



Mood of the Nation Report.

August 2025

Topline **insights.**

Interest rates down, confidence up.

More Kiwis feel confident about their personal finances, with most expecting them to improve or stay stable over the next 12 months.

More confidence in personal finances, but concern for economy.

Intent to spend is looking promising, especially when it comes to overseas holidays, with Kiwis more likely to travel overseas than a year ago.

The property market is gaining momentum.

Almost half plan to buy or sell property in the next 12 months, a +13% increase from last year.

Location reigns supreme.

Location, price/budget and house size are the top three important factors when buying property in 2025.

Kiwis seek lifestyle change over local moves.

Increased South Island migration — Christchurch leads the way, with 7% of New Zealanders moving to the Canterbury region.*

High confidence, low intent: Agents hold back.

Agents are 35% more confident that they'd achieve expected returns if they sold their home today. However, they are less likely to be active buyers or sellers themselves.

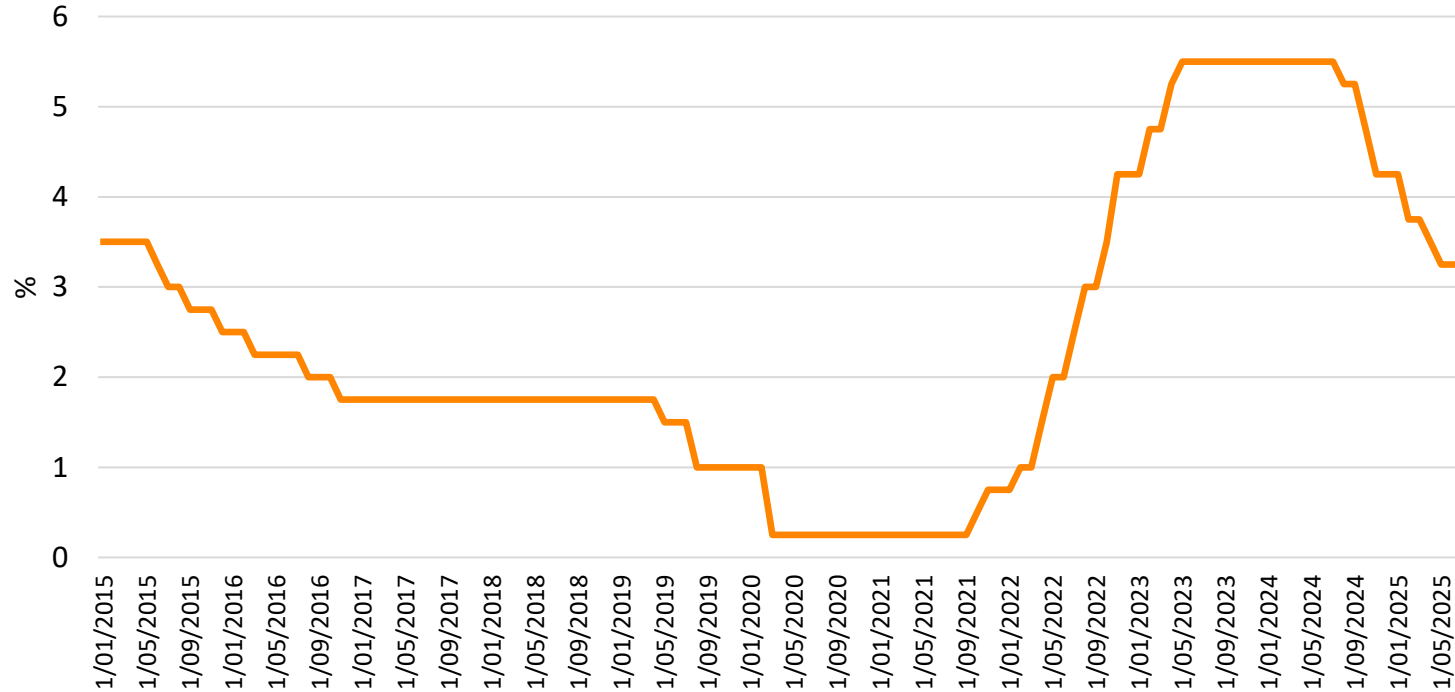
Interest rates down, confidence up.

- In August, the OCR was reduced to 3%.
- Lower interest rates are boosting spending power and business confidence.



OCR reduced and projected to remain stable.

