

Behaviour & Sentiment May 22 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. As our nation lives through the brunt of the COVID-19 peak, sees mandates disestablished, and reopens the borders, there is a need to understand what concerns New Zealanders have as they adapt to their 'new normal'.

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 adapt to our 'new normal', following disestablished mandates and reopening borders.

The specific objectives we set out to answer:

1. **Explore 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 the UAC brand?
2. **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?
3. **Information and influencers** – understand the effectiveness of information and the key sources of influence.
4. **An update on vaccinations** – are more New Zealanders getting boosted? Are more parents vaccinating their children? If not, what is stopping them?

Methodology

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

- Total sample n=818
- Margin of error at the 95% confidence interval is +/- 3.4%

Fieldwork ran from the 16th May – 26th May.

Key samples:

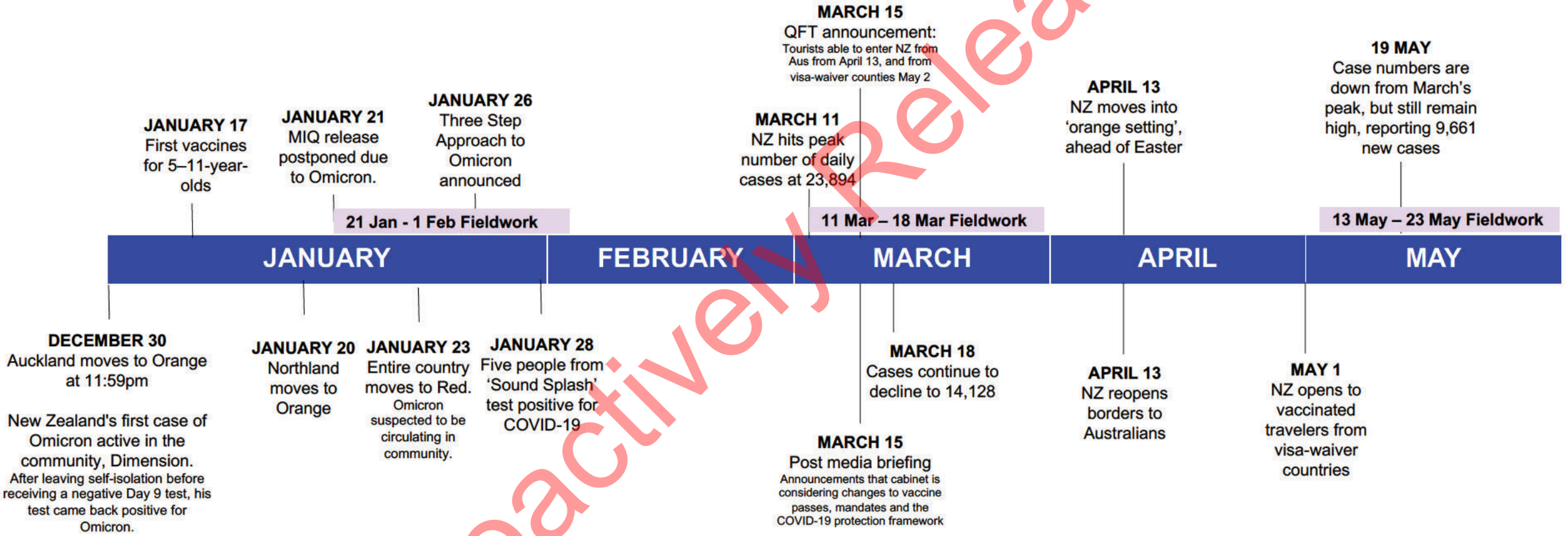
- Māori n=97
- Pasifika n=47

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 December Pulse Check.

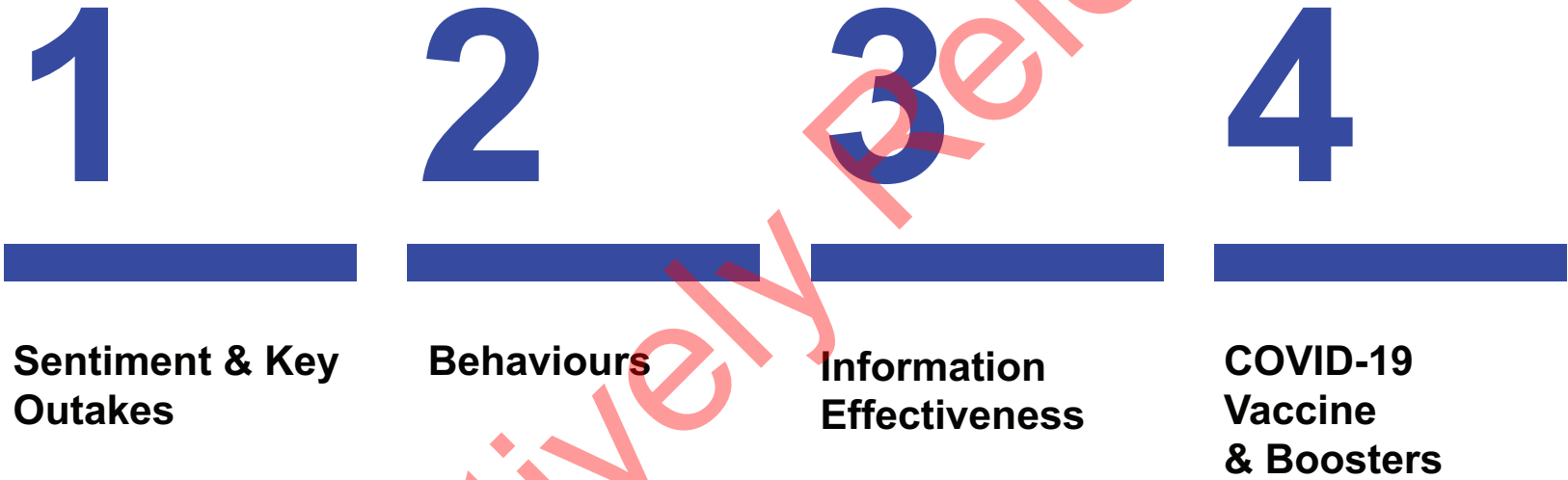
It is important to note that this is an online survey – people who do not have access to the internet are not represented in our findings.

Timeline



Proactively Released

Agenda



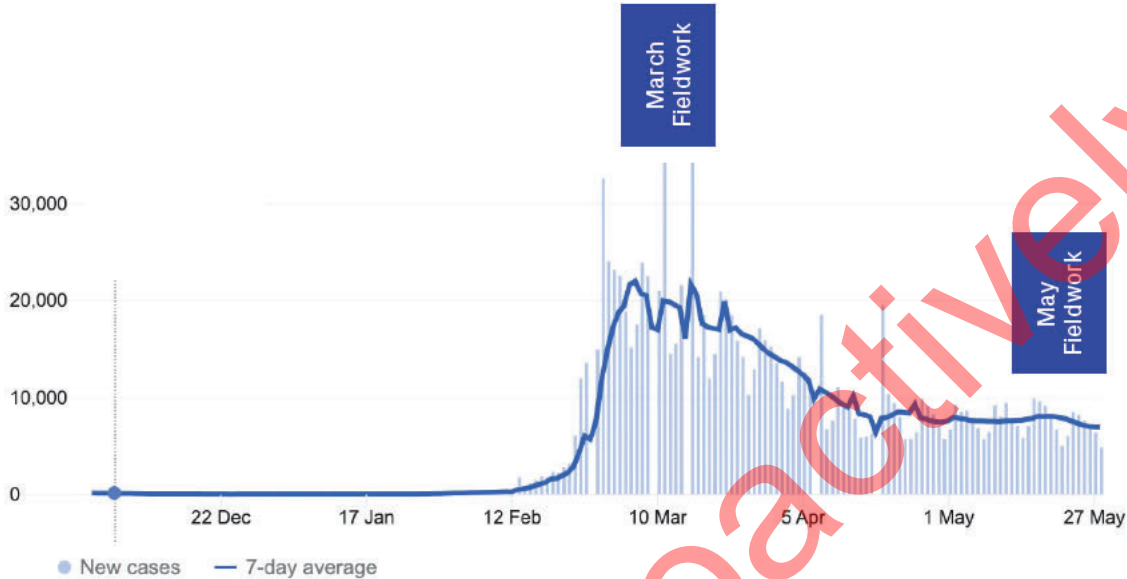
Sentiment

Proactively Released

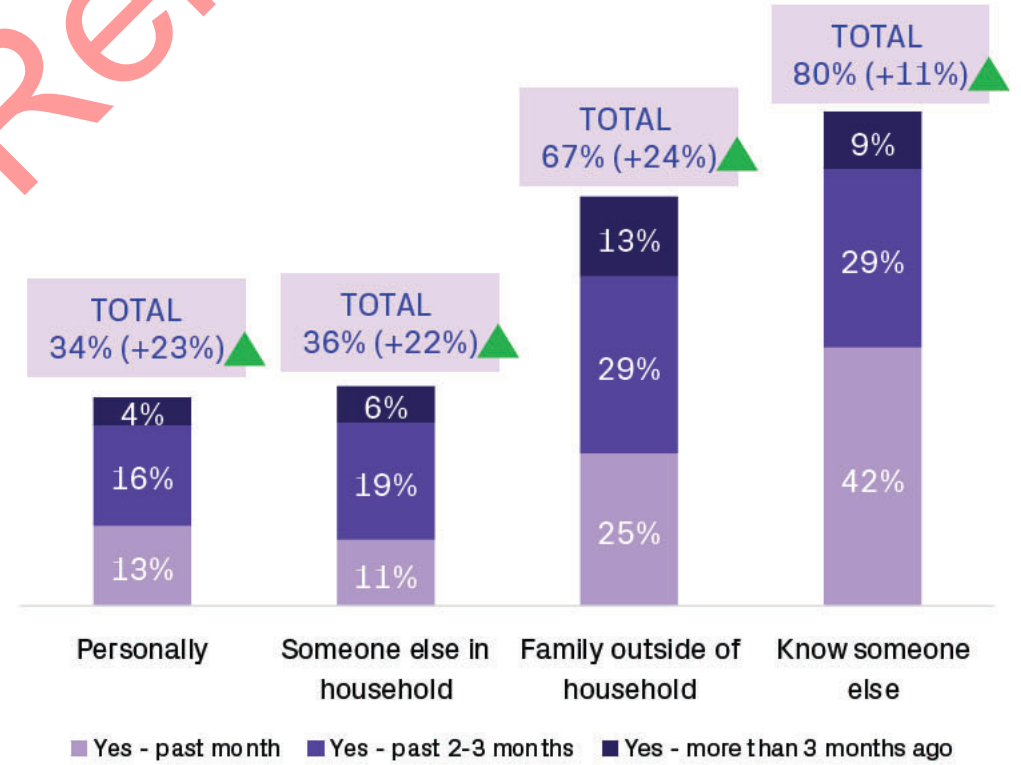
TRA

More New Zealanders have now had COVID-19

NEW ZEALAND COVID-19 CASE NUMBERS



NEW ZEALANDERS WHO HAVE HAD COVID-19



Source: Behaviour and Sentiment Tracker (May 22), Google Analytics
 Q: We would like to understand if you or someone you know has ever had COVID-19.
 Base: May-22 total sample n=818, Mar-22 total sample n=900

The 'cost of living' crisis is now the most salient worry for New Zealanders

COVID-19 is bundled up among other worries such as general finances, climate change and housing.

CONCERNS	MAY-22
Cost of living	77%
COVID-19	44%
Finances	43%
Climate change	39%
Housing	38%
Racism	27%
Career or workplace	19%
Politics	21%
New Zealand's borders now being open	19%
Terrorism	15%
Education	14%
Relationships with family	14%
Gender equality	11%
Influenza (the flu)	11%
Relationships with friends	9%

It's no surprise that the cost of living is the most dominant worry for NZers currently – it's topical, it's being covered daily in the media and it's directly affecting almost everyone.

Just under half of NZers are worried about COVID-19, but this is only just ahead of things like general finances, climate change and housing.

What does this tell us? There's a multitude of concerns on NZers minds, and COVID-19 is just one of them.

Source: Behaviour and Sentiment Tracker (May 22)

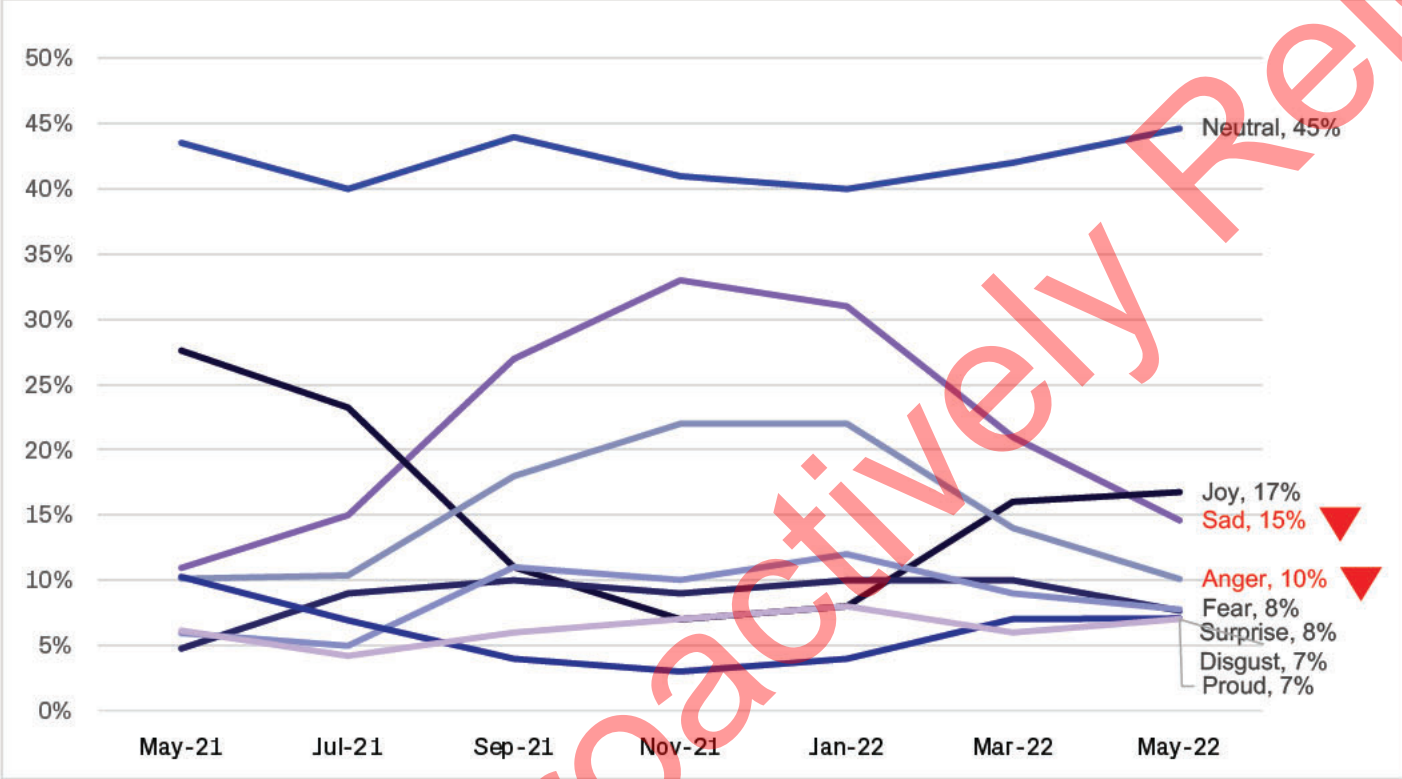
Q: From the list of topics below, can you please tell us which (if any) you are currently worried about?

