



Proactive Release

The following documents have been proactively released by the Department of the Prime Minister and Cabinet (DPMC):

Annalect Social Media Listening Reports (April 2020 – April 2022)

Early in New Zealand's pandemic response, a critical need was identified to understand how information provided about COVID-19 was being received and understood by the public. Public communications about the pandemic had to be effective to ensure that New Zealanders were able to comply with legal requirements and guidance on COVID-19 in order to stop the spread of the virus.

To this end, the Department of the Prime Minister and Cabinet (DPMC) commissioned regular research focusing on sentiment and behaviours towards COVID-19. As part of this, in April 2020, Annalect, the data analytics division of OMD New Zealand, which is the media buying agency for the COVID-19 response, began undertaking social media analysis for the COVID-19 Group. We did not have this capability ourselves and it would not have been economic or timely to build it in-house. Therefore, external providers were sought. Commissioning this service was undertaken at pace, given the threat of the emerging pandemic in April 2020.

Organisations, including government departments, have monitored social media for many years in order to improve the quality of information they provide to the public

As the pandemic response evolved, tools such as this enabled the COVID-19 Group to be agile and adapt communications to address information gaps and the questions and concerns of New Zealanders about the COVID-19 response.

The analysis compiled by Annalect helped measure the effectiveness of the Unite Against COVID-19 communications and public information campaign as it sought to keep New Zealanders informed through the different phases of the response. It enabled the COVID-19 Group to identify if there were gaps in public understanding about restrictions and public health guidelines, and develop tailored communications to address those gaps.

The analysis also provided valuable insights into the impact of pandemic restrictions, New Zealanders' acceptance of them and their willingness to carry out COVID-19 related health behaviours. In this sense, the insights have been important in ensuring the safety of our communities and maintaining the public trust that is required for an effective response to COVID-19. Robust and easily understood public health information has been a key pillar of New Zealand's success in responding effectively to COVID-19.

In compiling the reports, analysts used the Brandwatch Consumer Research tool to observe prominent themes regarding the COVID-19 Response, analysing social and digital news content on public channels in New Zealand.

The reports provided mostly high-level insights into topics of conversation around COVID-19 online. This includes the volume of social conversation around a given topic and the sentiment of that conversation and how that sentiment changed over time. Annalect also provided analysis and commentary on the most prominent issue(s) of the week – for example, if there was an Alert Level change, they would analyse conversation around this. This analysis was a useful window into the impact of the virus and pandemic restrictions on New Zealanders.

The reports were refined and adjusted over time to reflect the changing language, landscape and focus of the COVID-19 response. In most cases, this was done proactively by Annalect. This included the occasional updating of the topics being tracked (for example, introducing 'Vaccine Rollout' when this became a relevant topic of conversation in New Zealand).

The social conversations that were analysed by Annalect came from two sources. The first was from engagement with Unite Against COVID-19 (UAC) and Ministry of Health (MoH) social media channels, and the second was from content posted publicly elsewhere online, from news media, Facebook pages, Twitter, Reddit and other public blogs and forums in New Zealand, pulled via keyword searches. Annalect also reported on publicly visible engagement with other government pages, such as those of Te Puni Kōkiri and the Ministry for Pacific Peoples, in order to understand the questions and concerns of different audiences.

The data analysed from UAC social media channels was, in large part, from publicly visible comments on UAC social media pages. For two periods in 2020 and 2021, Annalect provided a 'Frequently asked questions' report, summarising the most asked questions about the pandemic and the response online, which included an analysis of questions sent to UAC social media channels via direct messages. This was to understand what gaps in public understanding existed and what questions and concerns New Zealanders had about COVID-19, to improve the information being provided to the public via UAC.

During the initial stages of the COVID-19 Vaccine Campaign between May and August 2021, analysis of direct messages was also performed on MoH channels for the same reason it was on UAC channels, specifically for the vaccine rollout.

In analysing direct messages, Annalect used 'Sprinklr', the system the National Crisis Management Centre and then DPMC used for managing its social media accounts. Annalect were able to generate reports from the system's reporting dashboard to review sentiment and themes from comments and messages being received on the Unite Against COVID-19 and Ministry of Health social media channels.

Annalect summarised the most frequently asked questions, and gave examples of these questions and others which highlighted prominent themes or issues important to the overall response. The analysis of these direct messages to government websites looked at overall themes as a guide on which areas of public health information needed strengthening or clarifying

At no point in the COVID-19 response has DPMC or Annalect been able to monitor or review private conversations or messages between members of the public – nor would we have sought access or have means of accessing that information as part of our remit to provide high quality public health information about COVID-19 to New Zealanders.

The COVID-19 Group acknowledges the Unite Against COVID-19 website and social media channels could have been clearer that communications received may be used for reporting purposes. A disclaimer to this effect has been added to all Unite Against COVID-19 channels.

In places in the reports, screenshot examples of public-facing comments from social media users were provided by Annalect in order to provide context around the data and the themes that were being observed. Good practice required usernames to be redacted, and in later reports, so too were users' profile pictures as part of Annalect's continuous improvement of the reports, which involved refining of the design of the reports and introducing further privacy

measures. Otherwise, Annalect took steps to ensure that all data in the reports was anonymised before it was provided to DPMC.

In New Zealand, Annalect is a division of OMD and sits within OMD's New Zealand office with locally employed analysts. All work is done in New Zealand, by New Zealand-based analysts. In undertaking this work, OMD/Annalect were required to uphold New Zealand privacy laws when analysing and handling information found in the public domain or through direct messages. Annalect analysts all sign individual non-disclosure agreements in relation to this work, and OMD/Annalect have their own company-wide non-disclosure agreement that covered this work.

In their effort to support the Unite Against COVID-19 campaign by providing analysis of conversation online about the pandemic, Annalect made judgement calls as to what to provide in the reports, proactively including information they believed would be useful for officials to know.

In a small number of reports, Annalect included information not directly relevant to the COVID-19 response. On occasion, this included information about politicians and political parties. Information not useful to the COVID-19 response was disregarded and Annalect did not track the social media profiles of politicians or political parties for DPMC.

It may also be noted that the names of politicians and political parties sometimes appear highlighted in the reports. This is because they are listed in the base search query that Annalect uses when analysing issues and topics around COVID-19, and they happen to come up, from time to time, in the examples of conversations they provide in the reports. Annalect did not track mentions of these names for DPMC.

It is important to note the primary use of the reports was internal, informing the COVID-19 Group's communications approach. A summary of overall themes and observations were sometimes included in external updates and in policy documents, but the reports were not provided to Ministers' offices in full.

As it approached two years since the reports were originally commissioned, DPMC undertook a review of the reports and whether they were still required for the next phase of the pandemic response. The reports were discontinued in April 2022, as the insights they provided were considered to no longer be required as we moved to long-term management of the virus. In total, 231 reports were received between April 2020 to April 2022. The total cost of these reports was \$261,974.

Some parts of this information release would not be appropriate to release in full and, if requested, would be withheld under the Official Information Act 1982 (the Act). The information that has been withheld from this document has been withheld under section 9(2)(a) of the Act, to protect the privacy of individuals. No public interest has been identified that would outweigh the reasons for withholding this information.

Unite Against COVID-19: Social Conversation Analysis

Four-day period ending
29 November, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts explored conversation following the Government's latest announcement on the COVID-19 Protection Framework. Some are seeking clarity on how the framework has been applied, the criteria behind each colour decision and the requirements for a potential light change.

Some are already sharing personal anecdotes of a 'new normal' under the traffic light system and how Vaccine Passes are impacting their lives. Businesses are sharing their policies for opening under the new framework. Some people continue to have issues accessing their Vaccine Pass, and some have questions about how Vaccine Passes will be enforced.

Measuring categories of conversation:

There was an overall decrease of 15% in total volume of conversation. All categories decreased in conversation with the largest shift in the Domestic Violence category (27%) followed by Covid Response (25%).

The majority of the categories slightly increased in positive sentiment or remained stable.

The total dataset increased in positive sentiment by 1%.

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

What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**
Analysts explored conversation in response to the Government's COVID-19 Protection Framework announcements on Monday.
- 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

Following the colour allocation to each region on Monday, some are seeking clarity on the criteria of the framework. Businesses are sharing their policies for opening. Some are voicing how they will be incorporating the Vaccine Pass into their daily lives.

Analysts explored conversation following the government's latest announcement on Monday regarding COVID-19 Protection Framework.

Some are seeking clarity on how the framework has been applied, the criteria behind each colour decision and the requirements for a potential light change.

Business and organisations are sharing their opening policies to comply with the traffic light system.

Some have concerns about potential fraudulent Vaccine Pass use or how an individual's privacy will be protected. Others are wondering how the Vaccine Pass will be enforced.

There are some voicing how they will be supporting businesses that are embracing the Vaccine Pass for customers.

Some are already sharing personal anecdotes of how Vaccine Passes are impacting their lives.

Happy that Aucklanders can visit each others homes again.



Yay, for Aucklanders. As of this Friday in the Red Traffic Light, you can go to your Aunty or BFF's house for a cuppa AND use the loo!! #Covid19

4:27 PM · Nov 29, 2021 from Waipa District, New Zealand

Optimistic / willing to see how the framework works.



Why don't we just wait and see how things change under the traffic light system BEFORE complaining about it

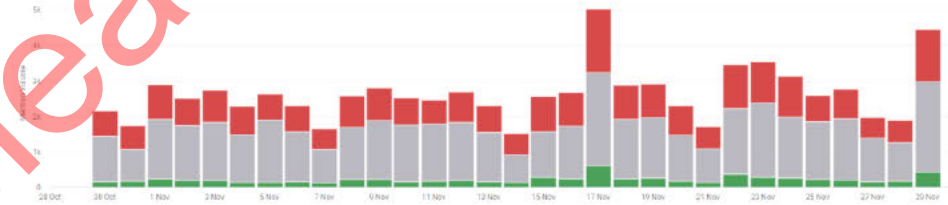
Others are keen to support hospitality businesses that are embracing the use of the Vaccine Pass.



Indoor is good for me. Especially keen to patronise places that are vocal in their comprehension of the benefits of vaccines and the traffic light system. I think many business owners are feeling 😞 at the moment and could do with some support.

9:59 AM · Nov 30, 2021

Volume and sentiment of conversation about the COVID19 Protection Framework (and related terms) previous 31 days.



Sentiment of conversation, November 26 - 29.

Negative 32% Neutral 59% Positive 9%

Signaling an uptake of the new framework and use of the Vaccine Pass.



Keys, phone, wallet, mask, vaccine pass.

8:26 AM · Nov 30, 2021

I downloaded the pass reader so that I can check for myself when people enter my home

Experiencing what the 'new normal' under the traffic light system will look/feel like.

My 14yo's bday party at the weekend is at a bowling alley. It's been an interesting way to find out which parents are anti-vaxxers. 😬

Just get vaccinated and get your My Vaccine Pass sorted, you numpties.

7:43 AM · Nov 30, 2021

Wanting clarity on why the South Island/Southern DHB has not been moved to the green traffic setting.

? By it's own description there's absolutely no reason why the South Island shouldn't be GREEN! This government is drunk on power.

Southern DHB are 87% double vaccinated, they have no covid-19 cases and have had none detected in wastewater testing.

I struggle to understand why they're not going to covid level green.

What exactly are the government waiting for?

12:23 PM · Nov 29, 2021

Confusion and frustration about the reasoning behind some regions' movements.

They won't. But it's an absolute farce. Waikato, with 260 active cases still, goes orange. Whanganui, with no Covid cases this year and most of 2020, is red. Remind me how that works 🤔 🤔

6:12 PM · Nov 29, 2021

? I can't believe that my region is at Red level. We have no cases. Red level actually seems more restrictive than Alert Level 2

What are the requirements to move between traffic light settings?

Literally though can someone ask what Auckland would need to do to go into Orange? Highest vaccinated region in the country, cases slowly decreasing and locked down for nearly a third of the year...

4:33 PM · Nov 29, 2021

This commentator finds the traffic light system unclear and wants a return to Alert Levels.

Announcement goes out that Wellington will be at "Orange" which sounds a lot more stupid than level 2. Went to look up the rules, see 5 paragraphs of text and 10 hyperlinks to pages detailing shit. I don't want to read this wank. This isn't clear. Give me back my alert levels

4:50 PM · Nov 29, 2021

Some continue to have issues setting up their or family members' Vaccine Passes.

Still no luck getting my vaccine pass! Boosted and everything, how ironic 😡 @covid19nz @minhealthnz HELP!!

1:33 PM · Nov 29, 2021 from Palmerston North City, New Zealand

? I have tried for the last 3 weeks to do my partners and daughters Pass with no luck. I've sent emails, correct information form, phone calls and even contacted GP to check records its all there, only to be told we are working on it from an automated voice message. They both come up as no records or incorrect information. Obvious flaws in the system.

Concern that unvaccinated people will try obtain fraudulent Vaccine Passes.

15% of eligible population are unvaxxed. That's 500-600k people (plus kids who can't be vaccinated yet). They are highly motivated to get a fake pass because their way of life is being impacted. I hope businesses will be strict on this, but would like the govt to be strict too.

5:55 PM · Nov 29, 2021

Some have concerns about potential issues around privacy with the Vaccine Pass.

I note too that the vaccine pass has your date of birth on it. Just how much of our privacy is being invaded here?

10:43 AM · Nov 30, 2021

Some have queries around the use and enforcement of the Vaccine Pass.

? How is the vaccine pass check enforced? what are the fines if a business doesn't check the vaccine pass?

@metlinkwgtm Can you please verify if I do have to show my vaccine pass to #metlink bus driver before boarding? #VaccinePassports
10:03 AM · Nov 30, 2021

It's not a matter of interpretation, nowhere in the traffic light system rules does it say Aucklanders can be spot checked (and I assume fined) anywhere other than leaving the Auckland border.
12:26 PM · Nov 30, 2021

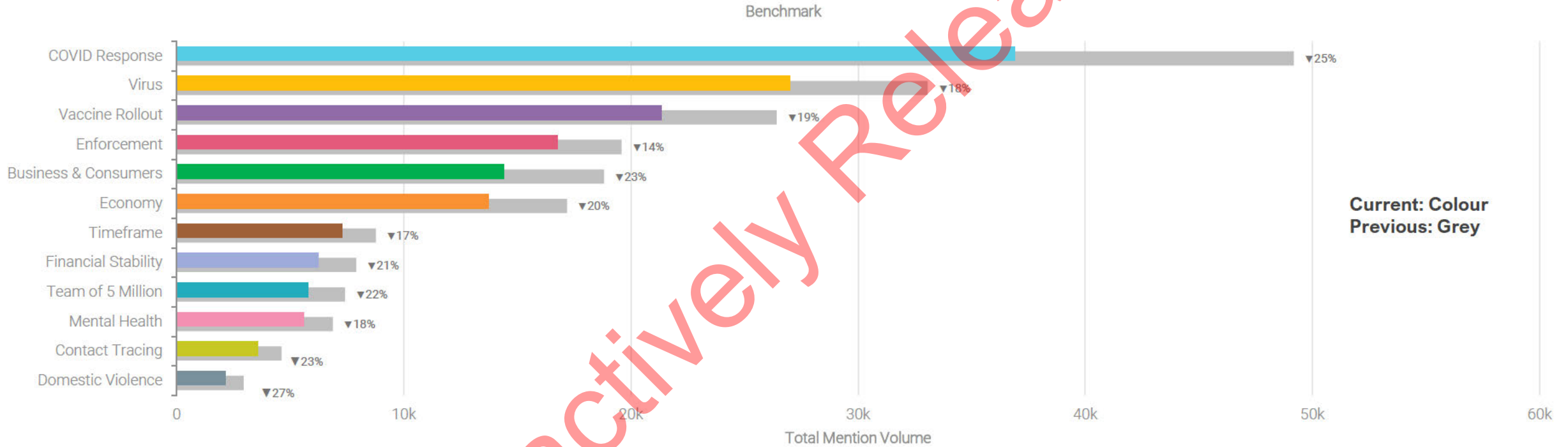
Businesses are setting out customer requirements under the traffic light system.

McDonald's (NZ) 3 hrs · 🌐

We look forward to seeing you all soon. From Friday 3 December, under the Traffic Light System, we are open for dine-in or take-away if you have your My Vaccine Pass. If you don't have a My Vaccine Pass, we will also provide contactless service via Drive-Thru and McDelivery. Thanks for your understanding as we manage the health and safety of all our customers and crew.

Category change: Benchmark

Comparing current period (Nov 26 – 29) with shift from previous 4-day period (Nov 22 – 25)



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: 113,427 (-15%)

Previous: 133,480

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

Current: Neg 42%, Neu 41%, Pos 17%

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

Net sentiment of each category

Comparing current period (Nov 26 – 29) with shift from previous 4-day period (Nov 22 – 25)

The majority of categories decreased slightly in negative and neutral sentiment.

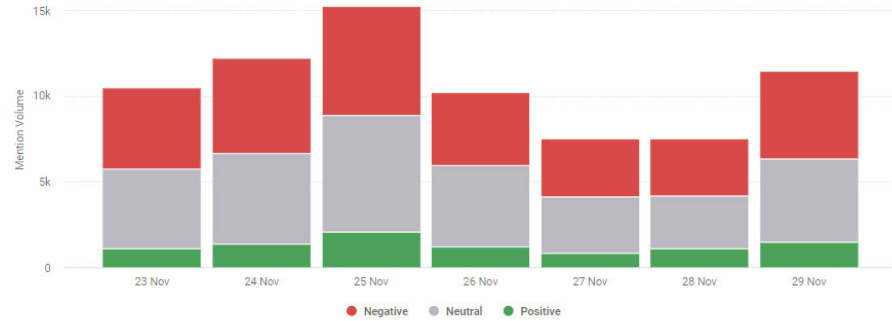
The largest increase in negative sentiment was the Financial Stability category by 4%.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	34	-1	57	0	9	1
Enforcement	40	-1	49	-1	11	2
Virus	44	-1	47	2	9	-1
Covid Response	44	0	43	0	13	0
Economy	36	2	54	-5	10	3
Mental Health	47	-1	48	2	5	-1
Financial Stability	43	4	50	-4	7	0
Team of 5 Million	34	1	40	-2	26	1
Contact Tracing	27	-4	67	4	6	0
Timeframe	27	-3	60	1	13	2
Domestic Violence	56	1	41	-1	3	-1
Vaccine Rollout	46	-2	42	2	12	0

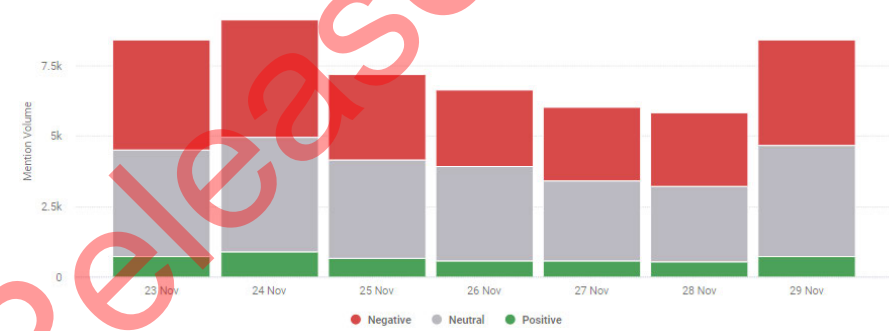
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

- 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



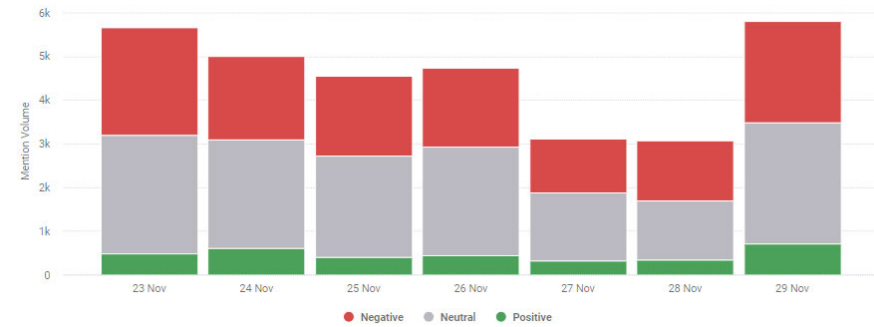
Virus



Vaccine Rollout



Enforcement

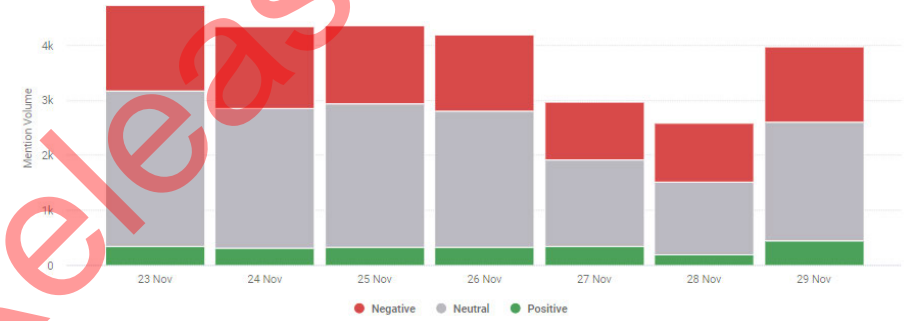


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

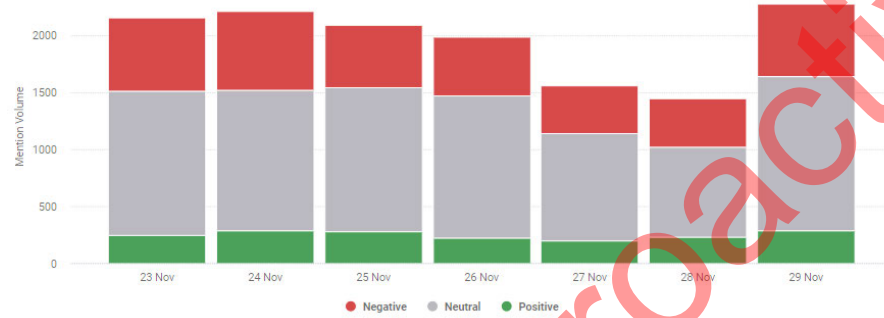
Business & Consumers



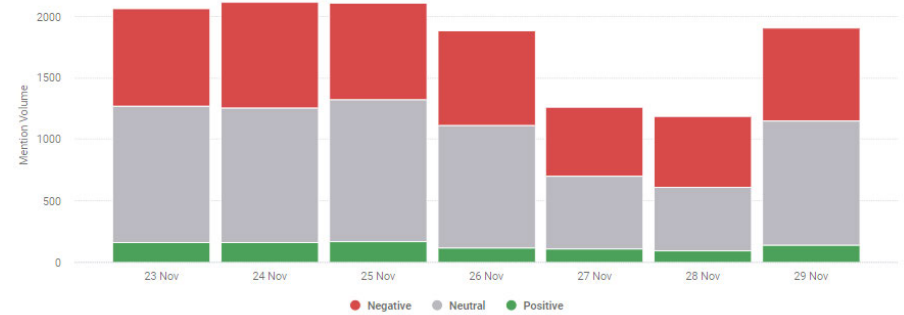
Economy



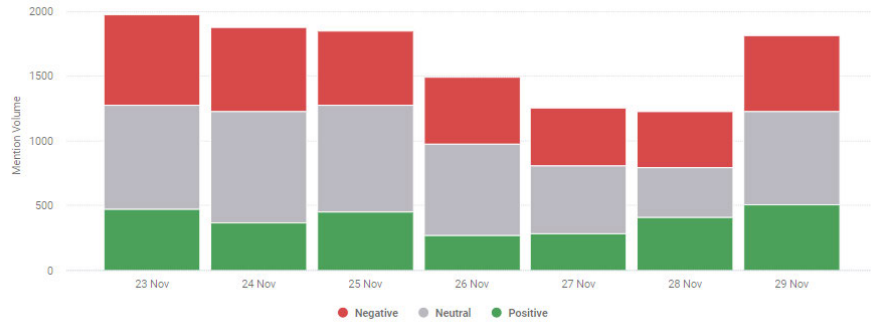
Timeframe



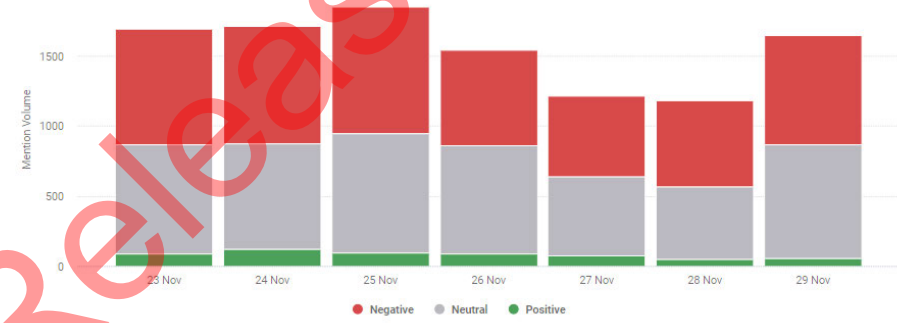
Financial Stability



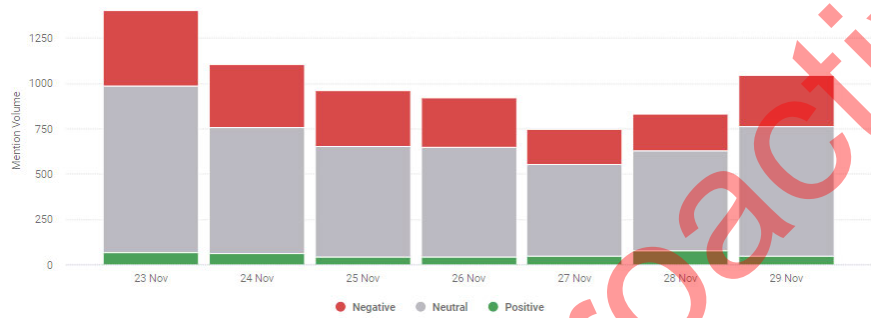
Team of 5 Million



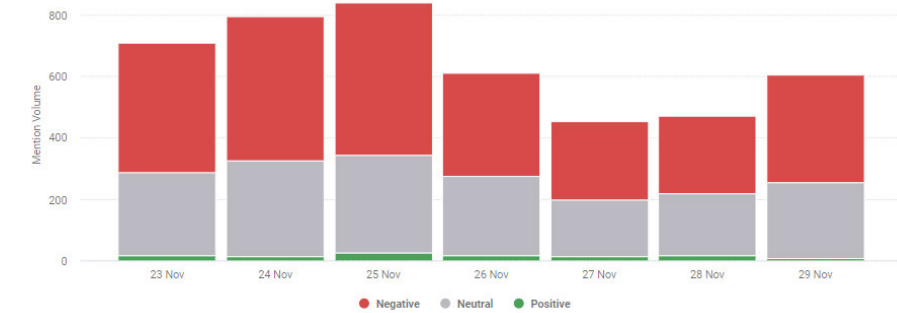
Mental Health



Contact Tracing



Domestic Violence

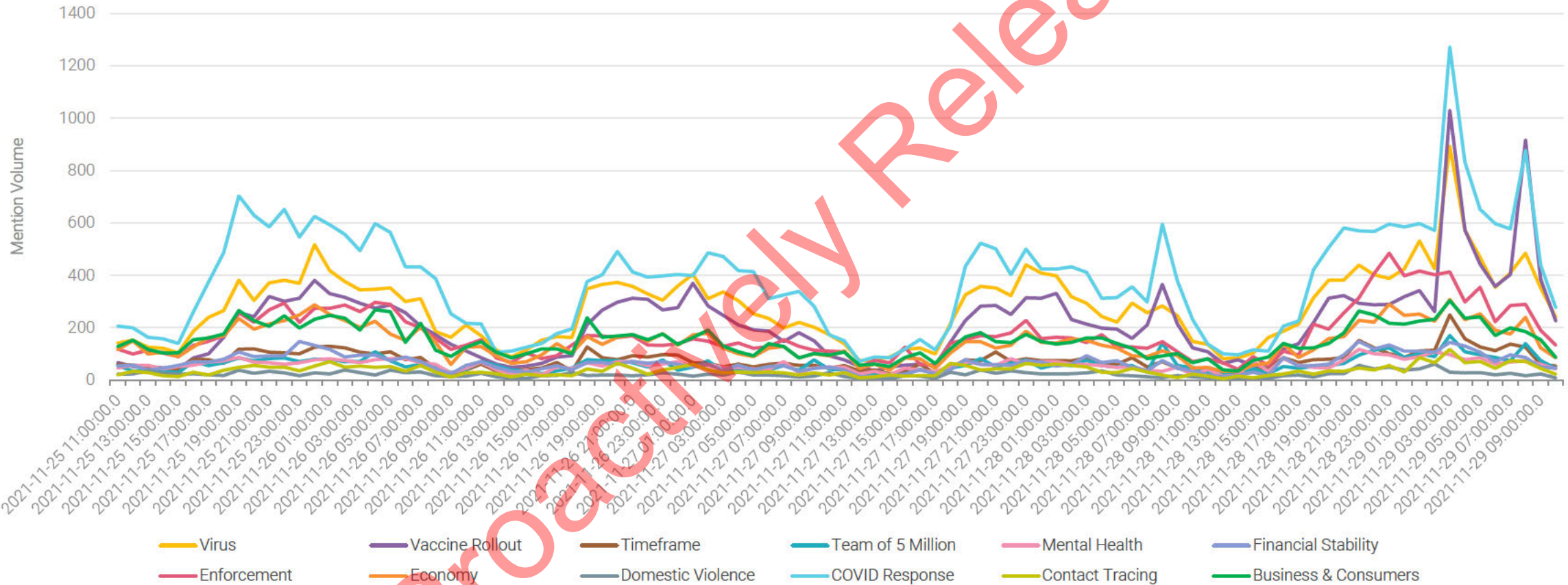


Proactively Released

Categories over time (rolling 4 days)

SOCIAL CONVERSATION CATEGORIES 26 NOV -29 NOV

Volume Over Time



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

Category Definitions

Virus

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

COVID Response

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

Vaccine Rollout

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

Timeframe

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

Business & consumers

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

Enforcement

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

Economy

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

Team of five million / Unite against virus

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

Contact tracing

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

Mental health

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

Financial stability

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

Domestic violence

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

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

Date ^[a]	Alert Level ^[59]					
	New Zealand	Wellington Region	Northland Region	Upper Hauraki	North West Waikato ^[b]	Auckland Region
21 March 2020			2			
23 March 2020			▲ 3			
26 March 2020			▲ 4			
28 April 2020			▼ 3			
14 May 2020			▼ 2			
9 June 2020			▼ 1			
12 August 2020			▲ 2			▲ 3
31 August 2020			— 2			▼ 2.5
22 September 2020			▼ 1			— 2.5
24 September 2020						▼ 2
8 October 2020			— 1			▼ 1
15 February 2021			▲ 2			▲ 3
18 February 2021			▼ 1			▼ 2
23 February 2021			— 1			▼ 1
28 February 2021			▲ 2			▲ 3
7 March 2021			▼ 1			▼ 2
12 March 2021			— 1			▼ 1
24 June 2021	— 1	▲ 2			— 1	
30 June 2021		▼ 1				
18 August 2021			▲ 4			
1 September 2021	▼ 3		— 4	▼ 3		
3 September 2021	— 3		▼ 3	— 3		— 4
8 September 2021			▼ 2			
22 September 2021				▲ 3	— 2	▼ 3
26 September 2021		— 2		▼ 2		
4 October 2021			— 2		▲ 3	— 3
9 October 2021			▲ 3			
20 October 2021	— 2		▼ 2	— 2		— 3

Total sentiment breakdown at key dates

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

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

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

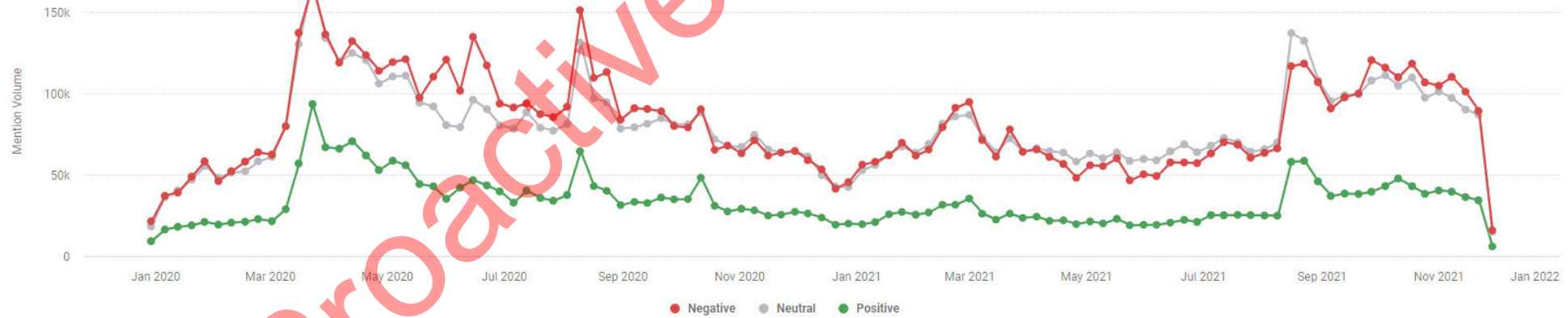
b. ^ From 4 October 2021 comprising Raglan, Te Kawwhata, Huntly, Ngāruawāhia, Hamilton City and some surrounding areas. This area was extended on 9 October to include Waitomo District, including Te Kuiti, Waipa District and Ōtorohanga District.¹

Changes in alert levels.