OCR Trended



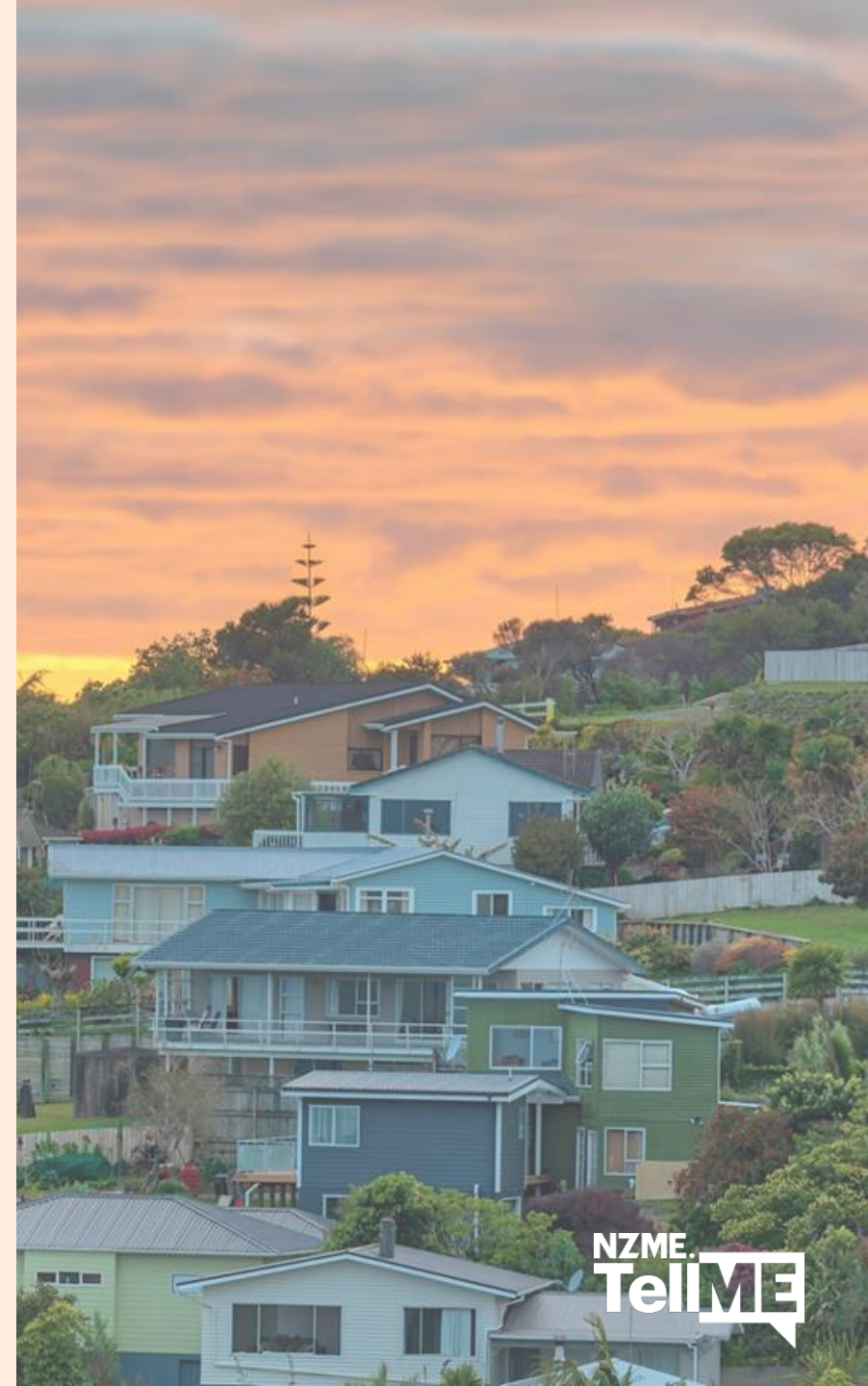
OCR reduced to 3% in August and projected to remain stable.

What to expect?

- Higher global tariffs and uncertainty could reduce NZ's economic activity and inflation.
- Inflation has increased but will decline next year.
- Lower interest rates will continue to support economic activity. This will create more jobs over time.
- Business confidence up 2 points in July 2025 to a net 48% expecting better business conditions.*

More confidence in personal finances, but concern for economy.

- While OneRoof audiences are feeling more financially secure personally, their outlook on the economy, cost of living, and cost of travel is increasingly pessimistic.



Kiwis feel more financially secure but wary of rising living costs.



Over two thirds of Kiwis expect living costs to get worse in the next year
+38% increase on last years outlook.



Only a quarter of Kiwis expect the economy to improve next year, while a third believe it will get worse
+17% increase compared to last year.



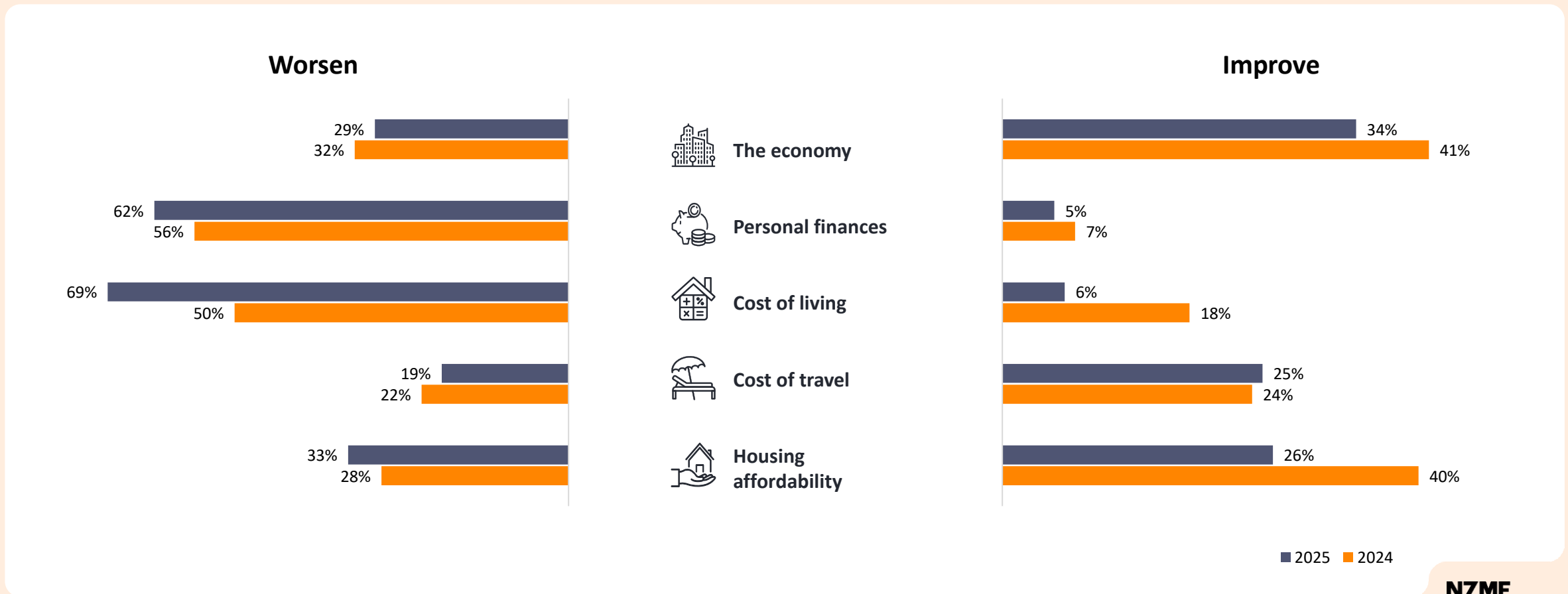
More Kiwis feel confident about their personal finances, with most expecting them to improve or stay stable over the next 12 months.



We have seen the average spend on overseas holidays increase **+15% YoY*** as Kiwis prioritise travel despite concern over rising costs.

