



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 December 1 - 7, 2020 New Zealand

Proactively Released

Weekly Update

Summary: December 1 - 7, 2020

FAQs:

The public have questions about travel and the MIQ process. People are asking for specific information about active cases, masks and face coverings.

Engagement with news stories:

New Zealanders engaged with stories about the Hungarian politician flouting COVID-19 rules, stories about the growing death toll in the US and the upcoming roll-out of COVID-19 vaccinations in the UK and Russia.

Conversation analysis:

Some New Zealanders are voicing concern that the development of the vaccine was rushed and any vaccine for COVID-19 might be unsafe. Others are calling out anti-vaxxer sentiment.

What's in this report:

- 1. FAQs**
Identifying frequently asked questions and conversation from users on Ministry of Health's owned pages.
- 2. Engagement with News Stories**
Understanding what matters to New Zealanders by exploring engagement with news stories about COVID-19.
- 3. Measuring Categories of Conversation**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion.
- 4. Social Listening**
Exploring conversation about the COVID-19 vaccinations.

FAQs

December 1 - 7, 2020

MIQ (25%)

- How do I book in for quarantine/what is the process?
- Am I able to apply/pay/request a room with specific attributes e.g. opening windows or suitable for children?
- Are the public catching COVID in isolation facilities?

CASES (22%)

- How many of the cases are critical?
- Are the 3 community cases NZDF?
- How many days has it been since we have had a community case/transmission?
- How many imported cases are from Australia?

IMMIGRATION/BORDER CONTROL (20%)

- Are borders open to tourists now?
- Why are we allowing cricket teams in when New Zealanders can't get quarantine rooms?
- Who is paying for non-citizens care when/if they end up in hospital?
- When will we have a Trans-Tasman bubble?
- When is the government going to announce a roadmap to international travel?

MASKS (11%)

- Are masks still mandatory on public transport?
- Can we have a card/badge/lanyard that we carry that signals to others that we cannot wear a mask?

OTHER

- TESTING: What is the wait time for results/are tests free?
- COVID TRACER APP: Is it still mandatory for businesses to display at QR code?

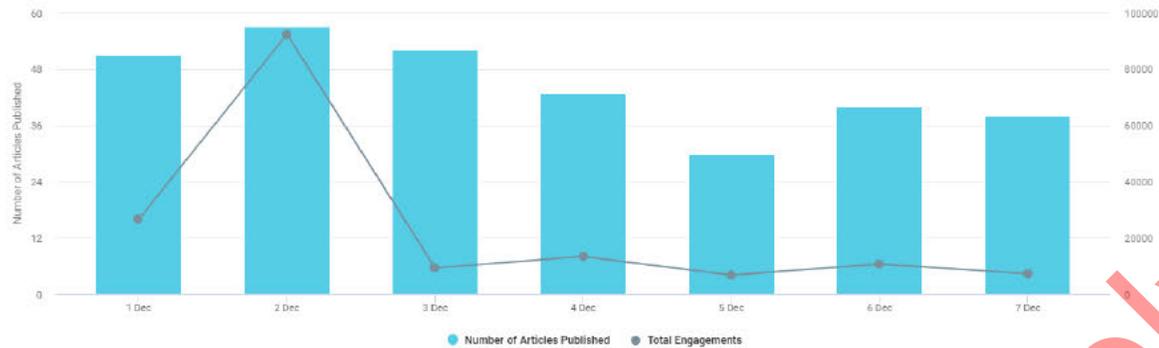
| Date range | Total number of questions |
|------------------|---------------------------|
| December 1 - 7 | 65 |
| November 24 – 30 | 80 |
| November 17 - 23 | 97 |

SUMMARY: The public have questions about travel and the MIQ process. People are asking for specific information about active cases, masks and face coverings.

What are people reading, engaging with and sharing on social media?

Analysis is based on the top 100 stories that received highest engagement (likes, comments, shares & reactions on Facebook, Twitter, Pinterest & Reddit in NZ). Content is categorised into themes. This measurement reflects New Zealanders' awareness and interest in a topic.

CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE)



TOP CATEGORIES OF INTEREST

INTERNATIONAL

Anti-gay Hungarian politician József Szájer resigns after being caught attending 25-man orgy in breach of COVID-19 rules

By Crystal Wu - Dec 2, 2020
newshub.co.nz

Facebook: 7.2K, Twitter: 82, Pinterest: 0, Reddit: 69.3K

CASES

Pakistan Cricket team hit with three more Covid-19 cases

By League Cricket - Dec 1, 2020
tvnz.co.nz

Facebook: 37, Twitter: 8, Pinterest: 0, Reddit: 17.8K

VIRUS

Coronavirus: United Kingdom approves Pfizer-BioNTech vaccine for use

By Reuters - Dec 2, 2020
newshub.co.nz

Facebook: 4K, Twitter: 13, Pinterest: 0, Reddit: 0

SUMMARY:

Stories about the Hungarian politician flouting COVID-19 rules gained the public's attention this week.

There were numerous stories about the growing death toll in the US which gained engagement along with stories about the upcoming the roll out of COVID-19 vaccinations in the UK & Russia.

New Zealanders were also interested in stories about the Pakistan cricket team and New Zealand's COVID-19 vaccination timeline.

TOTAL ENGAGEMENT PER CATEGORY:

International: 95,070

Cases: 25,341

Virus: 16,934

Economy: 8,962

Way of life: 5,740

#NZPOL Decisions: 5,166

Environmental issues: 1286

Travel: 1,505

MIQ: 802

| Date range | Articles analysed | Total engagement | Average engagements |
|------------------|-------------------|------------------|---------------------|
| December 1 - 7 | 311 | 166,257 | 534 |
| November 24 - 30 | 442 | 152,629 | 345 |
| November 17 - 23 | 542 | 174,221 | 321 |

Conversation on UAC19 Facebook page November 24 - 30, 2020

CATEGORIES OVERTIME

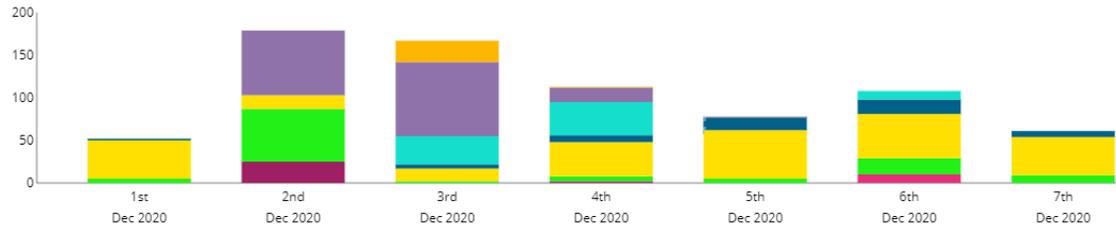
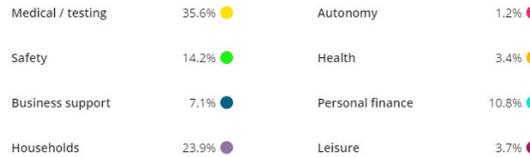


CHART: WEEK TOTALS



| Time | Total vol. on page | Average posts per day | Highest vol. |
|----------------------------|--------------------|-----------------------|--------------|
| Date range: 1 – 7 December | 814 | 116 | Dec 2 |

| Average vol. on page | Total vol. on page | Average posts on page per day | Highest vol. on page |
|--------------------------|--------------------|-------------------------------|----------------------|
| L4 (March 25 – April 28) | 31,658 | 904 | March 25 |
| L3 (April 29 – May 14) | 11,162 | 697 | May 11 |
| L2 (May 15 – June 10) | 9,427 | 349 | Jun 8 |

Safety

This conversation indicates a call for safety for the nation, and a need to maintain vigilance.

Dobbing, complying, concern, #stayhomeNZ, asking for guidelines on social distancing and operating safely.

Health

This conversation expresses a need for more support around general health and individuals' wellbeing. Mental health, mentions of abuse, violence, concern about suicide.

Households

This category expresses the needs of New Zealanders to maintain a happy and healthy household and home. Includes custody queries, heating and appliance queries, caring for people in your household.

Medical / testing (overlap with Safety)

This conversation is a subcategory of 'Safety' but expresses calls for specific guidance and information. Queries and seeking guidance about testing, symptoms and cures.

Leisure (overlap with Autonomy)

New Zealanders' are expressing their need for leisure activities. Seeking guidance on leisure activities including surfing, fishing, boating and more recently team sports.

Personal finance

This conversation consists of concerns about financial needs. Commentary and questions around individual's financial stability. Wage subsidy guidance.

Business support

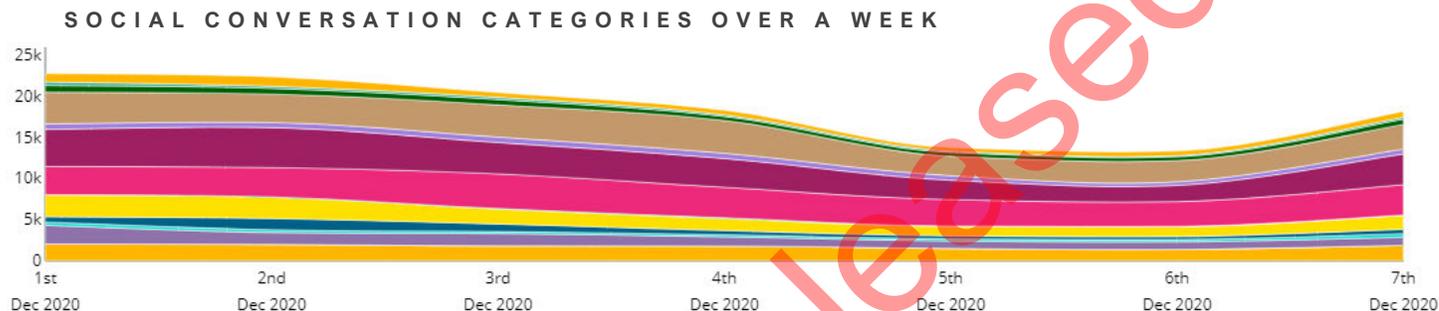
This category is a more general conversation about the economy and business-owners expressing a need for more governmental support. Talk about the economy, and support for businesses.

Autonomy

This conversation illustrates New Zealanders' need for freedom and autonomy. Restrictions on way of life. Travel and border restrictions. Questions and comments about what is permissible at different Alert Levels and what the timeframe for shifts might be.

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.



Financial stability

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

Timeframe

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

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.

Way of life

The impact COVID-19 has had on New Zealanders' everyday life, including remote working and schools, socialising, and changes that people have made to adapt to life in the pandemic.

Team of five million / Unite against virus

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

Domestic violence

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

Enforcement

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

Business & consumers

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

#NZPOL Decisions

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

Virus

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

Contact tracing

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

Economy

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

Environmental issues

How are we talking about environmental issues including pollution, sustainability/waste and water preservation during this time.

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

Category breakdown: Total weekly volume & percentage change in public, social conversation

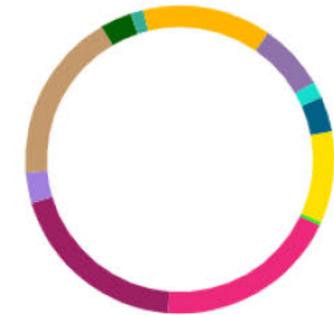
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:

Dec 1 – 7: 426,884
 Nov 24 – 30: 441,678
 Nov 17 – 23: 454,226

| Week ending | Financial Stability | | Timeframe | | Mental Health | | Way of Life | | Team of 5 M | | #NZPOL Decisions | | Virus | |
|-------------|---------------------|-------|-----------|-------|---------------|-------|-------------|-------|-------------|-------|------------------|-------|--------|-------|
| | Volume | % | Volume | % | Volume | % | Volume | % | Volume | % | Volume | % | Volume | % |
| Dec 7 | 4,077 | 3.84% | 1,367 | 1.31% | 3,377 | 3.29% | 17,759 | 17.9% | 3,404 | 3.23% | 21,843 | 19.2% | 20,234 | 19.2% |
| Nov 30 | 5,700 | 4.72% | 1,254 | 1.01% | 4,490 | 3.87% | 19,507 | 15.7% | 4,572 | 3.48% | 26,263 | 19.8% | 24,365 | 19.1% |
| Nov 23 | 4,923 | 4.19% | 1,494 | 1.36% | 4,421 | 3.88% | 19,008 | 16.4% | 3,926 | 3.35% | 25,225 | 19.2% | 25,414 | 20.7% |

Total conversation: Week ending Monday, Dec 1
Largest segment: Virus & #NZPOL Decisions at 19.2%



| Week ending | Contact Tracing | | Economy | | Environmental Issues | | Domestic violence | | Enforcement | | Business & consumers | |
|-------------|-----------------|-------|---------|-------|----------------------|-------|-------------------|-------|-------------|-------|----------------------|-------|
| | Volume | % | Volume | % | Volume | % | Volume | % | Volume | % | Volume | % |
| Dec 7 | 370 | 0.3% | 10,708 | 9.66% | 4,299 | 3.66% | 1,792 | 1.7% | 7,775 | 7% | 9,914 | 9.62% |
| Nov 30 | 523 | 0.47% | 13,842 | 11.1% | 3,117 | 2.59% | 2,255 | 1.76% | 8,345 | 6.54% | 12,061 | 9.76% |
| Nov 23 | 688 | 0.56% | 11,603 | 10% | 2,444 | 2.08% | 2,278 | 1.84% | 7,082 | 5.81% | 12,499 | 10% |

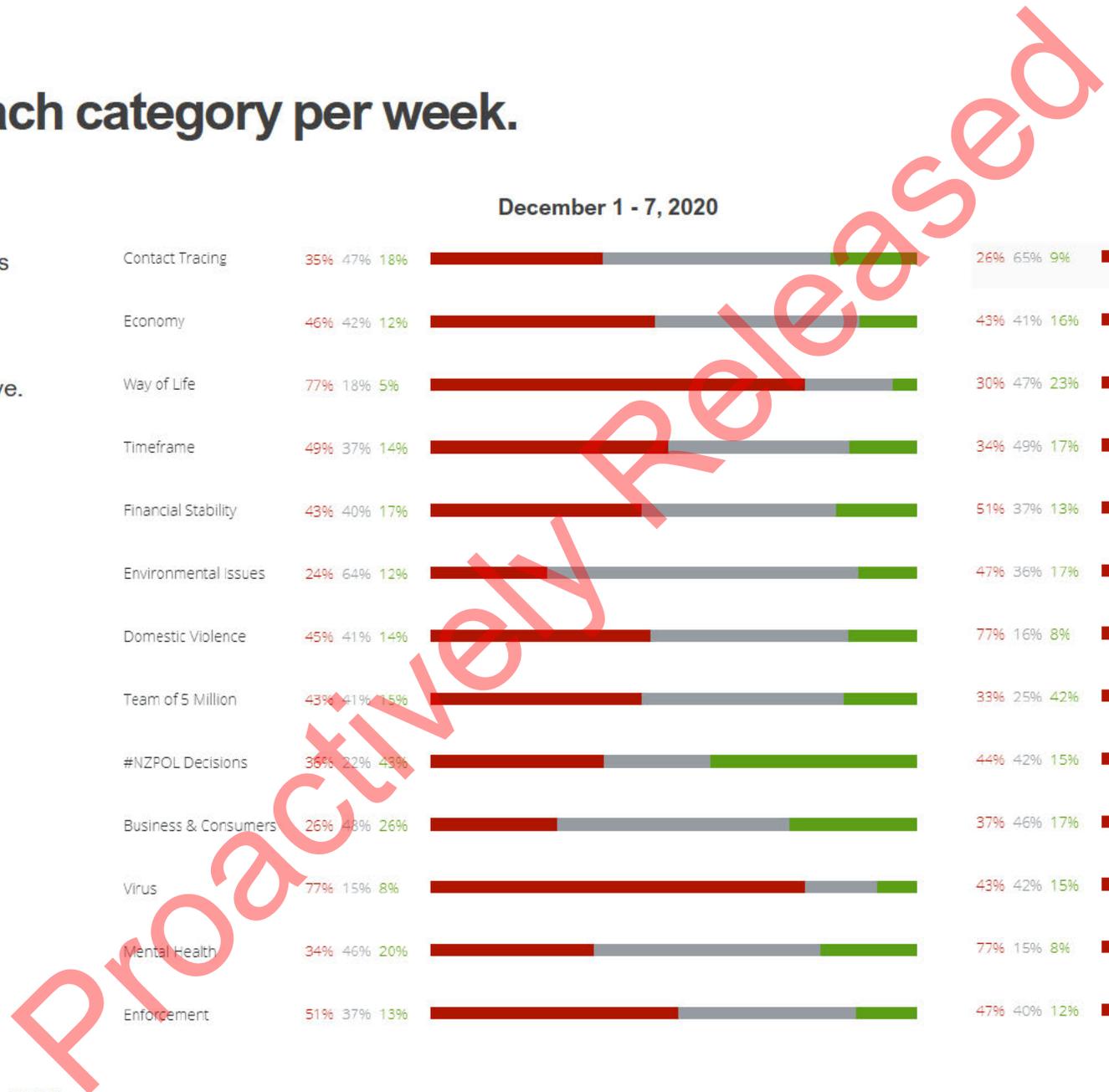
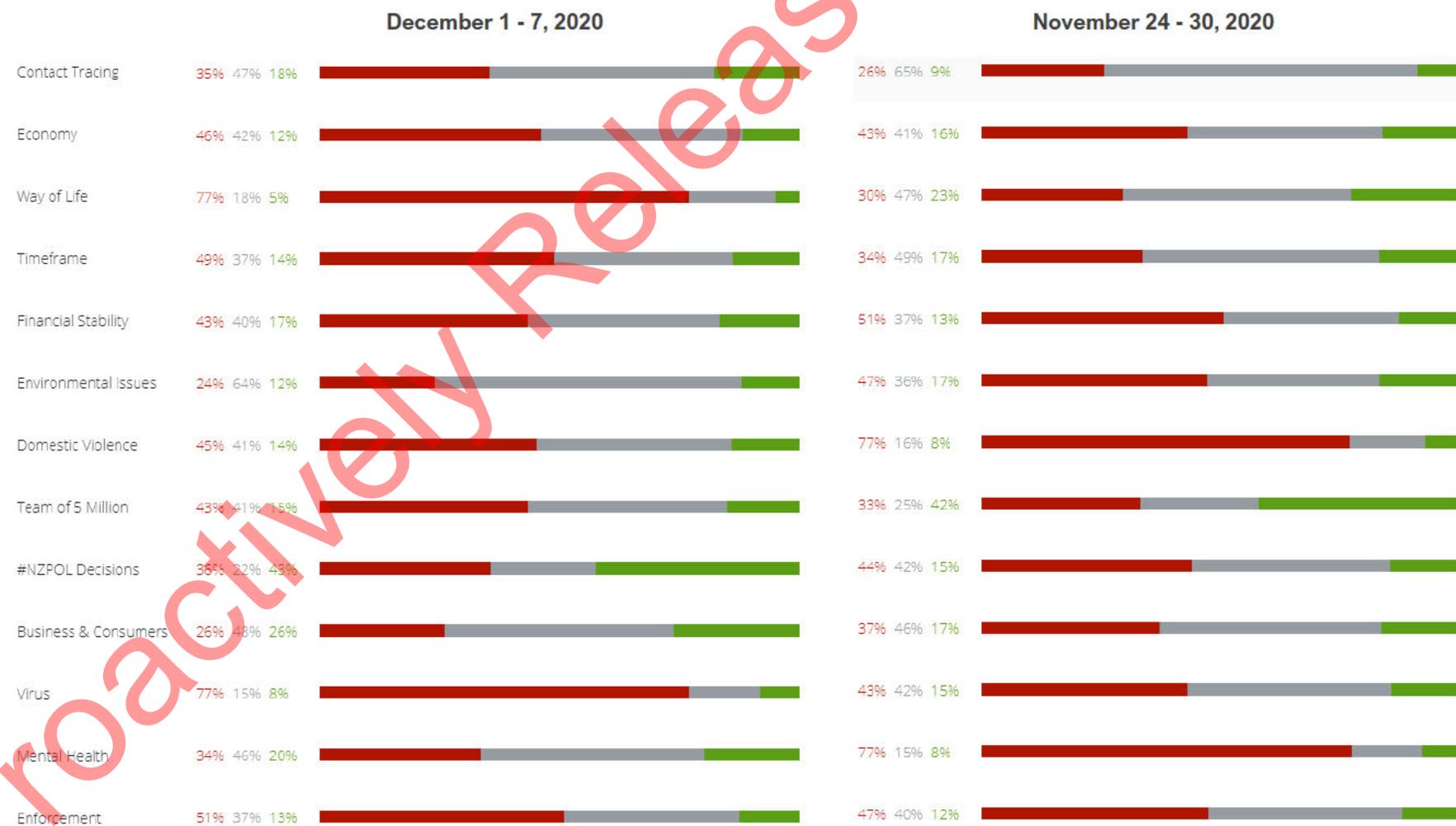
Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Net sentiment of each category per week.

