

Sentiment in Auckland and South Auckland

Department of the Prime Minister and Cabinet

Agenda

1

**Overview
of objectives
and process**

2

**Current attitudes
towards Covid-19**

3

**Motivations,
barriers, and
behaviour**

4

**Focus audiences –
Māori and Pasifika**

Findings in Summary

- The Auckland public are beginning to diverge in whether they are taking the COVID-19 situation seriously, with an increasing number of Aucklanders taking the Covid-19 situation less seriously.
- Overall, Aucklanders feel that the information they get about COVID-19 is the right amount, but almost 20% of Aucklanders are confused over the information provided for Alert Level 3 guidelines.
- South Aucklanders, are more likely to feel that the information provided on Alert Level 3 guidelines was very clear, compared to the rest of Auckland.
- Since August, we have seen an increase in Aucklanders using the COVID Tracer App but compliance with other key Alert Level 3 guidelines have decreased
- Most Aucklanders think there is some plan to manage the impact of COVID-19, but there is not a lot of clarity



Objectives and Process

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Objectives – To understand...

1

Auckland sentiment around the 28th of February lockdown

2

Level of knowledge of what is expected in Level 3

3

Barriers and motivators to compliance

4

Influencers and channels

5

Support requirements

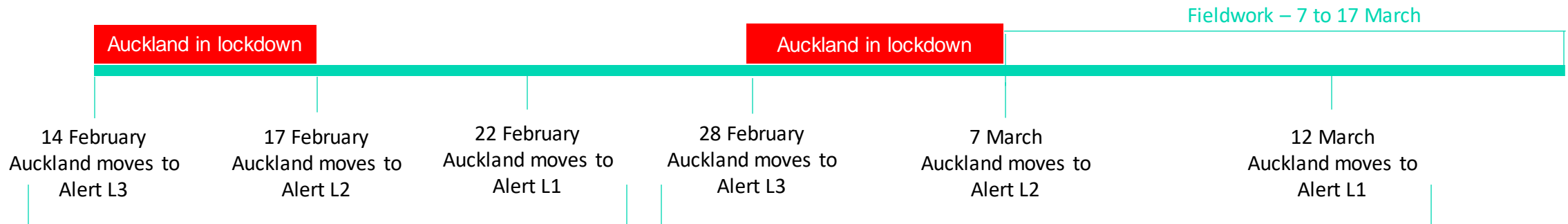
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Concerns around the current COVID-19 situation

Timeline

Auckland went into alert level 3 lockdown on the 28th of Feb, during this time the focus of communication was about:

- The severe, high-risk, impact of not following the rules
- Casual contacts
- Being kind



Key comparisons will be made the August 2020 Lockdown Study when Auckland was in level 3 and the rest of the country was in level 2 and the December Summer Study when all of New Zealand was at Alert Level 1.

Methodology

This survey interviewed an Auckland representative sample of 976 Aucklanders, aged 15 and over.

Quotas were put in place to ensure robust minimum sample sizes across:

- South Auckland n=437
- Maori n=150
- Maori residing in South Auckland n=67
- Pasifika n=123
- Pasifika residing in South Auckland n=81

The data was post weighted to be representative of the Auckland population, 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.

How to read this report

Section 2 and 3 of this report focus on the total Auckland perspective. Key call outs will be made where there are significant difference in South Aucklanders responses compared to the rest of Auckland.

If there is no call out, then there is no significant difference between the South Aucklanders and the rest of Aucklanders views.

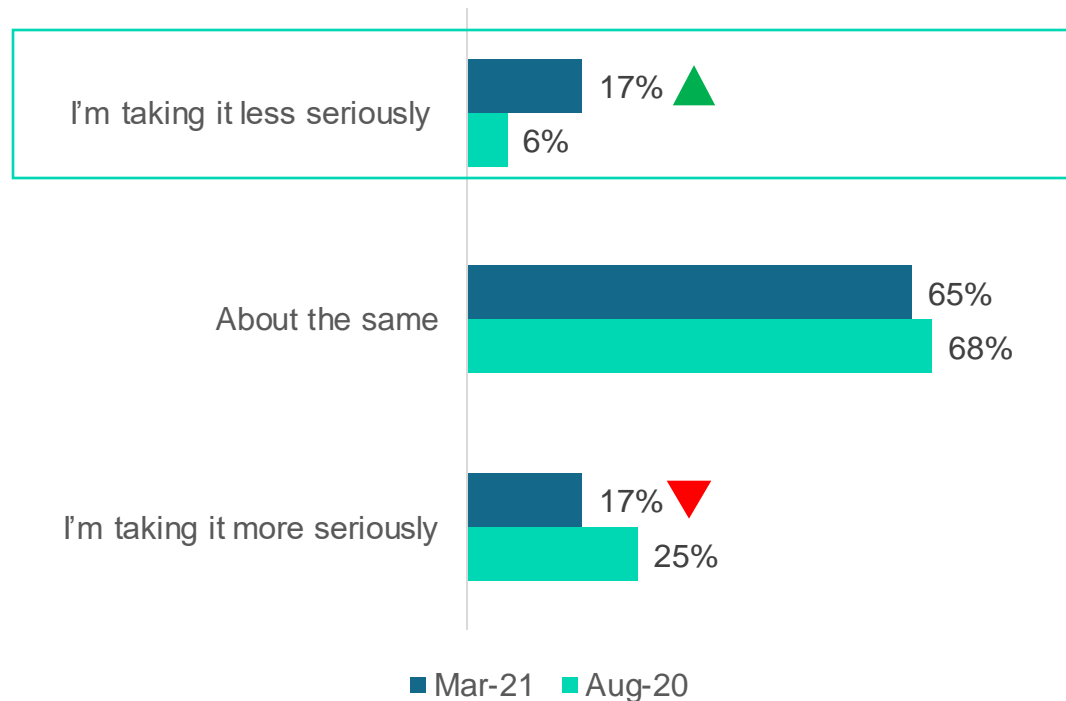
Current attitudes towards Covid-19

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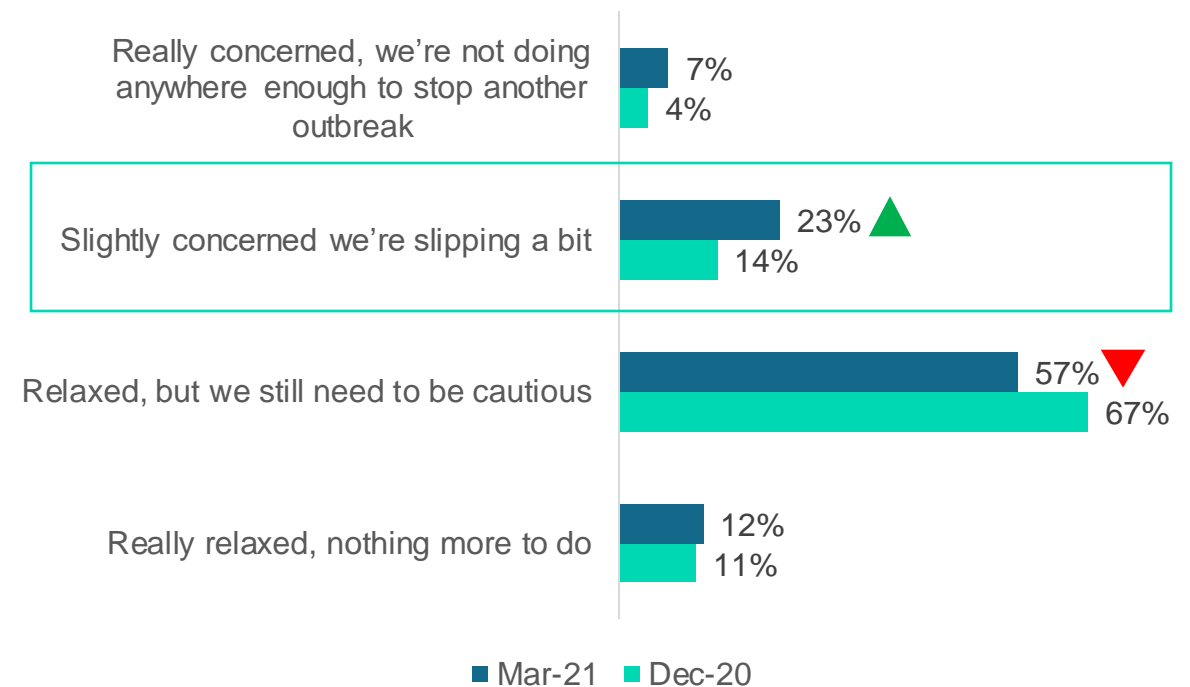
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Aucklanders are beginning to diverge in whether they are taking the COVID-19 situation seriously

With significantly more Aucklanders beginning to take COVID-19 less seriously than the August lockdown

