



## **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**  
Wednesday September 22, 2021  
New Zealand

Proactively Released



# Update Summary:

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

Analysts explored the Business & Consumers category following Auckland moving to Alert Level 3. Some people are calling out businesses or customers who are not complying with Alert Level restrictions e.g., not wearing masks and/or social distancing. There is debate about the possibility of businesses to have policies that mandate the vaccine for employees or refuse entry to the unvaccinated. Some are discussing it in consideration of Health and Safety requirements.

## **Measuring categories of conversation:**

The volume of total conversation decreased by 6% on Wednesday with the largest category reduction in Timeframe (21%), followed by COVID Response (12%). All categories decreased in negative sentiment with the majority increasing in neutral sentiment. The largest decrease in negative sentiment was Timeframe category (8%) which became 5% more neutral and 3% more positive. Sentiment for the total dataset remained stable.

# What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**  
Analysts explored the Business & Consumers category.
2. **Measuring Categories of Conversation p.g. 6 - 11**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.
3. **Total sentiment benchmarks p.g. 12 -13**

Proactively Released

# Some people are expressing frustration at businesses and/or customers who are not following Alert Level requirements.

Analysts investigated the Business & Consumers category following Auckland moving to Alert Level 3 on Wednesday. The category includes commentary from those in both Alert Level 2 and 3.

Some people are calling out businesses or customers who are not complying with Alert Level restrictions e.g., not wearing masks and/or social distancing.

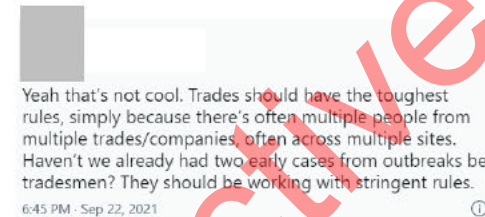
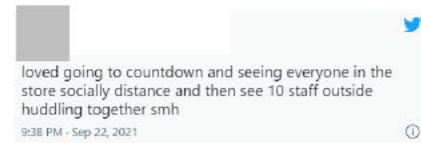
There is debate about the possibility of businesses to have policies that mandate the vaccine for employees or refuse entry to the unvaccinated. Some are discussing it in considering of Health and Safety requirements.

Some are noting a change in consumer behaviour following the Alert Level change with empty supermarkets.

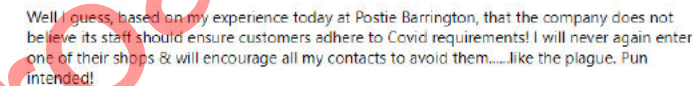
A few people are encouraging others to shop, and support, local businesses.

**Business & Consumers category definition:** The impact COVID-19 restrictions has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

## Frustrated at customers/business not following COVID-19 Alert Level regulations.

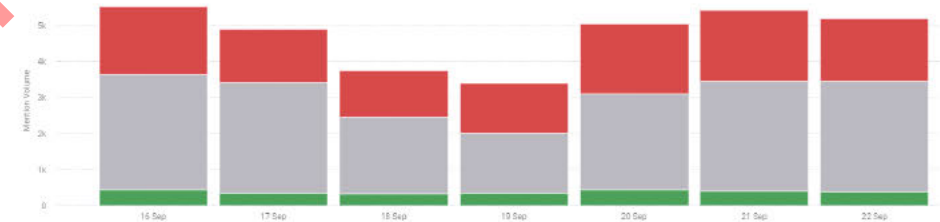


Postie



## Volume and sentiment: Business & Consumers September 16 - 22

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



## Total sentiment breakdown: Wednesday September 22

Positive 8%, Neutral 59%, Negative 33%

## Questioning what is permissible under current restrictions.



Sep 22, 2021 02:47:12 AM

Very confused about level 3, I thought we were supposed to stay home, so why are people out cutting the grass in parks, washing my building, it's not essential

**Debate about businesses potentially being able to enforce mandates for employees / vaccination proof from consumers. Includes consideration of Health and safety requirements.**

Businesses looking @ 'no entry' policies for unvaccinated. Bars ban people now on age & dress codes. But banning customers or unvaccinated staff has to be done very carefully on H&S grounds. Question is: do unvaccinated ppl pose a greater risk to the vaccinated & each other?  
10:13 AM · Sep 22, 2021

If government is contemplating some form of proof of vaccine will be required to access things like work and services, it needs to be done openly and with strong public debate. Its been a divisive issue in some overseas countries so needs careful thought.  
6:19 PM · Sep 22, 2021

**Pasifika Network**  
@PasifikaGroup  
Construction co. not allowing unvaccinated on-site should be backed by Govt. They're just trying to keep workforce & business safe from Covid & closure.  
Auckland construction company not allowing unvacc... Unions and industry bodies are urging caution when it comes to policies that mandate Covid-19 vaccination.  
stuff.co.nz  
4:40 PM · Sep 22, 2021

**Keen to support locally-run businesses.**

Thanks for compiling this list/directory. It's always good to support local Maori and Pasifika cafe and restaurant businesses and local cafe and restaurant businesses in general in addition to KFC, McDonalds, Wendys :)  
1:03 AM · Sep 22, 2021

**Workers discussing conditions and staffing under Alert Levels.**

I hate level three. Understaffing is the worst, today we had 30 orders (60+ drinks easily) and only three people working like no it was impossible we had to make our store unavailable to be able to catch up and it took almost an hour to catch up on everything  
4:16 PM · Sep 22, 2021

22h  
I'm an essential worker so I've been going to work through the pandemic, but what's super weird about my company is that pre-lockdown we worked in individual soundproof suites (I work in broadcasting) where you are entirely separated from the rest of your colleagues but during lockdown they have us working in an open plan space next to each other with no physical barriers separating us and it's just infuriating — like, during lockdown that's when they think is the best time to put us all together in one big room instead of individual rooms like we normally have?? For what? I get so riled up just talking about it!

**Confirming the legal obligations of employees and employers in regards to safety or mask wearing.**

You legally must wear a face covering if you are an employee involving customer contact at most businesses or services.  
Workers in places like office buildings or factories are not required to wear a face covering.  
covid19.govt.nz/health-and-wel...  
9:28 AM · Sep 22, 2021

19h  
If it's your employer, they are obligated to ensure a safe working environment. If you have a public-facing role, it's not safe for you if you are not vaccinated.

**Want to see to see a business plan for the future.**

The government repeatedly said that nothing like this pandemic has ever been experienced by governments before - yet they continue to flounder along, not talking with any others in the health, tech, business industries that are offering to help plan for the future and a way through this. This pandemic is bigger than politics...and they need help to move us forward. It is frightening how underprepared NZ is for the future.  
Like · Reply · 22h

22h  
For clarity - I am not expecting them to do business' work for them. I am expecting them to plan in the areas that gov't is responsible for, because business/public need to know what is happening in those areas in order to properly make their own plans which depend on those areas.  
10:41 PM · Sep 22, 2021

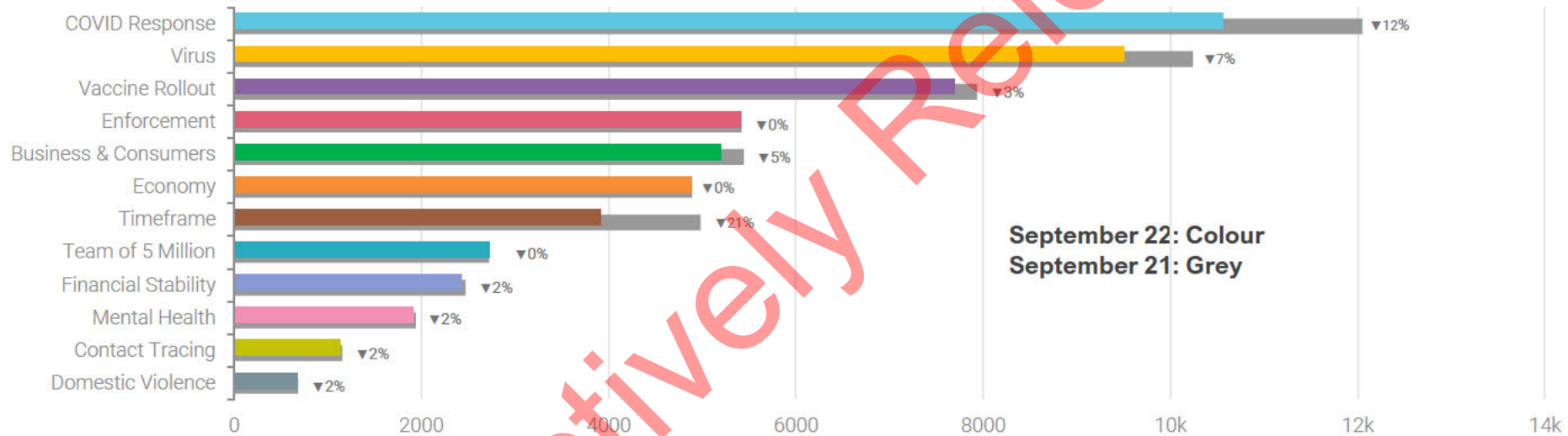
**Noting a change in consumer behaviour with supermarkets empty in Alert Level 3 as consumers choosing takeaways/other options.**

I went to the supermarket. Level 4—carpark is full, queues are long. Level 3—carpark is empty, no queue.  
3:01 PM · Sep 22, 2021  
Sep 22, 2021  
Supermarket empty cause everyone's in the long lines outside KFC & Maccas. 😊



## Category change: Benchmark

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



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

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

Total volume of conversation:  
September 22: 36,054 (-6%)  
September 21: 38,326 (-23%)  
September 20: 49,563 (+57%)

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

September 22: Neg 41%, Neu 43%, Pos 16%  
September 21: Neg 43%, Neu 41%, Pos 16%  
September 20: Neg 40%, Neu 43%, Pos 17%

# Net sentiment of each category

All categories decreased in negative sentiment with the majority increasing in neutral sentiment.

The largest decrease in negative sentiment was in the Timeframe category at 8%.

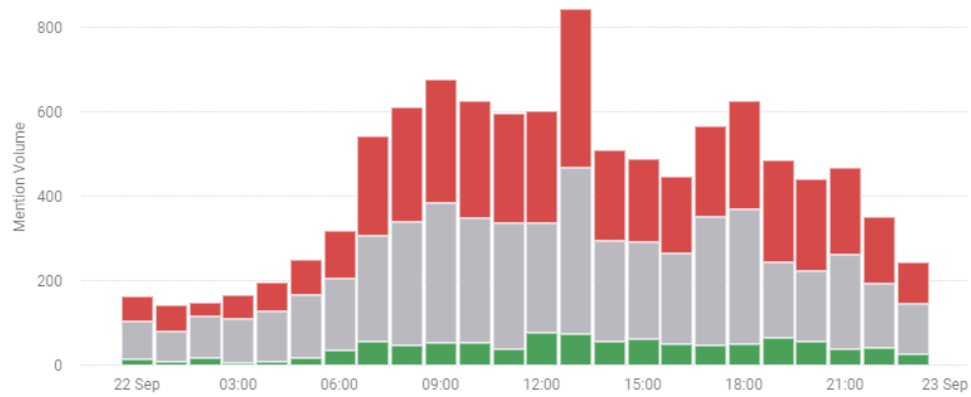
Comparing current period (Sept 22) with shift from previous day (Sept 21)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	33	-3	59	3	8	0
Enforcement	39	-4	52	4	9	0
Virus	45	-2	47	2	8	0
Covid Response	42	-4	48	4	10	0
Economy	35	-1	58	1	7	0
Mental Health	48	-4	46	4	6	0
Financial Stability	40	0	54	0	6	0
Team of 5 Million	39	-4	43	5	18	-1
Contact Tracing	32	1	63	0	5	-1
Timeframe	30	-8	53	5	17	3
Domestic Violence	51	-1	45	0	4	1
Vaccine Rollout	48	-2	39	4	13	-2

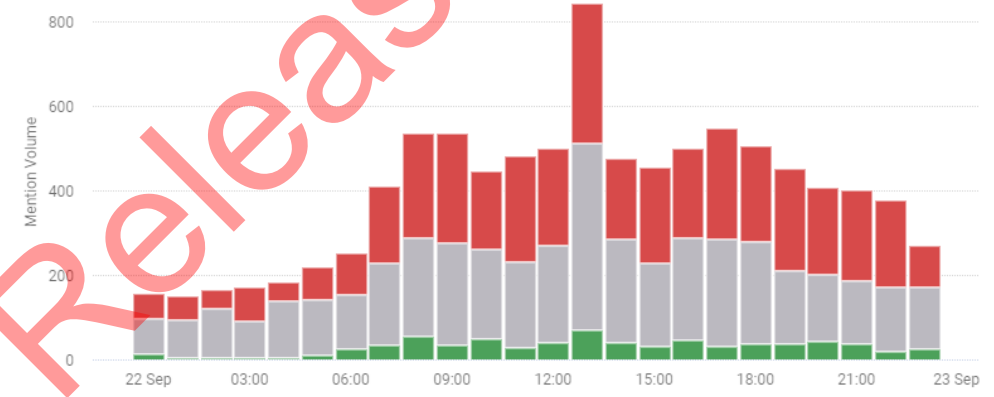
- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

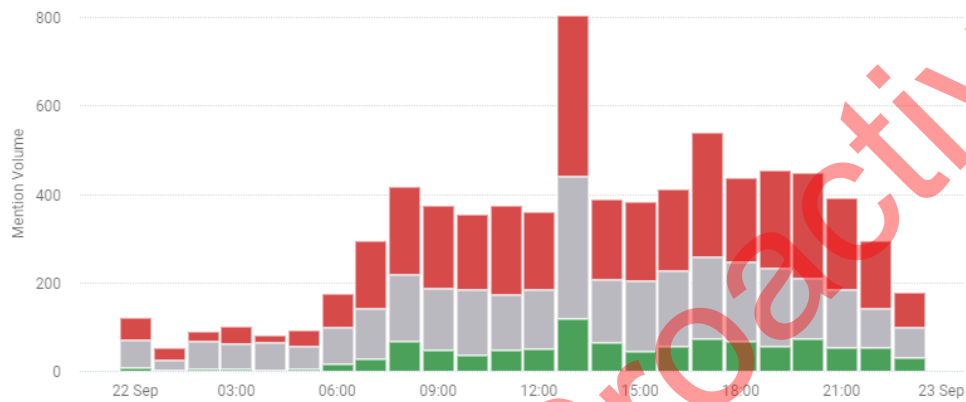
### COVID response



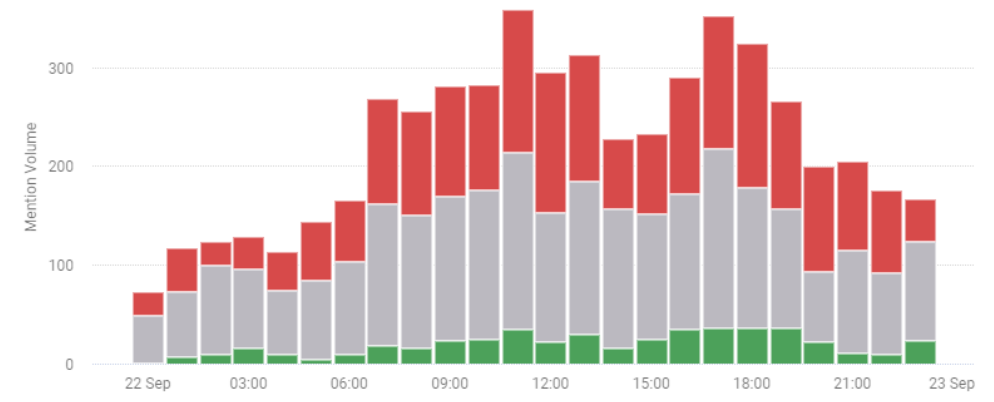
### Virus



### Vaccine Rollout



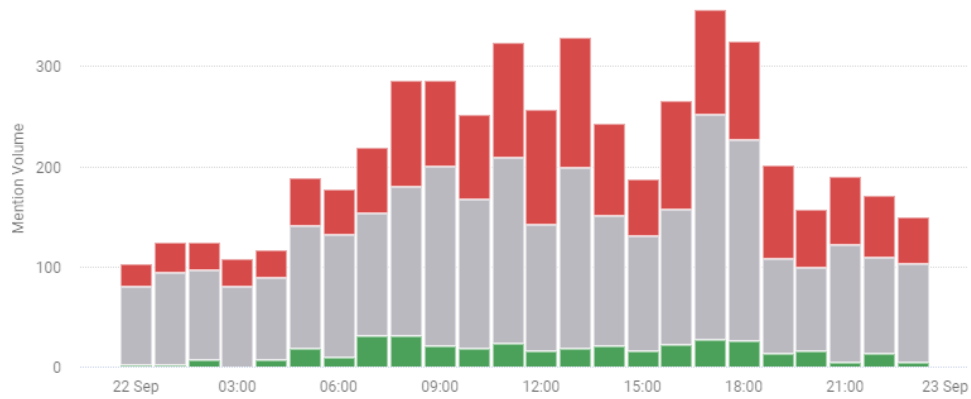
### Enforcement



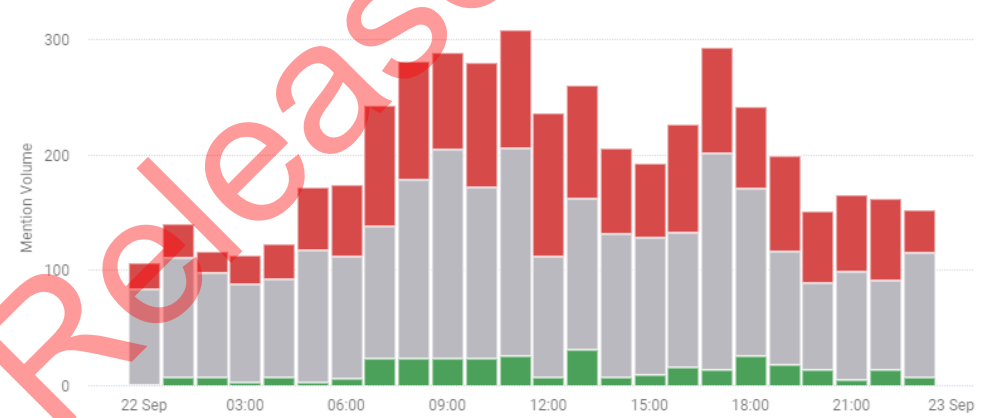
Proactively Released

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

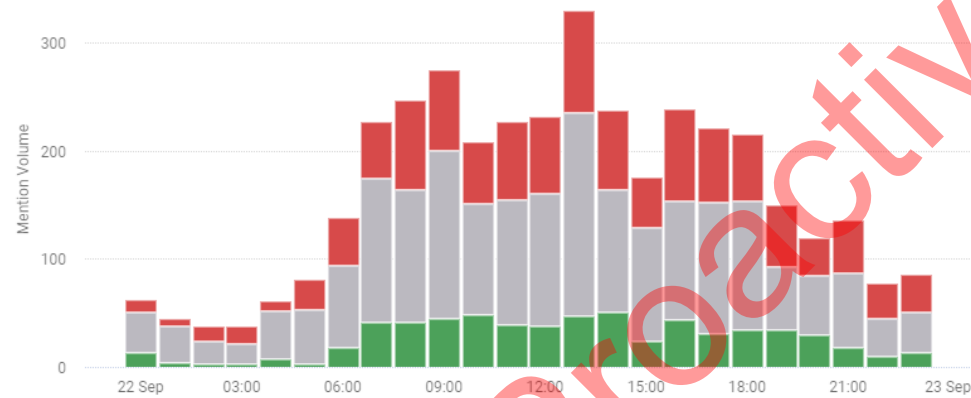
**Business and Consumers**



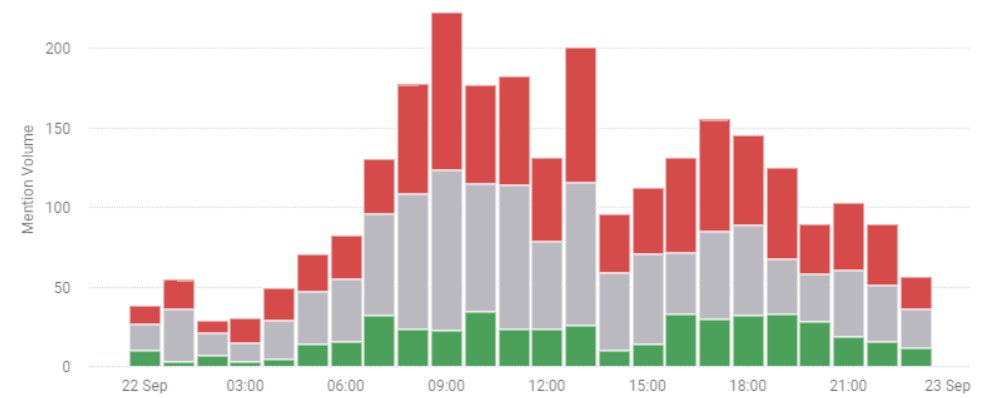
**Economy**



**Timeframe**



**Team of 5 Million**

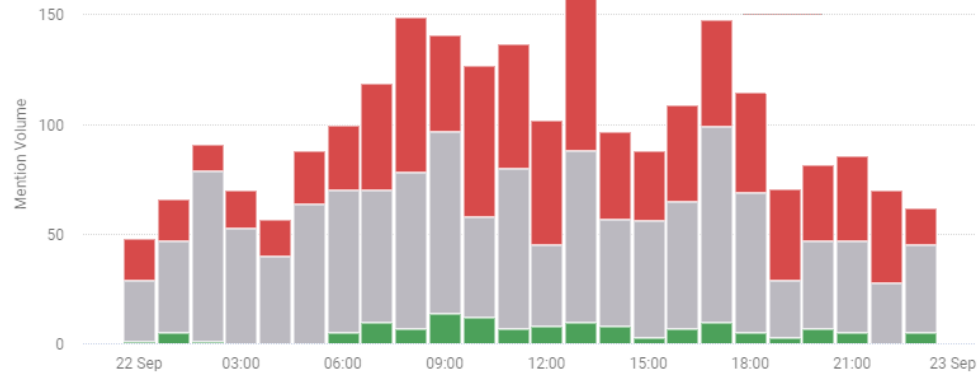


Proactively Released

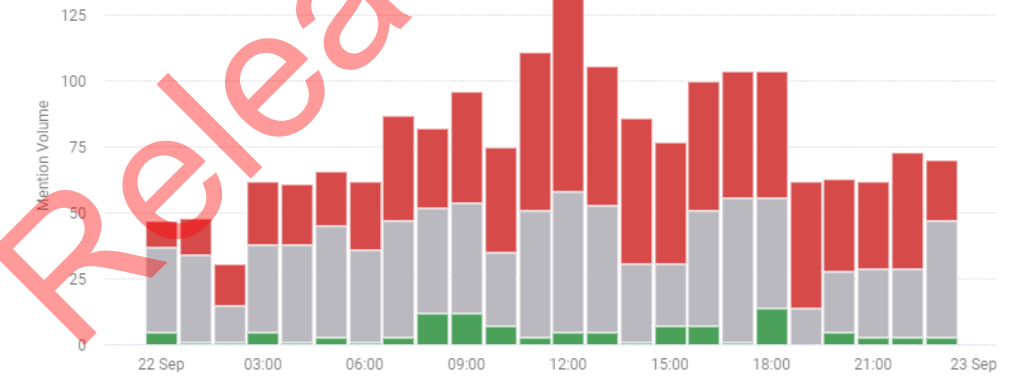
**Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.**



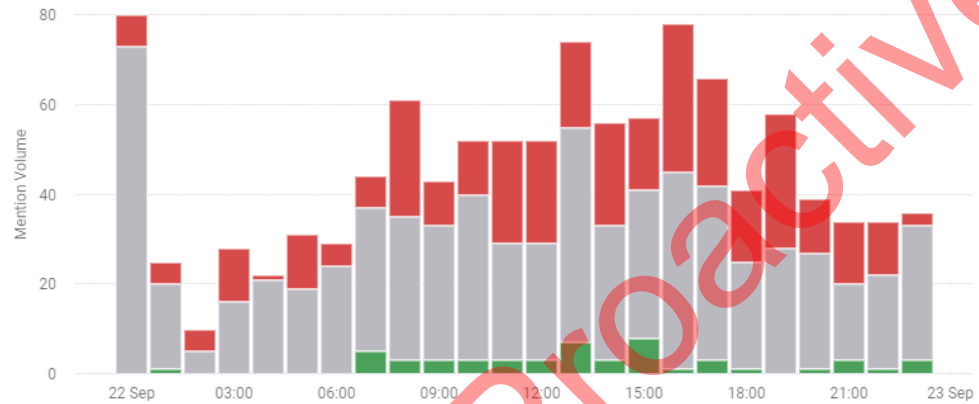
**Financial Stability**



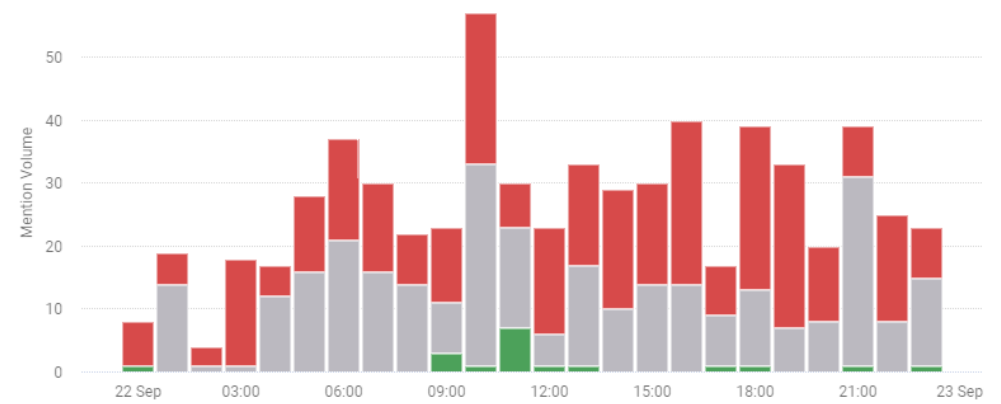
**Mental Health**



**Contact Tracing**



**Domestic Violence**



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

# Category Definitions

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

## Virus

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

## COVID Response

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

## Vaccine Rollout

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

## Timeframe

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

COVID-19 Awareness Study / Confidential / Annalect 2021

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

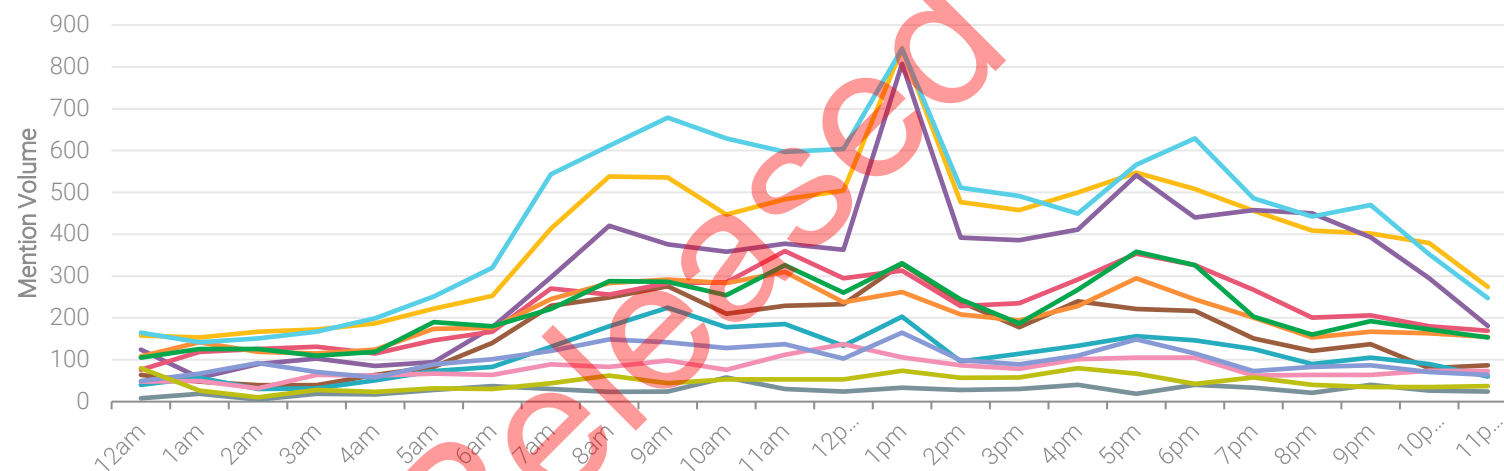
## Financial stability

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

## Domestic violence

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

SOCIAL CONVERSATION CATEGORIES 24 HOURS



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

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

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

## Total sentiment breakdown at key dates

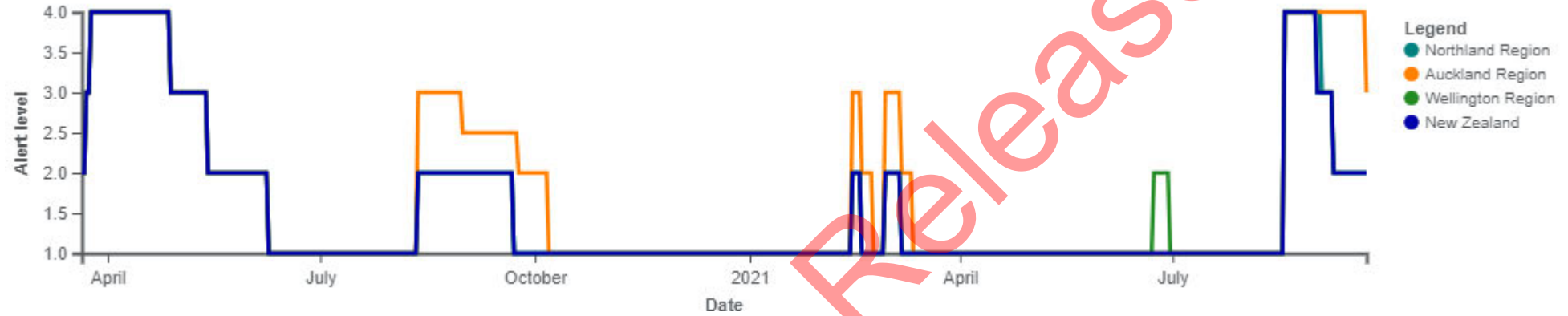
Date	% Neg	% Neu	% Pos
21-Mar-20	41	39	20
23-Mar-20	37	42	21
26-Mar-20	38	39	23
28-Apr-20	38	41	21
14-May-20	40	39	21
9-Jun-20	45	36	19
12-Aug-20	45	36	19
31-Aug-20	45	38	17
22-Sep-20	42	39	19
24-Sep-20	42	42	16
7-Oct-20	40	42	18
15-Feb-21	42	40	18
18-Feb-21	38	46	16
23-Feb-21	43	42	15
28-Feb-21	49	35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

Date	% Neg	% Neu	% Pos
22-Sept-21	41	43	16

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

**Changes in alert levels.**

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



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



**Thank you**

Proactively Released

**Unite Against COVID-19:  
Social Conversation Analysis**  
Thursday September 23, 2021  
New Zealand

Proactively Released

# Update Summary:

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

New Zealanders discussed the role of the vaccine in enabling more freedoms. Some are questioning the effectiveness of the vaccine if other public health measures may still be required even with moderate/high vaccination rates. Others are commenting how important lifting the vaccination rate is.

## **Measuring categories of conversation:**

Thursday saw a slight decrease of -0.01% in total volume of conversation. The majority of categories had increased in volume, however Timeframe decreased by 25% and Team of 5 Million by 13%.

Categories of conversation shifted slightly towards neutral and positive sentiment. However, we saw a significant increase in negative sentiment of 36% in Contact Tracing.

Total dataset sentiment remained stable.

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3. **Total sentiment benchmarks p.g. 12 -13**

Proactively Released



# New Zealanders are discussing the impact of the vaccine on avoiding or reducing further lockdowns.

Volume in the category Vaccination Rollout increased by 14% on Thursday. Phrases “vaccinated people” and “vaccination rates” increased (trended) as people discussed the impact of the COVID vaccine.

Some of these discussions were sparked by Dr Hendry’s COVID scenario modelling presented on Thursday and focused on the vaccines role in reducing transmission of COVID.

Some discussions are focused on vaccination enabling fewer/an end to lockdowns.

Some continue to question the effectiveness and therefore necessity of getting the vaccine if other public health measures continue to be needed.

Some are discussing the vaccination rate of particular ethnicities or age bands and systemic issues that present barriers.

## Conversation surrounding the vaccination rates of different ethnicities in New Zealand.

14h

It still seems difficult to understand why it's such a Māori specific problem though. For example Pasifika seem to consistently outperform Māori in terms of vaccination rates, even though you might reasonably expect for there to also be cultural barriers there, albeit they are not covered by Te Tiriti. They are also in lower socioeconomic groups - and have not benefitted from a targeted approach or funding.

15 ↓ Reply Share Report Save



In short: stop framing the lower vaccination rates as an individual problem when systemic issues are obviously present.

Vaccination rates in *eligible* Maori people are high, very little difference from other ethnic groups

That's false, the [vaccination rates](#) for young Maori are very low, much lower than other ethnic groups.

5 ↓ Reply Share Report Save

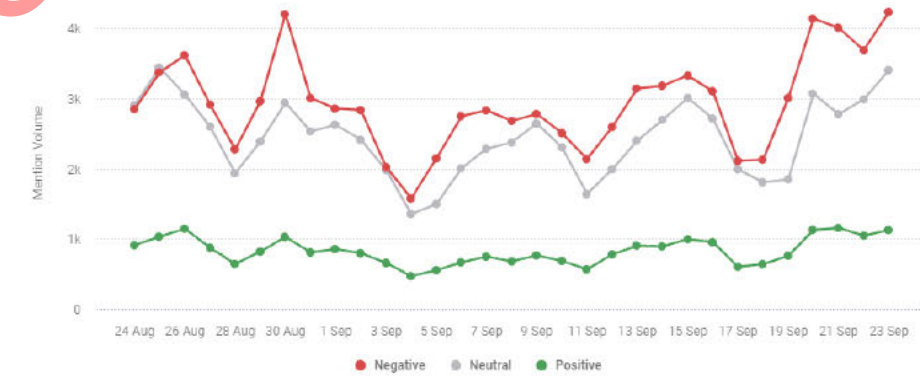
## Taking pride in the high vaccination rates in their community



I read somewhere it's a cliché that Asians are more intelligent. No cliché when it comes to vaccination rates in NZ. Asians top NZ vax rate by ethnicity.

Total sentiment breakdown Thursday September 23  
Positive 13%, Neutral 39%, Negative 48%

Volume and sentiment: Vaccine Rollout. Aug 24 – Sep 23  
Note: sentiment reflects tone of conversation and is not necessarily the subject of the comment.



## Trending phrases in category: Thursday September 23.



Fading Trending

### Lifting vaccination rates will enable more personal freedoms.

Oh please. The lockdowns are to keep us safe until vaccination rates are high enough to reduce the number and length of lockdowns. We need to protect our most vulnerable.

10:24 AM · Sep 23, 2021



Yes but enthusiasm is starting to wane, which is why they're pushing for **more** people to be **vaccinated** quicker so that they can **reduce** the chances of **more** full lockdowns. **Over three quarters of people still support the government's decisions regarding lockdowns.**

However, I wouldn't be surprised that even with 90% **vaccinated** **Level 3** might be retained in order to be able to help control the **spread** of the **disease** on occasion.

👍 🗨️ Reply Share Report Save

### Questioning the need to vaccinate if it does not guarantee more personal freedoms.

Fully vaccinated people, with negative tests, unable to leave Auckland for jobs or move house. Might as well have not obeyed at all. Flatten the curve. Its all creep, creep, creeping up on us.

10:06 PM · Sep 23, 2021



Please note -our PM is not making ANY promises as to whether there will be less Lockdowns with a higher vaccine rate--She uses the words LIKELY BE LESS L4--she has no idea until she can scare the country into being vaccinated and then make a decision o... See more

Like · Reply · 14 h

👍 56

### Questioning the effectiveness of the vaccine. Concern for the future.



Even if 100% of the population is **vaccinated**, people can still **catch coronavirus** and pass it on. People will still require medical treatment. Our hospitals are already at capacity. What's our plan B and C?

NZ and Aus will see increases in cases and deaths, even with high vaccination rates. We are not special.

11:26 PM · Sep 23, 2021



### Discussing the impact of the vaccine on potential spread of the virus.

I thought vaccinated people carried the same viral load as unvaccinated. So, **vaccinated** people will still pass Covid to children. Is this correct?

11:11 PM · Sep 23, 2021



**Vaccinated** people spread the virus less. The aim of high **vax** rates is so that when thier is a boarder breach we will be able to isolate it without lockdowns

10:34 PM · Sep 23, 2021



### Impact of the vaccine on other aspects of people's lives.



I'm guessing insurance policies will soon change for **vaccinated** people only??



they re already threatening with 'no **jab** no job'?

### Discussing COVID scenario modeling presented by Dr Hendry on Thursday.



· Sep 23, 2021



80% of 5+ yr olds = 5000 deaths pa and 90% = 50 deaths pa says Prof Hendry .

But his modelling has been seriously wrong in the past! Another modeller says this modelling isn't very helpful.

### Debating vaccination rates in younger age bands.



15 · Sep 23, 2021

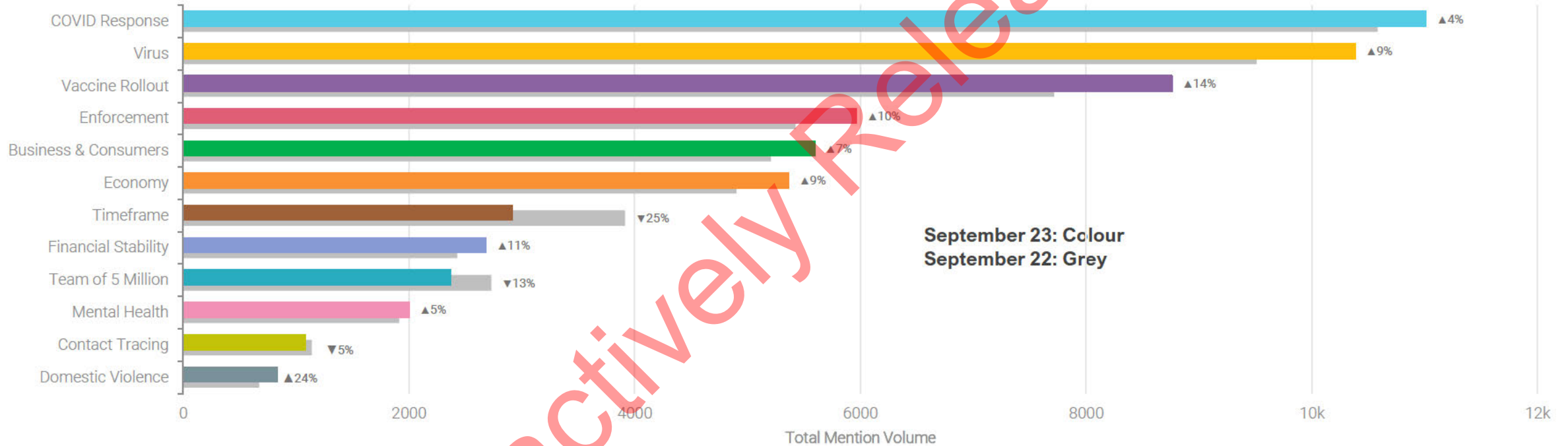


Genuine question: Why is there so much pressure from NZ gov to vaccinate <30 year olds, including teenagers, when their risks of serious illness stemming from Covid is so negligible?



# Category change: Benchmark

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



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

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

Total volume of conversation:  
September 23: 35,991 (-0.01%)  
September 22: 36,054 (-6%)  
September 21: 38,326 (-23%)

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

September 23: Neg 41%, Neu 44%, Pos 15%  
September 22: Neg 41%, Neu 43%, Pos 16%  
September 21: Neg 43%, Neu 41%, Pos 16%

## Net sentiment of each category

Conversation shifted slightly towards neutral and positive sentiment. Contact Tracing demonstrated the largest shift in negative sentiment with a 36% increase and a 35% decrease in neutral sentiment.

In contrast, Team of 5 Million reflected the biggest positive sentiment shift out of all the categories with a 6% increase.

