

COVID-19 – Response to communications

BASELINE MEASURE: 30-31 MARCH

CLEMENGER BBDO AND MOH

Agenda

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Covid-19 communications awareness and impact



Overview of objectives and process

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With the lockdown now in place, compliance is critical – both overall and in specific communities. There is an urgent need for intelligence around response. This needs to be able to be cut by specific groups to prioritise efforts.

Project Approach

This baseline measurement of New Zealanders' awareness and behavior towards the Government's Covid-19 actions was conducted by an online survey on Monday 30th and Tuesday 31st of March.

The survey interviewed a nationally representative sample of 1,574 New Zealanders aged over 18.

Quotas were put in place to ensure robust minimum sample sizes for specific groups of interest: Māori, Pasifika, Asian and low socio-economic.

The data was post weighted to be representative of the New Zealand population aged in terms of age, gender, region and ethnicity.

It is important to note that this is an online survey – people who do not have access to digital/internet are not represented.

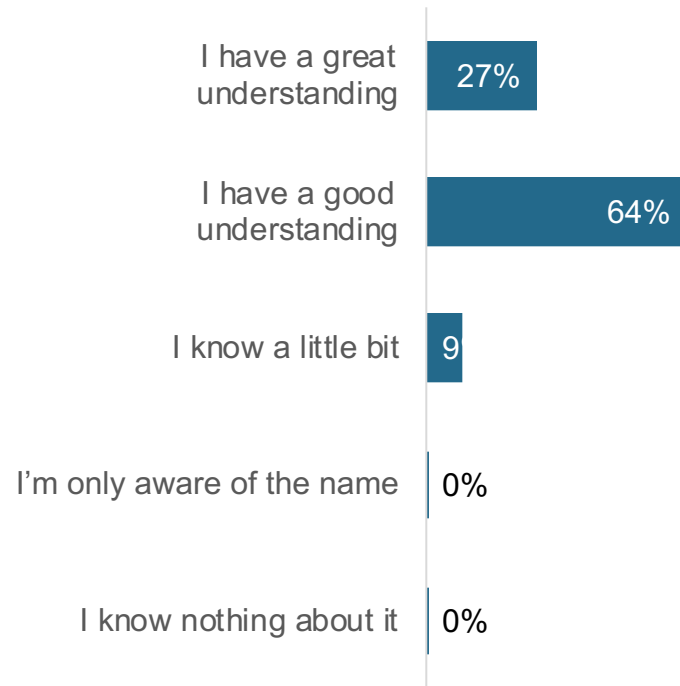
What New Zealanders know about Covid-19

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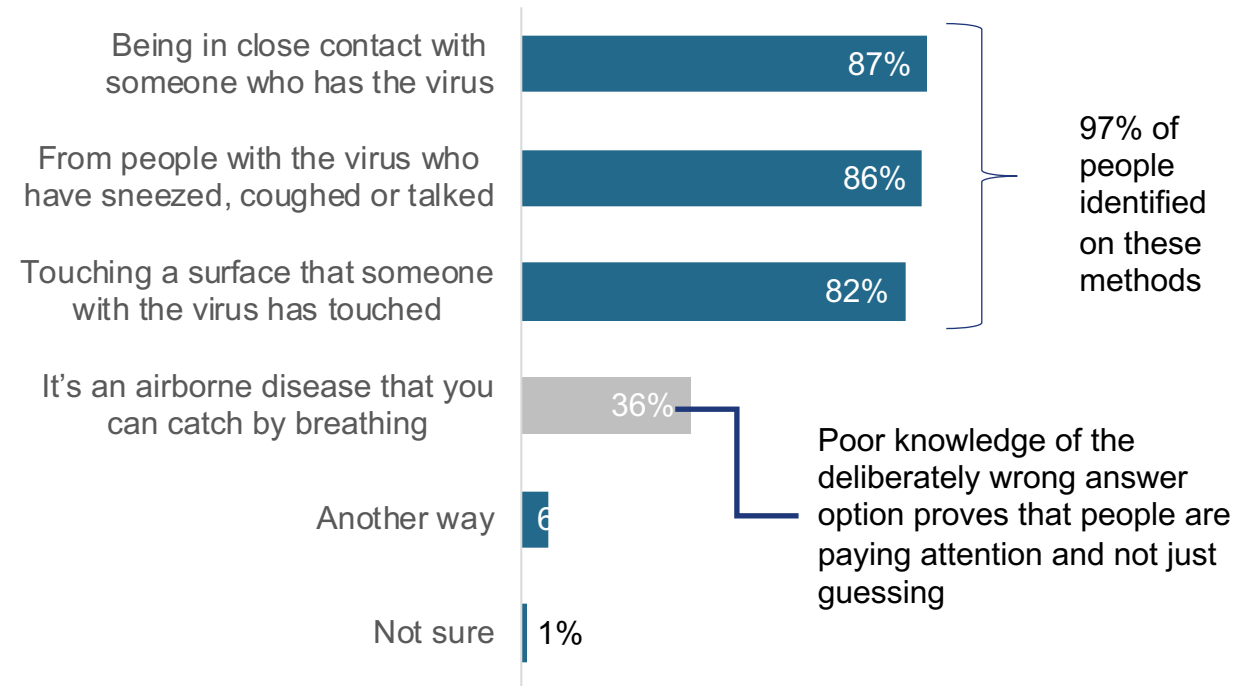
TRA

