

Parents of 5-11-year-olds vaccine barriers and motivations

MINISTRY OF HEALTH

TRA

Background and objectives

Understanding the barriers parents have towards getting their 5–11-year-old children vaccinated.

On 17th January children aged 5-11 became eligible for vaccination against COVID-19.

To ensure the success of the vaccine roll out for children aged 5-11, we spoke to parents about the barriers and motivations they might have (as key decision gatekeepers) towards getting their children vaccinated.

This research aims to inform messaging and other interventions which will encourage parents to get their children vaccinated.

Objectives and methodology

A mixed quantitative and qualitative approach, to size and explore in depth key barriers to getting children vaccinated.

Qualitative depth interviews with parents of key audience groups, to understand specific barriers and motivators to vaccinating children.

Quantitative survey to size vaccine motivations and barriers, understand conversations being held surrounding the vaccine, and information needs/sources.

In this research, while we are covering all New Zealanders, we have up-weighted key priority groups Māori, Pacific and disabled (though disabled children weren't included in the qualitative component as they were covered in a separate project in December 2021)¹.

The qualitative interviews with Māori respondents were conducted by an experienced Māori researcher, Gai Bishop, who also provided input into the quantitative questionnaire design.

Where applicable, comparisons have been made to the November 2021 research on vaccine motivators and barriers (for adults) and the January 2022 Sentiment and Behaviour research conducted for DPMC (for adults).

¹ It is important to note for the quantitative component, as the survey is conducted online, we are likely to under-represent people who do not have regular access/less likely to access the internet.

Methodology - Qualitative

Parents had to:

- **have child/ren aged 5-11 that weren't vaccinated**
- **be vaccinated themselves**
- **be neutral-unlikely to get their child vaccinated.**

We refrained from talking to those who said they were likely to vaccinate their children, in order to deep dive into the barriers of those hesitant (as they are a minority group and difficult to capture in the quantitative).

- 15 x 1 hour depth interviews with parents of children aged 5-11 years old, via Zoom or phone if necessary.
- Interviews ran from 26th January to 2nd February 2022.
- We incorporated a range of genders, regions and a urban-rural mix (minimum 5 rural, of which 1 was remote).
- Across the qualitative sample we recruited for a mix of:
 - Māori, minimum quota of 5
 - Pasifika, minimum quota of 5
- Actual sample achieved:
 - Māori n=6
 - Pasifika n=5
 - Rural n=5, remote rural n=1

Methodology - Quantitative

The quantitative component provides us with a wider market view of the current situation.

- Identifying the largest barriers and motivators held by parents to help with prioritisation, as well as understand the reasons behind them.
- 10-minute survey with n=401 5–11-year-old parents who:
 - were yet to vaccinate their child/ren aged 5–11 (limit of n=50 for having their child/ren booked to be vaccinated).
 - be involved in healthcare decisions about their child/ren
 - be vaccinated themselves.
- Our fieldwork ran from the 28th January to the 1st of February 2022.
- The data was post-weighted¹ to create an informed estimate of what the population for vaccinated parents looks like.
- Sizes of key groups are:
 - Māori n=116
 - Pasifika n=43
 - Disability n=50
 - NET rural n=38.

¹ How the data was weighted: TRA used two different data sources. The first step was using a large nationally representative survey run by TRA that allowed us to identify within gender by age bands (in 5 year bands, e.g. females 30-34), regions and ethnicities what proportion are parents with children aged 3-18 (this was used as a proxy for 5 to 11 year olds). Then using the MoH Covid-19 vaccination data from 25 Jan 2022 MoH website, we looked at the vaccinated populations within each of these groups and multiplied them by the proportion of parents. This allowed us to get a proxy profile of the population of vaccinated parent populations.

Agenda

1

**Overall likelihood to
vaccinate 5–11-year-
olds'**

2

**Barriers to getting
children vaccinated**

3

**Information needs and
the ideal child
vaccination experience**

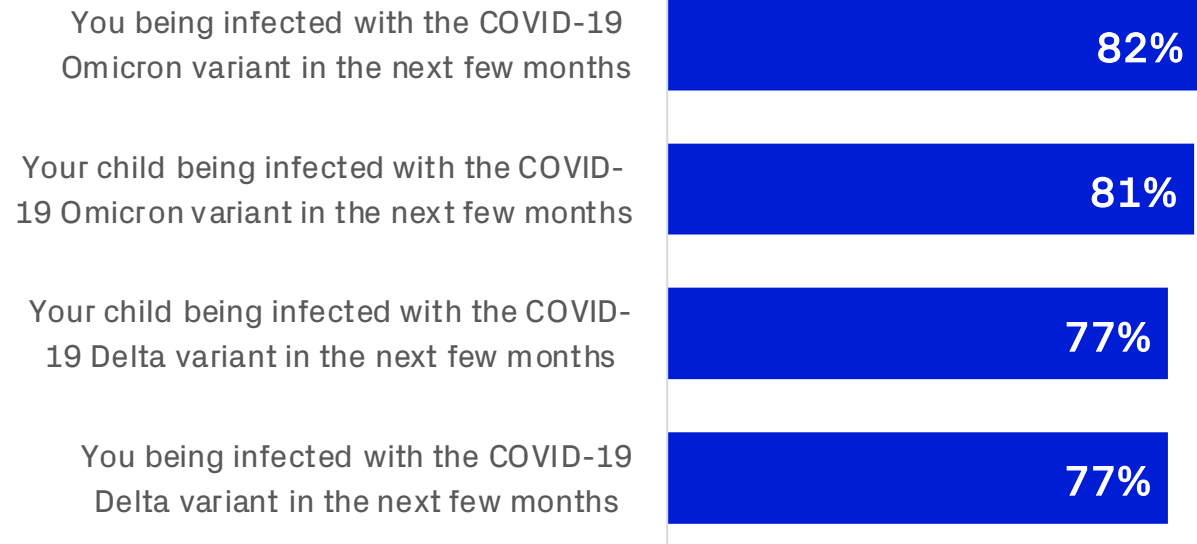


Likelihood to
vaccinate

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Parents have largely accepted that catching some form of COVID-19 in the future is inevitable

PARENTS' PERCEIVED LIKELIHOOD OF...



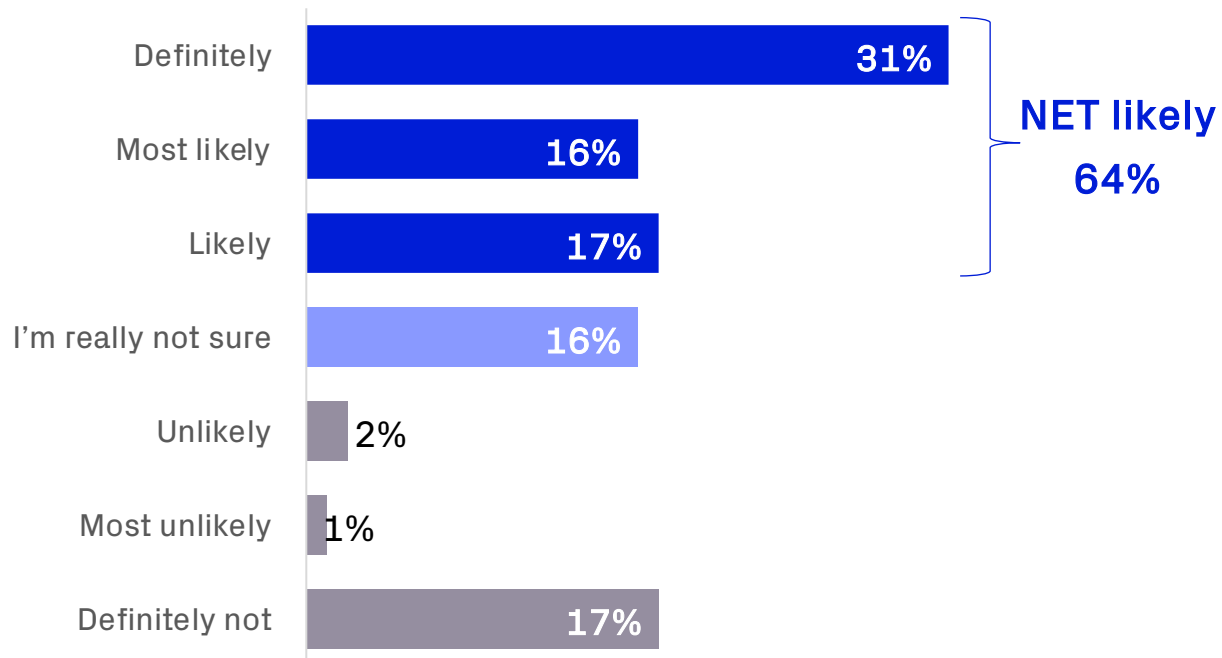
And parents perceive there to be an almost equal chance between themselves and their children of catching COVID-19.