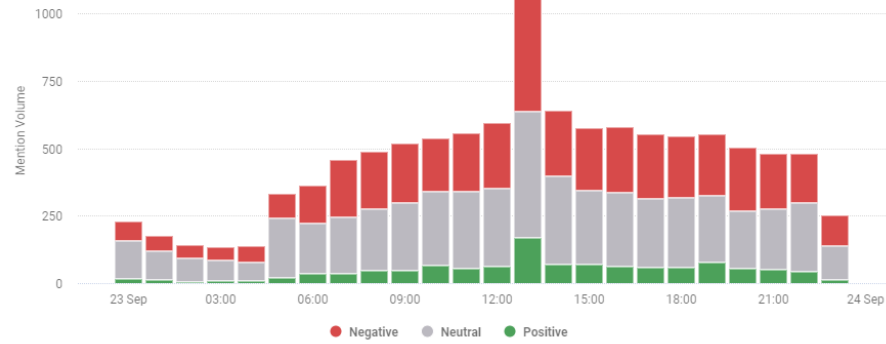
Comparing current period (Sept 23) with shift from previous day (Sept 22)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	32	-1	60	1	8	0
Enforcement	39	0	50	-2	11	2
Virus	45	0	47	0	8	0
Covid Response	40	-2	49	1	11	1
Economy	32	-3	60	2	8	1
Mental Health	48	0	47	1	5	-1
Financial Stability	36	-4	57	3	7	1
Team of 5 Million	33	-6	43	0	24	6
Contact Tracing	68	36	28	-35	4	-1
Timeframe	29	-1	58	5	13	-4
Domestic Violence	57	6	41	-4	2	-2
Vaccine Rollout	48	0	39	0	13	0

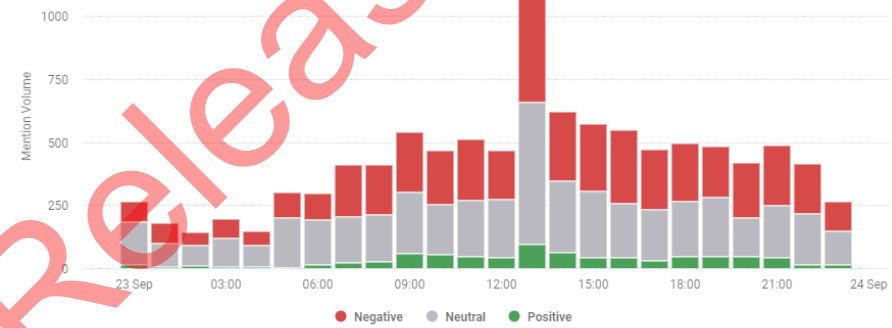
- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

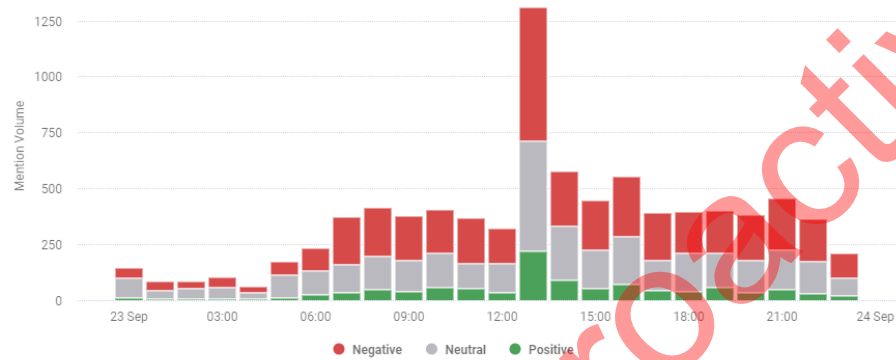
### COVID response



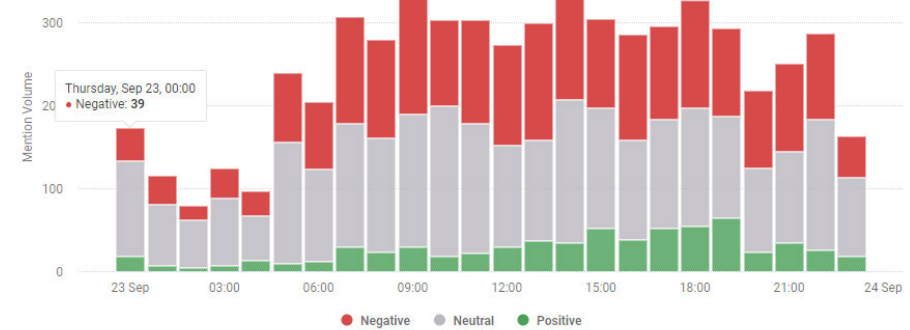
### Virus



### Vaccine Rollout

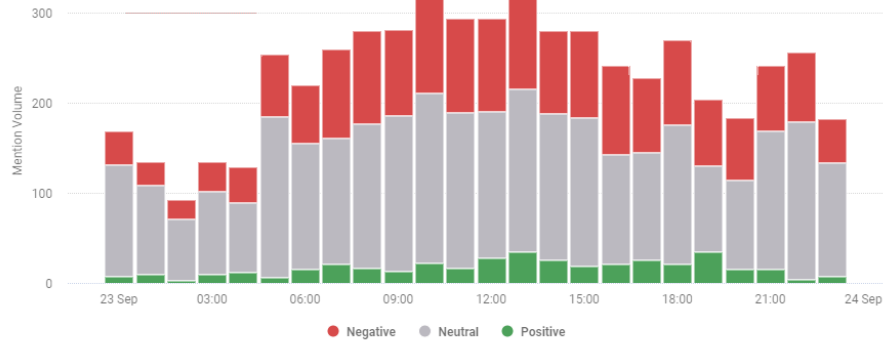


### Enforcement

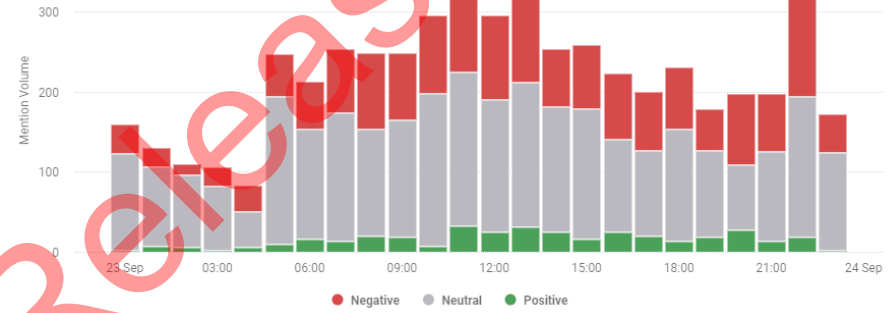


Proactively Released

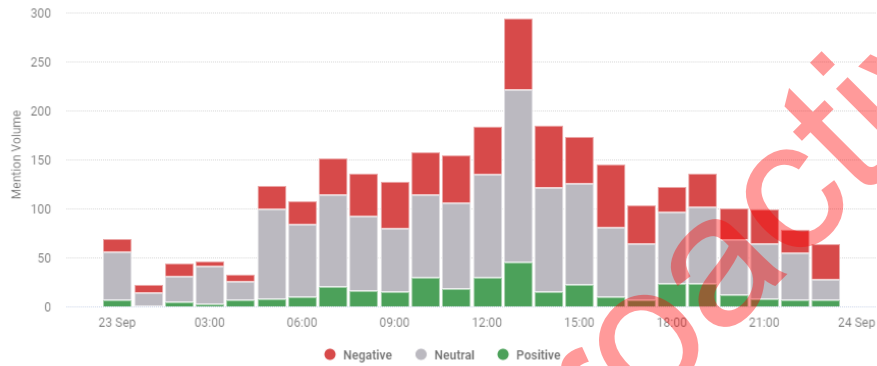
### Business and Consumers



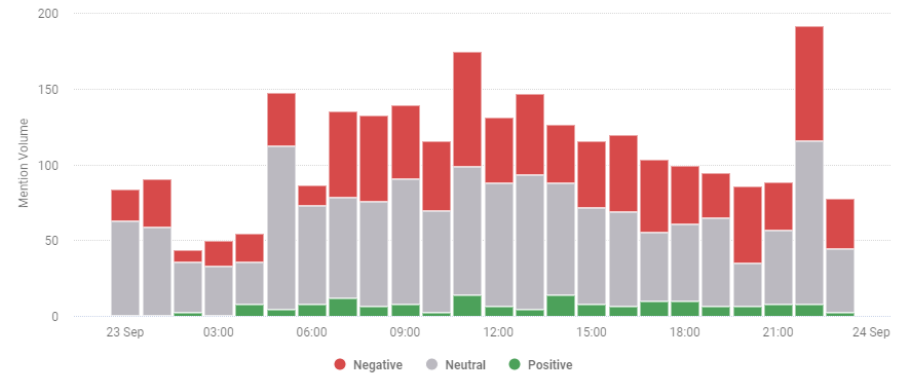
### Economy



### Timeframe

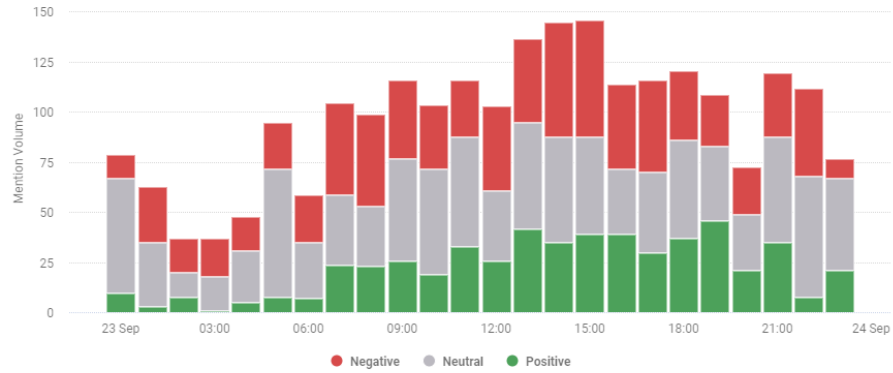


### Financial Stability

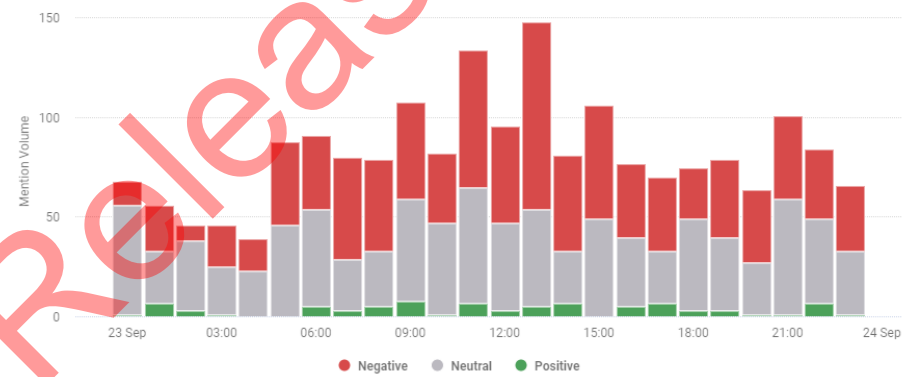


Proactively Released

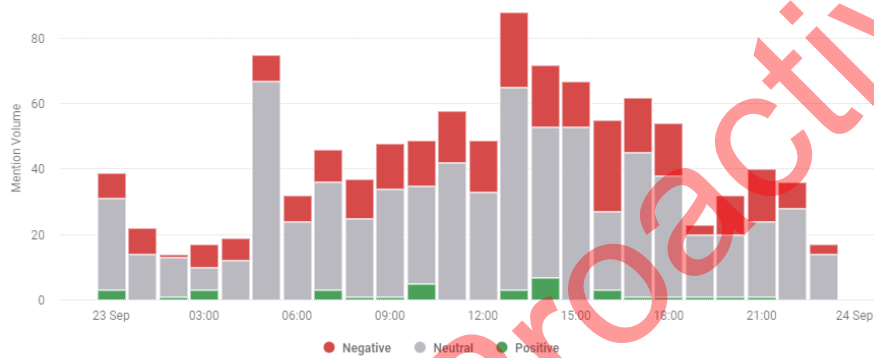
**Team of 5 Million**



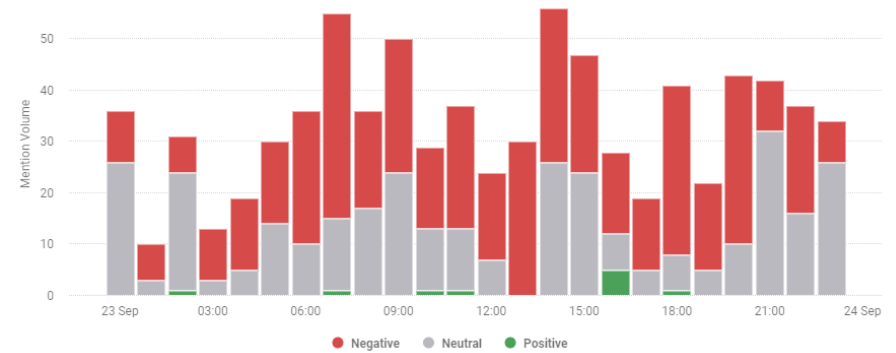
**Mental Health**



**Contact Tracing**



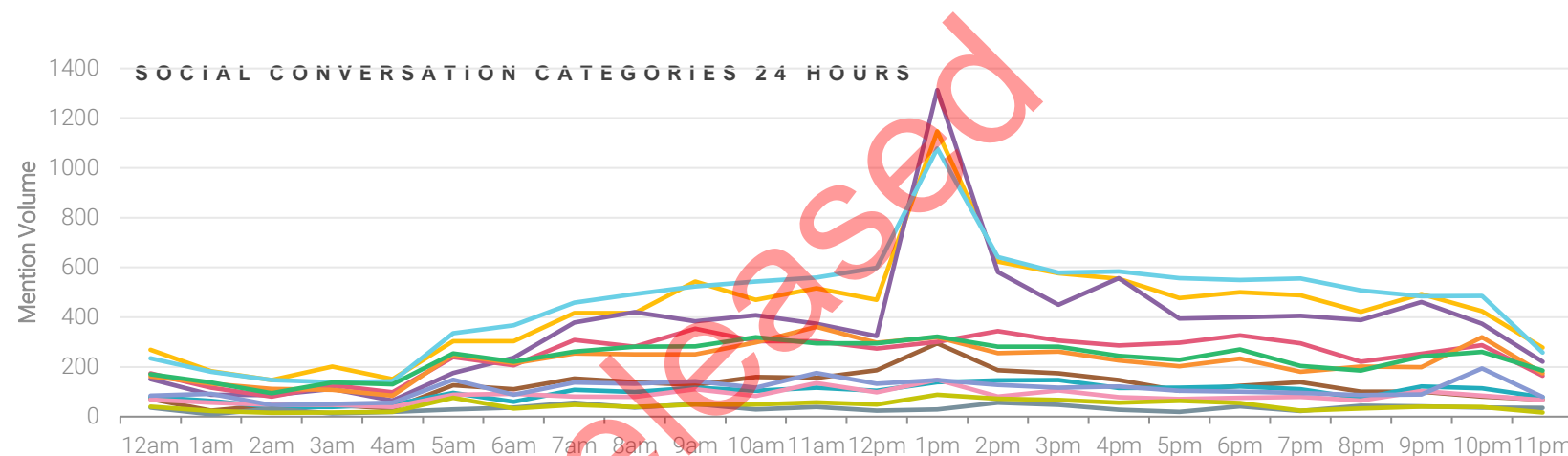
**Domestic Violence**



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

# Category Definitions

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



## Virus

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

## COVID Response

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

## Vaccine Rollout

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

## Timeframe

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

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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



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

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

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

### Total sentiment breakdown at key dates

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

**Changes in alert levels.**

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



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



**Thank you**

Proactively Released

**Unite Against COVID-19:  
Social Conversation Analysis**  
Thurs 23 – Sun 26, 2021  
New Zealand

Proactively Released

# Update Summary:

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

Analysts explored conversation around masks and face coverings. Some people are asking why there is still a need to wear a mask or face covering once fully vaccinated. People are sharing examples of good mask compliance in their communities with others taking to social media to express frustration at seeing people not wearing a mask or wearing them incorrectly.

## **Measuring categories of conversation:**

Team of 5 Million increased in positive sentiment by 5% (decreasing in negative by 8% and increasing in neutral by 3%). Most other categories became more neutral overall. The total dataset became fractionally more negative.

**Note: Time period is a rolling 4-day window unless otherwise noted.**

# What's in this report:

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

Proactively Released

# New Zealanders are discussing mask-wearing including asking if they are necessary once someone is fully vaccinated. Others continue to share examples of compliance in their neighbourhoods.

Analysts explored conversation around masks and face coverings.

The total volume of conversation has decreased since Thursday September 23. The total breakdown of sentiment over the four days has remained stable but has high negative sentiment.

Some people are asking why there is still a need to wear a mask once fully vaccinated with others asking why those in the South Island need to wear masks without any community cases.

However, some are sharing examples of good mask compliance in their communities in Alert Levels 2 and 3.

Some have wondered if masks should be mandatory from whenever you leave your home.

Some people are taking to social media to express frustration at seeing others not wearing a mask or wearing them incorrectly.

## Asking why there is a need for wearing a masks when fully vaccinated.

? I thought the **vaccine** stopped people from needing the mask 😊

? So tell me - if I am fully **vaccinated** why do I still have to wear a mask??

? **Get the jab** and Still have to social distance Still **wear a mask** still **sign** in Still in **lockdown** Still **catch** and pass **covid** on What's the point of this jab? It's clearly not a vaccine!

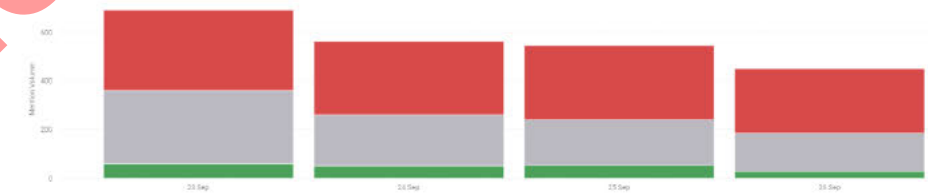
## People are noting good mask compliance in their communities.

Masks have been 100% that I've seen here in Chch this week but scanning is still 50% in the places I've been  
12:50 PM · Sep 25, 2021

- 3d  
I live in the Ellerslie/ Greenlane area and I have also found that compliance in Ellerslie Village and along most of Great South Rd **has** been pretty **good** - most people have been wearing masks, especially those going to a shop/business. I know that there's a lot of attention on people breaking **lockdown** **rules**, but for the most part people are following the guidelines and doing their :)

## Volume and sentiment: Masks/Face coverings September 23 - 26

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



## Total sentiment breakdown September 23 – 26

Positive 9%, Neutral 38%, Negative 53%

## Asking why there is a need for mask wearing in the South Island despite there being no cases.

Replying to  
i'm in the south island not a single case since last year. we had an unnecessary lockdown and we had to wear masks at work and still do to go into a shop.  
9:49 PM · Sep 26, 2021 · Twitter Web App

? **covid** in the south island yet we are still forced to wear masks, she's just lucky we haven't started protesting  
her in charge is the biggest bully, no



**Belief that mandating masks for people when leaving the house will make people more compliant in wearing them.**

1d  
 I have a theory that of masks were mandated when leaving the house that'd help hugely. At the moment, it's not mandatory so people don't. If it is, most will and the few that don't then get more public pressure to do so  
 I was the only person wearing a mask on my walk this morning. Including the people all clustered around the coffee shop window. But I think it's just apathy, if it was mandated, people would - everyone, on the other hand, was wearing one at the supermarket.

**Research around how COVID-19 spreads has shown how important it is to wear a mask.**

Reading the latest research on how covid droplets spread 8 metres (24 feet) and vaccinated people can still get covid makes me realise I need to start wearing a mask a LOT more, including outside.  
 11:05 PM · Sep 26, 2021

**Commenting on peer pressure to comply.**

I forget how lucky I am to be a farmer- the last freedom in New Zealand. I get to be outside without a mask allday- Its sad to see people my age mid 20s telling people to stop being selfish, stay inside, wear a mask. This lockdown is creating a generation of vigilantes  
 8:58 PM · Sep 26, 2021

**Expressing frustration that people are not wearing masks correctly or at all.**

12:50 PM · Sep 26, 2021  
 First time in level 2 that I have been out somewhere, a mall, to just enjoy being out, and OMG we are screwed. People not wearing masks, hair dressers with masks around their chins while up close with clients with no masks.

2d  
 I know how to report businesses who aren't following COVID guidelines, but what if they are but their customers are not?  
 Picked up a coffee today from my local to find other customers not wearing masks, breaking bubbles on the property, not following spacing guides ... just poor form from the customers.

10:25 AM · Sep 25, 2021  
 I'm at a football prize-giving and there are at least 150 people indoors. Maybe 30 percent are wearing masks. Did we move down an alert level?

reddit.com  
**Concern Aucklanders are breaking rules on first level 3 weekend**  
 I went for a walk yesterday in Freeman's Bay and roughly half the people weren't wearing masks  
 Engage

**Discussion about the challenges of children and mask-wearing.**

1:33 PM · Sep 26, 2021  
 Parents with kids <12 but >10, actually even >5. Just because your kids don't HAVE TO wear a mask, doesn't mean they shouldn't. Why not set a good example, like some families, and just all wear masks? Unless there's a good reason not to (yes I know some will struggle,ok?!)

My kid is autistic and is very particular about what he can and cannot wear. He's just not able to wear a mask. Sure, he's a kid now, but I can absolutely see this being something he can't do in adulthood too.

**Misinformation that mask-wearing is not effective.**

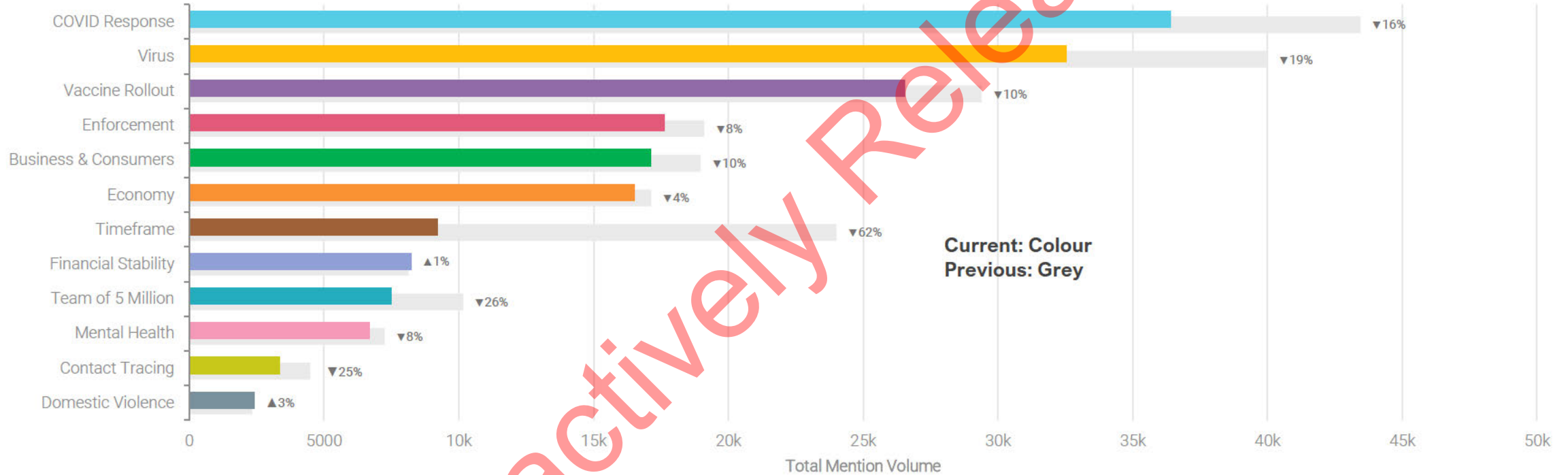
? Are masks effective, Jacinda said no and the world does too. global by country study on the effectiveness of masks. surely then it can only be a business decision for mask makers. we can't go to a dairy without them but we can sit at a pub or cafe, obvious rubbish really. We had the america's cup, hmmm must be scary covid in the world 50,000 ppl...

9:33 PM · Sep 26, 2021  
 Covid particles are the same size as cigarette smoke. Sorry I can't quickly find the ref - if you glue your N95 to your face (no gaps at all) they are circa 40% effective. It concludes most masks are useless



# Category change: Benchmark

Categories current time period (Sep 23 - 26) benchmarked against previous time period (Sep 19 - 22)



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

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

Total volume of conversation rolling 4-day window:

Current: 117,711 (-24%)  
Previous: 154,140

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

Current: Neg 43%, Neu 41%, Pos 16%  
Previous: Neg 42%, Neu 42%, Pos 16%

## Net sentiment of each category

Team of 5 Million increased in positive sentiment by 5% (decreasing in negative 8% & increasing in neutral by 3%). Most other categories became more neutral overall.

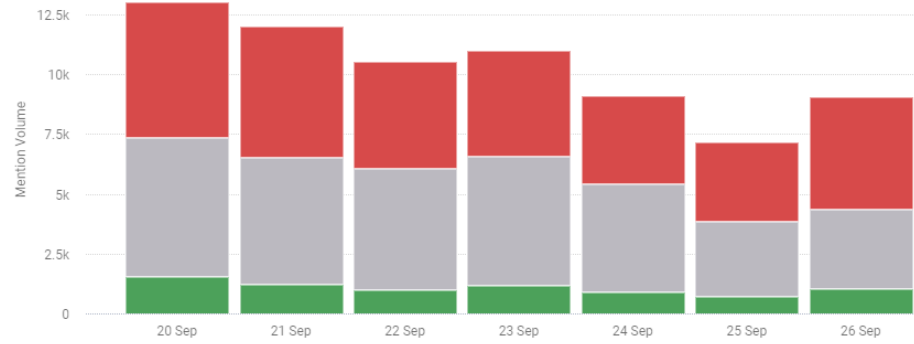
Comparing current period (Sept 23-26 with shift from previous 4-day period (Sept 19-22)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	35	-1	57	1	8	0
Enforcement	40	-1	49	0	11	1
Virus	47	1	44	-1	9	0
Covid Response	44	1	45	-1	11	0
Economy	35	-2	57	2	8	0
Mental Health	49	-2	46	3	5	-1
Financial Stability	40	-1	54	2	6	-1
Team of 5 Million	34	-8	41	3	25	5
Contact Tracing	30	0	65	1	5	-1
Timeframe	32	-2	53	3	15	-1
Domestic Violence	51	-2	46	2	3	0
Vaccine Rollout	50	0	38	1	12	-1

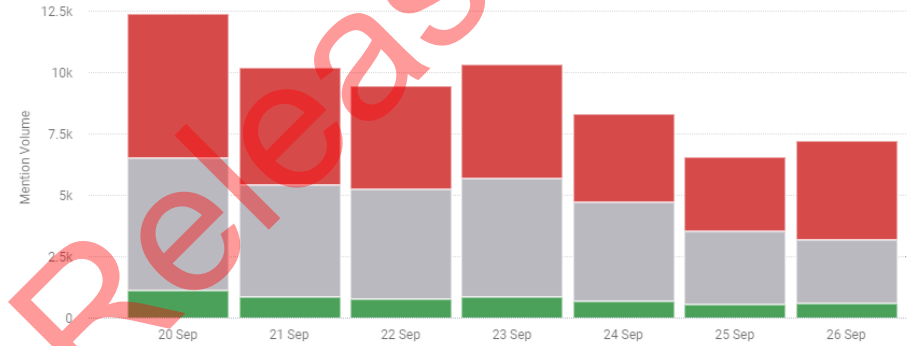
**Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.**

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

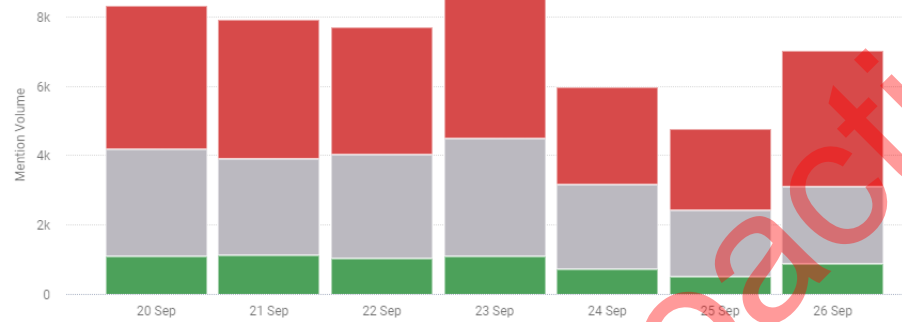
### COVID response



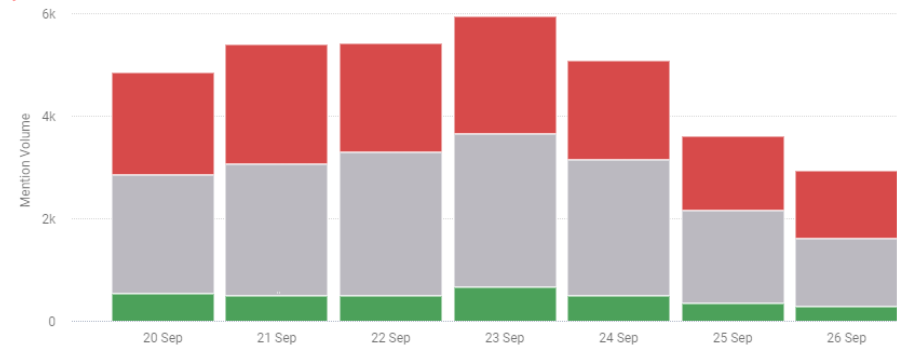
### Virus



### Vaccine Rollout

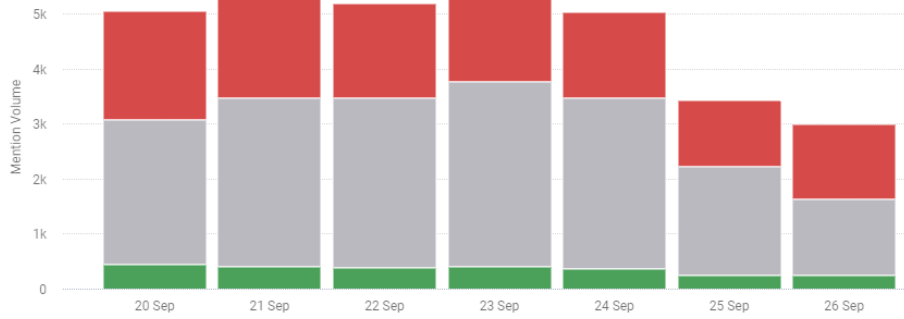


### Enforcement

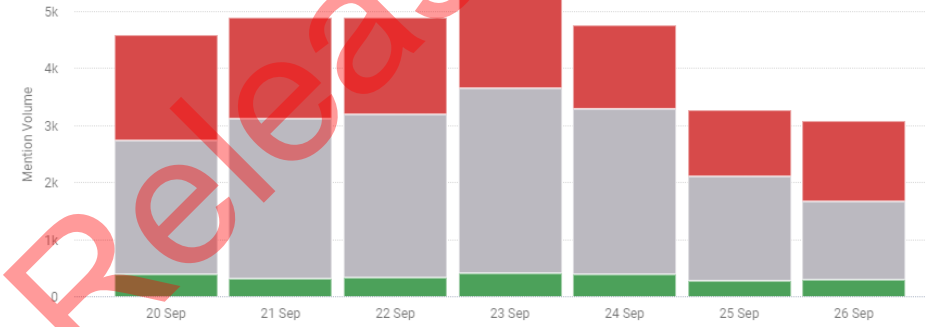


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

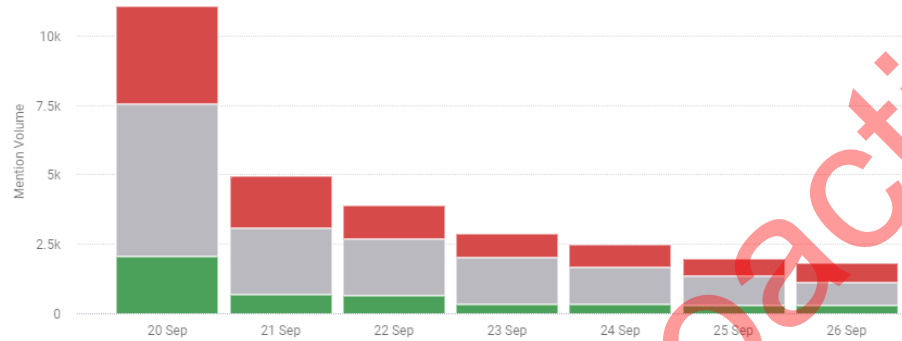
### Business and Consumers



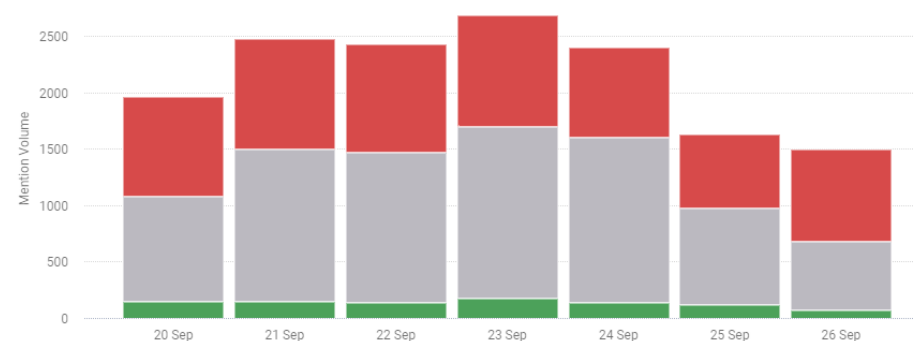
### Economy



### Timeframe



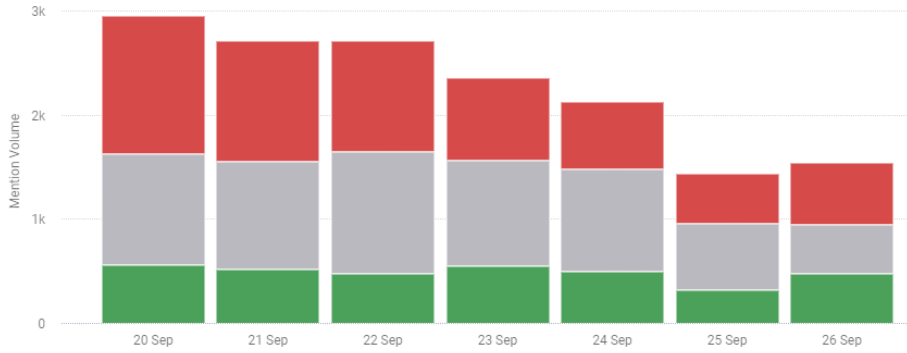
### Financial Stability



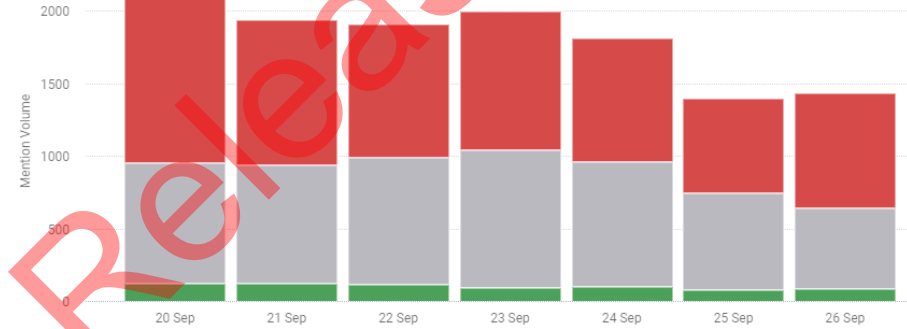
Proactively Released

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

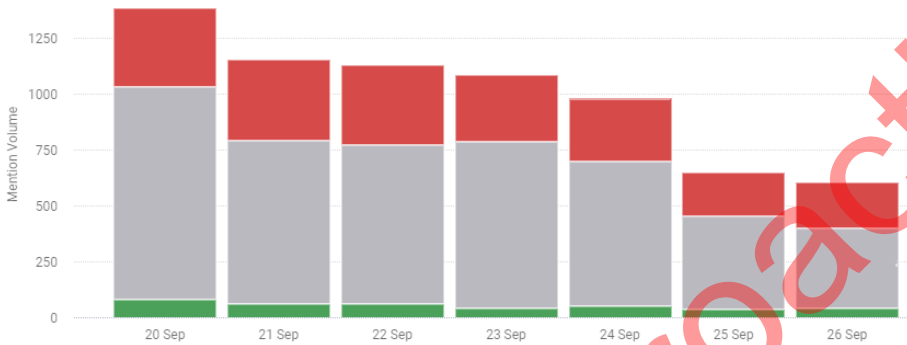
**Team of 5 Million**



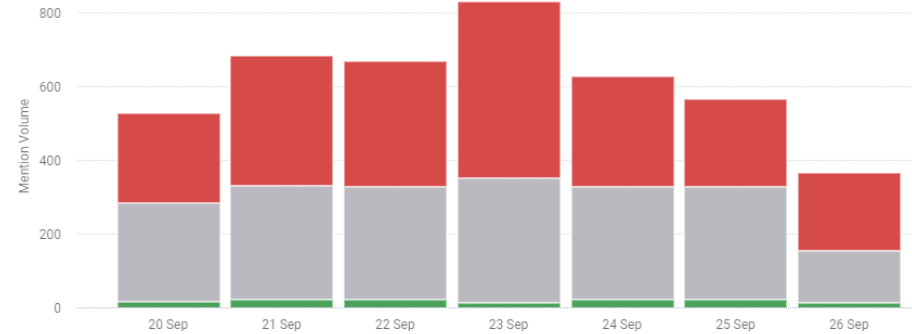
**Mental Health**



**Contact Tracing**



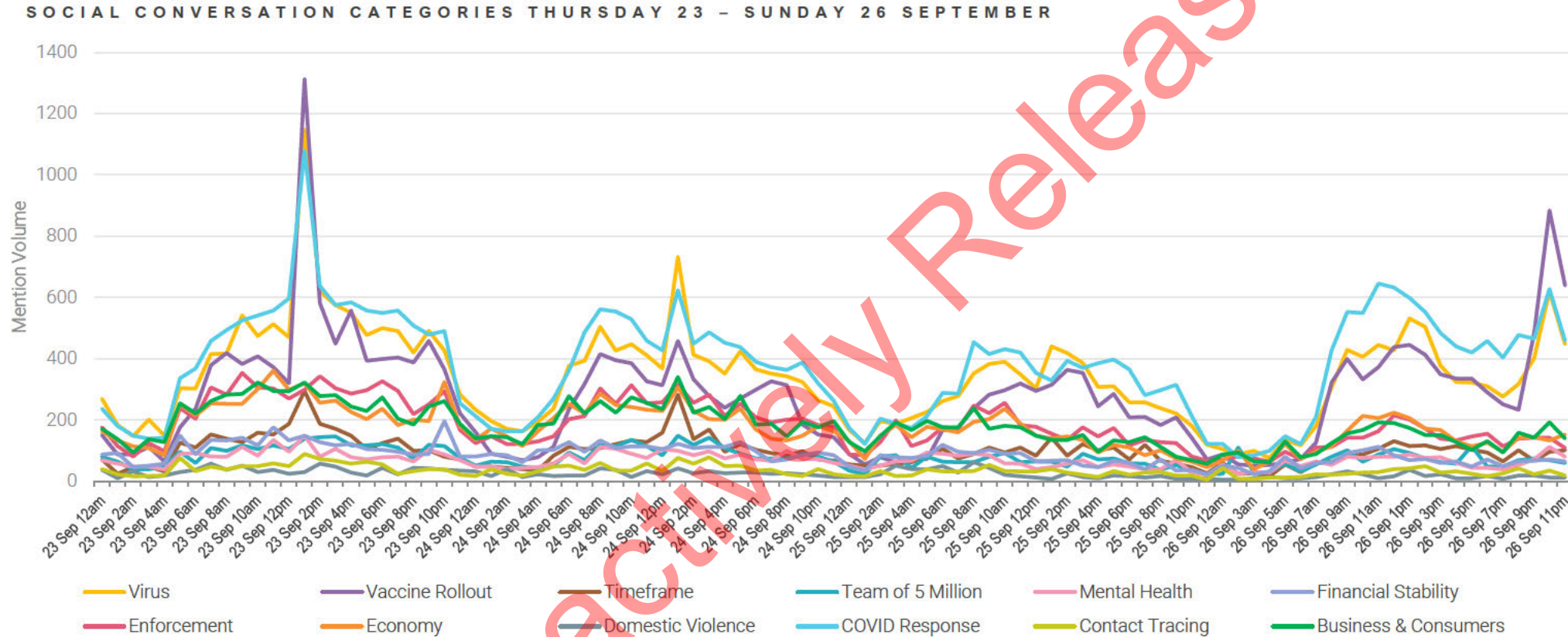
**Domestic Violence**



Proactively Released

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

# Categories over time (rolling 4 days)



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



# Category Definitions

## Virus

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

## COVID Response

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

## Vaccine Rollout

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

## Timeframe

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

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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

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

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

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

## Total sentiment breakdown at key dates

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

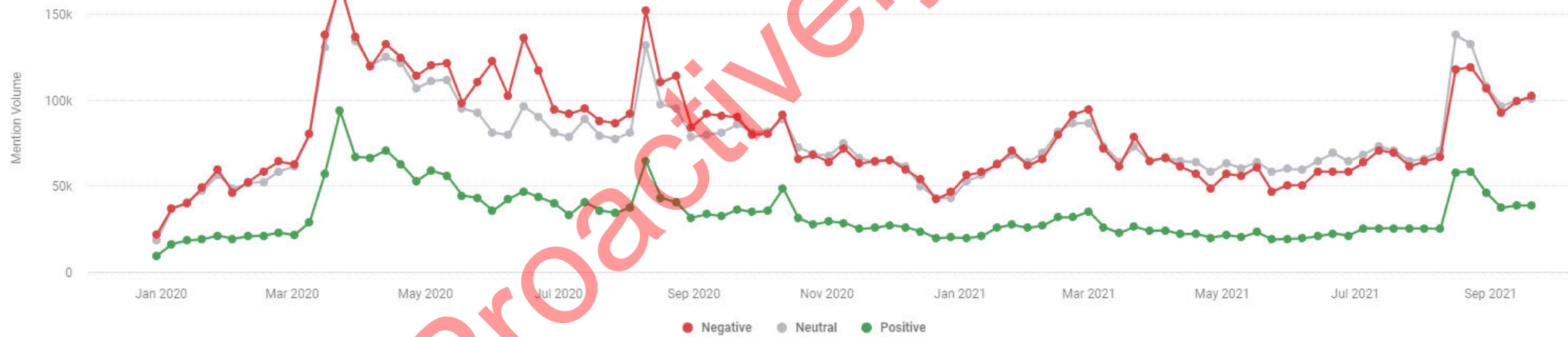
Source: [https://en.wikipedia.org/wiki/COVID-19\\_pandemic\\_in\\_New\\_Zealand](https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand)

**Changes in alert levels.**

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



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



**Thank you**

Proactively Released

# Unite Against COVID-19: Social Conversation Analysis

Four-day period ending  
29 September, 2021  
New Zealand

Proactively Released

# Update Summary:

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

Volume in the mental health category has increased by 25% with New Zealanders sharing their mental health challenges, how these have been exacerbated by the pandemic and how they have been addressing them during Mental Health Awareness Week.

## **Measuring categories of conversation:**

The total volume of conversation increased by 19% (149,264). The COVID Response category increased the most at 36%.

All categories increased in negative sentiment, and the total dataset in negative sentiment by 2%.

**Note: Time period is a rolling 4-day window unless otherwise noted.**



# What's in this report:

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

Proactively Released

# New Zealanders are sharing their mental health challenges, how these have been exacerbated by the pandemic and how they have been addressing them during Mental Health Awareness Week.

During Mental Health Awareness Week the volume in the Mental Health category has increased by 25% (time period 26-29 Sep). This is a typically negative category due to the subject matter. Negative sentiment increased in our time period by 4%.

Individuals have been sharing their mental health challenges and how they have been addressing them or offering ways that people can access support. Brands are sharing MHAW material and suggesting positive activities for their followers/audiences to take part in.

In reference MHAW people frustrated by aspects of the COVID response have used the opportunity to voice these concerns.

Some people are discussing feelings of fatigue or feeling over-it due to COVID restrictions or observations of others not taking restrictions seriously. Some of these comments may be in response to David Seymour presenting the Act party's proposal to "abandon eradication strategy" which mentioned lockdown fatigue.

## Acknowledging the impact of COVID on their mental health issues

Anyone relate?? 🙏  
I've experienced depression, anxiety and PND over the course of my life ...we need to normalise conversations around mental health... especially in a pandemic.....#mentalhealthmatters #wordoftheday #ItsOkayToNotBeOkay

- 22h

I've decided to limit my media consumption because it was really affecting my mental health. Everything is negatives and doomsday and sensationalist and I don't think I quite realised how down it was making me. I've always prided myself on being informed but I think I need to take a step back!

Vote Reply Share Report Save

## Those pointing out how well-timed MHAW is in response to lockdown and the 45 new cases announced on Wednesday.

The timing of Mental Health Awareness week seems NUTS, did they know we'd be in lockdown LOSING OUR MINDS do u reckon? No, right???? Right??

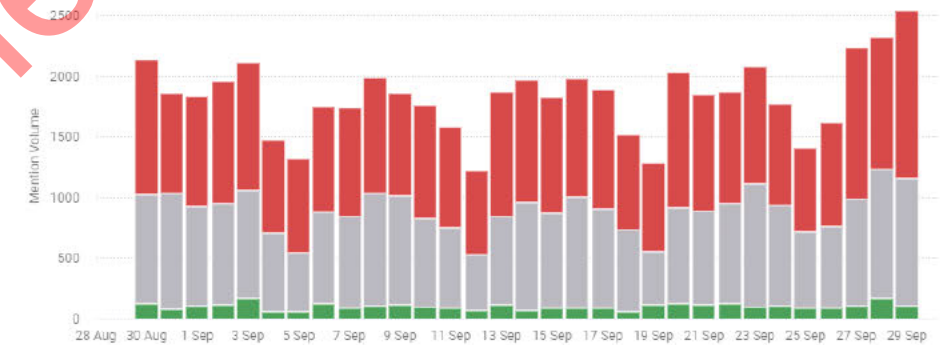
8:30 AM · Sep 27, 2021

welcome to mental health awareness week. here are 45 new community cases of COVID-19

1:22 PM · Sep 29, 2021

## Volume and sentiment: Mental Health category 1 month

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



## Total sentiment breakdown Wednesday September 29

Positive 4%, Neutral 42%, Negative 54%

23h

I need a depression nap after those numbers 🙏🙏

Offering resources for others to access support

? 1737 is a free call or text **number** to **access** mental health **support**



**Proactive posts by brands for mental health awareness week. Most have been acknowledging the extra pressures and strains that the COVID pandemic has introduced.**

**Mighty Ape** 22h · 🌐

Day 3 of Mental Health Awareness Week is about having a korero about Te Whare Tapa Whā. Te Whare Tapa Whā is a model that describes health and wellbeing as a whareniui (meeting house) with four walls - taha wairua (spiritual wellbeing), taha hinengaro (mental and emotional wellbeing), taha tinana (physical wellbeing), and taha whānau (family and social wellbeing). Our connection with the whenua (land) forms the foundation that the house sits upon 🌱

We have a staff book club at Mighty Ape which has been great for initiating conversations. Staff who participate are given access to a book, and each week the team meets for a video chat to discuss their thoughts on the chapters that they read. This week the team finished Ikigai by Hector Garcia & Francesc Miralles. A great lockdown read which led to some meaningful korero relevant to the four dimensions of Te Whare Tapa Whā 📖

Do you have something similar in your workplace, family, or social groups? What books or activities would you recommend that can help to facilitate meaningful conversations about your wellbeing? 😊

**More FM Marlborough** 15h · 🌐

With it being Mental Health Awareness week, what's one thing that helps improve your mind space? 🧠

For me, walking up the Wither Hills post lockdown has been a blessing.

**Oxfam** 28 September at 13:00 · 🌐

With Tāmaki Makaurau in Level 3 and the rest of Aotearoa adapting to Level 2 as we all unite to prevent the spread of Covid-19 in our communities, it's important that we take time to prioritise our mental health and the wellbeing of those around us.

Here are five simple steps to wellbeing from the Mental Health Foundation of New Zealand. Check out [www.mhaw.nz](http://www.mhaw.nz) for more resources and to learn about the range of online events taking place throughout the week. #MHAWNZ

**Some people who are frustrated by current COVID restrictions are taking the opportunity to voice them in relation to MHAW.**

It's Mental Health Week, be kind to those suffering! There are quite a few venting on this page!

It's Mental Health Awareness Week and the NZ Govt runs a fucking lottery for MIQ places. The very epitome of empathy and kindness. Not!

**Anti-vaxx or hesitant people who are tired of being pressured into getting vaccinated and the resulting impact to their mental health.**

Take time to korero to those who don't want to be vaccinated and are constantly pressured by others to get vaccinated. Korero to those people who are suffering from anxiety and depression. I bet you go back 2 years ago people had covid and it wasn't as bad as it is now. Hey Jacinda Ardern do me a favor, you be kind!! You show empathy towards...

**Vaccine advocate worried about the impact of lockdowns on mental health.**

so we need to achieve 90 percent vaccination to open the borders and get back to some form of normality so those unvaccinated are holding the country to ransom. Meanwhile some people with illnesses other than covid are not being diagnosed or treated, mental health issues are rising, businesses are going broke.

**Making suggestions on what would benefit mental health**

Why can't hairdressers who are vaccinated get back to work in Level 3 and do only clients who are fully vaccinated? Keep their businesses going. Good for mental health.

**Discussing lockdown fatigue/ feeling over-it**

I know I'm not. If you asked me last year I would have said yes. But now? Nah. Auckland is always bearing the grunt of the lockdowns. The fatigue has set in and honestly I just don't care anymore.

I'm probably not the only one either.

Vote Reply Share Report Save

It shouldn't surprise me that the numbers have increased looking at all the rule breakers in East Auckland. Everyone has lockdown fatigue. I'm completely over it 😞

Like Reply · 21 h

**In response to David Seymour's proposal to "abandon eradication strategy".**

I'd rather have lockdown fatigue than a country full of covid 😊 good try Seymour

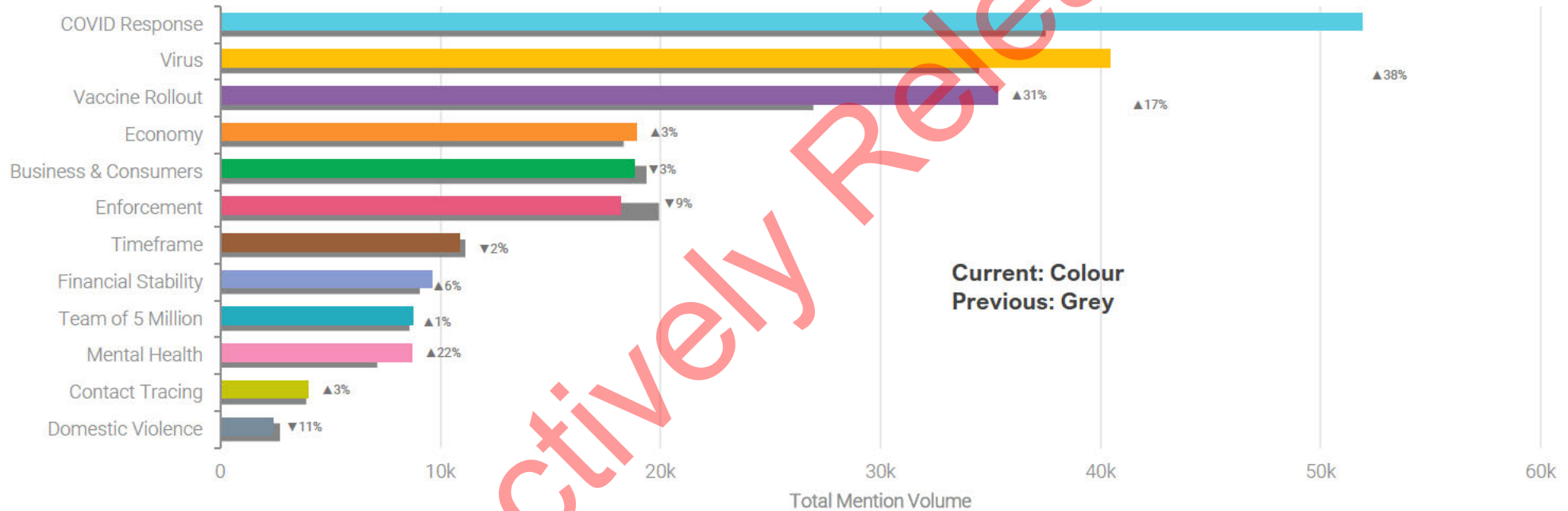
**Anti vaxx / conspiracy beliefs are a mental health issue.**

Totally is a mental health issue, I've been saying for a while that conspiracist thinking needs to be listed in the DSM. It's on par with delusions of grandeur

1 Reply Share Report Save

## Category change: Benchmark

Categories current time period (Sep 26 - 29) benchmarked against previous time period (Sep 23 - 26)



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

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

Total volume of conversation rolling 4-day window:

Current: 149,264 (+19%)  
Previous: 117,711

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

Current: Neg 45%, Neu 40%, Pos 15%  
Previous: Neg 43%, Neu 41%, Pos 16%

## Net sentiment of each category

All categories have increased in negative sentiment. The Financial Stability category and the Domestic Violence category have shown the largest shift with a 6% increase in negative sentiment.