Base: May-22 total sample n=818

This results in almost half of New Zealanders feeling 'neutral' towards the COVID-19 situation

Negative emotions continue to significantly decline since March.

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



In May 2022, we continue to see the feeling 'neutral' dominate (45%).

Negative emotions like 'sad' (15%) and 'anger' (10%) continue to track significantly down since March.

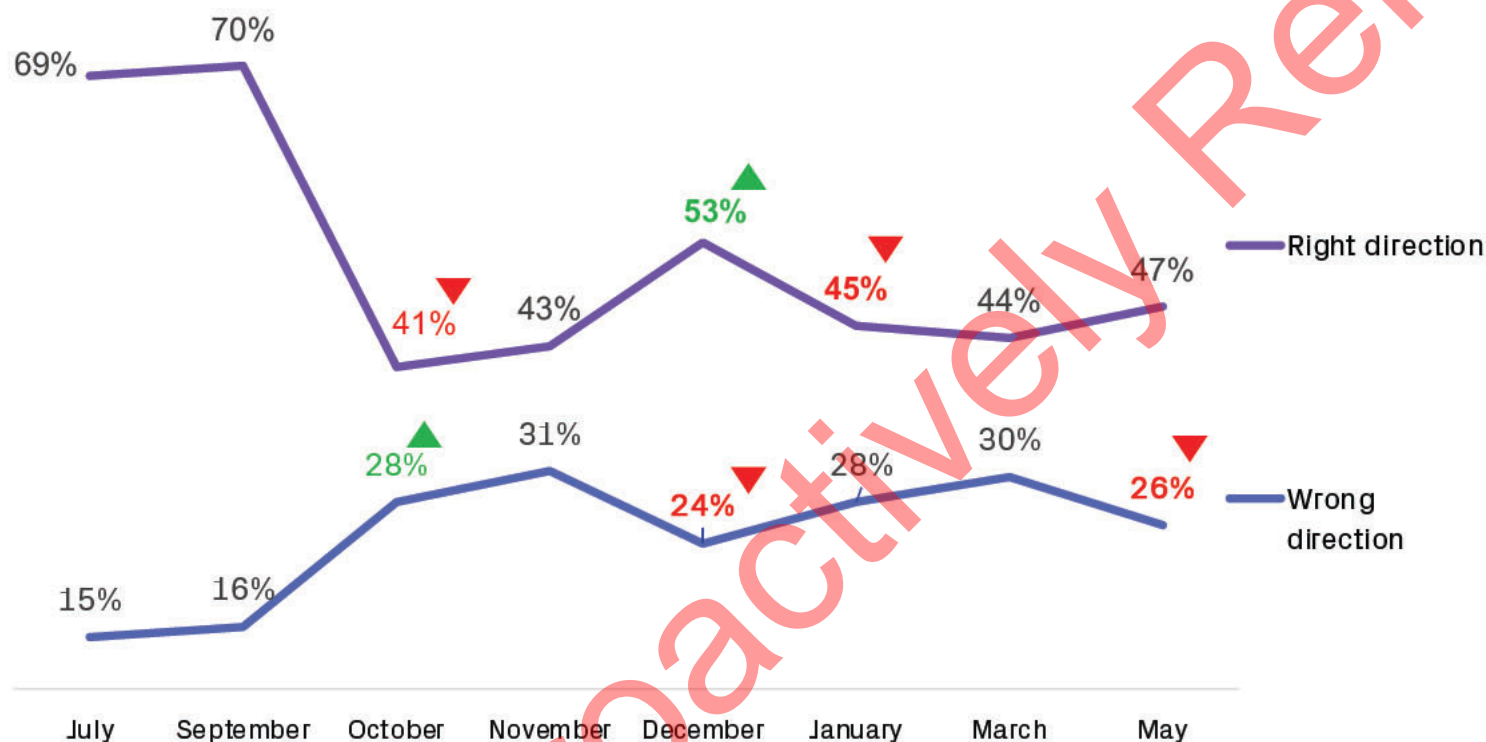
Source: Behaviour and Sentiment Tracker (May-21, Jul-21, Sep-21, Nov-21, Jan-22, Mar-22, May 22)
Q: What are your emotions at the moment regarding the situation with COVID-19 in New Zealand?
Base: May-22 total sample n=818, Mar-22 total sample n=900, Jan-22 total sample n=944, 7-Dec total sample n=411,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



We see a significant decline in those who think we, are moving in the wrong direction

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



...but this does still equate to one in four New Zealanders.

Source: 7 December Pulse 2021 & Behaviour and Sentiment Tracker (Jul-21, Sep-21, Nov-21 Jan-22, Mar-22, May-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: May-22 total sample n=822, 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 previous wave

Those who think we are moving in the 'wrong direction', are our 'rebels and deniers'

Who are they?

- Significantly more likely to have a **low concern about catching COVID-19** (36% vs. 24% 'right direction')
- Significantly less likely to **have been boosted** (60% vs. 81% 'right direction')
- And significantly more likely to say they **'definitely won't' get the booster** (44% VS. 8% 'right direction')

And why do they think we're moving in the wrong direction?

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

14%

Want to move on / go back to normal

"Need to drop mandates and learn to live with it"

"Time to lift restrictions and get on with life."

"They need to open up completely now"

12%

Feel as if we have given up

"It feels like we have given up and there is no clear way forward with managing the pandemic"

"We are giving up, like the rest of the world"

11%

State of the economy / debt

"Too much spending on the wrong things"

"We are getting into more debt"

"The cost of these isolations are going to have a massive cost later"

Source: Behaviour and Sentiment Tracker (May-22)

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

Q: And why is that?

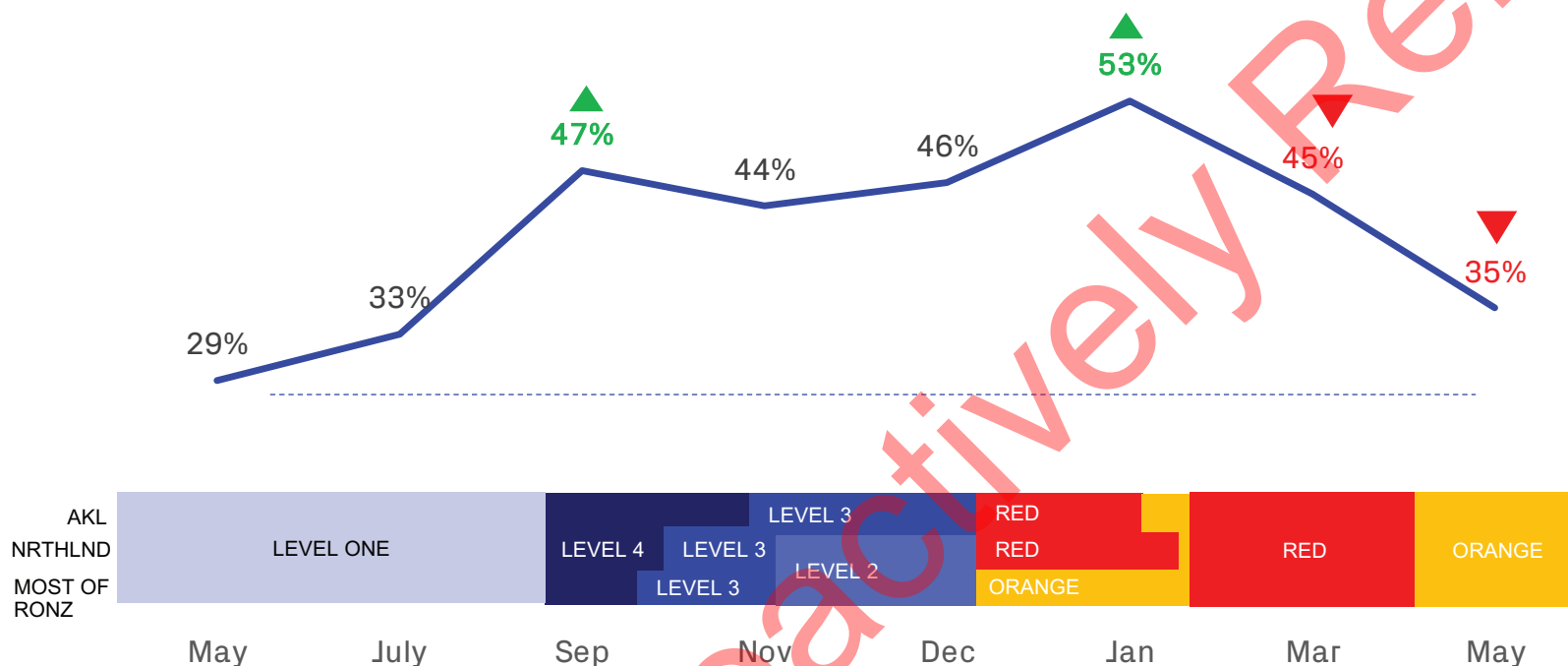
Base: May 22 total sample n=818, Think we're going in the 'wrong direction' n=208

CONFIDENTIAL © TRA 2022

As New Zealander's adapt to their 'new normal', there is less uncertainty for the future

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

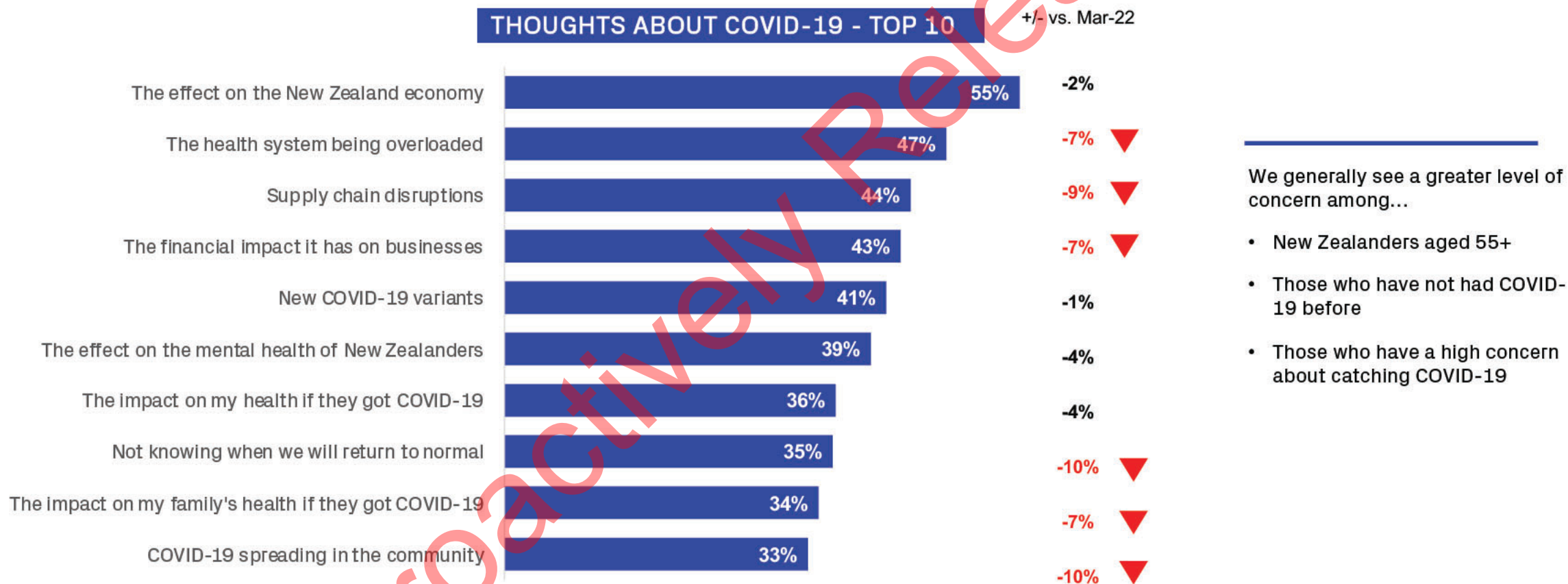
In May, just one third of New Zealander's are thinking about 'not knowing when we will return to normal', significantly down from January and March.



Source: Behaviour and Sentiment Tracker (Mar-22, May-22, Jul-21, Sep-21, Nov-21, Jan-22m Mar-22), 7-Dec Pulse
 Q: What are you thinking about in terms of the impact of COVID-19 in New Zealand?
 Base: May total sample size n=818, Mar total sample size n=900, 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

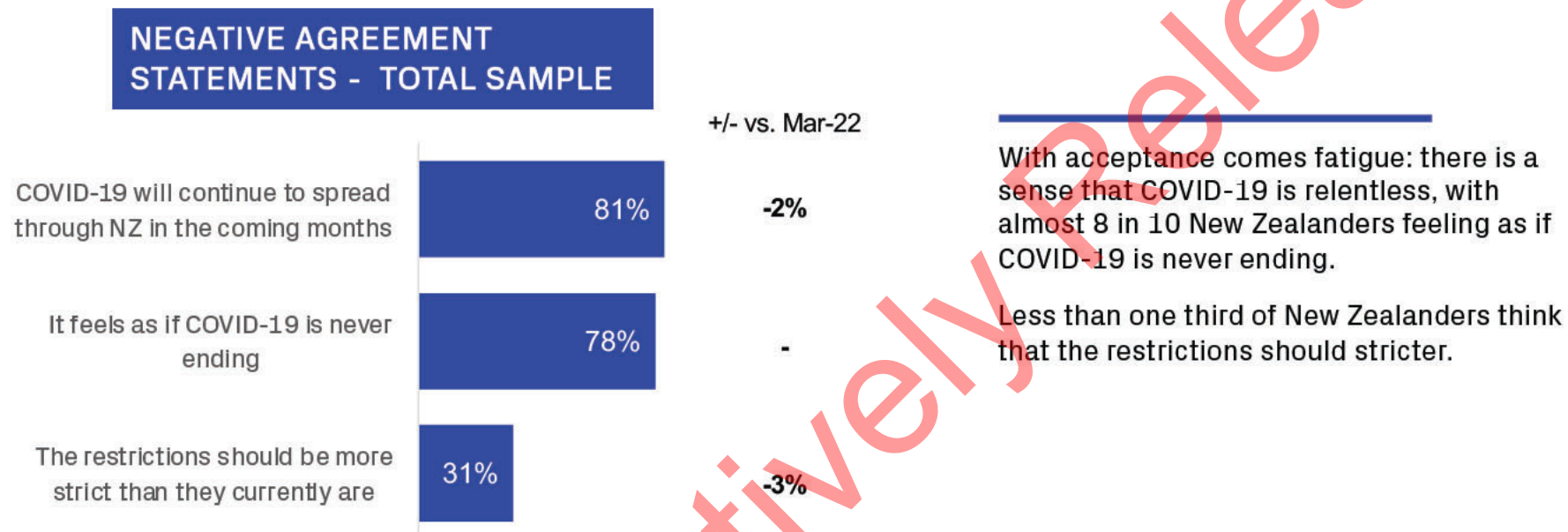
There are still concerns for half of New Zealanders, although this is declining

Collective concerns, like the effect on the economy, the healthcare system being overloaded and supply chain disruptions continue to be the top concerns.



