



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**
Saturday September 4, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

New Zealanders are discussing the impacts of lockdown on small, independent business, and the impacts to industries that are facing scarcity of materials or labour. There was also discussion about the extra pressures faced by essential workers at this time.

Measuring categories of conversation:

Total volume decreased by 14%, which is typical during weekends. Overall, most categories became less positive and increased in neutral sentiment on Saturday. All categories decreased in volume apart from Economy which increased by 89% (largely due to international content) and #NZPOL Decisions which increased by 7%.

What's in this report:

- 1. Social Conversation Analysis p.g. 4 -5**
How New Zealanders are talking about pressures on business and essential workers due to the COVID response.
- 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 discussed the impact of lockdown on small, independent businesses, as well as the extra pressures on essential workers.

On Saturday the volume in the Economy category increased by 89% and neutral sentiment increased by 30%. This was largely due to a series of international market research and industry updates shared withing NZ (see following page for example).

However elsewhere in the category, conversation focused on the impacts of lockdown on small, independent business, and the impacts to industries that are facing scarcity of materials or labour.

Business owners feeling the pinch and tired of lockdown measures

So tired of hearing the opinions of "experts" as this mess rolls on. All of these experts have no skin in the game are all in solid well paying gigs so they're not losing their businesses or jobs. The time can't come soon enough when all these epidemio... See more
Like · Reply · 2 d · 107

Lockdowns are bad and disruptive, and anti competitive and imposed on the people
Like · Reply · 14 h · 3

There is no valid reason for a state of emergency or lockdown in SI. This excessive abuse of power should be challenged in court. We are like frogs - temp increasing but we do nothing.
Like · Reply · 1 d · 10

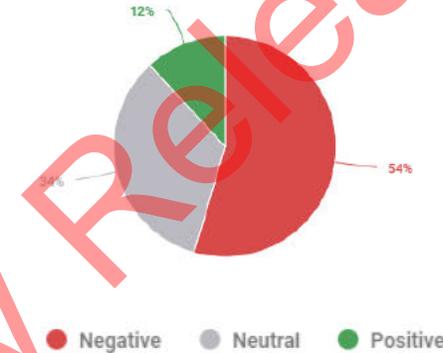
Lockdowns only collapse an economy and cause suicide, abuse, mental health issues and more which is more concerning than a recoverable virus for the majority
Like · Reply · 15 h · 2

Concern for the building industry due to shortages/delays for building materials.

This is going to cripple the building industry, which is already struggling with lengthy delays for common materials. Just wait till Auckland is out of L4 and they start needing products as well!
Like · Reply · 14 h · 6

Same with building materials, a lot come out of auckland, its crippling the building industry.
Like · Reply · 1 d · 8

Total sentiment breakdown excluding international industry news content.



Conversation about lack of affordable labour for some industries.

Thanks [redacted] There are lots of jobs here in NZ if and only if these able bodied beneficiaries will go out of their comfort zone, look for a job and gain work experience so that they will get higher wages in the future. There is no shortcuts. You ... See more
Like · Reply · 7 h · 1

It is time that WINZ forced those unemployed who are meant to be looking for work go and do these short seasonal jobs while they are waiting. It would be fair to allow the workers to keep half the income earned from picking fruit etc as this would fir... See more
Like · Reply · 2 d · 15

Has the issue occurred because our primary producers developed business plans that relied on foreign labour?
Like · Reply · 12 h · 1

Topic analysis: Economy category September 4



Corporations can thrive though lockdowns, but small companies lose.

Sad to say but it's always the same, the rich get richer, the poor get poorer. The small independent companies lose and the big corporations that have many arms continue to thrive through this. The rules are made to suit the rich who prosper. And that ... See more
Like · Reply · 9 h · 20

There was also discussion about the extra pressures faced by essential workers at this time.

Including supermarket, and other service workers being exposed to increased levels of frustration or anger from the public, or border workers sharing their thoughts on the 'no job, no job mandate'.

Conversation about making vaccines mandatory for certain jobs

Some jobs already require certain jobs etc to be able to work. I see no difference here apart from the fact that it will effect more people. You want to work them jobs then you have to comply, otherwise get a job that won't potentially effect the whole... See more

Like · Reply · 5 h

I work for a delivery company. Last week they asked if we have been vaxed or not. Its looking like our customers aren't going to accept deliveries from unvaxed drivers as they don't want them on the premises. We are all vaxed or in the process of doing... See more

Like · Reply · 10 h

Lol they don't make you work there, don't want the job then you don't want a job, it's pretty simple

Like · Reply · 11 h

Is it not the same as employers administering drug and alcohol testing, which many do. Then random testing throughout the year.

Is it not part of employers responsibility re health and safety in the workplace. ... See more

Like · Reply · 9 h · Edited

Supermarket workers are observing increased aggression from shoppers

Its disgusting that the workers get this kind of abuse. It's not ok. Please and thank you, yes that's right it's called manners never go a miss and cost nothing. A huge thank you to All the people who work in our supermarkets!! Keep up the good work.

Like · Reply · 52 m

I clean at a countdown store in taranaki and even I get spat on. Its absolutely disgusting

Like · Reply · 12 h

As supermarket workers we have to deal with so much on a daily basis, most things we can't control we are just there to to our jobs but people still feel the need to abuse us about things out of our hands, then you add in all the extra pressure and ho... See more

Like · Reply · 49 m

As a supermarket worker, I can agree it's tough. This incident is very scary and it worries a lot of people.

We get abused daily (worse during covid!) For just doing our job. We don't make these rules that are in place but because we are on the front ... See more

Like · Reply · 3 h

Fast-food workers at Level 3 are also experiencing aggression

My 15 year old was verbally abused at the local Macca's yesterday just because he couldn't hand the guys meal to him. They have to observe social distance so place it on the table and then you collect it. For this he was called every profanity the guy could muster. Even better the guy was in his 60s at least. Every shift my son gets sworn at - how is that ok? These people are doing their job. Our local supermarket staff are bloody legends, always have a hello and a welcoming wave and they go out of their way to help. Abuse to anyone is not ok but in these tough times our essential workers need our support more than ever

Like · Reply · 10 h

Example of international industry news. Analysts will remove this from the monitor if it continues to impact the category .

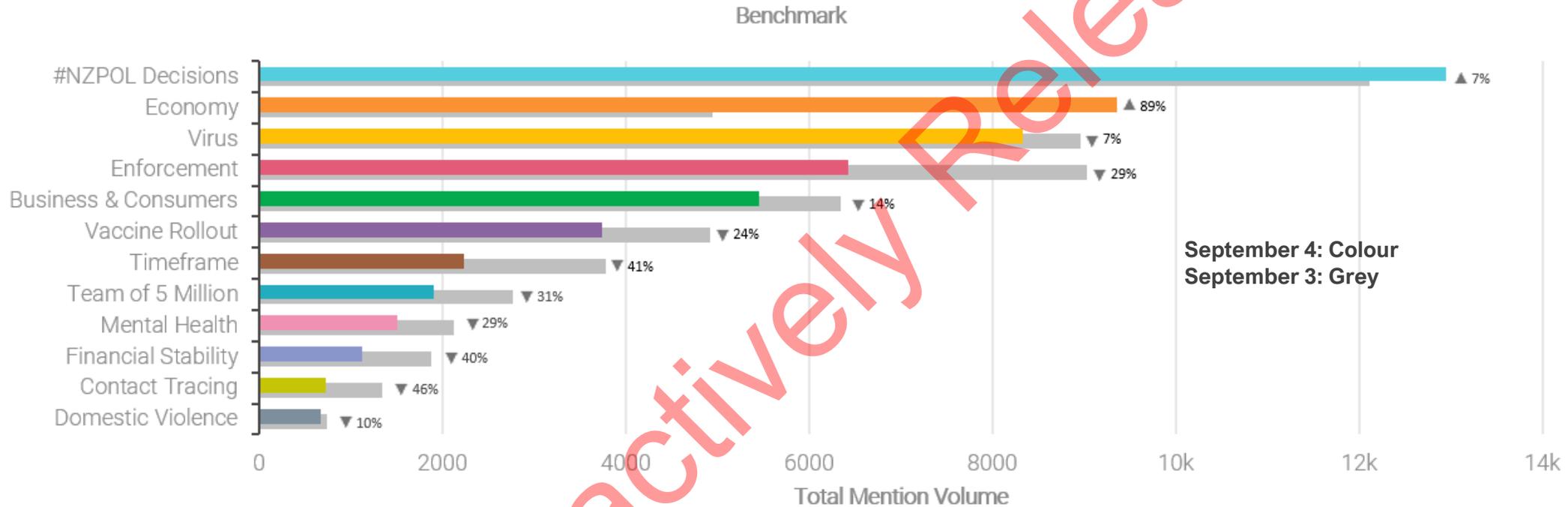
reseller.co.nz 12h

U.S Isopropanolamines Market - How the Market Will W

...methods, competitive landscape, and new avenues for applications. This report contains a thorough analysis of the pre and post pandemic market scenarios. This report covers all the recent development and changes recorded during the COVID-19 outbreak. Top Key Players of the Market: E I DuPont De Nemours & Company, Huntsman, Dow Chemical, Nanjing Hongbaoli...

Category change: Benchmark

Categories current time period (September 4) benchmarked against previous time period (September 3)



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 4: 36,354 (-14%)
September 3: 42,192 (+12%)
September 2: 37,764 (-3%)

Net sentiment of each category

Overall, most categories became less positive and increased in neutral sentiment on Saturday.

The largest neutral shifts were in Economy category, increasing by 30% and Virus category, increasing by 13%.

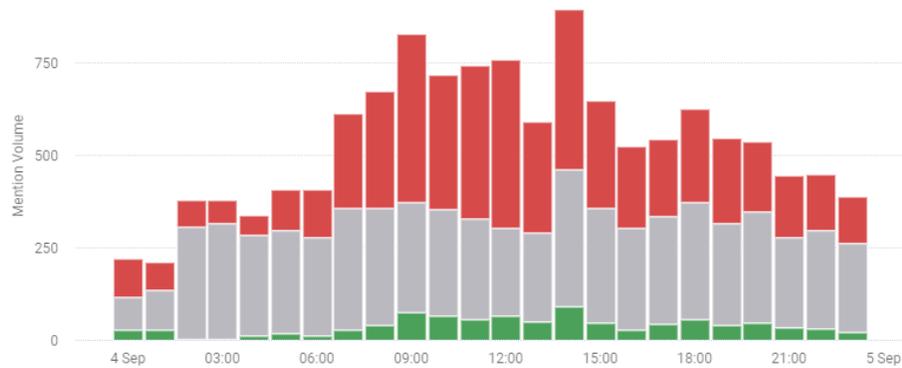
Comparing current period (Sept 4) with shift from previous day (Sept 3)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	36	-1	57	3	7	-2
Enforcement	52	6	38	-3	10	-3
Virus	34	-10	60	13	6	-3
#NZPOL decisions	42	-5	51	8	7	-3
Economy	12	-23	86	30	2	-7
Mental Health	49	0	47	4	4	-4
Financial Stability	39	1	52	-2	9	1
Team of 5 Million	38	3	35	2	27	-5
Contact Tracing	26	-4	69	7	5	-3
Timeframe	32	2	51	-2	17	0
Domestic Violence	63	-1	35	3	2	-2
Vaccine Rollout	43	1	44	-1	13	0

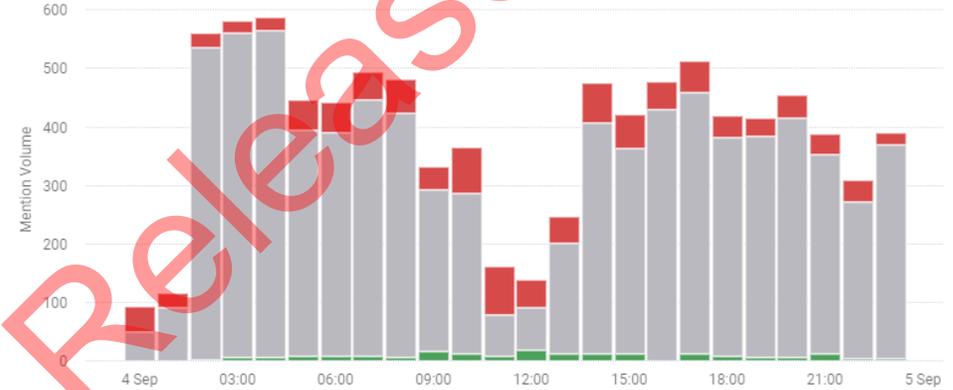
- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

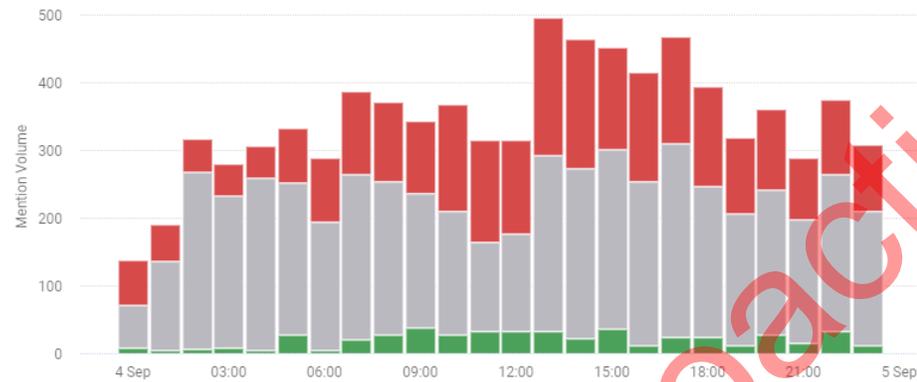
#NZPOL Decisions



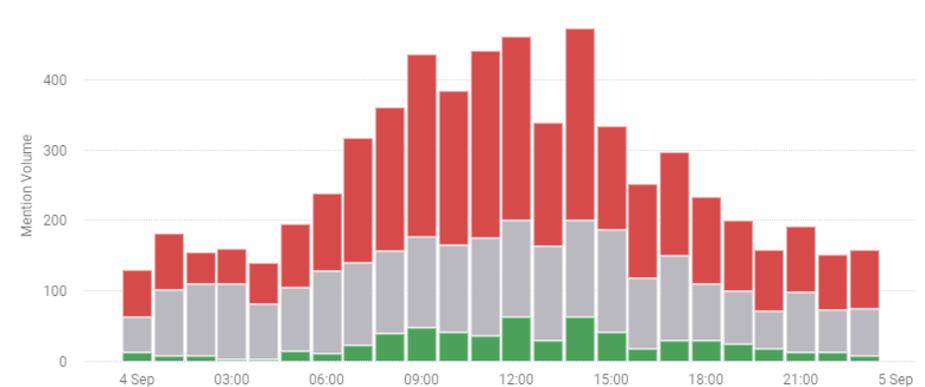
Economy



Virus

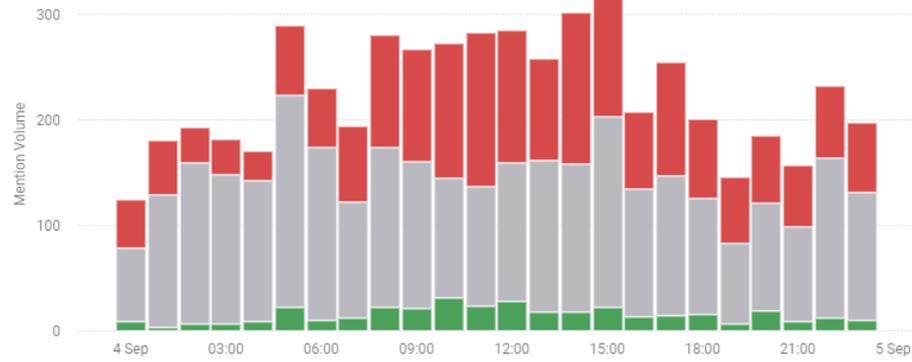


Enforcement



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.

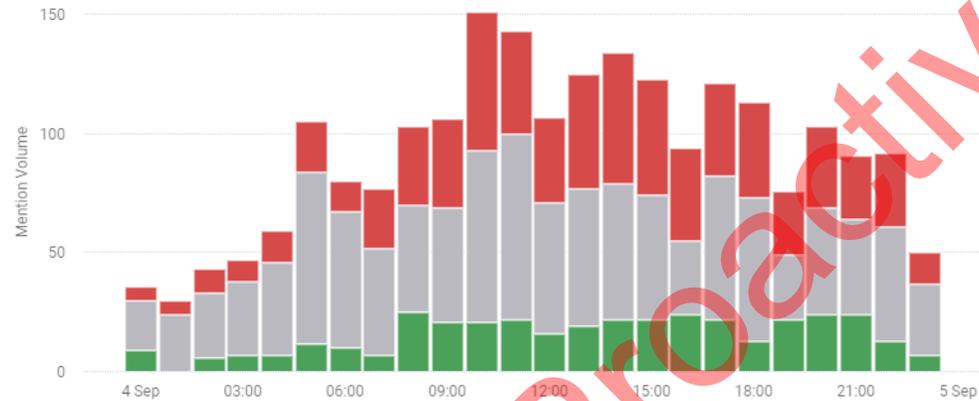
Business and Consumers



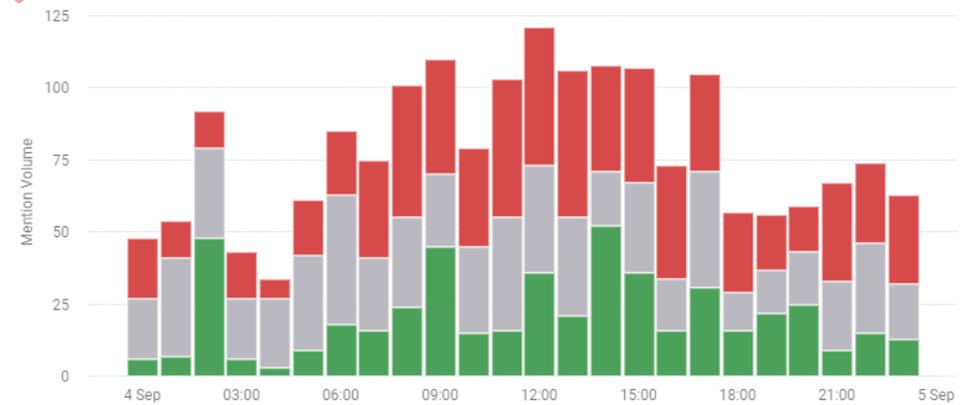
Vaccine Rollout



Timeframe

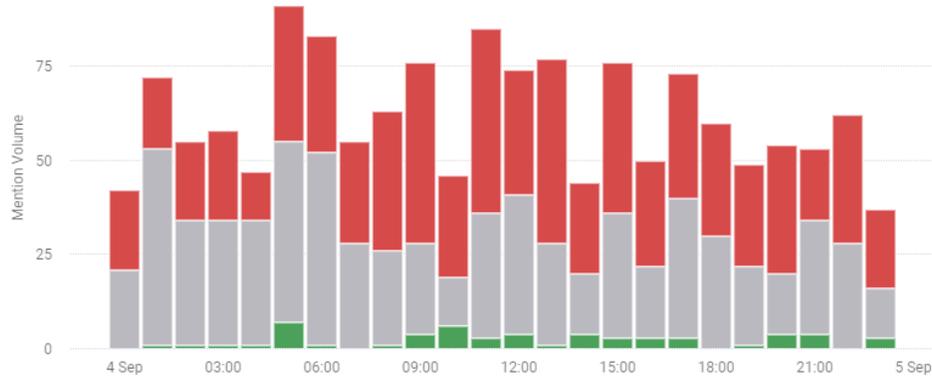


Team of 5 Million

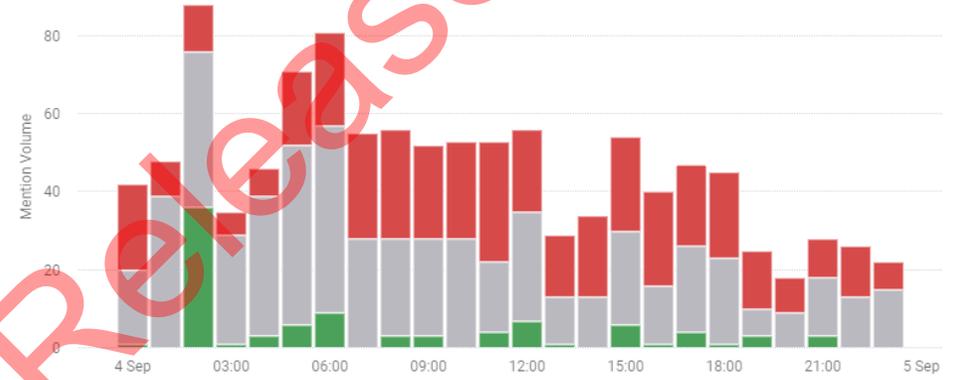


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

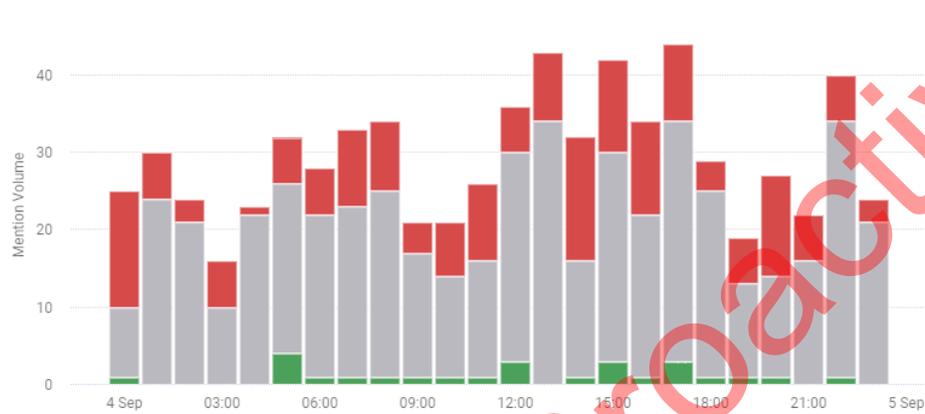
Mental Health



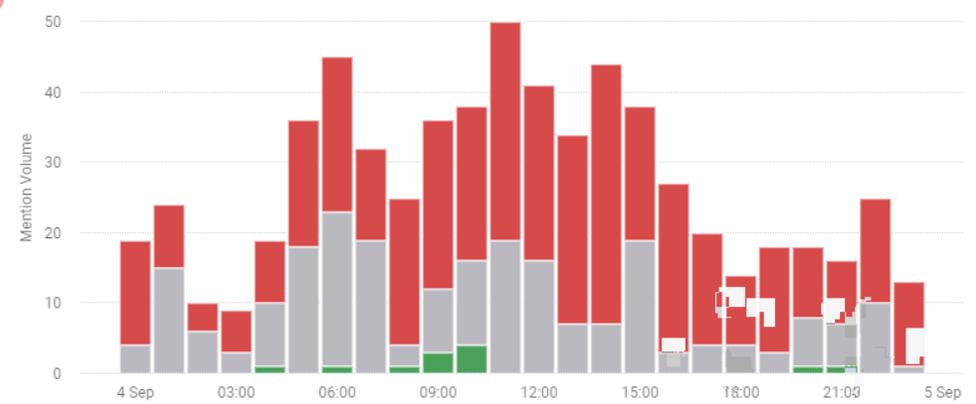
Financial Stability



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

**Unite Against COVID-19:
Social Conversation Analysis**
Sunday September 5, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts examined conversation in the Vaccine Rollout category which increased 22% on Sunday. The increase in volume is partly due to several news articles focusing on border workers challenging the government's mandate to be vaccinated and a Picton backpacking accommodation's decision that all guests must be vaccinated to stay. Discussion includes the topics of freedom of choice, human rights and herd immunity.

Measuring categories of conversation:

The total volume of conversation decreased by 10% on Sunday which is typical on a weekend. Only the Virus, Vaccine Rollout, Contact Tracing and Timeframe categories increased in volume.

We saw a decrease in neutral sentiment across most categories with an increase in negative sentiment and slight shifts in positive sentiment. The categories of Economy and Virus saw the most prominent shifts.

Proactively Reviewed

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

There was high negative and medium neutral sentiment in the Vaccine Rollout category on Sunday. This was driven by several news articles about mandatory vaccination.

Analysts examined conversation in the Vaccine Rollout category which increased 22% on Sunday. This category had high negative sentiment and medium neutral sentiment.

The increase in conversation volume is partly due to several news articles focusing on border workers challenging the government's mandate to be vaccinated and a Picton backpacking accommodation's decision that all guests must be vaccinated to stay.

There is discussion about freedom of choice, human rights and herd immunity. Please note this includes antivaxx and conspiracy theories as well as those pushing back against this discourse. Negative sentiment rose 8% from Saturday.

Some New Zealanders are sharing their vaccine appointment experiences or discussing the reactions/side effects they had – or lacked – after receiving their vaccination.

New Zealanders discussing their reactions/side-effects (or lack thereof) to the vaccine.

- 20h

Got my first jab a couple days ago. Apparently I have gotten ALL of the side effects. Rashes, fatigue, fever and chills, headache etc. Not looking forward to my second one ...

I got my first jab. Knocked me down a tad, but 24 hrs i was fine =D

- 13h

Same here re autoimmune.

First dose. Took some Panadol and a Powerade after (vaccine in the morning) and some more at night. Felt totally fine and just felt like the vaccine spot was slightly bruised for a day.

Waiting to get second dose now

24h after 2nd jab and no side-effects, touch wood.

1:28 PM · Sep 5, 2021

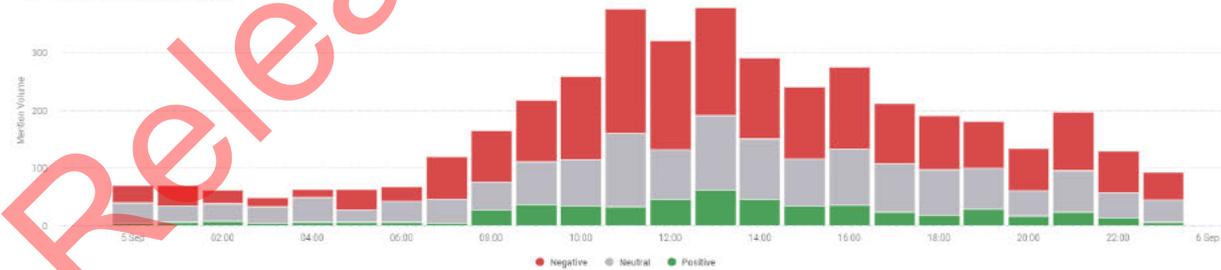
Glad the Crowne Plaza location has been changed. New location has easier accessibility for those who are disabled.

We got phoned today about our 2nd jab booked for Atrium on Elliott for Tuesday, & had it rescheduled for Thursday at Graham Street. A much better location & easier access for disabled - disability parking right outside. I'm pleased it's been removed from the Crowne Plaza.

I know I annoyed a few with my relentless harping on about the Crowne Plaza, but tonight it seems worth it to have people now getting vaccinated in a place they feel is safe and accessible. Shout out to for doing the original māhi on these bizarre public walkways.

Sentiment breakdown: Vaccine Rollout, September 5

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



Total sentiment breakdown: Positive 13% Neutral 36% Negative 51%

Commentary around vaccinations for under 12s in New Zealand

I see little talk of resolving the ventilation problem for NZ, or of vaccinating under-12s. Appalling to send children back to school without addressing both.

12:07 PM · Sep 5, 2021

So if vaccination passports become law and restrict normal life, where does that leave people with under 12 year old children?

Like · Reply · 17 h

And if we abandon elimination before under 12s have an opportunity to be vaccinated they will bear the brunt of this. Horrific.

11:46 AM · Sep 5, 2021

Sharing positive experiences at vaccine appointments/eagerness to get vaccinated.

Ministry of Health · Manatū Hauora very pleased to have had the opportunity to have our 14 year old vaccinated in Taupo- great service, well organised and very friendly staff

Getting my 2nd Pfizer shot tomorrow and I couldn't be more excited 😁😁😁😁

8:33 PM · Sep 5, 2021

Really amazing support at the Pipitea Marae vaccination clinic today for a patient with serious fear of needles and several health conditions that had affected their ability to get there. I'm so impressed.

5:50 PM · Sep 5, 2021

Commentary related to news articles about government workers' vaccine mandate and a Picton backpacker's announcement all guests need to be vaccinated. This includes both anti-vaxx statements and those pushing back against this rhetoric.

Conversation about personal choice/human rights/freedom of choice to get the vaccine.

Still has freedom of choice. Have the vaccine or leave the workplace. Simple really.
Like · Reply · 22 h

Tautokoi Getting vaccinated should be personal choice! Sick of people being ridiculed if they choose not to get the vaccine. So much for human rights.
Like · Reply · 23 h

One can choose to be ignorant. Best advice is to get the vaccine. Better protect your self and Whanau/family and friends. Majority of us who have had the shots have not experienced any problems. Kiakaha

The vaccine isn't approved and should not be given to anyone. Trials finish in 2023.

facebook.com
Border workers face being out of a job if not vaccinated by month's end
No job, no job. That's a choice. Don't be so selfish and protect your whanau!

Discussion about herd immunity and the percentage needed to achieve this.

What is the actual vaccine % threshold to achieve herd immunity because it sure as hell isn't 70%
11:50 AM · Sep 5, 2021

How's a 39% effective vaccine going to get us over an 80% minimum herd immunity threshold?

So here's the thing about vaccination targets and "herd immunity"
Nobody knows what the magic number is
Community resistance is only ever worked out after the fact
We won't know if it was 60, 70, 90 or 99% until we see a community where the spread stops
1:56 PM · Sep 5, 2021

The COVID vaccine cannot stop infections or transmission. So it cannot provide herd immunity even at 90% vaccinated.

Dialogue about vaccine passports and their purpose.

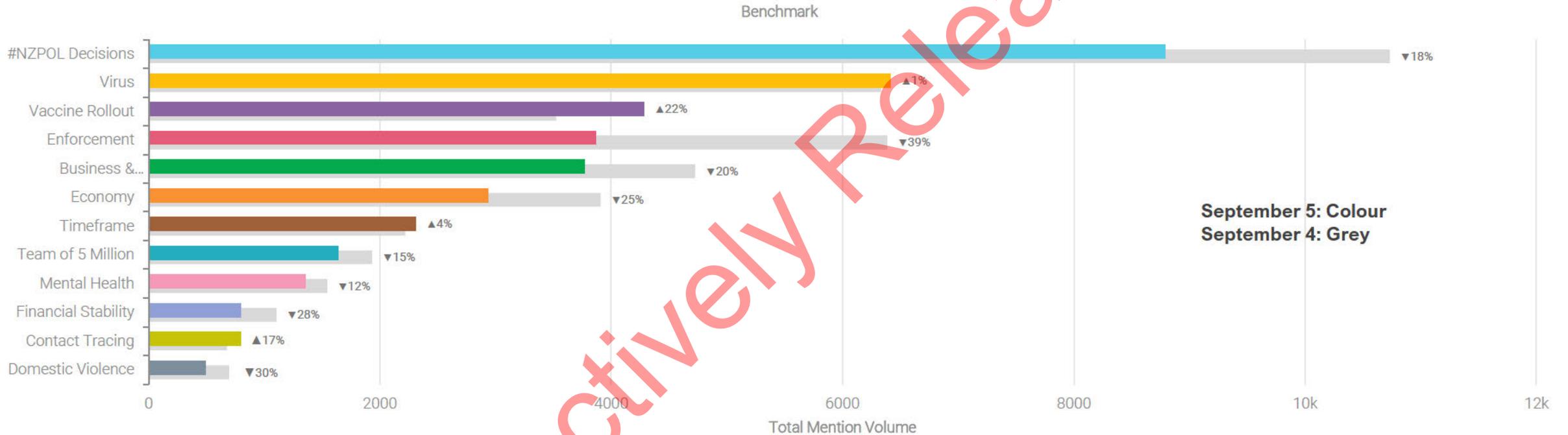
I'm interested in what NZ feels about vaccine passports like for doing every day things I know many against but idk many for irl
4:22 PM · Sep 5, 2021

Vaccine Passports are a travesty for freedom and protection of society lest it decay to a binary society: The Vaccinated Vs The Not. That's not right under any metric. Don't create a whole new outgroup to be persecuted... because with vax passports that's what you're doing.
Newshub @NewshubNZ
Picton backpackers announces all guests have to be vaccinated against COVID to stay dlnr.it/56yH4T
11:32 PM · Sep 5, 2021

what does the vaccine passport actually achieve? That you are less risk of getting sick? That's about it. You still pass it on, you still get it. My question is what actually is the passport for in the end? Its doesnt make sense to me.

Category change: Benchmark

Categories current time period (September 5) benchmarked against previous time period (September 4)



September 5: Colour
September 4: 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:

September 5: 27,985 (-10%)

September 4: 36,354 (-14%)

September 3: 42,192 (+12%)

Net sentiment of each category

Overall, most categories decreased in neutral sentiment with changes shifting toward negative and some in positive.

The largest shifts were in relation to:

- **Economy:** 27% increase in negative and 7% increase in positive.
- **Virus:** 15% increase in negative and 4% increase in positive.

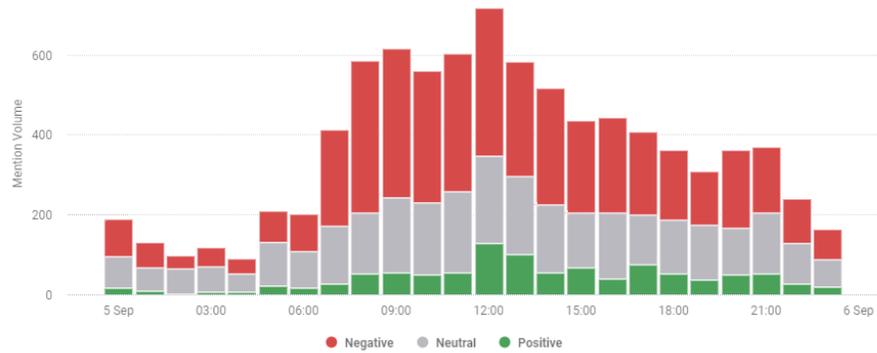
Comparing current period (Sept 5) with shift from previous day (Sept 4)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	46	10	45	-12	9	2
Enforcement	50	-2	38	0	12	2
Virus	49	15	41	-19	10	4
#NZPOL decisions	53	11	35	-16	12	5
Economy	39	27	52	-34	9	7
Mental Health	58	9	38	-9	4	0
Financial Stability	54	15	40	-12	6	-3
Team of 5 Million	39	1	32	-3	29	2
Contact Tracing	32	6	61	-8	7	2
Timeframe	35	3	47	-4	18	1
Domestic Violence	67	4	31	-4	2	0
Vaccine Rollout	51	8	36	-8	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.

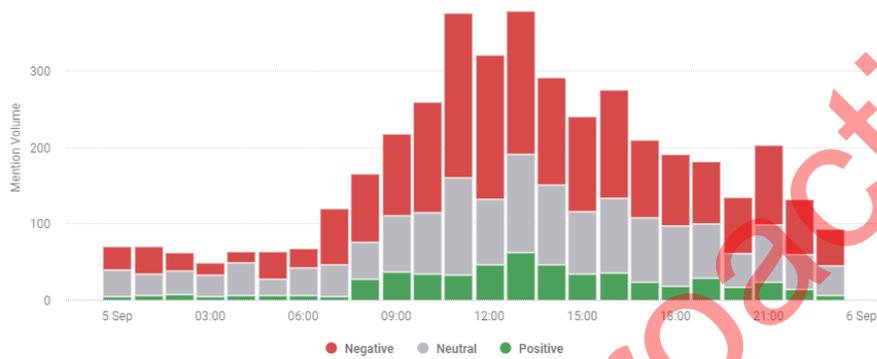
#NZPOL Decisions



Virus



Vaccine Rollout



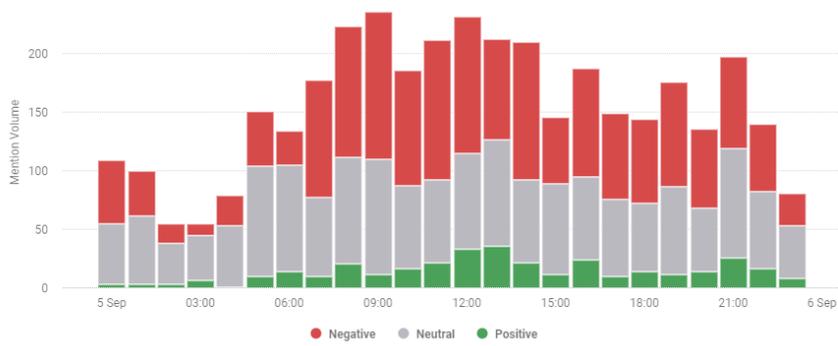
Enforcement



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.

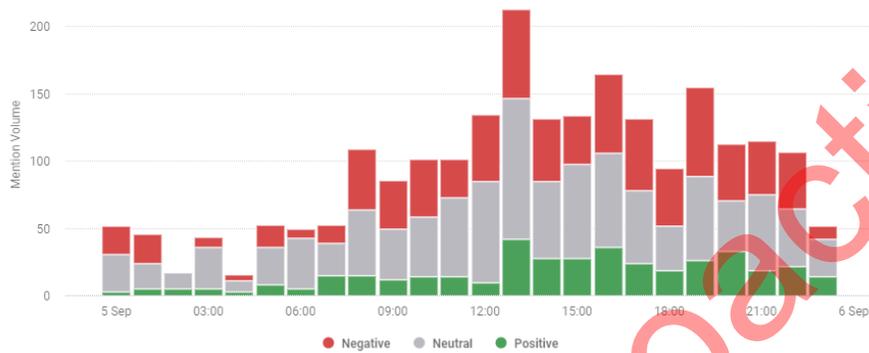
Business and Consumers



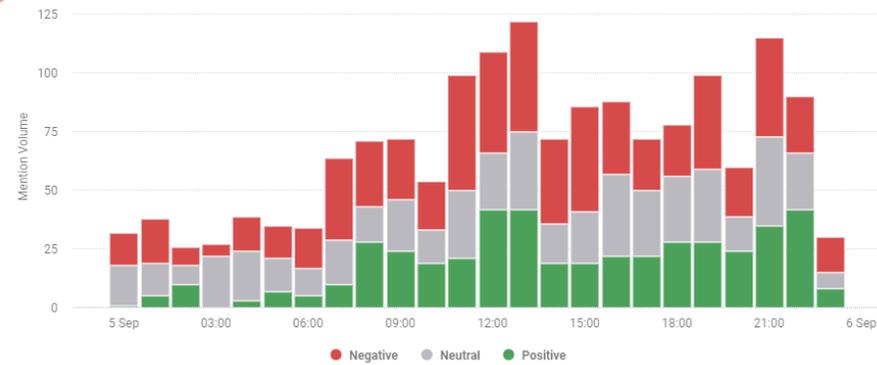
Economy



Timeframe

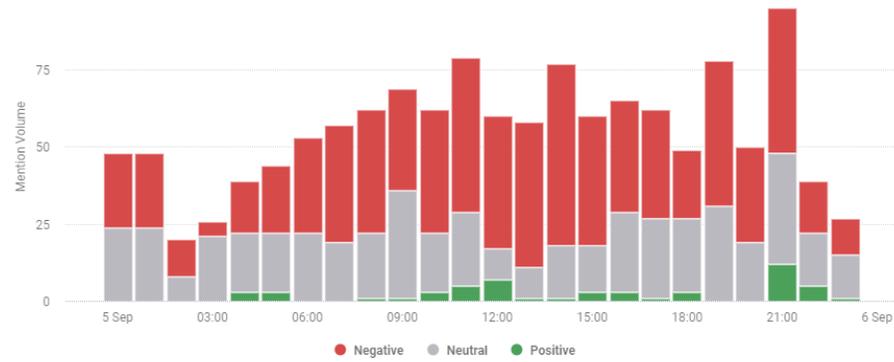


Team of 5 Million

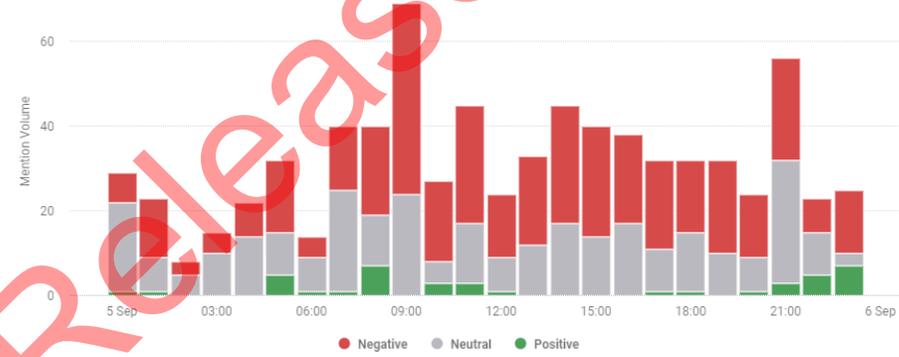


Proactively Released

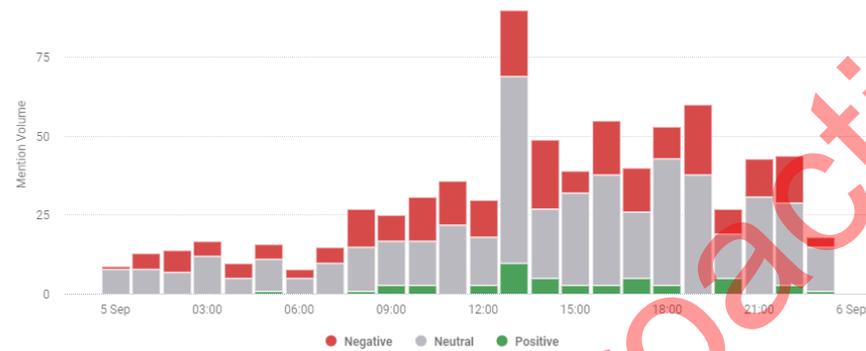
Mental Health



Financial Stability



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.

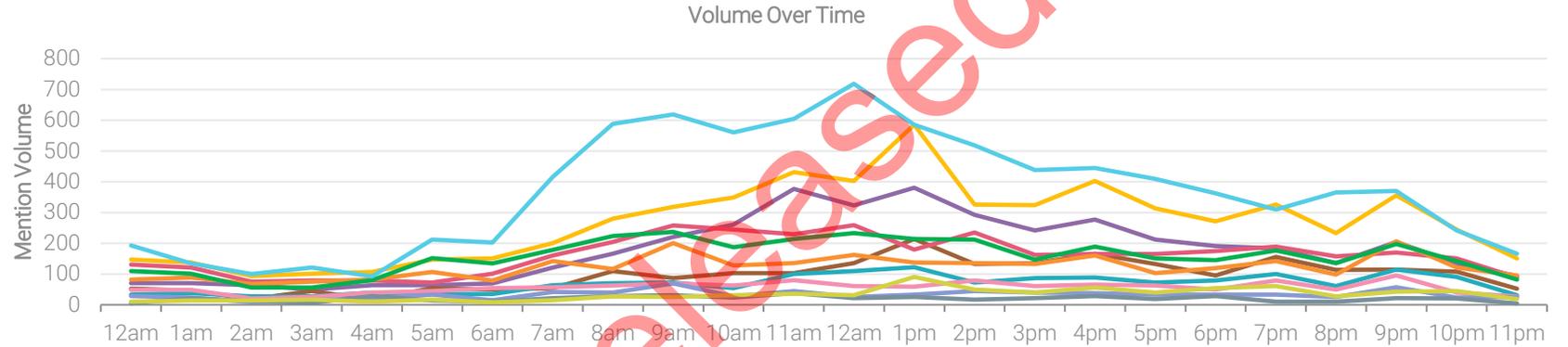
Financial stability

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.

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 September 6, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

After being advised of the significant decrease in testing numbers this week, New Zealanders discussed some potential reasons and barriers to getting a COVID test. Themes included suggestions that the public are no longer feeling the sense of urgency due to the perception this outbreak is under control, the complication of hay fever season, or being dissuaded by previous long wait-times at stations during the first few days of Level 4.

Measuring categories of conversation:

The total volume of conversation increased by 38% on Monday with all categories increasing in volume. The largest increase was the Timeframe category with 180%, followed by the Contact Tracing category at 127%. Most categories increased in neutral sentiment on Monday with the largest increase in the Financial Stability category at 13%.

What's in this report:

- 1. Social Conversation Analysis p.g. 4 -5**
How New Zealanders are talking about getting a COVID test.
- 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

After being advised of the significant decrease in testing numbers New Zealanders discussed potential reasons and barriers to getting a test.

Analysts explored how New Zealanders were discussing getting a COVID test on Monday.

Major themes included:

- A lack of understanding as to why its important or lack of urgency to test due (perhaps) to the perception that this outbreak is under control.
- Hay fever sufferers pointed out that it is typical for them to experience some cold-like symptoms this time of year.
- The drop in numbers is simply due to fewer colds and flu in the community due to lockdown measures.
- Some people experienced long wait times for a test in the first few days of Level 4 which may have dissuaded them.

Others are asking for mass testing in the community at locations such as at supermarkets and some are sharing conspiracy theories.

NOTE: this topic is captured in the Contact Tracing category which increased by 127% on Monday. Conversation about the need to test at the boundaries of Auckland also contributed to the volume increase.

Hay fever sufferers are pointing out that their symptoms are typical for this time of year.

I find this difficult as a hayfever sufferer my nose constantly runs at this time of year...but sure if got headaches shivers etc different scenario

Like · Reply · 17 h

Its hayfever season

Like · Reply · 1 d

Nah it's hayfever this time of year.

Like · Reply · 11 h

14h

yup i'm preeeetty sure it's hayfever, but I'm watching for changes. it gets worse if I'm outside or windows are open

3 · Reply · Share · Report · Save

14h

Get a test

2 · Reply · Share · Report · Save

14h

i had one at the weekend! nego

18 · Reply · Share · Report · Save

Uncertain why the drop in testing is an issue / hopeful that the decrease is because there is less COVID out there.

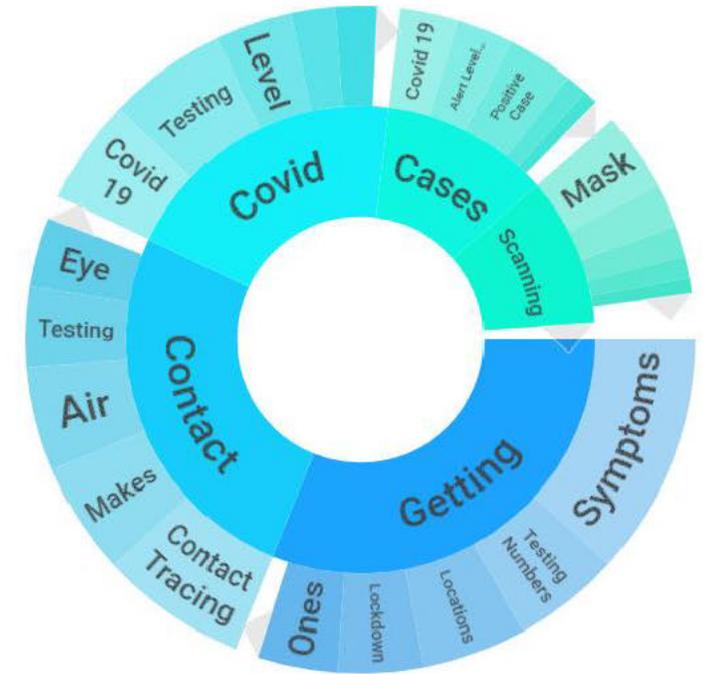
Have to admit, kinda don't understan the push for more testing...if we've not been anywhere and we have no symptoms, if we're not in jobs that have mandatory testing cycles, the number of people needing testing is not going to stay high.

Like · Reply · 10 h

They say don't get a test if you have no symptoms so maybe this is good news!?

Like · Reply · 19 h

Topic analysis: Contact Tracing Monday September 6, 2021



39m

Maybe it's on its way out so nobody needs testing!

1 · Reply · Share · Report · Save

No wonder there are fewer people getting tests as lockdown has resulted in fewer colds & flu going around as well as fewer locations of interest.

