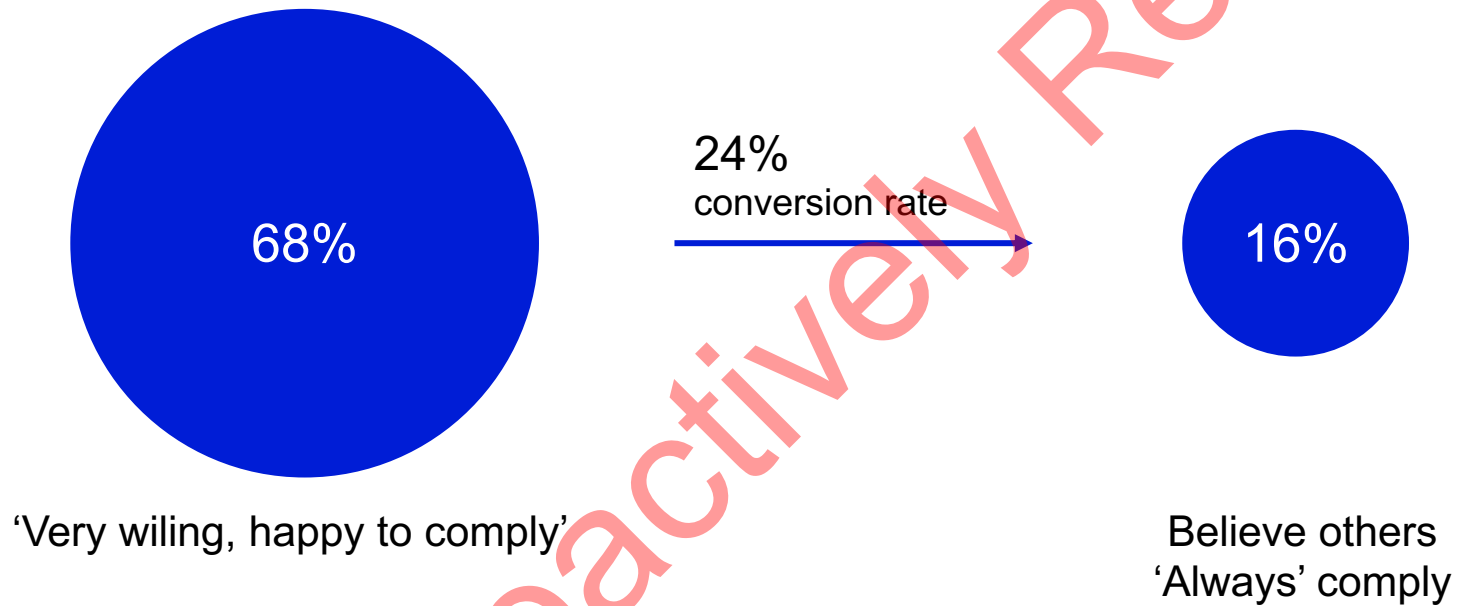
Source: Behaviour & Sentiment Tracker (Jan 22)
 Q: And are there any reasons you have not prepared your household for COVID-19?
 Base: Jan 22 those who haven't done anything to prepare n=345

With high preparation, what are people's intentions to self-isolate?

Proactively Released

While willingness to comply with self-isolation is relatively high, early indications of actual compliance is low

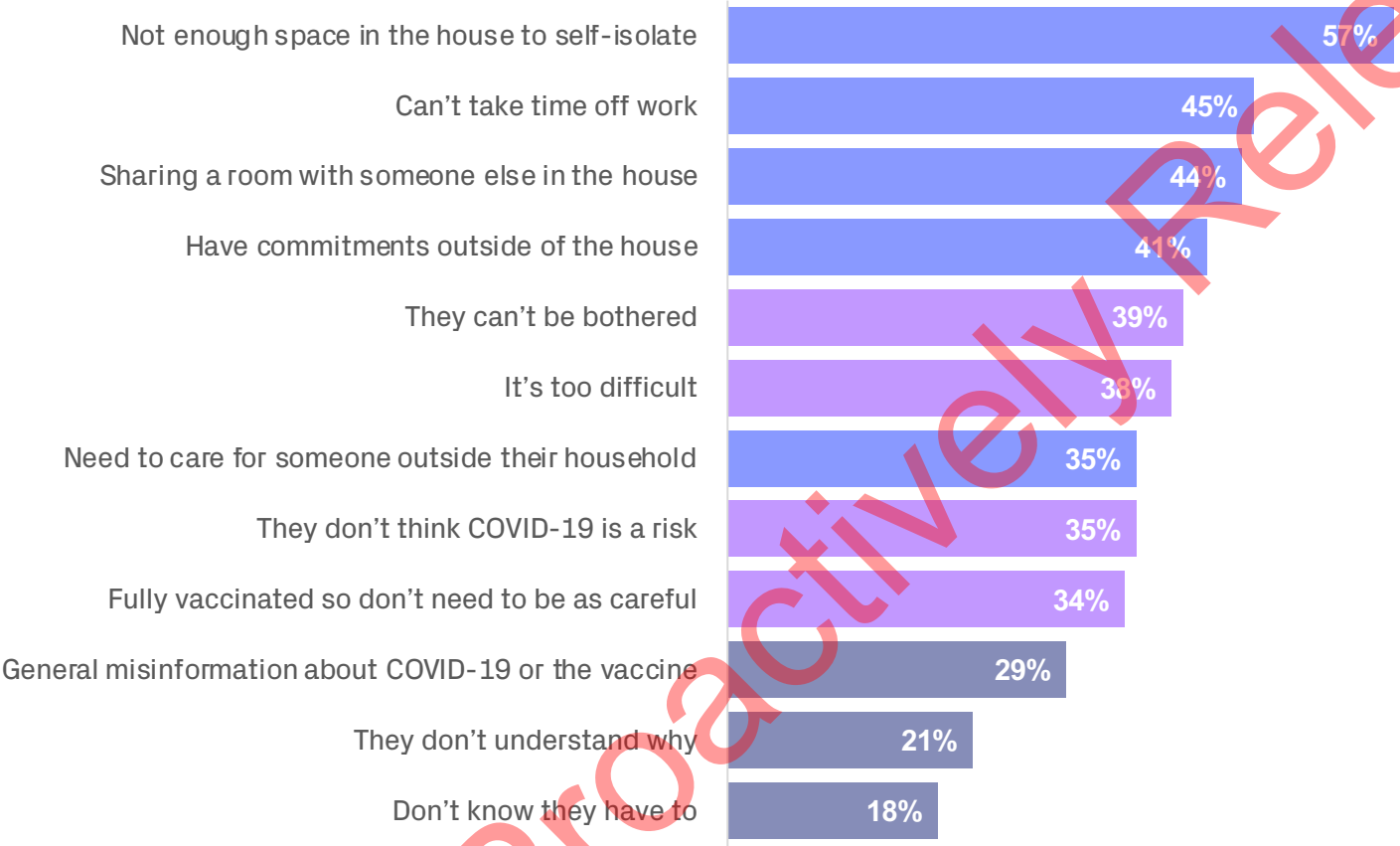
WILLINGNESS TO COMPLY AND PROJECTIVE COMPLIANCE WITH SELF ISOLATION



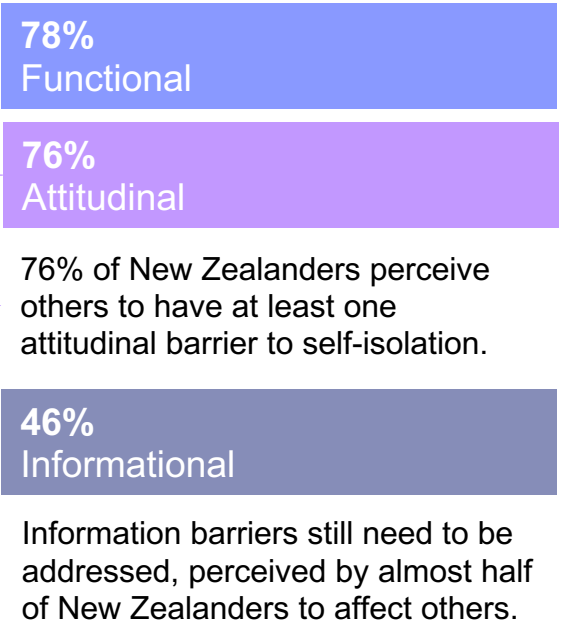
Source: Behaviour & Sentiment Tracker (Jan 22)
 Q: How willing are you to do the following? (Very willing, happy to comply)
 Q: How often do you think other New Zealanders do the following? (always)
 Key: Self isolation = Self isolate from others in the household if they have COVID 19, are symptomatic, or are waiting for test results
 Base: Jan 22 total sample, n=944
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It's perceived that both functional and attitudinal barriers to self-isolation compliance need to be addressed

