



Proactive Release

The following documents have been proactively released by the Department of the Prime Minister and Cabinet (DPMC):

Annalect Social Media Listening Reports (April 2020 – April 2022)

Early in New Zealand's pandemic response, a critical need was identified to understand how information provided about COVID-19 was being received and understood by the public. Public communications about the pandemic had to be effective to ensure that New Zealanders were able to comply with legal requirements and guidance on COVID-19 in order to stop the spread of the virus.

To this end, the Department of the Prime Minister and Cabinet (DPMC) commissioned regular research focusing on sentiment and behaviours towards COVID-19. As part of this, in April 2020, Annalect, the data analytics division of OMD New Zealand, which is the media buying agency for the COVID-19 response, began undertaking social media analysis for the COVID-19 Group. We did not have this capability ourselves and it would not have been economic or timely to build it in-house. Therefore, external providers were sought. Commissioning this service was undertaken at pace, given the threat of the emerging pandemic in April 2020.

Organisations, including government departments, have monitored social media for many years in order to improve the quality of information they provide to the public

As the pandemic response evolved, tools such as this enabled the COVID-19 Group to be agile and adapt communications to address information gaps and the questions and concerns of New Zealanders about the COVID-19 response.

The analysis compiled by Annalect helped measure the effectiveness of the Unite Against COVID-19 communications and public information campaign as it sought to keep New Zealanders informed through the different phases of the response. It enabled the COVID-19 Group to identify if there were gaps in public understanding about restrictions and public health guidelines, and develop tailored communications to address those gaps.

The analysis also provided valuable insights into the impact of pandemic restrictions, New Zealanders' acceptance of them and their willingness to carry out COVID-19 related health behaviours. In this sense, the insights have been important in ensuring the safety of our communities and maintaining the public trust that is required for an effective response to COVID-19. Robust and easily understood public health information has been a key pillar of New Zealand's success in responding effectively to COVID-19.

In compiling the reports, analysts used the Brandwatch Consumer Research tool to observe prominent themes regarding the COVID-19 Response, analysing social and digital news content on public channels in New Zealand.

The reports provided mostly high-level insights into topics of conversation around COVID-19 online. This includes the volume of social conversation around a given topic and the sentiment of that conversation and how that sentiment changed over time. Annalect also provided analysis and commentary on the most prominent issue(s) of the week – for example, if there was an Alert Level change, they would analyse conversation around this. This analysis was a useful window into the impact of the virus and pandemic restrictions on New Zealanders.

The reports were refined and adjusted over time to reflect the changing language, landscape and focus of the COVID-19 response. In most cases, this was done proactively by Annalect. This included the occasional updating of the topics being tracked (for example, introducing 'Vaccine Rollout' when this became a relevant topic of conversation in New Zealand).

The social conversations that were analysed by Annalect came from two sources. The first was from engagement with Unite Against COVID-19 (UAC) and Ministry of Health (MoH) social media channels, and the second was from content posted publicly elsewhere online, from news media, Facebook pages, Twitter, Reddit and other public blogs and forums in New Zealand, pulled via keyword searches. Annalect also reported on publicly visible engagement with other government pages, such as those of Te Puni Kōkiri and the Ministry for Pacific Peoples, in order to understand the questions and concerns of different audiences.

The data analysed from UAC social media channels was, in large part, from publicly visible comments on UAC social media pages. For two periods in 2020 and 2021, Annalect provided a 'Frequently asked questions' report, summarising the most asked questions about the pandemic and the response online, which included an analysis of questions sent to UAC social media channels via direct messages. This was to understand what gaps in public understanding existed and what questions and concerns New Zealanders had about COVID-19, to improve the information being provided to the public via UAC.

During the initial stages of the COVID-19 Vaccine Campaign between May and August 2021, analysis of direct messages was also performed on MoH channels for the same reason it was on UAC channels, specifically for the vaccine rollout.

In analysing direct messages, Annalect used 'Sprinklr', the system the National Crisis Management Centre and then DPMC used for managing its social media accounts. Annalect were able to generate reports from the system's reporting dashboard to review sentiment and themes from comments and messages being received on the Unite Against COVID-19 and Ministry of Health social media channels.

Annalect summarised the most frequently asked questions, and gave examples of these questions and others which highlighted prominent themes or issues important to the overall response. The analysis of these direct messages to government websites looked at overall themes as a guide on which areas of public health information needed strengthening or clarifying

At no point in the COVID-19 response has DPMC or Annalect been able to monitor or review private conversations or messages between members of the public – nor would we have sought access or have means of accessing that information as part of our remit to provide high quality public health information about COVID-19 to New Zealanders.

The COVID-19 Group acknowledges the Unite Against COVID-19 website and social media channels could have been clearer that communications received may be used for reporting purposes. A disclaimer to this effect has been added to all Unite Against COVID-19 channels.

In places in the reports, screenshot examples of public-facing comments from social media users were provided by Annalect in order to provide context around the data and the themes that were being observed. Good practice required usernames to be redacted, and in later reports, so too were users' profile pictures as part of Annalect's continuous improvement of the reports, which involved refining of the design of the reports and introducing further privacy

measures. Otherwise, Annalect took steps to ensure that all data in the reports was anonymised before it was provided to DPMC.

In New Zealand, Annalect is a division of OMD and sits within OMD's New Zealand office with locally employed analysts. All work is done in New Zealand, by New Zealand-based analysts. In undertaking this work, OMD/Annalect were required to uphold New Zealand privacy laws when analysing and handling information found in the public domain or through direct messages. Annalect analysts all sign individual non-disclosure agreements in relation to this work, and OMD/Annalect have their own company-wide non-disclosure agreement that covered this work.

In their effort to support the Unite Against COVID-19 campaign by providing analysis of conversation online about the pandemic, Annalect made judgement calls as to what to provide in the reports, proactively including information they believed would be useful for officials to know.

In a small number of reports, Annalect included information not directly relevant to the COVID-19 response. On occasion, this included information about politicians and political parties. Information not useful to the COVID-19 response was disregarded and Annalect did not track the social media profiles of politicians or political parties for DPMC.

It may also be noted that the names of politicians and political parties sometimes appear highlighted in the reports. This is because they are listed in the base search query that Annalect uses when analysing issues and topics around COVID-19, and they happen to come up, from time to time, in the examples of conversations they provide in the reports. Annalect did not track mentions of these names for DPMC.

It is important to note the primary use of the reports was internal, informing the COVID-19 Group's communications approach. A summary of overall themes and observations were sometimes included in external updates and in policy documents, but the reports were not provided to Ministers' offices in full.

As it approached two years since the reports were originally commissioned, DPMC undertook a review of the reports and whether they were still required for the next phase of the pandemic response. The reports were discontinued in April 2022, as the insights they provided were considered to no longer be required as we moved to long-term management of the virus. In total, 231 reports were received between April 2020 to April 2022. The total cost of these reports was \$261,974.

Some parts of this information release would not be appropriate to release in full and, if requested, would be withheld under the Official Information Act 1982 (the Act). The information that has been withheld from this document has been withheld under section 9(2)(a) of the Act, to protect the privacy of individuals. No public interest has been identified that would outweigh the reasons for withholding this information.

Unite Against COVID-19: Social Conversation Analysis

Sunday August 22, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts explored conversation around enforcement. There were New Zealanders expressing gratitude towards the police for keeping communities safe. Following an incident near Wanaka where seven men from six different bubbles were caught jet boating, some people are calling for harsh punishments for those not complying with Alert Level 4 rules.

Measuring categories of conversation: The total overall volume of conversation fell by 2%. Vaccine roll-out was the only category to increase in conversation, possibly due to the launch of the drive-through vaccination centre at Auckland Airport.

The overall sentiment became more negative, with categories, Team of 5 Million and Contact Tracing increasing most in negativity. The fall in conversation and decrease in neutral sentiment can be typical on a weekend due to less news being published.

What's in this report:

1. **Social Conversation Analysis p.g. 4**
How New Zealanders are talking about enforcement.
2. **Measuring Categories of Conversation p.g. 5 - 10**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

Total volume of the enforcement category dropped 5% with sentiment remaining stable, however analysts explored the category due to recent incidents with rule flouters.

An incident near Wanaka where seven men were caught by the police jet boating along the Makarora River has riled up commenters who are angry at these men breaching the rules and calling for them to face appropriately harsh punishment.

Facing a longer lockdown is something people don't want to happen due to some people breaking the law.

There is some discussion about anti-lockdown protests taking place recently in Australia and the Australian police's response. Some are of the opinion that the police have been justified in their actions as the protestors are putting the police/community at risk, while others see the policing response as excessive.

There are expressions of gratitude for the essential work done by New Zealand police during Alert Level 4.

Gratitude to the police for keeping New Zealanders safe

Thank you NZ Police. I am honoring the work done by essential services by staying at home.
Like · Reply · 14 h

New Zealand police keep up the good work. Thank you
Like · Reply · 4 d

It was good to see the police out at south Eyreton petrolling the river roads aswell! Awesome job Kaiapoi police
Like · Reply · 14 h

Discussing police response at anti-lockdown protests taking place in Australia

Disgusting makes me so mad. Those poor policemen/women just doing their jobs they should never have to put up with being treated like this. Protesters are putting everyone at risk.
Like · Reply · 1 d

Yes I have seen what's happening overseas. Police have forgotten they are there to serve the people, not to act as suppressors of democracy and freedom. The disgusting brutality displayed by police in Victoria over the last few weeks is testament to that. Have always found nz police to be great and I hope you continue to uphold that reputation.

Wanaka jetboat incident causes anger at flouters, calls for punishment

Police are yet to decide whether to charge them... freakin charge them already, the arrogance, the rules do apply to you.
Like · Reply · 15 h

FFS. What a waste of police resources and tax payers money
yes nd boats not aloud out at moment like most cars off Rd aswell. Law is law break it nd punished nd hope all 6 muppets locked up for month loose boat nd fined

All the police bashing aside, you don't go jetboating for giggles in Level 4 lockdown. Sure, there are no known cases in the South Island but still, we're only 5 days in and this thing spreads like a Mfer.

People breaking the rules = longer lockdown for all

you should have done a Haka sis. Idiots of the year award goes to all of them. Hope cops are there. I'm over this lockdown but Idiots like them that make it longer.

NZ anti-lockdown protestors need to be suitably punished

Would jail time for any of those "freedom" rally attendees be sufficient. The fines for breaching public health orders don't mean 🤢 to these covidiot

Following the announcement of mandatory record-keeping, concern about reach of police power

Could see this coming. Curious if the police powers during this time will get out back to normal once this is over. I doubt it.

The Western Australian Police started getting warrants to access data meant for contact tracing and the state government had to make an emergency law change to stop them.

Weighing up whether worth it to call the police for help

You know what I hate? The cost-benefit analysis of calling the cops. Our neighbours across the road are having a party. My wife and I discussed calling the cops. On one hand, clear L4 violation, so it's a no-brainer.

Commentary around police notes left on windshields

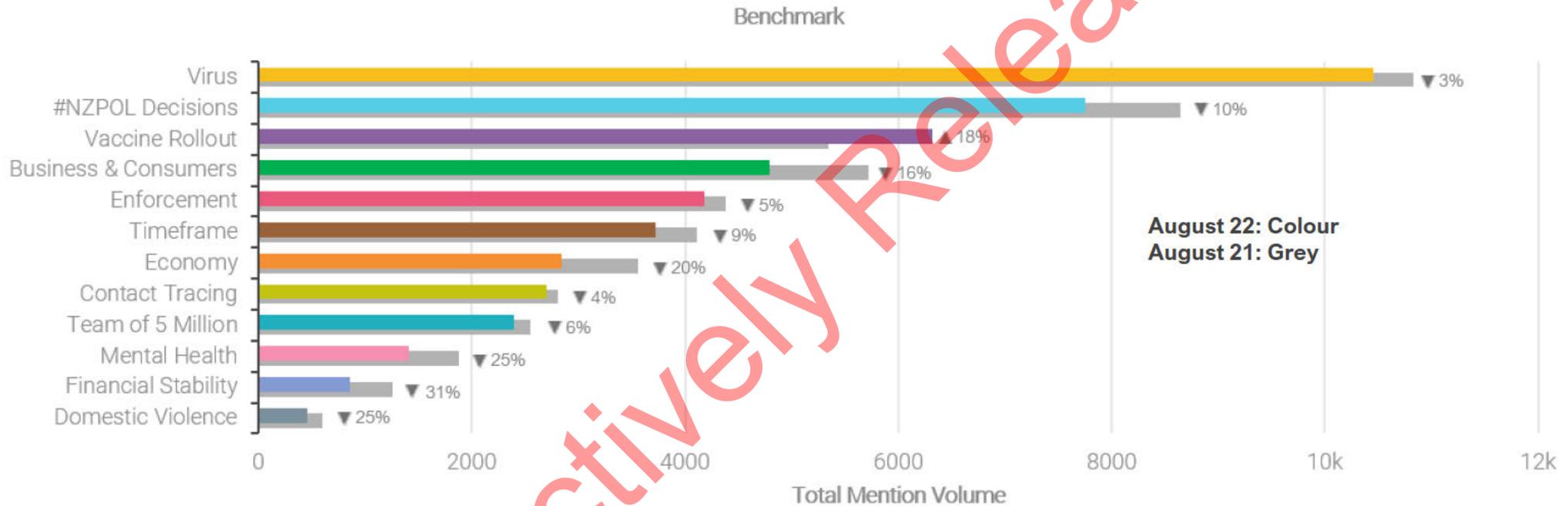
Police have confirmed they're putting these notices on some vehicles in remote areas of the wider Wanaka region.

They say they've had problems with people travelling outside of their neighbourhood to undertake activities such as tramping, mountain biking and even jet boating.

I mean, hard to blame people considering the God-awful production quality... Curious if NZ Police have 'sign-off' on this or just the local cops deciding to be 'pro active'

Category change: Benchmark

Categories current time period (August 22) benchmarked against previous time period (August 21)



Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:

August 22: 39,343 (-2%)
August 21: 40,015 (-22%)
August 20: 51,325 (-1%)

Net sentiment of each category

Most categories rose in negativity on Sunday.

The Team of 5 Million category received the highest increase of negative sentiment with a 7% increase.

Contact Tracing increased by 5% in negativity, this may be due to the increase in locations of interest and overall cases of Covid announced across the weekend.

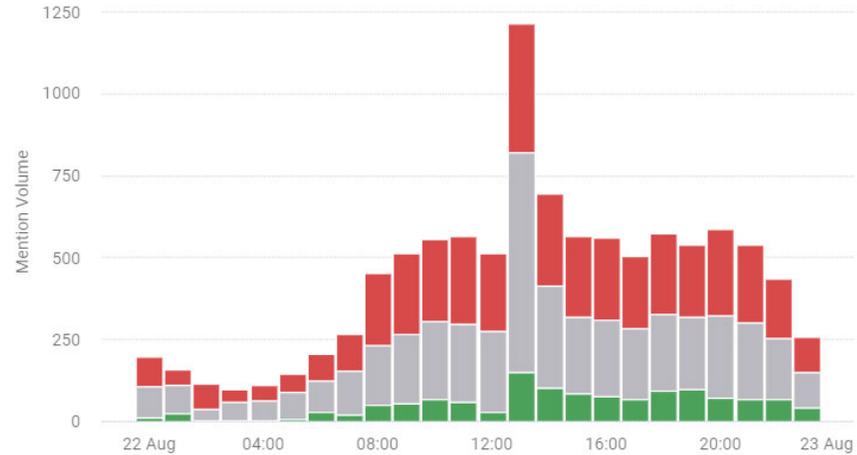
Comparing current period (Aug 22) with shift from previous day (Aug 21)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	41	3	48	-4	11	1
Enforcement	46	2	42	-3	12	1
Virus	42	0	45	-3	13	3
#NZPOL decisions	45	0	43	1	12	-1
Economy	39	3	52	-2	9	-1
Mental Health	51	4	43	-4	6	0
Financial Stability	43	4	44	-8	13	4
Team of 5 Million	37	7	36	-5	27	-2
Contact Tracing	33	5	59	-4	8	-1
Timeframe	34	2	49	-2	17	0
Domestic Violence	51	-3	45	3	4	0
Vaccine Rollout	47	2	39	-1	14	-1

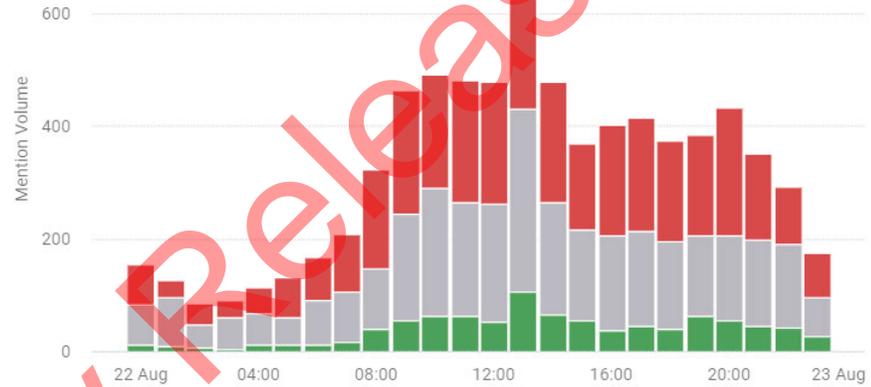
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts.** See previous page for volume.

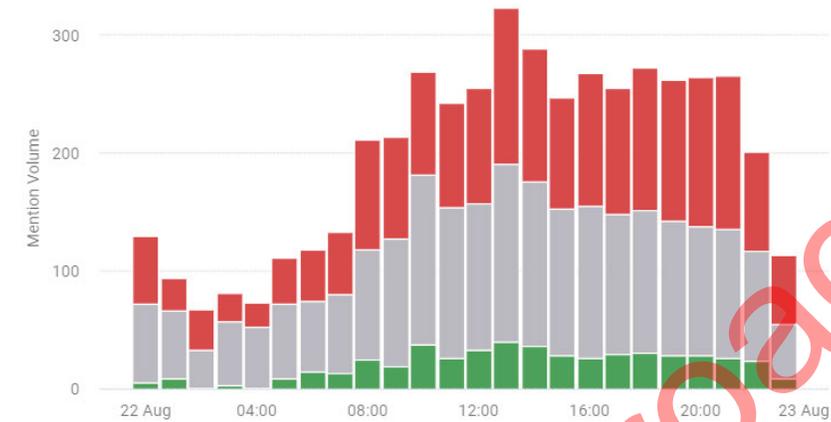
Virus



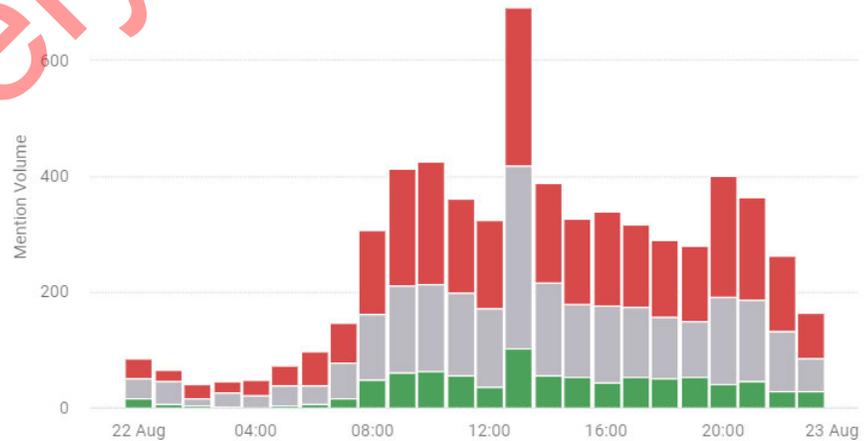
#NZPOL Decisions



Business & Consumers



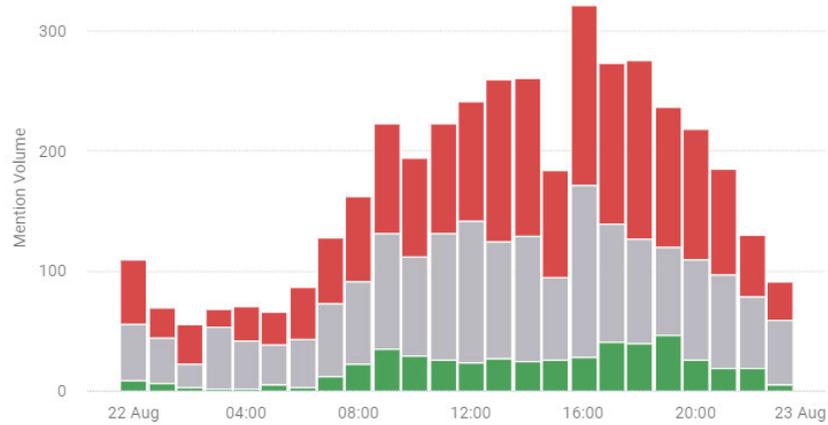
Vaccine Rollout



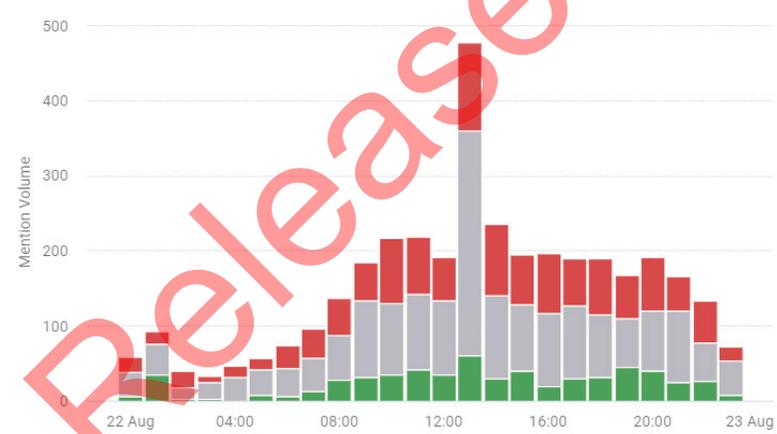
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/scale (Y axis). See page 6 for total volume values.

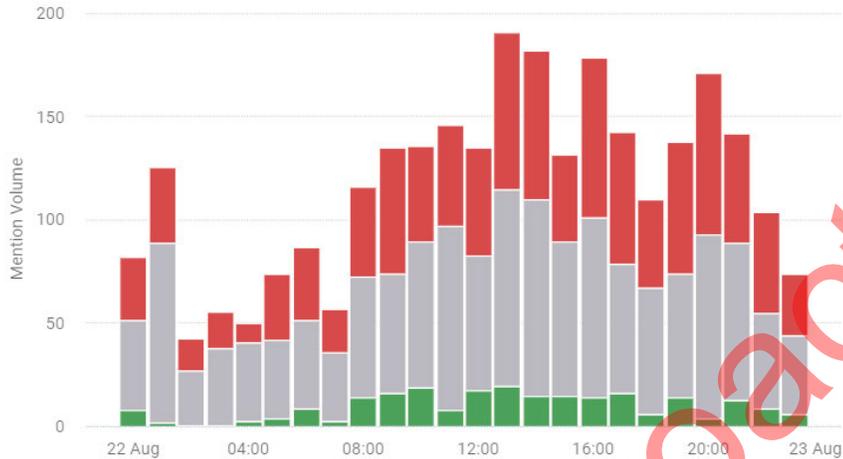
Enforcement



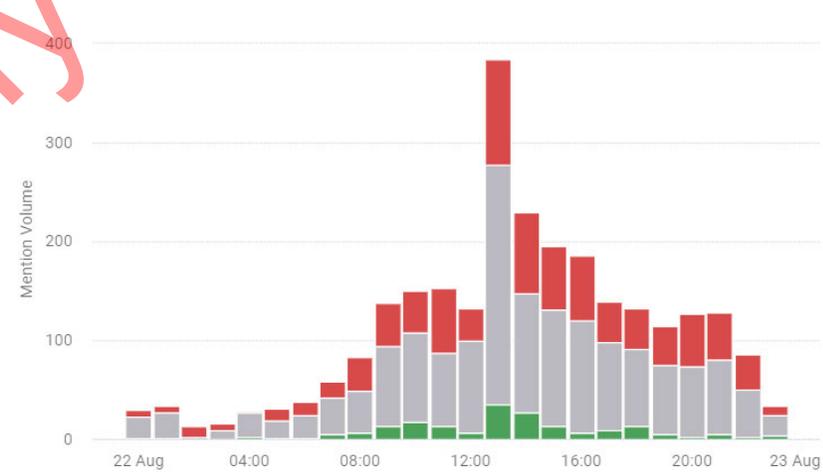
Timeframe



Economy



Contact Tracing

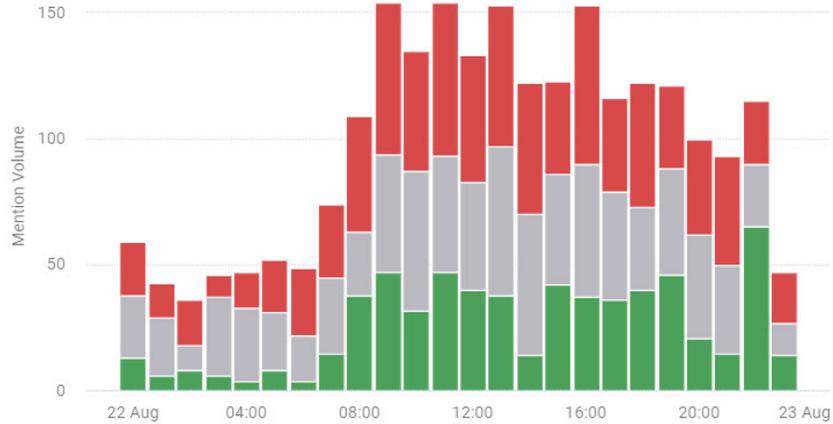


Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

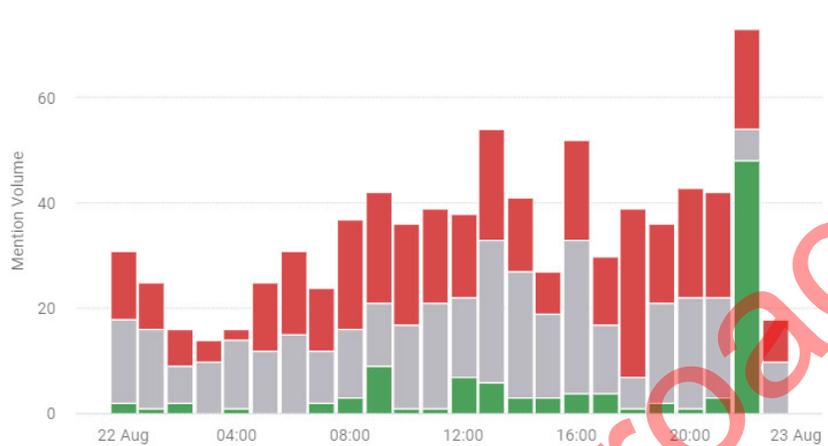
Team of 5 Million



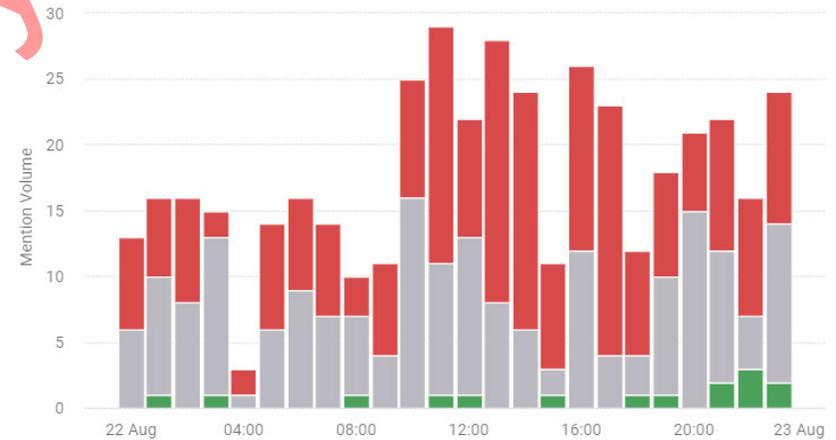
Mental Health



Financial Stability



Domestic Violence



Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

Category Definitions

We access data through keyword queries. We update these queries as the language used to describe a topic or theme evolves. In this report, keywords have been updated to align with changes in conversation we've observed.

Virus

This conversation looks at the virus itself. This may include discussion about medical response, health advice, symptoms of COVID-19 and number of cases/deaths in New Zealand and globally.

#NZPOL Decisions

The nation's response to and perception of New Zealand's leadership and decisions surrounding the response to COVID-19.

Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

Timeframe

Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.

COVID-19 Awareness Study / Confidential / Annalect 2021

Business & consumers

The impact COVID-19 restrictions has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

Enforcement

Responses to the role of official enforcement and stories about how infringement is dealt with.

Economy

Conversations New Zealanders are having about the economy, economic decisions and upcoming recession and recovery.

Team of five million / Unite against virus

Encouraging the nation to rally together, comply with the rules and cheerleading the cause.

Contact tracing

What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods including accessing COVID tests.

Mental health

What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

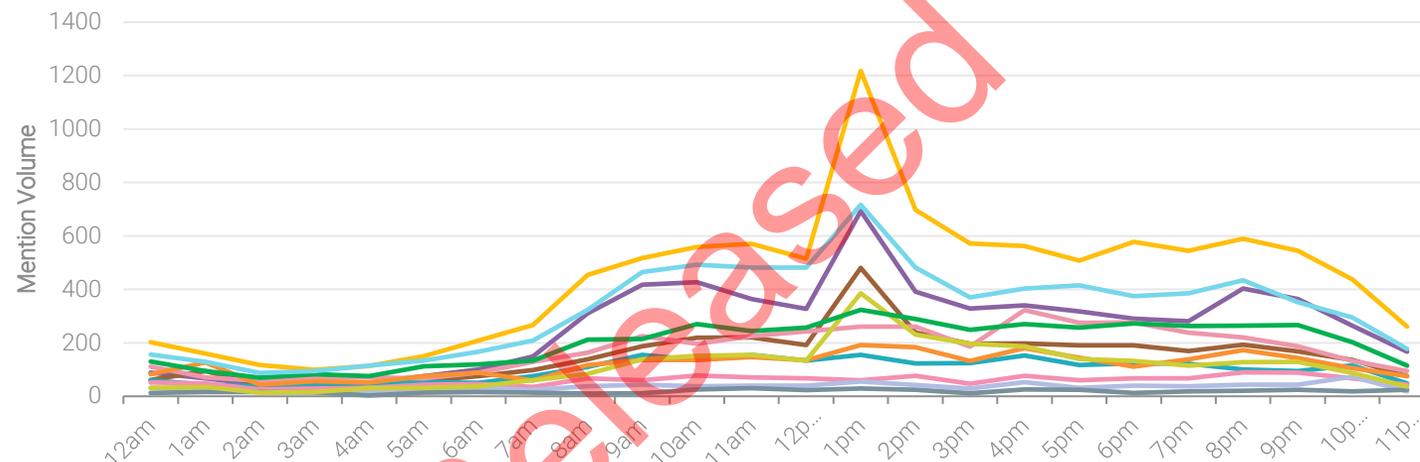
Financial stability

The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.

SOCIAL CONVERSATION CATEGORIES 24 HOURS



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Monday August 23, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Conversation in the Timeframe category increased by 103%. There is high neutral and negative sentiment with much conjecture, and comments voicing frustration or concern. A major topic within this category was “South Island” which includes frustration that L4 was extended for the South Island or acknowledgement of the cautious approach.

We looked into how people are discussing the wage subsidy. Some New Zealanders are seeking clarification following the extension of Alert Level 4 and what this will mean for the scheme moving forward. There are specific questions/comments about people’s circumstances and the ability to receive the subsidy.

Measuring categories of conversation: Volume of conversation increased by 44% overall. All categories increased with the largest increase in the Timeframe & Financial Stability categories. There were no major shifts in sentiment across all categories.

What's in this report:

- 1. Social Conversation Analysis p.g. 4 -6**
How New Zealanders are talking about Timeframe.
Exploring conversation about the wage subsidy.
- 2. Measuring Categories of Conversation p.g. 7 - 12**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

With the 4pm Alert Level announcement on Monday, conversation in the Timeframe category increased by 103%. There is high neutral and negative sentiment with lots of conjecture, frustration or concern. A major topic within this category was “South Island”.

Prior to the 4pm Alert Level announcement there was a lot of discussion and prediction about alert level decisions. Level 3 for the South Island was a popular theme amongst the conjecture.

Responses to the announcement were diverse in sentiment with comments indicating some were content to wait in L4 until it is safe to shift, while some comments reflect tough realities for some people in lockdown.

A major theme in this category is “South Island” and includes suggestions we isolate the North Island as that is where the active cases are. Others are happy with the cautious approach.

Pre alert level announcement conjecture

reddit.com (Reddit) 23 Aug

Predictions for tomorrow's announcement? What happens if there are still no cases in the South Island? Does anyone go to L4 if this is the case?

"Aucklanders here. We will be in level 4 for another week. Earliest I see it letting up is next Sunday night. Then **level 3** for 2 weeks."

facebook.com Likes: 4 Comments: 3 23h

Prime Minister to give Covid-19 Alert Level update at 4pm

"I hope Hamilton can go down to **Level 3**. Me and partner are both essential workers and there's no childcare for our little ones...at least on **level 3**, childcare will open for children of essential workers.."

reddit.com (Reddit) 15h

Too many blue dots. Say goodbye to August.

"The **government** has painted themselves into a corner here. If we went into **lockdown** after 1 case, how do we come out of it knowing that it is in the community for good? There is now a weird political dynamic they can't back down from. We will be in **lockdown** for the rest of the year."

Engage

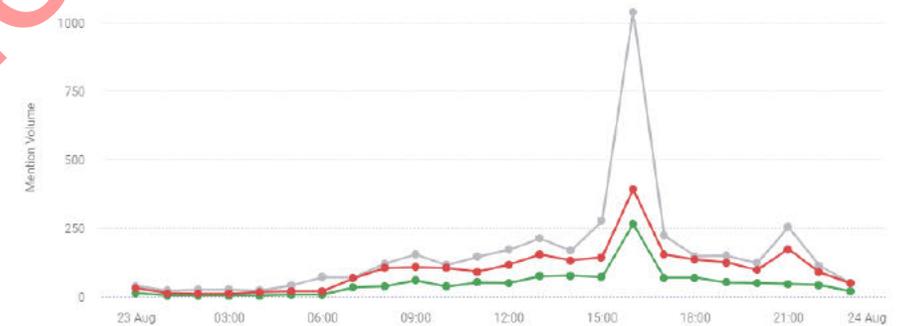
Comments from those who are enjoying lockdown or who are relieved to stay in L4 for longer.

? I'm happy how they quickly managed to **keep all of us safe**. We enjoyed our freedom in the last couple of months...and surely we will enjoy it again after this crisis. The **variant of covid** will live **longer** before it will be eliminated, at this stage nobody is safe. **Staying** in our **bubble** will control the **spread**. Lucky me to be part of the 5 million...

? don't think New Zealand could cope with that, so I am quite happy to **stay** in **level 4** for as **long** as it takes

Sentiment breakdown August 23.

Note sentiment reflects tone of conversation and is not necessarily the subject of the comment.



Total sentiment breakdown:

Positive 16%, Neutral 52%, Negative 32%

tumblr.com (Tumblr) 14h

"The wilder of my 2 cats is getting a lot **more** smoochy this **lockdown**. Guess she's enjoying the slower pace of life with us all home. I don't mind one bit 😊"

? **More lockdown** I'm enjoying it 😊😊😊❤️❤️❤️ it.

Examples of some people doing it tough.

? **One** single case bugged everything & resulted to nationwide **lockdown**...we're back to square **one**. Life sucks sometimes.



If I read one more "I'm loving lockdown" tweet I'm going to punch something. It's really not helpful to those of us really struggling

6:53 PM · Aug 23, 2021



? Hard times for the Westport community, people are unable to rebuild to **get** back in their **homes**. Hopefully not too **long** of a **lockdown**

? I'm a lot **more** mentally stable this time...but also pregnant as well...just **more** anxious about this **lockdown** going **longer** than expected. I would like to **finish** up at **work** before going on maternity leave 🙄 what can you do?

Some are potentially contemplating a long-term lockdown and its impact.



facebook.com

10h

Covid-19 Modeller: Public need to mentally prepare for no we won't. The people of Melbourne have rebelled after 200 days of lockdown. I hope we don't get to that

Conversation coming from people in the South Island.



If they did in nz what they have done over here and based on no **cases** being detected in the south Island. The answer is simple keep the north island locked down open up the south island. And **close** its **border**. To anyone from the north.



It is absolutely absurd to keep South Island on **lockdown** with zero **cases**



...friends **had** both **virus** +vaccine), but **businesses** will be completely destroyed if **level 4** will be continued over a few **cases**

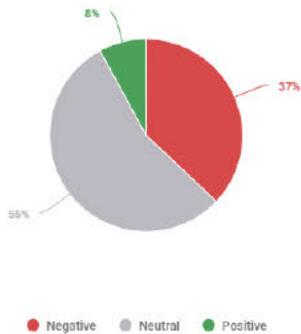
I really don't see the point of keeping the South Island in **lockdown** if the **Ministry of Health** is entirely sure there are no community **cases**. As **long** as there's no **risk** of the **virus** being **spread** across the Cook Strait (by **essential** workers transporting freight, etc.), I think reopening the South Island ahead of the North Island is quite reasonable.

With the extension of Alert Level 4 some New Zealanders are seeking clarification on the wage subsidy.

With the nationwide extension of Alert Level 4, some New Zealanders are asking for clarification around what this will mean for the wage subsidy moving forward.

There are questions about the government's scheme relating to people's personal circumstances e.g., rules around eligibility or contract work.

A few people are acknowledging how quick the turn around has been between applying and receiving the subsidy.



Total sentiment breakdown, August 23. Note – reflects tone of convo and is not necessarily topic. Dataset 1600.

Wanting clarification re: extension of Alert Levels and the wage subsidy

14:02
Will the wage subsidy be extended beyond two weeks even if we are in level 3? Some of us may not be able to return to work in level 3 or may be on reduced hours so therefore reduced income.
Like · Reply · 10 h

I am a contactor and cannot work at level 4. Is the wage subsidy being extended beyond the two weeks if level 4 is extended?

facebook.com
LIVE Covid-19 update: Jacinda Ardern gives Alert Level decision
Can we have an extension on wage subsidy then? Small businesses are going to struggle to come back from this!

Impressed with the speed and efficiency of getting the subsidy paid out

Meanwhile in NZ you may be aware the country has shut down after the delta variant entered NZ. The government subsidy of \$600/ employee is announced, I applied on line at 1pm. Received a text by 4pm that it had been paid! Now that's how things should roll. Brilliant!
9:48 PM · Aug 23, 2021

Wage subsidy granted ✓ Think I'll pay the tax on it straight away, one less thing to worry about! For those of you wondering, I'm a sole trader and applied on Friday evening. Pretty good turnaround time.
2:13 PM · Aug 23, 2021

Commentary/questions regarding personal circumstances

So my girlfriend works at a daycare and they're saying they aren't eligible for the wage subsidy, does that sound true or like BS considering they aren't open at all?
1 · Reply · Share · Report · Save

facebook.com
A quick update on our alert level announcements today, and a chance to answer any questions
Will you be bringing back the covid relief subsidy for loss of job? My Dad and sister just lost their jobs today.

reddit.com
Wage subsidy - mythbusting
For employees that aren't working in lvl 4, what if they have guaranteed hours in their contract (for even when work is not available)? Can the employer still just pass on the wage subsidy?

Concern the amount the wage subsidy provides may not be enough for people to cover basic costs

\$600 Wage subsidy \$550 a week median weekly rent in Auckland of course people are going to struggle.
Like · Reply · 22 h · Edited

wage subsidy doesn't cover my outgoings

I mean I am very blessed that I get the wage subsidy to get me through but it's only just enough.
7:17 PM · Aug 23, 2021



Category change: Benchmark

Categories current time period (August 23) benchmarked against previous time period (August 22)



August 23: Colour
August 22: Grey

Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:
August 23: 54,303 (+44%)
August 22: 39,343 (-2%)
August 21: 40,015 (-22%)

Net sentiment of each category

There were no major shifts in sentiment across all the categories.

