

MIND & MATTERS

2024 First Half Report

JANUARY – JUNE 2024



Mind & Matters is a monthly tracker featuring insights into public sentiment and behaviour.

These insights are designed to help you better understand macro trends, behaviours and attitudes towards key interest areas, such as job security, personal finance, mental health, the environment and more, as well as insights into how Kiwis are spending—and *where they're not*.

This report is a compilation of monthly findings from January to June 2024.

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KEY HIGHLIGHTS

JAN

- Kiwis started the year on a positive: many of us are feeling optimistic (47%)
- The NZ economy continues to have the biggest impact on Kiwis (51%) but is trending downwards
- Health and wellbeing is the top new year's resolution for Kiwis—34% want to focus more on their physical and/or mental health

FEB

- Stress and anxiousness are creeping up as the year progresses (up 3% from January)
- Business confidence has dropped 5%; fewer business owners think their business will do well in the next 6 months
- New Zealanders' financial situation is now the #1 impact affecting NZ households (48%)

MAR

- Hope and optimism are returning (+2% on February)
- More New Zealanders are cutting back spending (6% increase)
- Their personal financial situation is impacting 52% of New Zealand households (+4%)

APR

- Hope increased (+5%) and stress and anxiousness declined
- New Zealanders are starting to think things will get better in the next 12 months (6% increase)
- Their personal financial situation is impacting 48% of New Zealand households (down 4%)

MAY

- Hope increased to a new peak of 51% (up 7% on April)
- More New Zealanders believe things will get better than at the start of the year (40% May vs 36% January)
- Fewer than 1 in 10 households say they are unaffected by cost of living/inflation pressures

JUN

- The number of New Zealanders who believe things will get better in the next 12 months has dropped significantly (-12% since April)
- Data suggests Kiwis are opting to reduce spending overall instead of using other means to pay for things (e.g. credit)
- A third of New Zealanders (33%) are saving little or nothing after purchasing essentials

6 MONTH FINDINGS

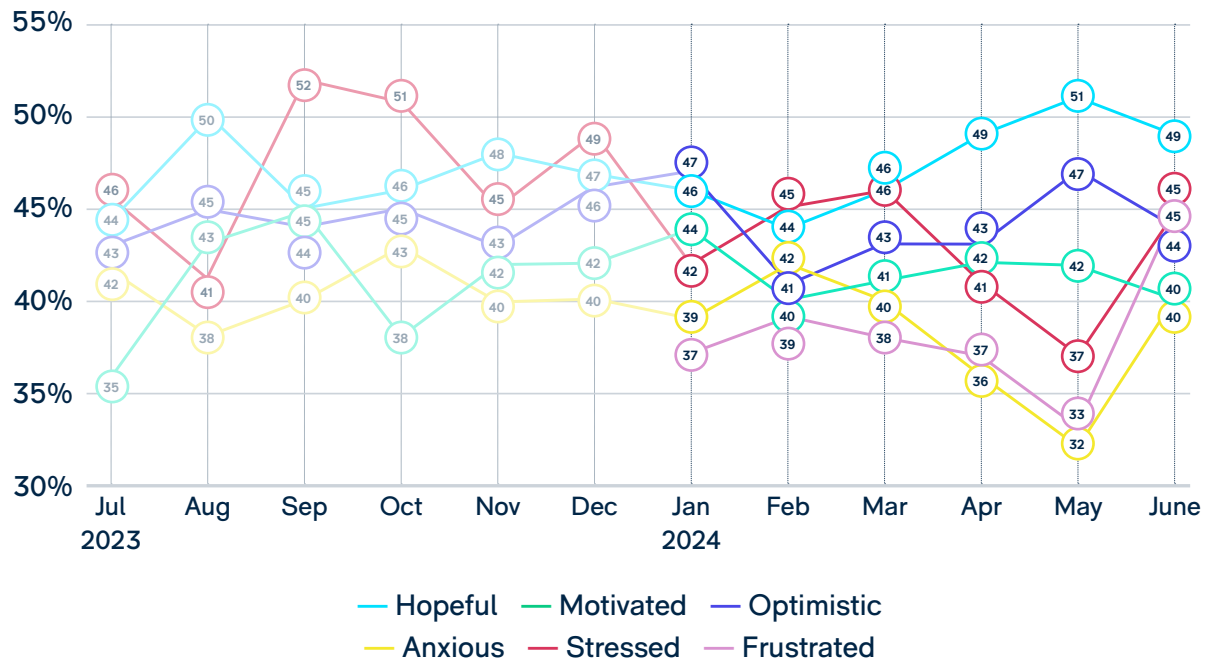
EMOTIONS



TOP 6 EMOTIONS

Which of these emotions have you felt in the last week?