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



Sentiment breakdown for total dataset Jan 2020 - today



Thank you

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Unite Against COVID-19: Social Conversation Analysis

Four-day period ending
2 December, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts explored conversation about travelling around New Zealand over the Christmas holiday period. Conversation is emotive with some feeling upset over suggestions that they should forgo visiting their family if they live in areas with lower vaccination rates. Some are stating their intention to stay home this summer and are urging others to do the same.

Measuring categories of conversation:

There was a 30% increase in total volume of conversation. The largest increase was Financial Stability 56%, Vaccine Rollout at 52% and Enforcement 49%.

All categories fell slightly in negative sentiment or remained stable.

The total dataset fell 1% in positive sentiment, rising 1% in neutral sentiment.

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

What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**
Analysts explored conversation around travel plans for the Christmas holiday period.
- 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 reacting to increasing media coverage calls from several iwi from vulnerable areas of the country asking holiday makers to stay home or considering checkpoints/roadblocks this summer.

Analysts explored conversation about travelling around New Zealand over the Christmas holiday period.

Conversation on this topic is emotive. Some people are upset at the suggestion that they forgo seeing their families this Christmas.

The media coverage on the potential for iwi managed checkpoints in New Zealand has resulted in some racist or problematic content.

Some are stating that they are staying home this summer and urging other to do the same.

Some are discussing mitigating risk spreading COVID by having a travel plan in place. Some are discussing the risk of different kinds of holidays and potential risk of each.

Some are disregarding the calls to not travel into vulnerable areas over the summer period. As they are double jabbed, they should be allowed to go where they wish.

Asking people to show respect for iwi/iwi leaders who are trying to keep their communities safe.



Show some respect for **iwi** leaders. People living in the poorest parts of this country don't need **covid** in their communities. Spot checks will not be enough to keep **covid** out. If **iwi** are prepared to do their best with check points then we all are better off.

Grateful to be able to see their families.



Grateful to be able to **travel** up north from being in **lockdown** in Auckland to spend Christmas with my whānau ❤️

Traveling can be done if you have a risk management plan.



I'm going to Rotorua between Christmas and new year so I can meet my friends baby. It's about risk management to me, not traveling to low Māori vaxx places, and making sure I'm careful

9:33 PM · Dec 2, 2021

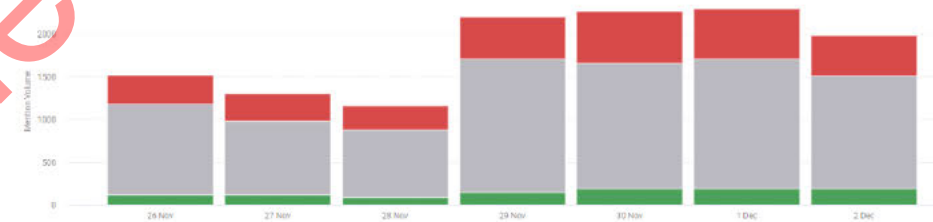


Higher vaccination rates are providing some confidence in an uncertain time.

· 16h

Thanks mate, I'm just really grateful we've been very isolated from the **virus** so far. **Vaccination** rates are looking healthy so should be an interesting summer to see how it all unfolds.

Volume and sentiment of conversation about holiday travel, November 26 – December 2.



Sentiment of conversation, November 29 – December 2.

Negative 25% **Neutral 67%** **Positive 9%**

Some are discussing Auckland borders, how long will they be around, will they be reviewed and could they be reinstated later.



Nov 29, 2021 05:01:26 AM

What happens to **Auckland border** after January 17? I understand people can leave from December 15 to January 17, so after that we are locked in in Auckland again?

Dec 02, 2021 09:33:19 AM

the **border** will be reviewed... regardless you will still be able to **travel** if **double vaccinated** or have a negative **test**. They won't reclose the **border**.



Didn't they say the borders were coming down though? Two shots for summer and all that jazz?

Like · Reply · 21 h



Calls for people to stay home this summer.

facebook.com

[Iwi looking to block holidaymakers from Bay of Islands](#)

Fair enough!! The holiday makers then go home, leaving the devastation of spread!

Omg it's a pandemic. If people ask you not to go somewhere for a bit then don't go there. No one's holiday or second home is more important than another's person health or life.

12:27 AM · Nov 29, 2021

@NZMorningReport many of us in Northland would really, really like Aucklanders to stay home this Christmas!

7:34 AM · Nov 29, 2021

? we are staying home. Why don't you do the same? Northland will be just fine without an influx of tourists. It's quite nice having our beaches to ourselves for once.

This commenter is voicing support for the police who were said to be working with iwi to ensure people coming to Northland were vaccinated or had a negative test.

Fantastic news. Well done New Zealand Police for supporting our communities who are doing their bit for Aotearoa.

Like · Reply · 21 h

Wanting Aucklanders to have to get a COVID test regardless if vaccinated before leaving the region.

? Hi Jacinda you have done a great job. But I and others in chch have discussed that all Auckland people regardless of age and vaccine status should have to get a covid test before they leave there region. And be encouraged to holiday on there beautiful beaches up there. Auckland people are going to ruin our holiday period down south. I for one...

Uncertain that the 72 hours prior test is enough of a safeguard against spreading COVID-19.

? I don't see the point of having to get a test 73 hours prior to travel. u get the test n wait for results.. in 72 hours you can catch covid n spread the love around lol lordy!!

Some are discussing the risk of different kinds of holidays and potential risk of each.

? lol, government department 😊. Can be a more confined space at camping ground facilities though.

2 days ago

Camping is very unlikely to transmit Covid, it's family returning from Auckland for Christmas that are likely to be the biggest vectors.

3 Reply Share Report Save

Disregard for calls to not travel into vulnerable areas over the summer period. Some believe as they are double jabbed, they should be allowed to go where they wish.

? Just get the jab, then travel where ever, you bloody want

? Double jabbed should be able to travel wherever they want otherwise what was the bloody point of getting vaccinated. These maori leaders need to get their people vaccinated instead of telling others to stay home.

? Overwhelming support? I'm double jabbed but I won't give up the freedom to travel my own country so easily.

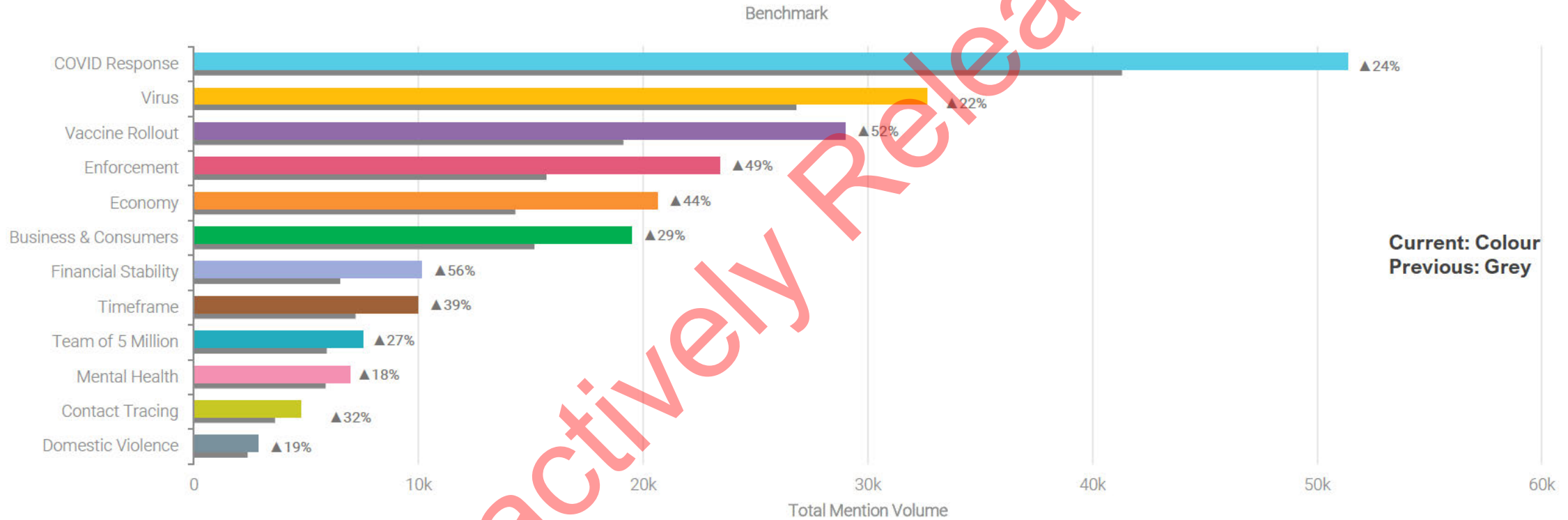
Some people are upset that at the suggestion that they should stay away from their families or hometowns this Christmas.

Sod off. It is my home town and I will have Christmas there

Whanganui mayor backs iwi's plea for holidaymakers to steer clear of region | RNZ News

Category change: Benchmark

Comparing current period (Nov 29 – Dec 2) with shift from previous 4-day period (Nov 25 – 28)



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

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

Total volume of conversation rolling 4-day window:

Current: 146,754 (30%)

Previous: 113,427

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

Current: Neg 42%, Neu 42%, Pos 16%

Previous: Neg 42%, Neu 41%, Pos 17%

Net sentiment of each category

Comparing current period (Nov 29 – Dec 2) with shift from previous 4-day period (Nov 25 – 28)

All categories fell slightly in negative sentiment or remained stable. The largest shift in negative sentiment was in the Domestic Violence category which fell 5%.

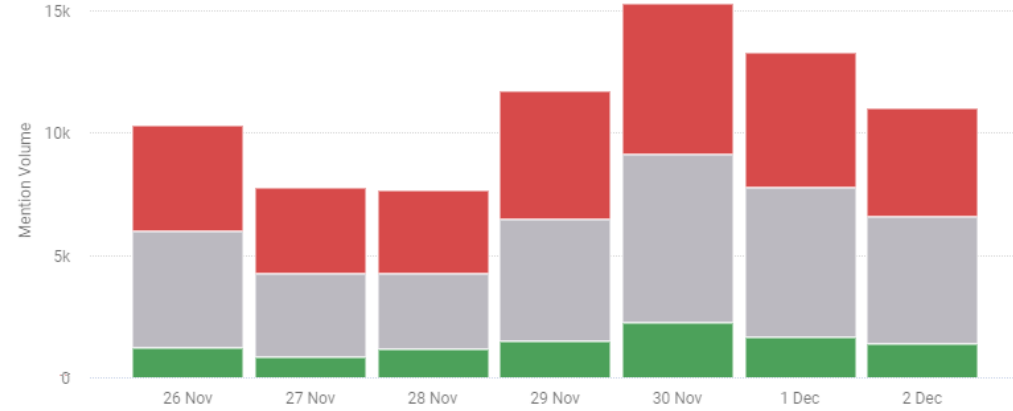
The largest increase in positive sentiment was in Time Frame which rose 2%.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	32	-2	60	3	8	-1
Enforcement	37	-3	52	2	11	0
Virus	41	-3	50	3	9	0
Covid Response	42	-1	45	1	13	0
Economy	35	0	56	0	9	0
Mental Health	45	-3	50	4	5	1
Financial Stability	39	-3	54	4	7	1
Team of 5 Million	31	-3	45	3	24	0
Contact Tracing	25	-4	69	4	6	0
Timeframe	25	-2	60	0	15	2
Domestic Violence	51	-5	46	6	4	0
Vaccine Rollout	46	0	46	4	11	1

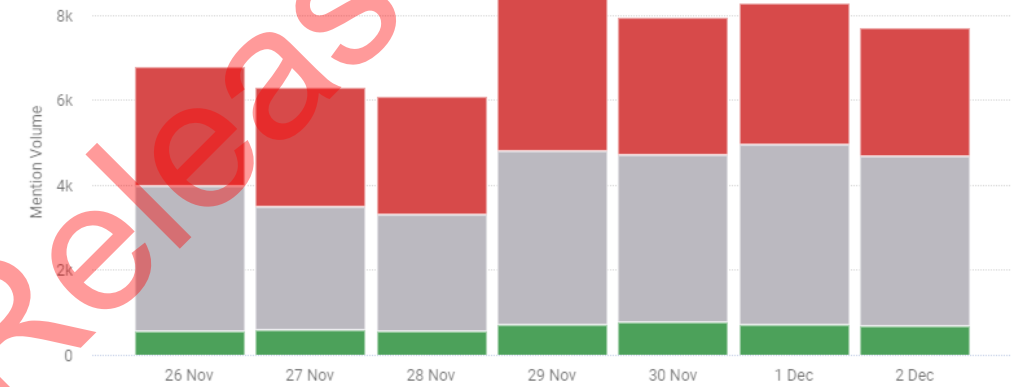
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

- 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.

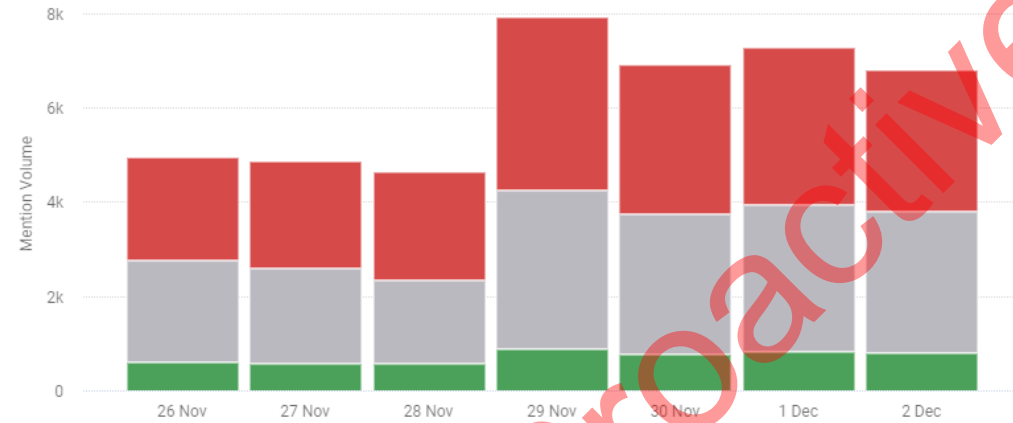
COVID Response



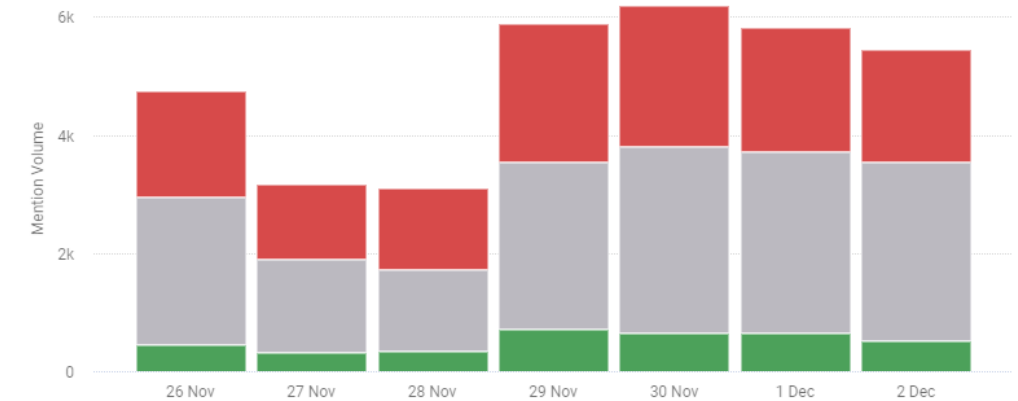
Virus



Vaccine Rollout



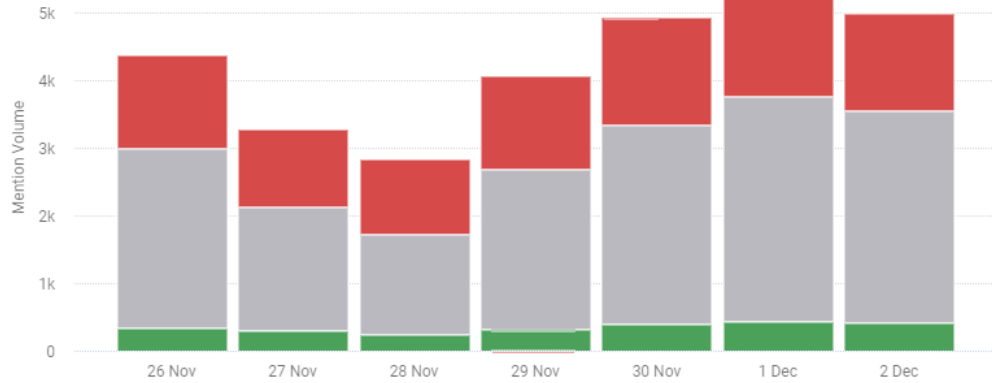
Enforcement



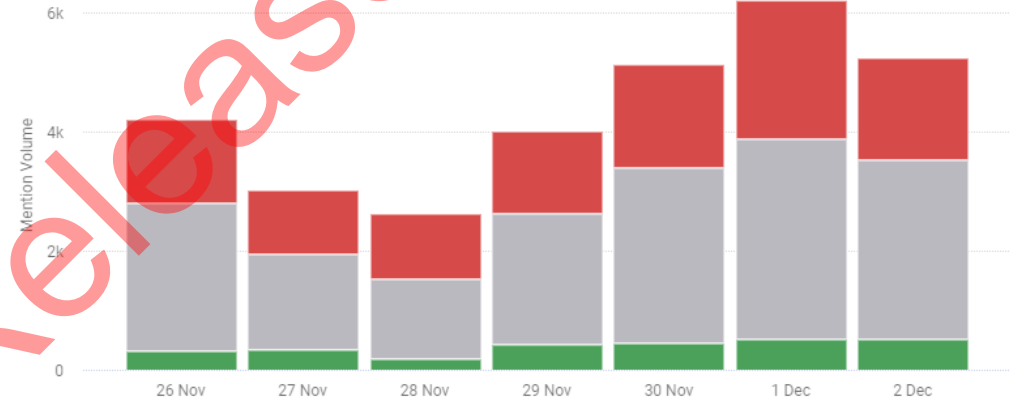
Proactively Released

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

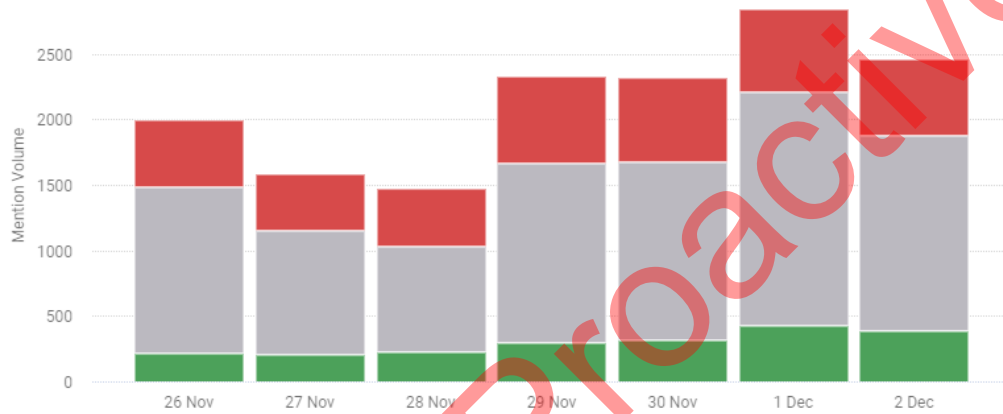
Business & Consumers



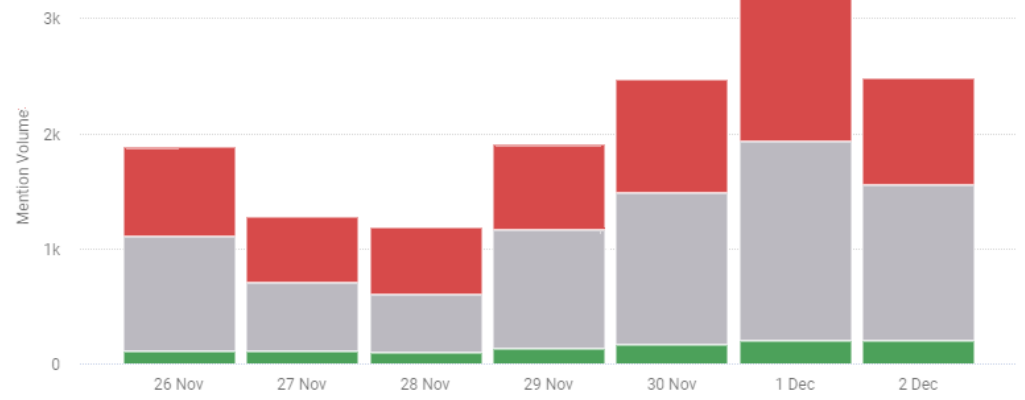
Economy



Timeframe

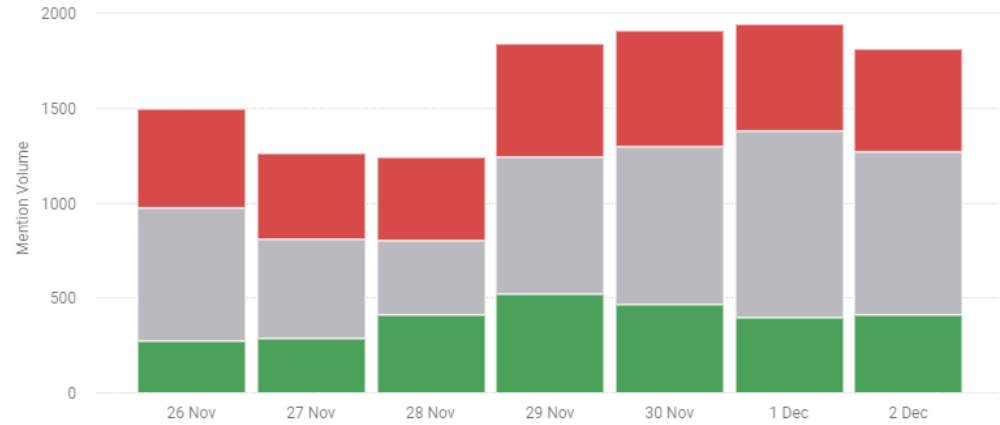


Financial Stability

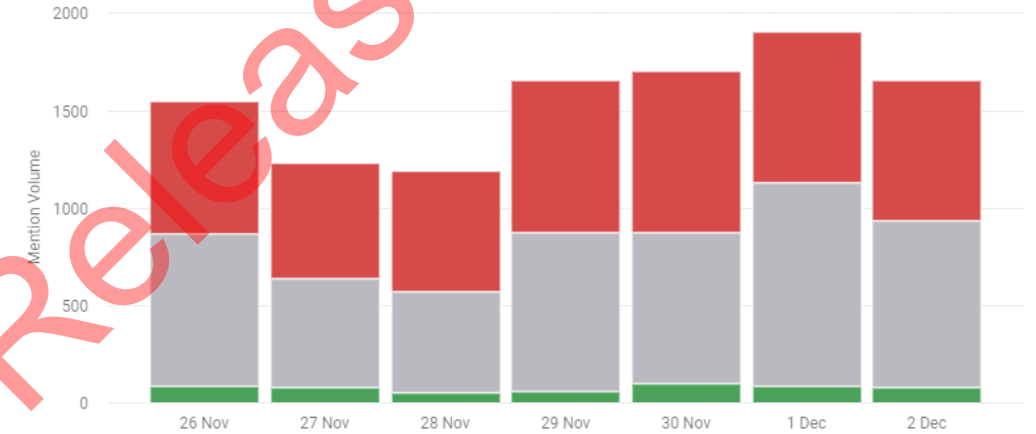


Proactively Released

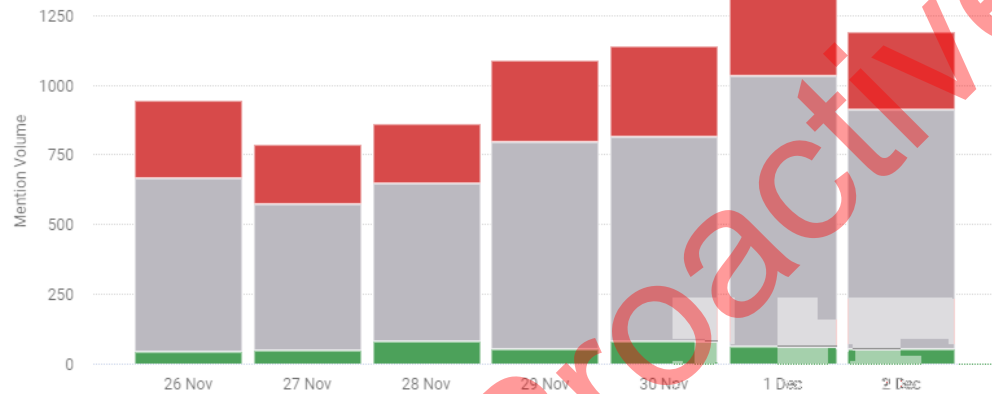
Team of 5 Million



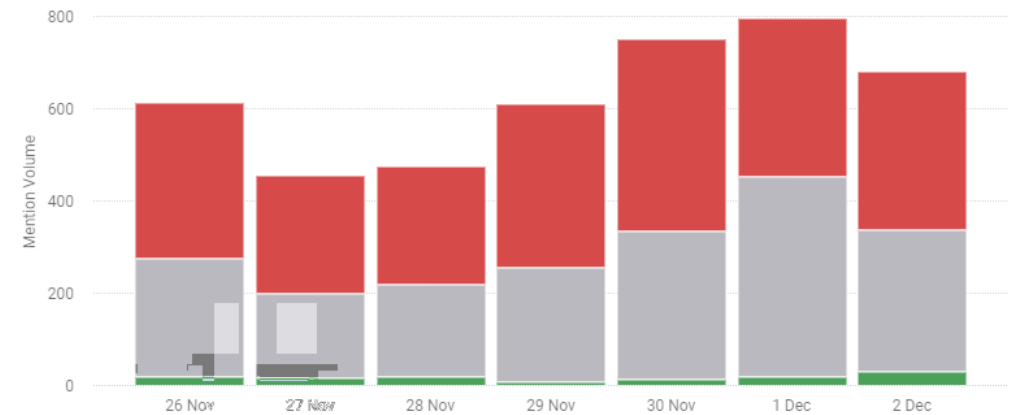
Mental Health



Contact Tracing



Domestic Violence



Proactively Released

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

Category Definitions

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 ^[a]	Alert Level ^[59]					
	New Zealand	Wellington Region	Northland Region	Upper Hauraki	North West Waikato ^[b]	Auckland Region
21 March 2020			2			
23 March 2020			▲ 3			
26 March 2020			▲ 4			
28 April 2020			▼ 3			
14 May 2020			▼ 2			
9 June 2020			▼ 1			
12 August 2020			▲ 2			▲ 3
31 August 2020			— 2			▼ 2.5
22 September 2020			▼ 1			— 2.5
24 September 2020						▼ 2
8 October 2020			— 1			▼ 1
15 February 2021			▲ 2			▲ 3
18 February 2021			▼ 1			▼ 2
23 February 2021			— 1			▼ 1
28 February 2021			▲ 2			▲ 3
7 March 2021			▼ 1			▼ 2
12 March 2021			— 1			▼ 1
24 June 2021	— 1	▲ 2			— 1	
30 June 2021		▼ 1				
18 August 2021			▲ 4			
1 September 2021	▼ 3		— 4	▼ 3		
3 September 2021	— 3		▼ 3	— 3		— 4
8 September 2021			▼ 2			
22 September 2021				▲ 3	— 2	▼ 3
26 September 2021		— 2		▼ 2		
4 October 2021			— 2		▲ 3	— 3
9 October 2021			▲ 3			
20 October 2021	— 2		▼ 2	— 2		— 3

Total sentiment breakdown at key dates

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

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

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

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

Changes in alert levels.