Despite not entirely trusting their knowledge of Covid-19, almost everyone can identify one of the ways it is spread

Self Stated Knowledge of Covid-19



Methods of Covid-19 Being Spread (Prompted)

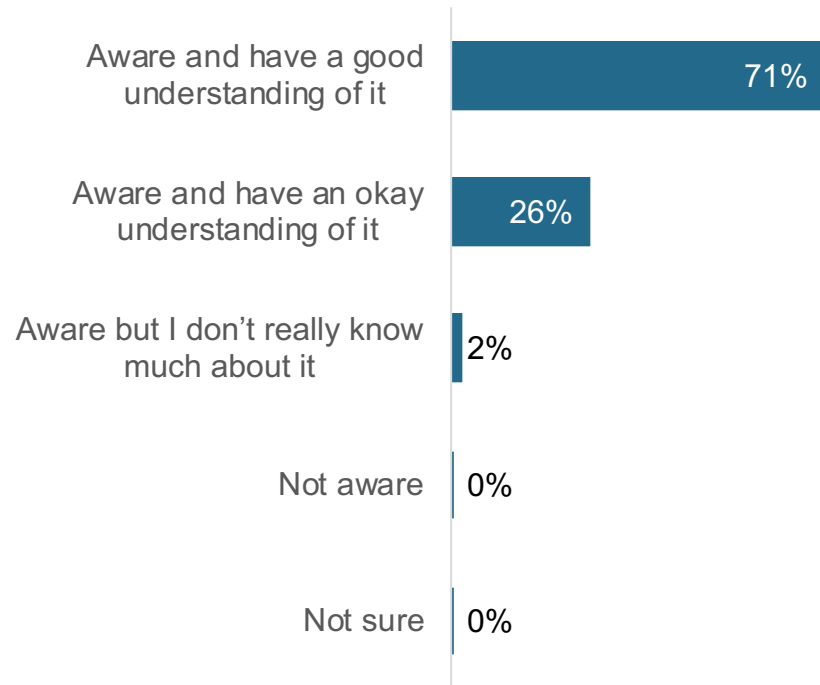


Source: TRA nationally representative survey of 1,574 New Zealanders conducted on the 30th and 31st of March
 Q Through this survey we'll be asking you about Covid-19, which is also known as Coronavirus. Both terms are interchangeable.
 How well do you think you understand the Covid-19 virus and the situation New Zealand, and the world is facing?

Q Do you know how Covid-19 is spread?

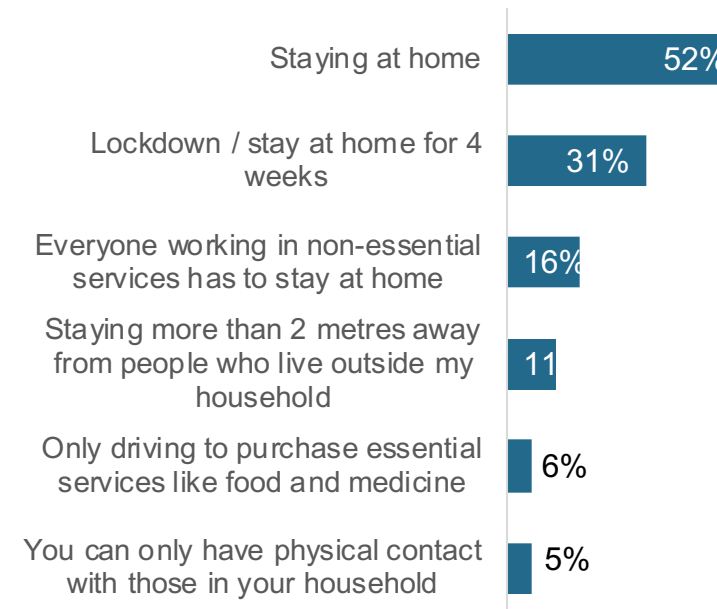
The alert system has been highly effective and is well understood, particularly with the stay at home message

Awareness and Knowledge of the Alert System



When asked, unprompted, what alert level New Zealand was at, 100% of respondents said level 4.

