

COVID-19 Check-in:

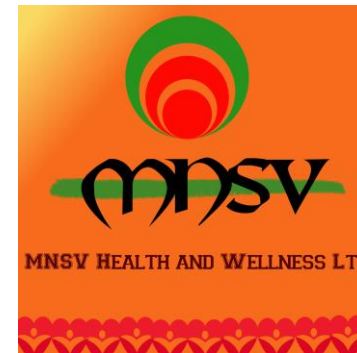
“How are you doing, Aotearoa?”

Rapid insights: 31 August - 5 September 2021



Collaborative Approach

This study is a collaboration between Moana Research, FEM Research Limited, MNSV Health & Wellness Consultants and Asian Family Services.



Objectives

With the recent COVID-19 outbreak, the overall objectives of this research are to explore how New Zealanders feel and what they think about:

1. The recent COVID-19 outbreak and the requirements under Alert Level 4
2. COVID-19 vaccinations and communications regarding the roll out
3. Their understanding of close or casual contact requirements and any experiences of the COVID-19 testing stations



Recap Week 1: SUMMARY

General sentiment and perception

Compared to the last lockdown:

- More people are aware that we are dealing with a new strain of COVID-19 and that the Delta variant is more transmissible and poses a greater risk to health
- As a result, there is increased anxiety this lockdown, more so among those in the epicentre of the outbreak than those outside of these centres.
- Increased concern about the impact of COVID-19 on children and pregnant women
- Hearing more from disabled peoples and LGTBQI about lack of access to Covid-19 information and relevant support for them over successive outbreaks

What hasn't changed since the last research:

- Negative perceptions of Pacific peoples/ South Auckland who have contracted COVID-19
- Stress related to the impact of COVID-19 on family life, income and mental wellbeing

Recap Week 1: SUMMARY

Clarity of
COVID-19
information and
compliance

Compared to the last lockdown:

- More people are aware of what to do under Alert Level 4 and find the rules easy to follow
- More people believe they are receiving all the information they need to however increased demand for information about the new Delta virus
- Greater adaptability and community networking in promoting and translating information
- Increased awareness of diversity of information sources particularly from overseas and social media platforms such as WeChat

What hasn't changed since the last research:

- Ongoing confusion about what is required when one becomes a close contact or casual/household contact
- Still a high level of trust in the PM and Dr Ashley Bloomfield
- Continuing to source information from traditional sources as well as seeking assistance from family members

Recap Week 1: **SUMMARY**

COVID-19 vaccinations: views and behaviours

Compared to the last lockdown:

- More people are vaccinated and want to get vaccinated
- Booking issues for some families
- Some prefer vaccination clinics within their communities that offer language assistance
- Increased demand for information about impact of vaccinations on children with shift to 12-15yr old access.
- More information and resonance of 'why' to get the vaccine that is aligned with culture and values

What hasn't changed since the last outbreak:

- Ongoing vaccine hesitancy driven by information circulating on social media

Since Week 1:

- Rest of New Zealand moved to alert level 3 on Tuesday 31 August
- Auckland entered its 3rd week of alert level 4 lockdown
- A possible death linked to the effects of the Covid-19 vaccine was announced
- Terror attack at Lynmall Countdown on Friday 3 September
- First death from Covid-19 this outbreak also announced Friday 3 September
- Ramping up of vaccinations and increase in vaccination sites across the country
- Father's Day on Sunday 5 September



Qualitative Interviews



Research Approach #1: Interviews

1:1 telephone interviews

Ethnic-specific 1:1 phone interviews were undertaken from 31 August to 5 September to obtain in-depth insights. The following table provides an overview of representative population groups interviewed. Interviewers were matched to preferred language of interviewee:

| Demographic | Week 1 |
|-----------------------------|-----------|
| Māori (incl young adults) | 9 |
| Asian | 4 |
| Southeast Asian | 4 |
| NZ European | 4 |
| Pacific (incl young adults) | 12 |
| TOTAL | 33 |

Māori specific themes

General sentiment and perception:

- Difficult for students who are struggling with learning either due to lack of motivation or difficulty with access to online learning (i.e., sharing devices in household).
- Old people feel a level of safety that they didn't have before
- Essential services report families are struggling





I am sitting NCEA yr 12 I think learning is harder, and I very rarely go outside because there is nothing to do, so I stay inside. I don't have any motivation

(Māori, Female, 16, Auckland)

Our old people love what we are doing, and our communities - they beep their horns when they go pass, they are happy to see boarder control out on the road, cos they think boarder control is a level of safety that they didn't have before.

We are an essential service, and we are taking vouchers to families who are struggling...families are waiting at the gate...they go straight to PaknSave. We do avocado drops; we drop like half a dozen to about 80 -90 families and they are happy as...things are tough for those on limited or single incomes here in Muriwhenua.

(Maori, male, 62, Awanui)





Another thing is, when we are dropping off these vouchers - one of our tuāhine - she's Kuki Airani, we've always had a good relationship with her and she contacts us when she needs us and asks if we can drop some off for Pacific Islands families – and we are happy to do that and so we drop vouchers to Pacific families and putting the squeeze on Fale Pasifika Whangarei and The Fono down in Auckland to try and help up here. I understand that our Kuki friend here has just been given some funding specifically to help with Pacific families up here which is cool. We would keep on supporting Pacific families as our Kuki friend asks - I'm particularly glad that she has got some money to do it herself and start building that Pasifika capacity to be in touch with one another and care for one another.

The Fono and Fale Pasifika and Whanau Resilient crowd - Pale - Auckland fulla are assisting. Ive been saying to The Fono when they came to the Fale Pasifika - you fullahs are in touch with the Pacific Island Whanau Ora in South Auckland and you should be working with our Kuki Airani woman to be fully engaged as Pasifika Whanau Ora for our area, and put another one in Kaikohe, another one in Dargaville and another one in Whangarei. There's thousands of Pacific Islanders up here.

(demographic)



Māori specific themes

Clarity of information and compliance:

- Need stronger messages to locals and Aucklanders to stay home – nonessential travel putting people at risk
- What's difficult is community engagement
- Need more information to help whānau who are self isolating
 - Provincial town – need for more information on close contacts in their area
 - Close contacts – who and how is monitoring occurring of close contacts? Are there checks being done?





When this outbreak hit the police didn't immediately put up a hard boarder... hundreds came out of Auckland on the Tuesday evening and Wednesday morning. We had no close contacts in Te Tai Tokerau before the breakout and now we've got 200 and the MOH confirms that all of them come from Auckland. There are all these range rovers, camper vans, yachts, launches and everything coming up into our territory and we know who they are, we know they don't live here and got batches here. People are travelling around...surfers trying to get up to Ahipara, dirt bikers trying to get up to Panguru. Businesses thinking its level 1 already, drug dealers still doing the bizzo, people wanting to take their horses for a ride up to Tokerau. As far as we are concerned, if its not essential travel, go home.

It's hard for a community to work together if they're locked down in their little bubbles. The only time you see them collectively is at Pak n Save. We don't really have community engagement, except for what community organisations are trying to do for whanau in need and what Iwi are trying to do for their registered members.

Our trust serve the community of Kaitaia - you very quickly notice there's a lot of people there that might be local iwi but, are seriously off the radar – nobody notices them, nobody cares for them.

(Maori, male, 65, Awanui)





Be good if we had more information - about where the contacts are because we should help whanau who are self isolating. It means that - its a two-bedroom house with ten people in it and they're there for two weeks - we might want to drop them off a marque so that they can put it up in the backyard so at least during the daytime some of them can get outside, drop off some of that outdoor furniture, help them create outdoor spaces or other spaces within their self isolation that make life liveable, make sure that they are getting kai.

And also, because they are in self isolation - make sure they are getting some treats as well - they are doing it tougher than everyone else - they're not just in lockdown, they are in self isolation. If that means going to hire them a big tv for 2 weeks... getting them a Wifi so that the kids can indulge then do it - anything to make it easier. The lack of information means we can't help.

The govt says, you're a case of close contact - self isolate for 14 days. You're self isolating in your house with your whanau - like yeah right. No monitoring. No information, no checking. No consistency. This is concerning. Are there checks being done? People haven't been called - some have, some haven't.

(Maori, male, 62, Awanui)



Māori specific themes

COVID-19 vaccination: views and behaviour

- Whānau interviewed were less likely to be vaccinated although some are awaiting further information before making a decision.
- Insufficient information and scepticism is stopping people from getting vaccinated
- Maori Trusts provide incentives to whānau to vaccinate





Even though I have read the facts I am still sceptical, even though I have high blood pressure, that I should get it...I need a bit more information, analysis, knowing around it. It just feels like 'there's a whole lot of 'hey we are in Covid, we have to get vaccinated... so much chemicals coming into our body.

(Maori, female, 56, Hastings)

When they (govt.) spoke about this Covid thing, they really talked up about how much more they were doing for Maori and Pacific, but it just hasn't materialised – the stats don't show it at all.

We have a massive vaccination day for all of the whanau of our three kura kaupapa to come up and get the jab. The Trust is gonna give everybody that comes and get a jab - gets a \$25 food voucher and the local hauora is gonna make sure that they also get a house food package. We want to make sure as many get vaccinated - we use emails, Facebook, texts ... sending them out to many. On Friday I had my mokopuna look up the Kura and ring every single one of our whanau on the books to come.

(Maori, male, 65, Awanui)



COVID-19 **Check-in:**

**Pacific sample
voices**



Pacific specific themes

General sentiment and perception:

- As with Week 1, biggest concern is the impact of Covid-19 on the health and wellbeing of family members. Overall families interviewed are feeling okay and are finding ways to adapt during lockdowns.
- Most Pacific households have at least one family member who is an essential worker. Five out of 12 of households had someone who was a close or casual contact this outbreak and all followed instructions. One person had to translate for someone in their household who was a close contact.
- There is a heightened anxiety among households with family members who have a pre-existing condition or someone who is pregnant.
- Families are missing connections with other family members and friends and engaging in community group activities such as church services. Although many are adapting to virtual connections.
- Some concern about what the future brings and how they will sustain income with ongoing lockdowns. Already some movement in jobs/income streams this lockdown and awareness of services available.




My family are generally well - most of them work from home so there's no anxiety going and getting any of the COVID-19. We are trying our best to cope with this pandemic and these levels of restrictions. The first few weeks of lockdown - we all had colds and flulike symptoms but we have recovered now. Our family are generally tight-knit and given past lockdowns - we do have a bit of routine now for the kids at school, those at work, and then others of us at home. The kids at school do get cabin fever, almost daily - but thankfully because the weather is getting better, they can make better use of the backyard. Some of them are struggling to keep up with the distance learning and all the distractions but we do try to keep them accountable with an adult looking over a child's work, weekly.