#NZPOL Decisions became slightly more positive & neutral.

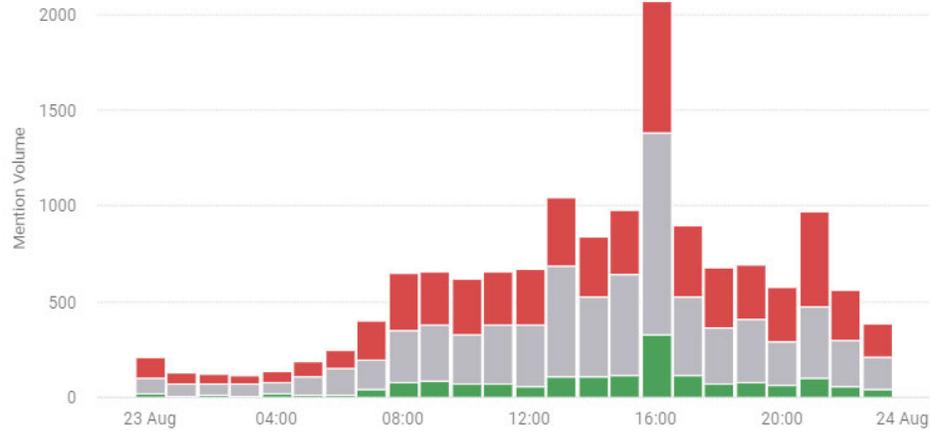
Comparing current period (Aug 23) with shift from previous day (Aug 22)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	41	0	49	1	10	-1
Enforcement	43	-3	46	4	11	-1
Virus	41	-1	47	2	12	-1
#NZPOL decisions	42	-3	42	-1	16	4
Economy	38	-1	53	1	9	0
Mental Health	55	4	39	-4	6	0
Financial Stability	42	-1	47	3	11	-2
Team of 5 Million	33	-4	36	0	31	4
Contact Tracing	32	-1	62	3	6	-2
Timeframe	32	-2	52	3	16	-1
Domestic Violence	62	11	35	-10	3	-1
Vaccine Rollout	46	-1	41	2	13	-1

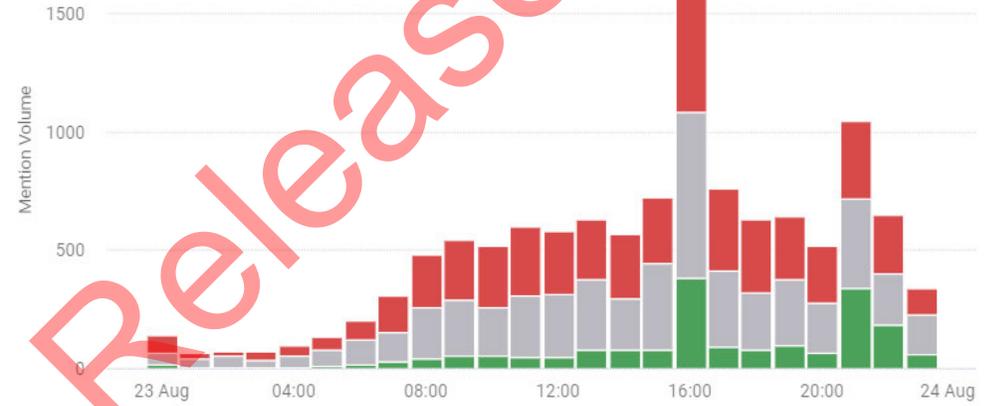
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

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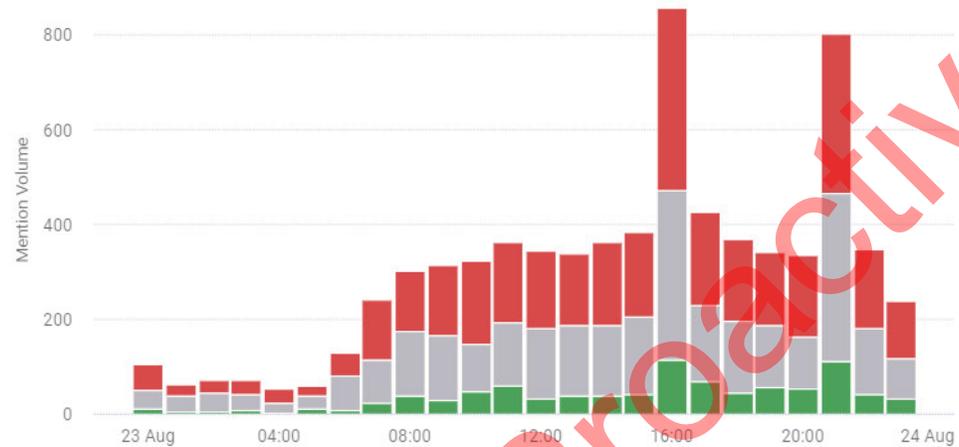
Virus



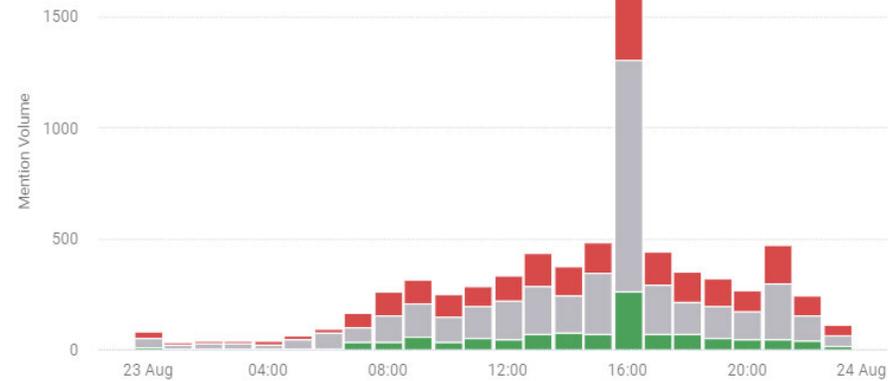
#NZPOL Decisions



Vaccine Rollout



Timeframe

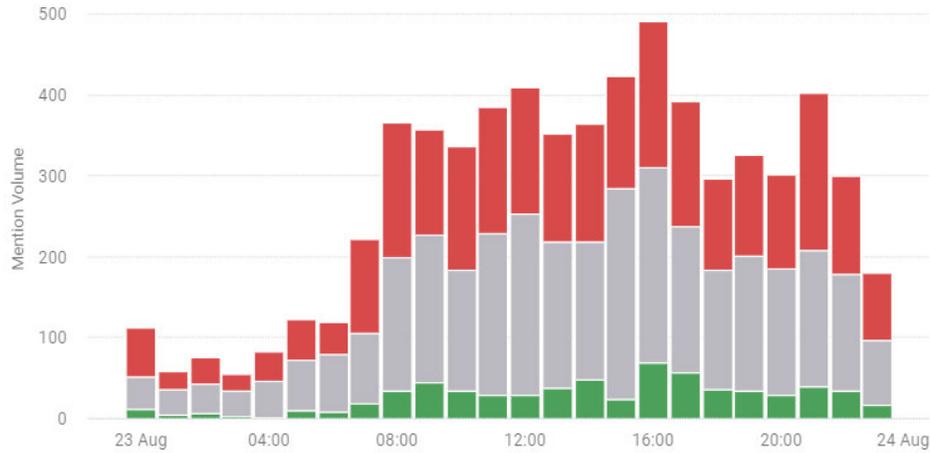


Provisionally Released

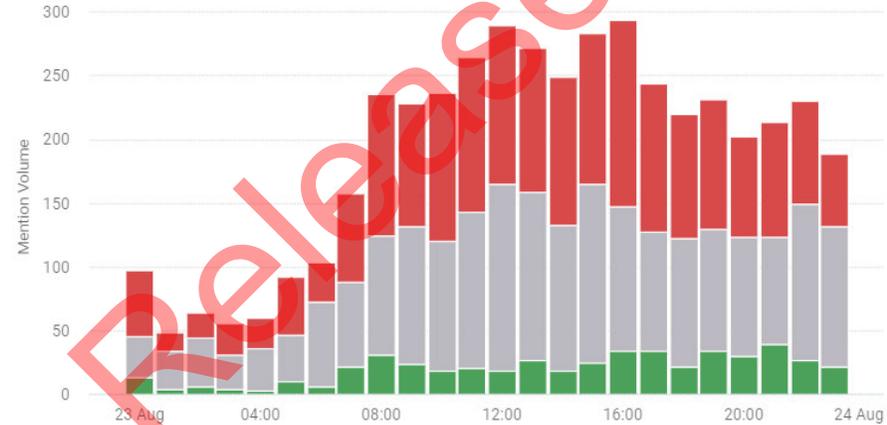
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

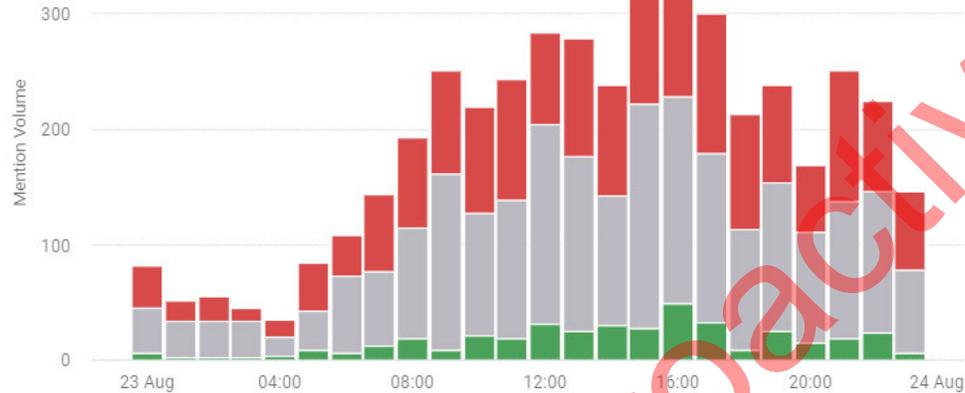
Business & Consumers



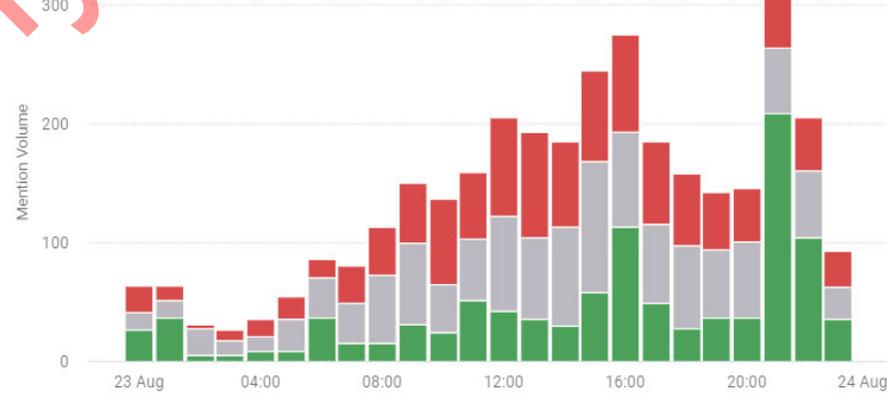
Enforcement



Economy



Team of 5 Million

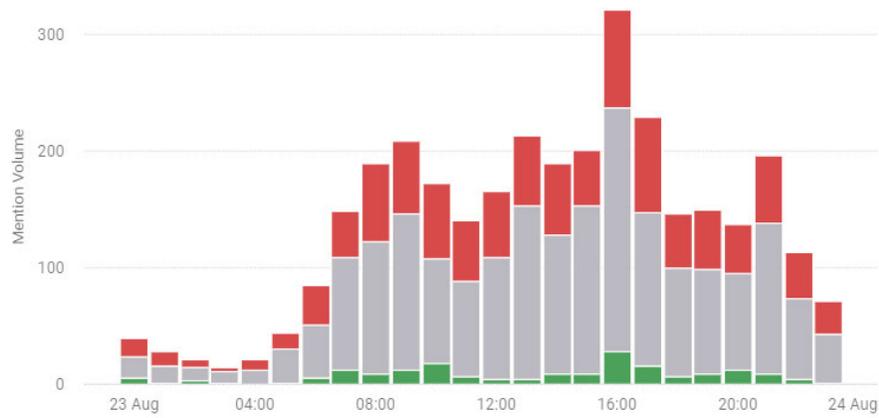


Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

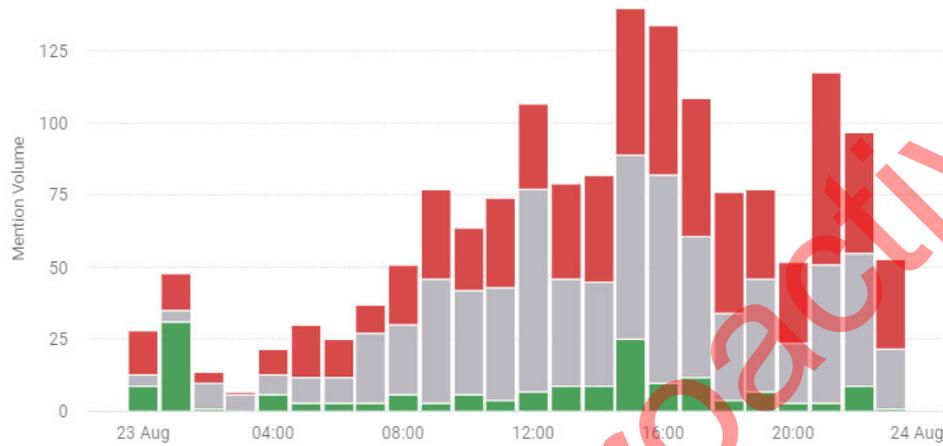
Contact Tracing



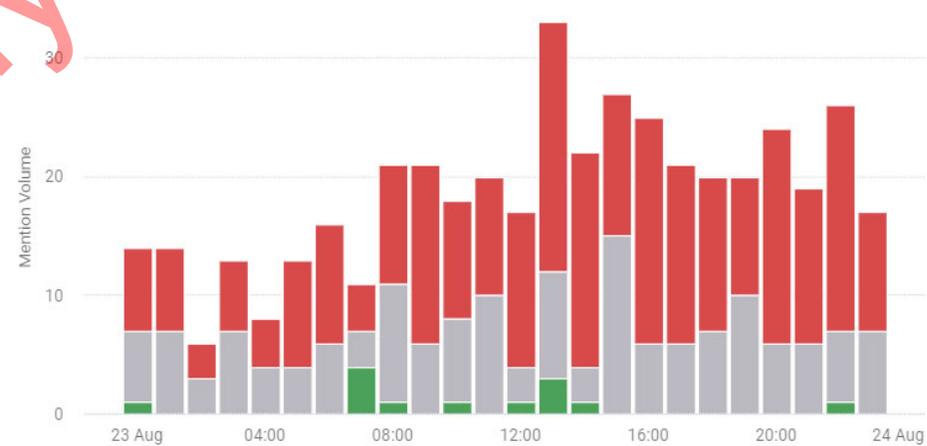
Mental Health



Financial Stability



Domestic Violence



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/scale (Y axis). See page 6 for total volume values.

Category Definitions

We access data through keyword queries. We update these queries as the language used to describe a topic or theme evolves. In this report, keywords have been updated to align with changes in conversation we've observed.

Virus

This conversation looks at the virus itself. This may include discussion about medical response, health advice, symptoms of COVID-19 and number of cases/deaths in New Zealand and globally.

#NZPOL Decisions

The nation's response to and perception of New Zealand's leadership and decisions surrounding the response to COVID-19.

Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

Timeframe

Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.

COVID-19 Awareness Study / Confidential / Annalect 2021

Business & consumers

The impact COVID-19 restrictions has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

Enforcement

Responses to the role of official enforcement and stories about how infringement is dealt with.

Economy

Conversations New Zealanders are having about the economy, economic decisions and upcoming recession and recovery.

Team of five million / Unite against virus

Encouraging the nation to rally together, comply with the rules and cheerleading the cause.

Contact tracing

What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods including accessing COVID tests.

Mental health

What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

Financial stability

The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.

SOCIAL CONVERSATION CATEGORIES 24 HOURS

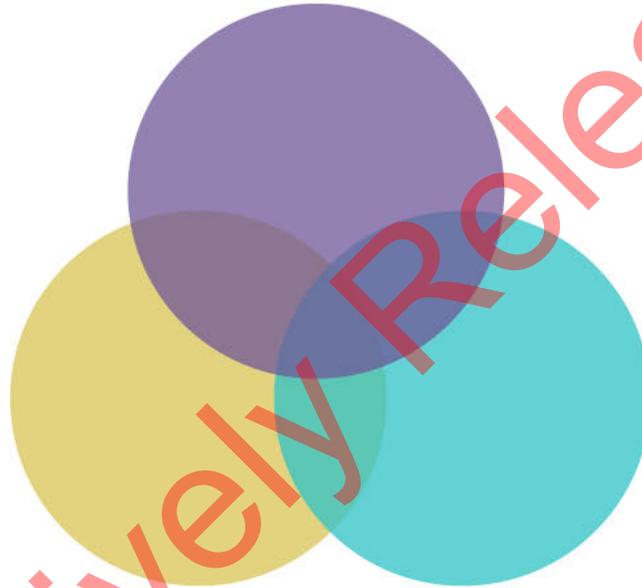
Volume Over Time



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Thank you

Proactively Released



Unite Against COVID-19: Social Conversation Analysis

Tuesday August 24, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Conversation in the Economy category has increased 14% and has high neutral and negative sentiment. It is a varied category with lots of differing perspectives. Some New Zealanders are expressing gratitude for a health-led economic response. Analysts noted there was concern expressing from some people about how small businesses are faring in the lockdown.

Mental Health category increased by 4% due to an increase in the use of language such as “anxiety” or “mental health”.

Measuring categories of conversation: The overall volume of conversation decreased by 19% on Tuesday. Most categories fell in volume however the categories of Economy, Enforcement, Mental Health and Financial Stability rose. In terms of sentiment, most categories became less polarized with increases in neutral sentiment and slight decreases in positive sentiment.

What's in this report:

- 1. Social Conversation Analysis p.g. 4 -6**
How New Zealanders are talking about Economy.
Exploring conversation about Mental Health.
- 2. Measuring Categories of Conversation p.g. 7 - 12**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

Conversation in the Economy category increased by 14%. There is gratitude towards the country's health-led economic approach. Some New Zealanders are expressing concern about how small businesses are coping in lockdown.

The Economy category grew by 14% with high neutral and negative sentiment. While the topic will always be at the forefront during COVID-19, deputy prime minister Grant Robertson speaking yesterday as well as comments from Australian Prime Minister Scott Morrison about New Zealand's COVID-19 response/elimination strategy will have contributed to this rise.

Some New Zealanders are speaking about their gratitude for the country to have a health-led economic response to the pandemic.

There are some people expressing concern about how small business are coping and the help they are receiving from the government.

Conversation includes commentary and questions about the financial schemes currently offered.

Grateful for a health-first economic approach

NZ can do whatever it likes ScoMo. All he can see is \$\$\$\$\$. A healthy population is a working economy and health system that is able to cope. Also dead people can't pay taxes.
Like · Reply · 12 h

there is no tradeoff. We chose the best health response and, as a result, have had a booming economy with low unemployment.

Keeping Aotearoa safe from delta is better for health AND the economy. This isn't forever, but coming out too early would be a disaster
8:34 AM · Aug 24, 2021

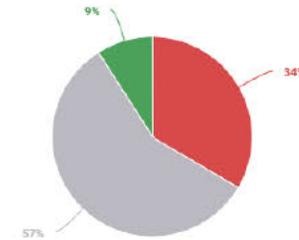
Commentary about opening borders/MIQ and potential impact on NZ's economy

Prime Minister Morrison is right. Elimination is an outdated and nonsensical strategy that will kill the NZ economy. We must continue to vaccinate those most at risk, and re-open our country.

Yes holes in response to a very uncertain and evolving pandemic but I have yet to see a convincing comprehensive plan from either of the opposition parties. Also, the open the borders push from early on would have clearly resulted in disaster both in health & economy. Waiting.
1:52 PM · Aug 24, 2021

Sentiment breakdown August 24

Note sentiment reflects tone of conversation and is not necessarily the subject of the comment.



Total sentiment breakdown: Positive 9%, Neutral 57%, Negative 34%

We keep quarantine at border until we know more, we have been exceptionally fortunate to maintain a semblance of real/normal life (bar overseas holidays). To move away from that too soon would be social and economic suicide (see Scott Morrison). Covid has a way to run yet.
6:20 PM · Aug 24, 2021

por que no los dos? We're in a position to do so, so why not try it? economically we're doing well, we're have an extremely low death rate 5:1mil vs aussie with 39:1mil or the UK with almost 2000/1mil There is a plan in place to open the borders, even if you dont know it #happy
1:49 PM · Aug 24, 2021

Concern about small businesses

Government is hindering small business. My butcher is closed, my favourite Indian grain and herb shop is closed. These are family businesses . There is no sense to this.

Like · Reply · 1 d



5

they probably won't extend wage subsidy..... leaving small business completely effed! I own a small business and don't know weather I will be able to come back from this or not at this stage!

My lockdown is fine and I wholly support it. But I really feel for the essential workers putting up with wearing masks all day and dealing with drongos. Also small businesses with no income but still paying their expenses and worrying about the future

11:01 AM - Aug 24, 2021



Amidst the current level4 lockdown in New Zealand, Pacific businesses are still hustling to survive. Here are ways you can use that coffee money you've been saving to support small Pasifika businesses.

Personal commentary/questions about the wage subsidy and resurgence scheme. People have questions that are specific to their situations.

@NewshubNZ Chamber of Commerce guy said apply for the resurgence subsidy on basis of "if you think it might" rather than actual figures. That's incorrect - that one has to be on actual figures. However the wage subsidy thru winz can be on predictions.

8:39 PM · Aug 24, 2021

Could one of the reporters ask what financial support is being provided for businesses that don't qualify for the Business Resurgence support due to being in operation for less than the 6 months that is being outlined by IRD. At the moment, new businesses do not qualify for this support!

Are sole traders (self employed) contractors eligible for the Resurgence Support Payment? And possibly the wage subsidy as well? Anyone know?

Like · Reply · 13 h



5

Can we get some flexibility with the covid resurgence payouts. I'm not allowed to work and as someone who has recently started working for myself I miss the cutoff for it because my business has only been active for 5 months and 3 weeks as opposed to the 6 months required 🙄🙄

Like · Reply · 13 h



1

Just found out today that the multinational company I work for isn't paying us over lockdown nor taking the wage subsidy to support us because if they take it, they'll "look bad" in the media for using it as they're a well known company.

· 20h

There was a slight increase in the use of words/phrases such as “anxiety” or “mental health” on Tuesday.

Analysts looked into conversation in the Mental Health category which increased in volume by 4% on Tuesday.

While there were no major themes that we could identify within the category, there does seem to be an overall increase in the use of words/phrases such as “suffering”, “anxiety”, “Mental Health” or “suicide”.

This could be in relation to an individual's circumstance e.g. “good for my mental health” or a wider reference e.g. “the economy is suffering” or the potential impact of lockdown on mental health.

Note: The Mental Health category remains a relatively low volume category. Total dataset for Tuesday with 2,195.

“Anxiety”



Question, if someone is in my bubble, but not living with me (my mom lives alone), can I interact with her as if we lived together? Also how to get over anxiety that onlooking neighbors might think I'm breaking lockdown rules? #bubble #lockdownnz

12:28 PM · Aug 24, 2021 from Auckland, New Zealand



Taking a furry friend for a walk.

Lockdown is tough. Have had anxiety. Need the breaks when I can get them. And yup, I wore a mask. ❤️

“Mental Health”



Spoke way too soon on WFH IT issues. For my mental health, this has now become someone else's issue

Good night, fellow sufferers

11:38 PM · Aug 24, 2021



reddit.com (Reddit)

Masks or no masks while going for a jog/run?

">Some people do need to for medical reasons. They are in recovery from injury or surgery >
>Other people do need to for mental health reasons. They are fighting depression and suicidal thoughts >
>And some people need to for safety reasons. They are in an abusive home and need to spend time away in order to maintain peace during lockdown come on..."

“Suffering”



If the border was closed no one from nsw should have been allowed to come into the country than we wouldn't have this situation all the business are suffering people don't realise lockdown is taking us backward also this was the pressure from National party to open borders for Australia what happened now they hiding



Feeling quite tired in lockdown? You could be suffering chronic stress. Registered Clinical Psychologist Dr Sarb Johal has some advice: @sarb



Agree. Lockdowns are just as damaging to our country as the virus itself. Mentally, physically, emotionally, financially we are suffering.
Hell, restrict all who enter our country to those that are vaccinated or NZ citizens if you must but focus on vaccination not eradication.

7:32 PM · Aug 24, 2021

“Suicide”



You wana do essential service work for families who are marginalised in society? That number has epically increased since the lockdowns occurred. In fact three people I know of committed suicide the very first day of lockdown. The mental and financial strain families are experiencing is a very real thing.

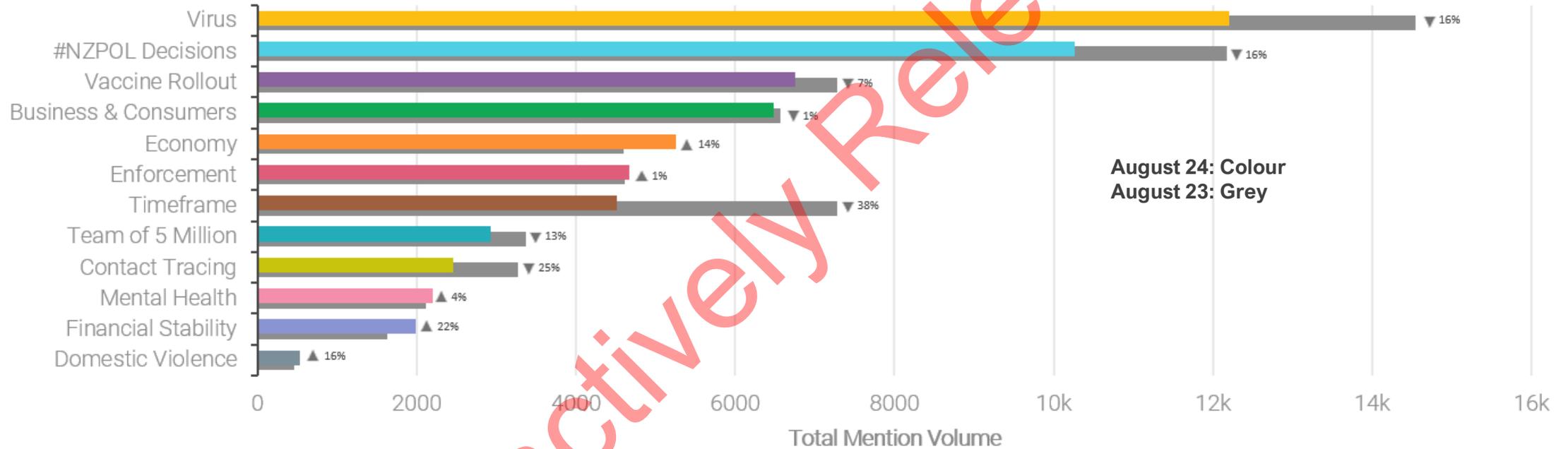
13h

Topic analysis for Mental Health category Tuesday August 24.



Category change: Benchmark

Categories current time period (August 24) benchmarked against previous time period (August 23)



August 24: Colour
August 23: Grey

Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:
August 24: 43,669 (-19%)
August 23: 54,303 (+44%)
August 22: 39,343 (-2%)

Net sentiment of each category

Most categories became less polarized with increases in neutral sentiment and slight decreases in positive sentiment.

The Mental Health category showed the biggest change with a decrease of 12% in negative sentiment.

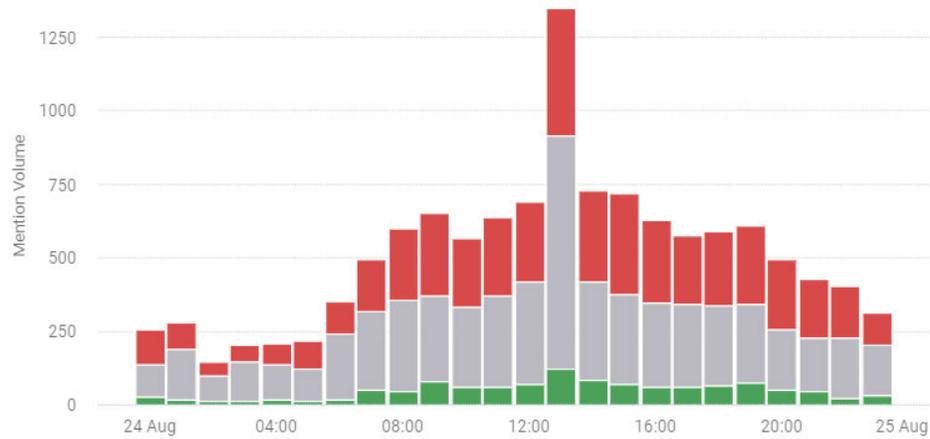
Comparing current period (Aug 24) with shift from previous day (Aug 23)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	35	-6	55	6	10	0
Enforcement	39	-4	51	5	10	-1
Virus	40	-1	50	3	10	-2
#NZPOL decisions	41	-1	47	5	12	-4
Economy	34	-4	57	4	9	0
Mental Health	43	-12	48	9	9	3
Financial Stability	38	-4	56	9	6	-5
Team of 5 Million	33	0	44	8	23	-8
Contact Tracing	28	-4	64	2	8	2
Timeframe	31	-1	54	2	15	-1
Domestic Violence	57	-5	41	6	2	-1
Vaccine Rollout	42	-4	44	3	14	1

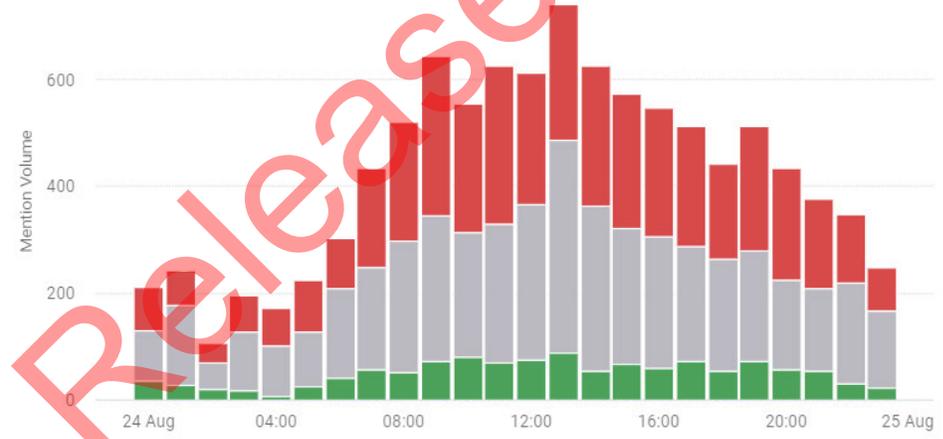
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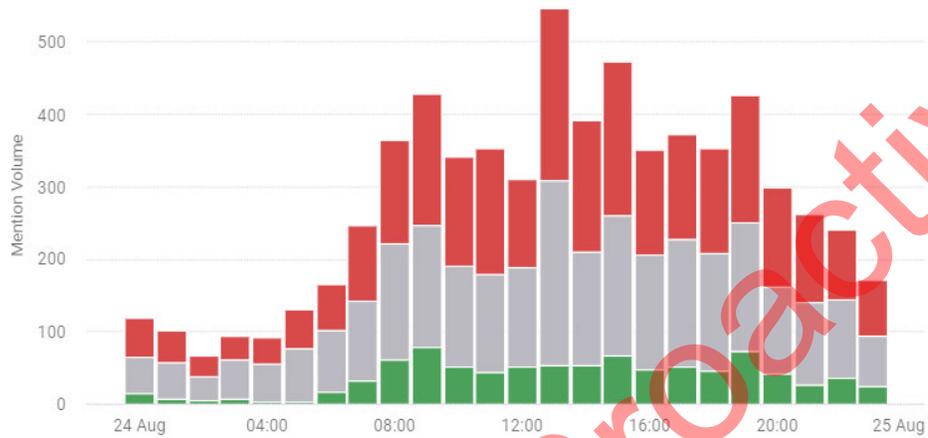
Virus



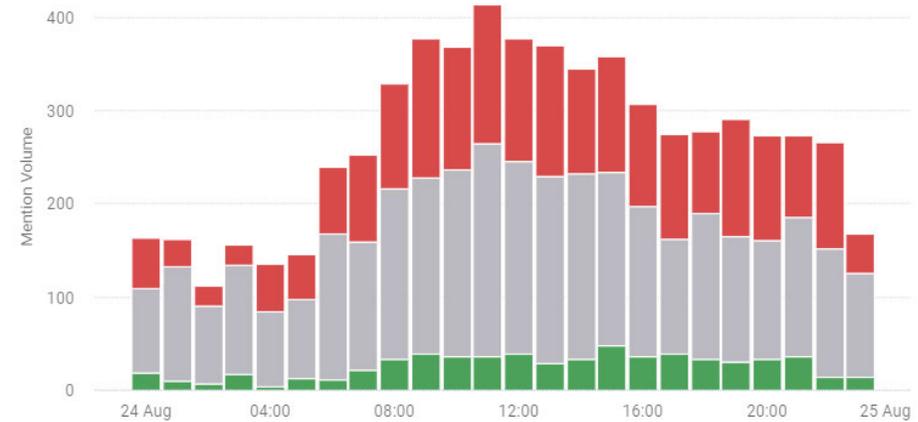
#NZPOL Decisions



Vaccine Rollout



Business & Consumers

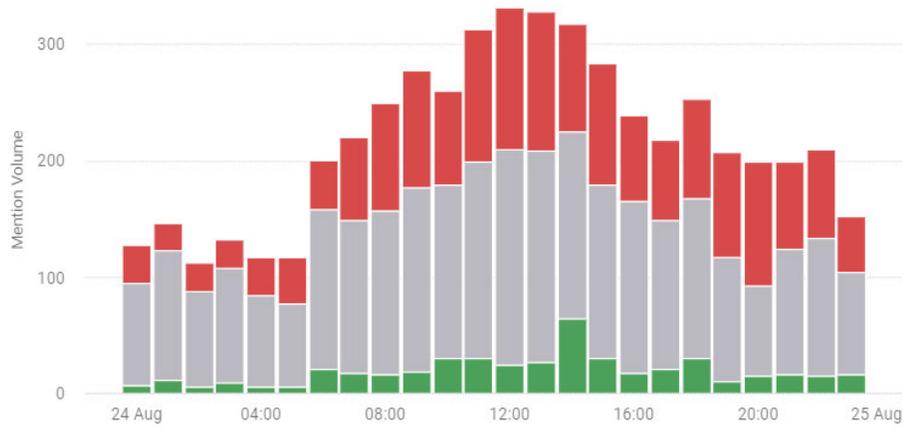


Proactively Released

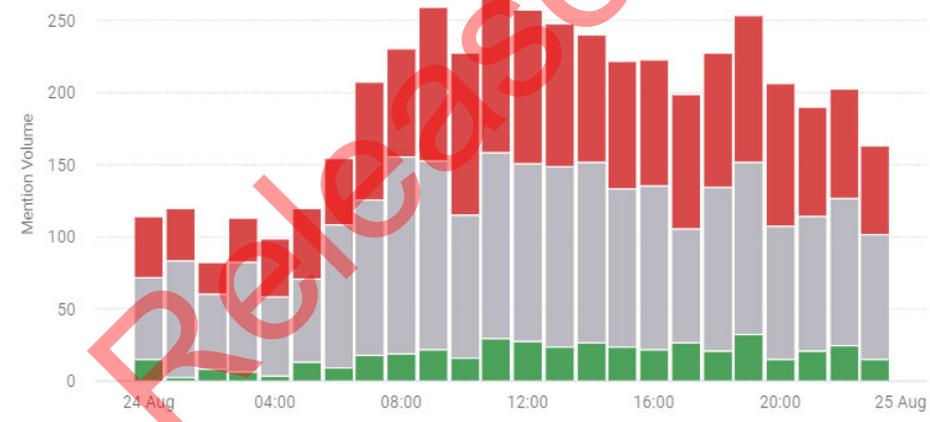
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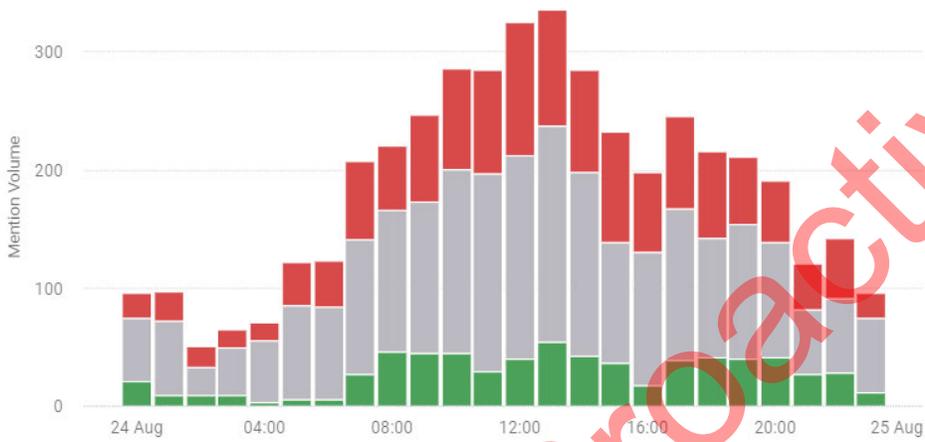
Economy



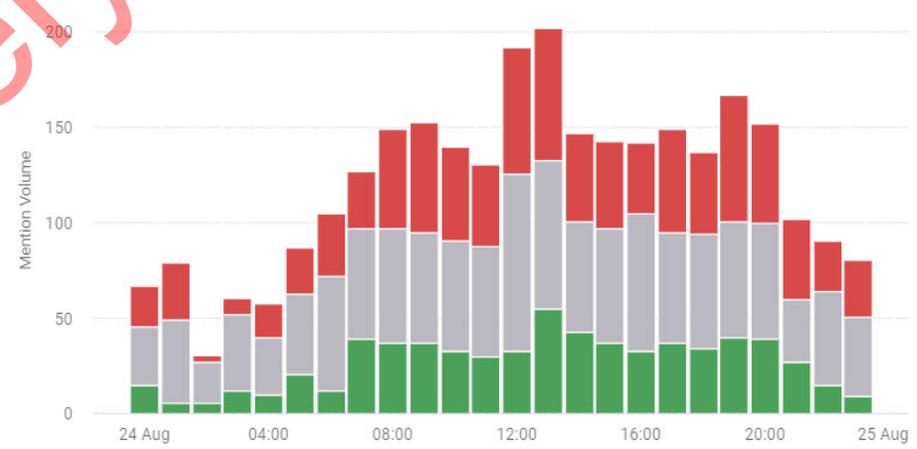
Enforcement



Timeframe



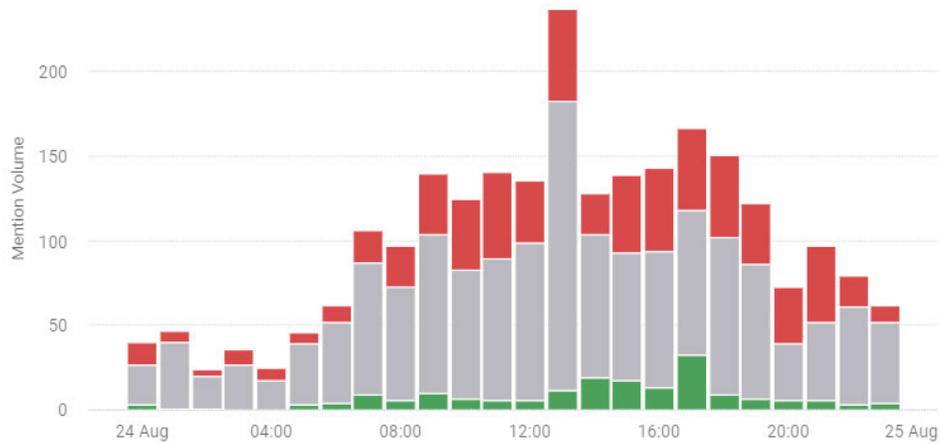
Team of 5 Million



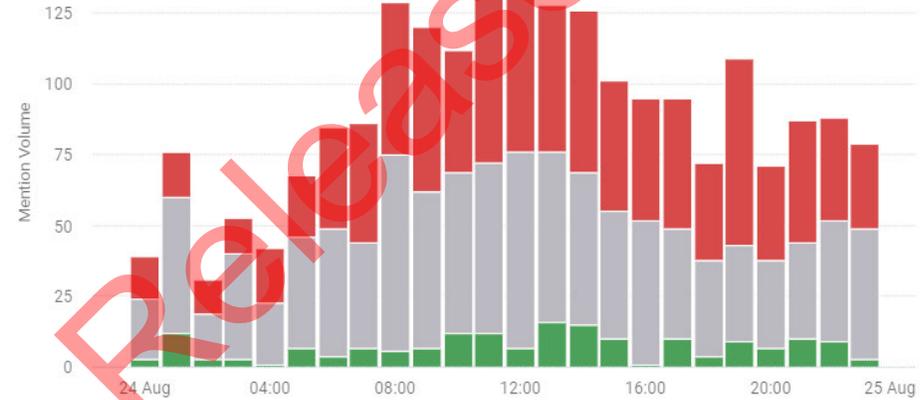
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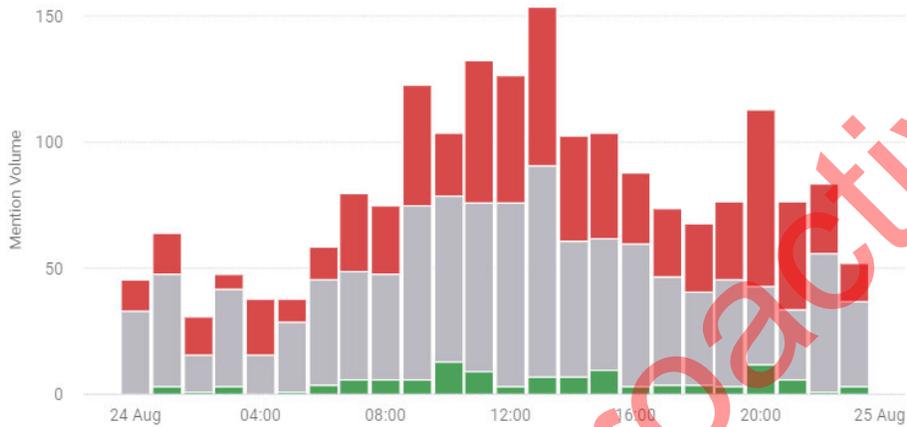
Contact Tracing



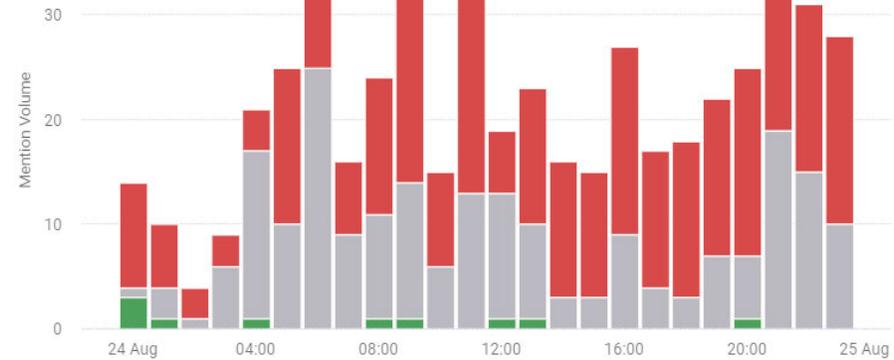
Mental Health



Financial Stability



Domestic Violence



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The nation's response to and perception of New Zealand's leadership and decisions surrounding the response to COVID-19.

