



Horizon Research

# COVID-19 Vaccine

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In association with the School of Population Health  
University of Auckland



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## EXECUTIVE SUMMARY

These results are from an online survey of 1,472 New Zealand respondents aged 16 years of age or over. The survey was conducted between 25 and 30 June 2021.

The sample is weighted on age, gender, employment status, ethnicity, personal income and region to match the 16+ population and at the most recent census.

**Note that this survey is the first in the series weighted to reflect the overall percentage of New Zealanders 16+ vaccinated as at 11:59pm on June 29.<sup>1</sup>**

At a 95% confidence level, the survey has a maximum margin of error of  $\pm 2.8\%$  overall.

## KEY FINDINGS

- **Among those who have not yet been vaccinated, the percentage of those who will “definitely” get a vaccine has not changed from May. However, there has been a decline in those who will “most likely” or are “likely” to get a COVID-19 vaccine and an increase in those who will “definitely not” get a vaccine, or are “most unlikely” to do so.**
- There has been minimal change in how those who have not yet been vaccinated think about the prospect of getting a vaccine and what will most influence them in their decision.

### Already vaccinated

- The sample contained 17.3% of respondents 16+ who had already been vaccinated (705,100 New Zealanders 16+). This is in line with Ministry of Health figures of 705,062 New Zealanders vaccinated as at 11:59pm 29 June 2021.

### Uptake

#### Of those who have not yet been vaccinated<sup>2</sup>

- **72%** said they were likely to get a vaccine, down from **77%** in May (75% in April, 67% in March 2021). This is around 2,424,200 New Zealanders 16+.
- 19% said they were unlikely to get a COVID-19 vaccine. This is around 650,100 New Zealanders 16+.
- 9% (an estimated 302,600 New Zealanders 16+) are unsure whether they will get a vaccine or not.

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<sup>1</sup> Based on Ministry of Health figures of 705,062 New Zealanders vaccinated as at 11:59pm 29 June 2021.

<sup>2</sup> Note that it is likely that, as the number vaccinated increases, those who are unlikely to get a vaccine will form a higher proportion of those who have not yet been vaccinated and the proportion of those who are likely to get vaccinated will decrease.

- Including those who had already been vaccinated, **overall potential uptake is estimated at 77%** (80% in May, 77% in April and 69% in March 2021). The difference from the May and April results is not statistically significant and the overall result should be regarded as “no change”.
- Overall, 3,129,300 out of the estimated 4,082,500 New Zealanders aged 16+ say they are likely to get vaccinated or have already been vaccinated.
- **Among those who have not yet been vaccinated, the percentage of those who will “definitely” get a vaccine has not changed from May. However, there has been a decline in those who will “most likely” or are “likely” to get a COVID-19 vaccine and an increase in those who will “definitely not” get a vaccine or are “most unlikely” to do so.**
- The “core” of those who are unlikely to get vaccinated and will be difficult to persuade to get a COVID-19 vaccine has grown to **11.6%** of those who have not yet been vaccinated, equivalent to **9.6%** of the total 16+ population.
- 99% of those who had one dose were likely to get a second (94% “Definitely”; 91% in May). Only 1% said they were unlikely to get a second.
- 93% said they had been provided with enough information prior to their vaccination (May 92%).
- 81% overall of those who have either not been vaccinated or have only had one dose are likely to get a second dose (May 82%).

## Māori

- Of those who have yet to be vaccinated:
  - 72% are likely to get a vaccine (68% in May).
  - 20% say they are unlikely to get a vaccine (the same as in May).
  - 8% are unsure (12% in May).

Māori: Will you get the COVID-19 vaccine?	June 2021	May 2021	Change
Definitely	45%	42%	+3%
Most likely	13%	18%	-5%
Likely	8%	8%	0%
Unlikely	3%	8%	-5%
Most unlikely	8%	3%	+5%
Definitely not	13%	8%	+5%
I'm not sure	10%	13%	-3%

- Including those who have already been vaccinated, overall potential uptake among Māori is estimated at **74%** (“no change” from May’s 75%; 71% in April and 64% in March 2021).

## Pasifika

- Of those who have yet to be vaccinated:
  - 55% are likely to get a vaccine (75.5% in May).
  - 27% say they are unlikely to get a vaccine (15.5% in May).
  - 18% are unsure (9% in May).
  - In June, Pasifika appear to be less certain they will get a vaccine. For example, 34% of those not yet vaccinated say they will “definitely” get a vaccine, down from 43% in May):

Pasifika: Will you get the COVID-19 vaccine?	June 2021	May 2021	Change
Definitely	34%	43%	<b>-9%</b>
Most likely	9%	28%	<b>-18%</b>
Likely	13%	5%	+8%
Unlikely	12%	5%	+7%
Most unlikely	6%	2%	+4%
Definitely not	9%	9%	0%
I'm not sure	18%	9%	<b>+9%</b>

- Including those who have already been vaccinated, the estimated overall potential uptake declined to **63%** (78% in May, 79% in April and 59% in March 2021).

## Importance of everyone in New Zealand who is able to be vaccinated, being vaccinated.

- **81%** overall felt that it was important that everyone in New Zealand who was able to be vaccinated, was vaccinated (“very important” 59%; “important” 15%; “somewhat important” 8%)<sup>3</sup>.
- 11% overall felt that it was unimportant.
- By ethnicity, the percentages who felt vaccination was important were:
  - Asian: 89%.
  - Indian<sup>4</sup>: 94%.
  - Māori: 78%.
  - NZ European/Pākehā: 80%.
  - Other European<sup>5</sup>: 72%.
  - Pasifika: 85%.
  - “Other”: 73%

<sup>3</sup> Whole percentages quoted do not sum to the reported total owing to rounding.

<sup>4</sup> “Indian” includes Indian, Pakistani, Bangladeshi, Sri Lankan

<sup>5</sup> “Other European” means ethnic Europeans from other countries such as anywhere in Europe, Ireland, the British Isles, Australia, South Africa, Canada, etc.

- The percentage who felt vaccination was unimportant rose with decreasing likelihood to get a COVID-19 vaccine. 69% of those who said they would “definitely not” get a vaccine felt it was unimportant (52% of them said it was “not important at all”).

### Vaccination status

- The vaccine had been offered to 31% of the sample (1,261,338 New Zealanders). Of the sample:
  - 10.8% had received two doses and 6.5% had received one dose, a total of 17.3% of the 16+ population who had had at least one dose.
  - 6% were booked to be vaccinated (5% in May).
  - 4% had been offered the vaccine, had not turned it down but had not yet booked. These people were more in vaccine group 3.
  - 3% said they had declined the vaccination; the highest percentage of these people was in vaccine group 2.

### When would New Zealanders like to get a vaccine?

- **24%** of those who had not yet been vaccinated wanted to get vaccinated immediately. 90% of those in this “immediately” group were those who said they would “definitely” get a vaccine, suggesting that, having made up their mind to definitely get a vaccine, there is some impatience to actually get it.
- **43% want to be vaccinated by August** (an estimated 1,438,500 New Zealanders 16+).

Ideally, when would you most like to get a COVID-19 vaccine this year?	LIKELIHOOD TO GET VACCINE						
	Definitely	Most Likely	Likely	Unlikely	Most Unlikely	Definitely not	Unsure
Immediately	42%	20%	5%	6%	6%	4%	12%
July	39%	55%	54%	15%	26%	16%	42%
August	11%	20%	35%	49%	47%	44%	34%
September	4%	2%	0%	9%	4%	3%	1%
October	3%	0%	1%	3%	4%	19%	1%
November	2%	2%	5%	19%	14%	13%	12%
December	42%	20%	5%	6%	6%	4%	12%
I don't mind when	39%	55%	54%	15%	26%	16%	42%
I'm not sure	11%	20%	35%	49%	47%	44%	34%
I won't get the vaccine	4%	2%	0%	9%	4%	3%	1%



- By vaccine group, the position was:

Ideally, when would you most like to get a COVID-19 vaccine this year?	ALL	VACCINE GROUP			
		Group 1	Group 2	Group 3	Group 4
Immediately	24%	18%	32%	34%	20%
July	11%	7%	16%	25%	5%
August	8%	14%	2%	8%	8%
September	4%	14%	5%	0%	5%
October	7%	0%	0%	1%	9%
November	2%	0%	3%	0%	2%
December	1%	0%	2%	0%	1%
I don't mind when	14%	0%	2%	9%	16%
I'm not sure	14%	34%	16%	11%	15%
I won't get the vaccine	17%	13%	22%	12%	19%

### Support for the planned age group rollout in Group 4

- There is 65% overall support (39% “support”, 26% “strongly support”) for the plan to offer vaccines according to the age groups people are in. 23% say they “neither support nor oppose” the plan, with 7% opposed and 5% unsure.
- Support by vaccine group is shown below:

Generally, do you support or oppose the plan to offer vaccines according to the age groups people are in?	ALL	VACCINE GROUP			
		Group 1	Group 2	Group 3	Group 4
Strongly support	26%	58%	30%	31%	23%
Support	39%	21%	40%	35%	41%
Neither support nor oppose	23%	14%	18%	24%	23%
Oppose	3%	0%	5%	2%	3%
Strongly oppose	4%	3%	8%	5%	3%
I'm really not sure	5%	4%	0%	5%	6%
<b>TOTAL SUPPORT</b>	<b>65%</b>	<b>79%</b>	<b>69%</b>	<b>65%</b>	<b>64%</b>
<b>TOTAL OPPOSE</b>	<b>7%</b>	<b>3%</b>	<b>13%</b>	<b>7%</b>	<b>7%</b>

**Vaccination booking experiences: people who have already been vaccinated (this was prior to the launch of “Book My Vaccine”, but gives some pointers on what people will find difficult)**

- 85% said it was “easy” (28%) or “very easy” (57%).
  - 33% found booking centre staff helpful.
  - 30% said it was easy to make booking by telephone.
  - 29% said it was easy to book their second dose.
- 15% said it was “difficult” (10%) or “very difficult” (5%). Of these
  - 43% said it took too long for the booking number to be answered.
  - 40% had to call the booking number more than once before it was answered.
  - 34% were not given a date for their second dose when making a booking for their first dose.
  - 26% said it was difficult finding booking information from my District Health Board online and 20% said it was difficult to find a booking telephone number from their DHB (these were more prevalent in Auckland).
  - 25% said they had (or have) to call back to make an appointment for a second dose.
  - 20% didn't get a choice of day or time.
- Respondents who had been to get their COVID-19 vaccination reported:
  - People were friendly (74%).
  - It was easy to get to the vaccination centre (67%).
  - When I went to have the vaccine, they had no trouble finding my booking (61%).
  - Parking was easy (60%).
  - The information in my records used by the vaccination centre was correct (51%).
  - They knew who I was when I arrived at the vaccination centre (43%).
  - My records were available online when I went to the vaccination centre (41%).
- 66% of those who had a vaccination reported that the experience made them more likely to recommend vaccination to others (21% “more likely”, 45% “much more likely”).
- 3% of those who had a vaccination reported that the experience made them less likely to recommend vaccination to others.

**Invitations to make a vaccine booking – those who have not yet been vaccinated**

- Email or text invitations predominated as the preferred way to receive an invitation to book a vaccination (respondents were able to select more than one option in this question):
  - 71% prefer email.
  - 53% prefer text.
  - 18% prefer telephone invitations.
- Adjusted for those who answered that they would not get a vaccine:

- 73% would prefer to book online.
  - 19% would prefer to book by telephone.
  - 8% were unsure.
- Adjusted for those who answered that they would not get a vaccine:
    - 33% believe their health record details are completely up to date.
    - 53% would prefer to visit an official secure website to provide their details.
    - 8% would prefer to call an 0800-telephone number to provide their details.
    - 1% think that updating their details online or by telephone is too difficult.
    - 5% said they should not have to update their health record details.

### Making a booking

- Those who had not yet been vaccinated were asked what choices for booking they would find most helpful. Location, time, date and day were the most preferred.
- By vaccine group, results were:

Which of these choices will be most helpful to you when making your vaccination booking if any?	ALL	VACCINE GROUP			
		Group 1	Group 2	Group 3	Group 4
Choice of locations in my area	65%	52%	67%	65%	66%
Date	55%	34%	56%	51%	57%
Day	50%	60%	51%	47%	51%
Time	59%	34%	67%	55%	61%
Which vaccination centre	32%	29%	40%	31%	33%
Knowing how far away a vaccination centre is from me before I book	27%	24%	39%	23%	28%
Be able to change my booking if I need to	42%	30%	47%	42%	42%
Being able to pre-book for the time my age group is eligible	27%	0%	25%	30%	27%

### In making a decision to get vaccinated, New Zealanders will think about:

- Whether there will be unknown side effects (40%; 37% in May).
- How the side effects may affect them (37%, up from 31% in May and similar to the 35% results from April)
- Whether the vaccine might affect their health in other ways (28%).
- What might happen if they have an adverse reaction to the vaccine (27%).
- 37% thought it was too soon to see whether there were any long-term effects from the vaccine.

The thoughts were in the same rank order as reported in May. As in all previous surveys, concern rises as likelihood to get a vaccine decreases. **Of those who will definitely not get**

vaccinated, 55% worry that it may leave their health worse overall and 52% say they don't see a need for the vaccine.

The following table is highlighted to demonstrate that even those who are most likely or likely to get a vaccine are concerned about side effects.

Thoughts	LIKELIHOOD TO GET VACCINE						
	Definitely	Most Likely	Likely	Unlikely	Most Unlikely	Definitely not	Unsure
It is too soon to see whether there are any long-term effects from the vaccine	24%	39%	58%	61%	64%	68%	66%
I worry there will be unknown side effects	22%	45%	66%	60%	53%	71%	55%
I worry how the side effects may affect me	25%	37%	60%	43%	35%	63%	50%
I worry it might affect my health in other ways	17%	26%	44%	49%	41%	57%	54%
I worry what might happen if I have an adverse reaction to the vaccine	20%	29%	41%	26%	30%	52%	40%

By comparison with the May results:

- Māori who have not yet been vaccinated are more concerned about side effects and how the side effects might affect them.
- Pasifika appear to be more nervous about getting the vaccine (this is reflected in their vaccine intentions).

Pasifika: Thoughts?	June 2021	May 2021	Change
I worry there will be unknown side effects	46%	39%	+7%
I worry how the side effects may affect me	36%	33%	+2%
I worry it might affect my health in other ways	41%	28%	+13%
I worry what might happen if I have an adverse reaction to the vaccine	49%	27%	+21%
I'm concerned the vaccine may not be effective	28%	18%	+10%
It may leave my health worse overall	21%	15%	5%
I don't know enough about vaccines	31%	15%	16%
I don't know how COVID-19 vaccines work	24%	13%	10%

**Statements with greatest influence for those not yet vaccinated:**

- Helping protect the health of my family/whānau and those closest to me (50%, the same as in May).
- Helping to protect all New Zealanders (49%; May 56%, April 51%).
- Helping reduce the risk of COVID-19 infection and the prospect of further lockdowns and economic harm (49; May 51%).
- Helping to end the COVID-19 pandemic more quickly (46%, May 51%).
- The benefits of taking the vaccine would outweigh any risks (44%; May 50%, April 45%).
- Doing the best thing for my own health (43%, May 49%).
- Being vaccinated will protect me from the effects of COVID-19 (43%; May 50%).
- Vaccination is free - for both doses (38%; May 44%).
- **All respondents, regardless of their likelihood to get a vaccine, will be influenced by information on vaccine trials and information about side effects.**
- Medsafe approval will reinforce the decision of those who are likely to get a vaccine but will have limited impact on those who are unlikely to do so.

Motivation	LIKELIHOOD TO GET VACCINE						
	Definitely	Most Likely	Likely	Unlikely	Most Unlikely	Definitely not	Unsure
Helping protect the health of my family/whānau and those closest to me	67%	52%	35%	44%	11%	11%	35%
Helping to protect all New Zealanders	70%	51%	36%	14%	5%	14%	29%
Helping reduce the risk of COVID-19 infection and the prospect of further lockdowns and economic harm	68%	50%	50%	10%	11%	14%	22%
Helping to end the COVID-19 pandemic more quickly	64%	49%	39%	10%	3%	12%	27%
The benefits of taking the vaccine would outweigh any risks	59%	37%	37%	21%	17%	22%	32%
Doing the best thing for my own health	61%	32%	29%	30%	7%	20%	39%
Being vaccinated will protect me from the effects of COVID-19	64%	34%	40%	10%	4%	7%	29%
Vaccination is free (for both doses)	49%	44%	47%	19%	7%	16%	20%
Has been through extensive, properly conducted, clinical trials	35%	33%	33%	32%	31%	44%	32%
Information about side-effects	35%	27%	47%	52%	43%	30%	28%
Approved by Medsafe in New Zealand	32%	43%	36%	31%	19%	2%	16%

### **Do those who are yet to have two doses have all the information they need to make a decision on getting a COVID-19 vaccine?**

- 37% say “Definitely” (May 35%, April 27%). These people are primarily those who will “Definitely” get a COVID-19 vaccine (61%) or those who will “Definitely not” (38%).
- 33% say “Mostly” (May 32%, April 31%, so “no change”).
- 13% say “Not Quite” (May 17%, April 18%).
- 12% Say “I need to know more” (May 14%, April 21%). As in May, those who need to know more are primarily those who say they are “Likely”, “Unlikely” or “Most Unlikely” to get a COVID-19 vaccine; i.e., not definite either way.
- 6% say they don’t need to know more, (May and April 3%). These are primarily those who will “Definitely not” get a vaccine (29%) and **the increase may indicate that their intention is hardening** (67% of those who will “definitely not” get a vaccine either “definitely” have all the information they need or “don’t need to know more”).

**Qualitative:** From analysis of an open-response question, the two main things people said they need to know are:

- Information on side effects and risks (26%; May 26%).
- Information on the long-term effects of the vaccine, based on longer and/or more clinical studies (17%; May 16%).

### **Those who don’t want to get a vaccine or who are unsure say that:**

- It is too soon to see whether there are any long-term effects from the vaccine (59%; May 63%).
- I'd rather wait and see if others who have taken it suffer any side effects (41%; May 43%).
- I would need to be assured about its safety (39%; May 49%).

### **As in May, those who say they will “Definitely not” get the vaccine have three other reasons:**

- I don't see the need to take a COVID-19 vaccine (43%; May 55%, April 25%).
- I don't trust any vaccine (33%; May 24%, April 33%).
- I don't take any vaccine (23%; May 23%).

### **Respondents who have not yet been vaccinated say that the best ways to get COVID-19 vaccine information to them are:**

- Email (60%; May 51%).
- Website (47%; May 48%).
- Text (27%; May 21%).
- TV News (25%; May 30%).
- Social Media (23%; May 23%).
- News media online (22%; May 30%).
- Printed information delivered in their letterbox (20%; May 27%).

- TV advertisements (15%; May 16%)
- Printed information available at GPs, pharmacies and other community locations (14%; May 26%).

**There is limited change to where information on the COVID-19 vaccine has been seen or heard in the past 30 days, although Facebook has increased:**

- Television New Zealand (43%; May 44%).
- Facebook (30%; May 25%).
- Stuff (29%; May 29%).
- Commercial television, including THREE/Newshub (28%; May 24%).
- Ministry of Health website (25%; May 29%).
- Unite Against COVID-19 website (21%; May 22%).
- NZ Herald online (20%; May 17%).
- Radio New Zealand (19%; May 19%).
- Commercial radio stations (16%; May 13%).
- Online search engines (16%; May 13%).
- YouTube (15%; May 12%).
- Other New Zealand online news sites (15%; May 13%).
- Daily (print) newspapers (14%; May 17%).

**Vaccine preferences**

- People would prefer to access a COVID-19 vaccine from:
  - Their doctor (general practitioner) (70%; May 68%).
  - Practice nurse (39%, the same as in May).
  - A pharmacy (28%; May 24%).
  - A 'pop-up' vaccination clinic (e.g., malls, shopping centres, schools) (28%; May 35%).
  - A hospital (23%; May 25%).
  - A District Health Nurse (21%, the same as in May).
  - At their workplace (17%; May 16%).
- They would prefer (note that going alone for a COVID-19 vaccination was not presented as an option):
  - To be able to go for a vaccine at the same time as other members of their whānau/ family regardless of the age of the members of their whānau/family, or the respondent's age (69%).
  - To be able to go at the same time as those for whom they provide care or support, regardless of the age of the people they provide care or support for, or the respondent's age (18%).
  - To wait, and go with their children later in the year (7%).
  - Where a respondent was 17 or under, they would like to go at the same time as their parents (5% overall, **46%** of those 17 or under).

### Vaccination of 16–17-year-olds and 12–15-year-olds

- 83% of primary caregivers of children aged 16-17 years are likely to allow the young adults to be vaccinated.
- 58% of caregivers of children aged 12-15 years are likely to allow their young people to be vaccinated (May 55%).
- As in May and April, the key concerns for those who won't allow vaccination for their young people are the vaccine safety in children and long-term effects for their children from the vaccine.
- Pasifika and "Other European" respondents were the least likely to allow the 12–17-year-olds for whom they were the primary caregiver to be vaccinated

### Official COVID-19 advertising:

- Almost all (91%) said they had seen an official COVID-19 information and vaccine advertisement in the past 30 days.
- 62% of respondents had seen an official COVID-19 advertising on television in the past 30 days (May 59%). Other media were:
  - Social media (33%; May 20%).
  - Radio (26%; May 19%).
  - News websites (22%; May 15%).
  - Newspapers – daily (22%; May 15%).
  - YouTube (19%; May 10%).

Where an official advertisement had been seen the greatest impact was to reinforce the decision made, or being made, to get a COVID-19 vaccine:

- Made me feel I made the right decision to get the vaccine (31%, as In May). As in May, this was the primary reaction from those who had already been vaccinated.
- I have already decided to get a vaccine and the advertisements made me feel better about that (14%, May 18%).

A nett 46% (May 31%) said the advertising made no difference to their decision:

- Made no difference to the way I feel about getting had the vaccine: 33% (May 30%).
- Made no difference to the decision I will make to get or not get a vaccine: 21% (May 23%.)

8% (May 12%) said the advertisement(s) they had seen made them at least "more likely" to get a vaccine. **As in May, this was primarily those who had said they were likely to get vaccinated.** A further 3% said that it had made them "slightly more likely" to get a vaccine.

The advertising had made 3% (May 13%) of those who said they were currently "unlikely" to get a COVID-19 vaccine slightly more likely to get a vaccine.



### Trust in the management of the pandemic and rating the vaccination response

- Average trust in the Ministry of Health and Government to manage the pandemic has dropped. **76%** now say they trust the Ministry of Health and Government (May **81%**):

At this time, how much do you trust the Ministry of Health and Government to manage the COVID-19 pandemic in a way which best protects you and other New Zealanders?	Feb 2021	Mar 2021	Apr 2021	May 2021	June 2021
Average trust out of 5	3.5	3.6	3.8	3.7	3.5

- The average rating of the vaccination response has dropped again, from 6.6 to 6.1 out of 10 (7.1 in April). As in May, this change is statistically significant.

Overall, on a scale of 0 to 10, how do you think the vaccination response to the COVID-19 pandemic is being managed in New Zealand?	Feb 2021	Mar 2021	Apr 2021	May 2021	June 2021
Average rating out of 5	7.2	7.1	7.1	6.6	6.1

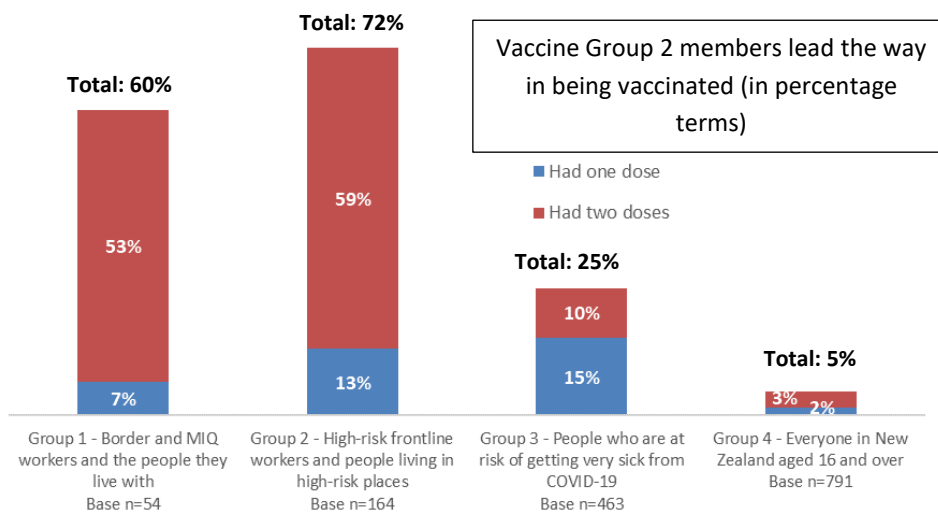
## REPORT

Respondents were asked if they had been offered an opportunity to get their COVID 19 vaccine (note that this survey is weighted to reflect the overall percentage of New Zealanders vaccinated in the general population). The responses were:

Have you already been offered an opportunity to get your COVID-19 vaccination?	May 2021	June 2021	Difference % points
No	77%	69%	- 8 ↓
Yes - I have already had two doses	6%	11%	+5 ↑
Yes - I have already had one dose	7%	7%	-
Yes - I have not had the first dose, but my appointment is booked	5%	6%	+1
Yes - but I have not had the first dose and have not booked an appointment yet	4%	4%	-
Yes, but I declined/will decline to have the vaccine	2%	3%	+1

*N.B. Percentages shown may not sum to 100% owing to rounding*

### June 2021 vaccination levels by Vaccine Group as identified by respondents



Respondents were asked if they lived with impairments or long-term health conditions and if they identified as disabled.

In percentage terms, results were similar to the May and April 2021 findings: 9% (an estimated 322,500 adults) identified as disabled.

Response	Do you live with impairments or long-term Health conditions?		Do you identify as Disabled?	
	Impairment	Estimated number	Disability	Estimated number
Yes	37%	1,494,000	9%	355,100
No	63%	2,588,000	91%	3,726,900

## 1. Vaccine Uptake

Of those who have not yet been vaccinated:

- **72%** said they were likely to get a vaccine (77% in May, 75% in April, 67% in March 2021). This is around 2,424,200 New Zealanders 16+.
- 19% said they were unlikely to get a COVID-19 vaccine<sup>6</sup>. This is around 650,100 New Zealanders 16+.
- 9% (an estimated 302,600 New Zealanders 16+) are unsure whether they will get a vaccine or not.

**Including those who had already been vaccinated, overall potential uptake is estimated at 77%** (80% in May, 77% in April and 69% in March 2021). The difference from the May and April results is not statistically significant and the overall result should be regarded as “no change”.

Overall, it is projected that 3,129,300 out of the 4,082,500 New Zealanders aged 16+ are likely to get vaccinated or have already been vaccinated.