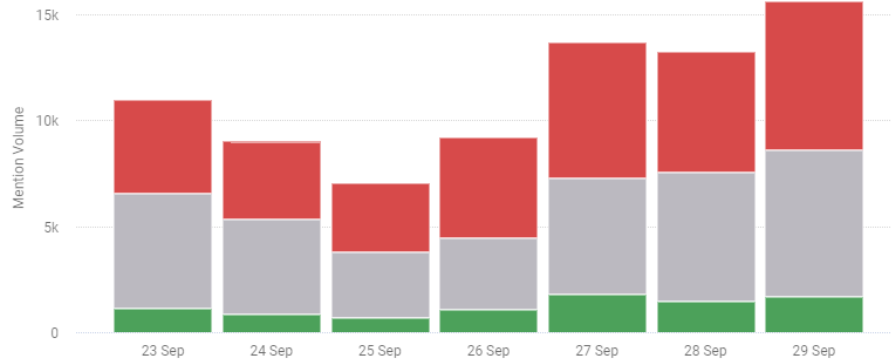
Comparing current period (Sept 26-29) with shift from previous 4-day period (Sept 23-26)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	38	3	55	-2	7	-1
Enforcement	42	2	49	0	9	-2
Virus	49	2	43	-1	8	-1
Covid Response	46	2	42	-3	12	1
Economy	39	4	53	-4	8	0
Mental Health	53	4	42	-4	5	0
Financial Stability	46	6	48	-6	6	0
Team of 5 Million	37	3	41	0	22	-3
Contact Tracing	32	2	62	-3	6	1
Timeframe	35	3	52	-1	13	-2
Domestic Violence	57	6	40	-6	3	0
Vaccine Rollout	53	3	35	-3	12	0

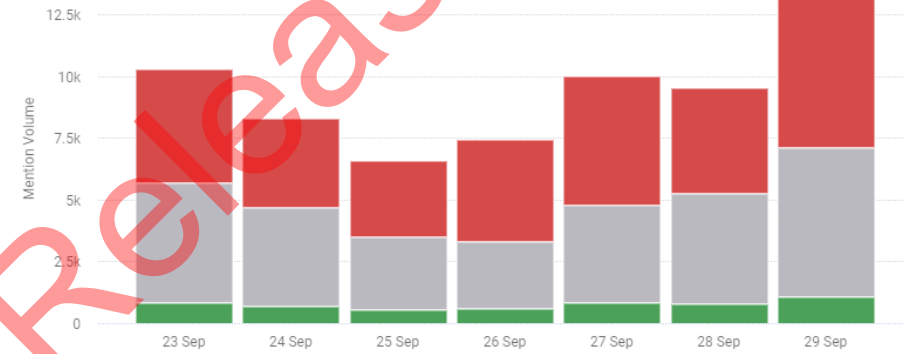
**Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.**

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

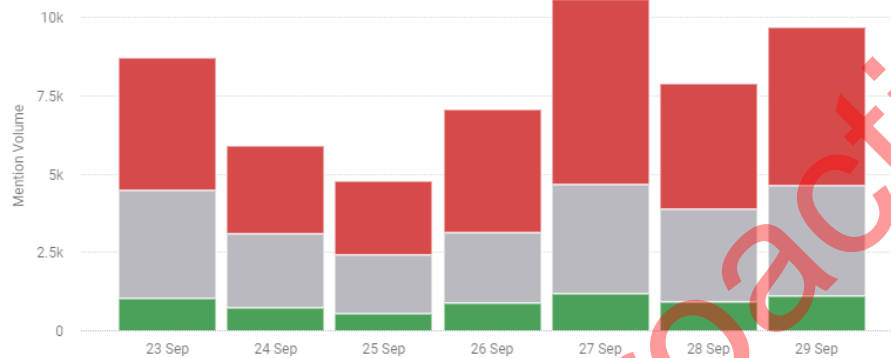
### COVID response



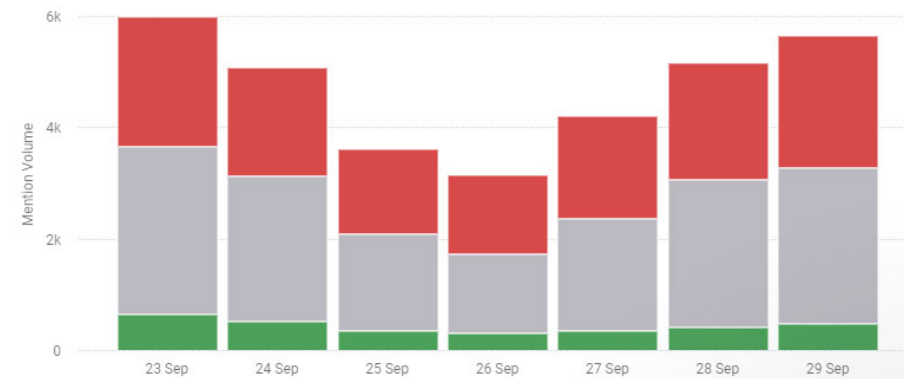
### Virus



### Vaccine Rollout

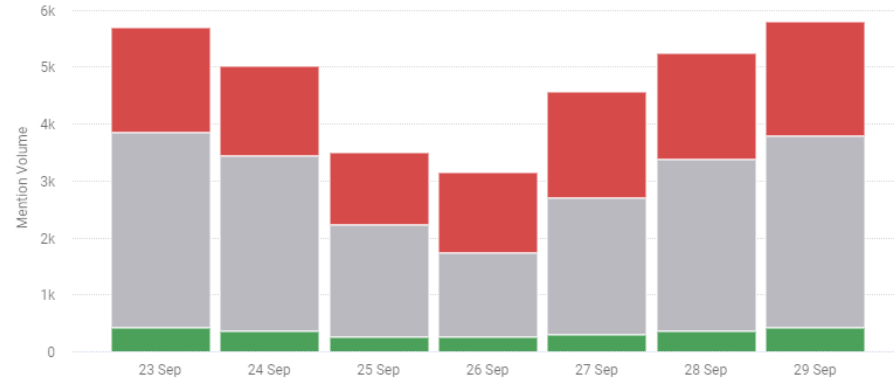


### Enforcement

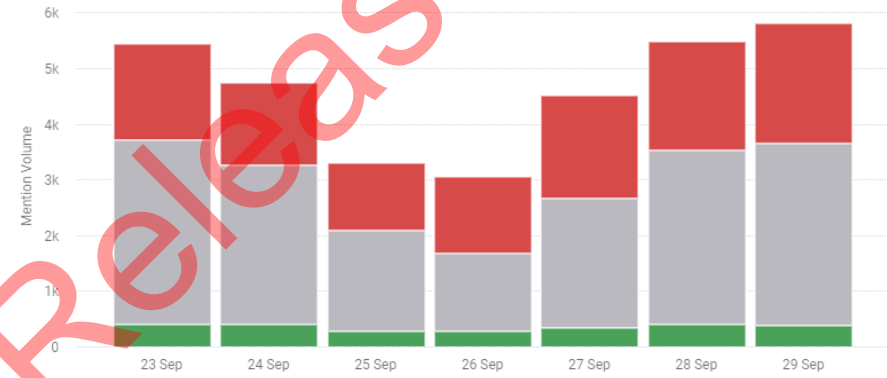


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

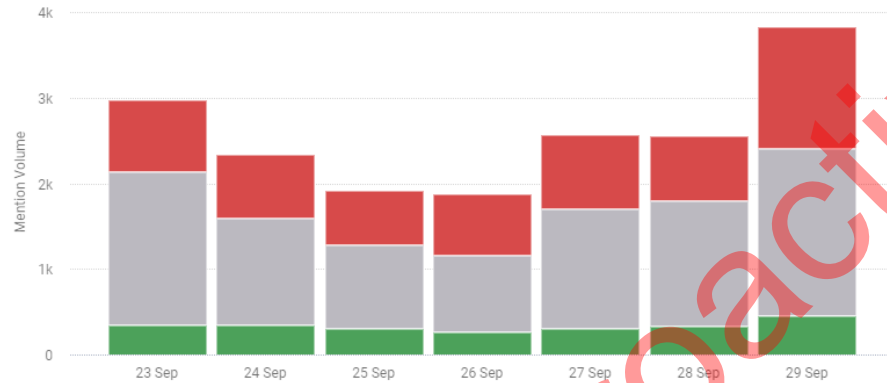
**Business and Consumers**



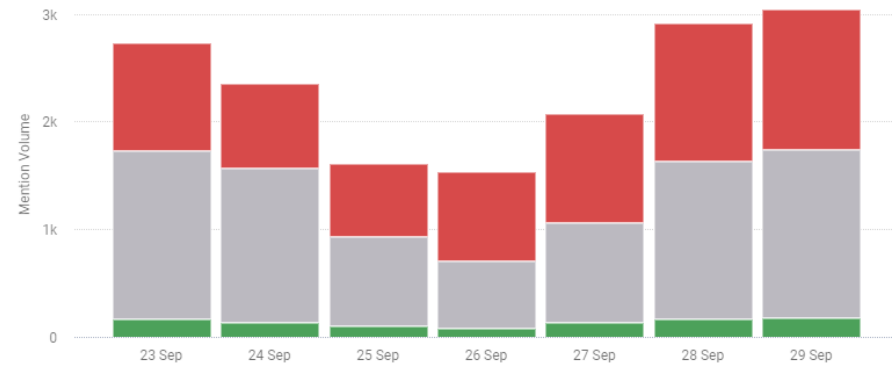
**Economy**



**Timeframe**



**Financial Stability**

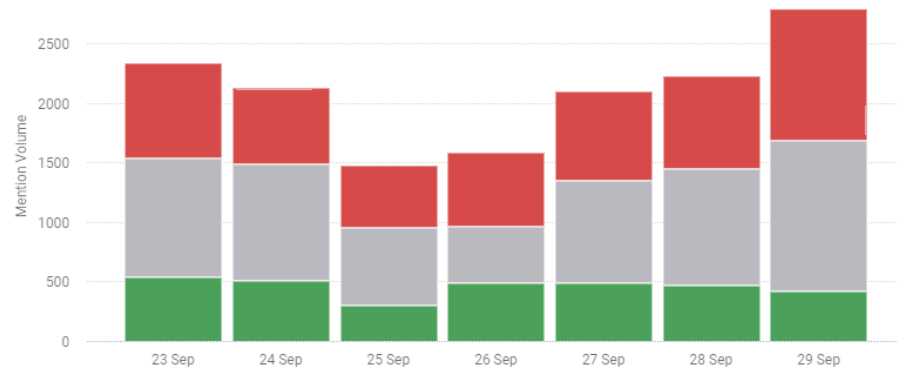


Proactively Released

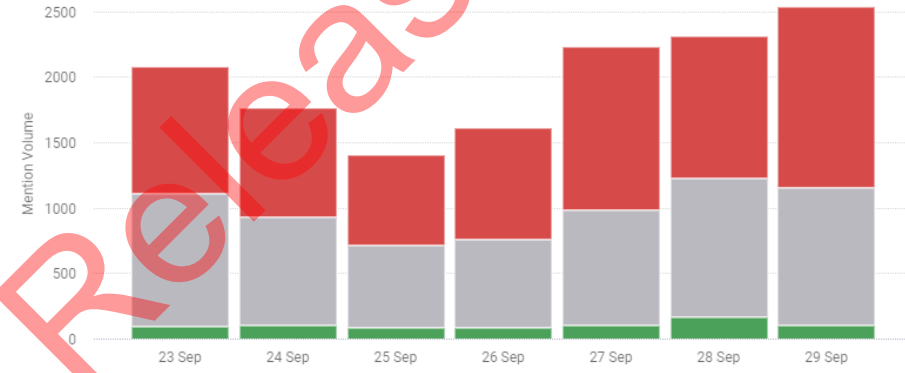
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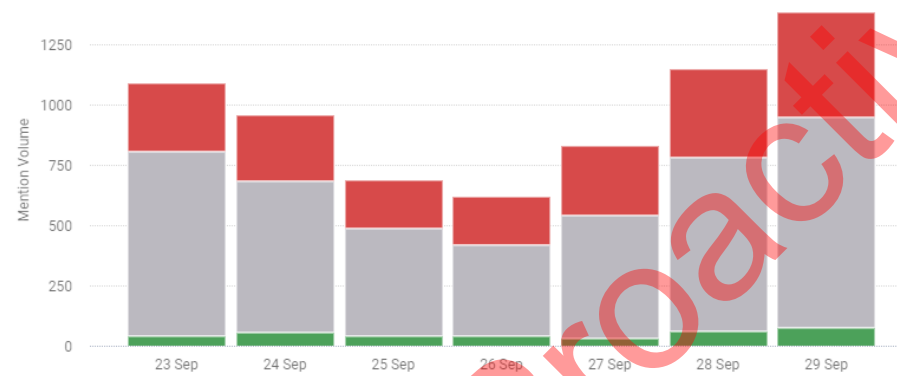
**Team of 5 Million**



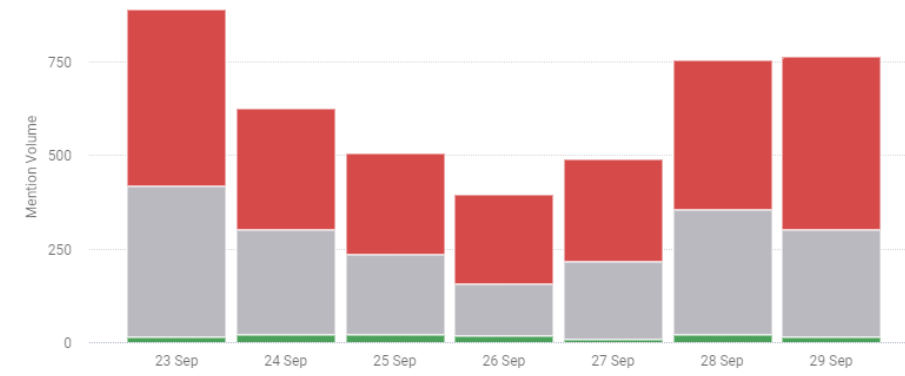
**Mental Health**



**Contact Tracing**



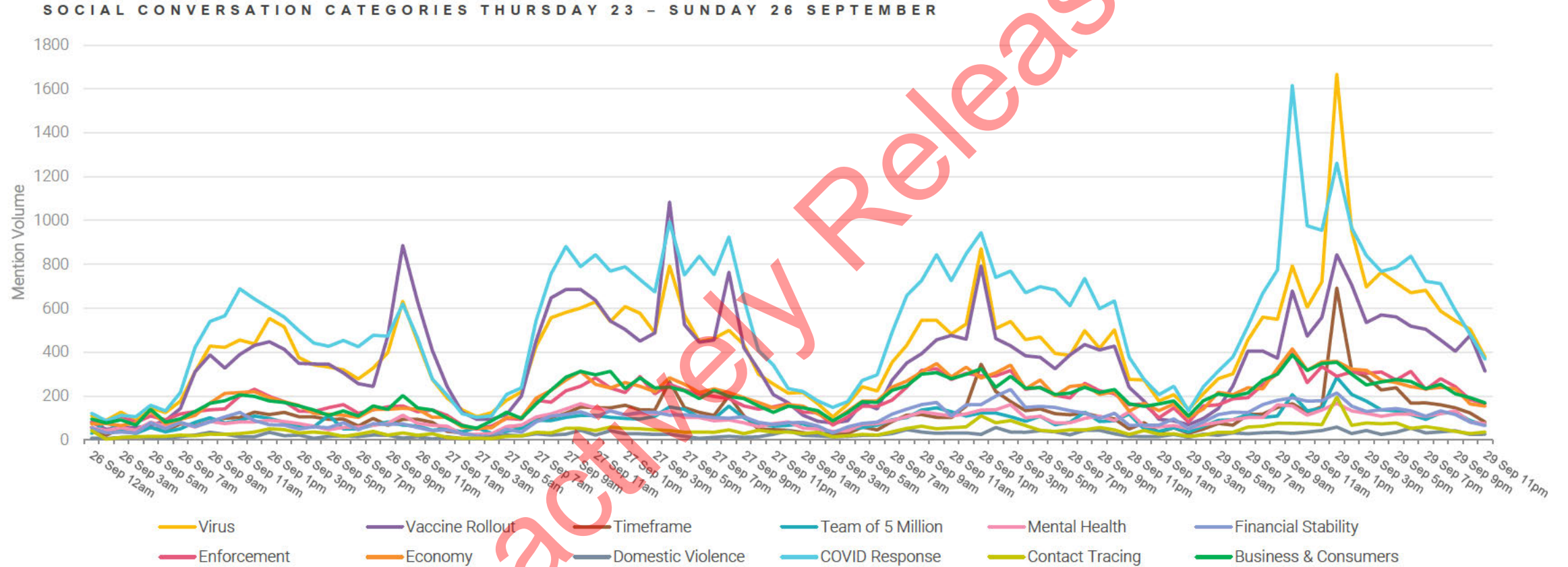
**Domestic Violence**



Proactively Released

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

# Categories over time (rolling 4 days)



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

# Category Definitions

## Virus

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

## COVID Response

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

## Vaccine Rollout

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

## Timeframe

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

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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

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

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30 June 2021	— 1	▼ 1		— 1
18 August 2021			▲ 4	
1 September 2021		▼ 3		— 4
3 September 2021	— 3		▼ 3	— 4
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Source: [https://en.wikipedia.org/wiki/COVID-19\\_pandemic\\_in\\_New\\_Zealand](https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand)

### Changes in alert levels.

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



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



**Thank you**

Proactively Released

# Unite Against COVID-19: Social Conversation Analysis

Four-day period ending  
3 October, 2021  
New Zealand

Proactively Released



# Update Summary:

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

Analysts explored conversation around tests and testing. Some people are discussing that a reason New Zealanders may not be eager to have a test is due to not wanting to be moved to an MIQ facility if the result is positive. There are people expressing frustration and anger that attendees at Brian Tamaki's anti-lockdown rally held at the Auckland Domain on Saturday will most likely not get themselves tested due to their beliefs. Some are sharing their positive experiences of smooth access and quick results.

## **Measuring categories of conversation:**

The total volume of conversation increased by 1%. The Timeframe category had the largest increase at 31% followed by Enforcement at 24%. Most categories decreased slightly in positive sentiment. The largest shift was in the Team of 5 Million category with a 5% increase in negative sentiment. Sentiment for the total dataset decreased 6% in positive sentiment and increased 6% in neutral sentiment.

**Note: Time period is a rolling 4-day window unless otherwise noted.**

# What's in this report:

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

Proactively Released

# People are discussing people's attitudes towards being tested, the types of testing available and positive experiences with accessing a COVID-19 test.

Analysts explored conversation around tests and testing. During the four-day time period conversation decreased the first three days and increased on Sunday.

Some people are discussing that a reason people may not be eager to have a test is due to not wanting to be moved to a MIQ facility if the result is positive.

There are people expressing frustration and anger that attendees at Brian Tamaki's anti-lockdown rally held at the Auckland Domain on Saturday will most likely not get themselves tested due to their beliefs.

There are people who are happy with the process at testing stations, and some are commenting how pleased with the speed of results.

Some people want to have saliva testing to be available. Among these commentators some are fine for nasal swabs to still be offered while others want the swabs to be done away with entirely.

## Discussion around reason why people may not be getting tested is due to being put off by a move to MIQ if tested positive.

2 - Oct 3

I'd suggest most were showing very minor symptoms, if any, and don't want to be locked up in MIQ so aren't being tested off their own bat.

It got into the prison's and gangs. Those that unfortunately don't follow the law let alone the rules. Of course they won't be testing or putting their hand up to go to MIQ for 2 weeks they wouldn't be able to get their drugs.

Imagine 2 essential parents with 3 kids. 1 parent goes to MIQ, the other is then forced to stay home with the kids. Neither parent is making an income.

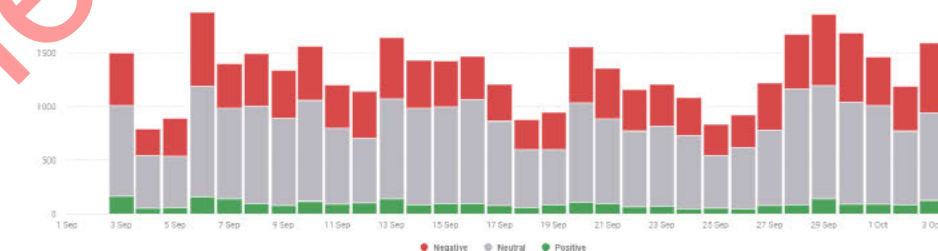
In saying that, I would still get tested (above example is my own situation). But I can understand why people would be reluctant to get tested.

I think some feel MIQ is like that anyway. Why have a covid test if when it's positive you get picked up and transported to a government run facility. No Thanks.

The problem I am seeing is, if you get a test and found positive they move you to a MIQ facility. Wouldn't this happening put people off getting tested

## Volume and sentiment: Tests/testing September 3 – October 3

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



## Total sentiment breakdown Thursday 30 September – Sunday 3 October

Positive 7%, Neutral 57%, Negative 36%

## Happy with the testing process and test result turnaround time.

Great atmosphere today at the St Johns testing station by the Auckland Netball Centre! Staff were lovely and friendly, keeping spirits up and cars moving.  
#Covid19nz  
#KiaKaha  
8:13 PM · Oct 2, 2021

My Covid test came back negative. Got the results in 9 1/2 hours. Pretty speedy.

### Belief that there should be swab testing for anyone entering A&E and/or the hospital.

Everyone should be Covid Tested with the swab method before entering A & E or anywhere else in the hospital. I truly cannot understand why this isn't happening already as Delta is so contagious and staff would know within 10-15 mins if they are positive and isolate them and have them shifted to MIQ.

Like · 15h



### Questioning what the testing process is for an essential worker crossing the Auckland boundary.



So you can have a covid test, without getting result, leave the Auckland boarder if you are an essential worker, even though you are not vaccinated? Have I got this right?

9:34 PM · Oct 2, 2021



### Encouraging people in the Waikato to get tested.



All good Waikato, this is a good reminder to get your vaccine please! And if you have any symptoms please get a swab:

- Common:
- fever
  - cough
  - tiredness
  - loss of taste or smell
- Less common symptoms:
- sore throat
  - headache
  - aches and pains
  - diarrhoea
  - rash
  - discoloured fingers/toes

11:23 AM · Oct 3, 2021



### Frustrated that attendees at Brian Tamaki's anti-lockdown protest at the domain will most likely not get themselves tested.

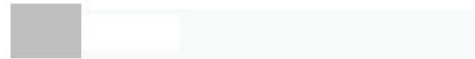
- reddit.com



[2000 protests including gang members at the Domain right now.](#)  
Doubt these people gonna get tested. They gonna think its a just a flu...



It's a **redundant** conversation now thanks to Brian Tamaki and his idiot followers. 2k at his little freedom picnic. That's 2000 idiots who will refuse to **get tested**, wear masks or isolate. Absolute legends all 😂



I wish he would use his influence to promote his followers to get vaccinated. More importantly, ask these dick heads who attended the protest to get tested. 5 days & 12 days. Of course you can't expect something good from assholes like him

9:26 PM · Oct 2, 2021



Like any of the people in the protest are gonna **get tested**!!

### Concern that those who are asymptomatic are not being encouraged to get tested.



MOH keep saying if you have symptoms get a test. What if people are out and about that are already infectious but have NO symptoms? Dozens could be infected by the time any signs show up and people get a test. This worries me.

1:42 PM · Oct 3, 2021



this! encourage people to get tested even if they don't have symptoms!

they should prioritise people with symptoms in raglan but really anybody in raglan should get tested symptoms or not.

1:09 PM · Oct 3, 2021

### People talking about their reasons for getting a test.

17h

I've done this. **Had symptoms** so **got a test** before a funeral I absolutely did not want to miss. There's nothing to discuss. **Get a test.**

- 13h

I was **sick** just as we went into **level 4** and was genuinely worried I **had covid** despite being **vaccinated**. I **got tested** and was thankfully negative

### Wanting the saliva test as an option.



Nasal swab isn't that bad. Feels like a fly or small insect up your nose. But i wouldn't want every **week** that's for sure! We need to bring in the Saliva **test** ASAP.



facebook.com

[Live Covid-19 updates for 3 October - everything you need to know](#)  
Can't the government get rid of those brain scrapers and get saliva test kits instead

Also, if waste water testing is so effective, why can't we "pee on a stick" like a pregnancy test to see if we have covid19? The nasopharyngeal test is a barrier for many. Saliva testing kits are an everyday household thing in the UK. Make these freely available here.

1:19 PM · Oct 3, 2021

### Discussion about the role of testing in reducing the time spent in MIQ.



So if a person is **vaccinated** and provides a negative **test** within 72 hours of arriving.....they're still having to do **two weeks** in MIQ? Sounds like a complete waste of money, to me. 🤔

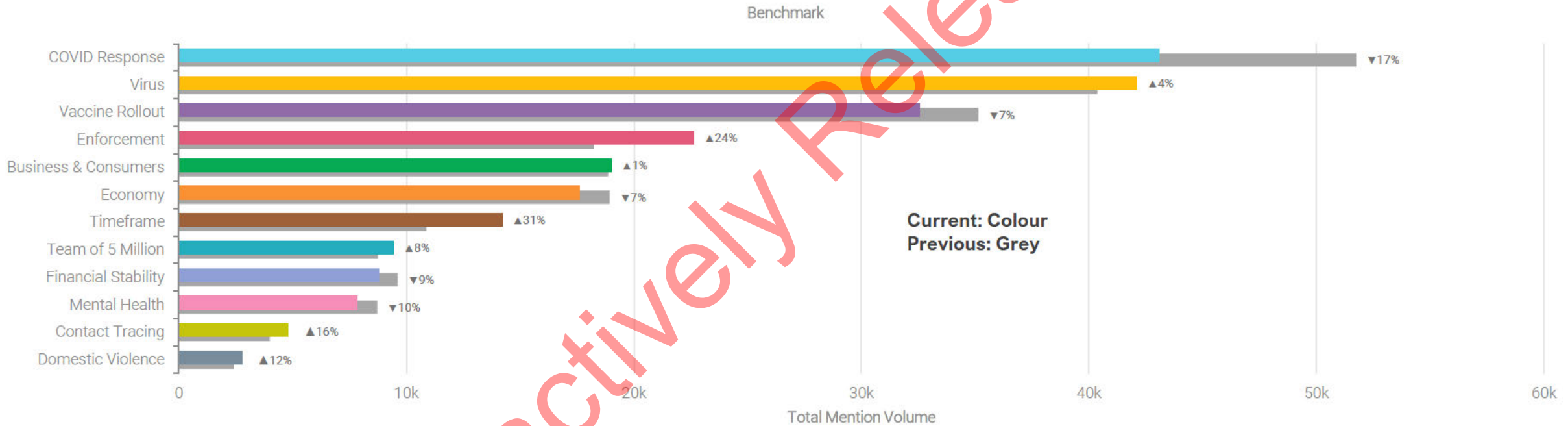
If people can provide consistent negative COVID tests prior to boarding flights, surely, the need for MIQ is diminished? Eg, in Western Australia, there have been no Covid cases for months, so if someone was returning, surely a negative test, prior to departure, plus tests on consecutive days after arrival should shorten time in MIQ dramatically.

Like · Reply · 4d



# Category change: Benchmark

Categories current time period (Sep 30 – Oct 03) benchmarked against previous time period (Sep 23 - 26)



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

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

Total volume of conversation rolling 4-day window:

Current: 150,492 (+1%)  
Previous: 148,666

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

Current: Neg 45%, Neu 46%, Pos 9%  
Previous: Neg 45%, Neu 40%, Pos 15%

## Net sentiment of each category

There was no significant shifts in sentiment changes. However, the majority of categories decreased in positive sentiment.

The largest shift was in Team of 5 Million which increased 5% in negative sentiment, decreasing 3% in neutral sentiment and 2% in positive sentiment.

Comparing current period (Sept 30 – Oct 03) with shift from previous 4-day period (Sept 26-29)

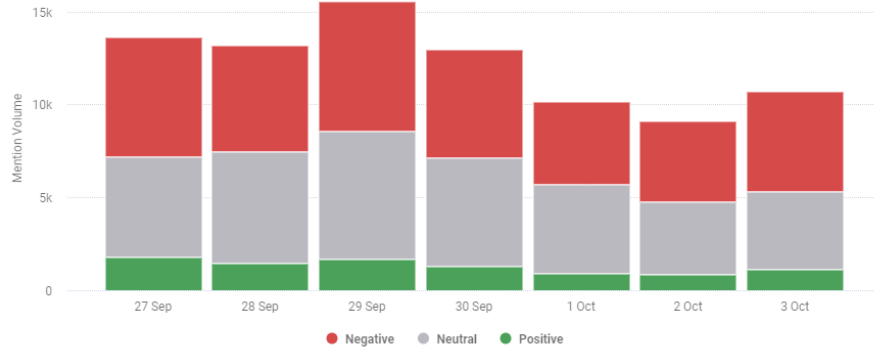
Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	38	0	55	0	7	0
Enforcement	44	2	46	-3	10	1
Virus	49	0	42	-1	9	1
Covid Response	47	1	43	1	10	-2
Economy	38	-1	55	2	7	-1
Mental Health	53	0	43	1	4	-1
Financial Stability	44	-2	50	2	6	0
Team of 5 Million	42	5	38	-3	20	-2
Contact Tracing	33	1	59	-3	8	2
Timeframe	39	4	48	-4	13	0
Domestic Violence	56	-1	42	2	2	-1
Vaccine Rollout	52	-1	36	1	12	0

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

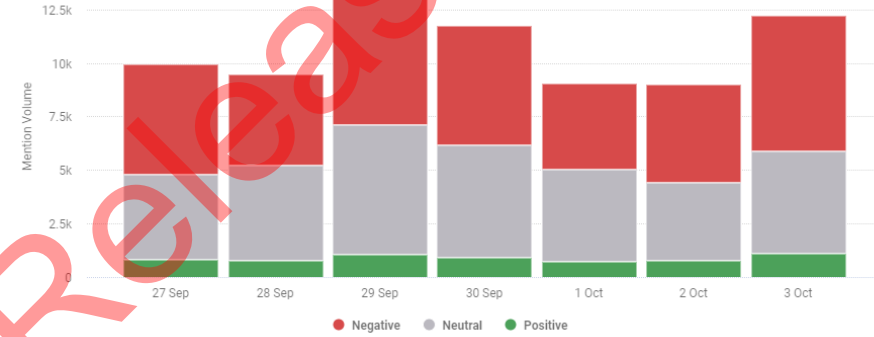
- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts.** See previous page for volume.



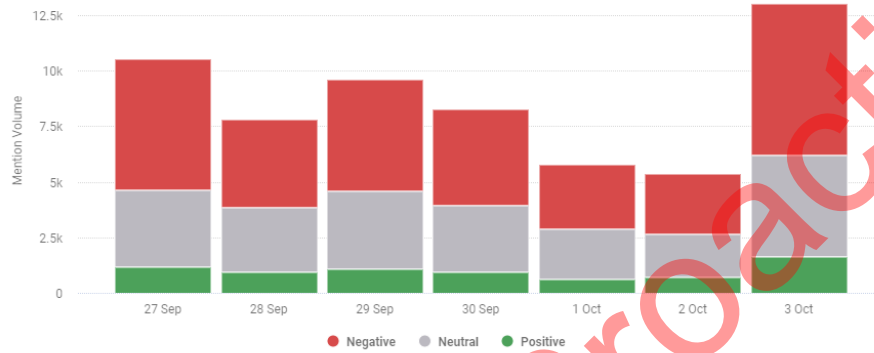
**COVID response**



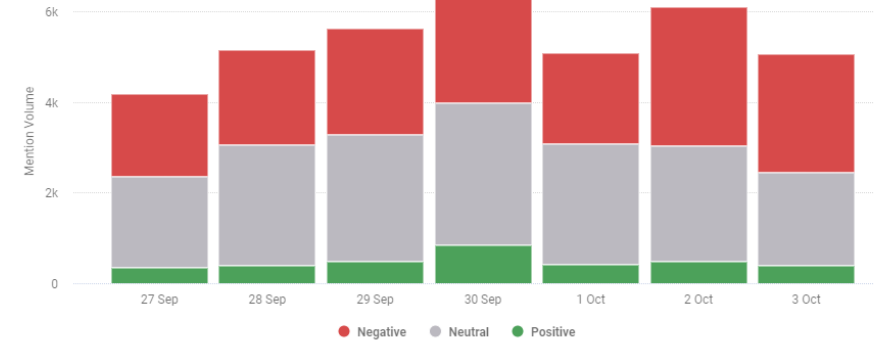
**Virus**



**Vaccine Rollout**



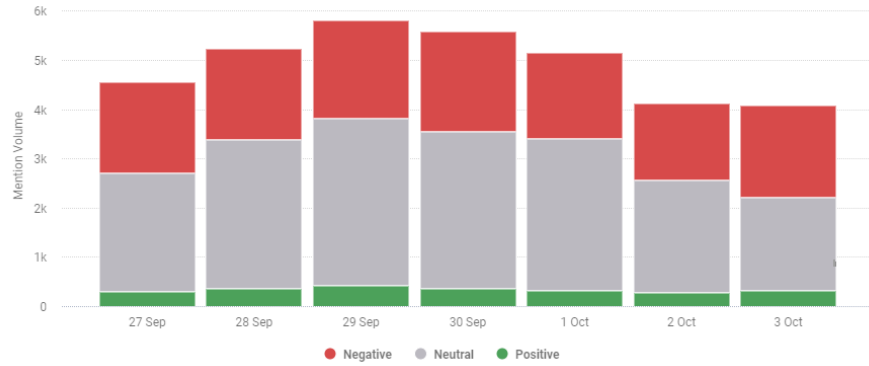
**Enforcement**



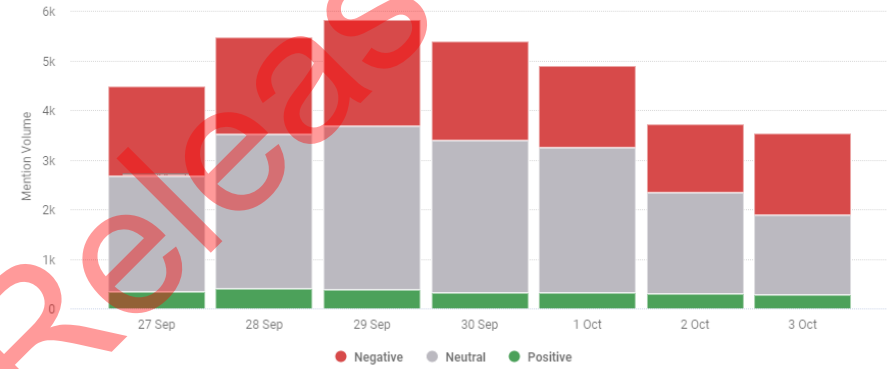
Proactively Released

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

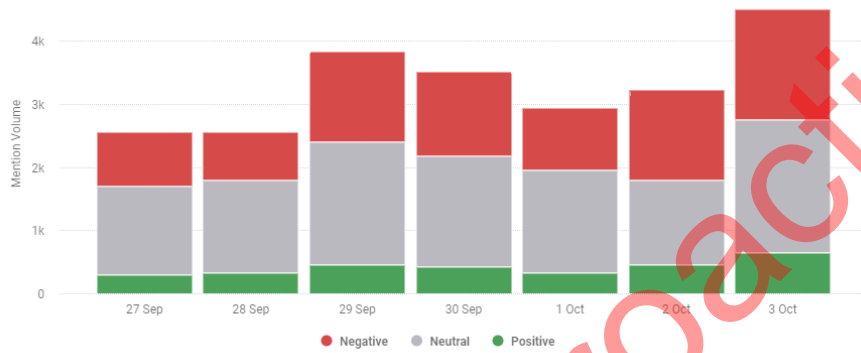
### Business and Consumers



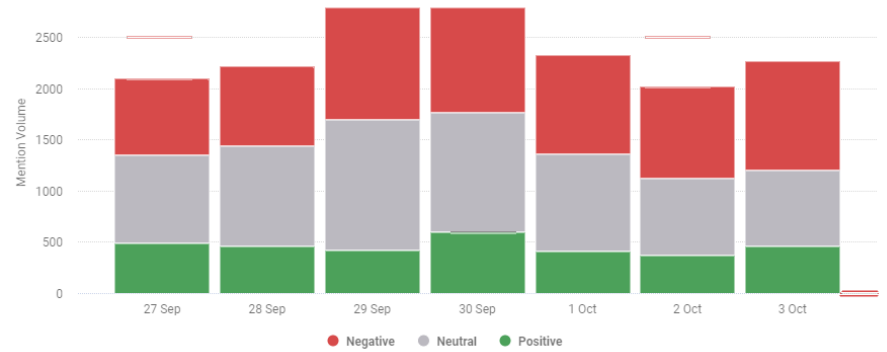
### Economy



### Timeframe

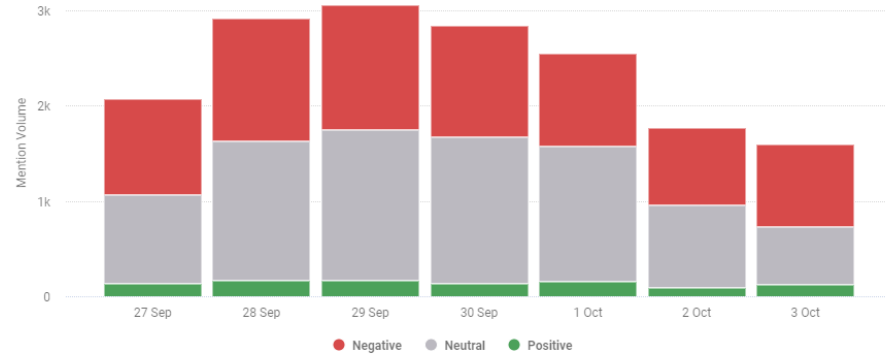


### Team of 5 Million

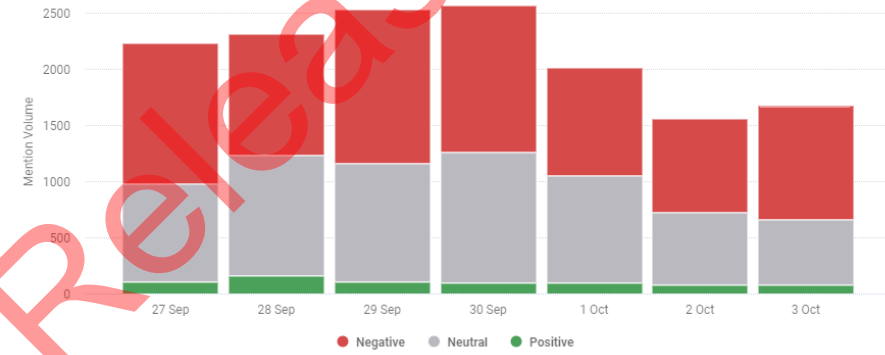


Proactively Released

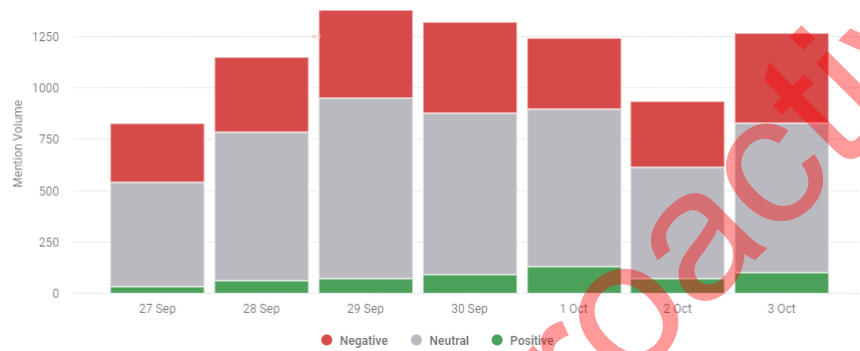
### Financial Stability



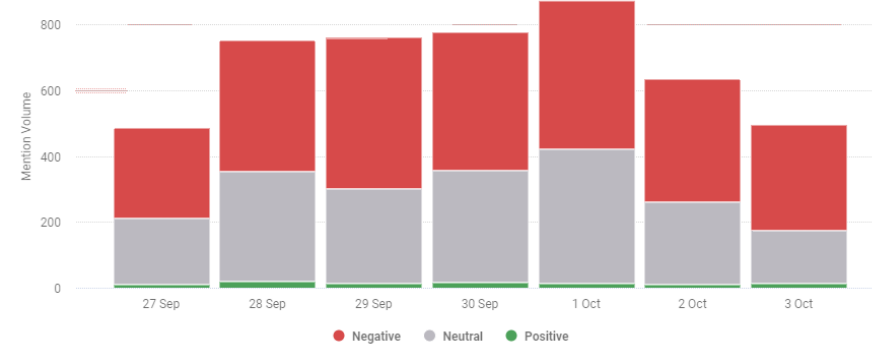
### Mental Health



### Contact Tracing



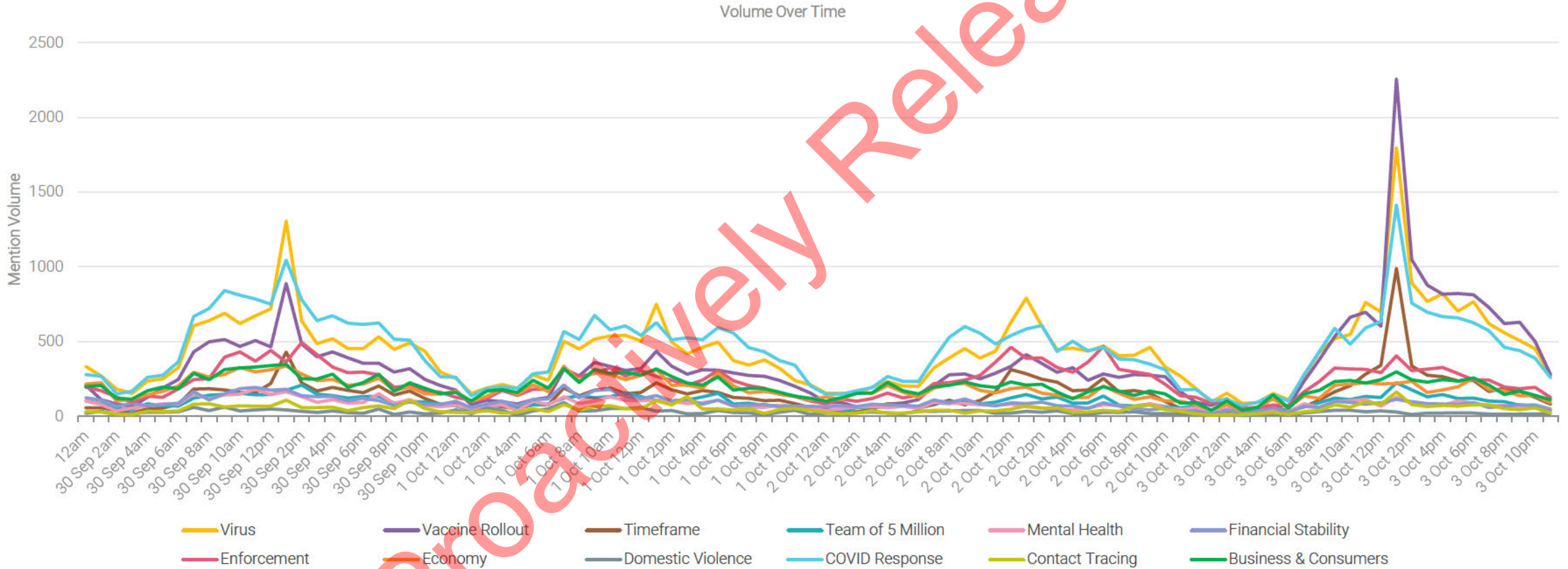
### Domestic Violence



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

# Categories over time (rolling 4 days)

SOCIAL CONVERSATION CATEGORIES THURSDAY 30 SEPT - SUNDAY 03 OCT



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

# Category Definitions

## Virus

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

## COVID Response

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

## Vaccine Rollout

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

## Timeframe

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

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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

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

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

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

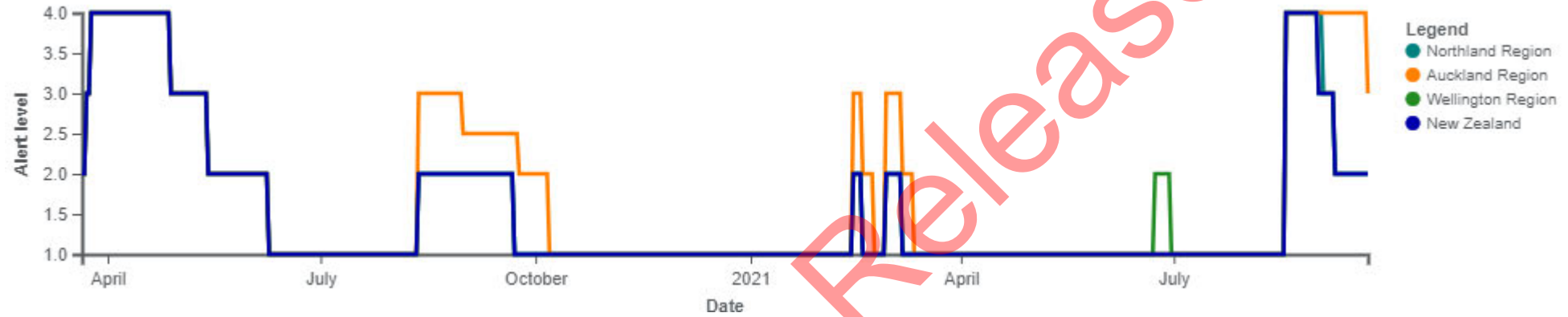
## Total sentiment breakdown at key dates

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

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

**Changes in alert levels.**

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



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





# Thank you

Proactively Released

# Unite Against COVID-19: Social Conversation Analysis

Monday 4 October, 2021  
New Zealand

Proactively Released

# Update Summary:

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

The response to the 4pm announcement on Monday (4 October) was broad with some voicing concern at the easing of restrictions and some saying lockdown in general has gone on long enough. Others pointed out that there were no easy options. Other themes included commenting that the plan was unclear and complicated, concern for added potential pressure on the healthcare system, and worry for those age-bands that have only had time to get one of their vaccinations so far.

## **Measuring categories of conversation:**

The sentiment of our categories became generally more neutral on Monday. This is because more news articles are published on weekdays which tends to increase neutral sentiment. On Sunday the announcement of COVID cases in the Waikato also contributed to negative sentiment.

