



## 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

Four-day period ending  
1 November, 2021  
New Zealand

Proactively Released

# Update Summary:

## **Conversation analysis – organic, public social channels:**

Analysts explored the Business & Consumers category following the announcement that part of the Waikato would move to Alert Level 3, Step 2 on Wednesday with Auckland moving in-principal next Wednesday. Under Step 2 retail can open. Some New Zealanders are struggling to reconcile having retail open for those unvaccinated within the step system versus people needing a vaccination certificate for the 'traffic light' system. Some want to know the justification for retail to open while other types of businesses or workplaces can't despite having fully vaccinated staff.

## **Measuring categories of conversation:**

There was a 13% decrease in total volume of conversation. All categories decreased in conversation except for Timeframe which increased by 2%. The largest decreases were in the Financial Stability category (25%) and Vaccine Rollout (22%).

Most categories increased slightly in negative sentiment with the largest increases in Team of 5 Million (4%) and Financial Stability (3%). The largest increase in positive sentiment was in the Vaccine Rollout category at 2%.

Total overall sentiment remained the same.

**Note: Time period is a rolling four-day window unless otherwise noted.**

# What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**  
Analysts explored conversation in the Business & Consumers category.
- 2. Measuring Categories of Conversation p.g. 6 - 12**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.
- 3. Total sentiment benchmarks p.g. 13 -14**

Proactively Released

# Some are discussing inconsistencies between the step system versus the 'traffic light' framework in regards to accepting unvaccinated customers at Lv3.2 while requiring a vaccine certificate in the future.

On Monday, the government announced part of the Waikato would move to Alert Level 3, Step 2 on Wednesday, with the in-principal decision for Auckland to move to Step 2 next Tuesday at 11.59pm. Retail is able to open in this new step. Analysts explored conversation in the Business & Consumers category.

Some people are struggling to reconcile having retail open for those unvaccinated within the step system versus people needing a vaccination certificate 'traffic light' system.

Some want to know the justification for retail to open while other types of businesses or workplaces can't despite having fully vaccinated staff.

A few people are asking how vaccine certificates will be enforced by businesses.

Some are sharing examples of businesses or customers who are not following public health rules e.g, not wearing a face covering.

**Happy that the move to Alert Level 3, Step 2 will mean the ability for shops to open and more freedom.**

? So good news we moving to level 3 step 2 yipeee. More freedom to move about. And christmas is coming and stores are opening up. Shopping time miss shopping

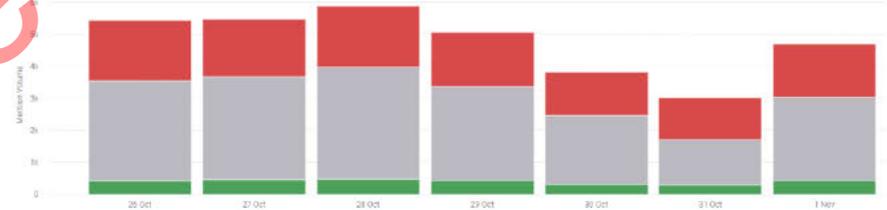
And finally the government come to their senses and let Auckland open up some shops. About bloody time!! #COVID  
4:57 PM · Nov 1, 2021

**Mask wearing and social distancing is now the 'new normal' when shopping.**

Dropped my youngest daughter at school this morning. On the drive back i passed a busy looking Covid testing centre and saw a member of the Mongrel Mob waiting to go into a shop, masked up and socially distancing. Good to see.

The new 'normal'.  
9:11 AM · Oct 29, 2021

**Total volume & sentiment in the Business & Consumer category, October 26 – November 1**



**Sentiment October 29 – November 1:**  
Negative 36% Neutral 55% Positive 9%

**Despite retail able to open soon, for some click and collect is a positive experience.**

I really like the Animates click & collect system.  
You order online, drive to the store, wait in your car, call the store and tell them your name. A staff member will then take your order outside and put it on a big pallet that has a QR code on it and go back inside.  
4:01 PM · Oct 29, 2021

- 2d  
I actually had a positive click and collect experience this time. Ordered around 10pm night before, all items were in stock at the store I was collecting from and all had the "pick up after 3pm" message. Received an email at 1pm next day, picked up a hour later.

**Concerned and confused at the inconsistency with unvaccinated customers able to shop in the step system versus needing a vaccination certificate in the future 'traffic light' framework.**

I'm concerned that now opening up retail etc to everyone vaxxed or unvaxxed will mean it will be hard to justify using vaccine certificates in a few weeks time. If it is deemed a risk for unvaxxed to enter those businesses then, why is it not a risk next week?!

Like · Reply · 12h

I am amazed that in level 3, 2 we can go in retail stores without any vaccine passport yet once we go into new level red we can only enter with vaccine passport except essential shops it's a bit weird

Ok, So right now in level 2, Vaxed and unvaccinated Can go to the Shops, hairdresser, gyms etc But once your region gets 90% vaxed.... The unvaccinated Cannot go to the Shops, hairdresser, gyms etc How does that make sense...

I agree this is now urgent - it is unreasonable to open up retail in Waikato and Auckland and then expect retail and hospitality staff to be implementing vaccine passports later under the traffic lights!

4:39 PM · Nov 1, 2021

**Wanting clarity about the changes for Step 2 e.g., how many people allowed in a store.**

Hi Jacinda, I'm just a bit confused around the opening of shopping malls. In a large store such as Farmers how many people are allowed in the store at the same time? People meeting outside can be no more than 25 but what about inside a large dept store and mall? Thank you

**People want to know the justification for retail to open while other types of businesses or workplaces can't despite fully vaccinated staff.**

I really don't understand as a hairdresser in the Waikato we can't welcome our long term well known clients into a safe fully vaccinated salon. But I can go to the mall with hundreds of strangers who knows where they have been and weather they are vaccinated. I have followed the rules and done all the right things from the day COVID landed in NZ...

So from next week we can go shopping but we still can't get in the lab and do research. Come on! Even though we are most certainly a very highly vaccinated workforce.

7:33 PM · Nov 1, 2021

Don't get me started Jacinda !!! You open zoos , public toilets etc but you won't open hairdressers, beauticians, gyms etc who's hygiene levels are so high !!! Do you really know what your causing !! Your killing small businesses !! I can't work till level 1 !!! (Gym Trainer). Disgusting 🤢. When are you going to let all of us who are fully...

**Asking how the vaccine certificate system will be enforced by businesses.**

I know all this, I already have my certificate. What I was wanting to know was how certificates and the passport system was going to be managed in terms of enforcement, especially with the opening up of retail freedoms here in Auckland.

4:58 PM · Nov 1, 2021 from Auckland, New Zealand

**This retail worker is concerned about opening in Auckland next week to unvaccinated shoppers.**

I work in retail and the thought of opening my store up next Wednesday to serve people who may not be vaccinated in a city that is recording daily cases over 100 is scary. If one person with symptoms walks in I become compromised my store gets closed and I put my family who are already immune compromised at risk.

**Some are stating they will avoid businesses with vaccine mandates.**

Countdown Supermarkets

Countdown proposing mandatory vaccination for staff ! I will be shopping at newworld from now on.

**People are sharing examples of businesses and customers that are not complying with public health restrictions e.g., not wearing a mask properly or at all.**

unfortunately I know of a home hairdresser that doesn't wear a mask & doesn't care if they or customers are vaccinated, needless to say I'll be avoiding that place like the (literal) plague

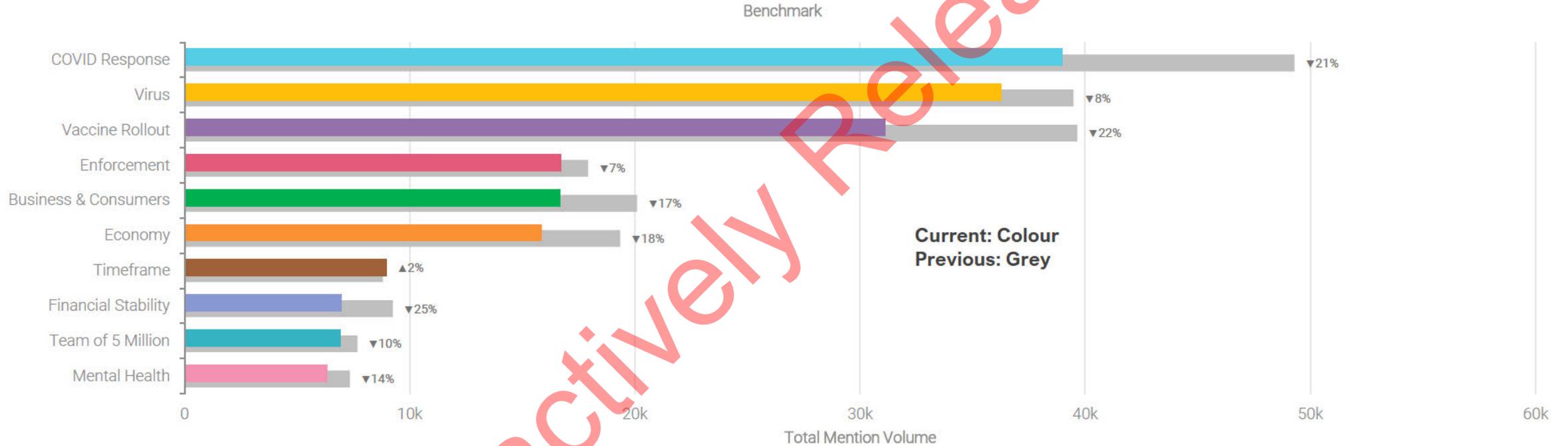
dropped in at a rural Otago restaurant / bar last weekend. I walked in with a mask and nobody wore a mask. As I passed a table of a large family one lady commented loudly "who would wear a mask that's such a stupid thing to do". Verbatim.

- reddit.com

Will the emergence of "Delta Plus" in the UK and now Australia create a new reason for strict MIQ, until its here too? If people could "wear their masks properly" it would restore 10 - 12 % of my faith in humanity - Frustrated retail worker

# Category change: Benchmark

Comparing current period (Oct 29 – Nov 01) with shift from previous 4-day period (Oct 25 – Oct 28)



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

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

Total volume of conversation rolling 4-day window:

Current: 132,187 (-13%)  
Previous: 151,167

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

Current: Neg 40%, Neu 44%, Pos 16%  
Previous: Neg 40%, Neu 44%, Pos 16%

## Net sentiment of each category

Most categories increased slightly in negative sentiment with the largest increases in Team of 5 Million (4%) and Financial Stability (3%).

The largest increase in positive sentiment was in the Vaccine Rollout category at 2%.

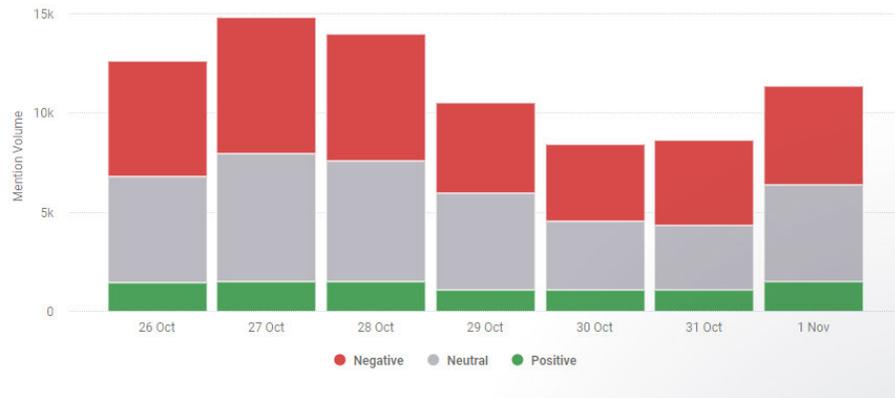
Comparing current period (Oct 29 – Nov 01) with shift from previous 4-day period (Oct 25 – Oct 28)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	36	1	55	-2	9	1
Enforcement	40	2	50	-2	10	0
Virus	47	0	44	0	9	0
Covid Response	46	0	42	-1	12	1
Economy	36	1	55	-1	9	0
Mental Health	53	2	42	-2	5	0
Financial Stability	43	3	50	-3	7	0
Team of 5 Million	37	4	38	-5	25	1
Contact Tracing	32	-1	60	1	8	0
Timeframe	36	2	51	-2	13	0
Domestic Violence	52	2	44	-2	4	0
Vaccine Rollout	50	-2	36	0	14	2

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

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

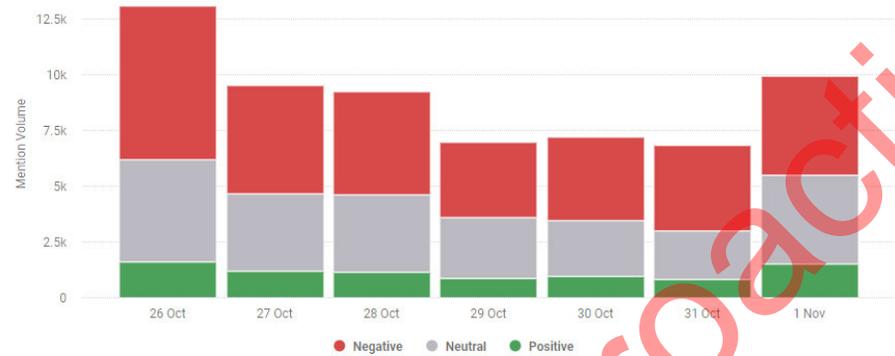
**COVID Response**



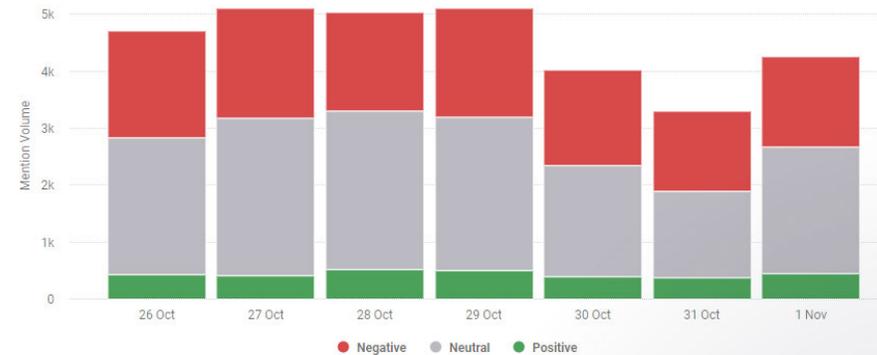
**Virus**



**Vaccine Rollout**

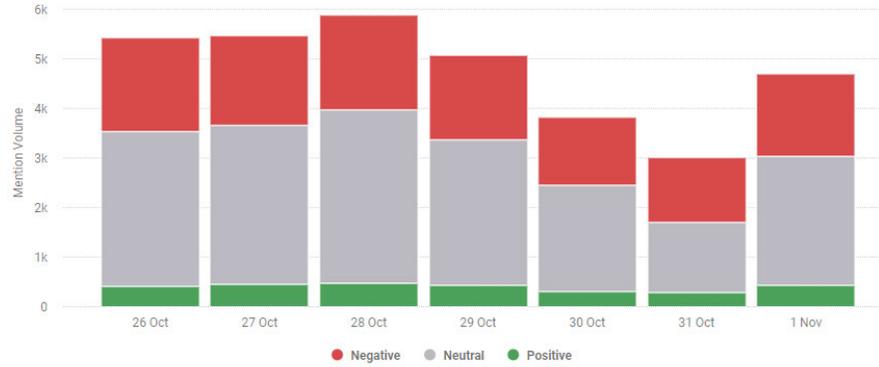


**Enforcement**

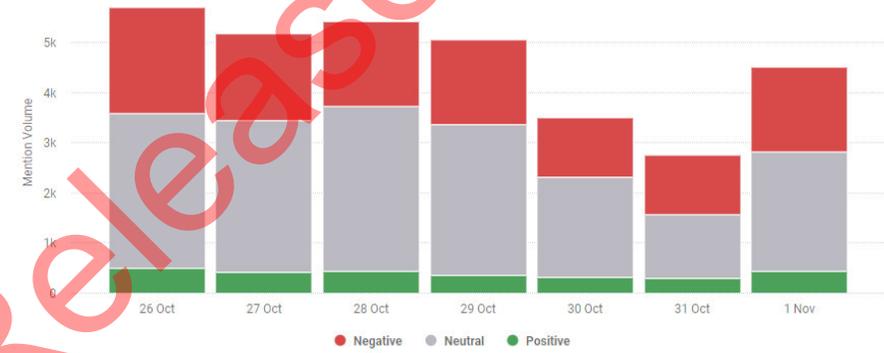


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
 Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

**Business & Consumers**



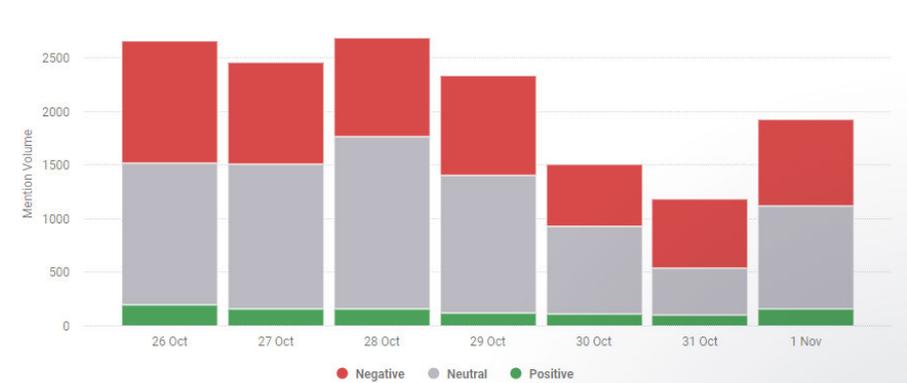
**Economy**



**Timeframe**

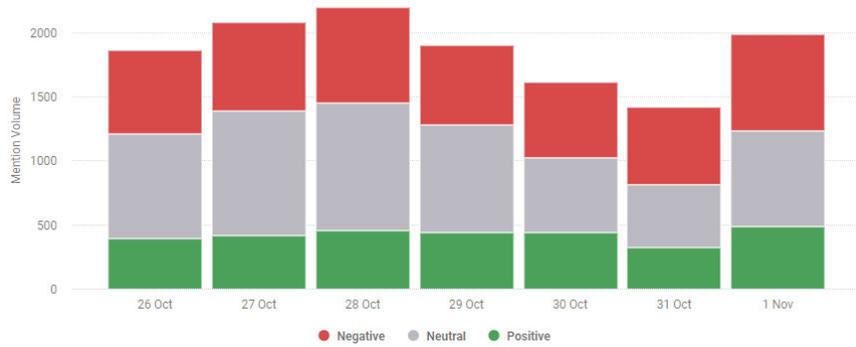


**Financial Stability**

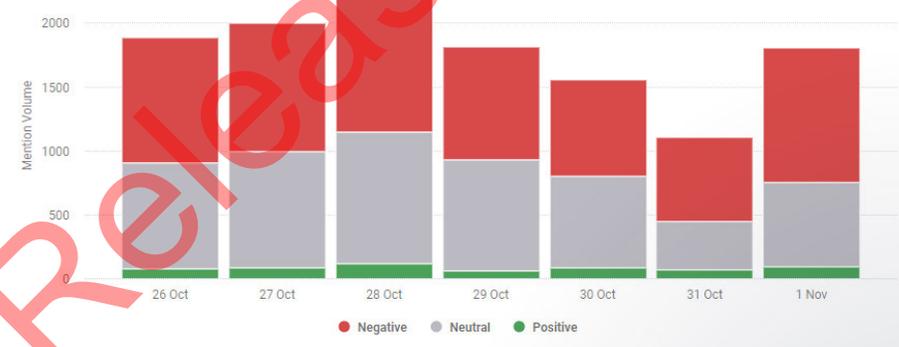


Proactively Released

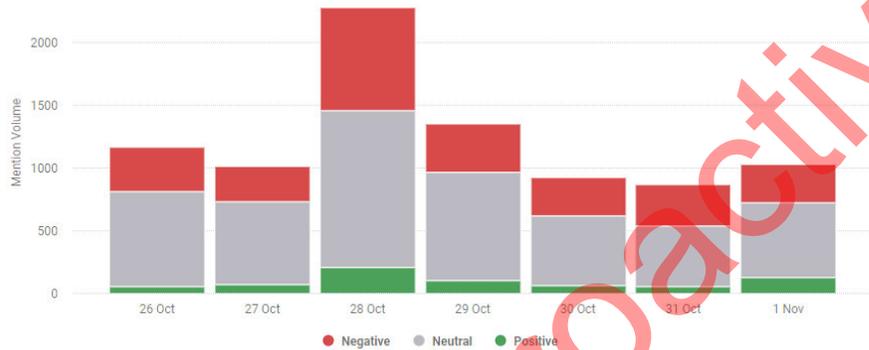
**Team of 5 Million**



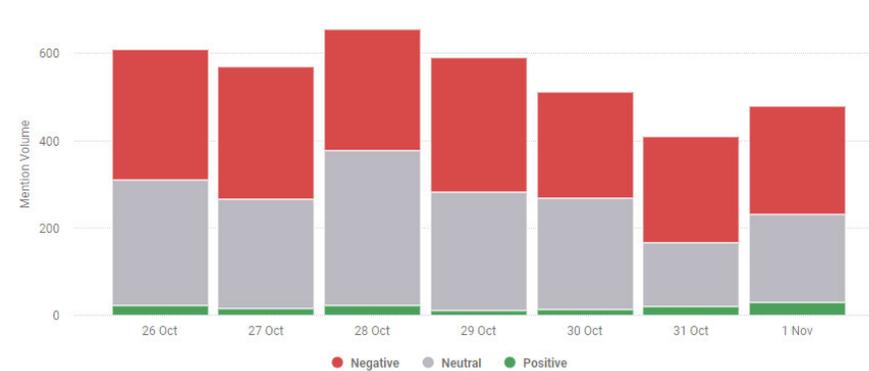
**Mental Health**



**Contact Tracing**



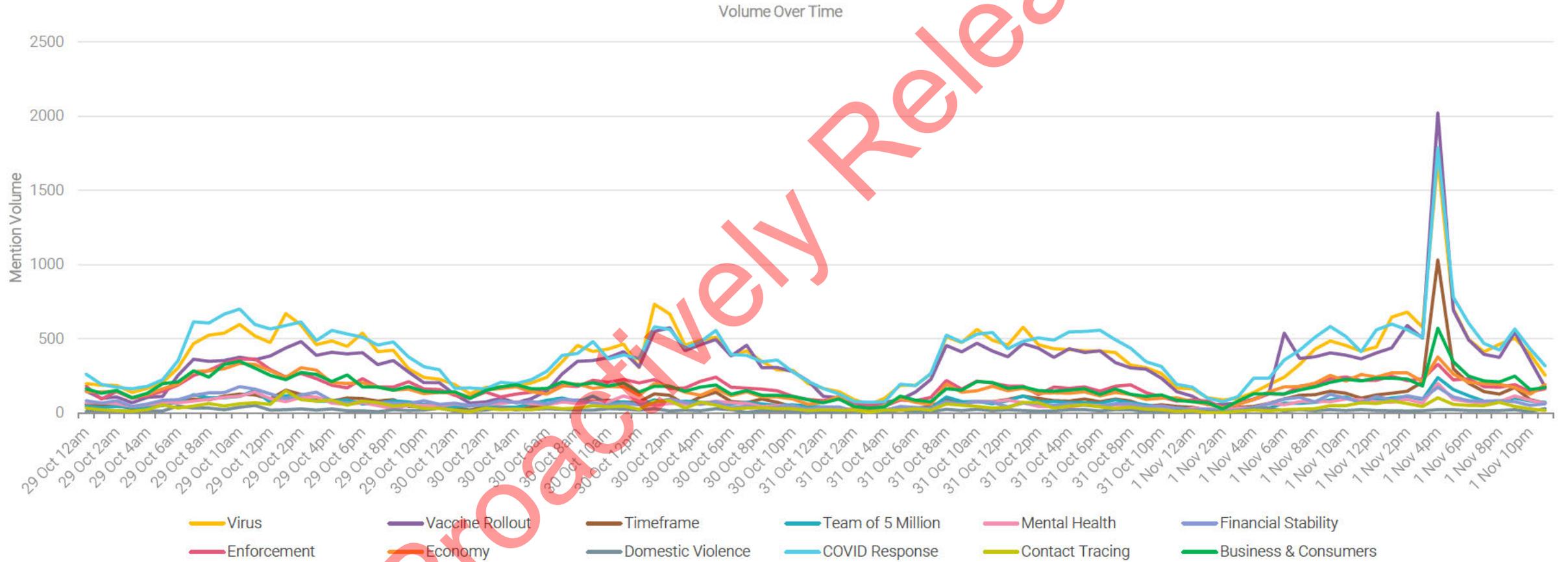
**Domestic Violence**



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.

# Categories over time (rolling 4 days)

SOCIAL CONVERSATION CATEGORIES 29 OCT - 01 NOV



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

# Category Definitions

## 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.

## 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.

**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.**

Date <sup>[a]</sup>	Alert Level <sup>[59]</sup>					
	New Zealand	Wellington Region	Northland Region	Upper Hauraki	North West Waikato <sup>[b]</sup>	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
8 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
24 June 2021	-1	▲2			-1	
30 June 2021		▼1				
18 August 2021			▲4			
1 September 2021	▼3		-4	▼3		
3 September 2021	-3		▼3	-3		-4
8 September 2021			▼2			
22 September 2021				▲3	-2	▼3
26 September 2021		-2		▼2		
4 October 2021			-2		▲3	-3
9 October 2021			▲3			
20 October 2021	-2		▼2	-2		-3

## Total 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

Date	% Neg	% Neu	% Pos
22-Sept-21	41	43	16
26-Sept-21	48	36	16
4-Oct-21	44	40	16
9-Oct-21	43	41	16
20-Oct-21	42	43	15

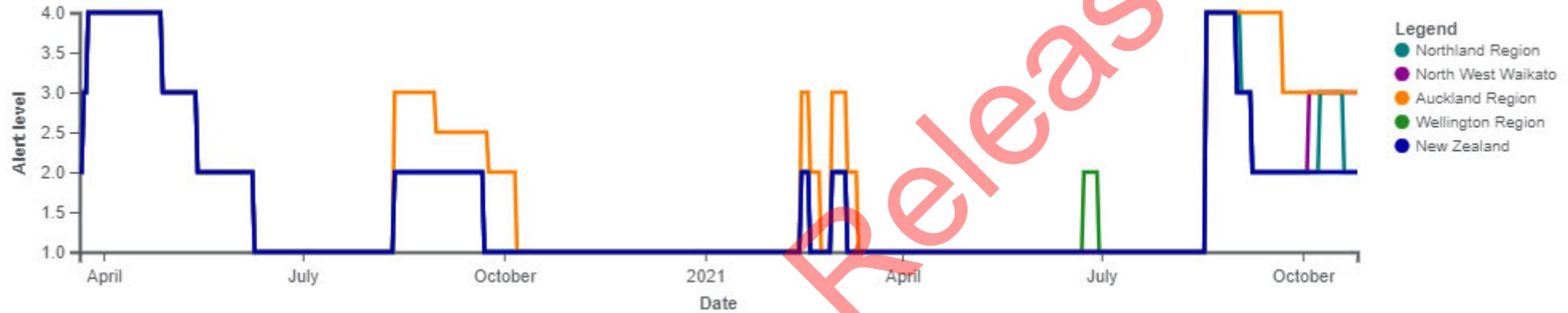
a. ▲ Changes in alert levels typically occur at 11:59 pm the night before.

b. ▲ From 4 October 2021 comprising Raglan, Te Kauwhata, Huntly, Ngāruawāhia, Hamilton City and some surrounding areas. This area was extended on 9 October to include Waitomo District, including Te Kuiti, Waipa District and Ōtorohanga District.<sup>1</sup>

Source: [https://en.wikipedia.org/wiki/COVID-19\\_pandemic\\_in\\_New\\_Zealand](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](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

Four-day period ending  
3 November, 2021  
New Zealand

Proactively Released

# Update Summary:

## **Conversation analysis – organic, public social channels:**

Analysts explored conversation around vaccine mandates and vaccine certificates/passports. Themes are varied and often include conjecture and debate. There is frustration that vaccine certificates are not yet available. Some perceive that not having certificates ready is what is holding up the move to the 'traffic light' system. Some New Zealanders are taking on the position of being pro-vaccine but anti-mandate and/or vaccine certificates. Freedom of choice and sowing division are some topics of discussion around this stance.