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



Sentiment breakdown for total dataset Jan 2020 - today



Thank you

Proactively Released

Unite Against COVID-19: Social Conversation Analysis

Four-day period ending
6 December, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

New Zealanders are talking about their experiences of using their Vaccine Passes following the first weekend in the COVID-19 Protection Framework. Conversation includes positive acknowledgements of the process of using the Vaccine Pass. Some were discussing inconsistent requests of the Vaccine Pass or had concerns that not all New Zealanders who have been vaccinated are able to access their Vaccine Pass due to not having a smart phone or the cost of printing.

Measuring categories of conversation:

We saw an overall decrease of 22% in total volume of conversation.

In the categories of conversation, the largest decrease was in the Financial Stability category (33%) followed by Covid Response (29%).

Conversation became less neutral and more negative in every category.

The total dataset became less neutral.

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

What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**
Analysts explored conversation around the COVID-19 Protection Framework following New Zealand moving into the settings on Friday.
- 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**

New Zealanders are talking about their experiences using their Vaccine Passes for the first time.

Analysts explored conversation following New Zealand's move to the COVID-19 Protection Framework, in particular the experience of using the Vaccine Pass in our day-to-day activities.

New Zealanders have been sharing their thoughts on using the Vaccine Pass in the new traffic light settings. Conversation is generally measured (48% neutral) however pain points include those who are seeking clarity about what is required at each setting or have concerns about verification and access of passes.

Some people are acknowledging those who are doing the extra work of scanning passes or thanking customers for their patience while waiting to be scanned/verified.

Some are sharing handy tips and tricks to ensure your Vaccine Pass is easily accessible e.g. making it your lock screen on your phone or laminating it for a lanyard.

There are some still unable to access a pass. Others are concerned that those who don't have cellphones or access to a printer are having difficulty obtaining their pass due to cost.

Urging others to get vaccinated and 'get out and enjoy life' with your Vaccine Pass.

? Many things are always so difficult for some people. You get 2 jabs and My vaccine pass, its very simple to get out and enjoy life.

Sharing positive experiences of using the COVID tracer app as well as the Vaccine Pass when dining out.

Boom scan covid tracer get scanned by pass verifier and code at Bongusto easy ... resisting the Mille Feulle and pizza not so much #COVID19
9:30 AM · Dec 3, 2021

Acknowledging both the extra effort of scanning passes by staff/organizers/volunteers (below example going above and beyond) or the patience of those who are using the Vaccine Passes.

Modern day hero tonight with 2 volunteers going the extra mile ensuring everyone had vaccine passes to access the sports gathering. Helping ppl apply for their pass, phoning up the helpline, & politely telling even ppl in ambo uniform but not on a call they needed to show passes

2 days ago
As someone working in security this weekend I want to thank everyone for being patient, understanding and generally jovial, well done Auckland you guys got this poor uni student's rent paid with minimal headaches

122 Reply Share Report Save

Volume and sentiment of conversation surrounding the first days of the Traffic Light System 3 – 6 Dec



Sentiment of conversation, 3 – 6 Dec.
Negative 40% Neutral 48% Positive 12%

Some are sharing solutions to keep your Vaccine Passes handy and easily accessible.

Shame I can't even download it so I got one laminated and it's around my neck
Like · Reply · 18 h

I had one laminated and my phone case is clear so its sitting inside the backside case for whenever I need it
Like · Reply · 14 h

Perceive the traffic light framework to be discriminatory and a form of government control.

? Freedom day? Vaccinated or unvaccinated this isn't freedom. Showing a pass to enter somewhere? Government controlling businesses and people and dividing families and communities. Is that freedom?

Some are confused or noting confusion about what is allowed at each traffic light setting and who is required to have the vaccine pass.

Unite against COVID-19 I'm **confused** in the first sentence you mentioned you cannot do both at once. But in virtually the next sentence you said that if you switch between the the pass or not there can't be a mingling of groups..... Any clarity would be helpful. It seems like a very muddy water response. Thanks

facebook.com

'We don't deserve to be mistreated': Bakery staff cop abuse from unvaxxed customers
But bakeries do not HAVE to require a vaccine pass do they? Nor butchers, green grocers etc?

I didn't realise that children under 16 needed to have a vaccine pass.

Now watch me trying to get one for 2 children who were not born in NZ, don't have a NZ passport, don't have a driving licence...

hahaha.....

9:28 AM · Dec 3, 2021

- 2 days ago

It's so cool to be able to go out to restaurants again, although **staff** seem very **confused** about wearing masks upon arrival / not whilst sitting / putting on again to visit the bathroom? All still a bit unclear and - in my opinion - slightly illogical

Some are sharing experiences of workers in the hospitality industry.

Sons partner works on her feet all day in a cafe, so I get the inside skinny on what baristas think right now of customers' mask, covid scanning and vax pass antics. She pulls off her mask at the end of a sweaty 8 hour shift, throws it down and says 'F*ck people!' I hug her.

9:28 AM · Dec 5, 2021

Some wish the Vaccine Pass was combined with the COVID Tracer app to make it a more streamlined process to scan in and show the pass.

Except that I already have to do this to scan the QR code. Because I have to close the covid app after I use it because it uses too much battery. So does Bluetooth, but I have to leave it on for close contact tracing. Why is the vaccine pass not part of the covid app?

2:06 PM · Dec 3, 2021

Am I missing something? Wouldn't it be a lot easier if the My Vaccine Pass & NZ COVID app were combined? A bit of a faff to open both at an entry point & people are less likely to bother with the contact tracing for the sake of time. #NZ

9:15 AM · Dec 3, 2021

Concern that access to create a printed Vaccine Pass is unequal.

There should be a way to print a copy of your vaccine pass from any pharmacy, or subsidized through your GP.

The inequity through tech, accessibility, and bureaucratic gaps is unfair.

5:38 PM · Dec 3, 2021

I think they should charge, because it cost a ton and fortune to buy ink cartridges etc... They are running a service not a charity x

Like · 15 h

247

This commenter felt the process of scanning the pass was "slow and troublesome".

cellar door in Aro Street is requiring vaccine passes for entry. Two solid thumbs up for that.

It was the first time I've had to show my vaccine certificate, and the scanning was slow and troublesome. Disappointing after the check in app scanning is so damn good.

1:14 PM · Dec 3, 2021

Discussion about whether customers had been asked for their vaccine pass or not. Some feel it isn't been enforced properly. Some feel ID should be checked at the same time.

Current tally on vaccine passports:

- * 1 x asked to see it when leaving cafe
- * 2 x saw QR code and said "Yep" (didn't scan because "can't be bothered" and "we need to upgrade our phone")

Methinks this isn't working like it should.

3:27 PM · Dec 3, 2021

Haven't been asked once for my vaccine passport? Am I doing something wrong, or is this traffic light system just a crock? 🤔

Even saw a couple of people inside the service station today paying for stuff unmasked.

7:54 PM · Dec 5, 2021

? most places should still require ID to prove it's your **vaccine** pass

Some are still unable to access their Vaccine Passes.

Very annoyed that I haven't been able to arrange my vaccine pass yet 😡

1:52 PM · Dec 4, 2021

Some are discussing how long the Vaccine Passes will be enforced.

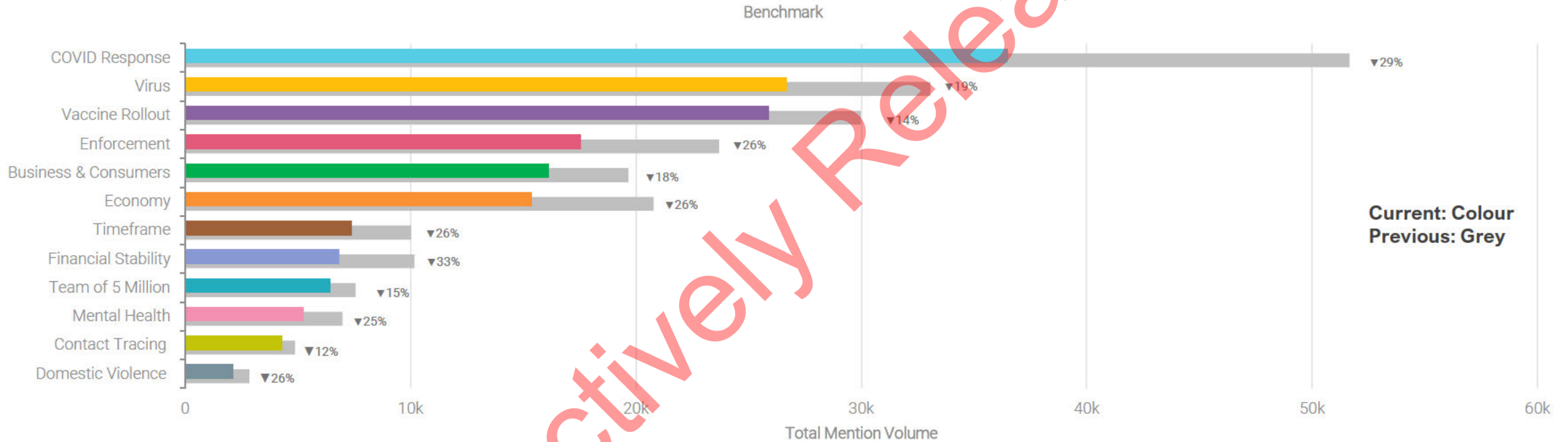
2 days ago
This weekend was the most enforced they will ever be, it's absolutely not going to improve from here.

The main point of them has actually been achieved: coercing stragglers to get vaccinated over the last few weeks.

👍 63 🗳️ Reply Share Report Save

Category change: Benchmark

Comparing current period (Dec 03 – 06) with shift from previous 4-day period (Nov 29 – Dec 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: 113,937 (-22%)

Previous: 146,754

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

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

Previous: Neg 42%, Neu 42%, Pos 16%

Net sentiment of each category

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

Conversation in all categories decreased in neutral sentiment and became more negative.

The largest increase in negative sentiment was Financial Stability at 9%, followed by Contact Tracing, Economy, Business and Consumers and Domestic Violence with 6% increase.

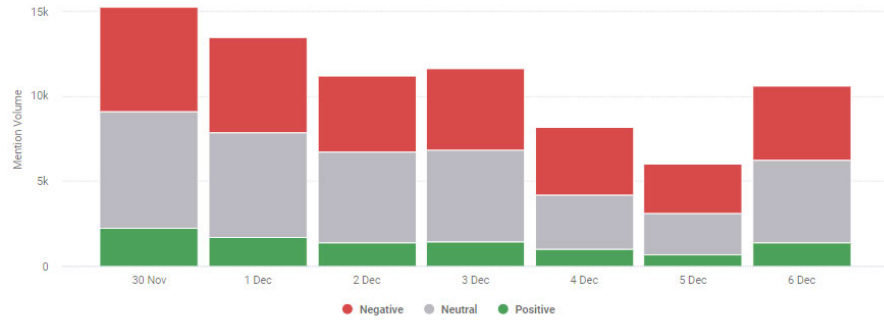
The largest increase in positive sentiment was Contact Tracing at 7%.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	37	6	54	-7	9	1
Enforcement	41	4	47	-5	12	1
Virus	44	3	46	-4	10	1
Covid Response	44	3	43	-2	13	-1
Economy	41	6	49	-7	10	1
Mental Health	50	5	44	-6	6	1
Financial Stability	48	9	44	-10	8	1
Team of 5 Million	33	2	37	-8	30	6
Contact Tracing	31	6	57	-13	12	7
Timeframe	29	4	56	-4	15	0
Domestic Violence	57	6	40	-6	3	0
Vaccine Rollout	50	5	37	-6	13	1

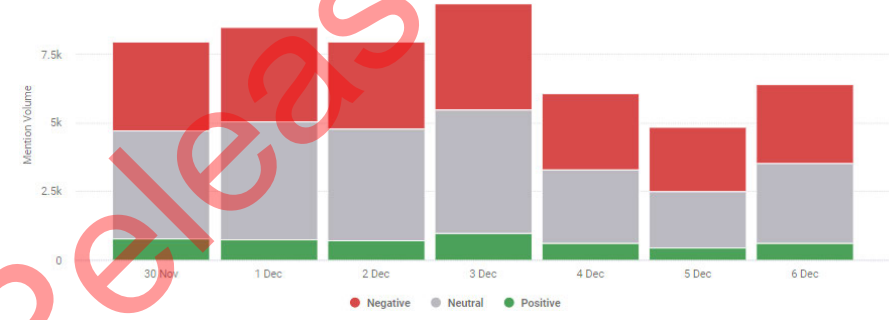
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COVID Response



Virus



Vaccine Rollout



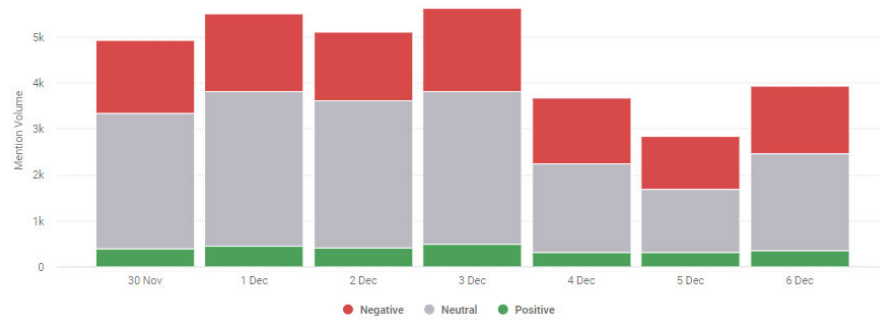
Enforcement



Proactively Released

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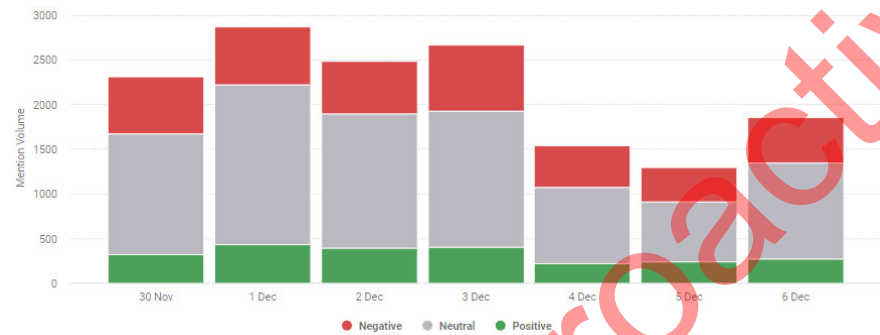
Business & Consumers



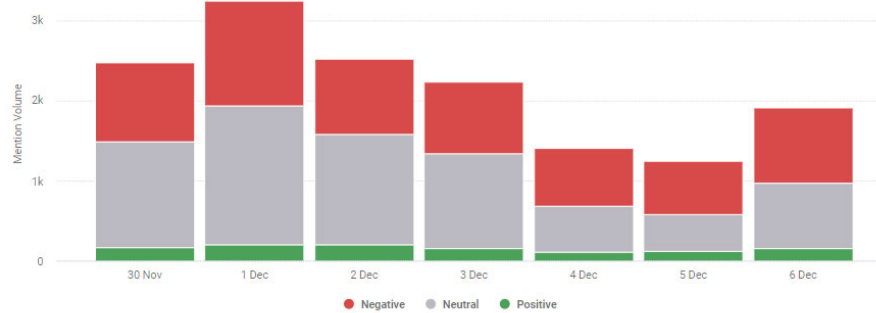
Economy



Timeframe

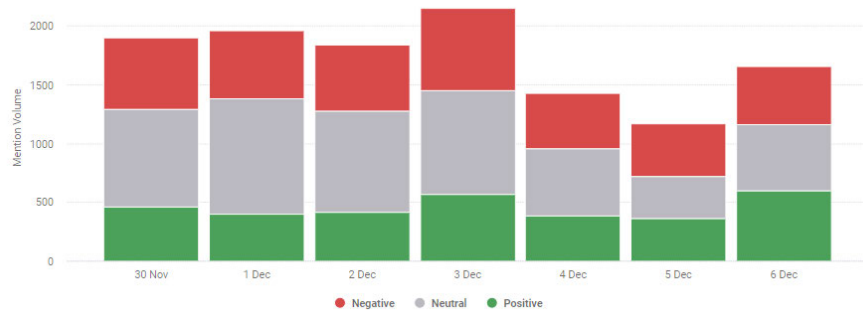


Financial Stability

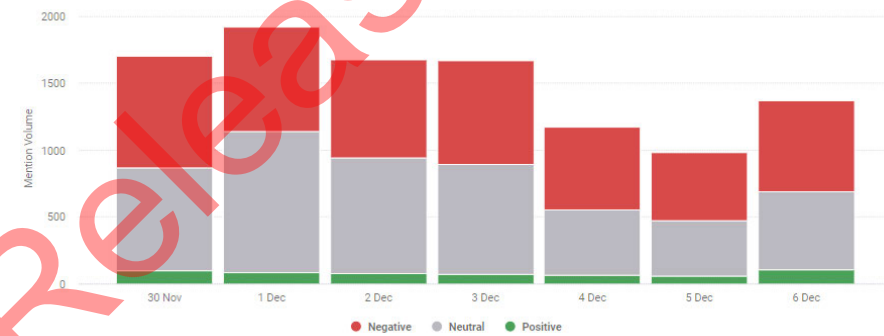


Proactively Released

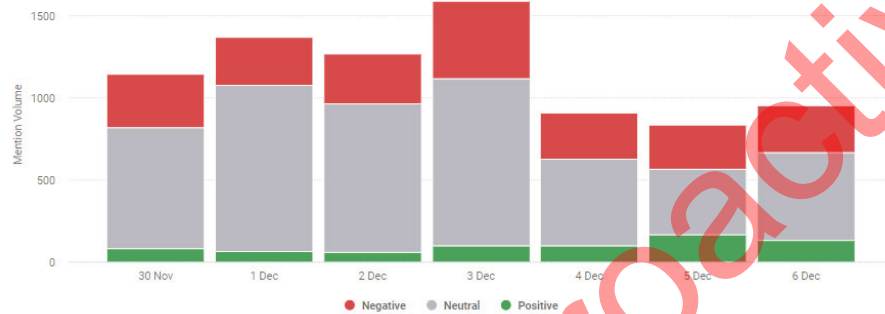
Team of 5 Million



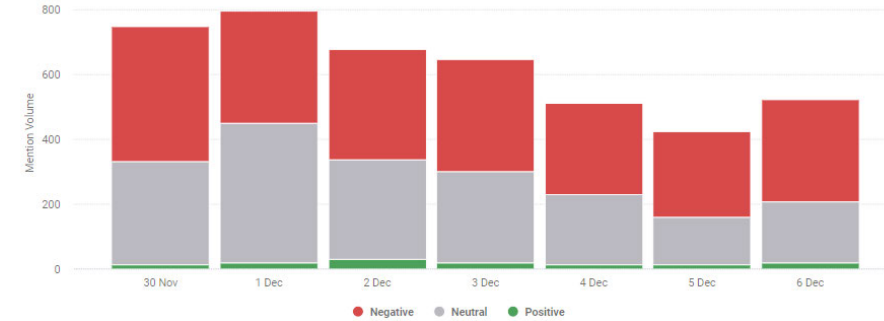
Mental Health



Contact Tracing



Domestic Violence



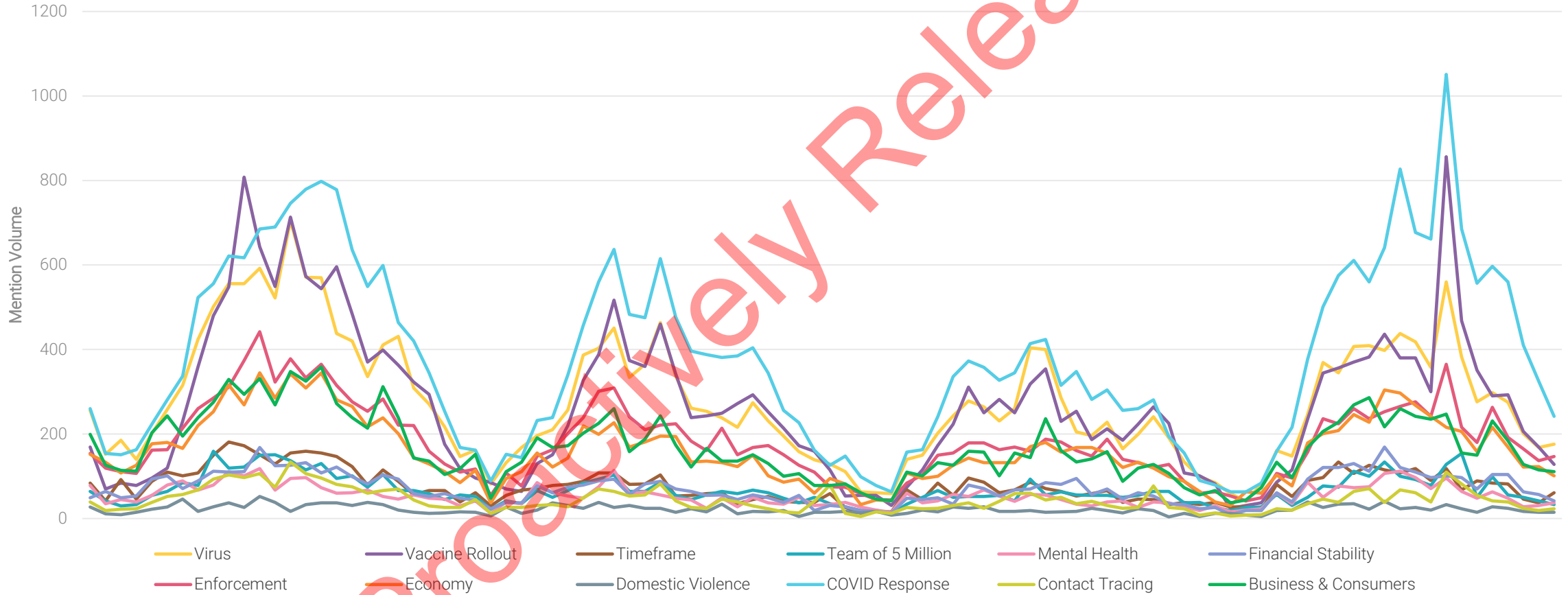
Proactively Released

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

Categories over time (rolling 4 days)

SOCIAL CONVERSATION CATEGORIES 03 - 06 DEC

Volume Over Time



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

Category Definitions

Virus

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

Financial stability

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

Domestic violence

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

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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	New Zealand	Wellington Region	Northland Region	Upper Hauraki	North West Waikato ^[b]	Auckland Region
21 March 2020			2			
23 March 2020			▲ 3			
26 March 2020			▲ 4			
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31 August 2020			— 2			▼ 2.5
22 September 2020			▼ 1			— 2.5
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15 February 2021			▲ 2			▲ 3
18 February 2021			▼ 1			▼ 2
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12 March 2021			— 1			▼ 1
24 June 2021	— 1	▲ 2			— 1	
30 June 2021		▼ 1				
18 August 2021			▲ 4			
1 September 2021	▼ 3		— 4	▼ 3		
3 September 2021	— 3		▼ 3	— 3		— 4
8 September 2021			▼ 2			
22 September 2021				▲ 3	— 2	▼ 3
26 September 2021		— 2		▼ 2		
4 October 2021			— 2		▲ 3	— 3
9 October 2021			▲ 3			
20 October 2021	— 2		▼ 2	— 2		— 3

Total sentiment breakdown at key dates

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

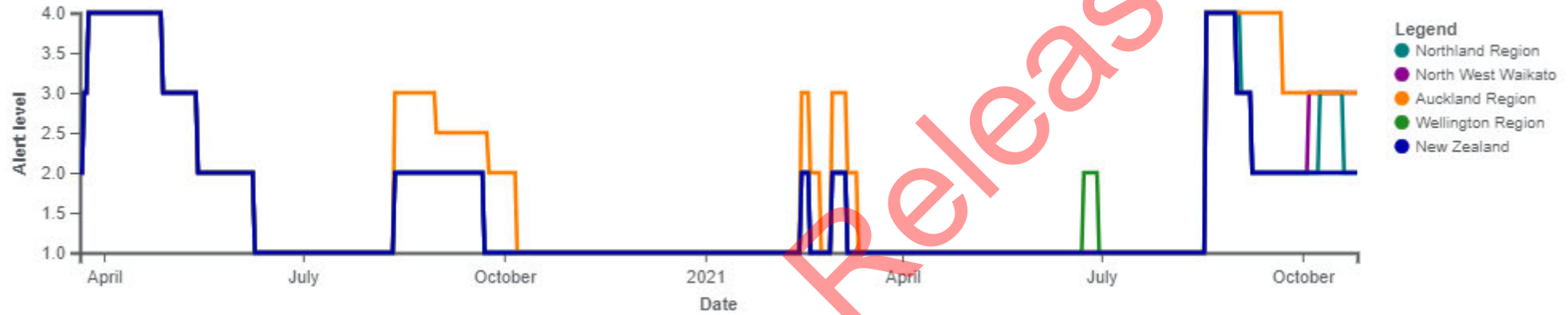
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a. ^ Changes in alert levels typically occur at 11:59 pm the night before.

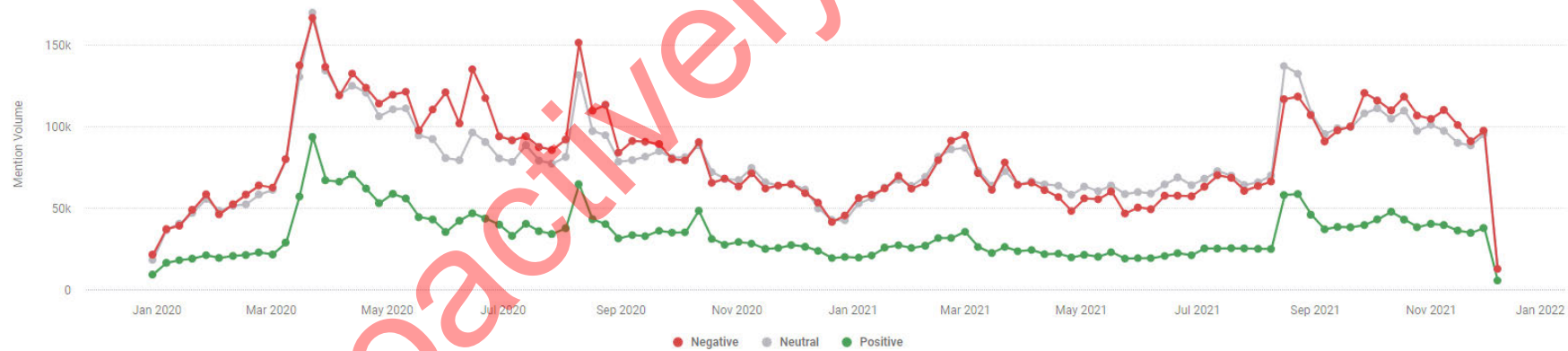
b. ^ From 4 October 2021 comprising Raglan, Te Kawhata, Huntly, Ngāruawāhia, Hamilton City and some surrounding areas. This area was extended on 9 October to include Waitomo District, including Te Kuiti, Waipa District and Ōtorohanga District.¹

Changes in alert levels.