Understanding of What Level 4 Means (Unprompted)

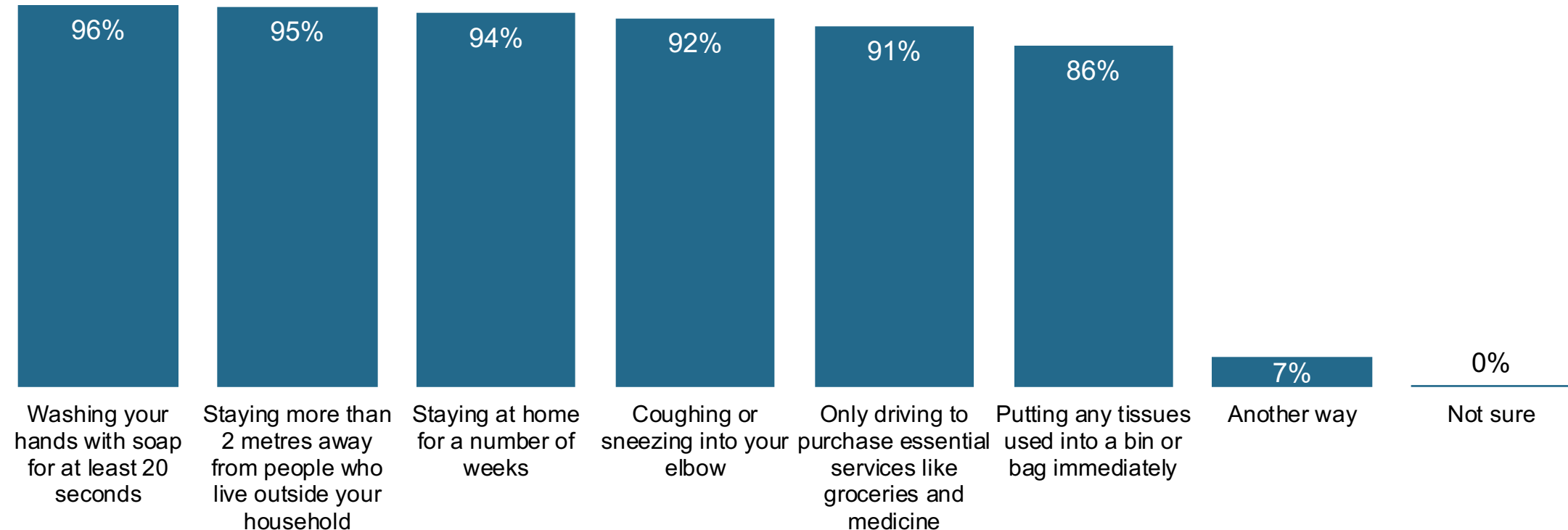


All mentions above 5%. In an unprompted question, people will say what's top of mind, which isn't necessarily all their knowledge.

Q Are you aware of the Government's Covid-19 level alert system?
 Q What Covid-19 alert level is New Zealand at?
 Open-ended response
 Q New Zealand is at Covid-19 Level 4. What does this mean to you?
 Open-ended response

There is very strong understanding of the main ways of stopping the spread of Covid-19

Knowledge of Ways to Stop Covid-19 Spread (Prompted)



Source: TRA nationally representative survey of 1,574 New Zealanders conducted on the 30th and 31st of March
 Q Which of the following things can you do to stop the spread of Covid-19?