Source: Behaviour and Sentiment Tracker (May-22, Mar-22)
 Q: What are you thinking about in terms of the impact of COVID-19 in New Zealand?
 Base: Mar-22 total sample n=900, May-22 total sample n=818

People recognise that COVID-19 will continue to spread in the community



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

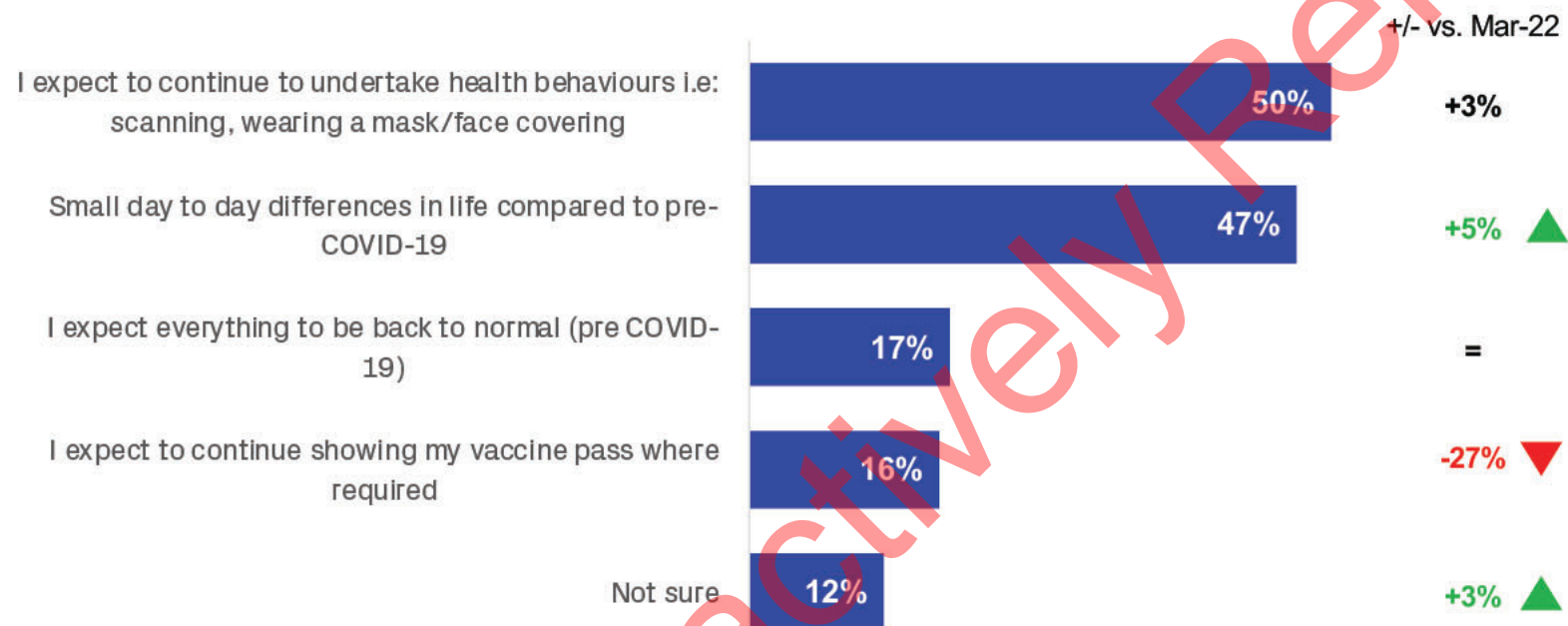
Q: Here are some things other people have said. To what extent do you agree or disagree? (NET Agree: strongly agree + agree)

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

Base: Mar-22 total sample n=900, May-22 total sample n=818, not had COVID-19 n=518

As we recognise the longevity of the pandemic, we understand that this 'new normal' will continue for some time

EXPECTATIONS OF LIFE IN NEW ZEALAND IN THE NEXT YEAR – TOTAL SAMPLE



As we come to terms with the 'new normal', less than 1 in 5 (17%) expect everything to be 'back to normal' (pre-COVID) in the next year.

Half of NZers expect to continue to undertake health behaviours or think there will be small day-to-day differences.

We see a significant decline (-27%) in the number of NZers who expect to continue showing their Vaccine Pass – aligning with the disestablishment prior to fieldwork.

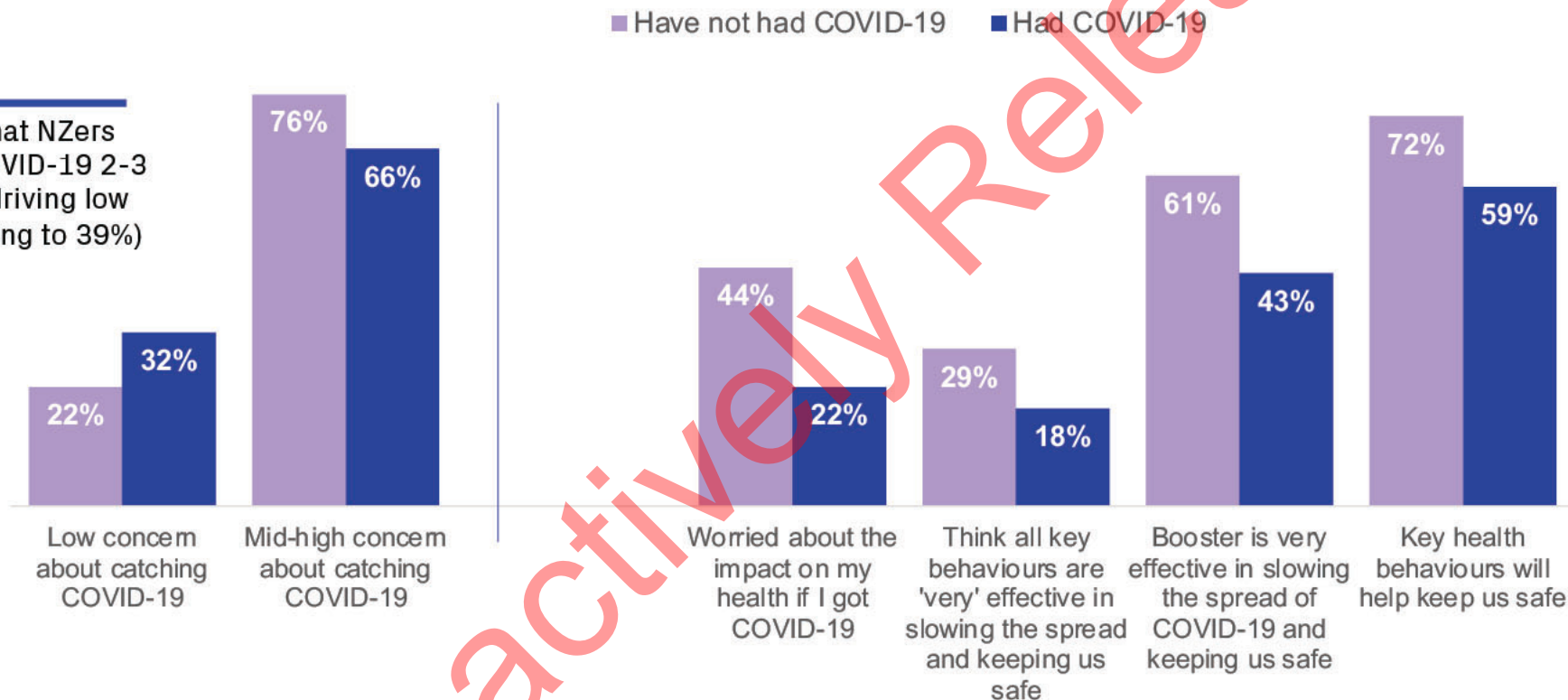
Source: Behaviour and Sentiment Tracker (Mar-22, May-22)
 Q: What do you think life will be like in New Zealand in the next year?
 Base: Mar total sample n=900, May total sample n=818

Once someone experiences COVID-19, they become less concerned, and therefore more complacent.

Proactively Released

Those who have had COVID-19 are more complacent in mindset

We have found that NZers who have had COVID-19 2-3 months ago are driving low concern (increasing to 39%)



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

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

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

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

(low concern = 1-3) (Note: March = Omicron, May = COVID-19)

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

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

Base: May-22. Had COVID-19 n=274, never n=518

SENTIMENT – key outtakes

#1

We have accepted, and are settling into the ‘new normal’ having lived through the COVID-19 peak. There is declining concern around COVID-19 – whether it be personally catching it, or the greater effect on the nation.

#2

COVID-19 is not ‘top of mind’, with the ‘cost of living’ crisis taking share of voice.

#3

New Zealanders who have caught COVID-19 are less likely to think health behaviours are effective in slowing the spread and keeping New Zealanders safe.

Behaviours

Proactively Released

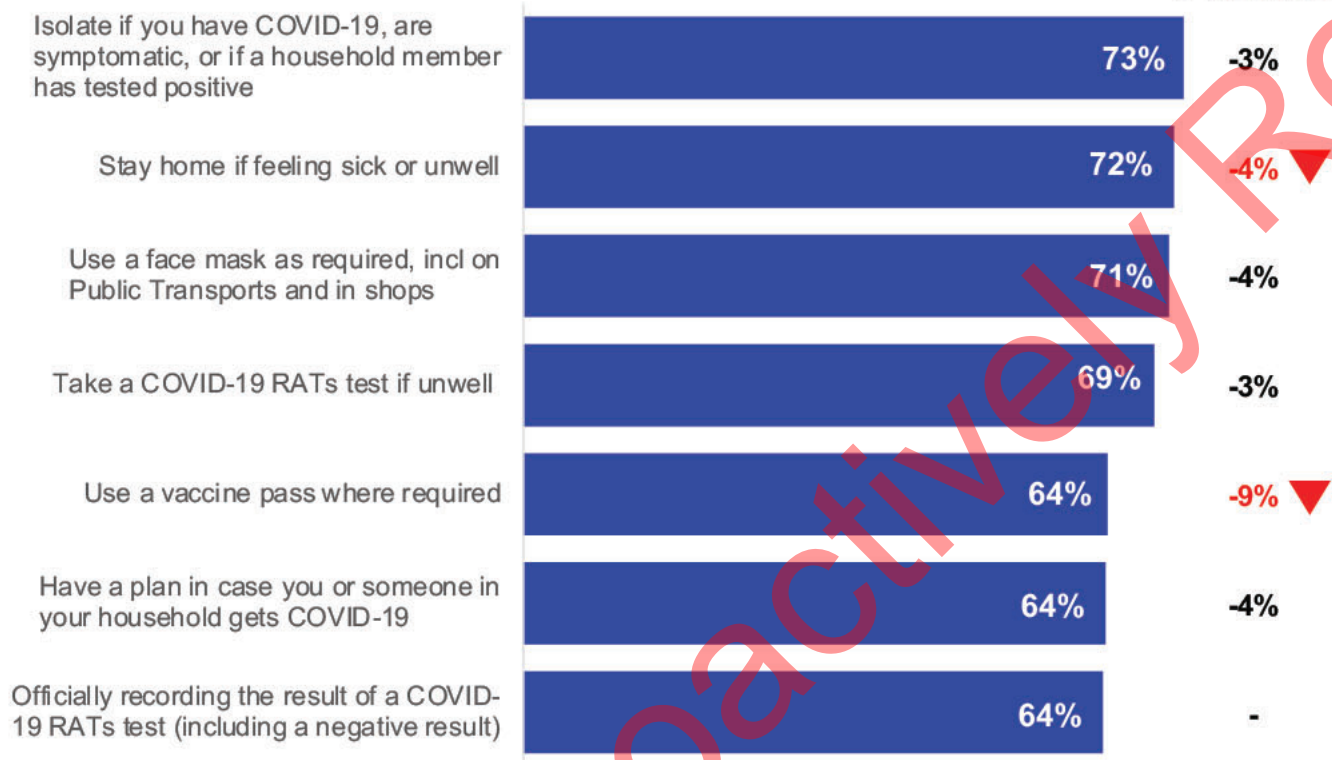
21

TRA

There has been a decline in willingness to comply with staying home and vaccine passes

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

+/- vs. Mar-22



Isolating, staying home if unwell, wearing a mask and taking a RATs test are the behaviours New Zealander's are most willing to comply with, though we see a general decline in willingness across the board.

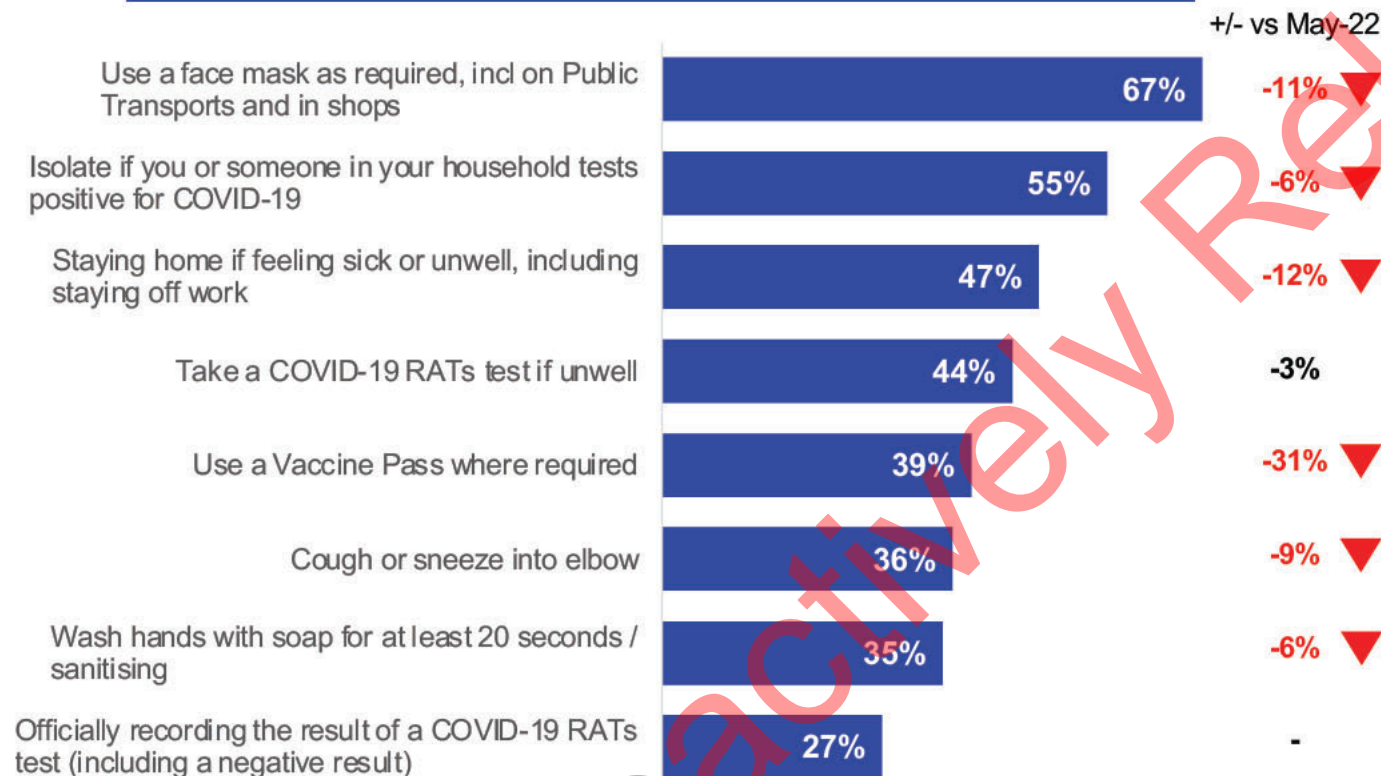
Again, those with higher concern in catching COVID-19 are more willing to comply with key health behaviours, as are NZers who have not had COVID-19.