There is more anxiety this time around with the Delta Variant and also with the new information growing about Mu. My wife and I are older with health conditions so we do not leave the house at all - only to do her garden. Our children do all our groceries, pick up our medication, and we have any checkups or consults online. I try to manage my diabetes as best as I can so I don't need to go into the hospital or I don't need to go into a clinic - give that time to someone who needs it but also to reduce my chances of exposure to covid-19.

I do miss church as that is my community and like my extended family. We have zoom online but the sense of community is stronger face to face. I still call in and check in with my kalasi aho (fellowship group) and they do the same for me as well. A lot of my hobbies - even going to the gym because of my diabetes is restricted. I feel like the lockdown is working - and so does my family. When we consider how contagious Delta is and yet the numbers are decreasing - we know that the level 4 lockdown is working. I think my family are closer to God during these times because you have to have hope and faith during a pandemic. We are part of a family zoom with family all over the world, just encouraging one another and praying. I don't take it for granted that our covid response as New Zealanders has been so much more successful than other countries. I have had a sister in law with Covid-19 in America and other family members and so it has hit close to home.

(Tongan, Male, 55-64 years)





“It is hard, I’m the only one working and I can’t go and work, so it’s been hard for us. My work is paying the subsidy but it’s hard still, with my kids.”

(Tongan, Female, 25-34 years, full-time mother, Manurewa)

“I think the house is full-on with 3 kids under 5 years of age, and I’m expecting. I’ve got a few health complications this time around with gestational diabetes, so I am very nervous and scared but also worried I might have to give birth under level 4, so my husband won’t be with me. I think we are trying to stay calm because stress is not good for the baby.”

(Samoan, Female, 18-24 years, Whānau-support worker, Manurewa)

“All of us are feeling very uncertain about the future, concerned that this is what life may start to look like for years to come and this is not how we want to live our lives. The virus is dominating our lives.”

(Samoan, Male, 25-34 years, Truck driver, Kelston)

“I did not worry a lot about work and family before the outbreak, as I did not think we would go through another lockdown. Since the outbreak I’m worried about job security and what this will look like if lockdown is extended. And now I am over cautious and protective about my family’s wellbeing and protection from the virus.”

(demographic)

“I would just say that it can be boring, and I miss seeing my other family and friends.”

(Cook Island/Samoan, Female, 18–24-year-old, Engineer, Dunedin)

“The outbreak has impacted my family in a positive way. We are actually able to have family prayer and we enjoy it, it’s not a chore because we are in a rush. Our communication with each other has improved and I am able to share in some of the responsibilities so I feel like my parents are teaching me like an adult. It also feels like we have been able to have a break and rest. My mum is the only essential worker in my family.”



Pacific specific themes

Clarity of information and compliance:

- All families interviewed understood in general what was expected of them during lockdown and felt that they had most of the information they needed.
- Generally all families felt the information was clear this lockdown however, many found it particularly helpful if information was summarised, presented with visuals and in the different languages.
- Information on getting tested and why was clear but sometimes difficult to keep up with information about where to get tested. There were also far too many 'locations of interest' to keep up with so some stopped checking these details.
- A couple of interviewees were skeptical of the government and this impacted on their ability to fully comply although others in their household were more or fully compliant.
- Recommendation for text-based updates



“Yeah it was clear. To stay at home, only go out to do your shopping, can't visit anyone outside of your bubble. Yeah it's pretty easy to understand.”

(Tongan, Female, 25-34 years old, Fulltime Mother, Manurewa, Auckland)

“Yep it was very clear, but I didn't always listen to them. I mean I'd just go out to the dairy and stuff and go for a drive, but I know what the rules are.”

(Samoan, Male, 24-35 years old, Community Support Worker/Coordinator, Hamilton East)

“Yes I have been a close contact, when I found out I was a close contact I was uncertain of what to do so I waited to be contacted by the department of health who explained what I needed to do as a close contact. Before becoming a close contact I did not know what to do. Yes I have been tested. The information on when and why to get tested was clear and easy to understand but where to get tested was not clear. I relied on friends and shared online posts to inform me of testing station locations.”

(Samoan, Male, 25-34 years old, Truck Driver, Kelston Auckland)

“No, it is hard to keep up with the locations of interest. I don't even know the locations out west. Just heard of the case out New Lynn and Avondale. There are too many locations to keep up with...”

(demographic)

“People spreading false information. And people not following the rules. If we follow the rules then the faster things will get back to normal.”

(Cook Islands/Samoan Female, 18–24-year-old, Engineer, Dunedin)



Pacific specific themes

COVID-19 vaccination: views and behaviour

- At least one person in each household had been vaccinated, however, for individuals in households who weren't, this was due to either pregnancy, breastfeeding or mistrust of the Government.
- Two out of 12 interviewees had not been vaccinated but lived in households where someone had been.
- Concerns about vaccinations following announcement of a death in NZ linked to the Pfizer vaccine.



“I still feel the government is holding back or filtering out information to us aye. Like not giving us all the information about the vaccine and cases. I just don't trust the government I never have. It's just a personal preference.”

(demographic)

“Nearly everyone is vaccinated in our household. I'm not vaccinated but I will get it eventually. I just don't think the government is sharing all the information they have about the vaccine and that they're hiding what is actually in the vaccine.”

*(Samoan, Male, 24-35 years old, Community Support Worker/
Coordinator, Hamilton East)*



COVID-19 Check-in:

South Asian sample voices



South Asian specific themes

General sentiment and perception:

- Strong alignment with week 1 – families are adapting to lockdown life despite anxieties and concerns about contracting Covid-19, and the short to long-term ramifications of lockdowns on personal, social and economical wellbeing.
- Family members worry about each other – e.g., youth concerned about parents and parents concerned about children or elderly.
- Concerns about safety and others not adhering to the rules. Can inhibit movement outside of home.
- Some positive stories of families and communities supporting each other to access information or support needed.



My mum lost her job due to Covid- 19 lock down. I feel bad about it . I hope that she would be able to find a new job soon.

(demographic)

My dad has health condition and mum has house arrested him, not even allowed to go and collect mail from box. Anything from outside, laid down for almost 1-2 days before we touch the box, item etc. my mum is crazy of the fear of transmission through non alive items too.”

(demographic)

I am scared, there are people walking around, some going for group walks in face masks and gloves. I can see people going in masks and looking at my garden and neighborhood properties. It is very scary when people everyone is in mask we don't know who is around. I have heard news and friends had attempts of thefts.

We are worried and especially at night I cannot sleep well in night what if someone gets in my house wearing mask. I have heard there are robberies in neighborhood, in news, masked people stealing things, petrol, cars, attempt to break in. Having elderly at home who just out of habit open the door to anyone that knocks on the door. People wearing mask it is hard to identify who is behind the mask.

There are lots of security issues during I am nurse by profession, my husband is doctor, we both are retired now.

(demographic)



South Asian specific themes

Clarity of information and compliance:

- All interviewees felt they had all the information they needed to make decisions for themselves and their families during this outbreak.
- Interviewees accessed a wide range of information sources including community group channels and information available in their own language.
- Despite two of the interviews displaying symptoms of hay fever, neither had ever been tested for COVID-19 before.



To my pleasant surprise, even young kids understood the importance of COVID-19 guideline and supported it. I guess the school the and teachers played a massive role in this successful implementation of COVID-19 safety guidelines.

(demographic)

My mum helps many neighbours who are alone and immune compromised to get groceries for our back street elderly who cannot afford to go themselves. When out on the street, people have shown courtesy, allowing one person to go before another in order to maintain proper distance and not cause worry. Neighbours interact with one another more than usual, just from a distance of course. Families are looking out for other families, without one another we would all be nothing.

(demographic)



South Asian specific themes

COVID-19 vaccination: views and behaviours

- All those interviewed had been vaccinated. One family was vaccine hesitant but made the decision to vaccinate during this outbreak/lockdown.
- Families trust in scientists and medical workforce. The World Health Organisation was a commonly cited source of information about vaccinations.

“

We were reluctant to have vaccination. but dont have any choice.

What to do?

With this current delta variant positive cases and lock down.

**We have realised it is important to be
vaccinated than not and face dire consequences.**

We all are vaccinated now (first dose)

(demographic)

”

COVID-19 **Check-in:**

**Asian sample
voices**



Asian specific themes

General sentiment and perception:

- Increased worry, fear and anxiety with the Delta Variant and Alert Level 4 lockdown in Auckland.
- Older people – felt isolated, difficult to do grocery shopping due to lack of transport.
- People with mental health issues – prolonged lockdown is challenging. Ethnic-specific counselling and mental health support needed.
- Families with special needs children – heightened stress due to limited support during lockdown.
- Pregnant women – don't know enough about COVID-19 vaccine safety in pregnancy.
- Essential workers – feel more at risk. Concerns about health and safety for family and the community.



My son is autistic. He likes regular activities. I notice that he is very stressful during this lockdown because he cannot understand this situation. My wife and I also feel stressful and tired because we have to look after him at home all the time.

(Korean, Male, 55-64)

**I am worried because I am pregnant and I am not vaccinated.
The current variant is very contagious.**

(Filipino, Female, 25-34)

I feel less safe on the stress as there are less people but more homeless or mentally unwell people walking around in CBD. I feel scared of going out.

(Japanese, Female, 25-34)



Asian specific themes

Clarity of information and compliance:

- There is general clarity of information about COVID-19 and Alert Level 4 lockdown restrictions. The Ministry of Health website and government announcement are quite clear, reliable and easy to follow.

BUT

- People with limited English need more support to access information.
- Communities rally together to provide translation and disseminate the information through ethnic-specific social media and Internet.
- Specific information needed for essential workers.



I can get most important information, but it is still hard to get specific information such as public toilet for essential workers. I need to use public toilet while I work, but most public toilets I had used are closed, and I don't know where to go.

The bus company also does not know all information.

(Bus driver, 55-64)



Asian specific themes

COVID-19 vaccination: views and behaviour

There is general acceptance of vaccination.

But

- Some people commented that the vaccine rollout is sluggish. Hard to book vaccination appointments. People with limited English face added barriers.
- Some people feel worried about vaccination due to misinformation about the safety of vaccine from overseas social media.
- People with limited English want to get language assistance at community vaccination centres.
- Not enough information about COVID-19 vaccine safety in pregnancy and vaccination side effects.

COVID-19 Check-in:

European sample voices



European specific themes

General sentiment and perception:

- Majority are 'OK', but high levels of anxiety and a clear sense of fear/danger amongst interviewees.
- Concerns about physical health in the face of Delta (particularly for those with respiratory and immune conditions) and deteriorating mental wellbeing dominate. Other areas of concern are financial wellbeing, the virus feeling "closer"/more present, the risks to vulnerable people, the challenges of parenting/home schooling, annoyance with rule breakers, and general concerns about the long-term vision for managing COVID-19 in Aotearoa.
- There is also gratitude (for the actions taken to protect our health, for essential workers) and an awareness that lockdown has some benefits (such as a slower pace, and more time with immediate family).
- Some awareness of South Aucklanders/Pacific peoples being unfairly judged.
- Experiences of judgement amongst the elderly (patronised by public) and those with disabled family members (no understanding of challenges w/ compliance). Others experiencing judgement for strict compliance, for needing to take sick leave, and for wanting to prioritise work/business.

