



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**
Thursday February 3, 2022
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts examined conversation around border controls, MIQ and self-isolation. Some New Zealanders are thanking the MIQ workforce for their hard work during a challenging time. There are those expressing happiness and relief at being able to reunite with family and friends in the future without the need for MIQ. Some are expressing concern that some returnees will not comply with the self-isolation requirements. This includes questioning how self-isolation will be enforced or monitored and what the process requires.

Measuring categories of conversation:

The total volume of conversation increased by 6%. Most categories increased in volume with the largest increase in the Team of 5 Million category at 33%.

All categories decreased in negative sentiment on Thursday. The Financial Stability category dropped 14% in negative sentiment, Economy by 10% and Team of 5 Million and COVID response by 9%.

The total dataset sentiment dropped 5% in negative sentiment, rising 3% in positive sentiment and 2% in neutral sentiment.

What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**
Analysts examined conversation about border controls, MIQ and self-isolation.
2. **Measuring Categories of Conversation p.g. 6 - 11**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively released

Some New Zealanders are concerned that some returnees will not follow the self-isolation requirements and have questions about enforcement, monitoring and process. Some are thanking MIQ workers for their hard work.

On Thursday, the government announced its five-step plan to reopen New Zealand's borders. Analysts examined conversation around border controls, managed isolation and quarantine (MIQ) and self-isolation.

Some New Zealanders are thanking the MIQ workforce for their hard work during a challenging time.

There are those expressing happiness and relief at being able to reunite with family and friends in the future as well as travel without the need for MIQ.

Some are expressing concern that some returnees will not comply with the self-isolation requirements. This includes questioning how self-isolation will be enforced or monitored and what the process requires.

A few are seeking direction about whether children need to be vaccinated in order to take part in the self-isolation process.

Thanking the MIQ workforce for their dedication and work during a challenging time. Some are sharing their personal experiences of MIQ.

A big shoutout & thank you to the MIQ workforce of NZ who worked hard to keep us safe from Covid-19. It was a high stakes job, with every case that slipped through in the media, and came at high personal risk of exposure. I won't forget the role MIQ workers played in saving lives.
1:06 PM · Feb 3, 2022

We got out of MIQ on Monday and all the teams there are just fantastic. Whilst it was challenging, totally necessary. Big thanks to all of them and it will be great to see hotel teams being able to get back to real hotel business soon.
1:31 PM · Feb 3, 2022

Nga Mihi my mates who put in mahi at MIQ, hard yards and not a job I envied.
8:17 PM · Feb 3, 2022

Well said! I spent 2 weeks in MIQ in November. All the hotel staff, military, security and support personnel were fantastic. Well done and thanks to you all @covid19nz
8:40 PM · Feb 3, 2022

Everyone deserves to come home. Everyone has a story. Everyone has a family. I'm so glad that MIQ has done such an amazing job and kept us safe. I'm glad we've kept NZ so safe that everyone wants to come home. Nau mai, haere mai.
4:20 PM · Feb 3, 2022 from Auckland, New Zealand

Total volume of conversation and sentiment about border control and managed isolation, January 28 – February 3



Sentiment of conversation January 3:
Negative 38%, Neutral 49%, Positive 13%

Thrilled to be able to reunite with loved ones without needing MIQ or are already planning future travels.

Felt tears well during PM's speech. 11.59pm, 13 March 2022. That's when New Zealanders can travel to the rest of the world, without MIQ.

My heart. After far too long, maybe, just maybe, I can see mum again.

Managed isolation for Kiwis returning to NZ from outside Australia being dropped from March means things are looking VERY positive for me to visit America later this year 😊

This is really great news! I'm so glad that the border is reopening and that the five stages are proceeding as planned. I can't wait to travel to NZ and see all the amazing sights there!

Concerned that some returning to New Zealand will not follow the self-isolation requirements. This includes questioning how self-isolation will be enforced or monitored and what the process requires.

will there be a law change that allows people who break self-isolation rules to be fined/punished in some way? Otherwise it is not going to work.

11:33 AM · Feb 3, 2022

Glad that people going in to self isolation will get RATs. But I am curious, what restrictions/safeguards are there that help guarantee that people use them, or that they engage properly in self isolation rather than just saying they will?

I've always supported what this government is doing but home isolation will not work, especially if others in household do not need to isolate. Also, who's going to monitor/enforce the isolation order?

Seriously, how does self-isolation practically work? Pick up rental car at airport or Uber to get home (LOI); stop at supermarket to get supplies (LOI); booze shop, fruit and veges, etc etc . Can someone in the know pl explain and reassure me this is a safe progression

This commentor is frustrated that the required 10 days of self-isolation will put off tourists such as those from Australia.

International tourism into NZ is still bugged for this year. Even vaccinated Aussies will still have to quarantine for 10 days on arrival once things open up further.

6:10 PM · Feb 3, 2022

Some are seeking direction and advice about whether children need to be vaccinated to take part in the self-isolation process.

Has it been clarified yet whether children who are unvaccinated (either under 18 and haven't got it or under 5 and ineligible) still need to do miq or whether they can self isolate with their vaccinated family?

7:18 PM · Feb 3, 2022

@chrishipkins A few questions regarding self isolation for returning kiwis. Do children eg 5yrs old need to be fully vaccinated too? What restrictions are there for travellers making their way from the airport to their nominated place of self isolation if in a different region?

2:19 PM · Feb 3, 2022

Kia ora, could you please clarify isolation requirements for a fully vaccinated adult (NZ citizen) traveling from Oz with their 2 children (also NZ citizens, but not vaccinated). Would the children still be able to self isolate with their parent? Or is a MIQ booking required?

6:12 PM · Feb 3, 2022

Feeling anxious that the border opening dates may be moved or postponed again.

While the news of border opening up is welcomed by many migrants like myself there is also a lot of anxiety that this govt will change its mind again. Cancelled flights, disappointing overseas family... it's a case of wait and see for many us who had our hopes crushed before...

12:26 PM · Feb 3, 2022

Just spoke to a Kiwi in Aus who summed up my feelings on the latest border announcement.

"I'm over the moon, I can't wait to get home ... but I guess when you've been in this situation - border open, border closed - it's hard to believe it until you're standing in the airport."

12:12 PM · Feb 3, 2022

Worried about the opening of the borders before children are fully vaccinated or the waning immunity for those who received boosters late last year.

They've thrown our kids - and especially our Māori kids - to the wolves. They cannot be fully vaccinated before the borders open. 🙄🙄🙄

11:16 AM · Feb 3, 2022

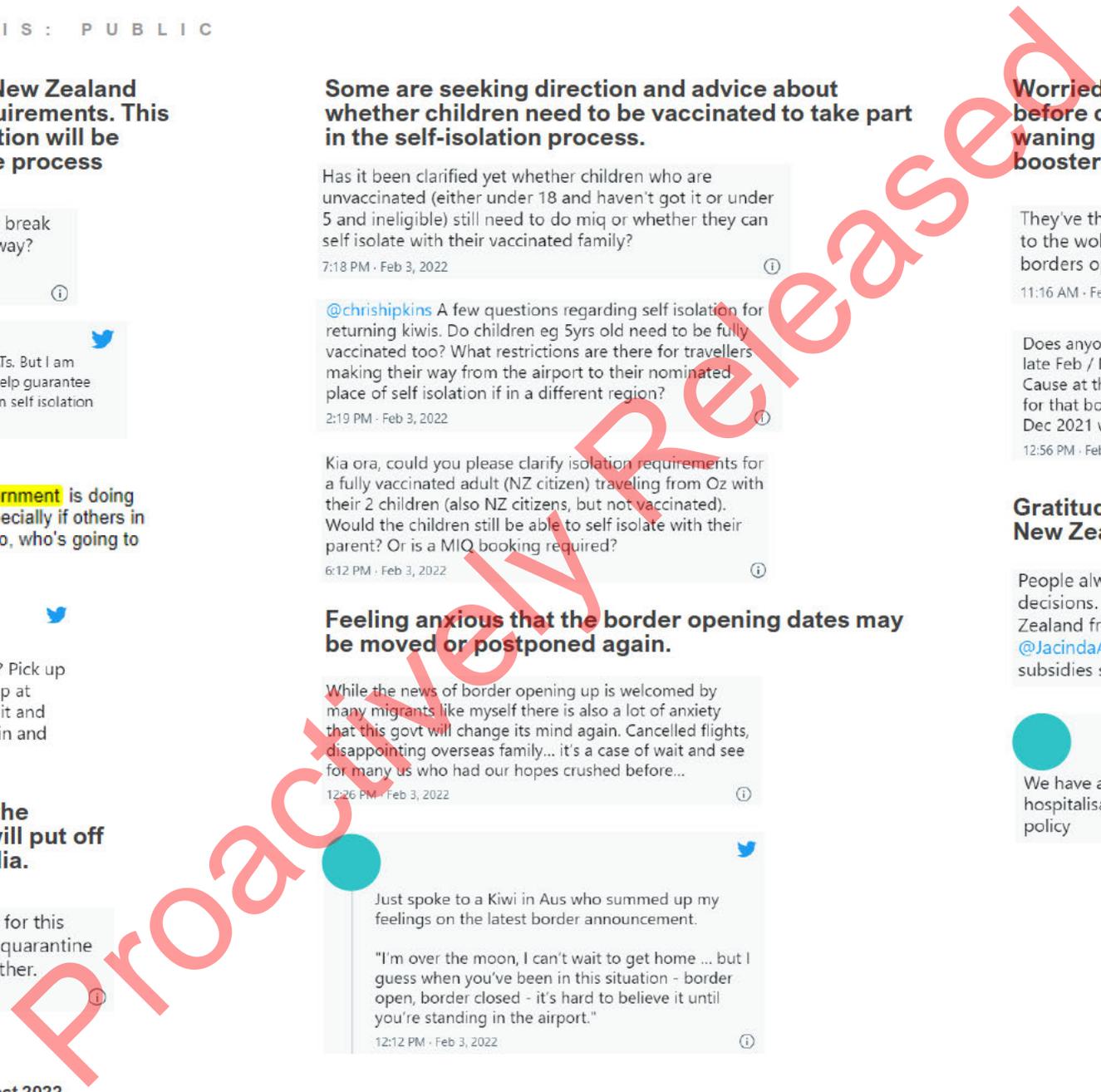
Does anyone know our vaccination & booster plans into late Feb / March? Cause at this stage no children under 5 will be vaccinated for that border re-opening. And those of us boosted in Dec 2021 will be at the tail end of our immunity.

12:56 PM · Feb 3, 2022

Gratitude for MIQ being used as a tool in New Zealand's COVID response.

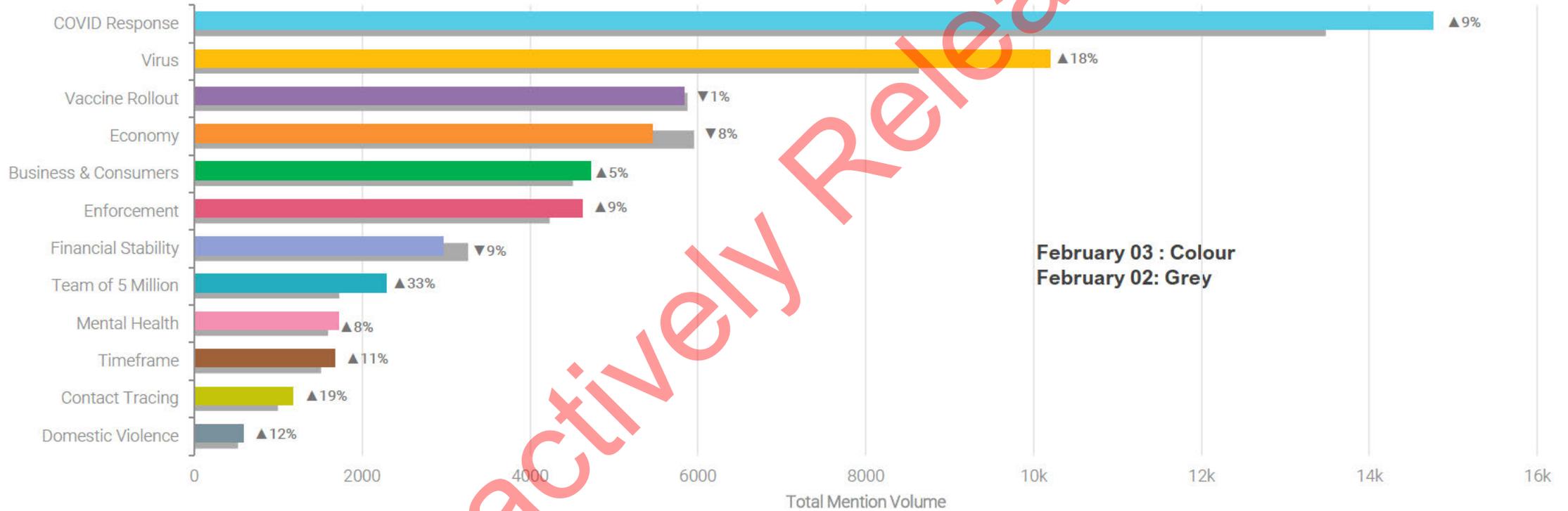
People always find something to criticize in Govt decisions. Not perfect but #MIQ has saved Aotearoa New Zealand from unmanageable levels of #Covid19nz Thanks @JacindaArdern @Covid19nz @minhealthnz Same with subsidies saving businesses. Thanks @NZFinMin

