



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

November 3 - 9, 2020
New Zealand

Proactively Released

Weekly Update

Summary: November

3 - 9, 2020

FAQs:

New Zealanders have questions about MIQ booking and procedures. They continue to ask questions about the NZ COVID Tracer App functionality and whether it is mandatory for businesses to provide methods of scanning into their premises. People are asking about new cases and where they have travelled.

Engagement with news stories:

New Zealanders engaged with articles around new cases. Articles about the vaccine developed by Pfizer/BioNTech also received attention from the public. Stories about MIQ facility safety (for workers) and general user experience gained engagement.

Conversation analysis:

New cases in the community caused anxiety and discussion about the potential impact of COVID on the upcoming holiday period. The booking system for the MIQ process is causing some New Zealanders' distress that they cannot return home for Christmas.

What's in this report:

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

FAQs

November 3 – 9, 2020

MANAGED ISOLATION (23%)

- I'm having trouble booking a spot in a managed isolation facility. Can someone provide me with information/support with the booking process?
- How long can the country continue to afford to pay for quarantining returning citizens?
- Can I visit people who are in a managed isolation facility?
- How come people can visit at the fence at a managed isolation facility?
- Why are some cases allowed to isolate at home?
- How is it possible for health workers to catch it if they are wearing PPE?

CONTACT TRACING / NZ COVID TRACING APP (23%)

- Do businesses still need to display QR codes?
- Please enable PIN login for the app.
- Can we opt in for mobile phone location instead of scanning?
- Will the app work if I don't have cell reception?

CASES (20%)

- How many cases in the community?
- Has this case/person been in the community while they were infectious?
- Where did the community cases come from?
- Is there a positive case in Papakura?
- Which flights were the new cases on?
- Has Wellington airport been deep cleaned?

MASKS/ FACE COVERINGS (9.5%%)

- Are face masks mandatory on public transport?
- Are masks compulsory on domestic flights?
- Why can't we make it compulsory for people to wear masks in public places?

Date range	Total number of questions
November 3 – 9	180
October 27 – November 2	68

SUMMARY: Questions to the UAC19 channels rose by over 150% this week. New Zealanders have questions about MIQ booking and procedures. They continue to ask questions about the NZ COVID Tracer App functionality and whether it is mandatory for businesses to provide methods of scanning into their premises. People are asking about new cases and where they have travelled.

Conversation on UAC19 Facebook page November 3 - 9, 2020

CATEGORIES OVERTIME

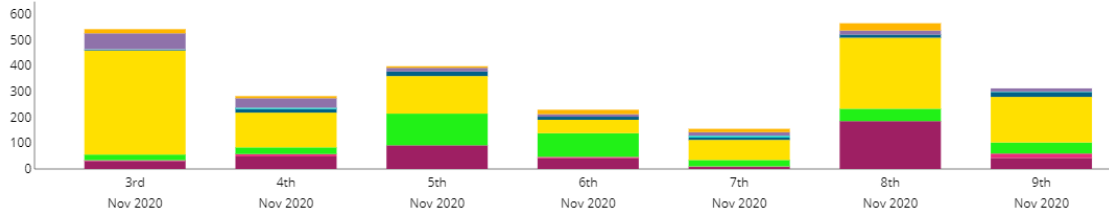
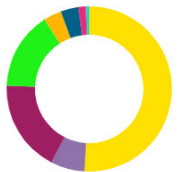


CHART: WEEK TOTALS



Medical / testing	50.9%	Health	3.5%
Households	6.6%	Business support	3.5%
Leisure	18.1%	Autonomy	1.4%
Safety	15.2%	Personal finance	0.6%

Time	Total vol. on page	Average posts per day	Highest vol.
Date range: Oct 27 – Nov 2	2,694	384	Nov 8

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

Safety

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

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

Health

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

Households

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

Medical / testing (overlap with Safety)

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

Leisure (overlap with Autonomy)

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

Personal finance

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

Business support

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

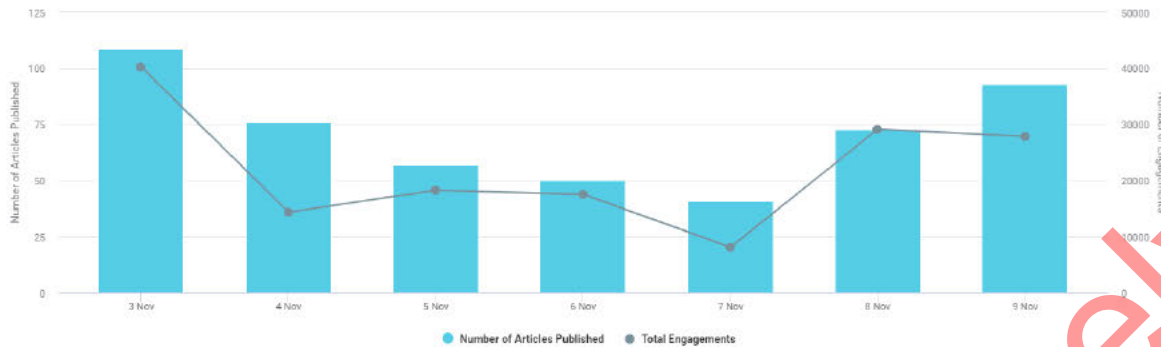
Autonomy

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

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

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

CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE) NOVEMBER 3 – 9, 2020 IN NEW ZEALAND



Date range	Articles analysed	Total engagement	Average engagements
November 3 – 9	499	155,572	311
October 27 – November 2	518	163,770	316
October 20 - 26	565	205,530	363

TOP CATEGORIES OF INTEREST

CASES

Coronavirus: Six new coronavirus cases including Defence Force employee

Nov 5, 2020

stuff.co.nz

Facebook: 319, Twitter: 8, Pinterest: 0, Reddit: 3.1K

VIRUS

Melinda Gates called on PM Jacinda Ardern to 'speak up' in support of global Covid-19 vaccine - NZ Herald

By Jason Walls - Nov 3, 2020

nzherald.co.nz

Facebook: 6.1K, Twitter: 507, Pinterest: 0, Reddit: 8

QUARANTINE

Covid 19 coronavirus: Woman in managed isolation offered nappy in place of sanitary products - NZ Herald

By Amy Wiggins - Nov 5, 2020

nzherald.co.nz

Facebook: 6.9K, Twitter: 5, Pinterest: 0, Reddit: 0

SUMMARY:

Press coverage has fallen marginally from the previous week but engagement remains stable.

New Zealanders engaged with articles around new cases. Articles about the vaccine developed by Pfizer/BioNTech also received attention from the public. Stories about MIQ facility safety (for workers) and general user experience gained engagement.

TOTAL ENGAGEMENT PER CATEGORY:

- Cases: 26739
- Virus: 17369
- Quarantine/border: 16048
- Travel: 15299
- International: 14320
- Alert Levels: 8177
- Financial stability: 7517
- #NZPOL: 5425
- Economy: 2827
- Way of Life: 2082
- Testing: 1295
- Mental health: 957

Category Definitions

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

Financial stability

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

Timeframe

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

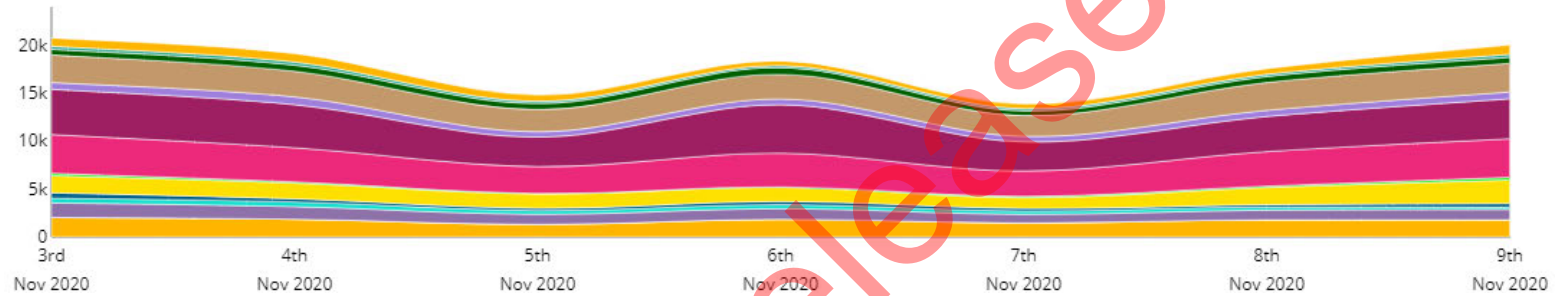
Mental health

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

Way of life

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

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



Team of five million / Unite against virus

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

Domestic violence

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

Enforcement

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

Business & consumers

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

#NZPOL Decisions

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

Virus

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

Contact tracing

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

Economy

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

Environmental issues

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

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

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

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

Total volume of conversation:

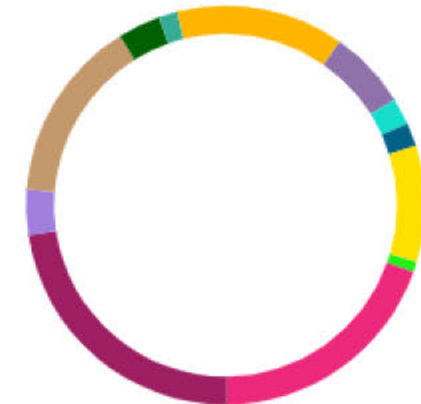
Nov 3 – 9: 487,871
 Oct 27 – Nov 2: 451,768
 Oct 20 – 26: 404,241

Total conversation: Week ending Monday, Nov 9

Largest segment: #NZPOL 22.7%

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Nov 9	4,600	3.92%	1,706	1.5%	3,873	3.46%	17,179	14.8%	4,338	3.69%	27,714	22.7%	22,396	19.4%
Nov 2	3,522	2.88%	1,673	1.35%	5,422	4.37%	16,519	13.4%	4,247	3.35%	34,220	25.6%	23,775	19.3%
Oct 26	3,629	3.35%	1,937	1.74%	3,775	3.42%	15,969	14.6%	3,629	3.25%	29,337	25.4%	21,504	19.2%

Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Nov 9	965	0.85%	10,784	9.4%	2,135	1.91%	2,589	2.16%	2,589	6.42%	11,066	9.7%
Nov 2	658	0.503%	10,311	8.11%	2,930	2.18%	2,528	1.97%	9,262	7.11%	12,122	9.86%
Oct 26	1,080	0.947%	10,007	8.91%	2,731	2.43%	1,532	1.33%	6,388	5.9%	10,339	9.54%

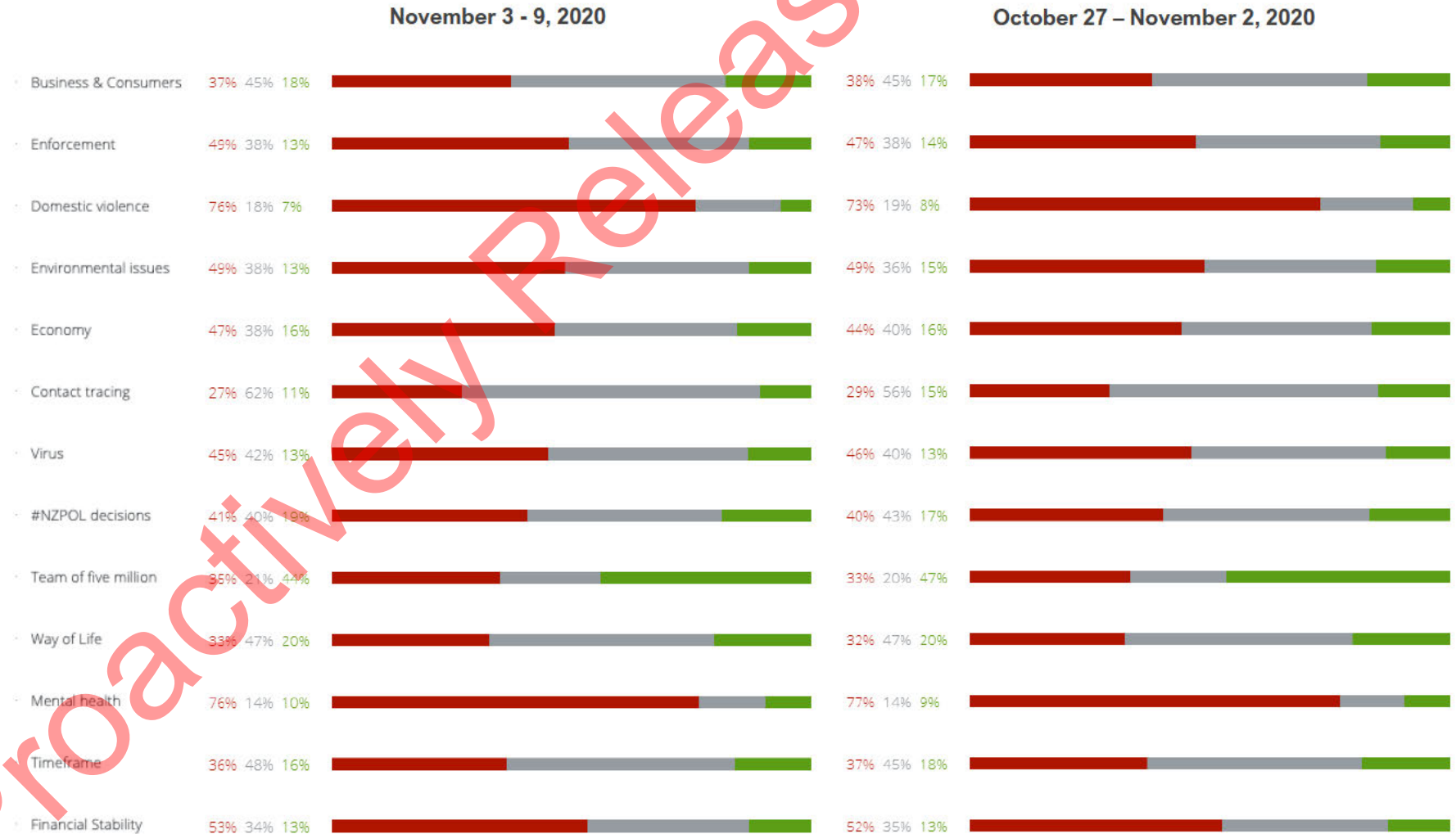


Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Net sentiment of each category per week.