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How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

Timeframe

Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.

COVID-19 Awareness Study / Confidential / Annalect 2021

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The impact COVID-19 restrictions has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

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Responses to the role of official enforcement and stories about how infringement is dealt with.

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Conversations New Zealanders are having about the economy, economic decisions and upcoming recession and recovery.

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Encouraging the nation to rally together, comply with the rules and cheerleading the cause.

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What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods including accessing COVID tests.

Mental health

What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

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The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.

SOCIAL CONVERSATION CATEGORIES 24 HOURS

Volume Over Time



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Wednesday August 25, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

The Vaccination Rollout category increased by 18% on Wednesday, partly due to several news stories focused on issues relating to the rollout, along with the 30+ age band being invited to book their vaccines. New Zealanders are sharing their excitement of booking a vaccine, some are sharing positive booking experiences, while some are actively seeking to “skip ahead” in the queue.

Measuring categories of conversation:

The total volume of conversation increased by 2%. Domestic Violence category increased by 25% (however total volume in this category remains very low) this was followed by Vaccine Rollout 18% and Enforcement 7% increase.

Most categories had a slight increase of negative sentiment.

What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**
How New Zealanders are talking about the Vaccine Rollout.
2. **Measuring Categories of Conversation p.g. 6 - 11**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

The Vaccination Rollout category increased by 18% on Wednesday, partly due to several news stories focused on issues relating to the rollout and resulting commentary:

- The possibility that 5 people may have received a saline shot and not the full Pfizer vaccine story sparked discussion about how quickly the MOH should have addressed the issue, and how important transparency and trust in the process is for the public.
- Headquarters bar in Auckland's intention to introduce a proof of vaccination requirement sparked some conversation about undermining our freedom to choose to be vaccinated. Others congratulated the bar for their decision.
- 1 News Pacific correspondent's piece "slamming MOH's rollout of the vaccine in the Pacific community" sparked some constructive comments, others were problematic or racist.

Some people may have received saline and not the complete Pfizer shot.

Preparation of the vaccine for administration is a complex process with everything double checked. There are factors which could result in the vial count and the number of immunisations being out of sync that have nothing to do with the possibility of saline being administered. The media got hold of one remote possibility and is making hay out of...

This is pretty scary. We trust medical professionals know what they're injecting when you get any form of medical care, including vaccines. I don't blame her for being angry.

no corruption but they should have made contact with everyone sooner rather than now I understand the thinking of "what should we do, what did Queensland do" but everyone should have been contacted with the possibility Looks like we will be offer... See more

Headquarters bar in Auckland to introduce proof of vaccination requirement.

I don't have a problem with Vaccinations personally. But the legalities of coercion are questionable here. We do live in a democratic society where by I have the right to choose wether I am vaccinated & my neighbour has the right to choose not too. If ... See more

The issue isn't about whether a person is pro or anti having this vaccine. It is about our rights and freedom. The time it is most important to defend our personal freedoms is during a crisis. Instead of arguing over vaccine efficacy and risk, we should be defending the right of every individual to make their own choice.

Brilliant. Good on them. At last a business with sense. If this so called govt. Only good for ruining a country. Had actually encouraged people to get vaccinated. We wouldn't be in another unnecessarily lockdown costing this country millions. But that's what happens when you vote in lying socialists parading as honest people.

Response to 1 News Pacific correspondent's piece "slamming MOH's rollout of the vaccine in the pacific community".

Some Pacifica don't believe in the vaccine, maybe that's why. Look at what happened with the measles outbreak.

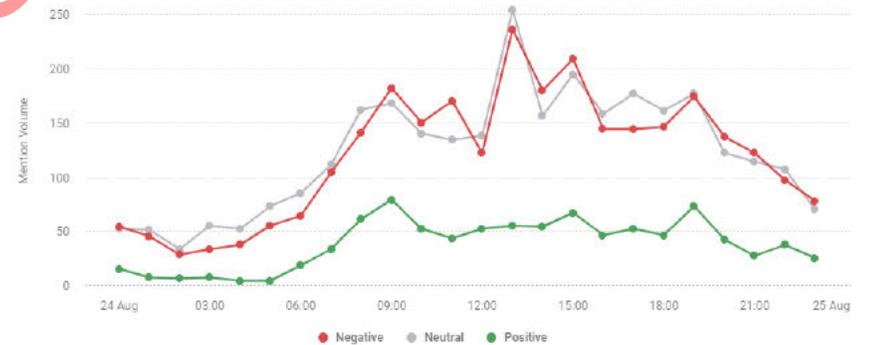
Local vaccine pop up for M&P only. If you want to decide if something is right, step & look from the other side.

Why are the Pacific Island community getting targeted

because alot of them don't believe in the vaccine if they don't comply with doing what is best for our country go back home

Sentiment breakdown August 25

Note sentiment reflects tone of conversation and is not necessarily the subject of the comment.



Total sentiment breakdown:
Positive 13%, Neutral 44%, Negative 43%

Top phrases used in Vaccination Rollout category.



The 30+ age bracket was invited to book their vaccine appointments. New Zealanders shared their experiences of booking:

Sharing excitement to have booked their vaccine, along with positive experiences of a smooth booking process.

Booked up!
Never ever thought I would be so excited about getting vaccinated 🥳🇳🇿

#CovidNZ #covid19nz

Vaccine booked! Took 5 minutes, super easy and super excited
12:46 PM · Aug 25, 2021

So good to get the kids vaccinated. I had my shot on Friday and got my two kids done at the same time. We are all booked in for dose 2 in 6 weeks.
2:50 PM · Aug 25, 2021

Personally I'm enormously impressed with the bookmyvaccine website taking millions of bookings without an issue - must easily be the best government website since

reddit.com (Reddit) 21h
PSA: Vaccine bookings now open for 30+
"Fantastic! Just booked mine and it was so easy. Had no bookings at the medical centre so had to book slightly further away to find an available slot, but I'm glad. It shows how many people are keen to get vaccinated!"

Some people are actively looking for ways to get appointments earlier than those offered though the booking system and are sharing tips.

PSA: if you are keen to get your vaccine as soon as possible, try to reschedule and see if anything earlier is available. I booked this morning for the 13th of September and just found a free slot for the 31st of August instead. Likely because somebody else cancelled their slot!
6:58 PM · Aug 25, 2021

Aug 25, 2021 08:50:07 AM
I go to the Henderson drive through station at Trust Arena, I went today (I'm in group 3) and sat in my car for about an hour max before I got my vaccine - there was no question about whether or not I had an appointment, and everyone that showed up was able to get it done! Mine was booked for 12th September at the earliest but when I heard of this today I got into my car and tried my luck, it was the easiest process!

You definitely can book your vaccine. I'm 28 and called my local pharmacy today. They booked me in for tomorrow.
10:30 PM · Aug 25, 2021

Others are commenting about a perceived inconsistency of allocating appointments, or long wait times.

There's something seriously bung about the vaccine booking system. Old Mate is an age bracket ahead of me - hence the "Old" - but my freshly booked first jab is five weeks ahead of his 😞
3:06 PM · Aug 25, 2021

What I have learned from this tweet is that vaccine access is still inexplicably random... some people getting bookings today, others can't until October.

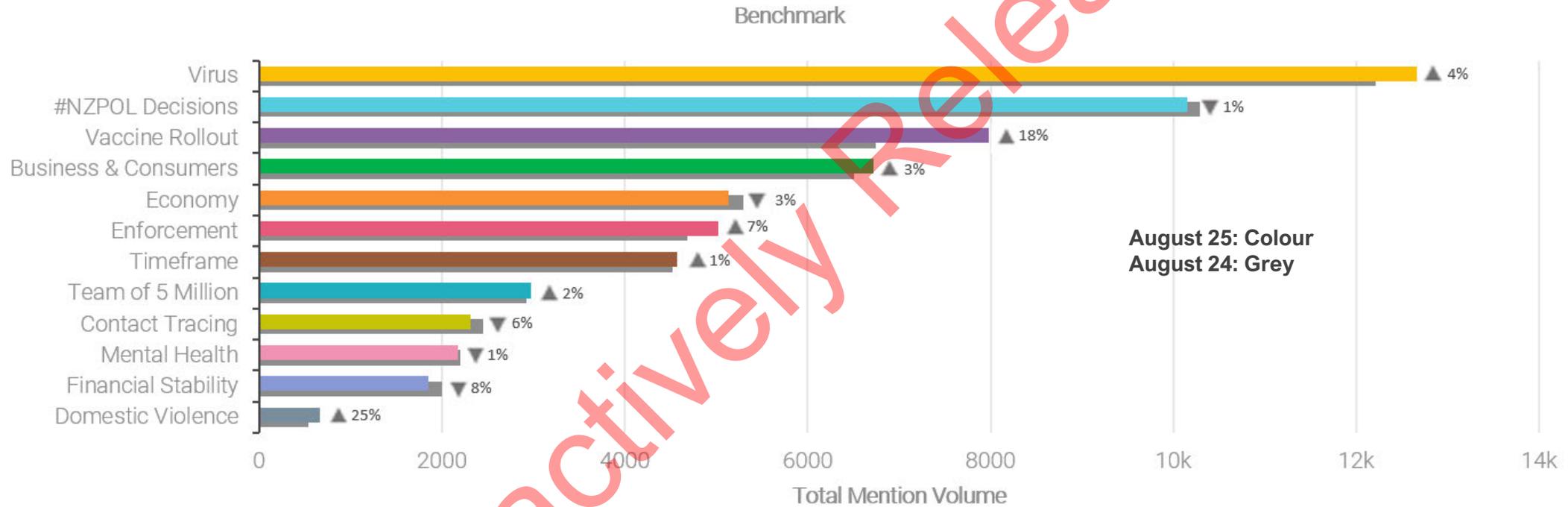
Basically, the "today" people have all gone via their GP or local clinic, not booked online.

? they are. NZ is lagging behind. booked his jab today and its going to take 2 months before he can get his 1st one 😞. That's shocking.

? My son and I have booked but have to wait till next month to get our first ones done. Will be glad when fully vaccinated

Category change: Benchmark

Categories current time period (August 25) benchmarked against previous time period (August 24)



Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:
August 25: 44,655 (+2%)
August 24: 43,669 (-19%)
August 23: 54,303 (+44%)

Net sentiment of each category

Most categories increased in negative sentiment and became slightly less neutral and/or positive.

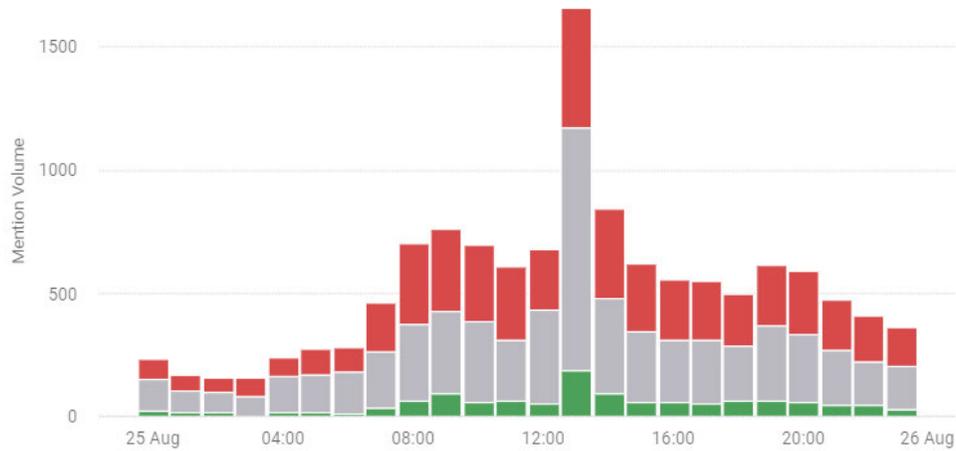
Comparing current period (Aug 25) with shift from previous day (Aug 24)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	36	1	55	0	9	-1
Enforcement	39	0	52	1	9	-1
Virus	41	1	49	-1	10	0
#NZPOL decisions	44	3	45	-2	11	-1
Economy	36	2	56	-1	8	-1
Mental Health	48	5	47	-1	5	-4
Financial Stability	35	-3	59	3	6	0
Team of 5 Million	35	2	43	-1	22	-1
Contact Tracing	30	2	63	-1	7	-1
Timeframe	33	2	53	-1	14	-1
Domestic Violence	61	4	37	-4	2	0
Vaccine Rollout	43	1	44	0	13	-1

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Note this table reflects % of sentiment change relative to the volume of each category and therefore smaller datasets will have more exaggerated sentiment shifts. See previous page for volume.

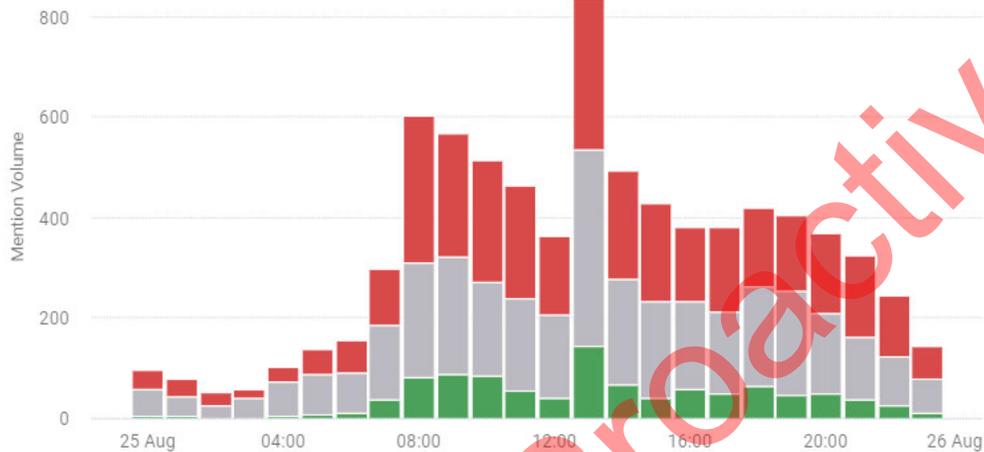
Virus



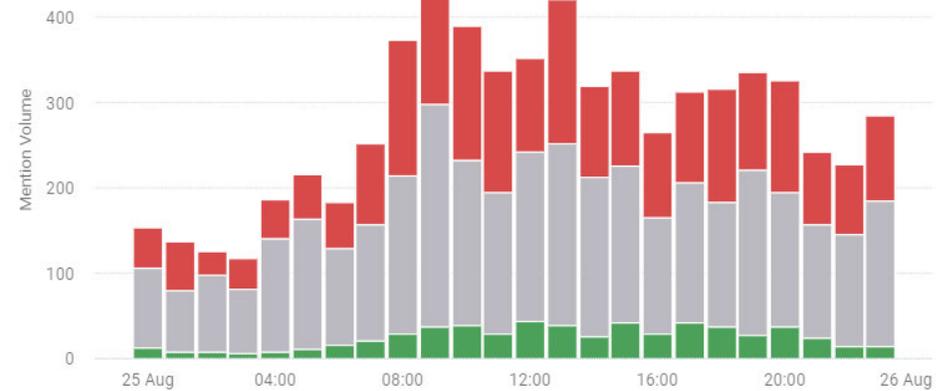
#NZPOL Decisions



Vaccine Rollout



Business & Consumers

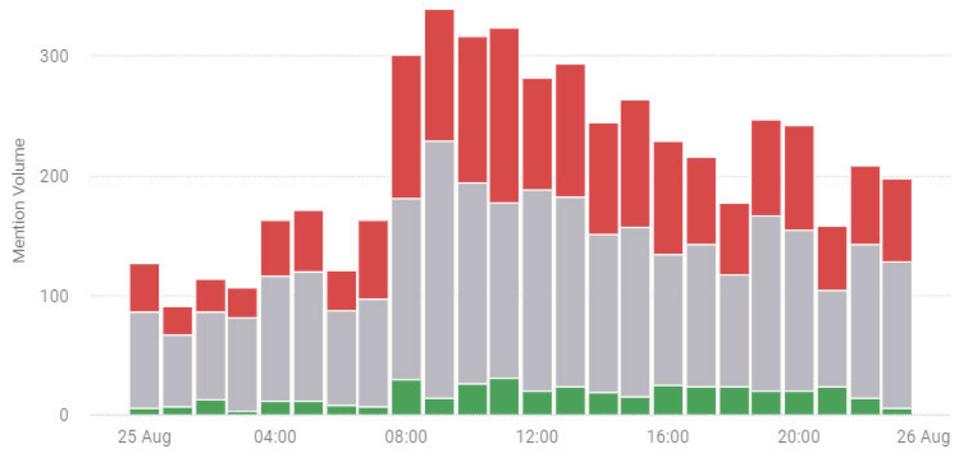


Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

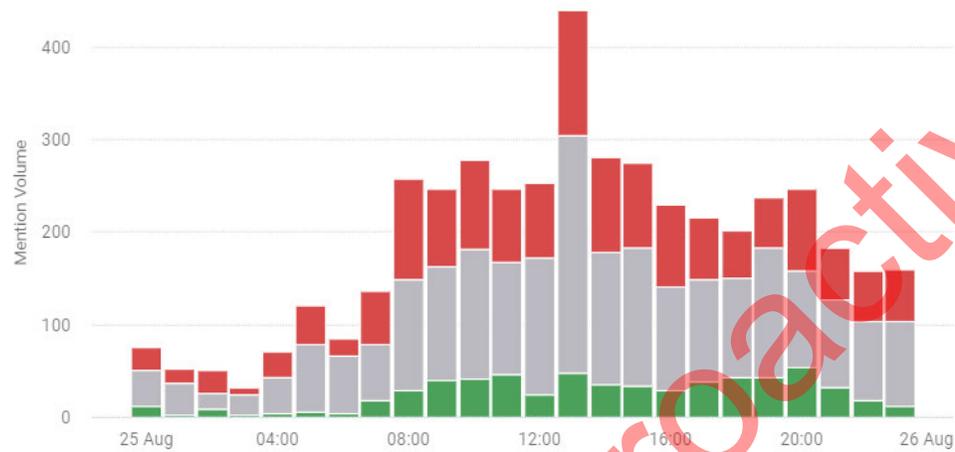
Economy



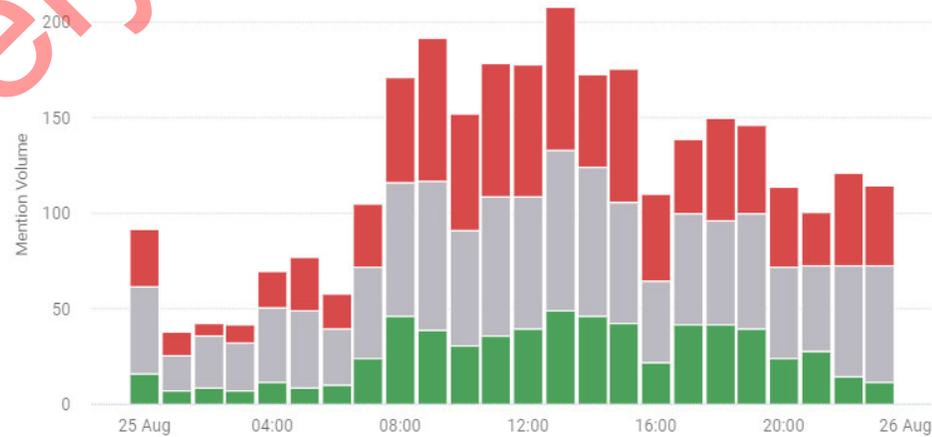
Enforcement



Timeframe



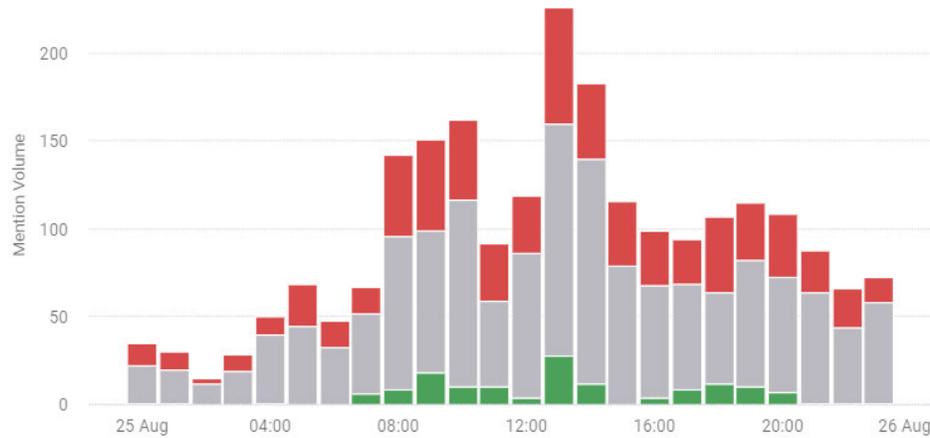
Team of 5 Million



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

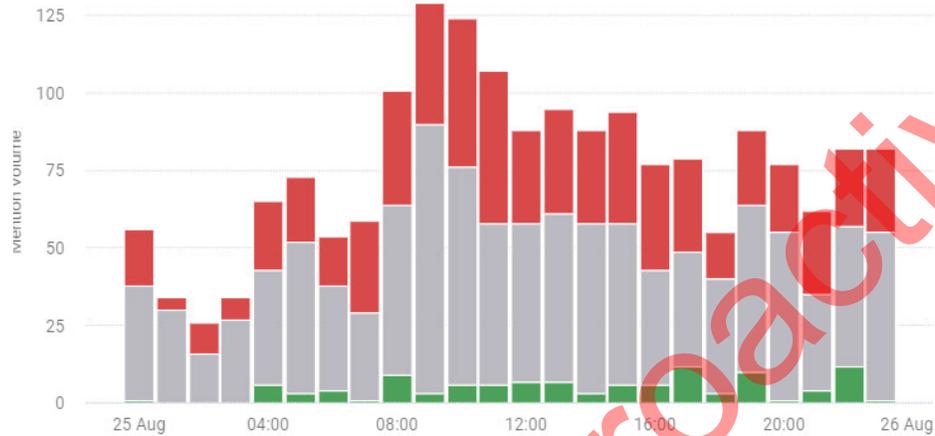
Contact Tracing



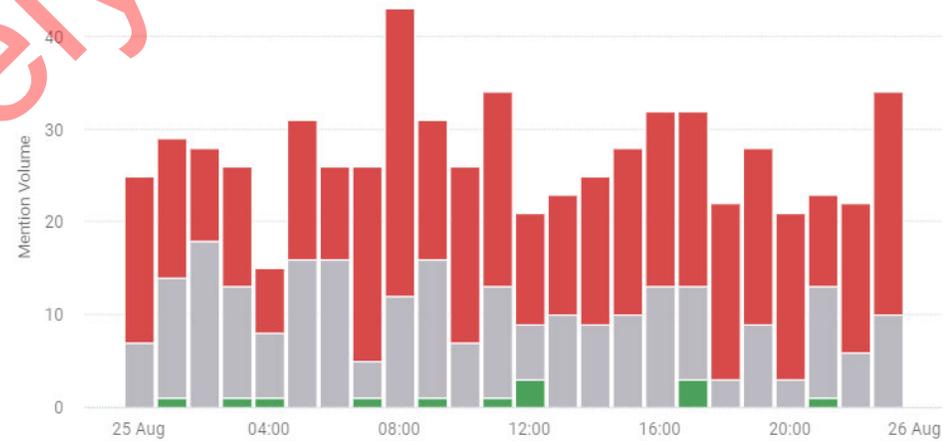
Mental Health



Financial Stability



Domestic Violence



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

Category Definitions

We access data through keyword queries. We update these queries as the language used to describe a topic or theme evolves. In this report, keywords have been updated to align with changes in conversation we've observed.

Virus

This conversation looks at the virus itself. This may include discussion about medical response, health advice, symptoms of COVID-19 and number of cases/deaths in New Zealand and globally.

#NZPOL Decisions

The nation's response to and perception of New Zealand's leadership and decisions surrounding the response to COVID-19.

Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

Timeframe

Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.

COVID-19 Awareness Study / Confidential / Annalect 2021

Business & consumers

The impact COVID-19 restrictions has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

Enforcement

Responses to the role of official enforcement and stories about how infringement is dealt with.

Economy

Conversations New Zealanders are having about the economy, economic decisions and upcoming recession and recovery.

Team of five million / Unite against virus

Encouraging the nation to rally together, comply with the rules and cheerleading the cause.

Contact tracing

What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods including accessing COVID tests.

Mental health

What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

Financial stability

The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Thursday August 26, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Conversation in the category Enforcement increased by 12% on Thursday. New Zealanders are discussing how the Police are enforcing the lockdown rules, and their thoughts about the Police's function in the lockdown.

Sentiment in this category is still mainly neutral however there is moderate negative sentiment.

Measuring categories of conversation:

Volume of conversation shifted only slightly, increasing by 1%. There was a 12% increase in conversation relating to Enforcement and Timeframe.

Whereas mentions of Virus decreased by 4% and Contact Tracing fell by 16%.

From a sentiment perspective most categories decreased in negative sentiment and became slightly more neutral and/or positive.

What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**
How New Zealanders are talking about Enforcement.
2. **Measuring Categories of Conversation p.g. 6 - 11**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

Conversation in the Enforcement category increased by 12%. Sentiment became 2% less negative. New Zealanders are discussing enforcing the rules around mask wearing and moving around the country.

The increase in volume in the Enforcement category on Thursday was due to several news stories that drove conversation. Stories included the Police Commissioner's brief to MPs, mask wearing incidents, and a Police traffic check-point in Northland.

Sentiment in this category is still mainly neutral however there is moderate negative sentiment.

With increased Police visibility in the media and at neighbourhood essential services, there is an increase in commentary - including people's perception of the Police and their thoughts about the Police's function in the lockdown.

There continue to be people who would like to see harsher consequences for rule-breakers alongside those who would like to see Police concentrating on "proper crimes" instead of things such as mask wearing.

Commentary around the police not being prioritized for a vaccine earlier.

Funny how ardem is wanting police to deal with non mask wearers given the fact she didn't think they should get the jab as priority. 🤔 brainless. we gave pfizer vax to other countries but couldn't find vax for our police. heads should roll

Like · Reply · 12 h

Very glad you're getting jabbed this week. Is this all Police (it should be)...not only the front line! You are all very vulnerable, and as I have skin in the game, so to speak, I am worried. **Congratulations** to all the Police.

Like · Reply · 1 d

Political associations

Police are here to uphold the laws not to be used by the political parties to bully and victimize and frighten citizens. The police should be feeling more and more uncomfortable with where this is heading.

Like · Reply · 15 h

reddit.com 6h

Auckland is likely to remain in strict lockdown for several weeks
Keeping law abiding citizens under house arrest isn't psychotic?

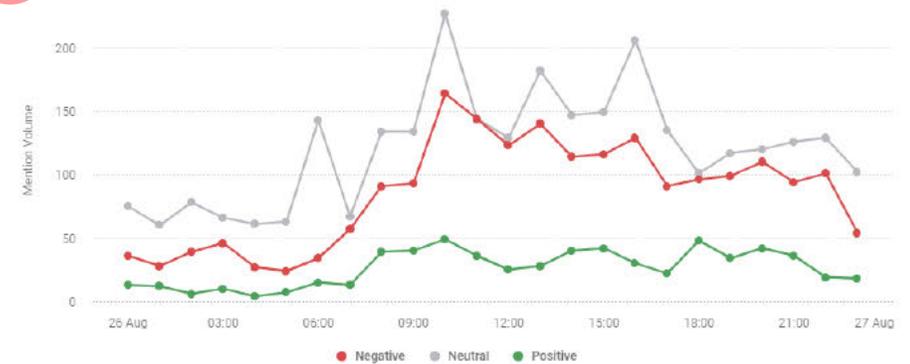
Engage

To hear from 4 police officers mouths that they are under staffed and equipped to deal with assaults and burglaries concerns me hugely! The government and media have taken any respect our officers deserve away absolutely devastating 🤔

Like · Reply · 15 h

Sentiment breakdown August 26

Note sentiment reflects tone of conversation and is not necessarily the subject of the comment.



Total sentiment breakdown:
Positive 11%, Neutral 52%, Negative 37%

Commentary around incident in Christchurch.

reddit.com 7h

Abusive anti-masker gets what he deserves outside Ch
My feelings exactly. Good to see that ignoring the rules isn't being tolerated, but I'll never be one to cheer for the police or seeing somebody thrown down on asphalt for something like this.

reddit.com (Reddit) 10h

Abusive anti-masker gets what he deserves outside Christchurch Countdown.
"Don't forget that cop, again in christchurch, who threw a kid onto the concrete for getting smartass when they were shutting down a party. That was last year the footage came out I think? So it happens. In saying that, with lockdown, this dude most likely deserved it. They've been real patient with people so far that I've seen."

Calling for harsher consequences for flouting.

It is not pointless, fine or prison for those breaking rules, they always break rules and we will never succeed if some people think the rules do not apply to them. They are risking spread of virus and all our lives.

Like · Reply · 11 h

Why is the NZ police still taking an "education" approach to many Covid rule breakers?

Farcical. It's not like L4 is new.

Break the rules, you're a fool. Here's your fine. Aren't you cool!

10:45 PM · Aug 26, 2021

Bloody fine them like Aussie does \$5000! They are time wasters and using up a very limited resource. An educational approach doesn't appear to be working.

Like · Reply · 15 h

Would rather the Police be concentrating on other crime.

Tried to arrest my neighbour driving to get groceries yesterday. Told her to go home and order on line. Is this policing?

Lost respect for police. To serve and protect is long gone. Meanwhile crims are laughing at police and us. Yuck.

10:43 PM · Aug 26, 2021

? 5 Cops down at Countdown Ferrymead, bashing up a Shopper for not wearing a Face Nappy, that do nothing except make others feel SAFE. Try getting a Ccp to come out for a break in Robbery.

? You are totally right. Police cant catch the real criminals out there but wasting time on a man who went fishing solo. Bullying law abiding citizens is all they can do.

New Zealanders are turning attention to the possibility of introducing domestic borders. Northlanders are concerned that Aucklanders have already driven up north at the start of the lockdown.



facebook.com

Police Commissioner Andrew Coster briefs MPs on Delta lockdown

"Police jst driving around doing nothing.... Wheres the Intercity check points ..."



facebook.com

Police Commissioner Andrew Coster briefs MPs on Delta lockdown

"Too late Com Of Police your area checks are too late. Whanau need to take up their own Check points at least until Police get their pants on. You can't monitor everywhere!!! Somewhere we have to be responsible for keeping our families and our communities safe"

Great work, but just remember we in Mangawhai are Kaipara Northland and under Whangarei hospital area. alot of us are old and retired,we do not want to shop in Warkworth where confirmed covid case.

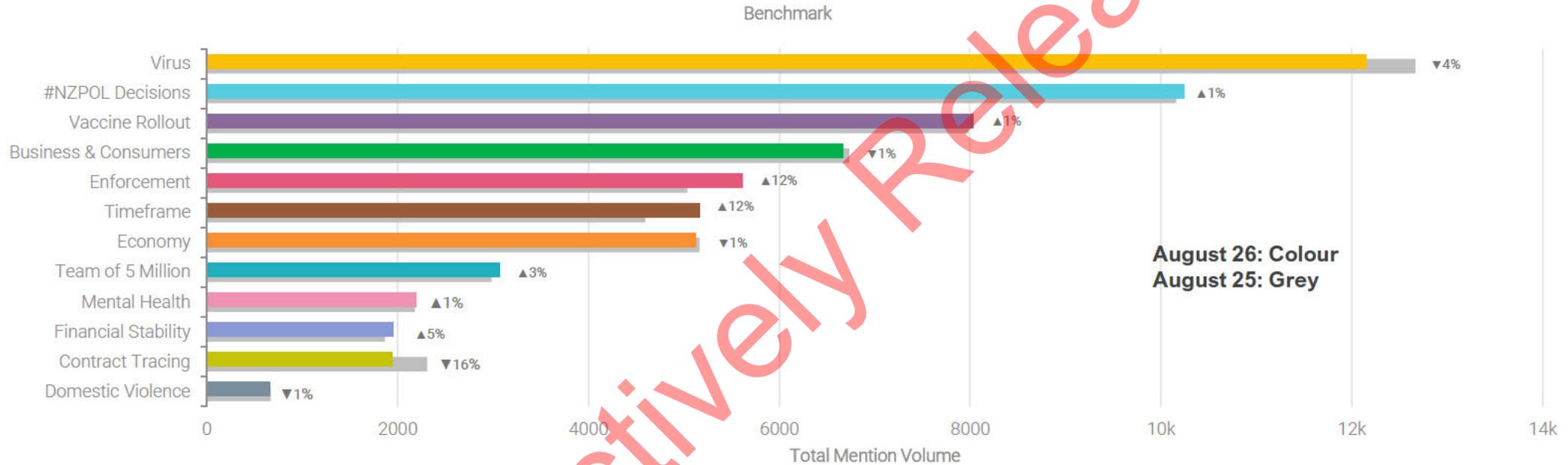
Like · Reply · 17 h

For once I totally agree with Hone. The checkpoint should of been in place way before Jacinda announced the Lockdown. It's left to us Northlanders to report any Aucklanders in our Area.

Like · Reply · 1 h

Category change: Benchmark

Categories current time period (August 26) benchmarked against previous time period (August 25)



Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:
August 26: 44,997 (+1%)
August 25: 44,655 (+2%)
August 24: 43,669 (-19%)

Net sentiment of each category

Most categories decreased in negative sentiment and became slightly more neutral and/or positive.

The exception was the Vaccine Rollout which albeit a small chance, increased negatively by 3%.

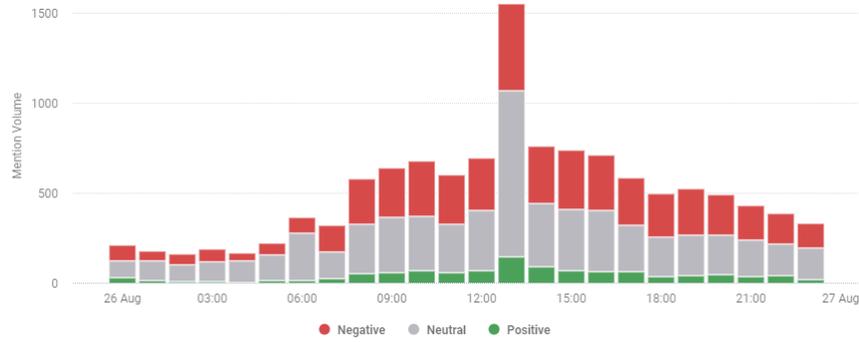
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#NZPOL decisions	43	-1	46	1	11	0
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Mental Health	46	-2	49	2	5	0
Financial Stability	33	-2	61	2	6	0
Team of 5 Million	33	-2	44	1	23	1
Contact Tracing	27	-3	67	4	6	-1
Timeframe	32	-1	53	0	15	1
Domestic Violence	60	-1	36	-1	4	2
Vaccine Rollout	46	3	40	-4	14	1

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

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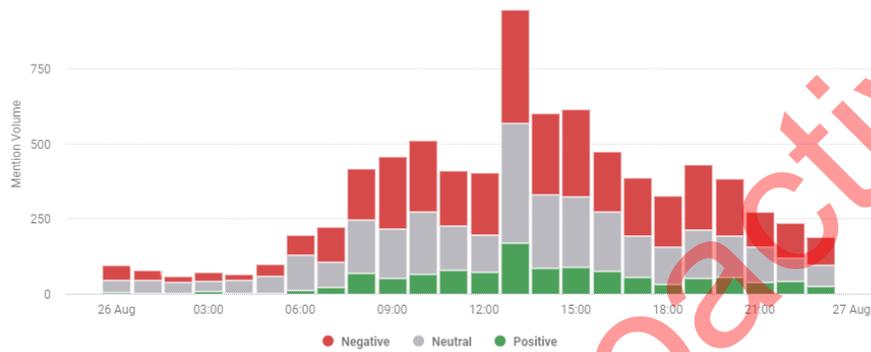
Virus



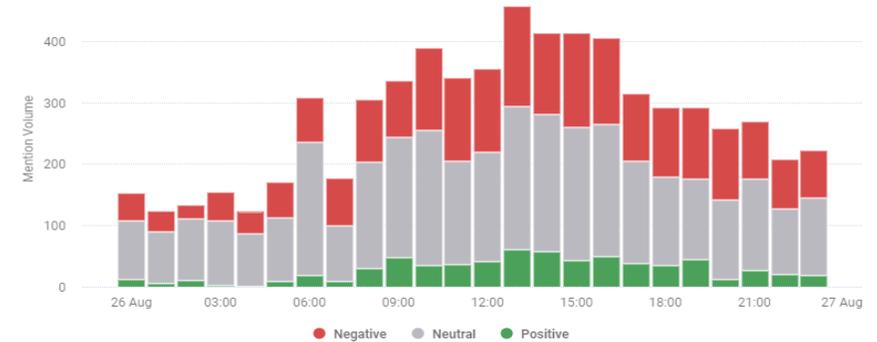
#NZPOL Decisions



Vaccine Rollout



Business & Consumers



Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

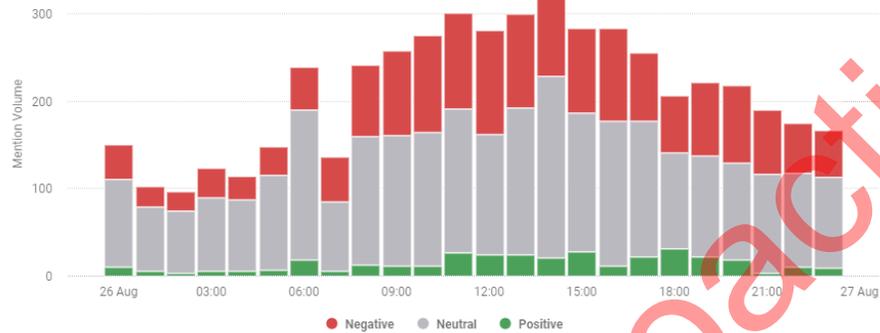
Enforcement



Timeframe



Economy



Team of 5 Million



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

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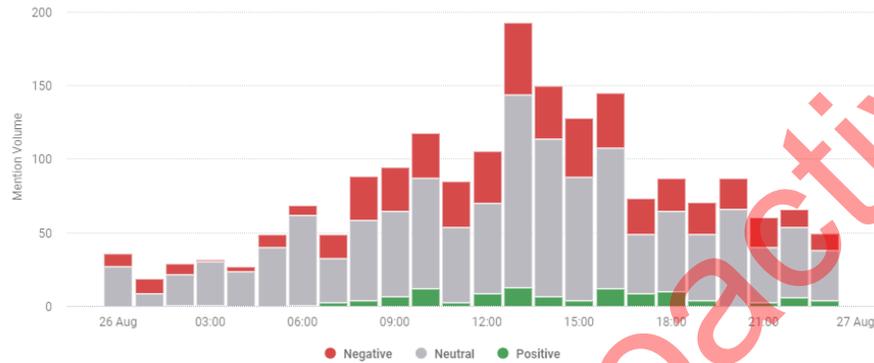
Mental Health



Financial Stability



Contact Tracing



Domestic Violence



Proactively Released

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#NZPOL Decisions

The nation's response to and perception of New Zealand's leadership and decisions surrounding the response to COVID-19.

Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

Timeframe

Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.

COVID-19 Awareness Study / Confidential / Annalect 2021

Business & consumers

The impact COVID-19 restrictions has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

Enforcement

Responses to the role of official enforcement and stories about how infringement is dealt with.

Economy

Conversations New Zealanders are having about the economy, economic decisions and upcoming recession and recovery.

Team of five million / Unite against virus

Encouraging the nation to rally together, comply with the rules and cheerleading the cause.

Contact tracing

What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods including accessing COVID tests.

Mental health

What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

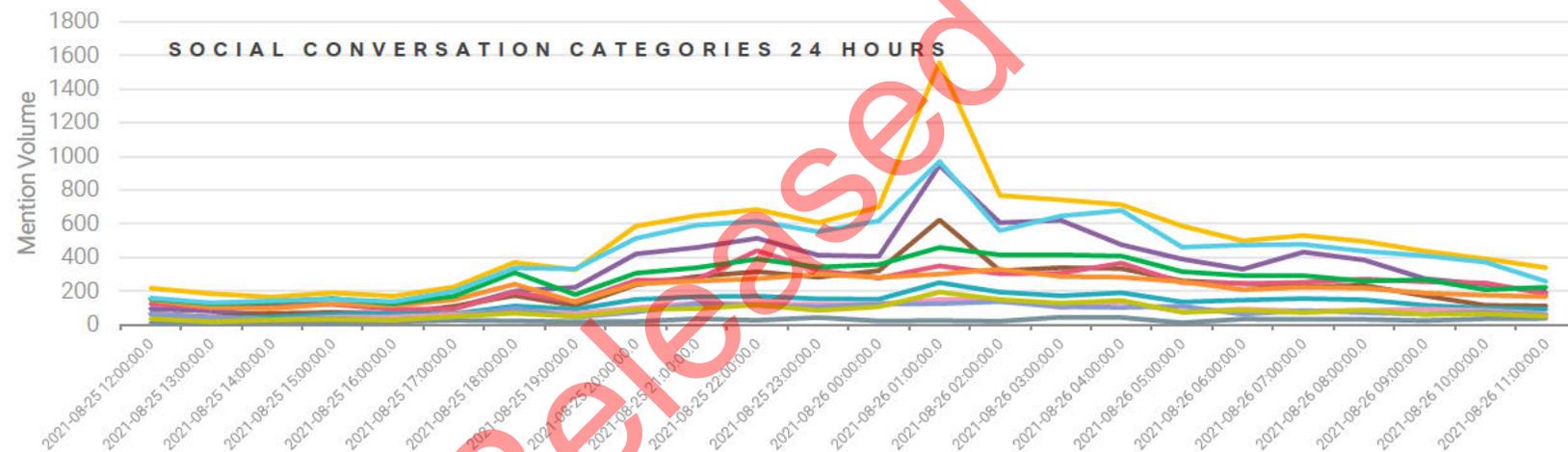
Financial stability

The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.

Volume Over Time



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Friday August 27, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

With the Alert Level changes announcement taking place on Friday, conversation in the Timeframe category increased by 85%. There is high neutral and negative sentiment with people giving their thoughts on which areas they believe should remain in, or move to, which Alert Level. There are people reminding others what the Alert Level 3 rules are.

Measuring categories of conversation:

The total volume of conversation increased by 15%. All categories bar Vaccine Rollout, Enforcement, Contact Tracing and Domestic violence increased, with the largest category increase in Timeframe at 85%. In terms of sentiment, there were no major shifts across the categories.

What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**
How New Zealanders are talking about Timeframe.
2. **Measuring Categories of Conversation p.g. 6 - 11**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

With the Alert Level changes announcement taking places on Friday, conversation in the Timeframe category has increased by 85% with high neutral and negative sentiment.

The Timeframe category increased by 85% on Friday. This was due to the government announcing the alert level changes that all of New Zealand will remain in Alert Level 4 till 11.59pm Tuesday. From Wednesday all areas South of Auckland will move to Alert Level 3. Auckland and Northland will remain at Alert Level 4, with review on Monday August 30.

There are some people expressing frustration who believe the South Island shouldn't have to be in Alert Level 3 or 4 without any cases.

Some people are asking why Wellington has been moved to Alert Level 3 despite having active cases.

Within the category there is commentary around the possibility of Auckland/Northland remaining at Alert Level 4 for an additional fortnight.

People are reminding others what the expectations and rules are under Alert Level 3.

A few people are sharing their plans for Alert Level 3 e.g., takeaways or click-and-collect options.

Frustration at why the South Island is remaining in/being moved to Level 4/3

facebook.com
New Zealand will remain at Alert Level 4 until 11.59pm Tuesday 31 August. From Wednesday 1 September all areas South of South Island should be able to go to level 2 next week. Level 3 is bullshit!!!! Nothing changes

Oh yea just an excuse to keep us in lockdown a bit longer even though we have had NO cases in the south island. 🙄

Like · Reply · 10 h

? South island has 0 cases so its stupid to keep them at level 4 or any level. keep north island at level 4 is a good idea

Commentary around the possibility Auckland/Northland will remain at Alert Level 4 for another two weeks.

? You're making a wise decision for Auckland to stay in Alert Level 4, because it's look like people still all over the place no restriction at some of the shops

Two more weeks at Level 4 then it'll be a fair bit at Level 3, won't it, going on last year's step-down? So it'll likely be October now before the relative freedom of Level 2. Winter'll be long gone.

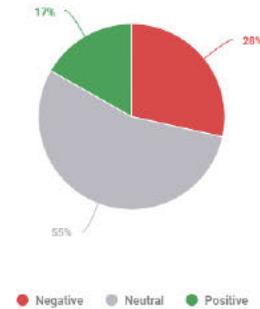
3:22 PM · Aug 27, 2021

I welcome staying in L4 up here in Northland because all those Aucklanders who came up here to their so called holiday Bach's more like Huge homes are still here and out and about in our communities, grocery shopping, petrol stations etc.

Like · Reply · 15 h

Sentiment breakdown, Timeframe August 27

Note: sentiment reflects tone of conversation and is not necessarily the subject of the comment.



Total sentiment breakdown:
Positive 17%, Neutral 55%, Negative 28%

Expressing confusion about Wellington moving to Alert Level 3 despite having active cases

facebook.com
Takeaways and barista coffee: What you can and can't do at COVID-19 alert level 3
So wellington is going to level 3 even with its covid cases hmmm must be so the politicians can go buy a nice coffee in the mornings

The logic behind dropping Wellington back to level 3 at the same time as the SI completely escapes me

Like · Reply · 12 h

facebook.com
A quick update after alert level decisions today - and also an update from this morning on Afghanistan...
How does Northland with no positive cases remain level 4. When Wellington with 12-13 cases go level 3. Senseless. ??

People reminding others what the existing Alert Level 3 rules/expectations are.

What does Level 3 mean for people south of Auckland? Takeaways OK. Some extra shop choices like butcheries, fishmongers, greengrocers, & permitted health services. Generally online 1st for study or office work. More info @NZStuff



Covid-19: The do's and do not's at alert level 3
It has been more than a year since those outside Auckland have been at alert level 3. Here's a remind...
stuff.co.nz

4:11 PM · Aug 27, 2021

Every one SOUTH of Auckland boundary goes to Level 3 from Wednesday. Reminder: This does not mean more social interaction. Still stay in your bubbles.

3:12 PM · Aug 27, 2021

When we moved into level 3 last year, everyone went nuts for takeaways and littered Papatūānuku with their takeaway rubbish. Please don't do the same thing this time round.
If it doesn't fit in a public bin, take it home with you!

3:53 PM · Aug 27, 2021

Discussion about people will do once they move to Alert Level 3 .

YEAH BOOOOOOOO LEVEL 4 WITH DELIVEREASY IS BACK ON

(soz Auckland and Northland)

3:05 PM · Aug 27, 2021

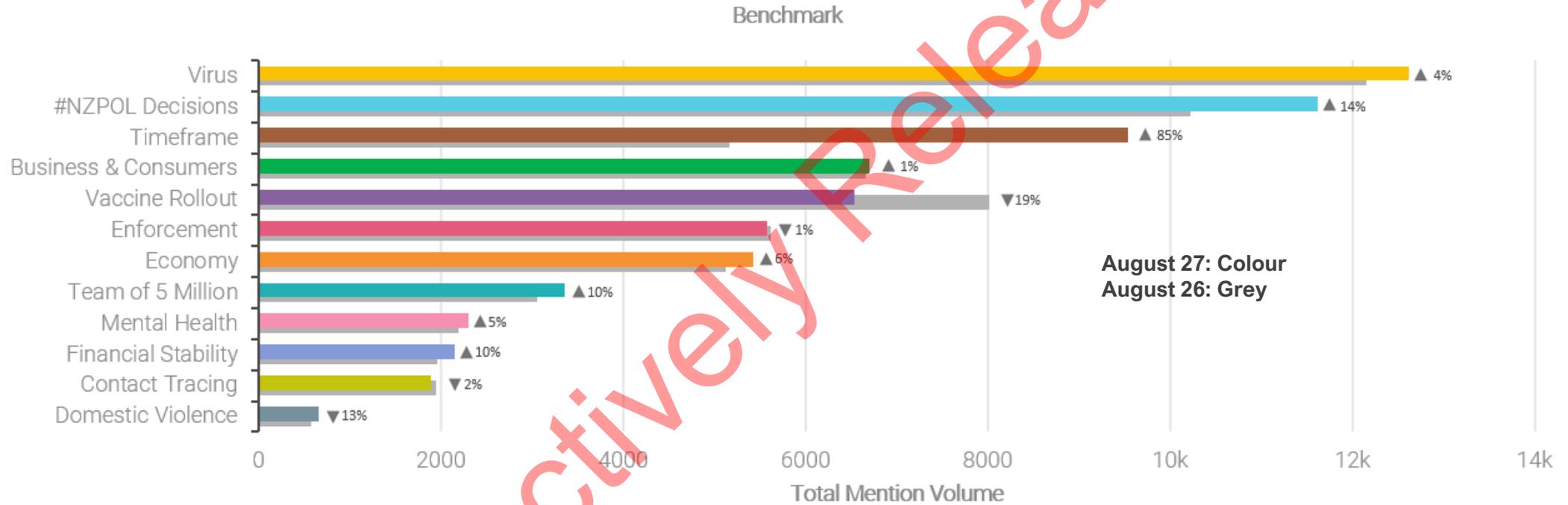
I prolly won't get any takeaways if we go to level 3. But I just realised that most of the garden centres with good online shops are south of auckland and I'm disturbingly eager to buy plants

10:17 PM · Aug 27, 2021

Proactively Released

Category change: Benchmark

Categories current time period (August 27) benchmarked against previous time period (August 26)



Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:

August 27: 51,613 (+15%)
August 26: 44,997 (+1%)
August 25: 44,655 (+2%)

Net sentiment of each category

There were no major shifts in sentiment across the categories. #NZPOL Decisions become slightly more positive.

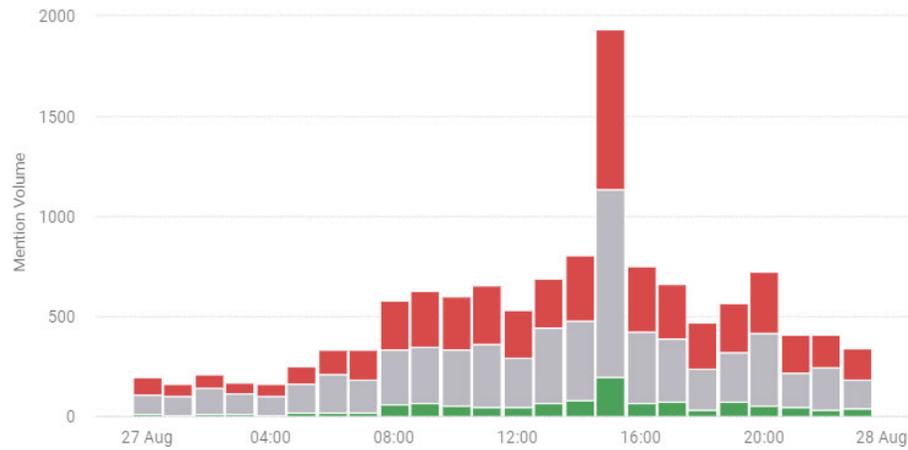
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Enforcement	36	-1	49	-3	15	4
Virus	42	1	49	-1	9	0
#NZPOL decisions	41	-2	44	-2	15	4
Economy	35	1	56	-3	9	2
Mental Health	49	3	46	-3	5	0
Financial Stability	35	2	54	-7	11	5
Team of 5 Million	29	-4	42	-2	29	6
Contact Tracing	33	6	60	-7	7	1
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Vaccine Rollout	45	-1	42	2	13	-1

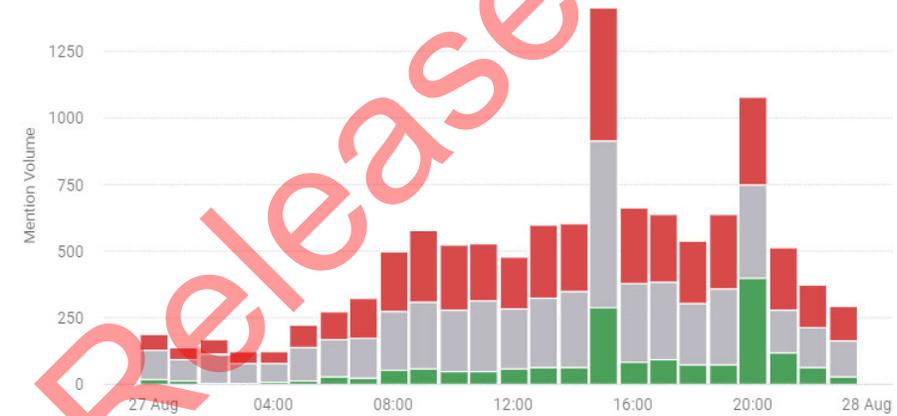
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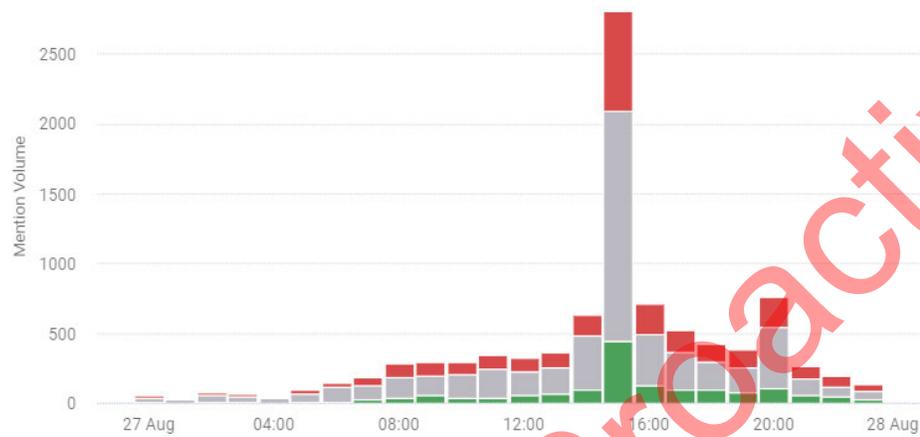
Virus



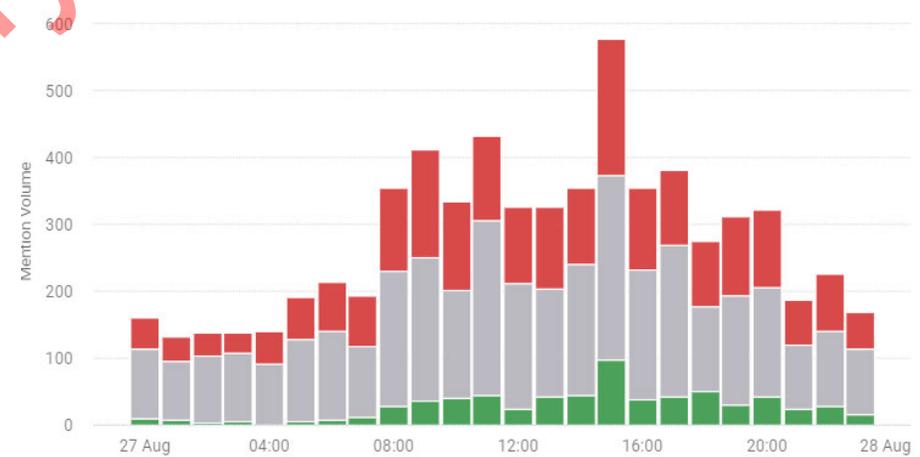
#NZPOL Decisions



Timeframe



Business & Consumers

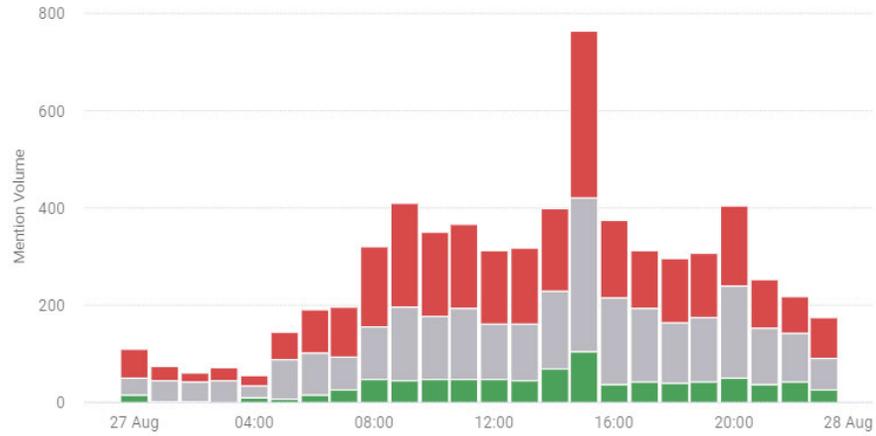


Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

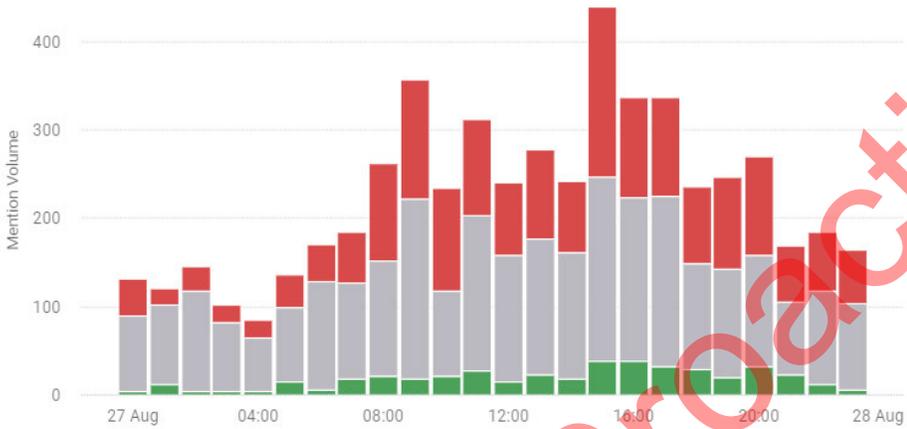
Vaccine Rollout



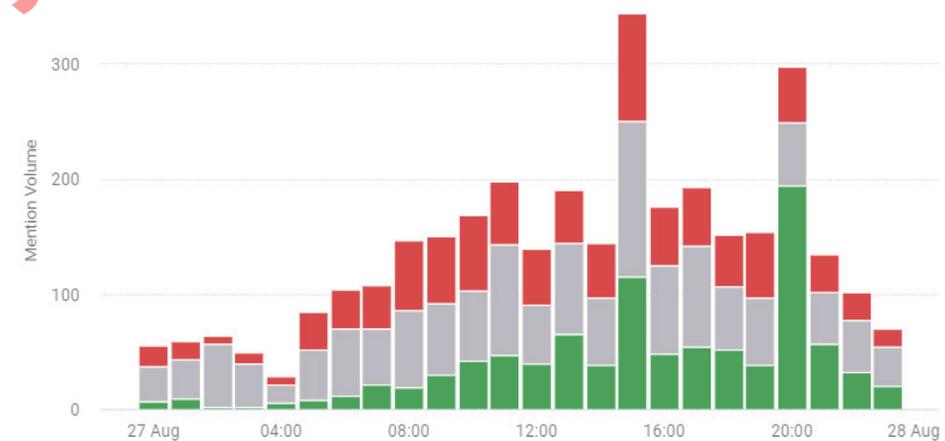
Enforcement



Economy



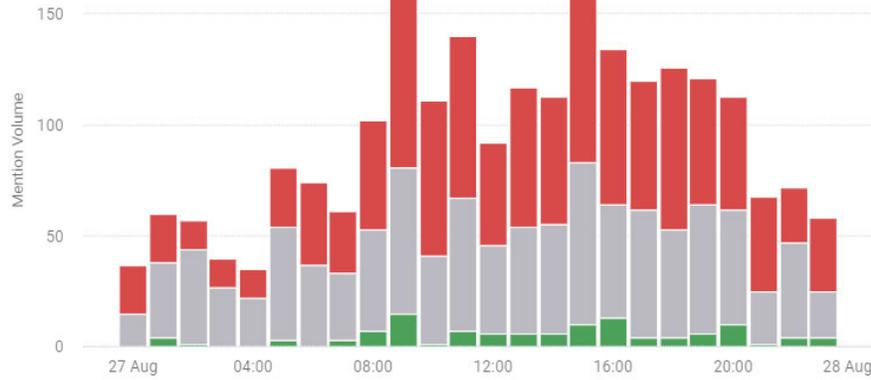
Team of 5 Million



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

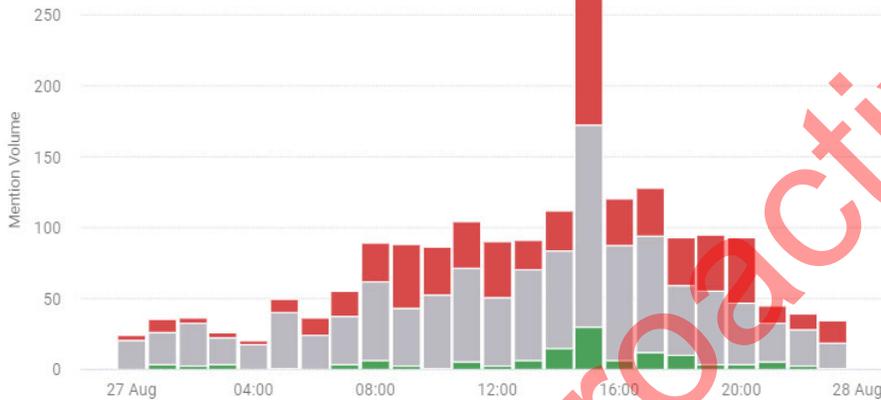
Mental Health



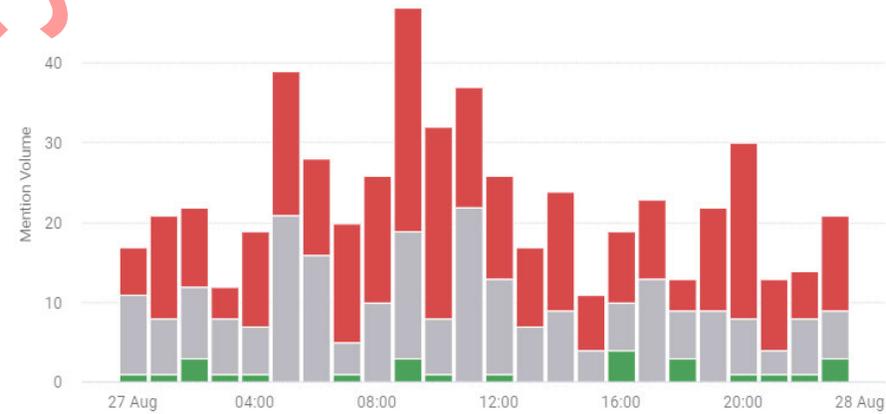
Financial Stability



Contact Tracing



Domestic Violence



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/scale (Y axis). See page 6 for total volume values.

Category Definitions

We access data through keyword queries. We update these queries as the language used to describe a topic or theme evolves. In this report, keywords have been updated to align with changes in conversation we've observed.

Virus

This conversation looks at the virus itself. This may include discussion about medical response, health advice, symptoms of COVID-19 and number of cases/deaths in New Zealand and globally.

#NZPOL Decisions

The nation's response to and perception of New Zealand's leadership and decisions surrounding the response to COVID-19.

Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

Timeframe

Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.

COVID-19 Awareness Study / Confidential / Annalect 2021

Business & consumers

The impact COVID-19 restrictions has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

Enforcement

Responses to the role of official enforcement and stories about how infringement is dealt with.

Economy

Conversations New Zealanders are having about the economy, economic decisions and upcoming recession and recovery.

Team of five million / Unite against virus

Encouraging the nation to rally together, comply with the rules and cheerleading the cause.

Contact tracing

What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods including accessing COVID tests.

Mental health

What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

Financial stability

The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Saturday August 28, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

On Saturday many New Zealanders were sharing their thoughts on the importance of exercise for mental health. They were discussing the rules around taking exercise, along with sharing accounts of their own lockdown walks.

Measuring categories of conversation:

The total volume of conversation decreased by 29%. Across our categories Timeframe saw the most significant decrease (58%), a result of conversation surrounding the Friday alert level announcement decreasing.

From a sentiment POV, conversation has shifted more negative across most categories. Enforcement, #NZPOL Decisions, Team of 5 Million and Timeframe saw the most significant shifts in respect to data size, increasing in negative conversation by 5-6%.

What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**
How New Zealanders are talking about Exercise.
2. **Measuring Categories of Conversation p.g. 6 - 11**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

New Zealanders are discussing how we should exercise, and why it's so important for mental health during lockdown.

Analysts explored how New Zealanders were talking about daily exercise.

During the second weekend of lockdown some are still asking or providing clarification around what is allowed for exercise, and if you should wear a mask while exercising.

There was some anger towards the mountain bikers who were using a track in Queenstown after one of their group had an accident.

There is also considerable conversation surrounding the importance of exercise for mental health with many people checking in on others, particularly those living alone.

What are the rules & following the rules.



Daily exercise near to your home is encouraged, walks around the neighbourhood, a run, bike ride, frisbee in the park. Just maintain social distancing and wear a mask. Last big lockdown last year people popped teddy bears in the windows for children to look at on their walks.

11:11 PM · Aug 26, 2021



I walk very briskly for about an hour a day for exercise. Am I supposed to wear a mask or not! I'm sick of all the dirty looks. I keep my distance from others and a mask is just a suffocating nuisance. Even the WHO site says you shouldn't wear a mask when out exercising because it encourages micro organism growth in the mask.

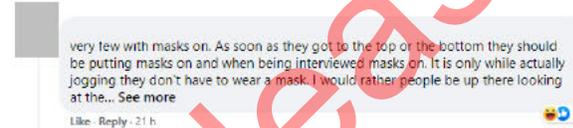


it is under level 4 restrictions unless it's your daily exercise which he has admitted it wasn't (he was going to his girlfriends work).



The Covid order's exception for exercise is actually quite broad. It extends to recreation as well as exercise - so there's no requirement to keep moving. You can stop and enjoy the fresh air or even lie around in the park. So I think the argument it was breached here is weak.

1:46 PM · Aug 28, 2021



Anger at mountain bikers in Queenstown not following the rules

Police 'extremely disappointed' after discovering more than 50 mountain bikers following crash at bike park [stuff.co.nz/national/12621...](https://www.stuff.co.nz/national/12621...) So where do all these idiots come from?

What part of #lockdownnz do these idiots not understand? NO, you can NOT go and mountain bike with your homies, you f-king idiots #COVID19nz

6:20 PM · Aug 28, 2021 · Twitter Web App

The importance of exercise for mental health. Checking in on each other.

A friend has invited me to join her bubble. They've asked me over tomorrow for a walk along the beach, pizza, wine and a sleep-over.

I'm more excited than I ought to be, and am a bit tearful. Solo lockdown is kinda tough.

To the people doing level 4 lockdown alone, how are you?

Fine, absolutely fine. I'm not really a people person anyway, just give me some podcasts, books, music, movies, cooking and exercise and that's more than enough to keep me occupied

Showered. Dressed. Zoom with GFs. Dog walk. Supermarket. Dinner.

Normal services have been resumed. Thanks Tweeps.

It's easy to go through the motions of Eat, Sleep, Social Media, Covid Update, Repeat during lockdown. Agree with timing couldn't have been better to explore the space and all that's happening as something completely different and new. Bike rides help too!

11:56 PM · Aug 28, 2021



After 10 days of staying at home, I went for a very long walk today. I felt like I was beaten up, my hip joints were sore and I was supertired. It wasn't much longer than my usual walks. I guess, I should remember to exercise more (than none) while in lockdown

9:48 PM · Aug 28, 2021



reddit.com
Lockdown sleep?
It could be a lack of vitamin D / exercise? Try going for a walk / run each day.

28 Aug

New Zealanders are sharing lockdown experiences, photos of empty streets or corners of their neighbourhood that they have explored.

You'd think we're at level 1 with the amount of people that go up One tree hill for their daily exercise 😂
4:44 PM · Aug 27, 2021

We saw a very similar trend during lockdown last year, with cycling growth in the suburbs making up for declines near the centre -
cyclingchristchurch.co.nz/2021/01/10/has...
10:32 PM · Aug 28, 2021

Yes to 1 & 2, for 3 I'd choose turning Pupuke Golf Course into a park. The shore has sports fields, bush and beaches, but limited green spaces to walk, rest and play -esp in the middle of summer when it's hot. It's wonderful to see the space so well used by so many in level 4 🌳
9:03 PM · Aug 28, 2021

Walk around the block with dog and see a lot of locals I know. Lots of jab one vs two all social distancing on either side of cars. Polite folks around here.
4:01 PM · Aug 28, 2021

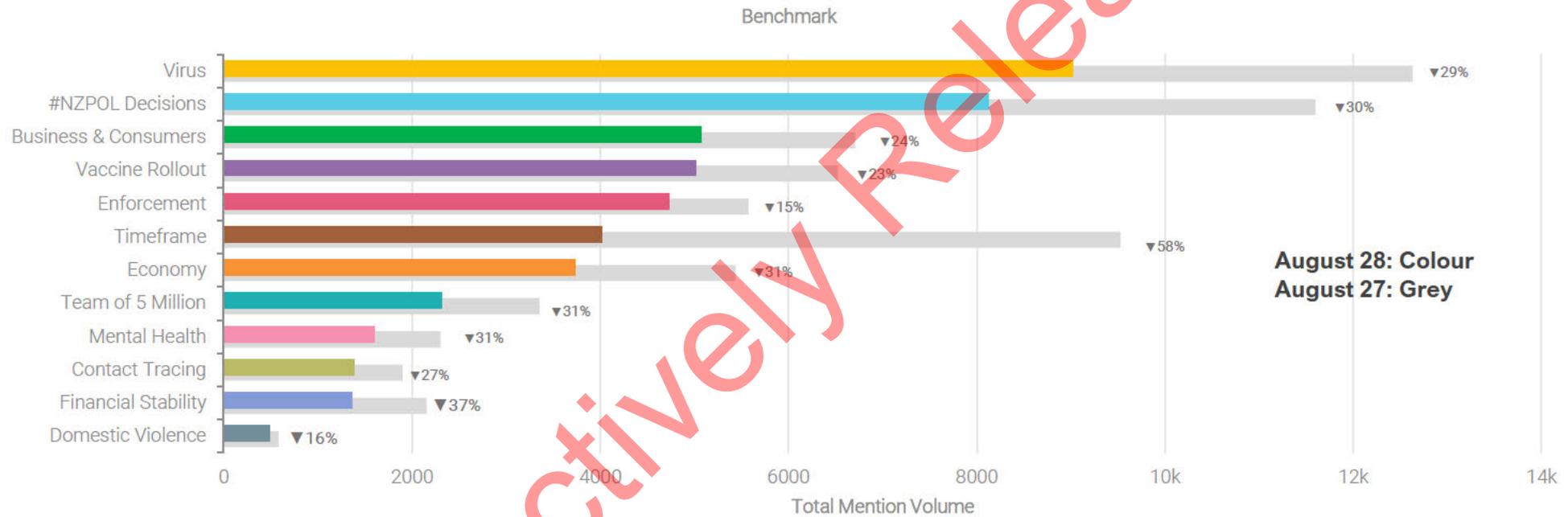
What I did in Lockdown
In lockdown I have been riding by BMX bike and I did a tail whip and nearly fell off by bike. I also built some lego. I have been going ofr some walks around the block and was running...
10:17 AM · Aug 26, 2021

Day 11.. lockdown. Baking day, then feed the horses, and quad bike ride? #farmlife
9:18 AM · Aug 28, 2021 from Clutha District, New Zealand



Category change: Benchmark

Categories current time period (August 28) benchmarked against previous time period (August 27)



August 28: Colour
August 27: Grey

Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:
August 28: 36,791 (-29%)
August 27: 51,613 (+15%)
August 26: 44,997 (+1%)

Net sentiment of each category

Sentiment shifted more negative across the majority of categories.

The most significant shifts were: Enforcement, #NZPOL Decisions, Team of 5 Million and Timeframe, which increased in negative conversation by between 5-6%. This influenced a drop in neutral sentiment across most categories.

Domestic Violence saw a 7% negative increase however as this is a smaller dataset changes are more exaggerated.

There were small shifts toward positive sentiment: Timeframe and Mental Health both increasing by 2%.