"It's just a matter of time before they get it, we want them to be able to go back to having a normal life."

- NZ European Female, 32, 2 tamariki, Canterbury, Rural

The majority of parents are familiar with the vaccine and are likely to vaccinate their children

INTENTION FOR CHILD TO GET VACCINATED



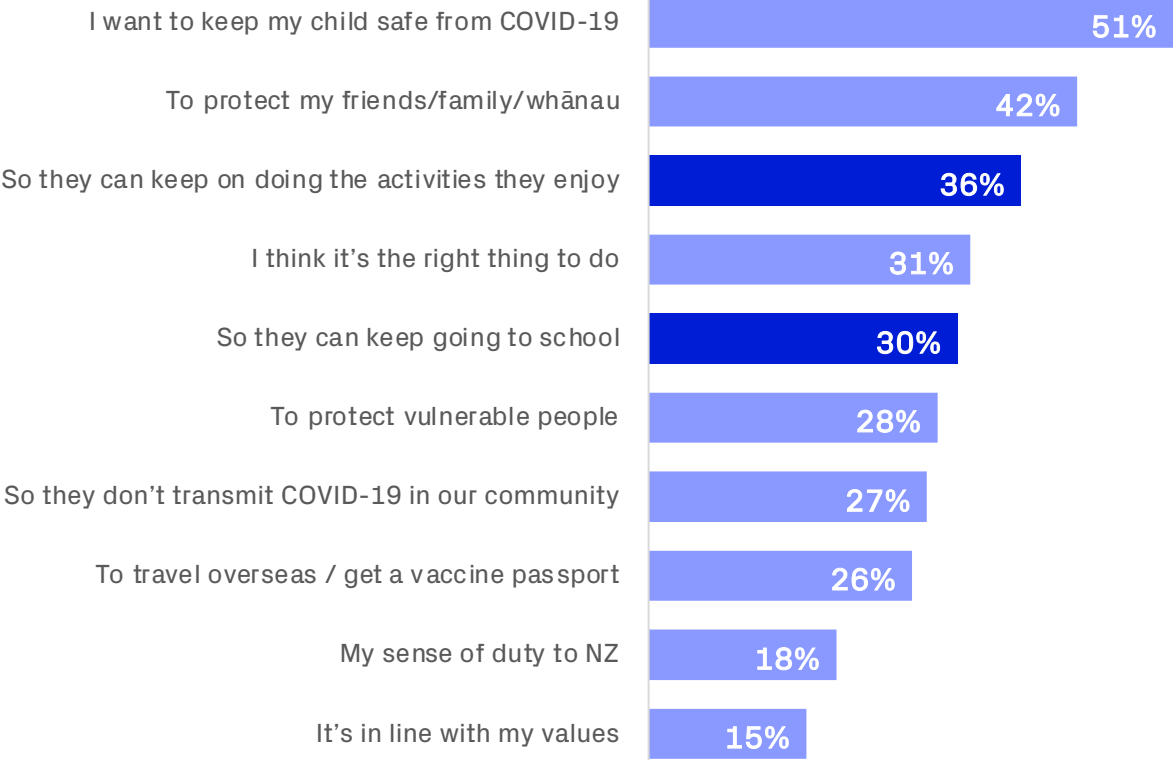
As parents have already been exposed to the vaccine, they have a sense of familiarity with this decision and this seems to be translating through.

"Pacific Islanders are very pro-vax now, it is plastered on Facebook, I got my shot!"

- Pasifika Female, 34, 3 tamariki, Auckland suburban

Key motivations for the vaccine are wanting their children to be able to live a normal life

MOTIVATORS FOR VACCINATION – TOP 10



“My daughter is missing out on stuff like playing with her friends and going to the park or the pools. That's a shame as she's 9 and shy and just getting to be social. She's spending all her time inside and on her tablet or a book.”

- Māori, Female 29, 1 tamariki, rural (just moved from remote rural)

“I do the shopping and take the kids out for the ride, but don't take them in. Otherwise we keep ourselves to ourselves. The kids aren't having that freedom to run around and play and mix with others. It's not right.”

- Māori, Female, 37, 4 tamariki in the age range, 3 older, suburban

"Pasifika people are used to the vaccines now, everyone wants to go back to normal, and get this over and down with so what do we have to do to get back to normal, birthdays and gatherings, their friends, they have missed out on so much."

- Pasifika Male, 27, 1 tamariki, Wellington, Urban

Motivators about returning to normal

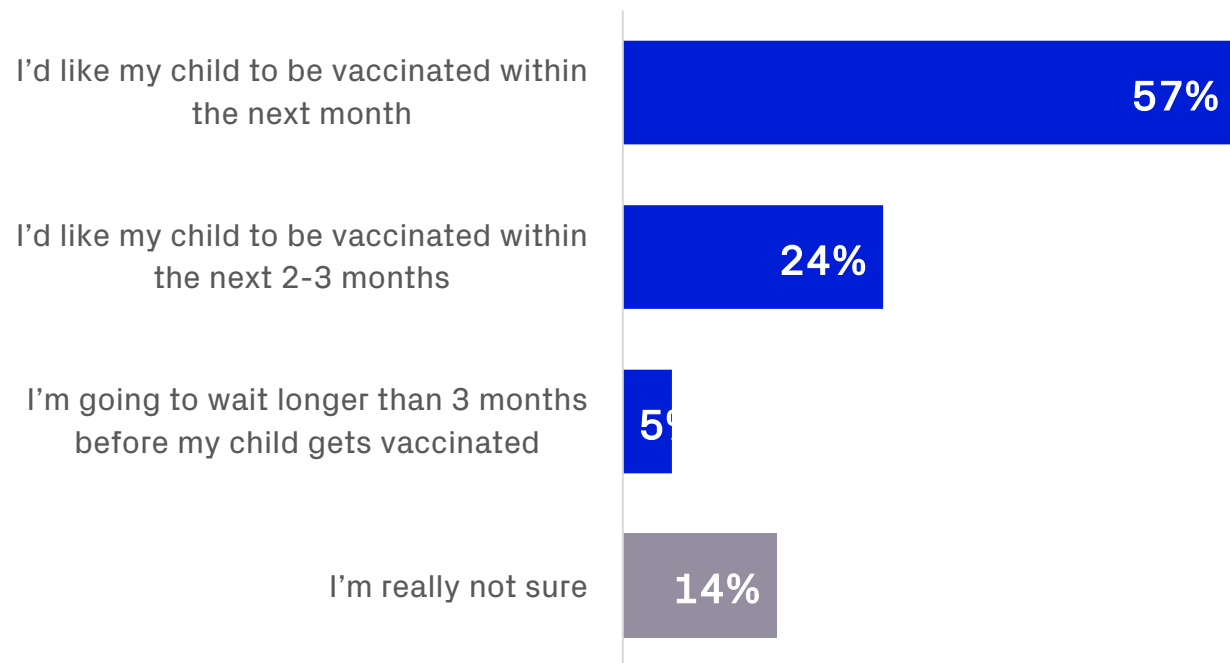
Other motivators

Source: Parents vaccine barriers (Jan 2022)
 Q: Which of the following are most likely to make you want to get your child vaccinated?
 Base: Jan-22 total sample, n=401



And over half of parents want their child/ren to be vaccinated within the next month

PREFERRED TIME FOR VACCINATION OF CHILD/REN



NET within the next 3 months 71%

Parents who prefer to wait are doing so for **safety reasons** (waiting to see if there are side effects, to see if it's safe, or waiting on confirmation from their GP/healthcare professional).