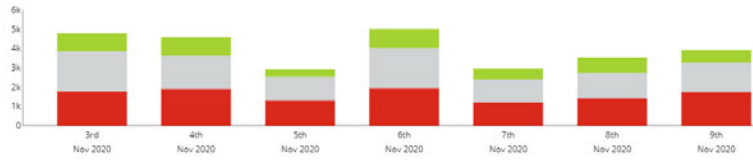
Sentiment remained largely stable across all categories.

There were minor increases of negative sentiment in the Environmental, Domestic Violence, Economy, #NZPOL, To5M, Way of Life and Financial Stability categories, while Business and Consumers, Contact Tracing, Virus, Mental Health and Timeframe categories became slightly less negative.

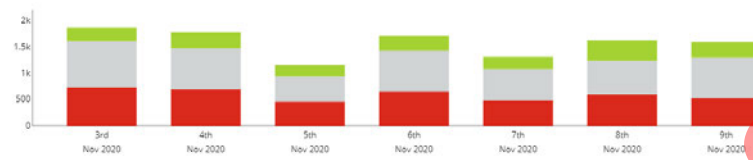


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

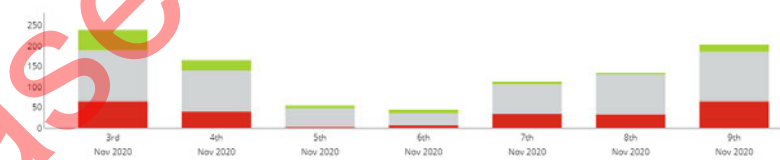
#NZPOL DECISIONS



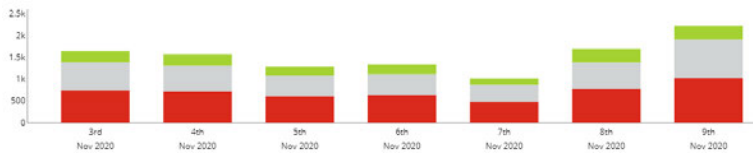
BUSINESS & CONSUMERS



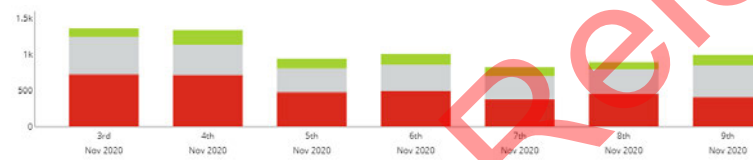
CONTACT TRACING



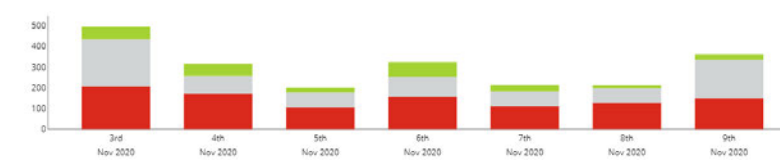
ECONOMY



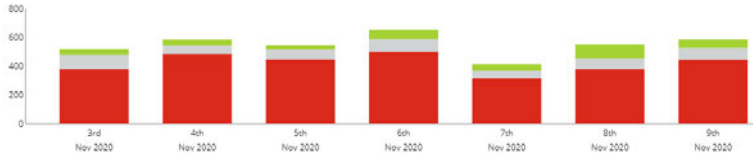
ENFORCEMENT



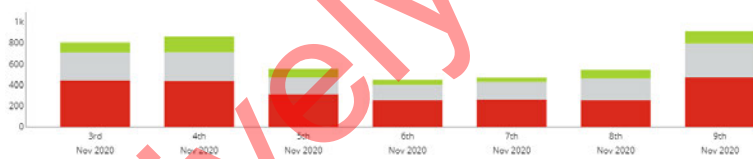
ENVIRONMENTAL ISSUES



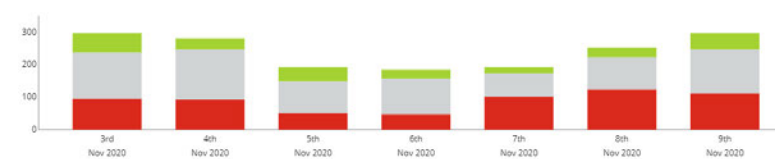
MENTAL HEALTH



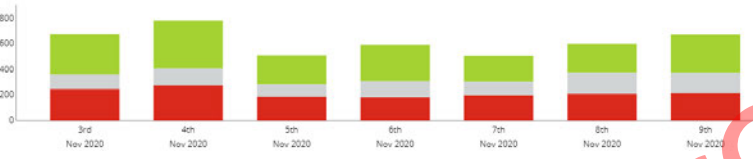
FINANCIAL STABILITY



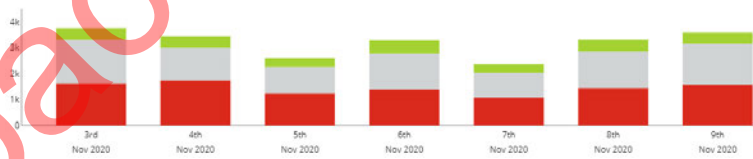
TIMEFRAME



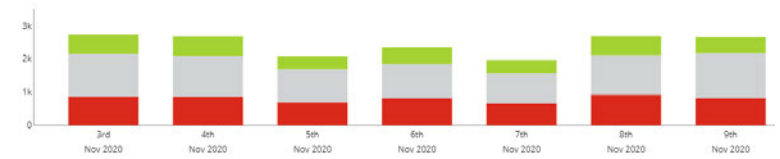
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

Conversation analysis:

Analysts examined conversation around new community cases and New Zealanders' anxieties about the upcoming holiday period potentially being impacted by COVID-19.

The hope for a level 1 Christmas has caused many to call for increased vigilance and personal responsibility for precautions against COVID-19, such as using the NZ COVID Tracer app.

The booking system for the MIQ process is causing some New Zealanders' distress that they can not return home for Christmas.

Conversation is emotive, however sentiment toward those who have been 'caught out' is mixed with accusations of poor planning. Some are empathetic but acknowledge that tough decisions have been made to keep people safe.

A new case of COVID-19 who may have had contact with public in Auckland and Wellington has caused some New Zealanders concern about what this could mean for the upcoming holiday period.

This week has seen an increase of conversation about **Christmas** and the **holiday period** by 25%. **With an increase in anger by 10%** and **high sadness overall.**

The new cases have triggered some people's anxieties of another lockdown over the Christmas and holiday period. Stories of new cases in the community have caused some to voice their frustration at people who are not using the NZ COVID Tracer app to keep track of their movements.

Some people responded to the new community cases by urging others to be more vigilant.

Cases relating to the infected quarantine worker who traveled from Auckland to Wellington before testing positive triggered alarm.

1 NEWS Wall - Reply to: #WATCH: Is there more Covid-19 in the community? Ashley Bloomfield to provide update. More: <https://bit.ly/32srRjp>

Haha NZ don't make any plans for xmas you'll be in lockdown again soon.

1 NEWS Wall - Reply to: #BREAKING: One of the new cases is a close contact of the Auckland quarantine worker, who travelled back to Wellington before testing positive.

We will be in lockdown over xmas!

We will be in lockdown over xmas!

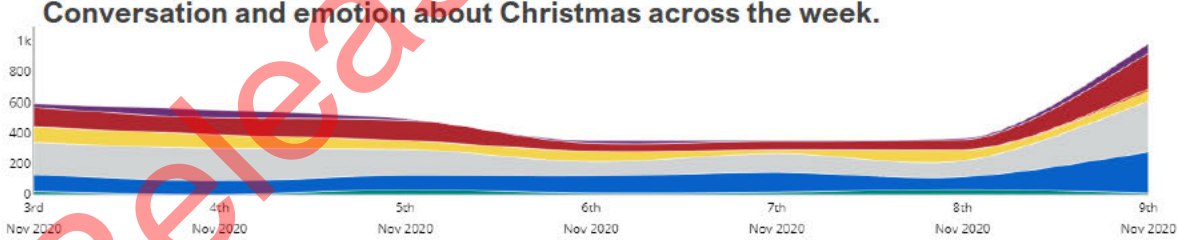
Like · Reply · 3 d

there will be anarchy if that happens

Like · Reply · 3 d

NewsHub Wall - Reply to: "Every minute that we're closed is a blow."

I bet we will be in lockdown again over Xmas period



In response to Dr Ashley Bloomfield's caution about not becoming complacent:

The scare monger is Bloomfield! threatening to lock us down so that we miss Christmas if we don't comply with Tracking our movements etc

Like · Reply · 2 d

didn't hear him making threats to anyone? He is portraying information. Personally if we have a rise in covid again I will not be going near my family for christmas, it is sad but I'd rather they stayed safe and this is the best way for it to happen if they decide we need to again. Is a holiday really worth more to you than the lives of those around you? I dont know about you but watching the statistics abroad I am proud to be a part of a country who cares more about each others wellbeing than their own selfish desires. It's not forever, its 1 christmas, more if we let things get out of control and just keep ignoring the advice given to us by professionals.

Like · Reply · 2 d



* Excludes the 33% of posts that do not contain emotion

Some took the opportunity to spread misinformation.

1 NEWS Wall - Reply to: This latest community outbreak is causing ripples around the country.

There's more I bet! They slowly bringing them out of the wood work after the election. Be prepared for Level 3/4 lockdown for Christmas

#nzpol In less than shocking news, #NewZealand is heading for Lockdown Level 4 over Christmas. We're being softened up now by Bloomfield. The excuse will be: kids are already home for "holidays". Meanwhile, in the US, there is NO drama over COVID/BLM any more - wonder why?

It you don't want a level 3 or 4 lockdown over Christmas then scan in using the bloody app. It's not hard to do. Way to many complacent people not scanning or signing in anymore

Like · Reply · Message · 2 d

Scan your app, or Christmas will be crap! Don't be a dick, stay home if you are sick!

#level1

3:31 PM · Nov 9, 2020

Conversation around not being able to return home for Christmas is emotive, however sentiment toward those who have been 'caught out' is mixed with accusations of poor planning. Some are empathetic, but acknowledge that tough decisions have been made to keep people safe.

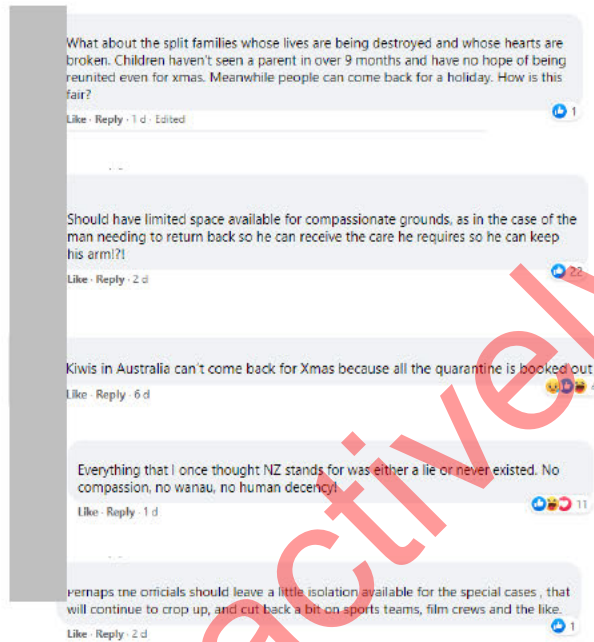
Stories that focused on the introduction of the compulsory booking/voucher system for returning New Zealanders entering the MIQ process generated conversation this week with particular focus on some people who have missed out on coming back into the country for the holiday period.

Responses to these stories were mixed with some calling for more compassion and some saying people should have been more organised, or pointing out that sacrifices need to be made to keep people safe.

Later in the week several charities that work with poor and struggling individuals/families warned they were preparing for a particularly hard Christmas, with COVID-19 exacerbating the issue.

Over the week there was a slight increase in the 'Financial Stability' category by 1.1K posts (see p.g. 8).

Some calling for more compassion for families or those in special circumstances.



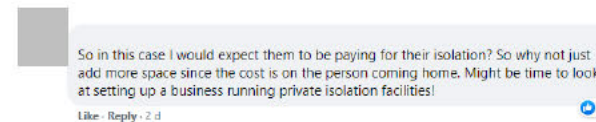
Others are pointing out that people who can not return home should have been better at planning.



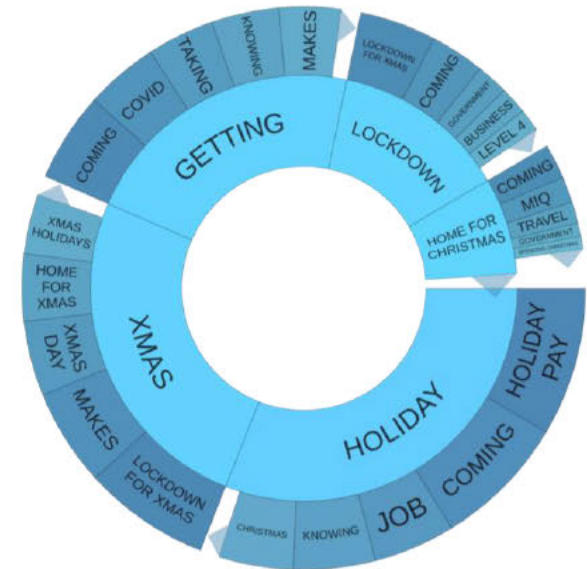
Commenter who found the MIQ booking process smooth.



Suggesting it is time for privately run isolation facilities.



Topics around the holiday period:



Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

November 10 - 16, 2020
New Zealand

Proactively Released

Weekly Update

Summary: November 10 - 16, 2020

FAQs:

New Zealanders have questions about the availability, safety and use of the Pfizer vaccine. People are asking for more information about new cases. They continue to ask questions about the NZ COVID Tracer app functionality and whether it is mandatory for businesses to provide QR codes. There are questions about testing locations and test wait times.