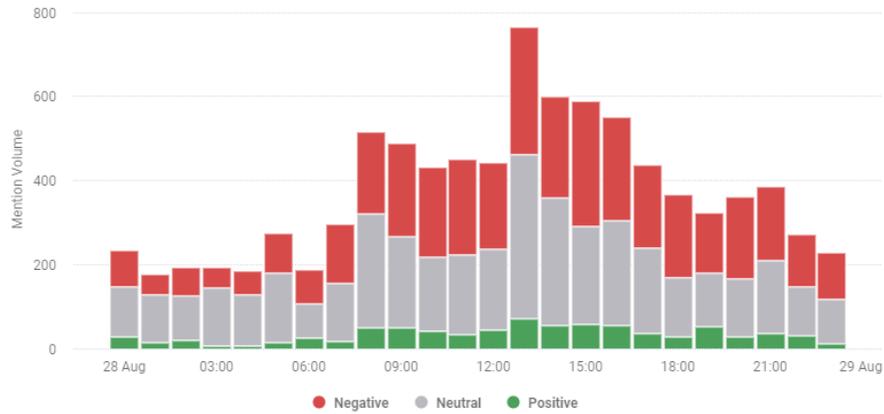
Comparing current period (Aug 28) with shift from previous day (Aug 27)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	38	4	50	-5	12	1
Enforcement	42	6	45	-4	13	-2
Virus	43	1	47	-2	10	1
#NZPOL decisions	46	5	42	-2	12	-3
Economy	36	1	54	-2	10	1
Mental Health	49	0	44	-2	7	2
Financial Stability	38	3	54	0	8	-3
Team of 5 Million	34	5	38	-4	28	-1
Contact Tracing	31	-2	62	2	7	0
Timeframe	33	5	48	-7	19	2
Domestic Violence	61	7	36	-5	3	-2
Vaccine Rollout	46	1	40	-2	14	1

Note this table reflects % of sentiment change relative to the volume of each category and therefore smaller datasets will have more exaggerated sentiment shifts. See previous page for volume.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

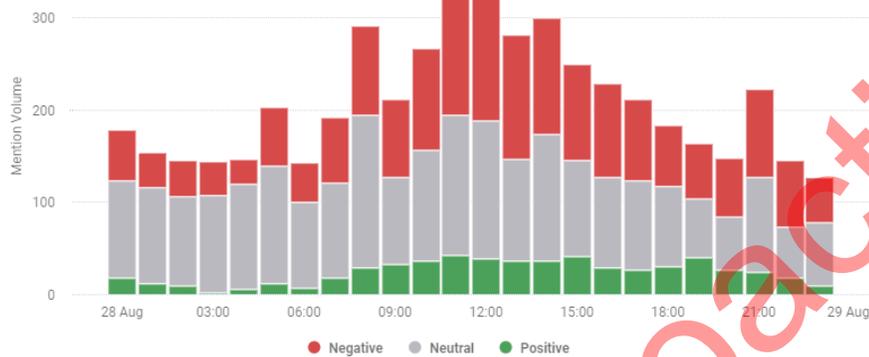
Virus



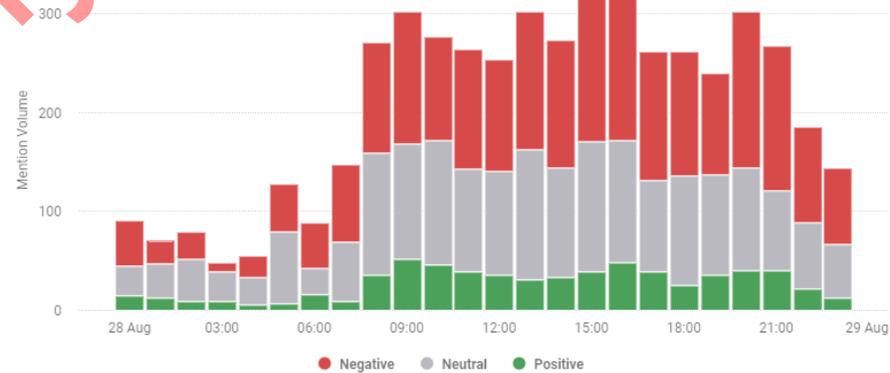
#NZPOL Decisions



Business & Consumers



Vaccine Rollout

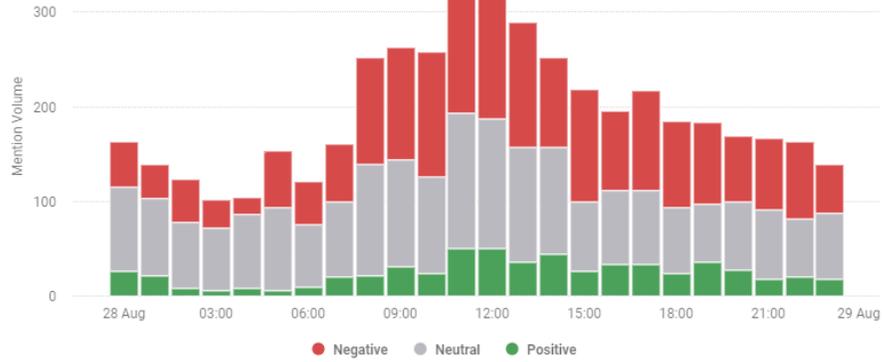


Proactively Reviewed

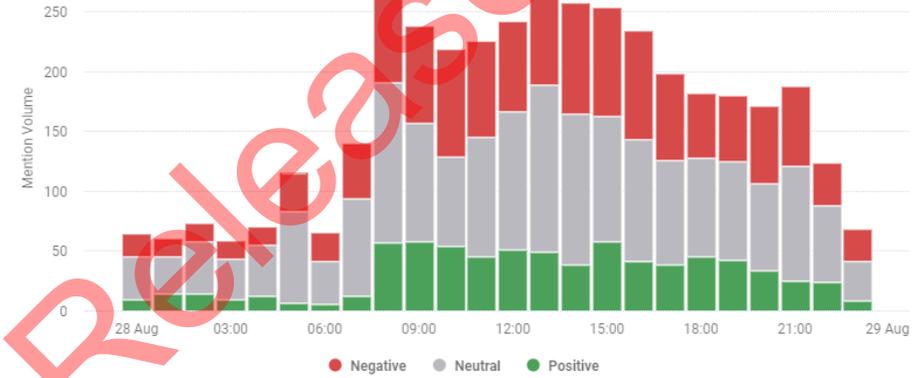
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

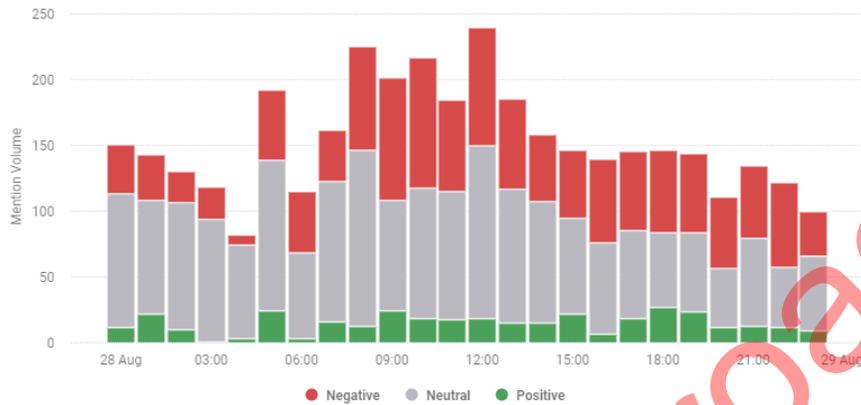
Enforcement



Timeframe



Economy



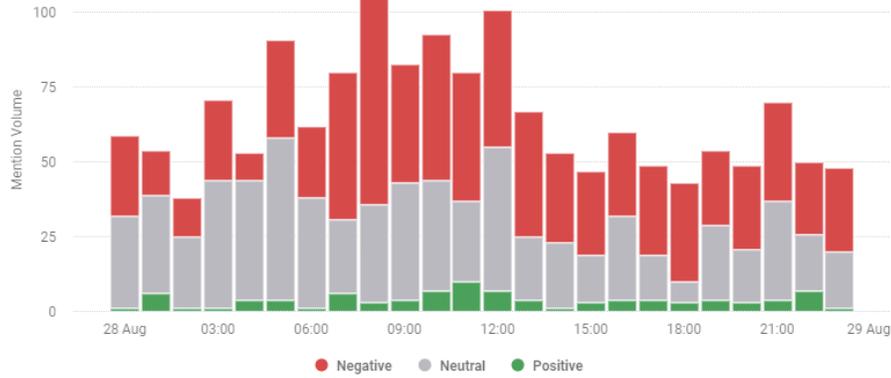
Team of 5 Million



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

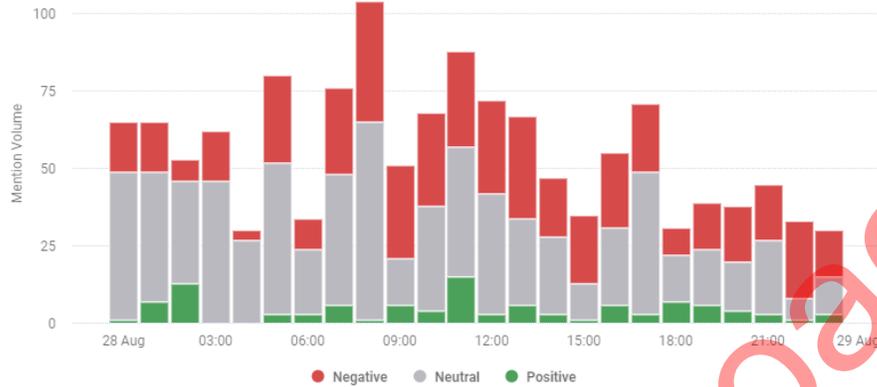
Mental Health



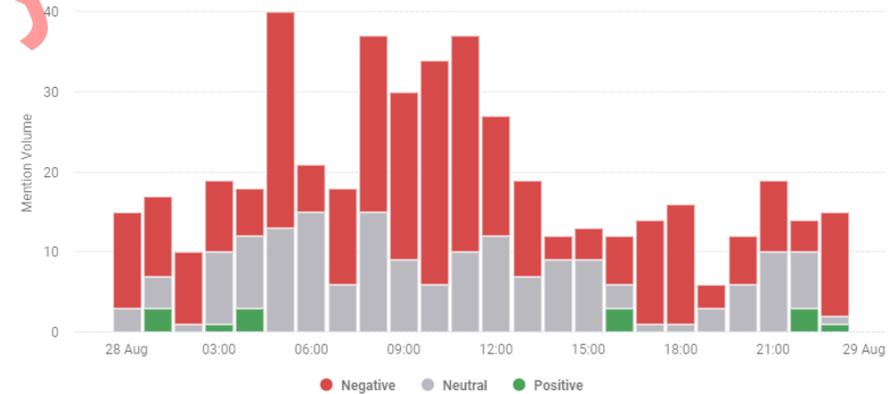
Contact Tracing



Financial Stability



Domestic Violence



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

Category Definitions

We access data through keyword queries. We update these queries as the language used to describe a topic or theme evolves. In this report, keywords have been updated to align with changes in conversation we've observed.

Virus

This conversation looks at the virus itself. This may include discussion about medical response, health advice, symptoms of COVID-19 and number of cases/deaths in New Zealand and globally.

#NZPOL Decisions

The nation's response to and perception of New Zealand's leadership and decisions surrounding the response to COVID-19.

Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

Timeframe

Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.

COVID-19 Awareness Study / Confidential / Annalect 2021

Business & consumers

The impact COVID-19 restrictions has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

Enforcement

Responses to the role of official enforcement and stories about how infringement is dealt with.

Economy

Conversations New Zealanders are having about the economy, economic decisions and upcoming recession and recovery.

Team of five million / Unite against virus

Encouraging the nation to rally together, comply with the rules and cheerleading the cause.

Contact tracing

What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods including accessing COVID tests.

Mental health

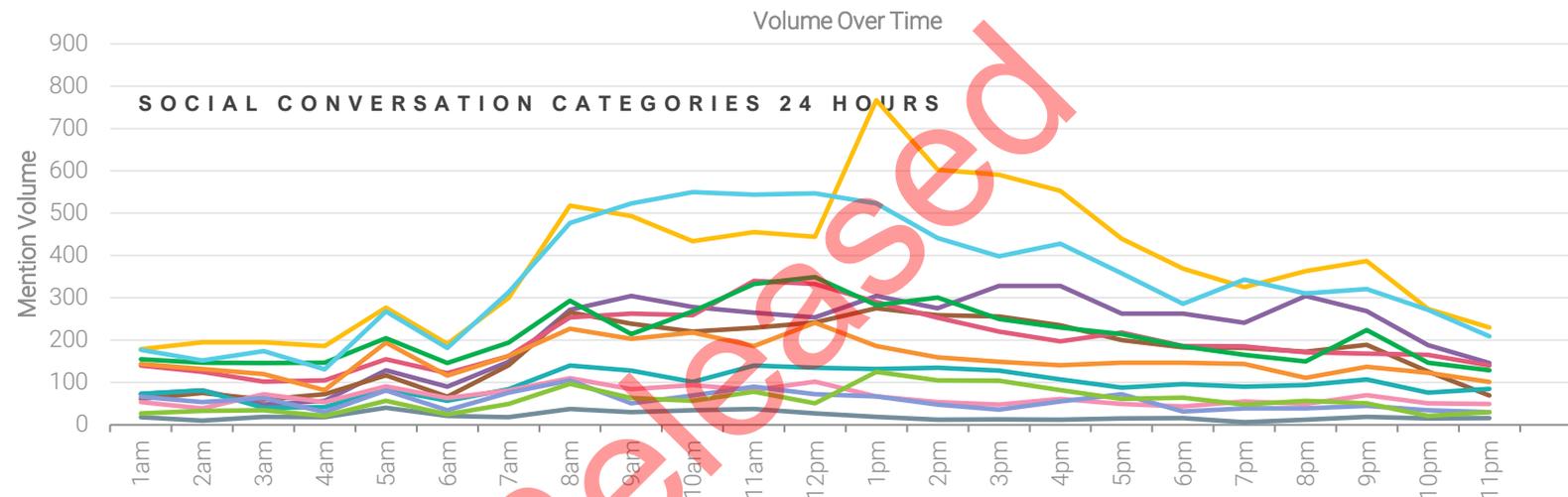
What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

Financial stability

The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Sunday August 29, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts explored conversation around essential workers. People are expressing gratitude for the work essential workers do and concern for their safety. Following several news articles that discuss essential workers spreading COVID-19 at workplaces, some people are asking about the vaccination status of these recent essential worker cases.

Measuring categories of conversation:

The volume of conversation dropped by 4% on Sunday. Mental Health, Vaccine Rollout and Virus were the only categories to increase in volume with Vaccine Rollout the largest at 26%. All categories bar Timeframe increased in negative sentiment.

Proactively Released

What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**
How New Zealanders are talking about essential workers.
2. **Measuring Categories of Conversation p.g. 6 - 11**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

Some people are expressing gratitude towards essential workers and the work they are doing in lockdown.

Several news stories on Sunday spoke about how recent community cases of essential workers could possibly have an impact on our COVID-19 response e.g., tighter restrictions. Analysts explored conversation surrounding essential workers.

There is acknowledgement of the hard work done by essential workers in lockdown with many New Zealanders grateful for their service.

Some people are expressing the belief that essential workers' pay should be increased or receive other compensation due to the increased risk they are facing.

Discussion includes the vaccination status of the recent essential worker cases and prioritization of essential workers to be vaccinated.

A few people are thanking Dr Bloomfield for a special shoutout to IHC's residential support workers during Sunday's 1pm press conference briefing.

Gratitude for the work done by essential workers

Prayers and well done to essential workers, you are doing an amazing job to the rest the sleep ins and coffee in bed aint gonna last.  5

Countdown Supermarkets
12h · 
Thank you to staff at Countdown, Stoke, Nelson, for the great job you are all doing through lockdown.

Thank you all St John personnel for everything you do.  3

Some essential workers are doing it tough

PotassiumPain2020 · reddit.com
How's everyone's sleep schedule doing?
Badly. And I should be tired. I'm an essential worker and fits stresses are @ing me lolololol. We all work around daily paranoid about the world. Lets all hand together and get through this so we can get back to some sense of normal. We all need to be strong for each other.

Were the recent community cases of essential workers vaccinated?

facebook.com
Level 4 could be tightened as Delta hits essential workers
Were the 73 essential workers vaccinated?

Can someone please tell me, have the essential workers that have caught it been vaccinated and how many people that have had the vaccine and up in hospital

Concern around essential workers and being vaccinated. People believe essential workers should be a priority.

I live with two essential workers who have not been vaccinated. One is booked in for his first in September the other in his 20's and wasn't able to book. I would of happily waited (51) to make essential workers a priority.

Me first dose of vaccine is on 8th sep...I am an essential worker as well...shud I be worried with the potential vaccine shortage news 🙄🙄 #COVID19nz #vaccination

Some if us essential supermarket workers have only just had first dose of vaccine.....too little too late.

Wanting updates going forward to include how many new cases are essential workers

Good point. All the more reason for the updates to also include how many new cases are household contacts, & more importantly, how many new cases not already isolating/ or are essential workers.

Thrilled that Dr Ashley Bloomfield acknowledged IHC residential workers

Thank you Prime Minister and Director Ashley Broomfield shout out to all essential worker esp from IDEA Services 🙌🙌🙌
Ganyan dapat ang Secretary of Health, recognizing the hard work of essential/frontliners



Covid-19 update: 83 new community cases reported in New Zealand
There are 83 new community cases of Covid-19 in New Zealand today, with 34 people now in hospital. Watch the latest government briefing ... [mz.co.nz](#)

It was great to get a shout out from Dr Bloomfield today on the 1pm update for IHC - Idea Services workers, it was much appreciated 🙌

Some New Zealanders are voicing concern for those who are working in essential service roles.

Concern we are not treating essential workers with the respect they deserve for their role in the response.

· 18h
It pisses me off so much how poorly we (and the rest of the world, really) treats **essential** workers. No-one that was **working** in a **supermarket** before the **pandemic** signed up for **risking** their lives on the front line. Yet we still treat them basically the same as always, off to **work** in shit conditions for shit **pay**.

? That's sad to hear **essential** workers getting **covid** while non **essential** workers **stay** at **home** safe an sound

Voicing concern for the mental health of Essential Workers.

facebook.com 15h
Timeline Photos
It is more than Mental Health, **Essential Workers** are exposing themselves to a bubble of hundreds of people everyday and NOBODY cares about it, we need a letter to say we should be on the road yet anyone can drive to the Supermarket, that is ridiculous. Give **ESSENTIAL WORKERS** something, otherwise all the talk is BS !!! Can't see a loved one in the...

Some New Zealanders are asking that Essential workers be compensated due to the increased risk they are facing.

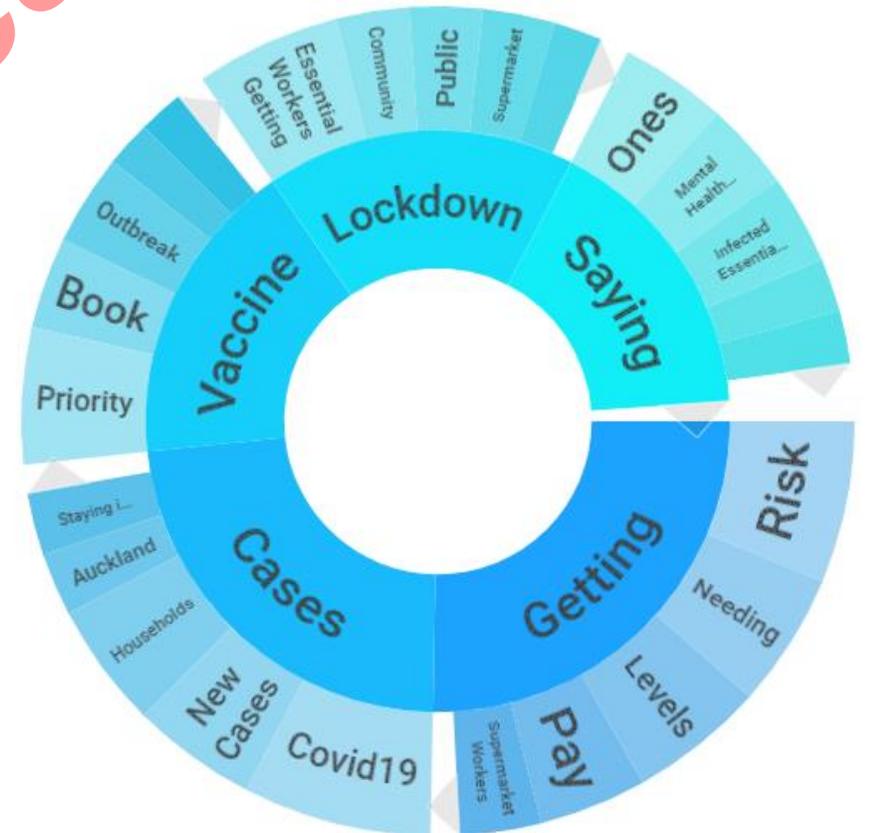
? **Essential** workers should **get** their **normal pay** while **working** plus the **wage subsidy** . Period

? People who are **working** as a **essential** workers should **get** extra **pay**they keeping der life in **risk** and doing der **jobs** .

? Dont you think **Essential** workers should **get** high remuneration during **lockdown** they are the only people **working** while other **stay home** and still **get** paid but **essential** workers doesnt **get** any additional **pay** make sense?

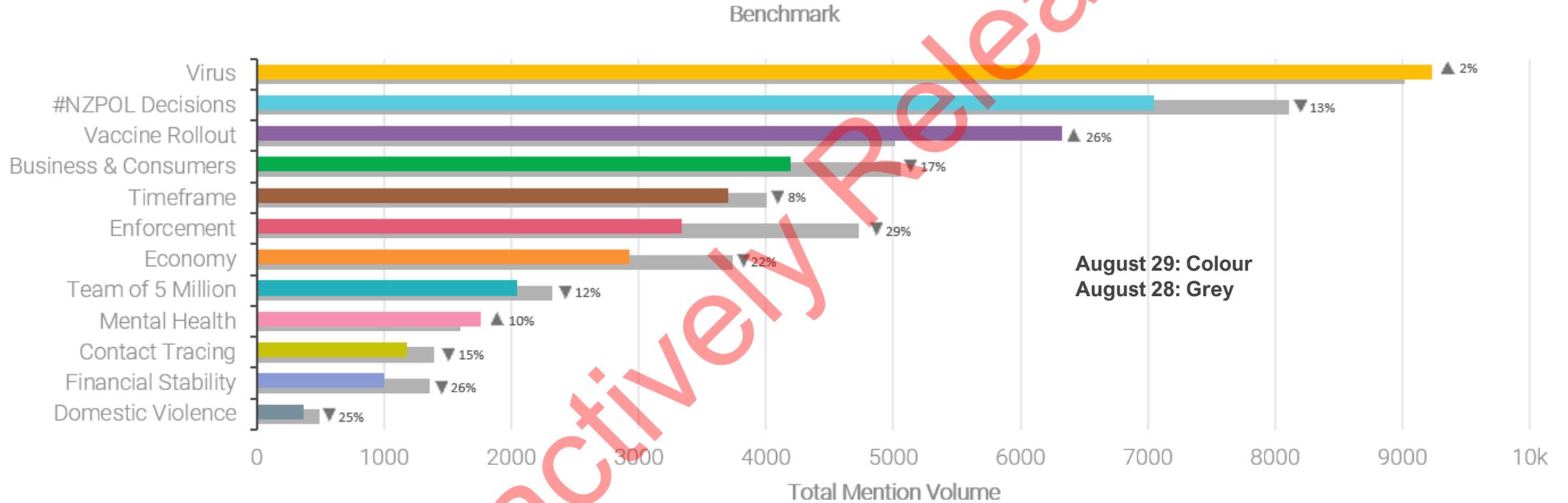
? **Essential** workers should **get** something like **4 weeks** extra leave after all this for the **risk** they took to keep **working** paid by the **govt** they deserve it !! I'm not an **essential worker** .

Topic analysis of "Essential Workers" Sunday 29 August.



Category change: Benchmark

Categories current time period (August 29) benchmarked against previous time period (August 28)



Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:

August 29: 39,229 (-4%)
 August 28: 36,791 (-29%)
 August 27: 51,613 (+15%)

Net sentiment of each category

All categories bar Timeframe increased slightly in negative sentiment, with Business and Consumers increasing 5%.

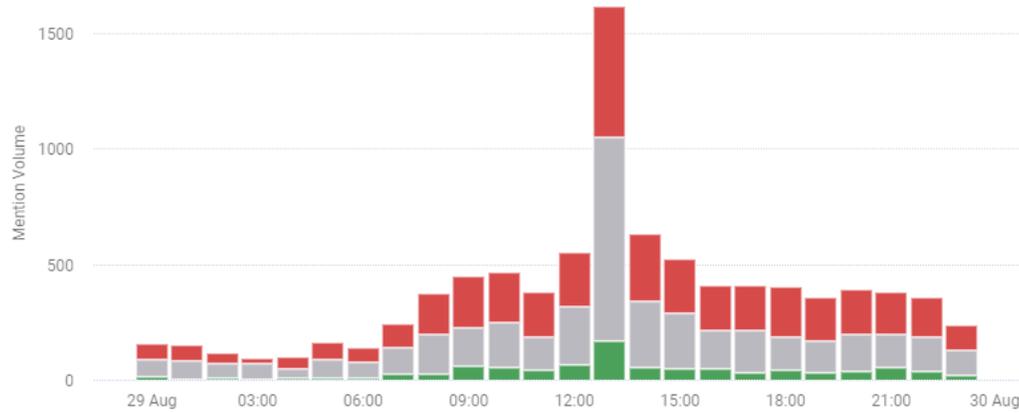
Comparing current period (Aug 29) with shift from previous day (Aug 28)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	43	5	45	-5	12	0
Enforcement	43	1	43	-2	14	1
Virus	44	1	45	-2	11	1
#NZPOL decisions	47	1	40	-2	13	1
Economy	44	8	45	-9	11	1
Mental Health	57	8	35	-9	8	1
Financial Stability	49	11	38	-16	13	5
Team of 5 Million	37	3	32	-6	31	3
Contact Tracing	37	6	57	-5	6	-1
Timeframe	33	0	47	-1	20	1
Domestic Violence	63	2	34	-2	3	0
Vaccine Rollout	47	1	39	-1	14	0

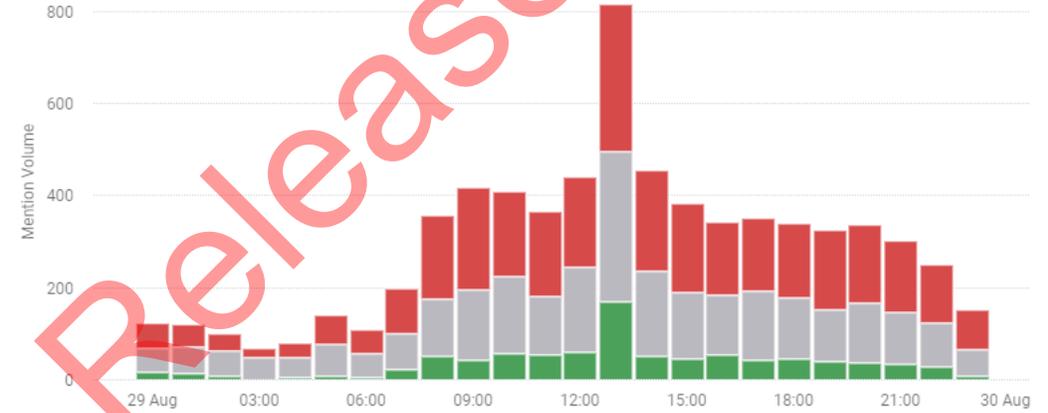
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Note this table reflects % of sentiment change relative to the volume of each category and therefore smaller datasets will have more exaggerated sentiment shifts. See previous page for volume.

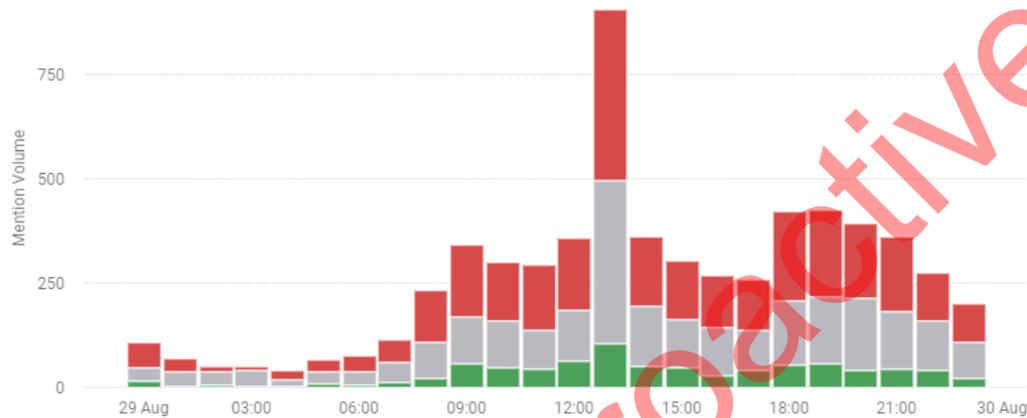
Virus



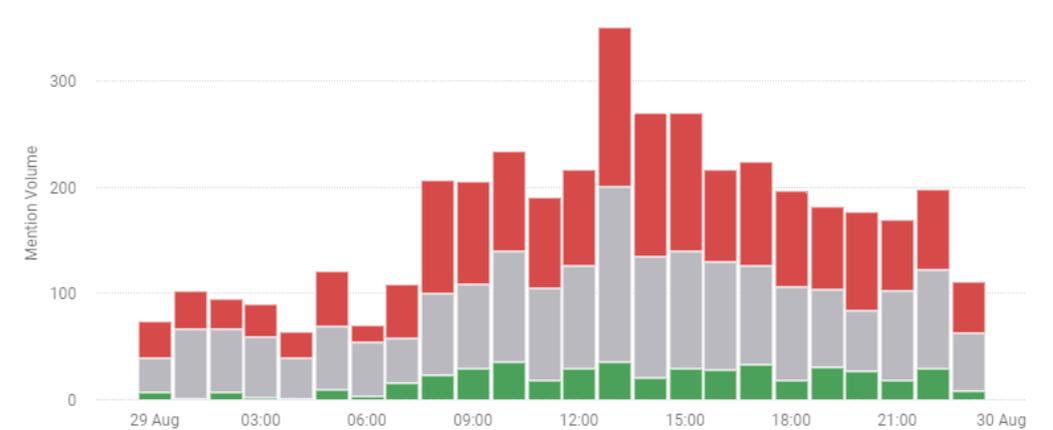
#NZPOL Decisions



Vaccine Rollout



Business & Consumers

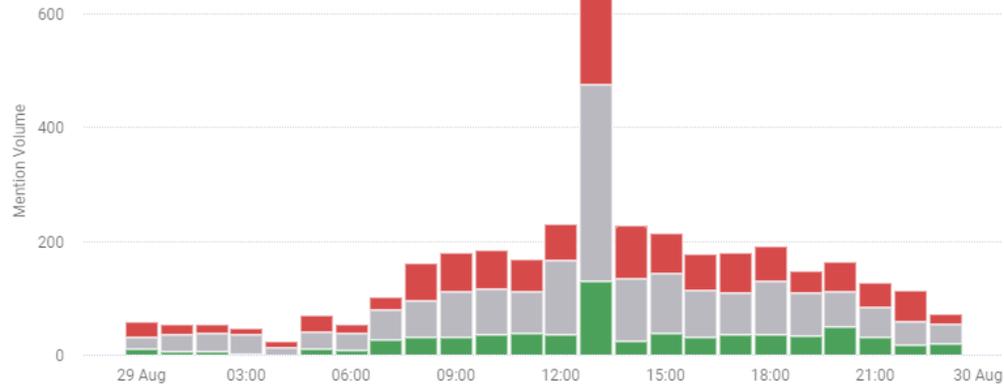


Proactively Released

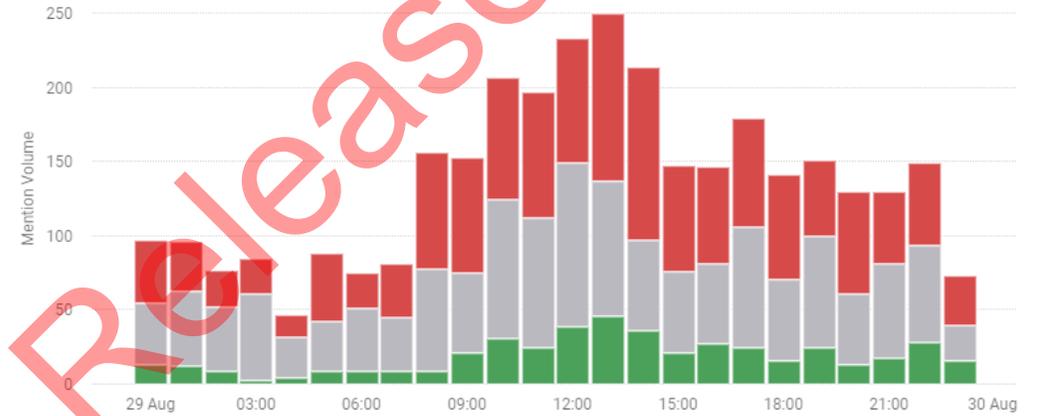
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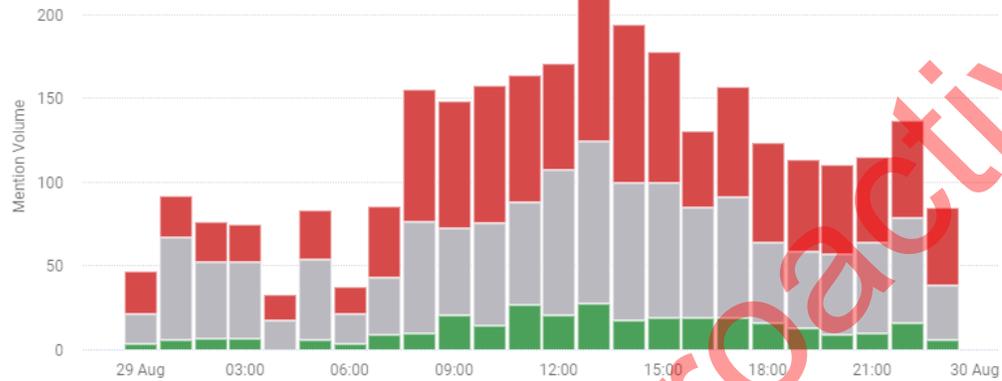
Timeframe



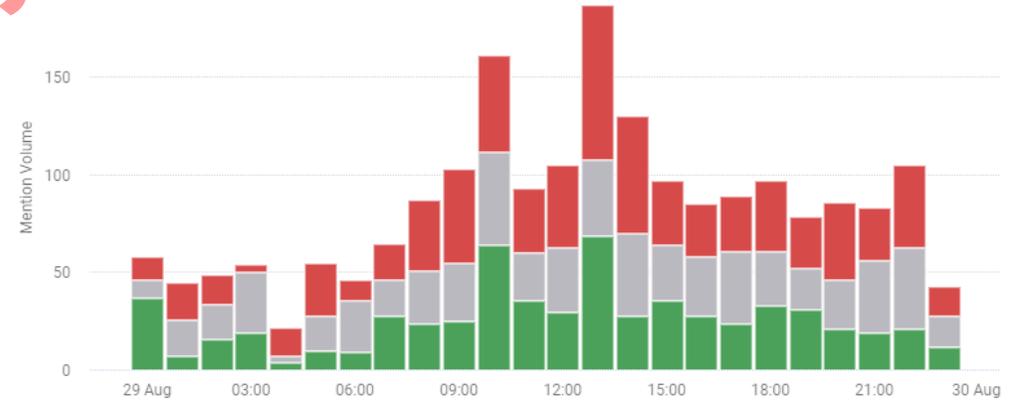
Enforcement



Economy



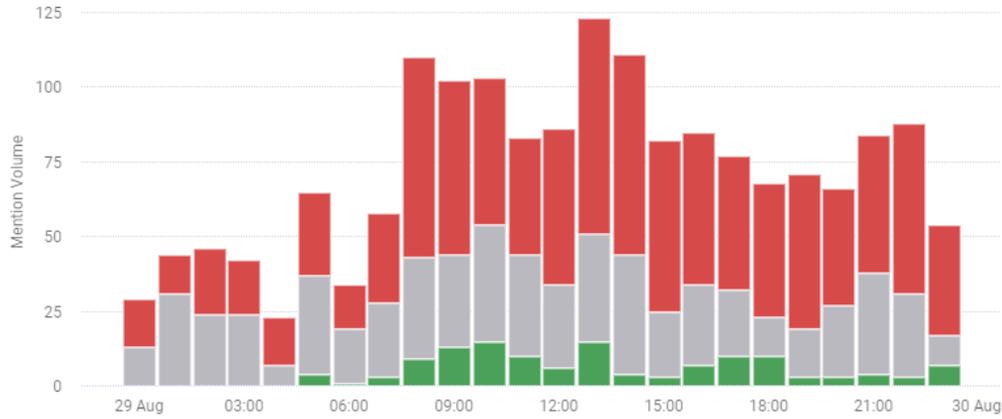
Team of 5 Million



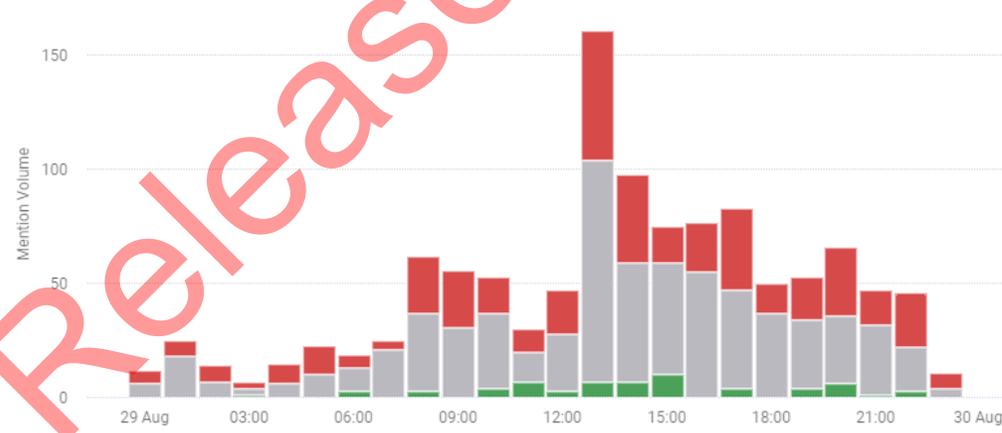
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

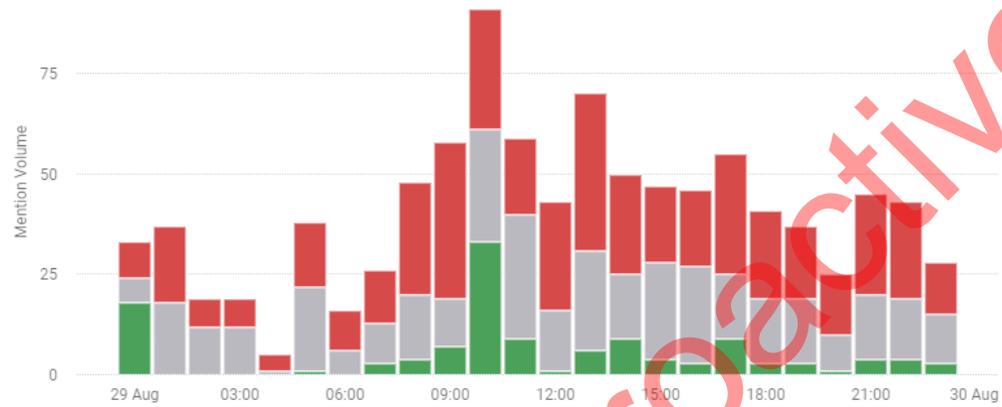
Mental Health



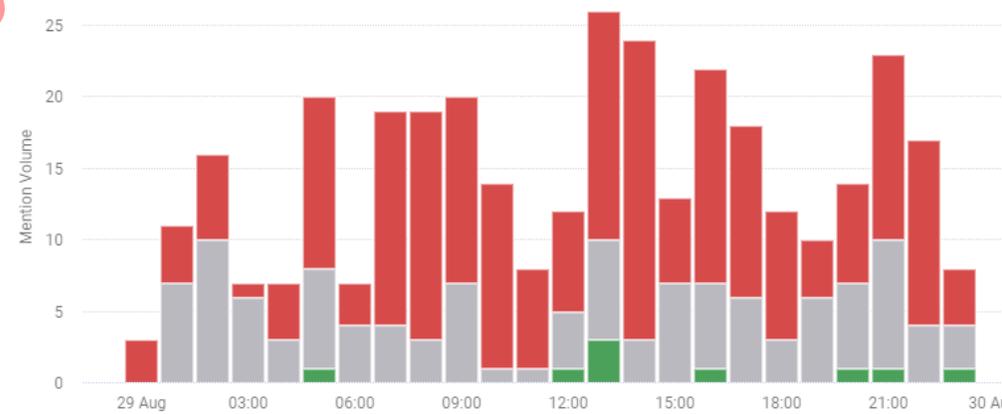
Contact Tracing



Financial Stability



Domestic Violence



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

Category Definitions

We access data through keyword queries. We update these queries as the language used to describe a topic or theme evolves. In this report, keywords have been updated to align with changes in conversation we've observed.

Virus

This conversation looks at the virus itself. This may include discussion about medical response, health advice, symptoms of COVID-19 and number of cases/deaths in New Zealand and globally.

#NZPOL Decisions

The nation's response to and perception of New Zealand's leadership and decisions surrounding the response to COVID-19.

Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

Timeframe

Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.

COVID-19 Awareness Study / Confidential / Annalect 2021

Business & consumers

The impact COVID-19 restrictions has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

Enforcement

Responses to the role of official enforcement and stories about how infringement is dealt with.

Economy

Conversations New Zealanders are having about the economy, economic decisions and upcoming recession and recovery.

Team of five million / Unite against virus

Encouraging the nation to rally together, comply with the rules and cheerleading the cause.

Contact tracing

What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods including accessing COVID tests.

Mental health

What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

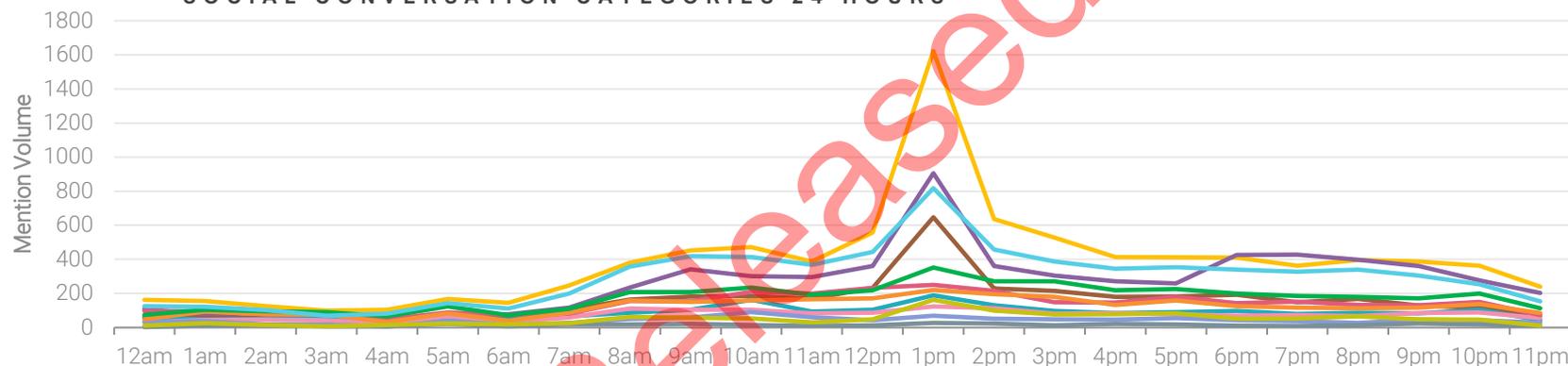
Financial stability

The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.

SOCIAL CONVERSATION CATEGORIES 24 HOURS



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Monday August 30, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

On Monday, the Timeframe category increased by 74% due to the alert level change announcement by the government. With Northland to move to Alert Level 3 on Friday pending cases/wastewater treatment, there are people pushing for an earlier move while others are happy to stay the course.