Negative sentiment has increased across Contact tracing, Economy, Way of Life, Timeframe, TO5M, Virus, Enforcement.

All other categories became less negative.

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



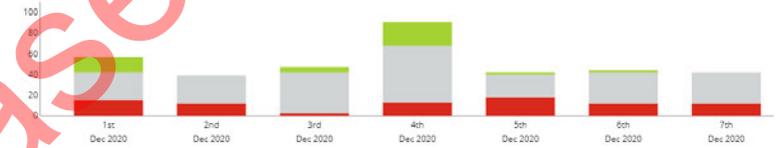
#NZPOL DECISIONS



BUSINESS & CONSUMERS



CONTACT TRACING



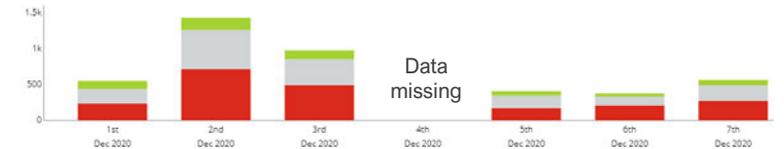
ECONOMY



ENFORCEMENT



ENVIRONMENTAL ISSUES



MENTAL HEALTH



FINANCIAL STABILITY



TIMEFRAME



TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

Please note variations in scale. Refer to pages 7 & 8 for category volumes.

Conversation analysis:

Analysts examined social conversation relating to the COVID-19 vaccination.

The volume of conversation about vaccinations has steadily increased over the year. Much of the conversation is in response to a build up in press coverage on the topic.

Further analysis is needed to understand if this is a vocal group of people (pro and against vaccination) or represents a growing interest or concern in the public.

Engagement on vaccine/vaccination news stories is flat and does not correlate to conversation or press coverage of the topic.

Major themes of conversation include fear that the COVID-19 vaccine has been rushed. Some comments reflect confusion and a lack of understanding or education about the vaccine. Other commenters are calling out anti-vaxxers and are keen to receive a COVID vaccination when available.

Press coverage on the topic of vaccination has ramped up, however public engagement on articles remains flat.

Press coverage and engagement

In 2020 the average engagement on articles about vaccination by New Zealanders is high (1,510).

In recent weeks press coverage has stepped up, however engagement remains relatively flat.



CHART: ARTICLES PUBLISHED ON VACCINE/VACCINATION (BAR) AND ENGAGEMENT (LINE). Jan 1 – Dec 9 2020, time increments in weeks.

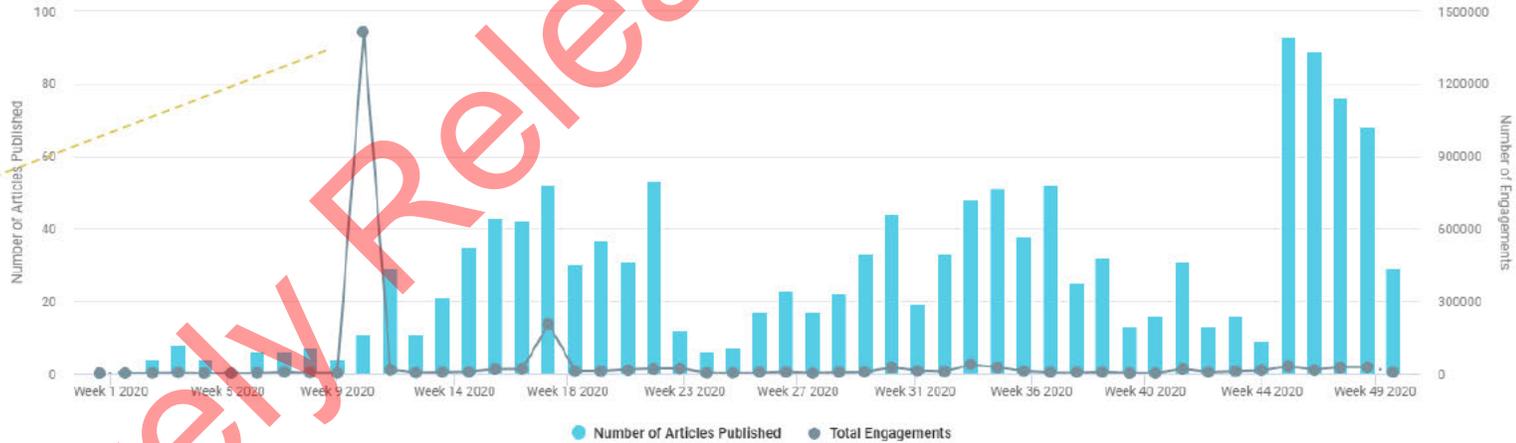
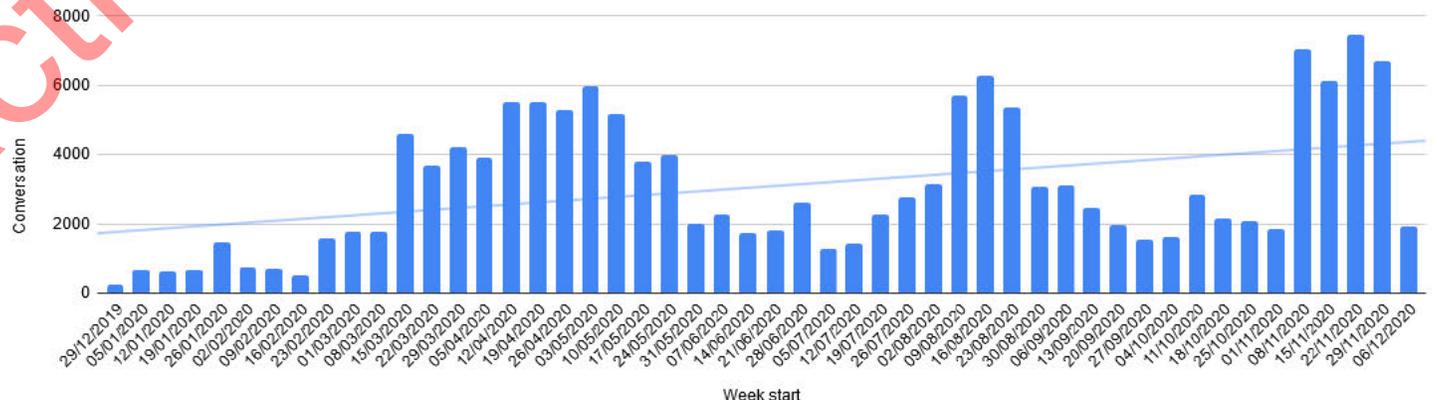


CHART: CONVERSATION MENTIONING VACCINE/VACCINATION ON PUBLIC SOCIAL CHANNELS IN NZ (BAR) & VOLUME TREND (LINE). Jan 1 – Dec 9 2020, time increments in weeks.



Some New Zealanders are voicing concern that the development of the vaccine was rushed and any vaccine for COVID might be unsafe. Others are calling out anti-vaxx sentiment.

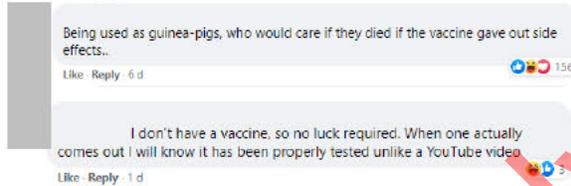
The volume of conversation (1 – 7 Dec) about vaccination has decreased by 13% from the previous week.

Sentiment has remained stable with a slight increase in positive and decrease in negative sentiment.

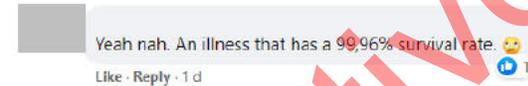
Vaccine skeptics are still very present in the conversation with many voicing fears that the vaccination is dangerous due to insufficient testing. Some are pointing out that as New Zealand has controlled COVID there is no need to risk taking the vaccination.

Those who are receptive to the idea of the vaccination are calling out anti-vaxx sentiment and often publicly voicing their intention to “get in line” for a vaccination.

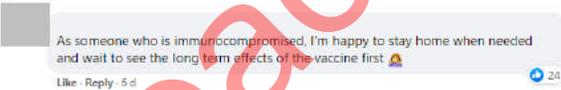
Some New Zealanders are nervous and keen to observe the rollout of the COVID vaccinations in other countries before they would agree to it themselves.



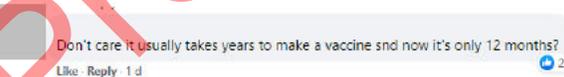
Belief that the vaccine is more dangerous than having COVID.



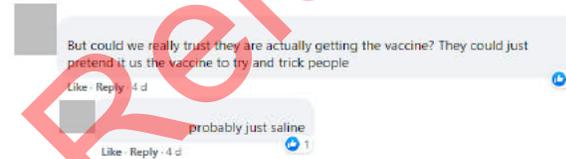
Concerned that the vaccination may harm the immunocompromised.



Developed too quickly.



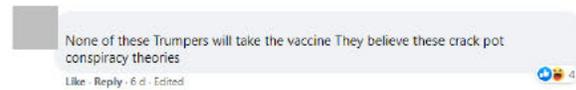
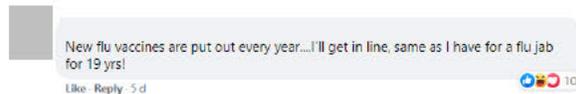
Some are suspicious of leaders' announcing that they will take the vaccine publicly.



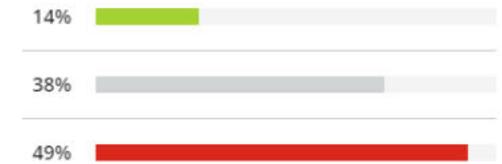
Not against vaccinations but distrust a COVID vaccine.



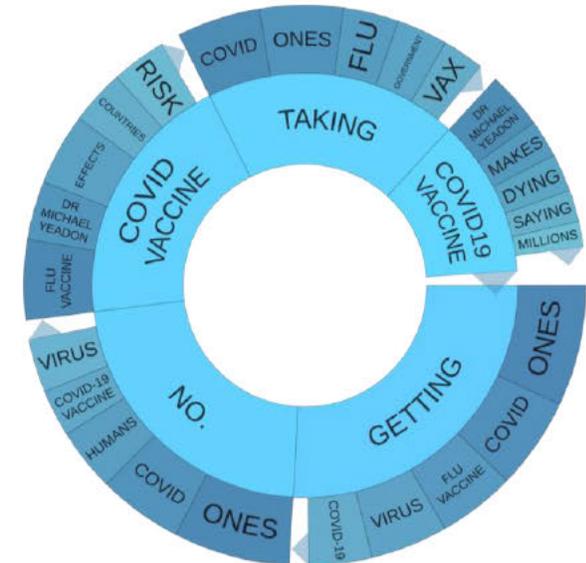
Supporters of vaccination are entering into conversation with vaccine skeptics or anti-vaxxers.



Sentiment of conversation: 1 – 7 December 2020.



Topics 1 – 7 December



Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

December 8 - 14, 2020
New Zealand

Proactively Released

Weekly Update

Summary: December 8 - 14, 2020

FAQs:

New Zealanders have questions about the NZ COVID Tracer app's functionality and Bluetooth tracing. People are asking for information about active cases, the transtasman travel bubble and the managed isolation process.

Engagement with news stories:

New Zealanders were highly engaged with an article about a Santa Claus infecting dozens at a Belgium aged-care home. People were also interested in articles about how other countries are coping with COVID-19, Cook Islands and transtasman travel bubbles and the vaccine.

Conversation analysis:

The volume of conversation between December 8 – 14 about the COVID-19 vaccine remains relatively stable. Major themes of conversation include discussion about potential long-term adverse effects of the vaccine and the speed at which it has been approved and used outside of clinical trials.

What's in this report:

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Identifying frequently asked questions and conversation from users on Ministry of Health's owned pages.
- 2. Engagement with News Stories**
Understanding what matters to New Zealanders by exploring engagement with news stories about COVID-19.
- 3. Measuring Categories of Conversation**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion.
- 4. Social Listening**
Exploring conversation about the COVID-19 vaccinations.

FAQs

December 8 - 14, 2020

COVID TRACER APP (52%)

- Does the app update automatically if you have Bluetooth turned on?
- The app gave me a notification that says “checking notification keys”. What does this mean?
- I’ve turned on the Bluetooth and went out – is there a way to see how many contacts/people it has identified?
- Does everyone have to turn the Bluetooth feature on?

CASES (12%)

- What was the date of the last community case?
- I saw there won’t be 1pm announcements on certain days. Do we still get to know how many cases there are each day even if no announcements?
- Did passengers on the same flight as the new case need testing?

TRAVEL (8%)

- Surely a Tasman bubble is on the cards soon?
- When will the NZ govt open a transtasman bubble with Australia and have no quarantine?
- How safe is it for people departing NZ if others who are arriving are testing positive are walking through the same areas of the airport?

MIQ (8%)

- When is the government planning to end managed isolation?
- I’m wanting to come back to NZ in December – how do I get an isolation space?

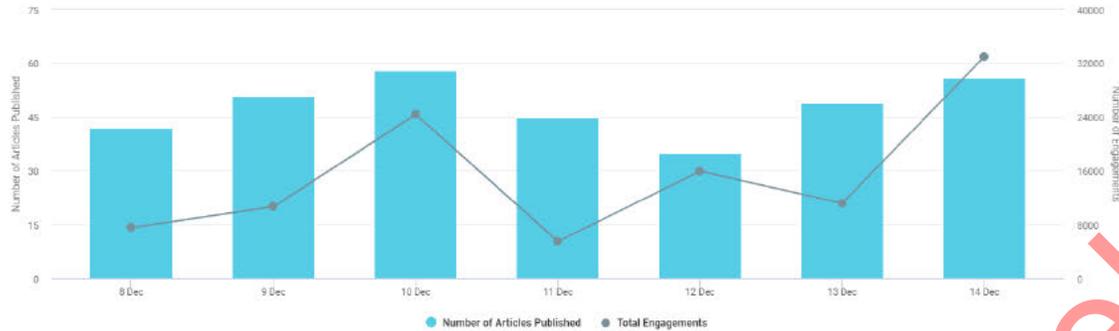
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| December 1 - 7 | 65 |
| November 24 – 30 | 80 |

SUMMARY: New Zealanders have questions about the NZ COVID Tracer app’s functionality and Bluetooth tracing. People are asking for information about active cases, the transtasman travel bubble and the managed isolation process.

What are people reading, engaging with and sharing on social media?

Analysis is based on the top 100 stories that received highest engagement (likes, comments, shares & reactions on Facebook, Twitter, Pinterest & Reddit in NZ). Content is categorised into themes. This measurement reflects New Zealanders' awareness and interest in a topic.

CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE)



| Date range | Articles analysed | Total engagement | Average engagements |
|------------------|-------------------|------------------|---------------------|
| December 8 - 14 | 336 | 108,445 | 322 |
| December 1 - 7 | 311 | 166,257 | 534 |
| November 24 - 30 | 442 | 152,629 | 345 |

TOP CATEGORIES OF INTEREST

INTERNATIONAL

Covid 19 **coronavirus**: Santa Claus infects dozens at Belgium aged-care home - NZ Herald

By Nzherald - Dec 14, 2020
nzherald.co.nz

f 361 t 29 p 0 r 25.9K

TRAVEL

Covid 19 **coronavirus**: Gold Coast for Xmas - Queensland opens borders to Kiwis - NZ Herald

By Nzherald - Dec 10, 2020
nzherald.co.nz

f 14.7K t 28 p 1 r 0

VIRUS

One fifth of Kiwis would not or probably not get Covid-19 vaccine, 1 NEWS poll finds

By League Cricket - Dec 11, 2020
tvnz.co.nz

f 1.1K t 0 p 0 r 174

SUMMARY:

New Zealanders were highly engaged with an article about a Santa Claus infecting dozens at a Belgium aged-care home.

There were numerous stories about how other countries are coping with COVID-19.

People were also interested in articles about Cook Islands and transtasman travel bubbles and the COVID-19 vaccine.

TOTAL ENGAGEMENT PER CATEGORY:

- International: 61,613
- Travel: 19,030
- Virus: 9,126
- Cases: 2,810
- MIQ: 2,606
- Economy: 1,705
- #NZPOL: 1,456
- Contact tracing: 1,422
- Way of life: 716

Conversation on UAC19 Facebook page December 8 - 14, 2020

CATEGORIES OVERTIME

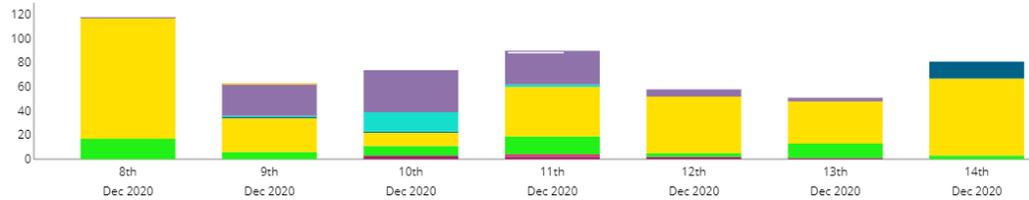
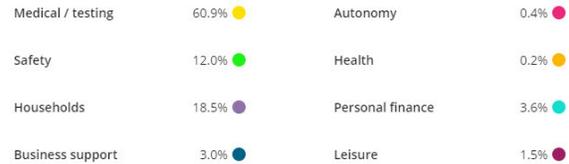


CHART: WEEK TOTALS



| Time | Total vol. on page | Average posts per day | Highest vol. |
|-----------------------------|--------------------|-----------------------|--------------|
| Date range: 8 - 14 December | 645 | 92 | Dec 11 |

| Average vol. on page | Total vol. on page | Average posts on page per day | Highest vol. on page |
|--------------------------|--------------------|-------------------------------|----------------------|
| L4 (March 25 – April 28) | 31,658 | 904 | March 25 |
| L3 (April 29 – May 14) | 11,162 | 697 | May 11 |
| L2 (May 15 – June 10) | 9,427 | 349 | Jun 8 |

Safety

This conversation indicates a call for safety for the nation, and a need to maintain vigilance.

Dobbing, complying, concern, #stayhomeNZ, asking for guidelines on social distancing and operating safely.

Health

This conversation expresses a need for more support around general health and individuals' wellbeing. Mental health, mentions of abuse, violence, concern about suicide.

Households

This category expresses the needs of New Zealanders to maintain a happy and healthy household and home. Includes custody queries, heating and appliance queries, caring for people in your household.

Medical / testing (overlap with Safety)

This conversation is a subcategory of 'Safety' but expresses calls for specific guidance and information. Queries and seeking guidance about testing, symptoms and cures.

Leisure (overlap with Autonomy)

New Zealanders' are expressing their need for leisure activities. Seeking guidance on leisure activities including surfing, fishing, boating and more recently team sports.

Personal finance

This conversation consists of concerns about financial needs. Commentary and questions around individual's financial stability. Wage subsidy guidance.

Business support

This category is a more general conversation about the economy and business-owners expressing a need for more governmental support. Talk about the economy, and support for businesses.

Autonomy

This conversation illustrates New Zealanders' need for freedom and autonomy. Restrictions on way of life. Travel and border restrictions. Questions and comments about what is permissible at different Alert Levels and what the timeframe for shifts might be.