We have avoided a massive outbreak and many hospitalisations and deaths thanks to our quarantine policy



Category change: Benchmark

Categories current time period (February 03) benchmarked against previous time period (February 02)



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:

February 3: 36,867 (+6%)
February 2: 34,780
February 1: 34,886 (+16%)

Total sentiment breakdown:

February 3: Neg 42%, Neu 41%, Pos 17%
February 2: Neg 47%, Neu 39%, Pos 14%
February 1: Neg 48%, Neu 38%, Pos 14%

Net sentiment of each category

Comparing current period (Feb 03) with shift from previous day (Feb 02)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	31	-7	58	4	11	3
Enforcement	37	-6	50	2	13	4
Virus	40	-8	47	4	13	4
COVID Response	42	-9	42	5	16	4
Economy	36	-10	53	7	11	3
Mental Health	43	-11	48	8	9	3
Financial Stability	42	-14	46	9	12	5
Team of 5 Million	29	-9	45	7	26	2
Contact Tracing	29	-8	61	3	10	5
Timeframe	29	-4	57	1	14	3
Domestic Violence	46	-27	44	19	10	8
Vaccine Rollout	44	-4	43	3	13	1

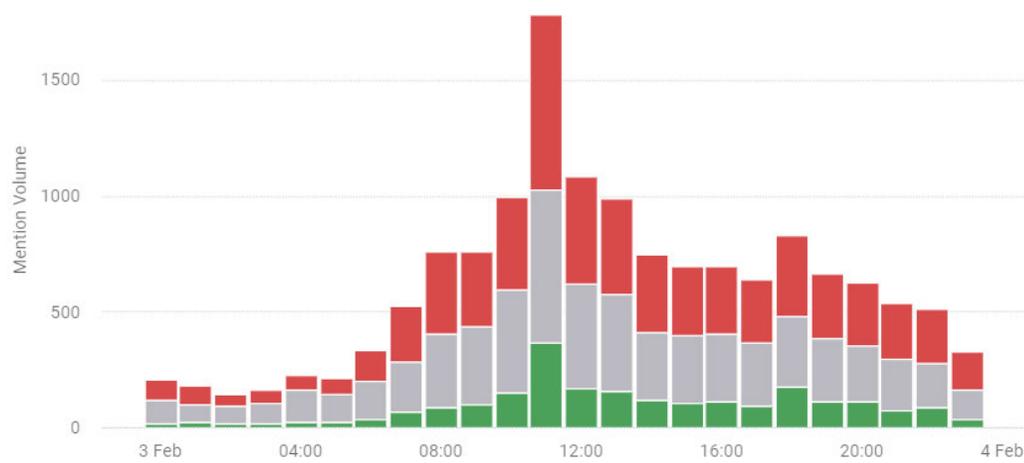
All categories decreased in negative sentiment on Thursday.

The Financial Stability category decreased 14% in negative sentiment, Economy by 10% and Team of 5 Million and COVID response by 9%.