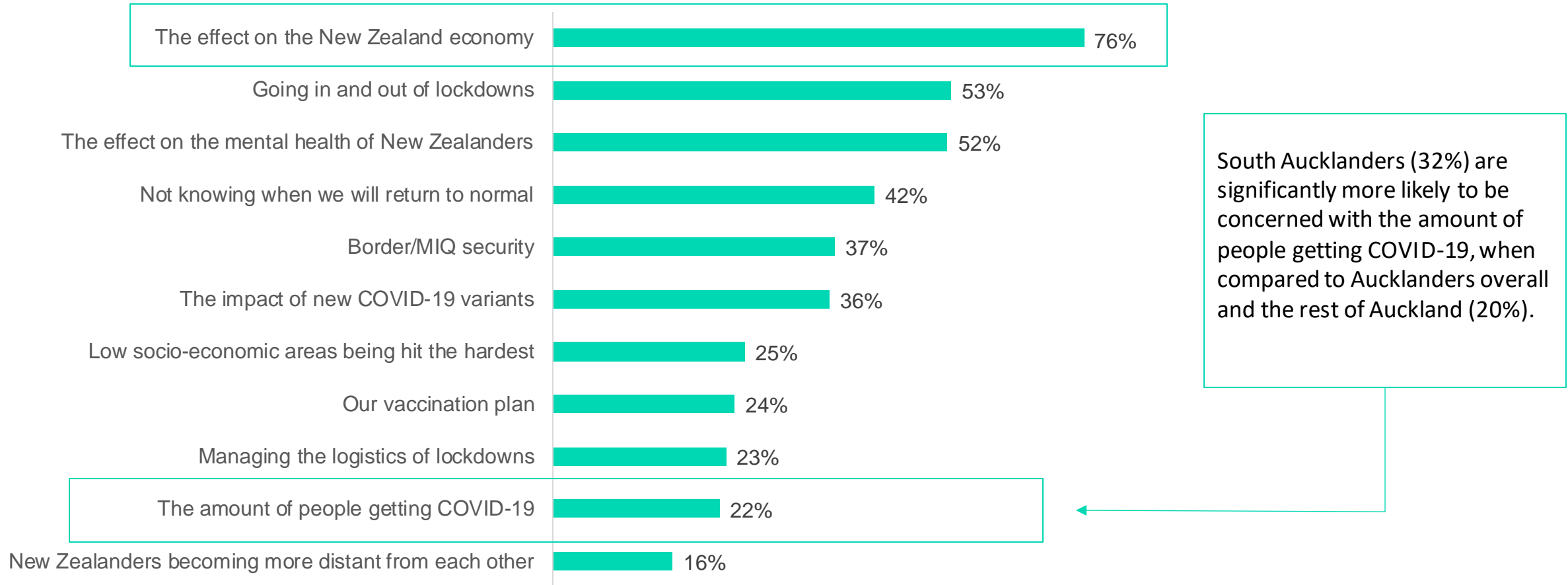


And there is a significant increase in concern that we're slipping in regards to COVID-19



▲ Significant increase since previous study
 ▼ Significant decrease since previous study

For Aucklanders, the health of the economy is the biggest driver of concern when it comes to COVID-19's impact

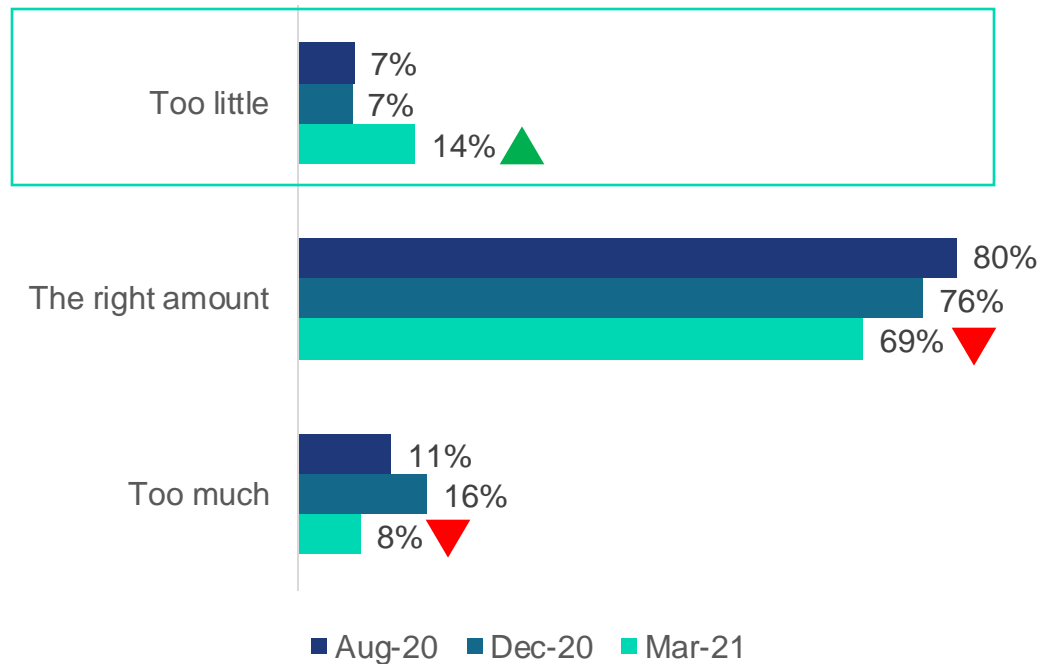


Q: What are your concerns around how COVID-19 is impacting New Zealand?
 Base: March 2021 sample n=976, South Auckland Sample n=437, Not South Auckland Sample n=539

On the whole, Aucklanders feel that they are getting the right amount of information about Alert Level 3 guidelines

However, there is a significant increase in the number Aucklanders who feel they are now getting too little information.

Aucklanders feel that the amount of information they've been given is ...



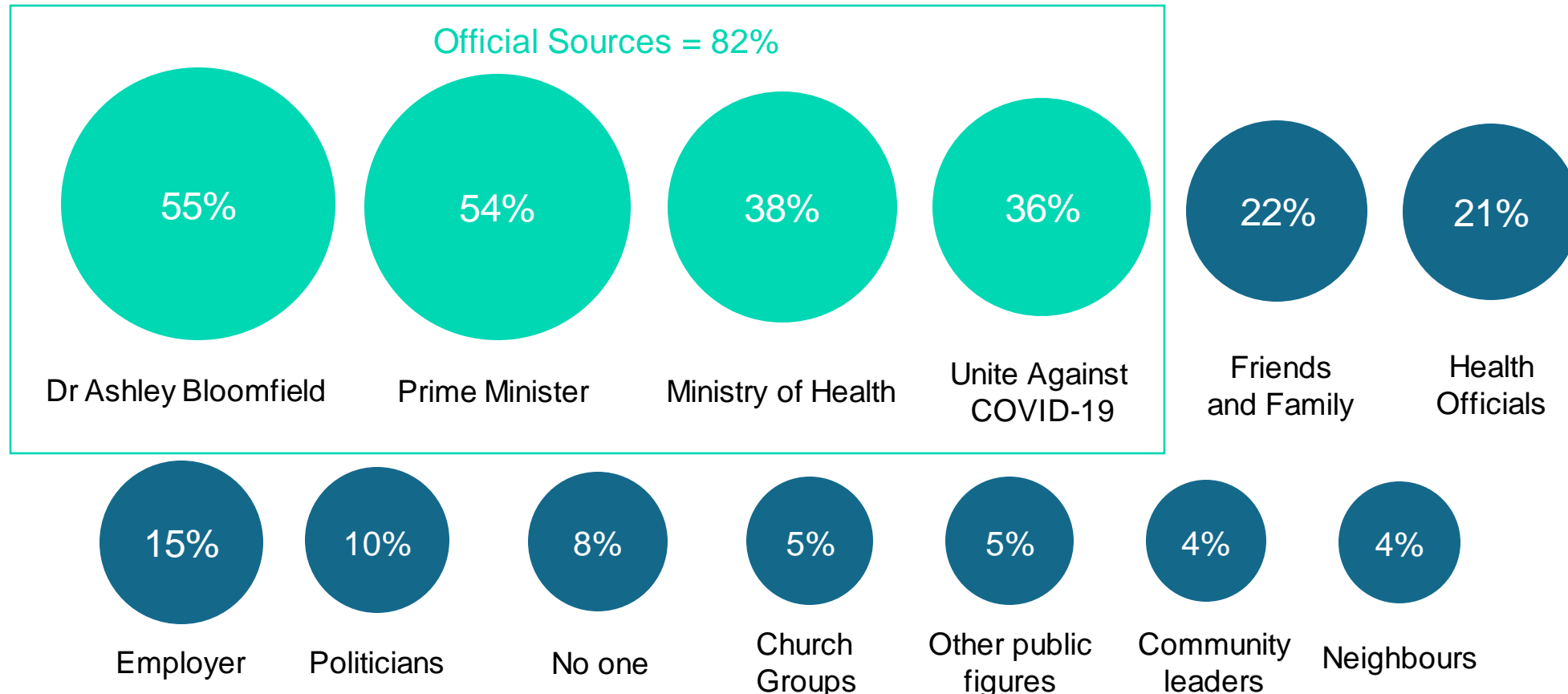
Interestingly, we see no significant difference between how South Aucklanders and the rest of Auckland feel about the information they have been given on Alert Level 3 guidelines.

▲ Significant increase at 95% level
▼ Significant decrease at 95% level

Q March: Do you feel that other Aucklanders have been getting the right amount of information to make sure they're following the guidelines for the most recent Alert Level 3?
 Q Dec/Aug: Do you feel that other New Zealanders are getting the right amount of information to make sure they're following the guidelines?
 Base: March 2021 sample n=976, December 2020 Auckland sample n=271, August 2020 Auckland sample n=797

Official sources and influencers are the most influential when it comes to finding out Alert Level guidelines

82% of Aucklanders are using official sources to find out what they can and cannot do, with no significant difference in the influencers for South Aucklanders and non-South Aucklanders.