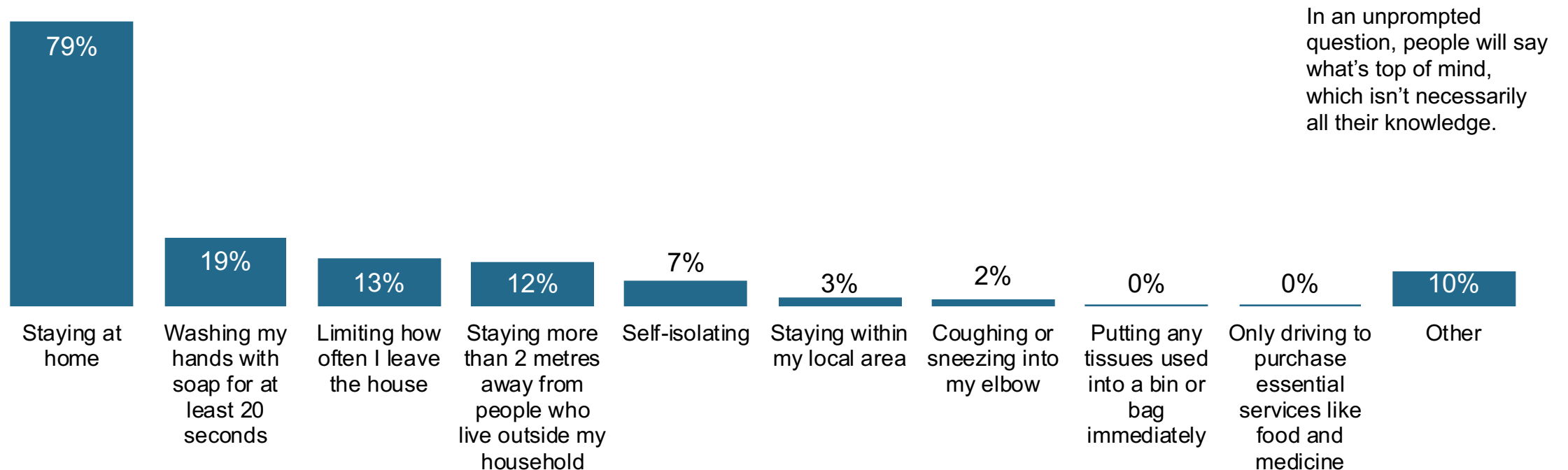


How New Zealanders are responding to the current situation

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As it has the greatest impact on peoples' lives, staying at home was the main action people mentioned they were doing

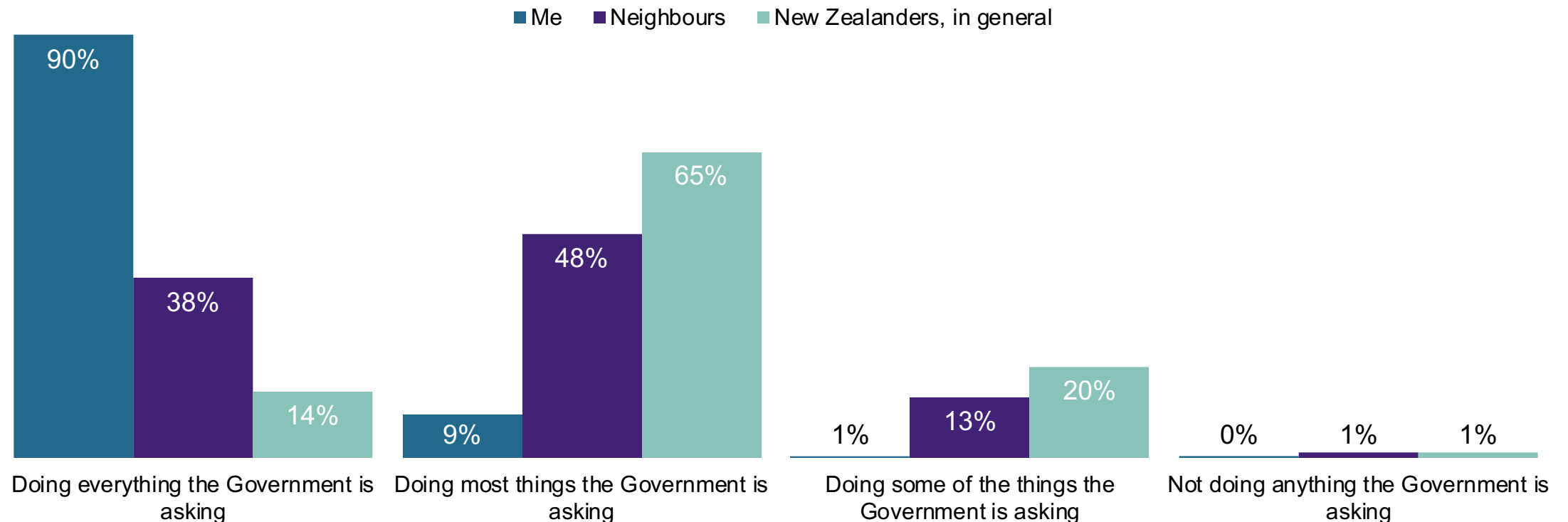
Actions Currently Taking to Stop the Spread of Covid-19 (Unprompted)