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

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

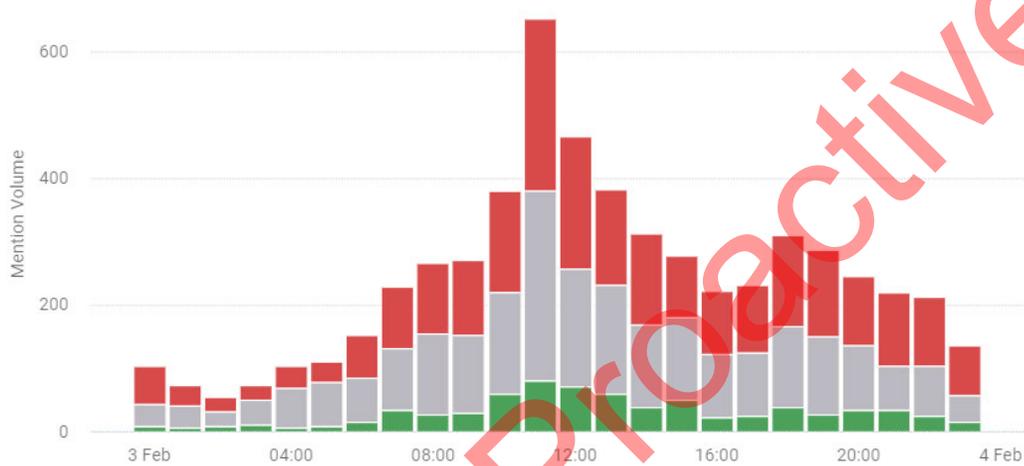
Covid Response



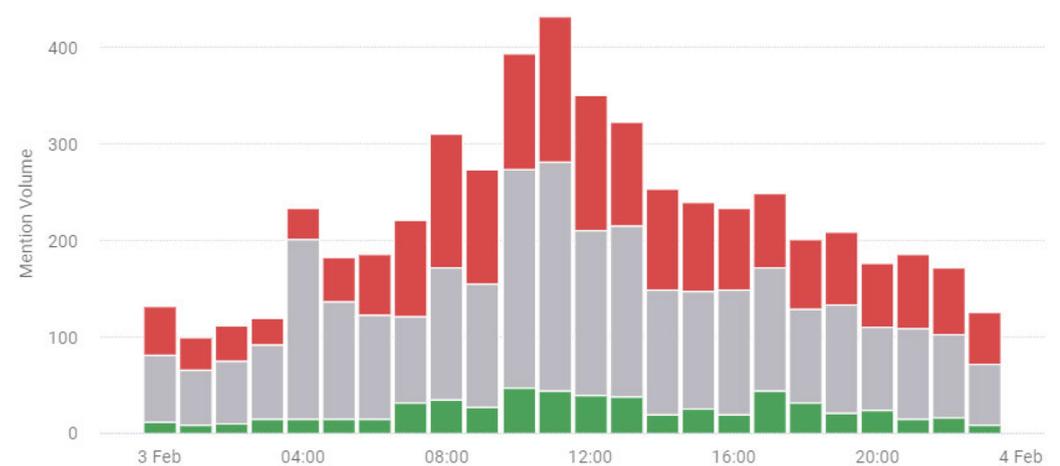
Virus



Vaccine Rollout



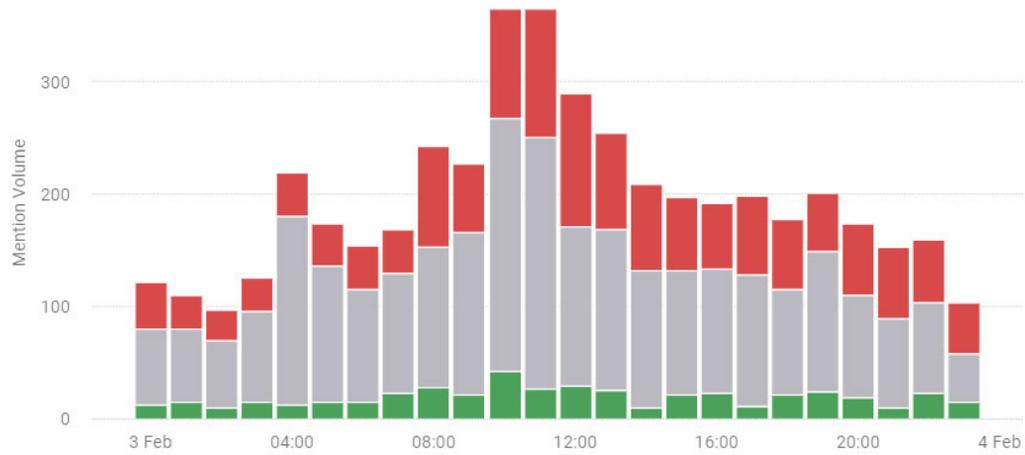
Economy



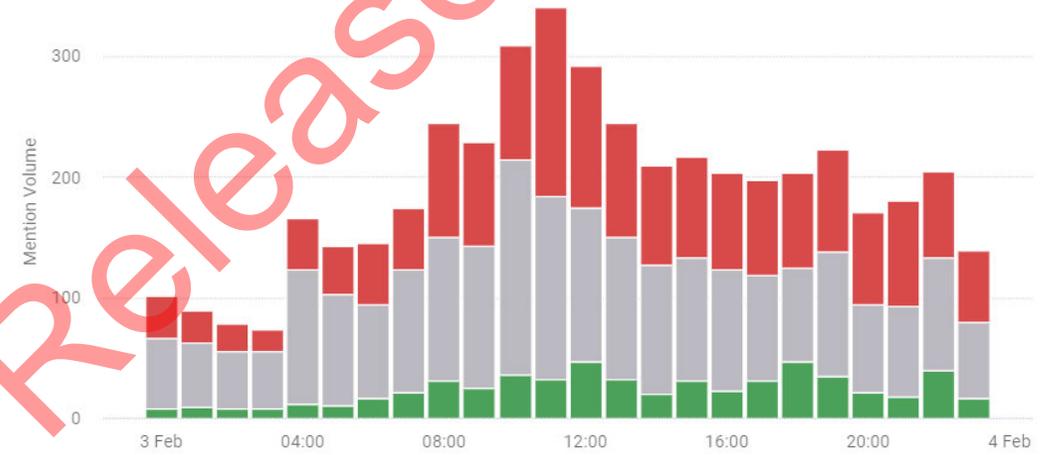
Proactively Released

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

Business and Consumers



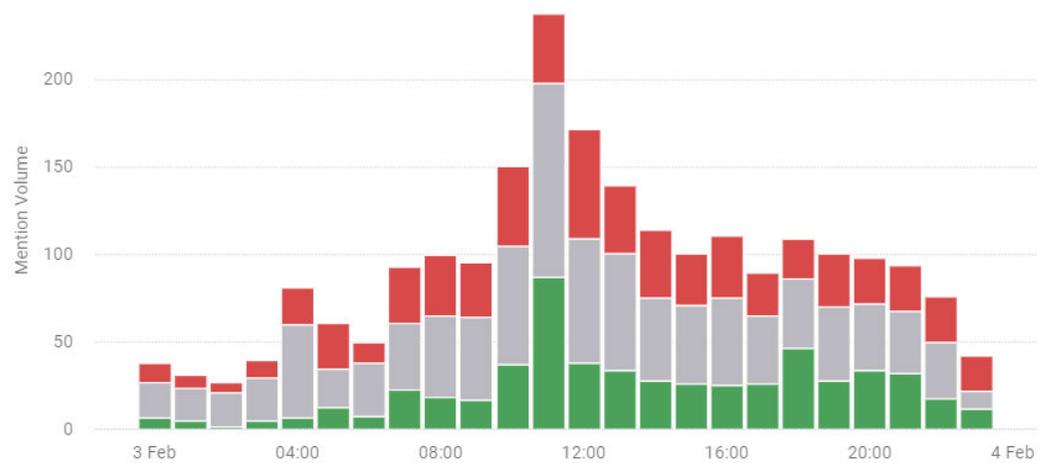
Enforcement



Financial Stability

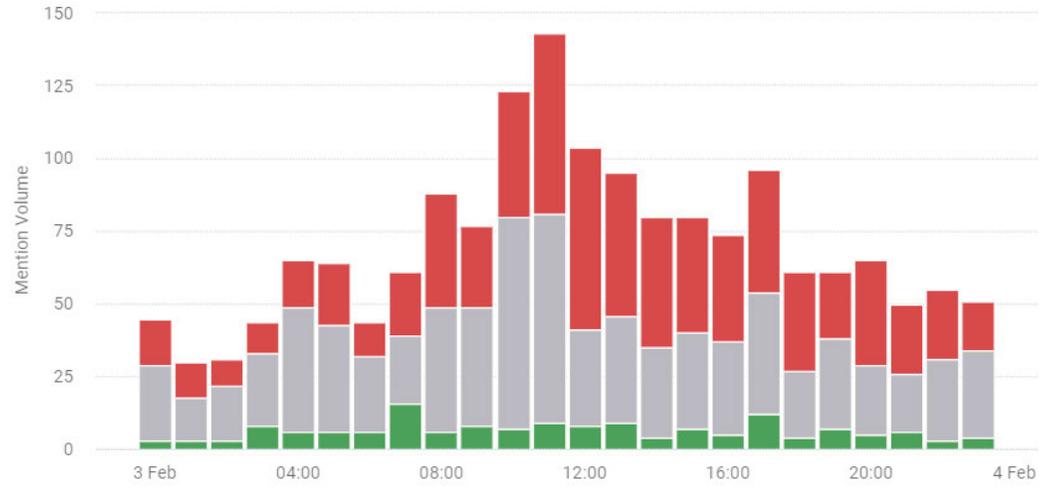


Team of 5 Million



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

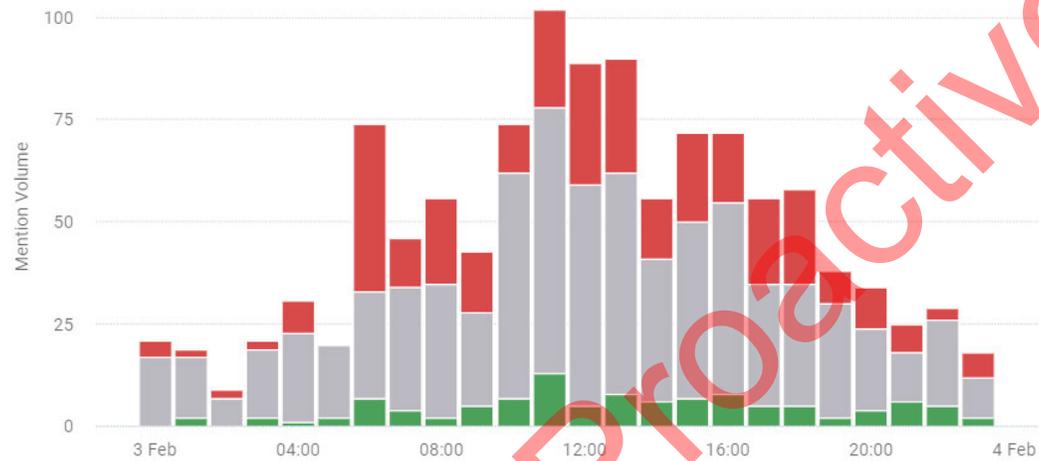
Mental Health



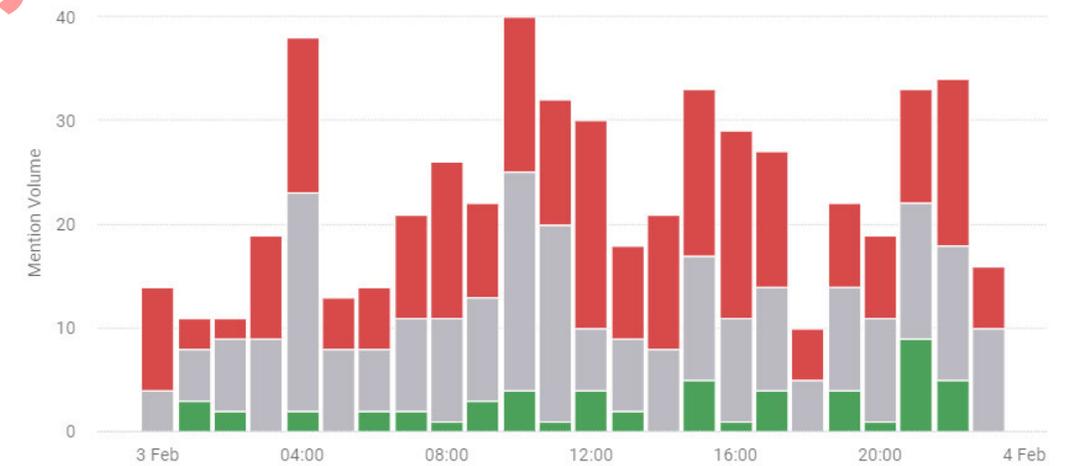
Timeframe



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

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

Virus

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

COVID Response

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

Vaccine Rollout

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

Timeframe

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

COVID-19 Awareness Study / Confidential / Annalect 2022

Business & consumers

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

Enforcement

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

Economy

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

Team of five million / Unite against virus

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

Contact tracing

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

Mental health

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

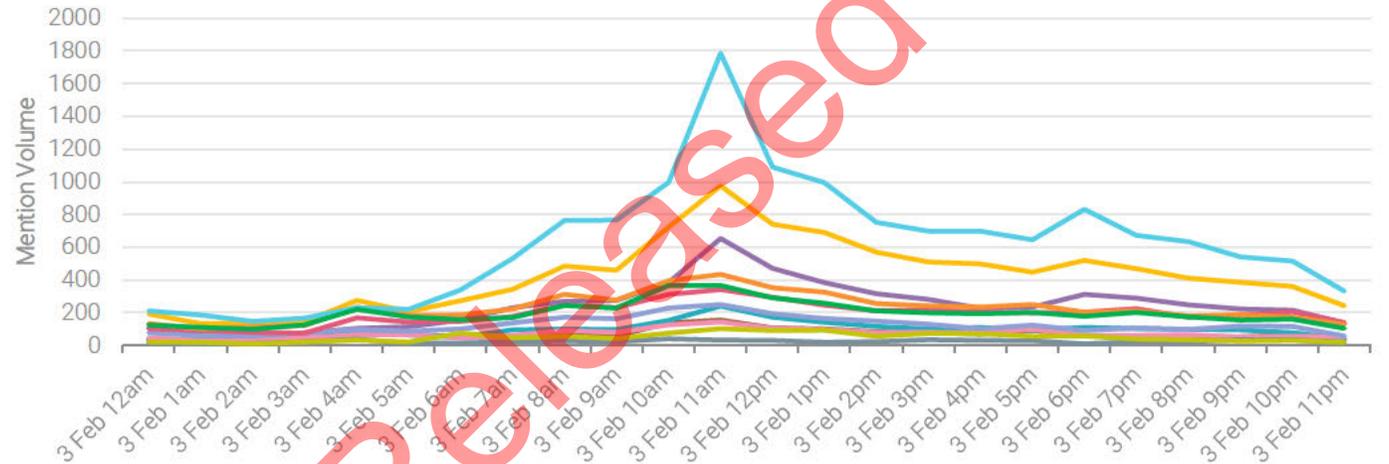
Financial stability

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

Domestic violence

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

SOCIAL CONVERSATION CATEGORIES 24 HOURS



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

Total volume and sentiment of dataset overtime:



Proactively Released

Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
For the 4-day period ending
7 February, 2022
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts examined conversation about tests and testing between February 4 – 7. Some people are discussing how they received their COVID test results back promptly. There is discussion about how some New Zealanders may not be getting tested due to not wanting to follow the self-isolation policy if positive or a close contact or the presumed impact on their earnings and work.

Measuring categories of conversation:

Total volume of conversation dropped 29% over the four-day period. All categories decreased in conversation with the largest decreases in Financial Stability (42%), COVID Response (38%) and Economy (37%).

All categories decreased in negative sentiment aside from Economy and Timeframe. There was a 2% increase in negative sentiment in the Timeframe category.

The sentiment of the total dataset dropped 3% in negative sentiment, increasing 2% in positive sentiment and 1% in neutral sentiment.

Note: Time period is a 4-day period unless otherwise stated, please refer to chart titles.

What's in this report:

1. **Social Conversation Analysis p.g. 4 - 5**
Analysts examined conversation about tests and testing.
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**

Proactively Released

Some New Zealanders are pleased with the prompt return of their COVID-19 test results. Some New Zealanders are discussing how some may be choosing not to get tested for reasons including not wanting to isolate or the impact on a family's earnings.

Analysts examined conversation about tests and testing between February 4 – 7.

Some people are discussing how they received their COVID test results back promptly.

A few are sharing that they got tested, or would be prepared to get tested, in order to keep their loved ones and community safe.

There is discussion about how some New Zealanders may not be getting tested due to not wanting to follow the self-isolation policy if positive or a close contact or the presumed impact on their earnings and work.

Some New Zealanders were discussing the high cost and stress of obtaining a pre-travel test (RAT or PCR) before international travel and seeking where to get a cheaper test.

There continues to be conversation around the government procuring RAT tests instead of private enterprises.

People discussing getting their COVID test results back promptly.

Negative covid test result back in less than 24 hours despite us having been swabbed on Waitangi Day. Huge thank you to all those doing the hard yards in the testing centres, labs and all those in between!

Got symptoms? Get tested. It's easy, fast & could literally save lives.

11:48 AM · Feb 7, 2022

Took Miss 13 to get a Covid test, 7 hours later: **NEGATIVE**. Amazing.

? Got mine straight away (next day). Been getting all my check in calls. My test was negative, got results fast as! Hasn't been a bad experience for me. Sweet as!

That was me last weekend. First test because of symptoms And it was a very nervous night! I was tested at 1.30pm and had results by 7am the next day, which I thought was awesome on a holiday weekend. Good luck, I'm sure it will be fine, you're so careful. Xx

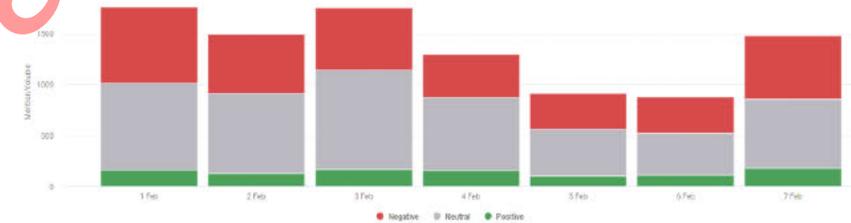
5:57 PM · Feb 5, 2022

Thanking all those working in frontline testing positions after a smooth experience.

I had to get a test today - the experience was only made better by the kindness and professionalism of staff who have to suffer in summer heat in full protective gear. Thank you frontline testers too.

7:21 PM · Feb 4, 2022

Volume and sentiment of conversation about tests and testing, February 1 - 7



Sentiment of conversation February 4 - 7:
Negative 38% **Neutral 50%** **Positive 12%**

Prepared to protect their community and loved ones by getting tested.



So I bounced out of bed, put on some makeup, did my hair, grateful & ready for my shopping session. Then the text came through. Sorry, child has sore throat, Covid tests for everyone. Appointment postponed. Rightly so I must add.

I got tested last week, for what was probably an allergy/hayfever. Negative result, but I was prepared for the worst, and also prepared to protect my family, and community, by testing.

6:47 PM · Feb 7, 2022

Discussion that some New Zealanders are not going to get tested due to not wanting to isolate if positive or a close contact, the impact on ability to earn, etc. Some are stating they will not get tested even if suffering COVID symptoms.

I will not get tested. If I feel sick, I will isolate and tell my work I am working from home and have some other complaint that might stop me working for a day or three. Our household is 2 and stocked, so will not impact anyone. This stops my company having to make staff isolate

1:58 PM · Feb 7, 2022



People are not gonna get tested because they dont want to isolate. Gonna be a lot more 'hayfever' or 'colds' this year

People will not get tested as the isolation rules will cripple family's ability to earn. Hence, no test, go to work sick, or stay home and let family members go to work and keep quiet. As usual, stupid rules with consequences that they haven't the brains to foresee.

8:52 AM · Feb 7, 2022

I have been surprised by how many people I know who say they'll not get tested due to the isolation policy.



Guess what?? If I get sick I'm not getting tested lol. I'll stay home till I feel better not for as long as you 🤔 heads tell me to

This commenter is asking if testing protocol is to get a test only if symptomatic.



I thought that we only got tested if we had symptoms???? So why get tested if we don't have any symptoms??? Seems like a waste of resources otherwise 🤔🤔

Expressing concern and frustrating towards those claiming that they won't get tested.

Getting really frustrated/upset with all the "I'm not going to get tested" comments. You could pass it to someone like my husband or son who pass it to me - I am very high risk. PLEASE get tested. You might think you'll be ok, but I might not.

I'm finding it hard to believe there aren't any new cases in Taranaki. So many kids went to Soundsplash etc. My 16yo spent a week in Hahei & was super careful but many others weren't.

I worry we aren't testing enough.

1:31 PM · Feb 5, 2022

This commenter requires a test but is limited to transport options that they feel puts others at risk.



Been really sick the past couple of days and was told to get a covid test but I don't drive or know anyone who does (I'm new to the area etc) so my options are ride share or public transport - both putting many people at risk if I test positive

4:14 PM · Feb 5, 2022

Concern about the high cost of pre-travel COVID tests for international travel.



4 days ago

Just looked into it today for a trip to Rarotonga in 2 weeks. My doctor isn't opened weekends (flying out on a Sunday and need a test result within 48 hours of departure) so I have no option but the \$250 Rako Science test. Pretty sure the Onehunga pharmacy isn't a pre departure test (showing all your flight details) \$200 is probably the best you'll get.

I'm flying to Sydney next week. The NSW government accepts both RAT and PCR test, however, the NZ government doesn't allow fully vaccinated, non-domestic travellers to take the free RAT test, so I have to pay for the PCR. My GP is offering it for \$200, does anyone know anywhere cheaper? I need a 72 hour turnaround.

Conversation about low levels of testing versus case numbers over Waitangi weekend.

Some folk seem concerned that our cases have only come back a little because testing was a lower, but our positivity rate is still just 1.8% so we don't have a large number of undetected cases. This may still change; when NSW & Victoria peaked their positivity rate was up at 30%.

