

A photograph of people sitting around a white table. In the foreground, a person's hands are visible, one holding a white ceramic cup. Another person's hand is also visible near the cup. In the background, there is a small black vase with dried flowers on the table. The right side of the image is partially obscured by a teal overlay.

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TellME

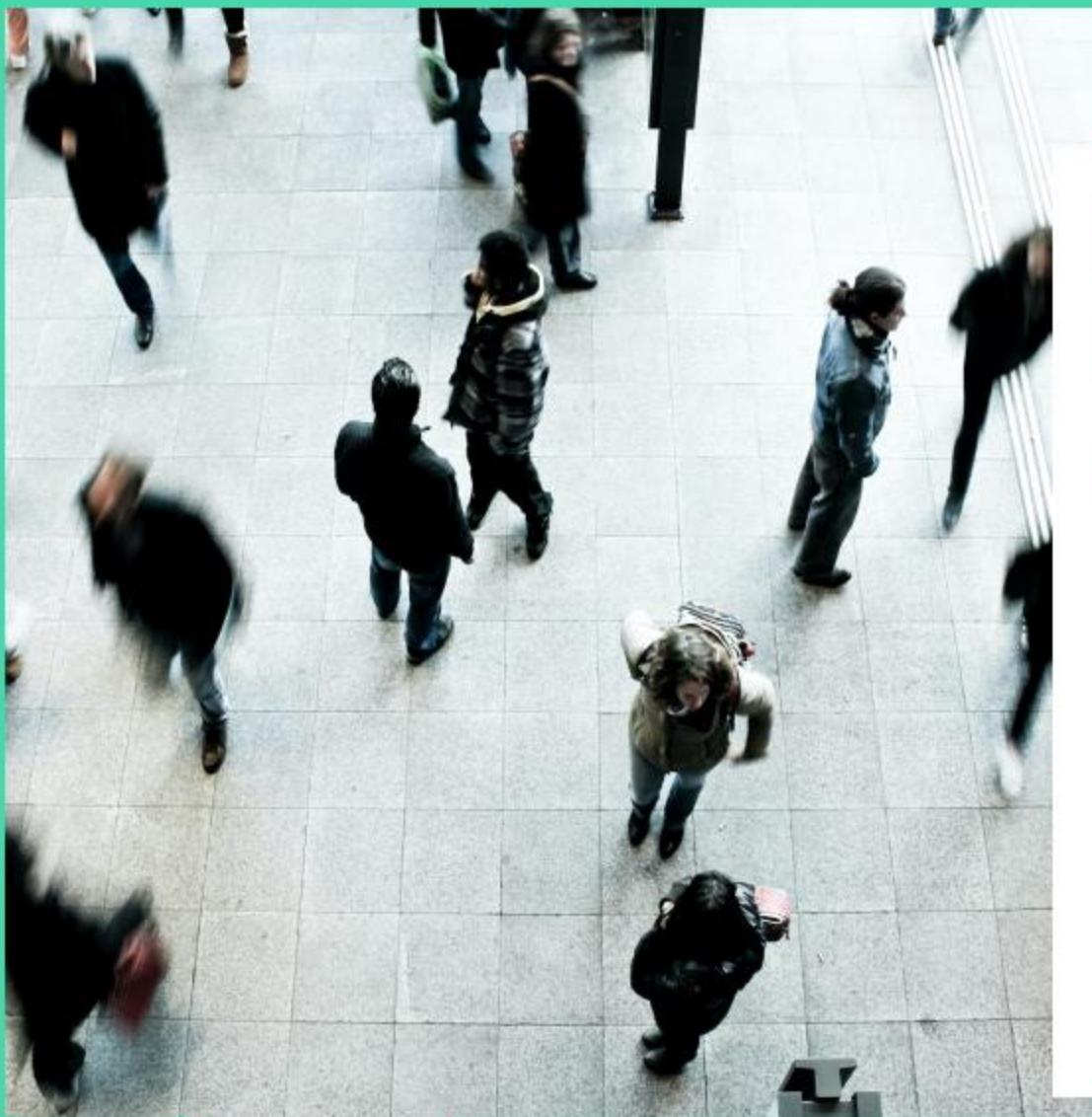
2022
Lifestyle
Study

A lot changed during 2021, and it has impacted us in 2022 across all areas of our lives.

NZ's response to the pandemic in 2020 saw virtual elimination of community transmission and ensured that day-to-day life for many Kiwis didn't change too much. 2021 was very different.

The impact of NZ's largest lockdown in 2021 is clearly visible. Some have been positive; the reshaping of how, where and when we work. On the flip side there has been a decline in optimism for future in terms of finances and the New Zealand economy.





How we're doing

New Zealanders are:

- THINKING** | New Zealand will worsen in the next 12 months
- FEELING** | More frustrated and worried than last year
- DOING** | More work and fewer hobbies
- USING** | Online shopping portals for both grocery and personal
- FEARING** | The state of New Zealand's future

Contents

How we feel - How 'OK' we are and what emotions are we experiencing.

How we spend - How we use credit cards, pay for big ticket items.

How we shop - Where we shop and how our shopping habits have changed in the past year.

How we relax - How we are spending our downtime at home, are we exercising?

How we eat - Food and grocery trends; are we still eating out less?

How we work - Changes to our work and the evolution of working from home.

Our future - Looking ahead, where do we see the next 12 months heading?

How we feel

The last year was an emotional rollercoaster





The pandemic has taken a toll

38% say they are feeling good, this is 20% less than last year.

Females and those under 50 are more likely to have seen a decrease over the last year.

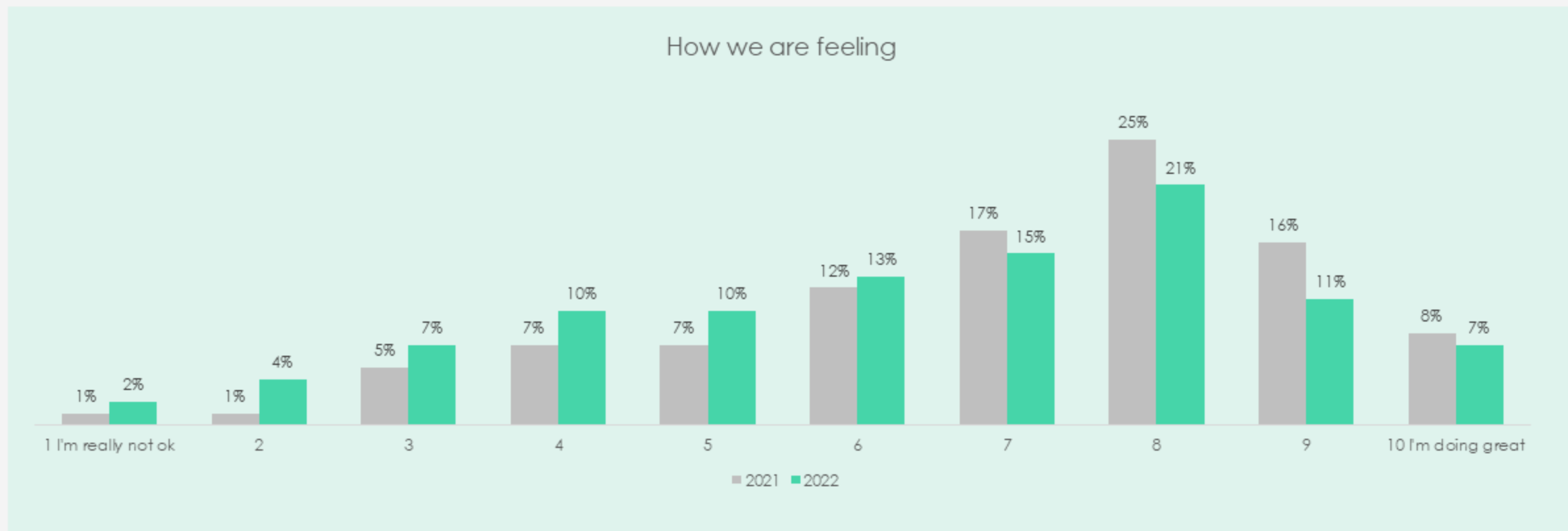
We are feeling less optimistic and generous, and whilst we peaked for empathy in 2021, it has changed to frustrated and annoyed.