-5% willingness gap between taking a RATs test and officially recording the result

Source: Behaviour and Sentiment Tracker (Mar-22, May-22)
 Q: How willing are you to do the following? (Very willing, happy to comply)
 Base: Mar-22 total sample n=900, May-22 total sample n=818

And significant declines in compliance across almost all key health behaviours

PROJECTIVE COMPLIANCE (ALWAYS / MOST OF THE TIME)



Mask wearing has the highest compliance at 67%, while compliance with most other health behaviours are being undertaken by less than half of New Zealanders.

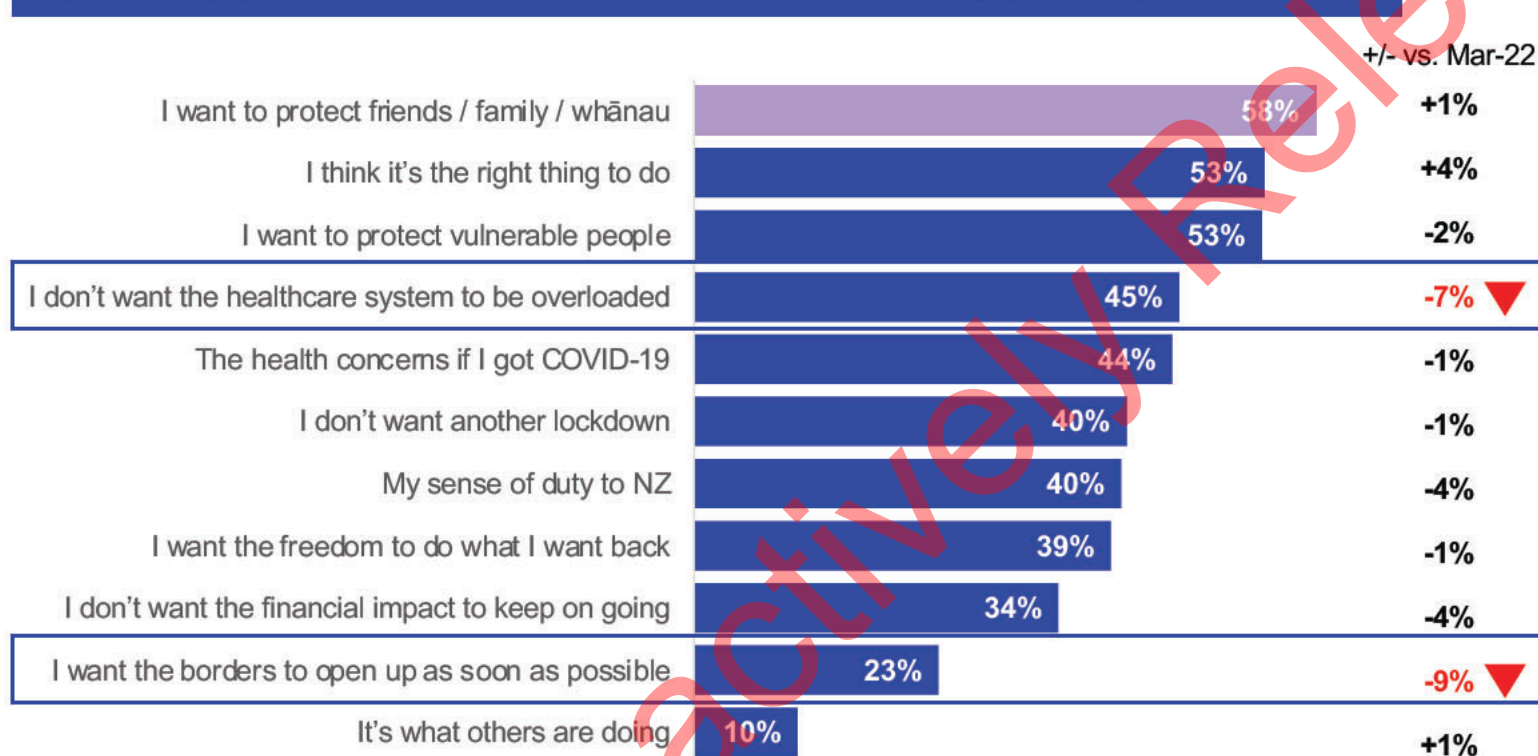
With 'My Vaccine Pass' made redundant in April, it's no surprise we see such a major decline in compliance (-31%).

A large gap of -17% between compliance with testing and compliance with recording results

Source: Behaviour & Sentiment Tracker (Mar-22, May-22)
 Q: How often do you think other New Zealanders do the following? (always + most of the time)
 Base: : Mar-22 total sample n=900, May-22 total sample n=818

A key motivator to continue undertaking health behaviours is to protect loved ones

MOTIVATORS TO COMPLY WITH GOVERNMENT GUIDELINES – TOTAL SAMPLE



The top motivations surrounding 'protection' are a mix of collective and individualistic – protecting your own loved ones but also protecting other vulnerable people. The shifts we see align with the context – back in March, there was a lot of messaging surrounding the importance of vaccinations and key health behaviours as the healthcare system would not cope with any dramatic influx.

New Zealanders are also less likely say the border reopening is a motivator (reflective of the border status and announcements).

Source: Behaviour & Sentiment Tracker (Mar-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: Mar-22 total sample n=900, May-22 total sample n=818

In general, those who have had COVID-19 have weaker motivations to continue carrying out health behaviours

	Have had COVID-19	Have not had COVID-19
I want to protect my friends/family/whānau	49% ▼	63%
I want to protect vulnerable people	44% ▼	59%
I think it's the right thing to do	43% ▼	59%
The health concerns if I got COVID-19	32% ▼	52%
I don't want the healthcare system to be overloaded	40% ▼	48%
I don't want another lockdown	34% ▼	44%
My sense of duty to NZ	32% ▼	44%
I want the freedom to do what I want back	40%	40%
I don't want the financial impact to keep going on	31%	35%
I want the borders to open up as soon as possible	24%	22%
It's what others are doing	10%	10%

But the top motivator remains 'I want to protect friends and family', regardless of whether or not the person has caught COVID-19.

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

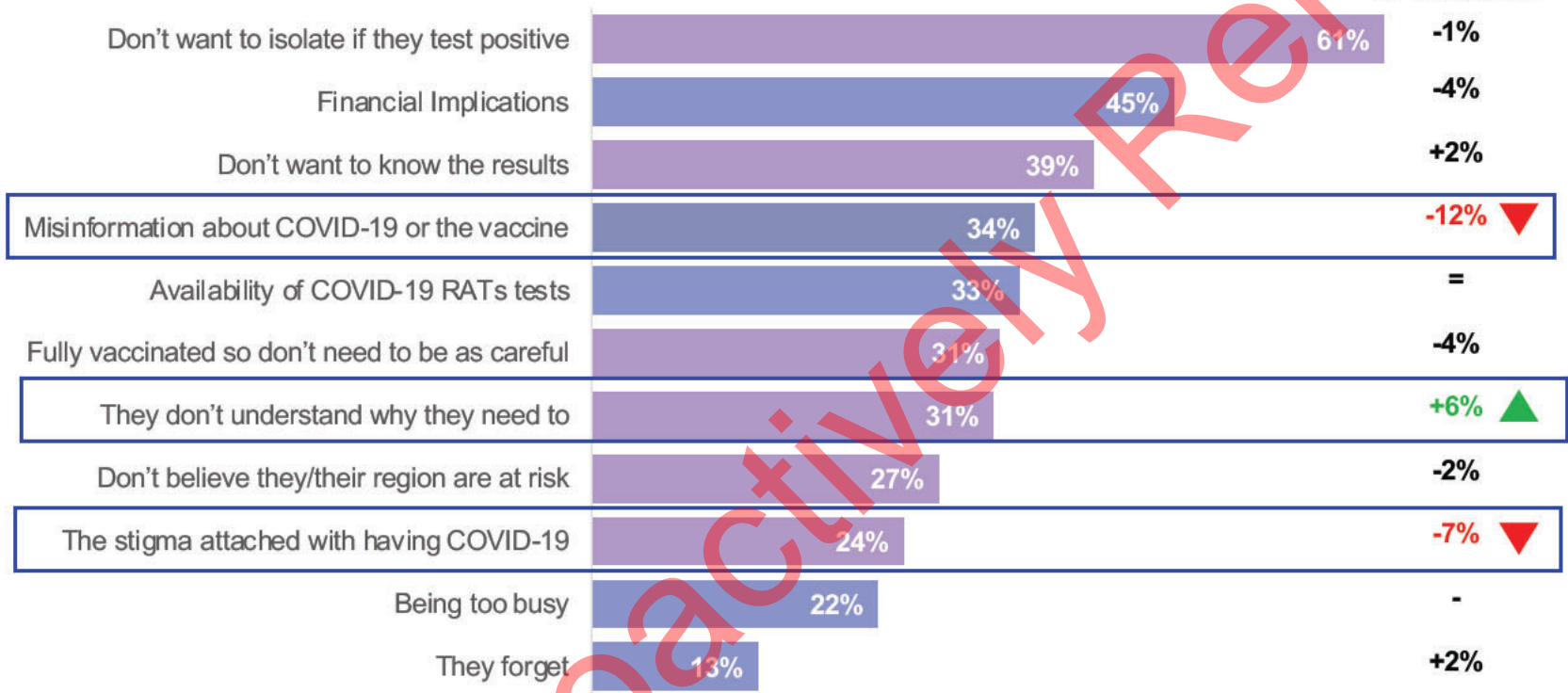
Q: Which of the following are most likely to make you continue practicing key health behaviours (i.e; isolating, wearing face masks), even if not mandatory anymore? Note: March statement was "I think it's the right thing to follow the rules and laws"

Base: May-22 total sample n=818. Had COVID-19 n=274, never n=518

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

BARRIERS TO TESTING FOR COVID-19 – TOTAL SAMPLE

+/- vs. Mar-22



- Functional barrier
- Attitudinal barrier
- Informational barrier

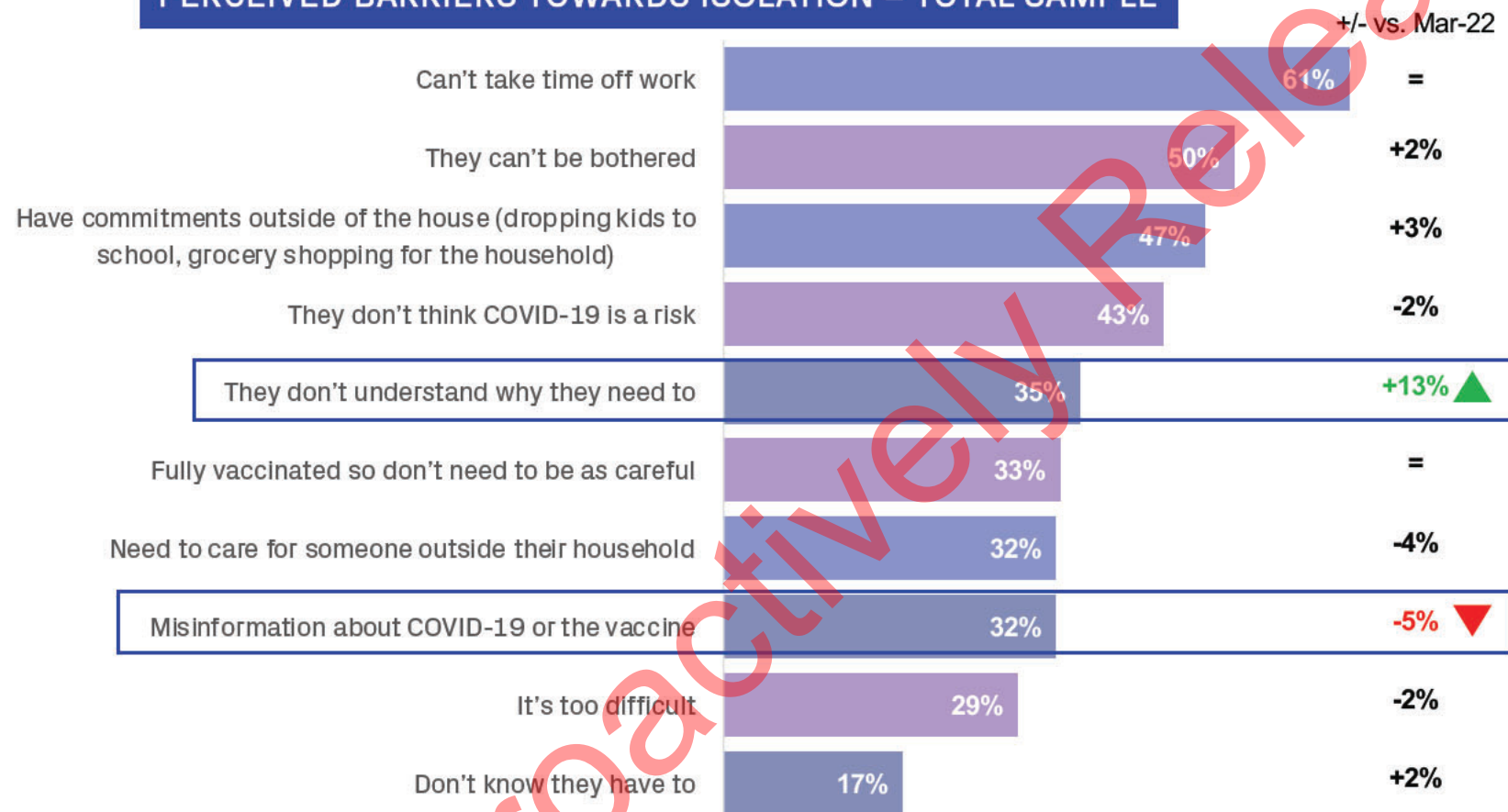
Misinformation as a barrier has significantly declined since March. As more NZers personally experience COVID-19, there is less stigma attached with having it.

There has been an increase in those who think 'they don't understand why they need to'.

Source: Behaviour & Sentiment Tracker (Mar-22, May-22)
 Q: What do you think might stop other people from taking a COVID-19 RATs test?
 Base: Mar-22 total sample n=900, May-22 total sample n=818

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

PERCEIVED BARRIERS TOWARDS ISOLATION – TOTAL SAMPLE



- Functional barrier
- Attitudinal barrier
- Informational barrier

The functional barrier of not being able to take time off work remains the #1 barrier to isolation. Like we saw for testing barriers, there is a significant decrease in misinformation about COVID-19 or the vaccine being a barrier.

We see a significant increase in those who “don't understand why they need to”.

Source: Behaviour & Sentiment Tracker (Mar-22, May-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: Mar-22 total sample n=900, May-22 total sample n=818

If you have had COVID-19, you are less willing to comply with key health behaviours

HAD COVID-19	HAVE NOT HAD COVID-19
<ul style="list-style-type: none"> - <i>Less worried about the impact on their health if they got COVID-19 (22%)</i> 	<ul style="list-style-type: none"> - <i>More worried about the impact on their health if they got COVID-19 (44%)</i>
<ul style="list-style-type: none"> - <i>Less likely to think that key health behaviours will help keep us safe (59%)</i> 	<ul style="list-style-type: none"> - <i>More likely to think that key health behaviours will help keep us safe (72%)</i>
<ul style="list-style-type: none"> - <i>Less likely to think a range of health behaviours are effective in slowing the spread of COVID-19</i> 	<ul style="list-style-type: none"> - <i>More likely to think a range of health behaviours are effective in slowing the spread of COVID-19</i>
<ul style="list-style-type: none"> - And therefore less willing to comply with key health behaviours 	<ul style="list-style-type: none"> - And therefore more willing to comply with key health behaviours

Source: Behaviour & Sentiment Tracker May-22

Q: We would like to understand if you or someone you know has ever had COVID-19.