## **Measuring categories of conversation:**

There was a 1% decrease in total volume of conversation. All categories decreased except for Timeframe which increased by 10% and Vaccine Rollout which increased by 6%.

Most categories became more polarized, decreasing in neutral sentiment. The largest negative shift was in the Economy category at 5%. The Enforcement category grew 4% in positive sentiment.

Total dataset sentiment remained stable.

**Note: Time period is a rolling four-day window unless otherwise noted.**

# What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**  
Analysts explored conversation about vaccine mandates and vaccine certificates/passports.
- 2. Measuring Categories of Conversation p.g. 6 - 12**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.
- 3. Total sentiment benchmarks p.g. 13 -14**

Proactively Released

**Conversation about this topic has high negative sentiment. This has increased by 1% compared to the week prior. Themes within are varied. There continues to be those who are pro-vaccine but anti-mandate. Some believe that not having vaccine certificates yet is holding back the country's move to the 'traffic light' system.**

Analysts explored conversation around vaccine mandates and vaccine certificates/passports (October 31 – November 3). Themes are varied and often include conjecture and debate. The sentiment of this conversation is on par with the sentiment within the Vaccine Rollout category (50% negative). Negative sentiment in this conversation also includes those defending the government's positioning on certificates and mandates.

Some are explaining how having to have a vaccine or proof of identification is not a new concept and is used for other situations such as travel overseas or buying alcohol.

There is frustration that vaccine certificates are not yet available to the public. Some perceive that not having certificates ready is what is holding up the move to the 'traffic light' system.

Some New Zealanders are taking on the position of being pro-vaccine but anti-mandate/certificates. Freedom of choice and sowing division are some topics of discussion around this stance.

A few are expressing the perception that the government lied and did a U-turn on its stance of not mandating vaccines.

**Happy that the University of Auckland is putting a vaccine mandate in place.**

Yusssss vaccine mandate for university of Auckland!!! For all staff, students and visitors. Epic!!!

Great work @AucklandUni with a vaccine mandate: From 4 Jan "all students, staff and visitors will need to be fully vaccinated...to come onto our campuses...Decision will be reviewed in June 2022, or earlier if conditions or Government requirements warrant it."

3:25 PM · Nov 2, 2021

**Grateful to those whose jobs fall under a mandate and have been vaccinated.**

For all teachers, social workers and all of you who accepted the mandate and be willing to be vaccinated, thank you very much. You all are awesome 🙌

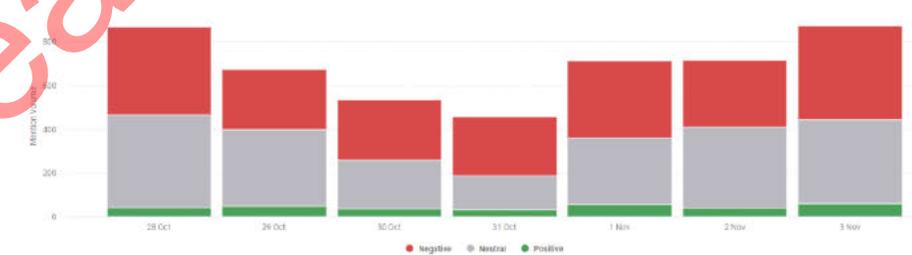
**A teacher acknowledging that vaccines are part of the role's requirements – even prior to COVID-19.**

I mean, I'm a teacher and it was a requirement of my employment that I supplied police checks, have an IRD number, am registered with the Teachers' Council and am vaccinated against measles. Now that includes the COVID vaccine.

There are lots of jobs that have specific requirements. You also need to be legally licensed to drive a car, and provide photographic ID if asked when buying beer.

You're not forced to do any of these things - but there are consequences if you don't. Namely, you won't be able to do the things you want if you don't abide by the requirements. The COVID vaccine mandate isn't any different, it's just a newer requirement.

**Total volume & sentiment around vaccine mandates and vaccine passports/certificates, October 28 – November 3**



**Sentiment of conversation, October 31 – November 3:**  
**Negative 49% Neutral 44% Positive 7%**

**Explaining that having to have a vaccine and/or proof of identification is not new and used in other areas of life e.g., when travelling overseas or having to show ID to buy alcohol.**

I have no problem showing my drivers licence for driving, my passport for travelling, my quals for a job, my ID to buy alcohol, my kids vax cert for school, my dogs vax cert for the kennel...

3:48 PM · Nov 1, 2021

I had to demonstrate I was vaccinated for various illnesses before I was able to enter certain countries. This is nothing new.

Vaccine certificates have been the price of admission to participation globally in the past - now they're the price of admission to participate locally.

2:46 PM · Nov 1, 2021

Expressing frustration towards those who are in roles that have mandates and who are refusing to get vaccinated. Some are relieved that those choosing to remain unvaccinated will have to leave their professions.

Oy vey, the teacher who was on the news was an absolute disgrace to the profession. Thank god come January the vaccine mandate will weed out these teachers so our tamariki don't have to be taught by such an unsuitable person.  
6:05 PM · Nov 3, 2021

? Get phucken vaccinated and get back to work, you call yourselves health workers. pift. I'm disgusted in your decision to resign over Mandate. Drop your ego and get back to work

Some are taking the position of being pro-vaccine (including being fully vaccinated against COVID-19) but anti-mandate and/or certificates. Freedom of choice and sowing division are some topics of discussion around this stance.

- Nov 1, 2021  
What's peoples view on the #VaxCert? I am opposed. I've just been asked to provide mine, I am double vaxed but I draw the line at a #VaxCert.

There's a significant amount of "pro-vaccine, anti-mandate people" who are double vaxxed, but don't want mandates on the general public (different for hospital staff of course).

? I am vaccinated... you've been brainwashed by media to put people in 2 classes haha It's true you can transmit still and a fact it is leaky. You can be pro vax and anti mandate.

Perception that the government lied and has done a U-turn on vaccine mandates which it said wouldn't happen.

Hipkins was telling us a year ago that vaccine mandates were misinformation.  
He is full of the same lies as Ardern.  
11:10 PM · Nov 3, 2021

If you say so.  
Honesty seems to be in short supply in the Cabinet, also: Particularly surprising given that Cindy, on live TV in '17 said that she'd never lied. & promised (2020) to run the most open & transparent government ever. Also promised ('20) never to mandate vaccination.  
1:04 PM · Nov 2, 2021

The vaccine mandate has potentially encouraged those who were not keen before to get vaccinated.

The relative who was very anti-vax a couple of months ago has now got vaccinated. Don't know for certain why, but one of their jobs is covered by the vaccine mandate.  
10:06 PM · Nov 3, 2021

Annoyed that the views held by the minority around mandates are assumed to be those of the majority.

My wife works as a midwife and her student has been asked what she plans to do for work next year now that there is a mandate. They are both fully vaccinated...  
People are assuming the views held by the minority are consistent across the majority.  
I'm s teacher and have experienced the same thing, its quite frustrating. Everyone, bar my ten year old are both double vaccinated

Concerned and frustrated about vaccine certificates not yet being available. Some perceive that not having vaccine certificates ready is what's holding up the move to the 'traffic light' system.

Frustrating that the lack of vaccine certificates continues to hold the country back from being able to begin opening up to the vaccinated.  
4:22 PM · Nov 1, 2021

Everyone should write to @minhealthnz now requesting their vaccination certificates as it takes 10 working days (16 November earliest), as electronic certificate won't be ready before 1 December - as haven't undergone any testing. An unmitigated disaster waiting to happen.  
7:46 AM · Nov 2, 2021

facebook.com  
Post-Cabinet Update | 1 November | RNZ  
Can't move to traffic light system, as the Government haven't got the passport ready

3d  
Covid19 Vaccinated  
Got mine in May, still waiting here in Level 3 because the Government sat on it's hands while we had no cases and didn't put enough into building the vaccine passport. I am beyond pissed off.

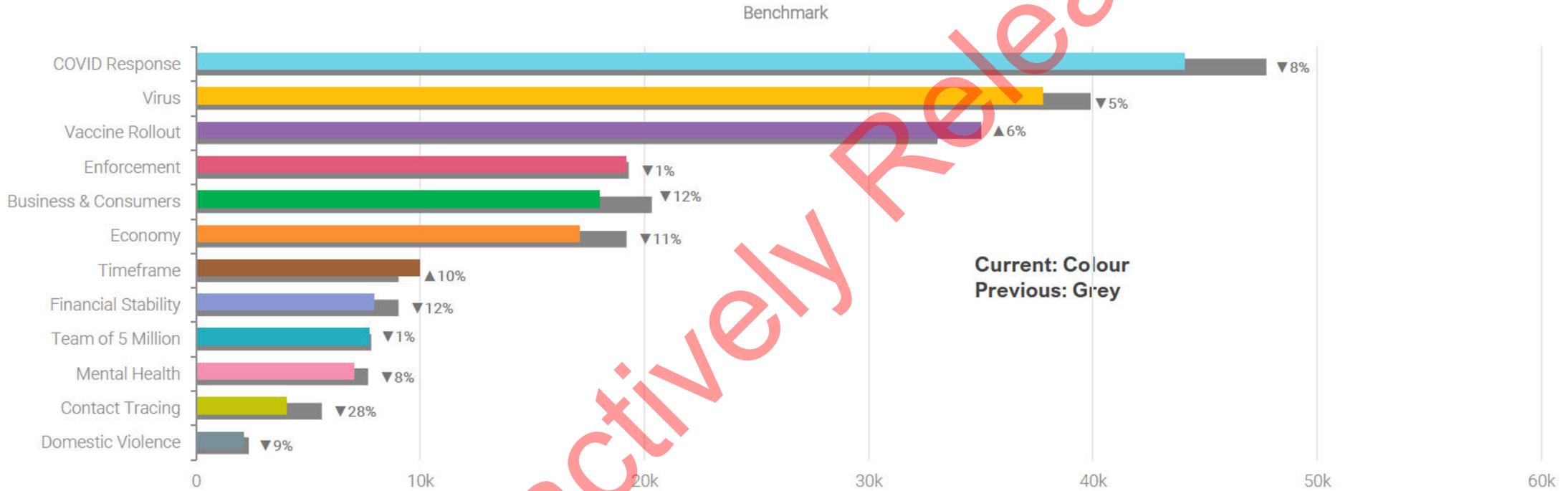
Perception that vaccine certificates don't necessarily equal personal or community safety.

Yea no. Vaccine efficacy drops drastically over time. There's literally no reason to mandate it and have vaccine passports unless it's about control rather than safety  
5:59 PM · Nov 3, 2021

1d  
Wasn't this why the UK ditched vaccine certificates for the time being? Because people assume that acting as if covid wasn't still around is safe because an event/venue has a vaccine requirement.

# Category change: Benchmark

Comparing current period (Oct 31 – Nov 03) with shift from previous 4-day period (Oct 27 – Oct 30)



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

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

Total Mention Volume

Total volume of conversation rolling 4-day window:

Current: 144,212 (-1%)

Previous: 145,450

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

Current: Neg 43%, Neu 41%, Pos 16%

Previous: Neg 43%, Neu 41%, Pos 16%

# Net sentiment of each category

Most categories became more polarized, decreasing in neutral sentiment. The largest negative shift was in the Economy category at 5%. The Enforcement category grew 4% in positive sentiment.

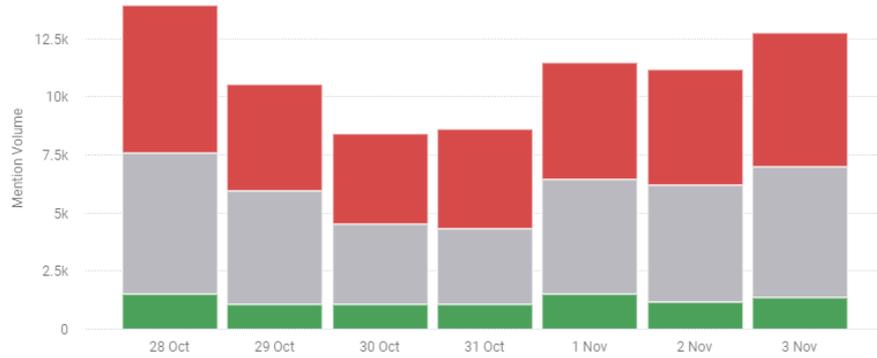
Comparing current period (Oct 31 – Nov 03) with shift from previous 4-day period (Oct 27 – Oct 30)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	37	3	55	-3	8	0
Enforcement	37	-1	50	-3	13	4
Virus	47	2	44	-2	9	0
Covid Response	45	0	43	-1	12	1
Economy	38	5	53	-6	9	1
Mental Health	53	4	42	-4	5	0
Financial Stability	43	5	49	-7	8	2
Team of 5 Million	35	1	39	-4	26	3
Contact Tracing	31	-1	60	0	9	1
Timeframe	34	0	54	1	12	-1
Domestic Violence	54	6	42	-7	4	1
Vaccine Rollout	50	0	37	0	13	0

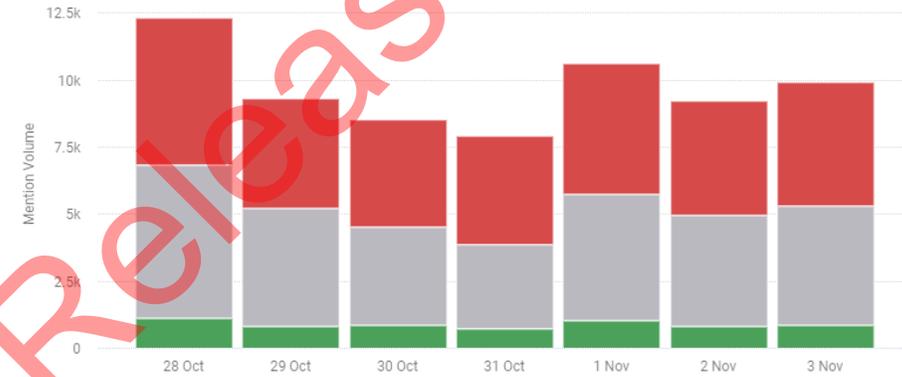
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

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

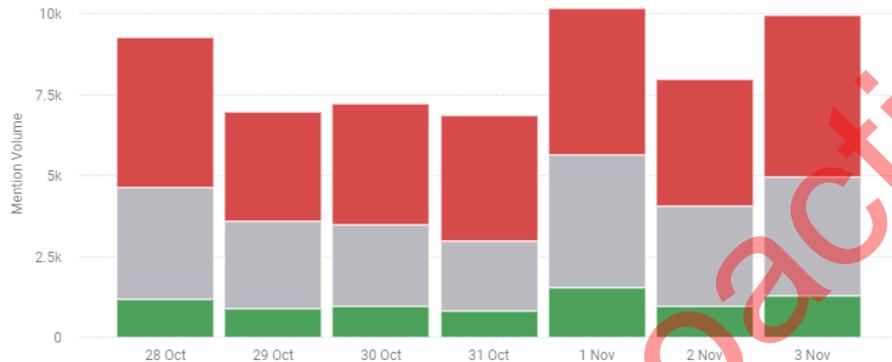
**COVID Response**



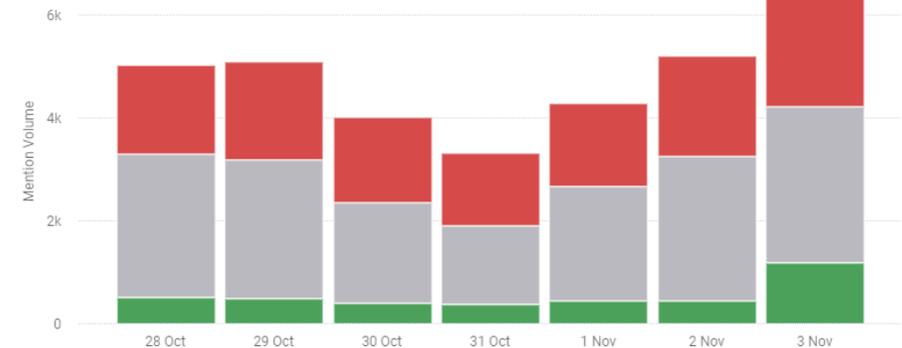
**Virus**



**Vaccine Rollout**



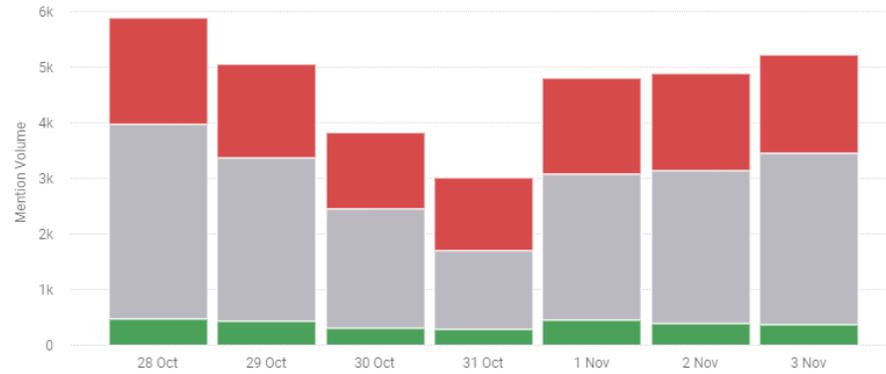
**Enforcement**



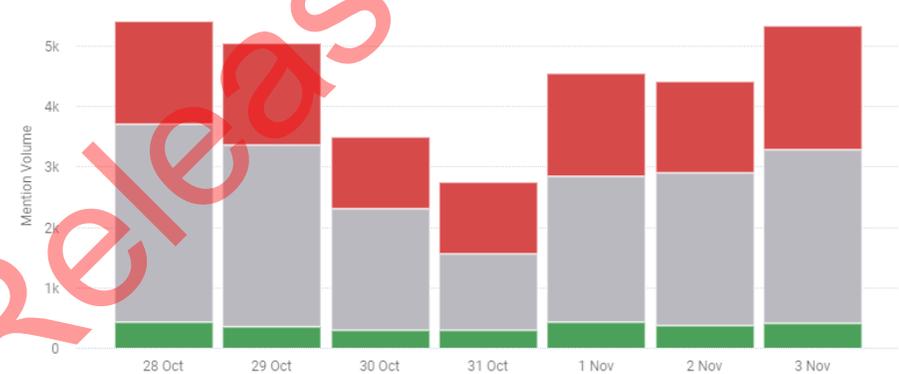
Proactively Released

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.

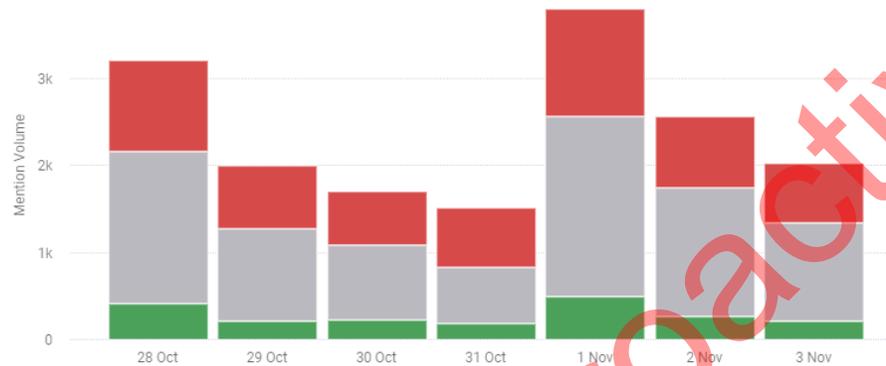
**Business & Consumers**



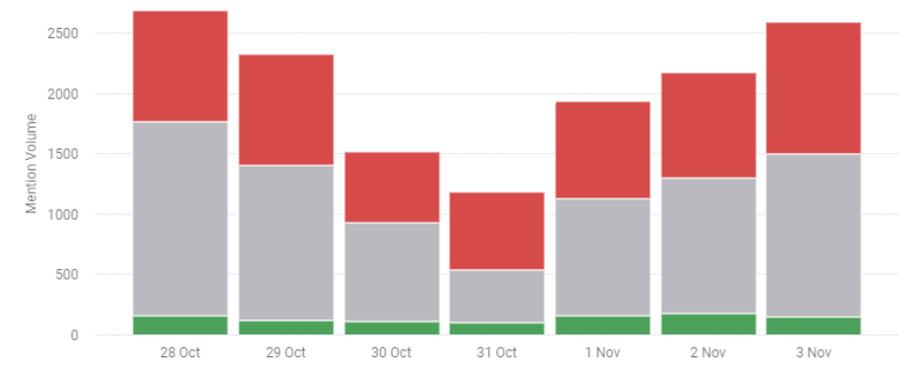
**Economy**



**Timeframe**



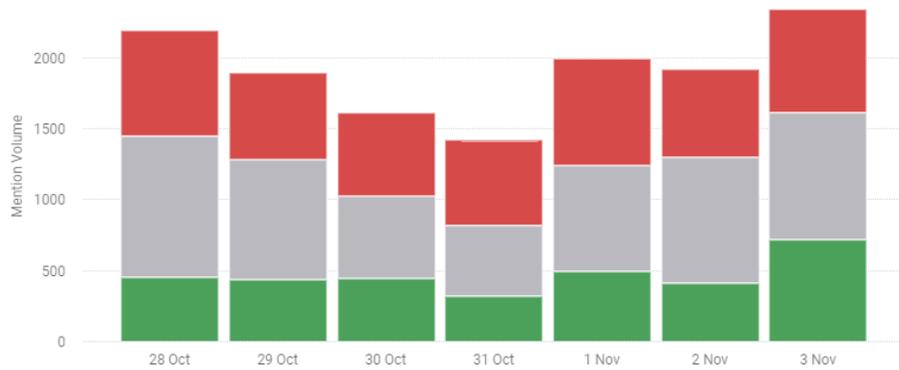
**Financial Stability**



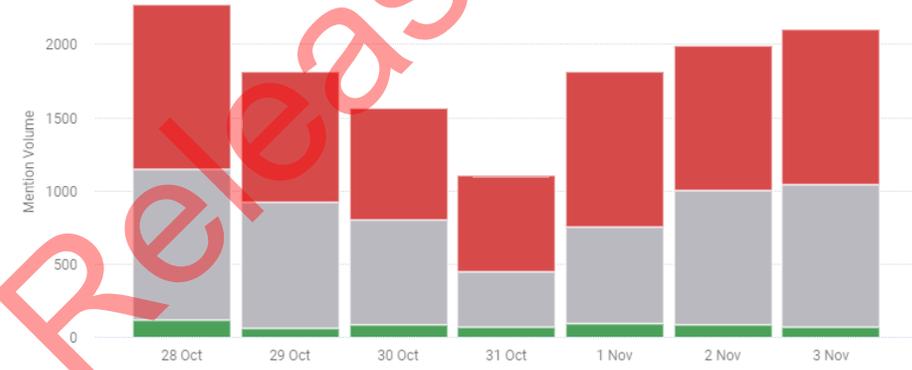
Proactively Released

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.

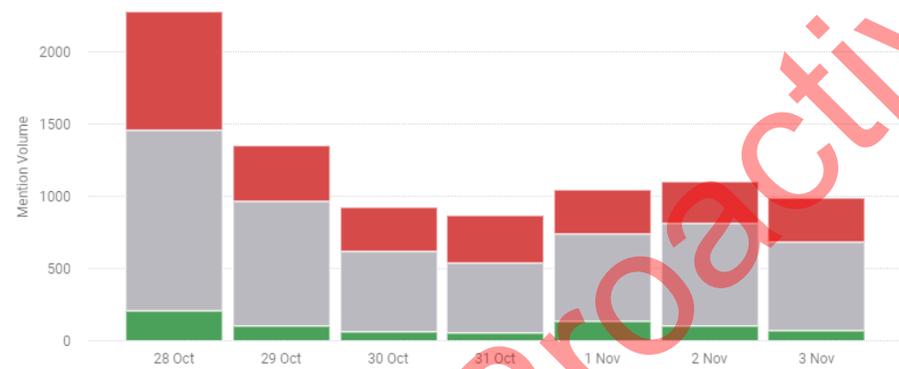
**Team of 5 Million**



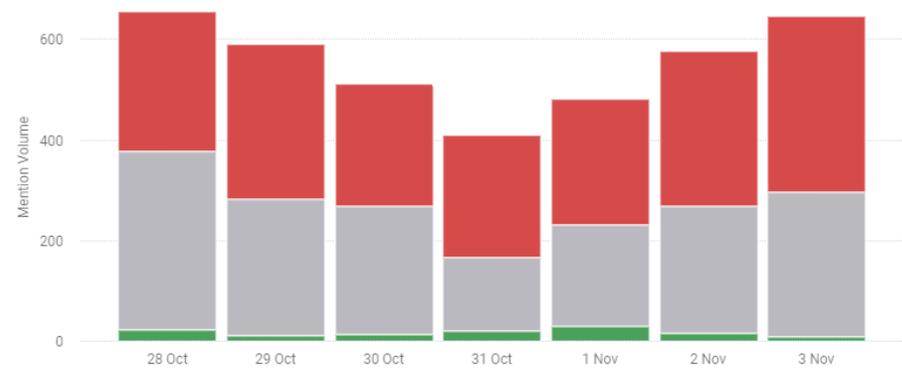
**Mental Health**



**Contact Tracing**



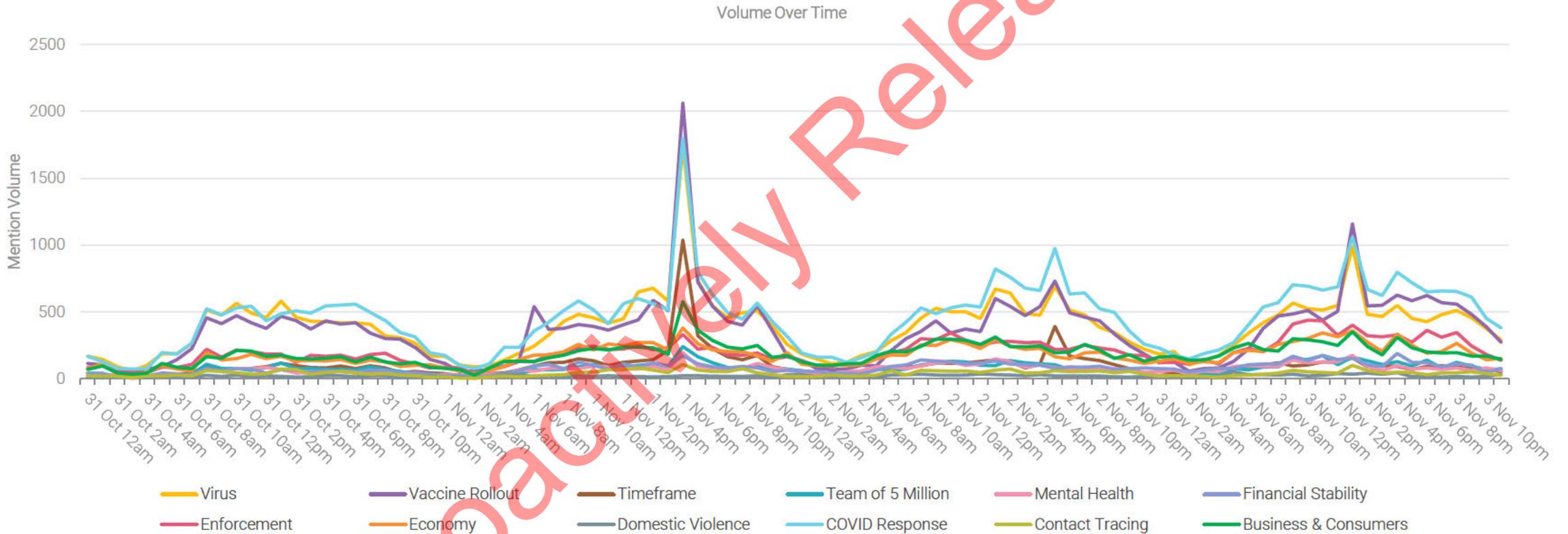
**Domestic Violence**



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.