European specific themes

Clarity of information and compliance:

- Information regarding alert levels generally seen as being very clear - with some lack of clarity around level 3 and 2, and a need for resources that address the communication and service needs of (intellectually) disabled people.
- Information regarding testing generally seen to be clear (having improved since Lockdown 1), but with significant gaps in addressing the communication and service needs of (intellectually) disabled people.
- The daily announcements, COVID.govt.nz, and the MOH website are the most common sources, with some using social media and friends/family as their main source. It should be noted that where friends/family are used this is usually because they have particular expertise e.g. epidemiologist involved in policy, Dr. Shawn Hendy, nurse specialist in infection control dept.
- Wariness of potential propaganda from Labour party representatives (and of unnecessary critique from the opposition), with a clear preference for Dr. Ashley Bloomfield as an educated, neutral, circumspect, and transparent party – *“I can’t think of anyone who has nailed being a public servant as much as he has.”*
- General belief that the government and MOH can be trusted and are focussed on engaging with expert advice and scientific sources, but some frustration with questions being handed between ministries with no answers forthcoming, and with the conjecture and commentary provided by news media.

European specific themes

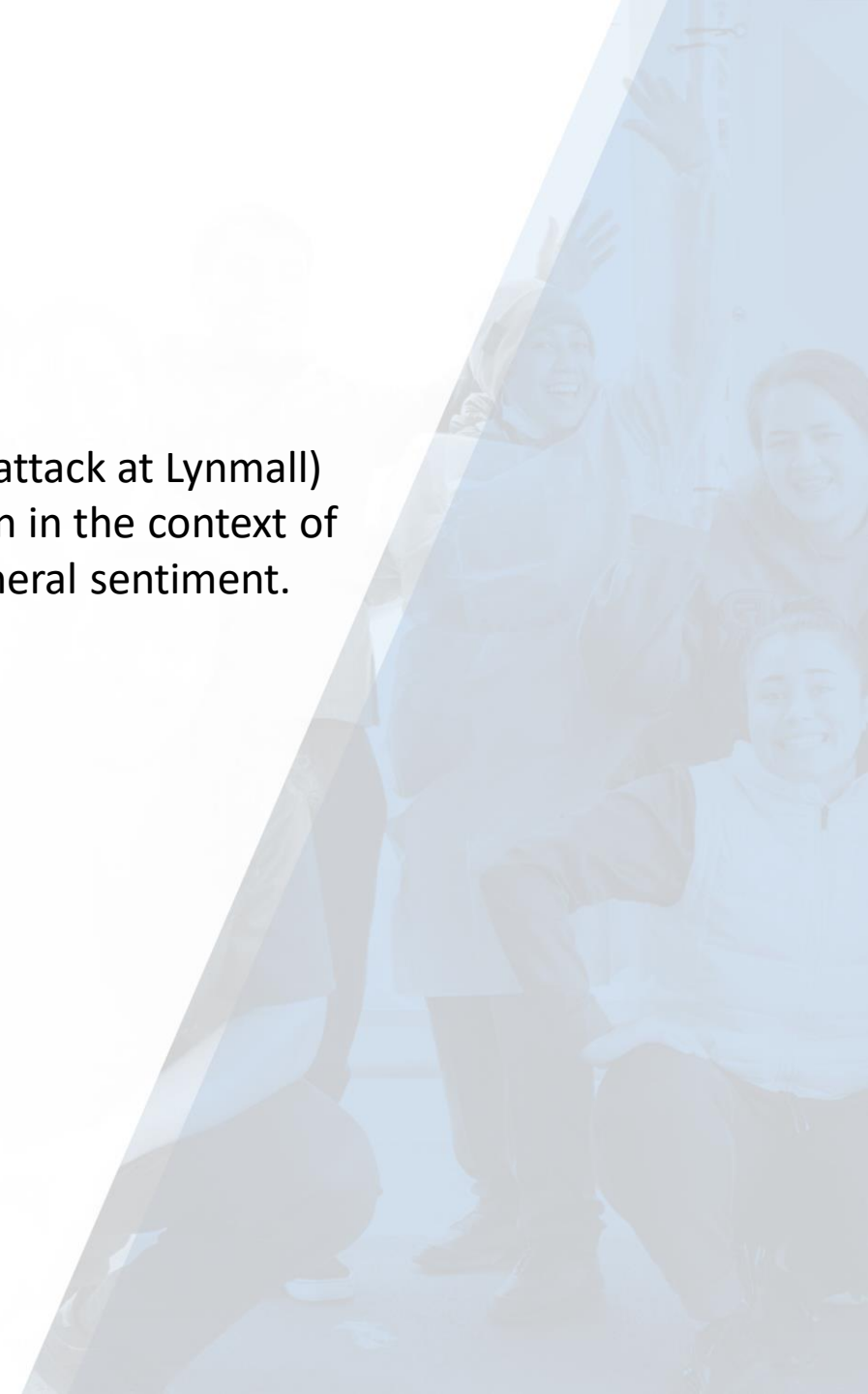
- All bar one interviewee are either vaccinated or registered to be vaccinated – for the unvaccinated individual there are concerns about side effects and about a process that is unfriendly to people with intellectual disabilities.
- Phone-based social outreach service for elderly and parent/families caring for those with disability
- Vaccinations sites that can respond to the unique needs of (intellectually) disabled people (e.g. Familiarisation appointments, full facial visibility etc.)
- Visual aids to explain COVID-19 and alert level changes/their implications to children and (intellectually) disabled people

European specific themes

- Priority shopping queues for the elderly and those with disabled children
- Options for bubbled manufacturing workplaces during L4 (e.g. 5 workers live onsite as a bubble and produce goods to ensure continuity of workflow)
- Continuation of free lunch programmes, with additional funding/support for delivery
- Additional support for other crisis food provision agencies
- Sustainably addressing digital access and literacy needs
- Providing more info and support with sourcing groceries for delivery (telephone options, non-supermarket options, protecting credit card and bank details)
- Opportunities for the creative workforce during lockdown

Noteworthy:

- With the overlay of local and worldwide events (e.g. Last Friday's terror attack at Lynmall) we need to explore the balance of COVID-19 and vaccination information in the context of other information they may be receiving and therefore impacting on general sentiment.



SUMMARY

Compared to Week 1

- Similar sense of growing adaption among families to alert level restrictions. Despite concerns and feelings of anxiety during this outbreak, positive stories are emerging of caring for others, acts of kindness and new perspectives on life.
- Similar level of concern about the impact of Covid-19 and vaccinations on children and pregnant women even among those who have been vaccinated. Also general concern of vaccination side-effects among those who are vaccine-hesitant.
- Ongoing concerns about possible impact of Covid-19 delta variant on health and wellbeing of family members, particularly those who are vulnerable e.g. pre-existing health conditions or pregnant
- Increasing awareness of when to get tested or vaccinated and why but difficulty accessing up to date information about where to go.
- Growing concerns about what the future brings – economically, socially and health-wise.
- Growing sense of fatigue about keeping up with Covid-19 details e.g. locations of interest

SUMMARY

Key Considerations

- More information about level 3 (and now level 2) rules and restrictions.
- Information and practical support for disabled peoples and parents/carers of autistic children
- Phone-based communication (including texts) to connect to families and individuals in need of greater support.
- Vaccinations sites that can respond to the unique needs of disabled people (e.g., familiarisation appointments, full facial visibility) and those who speak limited English.
- Possible increase in information fatigue particularly as numbers decrease
- Vaccine-hesitant or anti-vaxxers often reside in households where at least one person is vaccinated. There is potential for these family members to play an important role in engaging them with the right person/medium to address the concerns they have about the vaccine.



Survey Results



Research Approach #2: Survey n=687

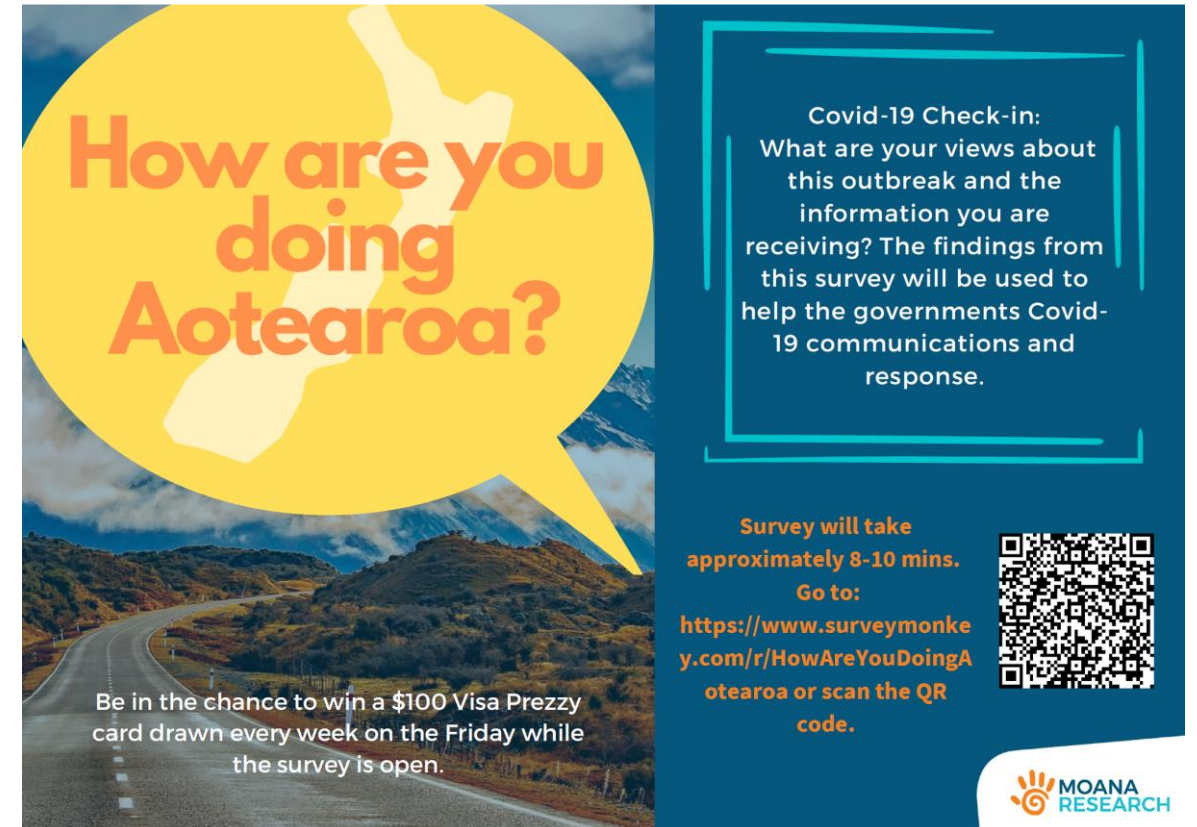
Survey

A survey with 33 questions was developed to gain rapid insights about experiences and perceptions of COVID-19. The survey focused on gaining feedback from a wide sample of the NZ population. The survey data does not allow for in-depth analysis but it will be complemented with findings arising from the qualitative research. The survey questions were reviewed for clarity and ease of understanding. Demographic questions were included.