PERCEIVED BARRIERS TOWARDS SELF-ISOLATION



PREVALENCE OF BARRIER TYPE:



Source: Behaviour & Sentiment Tracker (Jan 22)
 Q: What do you think might stop other people from self-isolating from others in their household, if they have COVID-19, are symptomatic, or awaiting test results?
 Base: Jan 22 total sample n=944

IMPLICATION

While there is a high level of preparation, further clarity could be provided on what is needed to prepare.

We also need to address functional and attitudinal barriers towards self-isolation.

Vaccine & booster shots

Proactively Released

4

TRA

Of New Zealanders, 38% claim to be boosted, and looking at intentions we can expect 84% to get boosted

As at fieldwork from 21st January to 1st February.

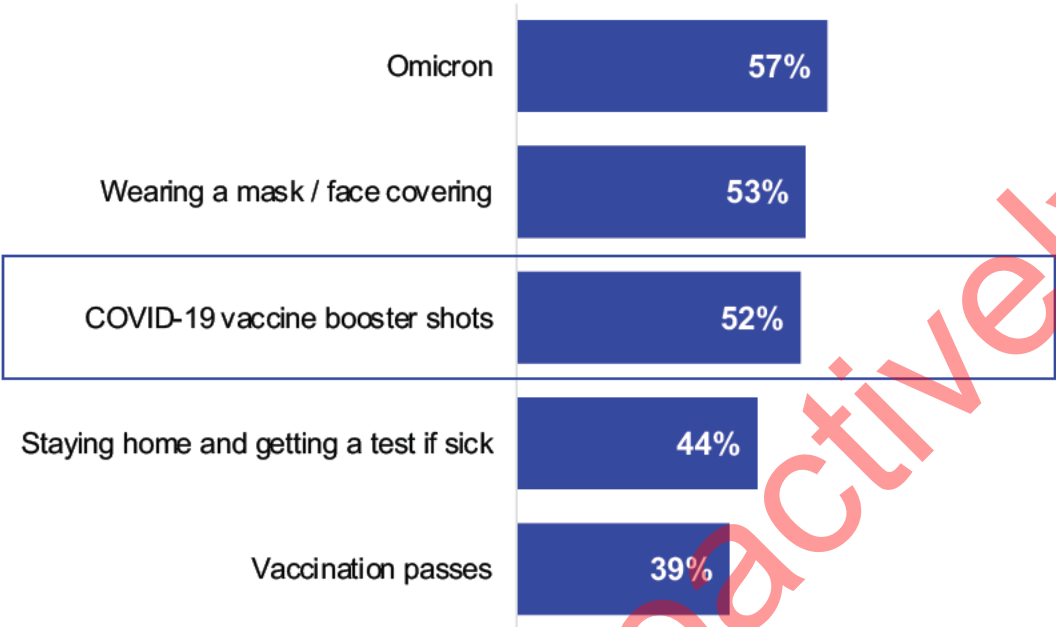
VACCINATION STATUS	
NET: At least one dose	93%
Boosted	38%
Double dose	53%
Single dose	2%
Unvaccinated	5%
Rather not say	2%

BOOSTER SEGMENTS	
NET: Boosted, Good to Go, Likely	84%
Boosted	38%
Good to Go	32%
Likely	14%
Unlikely	3%
Unengaged	8%
Rejectors	5%

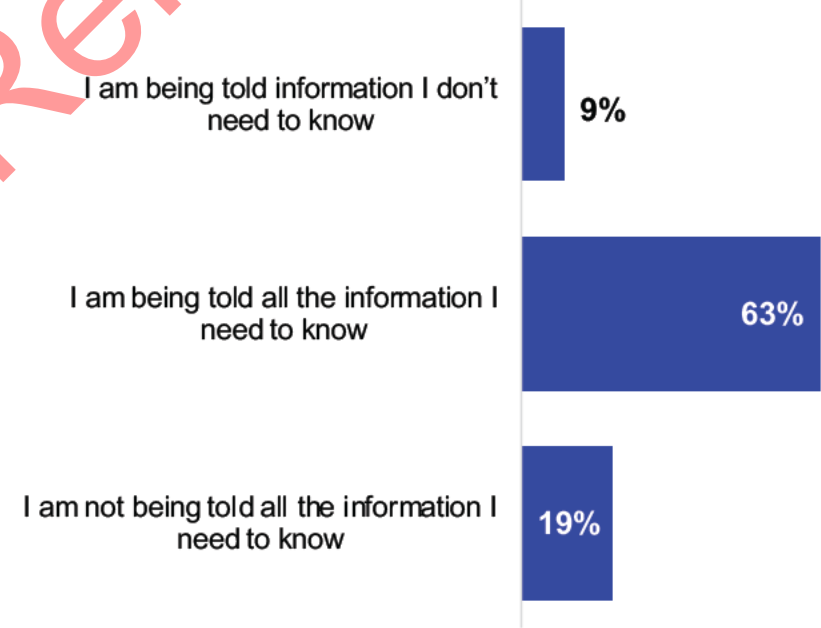
Source: Behav our & Sent ment Tracker (Jan 22)
 Q: Have you had a COVID 19 vacc nat on?
 Q: Do you ntend to get the COVID 19 booster shot?
 Base: Jan 22 tota samp e n=944, had at east one dose of the vacc ne n=889

The 'COVID-19 booster shot' message is highly visible, and information needs are being met for the majority

HIGHEST VISIBILITY MESSAGES - SEE OR HEAR ABOUT IT A LOT OR ALL OF THE TIME



BOOSTER SHOT INFORMATION QUALITY



Source: Behavior & Sentiment Tracker (Jan 22)
 Q: How often do you see or hear about the following? (you see or hear about it a lot + you see or hear about it a lot)
 Q: How do you feel about the quality of information that is being provided to you about the COVID-19 booster shots?
 Base: Jan 22 total sample n=944

There are still information needs surrounding what boosters will be like in the future, and its safety and efficacy

INFORMATION NEEDS – OF THOSE WHO WANT TO KNOW MORE INFORMATION

25%

What boosters be like in the future

- “Will there be a 4th, 5th, 6th booster?”*
- “I would like to be told how long the booster will last, whether it will taper off like the other two”*
- “The likelihood of receiving future boosters?”*
- “I want to know how many booster shots I will need”*

20%

Side effects / long term effects of the booster

- “Side effects as it seems to have a harsher side effect than the first two vaccines”*
- “Any impact on health if booster is taken just 4 months after the second vaccine”*
- “Side effects and prevalence specific to 3rd shot”*

15%

Efficacy of the booster

- “If it works for all variants”*
- “If it is actually effective against Omicron”*
- “Are they effective and how long for”*
- “How effective is it and is the booster effective against each variant”*