Maybe not so many people with flu like symptoms since lockdown cos we aren't catching bugs from colleagues, workmates etc and wearing masks in public?

Like · Reply · 2 h



· 21h

But there's hardly any new locations of interests lol. Everyone's also been inside so the chance of getting a cold has reduced.

↑ 45 ↓ · Reply · Share · Report · Save

Has it occurred to them that wearing masks and staying at home reduces cold symptoms? I haven't had a cold since before the first lockdown

Like · Reply · 1 d

People are "getting tired and a bit grumpy"



20h

Its due to most people staying home and just not really interacting with everyone.

We all want this to be over, especially in Auckland, but i think it'd be extremely hard to convince 7000 people each day to go get a test.

I think a lot of us are getting tired and a bit grumpy

People over it

Like · Reply · 1 d

Suggesting popup/random testing sites at supermarkets and in the community



16h

About time to do some pop-up testing sites at supermarkets to just get random people to get the numbers up.

↑ 1 ↓ · Reply · Share · Report · Save

Go mass test at the supermarkets water fronts etc. And test everyone. You'll get your quota surly. ... See more

Like · Reply · 1 d

Suggesting the need for saliva tests

Need saliva tests nationwide. Why are you still not testing everyone going into hospitals, also domestic flights should have either surveillance testing or random.

Like · Reply · 10 h

The long wait times at testing stations from the first few days of L4 will have dissuaded people



· 21h

People will be dissuaded by the strain on infrastructure demonstrated by the initial rush for tests.

↑ 2 ↓ · Reply · Share · Report · Save



16h

Most people probably assume that getting a test will take hours, like it did in the first few days when we had dozens of LOI and people hadn't been isolating.

↑ 1 ↓ · Reply · Share · Report · Save

Negating the need for testing and suggesting conspiracy theories.



Dont get tested. This means no cases which means no lockdowns for government to use as a tool for politicizing covid 19

Not having enough cases to justify further lockdowns?

Like · Reply · 1 d

Gotta keep the fear train rolling

Like · Reply · 1 d

Perhaps people want to avoid entering into quarantine if they receive a positive test.



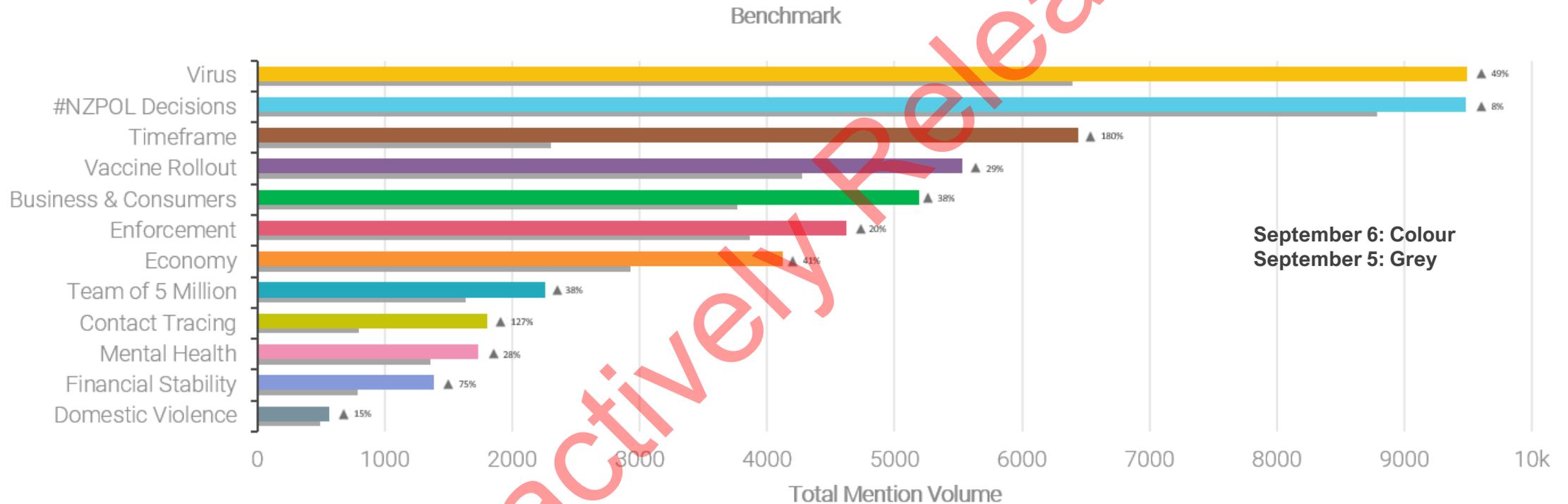
13h

Unpopular opinion...what's the motivation to get tested if you get thrown in the shoe for 2 weeks as a close contact? Clearly not the right approach, but may be crossing peoples minds who would rather just isolate at home.

↑ 4 ↓ · Reply · Share · Report · Save

Category change: Benchmark

Categories current time period (September 6) benchmarked against previous time period (September 5)



September 6: Colour
September 5: 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:

September 6: 38,450 (+38%)
September 5: 27,985 (-10%)
September 4: 36,354 (-14%)

Net sentiment of each category

Most categories decreased in negative conversation shifting towards a more neutral sentiment.

The Financial Stability category shows the largest shift, with a 16% decrease in negative conversation., moving towards an 13% neutral sentiment increase and 3% positive sentiment.

The Domestic Violence category shows an 11% decrease in negative conversation, shifting to an 11% increase in neutral sentiment.

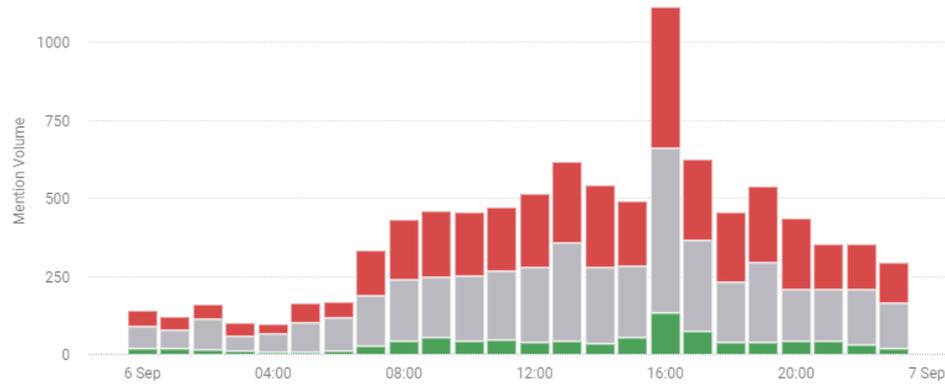
Comparing current period (Sept 6) with shift from previous day (Sept 5)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	37	-9	53	8	10	1
Enforcement	44	-6	46	8	10	-2
Virus	43	-6	47	6	10	0
#NZPOL decisions	46	-7	43	8	11	-1
Economy	34	-5	58	6	8	-1
Mental Health	50	-8	42	4	8	4
Financial Stability	38	-16	53	13	9	3
Team of 5 Million	32	-7	41	9	27	-2
Contact Tracing	34	2	59	-2	7	0
Timeframe	27	-8	54	7	19	1
Domestic Violence	56	-11	42	11	2	0
Vaccine Rollout	50	-1	37	1	13	0

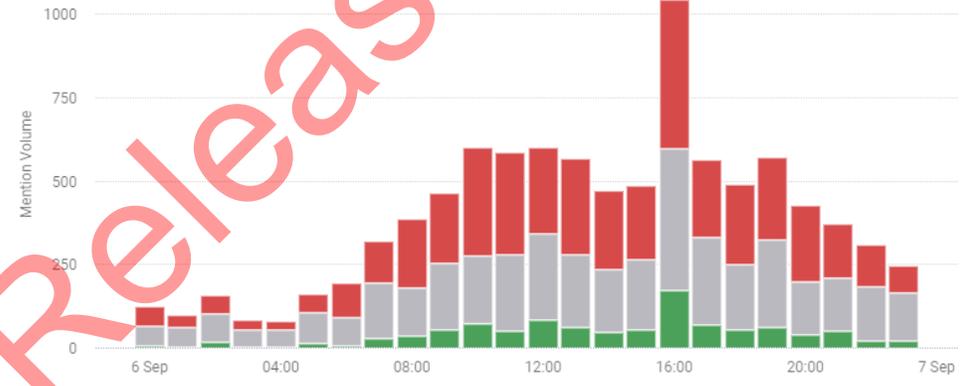
- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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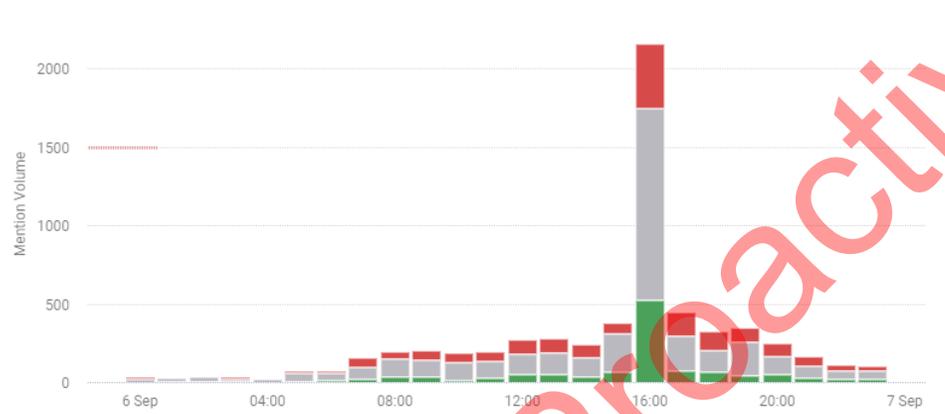
Virus



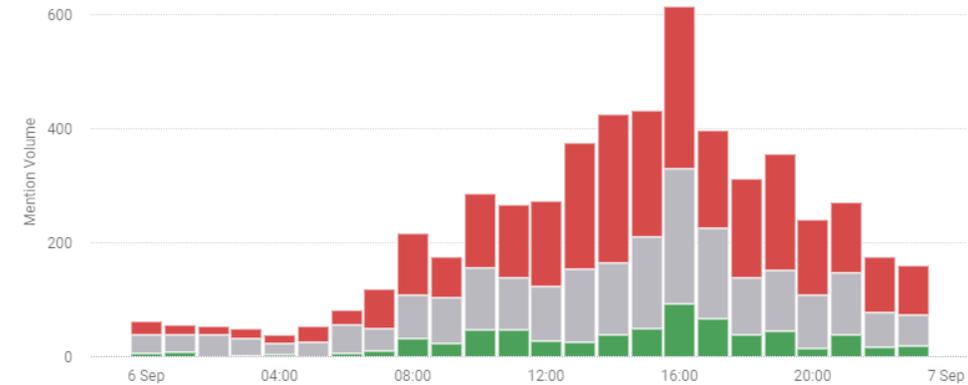
#NZPOL Decisions



Timeframe



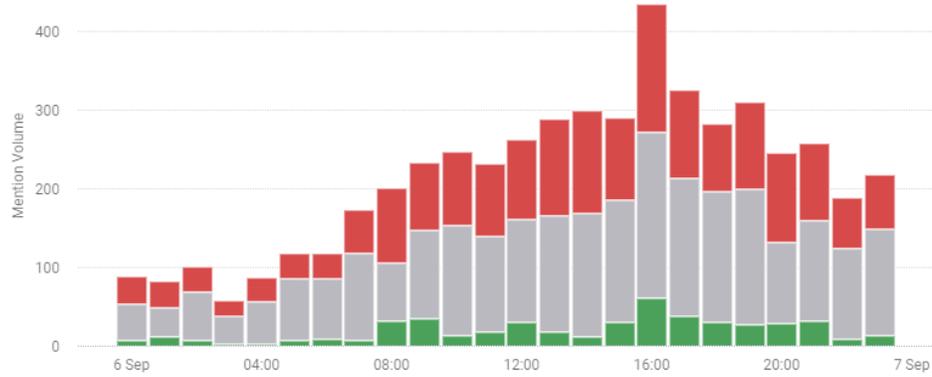
Vaccine Rollout



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.

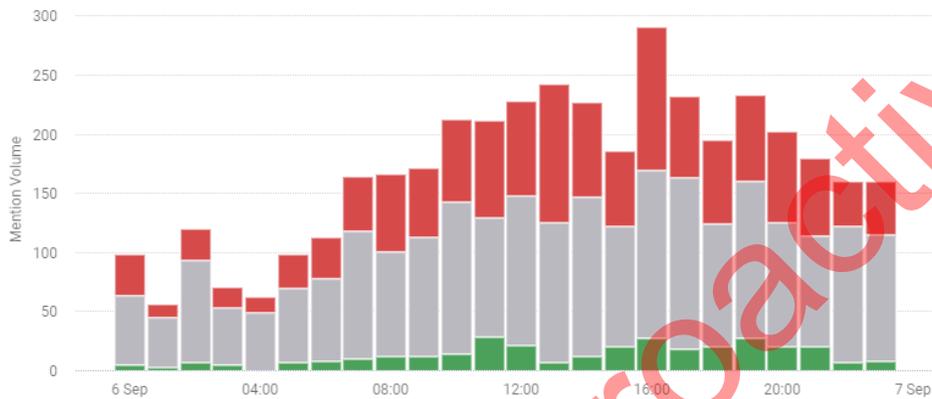
Business and Consumers



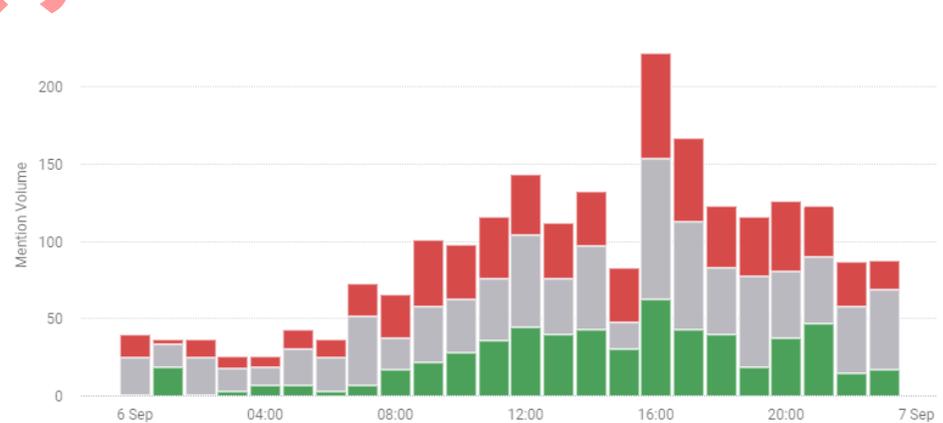
Enforcement



Economy



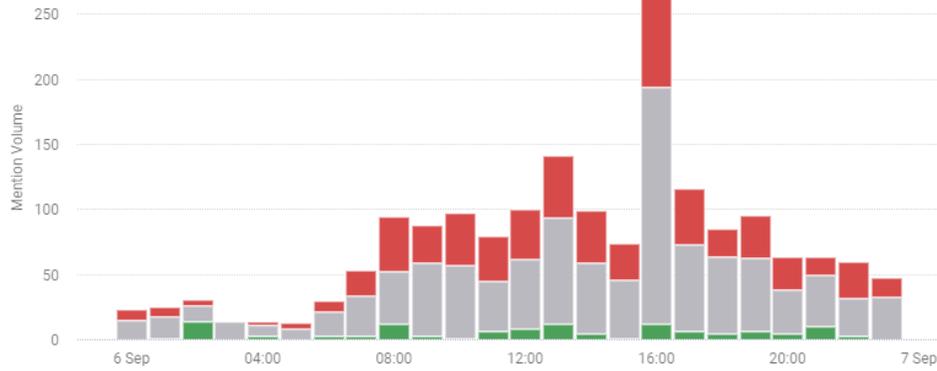
Team of 5 Million



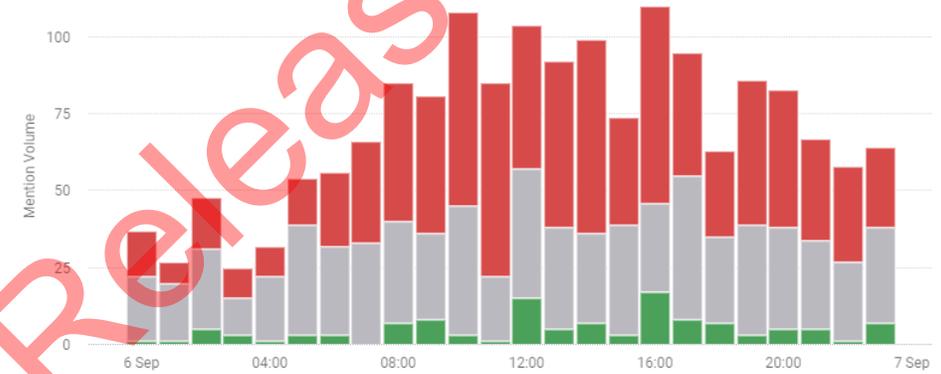
Proactively Released

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



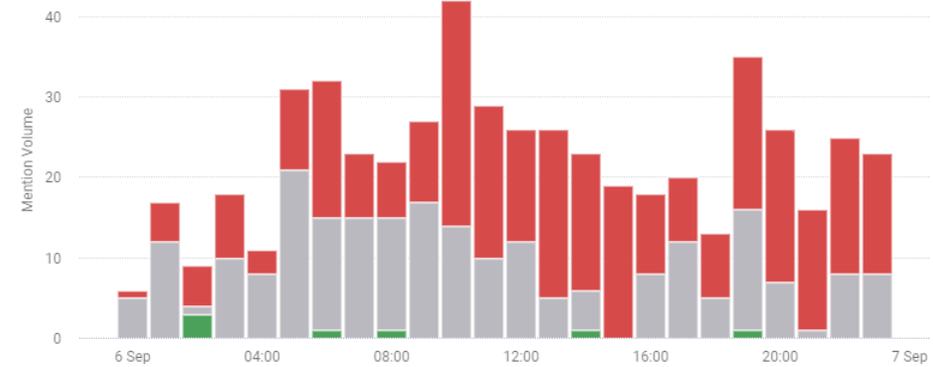
Mental Health



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.



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

Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Tuesday September 7, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts explored conversation around masks and face coverings on Tuesday. There was high neutral and negative sentiment. There is discussion around the decision to not make masks mandatory at educational facilities. Some people are asking for clarification on what the rules are at Delta Level 2 for workplaces and transport.

Measuring categories of conversation:

There was a 10% decrease in total volume of conversation on Tuesday. The largest category decrease was Timeframe at 36% with the largest increase was Mental Health at 22%. Overall, all categories bar Domestic Violence increased in neutral sentiment, falling in both negative and positive sentiment.

Proactively Released

What's in this report:

- 1. Social Conversation Analysis p.g. 4 -5**
How New Zealanders are talking about masks and face coverings.
- 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 high neutral and negative sentiment in conversation around masks/face-coverings. Discussion includes educational facilities and seeking clarification on rules.

Analysts explored conversation around masks and face coverings. In Alert Level 2 – which all of the country outside Auckland moved to at 11.59pm on Tuesday – masks are now mandatory in most public venues.

New Zealanders are discussing the decision to not make masks mandatory at education facilities. The conversation was varied and included those who want to see masks required and those who believe it is a teacher's choice to wear one.

There are some people asking for clarification around rules for transport and workplaces.

A few people are expressing concern that the deaf community will have trouble being understood, and understanding others, while masked.

Discussion also includes people concerned that New Zealanders will not stick to the rules and that the new regulations will not stop the transmission of the Delta variant.

Commentary around masks not being mandated at educational facilities in Alert Level 2

? the speed at which it's travelling...oh look masks optional in a College. It obviously can't be spreading THAT fast if the infected students and teachers at 4 seperate Colleges don't have to wear masks.

Teacher Only Day tomorrow as we prepare for the students to come back at Level 2 on Thursday. I have strongly encouraged all to wear masks as per the Ministry of Health advice but will be interesting to see how many do so while it is still not mandated 🤔

1:46 PM · Sep 7, 2021 from Palmerston North City, New Zealand

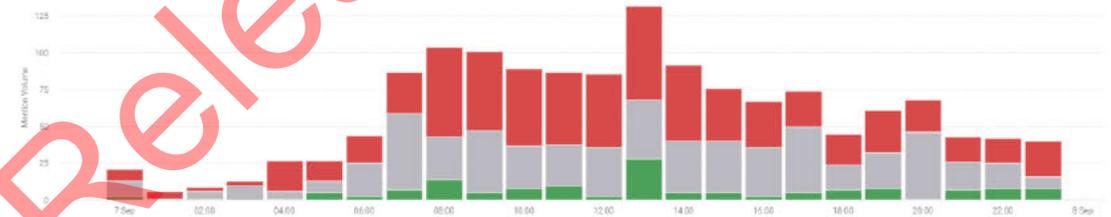
? What if you want to wear a mask as a school teacher but colleagues dont. I am not prepared to go to school until level 1. Have I got the right to stay home as I believe it to be impossible to keep the distance etc. Will I get leave without pay

We discussed it at our Staff hui on Google Meet this morning. It is up to us as teachers. Some of my students will try, but they tu-tu with them so it's pointless. I think I'll wear a mask while the doors are closed in my room minimum.

1:58 PM · Sep 7, 2021 from Waipa District, New Zealand

- 1d
Even before this outbreak you were supposed to wear a mask on public transport. High school students were the worst. None bothered anymore. Encouraging them to wear masks in the school environment might encourage them to wear them elsewhere too.

Sentiment analysis: mask and face coverings Tuesday September 7, 2021



Total sentiment breakdown: Positive 10% Neutral 41% Negative 49%
Note: sentiment reflects tone of conversation and is not necessarily the subject of the comment.

Concern about the deaf community and means of communication while masked

While I support mask wearing on good evidence, I am concerned about my #Deaf friends, and how this will affect their communication. #COVID19nz

8:00 AM · Sep 7, 2021

Be kind and understanding if someone struggles to understand you while we're all wearing masks - they might be like me and have "ears-don't-work-disease" and now I can't read lips (a back up skill)

8 notes · Sep 7th, 2021

Wearing a mask is mitigating the risk of spreading the virus

If I'm seated at my table and it's spaced from other tables, that's one mitigating circumstance. If I get up to use the loo, I'm leaving my designated area and I need to mitigate the risk in that instance. That's where the use of a mask comes in.

Happy to wear a mask

No sweat. Wearing a mask is easy and no burden.

Like · Reply · 13 h

Worried people won't follow the rules or that the mask regulations won't stop the spread of the Delta variant

User image
 Sep 07, 2021 09:40:32 AM
 I reckon there'll be lots of people out not wearing masks or distancing. Probably not scanning either. Last time after lockdown that happened.

Fifty people can gather in a church without masks. Remember that when all of NZ dives back to level 4 in four weeks time.
 #COVID19nz
 6:16 PM · Sep 7, 2021

So in less than 30mins the city I live in moves to Level 2 and I'm sure most of Gisborne will forget masks are still mandatory
 So this is my PSA
 Being refused entry for not wearing a mask is not discrimination otherwise minors (under 18s) could protest not getting into the club
 11:42 PM · Sep 7, 2021

? Level 2 you have to wear a mask unless eating or drinking apparently delta leaves you alone during those times

Wanting clarification on what the rules are at Delta Alert Level 2 regarding transportation and workplaces

Seeing 'masks mandatory indoors', but official site doesn't mention non-public facing offices. Can we get clarification @minhealthnz @covid19nz?
 7:47 AM · Sep 7, 2021

can you please confirm regarding face masks indoors at level 2 - are they not required if you can maintain 2meters distance?
 Like · Reply · 12 h

Anyone tell me why we don't need a face covering on the Interisland ferries? Or students on school buses?
 @covid19nz

Adamant they are not going to wear a mask or that mandatory mask wearing is taking away "freedoms"

? Stick your QR codes, masks n unapproved vaccines where the sun don't shine.

What freedoms. Lol. Our government has just scared a whole nation into wearing masks and signing in to where ever you go. Our freedom don't exist anymore.
 Like · Reply · 11 h

Discussion about where to get good masks or what makes a useful mask

- 11h
 Icebreaker do a Merino one. I have a couple of other masks and this is by far the most comfortable. Only \$15 and free shipping right now. I'm going to wear it for biking in cold weather all the time, pandemic or not. I also second the Lucke masks. Adjustable straps and also very comfortable. The Lucke will probably be better in warmer weather than the Merino one.

I wonder what @SiouxieW means by 'surgical masks' - the blue disposables or the N-95? And with the cloth reusables offered locally - some are safer than others in terms of features like fit, layering, insertable filters etc. - I'd love more info.

Why isn't scanning/manually signing in everywhere mandatory if masks are?

? If they can make it law to wear a mask how come they cannot make it mandatory to sign in. Admittedly my camera is broken so I have to manually log in. Or write in.

geekzone.co.nz
 2019 Novel Coronavirus Covid-19 Discussion
 No mandatory scanning, thats a shocker. So we go harder with masks (great) but we ignore contact tracing?

Category change: Benchmark

Categories current time period (September 7) benchmarked against previous time period (September 6)



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 7: 34,740 (-10%)
September 6: 38,450 (+38%)
September 5: 27,985 (-10%)

Net sentiment of each category

Most categories increased in neutral sentiment on Tuesday, falling in both negative and positive sentiment.

Both #NZPOL Decisions and Economy fell 3% in negative sentiment.

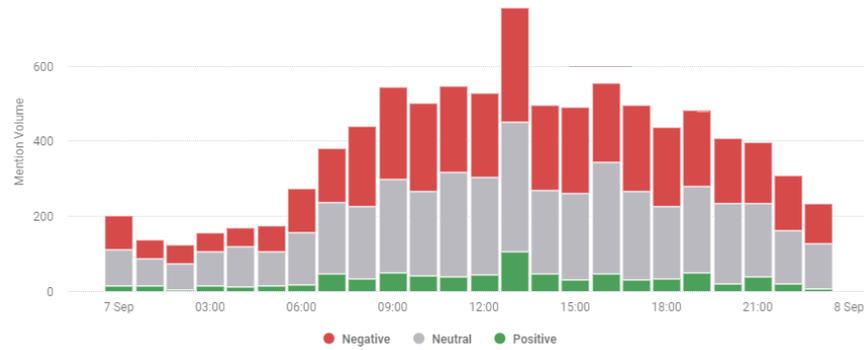
Comparing current period (Sept 7) with shift from previous day (Sept 6)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	35	-2	57	4	8	-2
Enforcement	38	-6	53	7	9	-1
Virus	42	-1	49	2	9	-1
#NZPOL decisions	43	-3	48	5	9	-2
Economy	31	-3	62	4	7	-1
Mental Health	43	-7	53	11	4	-4
Financial Stability	34	-4	60	7	6	-3
Team of 5 Million	31	-1	44	3	25	-2
Contact Tracing	32	-2	62	3	6	-1
Timeframe	29	2	55	1	16	-3
Domestic Violence	56	0	39	-3	5	3
Vaccine Rollout	48	-2	39	2	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.

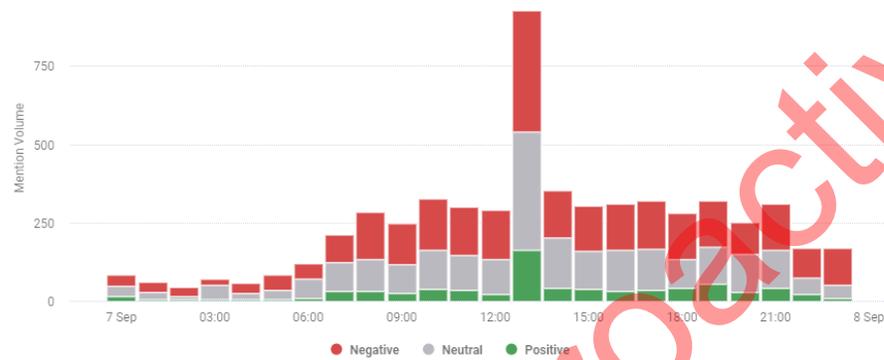
#NZPOL Decisions



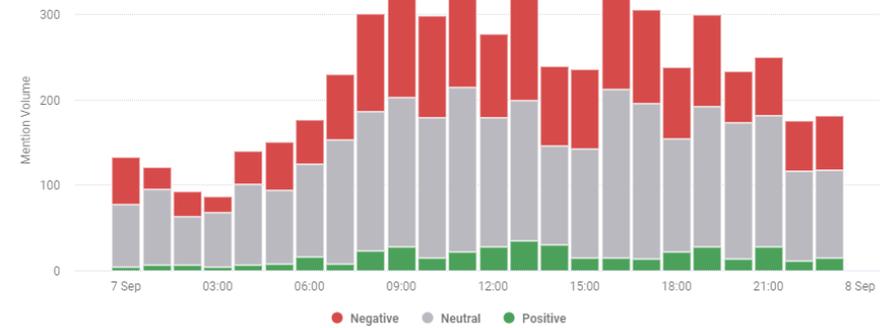
Virus



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.

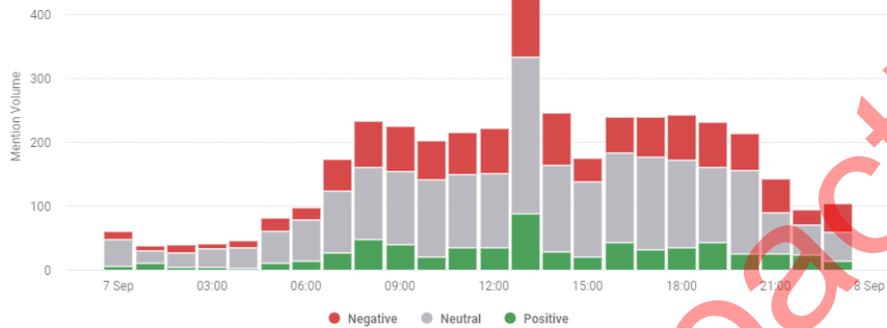
Economy



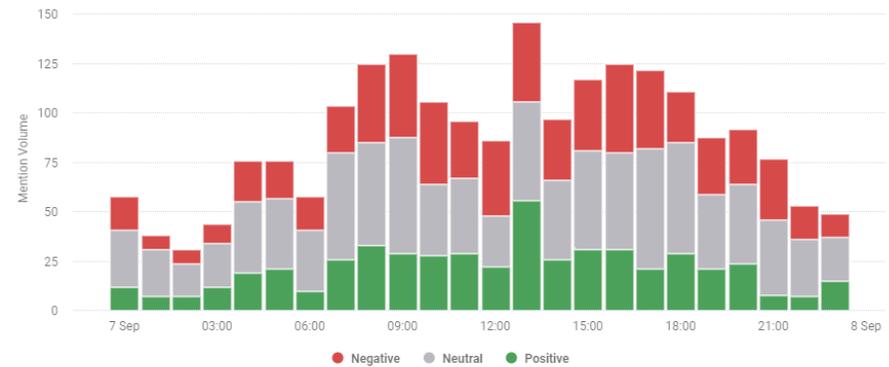
Enforcement



Timeframe



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.

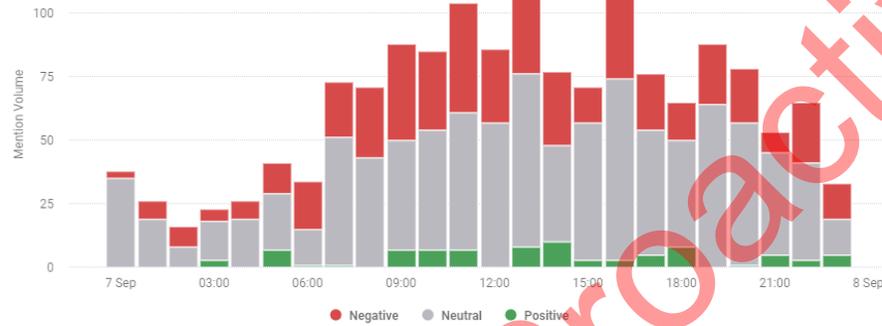
Mental Health



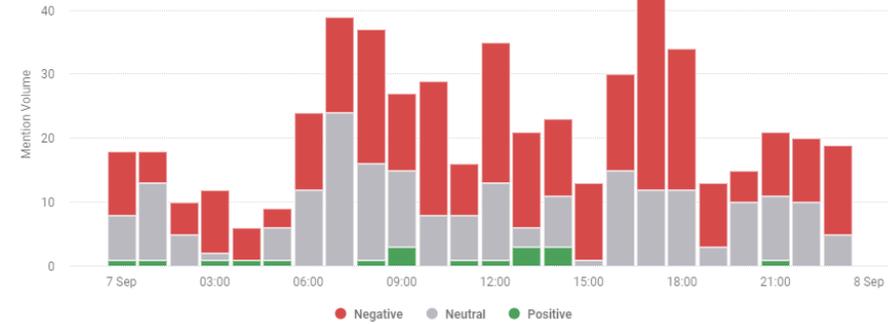
Financial Stability



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.

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**
Wednesday September 8, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Several factors have contributed to a 19% increase in volume in the Mental Health category. These include people sharing personal challenges and suggestions to mitigate them, along with some themes related to vaccines e.g. mental health could be a barrier to accessing a vaccine or that not everyone feels comfortable wearing masks or face coverings.

Measuring categories of conversation:

There was a 2% decrease in total volume of conversation on Wednesday. The key shifts in category sentiment were the Economy and Mental Health categories with a 6% decrease in neutral sentiment and a 5% increase in negative sentiment. The Financial Stability category decreased in neutral conversation of 7% and increased in negative sentiment of 5%. The Domestic Violence category increase in neutral sentiment with 7%.

What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**
How New Zealanders are talking about mental health.
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 mental health on social channels, including sharing personal challenges and ways to mitigate the challenges of lockdown measures.

Volume in the category 'Mental Health' increased by 19% on Wednesday with several factors contributing to the increase.

Some mental health providers/organisations posted to reach out to their communities, including to signal the approach of Mental Health Awareness week at the end of the month.

Numerous people are using social media to post about their own mental health experiences/challenges during lockdown/alert restrictions.

Some are commenting that this lockdown feels longer/more tiresome than the initial lockdown in 2020.

Some comments connect receiving a vaccination as a form of self care. For example, some are acknowledging personal mental health challenges alongside making the pro-active step of receiving a vaccination.

There continues to be comments weighing up the benefits of lockdown with the impact on mental health.

Organisations reaching out to the community / build up to mental health week



Our Auckland West Educator Sophie Bell and Harold share why it's important for us to stay connected for our mental health, especially when in lockdown. Sophie and Harold have lots of ideas for how you can connect with others. Mental Health Awareness Week is coming up from 27th September - check out the website here: www.mhaw.nz/ <https://www.facebook.com/Lifeeducationtrust/videos/2123482417791219/>



YOUR VOICE MATTERS Calling all Youth aged 13 - 24 living in New Zealand (Aotearoa) We want to find out more about mental health challenges and/or opportunities facing our youth during this lockdown and best ways to communicate and support you. This information will help to inform the services we co-design and will be kept private and confidential. (We encourage Youth (under 18) to check with parents/guardians before filling in form or you can fill it in together) If you can, we would appreciate your support in completing and/or sharing this survey with your friends and family. Take our survey here: <https://forms.gle/KB2kp9cnVp2XgT8m7> <https://www.facebook.com/Kauwhata.Rangatahi/photos/a.364312590412617/1922349257942268/?type=3>

Some conversation around vaccination also overlaps with mental health themes. In these - mental health could be a barrier to vaccination that needs to be overcome or vaccination is a positive step of self-care.

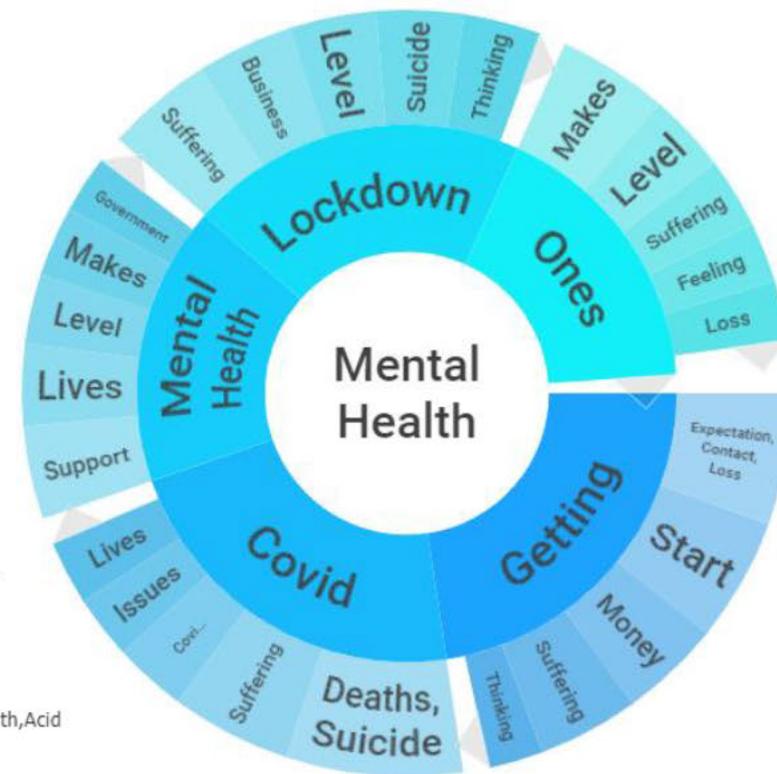
Sep 08, 2021 04:05:52 AM

I got my first vaccine on Monday. I was brave because I have ADHD, Mental Health, Acid Reflux, Asthma, Eczema

My hobbies include going on hiatus for mental health reasons and getting VACCINATED

#It's important! #Consider this a PSA

Topic analysis: Mental Health category. Wednesday 8 September.



Personal accounts of challenges and comments that this lockdown feels more difficult than the initial lockdown in 2020

1d

I've found this very different from 2020 also. Had a very rough first couple of weeks but it's gotten a bit better.

It's helped to track my ups and downs of mood (it's built into one of our work tools but you can do it on paper of course), if I'm feeling a bit crap one day I can be gentler on myself knowing it'll pass and I'll get more done tomorrow or the day after.

I agree this one totally feels longer. Last year I was able to keep occupied but this time I'm just so bored especially this last week.

30 Reply Share Report Save

Same. Just barely getting through the absolute minimum for work, exhausted all the time, can't even focus enough to read or play games. My brain is full of TV static and tumble weeds.

63 Reply Share Report Save

New York Times article 'There's a Name for the Blah You're Feeling: It's Called Languishing' has been circulating.

1d

[This article from a NY Times reporter](#) names and sums up what a lot of us are suffering: Languish. You're not alone <3

Mental Health realness. Look away if it's triggering. I woke to a panic attack at 4am. With auditory hallucinations.

Luckily they were ones I recognised, Was able to fact check with bubble mate and to take meds to alleviate. Level 4 and additional anxiety makes life difficult eh?

10:55 PM · Sep 8, 2021



It's awful. Lockdown (while being the right thing) really exacerbates my mental health crisis and I just felt like I was spinning with no hope of it stopping

10:59 PM · Sep 8, 2021



Some mention of mask wearing is also impacting the mental health category – with some comments pointing out that not all people will be comfortable wearing masks.

...is not mandatory. As it is something the individual may believe puts them at greater risk of ill health, physical or mental. And of course the reason shud remain private. No one need share their personal reason. That is the point of the card. Some New World supermarkets are even handing out nice little stickers saying... "I am exempt- thank u for..."

There continues to be comments weighing up the benefits of lockdown with the impact on mental health.



We need to learn to live with it. Lock downs are no longer sustainable to both the economy and peoples mental health



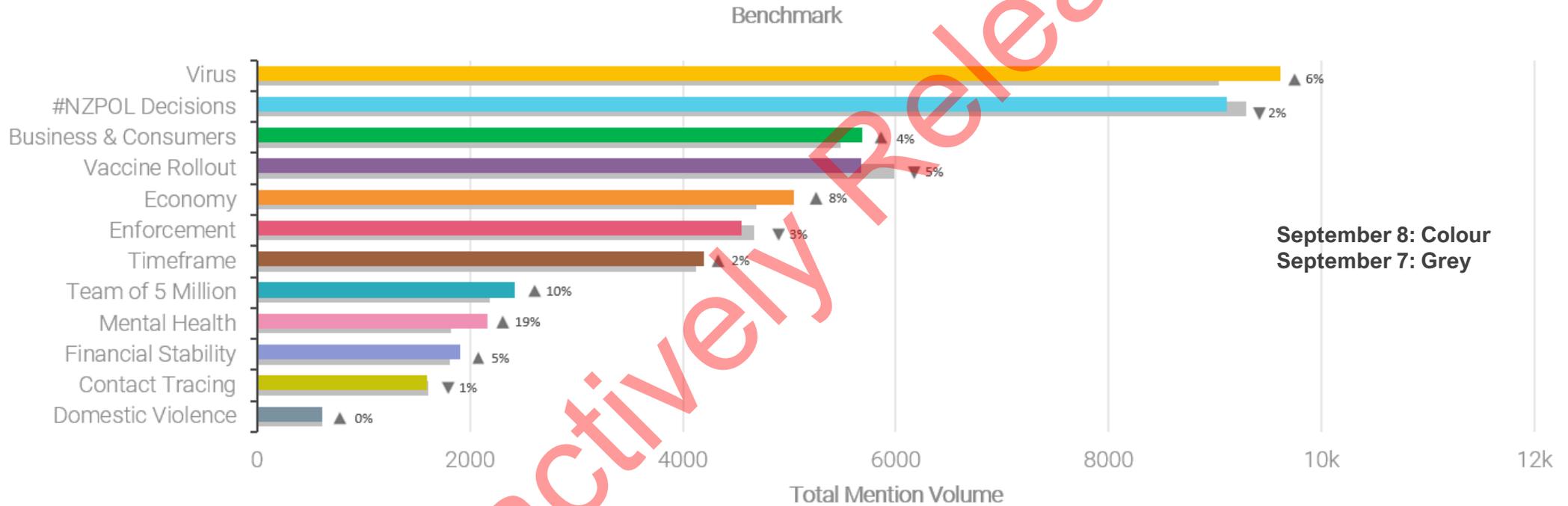
Where's the vaccine for mental health...? That's NZ PANDEMIC! The cause of mental health is this GOVT. ELIMINATE THE SOURCE.



yep for some life isn't back to normal, and unfortunately it may never be. Lockdowns are a crude tool and have taken a massive toll on mental health, peoples livelihoods and the economy, that all has to be considered. The eliminating strategy was never a viable option, it's just delayed the inevitable, Australia is realising that...

Category change: Benchmark

Categories current time period (September 8) benchmarked against previous time period (September 7)



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 8: 34,280 (-2%)
September 7: 34,740 (-10%)
September 6: 38,450 (+38%)

Net sentiment of each category

From Wednesday, we can see a decrease in neutral sentiment shifting towards negative conversation. Key categories that show these changes are Economy and Mental Health with 6% and Financial Stability with 7%.

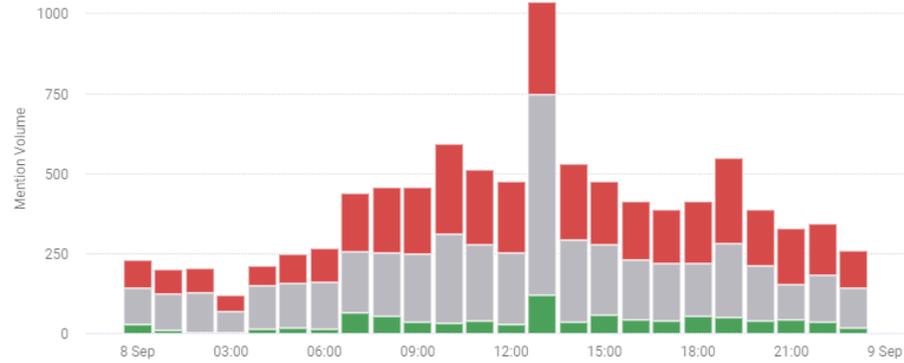
Comparing current period (Sept 8) with shift from previous day (Sept 7)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	35	0	57	0	8	0
Enforcement	39	1	52	-1	9	0
Virus	42	0	48	-1	10	1
#NZPOL decisions	43	0	48	0	9	0
Economy	36	5	56	-6	8	1
Mental Health	48	5	47	-6	5	1
Financial Stability	39	5	53	-7	8	2
Team of 5 Million	30	-1	47	3	23	-2
Contact Tracing	30	-2	64	2	6	0
Timeframe	29	0	54	-1	17	1
Domestic Violence	51	-5	46	7	3	-2
Vaccine Rollout	48	0	40	1	12	-1

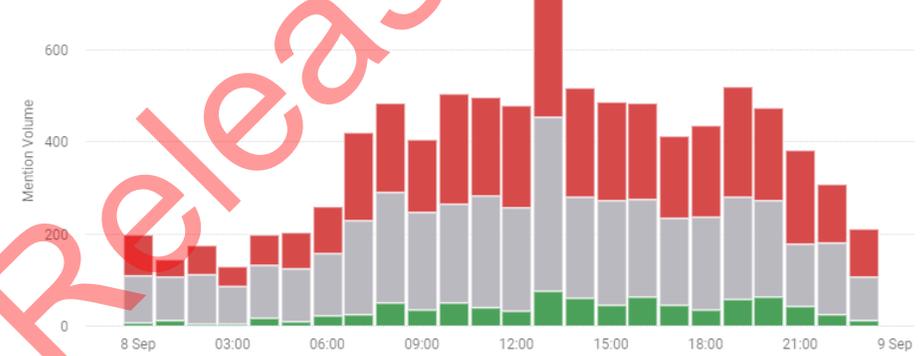
- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

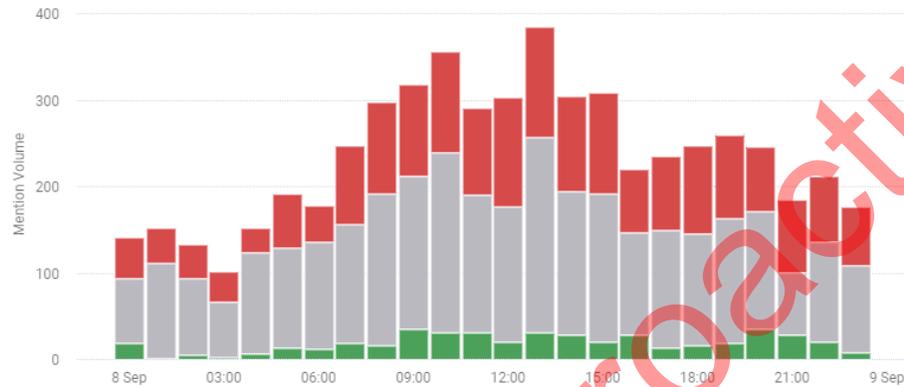
Virus



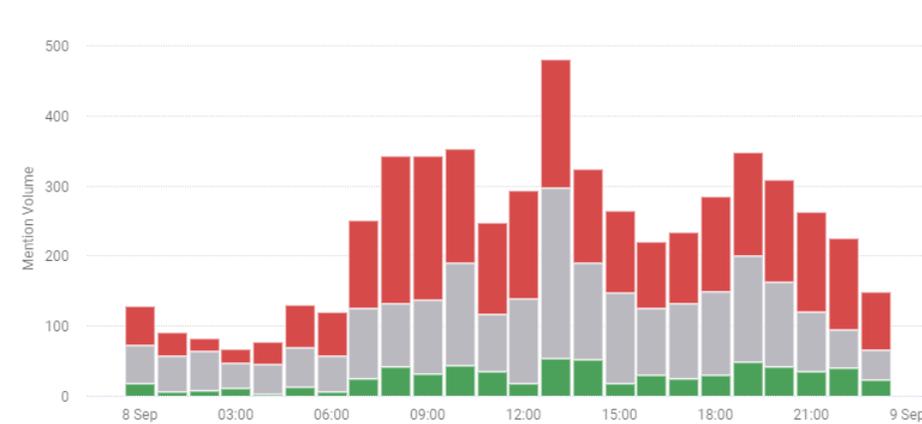
#NZPOL Decisions



Business and Consumers

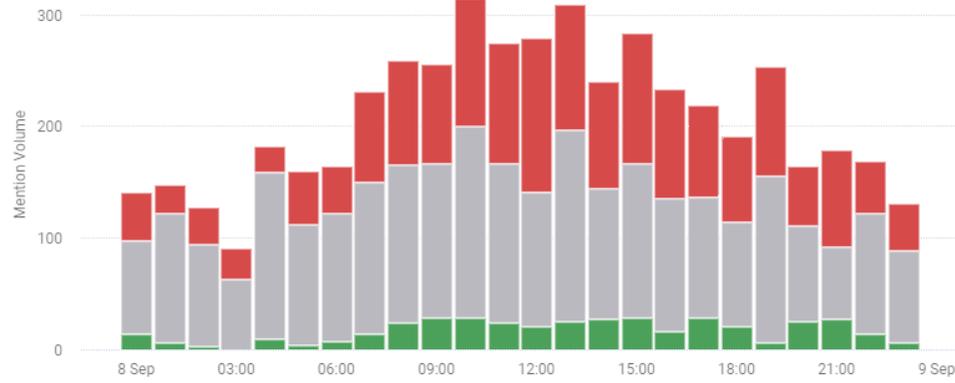


Vaccine Rollout



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.

