

# COVID-19 Vaccine and Immunisation Programme

## KEY RESEARCH FINDINGS

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**Date:** 11 November 2021

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**To:**

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**From:** Rachel Lorimer, Group Manager Communications and Engagement, Covid-19 Vaccine and Immunisation Programme

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**Subject:** Market Research and Insights – October 2021

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### Purpose

1. This memo provides key insights from the October market research survey we commissioned to monitor and better understand the attitudes and sentiment of Māori towards COVID-19 vaccines.
2. The full report is attached. We propose to publish it on 19 November along with a 'At a glance' factsheet, which will be based on the key insights outlined below.

### Background

3. Horizon Research, in association with the School of Population Health, University of Auckland, has been commissioned to survey Māori regarding attitudes and sentiment towards vaccines.
4. The research will help inform communication and engagement priorities.
5. This is the third online survey to have been undertaken for Māori, with earlier waves in February 2021 and July 2021.
6. The October survey took place between 14-20 October, with a total of 799 responses achieved (of these 126 were unvaccinated).

### Key insights<sup>1</sup>

#### Overall vaccine uptake

- In October, the overall potential uptake, including those already vaccinated and those who are likely to get a vaccine, is estimated at 75% of the 18+ Māori population, equivalent to 364,840 Māori (based on the population 18+ from the HSU data).
- This compares with 69% in July and 65% in February 2021 surveys.
- A further 8% are unsure whether they will get the vaccine, 8% are unlikely and 9% of respondents say they will definitely not get the vaccine.
- The table below illustrates we have been effective at getting those likely to get the vaccine over the line and there has potentially been a slight softening of stance for the 'definitely won't' and fewer saying they are unsure.

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<sup>1</sup> Note: The maximum margin of error at a 95% confidence level are:  $\pm 3.5\%$  for the total sample, and  $\pm 8.7\%$  for the unvaccinated.

Status - All Respondents	October 2021	July 2021
Already vaccinated	66%	15%
Likely to get	9%	54%
Predicted uptake	75%	69%
Unsure	8%	12%
Unlikely to get	8%	7%
Definitely won't	9%	13%

### Motivators for vaccination

- Among those who have been vaccinated, booked or definitely getting/likely to get the vaccine, the main reasons for doing so are largely altruistic, involving caring for one's iwi/whānau/rohe or community, rather than about the individual.
- There is a strong protection theme: It is important to protect my whānau 60%, to help prevent COVID-19 spreading through my community/hapori 56%, and to help protect vulnerable New Zealanders 55%.
- There's also motivation in vaccination for the wider good, that it's the right thing to do 56% and to help prevent COVID-19 from causing lockdowns and loss of jobs and other damage 52%.

### Barriers for vaccination

- Main reasons for being unsure or unlikely to get vaccinated are:
  - It is too soon to see whether there are any long-term effects from the vaccine 56%
  - The COVID 19 vaccines were developed too quickly/not tested enough 48%
  - It won't stop me completely from getting COVID-19/ getting sick 44%
  - I'm not sure yet that a COVID-19 vaccine would be safe 41%
  - I don't trust the COVID-19 vaccine 40%
- Increasing pressure and anxiety is also a barrier among those who are unvaccinated and not booked:
  - There's too much social pressure to get vaccinated 30%
  - I'm under enough pressure coping with everyday life to think about getting the vaccine 21%
  - I'm feeling overwhelmed by the pandemic 15%
  - I'm feeling too anxious about the pandemic and the vaccine 12%
- Of those who are unvaccinated and not booked, 91% understand that the vaccine is free, 6% are unsure and 3% said they would have to pay. Even though most Māori think the vaccine is free, there is some confusion about if they need to pay for the visit if they get it from their GP or health provider – 2% who think the vaccine is free also think they will need to pay for the GP visit if they get the vaccine there, and of those who are unsure if the vaccine is free 14% think they will have to pay for the visit to a GP if they get the vaccine there.