Category Definitions

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

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

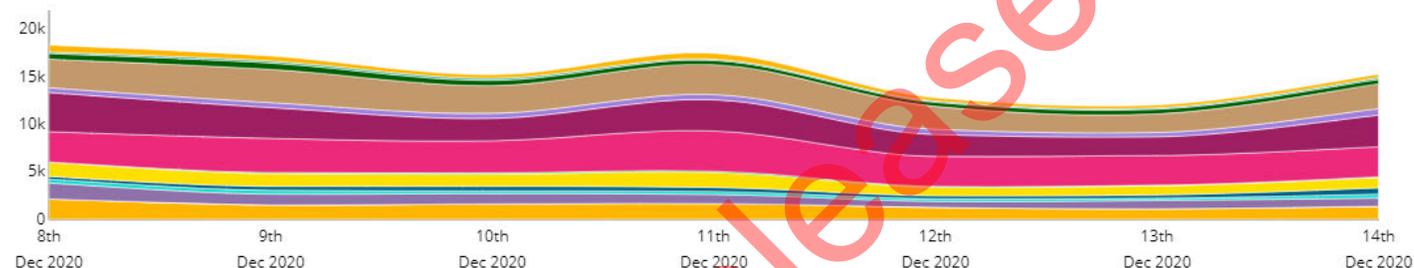
Mental health

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.

Way of life

The impact COVID-19 has had on New Zealanders' everyday life, including remote working and schools, socialising, and changes that people have made to adapt to life in the pandemic.

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



Team of five million / Unite against virus

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

Domestic violence

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

Enforcement

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

Business & consumers

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

#NZPOL Decisions

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

Virus

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

Contact tracing

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

Economy

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

Environmental issues

How are we talking about environmental issues including pollution, sustainability/waste and water preservation during this time.

Category breakdown: Total weekly volume & percentage change in public, social conversation

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

Total volume of conversation:

Dec 8 – 14: 366,688

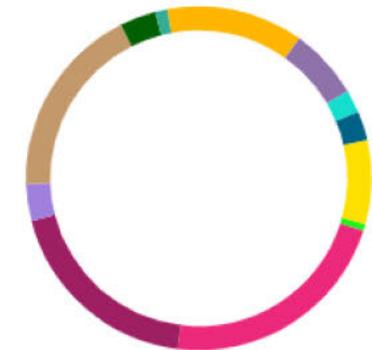
Dec 1 – 7: 426,884

Nov 24 – 30: 441,678

Total conversation: Week ending Mon Dec 14

Largest segment: Virus 22%

| Week ending | Financial Stability | | Timeframe | | Mental Health | | Way of Life | | Team of 5 M | | #NZPOL Decisions | | Virus | |
|-------------|---------------------|-------|-----------|-------|---------------|-------|-------------|-------|-------------|-------|------------------|-------|--------|-------|
| Dec 14 | 2,773 | 2.95% | 1,088 | 1.11% | 3,121 | 3.39% | 18,686 | 18.1% | 3,457 | 3.49% | 21,316 | 19% | 22,384 | 22% |
| Dec 7 | 4,077 | 3.84% | 1,367 | 1.31% | 3,377 | 3.29% | 17,759 | 17.9% | 3,404 | 3.23% | 21,843 | 19.2% | 20,234 | 19.2% |
| Nov 30 | 5,700 | 4.72% | 1,254 | 1.01% | 4,490 | 3.87% | 19,507 | 15.7% | 4,572 | 3.48% | 26,263 | 19.8% | 24,365 | 19.1% |



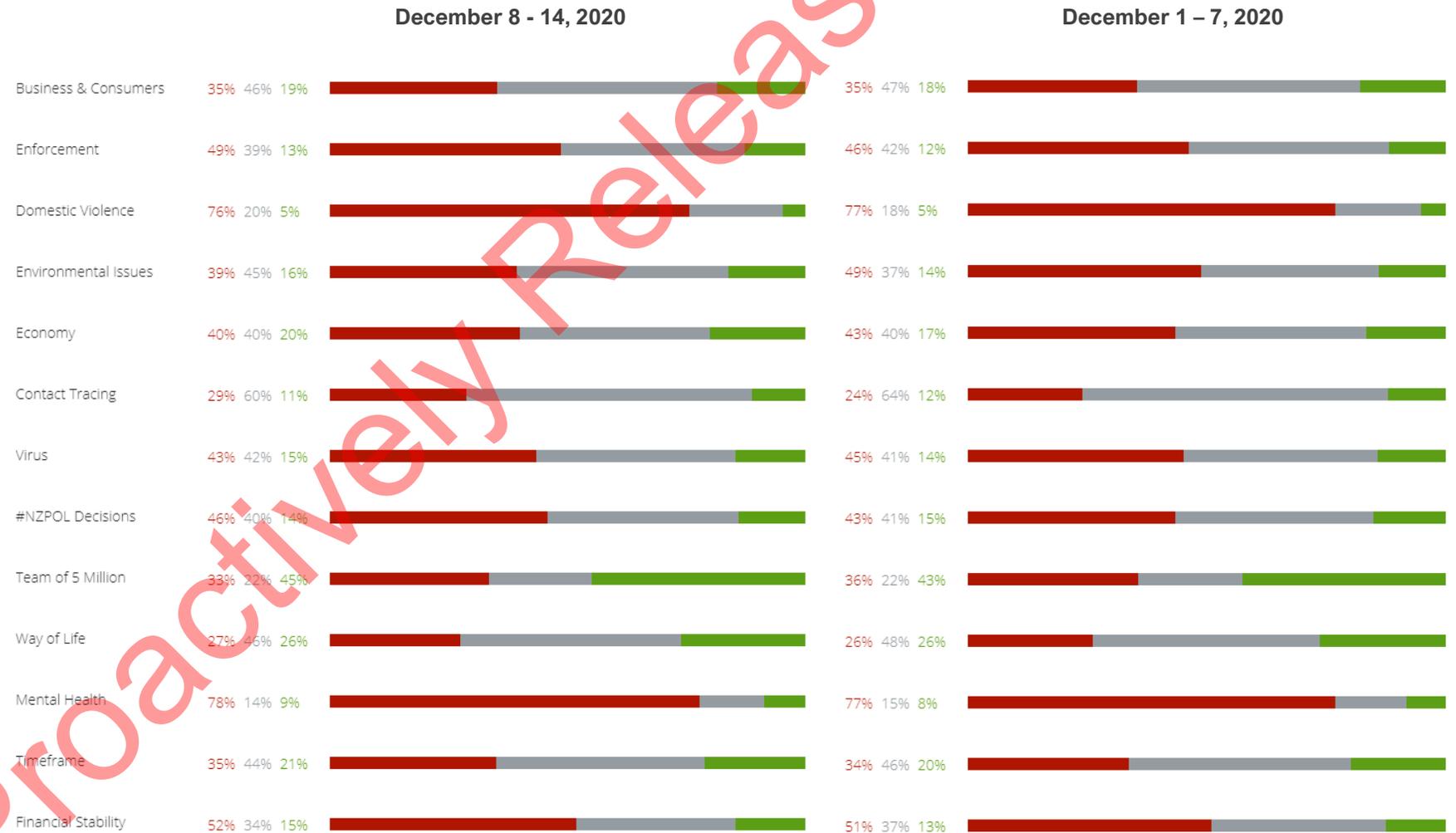
| Week ending | Contact Tracing | | Economy | | Environmental Issues | | Domestic violence | | Enforcement | | Business & consumers | |
|-------------|-----------------|---------|---------|-------|----------------------|-------|-------------------|-------|-------------|-------|----------------------|-------|
| Dec 14 | 607 | 0.612 % | 7,857 | 7.92% | 2,894 | 2.73% | 2,051 | 2.14% | 6,999 | 6.69% | 9,340 | 9.86% |
| Dec 7 | 370 | 0.3% | 10,708 | 9.66% | 4,299 | 3.66% | 1,792 | 1.7% | 7,775 | 7% | 9,914 | 9.62% |
| Nov 30 | 523 | 0.47% | 13,842 | 11.1% | 3,117 | 2.59% | 2,255 | 1.76% | 8,345 | 6.54% | 12,061 | 9.76% |

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.

Net sentiment of each category per week.

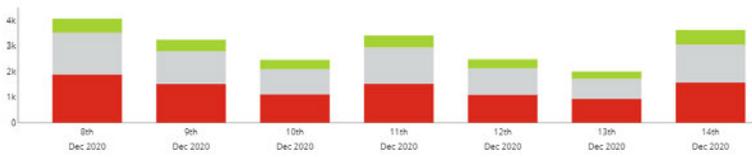
Negative sentiment has increased slightly across Enforcement, Contact Tracing, #NZPOL Decisions, Way of life and Financial Stability.

All other categories remained stable or decreased in negative sentiment.

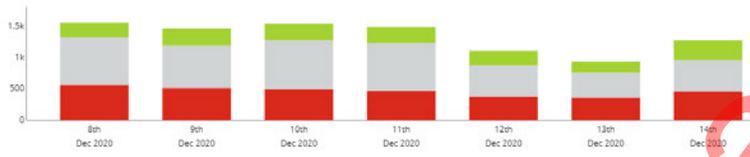


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

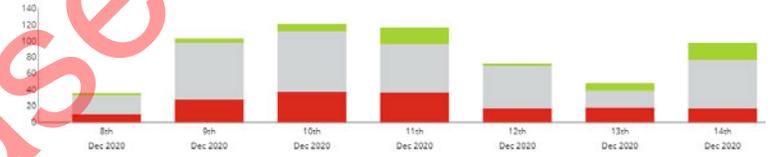
#NZPOL DECISIONS



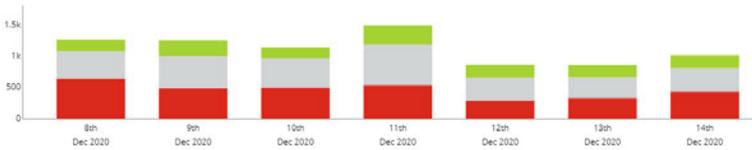
BUSINESS & CONSUMERS



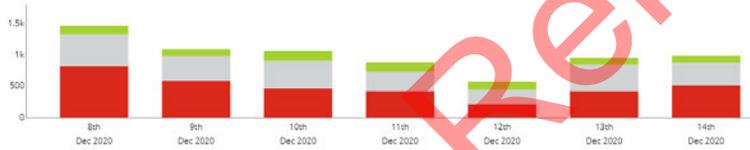
CONTACT TRACING



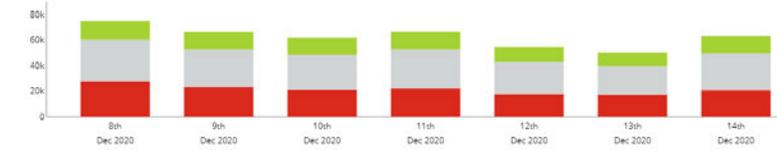
ECONOMY



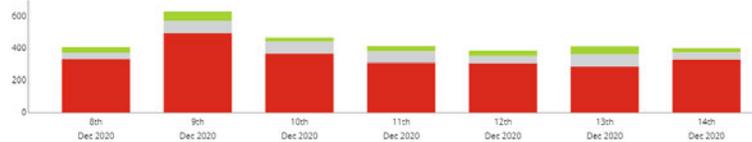
ENFORCEMENT



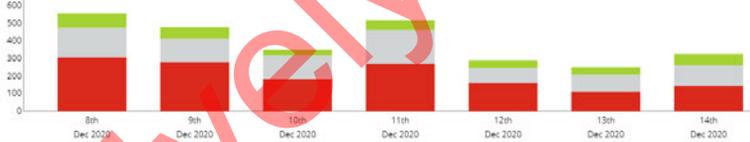
ENVIRONMENTAL ISSUES



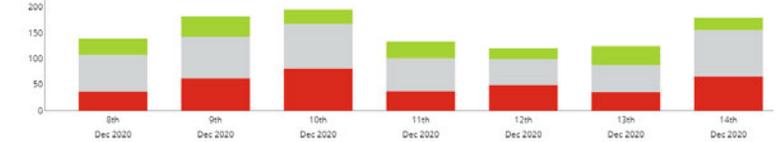
MENTAL HEALTH



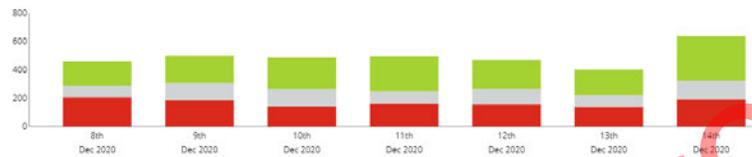
FINANCIAL STABILITY



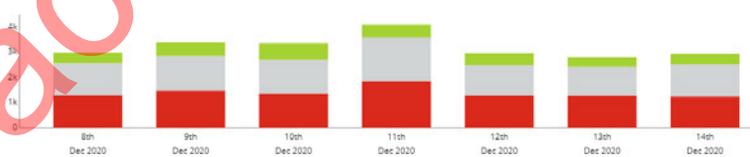
TIMEFRAME



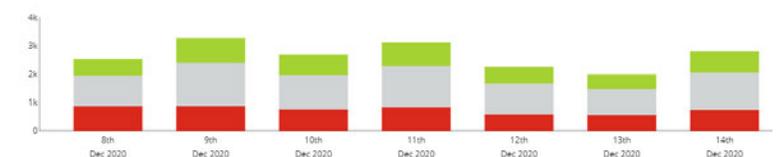
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

Please note variations in scale. Refer to pages 7 & 8 for category volumes.

Conversation analysis:

Analysts examined social conversation relating to the COVID-19 vaccination.

Major themes of conversation include discussion about long-term effects of the vaccine and the speed at which it has been approved and used.

Some commenters are talking about the United Kingdom being the first country in the world to give the vaccine outside of clinical trials.

New Zealanders are talking about potential long-term adverse effects of the vaccine, travel and UK's vaccine roll out.

The volume of conversation between December 8 – 14 about the COVID-19 vaccine remains relatively stable.

Safety and trust continues to be in the forefront of people's minds as some are expressing concern about the long-term (unknown) effects of the vaccine.

There are some people taking it upon themselves to explain to others why the vaccine has not been rushed to be approved and used.

With the United Kingdom the first country to give the people the vaccine outside of clinical trials, people are giving their thoughts on what is happening there and what they hope to see once the vaccine arrives in New Zealand.

There continues to be some people spreading misinformation or anti-vaxx theories about COVID-19 and the vaccine e.g., government coverups.



Fine with NZ waiting to receive the vaccine

New Zealand's happy to wait patiently for the vaccine where we don't have Covid killing thousands, can go out to eat in restaurants, play sport, attend concerts, hardly anyone wears masks anymore and our kids can go to school while we all work 40 hrs a week on full wages.

12:36 PM · Dec 13, 2020

Explaining why the vaccine has not been rushed

It's not rushed. Pharma companies have been spending years developing their understanding of a "Coronavirus" (not just COVID-19) vaccine, all that R&D is paying off.

Like · Reply · 4 d

For those who don't understand why vaccines usually take so long to be approved, here is some information. PART ONE. "I'm a clinical trials geek. I keep hearing people talk about the seven to ten years it takes to make a vaccine and how dangerous speeding this up might be. The word that keeps popping up is "rushed", and it is making the average person nervous about vaccine safety. So, as a clinical trials doctor, I am going to tell you what I do for most of those ten years – and it is not very much."

Like · Reply · 5 d · Edited

Spreading misinformation/anti-vaxx rhetoric

You would have to be the biggest fool to line up for a vaccine when the recovery rate for covid is 99.97% without a vaccine!

Like · Reply · 3 d

Are you kidding me, be more like 12 months b4 next election. Arden will consider it, you see for her its about votes ...again. The vaccine doesn't get here until March, they have no Freezers, they have had at least 4 to 6 months to get this organized, but no its control of the people. Oh and her image on the world stage.

Like · Reply · 3 d

Expressing concern about long-term effects

I don't know how you can possibly say it will have to go through stringent checks when currently there is no way of knowing the long term effect of this vaccine.

Like · Reply · 5 d

1 point · 5 days ago
I mean it isn't unheard of for first generation vaccines to have issues. I'd definitely like to wait a while but since I'm outside NZ I'll probably take it anyway.

But what's going to happen down the track it's still not proven yet it could make people sterile it could affect babies when they are born it could cripple people down the track someone is making billions of dollars out of this covid19 injection it's not proven yet it takes years to prove this type of thing

Like · Reply · 3 d

Conversation about the UK being the first to give the vaccine to those outside clinical trials

Britain seems to be giving the covid vaccine to people in their 80s and 90s first --- which means we're likely to have headlines soon about how 1/3 of those who got the vaccine are dead near month.

4:58 PM · Dec 9, 2020

We won't get them till next year. I see 2 people in the UK got sick from the vaccine but then that will happen hopefully with just a minority #owlsofnite

6:22 PM · Dec 12, 2020

Discussion about needing the vaccine to travel internationally

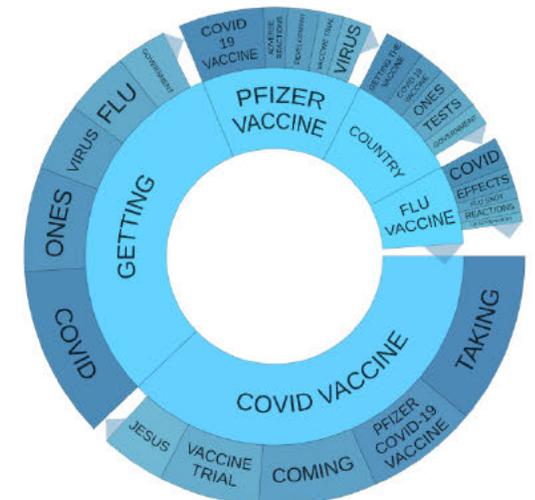
That's your choice - you may not be able to travel without the vaccine. Just because you had it once doesn't mean you can't get it again - it's a mutating virus. In which case you could be a risk to those that haven't had it. All the best and stay safe.

8:36 AM · Dec 11, 2020

I am taking a guess here, but I can't see anyone being allowed to travel without having been vaccinated!

Like · Reply · 4 h

Vaccine topics, 8 - 14 December



Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis December 15 – January 4, 2021 New Zealand

Proactively Released

Weekly Update Summary: Dec 15 – Jan 4, 2021

FAQs:

New Zealanders had specific questions about travel itineraries and logistics due to the introduction of pre travel tests for those coming from the UK & USA. There were also general questions about New Zealand's border policies. The new Bluetooth functionality in the NZ COVID tracer app drew a series of technical questions. Some are beginning to ask for more information on vaccination timeframe and potential side-effects.

Engagement with news stories:

New Zealanders were interested in stories about planning for a national vaccination roll out, international stories about the pandemic and the introduction of a pre-travel test requirement for travelers from the US and UK.

Conversation analysis:

Analysts examined conversation surrounding festivals and gatherings and looked at how the discussion about the COVID vaccine developed over the holiday period (summary on pg. 11).

What's in this report:

- 1. FAQs**
Identifying frequently asked questions and conversation from users on Ministry of Health's owned pages.
- 2. Engagement with News Stories**
Understanding what matters to New Zealanders by exploring engagement with news stories about COVID-19.
- 3. Measuring Categories of Conversation**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion.
- 4. Social Listening**
Exploring conversation about summer festivals and gatherings and attitudes towards the COVID-19 vaccine.

FAQs

Dec 15 – Jan 6, 2021

TRAVEL (28%)

- Does this include transiting via UK or US?
- Are very young children/babies required to have the pre flight test?
- How will I arrange a test in the US or UK in time to catch my flight?
- I had COVID and now recovered, however my test will come back positive. Will this mean I can not travel?
- What does PCR mean?

OTHER

- Are masks still required on public transport?

BORDER CONTROL (21%)

- Are non-citizens allowed to travel to NZ now?
- Will I have to pay for my MIQ.
- Why aren't the pre flight test required for other high-risk countries such as India, South Africa?
- What will your border policies be for those who have been vaccinated against COVID?
- When will you open borders to international students?

NZ COVID TRACER APP (19.5%)

- Why should we turn Bluetooth on?
- How secure is my data?
- When will the app work on my older model iPhone/Android?
- My app spends hours looking at exposure keys and is using up my battery.
- Where do I report business that are not displaying QR codes?
- If I have Bluetooth system turned on do I need to scan?

VACCINE (10%)

- What is in the vaccine?
- Can you share a list of known side-effects?
- Why haven't we started vaccinating yet?
- Will the vaccine be mandatory?
- Are we able to chose which vaccine we receive?
- Are the vaccines effective against the new variant in the UK?