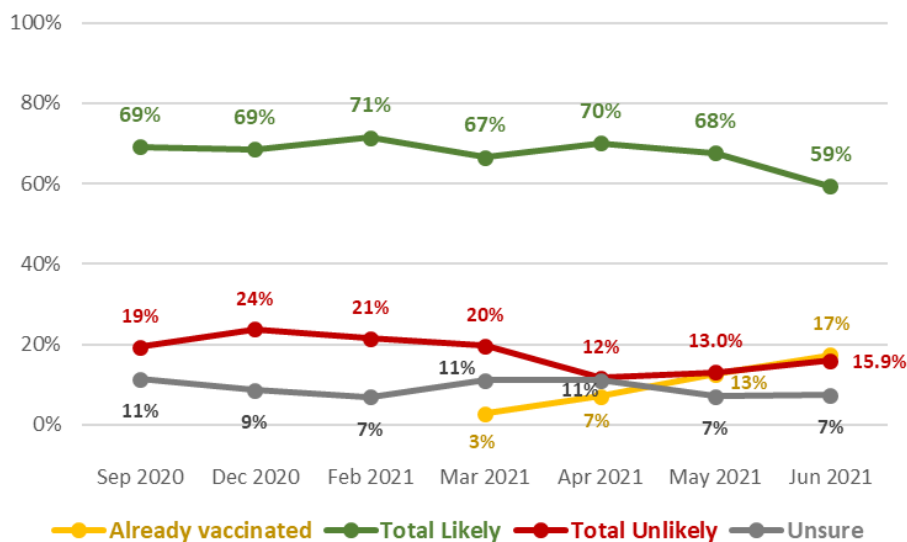
16% of respondents (an estimated 650,100 New Zealanders 16+) were unlikely to get vaccinated (May 13%, April 12%). The apparent increase is not statistically significant.

Those who are unsure was steady on 7% overall (estimated 302,600).

Total population 16+ trends are presented below:

<sup>6</sup> Note that it is likely that, as the number vaccinated increases, those who are unlikely to get a vaccine will form a higher proportion of those who have not yet been vaccinated.

### Will you get the COVID-19 vaccine? - All respondents



*N.B. Percentages shown in this chart may not sum to 100% owing to rounding*

The following are overall estimates of the COVID-19 vaccine intentions of the estimated 3,376,900 New Zealanders 16+ who have not yet been vaccinated:

COVID-19 vaccine intention	May 2021 %	June 2021 %	June 2021 Estimated number of people 16+
Definitely	48%	48%	1,632,800
Most likely	20%	16% ↓	529,700
Likely	9%	8%	263,100
Unlikely	4%	3%	104,600
Most unlikely	4%	6% ↑	202,400
Definitely not	7%	10% ↑	344,100
Unsure	8%	9%	300,200

#### Profiles: “Total Likely”, “Total Unlikely”, and “Unsure”

The table below shows demographic characteristics of those who were not yet vaccinated and were “likely” and “unlikely” to get a COVID-19 vaccine or were not sure, to aid communications targeting. Note that these demographic characteristics are dynamic: they are likely to change as more people become vaccinated.

DEMOGRAPHY	Total Likely to get a vaccine	Total Unlikely to get a vaccine	Not sure whether to get a vaccine
Gender	Marginally more male (50%) than average	Slightly more female (54%) than average	Significantly more female (63%) than average
Age	4% younger than average age	8% younger than average age	12% younger than average age.
Household Income	8% higher than average	19% lower than average	15% lower than average
Personal Income	5% higher than average	17% lower than average	11% lower than average
Employment status	Average	Less likely to be employed	Higher than average
Highest qualification	More likely to be degree qualified.	Significantly more likely than average to have school-level qualifications only.	Less likely than average to have tertiary-level qualifications. More likely than average to be self-employed or a business proprietor
Household Type	No particular household characteristics.	Slightly more likely than average to be in a single person household and less likely to be in a couple-only household. More likely than average to have children in their household.	No particular household characteristics.
Ethnic group	No particular ethnic group characteristics	Less likely than average to be Asian or Indian <sup>7</sup> .	More likely than average to be Asian, and marginally less likely than average to be NZ European/ Pākehā.
DHB	Less likely than average to be in the Northland DHB area. No other particular differences from the overall sample.	Less likely than average to be in the Canterbury DHB area. No other particular differences from the overall sample.	Less likely than average to be in the Lakes, Capital and Coast or Southern DHB areas.
Vaccine Group	Less likely to be in Vaccine Groups 1 and 2 and more likely than average to be in Vaccine Group 4.	Significantly more likely to be in Vaccine Group 4 and less likely to be in Vaccine Groups 2 or 3.	More likely to be in Vaccine Group 4 and less likely to be in Vaccine Group 3.

<sup>7</sup> "Indian" includes Indian, Pakistani, Bangladeshi, Sri Lankan

As in May and April:

- Living with impairments or long-term health conditions, or identifying as disabled, does not make a major difference to potential vaccine uptake.
- The highest percentage unlikely to get vaccinated was in Vaccine Group 4, as shown below.

Will you get the COVID-19 vaccine? (Including those who have had it)	ALL	VACCINE GROUP			
		Group 1 - Border and MIQ workers and the people they live with	Group 2 - High-risk frontline workers and people living in high-risk places	Group 3 - People who are at risk of getting very sick from COVID-19	Group 4 - Everyone in New Zealand aged 16 and over
Definitely	40%	9%	13%	47%	42%
Most likely	13%	0%	3%	10%	17%
Likely	6%	5%	0%	4%	9%
Unlikely	3%	7%	1%	2%	3%
Most unlikely	5%	4%	0%	5%	6%
Definitely not	8%	1%	6%	3%	12%
I'm not sure	7%	14%	5%	5%	9%
Already vaccinated	17%	60%	72%	25%	5%
<b>TOTAL LIKELY plus ALREADY VACCINATED</b>	<b>77%</b>	<b>74%</b>	<b>89%</b>	<b>85%</b>	<b>71%</b>
<b>TOTAL UNLIKELY</b>	<b>16%</b>	<b>10%</b>	<b>5%</b>	<b>19%</b>	<b>20%</b>
<b>N (unweighted)</b>	<b>1,472</b>	<b>54</b>	<b>164</b>	<b>463</b>	<b>791</b>

### 1.1 Unlikely to get a COVID-19 vaccine and difficult to persuade

The June survey results suggest those who are unlikely to get vaccinated may have hardened their position. This is reflected in an increase in the percentage of those who are unlikely to get a vaccine who either don't need to know more or definitely have all the information they need to make their decision, and a consequent increase in the core who will be difficult to persuade to just under 10% of the total 16+ population.

An estimated 291,600 (45%) of the 650,100 who are unlikely to get a COVID-19 vaccine say they either “Definitely” have all the information they need or feel they don’t need to know more. The comparable estimates in the past three surveys were 168,900 in May, 267,000 in April and 301,400 in March 2021.

Add those who “mostly” have all the information they feel they need and the estimate rises to 392,400 or 60% of those who are unlikely to get a vaccine (estimated at 249,300 in May, 320,000 in April and 368,900 in March 2021).

This “core” of those who will be difficult to persuade to get a COVID-19 vaccine has increased to 11.6% of the 16+ population who are yet to get a vaccine (7.0% in May, 8.4% in April and 9.4% in March 2021), equivalent to 9.6% of the total 16+ population.

The demographic characteristics of this “difficult to persuade” group are shown below, compared with the demographic characteristics of all who are unlikely to get a COVID-19 vaccine. Their key differences are:

- They are more male (55%) than female.
- They are more likely to be living alone.
- They have lower average personal income.

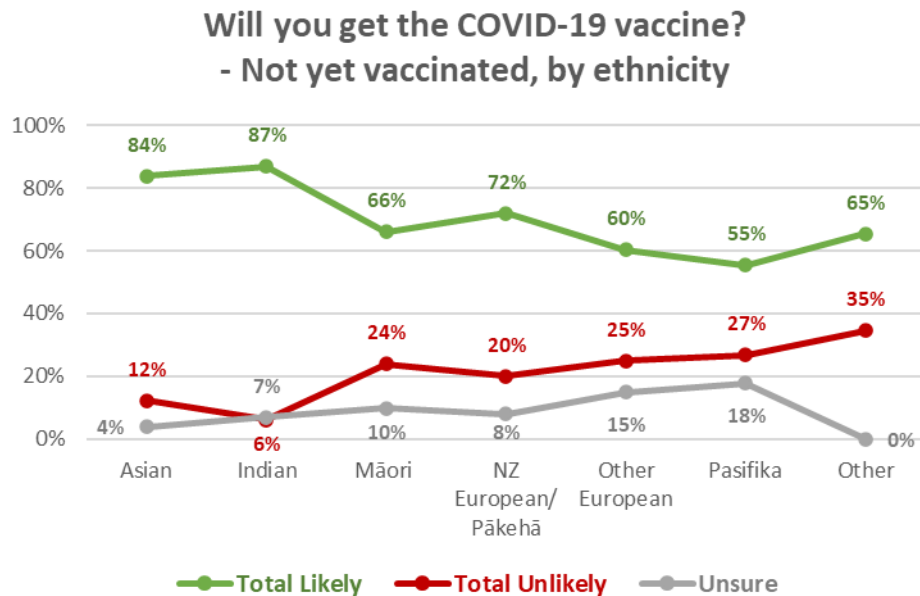
DEMOGRAPHY	“Difficult to persuade” group	Total Unlikely to get a vaccine
Gender	More male (55%) than average.	Slightly more female (54%) than average.
Age	5% younger than average age.	8% younger than average age.
Household Income	18% lower than average.	19% lower than average.
Personal Income	20% lower than average.	17% lower than average.
Employment status	Less likely than average to be employed, particularly employed in senior roles.	Less likely to be employed.
Highest qualification	Significantly more likely than average to have school-level qualifications only.	Significantly more likely than average to have school-level qualifications only.
Household Type	Slightly more likely than average to be in a single person household and less likely to be in a couple-only household. More likely than average to have children in their household.	Slightly more likely than average to be in a single person household and less likely to be in a couple-only household. More likely than average to have children in their household.
Ethnic group	Less likely than average to be Asian or Indian. Slightly more likely than average to be NZ European/Pākehā.	Less likely than average to be Asian or Indian <sup>8</sup> .
DHB	More likely than average to be living in the North Island. Marginally less likely to live in Auckland and marginally more likely to live in the Northland, Waikato and Bay of Plenty DHB areas. Those in this group who live in the 3 Auckland DHB areas are more likely to be in the Waitemata DHB area, particularly living on the North Shore.	Less likely than average to be in the Canterbury DHB area. No other particular differences from the overall sample.
Vaccine Group	Significantly more likely (79%) to be in Vaccine Group 4.	Significantly more likely to be in Vaccine Group 4 and less likely to be in Vaccine Groups 2 or 3.

<sup>8</sup> “Indian” includes Indian, Pakistani, Bangladeshi, Sri Lankan

## 1.2 Uptake by ethnicity

For those who not yet been vaccinated, the June 2021 results show divergence from the ethnic group pattern evident in May. In this survey, Pasifika are the least likely to get a COVID-19 vaccine and are the most unsure, just as they were in March 2021.

Respondents of Indian<sup>9</sup> ethnicity continue to be the most likely to get vaccinated.



*N.B. Percentages shown may not sum to 100% owing to rounding*

### 1.2.1 Trend: Māori

37% of Māori respondents said they had been offered a COVID-19 vaccine:

- 22% had had at least one dose.
- 11% had been offered a COVID-19 vaccine and have either booked, or not rejected it.
- 4% had been offered a vaccine, but had declined, or would decline, to get vaccinated.

Overall vaccine intention by Māori respondents who not yet been vaccinated, **and the percentage that represents among all Māori**, is shown in the following table. Arrows show the movement in comparison with the May 2021 survey results:

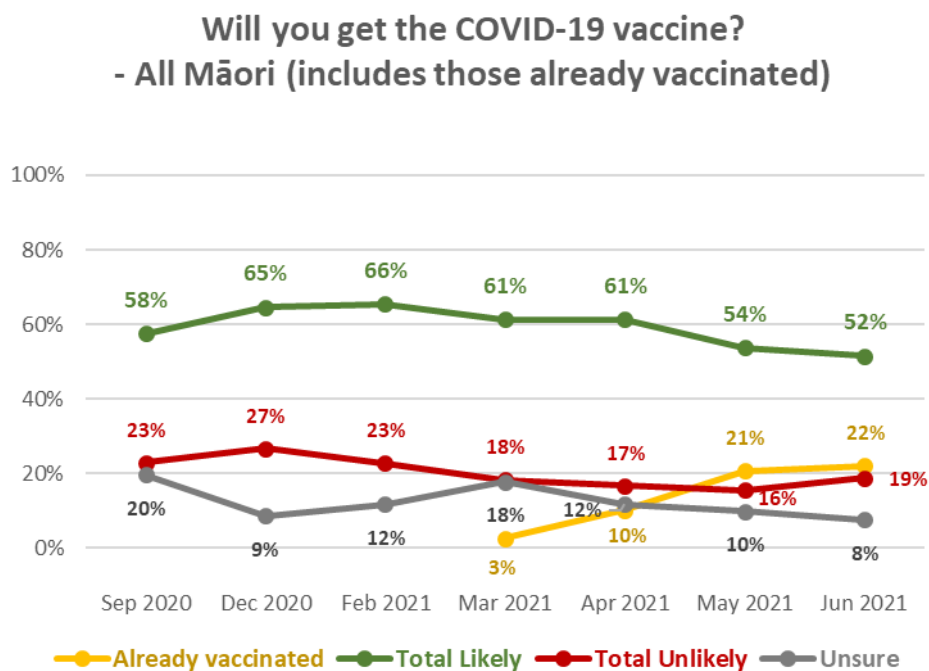
VACCINE INTENTION	Māori Not yet vaccinated	All Māori
Already vaccinated		22% ↑
Likely to get a COVID-19 vaccine	66%	52% ↓
Unlikely to get a COVID-19 vaccine	24%	19% ↑
Unsure	10%	8% ↓
<b>TOTAL POTENTIAL UPTAKE</b>		<b>74%</b>

*N.B. Percentages shown may not sum to 100% owing to rounding*

<sup>9</sup> "Indian" includes Indian, Pakistani, Bangladeshi, Sri Lankan



The following chart shows the trend for all Māori since September 2020.



*N.B. Percentages shown may not sum to 100% owing to rounding*

#### 1.2.2 Trend: Pasifika

35% of Pasifika respondents said they had been offered a COVID-19 vaccine:

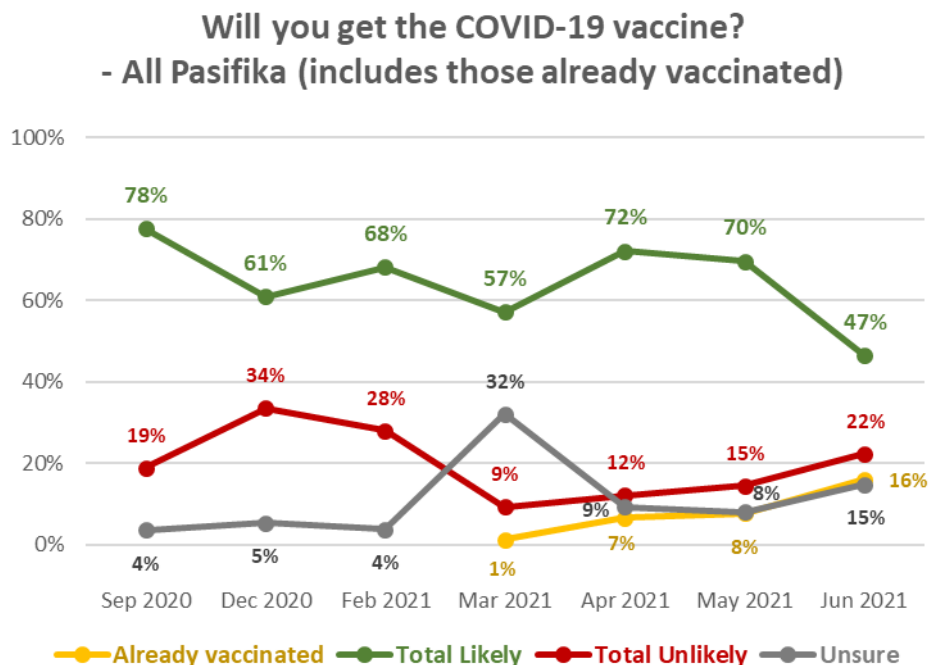
- 16% had had at least one dose.
- 17% had been offered a COVID-19 vaccine and have either booked, or not rejected it.
- 2% had been offered a vaccine, but had declined, or would decline, to get vaccinated.

Overall vaccine intention by Pasifika respondents who not yet been vaccinated, **and the percentage that represents among all Pasifika people**, is shown in the following table. Arrows show the movement in comparison with the May 2021 survey results:

VACCINE INTENTION	Pasifika Not yet vaccinated	All Pasifika
Already vaccinated		16% ↑
Likely to get a COVID-19 vaccine	55%	47% ↓
Unlikely to get a COVID-19 vaccine	27%	22% ↑
Unsure	9%	15% ↑
<b>TOTAL POTENTIAL UPTAKE</b>		<b>63% ↓</b>

*N.B. Percentages shown may not sum to 100% owing to rounding*

The following chart shows the trend for all Pasifika respondents since September 2020. **63%** of Pasifika now say they have already been vaccinated or are likely to get vaccinated, down from 78% in May and 79% in April.



### 1.3 Uptake by people with impairment or who identify as disabled

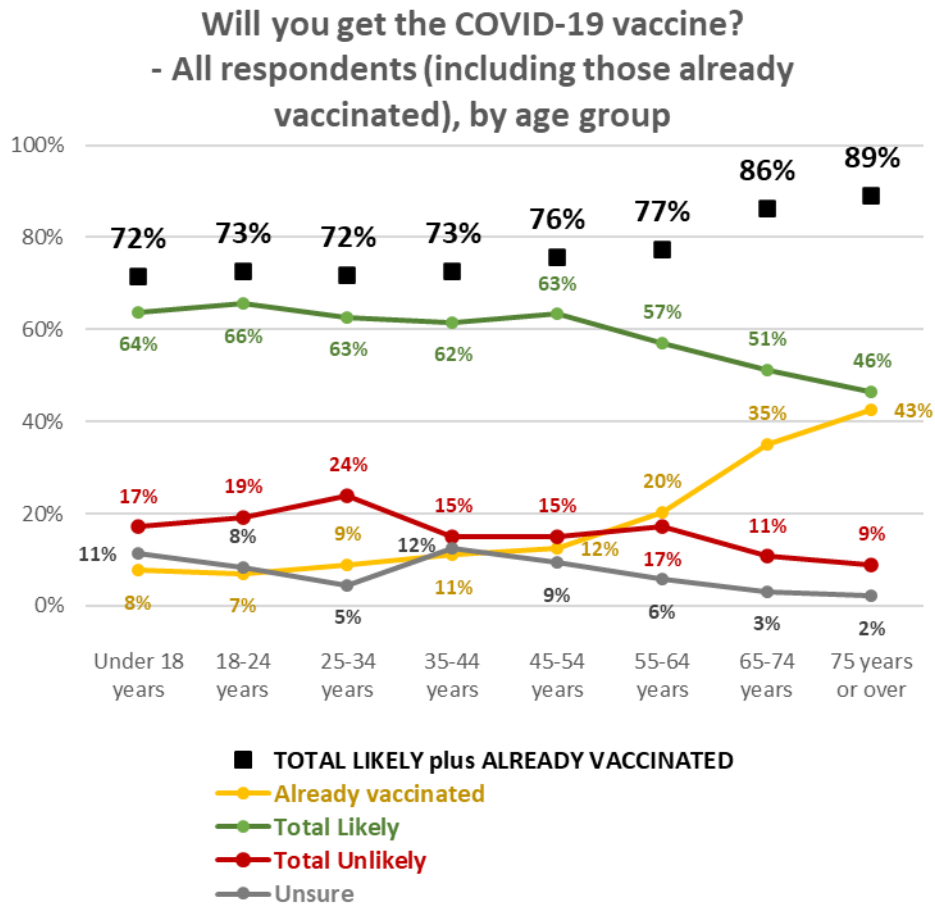
In comparison with April, those who identified as disabled are now more likely to reject getting vaccinated, but fewer are unsure. The reasons for this are shown in Section 6.

Will you get a COVID-19 vaccine? (Including those who have already been vaccinated)	All respondents	Living with impairments or long-term health conditions	Identify as disabled
Definitely	40%	42%	45%
Most likely	13%	9%	16%
Likely	6%	6%	10%
Unlikely	3%	2%	1%
Most unlikely	5%	6%	6%
Definitely not	8%	8%	9%
I'm not sure	7%	7%	5%
Already vaccinated	17%	20%	9%
<b>TOTAL LIKELY plus ALREADY VACCINATED</b>	<b>77%</b>	<b>77%</b>	<b>80%</b>
<b>TOTAL UNLIKELY</b>	<b>16%</b>	<b>16%</b>	<b>16%</b>

*N.B. Individual percentages may not sum to Total Likely or Total Unlikely owing to rounding*

### 1.4 Uptake by age group

Those aged 25-34 years are the least likely to get a COVID-19 vaccine, but have similar potential uptake to all other age groups below 45 years. Those aged under 18 years and the 35-44 years age groups are the most unsure.



### 1.5 Uptake by DHB

With a nationally representative sample, the respondent numbers within DHB areas vary in accordance with the relative population of the area. Results for some DHB areas therefore need to be treated as indications.

Analysis by DHB is shown in the following pages, in 3 groups:

- The seven largest DHBs.
- 3 medium-sized DHB areas where subsample sizes are between 58 and 64, and are therefore relatively statistically reliable.
- The remaining 10 DHB areas where subsample sizes are generally less than 50, in line with their population proportion of the total sample. The smaller the subsample size, the less statistically reliable the results become and these should be treated as providing an indication only.

**Seven largest DHBs:**

- The potential uptake for Counties Manukau DHB appears to have fallen below the national average, even though a higher percentage of respondents in their area report having been vaccinated.
- Capital and Coast DHB area had a below-average percentage of respondents (7%) reporting that they had been vaccinated. This was identified in both the May (5%) and April (3%) report.
- Canterbury DHB has an above average percentage of people who are “not sure” whether they will get a vaccine or not.

Will you get a COVID-19 vaccine? (including those who have already had it)	ALL	DHBs						
		Waite-matā	Auckland	Counties Manukau	Waikato	Capital and Coast	Canterbury	Southern
Definitely	40%	39%	41%	31%	35%	55%	43%	42%
Most likely	13%	18%	15%	10%	15%	14%	16%	10%
Likely	6%	6%	7%	7%	10%	6%	6%	5%
Unlikely	3%	2%	5%	5%	0%	2%	3%	6%
Most unlikely	5%	5%	5%	1%	6%	6%	4%	5%
Definitely not	8%	6%	6%	14%	12%	8%	3%	8%
I'm not sure	7%	8%	4%	9%	7%	3%	12%	3%
Already vaccinated	17%	16%	16%	23%	16%	7%	13%	21%

TOTAL LIKELY plus ALREADY VACCINATED	77%	79%	80%	71%	75%	81%	78%	77%
TOTAL UNLIKELY	16%	13%	15%	20%	18%	16%	10%	20%

N (unweighted)	1,472	182	148	123	118	162	149	102
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*N.B. Individual percentages may not sum to Total Likely or Total Unlikely owing to rounding*

### 3 DHBs with relatively statistically reliable results:

- Northland and Bay of Plenty’s potential vaccine uptake figures have fallen below the national average.
- Northland has a higher-than-average level of their population “unsure”.

Will you get a COVID-19 vaccine? (including those who have already had it)	ALL	DHBs		
		Northland	Bay of Plenty	MidCentral
Definitely	40%	23%	37%	41%
Most likely	13%	8%	14%	15%
Likely	6%	2%	2%	11%
Unlikely	3%	1%	0%	0%
Most unlikely	5%	7%	11%	7%
Definitely not	8%	16%	7%	3%
I'm not sure	7%	9%	6%	12%
Already vaccinated	17%	34%	23%	11%

TOTAL LIKELY plus ALREADY VACCINATED	77%	67%	76%	78%
TOTAL UNLIKELY	16%	25%	18%	10%

N (unweighted)	1,472	58	64	60
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*N.B. Individual percentages may not sum to Total Likely or Total Unlikely owing to rounding*

### DHBs with indicative results – these are presented in two groups of 5:

Indications are that:

- Tairawhiti, West Coast and, particularly, Wairarapa and South Canterbury, have lower likely uptake than average.
- South Canterbury and Wairarapa, have a higher-than-average percentage who are unsure.

Will you get a COVID-19 vaccine? (including those who have already had it)	ALL	DHBs				
		Lakes	Tairawhiti	Taranaki	Hawke's Bay	Whanganui
Definitely	40%	31%	8%	37%	53%	54%
Most likely	13%	1%	0%	13%	7%	8%
Likely	6%	14%	26%	10%	3%	3%
Unlikely	3%	2%	0%	0%	5%	0%
Most unlikely	5%	0%	0%	1%	3%	3%
Definitely not	8%	8%	28%	12%	13%	5%
I'm not sure	7%	0%	3%	6%	8%	10%
Already vaccinated	17%	43%	34%	21%	7%	17%

TOTAL LIKELY plus ALREADY VACCINATED	77%	89%	68%	81%	71%	82%
TOTAL UNLIKELY	16%	11%	28%	13%	20%	8%

N (unweighted)	1,472	28	8	42	56	23
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*N.B. Individual percentages may not sum to Total Likely or Total Unlikely owing to rounding*

Will you get a COVID-19 vaccine? (including those who have already had it)	ALL	DHBS				
		Hutt	Wairarapa	Nelson/ Marlborough	West Coast	South Canterbury
Definitely	40%	50%	30%	40%	43%	31%
Most likely	13%	15%	6%	5%	0%	0%
Likely	6%	8%	0%	7%	6%	0%
Unlikely	3%	3%	2%	0%	0%	0%
Most unlikely	5%	0%	17%	9%	17%	0%
Definitely not	8%	9%	10%	9%	12%	23%
I'm not sure	7%	3%	12%	9%	10%	29%
Already vaccinated	17%	13%	23%	21%	13%	17%

TOTAL LIKELY plus ALREADY VACCINATED	77%	85%	59%	73%	62%	48%
TOTAL UNLIKELY	16%	12%	29%	17%	28%	23%

N (unweighted)	1,472	54	25	50	13	7
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*N.B. Individual percentages may not sum to Total Likely or Total Unlikely owing to rounding*

## 2. Second dose uptake

Excluding those who had said they would “Definitely not” get a COVID-19 vaccine, respondents who had indicated that they had not had any doses of the vaccine, or had only had one dose, were asked how likely they were to have a second dose. As commented in May and April and, in general, if people are likely to get a vaccine, they will be likely to get a second dose and vice versa. This is illustrated by the following table.

Results were similar to May and April. 98% of those who had one dose were likely to get a second (91% “Definitely”).

Likelihood to get second dose	LIKELIHOOD TO GET FIRST DOSE						
	Definitely	Most Likely	Likely	Unlikely	Most Unlikely	Unsure	Already had one dose
Total Likely	99%	99%	82%	16%	1%	7%	99%
Total Unlikely	0%	0%	2%	68%	85%	0%	1%
It depends if I have a reaction to the first dose	1%	1%	17%	17%	4%	23%	0%
Not sure	0%	0%	0%	0%	10%	70%	1%

*N.B. Individual percentages may not sum to 100% owing to rounding*

The two respondents who had already had one dose of the vaccine but said they were unsure or unlikely to get another indicated that they didn’t think they needed one, getting the appointment had been too difficult, one had had a serious side effect and 1 said they experience had not been as good as they thought it could have been.

### 3. Importance of everyone in New Zealand who is able to be vaccinated, being vaccinated.

A new question asked in the June survey was “Overall, how important do you think it is that everyone in New Zealand who is able to have a COVID-19 vaccine, actually gets one?”

Overall, **81%** felt that it was important that everyone in New Zealand who was able to be vaccinated, was vaccinated (“very important” 59%; “important” 15%; “somewhat important” 8%)<sup>10</sup>. Male respondents (62%) were more likely to think it was “very important” than female respondents (56%). 11% overall felt that it was unimportant, while 7% were unsure.