11%

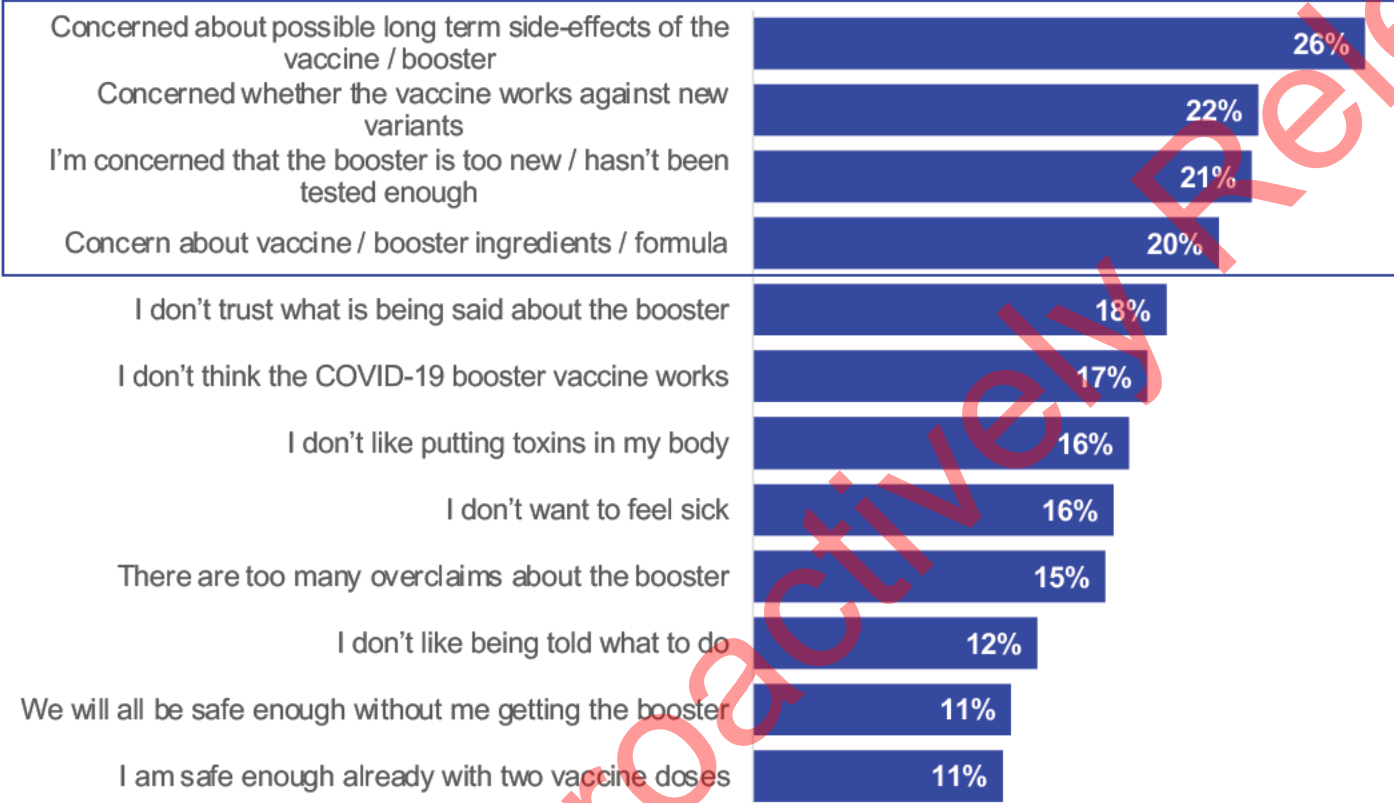
Why the booster is needed

- “How necessary is it?”*
- “Why we need it if we can still get Covid”*
- “The purpose of having a Covid booster”*
- “What benefits does the booster provide?”*

Source: Behavior & Sentiment Tracker (Jan 22)
 Q: What other information would you want to know about COVID 19 booster shots?
 Base: At least one dose of the vaccine and want to know more information n=135

These information needs are reflected in the top barriers for getting the booster, in addition to safety

BARRIERS TOWARDS GETTING THE BOOSTER SHOT – OF THOSE WHO HAVE HAD AT LEAST ONE DOSE



There is also some distrust in what is being said about the booster and whether it works at all – even for those who have had the first and second dose.

Source: Behavior & Sentiment Tracker (Jan 22)
Q: What might stop you from getting the COVID-19 booster shot?
Base: Jan 22 have had 1-2 doses of the vaccine n=231

And the role of the booster shot in keeping New Zealanders safe is not as clear as the role of health behaviours

AGREEMENT STATEMENTS - TOTAL SAMPLE



Belief that boosters will help keep us safe is related to a significantly higher likelihood to get vaccinated. With 99% either already boosted, being 'good to go', or being 'likely' to get the booster.

BOOSTER SEGMENTS	AGREE BOOSTERS KEEP US SAFE	TOTAL
NET: Boosted, Good to Go, Likely	99%	84%
Boosted	49%	38%
Good to Go	39%	32%
Likely	10%	14%
Unlikely	0%	3%
Unengaged	1%	8%
Rejectors	0%	5%

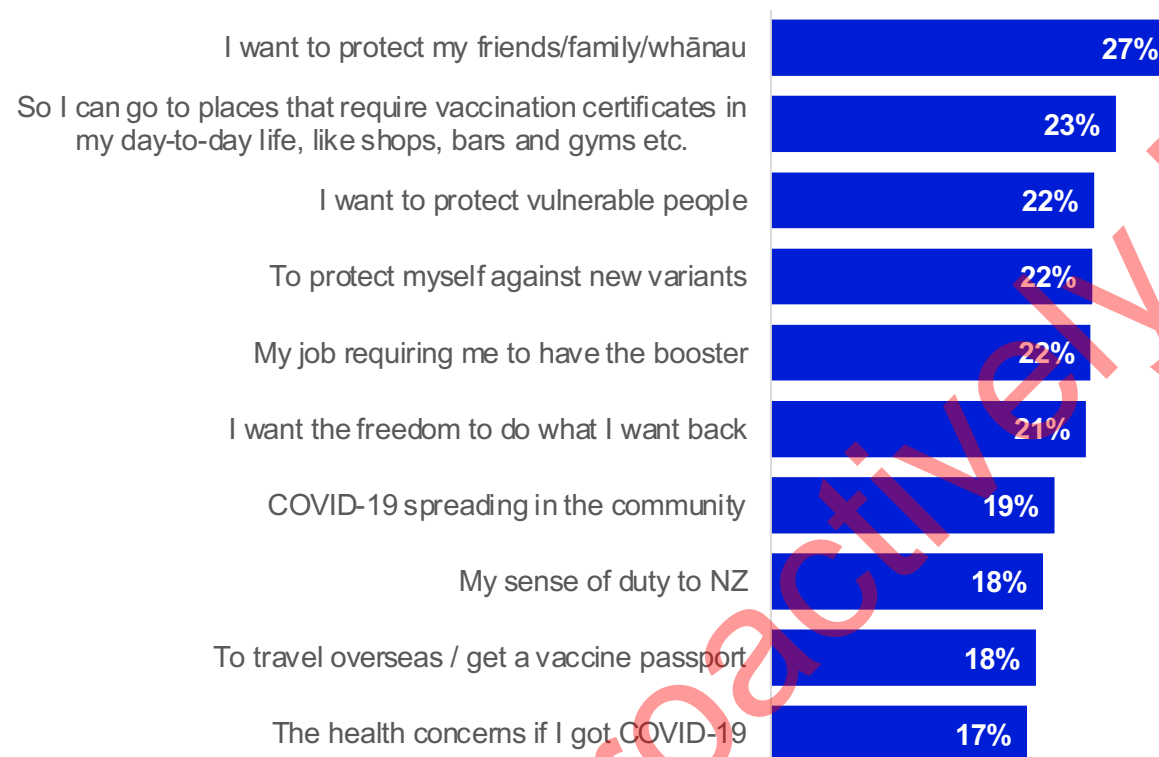
Source: Behaviour & Sentiment Tracker (Jan 22)

Q: Here are some things other people have said. To what extent do you agree or disagree? (NET Agree: strongly agree + agree)

Base: Jan 22 total sample n=944, Agree that COVID-19 booster shots will help keep us safe n=608

Top motivations are focused on protecting others, and the individualistic benefits of getting the booster

MOTIVATIONS FOR GETTING THE BOOSTER SHOT - OF THOSE WHO HAVE HAD AT LEAST ONE DOSE



Overall sense of duty to NZ is less of a motivator (indicating less of a collective motivator).