SOURCE: NZME Lifestyle Study 2022, n=1000, nationally representative

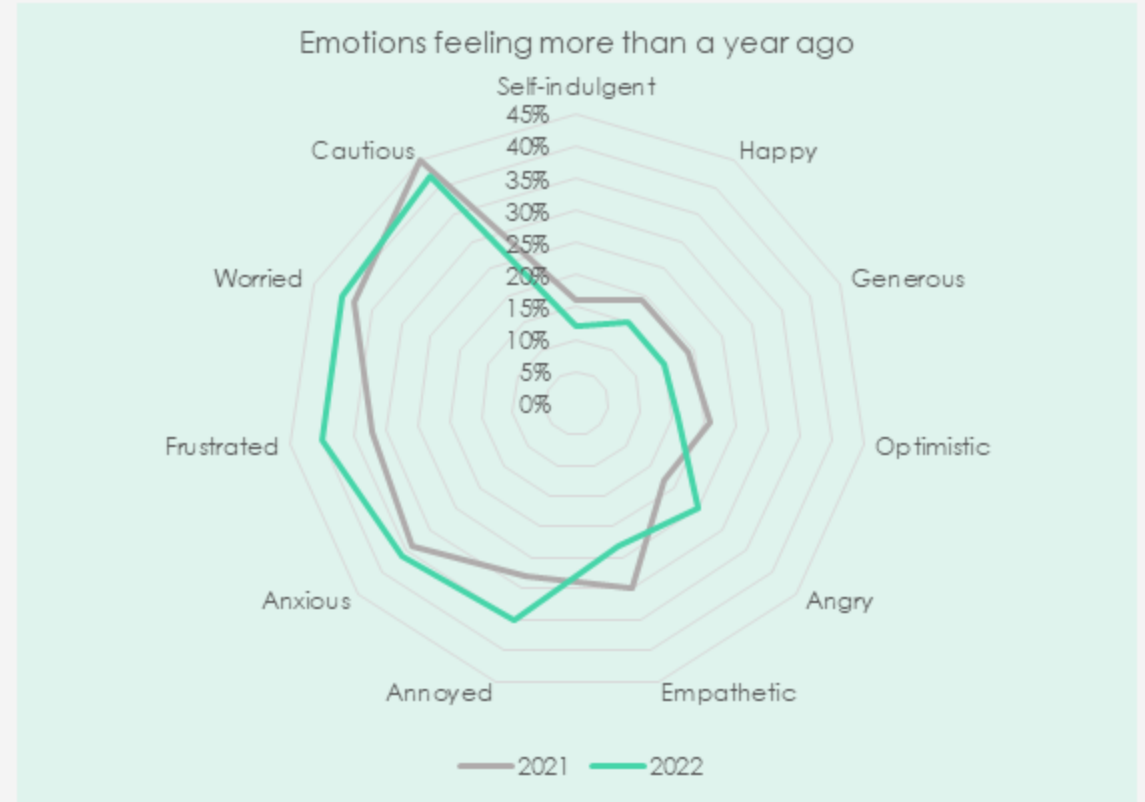
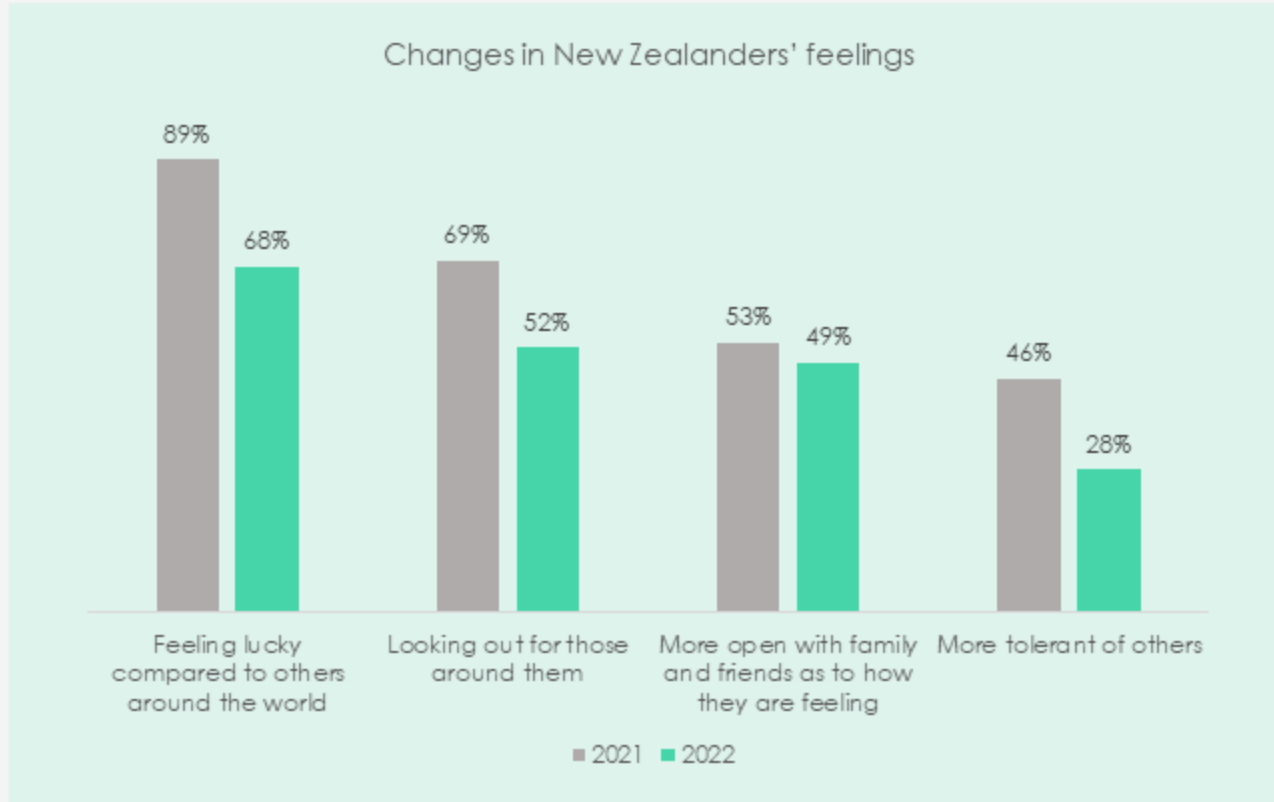
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Feeling less optimistic

Our wellbeing index* shows that those of us who are feeling great has dropped by 20% to **39% of New Zealanders doing great** and the percentage who are not doing well has increased by 63%.