Q What are you currently doing to stop the spread of Covid-19?
Open-ended response

While there is a strong belief that I'm doing all I can, people are much more skeptical that others are. While people may not know what others are doing it will be important that they think that everyone is pulling their weight

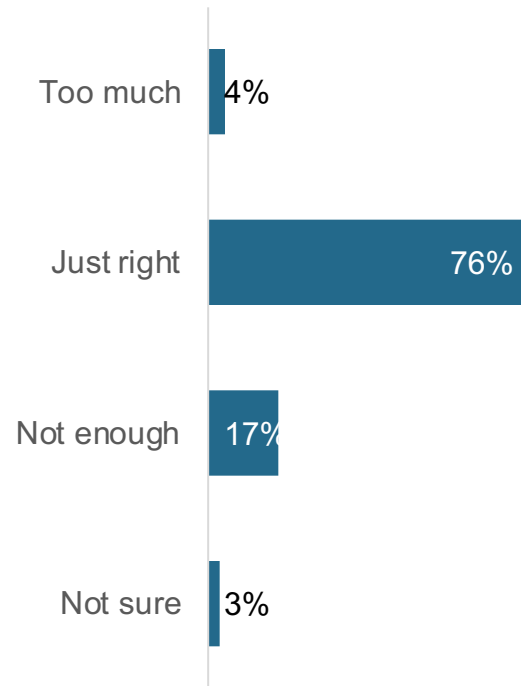
Compliance With What Government is Asking



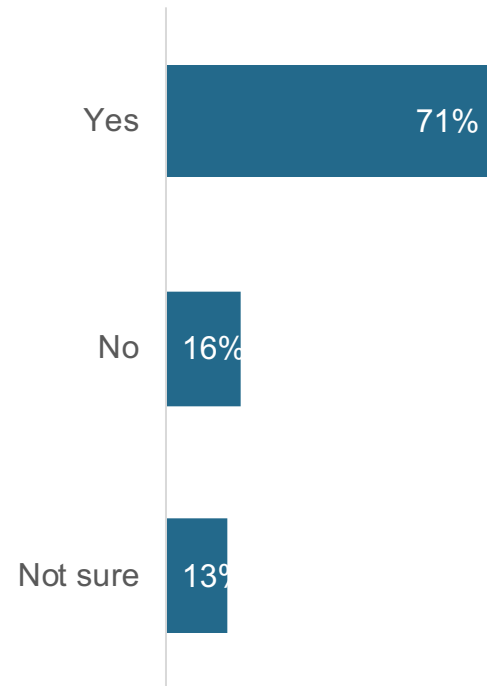
QH How well do you think you're following the Government's rules and restrictions?
 Q How well do you think others in your neighbourhood are following the Government's rules?
 Q How well do you think New Zealand in general are following the Government's rules?

There's a general positivity that we're on the right track, but, again, people think others could take it more seriously

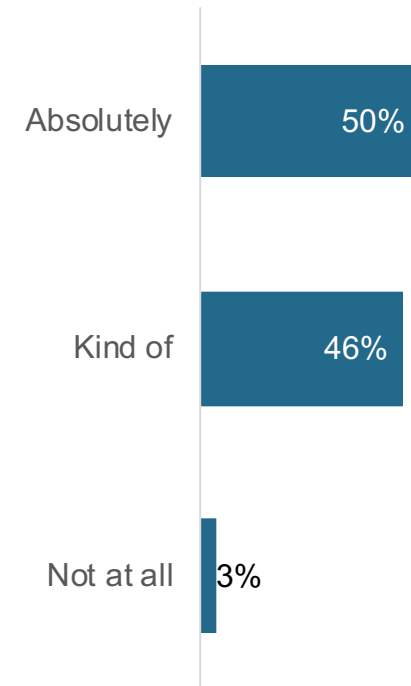
The Actions Taken by New Zealand are



Are We Doing Enough to Reduce Covid-19 Impact



New Zealanders Understand the Importance of Fighting Covid-19



Q Do you think the actions New Zealand is taking to fight Covid-19 are...?
 Q Do you think we're doing enough to reduce the impact of Covid-19?
 Q Do you think that New Zealanders have gotten the Government's messages about the importance of fighting Covid-19?

