

COVID-19 – Response to Government Communications

Department of the Prime Minister and Cabinet

TRA

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Overview of objectives and process

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As New Zealand moved down the alert levels there was a need to understand how New Zealanders were responding to the official Covid-19 government communications.

Project Approach

An online survey of New Zealanders was conducted between the 3rd and 5th of June.

The survey interviewed a nationally representative sample of 817 New Zealanders aged over 18.

Quotas were put in place to ensure robust minimum sample sizes across five areas: Northland/Auckland; Waikato/Bay of Plenty; Rest of North Island; Upper South Island (including Christchurch) and Lower South Island.

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

It is important to note that this is an online survey – people who do not have access to digital/internet are not represented.

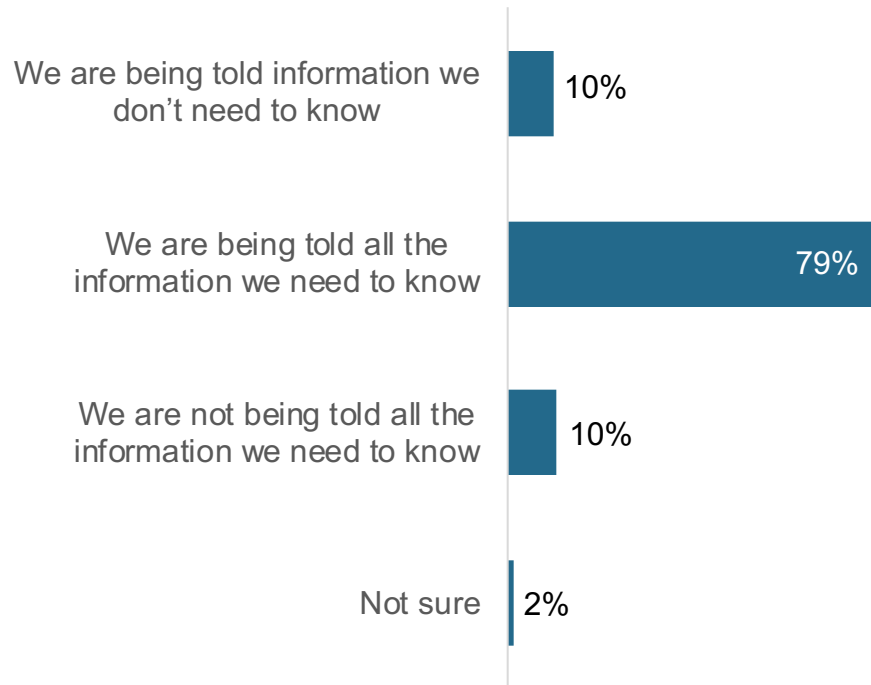
The Covid information needs of New Zealanders

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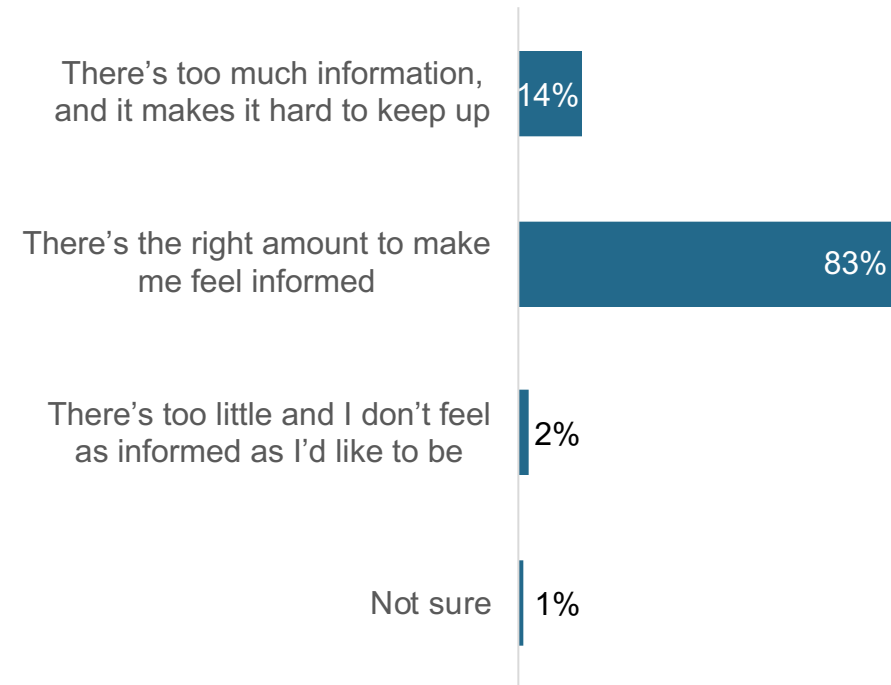
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The amount and quality of information provided about how to stop the spread of Covid-19 has most people feeling informed