# Categories over time (rolling 4 days)

SOCIAL CONVERSATION CATEGORIES 31 OCT - 03 NOV



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

# Category Definitions

## 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.

## 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.

**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.**

Date <sup>[a]</sup>	Alert Level <sup>[59]</sup>					
	New Zealand	Wellington Region	Northland Region	Upper Hauraki	North West Waikato <sup>[b]</sup>	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
8 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
24 June 2021	-1	▲2			-1	
30 June 2021		▼1				
18 August 2021			▲4			
1 September 2021	▼3		-4	▼3		
3 September 2021	-3	▼3		-3		-4
8 September 2021			▼2			
22 September 2021				▲3		▼3
26 September 2021		-2		▼2	-2	
4 October 2021			-2		▲3	-3
9 October 2021			▲3			
20 October 2021	-2		▼2	-2		-3

## Total 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

Date	% Neg	% Neu	% Pos
22-Sept-21	41	43	16
26-Sept-21	48	36	16
4-Oct-21	44	40	16
9-Oct-21	43	41	16
20-Oct-21	42	43	15

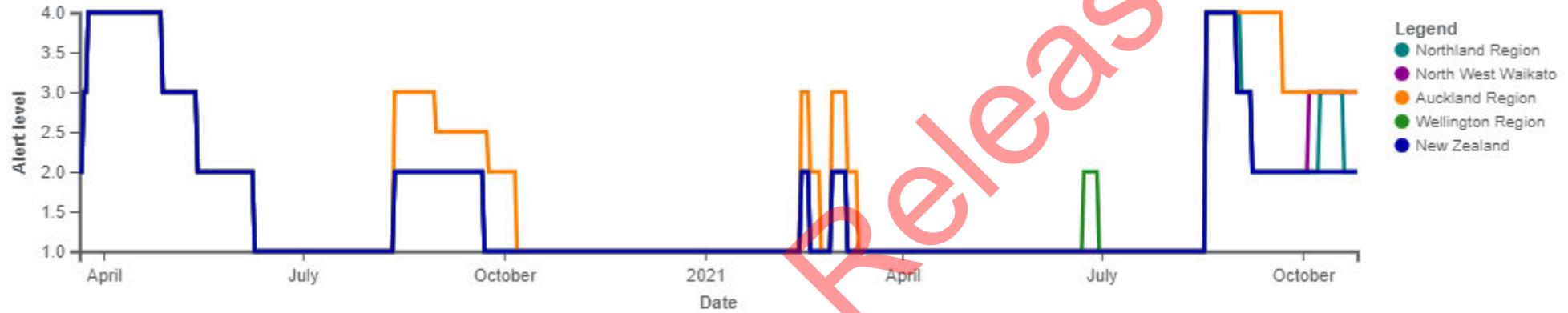
a. ▲ Changes in alert levels typically occur at 11:59 pm the night before.

b. ▲ From 4 October 2021 comprising Raglan, Te Kauwhata, Huntly, Ngāruawāhia, Hamilton City and some surrounding areas. This area was extended on 9 October to include Waitomo District, including Te Kuiti, Waipa District and Ōtorohanga District.<sup>1</sup>

Source: [https://en.wikipedia.org/wiki/COVID-19\\_pandemic\\_in\\_New\\_Zealand](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](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

Four-day period ending  
8 November, 2021  
New Zealand

Proactively Released

# Update Summary:

## **Conversation analysis – organic, public social channels:**

Analysts explored conversation following Monday (November 8) announcement. Overall, volume of conversation was lower in the Timeframe category. This might be due to earlier indications of the move, or some fatigue around following the COVID response announcements. Conversation focused on which kind of businesses/public facility could open and when, shopping safely & mask wearing compliance. The Prime Minister's indication that Aucklanders would be able to cross the current borders at Christmas was met with concern from some living elsewhere in the country.

## **Measuring categories of conversation:**

We saw a 12% decrease in total volume of conversation. The largest decrease in conversation was from Timeframe with 29% followed by Team of 5 Million and Economy with 19%.

Conversation decreased in neutral sentiment slightly in many of the categories. The category that reflected the largest decrease in neutral sentiment was from Financial Stability with 5% and had increased in negative sentiment. In contrast, Team of 5 Million drove the highest increase in positive sentiment.

**Note: Time period is a rolling four-day window unless otherwise noted.**

# What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**  
Analysts explored conversation around the response to the Alert Level review for Auckland.
- 2. Measuring Categories of Conversation p.g. 6 - 12**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.
- 3. Total sentiment benchmarks p.g. 13 -14**

Proactively Released

# Aucklanders are discussing some of their new freedoms and taking advantage of them safely. Some people outside Auckland are concerned that Aucklanders will be able to travel and spread COVID outside of their current borders.

Analyst explored the reaction to announcements made on Monday 8 November, which include Auckland moving the Level 3, Step 2, all of Northland returning to Level 2 and the indication that Aucklanders would be able to travel outside the current borders for Christmas.

The volume of conversation in the Timeframe category has declined throughout the past 31 days, and some are admitting that they are no longer following the COVID response announcements.

Some people continue to focus on the rules and structures of the 3 frameworks. Some are discussing potential decisions or outcomes of the COVID response including L3.2 impact of case numbers, and whether L3.3 will be used in Auckland before it moves to the Traffic Light framework.

There are discussions about retail shopping with people voicing concerns about potential number of shoppers and mask wearing compliance.

Some people are missing their team sports. Some in L3.2 are questioning the logic of not allowing non-contact team sports such as cricket yet allowing gatherings of 25 outdoors.

People outside of Auckland are nervous about Aucklanders being able to travel for Christmas.

## Comments explaining or making fun of the step system

? And when the **delta plus variant** comes, we'll have orange light **level 2** step 3A coming 🙄

? Monique Edwards it is how some of us refer to **level 3** stage **2**. So there's **level 3**, then **level 2**, or alternatively stages **3.1**, **3.2** & **3.3** are smaller step improvements on **level 3**. With the newer traffic light **system** (red) then taking over instead on 29 November for Auckland (if we hit 90% second dose) :

## Some are commenting they are no longer keeping up with the announcements.

Ok, i don't watch the pressers anymore. I don't follow the covid 19 birds anymore. I don't follow MoH anymore. There's only so much depressing news i can read in one day.

So, is Auckland moving to level 3 step 2 part a subsection B (or whatever the heck this thing is)?

5:33 PM · Nov 8, 2021

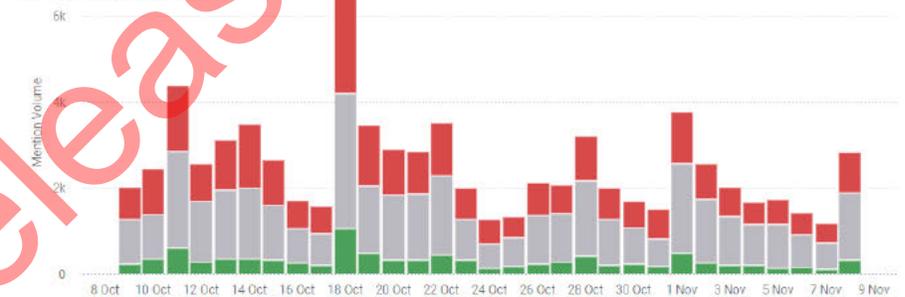
## Discussing the logic behind the Level/Step vs Traffic Light system

? just trying to understand logic if there is any of red light **rules**. to why unvax cant b out in red light yet can now in **level 3** step **2**

In her press conference Jacinda said that the risk of catching COVID at the supermarket is zero. Given that there are 700 unlinked cases from the last 14 days alone, that statement is the height of arrogance. Her ministry wouldn't have a clue how many ... See more

Like · Reply · 14 h

## Volume and sentiment of 'Timeframe' category (October 8 – November 9).



## Sentiment of conversation, Monday Nov 08, 2021:

Negative 34% Neutral 55% Positive 11%

## Some are discussing potential decisions in New Zealand's COVID response. These include discussions around whether Step 3 will be used, how many cases we will see after Auckland's move to L3.2 and suggesting that vaccination targets will be increased.

Nothing to back it up so take it with a tablespoon of salt. But I think they are now weighing vaccines rates higher than cases. So IMHO they will move Auckland to step 3 in two weeks and then traffic light on 1st if Dec.

Vote Reply Share Report Save

Auckland's level 3 step 2 is going to see daily community cases rise. I reckon we are going to get to 300 daily cases and cabinet is still going to open up the Auckland border. We are screwed 😞

4:42 PM · Nov 8, 2021

? Wait for it next **week** it will be **lockdown** until 95% **double** **dosed**

### Discussions about which businesses/public facilities will/can open and when.

Zoo will only be open to members since they are renovating and won't have enough room to accommodate a lot of visitors with the restrictions.

So It'll be Museum. Not sure if the libraries will open for in person, or still only pickup.

Vote Reply Share Report Save

· 23h · edited 23h

No swimming pools unfortunately.

Most of the gyms near me are running outdoor classes in their carpark or a park.

Indoor gyms should be open for the vaccinated under the traffic light system, which I guess we are expecting for Xmas.

Vote Reply Share Report Save

### Some people are missing their team sports. Some in L3.2 are questioning the logic of not allowing some non-contact team sports, while some at L2 would like to be able to be spectators at games.

So kids can go to a park or beach and play together but a contactless sport such as cricket can't go ahead. One of the most socially distanced sports played. The reason is they can't share a ball. But they can go to a shopping mall and touch a door h... See more

Like · Reply · 16 h · Edited

54

? Annoying the lvl 3. 2 im getting sick and lazy cause my sports cannot continue level 2 is ages away.

? If outdoors are low risk, can you please make it ok for us to watch our children play sports in level 2? At the moment there's a no spectators rule.

### Discussions around shopping safely and how mask-wearing will be enforced.

Best to shop online for shopping who unvaccinated best sent someone who vaccinated but if unwell go to hospitals or call ambulance

Like · Reply · 17 h

4

My concern is if everyone rushes out shopping altogether. Maybe do it slowly like poke your toe in the water first. I will be happily staying at home til the rush dies down a bit.

Like · Reply · 17 h

16

Good luck getting some people to wear their masks correctly, shop workers get nothing but abuse from some who blatantly refuse

Like · Reply · 17 h

4

### Some Aucklanders are feeling attacked on social. Others in Auckland are frustrated by the increasing case numbers/lack of compliance.

I feel so sad that there is so much 'anti Auckland'. I feel that the rest of the country needs to walk the 3 months in our shoes. We are one country. Get vaccinated so that we can be one again. Or don't. Your choice but Covid is here and you can't expect us to be locked up in Auckland forever. I never realized how much we're hated. So sad

Like · Reply · 15 h

13

i live in auckland, and personally from the behavior of our citizens I'm becoming very anti auckland. we've let our whole country down.

Like · Reply · 14 h

1

Why on earth are so many convinced all of this is the fault of Aucklanders not following the rules?

I am an Aucklander with family and friends from many different suburbs here. I have seen a few people (a small handful) not wearing masks, bus besides ... See more

Like · Reply · 15 h

1

### The announcement that Aucklanders would be able to travel past the current border has generated some concern from people living in other parts of the country.

Keep the border closed between Auckland and the rest of NZ until Auckland is 90% vaccinated and green on the traffic light system, I don't care if that takes longer than Christmas. What we don't want to see is Aucklanders coming south to regions still... See more

Like · Reply · 18 h

21

Keep it up auckland... also.. keep it in auckland.. you can go to level 2, but keep the border ... we dont want it in the south.

Like · Reply · 17 h

Get ready the rest of nz Christmas is going to unleash Auckland

Like · Reply · 17 h

4

The South Island is moving to close its boarders to all North Islanders once Aucklanders get the go ahead to travel.

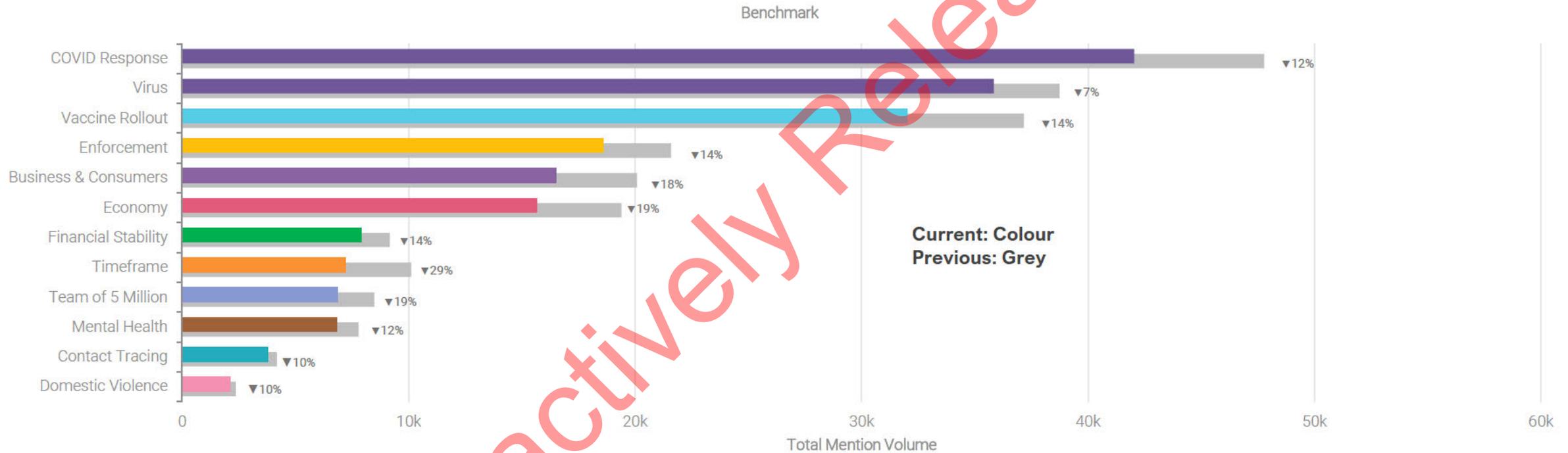
Keep the covid in Auckland the rest of the country don't want it

Like · Reply · 21 h

10

# Category change: Benchmark

Comparing current period (Nov 05 – Nov 08) with shift from previous 4-day period (Oct 01 – Nov 04)



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 rolling 4-day window:

Current: 134,516 (-12%)  
Previous: 144,212

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

Current: : Neg 43%, Neu 47%, Pos 11%  
Previous: Neg 43%, Neu 41%, Pos 16%

# Net sentiment of each category

Comparing current period (Nov 05 – Nov 08) with shift from previous 4-day period (Oct 01 – Nov 04)

We saw a decrease in neutral sentiment in many of the categories.

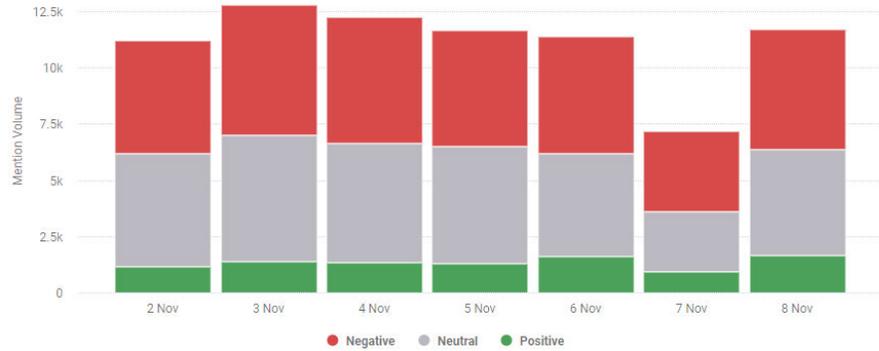
The category that reflected the largest sentiment shift was from Financial Stability decreasing in neutral conversation by 5% and increased in negative sentiment. Team of 5 Million drove the highest increase in positive sentiment.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	37	0	55	0	8	0
Enforcement	36	-1	52	2	12	-1
Virus	48	1	42	-2	10	1
Covid Response	46	1	41	-2	13	1
Economy	38	0	53	0	9	0
Mental Health	54	1	41	-1	5	0
Financial Stability	48	5	44	-5	8	0
Team of 5 Million	35	0	37	-2	28	2
Contact Tracing	31	0	62	2	7	-2
Timeframe	35	1	54	0	11	-1
Domestic Violence	55	1	42	0	3	-1
Vaccine Rollout	49	-1	38	1	13	0

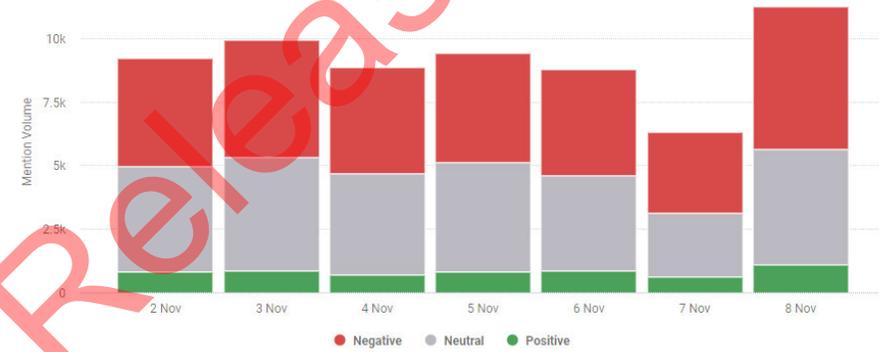
**Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.**

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

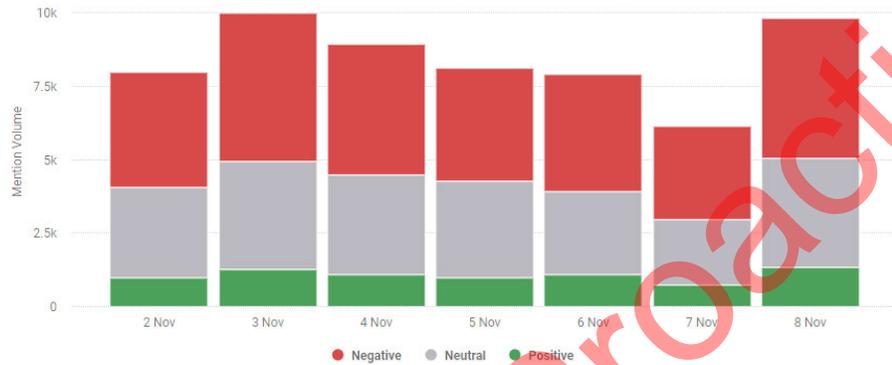
**COVID Response**



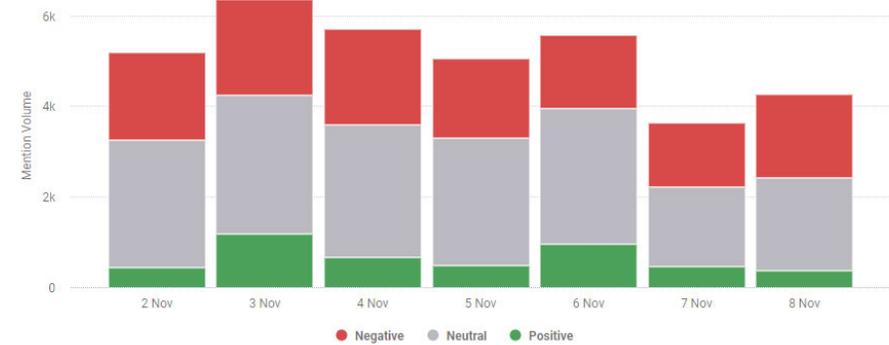
**Virus**



**Vaccine Rollout**

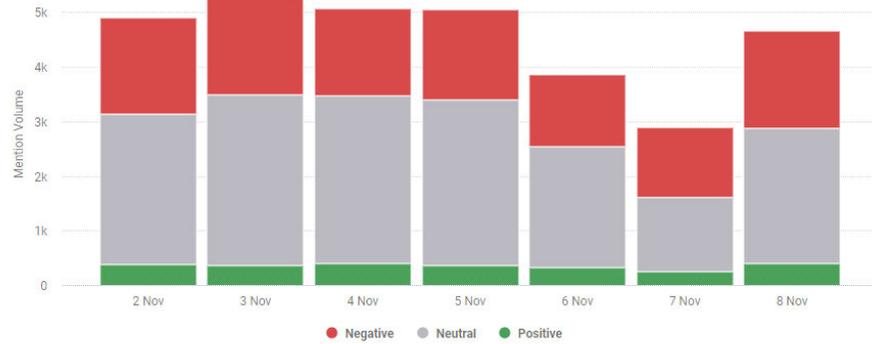


**Enforcement**



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.

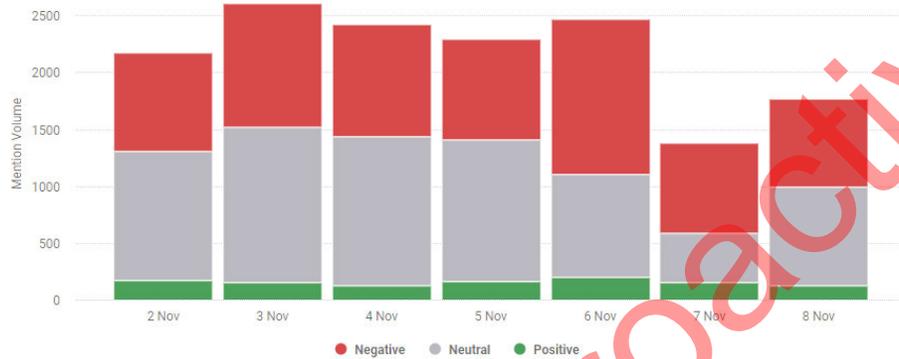
**Business & Consumers**



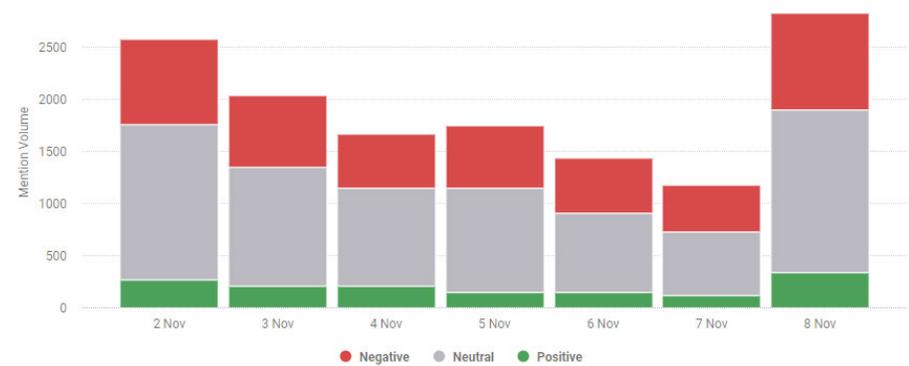
**Economy**



**Financial Stability**

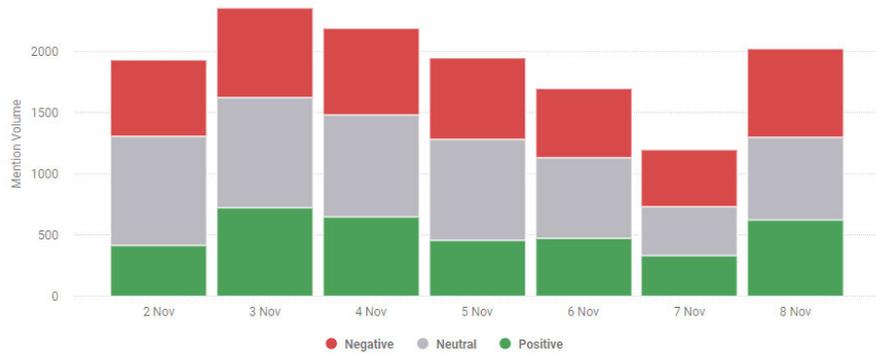


**Timeframe**

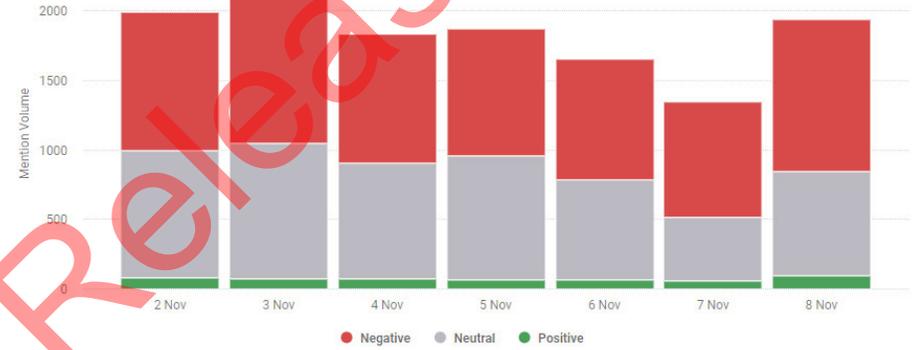


Proactively Released

**Team of 5 Million**



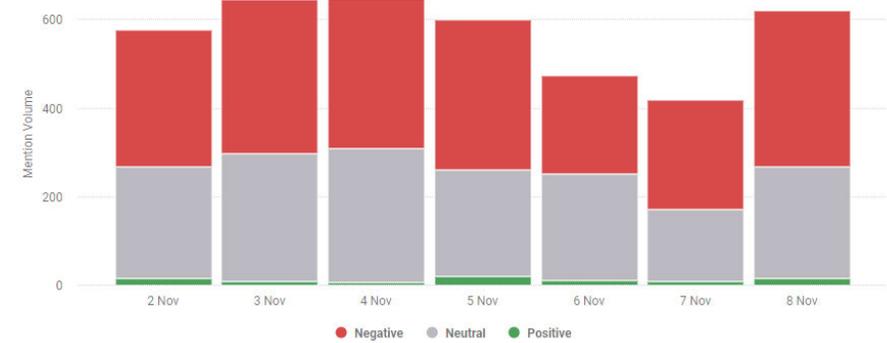
**Mental Health**



**Contact Tracing**



**Domestic Violence**

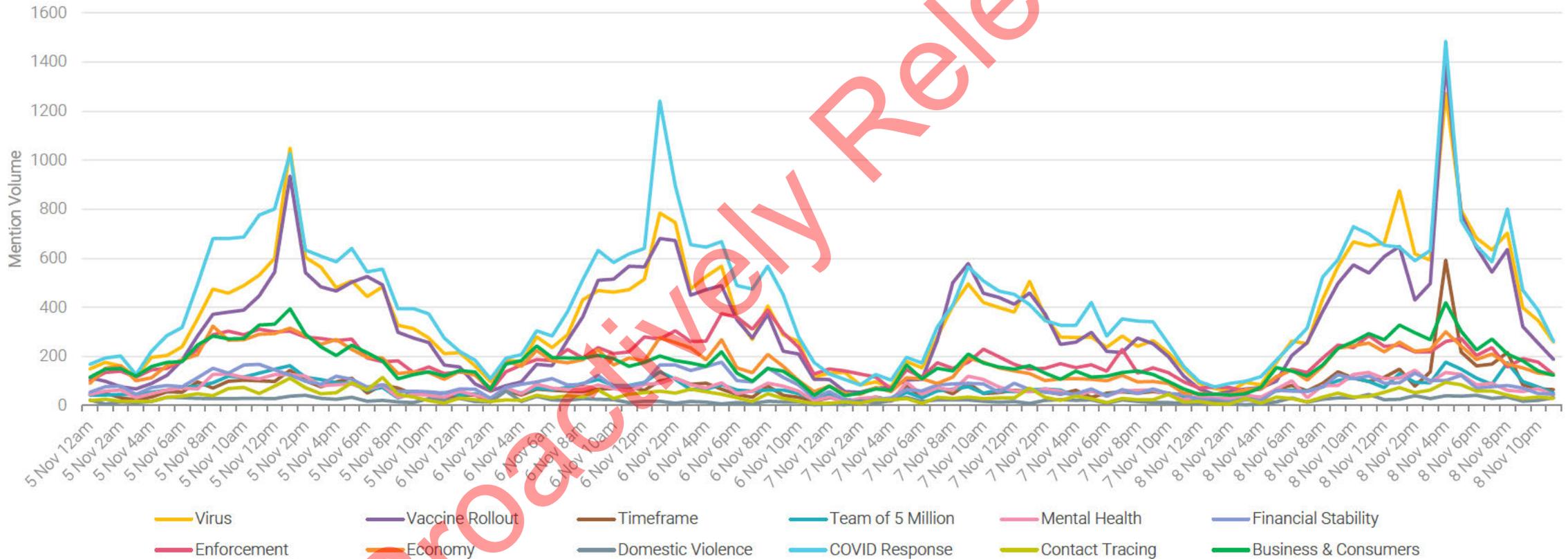


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

# Categories over time (rolling 4 days)

SOCIAL CONVERSATION CATEGORIES 05 NOV - 08 NOV

Volume Over Time



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

# Category Definitions

## 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.

## 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.

**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.**

Date <sup>[a]</sup>	Alert Level <sup>[59]</sup>					
	New Zealand	Wellington Region	Northland Region	Upper Hauraki	North West Waikato <sup>[b]</sup>	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
8 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
24 June 2021	—1	▲2		—1		
30 June 2021		▼1				
18 August 2021			▲4			
1 September 2021	▼3		—4	▼3		
3 September 2021	—3		▼3	—3		—4
8 September 2021			▼2			
22 September 2021				▲3	—2	▼3
26 September 2021		—2		▼2		
4 October 2021			—2		▲3	—3
9 October 2021			▲3			
20 October 2021	—2		▼2	—2		—3

a. ^ Changes in alert levels typically occur at 11:59 pm the night before.