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



Sentiment breakdown for total dataset Jan 2020 - today



Thank you

Proactively Released

Unite Against COVID-19: Social Conversation Analysis

Four-day period ending
9 December, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

New Zealanders are getting the hang of using their Vaccine Pass in their day-to-day and are acknowledging and supporting businesses that are performing all aspects of compliance e.g, checking Vaccine Passes, enforcing mask use. Some hospitality workers are reminding customers not to take out their anxiety or angst about Vaccine Passes and framework processes out on staff, while businesses are discussing the challenges of negotiating the framework.

Measuring categories of conversation:

There was an overall increase of 5% in the total volume of conversation.

The largest percentage of increase was the Domestic Violence category (30%) followed by the Financial Stability category (26%) COVID Response also increased (19%). Vaccine Rollout category decreased in volume by 16%.

Categories decreased in negative sentiment and shifted towards more neutral conversation.

The sentiment of the total dataset became 2% more neutral.

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

What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**
Analysts explored conversation 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

New Zealanders are getting the hang of using the vaccine pass in their day-to-day. Businesses and hospitality staff are negotiating carrying out the new protection framework protocol.

Analysts revisited conversation regarding the COVID-19 Protection Framework as the first week of the traffic light system ends.

Neutral sentiment has increased from the previous timeframe (3-6 Dec) Negative 37% (-3%) Neutral 54% (+6%) Positive 9% (-3%).

Some New Zealanders are acknowledging and supporting businesses that are performing all aspects of compliance e.g, checking Vaccine Passes, enforcing mask use.

Some are voicing how they are just getting on with the “new normal” under the new framework settings.

There continues to be some who are asking for clarity regarding requirements for Vaccine Passes and masks in retail or hospitality venues.

Some business owners are discussing navigating the new framework while trying to do the best they can for staff/customers.

A few hospitality workers are reminding customers not to take out their anxiety or angst about Vaccine Passes and framework processes out on staff.

Shoutouts to businesses around the country that are performing all aspects of compliance smoothly.

Restaurant in Auckland last night both scanned our vaccine passports as well as checked ID for verification. Was great to see them being proactive!
7:37 AM · Dec 7, 2021



Shout out to the Correct Covid19 compliance, scanning and proper mask wearing. And the best Larb Gai on Planet Earth!
6:17 PM · Dec 9, 2021

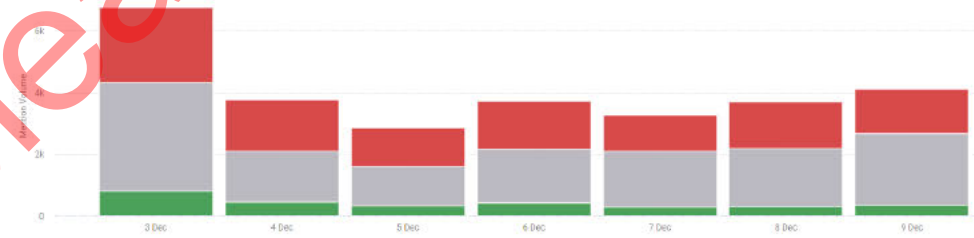


Wellingtonians, I went to this morning and had one of the best croissants I have had in a while and the coffee was fantastic. Vaccine Pass asked for and smiles all round. Highly recommend. Featherston Sts

Getting on with the ‘new normal’ of life in the COVID-19 Protection Framework

I put my mask on, scan and show my passport. I smile through my mask and get on with my life. Most people I know are doing exactly the same.

Volume and sentiment of conversation about the COVID-19 Protection Framework, December 3 – 9.



Sentiment of conversation December 7 – 9.
Negative 37% Neutral 54% Positive 9%

The Vaccine Pass is allowing commentors to continue to do things they love and enjoy.



I get to use my vaccine pass today for a Wonderful Group meeting about making womens' sport the #MainEvent as Aotearoa prepares to host the ICC Women's Cricket World Cup, Rugby World Cup and the FIFA Women's World Cup. Can't wait to see you
6:20 AM · Dec 8, 2021

· 18 hr. ago

Is the vaccine pass needed to go clubbing in town? Getting my 2nd dose this weekend but friends want to go out so might get it tomorrow instead, also how long does it take for the vaccine pass to come through? Some people say days some people say 10mins

2 Reply Share Report Save

Acknowledging the work that hospitality staff do and reminding customers to not take out angst about the Vaccine Pass on workers who are just doing their job.

reminder to be nice to customer service staff and not be a prick about having to show your vaccine pass. there is literally nothing i can do or say i get paid minimum wage, work long days and go home and stare at my wall.
11:09 AM · Dec 8, 2021

3 days ago
I'm eternally grateful for hospo staff, having worked in those roles at one point in my life. Especially now, I praise and lift up the ones who are doing a great job and being positive despite the tough conditions, and I will keep going back to those places to show my appreciation. X

Dec 6, 2021
If you made a choice not to get vaccinated and now cannot enter most businesses' premises that isn't discrimination. The vaccine is free. Absolutely no worker should have put their health and lives at risk just because someone feels entitled to our service + labor.
#nottodaykaren

Dec 7, 2021
People like this are actively going to places that they know they need a vaccine pass for, to engage staff in their torrents of verbal and psychological abuse. It is disgusting and it needs to stop.

There continues to be some confusion about whether masks, or vaccine passes are mandatory / expected to be used and where.

Can someone please clarify for me. Sitting in a local pub/restaurant & they are checking vaccine passes. No bar staff wearing face masks. I asked staff member about it, they said because they are checking passes, they know everyone is vaccinated so don't have to wear masks. ?????
8:10 PM · Dec 9, 2021

Dec 5, 2021
#nzpol Why wasn't Mitre 10 Westgate requesting to see vaccination passes this weekend? Not good enough guys. We need you to do your part to keep Aucklanders safe. We've done the hard yards. Do yours. 😞

"Retail actually aren't required to use vaccine passes. We've noticed that some are using them. We want to make sure they know that they're not required to"

There is some commentary from shoppers about how they would like to see extra/the safety protocols for retail applied.

3 days ago
Went Christmas shopping yesterday, I was kinda surprised with the amount of stores not asking for the vaccine pass.
I know businesses don't have to require the pass but I'm talking big national stores as well as independent. And they clearly weren't counting numbers in or clearly marking distancing.

Some are discussing how the using the vaccine pass is ultimately good for businesses or signaling their support for businesses that are complying with the framework.

Hi people who are fully vaxed are far less likely to spread. The passport is good for business.

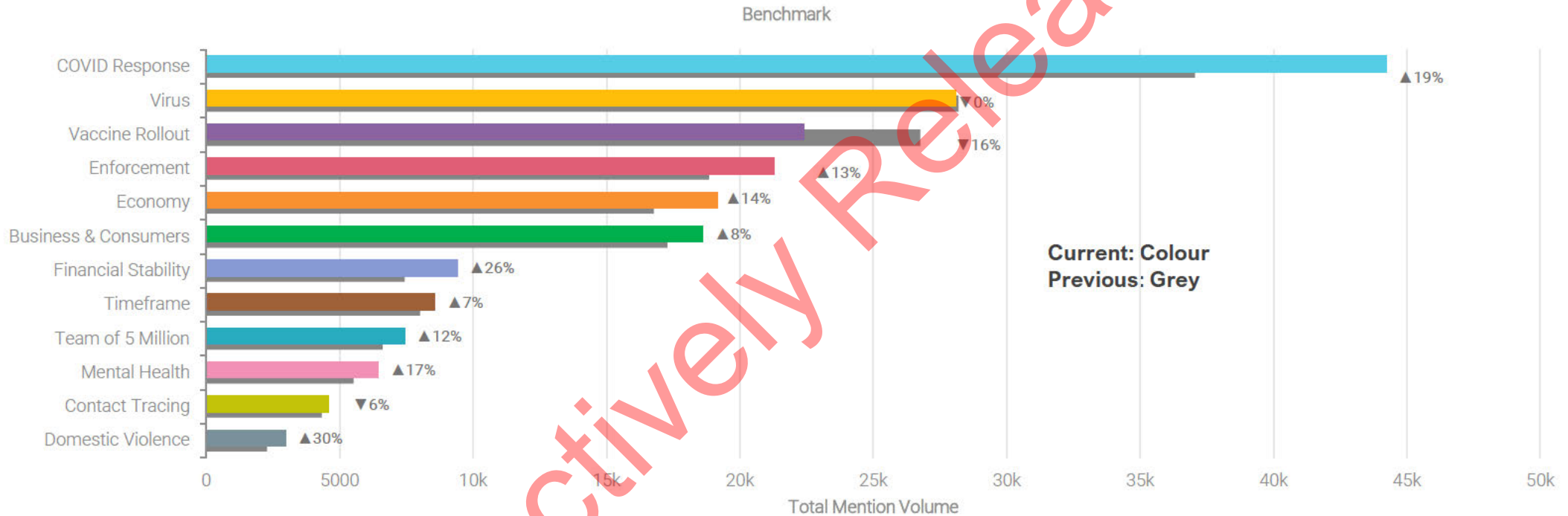
My 3 regular places have been upbeat, chipper and compliant the whole time. So I keep giving them my money, which helps keep them upbeat, chipper and compliant.

Some business owners are discussing navigating though the new requirements and trying to "do what's right for all my staff and customers".

13 hr. ago
The best I could do was match the senders email to the correct ministry of health email address, as well as sight their other vaccine shot details on their Health pass web login. I allowed them to stay, as we were quite, but asked them to wear a mask at all times unless seated and asked them to sit in quiet areas. All of which they were happy to do.
I did sight that they had both had Atleast one shot here in Nz and they were so nice and compliant i was mostly comfortable it was the truth.
I just want to do what's right for all my staff and customers. Keep them safe you know

Category change: Benchmark

Comparing current period (Dec 6 – 9) with shift from previous 4-day period (Dec 2 - 5)



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

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

Total volume of conversation rolling 4-day window:

Current: 121,416 (5%)

Previous: 113,937

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

Current: Neg 42%, Neu 42%, Pos 16%

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

Net sentiment of each category

Comparing current period (Dec 06 – 09) with shift from previous 4-day period (Dec 03 – 06)

Most categories have decreased in negative sentiment and became more neutral.

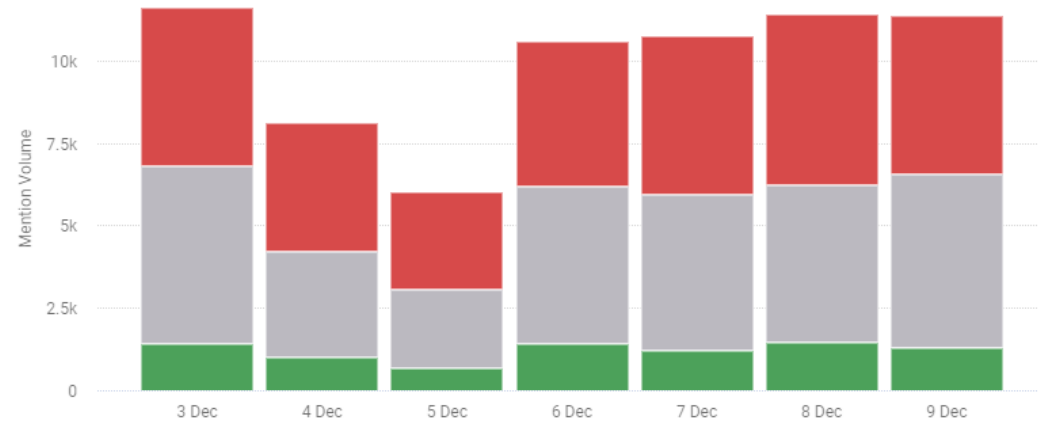
The largest shift was the Contact Tracing category with a 7% decrease in negative sentiment, followed by the Financial Stability and Economy category increasing in neutral sentiment by 6%.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	34	-3	58	4	8	-1
Enforcement	41	0	49	2	10	-2
Virus	43	-1	48	2	9	-1
Covid Response	43	-1	44	1	13	0
Economy	37	-4	55	6	8	-2
Mental Health	49	-1	45	1	6	0
Financial Stability	43	-5	50	6	7	-1
Team of 5 Million	32	-1	41	4	27	-3
Contact Tracing	24	-7	61	4	15	3
Timeframe	26	-3	59	3	15	0
Domestic Violence	61	4	37	-3	2	-1
Vaccine Rollout	48	-2	40	3	12	-1

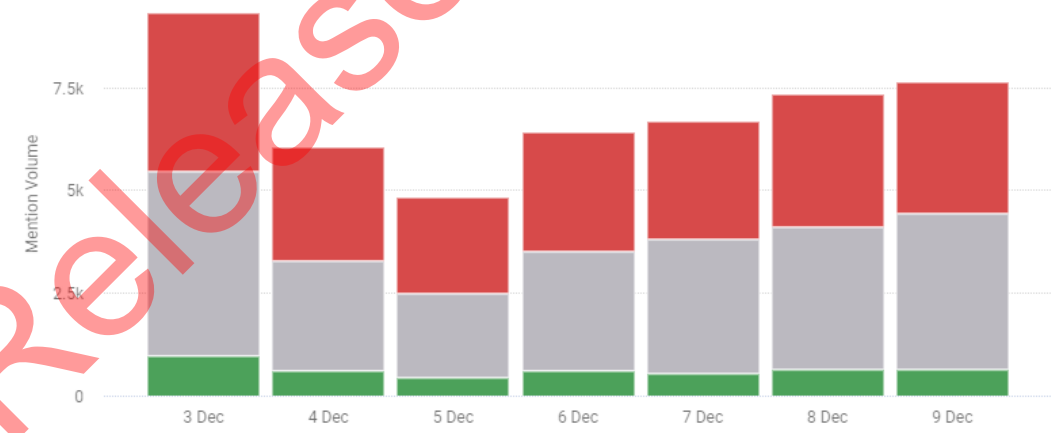
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

- 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.

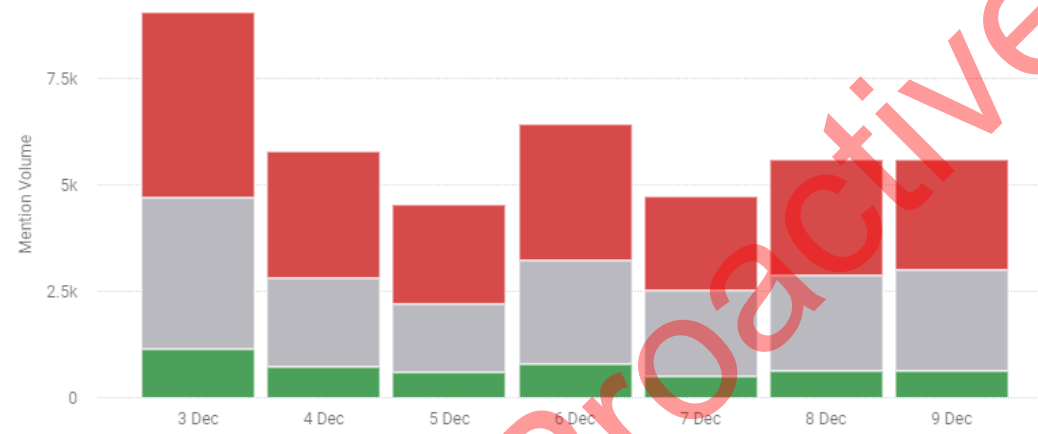
COVID Response



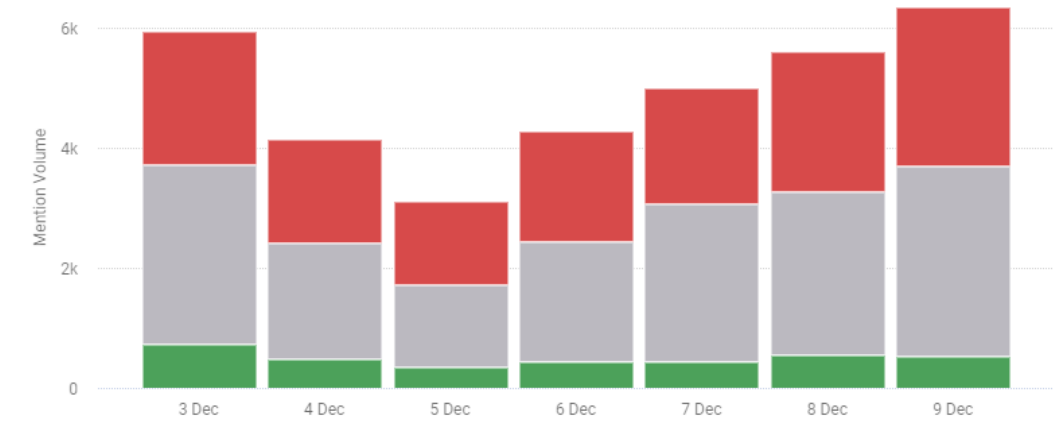
Virus



Vaccine Rollout

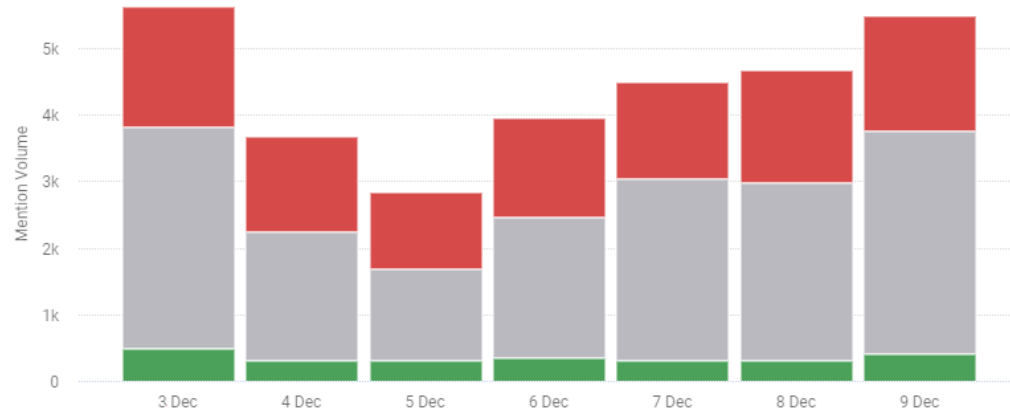


Enforcement

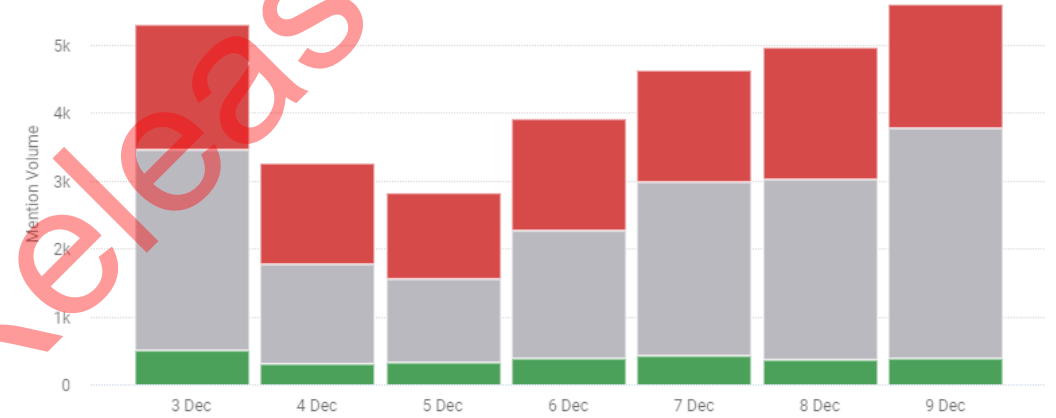


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

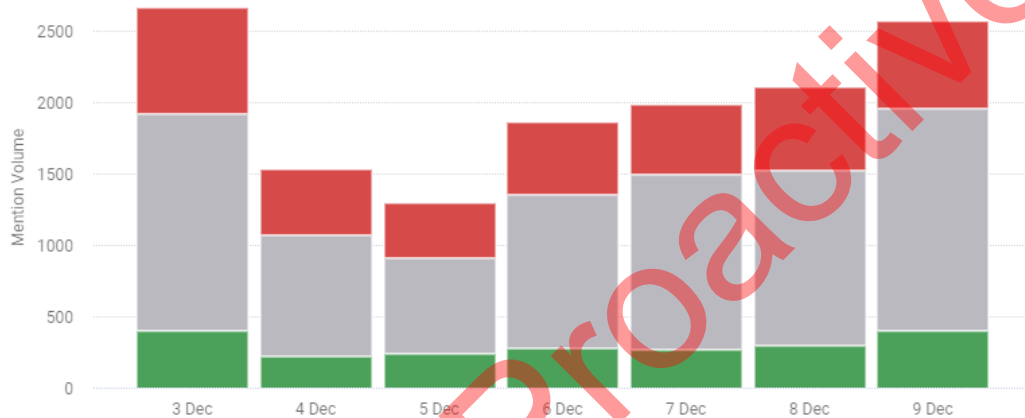
Business & Consumers



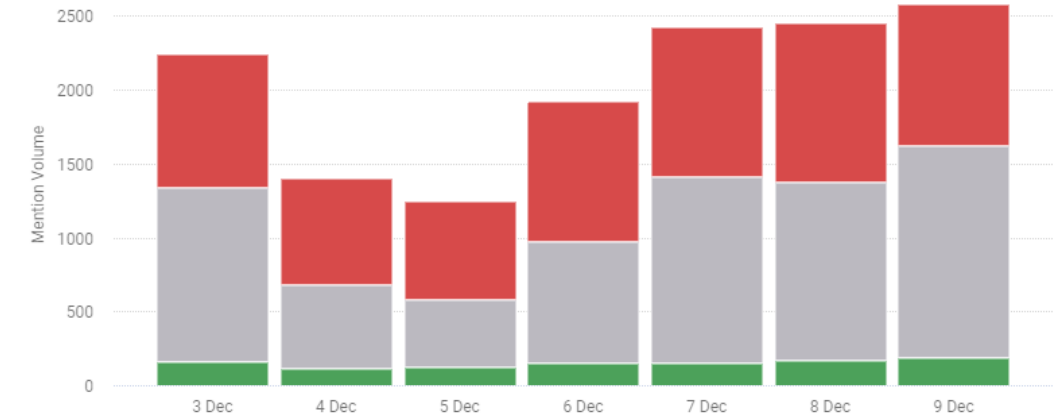
Economy



Timeframe



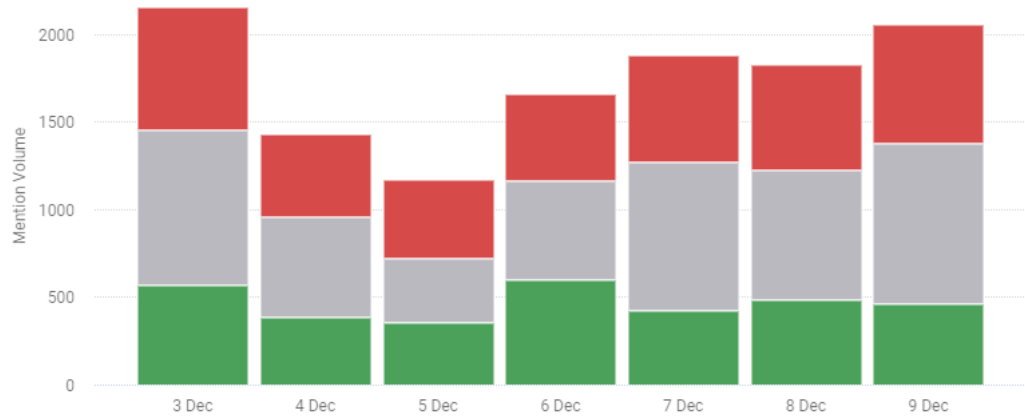
Financial Stability



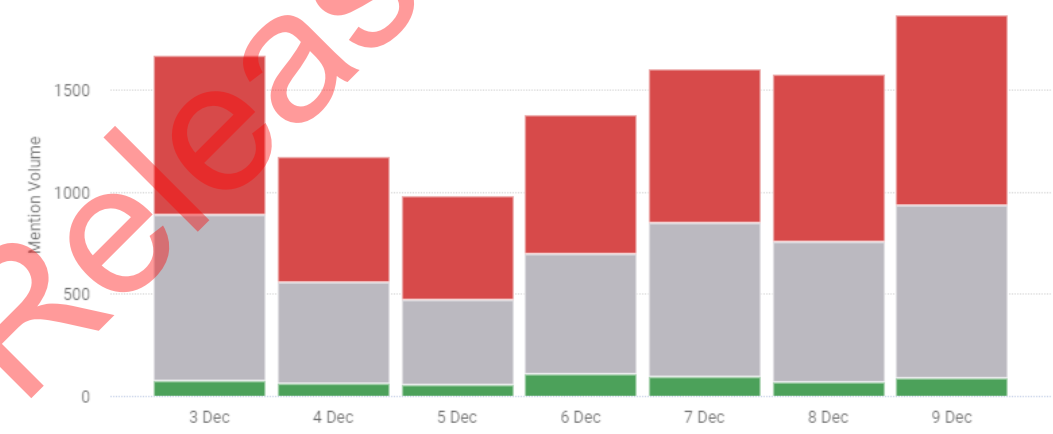
Proactively Released

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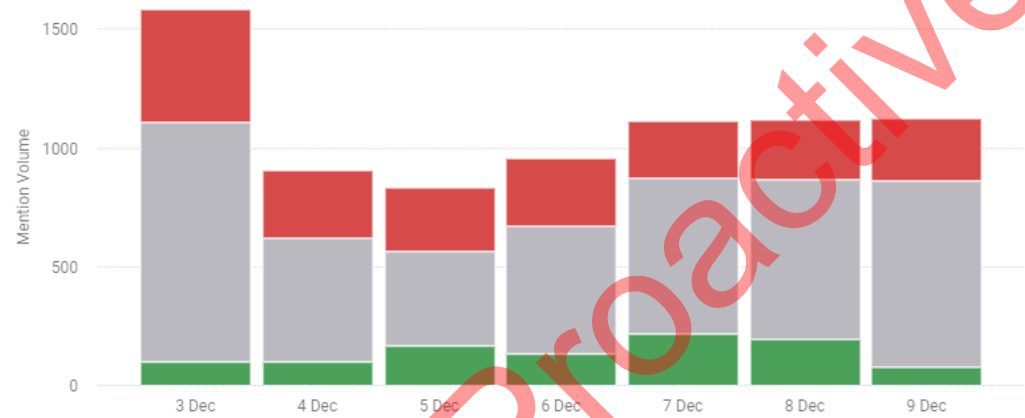
Team of 5 Million



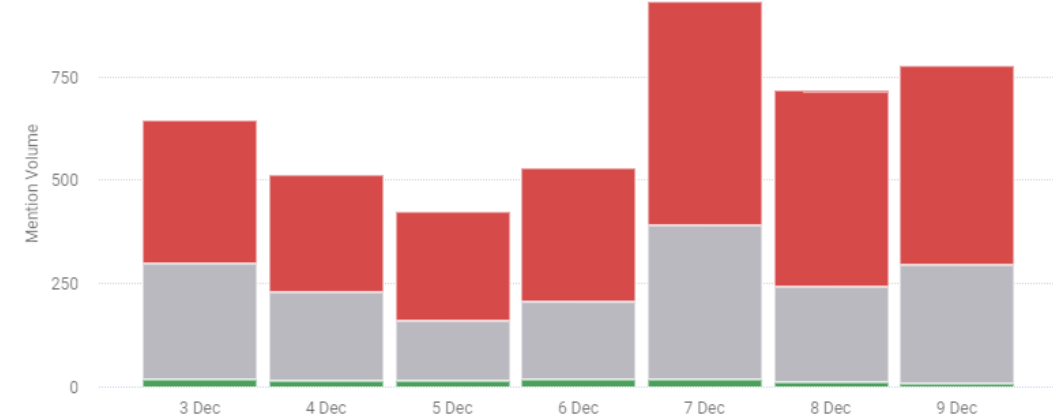
Mental Health



Contact Tracing



Domestic Violence

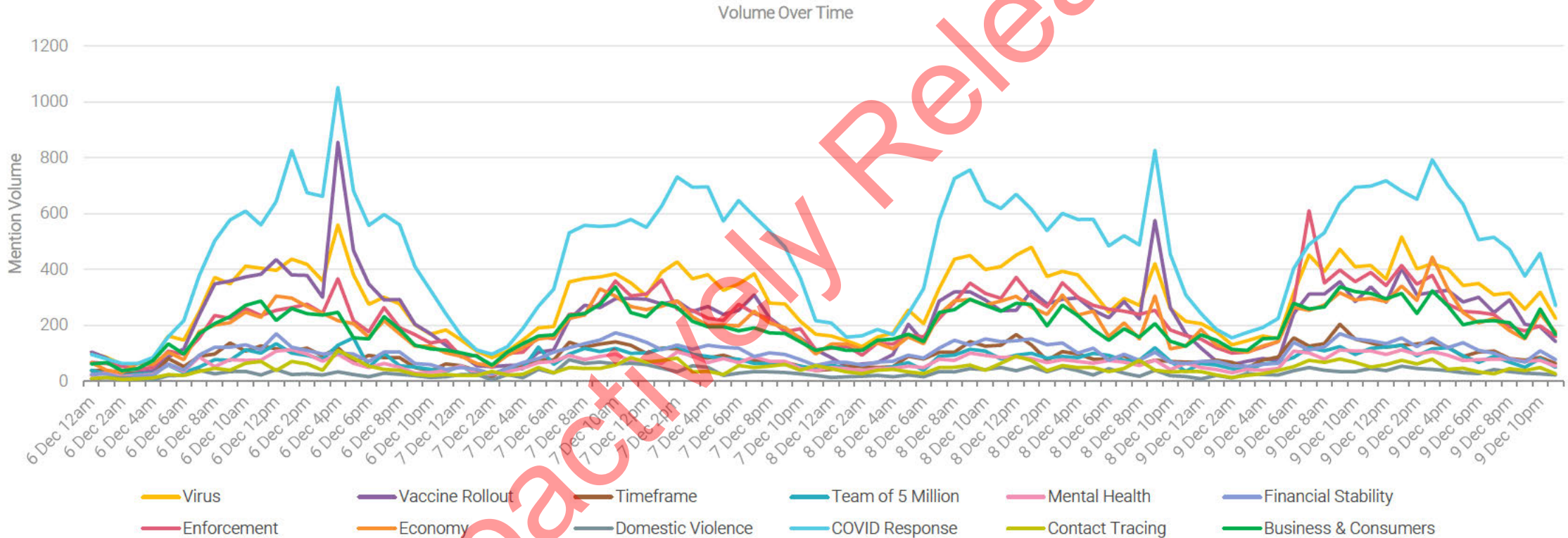


Proactively Released

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)

SOCIAL CONVERSATION CATEGORIES 06 - 09 DEC



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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1 September 2021	▼ 3		— 4	▼ 3		
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a. ^ Changes in alert levels typically occur at 11:59 pm the night before.