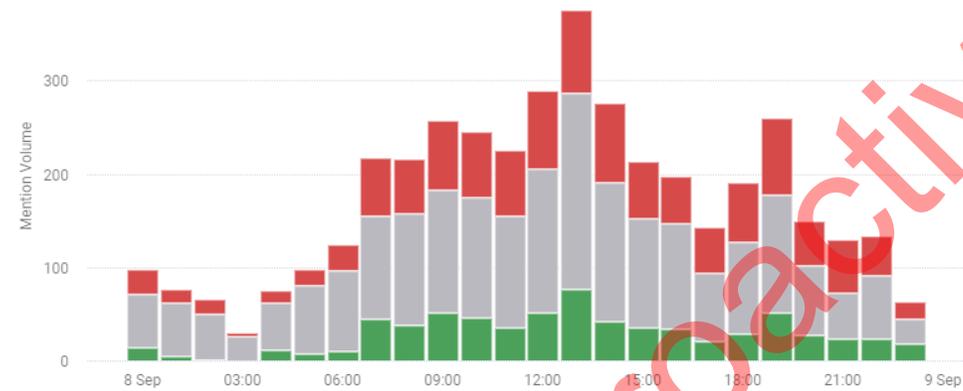
Economy



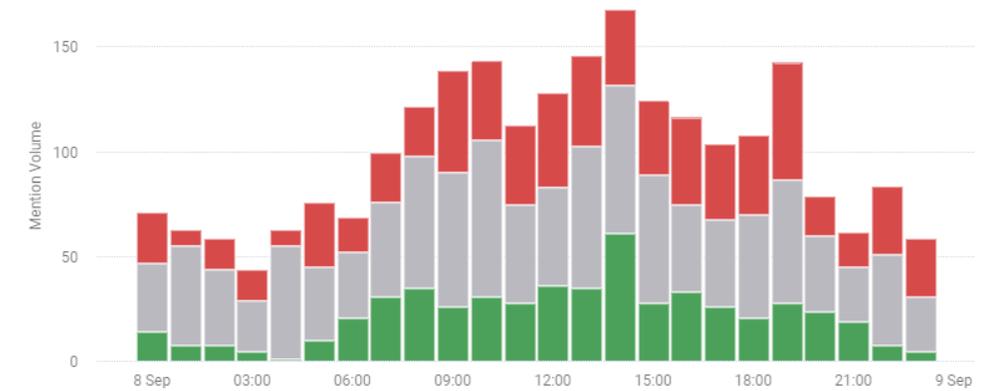
Enforcement



Timeframe



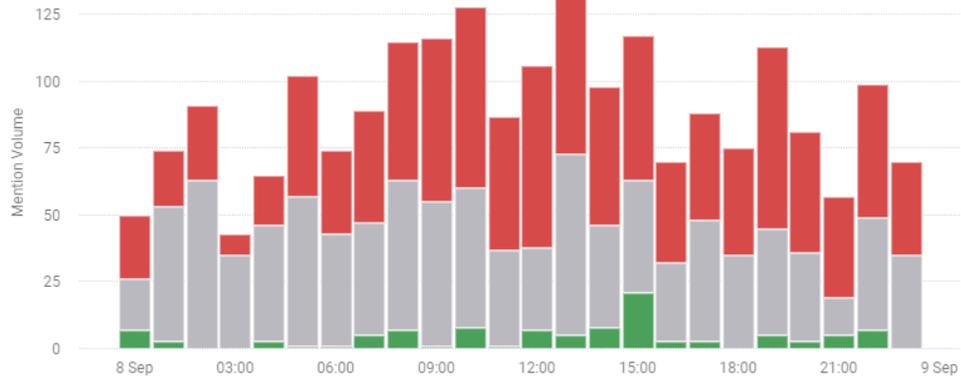
Team of 5 Million



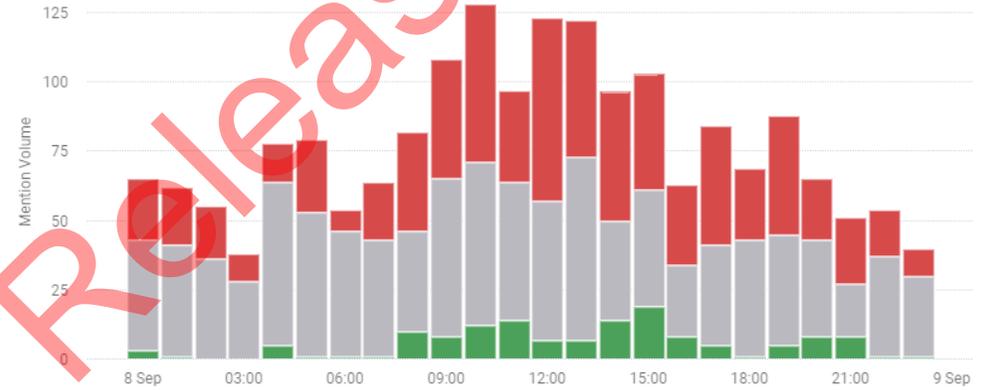
Proactively Released

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.

Mental Health



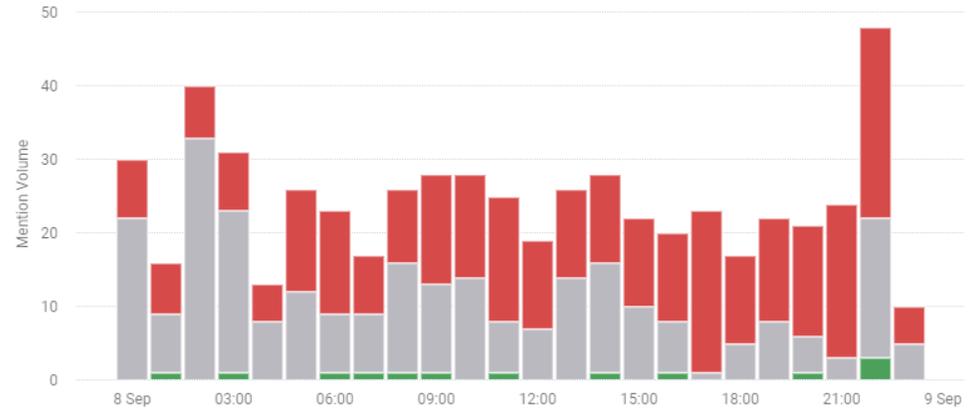
Financial Stability



Contact Tracing



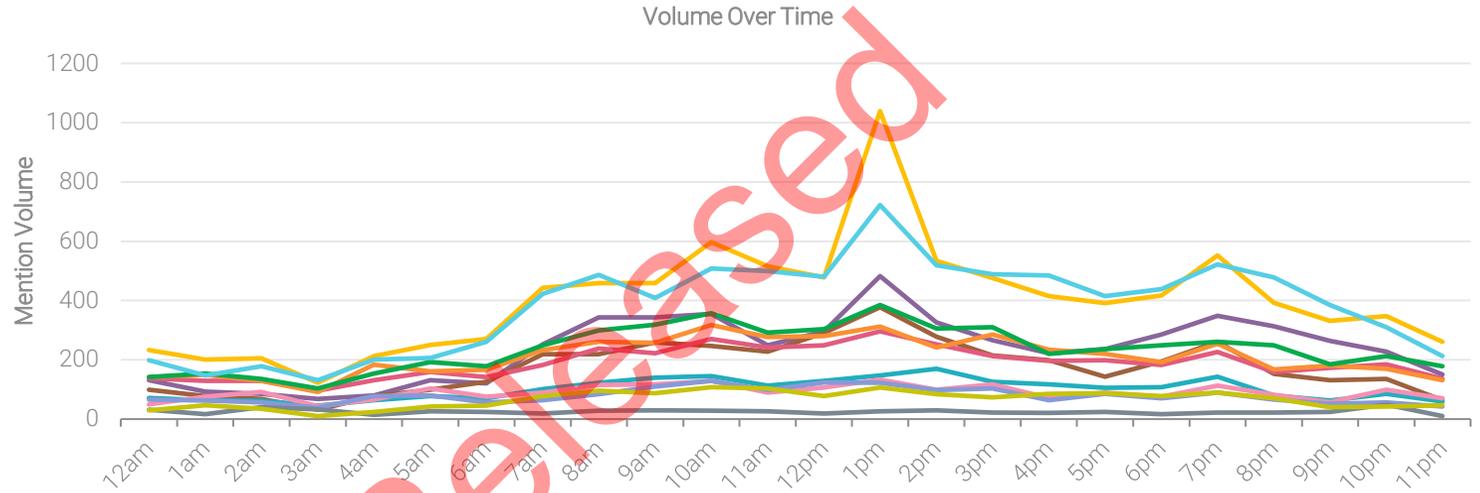
Domestic Violence



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**
Thursday September 9, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts examined public conversation surrounding food security, accessing support and related issues. Conversation on many public forums/threads does not seem to represent those who are suffering hardship themselves. Due to problematic or judgmental content it's unlikely that those who are experiencing hardship would contribute to public discussion. On the Pasifika Futures Facebook wall people are asking how to access Whanau Ora Family support package.

Measuring categories of conversation:

Thursday saw a total volume of 34,103 conversations which decreased by 1%. Categories Time Frame, Team of 5 Million and Contact Tracing saw the largest decrease in volume. Vaccine Rollout was the only category that saw a significant increase in conversation of 10%.

Overall, category sentiment shifted slightly towards negative with a small decrease in positive and neutral conversation. Timeframe was a key category that reflected this shift.

Sentiment of the total dataset remained steady at Neg 40%, Neu 44%, Pos 16%.

What's in this report:

- 1. Social Conversation Analysis p.g. 4 -5**
Analysts examined conversation surrounding hardship issues and food security.
- 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.
- 3. Total sentiment benchmarks p.g. 12 -13**

Proactively Released

Public conversation surrounding food security, accessing support and related hardship issues is dominated by discussion from people unlikely to be suffering from those hardships themselves. Public forums/threads can be alienating and judgmental.

Analysts examined social conversation about food security and accessing support over the past 7 days. This conversation topic is a complicated one to quantify as the reality of poverty or hardship creates pressures across all aspects of life which creates challenges isolating relevant conversation.

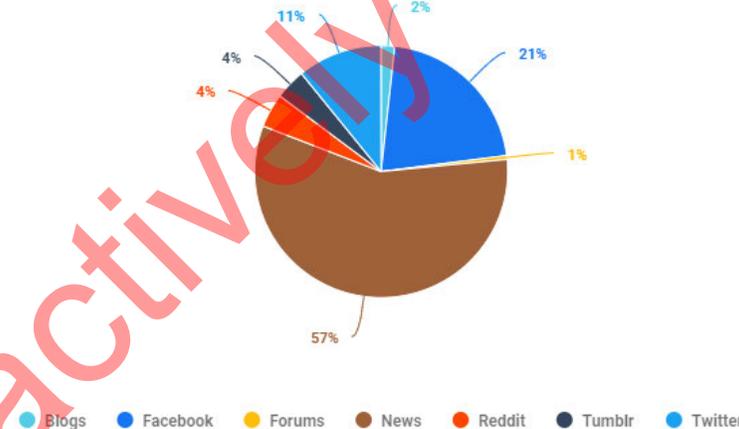
Because of the personal nature of these issues, public social media is a less-likely platform than people's own private social channels which are not tracked.

Analysts found that while there are people talking about food insecurity issues, it seems unlikely that any of the voices in these spaces are suffering those hardships themselves. This potentially results in 'othering' these communities.

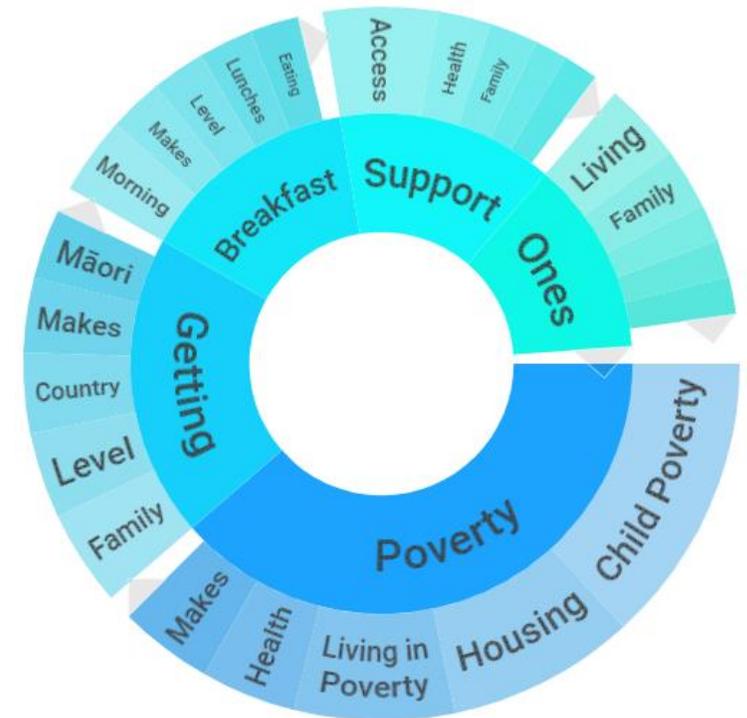
We also looked at public conversation happening on support agencies wall including Pasifika Futures offering access to Whanau Ora family support packages. Interactions were around access logistics, linking and sharing content to others, and thanking others for the link.

Conversation using hardship terms including food bank/hub, relevant supporting agency names, access/buying/shopping food/kai/supermarkets and other hunger and poverty terms made up **2.2% of the total dataset, 3 – 9 September** (5297 of 241,679).

Data sources: September 3 – 9, 2021



Topic analysis September 3 – 9, 2021



People talking at, or about communities not with.

NOTE: Conversation references David Seymour publishing the vaccine priority access code for Māori.

3d

I've read most of the comments here and some in the other threads on this topic and I'm wondering.... Do you guys actually know any Maori?

I don't mean in a "Oh, I work with a Maori" I mean actually know any?

I ask, because the way you're treating Maori, like they're children is so incredibly insulting, I'd be furious if I had people talking like this about me.

30 | Reply | Share | Report | Save

People offering their thoughts on issues around poverty, and access to support for vulnerable communities.

Maori are their worst enemy no matter how much money is found to encourage them to take their jobs but it's not happening because a number of Maori refuse to take the job

Like · Reply · 1 d

Tbh **one** of the most effective ways of lifting people out of poverty is through education. This goes for whole countries too, not just individuals. Education is really the only way the **lower** classes, or even whole countries, can and have mobilised themselves to wealth (which I am on track to do for myself).

3 | Reply | Share | Report | Save

Commentary around these themes is often overtly political.

? **child** poverty... its getting worse... campaigned on **child** poverty as a major focus...broken promises and liars karma

Conversation about receiving a Whanau Ora Family support package is based around access logistics, there are people struggling to get through to some providers, and others sharing and thanking others.

Do you have any partners in Northland?

Like · Reply · 2 w

Author Pasifika Futures Māō we have just updated the list and added Fale Pasifika Te Tai Tokerau (details added above).

Like · Reply · 2 w

Hi, Just wanting to know if there are masks in the Whanau Package?

Like · Reply · 2 w

Have been tryna call wellington no answer is anyone able to get hold of me from there please

Like · Reply · 1 w

Pls to u have a number for Manukau support

Like · Reply · 6 d

Thank you stay safe 🙏🥰

Like · Reply · 2 w

Examples of organisations promoting support networks or signaling vulnerable communities

NZPC @NZPC_

"Annah Pickering, regional coordinator for the NZSWC in Tāmaki-Makaurau, says that the decriminalisation of sex work has made support available that would have been unthinkable 20 years ago."

The Coconet @TheCoconetTV

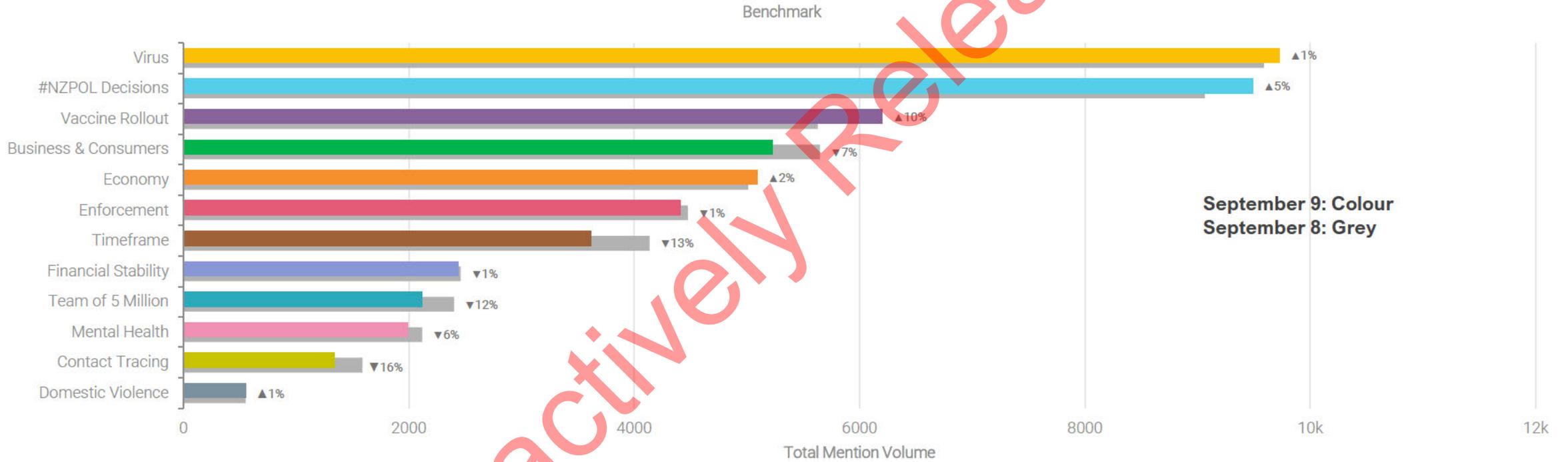
"If a family is needing to isolate, we offer food and utility relief. For anyone going into MIQ, they don't have time to prepare so a lot of it is psychological. It's really stressful" - Luana Clifford, @PasifikaMedical on support services offered

We believe all students should have access to support so that they can continue to study safely during these difficult times. action.greens.org.nz/support_our_st...

Friends, can you help please? I think @ActionStation do great work & normally I donate to help them continue. This year I can't afford to help. Can you support them or ask friends to do so? Many thanks. 🙏🥰

Category change: Benchmark

Categories current time period (September 9) benchmarked against previous time period (September 8)



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 9: 34,095 (-1%)
September 8: 34,280 (-2%)
September 7: 34,740 (-10%)

Total sentiment breakdown (see pages 12 & 13) for reference.

September 9: Neg 40%, Neu 44%, Pos 16%
September 8: Neg 40%, Neu 44%, Pos 16%
September 7: Neg 41%, Neu 44%, Pos 16%

Net sentiment of each category

Comparing current period (Sept 9) with shift from previous day (Sept 8)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	35	0	57	0	8	0
Enforcement	39	0	53	1	8	-1
Virus	43	1	48	0	9	-1
#NZPOL decisions	44	1	46	-2	10	1
Economy	36	0	56	0	8	0
Mental Health	47	-1	46	-1	7	2
Financial Stability	41	2	52	-1	7	-1
Team of 5 Million	33	3	48	1	19	-4
Contact Tracing	27	-3	67	3	6	0
Timeframe	34	5	52	-2	14	-3
Domestic Violence	54	3	42	-4	4	1
Vaccine Rollout	45	-3	42	2	13	1

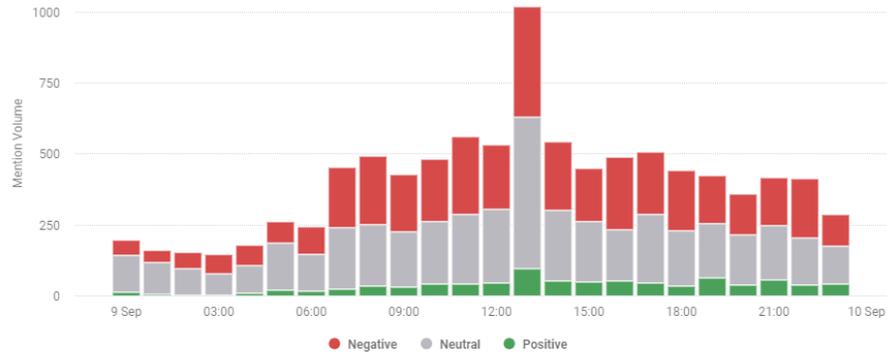
On Thursday, we can see a general decrease in positive and neutral sentimental shifting towards negative conversation. Timeframe was a key category that reflected this shift.

Additionally, we saw an increase of neutral sentiment and a decrease in negative in Contact Tracing and Vaccine Rollout.

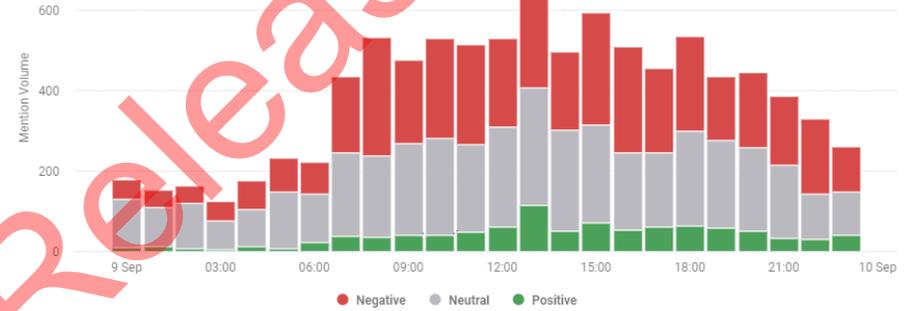
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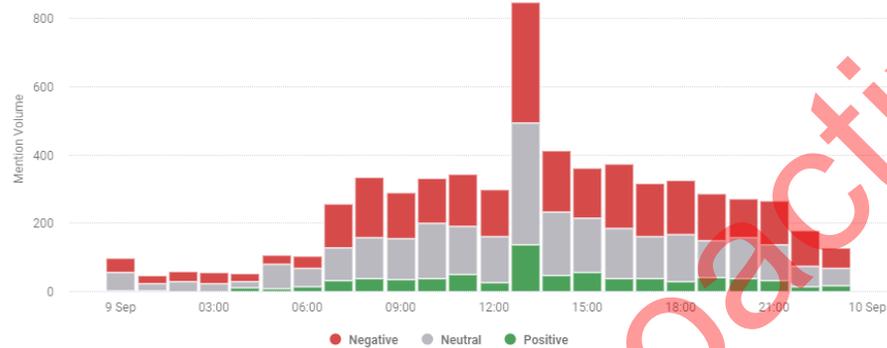
Virus



#NZPOL Decisions



Vaccine Rollout



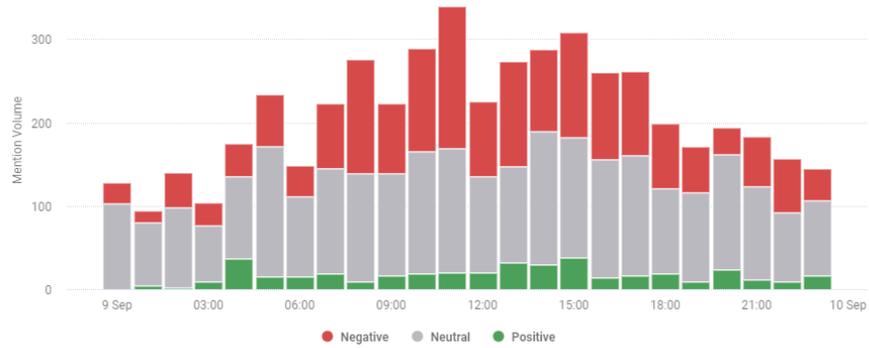
Business and Consumers



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.

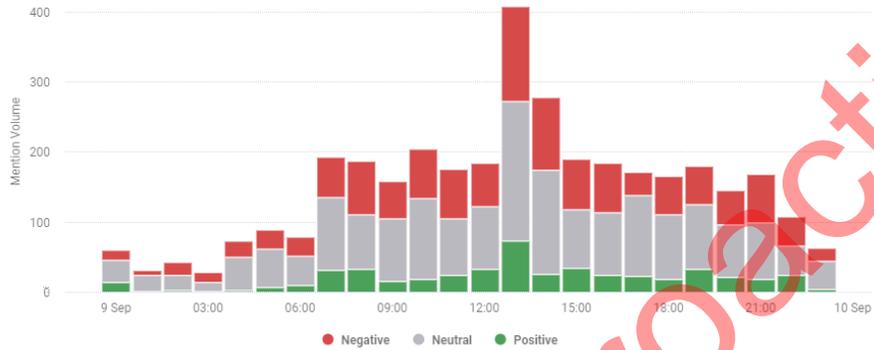
Economy



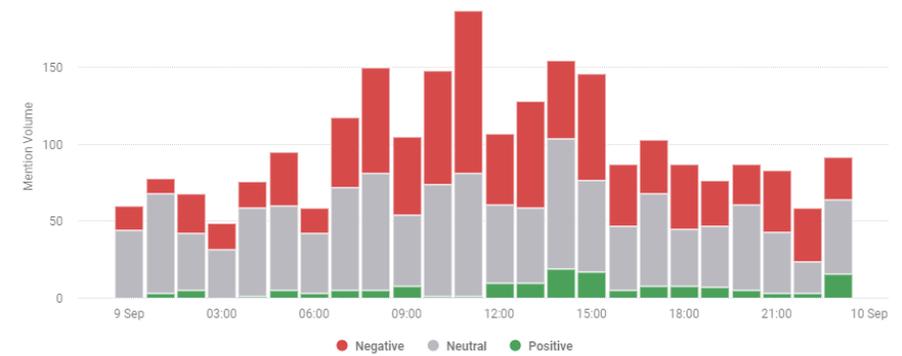
Enforcement



Timeframe



Financial Stability



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



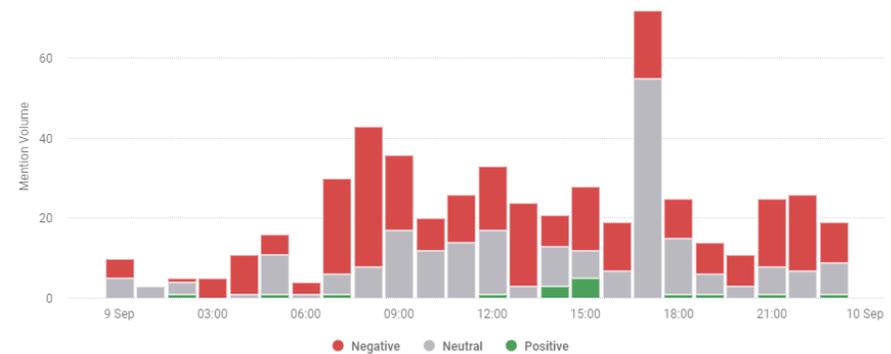
Mental Health



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.

SOCIAL CONVERSATION CATEGORIES 24 HOURS



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

Date ^[A]	Alert Level			
	New Zealand	Wellington Region	Northland Region	Auckland Region
21 March 2020			2	
23 March 2020			▲ 3	
26 March 2020			▲ 4	
28 April 2020			▼ 3	
14 May 2020			▼ 2	
9 June 2020			▼ 1	
12 August 2020		▲ 2		▲ 3
31 August 2020		— 2		▼ 2.5
22 September 2020		▼ 1		— 2.5
24 September 2020				▼ 2
7 October 2020		— 1		▼ 1
15 February 2021		▲ 2		▲ 3
18 February 2021		▼ 1		▼ 2
23 February 2021		— 1		▼ 1
28 February 2021		▲ 2		▲ 3
7 March 2021		▼ 1		▼ 2
12 March 2021		— 1		▼ 1
23 June 2021	— 1	▲ 2		— 1
30 June 2021		▼ 1		
18 August 2021			▲ 4	
1 September 2021		▼ 3		— 4
3 September 2021		— 3	▼ 3	
8 September 2021		▼ 2		— 4

A. ▲ Changes in alert levels typically occur at 11:59 pm the night before.

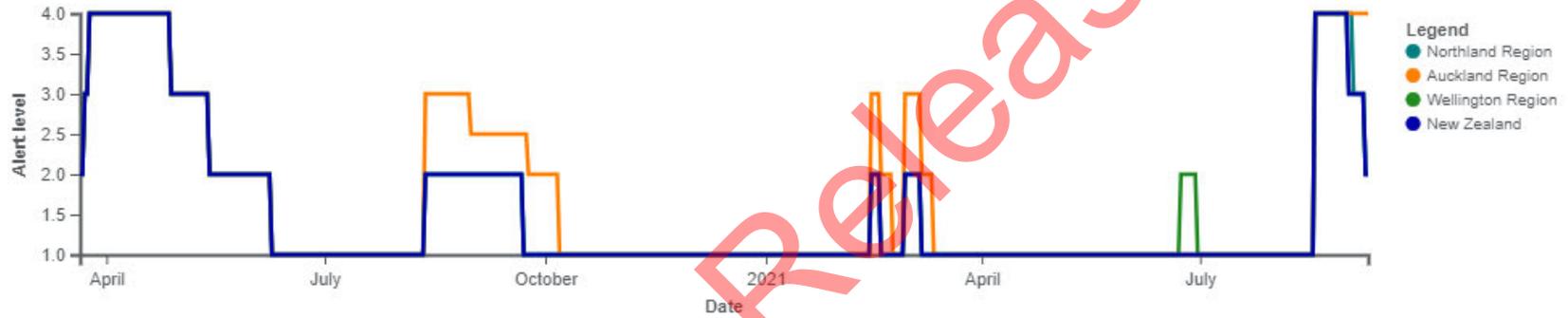
Sentiment breakdown at key dates

Date	% Neg	% Neu	% Pos
21-Mar-20	41	39	20
23-Mar-20	37	42	21
26-Mar-20	38	39	23
28-Apr-20	38	41	21
14-May-20	40	39	21
9-Jun-20	45	36	19
12-Aug-20	45	36	19
31-Aug-20	45	38	17
22-Sep-20	42	39	19
24-Sep-20	42	42	16
7-Oct-20	40	42	18
15-Feb-21	42	40	18
18-Feb-21	38	46	16
23-Feb-21	43	42	15
28-Feb-21	49	35	16
7-Mar-21	43	39	18
12-Mar-21	41	45	14
23-Jun-21	38	48	14
30-Jun-21	40	45	15
18-Aug-21	38	43	19
1-Sep-21	38	44	18
3-Sep-21	42	41	17
8-Sep-21	40	44	16

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand

Changes in alert levels.

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand

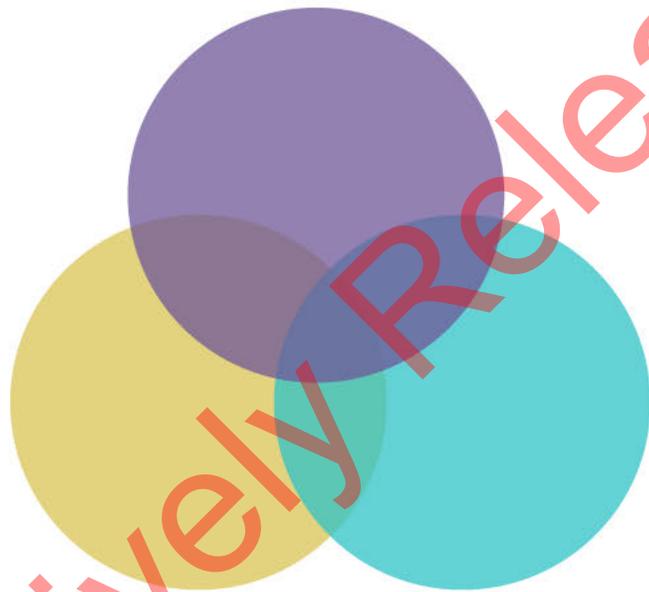


Sentiment break



Thank you

Proactively Released



**Unite Against COVID-19:
Social Conversation Analysis**
Friday September 10, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Discussion about the wage subsidy, resurgence payment and New Zealand's employment rate contributed to a 4% increase in the Financial Stability category. Some workers and business owners are sharing their frustrations including concern about making ends meet and some experienced delays to accessing subsidies.

Measuring categories of conversation:

There was a 5% decrease in total volume of conversation on Friday. Key shifts were Mental Health category with 4% decrease and the Financial Stability with an increase of 4%.

Sentiment remained stable across most categories as well as the total dataset.

What's in this report:

- 1. Social Conversation Analysis p.g. 4 -5**
Analysts examined conversation in the Financial Stability category.
- 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.
- 3. Total sentiment benchmarks p.g. 12 -13**

Proactively Released

Discussion around resurgence payments, wage subsidy and allowing seasonal workers to come to NZ, contributed to an increase in the Financial Security category by 4% on Friday.

Analysts examined conversation in the Financial Stability category which had slightly increased on Friday, whilst most other categories decreased in volume.

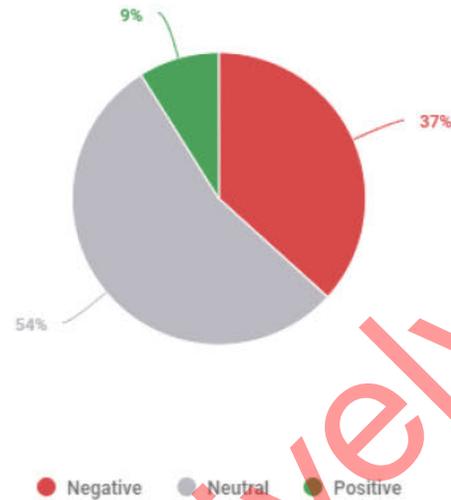
Themes within the category included workers sharing their experiences of accessing the wage subsidy. Some are frustrated by their applications taking a long time, and others commented they accessed theirs quickly and smoothly.

Business owners discussed the resurgence grant with some saying that they have already used most of it and are hoping (Auckland) to move to Level 3 soon so they can open up again.

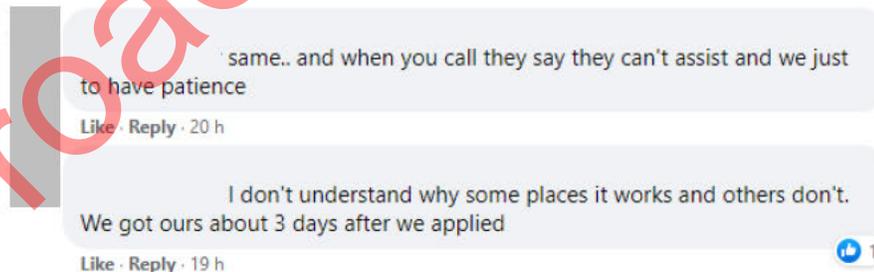
Some businesses owners outside of Auckland were talking about stresses and challenges of operating at Delta Level 2 restrictions.

The story about one-way quarantine-free travel for RSE workers from some Pacific countries, sparked a discussion about unemployment in New Zealand with debate about unemployment rates and strength of the economy in general.

Sentiment breakdown.



Discussion about different experiences accessing the wage subsidy. Some say they are still waiting while others attained it very quickly.



Topic analysis: Financial Stability. September 10.



Some are hanging out to go back to work as have gone though their resurgence payment.

I totally need another resurgence payment. After paying the last of my bills have only a few hundred for food etc so better be getting to level 3 soon so I can go back to work. Single income family where the sole earner isn't earning makes it bloody tough

Like · Reply · 1 d

11

Yes sadly the resurgence support payment was very small. Barely makes a dent to all the fixed costs that continue during lockdown.

Like · Reply · 1 d · Edited

57

As the government spokesmen have said many times ..if your business goes under because we closed you down, tough, you obviously were not good at what you were doing. ///// now join the benefit queue with your ex staff like a good citizen and be thankful (the last bit is my take on their statements)

Like · Reply · 1 d · Edited

34

Business owners speaking about challenges and Alert Level Restrictions

we have been closed for effectively three weeks opening now at level 2 with so many restrictions it's putting people off coming out. We got a resurgence payment of \$3.5k which wasn't even enough to cover one weeks outgoings. Remember we all had to close suddenly and were left with fresh stock that went to waste or at best went to feed others but these all need to be replaced to reopen, plus no one stopped the mortgage, rates, insurance, power, etc costs.

Like · Reply · 23 h

11

Some business owners who are not eligible for the resurgence payment

Well it would be nice if you could actually get the resurgence payment even when you only bought a business 2 weeks before lockdown? The rules are very tough . I can't even get the wage subsidy for my staff I had .

Like · Reply · 1 d

8

Debate about unemployment and the state of the economy.

industry is not going to be desperate so many New Zealand people losing their jobs Daily and the Government let's in more Risks to our country why.

Like · Reply · 14 h

6

what planet are you on? Unemployment is at record lows. While some businesses are unable to weather the impacts of the COVID crisis most who lose their jobs as a result are able to quickly find new work.

Our economy is doing better than practically any comparable economy. Safely bringing in seasonal workers is in our own economic interests and the interests of our neighbours.

Discussion about the decision to enable seasonal workers to come to NZ.

Pay better wages and get nzers to do it you fools

Like · Reply · 4 h

Plenty of unemployed that could get work

Like · Reply · 19 h

9

stop there benefit for a week then see how many fruit pickers we have

Like · Reply · 18 h

3

Interest in high-profile businesses and how they are using the wage subsidy.

Farmers department store paying 80% of wages, despite claiming wage subsidy



Farmers department store paying 80% of wages, despite claiming wage subsidy. First Union says it is the only major retailer in the country it knows of not paying full wages. stuff.co.nz

5:00 PM · Sep 10, 2021

Spam content offering debt solutions.

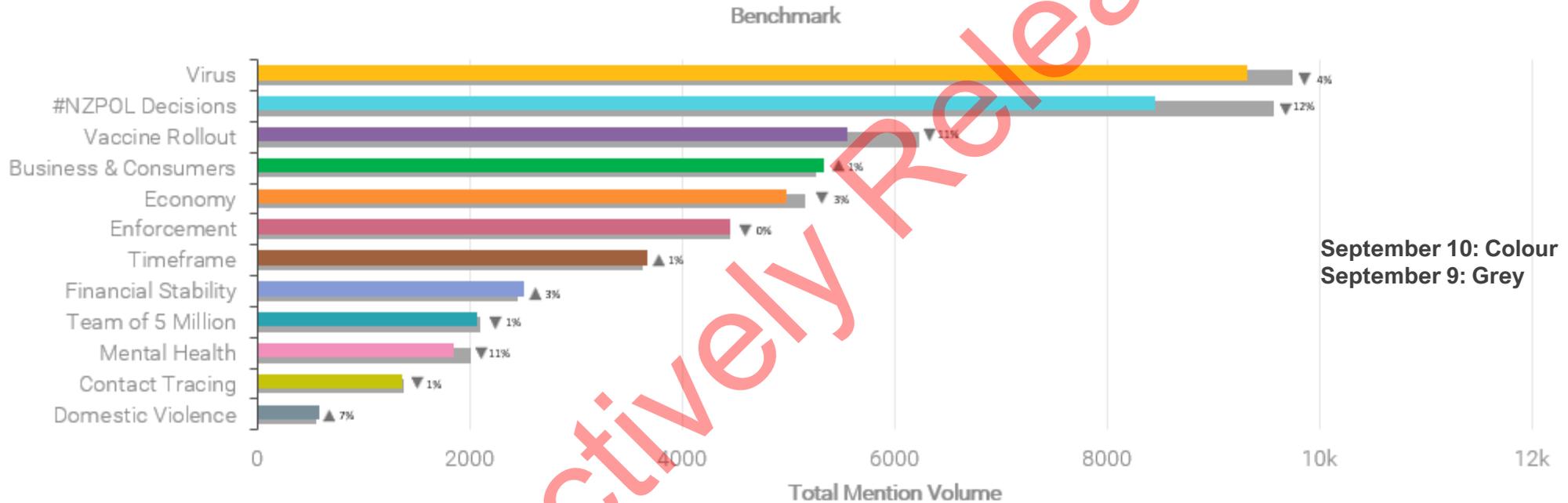
facebook.com
Timeline Photos

14h

I received INR367,108.75 from [redacted] and this is just 30minutes reflection on my account I'm grateful for giving it a try, it really amaze me. Its a pleasure sharing this great opportunity with everyone. Now I'm debt free you can contact him now 🙏🙏🙏

Category change: Benchmark

Categories current time period (September 10) benchmarked against previous time period (September 9)



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 10: 32,229 (-5%)

September 9: 34,095 (-1%)

September 8: 34,280 (-2%)

Total sentiment breakdown (see pages 12 & 13) for reference.

September 10: Neg 40%, Neu 44%, Pos 16%

September 9: Neg 40%, Neu 44%, Pos 16%

September 8: Neg 40%, Neu 44%, Pos 16%

Net sentiment of each category

Comparing current period (Sept 10) with shift from previous day (Sept 9)

Sentiment remained stable across most categories.

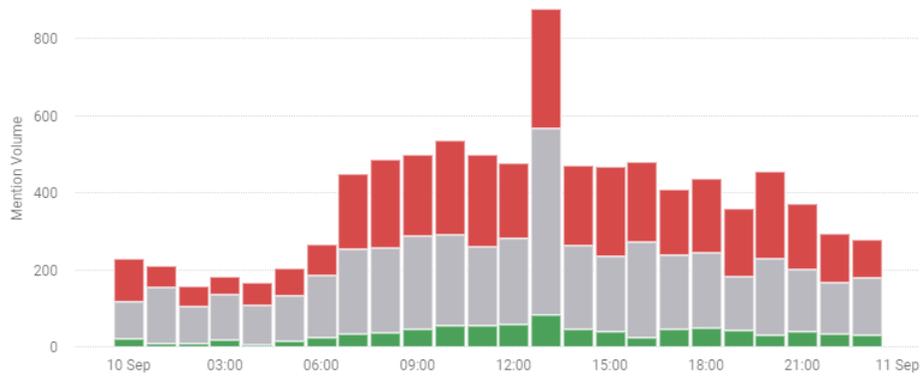
The Mental Health category increased by 4% in negative sentiment, while the Financial Stability category decreased in negative sentiment by 4% and spread evening across the neutral and positive sentiment.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	35	0	56	-1	9	1
Enforcement	39	0	53	0	8	0
Virus	42	-1	48	0	10	1
#NZPOL decisions	45	1	46	0	9	-1
Economy	35	-1	56	0	9	1
Mental Health	51	4	43	-3	6	-1
Financial Stability	37	-4	54	2	9	2
Team of 5 Million	35	2	47	-1	18	-1
Contact Tracing	30	3	64	-3	6	0
Timeframe	31	-3	55	3	14	0
Domestic Violence	56	2	40	-2	4	0
Vaccine Rollout	46	1	42	0	12	-1

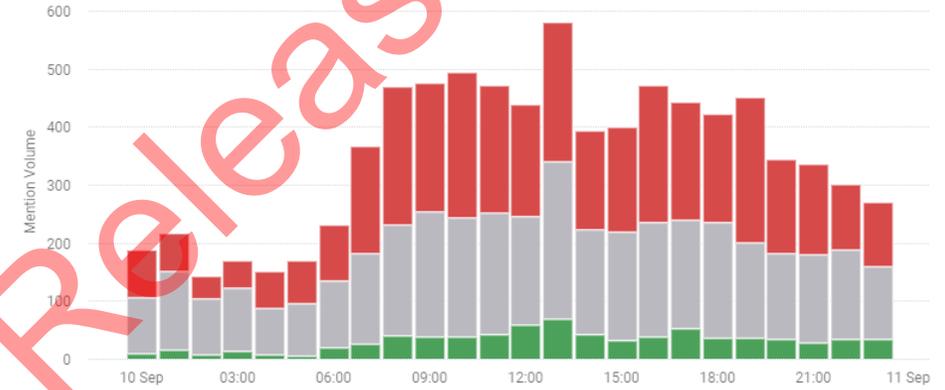
- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

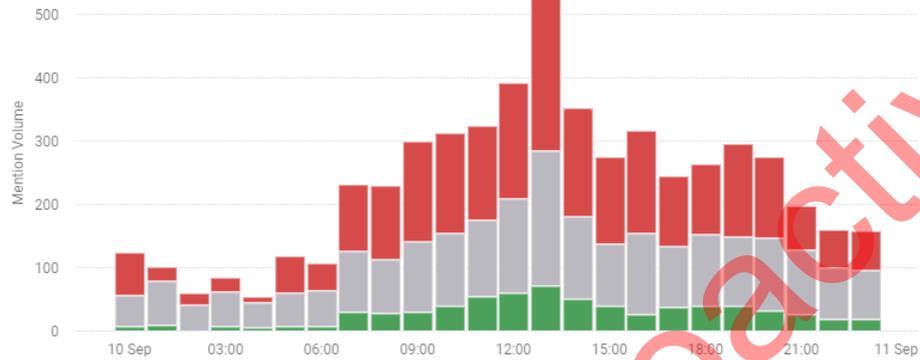
Virus



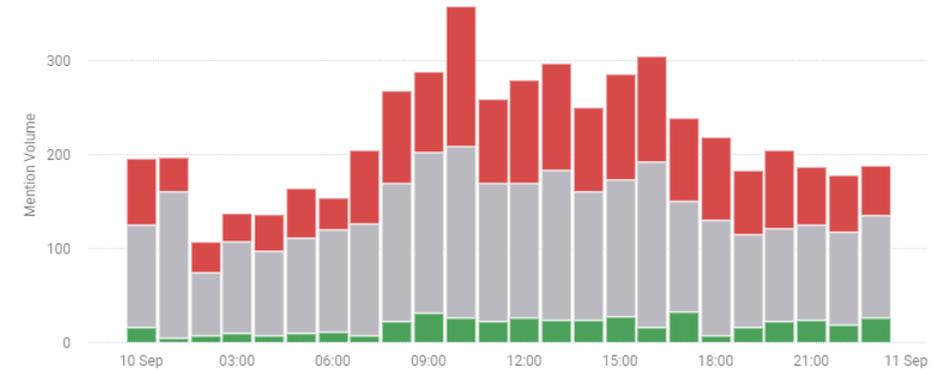
#NZPOL Decisions



Vaccine Rollout

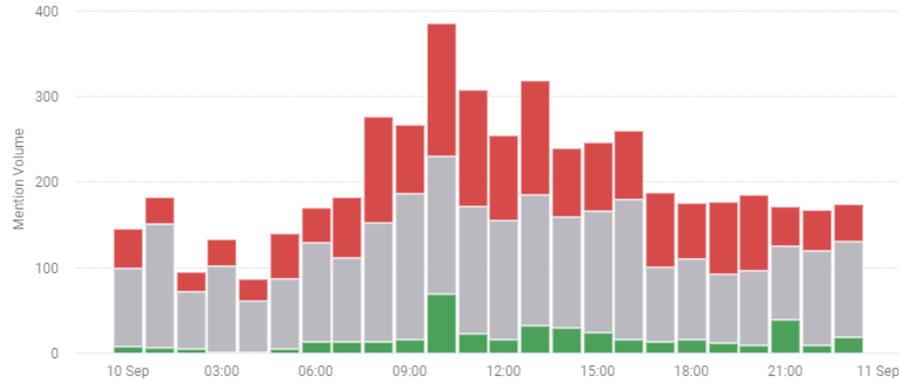


Business and Consumers

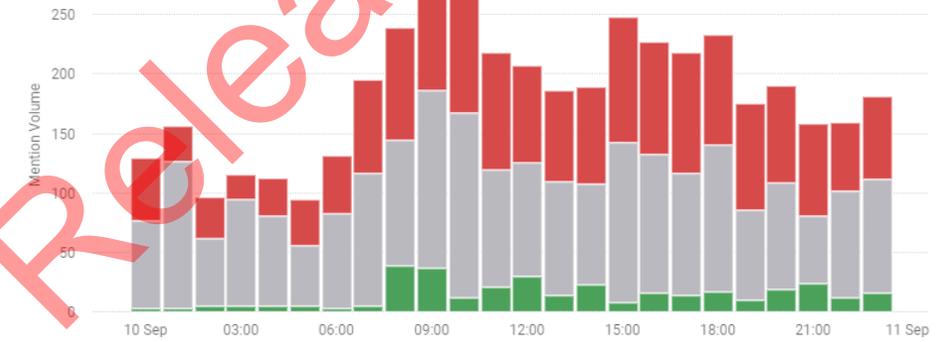


Proactively Released

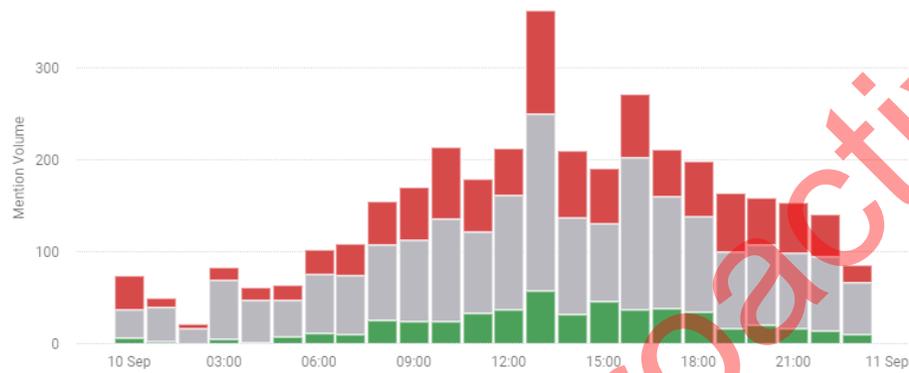
Economy



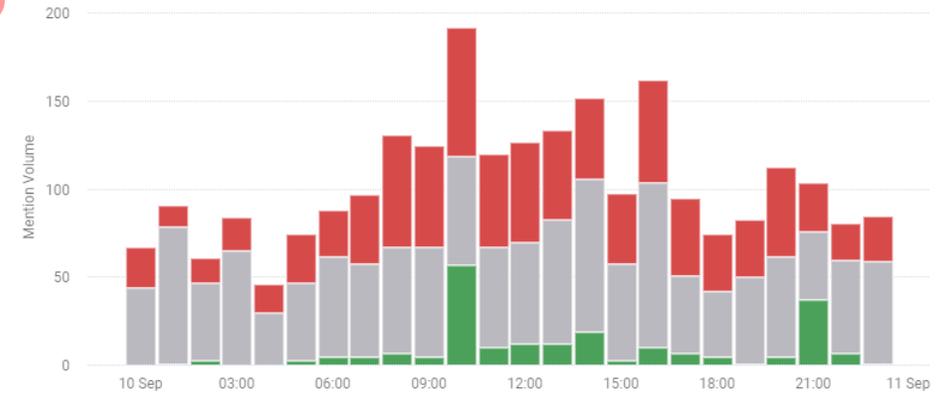
Enforcement



Timeframe



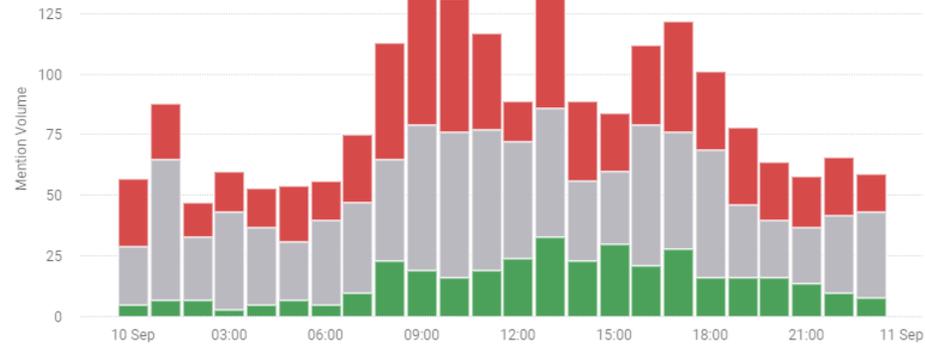
Financial Stability



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.