Those with children who have a disability are also more likely to want their child/ren to be vaccinated within the next 2-3 months (45% compared to 24% total sample).

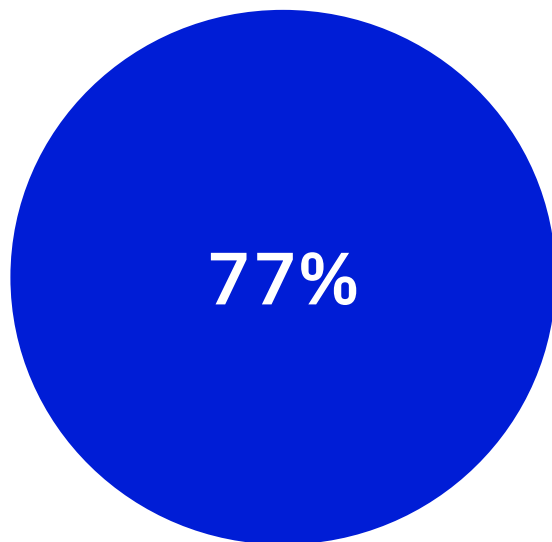
Source: Parents vaccine barriers (Jan 2022)

Q: Which of the following statements best describes when you'd like your child to get vaccinated?

Base: Jan-22 NET likely to get their child vaccinated, n=238

For those with children old enough, most are having conversations with them about the vaccination process

This is particularly important amongst Māori, as they have more of a whānau based decision making approach



Of parents have had a **discussion with their child/ren** about them getting the vaccine

"We talk around the table about what we are doing about Covid, with our 7- and 10-year-old and they understand. We make sure the 5-year-old is listening. The main thing for my oldest is that her favourite teacher won't be at school because she isn't vaccinated. They only want to know about the reasons for doing safe things not about getting the injection."

- Māori, Female 26, 4 tamariki, suburban.

"I left it up to the older kids if they wanted it or not, I said they could go and do their own research and they came back with crazy stuff from Tiktok like it making you magnetic."

- Pasifika Male 41, 9 tamariki, Auckland, suburban

Source: Parents vaccine barriers (Jan 2022)

Q: Have you had a discussion with your child about them getting the COVID-19 vaccine?

Base: Jan-22 total sample, n=401

IMPLICATION

For the most part vaccine intention is high, with familiarity of the situation driving this decision.

Fear of their children missing out also plays a key role in motivating parents to get their children vaccinated, but almost 1 in 4 parents are still unlikely to get their children vaccinated.

So what are the barriers to vaccinating children?

Barriers to vaccination

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1 in 3 parents are unsure whether the current approach to children aged 5-11 years getting vaccinated is a step in the right direction

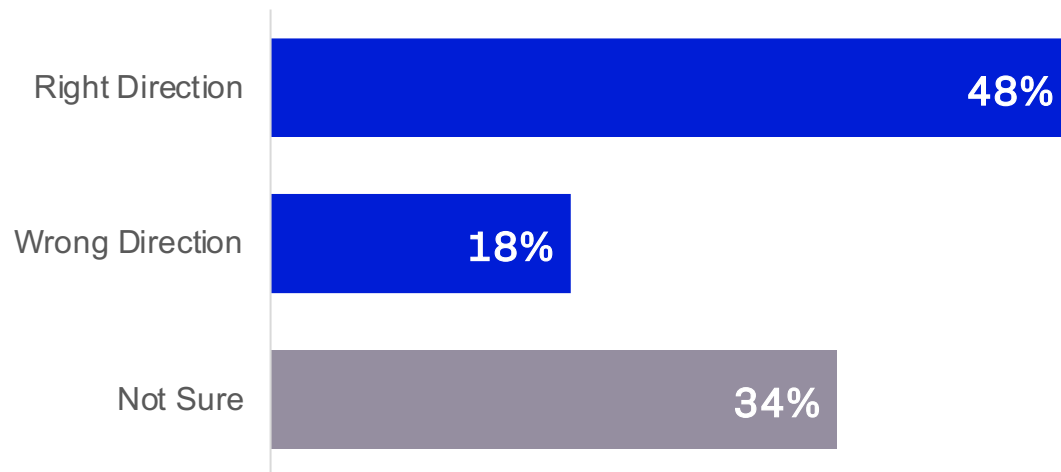
"I need to know more about what Omicron is really. It's too soon to know I reckon, need more time. I'm not keen full stop. But my 11-year-old is feisty and smart, and she will be talking (through) the decision with me but I'm the final word. Don't know if I'll change my tune though. I'll wait and see, talk to the doctor and then maybe."

- Māori, Female 31, 2 tamariki, rural remote

"I don't know if they need a double vax or how long it will be between vaccinations, I think there should be something like 12 weeks between them because they have small little bodies, I wouldn't rush to get the second one. I don't want them to have too much of the vaccination at once...and they say we now need a booster so do kids need boosters? the nurse said their immune system couldn't handle a booster."

- Pasifika Female, 43, 5 tamariki, Northland, rural

PERCEPTIONS ON CURRENT APPROACH TO 5-11 YEAR OLDS GETTING VACCINATED



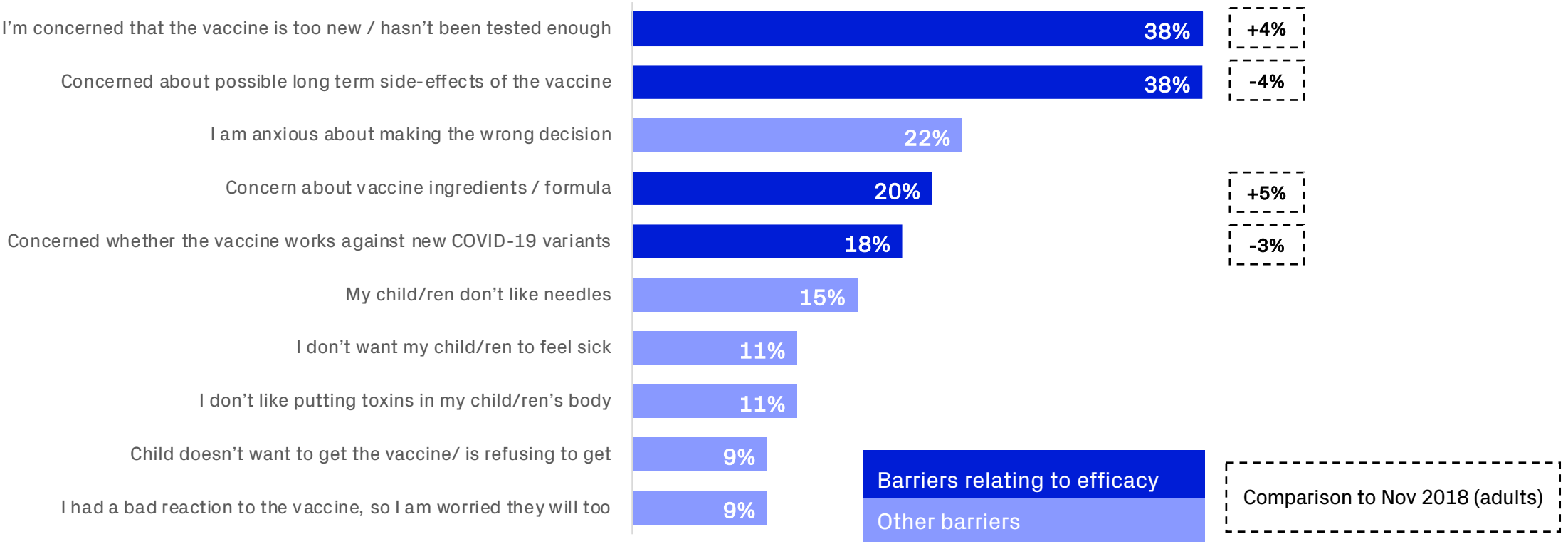
Source: Parents vaccine barriers (Jan 2022)

Q: Do you feel the current approach to children aged 5-11 receiving the COVID-19 vaccine is a step in the...?