Health concerns from catching Covid-19 is also less of a motivator, potentially feeding into the global narrative the Omicron has less severe side effects.

Source: Behaviour & Sentiment Tracker January 2022

Q: Which of the following are most likely to make you want to get the COVID-19 booster?

Base: Jan 22 had one or two doses of the vaccine n=231

The resistant group who has already had one or two doses, are likely to only get the booster if it is necessary to enjoy freedoms

11%

HAVE HAD AT LEAST ONE DOSE OF THE VACCINE BUT ARE UNLIKELY, UNENGAGED OR REJECTORS OF THE BOOSTER

DEMOGRAPHICS:

They are more likely to be 16-34 year old's, be unemployed, or have children. They are less likely to be over 55yo and retired.

ATTITUDES:

They lack confidence in the current approach to managing COVID-19 and have low trust in the UAC brand.

BARRIERS FOR THE BOOSTER:

They are skeptical of the booster, having low trust in what is being said about it and it working at all. They are also concerned about long term side effects and general safety.

This group demonstrate the same qualities as our group resistant to getting the initial two doses of the vaccine, who were likely only pushed over the edge to get it due to vaccine mandates.

MOTIVATIONS & OPPORTUNITIES:

This is a weakly motivated group, who will only be actioned to get the booster if it comes down to having restricted freedoms or getting the booster.

We need to communicate how the booster shot will enable them to enjoy more freedoms, and make sure they won't miss out on anything.

Source: Behavior & Sentiment Tracker January 2022

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

Base: Jan 22 had one or two doses of the vaccine and unlikely, unengaged and rejectors of the booster n=100

IMPLICATION

Intention is high, but boosters aren't seen as the silver bullet for keeping us safe. Continued communications about how boosters keep us safe is required.

Efficacy and safety of the booster are key barriers which also need to be addressed.

Appendix

Proactively Released

TRA

Sentiment

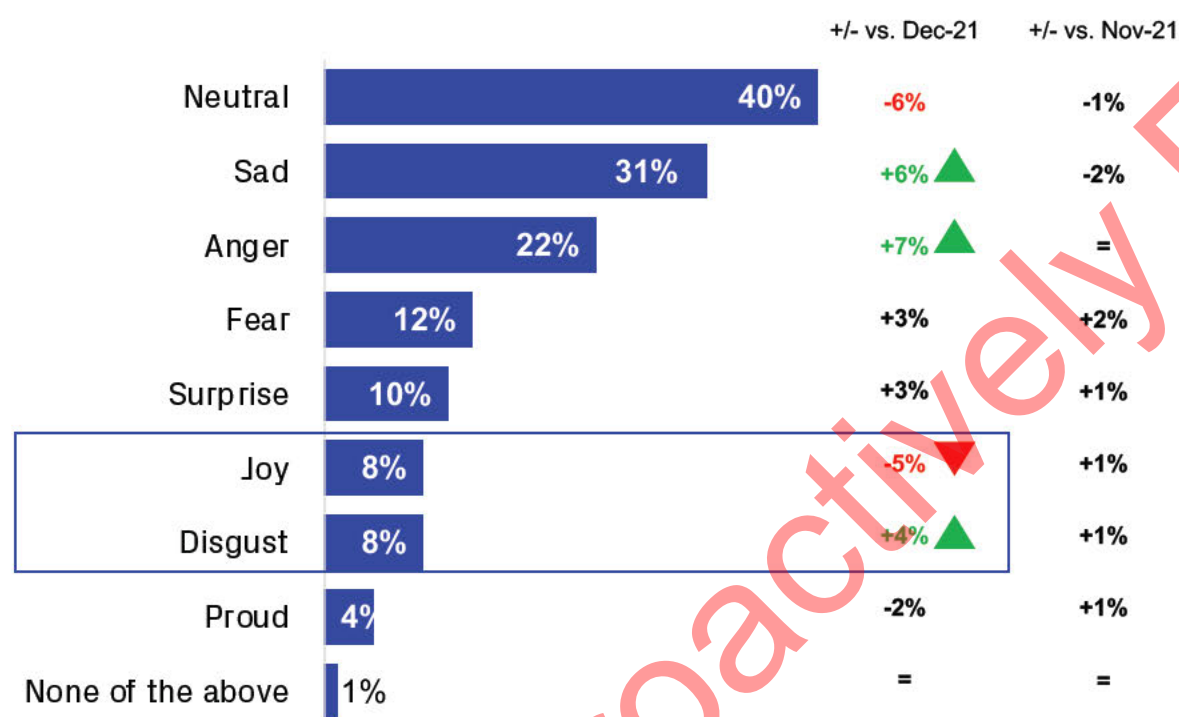
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The dominant emotions around the COVID-19 situation continue to be neutral, sad and anger

Overall, sentiment is comparable to November levels

SENTIMENT TOWARDS THE COVID-19 SITUATION IN NZ



Compared to December, we see a significant decline in neutral and joy, coupled with a significant increase for sad, anger and disgust.

Source: Behaviour and Sentiment Tracker (Nov 21, Jan 22), 7 Dec Pulse
 Q: What are your emotions at the moment regarding the situation with COVID-19 in New Zealand?
 Base: Jan total sample n=944, 7 Dec Pulse total sample n=411, Nov 21 total sample n=917



Significantly higher / lower than previous wave

Bottom 11 concerns about the impact of COVID-19

TOP OF MIND CONCERNS ABOUT COVID-19 – BOTTOM 11



Source: Behaviour and Sentiment Tracker (Nov 21, Jan 22)