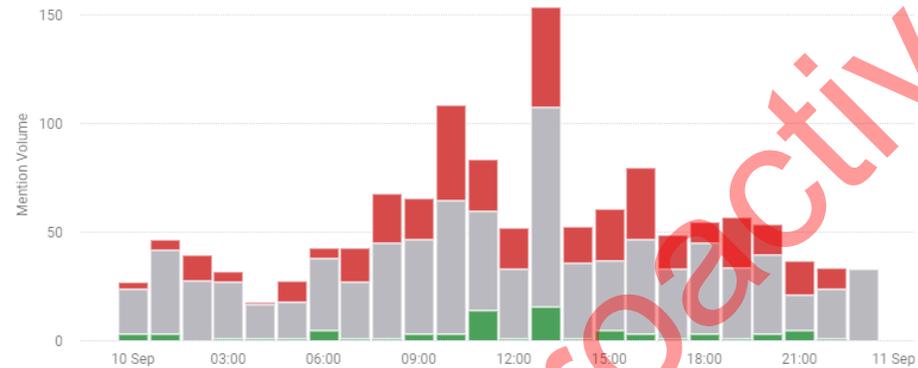
Team of 5 Million



Mental Health



Contact Tracing



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.

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

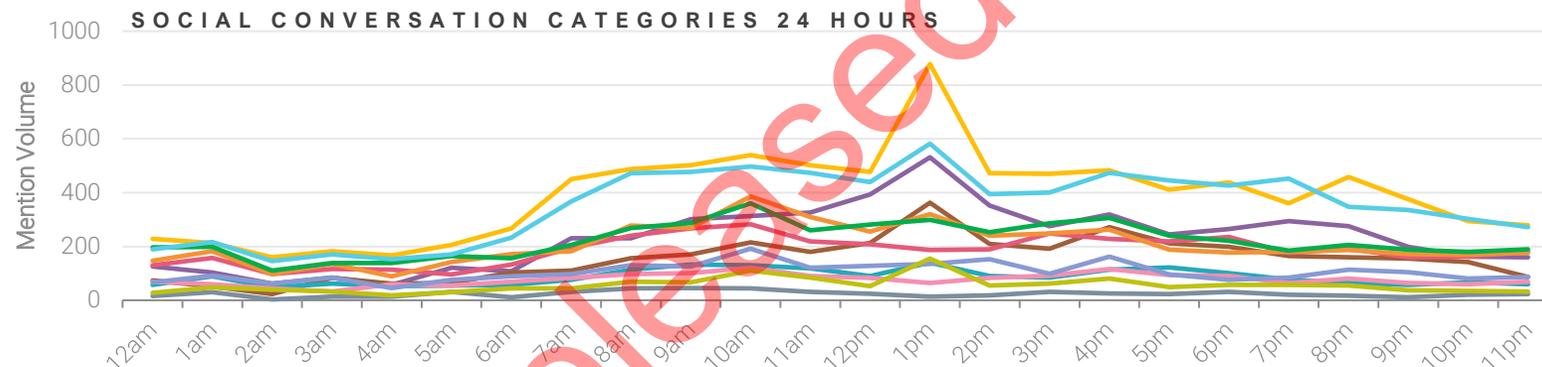
What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

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.

Date ^[A]	Alert Level			
	New Zealand	Wellington Region	Northland Region	Auckland Region
21 March 2020			2	
23 March 2020			▲ 3	
26 March 2020			▲ 4	
28 April 2020			▼ 3	
14 May 2020			▼ 2	
9 June 2020			▼ 1	
12 August 2020		▲ 2		▲ 3
31 August 2020		— 2		▼ 2.5
22 September 2020		▼ 1		— 2.5
24 September 2020				▼ 2
7 October 2020		— 1		▼ 1
15 February 2021		▲ 2		▲ 3
18 February 2021		▼ 1		▼ 2
23 February 2021		— 1		▼ 1
28 February 2021		▲ 2		▲ 3
7 March 2021		▼ 1		▼ 2
12 March 2021		— 1		▼ 1
23 June 2021	— 1	▲ 2		— 1
30 June 2021		▼ 1		
18 August 2021			▲ 4	
1 September 2021		▼ 3		— 4
3 September 2021		— 3	▼ 3	
8 September 2021		▼ 2		— 4

A. ▲ Changes in alert levels typically occur at 11:59 pm the night before.

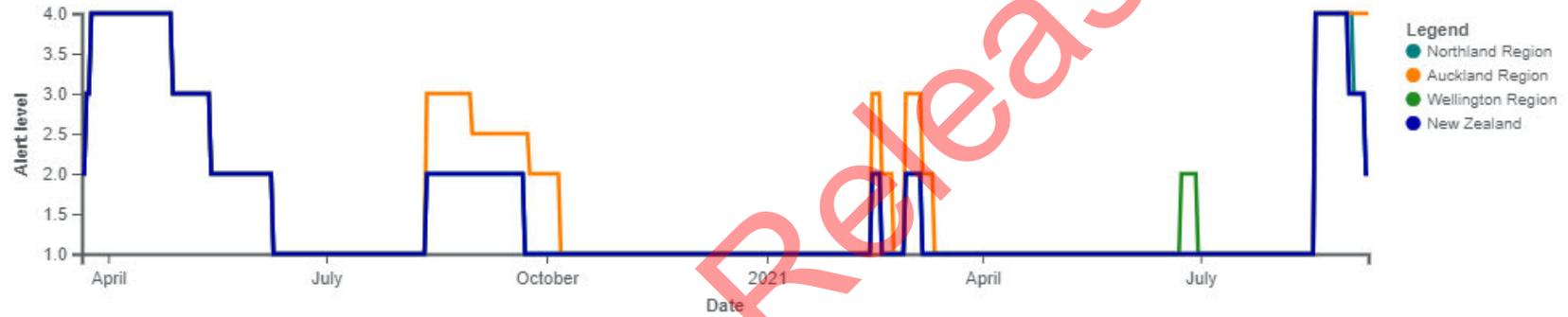
Sentiment breakdown at key dates

Date	% Neg	% Neu	% Pos
21-Mar-20	41	39	20
23-Mar-20	37	42	21
26-Mar-20	38	39	23
28-Apr-20	38	41	21
14-May-20	40	39	21
9-Jun-20	45	36	19
12-Aug-20	45	36	19
31-Aug-20	45	38	17
22-Sep-20	42	39	19
24-Sep-20	42	42	16
7-Oct-20	40	42	18
15-Feb-21	42	40	18
18-Feb-21	38	46	16
23-Feb-21	43	42	15
28-Feb-21	49	35	16
7-Mar-21	43	39	18
12-Mar-21	41	45	14
23-Jun-21	38	48	14
30-Jun-21	40	45	15
18-Aug-21	38	43	19
1-Sep-21	38	44	18
3-Sep-21	42	41	17
8-Sep-21	40	44	16

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand

Changes in alert levels.

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand

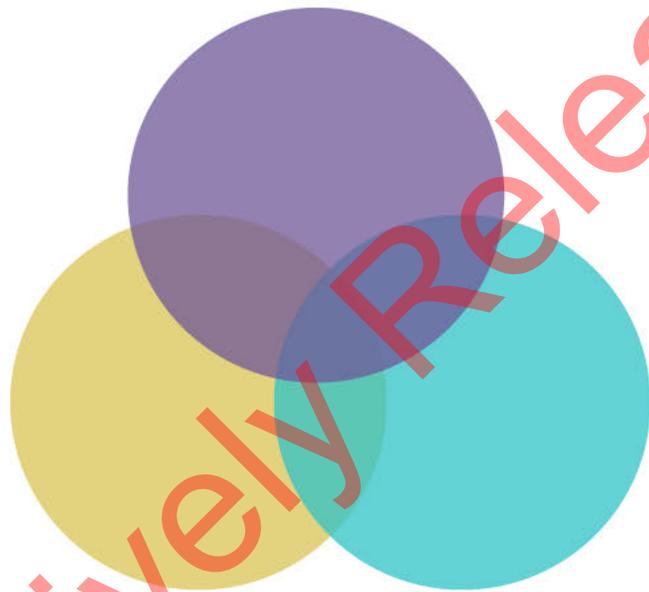


Sentiment breakdown for total dataset Jan 2020 - today



Thank you

Proactively Released



**Unite Against COVID-19:
Social Conversation Analysis**
Saturday September 11, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts explored conversation in the Vaccine Rollout category. On Saturday, a major topic was ‘vaccination rates’. Commentary included concern about how current vaccination rates are too low for Auckland to come out of Alert Level 4 and how vaccination rates will impact on the decision for New Zealand to open its borders. Some people are sharing their positive experiences of booking and/or receiving their COVID-19 vaccination.

Measuring categories of conversation:

The total volume of conversation decreased by 23% which is typical for a Saturday. All categories decreased in volume with the most significant decreases in Financial Stability (37%) and Economy (35%).

There were no major shifts in category sentiment on Saturday however most rose slightly in negative sentiment. Regarding the total dataset there was a 5% increase in neutral sentiment and a 2% increase in negative sentiment.

What's in this report:

- 1. Social Conversation Analysis p.g. 4 -5**
Analysts examined conversation in the Vaccine Rollout category.
- 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.
- 3. Total sentiment benchmarks p.g. 12 -13**

Proactively Released

A major topic in the Vaccine Rollout category was ‘vaccination rates’ with people discussing the impact on Alert Levels and opening of the borders.

Analysts explored conversation in the Vaccine Rollout category on Saturday.

A major topic within this category was ‘vaccination rates’. Conversation included concern about how current Auckland vaccination rates are too low to move out of Alert Level 4 and the impact of vaccination rates on the decision for New Zealand to open its borders.

Some people are sharing positive experiences they’ve had when booking or receiving their COVID-19 vaccine.

There was celebration of a successful mass vaccination three-day event run in Auckland catering for the Tongan community.

Several articles about military personnel who are launching a legal challenge against a vaccine directive has driven discussion about personal choice, freedoms and requirements for government service. This included some expressing conspiracy theories and anti-vaxx rhetoric.

Commentary around the topic of ‘vaccination rates’ included discussion of the impact on Alert Level changes and opening borders.

? Still very low **vaccination** rates for Auckland if they want to come out of **lockdown** they need to **get vaccinated**

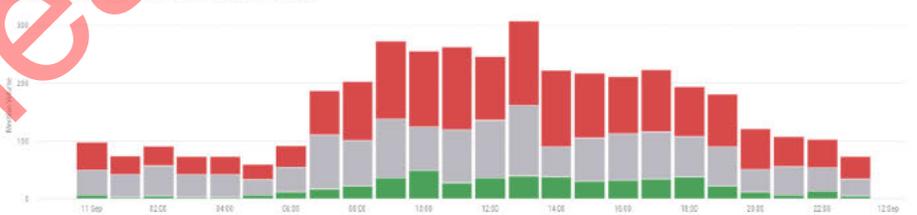
My big grump of the day (week) is why didn't the govt / MoH get behind Māori & Pasifika health providers to up the vaccination rates in those communities before now? LOOK AT THE UPTAKE - it's awesome.
6:23 PM · Sep 11, 2021

We aren't counting on the rest of the world eradicating covid. Once we have high vaccination rates we will open our borders. People who are vaccinated and from low risk countries will be able to enter immediately. Unvaccinated and those from high risk countries will quarantine.
2:09 AM · Sep 11, 2021

- 11h
Vaccination rates are too low right now, our hospitals would be overwhelmed in no time. Remember that we already struggle to handle the flu every year, and this would be worse. I agree about the need for a clear exit strategy though.

Sentiment analysis: Vaccine Rollout category, September 11

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



Total sentiment breakdown: Positive 13% Neutral 38% Negative 49%

Sharing positive experiences of the ease of booking a vaccine and/or the vaccination process.

Got my first jab of Pfizer. Booked at 1AM, walked in the next morning to get sorted just 200m away from my house. Feels good to have ease and access to get sorted
11:41 AM · Sep 11, 2021

I was blown away by this operation - and the warmth of the staff. Also, if my 12 year old with crippling anxiety can get vaccinated, everyone can
9:51 AM · Sep 11, 2021

- 15h
Yeah **got** my appointment moved from clinic to there, went today, enjoyed a trip out of the **house** and was very impressed with the operation in the Park & Ride. Massive, lots of cars, lots of **staff**, and smooth as butter. No wait at all, and the easiest **vaccination** I've ever **had** done.

News articles about military personnel taking legal action against a vaccine directive has driven debate about personal choice, freedoms and service. It included anti-vaxx and conspiracy commentary.

? Just say no to **vaccine** as the guys have a right to say no. Just a vax to depopulate the world.
Research

It's very simple. If they want to serve Her Majesty the Queen in her defence force then there will be circumstances where they will be required to be vaccinated. If they refuse to comply with a requirement then the correct approach is to discharge them.

Like · Reply · 13 h

? I'll just say I'm **vaccinated** and believe in vaccines. But I believe in personal freedom before that it is wrong to make another human do things that infringe on personal freedoms of beliefs

With needle phobias potentially putting people off getting vaccinated, some are unimpressed by the media showing images of injections/needles.

100 Needle fear is more prevalent than people realize eh? One of the insights from the research Jess did. Definitely wanna ditch needle imagery in any comms to encourage vaccination

9:50 PM · Sep 11, 2021

Sep 11, 2021
Was worried my partner might be vaccine hesitant 😞😞 Felt he kept putting it off. I drove he & our child to @WaipareiraTrust today - he moaned all the way. Turns out both are NEEDLE hesitant. And amazed it didn't hurt as much as they expected. Maybe media ditch the jab images?!

People celebrated a successful mass vaccination drive through event catering for the Tongan community.

Massive effort from the Tongan community in Auckland 🇳🇵 Niuean community set to come together for their vaccination drive in the coming weeks 🌏 by-Pacific, for-Pacific is always the way to go! 🙌

Never had a doubt our Tongan mass vaxx event would reach it's target! We did THAT 🙌🙏

Well organised & awesome atmosphere at the drive through vaccination in Mangere 🙌🙌🙌 Job well done @thetonohealth and co!



Tongans in Auckland rally together to encourage Covid-19 vaccination. The Tongan community held its own pop-up vaccination drive-through event to boost the numbers during the annual Tongan Language Week ...
@toplus.com

5:52 PM · Sep 11, 2021

Encouraging others to get vaccinated after hearing first-hand accounts of those with COVID-19.

Seriously people. Get tested get vaccinated please. I didn't believe it until I saw & heard from families affected with my own eyes & ears in hospitals. Love & blessings to the many in recovery 🙌🙏

Like · Reply · 12 h

Discussion about vaccinating 5 – 11-year-olds.

Hopefully, the vaccine will be available to 5-11 year olds in a few months, about another 10% of the population. But there are also some people whose health means they cannot be vaccinated.

12:14 PM · Sep 11, 2021

U.S. could authorize Pfizer COVID-19 shot for kids age 5-11 in October -sources | Reuters guess this will come in force in NZ

We need to wait for the data, as with everything else.

Although I agree with vaccinating 5 to 12 year olds, not because of paediatric covid which is mild, but because children are a big vector pool for transmission to adults.

2:43 PM · Sep 11, 2021

The focus for vaccination priority should be on South Auckland.

For months it has been crystal clear that South Auckland should have been given absolute priority for vaccination roll out.

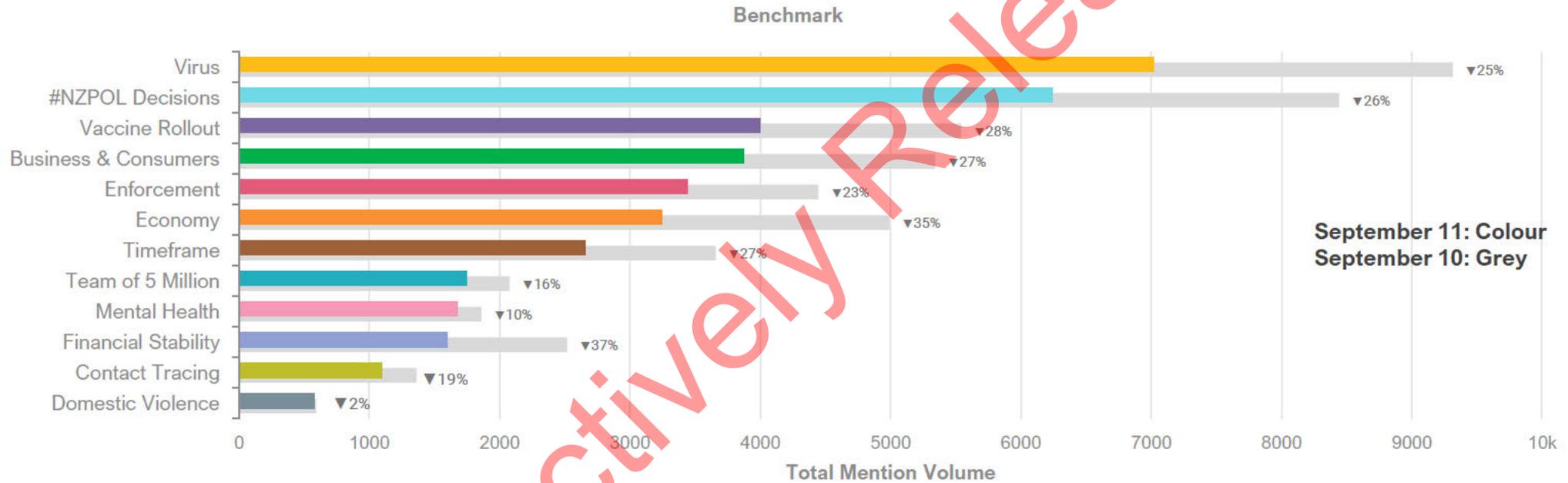
From now onwards, all the focus for both vaccination and mass testing must be on South Auckland, if we are to have any hope of controlling this outbreak...

Ministry of Health - Manatu Hauora @minhealthnz
The Ministry of Health is confirming that three people who presented to Middlemore Hospital in recent days have tested positive for #COVID19
health.govt.nz/news-media/med... #COVID19nz

9:06 PM · Sep 11, 2021

Category change: Benchmark

Categories current time period (September 11) benchmarked against previous time period (September 10)



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 11: 24,824 (-23%)
 September 10: 32,229 (-5%)
 September 9: 34,095 (-1%)

Total sentiment breakdown (see pages 12 & 13 for reference).
 September 11: Neg 42%, Neu 49%, Pos 9%
 September 10: Neg 40%, Neu 44%, Pos 16%
 September 9: Neg 40%, Neu 44%, Pos 16%

Net sentiment of each category

Comparing current period (Sept 11) with shift from previous day (Sept 10)

There were no major shifts in sentiment on Saturday however most categories rose slightly in negative sentiment.

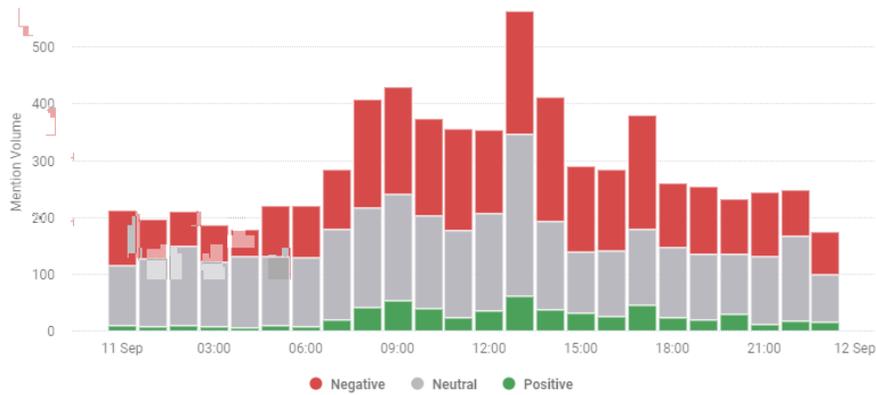
Financial stability was the largest increase in negative sentiment at 6% followed by Timeframe at 3%.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	37	2	56	0	7	-2
Enforcement	40	1	52	-1	8	0
Virus	43	1	48	0	9	-1
#NZPOL decisions	46	1	45	-1	9	0
Economy	37	2	55	-1	8	-1
Mental Health	51	0	44	1	5	-1
Financial Stability	43	6	51	-3	6	-3
Team of 5 Million	36	1	46	-1	18	0
Contact Tracing	30	0	64	0	6	0
Timeframe	34	3	51	-4	15	1
Domestic Violence	56	0	40	0	4	0
Vaccine Rollout	48	2	39	-3	13	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.

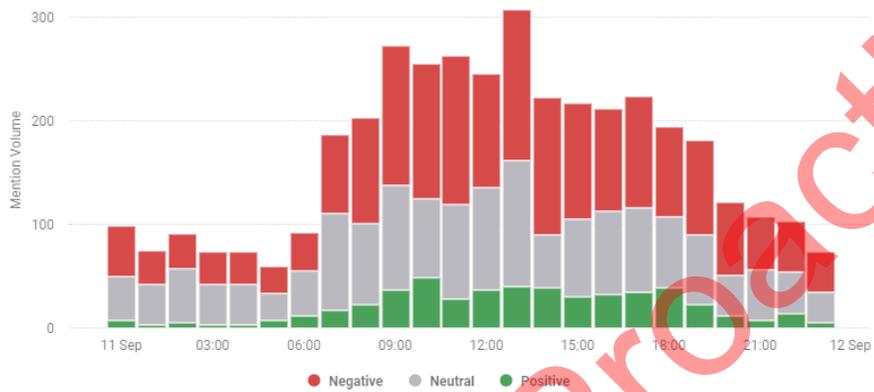
Virus



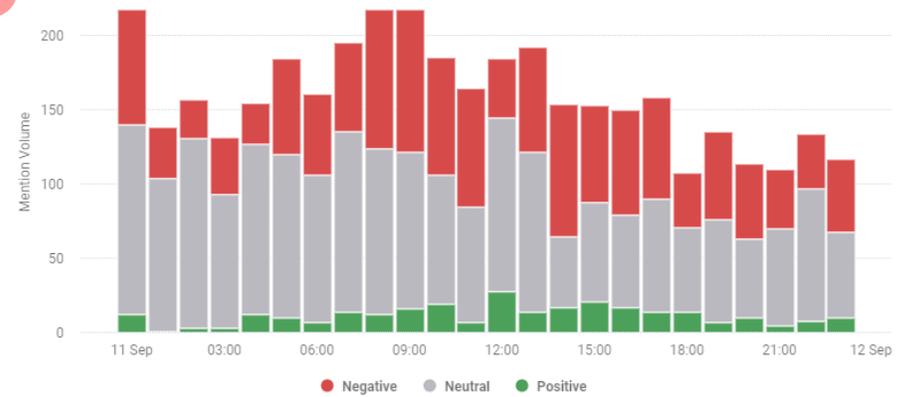
#NZPOL Decisions



Vaccine Rollout



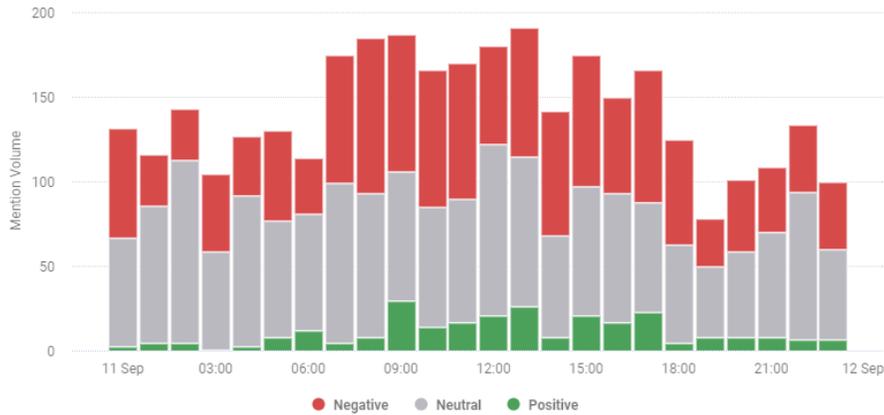
Business and Consumers



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.

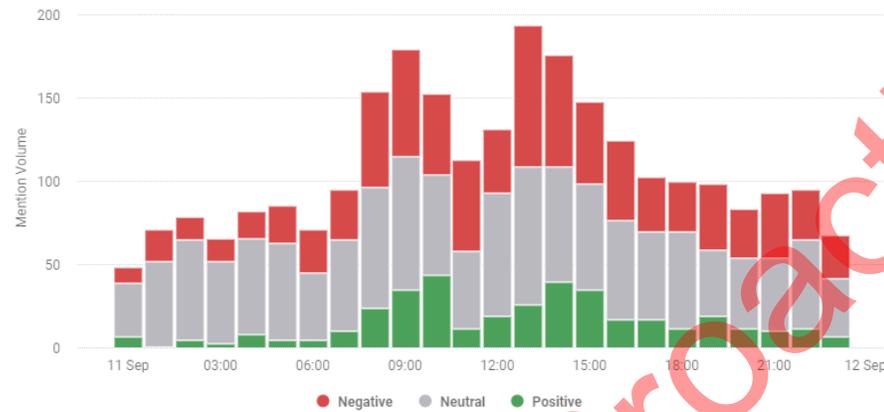
Enforcement



Economy



Timeframe



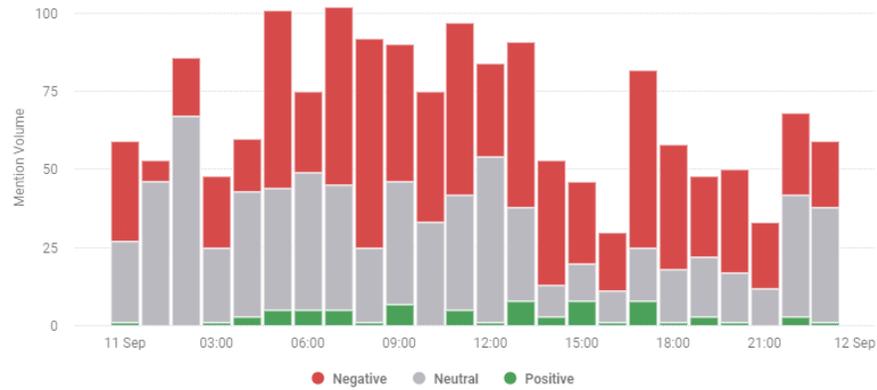
Team of 5 Million



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.

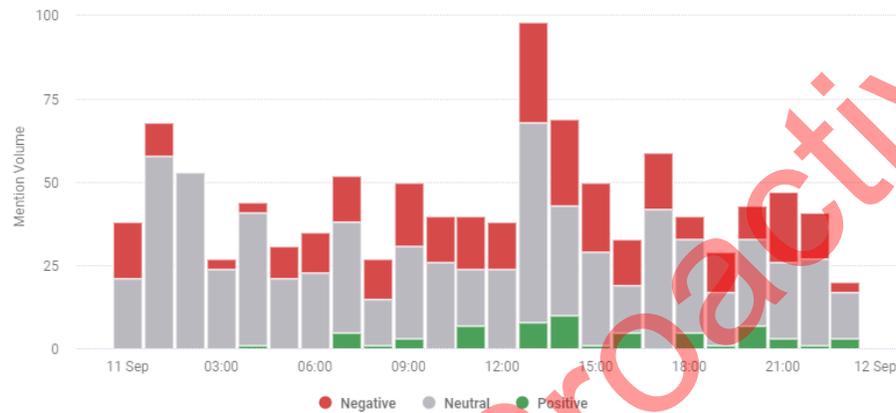
Mental Health



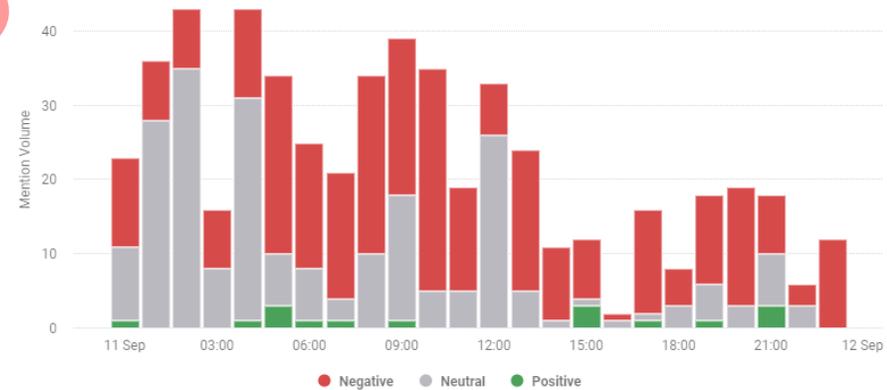
Financial Stability



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.

Date ^[A]	Alert Level			
	New Zealand	Wellington Region	Northland Region	Auckland Region
21 March 2020			2	
23 March 2020			▲ 3	
26 March 2020			▲ 4	
28 April 2020			▼ 3	
14 May 2020			▼ 2	
9 June 2020			▼ 1	
12 August 2020		▲ 2		▲ 3
31 August 2020		— 2		▼ 2.5
22 September 2020		▼ 1		— 2.5
24 September 2020				▼ 2
7 October 2020		— 1		▼ 1
15 February 2021		▲ 2		▲ 3
18 February 2021		▼ 1		▼ 2
23 February 2021		— 1		▼ 1
28 February 2021		▲ 2		▲ 3
7 March 2021		▼ 1		▼ 2
12 March 2021		— 1		▼ 1
23 June 2021	— 1	▲ 2		— 1
30 June 2021		▼ 1		
18 August 2021			▲ 4	
1 September 2021		▼ 3		— 4
3 September 2021		— 3	▼ 3	
8 September 2021		▼ 2		— 4

A. ▲ Changes in alert levels typically occur at 11:59 pm the night before.

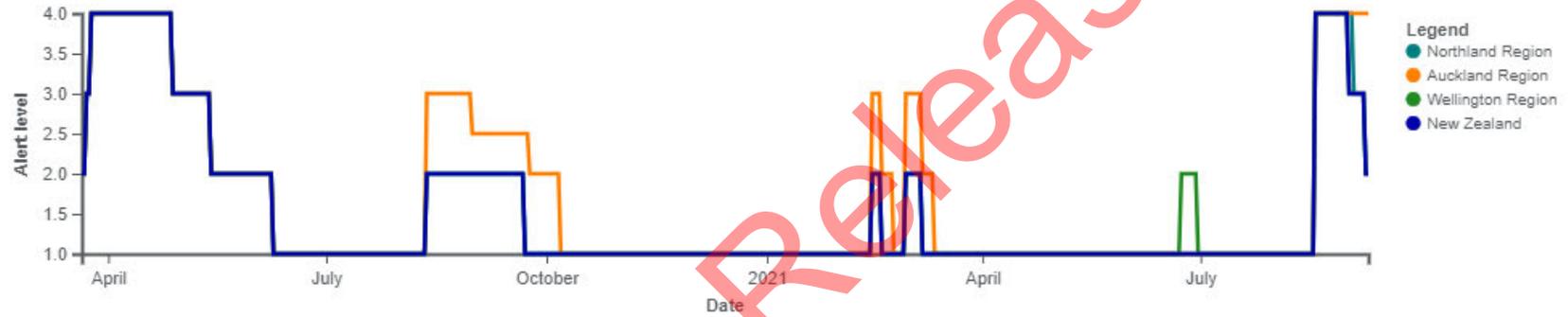
Sentiment breakdown at key dates

Date	% Neg	% Neu	% Pos
21-Mar-20	41	39	20
23-Mar-20	37	42	21
26-Mar-20	38	39	23
28-Apr-20	38	41	21
14-May-20	40	39	21
9-Jun-20	45	36	19
12-Aug-20	45	36	19
31-Aug-20	45	38	17
22-Sep-20	42	39	19
24-Sep-20	42	42	16
7-Oct-20	40	42	18
15-Feb-21	42	40	18
18-Feb-21	38	46	16
23-Feb-21	43	42	15
28-Feb-21	49	35	16
7-Mar-21	43	39	18
12-Mar-21	41	45	14
23-Jun-21	38	48	14
30-Jun-21	40	45	15
18-Aug-21	38	43	19
1-Sep-21	38	44	18
3-Sep-21	42	41	17
8-Sep-21	40	44	16

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand

Changes in alert levels.

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand



Sentiment breakdown for total dataset Jan 2020 - today



Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Sunday September 12, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

With testing numbers vital to a possible change in Alert Levels, analysts explored how New Zealanders are talking about tests and testing. Some people are discussing barriers to people getting tested. This included the pain of a nasal swab or not wanting to have to self-isolate/be taken to MIQ if a positive test is returned. There are some people expressing concern that with only those who have symptoms/been at locations of interest being urged to get tested, those who are asymptomatic are being missed.

Measuring categories of conversation:

The total volume of conversation increased by 7% on Sunday. All categories decreased in volume bar Virus, Timeframe and Vaccine Rollout. There were a few larger category sentiment shifts as conversation generally became less neutral and more polarized. The largest increase in negative sentiment was in the Business and Consumer category (8%) and the largest positive shift was in the Team of 5 Million category (7%). The total dataset sentiment remained stable.

What's in this report:

- 1. Social Conversation Analysis p.g. 4 -5**
Analysts examined how New Zealanders are talking about tests and testing.
- 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.
- 3. Total sentiment benchmarks p.g. 12 -13**

Proactively Released

On Sunday, some New Zealanders are discussing barriers to people getting tested. This includes being put off by how painful the nasal swab is or not wanting to have to self-isolate/be put in managed isolation if returning a positive test.

With testing numbers vital if Alert Levels are to change, analysts investigated how New Zealanders are talking about tests and testing.

On Sunday, some New Zealanders were discussing barriers to people getting tests. This included the pain of having a COVID-19 nasal swab or people not wanting to have to self-isolate or be taken to managed isolation if they, or their families, test positive.

There are some people expressing concern that only those who have symptoms/been at locations of interest are being urged to get tested and thus those who are asymptomatic are being missed.

Some people are calling for saliva tests to be offered in New Zealand as is seen overseas.

A few people are talking about getting tested and are encouraging others to get tested.

Discussing the barriers that may be stopping people getting tested. This includes the pain of having the nasal swab or not wanting to self-isolate/be taken to MIQ.

Covid-19: More positive cases at Middlemore Hospital confirmed
That forced MIQ is a big disincentive to testing and means we may be missing a whole cluster of cases right now

· 21h

Yeah - there are probably a few things putting people off. The **test** itself, the isolating while waiting and the possibility you will be put in a facility. Can't see any other way but I can see why some would be put off.

· 14h

I seriously considered dodging the **test**, when I had a **cold** during **lockdown**, no because of the **quarantine risk** but because of how painful the **test** was to me the previous time I **had** it.



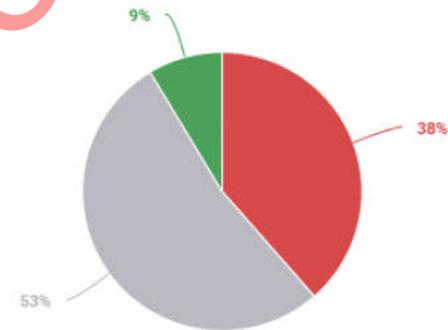
Covid-19: The huge drop in testing numbers that could keep Auckland in lockdown [stuff.co.nz/national/health...](https://www.stuff.co.nz/national/health/)
Well, how incentivized would people be to have the test done when they face the prospect of being whisked away into forced quarantine away from their families and support?

· 15h

I don't know if I wouldn't **get tested** but it would definitely play on my mind and make me think twice. I'm not sure why they'd do with my dog, (Kennel I guess?) I'm not sure what the deal is with being **paid/financial support** but obviously it's a few **weeks** of no **work** and, to be honest, this **level 4 lockdown** is killing me and the idea of being locked in a hotel room for **2 weeks** sounds like torture.

Sentiment analysis: Tests/testing, September 12.

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



Total sentiment breakdown: **Positive 9%** **Neutral 53%** **Negative 38%**

Wanting the Auckland couple who fled to Wanaka to be tested to “ease the minds” of the country.



It would be great if the Auckland > Hamilton > Wanaka couple could have a test, and publicise the results, to hopefully ease the minds of the country.

6:05 PM · Sep 12, 2021



Discussing having a test and / or test results.

Hey guys just giving an update. My covid test came back negative, & I'm getting my first vaccine shot this Tuesday.
12:12 PM · Sep 12, 2021

I also think there needs to be coms about how fast test turnaround times are. It's 24 hours now, but at the start of this lockdown it was like 5 days. We need to tell people that even if they do need to isolate, it won't be that long at the moment.
12:12 PM · Sep 12, 2021

facebook.com
[Live: Jacinda Ardern and Dr Ashley Bloomfield update on the Covid-19 outbreak](#)
I just went for my covid test at Auckland Central Victoria St Carpark, Kitchener St. No queue and empty.. pple pls gol

Urging people – particularly Aucklanders - to get tested.

? Come on Auckland vaccinate and **get tested**. Stamp it out.

Can everyone breaking bubbles and having parties in the lockdown AT LEAST get tested? Y'all are like the annoying
7:28 AM · Sep 12, 2021

Calling to have saliva testing for all New Zealanders as an option as seen in other countries.

Perhaps Bloomfield could switch to saliva tests then, which are much less invasive, and in other countries are available for free in packs of 10 from the chemist. This would ensure that the virus is tracked very quickly and accessibility to testing would not be an issue. 🙄
8:32 AM · Sep 12, 2021

facebook.com
Twenty new community Covid cases in Auckland why no saliva testing yet?

I think if they can find covid in the poo ponds when it's mixed with a hundred thousand other samples a mouth swab should be fine. Also they use mouth swabs in Australia and find a lot more cases than we do. 🙄
2:02 PM · Sep 12, 2021

- 1d
This is why so many countries sorted out noninvasive saliva **testing** as much as a year ago. This is why fast **vaccination** was so necessary. This is just an inevitability, and it's not happening sooner than we'd like - it's happening now because we're too late. **Level 4** won't stop **Delta**. We are now on a **post** elimination NZ, it's time for the approach and mindset to change. **Get** jabbed, be careful and sympathetic, and find a way to move on.

Concern that those who are asymptomatic are not being tested.

I personally think we need to drop the 'only get a test if you have symptoms' and just get everyone to get tested. There's obviously asymptomatic people out there, and with what we're doing this makes more sense so we have an accurate picture
1:50 PM · Sep 12, 2021

facebook.com
Bloomfield expects about 50 'very close contacts' to test positive for Covid
WHY are these people turning up at hospital with covid??? Because people going to get tested are still being REFUSED a test because they are not showing symptoms!!!!!! That is what being **Asymptomatic** is. Being infected but NOT showing any symptoms!!!!!!! Stop these brainless gits from turning away people who are there to get tested 🙄🙄🙄

Belief that there should be more testing happening in the community.

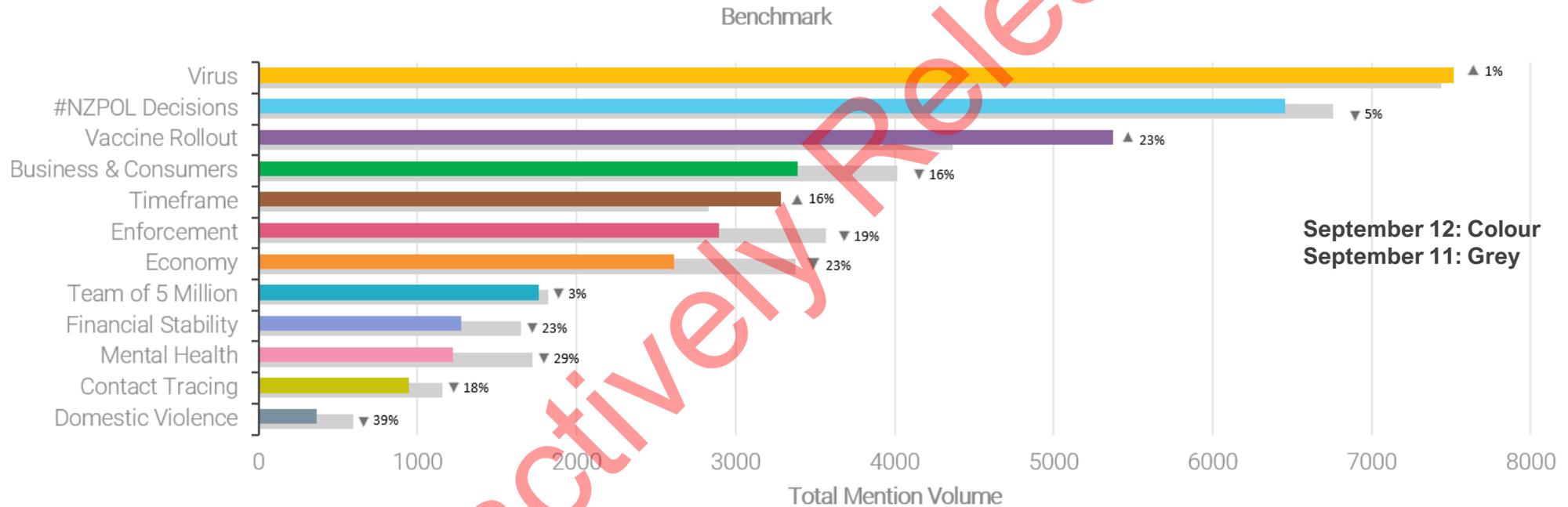
? Well if people in Auckland are breaking the **rules** and spreading **covid-19**, because that's what is happening as there are nine **cases** with unknown origins, then the only way to control **covid-19** in Auckland is make it compulsory for everyone to have a **covid-19 test** before leaving **level 4 lockdown**.

facebook.com
#LIVE: COVID-19 update - 12 September 2021
"How about every person in auckland **get tested** x3 tests"

- 1d
When the data points themselves aren't linked to any of the others it's not an encouraging **sign**. There are definitely **cases** remaining undetected because of the lack of randomized **testing**.

Category change: Benchmark

Categories current time period (September 12) benchmarked against previous time period (September 11)



September 12: Colour
September 11: 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.

Note: Analysts noted a small discrepancy in the dataset which they will look into tomorrow.

Total volume of conversation:
September 12: 28,289 (+7%)
September 11: 26,525 (-17%)
September 10: 32,229 (-5%)

Total sentiment breakdown (see pages 12 & 13 for reference).

September 12: Neg 43% Neu 40% Pos 17%
September 11: Neg 43%, Neu 41%, Pos 16%
September 10: Neg 40%, Neu 44%, Pos 16%

Net sentiment of each category

Comparing current period (Sept 12) with shift from previous day (Sept 11)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	45	8	45	-10	10	2
Enforcement	43	2	48	-3	9	1
Virus	47	3	44	-4	9	0
#NZPOL decisions	45	-1	43	-1	12	2
Economy	44	6	48	-6	8	0
Mental Health	57	6	38	-6	5	0
Financial Stability	55	11	39	-10	6	-1
Team of 5 Million	38	1	36	-8	26	7
Contact Tracing	36	5	57	-6	7	1
Timeframe	38	3	44	-6	18	3
Domestic Violence	64	7	33	-6	3	-1
Vaccine Rollout	48	1	37	-1	15	2

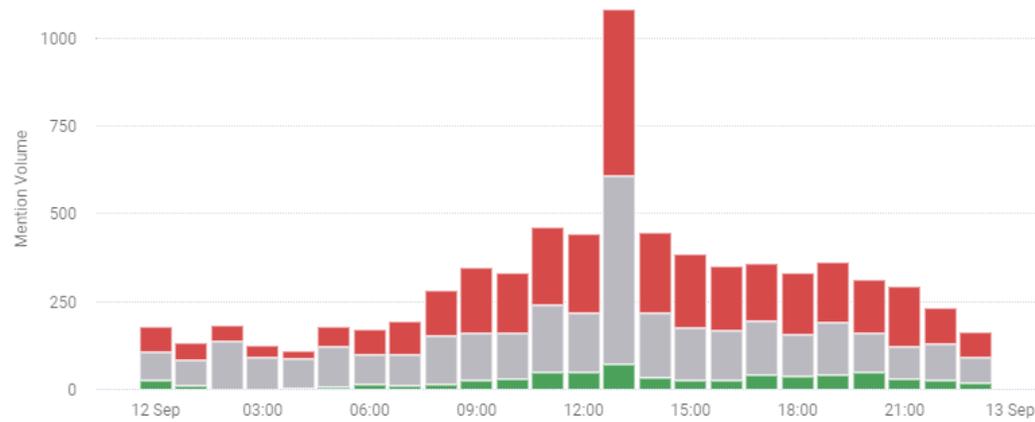
On Sunday, the majoritconversation generally became less neutral and more polarized.