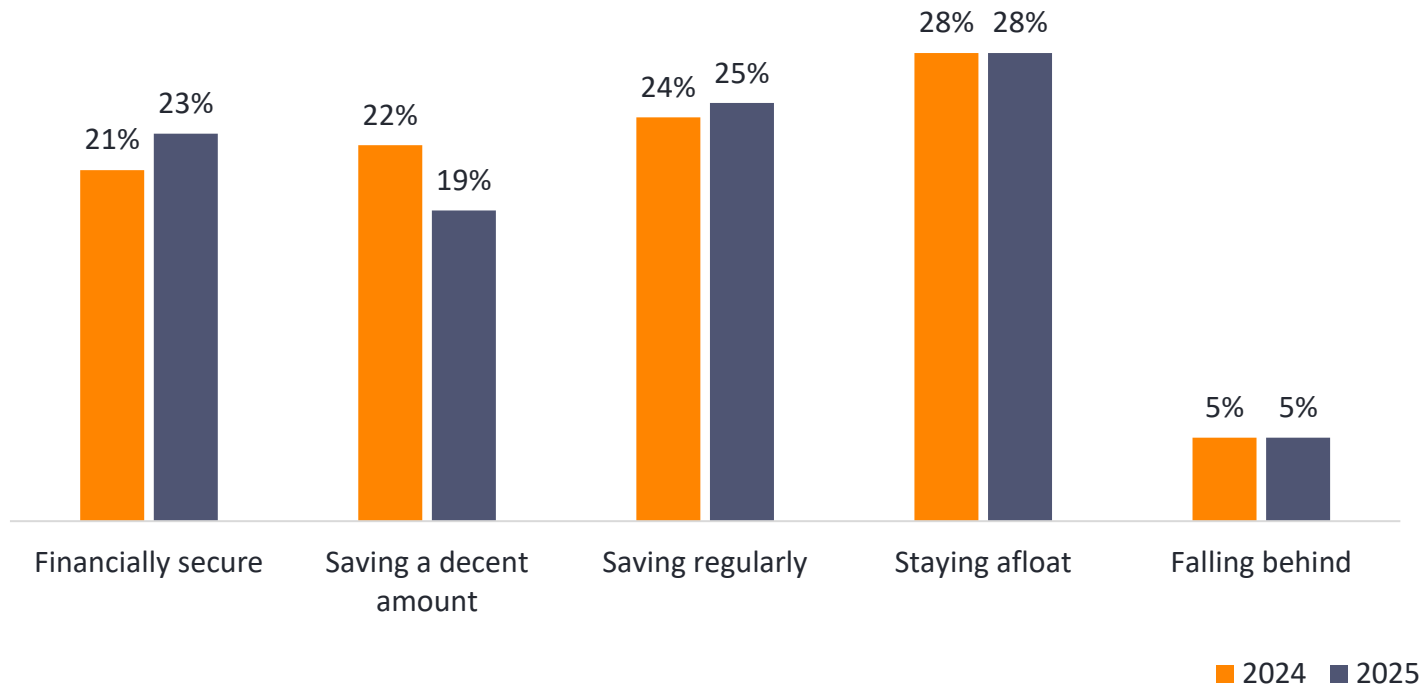
A **shift** in mood — pessimism increases.

The OneRoof audience are increasingly cautious, expecting cost of living and travel expenses to rise.



A growing sense of financial security.

Financial Situation



While over a quarter (28%) say they are **'staying afloat'** but unable to save, those last year who were saving a decent amount have moved through to feeling more **'financially secure'**.

- More people are financially secure and saving regularly compared to last year. Mortgage free households are the most financially secure (38%).
- Renters and those with mortgages are more likely to be 'staying afloat' — managing some savings but unable to build up a large amount.
- Aucklanders remain more vulnerable, with a higher likelihood of falling behind compared to the rest of NZ.

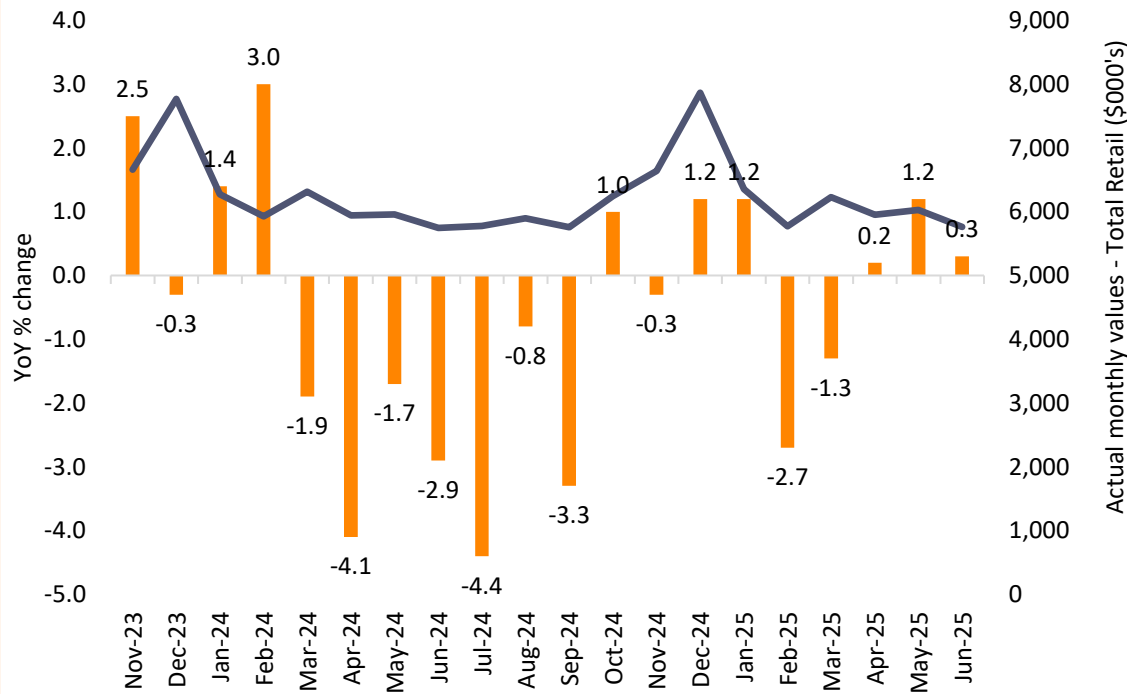
Kiwis are cautious but still plan to spend.