### Information gaps

- There are information gaps for some who are unvaccinated and not booked – 20% 'definitely' have all the information and 21% 'mostly' have the information they need. However, 29% need to know more and 14% don't quite have the information they need.
- The two main things unvaccinated and not booked respondents (who do not have enough information) said they need to know about are:

- Information on the long-term effects of the vaccine, based on longer and/or more clinical studies (27%).
- Information on the side effects and risks (15%).
- Unvaccinated respondents were also asked what would make them more likely to get a vaccine. There is a clear call for more information, specifically: more information on possible side effects 29%, evidence the vaccine I am offered is unlikely to cause a serious adverse reaction 26%, more information about the number of people in Aotearoa and around the world that have safely taken the vaccine 19%.

### Trusted sources of COVID-19 vaccine information

- The most trusted Government sources of information are: the Ministry of Health: health.govt.nz 74%, Unite against COVID-19 website: covid-19.govt.nz 54%, Iwi websites 42%, and Karawhiua (developed by TPK) 40%.
- The most trusted TV sources are: TVNZ (Television One or Two - including Te Karere) 77%, Māori Television (including Te Ao, Tapatahi) 64%, and THREE (including The Hui) 55%.
- Most trusted news services: NZ mainstream online news services 76%, Daily NZ newspapers 48%, and NZ community papers 41%.
- Most trusted radio: Radio New Zealand 59%, Iwi radio stations 50%, and NZ commercial radio stations 49%.
- Most trusted Social media sources are: Facebook 47%, Closed online groups 46%, and YouTube 33%.

### Trusted advisors

- For unvaccinated respondents, conversations with trusted advisors with expertise to answer questions were supported. Particularly: a conversation with someone who has been trained to discuss my concerns and factually answer my questions 20%, a medical provider I trust 15%, being able to ask medical experts all the questions I have about COVID-19 vaccine 13%, a conversation with someone with a te Ao Māori view 9%.
- Sports and media stars, trusted Māori leaders, church or spiritual leaders, and politicians they admire, are not likely to achieve whole scale shifts in vaccination but may nudge some.
- Among all respondents, Dr Ashley Bloomfield 62% and The Prime Minister - Jacinda Ardern 54%, whānau 44%, and friends 36% were most widely viewed as trusted people for vaccine information. Most trusted medical professionals are GPs 69%, medical specialists 50%, and Māori health providers 44%.
- Unvaccinated respondents have a slightly different view, with friends 50% and whānau 49% their most trusted people to deliver information on vaccine information and to a much lesser extent Dr Ashley Bloomfield 28% and The Prime Minister – Jacinda Ardern 28%. The most trusted medical professionals among unvaccinated respondents are their GP 45%, medical specialists 37%, and their Māori health provider 32%.

### Access

- Practical solutions that break down access barriers will help for some of the unvaccinated, specifically: A financial incentive to cover my time to get a vaccine 15%, if my doctor or health provider sets up a clinic to give vaccine 11%, if I can get it at work 7%, if free public transport is provided to get to a vaccination centre 7%, if vaccinators come to my home to give it to me 7%, or if I can get it at a local school 6%.

- For those who are unvaccinated and not booked, preference for place of vaccination is varied with formal medical options generally most preferred: my doctor (general practitioner) 23%, Māori health provider service (e.g., whānau ora) 8%, practice nurse 6%, District Health nurse 5%, hospital 4%, or pharmacy 4%.
- However, there's likely benefit in offering a mix of convenient locations for these respondents (unvaccinated and not booked), such as: Pop-up clinics at marae 5%, 'Pop-up' vaccination clinic (e.g., malls, shopping centres, schools) 5%, at school (with tamariki) 5%, at workplaces 4%, at homes 6%, Kaupapa Māori Vax Now Centre 3%, and 24-hour pop-up clinics 4%.
- Group vaccination is not widely supported amongst the unvaccinated and not booked- 22% likely and 60% unlikely to get a vaccine at the same time as other members of whānau/ family, including children, or people you support.
- 55% of all respondents have a Māori health provider in their area and 32% of these attend their Māori health provider. 9% of all respondents do not have a Māori health provider and 36% were unsure.