Base: Jan-22 total sample, n=401

The top barriers continues to relate to efficacy of the vaccine

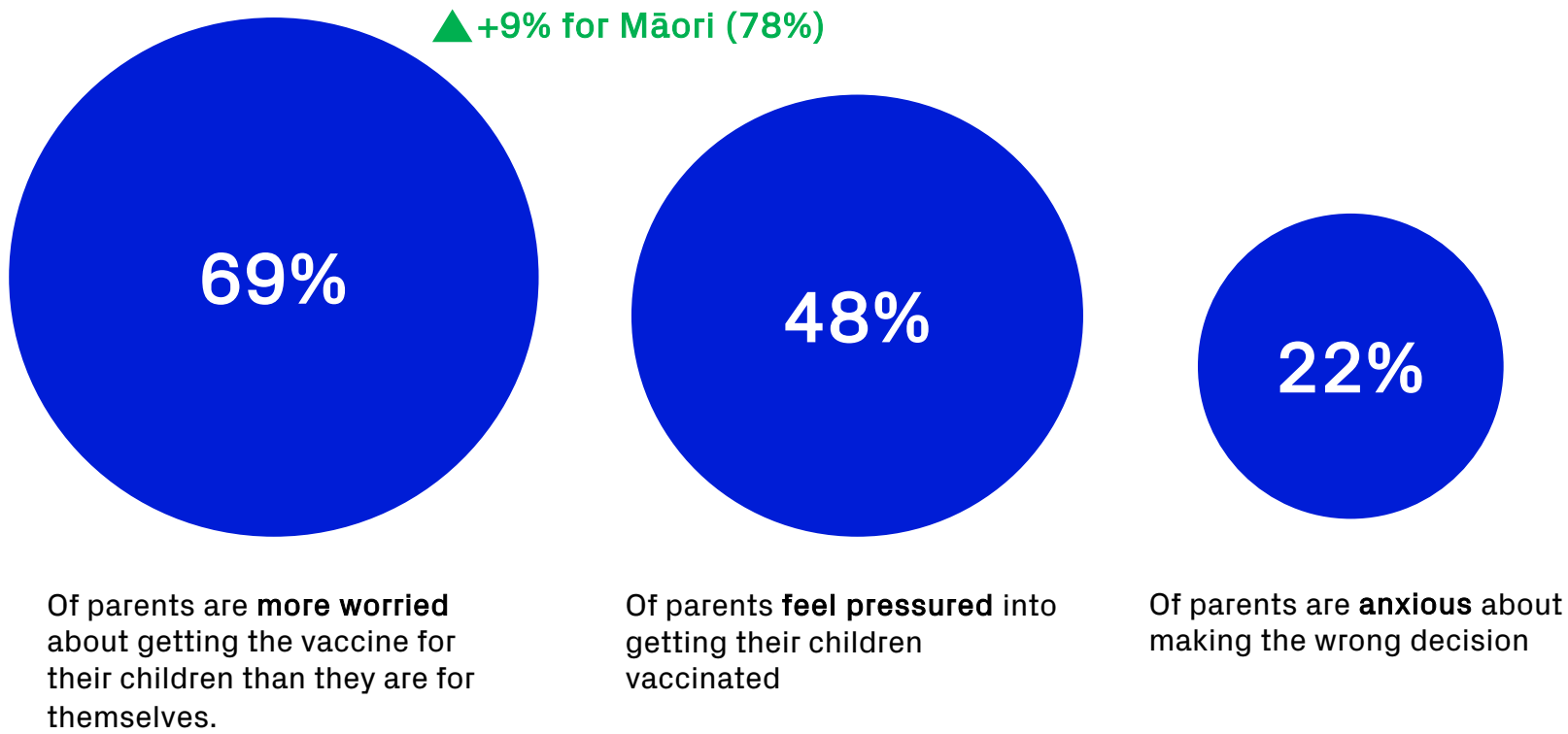
BARRIERS TO VACCINATION – TOP 10



Source: Parents vaccine barriers (Jan 2022), Vaccine barriers and motivations (Nov 2021)
 Q: Below are some of the reasons that other parents have said as to why they are unlikely to get their children vaccinated. Do any of the following apply to you?
 Base: Jan-22 total sample n=401, Nov 2021 total sample n=306

Significantly higher / lower than adults (Nov 2021 vaccine barriers)

And parents feel heightened pressure or anxiety over making an important decision on behalf of their tamariki



"My girl isn't old enough to talk about what to do. She knows about what Covid is but only about masks and things. It's hard eh, they're just little. I'm against it really. What's in it and how much? I don't know."

- Māori, Male, 35, 1 tamariki 5 years, Urban

"I think they're far too young for the vaccination and they shouldn't have it until they're old enough to make the decision, along with me, for themselves. 12 is too young should be older when they're maturing."

- Māori, Female, 26, 1 tamariki 9, others 1 and 4, urban

"I'm their voice, it's a big responsibility."

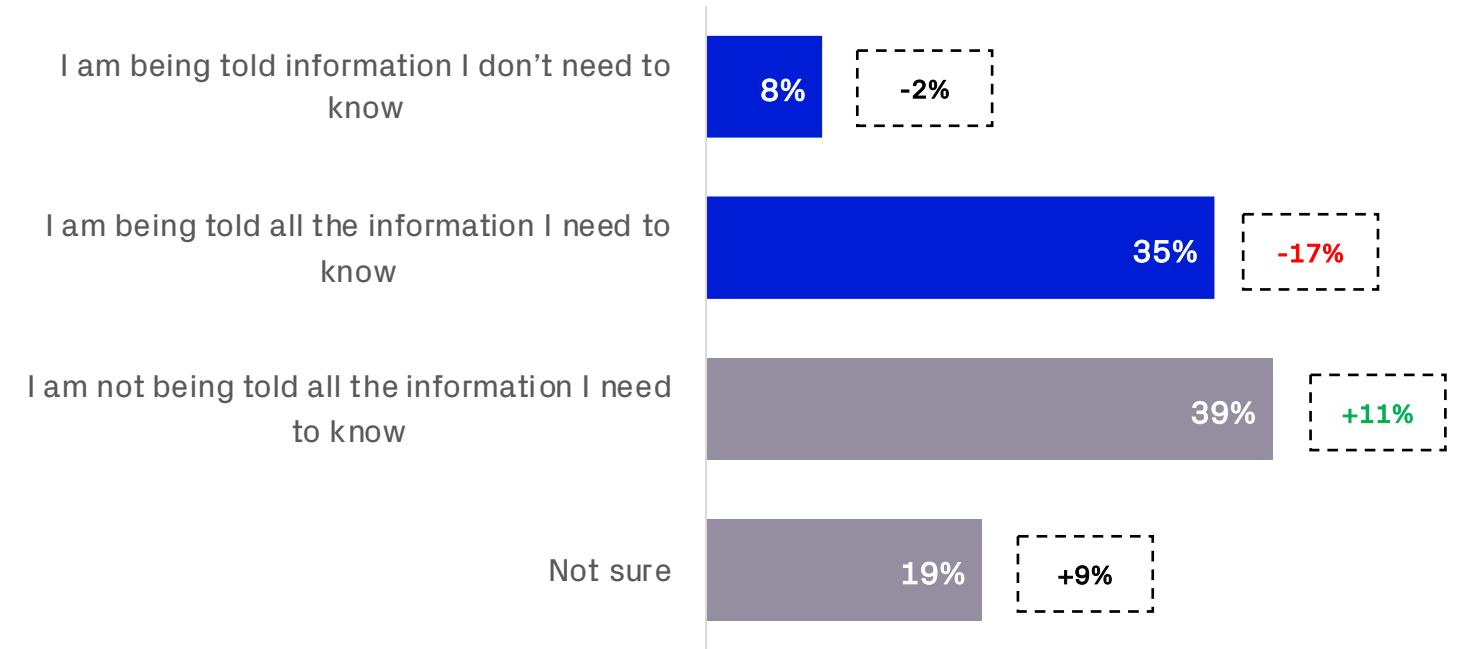
- Pasifika Female, 37, 3 tamariki, Auckland urban