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

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

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

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

Base: May-22 total sample n=818. Had COVID-19 past month n=103, past 2-3 months n=135, ever n=274, never n=518

And the longer time that elapses since you have had Covid-19, the more complacent you get

HAD COVID-19 1 MONTH AGO	HAD COVID-19 2-3 MONTHS AGO	HAD COVID-19	HAVE NOT HAD COVID-19
<ul style="list-style-type: none"> - Worried about the impact on their health if they got COVID-19 (26%) - Key health behaviours will help keep us safe (67%) 	<ul style="list-style-type: none"> - Even less worried about the impact on their health if they got COVID-19 (16%) - Less likely to think key health behaviours will help keep us safe (52%) - Less likely to think face masks and booster shots are very effective - Less willing to use a face mask and stay at home if sick - More likely to strongly disagree that the restrictions should be stricter that they currently are 	<ul style="list-style-type: none"> - Less worried about the impact on their health if they got COVID-19 (22%) - Less likely to think that key health behaviours will help keep us safe (59%) - Less likely to think a range of health behaviours are effective in slowing the spread of COVID-19 - And therefore less willing to comply with key health behaviours 	<ul style="list-style-type: none"> - More worried about the impact on their health if they got COVID-19 (44%) - More likely to think that key health behaviours will help keep us safe (72%) - More likely to think a range of health behaviours are effective in slowing the spread of COVID-19 - And therefore more willing to comply with key health behaviours

Source: Behaviour & Sentiment Tracker May-22
 Q: We would like to understand if you or someone you know has ever had COVID-19.
 Q: What are you thinking about in terms of the impact of COVID-19 in NZ?
 Q: Here are some things other people have said. To what extent do you agree or disagree? (NET Agree: strongly agree + agree)
 Q: How effective do you think each of these can be in slowing the spread of COVID-19 and keeping New Zealander's safe?
 Q: How willing are you to do the following? (Very willing, happy to comply)
 Base: May-22 total sample n=818. Had COVID-19 past month n=103, past 2-3 months n=135, ever n=274, never n=518

BEHAVIOURS – key outtakes

#1

As more New Zealanders experience COVID-19 first-hand, they are less convinced on the effectiveness of carrying out health behaviours, and therefore become less willing to actually undertake them.

#2

There is a compliance gap between taking a RATs test and officially recording the result.

#3

Despite compliance waning, there is a universal motivator to continue carrying out health behaviours to protect others.

IMPLICATION

As New Zealander's experience COVID-19 first hand, they doubt the efficacy of health behaviours and become more complacent.

There is a need to intervene with the lack of compliance to remind NZers why they need to remain diligent.

Information

Proactively Released

TRA

Exposure to COVID-19 related topics has significantly declined across the board since March

“YOU SEE OR HEAR ABOUT IT ALL THE TIME”	MAY-22	MAR-22	+/- vs. MAR-22
Wearing a mask	29%	43%	-14% ▼
Staying home and getting a test if sick	25%	41%	-16% ▼
Taking a RATs test and officially recording the result	23%	34%	-12% ▼
Omicron	21%	51%	-30% ▼
COVID-19 booster shots	21%	44%	-23% ▼
COVID-19 spreading in the community	19%	44%	-25% ▼
What to do if you get COVID-19	18%	32%	-14% ▼
Flu Jabs	17%	-	-
New Zealand’s border being back open	17%	-	-
Being ready and have a plan if you get COVID-19	14%	24%	-10% ▼
Isolation requirements	14%	27%	-13% ▼
New COVID-19 variants	12%	16%	-4% ▼
Officially recording the result of a COVID-19 RATs test (including a negative result)	12%	-	-
The ‘COVID-19 Protection Framework’ (traffic light system)	12%	19%	-8% ▼
When 5 to 11 year olds can get vaccinated	11%	18%	-7% ▼
Vaccination passes	9%	29%	-19% ▼

NZers are less likely to agree that they’re hearing about COVID-19 related topics on a regular basis.

Some of the greatest decreases include **Omicron, COVID-19 spreading in the community, COVID-19 booster shots, and vaccination passes.**

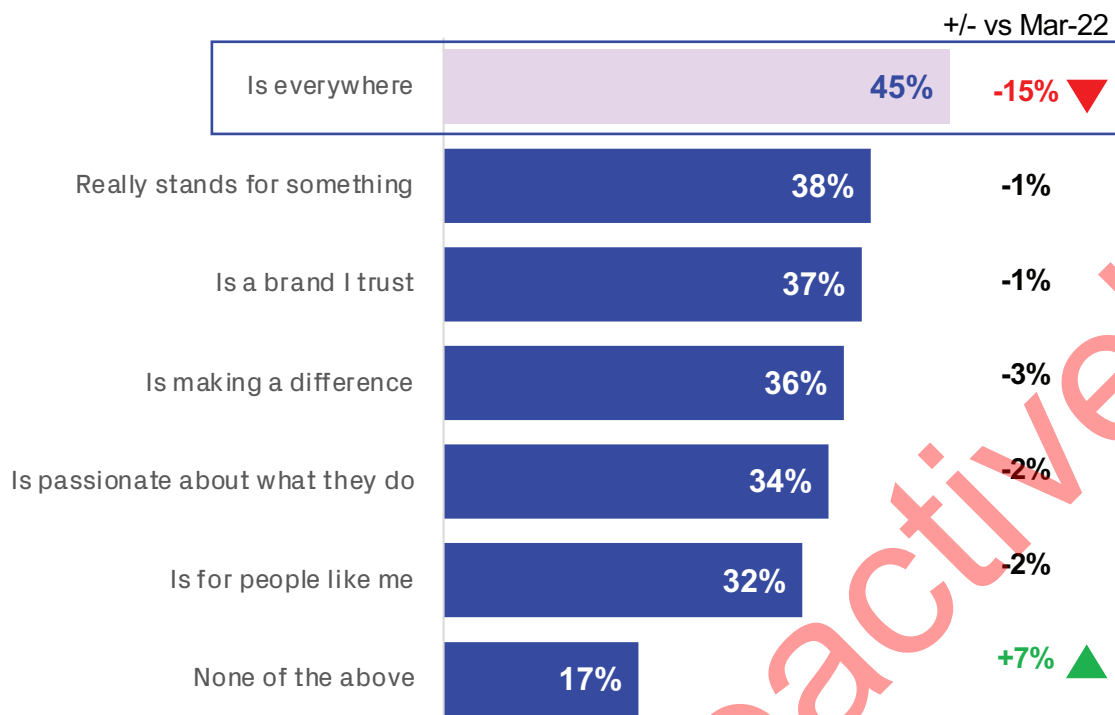
Source: Behaviour and Sentiment Tracker (Mar-22, May-22)

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

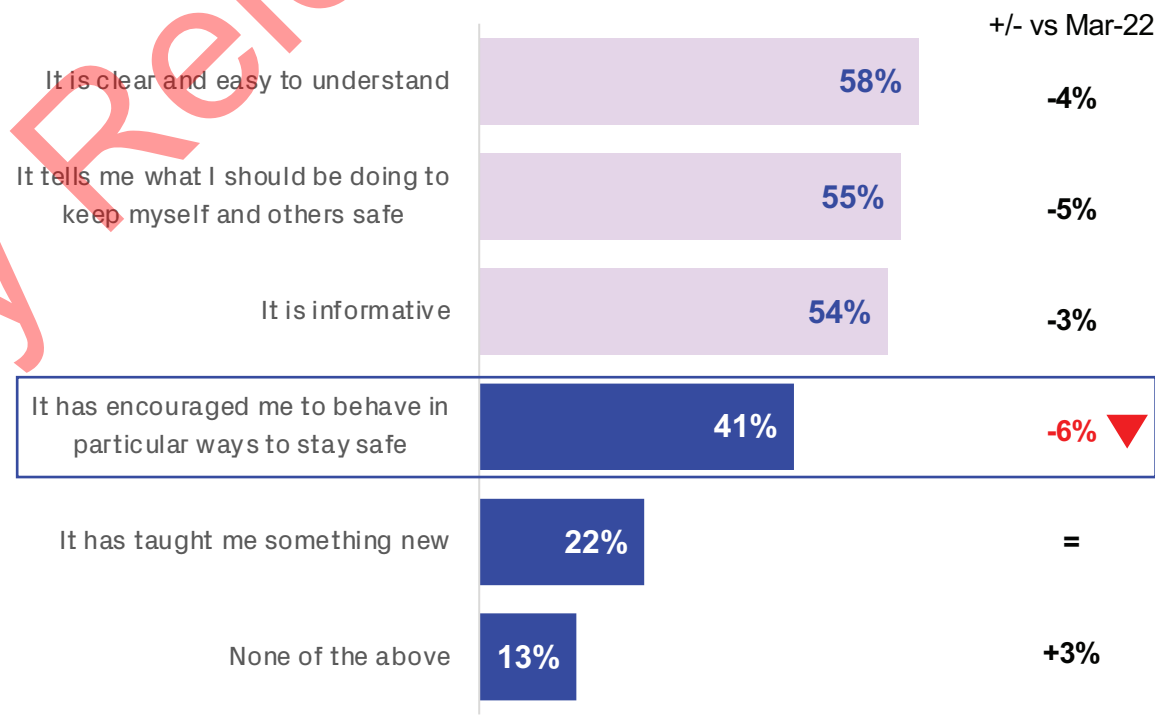
*Base: Mar-22 total sample N=900, May-22 total sample N=818

In line with general COVID-19 topic declines, New Zealanders do not feel as if they are seeing the UAC brand as much

ASSOCIATIONS WITH THE 'UNITE AGAINST COVID-19' BRAND



'UNITE AGAINST COVID-19' BRAND EFFECTIVENESS



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

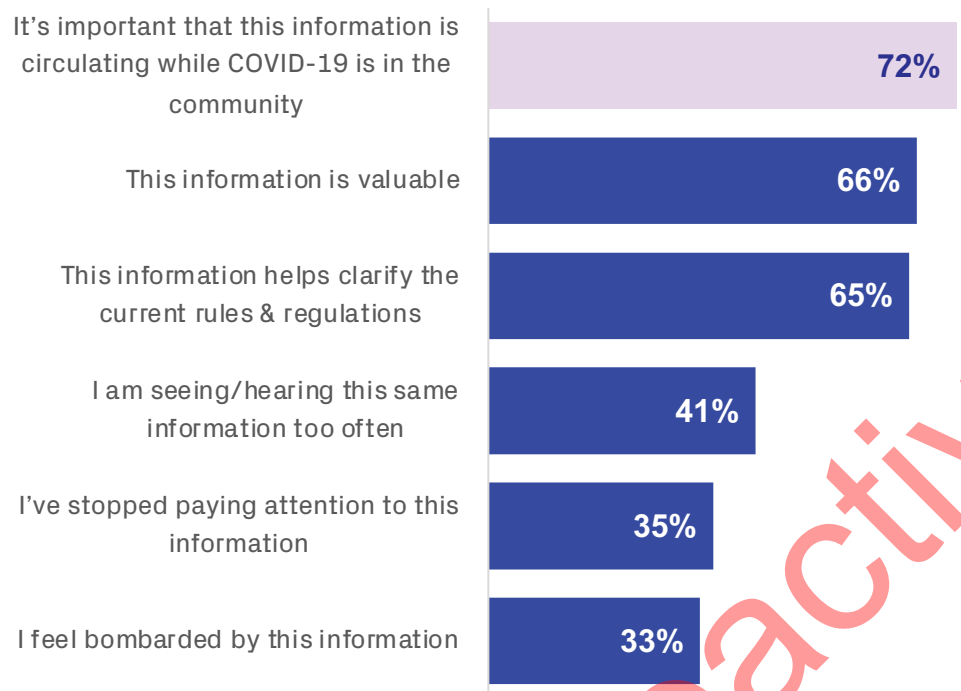
Q: Do you feel that Unite Against COVID-19...?

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?

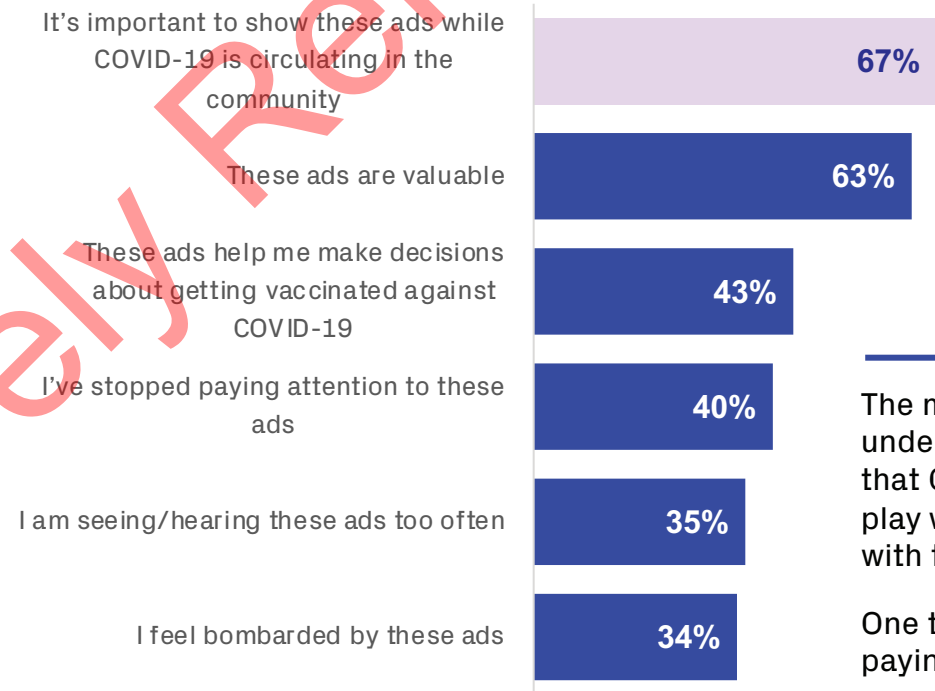
Base: Mar-22 total sample n=900, May-22 total sample n=818

The majority of New Zealanders understand the value of UAC and vaccination messaging

COMMS WEAR OUT - UAC



COMMS WEAR OUT - VACCINE



The majority of NZers understand the important role that COVID-19 communications play whilst we continue to live with the virus.

One third (35%) have stopped paying attention to UAC comms.