8:26 AM · Feb 7, 2022

Testing numbers only reflect the cases we found in a given time period. On weekends and public holidays those numbers can go down. Also we did 100k less tests in first week in Omicron than in the first week of Delta outbreak.

10:09 AM · Feb 7, 2022

Wondering if the test numbers could be reported in more depth.



"It would help some if the Ministry of Health reported test numbers and results by reason for testing: contacts, symptoms, regular surveillance." [100](#) [100](#) [100](#)

This RT is an endorsement.

Stats Chat @statschat

Testing numbers statschat.org.nz/2022/02/07/tes...

1:49 PM · Feb 7, 2022

Continues to be conversation regarding government procurement of RATs versus private enterprises.



This was a deliberate change in approach. Many private organisations (including hospitals) who had been effectively managing the procurement of rat tests were undermined by central decision makers. These decision makers showed poor planning and then obfuscated once called out!

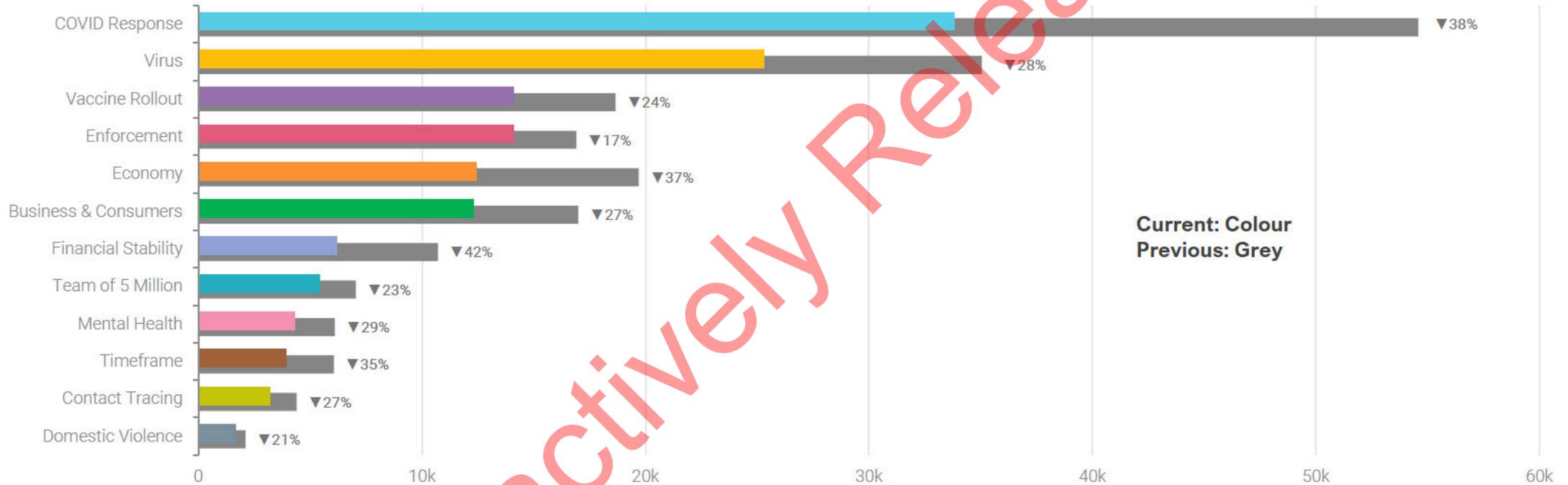
They should NEVER be in private hands. Being able to procure a test does NOT mean you're able to do what is necessary to ensure that someone testing positive does the right thing &/or receives the treatment necessary, & of course, isolates to prevent spread.

Health b4 Profit

4:39 PM · Feb 7, 2022

Category change: Benchmark

Comparing current 4-day period (Feb 4 – 7) against previous 4-day period (Jan 31 – Feb 3)



Current: Colour
Previous: Grey

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

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

Total Mention Volume
Total volume of conversation 4-day period:
Current: 97,018 (-29%)
Previous: 135,848

Total sentiment breakdown (see pages 12 & 13 for reference).
Current: Neg 44%, Neu 39%, Pos 17%
Previous: Neg 47%, Neu 38%, Pos 15%

Net sentiment of each category

All categories decreased in negative sentiment aside from Economy and Timeframe. All categories except Timeframe increased slightly in positive sentiment.

There was a 2% increase in negative sentiment in the Timeframe category. The highest increase in positive sentiment was 6% in the Team of 5 Million category.

Comparing current 4-day period (Feb 4 – 7) against previous 4-day period (Jan 31 – Feb 3)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	35	-2	52	-2	13	4
Enforcement	43	1	45	-2	12	1
Virus	45	-2	42	-1	13	3
Covid Response	47	-3	39	1	14	2
Economy	40	-2	48	-1	12	3
Mental Health	47	-5	42	1	11	4
Financial Stability	44	-7	44	4	12	3
Team of 5 Million	33	-3	37	-3	30	6
Contact Tracing	34	-1	55	-2	11	3
Timeframe	33	2	53	-2	14	0
Domestic Violence	50	-11	42	9	8	2
Vaccine Rollout	47	-1	39	-1	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.

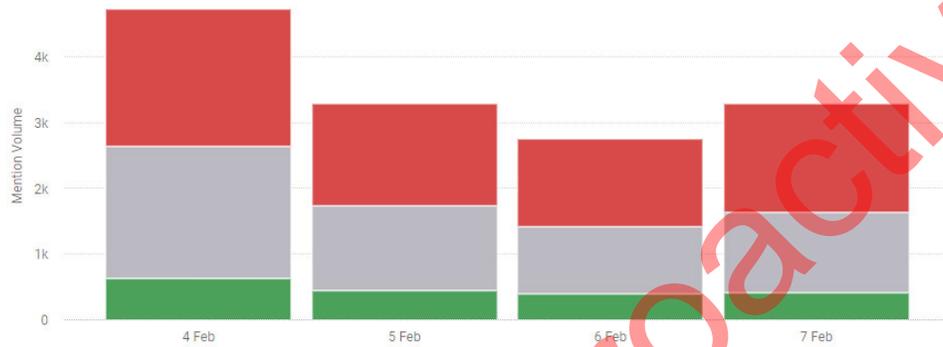
COVID Response



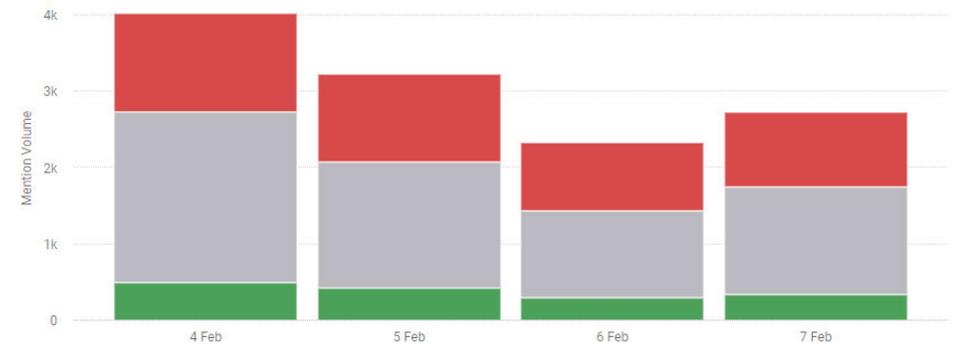
Virus



Vaccine Rollout

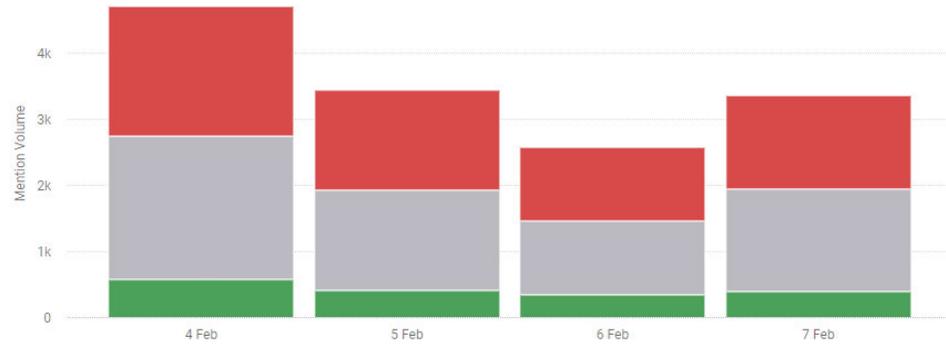


Business & Consumers

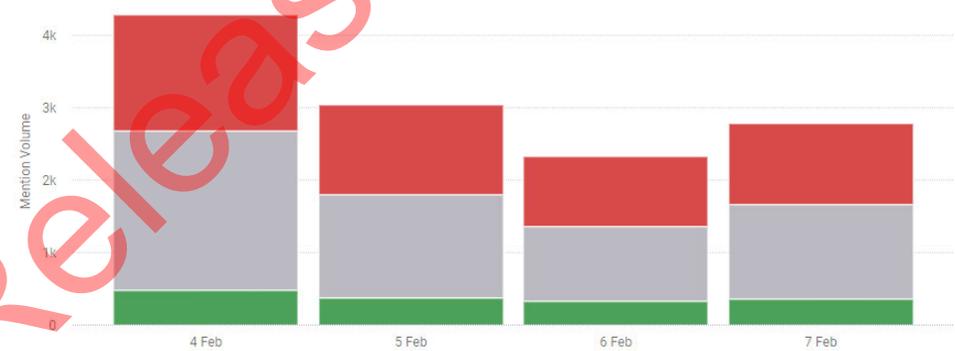


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

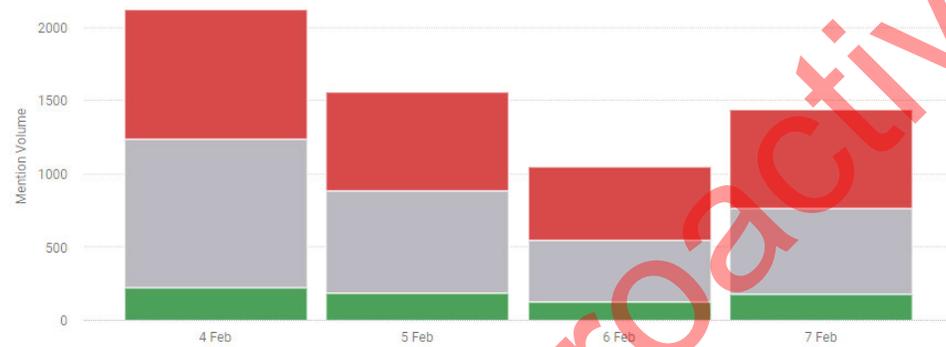
Enforcement



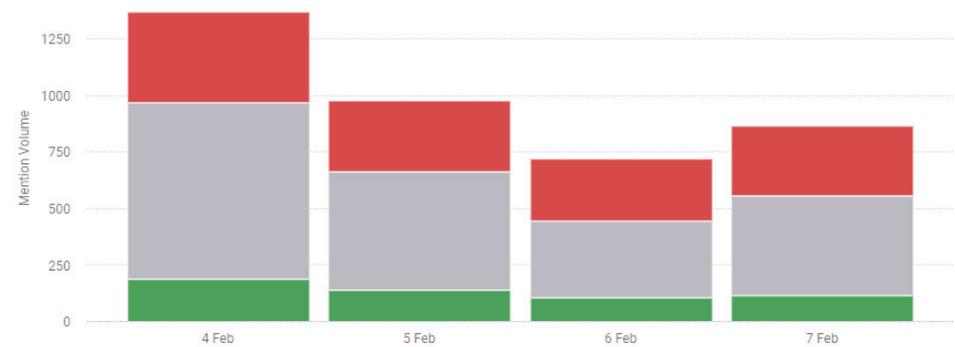
Economy



Financial stability



Timeframe

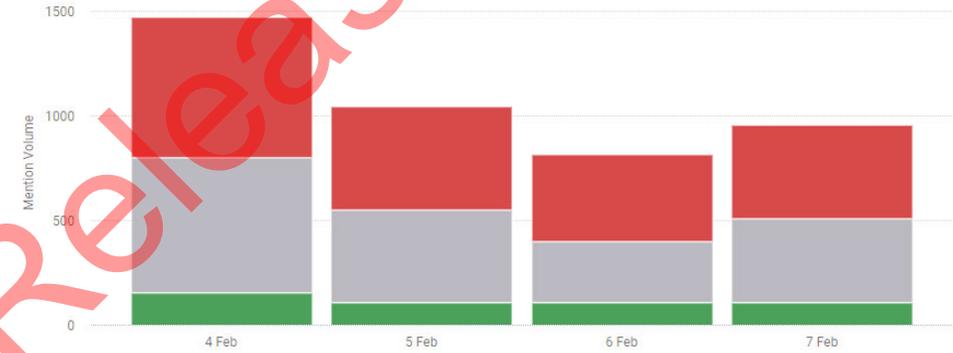


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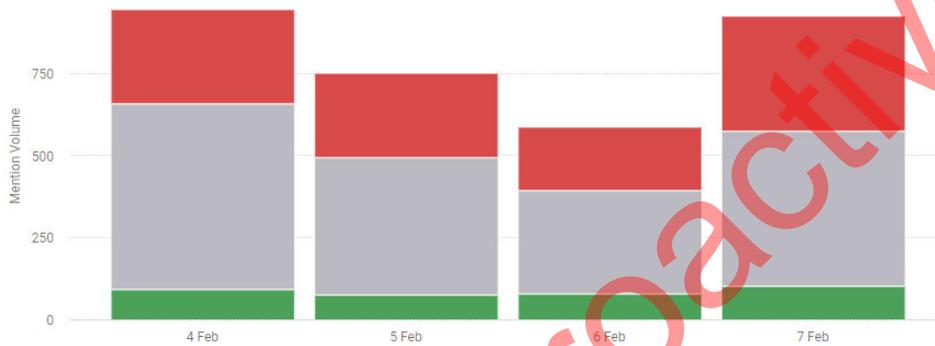
Team of 5 Million