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Total sentiment breakdown at key dates

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Changes in alert levels.

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

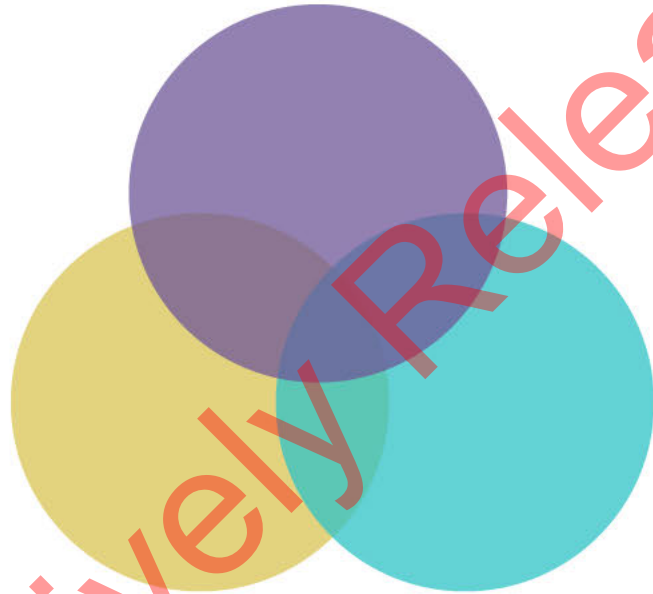


Sentiment breakdown for total dataset Jan 2020 - today



Thank you

Proactively Released



Unite Against COVID-19: Social Conversation Analysis

Four-day period ending
13 December, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts explored the conversation around the COVID-19 Protection Framework. On Monday, the government announced Auckland and all other regions in red aside from Northland would move to the orange traffic light setting on December 30. Some are happy that the traffic light system allows them to keep up routines and activities. With the announcement of Auckland's move to orange two and a half weeks away some are voicing concern for the financial longevity of the city's hospitality industry and other businesses.

Measuring categories of conversation:

There was a 26% decrease in total volume of conversation. All categories decreased in conversation with the largest drop in the Covid Response category at 34% followed by Enforcement and Contact Tracing at 31%.

All categories bar Contact Tracing either dropped slightly in negative sentiment or remained stable.

The sentiment of the total dataset remained stable.

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

What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**
Analysts explored conversation 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

The protection framework continues to allow New Zealanders to pursue routines and activities.

Analysts explored the conversation around the COVID-19 Protection Framework from December 10-13. On Monday, the government announced Auckland and all other regions in red aside from Northland would move to the orange traffic light setting on December 30.

Compared with the previous four-day period, negative sentiment dropped 1% and increased 1% in neutral sentiment.

Some are happy that the traffic light system continues to allow them to keep up routines and activities.

With the announcement of Auckland's move to orange two and a half weeks away some are voicing concern for the city's hospitality industry and other businesses.

Some are asking for the criteria behind moving regions into certain light settings. Some want regions to move earlier/into green due to a high national vaccination rate while others are confused why Auckland is moving with its current case numbers.

Some are glad to see that mandates are working to encourage potentially hesitant New Zealanders to get vaccinated.

Some are sharing how the traffic light system allows them to continue doing activities and daily routines they love.

First time making use of my vaccine pass to, beef rendang and roti 🍲



2:04 PM · Dec 12, 2021

Local Xmas market haul. Throw in some candy floss and lollies for the kids and salami for the husband and we all had fun. Loving the vaccine pass checking, scanning, mask wearing community I live in.

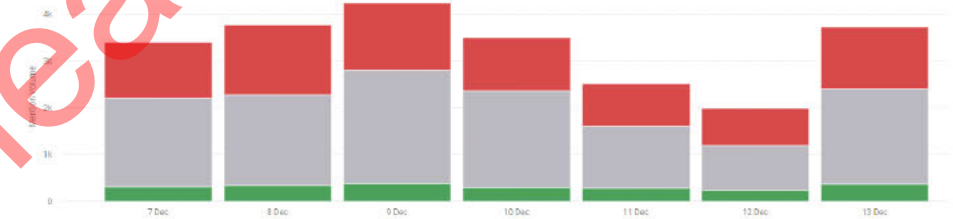
Someone's angry today. Meantime I went xmas shopping, supported local retailers, inc a cafe takeaway lunch and a coffee. In a city not overrun by covid, in a country with the lowest death rates. Double vaxxed and looking forward to a cautious xmas break.

6:15 PM · Dec 11, 2021

The Auckland Zoo has these same rules - and a one way system, with staggered entry - and it's a million times nicer than the usual crowded chaos. Wearing a mask is a bit of a drag, but it's off set by the zoo being uncrowded and so enjoyable.

9:07 PM · Dec 13, 2021

Volume and sentiment of conversation about the COVID-19 Protection Framework, December 7 – 13.



Sentiment of conversation December 10- 13.

Negative 36% Neutral 54% Positive 10%

This commentator is happy that the Vaccine Pass can be joined up with the Air New Zealand app.

Well done @FlyAirNZ adding vaccine passport to online app profile was super easy. Literally took ten seconds. Thank you.

8:50 AM · Dec 10, 2021

In agreement with a cautious approach to moving between traffic light settings.

Sensibly cautious to wait couple of weeks before moving to orange.

V happy to hear border reopening decision to be reviewed a couple of weeks before it happens. With Omicron spreading fast in Aus, expect borders to remain tight for a few more months.

With Auckland remaining at red until December 30, some are concerned for the financial longevity of the city's hospitality sector and other businesses.

Maybe, not sure I agree 100% with this. But regardless, the real issue now is that with govt financial support finished for struggling businesses, especially hospo/events, a Dec with little to no revenue after the lengthy lockdown will put a bullet into many.

11:35 PM · Dec 13, 2021

Dec 13, 2021
Auckland stays in the 'red' until Dec 30, dashing hopes of hospitality & events venues that they could host events with more than 100 people in the last week before Christmas. Business leaders predicted many would go under because of the extension for another 17 days.

Seeking the criteria for putting regions into different traffic lights settings. Some are frustrated why the move isn't earlier while others are concerned at the number of cases in Auckland.

I don't really understand this traffic light system, I thought a city or town with lots of cases would stay at red. Guess 100 isn't deemed a lot then? 🤔

5:25 PM · Dec 13, 2021

So, let me get this straight.... 89% 2x vaccinated. Some places are still in red until 30th Dec (Northland longer), and no one is yet in green. I just don't get it... does anyone get it? Has the power gone to Cabinet's head? #Power #ForThePeople #Covid #CovidNZ

? I dnt understand why is Auckland with the most community cases going to be orange and northland stays at red do they have any community cases as much as Auckland this is a deliberate spread of covid 19 why isn't auckland staying at red when Auckland has the highest spread of community cases 🤔🤔

Confusion about processes/procedure for checking Vaccine Passes.

Every time I've pulled out my vaccine pass I've showed my license..most people have said I don't need to show other I.D.
That's when I say, how do you know it's really me?
Still haven't really had a good answer 😞

6:59 AM · Dec 10, 2021

So what's the procedure for checking vaccine certificates I a restaurant. We're sitting down, ordered I offered it she said its okay I'll check everyone later. Seems a bit slack.
1:37 PM · Dec 12, 2021

So todays question is
How does a punter know if a bar is operating to the traffic light laws. How can a punter confirm that all the staff are vaccinated?
Do we have any rights/ability to check their vaccine passes?
11:54 AM · Dec 10, 2021

This commentor was glad to see residents of smaller towns throughout the North Island complying with the framework.

Pardon me for digressing a bit, but Wendy, Miss 6 and myself drove down to Wellington a couple weeks back - and we thought the towns on the way were doing a stellar job of mask-wearing and QR-scanning, Levin included! Possibly even better than the cities.

12:12 PM · Dec 13, 2021

Discussion of user experience regarding phones and digital passes.

Any other samsung users notice their vaccine pass keeps disappearing off home screen? I thought it may have been when updates come through, but it's happened a few times now

7:29 AM · Dec 10, 2021

Android waiting for facial recognition to fail before letting me enter my pattern for my vaccine pass is an example of two things:
1) I miss back-of-phone fingerprint readers like the Pixel 2 (it was great and you could even use it for gestures)
2) Not enough UX testing was done
9:02 AM · Dec 10, 2021 from Wellington City, New Zealand

Some are glad to see that mandates are encouraging/ensuring potentially hesitant New Zealanders get vaccinated.

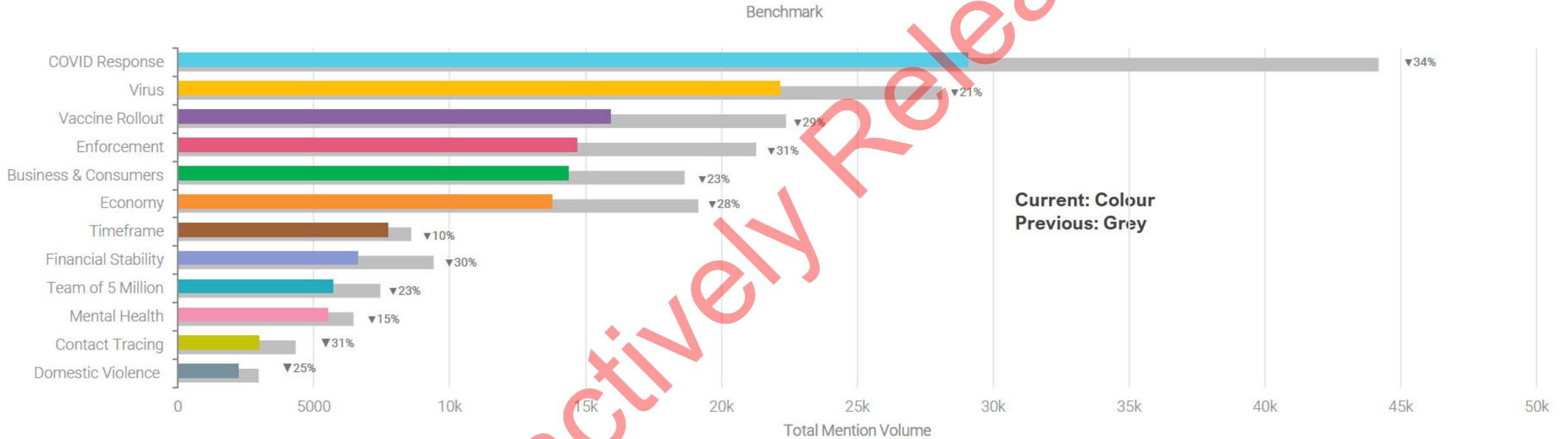
So I found out today one of the biggest farming families in the area is incredibly anti the covid vaccine.
But the milk company said their tankers would not be picking up their milk if the farms were unvaccinated... So now they are all vaxxed.
Again: mandates work

It's been heartening to see here, and in other articles recently, that the vaccine mandate for employment has been very effective. Lots of anecdota that ppl who wouldn't otherwise vax, getting it done

8:05 AM · Dec 12, 2021 from Christchurch City, New Zealand

Category change: Benchmark

Comparing current period (Dec 10 – 13) with shift from previous 4-day period (Dec 6 – 9)



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

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

Total volume of conversation rolling 4-day window:

Current: 89,374 (-26%)

Previous: 121,416

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

Current: Neg 42%, Neu 42%, Pos 16%

Previous: Neg 42%, Neu 42%, Pos 16%

Net sentiment of each category

Comparing current period (Dec 10 – 13) with shift from previous 4-day period (Dec 6 – 9)

All categories bar Contact Tracing either dropped slightly in negative sentiment or remained stable.

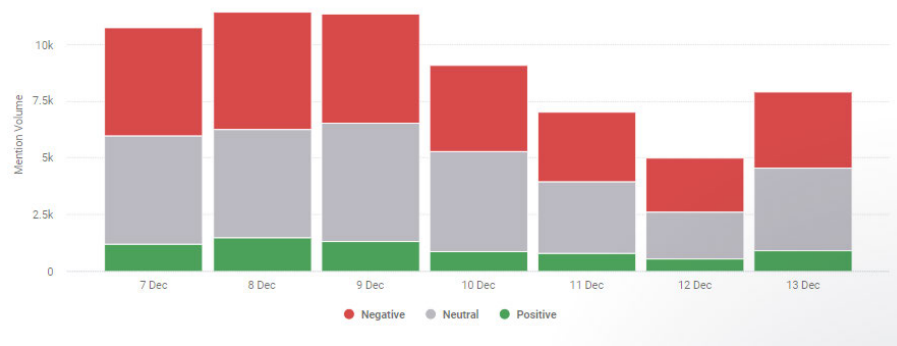
Contact Tracing increased in negative sentiment by 3%, dropping 6% in positive sentiment.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	34	0	57	-1	9	1
Enforcement	40	-1	50	1	10	0
Virus	43	0	48	0	9	0
Covid Response	43	0	46	2	11	-2
Economy	35	-2	56	1	9	1
Mental Health	49	0	46	1	5	-1
Financial Stability	43	0	49	-1	8	1
Team of 5 Million	32	0	42	1	26	-1
Contact Tracing	27	3	64	3	9	-6
Timeframe	26	0	57	-2	17	2
Domestic Violence	57	-4	40	3	3	1
Vaccine Rollout	48	0	40	0	12	0

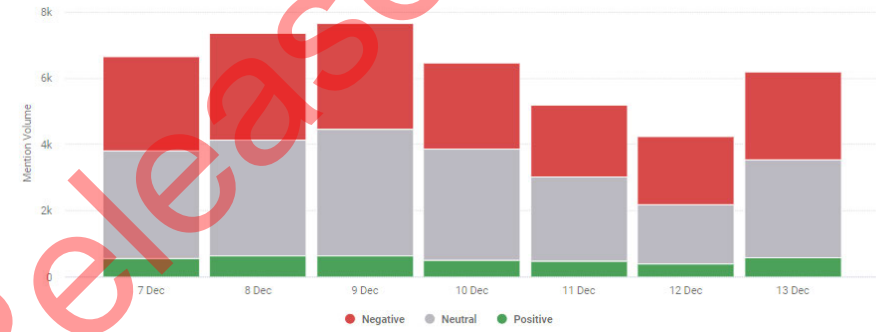
- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

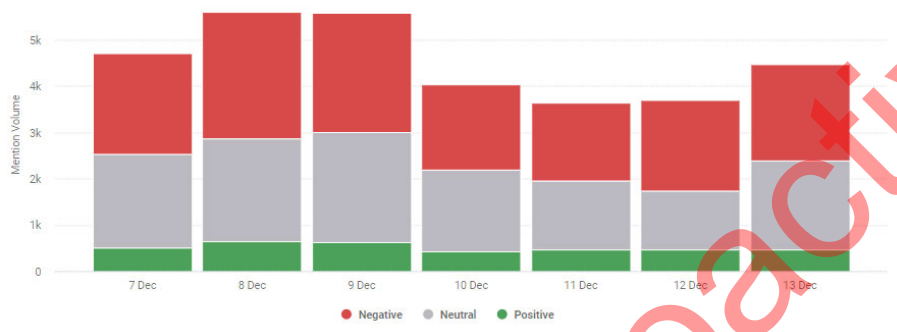
COVID Response



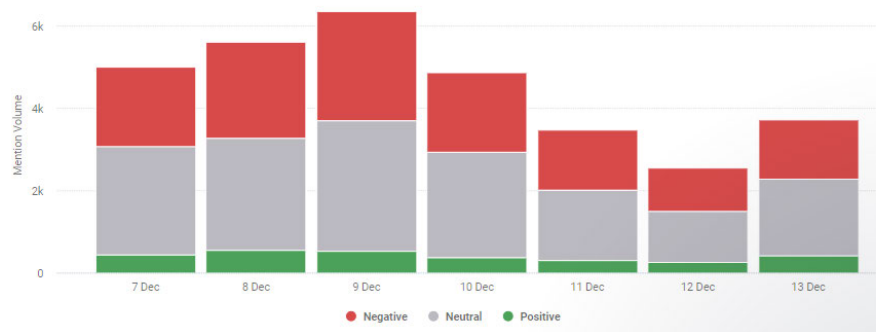
Virus



Vaccine Rollout

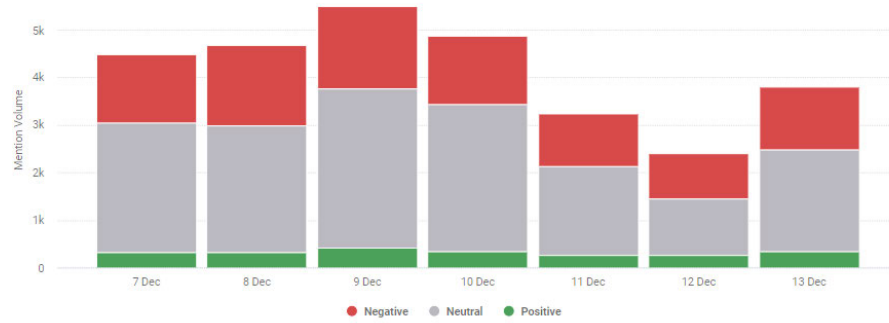


Enforcement

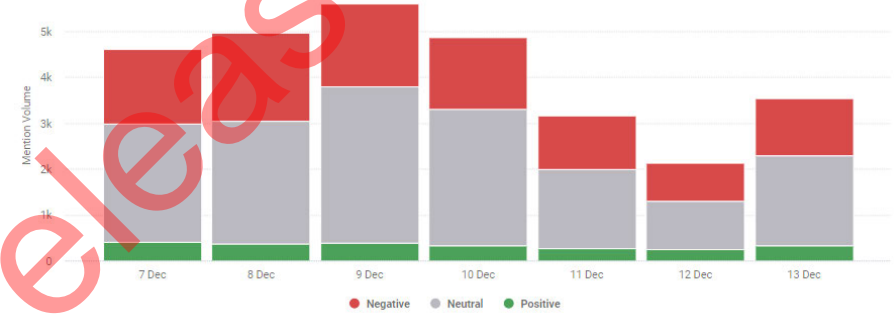


Proactively Released

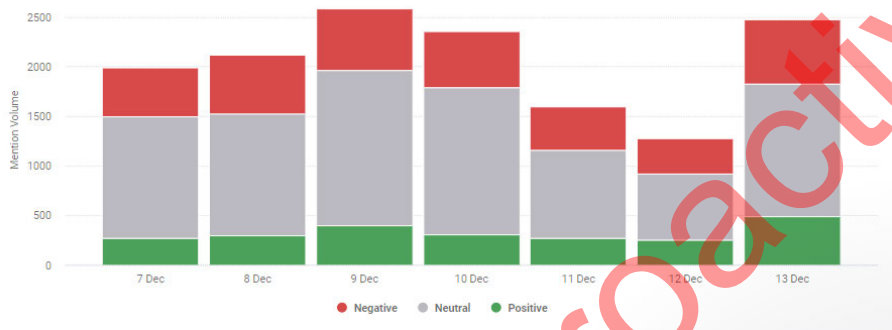
Business & Consumers



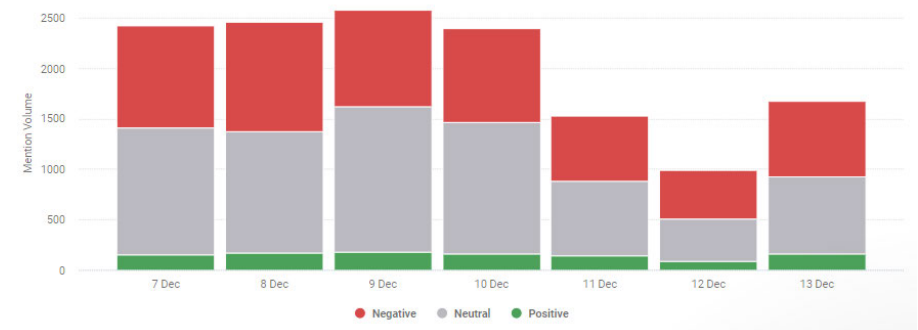
Economy



Timeframe

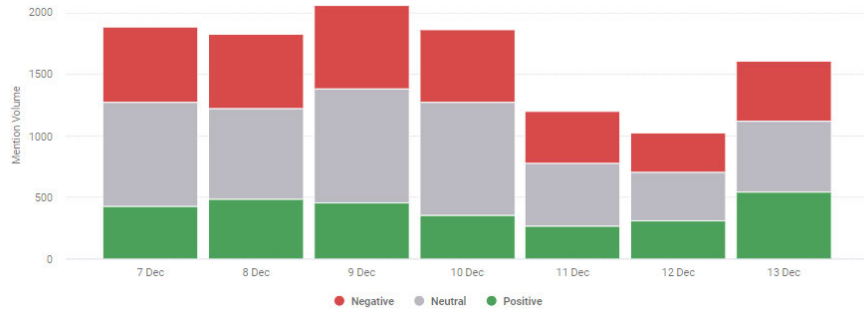


Financial Stability

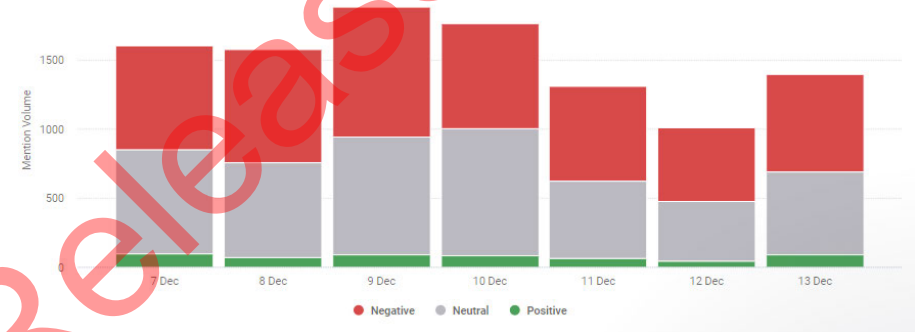


Proactively Released

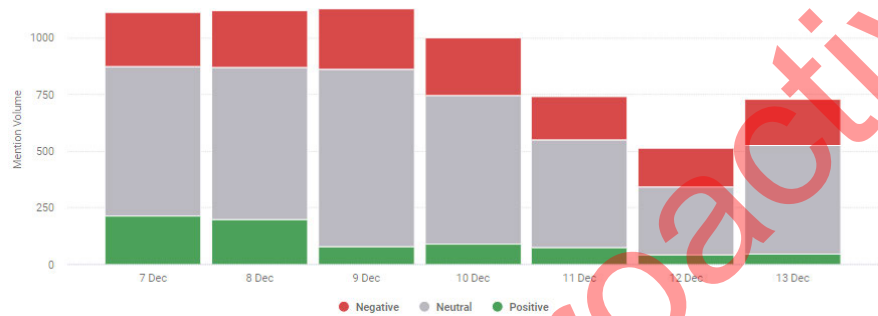
Team of 5 Million



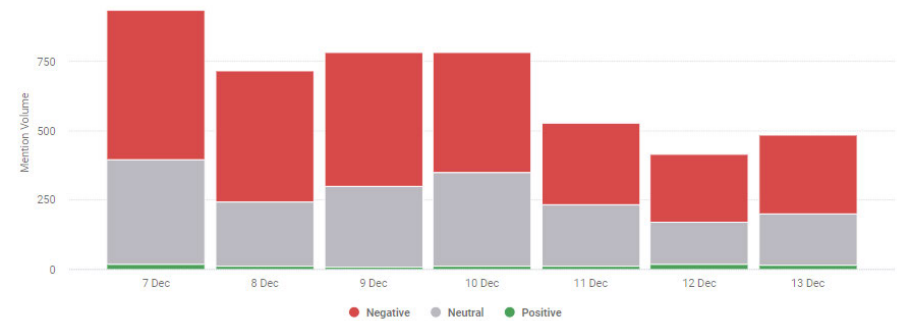
Mental Health



Contact Tracing



Domestic Violence



Proactively Released

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 ^[a]	Alert Level ^[59]					
	New Zealand	Wellington Region	Northland Region	Upper Hauraki	North West Waikato ^[b]	Auckland Region
21 March 2020			2			
23 March 2020			▲ 3			
26 March 2020			▲ 4			
28 April 2020			▼ 3			
14 May 2020			▼ 2			
9 June 2020			▼ 1			
12 August 2020			▲ 2			▲ 3
31 August 2020			— 2			▼ 2.5
22 September 2020			▼ 1			— 2.5
24 September 2020						▼ 2
8 October 2020			— 1			▼ 1
15 February 2021			▲ 2			▲ 3
18 February 2021			▼ 1			▼ 2
23 February 2021			— 1			▼ 1
28 February 2021			▲ 2			▲ 3
7 March 2021			▼ 1			▼ 2
12 March 2021			— 1			▼ 1
24 June 2021	— 1	▲ 2			— 1	
30 June 2021		▼ 1				
18 August 2021			▲ 4			
1 September 2021	▼ 3		— 4	▼ 3		
3 September 2021	— 3		▼ 3	— 3		— 4
8 September 2021			▼ 2			
22 September 2021				▲ 3	— 2	▼ 3
26 September 2021		— 2		▼ 2		
4 October 2021			— 2		▲ 3	— 3
9 October 2021			▲ 3			
20 October 2021	— 2		▼ 2	— 2		— 3

Total sentiment breakdown at key dates

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

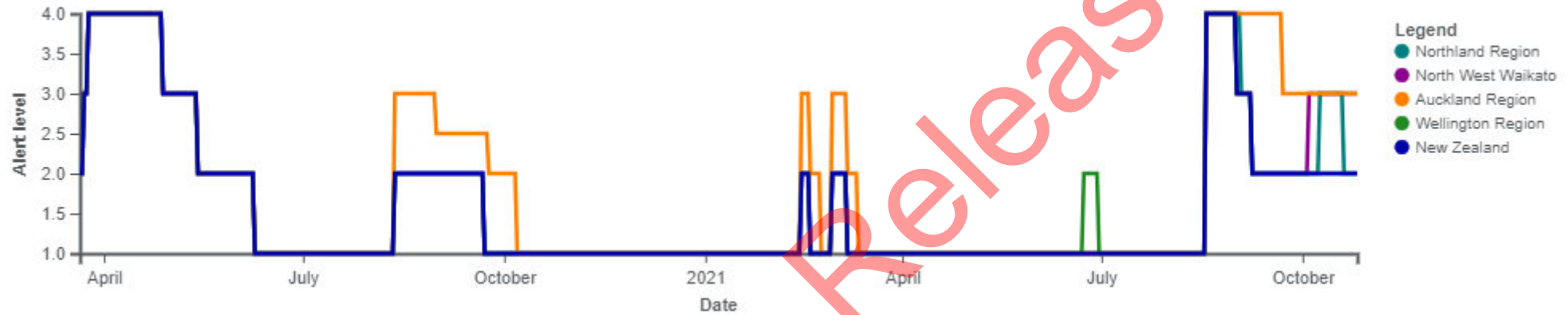
Date	% Neg	% Neu	% Pos
22-Sept-21	41	43	16
26-Sept-21	48	36	16
4-Oct-21	44	40	16
9-Oct-21	43	41	16
20-Oct-21	42	43	15

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

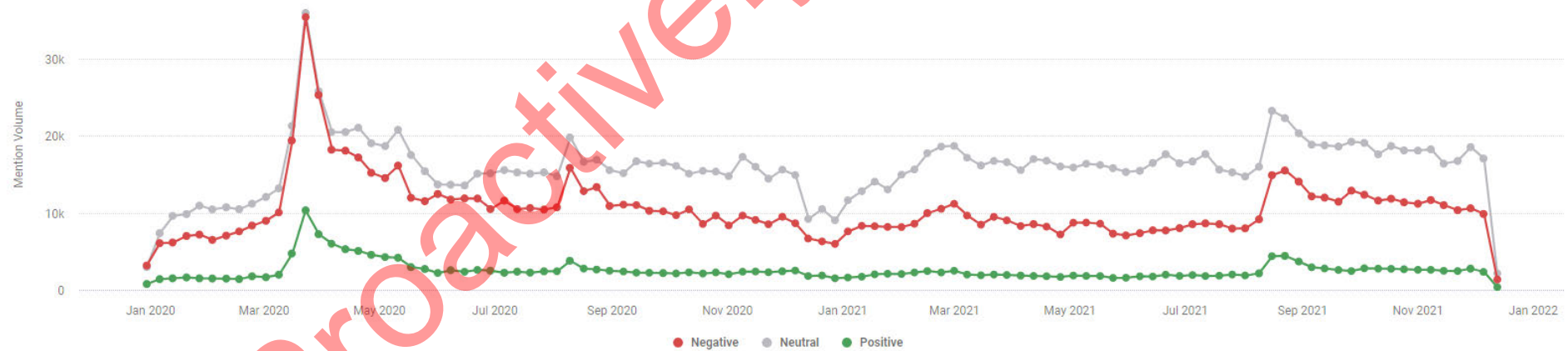
b. ^ From 4 October 2021 comprising Raglan, Te Kawwhata, Huntly, Ngāruawāhia, Hamilton City and some surrounding areas. This area was extended on 9 October to include Waitomo District, including Te Kuiti, Waipa District and Ōtorohanga District.¹

Changes in alert levels.