The largest increase in negative sentiment was in Business & Consumers (8%) and Economy (6%). The largest positive shift was in the Team of 5 Million category at 7%.

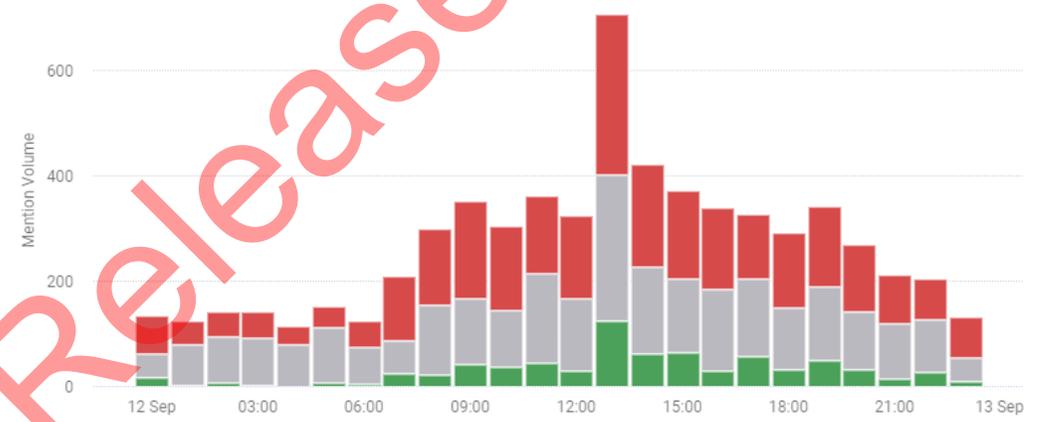
- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

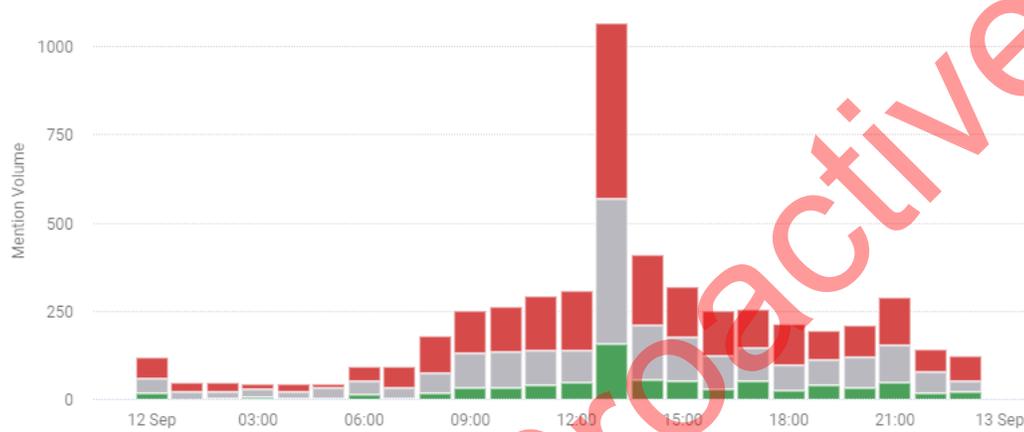
Virus



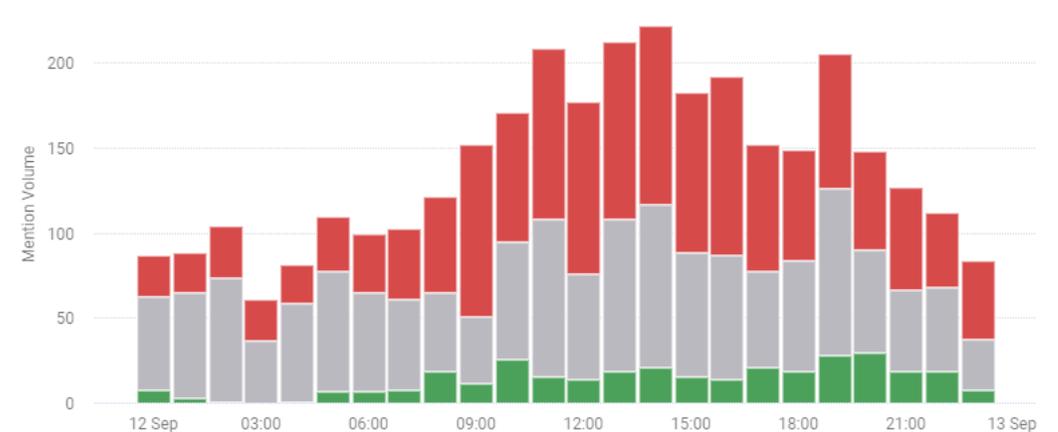
#NZPOL Decisions



Vaccine Rollout



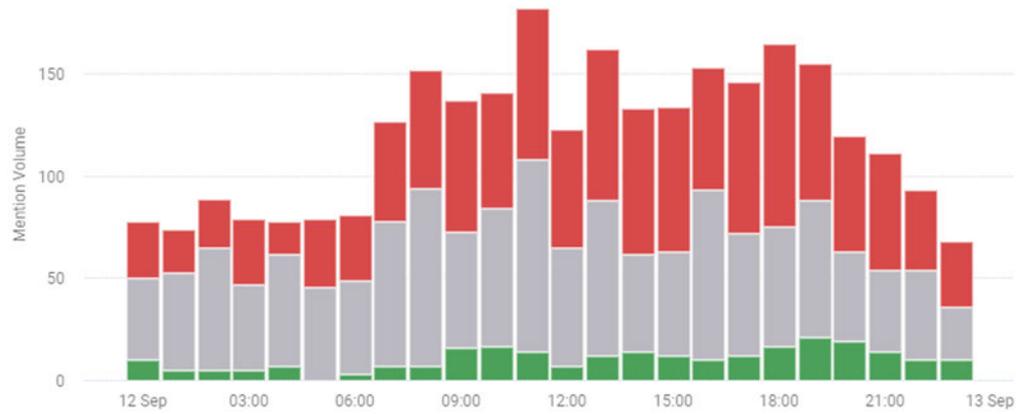
Business and Consumers



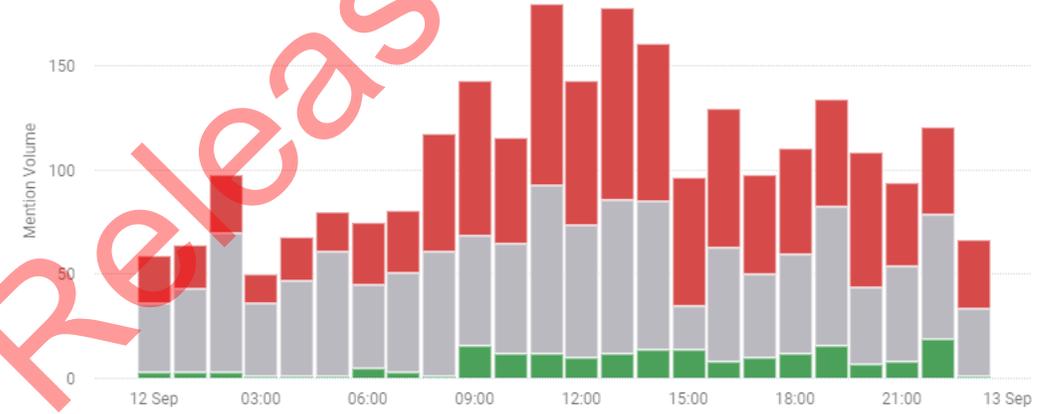
Proactively Released

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.

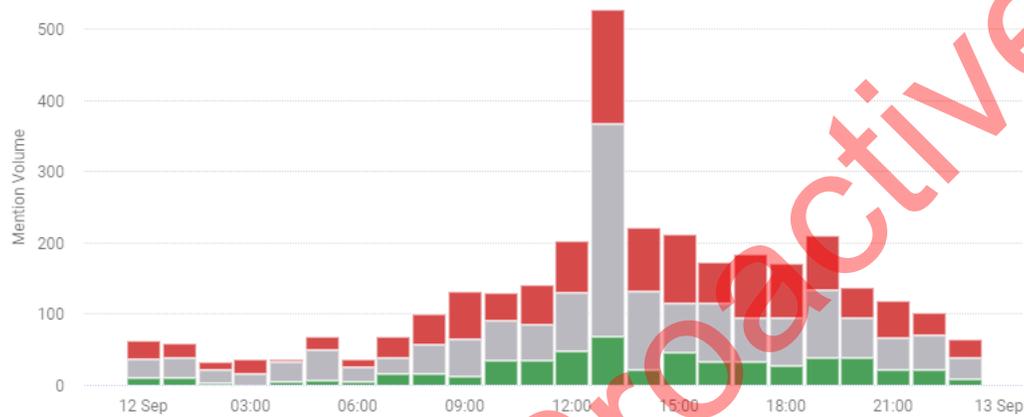
Enforcement



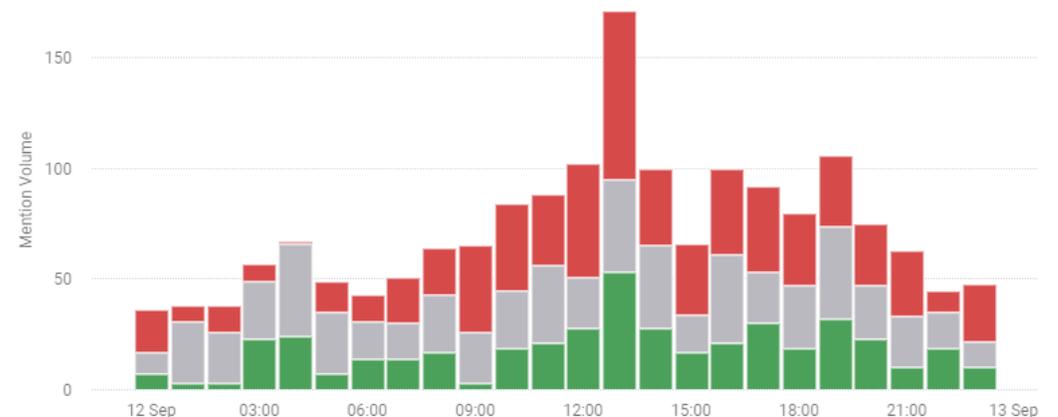
Economy



Timeframe



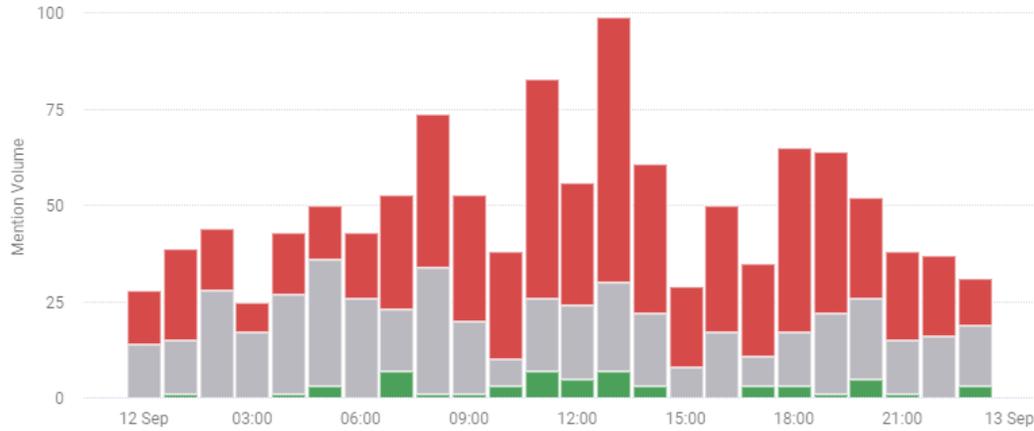
Team of 5 Million



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.

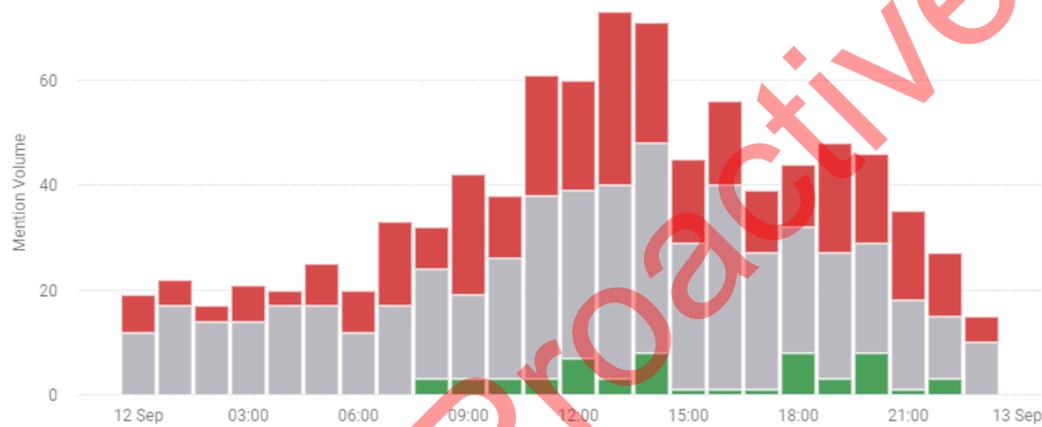
Mental Health



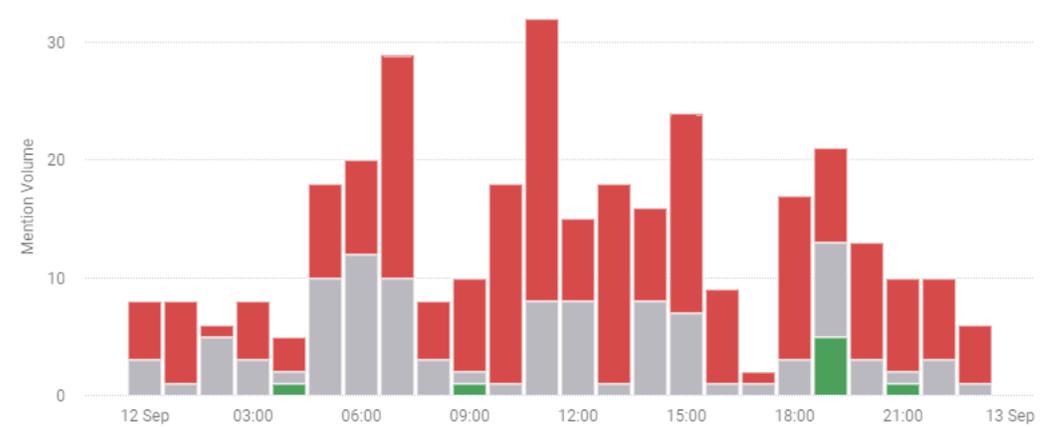
Financial Stability



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.

SOCIAL CONVERSATION CATEGORIES 24 HOURS



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.

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.

Date ^[A]	Alert Level			
	New Zealand	Wellington Region	Northland Region	Auckland Region
21 March 2020			2	
23 March 2020			▲ 3	
26 March 2020			▲ 4	
28 April 2020			▼ 3	
14 May 2020			▼ 2	
9 June 2020			▼ 1	
12 August 2020		▲ 2		▲ 3
31 August 2020		— 2		▼ 2.5
22 September 2020		▼ 1		— 2.5
24 September 2020				▼ 2
7 October 2020		— 1		▼ 1
15 February 2021		▲ 2		▲ 3
18 February 2021		▼ 1		▼ 2
23 February 2021		— 1		▼ 1
28 February 2021		▲ 2		▲ 3
7 March 2021		▼ 1		▼ 2
12 March 2021		— 1		▼ 1
23 June 2021	— 1	▲ 2		— 1
30 June 2021		▼ 1		
18 August 2021			▲ 4	
1 September 2021		▼ 3		— 4
3 September 2021		— 3	▼ 3	
8 September 2021			▼ 2	— 4

A. ▲ Changes in alert levels typically occur at 11:59 pm the night before.

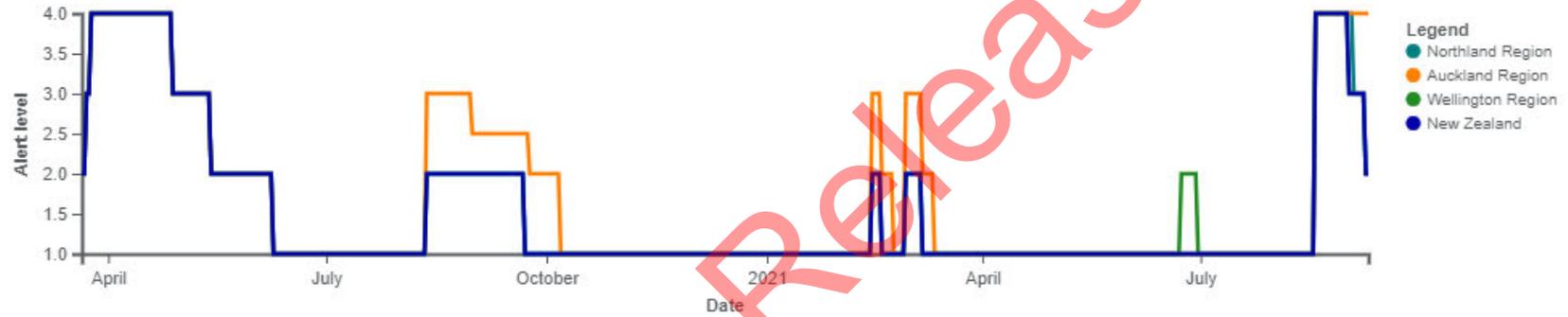
Sentiment breakdown at key dates

Date	% Neg	% Neu	% Pos
21-Mar-20	41	39	20
23-Mar-20	37	42	21
26-Mar-20	38	39	23
28-Apr-20	38	41	21
14-May-20	40	39	21
9-Jun-20	45	36	19
12-Aug-20	45	36	19
31-Aug-20	45	38	17
22-Sep-20	42	39	19
24-Sep-20	42	42	16
7-Oct-20	40	42	18
15-Feb-21	42	40	18
18-Feb-21	38	46	16
23-Feb-21	43	42	15
28-Feb-21	49	35	16
7-Mar-21	43	39	18
12-Mar-21	41	45	14
23-Jun-21	38	48	14
30-Jun-21	40	45	15
18-Aug-21	38	43	19
1-Sep-21	38	44	18
3-Sep-21	42	41	17
8-Sep-21	40	44	16

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand

Changes in alert levels.

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand



Sentiment breakdown for total dataset Jan 2020 - today



Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Monday September 13, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts explored the category of Team of 5 Million which increased 73% on Monday. With the government's announcement that Alert Levels are to remain as they are until next Tuesday, people are encouraging Aucklanders to continue their good work at Alert Level 4 and thanking them for their efforts to keep the country safe. There is frustration being expressed towards those who are not complying with restrictions and ruining the hard work done by everyone else.

Measuring categories of conversation:

The total overall volume of conversation increased by 46% with all categories increasing. Most categories decreased in negative sentiment with the Financial Stability category decreasing 9%. The largest shift in positive sentiment was in the Team of 5 Million category which increased 6%. The total dataset sentiment remained stable.

What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**
Analysts examined the Team of 5 Million category.
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.
3. **Total sentiment benchmarks p.g. 12 -13**

Proactively Released

With Alert Levels to remain until next Tuesday, people are thanking Aucklanders for their efforts. There is frustration being expressed toward those breaking the rules.

The Team of 5 Million category increased by 73% on Monday.

With government announcing that current Alert Levels are to remain as they are until next Tuesday, some people are encouraging Aucklanders to continue their good work at Alert Level 4 and thanking them for their efforts to keep the country safe.

There is frustration being expressed towards those who are not complying with Alert Level restrictions.

There is discussion around New Zealand's elimination strategy. Some believe the government are giving up on this strategy while others think that elimination/lockdown continues to be the best response to combat Delta.

A few people are discussing the importance of vaccination as a tool for New Zealand to move forward.

People from both in and outside of Auckland encouraging Aucklanders to stay the course in Level 4/ thanking them for their efforts.

? Yep **good work** all off of us in Auckland **level 4** we are doing well keep it up **stay home** and **stay safe** we **got** this

? Poor auckland it must be so frustrating for them all but remember folks you are doing a great **job**

Keep up the awesome work Auckland fam, it's the home stretch now, almost there
👍👍👍
Like · Reply · 16 h

? Can't wait next Tuesday Auckland go to **level 3** but we still need to take care and keep safe !!

Impressed at people and businesses following the rules.

SUPER impressed with everyone I came across today. GP impressively thorough through phone, labtests impressive checking everyone at the door, enforcing scanning and a bunch of seats with "do not sit" to enforce social distancing.
1:14 PM · Sep 13, 2021

Sentiment analysis: Team of 5 Million, September 7 – 13.

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



Total sentiment breakdown: for September 13: **Positive 32%** **Neutral 31%** **Negative 37%**

Thanking the PM/government for the decisions around New Zealand's COVID-19 response.

facebook.com
Timeline Photos
Doing a great job jacinda nz s wellbeing comes first being locked down is better than buried

facebook.com
#LIVE: COVID-19 update - 13 September 2021
PM you are doing a good job thank you so much 🙏🙏🙏

? Your doing great **job** Primeminister this is not an easy time it's easy to make comments here and there but this is a difficult time trying to keep all of Aotearoa safe

Frustrated at those not complying with Alert Level restrictions which is ruining the good work of everyone else.

? We have to stay in level 2 because Aucklanders can't follow the rules. Sort your 🐞 out Auckland, you're letting the country down. I owe you nothing.

The rest of Auckland is staying home, following rules, but these privilege fuc#ers think they are above the law and can do what they want. NZers are so angry, they want blood and justice, only jail time is going to appease us all. Let's hope the charges are severe and not soft.

10:40 PM · Sep 13, 2021

It's not the government failing us, it is people who are not following the rules that are failing us.

Like · Reply · 14 h

Extending Alert Level 4 for another week won't make a difference to stopping cases as compliance is "slipping".

I thought scientists were meant to be neutral and measured in their assessments? Don't see how a difference of a week, in a lockdown where compliance is already slipping, is enough to cause an 'explosive outbreak'. Whatever that even means.

10:04 PM · Sep 13, 2021

I know of at least 3 parties around Auckland that had at least 30 people. That's about 15 different bubbles each if not more. Locking down for another week won't do shit if people aren't going to follow the rules (and if the so called experts don't either and go swimming etc)

4:28 PM · Sep 13, 2021

Discussion around New Zealand's elimination strategy. Some people think the government is giving up on elimination while others think continuing this strategy is the best way to combat Delta.

As an Aucklander I'd much rather stay in Level 4 lockdown so we can eliminate Delta - we do not want to be in and out of Level 4 for the rest of the year - surely that is more economically damaging?

10:19 AM · Sep 13, 2021 from Auckland, New Zealand

· 17h

Saying they're going to move to level 3 next week and urging Aucklanders to get vaccinated as fast as they can. Read between the lines dude, if this isn't contained by next Tuesday elimination is over.

was an in-principle decision, so could be revoked -- and level 3 can be used in cases where there are active clusters (but managed). regardless, you are right that we're reaching the end of our elimination strategy. Its just not quite yet imo

5:29 PM · Sep 13, 2021

Thanks to our elimination strategy, we spent only a few weeks in lockdown in 2020, the rest of the time free in level one. As a result, our economy has done very well. Again this year, hardly any time in lockdown - including the present one. Can afford what it takes to eliminate.

8:07 PM · Sep 13, 2021 from Kapiti Coast District, New Zealand

So, we've eliminated Covid in the rest of New Zealand and just need to finish stamping it out in Auckland and get everyone (who can) vaccinated so we can enjoy summer. Plan A is working, this is Plan A, that's literally the same plan it ever was and we are still doing it.

I should mention that there is genuine hardship associated with the longer lockdown in Auckland, and the government has put supports in place. But the majority of NZers back the elimination strategy as the best response for economy, health and education.

Some people are pointing out the importance of vacation as a tool for the country to move forward.

Once we eliminate this outbreak, we'll be in a good space to have choices on how we open up when we are vaccinated.

In a few days we'll pass USA on the % of people with at least one shot, a week or so later we will reach where UK currently is.

We are on track to 90% in a month.

9:20 PM · Sep 13, 2021

Lockdown was never meant to be done every time. It was only to flatten the curve to begin with to allow the vaccine to catch up. Now that the vaccine is here, the sooner we can get everyone vaccinated the sooner we can get out of lockdown.

The vaccine is late. Should have been here back in Feb.

Like · Reply · 11 h

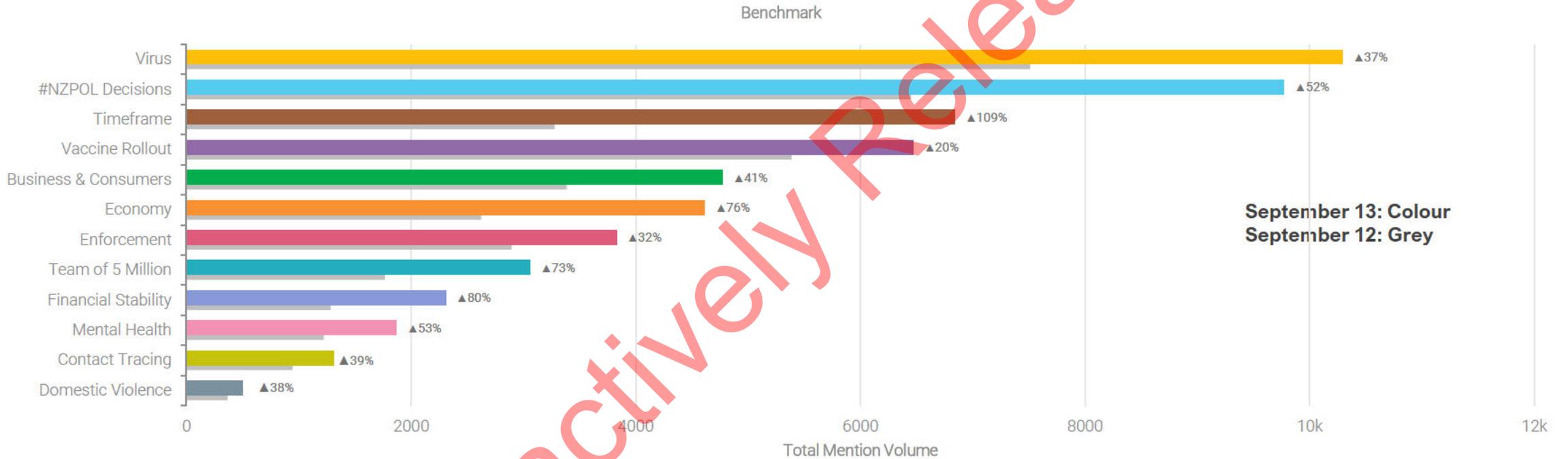
Using humour to get through lockdown.

Yay, another full week of not having to bother wearing undies. #lockdownnz

7:09 PM · Sep 13, 2021

Category change: Benchmark

Categories current time period (September 13) benchmarked against previous time period (September 12)



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 13: 41,244 (+46%)
September 12: 28,289 (+7%)
September 11: 26,525 (-17%)

Total sentiment breakdown (see pages 12 & 13 for reference).

September 13: Neg 41% Neu 40% Pos 19%
September 12: Neg 43% Neu 40% Pos 17%
September 11: Neg 43%, Neu 41%, Pos 16%

Net sentiment of each category

Comparing current period (Sept 13) with shift from previous day (Sept 12)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	39	-6	51	6	10	0
Enforcement	42	-1	49	1	9	0
Virus	47	0	44	0	9	0
#NZPOL decisions	45	0	42	-1	13	1
Economy	42	-2	48	0	10	2
Mental Health	56	-1	37	-1	7	2
Financial Stability	46	-9	46	7	8	2
Team of 5 Million	37	-1	31	-5	32	6
Contact Tracing	32	-4	61	4	7	0
Timeframe	34	-4	49	5	17	-1
Domestic Violence	62	-2	33	0	5	2
Vaccine Rollout	49	1	37	0	14	-1

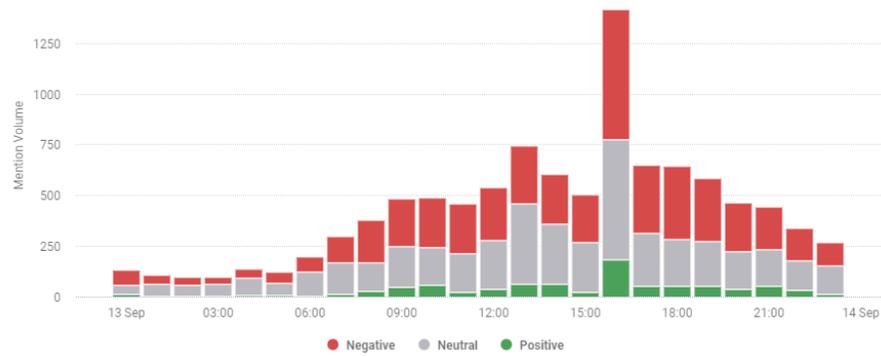
On Monday, the majority of categories decreased in negative sentiment

The largest decrease in negative sentiment was in Financial Stability (9%) followed by Business & Consumers (6%). The largest shift in

- 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.

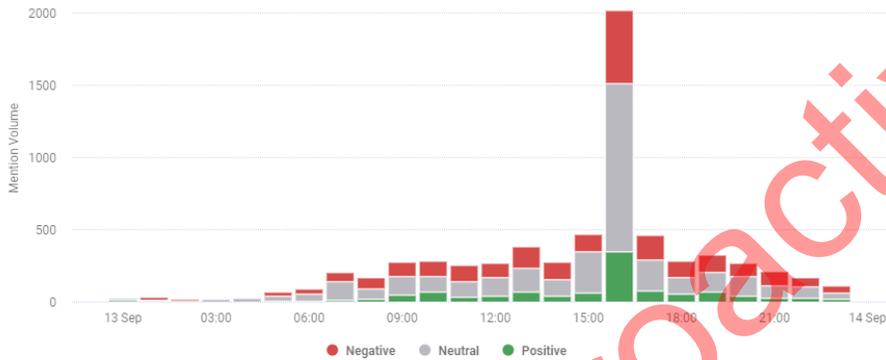
Virus



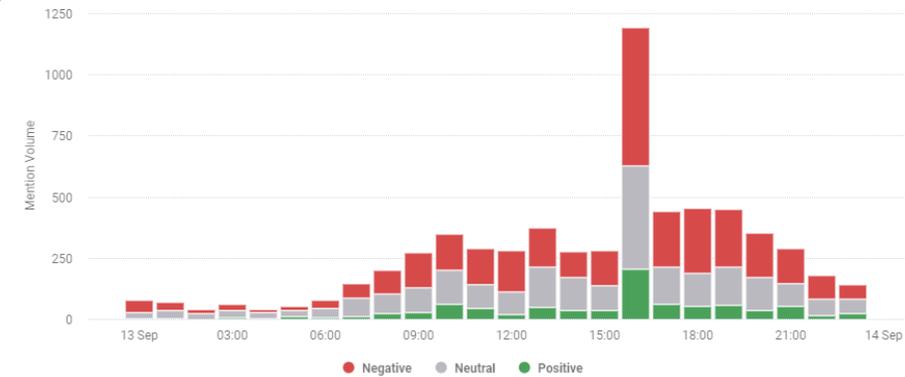
#NZPOL Decisions



Timeframe

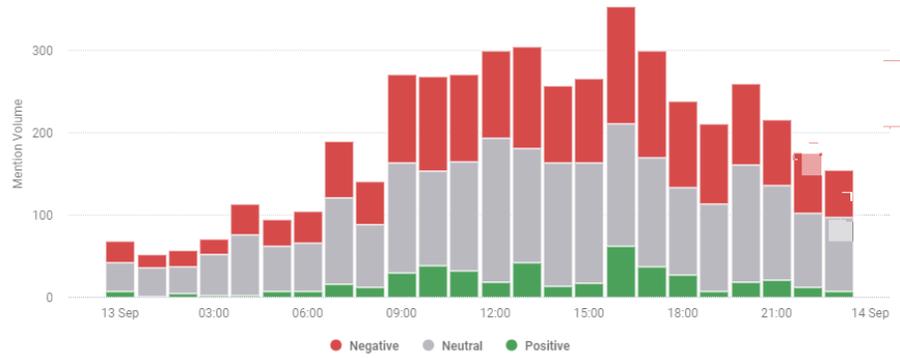


Vaccine Rollout



Proactively Released

Business and Consumers



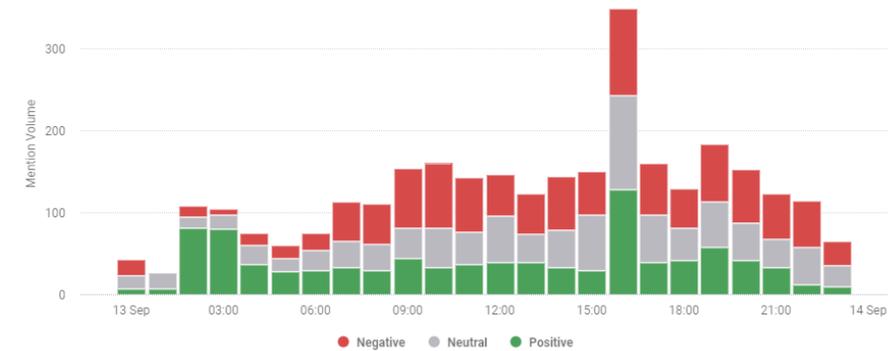
Economy



Enforcement

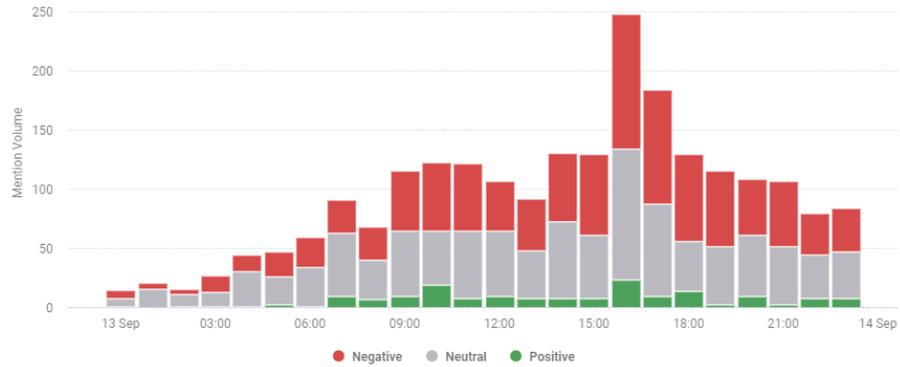


Team of 5 Million



Proactively Released

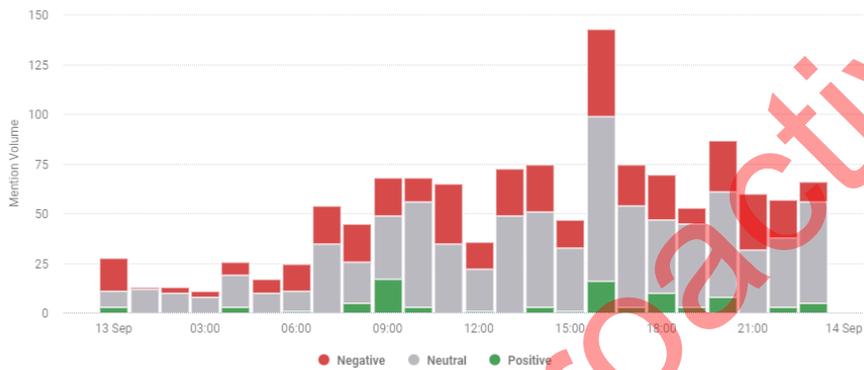
Financial Stability



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.

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.

Date ^[A]	Alert Level			
	New Zealand	Wellington Region	Northland Region	Auckland Region
21 March 2020			2	
23 March 2020			▲ 3	
26 March 2020			▲ 4	
28 April 2020			▼ 3	
14 May 2020			▼ 2	
9 June 2020			▼ 1	
12 August 2020		▲ 2		▲ 3
31 August 2020		— 2		▼ 2.5
22 September 2020		▼ 1		— 2.5
24 September 2020				▼ 2
7 October 2020		— 1		▼ 1
15 February 2021		▲ 2		▲ 3
18 February 2021		▼ 1		▼ 2
23 February 2021		— 1		▼ 1
28 February 2021		▲ 2		▲ 3
7 March 2021		▼ 1		▼ 2
12 March 2021		— 1		▼ 1
23 June 2021	— 1	▲ 2		— 1
30 June 2021		▼ 1		
18 August 2021			▲ 4	
1 September 2021		▼ 3		— 4
3 September 2021		— 3	▼ 3	
8 September 2021		▼ 2		— 4

A. ▲ Changes in alert levels typically occur at 11:59 pm the night before.

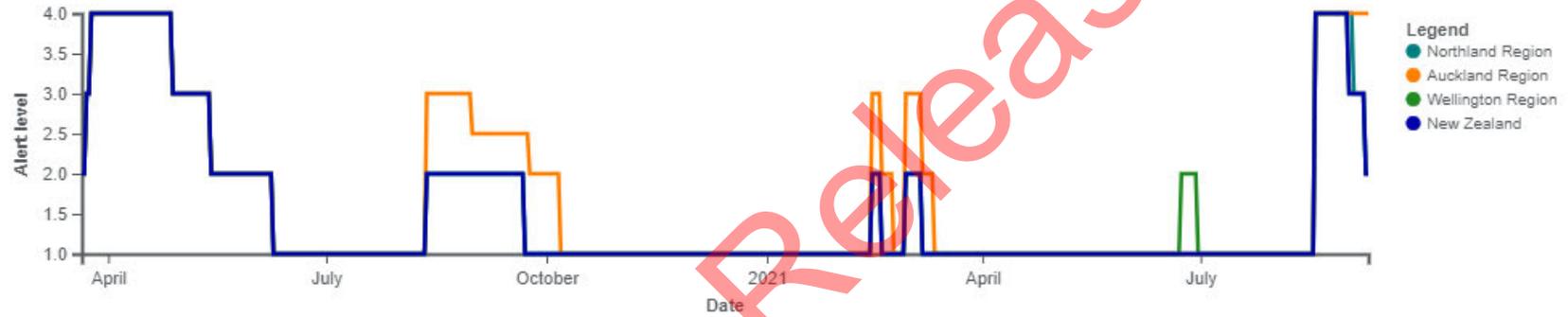
Sentiment breakdown at key dates

Date	% Neg	% Neu	% Pos
21-Mar-20	41	39	20
23-Mar-20	37	42	21
26-Mar-20	38	39	23
28-Apr-20	38	41	21
14-May-20	40	39	21
9-Jun-20	45	36	19
12-Aug-20	45	36	19
31-Aug-20	45	38	17
22-Sep-20	42	39	19
24-Sep-20	42	42	16
7-Oct-20	40	42	18
15-Feb-21	42	40	18
18-Feb-21	38	46	16
23-Feb-21	43	42	15
28-Feb-21	49	35	16
7-Mar-21	43	39	18
12-Mar-21	41	45	14
23-Jun-21	38	48	14
30-Jun-21	40	45	15
18-Aug-21	38	43	19
1-Sep-21	38	44	18
3-Sep-21	42	41	17
8-Sep-21	40	44	16

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand

Changes in alert levels.

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand



Sentiment breakdown for total dataset Jan 2020 - today



Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Tuesday September 14, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

New Zealanders are taking to social media to relate positive experiences of receiving a vaccine and in particular praising vaccine staff for making the experience a good one. Debate about vaccine safety and effectiveness continues with people questioning how safe Pfizer is for teenagers or pointing to Israel as an example of a country with a high vaccine rate that is experiencing an increase in case numbers.

Measuring categories of conversation:

The total overall volume of conversation decreased by 11% on Tuesday. Most categories decreased in negative and positive sentiment; however, Timeframe became slightly more negative.

Total dataset sentiment became slightly more negative overall.

Note: News coverage and discussion about the Wanaka couple has impacted several categories due to them being 'essential workers' which is a key term used in the COVID response.

What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**
Analysts examined conversation 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.
3. **Total sentiment benchmarks p.g. 12 -13**

Proactively Released

New Zealanders are taking to social media to relate their positive experiences of receiving a vaccine, however debate about vaccine safety and effectiveness continues.

The Tuesday 1pm press conference's focus on the importance of vaccination has resulted in an increase in the Vaccine Rollout category by 5%.

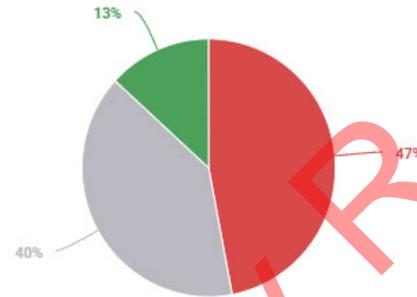
New Zealanders are sharing positive vaccine access stories and offering support to those who are fearful or experiencing anxiety. In particular, people are commenting about how great the vaccine staff have been. In some forums people are talking about anti-vaxx/vaccine hesitant people they know in their networks.

Some are debating the effectiveness of the vaccine rollout by using Israel as an example of a highly vaccinated country that is experiencing rising COVID cases, some are citing the Mu variant as vaccine resistant.

Some are debating the safety of the vaccine, and some have posted links to a story about a US study saying teenagers are more likely to get vaccine-related myocarditis than end up in hospital with Covid, some are still commenting that they are waiting for Novavax which they see as safer than Pfizer.

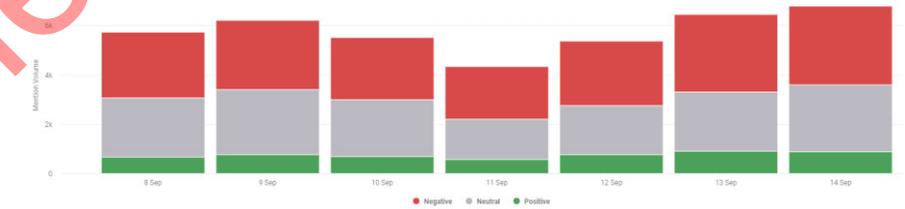
A story about UK 'ditching vaccine passports' has sparked expressions of relief from (potentially) vaccine hesitant people who are calling vaccine passports a human-rights issue.

Total sentiment breakdown for Vaccine Rollout category, Tuesday 14 September.



Volume and sentiment Vaccine Rollout, September 8 – 14.

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



New Zealanders respond to commenters who are feeling anxious about getting their vaccine with positive stories about their vaccine experiences.

As someone who has had a reaction to a vaccine that could have turned me into a poster child for anti-vaxxers, I just want to say that you're doing the right thing. I've been cleared for mine too, and I know we'll be fine.

The people doing them are really awesome. Tell them you are nervous and ask if it is ok to stick around longer than usual afterwards. To put you at ease. And the lollies are nice, don't be shy about asking for the lollies. I wasn't lol. Tell us how you got on tomorrow. You are a legend for stepping up and a bigger one to help others too! Kia Kaha brother or sister.

↑ 33 ↓ Reply Share Report Save

The people who run the clinics are very nice and the clinics are very efficient. You'll most likely get a lollipop afterwards.

↑ 1 ↓ Reply Share Report Save

In some forums people are posting about family or people in their networks who are vaccine hesitant or anti-vaxx.

I know various people who don't want to get it. Excuses range from "it's not tested enough" to "you get better immunity if you get covid / the vaccine is not effective enough" to "fuck this government / Jacinda".

11 ↑ ↓ Reply Share Report Save

Everyone in my household (except me) is adamant about not getting it - they don't want to "inject an experimental drug" into their bodies. So glad to be living with conspiracy theorist parents and siblings lol

9 ↑ ↓ Reply Share Report Save

Had some acquaintances who were hesitant initially but for some reason or another they've gone ahead and got themselves vaccinated now. I wonder if this outbreak really opened some minds up with regards to getting the vaccine sooner rather than later

9 ↑ ↓ Reply Share Report Save

Debating vaccine safety

Meanwhile in the UK!
Teenage boys are six times more likely to suffer from heart problems from the vaccine than be hospitalised from Covid-19, a major study has found... See more



TELEGRAPH.CO.UK
Teenage boys more at risk from vaccines than Covid

Like Reply · 1 d

10



Well you won't find valid investigations on Facebook. The PM was asked about the stories and her reply that there have been no reports of teenage deaths caused by the vaccine was reported in all the major media outlets if you missed the live press conference. Doctors and coroners have no reason to lie. Certainly reporters would pounce...

I am waiting for Novavax. Promised for next year. No word recently. I heard Australia outbid NZ so none for Kiwis only more of experimental Pfizer.

Like Reply · 2 h

1

I will continue to wait, hopefully it's better than the dot shot.

Like Reply · 1 h

Debating vaccine effectiveness

Israel which has the highest vaccination rate has 60% of hospitalised patients for Covid 19 fully vaccinated. That is a very high rate for a 9 million vaccinated country and onto there 3rd booster so it's not stopping people going to hospital. At the same time, Israel now has one of the highest infection rates in the world, potentially a sign of waning vaccine immunity? We need to look at other countries that have had a head start to see it's not working and should remain personal choice and we shouldn't be forced by using measures of a vaccine passport to go to our local shops

Like Reply · 1 d · Edited

2

Clearly no one knows what's happening in Israel. 4th injection time, roll up!

Like Reply · 10 h

1

Mu variant...the vaccine does not work on it. Mu is now in 64 countries

Like Reply · 13 h

Discussing vaccine passports. Comments seem to be from those who are vaccine hesitant or anti-vaxx

So is a breach of human rights yet nz government doesn't want to stop its making me so stressed and anxious I am not ready for something not tested long enough they can say what the please but I want to wait till I'm ready should be our choice not forced. Complete breach of all human rights and it's a horrible feeling

Like Reply · 1 d

143

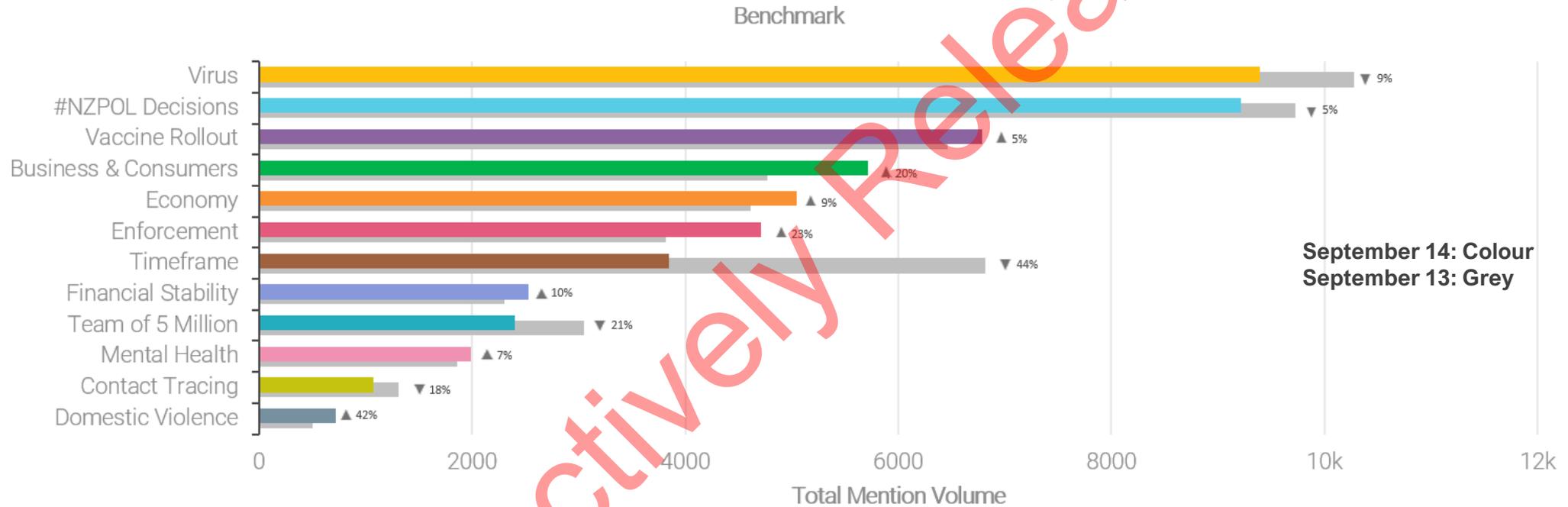
Good on them. No one should be made to this. For travelling around the world yes, but for going into places in your own country is wrong

Like Reply · 1 d

17

Category change: Benchmark

Categories current time period (September 14) benchmarked against previous time period (September 13)



September 14: Colour
September 13: 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:
September 14: 36,466 (-11%)
September 13: 41,244 (+46%)
September 12: 28,289 (+7%)

Total sentiment breakdown (see pages 12 & 13 for reference).