SUMMARY: New Zealanders had specific questions about travel itineraries and logistics due to the introduction of pre travel tests for those coming from the UK & USA. People also had more general questions about border policies, including what impact will an international vaccination roll out have on New Zealand's borders. The new Bluetooth functionality in the NZ COVID tracer app drew a series of technical questions. Some are beginning to ask for more information on vaccination timeframe and potential side-effects.

What are people reading, engaging with and sharing on social media?

Analysis is based on the top 100 stories that received highest engagement (likes, comments, shares & reactions on Facebook, Twitter, Pinterest & Reddit in NZ). Content is categorised into themes. This measurement reflects New Zealanders' awareness and interest in a topic.

CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE)
15 Dec – Jan 4.



| Date range | Articles analysed | Total engagement | Average engagements |
|-------------------------|-------------------|------------------|---------------------|
| December 29 – January 4 | 358 | 113,237 | 316 |
| December 22 – 28 | 314 | 80,048 | 254 |
| December 15 - 21 | 544 | 370,934 | 681 |
| December 8 - 14 | 336 | 108,445 | 322 |

TOP CATEGORIES OF INTEREST

VACCINE

Govt secures another two Covid-19 vaccines, PM says every New Zealander will be able to be vaccinated

Dec 16, 2020
mz.co.nz

Facebook 4.5K Twitter 200 Pinterest 1 Reddit 123.4K

INTERNATIONAL

Covid 19 coronavirus: A death every 30 seconds as US health system 'crushed' - NZ Herald

By nzherald Journalist Dec 21, 2020
nzherald.co.nz

Facebook 3.5K Twitter 19 Pinterest 2 Reddit 0

CASES

Coronavirus: 10 new cases in New Zealand's MIQ facilities in last two days

By Matt Burrows Journalist Dec 18, 2020
newshub.co.nz

Facebook 526 Twitter 15 Pinterest 0 Reddit 15.2K

SUMMARY:

New Zealanders were interested in stories about the government securing enough vaccines for the population, along with NZ's Pacific island neighbors (engagement spike on Dec 16).

We continue to be interested in the impact of the pandemic internationally, particularly in the U.K. and the US.

A story about a New Zealand nurse who died in England after contracting COVID-19 received high engagement.

There was also interest in stories about the introduction of a pretravel test requirement for travelers from the US and UK.

TOTAL ENGAGEMENT

PER CATEGORY:

| | |
|-----------------------|--------------------|
| #NZPOL: 11,907 | Economy: 9,297 |
| Vaccine: 242,204 | Way of life: 6,814 |
| International: 47,449 | Enforcement: 5,504 |
| Cases: 40,051 | MIQ: 3,237 |
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Conversation on UAC19 Facebook page December 15 – Jan 4

CATEGORIES OVERTIME

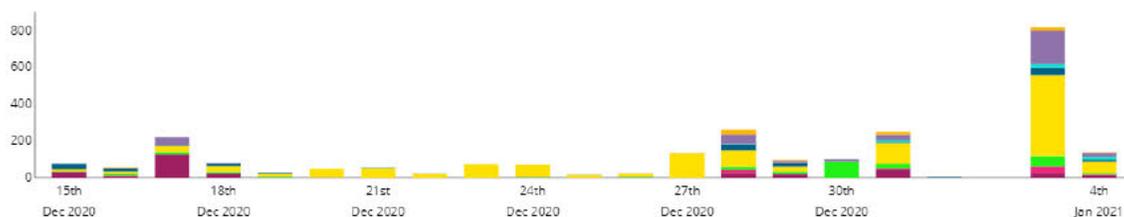
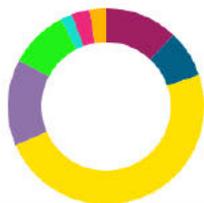


CHART: TOTALS



| | | | |
|-------------------|-------|------------------|------|
| Leisure | 12.0% | Safety | 9.6% |
| Business support | 7.8% | Personal finance | 2.0% |
| Medical / testing | 48.7% | Autonomy | 2.9% |
| Households | 14.2% | Health | 2.7% |

| Time | Total vol. on page | Average posts per day | Highest vol. |
|----------------------------|--------------------|-----------------------|--------------|
| Date range: 15 Dec - 4 Jan | 3,510 | 167 | Dec 22 |

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The impact COVID-19 has had on New Zealanders' everyday life, including remote working and schools, socialising, and changes that people have made to adapt to life in the pandemic.

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SOCIAL CONVERSATION CATEGORIES (week total)



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

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How are we talking about environmental issues including pollution, sustainability/waste and water preservation during this time.

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

Total volume of conversation:

Dec 29 – Jan 4: 346,681

Dec 22 -28: 291,205

Dec 15 – 21: 303,835 (partial data)

Total conversation: Week ending Mon Jan 4

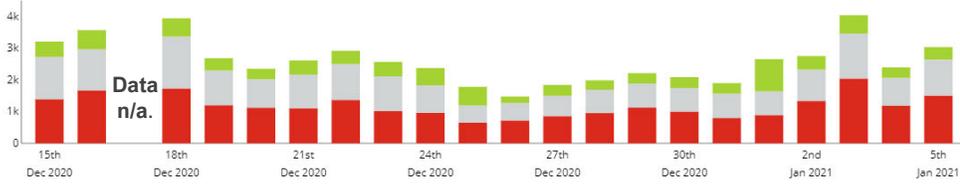
Largest segment: **Virus 22.6%**

| Week ending | Financial Stability | | Timeframe | | Mental Health | | Way of Life | | Team of 5 M | | #NZPOL Decisions | | Virus | |
|-------------|---------------------|------|-----------|------|---------------|------|-------------|-------|-------------|------|------------------|-------|--------|-------|
| Jan 4 | 2,010 | 2.2% | 1,320 | 1.5% | 3,367 | 3.8% | 17,061 | 19.1% | 3,101 | 3.5% | 18,025 | 20.2% | 20,188 | 22.6% |
| Dec 28 | 2,634 | 3.1% | 1,118 | 1.3% | 2,870 | 3.3% | 19,989 | 23.3% | 2,679 | 3.1% | 14,937 | 17.4% | 18,133 | 21.1% |
| Dec 21 | 2,895 | 3.2 | 1,218 | 1.3 | 2,939 | 3.2% | 16,988 | 18.7% | 2,998 | 3.3% | 18,356 | 20.2% | 19,896 | 21.9% |

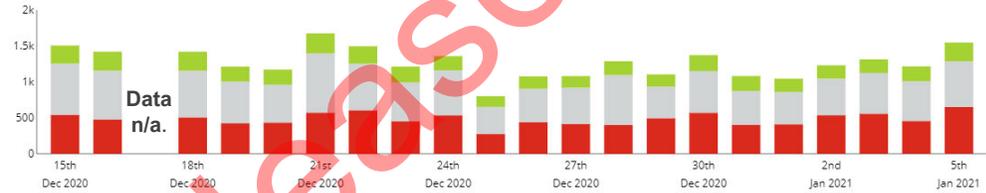
| Week ending | Contact Tracing | | Economy | | Environmental Issues | | Domestic violence | | Enforcement | | Business & consumers | |
|-------------|-----------------|------|---------|------|----------------------|------|-------------------|------|-------------|------|----------------------|------|
| Jan 4 | 446 | 0.5% | 5,872 | 6.6% | 1,575 | 1.8% | 1,795 | 2% | 6,215 | 7% | 8,372 | 9.4% |
| Dec 28 | 423 | 0.5% | 6,378 | 7.4% | 1,514 | 1.8% | 1,591 | 1.9% | 5,310 | 6.2% | 8,323 | 9.7% |
| Dec 21 | 436 | 0.5% | 7,696 | 8.5% | 1,759 | 1.9% | 1,476 | 1.6% | 5,758 | 6.3% | 8,412 | 9.3% |

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

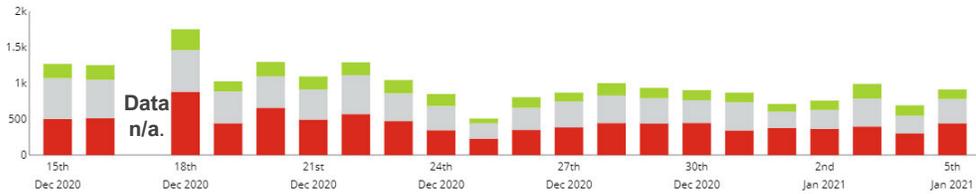
NZPOL DECISIONS



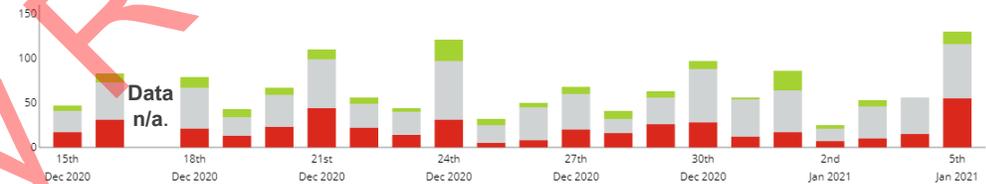
BUSINESS & CONSUMERS



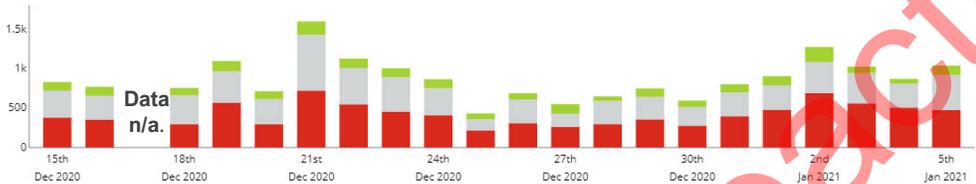
ECONOMY



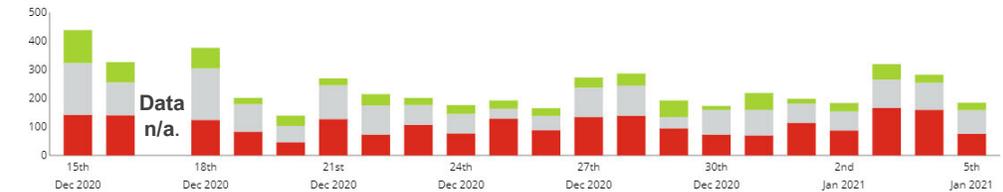
CONTACT TRACING



ENFORCEMENT

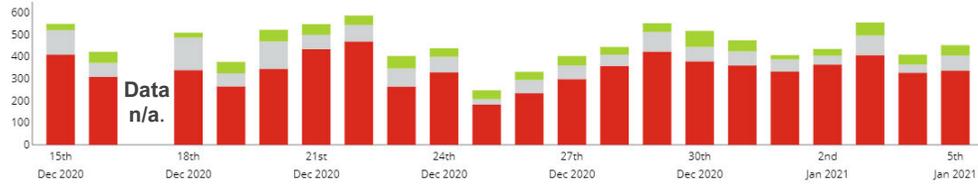


ENVIRONMENTAL ISSUES



Categories with typically low volume excluded as sentiment skews.

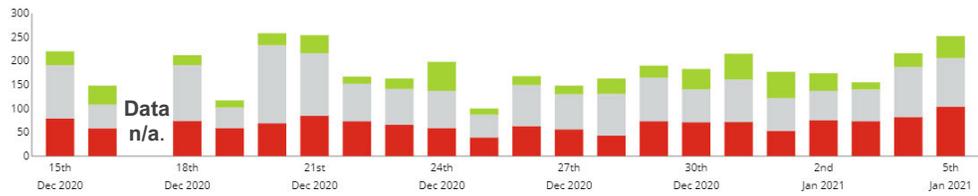
MENTAL HEALTH



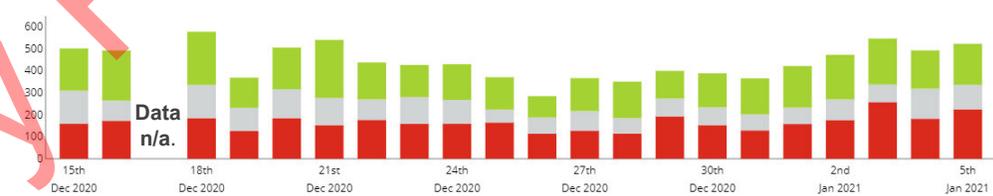
FINANCIAL STABILITY



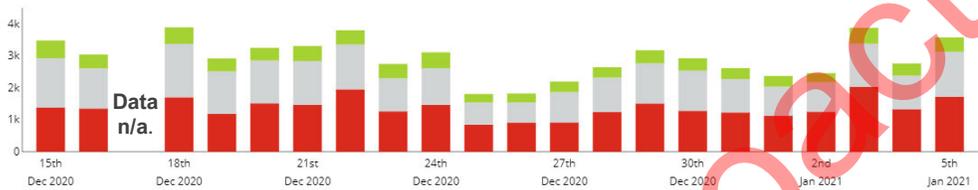
TIMEFRAME



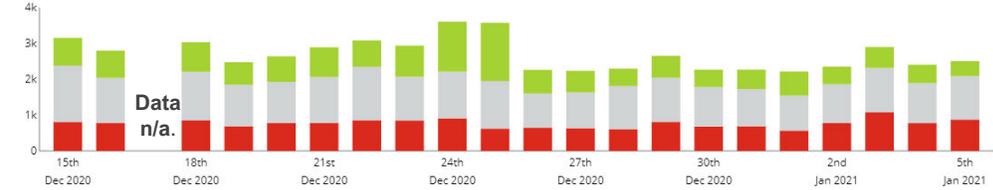
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

Conversation analysis:

Conversation about **summer festivals** was generally full of gratitude at being able to attend large gatherings. There was little discussion around concerns about or precautions against COVID.

COVID vaccine conversation dropped after the announcement that New Zealand had secured enough of the vaccine to provide for the entire population.

The total conversation was largely neutral (64.7%) with a lot of international news shared.

While there continues to be misinformation and conspiracy about vaccines shared though social media, the proportion of 'Vaxx Sceptics' (1.5%) and 'Rushed development' (1.4%) was low. Attitudes in these segments are less extreme and are motivated by concerns about safety and potentially a lack of information/education about the topic.

‘Festival goers’ have not voiced concerns about from COVID on public social media so far this holiday season. Some are using social media to express their gratitude that New Zealand is in the enviable position to hold large gatherings.

Conversation about “gatherings” and “festivals” related to precautions against COVID has been low this summer. In general news coverage and the public’s attention has been on the deaths at Rhythm and Vines and the Hidden Valley festival.

Some people were celebrating New Zealand’s achievements in eliminating COVID, and enabling festivals to take place.

Reception towards the festival ‘Sani Squad’ was mainly positive on UAC channels.

Another death at Rhythm and Vines. More chance of dying at a music festival, per head of population, than you have dying of covid. When will they have a festival shutdown?

5:56 PM · Jan 1, 2021

At Le Currents, living my best festival life sans COVID. How good is NZ eh?!
4:32 PM · Dec 27, 2020

We are doing just fine. Fully open economy, full stadiums for sports. Festival season has kicked off. Oh and yeah no community covid. We are more than happy to wait for the vaccine before we open our borders.
11:49 AM · Jan 2, 2021

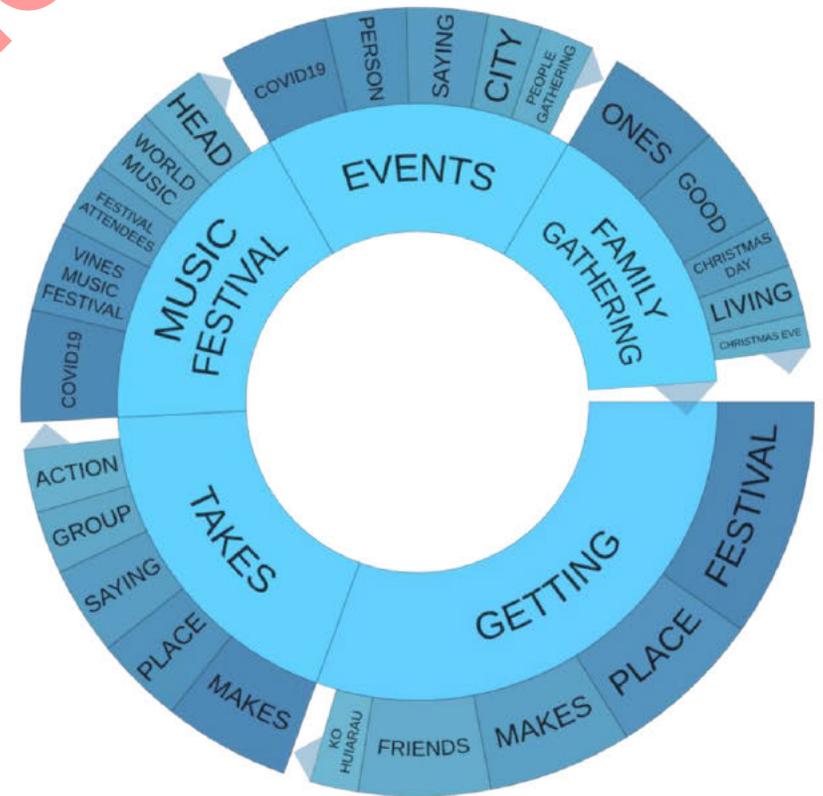
I hope there is a squad at Rhythm and Alps in Wanaka.
Like · Reply · Message · 1 w

Author
Unite against COVID-19
The team are at Rhythm and Vines for New Years, but we are heading down South very soon!
Like · Reply · Commented on by · 1 w

Wonderful idea u got. So good administration in NZ regarding covid19. Hope all should be safe. Happy newyear to all. Be safe be healthy..
Like · Reply · Message · 1 w

Awesome 🍌 so glad we live in NZ
Like · Reply · Message · 1 w

Topic analysis “festivals” and “gatherings” NZ public social media Dec 14 – Jan 4



Conversation about the COVID vaccine has dropped. 64% of content in this topic is neutral and mainly news-related.

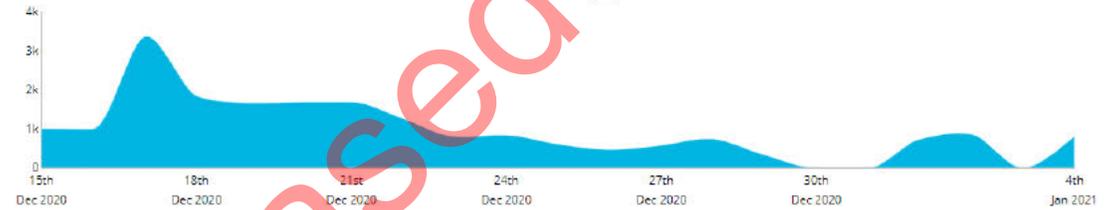
Conversation about the COVID vaccine has dropped over the Christmas / New Year period (Dec 15 – Jan 4).

The largest segment of conversation we measured was international content about vaccine development and approval news. There was also political content about Trump and his approach to the pandemic that was shared on NZ channels.

There continues to be a high volume of misinformation and conspiracy theories shared though social media, however this does not necessarily represent the same volume of unique individuals, and may just be a 'loud' group.

The segments 'Vaxx sceptics' and 'Rushed development' which reflect less extreme opinions about the vaccine yet still contain concern about its safety, or effectiveness are each less than 2% for this time period, while 'Vaxx advocate' segment is at 4%.

Discussion on vaccination Dec 15 – Jan 4, public social media in NZ



Vaxx sceptics

Can't sue the makers of the vaccine if you get sick from it though. It's a no for me

Vaccine?...oh wait, the issue with a virus...it keeps mutating.

Rushed development

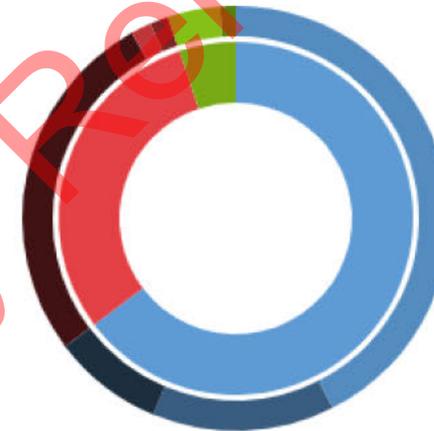
Island people dont need THAT vaccine!!!!