The survey was activated at 12.30pm on Saturday 28 August and distributed via social media and emails. The survey will remain open for 4 weeks.

For the first report, the first 420 responses were analysed for Week 1 (short week). For week 2, a further 267 responses were analysed at 12pm Sunday 5 August. The survey was not proactively promoted during the weekend of 5 and 6 September due to Auckland terror attack and Father's Day.

Simple counts and percentages were calculated for each variable as totals per week and then by ethnic group and region. Chi-square p-values were estimated for tables as well as 95% confidence intervals for proportions of interest using the Wald method. Level of significance was 0.05 or 5% and all tests were two-sided.




How are you doing Aotearoa?

Be in the chance to win a \$100 Visa Prezzy card drawn every week on the Friday while the survey is open.

Covid-19 Check-in:
What are your views about this outbreak and the information you are receiving? The findings from this survey will be used to help the governments Covid-19 communications and response.

Survey will take approximately 8-10 mins.
Go to:
<https://www.surveymonkey.com/r/HowAreYouDoingAotearoa> or scan the QR code.



MOANA RESEARCH

Survey respondents - Demographics

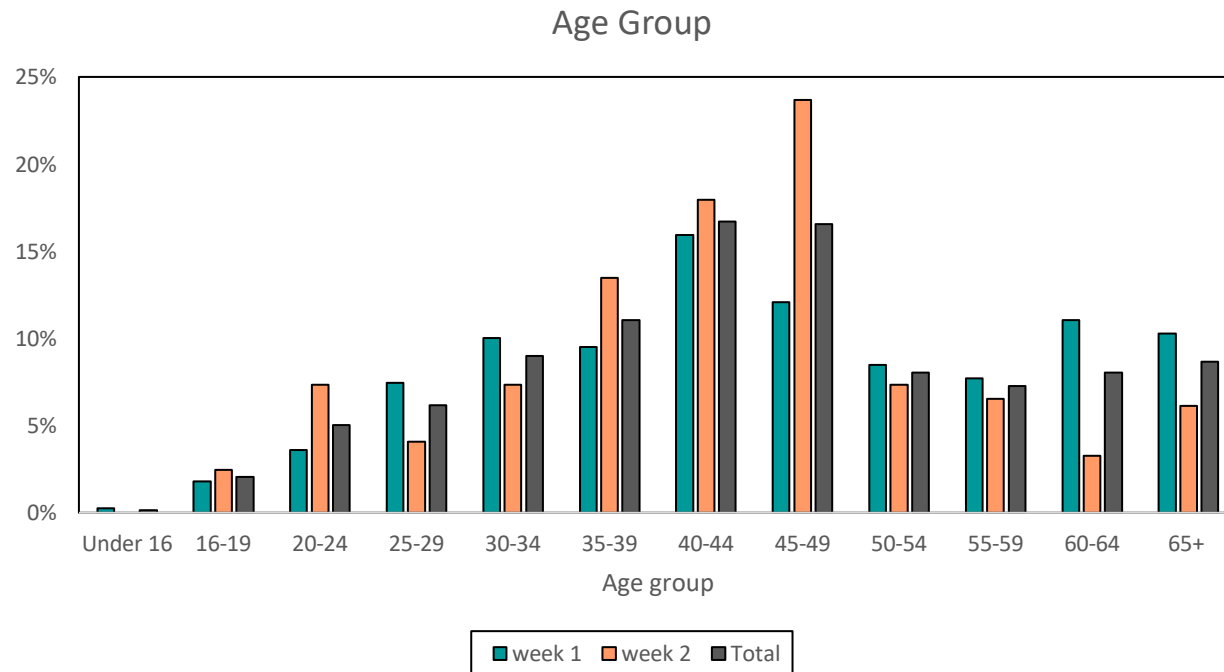


Table 1: Gender and age of survey respondents as at 5 September 2021

| Demographic | Week 1 (n=420) | Week 2 (n=267) | Total (n=687) |
|-------------------|-------------------|-------------------|-------------------|
| Gender | | | |
| Male | 96 (24.7%) | 42 (17.1%) | 138 (21.8%) |
| Female | 285 (73.3%) | 197 (80.4%) | 482 (76.0%) |
| Gender diverse | 4 (1.0%) | 1 (0.4%) | 5 (0.8%) |
| Prefer not to say | 4 (1.0%) | 5 (2.0%) | 9 (1.4%) |
| Total | 389 (100%) | 245 (100%) | 634 (100%) |
| missing values | 31 | 22 | 53 |
| Age Group | | | |
| Under 16 years | 1 | 0 | 1 |
| 16-19 years | 7 | 6 | 13 |
| 20-24 years | 14 | 18 | 32 |
| 25-29 years | 29 | 10 | 39 |
| 30-34 years | 39 | 18 | 57 |
| 35-39 years | 37 | 33 | 70 |
| 40-44 years | 62 | 44 | 106 |
| 45-49 years | 47 | 58 | 105 |
| 50-54 years | 33 | 18 | 51 |
| 55-59 years | 30 | 16 | 46 |
| 60-64 years | 43 | 8 | 51 |
| 65+ years | 40 | 15 | 55 |
| Prefer not to say | 7 | 1 | 8 |
| Total | 389 | 245 | 634 |
| missing values | 31 | 22 | 53 |

Survey respondents - Ethnicity

Table 2: Ethnic breakdown of survey respondents as at 5 September 2021

| | Week 1 - n (%) | Week 2 - n (%) | Total - n (%) |
|---------------------------|---------------------|---------------------|---------------------|
| Korean | 2 (0.5%) | 0 (0.0%) | 2 (0.3%) |
| Middle Eastern | 1 (0.3%) | 2 (0.8%) | 3 (0.5%) |
| African | 2 (0.5%) | 2 (0.8%) | 4 (0.6%) |
| Latin American | 4 (1.0%) | 1 (0.4%) | 5 (0.8%) |
| South East Asian | 3 (0.8%) | 2 (0.8%) | 5 (0.8%) |
| Other Asian | 3 (0.8%) | 3 (1.2%) | 6 (0.9%) |
| Other Pacific ethnicities | 5 (1.3%) | 4 (1.6%) | 9 (1.4%) |
| Fijian | 5 (1.3%) | 5 (2.0%) | 10 (1.6%) |
| Tokelauan | 4 (1.0%) | 7 (2.9%) | 11 (1.7%) |
| Indian | 9 (2.3%) | 9 (3.7%) | 18 (2.8%) |
| Chinese | 20 (5.2%) | 4 (1.6%) | 24 (3.8%) |
| Cook Island Māori | 15 (3.9%) | 9 (3.7%) | 25 (3.8%) |
| Other European | 13 (3.4%) | 12 (4.9%) | 25 (3.9%) |
| Niuean | 12 (3.1%) | 15 (6.1%) | 27 (4.3%) |
| Other | 23 (5.9%) | 10 (4.1%) | 33 (5.2%) |
| Tongan | 29 (7.5%) | 30 (12.2%) | 59 (9.3%) |
| New Zealand Māori | 103 (26.5%) | 32 (13.1%) | 135 (21.3%) |
| Samoan | 70 (18.0%) | 110 (44.9%) | 180 (28.4%) |
| NZ European | 176 (45.4%) | 67 (27.3%) | 243 (38.4%) |
| Total* | 499 (128.6%) | 324 (132.2%) | 823 (130.0%) |
| Denominators* | 388 | 245 | 633 |

COVID-19 **Check-in:**

General Sentiment and Perception



Little change from Week 1 except that less people on average are worried about getting COVID-19 (56%) compared to previous week (61%)

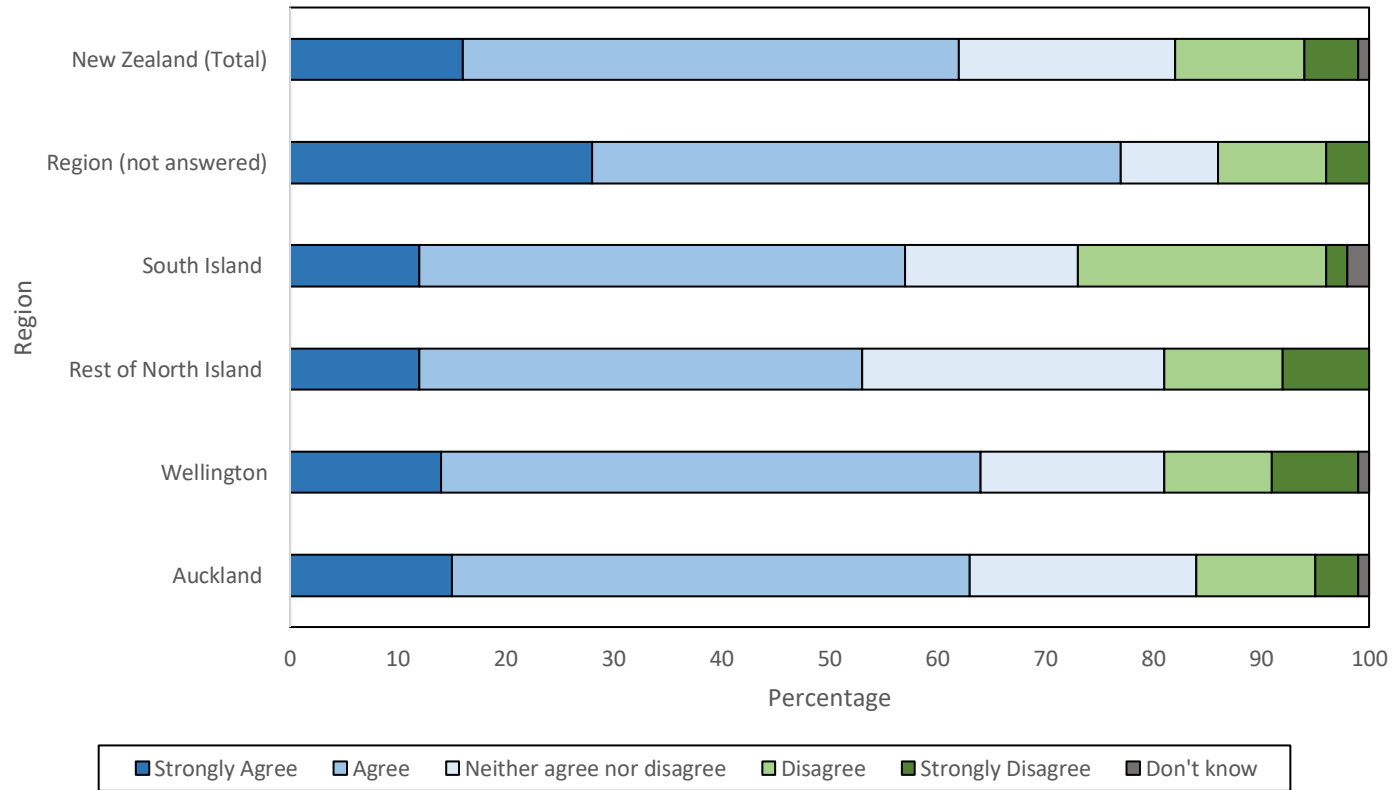
Qu 1. The virus that causes COVID-19 has changed over time, and we now have new forms of the virus (just like how we have new forms of the flu every year). One of these new forms – the Delta variant – is becoming more and more common around the world. How strongly do these statements apply to you right now?