Note that perceived importance of vaccination has:

- A moderately strong correlation with the measure of trust in the Ministry of Health and Government to manage the COVID-19 pandemic in a way which best protects New Zealanders.
- A moderate correlation with the rating of the management of the vaccination response to the COVID-19 pandemic.

Total importance across all age groups up to 64 years was consistent at close to the overall average level, suggesting that all ages believe that getting a COVID-19 vaccine is important; however, the **strength** of importance varied across the age groups, being lower among 18-44-year-olds. The relative percentages who thought it was important or unimportant were:

Overall, how important do you think it is that everyone in New Zealand who is able to have a COVID-19 vaccine, actually gets one?	AGE GROUP							
	16-17 years	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or over
Very important	49%	53%	55%	48%	60%	60%	75%	78%
Important	27%	16%	15%	20%	12%	14%	9%	9%
Somewhat important	5%	12%	11%	10%	6%	6%	4%	3%
Somewhat unimportant	6%	6%	3%	4%	2%	0%	2%	1%
Not very important	0%	4%	2%	4%	3%	6%	2%	0%
Not important at all	2%	6%	10%	7%	6%	3%	4%	4%
I'm really not sure	11%	4%	4%	8%	11%	11%	4%	6%
TOTAL IMPORTANT	81%	80%	81%	77%	78%	80%	88%	90%
TOTAL UNIMPORTANT	8%	16%	15%	15%	11%	9%	8%	5%
Average Importance (score out of 5; 5 being “very important”)	4.3	3.9	3.9	3.9	4.2	4.3	4.5	4.6

*N.B. Percentages may not sum to 100% owing to rounding*

<sup>10</sup> Whole percentages quoted do not sum to the reported total owing to rounding.

There was a similar result for Asian, Indian, Māori, Pasifika and NZ European/Pākehā respondents. “Other European” and “Other” ethnic group respondents place lower importance on everyone who is able being vaccinated, but the total who thought it as important is still over 70% in those groups.

Overall, how important do you think it is that everyone in New Zealand who is able to have a COVID-19 vaccine, actually gets one?	ETHNIC GROUP						
	Asian	Indian	Māori	NZ European/Pākehā	Other European	Pasifika	Other
Very important	60%	66%	57%	59%	49%	47%	27%
Important	18%	20%	12%	14%	19%	23%	30%
Somewhat important	11%	9%	9%	7%	4%	16%	16%
Somewhat unimportant	4%	1%	6%	3%	2%	0%	8%
Not very important	1%	1%	4%	3%	1%	2%	0%
Not important at all	2%	1%	6%	7%	12%	4%	12%
I'm really not sure	4%	3%	7%	8%	14%	9%	8%
TOTAL IMPORTANT	89%	94%	78%	80%	72%	85%	73%
TOTAL UNIMPORTANT	7%	3%	16%	13%	15%	6%	20%
Average Importance (score out of 5; 5 being “very important”)	4.3	4.5	4	4.1	3.9	4.1	3.4

*N.B. Percentages may not sum to 100% owing to rounding*



The following table indicates that those who are likely to get a vaccine (but less likely than “Definitely”) and also some of those who are unsure or unlikely to get a vaccine think that it is important that everyone who is able to have a COVID-19 vaccine actually does so.

**This suggests that communications to targeted groups (particularly age groups who might be more cognisant of peer acceptance) about the intended actions of their peers might have some influence on “nudging” those in the less definite and unlikely groups to decide to get a vaccine.**

Overall, how important do you think it is that everyone in New Zealand who is able to have a COVID-19 vaccine, actually gets one?	LIKELIHOOD TO GET VACCINE						
	Definitely	Most Likely	Likely	Unlikely	Most Unlikely	Definitely not	Unsure
Very important	89%	51%	14%	9%	1%	3%	18%
Important	9%	35%	42%	12%	11%	1%	11%
Somewhat important	1%	8%	36%	11%	13%	4%	24%
Somewhat unimportant	0%	0%	1%	16%	11%	10%	12%
Not very important	0%	0%	5%	19%	25%	7%	4%
Not important at all	0%	3%	1%	6%	13%	52%	0%
I'm really not sure	1%	3%	3%	28%	26%	23%	31%
TOTAL IMPORTANT	99%	94%	92%	32%	25%	8%	53%
TOTAL UNIMPORTANT	1%*	3%	6%	40%	49%	69%	16%
Average Importance (score out of 5; 5 being “very important”)	4.9	4.3	3.6	2.5	1.8	0.8	3.4

*N.B. Percentages may not sum to 100% owing to rounding*

*\* 0.3% said that all New Zealanders being vaccinated was “not very important” and 0.2% said it was “not important at all”*

Respondents in Vaccine Group 4 place the least importance on everyone being vaccinated.

Overall, how important do you think it is that everyone in New Zealand who is able to have a COVID-19 vaccine, actually gets one?	VACCINE GROUP			
	Group 1	Group 2	Group3	Group 4
Very important	56%	62%	75%	51%
Important	18%	19%	9%	17%
Somewhat important	6%	11%	5%	8%
Somewhat unimportant	13%	1%	1%	3%
Not very important	0%	0%	1%	4%
Not important at all	6%	4%	3%	7%
I'm really not sure	2%	4%	6%	9%
TOTAL IMPORTANT	79%	92%	89%	76%
TOTAL UNIMPORTANT	19%	4%	5%	15%
Average Importance (score out of 5; 5 being "very important")	4.0	4.4	4.6	3.9

*N.B. Percentages may not sum to 100% owing to rounding*

#### 4. Making the decision to get a COVID-19 vaccine

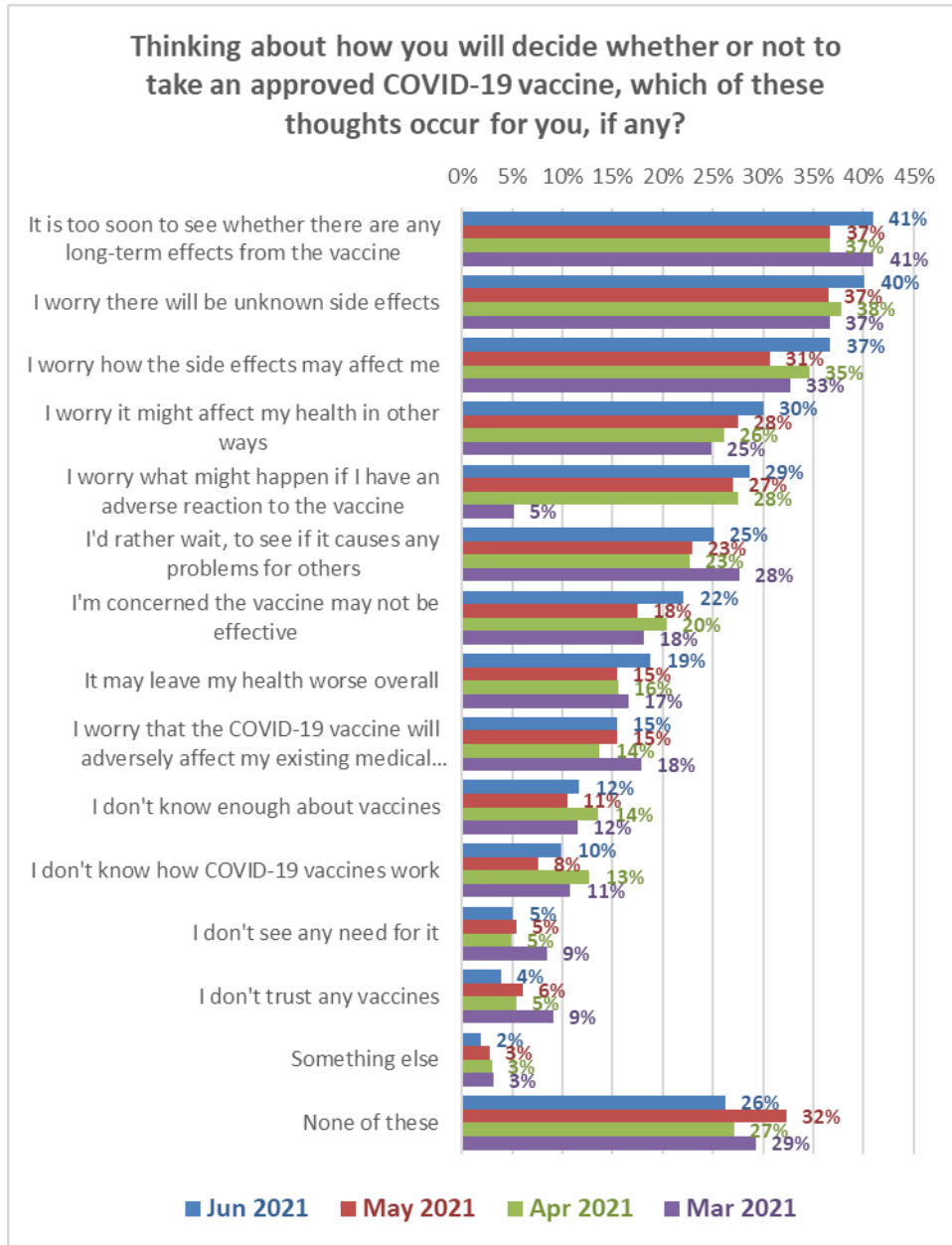
Respondents who had not yet been vaccinated were asked to think about how they would decide whether or not to take an approved COVID-19 vaccine. They were shown a list of potential thoughts and asked which occurred to them, if any.

Key thoughts that occurred to more than 20% of respondents were:

- Whether there will be unknown side effects (40%; May 37%, April 38%).
- How the side effects may affect them (37%; May 31%, April 35%).
- Whether the vaccine may affect their health in other ways (30%; May 28%, April 26%).
- What might happen if they have an adverse reaction to the vaccine (29%; May 27%, April 28%).
- Concern that the vaccine may not be effective (22%; May 18%, April 20%). The increase may be related to the vaccine effectiveness against new strains.

41% think it is too soon to see whether there are any long-term effects from the vaccine (37% in both May and April), while 23% would "rather wait, to see if it causes any problems for others" (May and April both 23%).

The thoughts were in the same rank order as reported in May.



By ethnicity, and compared with the May results:

- Māori who have not yet been vaccinated are more concerned about side effects and how the side effects might affect them.
- Pasifika appear to be more nervous about getting the vaccine (this is reflected in their vaccine intentions).

Pasifika: Thoughts?	June 2021	May 2021	Change
I worry there will be unknown side effects	46%	39%	+7%
I worry how the side effects may affect me	36%	33%	+2%
I worry it might affect my health in other ways	41%	28%	+13%
I worry what might happen if I have an adverse reaction to the vaccine	49%	27%	+21%
I'm concerned the vaccine may not be effective	28%	18%	+10%
It may leave my health worse overall	21%	15%	5%
I don't know enough about vaccines	31%	15%	16%
I don't know how COVID-19 vaccines work	24%	13%	10%

As reported in May and April, people who live with impairments or long-term health conditions, or who identify as disabled, were more concerned than average about:

- Whether the vaccine will adversely affect their existing medical conditions and symptoms.
- Whether the vaccine will leave their health worse overall.
- How the side effects may affect them.

As in the February, March, April and May 2021 surveys, concern rose as likelihood to get a vaccine decreased. 60% of those who would definitely not get vaccinated worried that a COVID-19 vaccine may leave their health worse overall (up from 46% in April).

Thought	LIKELIHOOD TO GET VACCINE						
	Definitely	Most Likely	Likely	Unlikely	Most Unlikely	Definitely not	Unsure
Will there be unknown side effects?	22%	45%	66%	60%	53%	71%	55%
How the side effects may affect me	25%	37%	60%	43%	35%	63%	50%
What might happen if I have an adverse reaction	20%	29%	41%	26%	30%	52%	40%
Will the vaccine affect my health in other ways	17%	26%	44%	49%	41%	57%	54%
Will the COVID-19 vaccine adversely affect my existing medical conditions and symptoms?	8%	16%	27%	5%	21%	31%	26%
It is too soon to see whether there are any long-term effects from the vaccine	24%	39%	58%	61%	64%	68%	66%

By age:

- The 6 key overall concerns applied for all age groups.
- 16–17-year-olds continue to have a higher level of concern about the COVID-19 vaccine side effects than 18–24-year-olds.
- Levels of concern generally increase from 18 years up to 64 years and then decline.

Thought	AGE GROUP							
	Under 18 years	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or over
Will there be unknown side effects?	51%	37%	39%	48%	41%	40%	32%	25%
How the side effects may affect me	40%	37%	29%	47%	36%	41%	27%	26%
Will the vaccine affect my health in other ways	20%	26%	31%	35%	32%	32%	27%	25%
What might happen if I have an adverse reaction	16%	25%	27%	32%	33%	33%	28%	20%
Will the COVID-19 vaccine adversely affect my existing medical conditions and symptoms?	5%	10%	9%	15%	23%	23%	15%	16%
It is too soon to see whether there are any long-term effects from the vaccine	39%	42%	38%	50%	40%	44%	30%	31%

These 6 key concerns are also the key concerns for each ethnic group. **However, 28% of Māori and Pasifika respondents are concerned about the effectiveness of the vaccine.**

## 5. Main influences on vaccine decision

Respondents were asked what would most influence their decision to take a COVID-19 vaccine.

### Key influences are:

- Helping protect the health of my family/whānau and those closest to me (50%: May 50%, April 49%). While this is the dominant result among those who will “Definitely” (67%) and “Most likely” (52%) get the vaccine, its importance drops significantly (to 35%) among those who are “Likely” to get a vaccine and to 11% among those who are “Most unlikely” or will “Definitely not” get a COVID-19 vaccine.
- Helping to protect all New Zealanders (49% overall, down from 56% in May and 51% in April).
- Helping reduce the risk of COVID-19 infection and the prospect of further lockdowns and economic harm (49%; May and April 51%).
- Helping to end the COVID-19 pandemic more quickly (46%; May 51%, April 50%).
- The benefits of taking the vaccine would outweigh any risks (44%; May 50%, April 45%).
- Doing the best thing for my own health (43%; May 49%, April 46%).
- Being vaccinated will protect me from the effects of COVID-19 (43%; May 50%, April 48%)
- Vaccination is free - for both doses (38%; May 44%, April 45%). The decline in importance suggests that this may be becoming a “given”.

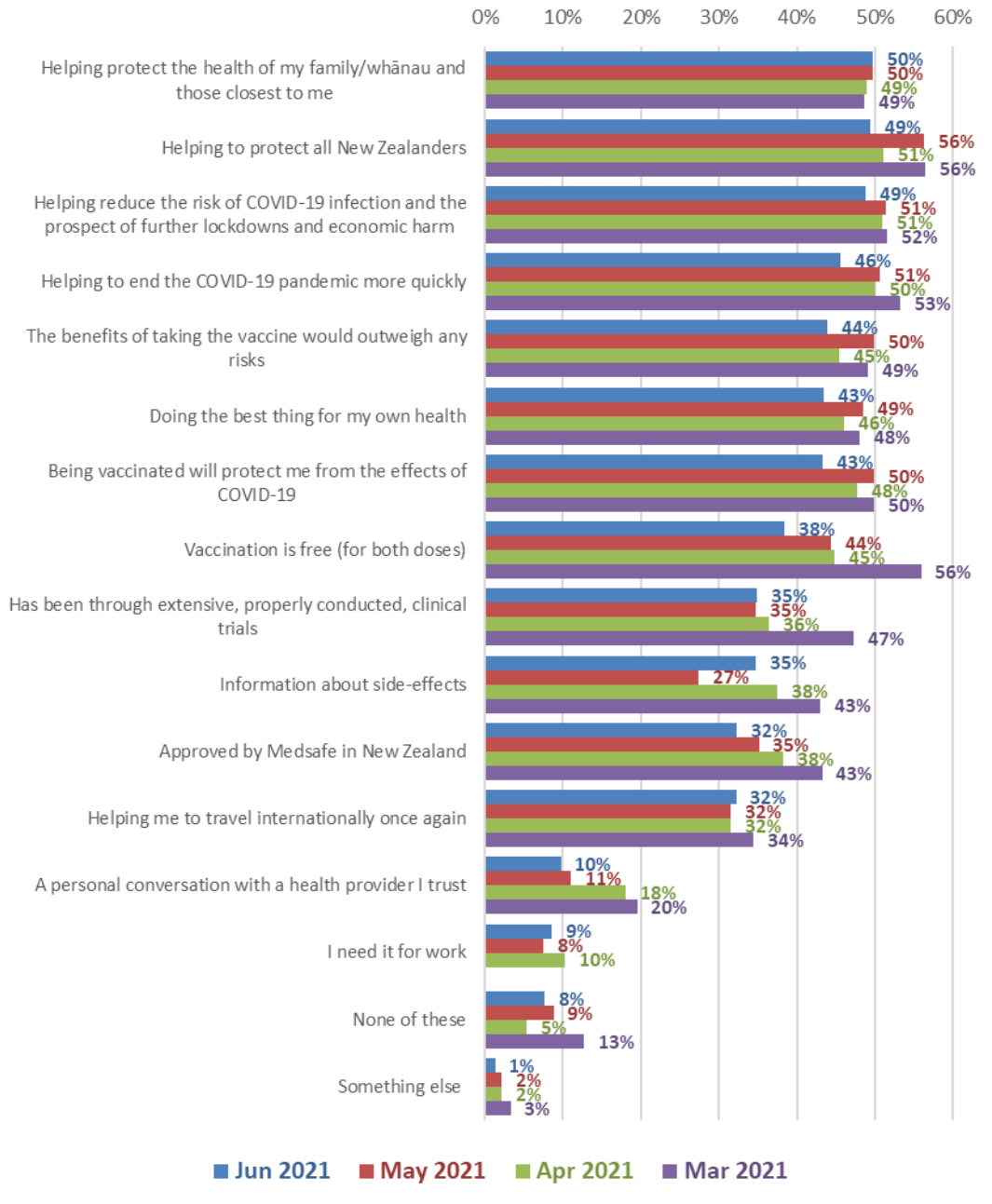
All of the top 5 key influencing factors decline in importance as likelihood to take a vaccine declines.

Note that:

- **information about the side effects and the vaccine having been through extensive trials, are the top influences for those who are unsure of whether to get the vaccine or not.**
- **Information about side effects and the vaccine having been through extensive trials remain strong influences for ALL groups to get a vaccine, as shown below:**

What will most influence your decision to take the COVID-19 vaccine?	LIKELIHOOD TO GET VACCINE						
	Definitely	Most Likely	Likely	Unlikely	Most Unlikely	Definitely not	Unsure
Information about side-effects	27%	47%	52%	43%	30%	28%	45%
Has been through extensive, properly conducted, clinical trials	33%	33%	32%	31%	44%	32%	49%

### What will most influence your decision to take the COVID-19 vaccine?



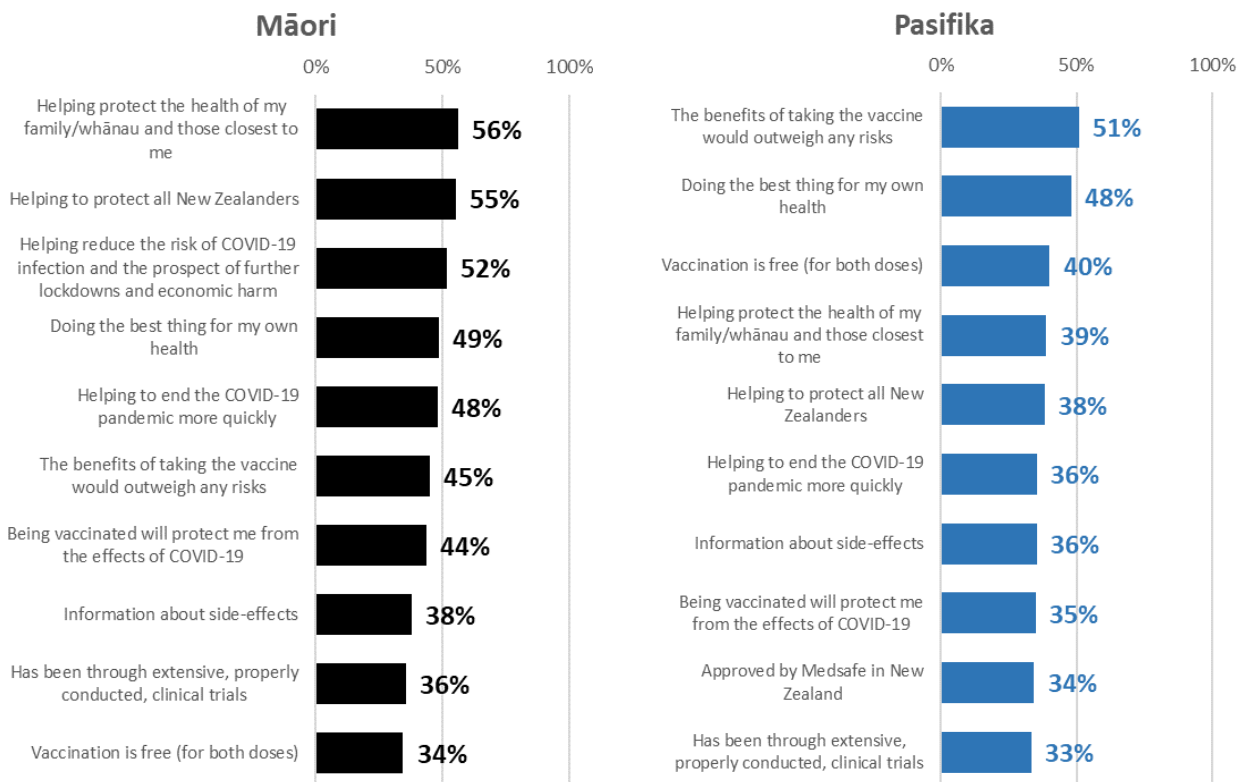


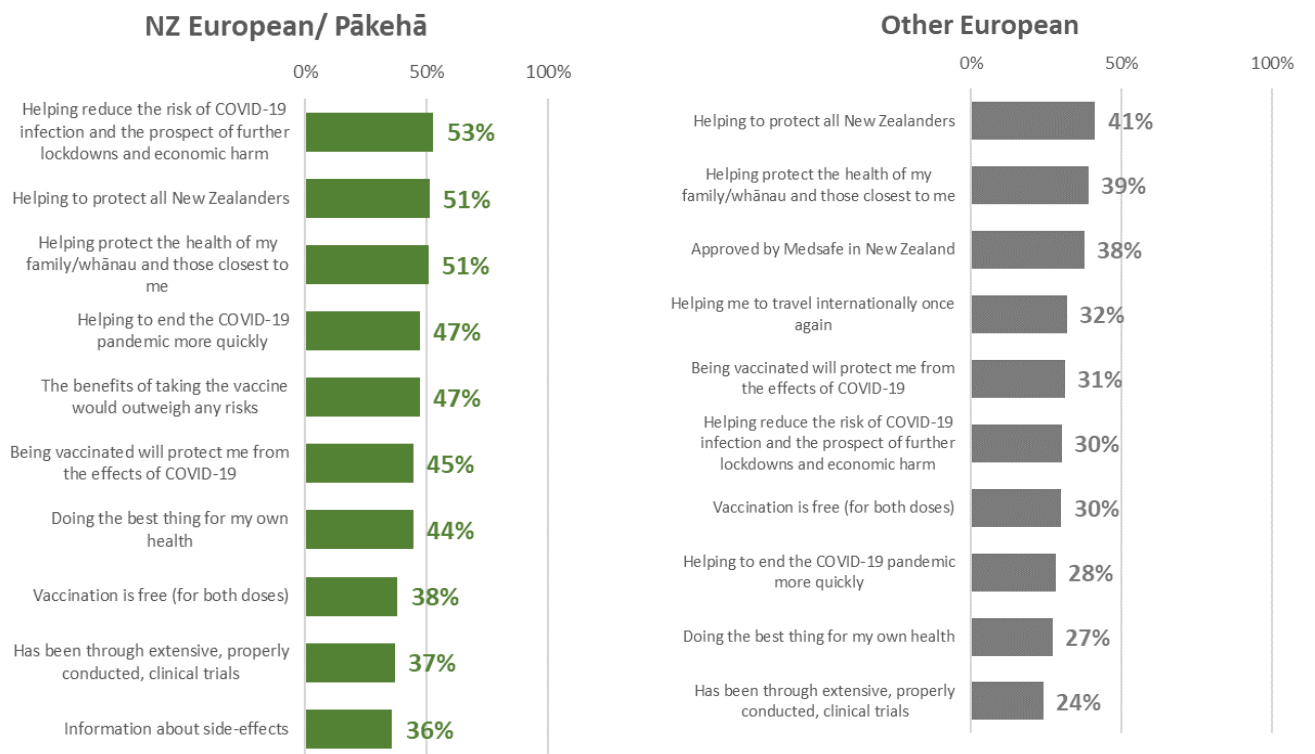
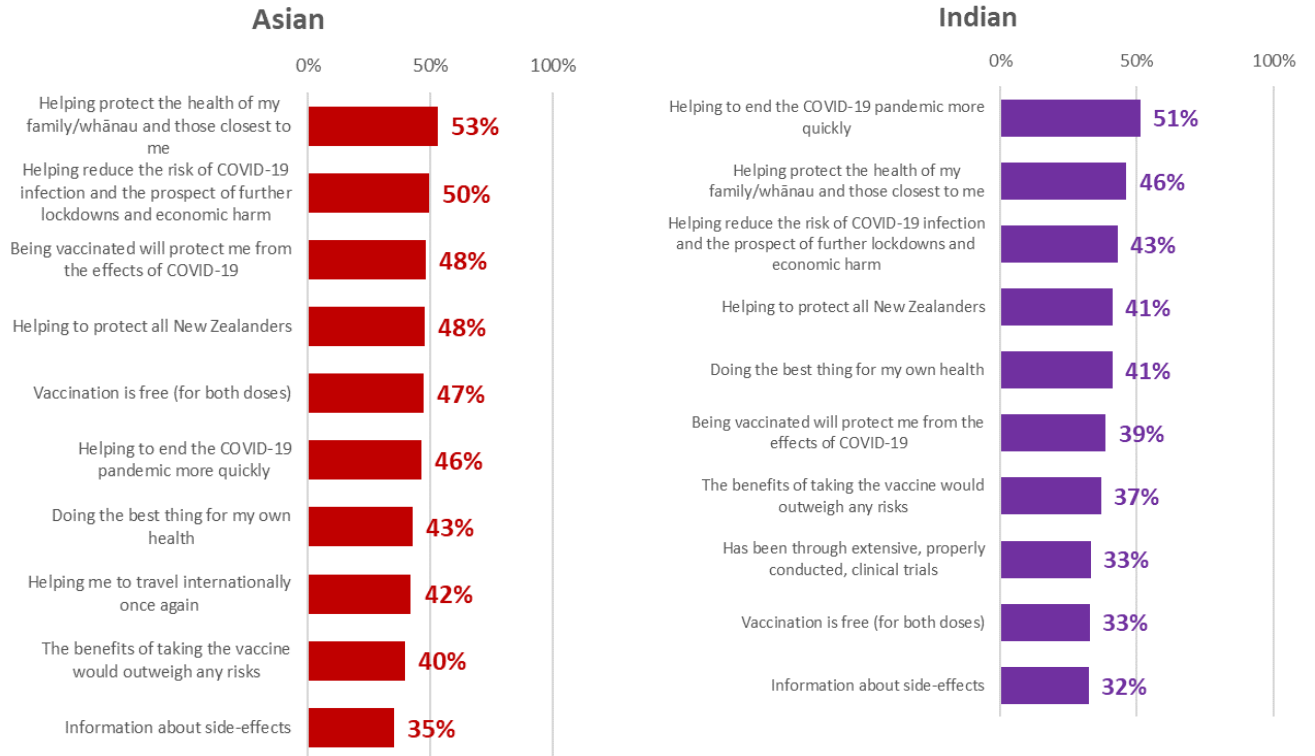
The following table shows the influences by likelihood to get a COVID-19 vaccine, and demonstrates how **the overall primary 5 influences are not the top influences for all likelihood groups. Messaging should therefore take this into account.**

Motivation	LIKELIHOOD TO GET VACCINE						
	Definitely	Most Likely	Likely	Unlikely	Most Unlikely	Definitely not	Unsure
Helping protect the health of my family/whānau and those closest to me	50%	67%	52%	35%	44%	11%	11%
Helping to protect all New Zealanders	49%	70%	51%	36%	14%	5%	14%
Helping reduce the risk of COVID-19 infection and the prospect of further lockdowns and economic harm	49%	68%	50%	50%	10%	11%	14%
Helping to end the COVID-19 pandemic more quickly	46%	64%	49%	39%	10%	3%	12%
The benefits of taking the vaccine would outweigh any risks	44%	59%	37%	37%	21%	17%	22%
Doing the best thing for my own health	43%	61%	32%	29%	30%	7%	20%
Being vaccinated will protect me from the effects of COVID-19	43%	64%	34%	40%	10%	4%	7%
Vaccination is free (for both doses)	38%	49%	44%	47%	19%	7%	16%
Has been through extensive, properly conducted, clinical trials	35%	33%	33%	32%	31%	44%	32%
Information about side-effects	35%	27%	47%	52%	43%	30%	28%
Approved by Medsafe in New Zealand	32%	43%	36%	31%	19%	2%	16%
Helping me to travel internationally once again	32%	41%	32%	32%	13%	12%	14%
A personal conversation with a health provider I trust	10%	7%	10%	14%	4%	10%	11%
I need it for work	9%	9%	9%	9%	1%	8%	6%
Something else	1%	1%	2%	3%	0%	8%	0%
None of these	8%	0%	0%	2%	34%	25%	42%

As commented in April, those who live with impairments or long-term health conditions and those who identify as disabled are more likely than average to respond to a personal conversation with a health provider they trust and to the knowledge that vaccination is free for both doses. They are less likely to be motivated by vaccination helping them to “travel internationally once again”. In other respects, they are similar to the overall pattern.