Q: Since the most recent Alert Level 3 lockdown came into effect, whose opinion have you listened to or sought out in regards to what you can and can't do?
 Base: March 2021 sample n=976

However, almost 20% of Aucklanders are confused over the information provided for Alert Level 3 guidelines

The information provided was...	
Very clear + clear	81%
Very clear	38%
Clear	43%
Confusing	16%
Very confusing	2%
Confusing + Very confusing	18%

And what were you confused about?

“Not clear who should be self isolating”

“Classification of contacts”

“The rules on testing and isolating”

“What you can and can’t do”

“Who we could have contact with and where/what we could do”

Relative to non-South Aucklanders (37%), significantly more South Aucklanders (45%) feel that the information provided on Alert Level 3 guidelines was very clear.

The Aucklanders who do find information very clear are significantly more likely to be Māori (48%).

Q: How did you feel about the clarity of information that was provided on what you needed to do under Alert Level 3?

Q: And what were you confused about?

Base: March 2021 sample n=976, South Auckland Group n=437

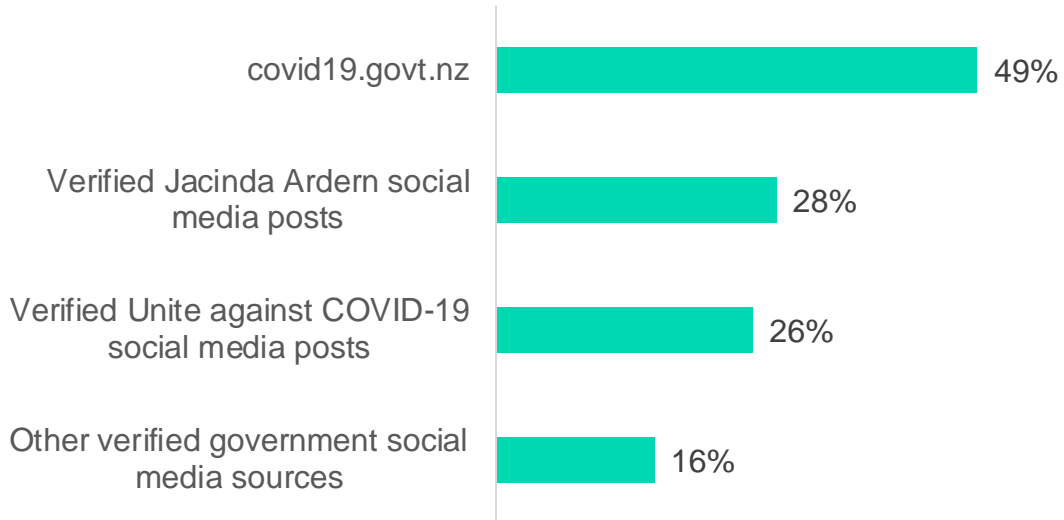
Those who are confused have lower engagement with COVID-19 information sources

Contributing to lower negative attitudes surrounding COVID-19 in New Zealand and noncompliance

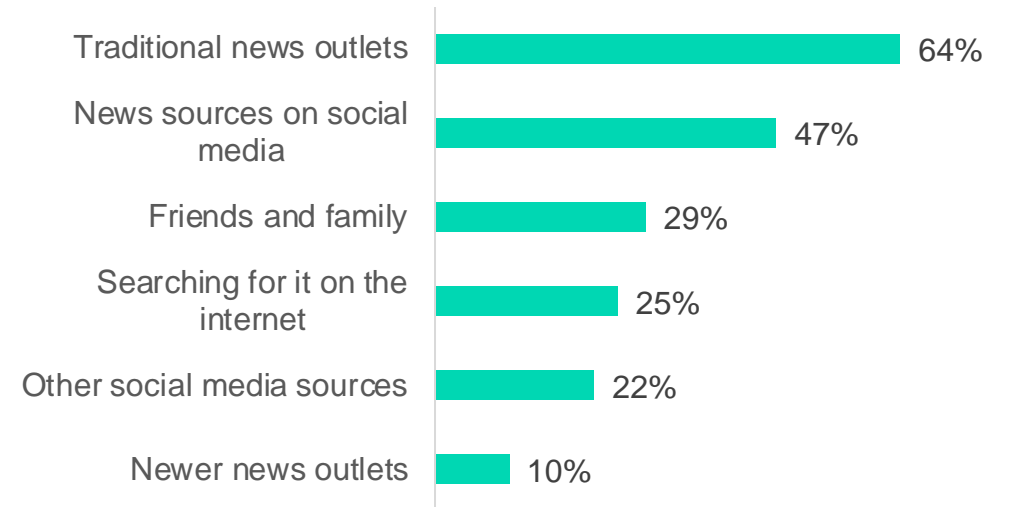
Demographic Profile	Other Profiling	Attitudes towards COVID-19
<ul style="list-style-type: none"> • Older (35+) • Male • Middle income (\$50k to \$99,999) • Outside South Auckland • Significantly less likely to be Māori 	<p>Those who are confused...</p> <ul style="list-style-type: none"> • Access fewer information sources (2.5) compared to those who are not confused (3.2), to gather information on Alert Level 3 guidelines • Are aware of fewer Alert Level 3 guidelines (9/14 guidelines), compared to those who are not confused (11/14 guidelines). • Comply with fewer Alert Level 3 guidelines (6) compared to those who are not confused (7.6) 	<p>Those who are confused are significantly...</p> <ul style="list-style-type: none"> • More likely (47%) to think there is no plan than those who are not confused (16%) • More likely to be Angry (33%) about moving to Level 3 on the 28th of February than those who aren't confused (18%) • More likely to be concerned (39%) about the COVID-19 situation in New Zealand than those who aren't confused (20%) • Less likely to be willing to comply (76% average) with key Alert Level 3 guidelines, compared to those who are not confused (91% average)

More Aucklanders are using unofficial sources than official sources for information on Alert Level 3 guidelines

Official Sources are used by 70% of Aucklanders



Unofficial Sources are used by 92% of Aucklanders



	Confused	Not Confused
Unofficial Sources	89%	92%
Official Sources	58%	72%

Lower engagement with official information sources is related to confusion with what to do under Alert Level 3

Q: Where are you getting information from about what you can do in Alert Level 3?
 Q: How did you feel about the clarity of information that was provided on what you needed to do under Alert Level 3?
 Base: March 2021 sample n=976, Not Confused Group n=832

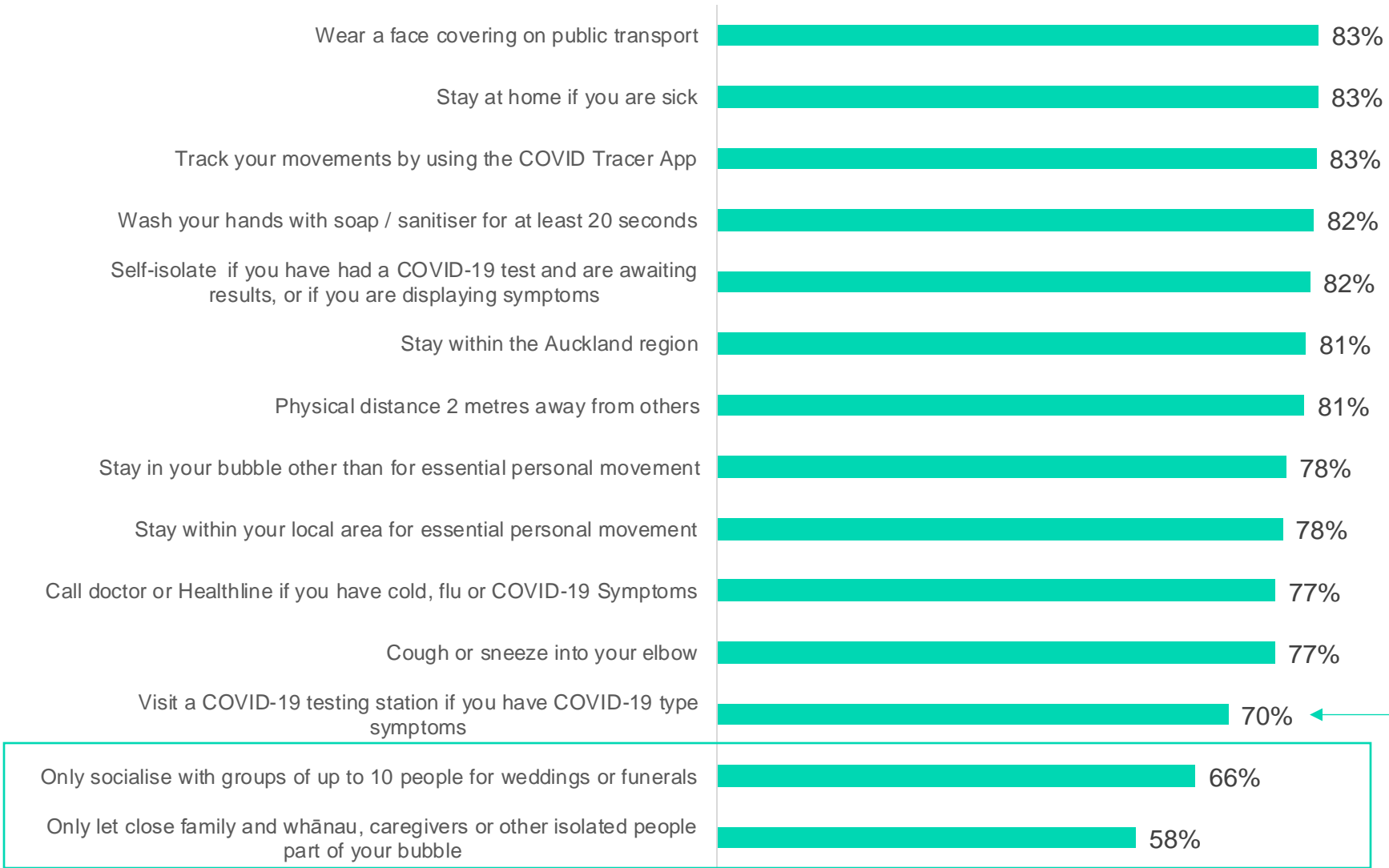


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**Motivation,
barriers and
behaviour**