Table 3: Question 1 responses by numbers and percentages

| | Strongly agree | | Agree | | Neither agree nor disagree | | Disagree | | Strongly Disagree | | Don't know | | Prefer not to say | | Total |
|---|----------------|-----|--------|-----|----------------------------|-----|----------|-----|-------------------|----|------------|---|-------------------|---|-------|
| | % | N | % | N | % | N | % | N | % | N | % | N | % | N | N |
| I feel nervous when I think about what's going on right now. | 15.12% | 103 | 46.99% | 320 | 20.12% | 137 | 11.60% | 79 | 4.85% | 33 | 0.88% | 6 | 0.44% | 3 | 681 |
| I feel calm and relaxed. | 5.61% | 38 | 34.56% | 234 | 22.01% | 149 | 27.47% | 186 | 8.71% | 59 | 1.18% | 8 | 0.44% | 3 | 677 |
| I am worried about getting COVID-19 (delta variant). | 17.89% | 122 | 37.98% | 259 | 17.01% | 116 | 19.65% | 134 | 6.45% | 44 | 0.73% | 5 | 0.29% | 2 | 682 |
| I am worried about the health and wellbeing of my family members. | 40.32% | 275 | 42.08% | 287 | 8.21% | 56 | 6.30% | 43 | 3.08% | 21 | 0.00% | 0 | 0.00% | 0 | 682 |
| I feel stressed about leaving home. | 9.28% | 63 | 25.18% | 171 | 23.86% | 162 | 27.98% | 190 | 12.96% | 88 | 0.59% | 4 | 0.15% | 1 | 679 |

Not much regional variation although those living in Auckland Wellington feel slightly more nervous than others

Q1a. I feel nervous about what's going on right now (n=680)



No change in sense of delta variant being different to original virus

Qu 2. Do you understand what makes the delta variant more dangerous than the original virus?

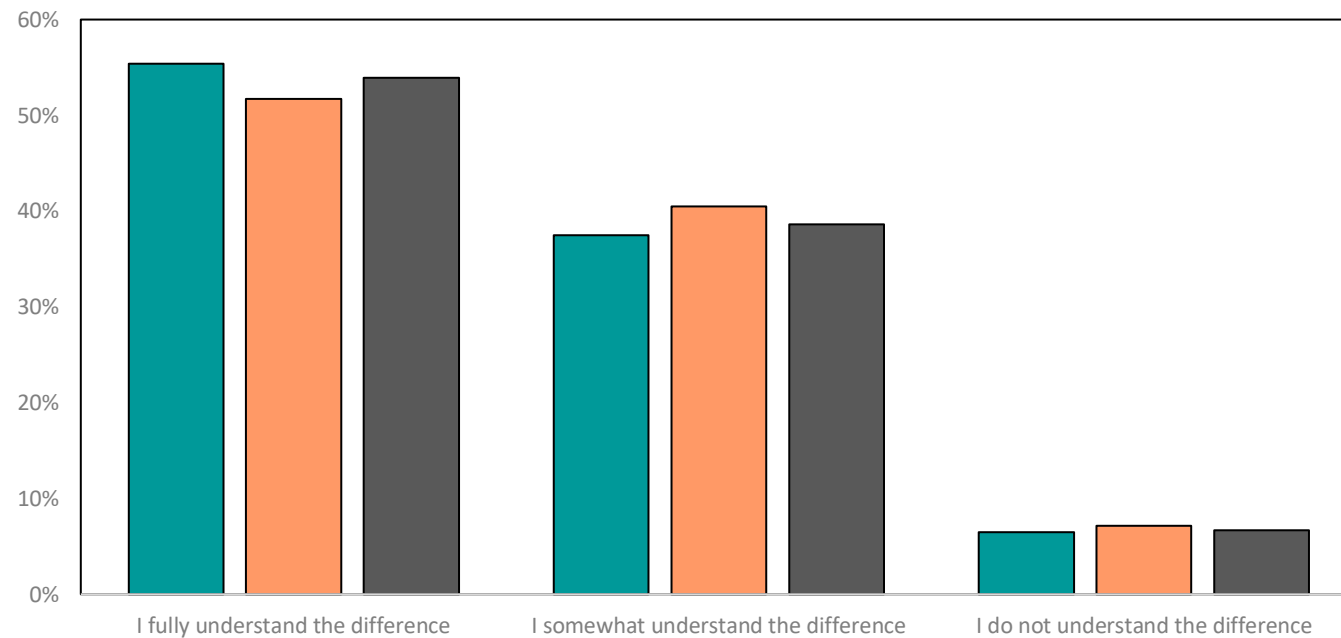


Table 5: Do you understand what makes the delta variant more dangerous than the original virus?

| | Week 1 n (%) | Week 2 n (%) | Total n (%) |
|--------------------------------------|------------------------|------------------------|-----------------------|
| I fully understand the difference | 232 (55.4%) | 138 (51.7%) | 370 (53.9%) |
| I somewhat understand the difference | 157 (37.5%) | 108 (40.4%) | 265 (38.6%) |
| I do not understand the difference | 27 (6.4%) | 19 (7.1%) | 46 (6.7%) |
| I prefer not to say | 3 (0.7%) | 2 (0.7%) | 5 (0.7%) |
| Total | 419 (100%) | 267 (100%) | 686* (100%) |

*Note: One missing value. Chi-square p-value =0.826, for comparing weeks

Slight increase in anxiety over delta variant since week 1

Qu 3. Has the delta variant made you more nervous? (n=685)

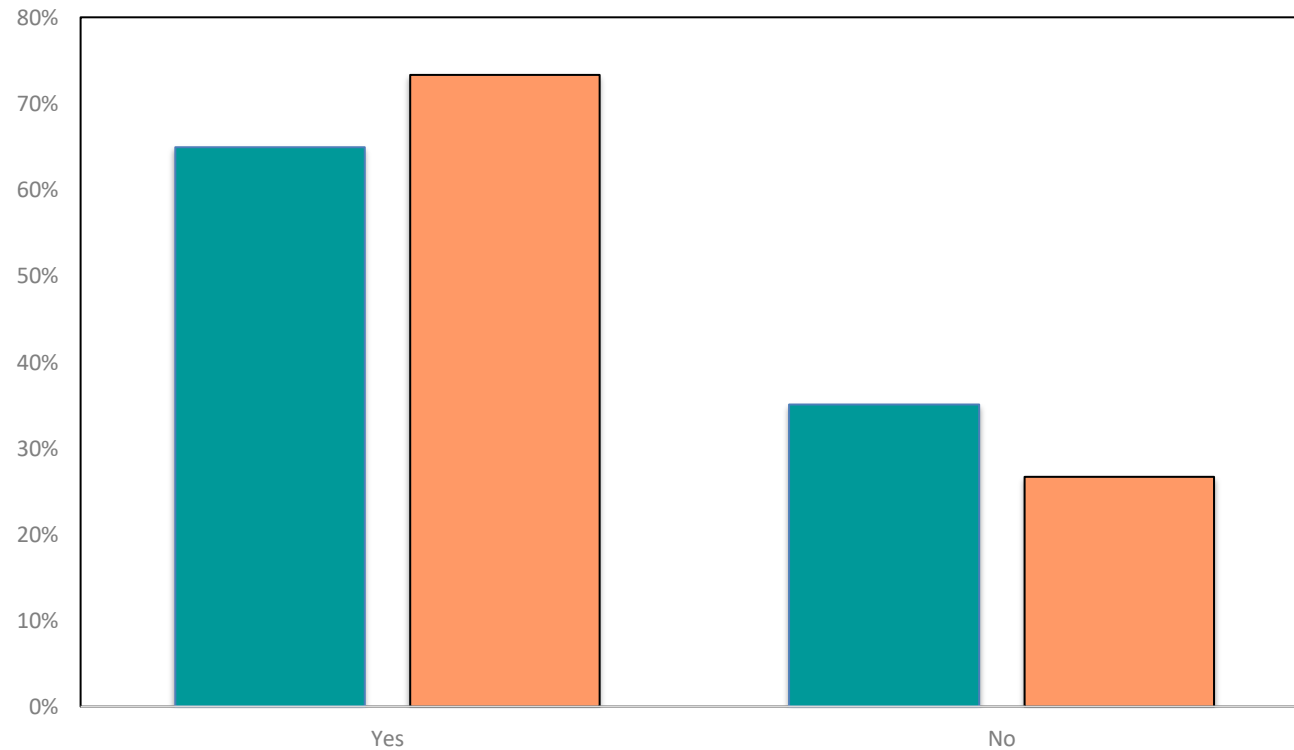


Table 6: Has the delta variant made you more nervous?