Engagement with news stories:

Press coverage rose by 40% from the previous week. New Zealanders were highly engaged with articles around the decision made by Jacinda Ardern and her cabinet to make masks mandatory in Auckland on public transport and during domestic plane flights.

Conversation analysis:

The adoption of mandatory mask use on public transport along with a potential vaccine for COVID-19 generated conversation this week. Overall New Zealanders seemed accepting of the move to make masks compulsory on public transport. People were expressing concern about the safety of the vaccine or wondering if it could be made mandatory.

What's in this report:

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

FAQs

November 10 – 16, 2020

VACCINE (35%)

- When will the vaccine be available for the general public?
- Will laws around international travel bubbles change with the use of this vaccine in NZ?
- Is there sufficient data available on whether the vaccine will affect different stages of pregnancy?
- We bought 1.5million vaccines but only 750,000 can get it – where's the rest going?

CASES (13%)

- What happened with the Wellington case that was positive?
- Did the employer insist the case went into work?
- Can you confirm if the two cases in Wellington travelled home to the Hutt Valley in private car or train?
- Is case B the plane case?

CONTACT TRACING (10%)

- Do home-based businesses need to have a COVID tracer QR code poster?
- Is anyone else having issues with the app? My husband hasn't been able to get it to work for a month.
- Who do we talk to about getting more scan codes? We need three more in what will become a popular spot over summer.

TESTING (8.5%)

- Until when will the mobile testing centres (Britomart or Freyberg Place) be available?
- We had a COVID test last Sunday. Five days later we still haven't got the results. How long should we isolate for?
- Is there a priority for testing for aged care workers?

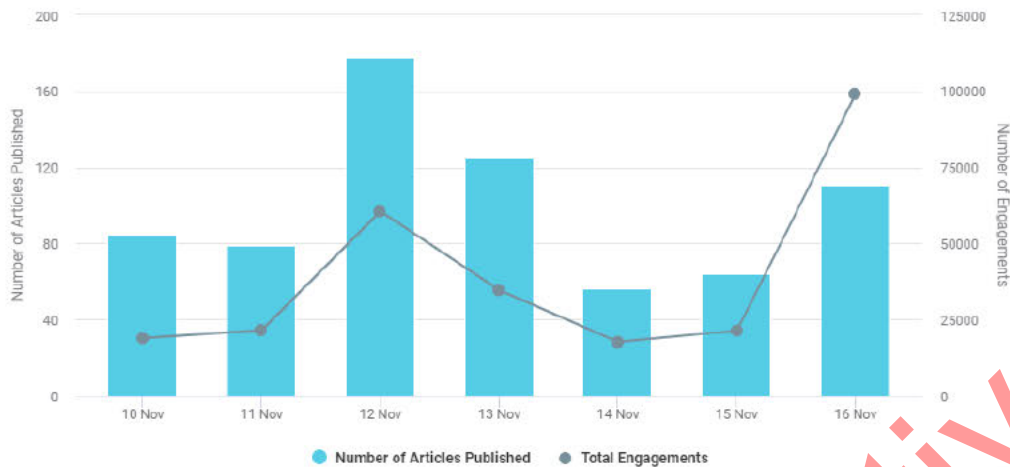
Date range	Total number of questions
November 10 - 16	199
November 3 – 9	180

SUMMARY: New Zealanders have questions about the availability, safety and use of the Pfizer vaccine. People are asking for more information about new cases. They continue to ask questions about the NZ COVID Tracer app functionality and whether it is mandatory for businesses to provide methods of scanning into their premises. There are questions about testing locations and test wait times.

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

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

CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE) NOVEMBER 10 – 16, 2020 IN NEW ZEALAND



Date range	Articles analysed	Total engagement	Average engagements
November 10 - 16	698	273,450	391
November 3 - 9	499	155,572	311
October 27 – November 2	518	163,770	316

TOP CATEGORIES OF INTEREST

#NZPOL

Covid-19 coronavirus: Masks required on Auckland public transport, all flights - Jacinda Ardern - NZ Herald

By Jason Walls - Nov 16, 2020
nzherald.co.nz

Facebook 4.1K Twitter 307 Pinterest 1 Reddit 74.4K

INTERNATIONAL

COVID-19: Australia on track for its first week of no community **coronavirus** transmission since start of pandemic

By Reuters - Nov 14, 2020
newshub.co.nz

Facebook 3.2K Twitter 3 Pinterest 0 Reddit 0

CASES

Covid 19 coronavirus: Two new community cases, say Chris Hipkins and Ashley Bloomfield - NZ Herald

By Amelia Wade - Nov 12, 2020
nzherald.co.nz

Facebook 2.1K Twitter 18 Pinterest 2 Reddit 0

SUMMARY:

Press coverage rose by 40% and the average engagement rose by 80 from the previous week.

New Zealanders were highly engaged with articles around the decision made by Jacinda Ardern/her cabinet to make masks mandatory in Auckland on public transport and during domestic plane flights from Thursday.

TOTAL ENGAGEMENT PER CATEGORY:

- #NZPOL: 94,796
- International: 37,051
- Cases: 34,793
- Vaccine: 8,968
- Alert Level: 8,851
- Economy: 5,606
- MIQ: 5,593
- Contact tracing: 4,495
- Masks: 2,623
- Testing: 2,566
- Flouting: 2,316
- Opinion: 1,693
- Way of life: 1,027
- Enforcement: 605

Conversation on UAC19 Facebook page November 10 - 16, 2020

CATEGORIES OVERTIME

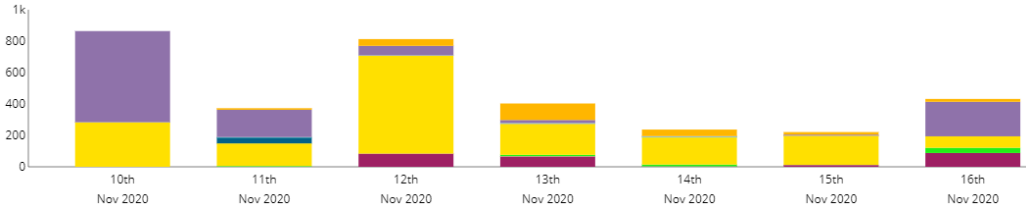
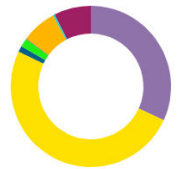


CHART: WEEK TOTALS



Households	31.9%	Autonomy	0.1%
Medical / testing	50.2%	Health	7.0%
Business support	1.2%	Personal finance	0.4%
Safety	1.7%	Leisure	7.5%

Time	Total vol. on page	Average posts per day	Highest vol.
Date range: Nov 10 - 16	4,508	644	Nov 10

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

Safety

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

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

Health

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

Households

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

Medical / testing (overlap with Safety)

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

Leisure (overlap with Autonomy)

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

Personal finance

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

Business support

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

Autonomy

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

Category Definitions

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

Financial stability

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

Timeframe

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

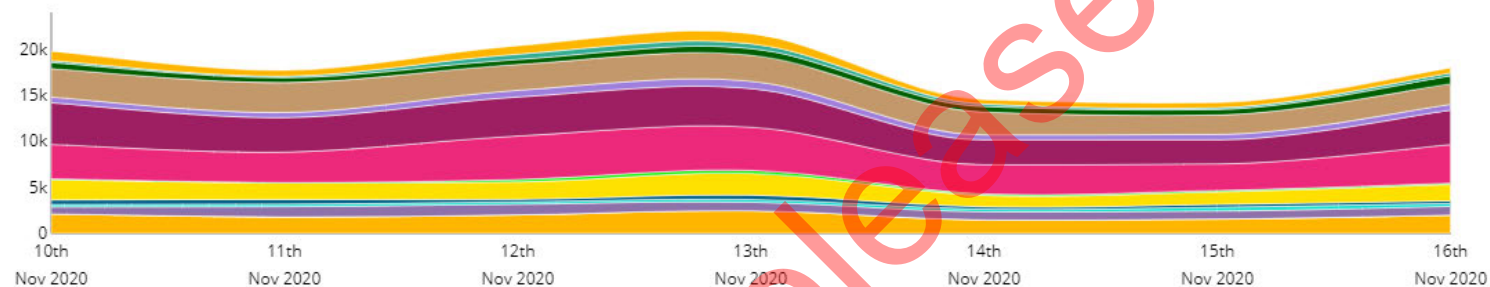
Mental health

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

Way of life

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

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



Team of five million / Unite against virus

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

Domestic violence

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

Enforcement

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

Business & consumers

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

#NZPOL Decisions

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

Virus

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

Contact tracing

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

Economy

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

Environmental issues

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

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

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

Total volume of conversation:

Nov 10 – 16: 454,837

Nov 3 – 9: 487,871

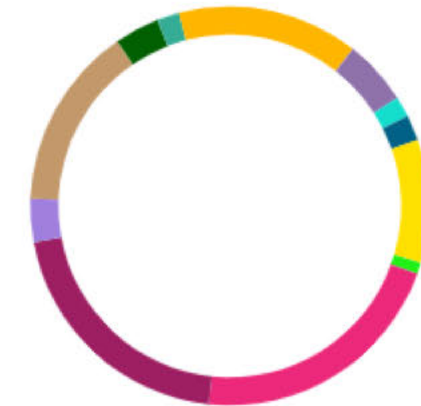
Oct 27 – Nov 2: 451,768

Total conversation: Week ending Monday, Nov 9

Largest segment: **Virus 21%**

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Nov 16	4,710	4.13%	2,100	1.78%	4,278	3.63%	17,509	14.9%	4,164	3.52%	25,466	20.4%	25,456	21.1%
Nov 9	4,600	3.92%	1,706	1.5%	3,873	3.46%	17,179	14.8%	4,338	3.69%	27,714	22.7%	22,396	19.4%
Nov 2	3,522	2.88%	1,673	1.35%	5,422	4.37%	16,519	13.4%	4,247	3.35%	34,220	25.6%	23,775	19.3%

Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Nov 16	1,167	0.9%	11,595	10%	2,527	2.08%	1,992	1.6%	6,349	5.3%	12,319	10.6%
Nov 9	965	0.85%	10,784	9.4%	2,135	1.91%	2,589	2.16%	2,589	6.42%	11,066	9.7%
Nov 2	658	0.503%	10,311	8.11%	2,930	2.18%	2,528	1.97%	9,262	7.11%	12,122	9.86%

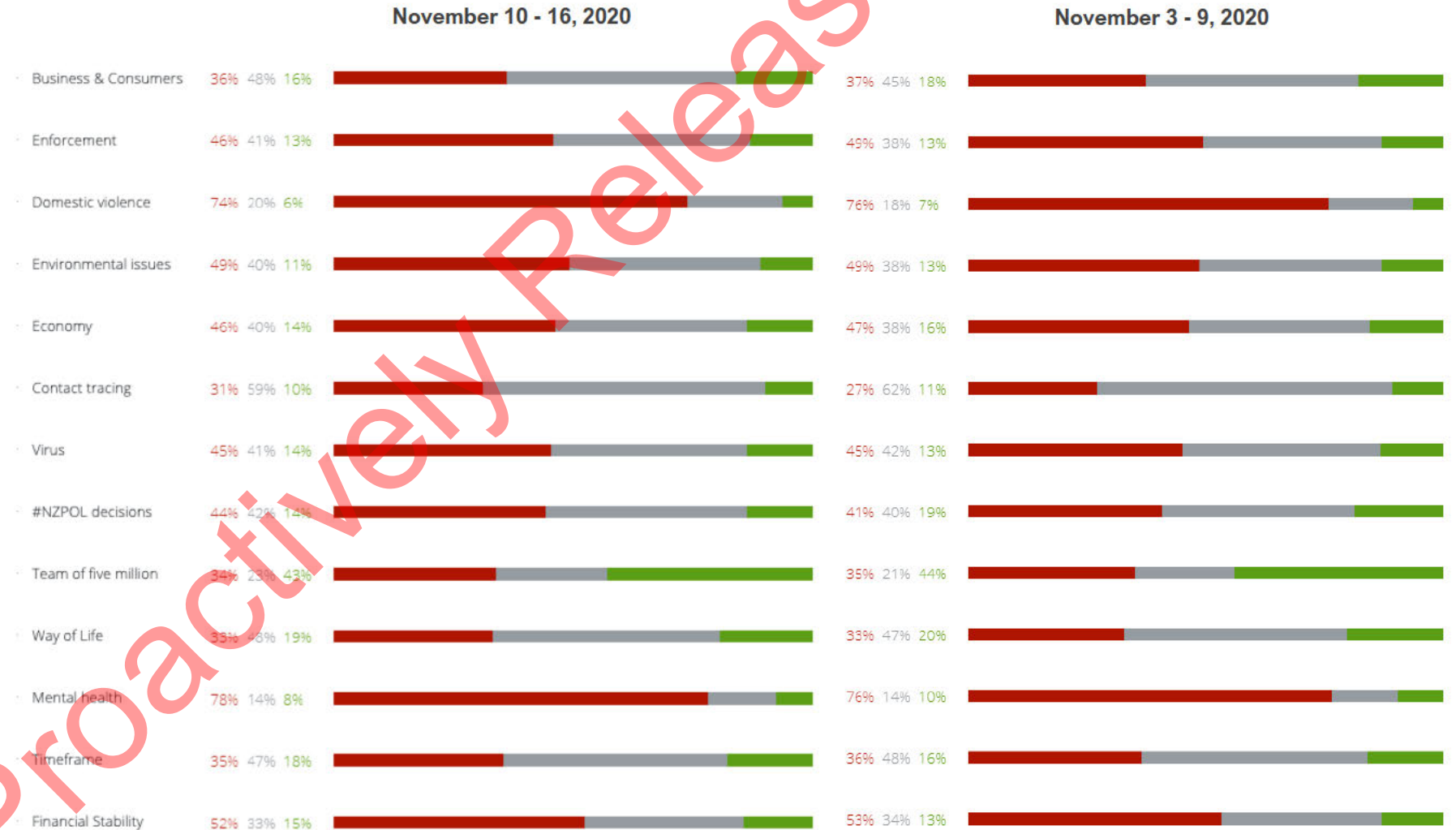


Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Net sentiment of each category per week.