Amount of Information Provided



Quality of Information Provided

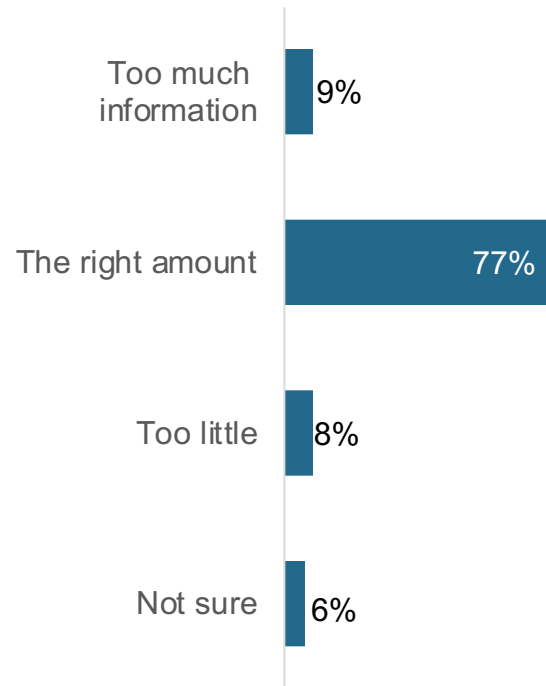


Q How do you feel about the amount of information that is provided on how to stop the spread of Covid-19?

Q How do you feel about the quality of information that is provided on how to stop the spread of Covid-19?

With the information available, most people feel other New Zealanders are informed enough to make sure they're following the rules

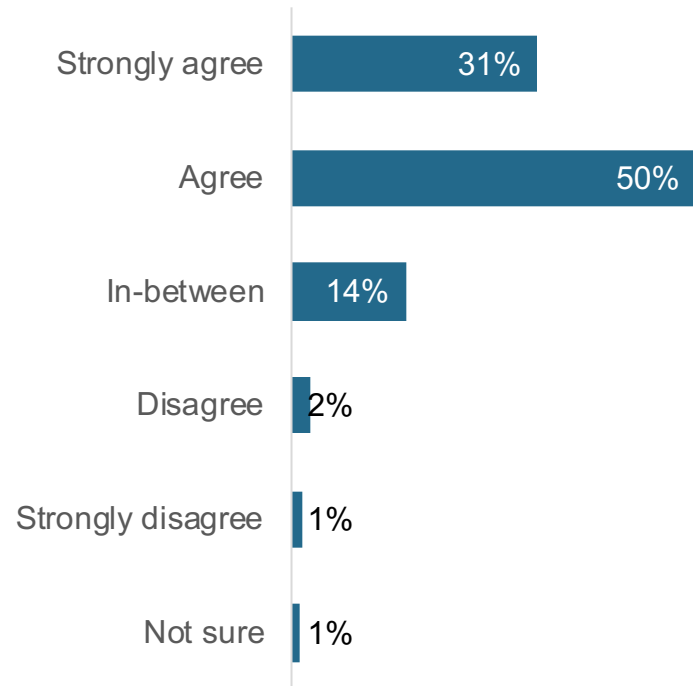
The Amount of Information to Comply with the Rules