**The sentiment of the total dataset reflects a high level of negative sentiment at 44% however this has been higher in previous level changes around mid-2020 and then again in February (Neg 49%). Positive sentiment has fallen to 16% which is generally low, but not as low as it has been earlier in 2021.**

# What's in this report:

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

Proactively Released

# The response to the 4pm announcement on Monday (4 October) was broad; with some voicing concern at the easing of restrictions and some saying lockdown has gone on long enough. Others pointed out that there were no easy options.

The volume in the COVID Response category increased by 35% on Monday due to the 4pm Alert Level announcement.

The range of responses to the announcement were broad. With comments from those who believe that the new freedoms for Aucklanders were risky and potentially motivated by pressure from businesses, along with comments from those who were frustrated by on-going lockdown in general and feel like the government are moving goalposts. The dataset also included a lot of personal attacks about the Prime Minister.

When people did voice their support, it was more contemplative in tone and considered a (potential) declining in compliance by Aucklanders. Some pointed out that Auckland hasn't been in lockdown that long compared to many international cities.

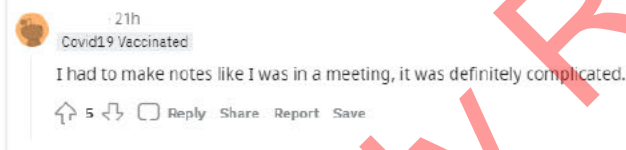
Other themes included commenting that the plan was unclear and too complicated, concern for potential added pressure on the healthcare system, and worry about those age-bands that have only had time to get one of their vaccinations so far.

## Calling the announced plan complicated or unclear.

For 18 months we have been blessed with clear and simple alert levels and government communication.

That apparently ended today!

There should also have been clear mandate messages about masks, scanning, vaccination!



A level 3 with a slow death of businesses in Auckland. Even the experts are questioning the Government at their decision you give levels boundaries. This Government just keeps moving the goalposts to prolong the misery. THERE is no end to it

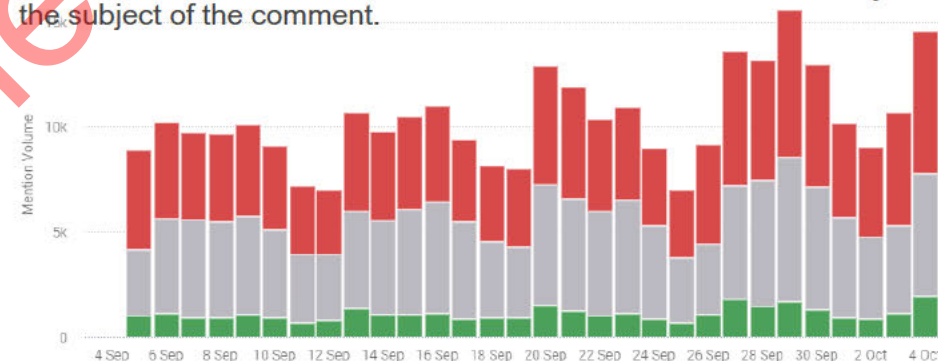
6:25 PM · Oct 4, 2021

Auckland remains in Level 3 except for a few conditions that permit you to be closer to Level 2 but with the restrictions of Level 3 while allowing for the Level 2 freedoms but maintaining a Level 3 threshold with a Level 2 range while keeping a clear Level 3 environment that will allow you to do those Level 2 activities as long as they meet the guidelines of Level 3 but this is only on the condition that the Level 2 processes are structured to fit inside the Level 3 road map.

This image was shared around message threads.

## Volume and sentiment: COVID Response September 4 – October 4

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



## Total sentiment breakdown

Monday October 4, 2021

Positive 14%, Neutral 40%, Negative 46%

## Some made light of the announcement





### Difficult situation with no easy choices.

- Dammed if you do and dammed if you don't! Awful situation to be in!

Like · Reply · 15 h
- Everyone has a comment saying how things ain't working and the government doesn't know what they doing , so the question is ,what is going to work ??? Any ideas people

Like · Reply · 1 d
- Yeah really not a fan but I doubt that people would comply much longer... which sucks that our success has been undermined.

29 · Reply · Share · Report · Save
- Sucks that we have a select few people that are ruining it for all of us, I dont fault the government for the outcome that happened, More people gotta get vaccinated and also follow the rules,

4:56 PM · Oct 4, 2021

### NZ continues to do far better than many other countries.

- Everyone needs to calm down lol I've been over seas in lock down for 4 months at least nz has a plan ... nz has this sorted and this delta isn't getting out of hand just need to follow and be safe with whanua

Like · Reply · 21 h
- Thankyou **Jacinda Ardern** and Ashley Bloomfield, yous are doing a Excellent **job** looking after Everyone in AOTEAROA

### Commenting that the government has given in to pressure from businesses: popularity over health response.

- We had an opportunity under Level 4 to give them the best protection by eliminating Delta from the community.

Businesses complained and the government jumped. Now we're going to see what happens when Delta ravages our most vulnerable communities.
- This is a re election campaign, not a health response.

Like · 16 h
- She has lost the plot, plenty of political double speak. Embrace the COVID outbreak NZ it's coming to a town near you thanks to Ardern's flip-flopping....

Like · Reply · 17 h

### Some are voicing concern and anxiety for their own or their community's future safety.

Honestly? Scared, angry, a little betrayed. This is the one thing the Government was really getting right and they're abandoning it, and us.

4:53 PM · Oct 4, 2021

### Worried for those who have only had the opportunity to have one vaccine if restrictions begin to ease.

- Correct me if I'm wrong but group 4 has only been eligible for vaxx from Sept 1, and you're supposed to wait 6-ish weeks between vaccinations right? Seems unfair that those who have had to wait the longest for their chance to be jabbed now have the shortest eligibility window before reopening.

24 · Reply · Share · Report · Save

### Concern for potential increase of pressure on the healthcare system.

- For the love of Kererū, someone please ask something about the state/preparedness of the health system throughout the country - more specifically, the staffing conditions. Peehhlease.

171 · Reply · Share · Report · Save

### Frustrated about the on-going restrictions in general.

- One thing for sure. Ardern is determined to either see a complete virus free country or 90 percent vaccination rate for the eligible. She clearly is a nutcase. So hunker down folks, we in this for the long haul.

Like · Reply · 1 d · Edited
- Fail to see where exactly it is a "little easier"???

Like · Reply · 17 h

### Those from outside of Auckland frustrated by sustained cases.

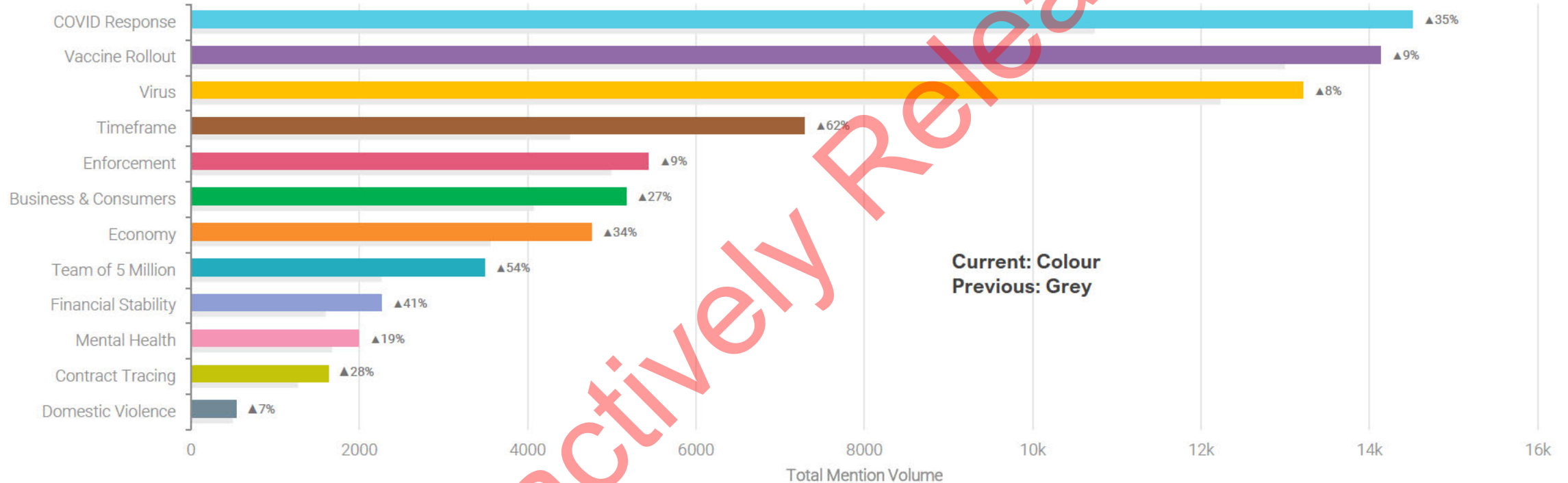
- Bloody aucklanders need to play by the rules, pure and simple

Like · 1 d



## Category change: Benchmark

Categories current time period (Oct 04) benchmarked against previous time period (Oct 3)



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

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

Total volume of conversation rolling 4-day window:

Current: 53,004 (+18%)

Previous: 44,777

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

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

Previous: Neg 48%, Neu 37%, Pos 15%

## Net sentiment of each category

The sentiment of our categories became generally more neutral on Monday. This is because more news articles are published on weekdays which tends to increase neutral sentiment. On Sunday the announcement of COVID cases in the Waikato also contributed to negative sentiment.

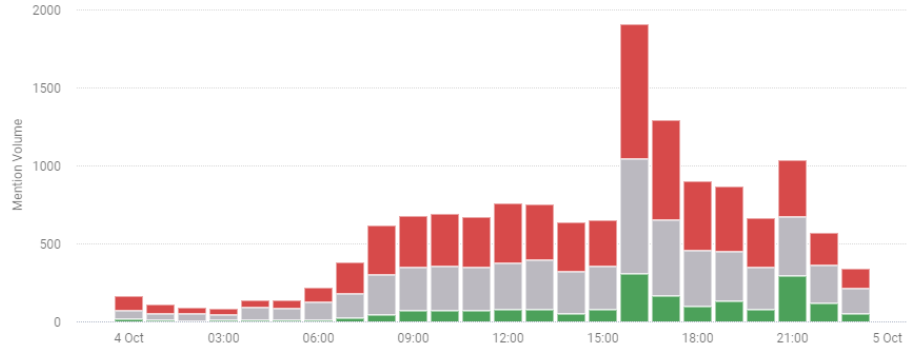
Comparing current period (Oct 04) with shift from previous day (Oct 3)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	37	-9	54	8	9	1
Enforcement	44	-7	46	5	10	2
Virus	50	-2	40	1	10	1
Covid Response	46	-4	40	1	14	3
Economy	41	-5	50	4	9	1
Mental Health	61	1	35	0	4	-1
Financial Stability	45	-9	46	8	9	1
Team of 5 Million	44	-3	35	3	21	0
Contact Tracing	31	-4	63	6	6	-2
Timeframe	36	-3	51	4	13	-1
Domestic Violence	53	-12	43	11	4	1
Vaccine Rollout	49	-3	36	1	15	2

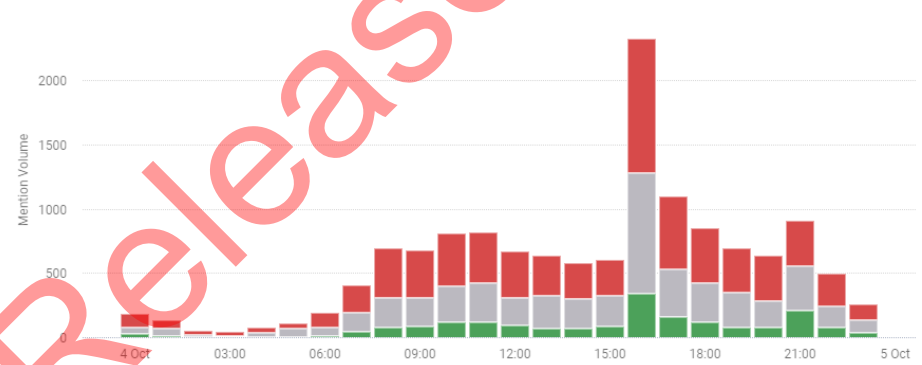
**Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.**

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

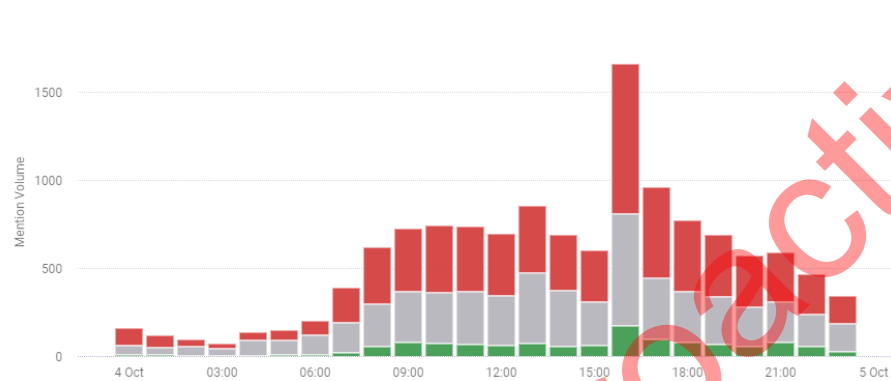
### COVID response



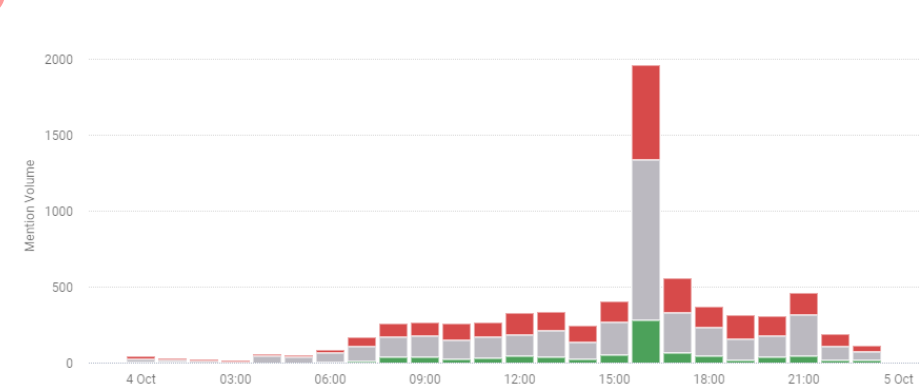
### Vaccine Rollout



### Virus

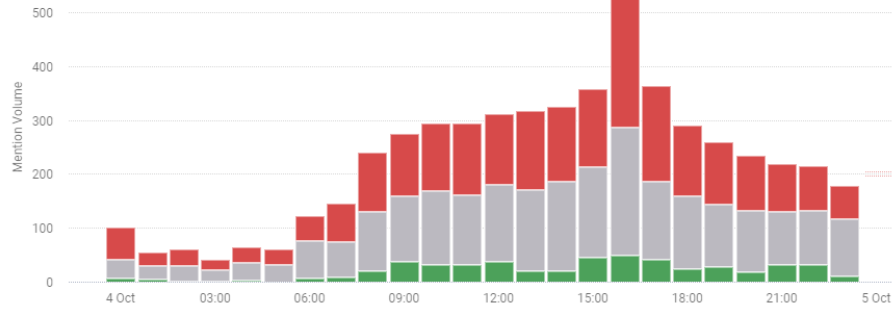


### Timeframe

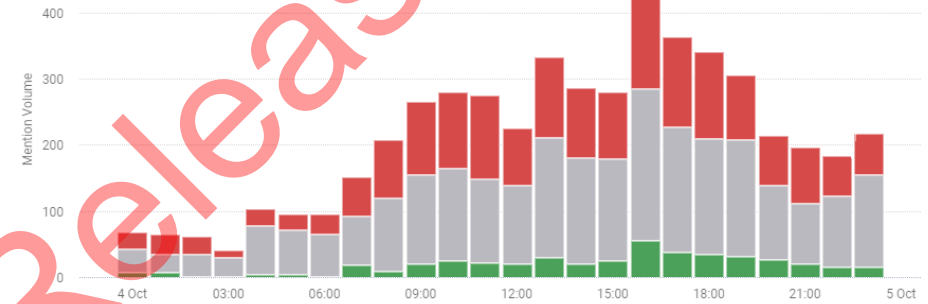


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

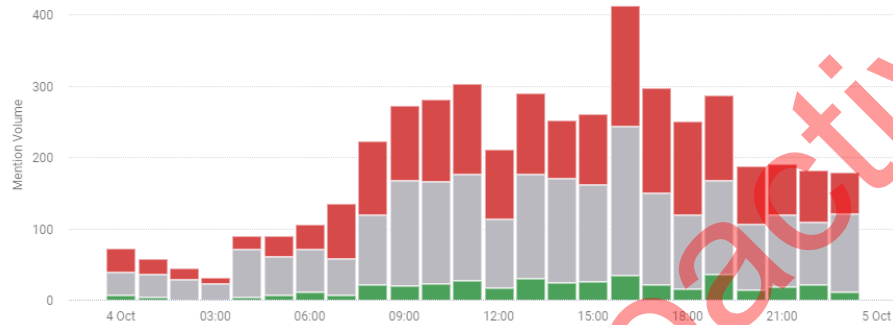
**Enforcement**



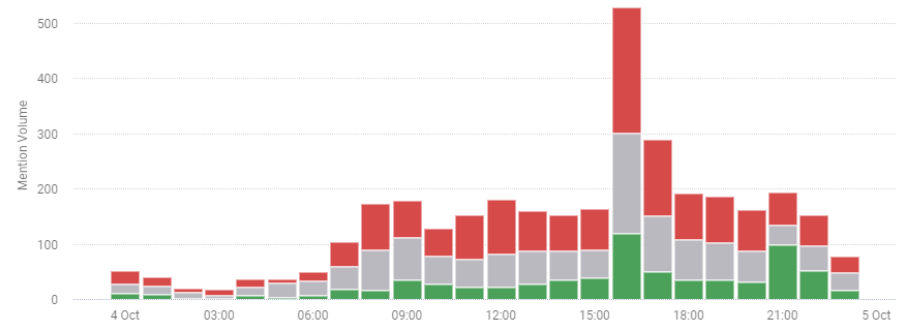
**Business & Consumers**



**Economy**

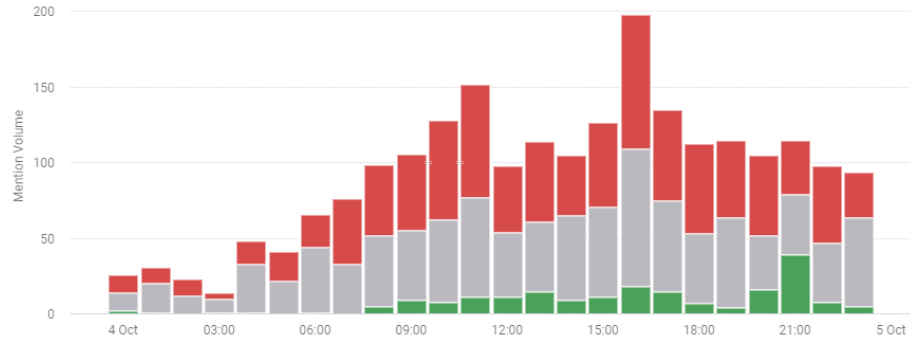


**Team of 5 Million**

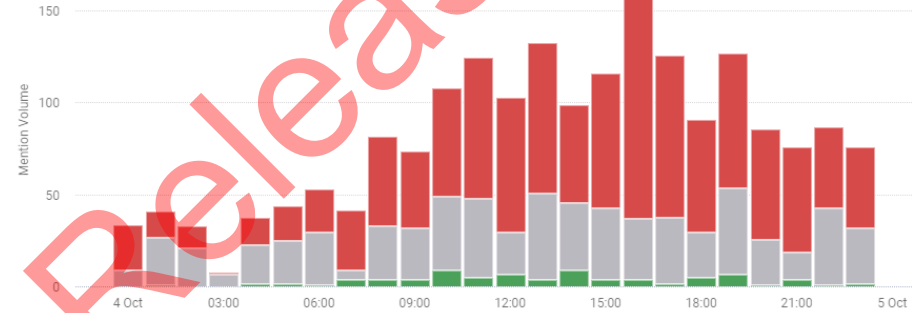


Proactively Released

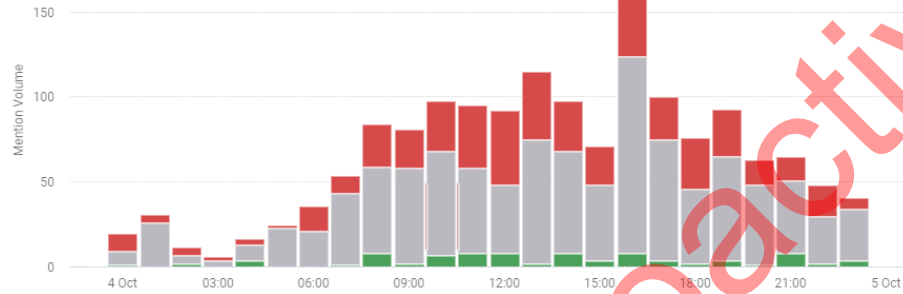
### Financial Stability



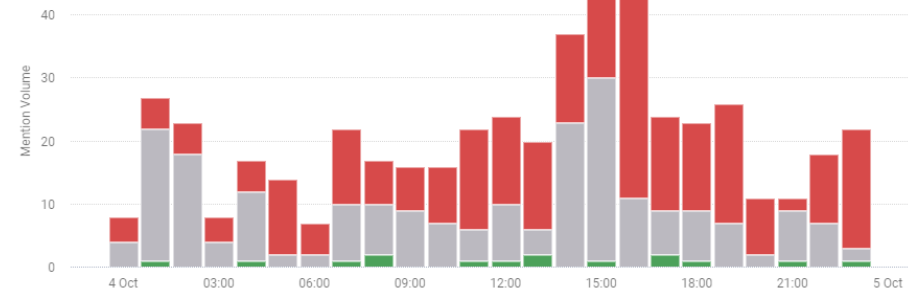
### Mental Health



### Contact Tracing



### Domestic Violence

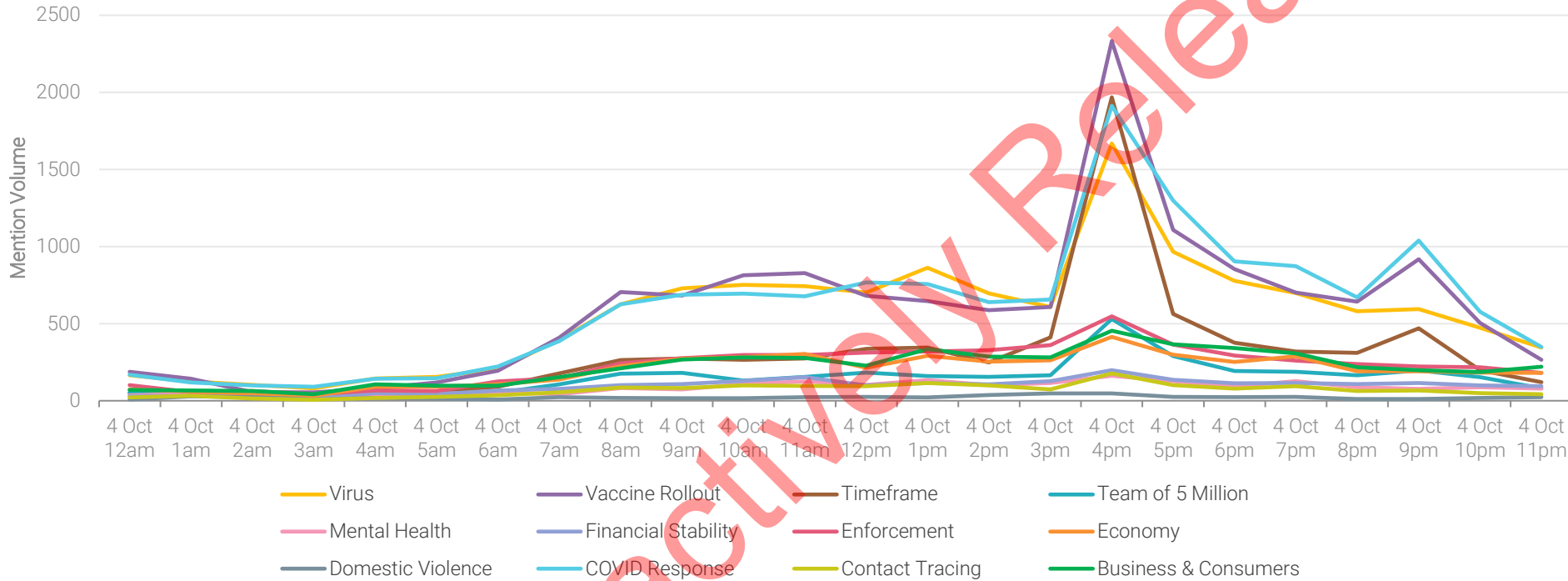


Proactively Released

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

# Categories over time

SOCIAL CONVERSATION CATEGORIES MONDAY 04 OCT



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



# Category Definitions

## Virus

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

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

## Vaccine Rollout

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

## Timeframe

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

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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

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

Date <sup>[A]</sup>	Alert Level <sup>[277]</sup>					
	New Zealand	Wellington Region	Northland Region	Upper Hauraki	North West Waikato	Auckland Region
21 March 2020				2		
23 March 2020				▲ 3		
26 March 2020				▲ 4		
28 April 2020				▼ 3		
14 May 2020				▼ 2		
9 June 2020				▼ 1		
12 August 2020			▲ 2			▲ 3
31 August 2020			– 2			▼ 2.5
22 September 2020			▼ 1			– 2.5
24 September 2020						▼ 2
8 October 2020			– 1			▼ 1
15 February 2021			▲ 2			▲ 3
18 February 2021			▼ 1			▼ 2
23 February 2021			– 1			▼ 1
28 February 2021			▲ 2			▲ 3
7 March 2021			▼ 1			▼ 2
12 March 2021			– 1			▼ 1
24 June 2021		▲ 2				
30 June 2021	– 1	▼ 1			– 1	
18 August 2021				▲ 4		
1 September 2021		▼ 3	– 4		▼ 3	
3 September 2021		– 3	▼ 3		– 3	– 4
8 September 2021			▼ 2			
22 September 2021				▲ 3		▼ 3
26 September 2021		– 2		▼ 2	– 2	
4 October 2021			– 2		▲ 3	– 3

## Total sentiment breakdown at key dates

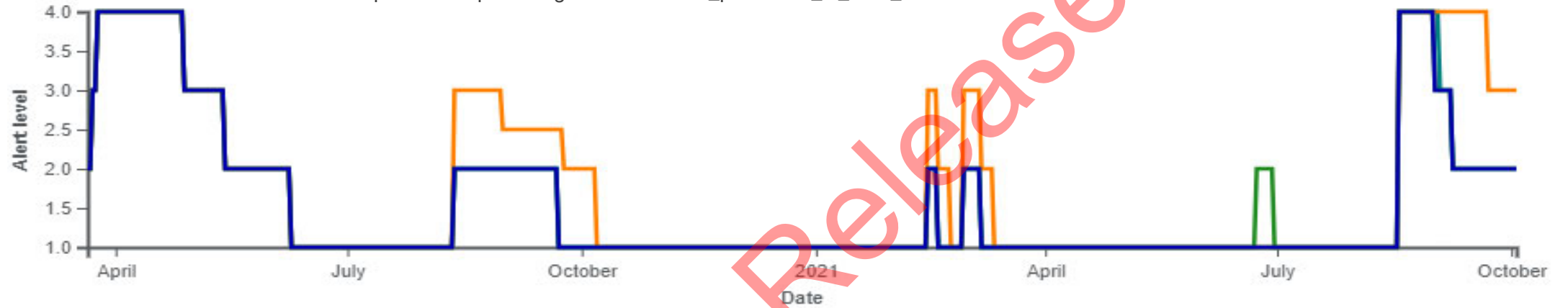
Date	% Neg	% Neu	% Pos	Date	% Neg	% Neu	% Pos
21-Mar-20	41	39	20	22-Sept-21	41	43	16
23-Mar-20	37	42	21	4-Oct-21	44	40	16
26-Mar-20	38	39	23				
28-Apr-20	38	41	21				
14-May-20	40	39	21				
9-Jun-20	45	36	19				
12-Aug-20	45	36	19				
31-Aug-20	45	38	17				
22-Sep-20	42	39	19				
24-Sep-20	42	42	16				
7-Oct-20	40	42	18				
15-Feb-21	42	40	18				
18-Feb-21	38	46	16				
23-Feb-21	43	42	15				
28-Feb-21	49	35	16				
7-Mar-21	43	39	18				
12-Mar-21	41	45	14				
23-Jun-21	38	48	14				
30-Jun-21	40	45	15				
18-Aug-21	38	43	19				
1-Sep-21	38	44	18				
3-Sep-21	42	41	17				
8-Sep-21	40	44	16				

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

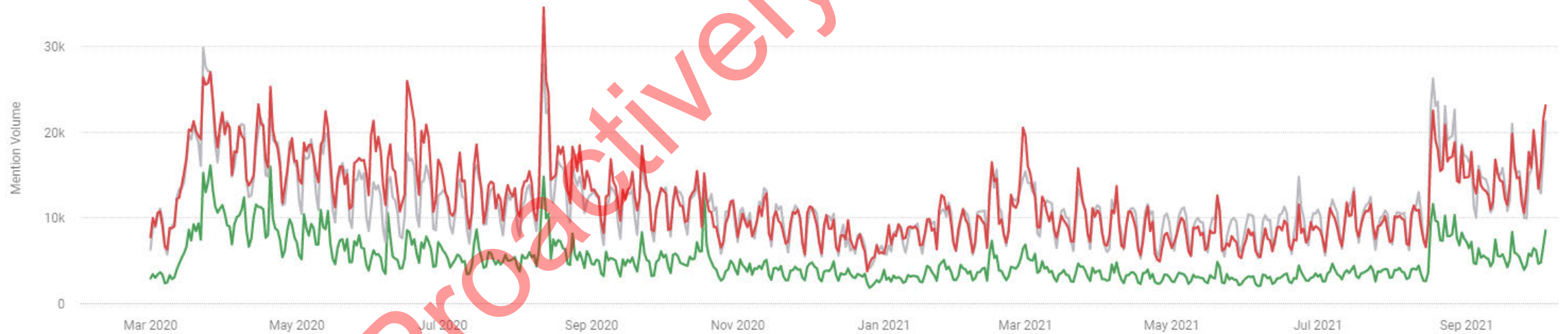
**Changes in alert levels.**

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

- Northland Region
- Auckland Region
- Wellington Region
- New Zealand



**Sentiment breakdown for total dataset March 2020 – today (data displayed by day)**



**Thank you**

Proactively Released

# Unite Against COVID-19: Social Conversation Analysis

Four-day period ending  
6 October, 2021  
New Zealand

Proactively Released

# Update Summary:

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

New Zealanders are discussing vaccine passports/certificates and the potential implications of introducing them. People are discussing the logistics of the passports including how to access them, what form they'll be, how they'll be enforced and how long a vaccine passport would be valid for. Some people have posted that they have booked their vaccine due to the passports being introduced.

## **Measuring categories of conversation:**

Volume in the Vaccine Rollout category has increase by 74%

There was no significant shifts in sentiment within our categories however Contact tracing and Timeframe became slightly less negative.

Total dataset became slightly more positive and less negative.

**Note: Time period is a rolling 4-day window unless otherwise noted.**



# What's in this report:

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

Proactively Released

## New Zealanders discussed the implications of introducing a vaccine passport/certificate

Conversation about vaccination passports/certificates has high neutral sentiment (+17%) than the wider Vaccine Rollout category. This is often due to a more matter-of-fact tone, combined with press coverage.

People are discussing vaccine passports as an incentive. This includes individuals commenting that they or friends/family had booked their vaccine because of the vaccine passport announcement.

There is interest in the logistics of the passport, what form it will be in, how will it be enforced, how long will it last or how other countries have fared with the introduction of a vaccine passport.

Some are worried that the passport will further divide between under-vaccinated communities and vaccinated people.

Some are acknowledging vaccine passports as another necessary tool to control COVID.

### Conversations around vaccine passports being an incentive, some have booked their vaccines due to the introduction of the passport.

So I am booked in for my vaccine at 1.30pm tomorrow. Need to get both doses before November cause I want that vaccine passport when it comes out. So it has to be before November. Which is good. I'd be lying if I said I wasn't still nervous. But it's now or never.

11:02 PM · Oct 6, 2021

It's really sad to me just how many people have needed to have the incentive of vaccine passports required at summer festivals to get the vaccine bc it clearly shows they know it's safe and they're just being a shitty person tbh

9:54 PM · Oct 6, 2021

My mum's not anti-vax but she was scared due to all the misinformation but the minute she heard Air NZ wasn't going to let her on their planes she was vaxxed the next day lol

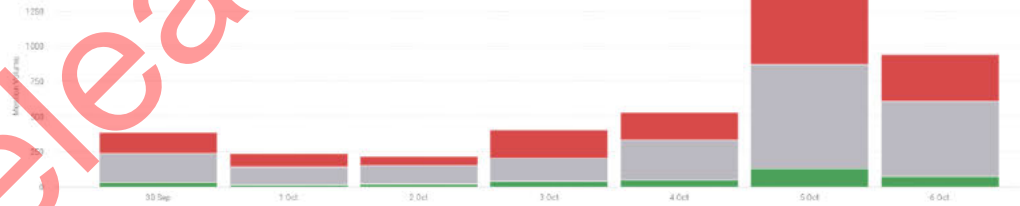
8 Reply Share Report Save

For some people it will, like my SIL who wants to go to every event possible. She's anti-vax, but there's no way she will want to miss out on travel, concerts etc.

144 Reply Share Report Save

### Volume and sentiment: Mentions of Vaccine Passport or certificate Thurs 30 – Weds 6 Sep. Note: sentiment reflects tone of conversation and is not necessarily the subject of the comment.

Total dataset sentiment breakdown: **Neg 38%**, **Neu 53%**, **Pos 9%**



### Discussions about how an individual's rights (may) be changed/impacted.

Yes, you can be pro-vaccine but see the concerning implications of vaccine passports. I am extremely suspicious of the government having this much influence and control over our daily lives.

5:13 PM · Oct 5, 2021

Unless the laws have been secretly changed on us... They're not allowed to ask (?) - or am I missing something?

human rights and privacy implications that need to be settled. Chen has already received reports of employers asking their staff to tell them when they've booked vaccines. The privacy commissioner has said that vaccination status is health information that's private and protected by legislation. This will only become a more significant issue in the coming weeks.

1

### Speculation about how to access passports & how long they will last or if they will be forgeable.

1d  
This passport thing will not last long or will not be enforced. Examples can be found everywhere in the world.

1 Reply Share Report Save

2d  
Takes 2 weeks after your second dose to be fully immune, so on-site vaccines wouldn't be enough

21 Reply Share Report Save

? Vaccination certificates should have been handed out when persons got their 2nd jab save time. And postage later or maybe the government going to make us pay to obtain one?

The vaccine "passport" will be so easy to forge the gangs will be selling these during the buy 10 get one for free specials....  
10:13 PM · Oct 6, 2021

13h  
Until boosters come along, I don't see how it won't happen. Israel is getting into boosters now, and daily numbers have dropped from a peak of 11,000 to the current 2,400, all in about 5 weeks. Many people's vaccination certificates have expired which is going to cause issues because they haven't had boosters. If 2021 is going to be 'Year of the vaccine' then 2022 is going to be Year of the booster. BTW, Israel uses ~100% Pfizer, just like NZ.

3 Reply Share Report Save

### Concern that the vaccine passport could create/enhance divides in the community.

2d  
I hope it will be an incentive to some people, but for others it will alienate them further. My anti-vax parents, for instance, constantly cite vaccine passports as a reason for their 'oppression' and further evidence that vaccination is some sinister plot about controlling people and forcing them to put poison into their bodies. Obviously anything that results in a higher rate of vaccination is good, but it certainly adds a lot of fuel to the conspiracy theorist's fire.

21 Reply Share Report Save

Since we will be having vaccine passports are we also going to have separate toilets & water fountains, ya know like back in the ..... oh oh no

3:31 PM · Oct 6, 2021

### Pro vaccine & vaccine passports however having to confront a family member with

She's at risk, health-wise, but also for ending up more socially isolated & also more rabidly anti-vax as NZ (rightly) moves to vaccine passports. The two of us don't have an amazing relationship (lots of eldest daughter trauma), but Imma have to broach the subject.

4:50 PM · Oct 6, 2021

### Positive acknowledgement of vaccine passports/certificates as a tool to aid COVID response.

? To look after myself, my family, the weak and vulnerable. Simply to be a responsible citizen. Employ all incentives. Ramp up P.R to encourage the kiwi competitive spirit (ie...so we can beat Ireland in our fully vaxxed percentage). No jab no entry rules. EMA vaccine passports and associated policies a fabulous idea!!!!

One does not do deals with Delta...

Let's hunker down for the next 6 weeks, get the vaccination rates as high as possible (especially Māori & Pacifica) then ease restrictions late Nov. with liberal use of the vaccine passport.

There is no shame in doing a bit of backtracking.  
4:51 PM · Oct 6, 2021

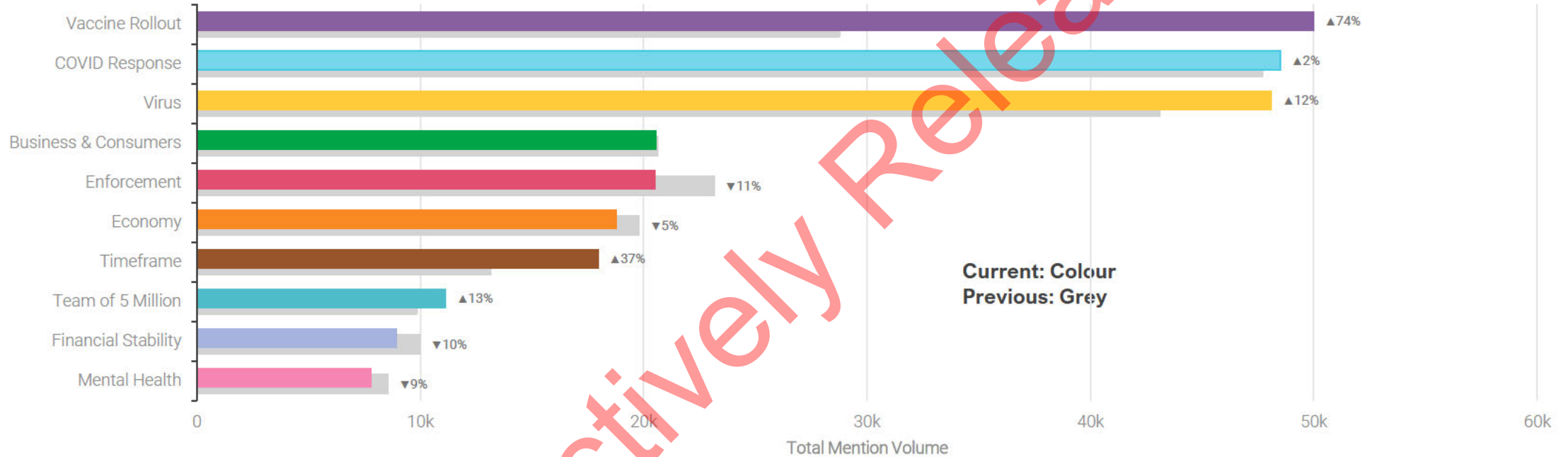
? I am 100% happy to show my COVID vaccination card and I will happily get the passport when it is available. Get the vaccine! Fight the stupidity!

? Looking forward to my certificate as fully vaccinated NZer 🙌🙌



## Category change: Benchmark

Comparing current period (Oct 03– Oct 06) with shift from previous 4-day period (Sept 29 – Oct 02)



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

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

Total volume of conversation rolling 4-day window:

Current: 181,035 (+20%)

Previous: 151,045

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

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

Previous: Neg 45%, Neu 40%, Pos 15%

## Net sentiment of each category

There was no significant shifts in sentiment however Contact tracing and Timeframe became slightly less negative.

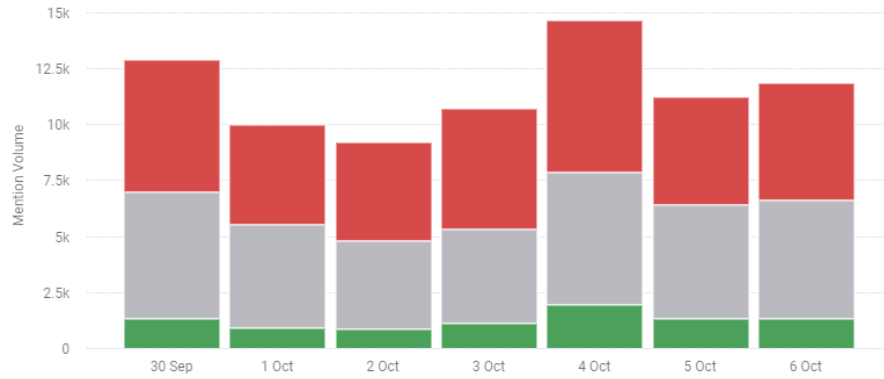
Comparing current period (Oct 03 – Oct 06) with shift from previous 4-day period (Sept 29 – Oct 02)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	38	0	54	-1	8	1
Enforcement	44	0	47	1	9	-1
Virus	50	1	41	-1	9	0
Covid Response	46	-1	42	-1	12	2
Economy	40	2	52	-3	8	1
Mental Health	58	5	37	-6	5	1
Financial Stability	44	0	48	-2	8	2
Team of 5 Million	42	0	39	1	19	-1
Contact Tracing	30	-3	64	5	6	-2
Timeframe	37	-2	51	3	12	-1
Domestic Violence	54	-2	43	1	3	1
Vaccine Rollout	50	-2	36	0	14	2

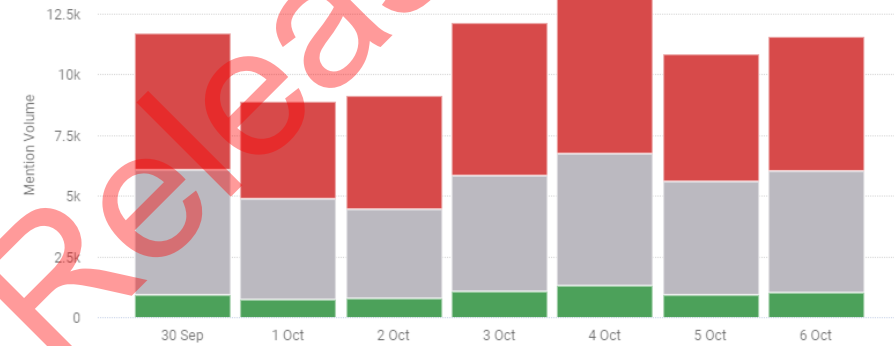
**Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.**

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

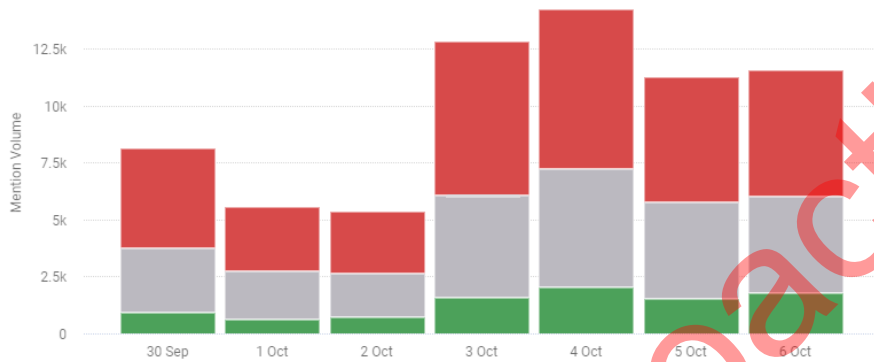
### COVID response



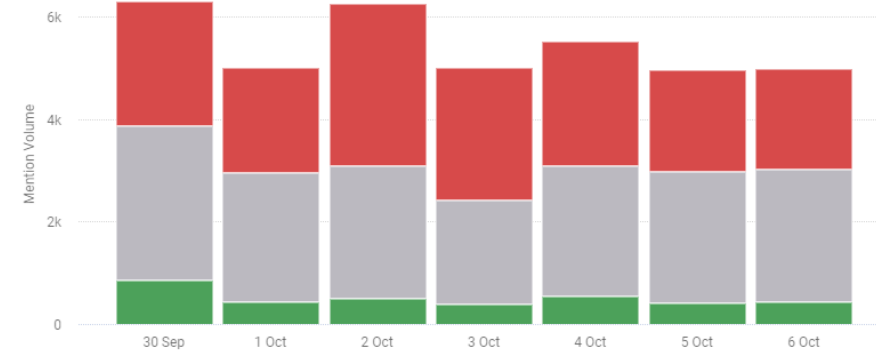
### Virus



### Vaccine Rollout



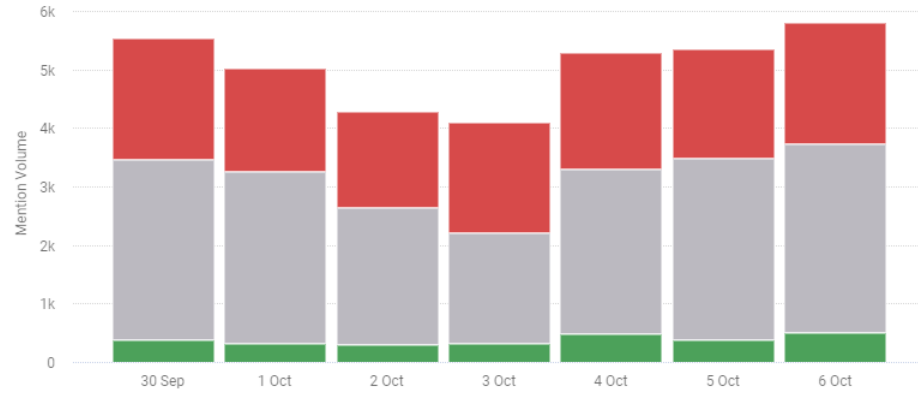
### Enforcement



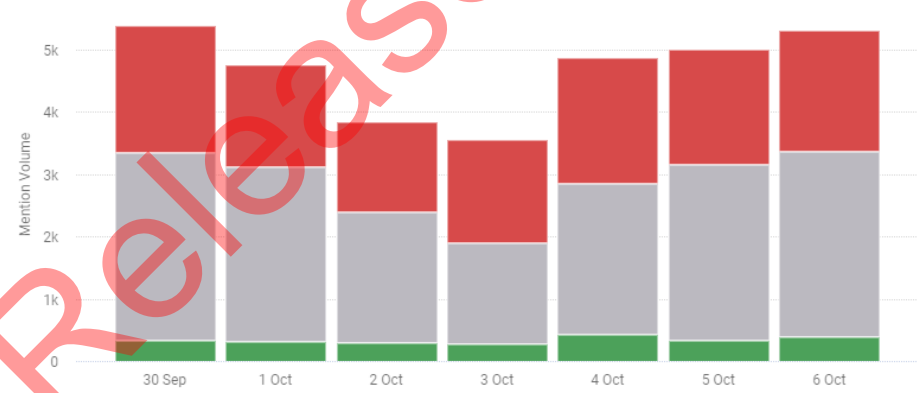
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.