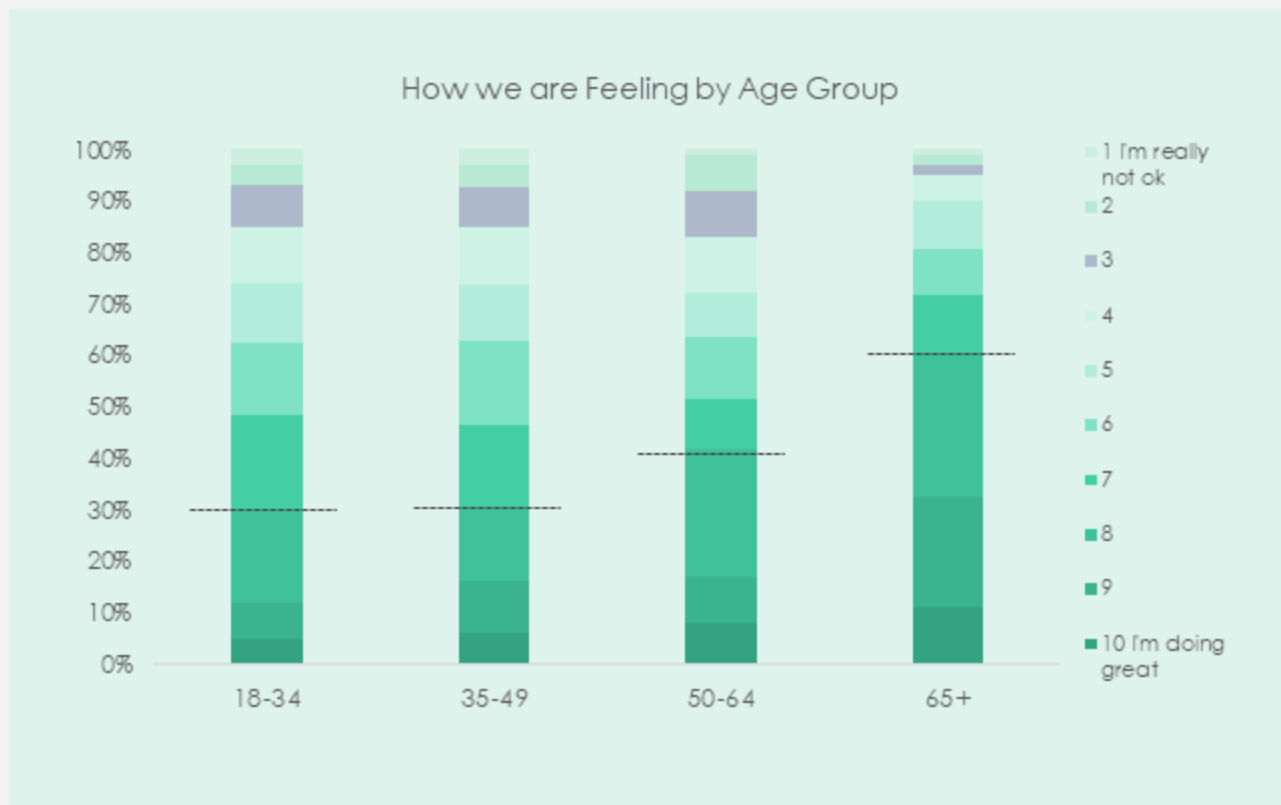


How we are feeling



At the beginning of 2021, Kiwis were feeling optimistic and there was a sentiment we had escaped unscathed. The second half of the year brought huge challenges and we are still feeling the burn. The emotions that have increased are indicative of a worsening cost of living crisis.

How We Feel: Demographics



For retirees, things haven't changed too much, and the results reflect this, whereas younger age groups are overworked as parents and employees and have lost their community.

	Auckland	Wellington	Canterbury
I'm doing great (8-10)	39%	28%	41%
Compared to nation	=	<11%	>2%
I am doing fine (4-7)	50%	59%	47%
Compared to nation	>2%	>11%	<1%
I'm not doing ok (1-3)	12%	12%	12%
Compared to nation	<1%	<1%	<1%

Four in ten Cantabrians would describe themselves as doing great, this is higher than other metropolitans.



How we spend

We channelled more funds
into emergency accounts

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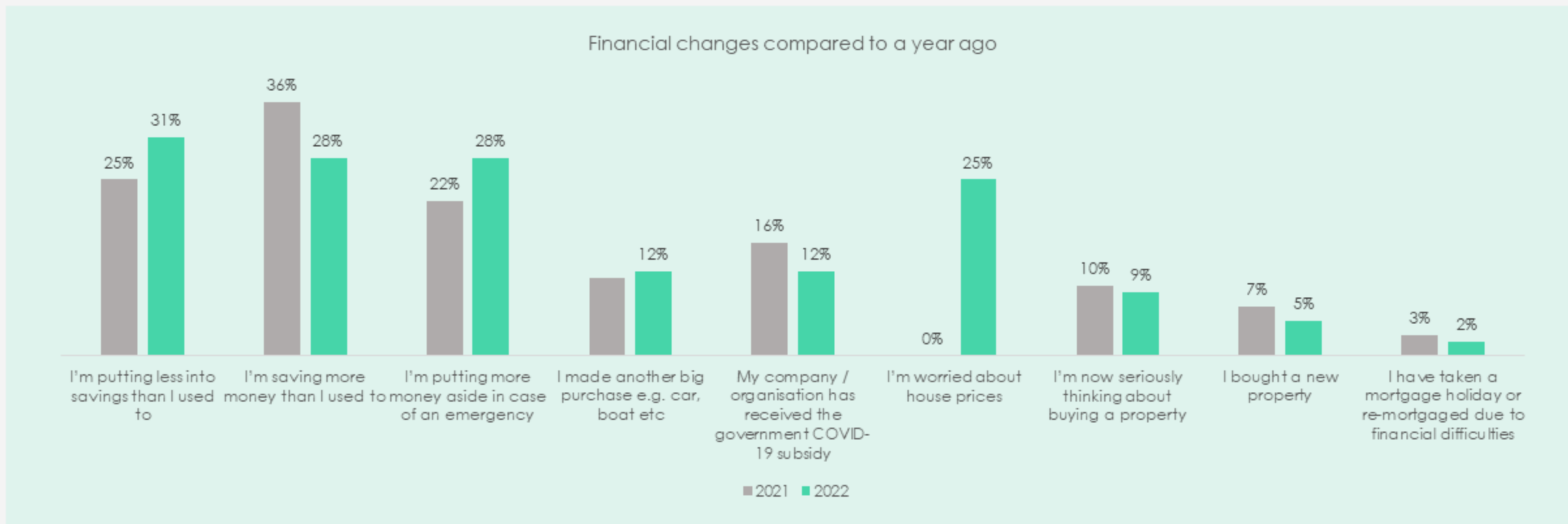
Financial stress is increasing

Over a quarter of us are putting more money aside in case of emergencies.