Source: Behaviour and Sentiment Tracker (May-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: May-22 total sample n=818

Comms wear out is more likely to be experienced by younger people

But there are some strong attitudinal differences too

DEMOGRAPHICS:

- Significantly more likely to be 16-34 (38% vs. 22%) and significantly less likely to be 55+ (28% vs. 45%)
- Slight skew towards employed full-time (45% vs. 35%) and less likely to be retired (15% vs. 23%)

ATTITUDES:

- Significantly more likely to have had COVID-19 (41% vs. 25%), specifically in the past month (16% vs. 9%).
- Significantly more likely to have low concern in catching COVID-19 (36% vs. 14%)
- Significantly More likely to think we are heading in the wrong direction (32% vs. 19%)
- Slight skew towards unvaccinated (9% vs. 2%)

(%s comparing those who agree/strongly agree with at least one of the comms wear out statements vs. those who don't agree)

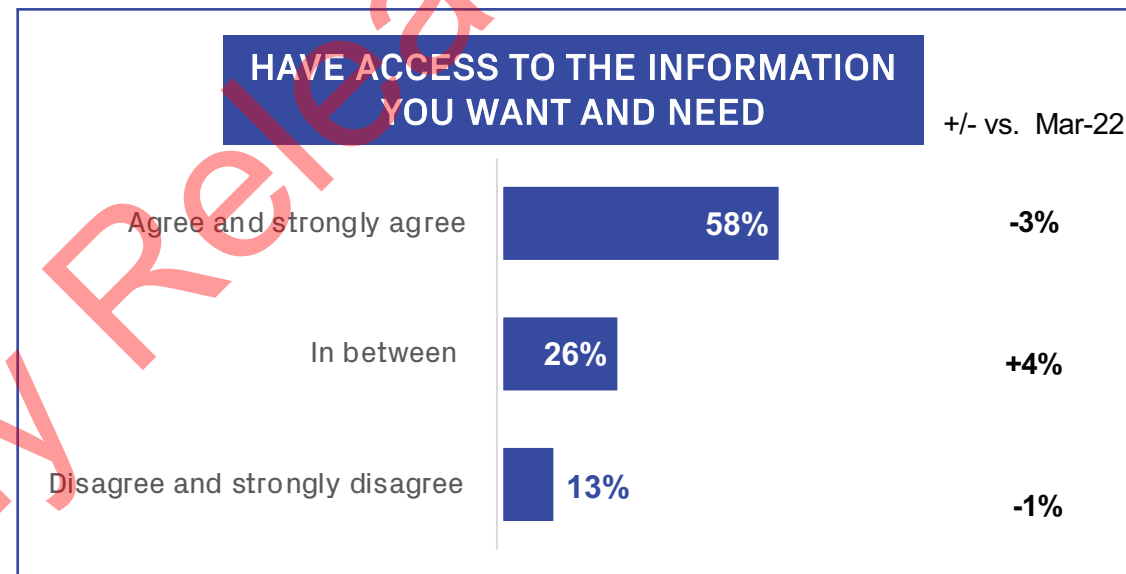
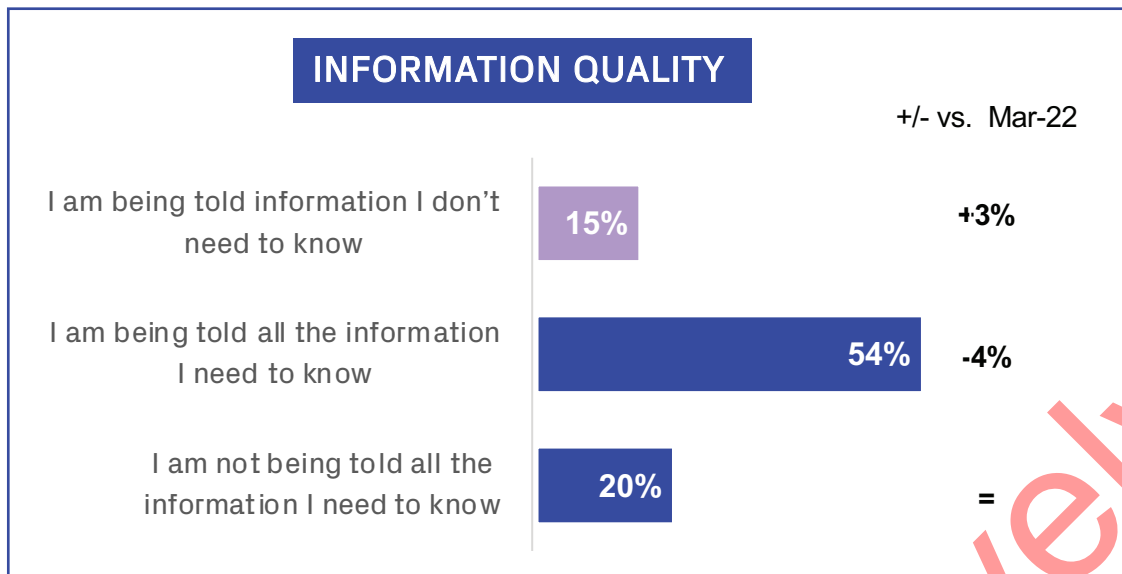
Source: Behaviour & Sentiment Tracker (Mar-22, May-22)

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, Agree with at least one: "I am seeing/hearing this same information too often", "I feel bombarded by this information", "I've stopped paying attention to this information" N=446

Information quality and access remains stable since March

Though we see a subtle reallocation from being ‘told all the information they need’ into ‘being told information they don’t need to know’



“I AM BEING TOLD INFORMATION I DON’T NEED TO KNOW”

- Those who have personally had COVID-19 in the past month
- Low concern of catching COVID
- Think we’re moving in the wrong direction
- Have not been vaccinated

Source: Behaviour and Sentiment Tracker (Mar-22, May-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: Mar-22 total sample n=900, May-22 total sample n=818

The 'deniers and rebels' feel like they don't have quality & accessible COVID-19 information

THOSE WHO FEEL LIKE THEY DON'T HAVE ALL THE INFORMATION THEY NEED / DON'T HAVE ACCESS TO IT

DENIERS & REBELS

- More likely to think we are heading in the wrong direction (47% vs 26%)
- More likely to have not been vaccinated (12% vs. 6%) and say they will definitely not get the booster (41% vs. 26%)

INFORMATION NEEDS

Clarity on rules

"Exactly what the rules are it is very confusing"

"Clear explanation of things instead of vague answers on covid website"

"It's just confusing at the moment. Too much information and changes constantly. It's hard to keep up and do the right thing. More straight forward easy information would be better. I feel bombarded and I'm still not sure what to follow."

The truth – deniers/rebels

"Truth behind case numbers, alternate vaccines and effectiveness"

"The truth, we are only being told what the government thinks we should be told"

"The government being more honest and up front in what is going on. We don't need to be advised of an announcement of an announcement."

Source: Behaviour and Sentiment Tracker (May-22)

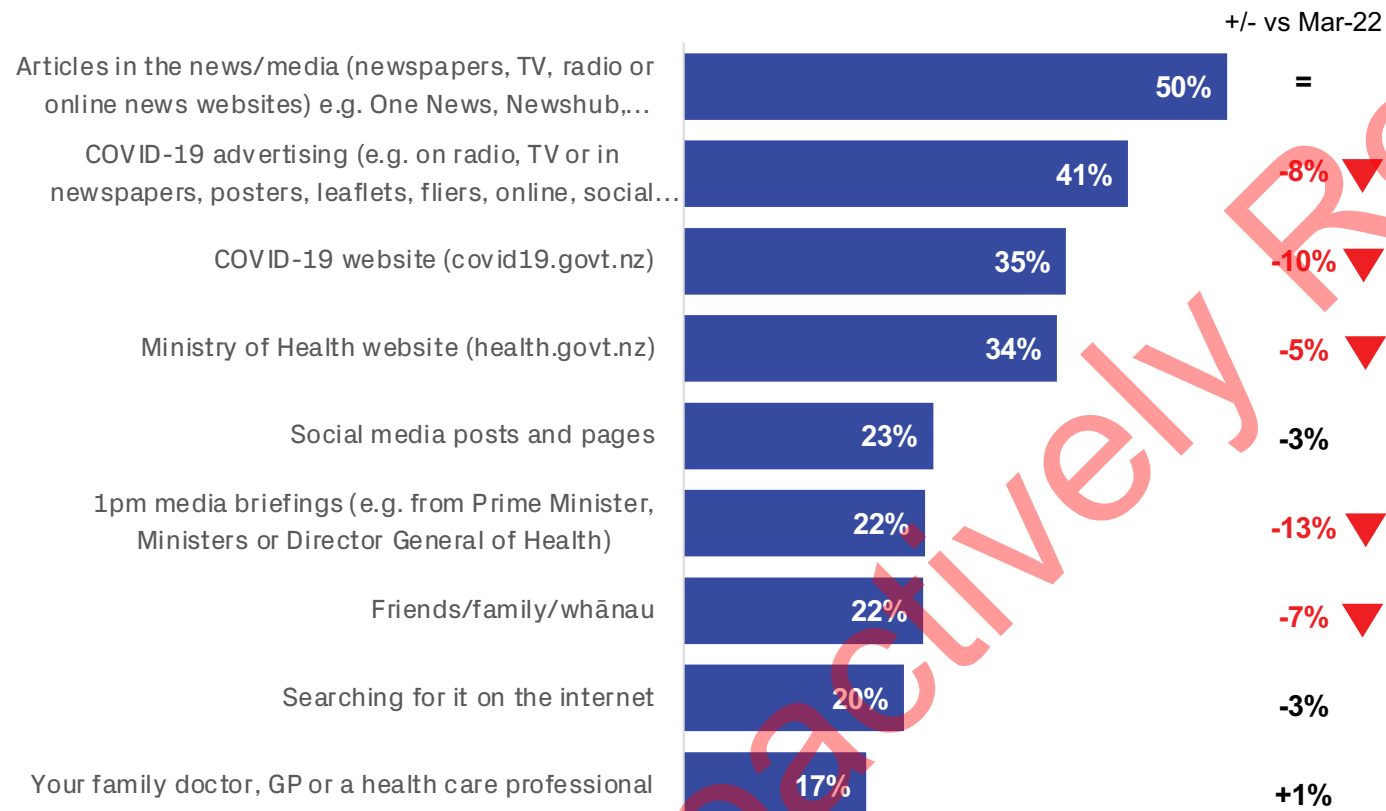
Q: What other information would you find helpful?

Base: May-22 not being told info I need to know or does not have all the info they want and need sample n=191

Articles in the media continue to be the top source of information

But we continue to see decreases in use of many information sources

TOP INFORMATION SOURCES



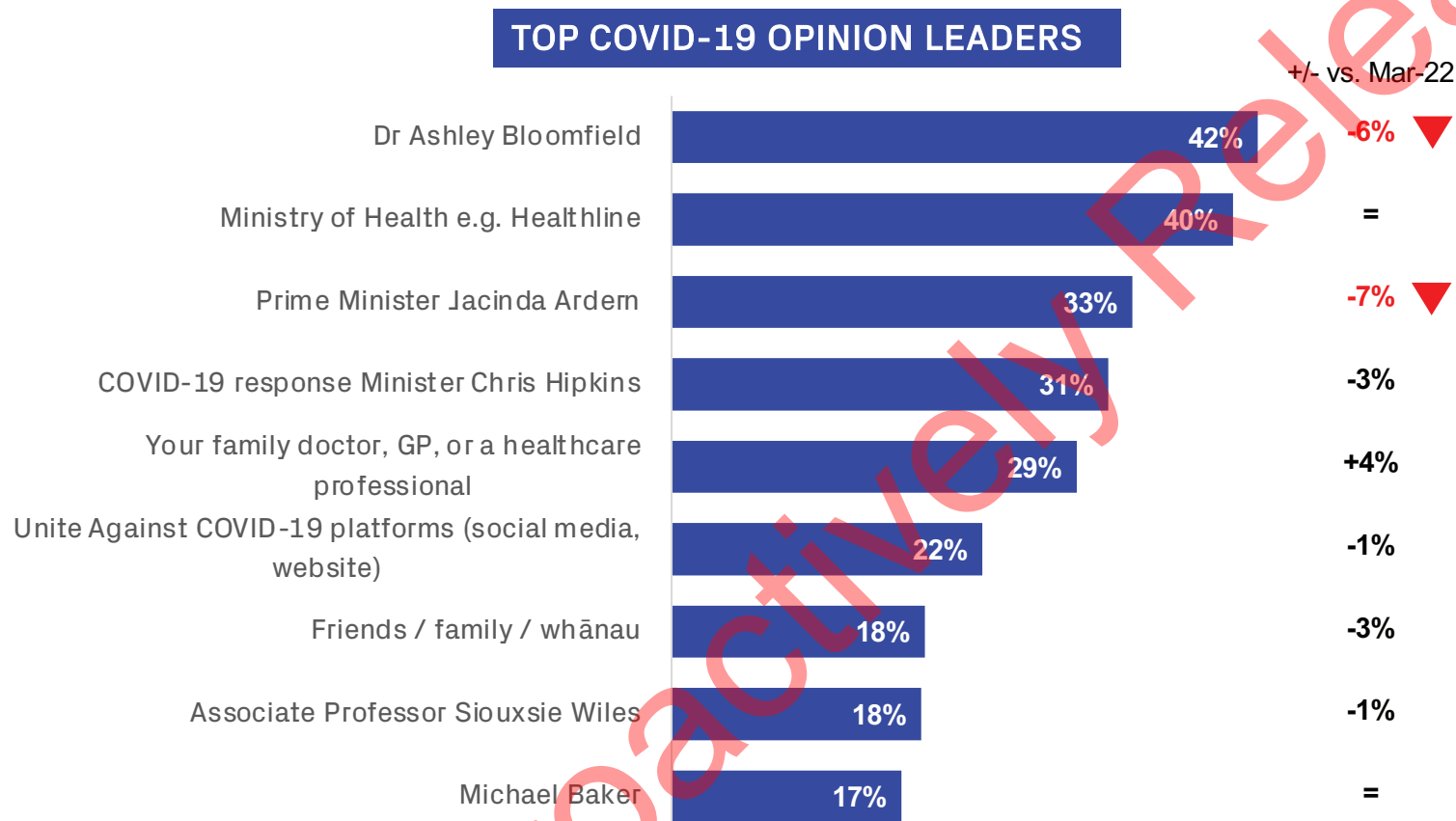
We continue to see significant declines across the use of almost all information sources when it comes to COVID-19, with the greatest decrease in '1pm media briefings', and the COVID-19 website.

People are less actively seeking out information related to COVID-19.

Source: Behaviour and Sentiment Tracker (Mar-22, May-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: Mar-22 total sample n=900, May-22 total sample n=818

Prominent figureheads continue to be the most sought out for opinions

But overall there is a general decline in seeking of opinions around COVID-19.



Typically those who are more engaged with the COVID-19 situation (vaccinated, prepared for isolation etc.) are more likely to continue seeking opinions.