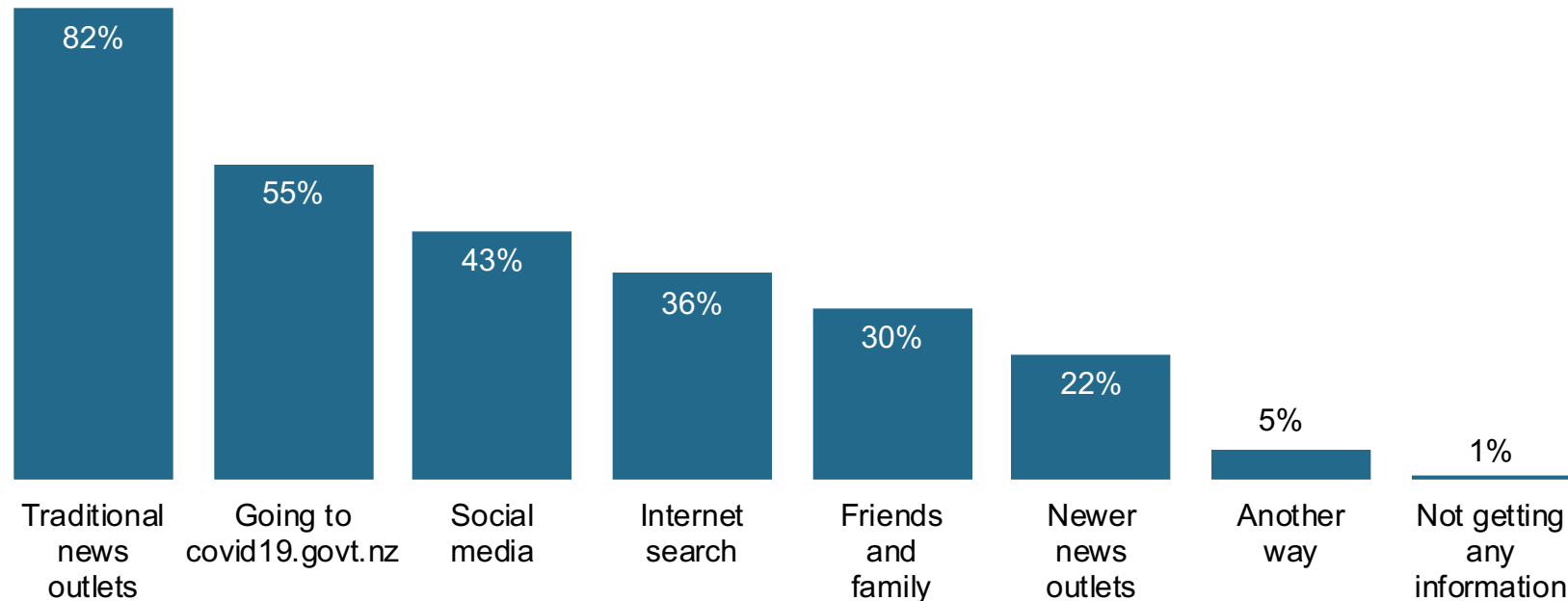
**Covid-19
communications
awareness and
impact**

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People are getting information from traditional media sources as well as covid.govt.nz

Information Sources Used to Get Knowledge on Stopping the Spread of Covid-19

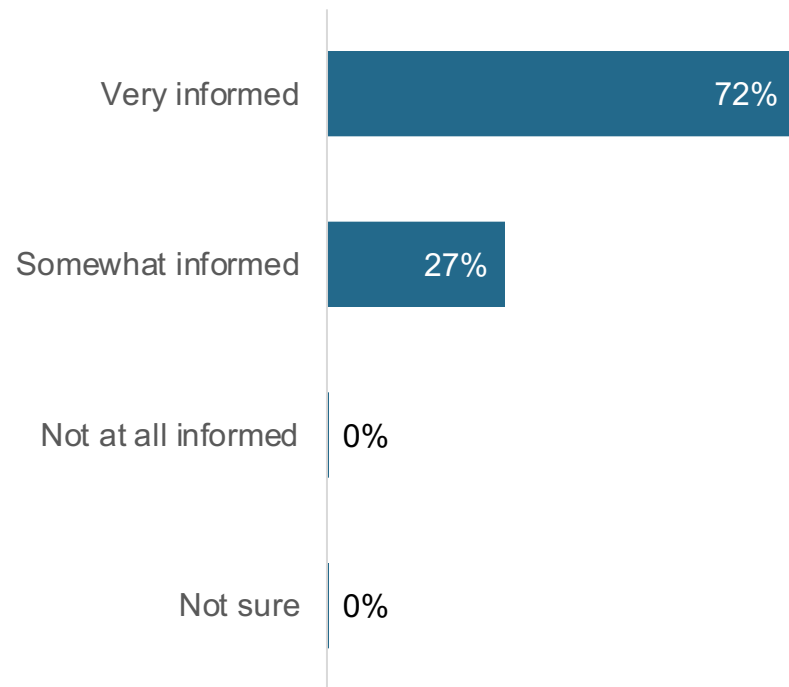


covid19.govt.nz and traditional news outlets are the most trusted sources.