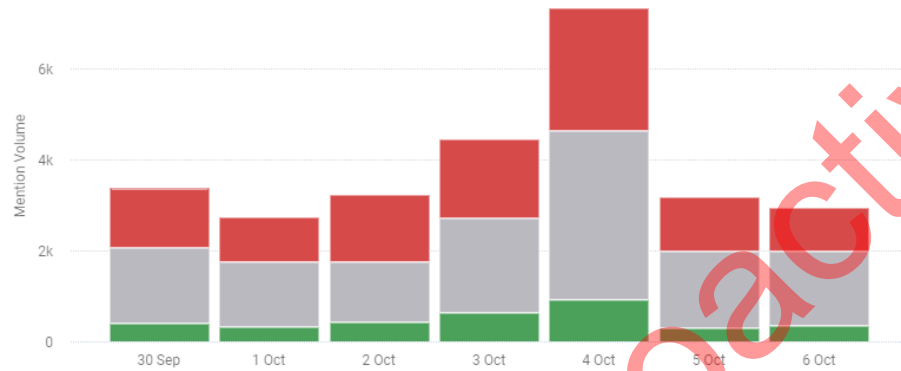
**Business and Consumers**



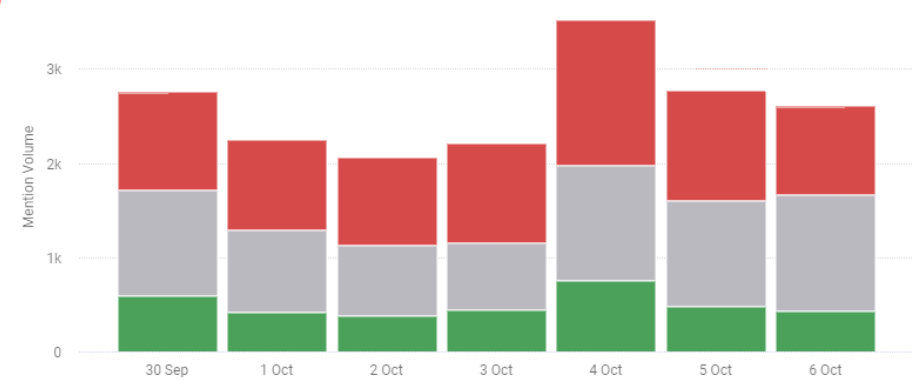
**Economy**



**Timeframe**

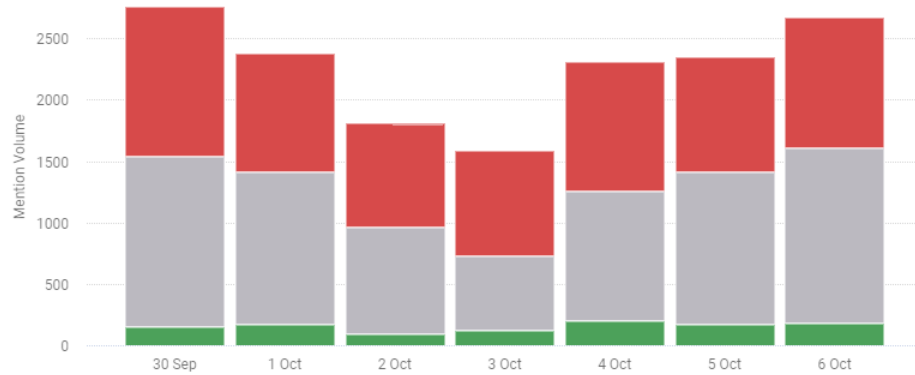


**Team of 5 Million**

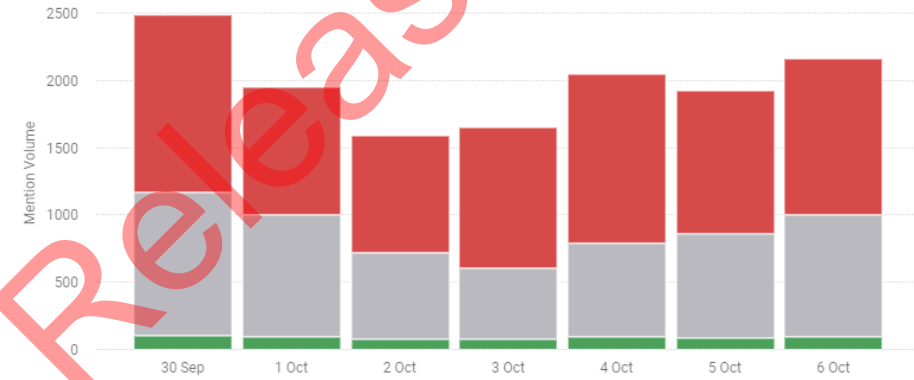


Proactively Released

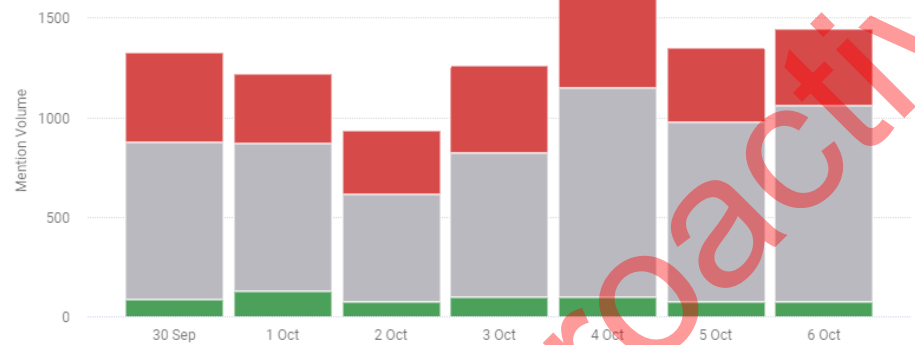
### Financial Stability



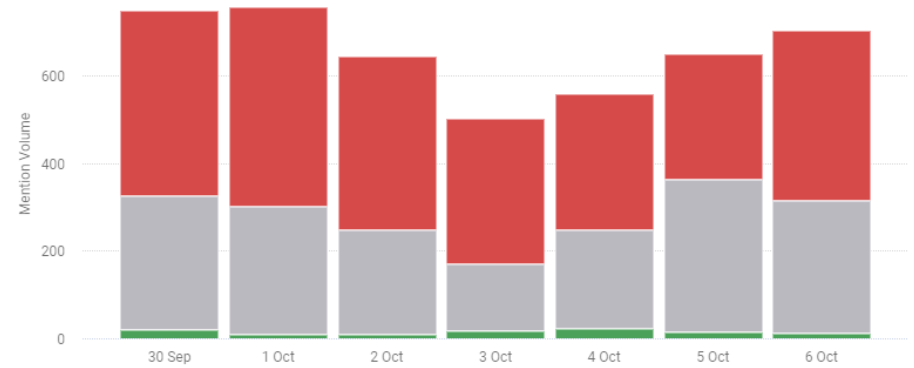
### Mental Health



### Contact Tracing



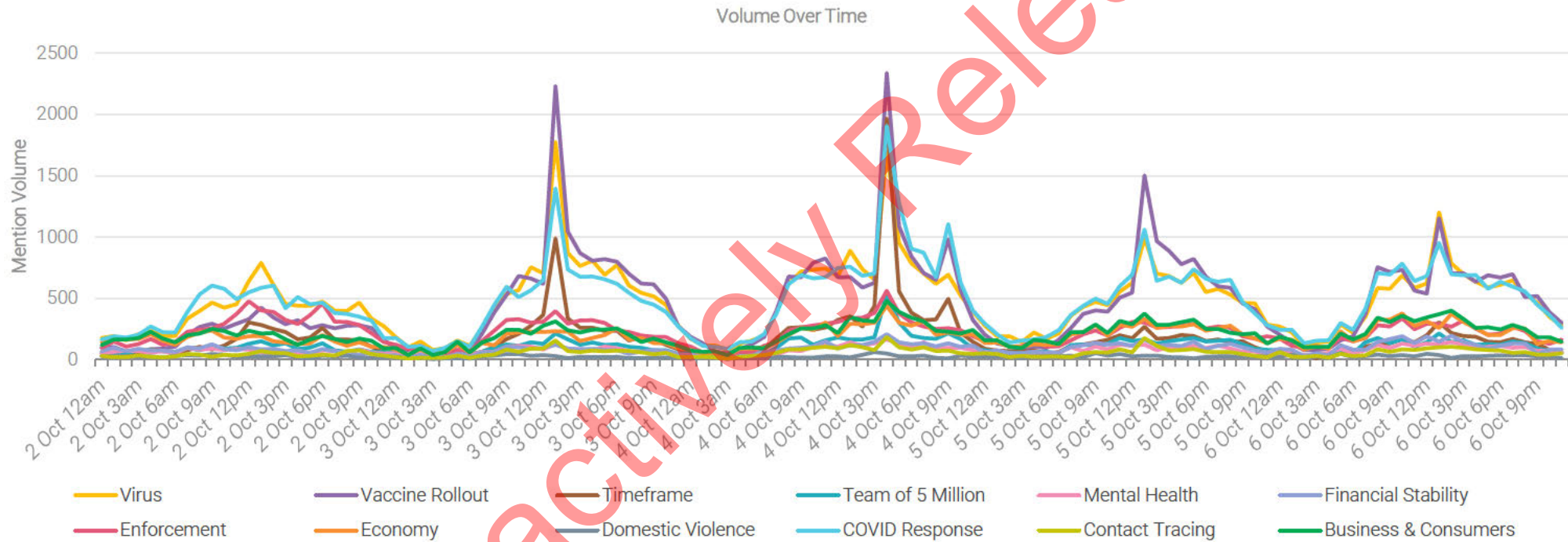
### Domestic Violence



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

# Categories over time (rolling 4 days)

SOCIAL CONVERSATION CATEGORIES SATURDAY 02 OCT - WEDNESDAY 06 OCT



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

# Category Definitions

## Virus

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

## COVID Response

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

## Vaccine Rollout

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

## Timeframe

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

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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

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

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

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

## Total sentiment breakdown at key dates

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

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

**Changes in alert levels.**

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



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





**Thank you**

Proactively Released

# Unite Against COVID-19: Social Conversation Analysis

Four-day period ending  
11 October, 2021  
New Zealand

Proactively Released

# Update Summary:

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

Analysts examined conversation around vaccine mandates following the announcement of mandatory vaccinations for workers in the health, disability and education sectors. Some people are happy with the decision made by the government and others are expressing hope that a mandate will also be announced for other public servants e.g., the police and other industries. Some are expressing anger towards the government as they perceive this decision to be a backtrack on their word to not mandate the COVID-19 vaccine in New Zealand.

## **Measuring categories of conversation:**

There was an 18% decrease in the total volume of conversation. All categories decreased in conversation with the largest shifts in the Financial Stability category (28%) and Team of 5 million (27%).

Most categories became more neutral in particular the Mental Health category with a 6% increase. Total dataset sentiment remained stable.

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

# What's in this report:

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

Proactively Released

# Some people are pleased about the mandatory vaccine decision for the health and education sectors with others hopeful it will extend to other industries/areas.

Analysts examined conversation around vaccine mandates following the government's announcement of mandatory vaccinations for workers in the health, disability and education sectors. While there is high negative sentiment, this is tracking at a similar negative sentiment breakdown as in the total Vaccine Rollout category for October 8 -11 (50%).

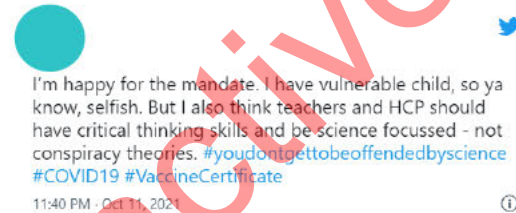
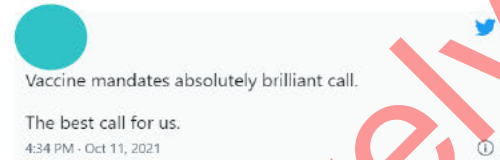
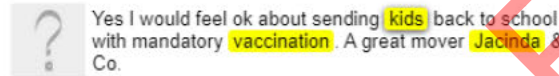
Some people are happy with the decision made by the government and others are expressing hope that a mandate will also be announced for other public servants e.g., police and businesses/industries.

A few teachers are voicing their support for a mandate.

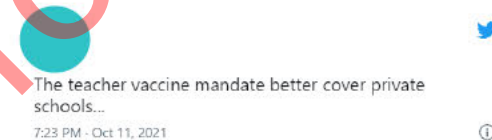
There is a petition calling for 'no mandatory vaccinations for teachers' on Change.org website which people have been sharing.

Some are expressing anger towards the government as they perceive they went back on its word to not mandate the COVID-19 vaccination in New Zealand.

## Happy with the announcement of mandatory vaccinations for teachers/healthcare workers.

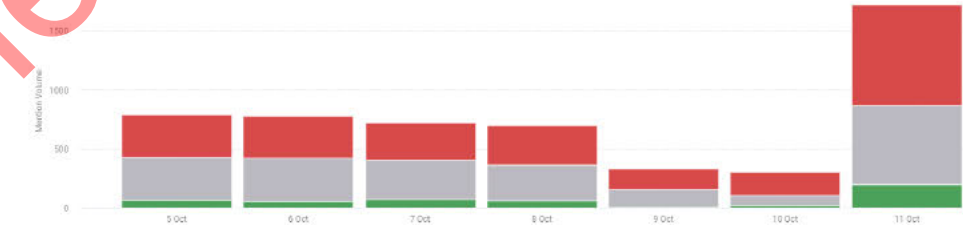


## Wanting clarity on which educational institutions are covered by the vaccine mandate.



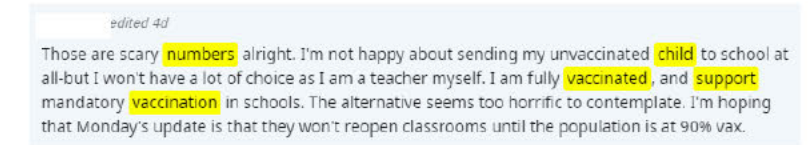
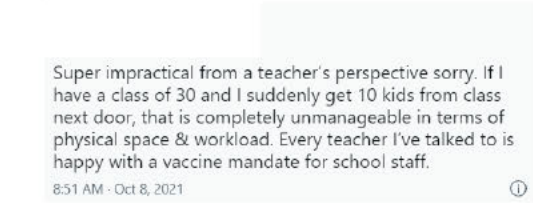
## Volume and sentiment: Mandatory vaccination, October 5 – 11.

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



Total dataset sentiment breakdown October 8 - 11: Neg 51%, Neu 40%, Pos 9%

## Teachers discussing their support for a vaccine mandate in schools.





**Hoping to see a vaccine mandate applied to other areas/industries and for all public servants.**

? Glad they went ahead! Hope that they decide to mandate **vaccination** for attendance at universities and other tertiary institutions too.

facebook.com #LIVE - COVID-19 update - 11 October, 2021 Please give businesses the power to mandate vaccinations. Doing a great job, but need to go harder on this one. Engage

- 12h Part of me wants them to mandate it for all **police** **staff** as well, simply because I think the threat of losing her **job** might finally make my best friend **get** the **vaccine**.

My partner runs a big hair salon, he's about to announce they'll require vaccination. Hope government mandates it but it's the right thing to do either way 11:21 AM · Oct 9, 2021

**Acknowledgement that it will be a tough decision for some due to lack of trust in the government/health sector.**

I understand the desire to mandate but really worry it will further alienate and traumatise people who already don't trust the government and health sector, often with good reason. 11:57 AM · Oct 8, 2021

**This petition calling for no mandatory vaccines for teachers on Change.org has been circulating on social media.**



**Concern about staffing issues as people will refuse to adhere to the vaccine mandate and leave roles.**

? There will be a **labour** **shortage** over all these areas mandated Probably part of the plan as they don't care about people or health for that matter

- 9h There is already a major **shortage** of midwives. This won't help. I think they should **get vaccinated**, but idk, they might be shooting themselves in the foot.

facebook.com Mandatory vaccine decision for health and education workforce on Monday It will be their downfall if they mandate the V. The education sector, especially ECE is already badly understaffed. Not to mention the impending court cases. 8 Oct

**Discussion about the percentage of workforce of people will definitively leave their role following a vaccine mandate. People are noting overseas examples to back up their theories.**

It won't be 10%, closer to 1% (if that). If you look at **vaccine** mandates in America for instance people tend to fall in line instead of losing their **livelihood** during a **pandemic**.

These people are dumb, but they still have the most basic survival instincts at play and the vast majority won't chance ruining their career and life over this.

19h On the odds, yeah, they will. You get polling suggesting '8-10% of X workers will refuse the vaccine' then when a mandate rolls around opposition melts away to .2% or so that are actually willing to get fired over it.

**Anger as people perceive the government has backed down on its decision to not mandate the COVID-19 vaccine. Discussion includes violation of rights and personal choice.**

I don't want teachers teaching my kids to be vaccinated!! It is the absolute violation of their human rights! This government lied to us when they said they would NOT make the vaccine mandatory!! This is sickening ... how low will this government sink?! 5:17 PM · Oct 11, 2021

? So sad for teachers and healthcare workers. We all have the right to make decisions about our bodies. This **government** promised us they would not mandate vaccines but here we are. Sad day for nz

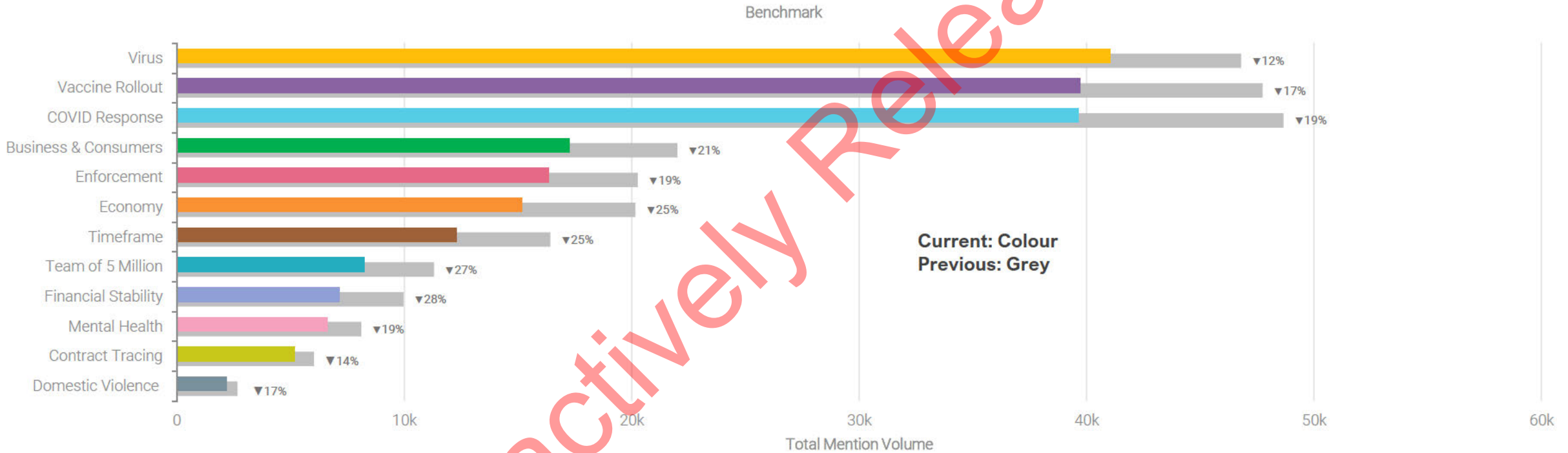
Last year, the govt addressed fears of mandatory vaccination as misinformation or conspiracy theories. A year later, here we are! Conspiracy theories is just a blanket term used to discredit things we are too uncomfortable to admit yet 11:05 PM · Oct 11, 2021

facebook.com School and ECE staff who have contact with kids must be vaccinated by Jan 1 So much for the 'we won't mandate vaccinations' 😞 yes I'm vaccinated but it is my choice, not the governments to make for me!! 17h



## Category change: Benchmark

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



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

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

Total volume of conversation rolling 4-day window:

Current: 143,039 (-18%)

Previous: 174,245

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

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

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

# Net sentiment of each category

Most categories became less negative and more neutral. The largest neutral shift was in Mental Health at 6%.

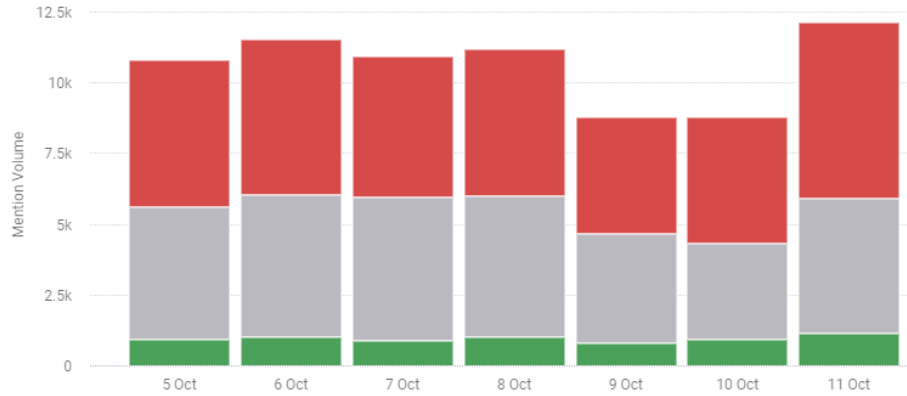
Comparing current period (Oct 08– Oct 11) with shift from previous 4-day period (Oct 04– Oct 07)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	38	0	54	0	8	0
Enforcement	40	-4	50	3	10	1
Virus	49	-1	41	0	10	1
Covid Response	45	-1	43	1	12	0
Economy	38	-2	54	2	8	0
Mental Health	52	-6	43	6	5	0
Financial Stability	43	-1	51	3	6	-2
Team of 5 Million	41	-1	38	-1	21	2
Contact Tracing	33	3	61	-3	6	0
Timeframe	36	-1	51	0	13	1
Domestic Violence	52	-2	46	3	2	-1
Vaccine Rollout	50	0	35	-1	15	1

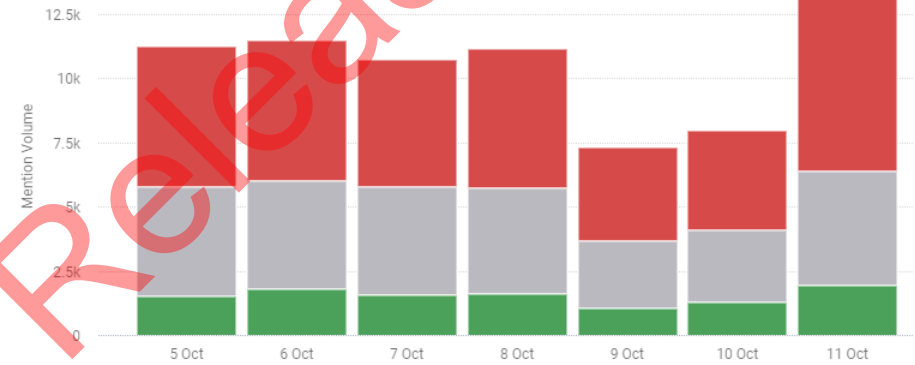
**Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.**

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

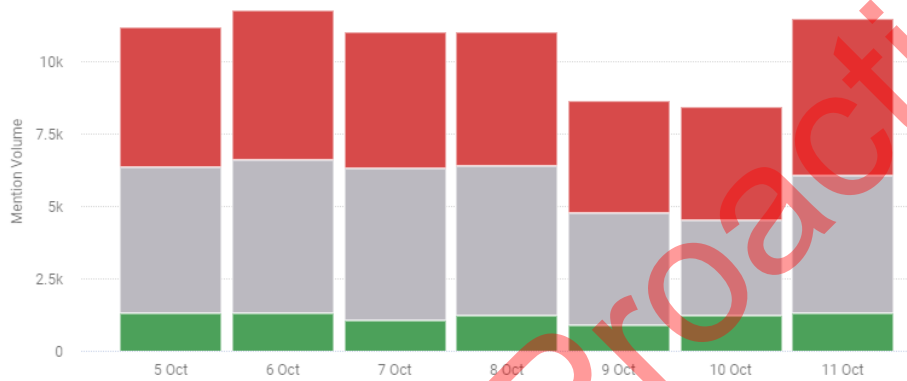
**Virus**



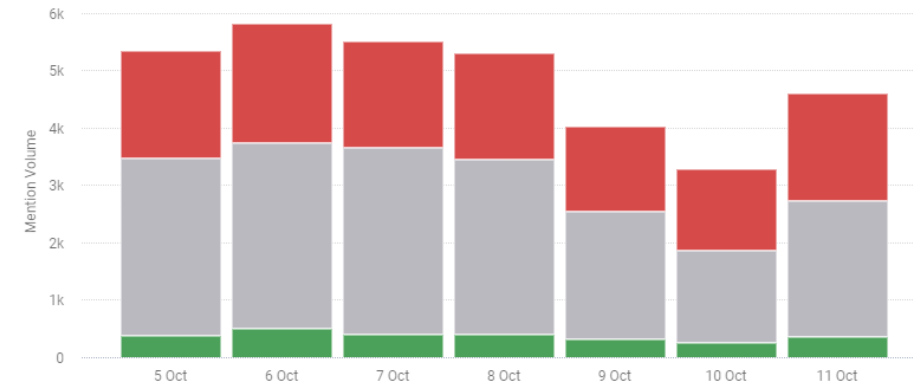
**Vaccine Rollout**



**COVID response**

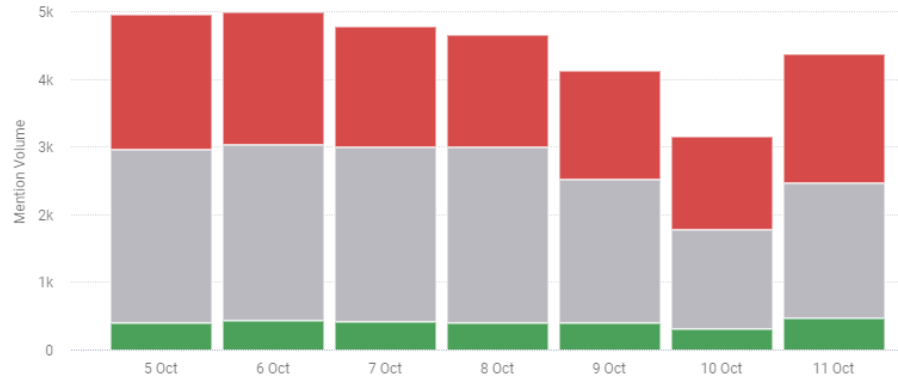


**Business and Consumers**

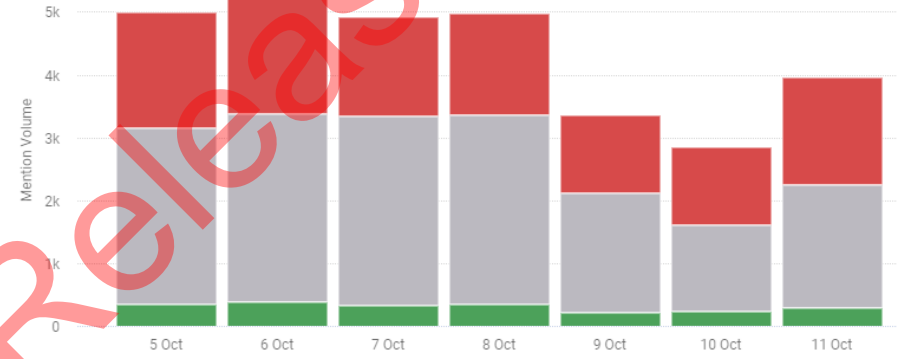


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
 Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

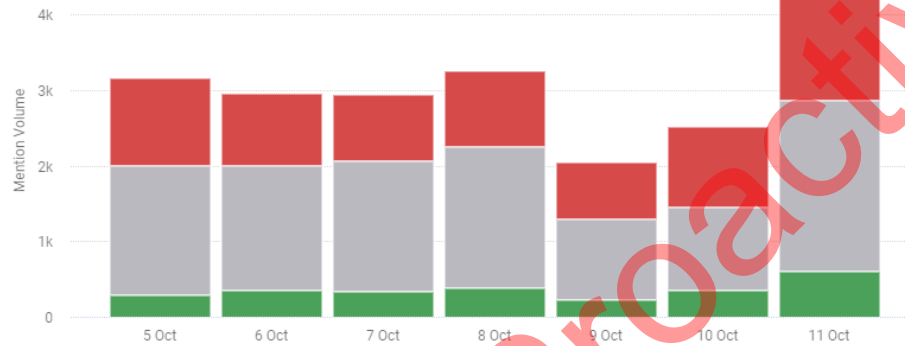
**Enforcement**



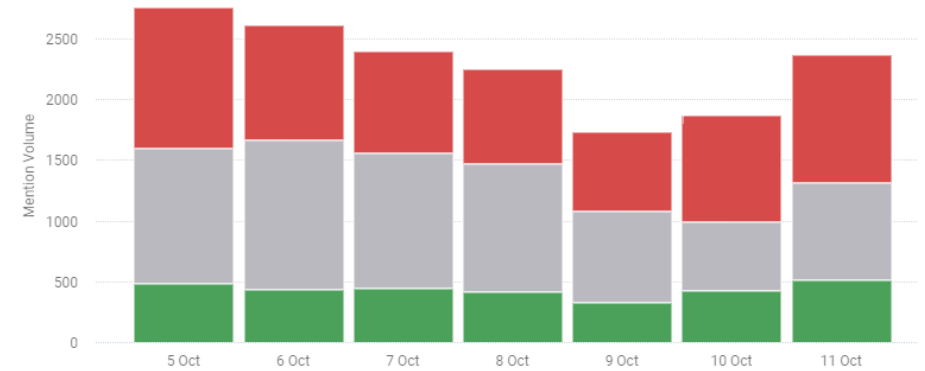
**Economy**



**Timeframe**

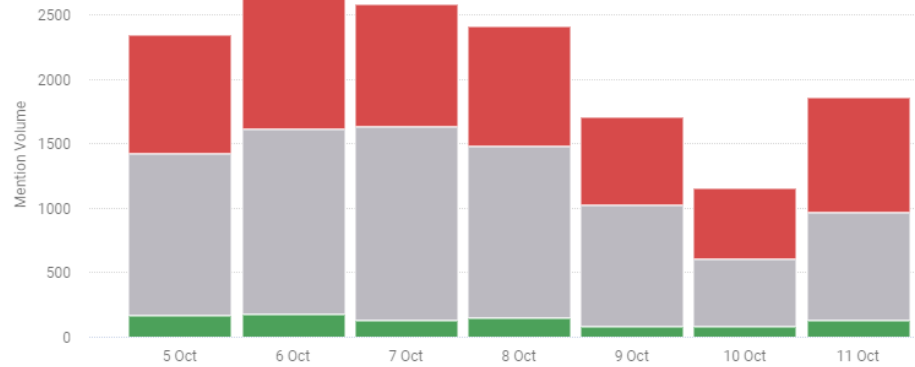


**Team of 5 Million**

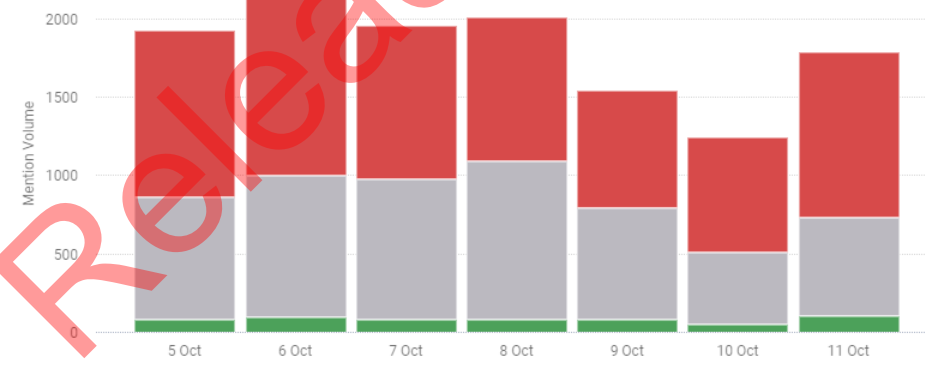


Proactively Released

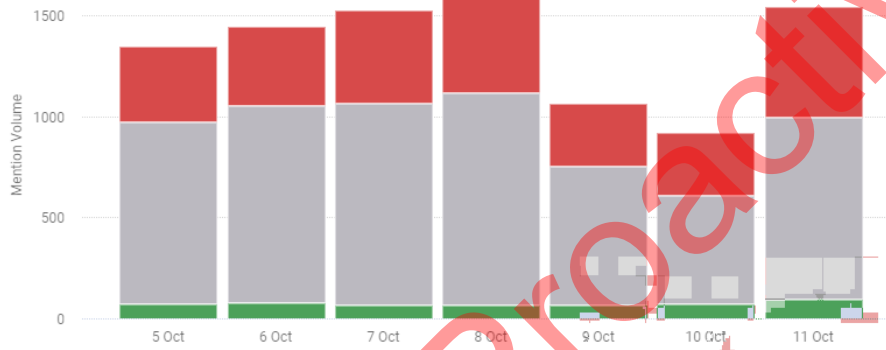
**Financial Stability**



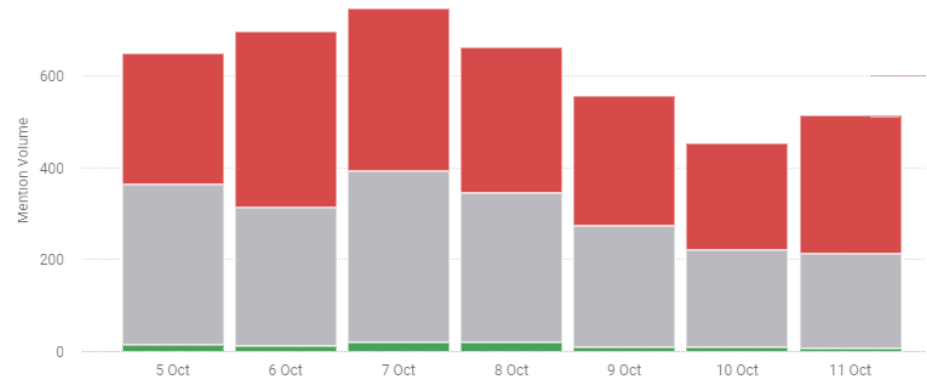
**Mental Health**



**Contact Tracing**



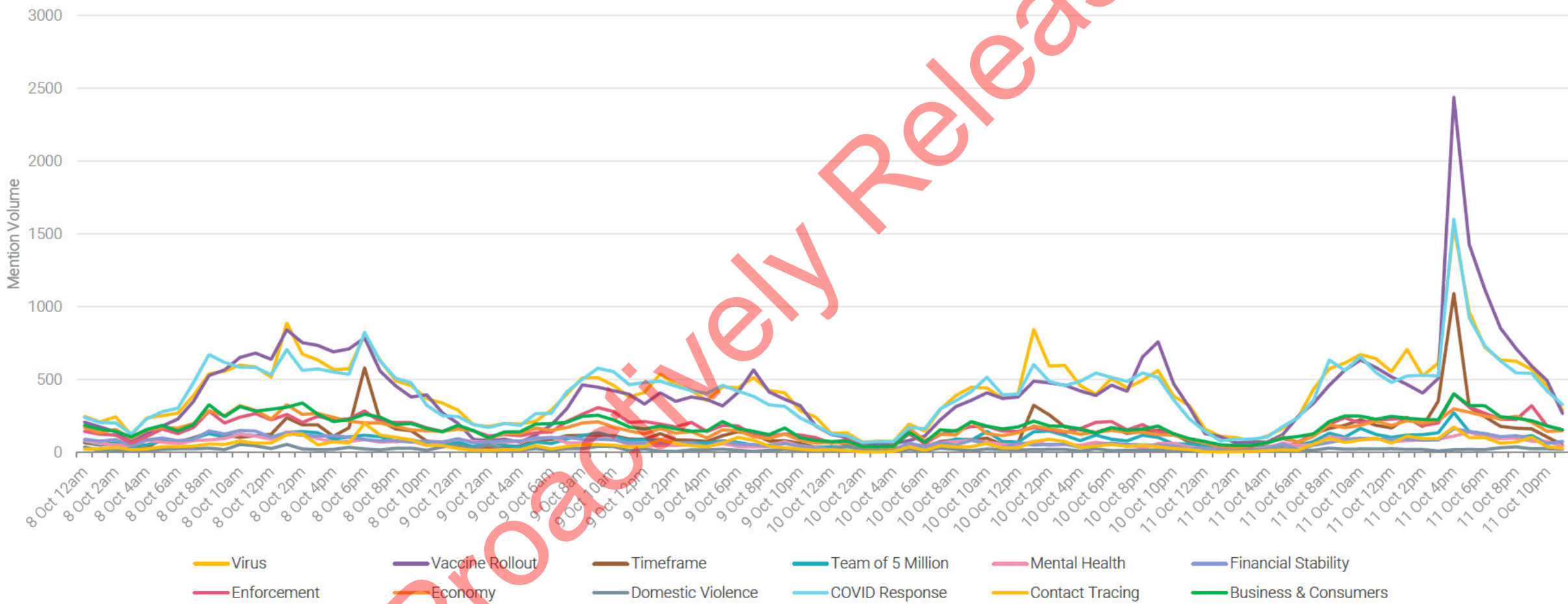
**Domestic Violence**



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

# Categories over time (rolling 4 days)

SOCIAL CONVERSATION CATEGORIES FRIDAY 08 OCT - MONDAY 11 OCT



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



# Category Definitions

## Virus

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

## COVID Response

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

## Vaccine Rollout

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

## Timeframe

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

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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

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

Total sentiment breakdown at key dates

Date <sup>[A]</sup>	Alert Level <sup>[281]</sup>					
	New Zealand	Wellington Region	Northland Region	Upper Hauraki	North West Waikato <sup>[282]</sup>	Auckland Region
21 March 2020				2		
23 March 2020				▲ 3		
26 March 2020				▲ 4		
28 April 2020				▼ 3		
14 May 2020				▼ 2		
9 June 2020				▼ 1		
12 August 2020			▲ 2			▲ 3
31 August 2020			- 2			▼ 2.5
22 September 2020			▼ 1			- 2.5
24 September 2020						▼ 2
8 October 2020			- 1			▼ 1
15 February 2021			▲ 2			▲ 3
18 February 2021			▼ 1			▼ 2
23 February 2021			- 1			▼ 1
28 February 2021			▲ 2			▲ 3
7 March 2021			▼ 1			▼ 2
12 March 2021			- 1			▼ 1
24 June 2021	- 1	▲ 2			- 1	
30 June 2021		▼ 1				
18 August 2021				▲ 4		
1 September 2021	▼ 3		- 4		▼ 3	
3 September 2021	- 3		▼ 3		- 3	- 4
8 September 2021			▼ 2			
22 September 2021				▲ 3		▼ 3
26 September 2021		- 2		▼ 2	- 2	
4 October 2021			- 2		▲ 3	- 3
9 October 2021	- 2		▲ 3	- 2		- 3

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

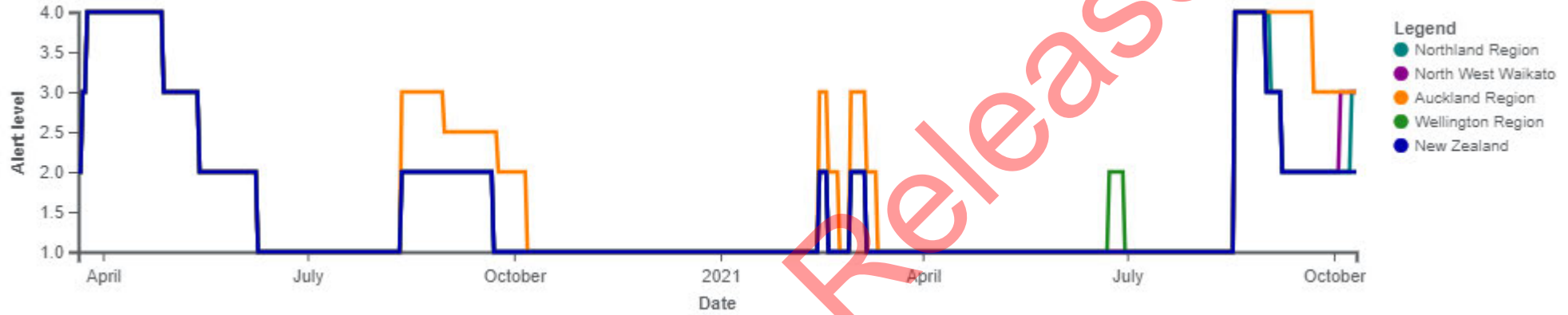
Date	% Neg	% Neu	% Pos
21-Mar-20	41	39	20
23-Mar-20	37	42	21
26-Mar-20	38	39	23
28-Apr-20	38	41	21
14-May-20	40	39	21
9-Jun-20	45	36	19
12-Aug-20	45	36	19
31-Aug-20	45	38	17
22-Sep-20	42	39	19
24-Sep-20	42	42	16
7-Oct-20	40	42	18
15-Feb-21	42	40	18
18-Feb-21	38	46	16
23-Feb-21	43	42	15
28-Feb-21	49	35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

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

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

**Changes in alert levels.**

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



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



**Thank you**

Proactively Released

# Unite Against COVID-19: Social Conversation Analysis

Four-day period ending  
13 October, 2021  
New Zealand

Proactively Released

# Update Summary:

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

Conversation about Auckland's future is diverse with discussions across a spectrum of themes, including those who feel they want more freedoms and those who would like to see a return to Level 4 restrictions. People are feeling tired of, or disheartened by rule breakers, judgement from people outside of Auckland and living 'week to week'.

## **Measuring categories of conversation:**

There was a 3% increase in the total volume of conversation. All categories decreased in volume except for the Timeframe and Vaccine Rollout categories which increased.

Sentiment remained stable across most categories and the sentiment of the total dataset did not move.

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



# What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**  
Analysts explored conversation about Auckland staying at Alert Level 3 stage 1 this week.
- 2. Measuring Categories of Conversation p.g. 6 - 12**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.
- 3. Total sentiment benchmarks p.g. 13 -14**

Proactively Released

# Responses to the Alert Level review were diverse. Discussion included people grappling with an uncertain future along with analysing the potential reasons that inform Alert Level decisions.

The Timeframe category increased by 13% in volume and 1% in negative sentiment in the past 4 days. We explored conversation related to Auckland to understand what some of the reactions to Monday's level review were.

Conversation about Auckland's future is diverse with discussions across a spectrum of themes. Themes continue to include those who feel they want more freedoms and those who would like to see a return to Level 4 restrictions.

After the initial announcement about introducing a Step System for Auckland on October 4, mentions of the Steps (and related terms) have declined. The increased case numbers have contributed to discussion about a possible move back to Level 4 for Auckland.

Some are noting they are tired of judgement, especially from those outside of Auckland.

Discussion reflects people grappling with the reasons or logic behind the current Alert Level and the expectations on individuals.

## Discussion about which strategy / level is best for different communities in Auckland.



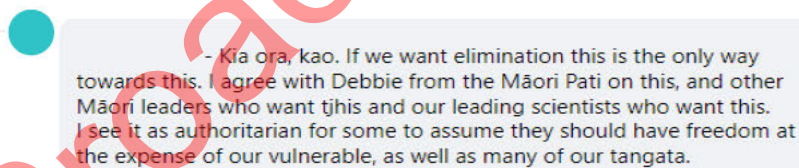
I disagree  
Maintain Level 3 Step 1

Problem is not the industrial complexes nor the parks

It is still homes  
Homes where you would put them right back at level 4

Level 4 is proving not to work for those who follow more communal ways rather than euro centric nuclear family ways

10:51 AM · Oct 11, 2021

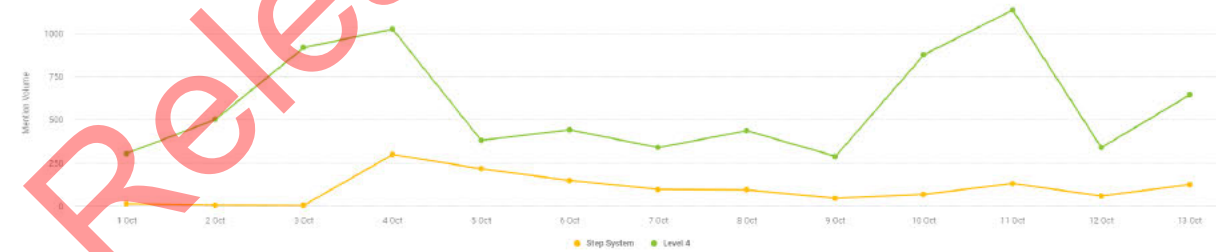


Like · Reply · 18 h · Edited

**Note:** we do not use location data at a regional level and datasets are defined through keywords.

## Mentions of Step 1 and related terms, vs mentions of Level 4. October 1 - 13

Note: Mentions taken from a COVID-related dataset.



## Grappling with the logic behind decisions. Discussing the source of increasing cases

Jacinda recently claimed that the health system would not necessarily get overwhelmed. I thought that was the reason Auckland went into lockdown in the first place. However, sources in the health system had said that they definitely won't cope.

6:02 PM · Oct 13, 2021

Phrased another way - I am not sure that the relatively minor move to "L3 Step One" can actually be attributed the rather dramatic rise in non-epidemiologically linked cases over the past few days.

I think that's all largely the entirely natural and predictable results of L3.

3:30 PM · Oct 11, 2021

## Tired of living "week to week".

· 21h

We're just living week to week at this point. If you weren't already a Monday person then Mondays are now super shitty with the 4pm press conference. I feel really sad for everyone who can't operate until level 2, it's got to be really hard not knowing when they can return to work.



↑ Vote ↓ Reply Share Report Save

**Aucklanders feeling judged by other parts of the country. Also possibly fatigued by constant social-media commentary.**


19h 

"Let's hear from Aucklanders if they want a return to Level 4." Yeah, nah bro. This "circuit breaker" implies people will actually follow the rules. Auckland's been locked down longer than anywhere else in the country. People are fatigued, we have the highest first dose rate in the country, and we're still copping this flack. It's easy to say Level 4 from the comforts of Otago I'm sure. A return to Level 4 will just give rise to more fuckwits like Tamaki.


 Vote   Reply  Share  Report  Save




 

Not that I'm breaking rules (we're not even indulging in the Step 1 relaxed rules at this stage) but I'd appreciate those outside of Level 3 from passing judgement. We can do that all on our own.