'Vaxx advocates' segment includes those who are calling out anti-vaxx theories or providing information about vaccines in conversation with 'Vaxx Sceptics'.

a vaccine is not a cure, it's a preventative

Anti-vax nutbags do not give a fck about you or your kids

Categories of conversation Dec 15 – Jan 4



| | |
|------------------------------------|-------|
| Neutral | 64.7% |
| Vaxx development and approval news | 42.5% |
| Politics | 13.8% |
| Roll out & planning discussion | 8.4% |
| Negative | 30.1% |
| Conspiracy & misinformation | 27.2% |
| Vaxx sceptics | 1.5% |
| Rushed development | 1.4% |
| Positive | 5.1% |
| Vaxx advocate | 4.0% |
| Back to normal | 1.2% |

Comments in the 'Back to normal' segment focus on what vaccinating the population will enable e.g. travel or as a long term solution.

arrange vaccination as soon as possible for Kiwis . only long term solution

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

January 5 - 18, 2021
New Zealand

Proactively Released

Weekly Update Summary: January 5 - 18

FAQs:

People overseas are seeking clarification about the testing and/or negative test results required before flying home. New Zealanders have questions about the NZ COVID app functionality, in particular the Bluetooth function. Those wanting to return have questions about the MIQ booking process and availability. There are questions about case numbers and updates.

Engagement with news stories:

New Zealanders were highly interested in stories about how other countries are coping with COVID-19 and the vaccination roll out. There was also interest in New Zealand's case numbers and the decisions being made by the government regarding border control and testing.

Conversation analysis:

Analysts examined conversation about the COVID-19 vaccine (summary on page 11).

What's in this report:

- 1. FAQs**
Identifying frequently asked questions and conversation from users on Ministry of Health's owned pages.
- 2. Engagement with News Stories**
Understanding what matters to New Zealanders by exploring engagement with news stories about COVID-19.
- 3. Measuring Categories of Conversation**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion.
- 4. Social Listening**
Exploring conversation towards the COVID-19 vaccine.

FAQs

January 5 – 18, 2021

TESTING (36%)

- What is the minimum age for children requiring a pre-flight test?
- Do I get a test before I fly out of Canada or before I fly out of LAX?
- Which test is required when departing the UK?
- Why doesn't everyone have to have a clear test before returning to NZ?

NZ COVID TRACER APP (10%)

- With Bluetooth active, do we still need to scan the code?
- My app has never worked and I'm unable to reset the password as I don't get the email code. Is there a way to get this fixed?
- Since the introduction of the Bluetooth functionality, I have had issues with my phone connecting to my other Bluetooth devices. Has anyone else had this issue?

MANAGED ISOLATION (9%)

- When will MIQ slots for April become available to book?
- I've got an existing MIQ booking and want to make some updates to it – how do I do this?
- Should people be allowed to chat to those in MIQ though the fence?
- Does it make a difference to availability in MIQ if you request a double or twin room?

CASES (8%)

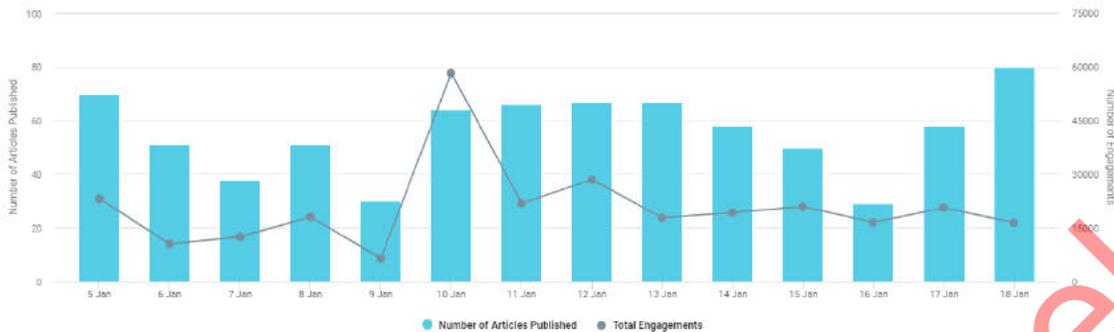
- What does a historical case mean?
- What percentage of travelers returning are testing positive?
- What days will be getting case updates this week?
- Any updates on the two people that flew to Fiji?

SUMMARY: People overseas are seeking clarification about the testing and/or negative test result required before flying home. New Zealanders have questions about the NZ COVID app functionality, in particular the Bluetooth function. Those wanting to return have questions about the MIQ booking process and availability. There are questions about case numbers and updates.

What are people reading, engaging with and sharing on social media?

Analysis is based on the top 100 stories that received highest engagement (likes, comments, shares & reactions on Facebook, Twitter, Pinterest & Reddit in NZ). Content is categorised into themes. This measurement reflects New Zealanders' awareness and interest in a topic.

CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE)
January 5 - 18.



| Date range | Articles analysed | Total engagement | Average engagements |
|-------------------------|-------------------|------------------|---------------------|
| January 5 - 18 | 779 | 290,982 | 373 |
| December 29 – January 4 | 358 | 113,237 | 316 |
| December 22 – 28 | 314 | 80,048 | 254 |
| December 15 - 21 | 544 | 370,934 | 681 |

TOP CATEGORIES OF INTEREST

INTERNATIONAL

Coronavirus US: Former anti-masker in Florida hospital now warns Covid-19 not like the flu - NZ Herald

By nzherald Journalist Jan 6, 2021
nzherald.co.nz

Facebook 2.5K Twitter 40 Pinterest 1 Reddit 0

CASES

Covid 19 coronavirus update: 31 new cases in managed isolation - NZ Herald

By nzherald Journalist Jan 10, 2021
nzherald.co.nz

Facebook 10.9K Twitter 26 Pinterest 1 Reddit 0

#NZPOL

COVID-19: Govt announces stricter border testing requirements for returning Kiwis

By VitaMolyneux Journalist Jan 12, 2021
newshub.co.nz

Facebook 2K Twitter 11 Pinterest 0 Reddit 28

SUMMARY:

New Zealanders were interested in stories about how other countries are coping with COVID-19 and the vaccination roll out.

The country's case numbers and decisions being made by the government regarding border control and testing also engaged New Zealanders.

TOTAL ENGAGEMENT PER CATEGORY:

- International: 55,084
- Cases: 52,571
- #NZPOL: 27,115
- Alert Levels: 20,929
- Virus: 12,262
- Economy: 11,965
- MIQ: 8,697
- Travel: 5,043
- Vaccine: 3,026
- Way of life: 1,489

Conversation on UAC19 Facebook page January 5 - 18

CATEGORIES OVERTIME

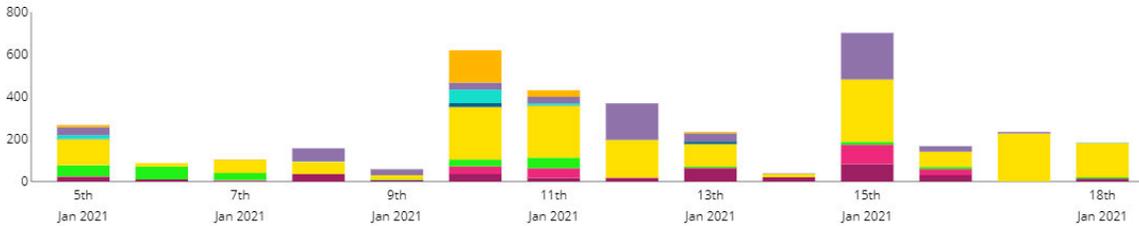


CHART: TOTALS



| | | | |
|-------------------|-------|------------------|------|
| Medical / testing | 49.9% | Personal finance | 2.6% |
| Safety | 7.3% | Health | 5.6% |
| Households | 18.0% | Autonomy | 5.9% |
| Leisure | 9.7% | Business support | 1.1% |

| Time | Total vol. on page | Average posts per day | Highest vol. |
|------------------------|--------------------|-----------------------|--------------|
| Date range: Jan 5 - 18 | 4,659 | 332 | Jan 15 |

| Average vol. on page | Total vol. on page | Average posts on page per day | Highest vol. on page |
|--------------------------|--------------------|-------------------------------|----------------------|
| L4 (March 25 – April 28) | 31,658 | 904 | March 25 |
| L3 (April 29 – May 14) | 11,162 | 697 | May 11 |
| L2 (May 15 – June 10) | 9,427 | 349 | Jun 8 |

Safety

This conversation indicates a call for safety for the nation, and a need to maintain vigilance.

Dobbing, complying, concern, #stayhomeNZ, asking for guidelines on social distancing and operating safely.

Health

This conversation expresses a need for more support around general health and individuals' wellbeing. Mental health, mentions of abuse, violence, concern about suicide.

Households

This category expresses the needs of New Zealanders to maintain a happy and healthy household and home. Includes custody queries, heating and appliance queries, caring for people in your household.

Medical / testing (overlap with Safety)

This conversation is a subcategory of 'Safety' but expresses calls for specific guidance and information. Queries and seeking guidance about testing, symptoms and cures.

Leisure (overlap with Autonomy)

New Zealanders' are expressing their need for leisure activities. Seeking guidance on leisure activities including surfing, fishing, boating and more recently team sports.

Personal finance

This conversation consists of concerns about financial needs. Commentary and questions around individual's financial stability. Wage subsidy guidance.

Business support

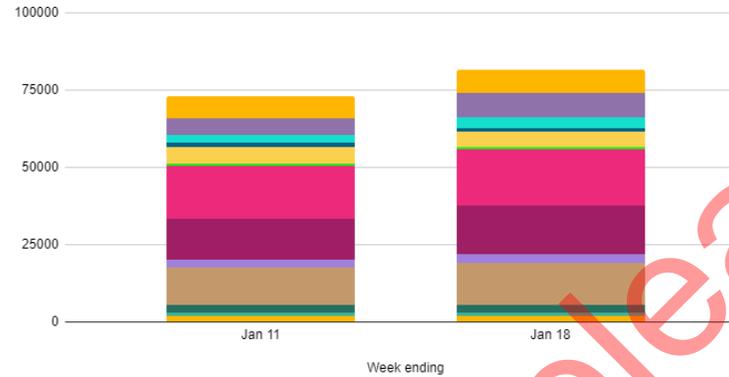
This category is a more general conversation about the economy and business-owners expressing a need for more governmental support. Talk about the economy, and support for businesses.

Autonomy

This conversation illustrates New Zealanders' need for freedom and autonomy. Restrictions on way of life. Travel and border restrictions. Questions and comments about what is permissible at different Alert Levels and what the timeframe for shifts might be.

Category Definitions

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



SOCIAL CONVERSATION CATEGORIES (week total)

Financial stability

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

Timeframe

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

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.

Way of life

The impact COVID-19 has had on New Zealanders' everyday life, including remote working and schools, socialising, and changes that people have made to adapt to life in the pandemic.

Team of five million / Unite against virus

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

Domestic violence

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

Enforcement

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

Business & consumers

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

#NZPOL Decisions

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

Virus

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

Contact tracing

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

Economy

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

Environmental issues

How are we talking about environmental issues including pollution, sustainability/waste and water preservation during this time.

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

Category breakdown: Total weekly volume & percentage change in public, social conversation

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

Total volume of conversation:

Jan 12 – 18: 264,200

Jan 5 – 11: 308,798

Dec 29 – Jan 4: 346,681

Total conversation: Week ending Mon Jan 12

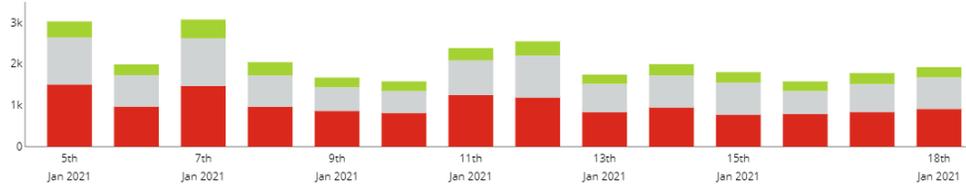
Largest segment: **Virus 23.5%**

| Week ending | Financial Stability | | Timeframe | | Mental Health | | Way of Life | | Team of 5 M | | #NZPOL Decisions | | Virus | |
|-------------|---------------------|------|-----------|------|---------------|------|-------------|-------|-------------|------|------------------|-------|--------|-------|
| | Volume | % | Volume | % | Volume | % | Volume | % | Volume | % | Volume | % | Volume | % |
| Jan 18 | 2,120 | 2.9% | 984 | 1.3% | 2,322 | 3.1% | 12,241 | 16.7% | 2,402 | 3.2% | 13,383 | 18.3% | 17,177 | 23.5% |
| Jan 11 | 1,879 | 2.3% | 1,261 | 1.5% | 2,437 | 2.9% | 13,572 | 16.6% | 2,823 | 3.4% | 15,790 | 19.3% | 18,243 | 22.4% |
| Jan 4 | 2,010 | 2.2% | 1,320 | 1.5% | 3,367 | 3.8% | 17,061 | 19.1% | 3,101 | 3.5% | 18,025 | 20.2% | 20,188 | 22.6% |

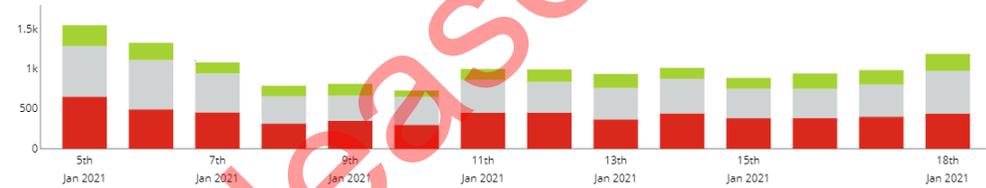
| Week ending | Contact Tracing | | Economy | | Environmental Issues | | Domestic violence | | Enforcement | | Business & consumers | |
|-------------|-----------------|------|---------|------|----------------------|------|-------------------|------|-------------|------|----------------------|------|
| | Volume | % | Volume | % | Volume | % | Volume | % | Volume | % | Volume | % |
| Jan 18 | 591 | 0.8% | 5,396 | 7.4% | 1,549 | 2.1% | 2,242 | 3% | 5,524 | 7.5% | 6,956 | 9.5% |
| Jan 11 | 522 | 0.6% | 5,121 | 6.2% | 1,090 | 1.3% | 3,550 | 4.3% | 7,858 | 9.6% | 7,295 | 8.9% |
| Jan 4 | 446 | 0.5% | 5,872 | 6.6% | 1,575 | 1.8% | 1,795 | 2% | 6,215 | 7% | 8,372 | 9.4% |

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.

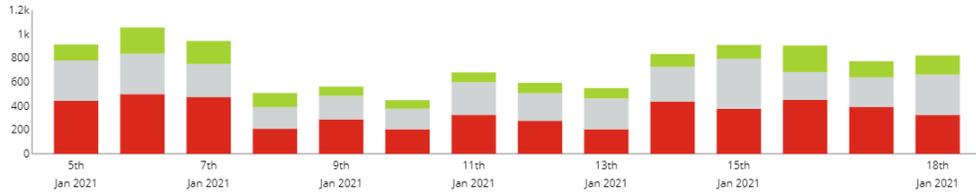
NZPOL DECISIONS



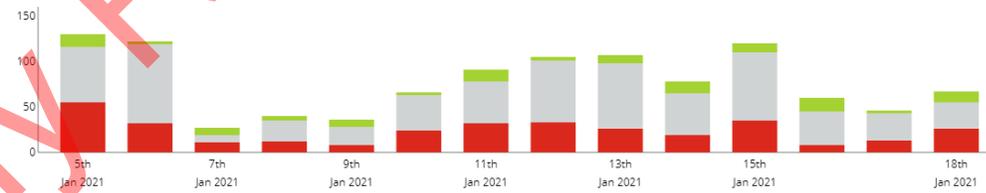
BUSINESS & CONSUMERS



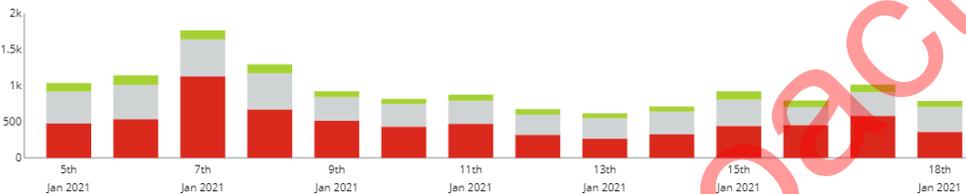
ECONOMY



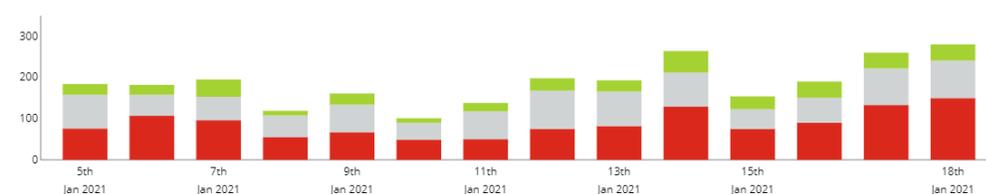
CONTACT TRACING



ENFORCEMENT

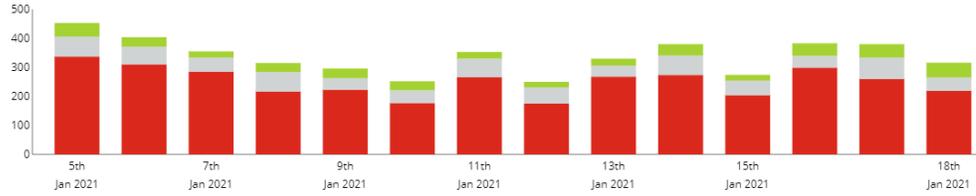


ENVIRONMENTAL ISSUES

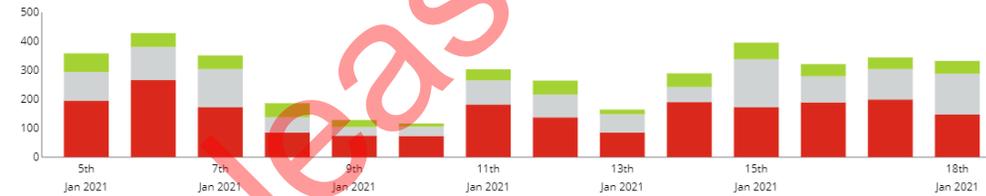


Categories with typically low volume excluded as sentiment skews.

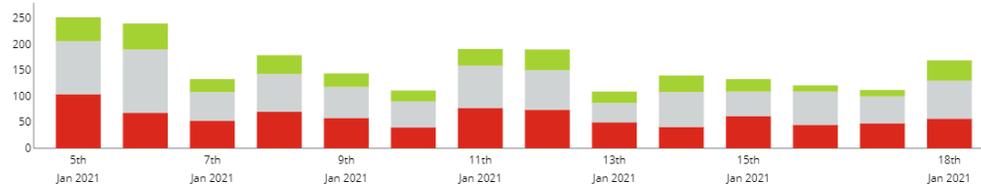
MENTAL HEALTH



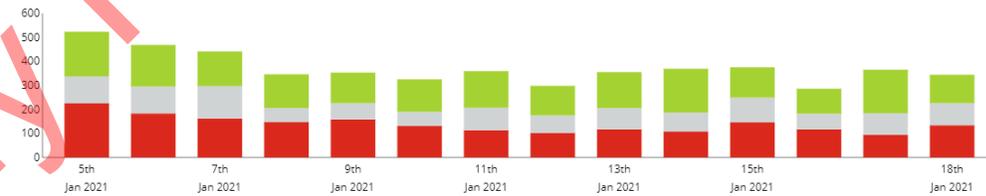
FINANCIAL STABILITY



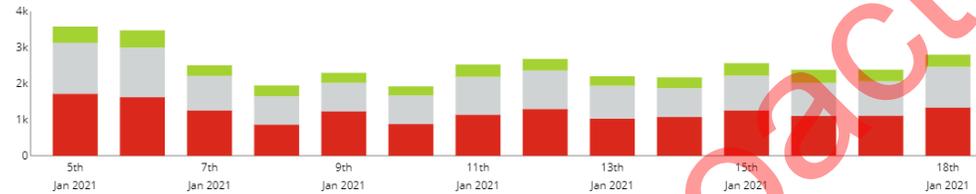
TIMEFRAME



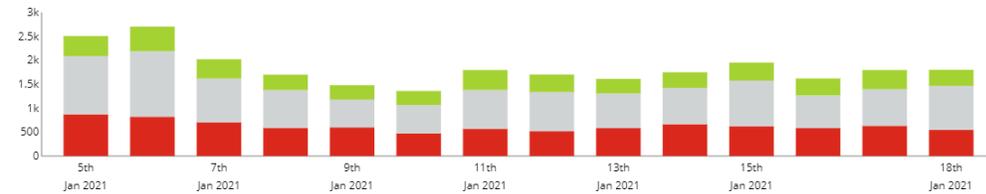
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

Conversation analysis January 5 - 18:

Conversation about the COVID-19 vaccine was mostly neutral during this time period, with a lot of international news shared on New Zealand channels, particularly about the United States and the Trump administration's response.