Q Where are you getting information about how to stop the spread of Covid-19?
 Q What's your most trusted source of information about how to stop the spread of Covid-19?

With people receiving and searching out a large amount of information on Covid-19, they're feeling very informed on how to stop the spread

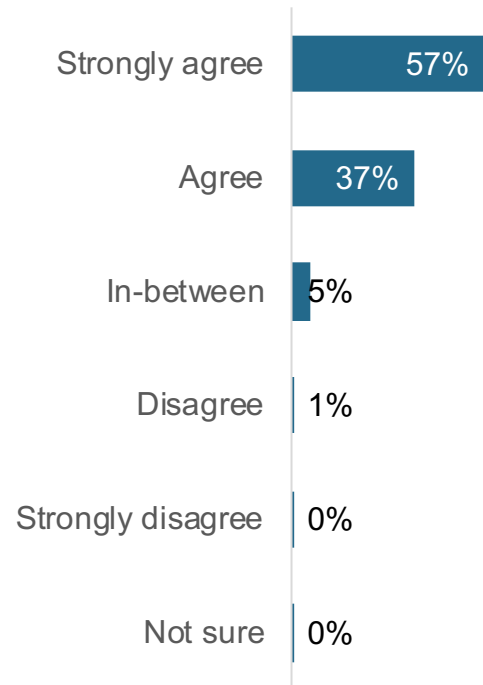
How Informed You Feel About How to Stop Spread of Covid-19



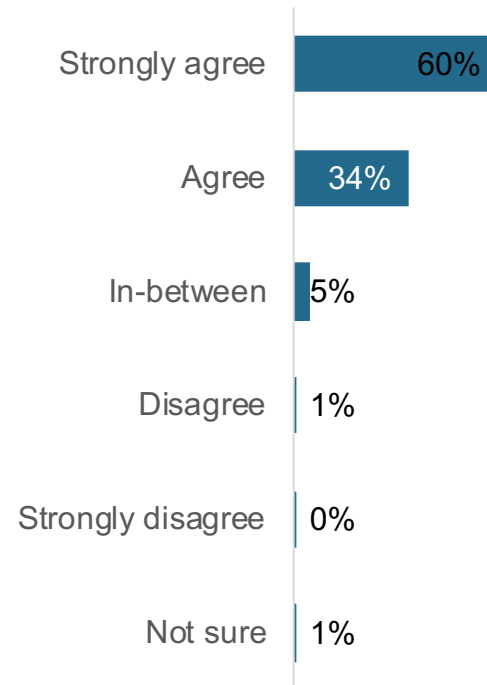
Q How informed do you feel about how to stop the spread of Covid-19?