Source: Parents vaccine barriers (Jan 2022)
 Q: To what extent do you agree with the following statements?
 Base: Jan-22 total sample, n=401

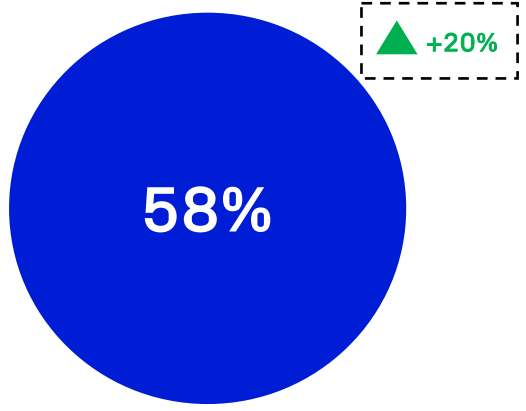
 Significantly higher / lower for Māori compared to total sample

Parents need reassurance through information to make this big decision

INFORMATION QUALITY



PARENTS NET: not enough info + unsure

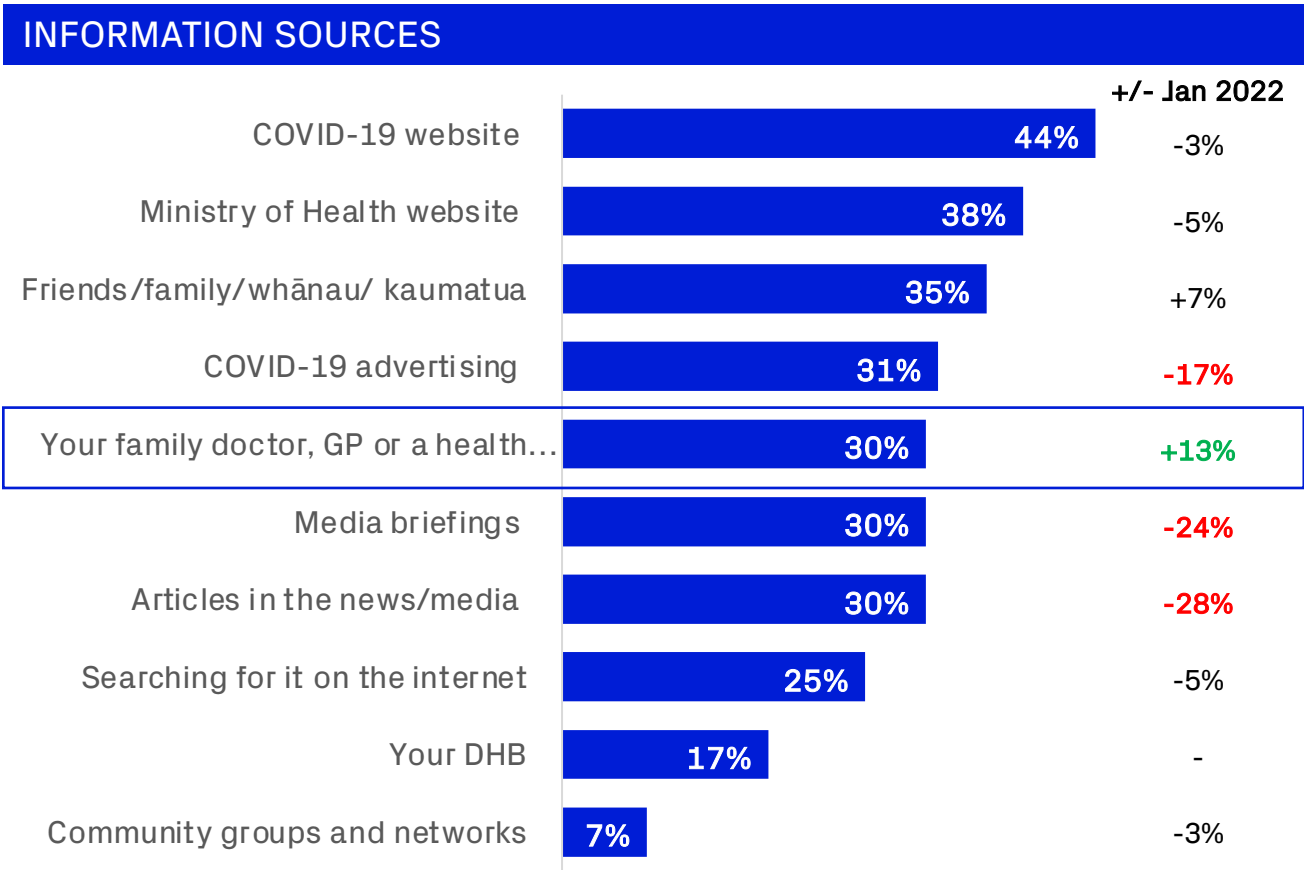


Comparison to Jan 22 Immediate Needs (adults)

Source: Parents vaccine barriers (Jan 2022), Sentiment and behaviour (Jan 2022)
 Q: How do you feel about the quality of information about children aged 5-11 getting the COVID-19 vaccine that is currently being provided?
 Base: Parents Jan-22 total sample n=401, Sentiment and behaviour Jan-22 total sample n=944

Significantly higher / lower than than adults (Jan 2022 Sentiment and behaviour)

And they are more likely to want it from people who are close to them and know their child (compared to getting information for themselves)



“My paediatrician saved my pepe's life and both her and my doctor were great, talking straight up, all the information and understanding. They'll be my go-to for information that's best for my tamariki.”

- Māori, Female 26, 3 tamariki 5,7,10 and pepe 3, urban

There is a **disparity in information sources used** between adults who are looking for information on the vaccine for themselves, and parents who are looking for information on the vaccine for their child/ren.