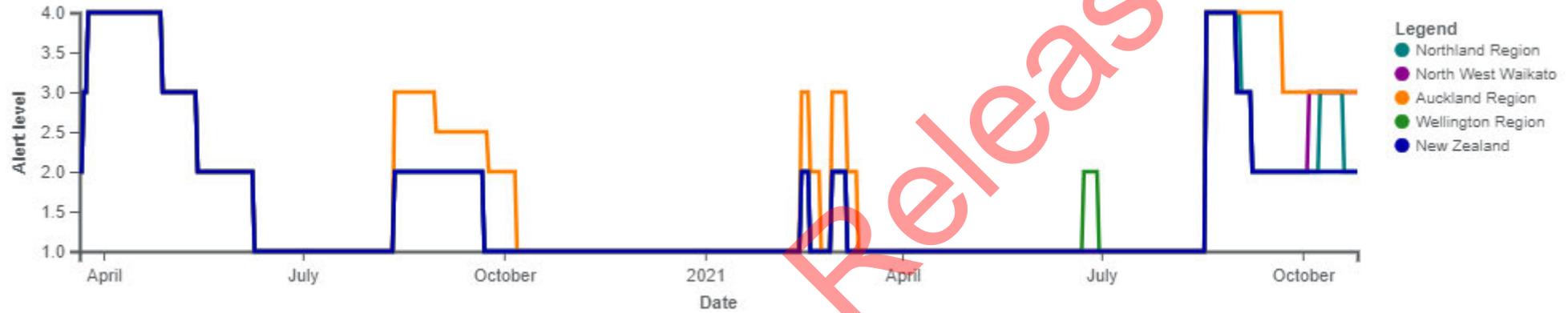
b. ^ From 4 October 2021 comprising Raglan, Te Kawhata, Huntly, Ngāruawāhia, Hamilton City and some surrounding areas. This area was extended on 9 October to include Waitomo District, including Te Kuiti, Waipa District and Ōtorohanga District.<sup>1</sup>

## Total sentiment breakdown at key dates

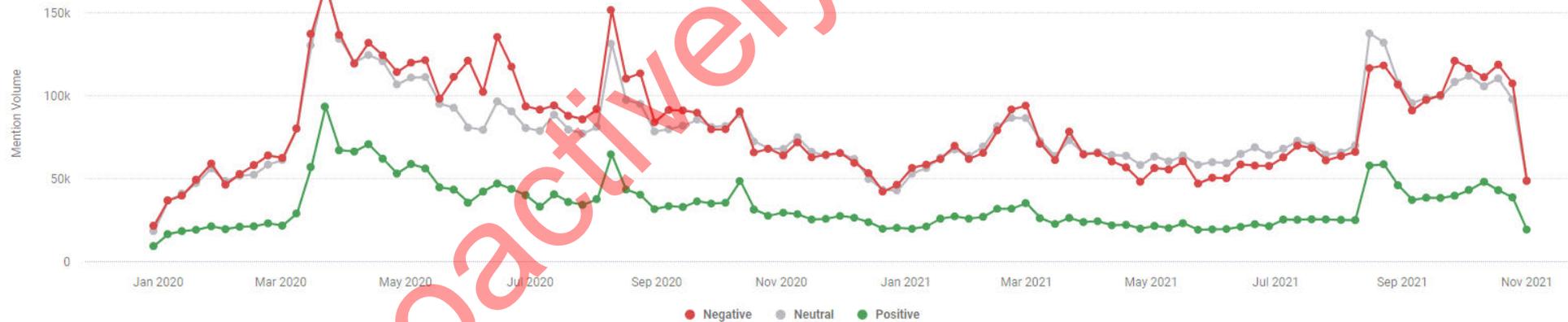
Date	% Neg	% Neu	% Pos	Date	% Neg	% Neu	% Pos
21-Mar-20	41	39	20	22-Sept-21	41	43	16
23-Mar-20	37	42	21	26-Sept-21	48	36	16
26-Mar-20	38	39	23	4-Oct-21	44	40	16
28-Apr-20	38	41	21	9-Oct-21	43	41	16
14-May-20	40	39	21	20-Oct-21	42	43	15
9-Jun-20	45	36	19				
12-Aug-20	45	36	19				
31-Aug-20	45	38	17				
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				

**Changes in alert levels.**

Source: [https://en.wikipedia.org/wiki/COVID-19\\_pandemic\\_in\\_New\\_Zealand](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

Four-day period ending  
11 November, 2021  
New Zealand

Proactively Released

# Update Summary:

## **Conversation analysis – organic, public social channels:**

Analysts explored conversation about Managed Isolation and Quarantine (MIQ) and self/home isolation. Some believe that returnees who are fully vaccinated are low-risk and should not have to go through the MIQ system. Some believe that MIQ should be used for COVID positive New Zealanders, especially those who are vulnerable e.g., those who don't have adequate space to isolate or need care, instead of fully-vaccinated/low-risk returnees. There are people concerned that recent MIQ/home isolation deaths are a sign that the system is unsafe for some. There continues to be those that are struggling with the MIQ booking system.

## **Measuring categories of conversation:**

There was a 16% increase in total volume of conversation. All categories increased in conversation with the largest increases in the Domestic Violence category (48%), Timeframe (43%) and Virus (27%).

Most categories fell slightly in negative sentiment. The largest drop was in the Financial Stability category at 8% and Economy at 5%.

Overall total sentiment rose 1% in negative sentiment and fell 1% in neutral sentiment.

**Note: Time period is a rolling four-day window unless otherwise noted.**

# What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**  
Analysts explored conversation around MIQ and self/home-isolation.
- 2. Measuring Categories of Conversation p.g. 6 - 12**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.
- 3. Total sentiment benchmarks p.g. 13 -14**

Proactively Released

# Some believe that double vaccinated returnees should not have to go through MIQ, with some thinking MIQ spots should instead be used for local COVID cases, particularly those who are vulnerable.

Analysts explored conversation about Managed Isolation and Quarantine (MIQ) and self/home isolation. There is commentary in this dataset from New Zealanders here and overseas.

Some are sharing their struggles of trying to book a space in MIQ, their disappointment at missing out on a space and their frustration with the booking system.

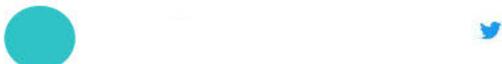
Some are acknowledging that a change in the MIQ system/move to home isolation will be a gradual process.

Some believe that returnees who are double vaccinated are low-risk and should not have to go through MIQ. Some believe these MIQ spots should be used for COVID positive New Zealanders, especially those who are vulnerable e.g., those who don't have adequate space to isolate.

With several deaths recently in MIQ/home-isolation some are concerned that the system is not taking care of those who are unwell.

With Aaron Smith called up last minute to join the All Blacks Northern Tour, a few continue to be frustrated as they perceive that athletes are getting priority MIQ spots over "normal" New Zealanders.

## This commenter is sharing their positive experience at a MIQ facility in Auckland.



Coming up to day 12 in managed isolation in #Auckland. The view from my 30 minute morning walk around the hotel exercise yard! Yes this is a bit tough but I have been well looked after and it's well organised. I signed up for it..no complaints #MIQ #COVID19nz



7:18 PM · Nov 9, 2021

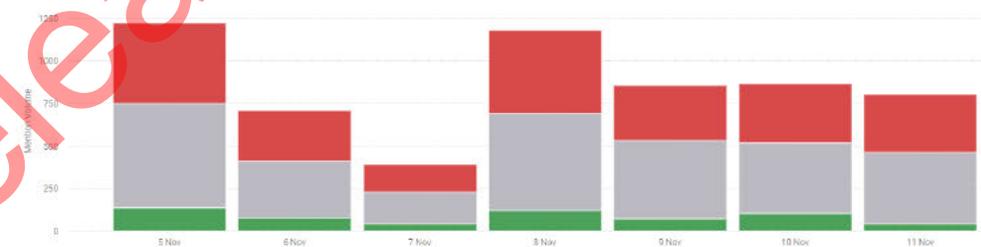
## On Twitter some are making sure those who will be going through MIQ have enough toys to entertain their children.



If you need extra toys or anything while in MIQ let us know. NZtwitter are an amazing bunch of people that will do lovely things like lend toys during MIQ stays to help you stay sane.

5:39 PM · Nov 10, 2021

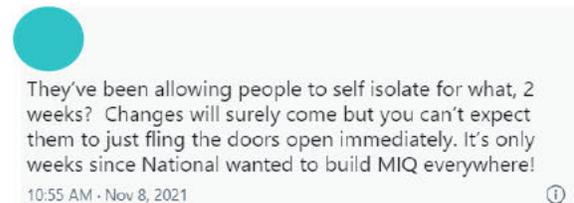
## Volume and sentiment of conversation about MIQ/home isolation (November 5 - 11).



## Sentiment of conversation, November 8 - 11

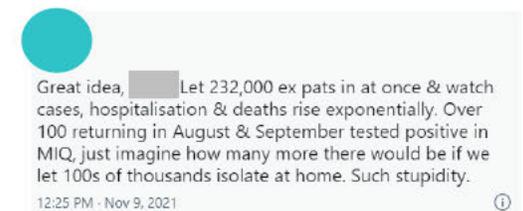
Negative 41% Neutral 50% Positive 9%

## Appreciate and understand that the changes in the MIQ system/ability to self-isolate at home will be a gradual process.



They've been allowing people to self isolate for what, 2 weeks? Changes will surely come but you can't expect them to just fling the doors open immediately. It's only weeks since National wanted to build MIQ everywhere!

10:55 AM · Nov 8, 2021



Great idea, [redacted] Let 232,000 ex pats in at once & watch cases, hospitalisation & deaths rise exponentially. Over 100 returning in August & September tested positive in MIQ, just imagine how many more there would be if we let 100s of thousands isolate at home. Such stupidity.

12:25 PM · Nov 9, 2021

**Those trying to book spaces in MIQ are sharing their struggles and disappointment at missing out on a spot.**

Three times in #MIQ queue. First time number 14300, second time 8340 and third time 8080. Zero chance of getting a booking. #MIQSucks  
10:44 AM · Nov 9, 2021

So I failed to get an MIQ room this morning. This was my first time lining up in the queue. The feeling is frustrating. I'm so sorry for those still going through this process, especially those stuck overseas.  
8:42 PM · Nov 9, 2021

**Frustrated at the MIQ booking system.**

What is MBIE doing to address the farce that is the MIQ booking system and the capacity? Perhaps redirect your PR spend to actually fixing the system?  
9:18 PM · Nov 10, 2021

**With Aaron Smith called up last minute to join the All Blacks Northern Tour, some are frustrated that athletes are getting priority MIQ spots over "normal" New Zealanders.**

Wow do the AB's have an endless quota for MIQ spots on their return to NZ?? 1000's of normal kiwis struggling to get home with expired visa's and job loses.... hmmm

So we are all making sacrifices, but somehow the ABs can pull an MIQ room out of their ass and send Aaron Smith over to Ireland as a precaution. Hell, why can't they just have someone like DMac on the bench as a back up halfback. The different rules for athletes is making the cruel MIQ system even more of a joke

**Belief that double-vaccinated arrivals into New Zealand are low-risk and should not have to go through MIQ.**

0.01% of fully vaccinated travelers since August have tested positive. It's a joke to continue miq for fully vaccinated people. I currently have 8x the chance of getting covid in Auckland than in the city I live in. How exactly am I a risk?

MIQ is pointless. Why is it still necessary for fully vaccinated overseas people who return a negative COVID test?

PM when am I, who is fully vaccinated going to be able to fly to Australia to see my family for the first time in 2 years. Without having to book a quarantine space on my return? I'm so fed up!!

**Some are saying MIQ spaces should instead be used for local, vulnerable COVID-19 cases.**

Agree with Prof Baker, they should be using more MIQ spots for local Covid patients and less for low risk people flying back to NZ.

I still think we need to get home iso up and running for returnees from low to moderate risk countries to free up MIQ spaces for community cases who can't isolate properly at home.  
1:18 PM · Nov 10, 2021

It's just unbelievable that we have so many rooms being taken up in MIQ by fully vaccinated travellers instead of vulnerable positive cases who need care. Something has to change.

**In response to a story about a woman who is self-isolating in a caravan and claiming she was 'abandoned' by authorities – some see her position as refusing MIQ help and support offered.**

She chose to be in a caravan. She chose not to go into MIQ. She chose not to get vaccinated. How was she "abandoned by authorities" when her situation is a consequence of her choices not to take up the help offered by authorities?

So she refused the vaccine and she refused MIQ and now she doesn't like the consequences of those choices?  
Like · 2d 226

**With several recent deaths in MIQ/self-isolation some are concerned the system is not taking care of those who are unwell.**

Condolences to the family. All Covid19 patients should be monitored in MIQ and hospital. It is a joke how they are being treated in home isolation with little to no follow ups. The deaths will only increase.

Another death amongst people with COVID-19 isolating in MIQ or at home. Now that the hospitalisation numbers are a focus, it seems people are not being hospitalised when they should be, so the numbers stay low and suit the latest propaganda narrative  
11:48 AM · Nov 8, 2021

Condolences to the family and friends. Doesn't all these deaths show that home isolation trial is not working?

How many deaths from 'vaccinated people dying at home while isolating or dying in MIQ' If he wasn't forced to isolate at home home he probably could have gotten help.

# Category change: Benchmark

Comparing current period (Nov 08 – Nov 11) with shift from previous 4-day period (Oct 04 – Nov 07)



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 rolling 4-day window:

Current: 152,913 (16%)

Previous: 131,777

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

Current: : Neg 44%, Neu 40%, Pos 16%

Previous: Neg 43%, Neu 41%, Pos 16%

# Net sentiment of each category

Comparing current period (Nov 08 – Nov 11) with shift from previous 4-day period (Oct 04 – Nov 07)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	34	-1	58	+1	8	0
Enforcement	40	5	51	-1	9	-4
Virus	48	1	43	-1	9	0
Covid Response	45	-1	43	1	12	0
Economy	33	-5	59	5	8	0
Mental Health	49	-4	46	3	5	1
Financial Stability	39	-8	54	9	7	-1
Team of 5 Million	33	-1	42	3	25	-2
Contact Tracing	33	3	60	-3	7	0
Timeframe	33	-2	56	1	11	1
Domestic Violence	53	-1	44	0	3	1
Vaccine Rollout	51	2	36	-2	13	0

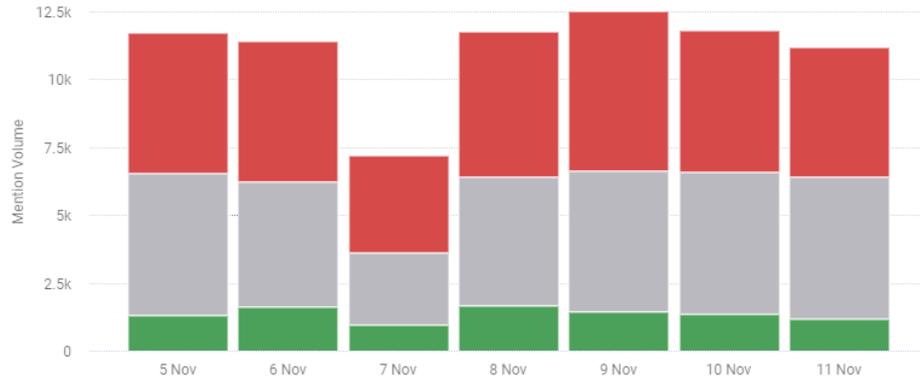
Most categories fell slightly in negative sentiment. The largest drop was in the Financial Stability category at 8% and Economy at 5%.

Enforcement had the largest increase in negative sentiment with 5%.

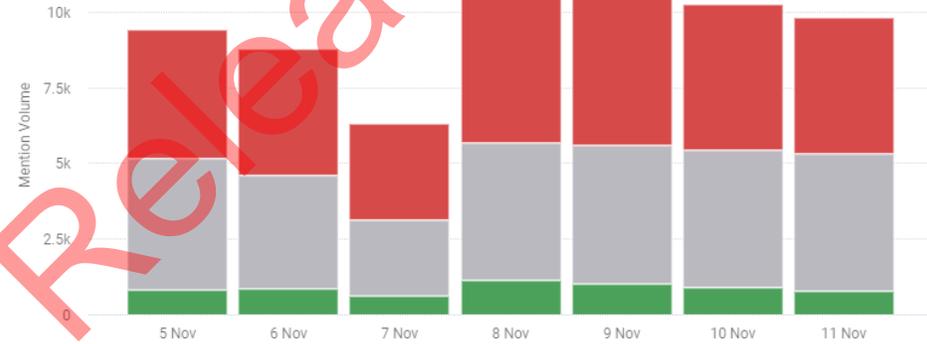
**Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.**

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

### COVID Response



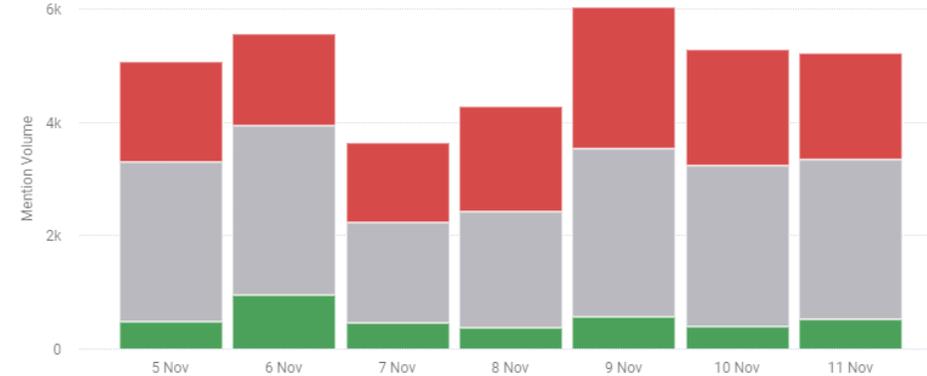
### Virus



### Vaccine Rollout



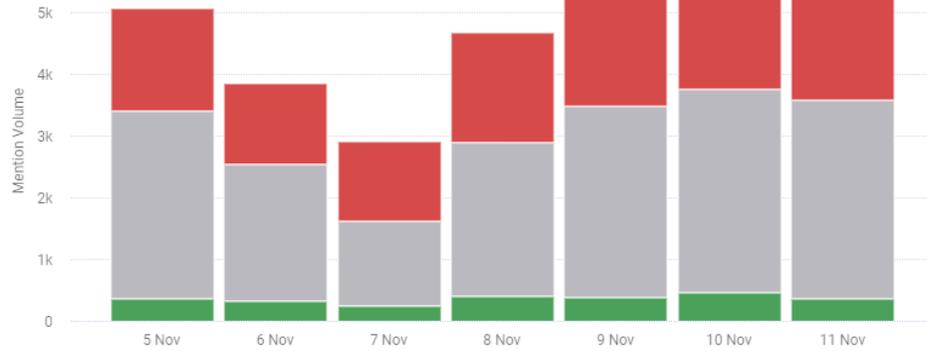
### Enforcement



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.

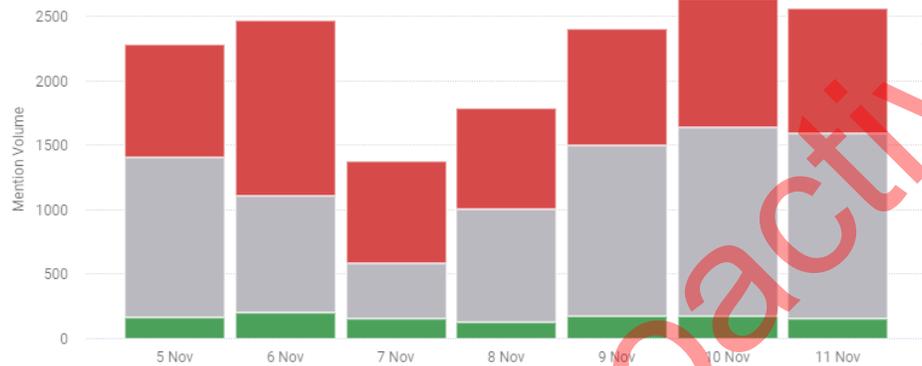
**Business & Consumers**



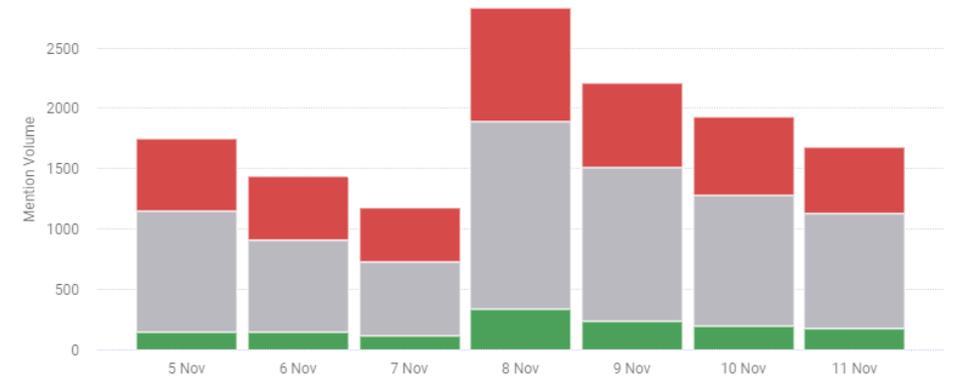
**Economy**



**Financial Stability**

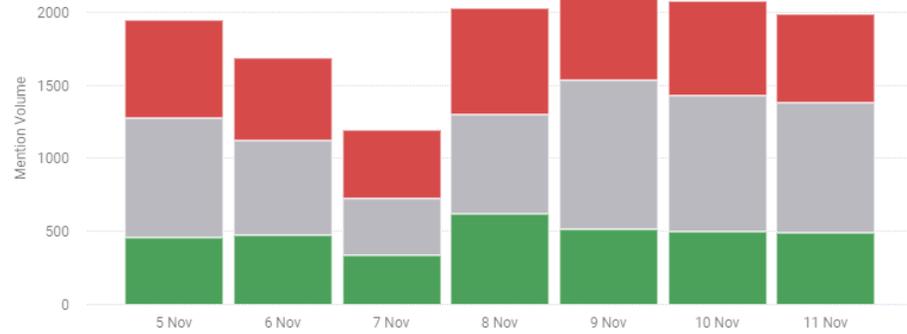


**Timeframe**

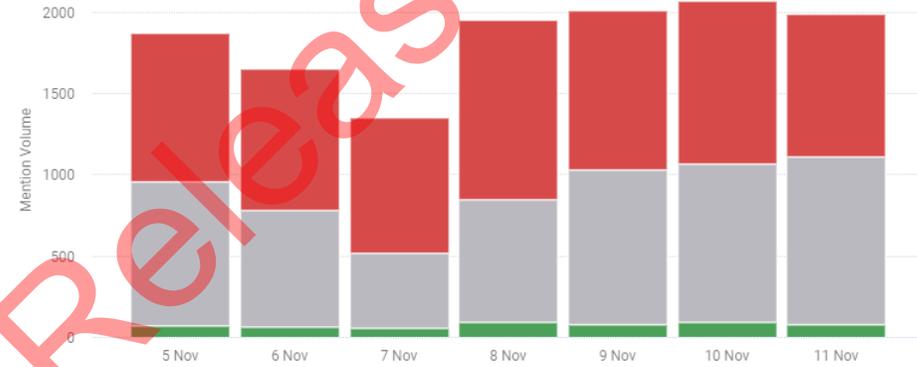


Proactively Released

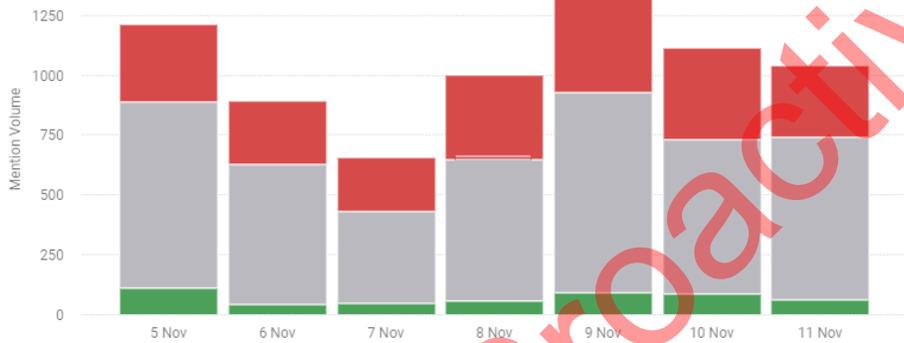
**Team of 5 Million**



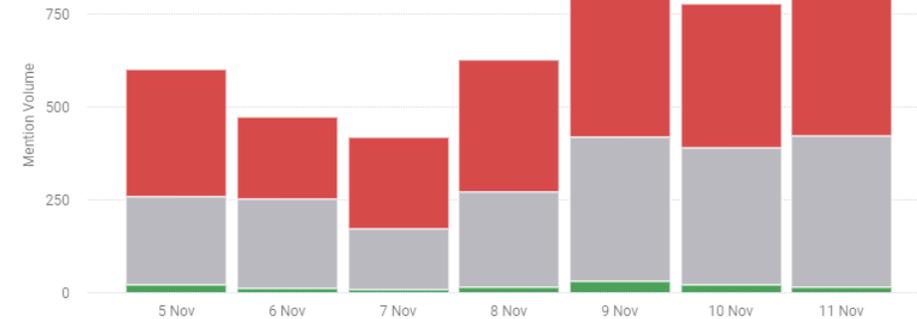
**Mental Health**



**Contact Tracing**



**Domestic Violence**



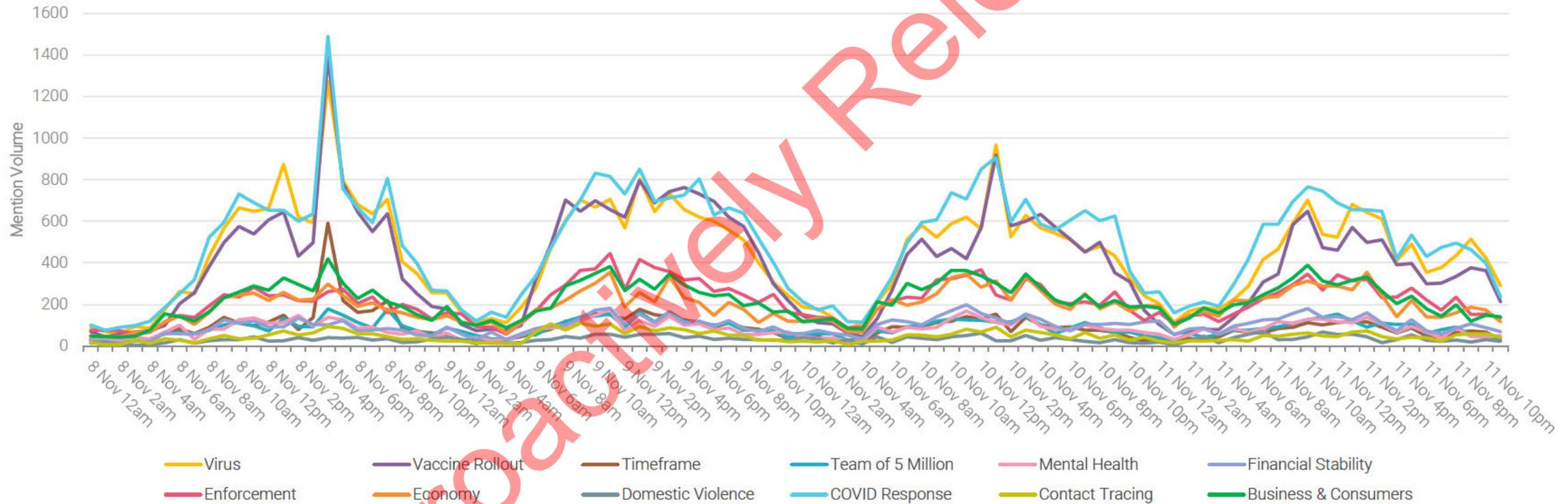
Proactively Released

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.