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On the whole, Aucklanders know what they should be doing

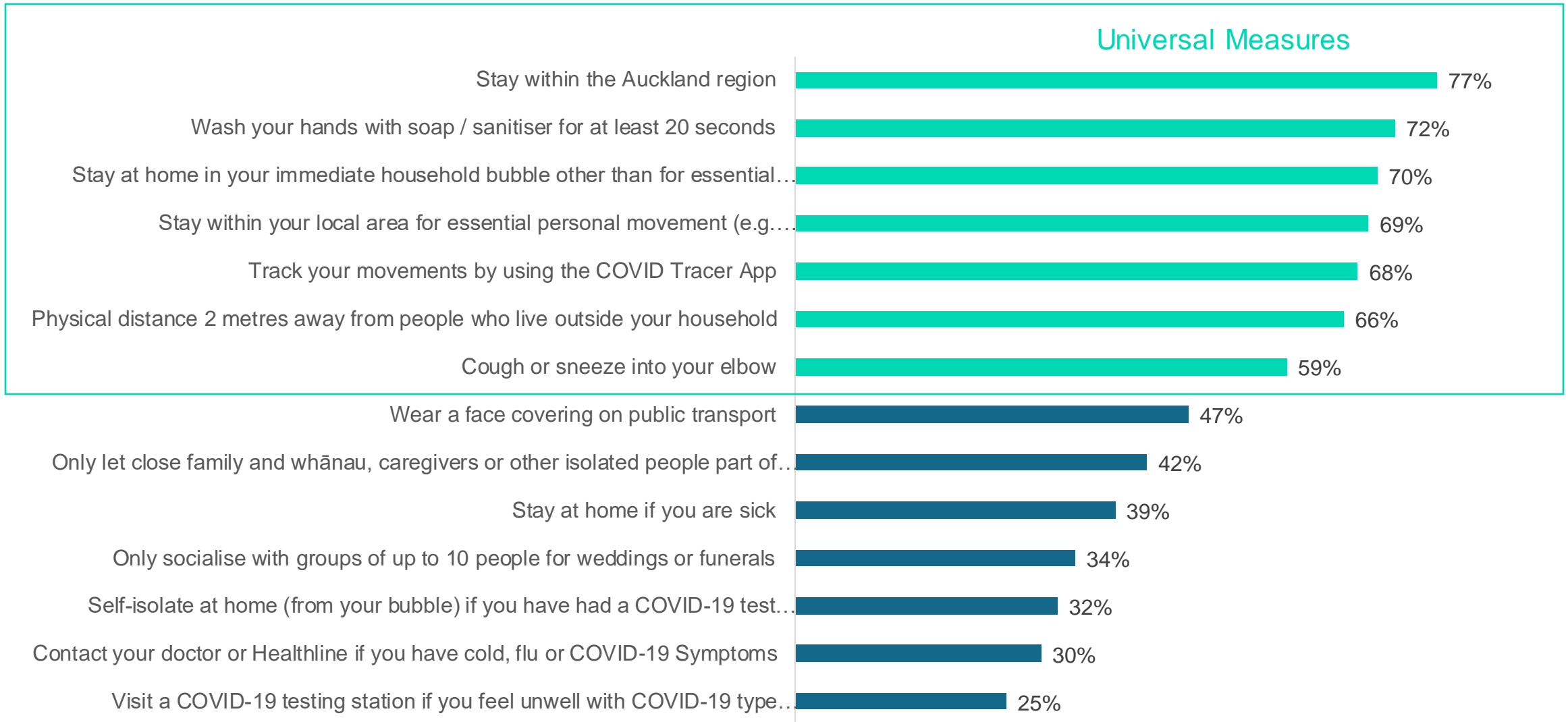


For South Aucklanders and non-South Aucklanders, awareness of Alert Level 3 guidelines are consistent.

Requires taking an action which is personally unpleasant and may have barriers

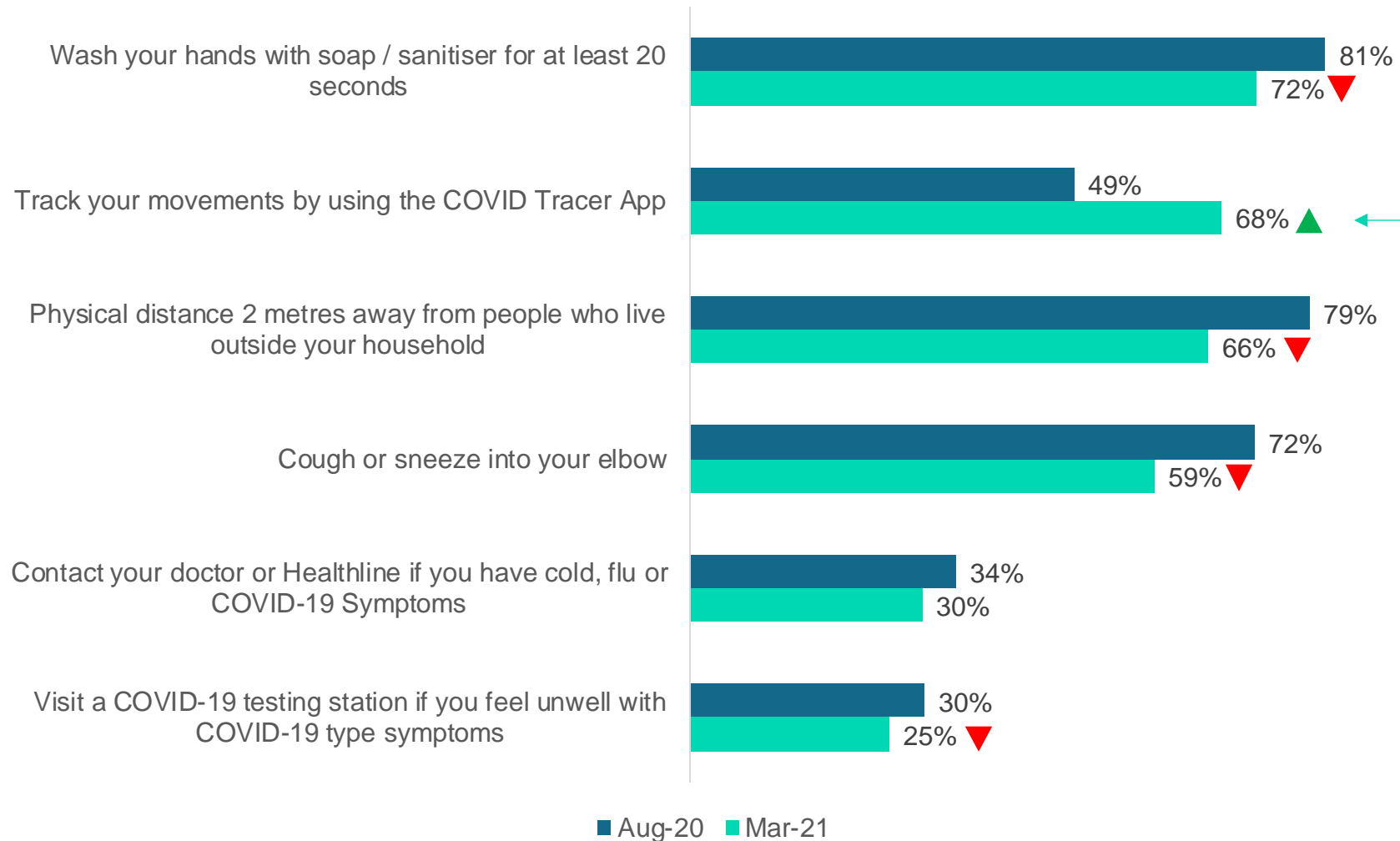
These are situation specific guidelines which may not be relevant to some people

What Aucklanders have been doing in Level 3



Q: Which of the following were you doing during the most recent Alert Level 3?
 Base: March 2021 Sample n=976

Aucklanders' compliance with key Alert Level 3 guidelines has decreased since August



Except for using the COVID Tracer App, where the amount of Aucklanders complying has increased significantly