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



Sentiment breakdown for total dataset Jan 2020 - today



Thank you

Proactively Released

Unite Against COVID-19: Social Conversation Analysis

Four-day period ending
16 December, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts examined conversation surrounding the re-opening of the borders around Auckland. New Zealanders are sharing experiences of travelling across Auckland borders including if they encountered a checkpoint, if they were checked and how smoothly traffic was flowing. Some are voicing their happiness and relief at seeing their friends/family in person again.

Measuring categories of conversation:

There was a 21% increase in the total volume of conversation. All categories increased in volume with the largest being the Virus and Timeframe categories which each increased by 29%.

All categories decreased in negative sentiment. The largest shift was the Financial Stability category with a 4% decrease in negative sentiment moving to a 4% increase in neutral sentiment.

The total dataset became 1% less negative and 1% more positive.

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 Auckland borders reopening.
- 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 experiences of travelling across Auckland borders. Some are voicing their happiness and relief at seeing their friends/family in person again.

Analysts examined conversation surrounding the re-opening of the borders around Auckland. The sentiment of this conversation is predominantly neutral (66%) with much of the content factual in tone.

Positive sentiment includes people sharing their happiness and relief to see loved ones again in person.

Some people are discussing how they plan to travel safely. There are those who are fully vaccinated and planning to visit elderly or vulnerable friends/family who intend to get a test before traveling to be as safe as possible.

Some fully vaccinated people are asking why rapid antigen tests are only available to the unvaccinated. Others are asking for clarity on what the requirements are to get one or buy them, or when to use them.

For some their summer plans are feeling a little uncertain due to pandemic development.

Some are sharing their experiences of crossing the Auckland boundary e.g, if they encountered a checkpoint, if they were checked and how smoothly traffic was flowing.

Some are excited at being able to leave Auckland to visit loved ones in person.



I will be able to hug my 87 year old dad for the first time since **lock down** now we can leave Auckland. Can't wait to see and here his voice. Merry Christmas every **one**

Didn't think it would impact me this much, but it is an enormously relieving feeling to know that I can jump in my car and drive down to see my folks if they need something without having to think about border exemptions or COVID tests

10:57 AM · Dec 15, 2021



Some vaccinated people are keen to be tested prior to travelling to keep others safe.

With this good news, my vac passport and my newly aquired box of covid rapid antigen tests I look forward to heading out of Auckland to see family this Christmas :-)
90% double vax of eligible pop in NZ, very proud of us all.

It's so weird to think we are leaving Auckland in 2 days! Vaxxed, pending test results. Taking 5 days to get to stay with those over 70. I am fine with these precautions.

10:36 AM · Dec 13, 2021



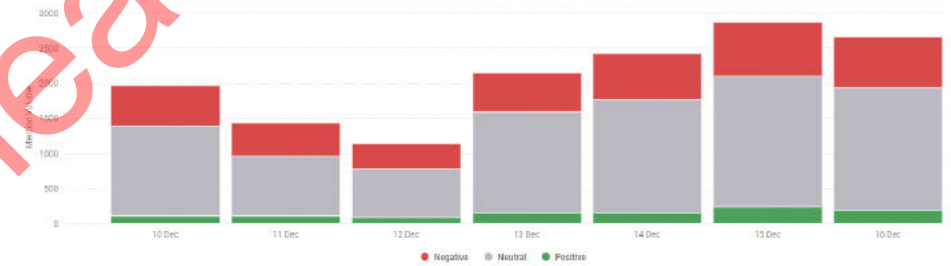
Some (perhaps unvaccinated) are voicing their intention to get tested before travel.

Prolly get tested to travel... if the iwi let me.

12:21 PM · Dec 16, 2021



Volume and sentiment of conversation about Auckland's boundary being removed, December 10 - 16



Sentiment of conversation December 13 – 16. Negative 27% Neutral 66% Positive 7%

Some are sharing how the Auckland boundary/border processes/check points are running smoothly.



- reddit.com

[Auckland exodus traffic reports](#)

I'm at Taupiri, just had breakfast at Hopin Stopin. No checkpoint, smooth traffic flow. Left Auck at 6:15 - no hold ups at all

No one turned around at the Auckland border thus far, they either had vaxx cert or negative test at the ready for the checkers. Currently no queues. Nice one everyone involved.

6:43 AM · Dec 15, 2021





I left Auckland via the airport which seemed pretty (pre covid) normal to me. And to visit family and friends

4:05 PM · Dec 15, 2021



Some are discussing their experiences of boundary checkpoints.

 · Dec 15, 2021 


Hard to believe but they are turning around cars at the Northern checkpoint for no Vax pass or test. Looks like Iwi were right to be concerned

· 2 days ago

I drove up from Tauranga to Auckland this morning. (Vaxxed)

No checkpoints either way.


No border checks heading south at Uretiti. Normal traffic flow. Sadly not the case heading north, police doing spot checks only and operating a slip lane to keep traffic flowing but still slow. Traffic out of Auckland was constant and building from 6:30am.


1:23 PM · Dec 15, 2021 

Glad that the police will be checking people's vaccination passes/negative tests as they travel.

Hi Mark. I think you need to realise that the police are doing the rest of New Zealand a favour by making sure only those with reason to travel are.

You do not appear to appreciate how the rest of New Zealand enjoys *not* having COVID.

8:50 AM · Dec 15, 2021 


 Just comply to our roadblocks, travel safe... They're looking after all families.

Expectations of what will be happening regarding police and checkpoints.


It's been clear for weeks that there'd be spot checks, not a border where everyone is stopped.

Meaning you're breaking the law if you don't have a vaccine pass. But you're only checked randomly.

Much like police don't check everyone's breath alcohol, but they can at any time.








2:18 PM · Dec 14, 2021 

Some New Zealanders are uncertain what their summer holiday plans due to pandemic developments.


 My plan all depends on how the pandemic goes, if the number of cases is decreasing, I will take a day or two to travel to Waiheke Island, if not, I will either just stay at home or go to the nearby beach. 😞


· 18 hr. ago

I don't know how anyone can make plans for travel etc at the moment. Things change so much by the day


 11   Reply  Share  Report  Save  Follow


This fully vaccinated commenter is planning their holiday to avoiding check points which they oppose.

 I was going to go around East Cape in the caravan for a few weeks after Xmas but are not wanted there, so though Northland but I am not complying to the separatist system even thou fully vaxed so heading down through the Naki as the only place I have never been in NZ so they can have our spending for the two weeks.


Like · Reply · 2 d  48

Some are expressing frustration that those who are vaccinated are not able to have free rapid antigen tests prior to travelling with others asking for clarity on this decision.


 It's a shame they aren't making rapid antigen tests available for vaccinated people. Some of us want to make sure we are negative before we leave Auckland without clogging up the PCR labs.

 Ministry of Health - Manatū Hauora "free for unvaccinated people" - can you please clarify if these tests will also be free for fully vaccinated people whom wish to leave Auckland but want to be sure they are not carrying the virus to family in remote areas, Thanks


We need some clarification over the tests at chemist. Been to local one, "they're not for everyone, just if you are leaving Auckland & its still a nasal swab, only some are doing saliva tests" - which tells me there's fuck all of these kits. Meanwhile they are free all over the world


5:39 PM · Dec 13, 2021 

Can vaccinated people buy and take a rapid antigen test before travelling? Just wanna be safe :) I'm seeing that it's only available to unvaccinated as proof of travel..

8:04 AM · Dec 16, 2021 

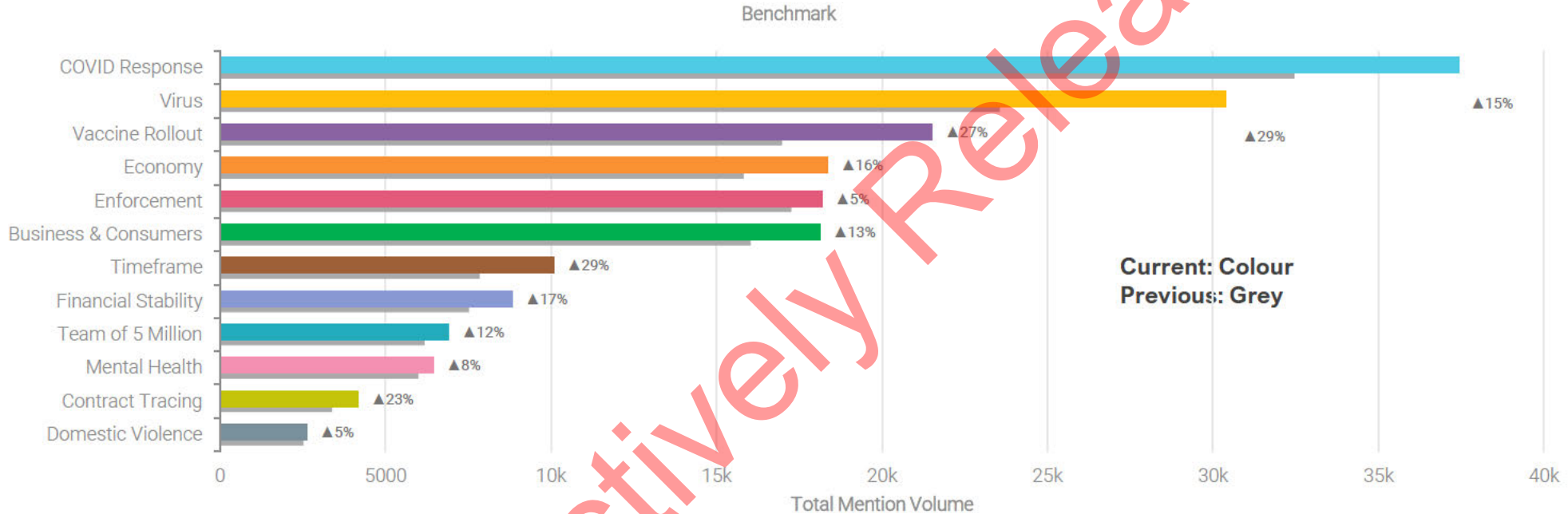
Drawing parallels between the reuniting of families due to the Auckland border reopening and wanting to open the New Zealand border.

 That's lovely. Hopefully this can help us all see the significance of opening the border and ending the hermit kingdom. The affect this is having on people can't continue. 1 in 3 kiwis are born overseas after all

Like · Reply · 1 d  3

Category change: Benchmark

Comparing current period (Dec 13 – 16) with shift from previous 4-day period (Dec 9 – 12)



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

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

Total volume of conversation rolling 4-day window:

Current: 114,851 (+21%)

Previous: 94,942

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

Current: Neg 41%, Neu 42%, Pos 17%

Previous: Neg 42%, Neu 42%, Pos 16%

Net sentiment of each category

Comparing current period (Dec 13 – 16) to previous 4-day period (Dec 9 – 12)

All categories decreased in negative sentiment shifting towards a more neutral conversation. The largest shift is the Financial Stability category with a 4% decrease in negative sentiment shifting to neutral.

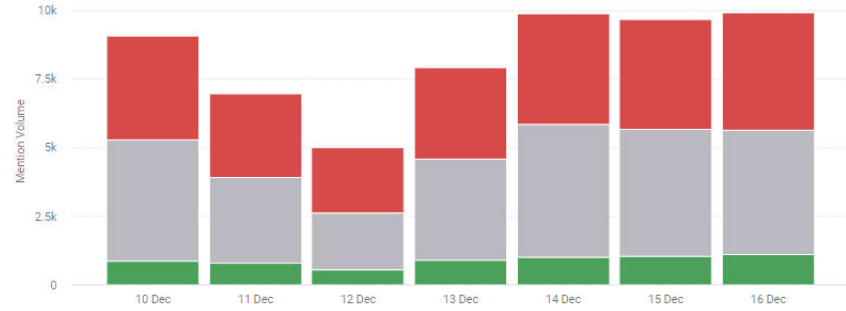
The Mental Health category increased by 2% in positive sentiment

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	32	-2	60	3	8	-1
Enforcement	37	-3	53	3	10	0
Virus	41	-2	49	1	10	1
Covid Response	42	-1	47	1	11	0
Economy	34	-1	58	2	8	-1
Mental Health	47	-2	46	0	7	2
Financial Stability	39	-4	53	4	8	0
Team of 5 Million	30	-2	43	1	27	1
Contact Tracing	25	-2	68	4	7	-2
Timeframe	26	0	57	0	17	0
Domestic Violence	57	0	40	0	3	0
Vaccine Rollout	46	-2	42	2	12	0

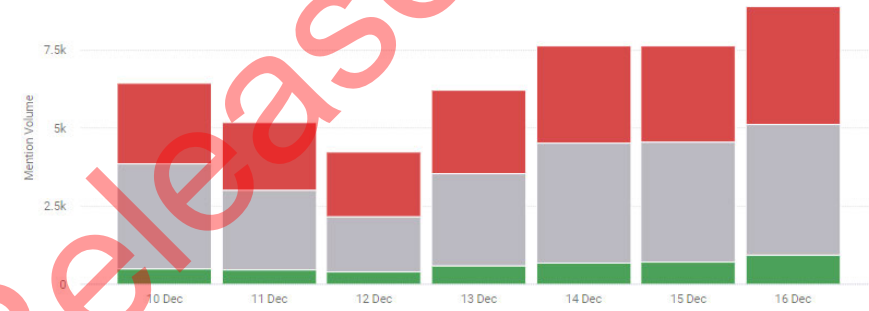
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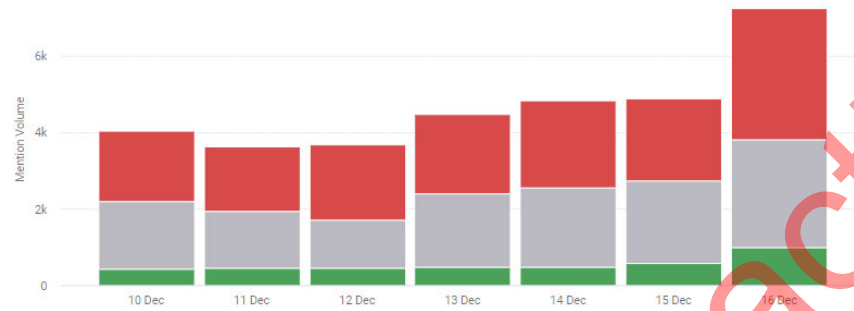
COVID Response



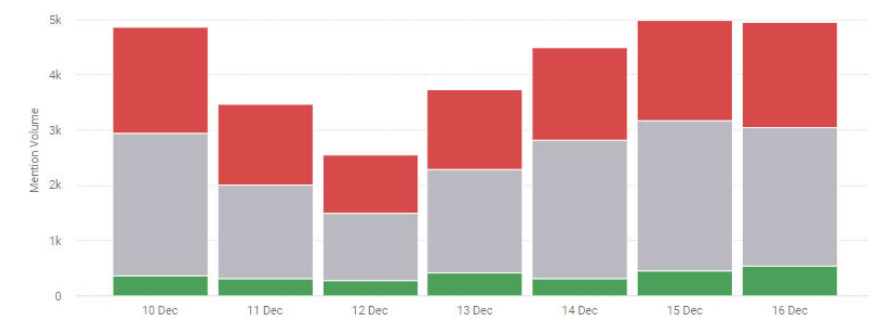
Virus



Vaccine Rollout



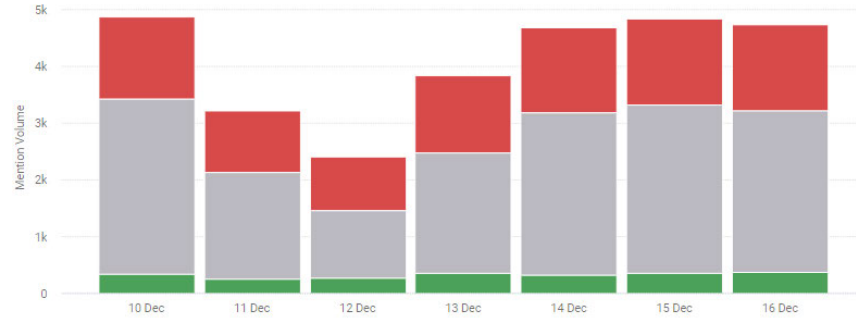
Enforcement



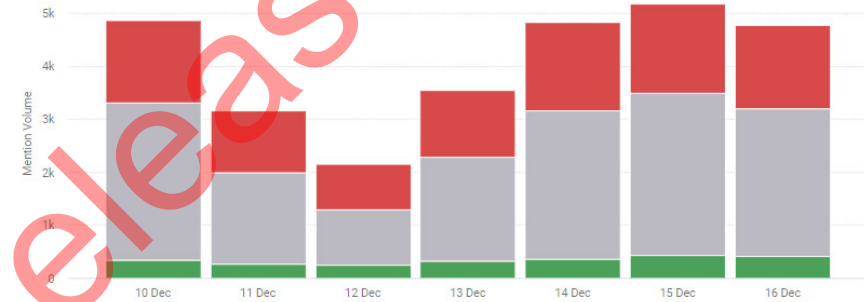
Proactively Released

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

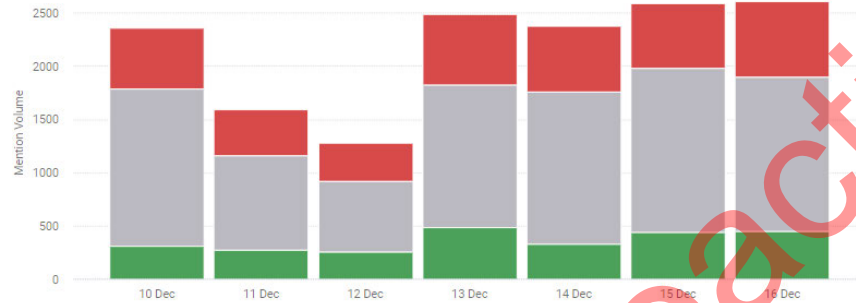
Business & Consumers



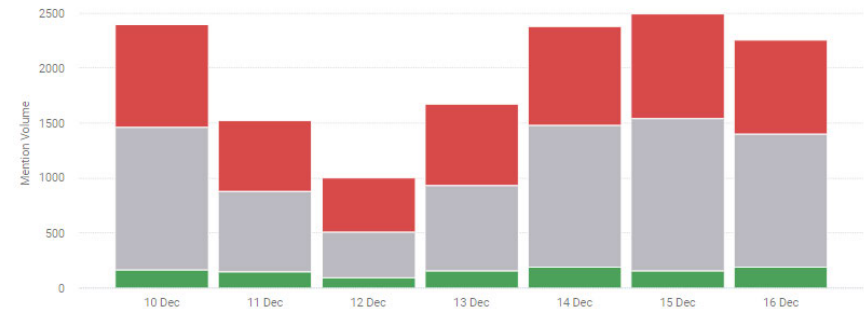
Economy



Timeframe



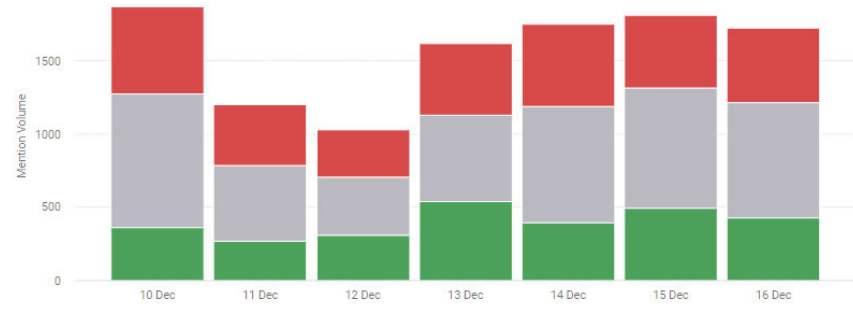
Financial Stability



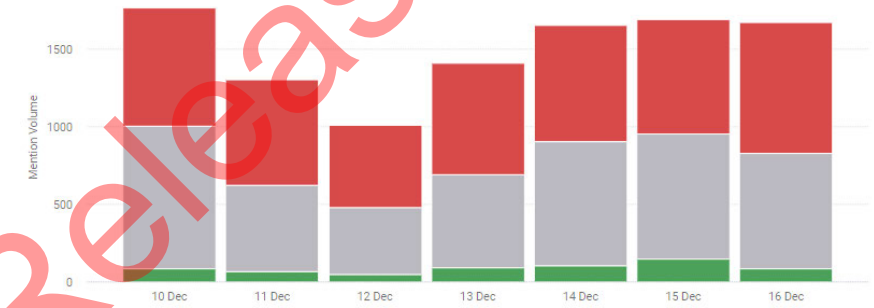
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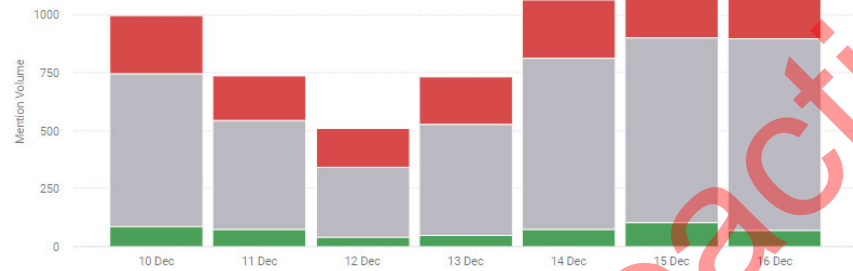
Team of 5 Million



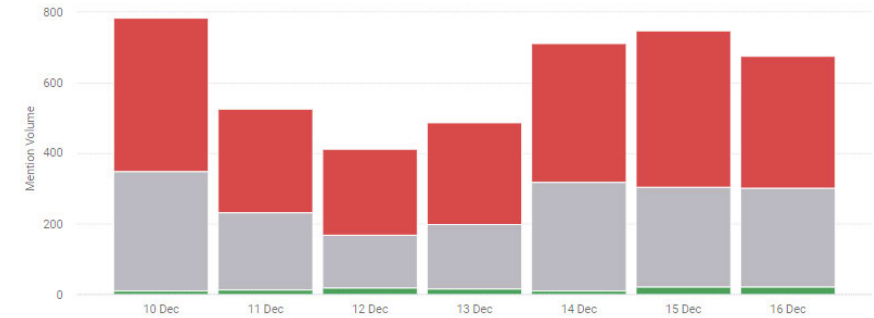
Mental Health



Contact Tracing



Domestic Violence



Proactively Released

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

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

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

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

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

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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.

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 ^[a]	Alert Level ^[59]					
	New Zealand	Wellington Region	Northland Region	Upper Hauraki	North West Waikato ^[b]	Auckland Region
21 March 2020			2			
23 March 2020			▲3			
26 March 2020			▲4			
28 April 2020			▼3			
14 May 2020			▼2			
9 June 2020			▼1			
12 August 2020			▲2			▲3
31 August 2020			—2			▼2.5
22 September 2020			▼1			—2.5
24 September 2020						▼2
8 October 2020			—1			▼1
15 February 2021			▲2			▲3
18 February 2021			▼1			▼2
23 February 2021			—1			▼1
28 February 2021			▲2			▲3
7 March 2021			▼1			▼2
12 March 2021			—1			▼1
24 June 2021	—1	▲2			—1	
30 June 2021		▼1				
18 August 2021			▲4			
1 September 2021	▼3		—4	▼3		
3 September 2021	—3		▼3	—3		—4
8 September 2021			▼2			
22 September 2021				▲3	—2	▼3
26 September 2021		—2		▼2		
4 October 2021			—2		▲3	—3
9 October 2021			▲3			
20 October 2021	—2		▼2	—2		—3

Total sentiment breakdown at key dates

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

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

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

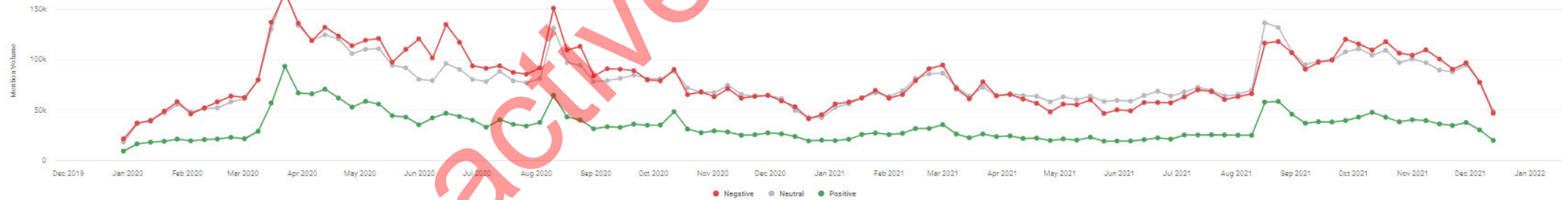
b. ^ From 4 October 2021 comprising Raglan, Te Kauwhata, Huntly, Ngāruawāhia, Hamilton City and some surrounding areas. This area was extended on 9 October to include Waitomo District, including Te Kuiti, Waipa District and Ōtorohanga District.¹

Changes in alert levels.

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

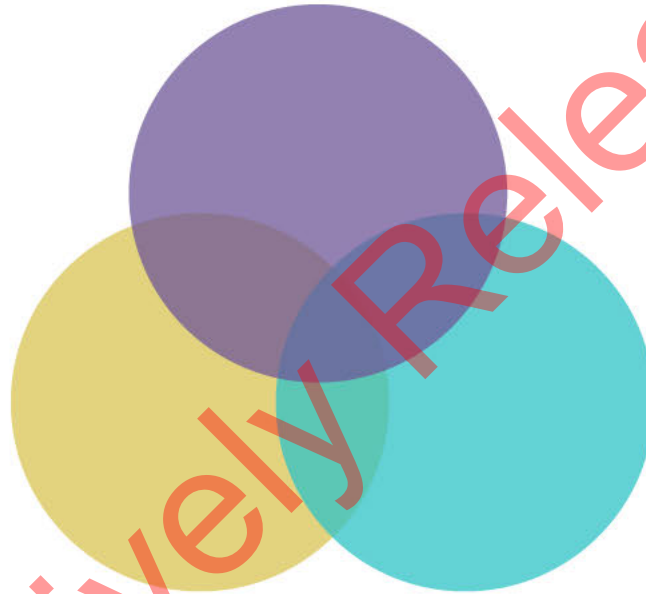


Sentiment breakdown for total dataset Jan 2020 - today



Thank you

Proactively Released



Unite Against COVID-19: Social Conversation Analysis

Four-day period ending
20 December, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts examined conversation about New Zealanders' concerns and considerations as we move towards 2022 - in particular, how the country prepares to live with a higher level of COVID in the community.

Some New Zealanders are discussing what living with increased COVID cases in the community will mean for them. Some are positive about continuing to comply with public health advice around masks, social distancing and getting their booster vaccine when it is available to them. The detection of the Omicron variant in our border MIQ system has led to discussion about what this will mean for New Zealand's COVID response.

Measuring categories of conversation:

We saw an overall decline of 26% in total volume of conversation with all categories decreasing. The largest decrease was in the Economy and Financial Stability categories (35%) followed by Covid Response at 33%.

Most categories increased slightly in negative sentiment. Total dataset increased 2% in negative sentiment.