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

Base: Jan total sample n=944, Nov 21 total sample n=917

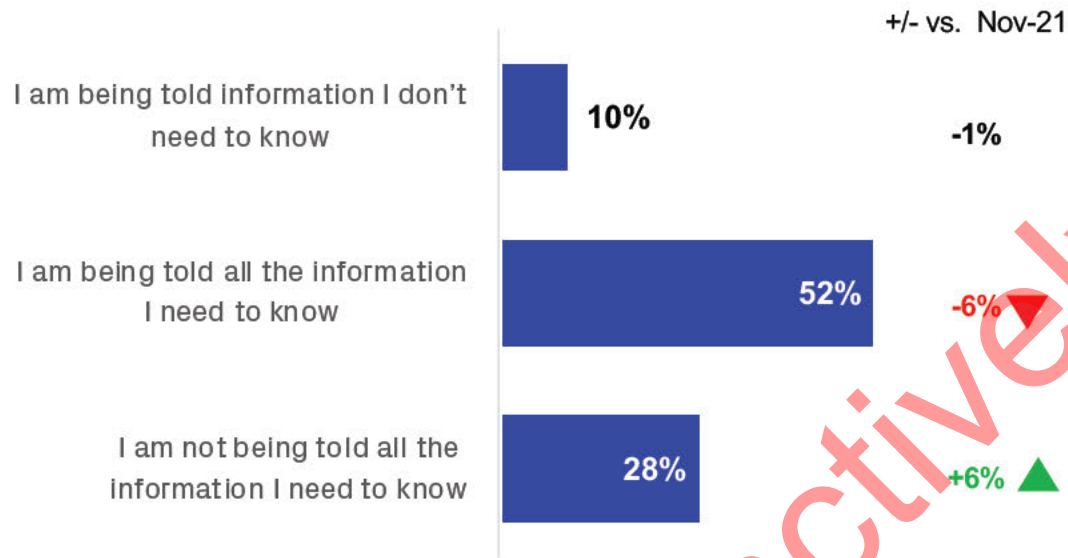
Information

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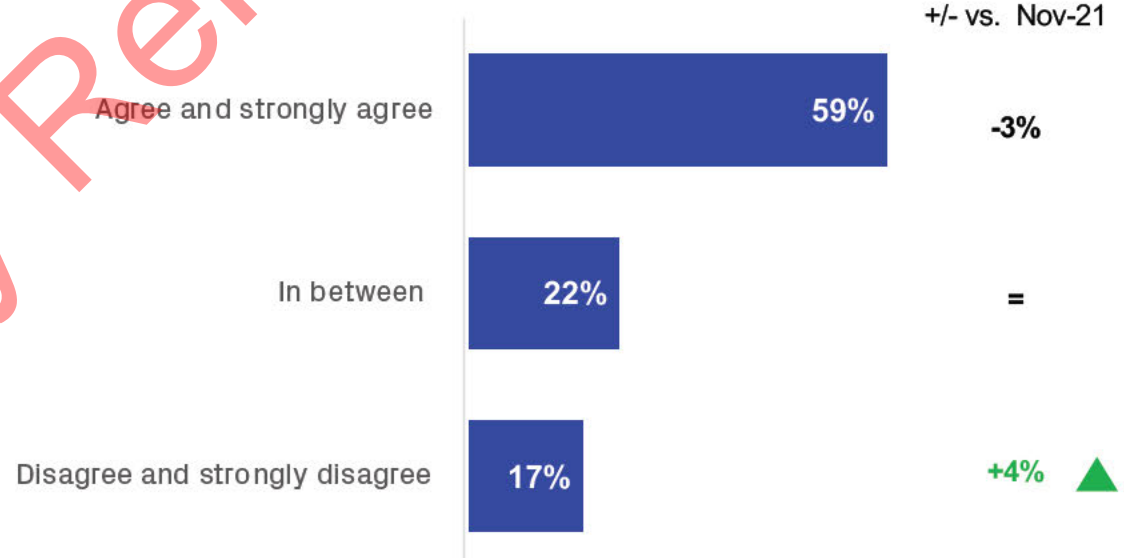
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Information needs continue to be met for the majority; however, we have seen a decline in quality and access

INFORMATION QUALITY



HAVE ACCESS TO THE INFORMATION YOU WANT AND NEED



Source: Behaviour and Sentiment Tracker (Nov-21, Jan-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: Jan-22 total sample n=944, Nov-21 total sample n=917

Messaging surrounding Omicron, mask wearing, and COVID-19 booster shots are most visible

“YOU SEE OR HEAR ABOUT IT ALL THE TIME”	JAN-22	NOV-21	+/- vs. NOV-21
Omicron	57%	-	-
Wearing a mask / face covering	53%	48%	+5% ▲
COVID-19 booster shots	52%	-	-
Staying home and getting a test if sick	44%	46%	-2%
*Vaccination passes	39%	35%	+4%
COVID-19 spreading in the community	37%	41%	-5% ▼
The ‘COVID-19 Protection Framework’ (traffic light system)	35%	25%	+10% ▲
New COVID-19 variants	31%	13%	+18% ▲
Mandatory record keeping with the NZ COVID Tracer app / manual record keeping	31%	33%	-4%
What to do if you get COVID-19	29%	28%	-1%
When 5 to 12 year olds can get vaccinated	25%	8%	+17% ▲
Be ready and have a plan if you get COVID-19	25%	-	-
MIQ places and facilities	20%	20%	-1%
Plans to re-open the New Zealand border	11%	13%	-3%

We have seen the largest uplift in messaging visibility for ‘The COVID-19 Protection Framework, New COVID-19 variants, and when 5–12-year olds can get vaccinated.

Source: Behaviour and Sentiment Tracker (Nov-21 Jan-22)
 Q: Lately how much are you seeing or hearing about ... (see or hear about it all the time)
 *Change in wording from Nov-21 “vaccine certifications”
 Base: Jan-22 total sample n=944 Nov-21 total sample n=917

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▲ ▼ Significantly higher / lower than Nov-21

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Articles in the news / media and media briefings continue to be the top information sources



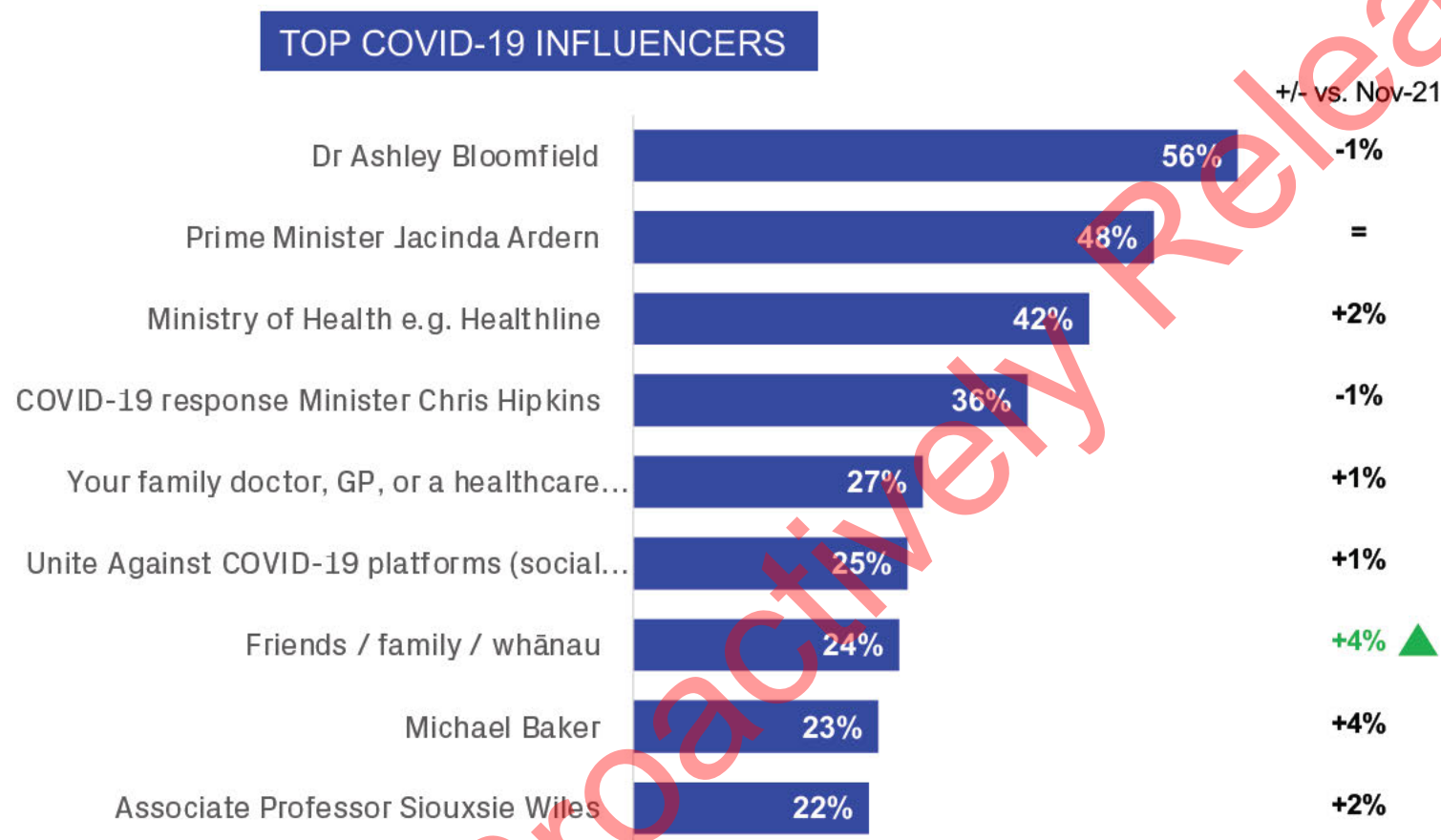
There has been an uplift in some unofficial sources - searching for information on the internet, and using social media posts / pages for information.