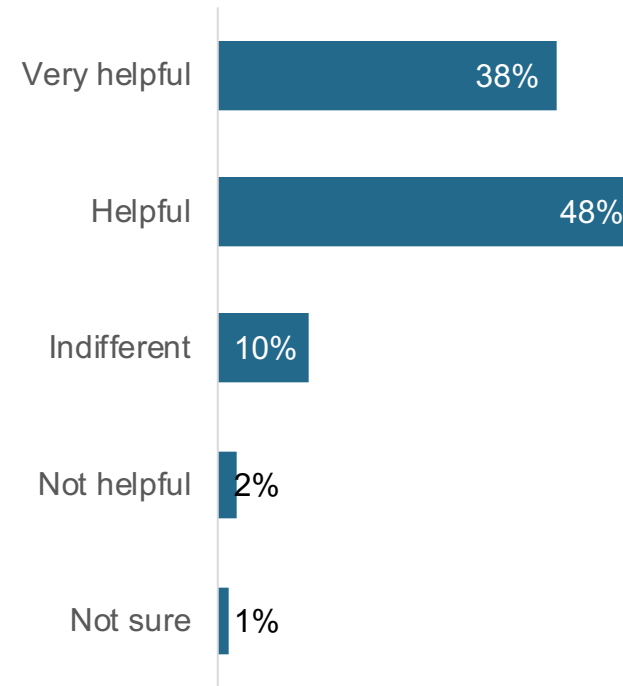
Q Do you feel that other New Zealanders are getting the right amount of information to make sure they're complying with rules?

The general sense is that information they need and want is accessible. Nearly everyone finds the information available is helpful to them

Information About the Impact of Covid-19 is Accessible



Information About the Impact of Covid-19 is Helpful

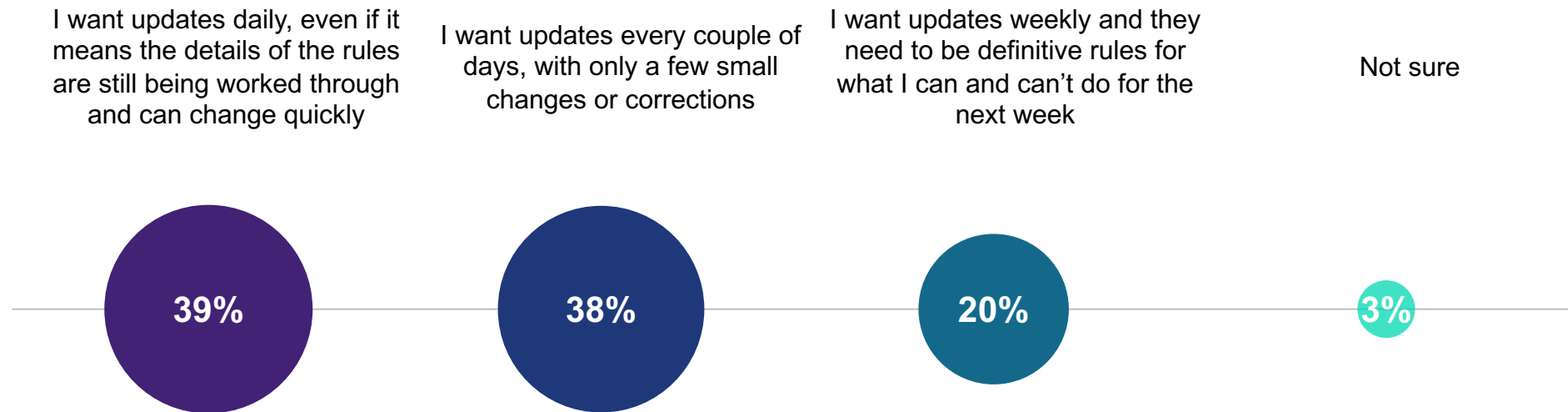


Q From everything you've seen or heard about Covid-19 and how it impacts your life and what you can and can't do, do you feel you have access to all the information you want and need?

Q Do you feel that information on Covid-19 is helpful to you?

However, the frequency with which people want to receive updates on the changing situation is varied