- Intent to spend is looking promising, especially when it comes to overseas holidays.

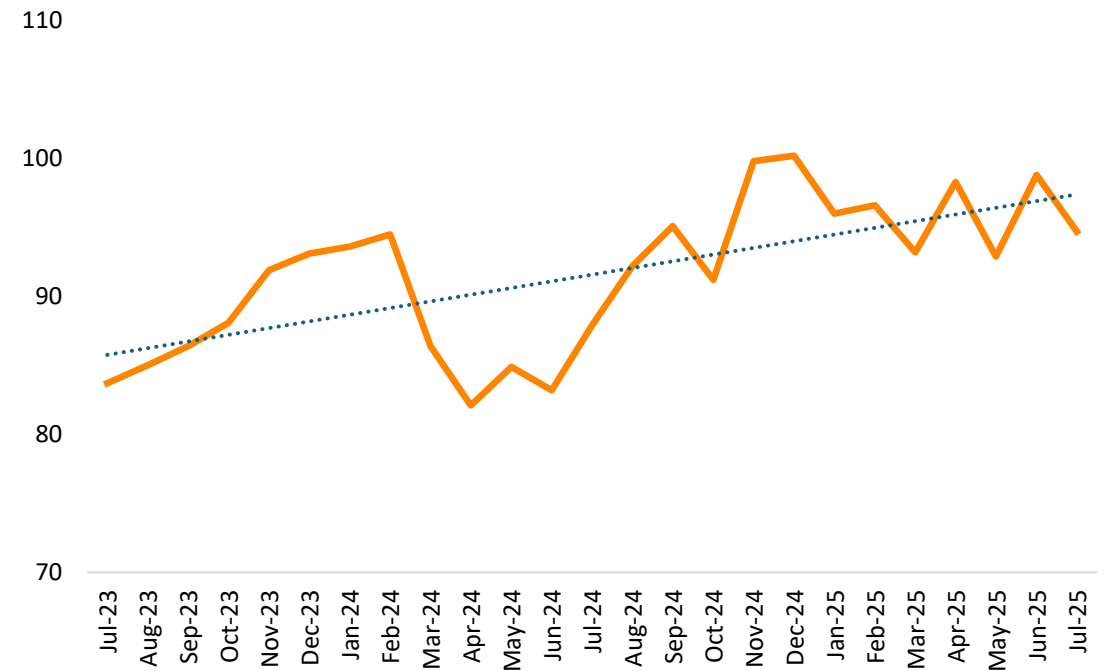


Cautious spending still in place.

Core retail electronic card transactions*



Consumer Confidence Jul 2023 – Jul 2025

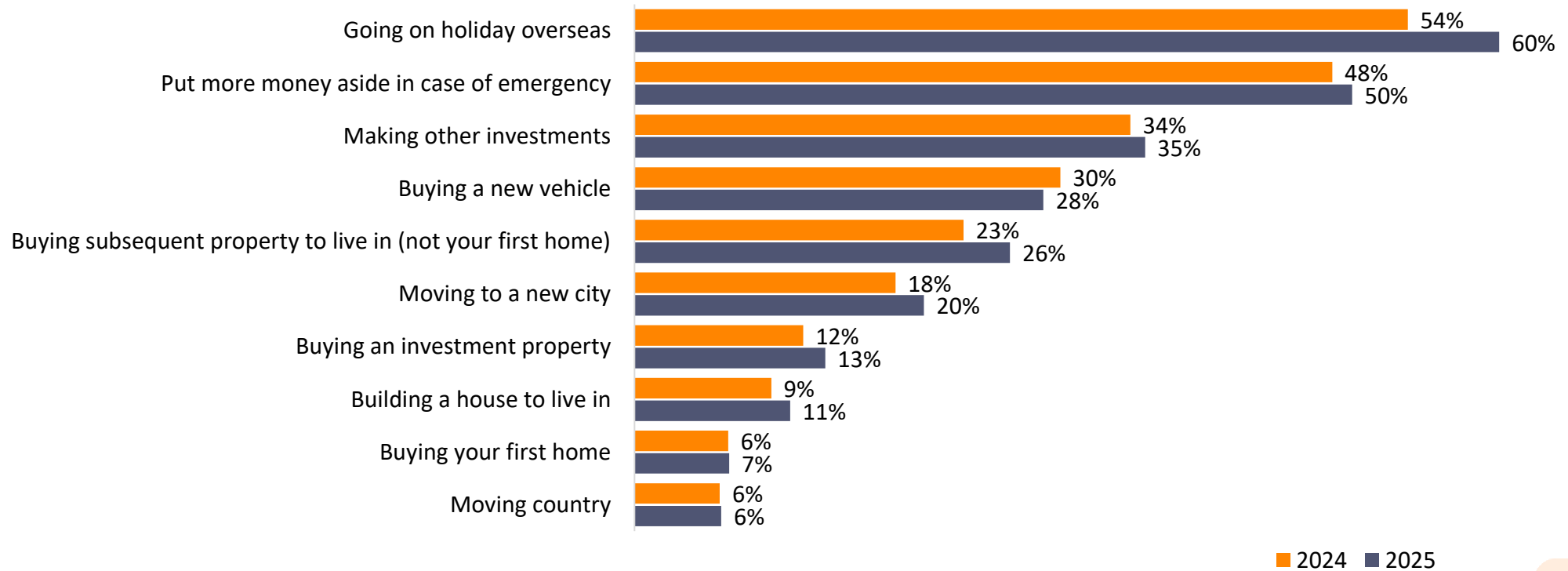


SOURCE: TellMe Path to Purchase Study July 2025. *Stats NZ Electronic Card Transactions Nov 2023 – Jun 2025. ^ANZ Consumer Confidence Jun23 – Jun25

Intended spending ahead for Kiwis.