6:14 PM · Oct 11, 2021 

**Questioning the freedoms to travel to different suburbs.**







 Serious situation in Auckland, but someone thought it was a good idea to allow car loads from South Auckland (the Covid epicentre), to descend on the inner city beaches last weekend. This is not the time to be having picnics out of your own burbs.


 Like ·  Reply · 1 d · Edited  27

**Some Aucklanders who feel they are acting responsibly are getting frustrated by those who aren't following the rules.**







 · 17h

Yeah, had a birthday at Mangere mountain park - 10 of us, kids included - social distanced, masked up, took our masks off to eat - all the while having a group of 30+ guys playing touch in the background.

 Vote   Reply  Share  Report  Save

 · 2h

Yeah completely agree. From what I've seen at the beaches and parks, people are acting like we are in Level one. They gave us a taste of freedom with Level 3.1 and it will be hard to revert back to Level 4

 Vote   Reply  Share  Report  Save


**Others are saying they want more enforcement (connected to Brian Tamaki's protest)**

 · 16h







Exactly. They're not doing enough to stop people breaking rules. It won't matter if its L3 or L4 the same dick heads will still be doing whatever they want and spreading it around.

 Vote   Reply  Share  Report  Save

**Level 3 is an in-between level which is not as clear cut as 2 or 4 and therefore is hard to maintain.**

 · 13h

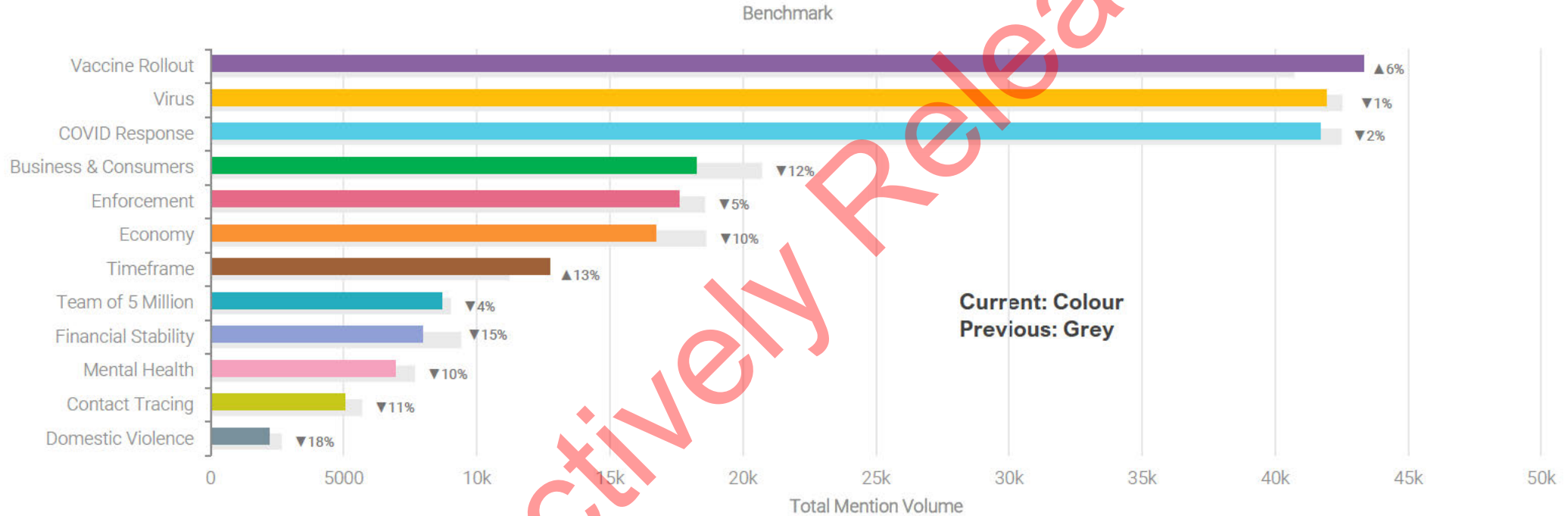
God no, make it either 2 or 4, not this awkward in between where we're expected to somehow go back to work with no child care. Level 3 can fuck off somewhere and die. I say this as a total homebody that secretly sometimes loves level 4 too. Level 3 is a shitty situation.

 Vote   Reply  Share  Report  Save



## Category change: Benchmark

Comparing current period (Oct 10 – Oct 13) with shift from previous 4-day period (Oct 08 – Oct 11)



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

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

Total volume of conversation rolling 4-day window:

Current: 152,605 (+3%)

Previous: 143,039

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

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

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

# Net sentiment of each category

There were no significant changes in sentiment across the categories. The largest shift was the Domestic Violence with a 4% decrease in neutral conversation, increasing to 3% in negative sentiment and 1% in positive sentiment.

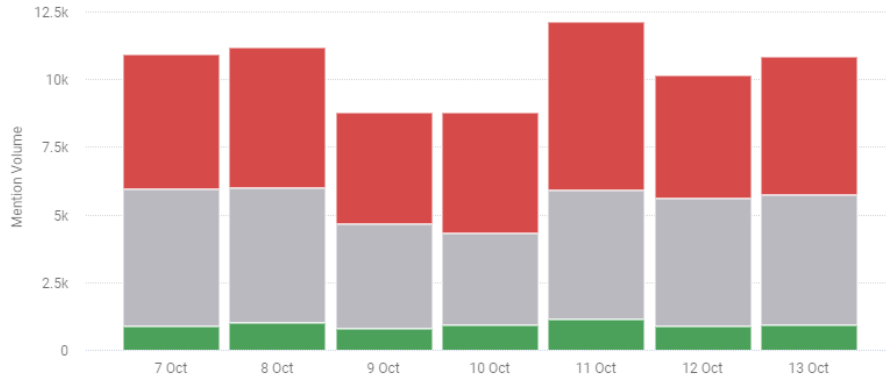
Comparing current period (Oct 10– Oct 13) with shift from previous 4-day period (Oct 08– Oct 11)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	38	0	54	0	8	0
Enforcement	40	0	49	-1	11	1
Virus	49	0	42	1	9	-1
Covid Response	45	0	43	0	12	0
Economy	38	0	54	0	8	0
Mental Health	54	2	41	-2	5	0
Financial Stability	43	0	50	-1	7	1
Team of 5 Million	42	1	36	-2	22	1
Contact Tracing	34	1	60	-1	6	0
Timeframe	37	1	50	-1	13	0
Domestic Violence	55	3	42	-4	3	1
Vaccine Rollout	50	0	35	0	15	0

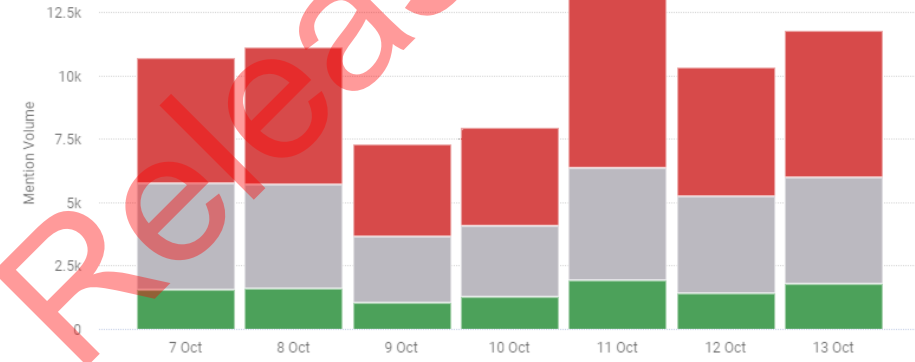
**Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.**

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

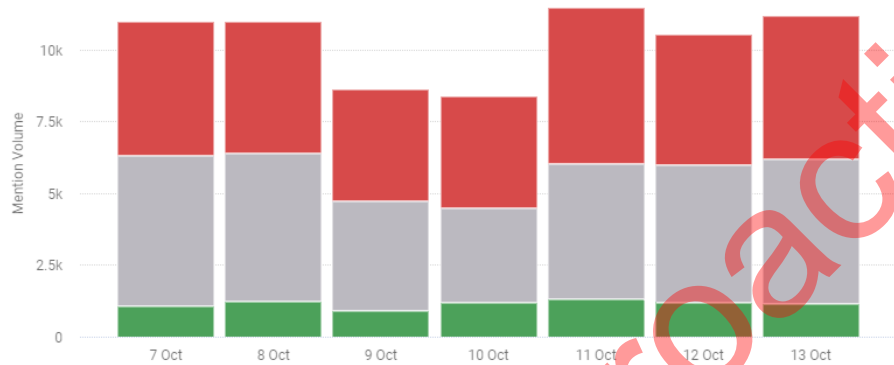
**Virus**



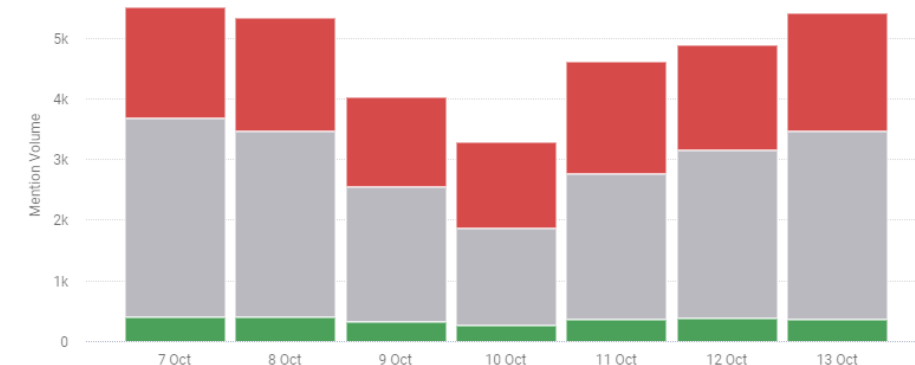
**Vaccine Rollout**



**COVID response**



**Business and Consumers**

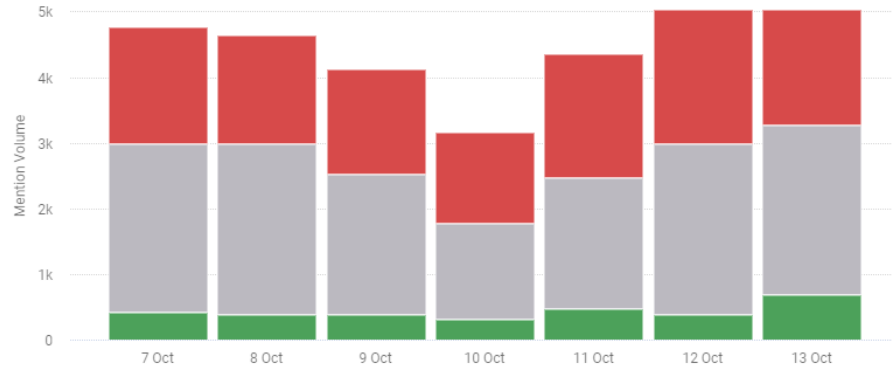


Proactively Released

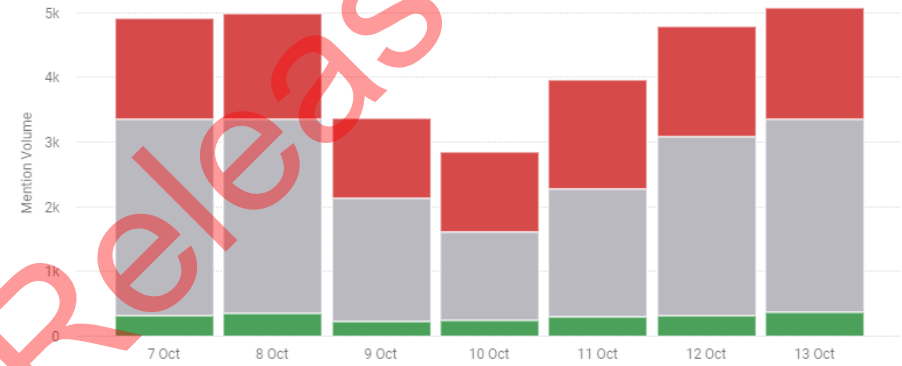
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.



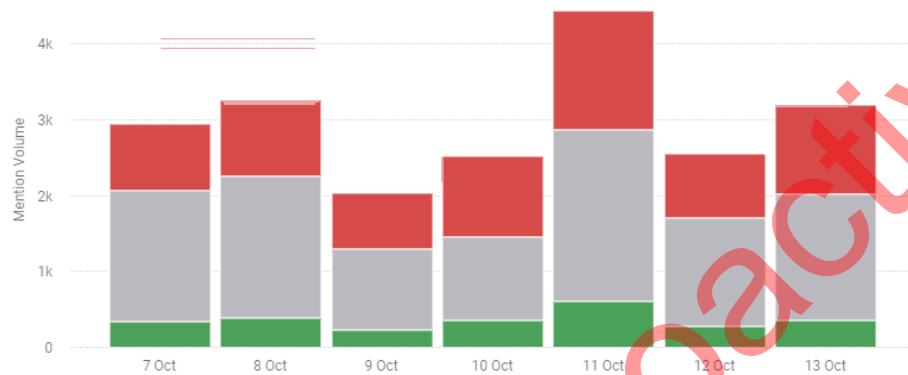
**Enforcement**



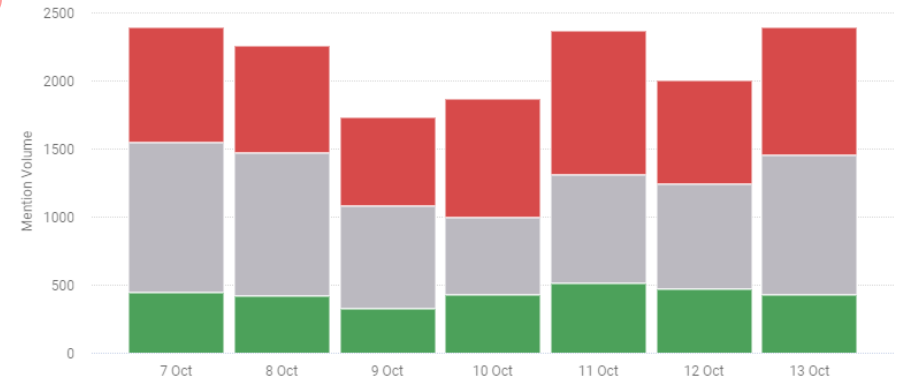
**Economy**



**Timeframe**

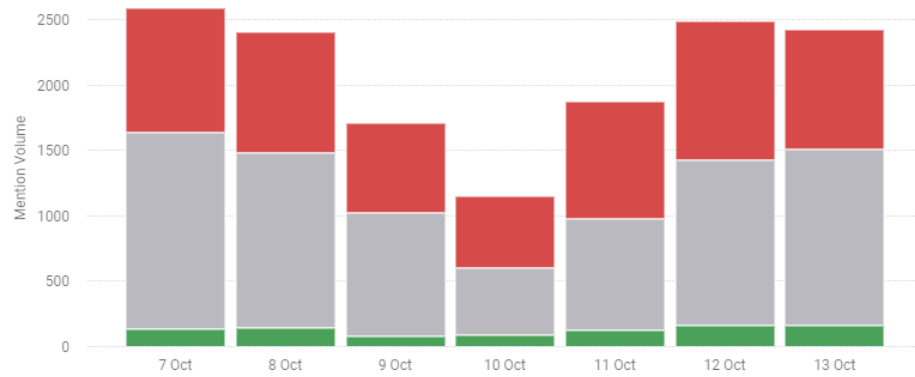


**Team of 5 Million**

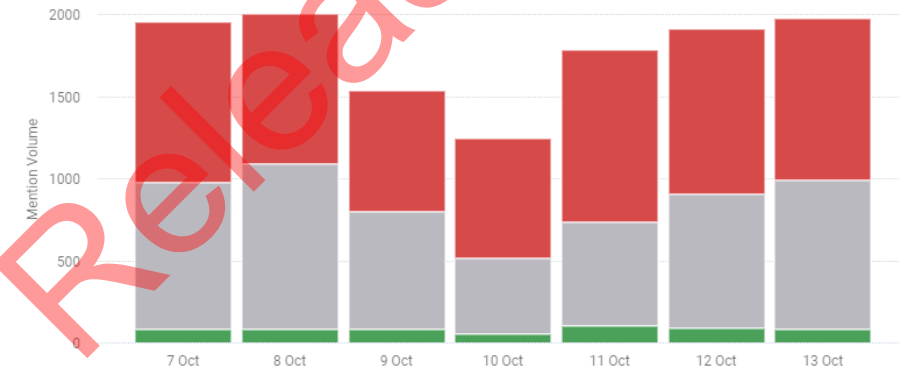


Proactively Released

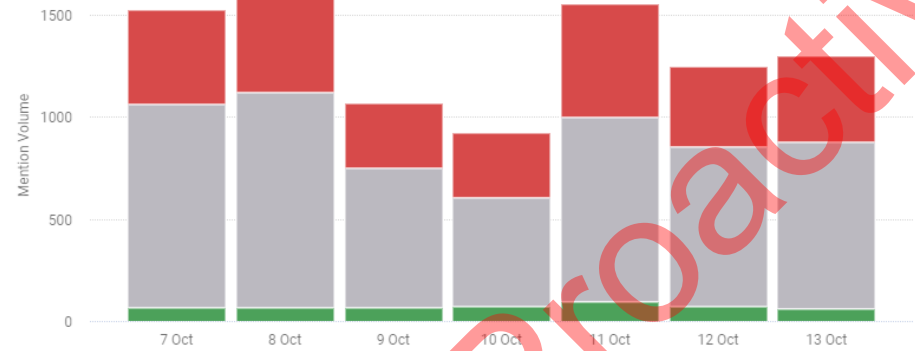
**Financial Stability**



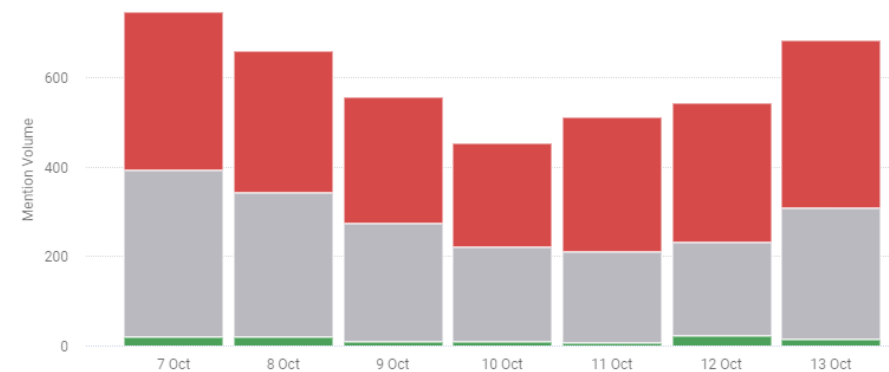
**Mental Health**



**Contact Tracing**



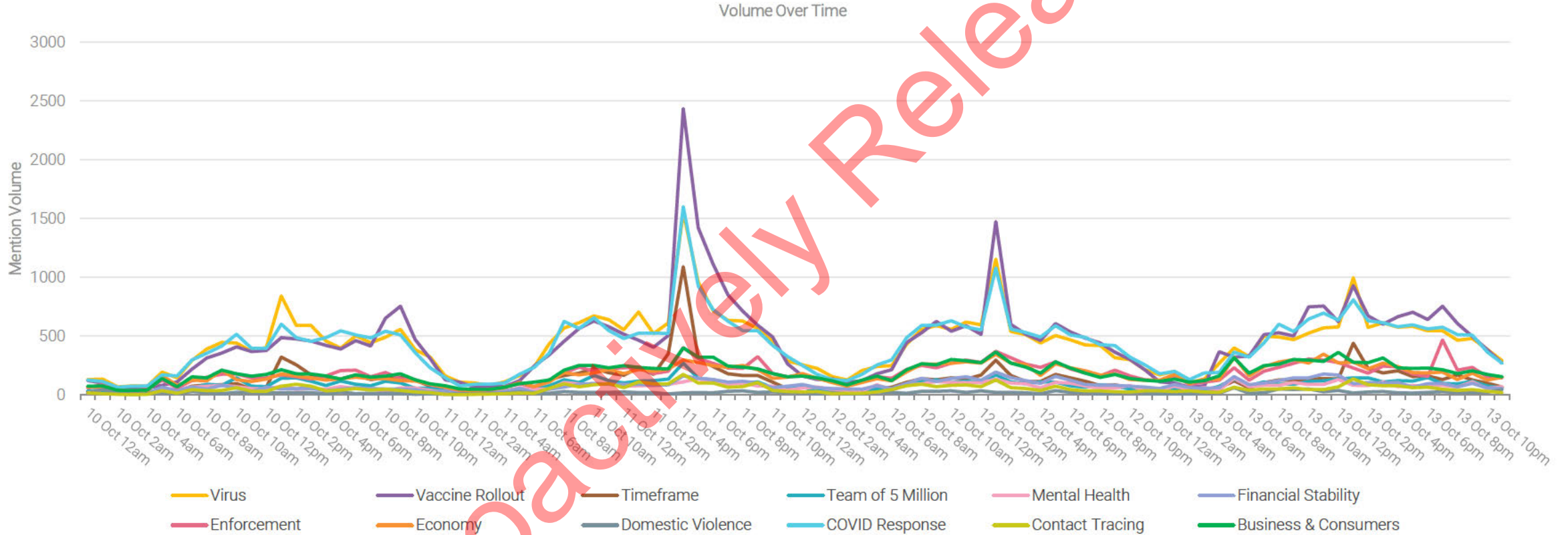
**Domestic Violence**



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

# Categories over time (rolling 4 days)

SOCIAL CONVERSATION CATEGORIES 10 - 13 OCT



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

# Category Definitions

## Virus

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

## COVID Response

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

## Vaccine Rollout

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

## Timeframe

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

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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

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

Total sentiment breakdown at key dates

Date <sup>[A]</sup>	Alert Level <sup>[281]</sup>					
	New Zealand	Wellington Region	Northland Region	Upper Hauraki	North West Waikato <sup>[282]</sup>	Auckland Region
21 March 2020				2		
23 March 2020				▲ 3		
26 March 2020				▲ 4		
28 April 2020				▼ 3		
14 May 2020				▼ 2		
9 June 2020				▼ 1		
12 August 2020			▲ 2			▲ 3
31 August 2020			-2			▼ 2.5
22 September 2020			▼ 1			-2.5
24 September 2020						▼ 2
8 October 2020			-1			▼ 1
15 February 2021			▲ 2			▲ 3
18 February 2021			▼ 1			▼ 2
23 February 2021			-1			▼ 1
28 February 2021			▲ 2			▲ 3
7 March 2021			▼ 1			▼ 2
12 March 2021			-1			▼ 1
24 June 2021	-1	▲ 2				-1
30 June 2021		▼ 1				
18 August 2021				▲ 4		
1 September 2021	▼ 3		-4		▼ 3	
3 September 2021	-3		▼ 3		-3	-4
8 September 2021			▼ 2			
22 September 2021				▲ 3		▼ 3
26 September 2021		-2		▼ 2	-2	
4 October 2021			-2		▲ 3	-3
9 October 2021	-2		▲ 3	-2		-3

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

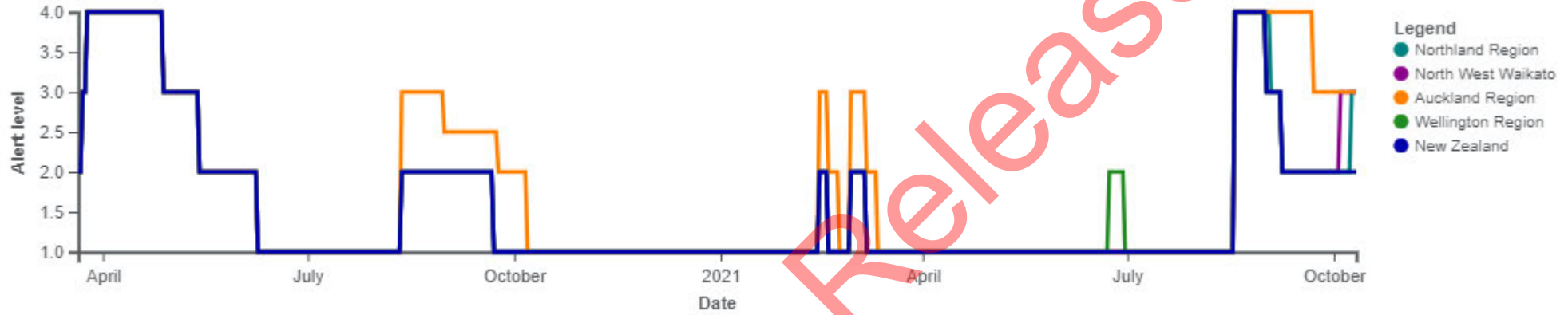
Date	% Neg	% Neu	% Pos
21-Mar-20	41	39	20
23-Mar-20	37	42	21
26-Mar-20	38	39	23
28-Apr-20	38	41	21
14-May-20	40	39	21
9-Jun-20	45	36	19
12-Aug-20	45	36	19
31-Aug-20	45	38	17
22-Sep-20	42	39	19
24-Sep-20	42	42	16
7-Oct-20	40	42	18
15-Feb-21	42	40	18
18-Feb-21	38	46	16
23-Feb-21	43	42	15
28-Feb-21	49	35	16
7-Mar-21	43	39	18
12-Mar-21	41	45	14
23-Jun-21	38	48	14
30-Jun-21	40	45	15
18-Aug-21	38	43	19
1-Sep-21	38	44	18
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Date	% Neg	% Neu	% Pos
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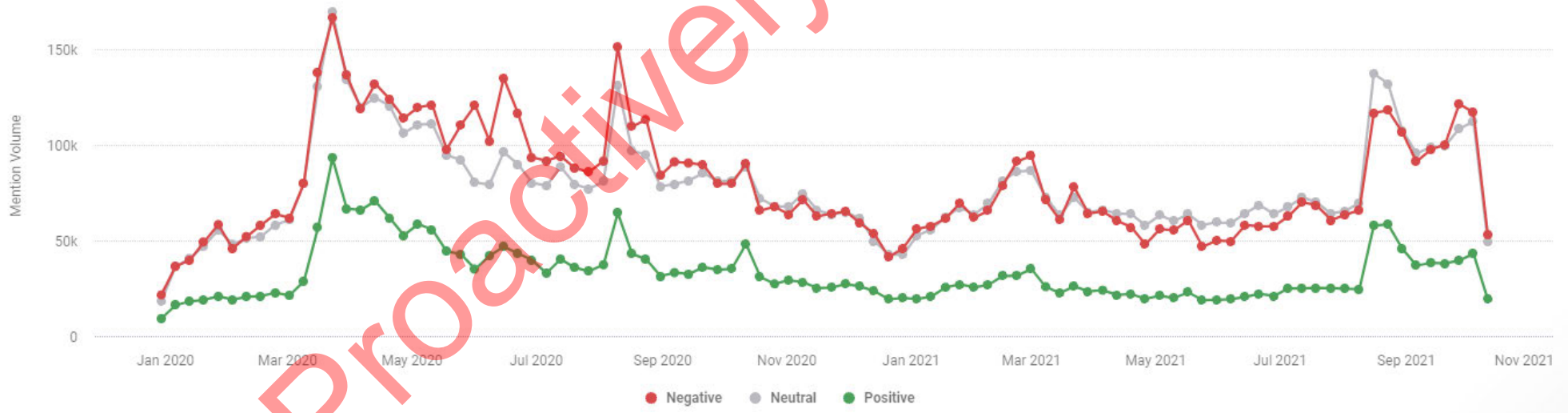
Source: [https://en.wikipedia.org/wiki/COVID-19\\_pandemic\\_in\\_New\\_Zealand](https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand)

**Changes in alert levels.**

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



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





**Thank you**

Proactively Released

# Unite Against COVID-19: Social Conversation Analysis

Four-day period ending  
18 October, 2021  
New Zealand

Proactively Released

# Update Summary:

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

Analysts explored conversation about Alert Level 3. People who believe they are complying with Level 3 restrictions are feeling frustrated and disheartened by those who are breaking the rules. There is commentary around the differing Alert Level 3 restrictions e.g., some people are confused why the Waikato is being kept at a more stringent Alert Level 3 despite few cases while Auckland's Alert Level 3 has more freedom but more cases.

## **Measuring categories of conversation:**

There was a 7% decrease in total volume of conversation. All categories decreased in conversation with the largest decrease in the Contract Tracing category at 40%.

Sentiment remained largely stable across the categories. However, there were a few shifts with the Enforcement category falling 7% in negative sentiment while the Team of 5 Million category rose 15% in negative sentiment and the COVID Response category increased 11% in negative sentiment.

Total overall sentiment rose 4% in positive sentiment, dropping 2% in negative sentiment and 2% in neutral sentiment.

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

# What's in this report:

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

Proactively Released

# People continue to be frustrated by those who are breaking the rules. Some in the Waikato are questioning their stringent Level 3 restrictions when compared to Auckland's higher case numbers.

Analysts explored conversation about Alert Level 3. On Monday, the government announced Auckland was to remain at current Level 3 settings for 2 weeks, Waikato to stay in Level 3 with a review on Friday and Northland to move to Level 2 on Wednesday.

Some people are glad that the current Alert Level 3 restrictions are to remain with others believing staying at current settings will give Auckland time to push up its vaccination rates.

People who believe they are complying with Level 3 restrictions are feeling frustrated and disheartened by those who breaking the rules.

Some commentators are expressing confusion and disappointment that the Waikato is being kept at a more stringent Alert Level 3 despite few cases while Auckland's Level 3 has more freedom.

Some are concerned about the impact on businesses and education in a prolonged Level 3.

A few people are discussing Christmas and summer. Some are attempting to guess which Level Auckland will be in by that time noting current vaccination rates and rules breakers. Others are expressing concern at the impact of Christmas at Level 3 to business, families and the community.

## Glad to remain at current Alert Level 3 restrictions.



Grateful for longer level 3. As an immunocompromised person I'm looking at the numbers and realising that as long as we have community spread I'm locked down. As long as we keep trying to beat it I have hope to be with family in the future.

7:56 PM · Oct 18, 2021



Good choice stay in level 3 till December



Im so stoked we aren't going back to level 4. One decision I'm actually happy with. Still sht being in level 3 though!

## Staying at current Alert Level 3 settings for two weeks will help with pushing up vaccination levels.

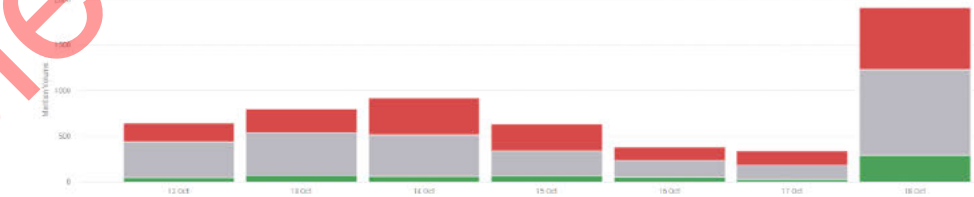


Average interval between dosages is 28 days, hitting 90% in Auckland will vary slightly by DHB, Auckland Metro, Waitematā and Counties Manukau.

By the time 2 weeks in Level 3 is up we will be half way to this. 🙌🙌🙌

4:35 PM · Oct 18, 2021

## Volume and sentiment conversation about Alert Level 3 October 12 – 18:



## Total sentiment about Alert Level 3 October 15 – 18: Negative 39% Neutral 47% Positive 14%

## Hoping that remaining at Alert Level 3 will mean the healthcare system will not become overwhelmed.



I really hope that Level 3 will be enough not to overwhelm our health system 😞 Kia kaha Tāmaki Makaurau! The vast majority of you are doing us all a massive favour by sticking to the rules and getting vaxxed 🙌

4:14 PM · Oct 18, 2021



Those who are acting responsibly are feeling frustrated and disheartened by those who are not complying with Alert Level 3 rules.

You know what sucks seeing people going to protests and having parties during level 3.. whilst I haven't even met my best friends baby yet because I rather follow the rules and not put on anyone at risk .... Such a slap in the face..  
8:15 PM · Oct 18, 2021

This surge is only happening because people aren't complying with level 3 guidelines by having indoor gatherings with multiple people.  
And this has been a big wake up call to all those taking their sweet time to get the shot while our vaccine stocks get closer to end use date.  
4:41 PM · Oct 15, 2021

Frustrated at rule breakers. Wanting consideration for fully vaccinated.

Those self absorbed arrogant assholes are prolonging level 3 for the restoration us. I want to know when consideration is going to be shown to those of us who are fully vaccinated.  
12:04 PM · Oct 15, 2021

The new step system in Alert Level 3 lacks clarity for Aucklanders to follow.

The new stepped process for Alert level 3 in Auckland has lost that clarity for many people - such as the simple message of no mixing of bubbles indoors.  
2:10 PM · Oct 15, 2021

Confusion and disappointment about why the Waikato stays at Alert Level 3 with few cases, while Auckland remains in Level 3, step 1 with more freedoms.

Wish Waikato was at the level 3 stage 1 like Auckland - we have less cases but harsher restrictions, it doesnt make sense!!

facebook.com  
#LIVE: COVID-19 update - 18 October, 2021  
Please explain why Waikato has a stricter level 3 to Auckland and we have hardly any cases??????? Why can they be social outside and go to the beach etc but we can't???

Belief that Auckland should have moved to Alert Level 4. For some, this is due to family situations while others believe the move needs to happen to get case numbers under control.

the difference between level 3 + level 4 for my fam. We're a Pasifika + Māori family with people with disabilities. My nibbling who is 3 is particularly vulnerable (was 25 weeks prem). At level 3 someone in their bubble must go to work vs being able to stay home at level 4  
5:14 PM · Oct 18, 2021

Should had gone to level 4 to bring it under control again. Level 3 hasn't worked from the beginning it's not going to work now either. Go back to level 4 for a couple off weeks

Concerned about the impact of another two weeks at Level 3 on business and education.

Another 2 weeks in level 3 will bankrupt businesses and the effect on the kids education is catastrophic

People are discussing Christmas and / or summer. Some are putting forward the Level they believe Auckland will be in by that time or the concerning impact being in Level 3 will bring.

With people acting like this and flouting the rules by throwing parties, I wouldn't find it unexpected if we are in Level 3 for Christmas and perhaps early next year.

Level 3 Auckland lockdown over Christmas/summer break will be a catastrophe for mental health, healthcare, business, hospitality, retail, tourism providers and ultimately the NZ economy. Government are clearly incapable of provide strategic direction or hope for the future.  
10:55 AM · Oct 18, 2021

Some are defending the government's current steps and outlining of plans to move Auckland out of Alert Level 3.

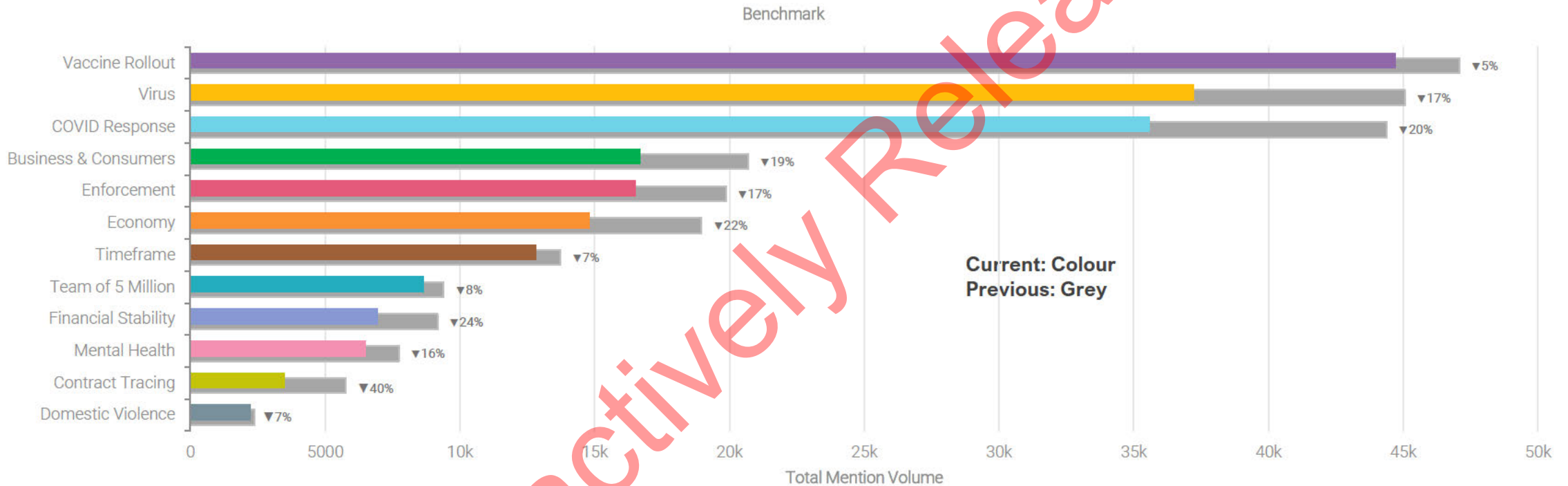
There is a plan. Get vaccinated, expect more freedom in return. There phases to level 3 which loosen as vaccine rates increase. Their current plan is working. Hospitals are not overwhelmed and we have a manageable number of cases.

Because we've come this far and understand that they need more time to shore up their plans and stress test them before release to the public. At least the most pressing question was answered ie: level 3 for another 2 weeks. Like it don't like it, either way "You'll be ok..."  
11:10 PM · Oct 18, 2021



# Category change: Benchmark

Comparing current period (Oct 15 – Oct 18) with shift from previous 4-day period (Oct 11 – Oct 14)



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

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

Total volume of conversation rolling 4-day window:

Current: 149,902 (-7%)

Previous: 162,015

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

Current: Neg 41%, Neu 39%, Pos 20%

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

# Net sentiment of each category

Comparing current period (Oct 15– Oct 18) with shift from previous 4-day period (Oct 11– Oct 14)

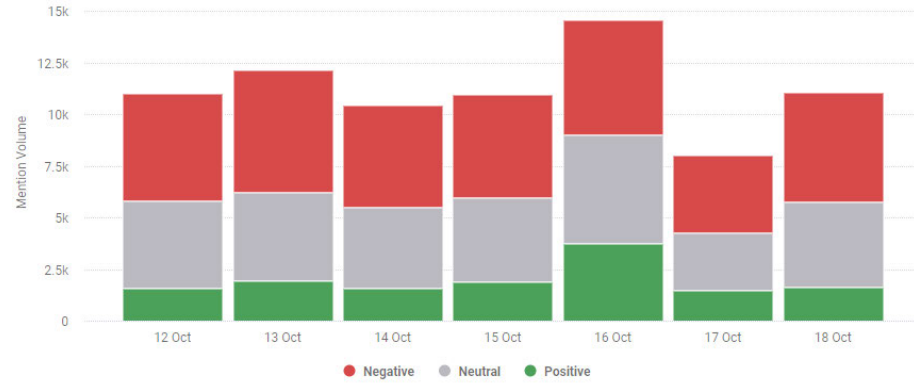
Sentiment remained largely stable across the categories however there were a few shifts with the Enforcement category falling 7% in negative sentiment while the Team of 5 Million category rose 5% in negative sentiment and the COVID Response category increasing 11% in negative sentiment.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	38	2	53	-3	9	1
Enforcement	33	-7	61	11	6	-4
Virus	44	-3	43	-1	13	4
Covid Response	56	11	40	-4	4	-7
Economy	39	3	52	-5	9	2
Mental Health	43	-10	46	4	11	6
Financial Stability	44	3	48	4	8	1
Team of 5 Million	56	15	38	-2	6	13
Contact Tracing	41	9	36	26	23	17
Timeframe	38	1	47	-4	15	3
Domestic Violence	44	-14	36	-3	20	17
Vaccine Rollout	49	0	41	5	10	-5

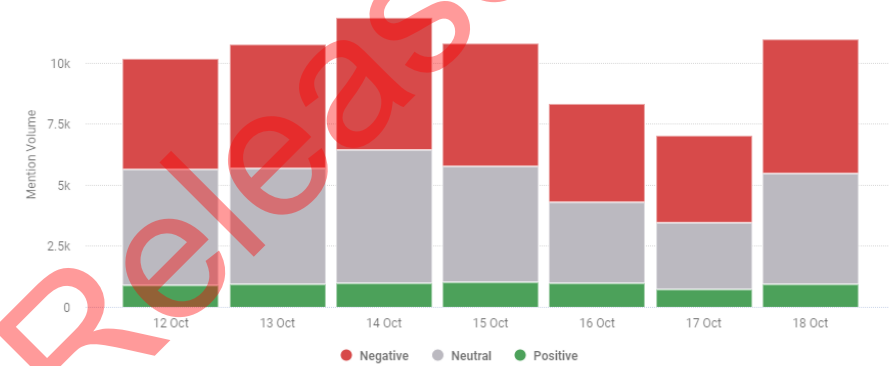
**Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.**

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

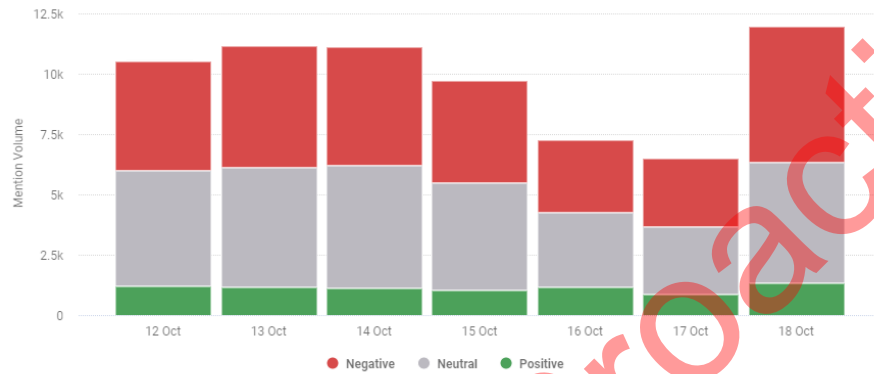
**Vaccine Rollout**



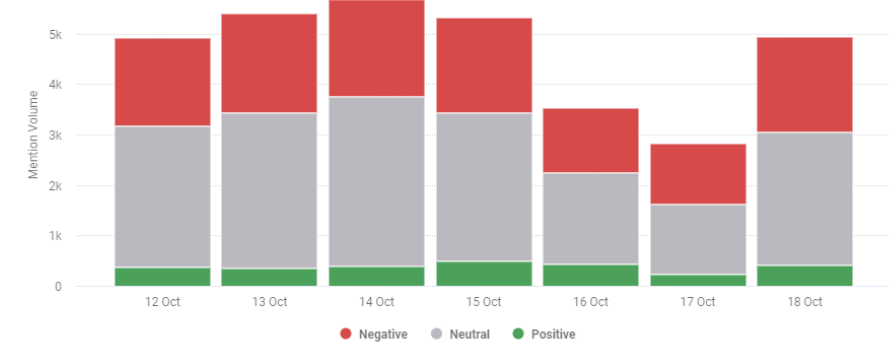
**Virus**



**COVID response**



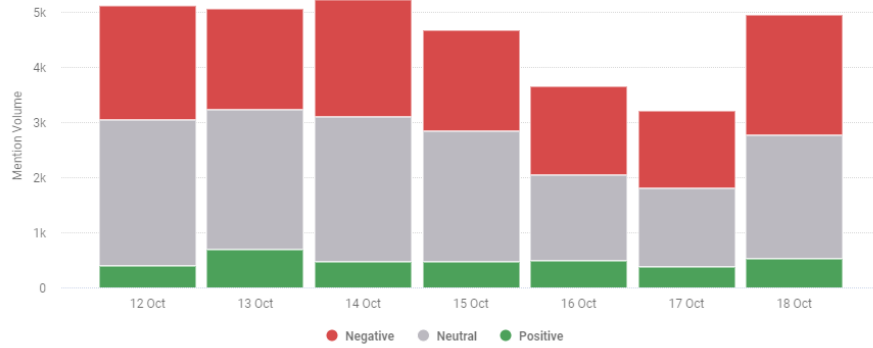
**Business and Consumers**



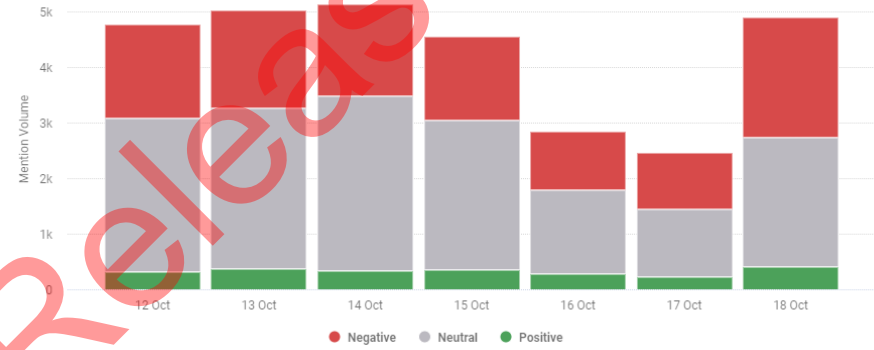
Proactively Released

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

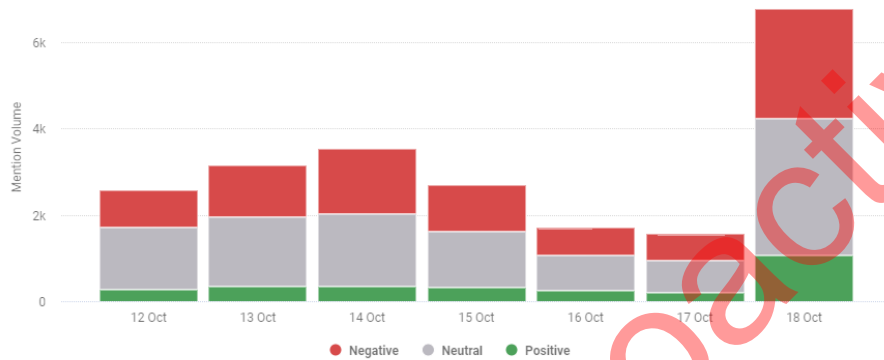
**Enforcement**



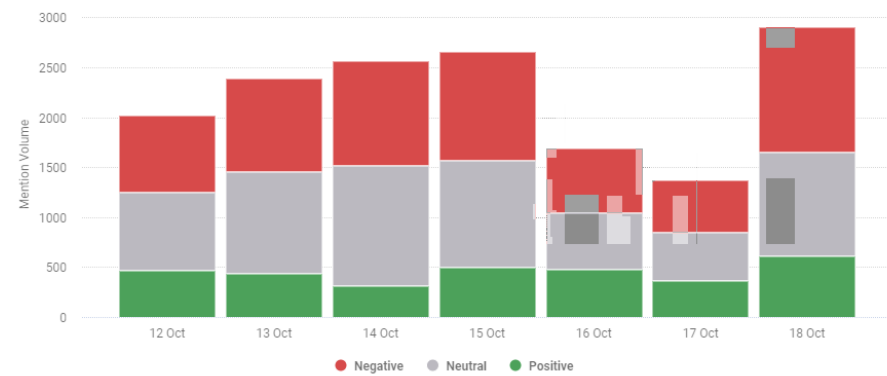
**Economy**



**Timeframe**

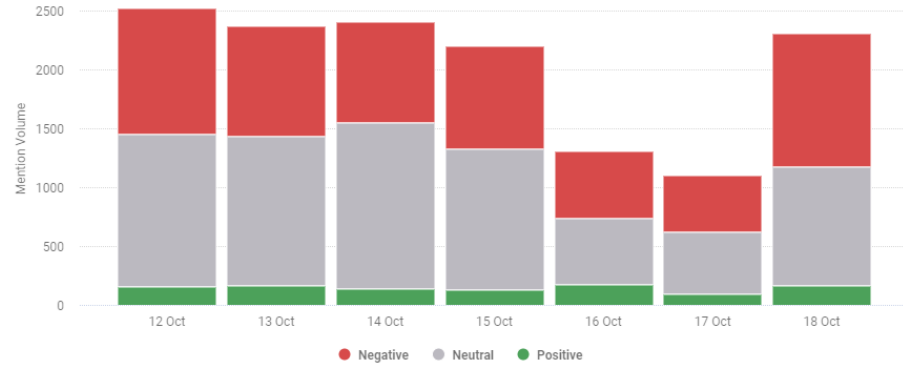


**Team of 5 Million**

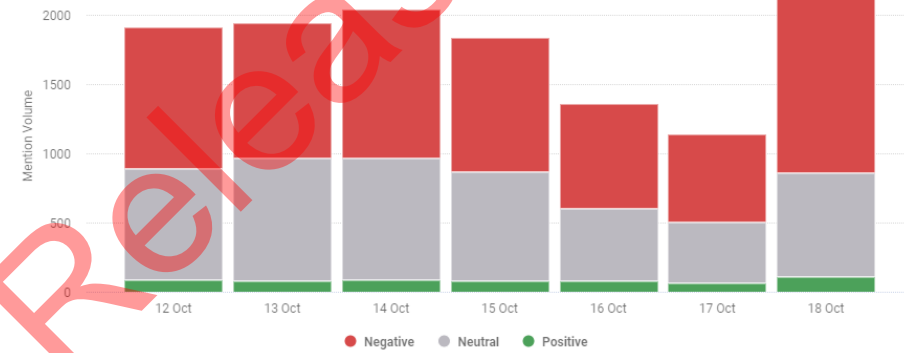


Proactively Released

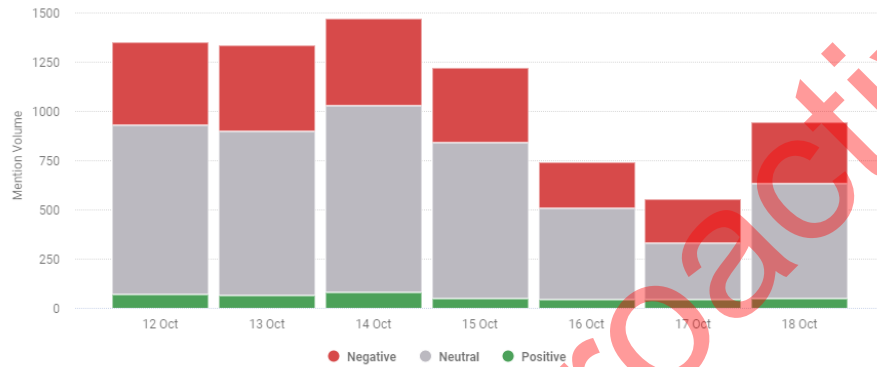
### Financial Stability



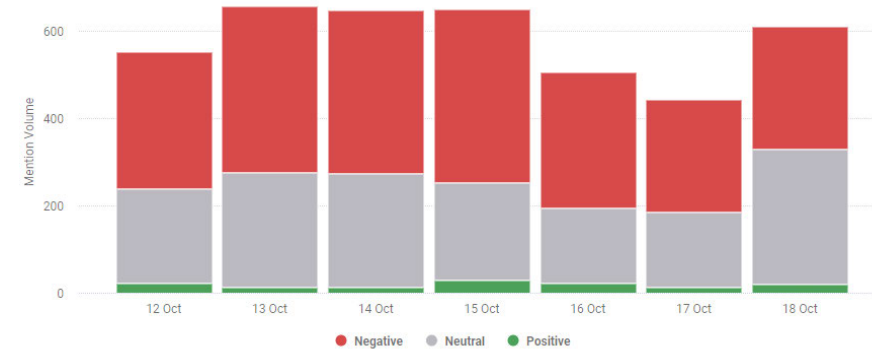
### Mental Health



### Contact Tracing



### Domestic Violence



Proactively Released

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





# Category Definitions

## Virus

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

## COVID Response

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

## Vaccine Rollout

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

## Timeframe

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

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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