Mental Health



Contact Tracing



Domestic Violence

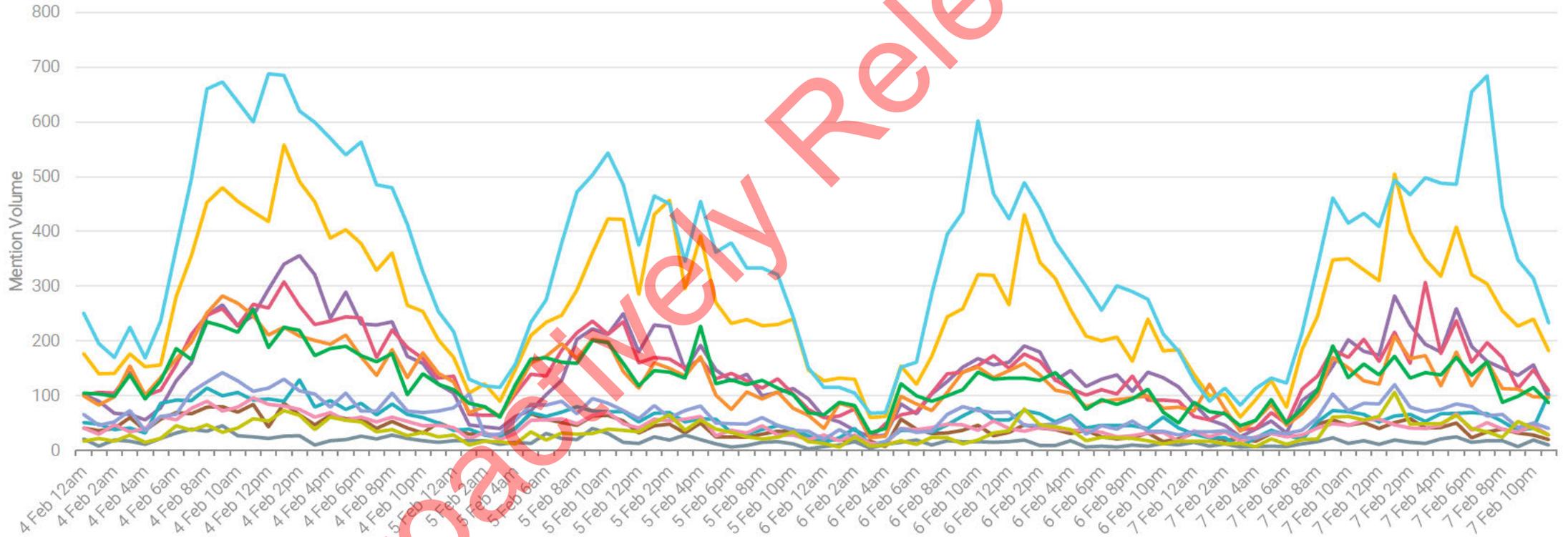


Proactively Released

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 (4 -day period)

Categories of conversation over time February 4th – 7th , 2022



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.

Total volume and sentiment of dataset overtime:



Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Four-day period ending
February 13, 2022
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Conversation about cases and case numbers in New Zealand increased over the weekend however the sentiment of this content is largely neutral. Topics include the potential impacts to contact tracing process along with the wider healthcare system. There is some concern that the protest at Parliament may contribute to increased spread of COVID in the community.

Measuring categories of conversation:

The total volume of conversation increased by 24%. Content and conversation published about the protest at Parliament contributed to a 111% increase in The Enforcement category.

Most categories increased in negative sentiment with the largest shifts being the Domestic Violence category (11%) and the Enforcement category (7%).

The total overall sentiment increased 3% in negative sentiment, decreasing 2% in neutral and 1% in positive sentiment.

What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**
Analysts examined conversation about cases and case numbers.
2. **Measuring Categories of Conversation p.g. 6 - 11**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

New Zealanders are discussing the implications of the sharp increase in COVID19 cases over the weekend. Conversation includes the potential impact to the contact tracing process along with wider healthcare systems.

Analysts examined how New Zealanders are discussing case numbers on public social. While volume has increased over the week, sentiment in this conversation is relatively neutral at 57% on Sunday 13 February.

Some New Zealanders are discussing the implications of increasing case numbers of COVID-19 in the country.

While some continue to question the overall risk of the Omicron variant, others are sharing their concerns about the potential impact to New Zealand's health service.

Some are discussing how contact tracing will stand up to such high numbers and some are keeping a close eye on locations of interest to see if they've been impacted personally.

Some are speculating on the impact of current testing rates on case numbers.

Some people are expecting that the current protest at parliament will contribute to increased spread of COVID in the community.

Concern about extra pressure on the healthcare system.



I think the point that a lot of people are missing is there will be unnecessary deaths from all **diseases**, accidents, injuries etc because of the beds that patients with **covid** will be taking up. If the hospitals are overwhelmed with **covid cases**, people coming into ED with other life threatening conditions wont be able to be...

These "stupid restrictions" have saved so many lives & prevented our health system from completely collapsing. They've prevented countless long covid cases. People with health issues are SO over having health issues, but they have to deal with them anyway. It's about community ❤️

2:01 PM · Feb 12, 2022

Keen interest in the hospitalization rate. And how many people in ICU or HDU.



"Non are in ICU or HDU."

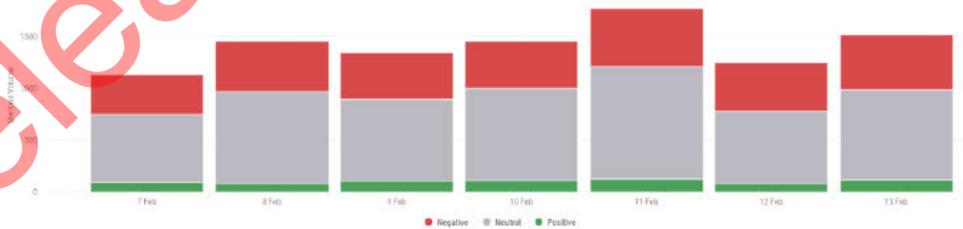
Only numbers that matter are deaths, ICU and HDU.

Like Reply 2 d

13 Feb 2022, 00:12

Another record day of **cases**so what.....the only detail that matters is how many die and how many are hospitalised...NOT in hospital WITH **covid** but in Hospital DUE TO **covid**.

Total volume of conversation and sentiment about cases/case numbers. February 7 – 13th



Sentiment of conversation February 13:

Negative 35%, Neutral 57%, Positive 8%

Some are tired of the concern about cases or are tired about hearing COVID case related news at all.



It's remarkable. 810 new cases today and yet 0 in ICU. Makes me wonder what the he*l is all the panic about. Vaccine has done its job, so let's get back to normality.

Like 16 h Edited

456



Really don't care. Totally over these covid posts

Like Reply 1 d

33

Aware that there is a lag in the announcement of infections to actual numbers in the community.

Feb 13, 2022
 Your regular reminder that cases lag actual infections by 1-2 weeks. Today's 810 results were processed yesterday in labs, from samples taken mostly Weds-Fri, from people who may have been infectious as early as Waitangi Weekend.
 #nzpol #Covid19 #Covid19nz

This commenter suggests that the current contract tracing process is not practical at higher case numbers.

Don't worry about contact tracing when we are over 600 cases a day, the system will melt down, that's when it broke in Oz

11:52 PM · Feb 13, 2022

Some are keeping a keen eye on Locations of Interest published on the Ministry of Health's website.

You'll be waiting a long time, the LOI's are very small compared to the number of cases for some strange reason. Just assume you've been to one, monitor for symptoms and if unwell get tested. Fingers crossed for you

10:15 AM · Feb 11, 2022

There is conversation about how much testing is being done and how this might be impacting case numbers.

Palmerston north hasn't got any because no one is getting tested lol
 Like 16 h

? Percentage of positive cases per daily testing total will give a better idea on how much is actually out there.

? Yes but that doesn't explain how the numbers of cases have almost doubled, yet the number of tests are way down? It just doesn't add up. But I get what you mean

Increased community cases are causing some to consider that MIQ unjustifiable.

Today there were 454 community cases and just 8 cases at the border. Opening the border is not going to threaten anyone's lives. COVID is here. Keeping the border closed for even a day longer is cruel and oppressive and unjustifiable.

4:16 PM · Feb 12, 2022

Expecting that the protest at Parliament will lead to increased spread of COVID in the community.

? 810 cases of COVID today. Some positive cases in the crowd at Parliament as well. So if you're there keep practising your self care.

? The only thing it's going to get is thousands + cases of Covid -19 & Omicrom spread to their home districts when they finally go home

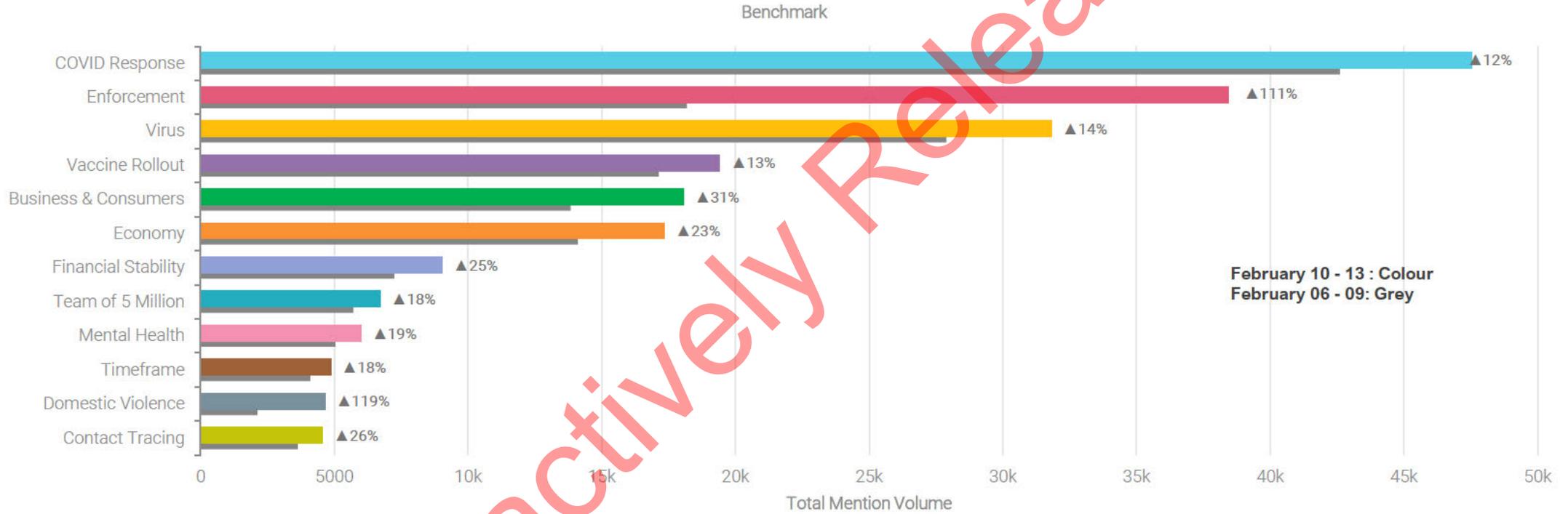
Some discussion about how people intend to live with COVID in the community long-term.

- 20 hr. ago
 Once the major omicron wave peaks and drops back down significantly.
 Back to relative normality after that, with personal lockdowns whenever cases get really high. The way I see it, life from there will involve treating COVID like the weather. I wouldn't spend much time outside in a storm, so Ill stay indoors until the storm dies down.
 30 Reply Share Report Save Follow

3 days ago
 Seems odd that they went on a plane and nowhere else. They don't test on them on the plane! I think they're just putting out the most high risk places now because they know the flood is coming. A generalised "we have five cases in Wellington city" would be helpful. That's all...