September 14: Neg 43%, Neu 42%, Pos 15%
September 13: Neg 41% Neu 40% Pos 19%
September 12: Neg 43% Neu 40% Pos 17%

Net sentiment of each category

Most categories decreased in negative and positive sentiment. However Timeframe became slightly more negative.

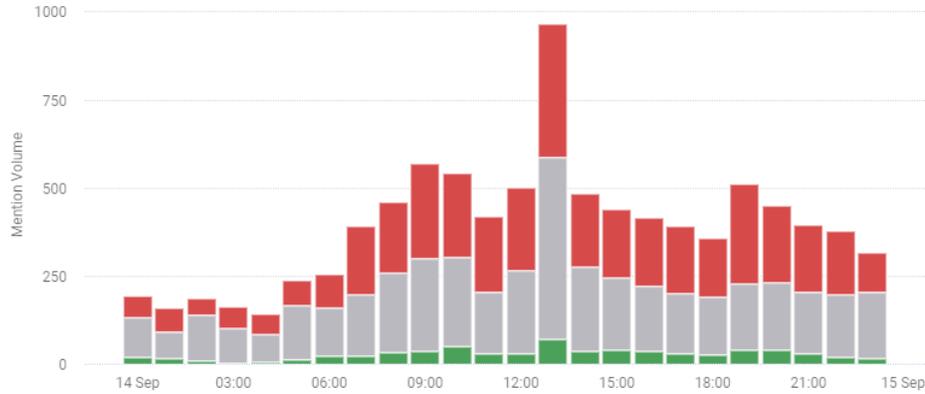
Comparing current period (Sept 14) with shift from previous day (Sept 13)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	36	-3	56	5	8	-2
Enforcement	40	-2	52	3	8	-1
Virus	44	-3	48	4	8	-1
#NZPOL decisions	44	-1	45	3	11	-2
Economy	35	-7	57	9	8	-2
Mental Health	51	-5	46	9	3	-4
Financial Stability	40	-6	54	8	6	-2
Team of 5 Million	38	1	42	11	20	-12
Contact Tracing	32	0	61	0	7	0
Timeframe	37	3	48	-1	15	-2
Domestic Violence	49	-13	48	15	3	-2
Vaccine Rollout	47	-2	40	3	13	-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.

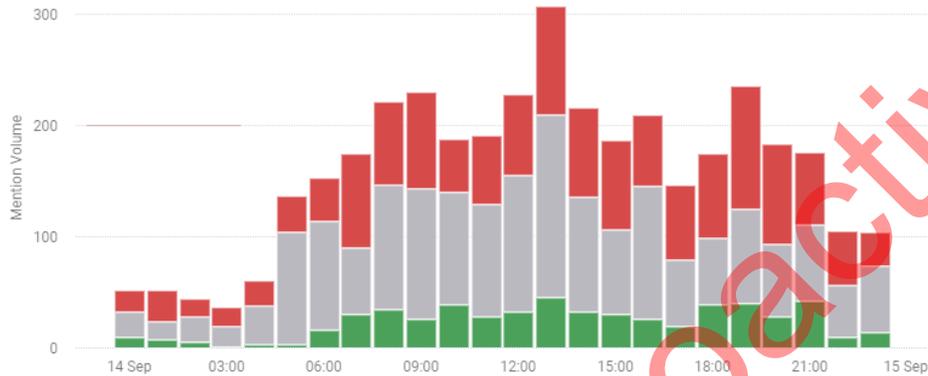
Virus



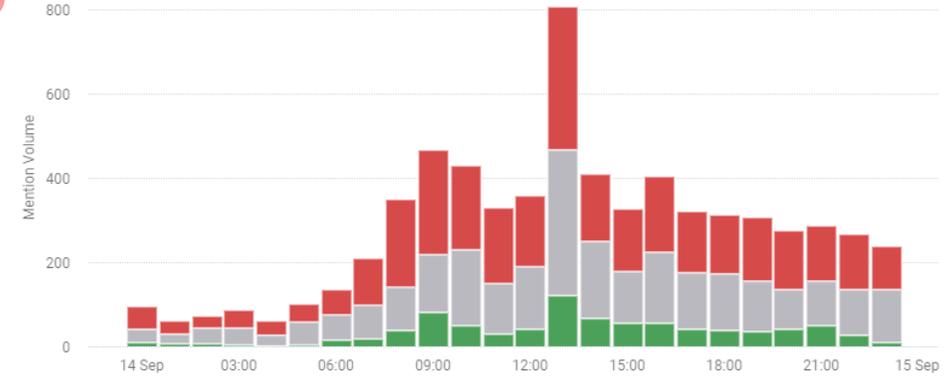
#NZPOL Decisions



Timeframe

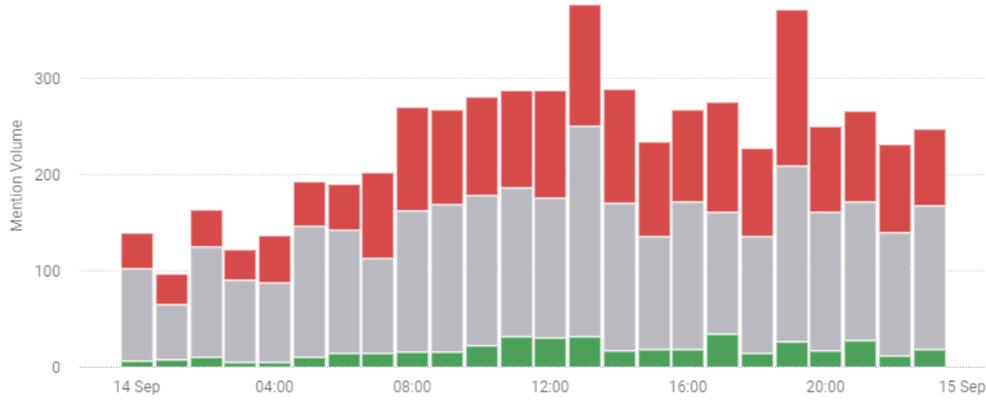


Vaccine Rollout

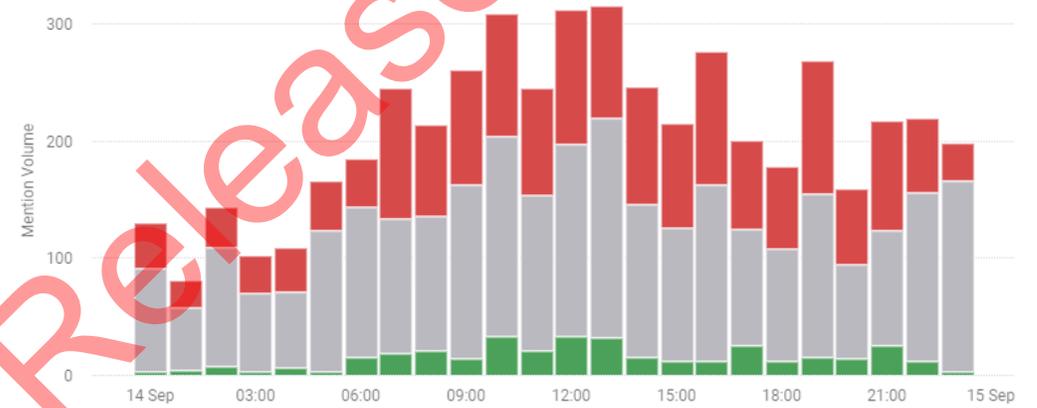


Proactively Released

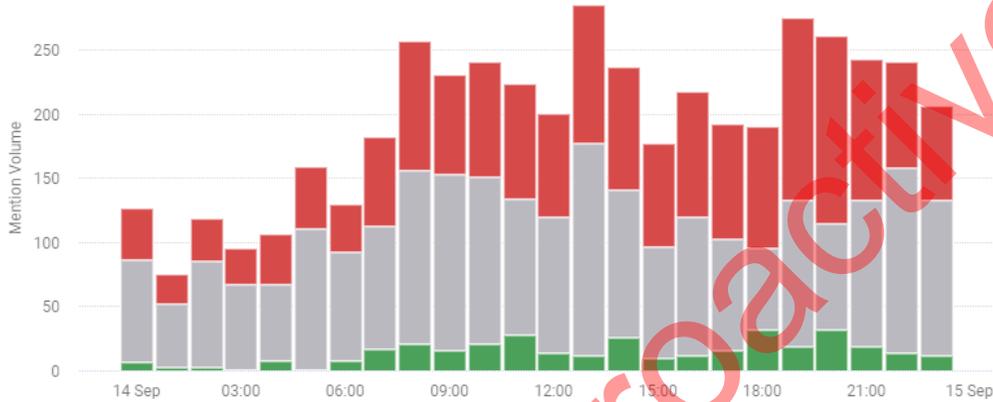
Business and Consumers



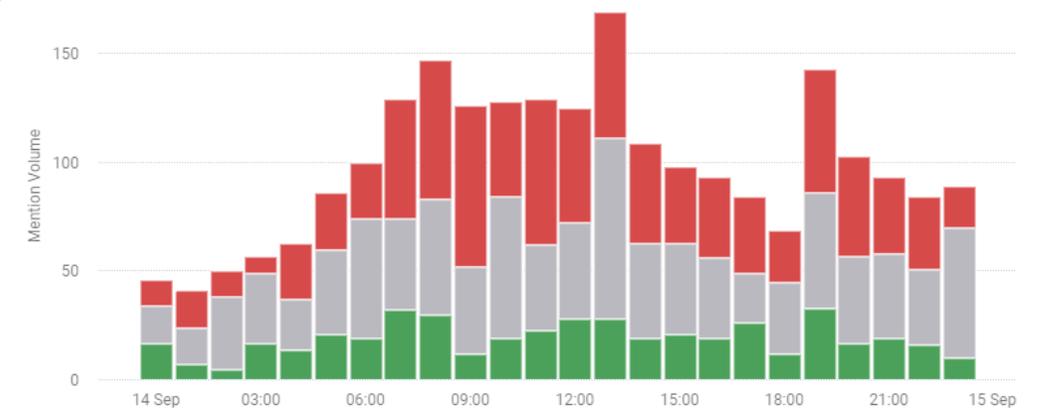
Economy



Enforcement

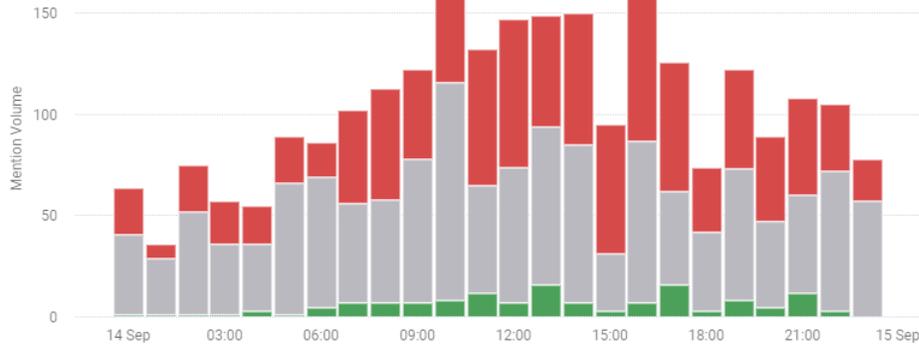


Team of 5 Million



Proactively Released

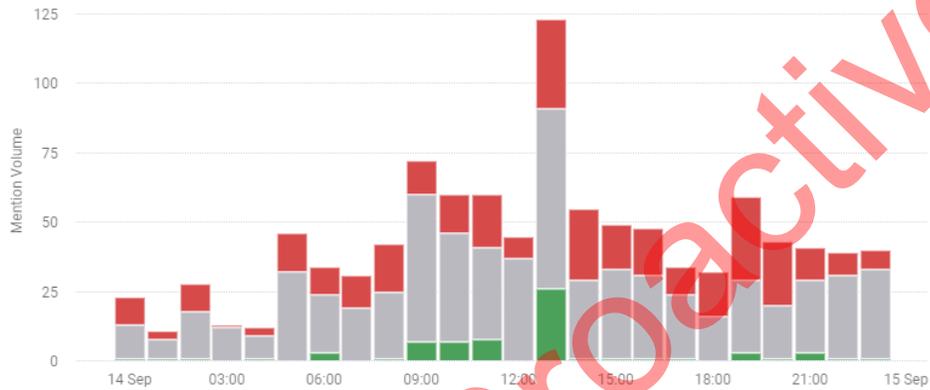
Financial Stability



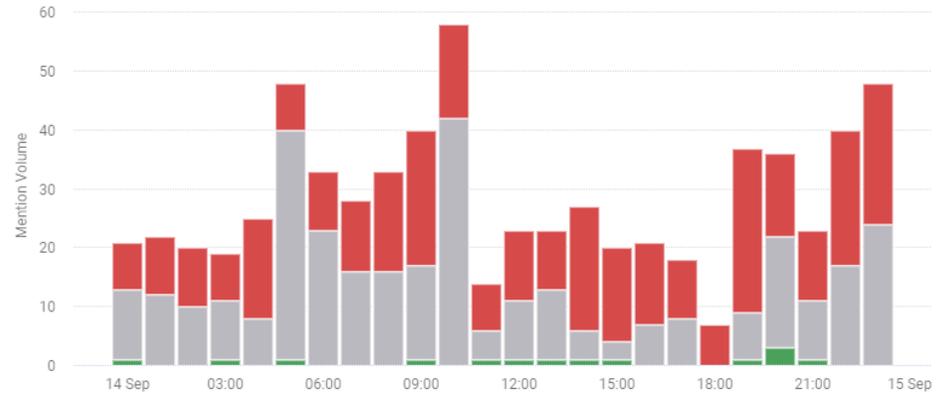
Mental Health



Contact Tracing



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.

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.

Date ^[A]	Alert Level			
	New Zealand	Wellington Region	Northland Region	Auckland Region
21 March 2020			2	
23 March 2020			▲ 3	
26 March 2020			▲ 4	
28 April 2020			▼ 3	
14 May 2020			▼ 2	
9 June 2020			▼ 1	
12 August 2020		▲ 2		▲ 3
31 August 2020		— 2		▼ 2.5
22 September 2020		▼ 1		— 2.5
24 September 2020				▼ 2
7 October 2020		— 1		▼ 1
15 February 2021		▲ 2		▲ 3
18 February 2021		▼ 1		▼ 2
23 February 2021		— 1		▼ 1
28 February 2021		▲ 2		▲ 3
7 March 2021		▼ 1		▼ 2
12 March 2021		— 1		▼ 1
23 June 2021	— 1	▲ 2		— 1
30 June 2021		▼ 1		
18 August 2021			▲ 4	
1 September 2021		▼ 3		— 4
3 September 2021		— 3	▼ 3	
8 September 2021		▼ 2		— 4

A. ▲ Changes in alert levels typically occur at 11:59 pm the night before.

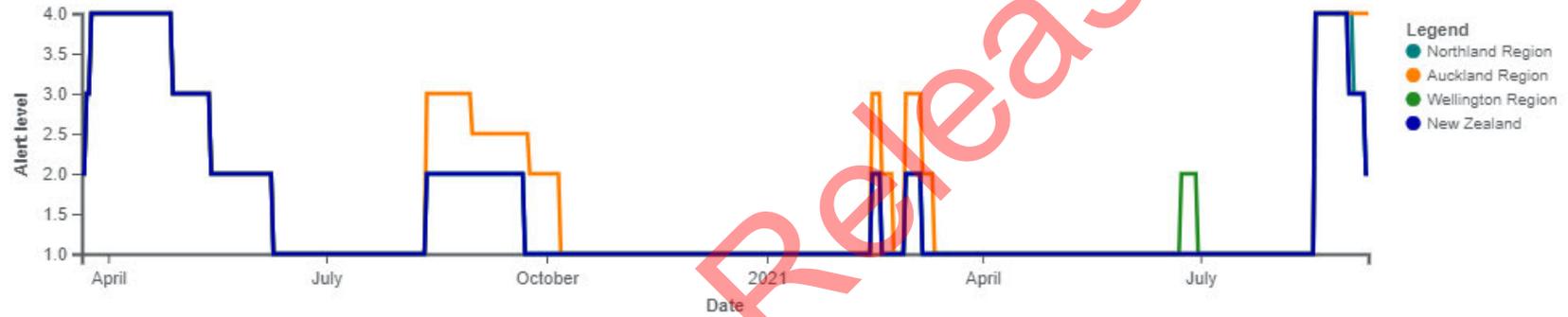
Sentiment breakdown at key dates

Date	% Neg	% Neu	% Pos
21-Mar-20	41	39	20
23-Mar-20	37	42	21
26-Mar-20	38	39	23
28-Apr-20	38	41	21
14-May-20	40	39	21
9-Jun-20	45	36	19
12-Aug-20	45	36	19
31-Aug-20	45	38	17
22-Sep-20	42	39	19
24-Sep-20	42	42	16
7-Oct-20	40	42	18
15-Feb-21	42	40	18
18-Feb-21	38	46	16
23-Feb-21	43	42	15
28-Feb-21	49	35	16
7-Mar-21	43	39	18
12-Mar-21	41	45	14
23-Jun-21	38	48	14
30-Jun-21	40	45	15
18-Aug-21	38	43	19
1-Sep-21	38	44	18
3-Sep-21	42	41	17
8-Sep-21	40	44	16

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand

Changes in alert levels.

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand

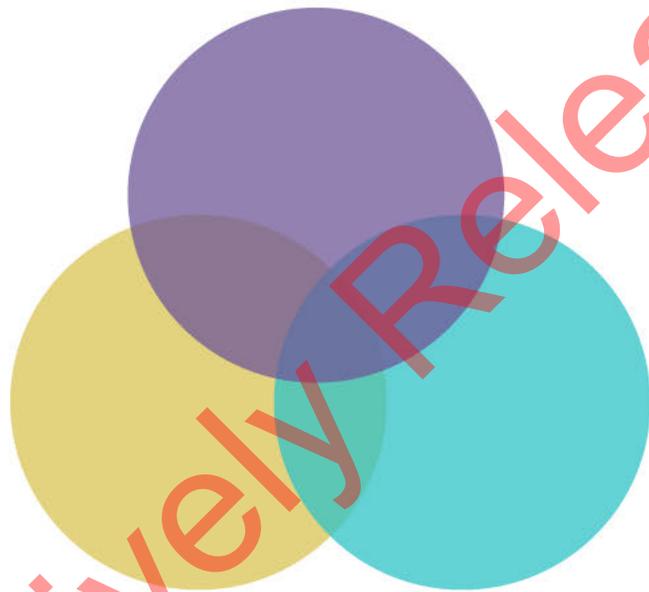


Sentiment breakdown for total dataset Jan 2020 - today



Thank you

Proactively Released



**Unite Against COVID-19:
Social Conversation Analysis**
Wednesday September 15, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

With the government announcing an extension for its financial support measures for businesses this week, analysts explored conversation in the Financial Stability category. On Wednesday, people and businesses are sharing resources and guiding people to where support can be found/applied for. Some people are talking about how getting payment or support has been straightforward and swift, while others continue to express frustration at delays in receiving their wage subsidy payments.

Measuring categories of conversation:

The total overall volume of conversation decreased by 3% on Wednesday. Key shifts were a 15% volume decrease in the Timeframe category and an 8% volume increase in the Vaccine rollout category. Sentiment remained stable across most categories as well as the total dataset.

What's in this report:

- 1. Social Conversation Analysis p.g. 4 -5**
Analysts examined conversation in the Financial Stability category.
- 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.
- 3. Total sentiment benchmarks p.g. 12 -13**

Proactively Released

On Wednesday, people and businesses are sharing resources where support is available. There continues to be frustration at delayed wage subsidy payments.

Analysts explored the Financial Stability category. This week the government announced it was extending its financial support measures for businesses who can apply for additional funding.

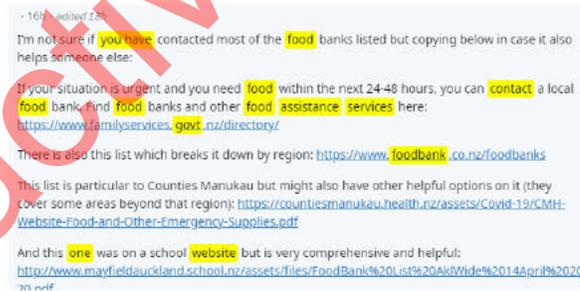
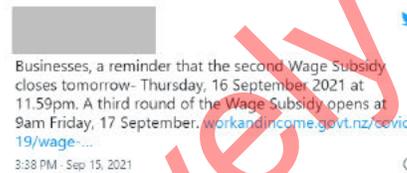
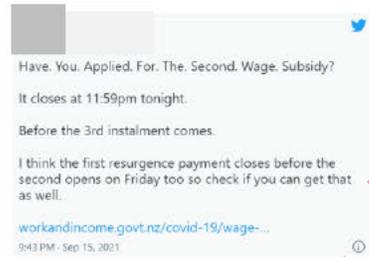
On Wednesday, there are people and businesses sharing resources and guiding people to where support can be found. Others are answering people's questions about schemes and entitlements.

Some people are talking about how getting payment or support has been straightforward and swift, while others continue to express frustration at delays in receiving their wage subsidy payments.

A few people are discussing how the current support measures e.g., wage subsidy are not covering all different family set-ups.

Conversation included debate about support for Auckland businesses versus the rest of the country and the importance of Auckland to the country's economy.

Sharing resources where people can access money and support.



Volume and sentiment Financial Stability, September 9-15

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



Total sentiment breakdown Wednesday September 15

Positive 6%, Neutral 57%, Negative 37%

Process to get help has been frictionless



Helping fellow New Zealanders with their questions/concerns about available financial support.

Have you tried to get hold of NZ red cross, MSD, etc for assistance. Sorry to hear about your problems but also try CAB (citizens advice bureau) for counselling if needed.

7 7 [Reply](#) [Share](#) [Report](#) [Save](#)

reddit.com
Covid-19: Auckland sex workers offering services despite level 4 rules
 You can get both. Wage subsidy is for wages, RSP is for business costs eg rent, supplies

19h
 Your business hasn't been operating for at least a month and therefore ineligible for wage subsidy or RSP. Nothing can be done about that. You're entitled to any benefits normally available to individuals.

13h · edited 3h
 Anyone who can't afford food is entitled to apply for a food grant from WINZ. It sounds like they haven't told you the full story about your entitlements (which is almost always the case in my experience). You don't have to be unemployed to get a food grant.

Wage subsidy does not provide support to all families' situations.



Sucks how the wage subsidy doesn't cover parents w small children 😞 lost weeks of work and the only option I have is to "extend my bubble to have someone watch my child" What kinda lockdown is that.

6:31 PM · Sep 15, 2021



Debate about what Auckland businesses need / what Auckland means to New Zealand's economy.

Yet you all saying to cut Auckland from the rest of nz. Auckland can't obey rules, Auckland this Auckland that we do remember but now you moan because you need Aucklanders sigh. Mmmm yeah ok no when Auckland goes down levels Auckland will worry about Auckland economy. First support our region businesses. Can't have it both ways. Auckland businesses have been hit hard too. Think about it next time before putting Auckland and those that live in it all in one category.

Like · Reply · 10 h

Simply not enough for business especially in Auckland.

Like · Reply · 15 h

business owners moaning about not enough support.....You already got the largest portion of the borrowed 50 mil. All that money going to prop up your businesses. If you cant survive this lockdown your business is not in good shape. Only 12% of nzers own a business. That 12% have had more support than ever. And still not enough! Geez. Our kids will be paying this borrowed money back and still hands our out demanding more!

Like · Reply · 14 h

That money still doesn't cover much. While yes it does help it's not paying all our bills which we still have to pay!! The government are delusional, this can't keep going on like this. Businesses and peoples lives are at risk. No one wants to take on more debt even at interest free for a few years. I'm not sure what to do or say to get their attention as they either don't reply or pussy foot around the question. All I know is that Auckland is crumbling and we can't keep going on like this. I don't want anyone getting sick or passing away but we need another plan.

Like · Reply · 1 d

Would support a target relief package for businesses with a clear path to opening up borders.

I'd support a targeted relief package for businesses if there was a clear opening to strive for. Let's hope our vaccine rates continue so we have more options

8:41 PM · Sep 15, 2021

Frustrated at delays to receiving the wage subsidy payouts.

I know we can't always rely on help like this but I have a husband who is severely depressed and not sure he wants to carry on the business anymore.....We applied for Wage Subsidy 1, for Self Employed 3 weeks ago got a confirmation email also got a phone call Friday week ago confirming everything, heard nothing since....have applied for the 2nd round on Tuesday this week, no confirmation email to say it has been received. Has it???...who knows....no pay for almost a month now....have been borrowing and now at the stage nothing for rent this coming Monday!!!!..... Depression, stress....this sucks!!!! 😞 😞

Like · Reply · 21 h

Idk who's getting offered this but the ird and msd haven't replied to my wage subsidy applications 🙄

1News @1NewsNZ
 Covid-19: Govt offers \$10m funding for Aucklanders to access food, essential items
tvnz.co.nz/one-news/new-z...



12:31 AM · Sep 15, 2021

Anger that South Island businesses are potentially suffering despite no community cases



If an island south of Auckland had no cases of Covid for a year why lock them down and restrict business growth and livelihoods???

Category change: Benchmark

Categories current time period (September 15) benchmarked against previous time period (September 14)



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 15: 35,245 (-3%)
September 14: 36,466 (-11%)
September 13: 41,244 (+46%)

Total sentiment breakdown (see pages 12 & 13 for reference).

September 15: Neg 41%, Neu 43%, Pos 16%
September 14: Neg 43%, Neu 42%, Pos 15%
September 13: Neg 41% Neu 40% Pos 19%

Net sentiment of each category

Sentiment generally remained stable across categories.

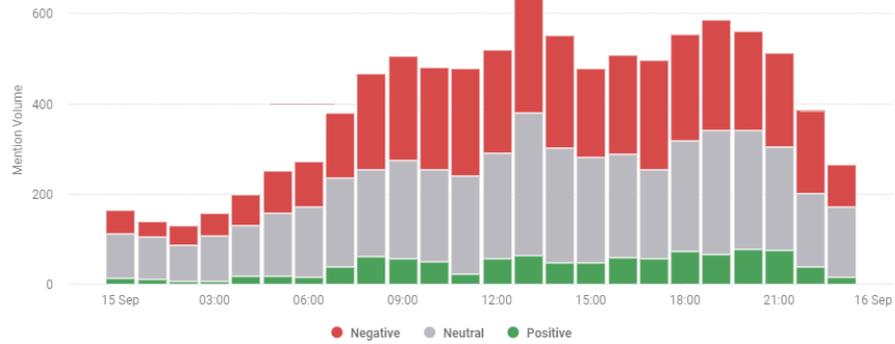
Comparing current period (Sept 15) with shift from previous day (Sept 14)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	36	0	56	0	8	0
Enforcement	40	0	53	1	7	-1
Virus	44	0	48	0	8	0
#NZPOL decisions	42	-2	47	2	11	0
Economy	34	-1	59	2	7	-1
Mental Health	48	-3	47	1	5	2
Financial Stability	37	-3	57	3	6	0
Team of 5 Million	36	-2	42	0	22	2
Contact Tracing	28	-4	64	3	8	1
Timeframe	35	-2	52	4	13	-2
Domestic Violence	53	4	43	-5	4	1
Vaccine Rollout	45	-2	41	1	14	1

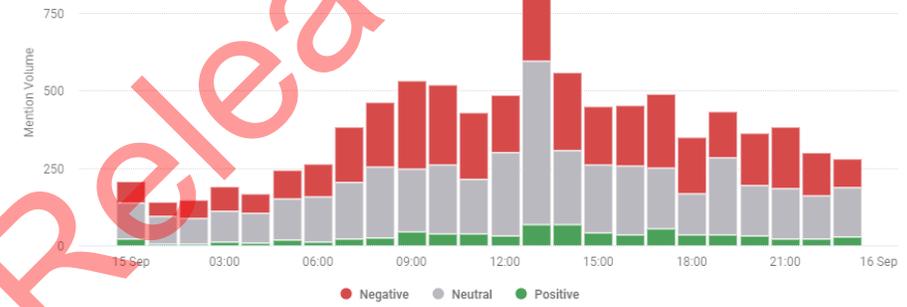
- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

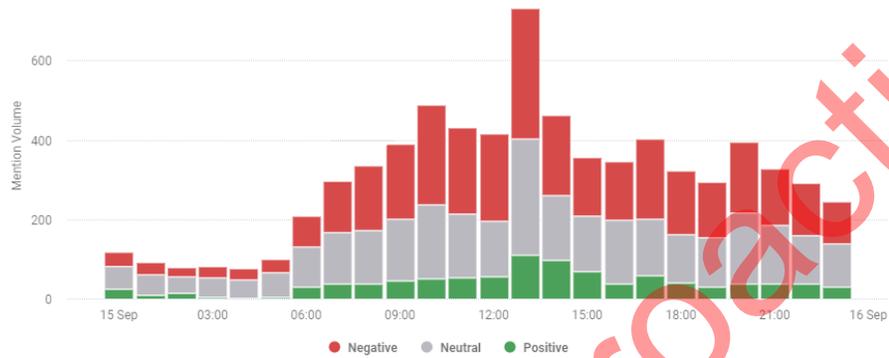
#NZPOL Decisions



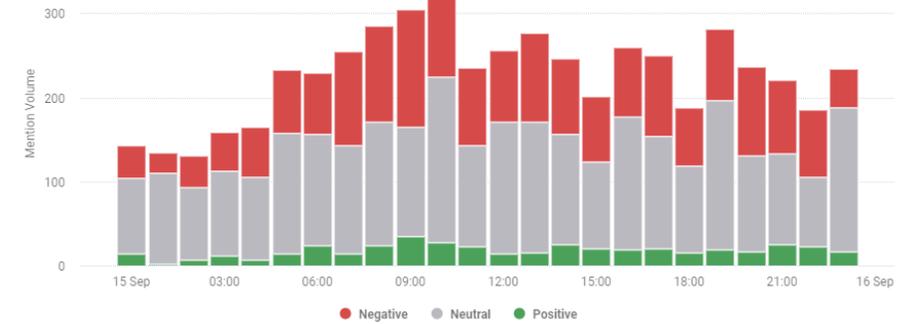
Virus



Vaccine Rollout



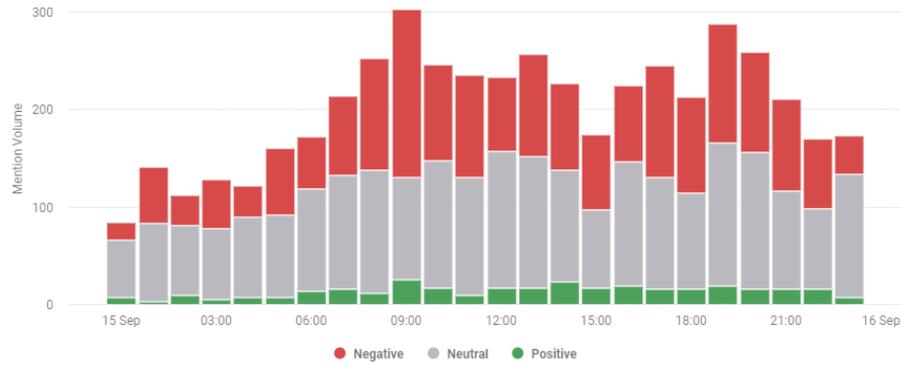
Business and Consumers



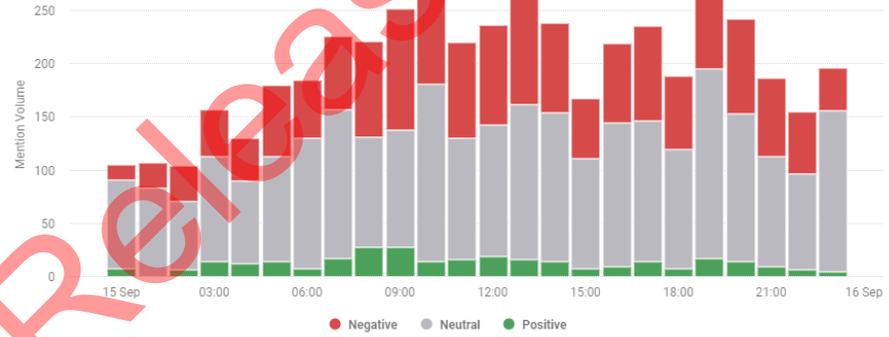
Proactively Released

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.

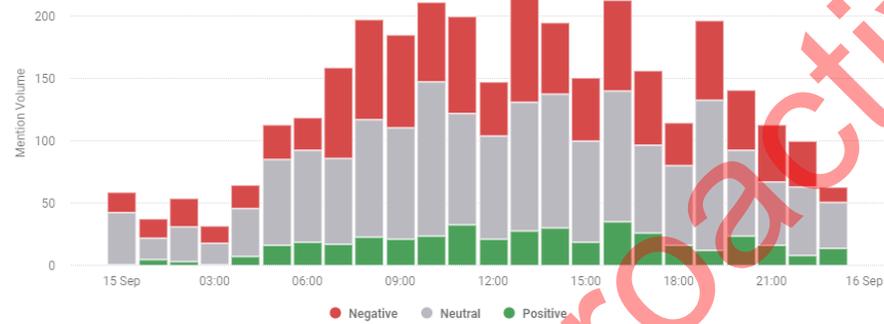
Enforcement



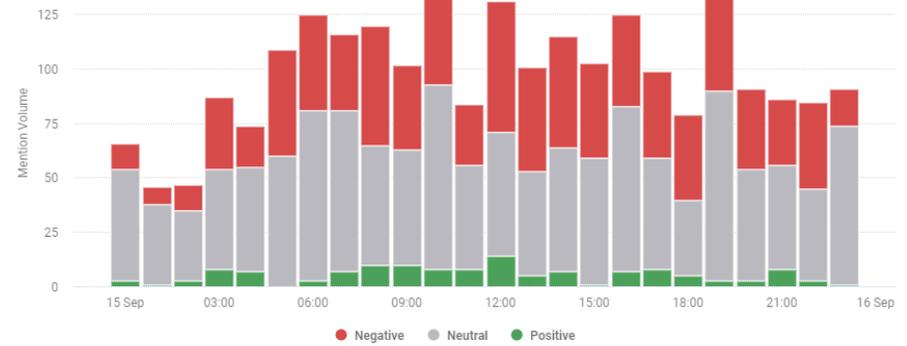
Economy



Timeframe

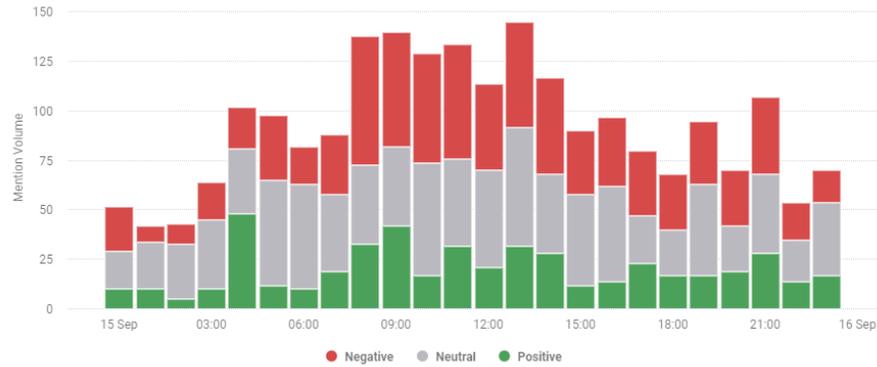


Financial Stability

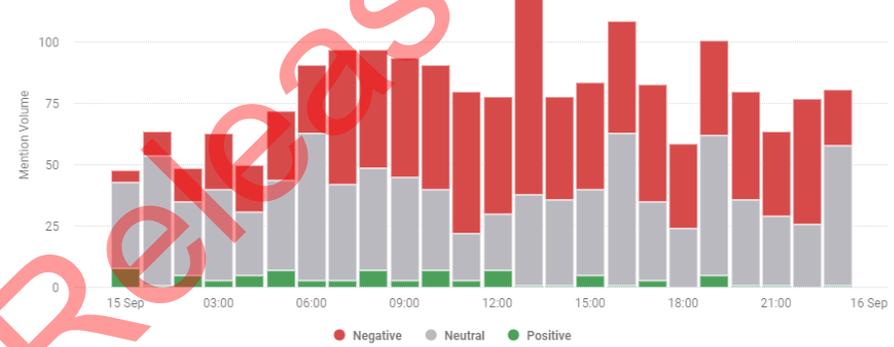


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

Team of 5 Million



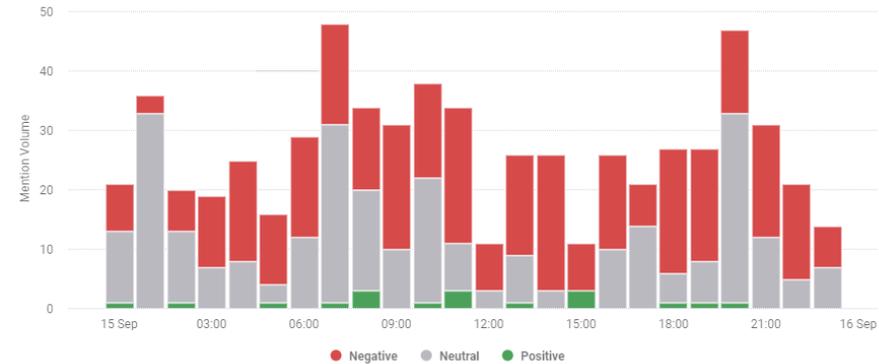
Mental Health



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.

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.

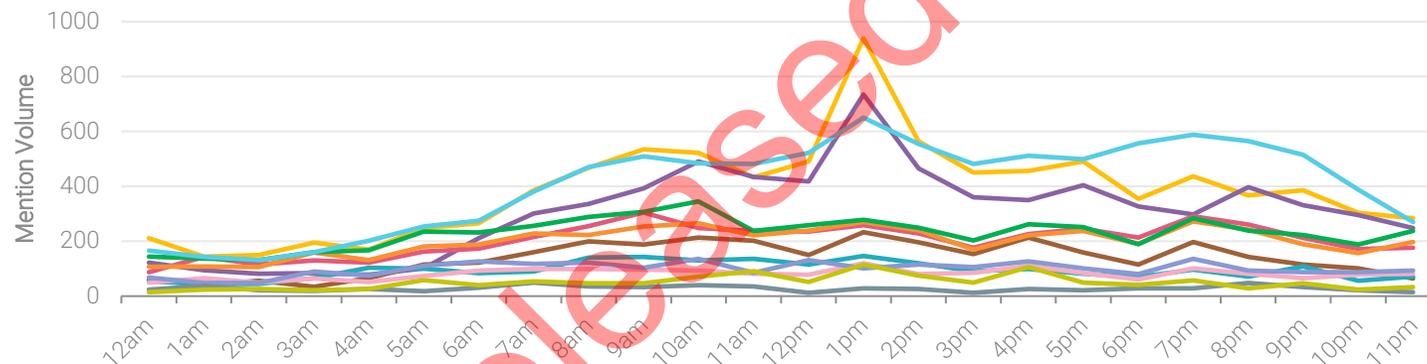
Financial stability

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.

Date ^[A]	Alert Level			
	New Zealand	Wellington Region	Northland Region	Auckland Region
21 March 2020			2	
23 March 2020			▲ 3	
26 March 2020			▲ 4	
28 April 2020			▼ 3	
14 May 2020			▼ 2	
9 June 2020			▼ 1	
12 August 2020		▲ 2		▲ 3
31 August 2020		— 2		▼ 2.5
22 September 2020		▼ 1		— 2.5
24 September 2020				▼ 2
7 October 2020		— 1		▼ 1
15 February 2021		▲ 2		▲ 3
18 February 2021		▼ 1		▼ 2
23 February 2021		— 1		▼ 1
28 February 2021		▲ 2		▲ 3
7 March 2021		▼ 1		▼ 2
12 March 2021		— 1		▼ 1
23 June 2021	— 1	▲ 2		— 1
30 June 2021		▼ 1		
18 August 2021			▲ 4	
1 September 2021		▼ 3		— 4
3 September 2021		— 3	▼ 3	
8 September 2021		▼ 2		— 4

A. ▲ Changes in alert levels typically occur at 11:59 pm the night before.

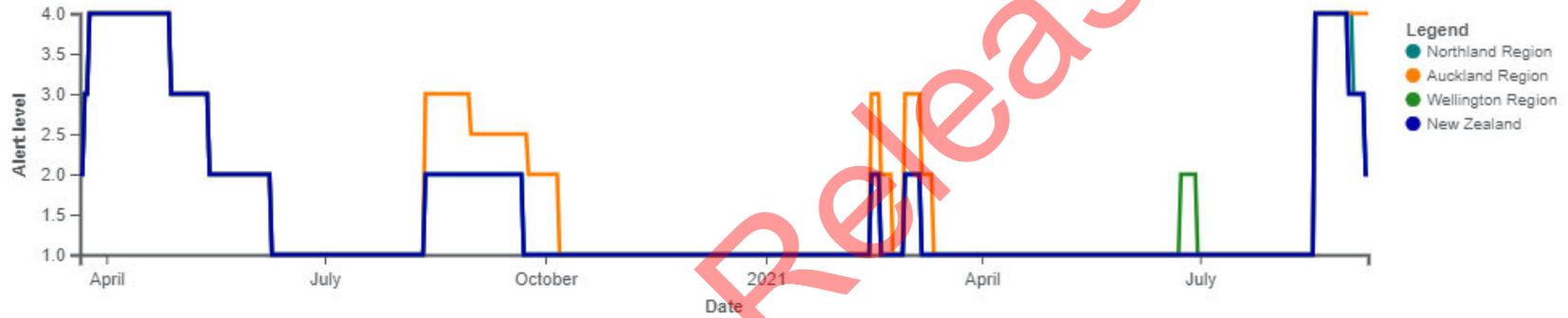
Sentiment breakdown at key dates

Date	% Neg	% Neu	% Pos
21-Mar-20	41	39	20
23-Mar-20	37	42	21
26-Mar-20	38	39	23
28-Apr-20	38	41	21
14-May-20	40	39	21
9-Jun-20	45	36	19
12-Aug-20	45	36	19
31-Aug-20	45	38	17
22-Sep-20	42	39	19
24-Sep-20	42	42	16
7-Oct-20	40	42	18
15-Feb-21	42	40	18
18-Feb-21	38	46	16
23-Feb-21	43	42	15
28-Feb-21	49	35	16
7-Mar-21	43	39	18
12-Mar-21	41	45	14
23-Jun-21	38	48	14
30-Jun-21	40	45	15
18-Aug-21	38	43	19
1-Sep-21	38	44	18
3-Sep-21	42	41	17
8-Sep-21	40	44	16

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand

Changes in alert levels.

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand



Sentiment breakdown for total dataset Jan 2020 - today



Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Saturday September 18, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts explored how New Zealanders are talking about cases and case numbers. Some New Zealanders are feeling positive and hopeful of an Alert Level change in Auckland after it was announced there was only one unlinked community case on Saturday while others are uncertain that an Alert Level change can happen safely following the rise in case numbers.

Measuring categories of conversation:

On Saturday there was a 14% decrease in total volume of conversation. All categories reduced in volume with the largest drops in the Economy and Financial Stability categories which both decreased 30%. Category sentiment generally remained stable with some small shifts. Overall total sentiment increased 6% in positive sentiment and 2% in negative sentiment.

What's in this report:

- 1. Social Conversation Analysis p.g. 4 -5**
Analysts explored conversation about cases and case numbers.
- 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.
- 3. Total sentiment benchmarks p.g. 12 -13**

Proactively Released

With only one unlinked community case on Saturday, some are feeling hopeful of an Alert Level change in Tāmaki Makaurau while others are unsure moving down can be done safely.

Analysts explored how New Zealanders are talking about cases and case numbers.

Some New Zealanders are feeling positive and hopeful of an Alert Level change in Tāmaki Makaurau after it was announced there was only one unlinked community case on Saturday.

There are some who don't believe Tāmaki Makaurau can move out of Alert Level 4 safely this week due to case numbers rising and unlinked cases.

With no community cases, some in Te Wai Pounamu believe they should be moved to Alert Level 1.

Conversation includes New Zealanders discussing case numbers in countries that have high levels of vaccination.

Feeling positive there was only one unlinked case on Saturday.

All bar 1 were household contacts.. that 1 is the mystery. If they can trace where that person picked it up from then there should be no reason why we can't go down to L3. We just need no mystery cases that's all. keep thinking positive thoughts and let's keep our fingers crossed 🙏

5:24 PM · Sep 18, 2021

Hey that doesn't seem so bad if you read this article. It said the cases are all connected apart from 1 and the numbers are expected to bounce around a bit!

? The cases aren't really the important thing, it's not having unlinked cases - just 1 today which is easy for contract tracers to get on top of.

Just seem Michael Baker on the News and he says that the cases today do not reflect not being able to move down to Level 3, because just 1 unlinked case today.

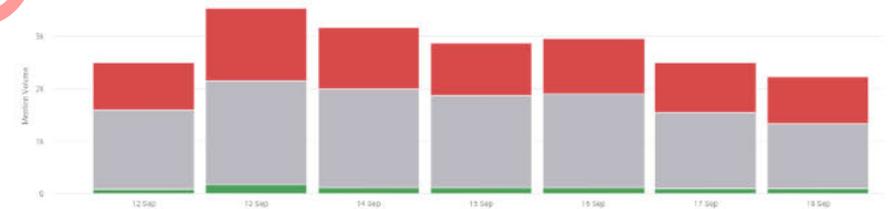
5:33 PM · Sep 18, 2021

With so few unlinked cases I'm hoping for level 3. Auckland deserves takeaways

1:45 PM · Sep 18, 2021

Volume and sentiment: Cases/Case numbers September 12 - 18

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



Total sentiment breakdown: Cases/Case numbers Saturday September 18

Positive 5%, Neutral 55%, Negative 40%

Want to see the case numbers supporting a change in Alert Levels, not just because people want to get out of lockdown.

I'm not hoping for a level change... I'm hoping the case numbers support a level change.

I have a family member overseas, currently very ill with Covid-Delta.

Being stuck in the house for a few weeks (or more) is a small price to pay to avoid that for NZ families. #lockdownnz

1:53 PM · Sep 18, 2021

With no community cases, those in Te Wai Pounamu believe they should move to Alert Level 1.

Just give us South Islanders level 1 already, still no cases here so no excuses after all this time now, initially at the beginning yes but certainly no reason now for us to still be in Lockdown!

Like · Reply · 12 h

facebook.com

We can't use lockdowns forever - PM

How about letting the South Island go to level one then! We haven't had a community case since the first lockdown yet we continue to be punished.