# Categories over time (rolling 4 days)

SOCIAL CONVERSATION CATEGORIES 08 NOV - 11 NOV

Volume Over Time



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

# Category Definitions

## 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.

## 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.

**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.**

Date <sup>[a]</sup>	Alert Level <sup>[59]</sup>					
	New Zealand	Wellington Region	Northland Region	Upper Hauraki	North West Waikato <sup>[b]</sup>	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
8 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
24 June 2021	— 1	▲ 2			— 1	
30 June 2021		▼ 1				
18 August 2021			▲ 4			
1 September 2021	▼ 3		— 4	▼ 3		
3 September 2021	— 3		▼ 3	— 3		— 4
8 September 2021			▼ 2			
22 September 2021				▲ 3	— 2	▼ 3
26 September 2021		— 2		▼ 2		
4 October 2021			— 2		▲ 3	— 3
9 October 2021			▲ 3			
20 October 2021	— 2		▼ 2	— 2		— 3

Total 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

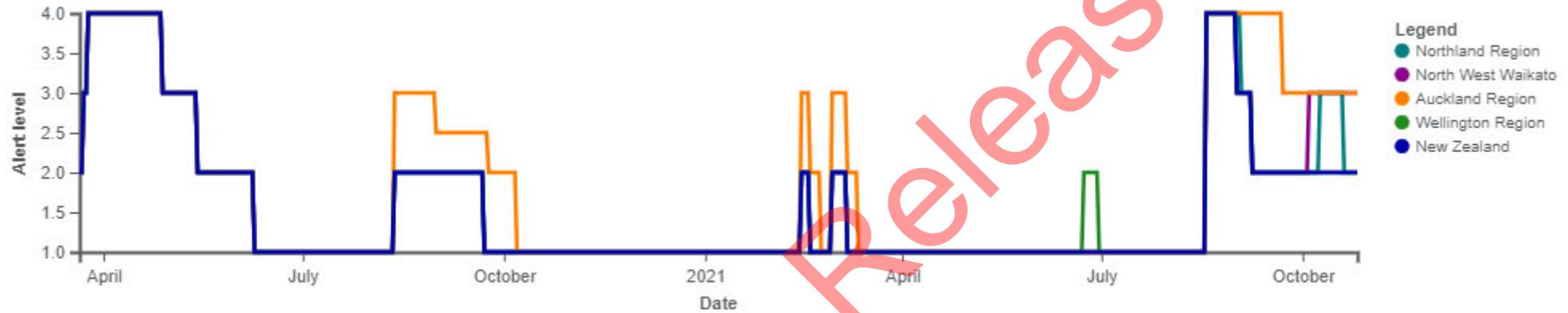
Date	% Neg	% Neu	% Pos
22-Sept-21	41	43	16
26-Sept-21	48	36	16
4-Oct-21	44	40	16
9-Oct-21	43	41	16
20-Oct-21	42	43	15

a. ^ Changes in alert levels typically occur at 11:59 pm the night before.

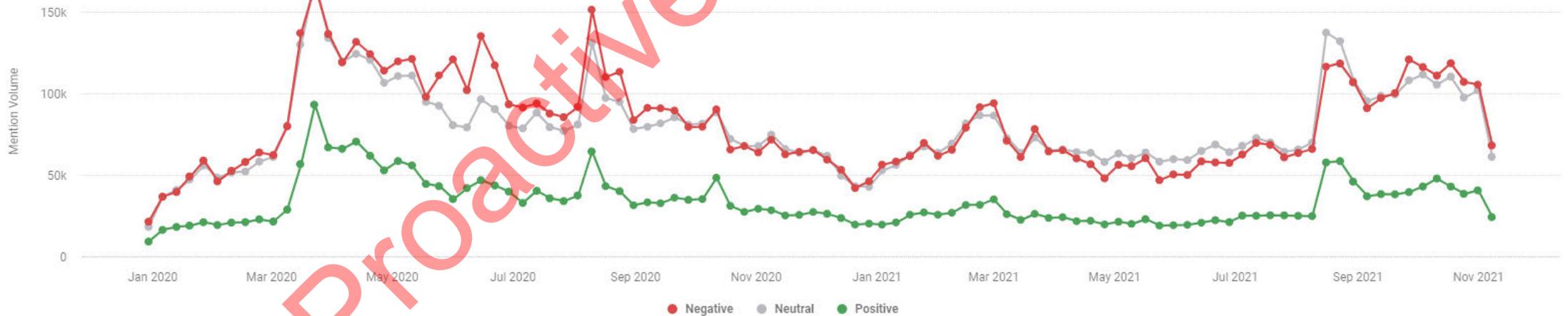
b. ^ From 4 October 2021 comprising Raglan, Te Kawwhata, Huntly, Ngāruawāhia, Hamilton City and some surrounding areas. This area was extended on 9 October to include Waitomo District, including Te Kuiti, Waipa District and Ōtorohanga District.<sup>1</sup>

**Changes in alert levels.**

Source: [https://en.wikipedia.org/wiki/COVID-19\\_pandemic\\_in\\_New\\_Zeland](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

Four-day period ending  
15 November, 2021  
New Zealand

Proactively Released

# Update Summary:

## **Conversation analysis – organic, public social channels:**

Analysts explored conversation around vaccine mandates. Some in mandated industries are unsupportive of their colleagues who have refused to get vaccinated. Some believe the impact of the mandate on staffing levels in the education sector for example will not be as bad as it is being made out to be. There continues to be New Zealanders who are voicing that they are pro-vaccination but anti-mandates.

## **Measuring categories of conversation:**

There was a 14% decrease in total volume of conversation. All categories decreased in volume aside from Contact Tracing which increased by 1%.

All categories rose slightly in negative sentiment and dropped in neutral sentiment. The largest shift in negative sentiment was in the Mental Health category with 4%.

Total overall sentiment rose 1% in negative sentiment and dropped 1% in neutral sentiment.

**Note: Time period is a rolling four-day window unless otherwise noted.**

# What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**  
Analysts explored conversation about vaccine mandates as the deadline for education and healthcare passes.
- 2. Measuring Categories of Conversation p.g. 6 - 12**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.
- 3. Total sentiment benchmarks p.g. 13 -14**

Proactively Released

## There is high negative sentiment in this topic however some of this is from those who support the mandates. Some continue to voice that they are pro-vaccination but anti-mandate.

Analysts explored conversation around vaccine mandates. On Tuesday, the deadline for mandatory vaccination for education and healthcare workers passed.

There is high negative sentiment in this topic and conversation was often charged and emotive. We noted that some of the negative sentiment is coming from those who are defending/support the government's decisions.

Some in mandated industries are unsympathetic towards colleagues who are choosing not to be vaccinated.

There are people who believe that the impact of the mandate on staffing levels in the education sector will not be severe as it is being made out to be.

Some perceive that the mandates will be harmful to key industries due to job shortages. There are some who perceive the mandate ruling is a form of control and is dividing the country.

Some continue to voice that they are pro-vaccine but anti-mandate.

### Sharing that educational staff in their communities are fully vaccinated.

 Congratulations to our school all **staff** and **support staff** 100% **vaccinated**. It is for our tamariki

 The kaiako at my kura at 100% double vaccinated. Just returned from my back to school Covid test. It's all about keeping the tamariki safe.

9:16 AM · Nov 14, 2021

### Discussion around the recent NZ High Court case that upheld vaccine mandates.

 Excellent - yet another Court ruling making it clear that mandatory vaccination is lawful and justified.

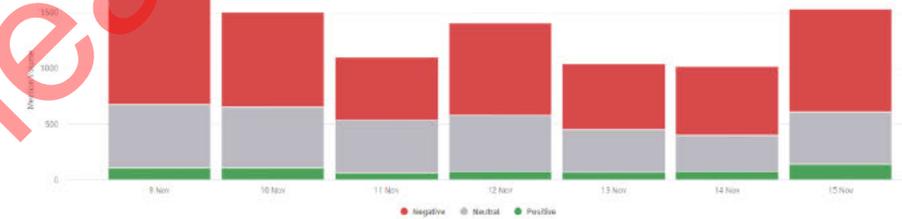
 No principle of justice gives a person a right to any specific job, if the person refuses to meet the health and safety standards. The NZ High Court has upheld vaccine mandates for the border, aviation, teacher and healthcare workforces. No challenge successful.

10:40 PM · Nov 13, 2021

### Wanting to know if the police and MPs will have vaccinations mandated.

 So healthcare, fire & emergency, teachers all mandated, what about NZ **Police** or MPs?

### Volume and sentiment of conversation about vaccine mandates, November 9 - 15



### Sentiment of conversation, November 12 – 15

**Negative 59%** **Neutral 34%** **Positive 7%**

### Due to the possibility of a shortage of teachers, people are offering to help by video calling classes to talk on a subject matter of their expertise.

 I love that this "If you are a teacher in NZ and find yourself with a greater workload due to some of your colleagues being absent, flick me a message and I am happy to try to organise to video call your class to ... " thing is trending ahead of the vaccine mandate kicking in.

 If you are a teacher in NZ and find yourself with a greater workload due to some of your colleagues being absent, flick me a message and I am happy to try to organise to video call your class to talk about journalism and why it matters.

2:51 PM · Nov 15, 2021

**Some in mandated industries are unsupportive of their colleagues who have chosen not to be vaccinated.**

I am a vaccinated teacher and I certainly won't be giving any support to unvaccinated teachers. I have vulnerable kids with health issues in class and an elderly parent at home. Selfish unvaxxed teachers can get lost. Their decision shows a total lack of understanding.  
10:19 PM · Nov 15, 2021

I am a teacher too. I got vaccinated simply because I care for my students' health & wellbeing. I also have a child that is vulnerable too.  
Everyone has a choice to make... there will be consequences too.  
4:54 PM · Nov 14, 2021

**Worried that the government will “move the goal posts” and mandate booster shots for teachers.**

I'm a teacher and am vaccinated by choice. My worry is the government moving the goal post. I had my 2...I'm done. If they turn around in 6 months and say we all need mandated boosters or we lose our jobs there will be a lot of unhappy teachers.

**Belief that the impact of the mandate on teaching staff levels will not be as severe as it is being made out to be.**

I'll be surprised if the shortage is any greater than what we've been dealing with for years now. Most teachers and other school staff are vaccinated. The refuses are a small but vocal minority who are getting a lot of headlines

I'm passingly curious to find out how many teachers were stood down today with the vaccine mandate taking effect. It's really easy to forget the majority of NZ has quietly got them selves vaccinated after all with the noise the others make.  
8:46 AM · Nov 15, 2021

**Mandates are important to ensure industries can continue to function in an outbreak.**

Because I understand our system & the need for vital services & schools etc being able to run. If vax aren't mandated, those professions will experience massive shortages in an outbreak - unvaxxed get sicker, need ICU more etc. We do not have enough spare e.g. firemen to fill in  
5:56 PM · Nov 13, 2021

**Perception that mandates are a form of control and are dividing New Zealand.**

On the science, get rid of employer mandates and covid passports. They are not about protecting people, they are only punishing people who do not do as they are told by government.

People turning against each other all because of a freaking virus and stupid Labour mandates. This country and it's people have gone to the dogs.

**Perception that the mandates will be harmful to key services e.g., healthcare due to job shortages.**

Vaccine mandates needlessly put our key services at risk. We could lose thousands of firefighters, teachers, doctors and nurses and police because of the pig-headedness in Wellington.

The mandates designed to save the health system will result in more harm than good. Costing shortages in all areas which were under pressure already it will cost lives in the health sector and shortages in education. This government is failing and should be removed immediately.  
5:21 PM · Nov 14, 2021

**ACT Leader David Seymour has proposed regular testing as an alternative to the mandate. Some are in support of Seymour's idea while others don't believe it should override mandates.**

Rather than try to convince the teachers to get the jab why don't they try to convince the gov't to remove the 'no science' backed mandate and bring in regular testing for all teachers. Because vaxxed teachers can spread covid to children as well

more testing is good but a test doesn't stop you getting covid, so it's not a replacement for a vax mandate  
the idea of vax mandates is to limit non-vaxxed people's expose to places where they could catch, or pass on covid

**Some continue to voice that they are pro-vaccine but anti-mandate.**

Anti mandate does not mean you are anti vax. The mandate is wrong. in NZ we are privileged to have a free country with rights. The freedom of choice. But this gov't is taking that away. I am fully vaccinated, by choice, but this mandate needs to stop.

I'm not one who attends protests, but I am anti-mandate while being pro-vaccine and have been fully vaccinated. We do exist

**Supporting midwives who are choosing to not be vaccinated.**

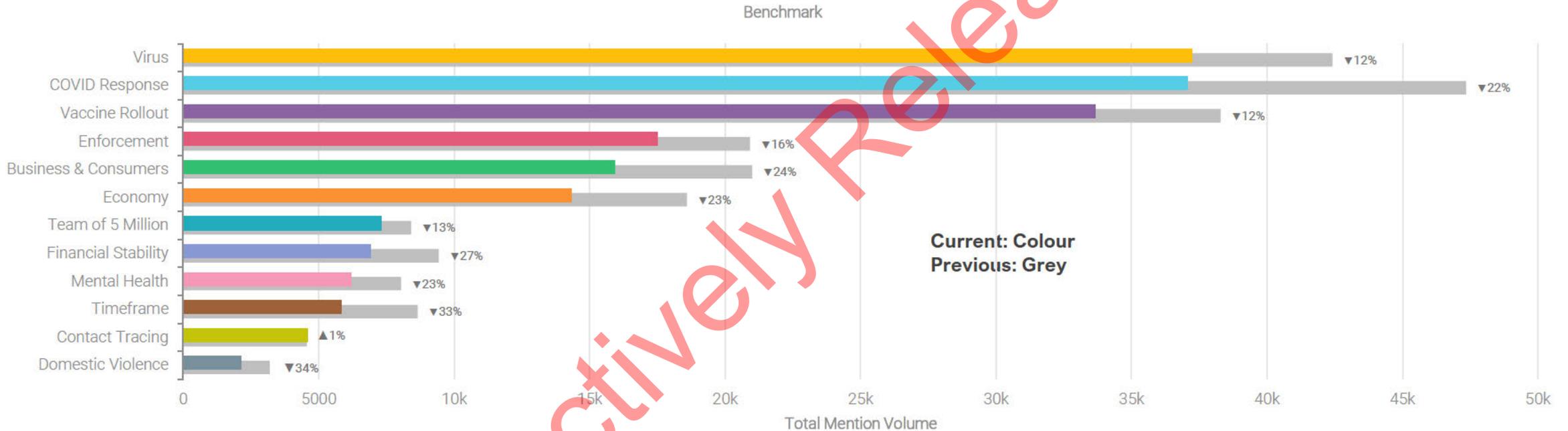
me and my whānau are so very thankful to as my midwives. I'm so very grateful I didn't go through with getting the covid vaccine. Sorry this vaccine Mandate has stopped you from helping us māmā and pēpi

**This commentator is concerned their community will be adversely impacted by the vaccine mandates.**

We will lose our local volunteer fire chief at the end of the month if the mandates are enforced. We have no Osteopath from tomorrow. How is this saving lives exactly?

## Category change: Benchmark

Comparing current period (Nov 12 – Nov 15) with shift from previous 4-day period (Nov 08 – Nov 11)



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 rolling 4-day window:

Current: 131,733 (-14%)

Previous: 152,913

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

Current: Neg 45%, Neu 39%, Pos 16%

Previous: Neg 44%, Neu 40%, Pos 16%

## Net sentiment of each category

Comparing current period (Nov 12 – Nov 15) with shift from previous 4-day period (Nov 08 – Nov 11)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	37	3	54	-4	9	1
Enforcement	42	2	42	-9	10	1
Virus	50	2	40	-3	10	1
Covid Response	48	3	40	-13	12	0
Economy	36	3	56	-3	8	0
Mental Health	53	4	42	-4	5	0
Financial Stability	42	3	50	-4	8	1
Team of 5 Million	34	1	36	-6	30	5
Contact Tracing	34	1	59	-1	7	0
Timeframe	35	2	51	-5	14	3
Domestic Violence	54	1	42	-2	4	1
Vaccine Rollout	53	2	34	-2	13	0

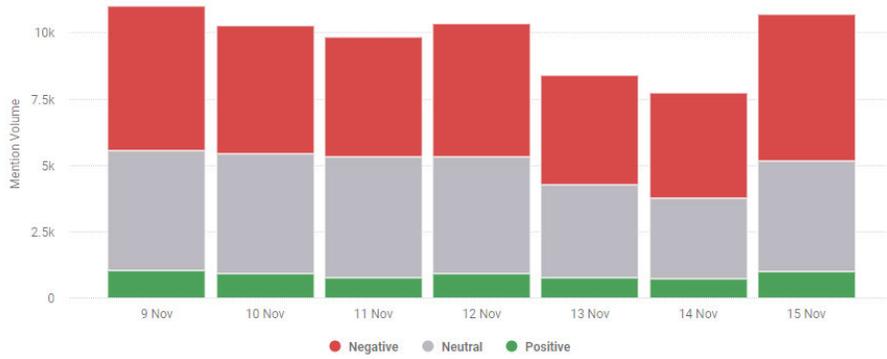
All categories rose slightly in negative sentiment and dropped in neutral sentiment. The largest shift in negative sentiment was in the Mental Health category with 4%.

The Team of 5 Million category had the largest shift in positive sentiment with 5%.

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

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

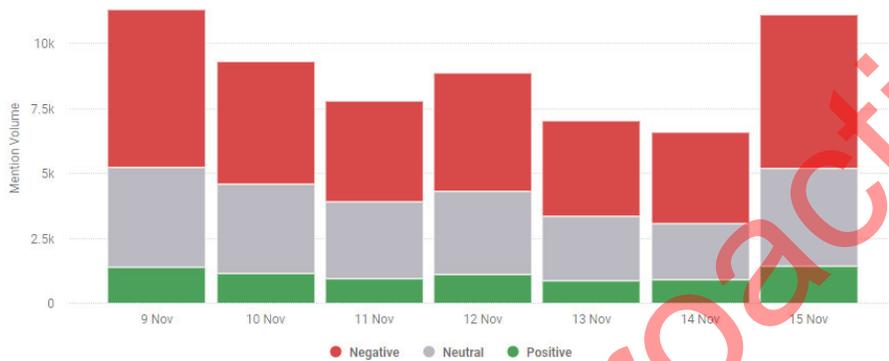
**Virus**



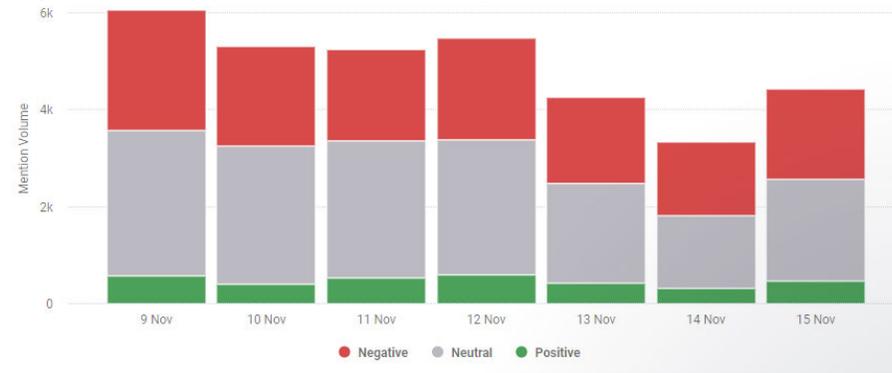
**COVID Response**



**Vaccine Rollout**



**Enforcement**

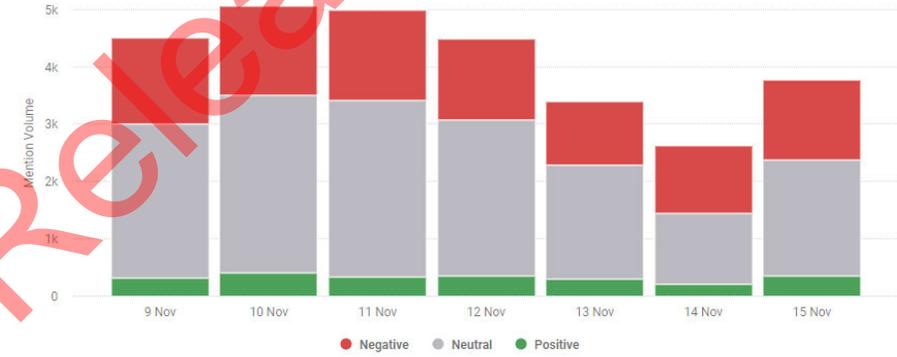


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
 Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

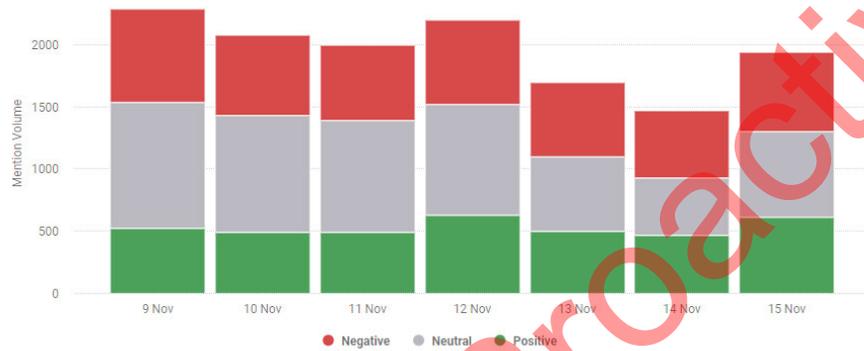
### Business & Consumers



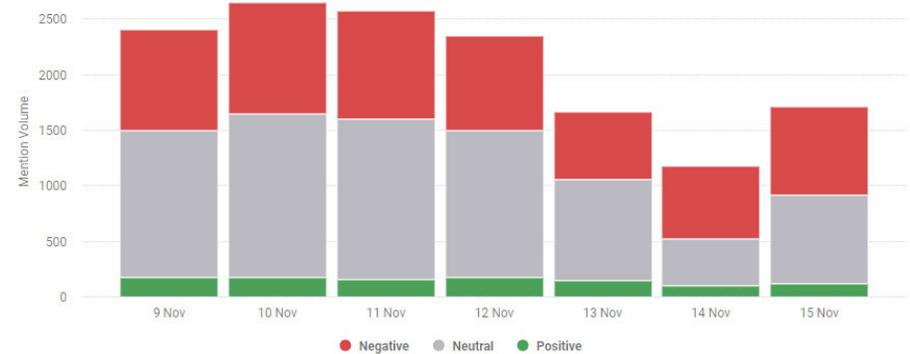
### Economy



### Team of 5 Million

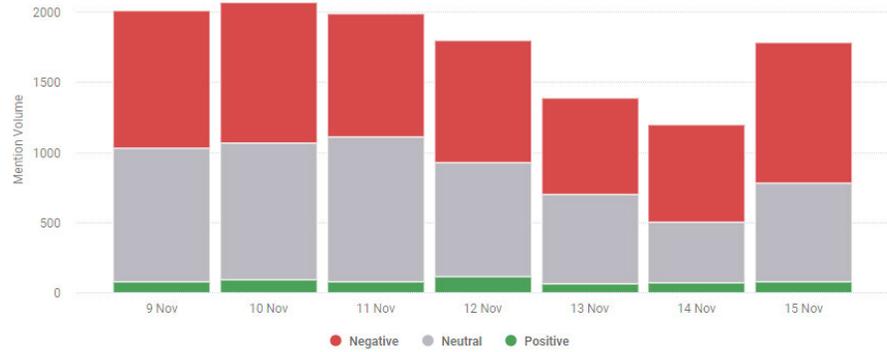


### Financial Stability

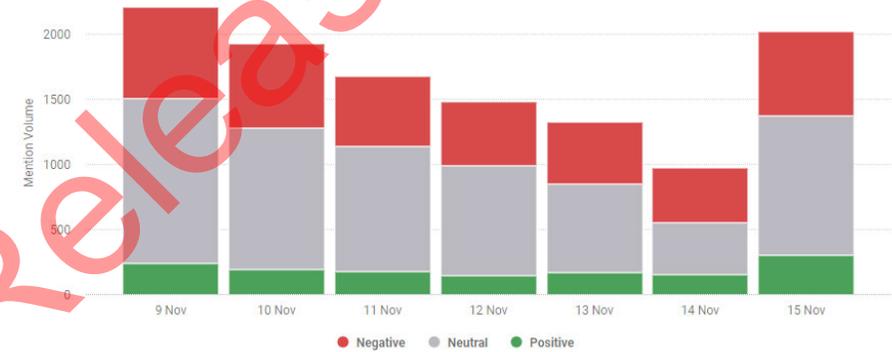


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

**Mental Health**



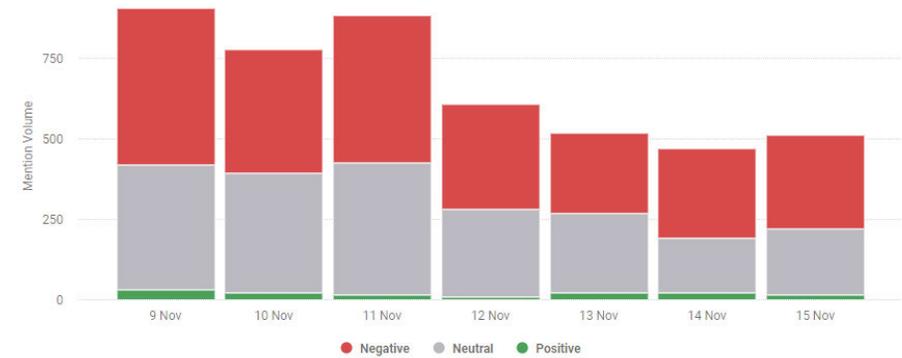
**Timeframe**



**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

## 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.

## 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.

**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.**

Date <sup>[a]</sup>	Alert Level <sup>[59]</sup>					
	New Zealand	Wellington Region	Northland Region	Upper Hauraki	North West Waikato <sup>[b]</sup>	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
8 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
24 June 2021	—1	▲2			—1	
30 June 2021		▼1				
18 August 2021			▲4			
1 September 2021	▼3		—4	▼3		
3 September 2021	—3		▼3	—3		—4
8 September 2021			▼2			
22 September 2021				▲3	—2	▼3
26 September 2021		—2		▼2		
4 October 2021			—2		▲3	—3
9 October 2021			▲3			
20 October 2021	—2		▼2	—2		—3

Total 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

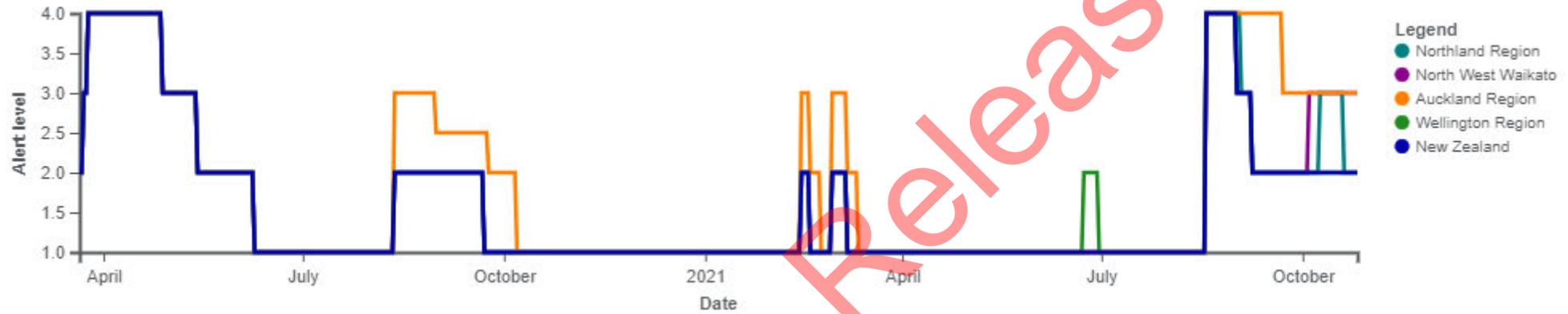
Date	% Neg	% Neu	% Pos
22-Sept-21	41	43	16
26-Sept-21	48	36	16
4-Oct-21	44	40	16
9-Oct-21	43	41	16
20-Oct-21	42	43	15

a. ^ Changes in alert levels typically occur at 11:59 pm the night before.

b. ^ From 4 October 2021 comprising Raglan, Te Kawhata, Huntly, Ngāruawāhia, Hamilton City and some surrounding areas. This area was extended on 9 October to include Waitomo District, including Te Kuiti, Waipa District and Ōtorohanga District.<sup>1</sup>

**Changes in alert levels.**

Source: [https://en.wikipedia.org/wiki/COVID-19\\_pandemic\\_in\\_New\\_Zealand](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

Four-day period ending  
17 November, 2021  
New Zealand

Proactively Released

# Update Summary:

## **Conversation analysis – organic, public social channels:**

Analysts explored conversation about the My Vaccine Pass which launched on Wednesday. Some noted a smooth process to obtain theirs while others shared negative experiences such as being unable to request a pass. Some are expressing excitement about what the Vaccine Pass will enable. Others are glad for the extra safety the pass will bring.