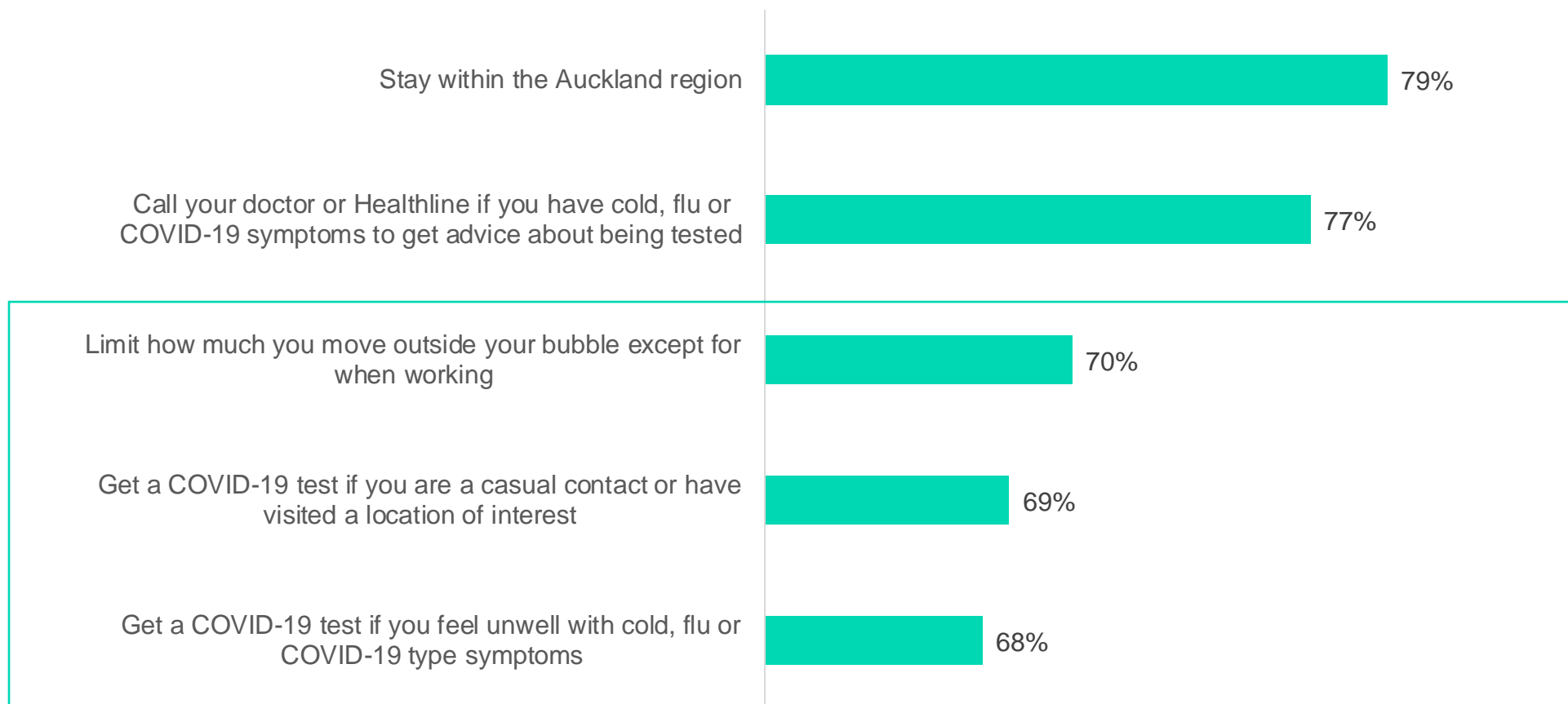
▲ Significant increase from August
▼ Significant decrease from August

Q March: Which of the following were you doing during the most recent Alert Level 3?
Q Aug: Which of the following are you doing at the moment?
Base: March 2021 Sample n=976, August 2020 Auckland Sample n=797

People are least willing to limit movement outside their bubble, and to get a COVID-19 test

These guidelines also rank lowest for South Aucklanders

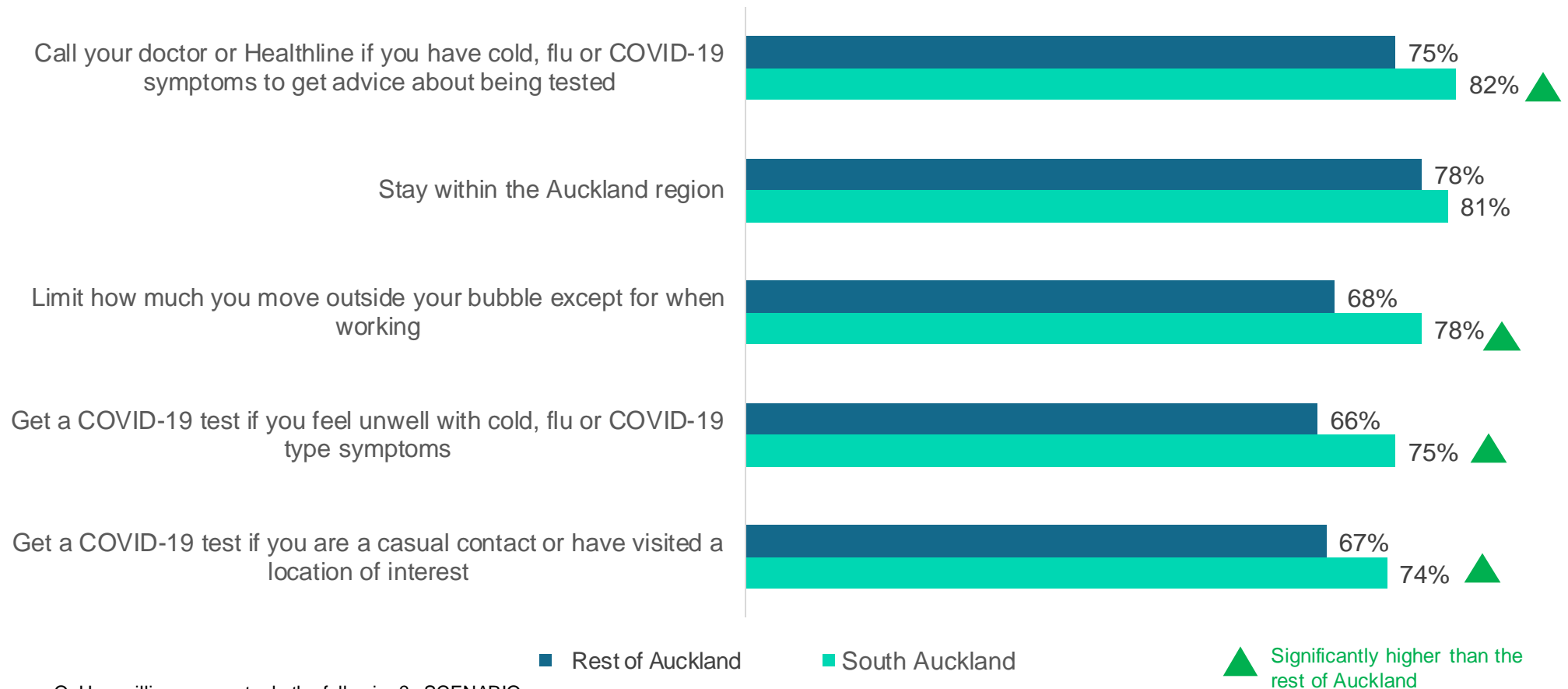
Those who are very willing to, and happy to do their part ...



Overall, South Aucklanders are more willing and happy to comply with guidelines than the rest of Auckland

This applies for all scenarios except staying within the Auckland region, where there is no significant difference

Those who are very willing to, and happy to do their part ...



Key barriers for compliance

South Aucklanders have distinct barriers, which interfere with their willingness to comply with Alert Level 3 guidelines

Overall Barriers							
Stay in your bubble		Call Healthline if symptomatic		Covid test (unwell – flu/covid)		Covid test (casual contact)	
Social connection	24%	Call wait is too long	25%	Worried about testing process	30%	Worried testing process	30%
Won't stop spread	23%	Seems like overkill	20%	Lack of knowledge for symptoms	21%	Confused with what a casual contact is	25%
Don't see others doing it	22%	Don't think it will stop the spread	19%	Seems like overkill	17%	Not knowing they need to get tested	17%
Significant Barriers for South Aucklanders (South Aucklanders % / Non-South Aucklanders %)							
Need to look after someone outside their bubble	28%/19%	It's overkill	47%/15%	Don't have enough time to get tested	25%/9%	Not knowing they need to get tested	32%/14%
		COVID is not an issue	17%/8%	Don't see others doing it	15%/7%	Lack of knowledge for symptoms	23%/15%
		Don't have access to a phone	13%/6%	COVID-19 is not an issue	10%/5%	Don't think it's needed	17%/11%

Aucklanders' motivations to comply are to protect others, and to help the collective

South Aucklanders also have unique motivations, which are significant relative to the rest of Auckland.