Different ethnic groups have the motivations in a different order, as shown in the following charts. This analysis is included to assist with message targeting.





There were insufficient respondents in the “Other” ethnic group for statistical reliability.

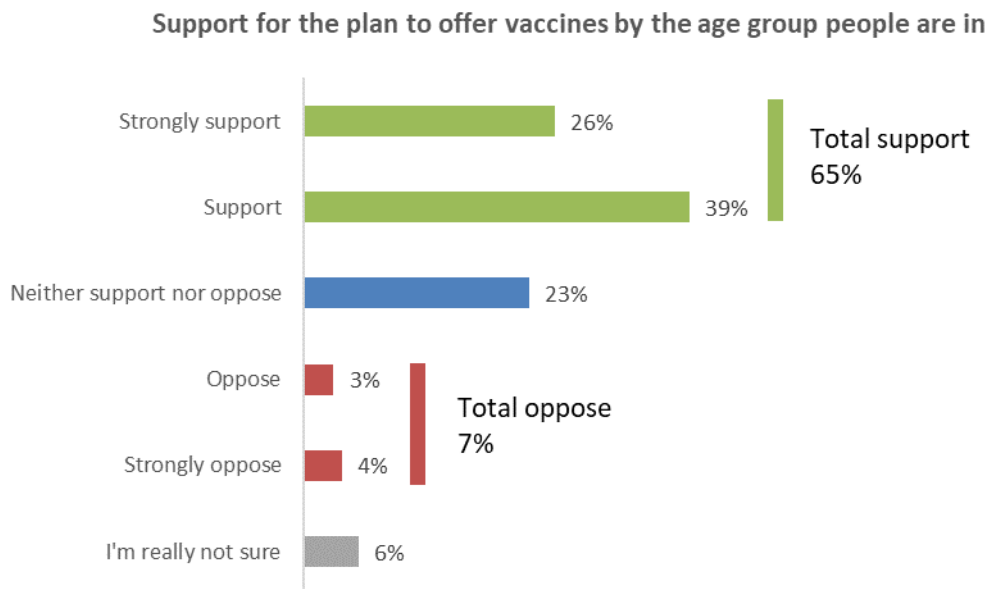
## 6. Attitudes of those who have not been vaccinated

In the following section, results are shown for those who have not been vaccinated (either once or twice).

### 6.1 Support for the plan to offer vaccines according to the age groups people are in

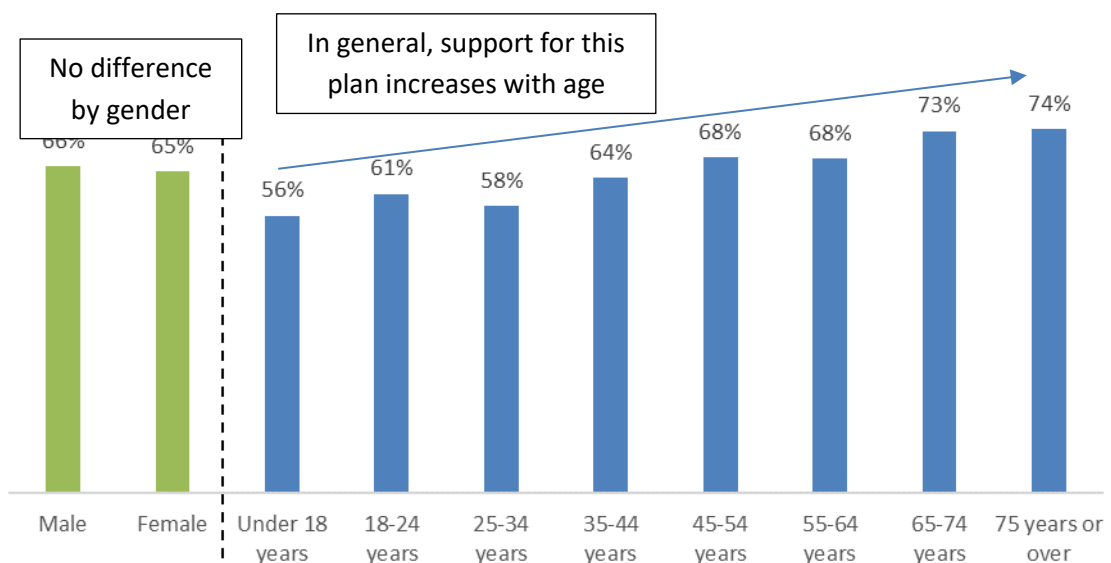
Those who had not been vaccinated were asked ‘Generally, do you support or oppose the plan to offer vaccines according to the age groups people are in?’

Two-thirds (65%) are in support of this plan, with 7% opposed.



Base: have not been vaccinated n=1,105

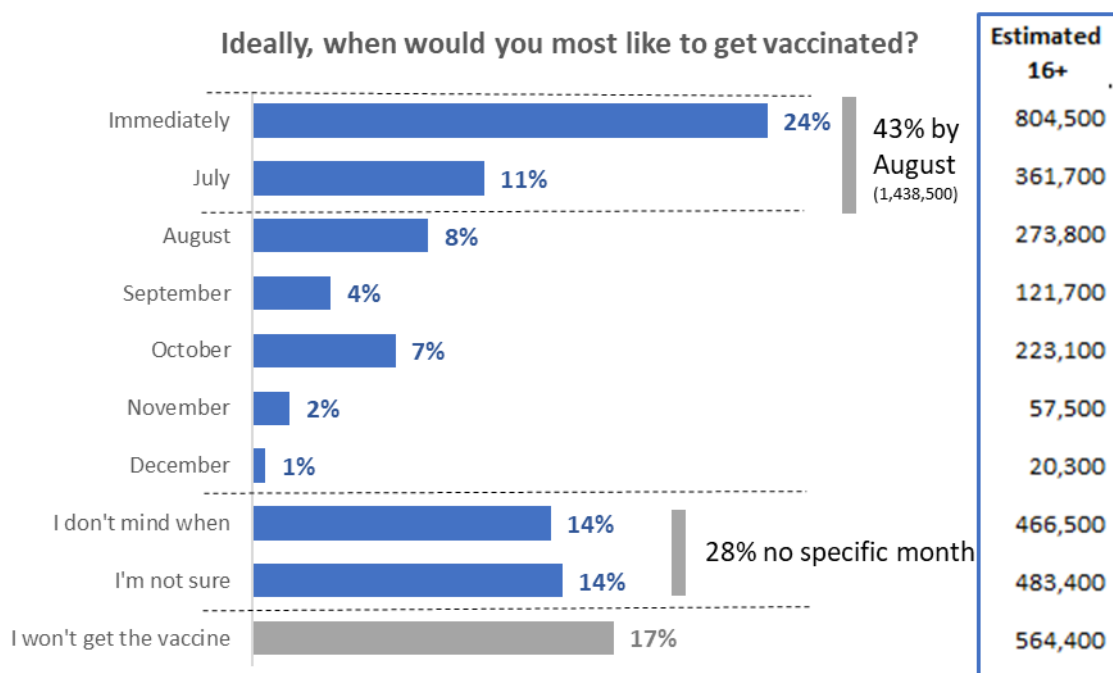
### Total support for this plan by gender and age (support and strongly support)



## 6.2 When people would most like to get vaccinated: managing demand

Those who had not been vaccinated were asked 'Ideally, when would you most like to get a COVID-19 vaccine this year?'

Just over four out of ten (43%) said they would like to be vaccinated by August (an estimated 1,438,500 New Zealanders 16+). However, around three out of ten (28%, an estimated 948,900) did not nominate a specific month.



Base: Not yet vaccinated n=1,105

Note that a third of those who have not been vaccinated in Groups 2 and 3 are keen to have a vaccination immediately.

Ideally, when would you most like to get a COVID-19 vaccine this year?	ALL	VACCINE GROUP			
		Group 1	Group 2	Group 3	Group 4
Immediately	24%	18%	32%	34%	20%
July	11%	7%	16%	25%	5%
August	8%	14%	2%	8%	8%
September	4%	14%	5%	0%	5%
October	7%	0%	0%	1%	9%
November	2%	0%	3%	0%	2%
December	1%	0%	2%	0%	1%
I don't mind when	14%	0%	2%	9%	16%
I'm not sure	14%	34%	16%	11%	15%
I won't get the vaccine	17%	13%	22%	12%	19%
N (unweighted) - Not yet vaccinated	1,105	14	40	319	732

The estimated demand by month is shown below. Note that more people said they would not get the vaccine, when asked when they would most like to get the vaccine, than said they would not get the vaccine when asked their preference for making a booking.

The implication is therefore that the booking methods need to have sufficient surplus capacity to cope if people who currently think they would not get the vaccine decide to get it when they receive their invitation.

Ideally, when would you most like to get a COVID-19 vaccine this year?	When you receive an invitation to make your vaccine booking, in which of these two ways would you most prefer to make a booking?				TOTALS
	Book by telephone	Book online	I'm really not sure	I won't get a COVID-19 vaccine	
Immediately	154,500	608,200	41,800	0	804,500
July	100,900	228,200	32,600	0	361,700
August	64,300	190,900	13,400	5,200	273,800
September	9,900	111,800	0	0	121,700
October	30,200	188,700	4,200	0	223,100
November	1,800	55,700	0	0	57,500
December	9,300	10,000	1,000	0	20,300
I don't mind when	60,200	368,500	37,800	0	466,500
I'm not sure	95,200	260,600	110,200	17,400	483,400
I won't get the vaccine	19,200	120,800	11,300	413,100	564,400
TOTALS	545,500	2,143,400	252,300	435,700	3,376,900

### 6.3 Preferences regarding the new national booking system

Those who had not been vaccinated were shown some information about the new booking system:

*“When everyone in New Zealand aged 16 or older become progressively eligible for the COVID-19 vaccine from late July, people will be invited to use a new national “Book My Vaccine” online tool to book their first and second doses.*

*People will also be able to phone a new national vaccination booking call centre to make a booking if they wish.*

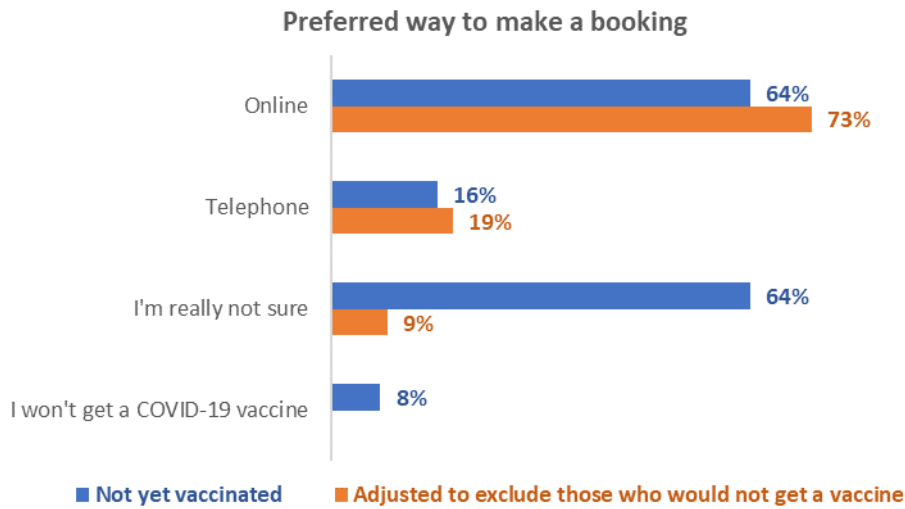
*You will receive an invitation to make a booking. You will get this invitation either by email, text, mail or by phone.”*

#### Preferred way to make a booking

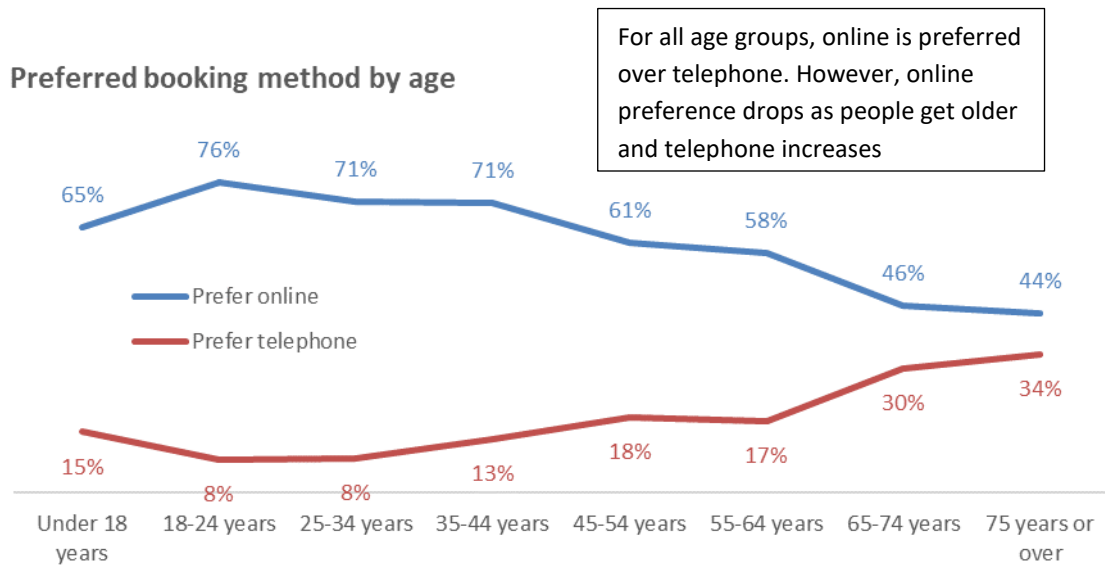
Those who had not been vaccinated were asked which way they would most prefer to make a booking.

Out of every 100 people who haven't been vaccinated, 64 would prefer to book online. However, 16 would prefer to book by phone.

The following chart illustrates this and also shows the percentages adjusted to exclude those who said they would not get a COVID-19 vaccine in response to this question.



Base: have not been vaccinated n=1,105.

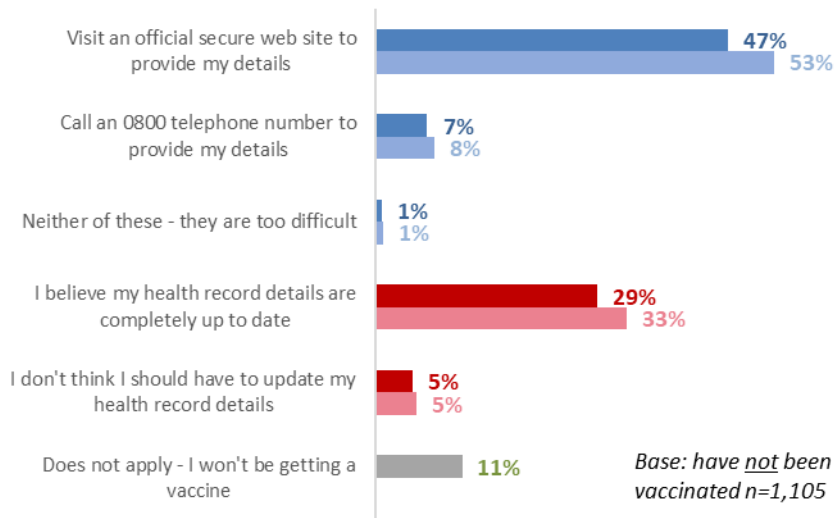


### Preferred way to update personal information

Those who had not been vaccinated were asked which way they would most prefer to update their personal details.

Almost half (47%) said they would prefer to visit an official secure website to do this. Note that 29% believed their details are completely up to date and presumably would not need updating.

### Preferred way to update personal details



■ All not yet vaccinated ■ Adjusted to exclude those who would not get a vaccine

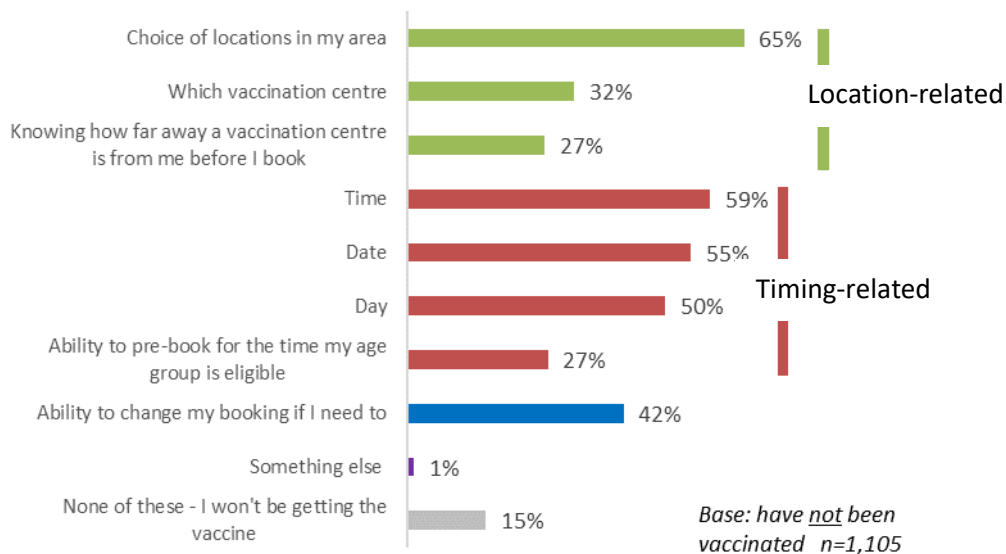
### Choices that would be helpful when making a booking

From a list of choices, those who haven't been vaccinated were asked which choices would be most helpful to them when making a booking.

The top choices people would like were:

- Choice of location (65%).
- Choice of the time (59%), date (55%) and day (50%).
- Ability to change the booking (42%).

### Most helpful booking choices

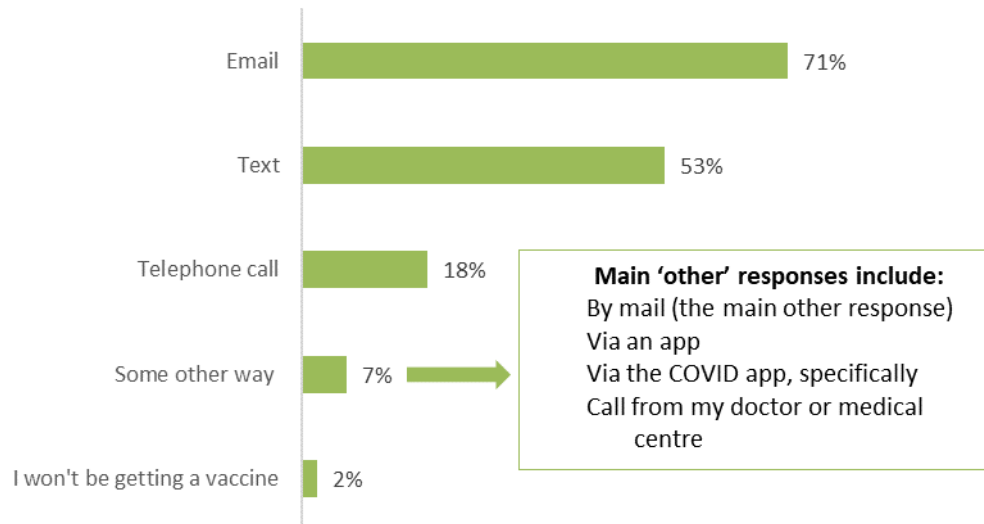




**Preferred ways to receive booking information**

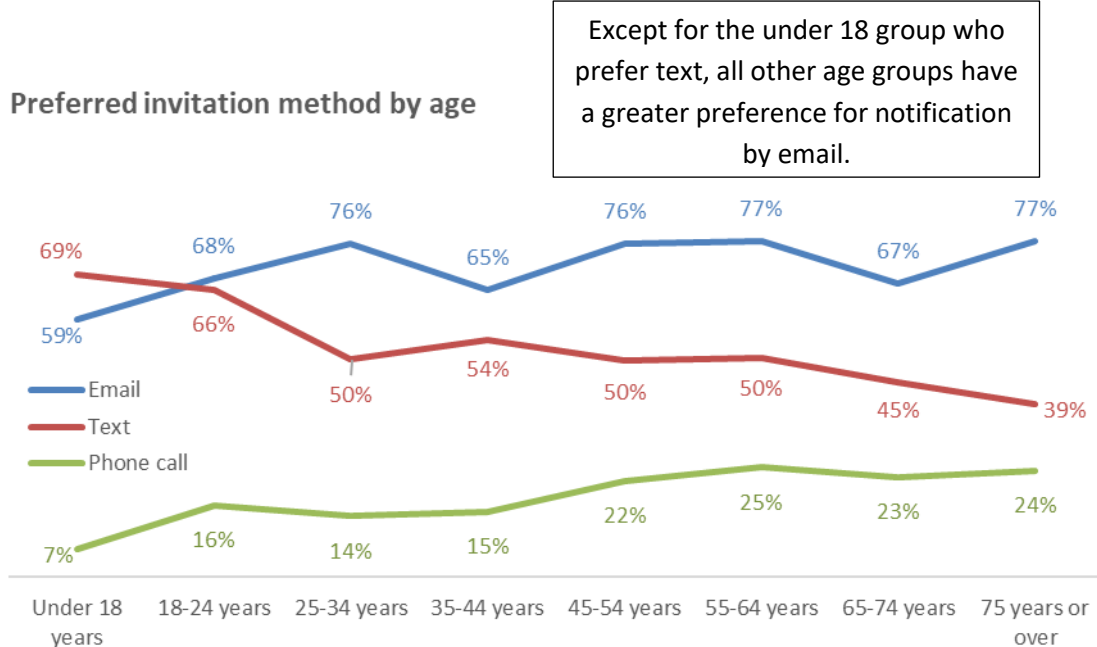
The two most preferred ways to receive booking information are by email (71%) and text (53%).

**In which ways, if any, would you prefer to receive an invitation to make a vaccine booking?**



Base: have not been vaccinated n=1,105. Responses add to more than 100% as multiple responses were allowed.

**Preferred invitation method by age**



By vaccine group, results were:

Which of these choices will be most helpful to you when making your vaccination booking if any?	ALL	VACCINE GROUP			
		Group 1	Group 2	Group 3	Group 4
Choice of locations in my area	65%	52%	67%	65%	66%
Date	55%	34%	56%	51%	57%
Day	50%	60%	51%	47%	51%
Time	59%	34%	67%	55%	61%
Which vaccination centre	32%	29%	40%	31%	33%
Knowing how far away a vaccination centre is from me before I book	27%	24%	39%	23%	28%
Be able to change my booking if I need to	42%	30%	47%	42%	42%
Being able to pre-book for the time my age group is eligible	27%	0%	25%	30%	27%

## 7. Information about the COVID-19 vaccine

### 7.1 Sources of information about the vaccine

Those who have yet to be vaccinated were asked where they had seen, heard or found information on the COVID-19 vaccine in the past 30 days. Results from the latest June 2021 survey are compared with those recorded in April and May 2021 in the table below.

Results are very similar to those recorded in May. Of the 22 sources below, 10 recorded a higher response than in May and 9 recorded a lower response, but almost all of these changes, except Facebook, were very small.

Only one source changed appreciably: mentions of Facebook increased from 25% to 30%.

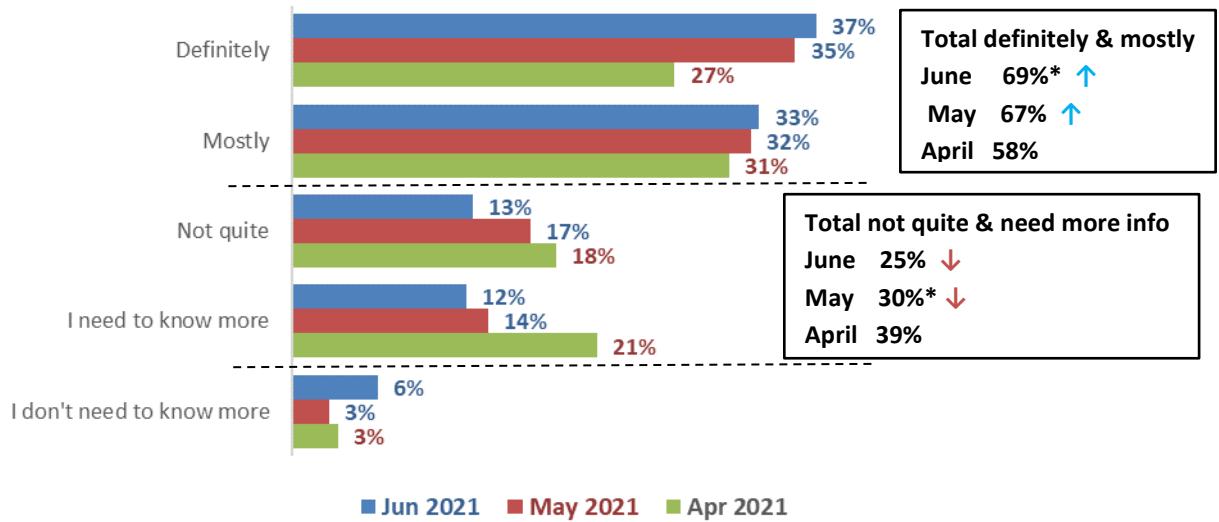
Where have you seen, heard or found information on the COVID-19 vaccine in the past 30 days?	April	May	June	May to June Difference % points
Television New Zealand (TVNZ)	49%	44%	43%	- 1
Social media: Facebook	25%	25%	30%	+ 5 ↑
Stuff	28%	29%	28%	- 1
Commercial television, including THREE/Newshub	32%	24%	28%	+ 4
Ministry of Health website	33%	29%	25%	- 4
Unite Against COVID-19 website	26%	22%	21%	- 1
NZ Herald online	23%	17%	20%	+ 3
Radio New Zealand	18%	19%	19%	-
Commercial radio stations	14%	13%	16%	+ 3
Online search engines	15%	13%	16%	+ 3
Other New Zealand online news sites (The Spinoff, Newsroom, etc)	13%	13%	15%	+ 2
YouTube	13%	12%	15%	+ 3
Daily (print) newspapers	17%	17%	14%	- 3
Other social media	10%	11%	14%	+ 3
International websites	14%	13%	12%	- 1
Social media: Instagram	10%	8%	11%	+ 3
Community newspapers	14%	13%	10%	- 3
Other New Zealand websites	11%	9%	9%	-
Social media: Twitter	5%	8%	6%	- 2
Maori Television	4%	5%	4%	- 1
Iwi radio stations	2%	2%	2%	-
Somewhere else	5%	5%	3%	- 2
I haven't seen or heard any information about the COVID-19 vaccine	6%	9%	6%	- 3
Base n=	1,387	1,234	1,108	

## 7.2 Do people have enough information to decide whether or not to take the COVID-19 vaccine?

Those who had not received a second dose of the COVID-19 vaccination were asked if they have all the information they need to decide whether or not to take the COVID-19 vaccine. This question was asked in the previous two surveys and June results are compared with those for April and May in the chart below.