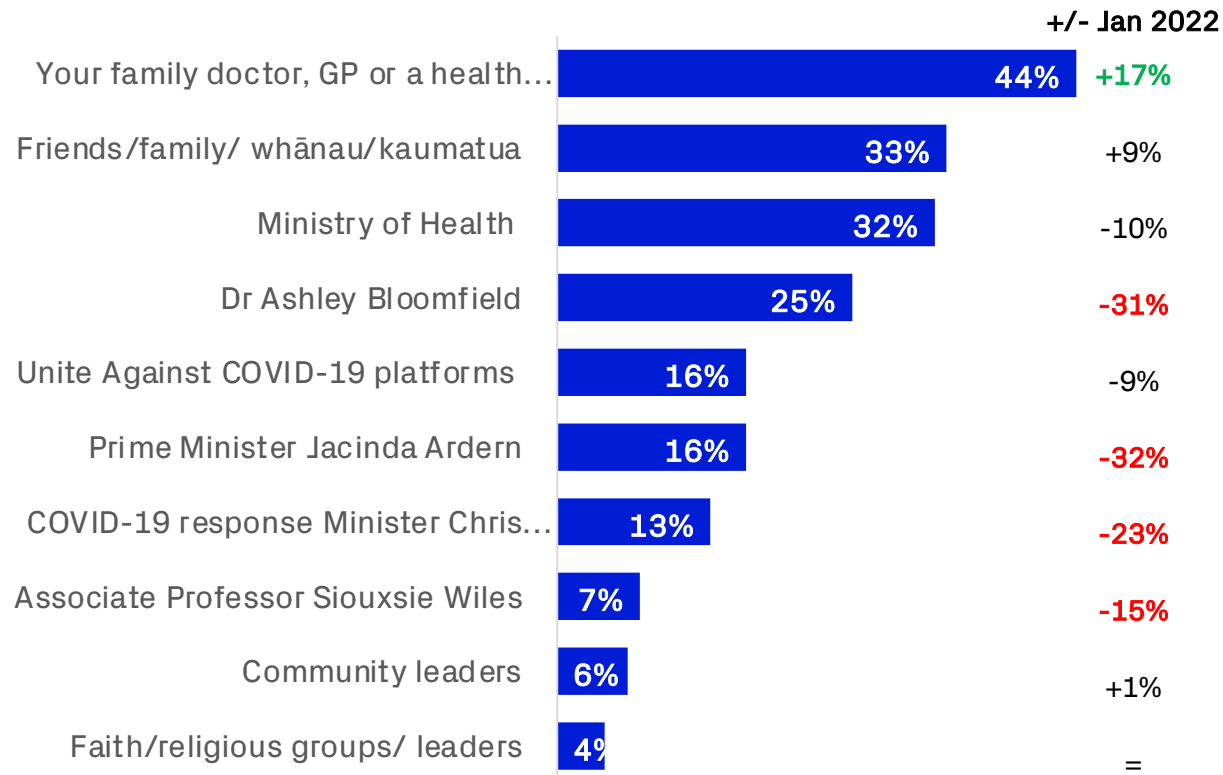
Parents are more likely to rely on information from **those who are familiar with their child** and their child's needs, while adults were more likely to use media briefings and articles when thinking about themselves.

Source: Parents vaccine barriers (Jan 2022), Sentiment and behaviour (Jan 2022)
 Q: Where are you getting information from to keep up to date about children getting the COVID-19 vaccine?
 Base: Parents Jan-22 total sample n=401, Sentiment and behavior Jan-22 total sample n=944

Significantly higher / lower than than adults (Jan 2022 Sentiment and behaviour)

The role of the GP is important in this decision

SOUGHT OUT OPINIONS



While COVID-19 specific sources are still valued and sought out when it comes to gathering information on the vaccine for children, they are no longer the number one sought out opinion.

Interactions with Māori need to be adapted to allow for extra time and conversation for whānau to process the experience and think through the decision – this is preferred to receiving a pamphlet or list of things to consider.

5 of the 6 Māori interviewed mentioned already having strong and trusted relationships with a medical professional as their tamariki had pre-existing health conditions. They felt this provided a safe space to have these conversations.

Source: Parents vaccine barriers (Jan 2022), Sentiment and behaviour (Jan 2022)
 Q: Whose opinion do you listen to or seek out in regard to children aged 5-11 getting the COVID-19 vaccine?
 Base: Parents Jan-22 total sample n=401, Sentiment and behaviour Jan-22 total sample n=944



IMPLICATION

We need to address efficacy related concerns and provide emotional reassurance.

Parents are ready to be guided on the next step of the decision-making journey, but they need to be supported by those close to them and their GP/health professional.

Māori require a specialized approach – they need a more personalized and in-depth session with their GP to discuss this.



**Information needs
and the ideal
vaccination
experience**

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Parents need success stories for reassurance on this big decision

Case study style communications will help reaffirm parents' decision to vaccinate. Parents need to see that it's safe for their little ones – they want to know how the vaccine works in smaller bodies.

"What I want to know - are all the governments children vaccinated, it would help a little to know that they have put their kids through this so that it's not just about pushing it out on us, that would give me reassurance and I want to see the numbers, like 60 percent of the children in hospital with covid are unvaccinated."

- Pasifika Female, 34, 3 tamariki, Auckland urban

"I'm waiting to make sure; I'm scared to be the first to go, I want to see that there are no adverse reactions, I will look at how many children are getting omicron, side effects, what the implications are of not getting it."

- NZ European Female, 32, 2 tamariki, Canterbury, rural

And children need them too – they need to see themselves represented having a positive experience

Child modelling will provide tamariki with someone they can relate to and reassure them that they will be okay throughout the vaccination process.

“Need to have something like ads or videos or Tiktok – the kids love Tiktok with other kids showing them getting the vax, with fun stuff, not serious or too much talking.”

- Māori, Female 31, rural remote

The ideal vaccination experience is a calm space that is visually appealing for children

Māori in particular, mentioned tamariki receiving incentives or treats (i.e., lolly or a sticker), having enough time to properly talk through the process with the health professional and being a visually child-friendly space as being key to creating a positive and inviting environment for their tamariki.

“The centre is where they'd go if I decide. But bright and light, colourful and play-things, some music. An ice cream or ice block afterwards.”

- Māori, female 37, 3 tamariki, 1 pepe, suburban

“Has to be nice space, child friendly, even if I go to the doctors, somewhere not with adults.”

- Māori, female 29, 1 tamariki, rural (just moved from remote)

In order to be effective, communications need to be personable, kind and positive

Most parents already know their children will be safer vaccinated, we just need to remove the emotional hurdles of the decision to get them over the line

"My ideal info is easy, quick soundbites and pictures with numbers – draw us in first before expecting us to do this...make it easy to read full points relatable, don't just say have some free KFC that's not good for our health and they don't do that in North Shore with white people or Asians."

- Pasifika Female, 37, 3 tamariki, Auckland urban

"We need more information about what the steps are for the children, something easy and quick to read, not something hefty."

- Pasifika Female, 34, 5 tamariki, Northland rural

And for Māori, extra care and listening respectfully is most important for kanohi-to-kanohi interactions

“My medical professionals have spoken to me like an equal and that's why I will get my information from them after I see more about Omicron.”

– Female 26, Māori, suburban

“I find out about stuff by reading the school newsletters. Or I go up to the school when I pick her up to ask about things. Her teacher is really nice and the lady at the front desk. I don't like going to other places where they're not listening – so I don't listen.”

- Male 35, Māori, Urban

“I won't be talked down to. My mana won't be trampled.”

- Female 37, Māori, suburban

Appendix

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**Likelihood to vaccinate
children 5-11 years old**

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Parents' perceived likelihood of catching COVID-19

By equity groups

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
You being infected with the COVID-19 <u>Delta</u> variant in the next few months	77%	80%	73%	85%
You being infected with the COVID-19 <u>Omicron</u> variant in the next few months	82%	83%	74%	87%
Your <u>child</u> being infected with the COVID-19 <u>Delta</u> variant in the next few months	77%	82%	68%	82%
Your <u>child</u> being infected with the COVID-19 <u>Omicron</u> variant in the next few months	81%	80%	72%	87%

Source: Parents vaccine barriers (Jan 2022)
 Q: What do you think are the chances of...? (little chance + some chance + high chance)
 Base: Jan-22 total sample, n=401



Significantly **higher** / **lower** than total sample

Likelihood to vaccinate their child/ren

By equity groups

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
NET likely	64%	68%	62%	61%
NET unlikely	21%	15%	21%	24%
Definitely	31%	35%	34%	20%
Most likely	16%	14%	11%	28%
Likely	17%	19%	16%	13%
Unlikely	2%	2%	1%	1%
Most unlikely	1%	1%	0%	0%
Definitely not	17%	12%	20%	23%
I'm really not sure	16%	18%	17%	15%

Source: Parents vaccine barriers (Jan 2022)

Q: Do you intend for your child to get the COVID-19 vaccine?