Source Behaviour and Sentiment Tracker (Nov-21 Jan-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 Jan-22 total sample n=944 Nov-21 total sample n=917

Top influencers are stable from November, with a slight uplift in the influence of friends and family



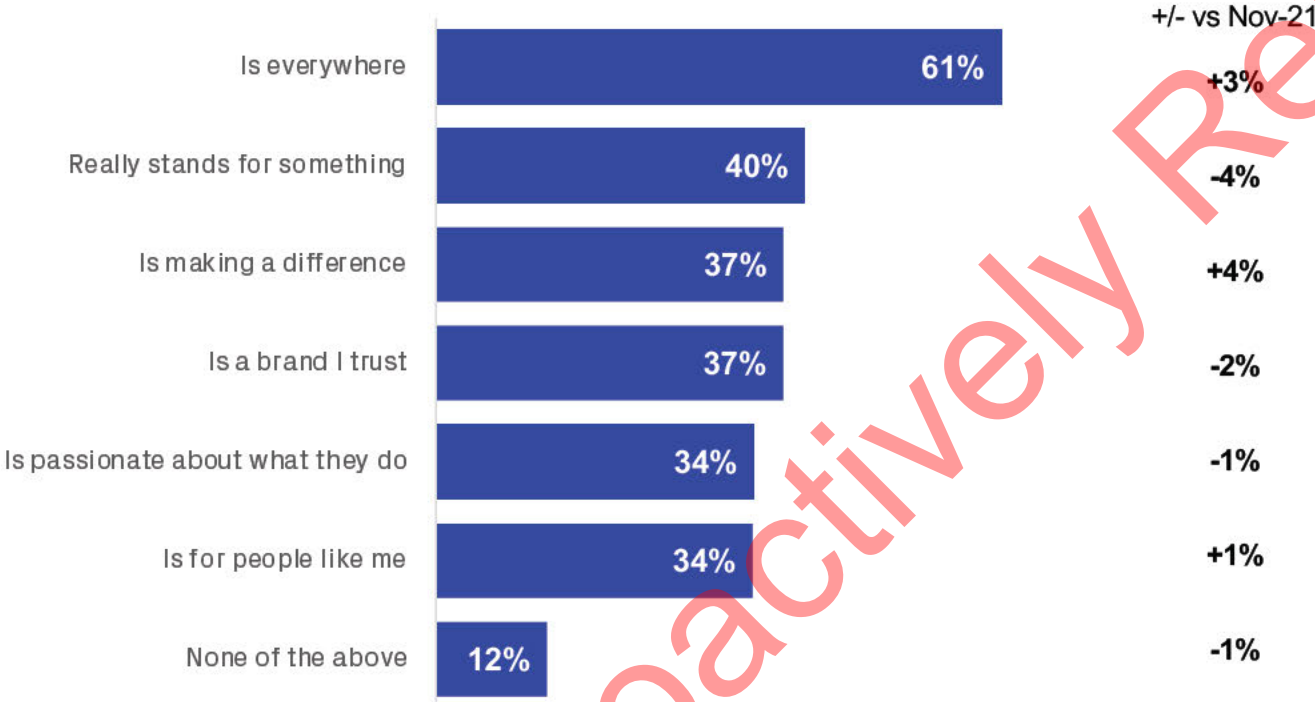
Source Behaviour and Sentiment Tracker (Nov-21 Jan-22)

Q Whose opinion do you listen to or seek out in regards to COV D-19 in New Zealand and what is being done?

Base Jan-22 n=944 Nov-21 total sample n=917

And associations with the UAC brand have held from November levels

ASSOCIATIONS WITH THE 'UNITE AGAINST COVID-19' BRAND



Source Behaviour and Sentiment Tracker (Nov-21 Jan-22)
Q Do you feel that Unite Against COVID-19 ?
Base Jan-22 total sample n=944 Nov-21 total sample n=917

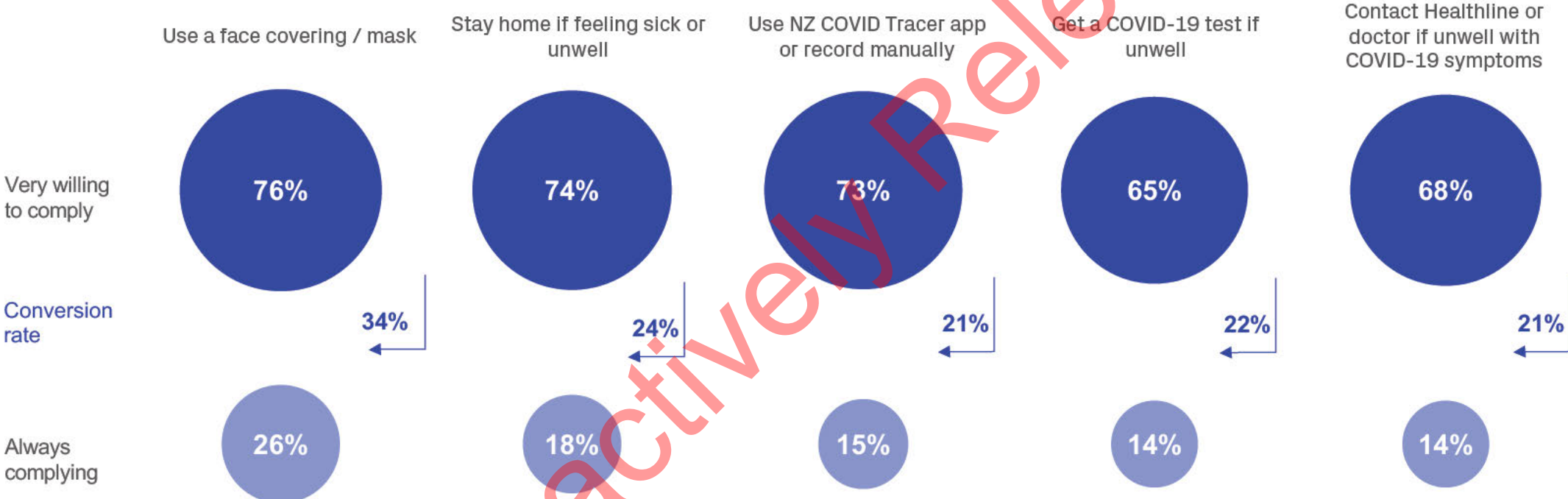
**Behaviour &
Compliance**

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There remains a disconnect between willingness to comply and real consistent compliance

WILLING TO COMPLY & PROJECTIVE COMPLIANCE 'ALWAYS'



When it comes to mask wearing, we see a higher conversion rate. This is not surprising as it is one of the most visible behaviours to other people and, hence, non-compliance has a more extreme social cost.