Category change: Benchmark

Categories current time period (February 10 - 13) benchmarked against previous time period (February 06 - 09)



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:
February 10 – 13: 143,218 (+24%)
February 6 – 9: 115,047 (-8%)

Total sentiment breakdown:
February 10 - 13: Neg 49%, Neu 36%, Pos 15%
February 6 - 9: Neg 46%, Neu 38%, Pos 16%

Net sentiment of each category

Comparing current period (Feb 10 - 13) with shift from previous day (Feb 06 - 09)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	39	3	49	-2	12	-1
Enforcement	53	7	36	-6	11	-1
Virus	46	0	42	0	12	0
COVID Response	51	3	37	-1	12	-2
Economy	41	1	47	-1	12	0
Mental Health	49	0	42	2	9	-2
Financial Stability	45	-1	44	1	11	0
Team of 5 Million	37	3	36	-1	27	-2
Contact Tracing	34	0	57	3	9	-3
Timeframe	31	-3	54	2	15	1
Domestic Violence	67	11	27	-10	6	-1
Vaccine Rollout	52	2	35	-1	13	-1

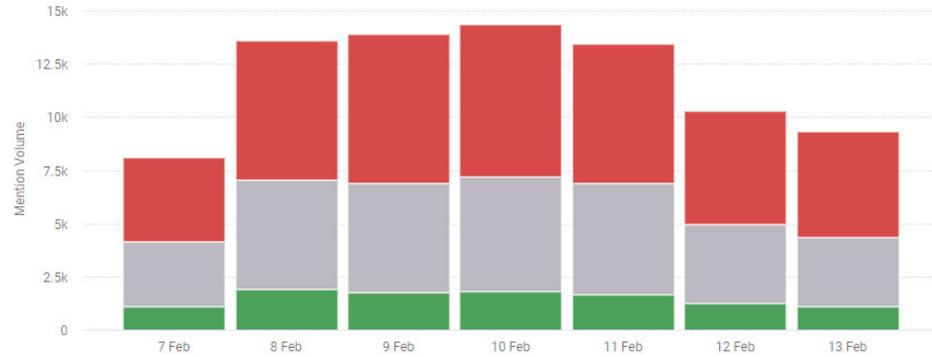
Most categories increased in negative sentiment.

The largest shifts being the Domestic Violence category rising 11% and the Enforcement category rising 7% in negative sentiment.

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

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

Covid Response



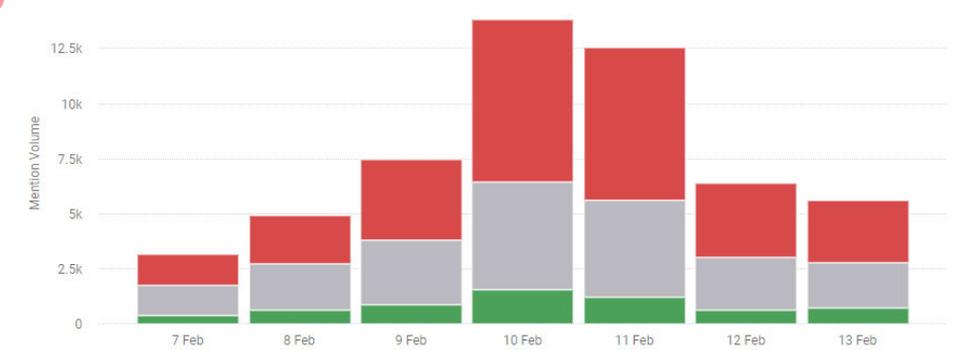
Virus



Vaccine Rollout



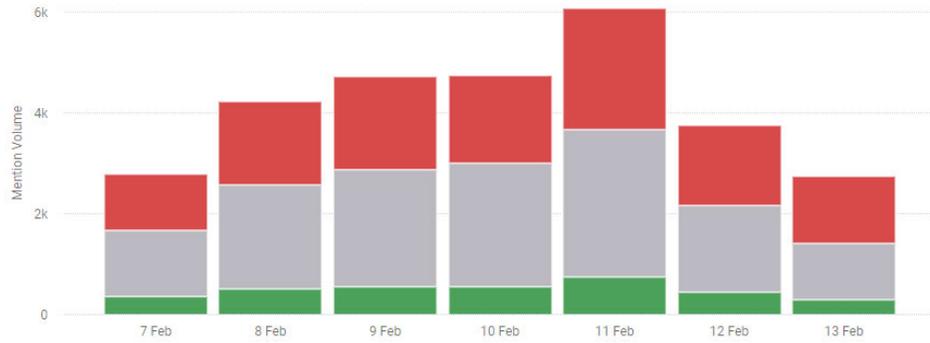
Enforcement



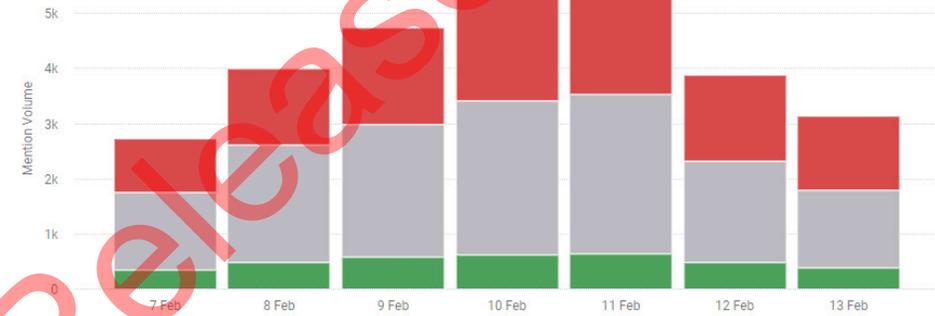
Proactively Released

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

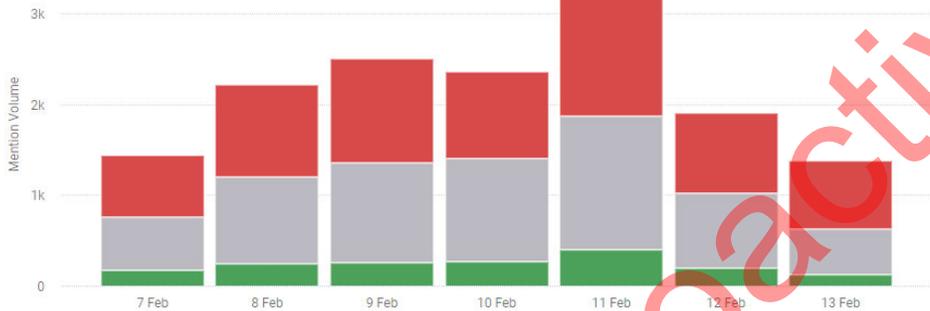
Economy



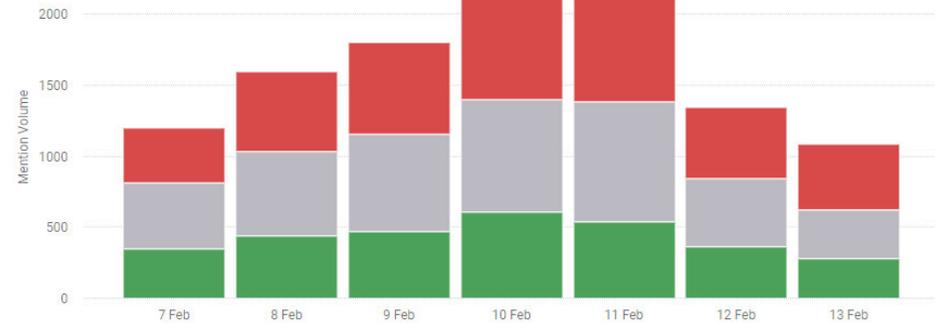
Business & Consumers



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



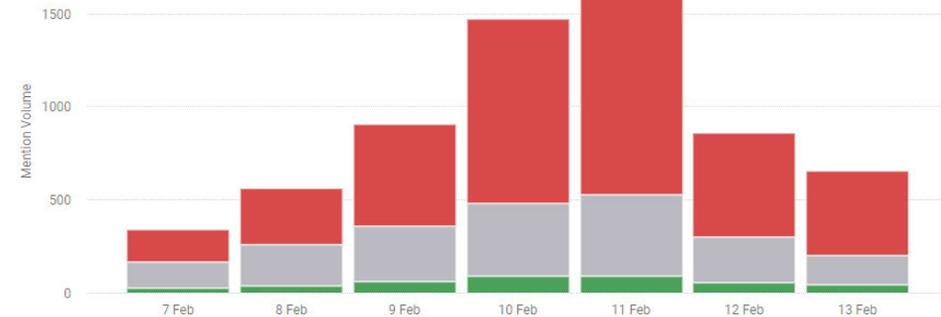
Timeframe



Contact Tracing



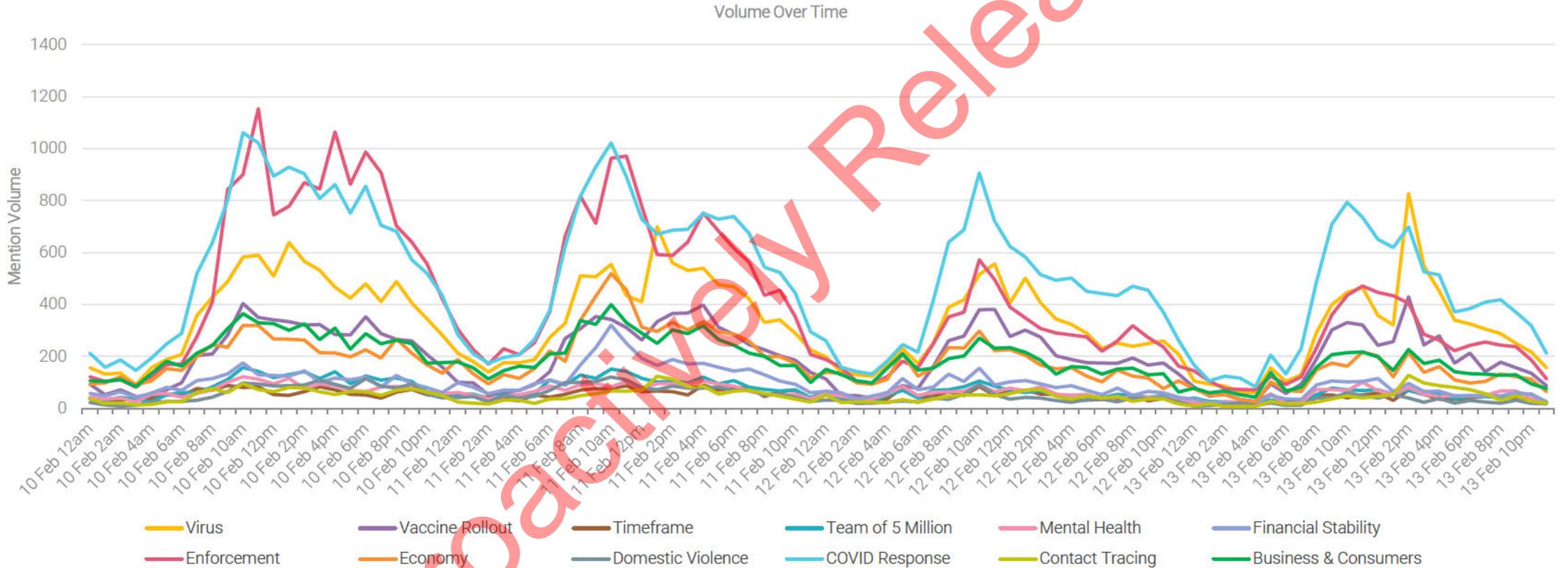
Domestic Violence



Proactively Released

Categories over time (rolling 4 days)

SOCIAL CONVERSATION CATEGORIES 10 FEB - 13 FEB



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

Category Definitions

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

Virus

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

COVID Response

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

Vaccine Rollout

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

Timeframe

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

Business & consumers

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

Enforcement

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

Economy

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

Team of five million / Unite against virus

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

Contact tracing

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

Mental health

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

Financial stability

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

Domestic violence

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

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

Total volume and sentiment of dataset overtime:



Proactively Released

Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Three day period ending
February 16, 2022
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts examined how New Zealanders were discussing booster shots over the past three days. Some New Zealanders are taking to social media to share that they will be getting or have already received their booster shot. There are some seeking information regarding boosters and the validity/expiry date of My Vaccine Pass. Some people are expressing concern about under 18-year-olds not yet being eligible to get the vaccine booster.

Measuring categories of conversation:

The total volume of conversation increased by 16%. The largest category increase was in the Contact Tracing category by 62% and Vaccine Rollout by 32%.

All categories increased in neutral sentiment. The largest shift was in the Economy category with a 9% increase in neutral sentiment and a 5% drop in negative sentiment.

The total dataset increased 4% in neutral sentiment, decreasing 1% in negative and 3% in positive sentiment.