### Incentives

- In terms of incentive offerings, there were three standouts: \$100 cash payment to everyone getting the vaccine 19%, \$100 gift card voucher 18%, supermarket vouchers 15%. Note, TRA research speaks of disgust at "sleazy" incentives so there's a need to tread with caution with incentives.
- 33% (of unvaccinated) are likely to get vaccinated to get a certificate to attend events, 20% are unlikely, 33% will definitely not get vaccinated for this reason, and 15% were unsure.
- Vaccination certificates for certain activities will encourage some, particularly the following: attend family/whānau gatherings 19%, funerals/tangihanga (14%), for overseas travel 14%, and restaurants 12%.

### Misinformation

- 46% had seen or heard information on COVID-19 vaccines that they believed was NOT true. The false information related to the vaccine itself (side effects/death from vaccine/microchips), those promoting an anti-vaccination message, and those voicing Government/political agendas.
- Overwhelmingly, social media is the most recognised source of social media among Māori respondents 63%. Other sources include: mainstream print and online media 34%, television 27%, from friends 27%, whānau/family 25%, and from others I know 21%.

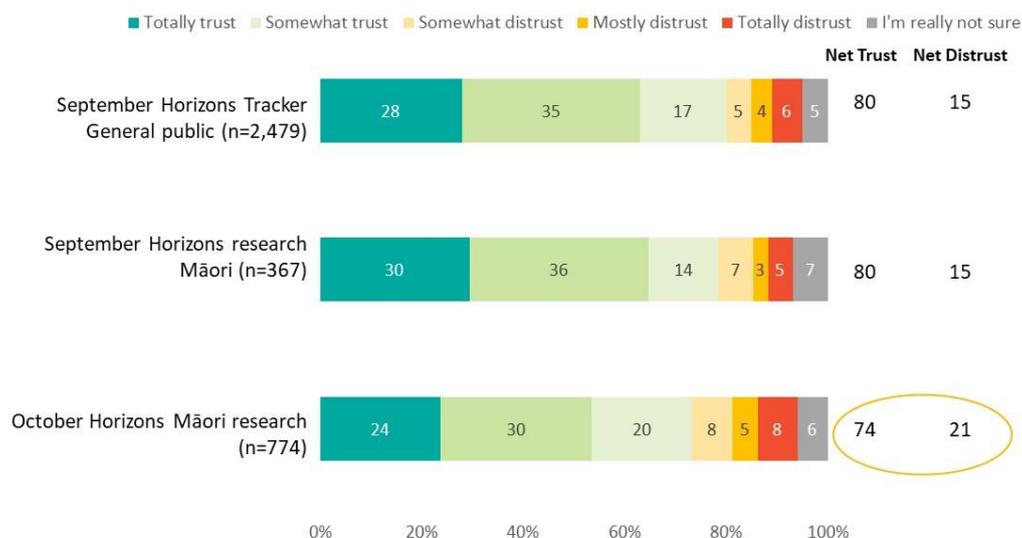
### Support for youth vaccine

- Support for tamariki/youth vaccination increases with age:
  - 57% likely to allow tamariki (5-11yrs) in their care to have the vaccine if approved, 9% unlikely, 18% definitely not, and 16% unsure.
  - 75% likely to allow tamariki (12-15yrs) in their care to have the vaccine if approved, 9% unlikely, 7% definitely not, and 10% unsure.
  - 79% likely to allow youth (16-17) in their care to have the vaccine if approved, 7% unlikely, 3% definitely not, and 12% unsure.
- Reasons for not vaccinating tamariki/youth reflect the hesitations they have for themselves:
  - I would need to be assured about its safety for tamariki 51%
  - It is too soon to see whether there are any long-term effects for tamariki from the vaccine 45%
  - I don't trust the COVID-19 vaccine 34%
  - I'd rather wait and see if others who have get it have any side effects 23%
  - I don't see the need for tamariki to get a COVID-19 vaccine 19%

## Trust

- In October, 74% of respondents trust in the management of the pandemic, down from 80% in September.
- Other research and discussion regarding Māori vaccination concerns points to a lack of trust in Government that stems from deeper social issues and unfavourable historic interactions – this is compounding with vaccination decisions for some.

### Trust in MoH and Govt to manage the COVID pandemic in a way which best protects you and other New Zealanders



## The future

- Around eight in ten consider it at least 'somewhat' important that they themselves get vaccinated and that people in their wider circle gets vaccinated.

### Thinking about the future, how important is it that...