One in five 18-34yr-olds are thinking about buying a house, which indicates why they are more likely to be saving more than others.

Kiwis still rely on credit cards for big ticket items.

How we feel about our finances

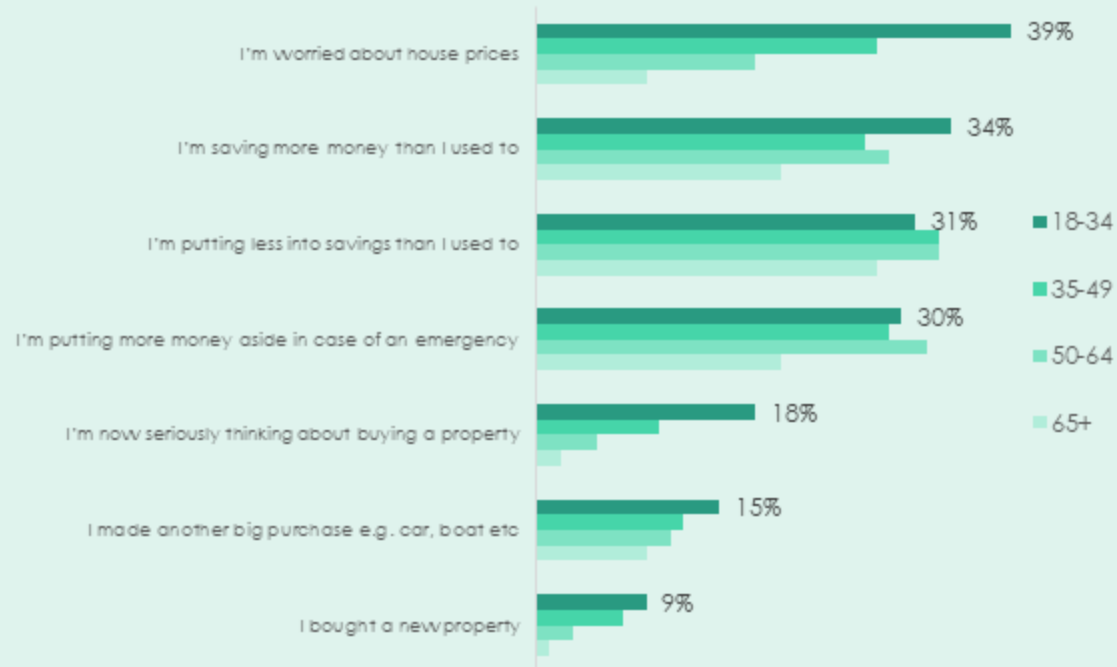


We've reduced how much we're putting into savings for recreation (i.e. travel, luxury goods), and have started to think more about rainy day funds, there's a real sense that we might need it one day.

There are still some Kiwis buying big ticket items, but these are items that can be sold unlike property which has seen a decline as there is more risk in investing in brick and mortar due to inflation.

How We Spend: Demographics

Changes to finances compared to last year



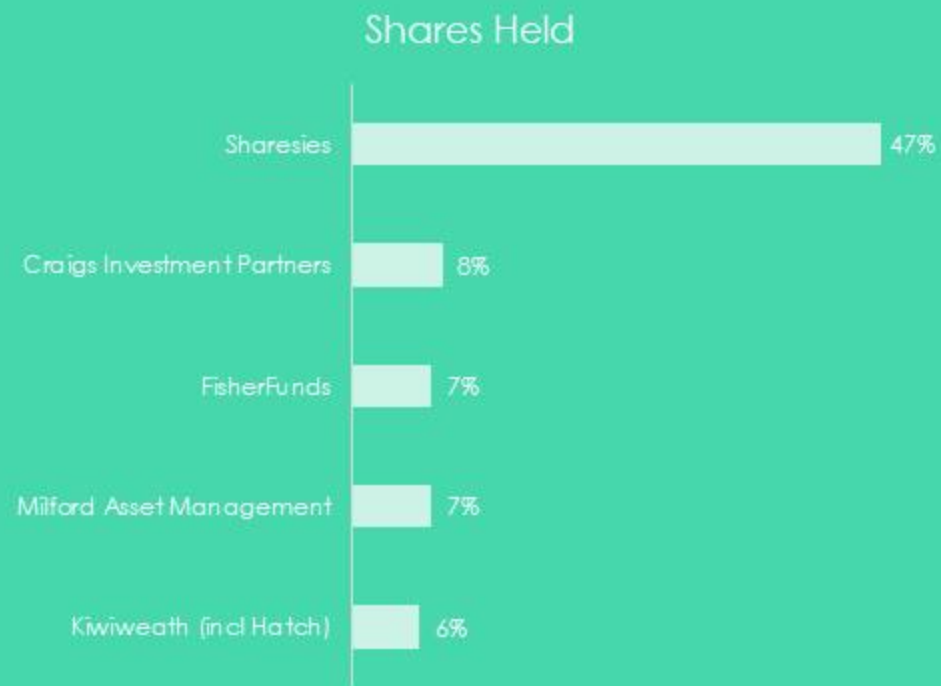
Our young first-time buyers are increasingly worried about house prices, to the point that they have money but it's still not enough.

	Auckland	Wellington	Canterbury
Worried about house prices	30%	30%	20%
Compared to nation	>5%	>5%	<5%
I'm saving more	29%	32%	27%
Compared to nation	>1%	>4%	<1%
Putting more money aside for an emergency	29%	35%	21%
Compared to nation	>1%	>7%	<7%
Made a large purchase in the last year	11%	17%	14%
Compared to nation	<1%	>5%	>2%

Financial stress continues to be Auckland and Wellington's biggest cause for concern.

31% of Kiwis have shares

Where do we invest....



How we shop

Online shopping has gained
even more traction





Online shopping increasing

Online shopping is the new normal.

- Nearly a third are shopping online more to avoid contact with others still.
- More kiwis shop online, with 47% taking time to search for the best deals.

We are less impulsive shoppers and take the time to consider if we really need something.

We are less impulsive when shopping



Compared to last year, we're 50% more likely to be shopping online, and over a quarter are avoiding malls and finding the experience less of a pleasure than it used to be. Financial pressures are squeezing us, as we're checking prices and thinking more around whether we need to buy items or not

How We Shop: Demographics



Younger Kiwis are shopping around and heading online for the best deals, whilst older consumers are thinking more about the necessities of what they're buying, with the middle age groups being those most likely to find shopping less of an enjoyable pastime than it was previously.

	Auckland	Wellington	Canterbury
Online - NZ	39%	39%	32%
Compared to nation	>3%	>3%	<4%
Online - Overseas	15%	12%	8%
Compared to nation	>4%	>1%	<3%
Malls/Shopping Centres	62%	49%	59%
Compared to nation	>9%	<5%	>6%
Town Centres	39%	51%	35%
Compared to nation	<8%	>4%	<11%

Where Kiwis are shopping differs across the country, with Aucklanders more likely to shop online and in malls compared to the rest of the nation.