18 Sep

Rest of NZ is locked as well, no cases in South Island and we can't move out of level 2 until Auckland drops. Now it's all about control

7:10 PM · Sep 18, 2021

Questioning why new cases are happening despite Tāmaki Makaurau being in lockdown.



It is too far down the lockdown track for new cases to be transmitted, because we should all be home. It is either bubble breaches, or amongst essential workers. Both of which mean lockdown will not totally stamp it out.

Sep 18, 2021 05:28:42 AM

Am wondering, after 32 days of level 4 lockdown in Auckland, how come we are still getting new cases?



At some point you will have to ask yourself where all these new cases are coming from while Auckland has been in lockdown.

Don't believe Tāmaki Makaurau can move out of Alert Level 4 with the current number of new and unlinked cases.

With unexplained cases still getting discovered at Middlemore Hospital, and a few unlinked cases and unexpected waste water results, I'm not sure if it's a good idea.

I'd love for Auckland to go down in levels, but I don't want to go back up again after a week or 2 either.

6:48 PM · Sep 18, 2021

We want to eliminate the Delta this week but the cases are growing higher than previous week. It doesn't look good Aucklanders 😞

Like · Reply · 13 h

Cant see how Auckland can drop a level yet. Too many new cases. Originally we shut down because of one. Everything everyone has done will be wasted. Another week of Level 4 needed. An absolute pain for everyone but if we don't it will get worse.

Like · Reply · 15 h

- 14h

The fact that delta is seriously contagious, and people are walking right past each other without masks on within 2 feet. Obviously day 1 of lockdown is going to look different to day 30 something, but it's getting ridiculous. If we're seeing similar case numbers on Monday, we're going to stay in level 4, and everyone will moan about it despite them not adhering to proper lockdown rules.

Alert Level 4 has been instrumental in reducing case numbers/eliminating Delta.

- 15h

If level 4 isn't enough to eliminate it, why have cases been dropping? That makes absolutely no sense. We got the R value below 1 by using level 4. As long as we keep it below 1, the outbreak will be eliminated.

The question is really around how long it takes to eliminate it, and if we can keep compliance with level 4 restrictions high enough for long enough.

Discussion of other country's case numbers despite high levels of vaccination.

Even with 77% fully Pfizered, Singapore has around 900 new cases each day.

8:00 PM · Sep 18, 2021

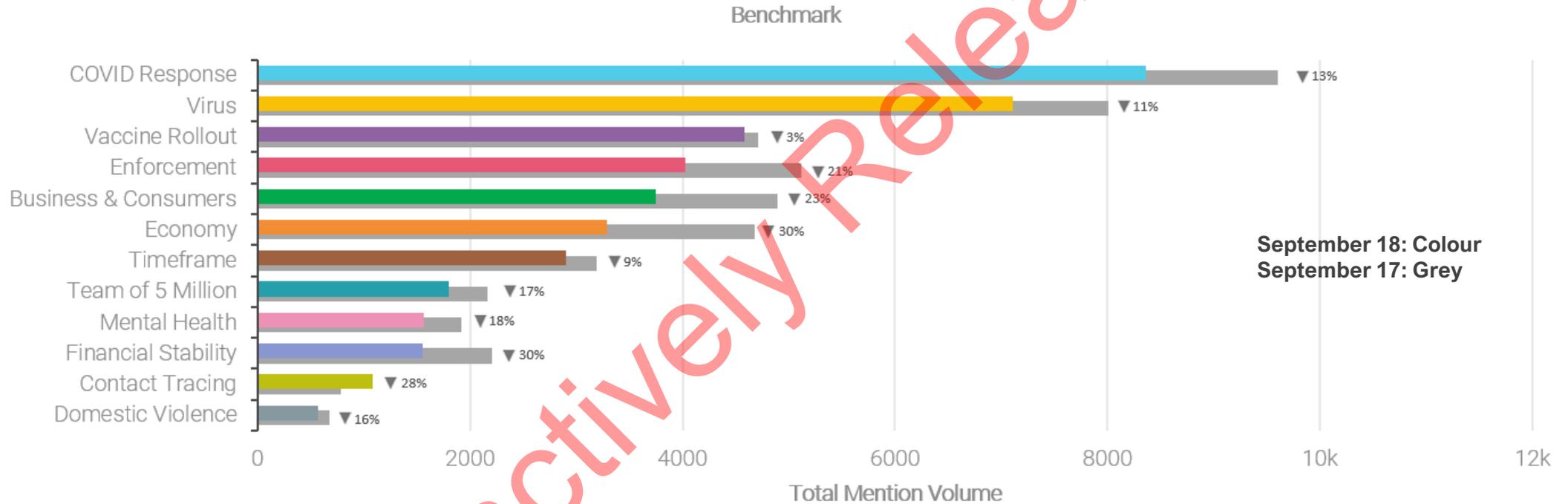
Tell that to Israel and Taiwan with over 90% vaxxed and still suffering breakthrough cases and looking at more restrictions 🙄

2:18 PM · Sep 18, 2021

Rubbish. Wales is at ~75% as of July and are facing skyrocketing numbers of cases and potentially another lockdown.

Category change: Benchmark

Categories current time period (September 18) benchmarked against previous time period (September 17)



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 18: 27,113 (-14%)
September 17: 31,407 (-13%)
September 16: 36,052 (+3%)

Total sentiment breakdown (see pages 12 & 13 for reference).

September 18: Neg 43%, Neu 41%, Pos 16%
September 17: Neg: 40%, Neu: 50%, Pos 10%
September 16: Neg 40%, Neu 50%, Pos 10%

Net sentiment of each category

Sentiment generally remained stable across all categories with a few minor shifts. Timeframe increased 6% and economy increased 3% in negative sentiment.

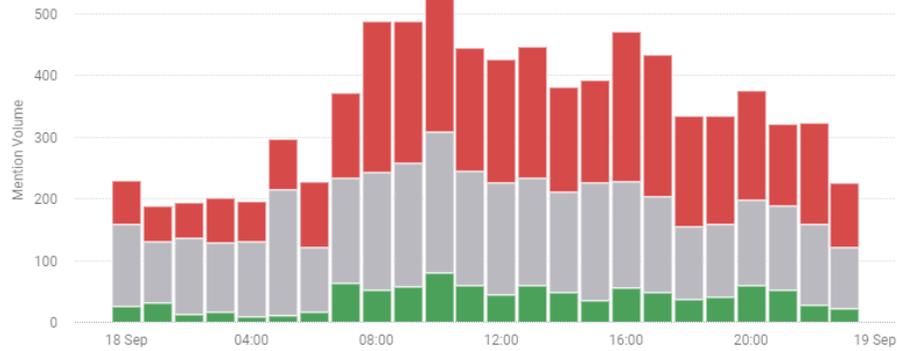
Comparing current period (Sept 18) with shift from previous day (Sept 17)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	35	1	56	-2	9	1
Enforcement	42	2	49	-3	9	1
Virus	45	1	46	-2	9	1
Covid Response	44	2	44	-4	12	2
Economy	37	3	53	-5	10	2
Mental Health	50	0	46	1	4	-1
Financial Stability	42	3	50	-3	8	0
Team of 5 Million	37	2	41	-3	22	1
Contact Tracing	27	0	67	1	6	-1
Timeframe	39	6	47	-5	14	-1
Domestic Violence	49	-10	49	10	2	0
Vaccine Rollout	47	1	39	-1	14	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.

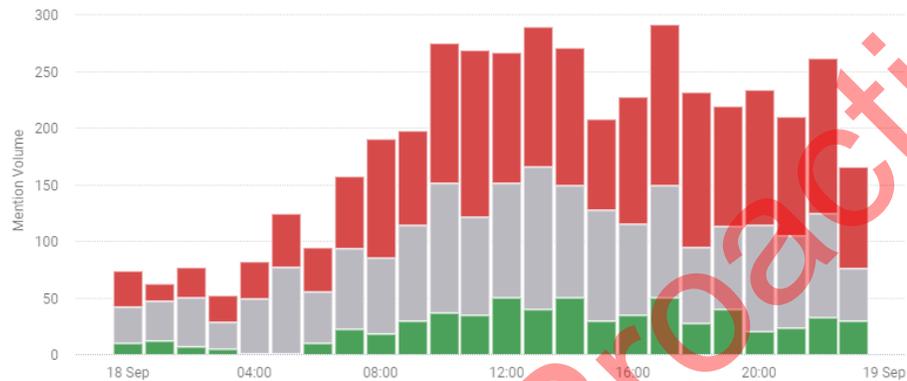
Covid Response



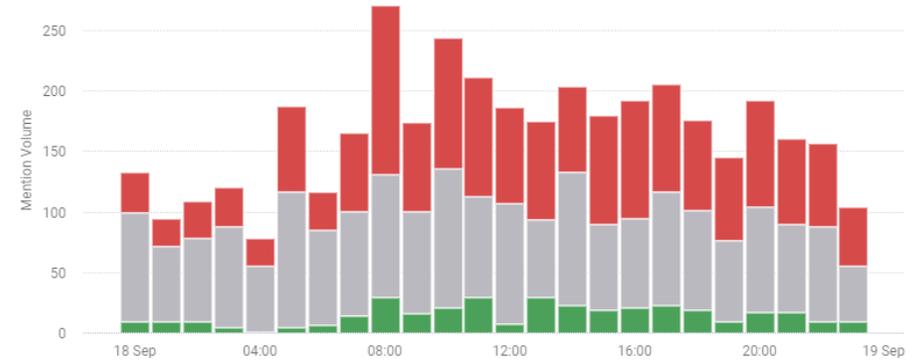
Virus



Vaccine Rollout

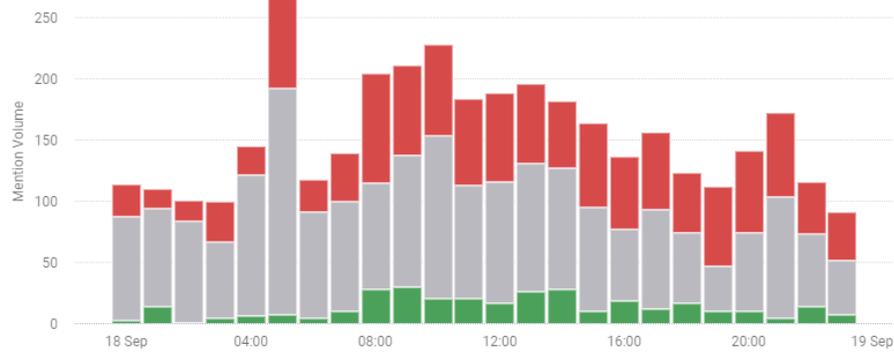


Enforcement

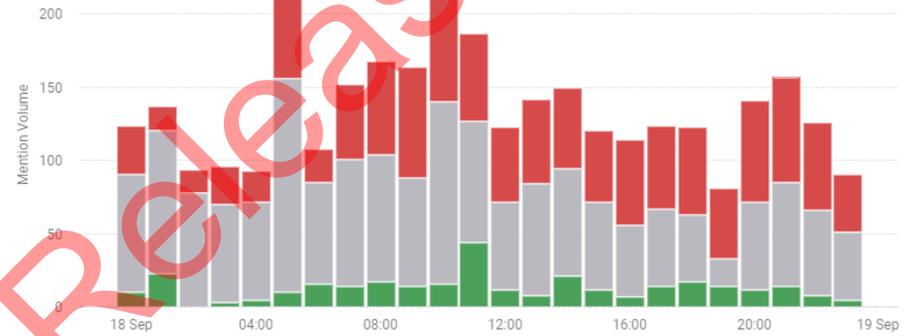


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

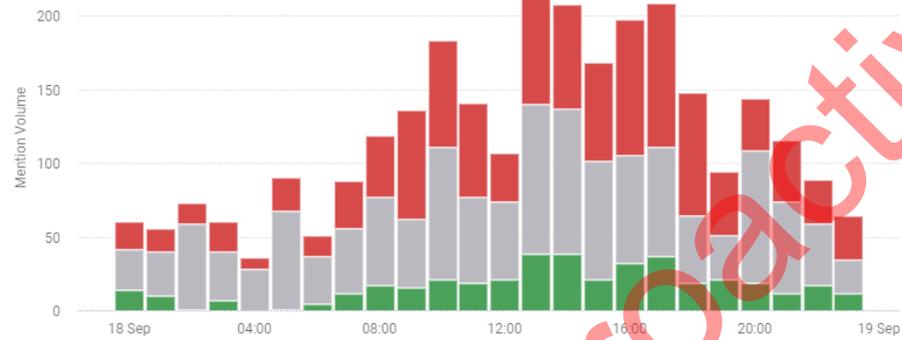
Business & Consumers



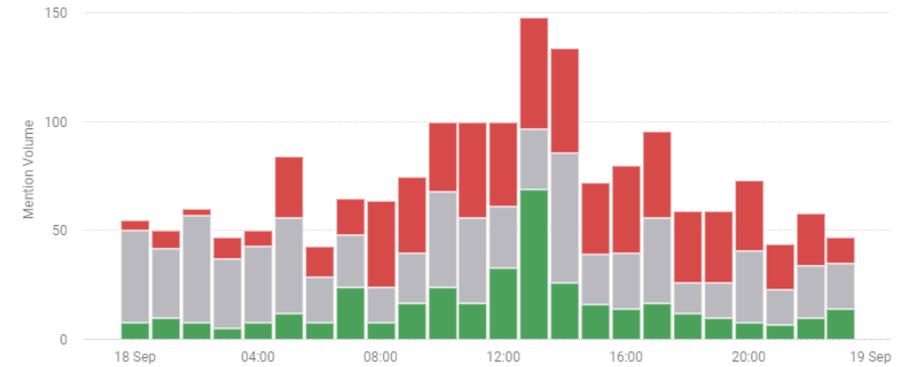
Economy



Timeframe

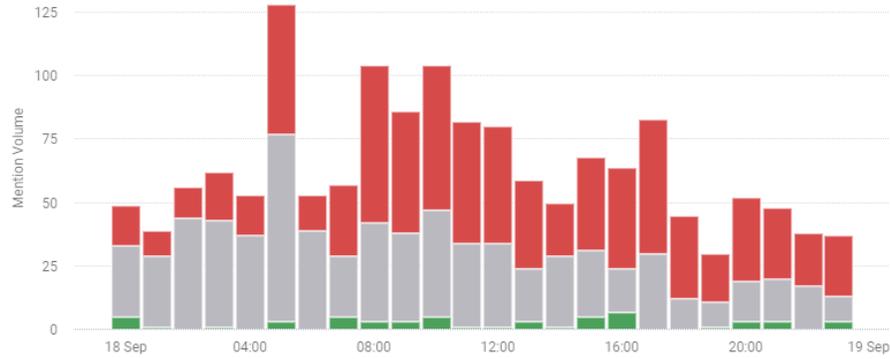


Team of 5 Million

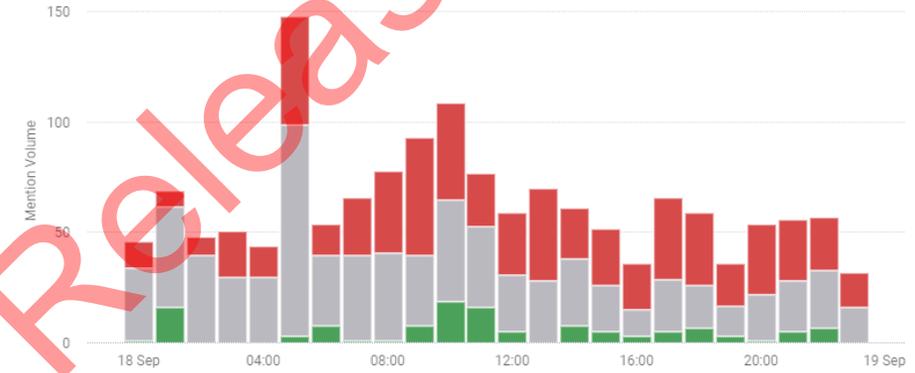


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

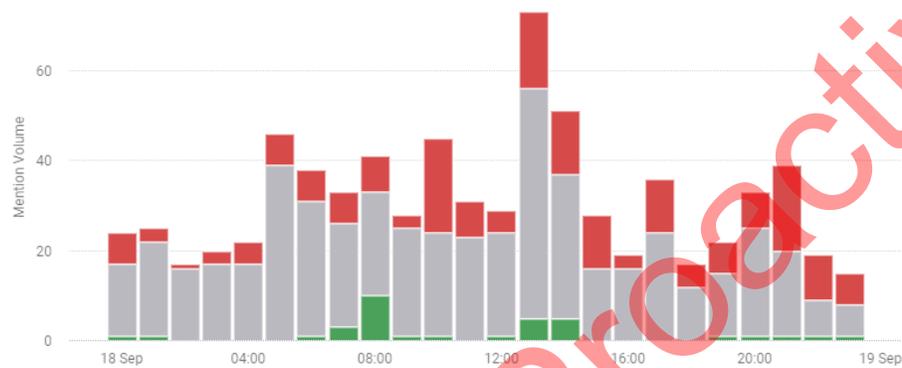
Mental Health



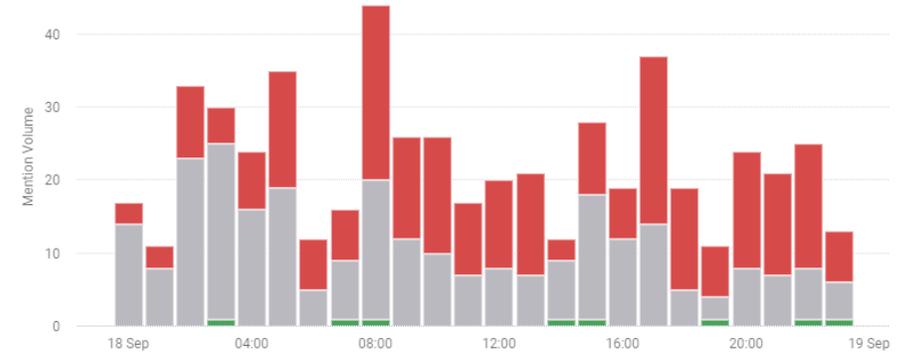
Financial Stability



Contact Tracing



Domestic Violence



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.

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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.

COVID Response

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.

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.

Date ^[A]	Alert Level			
	New Zealand	Wellington Region	Northland Region	Auckland Region
21 March 2020			2	
23 March 2020			▲ 3	
26 March 2020			▲ 4	
28 April 2020			▼ 3	
14 May 2020			▼ 2	
9 June 2020			▼ 1	
12 August 2020		▲ 2		▲ 3
31 August 2020		— 2		▼ 2.5
22 September 2020		▼ 1		— 2.5
24 September 2020				▼ 2
7 October 2020		— 1		▼ 1
15 February 2021		▲ 2		▲ 3
18 February 2021		▼ 1		▼ 2
23 February 2021		— 1		▼ 1
28 February 2021		▲ 2		▲ 3
7 March 2021		▼ 1		▼ 2
12 March 2021		— 1		▼ 1
23 June 2021	— 1	▲ 2		— 1
30 June 2021		▼ 1		
18 August 2021			▲ 4	
1 September 2021		▼ 3		— 4
3 September 2021		— 3	▼ 3	
8 September 2021			▼ 2	— 4

A. ▲ Changes in alert levels typically occur at 11:59 pm the night before.

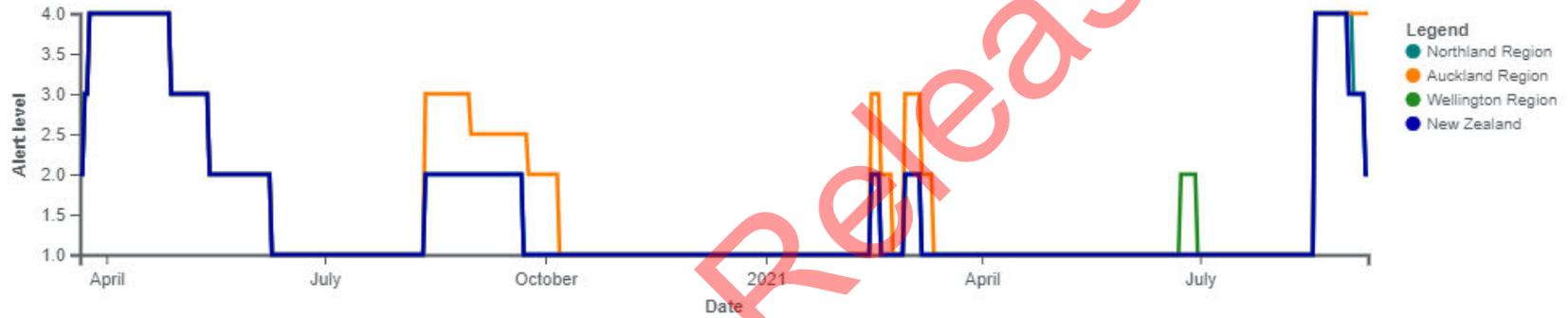
Sentiment breakdown at key dates

Date	% Neg	% Neu	% Pos
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23-Mar-20	37	42	21
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28-Apr-20	38	41	21
14-May-20	40	39	21
9-Jun-20	45	36	19
12-Aug-20	45	36	19
31-Aug-20	45	38	17
22-Sep-20	42	39	19
24-Sep-20	42	42	16
7-Oct-20	40	42	18
15-Feb-21	42	40	18
18-Feb-21	38	46	16
23-Feb-21	43	42	15
28-Feb-21	49	35	16
7-Mar-21	43	39	18
12-Mar-21	41	45	14
23-Jun-21	38	48	14
30-Jun-21	40	45	15
18-Aug-21	38	43	19
1-Sep-21	38	44	18
3-Sep-21	42	41	17
8-Sep-21	40	44	16

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand

Changes in alert levels.

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand



Sentiment breakdown for total dataset Jan 2020 - today



Thank you

Proactively Released

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

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts looked into the Vaccine Rollout category which increased 23% on Sunday. Some New Zealanders are sharing their positive experiences of booking or receiving their COVID-19 vaccination. News articles about hospitality businesses considering a ‘no-vax, no entry’ policy has sparked debate about personal choice, the consequences of not getting vaccinated and job requirements.

Measuring categories of conversation:

There was a 17% increase in total volume of conversation on Sunday. The largest category increases were in Timeframe (44%) and Vaccine Rollout (23%). All categories decreased in neutral sentiment and increased slightly in negative sentiment. The sentiment of the total dataset remained stable.

What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**
Analysts explored the Vaccine Rollout category.
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.
3. **Total sentiment benchmarks p.g. 12 -13**

Proactively Released

News articles about hospitality businesses considering a 'no vax, no entry' policy has sparked debate about personal choice, job requirements and the consequences of not getting vaccinated.

Analysts explored the Vaccine Rollout category which grew 23% on Sunday.

Some Aucklanders are happy to stay the course in Alert Level 4 in order to wait till Tāmaki Makaurau's vaccination rates are high enough.

There are people sharing their positive experiences of booking or having their vaccination.

There is discussion about vaccine passports which includes privacy/data concerns, how the concept is not new and wanting to know how it will be enforced.

Several news articles about hospitality businesses considering a 'no-vax, no entry' policy has sparked debate about freedom, personal choice and job requirements. This includes people spreading misinformation and conspiracy theories.

Would rather Tāmaki Makaurau stay at Alert Level 4 to ensure vaccination rates get to 75% +

Honestly, I know Level 4 is hard. But I would rather do 1 or 2 more weeks here than 2-3 months at Level 2 or 2.5. That will suffocate so many events/hospo businesses while we wait for vaccination rates to hit 75%.

10:20 PM · Sep 19, 2021

Regardless of what happens with Auckland's alert levels tomorrow I would be more than happy with a bit more time at Level 4 to ramp up the vaccination level in the city to the point it's 75% fully vaxxed.

10:52 PM · Sep 19, 2021

Encouraged by the current vaccination rates.

70% of us Kiwis have had the first jab. Nice stuff peeps, keep it going! #vaccine #COVID19nz

1:12 PM · Sep 19, 2021

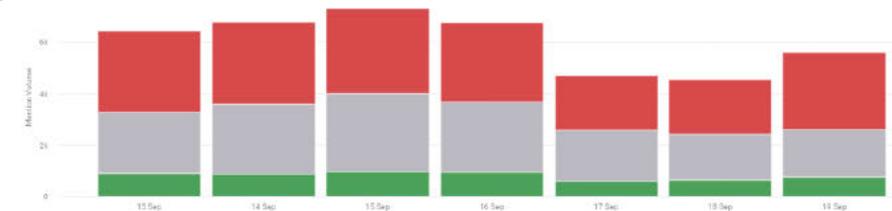
78% of eligible Aucklanders have now had one or more doses of the covid vaccine. Awesome effort, Tāmaki Makaurau! 🍀

1:13 PM · Sep 19, 2021

Well done Labour I've seen Wgnt ramping up their vaccination roll outs. Our HBDHB are ramping up vaccinations also. Napier are on point. Have noticed Gizzie in full swing even all along the east coast as far as Te Whanauapanui. Yeeehaah we are all in this together. WE CAN DO THIS.

Volume and sentiment: Vaccine Rollout September 13 - 19

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



Total sentiment breakdown: Sunday September 19

Positive 14%, Neutral 33%, Negative 53%

Those who are unvaccinated have no right to complain if Alert Levels don't move this week.

If you want to move to level 3 and haven't had a shot yet (unless you have underlying medical reasons) then it's on you to get out and get vaccinated today. If we have to stay at level 4, you have no standing to complain if you chose not to get vaccinated.

Sharing their experiences of getting or booking the vaccine.

Got my first covid vaccine appt moved up, just got it yesterday. Super easy process out near the airport. Feeling thankful...

12:51 PM · Sep 19, 2021 from Christchurch City, New Zealand

Waiting for 2nd dose. Big up's to Papakura Marae Drive Thru 🙏🙏🙏🙏 And to all of us who are doing it for the team of 5 million. Whilst it may not stop us from getting it, we can't fight it if our body doesn't have the gloves to fight back

Like · Reply · 14 h · Edited

Just got rewarded by the vaccine booking site. I did a drive through job yesterday so canceled my appointments that had been booked in. Rebooked my 2nd one and it gave me a closer location- literally just up my street!

7:39 PM · Sep 19, 2021

I'm getting my vaccine next week and making sure my whanau do as well 🍀🍀🍀

A high level of vaccination could mean changes for border control/MIQ moving forward.

100% is an impossible measure due to those unwilling and those unable medically to take the vaccine. So say we reach 90%, we can in theory do vaccine passports / 2x negative tests for entry and 8 day MIQ..

8:41 AM · Sep 19, 2021

Discussion about vaccine passports includes privacy/data concerns, how vaccine passports are not a new concept and wondering how it will be enforced/used.

Covid already exposes our grotesque social inequalities. The potential misuse of data in a system of vaccine passports could exploit them even more.

Suggest you make vaccine passports required for attending any summer festivals this year. This would encourage the young and they would apply peer pressure to each other.

Vaccine passports aren't new. Why would businesses and schools etc want to risk more lockdowns. They're boring.

Uh bro you know there's been the Yellow Card (International Certificate of Vaccination) since 1933 right?

They're required to get visas for a lot of tropical countries where they have yellow fever, cholera, malaria, typhus etc (hence the name Yellow book)

Vaccine hesitancy needs to be accessible in "culturally positive" ways to be overcome.

Vaccine hesitancy is not incurable - needs the right providers to promote vaccination and make it accessible in culturally-positive ways. Allocating the resources properly is what we've largely failed at. Lots of Māori orgs doing a great job but haven't been set up for success.

12:14 PM · Sep 19, 2021

News articles about hospitality businesses considering a 'no vax, no entry' policy has sparked debate about job requirements, personal choice, consequences and freedom. This includes misinformation/conspiracy theories.

They don't seem to understand choices have consequences. Sure you can choose not to be vaccinated but don't be surprised if others choose not to give you a job.

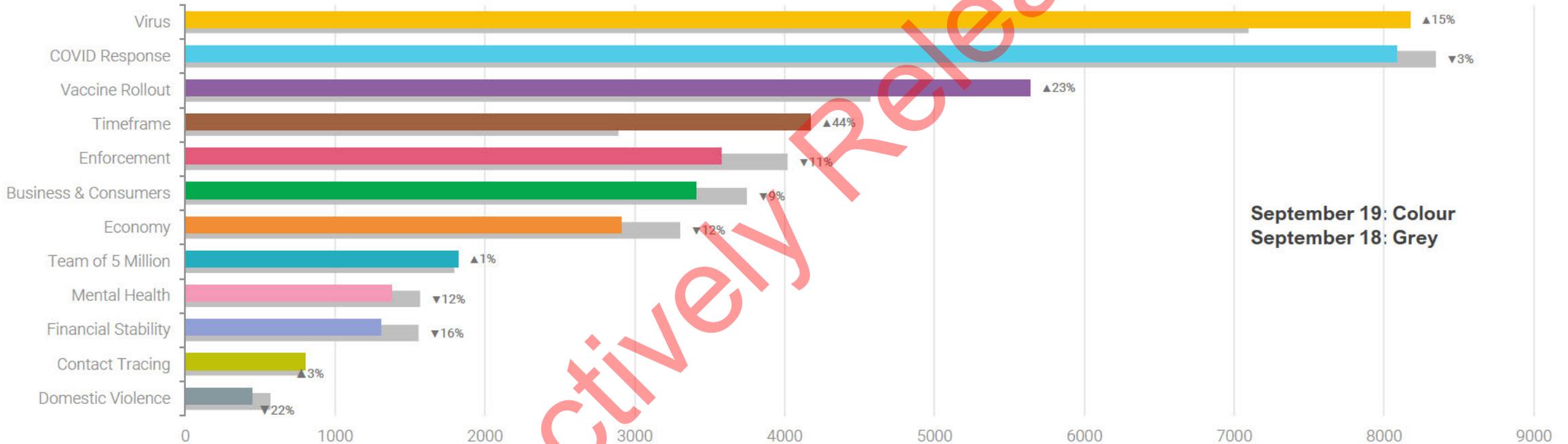
They should have the right if they choose, however, being fully vaccinated does not stop you from getting or being able to hand on covid it just helps stop your symptoms from becoming life threatening to yourself. It would be a better idea to have masks worn and social distances to remain.

So if vaxed people can still carry and spread it, yet only get mild symptoms, why do they need to be afraid of mixing with unvaxed people? Shouldn't the unvaxed be worried about mixing with vaxed people carrying Covid but not exhibiting obvious symptoms? What am I missing? Somebody educate me please!

you say this. But companies that go woke go broke. Also what happens when the standard for "fully vaccinated" is 3, 4 shots, one every 6 months? The client base of "eligibility" will dwindle as people can't keep loading up on this garbage.

Category change: Benchmark

Categories current time period (September 19) benchmarked against previous time period (September 18)



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 19: 31,631 (+17%)
September 18: 27,113 (-14%)
September 17: 31,407 (-13%)

Total sentiment breakdown (see pages 12 & 13 for reference).

September 19: Neg 45%, Neu 39%, Pos 16%
September 18: Neg 43%, Neu 41%, Pos 16%
September 17: Neg: 40%, Neu: 50%, Pos 10%

Net sentiment of each category

All categories increased slightly in negative sentiment on Sunday. The larger shifts included: Business & Consumers and Vaccine Rollout increasing 6% and Virus, Economy and Enforcement all increasing 5%.

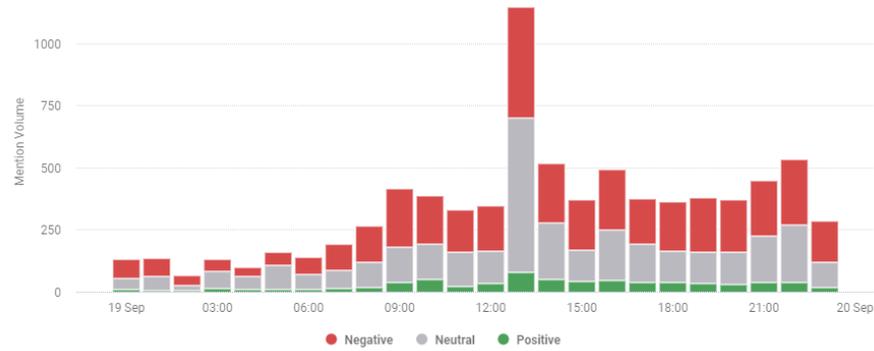
Comparing current period (Sept 19) with shift from previous day (Sept 18)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	41	6	49	-7	10	1
Enforcement	47	5	44	-5	9	0
Virus	50	5	41	-5	9	0
Covid Response	47	3	41	-3	12	0
Economy	42	5	45	-8	13	3
Mental Health	55	5	36	-10	9	5
Financial Stability	48	6	40	-10	12	4
Team of 5 Million	48	11	31	-10	21	-1
Contact Tracing	38	11	55	-12	7	1
Timeframe	40	1	44	-3	16	2
Domestic Violence	56	7	39	-10	5	3
Vaccine Rollout	53	6	33	-6	14	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.

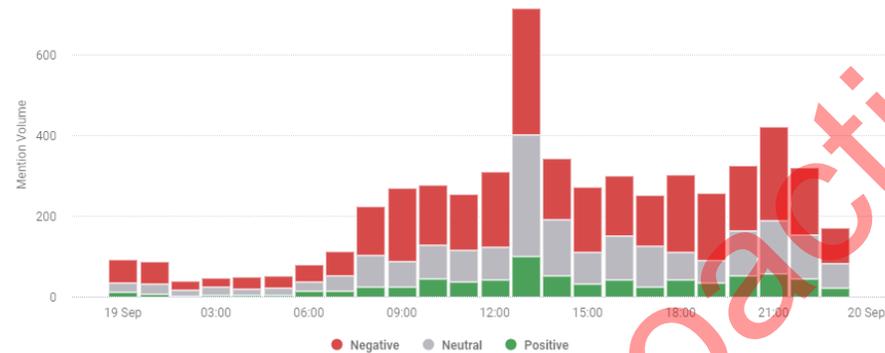
Virus



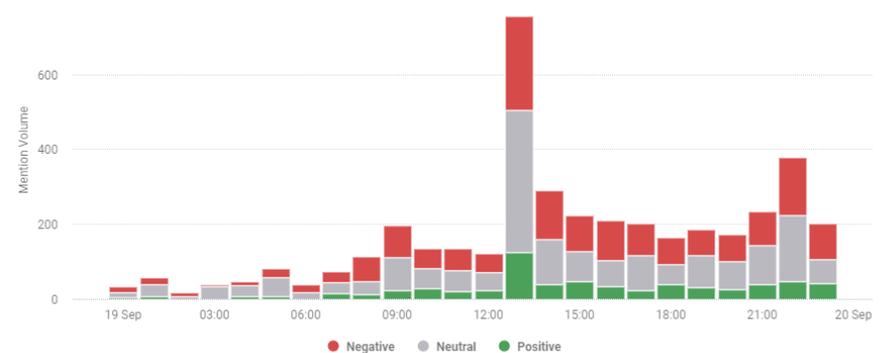
Covid Response



Vaccine Rollout



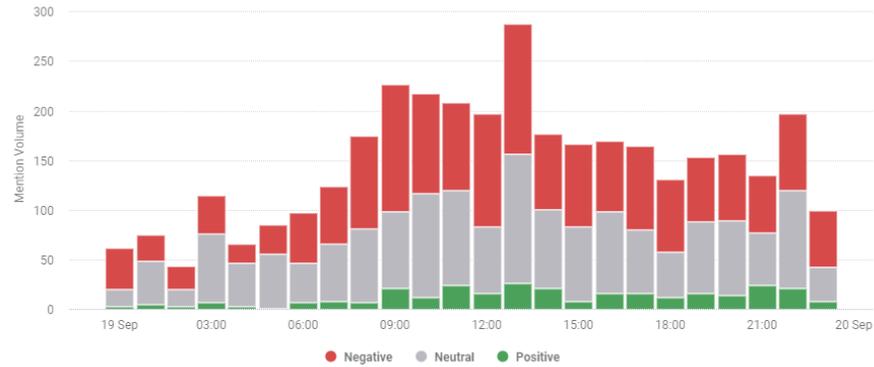
Timeframe



Proactively Released

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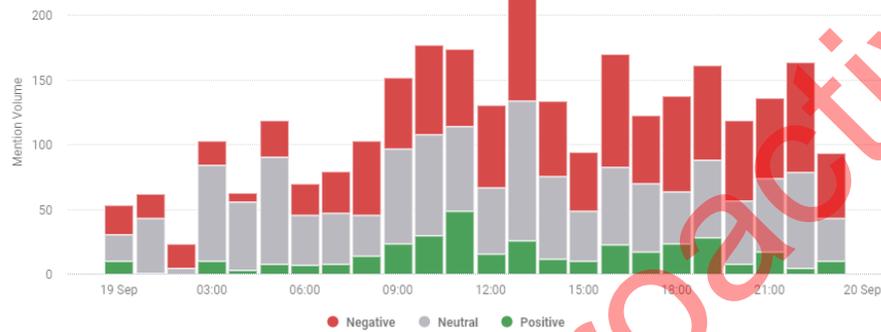
Enforcement



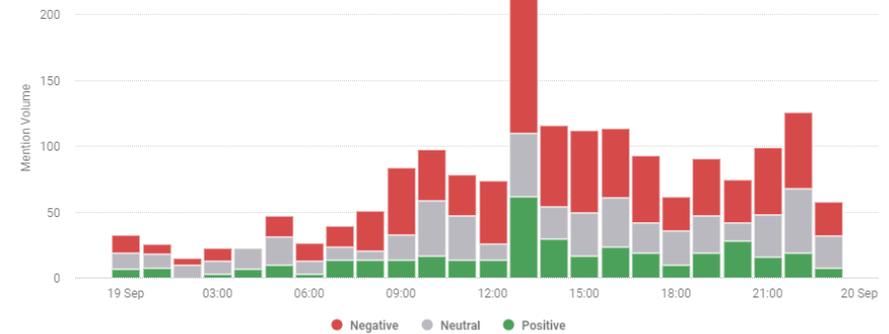
Business & Consumers



Economy

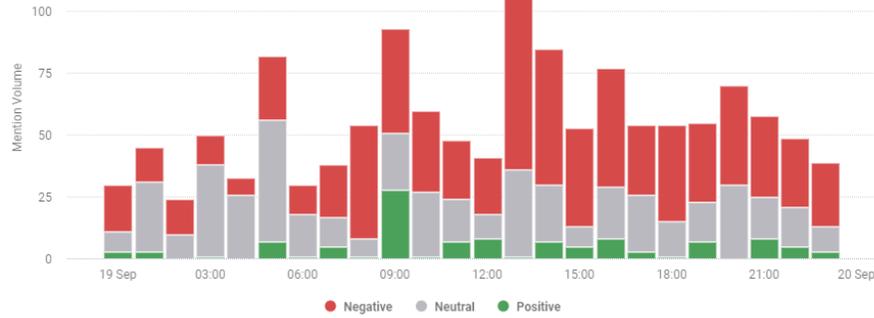


Team of 5 Million

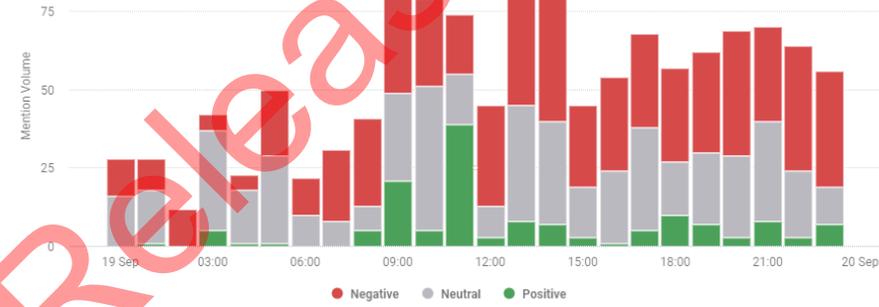


Proactively Released

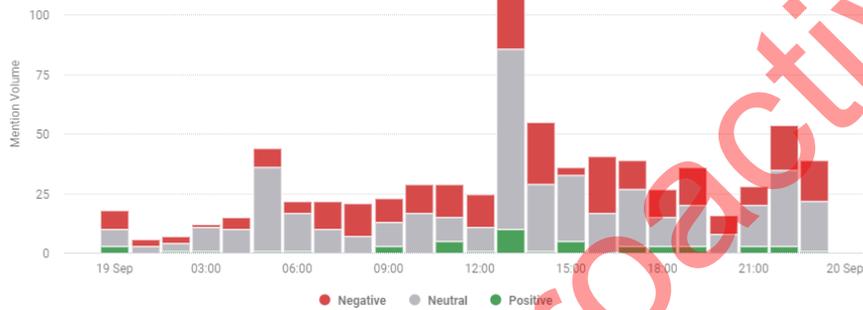
Mental Health



Financial Stability



Contact Tracing



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.

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.

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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.

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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.

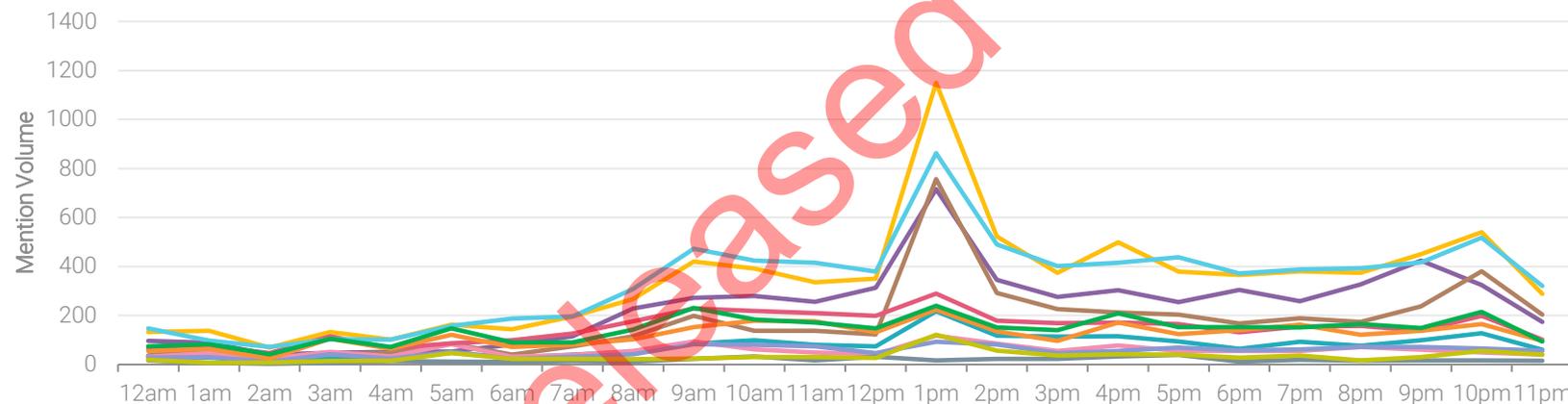
Financial stability

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



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30 June 2021		▼ 1		
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3 September 2021		— 3	▼ 3	
8 September 2021		▼ 2		— 4

A. ▲ Changes in alert levels typically occur at 11:59 pm the night before.

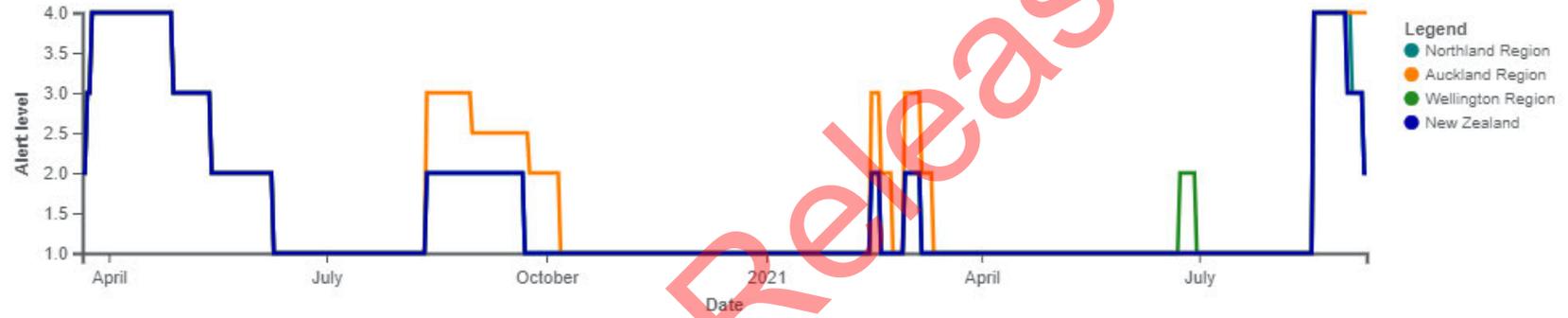
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24-Sep-20	42	42	16
7-Oct-20	40	42	18
15-Feb-21	42	40	18
18-Feb-21	38	46	16
23-Feb-21	43	42	15
28-Feb-21	49	35	16
7-Mar-21	43	39	18
12-Mar-21	41	45	14
23-Jun-21	38	48	14
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Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand

Changes in alert levels.

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zeland



Sentiment breakdown for total dataset Jan 2020 - today



Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Monday September 20, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts examined conversation around managed isolation and quarantine following Monday's opening of the new MIQ 'virtual lobby' system. Some believe that the new system isn't working and are calling for a priority queue structure e.g., those returning permanently should be ahead of those returning for a holiday. Some are pressing for those returning who are fully vaccinated to not have to do the full 14 days in MIQ or be allowed to quarantine at home.

Measuring categories of conversation:

Total volume of conversation increased 57% on Monday with the rise attributed to the Alert Level change announcement. All categories increased in volume with the largest three being Timeframe (166%), Contact Tracing (75%) and COVID response (62%). All categories became slightly more neutral and less negative with the Timeframe category falling 8% in negative sentiment. The total dataset fell 5% in negative sentiment while increasing 4% in neutral sentiment and 1% in positive sentiment.

What's in this report:

- 1. Social Conversation Analysis p.g. 4 -5**
Analysts explored conversation around managed isolation and 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.
- 3. Total sentiment benchmarks p.g. 12 -13**

Proactively Released

With the ‘virtual lobby’ MIQ system opening on Monday, some are expressing frustration at the new arrangement. There is a call for the queue to be priority-based on need.

Analysts examined conversation around managed isolation and quarantine following Monday’s opening of the new MIQ ‘virtual lobby’ system.

There was sadness and frustration from people using the new system and from those in New Zealand whose loved ones missed out on a MIQ place.

Some are expressing the belief that the new system isn’t working and are calling for a priority queue structure e.g., those returning permanently should be ahead of those returning for a holiday.

Some are pressing for those returning who are fully vaccinated to not have to do the full 14 days in MIQ or be allowed to quarantine at home.

Conversation included people discussing how MIQ facilities should be moved out of Auckland and how other cities do not want to host the facilities.

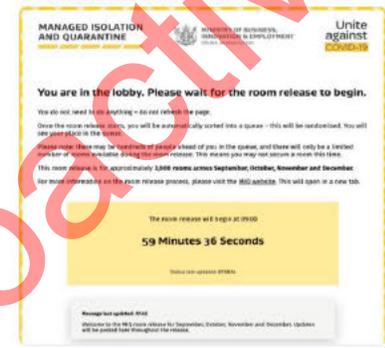
Sadness and frustration from both people trying to book using the new lobby system and people wanting their loved ones to get a spot.

I foolishly let myself get excited about possibly seeing my sister/soul mate in person for the first time in three year. She was number 20,573 in the #MIQ line. Ffs
3:20 PM - Sep 20, 2021

MIQ can we go back to 1st in 1st serve I logged in @ 8:01am trying to get a room for my dad and I was 17749 in the queue hoooi. Random picks is not cutting it.

so heart breaking watching my friends share their MIQ lobby queue numbers for coming home
9:27 AM - Sep 20, 2021

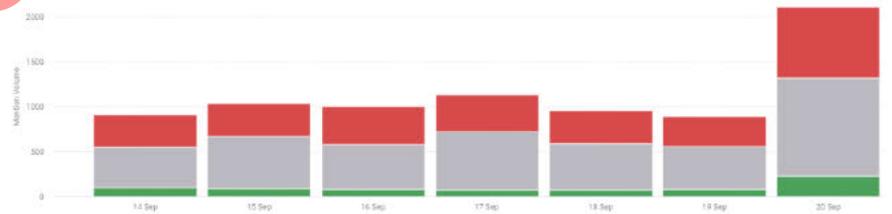
Just after 04:00 here in NZ. An hour from now I get to play the @MBIEgovtNZ MIQ lottery again.