Source: Behaviour & Sentiment Tracker January 2022
 Q: How often do you think other New Zealanders do the following? (A ways)
 Q: How willing are you to do the following? (Very willing, happy to comply)
 Base: Jan 22 total sample n=944

Full list of compliance motivators

MOTIVATORS TO COMPLY WITH GOVERNMENT GUIDELINES



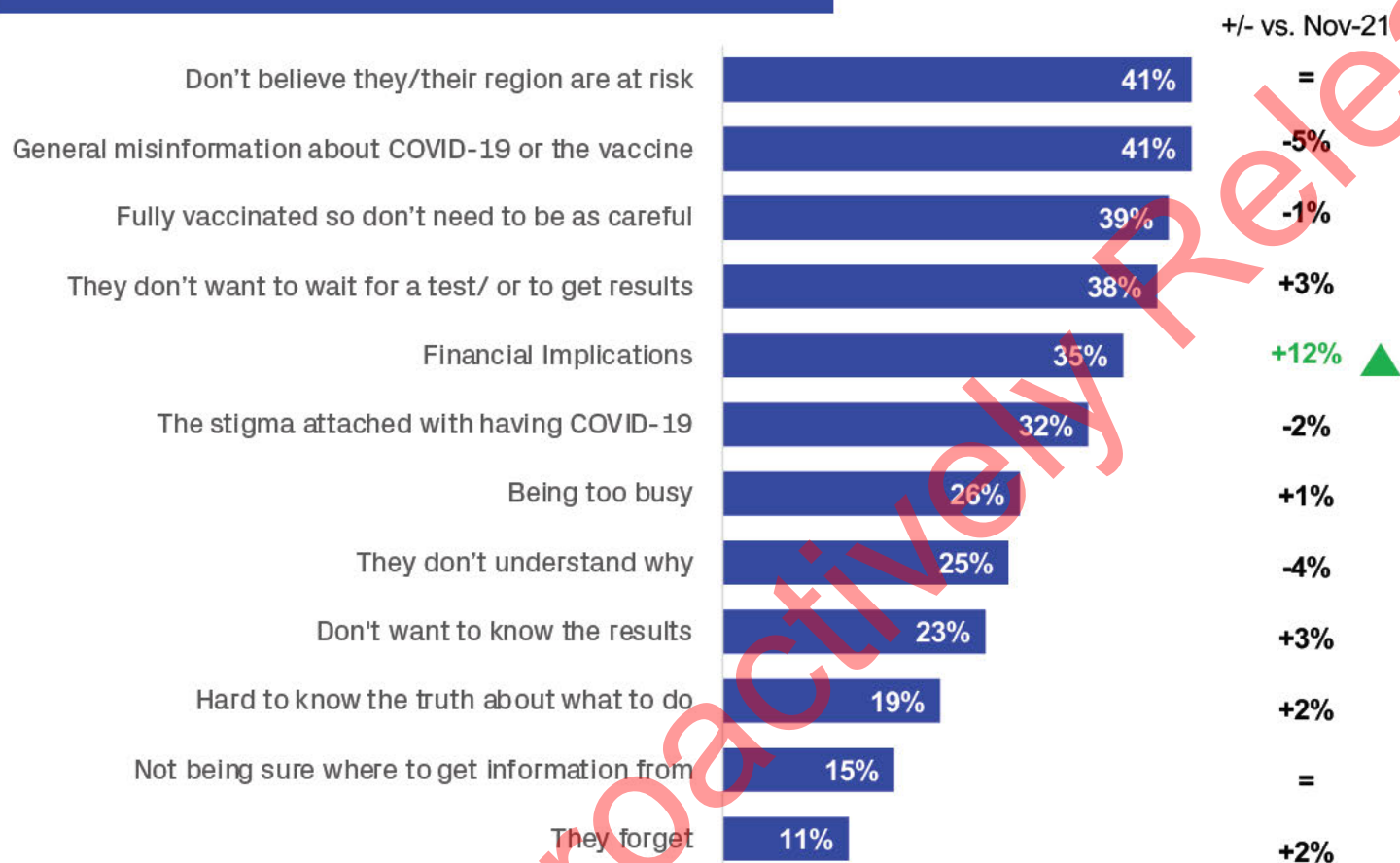
Source: Behaviour & Sentiment Tracker January 2022 & November 2021

Q: Which of the following are most likely to make you want to follow the Government's public health COVID-19 guidelines?

Base: Jan 22 total sample n=944, Nov 21 total sample n=917

Full list of barriers to getting a COVID-19 test

BARRIERS FOR GETTING A COVID-19 TEST



Source: Behaviour & Sentiment Tracker January 2022 & November 2021
 Q: How often do you think other New Zealanders do the following? (A ways + Most of the time)
 Base: Jan 22 total sample n=944, Nov 21 total sample n=917

Self-isolation and preparation

Proactively Released

Actions taken to prepare for self-isolation – by region

	Total Sample	Upper NI	Auckland	Lower NI	Wellington	Canterbury	Other SI
I haven't done anything to prepare	37%	35%	31% ▼	39%	43%	51% ▲	33%
Made a plan for what might happen if you or someone in your household gets COVID-19	37%	36%	41%	41%	36%	22% ▼	37%
Put together a COVID-19 readiness kit with supplies	28%	28%	26%	32%	30%	20%	33%
Talked to your family about what might happen if someone gets COVID-19	36%	39%	41%	37%	31%	30%	31%
Shared your plan with friends, family and neighbours	16%	16%	22% ▲	15%	9% ▼	10% ▼	15%
Sought out information on what to do if you test positive for COVID-19	26%	28%	30%	22%	22%	24%	23%

Source: Behaviour & Sentiment Tracker (Jan 22)

Q: What steps, if any, have you taken to prepare for someone in your household getting COVID-19?

*See slide 55 for geographic breakdown

Base: Jan 22 total sample, n=944, Upper NI n=185, Auckland n=326, Lower NI n=106, Wellington n=110, Other South Islands n=95, Canterbury n=122

Actions taken for self-isolation preparation – demographic skews for those less likely to have taken action

	% of total sample who have taken this step	Demographics significant less likely to have taken the action:
Made a plan for what might happen if you or someone in your household gets COVID-19	37%	Canterbury (22%)
Put together a COVID-19 readiness kit with supplies	28%	35-54y males (20%), 16-34 females (20%), unemployed (15%)
Talked to your family about what might happen if someone gets COVID-19	36%	No significant demographic skews
Shared your plan with friends, family and neighbours	16%	55y+ males (11%), Canterbury (10%), Wellington (9%), living with my partner only (11%)
Sought out information on what to do if you test positive for COVID-19	26%	No significant demographic skews

Source: Behaviour & Sentiment Tracker (Jan 22)

Q: What steps, if any, have you taken to prepare for someone in your household getting COVID-19?

*See slide 55 for geographic breakdown

Base: Jan 22 total sample, n=944

**COVID-19
booster shots**

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Booster Segments – demographic skews and largest demographic groups