How we relax

Hobbies took a back seat

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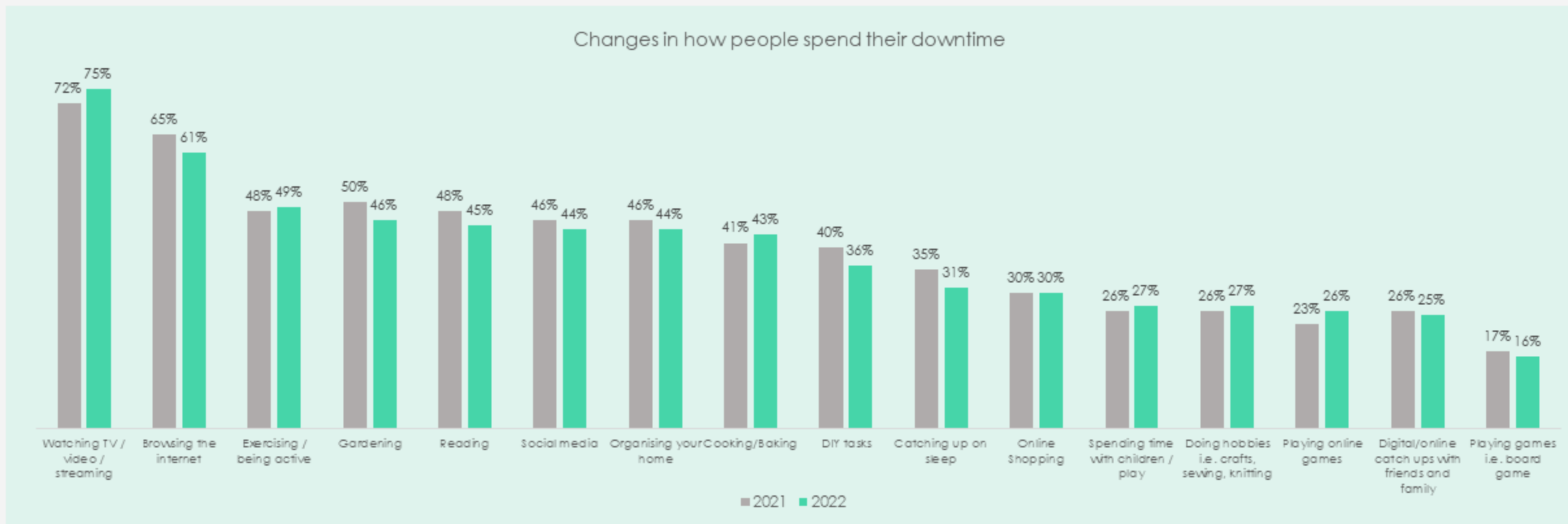
Hobbies are less of a priority

Streaming TV and consuming content online are our top hobbies.

- Reading, DIY and gardening have declined, but not for those aged over 50.
- 18-34 are more likely to be catching up on sleep or shopping online.

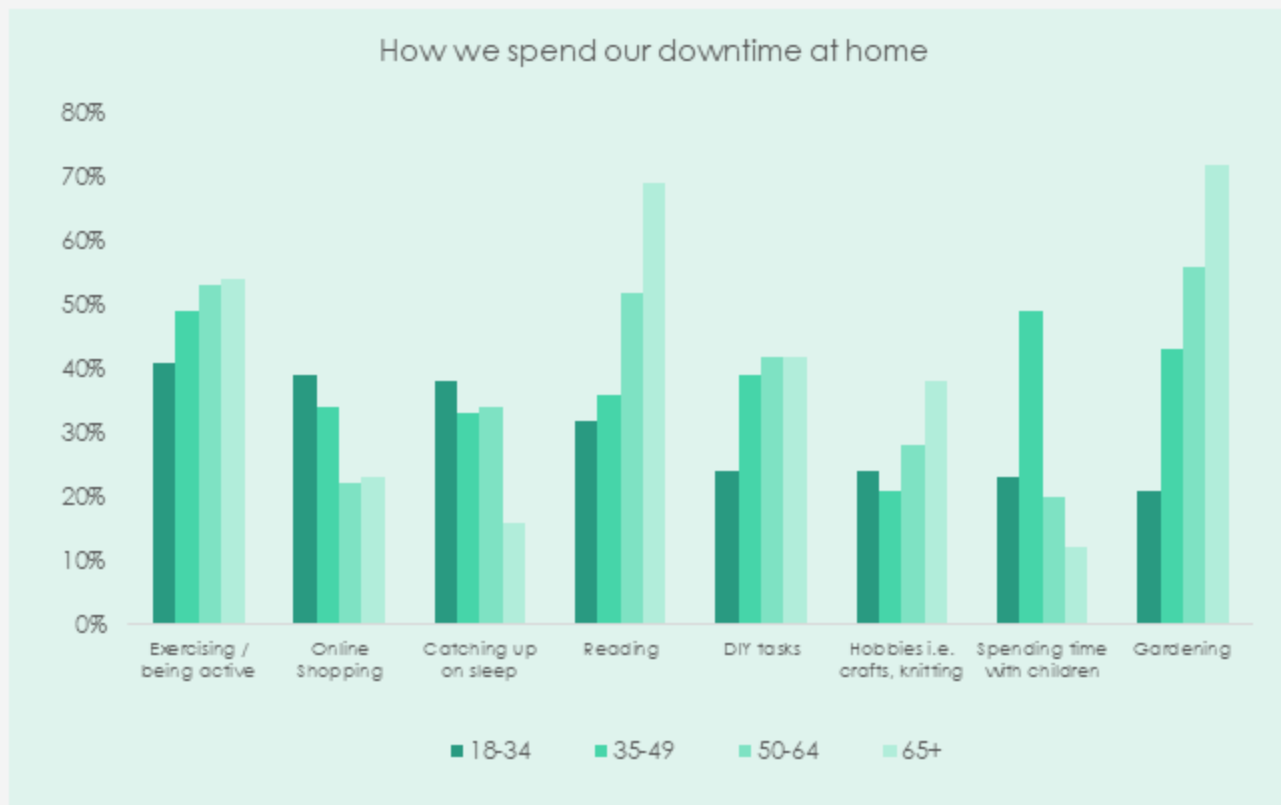
35-49s spend most of their downtime exercising or with their children.

How we fill our spare time



We're seeing a return to normality with our spare time, back to pre-pandemic levels. The habits we picked up in 2020 have lost their novelty, so there has been a drop for time-consuming household and leisure activities such as reading, gardening and DIY.

How We Relax: Demographics



Older age groups are more likely to keep exercising and active, making sure they carve out time for self-care alongside family or other commitments.

	Auckland	Wellington	Canterbury
Exercising	47%	45%	58%
Compared to nation	<2%	<4%	>9%
Online Shopping	30%	39%	26%
Compared to nation	=	>9%	<4%
DIY	32%	40%	33%
Compared to nation	<4%	>4%	<3%
Gardening	38%	47%	46%
Compared to nation	<8%	>1%	=
Sleep	36%	30%	28%
Compared to nation	>5%	<1%	<3%

Aucklanders have been sleeping more compared to the nation, likely due to heightened anxiety and stress.

How we eat

Supermarkets are frequented more often with increases of bulk buying





A shift away from local stores

Kiwis are shopping at supermarkets even more than before, a habit likely created in lockdown

- 37% of supermarket shoppers are buying online
- Local stores like butchers are seeing a decline

After the rise in food kits during 2021, their popularity has started to shift.