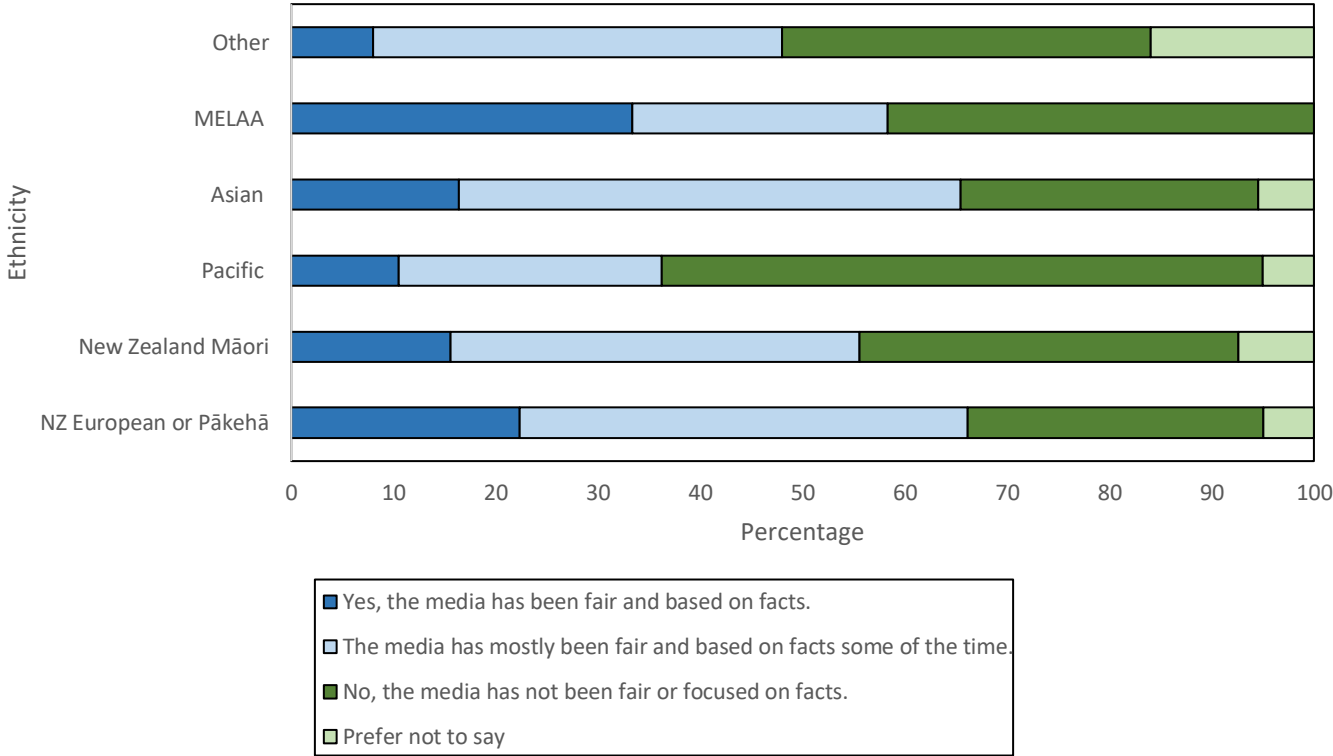
| | Week 1 n (col%) | Week 2 n (col%) | Total n (col%) |
|--------------|------------------------|------------------------|-----------------------|
| Yes | 272 (64.9%) | 195 (73.3%) | 467 (68.2%) |
| No | 147 (35.1%) | 71 (26.7%) | 218 (31.8%) |
| Total | 419 (100%) | 266 (100%) | 685 (100%) |

Notes: two missing values; Chi-square p-value =0.022 for comparing weeks

Pacific respondents felt their communities were not being reflected fairly by media, followed by Other ethnicities and Māori

Qu 17. Thinking about this lockdown, do you feel like the media has talked about your community in a way that is fair and based on facts?

Thinking about this lockdown, do you feel like the media has talked about your community in a way that is fair and based on facts? (n=610)



COVID-19 **Check-in:**

**Clarity of information
and compliance**



More people were 'very clear' about what to do in Alert Level 4 in week 2

Q5. How clear are the rules about where you can go and what you can do at Alert Level 4?

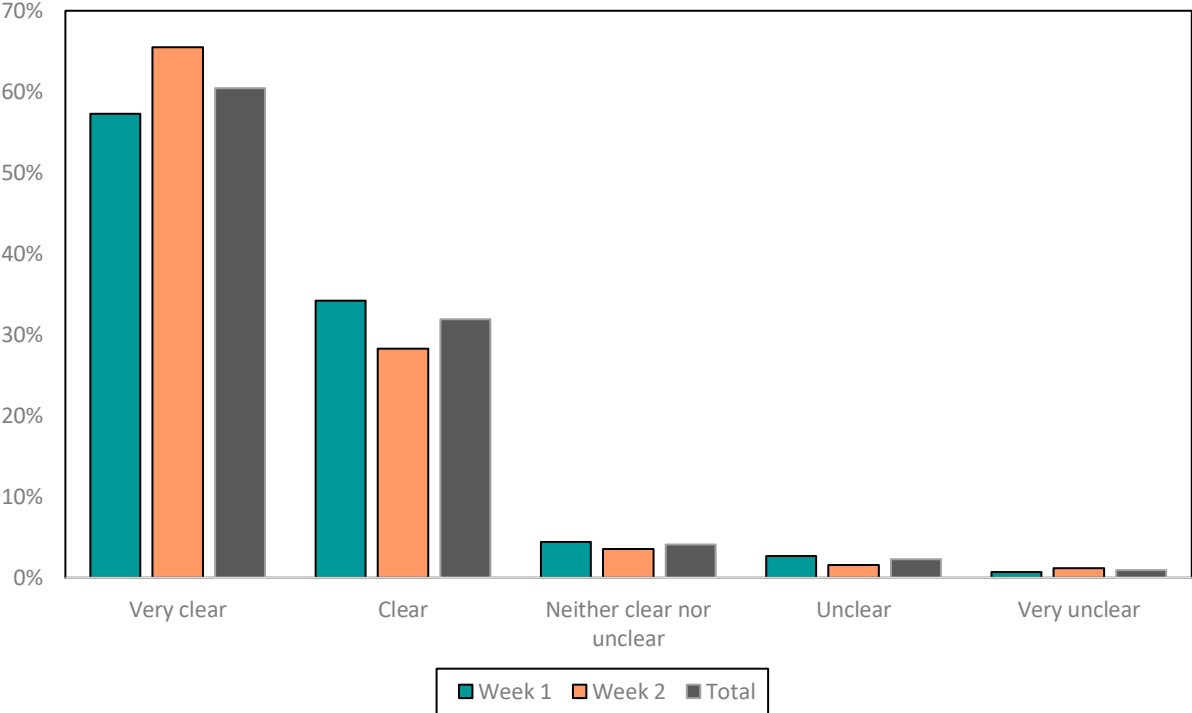


Table 7: How clear are the rules about where you can go and what you can do at Alert Level 4?

| | Week 1 n (col%) | Week 2 n (col%) | Total n (col%) |
|---------------------------|------------------------|------------------------|-----------------------|
| Very clear | 233 (57.2%) | 167 (65.5%) | 400 (60.4%) |
| Clear | 139 (34.2%) | 72 (28.2%) | 211 (31.9%) |
| Neither clear nor unclear | 18 (4.4%) | 9 (3.5%) | 27 (4.1%) |
| Unclear | 11 (2.7%) | 4 (1.6%) | 15 (2.3%) |
| Very unclear | 3 (0.7%) | 3 (1.2%) | 6 (0.9%) |
| Don't know | 2 (0.5%) | 0 (0%) | 2 (0.3%) |
| Prefer not to say | 1 (0.2%) | 0 (0%) | 1 (0.2%) |
| Total | 407 (100%) | 255 (100%) | 662 (100%) |

Notes: 25 missing values. Chi-square p-value= 0.331

More people find it 'very easy' to follow the Alert Level rules

Q6. How easy are you finding it to follow the rules at Alert Level 4?

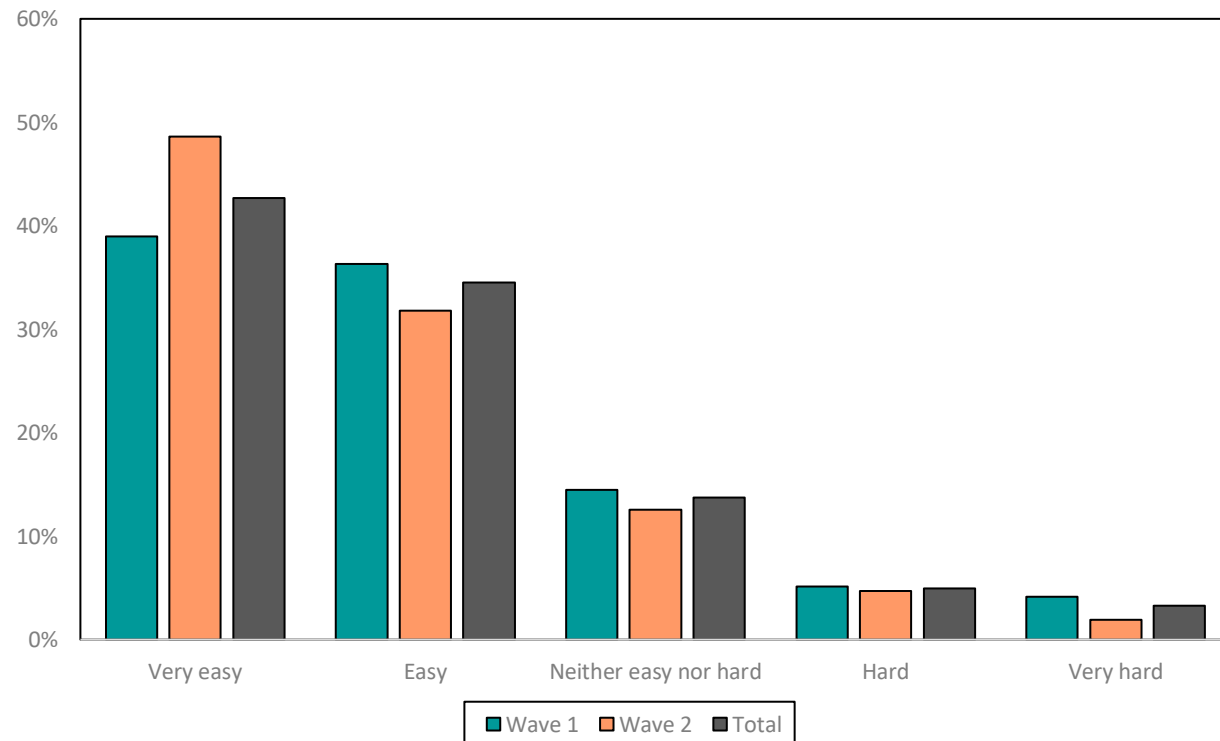


Table 8: How easy are you finding it to follow the rules at Alert Level 4?

| | Week 1 n (col%) | Week 2 n (col%) | Total n (col%) |
|-----------------------|---------------------------|---------------------------|--------------------------|
| Very easy | 159 (39.0%) | 124 (48.6%) | 283 (42.7%) |
| Easy | 148 (36.3%) | 81 (31.8%) | 229 (34.5%) |
| Neither easy nor hard | 59 (14.5%) | 32 (12.5%) | 91 (13.7%) |
| Hard | 21 (5.1%) | 12 (4.7%) | 33 (5.0%) |
| Very hard | 17 (4.2%) | 5 (2.0%) | 22 (3.3%) |
| Don't know | 3 (0.7%) | 1 (0.4%) | 4 (0.6%) |
| Prefer not to say | 1 (0.2%) | 0 (0%) | 1 (0.2%) |
| Total | 408 | 255 | 663 |

Notes: 24 missing values. Chi-square p-value=0.223

Of those who found it ‘hard’ or ‘very hard’, the reasons were wide-ranging



They wouldn't let me in to the supermarket with my mask exemption. They forgot about being considerate and caring for those who are exempt from masks. It was not pleasant at all.