The proportion who feel they definitely or mostly have enough information continues to increase with a corresponding decline in those who say they need more or they don't quite have enough information.

Do you feel you have all the information you need to decide whether or not to take the COVID-19 vaccine?



Reduced base (have not received the second dose of the vaccine). April 2021 n=1,270, May n=1,137, June n=1,105. \*Rounding accounts for the asterisked result being less than the two bars in the chart.

Those who need more information are more likely to be from the following groups:

Do not have quite enough & need more information	June 2021 Results
<b>Total</b>	<b>25%</b>
Of Māori descent	34% ↑
Home-maker (not otherwise employed)	34% ↑
From a one parent family, one or two children at home	33% ↑
Teacher/ Nurse/ Police or other trained service worker	30% ↑
Low household income (\$20k or less per year)	30% ↑
Female	29% ↑

Results are only shown for groups of at least n=50 respondents

### 7.3 What else do people need to know to help them decide whether to get the COVID-19 vaccine?

An open-ended question was included in the June 2021 survey, asking people what else they need to know to decide to get vaccinated. This question was asked of n=634 people who had not been vaccinated and who gave the following responses to the previous question: “I mostly have enough information to decide”, “Not quite enough information”, “I need to know more”.

Main themes from their comments are illustrated in the following chart. These are compared with results from the May 2021 survey where the same question was asked...

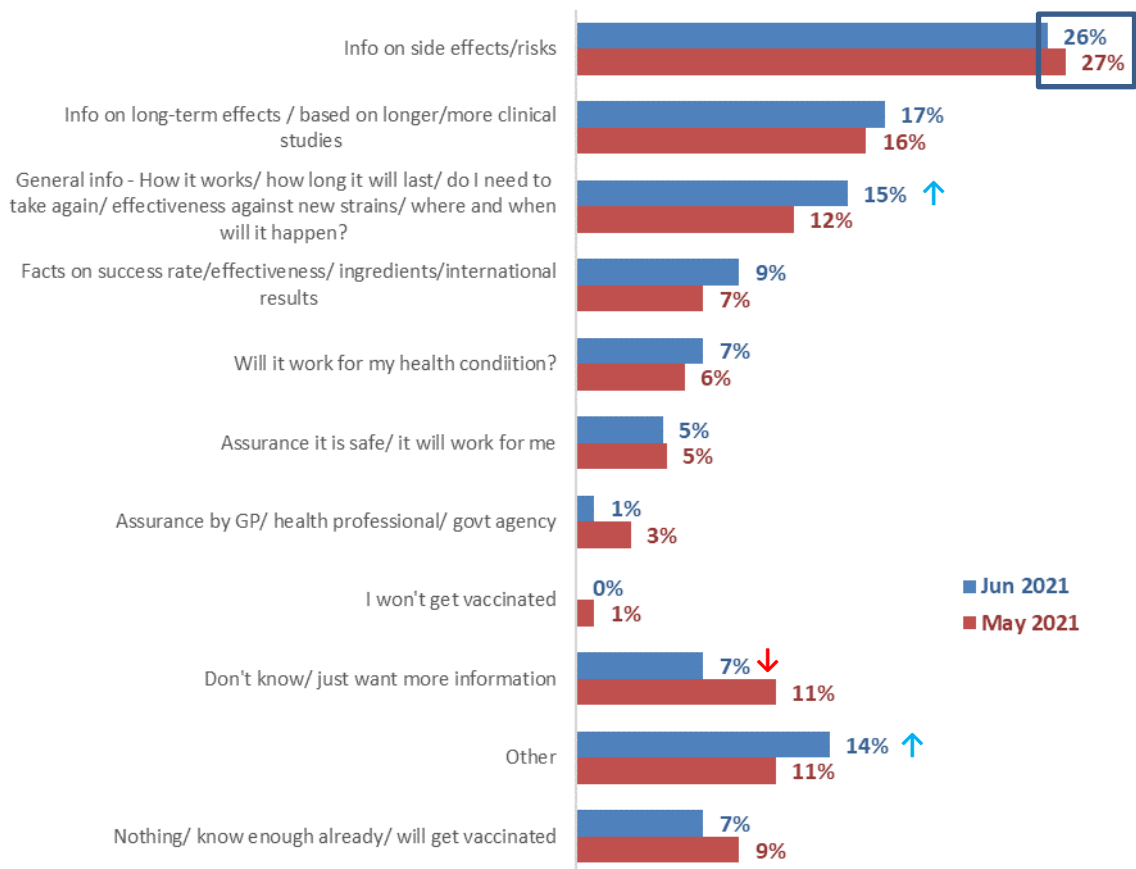
The two main things people said they need to know are:

- Information on side effects and risks (26%; May 26%).
- Information on the long-term effects of the vaccine, based on longer and/or more clinical studies (17%; May 16%).

Results were very similar in both May and June, with only three themes showing modest change from May to June:

- Wanting general information (up by 3 % points).
- Don’t know what I need/just want more information (down by 4 points).
- Other comments (up by 3 points).

**What else do you need to know to help you make a decision about whether to get the COVID-19 vaccine?**



Base: May 2021 n= 480, June 2021 n=432 people who responded to this question. NB. Totals add to more than 100% as people could provide multiple responses.

Verbatim comments illustrating each type of information need are included below...

### **Information on side effects/risks**

*Just more information on side effects (Male, Aged 45-54 years).*

*List of side effects, percentage of people suffering side effects, age groups and underlying health conditions, deaths associated with vaccine, long term side effects. Is it actually a vaccine? As I have heard it doesn't prevent or prevent the spread of COVID, just lessens the symptoms? (Female, Aged 25-34 years).*

*Side effects that have been reported for the specific brand of vaccine all over the world (Female, Aged 25-34 years).*

*Side effects and success of others who have had the vaccine and been in contact with someone who has COVID (Female, Aged 65-74 years).*

*Still would like more information on side effects for women, especially child bearing age. (Female, Aged 35-44 years).*

*The list of ingredients, the side effects of each ingredient and the time scale these effects can take place (Female, Aged 55-64 years).*

### **Information on long-term effects/ based on longer/more clinical studies**

*Any hazards or long-term effects (Female, Aged 25-34 years).*

*How it has affected people 2-3 years down the track (Gender diverse, Aged 45-54 years).*

*Just a matter of knowing how it reacts once inside the body for couple more years. This is the only reason I won't be taking the vaccine any date this year or early next year (Male, Aged 25-34 years).*

*I think it's too early to know if there are any long-term effects of the vaccine. (Female, Aged 55-64 years).*

*Long term effects i.e., long term fertility health etc (Male, Aged 35-44 years).*

*Long term safety by numerous trusted sources (Female, Aged 45-54 years).*

### **General information - how it works/ how long it will last/ do I need to take again/ effectiveness against new strains/ where and when it will happen?**

*How long does the vaccine last, if it becomes an annual vaccination, costs and if will be through a GP? (Female, Aged 45-54 years).*

*I need to know why I need it. I want to know the benefits of having it for opening our border. We don't have a clue what the plan is. I want to know if say 80% of us are vaccinated we can open the borders. I want to be told that, so I know why I am doing it. (Female, Aged 65-74 years).*

*I want to know how mRNA shots work and how come it doesn't stop infection or transmission. (Male, Aged 55-64 years).*

*I'd like more information on when my next booking is and would have liked to have been told at the start of my booking where the testing station was and if there was an option to have it closer to home. (Female, Aged 35-44 years).*

*If it contains something I'm allergic to (Male, Aged 25-34 years).*

*Just interested to know if it is still effective against the emerging variants. (Female, Aged 45-54 years).*

*More details about it and what the government plans to do about people entering our country if we are all vaccinated (Female, Aged 35-44 years).*

*The strain of virus it will protect - will it protect against the latest delta strain (Male, Aged 45-54 years).*

*What kind of vaccine it is and how safe it is? (Male, Aged 35-44 years).*

### **Facts on success rate/effectiveness/ingredients/international results**

*Access to research on effectiveness, side effects etc (Female, Aged 35-44 years).*

*Effectiveness. Whether it stops me transmitting it, or just hides symptoms (Male, Aged 25-34 years).*

*Figures relating to people who have had a bad reaction to the vaccine (Female, Aged 55-64 years).*

*Final results at the end of the ongoing trial. (Male, Aged 45-54 years).*

*I need more independent verified studies on the effects of the covid-19 vaccines (Male, Aged 55-64 years).*

*I want to see more overseas data about the side effect of the vaccine, data for even minor side effects will be helpful. (Female, Aged 45-54 years).*

### **Will it work for my health condition?**

*I feel under-valued as a person with disabilities and Asperger's and don't think I have been given any information about the reactions to the vaccine and other things that would make me feel safe about getting it even after asking for their help and support with more information very poor services and gives me no faith in the covid-19 vaccine or the government roll out for supporting people that have disabilities (Gender diverse, Aged 45-54 years).*

*I take medication for high blood pressure, does that put me in the vulnerable category? (Male, Aged 55-64 years).*

*If it will make my fibromyalgia & arthritis worse? (Female, Aged 75 years or over).*

*If it's safe for people who have lung diseases (Female, Aged 35-44 years).*

*Still a little unsure about risk of bad reaction to the vaccine for those with underlying conditions like high blood pressure or diabetes. We are really the guinea pigs. But I do not wish to be the one to pass it on to family who are more health compromised than me. (Female, Aged 65-74 years).*

### **Assurance it is safe/ it will work for me**

*Be good to know if I will be safe from catching COVID-19 (Female, Aged 55-64 years).*

*Guarantee of the safety of this vaccine (Male, Aged 35-44 years).*

*Is it safe, how often do I have to have one like the flu injection will it make or interfere with my medication? (Female, Aged 65-74 years).*

*When they can guarantee that it's 100 per cent safe, I'll think about it. (Female, Aged 55-64 years).*

### **Assurance by GP/ health professional/ government agency**

*I need to discuss it with my GP, not another one from the same practice but someone that knows me and my health conditions, including reactions I have to some medications and foods and substances. (Female, Aged 35-44 years).*

*Check with my doctor first (Male, Aged 55-64 years).*

*Just need to have a discussion with my doctor (Female, Aged 75 years or over).*

### **Don't know/ just want more information**

*I don't know if I know all the details... so don't know what else I need to know!! (Female, Aged 65-74 years).*

*I haven't done any reading on the injection at all (Female, Aged 25-34 years).*

*Not sure (Male, Aged 65-74 years).*

*Not sure what there is to know that I am not aware of, but I am concerned there has not been enough time for good trials. (Female, Aged 75 years or over).*

### **Other**

*I want to hear both sides without censorship. That is my right. If there are side effects and if medical professionals have their doubts, we need to be able to know this and make an informed choice. (Female, Aged 25-34 years).*

*Are we allowed time off work if there are side effects? (Male, Aged 25-34 years).*

*At present I am not going to get vaccinated because there is too much conjecture about it. I will probably get the vaccine, but at my time of choosing (Male, Aged 65-74 years).*

*Can I leave NZ even if I'm not vaccinated? (Female, Aged 55-64 years).*



*How do those family members without their own phone or email get notified about the vaccine? (Female, Aged 35-44 years).*

*How will I be able to prove I have been fully vaccinated for overseas travel, etc? (Male, Aged 65-74 years).*

*I am really unsure that the vaccine will make it any different for anyone. Apparently, you can still get COVID and you can still spread it (Female, Aged 55-64 years).*

*I trust the NZ government to make decisions that benefit NZ as a whole. (Female, Aged 35-44 years).*

*I have heard that a Chinese vaccine is being tested in NZ. I will NOT have anything made in or by Chinese. They have done enough damage to the world already with their melamine in toothpaste and baby formulas. NO trust at all. I will only have Pfizer vaccine. (Female, Aged 55-64 years).*

*I have read in the news, many healthy people have died after having the Covid 19 injection, with my health as it is finding it hard to breath, I'm not sure if it is a wise idea to have an injection (Female, Aged 65-74 years).*

*I want to know why the Maori health organisation in Hawera is dispensing vaccinations? I guess in Aoteabloodyroa it is Jacinda's gift to the nation (Male, Aged 65-74 years).*

*I would not usually put anything foreign in my body however in this case I feel it is my duty and responsibility to others given the situation (Female, Aged 65-74 years).*

### **Nothing/I know enough already/will get vaccinated**

*Nothing really. But I'm not an expert so I know there's stuff I don't know about the vaccine. But nothing that would stop me getting the vaccine. (Male, Aged 45-54 years).*

*Nothing. I'm very keen to get the Pfizer vaccine. (Male, Aged 35-44 years).*

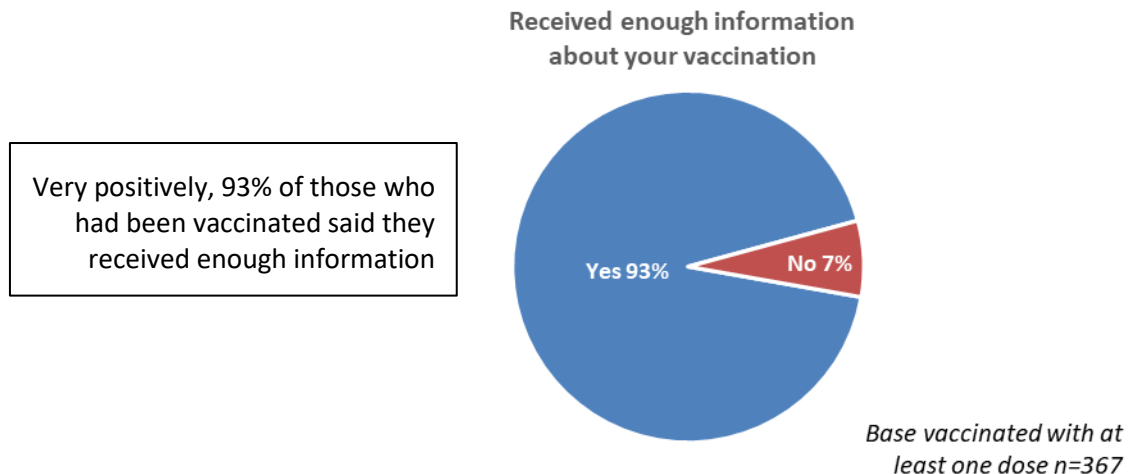
*Nothing. Not stressing about it. (Female, Aged 65-74 years).*

*Nothing apart from when I'll be getting it. (Female, Aged 55-64 years).*

## 8. Attitudes of those who have already been vaccinated

367 people in the survey had received at least one vaccine dose – this represents 17.3% of the total (those aged 16 or more).

### 8.1 Did you receive enough information about your vaccination?



The 22 people who said they hadn't received enough information were asked to explain why. Common themes were as follows:

#### Would like more information about the vaccine

*Would like to have received more information on duration of expected effectiveness ... and what happens beyond that period.*

*Why this vaccine, how different from others?*

*What are the vaccine ingredients?*

*Side effects that can be experienced.*

*I would have liked to know more about what was in the vaccine. It was all created so quickly.*

#### Would like more information regarding the appointment

*Would have been good to have a reminder of the date booked for vaccination.*

*Second dose not booked at first dose appointment. Should be booked then!!! Now have to wait 12 weeks.*

*When my second vaccine dose was, as I was never told.*

#### Lack of contact

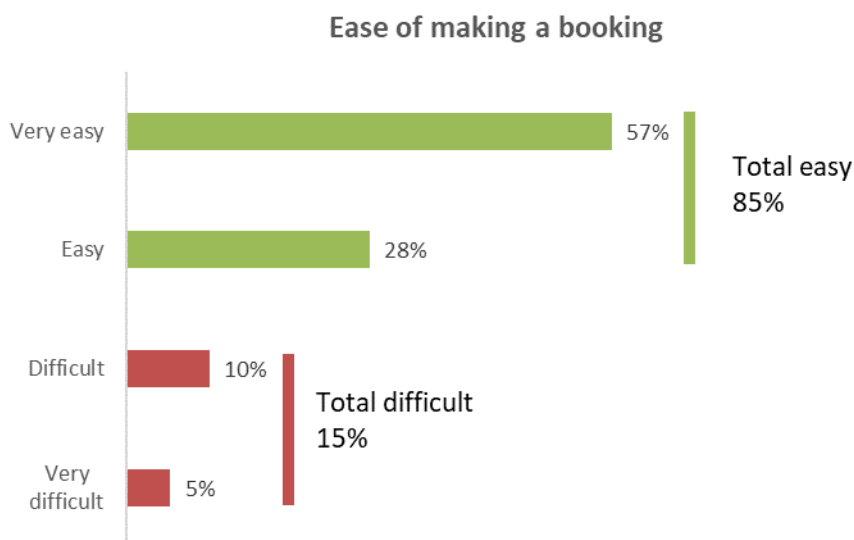
*I was not contacted. I had to chase them thru the endless 0800 numbers.*

*At no stage have I been contacted about an appointment. I just went to Mt Wellington and got my first jab. After that I received no information about my second. I just went to Westgate.*

## 8.2 Ease of making a booking

Those who had been vaccinated were asked ‘overall, how easy or difficult was it to make your vaccination booking?’

85% found it easy to make a booking, whereas 15% found it difficult.



Base vaccinated with at least one dose n=367

**Because of the small subsamples in each DHB area who reported being vaccinated, the following analysis by DHB is INDICATIVE ONLY.**

### Seven largest DHBs:

Respondents in the largest DHB areas had largely found booking easy at or above an average level, except in Auckland and Canterbury. Note that respondents in the three Auckland-based DHBs - Waitematā, Counties Manukau and Auckland - had different perceptions of ease of booking.

Overall, how easy or difficult was it to make your vaccination booking?	ALL	DHBs						
		Waite-matā	Auckland	Counties Manukau	Waikato	Capital and Coast	Canter-bury	Southern
Very easy	57%	58%	52%	55%	62%	71%	55%	54%
Easy	28%	24%	19%	30%	30%	27%	19%	35%
Difficult	10%	10%	15%	12%	9%	2%	24%	6%
Very difficult	5%	8%	15%	2%	0%	0%	2%	5%
<b>TOTAL EASY</b>	<b>85%</b>	<b>82%</b>	<b>71%</b>	<b>85%</b>	<b>92%</b>	<b>98%</b>	<b>74%</b>	<b>89%</b>
<b>TOTAL DIFFICULT</b>	<b>15%</b>	<b>18%</b>	<b>29%</b>	<b>15%</b>	<b>9%</b>	<b>2%</b>	<b>26%</b>	<b>11%</b>
<b>N (unweighted – Already vaccinated)</b>	<b>367</b>	<b>42</b>	<b>34</b>	<b>44</b>	<b>20</b>	<b>19</b>	<b>33</b>	<b>28</b>

*N.B. Individual percentages may not sum to Total Likely or Total Unlikely owing to rounding*

### 3 mid-size DHBs

Indications are that Northland's booking system was regarded as on par with Auckland's.

Overall, how easy or difficult was it to make your vaccination booking?	ALL	DHBs		
		Northland	Bay of Plenty	MidCentral
Very easy	57%	32%	39%	87%
Easy	28%	43%	59%	13%
Difficult	10%	12%	2%	0%
Very difficult	5%	13%	0%	0%

TOTAL EASY	85%	75%	98%	100%
TOTAL DIFFICULT	15%	25%	2%	0%

N (unweighted)	367	25	23	15
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*N.B. Individual percentages may not sum to Total Likely or Total Unlikely owing to rounding*

### Smaller DHBs

The results shown below for Tairāwhiti, West Coast and South Canterbury should be disregarded because of the very small sub-sample sizes.

Will you get a COVID-19 vaccine? (including those who have already had it)	ALL	DHBs				
		Lakes	Tairāwhiti	Taranaki	Hawke's Bay	Whanganui
Very easy	57%	57%	61%	70%	52%	65%
Easy	28%	43%	39%	15%	22%	30%
Difficult	10%	0%	0%	3%	12%	6%
Very difficult	5%	0%	0%	13%	13%	0%

TOTAL EASY	85%	100%	100%	85%	75%	95%
TOTAL DIFFICULT	15%	0%	0%	15%	26%	6%

N (unweighted)	367	13	3	9	9	8
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*N.B. Individual percentages may not sum to Total Likely or Total Unlikely owing to rounding*

Will you get a COVID-19 vaccine? (including those who have already had it)	ALL	DHBS				
		Hutt	Wairarapa	Nelson/ Marl- borough	West Coast	South Canterbury
Definitely	57%	55%	42%	87%	100%	100%
Most likely	28%	45%	20%	5%	0%	0%
Likely	10%	0%	24%	8%	0%	0%
Already vaccinated	5%	0%	14%	0%	0%	0%

TOTAL EASY	85%	100%	62%	92%	100%	100%
TOTAL DIFFICULT	15%	0%	38%	8%	0%	0%

N (unweighted)	367	14	9	15	3	1
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*N.B. Individual percentages may not sum to Total Likely or Total Unlikely owing to rounding*

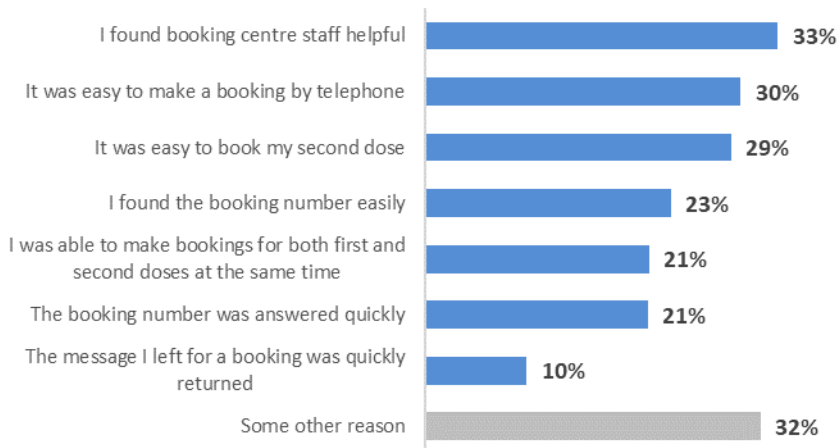
### Reasons why the booking was easy

In total 307 people found it easy to make a booking. These people were asked to select why this was easy from a list of reasons.

Main reasons for the booking being easy include:

- Helpful booking centre staff (33%).
- Easy to book by phone (30%).
- Easy to book my second dose (29%).

### Reasons the booking was easy



*Base found the booking easy n=307*

'Other reasons' were mentioned by around a third of those who found the booking process easy. These reasons have a number of themes, as follows:

**Being contacted to make the booking**

*Was sent a text message to do my booking link to booking site. made my booking all within the same week.*

*Was contacted by the Health Board.*

*They called me.*

**Booked through work**

*Was booked through NZDF system.*

*Work booked it.*

*Organised as a group by employer. 2nd dose date was set at time of first vaccination.*

**Offered by a medical centre**

*My medical centre was offering the vaccination from 31 May 2021 to their registered patients. Booking by phone was instant.*

*My Health Centre called me to invite me to have the vaccination.*

**Booked by a retirement village or other facility**

*Summerset had the nurses come to our village.*

*The Masonic Home took care of both bookings.*

*I am in a Retirement Village and my husband and I were offered it, given a day and a time and was done very easily.*

**Booked online**

*Online booking was very easy.*

*Online booking easy.*

**Walked in**

*I was a 'walk in' but elderly friends found booking extremely difficult over the phone - I was notified straight away for my second booking - extremely efficient.*

*I walked in.*

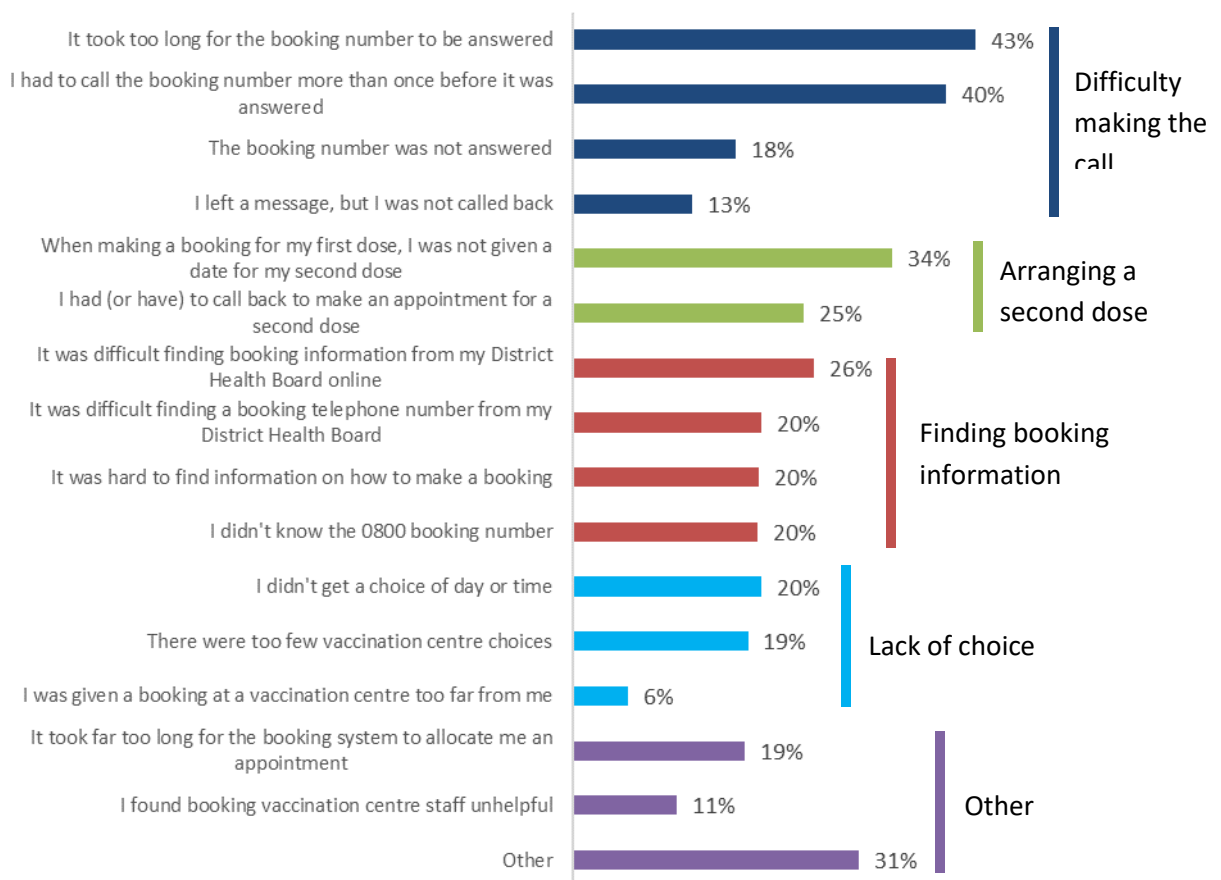
### Reasons why the booking was difficult

The 60 people who found it difficult to make a booking were asked to select why from a list of twenty reasons. The next chart shows the reasons selected by at least 10% of this group.