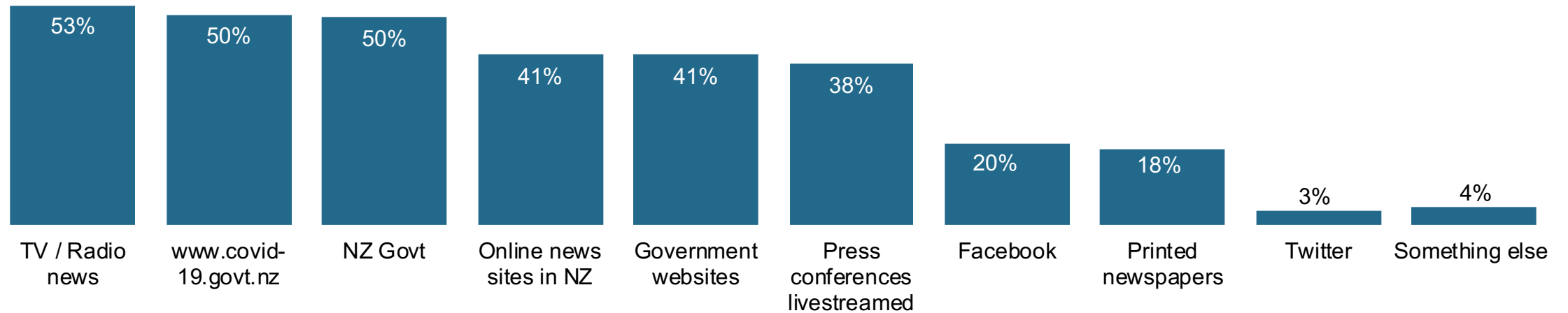
Preferred Speed of Updates



Q As we're moving through the different Covid-19 alert levels the rules about what you can and can't do are changing very quickly. What would your preferred speed of getting updates be?

The official government information sources are well trusted by New Zealanders

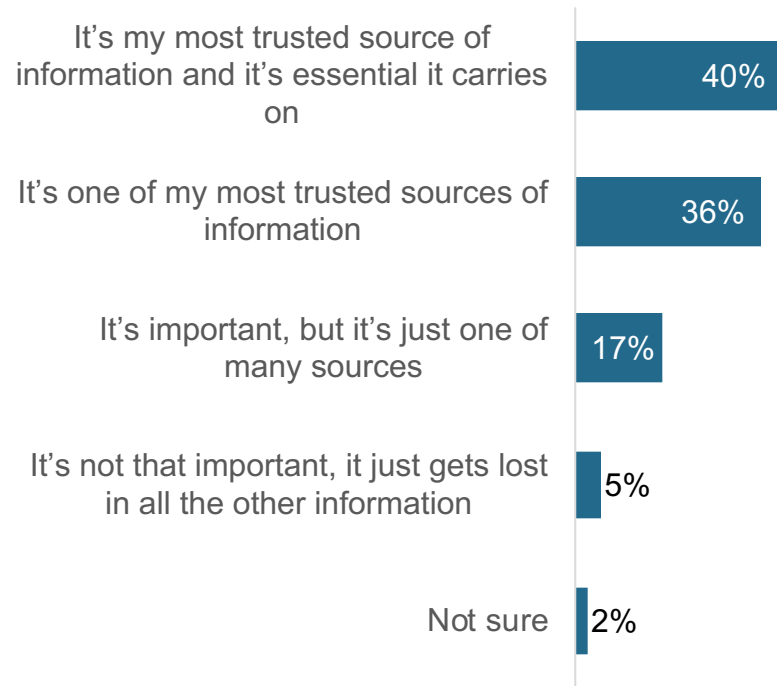
Level of Trust in Information Sources Used to Get Knowledge on What You Can and Can't Do



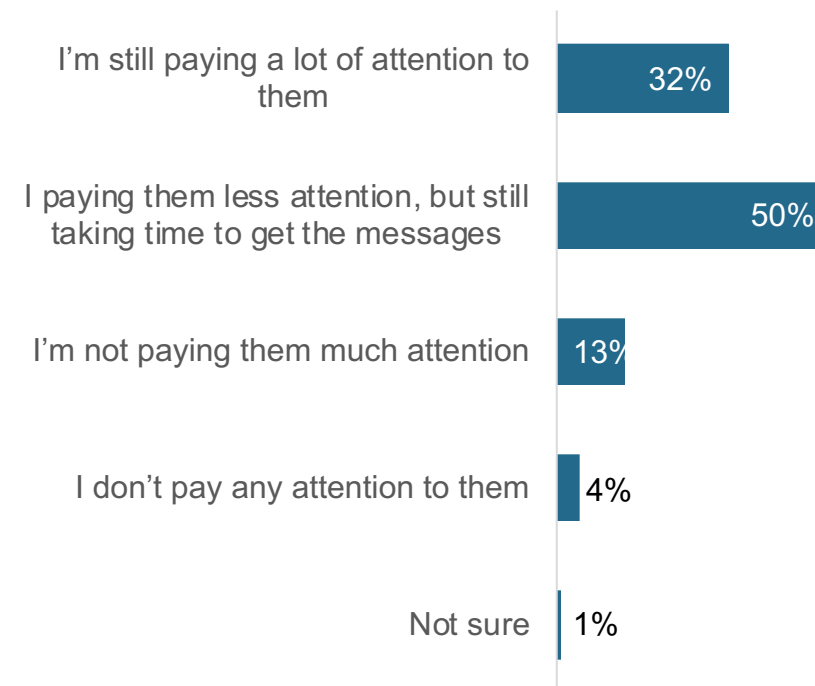
Q What other sources of information about what you can and can't do during the different Covid-19 levels do you trust?