Just sick of sticking to rules after a while.

My dad died in hospital on day 2 of lock down and I couldn't see him at all; nor have my mum see him or me. It was painful to endure and we are still reeling from it. I don't think we'll ever get over not having this closure as Tagata Moana.

Working full time without childcare is hard.

Wanting to see my family and get out of the house.

I don't believe this is a long term solution for NZ. It is destroying lives and business. Family harm and mental health is prolific along with kids starving. Suicide is increased. This is not the way forward when there are other measures available along with early treatment if covid which is not being made available to the nz people.

Being an essential worker and having to line up at supermarkets etc. either before or after work. The very real threat of contracting the virus while still be out amongst the community as part of my job.

Not being able to exercise at places like gyms or playgrounds for the grandkids

As a single parent with young tamariki it is so isolating

Hard cause we've got funerals and family we need to visit but hard when the delta variant is making its rounds. Also can get low mood at home as my family are in the thick of grief





Hard staying indoors and not hanging out with my friends

Hardest part is having to maintain work commitments on top of being a Mum and caring for my parents. Everything is amalgamated to one setting and it's a lot. I'm taking care of everyone else but Hardly any time for me to decompress.

**We have a 1.5 year old at home, having a walk in the community isn't enough for him
I really miss my partner.**

**Keeping to the rules of level 4, the hardest part is not being able to see my parents.
We understand we are staying home to keep the country safe but how to get groceries, all our families our support network are affected by locations of interest close contacts, i didn't set up buying groceries online but i know there are long waiting times (get this), i don't want to use the food help cause i know there are a lot of other people who need this cause they don't have any income, and i don't want to cheat like others either. Hard because living with the anxiety of others in my family from covid and loss of work, and hearing confusion from other family members and the violence from increased alcohol use by other family members in their bubbles.**

I want to move homes but can't unless I am being sexually abused or in a violent situation. I'm in neither - my landlord is just intolerable and I would like to see out the remainder of lockdown in a healthier environment.

I can't see my kids

Tempting to see friends!

My husband was identified as close contact, our household secondary. Husband had to wait until day12 negative, yet we were okay to move around after his day5 negative result! Did not quite make sense to us. Contradictory information from the websites too.



Close contacts knew exactly, or some of, what to do

Q9. Did you know what you had to do (for example, did you know the rules for self-isolating, when and how to get follow-up COVID tests etc.)?

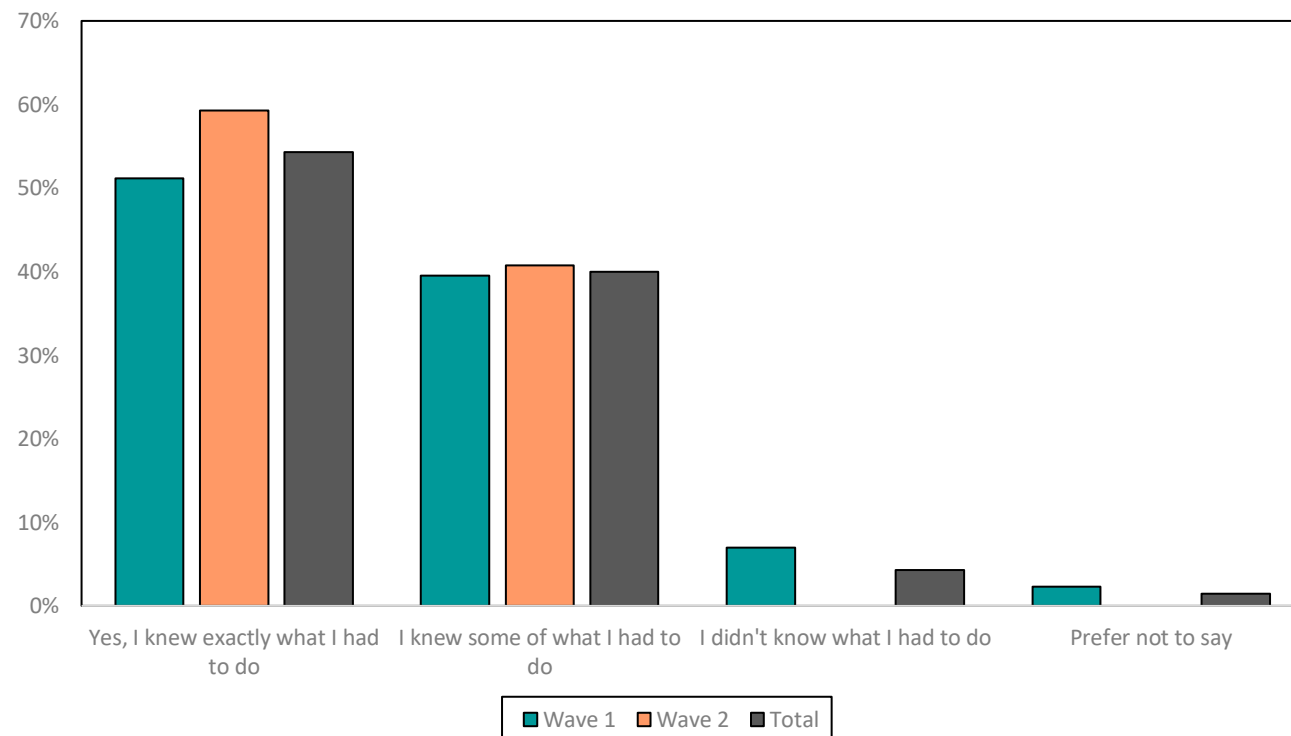


Table 9: Did you know what you had to do (for example, did you know the rules for self-isolating, when and how to get follow-up COVID tests etc.)?

| | Week 1 n (%) | Week 2 n (%) | Total n (%) |
|--------------------------------------|---------------------|---------------------|--------------------|
| Yes, I knew exactly what I had to do | 22 (51.2%) | 16 (59.3%) | 38 (54.3%) |
| I knew some of what I had to do | 17 (39.5%) | 11 (40.7%) | 28 (40.0%) |
| I didn't know what I had to do | 3 (7.0%) | 0 (0%) | 3 (4.3%) |
| Prefer not to say | 1 (2.3%) | 0 (0%) | 1 (1.4%) |
| Total | 43 (100%) | 27 (100%) | 70 (100%) |

Note: 617 people skipped this question. Chi-square p-value 0.437

On average, approximately 16.5% of respondents were reluctant to get a test when sick or when advised to, prior to this outbreak

Table 10: Proportion of those who didn't want a Covid-19 test

| | Week 1 n (%) | Week 2 n (%) | Total n (%) |
|-------------------|------------------------|------------------------|-----------------------|
| Yes | 60 (14.9%) | 48 (19.1%) | 108 (16.5%) |
| No | 333 (82.6%) | 194 (77.3%) | 527 (80.6%) |
| Don't know | 4 (1.0%) | 4 (1.6%) | 8 (1.2%) |
| Prefer not to say | 6 (1.5%) | 5 (2.0%) | 11 (1.7%) |
| Total | 403 (100%) | 251 (100%) | 654 (100%) |

Note: 33 missing values. Chi-square p-value=0.405

Of those who did not get tested prior to outbreak, most common reason is not thinking they had Covid-19

Q14. What were your reasons for not getting a Covid test?

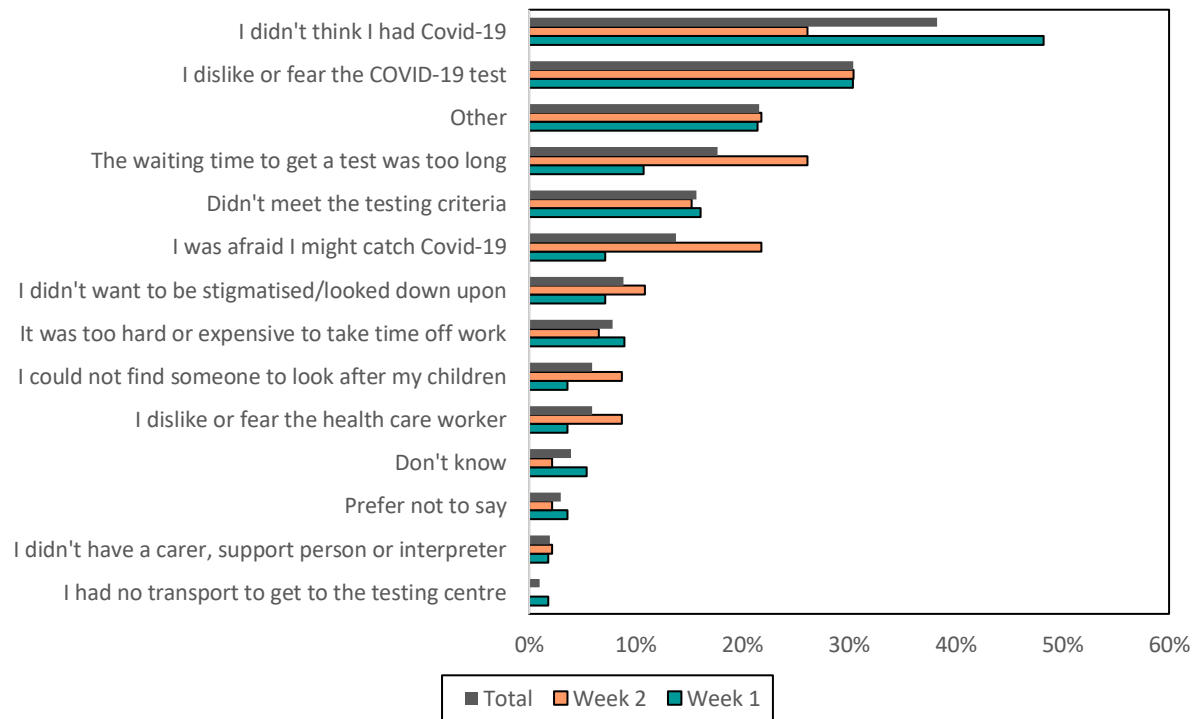


Table 11: Reasons for not getting a Covid test

| Reasons | Week 1 | Week 2 | Total |
|--|---------------|---------------|---------------|
| I had no transport to get to the testing centre | 1.8% | 0.0% | 1.0% |
| I didn't have a carer, support person or interpreter | 1.8% | 2.2% | 2.0% |
| Prefer not to say | 3.6% | 2.2% | 2.9% |
| Don't know | 5.4% | 2.2% | 3.9% |
| I dislike or fear the health care worker | 3.6% | 8.7% | 5.9% |
| I could not find someone to look after my children | 3.6% | 8.7% | 5.9% |
| It was too hard or expensive to take time off work | 8.9% | 6.5% | 7.8% |
| I didn't want to be stigmatised/looked down upon | 7.1% | 10.9% | 8.8% |
| I was afraid I might catch Covid-19 | 7.1% | 21.7% | 13.7% |
| Didn't meet the testing criteria | 16.1% | 15.2% | 15.7% |
| The waiting time to get a test was too long | 10.7% | 26.1% | 17.7% |
| Other | 21.4% | 21.7% | 21.6% |
| I dislike or fear the COVID-19 test | 30.4% | 30.4% | 30.4% |
| I didn't think I had Covid-19 | 48.2% | 26.1% | 38.2% |
| Total* | 169.6% | 182.6% | 175.5% |