## **Measuring categories of conversation:**

There was a 9% increase in total volume of conversation. The largest increase was in the Vaccine Rollout category with 29% followed by Contact Tracing with 15%.

All categories increased slightly in negative sentiment. The largest increases were in the Mental Health category with 8% and Financial Stability category with 7%.

Overall, total sentiment rose 2% in negative sentiment while dropping 2% in neutral sentiment.

**Note: Time period is a rolling four-day window unless otherwise noted.**

# What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**  
Analysts explored conversation about the My Vaccine Pass.
- 2. Measuring Categories of Conversation p.g. 6 - 12**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.
- 3. Total sentiment benchmarks p.g. 13 -14**

Proactively Released

# With the My Vaccine Pass now available, New Zealanders are sharing their experiences. Some found it trouble-free to obtain while others struggled with delays.

Analysts explored conversation about the My Vaccine Pass which launched on Wednesday. Conversation themes includes user joys and frustrations of obtaining the pass, expectations on what the pass will enable and the potential logistics of use.

Some had a positive user experience obtaining the Vaccine Pass, noting a smooth process, even if some had delays.

Some are expressing excitement about what the Vaccine Pass will enable. Others are glad for the extra safety the pass will bring.

Some shared negative user experiences such as being unable to download/request the pass from the website e.g., an error message appeared, or their pass is showing incorrect information.

A few people were concerned about international residents/migrants unable to get a pass due to lack of a New Zealand driver's license or passport.

There was commentary about the functionality, the sharing of information and potential abuse of the pass.

Some are wondering about the longevity of the pass, particularly in relation to booster shots.

## Excited about the future and what the Vaccine Pass will enable.

Can't stop staring at my vaccine pass like starting to think living is possible

10:56 AM · Nov 18, 2021

## People have their Vaccine Pass and are ready to travel.

Got both "My Vaccine Pass" & "My Vaccine International Passport" this morning. Time to travel!

10:56 AM · Nov 18, 2021 from Auckland, New Zealand

Booked flights over the weekend by guessing when we'd leave lockdown, and now I have 2 holidays lined up. Got my vaxx pass loaded in my phone and I'm ready to spend all my money!

Vote Reply Share Report Save

## Some businesses that have been unable to open at Level 3 are ready to open again with the Vaccine Pass.

I know my salon is doing vaxx certs so we are good to go.

3:09 PM · Nov 17, 2021

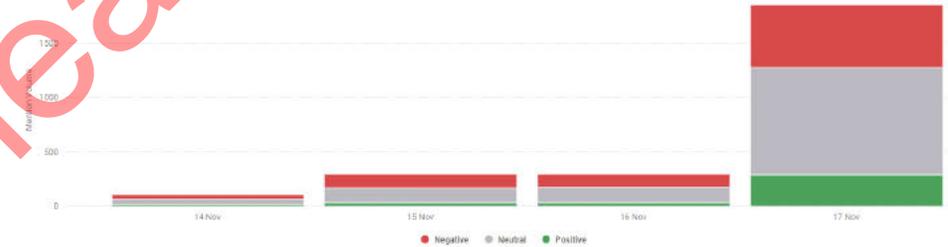
## Feeling positive about the extra safety the Vaccine Pass will contribute.

I want the traffic light system now. Make people use vaccine certificates. I'll feel a lot safer under that than Level 2.

7:22 AM · Nov 18, 2021

? people following the correct protocols will keep everyone safe, the vaccine and the vaccine passports will just help us to do so ...

## Volume and sentiment of conversation about the vaccine certificate, November 14 - 17



## Sentiment of conversation, November 14 – 17

Negative 34% Neutral 51% Positive 15%

## Pleased with how smooth the process was to access their Vaccine Pass.

Got my vaccine passport organised last night. Everyone involved in the projects that made this happen should be proud of the outcome. Overall it was easy to do and the Apple wallet integration was seamless 🙌

10:36 AM · Nov 18, 2021

## Slight delays but managed to get their pass and they're pleased.

Took a few minutes of refreshing but officially have my vaccine pass n my Apple wallet and saved on my phone. Ready to be safe for the summer.

10:25 AM · Nov 17, 2021

### Some had issues downloading/requesting their Vaccine Passes due to an overloaded system. Others had incorrect information on their pass.

Has anyone managed to successfully download their vaccine certificate successfully? I've tried a few times and keep getting "Too many requests" error messages.

Just downloaded my N.Z. Vaccine pass; they added a completely wrong middle name. #DoYourJob

10:35 PM · Nov 17, 2021

Trying to get My Covid Record since lunchtime, continual failure/errors. Clearly overloaded...

Torn between #HugOps for the folks running it, and despair at the obvious lack of capacity planning - launch demand spike was entirely predictable.

#HugOps for surprises only I think?

5:28 PM · Nov 17, 2021

### Concern about the ability for migrants or international residents to get the Vaccine Pass without having a NZ driver's license/passport.

Actually...ive been trying all day to register for the vaccine certificate for International students. You cannot use real me. you have to have a NZ passport or drivers licence or birth certificate. It is not working if you have a foreign passport ID

Just LOVING how on-brand it is as a part of the NZ migrant experience to learn that vaccine passports aren't available without an NZ drivers license

Want to use RealMe? Oh wait. That requires an NZ driver's license too

Just in time to remind people that y'all don't want us

3:53 PM · Nov 17, 2021

### Commentary on the functionality and the potential abuse of the Vaccine Pass.

Such a shame the Vaccine Pass isn't part of the Tracer App. Apple wallet sucks.

9:59 AM · Nov 17, 2021

I have mine in a tech freak and support our response but the vaccine passport is going to get abused anyone will be able give another's etc unless you start asking for ID which is a headache for business owners. There should of been something with a photo one. it like the 18+ cards

Takes about 2 seconds to edit the Covid Vax pass so your ancient birthdate doesn't have to be shown to all and sundry... does this render it invalid? Also, hate to say it, what are the steps to prevent abuse of this system. A PDF is hardly high-tech. #myvaccinepass

10:12 AM · Nov 17, 2021

### Concerns about the sharing of information/privacy concerns.

You'd be surprised how far a full name (incl. middle), plus complete birth date including year, will get you. Don't bloody share it!

Also, MOH have not said they will require secondary ID to prove who is presenting the pass. Maybe some places will, maybe some places won't.

11 ↓ Reply Share Report Save

### Wondering how businesses will cope with enforcing the Vaccine Pass.

You might be right, I just worry the onus will be put on the businesses to check rather than the customers doing the right thing. Retail workers are already getting abused over masks, it's going to be much worse for them enforcing vaccine pass.

### Some are wondering about longevity of the Vaccine Pass, particularly in relation to booster shots.

My new vaccine certificate is valid until 17/05/2022 but in one month if I don't have a booster my immunity will start to wane. So by February next year without a booster I may as well be unvaccinated but hey MY PASS SAYS I AM DOUBLE VAXED!

Yip and resistance will grow in 6 months when they'll be forced to take booster as vaccine pass have 6 months expiry date. Next year will be way worse than this one. This is only the beginning, unfortunately

Wonder if the 6 month expiration date on the vaccine passport is preparing for boosters next year 😬

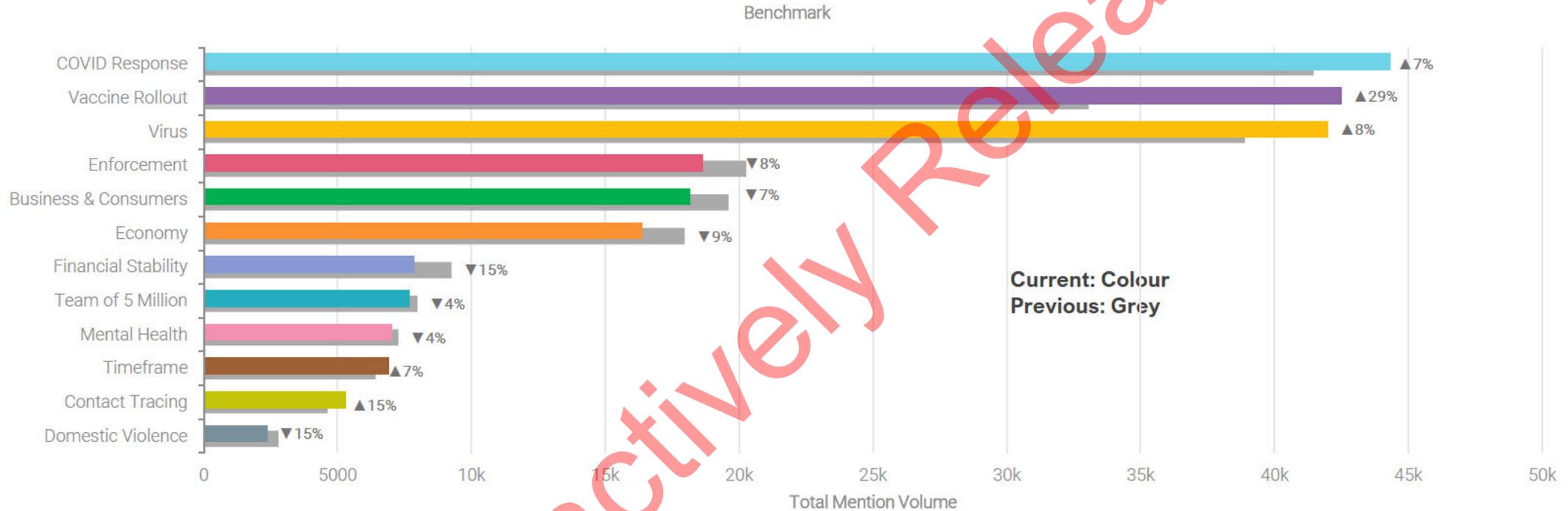
### There continues to be those who perceive vaccine certificates to be discriminatory and a violation of human rights.

It's hardly "freedom day". Traffic lights are discriminating against people that have not taken a jab. The WHO do not recommend a vaccine passport and also say it's discrimination. Funny how advice from the WHO is ignored when it doesn't suit 🤔

Vaccine certificates are human rights violations. No paperwork? No freedom of movement. That is apartheid. APARTHEID.

## Category change: Benchmark

Comparing current period (Nov 14 – Nov 17) with shift from previous 4-day period (Nov 10 – Nov 13)



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 rolling 4-day window:

Current: 149,774 (9%)

Previous: 137,964

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

Current: Neg 46%, Neu 38%, Pos 16%

Previous: Neg 44%, Neu 40%, Pos 16%

## Net sentiment of each category

Comparing current period (Nov 14 – Nov 17) with shift from previous 4-day period (Nov 10 – Nov 13)

All categories rose in negative sentiment and dropped in neutral sentiment. The largest shifts in negative sentiment were in the Mental Health category with 8% and the Financial Stability with 7%.

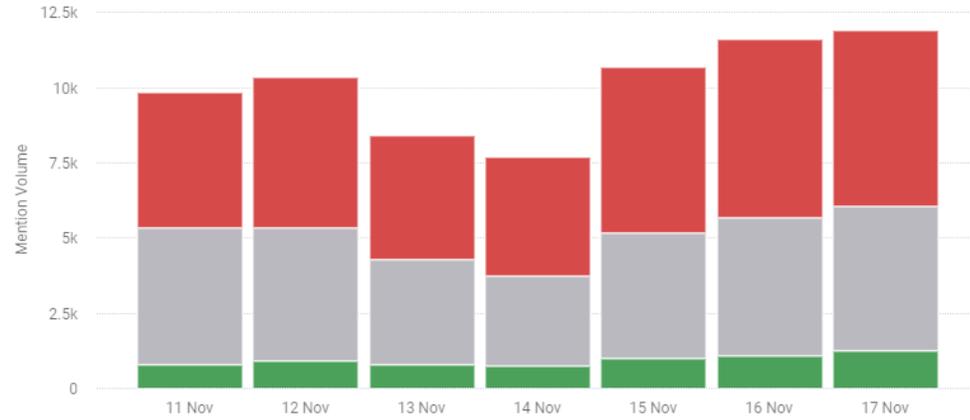
The Timeframe category had the largest shift in positive sentiment with 3%.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	38	5	54	-5	8	0
Enforcement	41	3	49	-3	10	0
Virus	51	4	39	-5	10	1
Covid Response	48	3	40	-4	12	1
Economy	36	5	56	-5	8	0
Mental Health	55	8	40	-8	5	0
Financial Stability	44	7	49	-7	7	0
Team of 5 Million	35	3	38	-4	27	1
Contact Tracing	34	2	58	-3	8	1
Timeframe	35	1	51	-4	14	3
Domestic Violence	57	6	40	-7	3	1
Vaccine Rollout	53	2	34	-2	13	0

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

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

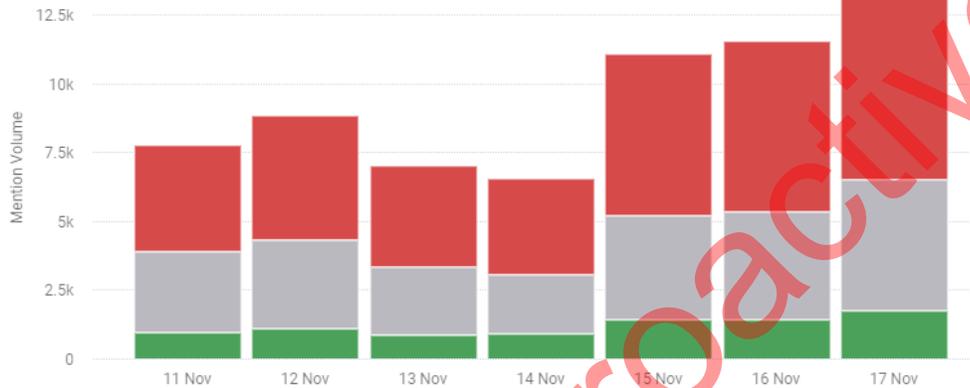
**Virus**



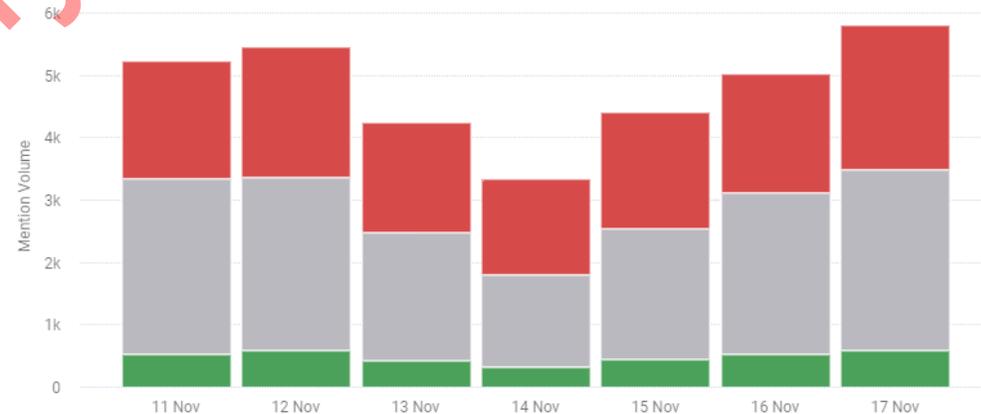
**COVID Response**



**Vaccine Rollout**

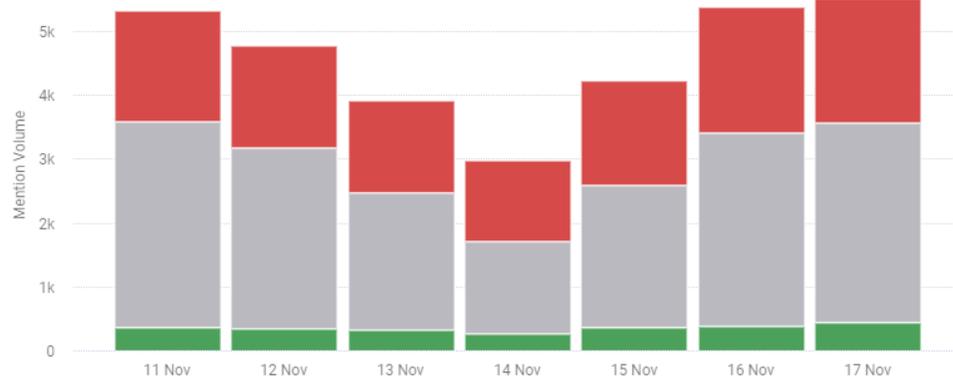


**Enforcement**



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.

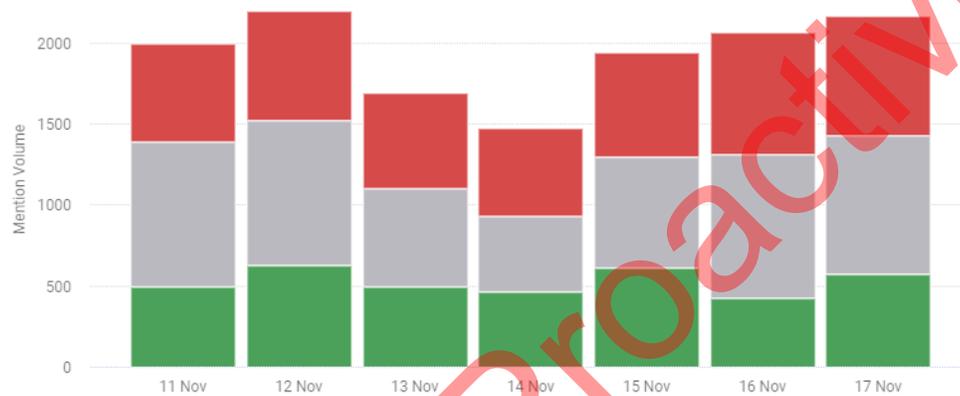
**Business & Consumers**



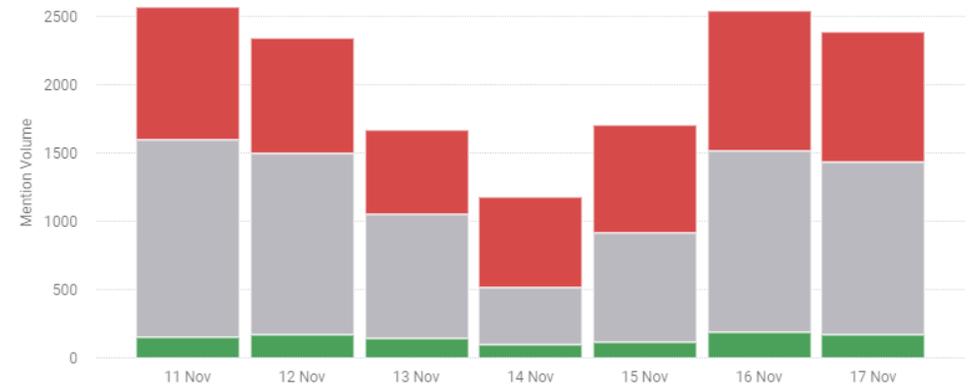
**Economy**



**Team of 5 Million**



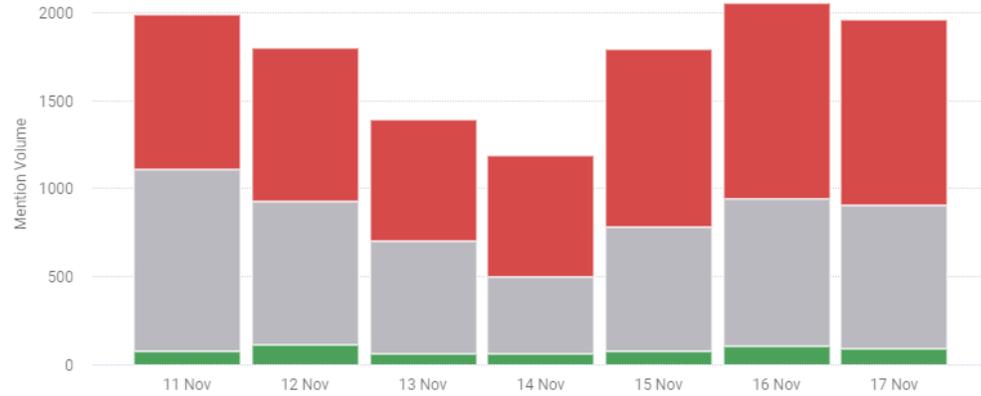
**Financial Stability**



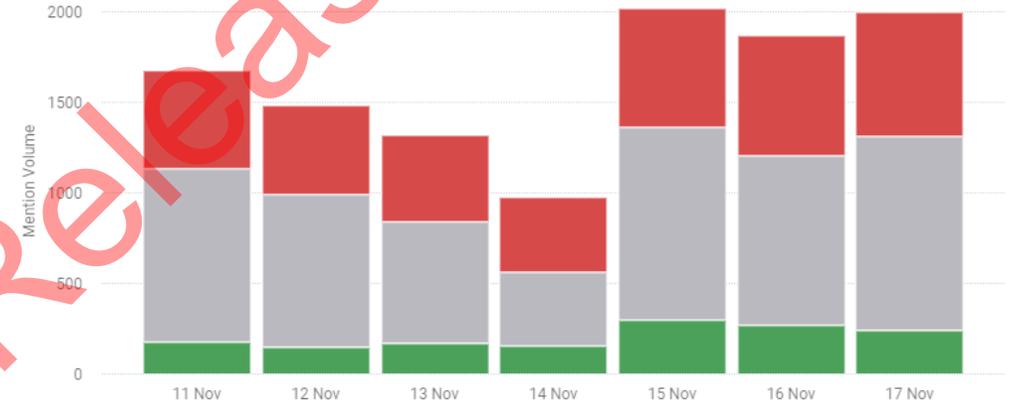
Proactively Released

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.

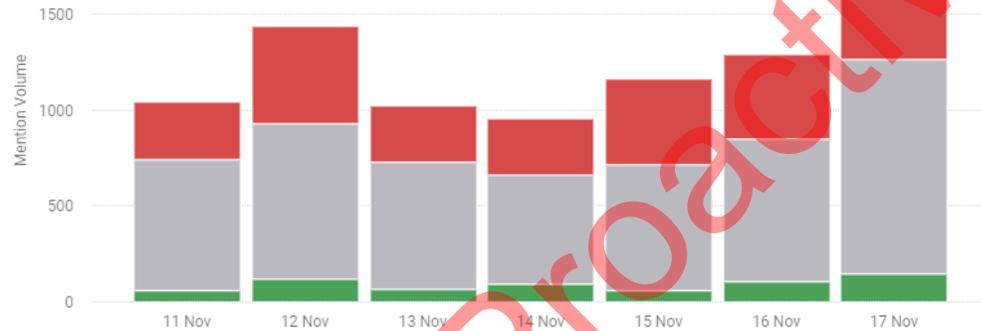
**Mental Health**



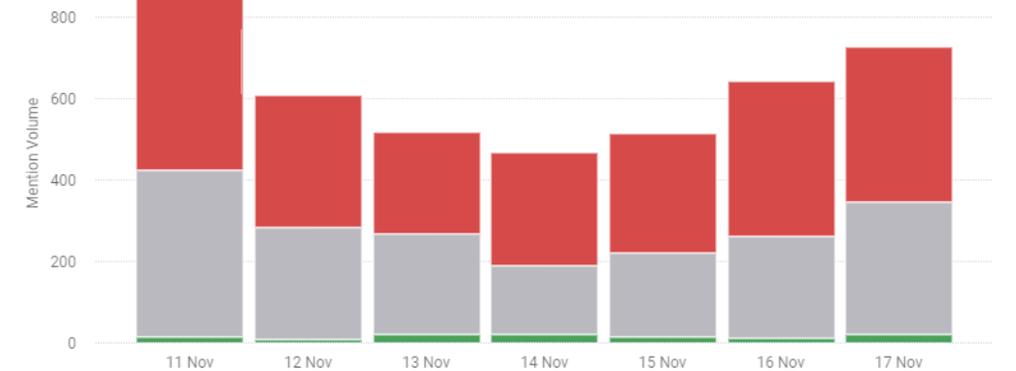
**Timeframe**



**Contact Tracing**



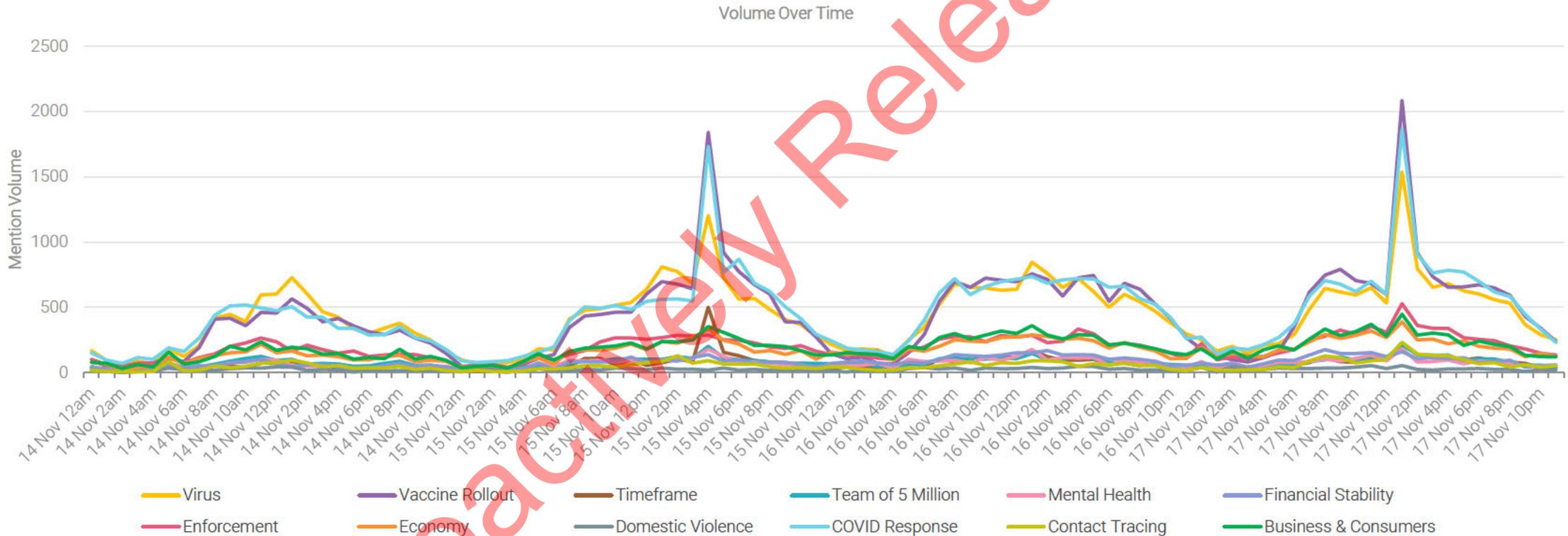
**Domestic Violence**



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.