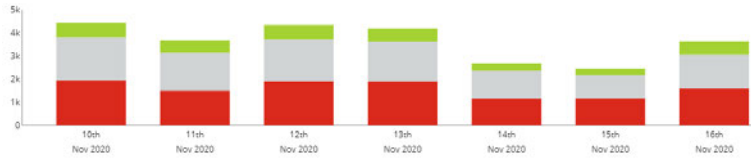
There were small decreases in negative sentiment across most categories.

'#NZPOL', 'Contact tracing' and 'Mental Health' all became more negative.

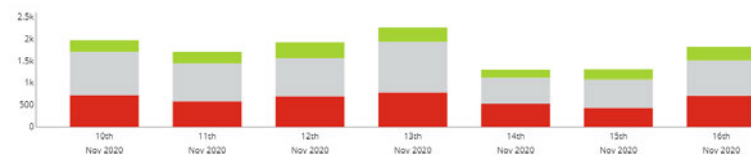


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

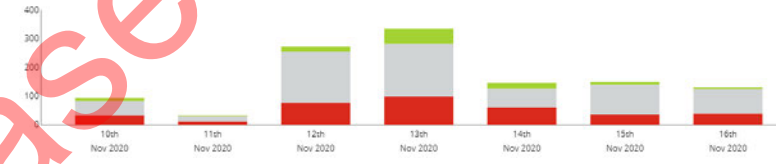
#NZPOL DECISIONS



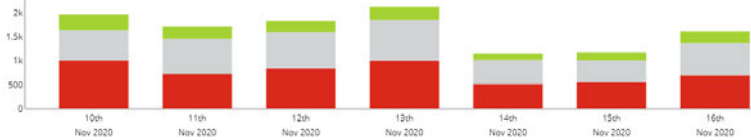
BUSINESS & CONSUMERS



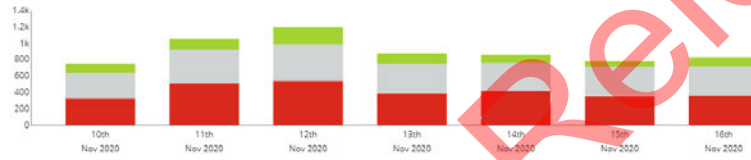
CONTACT TRACING



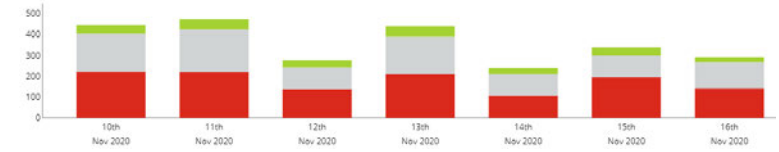
ECONOMY



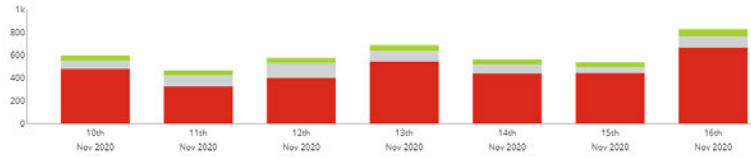
ENFORCEMENT



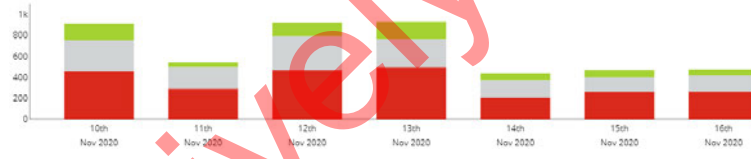
ENVIRONMENTAL ISSUES



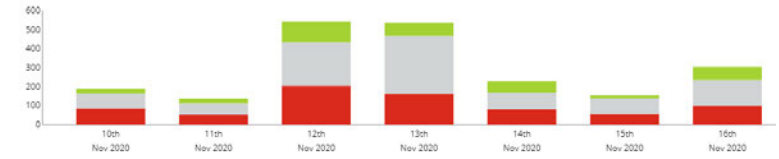
MENTAL HEALTH



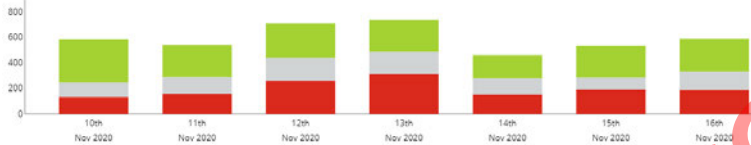
FINANCIAL STABILITY



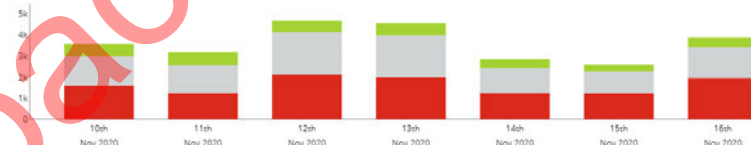
TIMEFRAME



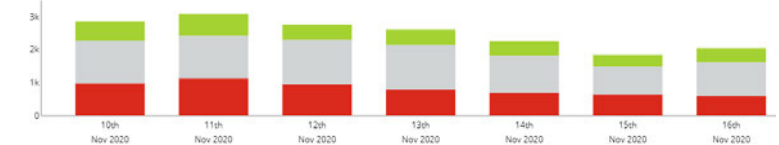
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

Conversation analysis:

Analysts examined conversation about a possible COVID-19 vaccine & the conversation surrounding mandatory mask use and other COVID-19 precautions.

Commentary around a COVID-19 vaccine is often impassioned with people expressing strong views on the subject. Some people are expressing safety concerns such as the speed at which a vaccine is being created.

Many New Zealanders seem relieved that wearing masks on public transport will be made mandatory due to their concern at the perceived growing complacency in the public.

New Zealanders are expressing impassioned views about a COVID-19 vaccine.

On November 10, the Government announced the Pfizer vaccine could 'possibly' be distributed to New Zealanders as early as next year following regulatory approval.

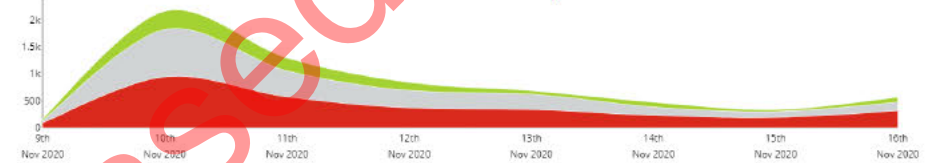
Commentary around a COVID-19 vaccine is often impassioned with people expressing strong views on the subject.

Safety is at the forefront of people's minds. There are some people expressing concern around the speed that a COVID-19 vaccine is being created.

There are also people discussing how the vaccine will not be mandatory in New Zealand and some wondering how/if not choosing to have it will impact on one's life e.g. travelling internationally.

The topic has also led to some conspiracy theories and anti-vaxx/anti-science beliefs being expressed.

Sentiment of vaccine conversation, November 10- 16.



Concern about the speed that a vaccine is being developed.

Such a rushed vaccine I won't trust it. Like · Reply · 1 w 👍👎 9

Not me 😞😞😞😞
As a rule it generally takes about 12+ yrs to make a vaccine correctly... This 1 is less than a year...wont go near it Like · Reply · 6 d 👍 1

There is no way in the world people should be taking this vaccine, simply given the time it has taken to develop. I'm astounded many individuals are interested in it & so trusting of it given the fuss they have shown over the virus itself. 2:34 PM · Nov 14, 2020 👍 1

There are people expressing conspiracy theories / anti-vaxxer / anti-science beliefs.

5g, vaccine and Biden all roll together

Chinese kung fu, get left wing governments in then release a vaccine! How many people have entered the Country with covid? and how many of them have died? Like · Reply · 1 w 👍👎 8

there is no virus. Its made up. The test kit is fake, they are just saying these things to get as many people either scared, or frustrated or financially broken that they will accept the fake gates vaccine. It's all a scam. Like · Reply · 6 d 👍👎 8

Wanting NZ vaccine to be offered to healthcare/essential workers first.

I would definitely get one if I could, but it should be offered to healthcare and essential workers first. Like · Reply · 1 w · Edited 👍👎 39

Great! Give it too health workers and care workers. I'm happy to wait for mine, but I want them protected, quickly... Like · Reply · 1 w 👍 7

Healthcare workers concerned about administrating vaccine.

Nov 10, 2020 🐦

I'm definitely not keen on handling something in a busy vaccination clinic that's -80 degrees. Something like this will also lead to significant health inequities of access.

Feeling optimistic/hopeful following news about vaccine.

Well, this is another great big ray of sunshine in the week. Not all questions answered, early days etc BUT a promising vaccine that's 90% effective. Pfizer Inc shares anyone? #COVID19nz 🐦

Bring it on. Let's try and get back to normal. Our professionals will do their utmost to keep us safe. Every step in life is a risk. If you don't approve of a solution provided by those with vastly more knowledge than us laymen perhaps you would prefer bleach or some other Trump fix. Like · Reply · 6 d 👍 1

Discussion around the vaccine not being mandatory in New Zealand.

There are so many people who don't want the vaccine, including many health practitioners) that the government will never be able to make it mandatory. If they would, it will become chaos. Like · Reply · 6 d 👍 3

the vaccine is not mandatory in nz Like · Reply · 1 w 👍 5

Wanting to know if those who choose not to have the vaccine will be treated differently e.g. regarding travel or school.

Can you confirm that people that choose not to vaccinate will be treated exactly the same as those that are? Same rules and freedom of rights etc? We can travel freely as those that do not vaccinate? Like · Reply · 1 w 👍👎 10

we been told got to have vaccine to travel too!! Like · Reply · 3 d 👍 10

Discussion about the population needing 70% immunity rate.

the most infectious diseases require an immunity rate of 92-95%. It's estimated for covid, that they need a 70% rate. If you can achieve 90% already with a vaccine, you've pretty much killed it. Like · Reply · 6 d 👍 3

Many New Zealanders seem relieved that wearing masks on public transport will be made mandatory due to their concern at the perceived growing complacency in the public.

There has been growing discussion around whether mask wearing, contact tracing and other personal COVID precautionary or defense actions should be made mandatory this month.

Sentiment is predominantly negative in tone (45%) however **frustration is generally at the lack of mask wearing and complacency observed in others and not towards wearing masks.** Neutral content (40%) is often factual or informative conversation.

There were a comparatively small sample of comments that were completely against mask wearing who placed responsibility on the government keeping the borders safe.

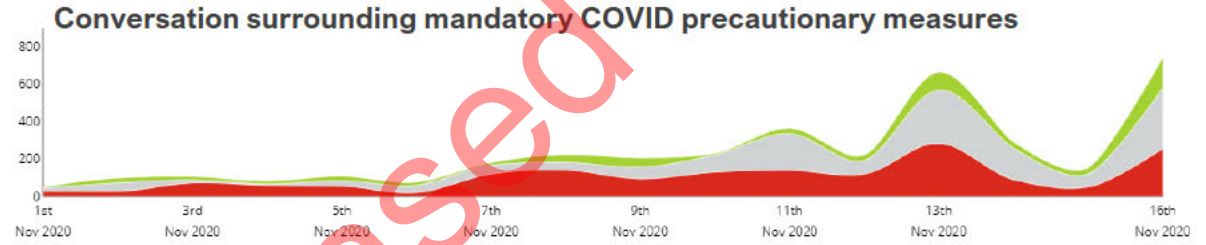
Conversation about whether a COVID-19 vaccination should be compulsory is growing.

Earlier in the week public were urging the government to make mask wearing mandatory

Masks are a cultural shift. Making them mandatory is an A+++ good idea - fastest way to get us all used to them
5:54 PM · Nov 13, 2020

Things that have to happen - No if's buts or maybes.
1. Mandatory mask usage on public transport.
2. No scan, no enter rules for businesses - manual alternatives available for those without smart devices.
#COVID19nz
2:55 PM · Nov 12, 2020

Make it mandatory in high risk places like Auckland
Like · Reply · 4 d
0.56
Please make masks mandatory again.
Like · Reply · 4 d



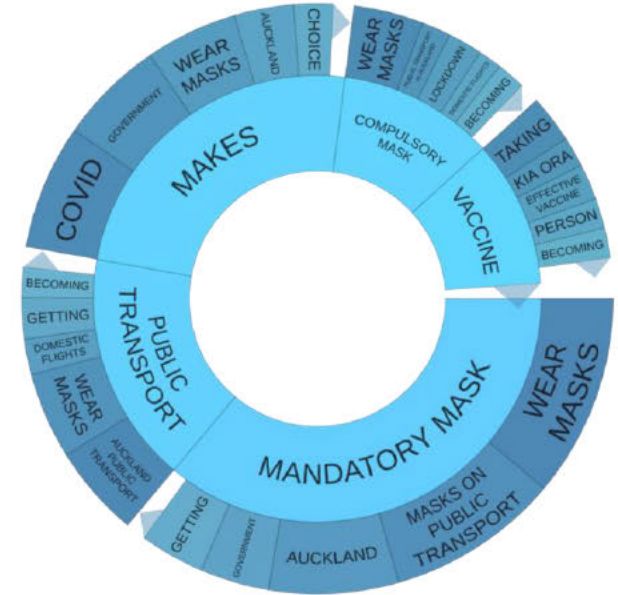
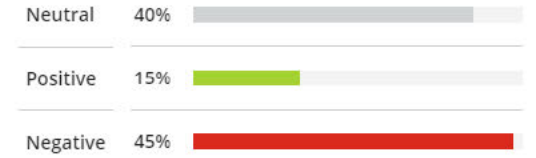
Surprise from those who assumed that masks were already mandatory on planes.