What's in this report:

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

Proactively Released

Some New Zealanders are sharing that they are getting or have received the booster. Some are seeking information about the validity or expiry date of the vaccine pass in relation to boosters.

Analysts examined how New Zealanders were discussing booster shots over the past three days (February 14 – 16th).

Some New Zealanders are taking to social media to share that they will be getting or have already received their booster shot.

Some feel that New Zealand is in a good position to face Omicron with high booster rates.

There are some seeking information regarding what is happening with boosters and the validity/expiry date of My Vaccine Pass.

Some people are expressing concern about under 18-year-olds not yet being eligible to get the vaccine booster.

Some who are fully vaccinated are claiming they will not be getting the booster shot. Reasons include reaction/side effects to the first two COVID-19 vaccines or the changing timeframe.

Sharing on social media that they have got, or are getting, their booster shot.

Today, I am a government statistic - I have had a booster shot! Yay!

5:22 PM · Feb 14, 2022

I had a walk in booster in Hornby Mall (Saturday morning), and my partner in Barrington (Tuesday afternoon). No hassle, short waits for both.

1:57 PM · Feb 15, 2022

At the Karori Vaccination Center waiting for a booster 🤔

10:49 AM · Feb 15, 2022

2 days ago

I was part of those 47k boosters yesterday! Vaccination centre seemed busy, just a medical centre but while I was waiting afterwards heard at least three others come in including some kids. Good stuff!

Feeling that New Zealand is prepared for Omicron with booster rates high comparative to other countries.

EXCITED:
Watching NZ prepare for Omicron is heartening. High vaccinations, booster numbers high, consistently use of PPE... measured use of lockdowns... very high, consensus. Confident we will get through this pandemic safely. #Teamof5million #ChurArdern #ThanksJacinda #covid19NZ

3:20 PM · Feb 14, 2022

10 hr. ago

Yeah buddy!

Also Australia only had 3% booster rate when they were at the stage of their omicron outbreak that we are at now - fingers crossed it makes all the difference to death rates and serious illness.

Total volume of conversation and sentiment about boosters, February 10 - 16



Sentiment of conversation February 14 - 16

Negative 44%, Neutral 46%, Positive 10%

A few decided to get or encourage others to get their booster on Valentine's Day.

Today, for Valentine's Day, my partner and I have decided to go on a Booster Date 📍📍📍

We thought that the most romantic, kind, thoughtful thing we could do together is to visit a vaccination centre, instead of just going out for dinner

#GetBoosted #nzpol #BeKind

Nothing says 'I love you' (everyone) like getting the COVID-19 vaccination shot 3 ('booster') if you're eligible, and haven't already... #VaccinateForValentines

4:20 PM · Feb 14, 2022 from Auckland, New Zealand

Seeking information regarding the expiry date/validity of My Vaccine Pass now that boosters are available.

For anyone who has had a #Booster. How long is your vacc passport valid for now? Thanks 😊

Got booster last week, got my second shot back in October. Vaccine pass was originally due to expire on 19th May, after the booster it now expires on 1st of June. Don't think this is a sustainable system

6:01 PM · Feb 14, 2022

I have noticed the vaccine pass is only valid for 6 months. What's after that? Booster pass??? Do we have to take booster to get the next pass? So, what's the plan??? From now on I will only listen to my family doctor other clowns no thanks.

After having my booster shot I updated my vaccine pass. I notice that the expiry date has not changed. Is this an administrative error? Or a very quiet signal of when the mandates will end? If the latter, there will be people on both sides quite interested, I imagine...

This commenter is seeking information about vaccination center availability and opening times in their area.

Hey @covid19nz @nzlabour for "there's a push on for booster shots" it's been very difficult to get one in Christchurch - conflicting information from vaccination centres and online information on opening times and who is taking walk-ins. Sort it pretty please.

· Feb 15, 2022

Concern about under 18-year-olds not being able to get boosted yet.

My daughter was told she could not get the booster because she is still a couple months off 18. Stupid! Cases occur in schools you think they would encourage it for those who at least attend high school. She can't afford to have more time off school or us if she became infected or close contact

I am hoping that the Ministry of Health will allow boosters for the under 18's soon.

1:06 PM · Feb 15, 2022

What about the kids who are not eligible for boosters so do not have the protection against Omicron? Why not put in distance learning for non essential practical classes and assessments?

Wanting to know the rates of those in New Zealand who have caught Omicron who have had their booster shot.

Are there stats on how many people are getting omicron who are boosted? Not being at all critical, just curious on what our risk is like once we've had our third jab.

7:55 PM · Feb 16, 2022

Feeling nervous to leave the house despite having had the booster.

Yes! This is why I'm WFH and mostly staying at home. Sometimes I feel like I'm being a bit extreme but I don't want to risk the baby even with the booster.

Some are fully vaccinated but claiming they will not get the booster. Reasons include the changing timeframe or reaction to the first two COVID-19 vaccines.

I'm not getting the booster either. Not after my reactions to the vaccine

I'm not against the vaccine as I have had both vaccines... but I am not going to have the booster when they keep changing the time frame of when to get the booster. They also don't know the long term side effects.

It's the 6 day migraine after the 2nd jab that has put me off the booster at the moment I can't afford time off as I need it for what's to come

Discussing reactions to the booster. Some felt fine while others had some side effects.

My booster was much easier on my body than the second shot.

Pre-print studies indicate this booster elevates my protective effectiveness against symptomatic COVID. I.e: still able to catch it, but less likely to suffer

Get boosted yo, it's a no-brainer
bookmyvaccine.covid19.health.nz

2 days ago

I had a bad reaction to my first (I have fibromyalgia and it set off the worst flare I ever had. Severe all over body pain for 6 weeks). The pain did bad, bad things to my mental health that I'm still recovering from. I still got the second. And the booster.

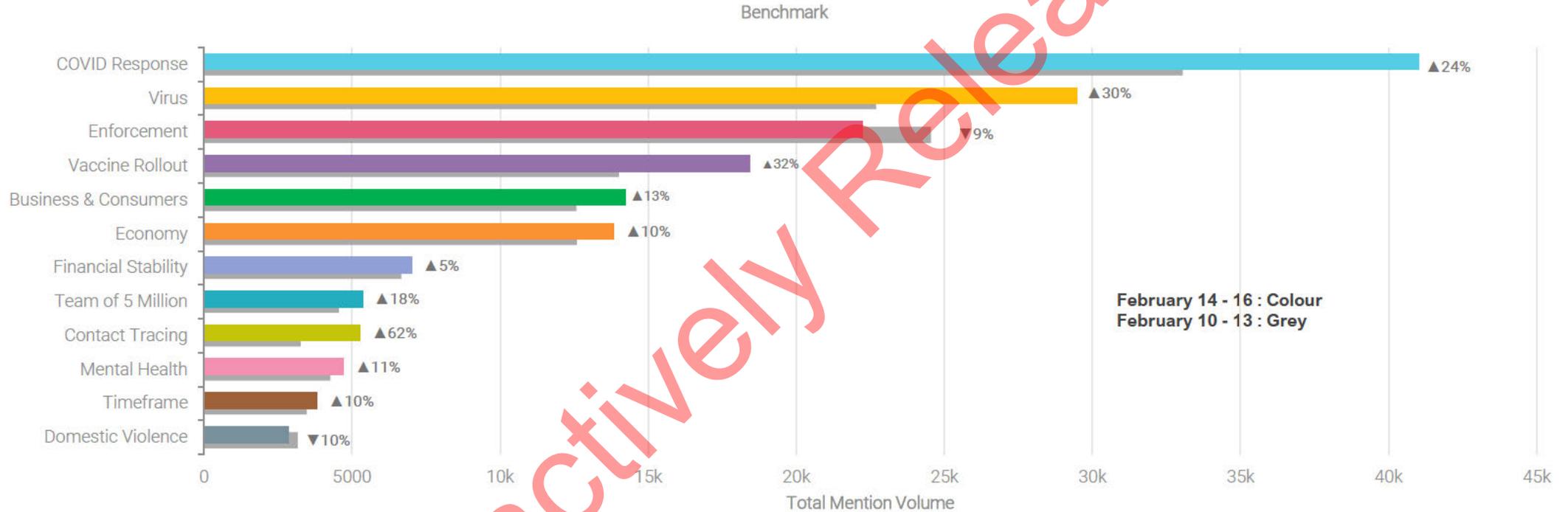
I did all of this because I have a fucking brain, because Covid could be a lot worse for me, because I will fight tooth and nail to protect my child, and because I'm part of a society.

19 hr. ago

It's true for many people, but not guaranteed. I had a few hours of fatigue and occasional stabbing pain in a lymph node the day after the 2nd jab. But I had zero side effects from the booster, not even the sore arm.

Category change: Benchmark

Categories current time period (February 14 - 16) benchmarked against previous time period (February 10 - 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:

February 14 – 16: 114,604 (+16%)

February 10 – 13: 98,518 (-16%)

Total sentiment breakdown:

February 14 – 16: Neg 48, Neu 40, Pos 12

February 10 – 13: Neg 49, Neu 36, Pos 15

Net sentiment of each category

Comparing current period (Feb 14 - 16) with shift from previous day (Feb 10 - 13)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	36	-3	55	6	9	-3
Enforcement	51	-2	40	4	9	-2
Virus	47	1	45	3	8	-4
COVID Response	50	-1	40	3	10	-2
Economy	36	-5	56	9	8	-4
Mental Health	49	0	44	2	7	-2
Financial Stability	42	-3	50	6	8	-3
Team of 5 Million	33	-4	43	7	24	-3
Contact Tracing	34	0	58	1	8	-1
Timeframe	31	0	57	3	12	-3
Domestic Violence	67	0	28	1	5	-1
Vaccine Rollout	53	1	37	2	10	-3

All categories increased in neutral sentiment, dropping slightly or remaining stable in positive or negative sentiment.

The largest shift was in the Economy category which grew 9% in neutral sentiment and dropped 5% in negative sentiment.