Measuring categories of conversation:

There was a 30% increase in the total volume of conversation on Monday with all categories increasing. The largest increase was in financial stability at 81% followed by Timeframe at 74%. Most categories increased in neutrality on Monday with the largest increase in Economy at 10%.

Sentiment in the Timeframe category remained largely stable. Conversation displayed people who were frustrated at Northland remaining in Alert Level 4 till Friday.

On Monday the Timeframe category increased by 74% due to the New Zealand government announcing alert level changes.

With Northland to move to Alert Level 3 on Friday pending cases/wastewater treatment, there are people pushing for an earlier move while others are happy to stay the course.

There are a few people sharing they are struggling with the lockdown but know Auckland staying at Level 4 is the right decision.

Some people are sharing their plans for Alert Level 3 e.g, takeaways, surfing and online shopping.

As with previous alert level announcements, news articles and matter-of-fact explanations of the decisions make up the majority of neutral sentiment.

Struggling with lockdown being extended but know it's the right decision

Hate it, hate it, hate it this time. Level 4 Lockdown sucks. Had a bad day today, wanna cry. I know it's the right thing... But, aaaaarrggghhh!

11:28 PM · Aug 30, 2021

This. First **lockdown** I was scared of the unknown, this **one** I'm just angry. Fully **support** the elimination strategy, but I hate it.

Two more weeks of #level4lyfe is basically what I expected. I think it's the right thing.

But it is also really HARD. Harder than you might think tbh. No commiserations please: I don't find them that helpful 🙄 — Aucklanders are however very welcome to vent in response 🙄

Asking about financial support for students with the lockdown extended

It's crazy to me that we're 2 weeks into level 4 and Auckland is going to be here for at least two weeks more (the same length as last years level 4) and the government has announced NO support for students. Hard not to feel forgotten about.

10:01 PM · Aug 30, 2021

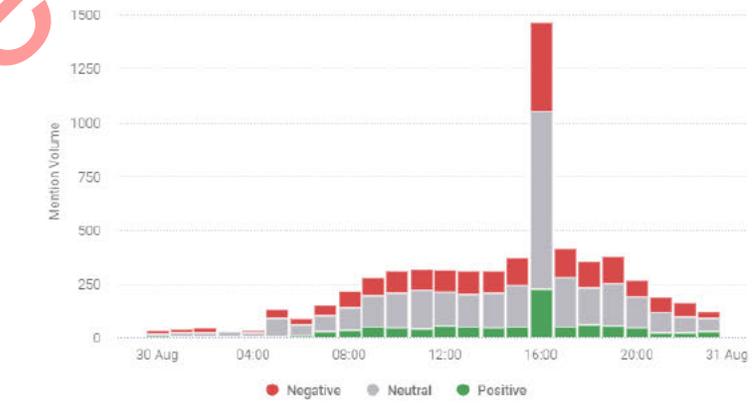
Concern that people are not taking the lockdown seriously

So much for level 4 lock down Te Pahu road like a busy state hiway 1 🙄🙄🙄🙄🙄🙄 nobody taking this lock down seriously 🙄🙄🙄🙄🙄🙄

Like · Reply · 16 h

Sentiment breakdown, Timeframe August 30

Note: sentiment reflects tone of conversation and is not necessarily the subject of the comment.



Total sentiment breakdown:
Positive 15%, Neutral 53%, Negative 32%

Commentary around Northland staying in Alert Level 4 till Friday

As a Northlander. If rather be safe than sorry and stay at Level 4 until they are certain we are safe. Our Kaumatua and Kuia are too precious to us. Id hate for this to hit our communities and whanau.

Like · Reply · 17 h

Why is northland in level 4 with no cases and Wellington in 3 with cases?
 Why is wellington at same level as south island when south island has had zero cases

4:17 PM · Aug 30, 2021

People are talking about their plans for Alert Level 3

1 thing I know is that I can surf in Level 3! Yeeeeeeeeew
7:54 PM - Aug 30, 2021

To celebrate the shift to Level 3 I've placed an order with @GoodBookshopNZ...if you're able to, I suggest doing the same 📖❤️

Can't wait to get my order when we are in Level 3! ❤️

Betty & Leroy @bettyandleroy
You don't know how happy it is making me to see you all shop this sale!! I'm still down from last month, but I no longer need to apply for the wage subsidy!!! So thank you ❤️❤️❤️❤️❤️
twitter.com/bettyandleroy/...

7:57 AM - Aug 30, 2021

one good thing about level 3 other than takeaways is that i can finally buy my dads father's day present and he can collect the vacuum he bought before covid but had to wait for new stock
10:00 AM - Aug 30, 2021

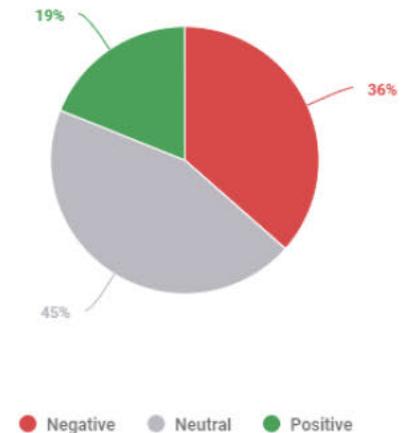
Wanting to know what the Auckland boundary is

Aug 30, 2021, 07:26:49 AM
So as I'm south of Auckland in North Walkato (Pokeno), this means I should be in level 3... right? As I'm beyond the Auckland border....

Is Warkworth part of Auckland or Northland? 🤔 we wana go to level 3 too lol

Comparison of sentiment in Timeframe 2020 vs 2021

On April 20, 2020, PM Jacinda Ardern announced New Zealand would remain at Alert Level 4 for an additional 5 days. On this day in the Timeframe category negative sentiment was slightly higher (+4%) well as a slight increase of positive (+4%) compared to August 30, 2021. This could be due to the announcement being a national event rather than the different area Alert Levels in August. Please note: the volume of conversation was 128% higher in 2020 than in 2021.



Sentiment breakdown, Timeframe April 20, 2020.

What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**
How New Zealanders are talking about Timeframe.
2. **Measuring Categories of Conversation p.g. 6 - 11**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

Category change: Benchmark

Categories current time period (August 30) benchmarked against previous time period (August 29)



Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:

August 30: 45,557 (+30%)
August 29: 39,229 (-4%)
August 28: 36,791 (-29%)

Net sentiment of each category

Most categories increased in neutrality on Monday with the largest increase in Economy at 10%.

Financial stability increased 10% in positive sentiment.

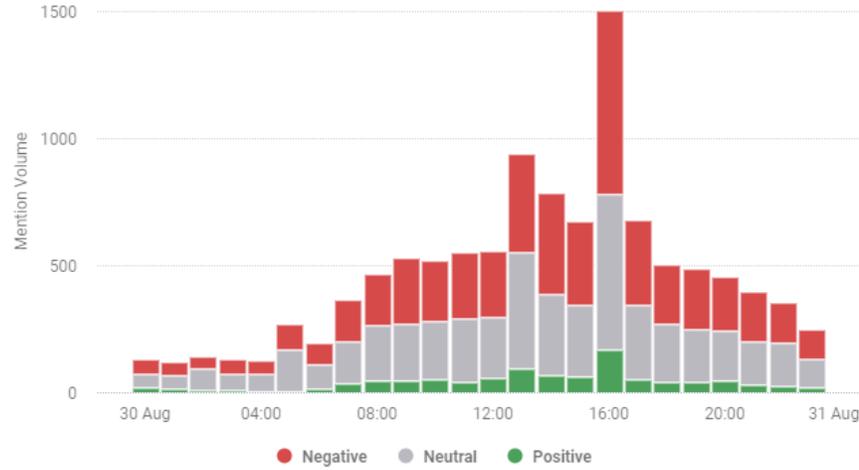
Comparing current period (Aug 30) with shift from previous day (Aug 29)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	39	-4	51	6	10	-2
Enforcement	43	0	44	1	13	-1
Virus	46	2	44	-1	10	-1
#NZPOL decisions	44	-3	44	4	12	-1
Economy	36	-8	55	10	9	-2
Mental Health	54	-3	40	5	6	-2
Financial Stability	35	-14	42	4	23	10
Team of 5 Million	33	-4	33	1	34	3
Contact Tracing	33	-4	61	4	6	0
Timeframe	32	-1	53	6	15	-5
Domestic Violence	55	-8	39	5	6	3
Vaccine Rollout	52	5	36	-3	12	-2

- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

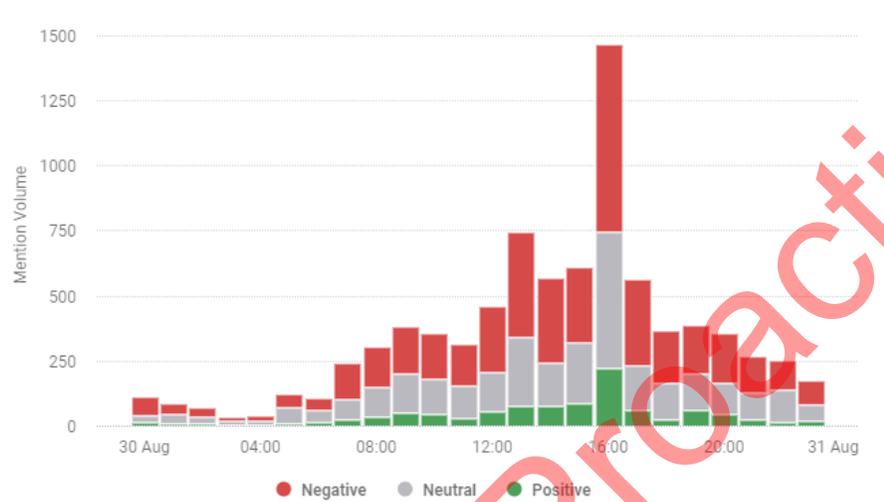
Virus



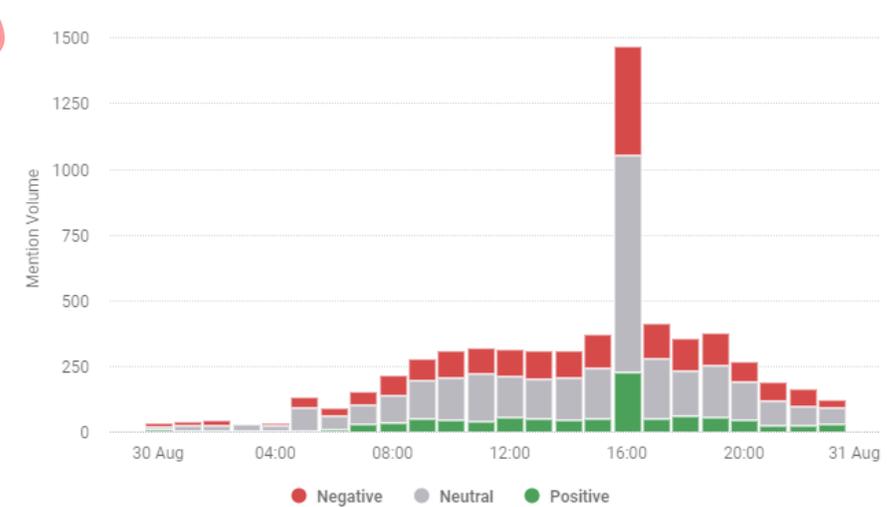
#NZPOL Decisions



Vaccine Rollout

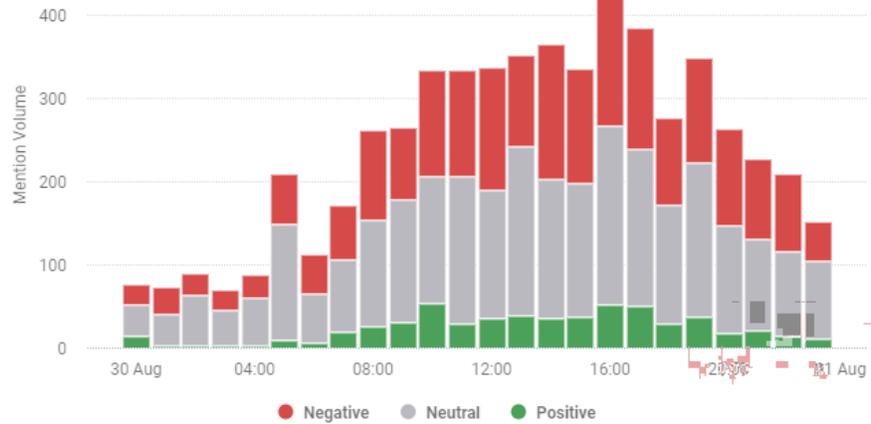


Timeframe



Proactively Released

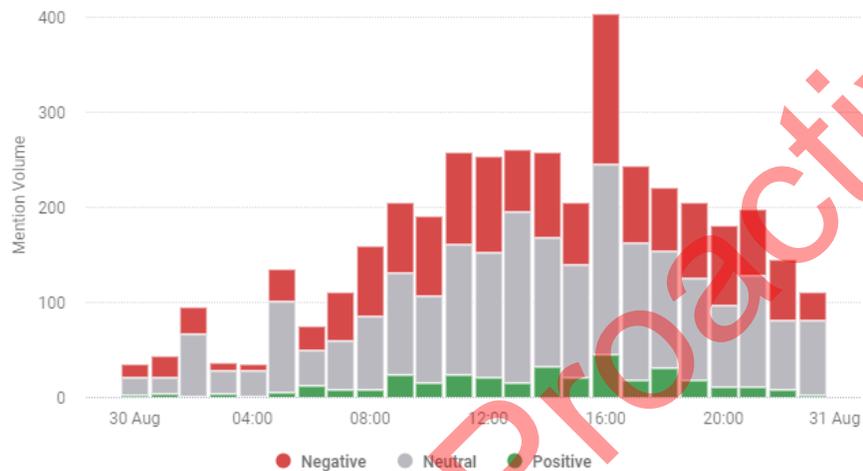
Business & Consumers



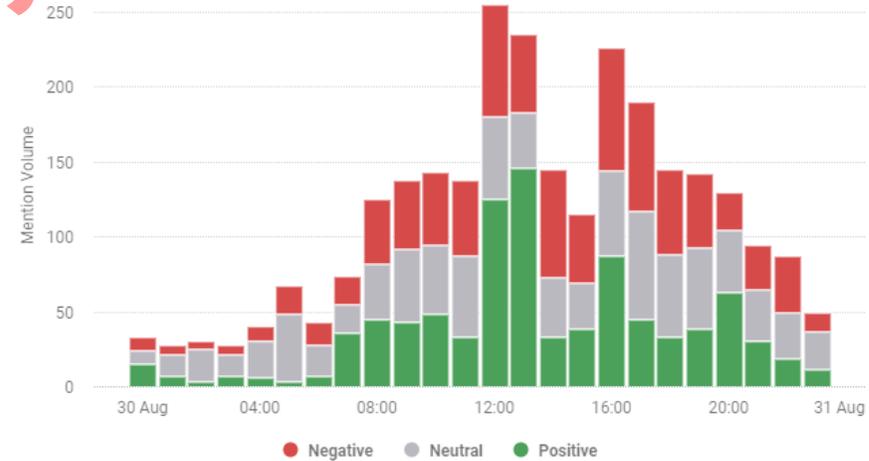
Enforcement



Economy

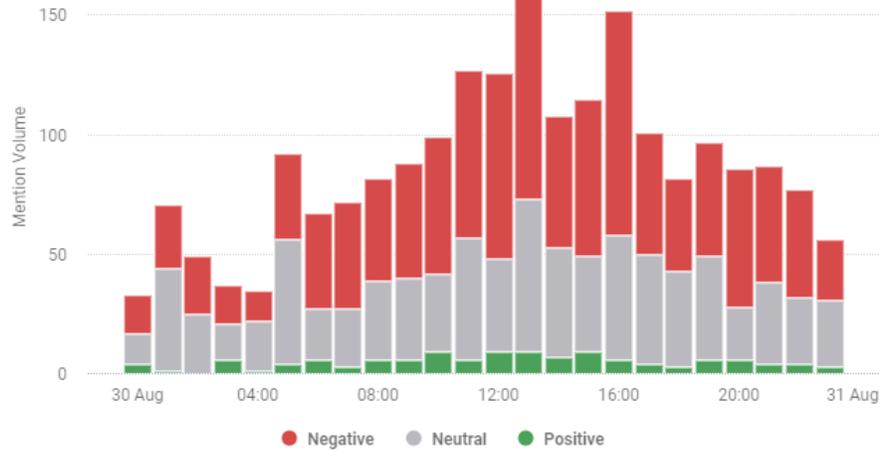


Team of 5 Million



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

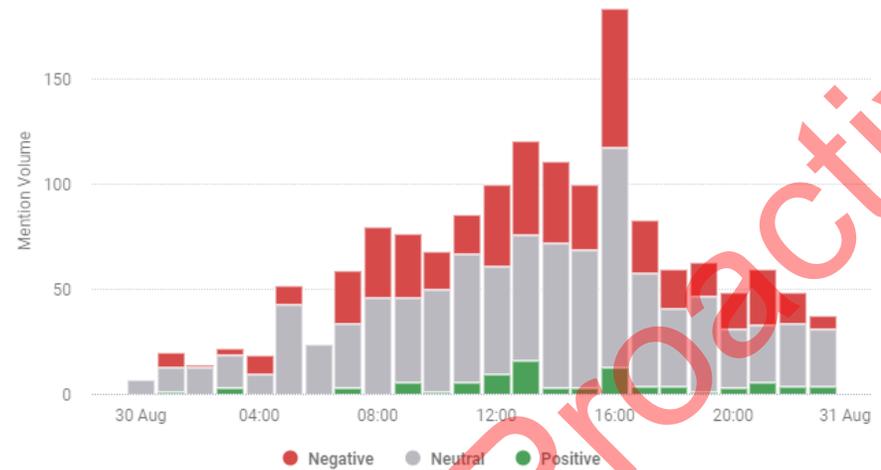
Mental Health



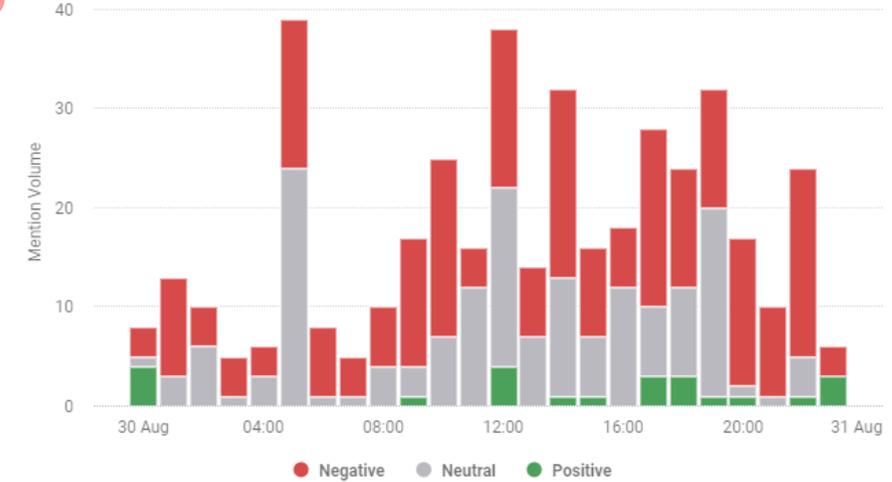
Financial Stability



Contact Tracing



Domestic Violence



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

Category Definitions

We access data through keyword queries. We update these queries as the language used to describe a topic or theme evolves. In this report, keywords have been updated to align with changes in conversation we've observed.

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Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.

COVID-19 Awareness Study / Confidential / Annalect 2021

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What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods including accessing COVID tests.

Mental health

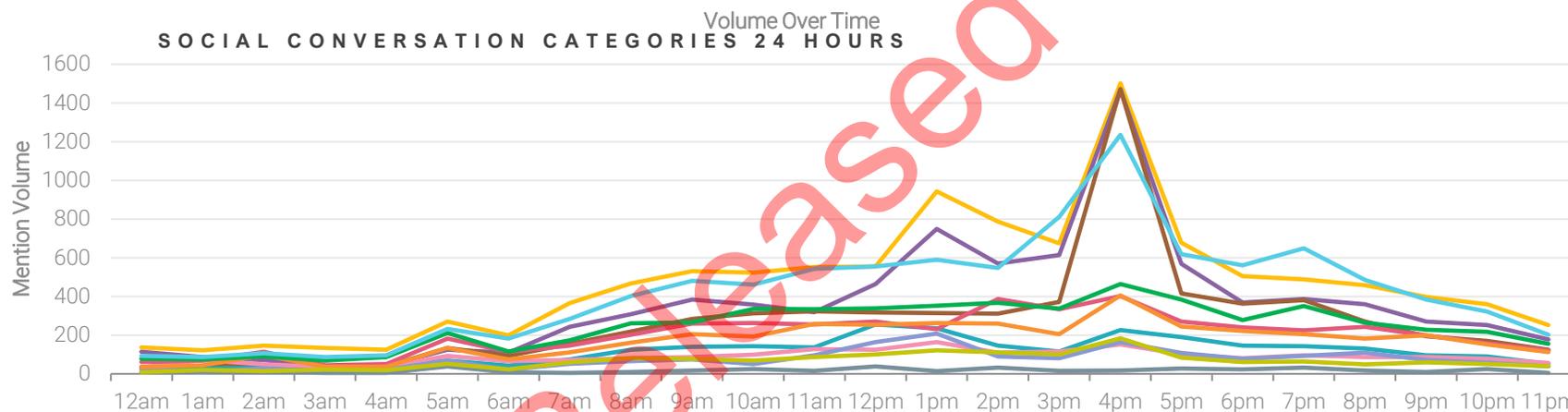
What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

Financial stability

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Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Thank you

Proactively Released

Unite Against COVID-19: Social Conversation Analysis

Tuesday August 31, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Conversation in the Economy category increased by 15% on Tuesday. There was a high amount of neutral and negative sentiment. Some New Zealanders are frustrated at long processing times for the wage subsidy payout. With the move to Alert Level 3 for those south of Auckland, people are encouraging others to shop local to support the local economy.

Measuring categories of conversation:

The total volume of conversation decreased by 13% overall. All categories fell in volume aside from Economy and Domestic Violence. Regarding sentiment, all categories decreased slightly in negative sentiment.

What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**
How New Zealanders are talking about Economy.
2. **Measuring Categories of Conversation p.g. 6 - 11**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

The economy category increased 15% on Tuesday. Topics of conversation included the wage subsidy, supporting local business and debt.

Conversation in the economy category increased by 15% with a high amount of neutral and negative sentiment.

Some New Zealanders are talking about how they are still waiting for the wage subsidy to be paid out. Others are asking about what government financial support will be available under Alert Level 3.

With the return of some businesses opening, there are questions about what the guidelines are.

Some New Zealanders are encouraging others to support local businesses and the local economy.

The volume of news in this category jumped up 9% from Monday. Article topics included businesses gearing up for move to Alert Level 3, potential supply issues and business support. News articles are generally categorized as neutral due to content and factual tone.

People expressing annoyance at the long processing time for the wage subsidy payout.

? like you still waiting for **wage subsidy**, my accountant said they're being really slow this time and paying out less money

So now we're going to be into a situation where people are going to be able to apply for the second round of wage subsidy & we still haven't received a subsidy that I applied for on the 21st August. 🤔 tell me what we're meant to do Ministry of Social Development? Cause trying to phone an 0800 number isn't helping

facebook.com 49 new Covid-19 cases today, the lowest in six days Its bloody endless. STILL waiting for my Wage Subsidy. Am self employed so its not an employer not paying its the government not doing its job

Wanting to know the business guidelines for reopening safely.

? I'd love to... but still no update on operating guidelines. Our last **level 3 rules** (in auckland) allowed us to coach... now it seems we can't plan to open as we don't know what **level 3** looks like for sport **businesses**...

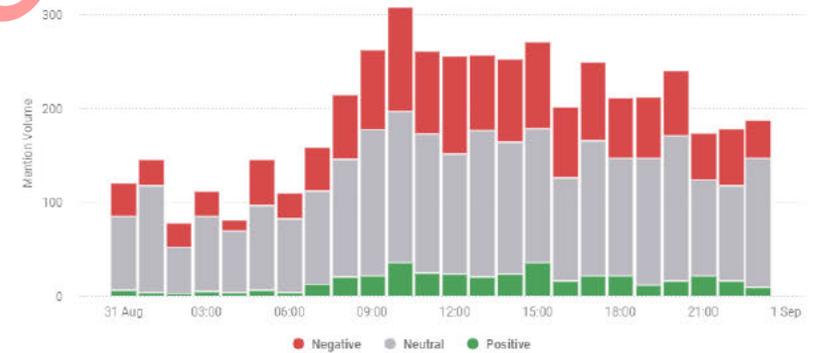
Querying about financial support in Alert Level 3.

Is wage subsidy still available for those unable to work in L3? Can't see a clear answer on MSD site either

Will it be an Extension on Wage Subsidy? as in Level 3 there are many businesses still cannot be open and making money to pay for their rent & payrolls...etc

Sentiment breakdown, Timeframe August 31

Note: sentiment reflects tone of conversation and is not necessarily the subject of the comment.



Total sentiment breakdown: Positive 8%, Neutral 60%, Negative 32%

Think there should be monetary payment when vaccinated for economic stimulus.

? 11h Yes. And **govt** should **pay** people \$150 to **get vaccinated** as a incentive and stimulus for the local economy. I hate how many people I still know who are "unsure" about getting **vaccinated**

Discussions about New Zealand's debt levels.

Woodhouse asking the same questions that were asked last week at select committee and getting the same answer: there's plenty of money in the COVID Response and Recovery Fund, and debt is lower than expected.
3:35 PM · Aug 31, 2021

what is the scorecard Raybon? \$50 billion in debt, closed border, tourism industry in tatters..and debt still climbing! money grows on trees in comedy land does it?
9:01 AM · Aug 31, 2021

? You do realise when they say, borrowing the money, they aren't actually borrowing the money, and that NZ has still one of the lowest debt to GDP ratio.

New Zealanders took to social media to encourage others to support local and therefore the local economy.

Napier tweeps!
The best coffee in town reopens tomorrow when Six Sisters reopens under L3 Restrictions!
Contactless pickup & payment on the deck overlooking Marine Parade!
Let's get out there and safely support local businesses!!
❤️👍

Commentary on a story in the Rotorua Daily Post about small business in Rotorua.

For once you got it right, go team of 75,000 to shop local small businesses!!
Like · Reply · 14 h

Great article 🙌 shop local to support small businesses!
Like · Reply · 14 h

Discussions about the contributions that franchises make in the local community as well are arising due to people encouraging others not to support international brands.

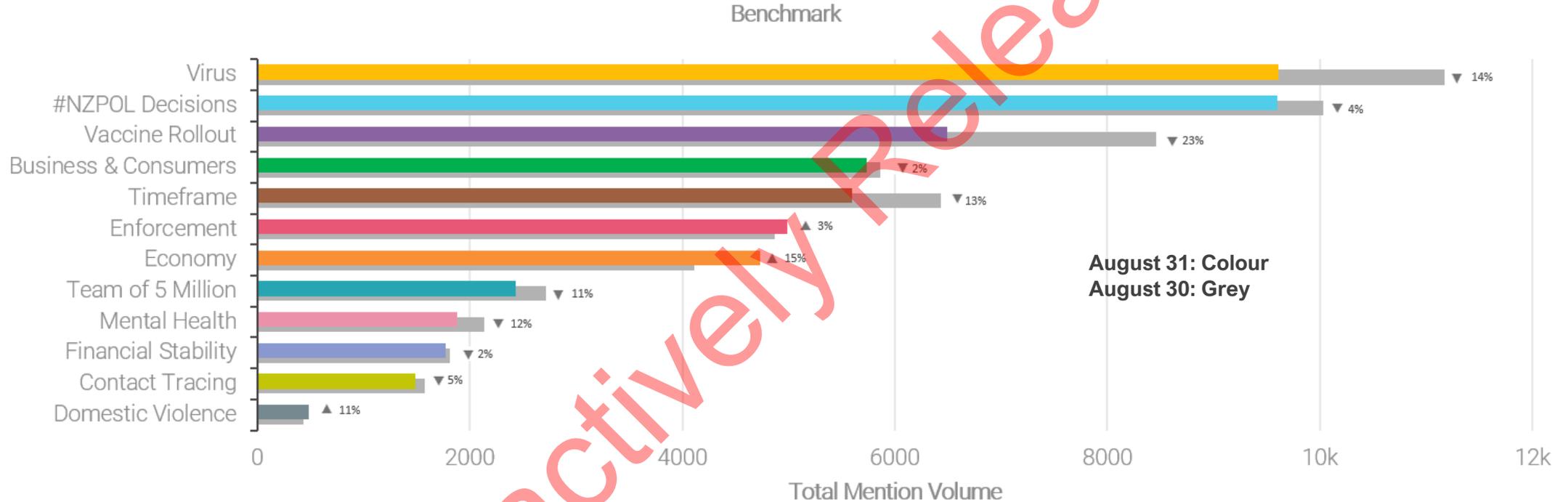
Right Aotearoa.. real talk. If you are out to get some kai tomorrow at #alertlevel3 #level3 - we need to shop local and support our small businesses. The multinational corporations will be fine #kotahitanga
6:22 PM · Aug 31, 2021 from Christchurch City, New Zealand

McDonald's will survive this lockdown just fine. And you will survive (very) well without McDonald's. Go and support a small family business that is on the verge of going under. The local fish and chip shop, local burger joint, local Indian, Thai or so...
See more
15 h

? maccas here are local. The owners are locals that hire locals, and source food from local suppliers

Category change: Benchmark

Categories current time period (August 31) benchmarked against previous time period (August 30)



Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:

August 31: 39,595 (-13%)
August 30: 45,557(+30%)
August 29: 39,229 (-4%)

Net sentiment of each category

All categories decreased in negative sentiment on Tuesday. Business & Consumers fell by 7% while Virus and Vaccine Rollout each fell by 5%.

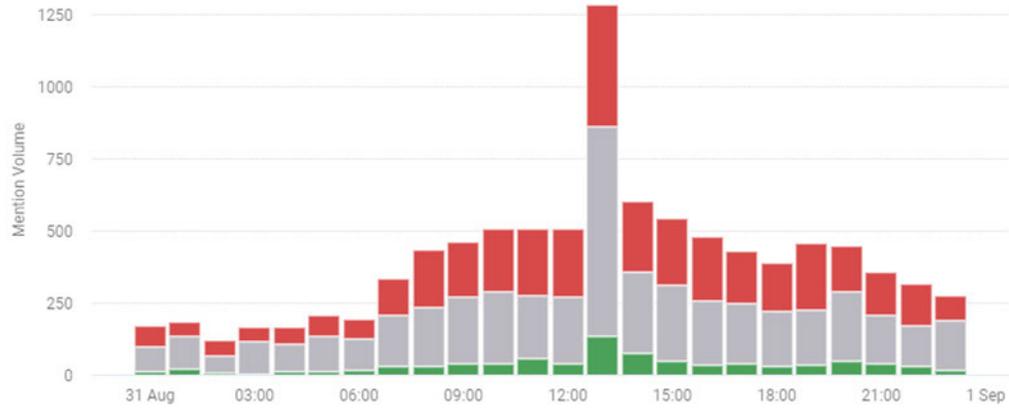
Comparing current period (Aug 31) with shift from previous day (Aug 30)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	32	-7	58	7	10	0
Enforcement	38	-5	52	8	10	-3
Virus	41	-5	50	6	9	-1
#NZPOL decisions	41	-3	47	3	12	0
Economy	32	-4	60	5	8	-1
Mental Health	43	-11	52	12	5	-1
Financial Stability	30	-5	63	21	7	-16
Team of 5 Million	30	-3	45	12	25	-9
Contact Tracing	29	-4	61	0	10	4
Timeframe	28	-4	54	1	18	3
Domestic Violence	49	-6	49	10	2	-4
Vaccine Rollout	47	-5	40	4	13	1

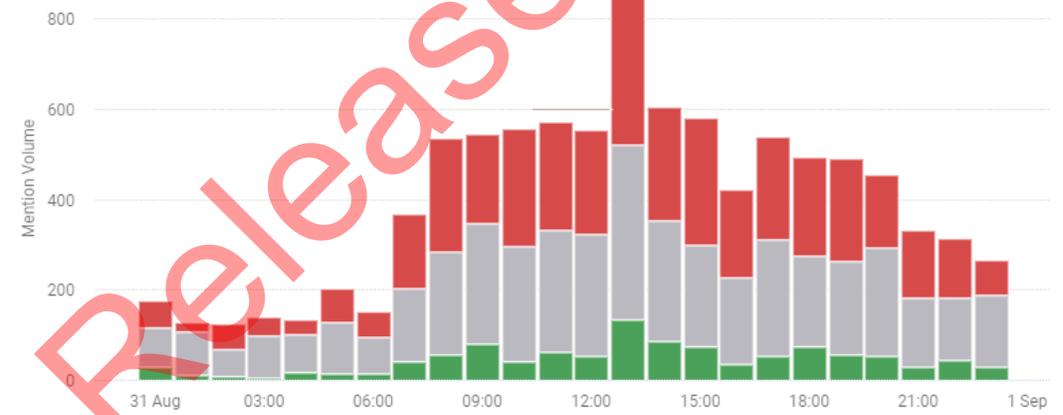
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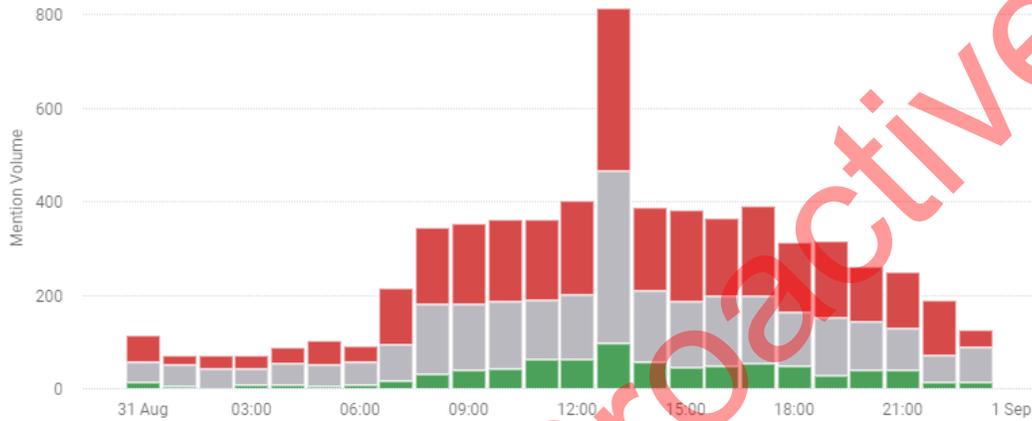
Virus



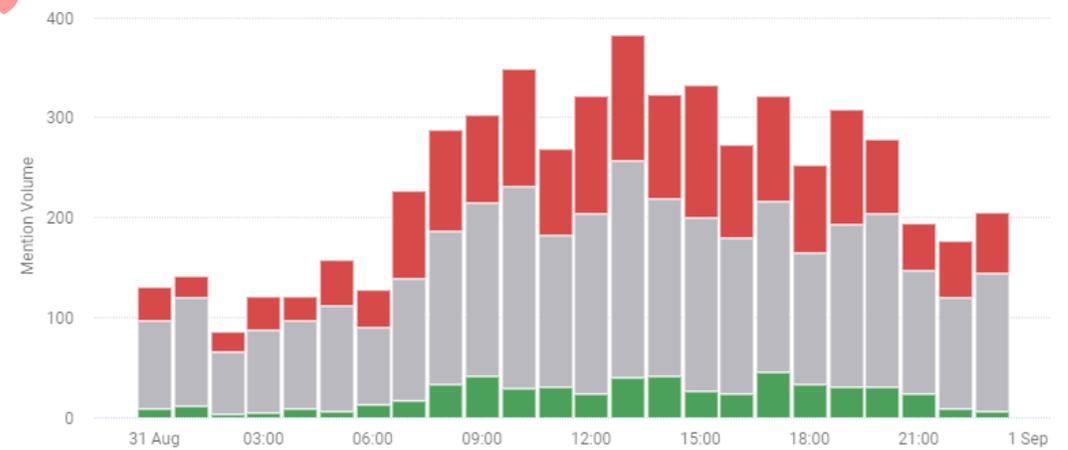
#NZPOL Decisions



Vaccine Rollout



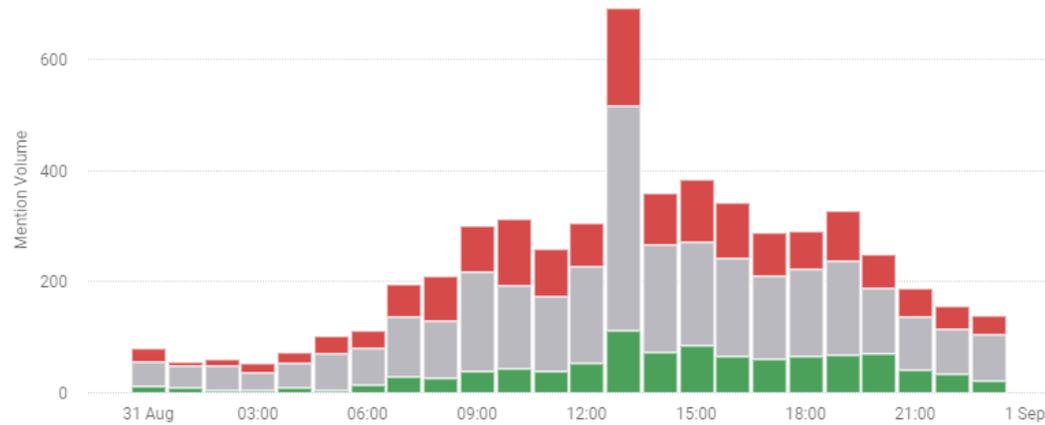
Business and Consumers



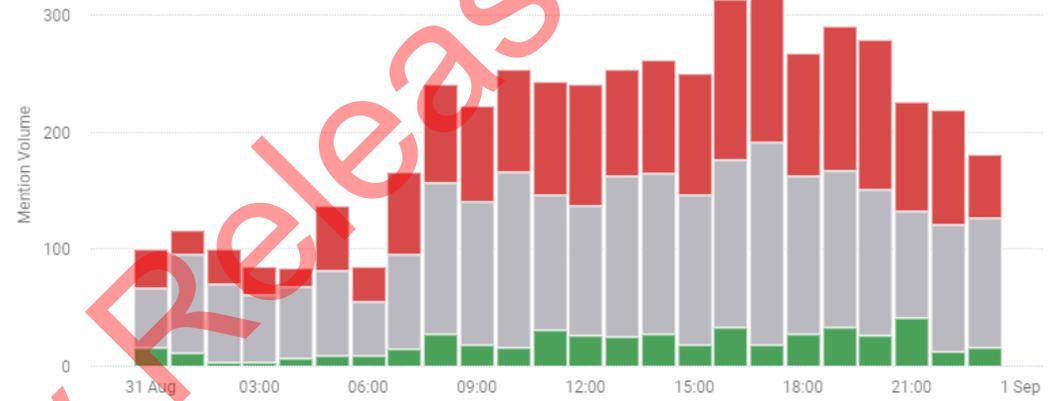
Proactively Released

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Timeframe



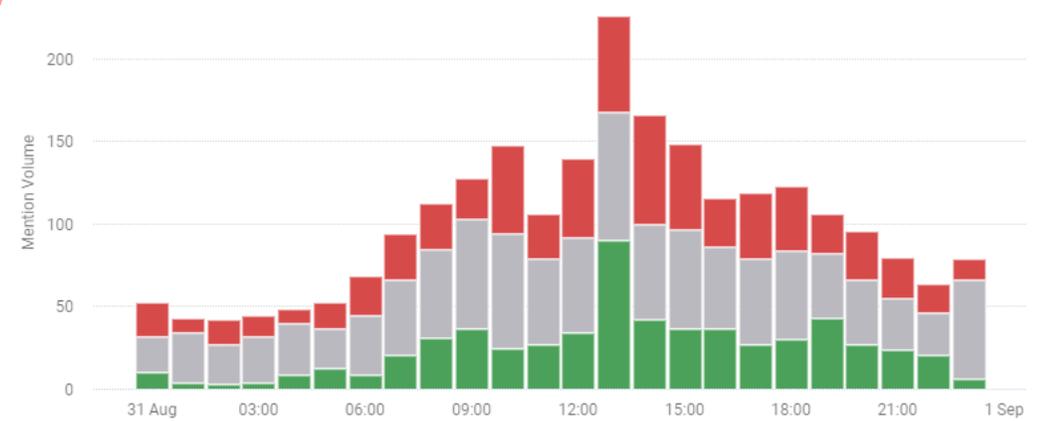
Enforcement



Economy

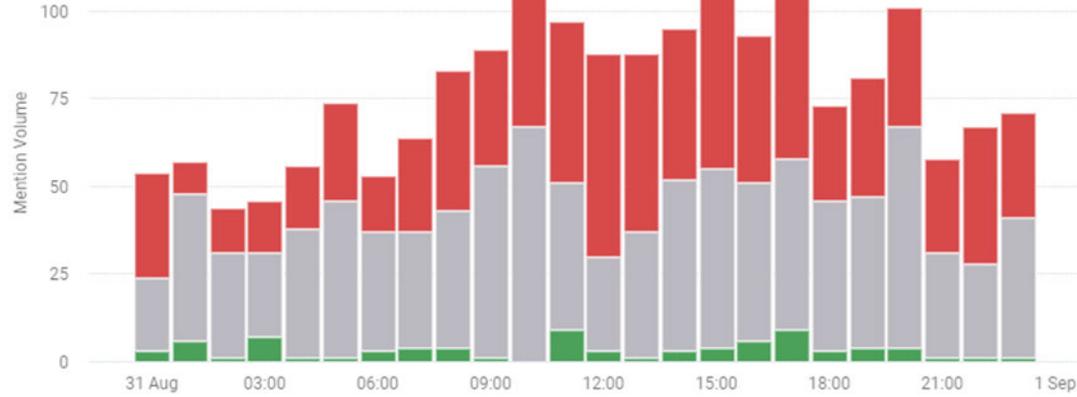


Team of 5 Million

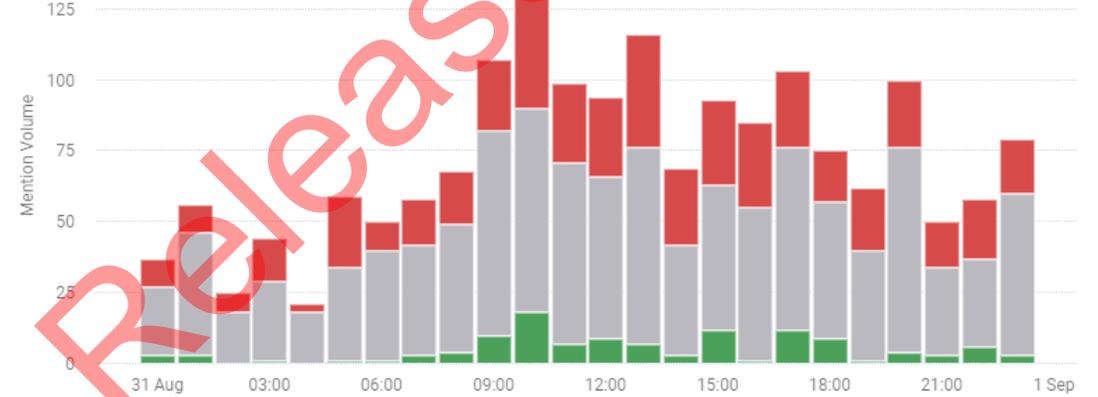


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Mental Health



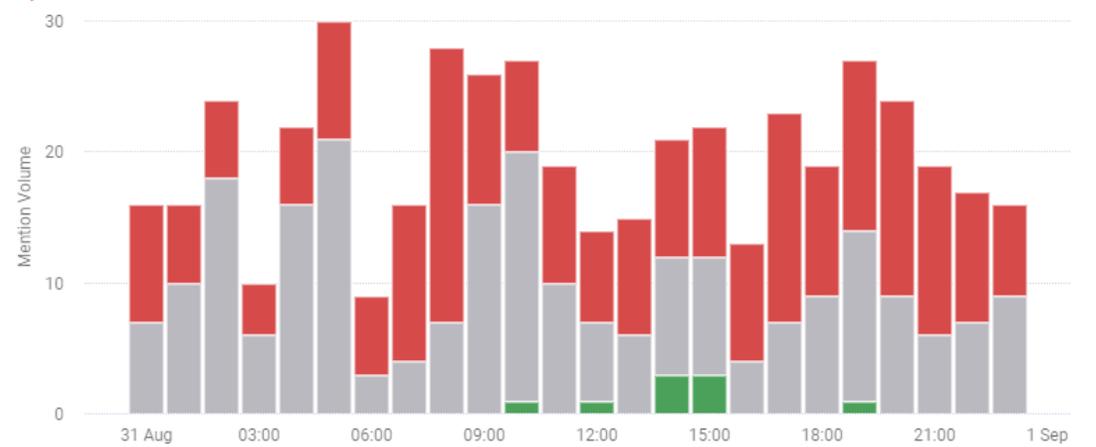
Financial Stability



Contact Tracing



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Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.