I thought it was mandatory to wear a mask on flights? That's b.s. should be making everyone wear one. Do they think this has all magically disappeared?
Like · Reply · 4 d

Jacinda Ardern Wall - Reply to: An update on decisions made by Cabinet this afternoon!
I thought masks were already mandatory on buses etc??

Jacinda Ardern announces masks compulsory on all flights, Auckland public transport from Thursday
Gor some reason I thought they already were (maybe thinking of level 2?) And wore them when I flew to Christchurch recently. My husband and I were one of the only ones wearing it, and I might have been overthinking it, but I felt like we were getting dirty looks for wearing them. Funnily enough, we walked right by the isolation hotel two days before the positive case there. Obviously we weren't going to catch it that way but to be in such close proximity really cemented how important it is. I think it's a great move, especially seeing that a lot of cases have come from close proximity on planes.

READ POST AT reddit.com



Some believe that Kiwis' need firm rules as we are too relaxed as a culture.

There were a comparatively small sample of comments that were completely against mask wearing who placed responsibility on the government keeping the borders safe.

Conversation about whether a COVID-19 vaccination should be compulsory is growing.

Observations of increasing complacency displayed by others.

No suggestion from flight staff, nobody wearing them at either chch or rotorua but most people were contract tracing at airports which is good. Must admit many people are not tracing when shopping which is a shame.

Like · Reply · 4 d

Most passengers on Devonport to CBD - no masks. Not asked by staff. @AkiTransport Isn't it mandatory?
10:49 AM · Nov 16, 2020

In Dunedin it is very unusual to see anyone scanning the QR codes, our complacency is very concerning.

Like · Reply · 2 d

Anger towards those who are not wearing masks.

So the people that don't want to wear a mask also don't want medical help if they or their families get COVID?

Like · Reply · 4 d · Edited

Controlling the border is the answer and not precautions within the community

Stop the conditioning! Don't need masks in the community. Contain the border!

Like · Reply · 4 d

People need rules or they will become complacent.

They tried assuming there was a combination of common sense, community consideration and personal responsibility in the population. Too many didn't bother because it was inconvenient for them, the individual. So now it's going to be a rule. As one of the minority who constantly gets ribbed about how anal I am about scanning etc, I am relieved. Disappointed in my fellow citizens though.

Like · Reply · 2 d

Wearing masks show you care about others.

It is not as common as places with a major outbreak, but it is being made mandatory to wear them on public transport and flights now. With the recent scare we had there has been a slight increase of mask use. TBH it is nice to see more people wearing them and thinking about others.

Calling for consideration for those who can not wear a mask, and concern that they will face negativity from the public.

I feel sorry for the people who cannot wear masks and have to take public transport. It would be heart breaking to have to see people becoming more isolated.

Like · Reply · 5 d

Pressure on business to enforce masks.

@Publix why doesn't Publix demand masks on in their stores? I'm going to have to start shopping where a mask is mandatory- to many ppl in your stores NOT wearing masks!

12:43 PM · Nov 10, 2020

Too fan

the bus company can enforce any rules it likes. Regardless of whether its law or not. Business' can have rules that arent laws

Like · Reply · 5 d

Public anticipation of a vaccine has encouraged conversation about whether vaccination can or should be compulsory.

having the vaccine is not compulsory if you don't want it don't take it and as for Jacinda not needing a test what is your point I haven't had a test either because I haven't needed one that doesn't mean she wouldn't have one if she had symptoms of COVID all of your arguments against the vaccine have no substance as. No one has said vaccines are mandatory so like I said if you don't want it don't have it but enough with the scare mongering

Like · Reply · 4 d

1 NEWS Wall - Reply to: From Thursday morning, masks will need to be worn on all public transport in and out of Auckland, and on all aircraft.

Just priming you all for that good mandatory mass vaccination yeah boy. Line up fellas. Sumting Wong with Jacinta

Then they should make imms compulsory now for all kids going to school. But they won't, it's a personal choice, and so should the covid vaccine be.

Like · Reply · 1 w · Edited

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

November 17 - 23, 2020
New Zealand

Proactively Released

Weekly Update Summary: November 17 - 23, 2020

FAQs:

People are asking about the rules and exemptions for wearing a mask. There continues to be questions about the availability, safety and use of the vaccines. People are asking for more information about established and new cases. There are questions about test result wait times.

Engagement with news stories:

Press coverage dropped by 22% from the previous week. New Zealanders were highly engaged with articles about international news, in particular a story about how Sweden's herd immunity strategy has failed.

Conversation analysis:

Following the Government order for mandatory mask use on Auckland public transport and domestic flights beginning on November 19, some people are expressing concerns about others not complying with the mandate. There is also discussion about safety with people giving personal reasons for wearing a mask e.g. to ensure the safety and protection of themselves and others.

What's in this report:

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

FAQs

November 17 - 23, 2020

MASKS/FACE COVERINGS (27%)

- Will masks be provided/available at airports or will we have to source our own?
- Do you provide exemption cards for those with medical conditions who are unable to wear a mask on public transport?
- Why is not compulsory to wear masks on trains and buses going out of Auckland?

VACCINE (21%)

- When do you anticipate this being available to New Zealanders?
- Are we limited to Pfizer and Janssen for the vaccines or is the government still working on other vaccines?
- Any idea how long the vaccine will provide protection for?

CASES (14%)

- What has happened to the two health care staff from Sudima Christchurch and were all their close contacts negative?
- Are these new cases imported or community?
- I remember hearing that a contact link was established between Case D and Case A in the current cluster. Is this correct?

TESTING (13%)

- What is the expected time frame for COVID test results at the moment?
- It's been 48 hours since my test and I haven't got my results. Is there anyway to know when I will get this?
- Are COVID test results processed over the weekend or done Monday-Friday?

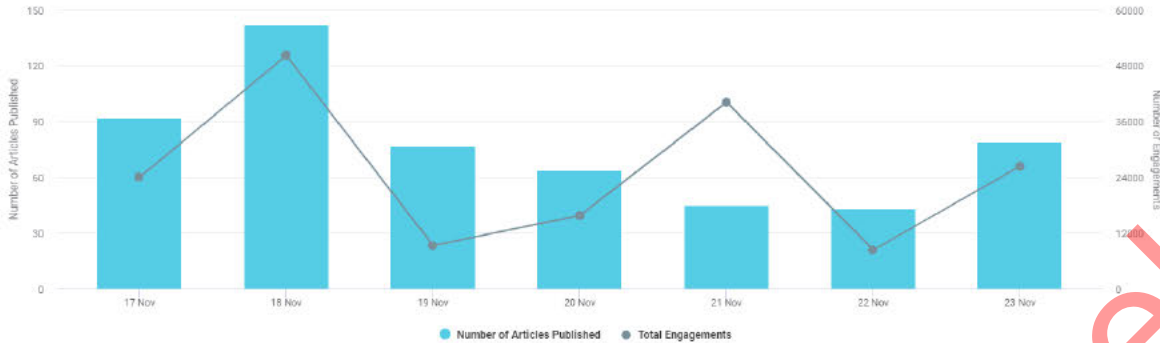
Date range	Total number of questions
November 17 - 23	97
November 10 - 16	199

SUMMARY: People are asking about rules and exemptions for wearing a mask. There continues to be questions about the availability, safety and use of the vaccines. People are asking for more information about established and new cases. There are questions about test result wait times.

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

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

CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE) NOVEMBER 1, 2020 IN NEW ZEALAND



Date range	Articles analysed	Total engagement	Average engagements
November 17 - 23	542	174,221	321
November 10 - 16	698	273,450	391
November 3 - 9	499	155,572	311

TOP CATEGORIES OF INTEREST

INTERNATIONAL

Covid-19: Sweden's herd immunity strategy has failed, hospitals inundated - NZ Herald

By Nzherald - Nov 21, 2020
nzherald.co.nz

Facebook 6.6K Twitter 435 Pinterest 2 Reddit 27.2K

QUARANTINE

Covid-19: US ambassador Scott Brown used private jet to avoid hotel quarantine

By Nick Perry - Nov 18, 2020
stuff.co.nz

Facebook 316 Twitter 28 Pinterest 0 Reddit 9.4K

CASES

Live: Today's Covid 19 coronavirus update - nine new cases, all in managed isolation - NZ Herald

By Derek Cheng - Nov 22, 2020
nzherald.co.nz

Facebook 2K Twitter 13 Pinterest 0 Reddit 0

SUMMARY:

Press coverage dropped by 22% and the average engagement dropped by 70 from the previous week.

New Zealanders were highly engaged with articles about international news, in particular a story about how Sweden's herd immunity strategy has failed.

TOTAL ENGAGEMENT PER CATEGORY:

- International: 85,188
- Quarantine: 12,237
- Cases: 8,931
- Virus: 7,955
- Vaccine: 6,440
- #NZPOL: 5,861
- Travel: 3,979
- Masks: 2,249
- Economy: 2,238
- Alert Levels: 997
- Misinformation/conspiracy: 966
- Contact tracing: 730

Conversation on UAC19 Facebook page November 17 - 23, 2020

CATEGORIES OVERTIME

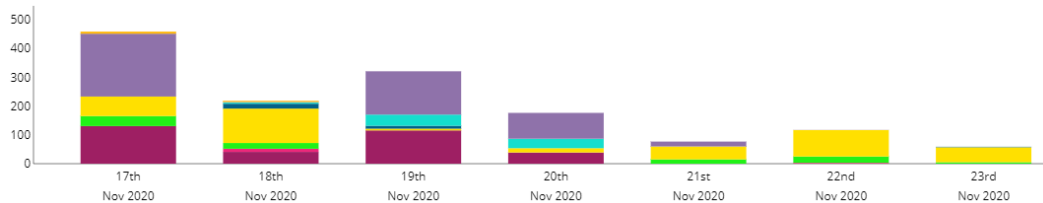
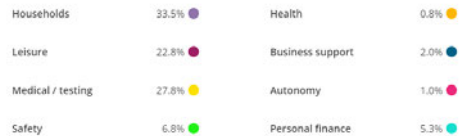


CHART: WEEK TOTALS



Time	Total vol. on page	Average posts per day	Highest vol.
Date range: Nov 17 - 23	1,951	278	Nov 17

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

Safety

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

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

Health

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

Households

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

Medical / testing (overlap with Safety)

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

Leisure (overlap with Autonomy)

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

Personal finance

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

Business support

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

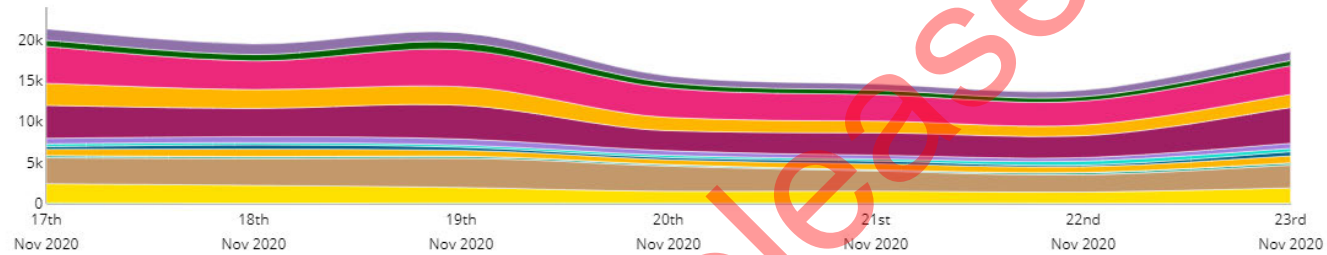
Autonomy

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

Category Definitions

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

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



Financial stability

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

Timeframe

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

Mental health

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

Way of life

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

Team of five million / Unite against virus

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

Domestic violence

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

Enforcement

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

Business & consumers

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

#NZPOL Decisions

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

Virus

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

Contact tracing

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

Economy

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

Environmental issues

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

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

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

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

Total volume of conversation:

Nov 17 – 23: 454,226

Nov 10 – 16: 454,837

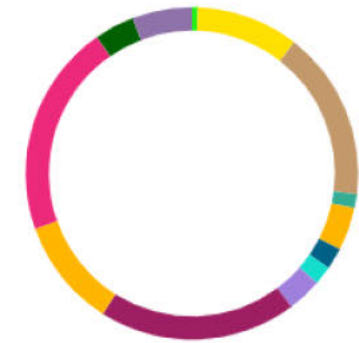
Nov 3 – 9: 487,871

Total conversation: Week ending Monday, Nov 23

Largest segment: **Virus 20.7%**

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%
Nov 23	4,923	4.19%	1,494	1.36%	4,421	3.88%	19,008	16.4%	3,926	3.35%	25,225	19.2%	25,414	20.7%
Nov 16	4,710	4.13%	2,100	1.78%	4,278	3.63%	17,509	14.9%	4,164	3.52%	25,466	20.4%	25,456	21.1%
Nov 9	4,600	3.92%	1,706	1.5%	3,873	3.46%	17,179	14.8%	4,338	3.69%	27,714	22.7%	22,396	19.4%

Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%
Nov 23	688	0.56%	11,603	10%	2,444	2.08%	2,278	1.84%	7,082	5.81%	12,499	10%
Nov 16	1,167	0.9%	11,595	10%	2,527	2.08%	1,992	1.6%	6,349	5.3%	12,319	10.6%
Nov 9	965	0.85%	10,784	9.4%	2,135	1.91%	2,589	2.16%	2,589	6.42%	11,066	9.7%