There is a high volume of conversation in the 'Conspiracy and misinformation' segment (26.4%) while the 'Vax sceptics' and 'Rushed development' segments are comparatively low at 5.1% and 3.3% respectively.

Conversation in the 'Vaxx sceptics' and 'Rushed Development' segments is motivated by concerns about safety and testing.

Note: Analysts have created segments to further understand conversation about the COVID-19 vaccine in New Zealand. This analysis uses a different segmentation process to the key word categories used in the rest of the report.

While conversation is mainly neutral, the misinformation/conspiracy segment is becoming more prominent.

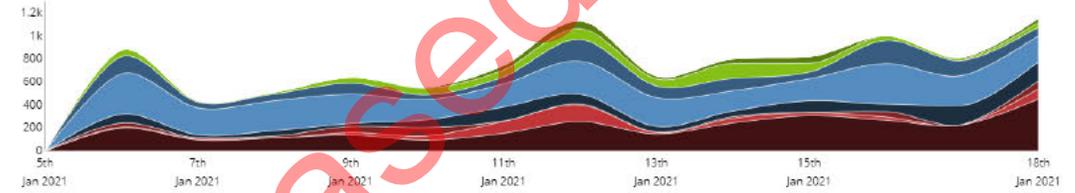
The largest segment measured is 'Vaxx development and approval news' (31.8%) which includes international vaccine news and politics shared on NZ channels. This has dropped 6% from the previous fortnight (December 22 – January 4).

In the 'Rushed development' segment (3.3%) people are concerned about the speed of the roll out while in 'Vaxx sceptics' (5.1%) some people who are not necessarily anti-vaxx are concerned about the safety of the vaccine or would prefer not to take it. Both these segments have doubled from the previous fortnight.

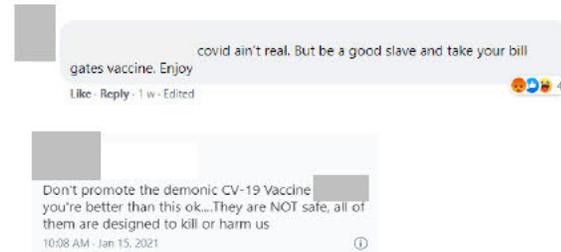
In the 'Vaxx advocates' segment (7%), people are expressing concern about/calling out anti-vaxxers and sharing their personal reasons for taking the vaccine.

In the 'back to normal' segment (2.9%), there are examples of people are calling for vaccine roll out to start as soon as possible. These two segments also doubled from the previous fortnight.

Segments of conversation , January 5 - 18



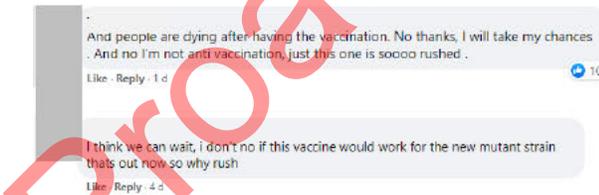
Conspiracy and misinformation



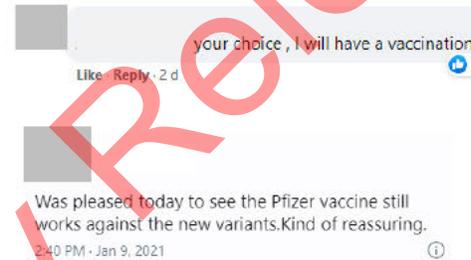
Vaxx sceptics



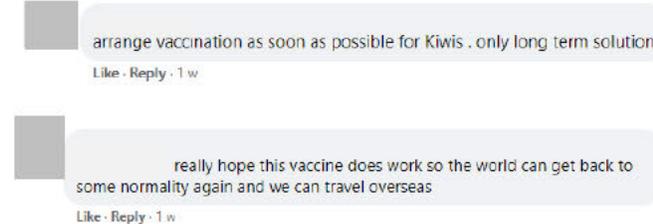
Rushed development



Vaxx advocate



Back to normal



Segments of conversation, January 5 - 18

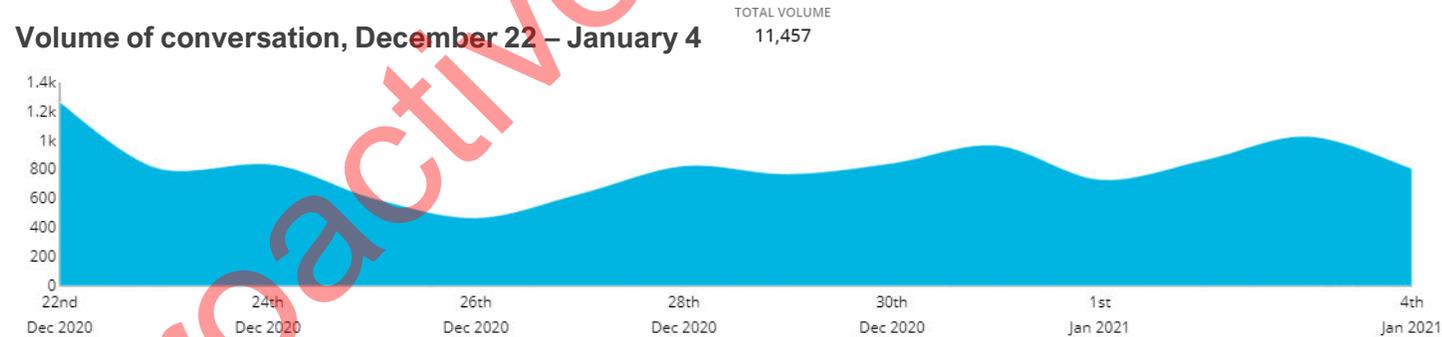
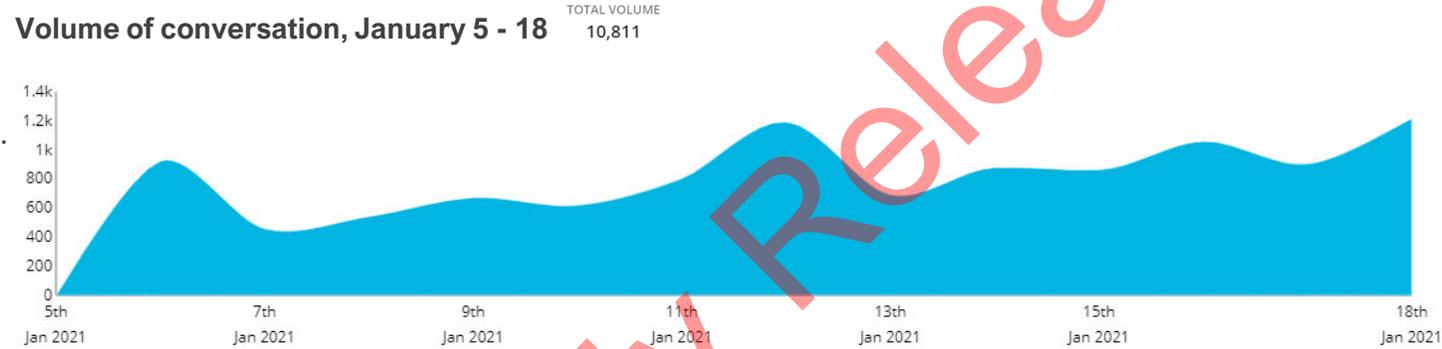


| | |
|------------------------------------|-------|
| Neutral | 55.2% |
| Vaxx development and approval news | 31.8% |
| Politics | 13.0% |
| Roll out & planning discussion | 10.3% |
| Negative | 34.8% |
| Conspiracy & misinformation | 26.4% |
| Vaxx sceptics | 5.1% |
| Rushed development | 3.3% |
| Positive | 10.0% |
| Vaxx advocate | 7.0% |
| Back to normal | 2.9% |

COVID-19 vaccine - volume of conversation

The total volume of conversation about vaccines has remained stable from the previous two weeks. The conversation looks to be on a slow upwards trajectory.

Please note data is not available for January 5.



Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis January 19 - 25, 2021 New Zealand

Proactively Released

Weekly Update Summary: January 19 - 25

FAQs:

People have questions about the details of the Northland case. New Zealanders are asking about the functionality of the NZ COVID app, in particular Bluetooth. There are questions about testing, both from those in New Zealand and from those wanting to return. People are seeking clarification about travel to and from New Zealand.

Engagement with news stories:

New Zealanders were highly interested in articles about the Northland community case including the strain of the virus and the locations the woman visited.

Conversation analysis:

Following the announcement of a community case in Northland, there were New Zealanders expressing anger and disgust (46% in measured conversation). This is both directed at the government with calls to close the borders and at the new case/returnees.

Analysts noted there was a high level of joy coming through which were expressions of gratitude towards the government's response and the case's use of the COVID-19 Tracer app.

Using the UAC page as a measure of volume of conversation, it peaked on January 24 and has steadily dropped since.

What's in this report:

- 1. FAQs**
Identifying frequently asked questions and conversation from users on Ministry of Health's owned pages.
- 2. Engagement with News Stories**
Understanding what matters to New Zealanders by exploring engagement with news stories about COVID-19.
- 3. Measuring Categories of Conversation**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion.
- 4. Social Listening**
Exploring conversation about the Northland community case.

FAQs

January 19 - 25, 2021

CASES (19%)

- When will we know if the case is a new strain?
- Where are they posting all the locations she had visited?
- What strain is the UK one?
- Why is she allowed to self isolate? I thought all positive cases had to go into quarantine/managed isolation

NZ COVID TRACER APP (15%)

- If I have Bluetooth on is that as good as signing in?
- When we sign into a place using the QR code should we also scan on the way out?
- How do I turn on the Bluetooth settings?
- I factory reset my phone and reinstalled the app and there is zero history. Does that mean all my tracing is lost?

TESTING (15%)

- What percentage of tests are new arrivals vs border workers vs community tests?
- Am wondering what is the time frame is for pre-departure tests?
- If I have been to a location where the new Covid case has been but two days after do I need to be tested?

TRAVEL (10%)

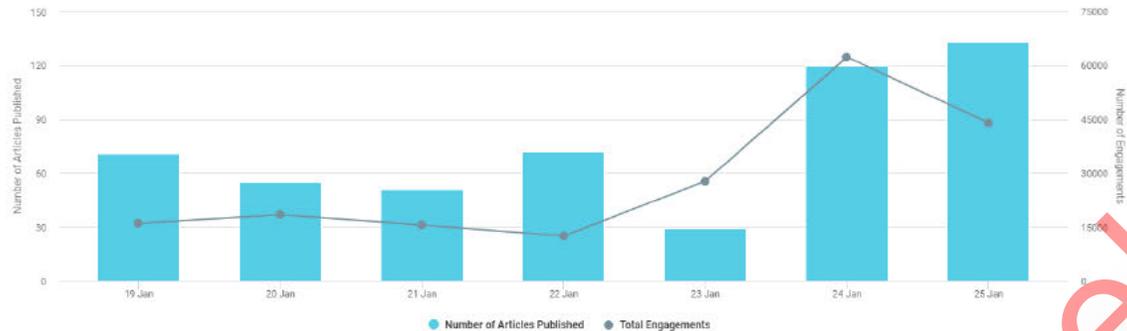
- What about travel to New Zealand once you are vaccinated?
- Do you have any indication of what stage the proposed border bubble with Australia is at?
- I saw that the preventive action to keep Cook Island travelers away from other international travelers is to have 90min between flights. Are these areas being thoroughly cleaned between flights?

SUMMARY: People have questions about the details of the Northland case. New Zealanders are asking about the functionality of the NZ COVID app, in particular Bluetooth. There are questions about testing, both in New Zealand and for those wanting to return. People are seeking clarification about travel to and from New Zealand.

What are people reading, engaging with and sharing on social media?

Analysis is based on the top 100 stories that received highest engagement (likes, comments, shares & reactions on Facebook, Twitter, Pinterest & Reddit in NZ). Content is categorised into themes. This measurement reflects New Zealanders' awareness and interest in a topic.

CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE)
January 19 - 25.



| Date range | Articles analysed | Total engagement | Average engagements |
|-----------------|-------------------|------------------|---------------------|
| January 19 - 25 | 531 | 196,400 | 369 |
| January 12 - 18 | 418 | 153,848 | 368 |
| January 5 - 11 | 372 | 150,481 | 404 |
| December 29 - 4 | 352 | 113,345 | 322 |

TOP CATEGORIES OF INTEREST

CASES

COVID-19: Probable community case reported in Northland, eight new cases in managed isolation

By Lana Andelane Journalist Jan 23, 2021
newshub.co.nz

Facebook 12K Twitter 28 Pinterest 1 Reddit 0

TRAVEL

Covid-19: Air New Zealand's first quarantine-free Cook Islands flight due in Auckland Airport today - NZ Herald

By grant bradley Journalist Jan 20, 2021
nzherald.co.nz

Facebook 4.9K Twitter 9 Pinterest 0 Reddit 0

VACCINE

COVID-19: Māori to be prioritised for vaccination

By Rnz Jan 21, 2021
newshub.co.nz

Facebook 3K Twitter 2 Pinterest 0 Reddit 0

SUMMARY:

New Zealanders were highly interested in articles about the Northland community case including the strain of the virus and the locations the woman visited.

There was interest in stories about travel and the vaccine.

TOTAL ENGAGEMENT PER CATEGORY:

- Cases: 90,429
- Travel: 19,515
- Vaccine: 17,477
- International: 13,846
- MIQ: 3,749
- Way of life: 3,407
- Virus: 3,046
- #NZPOL: 2,977
- Alert Levels: 1,324
- Misinformation/ conspiracy: 905

Conversation on UAC19 Facebook page January 19 - 25

CATEGORIES OVERTIME

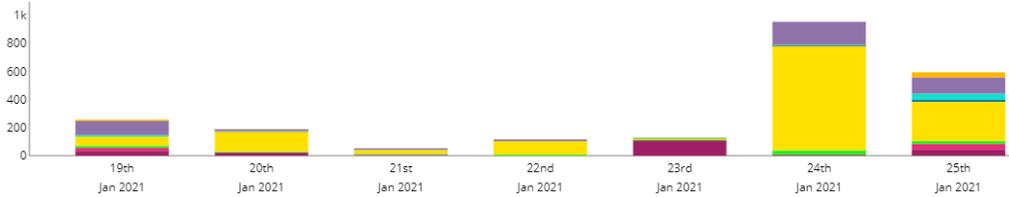
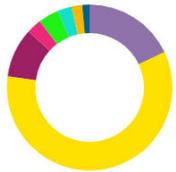


CHART: TOTALS



| | | | |
|-------------------|-------|------------------|------|
| Households | 18.0% | Safety | 4.0% |
| Medical / testing | 59.2% | Personal finance | 2.7% |
| Leisure | 9.6% | Health | 2.1% |
| Autonomy | 2.9% | Business support | 1.4% |

| Time | Total vol. on page | Average posts per day | Highest vol. |
|-------------------------|--------------------|-----------------------|--------------|
| Date range: Jan 19 - 25 | 2,511 | 358 | Jan 24 |

| Average vol. on page | Total vol. on page | Average posts on page per day | Highest vol. on page |
|--------------------------|--------------------|-------------------------------|----------------------|
| L4 (March 25 – April 28) | 31,658 | 904 | March 25 |
| L3 (April 29 – May 14) | 11,162 | 697 | May 11 |
| L2 (May 15 – June 10) | 9,427 | 349 | Jun 8 |

Safety

This conversation indicates a call for safety for the nation, and a need to maintain vigilance.

Dobbing, complying, concern, #stayhomeNZ, asking for guidelines on social distancing and operating safely.

Health

This conversation expresses a need for more support around general health and individuals' wellbeing. Mental health, mentions of abuse, violence, concern about suicide.

Households

This category expresses the needs of New Zealanders to maintain a happy and healthy household and home. Includes custody queries, heating and appliance queries, caring for people in your household.

Medical / testing (overlap with Safety)

This conversation is a subcategory of 'Safety' but expresses calls for specific guidance and information. Queries and seeking guidance about testing, symptoms and cures.

Leisure (overlap with Autonomy)

New Zealanders' are expressing their need for leisure activities. Seeking guidance on leisure activities including surfing, fishing, boating and more recently team sports.

Personal finance

This conversation consists of concerns about financial needs. Commentary and questions around individual's financial stability. Wage subsidy guidance.

Business support

This category is a more general conversation about the economy and business-owners expressing a need for more governmental support. Talk about the economy, and support for businesses.

Autonomy

This conversation illustrates New Zealanders' need for freedom and autonomy. Restrictions on way of life. Travel and border restrictions. Questions and comments about what is permissible at different Alert Levels and what the timeframe for shifts might be.

Category Definitions

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

SOCIAL CONVERSATION CATEGORIES 19 - 25 JAN



Financial stability

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

Timeframe

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

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.

Way of life

The impact COVID-19 has had on New Zealanders' everyday life, including remote working and schools, socialising, and changes that people have made to adapt to life in the pandemic.

Team of five million / Unite against virus

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

Domestic violence

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

Enforcement

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

Business & consumers

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

#NZPOL Decisions

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

Virus

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

Contact tracing

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

Economy

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

Environmental issues

How are we talking about environmental issues including pollution, sustainability/waste and water preservation during this time.