COVID-19 OPINION LEADERS DIFFER BY GENERATION:

Younger people (16-34's) skew more likely to use community leaders or other public figures

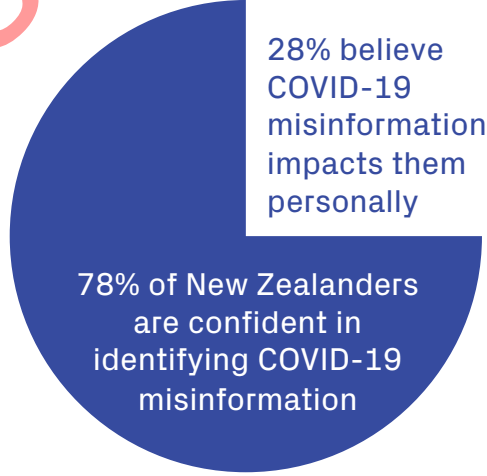
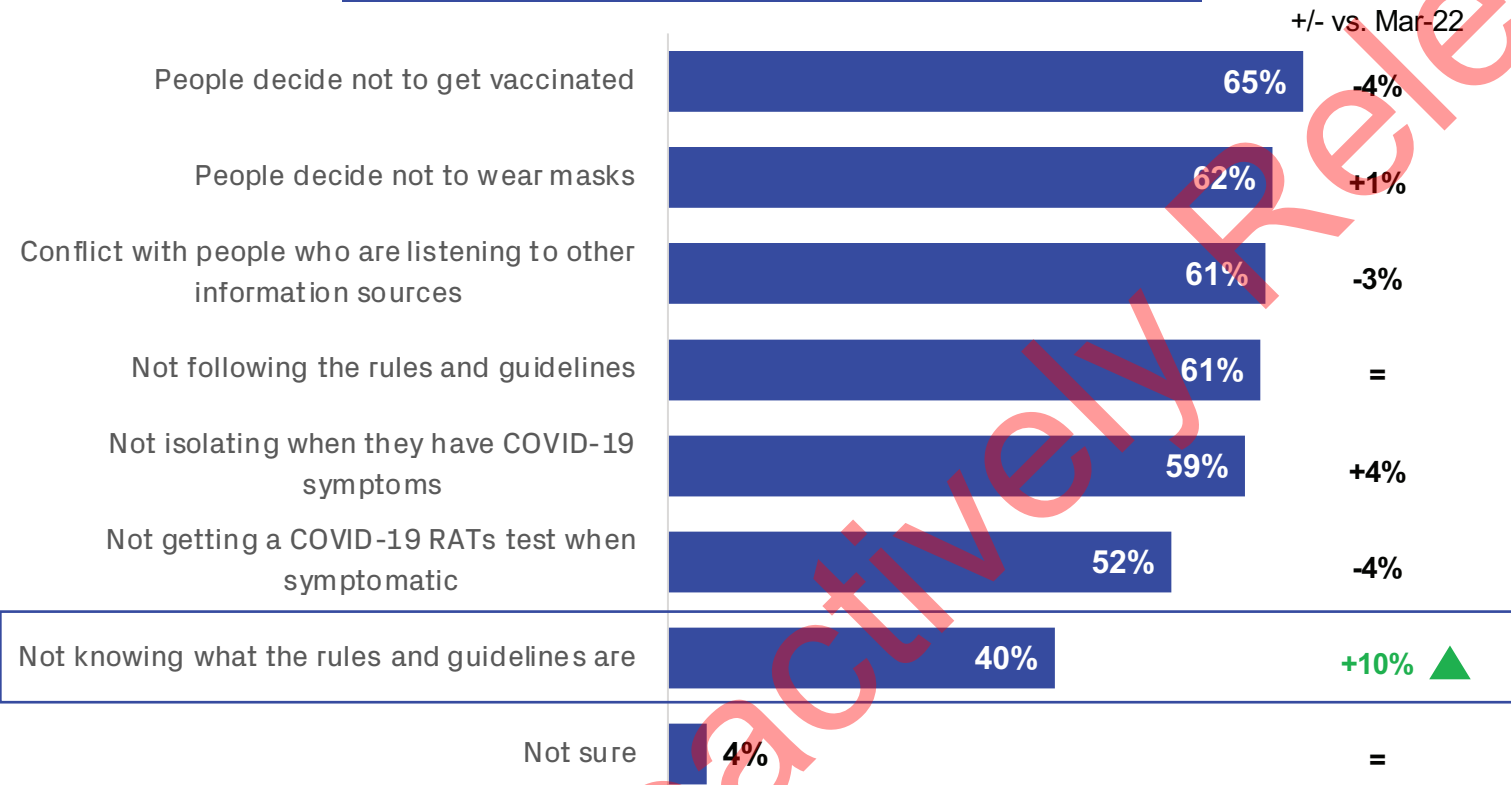
Mid age people (35-54's) skew more likely to use UAC platforms.

Older people (55+) skew more likely to use Dr Ashley Bloomfield, Chris Hipkins, Siouxsie Wiles, Michael Baker and their GP.

Source: Behaviour and Sentiment Tracker (Mar-22, May-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: Mar-22 n=714, May-22 n=818

NZers are increasingly thinking that misinformation affects not knowing what the rules and guidelines are

HOW DOES MISINFORMATION AFFECT NZers?



We continue to see that NZers most likely believe that misinformation affects people’s decisions around vaccinations and mask wearing.

In May, we see a significant a significant increase in not knowing what the rules and guidelines are.

Source: Behaviour and Sentiment Tracker (Mar-22, May-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: Mar-22 total sample n=632, May total sample n=592

INFORMATION – key outtakes

#1

There is still an important role for UAC comms, and most New Zealanders recognise this.

#2

One third of New Zealanders have stopped paying attention to UAC comms.

#3

New Zealanders are becoming more likely to think that misinformation is affecting not knowing what the rules and guidelines are.

IMPLICATION

The vast majority of New Zealanders continue to recognise the important role that UAC comms play whilst COVID-19 is circulating in the community.

There is an increase in the perception that misinformation is affecting people's understanding of what the current rules are.

UAC could have two roles to play:

1. Reminder role – subtle always on (i.e., help clarify the rules)
2. A trigger role - available when needed (i.e., this is what to do if you get Covid-19)

Vaccine & booster shots

4

Proactively Released

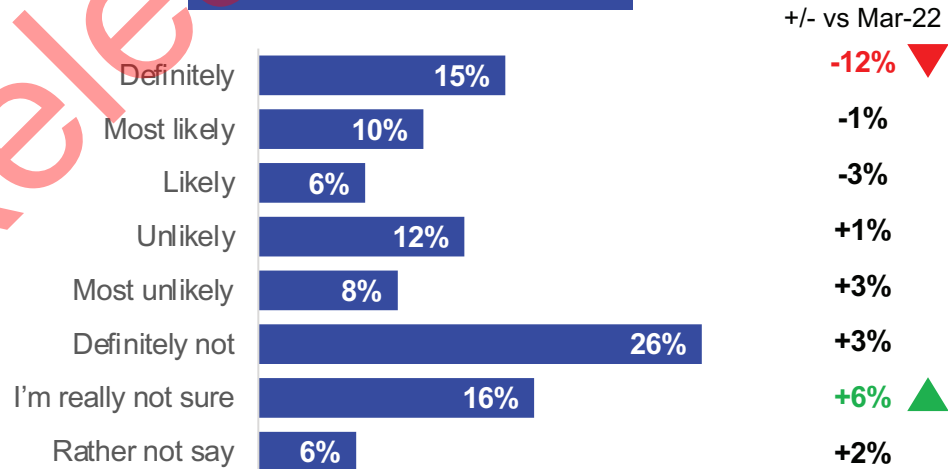
TRA

There is less vaccination conversion as our unvaccinated group become more resistant and mandates are disestablished

As at fieldwork from 16-26 May

VACCINATION STATUS	May-22	Mar-22
NET: At least one dose	93%	-
Three doses or more, including my booster shot	72%	+5%
Three doses or more, not including booster shot	5%	
Two doses only	15%	-6%
One dose only	1%	
Unvaccinated	6%	
Rather not say	1%	

BOOSTER INTENTION



BARRIERS TO GETTING BOOSTED AMONG THOSE WHO ARE LIKELY TO GET IT

NOT A PRIORITY

HAVE RECENTLY HAD COVID-19

“Haven’t got around to it”
 “Just finding the time”
 “Been busy, haven’t felt the need and so far, feel fine with first 2 doses.”

“Haven’t got around to it yet, and now I have covid so can’t get it for 3 months”
 “Because I kept putting it off and I have recently had covid-19 so once the 3 months is up after having covid-19 I will go get my booster”

Unboosted NZers who have had COVID-19 have a higher intention to get the booster than those who haven’t yet had it (37% vs. 26%)

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
 CONFIDENTIAL @ TRA 2022

There has been minimal conversion of parents who hadn't vaccinated their children in March

Like we saw for the adult population, there has rather been a reallocation from one dose to two doses

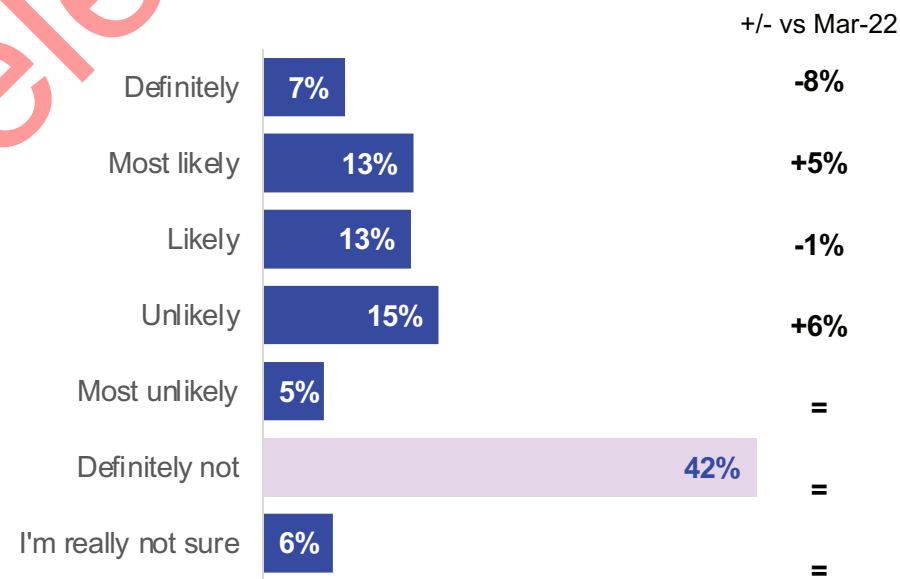
CHILD VACCINATION STATUS

VACCINATION STATUS	May-22	Mar-22
Vaccinated	65%	60%
Yes - they have already had one dose	21%	41%
Yes – they have already had two or more doses	44%	20%
No - they have not had the first dose, but their appointment is booked	9%	9%
No - they have not had the first dose and do not have an appointment booked	8%	12%
No - my child will not be getting vaccinated	15%	17%
Unvaccinated	35%	38%
Rather not say	3%	2%

BARRIERS TO VACCINATING CHILD AMONG THOSE WHO ARE LIKELY TO DO IT

- “No time available to get it done, working shifts doesn't help”
- “Still unsure it's safe for my children”
- “My child got COVID and have to wait for 3 months now”
- “Only turned 5 this week”

VACCINE INTENTION



Of those who haven't yet vaccinated their child, there is a strong will not to

Source: Behaviour & Sentiment Tracker Mar-22, May-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: Mar-22 parents N=172, parents with unvaccinated children n=70, May-22 parents n=171, parents with unvaccinated children n=62
 CONFIDENTIAL @ TRA 2022

Significantly higher / lower than Mar-22



VACCINE & BOOSTER SHOTS – key outtakes

#1

There has been a reallocation of NZers from two shots through to being boosted.

#2

And a reallocation of parents with kids 5-11 having had one shot, through to two shots.

#3

But there has been minimal movement in converting the unvaccinated.

In summary:

SENTIMENT:

We're settling into the 'new normal', and concern surrounding COVID-19 is subsiding. More New Zealanders have caught COVID-19, and this has negatively influenced their perception of health behaviours being effective.

BEHAVIOURS:

As perceived efficacy of health behaviours declines, so does compliance. There is a universal motivator to continue carrying out health behaviours to protect others, which should be considered.

INFORMATION:

There is still an important role for UAC comms, which is recognised by New Zealanders. New Zealanders are increasingly thinking that misinformation is affecting not knowing what the rules and guidelines are.

VACCINES:

There has been little movement in converting the unvaccinated, but rather a reallocation from two shots through to boosted for adults, and one shot through to two shots for kids.

TRA

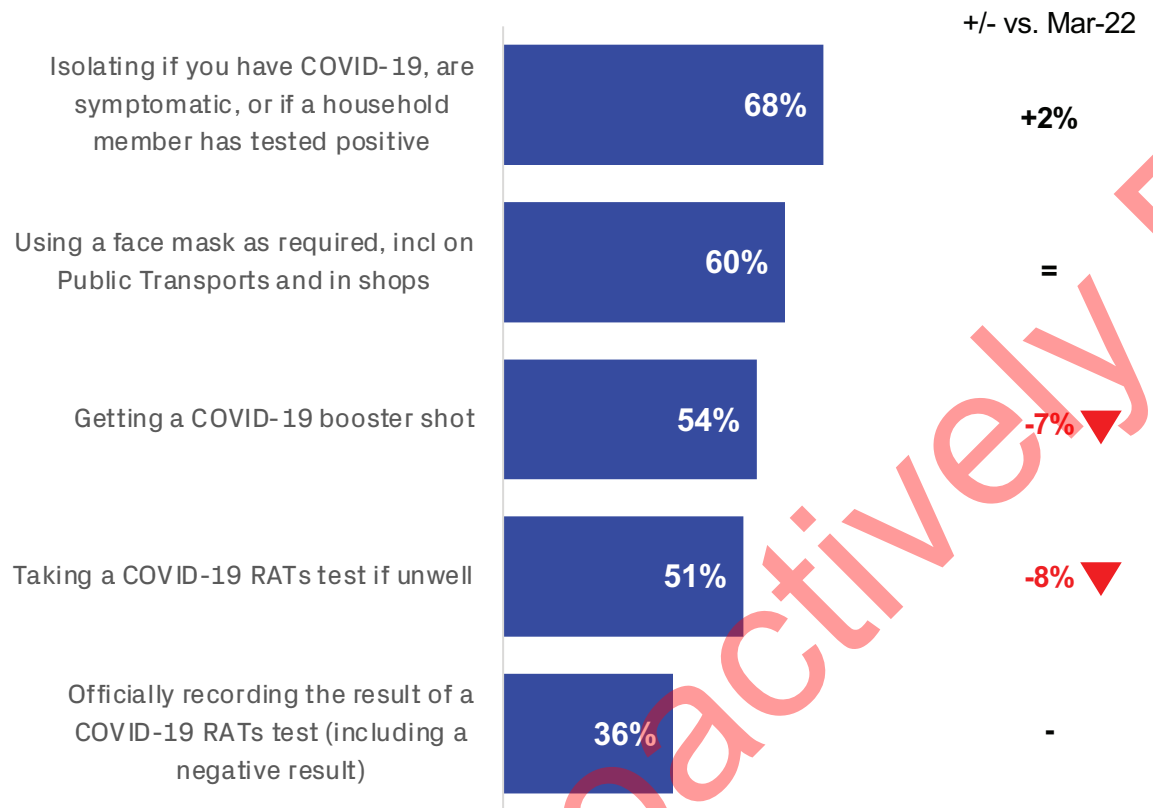
Appendix

Proactively Released

TRA

NZers who haven't had COVID-19 are more likely to think all health behaviours are effective

EFFECTIVENESS (VERY EFFECTIVE)



New Zealanders believe that isolation is the most effective health behaviour in slowing the spread of COVID-19 and keeping NZers safe.

We have seen significant declines in efficacy of boosters and taking RATs tests.

Perception of greater efficacy is seen among those who have higher concern in catching COVID-19, and those who have not yet had COVID-19.

Source: Behaviour & Sentiment Tracker (Mar-22, May-22)
 Q: How effective do you think each of these can be in slowing the spread of COVID-19 and keeping New Zealanders safe? Note: March statement was "Getting a COVID-19 test if unwell"
 Base: Mar-22 total sample n=900, May-22 total sample n=818

Feelings of 'joy' are driven by familiarity, progression, a sense of control and satisfaction with the government's response

JOY – 17%

A feeling of familiarity

"We are slowly getting to the point of accepting covid as a fact of life and starting to get on with living again"

"It feels more familiar now"

"Now that I've had covid I'm not as scared of it as I used to be"

Feeling as if the situation is more 'under control'

"It's under control...life returning to normal way"

"I'm not worried about Covid it's all under control"

A feeling of progress

"I am happy the borders are open..."