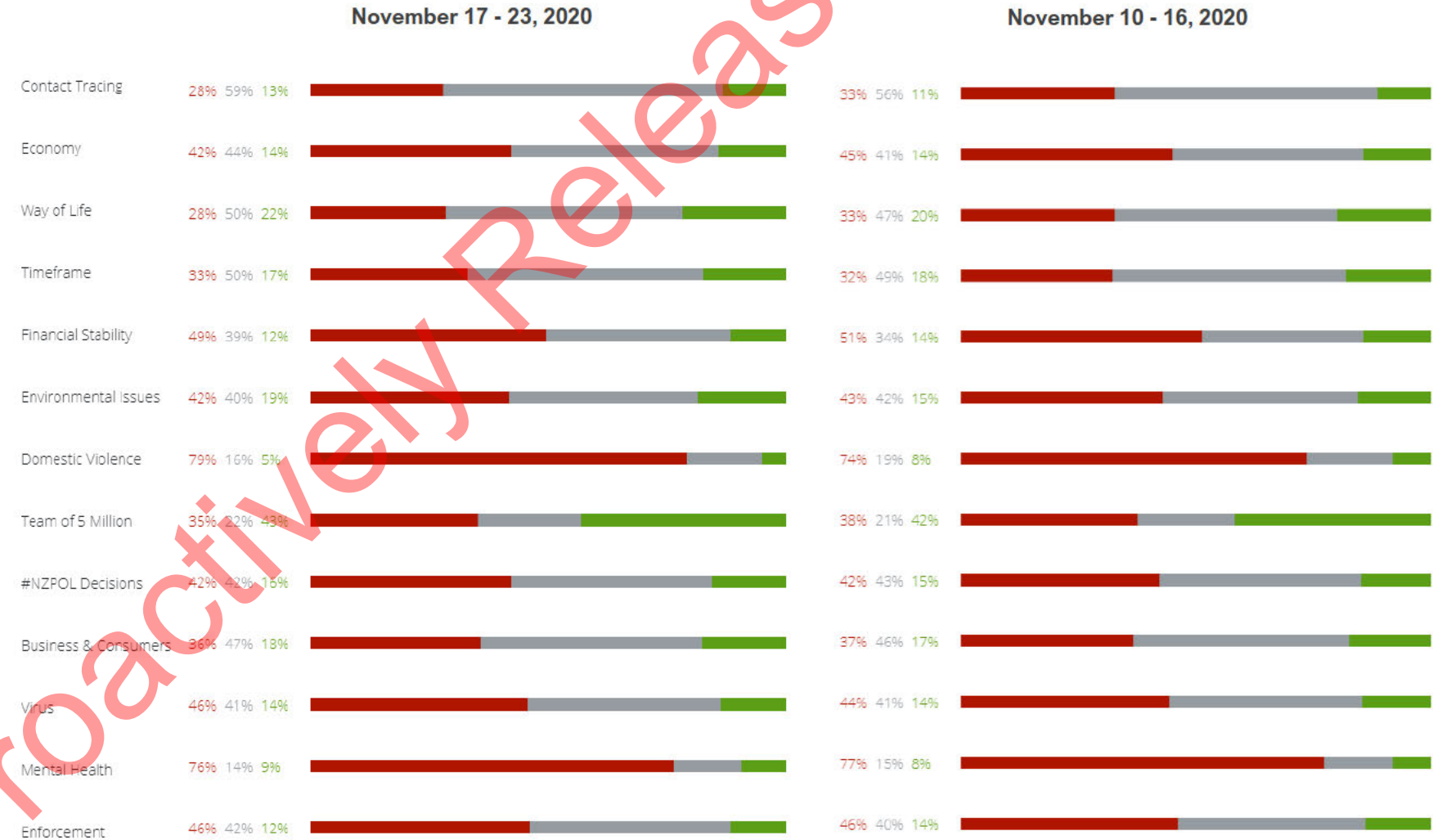
Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Net sentiment of each category per week.

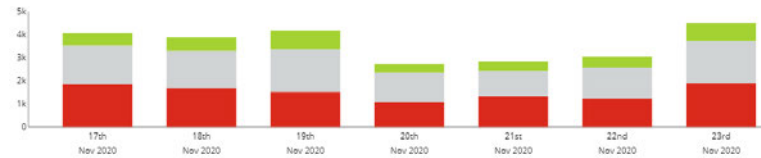
There were small decreases in negative sentiment across most categories. #NZPOL and Enforcement categories remained stable.

Timeframe, Domestic violence and Virus categories all rose slightly in negative sentiment.

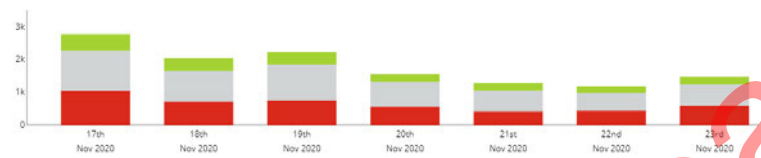
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.



#NZPOL DECISIONS



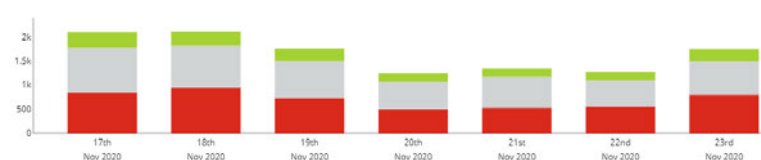
BUSINESS & CONSUMERS



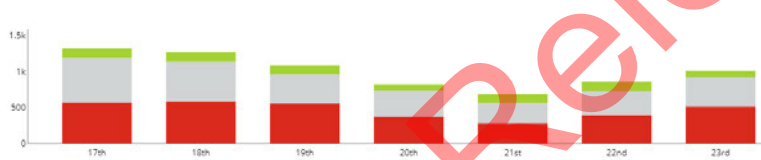
CONTACT TRACING



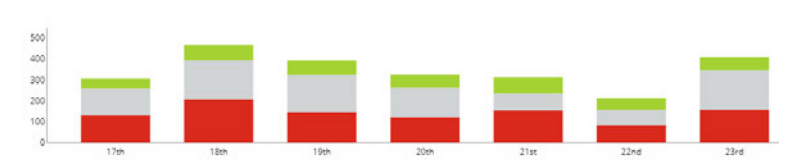
ECONOMY



ENFORCEMENT



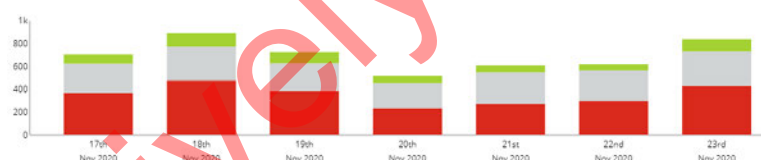
ENVIRONMENTAL ISSUES



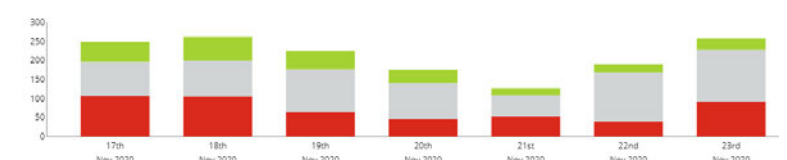
MENTAL HEALTH



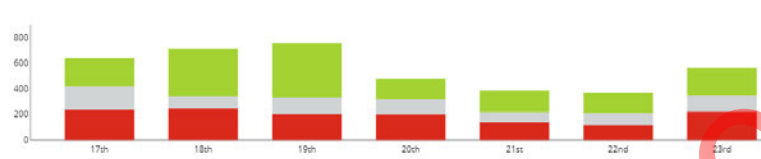
FINANCIAL STABILITY



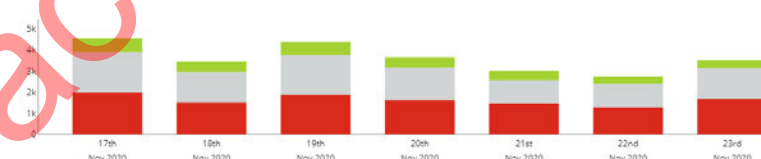
TIMEFRAME



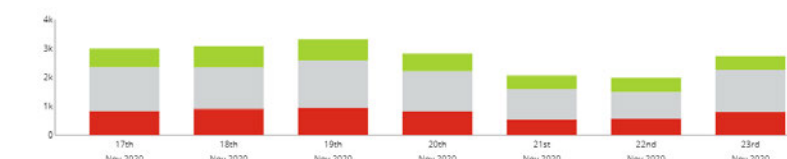
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

Conversation analysis:

Analysts examined conversation about masks following masks being made mandatory on November 19.

In general, analysts observed conversation that reflected an understanding of the necessity and reason for having the mandate introduced.

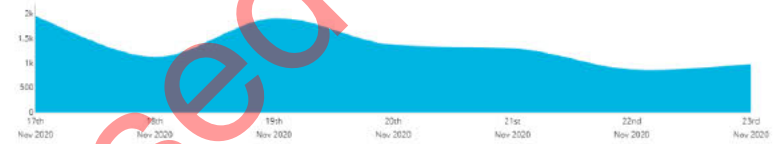
People are expressing concerns about others not complying with the mask mandate.

There is discussion about safety with people giving personal reasons for wearing a mask e.g. to protect their parents or other family members.

Despite masks being mandatory there are some people who say they will not wear a mask or are explaining why they believe masks do not work in stopping the transmission of COVID-19.

New Zealanders are talking about compliance and safety when it comes to masks.

Volume of conversation about masks, Nov 17 - 23



Masks were made mandatory on Auckland public transport and all domestic flights from November 19. The volume of conversation about masks peaked on November 19 and has slowly dropped over the rest of the week.

Compliance is seen as important to many with some expressing anger and frustration at those not wearing a mask or wearing them incorrectly.

Safety is also at the forefront of people's minds as some commenters are expressing personal reasons for wearing a mask e.g. for the safety of their families.

A few people are hoping the public transport mask mandate will be made to include the whole country.

There are some people expressing anti-mask rhetoric/misinformation e.g. claiming mask wearing is part of a government conspiracy.

Encouraging others to wear a mask/expressing happiness at seeing others wear masks

Cute mask...they're almost a fashion accessory now and it's awesome. Stay safe 🥰
Like · Reply · 6 d

Just keep those masks going on all transport, I want to spend Christmas with our beautiful family next month. Cheers all.
Like · Reply · 1 w · 6

In NZ and need some nice summer masks for Alert Level 1?

I can highly recommend islandcustom.co.nz - they make nice cotton masks on demand, they don't fog up glasses and so many compliments on the look of them.

Wearing a mask to ensure the safety of themselves and others

Everyone to their own. I happily wear a mask and scan in wherever I go. Another layer of protection for my dad who lives in a Retirement Village. Not because I am told to but because I care about other people. I would also like to be able to have my Christmas holiday.
Like · Reply · 1 w · Edited · 31

Dont bother me wearing a mask. If it means I am protecting myself and my 85yo mum and my 5 month old great grandson and all in between. I am not prepared to take chance with their lives.
Like · Reply · 1 w · 174

Expressing frustration towards people not wearing masks/wearing them incorrectly

I agree with [redacted] The vast majority wear their masks incorrectly or simply wear masks not fitted to their faces. How many times I cringe at politicians and news reporters pulling up their masks because it's slipping off their nose on television.
Like · Reply · 6 d · 2

I got the bus yeasturday and saw 5 adults and over 10 teens over 12 not wearing them. The bus driver said where's ur mask and would let them on anyway and be accuse of this others are gonna think why do I need to wear one if they get away with it.
Like · Reply · 5 d

Wishing the mask mandate on public transport was nationwide

I don't live in Auckland but I wish the mask mandate was country wide on public transport.
Like · Reply · 6 d · Edited · 22

Wanting to know why Air NZ is serving food/drink when people must wear masks

Masks on why are AirNZ offering wine & cheese pretty dumb
Like · Reply · 5 d

Expressing gratitude to be living in New Zealand as mask wearing is not mandatory all the time

Also feeling incredibly blessed and grateful to be living in a country where a conference like this is able to take place without any restrictions. masks or distancing! #UXNZ2020
pic.twitter.com/e2C5rvdfa9

November 18, 2020

I have been thinking I might go back to wearing a mask at any public places I go to eg supermarket. I mean, I teach at a large high school, so I am already at risk. Best to now 'pass that on' eh?
We are SO LUCKY here in Aotearoa. I NEVER want our country to go through this

Anti-mask rhetoric

Masks are for the weak!

can you please provide the scientific evidence that masks work to stop transmission of viruses
the only evidence I have seen does not support mask wearing is the government decision making based on science that is not published in any major medical journal?
Like · Reply · 1 w

[redacted] you wear a mask? then you are the believer in the conspiracy. As i said [redacted] plenty of info available to validate my argument, your choice to remain ignorant 😊 have a pleasant day
Like · Reply · 1 w · 2

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

November 24 - 30, 2020
New Zealand

Proactively Released

Weekly Update Summary: November 24 - 30, 2020

FAQs:

New Zealanders are checking in on case numbers. There continues to be questions around the functionality of the NZ COVID Tracer app along with when/how to use, or access QR codes.

Engagement with news stories:

The public were engaged in a series of stories that recognized New Zealand's efforts on an international stage, including a Bloomberg report ranking NZ as the most desirable country in the world to be in during the coronavirus era. Stories detailing members of the Pakistani cricket team not following MIQ rules, news of high death toll in the US and general coverage of case numbers also received engagement.

Conversation analysis:

Anti-vaxxers are vocal within this conversation, however there are some who state they are "pro vaccine" but are concerned about the speed that the vaccine was generated. Some people are pointing out that getting vaccinated before travelling is not a new concept.

What's in this report:

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

FAQs

November 24 - 30, 2020

CASES (32.5%)

- Are there active cases in Auckland/the community at the moment and where?
- Have we been over 2 weeks without community cases?
- Will the Air NZ case be treated as a community case?

CONTACT TRACING: APP/QRC (30%)

- Are QR codes still being provided on trains?
- Why does the app keep logging me out?
- I'm having trouble logging into the app.
- How do I get a QR code for an event?
- Can you report on NZ COVID Tracer app use every day?
- Can you make it compulsory to display the QR code?

MASKS/FACE COVERINGS (9%)

- Is mask/face covering on public transport being enforced as promised?
- Why aren't you posting masks out to those who can't afford them?
- Should we be wearing masks in malls during the Christmas shopping rush?

TRAVEL (6%)

- Why aren't crew members isolating along with passengers at the end of every flight?
- Why are you offered food/beverages on flights when you need to keep masks on?

OTHER

- VACCINE: Is the vaccine safe / when will we get the vaccine?
- TESTING: Is the test free for nonresidents?
- BORDER: Why are we letting in cricket teams?