Although there is high trust in the official government information sources, attention to the messages was waning going into Level 1

Level of Trust in Official Information



Level of Attention Paid to Official Information



Q How do you feel about the official government Unite Against Covid-19 information, with the yellow diagonal stripes, that you may have seen on TV or online or heard on radio, telling you what the rules allow you to do?

Q Thinking about the official government Unite Against Covid-19 information, e.g. the TV or online ads, with the yellow diagonal stripes, or the radio ads, telling you what the rules allow you to do, the official Covid-19.govt.nz website, etc. do you feel?

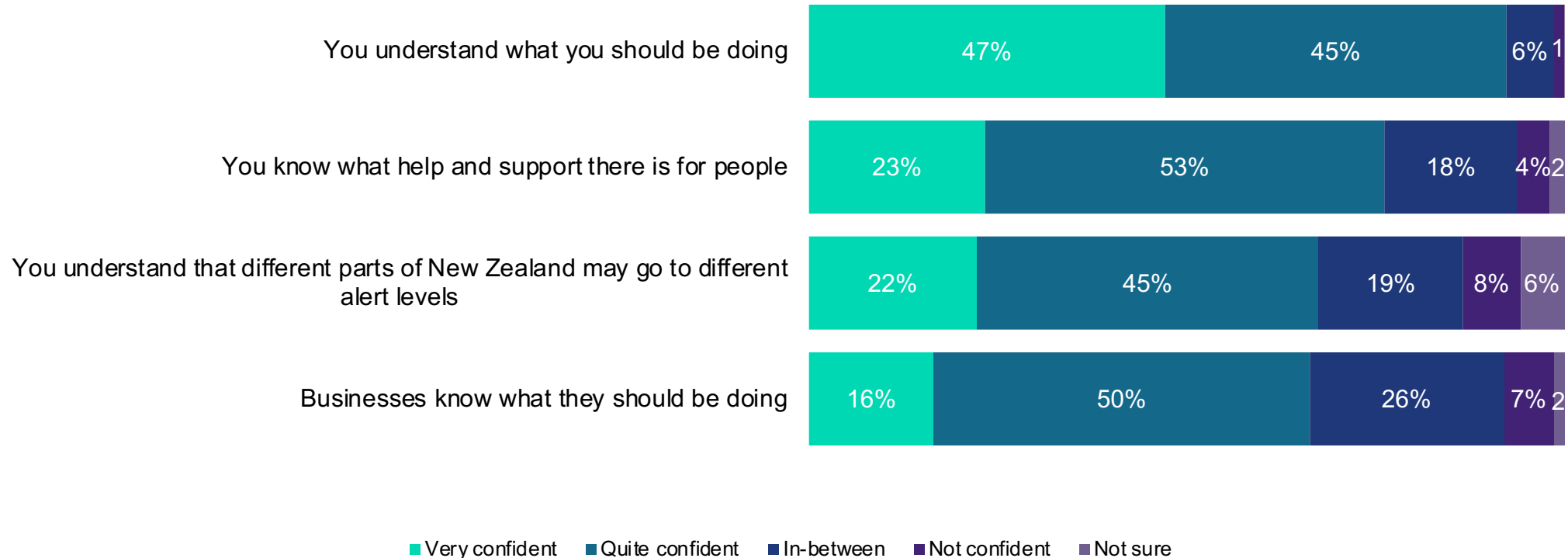


**Understanding
and compliance
with required
actions**

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People are confident that they understand some of the key messages, however about a third aren't confident that businesses know what they should be doing