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

What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**
Analysts explored conversation about the future months and the prospect of living with increased COVID cases in the community.
- 2. Measuring Categories of Conversation p.g. 6 - 12**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.
- 3. Total sentiment benchmarks p.g. 13**

Proactively Released

Some New Zealanders are discussing what living with increased COVID cases in the community will mean for them. The detection of the Omicron variant in NZ's MIQ is causing concern.

Analysts examined conversation about people's concerns and considerations as we move towards 2022 - in particular, how the country prepares to live with a higher level of COVID in the community.

Topics we observed included those who were acknowledging gratitude for New Zealand's low case numbers and low number of deaths compared to other countries' pandemic experience.

There are those who are discussing what living with COVID in the community will mean/means to them. Some are positive about continuing to comply with the public health advice including wearing masks, social distancing and are keen/prepared to get their booster when it become available to them.

With the Omicron variant now detected within arrivals to New Zealand in MIQ people are questioning what impact this will have on the timeline to reopen the borders along with MIQ requirements for travelers.

With an assumption that Omicron will eventually get into the community, there are discussions about how the current protection framework will be used or adjusted.

Thankful that New Zealand has been able to avoid the case numbers that other countries have experienced.

I feel for you. I'm glad I'm in NZ where our Government did take a preventative reaction in the beginning... Although now we are moving towards "living with Covid", but I am hoping that cuz 90% of our population over 12 is now vaccinated, that will help!

11:56 AM · Dec 17, 2021

It's not. If we didn't have the COVID response that we have we would have COVID running free like other countries. People like to use that argument as an excuse.

6:23 AM · Dec 20, 2021 from Horowhenua District, New Zealand

Discussing 'living with the virus' and the protection the vaccination provides.

Aren't we living with covid now? The new variants will get in. 90% vaccination rate. What are we scared of?

Learning to live with the VIRUS is important. Vaccinated people are not likely to need Hospital treatment or ventilation SYSTEMS. You are responsible for your own health.

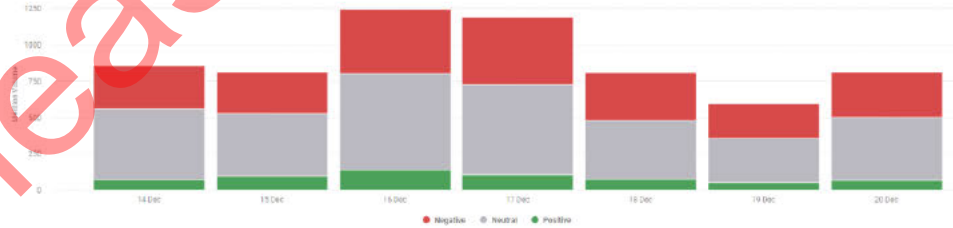
Like · Reply · 1 d

Getting a regular booster shot will be less hassle than starting again with a new vaccine.

Feeling grateful that the vax seems to inhibit Omicron as well as delta - the hassle of getting a booster is surely better than having to start over with a whole new vax. 🙏 to those who do the mahi to create the miracle that vaccines are. I know there are doubts but the numbers...

6:24 PM · Dec 16, 2021

Volume and sentiment of conversation, 14 – 20 December



Sentiment of conversation (seven days: 14 – 20 Dec)
Negative 37% **Neutral 53%** **Positive 10%**

Positive about continuing to comply with public health measures and cautiously confident about getting on with things.

no problem. I'm sensible I'll get a booster when it's available to me and keep masking up and socially distancing without whining. Covid doesn't care about whining, it's not a line of defense.

I'll be in the Sth Island having Xmas with my grandkids, safely & can eat in any cafe or pub on the way. I'm unlikely to get any major side effects if/when I get covid unlike you. Annual flu jabs have been a thing for years, & I've been wearing masks since last year 😊. Free? Yep

8:42 PM · Dec 20, 2021

Discussion about the arrival of Omicron in NZ and waiting to see what happens next.

Shouldn't we be nervous that #Omicron cases at MIQ is growing?? That it's only a matter of time?

hub Newshub @NewshubNZ
 "We need to know more about this variant": Baker wants to delay reopening NZ's border in bid to keep Omicron out dlvrit/SFFQGH
 6:17 AM · Dec 20, 2021

1st NZ Omicron case is in MIQ. I gleefully look forward to all the 'the sky is falling' tweets over the next few days. 😊 Not knocking people's concerns, by the way, just hoping in vain for some perspective. Might be awful, might not be. I'm firmly in the 'wait and see' camp
3:48 PM · Dec 16, 2021

Considering how border restrictions & MIQ procedures are keeping Omicron out of the community.

With the Omicron case in MIQ being double-vaccinated and tested before departure, it's hard to see self-isolation for international arrivals going ahead as scheduled, no matter how much political noise there is around it.
4:51 PM · Dec 16, 2021

22 cases of #Omicron in MIQ all I'll say is thank fuck for MIQ.
3:02 PM · Dec 20, 2021 from Timaru District, New Zealand

Considering how media is covering Omicron and how New Zealanders are relating and responding to news about the new variant.

But right now there is no omicron that we know of in the community.. So can you stop with the daily fear mongering.. I think if someone wants to educate themselves in a sensible way they can. This daily doom and gloom reporting helps no one.
6:23 AM · Dec 20, 2021

This commentor is prioritising safety and following health precautions to ensure Christmas plans go ahead.

Shared lunch scheduled for tomorrow at work.
I'm the only person not taking part.
Tomorrow is 5 days post wellington protest where 1/3 of the office went unmasked and mingled with 100s/1000s of others from all over the country.
I do not want to give or get covid for Christmas
9:25 AM · Dec 20, 2021

Discussion of where we might be in the pandemic timeline and living in uncertain times.

For now... but according to Ashley, "the vaccine is 40% effective against symptomatic illness", but with a booster it goes up ...
Today is just another small step along a very long road
8:18 PM · Dec 16, 2021

Some are expressing heightened anxiety about the potential spread of Omicron in the community. This includes concern about children's access to vaccines.

Wait for it the so called recovered case I bet isn't really recovered only time before it's spreading rapidly in the community and this **one** doesn't respond very well to vaccines!
Hurry up and get booster shots they say. Hurry up and let our kids get their first doses!!! Our young population is completely unprotected and not prioritised high enough. Long covid is a thing. Kids getting seriously ill and dying is a thing. HURRY THE F UP!!
10:52 AM · Dec 20, 2021

Some are directing attention to friends and families' COVID-19 experiences overseas.

Was speaking to sister in London yesterday and she's basically resigned to getting it, especially with children home for Christmas. Just hoping it will be reasonably mild (she had a booster recently).
7:34 PM · Dec 19, 2021

Concern for what the experience of self-isolation could be like due to an individual's circumstances.

Found out today that a friend's daughter (double vaxxed) caught Covid from her 3yo. She had to isolate at home sick with her 3 kids. Two of whom had Covid. This is a solo parent's worst nightmare.
7:21 PM · Dec 14, 2021

Some are planning or optimizing their lives to be more sustainable if restrictions are increased.

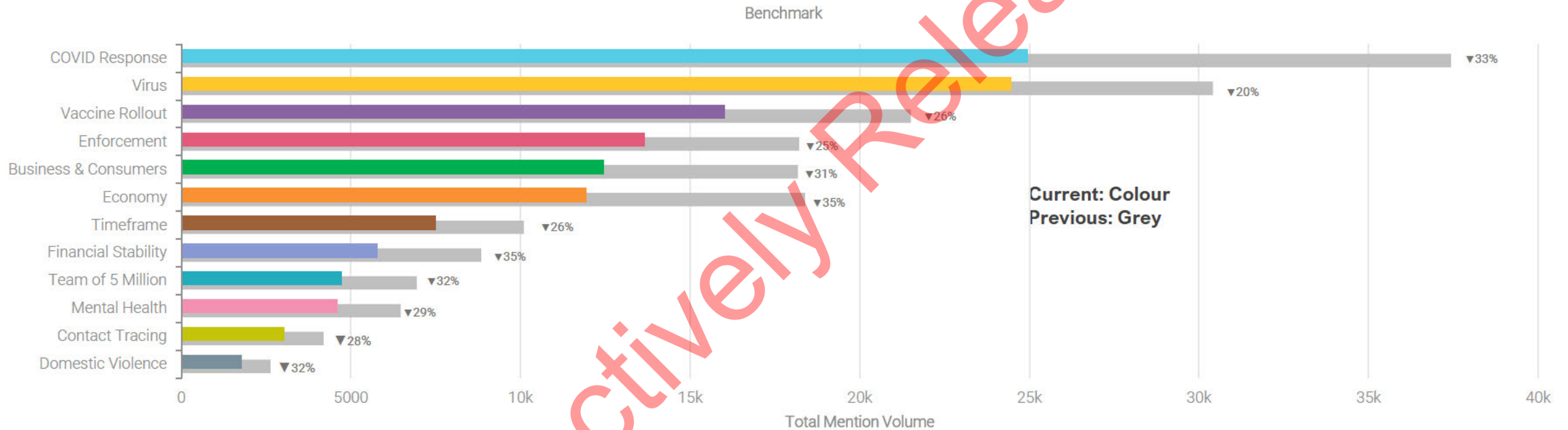
Who wants to create a childcare bubble with me if/when shit gets worse in CHCH? I want to work from home as much as possible, and really want to avoid sending my child to daycare. I can't earn money if my daughter is destroying the house around me. I don't want her to get covid.
2:13 PM · Dec 18, 2021

There are discussions about how/if the current Protection framework will be used/updated if Omicron were found in the community.

I'd put my money on red traffic light levels with extra specific restrictions sprinkled in. Total speculation obviously
Vote Reply Share Report Save Follow

Category change: Benchmark

Comparing current period (Dec 17 – 20) with shift from previous 4-day period (Dec 13 – 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: 85,223 (-26%)

Previous: 114,752

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

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

Previous: Neg 41%, Neu 42%, Pos 17%

Net sentiment of each category

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

Most categories increased slightly in negative sentiment.

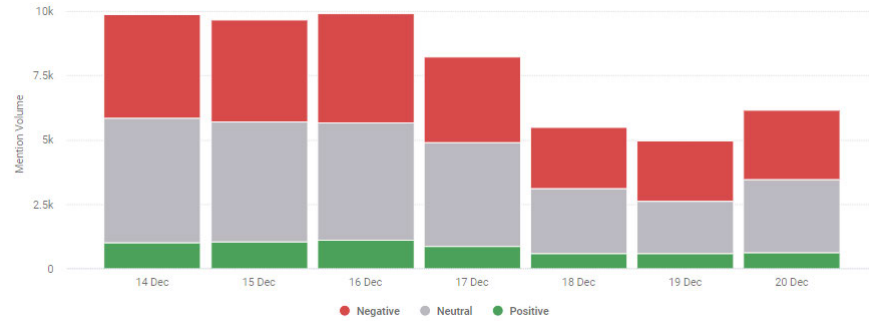
The largest increase in negative sentiment was from categories Virus, Mental Health, Contact Tracing and Vaccine Rollout with 4%. Additionally, Vaccine Rollout demonstrated the most decrease in neutral sentiment with 5%.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	35	3	57	-3	8	0
Enforcement	39	2	50	-3	11	1
Virus	45	4	46	-3	9	-1
Covid Response	43	1	46	-1	11	0
Economy	35	1	56	-2	9	1
Mental Health	51	4	42	-4	7	0
Financial Stability	42	3	49	-4	9	1
Team of 5 Million	32	2	43	0	25	-2
Contact Tracing	29	4	64	-4	7	0
Timeframe	28	2	56	-1	16	-1
Domestic Violence	56	-1	41	1	3	0
Vaccine Rollout	50	4	37	-5	13	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.

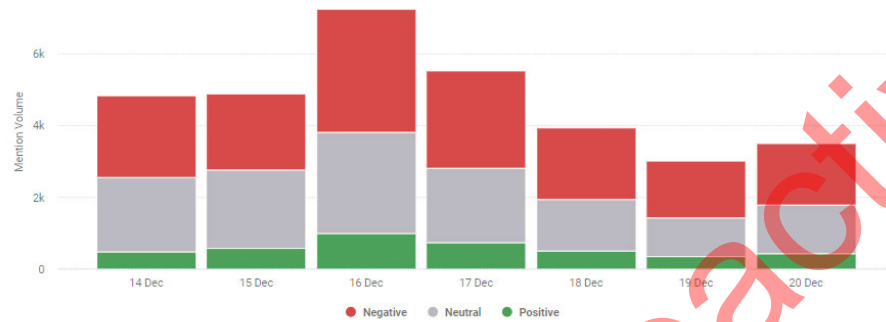
COVID Response



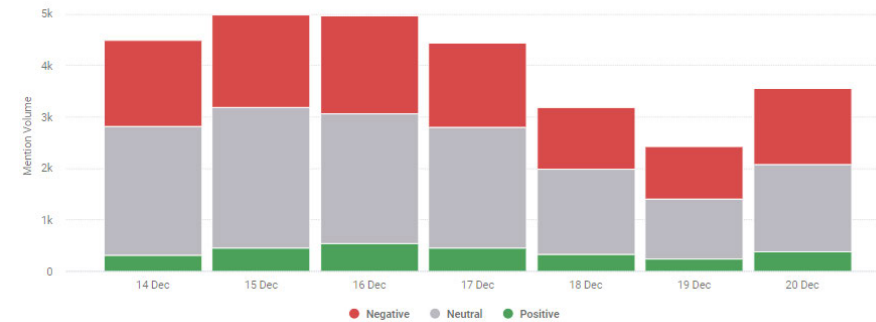
Virus



Vaccine Rollout

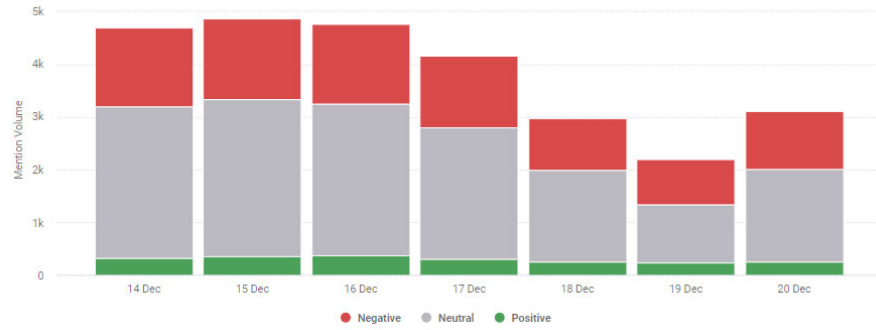


Enforcement

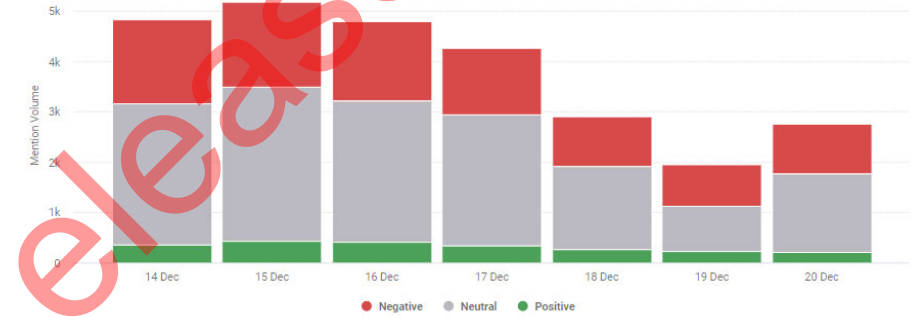


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

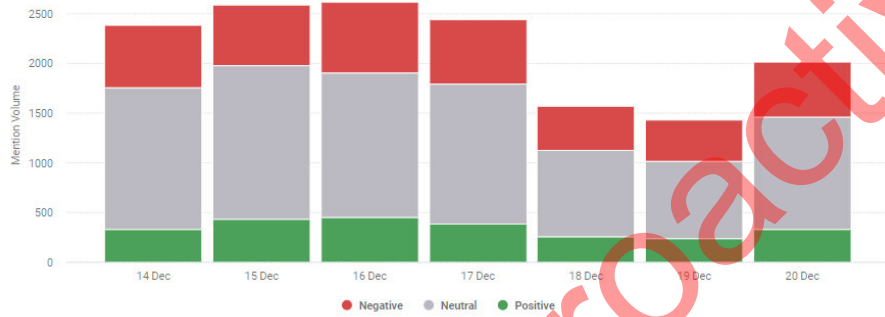
Business & Consumers



Economy



Timeframe

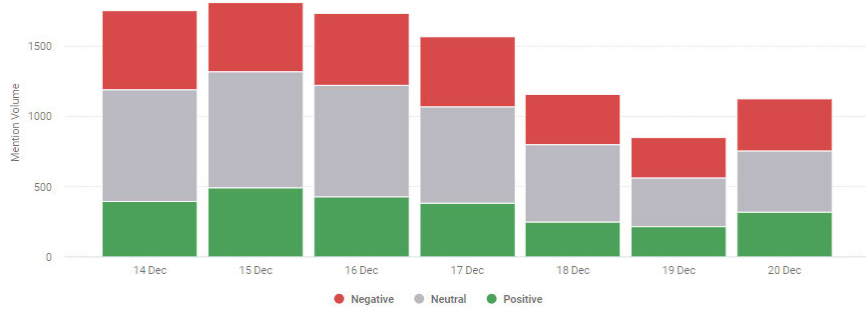


Financial Stability

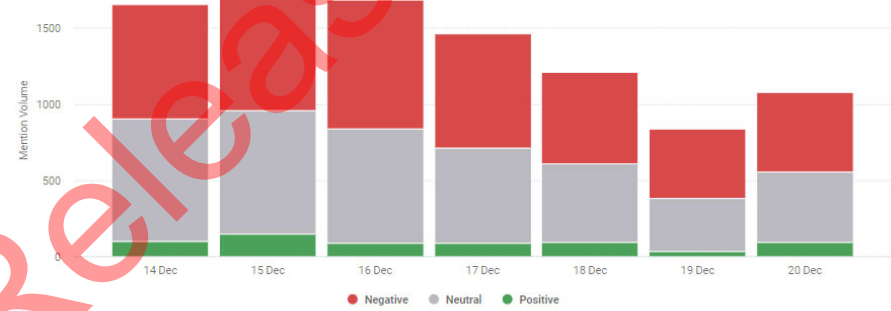


Proactively Released

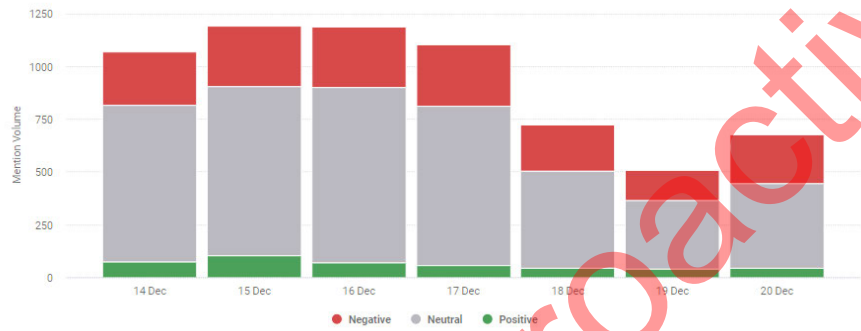
Team of 5 Million



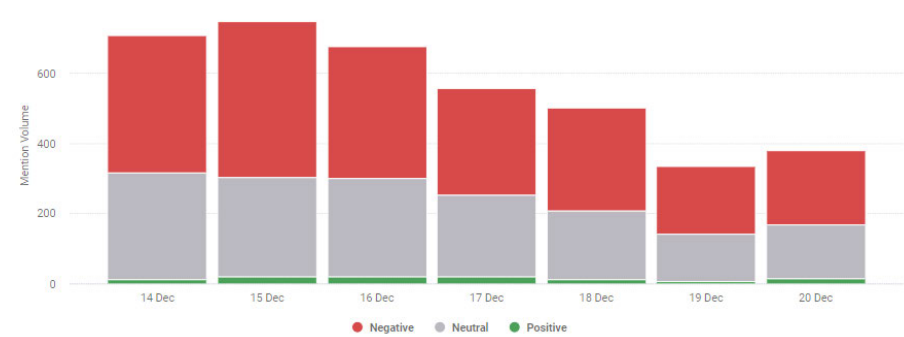
Mental Health



Contact Tracing

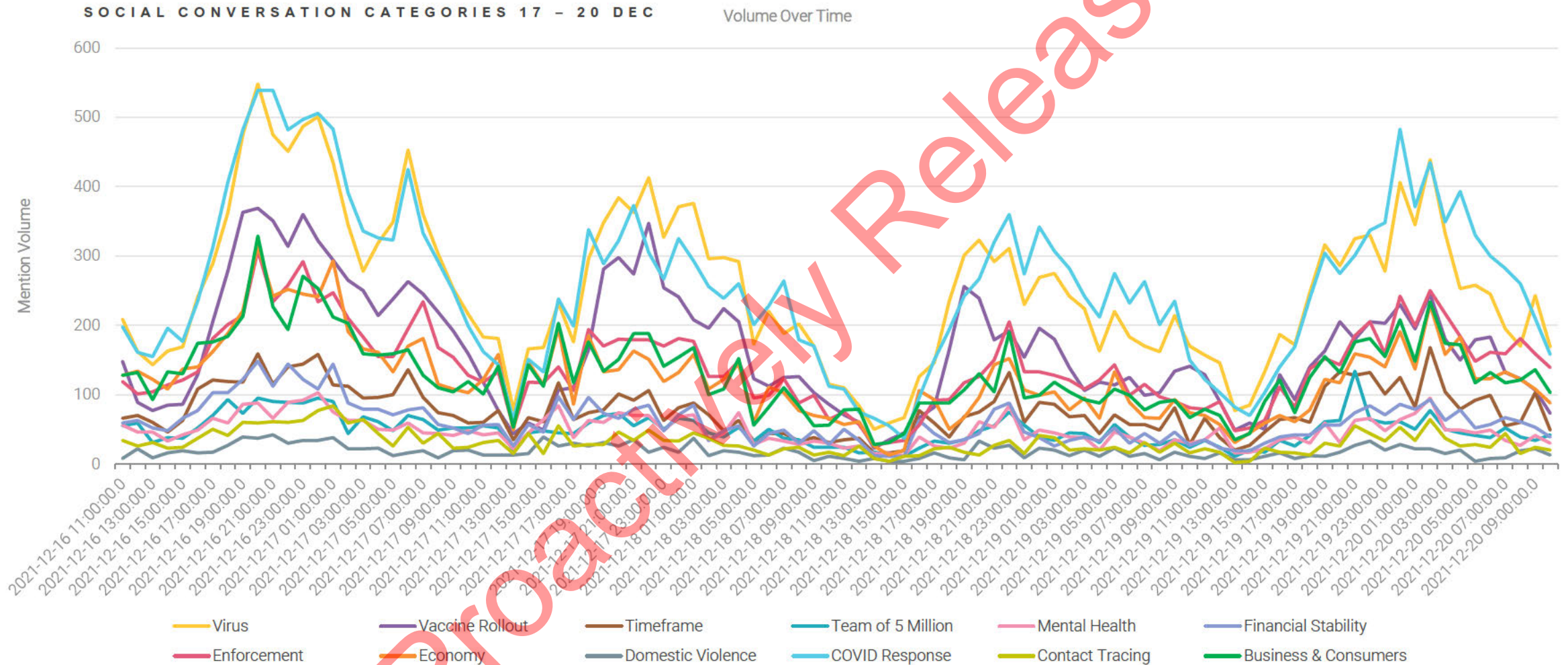


Domestic Violence



Proactively Released

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

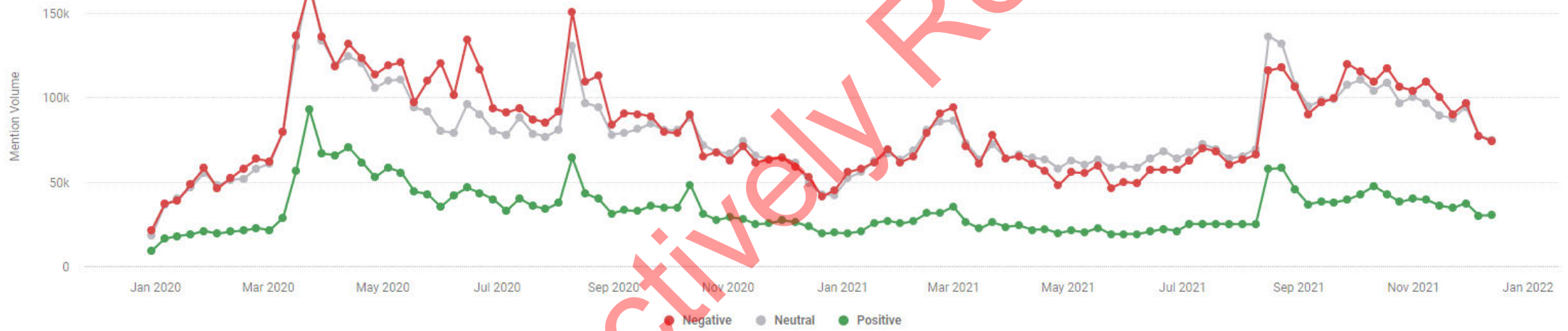
The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

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.

Total volume and sentiment of dataset overtime.



Thank you

Proactively Released

Unite Against COVID-19: Social Conversation Analysis

For the 7-day period ending
30 December, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts examined conversation about the COVID-19 Protection Framework. There was a low volume of conversation over the past seven days, and there were few prominent themes. Conversation includes reflections on the quality of life each traffic light setting allows and the level of protection each provide. There is discussion about how the COVID-19 Protection Framework may hold up against the Omicron variant.

Measuring categories of conversation:

All categories apart from Contact Tracing decreased in volume (Dec 24 – 30, 2021). The largest decrease was in the Vaccine Rollout category which fell by 43%. The Contact Tracing category increased by 9%.

Sentiment became less neutral overall. The Timeframe category increased in positive sentiment by 6%.

The sentiment of the total dataset became slightly less neutral.

Note: Time period differs throughout report, please refer to chart titles.

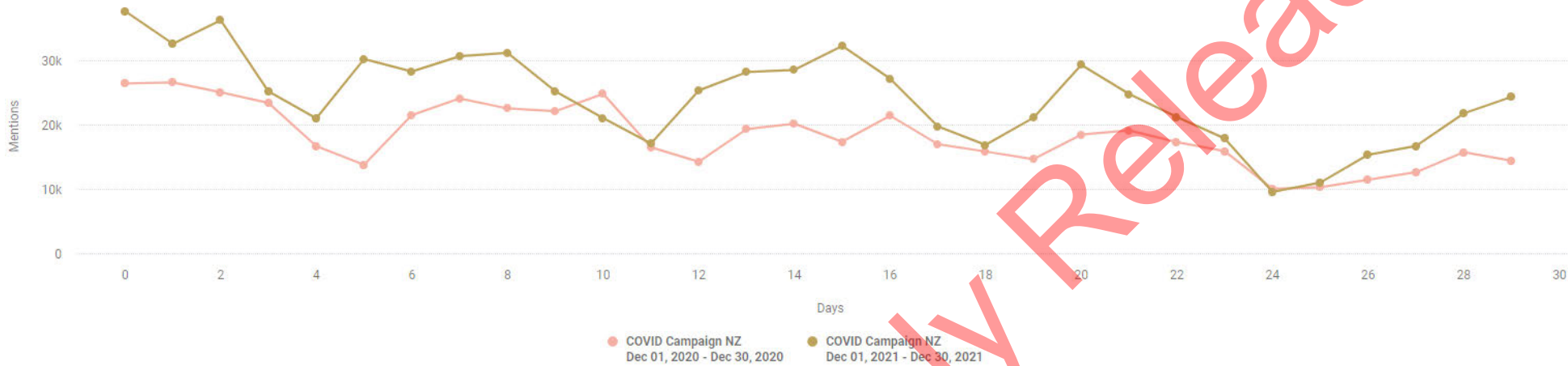
What's in this report:

1. **Comparing conversation during December year on year p.g. 4**
1. **Social Conversation Analysis p.g. 5 - 6**
Analysts explored conversation about the COVID-19 Protection Framework.
2. **Measuring Categories of Conversation p.g. 7 - 13**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.
3. **Total sentiment benchmarks p.g. 14**

Year-on-year comparison.

Comparing the month of December year-on-year. (December 31st excluded for consistency)

Chart displays December 1st as 0 on x axis e.g. Christmas day is displayed as day 24 in series.



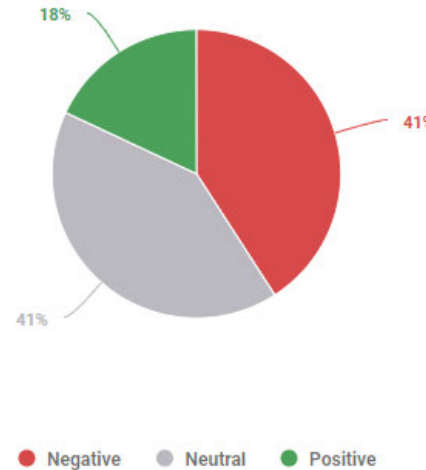
Total volume:
December 2020: 548,312
December 2021: 726,942

The volume of conversation about COVID related-issues on public social media in New Zealand during the month of December was 32% greater in 2021 compared to the same time period in 2020.