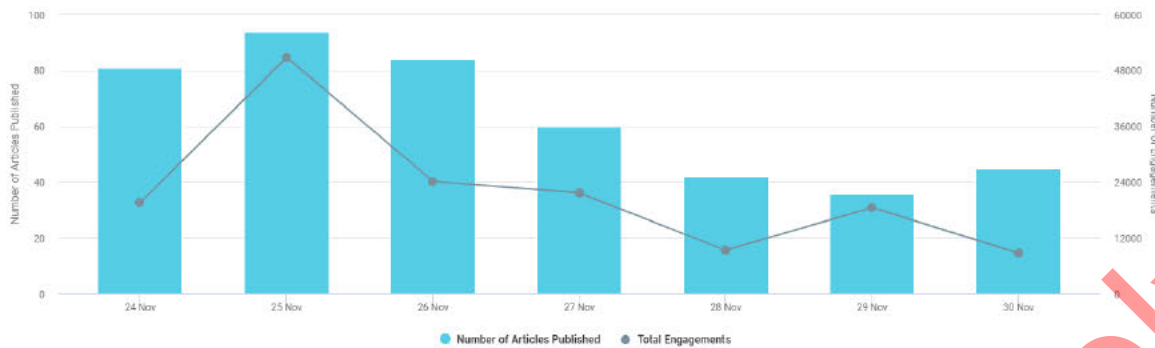
Date range	Total number of questions
November 24 – 30	80
November 17 - 23	97
November 10 - 16	199

SUMMARY: New Zealanders are checking in on case numbers. There continues to be questions around the functionality of the NZ COVID Tracer app along with when/how to use, or access QR codes. The use of masks, travel and the vaccine are also topics that the public have questions about.

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

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

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TOP CATEGORIES OF INTEREST

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Covid 19 coronavirus: New Zealand's response rated best in the world - NZ Herald

By Derek Cheng - Nov 25, 2020
nzherald.co.nz

Facebook 26.6K Twitter 218 Pinterest 2 Reddit 0

CASES

Cricket: Six Pakistan players test positive for Covid-19, breach rules while in managed isolation in Christchurch - NZ Herald

By Nzherald - Nov 26, 2020
nzherald.co.nz

Facebook 6.8K Twitter 46 Pinterest 0 Reddit 0

VIRUS

Baby born with Covid-19 antibodies in Singapore - report

Nov 29, 2020
mz.co.nz

Facebook 99 Twitter 6 Pinterest 0 Reddit 2.2K

SUMMARY:

The public were engaged in a series of stories that recognized New Zealand's efforts on an international stage, including a Bloomberg report ranking NZ as the most desirable country in the world to be in during the coronavirus era and Souxsie Wiles named as one of BBC's 100 inspiring and influential women.

Stories detailing members of the Pakistani cricket team not following MIQ rules, news of high death toll in the US and general coverage of case numbers also received engagement.

TOTAL ENGAGEMENT PER CATEGORY:

International: 75321

Cases: 24524

Virus: 17229

Economy: 7408

Borders: 6609

MIQ: 2241

Contact Tracing: 1325

Way of life: 227

Conversation on UAC19 Facebook page November 24 - 30, 2020

CATEGORIES OVERTIME

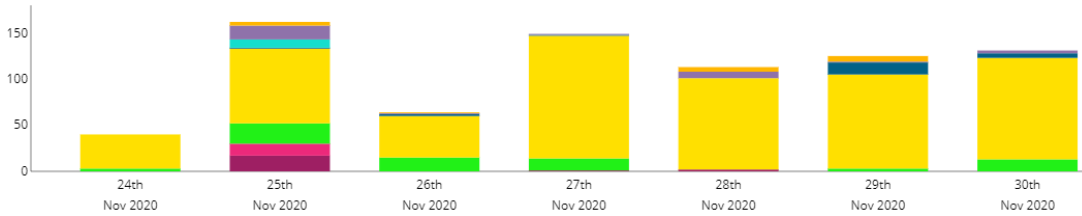
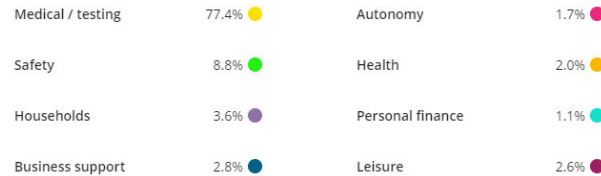
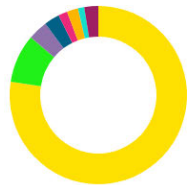


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Timeframe

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

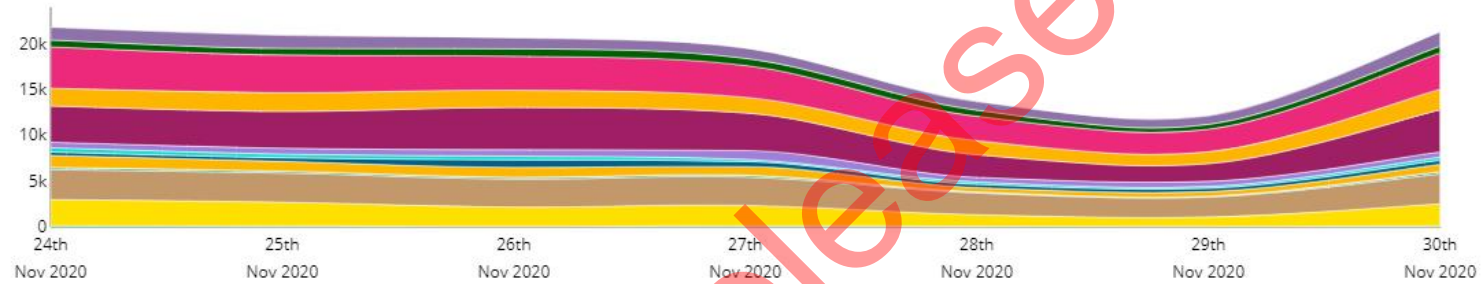
Mental health

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

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

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



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

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

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

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

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

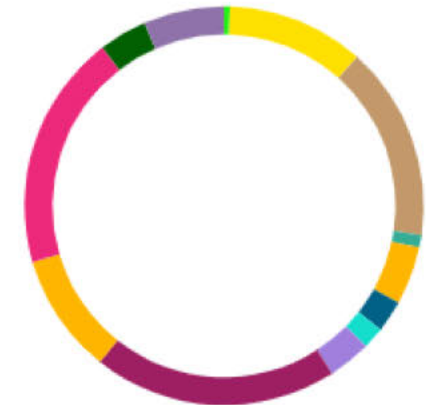
Total volume of conversation:

Nov 24 – 30: 441,678
 Nov 17 – 23: 454,226
 Nov 10 – 16: 454,837

Total conversation: Week ending Monday, Nov 30. Largest segment: #NZPOL 19.8%

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Nov 30	5,700	4.72%	1,254	1.01%	4,490	3.87%	19,507	15.7%	4,572	3.48%	26,263	19.8%	24,365	19.1%
Nov 23	4,923	4.19%	1,494	1.36%	4,421	3.88%	19,008	16.4%	3,926	3.35%	25,225	19.2%	25,414	20.7%
Nov 16	4,710	4.13%	2,100	1.78%	4,278	3.63%	17,509	14.9%	4,164	3.52%	25,466	20.4%	25,456	21.1%

Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Nov 30	523	0.47%	13,842	11.1%	3,117	2.59%	2,255	1.76%	8,345	6.54%	12,061	9.76%
Nov 23	688	0.56%	11,603	10%	2,444	2.08%	2,278	1.84%	7,082	5.81%	12,499	10%
Nov 16	1,167	0.9%	11,595	10%	2,527	2.08%	1,992	1.6%	6,349	5.3%	12,319	10.6%



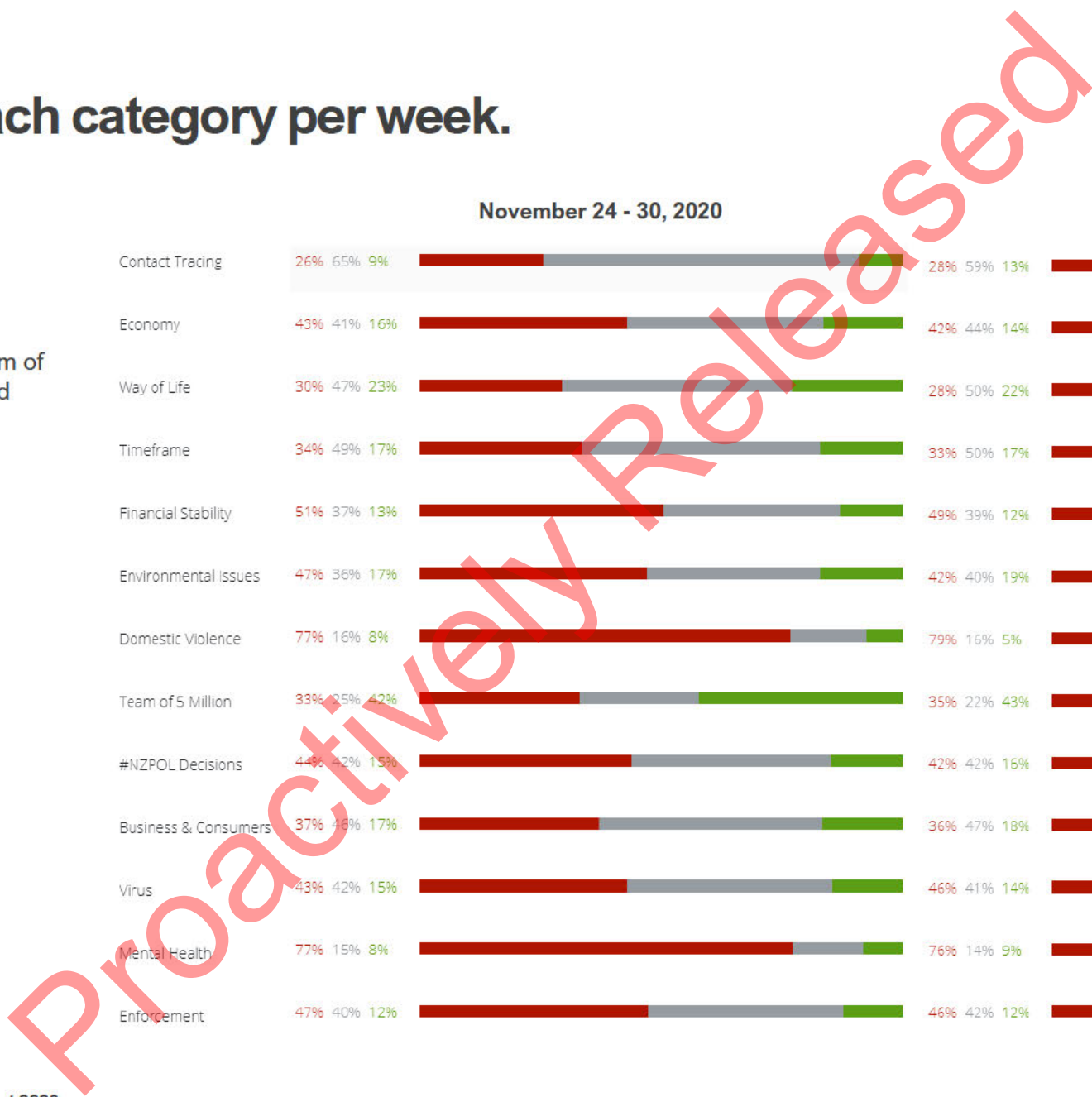
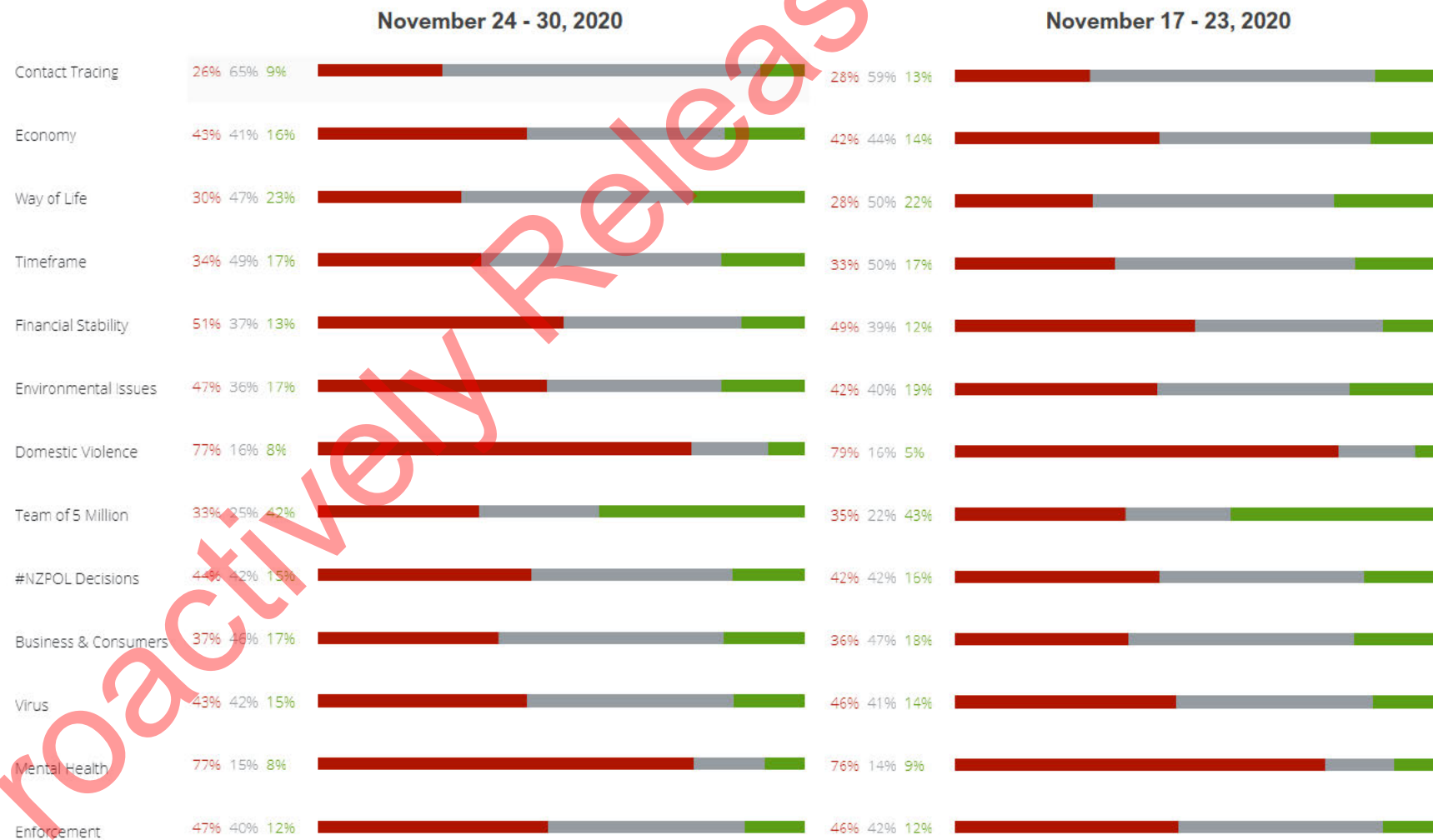
Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Net sentiment of each category per week.