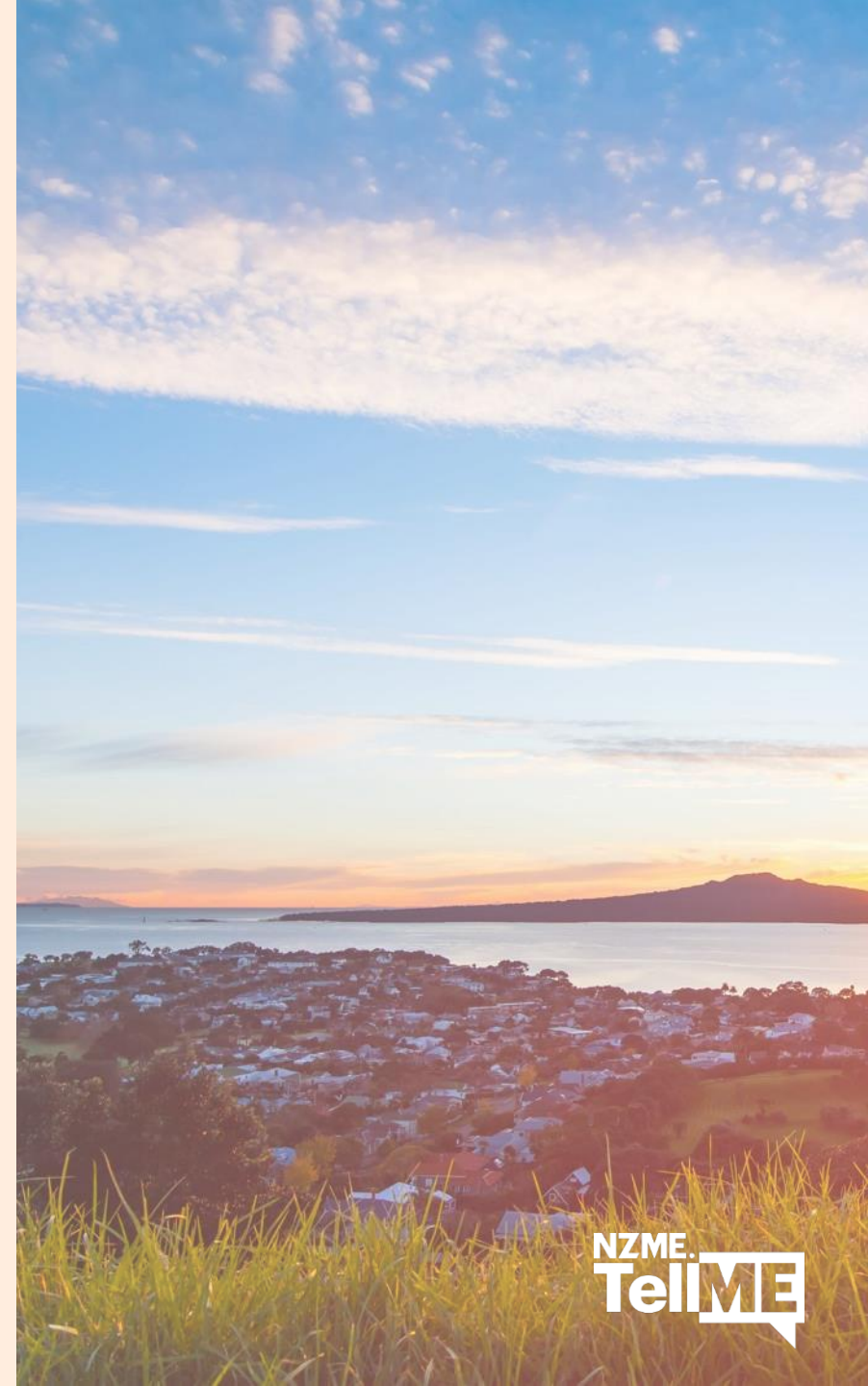
After a period of cautious spending, Kiwis are beginning to loosen their wallets - prioritising overseas holidays and making future-focused investments.

Likely to do next 3 years



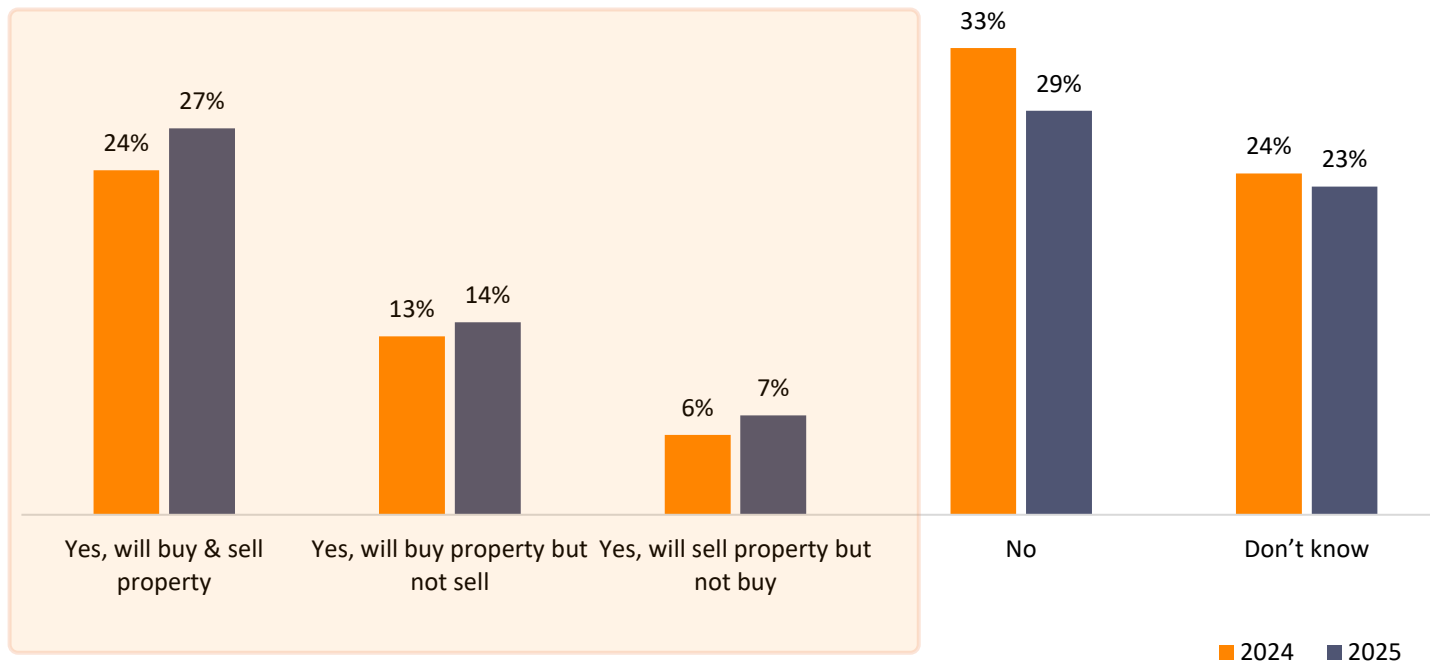
The property market is gaining momentum.