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

Total sentiment breakdown at key dates

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1 September 2021	▼ 3		-4		▼ 3	
3 September 2021	-3		▼ 3		-3	-4
8 September 2021			▼ 2			
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26 September 2021		-2		▼ 2	-2	
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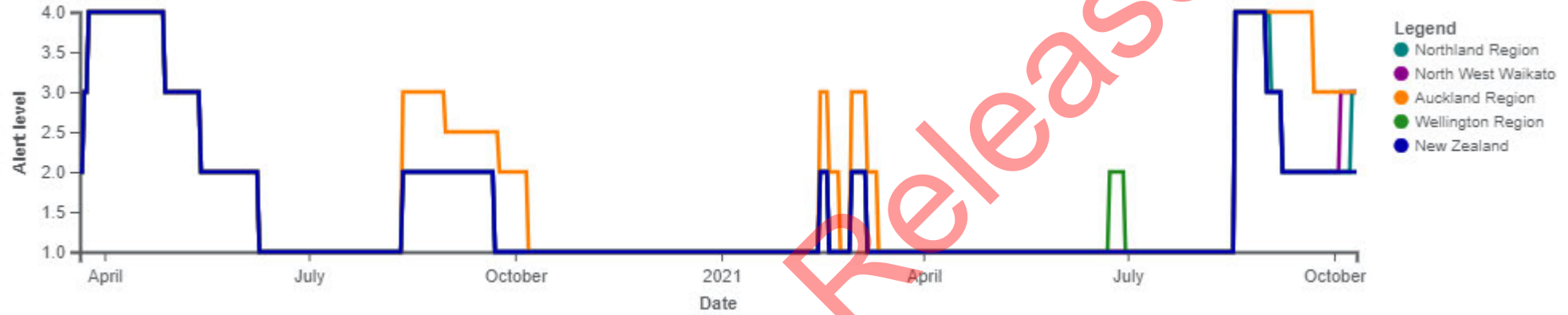
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12-Aug-20	45	36	19
31-Aug-20	45	38	17
22-Sep-20	42	39	19
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7-Oct-20	40	42	18
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18-Feb-21	38	46	16
23-Feb-21	43	42	15
28-Feb-21	49	35	16
7-Mar-21	43	39	18
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Source: [https://en.wikipedia.org/wiki/COVID-19\\_pandemic\\_in\\_New\\_Zealand](https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand)

**Changes in alert levels.**

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



**Thank you**

Proactively Released

# Unite Against COVID-19: Social Conversation Analysis

Four-day period ending  
20 October, 2021  
New Zealand

Proactively Released

# Update Summary:

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

Some parents responded to the announcement that year 11, 12 & 13 children returning to school next week with concern for the safety of their school-aged children along with student's potentially unvaccinated younger siblings. Some New Zealanders are worried that opening schools again will see an increase in cases. There are people commenting that they are happy for the students who get to rejoin their classmates and school and get on with learning.

## **Measuring categories of conversation:**

There was a 2% increase in total volume of conversation. The largest shifts in volume was the Timeframe category which increased by 33% and the Vaccine Rollout category with a 20% decrease.

The largest sentiment shift was the Covid Response category with a 10% increase in neutral conversation. Most categories increased in negative sentiment.

The overall sentiment rose 2% in negative and 1% in neutral sentiment, dropping 3% in positive sentiment.

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



# What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**  
Analysts explored conversation around the Minister for Education announcing the planned return to school for years 11, 12 & 13.
- 2. Measuring Categories of Conversation p.g. 6 - 12**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.
- 3. Total sentiment benchmarks p.g. 13 -14**

Proactively Released

## Some parents and other New Zealanders responded to the announcement with concern for the safety of the school-aged children along with student's younger unvaccinated siblings, or for the potential increase to case numbers which the partial opening of schools may have.

Analysts examined the response to Minister Hipkins announcing that year 11, 12 & 13 students can return to school next week.

Parents voiced concerns about the increased contact placing their children at risk and some intend to keep their kids at home. Some parents (including some who are also teachers) whose children who are returning to school next week are concerned for potential increased risk to their other children who are too young to have been vaccinated yet.

There are also questions and discussions about logistical issues around returning to schools, teachers asking about testing, the logistics around teaching in person and via video, and how easy enforcing mask wearing, and social distancing will be in practice.

People are hoping that the schools have been given the support to provide safety for children while teaching.

There are also those who are happy for the children to be able to rejoin their classes at school.

### Parents concerned about putting their children at risk and declaring that they will not be sending their kids back.

who would even put their children at risk when numbers are growing? my child is not going back in the middle of a growing pandemic!!!  
Like · 4 h · Edited · 1

? No the Govt, should have planned exams for online not send them back to school, knowing we still have high cases numbers that are lurking about unlinked 😞 My kids aint going no where..!!

### Parents concern for their children's unvaccinated younger siblings.

I think I need someone to explain. We have a household of 8. Tōku husband and I fully vaxxed, a 15 yo fully vaxxed and heading back to school. The other 4 children are 11 and under and unable to be vaxxed. Our fully vaxxed teen could catch covid (high ... See more  
Like · 18 h · 12

### Teachers returning to work whose younger, unvaccinated children will now also be needing schooling at Level 3.

Government not addressing the teachers or staff expected to be on sites children now having to attend school in level 3 as well. Could we please have full transparency instead of half truths.  
Like · Reply · 14 h · 9

Total sentiment about Alert Level 3 October 15 – 18:  
Negative 39% Neutral 51% Positive 10%

Volume and sentiment conversation about Education October 14 - 20



### Worried about the increased movement of people because of students going back to school and increased risk of cases.

this is a big mistake. Case numbers continue to climb and majority of students use public transport. If a student catches delta that puts that entire school at risk even if they are vaccinated  
9:15 PM · Oct 20, 2021 · 1

When schools went back in other countries, covid rates increased at a faster rate 🙄  
Like · Reply · 14 h · 13

409 cases from this lockdown are aged between 10-19. I know the kids need to be educated but what the actual fudge?!?  
Like · Reply · 14 h · 15

I don't understand why the government has decided to open schools for year 11,12 and 13 students. There are only a few weeks left of term, and we are still rolling out vaccines. This is knee jerk back pedal which will do nothing for education outcomes, but a lot for spreading covid before Christmas. I am not impressed with this decision, why are we sending our teachers and kids into harms way when so many other worksites are still closed. What about university students??



**Hoping that schools have had the resourcing to make opening up safe. Some asking about the safety of the air systems in schools.**

🙏 here's hoping each school has the resources they need to do this safely. Be interesting to see what happens after 2 weeks. Feels like we are rushing it, hopefully it doesn't end up being a big mistake.  
Like · Reply · 3 h

? They should have been upgrading the air systems in schools during the past months but as usual asleep on the job.

**Urging the government act safely while opening schools. Concern for potential rise in cases and impact on Maori.**

But.  
Not feeling the love from Govt right now. They are driving hard on the open up, restart agenda.

But Maori are in harm's way.  
More on this is gonna emerge in next few days.

Meantime, reopen schools safely. Please.  
11:38 PM · Oct 20, 2021

**Questioning how easy it will be to enforce mask wearing and social distancing in a school environment.**

This happened to the school my son teaches at in Japan when case numbers were high.  
Completely unrealistic and trying to enforce distancing and mask wearing at a school really difficult. Also worth considering not only the Covid risk but the extreme mental health strain on all concerned when you have to go to school/work with a very real health threat in place.  
Like · Reply · 6 h

**Some are voicing their support or relief for students who are able to return to school.**

Happy for the kids who have been stressing about NCEA and now can do more at school in preparation for their exams.  
Like · 15 h

A bit late! I feel for our teens who have exams coming up.  
Like · 19 h

Good news for students 😊  
Like · 19 h

Anyone who has done NCEA especially in the technology subjects will know that this is going to be really helpful

👍 33 🗨️ Reply 🔄 Share 📄 Report 💾 Save

**Concern for students facing exams who may not be as prepared as they would have been due to lockdown or the potential impact of COVID cases in the student body during exams**

I can't believe that after 2 (or so) months, they want the kids to sit exams when the majority won't be prepared, they're just setting the kids up for failure.... I don't know what the perfect answer would be, but this doesn't seem to be it.  
Like · Reply · 3 h

? And if the do get sick and can't sit their exams or schools have large clusters and all become contacts? What's the plan then for exams?

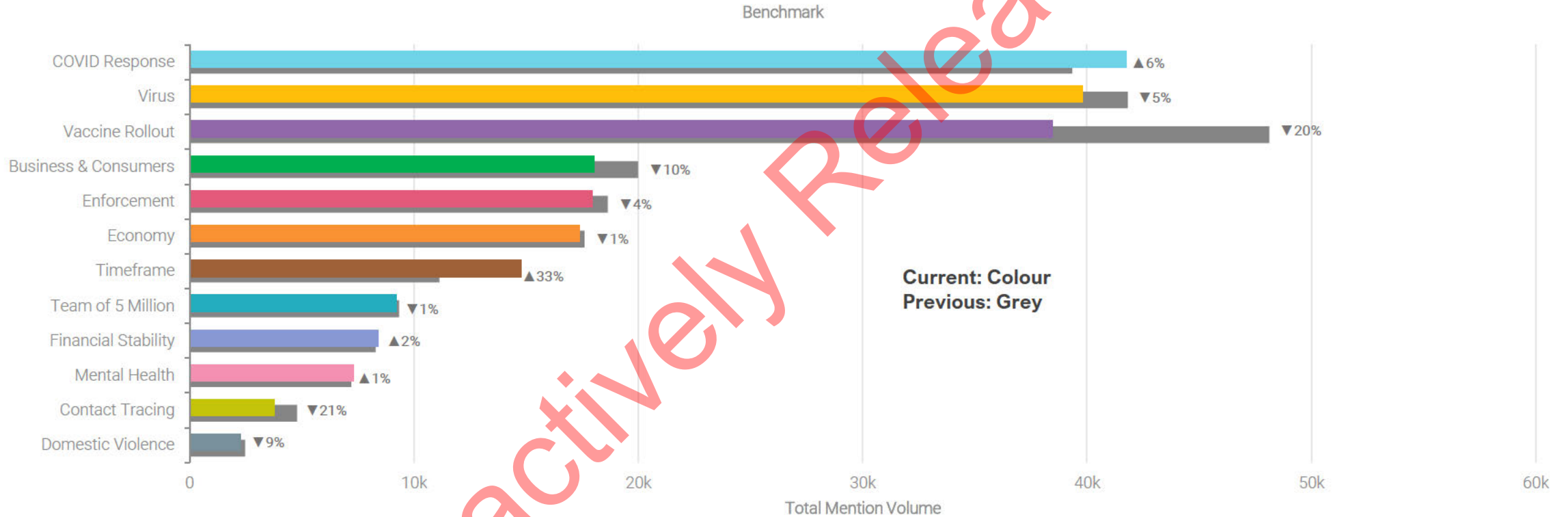
**Pointing out that there has been a lot of discussion and opinions aired about this subject.**

If send kids back to school people complain ... if dont send kids back to school ..people also complain...  
Like · 3 h

? The government can never win eh? Close schools: the media immediately amplifies whingeing parents. Open schools: the media immediately amplifies whingeing teachers. Whinge whinge whinge.

## Category change: Benchmark

Comparing current period (Oct 17 – Oct 20) with shift from previous 4-day period (Oct 13 – Oct 16)



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

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

Total volume of conversation rolling 4-day window:

Current: 152,508 (+2%)

Previous: 149,902

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

Current: Neg 43%, Neu 40%, Pos 17%

Previous: Neg 41%, Neu 39%, Pos 20%

# Net sentiment of each category

Comparing current period (Oct 17– Oct 20) with shift from previous 4-day period (Oct 13– Oct 16)

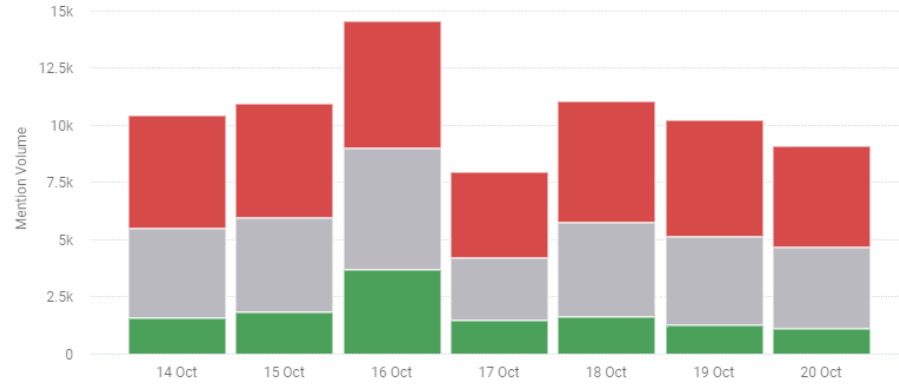
Most categories shifted towards a more negative sentiment. The largest shifts were the Covid Response category with a 10% increase in neutral conversation and the Domestic Violence category with a 5% increase in negative sentiment.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	36	1	56	0	8	-1
Enforcement	34	3	59	-5	7	2
Virus	44	0	45	0	11	0
Covid Response	50	-9	47	10	3	-1
Economy	38	4	54	-4	8	0
Mental Health	41	1	48	-1	11	0
Financial Stability	42	3	50	-4	8	1
Team of 5 Million	54	2	41	-2	5	0
Contact Tracing	40	0	39	-2	21	2
Timeframe	38	-2	48	0	14	2
Domestic Violence	49	5	37	0	14	-5
Vaccine Rollout	47	0	44	1	9	-1

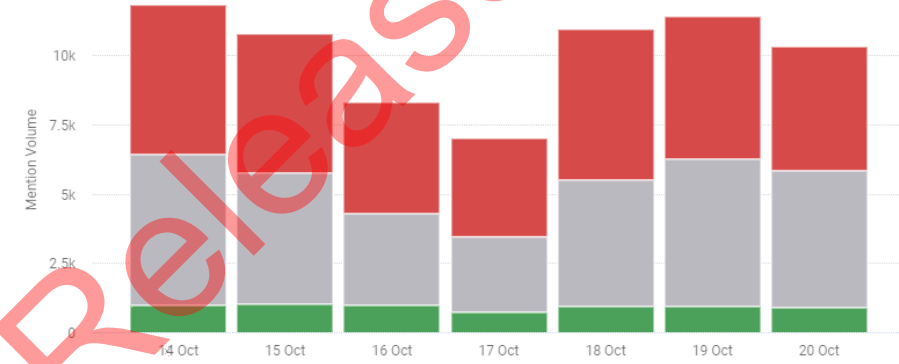
**Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.**

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

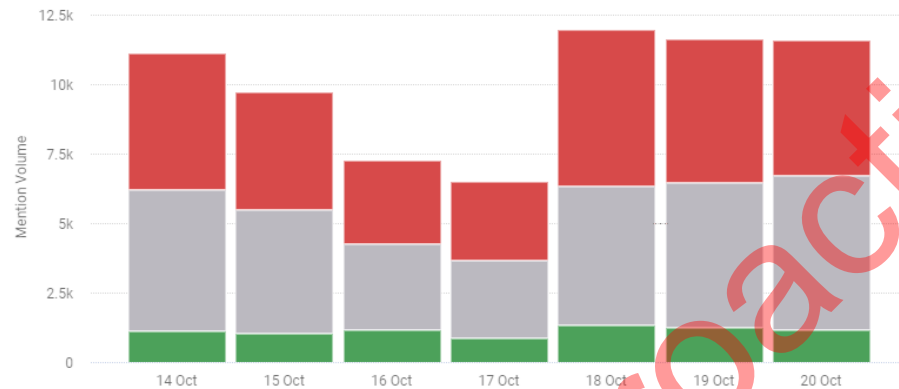
**Vaccine Rollout**



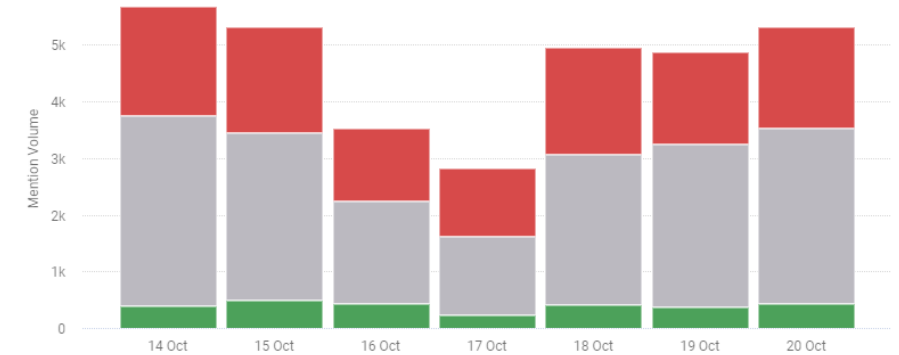
**Virus**



**COVID response**



**Business and Consumers**

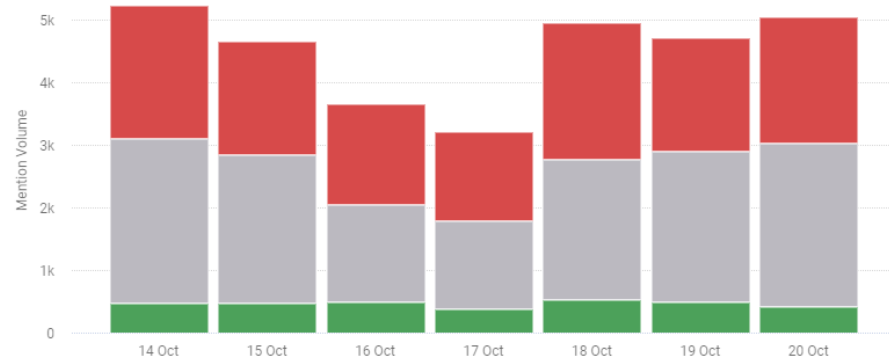


Proactively Released

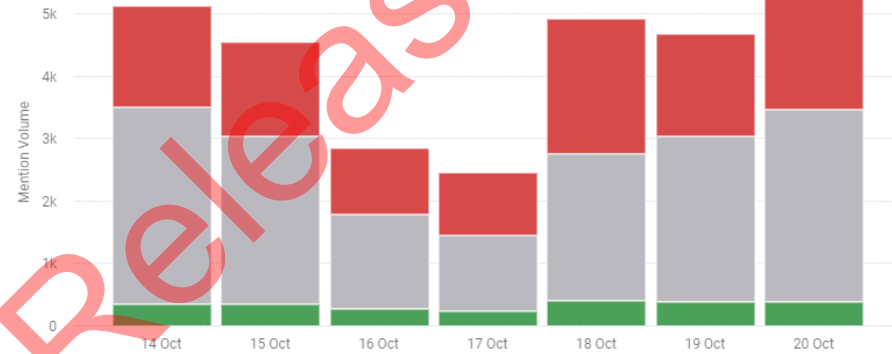
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.



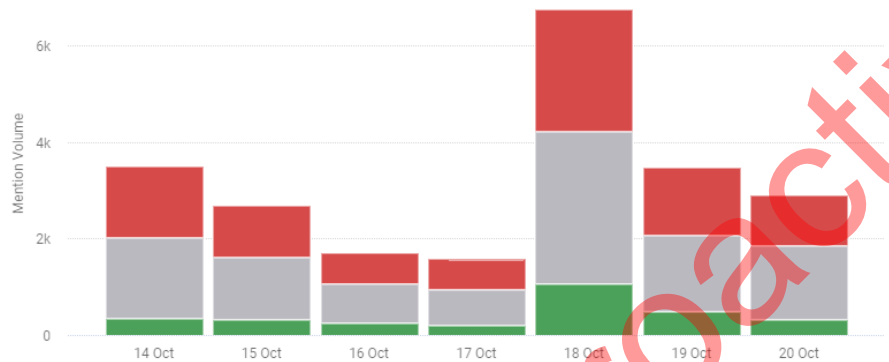
**Enforcement**



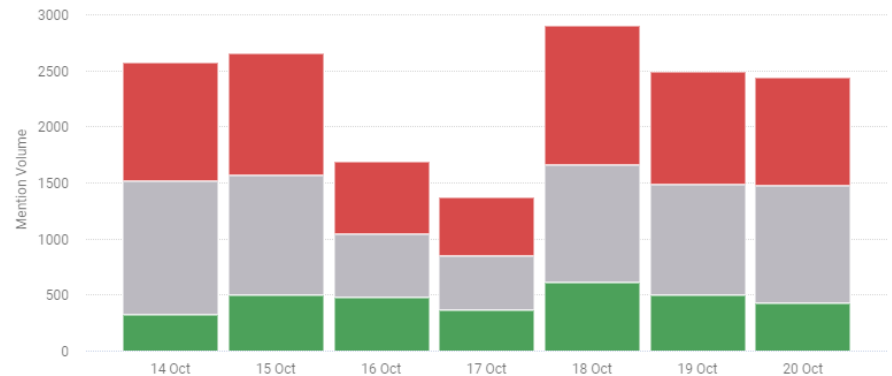
**Economy**



**Timeframe**

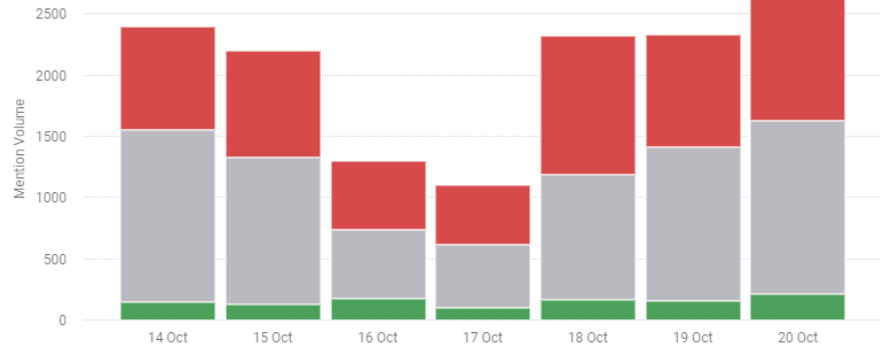


**Team of 5 Million**

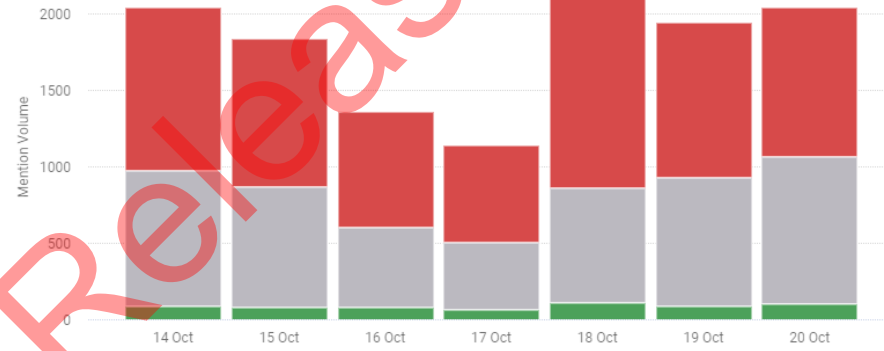


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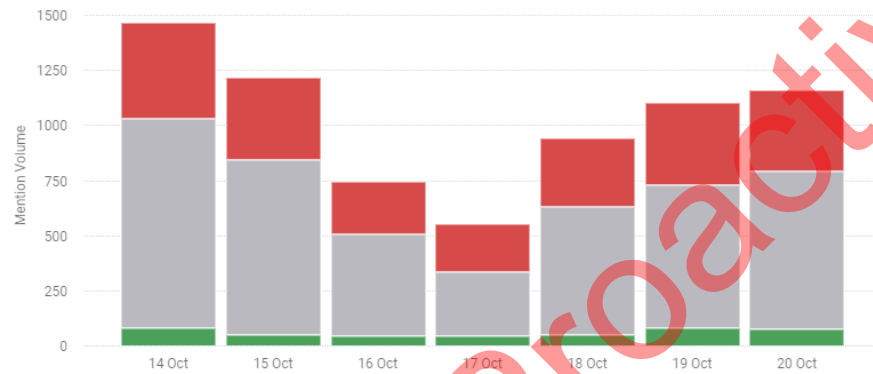
**Financial Stability**



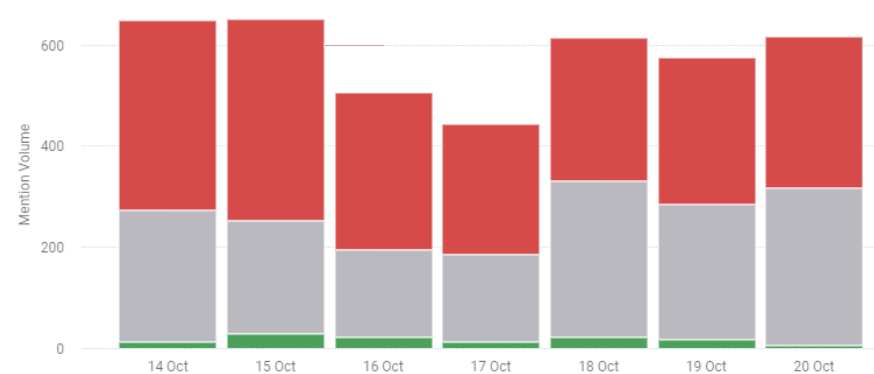
**Mental Health**



**Contact Tracing**



**Domestic Violence**

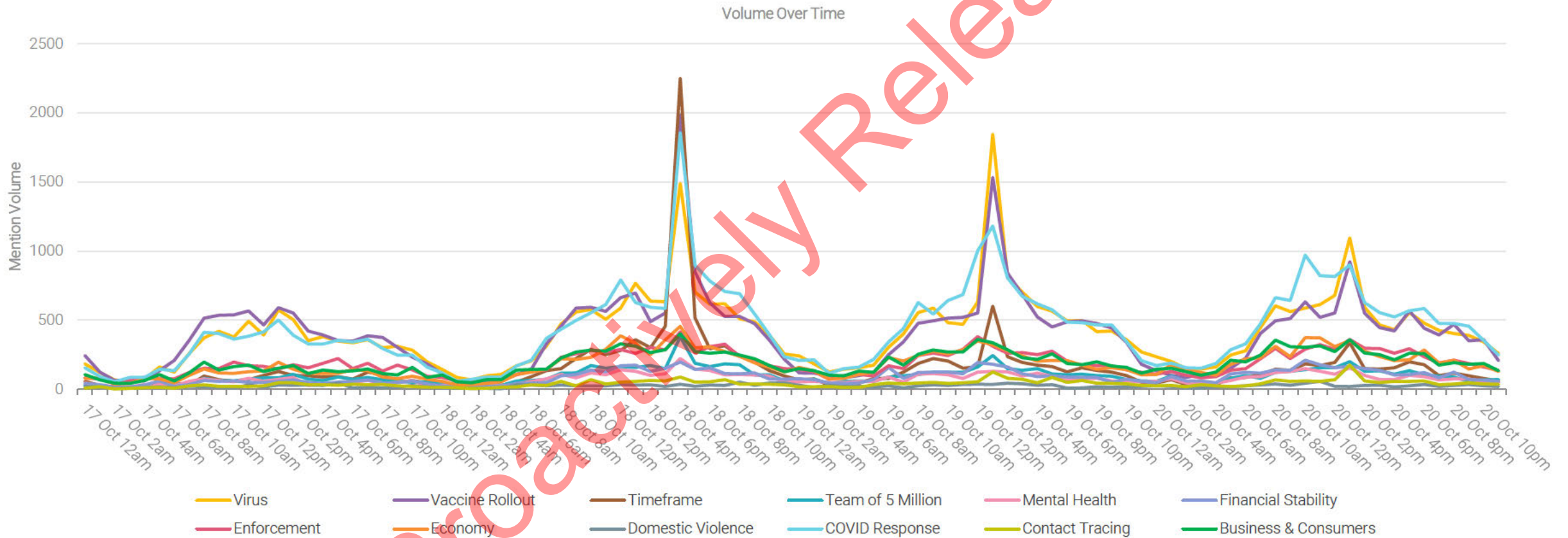


Proactively Released

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

# Categories over time (rolling 4 days)

SOCIAL CONVERSATION CATEGORIES 17 - 20 OCT



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

# Category Definitions

## Virus

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

## COVID Response

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

## Vaccine Rollout

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

## Timeframe

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

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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

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

Total sentiment breakdown at key dates

Date <sup>[A]</sup>	Alert Level <sup>[281]</sup>					
	New Zealand	Wellington Region	Northland Region	Upper Hauraki	North West Waikato <sup>[282]</sup>	Auckland Region
21 March 2020				2		
23 March 2020				▲ 3		
26 March 2020				▲ 4		
28 April 2020				▼ 3		
14 May 2020				▼ 2		
9 June 2020				▼ 1		
12 August 2020			▲ 2			▲ 3
31 August 2020			- 2			▼ 2.5
22 September 2020			▼ 1			- 2.5
24 September 2020						▼ 2
8 October 2020			- 1			▼ 1
15 February 2021			▲ 2			▲ 3
18 February 2021			▼ 1			▼ 2
23 February 2021			- 1			▼ 1
28 February 2021			▲ 2			▲ 3
7 March 2021			▼ 1			▼ 2
12 March 2021			- 1			▼ 1
24 June 2021	- 1	▲ 2			- 1	
30 June 2021		▼ 1				
18 August 2021				▲ 4		
1 September 2021	▼ 3		- 4		▼ 3	
3 September 2021	- 3		▼ 3		- 3	- 4
8 September 2021			▼ 2			
22 September 2021				▲ 3		▼ 3
26 September 2021		- 2		▼ 2	- 2	
4 October 2021			- 2		▲ 3	- 3
9 October 2021	- 2		▲ 3	- 2		- 3

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

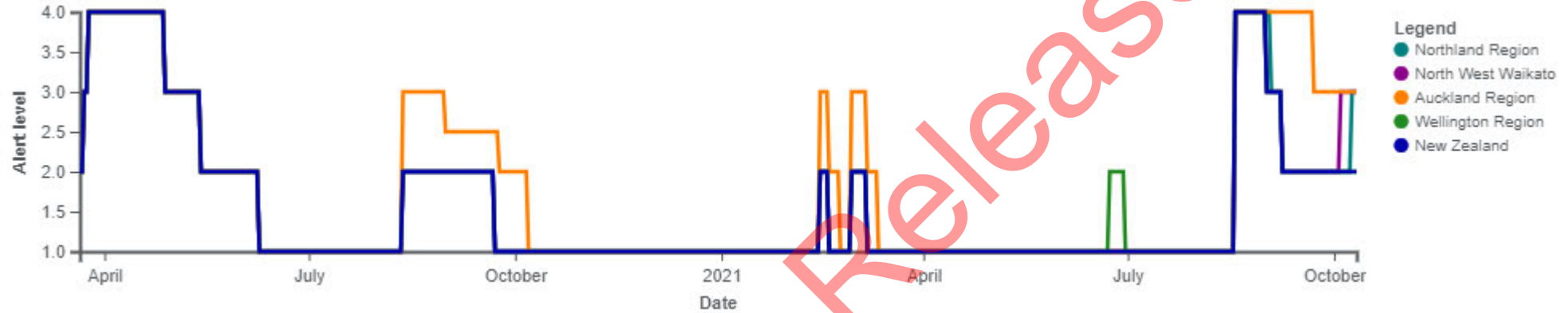
Date	% Neg	% Neu	% Pos
21-Mar-20	41	39	20
23-Mar-20	37	42	21
26-Mar-20	38	39	23
28-Apr-20	38	41	21
14-May-20	40	39	21
9-Jun-20	45	36	19
12-Aug-20	45	36	19
31-Aug-20	45	38	17
22-Sep-20	42	39	19
24-Sep-20	42	42	16
7-Oct-20	40	42	18
15-Feb-21	42	40	18
18-Feb-21	38	46	16
23-Feb-21	43	42	15
28-Feb-21	49	35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

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

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

**Changes in alert levels.**

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



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





**Thank you**

Proactively Released

# Unite Against COVID-19: Social Conversation Analysis

Four-day period ending  
25 October, 2021  
New Zealand

Proactively Released

# Update Summary:

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

Analysts explored conversation around the COVID-19 Protection Framework which was introduced on Friday. Some New Zealanders are voicing concerns and frustrations regarding the length of time it could take to reach the 90% fully vaccinated target. Some believe the framework is clear and straightforward. Some are eager to know how and when they can get their vaccine certificates.

## **Measuring categories of conversation:**

There was a 13% decrease in the total volume of conversation. All categories decreased in volume apart from the Vaccine Rollout category which increased 13%. The largest decreases were in Timeframe (49%), Team of 5 Million (30%) and Financial Stability (28%).

Most categories became slightly more polarized, dropping in neutral sentiment and rising in both negative and positive sentiment. The COVID Response and Business & Consumer categories both rose 4% in negative sentiment, with Virus and Vaccine Rollout rising 3%.

Overall sentiment rose 1% in positive sentiment and 2% in negative sentiment, dropping 3% in neutral sentiment.

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

# What's in this report:

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

Proactively Released

# Some think the framework is clear and easy to understand. Some are expressing concern and frustration about the time it could take to hit the 90% targets.

On Friday 22<sup>nd</sup>, the government announced the next stage in its COVID-19 response with the introduction of the Protection Framework. Analysts examined the response to this framework.

Some New Zealanders believe the new framework is straightforward and easy to understand.

Some are voicing concern and frustration about the length of time it could take to reach the 90% fully vaccinated target before moving to the new settings. A few are worried that the lifestyle of the unvaccinated in current Alert Level settings will mean they will hold out on being vaccinated.

There are people expressing excitement at seeing Auckland's vaccination rates move closer to 90%.

A few people are asking for clarity on the framework e.g., regarding under 12s.

For some, the perception is that the new framework will cause division between the vaccinated and unvaccinated and create a 'two tier' system.

There are people keen to know how and when they can get their vaccine certificates.

Some are asking about what the framework will mean for MIQ requirements for returning New Zealanders.

## Excited to see Auckland's levels of vaccination move closer to 90%.

12,423 more First doses needed in Counties Manukau DHB for us to get to 90%. It's so exciting to see it dropping so quickly in just 2.5 days so far. Can we do it by next weekend? Who needs to chat! #COVID19nz  
7:33 AM · Oct 25, 2021

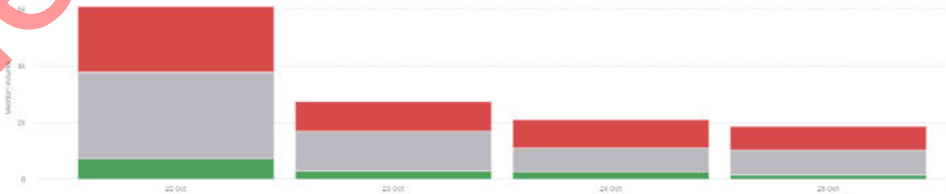
Well done Tāmaki Makaurau. 90% first dose jabs is a great milestone worth celebrating. However, let's not stop there. There are plenty who cannot have the vaccination so the more of us who get vaccinated, the safer all of us can be. Let's aim for 95% now.

No 1 son got his second vaccination today in Auckland on the Shore, he said the queues were huge.  
This is a good sign. ★  
You may crack 90% before you know it, Aucks.  
11:46 AM · Oct 25, 2021

## Looking forward to the new 'traffic light' framework as it offers more freedom than current Alert Level settings.

Red light looks so much more free than level 3 step 1! Super looking forward to traffic lights - even at red!!!!!!  
5:38 PM · Oct 23, 2021

## Total volume & sentiment about the Protection Framework October 22 – 25: Negative 41% Neutral 48% Positive 11%



## The new framework is simple and straightforward to understand.

What's actually difficult to understand? Get vaccinated, reach 90% and traffic light system kicks in. Green is all go, orange a few restrictions and red a lot. Pretty bloody simple!  
12:42 PM · Oct 22, 2021

I am an Aucklander.  
The path is very clear.  
Encourage everyone to get vaccinated.  
Do not overwhelm health system  
Clear message to businesses engage in vaccine passports.  
Clear message to individuals get vaccinated for faster return to businesses you like.  
Simple  
#VaccinateNZ  
6:44 AM · Oct 23, 2021



### Concerned and discouraged about the length of time it could take to reach the 90% fully vaccinated target.

90% fully vaccinated. Fuck. We're gonna be in this lockdown forever.

We don't even have 90% with a single dose yet. Then there's AT LEAST 3 weeks AFTER that before we could even hope to hit that target.

So December is looking highly unlikely.

10:17 AM · Oct 22, 2021

problem with a target of 90%, is that 11% of the population can now hold the rest of NZ to ransom. Many of us are double vaxed & have been for some time, where is our extra freedoms? Why dont we individually incentivise getting the jab, rather than relying on a global target?

10:18 AM · Oct 22, 2021

Oct 22, 2021 05:14:28 AM

Every other country in the EU are opening up with 70 or 80% double vaccination rates. NZ is going to be sitting here for a VERY long time to get to 90% double vaccinated. We're going backwards much faster than the vaccination rates are going up.

### Concern that life for the unvaccinated is better under current Alert Level settings which will mean they will continue to hold out on getting vaccinated.

Oct 23, 2021

My worry is that since life for the unvaccinated is probably better under our current alert level system than it will be under the traffic light system, that a whole bunch might choose to not get vaccinated in order to drag it out.

### Wanting clarity on the framework e.g., movement or concerning under 12s.

Oh do all regions move to red when they reach 90% or does the government decide what colour on a DHB by DHB basis? #thispartconfusesme

10:49 AM · Oct 22, 2021

The 90% is of eligible population, right? What happens when vaccination is approved for 5-12 (or even <5) and the percentage fully vaccinated (hopefully temporarily) drops below 90%?

12:50 PM · Oct 22, 2021

### Perception that the framework will create division and a "two-tier" system.

Today's announcement from the government of their traffic light system is absolute totalitarian bullshit.

We cannot support any govt or anyone who wants to create a two tier system and divide it's citizens.

This is a gross breach of human rights and is just sickening!

11:35 AM · Oct 22, 2021

Vaccine passports do not give you freedom. They are a noose around your neck. They create a two tier society that divides a nation and no-one is free. You should know better

10:30 PM · Oct 23, 2021

### Wanting to know how the Protection Framework will impact on MIQ requirements for vaccinated returnees.

Kia Ora , in Press conference today not a word about possibly allow fully vaccinated Kiwi abroad come back home , skip Miq lottery and isolate home.Any hope for them?

3:34 PM · Oct 22, 2021

22 Oct

With high vaccination rates we will soon be able to take a new approach to managing COVID-19 with fewer restrictions and At what stage in the traffic light system will MIQ be dropped and international borders open to those that are vaccinated?

### Wanting to know how and when one can get their vaccine certificate.

Kia ora @covid19nz, is this 'Mid-December' on your website for vaccine certificates a typo? Or an updated date for when they'll be available?

[covid19.govt.nz/covid-19-vacci...](https://covid19.govt.nz/covid-19-vacci...)