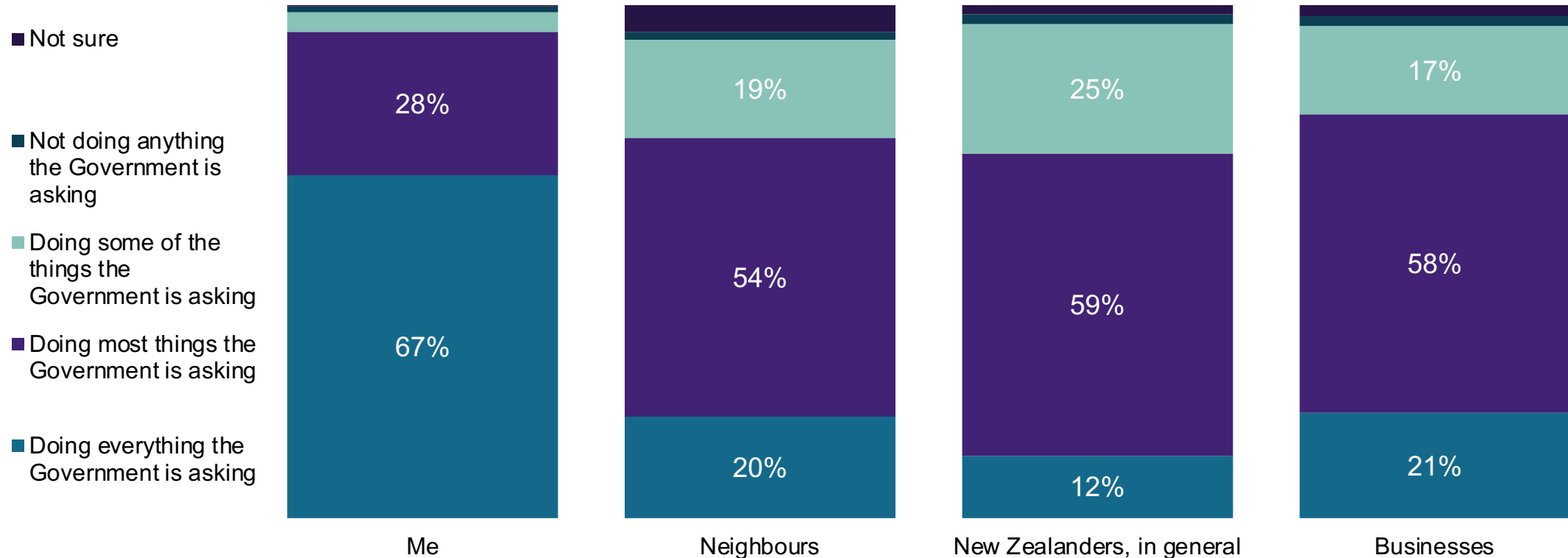
The Level of Confidence and Understanding



Q How confident do you feel that <statement>?

New Zealanders remain skeptical about the efforts of others to comply with the rules, despite feeling strongly that they are

Compliance With What Government is Asking



- Q How well do you think you're following the Government's rules and restrictions?
- Q How well do you think others in your neighbourhood are following the Government's rules?
- Q How well do you think New Zealand in general are following the Government's rules?
- Q How well do you think businesses are following the Government's rules?