- Almost half (48%) of the OneRoof audience plan to buy or sell property in the next 12 months, a +13% increase from last year.
- A large portion of this is driven by buying a subsequent property +3% YoY.



Property market is heating up.

Do you intend to buy or sell property in the next year?

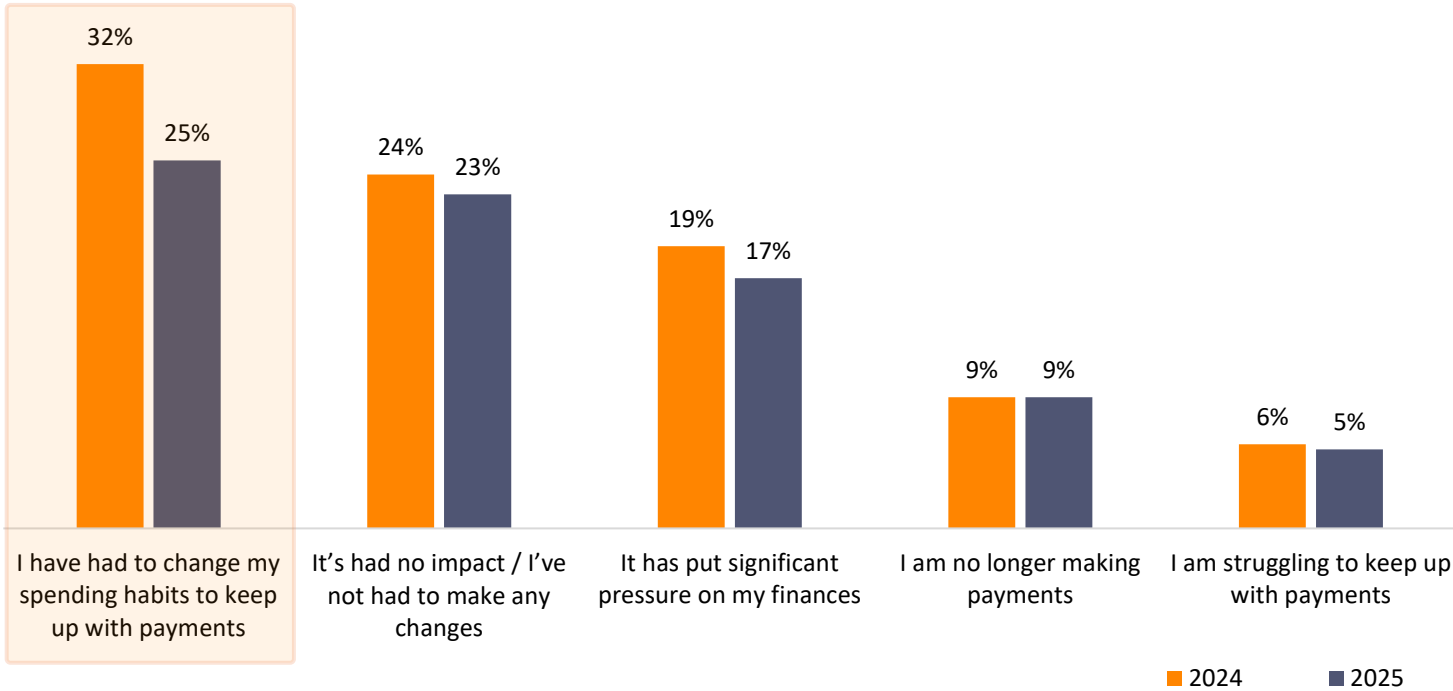


Almost half of the OneRoof audience (48%) intend to buy or sell property in the next 12 months, an increase of +13% from last year.

- Mortgage-free owners are active movers - 33% plan to buy and sell, often downsizing.
- Under 45's are driving demand. 46% are in the market for their first home, making them more likely to buy but not sell.
- Agents are less engaged – just 1 in 3 expect to buy or sell property in the next 12 months.

Mortgage and rental pressures are **easing**.

Impact high/ current mortgage rate & rental prices has



One in five intend to make a major property decision as a result of recent interest rates—no significant change from last year. Mortgage holders, renters, and under-45s are the most likely to act.

- Fewer people are changing spending habits to keep up with payments -21% YoY.
- Financial pressure is softening, with fewer people saying it's placing significant strain on them.
- Mortgage holders, renters, and under-45s remain the most financially stretched, with mortgage and rental costs adding notable pressure.
- Over half (51%) of under-45s have adjusted their spending habits to keep up with payments.

Location reigns supreme.

- Location is the top priority when purchasing property. Price/budget and house size complete the top three decision drivers.
- Priorities shift by lifestyle, age and region, as buyers balance what matters most.



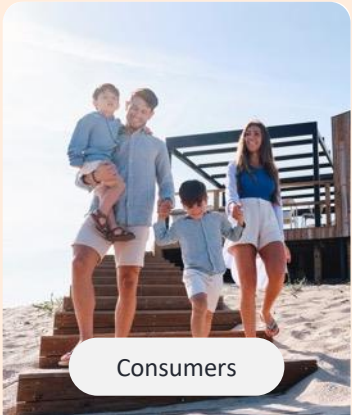
Location remains the priority when **buying** property.