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

Category breakdown: Total weekly volume & percentage change in public, social conversation

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

Total volume of conversation:

Jan 19 – 25: 386,038

Jan 12 – 18: 264,200

Jan 5 – 11: 308,798

Total conversation: Week ending Mon Jan 25

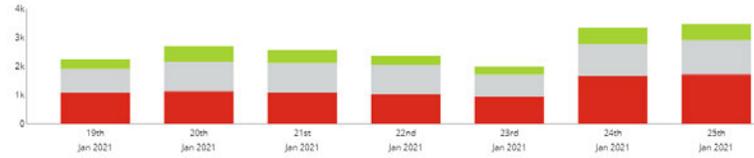
Largest segment: **Virus 24%**

| Week ending | Financial Stability | | Timeframe | | Mental Health | | Way of Life | | Team of 5 M | | #NZPOL Decisions | | Virus | |
|-------------|---------------------|------|-----------|-------|---------------|-------|-------------|-------|-------------|-------|------------------|-------|--------|--------|
| Jan 25 | 2,697 | 2.8% | 1,552 | 1.64% | 2,538 | 2.69% | 15,615 | 16.5% | 3,160 | 3.35% | 18,672 | 19.8% | 23,585 | 24.04% |
| Jan 18 | 2,120 | 2.9% | 984 | 1.3% | 2,322 | 3.1% | 12,241 | 16.7% | 2,402 | 3.2% | 13,383 | 18.3% | 17,177 | 23.5% |
| Jan 11 | 1,879 | 2.3% | 1,261 | 1.5% | 2,437 | 2.9% | 13,572 | 16.6% | 2,823 | 3.4% | 15,790 | 19.3% | 18,243 | 22.4% |

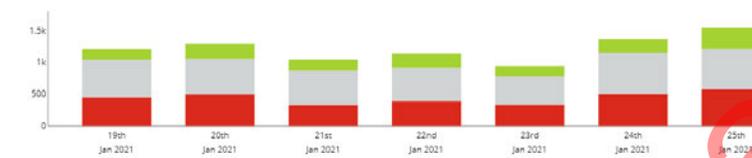
| Week ending | Contact Tracing | | Economy | | Environmental Issues | | Domestic violence | | Enforcement | | Business & consumers | |
|-------------|-----------------|-------|---------|------|----------------------|-------|-------------------|-------|-------------|------|----------------------|------|
| Jan 25 | 1,263 | 1.34% | 6,960 | 7.4% | 1,670 | 1.77% | 1,499 | 1.77% | 6,409 | 6.8% | 8,555 | 9.1% |
| Jan 18 | 591 | 0.8% | 5,396 | 7.4% | 1,549 | 2.1% | 2,242 | 3% | 5,524 | 7.5% | 6,956 | 9.5% |
| Jan 11 | 522 | 0.6% | 5,121 | 6.2% | 1,090 | 1.3% | 3,550 | 4.3% | 7,858 | 9.6% | 7,295 | 8.9% |

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

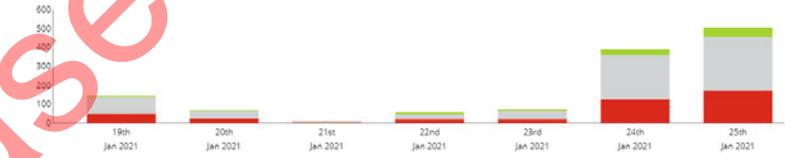
#NZPOL DECISIONS



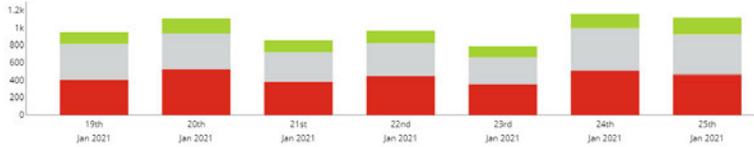
BUSINESS & CONSUMERS



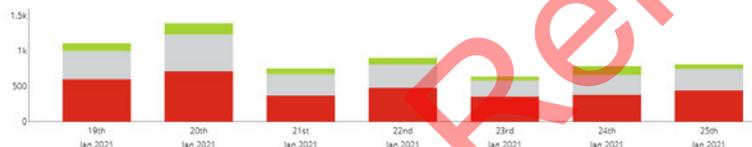
CONTACT TRACING



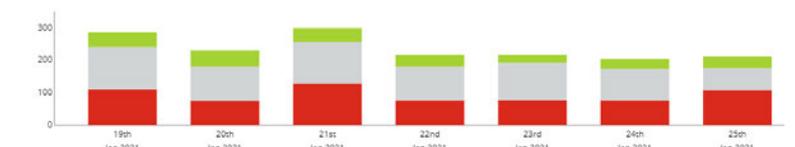
ECONOMY



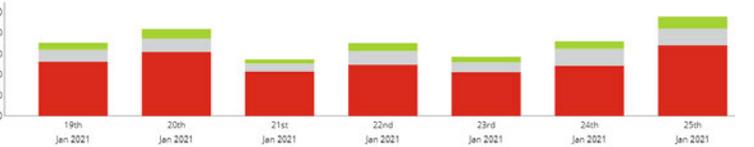
ENFORCEMENT



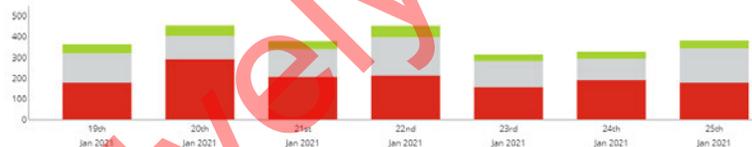
ENVIRONMENTAL ISSUES



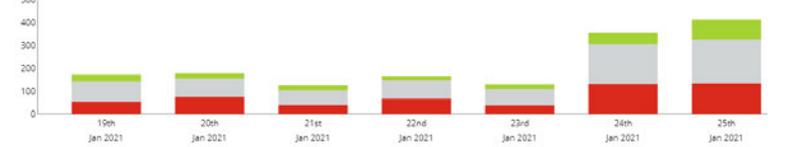
MENTAL HEALTH



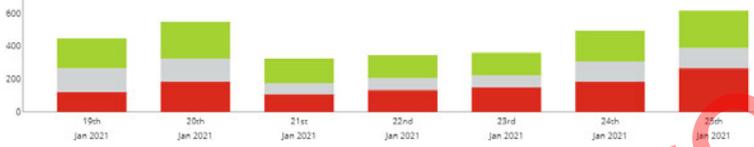
FINANCIAL STABILITY



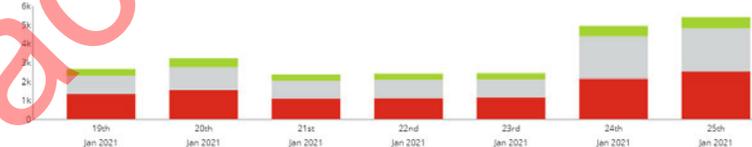
TIMEFRAME



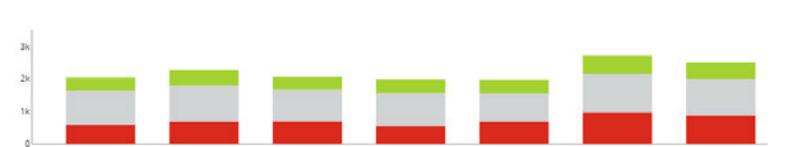
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

Please note variations in scale. Refer to pages 7 & 8 for category volumes.

Conversation analysis January 24 – 25.

Analysts looked into conversation surrounding the Northland community case.

Following the announcement of the new case on January 24, some New Zealanders are expressing anger and frustration with calls for the Prime Minister/government to shut the borders to stop future community transmission.

There is also anger and disgust expressed towards the positive case and towards returning New Zealanders in general. There appears to be a lack of empathy for returning New Zealanders with some expressing the belief that it is the fault of returnees that COVID-19 is in/will get into the community and concern that all the hard work of lockdown will be compromised.

Looking into the joy emotion, analysts found people expressing gratitude for the PM Ardern/government's response to the new community case. Some people are expressing how thankful they are that the case used the NZ COVID Tracer app as she moved around Northland.

New Zealanders are expressing anger and frustration about the new community case. However, there is gratitude for the government's response and the woman's use of the app.

On January 24, it was announced that there was a community case of COVID-19 in Northland. This was the first community case in the country since November 2020.

Some people are expressing anger and frustration and are calling on the government to close the borders.

There are people expressing anger and disgust towards the new case as well as returning New Zealanders for bringing the virus into the country.

People are expressing sadness at the thought of potentially a lockdown if things and that COVID is back in the community.

The joy expressed includes people expressing gratitude for the PM's/government's response to the new community case. People are also thankful the woman used her NZ COVID app to track where she had visited.

There was very little conversation about roadblocks during this time period.

New Zealanders calling on government to close the borders

This country cant afford another lock down Close the borders
Like · Reply · 2 d · 9

Shut the bloody borders grrr we are only a little country
Like · Reply · 1 d · 17

Is it going to take half of nz getting infected before we shut up? Had a year to get home now! Shut up and protect our people!
Like · Reply · 19 h · 5

People expressing anger/disgust towards the woman/returning Kiwis

Why the hell was this woman travelling round the world in the midst of a pandemic?!?! No surprises this happened....
Like · Reply · 1 d · 65

And are you proud of yourself for the work you're doing to help bring this virus into a country that 5 million people worked so hard to stamp it out of? Disgusting.
Like · Reply · 1 d · 1

Small amount of people sharing misinformation/conspiracy theories

Exactly that covid scare, to scare the stupid ones into scanning there phones an taking a vaccine
Like · Reply · 1 d · 4

It's all a part of the plan to have another lock down
Like · Reply · 1 d · 21

Discussion about NZ COVID Tracer app usage/importance

there's not going to be a major issue if everyone has been using the COVID tracer app.
Like · Reply · 1 d · 66

I so hear you... I've been out & about today scanning away ... I've not seen one person do it...
Like · Reply · 1 d · 2

Better hope folk have been scanning...
Like · Reply · 1 d · 1

RNZ News @rnz_news
Covid-19 alert: Health authorities investigating probable community transmission in Northland
rnz.co.nz/news/national/...
1:07 PM · Jan 24, 2021

Grateful for PM/government's response including those from overseas

Thank you Jacinda and team! We appreciate all your hard work keeping us safe!
Like · Reply · 1 d · 1

People of Newzealand are lucky to have u as their leader
Like · Reply · 1 d · 1

Kia ora Jacinda. So glad your on to it. Yes everyone need to do their part like we all do. I hope it would be a great safe year for all of us Keep safe.
Like · Reply · 1 d · 57

Thankful the case used her NZ COVID app

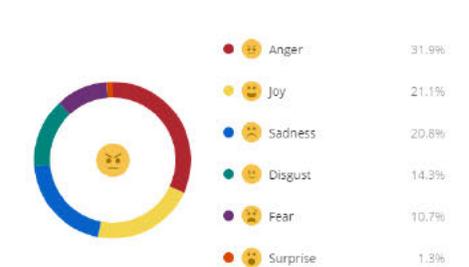
So pleased that the person did all the right things regarding protocol. I'd like to thank her for that. We all need to keep our good habits up too.
Like · Reply · 1 d · 165

People asking about or calling for a regional lockdown in Northland

Is northland going in to lockdown
Like · Reply · 1 d · 1

Regional lock down northland for 72 hrs till all facts are known. View it as a natural disaster like a flood etc.
Like · Reply · 1 d · Edited · 11

Emotions of conversation, January 24 - 25

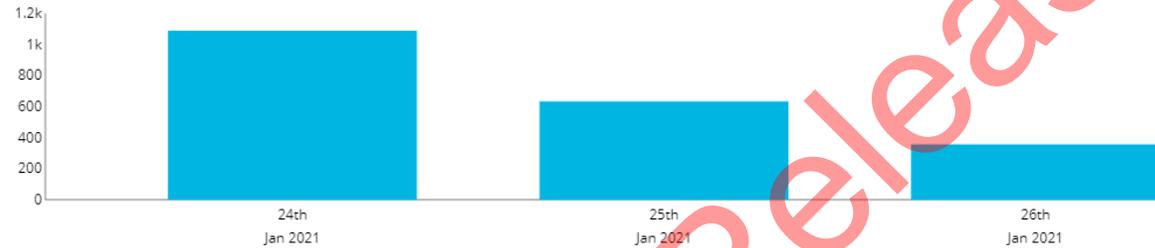


* Excludes the 38% of posts that do not contain emotion

Volume of conversation

Conversation on the UAC page peaked on January 24 due to the community case announcement and has steadily dropped. We have added in January 26 to show this decline.

The average volume of daily posts during this time period (January 24 – 26) was 692. This is just below the Alert Level 3 average of 697 as can be seen on page 6.



Volume of conversation on the UAC page, Jan 24 - 26

Proactively Released

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis January 26 – February 1, 2021 New Zealand

Proactively Released

Weekly Update Summary:

FAQs:

People have questions about the recent community cases, including the locations they visited. New Zealanders are asking about the functionality of the NZ COVID Tracer app and businesses needing to display QR codes. There are questions about testing and wait times. People are asking about MIQ processes and locations.

Engagement with news stories:

New Zealanders were highly interested in articles about the recent community cases and international updates.

Conversation analysis:

The volume of conversation about the COVID19 vaccine is high overall but fluctuates due to being driven in part by news articles.

The sentiment of the conversation is charged with a spectrum of views expressed and resulting debate and discussion between pro and anti camps.

What's in this report:

- 1. FAQs**
Identifying frequently asked questions and conversation from users on Ministry of Health's owned pages.
- 2. Engagement with News Stories**
Understanding what matters to New Zealanders by exploring engagement with news stories about COVID-19.
- 3. Measuring Categories of Conversation**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion.
- 4. Social Listening**
Exploring conversation about vaccines.

FAQs

January 26 – February 1, 2021

CASES (23%)

- Was there any information whether the father/daughter cases were believed to be at the beginning or later (historic) stages of infection?
- How come Countdown Orewa was closed yesterday due to COVID-19? It is not on the list.
- Has it been confirmed how the Northland person got it?
- Which Farmers at Albany? The one in the mall or at the Megacentre?

NZ COVID TRACER APP (16%)

- Is it possible to know the percentage of users who have Bluetooth on?
- Will you make an app that works on Huawei?
- How do we report businesses that are not displaying QR codes?
- Bluetooth wasn't working so I deleted and reinstalled the app. Unfortunately, I have now lost all of my data. Is there a way of getting it back?

TESTING (14%)

- With long queues at testing stations would it be possible to create an online registration for people to fill out while waiting?
- All members of my household received results back (neg) seven hours ago. I'm still waiting for mine despite us all being tested at same time – is this common?
- Should we get tested if we were at same location as 2 new cases on same day or just during the specified times?

MANAGED ISOLATION (12%)

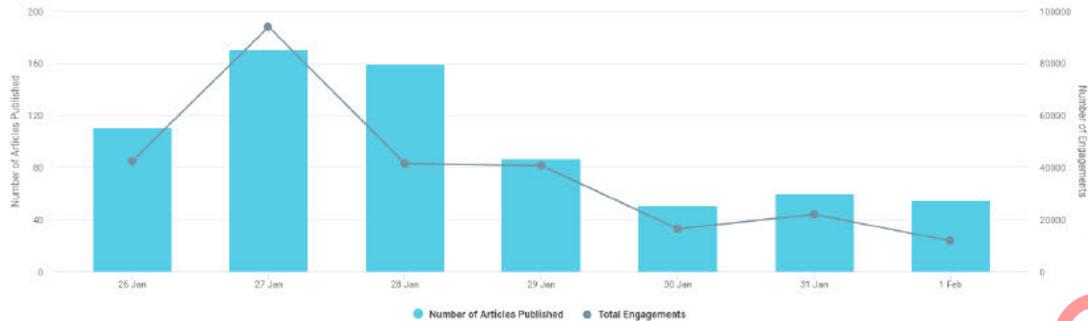
- Is there any formal advice regarding people leaving MIQ and going directly into the community/workplace?
- Why did 12 people fly straight out of NZ after leaving managed isolation?
- Are there plans to create another MIQ facility to replace rooms lost at The Pullman?
- Where can we find a list of hotels that are or have been used for managed isolation/quarantine?

SUMMARY: People have questions about details of the recent community cases, including the locations they visited. New Zealanders are asking about the functionality of the NZ COVID app and businesses displaying QR codes. There are questions about testing and wait times. People are asking about MIQ processes and locations.

What are people reading, engaging with and sharing on social media?

Analysis is based on the top 100 stories that received highest engagement (likes, comments, shares & reactions on Facebook, Twitter, Pinterest & Reddit in NZ). Content is categorised into themes. This measurement reflects New Zealanders' awareness and interest in a topic.

CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE)
January 26 – February 1.



| Date range | Articles analysed | Total engagement | Average engagements |
|-------------------------|-------------------|------------------|---------------------|
| January 26 – February 1 | 694 | 268,660 | 387 |
| January 19 - 25 | 531 | 196,400 | 369 |
| January 12 - 18 | 418 | 153,848 | 368 |
| January 5 - 11 | 372 | 150,481 | 404 |

TOP CATEGORIES OF INTEREST

CASES

Covid 19 **coronavirus**: Close contacts of community case test negative - NZ Herald

By [Amelia Wade](#) Journalist Jan 27, 2021
[nzherald.co.nz](#)

Facebook 5.2K Twitter 11 Pinterest 2 Reddit 122

INTERNATIONAL

Covid 19 **coronavirus**: China starts using anal swabs to test 'high risk' people for virus - NZ Herald

By [nzherald](#) Journalist Jan 27, 2021
[nzherald.co.nz](#)

Facebook 20.8K Twitter 7 Pinterest 1 Reddit 0

MANAGED ISOLATION/QUARANTINE

Covid 19 **coronavirus**: MIQ staffer sacked after bedroom encounter with returnee - NZ Herald

By [nzherald](#) Journalist Jan 29, 2021
[nzherald.co.nz](#)

Facebook 7.6K Twitter 18 Pinterest 1 Reddit 0

SUMMARY:

New Zealanders were highly interested in news about community cases and international articles.

Overall, the average engagement rate increased by 18 engagements.

TOTAL ENGAGEMENT PER CATEGORY:

- Cases: 49,824
- International: 49,307
- MIQ: 38,983
- #NZPOL: 26,845
- Enforcement: 15,768
- Way of life: 6,983
- Contact tracing: 6,297
- Economy: 3,694
- Vaccine: 3,376
- Travel: 2,844
- Alert levels: 1,396
- Misinformation: 1,080

Conversation on UAC19 Facebook page January 26 – February 1

CATEGORIES OVERTIME

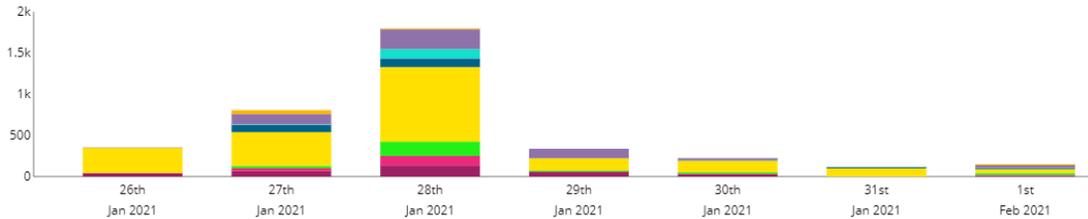


CHART: TOTALS



| | | | |
|-------------------|-------|------------------|------|
| Medical / testing | 54.4% | Business support | 5.8% |
| Leisure | 9.1% | Autonomy | 4.4% |
| Households | 14.5% | Health | 1.8% |
| Safety | 6.7% | Personal finance | 3.4% |

| Time | Total vol. on page | Average posts per day | Highest vol. |
|----------------------------|--------------------|-----------------------|--------------|
| Date range: Jan 26 – Feb 1 | 3,991 | 570 | Jan 28 |

| Average vol. on page | Total vol. on page | Average posts on page per day | Highest vol. on page |
|--------------------------|--------------------|-------------------------------|----------------------|
| L4 (March 25 – April 28) | 31,658 | 904 | March 25 |
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| L2 (May 15 – June 10) | 9,427 | 349 | Jun 8 |

Safety

This conversation indicates a call for safety for the nation, and a need to maintain vigilance.

Dobbing, complying, concern, #stayhomeNZ, asking for guidelines on social distancing and operating safely.

Health

This conversation expresses a need for more support around general health and individuals' wellbeing. Mental health, mentions of abuse, violence, concern about suicide.

Households

This category expresses the needs of New Zealanders to maintain a happy and healthy household and home. Includes custody queries, heating and appliance queries, caring for people in your household.

Medical / testing (overlap with Safety)

This conversation is a subcategory of 'Safety' but expresses calls for specific guidance and information. Queries and seeking guidance about testing, symptoms and cures.

Leisure (overlap with Autonomy)

New Zealanders' are expressing their need for leisure activities. Seeking guidance on leisure activities including surfing, fishing, boating and more recently team sports.

Personal finance

This conversation consists of concerns about financial needs. Commentary and questions around individual's financial stability. Wage subsidy guidance.

Business support

This category is a more general conversation about the economy and business-owners expressing a need for more governmental support. Talk about the economy, and support for businesses.

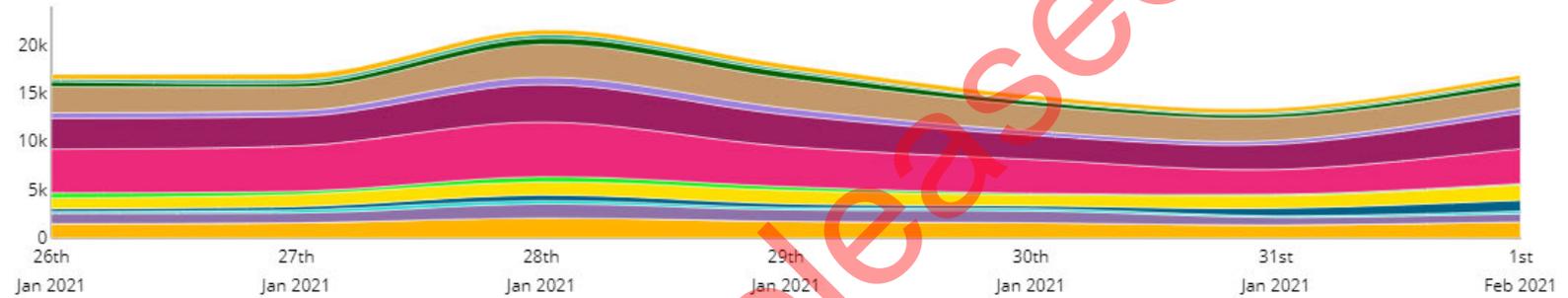
Autonomy

This conversation illustrates New Zealanders' need for freedom and autonomy. Restrictions on way of life. Travel and border restrictions. Questions and comments about what is permissible at different Alert Levels and what the timeframe for shifts might be.