8:06 AM - Sep 20, 2021

Volume and sentiment: MIQ September 14 - 20

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



Total sentiment breakdown: Monday September 20

Positive 11%, Neutral 52%, Negative 37%

Expats talking about their specific circumstances and individual frustrations in trying to book a MIQ spot.

I'm in the same boat. My visa expires on the 28th and the Nz MIQ denied it and basically said Czech Republic have to kick me out for Nz to accept me which will ruin my chances of ever returning back to Europe. It is our constitutional right to come home!!!

We've given up trying to get back to NZ. Personally we feel that we are not wanted by our own country. We in Indonesia and trying to get a spot in MIQ is impossible, but then worst of all if you get a spot you then need to find a flight that matches, which is impossible.

Those that are fully vaccinated should be able to have a shorter MIQ stay or quarantine at home.

Double vaxxed people should be allowed to quarantine at home with an ankle bracelet.

Like · Reply · 19 h 15

We need to set up a different system. Vaccinated arrivals with a negative test should not have to spend 14 days in MIQ. How about a shorter system for them then we will free up space. If we don't trust overseas vaccine records then do an antibody test as well.

Like · 23 h 78

Belief that the new MIQ lottery/lobby system isn't working – there needs to be a priority queue structure in place.

[@chrishipkins](#) The MIQ queuing system is very badly designed. You should talk to computer scientists about scheduling strategies for multi-priority queues. These problems were solved to enable fairness and priority access many decades ago.

7:00 PM · Sep 20, 2021

The MIQ lottery seems like maybe the worst possible way to go about it. If first come first served is ruled out, perhaps a team to evaluate and score the merit of each application to order the queue could be assembled. Shouldn't be hard to find folks eager to fill the role.

8:02 PM · Sep 20, 2021

MIQ spots need to be prioritised based on reason for travel. A person who has a family member in NZ that is dying or a person that is stuck overseas with an expired visa should not be in a literal LOTTERY with those that want to come home/go overseas for a visit.

8:47 PM · Sep 20, 2021

Annoyed that sports teams are taking MIQ places over New Zealanders.

Why are we allowing sports teams to come to NZ early next year filling up the MIQ rooms when we have kiwis trying to get back home?

Like · Reply · 18 h 9

Discussion about moving MIQ facilities out of Auckland/other cities not wanting to host MIQ.

If we are going to have MIQ on a long term basis, and for future pandemic planning, maybe Auckland isn't the best place for it. A smaller centre would make better economic sense.

1:28 PM · Sep 20, 2021

Te Arawa doesn't want more MIQ facilities in Rotorua! Listen to the iwi, cos 40% of the population are Māori in Vegas. I'm sure there's hotels in oh I dunno, Wanaka that could step up 😊

OP · 22h

It doesn't have to be way out in the wops, but definitely out of Auckland. Auckland is our biggest city with some of our most COVID susceptible citizens.

Everyone and his dog wants to come in but no one wants a quarantine facility in their district nor to work in one.

Queenstown is 'doing it tough' but not tough enough that they want an MIQ facility.

5:37 PM · Sep 20, 2021

Keen to try the quarantine at home trial option for travel being offered to businesses.

1. There's never going to be a good time to tell you. I'm going back to Harvard Business School in October. I have an MIQ spot in November. I got it by dumb luck on the website. I can and will trial the QAH option if it's offered in time and thus free up my spot.

5:03 PM · Sep 20, 2021

With MIQ hosting those who test positive some are happy to hear 10 of the new community cases on Monday were already in MIQ.

10 of today's cases were already in an MIQ facility. [Another reminder that it's not just the case numbers. These particular people cannot be spreading the disease into the wider community.] These cases picked up from being symptomatic, or from their day 12 test.

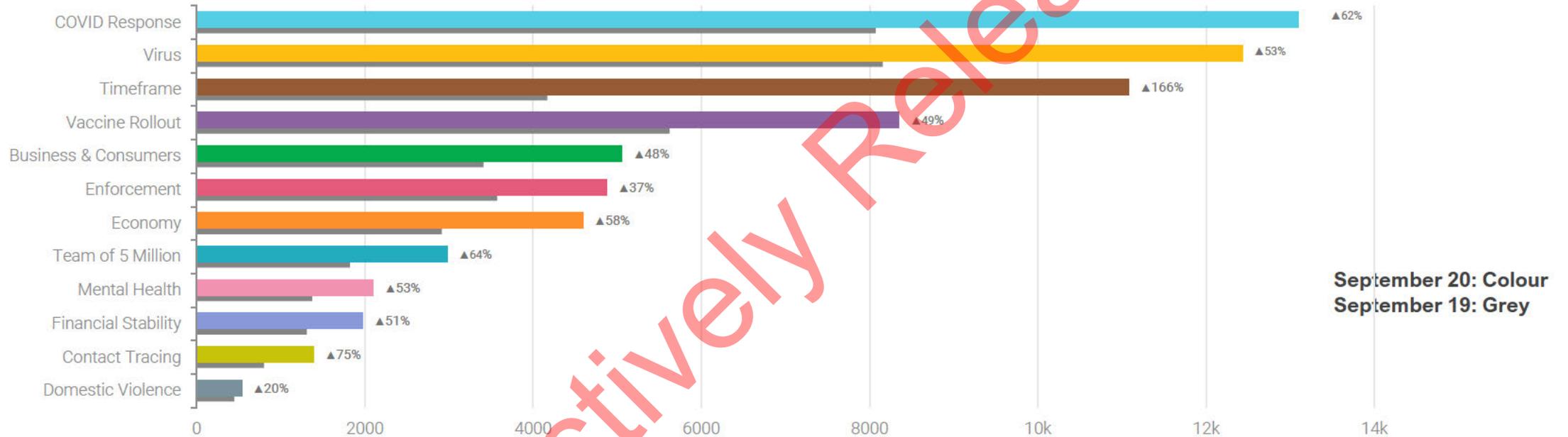
Oh. So of the cases today, 10 were already in a MIQ facility. Having that info might also help reassure people?

4:43 PM · Sep 20, 2021



Category change: Benchmark

Categories current time period (September 20) benchmarked against previous time period (September 19)



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 20: 49,563 (+57%)
September 19: 31,631 (+17%)
September 18: 27,113 (-14%)

Total sentiment breakdown (see pages 12 & 13 for reference).

September 20: Neg 40%, Neu 43%, Pos 17%
September 19: Neg 45%, Neu 39%, Pos 16%
September 18: Neg 43%, Neu 41%, Pos 16%

Net sentiment of each category

All categories decreased slightly in negative sentiment and increased in neutral sentiment. Timeframe fell 8% and Enforcement decreased 6% in negative sentiment.

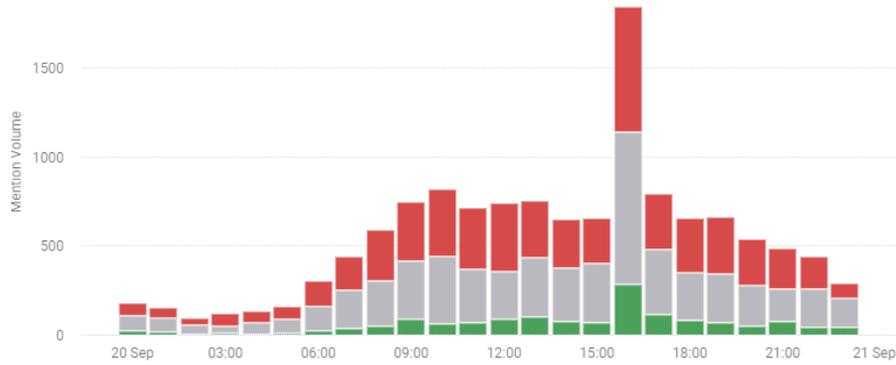
Comparing current period (Sept 20) with shift from previous day (Sept 19)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	39	-2	52	3	9	-1
Enforcement	41	-6	48	4	11	2
Virus	48	-2	43	2	9	0
Covid Response	44	-3	44	3	12	0
Economy	40	-2	51	6	9	-4
Mental Health	55	0	39	3	6	-3
Financial Stability	45	-3	47	7	8	-4
Team of 5 Million	45	-3	36	5	19	-2
Contact Tracing	26	-12	68	13	6	-1
Timeframe	32	-8	49	5	19	3
Domestic Violence	47	-9	50	11	3	-2
Vaccine Rollout	50	-3	37	4	13	-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.

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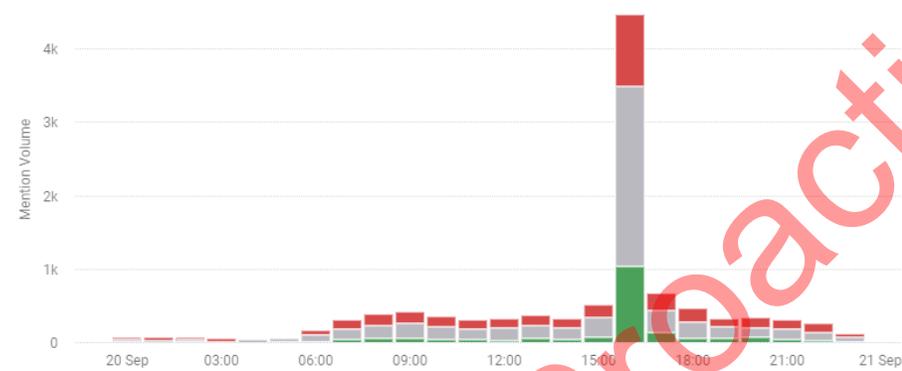
COVID response



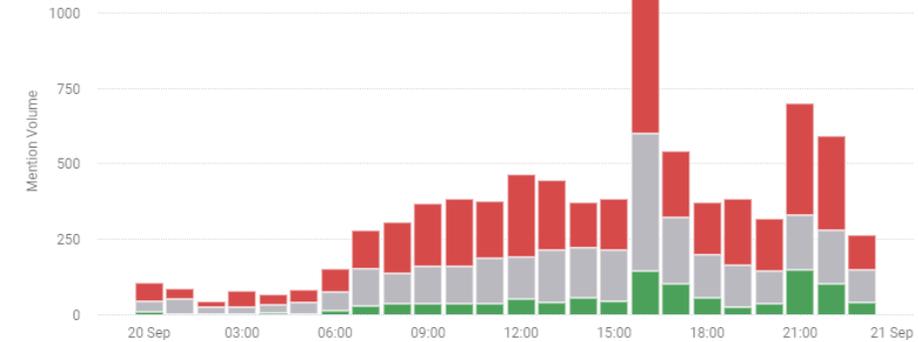
Virus



Timeframe



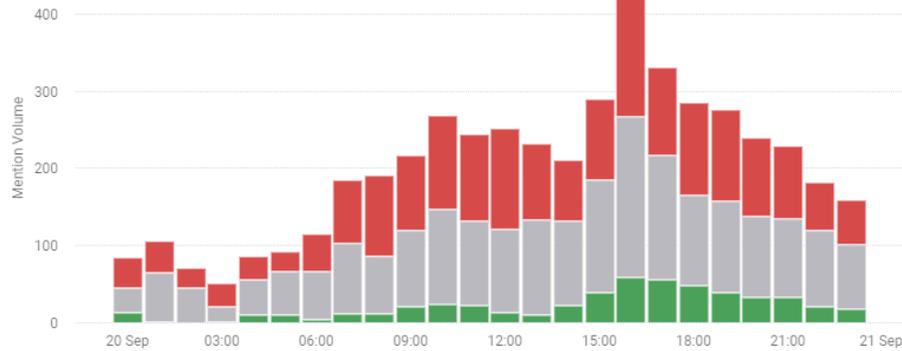
Vaccine Rollout



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.

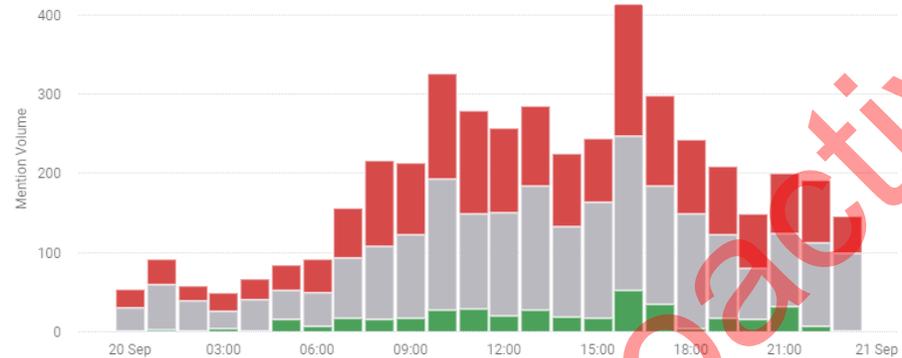
Enforcement



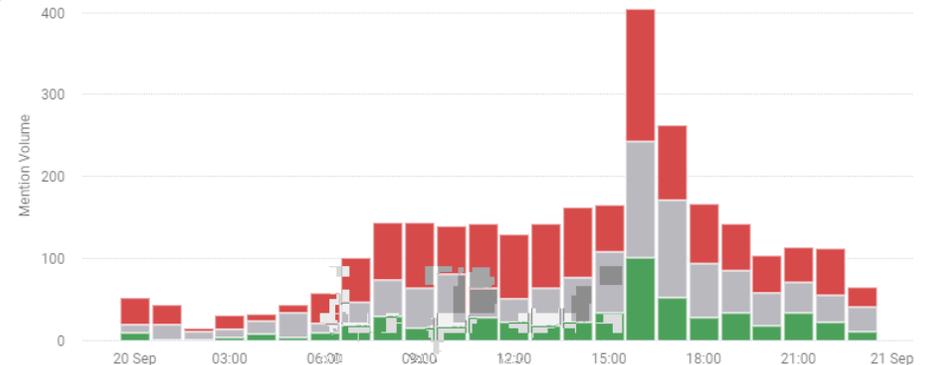
Business & Consumers



Economy

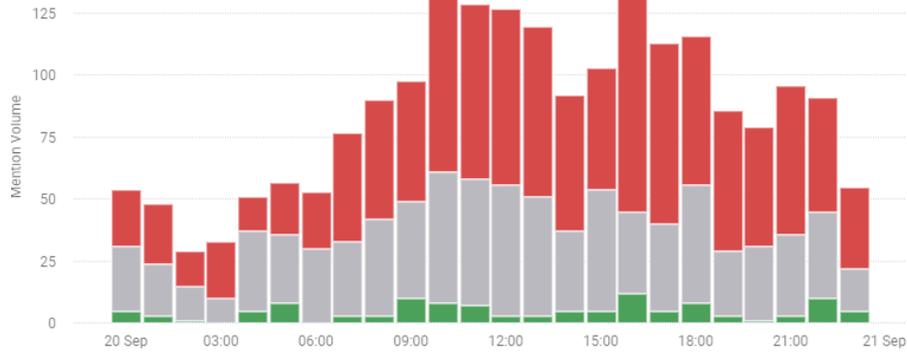


Team of 5 Million

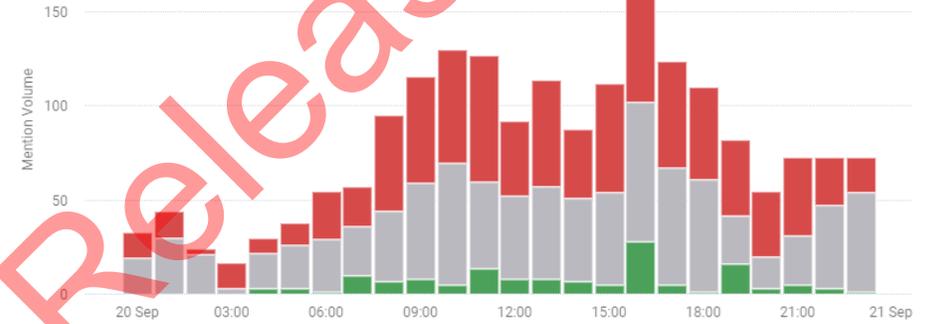


Proactively Released

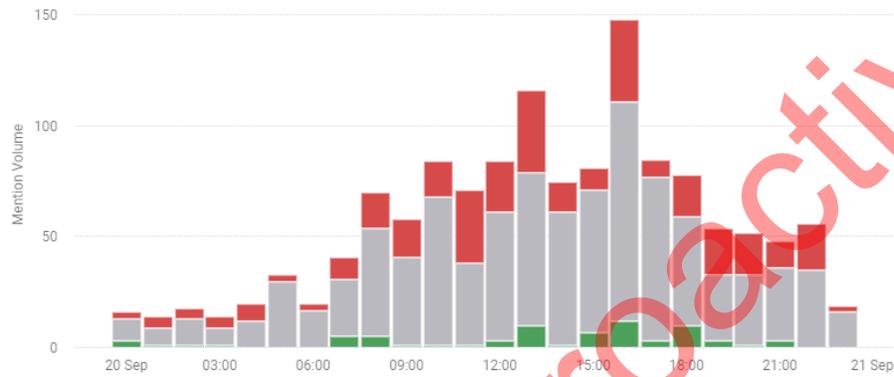
Mental Health



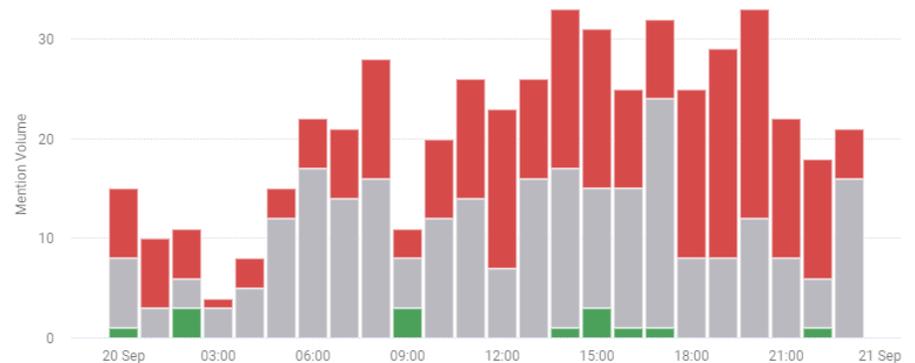
Financial Stability



Contact Tracing



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.

COVID Response

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.

Date ^[A]	Alert Level			
	New Zealand	Wellington Region	Northland Region	Auckland Region
21 March 2020			2	
23 March 2020			▲ 3	
26 March 2020			▲ 4	
28 April 2020			▼ 3	
14 May 2020			▼ 2	
9 June 2020			▼ 1	
12 August 2020		▲ 2		▲ 3
31 August 2020		— 2		▼ 2.5
22 September 2020		▼ 1		— 2.5
24 September 2020				▼ 2
7 October 2020		— 1		▼ 1
15 February 2021		▲ 2		▲ 3
18 February 2021		▼ 1		▼ 2
23 February 2021		— 1		▼ 1
28 February 2021		▲ 2		▲ 3
7 March 2021		▼ 1		▼ 2
12 March 2021		— 1		▼ 1
23 June 2021	— 1	▲ 2		— 1
30 June 2021		▼ 1		
18 August 2021			▲ 4	
1 September 2021		▼ 3		— 4
3 September 2021		— 3	▼ 3	
8 September 2021		▼ 2		— 4

A. ▲ Changes in alert levels typically occur at 11:59 pm the night before.

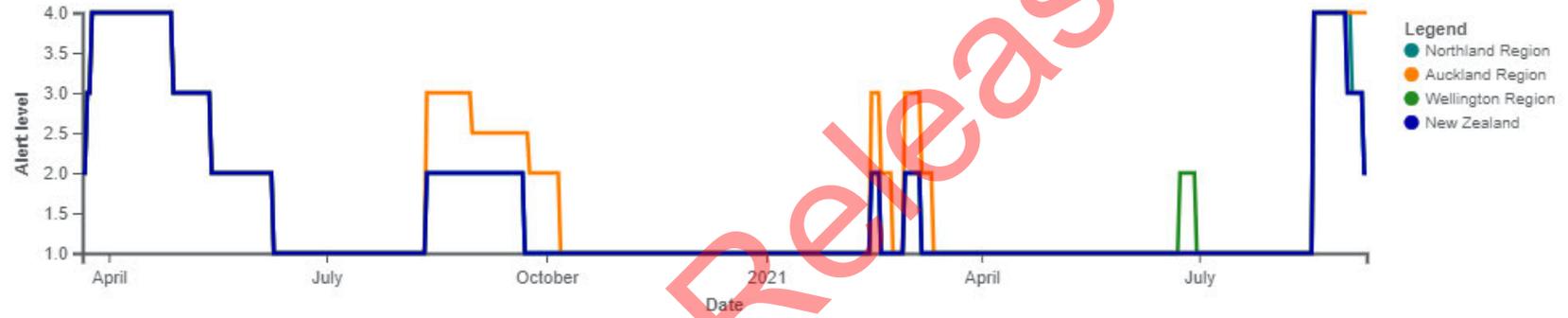
Sentiment breakdown at key dates

Date	% Neg	% Neu	% Pos
21-Mar-20	41	39	20
23-Mar-20	37	42	21
26-Mar-20	38	39	23
28-Apr-20	38	41	21
14-May-20	40	39	21
9-Jun-20	45	36	19
12-Aug-20	45	36	19
31-Aug-20	45	38	17
22-Sep-20	42	39	19
24-Sep-20	42	42	16
7-Oct-20	40	42	18
15-Feb-21	42	40	18
18-Feb-21	38	46	16
23-Feb-21	43	42	15
28-Feb-21	49	35	16
7-Mar-21	43	39	18
12-Mar-21	41	45	14
23-Jun-21	38	48	14
30-Jun-21	40	45	15
18-Aug-21	38	43	19
1-Sep-21	38	44	18
3-Sep-21	42	41	17
8-Sep-21	40	44	16

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand

Changes in alert levels.

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zeland



Sentiment breakdown for total dataset Jan 2020 - today



Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Tuesday September 21, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts explored what was driving positive sentiment in the Vaccine Rollout category on Tuesday. Some New Zealanders have been proactively sharing positive experiences of receiving the vaccine on social media to encourage others. Some are asking for advice on how to talk to people who believe misinformation, and some are actively attempting to disprove misinformation online.

Measuring categories of conversation:

Tuesday saw a 23% decrease in total volume of conversation. The Timeframe category decreased the most, dropping by 55%, followed by Virus with 17% and Contact Tracing with 17%. Financial Stability saw an increase in conversation by 25%.

Tuesday categories saw a general shift towards neutral sentiment and a decrease in positive sentiment. Categories that reflected this sentiment change were Financial Stability (7%) and Economy (6%).

Total dataset sentiment became slightly more negative overall.

What's in this report:

- 1. Social Conversation Analysis p.g. 4 -5**
Analysts explored positive conversation in the Vaccine Rollout category.
- 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.
- 3. Total sentiment benchmarks p.g. 12 -13**

Proactively Released

While still a negative category overall, positive sentiment in the Vaccine Rollout category has been increasing. Some New Zealanders have been proactively sharing positive experiences of receiving their COVID vaccine and offering reassurance to others.

While the category Vaccine Rollout is generally high in negative sentiment due in part to the subject matter, as well as heated debate between anti-vaxx and vaxx-advocates, positive sentiment has been increasing in the category over the past 5 days.

New Zealanders have been using social media to share their positive experiences of receiving their COVID vaccine. They have been seeking and/or sharing reassurance about the process as well as posting accounts of usually mild side-effects to encourage others.

Some people are asking for help/advice on what to say to people in their networks who are vaccine hesitant, while some are proactively attempting to disprove misinformation.

The Prime Minister's post sharing her reasons to get vaccinated spurred others to share what motivated them. Including protecting their communities, themselves, to travel and to return to a normal way of life.

People who have had their view changed by talking to others who have had their vaccine.

? I was sceptic to begin with however.... Once you start talking to people who have had it or have family members who have had it and now I'm waiting for my 2nd jab 😊 Had no issues after it and neither did my grown kids. Hopefully we can all navigate this and support each other through this. Take care whanau and thank you for this ladies 😊

The post "I'm getting vaccinated to..." shared by the Prime Minister prompted people to share their reasons for getting vaccinated.

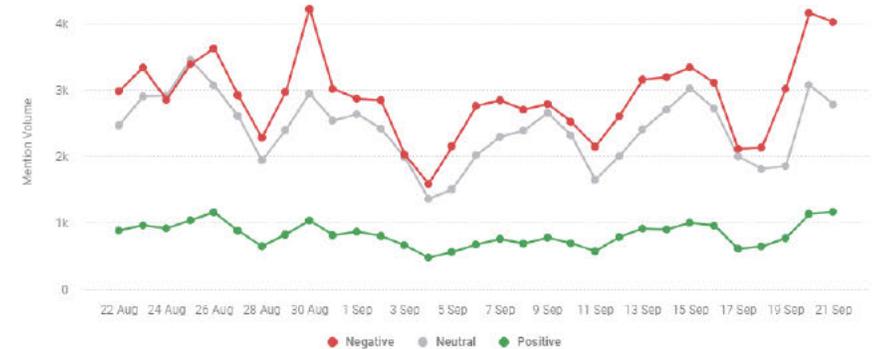
I've had both doses. It's all about my kids and mokos... its never ever been about me and I'll do what ever it takes to protect them and keep them safe...even if it means I have to vaccinate cos my mokos can't yet
Like · Reply · 1 d · 6

To protect my kids, myself and my patients. To not take up the already scarce hospital resources. So I can travel overseas to see my family.
Like · Reply · 1 d · 5

To see my family(whanau) again who lives on the other side of the planet... More than 3 years without them!
Like · Reply · 1 d · 19

Volume and sentiment: Vaccine Rollout August 22 – September 21

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



Total sentiment breakdown: Tuesday September 21
Positive 15%, Neutral 55%, Negative 50%

Asking for advice on what to say to people who believe misinformation and are hesitant to get their vaccine.

hi · 26.02
How do you respond to those who still say the vaccine is still in the experimental stages? We're being used as guinea pigs? Have been seeing that a lot in comments around social media. Loving the korero
Like · Reply · 16 h · 2

Sharing / promoting vaccination opportunities for others

Wellington peeps! Extra covid jab appointments are avail :)

Damn...got my second jab today and now wish I was in New Plymouth....vaccine and a bacon buttie? Yes please!

Explaining the numbers to others

? 78% of population eligible, only 63% vaccinated. And the highest percentage of people with covid are unvaccinated.

Debunking popular misunderstandings or misinformation about the vaccine

People misconstrue Israel's early vaccine take-up with a high vaccine take-up. The vaccines are proving very effective in countries where take-up is >80%

Regarding Israel. 62% fully vaccinated. This is NOT enough for Delta. I suggest reading, Israeli Numbers Don't Disprove Vaccine Efficacy: medium.com/geekculture/no... and COVID-19 Vaccines Work- Misreading the Data Can Make You Think Otherwise: thehill.com/opinion/health...

11:26 PM · Sep 21, 2021

Sharing their experiences of getting a vaccine and mild side effects to normalise or defuse any concerns.

I was absolutely fine with mine, as was my wife and her elderly parents

Covid19 Vaccinated

Second one felt abit rough. Took a day off from work. Otherwise all g

Medium level headache for about 12 hours. Glad to see it's working.

Helpful #vaccination tip: if you get a headache after your second #Pfizer vaccine don't have a 2 hour nap otherwise it'll be past 11 and you'll still be awake

Anxious about getting their vaccine and asking for reassurance from others

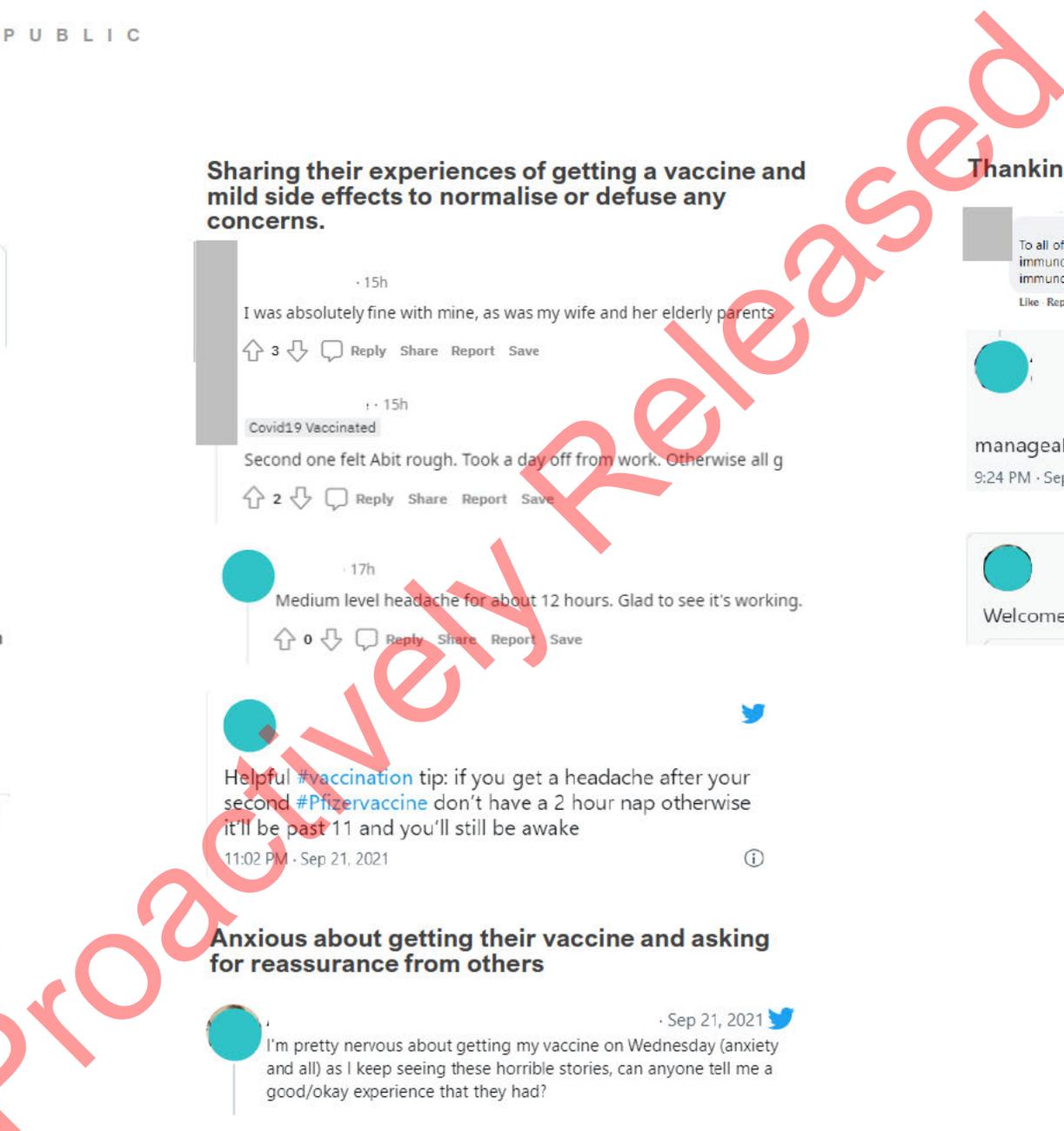
I'm pretty nervous about getting my vaccine on Wednesday (anxiety and all) as I keep seeing these horrible stories, can anyone tell me a good/okay experience that they had?

Thanking people who have got their vaccine

To all of you who have been vaccinated to protect those in your community who are immunocompromised, thank you from the bottom of my heart. My son takes immunosuppressants daily and your actions will help keep him alive. 🙏

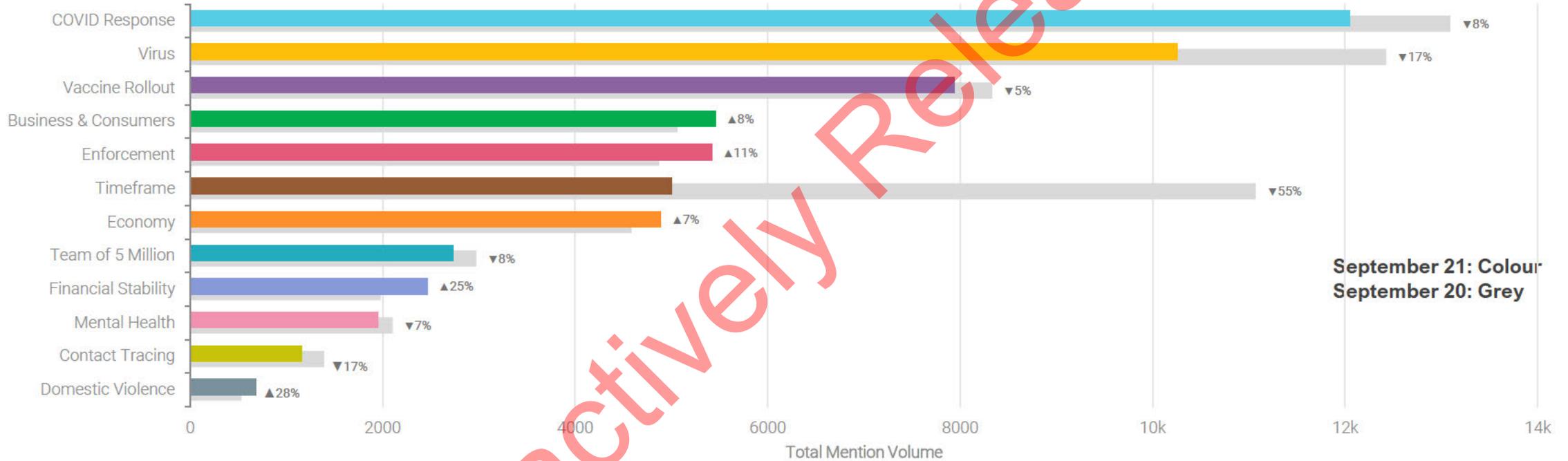
Fast, easy, sore arm for a few days but super manageable. You're doing a good thing ❤️

Welcome to our Pfizer family and thank you.



Category change: Benchmark

Categories current time period (September 21) benchmarked against previous time period (September 20)



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.

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Net sentiment of each category

Tuesday categories saw a general shift towards neutral sentiment and a decrease in positive sentiment. Categories that reflected this sentiment change were Financial Stability (7%) and Economy (6%).

The only category that encouraged positive sentiment was from Vaccine Rollout with a 2% increase.

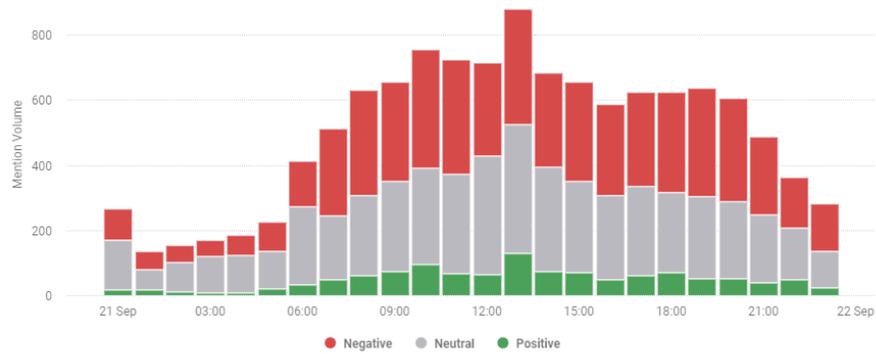
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Virus	47	-1	45	2	8	-1
Covid Response	46	2	44	0	10	-2
Economy	36	-4	57	6	7	-2
Mental Health	52	-3	42	3	6	0
Financial Stability	40	-5	54	7	6	-2
Team of 5 Million	43	-2	38	2	19	0
Contact Tracing	31	5	63	-5	6	0
Timeframe	38	6	48	-1	14	-5
Domestic Violence	52	5	45	-5	3	0
Vaccine Rollout	50	0	35	-2	15	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.

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COVID response



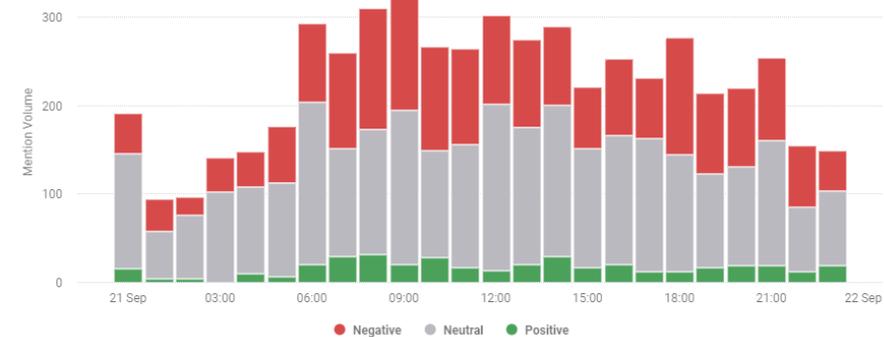
Virus



Vaccine Rollout



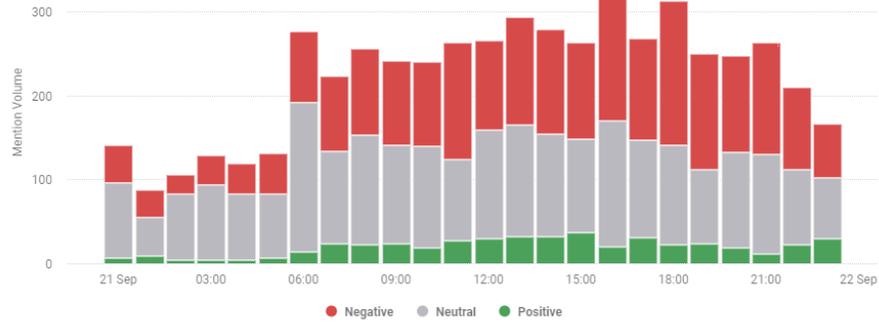
Business & Consumers



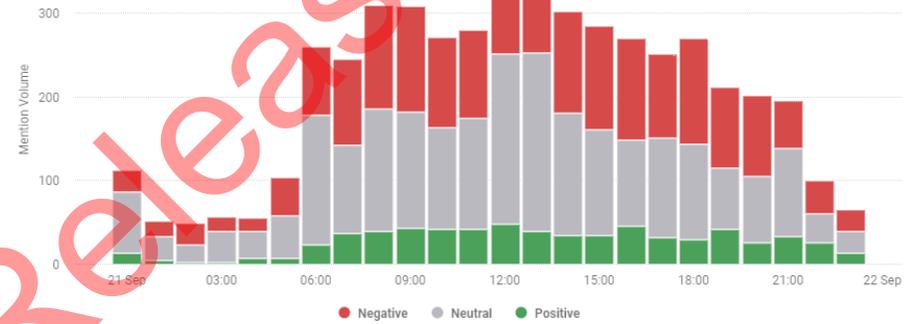
Proactively Released

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

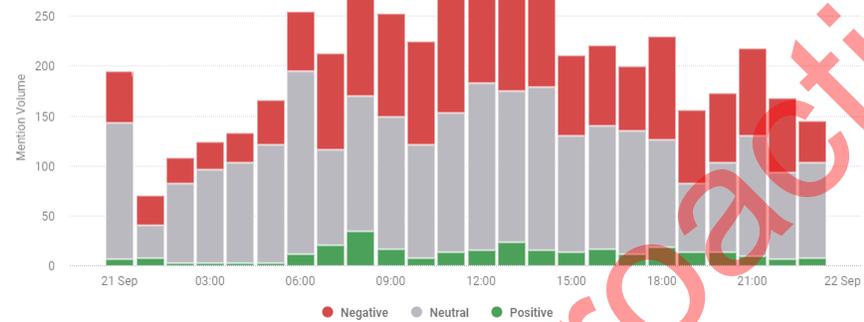
Enforcement



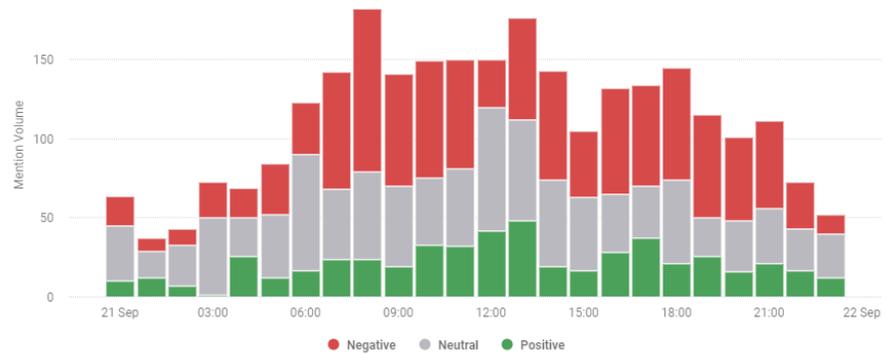
Timeframe



Economy

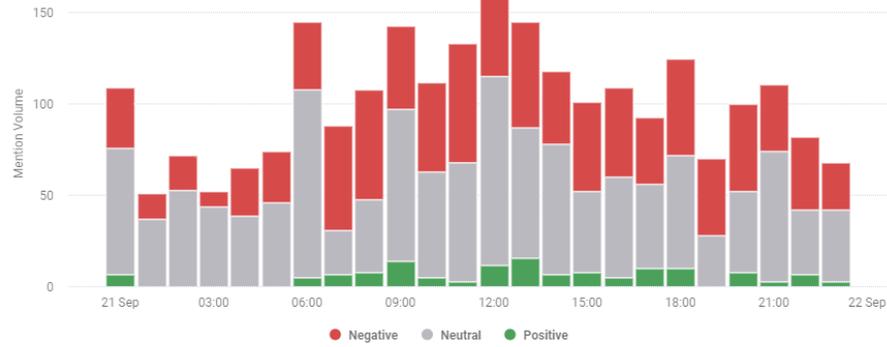


Team of 5 Million



Proactively Released

Financial Stability



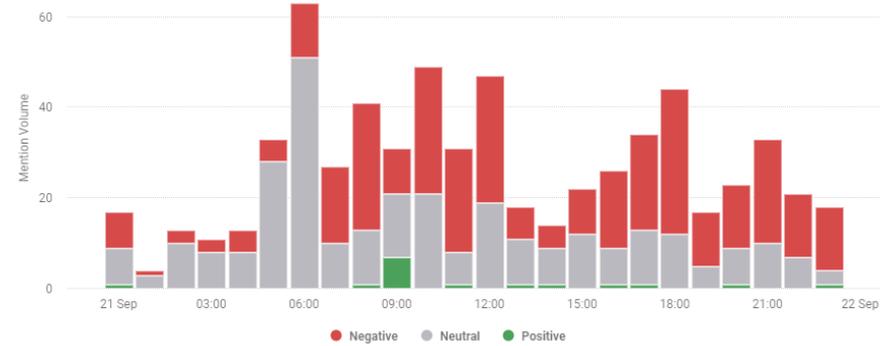
Mental Health



Contact Tracing



Domestic Violence



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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.

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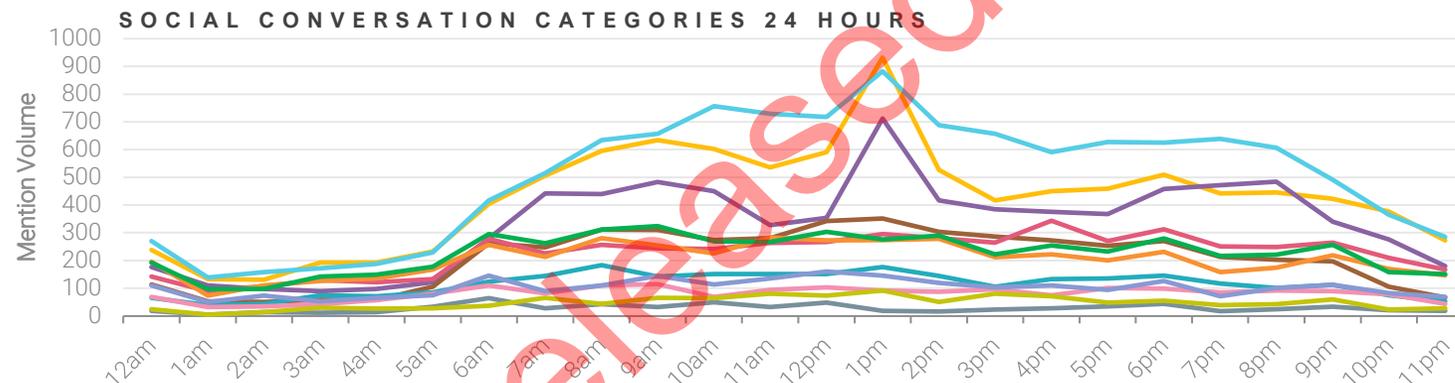
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The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

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



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Date ^[A]	Alert Level			
	New Zealand	Wellington Region	Northland Region	Auckland Region
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28 April 2020			▼ 3	
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9 June 2020			▼ 1	
12 August 2020		▲ 2		▲ 3
31 August 2020		— 2		▼ 2.5
22 September 2020		▼ 1		— 2.5
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7 October 2020		— 1		▼ 1
15 February 2021		▲ 2		▲ 3
18 February 2021		▼ 1		▼ 2
23 February 2021		— 1		▼ 1
28 February 2021		▲ 2		▲ 3
7 March 2021		▼ 1		▼ 2
12 March 2021		— 1		▼ 1
23 June 2021	— 1	▲ 2		— 1
30 June 2021		▼ 1		
18 August 2021			▲ 4	
1 September 2021		▼ 3		— 4
3 September 2021		— 3	▼ 3	
8 September 2021		▼ 2		— 4

A. ▲ Changes in alert levels typically occur at 11:59 pm the night before.

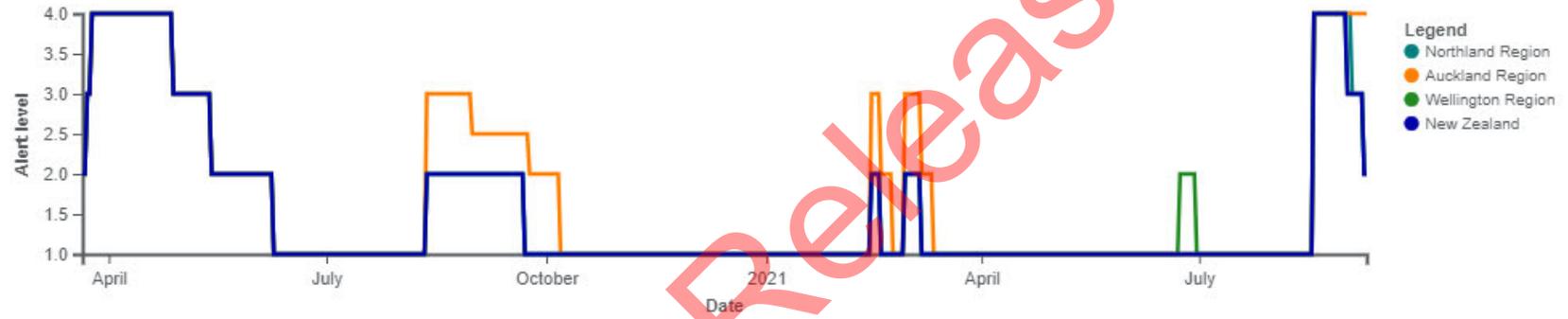
Sentiment breakdown at key dates

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12-Aug-20	45	36	19
31-Aug-20	45	38	17
22-Sep-20	42	39	19
24-Sep-20	42	42	16
7-Oct-20	40	42	18
15-Feb-21	42	40	18
18-Feb-21	38	46	16
23-Feb-21	43	42	15
28-Feb-21	49	35	16
7-Mar-21	43	39	18
12-Mar-21	41	45	14
23-Jun-21	38	48	14
30-Jun-21	40	45	15
18-Aug-21	38	43	19
1-Sep-21	38	44	18
3-Sep-21	42	41	17
8-Sep-21	40	44	16

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand

Changes in alert levels.

Source: https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zeland



Sentiment breakdown for total dataset Jan 2020 - today



Thank you

Proactively Released