"Showing agility and ability to adapt"

"Everything is changing"

"It seems like we are progressing positively"

"I think the disease is past it's peak"

"Things are getting back to normal"

Happy with the government's response

"Labour have done an excellent job trying to protect us"

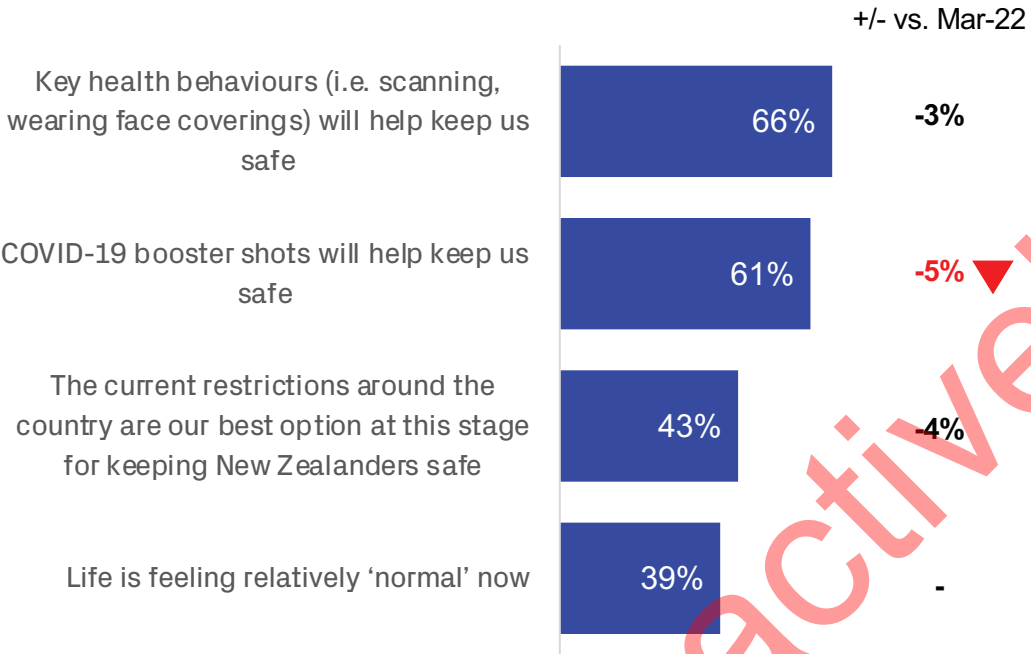
"They did a great job"

"It was managed better than other countries"

"I think we are doing well compared to the rest of the world"

Perception of efficacy of booster shots declines after having caught COVID-19

POSITIVE AGREEMENT STATEMENTS - TOTAL SAMPLE



Although there is less uncertainty in the future, only 39% agree that 'life is feeling relatively normal now'.

There has been a significant decline in the number of NZers who think 'COVID-19 booster shots will help keep us safe' (61%, -5%). This is driven by our 'deniers & rebels'.

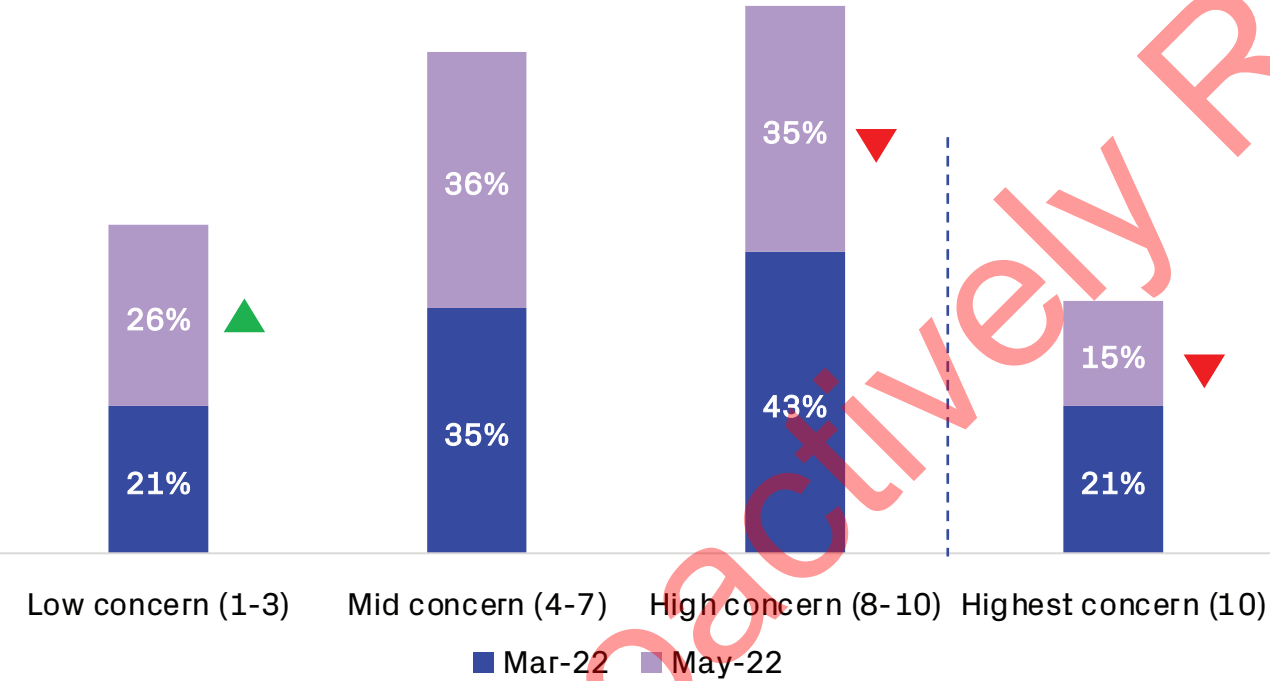
But when we look into perceived efficacy of the booster (I think the booster shot is very effective in slowing the spread of COVID-19 and keeping New Zealanders safe), we discover that 61% of people who haven't had COVID-19 think that the booster shot is effective, compared to 43% of people who have personally had COVID-19.

Does this suggest, once people have had COVID-19, they lose faith in the efficacy of the booster?

Source: Behaviour & Sentiment Tracker (May-22, Mar-22)
 Q: Here are some things other people have said. To what extent do you agree or disagree? (NET Agree: strongly agree + agree)
 Q: How effective do you think each of these can be in slowing the spread of COVID-19 and keeping New Zealanders safe?
 Base: Mar-22 total sample n=900, May-22 total sample n=818, not had COVID-19 n=518

We see a reallocation from high concern in catching COVID-19, to a low concern

CONCERN WITH CATCHING COVID-19 – TOTAL SAMPLE



Let's explore why this is, and what the implications are...

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

Q: On the scale of 1-10, please select how concerned you are about the possibility of personally catching COVID-19 / the Omicron variant of COVID-19? (Note: March = Omicron, May = COVID-19)

Base: Mar total sample n=900 (low concern n=189, mid concern n=321, high concern n=384, highest concern n=179, May total sample n=818, (low concern n=206, mid concern n=309, high concern n=283, highest concern n=129.

▲ ▼ Significantly higher / lower than Mar-22

We now see people who have caught COVID-19 move into the 'low concern' group...



LOW CONCERN (26%)
(1-3/10)

DEMOS:
Skewing towards living in the upper North Island (28% vs. 20%).

THE DENIERS & REBELS
This group believe we are heading in the wrong direction. They're less likely to have had their booster or intend to get it. They're less likely to have prepared for isolation.

CAUGHT COVID-19
This group are more likely to have had COVID-19 – particularly in the past 2-3 months.

MID CONCERN (36%)
(4-7/10)

DEMOS:
No significant differences.

More likely to think we are heading in the right direction. Less likely to not have been vaccinated. More likely to have prepared for isolation.

HIGH CONCERN (35%)
(8-10/10)

DEMOS:
Less likely to be 16-34's (24% vs. 31%).

More likely to have been boosted, and have prepared for isolation.

HIGHEST CONCERN (15%)
(10/10)

DEMOS:
No significant differences.

NOTE: In March, this group skewed more likely to be parents of 5-11's. This round of research indicates that 53% of these parents have had COVID-19 (vs. 34% total) – perhaps this first-hand experience had broken down their concern barrier.

More likely to definitely get boosted (if they haven't yet).
More likely to have prepared for isolation.

Q: On the scale of 1-10, please select how concerned you are about the possibility of personally catching COVID-19. May total sample n=818, (low concern n=206, mid concern n=309, high concern n=283, highest concern n=129).

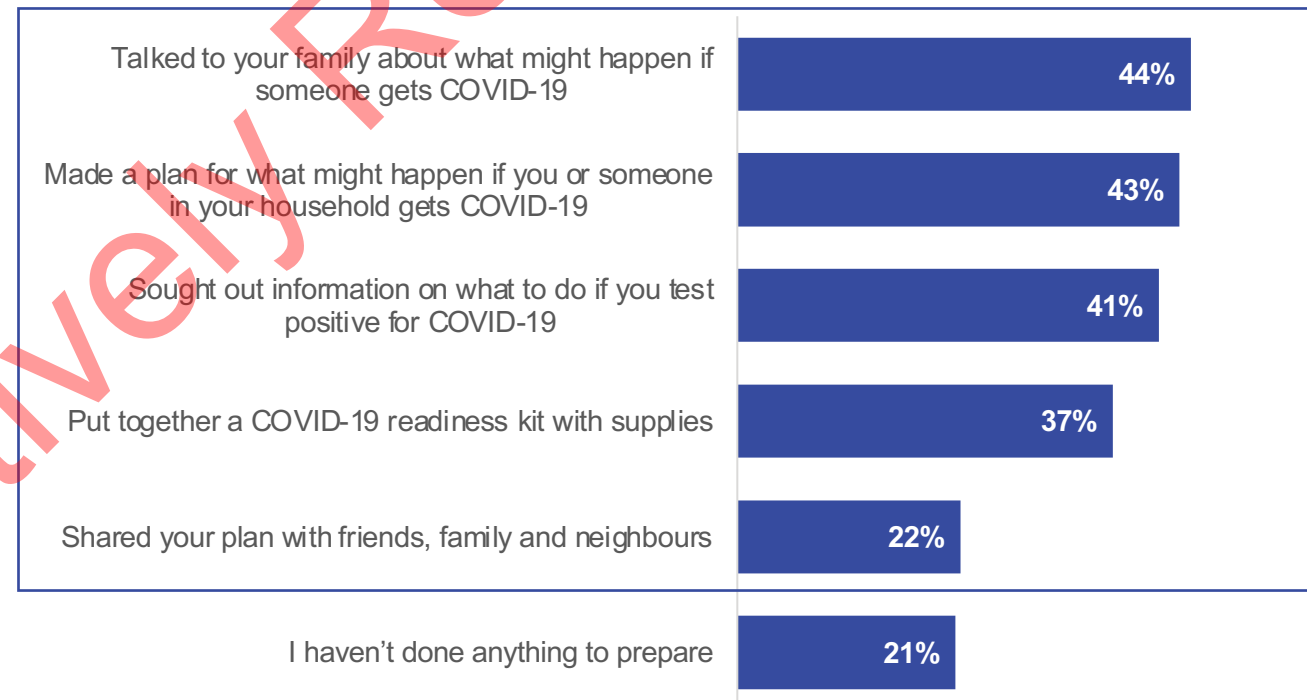
There has been no increase in preparation since March

But we have seen a significant increase in those seeking out information on what do if you test positive for COVID-19 – reflective of the context with more NZers having caught the virus.

+1% PoP
79%

of New Zealanders have taken at least one step to prepare for someone in their household getting COVID-19

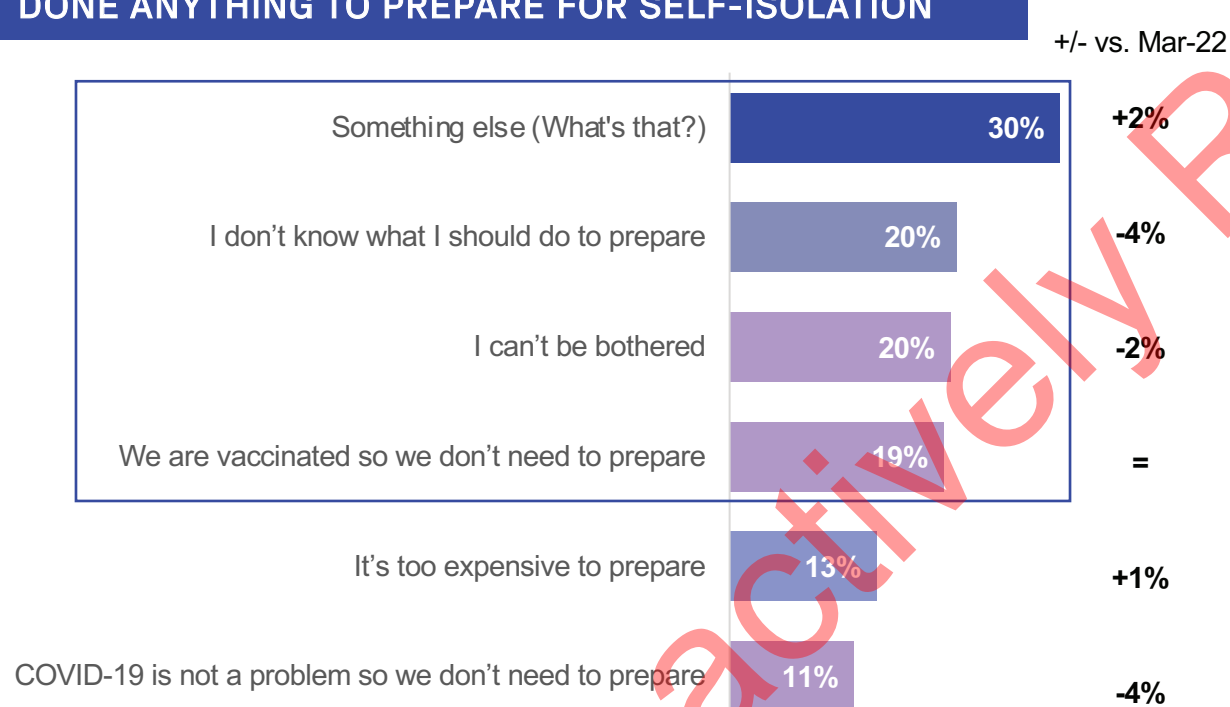
STEPS TAKEN TO PREPARE FOR IF HOUSEHOLD MEMBER CATCHES COVID-19



Source: Behaviour & Sentiment Tracker (Mar-22, May-22)
 Q: What steps, if any, have you taken to prepare for someone in your household getting COVID-19?
 Base: Mar-22 total sample n=900, May-22 total sample n=818

The top barriers for preparation are made up of information gaps and attitudinal barriers

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



- Functional barrier
- Attitudinal barrier
- Informational barrier

There have not been any significant shifts in barriers to preparation, and we now see a mixture of informational and attitudinal barriers sitting at the top.

Something else?

Already had COVID-19

"We have already had covid" *"Already had covid"*

Living alone

"I live alone so it will make no difference to me if I isolate."

Will deal with it when it happens

"Will sort when it happens" *"We will deal with it when it comes to it"*

Source: Behaviour & Sentiment Tracker Mar-22, May-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 Mar-22 n=208, May-22 n=174