Significant motivators for South Aucklanders/ rest of Auckland

Staying in Auckland		Stay in bubble		Call Healthline if symptomatic	
Protecting the wider community	72%	Protecting the wider community	71%	Wanting to keep well	68%
Doing my part	70%	Protecting my bubble	70%	Protecting my bubble	68%
Protecting my bubble	66%	Wanting to keep well	67%	Protecting the wider community	65%

Staying in Auckland

- Wanting to keep well (67%/60%)
- Protecting my bubble (72%/64%)

Healthline

- Doing my part for the team of 5 million (63%/55%)

COVID test (casual contact)

- Protecting my bubble (70%/64%)

COVID test (unwell)

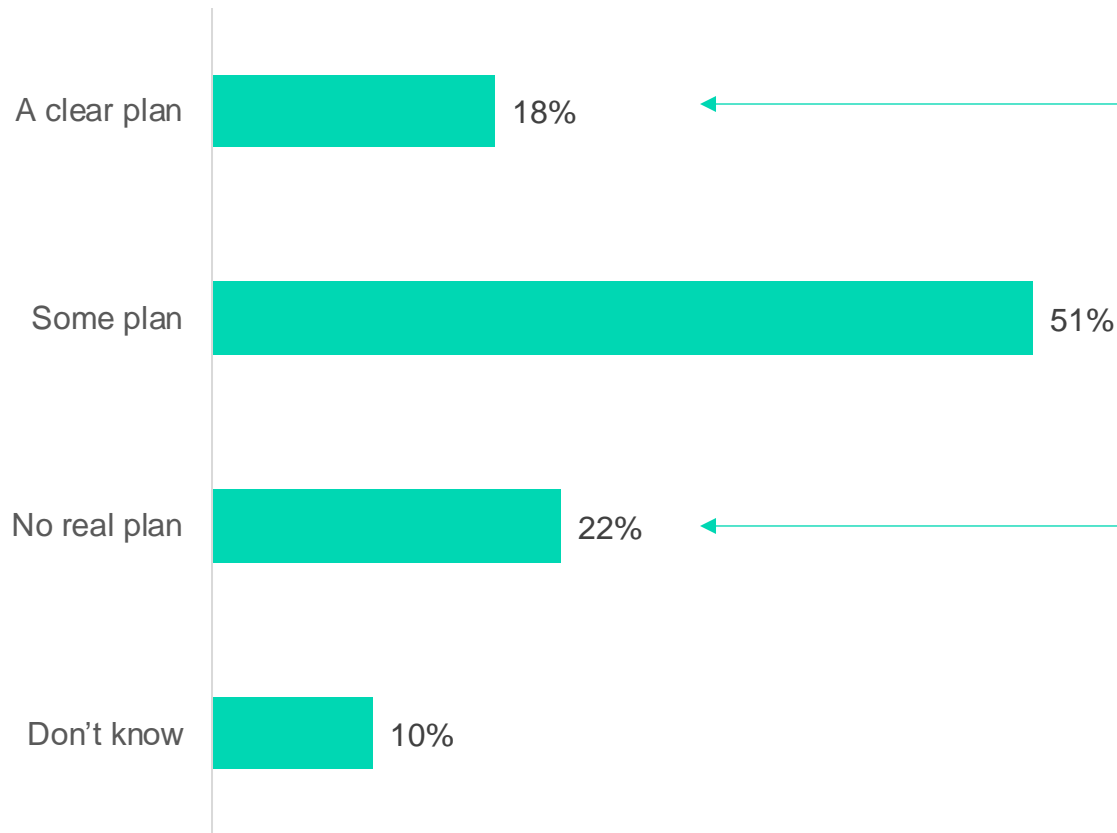
- Protecting my bubble (72%/65%)
- Keep well (68%/59%)

Get a COVID test (unwell)		Get a COVID test (casual contact)	
Protecting the wider community	69%	Protecting the wider community	70%
Protecting my bubble	66%	Protecting my bubble	65%
Not wanting to be the person that causes the outbreak	63%	Doing my part for the team of 5 million	62%

South Aucklanders rank the motivator significantly higher relative to non-South Aucklanders



Most Aucklanders think there is some plan to manage the impact of COVID-19, but there is not a lot of clarity



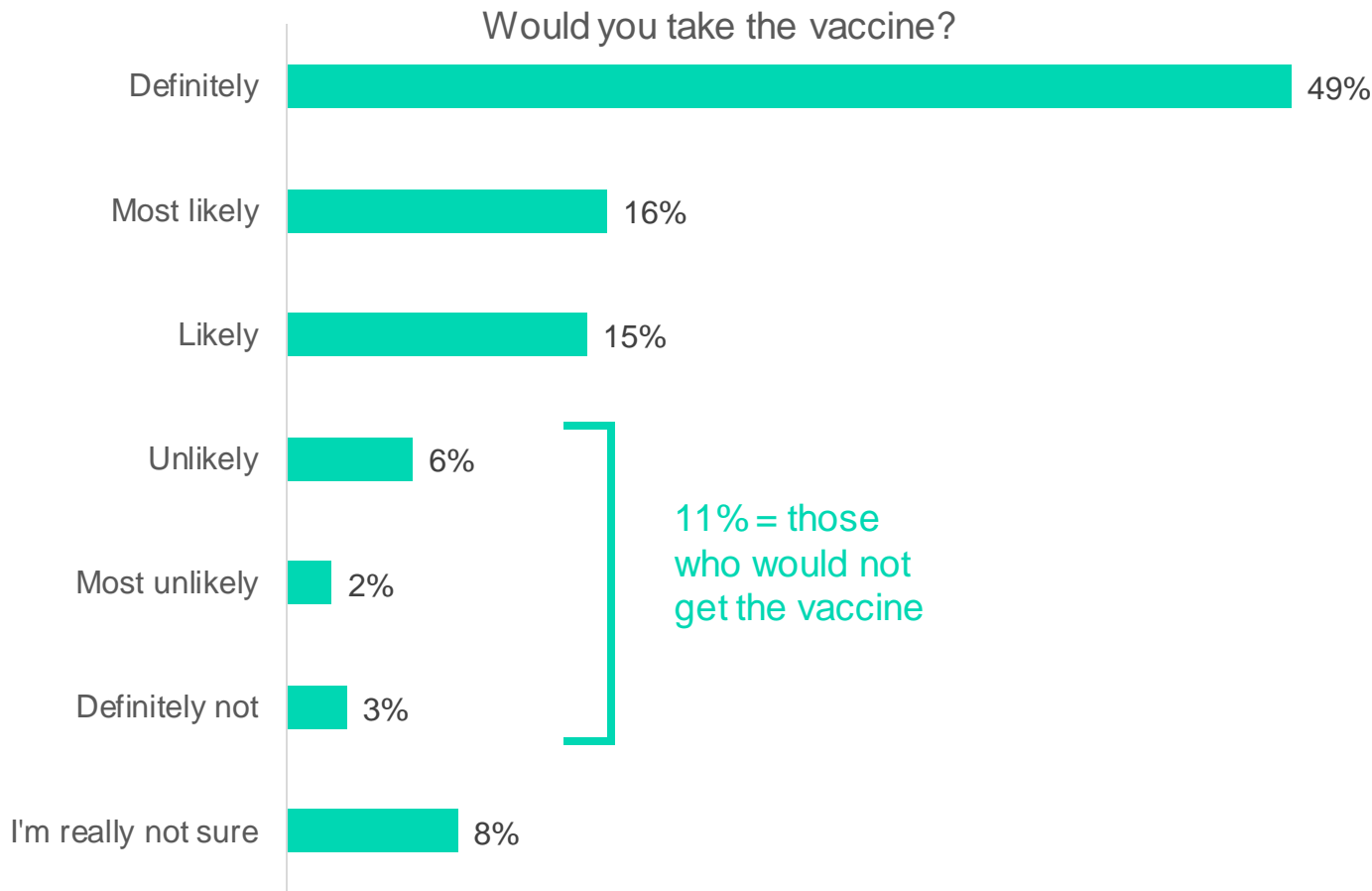
Profiling - A Clear Plan:

- Significantly more likely to be Māori and Pasifika
- Significantly less likely to be Pākehā

Profiling - No Plan:

- Significantly less likely to be Māori and Pasifika
- Significantly more likely to be 55 years +
- Significantly more likely to be non-South Aucklanders than South Aucklanders

Almost half of Aucklanders would get a vaccine today if it was well-tested and approved



Profiling – Definitely take Vaccine:
These group is significantly ...

- Less likely to be Pasifika
- More likely to be 55 years +
- Less likely to be 15-34 years
- More likely to be not confused (be clear) with the Alert Level 3 guidelines
- Less likely to feel “really relaxed, with nothing more to do” in regards to the COVID-19 situation

Profiling – Wouldn't take Vaccine:

- Skewed towards 15-34 years
- Significantly more likely to be Pasfiika
- Significantly more likely to feel “really relaxed about the COVID-19 situation, with nothing more to do”