The general sense is that information is out there and is easy to understand

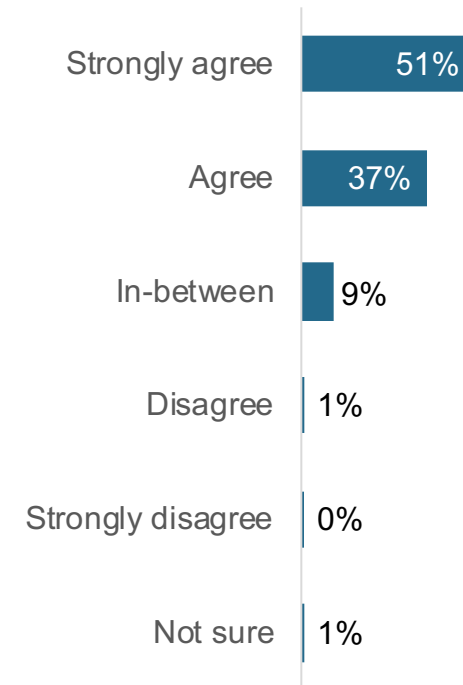
Information is Easy to Understand



Information is Easy to Get



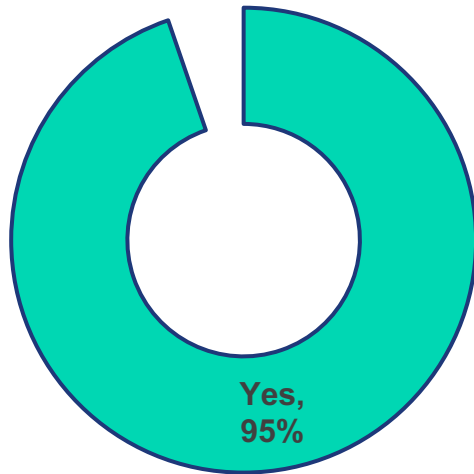
Information is Widely Available



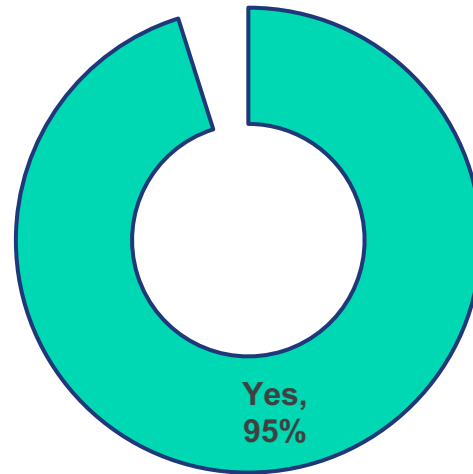
Q How strongly do you agree that information about how to act to stop the spread of Covid-19 is easy to understand?
 Q How strongly do you agree that it's easy to get information about how to act to stop the spread of Covid-19?
 Q How strongly do you agree that information about how to act to stop the spread of Covid-19 is widely available to all New Zealanders?

Official and unofficial comms are being widely seen

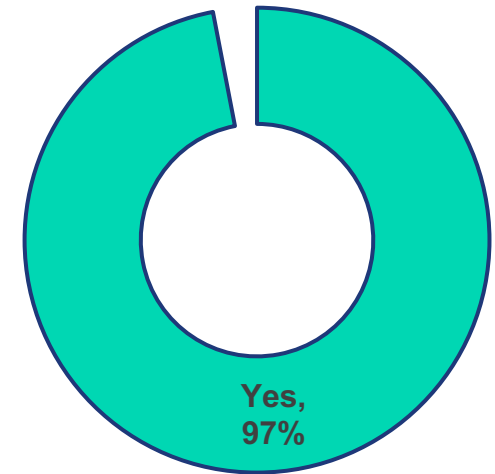
Seen, read, heard something about stopping the spread _____



Awareness of covid-19.govt.nz _____



Seen official Covid-19 comms _____



Have you seen, heard or read anything lately telling you about how to act to stop the spread of Covid-19?
Are you aware of the covid19.govt.nz website?
Have you seen any of the below advertising about Covid-19?

**Who are we reaching,
who aren't we reaching.**

We've managed to reach the majority of New Zealanders and reach them with a clear message.

However, we have done better with those audiences who are usually the easiest to reach:

- New Zealand Europeans
- Those aged 55 and over
- Females

Therefore, who do we need to target and what are the barriers to reaching them

Those under 35 and, especially, those under 25 pose our greatest challenge

Our actions to date have been relatively successful with this group, just not as successful as other groups. With full compliance required across all New Zealanders, the relative lack of understanding amongst this group creates the potential for continued transmission.

The challenges with better engaging youth are:

- **Knowledge over-confidence:** They think highly of their knowledge of the virus, even though they are aware of fewer ways it can be transmitted and fewer ways to stop it
- **Lower compliance:** Despite them believing they're doing everything the Government has asked of them, they're less likely to be complying with the stay at home message.
- **Less reliant on traditional sources:** As heavier users of word of mouth information about the virus, e.g. social media and talking to friends, they are more open to potential misinformation
- **Natural rebelliousness** They have a more rebellious streak, with a third thinking its okay to bend the rules from time to time
- **Less community minded:** A greater alignment with the progressive and individual-focused Mind-Sets, they are more concerned with themselves and less concerned about the wider community

We need to reinforce the stay at home message by reinforcing positive social norms amongst youth, not just New Zealand as a whole

Other groups to watch

Māori, Pasifika and low-income groups. As with everyone, there is a high level of knowledge, but these groups are a little less knowledgeable of how COVID-19 is spread.

Key messages to reinforce:

- **Ability to get from coughs/sneezes and touching surfaces**
- **Sneezing into your elbow**

Where to next

1. Maintain the positivity that we are on the right track.
2. It will be critical to show that others are playing their part, to reinforce the message to individuals, particularly as time goes on.
3. Youth represent the greatest risk of non-compliance, and are less likely to respond to community-based messages. Social positive social norming among youth, not just the whole population, will be important
4. Broaden messages around how the virus is spread, particularly among lower income, Māori and Pasifika.