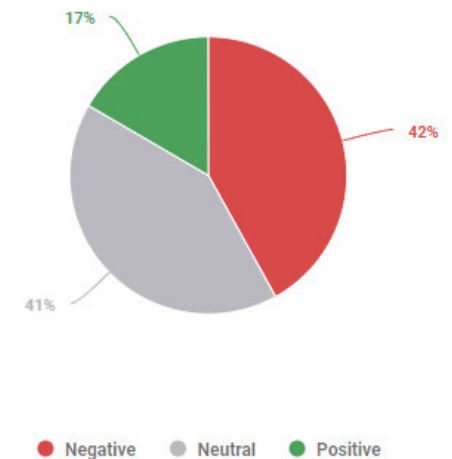
The total sentiment breakdown of the dataset is 1% more negative and less positive compared to the same period in 2020.

It is typical for online conversation to decrease over the festive period. See page 14 of this report for a volume and sentiment charting January 2020 to the present.

Total sentiment: December 2020



Total sentiment: December 2021



Some are reflecting on the quality of life each traffic light allows and the level of protection it provides. There is discussion about how the Protection Framework may hold up against the Omicron variant.

Analysts examined conversation about the COVID-19 Protection Framework in the lead-up to parts of New Zealand south of Northland moving from Red to Orange at 11.59pm on December 30.

There was a low volume of conversation over the past seven days, and we noted volume levels about the topic have generally been decreasing over the past month (please see graph on right).

Some are confused or uncertain about the government moving Auckland from Red to Orange despite Omicron community exposure.

Some are concerned that the COVID-19 Protection Framework will not hold up to Omicron variant. Some are particularly concerned about the risk of Omicron to children.

There continues to be some who are asking what the criteria is for remaining or changing settings while others have questions about requirements for each traffic light.

Some who are already in the Orange setting are happy with how it is working for themselves, their families and businesses.

Some are happy with how the Orange traffic light system is currently working for themselves, their families and businesses.

We have a very small comedy club (and work day jobs to keep it alive) and it is actually doing ok. Yeah it is rough, but the Orange traffic light system works for us. And we never saw our business as being more important than anyone health.

3:53 PM · Dec 29, 2021

Yup as a vaxxed individual, I like Orange - a lot. I especially like it for my daughters who both work in hospitality and meet about 600 people a day, as part of their jobs.

6:34 PM · Dec 28, 2021

The setting change to Orange will not impact on this commentor's day-to-day life.

- 9 hr. ago

The traffic light system feels restriction free to me anyways. We are able to travel within NZ, work, visit with friends and family, go shopping, out to eat, movies, whatever.

Orange will feel exactly the same to me as it will make no difference to my day to day life.

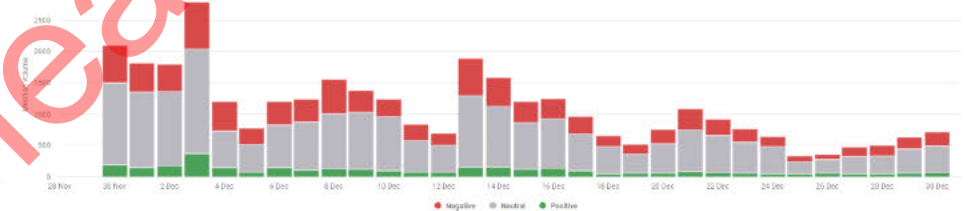
We can't stop the spread in the traffic light system, and even when we had more restrictions, people weren't following the rules anyways.

All I can do right now is keep up with my vaccinations and try to keep my distance from people I don't know. Other than that, I try to not stress myself out and make time to do things I enjoy.

The freedoms offered by the traffic light settings compared to Alert Level restrictions feels like a return to normal for this commentor.

Honestly, being in red in Auckland, compared to being in lockdown it feels like I'm in Level 1.

Volume and sentiment of conversation, November 30 – December 30



Sentiment of conversation (seven days: 24 – 30 December)

Negative 30% Neutral 60% Positive 10%

For some, the Protection Framework is one of the tools that has allowed New Zealand to be prepared for the inevitable Omicron cases.

Omicron obviously scary - most of us will likely get it or be boosted bet or e long. Silver lining: current traffic light system seems to be limiting Delta spread for now and allowing pple to have a life (caveats of low testing and unknown extent of Christmas spread). 1/

6:17 PM · Dec 29, 2021

FIVE Omicron locations of interest so far listed.

This had to happen at some stage.

We have prepared for it with a protection framework and vaccines.

I suspect Auckland may stay Red until we see if it has spread.

5:57 PM · Dec 29, 2021

Some are confused/uncertain about moving Auckland from Red to Orange despite Omicron exposure in the community.

I'm confused didn't they say if omicron was in the community we'd go to red but Auckland is moving to orange

8:03 PM · Dec 30, 2021

The letter 'O' is prominent in both Orange and Omicron...so let's not fcuk around with this and Akl STAY RED for a further 5 days to see what transpires...travel only within borders & crossing borders, req's exemptions. Omicron & Orange are not a good mix right now! 🤔😞

9:09 AM · Dec 30, 2021

With Omicron exposed to the community, why is Auckland still moving to Orange ahead of New Years Eve? Can we at least wait till we get any big super-spreader events out of the way?

9:26 AM · Dec 30, 2021



Omg are you seriously saying we now have potentially 100 community cases of the new variant and yet the government will still relax the traffic light systems. No wonder we are where we are !!



I am disappointed that Auckland will still move to orange. What happened to the precautionary principle?

This commentator is concerned the change to Orange will impact the risk of being exposed to Omicron and risking the health of their "elderly parents".

I have elderly parents and I work in hospo. If Auckland... when Auckland goes to Orange, that means for me that I have to go to work and take risk of being exposed to Omicron and therefore risk the lives of my parents. And I am getting downvoted. Great. Thank you for your thoughtful support, Aucklanders.

Some are concerned that the COVID-19 Protection Framework will not hold up to Omicron variant. Some are particularly concerned about the risk to children.

The paediatric Omicron surge seen in South Africa is happening in the US now: we need a new plan in Aotearoa as the Delta-based covid protection framework won't be enough to shield our unvaccinated tamariki. We must protect them. #covid19nz

I think we will end up back in L3/L4 as a country, if that happens. The alert system is overridden by the traffic light system, but is available if that is not working. I think Omicron will blow the traffic light system away

8:49 AM · Dec 29, 2021

This commentator believes Auckland will change back to the Red traffic light setting shortly.

See you later Red Traffic Light Alert.

I suspect you will be back before too long probably within days.

#Auckland #COVID19NZ #Omicron #Delta #Orange #Red #TrafficLightSystem #DJdimension

11:59 PM · Dec 30, 2021

Some are wanting to know the criteria for remaining at or moving between traffic light settings.

18 cases today. How can the country remain at orange? Ridiculous - and no shits given to peoples livelihoods. These guys are incompetent

1:36 PM · Dec 28, 2021

Why is Northland still in red and Gisbourne not because they have the same vaccination rate

6:10 PM · Dec 30, 2021

Some still have questions or were uncertain about the requirements under Protection Framework settings.



Do you still need to be double jabbed or have a negative test to exit Auckland after they change to orange? (Same as rest of country excl Northland)...

2 days ago

I've been surprised in quite a few local shops (all family-owned/operated) that the staff stopped wearing masks as soon as Level 2 ended. I thought everyone had to wear a mask in retail shops in Orange...

Who knew that nightclubs like Impala could open under red? I guess everyone must have been wearing masks and numbers were kept to below 100. #COVID19 #covid19nz

6:31 AM · Dec 30, 2021

Businesses and organizations making their communities aware of the change in settings.



Massey University

Dec 30, 2021 09:20:00 AM

All regions except Northland will move to orange under the COVID-19 traffic light system, from midnight tonight. To everyone in our Auckland whānau - it's been a massive few months and we're sure you'll be welcoming easing restrictions. Until we see you next, we hope everyone is having a happy and safe holiday period with whānau and friends. See you in 2022! Timeline

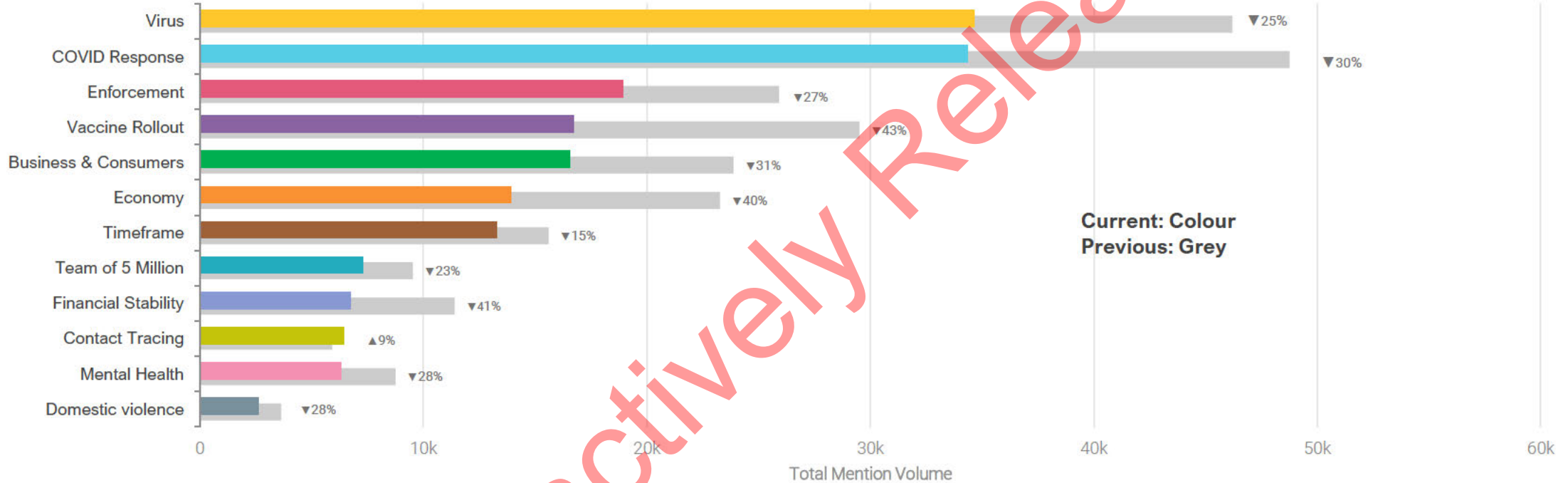
This commentator is finding encouragement that Omicron is resulting in "70% fewer hospitalisations" in the UK.

I suppose we could be back to red, so that would be a drag. But in terms of an omicron outbreak, it really doesn't seem like that would be that grim, at least compared to delta.

It's not being discussed in our media yet for some reason, but the findings from the UK are very encouraging thus far. Not only does omicron result in at least 70% fewer hospitalisations, it appears that those hospital stays are shorter, with less severe symptoms. From the Guardian this morning: "fewer patients were needing high flow-oxygen, and the average length of stay was down to three days".

Category change: Benchmark

Comparing current 7-day period (Dec 24 – 30) against previous 7-day period (Dec 17 – 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 7-day window:

Current: 116,416 (-27%)

Previous: 160,048

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

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

Previous: Neg 42%, Neu 42%, Pos 16%

Net sentiment of each category

Comparing current 7-day period (Dec 24 – 30) against previous 7-day period (Dec 17 – 23)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	35	2	56	-3	9	1
Contact Tracing	31	2	59	-5	10	3
COVID Response	44	1	42	-3	14	2
Domestic Violence	53	-3	44	3	3	0
Economy	36	1	55	-2	9	1
Enforcement	42	3	46	-5	12	2
Financial Stability	44	3	47	-4	9	1
Mental Health	46	-3	46	2	8	1
Team of 5 Million	36	3	42	-3	22	0
Timeframe	25	-2	52	-4	23	6
Vaccine Rollout	48	0	40	0	12	0
Virus	43	-1	46	-1	11	2

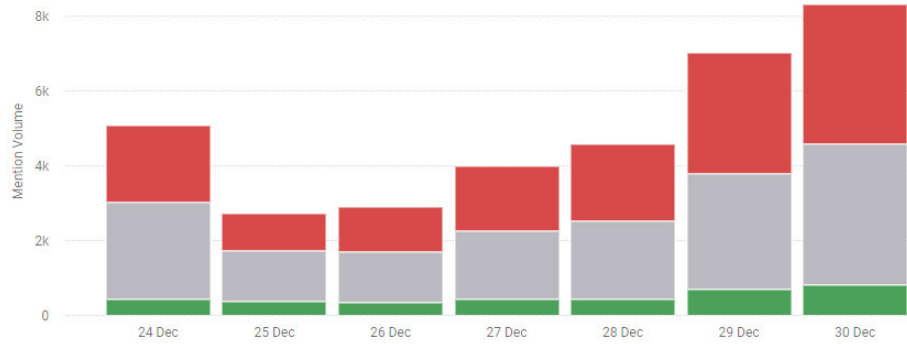
Most categories have become less neutral.

The Timeframe category became 6% more positive (-2% negative and -4% neutral).

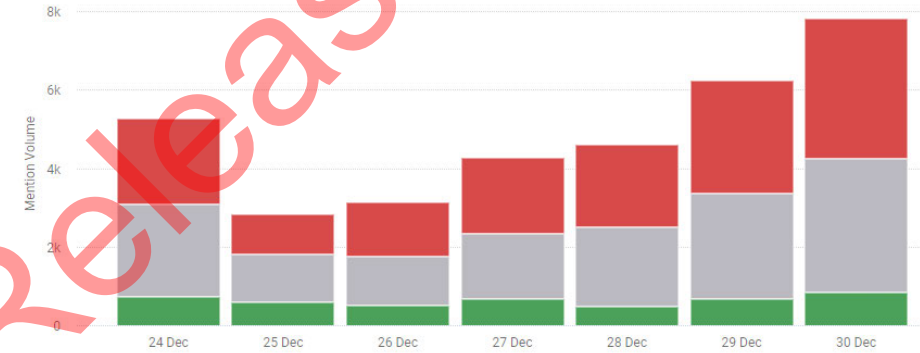
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

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

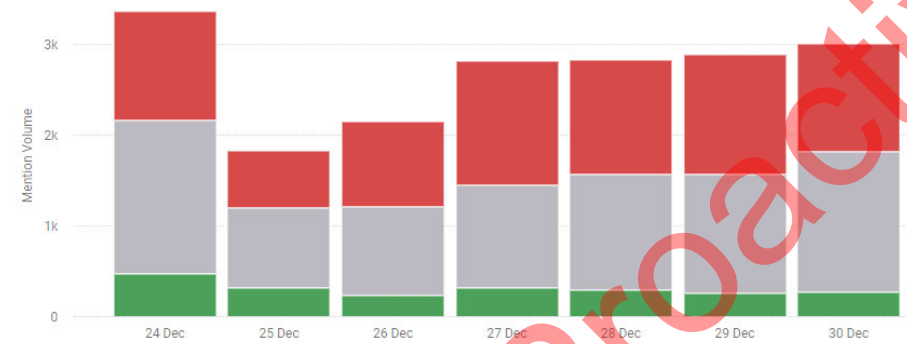
Virus



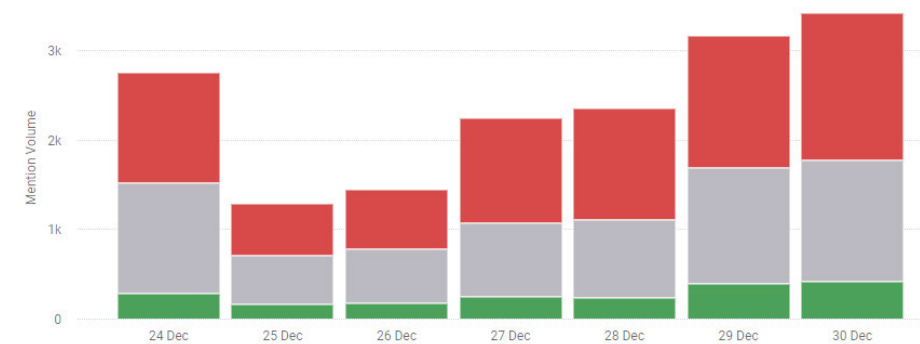
COVID Response



Enforcement

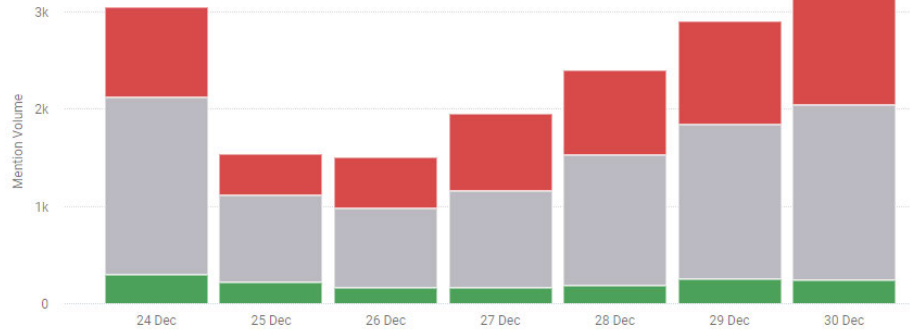


Vaccine Rollout

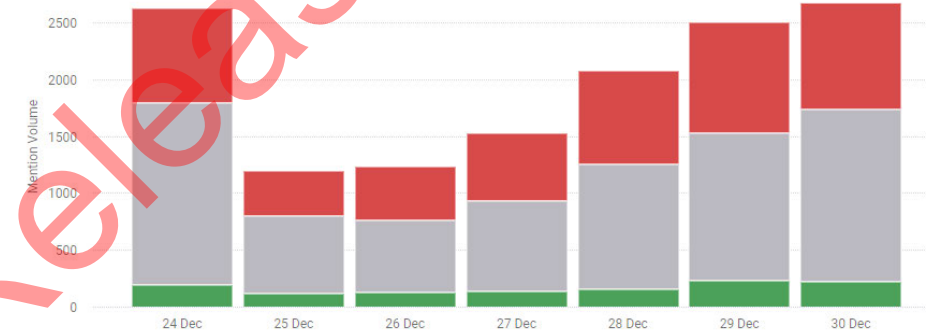


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

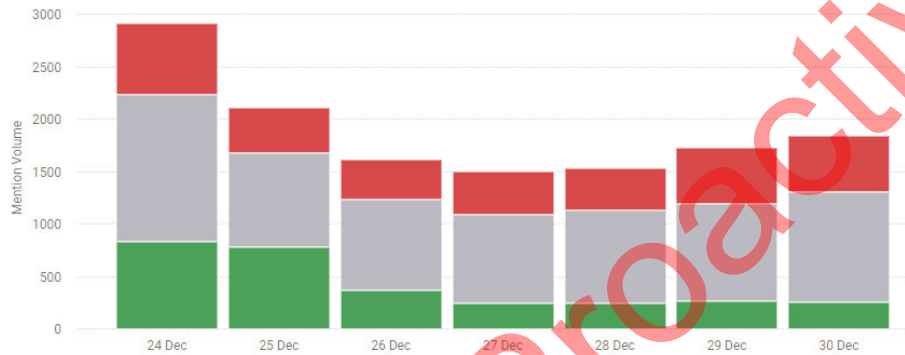
Business & Consumers



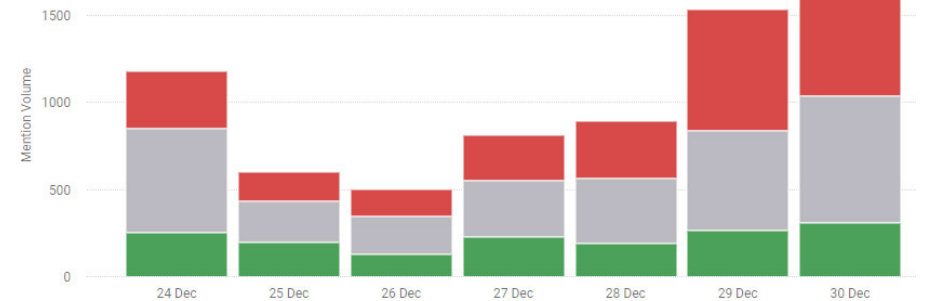
Economy



Timeframe

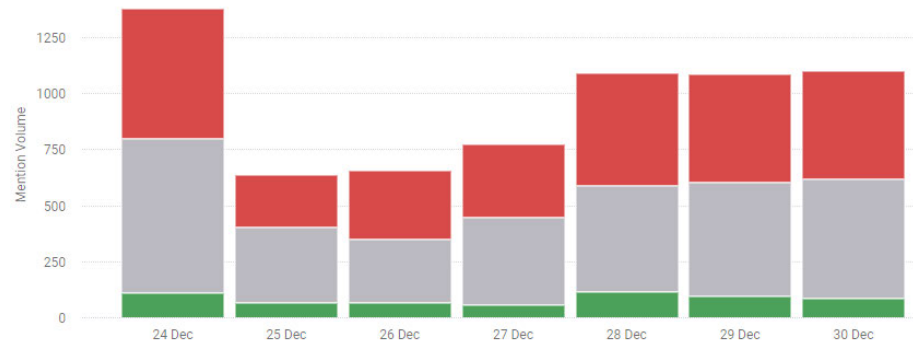


Team of 5 Million

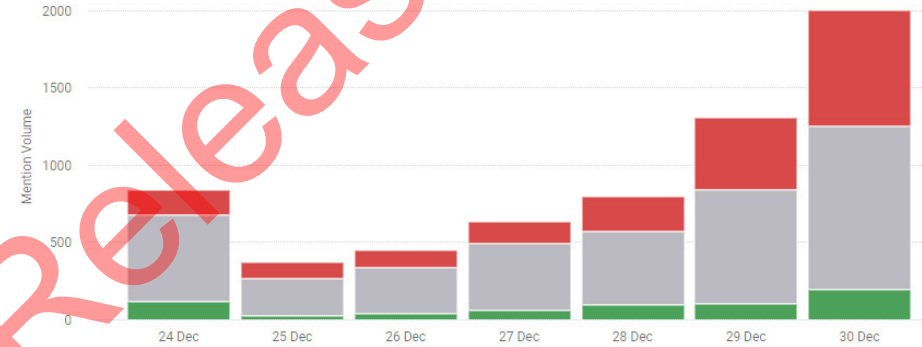


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

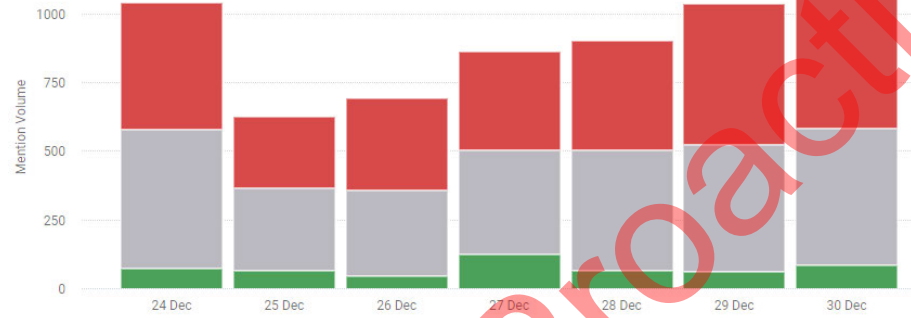
Financial Stability



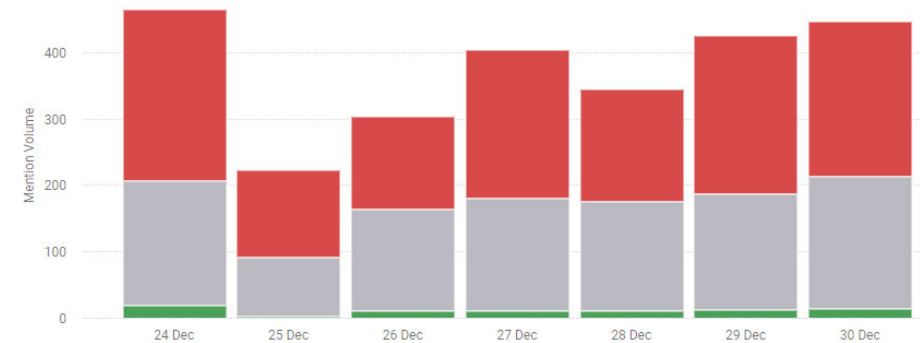
Contact Tracing



Mental Health



Domestic Violence

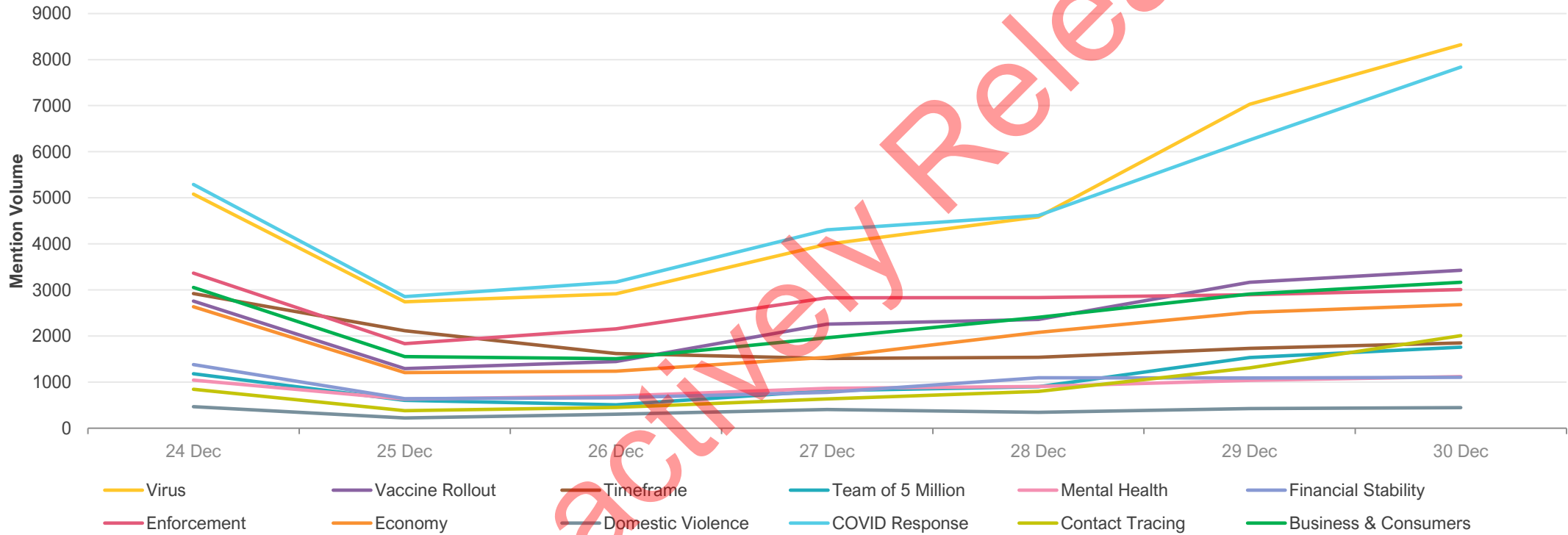


Proactively Released

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 7 days)

Categories of conversation over time Dec 24 – 30, 2021



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

Category Definitions

Virus

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

COVID Response

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

Vaccine Rollout

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

Timeframe

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

Business & consumers

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

Enforcement

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

Economy

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

Team of five million / Unite against virus

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

Contact tracing

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

Mental health

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

Financial stability

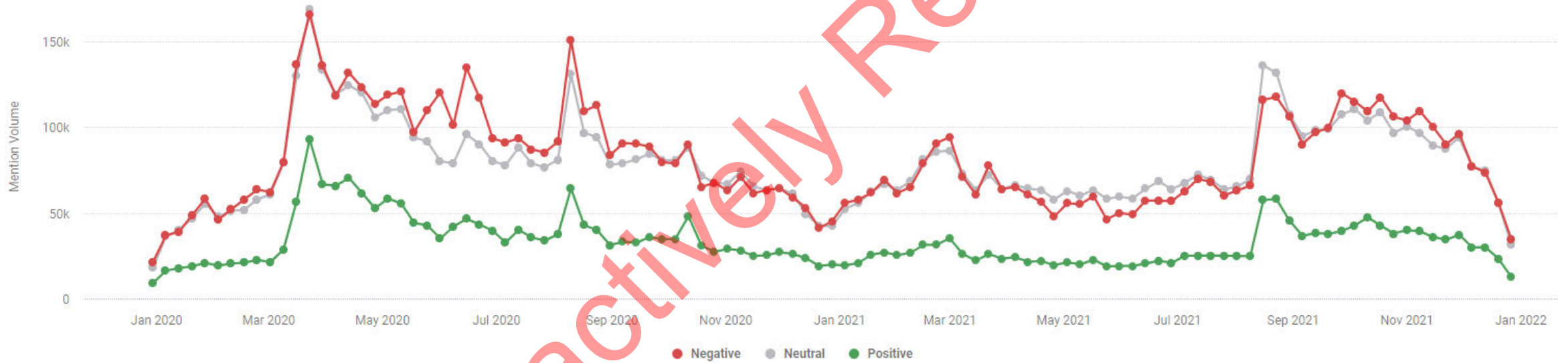
The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Domestic violence

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

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

Total volume and sentiment of dataset overtime.



Thank you

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