A wide range of reasons were selected, with the top two reasons involving difficulty making contact:

- Too long for the call to be answered (43%)
- Had to call the number more than once (40%)

### Main reasons the booking was difficult



Base found the booking difficult n=60. Multiple choices were allowed.

'Other' reasons for finding the booking difficult included the following:

*I was told at my first dose that I would be called within 3 weeks to have my second dose booked. This did not occur, and I had to chase them to make my bookings and trying to make contact was a nightmare. No one appears to answer!*

*I kept getting email messages which I could not answer as they wanted a password. I did not have a password.*

*Northland DHB were totally unprofessional, ill-prepared and hopelessly confused and confusing. I initially requested a computer booking almost a week in advance and*

*heard nothing. On the day I had requested, I tried calling their 0800 number and after 15 attempts and it hanging up every time, just gave up in frustration. NDHB were also remiss in offering the shot to all over 60 rather than those over 65 first. I knew many elderly who stood in line and who gave up. Really appalling and amateurish and a zero-performance rating.*

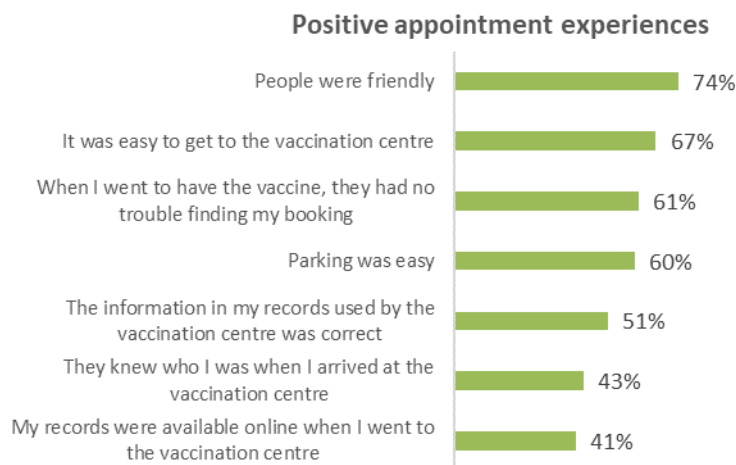
*At 79 I should have been contacted. At no stage was this done even after my first jab. I walked into a centre as the person I tried to make a booking was not helpful and always spoke over me.*

*My rescheduled appointment was not confirmed, and the centre did not have a record of the rescheduling.*

### 8.3 Assessing the appointment experience

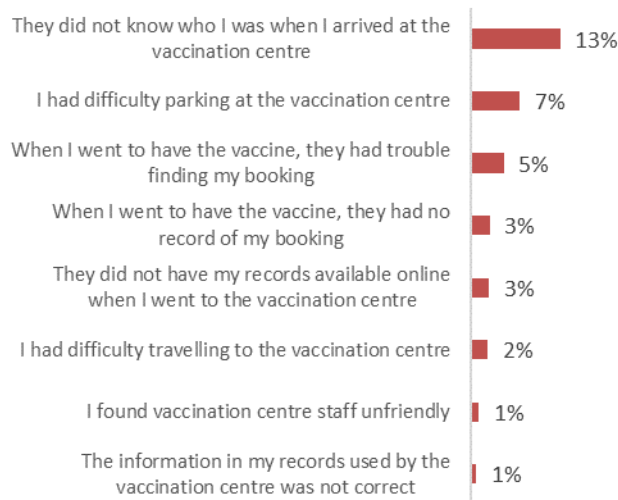
People who had been vaccinated were shown a list of possible experiences they may have had in the course of their appointment, some positive and some negative. The next two charts show their positive and negative experiences.

As the charts show, positive experiences far outweigh negative experiences. The most positive experiences were friendly people (74%), easy to get to the centre (67%) and no trouble finding my booking (61%). By contrast, the most negative experience was centre staff not knowing who the person was (13%).





### Negative appointment experiences



### 'Other' experiences of being vaccinated

Twelve percent of those who were vaccinated reported some 'other' experience of being vaccinated (other than the experiences listed in the question). The responses from these 56 people were in the following categories:

#### Good/great customer service

*Hot drink and biscuit afterwards were good.*

*Staff were really good.*

*A very pleasant experience. Truly pleasant and experienced staff.*

*Very professional and clear protocol.*

*Well done to the COVID advisors at 7 Westgate Road.*

*Young staff excellent couldn't have been better*

*Extremely efficient & friendly. No problems, whatsoever*

*Very well staffed and very efficient service from start to end.*

*Sympathetic to my needle phobia.*

### **Encountered some issues – especially long wait times**

*First dose no problem. Second dose took several calls and a photograph of my vaccination card to sort out that I had indeed had the first dose and was entitled to the second.*

*Had to wait in a long line even though I had a booking.*

*Two people booked for a time later than us went through before us as the 'receptionist' didn't check times or names.*

*I had a booked appointment but was just lumped in with lots of other people who had just turned up the off chance.*

*Long wait times. Arrived at 9.15 for 9.20 appointment. Was in a queue for 40 minutes. Got the vaccination at almost 10am.*

*The waiting time was ridiculous. Had to wait a long time. It wasn't until someone made a complaint about waiting for an hour with no one checking on him that staff came rushing out to vaccinate us that were waiting.*

*It took 3 hours to go through the first vaccination process!*

*The IT systems were abominable, and this is having spent 40 years in the IT industry.*

### **Experience by DHB**

**Because of the small subsamples in each DHB area who reported being vaccinated, the following analysis by DHB is INDICATIVE ONLY.**

#### **Seven largest DHBs:**

Respondents in the largest DHB areas largely reported positive experiences. The most negative experiences were reported by those in the Auckland DHB area.

Overall, how easy or difficult was it to make your vaccination booking?	ALL	DHBs						
		Waite-matā	Auckland	Counties Manukau	Waikato	Capital and Coast	Canterbury	Southern
People were friendly	74%	74%	78%	65%	67%	65%	65%	65%
It was easy to get to the vaccination centre	67%	60%	56%	59%	62%	44%	64%	64%
When I went to have the vaccine, they had no trouble finding my booking	61%	64%	57%	54%	42%	58%	70%	59%
Parking was easy	60%	55%	54%	62%	44%	48%	59%	39%
The information in my records used by the vaccination centre was correct	51%	45%	37%	47%	49%	44%	38%	40%
They knew who I was when I arrived at the vaccination centre	43%	53%	31%	38%	53%	61%	38%	30%
My records were available online when I went to the vaccination centre	41%	35%	36%	36%	39%	33%	44%	33%
They did not know who I was when I arrived at the vaccination centre	13%	18%	16%	13%	3%	9%	14%	23%
I had difficulty parking at the vaccination centre	7%	12%	21%	5%	0%	2%	3%	6%
When I went to have the vaccine, they had trouble finding my booking	5%	4%	0%	5%	7%	2%	10%	5%
When I went to have the vaccine, they had no record of my booking	3%	3%	0%	5%	14%	0%	2%	0%
They did not have my records available online when I went to the vaccination centre	3%	3%	10%	0%	6%	2%	2%	0%
<b>N (unweighted – Already vaccinated)</b>	<b>367</b>	<b>42</b>	<b>34</b>	<b>44</b>	<b>20</b>	<b>19</b>	<b>33</b>	<b>28</b>

### 3 mid-size DHBs

Indications are that respondents vaccinated in all three of the mid-size DHB areas had an above-average range of positive experiences and a below-average range of negative ones.

Overall, how easy or difficult was it to make your vaccination booking?	ALL	DHBs		
		Northland	Bay of Plenty	MidCentral
People were friendly	74%	72%	80%	93%
It was easy to get to the vaccination centre	67%	72%	87%	82%
When I went to have the vaccine, they had no trouble finding my booking	61%	57%	68%	87%
Parking was easy	60%	85%	70%	73%
The information in my records used by the vaccination centre was correct	51%	49%	76%	56%
They knew who I was when I arrived at the vaccination centre	43%	43%	54%	27%
My records were available online when I went to the vaccination centre	41%	46%	70%	45%
They did not know who I was when I arrived at the vaccination centre	13%	9%	9%	3%
I had difficulty parking at the vaccination centre	7%	1%	9%	0%
When I went to have the vaccine, they had trouble finding my booking	5%	6%	3%	3%
When I went to have the vaccine, they had no record of my booking	3%	0%	0%	3%
They did not have my records available online when I went to the vaccination centre	3%	0%	0%	9%
N (unweighted)	367	25	23	15

### Smaller DHBs

The result shown below for Tairawhiti, although included for completeness, should be disregarded because of the very small sub-sample sizes.

Will you get a COVID-19 vaccine? (including those who have already had it)	ALL	DHBs				
		Lakes	Tairawhiti	Taranaki	Hawke's Bay	Whanganui
People were friendly	74%	73%	100%	71%	78%	80%
It was easy to get to the vaccination centre	67%	73%	100%	74%	77%	96%
When I went to have the vaccine, they had no trouble finding my booking	61%	56%	78%	69%	62%	95%
Parking was easy	60%	54%	100%	71%	72%	43%
The information in my records used by the vaccination centre was correct	51%	48%	78%	61%	55%	66%
They knew who I was when I arrived at the vaccination centre	43%	61%	39%	42%	33%	29%
My records were available online when I went to the vaccination centre	41%	18%	61%	10%	38%	25%
They did not know who I was when I arrived at the vaccination centre	13%	0%	0%	10%	12%	47%
I had difficulty parking at the vaccination centre	7%	2%	0%	0%	5%	28%
When I went to have the vaccine, they had trouble finding my booking	5%	0%	0%	25%	0%	6%
When I went to have the vaccine, they had no record of my booking	3%	0%	0%	0%	13%	0%
They did not have my records available online when I went to the vaccination centre	3%	0%	0%	0%	0%	0%
<b>N (unweighted)</b>	<b>367</b>	<b>13</b>	<b>3</b>	<b>9</b>	<b>9</b>	<b>8</b>

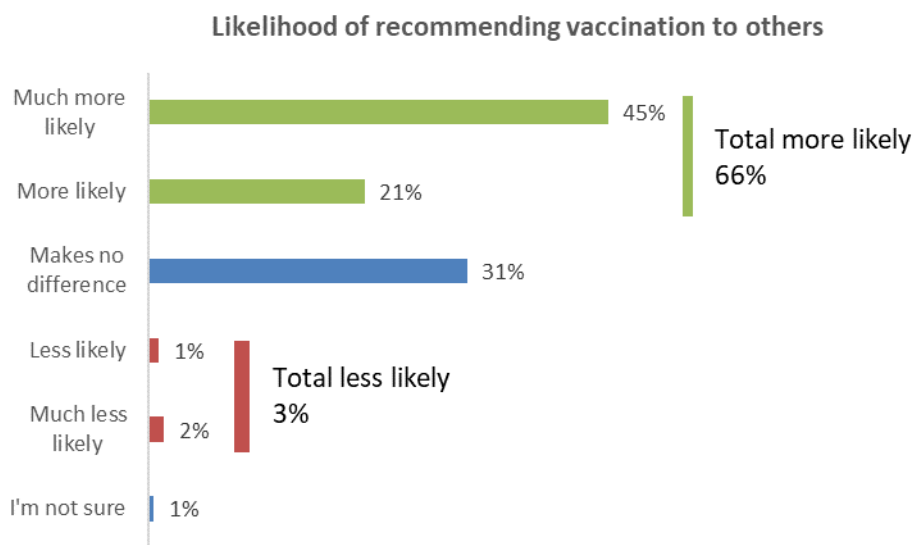
The results shown below for West Coast and South Canterbury, although included for completeness, should be disregarded because of the very small sub-sample sizes.

Will you get a COVID-19 vaccine? (including those who have already had it)	ALL	DHBs				
		Hutt	Wairarapa	Nelson/ Marl- borough	West Coast	South Canterbury
People were friendly	74%	100%	100%	100%	100%	100%
It was easy to get to the vaccination centre	67%	70%	66%	100%	100%	0%
When I went to have the vaccine, they had no trouble finding my booking	61%	52%	51%	84%	100%	100%
Parking was easy	60%	86%	79%	91%	69%	0%
The information in my records used by the vaccination centre was correct	51%	67%	66%	91%	100%	100%
They knew who I was when I arrived at the vaccination centre	43%	56%	41%	31%	88%	0%
My records were available online when I went to the vaccination centre	41%	47%	23%	74%	100%	100%
They did not know who I was when I arrived at the vaccination centre	13%	9%	18%	9%	0%	0%
I had difficulty parking at the vaccination centre	7%	0%	21%	0%	0%	0%
When I went to have the vaccine, they had trouble finding my booking	5%	0%	0%	3%	0%	0%
When I went to have the vaccine, they had no record of my booking	3%	0%	0%	0%	0%	0%
They did not have my records available online when I went to the vaccination centre	3%	0%	0%	3%	0%	0%
N (unweighted)	367	14	9	15	3	1

### 8.4 Likelihood of recommending vaccination to others

People who had been vaccinated were asked ‘Overall, does the experience you had when making bookings for and having a COVID-19 vaccine make you more or less likely to recommend vaccination to others?’

Two-thirds (66%) said their experience made them more likely to recommend vaccination to others compared with only 3% who were less likely. This is a very strong endorsement of their experience with ‘more likely to recommend’ 22 times higher than ‘less likely’.



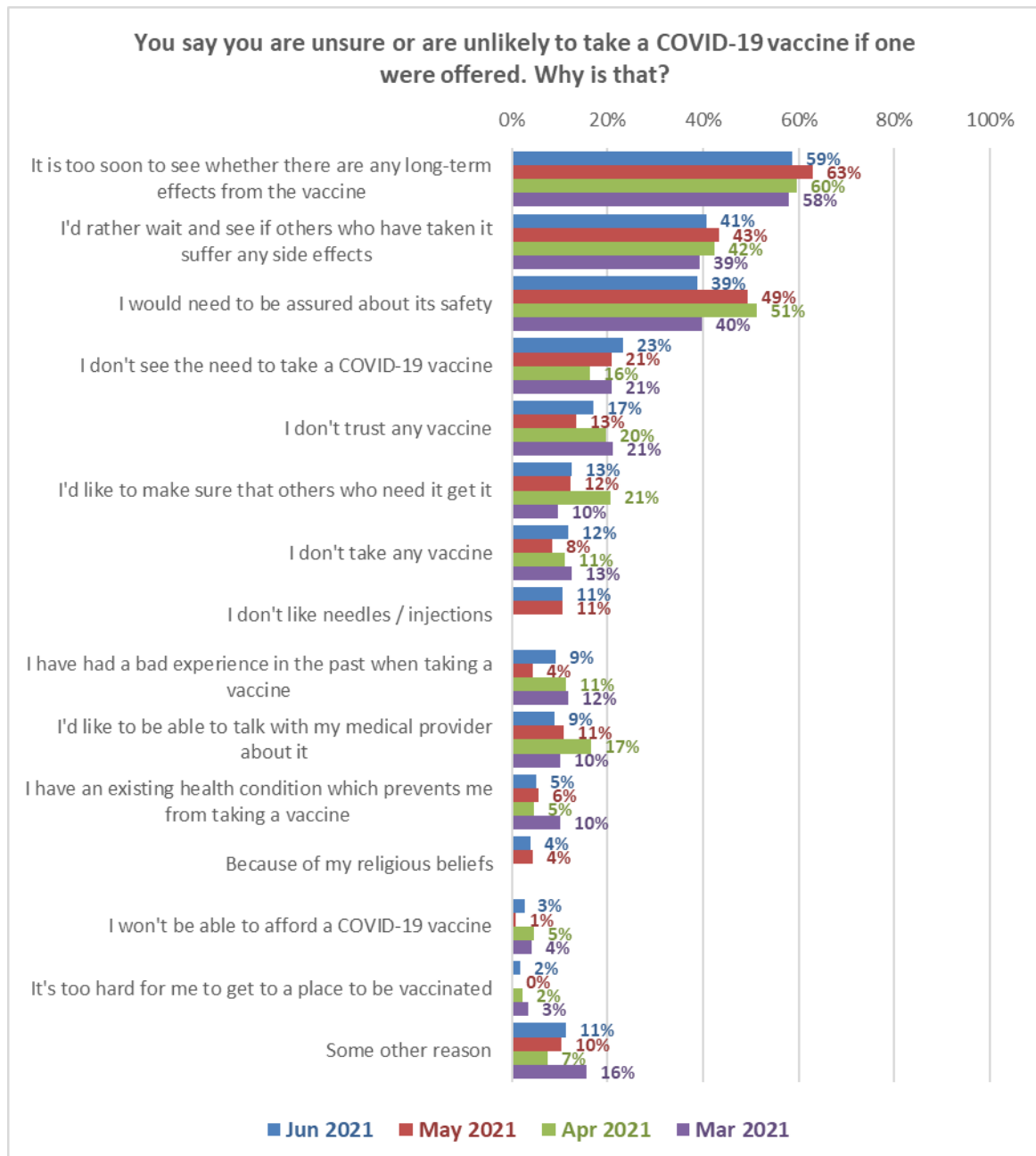
Base vaccinated with at least one dose n=367

## 9. Reasons for being unsure or unlikely to get vaccinated

The 272 people who said they definitely would not get vaccinated or were unsure or unlikely were asked why they felt this way.

The three main reasons for people to be unsure, unlikely or opposed are:

- Believing it is too soon to know if there are long-term effects (59%).
- Wanting to wait and see if others suffer side effects (41%).
- Needing assurance of the vaccine’s safety (39%).



Base: Jun 2021, n=272; May 2021, n=216; April 2021, n=395, Mar 2021, n=395



11% (40 people) mentioned some other reason. Main themes from their comments were as follows:

**Extreme negative views about the vaccine**

*The vaccine is purely a genetic experiment ending in 2023.*

*The whole thing is a scam cooked up by the globalists to control and manipulate us, and the "vaccine" has been ridiculously rushed.*

*Government misinformation about the effects of the vaccine.*

*Even scientists say it doesn't prevent spread of COVID-19. I would rather protect my immunity in natural ways.*

*Constant lies re COVID since day 1.*

*MORE than one MILLION deaths and injuries reported already, that our government is hiding and lying about. This is not effective, and not safe, and not necessary. This is genocide.*

*I don't trust any policy that the deceitful PM promotes.*

**Have an existing medical condition**

*Taking other meds.*

*Multiple allergies to drugs. I have a chronic illness. I do not need to make it worse.*

*Have a terminal illness.*

*Have chronic illnesses which may be worsened by the vaccine.*

**It is unnecessary**

*It's unnecessary with a 99.98% survival rate.*

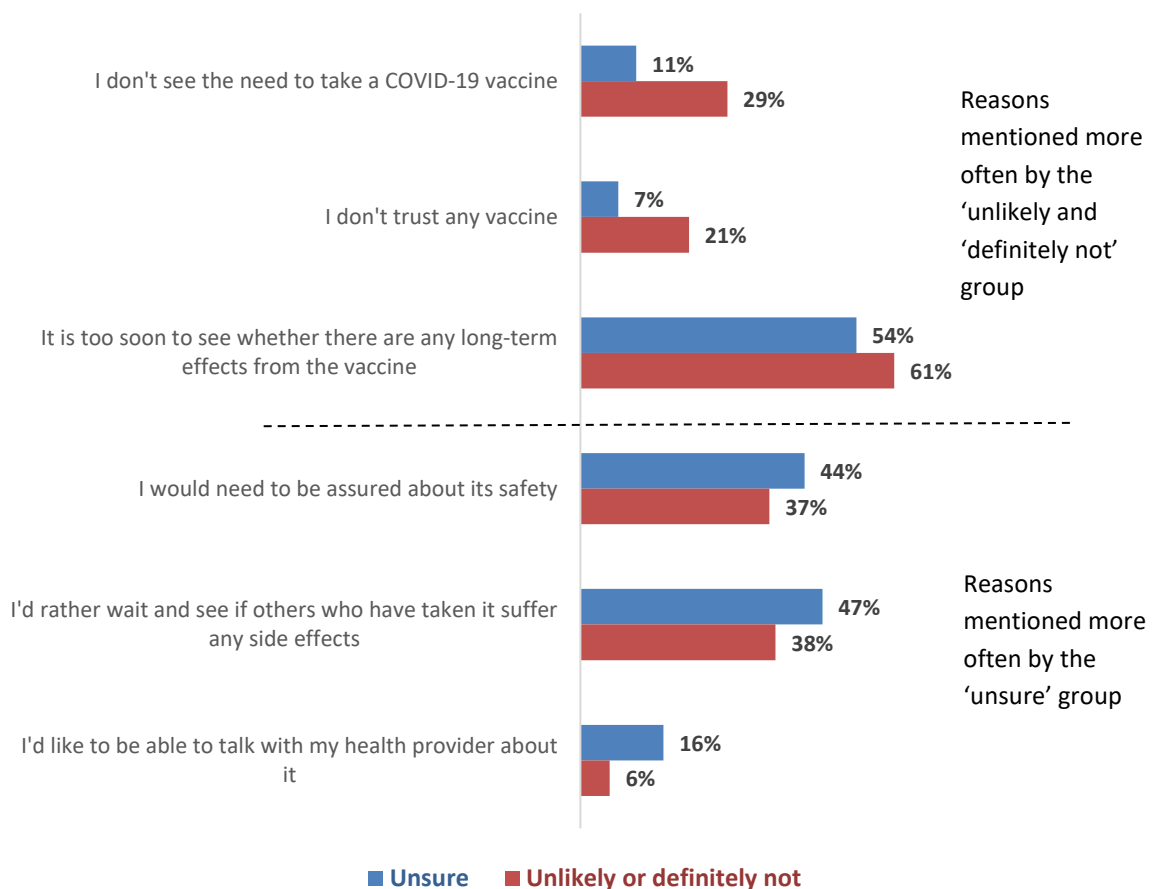
*Why would I take a rushed vaccine for something my age group has about 100% chance of surviving?*

Key differences in the reasons given by the 'unsure' and 'unlikely or definitely not' groups are shown in the next chart. Only differences of more than five percentage points are shown.

The 'unsure' group is likely to be more persuadable than people who say they are unlikely to get vaccinated or definitely will not. For these unsure people, the following messages are likely to resonate:

- Assurance that the vaccine is safe.
- Messages from those who have already been vaccinated re little or no side effects.
- Having a discussion with their GP or health provider.

**Key differences in reasons between the 'unsure' and unlikely/definitely not groups**



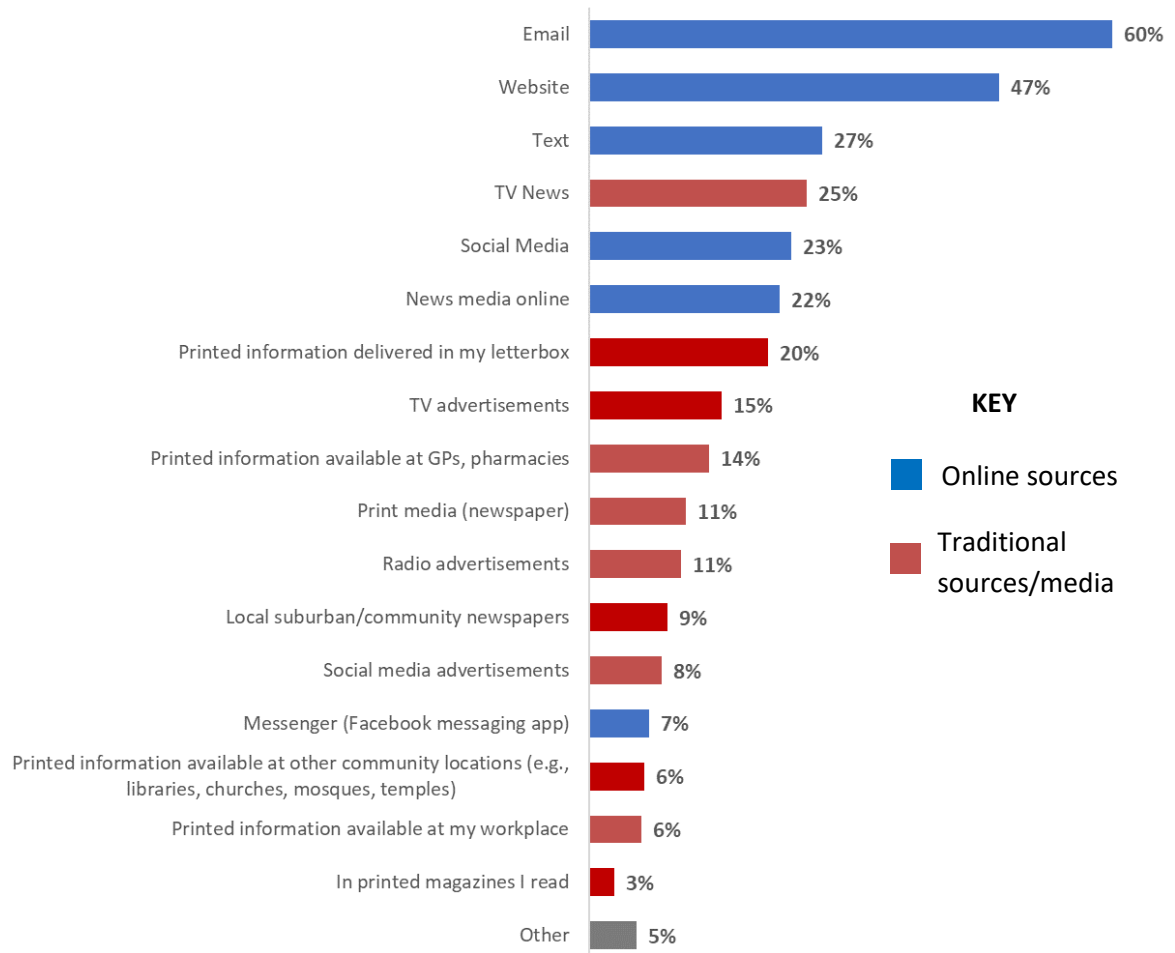
## 10. Preferred information sources

As in May, people who had not yet been vaccinated were asked “What's the best way for you to get information on the COVID-19 vaccine?”

As the chart below shows, the top 3 nominated sources of information are all online sources (email, website and text). Online news media dropped to 5<sup>th</sup> position. However, traditional sources are also mentioned frequently, with the most mentions for TV news, printed mailers TV advertisements and printed information available at GPs, pharmacies. Note that only 6%

preferred printed information available at other community locations (e.g., libraries, churches, mosques, temples), which was listed as a separate option.