Buying more groceries from supermarkets than before



21% of Kiwis visit supermarkets more often when physically shopping for groceries (v 2021), as compared to smaller or local stores. However, trends indicate that shopping at physical destinations is at an overall decline. Supermarkets' foot traffic is being replaced by ordering online for delivery or 'click & collect' models. There is a hesitancy towards visiting a physical location itself, even when the convenience of being able to find everything in one place is present.

How We Eat: Demographics



18-34 year olds are more likely to do their supermarket shop online and are significantly more likely to order meal kits or food subscriptions.

	Auckland	Wellington	Canterbury
Top up shopping	26%	18%	19%
Compared to nation	>4%	<4%	<3%
Bulk buying	24%	26%	24%
Compared to nation	>1%	>3%	>1%
Ordering Online	18%	23%	9%
Compared to nation	>2%	>7%	<7%
Meal Kits	12%	11%	8%
Compared to nation	>3%	>2%	<1%
Food Subscriptions	10%	5%	2%
Compared to nation	>3%	<2%	<5%

Aucklanders and Wellingtonians have had bigger shifts in grocery buying habits, particularly around online ordering. Meal kits and food subscription packages are less popular in Canterbury.



How we work

Flexibility of working from home
means saving money and family time

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A woman with long brown hair is sitting at a dark wooden desk in a home office. She is wearing a white long-sleeved shirt and is looking down at a laptop. A small, light-colored dog is sitting on her lap. The background is slightly blurred, showing a window with curtains and a framed picture on the wall.

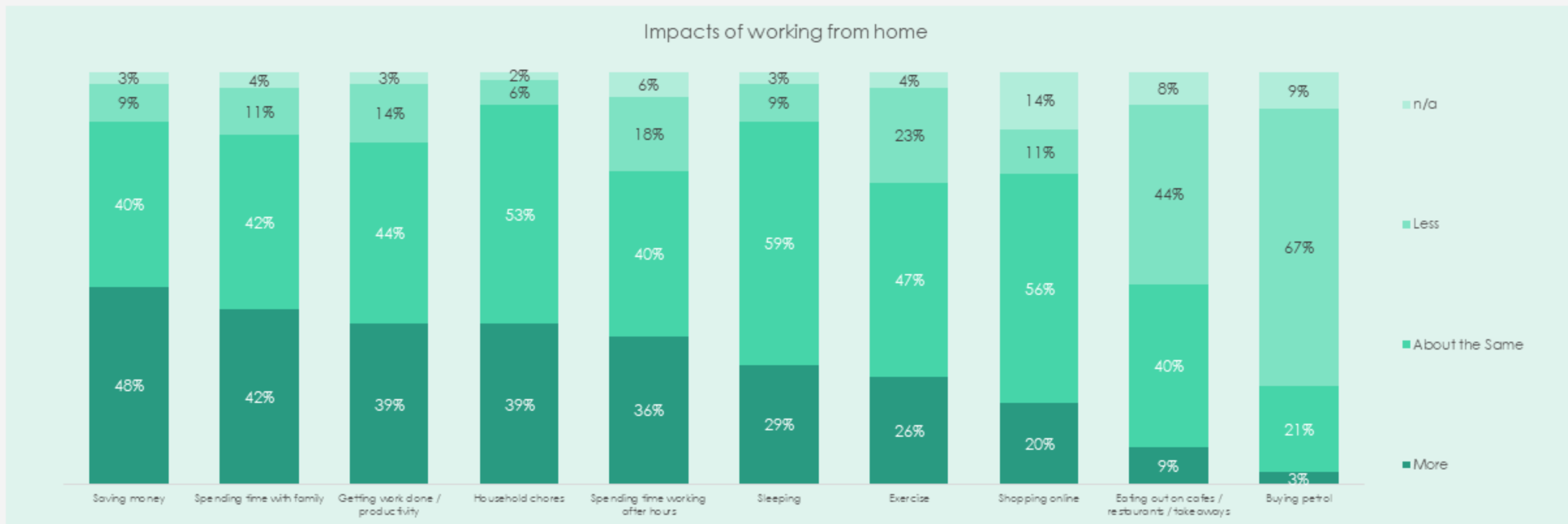
Priorities are Flexibility and balance

40% of kiwis are now working from home full time or have flexible working hours.

- As a result, kiwis are spending more time with their families
- 43% of 18-34s who work from home have increased those crucial sleeping hours.
- Nearly 60% of those in the highest income bracket are working from home or flexible hours.

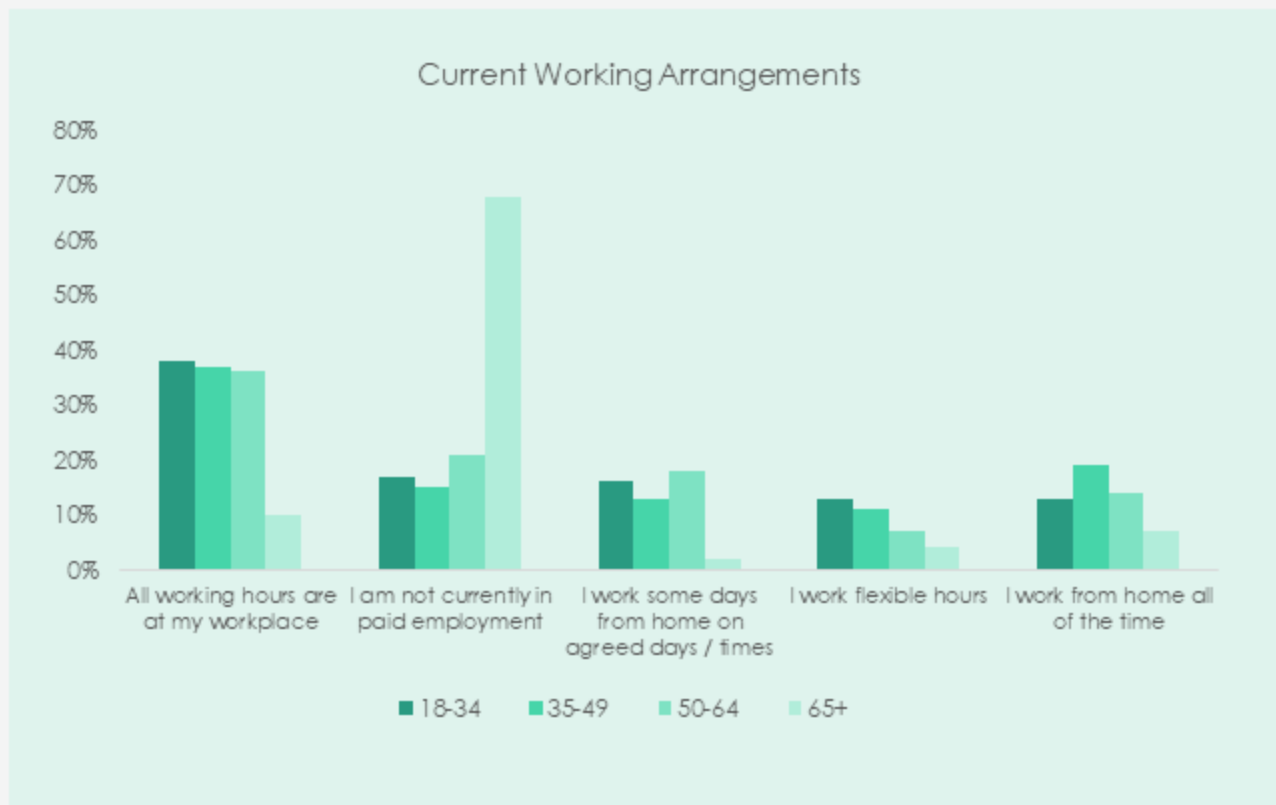
Creating balance between work and home has seen an increase in saving money, family time and more productivity for many.