COVID-19 Awareness Study / Confidential / Annalect 2021

Business & consumers

The impact COVID-19 restrictions has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

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Responses to the role of official enforcement and stories about how infringement is dealt with.

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Conversations New Zealanders are having about the economy, economic decisions and upcoming recession and recovery.

Team of five million / Unite against virus

Encouraging the nation to rally together, comply with the rules and cheerleading the cause.

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What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods including accessing COVID tests.

Mental health

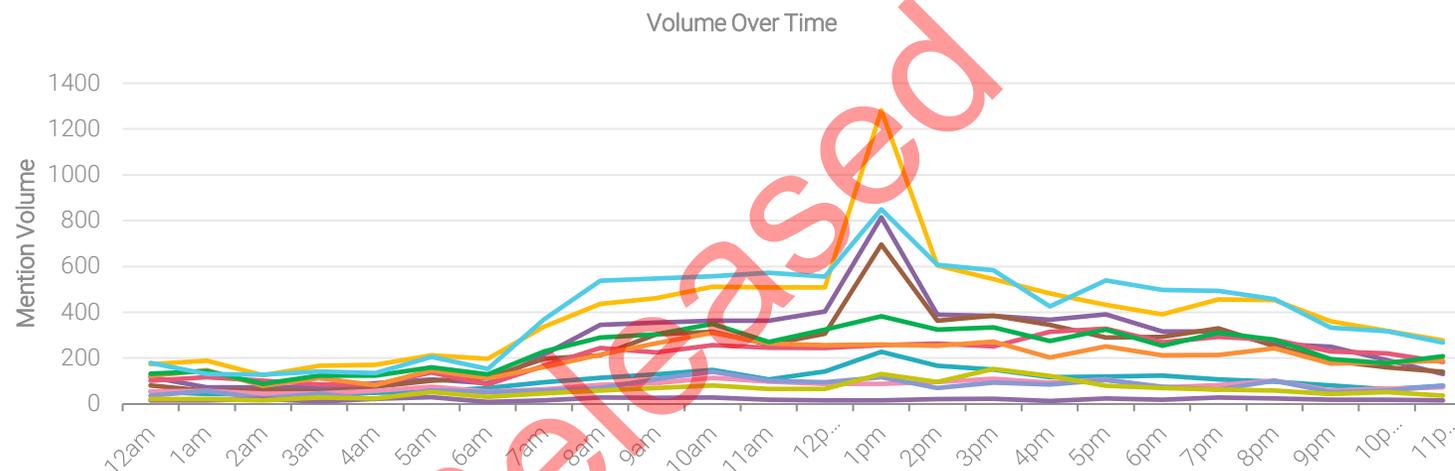
What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

Financial stability

The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Wednesday September 1, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels: In response to the bump in case numbers reported on Wednesday, some people voiced their concern for a longer lockdown. Some New Zealanders spirits' have been buoyed by the progress of the vaccine rollout.

Measuring categories of conversation:

There was a 1% decrease in total volume of conversation. Conversation in relation to Virus and #NZPolDecisions (our largest datasets) increased, while all other categories decreased.

From a sentiment perspective the majority of categories had minor shifts. Larger shifts we're seen in relation to Contract Tracing, which became less positive and more neutral, as well as Mental Health which became more negative.

What's in this report:

- 1. Social Conversation Analysis p.g. 4 -5**
How New Zealanders are talking about motivation to comply or vaccinate.
- 2. Measuring Categories of Conversation p.g. 6 - 11**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

With the bump in case numbers reported on Wednesday some New Zealanders are talking about compliance, or motivations to get the vaccine.

The volume in the category Team of 5 Million increased by 6%, sentiment stayed stable with a slight increase in negativity and decrease in positive sentiment.

After a bump in case numbers was reported on Wednesday, some people voiced their concern for a longer lockdown and frustration at others not following the rules.

Some were contemplating the long-term impact of the Delta variant on New Zealand's freedoms and are discussing the governments strategy moving forward.

Frustrated and concerned about the consequences of others not following the rules.

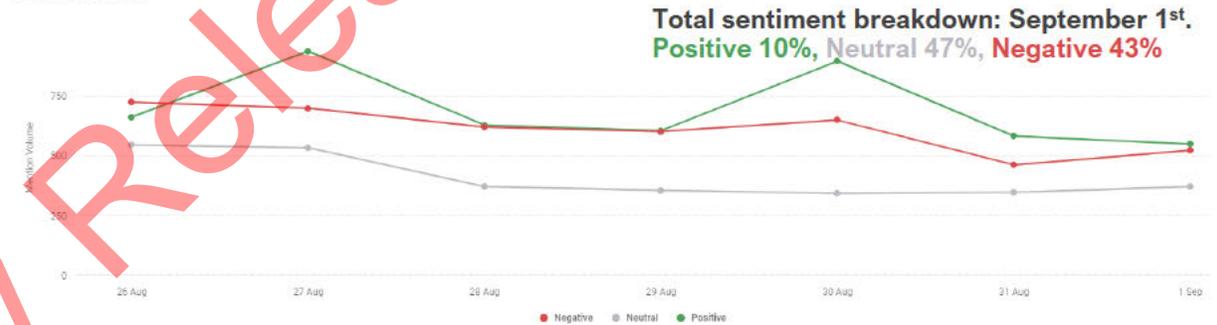
? alot of people are affected by the lockdowns it's just alot of people don't make it easy when they don't follow the rules an then we're in lockdowns longer

? People are dumb just dont want to follow the rules this is why we are still in lockdown levels, stay home People or we will be in lockdown longer!!!!

hoping my shithead neighbours don't decide to have a party and break lockdown restrictions so we don't have to have the pigs in our building for the third time in a week
7:58 PM · Sep 1, 2021

facebook.com Likes: 1 18h
Two people who flew out of Auckland without exemptions slapped with police notices
"2707 infringements issued 😬 what is wrong with some people. Follow the rules & we'll be out of lockdown sooner - no brainer but I guess you can't fix stupid 😬"
Engage

Sentiment breakdown: 'Team of 5 Million' August 26 – September 1, 2021 Note: sentiment reflects tone of conversation and is not necessarily the subject of the comment.



Urging others to stay patient and encouraging mask wearing.

facebook.com Likes: 1 Comments: 2 18h
75 new cases in the community; bounce in numbers not unexpected says Bloomfield
"Keep up the good work Ashley. We will get better numbers as time goes on. Sadly the numbers got away from us in Auckland & we'll have to be patient & stay in lockdown until people understand that delta is spread more quickly. Masks are as essential as vaccines."

Suggesting New Zealand doesn't have a long-term plan.

reddit.com (Reddit) 11h
What is the long term goal with vaccines?
"What countries more or less let it rip? UK, Sweden? they are both doing a damn sight better than us right now, they have a high proportion of recovered cases (herd immunity) and a long term plan. Look at us, lockdown after lockdown, small businesses dying, no end in sight, no longterm plan (the govt has confirmed we still cant avoid lockdowns...)"

13h
What do they mean NZ prepares to open up? we have no current strategy for this unless the govt does a complete 180 and gives up on elimination/ endless lockdowns. They have said lockdowns would still happen in a fully vaccinated population so this clearly isnt happening anytime soon.
3 ↓ Reply Share Report Save

Some New Zealanders spirits have been buoyed by the progress of the vaccine rollout, and their personal experiences participating in the rollout, including booking their children appointments.

Some comments praising the country for the vaccination ramp-up has sparked discussions around people's motivations to be vaccinated. Some have found the recent lockdown has introduced a feeling of urgency that has moved them to make their appointment or move past their fear of needles.

Feeling positive about how we are progressing and satisfied to be doing their bit.



Booked my teenage son's today. Getting my 2nd in a week. Clinics doing walk ins in town. And an in car vaccination event organised for Friday. Appointments available everywhere. You could say we have a glut of vaccination opportunities. The government is doing a great job

9:54 PM · Sep 1, 2021



don't trust who the govt? current compliance to lockdown rules and a surge in vaccines would prove you wrong.

The recent lockdown has encouraged some to move past their hesitancy around needles and increased a feeling of urgency to be vaccinated.



12h

I was always going to get vaccinated, but I wanted to wait as long as possible because there is evidence the efficacy drops a lot after 5-6 months and the govt has not yet guaranteed a booster supply. I wanted maximum protection when the border relaxes next year. But when I heard there was a case in the community, I literally booked my jabs 5 minutes later.

4 ↓ Reply Share Report Save



· 14h

For me...yes because of the whole needle thing id have avoided getting it if i felt i didnt need to.

But covid came back

28 ↓ Reply Share Report Save



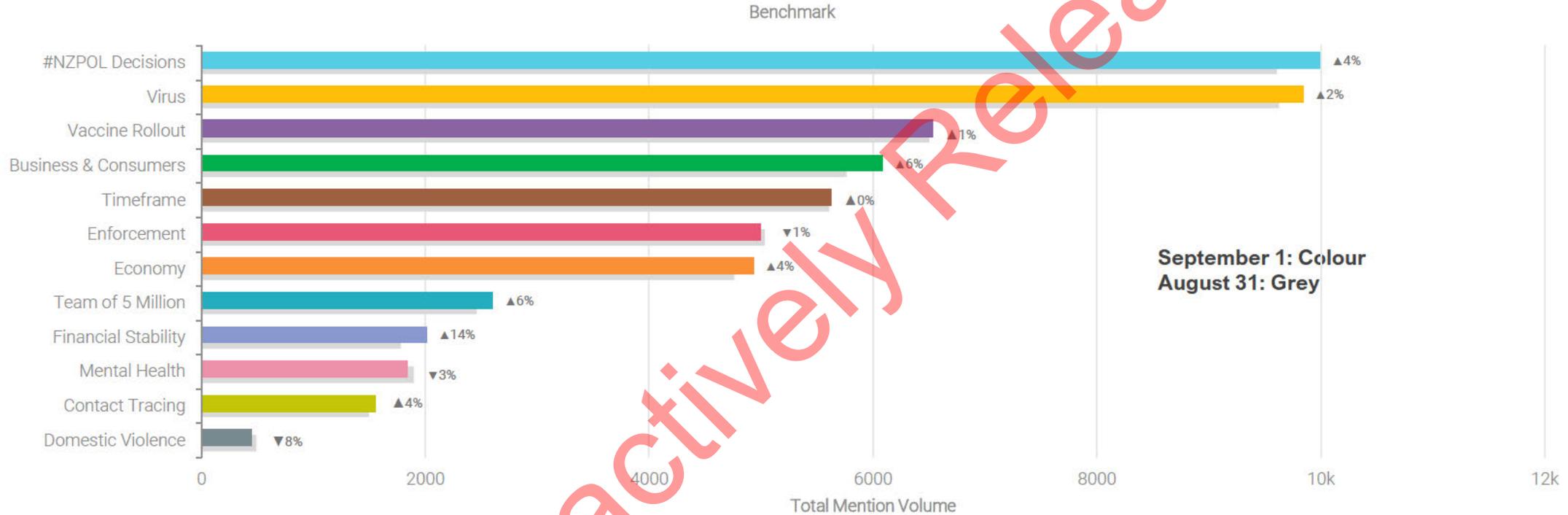
1h

Absolutely - a combination of people being more motivated and people with more free time. Thankfully the vaccine programme has got the capacity to ramp up at the moment.

Vote ↓ Reply Share Report Save

Category change: Benchmark

Categories current time period (September 1) benchmarked against previous time period (August 31)



Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:
September 1: 39,154 (-1%)
August 31: 39,595 (-13%)
August 30: 45,557(+30%)

Net sentiment of each category

There we're small shifts in sentiment across most categories.

Larger shifts we're seen in relation to Mental Health, become less neutral and more negative by 6%. We also saw a decrease in positive sentiment toward Contract Tracing by -5%, becoming more neutral.

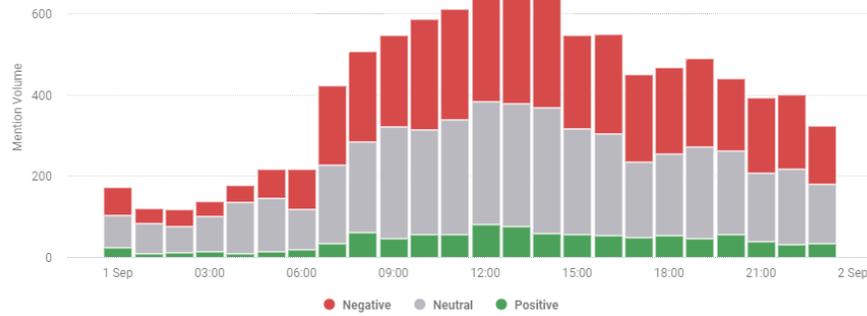
Comparing current period (Sep 1) with shift from previous day (Aug 31)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	32	0	58	0	10	0
Enforcement	39	1	49	-3	12	2
Virus	40	-1	52	2	8	-1
#NZPOL decisions	43	2	47	0	10	-2
Economy	30	-2	61	1	9	1
Mental Health	49	6	45	-7	6	1
Financial Stability	30	0	62	-1	8	1
Team of 5 Million	31	1	46	1	23	-2
Contact Tracing	28	-1	67	6	5	-5
Timeframe	29	1	53	-1	18	0
Domestic Violence	58	9	39	-10	3	1
Vaccine Rollout	43	-4	43	3	14	1

- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

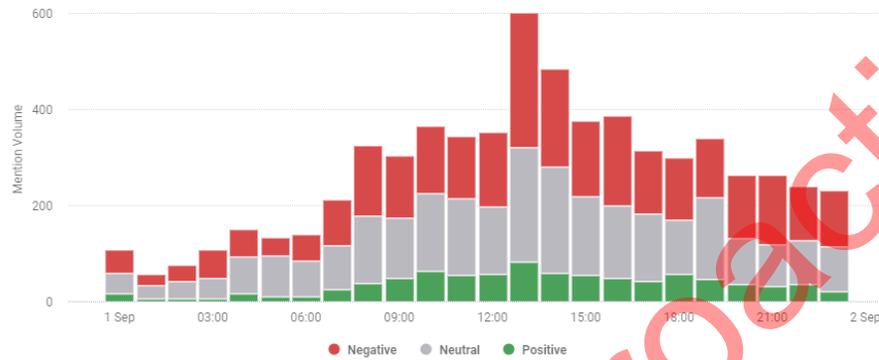
#NZPOL Decisions



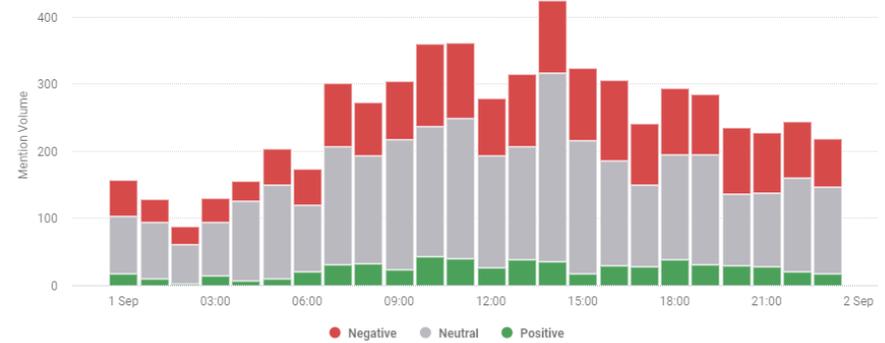
Virus



Vaccine Rollout



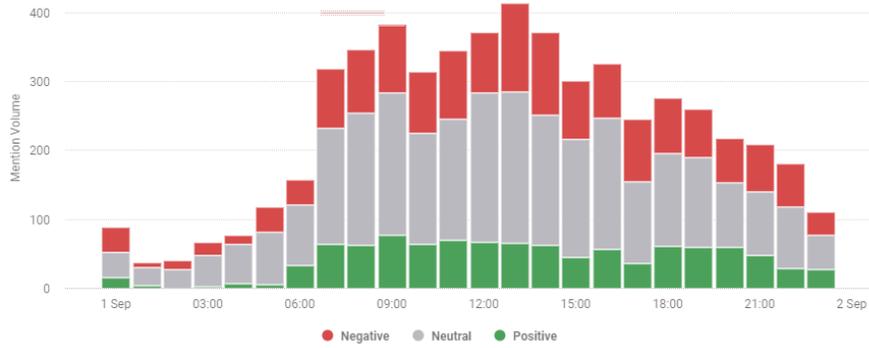
Business and Consumers



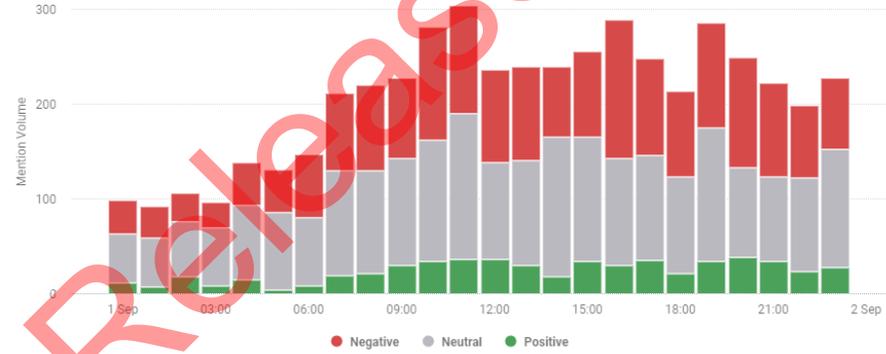
Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

Timeframe



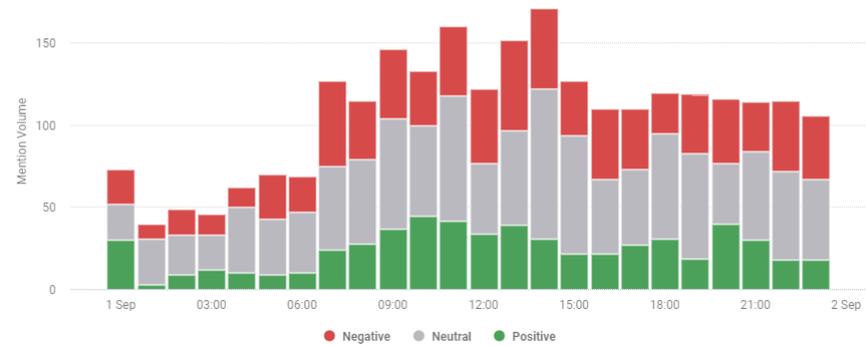
Enforcement



Economy

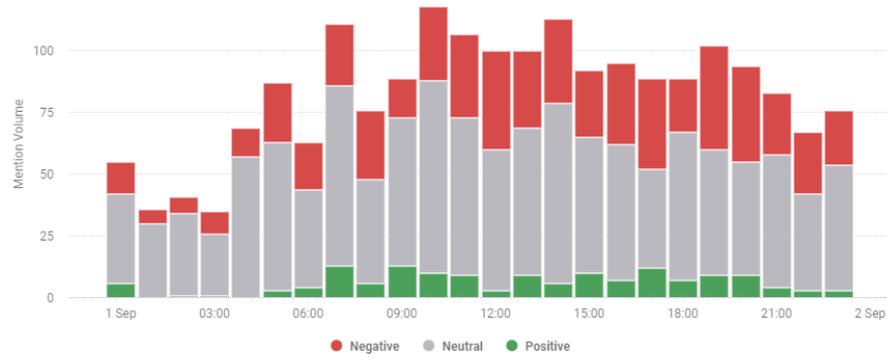


Team of 5 Million



Proactively Released

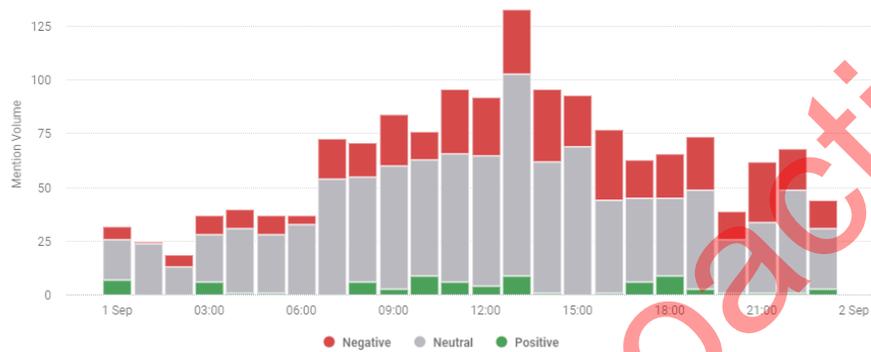
Financial Stability



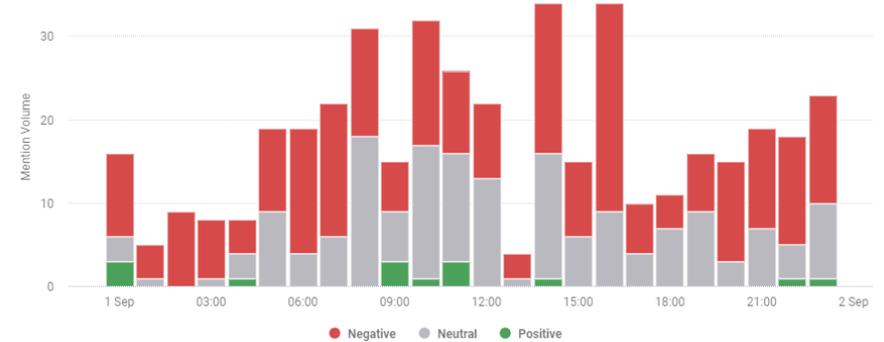
Mental Health



Contact Tracing



Domestic Violence



Proactively Released

Category Definitions

We access data through keyword queries. We update these queries as the language used to describe a topic or theme evolves. In this report, keywords have been updated to align with changes in conversation we've observed.

Virus

This conversation looks at the virus itself. This may include discussion about medical response, health advice, symptoms of COVID-19 and number of cases/deaths in New Zealand and globally.

#NZPOL Decisions

The nation's response to and perception of New Zealand's leadership and decisions surrounding the response to COVID-19.

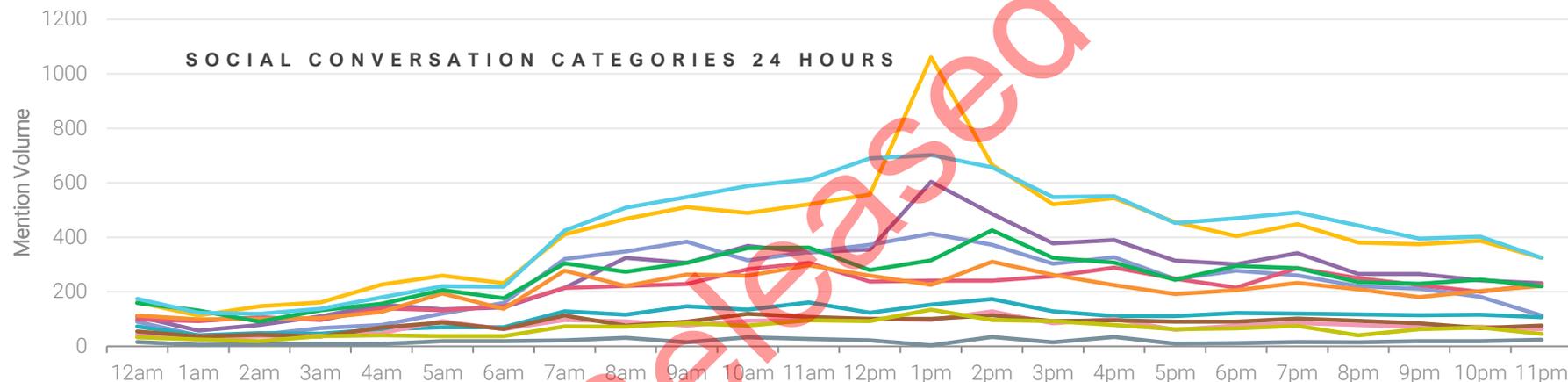
Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

Timeframe

Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.

COVID-19 Awareness Study / Confidential / Annalect 2021



Business & consumers

The impact COVID-19 restrictions has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

Enforcement

Responses to the role of official enforcement and stories about how infringement is dealt with.

Economy

Conversations New Zealanders are having about the economy, economic decisions and upcoming recession and recovery.

Team of five million / Unite against virus

Encouraging the nation to rally together, comply with the rules and cheerleading the cause.

Contact tracing

What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods including accessing COVID tests.

Mental health

What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

Financial stability

The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Thursday September 2, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts examined conversation around managed isolation and quarantine. Following MIQ system changes announced this week, people are divided with some happy at the booking changes while others are discouraged due to a lack of a priority structure. With a temporary pause on MIQ vouchers, some New Zealanders are concerned about what this will mean for workers needed in essential services and industries.

We also looked into the two MIQ incidents that happened on Thursday. Some people are asking about what training MIQ staff receive. There are also some New Zealanders calling for purpose-built managed isolation facilities.

Measuring categories of conversation:

The total volume of conversation fell 3% on Thursday with slight increases in the Virus, Team of 5 Million and Domestic Violence categories. Regarding sentiment, most categories had minor shifts overall.

What's in this report:

- 1. Social Conversation Analysis p.g. 4 -5**
How New Zealanders are talking about Managed Isolation & Quarantine.
- 2. Measuring Categories of Conversation p.g. 6 - 11**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

There is discussion about the MIQ system changes. Two incidents on Thursday also drove conversation.

This week the government announced system changes to the MIQ process with the introduction of a “virtual lobby”. Also, due to the demand from local COVID-19 cases, there has been a temporarily pause on booking MIQ vouchers.

On Thursday, commentary from New Zealanders here and abroad is divided on the new system with some happy with the proposed changes while others are discouraged due to the lack of a priority structure.

COVID-19 Response Minister Chris Hipkins’ directive to overseas Kiwis to not come back for summer holidays in order to leave space to isolate current cases safely has irked some living abroad.

A few people are concerned about what the pause on MIQ will mean for workers needed to help businesses and the healthcare system.

System changes to the MIQ process is a divisive topic.



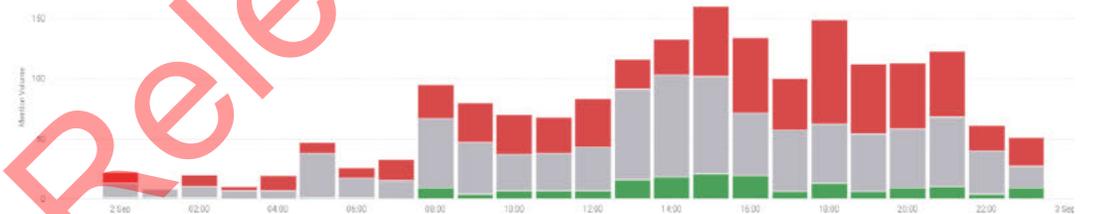
02 Sep 2021, 00:17
You've probably got a better chance of winning lotto than getting a "random" MIQ spot.

Overseas New Zealanders annoyed at Hipkins' asking them not to return for a "summer holiday" as they feel this isn't a fair comment.



Sentiment breakdown: Managed Isolation and Quarantine, September 2

Note: sentiment reflects tone of conversation and is not necessarily the subject of the comment.

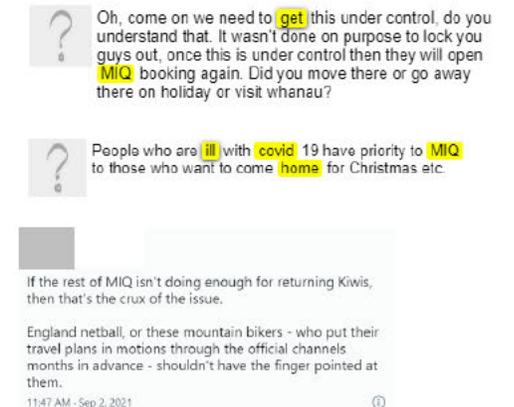


Total sentiment breakdown: September 2
Positive 9%, Neutral 50%, Negative 41%

Concern about what the MIQ pause will mean for bringing in workers to help with essential tasks.



Defending the government's decisions to have sports teams enter NZ/pause the bookings to ease demand.



On Thursday stories of two incidents in MIQ facilities drew attention from the press.

The stories contributed to increased conversation surrounding security at MIQ facilities, the need for purpose-built facilities or facilities to be shifted out of metropolitan areas.

The stories also prompted conversation around accountability and/or what is expected from an individual in MIQ. The story about the mother resulted in comments about how families - especially those who are COVID positive - should be treated in MIQ along with what training the MIQ staff receive to enable them to handle complicated cases.

Calling for better treatment for people who are in isolation with COVID-19.

Pasifika māmā in MIQ being told to be grateful for dinners almost 3 hours late after multiple calls saying her kids are starving & tired, medicine a whole day late & received a half eaten/contaminated pizza for her kids' lunch & was given attitude like she needed to be grateful

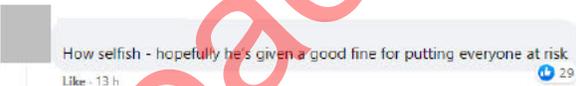
10:31 AM · Sep 2, 2021



Agreed, she told them & asked them, HOURS later gets a half eaten pizza. FFS u ask people 2 comply then u lock them up with no food for their kids. Do better MIQ. Anger is a reasonable response to this unreasonable situation.

8:49 PM · Sep 2, 2021 from Auckland, New Zealand

Calling for increased enforcement “Be Kind won’t help NZ”.

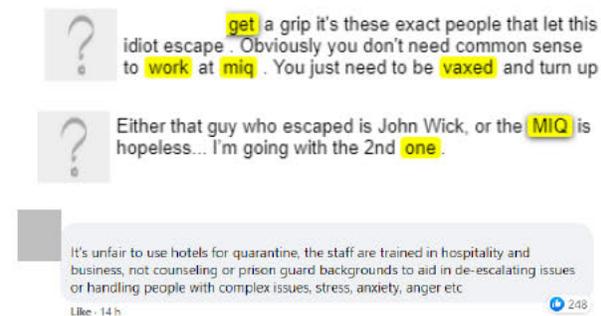


This was not the first time that someone had escaped from MIQ, did any of them receive any penalty? These stupid actions will happen again and again if there are no serious consequences. The Be Kind wont help NZ.

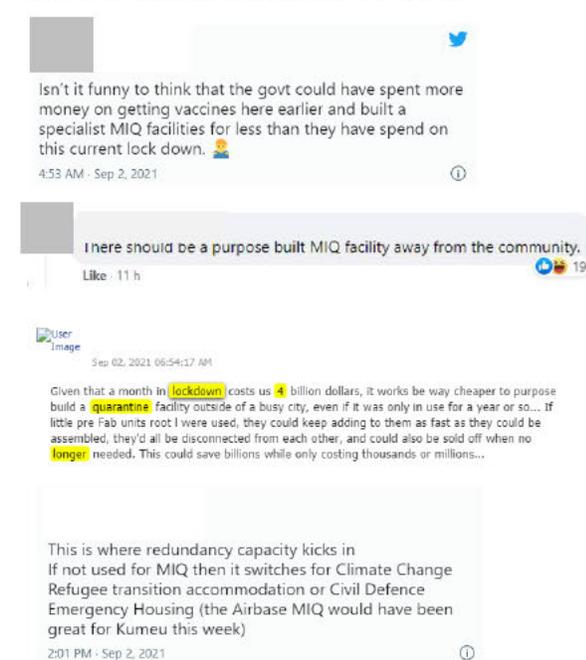
Commenters are calling for government to take accountability for MIQ “slipups”.



Conversation focuses on MIQ staff, do they have adequate training to deal with complicated cases?

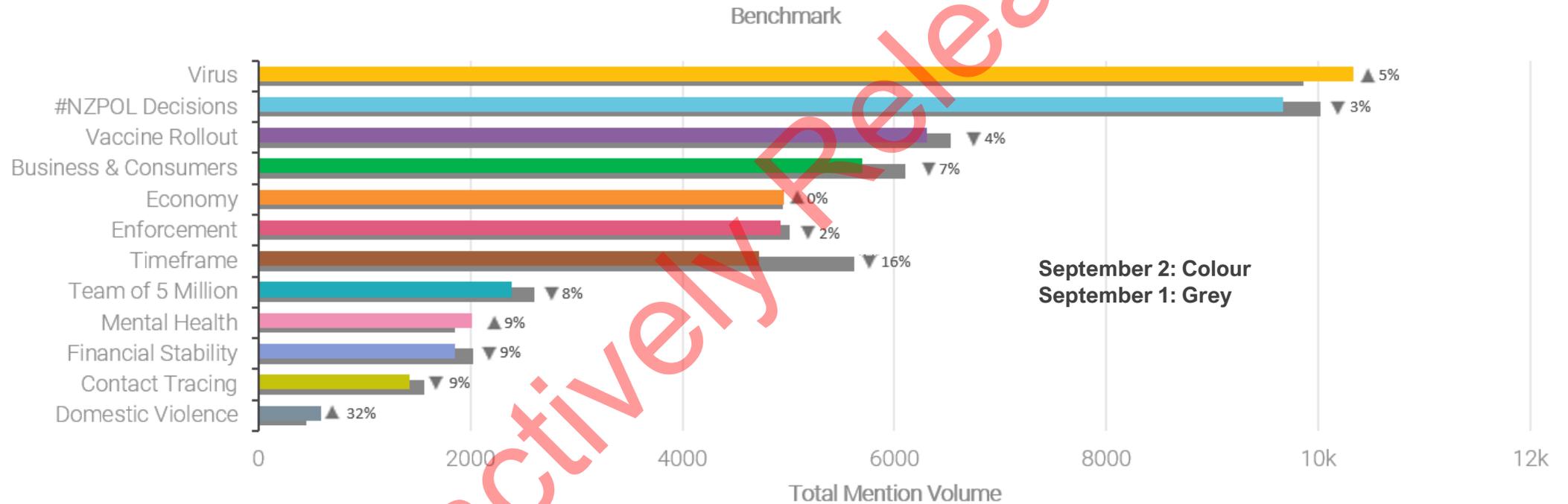


Calling for purpose-built/permanent MIQ facilities. Some see the potential for other uses of the spaces post-COVID.