### Preferred sources of information about the COVID-19 vaccination



Base n=1,105 (not yet vaccinated). Multiple responses were allowed

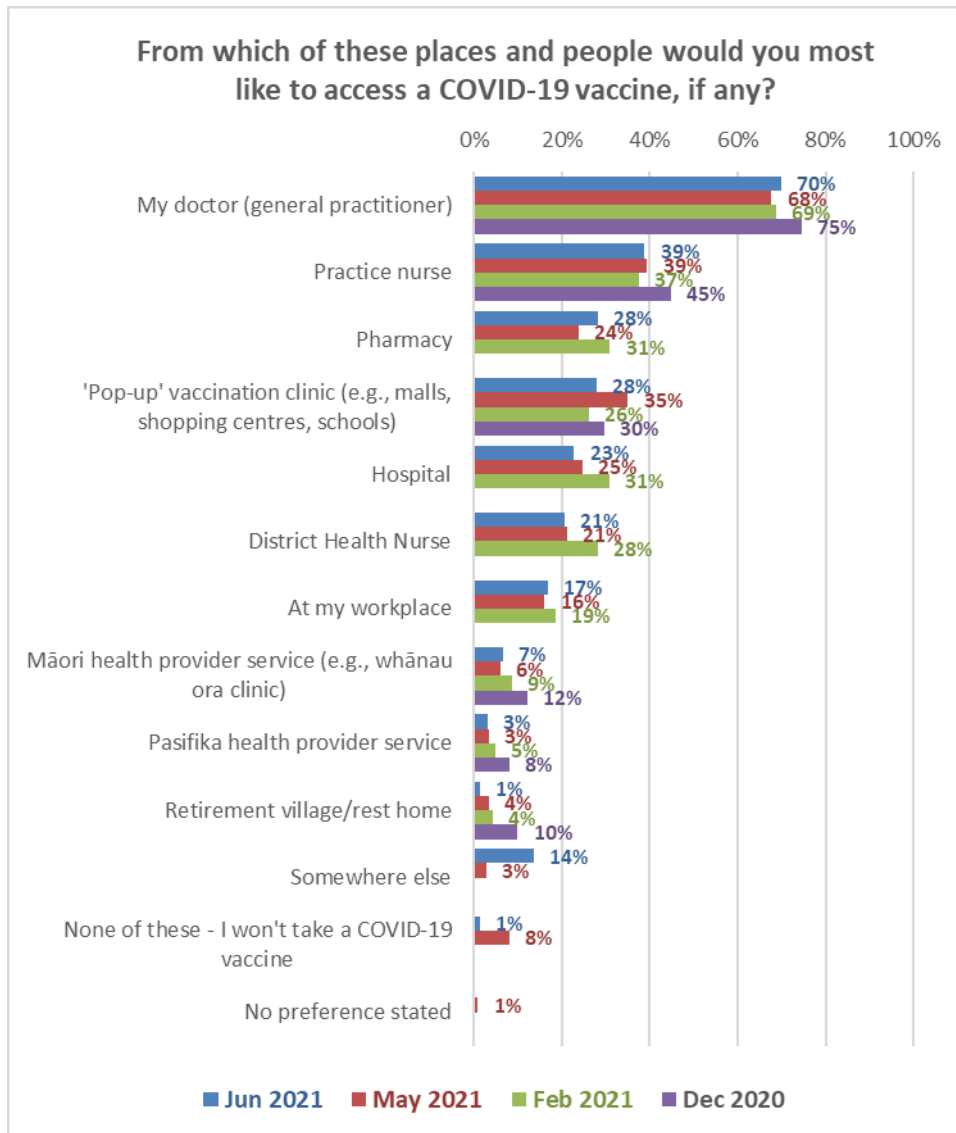
People who want more information to make their decision to get vaccinated (who said ‘I do not have quite enough’ or ‘I need more information’) were more inclined than average to favour **printed information** and less inclined to favour websites and text. Preferences of this group for other media sources are much the same as the total.

## 11. Access points for COVID-19 vaccine

As in May and February 2021 and December 2020, respondents were asked where and from whom they would you most like to access a COVID-19 vaccine, if any.

The top 2 access points from the May, February and December surveys remain the top 2, with “My doctor (general practitioner)” clearly the most important to respondents. “Pharmacy” has

moved into 3<sup>rd</sup> position, supplanting “pop-up vaccination clinics”. This could suggest that respondents are seeking a very local community vaccination delivery service.



As reported in May, the percentage of respondents who selected "none of these" increased as likelihood to get a COVID-19 vaccine decreased.

From which of these places and people would you most like to access a COVID-19 vaccine, if any?	LIKELIHOOD TO GET VACCINE						
	Definitely	Most Likely	Likely	Unlikely	Most Unlikely	Definitely not	Unsure
None of these - I won't take a COVID-19 vaccine	0%	0%	0%	22%	45%	82%	10%

“My doctor (general practitioner)” is ranked highest for all ethnic groups. Note that each ethnic group has different acceptable access point priority order, as shown in the following table.

ETHNIC GROUPS						
Asian	Indian	Māori	NZ European/ Pakeha	Other European	Pasifika	Other
My doctor (general practitioner) (81%)	My doctor (general practitioner) (88%)	My doctor (general practitioner) (69%)	My doctor (general practitioner) (65%)	My doctor (general practitioner) (65%)	My doctor (general practitioner) (74%)	My doctor (general practitioner) (79%)
Practice nurse (31%)	At my workplace (25%)	Practice nurse (33%)	Practice nurse (43%)	Practice nurse (44%)	'Pop-up' vaccination clinic (e.g., malls, shopping centres, schools) (23%)	Hospital (77%)
Hospital (31%)	Practice nurse (21%)	Hospital (31%)	'Pop-up' vaccination clinic (e.g., malls, shopping centres, schools) (31%)	Hospital (31%)	Pasifika health provider service (22%)	District Health Nurse (61%)
Pharmacy (27%)	Pharmacy (20%)	Pharmacy (29%)	Pharmacy (30%)	Pharmacy (31%)	Hospital (21%)	Practice nurse (58%)
'Pop-up' vaccination clinic (e.g., malls, shopping centres, schools) (20%)	'Pop-up' vaccination clinic (e.g., malls, shopping centres, schools) (17%)	District Health Nurse (27%)	District Health Nurse (21%)	District Health Nurse (29%)	Pharmacy (15%)	Pharmacy (53%)
At my workplace (17%)	Hospital (15%)	'Pop-up' vaccination service (e.g., malls, shopping centres, schools) (25%)	Hospital (20%)	'Pop-up' vaccination clinic (e.g., malls, shopping centres, schools) (28%)	Practice nurse (15%)	'Pop-up' vaccination clinic (e.g., malls, shopping centres, schools) (44%)
District Health Nurse (15%)	District Health Nurse (11%)	Māori health provider service (e.g., whānau ora clinic) (20%)	At my workplace (16%)	Māori health provider service (e.g., whānau ora clinic) (23%)	At my workplace (15%)	At my workplace (36%)
Retirement village/rest home (1%)	Māori health provider service (e.g., whānau ora clinic) (1%)	At my workplace (14%)	Māori health provider service (e.g., whānau ora clinic) (4%)	At my workplace (22%)	District Health Nurse (11%)	Pasifika health provider service (18%)

As in May 2021, results indicate that hospitals in the Northland, Lakes, Bay of Plenty, Hawke's Bay, Whanganui, MidCentral, Wairarapa, West Coast and South Canterbury DHB areas could have above-average pressure on their vaccination services.

There are also indications of higher-than-average expectations of District Health Nurses providing vaccinations among respondents living in the Northland, Auckland, Bay of Plenty, Hawke's Bay, MidCentral, Wairarapa and South Canterbury DHB areas.

## 12. Attendance preferences for COVID-19 vaccine

Those respondents who had not yet been vaccinated and had not booked were asked what preferences they had for vaccination, even though the vaccine would be offered to people at different times according to the Vaccine Group and age range they were in.

Note that going alone for a COVID-19 vaccination was not presented as an option; however, there was strong preference for being able to go for a vaccine with others, either:

- Going at the same time as other members of their whānau/ family regardless of the age of the members of their whānau/family, or the respondent's age (69%).
- Going at the same time as those for whom they provide care or support, regardless of the age of the people they provide care or support for, or the respondent's age (18%).
- Where a respondent was 17 or under, going at the same time as their parents (5% overall, **46%** of those 17 or under)

7% wanted to wait, and go with their children later in the year (7%).

The following table shows the preferences by vaccine Group.

Although the vaccine will be offered to people at different times according to the Group and the age range they are in, which of these would you also prefer, if any?	ALL	VACCINE GROUP			
		Group 1	Group 2	Group 3	Group 4
Be able to go for a vaccine at the same time as other members of my whānau/ family regardless of their age or mine	69%	87%	61%	67%	69%
Be able to go at the same time as those for whom I provide care or support, regardless of their age or mine	18%	0%	50%	16%	19%
Wait and go with my children later in the year	7%	13%	3%	3%	8%
I'm 17 or under, and would like to go at the same time as my parents	5%	0%	0%	1%	6%
Something else	14%	4%	3%	20%	13%
Will not get vaccine	4%	0%	9%	4%	3%
N (unweighted) - Not yet vaccinated and not booked	1,017	12	30	259	716

## 13. Attitudes to children aged 12 to 17 being vaccinated

### 13.1 Would you allow the children for whom you are the primary caregiver to take the vaccine?

All respondents were asked if they were primary caregivers for young people aged 12-15 years or 16-17 years.

85% said they were not and were excluded from the rest of the questions around vaccines and younger people. 12% of the sample were primary givers for 12–15-year-olds, and 6% for primary caregivers for 16–17-year-olds. This represents an estimated total of 628,600 caregivers, with an average of 1.6 young people each: an estimated 1,006,100 young people aged 12-17 years.

Each of these caregiver groups were asked if they would allow their young people to get the vaccine.

#### Caregivers of 12–15-year-olds

Primary caregivers of 12–15-year-olds were asked *'If a COVID-19 vaccine is approved for use in children aged between 12-15, would you allow the children for whom you are the primary caregiver to take the vaccine?'*

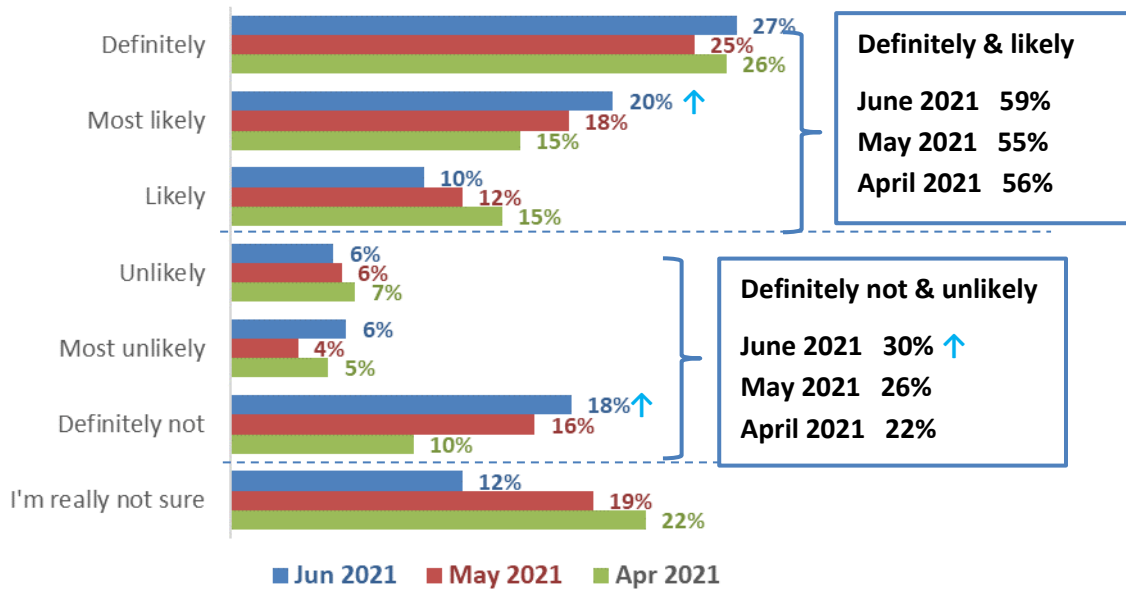
The following chart shows responses to this question compared with those recorded in the May and April 2021 surveys. As reported in May and April, and to provide an 'apples with apples' comparison between these two surveys, those who said the question does not apply because they are not a caregiver for a child in that age group, are excluded from the sample bases.

**Positive responses:** 58% said 'definitely' or 'likely' to allow children of this age to be vaccinated (May 55%, April result 56%).

**Negative responses:** 'Definitely not' and 'unlikely' responses are up to 30% (May 26%, April 22%)

**Not sure responses:** These responses dropped from 19% in May to 12% in June, indicating that more of the unsure have now made up their minds. The split appears to be close to 40/60, with 3% moving to a positive response and 4% moving to a negative response.

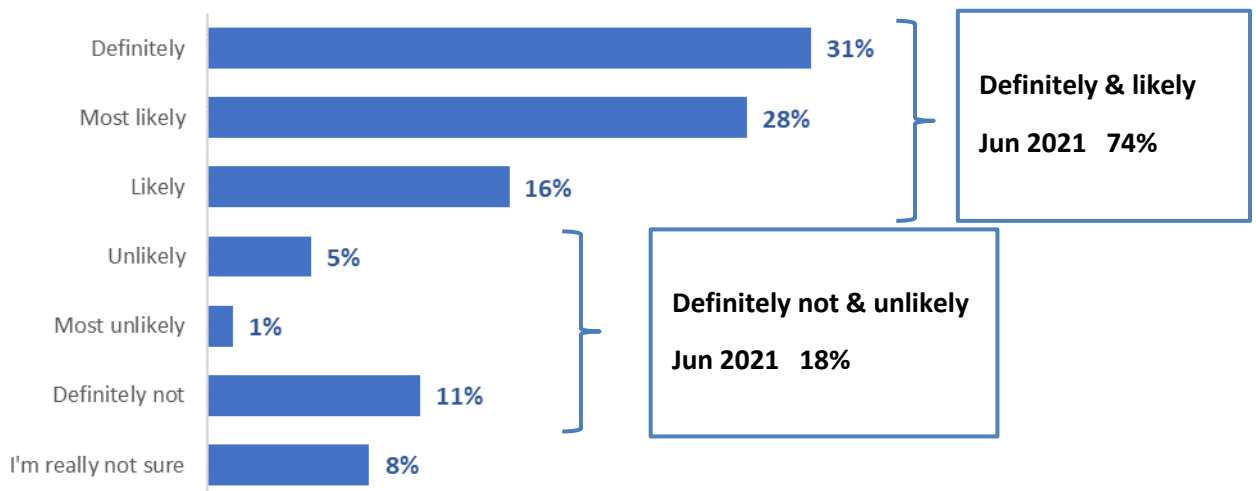
If a COVID-19 vaccine is approved for use in children aged between 12-15, would you allow the children for whom you are the primary caregiver to take the vaccine?



Base (caregivers of children aged 12 to 15): 163

By comparison, caregivers of 16–17-year-olds were more likely to allow their young people to get a vaccine:

A COVID-19 vaccine is approved for use in young people aged between 16-17. Will you allow the young people in this age group, for whom you are the primary caregiver, to get the vaccine?



Overall, it is estimated that caregivers will allow 638,900 young people aged 12-17 (63.5% of the estimated total) to get a COVID-19 vaccine.



Māori were more likely than average to allow their 12–17-year-old tamariki to be vaccinated.

Pasifika and “Other European” respondents were the least likely to allow the 12–17-year-olds for whom they were the primary caregiver to be vaccinated (note that no “Other European” respondents in the sample said they were primary caregivers for 16–17-year-olds). For 12–15-year-olds, Asian and NZ European/Pākehā respondents also expressed above average “unwillingness”.

Will you allow the young people for whom you are the primary caregiver, to get the vaccine?	ETHNIC GROUP						
	Asian	Indian	Māori	NZ European/Pākehā	Other European	Pasifika	Other
<b>16–17-year-olds</b>							
Would allow	100%	68%	81%	66%	N/A	51%	34%
Would not allow	0%	12%	17%	24%	N/A	49%	66%
Not sure	0%	20%	2%	10%	N/A	0%	0%
<b>12–15-year-olds</b>							
Would allow	56%	86%	71%	56%	13%	36%	100%
Would not allow	36%	0%	21%	34%	65%	38%	0%
Not sure	8%	14%	9%	10%	22%	26%	0%

### 13.2 Reasons for being unsure or unlikely to encourage COVID-19 vaccination for younger people

Primary caregivers of younger people who said they were unsure or unlikely to encourage these children to be vaccinated were asked to select their reasons for this from a list presented to them. For caregivers of 12–15-year-olds, the table below compares the June results with those from May and April survey.

As shown in the table:

- The main response – ‘I would need to be assured about its safety in children’ – reduced to 52% (May 59%, April 60%).
- It is too soon to see whether there are any long-term effects for children from the vaccine reduced to close to the April level (41%; May 50%, April 43%).
- I'd like to be able to talk with my health provider about it reduced to 11% (May 17%, April 22%)
- I don't allow the children I care for to take any vaccine was up to 15% (May 9%, April 10%).

Reasons for being unsure or unlikely	April 2021	May 2021	June 2021	Difference % points
I would need to be assured about its safety in children	60%	59%	52%	- 7 ↓
It is too soon to see whether there are any long-term effects for children from the vaccine	43%	50%	41%	-9 ↓
I'd rather wait and see if others who have taken it suffer any side effects	21%	28%	30%	+ 2
I don't see the need for children to get a COVID-19 vaccine	13%	23%	22%	-1
I don't allow the children I care for to take any vaccine	10%	9%	15%	+6 ↑
I personally don't take any vaccine	7%	10%	10%	0
I'd like to be able to talk with my health provider about it	22%	17%	11%	-6 ↓
I don't trust any vaccine	12%	10%	7%	- 3
Children I care for have an existing health condition which prevents them from taking a vaccine	8%	5%	7%	+ 2
I'd like to make sure that others who need it can get it before my child/children	9%	6%	6%	0
Children I care for have had a bad experience in the past when taking a vaccine	5%	3%	4%	+1
Because of my religious beliefs		4%	0%	-4
It is too hard to get them to a place to be vaccinated			0%	
I won't be able to afford a COVID-19 vaccine for the children I care for	3%	2%	0%	- 2
Some other reason	10%	11%	9%	-2

*Multiple answers were allowed*

A selection of the 'other reasons' mentioned are as follows:

*Risk of covid is extremely low in kids, risk of vax is becoming higher with time.*

*Need to talk with health provider due to existing health conditions.*

*Her choice.*

Reasons for not allowing 16–17-year-olds to get a vaccine were much the same as for 12–15-year-olds. Comparisons are shown in the following table:

You say you are unsure or are unlikely to encourage COVID-19 vaccination for the young people for whom you're the caregiver if this were offered. Why is that?	ALL	For which of these groups of young people are you the primary caregiver?	
		Aged 12-15	Aged 16-17
I would need to be assured about its safety in children	51%	52%	46%
It is too soon to see whether there are any long-term effects for children from the vaccine	43%	41%	52%
I'd rather wait and see if others who have taken it suffer any side effects	33%	30%	39%
I don't see the need for children to get a COVID-19 vaccine	20%	22%	25%
I don't allow the children I care for to take any vaccine	14%	15%	20%
I personally don't take any vaccine	10%	10%	12%
I'd like to be able to talk with my health provider about it	9%	11%	6%
I don't trust any vaccine	7%	7%	16%
Children I care for have an existing health condition which prevents them from taking a vaccine	6%	7%	4%
I'd like to make sure that others who need it can get it before my child/children	5%	6%	0%
Children I care for have had a bad experience in the past when taking a vaccine	3%	4%	9%
Because of my religious beliefs	1%	0%	3%
It is too hard to get them to a place to be vaccinated	0%	0%	0%
I won't be able to afford a COVID-19 vaccine for the children I care for	0%	0%	0%
Some other reason	9%	9%	8%
<b>N (unweighted) - Unsure or unlikely to encourage 12–17-year-olds to be vaccinated</b>	<b>62</b>	<b>53</b>	<b>19</b>

## 14. COVID-19 vaccine information from the government

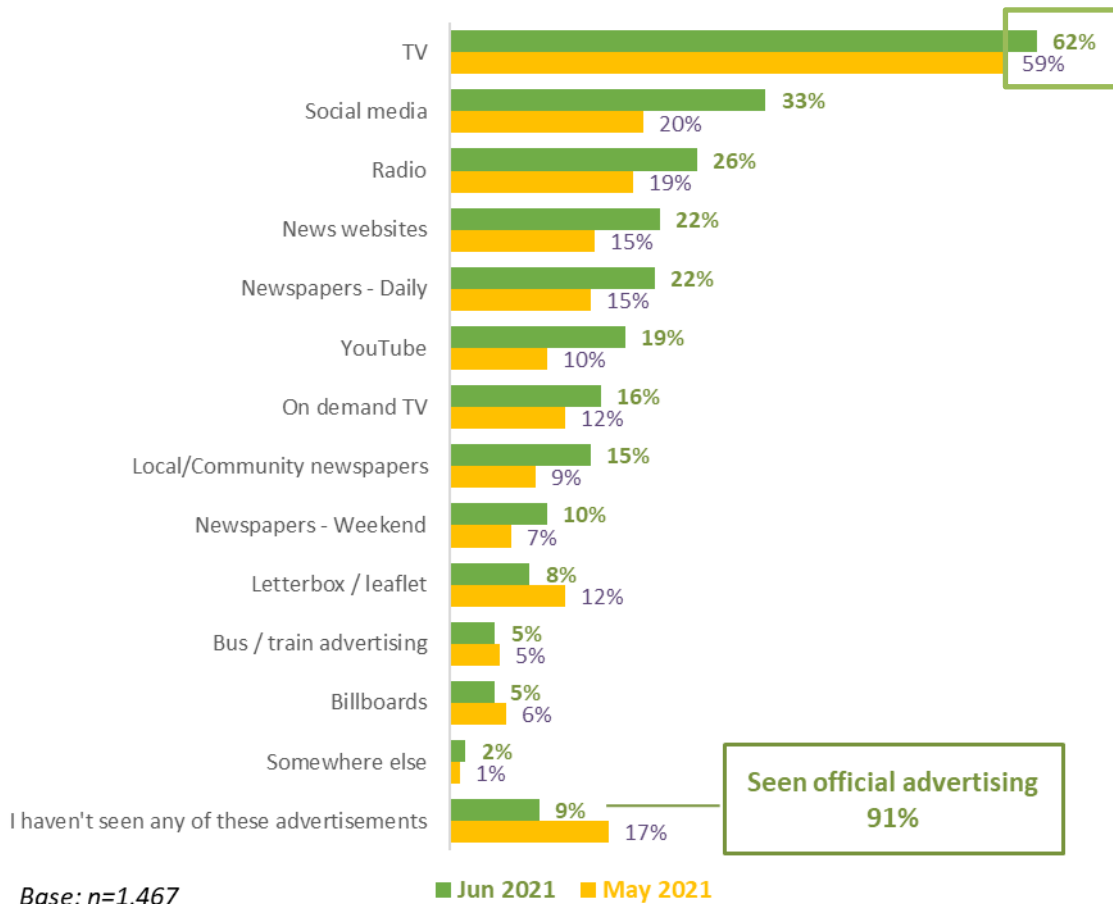
### 14.1 Sources of official information and advertising

All respondents were asked to identify the types of media in which they had seen official COVID-19 information and vaccine advertising in the past 30 days.

Almost all (91%) said they had seen an official COVID-19 information and vaccine advertisement in this period.

As in May, television was again the dominant medium with six out of ten (62%) seeing official material on TV. Social media (33%) and radio (26%) remain in second and third place respectively.

**In which media have you seen official COVID-19 information and vaccine advertising in the past 30 days?**



As the table below shows:

- Official vaccination information has a similar overall reach across all gender and age groups – at its lowest 85% for those aged 35 to 44 (which was also the lowest age group in May); at its highest 95% for those under 25 years.
- Females are more likely than males to have seen official vaccination information on social media.
- The oldest age group (75 or more) is strongly more likely than the total to source this material from daily and weekend newspapers
- Those aged 65 to 74 favour TV, daily and community newspapers.
- The 25 to 34 age group are relatively more likely to favour social media and on demand TV.
- Those aged under 25 years are relatively more likely to favour social media and YouTube.

**KEY:**

Eight points or more **higher than the average** is highlighted in **bold blue font**  
 Eight points or more **lower than the average** is highlighted in **bold red font**

In which media have you seen an official COVID-19 information and vaccine advertisement in the past 30 days?	ALL	GENDER*		AGE							
		Male	Female	Under 18 years	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or over
TV	62%	63%	61%	67%	61%	<b>51%</b>	<b>54%</b>	58%	69%	72%	69%
Social media	33%	27%	<b>40%</b>	<b>54%</b>	40%	<b>44%</b>	36%	27%	27%	28%	<b>16%</b>
Radio	26%	27%	26%	21%	17%	28%	26%	28%	27%	31%	27%
News websites	22%	22%	22%	<b>14%</b>	19%	23%	22%	25%	23%	25%	20%
Newspapers - Daily	22%	24%	20%	<b>11%</b>	<b>11%</b>	15%	11%	16%	29%	<b>36%</b>	<b>55%</b>
YouTube	19%	21%	16%	<b>45%</b>	<b>33%</b>	23%	21%	16%	12%	<b>5%</b>	<b>2%</b>
On demand TV	16%	15%	18%	18%	22%	23%	20%	13%	14%	12%	<b>2%</b>
Local/Community newspapers	15%	14%	15%	9%	8%	10%	9%	13%	21%	<b>28%</b>	22%
Newspapers - Weekend	10%	11%	9%	10%	5%	6%	4%	8%	10%	<b>20%</b>	<b>28%</b>
Letterbox / leaflet	8%	7%	10%	4%	2%	11%	5%	7%	11%	12%	<b>17%</b>
Bus / train advertising	5%	5%	4%	3%	11%	5%	4%	3%	3%	4%	4%
Billboards	5%	4%	5%	7%	11%	3%	2%	6%	4%	4%	4%
I haven't seen any of these advertisements	9%	10%	9%	5%	5%	10%	15%	12%	11%	5%	6%
Somewhere else	2%	2%	2%	0%	0%	1%	0%	4%	2%	3%	3%
<b>Have seen an advertisement</b>	<b>91%</b>	<b>90%</b>	<b>91%</b>	<b>95%</b>	<b>95%</b>	<b>90%</b>	<b>85%</b>	<b>88%</b>	<b>89%</b>	<b>95%</b>	<b>94%</b>
Base n=	1,467	699	760	42**	117	193	262	227	252	230	144

\* The gender diverse group is excluded due to a small sample n=5    \*\*Note small sub-sample

## 14.2 Impact of seeing an official COVID-19 vaccine advertisement

Those who had seen an official COVID-19 vaccine advertisement in the previous 30 days were asked what impact this had, from a list of possible options.