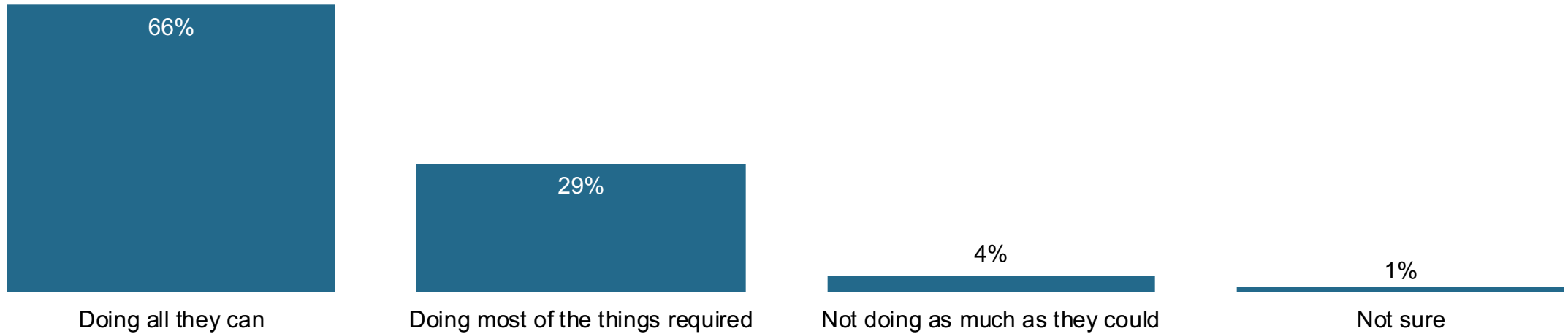
Tolerance towards Covid communications

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Perceptions of actions taken by Government are largely positive; the majority of New Zealanders think they are doing all they can

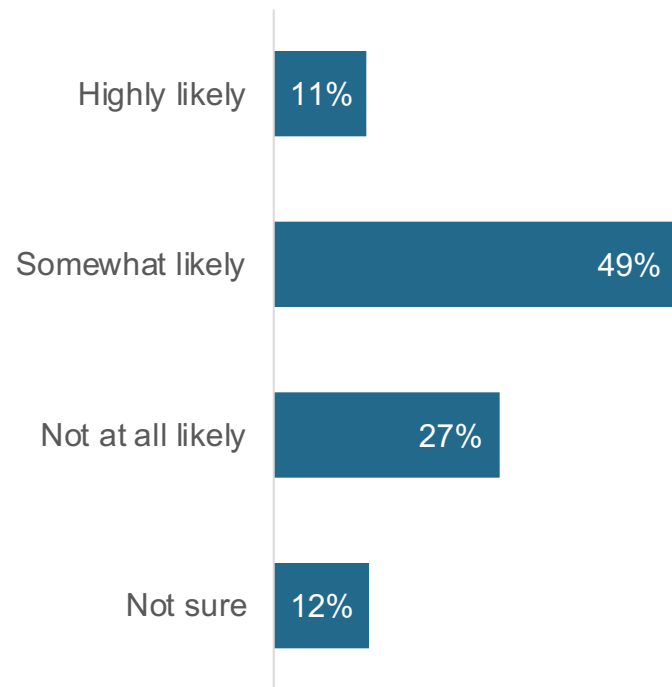
Actions of Government



Q How well do you think businesses are following the Government's rules?

The majority think that a second wave will arrive, driven by three main perceptions

Likelihood of a Second Wave



Q Do you feel that a second wave of Covid-19 cases in New Zealand is ...?

Key Reasons Why a Second Wave is Likely

It will come when the borders are re-opened.

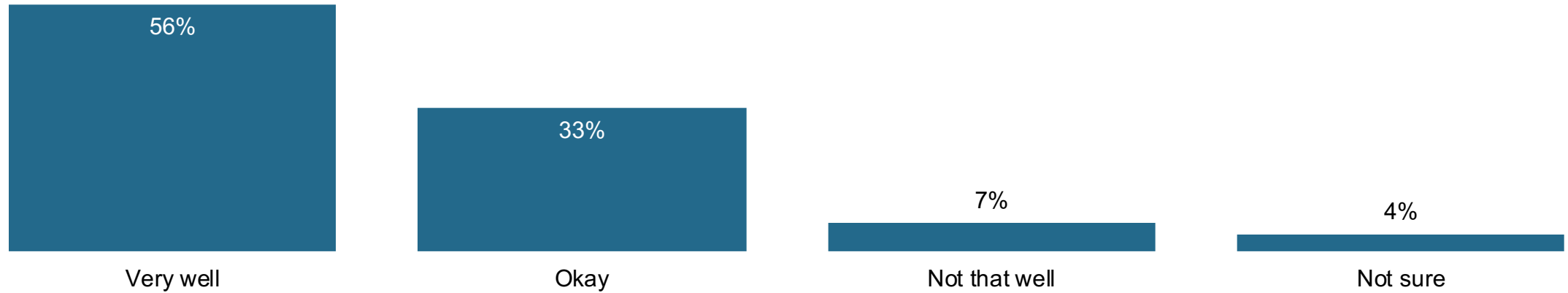
What is seen overseas, with countries having second waves.