# Categories over time (rolling 4 days)

SOCIAL CONVERSATION CATEGORIES 14 NOV - 17 NOV



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

# Category Definitions

## 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.

## 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.

**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.**

Date <sup>[a]</sup>	Alert Level <sup>[59]</sup>					
	New Zealand	Wellington Region	Northland Region	Upper Hauraki	North West Waikato <sup>[b]</sup>	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
8 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
24 June 2021	—1	▲2			—1	
30 June 2021		▼1				
18 August 2021			▲4			
1 September 2021	▼3		—4	▼3		
3 September 2021	—3		▼3	—3		—4
8 September 2021			▼2			
22 September 2021				▲3	—2	▼3
26 September 2021		—2		▼2		
4 October 2021			—2		▲3	—3
9 October 2021			▲3			
20 October 2021	—2		▼2	—2		—3

Total 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

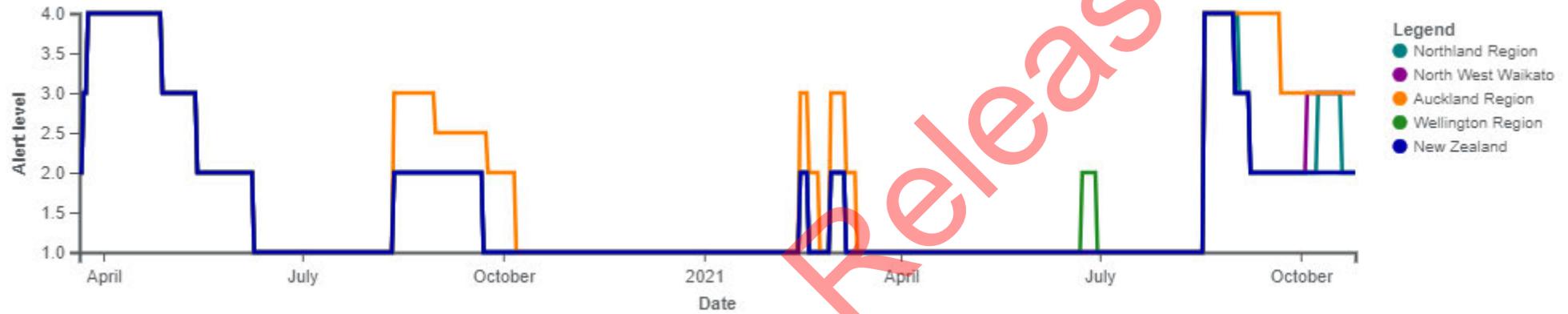
Date	% Neg	% Neu	% Pos
22-Sept-21	41	43	16
26-Sept-21	48	36	16
4-Oct-21	44	40	16
9-Oct-21	43	41	16
20-Oct-21	42	43	15

a. ^ Changes in alert levels typically occur at 11:59 pm the night before.

b. ^ From 4 October 2021 comprising Raglan, Te Kawwhata, Huntly, Ngāruawāhia, Hamilton City and some surrounding areas. This area was extended on 9 October to include Waitomo District, including Te Kuiti, Waipa District and Ōtorohanga District.<sup>1</sup>

**Changes in alert levels.**

Source: [https://en.wikipedia.org/wiki/COVID-19\\_pandemic\\_in\\_New\\_Zealand](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

Four-day period ending  
22 November, 2021  
New Zealand

Proactively Released

# Update Summary:

## **Conversation analysis – organic, public social channels:**

Analysts explored conversation relating to the COVID-19 Protection Framework across the past four days. Much of the conversation focused on understanding the different factors that could inform a traffic light shift including case numbers, vaccination rates or hospitalizations. Some are discussing what is allowed at each of the traffic lights. Some people are not confident that the framework will remain consistent in the future and expect it to be adapted/changed.

## **Measuring categories of conversation:**

There was a 32% decrease in total volume of conversation. All categories decreased in volume. Most categories decreased in negative sentiment.

Total dataset became slightly less negative and more neutral.

**Note: Time period is a rolling four-day window unless otherwise noted.**

# What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**  
Analysts explored conversation about the COVID-19 Protection Framework / Traffic Light framework.
- 2. Measuring Categories of Conversation p.g. 6 - 12**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.
- 3. Total sentiment benchmarks p.g. 13 -14**

Proactively Released

# Some New Zealanders are discussing the guidelines of the COVID-19 Protection Framework and what might inform a potential shift in traffic light colour.

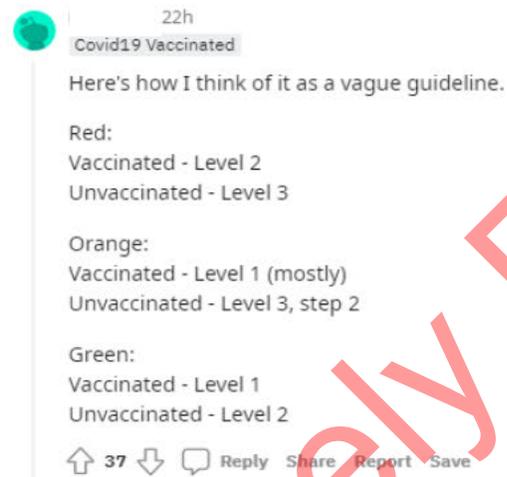
Analysts explored conversation relating to the COVID-19 Protection Framework across the past 4 days. Conversation has high neutral (61%) and negative (31%) sentiment. This reflects both the factual tone of discussing and interpreting the framework guidelines, as well as more heated complaints from a range of perspectives including vocal anti-vaxxers.

Much of the conversation focuses on understanding the different factors/metrics that will guide the decision of which traffic light a region will move to and inform potential light shifts moving forward. People are discussing, vaccination rates, case numbers and hospitalizations as contributing factors.

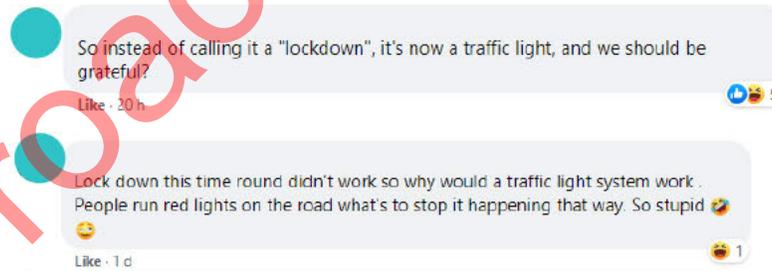
Some people are attempting to unpack the different traffic lights though an Alert Level lens, and some are asking each other to explain what is allowed at different lights.

Some people are not confident that the framework will remain consistent in the future and expect it to be adapted/changed.

## Explaining the framework through an Alert Level lens.



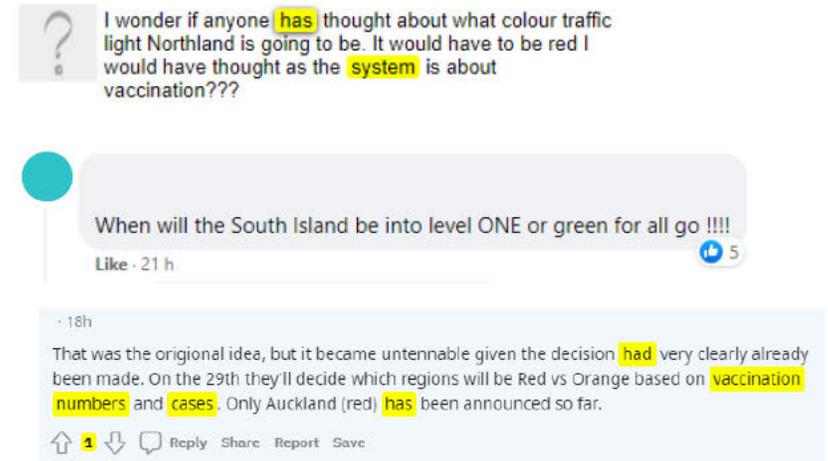
## Some don't see what the new framework will bring that is different to Alert Levels or do not understand the shift to a 'living with COVID' system.



## Volume and sentiment of conversation about the COVID-19 Protection/Traffic light framework 22 October – 23 November



## Some are anticipating which traffic light a particular region will be.



**Understanding the different factors/metrics that will guide the choice of which traffic light a region will move to and inform a light shift in the future.**

Nov 22, 2021 

Second, I saw she said if regions have hit 90% vaccinated then that's a good indication of the level they will be heading too. If Auckland is basically there, why is it going to red?

Because Red means there is a high amount of community transmission and so only vaccinated people can go to the places that need vaccine certification.

4:57 PM · Nov 22, 2021

What about places with no community spread can we go into green or we move backwards into a system that moves us into restrictions? 🤔

Like · 1 d



Nov 22, 2021 06:26:30 AM

So those areas of nz with a low **vaccination** rate is going to be stuck in red till there Vax rate is up?



Fair point. But perhaps you misunderstand the traffic light system? The lights change from green to red as the capacity in the health **system** to cope with c19 victims reduces. I.e. the lights could be red in the AKI DHB areas and green elsewhere.

**Asking for more information about what will inform a potential light shift.**

When is Jacinda going to tell us what the metrics are for moving between the different coloured traffic lights? It seems no journalist has asked that one yet?

Like · 1 d

**Discussions about what is permitted at each traffic light. Some are seeking further information about what is allowed including asking about gatherings and travel between regions.**

- 21h

The info that feels missing to me is....

Can I go inside a friends house? Can I share a car journey? Social distancing?

5    

22h

Yeah, I was pulling my hair out last week trying to figure out when we're allowed to do private gatherings at home.

13    

- 21h

So if unvaccinated does the current gathering limit outdoors, outdoor exercise etc being ok still apply?

2    

So does that mean Auckland can come out

Like · 21h

Wait, I just looked closer at it. I'm wrong, close contact businesses are able to be open at red light just with further public health measures in place.

4:17 PM · Nov 22, 2021

**Should the vaccine pass be required at the green traffic light?**



Nov 22, 2021 07:12:59 AM

Can **businesses** use **vaccine** certificates at orange and red only? Or if a **business** chooses to use them, do they HAVE to use them for all **three** traffic light settings?

**Discussing the role of public health measures in the framework and imagining what the future will look like.**

21h

Are masks now going to be an indefinite part of our lives?

Genuine question, no problem wearing one (but they are a pain in the arse)

47    

**Concern for the potential for the vaccine pass requirement to be applied inconsistently.**

Yes but what if i want to go to a cafe or bar etc under new traffic light system, how do I know which are choosing to use vaccine pass or which are saying they are but aren't really.

9:56 PM · Nov 22, 2021

**Questioning whether this framework will be used consistently and how the requirement for booster shots will be managed.**

David Seymour Question.....Surely by May next year, the entire country will go to the red light, because we'll be at 0% **vaxed**, or there about, because if you don't have the third **jab** you're no **longer** considered **vaxed**. So how is that going to work? Every six months everyone becomes unvaxed??

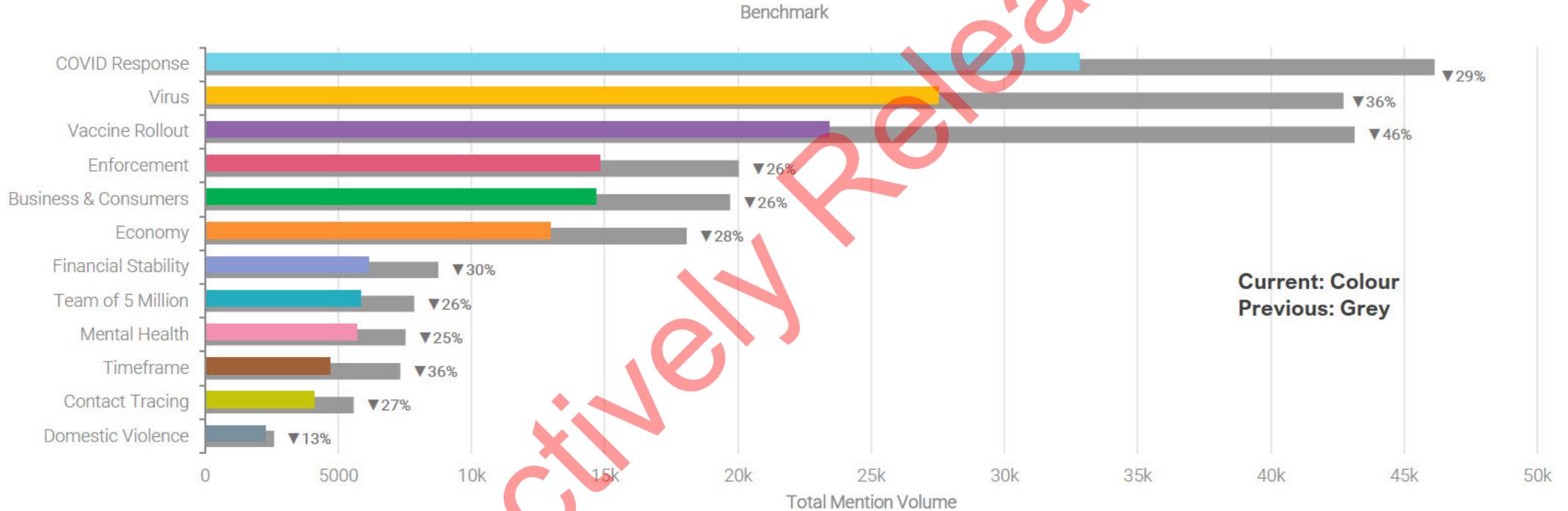


Nov 22, 2021 10:49:06 AM

Aww cmon it's forever changing guys. 2022 it will change again, should just keep it to **levels** way **more** easier.

## Category change: Benchmark

Comparing current period (Nov 15 – Nov 18) with shift from previous 4-day period (Nov 19 – Nov 22)



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 rolling 4-day window:

Current: 104,300 (-32%)

Previous: 152,499

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

Current: Neg 44%, Neu 40%, Pos 16%

Previous: Neg 45%, Neu 39%, Pos 16%

# Net sentiment of each category

Comparing current period (Nov 19 – Nov 22) with shift from previous 4-day period (Nov 15 – Nov 18)

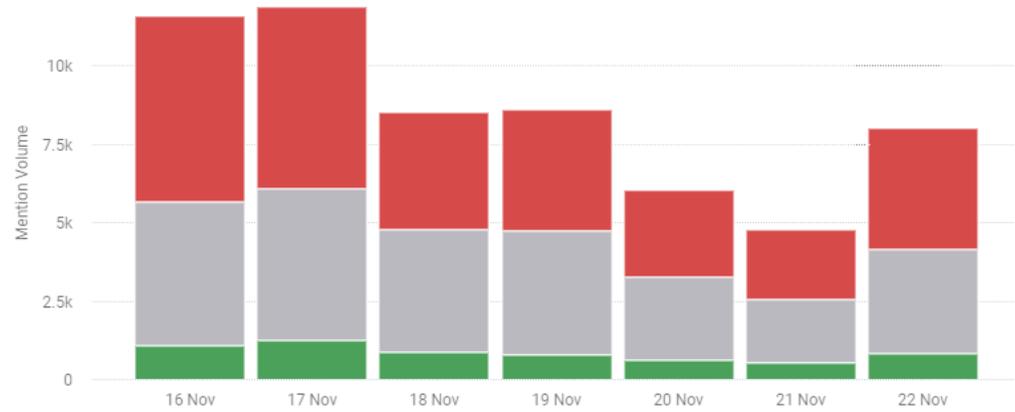
Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	36	0	55	-1	9	1
Enforcement	42	2	49	-1	9	-1
Virus	46	-3	44	3	10	0
Covid Response	45	-3	42	1	13	2
Economy	36	2	55	-3	9	1
Mental Health	49	-4	45	3	6	1
Financial Stability	43	2	49	-3	8	1
Team of 5 Million	34	-1	37	-3	29	4
Contact Tracing	31	-4	62	4	7	0
Timeframe	32	-2	57	4	11	-2
Domestic Violence	53	-5	44	4	3	1
Vaccine Rollout	50	-2	38	3	12	-1

Most categories decreased in negative sentiment, shifting towards neutral and positive sentiments. The Team of 5 Million category had the largest shift in positive sentiment +4%.

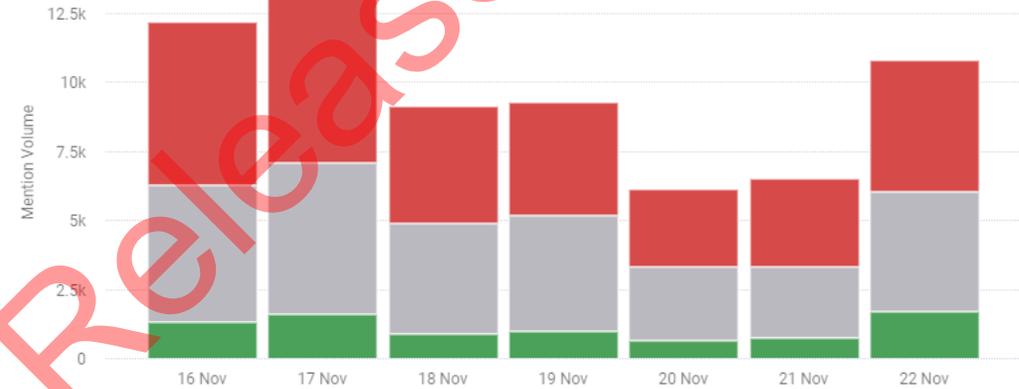
**Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.**

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

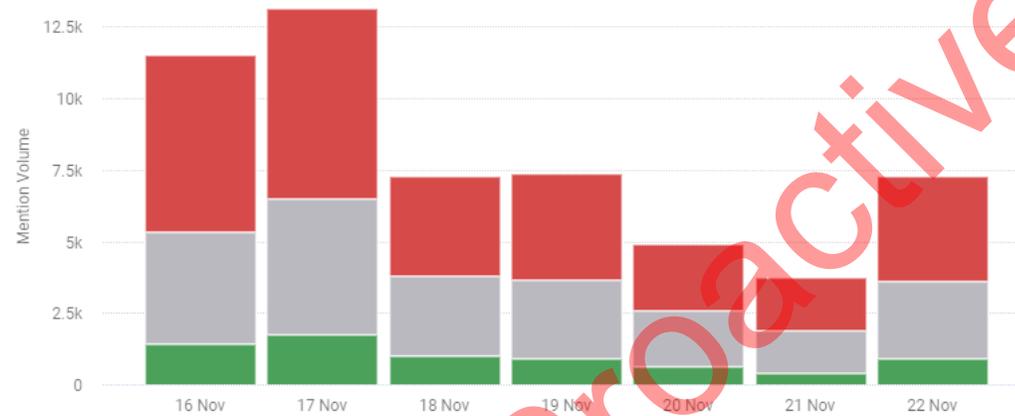
### Virus



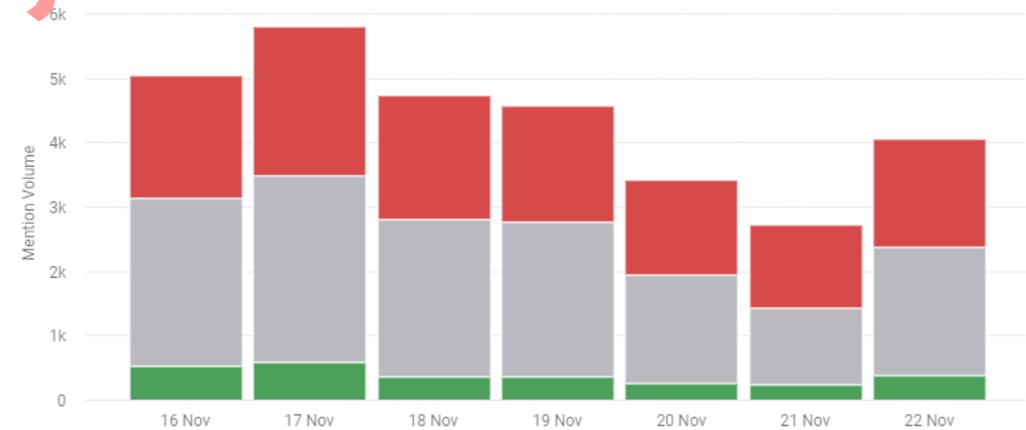
### COVID Response



### Vaccine Rollout

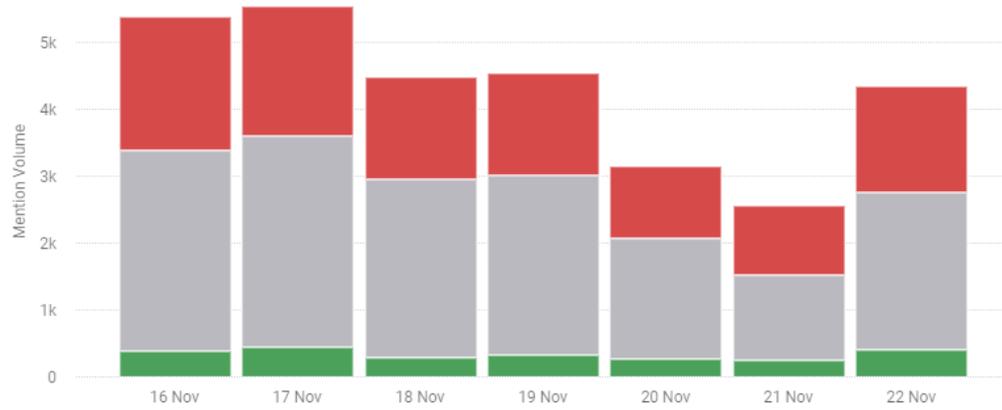


### Enforcement



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.

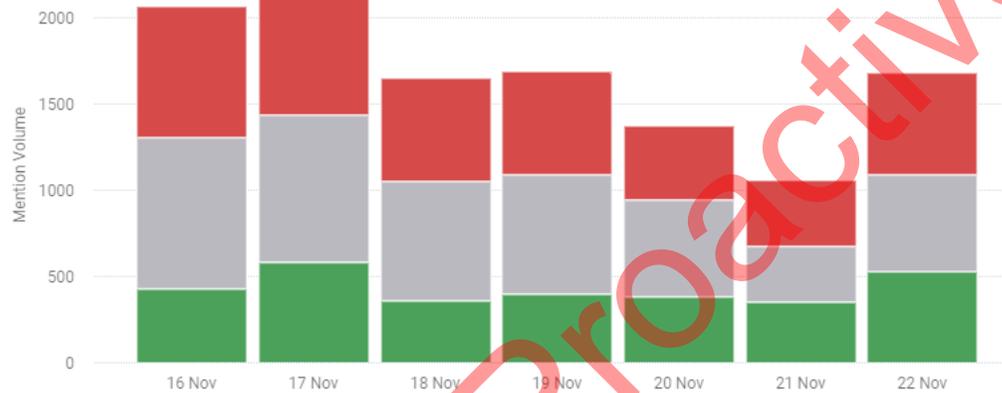
**Business & Consumers**



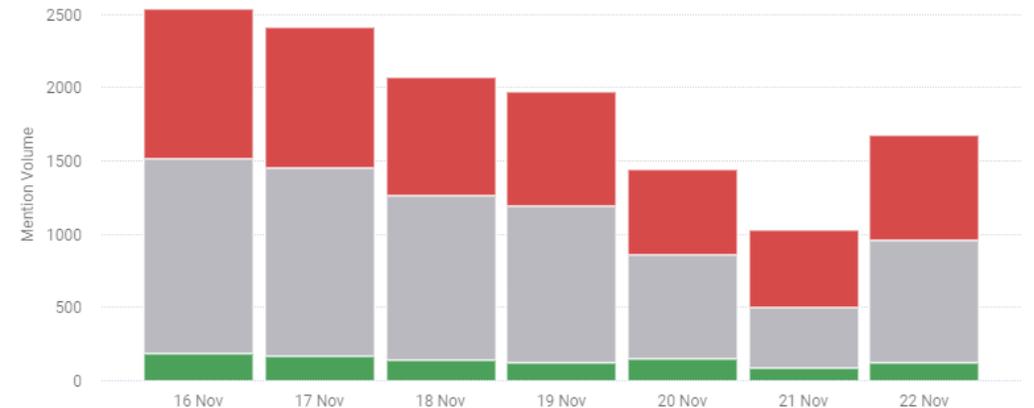
**Economy**



**Team of 5 Million**

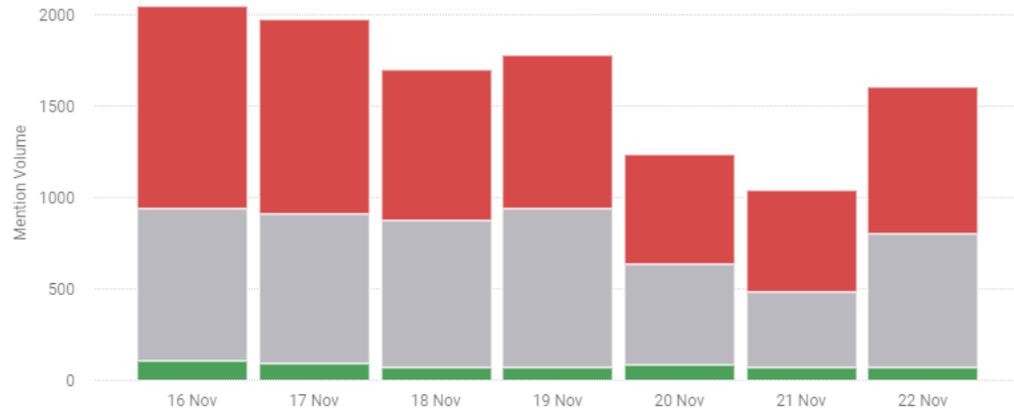


**Financial Stability**

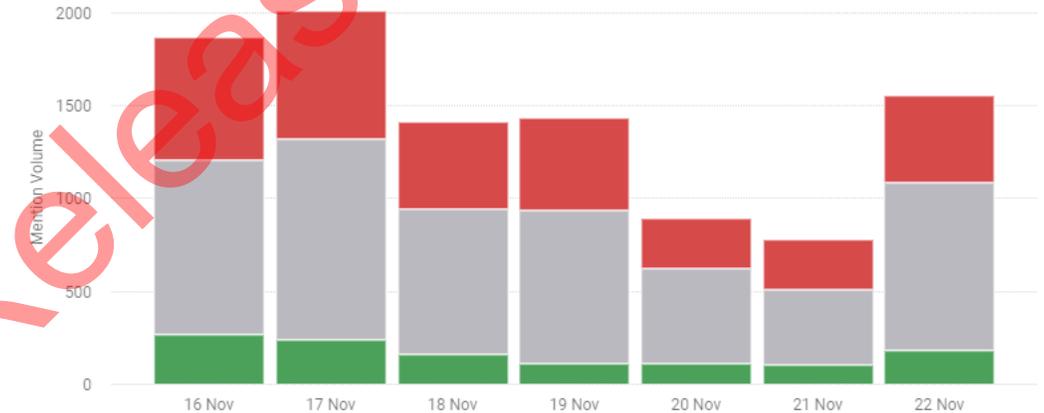


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

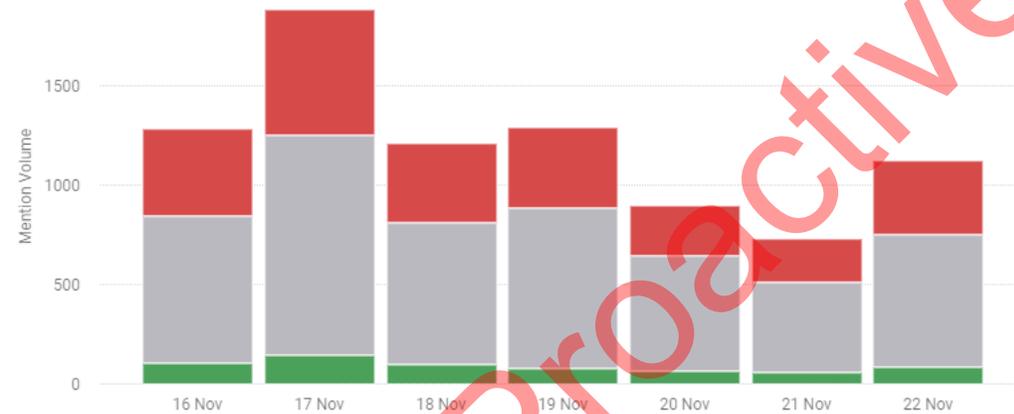
**Mental Health**



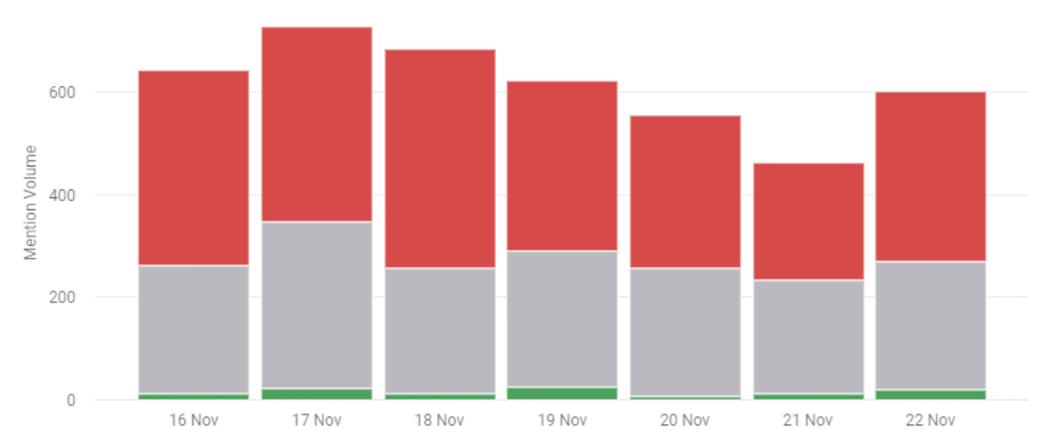
**Timeframe**



**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

## 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.

## 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.

**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.**

Date <sup>[a]</sup>	Alert Level <sup>[59]</sup>					
	New Zealand	Wellington Region	Northland Region	Upper Hauraki	North West Waikato <sup>[b]</sup>	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
8 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
24 June 2021	— 1	▲ 2			— 1	
30 June 2021		▼ 1				
18 August 2021			▲ 4			
1 September 2021	▼ 3		— 4	▼ 3		
3 September 2021	— 3		▼ 3	— 3		— 4
8 September 2021			▼ 2			
22 September 2021				▲ 3	— 2	▼ 3
26 September 2021		— 2		▼ 2		
4 October 2021			— 2		▲ 3	— 3
9 October 2021			▲ 3			
20 October 2021	— 2		▼ 2	— 2		— 3