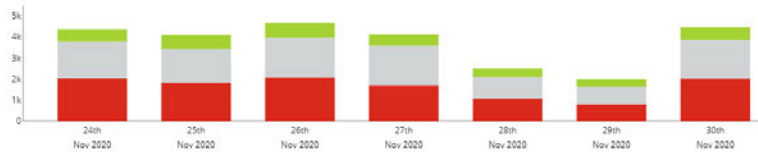
There were small increases in negative sentiment across most categories.

Contact tracing, Domestic Violence, Team of 5 Million and Virus categories all dropped slightly in negative sentiment.

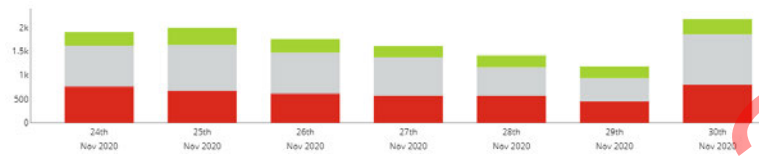
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.



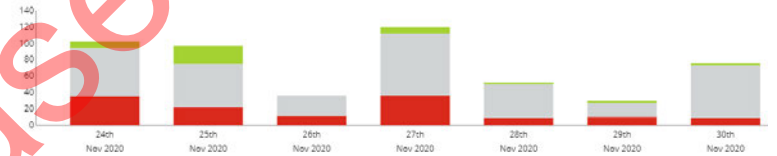
#NZPOL DECISIONS



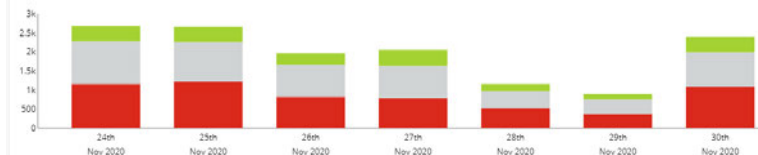
BUSINESS & CONSUMERS



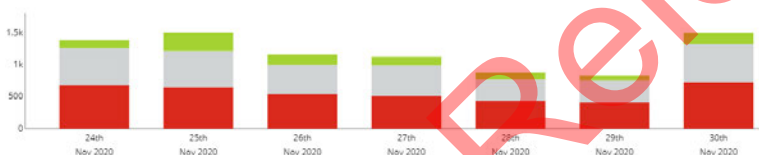
CONTACT TRACING



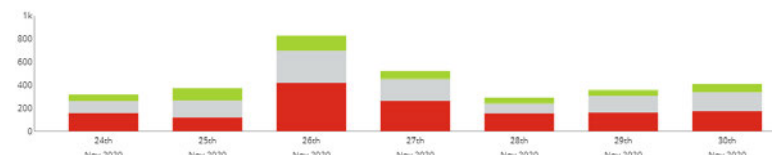
ECONOMY



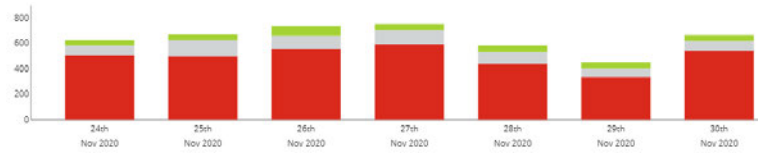
ENFORCEMENT



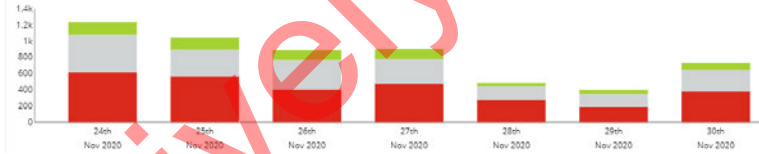
ENVIRONMENTAL ISSUES



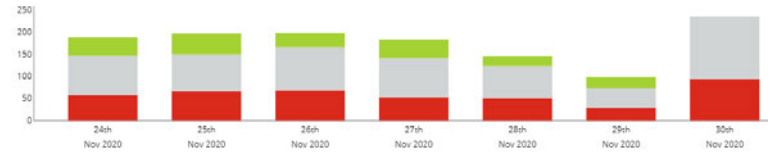
MENTAL HEALTH



FINANCIAL STABILITY



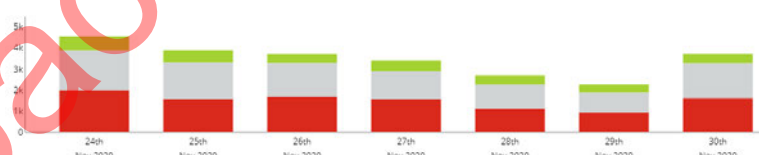
TIMEFRAME



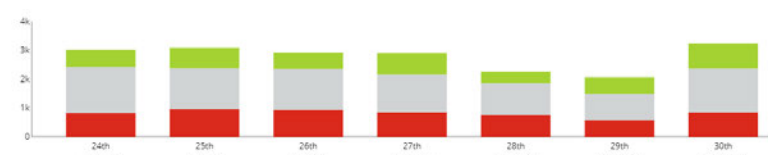
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

Conversation analysis:

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

Unsurprisingly anti-vaxxers are vocal in this conversation, however there are also those who have commented that they are “pro-vaccination” but are concerned about the speed the COVID-19 vaccinations have been generated. Some view these vaccinations as unsafe and are referring to them as untested” or “experimental”.

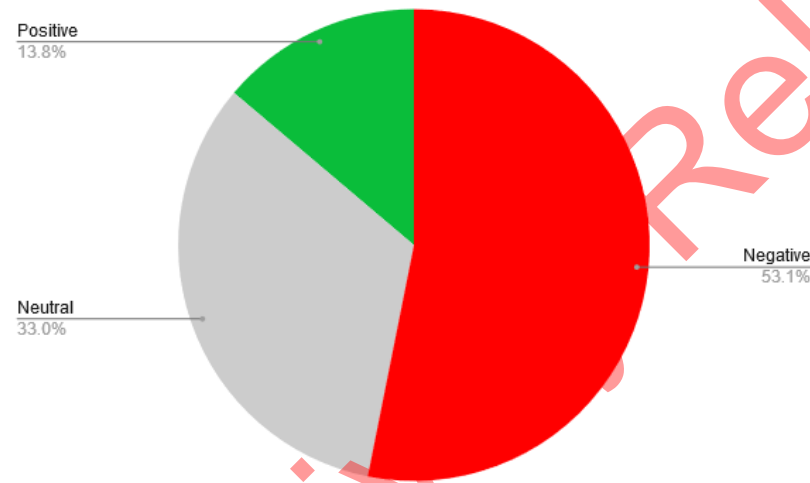
Those who are open to the COVID-19 vaccine are looking forward to more freedom. They are pleased that there are potentially going to be restrictions for those who are not vaccinated.

Several news stories relating to COVID-19 vaccinations drove conversation about this topic this week.

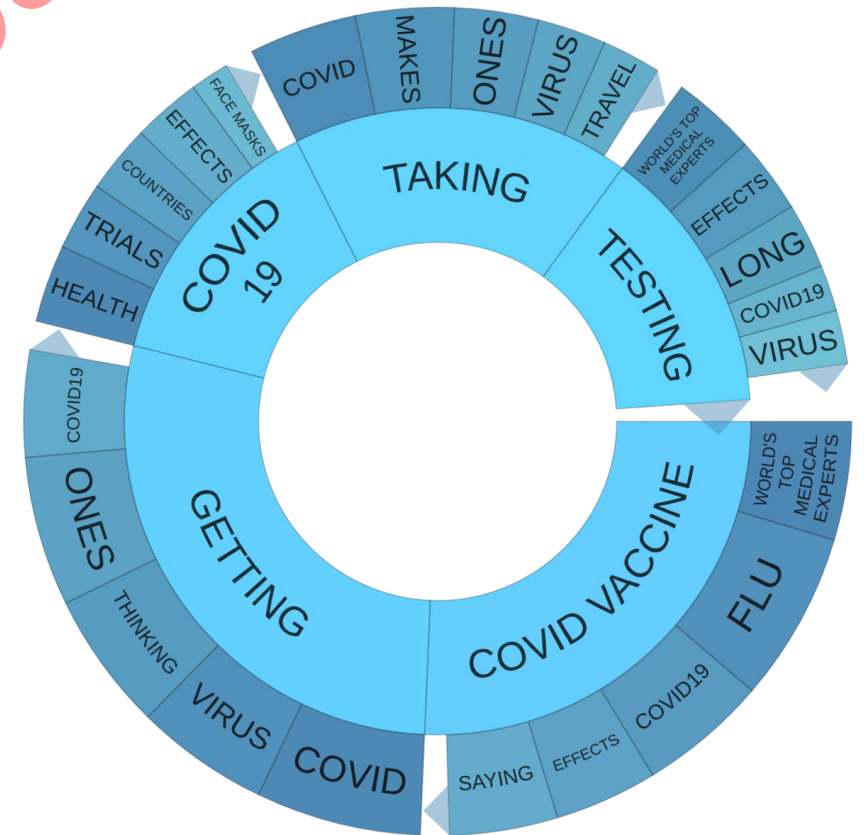
- The CEO of Qantas announced that they would require all passengers to prove they have received a COVID-19 vaccination before traveling on their aircrafts.
- Scott Morrison signalled vaccination will be a condition of entry into Australia, or travelers pay for their own quarantine.
- The NZ PM commented that they are working towards a date in March to access the vaccine.

The resulting conversation we measured was 52% negative. This reflects frustration and arguments taking place by those pro and against vaccination. Neutral conversation (33%) is often factual in tone.

Sentiment of conversation:



Topics of conversation:



Anti-vaxxers are vocal within this conversation, however there are some who state they are “pro vaccine” but are **concerned about the speed that the vaccine was generated**. Some people are pointing out that **getting vaccinated before travelling is not a new concept**.

Positive responses include those who are happy to receive a vaccine and pleased that they will not need to share a flight with those who are not.

Fantastic i hope the cruise companies do the same, the anti vaxxers can stay home.

Like · Reply · 1 w

132

I'm happy with this. Wouldn't want to be on a plane with unvaccinated passengers anyway.

Like · Reply · 1 w

150

Getting a vaccination before travel is not a new concept.

This is not new at all. I've had to have vaccine certificates to travel to some parts of the world. It might be a first for you, but there is well established precedent.

Like · Reply · 1 w · Edited

8

We have to have vaccinations for some destinations now , Yellow fever springs to mind and others in tropical destinations. Why are you objecting to Covid, it's for your benefit, after all.

Like · Reply · 1 w

9

Due to the high interest, the public are more aware of the brands involved in generating the vaccine.

I am pro-vaccine, but I believe that we should be able to choose among the different brands. I don't trust Johnson & Johnson and have never used their products. That applies to the upcoming vaccine.

Like · Reply · 5 d

90% effective is “brilliant”.

COVID-19 vaccine likely in March says PM

No what you're saying is if it's not 100% effective we shouldn't be using it. 90% effective is brilliant, any drug which works that well with minimal side effects is a bit of a unicorn

READ POST AT [reddit.com](https://www.reddit.com)

Some are concerned about the speed that the vaccine has been generated and believe this means it is untested, has been rushed or is experimental.

I would rather wait to see if there are adverse side affects and for wider evidence of effectiveness of mass vaccination elsewhere, before NZ Medsafe agrees to vaccinate NZers.

We don't have a deep Covid emergency like US & UK.

Looks like we ain't going anywhere 🤔 I don't trust no vaccine that new

Like · Reply · 1 w

2

Doesn't it just make you feel all warm and fuzzy inside how all these experts are planning to force an unwilling populace to accept an untested vaccine? It's all for our own good, you know.

Like · Reply · 1 w

1

Pro-vaccine but views this as experimental.

I'm pro vaccine but there's no way I'll be letting myself get injected with an experimental medicine

Like · Reply · 5 d

33

Viruses mutate why should we bother as it won't be effective for long.

This virus is changing all the time so what makes u think this vaccine is going to work ?

Like · Reply · 1 d

4

Why would you get a vaccine, when this virus mutates? Why aren't they working on a quick test?

Like · Reply · 5 d

4

there is a vaccine for flu though. Flu deaths in the US average 35,000 Covid deaths are over 250,000 in the US. . Once there is a viable and reliable vaccine and 60 plus years of reasearch then it can be treated like flu. Until then Covid deaths will continue to kill at a rate 10 times that of flu.

Like · Reply · 4 d

Won't be traveling out of NZ anymore as they view the vaccine as “too risky”.

my husband and I won't be as it's too risky. It's only been tested for not even a year and most things are tested for 10 years . We've already been overseas twice so we don't need to go again. We haven't seen all of New Zealand so we w... See more

Like · Reply · 1 w

4

Thank you

Proactively Released

Contact