Location, price/budget and house size are the top three factors driving property purchase decisions in 2025, with house size replacing property type in the top three this year. Although commute and school zone are not in the top factors, they have increased in importance compared to last year.

Factors ranked	Factor	Ranking change	Importance increase YoY %
1	Location	=	0.0%
2	Price/Budget	=	-0.4%
3	House Size	+2	2.3%
4	Condition	=	-3.0%
5	Property Type	-2	-6.9%
6	Neighborhood/Community	=	0.5%
7	Security/Safety	=	-0.9%
8	Land Size	=	2.7%
9	Resale Value	=	-1.9%
10	Commute	=	3.2%
11	School Zone	=	8.8%

Audiences and their priorities.

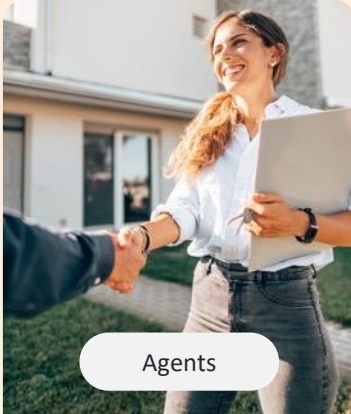
What's important when purchasing property depends on... location and lifestyle.



Consumers

- #1 Location
- #2 Price/budget
- #3 House size

Factor likely to compromise on
House size



Agents

- #1 Price/budget
- #2 Location
- #3 Neighbourhood/
community

Factor likely to compromise on
Condition



Outside of Auckland

- #1 Location
- #2 Price/budget
- #3 House size

Factor likely to compromise on
School zone



18-44

- #1 Price/budget
- #2 Location
- #3 House size

Factor likely to compromise on
Location



Kiwis seek lifestyle change over local moves.

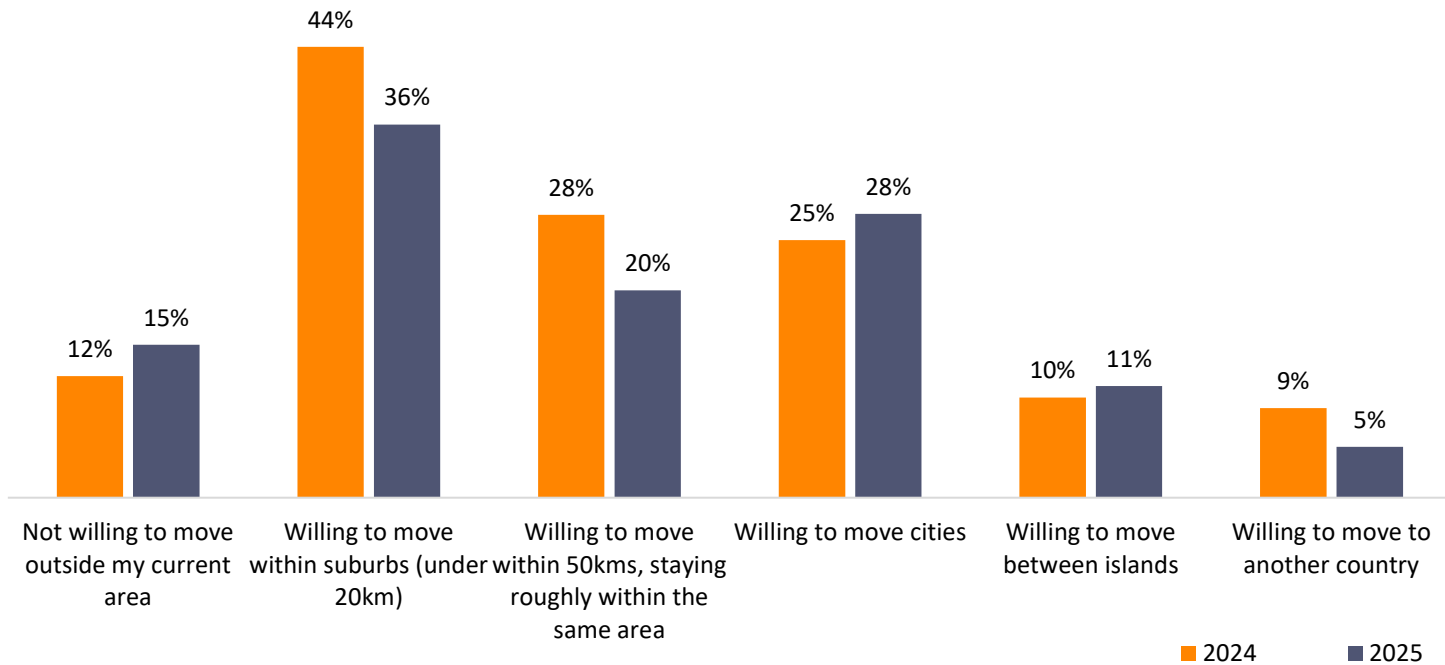
- We're seeing increasing appetite for major lifestyle changes.
- Uptick of South Island migration – Christchurch leads the way.*



Fewer local moves, bigger relocations rise.

We're seeing increasing appetite for major lifestyle changes.

How far would you be prepared to move for the right property?