Impacts of working from home



As we have seen work adjust over the last couple of years, this has changed other aspects of Kiwis' lives, those who are now working more from home are seeing an increase in their ability to save more, spend more time with family and feel more productive.

How We Work: Demographics



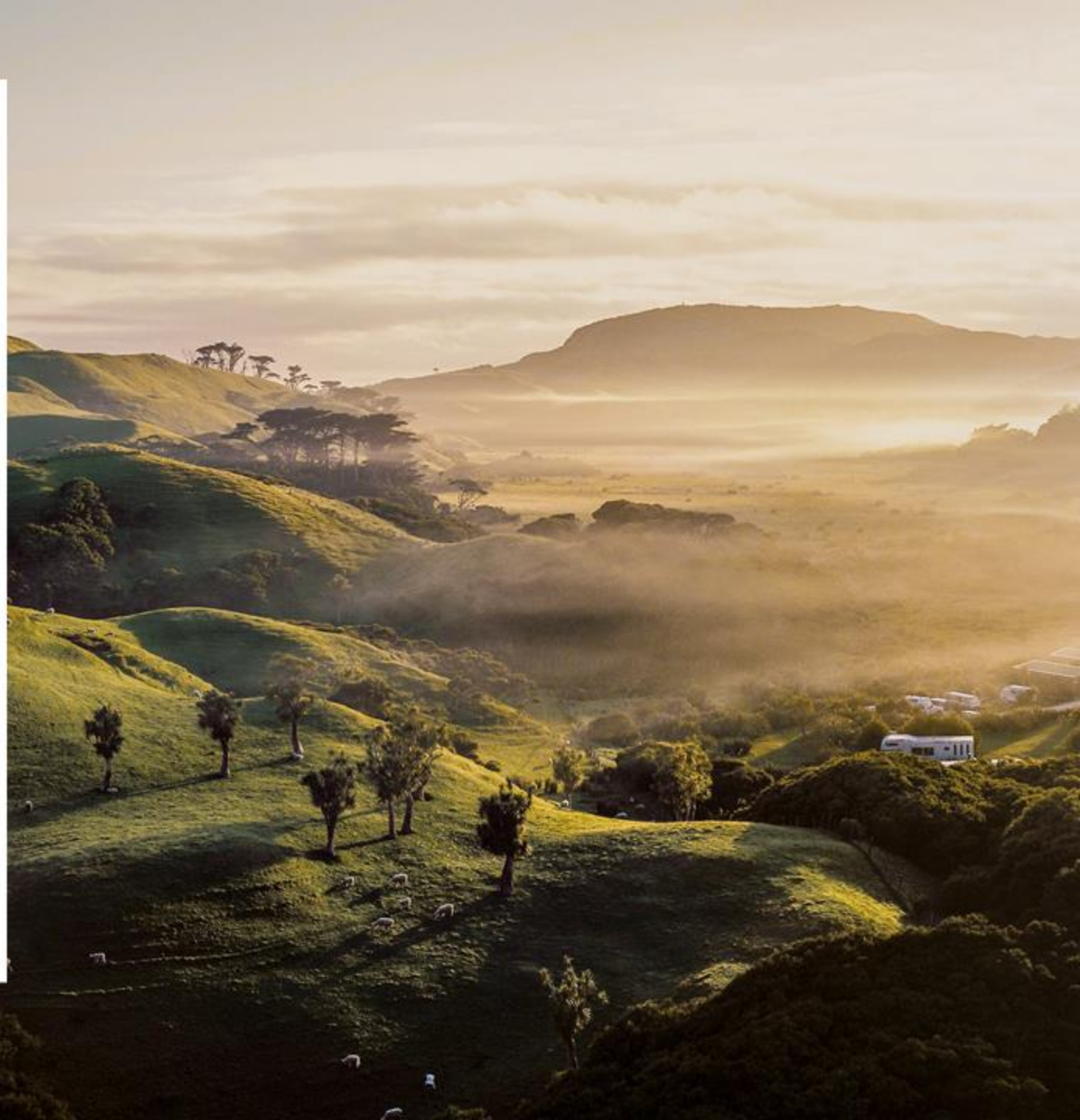
Tendency to work flexible working hours changes with age, with the age group most likely to work from home all the time being the 35-49s. For those of working age, the majority are still spending all working hours at their workplace.

	Auckland	Wellington	Canterbury
Full time at workplace	30%	24%	35%
Compared to nation	<1%	<7%	>4%
Split days	14%	29%	13%
Compared to nation	<1%	>16%	=
Flexible hours	12%	5%	5%
Compared to nation	>3%	<4%	<4%
Full time at home	19%	17%	7%
Compared to nation	>6%	>4%	<6%
Not employed	23%	19%	36%
Compared to nation	<6%	<10%	>7%

Wellingtonians are more likely to be working split days from home and workplace, Aucklanders are more likely to have flexible hours vs Cantabrians who still have a high proportion working full time from the workplace.

Our future

Our concerns are cost of living, economy, housing affordability and political division