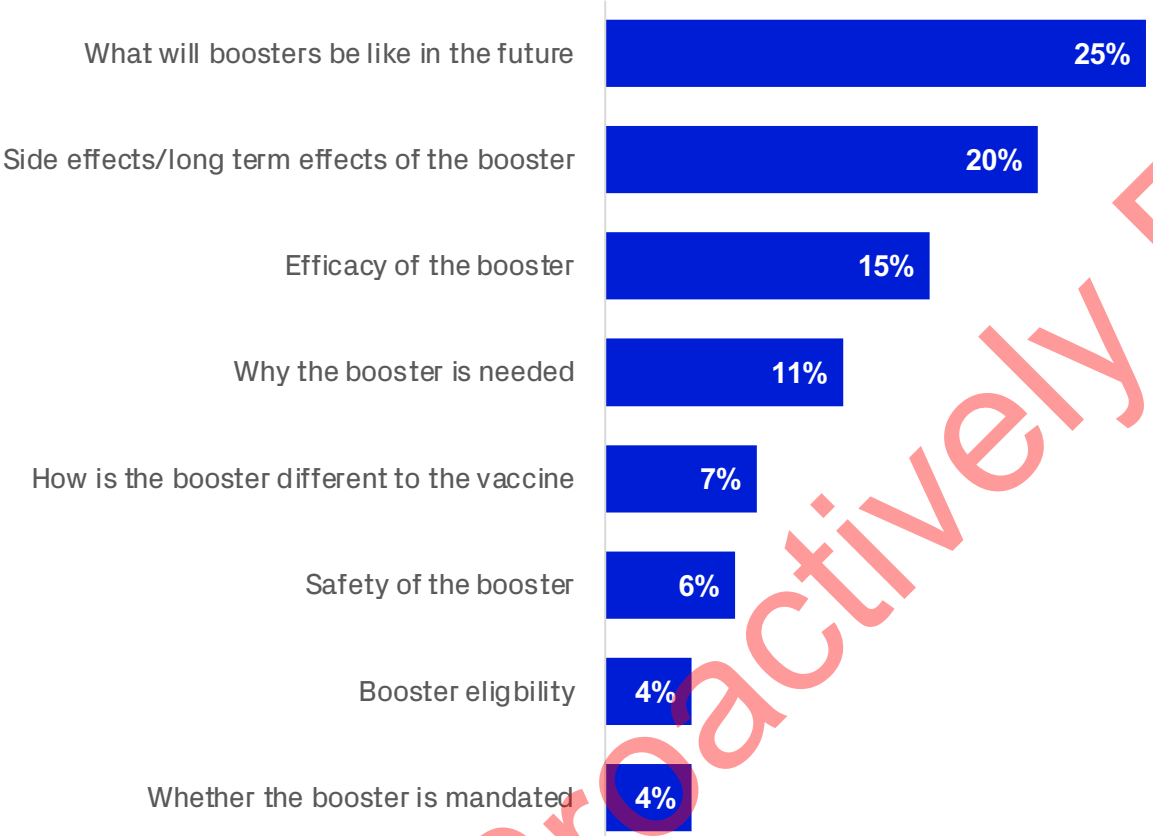
BOOSTER SEGMENTS	% OF TOTAL SAMPLE	SIGNIFICANT DEMOGRAPHIC SKEWS	LARGEST DEMOGRAPHIC GROUPS
Good to Go	32%	Higher: 35–54-year-old males Lower: 55y+ males	35-54y (42%), Auckland (34%), NZ Euro (64%), \$50k to \$100k income (31%), family with kids (44%)
Likely	14%	Higher: 16–34-year-olds Lower: 55y+, NZ Euro	16-34y (55%), Male (58%), Auckland (35%), NZ Euro (49%), \$50k to \$100k (33%), family with kids (49%)
Unlikely	3%	<i>Base too small</i>	
Unengaged	7%	Higher: Females Lower: Males, 55y+	35-54y (41%), female (62%), Auckland (29%), NZ Euro (70%), \$50k and under (34%), family with kids (38%)
Rejectors	5%	Higher: Upper NI, NZ Euro Lower: 55y+, Asian, Upper NI	16-34y (44%), Upper NI (35%), NZ Euro (67%), \$50k and under (38%), family with kids (58%)

Source: Behavior & Sentiment Tracker (Jan 22)
DPMC Booster Segments

Base: Jan 22 total sample n=944. Good to Go n=300, Likely n=3138, Unlikely n=33, Unengaged n=65, Rejectors n=48

Full list of information needs for the COVID-19 booster

INFORMATION NEEDS FOR COVID-19 BOOSTER SHOT – THOSE WHO HAVE ALREADY HAD ONE DOSE OF THE VACCINE



Source: Behavior & Sentiment Tracker January 2022
Q: What other information would you want to know about COVID-19 booster shots?
Base: At least one dose of the vaccine and want to know more information n=135

Our resistant group who had the vaccine already, will likely only get the booster if it is necessary to enjoy freedoms

11%

HAVE HAD AT LEAST ONE DOSE OF THE VACCINE BUT ARE UNLIKELY, UNENGAGED OR REJECTORS OF THE BOOSTER

Demographic skews:

- Significantly more likely to be: 16-34y (45%), family with children (53%) unemployed (28%)
- Significantly less likely to be: 55y+ (18%), retired (7%)

They lack confidence in the current strategy, being significantly less likely to think we're going in the 'right direction' (21%). And they are not engaged with the UAC Brand, with only 11% saying they trust the brand and 12% saying it's 'for people like me'.

They're skeptical of the booster with 90% disagreeing that the booster will help keep us safe, and only 28% feeling they are being told all the information they need to know.

Top barriers are concern about safety, and a lack of trust in the booster and its efficacy.

- Concern about long-term side effects (33%)
- Don't trust what is being said about the booster (31%)
- Concerned the booster is too new / hasn't been tested enough (29%)
- I don't think the vaccine booster works (29%)

This is a weakly motivated group, who will only be actioned to get the booster if it restricts being able to work and what they are able to do.

- Not sure (23%)
- My job requiring me to have the booster (20%)
- Nothing (19%)
- I want freedom to do what I want back (16%)
- So I can go to places that require vaccine certificates (16%)

Their top influencers are the same as total sample (Jacinda, Ashleigh Bloomfield, MoH) but they are less engaged.

Age band analysis

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Sentiment – by age bands

	18-34y	35-54y	55y+
Top emotions	Neutral (44%), sad (31%) anger (23%)	Neutral (36%), sad (30%), anger (24%)	Neutral (40%, sad (31%), anger (22%)
Confidence in the response	39% right direction 28% wrong direction 33% not sure	49% right direction 27% wrong direction 25% not sure	46% right direction 29% wrong direction 25% not sure
Top concerns	Not knowing when we will return to normal (53%) Effect on the mental health of NZers (46%) Effect on the NZ economy (45%) Health system being overloaded (42%) Financial impact on businesses (41%)	Effect on the NZ economy (54%) Effect on mental health of NZers (50%) Not knowing when we will return to normal (48%) Financial impact on businesses (48%) COVID-19 spreading in the community (47%)	Effect on the NZ economy (65%) Health system being overloaded (60%) COVID-19 spreading in the community (57%) Financial impact on businesses (56%) Omicron spreading in NZ (54%)
Average number of concerns	7.0	7.8	8.7

Source: Behaviour & Sentiment Tracker January 2022
 Q: What are your emotions at the moment regarding the situation with COVID-19 in New Zealand?
 Q: How do you think the country is going with handling the impact of and response to COVID-19?
 Q: What are you thinking about in terms of the impact of COVID-19 in New Zealand?
 Base: 16-34y n=324, 35-54y n=307, 55y+ n=313

Behaviour & compliance – by age bands

	18-34y	35-54y	55y+
Willingness to comply	Significantly less willing to comply with all health behaviours compared to total sample. Least willing to have a plan in case someone in your household gets COVID-19, get a COVID-19 test if unwell, and self-isolate from others if unwell	Comparable to total sample	Significantly more likely to comply with almost all health behaviours compared to total sample, with the exception of getting a COVID-19 test if unwell.
Projective compliance (always or most of the time)	Significantly more likely than total sample to cough or sneeze into elbow (48%, +7%) and wash hands for at least 20s (45%, +7%)	Comparable to total sample	Comparable to total sample
Top four motivations to comply	<ul style="list-style-type: none"> "I want to protect friends, family, whānau" "I want the freedom to do what I want back" (vs. #7 for total sample) "I want to be able to visit restaurants, bars, café's and go to events" (vs. #9 for total sample) "It's the right thing to follow the rules and the law" 	<ul style="list-style-type: none"> "I want to protect friends, family, whānau" "I don't want the healthcare system to be overloaded" "I think it's the right thing to follow the rules and laws" "I want to protect vulnerable people" 	<ul style="list-style-type: none"> "I want to protect friends, family, whanau" "I think it's the right thing to follow the rules and law" "I don't want the healthcare system to be overloaded" "I want to protect vulnerable people"
Average numbers of motivations to comply	4.3	5.4	6.1

Source: Behaviour & Sentiment Tracker January 2022
 Q: Do you intend to get the COVID 19 booster shot?
 Base: 16-34y n=324, 35-54y n=307, 55y+ n=313

Barriers

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