Focus audiences – Māori and Pasifika

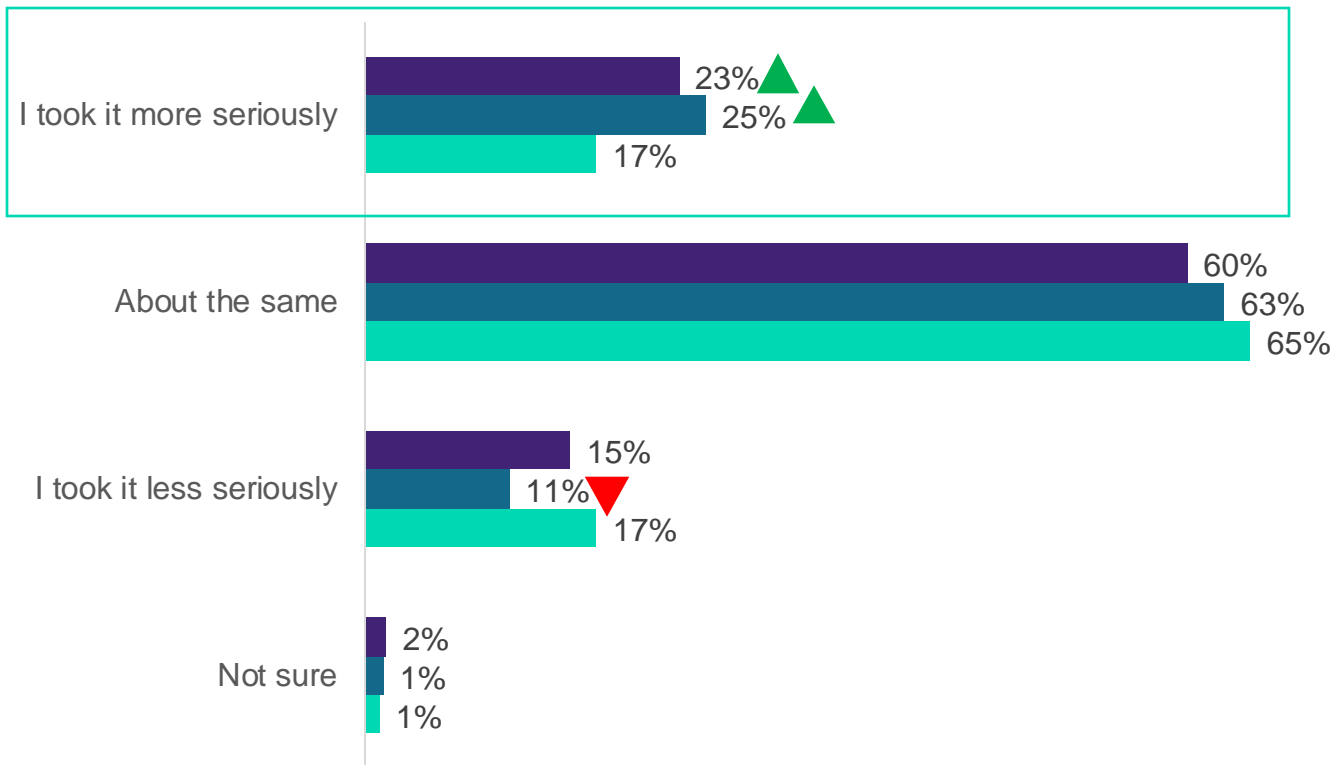
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Pasifika and Māori are more likely to have taken the recent Alert Level 3 seriously, compared to Aucklanders overall

But majority have maintained the same level of seriousness as the August lockdown.

How Pasifika and Māori found the most recent Alert Level 3 lockdown



▲ Significant higher than overall
▼ Significant lower than overall

■ Pasifika ■ Māori ■ Overall

Both Māori (27%) and Pasifika (26%) are more likely to have felt surprise when Auckland moved into Alert Level 3 on the 28th of February, compared to Aucklanders overall (16%)

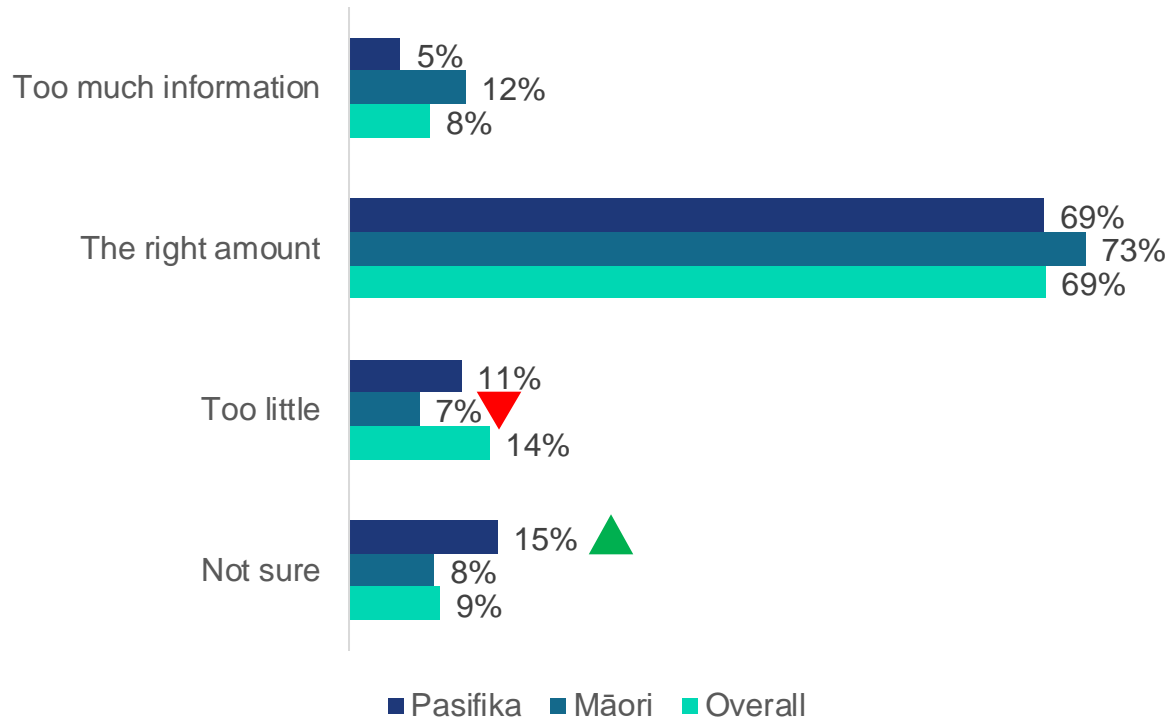
Pasifika (24%) are significantly more likely to have felt fear when Auckland moved into Alert Level 3 on the 28th of February, than Aucklanders overall (12%)

Māori (25%) are more likely to feel relaxed about the COVID-19 situation, than Aucklanders overall (12%)

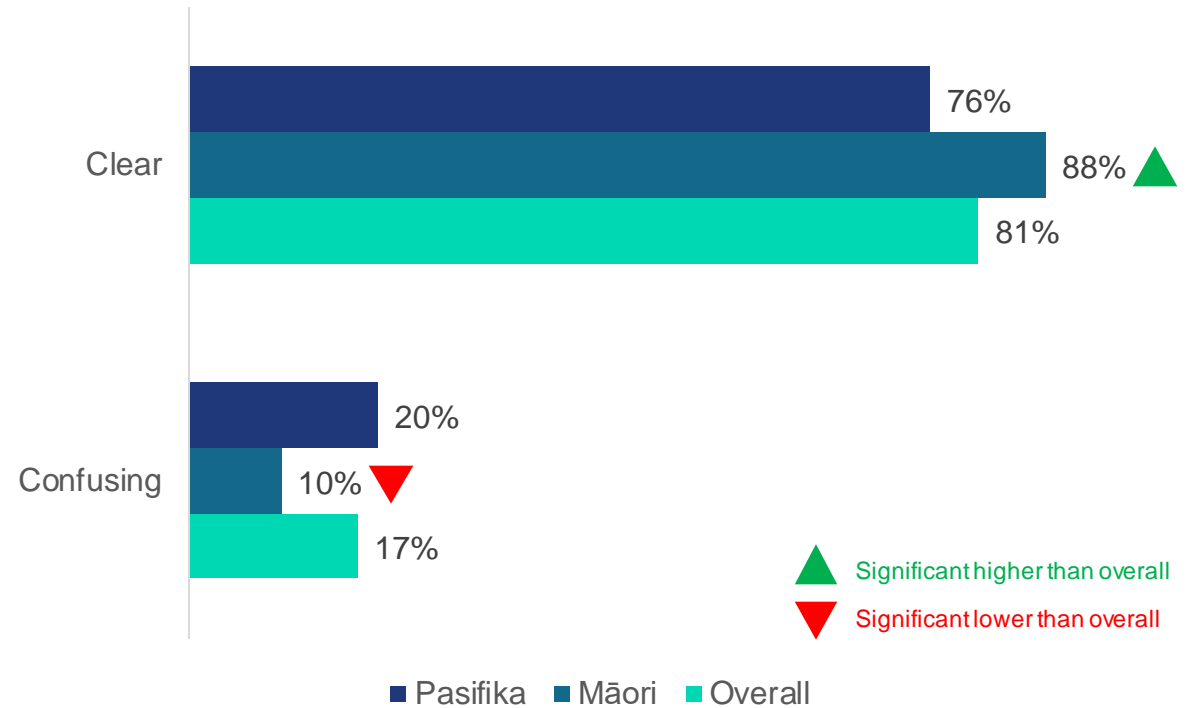
Overall, Pasifika and Māori feel that they are getting the right amount of information, and that it is clear

Māori are significantly more likely to have found the information on Alert Level 3 guidelines clear, both at an overall level, and compared to Pasifika.

Have other Aucklanders been given the right amount of information?



How did you feel about the clarity of information that was provided?