A nett 46% (May 31%) said the advertising made no difference to their decision:

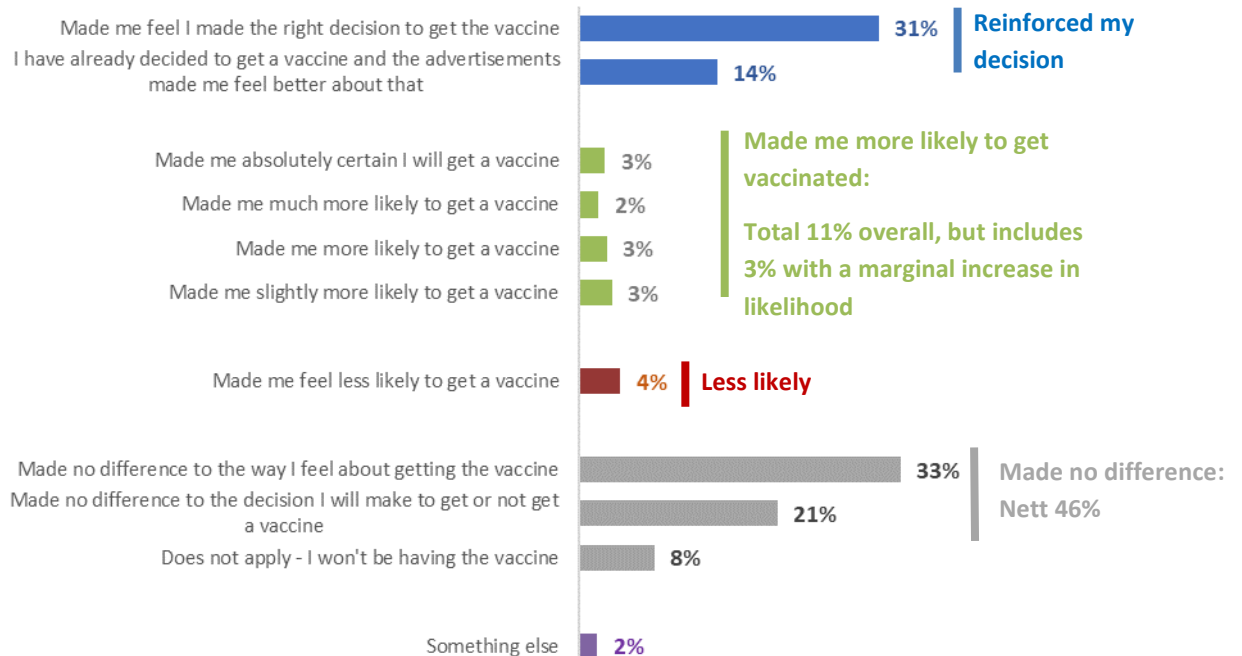
- Made no difference to the way I feel about getting had the vaccine: 33%
- Made no difference to the decision I will make to get or not get a vaccine: 21%.

As in May, 31% said it made them feel they made the right decision to get vaccinated (as in May, this was the primary reaction from those who had already been vaccinated).and 14% said the advertising made them feel better about this decision (May 18%).

However, the percentage who said the advertising had increased their likelihood to get a vaccine was down to 11% from 20% in May.

More specifically, 8% said the advertising made them more likely to get vaccinated (4% absolutely certain, 3% much more likely, 5% more likely) and 3% said they were slightly more likely to get a vaccine after seeing the advertising (this includes 3% of those who said were currently “unlikely” to get a COVID-19 vaccine). By contrast, 3% said the advertising made them feel less likely to get vaccinated.

### Impacts of seeing an official COVID-19 vaccine advertisement



The next table examines 'more likely' and 'less likely' responses by gender and age.

In terms of likelihood to take the vaccine, the under 18 group are more likely to say the advertising made them 'much more likely' and 'slightly more likely' to get vaccinated.

**KEY:**

4 points or more **higher than the average** is highlighted in **bold blue font**

Impact of seeing official advertising in the last 30 days	ALL	GENDER*		AGE							
		Male	Female	Under 18 years	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or over
Made me absolutely certain I will get a vaccine	3%	4%	2%	2%	3%	3%	2%	2%	3%	4%	4%
Made me much more likely to get a vaccine	2%	2%	2%	<b>6%</b>	1%	4%	1%	1%	3%	1%	3%
Made me more likely to get a vaccine	3%	2%	4%	5%	6%	3%	1%	4%	2%	2%	2%
Made me slightly more likely to get a vaccine	8%	8%	7%	<b>12%</b>	2%	2%	5%	4%	4%	1%	1%
<b>Total positive impacts</b>	<b>11%</b>	<b>11%</b>	<b>11%</b>	<b>24%</b>	<b>10%</b>	<b>12%</b>	<b>9%</b>	<b>12%</b>	<b>11%</b>	<b>8%</b>	<b>10%</b>
<b>Made me feel less likely to get a vaccine</b>	4%	6%	3%	<b>2%</b>	<b>7%</b>	<b>7%</b>	<b>6%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>3%</b>
Base (have seen an advertisement) n=	1,339	637	695	38**	111	177	230	203	229	217	134

\* The gender diverse group is excluded due to a small sample n=5    \*\*Note small sub-sample

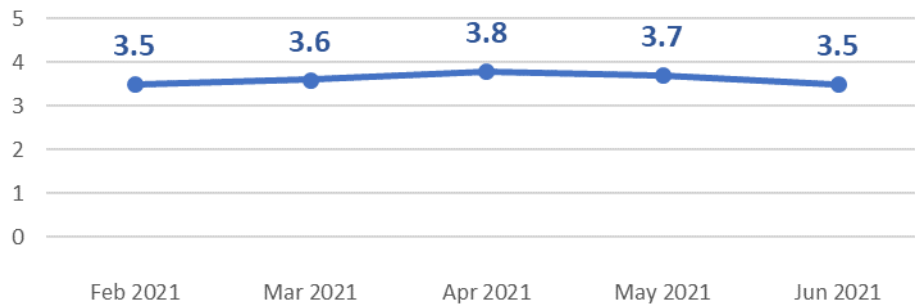
## 15. Trust in the management of the pandemic and rating of the vaccination response

Continuing the series of measures from February, March, April and May 2021, all respondents were asked:

- how much they trusted the Ministry and Government to manage the COVID-19 pandemic in a way which best protected them and other New Zealanders.
- how they thought the vaccination response to the COVID-19 pandemic was being managed in New Zealand.

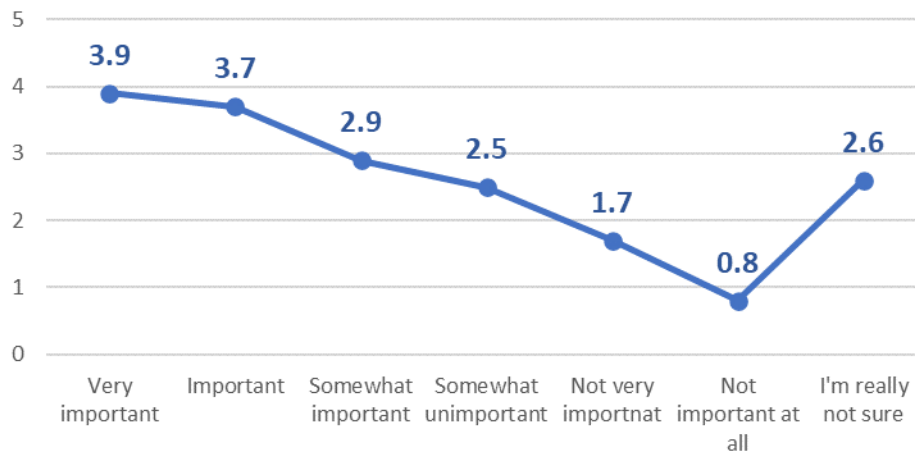
The average trust in the Ministry of Health and Government to manage the pandemic, on a scale of 0 to 5 (with 5 being highest) has dropped back to the February 2021 level:

**At this time, how much do you trust the Ministry of Health and Government to manage the COVID-19 pandemic in a way which best protects you and other New Zealanders?**  
- Average rating: 0 to 5 scale



Those who think that vaccination is “important” or “very important” rate their trust above 3 out of 5.

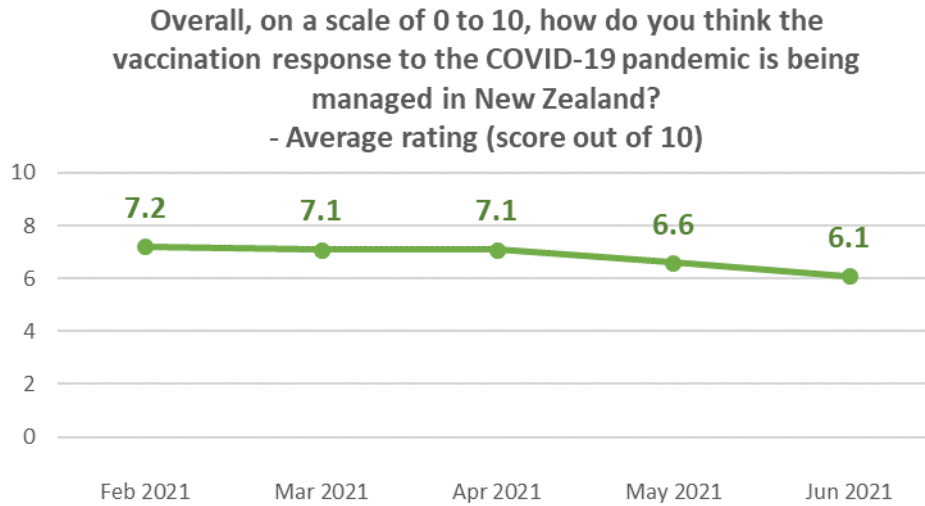
**At this time, how much do you trust the Ministry of Health and Government to manage the COVID-19 pandemic in a way which best protects you and other New Zealanders?**



**Importance of all New Zealanders who can be, being vaccinated**

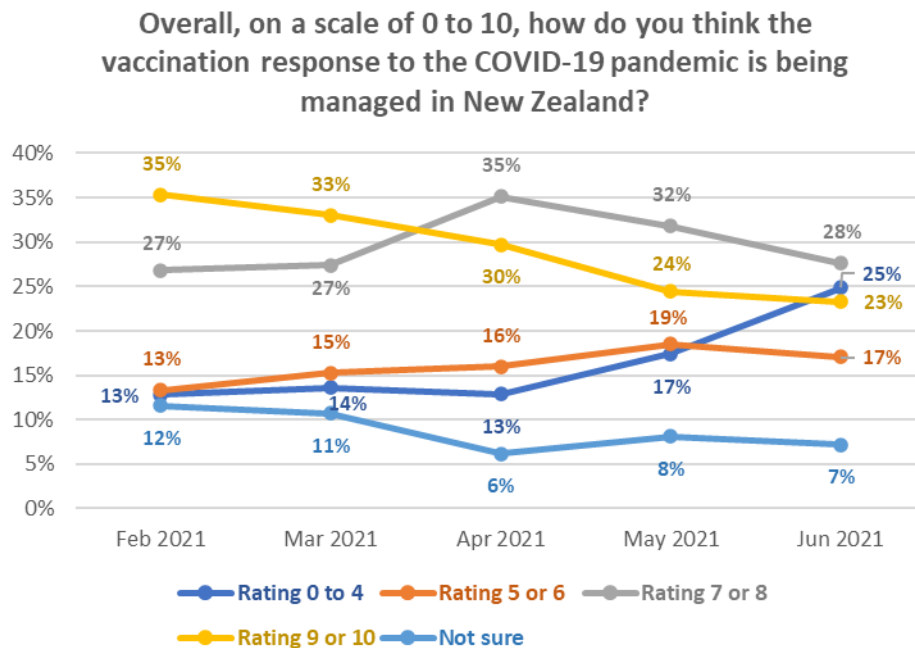


The average rating of the vaccination response (on a scale of 0 to 10, 10 being highest) has further declined, with the decline again being statistically significant:



Note the ongoing decline, illustrated in the following chart, in the percentage rating the vaccine response at 9 or 10 and the percentage rating at 7 or 8.

Up until April there was limited change in the percentage rating the vaccine response at 0 to 4 or 5 to 6. In May, this changed and there was been an acceleration of the change in June.

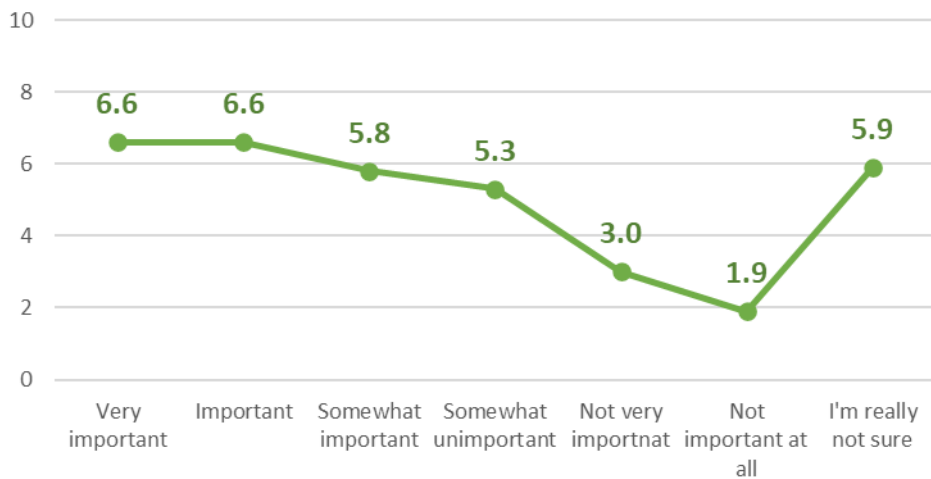


Lowest average ratings come from:

- Those in Vaccine Group 1, 3 and 4.
- Those who want their vaccination immediately.
- Those who are unlikely to get a COVID-19 vaccine.
- Those who think vaccination is not important at all.

Those who think that vaccination is “important” or “very important” rate vaccination response above 6 out of 10.

**Overall, on a scale of 0 to 10, how do you think the vaccination response to the COVID-19 pandemic is being managed in New Zealand?**



**Importance of all New Zealanders who can be, being vaccinated**

## APPENDIX 1 - SAMPLE

1,472 people aged 18+ who are members of the nationwide HorizonPoll adult and Horizon Research Māori panels and a third-party respondent panel (used for source diversity), responded to this online survey between 25 to 30 June 2021.

The total sample is weighted on age, gender, employment status, personal income and region to match the adult population at the most recent census and, for the first time in this series of surveys, the overall percentage of New Zealanders 16+ vaccinated as at 29 June 2021.

At a 95% confidence level, the survey has a maximum margin of error of  $\pm 2.6\%$  overall.

### Contact

For more information about this survey, please contact:

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## APPENDIX 2 -PROFILE BY LIKELIHOOD TO GET A COVID-19 VACCINE

DEMOGRAPHIC PROFILE: Likelihood to get a COVID-19 vaccine	All	Will you get a COVID-19 vaccine?							
		Definitely	Most likely	Likely	Unlikely	Most unlikely	Definitely not	I'm not sure	Already vaccinated
	100%	42%	18%	8%	4%	3%	6%	7%	13%

### GENDER

Male	48%	53%	41%	52%	53%	37%	48%	36%	49%
Female	51%	46%	58%	42%	38%	64%	52%	63%	51%
Gender diverse	1%	1%	1%	6%	9%	0%	0%	1%	0%

### AGE GROUP

16-17 years	6%	4%	13%	5%	19%	4%	4%	9%	3%
18-24 years	13%	12%	15%	23%	25%	21%	9%	14%	5%
25-34 years	12%	11%	18%	12%	18%	17%	19%	7%	6%
35-44 years	18%	19%	19%	22%	8%	6%	27%	31%	12%
45-54 years	16%	18%	11%	18%	11%	8%	19%	20%	11%
55-64 years	15%	15%	14%	10%	13%	26%	11%	11%	17%
65-74 years	13%	13%	7%	6%	3%	11%	9%	5%	26%
75 years or over	8%	8%	2%	4%	2%	8%	3%	2%	20%

### AVERAGE AGE (years)

	<b>46.7</b>	<b>47.6</b>	<b>39.0</b>	<b>40.3</b>	<b>34.7</b>	<b>45.9</b>	<b>43.3</b>	<b>41.3</b>	<b>58.2</b>
% difference from overall average		+2.1%	--16.4%	--13.6%	--25.7%	--1.6%	--7.1%	--11.6%	+24.6%

DEMOGRAPHIC PROFILE: Likelihood to get a COVID-19 vaccine	All	Will you get a COVID-19 vaccine?							
		Definitely	Most likely	Likely	Unlikely	Most unlikely	Definitely not	I'm not sure	Already vaccinated
		100%	42%	18%	8%	4%	3%	6%	7%

**HOUSEHOLD INCOME**

Less than \$20,000 per year	10%	8%	19%	14%	21%	16%	9%	16%	3%
Between \$20,001 and \$30,000 per year	10%	9%	7%	7%	2%	7%	17%	12%	15%
Between \$30,001 and \$50,000 per year	17%	16%	7%	10%	29%	23%	25%	21%	20%
Between \$50,001 and \$70,000 per year	12%	11%	13%	16%	3%	7%	16%	8%	16%
Between \$70,001 and \$100,000 per year	17%	20%	18%	18%	29%	11%	8%	15%	16%
Between \$100,001 and \$150,000 per year	11%	12%	13%	3%	4%	11%	8%	9%	12%
Between \$150,001 and \$200,000 per year	5%	7%	2%	2%	2%	1%	7%	2%	4%
More than \$200,000 per year	5%	6%	8%	5%	0%	2%	1%	5%	3%
Don't know/ prefer not to say	13%	12%	13%	25%	9%	23%	9%	13%	11%

**AVERAGE HOUSEHOLD INCOME (\$)**

**\$74,240**   **\$83,840**   **\$76,420**   **\$65,970**   **\$54,920**   **\$58,740**   **\$62,100**   **\$63,050**   **\$71,240**

% difference from overall average   +12.9%   +2.9%   --11.1%   --26%   --20.9%   --16.4%   --15.1%   --4%

**PERSONAL INCOME**

Less than \$20,000 per year	39%	34%	48%	34%	56%	56%	40%	44%	34%
Between \$20,001 and \$30,000 per year	14%	14%	8%	16%	7%	7%	16%	19%	18%
Between \$30,001 and \$50,000 per year	21%	21%	19%	23%	19%	18%	26%	13%	24%
Between \$50,001 and \$70,000 per year	6%	7%	7%	5%	8%	3%	3%	5%	6%
Between \$70,001 and \$100,000 per year	6%	7%	7%	2%	8%	4%	3%	4%	5%
Between \$100,001 and \$150,000 per year	3%	5%	2%	3%	1%	2%	3%	3%	2%
Between \$150,001 and \$200,000 per year	1%	1%	0%	1%	0%	2%	0%	2%	1%
More than \$200,000 per year	0%	0%	0%	0%	0%	0%	0%	0%	1%
Don't know/ prefer not to say	10%	10%	9%	17%	2%	8%	9%	12%	10%

**AVERAGE PERSONAL INCOME (\$)**

**\$33,760**   **\$37,900**   **\$30,300**   **\$31,310**   **\$27,700**   **\$27,050**   **\$28,770**   **\$30,130**   **\$34,410**

% difference from overall average   +12.3%   --10.2%   --7.3%   --18%   --19.9%   --14.8%   --10.8%   +1.9%

DEMOGRAPHIC PROFILE: Likelihood to get a COVID-19 vaccine	All	Will you get a COVID-19 vaccine?							
		Definitely	Most likely	Likely	Unlikely	Most unlikely	Definitely not	I'm not sure	Already vaccinated
		100%	42%	18%	8%	4%	3%	6%	7%

**EMPLOYED**

Yes	65%	64%	73%	66%	56%	53%	64%	72%	62%
No	35%	36%	27%	34%	44%	47%	36%	28%	38%

**OCCUPATION**

Professional/Senior Government Official	7%	8%	7%	7%	1%	3%	2%	9%	6%
Business Manager/Executive	5%	6%	4%	6%	1%	0%	3%	3%	5%
Business Proprietor/Self-employed	8%	9%	4%	14%	4%	10%	6%	15%	4%
Teacher/Nurse/Police or other trained service worker	9%	9%	4%	7%	14%	6%	6%	6%	15%
Clerical/Sales Employee	13%	10%	21%	21%	6%	17%	19%	16%	9%
Farm Owner/manager	1%	1%	1%	2%	9%	2%	0%	1%	1%
Technical/mechanical/Skilled Worker	7%	9%	8%	4%	5%	3%	10%	5%	4%
Labourer/Agricultural or Domestic Worker	5%	4%	4%	0%	9%	0%	12%	5%	7%
Home-maker (not otherwise employed)	6%	7%	8%	1%	8%	6%	9%	6%	3%
Student	14%	13%	22%	23%	27%	14%	10%	10%	5%
Retired/Superannuitant	14%	15%	6%	8%	6%	18%	6%	2%	32%
Unemployed/Beneficiary	6%	6%	8%	2%	8%	9%	10%	9%	4%
Don't know/prefer not to say	6%	4%	5%	5%	4%	12%	10%	13%	5%

DEMOGRAPHIC PROFILE: Likelihood to get a COVID-19 vaccine	All	Will you get a COVID-19 vaccine?							
		Definitely	Most likely	Likely	Unlikely	Most unlikely	Definitely not	I'm not sure	Already vaccinated
		100%	42%	18%	8%	4%	3%	6%	7%

**HIGHEST QUALIFICATION**

Postgraduate degree (Masters' degree or PhD)	11%	13%	10%	18%	4%	3%	4%	4%	12%
Undergraduate (Bachelor) degree	25%	27%	25%	37%	6%	15%	15%	27%	25%
Vocational qualification (includes trade certificates, diplomas etc)	22%	24%	15%	17%	18%	18%	29%	15%	26%
University Bursary or 7th form	8%	8%	7%	6%	15%	13%	8%	7%	9%
Sixth form/UE/NCEA Level 2	13%	13%	19%	10%	20%	18%	16%	13%	8%
NCEA Level 1 or School Certificate	10%	7%	10%	3%	31%	20%	14%	14%	10%
No formal school qualification	7%	5%	11%	7%	6%	8%	8%	12%	8%
Prefer not to say	4%	4%	4%	3%	0%	6%	7%	7%	3%
	31%	28%	35%	19%	66%	51%	37%	34%	26%

**HOUSEHOLD TYPE**

Single person household	12%	12%	10%	13%	18%	21%	13%	9%	13%
Couple only (no children/none at home)	29%	33%	29%	19%	10%	17%	17%	24%	40%
Two parent family, one or two children at home	27%	26%	28%	37%	44%	23%	28%	37%	22%
Two parent family, three or more children at home	8%	7%	8%	13%	7%	6%	16%	8%	5%
One parent family, one or two children at home	8%	5%	15%	2%	6%	12%	12%	10%	8%
One parent family, three or more children at home	2%	2%	1%	1%	9%	1%	5%	3%	0%
Flatting or boarding - not a family home	7%	10%	4%	8%	0%	13%	2%	4%	6%
Extended family	4%	4%	3%	6%	2%	7%	7%	3%	4%
Prefer not to say	2%	3%	2%	2%	6%	1%	1%	2%	2%

<b>Children in Household</b>	<b>45%</b>	<b>40%</b>	<b>52%</b>	<b>53%</b>	<b>65%</b>	<b>41%</b>	<b>60%</b>	<b>58%</b>	<b>35%</b>
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DEMOGRAPHIC PROFILE: Likelihood to get a COVID-19 vaccine	All	Will you get a COVID-19 vaccine?							
		Definitely	Most likely	Likely	Unlikely	Most unlikely	Definitely not	I'm not sure	Already vaccinated
		100%	42%	18%	8%	4%	3%	6%	7%

**ETHNIC GROUP**

Asian	11%	10%	16%	23%	15%	6%	5%	5%	9%
Indian	6%	8%	7%	7%	0%	1%	3%	5%	5%
Maori	18%	16%	14%	17%	17%	22%	22%	20%	23%
NZ European/Pakeha	55%	58%	54%	44%	42%	60%	59%	52%	53%
Other European (includes Australian, South African, British etc)	5%	5%	6%	1%	4%	6%	8%	9%	6%
Pasifika	4%	3%	2%	6%	15%	4%	3%	8%	4%
Other	1%	1%	1%	2%	8%	1%	0%	0%	1%



DEMOGRAPHIC PROFILE: Likelihood to get a COVID-19 vaccine	All	Will you get a COVID-19 vaccine?								
		Definitely	Most likely	Likely	Unlikely	Most unlikely	Definitely not	I'm not sure	Already vaccinated	
		100%	42%	18%	8%	4%	3%	6%	7%	13%
<b>DHB</b>										
Northland	4%	2%	2%	1%	1%	5%	7%	4%	7%	
Waitemata	14%	14%	19%	12%	13%	12%	10%	15%	13%	
Auckland	11%	12%	13%	13%	20%	10%	8%	7%	11%	
Counties-Manukau	8%	6%	6%	9%	15%	2%	14%	10%	11%	
Waikato	11%	9%	13%	16%	0%	12%	15%	10%	10%	
Lakes	2%	2%	0%	4%	2%	0%	2%	0%	5%	
Bay of Plenty	4%	4%	5%	1%	0%	9%	4%	4%	6%	
Tairāwhiti	0%	0%	0%	1%	0%	0%	1%	0%	1%	
Taranaki	2%	2%	2%	3%	0%	0%	3%	2%	3%	
Hawke's Bay	4%	5%	2%	2%	7%	2%	5%	4%	2%	
Whanganui	1%	2%	1%	1%	0%	1%	1%	2%	1%	
Midcentral	4%	4%	4%	6%	0%	5%	1%	6%	2%	
Hutt	3%	3%	3%	3%	3%	0%	3%	1%	2%	
Capital and Coast	8%	10%	8%	7%	6%	9%	7%	3%	3%	
Wairarapa	1%	1%	1%	0%	1%	5%	2%	2%	2%	
Nelson-Marlborough	4%	4%	2%	4%	0%	7%	4%	5%	5%	
West Coast	1%	1%	0%	1%	0%	4%	2%	1%	1%	
Canterbury	11%	12%	14%	10%	13%	8%	4%	18%	8%	
South Canterbury	1%	0%	0%	0%	0%	0%	1%	2%	1%	
Southern	8%	8%	6%	5%	19%	8%	7%	3%	9%	
<b>North Island</b>	<b>76%</b>	<b>75%</b>	<b>79%</b>	<b>79%</b>	<b>68%</b>	<b>74%</b>	<b>82%</b>	<b>70%</b>	<b>77%</b>	
<b>Auckland</b>	<b>33%</b>	<b>31%</b>	<b>39%</b>	<b>34%</b>	<b>48%</b>	<b>25%</b>	<b>32%</b>	<b>32%</b>	<b>34%</b>	
<b>Upper North Island excluding Auckland</b>	<b>20%</b>	<b>17%</b>	<b>20%</b>	<b>23%</b>	<b>3%</b>	<b>27%</b>	<b>27%</b>	<b>18%</b>	<b>27%</b>	
<b>Lower North Island</b>	<b>22%</b>	<b>27%</b>	<b>21%</b>	<b>23%</b>	<b>17%</b>	<b>22%</b>	<b>23%</b>	<b>20%</b>	<b>15%</b>	
<b>South Island</b>	<b>24%</b>	<b>25%</b>	<b>21%</b>	<b>21%</b>	<b>32%</b>	<b>26%</b>	<b>18%</b>	<b>30%</b>	<b>24%</b>	

<b>DEMOGRAPHIC PROFILE:</b> <b>Likelihood to get a COVID-19 vaccine</b>	All	Will you get a COVID-19 vaccine?							
		Definitely	Most likely	Likely	Unlikely	Most unlikely	Definitely not	I'm not sure	Already vaccinated
	100%	42%	18%	8%	4%	3%	6%	7%	13%

**VACCINE GROUP**

Group 1 - Border and MIQ workers and the people they live with	3%	1%	0%	2%	7%	2%	0%	5%	10%
Group 2 - High-risk frontline workers and people living in high-risk places	8%	3%	2%	0%	2%	0%	6%	5%	33%
Group 3 - People who are at risk of getting very sick from COVID-19	29%	34%	21%	17%	19%	29%	11%	20%	42%
Group 4 - Everyone in New Zealand aged 16 and over	60%	63%	77%	80%	72%	69%	83%	69%	16%