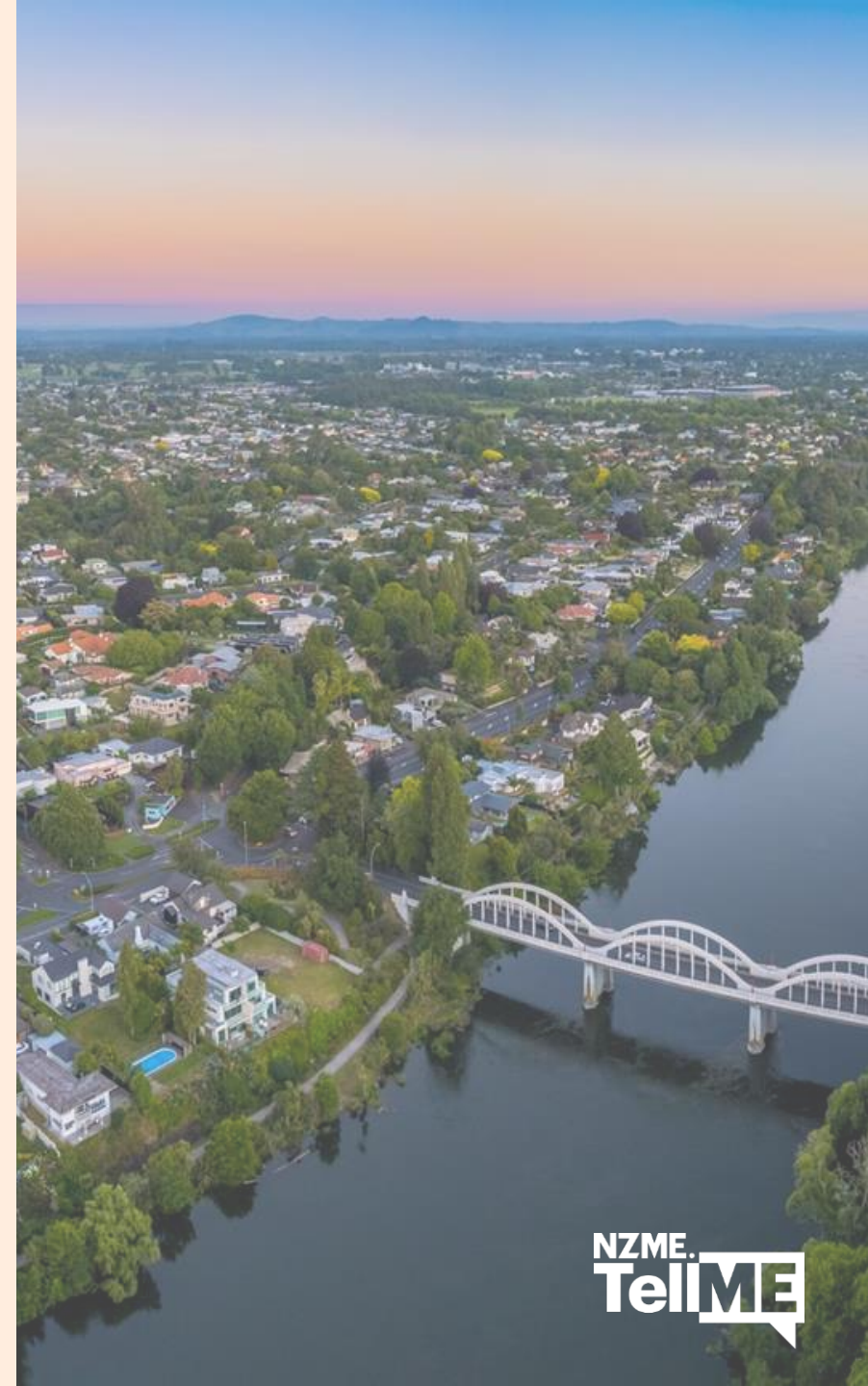


Kiwis are less willing to move within nearby suburbs but are showing greater openness to relocating across cities or islands.

- Affordability pressures – with 42% thinking that house prices in their area are too high local moves within suburbs no longer deliver enough financial benefit or improvement to living situation.
- Over half (53%) are not confident that they would achieve a return that meets their expectations if they sold now.
- Creating a lifestyle reset is a key reason to move cities and/or islands.
- Uptick of South Island migration – Christchurch leads the way.¹

High confidence, low intent: Agents hold back.

- Agents are more optimistic on prices, affordability and returns.
- They're also less likely to be active in the property market.



High confidence, low intent: Agents hold back.

Agents are more optimistic about their personal finances and the economy — with more saying they expect these to improve in the next year.



Spending intent is higher than consumers — particularly for holidays, vehicles and investment property.



3 in 4 Agents think housing affordability will stay the same or improve, **+9%** above consumer sentiment.



58% think that house prices in their area are about right — compared to just **32%** of general consumers.



63% are confident they'd achieve expected returns if they sold their home today, **+35%** more confident than consumers.



Only **1 in 3** intending to buy or sell — and mostly for investment purposes.

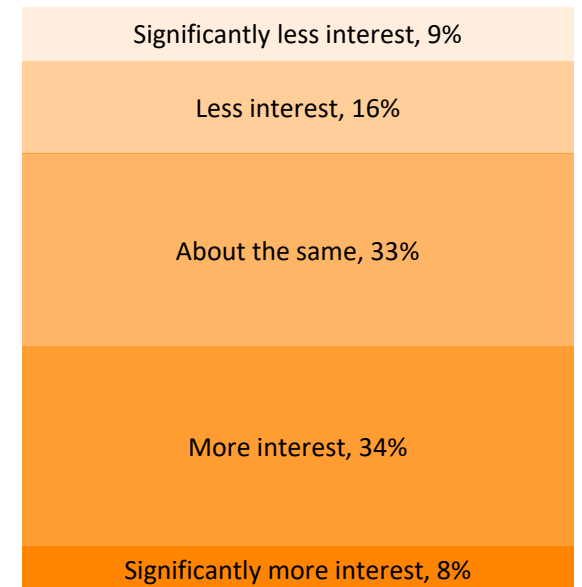


Price/budget outweigh location as the top property consideration, making Agents less likely to be willing to move — they are happy where they are.

Buyer demand on the rise:

as 42% of Agents report more interest than last year.

How would you describe buyer interest compared to a year ago?



2025

Key differences between consumers and Agents.

	Agents	Consumers
Personal finances will improve	46%	25%
Economy will improve	38%	26%
Going on overseas holiday next three years	79%	60%
Buying a new vehicle next three years	42%	28%
Buying an investment property next three years	29%	13%
Property intender	33%	48%
Not willing to move	20%	15%
Willing to move cities	8%	28%



Agents appear significantly more confident about financial and economic recovery, likely reflecting their closer exposure to property market trends and expectations of future growth.



Agents are more inclined toward big-ticket purchases suggesting they have, on average, greater disposable income.



While consumers are more likely to target securing a home, Agents are more interested in investment opportunities, indicating they are more focused on growing wealth.



While consumers are considerably more open to relocation, potentially in search of affordability or lifestyle benefits, Agents are more geographically anchored.