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

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

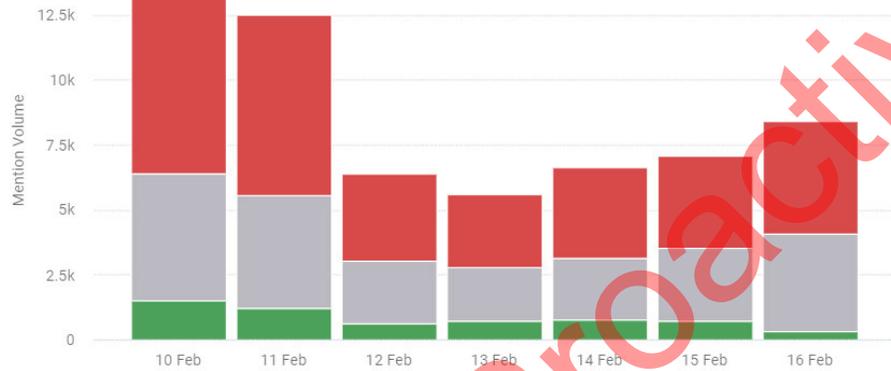
Covid Response



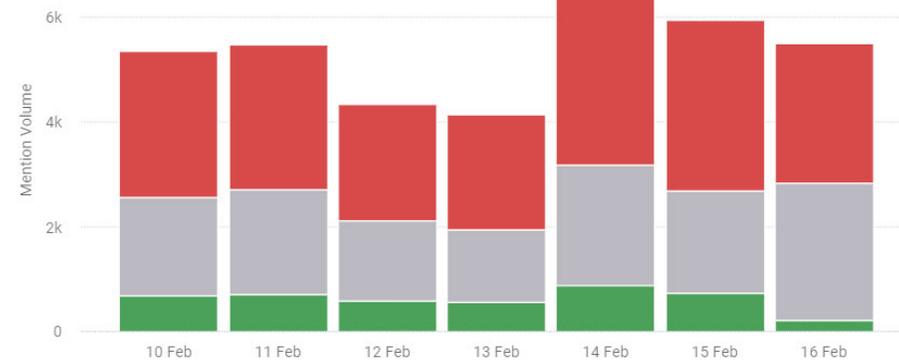
Virus



Enforcement

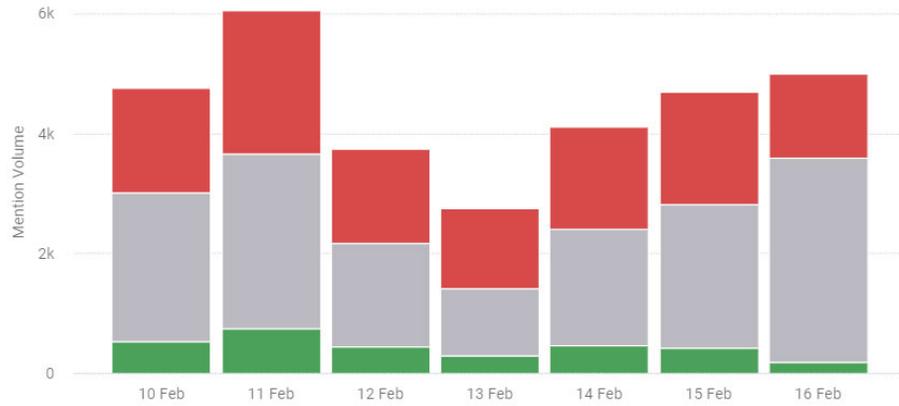


Vaccine Rollout



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

Economy



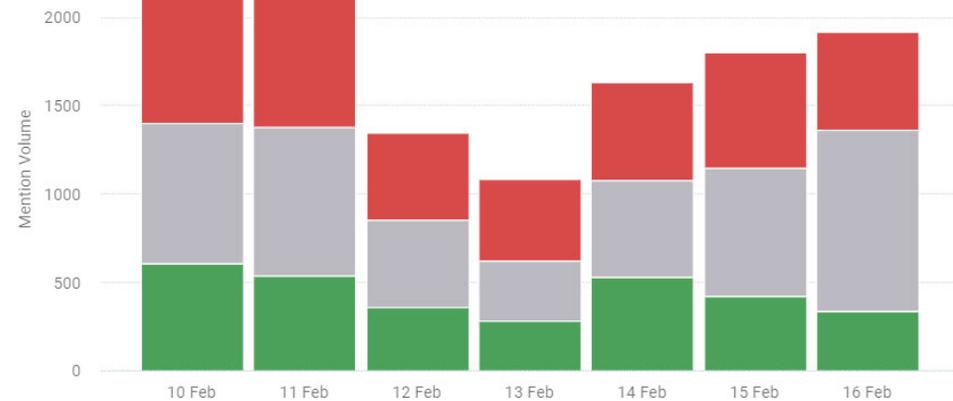
Business & Consumers



Financial Stability



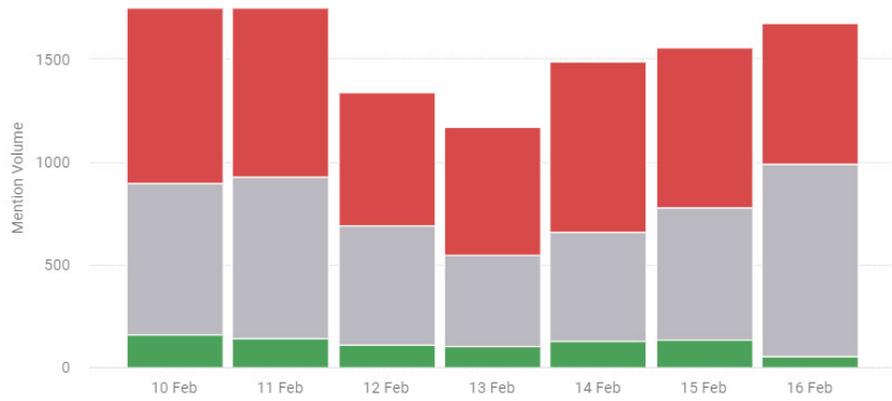
Team of 5 Million



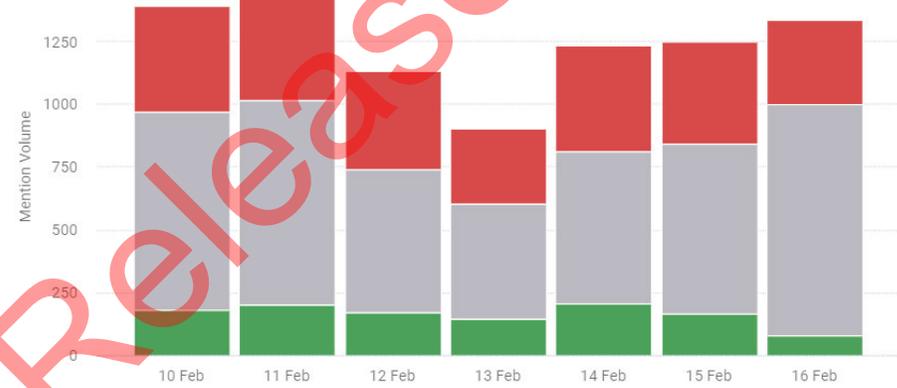
Proactively Released

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.

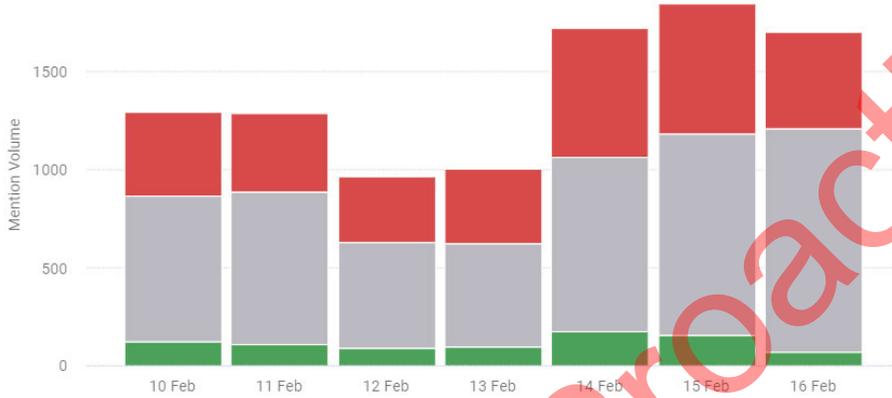
Mental Health



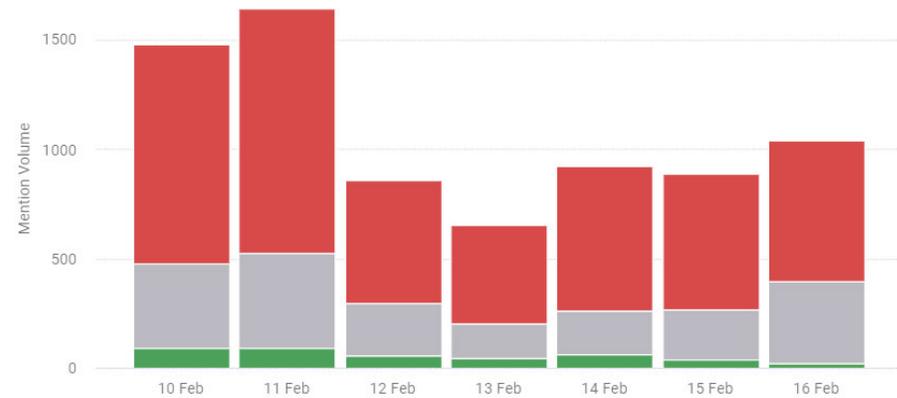
Timeframe



Contact Tracing



Domestic Violence

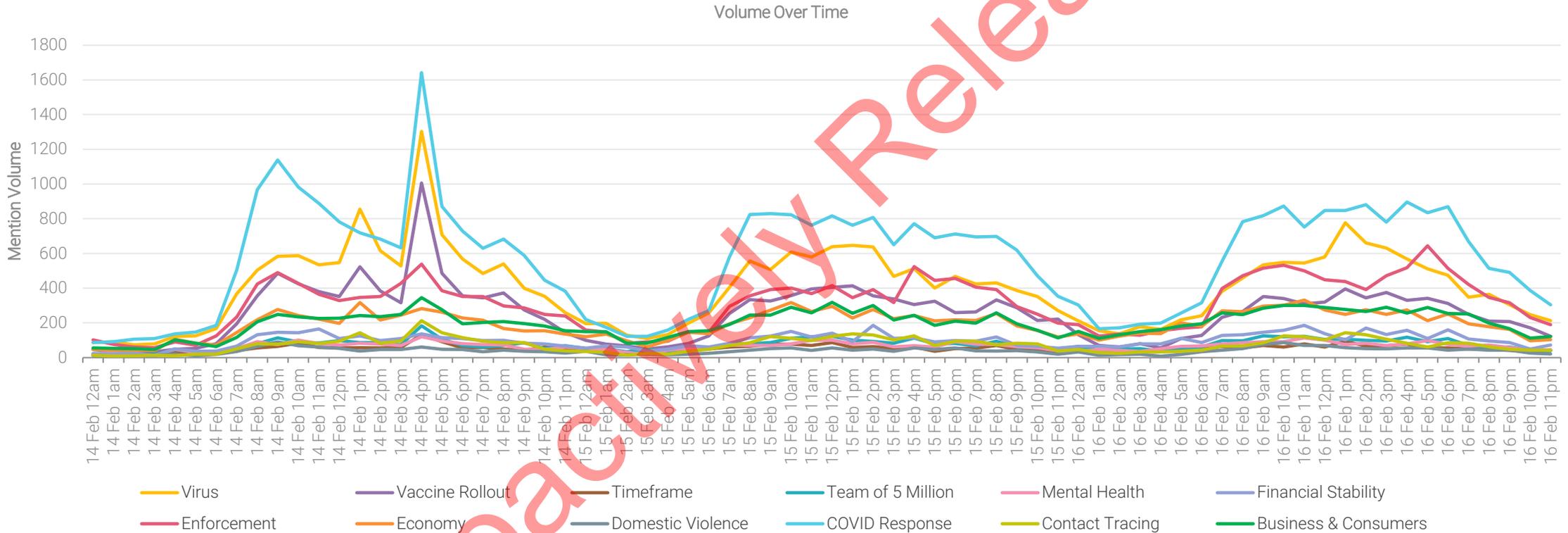


Proactively Released

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.

Categories over time (rolling 3 days)

SOCIAL CONVERSATION CATEGORIES 14 - 16 FEB



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

Category Definitions

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

Virus

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

COVID Response

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

Vaccine Rollout

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

Timeframe

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

Business & consumers

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

Enforcement

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

Economy

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

Team of five million / Unite against virus

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

Contact tracing

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

Mental health

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

Financial stability

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

Domestic violence

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

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

Total volume and sentiment of dataset overtime:

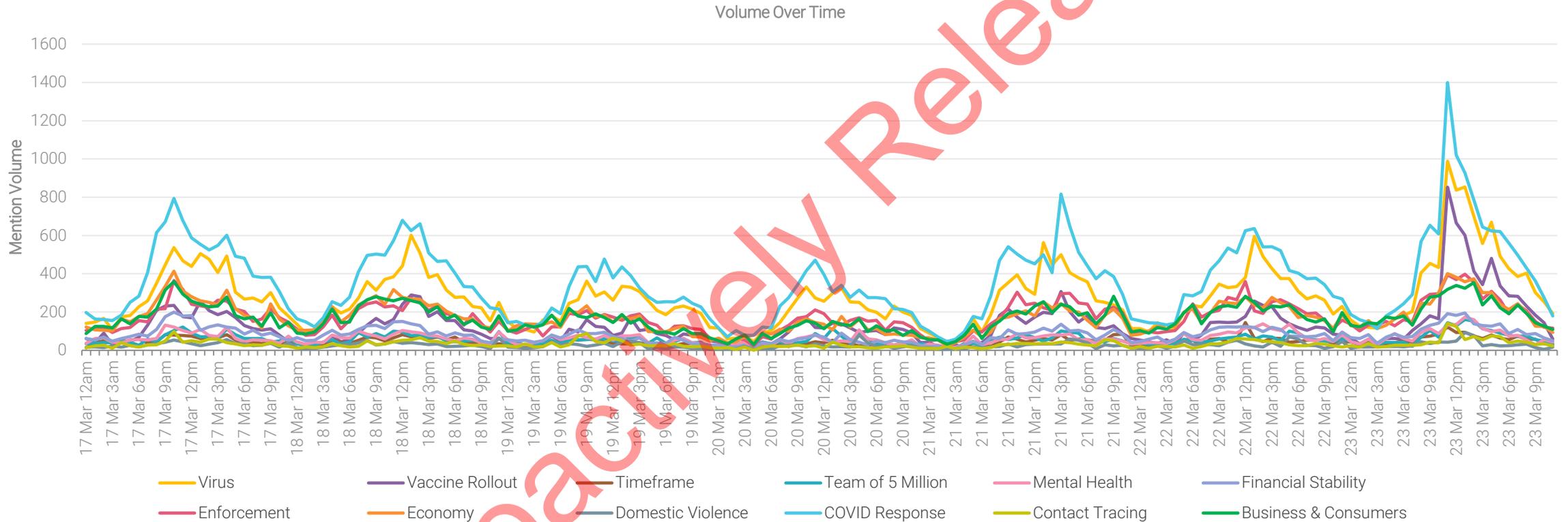


Thank you

Proactively Released

Categories over time (rolling 7 days)

SOCIAL CONVERSATION CATEGORIES MARCH 17 - 23



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

Category Definitions

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

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

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Business & consumers

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Enforcement

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

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Team of five million / Unite against virus

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Contact tracing

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

Mental health

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

Financial stability

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

Domestic violence

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

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

Total volume and sentiment of dataset overtime:



Thank you

Proactively Released