Base: Jan-22 those who are open to getting their child vaccinated, n=334 NOTE: NET rural sample too small n=29, so has not been included



Significantly higher / lower than total sample

Motivations to vaccinate their child/ren

By equity groups

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
I want to keep my child safe from COVID-19	51%	54%	61%	51%
To protect my friends/family/whānau	42%	55% ▲	47%	34%
So they can keep on doing the activities they enjoy	36%	46% ▲	46%	37%
I think it's the right thing to do	31%	42% ▲	37%	38%
So they can keep going to school	30%	40% ▲	38%	26%
To protect vulnerable people	28%	35%	44%	32%
So they don't transmit COVID-19 in our community	27%	34%	51%	26%
To travel overseas / get a vaccine passport	26%	20%	24%	12%
My sense of duty to NZ	18%	21%	27%	21%
It's in line with my values	15%	20%	16%	12%
Their extra-curricular activities require them to be vaccinated	15%	18%	24%	11%
My child has asthma or other health conditions	10%	15%	18%	13%
Everyone else is doing it	6%	11%	8%	4%
I don't want to be seen to not be following the guidelines	4%	5%	2%	6%
Others in our social group are	4%	3%	2%	5%

Source: Parents vaccine barriers (Jan 2022)

Q: Which of the following are most likely to make you want to get your child vaccinated?

Base: Jan-22 total sample, n=401



Significantly higher / lower than total sample

Preferred time for child's vaccination

By equity groups

	Total (n=238)	Māori (n=67)	Pasifika (n=25)	Disabled children (n=31)
I'd like my child to be vaccinated within the next month	57%	52%	57%	56%
I'd like my child to be vaccinated within the next 2-3 months	24%	33%	12%	32%
I'm going to wait longer than 3 months before my child gets vaccinated	5%	4%	18%	1%
I'm really not sure	14%	10%	13%	11%

Source: Parents vaccine barriers (Jan 2022)

Q: Which of the following statements best describes when you'd like your child to get vaccinated?

Base: Jan-22 NET likely to get their child vaccinated, n=238



Significantly higher / lower than total sample

Discussions with child/ren about the vaccine

By equity groups

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
Yes	77%	75%	65%	83%
No	23%	25%	35%	17%

Source: Parents vaccine barriers (Jan 2022)
 Q: Have you had a discussion with your child about them getting the COVID-19 vaccine?
 Base: Jan-22 total sample, n=401

  Significantly higher / lower than total sample

Barriers to vaccinate children 5-11 years old

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Perceptions on current approach to getting children 5-11 years vaccinated

By equity groups

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
Right direction	48%	48%	49%	47%
Wrong direction	18%	16%	4%	18%
Not sure	34%	36%	48%	36%

Source: Parents vaccine barriers (Jan 2022)

Q: Do you feel the current approach to children aged 5-11 receiving the COVID-19 vaccine is a step in the...?

Base: Jan-22 total sample, n=401



Significantly higher / lower than total sample

Barriers to vaccination of children 5-11 years

By equity groups – top 10

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
Concerned about possible long term side-effects of the vaccine	38%	32%	48%	41%
I'm concerned that the vaccine is too new / hasn't been tested enough	38%	38%	42%	54%
I am anxious about making the wrong decision	22%	25%	26%	24%
Concern about vaccine ingredients / formula	20%	14%	25%	27%
Concerned whether the vaccine works against new COVID-19 variants	18%	13%	41% ▲	20%
My child/ren don't like needles	15%	17%	14%	14%
I don't want my child/ren to feel sick	11%	10%	32% ▲	17%
I don't like putting toxins in my child/ren's body	11%	8%	16%	15%
Child doesn't want to get the vaccine/ is refusing to get	9%	12%	5%	18%
I had a bad reaction to the vaccine, so I am worried they will too	9%	7%	11%	19%

Source: Parents vaccine barriers (Jan 2022)

Q: Below are some of the reasons that other parents have said as to why they are unlikely to get their children vaccinated. Do any of the following apply to you?

Base: Jan-22 total sample n=401



Significantly higher / lower than total sample

Barriers to vaccination of children 5-11 years

By equity groups – ranks 11-20

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
Concerned about the experience upsetting my child e.g. other kids screaming, angry protesters	8%	8%	13%	8%
Children don't really get sick from COVID19, so they don't need the vaccine	8%	4%	6%	1%
I don't think the COVID19 vaccine works	7%	3%	3%	16%
I don't like being told what to do	6%	2%	3%	11%
Other people are telling me not to	6%	3%	4%	5%
It's not in line with my personal values	5%	4%	0%	11%
Concerned about going to a vaccination centre at the current Alert Level	5%	2%	3%	12%
Haven't thought about it / got around to it yet	4%	6%	6%	4%
I don't believe COVID19 is an issue	3%	1%	2%	1%
I want them to catch Omicron to help their future immunity	3%	3%	0%	2%

Source: Parents vaccine barriers (Jan 2022)

Q: Below are some of the reasons that other parents have said as to why they are unlikely to get their children vaccinated. Do any of the following apply to you?

Base: Jan-22 total sample n=401



Significantly higher / lower than total sample

Barriers to vaccination of children 5-11 years

By equity groups – ranks 21-30

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
I don't want them to miss school if they get sick from the vaccine	3%	3%	3%	8%
Have been unable to get an appointment	3%	7%	0%	1%
My child/ren is unable to get the vaccine due to medical reasons	2%	2%	1%	2%
No one close to us has got the vaccine	2%	1%	2%	7%
The vaccination sites are unable to provide for their needs e.g. extra support or assistance, environmental factors, sign language interpreter	2%	5%	3%	5%
Household / personal situations means it's hard to find the time	2%	2%	6%	4%
I don't know how / where to take them	2%	2%	0%	2%
I don't know which vaccination sites are able to provide for their needs e.g. extra support or assistance, environmental factors, sign language interpreter	1%	3%	2%	1%
Can't get to a vaccination location easily	1%	0%	0%	1%
I don't believe in vaccines at all	1%	0%	2%	0%

Source: Parents vaccine barriers (Jan 2022)

Q: Below are some of the reasons that other parents have said as to why they are unlikely to get their children vaccinated. Do any of the following apply to you?