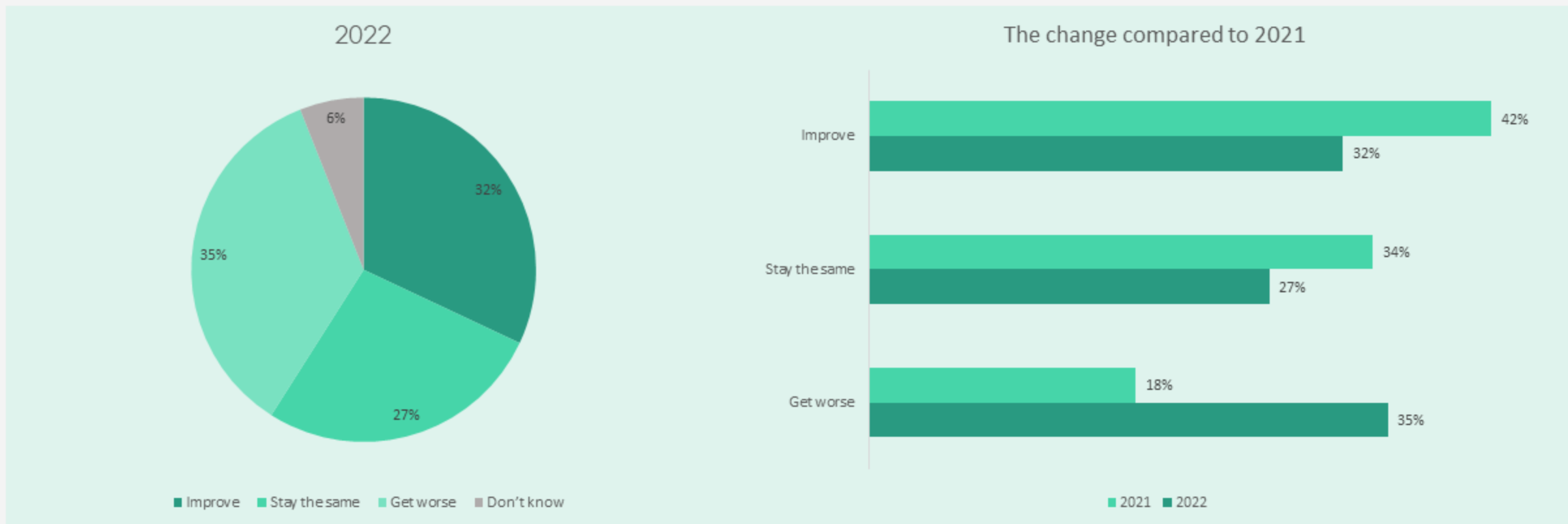
Concerned about where NZ is heading

Over a third of Kiwis feel that NZ is going to get worse in the next year.

- 17% more than a year ago
- The feeling is most prominent in the 50-64 age group

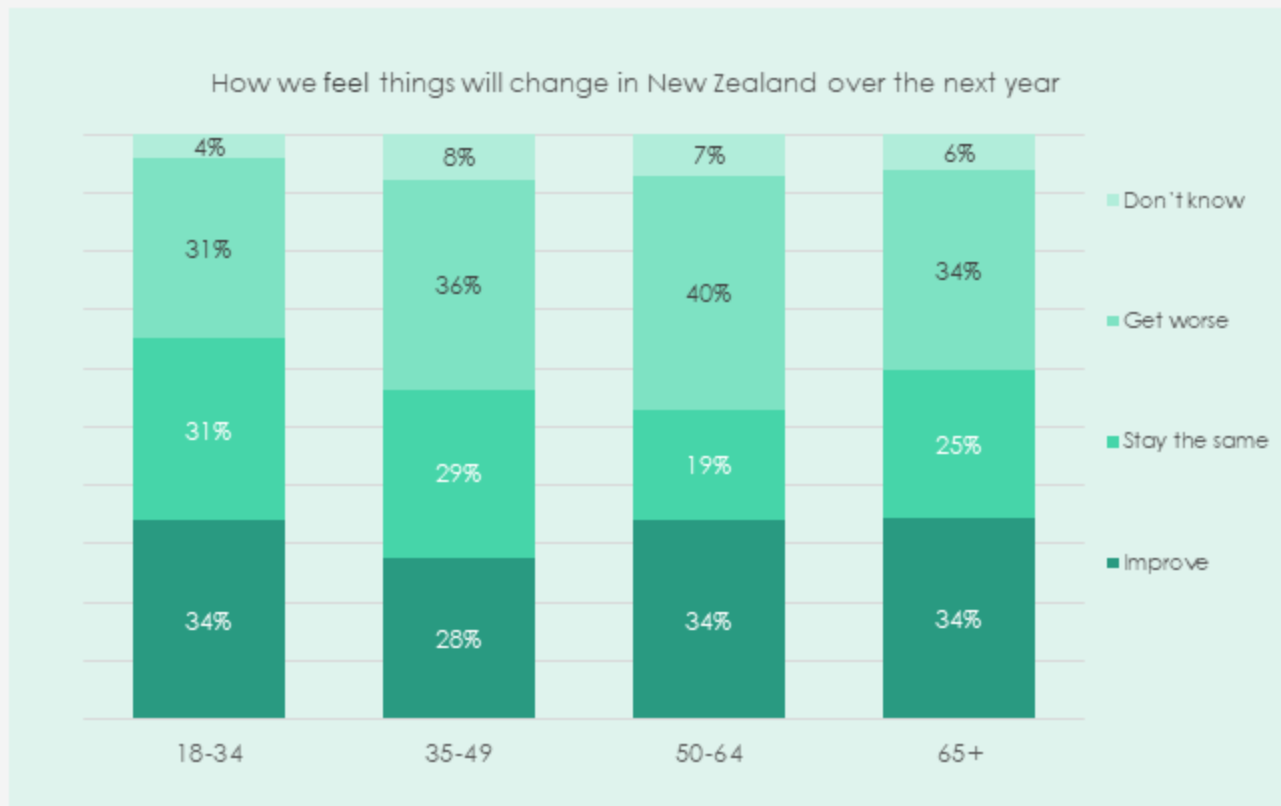
As a nation, we are most concerned about the cost of living, the economy, housing affordability and political division.

Current perception of New Zealand



Our optimism for the future of NZ has shifted down in the space of a year, with more of us feeling that things will get worse in the next year (35%) compared to last year (18%). The “things will get better” contingent has shrunk from 42% to 32% in the space of a year

Our Future: Demographics



Whilst 32% of the nation think things will stay the same, it's the 35-49s with the smallest portion with a positive mindset, perhaps as they're squeezed with family, work and financial commitments. 18-34s have an equal amount in each group, they're an age group with mixed feelings.

	Auckland	Wellington	Canterbury
Improve	32%	34%	30%
Compared to nation	=	>2%	<2%
Stay the same	28%	29%	23%
Compared to nation	>1%	>2%	<4%
Get worse	35%	29%	34%
Compared to nation	=	<3%	<1%
Don't know	5%	8%	13%
Compared to nation	<1%	>2%	>7%

Although Aucklanders had a tough 2021, they are the most positive out of the three metropolitans, with Cantabrians either pessimistic or unsure.

More freedom is upon us

In the next year, will New Zealand....

	Improve	Worsen
Where you can travel to / from	59%	14%
Personal freedoms	53%	13%
The global COVID19 pandemic	35%	21%
Your personal finances	24%	26%
New Zealanders' overall health and wellbeing	16%	38%
The economy	15%	58%
Housing affordability	13%	57%
The cost of living	6%	82%
Political division in NZ	6%	56%

Summary

- Kiwis are feeling less positive about the future with worries around unemployment rates, inflation and housing.
- Emergency funds are a priority, and younger generations are learning to be savvy with their money.
- Shopping has shifted even further into the digital world, allowing consumers to be less impulsive and to seek out the most cost-efficient options.
- Kiwis are embracing flexible working as the new normal, although some struggle to strike the work/life balance, many are finding more time to spend with their families.
- With the ability to get out and about more, at-home hobbies such as gardening and baking have declined and have been replaced with socialising and exercising.





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Appendix



Our methodology

We invited Kiwis to tell us about how they feel, work, shop and live for a second year. We engaged Kantar as our research partner to seek insights into how we're living today and the life we seek for the future: How we're feeling now, what's changed, the challenges we face today, and the decisions we're looking to make tomorrow.

Earlier this year, we spoke with 1,000 New Zealanders to find out how people are feeling after a particularly challenging year, and to assess what changes we've experienced since we last caught up with the nation.

- All responses are weighted to the NZ population
- The survey was run online for a period of two weeks, distributed through Kantar's panel
- We asked respondents a range of questions that were framed to reveal how they felt or what had changed compared to the previous year.