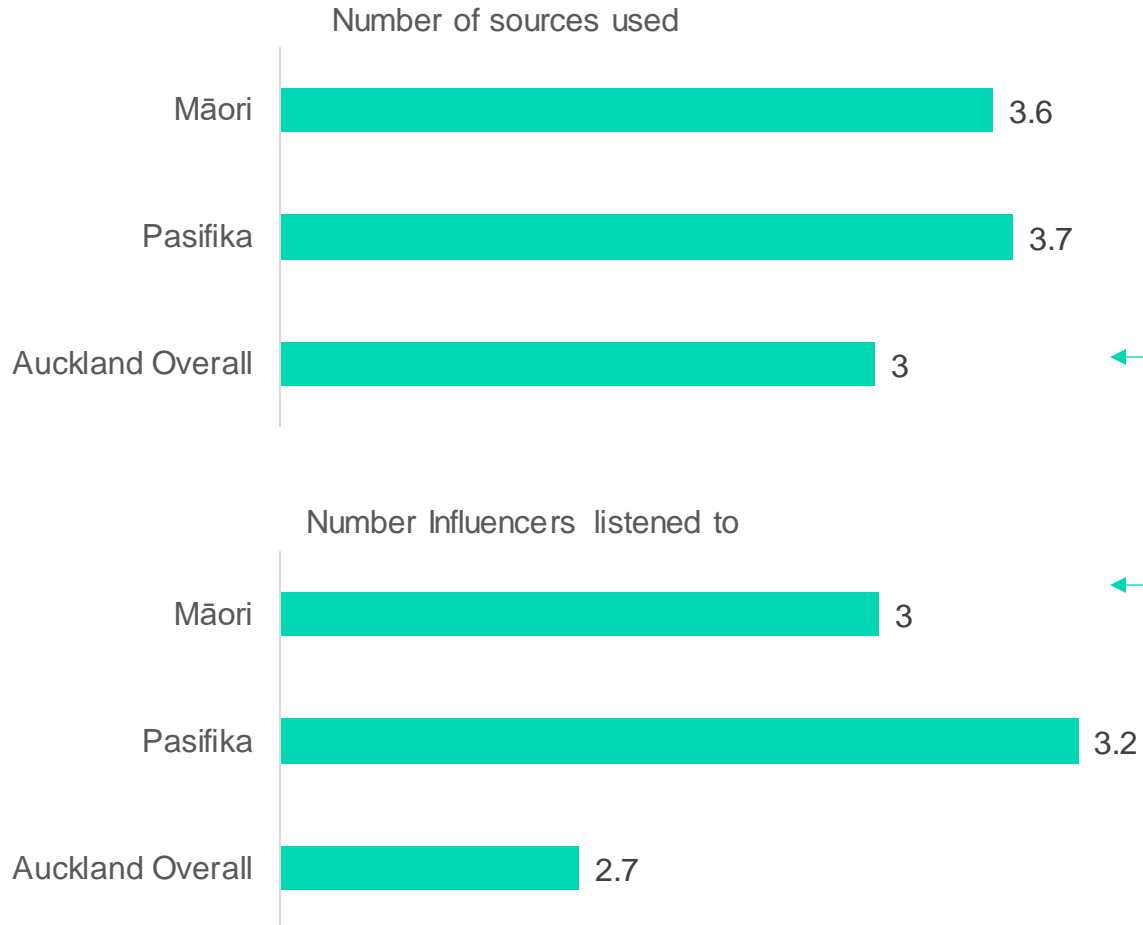
▲ Significant higher than overall
▼ Significant lower than overall

Q: How did you feel about the clarity of information that was provided on what you needed to do under Alert Level 3?

Q: Do you feel that other Aucklanders have been getting the right amount of information to make sure they're following the guidelines for the most recent Alert level 3?

Base: March 2021 Sample n=976, Pasifika n=123, Māori n=150

Pasifika and Māori use more channels and are influenced by more people, compared to Aucklanders overall



Māori and Pasifika are significantly more likely to ...

- Use official sources (78% Māori & 78% Pasifika)
- Use official social media channels (57% Māori & 57% Pasifika)

Maori are significantly more likely to ...

- Listen to Jacinda Ardern (66% of Māori versus 54% overall)

Pasifika are significantly more likely to ...

- Listen to church groups (15% versus 5% of overall)
- Listen to health officials (36% versus 21% overall)

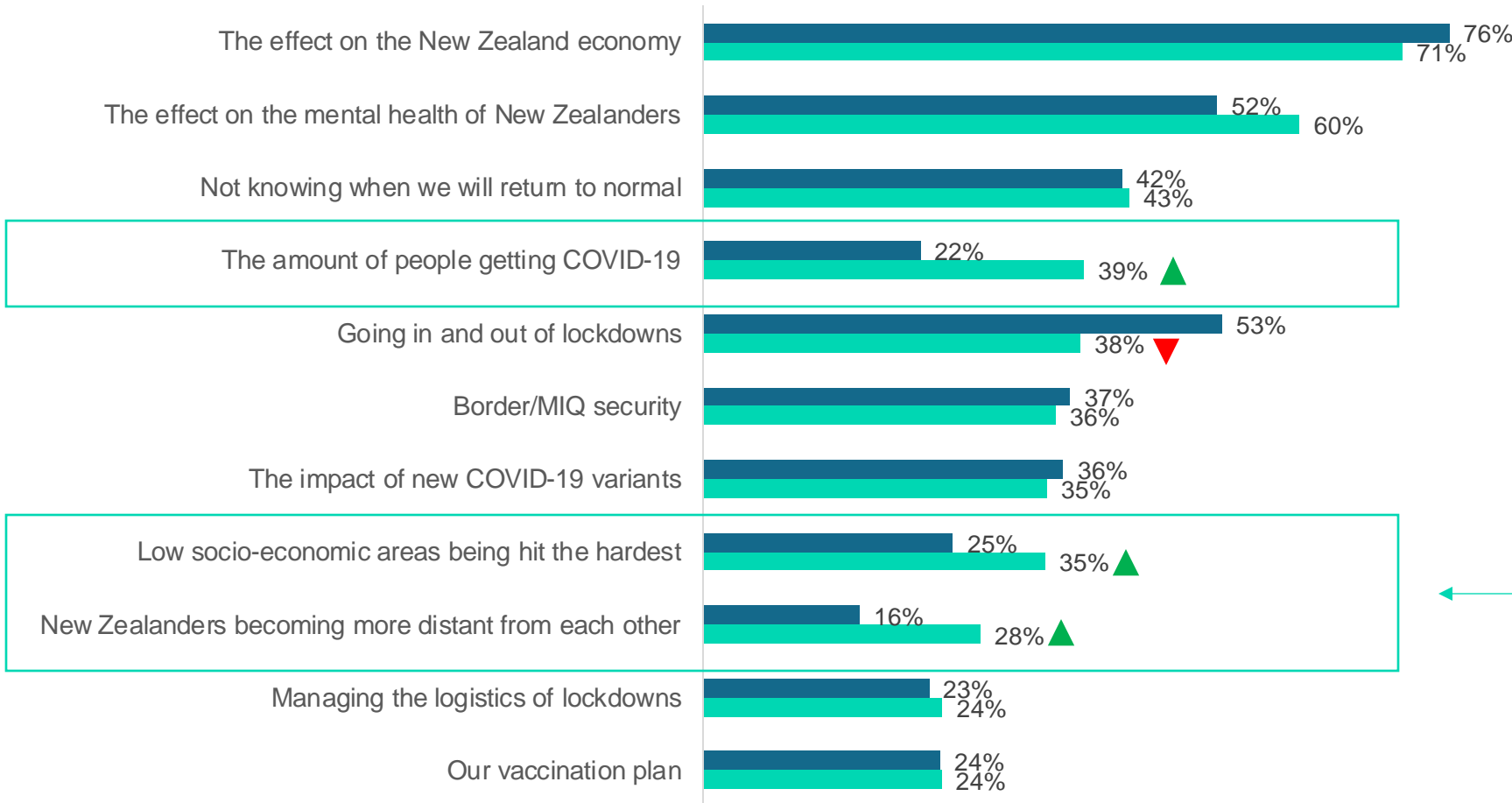
Q: Where are you getting information from about what you can do in Alert Level 3?

Q: Since the most recent Alert Level 3 lockdown came into effect, whose opinion have you listened to or sought out in regards to what you can and can't do?

Base: March 2021 Sample n=976, Pasifika n=123, Māori n=150

Māori are more concerned about the number of people getting COVID-19 in New Zealand

Concerns with the impact of COVID-19 on New Zealand



Māori are also significantly more concerned with low socio-economic areas being hit the hardest, and with New Zealanders becoming more distant from each other as a result of COVID-19

▲ Significant higher than overall
▼ Significant lower than overall

■ Aucklanders Overall ■ Māori

Q: What are your concerns around how COVID-19 is impacting New Zealand?
Base: Pasifika n=123, Māori n=150, March 2021 Sample n=976

Pasifika have significantly lower awareness for Alert Level 3 guidelines, when compared to Aucklanders overall

Alert Level 3 guideline awareness Pasifika versus Aucklanders overall



However, Pasifika do not demonstrate significant differences, compared to Aucklanders overall, in which guidelines they were following during the most recent Alert Level 3.

■ Aucklanders Overall
 ■ Pasifika
 ▲ Significantly higher than Aucklanders overall
 ▼ Significantly lower than Aucklanders overall

Q: Which of the following were you doing during the most recent Alert Level 3?
 Base: March 2021 Sample n=976, Pasifika n=123

Protecting their household bubble is a key motivation for Pasifika to comply with key Alert Level 3 guidelines

Significantly more Pasifika are motivated by protecting their household bubble for these guidelines, compared to Aucklanders overall.

Responses for: protecting my bubble

	Pasifika	Overall
Staying in the Auckland Region	75%	66%
Call Healthline	83%	68%
Covid test (unwell)	80%	66%
Covid test (casual contact)	81%	65%

In regards to getting a **COVID-19 test if they're a casual contact**, when compared to Aucklanders overall, Pasifika are significantly more motivated by:

- Wanting to keep well (71% Pasifika versus 61% overall)
- Protecting the mental health of New Zealanders (58% Pasifika versus 44% overall)

Q: What are the main reasons that you would be willing to comply with <SCENARIO>?

Base: Auckland Region - Pasifika n=114, Test (unwell) – Pasifika n=108, Call Healthline – Pasifika n=110, Covid test (casual contact) - Pasifika n=103

Appendix

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Detailed timeline