- 4d

How do I get my vaccine certificate? They gave me the small purple card signed by the nurse for my first but my second one at a drive through when I showed them the card they sort of just ignored it and entered my details on their ipads and I forgot to bring it up again directly after the jab

### Concern that the new system does not consider those who are marginalized or unable to get the vaccine.

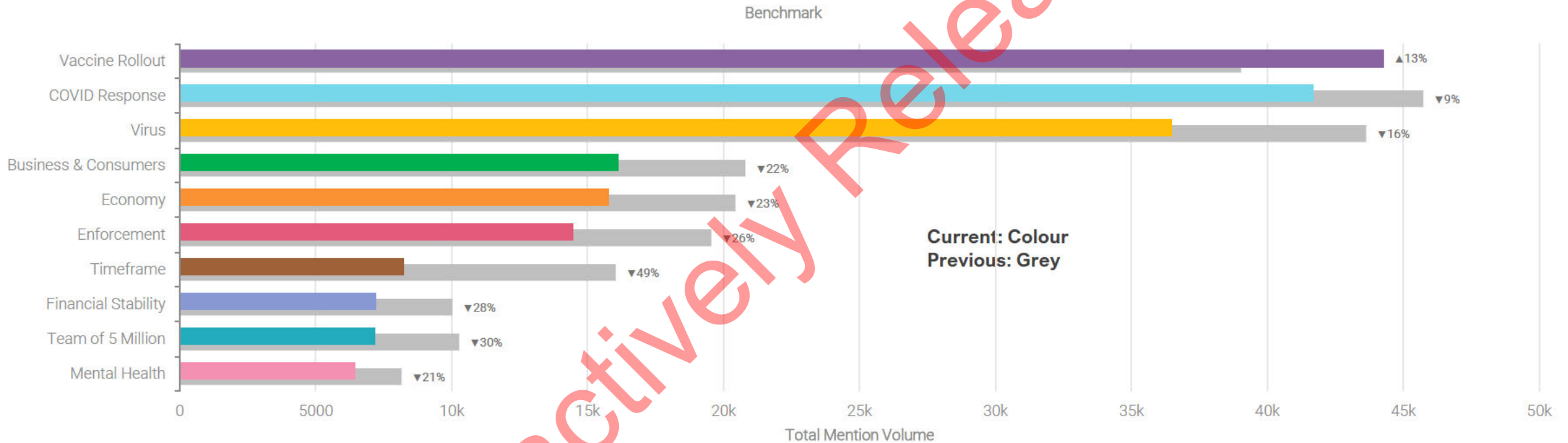
The traffic light system throws disabled, chronically ill, children, Māori and Pasifika under the bus. It sacrifices vulnerable people for the sake of white middle class and wealthy people. If I didn't know better I would think it was a national party policy. @nzlabour #nzpol

3:04 PM · Oct 22, 2021



## Category change: Benchmark

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



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

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

Total volume of conversation rolling 4-day window:

Current: 140,092 (-13%)

Previous: 160,623

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

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

Previous: Neg 43%, Neu 42%, Pos 15%

## Net sentiment of each category

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

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	38	4	53	-5	9	1
Enforcement	41	1	49	-2	10	1
Virus	49	3	41	-5	10	2
Covid Response	47	4	41	-5	12	1
Economy	38	2	52	-4	10	2
Mental Health	53	1	41	-2	6	1
Financial Stability	44	4	48	-5	8	1
Team of 5 Million	37	2	36	-5	27	7
Contact Tracing	29	-3	61	0	10	3
Timeframe	37	0	49	0	14	0
Domestic Violence	55	5	42	5	3	0
Vaccine Rollout	52	3	35	-3	13	0

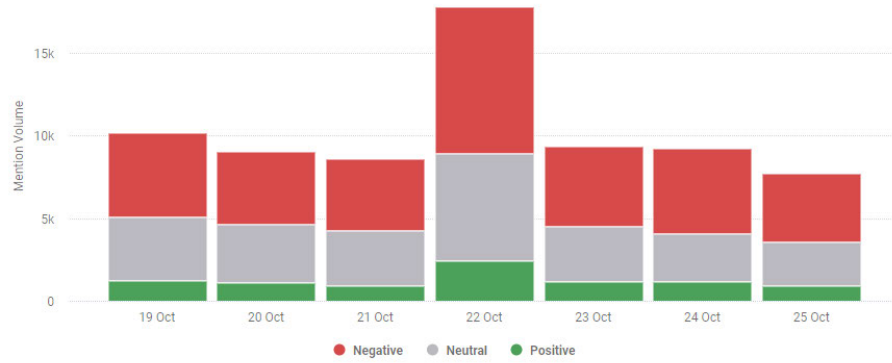
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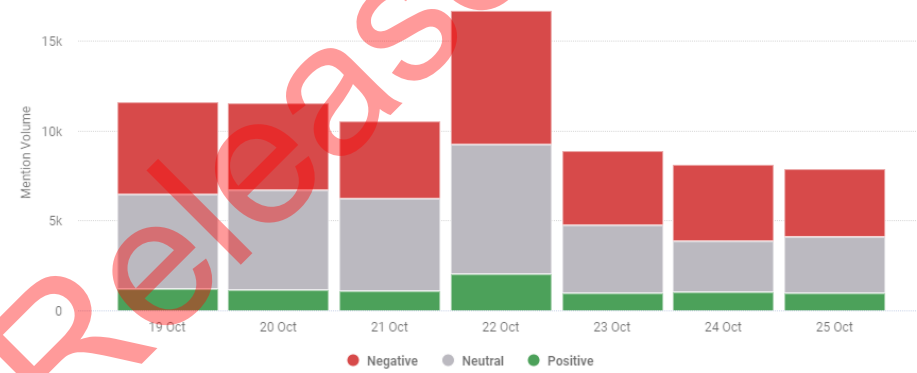
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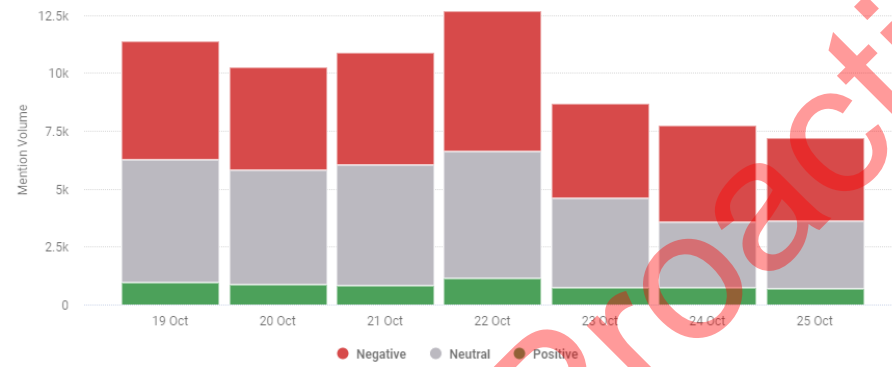
**Vaccine Rollout**



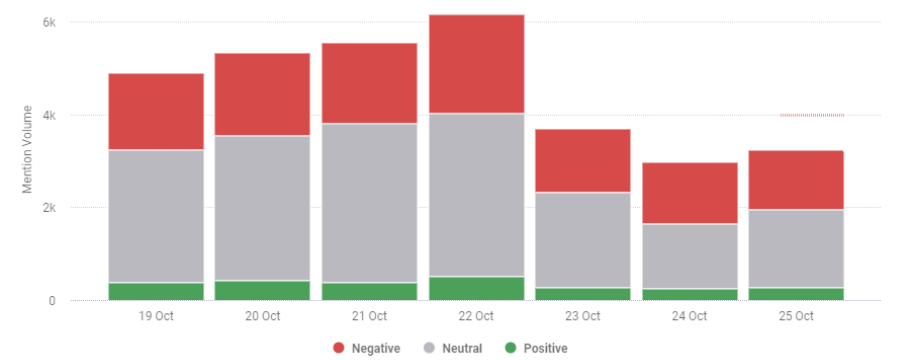
**COVID Response**



**Virus**

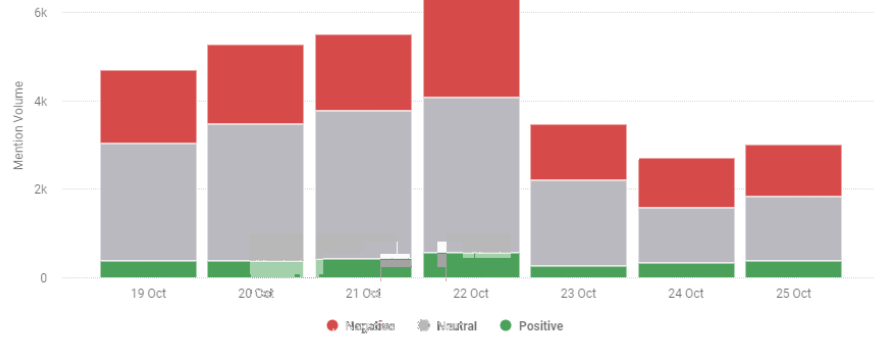


**Business and Consumers**

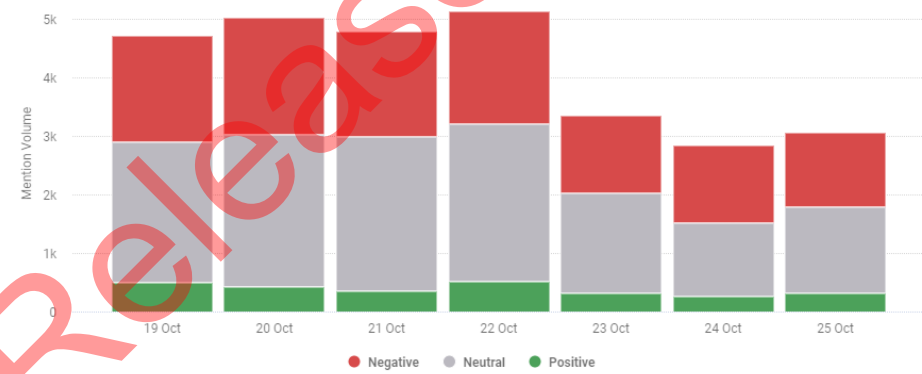


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

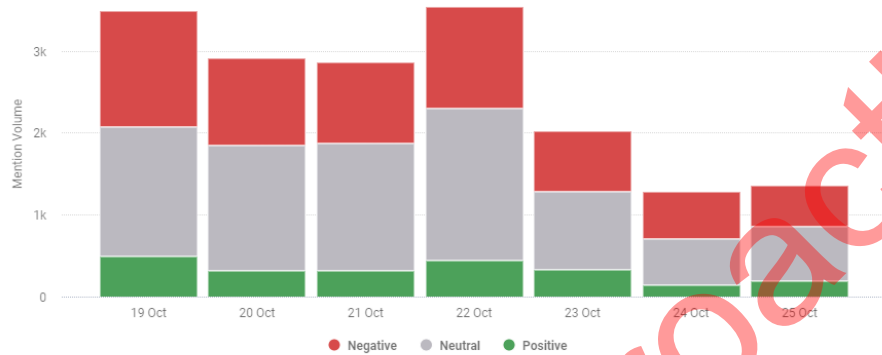
### Economy



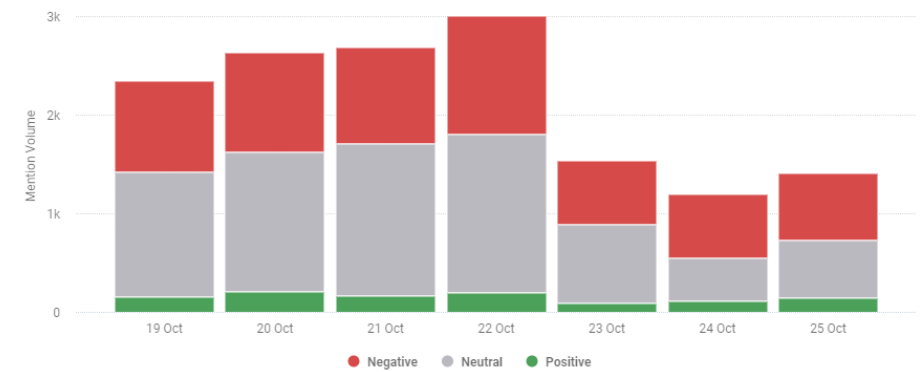
### Enforcement



### Timeframe



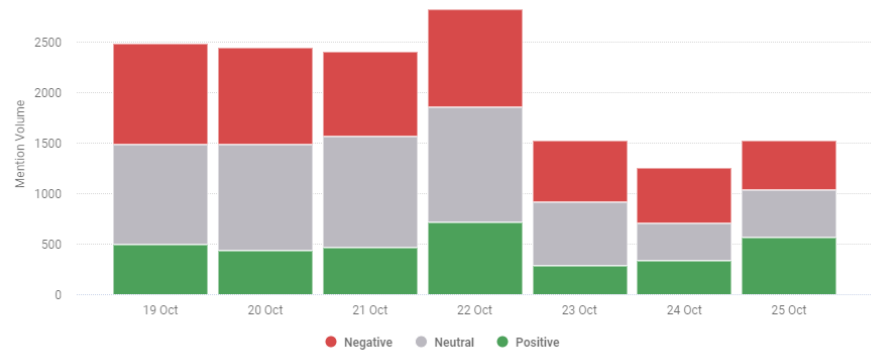
### Financial Stability



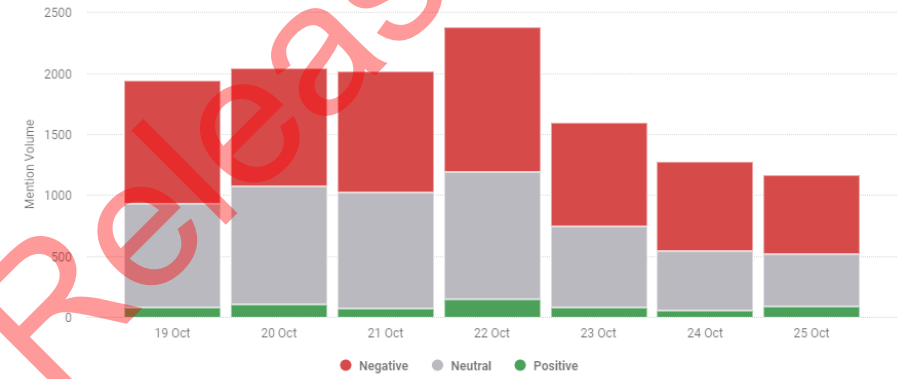
Proactively Released

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

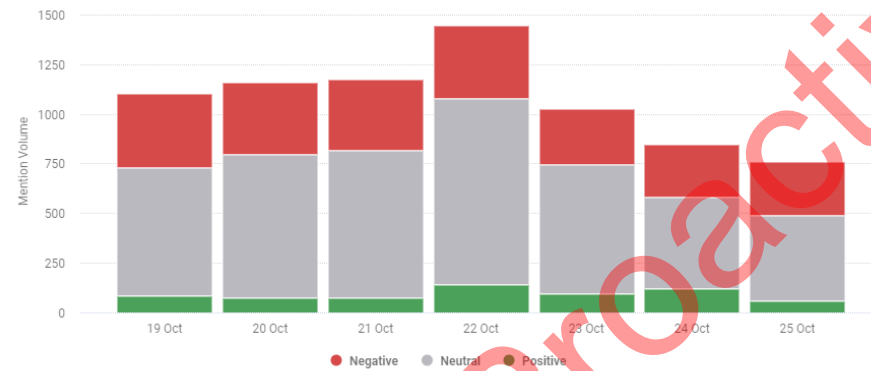
**Team of 5 Million**



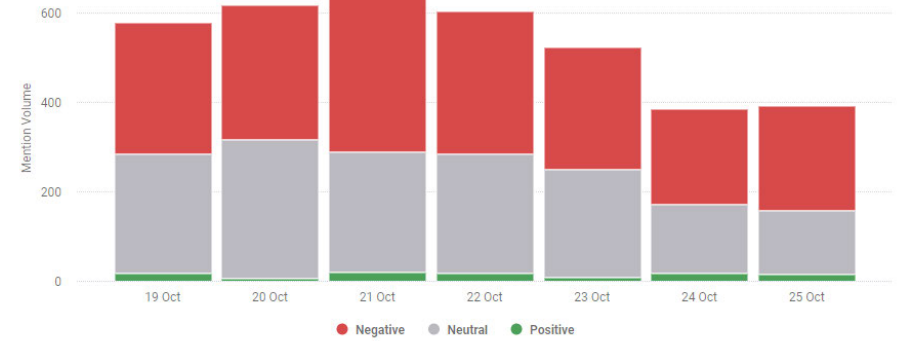
**Mental Health**



**Contact Tracing**



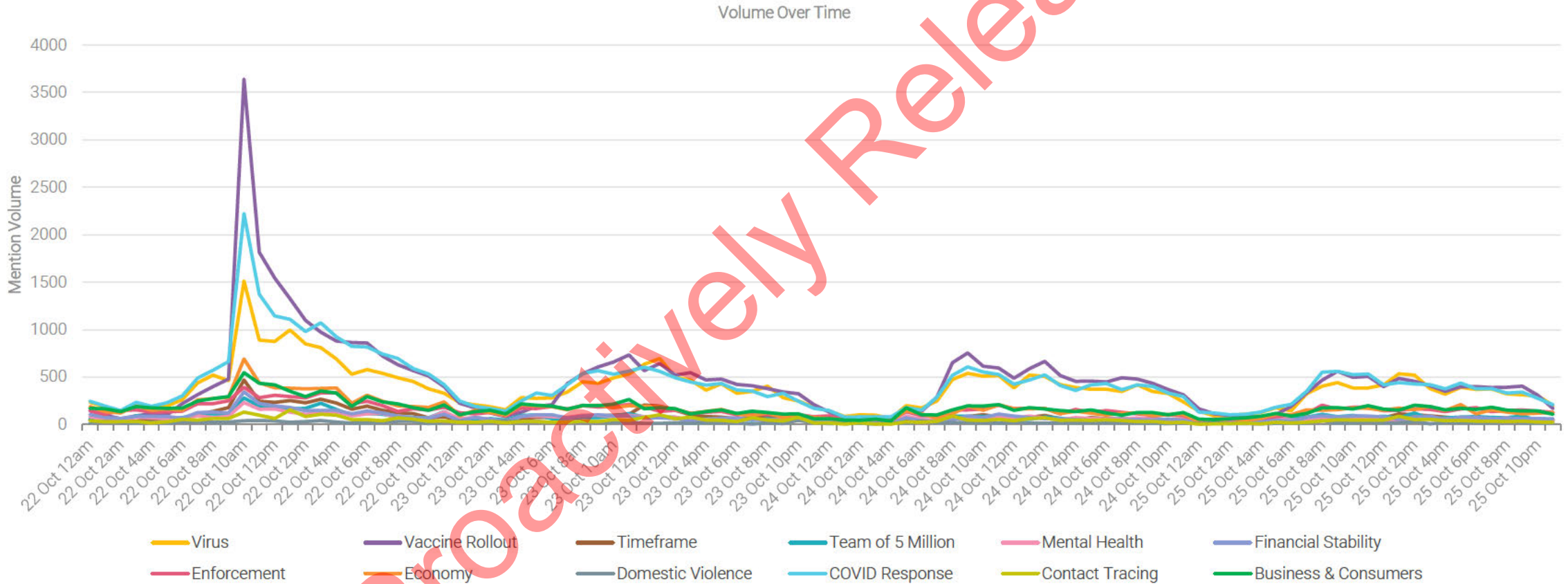
**Domestic Violence**



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

# Categories over time (rolling 4 days)

SOCIAL CONVERSATION CATEGORIES 22 - 25 OCT



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



# Category Definitions

## Virus

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

## COVID Response

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

## Vaccine Rollout

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

## Timeframe

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

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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

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

Total sentiment breakdown at key dates

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24 September 2020						▼ 2
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18 February 2021			▼ 1			▼ 2
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7 March 2021			▼ 1			▼ 2
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24 June 2021	-1	▲ 2			-1	
30 June 2021		▼ 1				
18 August 2021				▲ 4		
1 September 2021	▼ 3		-4		▼ 3	
3 September 2021	-3		▼ 3		-3	
8 September 2021			▼ 2			
22 September 2021				▲ 3		▼ 3
26 September 2021		-2		▼ 2	-2	
4 October 2021			-2		▲ 3	-3
9 October 2021	-2		▲ 3	-2		-3

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

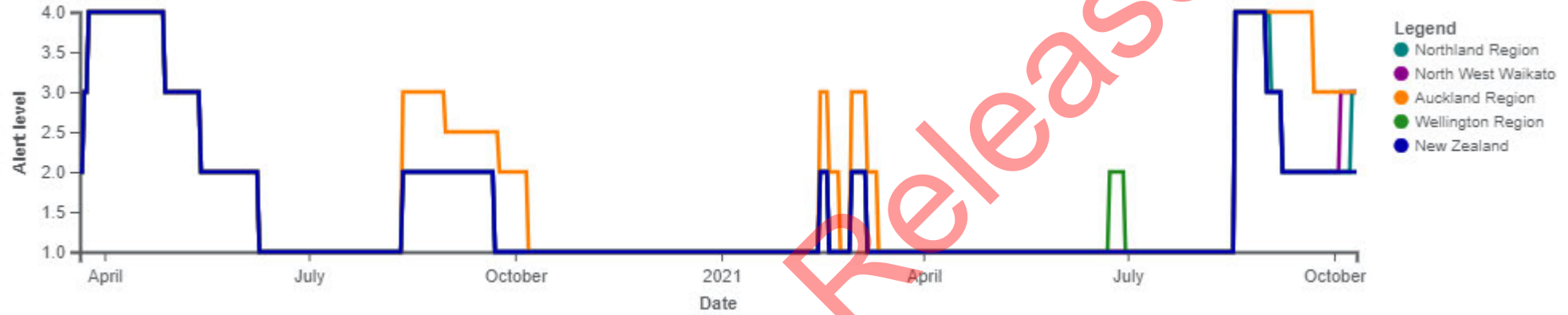
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23-Mar-20	37	42	21
26-Mar-20	38	39	23
28-Apr-20	38	41	21
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9-Jun-20	45	36	19
12-Aug-20	45	36	19
31-Aug-20	45	38	17
22-Sep-20	42	39	19
24-Sep-20	42	42	16
7-Oct-20	40	42	18
15-Feb-21	42	40	18
18-Feb-21	38	46	16
23-Feb-21	43	42	15
28-Feb-21	49	35	16
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Source: [https://en.wikipedia.org/wiki/COVID-19\\_pandemic\\_in\\_New\\_Zealand](https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand)

**Changes in alert levels.**

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



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



**Thank you**

Proactively Released

# Unite Against COVID-19: Social Conversation Analysis

Four-day period ending  
27 October, 2021  
New Zealand

Proactively Released

# Update Summary:

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

The Prime Minister announced details of vaccination mandates for businesses on Tuesday this week. Analysts examined conversation following the announcement. Social conversation reflects some support for the vaccine mandates, including those who are reminding others of the seriousness of COVID as a threat to the vulnerable. There continues to be those who are focused on a perceived loss of “freedom of choice”. There are some employers/business owners with questions or concerns about how the vaccine passports will be enforced.

## **Measuring categories of conversation:**

There was a 13% decrease in the total volume of conversation. The Team of 5 Million category decreased in volume by 16% and the COVID Response category increased in volume by 14%.

All categories decreased in neutral sentiment. The largest shifts being the Financial Stability category increasing 5% in negative category and the Team of 5 Million category increasing 5% in positive sentiment.

The sentiment of the total dataset remained the same.

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



# What's in this report:

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

Proactively Released

# Social conversation reflects some support for the vaccine mandates for businesses. There are some employers/business owners with questions and concerns about how the vaccine passports will be enforced.

The Prime Minister announced details of vaccination mandates for businesses on Tuesday this week. Analysts examined conversation following the announcement.

Sentiment of the conversation is charged with slightly lower neutral than the wider vaccine category.

While there are many comments in support of the mandates, including those who are reminding others of the seriousness of COVID as a threat to the vulnerable, there continues to be those who are focused on a perceived loss of “freedom of choice” and see the mandates as the top of a slippery slope.

Some of these commenter's state that they are fully vaccinated but are uncomfortable with the mandates. Some point out that they would like to see more education or strengthening infrastructure instead of the mandates.

There is conversation surrounding potential impacts on different industries/sectors. Some employers are concerned about how the vaccination passports will be enforced.

## Urging those people who are concerned about perceived loss of their rights to think about greater public safety.

Safety, especially for those unable to protect themselves should be paramount to rights, take one for the team  
Like · Reply · 15 h

## Conversation and debate supporting the mandates. Themes/topics are varied but there is significant volume in this area.

I dont think covid gives a shit about your rights.  
Like · Reply · 1 d

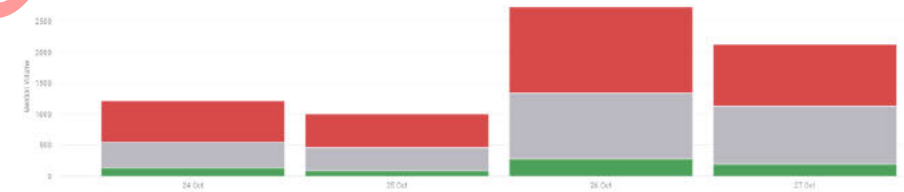
Stop whinging. Just get vaccinated. There is only around 100 people who health wise cannot be vaccinated. Wearing a seat belt is the law, not smoking in various areas is now the law. FFS, get off your high horses and keep everyone safe.

lol it's your choice no jab no job 😊

Tautoko the vaccine mandate. it's a pandemic, we know what will happen if it's let rip without controls. Let's get on with it, get the public spaces vaccinated so we can manage our risks and get on with our lives

## Total volume & sentiment about the Vaccine Mandates October 24 – 27:

Negative 51% Neutral 39% Positive 10%



## Vaccine mandates have been used successfully overseas

Overseas, vaccine mandates have resulted in many more people getting vaxxed. Faced with losing your job, being able to fly, blocked from festivals, restaurants, gyms, training programmes, etc people have to face reality of their choices.

10:46 PM · Oct 27, 2021

## Business owners being thankful for the added protection this mandate will offer to them/their staff.

Add my (small) small business voice to the those that are stoked with more vaccine mandates. I see people from all over the country every day - I deserve to be protected

9:51 PM · Oct 27, 2021



### Recent mandates seen as back-peddling

She also said vaccines wouldn't be mandatory, that people choosing not to be vaccinated wouldn't face any penalties and that there would be no vaccine passports, so why exactly should anyone believe this

Like · Reply · 1 d · Edited 682

### Mandating vaccination is the top of a slippery slope

Taking away freedom of choice is scary. What will be next

Like · Reply · 1 d 122

Never known a medical treatment to be mandatory before. Whats next ??

Like · Reply · 14 h 1

### Some are making authoritarian regime references.

? **Vaccine** mandates to ensure a them and us society, divided and only allowed **access** to **services**, students of history notice anything familiar?

### Grappling with the structure of the mandate and any changes to established rules.

.. 2d

You may have the right to refuse but that doesn't take away an employers right to say no job no job

9 Reply Share Report Save

d

Except the governments own website says [a business cannot require the employee to be vaccinated](#)

And [you don't even have to disclose your vaccine status](#). However your employer has the right then to assume you are not vaccinated.

1 Reply Share Report Save

### People who are pro-vaccination but might be uncomfortable with the vaccination mandates.

We vaccinated but feel this is taking away people's rights.

Like · Reply · 1 d 437

I am fully vaccinated. But I believe that vaccines should never be mandated. Leave it as a choice. Focus on building and strengthening infrastructure and services. What is happening elsewhere? How many new cases of cancer last week, mental health probl... See more

Like · Reply · 1 d · Edited 903

Oct 26, 2021

I'm very pro-vax, but is anyone else having complicated feelings about how many people may go down the rabbit hole as a result of the vaccine mandate? Even if 95% of people support it, that's still a huge number of actual people who I worry are now primed to go full anti-vax.

### Some business owners are commenting that they do not back the decision. Some have concerns cover labour shortages, and how the certificates/passports will be enforced.

So we are in a labour shortage and they now want to fire the good employees they have because they don't want to be forced to put something in their body they don't want ? What a great way to continue to bankrupt the NZ economy

17 h 3

I am a Hospo Business owner I did not get asked and nor did I agree to this.... SO those who agreed fine, but the rest of us are not part of the mandate....

19 h 16

Im still wondering how cinders thinks vax certs will be policed. I'm not going to have my staff question everyone coming in the door. The risk to their safety is way too high. The same with the contact tracing BS. You dont sign in, nothing i can do about it.

Like · Reply · 16 h · Edited 7

### There are discussions around mandates in different industries and professions. This person is speaking as a health professional who is confident that there is a high level of vaccination amongst other health workers.

Tbh pay inequities, unsafe working hrs, high patient loads, unnecessary bureaucracy & lack of support is what drives healthcare workers away, not mandates. Vast majority of us are vaccinated, believe in science & are motivated because we know what happens in an overloaded system.

11:21 AM · Oct 27, 2021 1

### Some are voicing their support for UoA's intention to mandate vaccination for staff, students and visitors and some are hoping that other universities will follow suit.

.. 2d

Really glad to read that this is happening and I genuinely hope that this does wonders for your anxiety. I'm hoping that the uni I work for (I won't say which) follows UoA's lead and makes it mandatory too. Kia kaha.

7 Reply Share Report Save

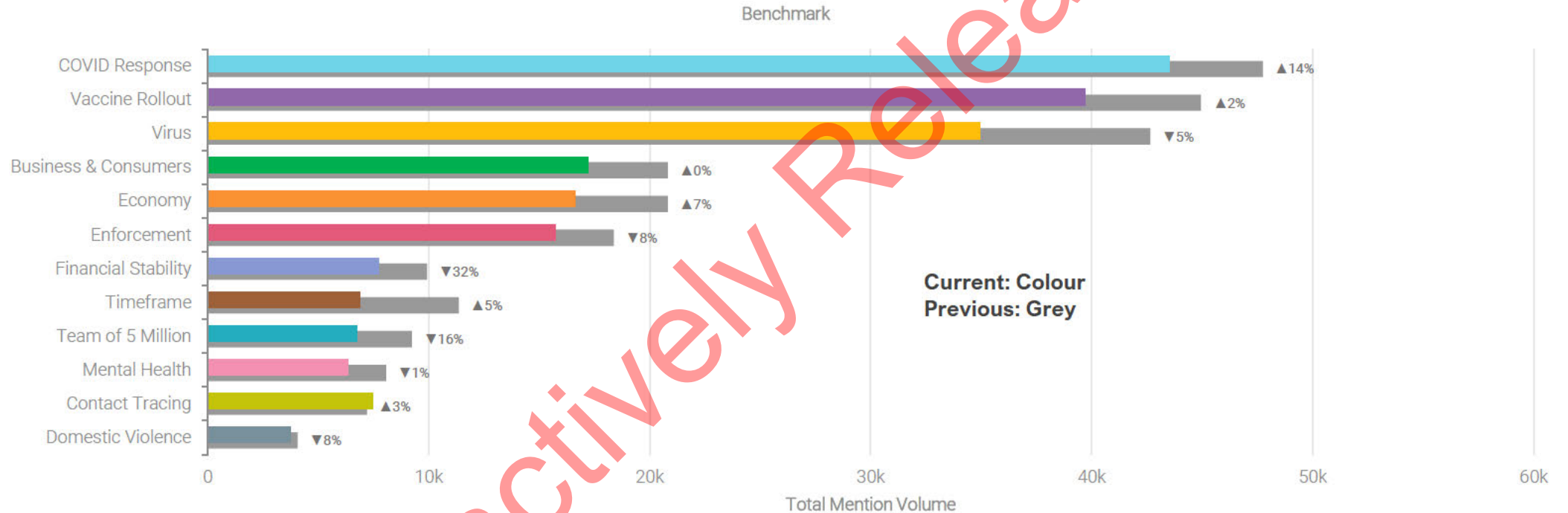
This is a great step. Been on campus since we moved to level 3, knowing everyone in my work bubble is also vaccinated will help reduce any anxiety I have about going in.

Plus cleaners obviously clean every floor. So if they are not vaccinated then that potential could expose all bubbles in the building I work in.

62 Reply Share Report Save

# Category change: Benchmark

Comparing current period (Oct 24 - 27) with shift from previous 4-day period (Oct 20 – Oct 23)



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

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

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

Current: 137,180 (-13%)  
Previous: 140,092

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

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

# Net sentiment of each category

Comparing current period (Oct 24 - 27) with shift from previous 4-day period (Oct 20 – Oct 23)

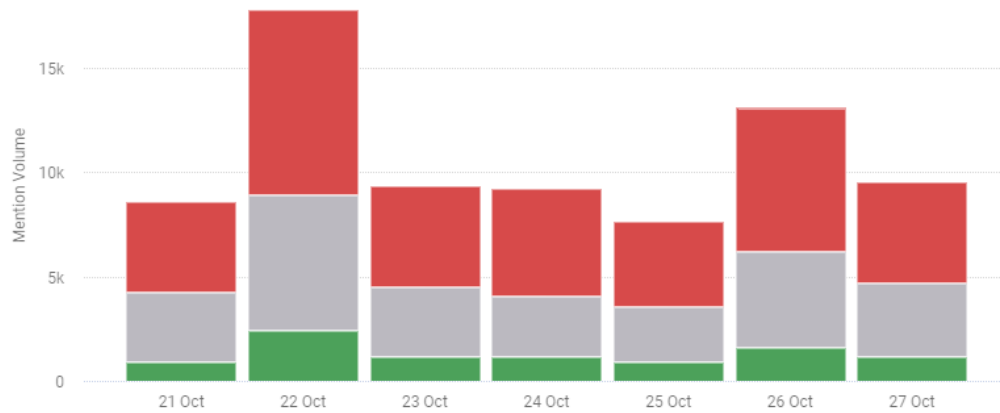
All categories decreased in neutral sentiment. The largest shifts being the Financial Stability category increasing 5% in negative category and the Team of 5 Million category increasing 5% in positive sentiment.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	37	3	55	-3	8	0
Enforcement	41	2	50	-2	9	0
Virus	49	4	42	-4	9	0
Covid Response	47	3	41	-4	12	1
Economy	37	2	53	-4	10	2
Mental Health	53	3	42	-3	5	0
Financial Stability	44	5	48	-6	8	1
Team of 5 Million	35	-2	39	-3	26	5
Contact Tracing	31	3	61	-3	8	0
Timeframe	37	2	51	-1	12	-1
Domestic Violence	54	2	42	-3	4	1
Vaccine Rollout	53	3	34	-3	13	0

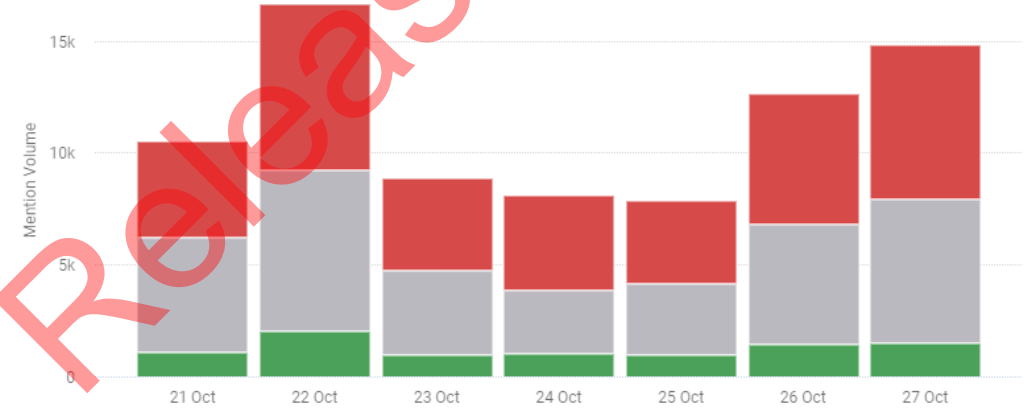
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

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

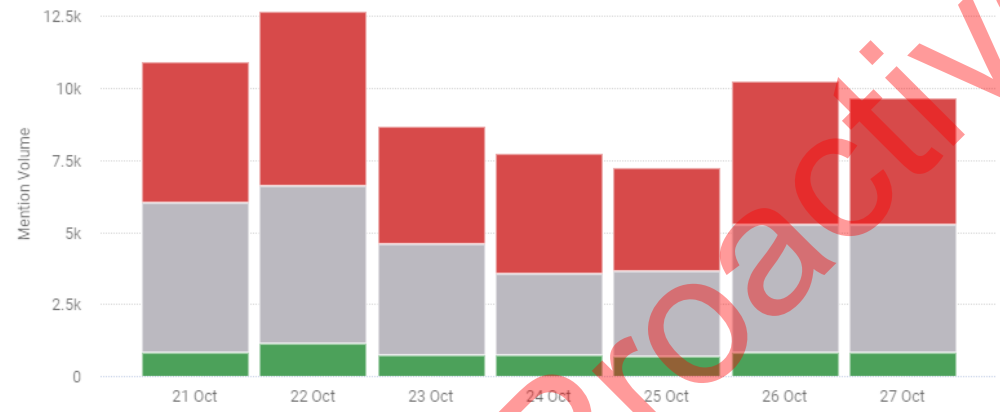
### Vaccine Rollout



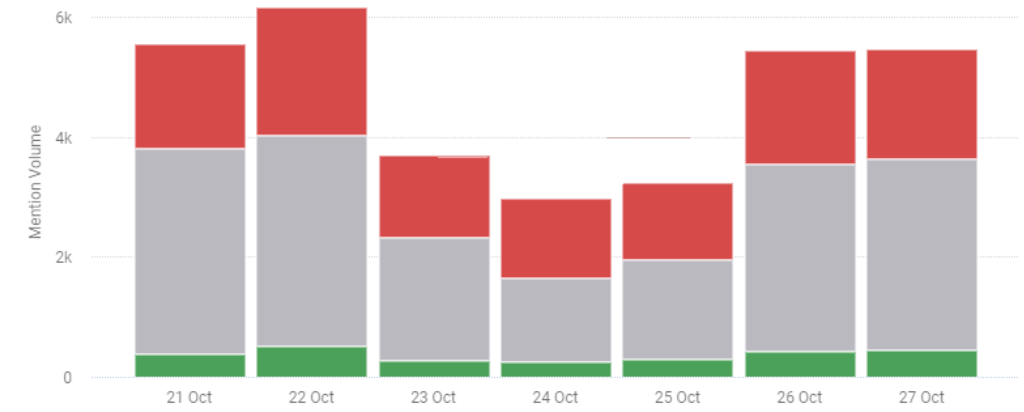
### COVID Response



### Virus



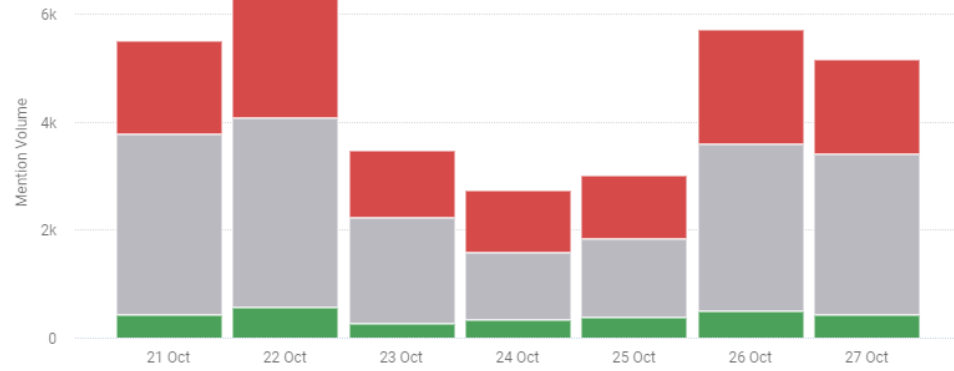
### Business and Consumers



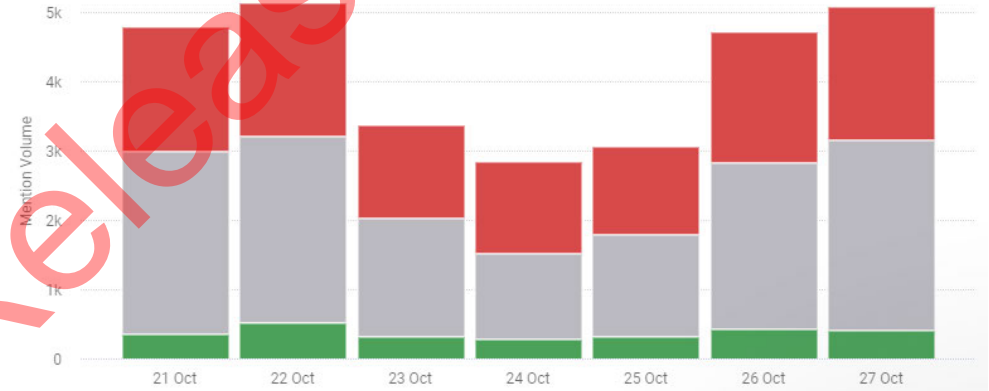
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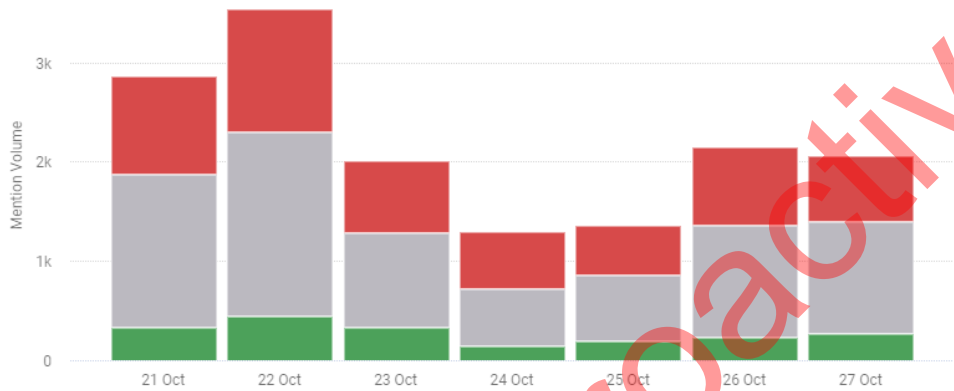
**Economy**



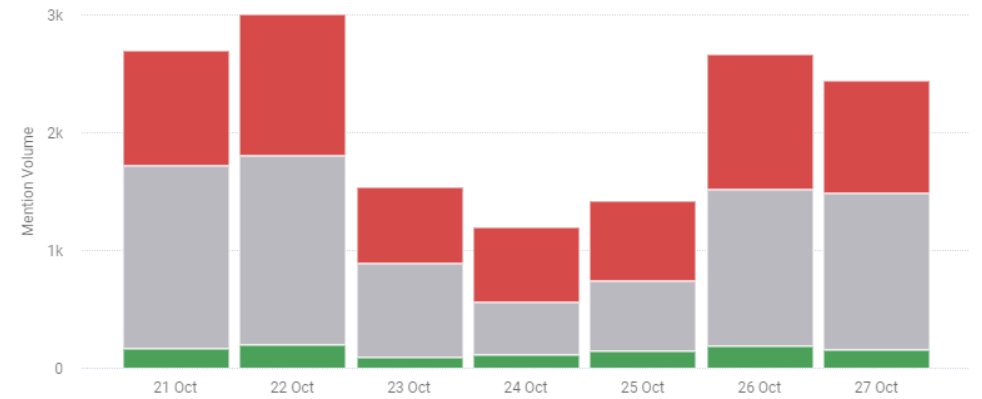
**Enforcement**



**Timeframe**



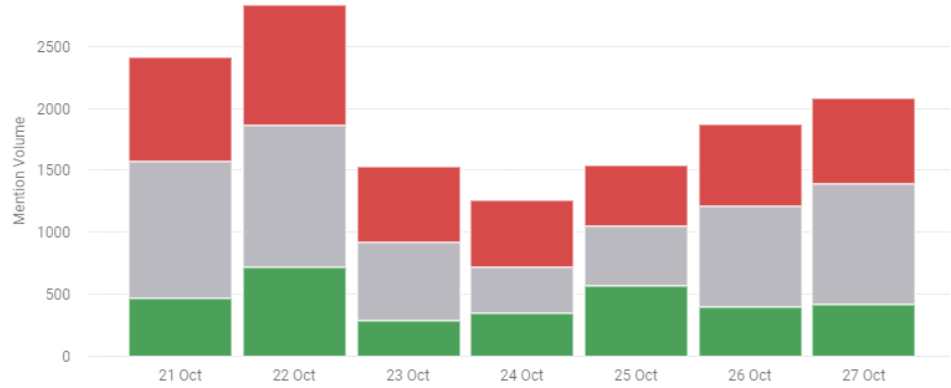
**Financial Stability**



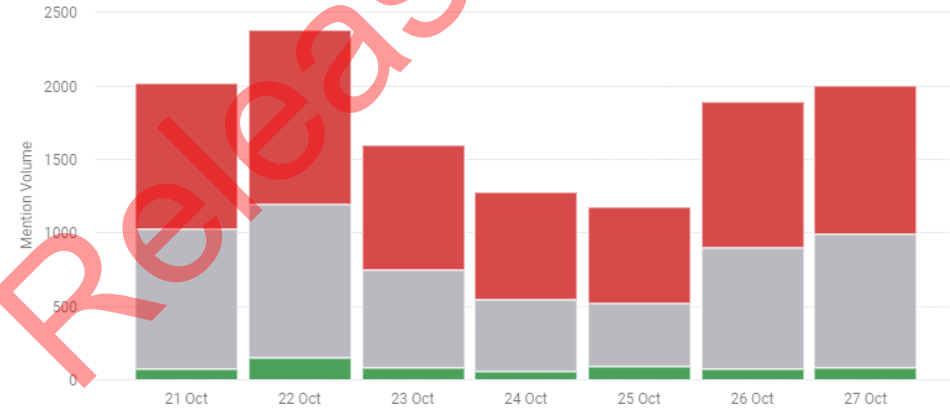
Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
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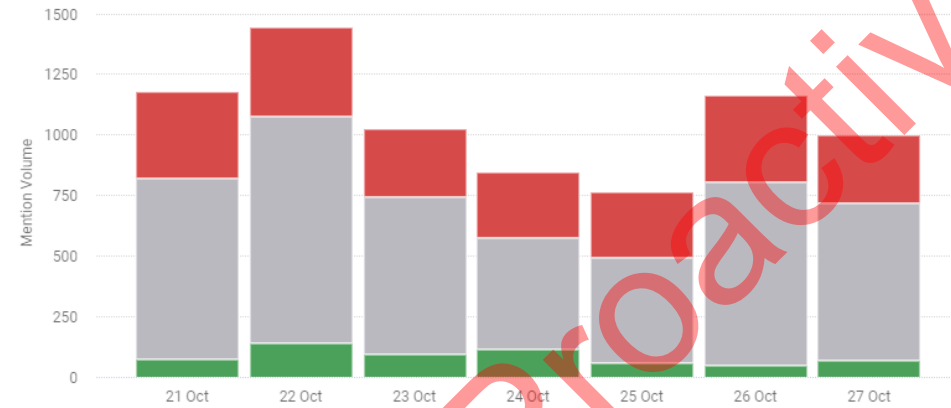
**Team of 5 Million**



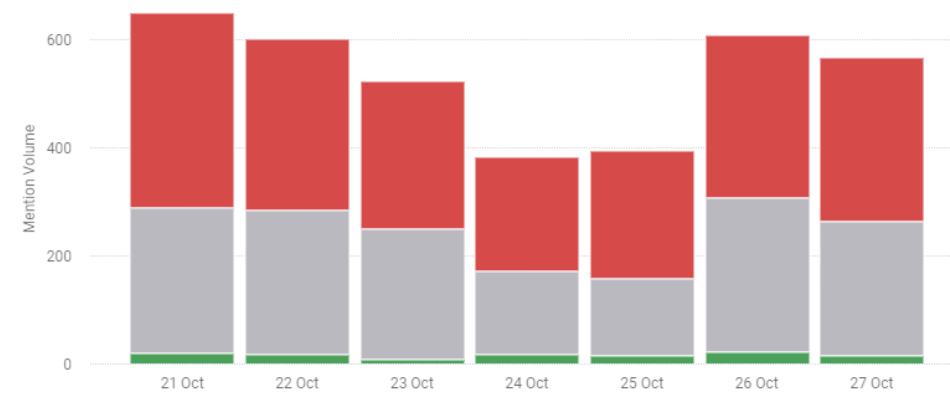
**Mental Health**



**Contact Tracing**



**Domestic Violence**



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



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

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

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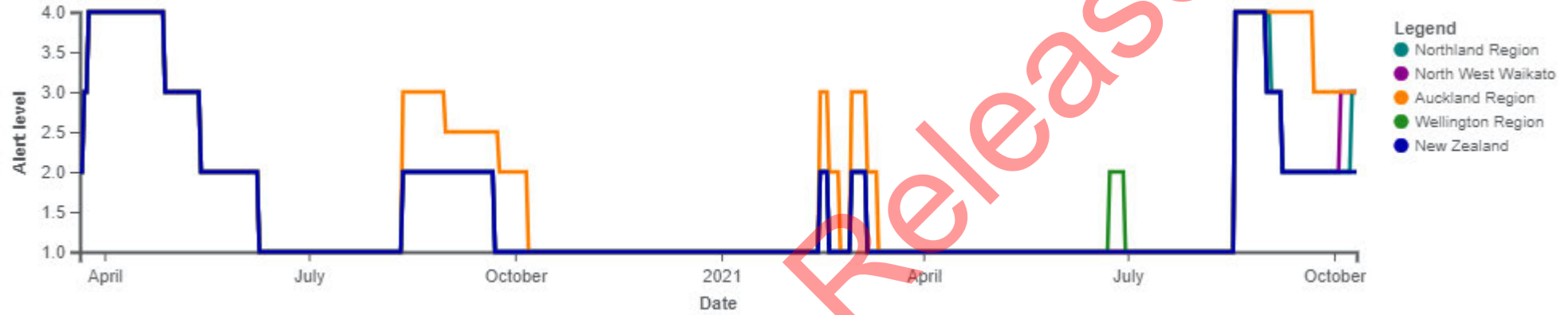
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Source: [https://en.wikipedia.org/wiki/COVID-19\\_pandemic\\_in\\_New\\_Zealand](https://en.wikipedia.org/wiki/COVID-19_pandemic_in_New_Zealand)

**Changes in alert levels.**

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





**Thank you**

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