Category Definitions

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

SOCIAL CONVERSATION CATEGORIES JAN 26 _ FEB 1



Financial stability

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

Timeframe

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

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.

Way of life

The impact COVID-19 has had on New Zealanders' everyday life, including remote working and schools, socialising, and changes that people have made to adapt to life in the pandemic.

Team of five million / Unite against virus

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

Domestic violence

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

Enforcement

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

Business & consumers

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

#NZPOL Decisions

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

Virus

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

Contact tracing

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

Economy

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

Environmental issues

How are we talking about environmental issues including pollution, sustainability/waste and water preservation during this time.

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

Category breakdown: Total weekly volume & percentage change in public, social conversation

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

Total volume of conversation:

Jan 26 – Feb 1: 352,600

Jan 19 – 25: 413,220

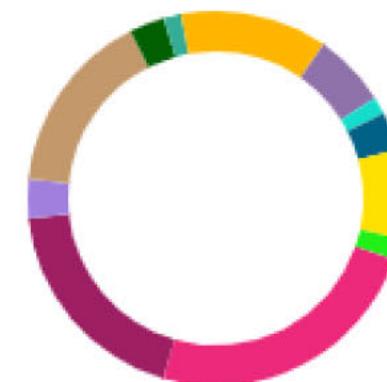
Jan 12 – 18: 371,204

Total conversation: Week ending Mon Feb 1

Largest segment: **Virus 24.2%**

| Week ending | Financial Stability | | Timeframe | | Mental Health | | Way of Life | | Team of 5 M | | #NZPOL Decisions | | Virus | |
|-------------|---------------------|-------|-----------|-------|---------------|-------|-------------|-------|-------------|-------|------------------|-------|--------|--------|
| | Volume | % | Volume | % | Volume | % | Volume | % | Volume | % | Volume | % | Volume | % |
| Feb 1 | 3,057 | 2.96% | 1,718 | 1.5% | 3,059 | 3.04% | 17,025 | 15.8% | 3,789 | 3.39% | 22,800 | 18.7% | 27,299 | 24.2% |
| Jan 25 | 2,697 | 2.8% | 1,552 | 1.64% | 2,538 | 2.69% | 15,615 | 16.5% | 3,160 | 3.35% | 18,672 | 19.8% | 23,585 | 24.04% |
| Jan 18 | 2,120 | 2.9% | 984 | 1.3% | 2,322 | 3.1% | 12,241 | 16.7% | 2,402 | 3.2% | 13,383 | 18.3% | 17,177 | 23.5% |

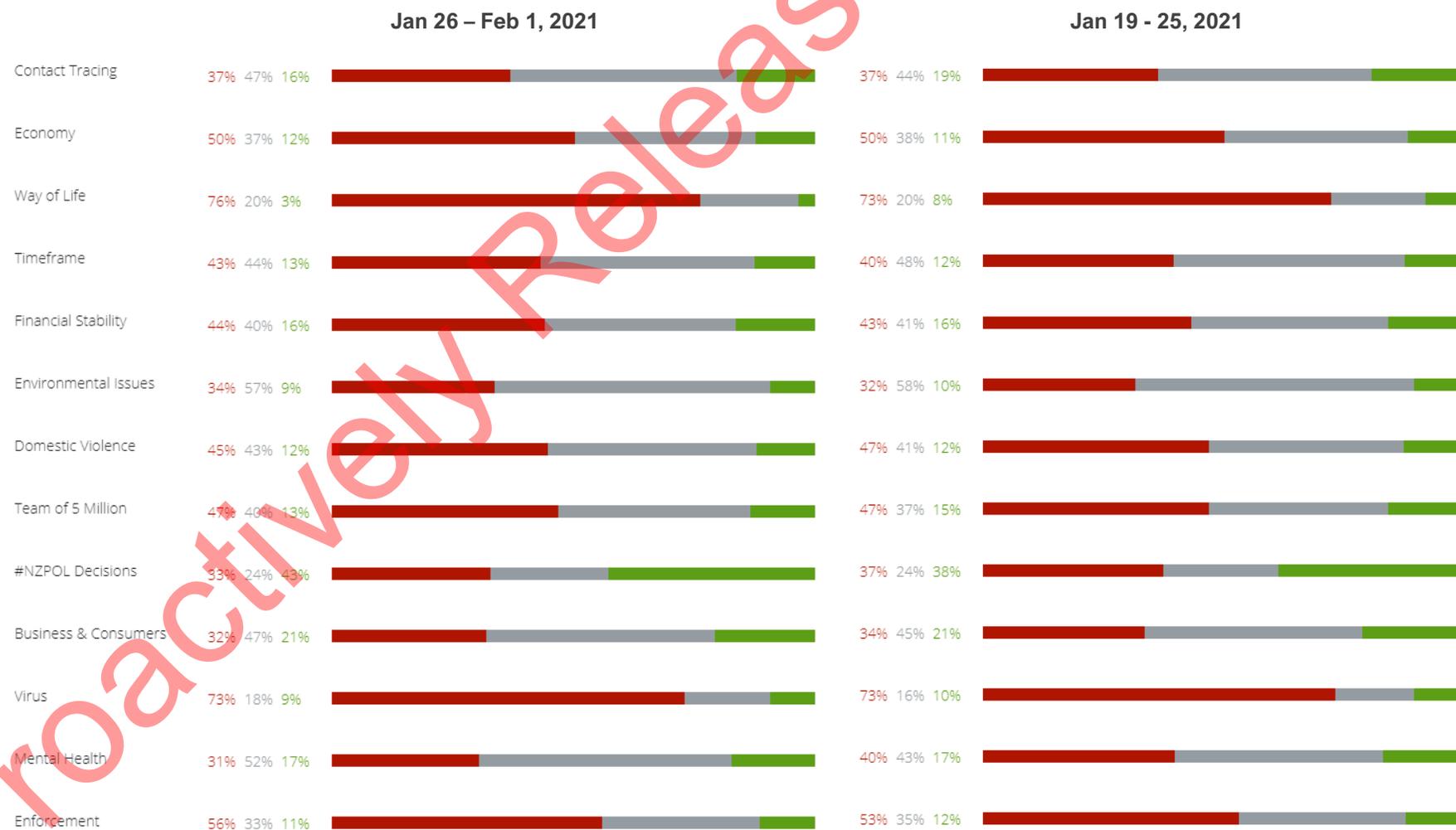
| Week ending | Contact Tracing | | Economy | | Environmental Issues | | Domestic violence | | Enforcement | | Business & consumers | |
|-------------|-----------------|-------|---------|-------|----------------------|-------|-------------------|-------|-------------|-------|----------------------|-------|
| | Volume | % | Volume | % | Volume | % | Volume | % | Volume | % | Volume | % |
| Feb 1 | 2,066 | 1.83% | 8,400 | 7.69% | 3,774 | 3.26% | 1,437 | 1.45% | 7,132 | 6.41% | 10,329 | 9.66% |
| Jan 25 | 1,263 | 1.34% | 6,960 | 7.4% | 1,670 | 1.77% | 1,499 | 1.77% | 6,409 | 6.8% | 8,555 | 9.1% |
| Jan 18 | 591 | 0.8% | 5,396 | 7.4% | 1,549 | 2.1% | 2,242 | 3% | 5,524 | 7.5% | 6,956 | 9.5% |



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.

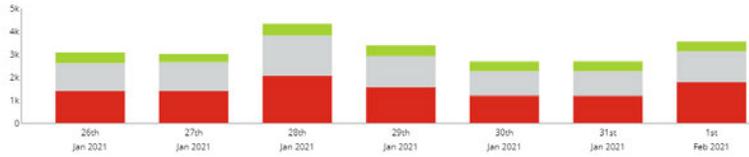
Net sentiment of each category per week.

'Way of life', 'Timeframe', 'Environmental Issues' and 'Enforcement' categories became more negative, while NZPOL, 'Business & Consumers' and 'Mental Health' became less negative. All other categories remained stable.

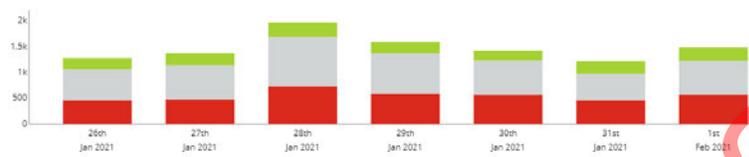


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

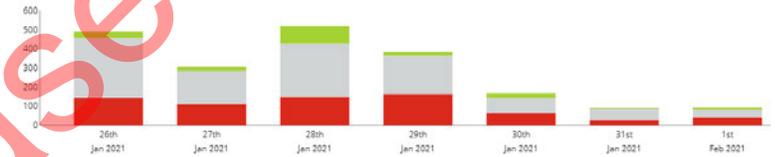
#NZPOL DECISIONS



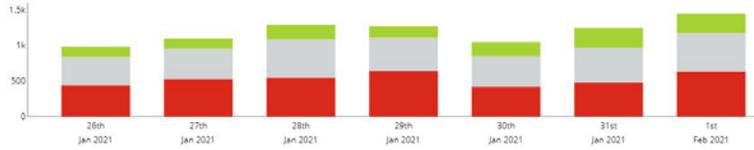
BUSINESS & CONSUMERS



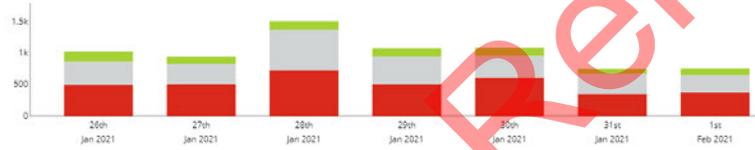
CONTACT TRACING



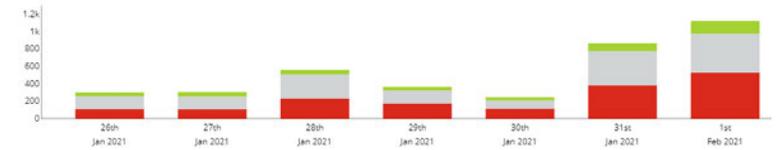
ECONOMY



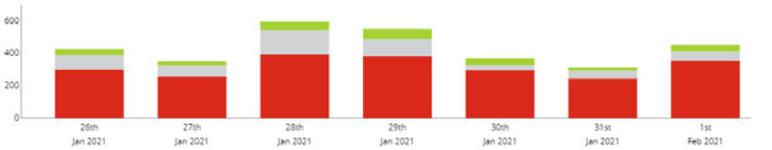
ENFORCEMENT



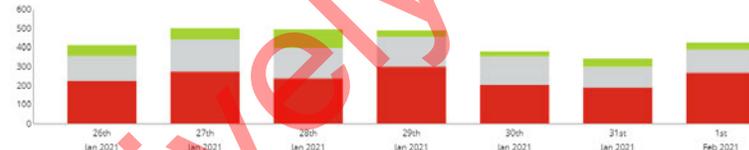
ENVIRONMENTAL ISSUES



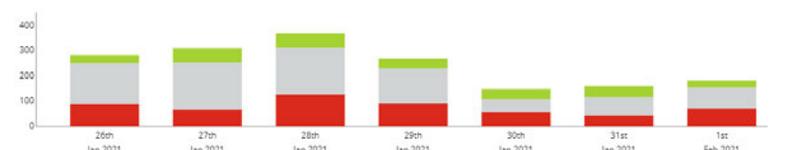
MENTAL HEALTH



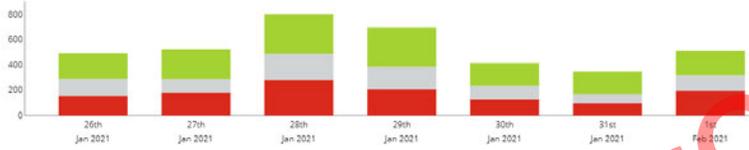
FINANCIAL STABILITY



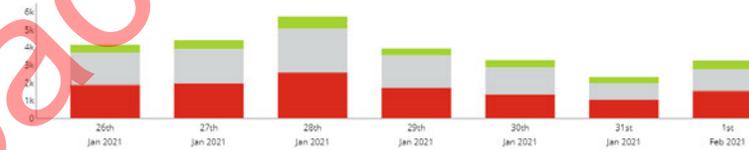
TIMEFRAME



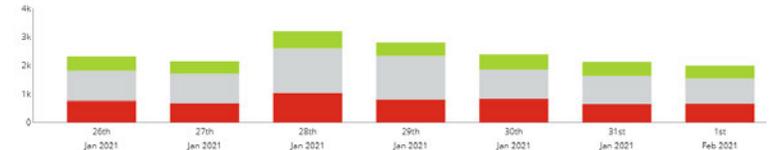
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

Please note variations in scale. Refer to pages 7 & 8 for category volumes.

Conversation analysis: Vaccine

The volume of conversation about the COVID19 vaccine is high overall but fluctuates due to being driven in part by news articles.

The sentiment of the conversation is charged with a spectrum of views expressed and resulting debate and discussion between pro and anti camps.

Some attitudes (established in previous reports) continue to be present during this time period. These include: Fears that the vaccine has been rushed and is dangerous, that COVID19 has a high survival rate and therefore a vaccine is a grater risk, and that a healthy person has no need to be vaccinated.

Attitudes toward New Zealand's timeframe for the vaccine roll out are also varied with some people stating the importance of ensuring the vaccine gets to the more effected countries before us, some are concerned we will miss a window to vaccinate when the virus is contained.

The volume of conversation about the COVID19 vaccine has fluctuated throughout the week and was largely driven by news stories.

The sentiment of the conversation is **49% negative**, reflecting often charged or frustrated discussion between those who see the vaccine as a risk and those who are attempting to address misinformation.

Neutral content of 38% tends to be people sharing links or information about vaccines. These are a blend of media stories and legitimate (scientific) information as well as misinformation, including some petitions – example below:

This petition is to say No to:

- ✗ Rushed, experimental COVID-19 vaccines.
- ✗ No jab, No job & No jab, No fly.
- ✗ Wasting NZ taxpayer money to pay All Blacks and Shorty Street celebs to convince me to take a rushed, experimental jab.

[OPEN PETITION TO SIGN](#)

Sign the petition & you'll also be kept up to date with our latest Voices For Freedom news.

Common themes in vaccine sceptics:

- “COVID has 99.97% survival rate” so a vaccine not necessary
- “I’m not antivaxx but I don’t trust this vaccine” sentiment because it has been rushed or is untested.
- How can a vaccine be effective against a virus that can mutate?

My kids & myself will not be having the vaccine, my kids & myself are not having anything that hasn't been tested properly or proven no way!

Like · Reply · 1 w

I'm no anti vax at all. But screw that supposed Corona vaccine. That's skipping all proper procedures. Since when do they make it compulsory to have any other shots to travel etc.. Two words you never want put together in a sentence are rushed & scienc... See more

Like · Reply · 1 w

Why, waste of time and money on a vaccine for a bug that has a 99.97% survival rate

Like · Reply · 2 d

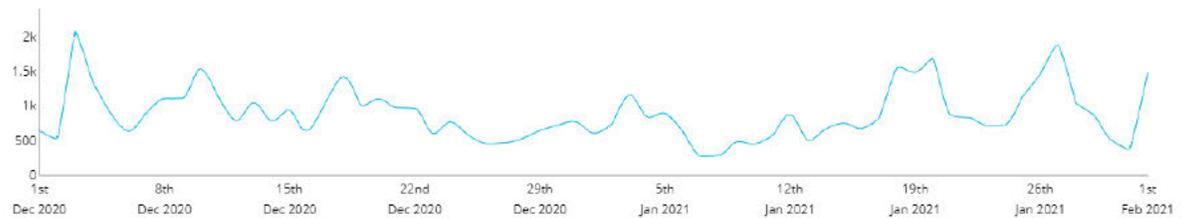
I'll not comment on isolation because it's all been said before and it's an ongoing fiasco that is typical of NZ Government departments. Instead I'll say let the vaccine be rate based if it must. Considering reports of vaccine deaths from overseas I'll be glad to be the back of the queue waiting for it to get better or to build a case to decline it if it's no good. If the Government declares a certain race at the head of the Guinea Pig line, so be it. After all, they know best, right?

NOTE: Further analysis is needed to understand the % of conversation that these attitudes represent during this time period.

Sentiment and volume of conversation about vaccination: Jan 26 – Feb 1, 2021.



Volume of conversation about vaccination previous 60 days.



Lack of understanding/consideration of herd immunity.

that's unfortunate. Well I'm healthy so I shouldn't be forced into taking a vaccine with risks of adverse reactions and nobody wanting to take responsibility for that if it happens

Like · Reply · 1 w

But people are still dying after taking the vaccines. On top of that, they are now saying there is no guarantee that any of the vaccines will stop you getting Covid again. SO where is the incentive to let someone inject a whole string of chemicals into your body. Those two vaccines are not "natural" products, nor even contain a live virus as I understood at first.

Furthermore, IF you have been vaccinated and believe it will keep you safe, why are you then so terrified of me or someone else getting covid because we didn't take the shot? Your apparent fear also does not inspire me to take the shot as you obviously don't believe it will keep you safe.

I say "better safe without it".

Like · Reply · 2 d

To vaccinate helps protect others.

Post on yahoo.com

You cannot get "the sickness it's self" from a vaccination. That is not how they work. Yes there are risks for some associated with any vaccination, but there is also the risk of being unvaccinated. You have to chose which risk you'd rather take, but they're about the same. You have much less risk with the vaccine than taking your chances with the virus, but getting vaccinated is the more responsible choice to make and helps protect others. This isn't just about you!

Some New Zealanders are discussing the timeframe of the roll out in NZ.

Covid is here for a long time and will inevitably get loose in NZ. The next logical step is to get the vaccine here as soon as possible BEFORE we get a spreading infection. Isolating NZ is a short term fix, not a permanent solution. We were promised the vaccine. Where is it?

Like · Reply · 1 w

Find it really hard to get angry with the slower vaccine rollout here, and that other countries where hundreds of people are dying of COVID-19 every day are being prioritised ahead of us.

1:38 PM · Jan 27, 2021

Some people are referencing a statement made by the govt in November that NZ will be "front of the queue" for the vaccine.

Any sheeple able to answer my question: what ever happened to nz vaccine front of the queue announcement? So far, 50 odd countries already begun and well into inoculating their more than 5 million population, we meantime are still to be allocated. So far, zero...Aye?

Like · Reply · 2 d

'front of the queue' ring a bell!!!!

Like · Reply · 1 w

Conversation about vaccination contains individuals making yes/no statements about their intention to vaccinate.

We need to be more positive. Vaccination has saved more lives than any other health intervention. Yes

Like · Reply · 1 w

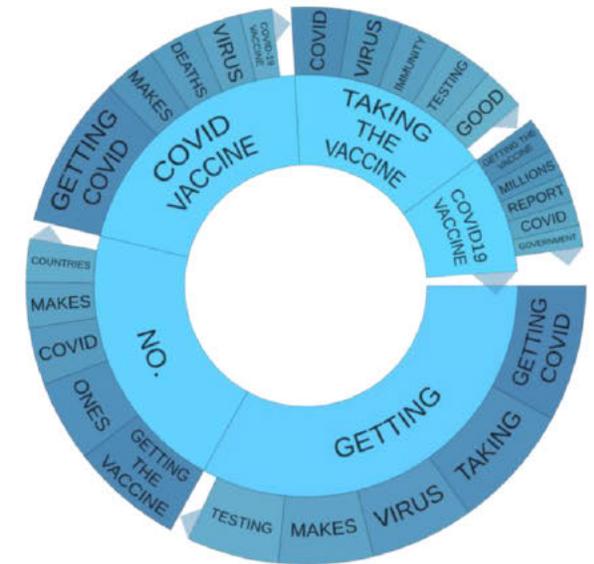
I don't actually need a vaccine thanks. If I catch it, odds are I'll survive it. And never catch it again. So that's a NO from me!

Like · Reply · 2 d

Nope im not nor will my daughter or hubby no way

Like · Reply · 1 w

Vaccine conversation topic explorer Jan 26 – Feb 1, 2021.



Thank you

Proactively Released

Contact