Total 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

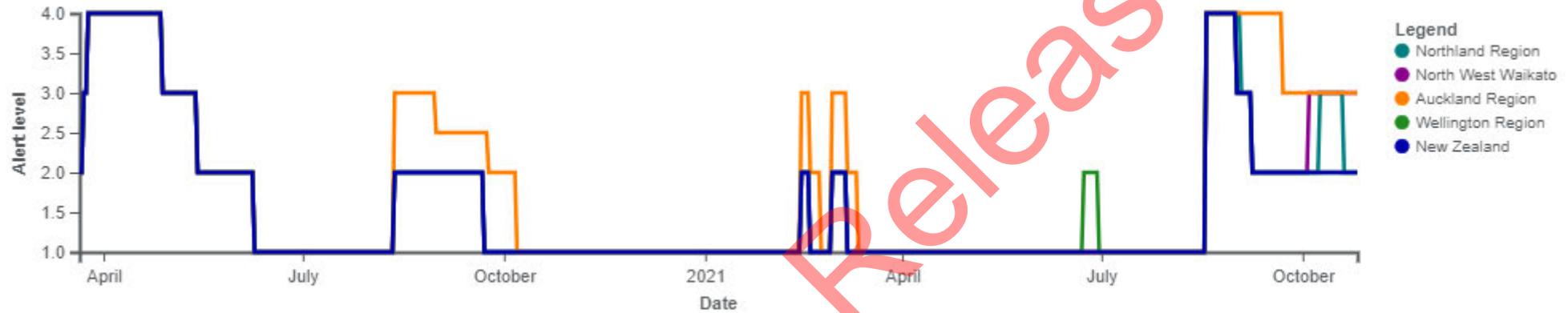
Date	% Neg	% Neu	% Pos
22-Sept-21	41	43	16
26-Sept-21	48	36	16
4-Oct-21	44	40	16
9-Oct-21	43	41	16
20-Oct-21	42	43	15

a. ^ Changes in alert levels typically occur at 11:59 pm the night before.

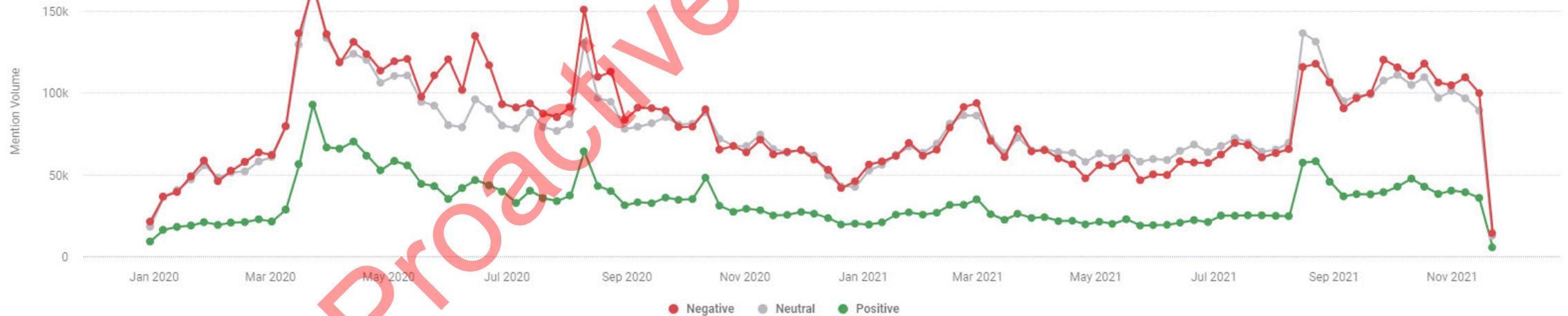
b. ^ From 4 October 2021 comprising Raglan, Te Kawwhata, Huntly, Ngāruawāhia, Hamilton City and some surrounding areas. This area was extended on 9 October to include Waitomo District, including Te Kuiti, Waipa District and Ōtorohanga District.<sup>1</sup>

**Changes in alert levels.**

Source: [https://en.wikipedia.org/wiki/COVID-19\\_pandemic\\_in\\_New\\_Zealand](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

Four-day period ending  
25 November, 2021  
New Zealand

Proactively Released

# Update Summary:

## **Conversation analysis – organic, public social channels:**

Analysts examined the response to the announcement of changes to the MIQ system and the reopening of the border by COVID-19 Minister Chris Hipkins on Wednesday. Some were thrilled that the changes will remove a barrier to them seeing and visiting loved ones. Some have reservations about the reopening timeline and feel that the approach is too conservative.

## **Measuring categories of conversation:**

There was a 29% increase in total volume of conversation.

All categories increased in conversation volume with the largest being COVID Response category (56%), followed by Domestic Violence (31%) and Team of 5 Million (28%).

Category sentiment remained stable, either staying the same or falling very slightly in negative sentiment. The sentiment for the total dataset remained stable.

**Note: Time period is a rolling four-day window unless otherwise noted.**

# What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**  
Analysts explored conversation about managed isolation and quarantine (MIQ), self-isolation and the border following Minister Hipkin's announcement.
- 2. Measuring Categories of Conversation p.g. 6 - 12**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.
- 3. Total sentiment benchmarks p.g. 13 -14**

Proactively Released

# Some New Zealanders are thrilled with the border re-opening announcements and are excited about what the changes will mean for them and their families.

On Wednesday, COVID-19 Minister Chris Hipkins announced changes to the MIQ system and set out the timeline to reopen the border. Analysts looked into the response to these announcements.

Sentiment reflected a factual tone due to the level of detail in the announcement (56% neutral).

Some were thrilled with the proposed changes as it will remove a barrier to seeing and visiting friends and loved ones.

Some were expressing excitement about the future and talking about the options and opportunities the MIQ/border changes will give them next year.

Negative sentiment includes those who think the re-opening is not happening soon enough. Some feel like the timeline is too conservative as we already have COVID in the community in New Zealand.

Some are commenting that 7-day isolation period will put off holiday makers.

**Some are thrilled that the border/MIQ changes will remove barriers to seeing loved ones.**

Haven't seen my family in nearly 3 years! I cried when I read the dates for the border opening, it's still a long ways out for me but I can't wait to see my family in Canada!  
Like Reply · 23h

Finally!! No more managed quarantine in NZ for 2022. 🙌🙌

Now we just need flights to/from South America @Qantas @FlyAirNZ @LATAMAirlines. Pretty please.

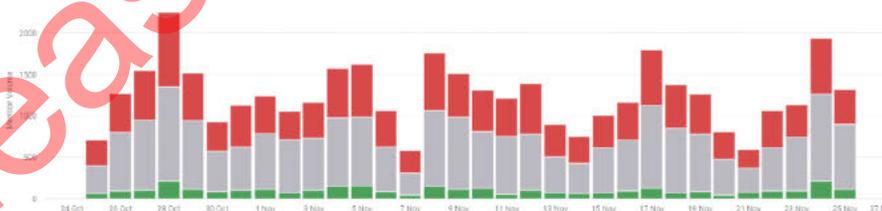
So stoked to see the news about MIQ yesterday. Getting home and introducing my SO to family just became a lot more real! Probably going to be home via Australia so I can meet her family too, so super excited!

**For this commentator, concrete dates for reopening means the ability to make firm plans.**

At long, long last, finally some changes to New Zealand's border settings, with actual dates attached to them. I can now work at the Winter Olympics and actually return to New Zealand afterwards. Hallelujah.

#MIQ

**Volume and sentiment of conversation, October 25 – November 25.**



**Sentiment of conversation, November 24 – 25.**  
Negative 34% Neutral 56% Positive 10%

**Looking forward to 2022 and the opportunities and options it will bring.**

Absolutely relieved and delighted to hear that by mid February, I can travel again & return to Aotearoa with only a week of self-isolation to complete. Good bye to the MIQ system, RIP  
1:42 PM · Nov 24, 2021

Oh yay! Our girl can go to Australia for a holiday and I can get her & not have to worry about MIQ! That financial burden we were about to carry because of getting her home for kura in 2022.  
5:04 PM · Nov 24, 2021

Did not wake up today expecting border changes but today's news is huge. Personally, I get to reconnect with my family/friends back home. Professionally, well, I work in travel so the last few years has been relentless. Excited for 2022.

### Can't understand the wait until January. Have lived/are living the consequences of not being able to travel freely.

Too little too late. Families are splitting up after 2 years apart. Mental health hit rock bottom after paying mortgage in NZ and rent overseas due to no miq spot and so long without income or help from nz. Businesses gone belly up from paying tax and ... See more  
Like · Reply · 21 h

It's disgraceful [redacted] My wife's aunt and uncle can't go to their son's funeral in Queensland tomorrow. MIQ is an affront to basic human dignity.  
1:11 PM · Nov 24, 2021

? whats the difference between 16 Jan and 16 Dec if you are fully vaccinated now why can families not be together for xmas if you are fully vaccinated then air NZ wouldn't have had to cancel 1000 flights due to uncertainty bloody joke enjoy the power trip while it lasts cindy

### The proposed entry process won't support holiday makers as it still requires too much time in isolation/MIQ.

So do we know yet when family who live in Aussie will be able to come home for a holiday? Obviously they can't spend a week of their holiday in any quarantine as it's not worth coming.  
1:47 PM · Nov 24, 2021

reddit.com (Reddit) 24 Nov  
1PM Media Conference || COVID-19 Response Minister Chris Hipkins and Director-General of Health Dr Ashley Bloomfield || 24 November 2021  
"I wish I could, but as a teacher this does nothing for me. I get 2 week holidays. If I have to quarantine for 7 days after flying home, there is no point flying to the US to spend 5 days with my family. This decision is outrageously conservative."

### Some feel that the re-opening process is too conservative.

But the level of risk doesn't justify a closed border. It's not even close to justifying it.  
1:56 PM · Nov 24, 2021

? COVID is already on its way to a town near you 15 December. The border is irrelevant.

Cost vs benefit? The benefit For people and social connection and family is big. The risk is nothing for Auckland and with the Auckland Border open from December 15, risk is negligible elsewhere too. It's a soft decision playing to focus groups and fear, not a rational one  
9:57 PM · Nov 24, 2021

### This commenter is asking why not open any person from Australia who is vaccinated?

? What is the risk difference between vaxxed Kiwis returning from Australia and vaxxed Australian tourists? Why not open up to Australia (vaxxed) from Jan?  
Like · Reply · 1 d

### Why keep MIQ when we already have thousands of people self-isolating in the community?

reddit.com (Reddit) 24 Nov  
1PM Media Conference || COVID-19 Response Minister Chris Hipkins and Director-General of Health Dr Ashley Bloomfield || 24 November 2021  
"What's with the "phased re-opening"? MIQ no longer serves any useful purpose. There are literally thousands of people isolating at home with the virus or confirmed exposure to it. Fully-vaxxed people with a negative test coming and going doesn't make any difference now. Why are they so slow to open the doors? Like lots of kiwis I have family..."

? Why are they still required to do 7 days MIQ, when they have tested negative, while thousands of Covid positive people are currently isolating (and dying) at home??

### Some who are not vaccinated are saying that testing should be an alternative pre-requisite to entering New Zealand.

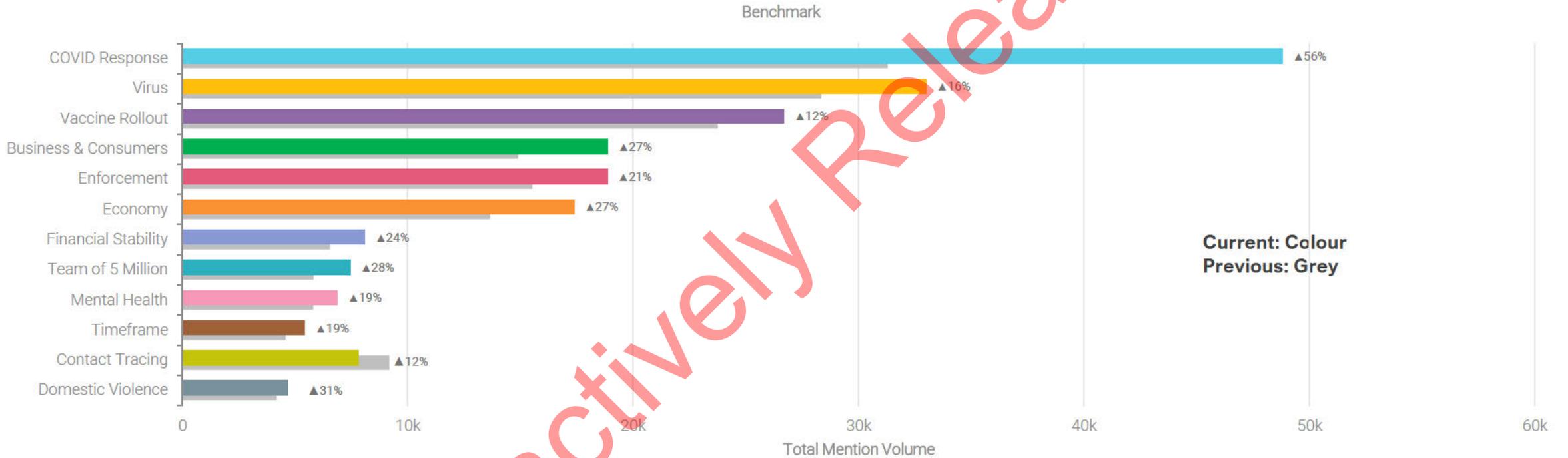
? Any Covid Negative Kiwi should be able to skip MIQ. Vaccination status means absolutely nothing if you are Covid negative.

### Some are discussing potential border policy for various countries.

? I'll be mad if NZ doesn't adopt an open border policy for Pacific Islanders  
1:52 PM · Nov 25, 2021

# Category change: Benchmark

Comparing current period (Nov 22 – 25) with shift from previous 4-day period (Nov 18 – Nov 21)



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

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

**Total volume of conversation rolling 4-day window:**

Current: 132,722 (+29%)

Previous: 103,090

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

Current: Neg 43%, Neu 41%, Pos 16%

Previous: Neg 43%, Neu 41%, Pos 16%

## Net sentiment of each category

All categories remained stable, either staying the same or slightly falling in negative sentiment.

The largest decrease in negative sentiment was in the Timeframe category (3%) with the largest positive increase in the COVID Response category (2%).

Comparing current period (Nov 22 – 25) with shift from previous 4-day period (Nov 18 – Nov 21)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	35	0	57	0	8	0
Enforcement	41	-1	50	0	9	1
Virus	45	0	45	0	10	0
Covid Response	44	-2	43	0	13	2
Economy	34	0	59	2	7	-2
Mental Health	48	-1	46	0	6	1
Financial Stability	39	-2	54	3	7	-1
Team of 5 Million	33	-2	42	3	25	-1
Contact Tracing	31	0	63	1	6	-1
Timeframe	30	-3	59	3	11	0
Domestic Violence	55	0	42	0	3	0
Vaccine Rollout	48	-1	40	2	12	-1

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

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

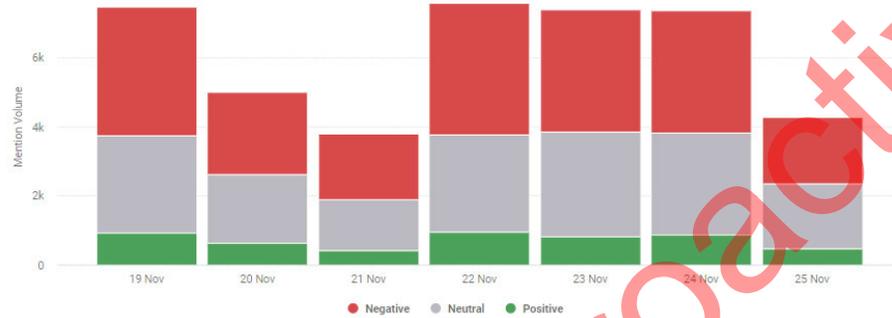
**COVID Response**



**Virus**



**Vaccine Rollout**



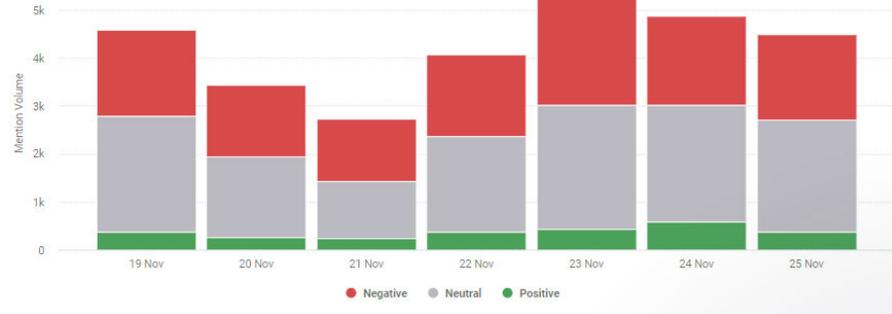
**Business & Consumers**



Proactively Released

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

**Enforcement**



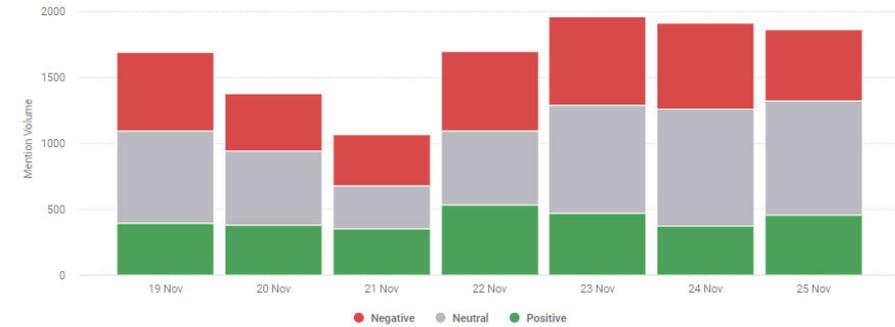
**Economy**



**Financial Stability**



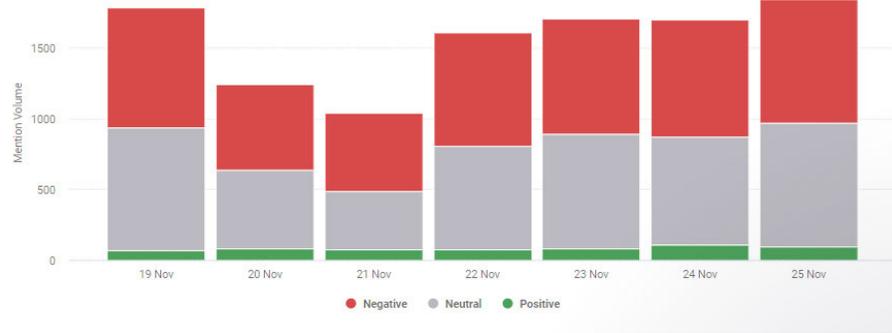
**Team of 5 Million**



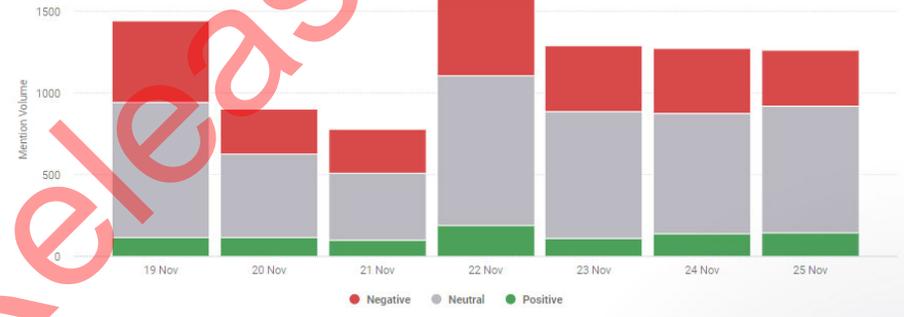
Proactively Released

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.

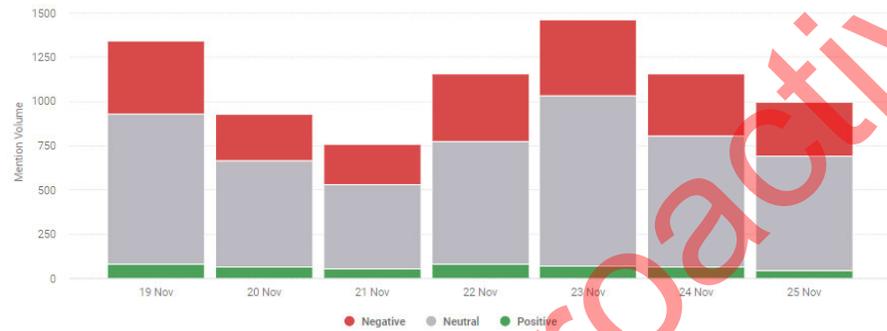
**Mental Health**



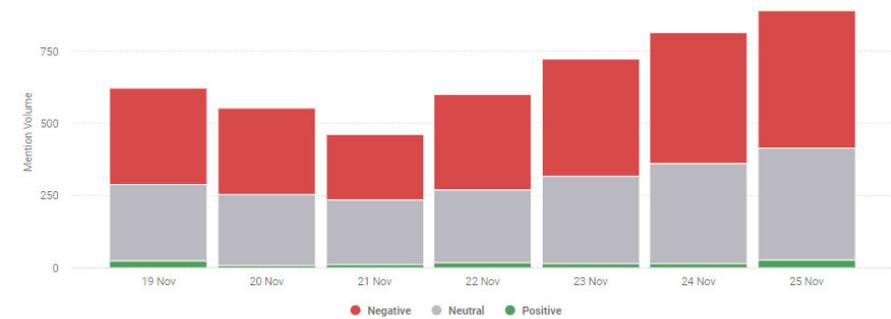
**Timeframe**



**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

## 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.

## 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.

**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.**

Date <sup>[a]</sup>	Alert Level <sup>[59]</sup>					
	New Zealand	Wellington Region	Northland Region	Upper Hauraki	North West Waikato <sup>[b]</sup>	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
8 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
24 June 2021	— 1	▲ 2			— 1	
30 June 2021		▼ 1				
18 August 2021			▲ 4			
1 September 2021	▼ 3		— 4	▼ 3		
3 September 2021	— 3		▼ 3	— 3		— 4
8 September 2021			▼ 2			
22 September 2021				▲ 3	— 2	▼ 3
26 September 2021		— 2		▼ 2		
4 October 2021			— 2		▲ 3	— 3
9 October 2021			▲ 3			
20 October 2021	— 2		▼ 2	— 2		— 3

Total 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

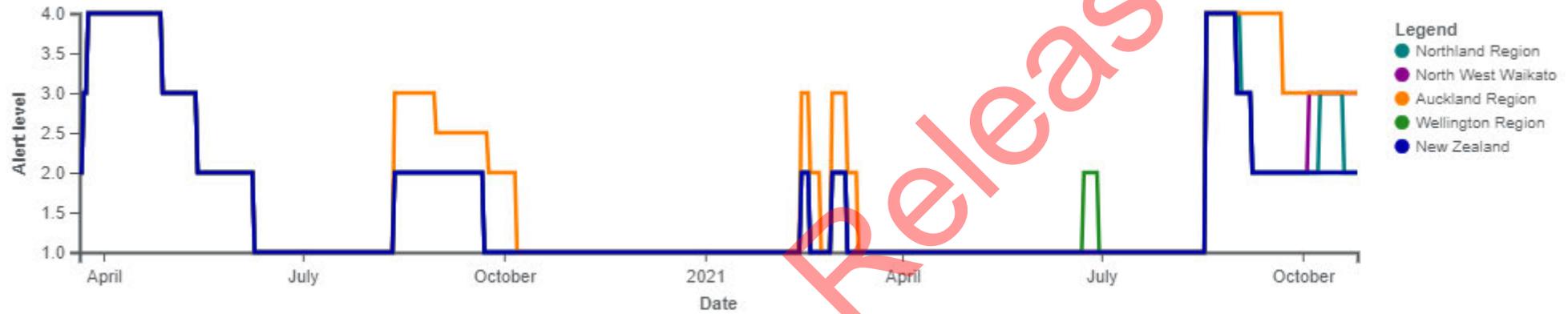
Date	% Neg	% Neu	% Pos
22-Sept-21	41	43	16
26-Sept-21	48	36	16
4-Oct-21	44	40	16
9-Oct-21	43	41	16
20-Oct-21	42	43	15

a. ^ Changes in alert levels typically occur at 11:59 pm the night before.

b. ^ From 4 October 2021 comprising Raglan, Te Kawwhata, Huntly, Ngāruawāhia, Hamilton City and some surrounding areas. This area was extended on 9 October to include Waitomo District, including Te Kuiti, Waipa District and Ōtorohanga District.<sup>1</sup>

**Changes in alert levels.**

Source: [https://en.wikipedia.org/wiki/COVID-19\\_pandemic\\_in\\_New\\_Zealand](https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand)



**Sentiment breakdown for total dataset Jan 2020 - today**



# Thank you

Proactively Released