Large social gatherings, such as the initial Black Lives Matter protests, making it inevitable.

Q Why do you think it's highly likely / somewhat likely that there's a second wave of Covid-19 cases in New Zealand?

Perceptions of actions taken by Government are largely positive; the majority of New Zealanders think they are doing all they can

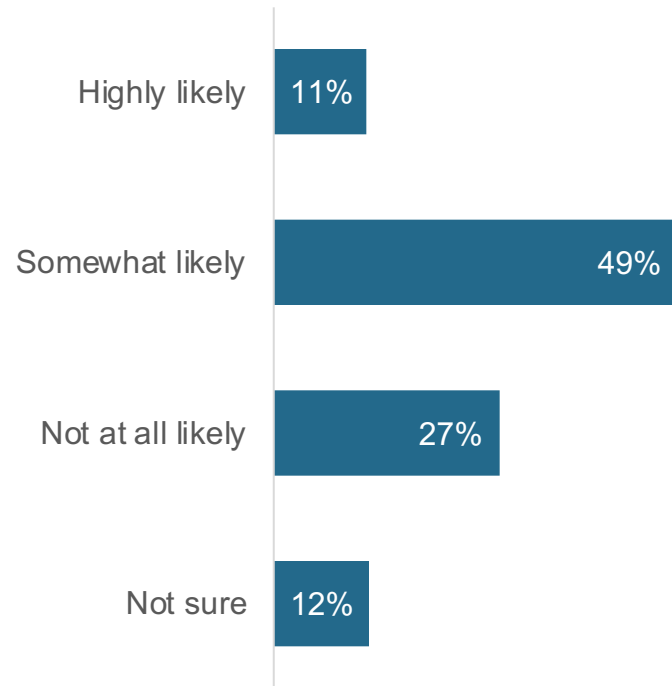
Management of Health Impacts of a Second Wave



Q How well do you feel the health impacts of a second wave of Covid-19 would be managed by the government?

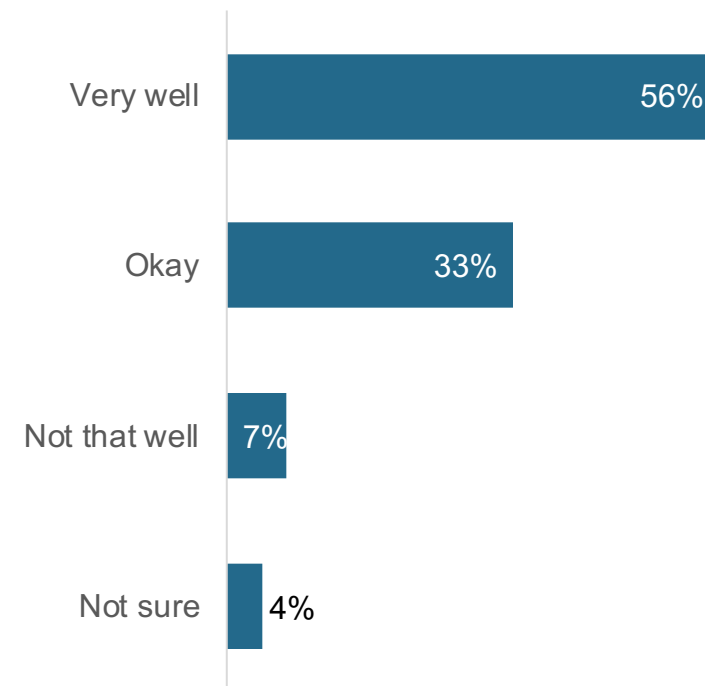
The majority think that a second wave will arrive, however there is confidence that it will be handled well

Key Reasons



Q Do you feel that a second wave of Covid-19 cases in New Zealand is ...?

Management of Health Impacts of a Second Wave



Q How well do you feel the health impacts of a second wave of Covid-19 would be managed by the government?

Findings in Summary.

As the country neared Level 1, there were consistently high levels of appreciation for the official information provided and a desire for it to continue.

- People are very happy with the information they're receiving, it's the right amount, the right information and it is easy to access
- New Zealanders still thought that the official government information was important, but weren't placing as much importance as during earlier stages
- There is, therefore, a feeling that information can come less frequently, with more surety
- There is still some uncertainty about the future and possible second waves