Base: Jan-22 total sample n=401



Significantly higher / lower than total sample

Attitudes towards vaccinating children 5-11 years

By equity groups – top 7

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
I am more worried about getting the vaccine for my children than I was for myself	69%	78% ▲	56%	83%
The Health professionals administering the Covid-19 vaccine are genuinely interested in the wellbeing of my tamariki/child/ren	57%	61%	46%	56%
Vaccines for children are generally safe	56%	54%	39%	59%
I trust vaccine providers/vaccination sites with my tamariki (child/ren)	55%	50%	45%	54%
The Covid-19 vaccine is our best option of protecting children from the virus	52%	53%	39%	54%
I am feeling pressured into getting my children vaccinated	48%	46%	44%	69%
There is sufficient opportunity to ask questions and engage with vaccination providers about the Covid-19 vaccination	46%	52%	45%	41%

Source: Parents vaccine barriers (Jan 2022)
 Q: To what extent do you agree with the following statements?
 Base: Jan-22 total sample, n=401



Significantly higher / lower than total sample

Attitudes towards vaccinating children 5-11 years

By equity groups – bottom 7

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
New vaccines (like COVID-19) have more risks than older vaccines	37%	29%	29%	47%
Vaccinations use culturally appropriate practices	33%	26%	7%	22%
Vaccines can cause long term health side effects for children	30%	36%	35%	50%
I think vaccinations should be more whānau based and holistic	28%	43% ▲	15%	48%
There is an opportunity to include Maturanga Maori or rongoa Maori practices as part of the vaccination process	28%	45% ▲	18%	38%
I prefer my child/ren get natural immunity from a disease, rather than immunity from a vaccine	24%	25%	17%	34%
My child/ren's immune system could be weakened by vaccinations	24%	28%	19%	42%

Source: Parents vaccine barriers (Jan 2022)
 Q: To what extent do you agree with the following statements?
 Base: Jan-22 total sample, n=401



Significantly higher / lower than total sample

Information quality

By equity groups

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
I am being told information I don't need to know	8%	3%	11%	11%
I am being told all the information I need to know	35%	34%	29%	31%
I am not being told all the information I need to know	39%	40%	43%	36%
Not sure	19%	24%	17%	22%
NET not being told all the information I need to know + not sure	57%	64%	60%	58%

Source: Parents vaccine barriers (Jan 2022)

Q: How do you feel about the quality of information about children aged 5-11 getting the COVID-19 vaccine that is currently being provided?

Base: Parents Jan-22 total sample n=401



Significantly higher / lower than total sample

Information sources

By equity groups – top 10

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
COVID-19 website (covid19 govt nz)	44%	38%	58%	37%
Ministry of Health website (health govt nz)	38%	33%	38%	46%
Friends/family/whānau/ kaumatua	35%	38%	46%	32%
COVID-19 advertising (e.g. on radio, TV or in newspapers, posters, leaflets, fliers, online, social media)	31%	25%	28%	22%
Your family doctor, GP or a health care professional	30%	30%	28%	27%
Articles in the news/media (newspapers, TV, radio or online news websites) e.g. One News, Newshub, RNZ, Newstalk ZB, etc	30%	30%	34%	22%
Media briefings (e.g. from Prime Minister, Ministers or Director General of Health)	30%	29%	37%	43%
Searching for it on the internet	25%	30%	27%	22%
Your DHB	17%	10%	23%	22%
Community groups and networks	7%	7%	19%	5%

Source: Parents vaccine barriers (Jan 2022)

Q: Where are you getting information from to keep up to date about children getting the COVID-19 vaccine?

Base: Parents Jan-22 total sample n=401



Significantly higher / lower than total sample

Information sources

By equity groups – remaining 7

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
Social media posts and pages (which ones?)	6%	9%	10%	15%
Overseas sources (please specify)	4%	6%	0%	9%
Faith/religious groups/ leaders	3%	1%	2%	8%
Māori health provider/ Māori GP	3%	9%	4%	6%
Iwi/hapū/marae	1%	3%	0%	2%
karawhiau co nz	1%	3%	3%	0%
Other Maori organisations/groups (please specify)	0%	0%	0%	1%

Source: Parents vaccine barriers (Jan 2022)

Q: Where are you getting information from to keep up to date about children getting the COVID-19 vaccine?

Base: Parents Jan-22 total sample n=401



Significantly higher / lower than total sample

Sought out opinions

By equity groups – top 10

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
Your family doctor, GP or a health care professional	44%	46%	47%	38%
Friends/family/ whānau/kaumatua	33%	32%	49%	37%
Ministry of Health e.g Healthline	32%	31%	48%	31%
Dr Ashley Bloomfield	25%	30%	35%	34%
Unite Against COVID-19 platforms (social media, website)	16%	21%	21%	14%
Prime Minister Jacinda Ardern	16%	17%	29%	22%
COVID-19 response Minister Chris Hipkins	13%	20%	24%	16%
Associate Professor Siouxsie Wiles	7%	9%	6%	9%
Community leaders	6%	5%	7%	10%
Employer	4%	9%	13%	7%

Source: Parents vaccine barriers (Jan 2022)

Q: Whose opinion do you listen to or seek out in regard to children aged 5-11 getting the COVID-19 vaccine?

Base: Parents Jan-22 total sample n=401



Significantly higher / lower than total sample

Sought out opinions

By equity groups – bottom 10

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
Faith/religious groups/ leaders	4%	2%	4%	3%
Michael Baker	3%	6%	6%	3%
Māori healthcare provider/Māori GP	3%	10%	3%	7%
Neighbours	2%	5%	0%	5%
Politicians/MPs	2%	1%	0%	1%
Other public figures	2%	0%	0%	1%
Iwi/hapū/marae	2%	10% ▲	0%	5%
Kaumatua/Kuia	2%	8%	0%	7%
Shaun Hendy	1%	4%	3%	3%
Sir David Skegg	1%	0%	0%	2%

Source: Parents vaccine barriers (Jan 2022)

Q: Whose opinion do you listen to or seek out in regard to children aged 5-11 getting the COVID-19 vaccine?

Base: Parents Jan-22 total sample n=401



Significantly higher / lower than total sample

Additional questions

TRA

Information access

By equity groups

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
T2B	38%	37%	28%	36%
Strongly agree	11%	6%	21%	1%
Agree	27%	31%	7% ▼	35%
In between	33%	33%	43%	32%
Disagree	17%	22%	15%	20%
Strongly disagree	8%	5%	5%	12%
B2B	25%	27%	20%	32%
Not sure	4%	3%	9%	0%

Source: Parents vaccine barriers (Jan 2022)

Q: From everything you've seen or heard about the COVID-19 vaccine for children aged 5-11, do you agree that you have access to all the information you want and need?

Base: Parents Jan-22 total sample n=401



Significantly higher / lower than total sample

Preferred location for child's vaccination

By equity groups

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
At their GP	42%	33%	32%	36%
At a 'Pop-up' vaccination clinic (e.g., malls, shopping centres, marae, church, community centre)	11%	10%	8%	7%
Unsure	10%	4%	11%	12%
At a Pharmacy	8%	7%	10%	5%
At a drive through clinic	7%	14%	17%	11%
At their school	6%	7%	5%	10%
At home	4%	7%	1%	3%
At a Māori health provider service (e.g., whānau ora)	3%	9%	0%	7%
At a special event	2%	1%	8%	1%
At a Pasifika health provider service	2%	4%	5%	5%

Source: Parents vaccine barriers (Jan 2022)
 Q: Where is your preferred location to get your child vaccinated?
 Base: Parents Jan-22 total sample n=401

  Significantly higher / lower than total sample

Anticipated number of vaccine doses needed to keep children safe from COVID-19

By equity groups

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
One	5%	2%	16%	6%
Two	13%	16%	7%	15%
Three	6%	7%	10%	11%
Four	1%	2%	0%	1%
Five	0%	0%	0%	0%
Six or more	0%	0%	0%	2%
I think they will need to continue getting booster shots indefinitely (like the flu shot)	33%	36%	14%	28%
Not sure	42%	36%	53%	37%

Source: Parents vaccine barriers (Jan 2022)

Q: And how many vaccine doses do you think will be enough to keep your child safe from COVID-19?

Base: Parents Jan-22 total sample n=401



Significantly higher / lower than total sample

General COVID-19 sentiment

By equity groups

	Total (n=401)	Māori (n=116)	Pasifika (n=43)	Disabled children (n=50)
Right direction	42%	39%	54%	53%
Wrong direction	27%	19%	19%	18%
Not sure	30%	43% ▲	27%	29%

Source: Parents vaccine barriers (Jan 2022)
 Q: How do you feel the country is going with handling the impact of and response to COVID-19?
 Base: Parents Jan-22 total sample n=401

  Significantly **higher** / **lower** than total sample