* Multiple response question - denominators are the number of responses so the percentages will sum to more than 100%

COVID-19 **Check-in:**

COVID-19 vaccination: Views & behaviours



Slight decrease in respondents who will 'definitely not get the Covid-19 vaccine'

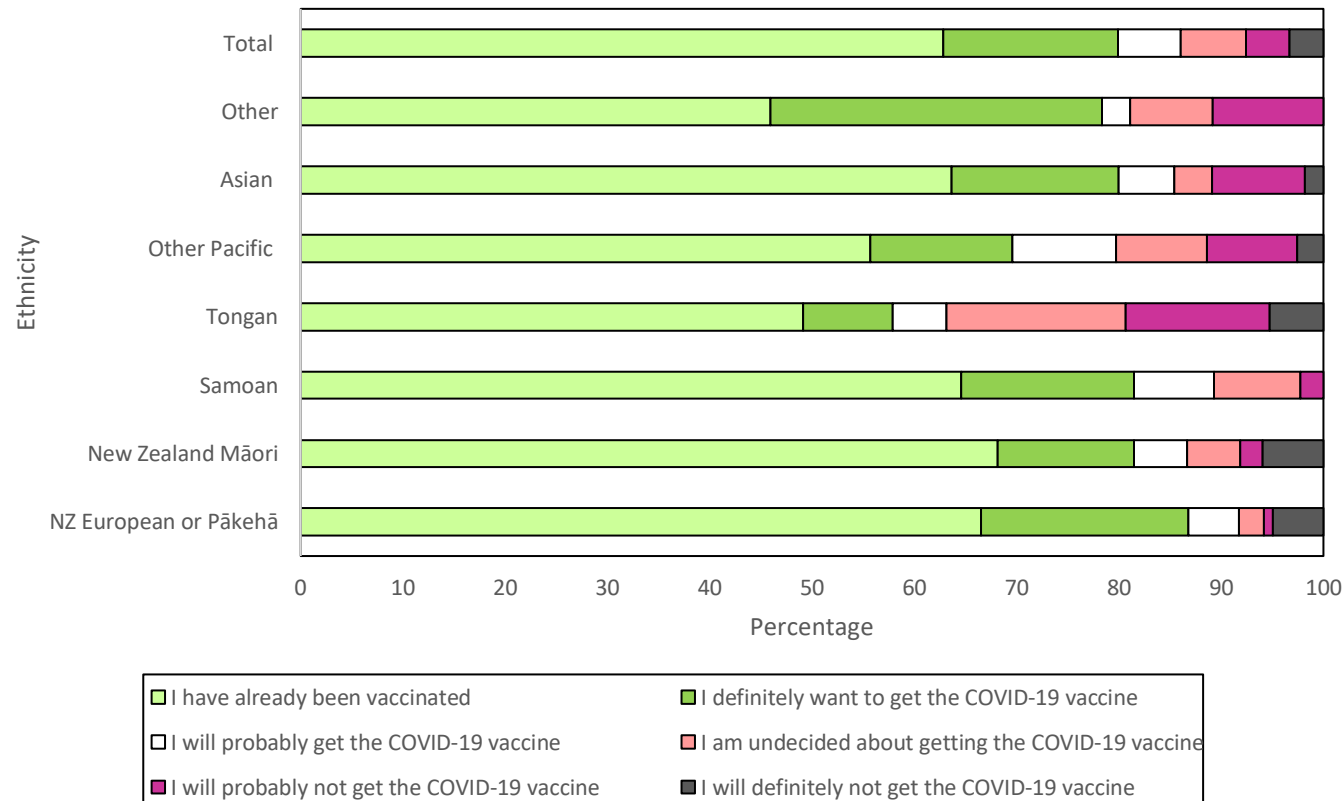
Table 12: How do you feel about getting the COVID-19 vaccine?

| | Week 1 n (%) | Week 2 n (%) | Total n (%) |
|---|-------------------|-------------------|-------------------|
| I have already been vaccinated | 256 (63.7%) | 160 (64.3%) | 416 (63.9%) |
| I definitely want to get the Covid-19 vaccine | 70 (17.4%) | 43 (17.3%) | 113 (17.4%) |
| I will probably get the Covid-19 vaccine | 18 (4.5%) | 16 (6.4%) | 34 (5.2%) |
| I am undecided about getting the Covid-19 vaccine | 24 (6.0%) | 17 (6.8%) | 41 (6.3%) |
| I will probably not get the Covid-19 vaccine | 10 (2.5%) | 5 (2.0%) | 15 (2.3%) |
| I will definitely not get the Covid-19 vaccine | 22 (5.5%) | 5 (2.0%) | 27 (4.1%) |
| Prefer not to say | 2 (0.5%) | 3 (1.2%) | 5 (0.8%) |
| Total | 402 (100%) | 249 (100%) | 651 (100%) |

**Tongan respondents have the lowest rates of vaccination and the highest rates of ‘vaccine-hesitancy’.
Māori and European had highest rate of respondents who will ‘definitely not get the vaccine’.**

Qu 15. How do you feel about getting the COVID-19 vaccine?

What BEST describes why you feel this way about the vaccine? n=823



Of those who will not get the vaccine or probably not get the vaccine, concerns about the side effects and safety of the vaccine was the main reason for their choice.

Table 13: Reasons for not getting the COVID-19 vaccine

| Answer Choices | Responses | |
|---|------------------|-----------|
| I am concerned about side effects and safety of the vaccine | 50.00% | 24 |
| I am concerned about how well the vaccine works | 4.17% | 2 |
| I don't think I need the vaccine | 4.17% | 2 |
| I don't have time to get two vaccines | 0.00% | 0 |
| I don't ever get vaccines | 4.17% | 2 |
| I just don't know | 0.00% | 0 |
| Prefer not to say | 8.33% | 4 |
| Other (please specify) | 29.17% | 14 |
| | Answered | 48 |

Examples of views held by those who are vaccine hesitant or hold anti-vaccination beliefs demonstrate range of concerns and the types of misinformation circulating



I haven't had medical clearance as I'm on a lot of medications

There's so many negative and deadly side effects and it's too soon to see the long-standing utility and side effects but beyond that I feel for the woman who just died from the vaccination. You never know if that'll be you.

I don't feel that the government is offering full and complete unbiased information. Everyone is being bullied to only hear the voice of the government where all other voices are shut down. Concerns are not being seriously addressed, and instead any views that differs to the governments opinions are being shut down. Democracy is slowly starting to look like communism.

I think there has not been enough time to monitor long term effects.

To say I am just concerned about the side effects and safety of the vaccine is an understatement. It has become evident that these injections are not safe and are causing loss of life and serious side effects in large numbers

Technically they should not even be labelled as "vaccines" since they don't prevent one contracting or transmitting the virus and do not fit the definition of a vaccine. They are an experimental gene therapy/medical device and a dangerous one at that

Although there is growing evidence in the area, the average time it takes to develop a vaccine is +7 years. My husband and I are trying for kids and I don't know enough about the impacts on fertility.

The vaccine does little to prevent spread, and I'm not at risk of serious illness or death from Covid, so my being vaccinated provides neither benefit to me nor benefit to the community around me.





Bill Gates and his lizard gang will have to try harder than that. I'm just, I'm not going to take it lmao. lol. Lmao

I will only get it if I absolutely have to otherwise I'm not a big believer in Pākehā medicines.

"This is a bio-weapon and it is not safe to inject. The coercion makes it obvious that Pfizer is up to its old tricks of deceptive marketing, they are the world champion at paying fines for fraud.

The delta outbreak is part of their dodgy marketing to try and vaccinate people. Its still only hurting the really weak and frail and the stats are no worse than any other seasonal illness. The fearmongering must end- the vaccine has failed and was never safe or effective.

It's not a vaccine! It's an experimental mRNA gene therapy jab that causes blood clotting, infertility and ADE, damaging our own natural immune system. Anyone promoting it should be prosecuted for crimes against humanity.

No long term safety data. Doctors being silenced. Following the yellow card, vaers, and carms databases shows horrific side effects and deaths. It does not stop the virus. Uk and Israel government websites data show it is not keeping people out of hospitals or dying.

Concerned you are lining people up like sheep just to get vaccinated without discussing the side effects . Horrified that the death of a New Zealander met with a brush off by the Jacinda and Bloomfield Show.

Mr Bloomfield had to actually think twice about giving his condolence. Jacinda did not even BOTHER!!! If this was my family I would be outraged that Someone close to me was persuaded to vaccinate against . covid because high chance of Covid Killing you. Mm Only Covid did not kill them did it???? The very thing they were persuaded to take for their health resulted in death.

I am horrified the dangers of people with underlying health issues whom the vaccine may pose a problem possibly are not educated enough about the chance if this vaccine harming them so they can make an informed decision which risk they are prepared to take as both pose a risk, after all it is their life not Miz Arderns.



Noteworthy

- Social media survey post has revealed a small but persistent group of respondents who have posted negative comments and misinformation about:
 - The government and elected leaders
 - The use of 'Aotearoa' in survey
 - Vaccinations

Next Steps

- Survey was not proactively promoted over the weekend as planned due to terror attack on Friday and Father's Day on Sunday.
- Survey will be updated to reflect shifts in alert levels.
- Asian Family Health have translated survey into Chinese and Korean – these have been uploaded by Moana Research but a few amendments to be made.
- Once Asian survey is active, proactive promotions will be undertaken of main survey to ensure comparative data with Asian numbers.

SUMMARY

Compared to Week 1

- Similar rates across all sentiments for Question 1, although slightly less are concerned about getting COVID-19.
- Slight increase in anxiety over the delta variant.
- Increase in respondents who were 'very clear' about what to do in alert level 4
- Increase in respondents who found the rules at alert level 4 'very easy' to follow
- Still a proportion of close contacts who do not know what to do
- Less than 5% of respondents stated they will 'definitely not' get the vaccine
- Not all concerns about vaccinations are based on misinformation

SUMMARY

Key Considerations

- Continue to build on existing information and communication channels that have resulted in increased awareness and understanding of alert level rules and restrictions, testing and vaccinations.
- Acknowledge and respond to the levels of anxiety experienced by many individuals and families. Consider the potential need for increased mental health and wellbeing support.
- Herd immunity of 95% can be reached if focus on approaches for vaccine hesitant rather than anti-vaxxers. Test the ethnic-specific differences in coming weeks.
- While some insights from the interviews are reinforced by the survey, some of the insights are not reflected at all confirming a survey bias and the need to place equal emphasis on qualitative approach.