Category change: Benchmark

Categories current time period (September 2) benchmarked against previous time period (September 1)



Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:

September 2: 37,764 (-3%)
September 1: 39,154 (-1%)
August 31: 39,595 (-13%)

Net sentiment of each category

Comparing current period (Sept 2) with shift from previous day (Sept 1)

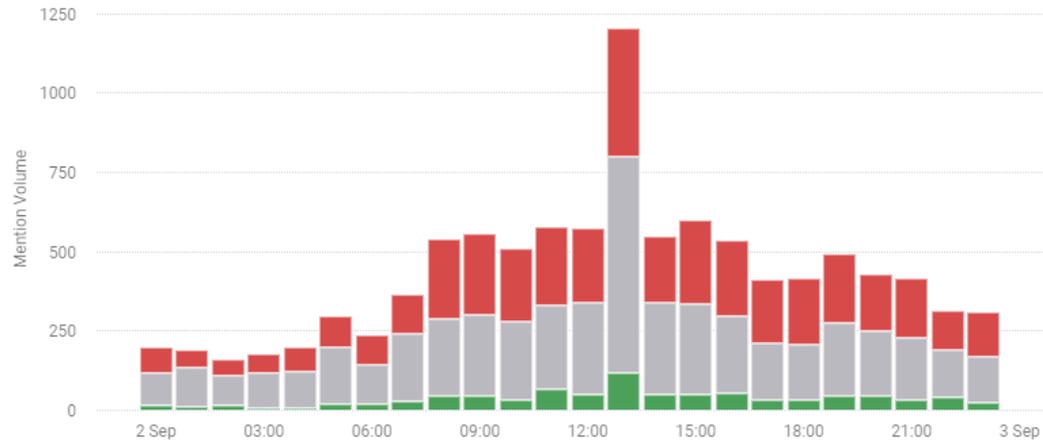
On Thursday most categories had minor shifts overall.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	33	1	57	-1	10	0
Enforcement	37	-2	53	4	10	-2
Virus	41	1	50	-2	9	1
#NZPOL decisions	41	-2	48	1	11	1
Economy	32	2	60	-1	8	-1
Mental Health	49	0	46	1	5	-1
Financial Stability	35	5	58	-4	7	-1
Team of 5 Million	32	1	48	2	20	-3
Contact Tracing	30	2	64	-3	6	1
Timeframe	30	1	54	1	16	-2
Domestic Violence	45	-13	50	11	5	2
Vaccine Rollout	46	3	41	-2	13	-1

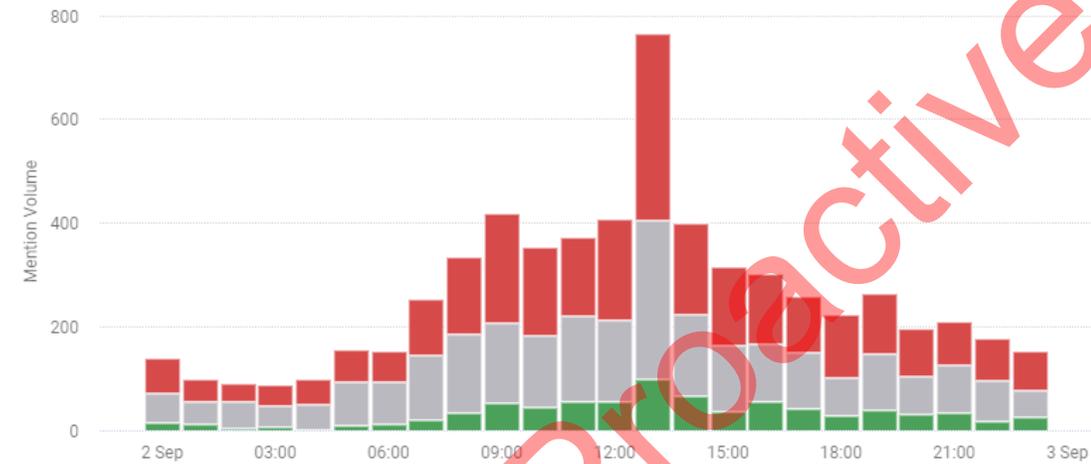
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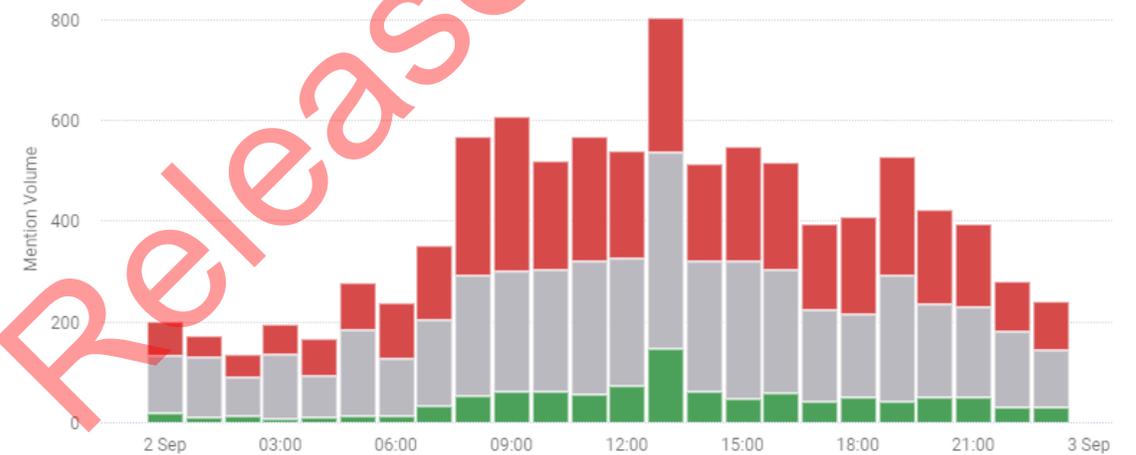
Virus



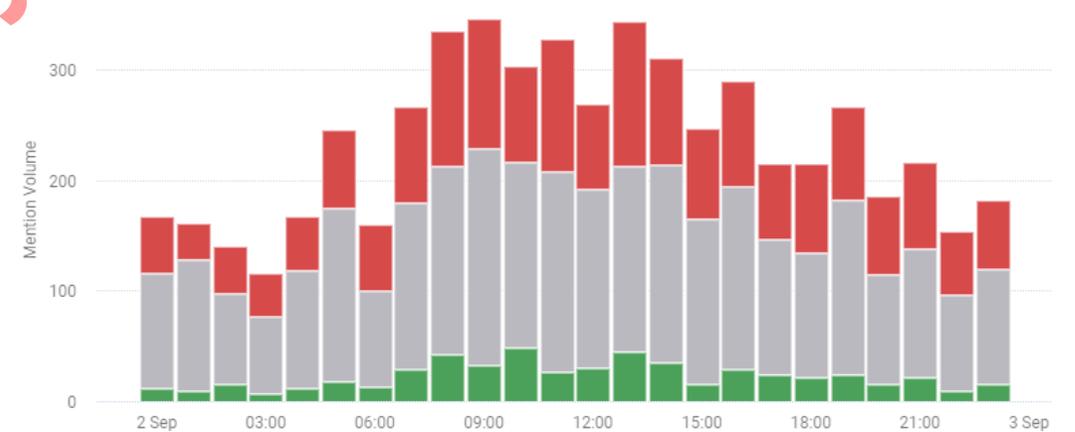
Vaccine Rollout



#NZPOL Decisions



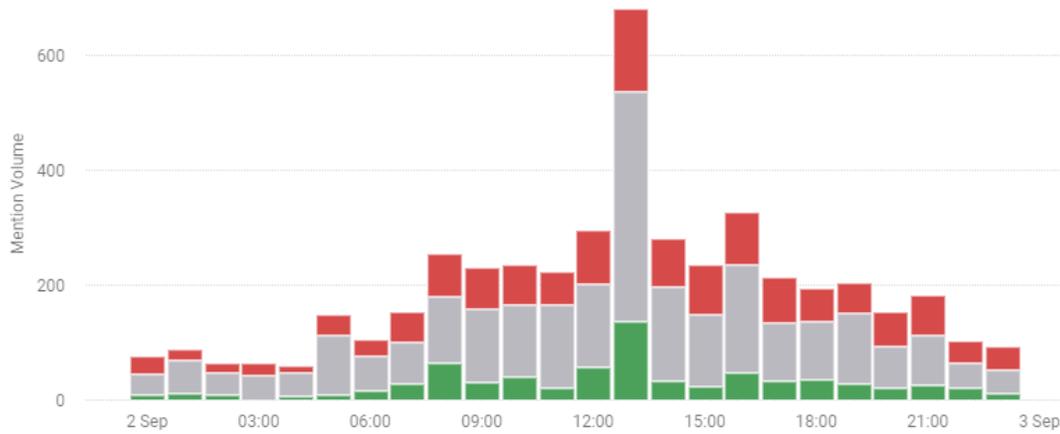
Business and Consumers



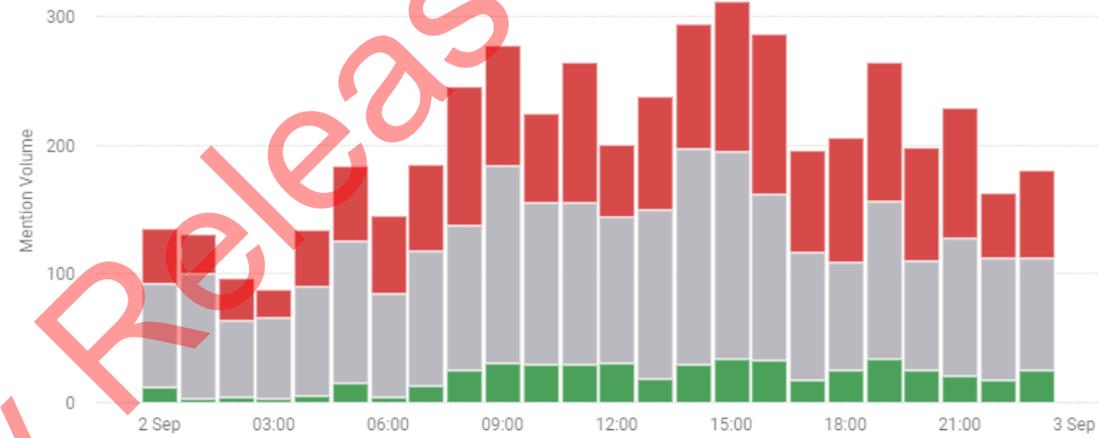
Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

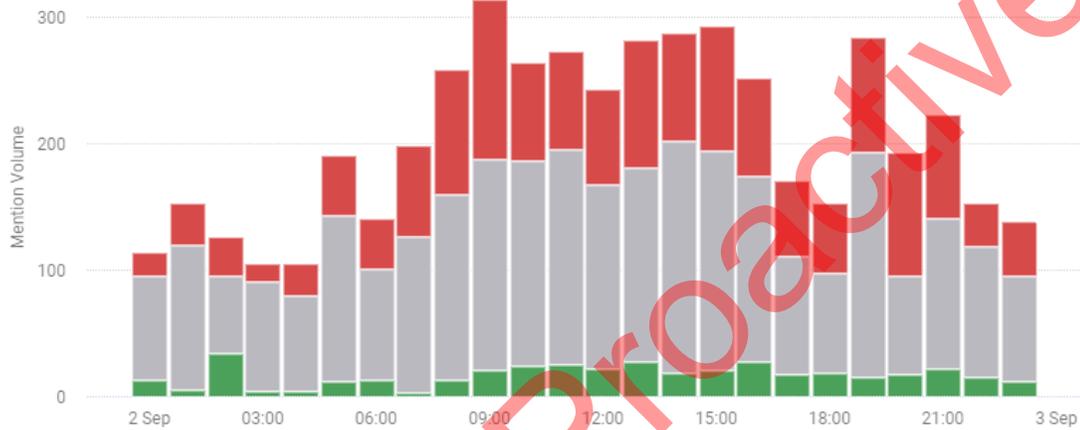
Timeframe



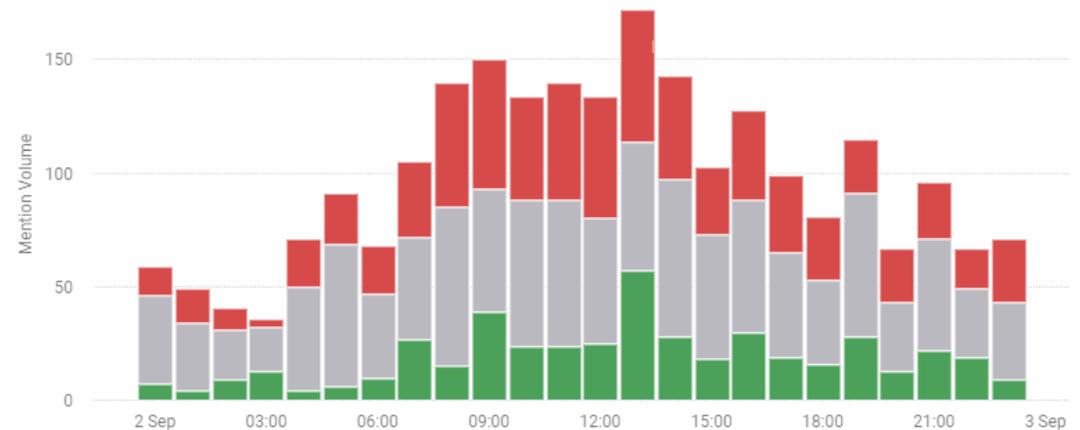
Enforcement



Economy

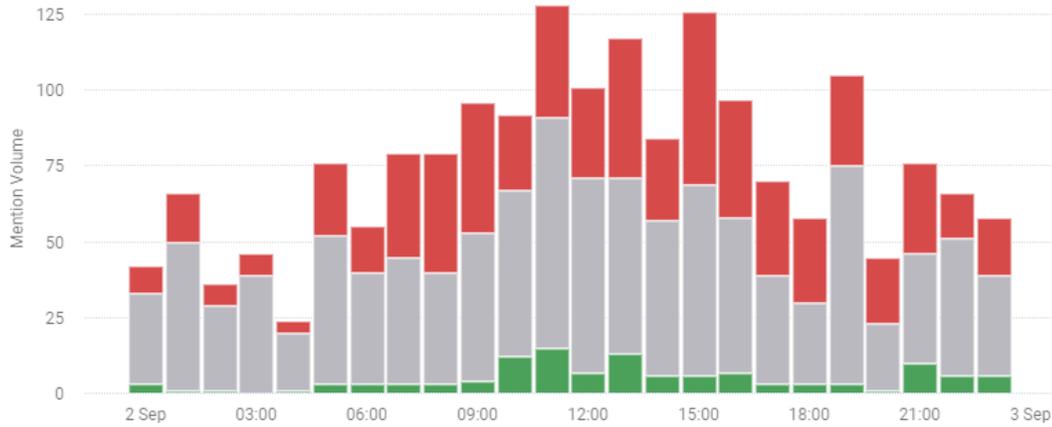


Team of 5 Million



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

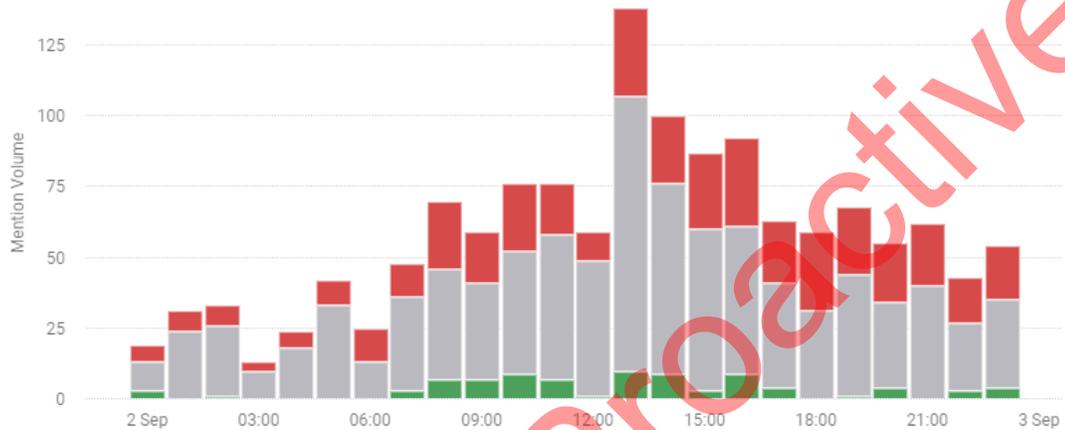
Financial Stability



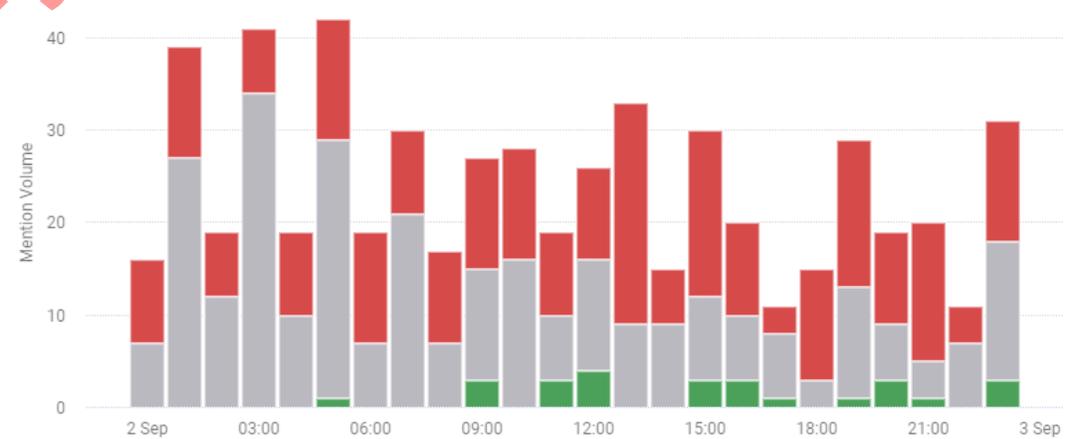
Mental Health



Contact Tracing



Domestic Violence



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

Category Definitions

We access data through keyword queries. We update these queries as the language used to describe a topic or theme evolves. In this report, keywords have been updated to align with changes in conversation we've observed.



Virus

This conversation looks at the virus itself. This may include discussion about medical response, health advice, symptoms of COVID-19 and number of cases/deaths in New Zealand and globally.

#NZPOL Decisions

The nation's response to and perception of New Zealand's leadership and decisions surrounding the response to COVID-19.

Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

Timeframe

Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.

COVID-19 Awareness Study / Confidential / Annalect 2021

Business & consumers

The impact COVID-19 restrictions has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

Enforcement

Responses to the role of official enforcement and stories about how infringement is dealt with.

Economy

Conversations New Zealanders are having about the economy, economic decisions and upcoming recession and recovery.

Team of five million / Unite against virus

Encouraging the nation to rally together, comply with the rules and cheerleading the cause.

Contact tracing

What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods including accessing COVID tests.

Mental health

What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

Financial stability

The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Friday September 3, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts explored conversation around Alert Level 3. There is high neutral sentiment with moderate negative sentiment. Following the move for south of Auckland/Northland to Alert Level 3, some New Zealanders are voicing their concern at the large amount of traffic on the roads despite restricted travel. Some people are giving advice and asking questions around what services and businesses are available under this Alert Level.

Measuring categories of conversation: There was a 12% increase in the total volume of conversation on Friday. The Enforcement category increased 83% and #NZPOL Decisions increased 25%. Overall, sentiment generally became less neutral and more polarized. This increase in category conversation and polarized sentiment can be attributed to Friday's LynnMall terrorist attack.

What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**
How New Zealanders are talking about Alert Level 3.
2. **Measuring Categories of Conversation p.g. 6 - 11**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

Conversation around Alert Level 3 has high neutral sentiment with moderate negative sentiment. Some people are concerned at the amount of traffic on the roads.

South of Auckland moved to Alert Level 3 on September 1, with Northland moving on September 3.

Following the move, some New Zealanders are voicing their concern at the large amount of traffic on the roads despite restricted travel.

Others are expressing frustration towards those in their area who are breaching Alert Level 3 rules.

Some people are asking about the duration of Alert Level 3 or when Auckland could possibly move into Level 3.

A few people are sharing advice and asking questions about available services and businesses.

Neutral sentiment includes organizations sharing their safety policies and processes under Alert Level 3.

Concern at the high level of traffic during Alert Level 3.

Totally agree. People here are treating Level 3 as if it's Level 1 out in public. The businesses are adhering to the rules why can't the general public. The traffic is roaring past, where are they all going?
11:00 AM - Sep 3, 2021

Sep 3, 2021
why is there so much traffic lol it's level 3? Nothing has really changed so I'm confused

Way too many cars on SH2 since moving to level 3 - looks like normal morning traffic when we were at level 1 yet we are not supposed to be traveling around??
Like · Reply · 1 d

There seems to be alot of traffic around considering its still level 3
Like · Reply · 17 h

Wanting to know about the timeline for moving out of – or into - Alert Level 3.

Hey, do we have any indication when we in **level 3** till ??

So when is the next update on when we move out of **level 3** to **2** I miss work

What is needed for Auckland to move down to level 3? No new daily cases??
Like · Reply · 22 h

Frustrated at businesses and people not complying with Level 3 rules/restrictions.

How can this be Alert Level 3? Employees no masks / is there 2m distance or any screening when coffee handed over? Cafe in Manners St Wellington, front page @DomPost @NZStuff



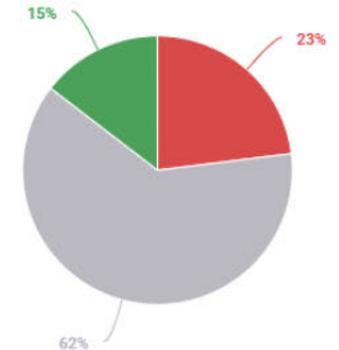
If only ppl in Riverton southland understood that it's level 3 NOT level free!!!
Like · Reply · 18 h

Nobody in Tauranga takes level 3 seriously huh
8:54 PM · Sep 3, 2021

Ah well. I get to be especially annoyed at my neighbours because now they have invited their mates around and are having a piss up in a paddock... in level 3. And since there is no house on the property, I guess they are planning to drive drunk.

argh people suck!
4:21 PM · Sep 3, 2021

Sentiment breakdown: Alert Level 3, September 3
Note: sentiment reflects tone of conversation and is not necessarily the subject of the comment.



Total sentiment breakdown
Positive 15, Neutral 62%, Negative 23%

Asking questions and sharing advice about what is available or open.

Primary industry support services and research are allowed under level 3. Do you want me to find out more for you Stu?
8:42 AM · Sep 3, 2021

you can buy lotto at level 3, got mine at the supermarket yesterday
Like · Reply · 1 d

My warrant ran out during level 4, booked in and got one yesterday morning during level 3. I'm sure if you get pulled over by the police and they can see your warrant ran out during level 4 they will show some leniency like giving you 30 days to get one. Places in level 3, book it in now. Places in level 4, book it as soon as you drop to level 3.
Like · Reply · 1 d

Someone please recommend a good place to buy a kettle in level 3/4 NZ lockdown. Online probably or anything I can click and collect
11:14 AM · Sep 3, 2021

Businesses/organizations clarifying and sharing their processes.

Warehouse Stationery
Hello our stores are still closed at Level 3 except for contactless Click & Collect. Thanks.
19 h

Wellington Water
@WgtnWaterNZ

Just jumping on to clear up some confusion about the safety precautions our crews are taking whilst operating under Alert Level 3. As an essential service our crews are undertaking critical work to ensure our water services are running smoothly.
3:17 PM · Sep 3, 2021

Royal NZ Navy
At the border We're assisting @nzpolice at the northern checkpoint in Te Hana. The team have been broken into "shift bubbles" & have been monitoring public travel after Northland moved into level 3. The team have been adhering to Ministry of Health guidelines.



6:45 PM · Sep 3, 2021 · Twitter Web App

Celebrating the move to Alert Level 3.

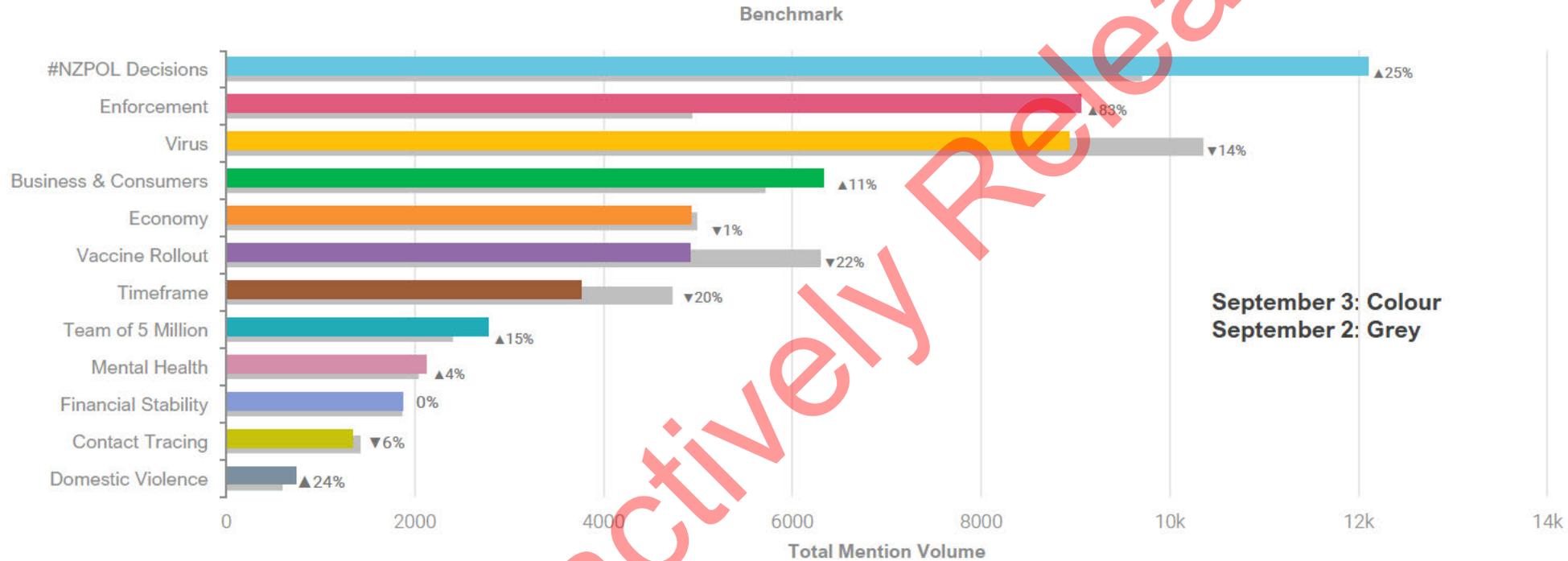
Thail 🙄🙄🙄 It's the first dinner we got in level 3!
Like · Reply · 1 d · Edited

Ordered my friend little boy clothes and toys for his 1st birthday this year as they will be celebrating it during level 3 and they live down in Dunedin.... :)
10:51 PM · Sep 3, 2021

First spring swim. Thank you Level 3. Not even too cold. And I got to put my cosy mask back on afterwards. And write.

Category change: Benchmark

Categories current time period (September 3) benchmarked against previous time period (September 2)



Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:

September 3: 42,192 (+12%)
September 2: 37,764 (-3%)
September 1: 39,154 (-1%)

Net sentiment of each category

Overall, most categories became less neutral and more polarized on Friday.

The largest negative shifts were in Enforcement, increasing by 9%, and #NZPOL Decisions increasing by 6%. The most significant positive shift was Team of 5 Million which increased by 12%.

These sentiment changes can be attributed to the terrorist attack at LynnMall.

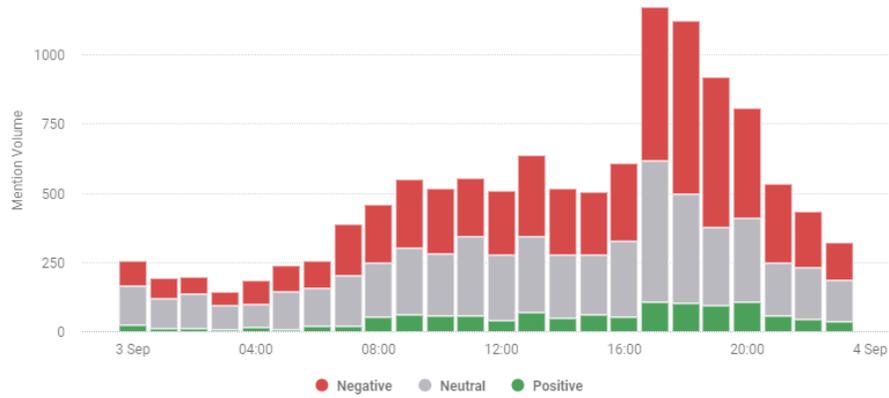
Comparing current period (Sept 3) with shift from previous day (Sept 2)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	37	4	54	-3	9	-1
Enforcement	46	9	41	-12	13	3
Virus	44	3	47	-3	9	0
#NZPOL decisions	47	6	43	-5	10	-1
Economy	35	3	56	-4	9	1
Mental Health	49	0	43	-3	8	3
Financial Stability	38	3	54	-4	8	1
Team of 5 Million	35	3	33	-15	32	12
Contact Tracing	30	0	62	-2	8	2
Timeframe	30	0	53	-1	17	1
Domestic Violence	64	19	32	-18	4	-1
Vaccine Rollout	42	-4	45	4	13	0

- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

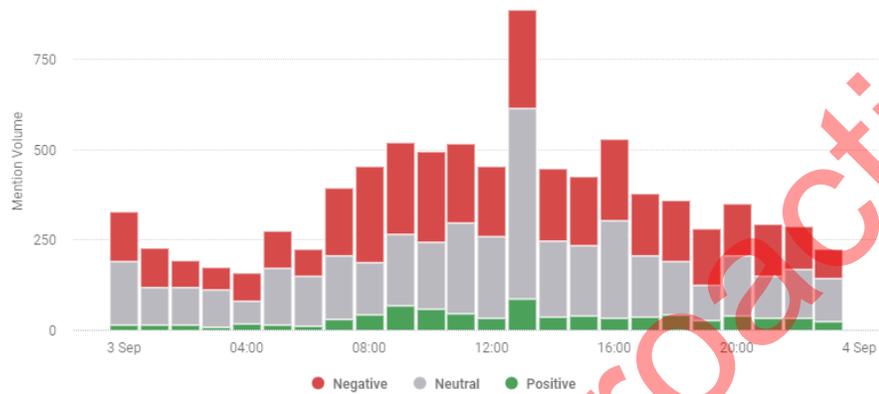
#NZPOL Decisions



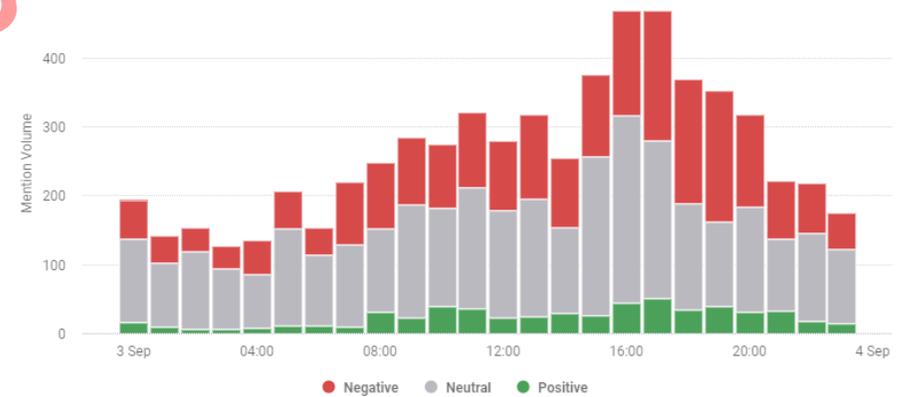
Enforcement



Virus



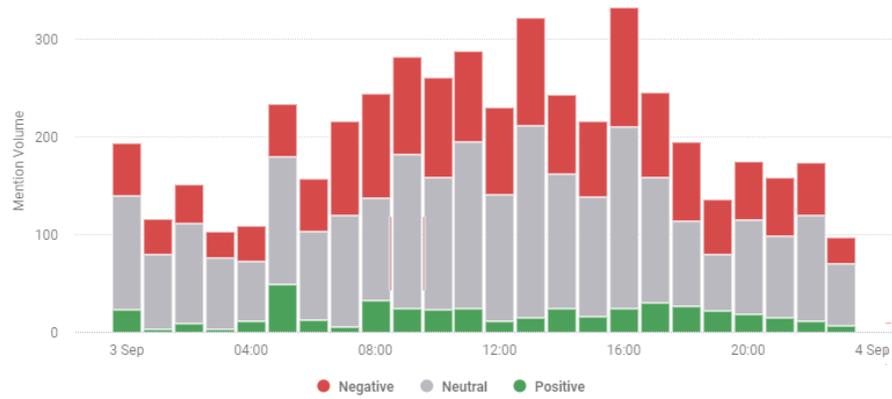
Business and Consumers



Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

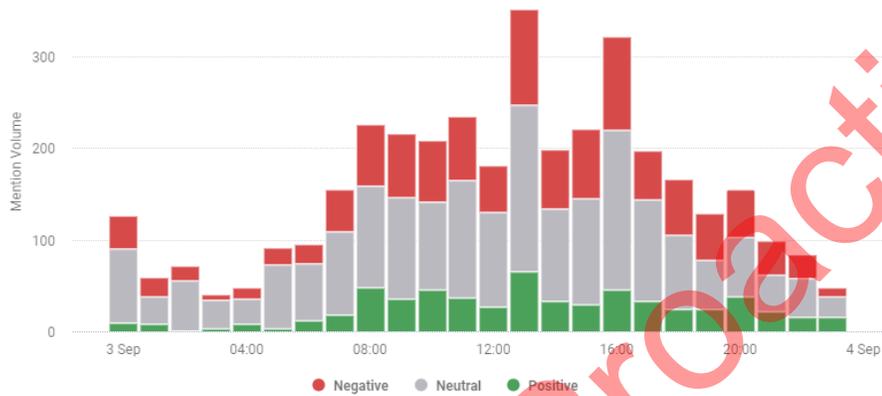
Economy



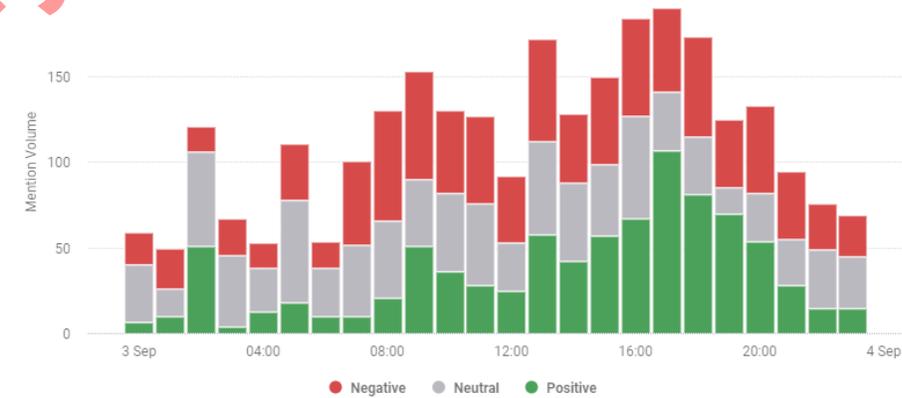
Vaccine Rollout



Timeframe

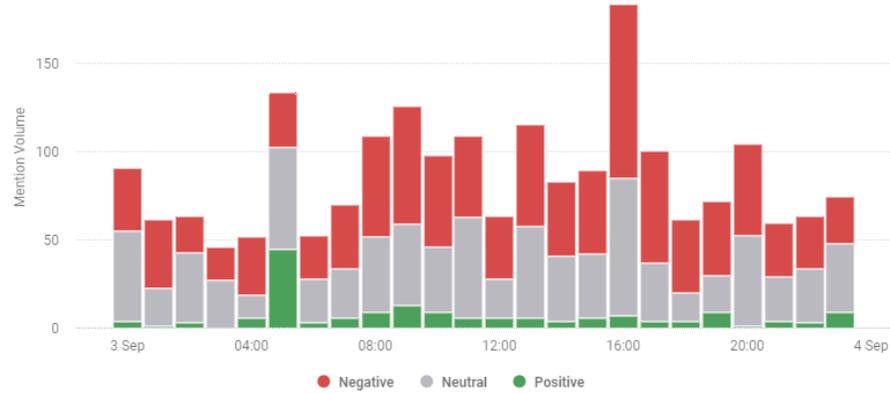


Team of 5 Million



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

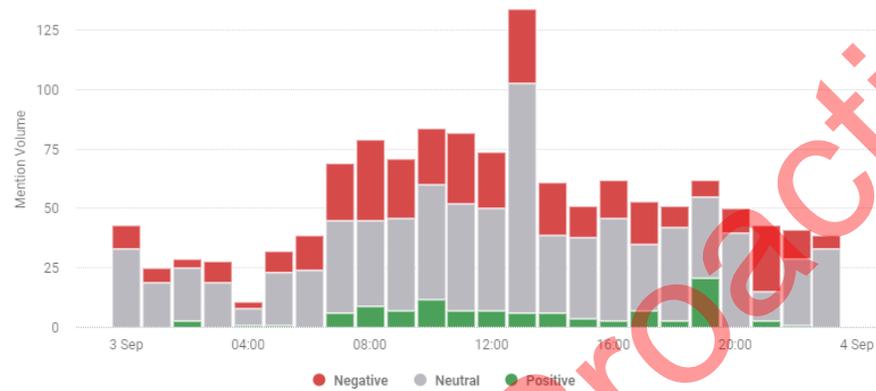
Mental Health



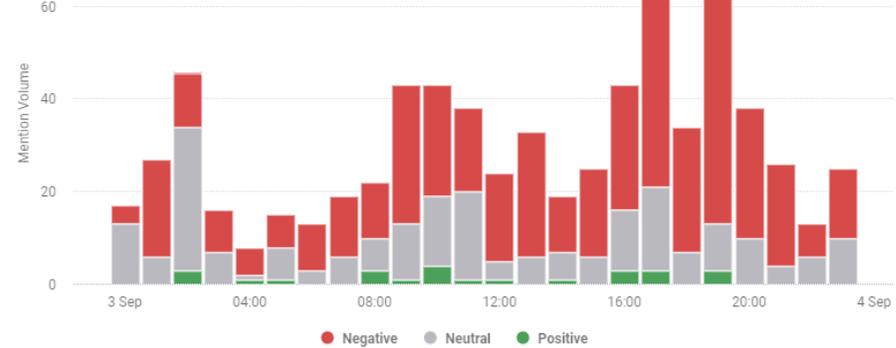
Financial Stability



Contact Tracing



Domestic Violence



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

Category Definitions

We access data through keyword queries. We update these queries as the language used to describe a topic or theme evolves. In this report, keywords have been updated to align with changes in conversation we've observed.

Virus

This conversation looks at the virus itself. This may include discussion about medical response, health advice, symptoms of COVID-19 and number of cases/deaths in New Zealand and globally.

#NZPOL Decisions

The nation's response to and perception of New Zealand's leadership and decisions surrounding the response to COVID-19.

Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

Timeframe

Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.

COVID-19 Awareness Study / Confidential / Annalect 2021

Business & consumers

The impact COVID-19 restrictions has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

Enforcement

Responses to the role of official enforcement and stories about how infringement is dealt with.

Economy

Conversations New Zealanders are having about the economy, economic decisions and upcoming recession and recovery.

Team of five million / Unite against virus

Encouraging the nation to rally together, comply with the rules and cheerleading the cause.

Contact tracing

What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods including accessing COVID tests.

Mental health

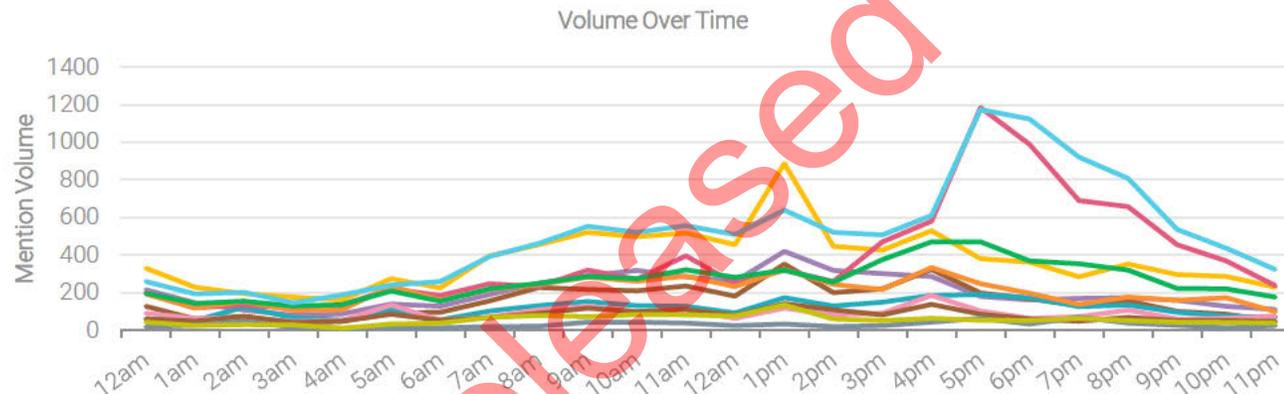
What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

Financial stability

The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Thank you

Proactively Released