JULY 2023 - JUNE 2024



KEY FINDINGS

JANUARY 2024 - JUNE 2024

It's been encouraging to see the increasing number of New Zealanders feeling hopeful and optimistic during the first half of the year, with a corresponding decline the proportion of Kiwis feeling stressed, anxious and frustrated.

Women and those under 40 are most likely to struggle with negative emotions, while those 65+ are generally more positive and optimistic. Unhappiness among younger populations echoes findings from around the world.

As we entered winter there was a marked upswing in negative emotions, although New Zealanders remain hopeful.

EMOTIONS BY MONTH

JANUARY

Positivity up as New Zealanders welcome in the new year

Positive emotions edged out the negatives as we started 2024, with many New Zealanders feeling a sense of optimism and motivation. Both these emotions have improved since October.

Alongside these positive gains is a marked decline in the proportion of New Zealanders feeling stressed or anxious. While both these emotions remain in the top five emotions overall, they are trending down, with a strong drop in the proportion of New Zealanders who indicated they were stressed in the last week.

Women are still more likely to have experienced negative emotions than men (75% of women vs 69% of men indicated a negative in January).

Similarly, those under 40 are the most likely to express a negative (81% January) and to have felt stressed or anxious (46% and 50% respectively). Although, conversely, they are also the most motivated (57% January)!

FEBRUARY

Summer holiday halo wanes; stress and anxiousness on the rise

New Zealanders are starting to feel more stressed and anxious as the new year gains momentum. These emotions have both increased by 3% since January. Alongside these negative emotions is a marked decline in the proportion of New Zealanders feeling hopeful, optimistic, or motivated. These positive emotions have been trending down since last year.

Women are still more likely to have experienced negative emotions than men (83% of women versus 66% of men indicated a negative in February). Similarly, those under 40 are most likely to express a negative (81% February) and to have felt stressed and anxious (55% and 47% respectively). In contrast, those over 65 years are most likely to have experienced positive emotions (81% in February) and are most likely to feel hopeful and optimistic (52% and 46% respectively). These findings have been echoed in research from Oxford University¹, which has found younger populations are significantly unhappier across the US, Canada, Australia and New Zealand, indicating this problem is not an isolated one.

MARCH

Uptick in hope and optimism but long-term outlook remains negative

Positive emotions are starting to creep back up for New Zealanders as hope and optimism both increased by 2% since February. Alongside these positive emotions is a corresponding decline in New Zealanders feeling anxious (-2% since February).

When looking at the differences between men and women, women are still more likely to have experienced negative emotions than men (82% of women versus 63% of men indicated a negative in March). Similarly, those aged between 30-39 are most likely to express a negative (79% in March) and to have felt stressed and angry (59% and 30% respectively). On the other hand, those over 65 years old remain the most likely to have experienced positive emotions (77% in March) and are most likely to feel optimistic (51%).

1. Booth, R. 2024. 'Young people becoming less happy than older generations, research shows', The Guardian UK, 20 March 2024.

EMOTIONS BY MONTH

APRIL

Hope is trending up

New Zealanders are becoming more hopeful with this emotion seeing a 5% increase since February. Alongside this positive emotion is a corresponding decline in New Zealanders who are feeling anxious (-6% since February) and stressed (-5% since March). April saw three-quarters (76%) indicate they had felt a positive emotion in the last week, the highest result since tracking began.

When looking at the differences between men and women, women remain more likely to have experienced negative emotions than men (79% of women versus 60% of men indicated a negative in April).

Negative emotions are more common among those aged 18-29 (84% expressed a negative) with them more likely to have felt stressed and uncertain (58% and 38% respectively). In contrast, those over 65 years old remain the least likely to have experienced negative emotions (60%), the least likely to feel stressed (22%) and the most likely to feel optimistic (49%).

MAY

Hope continues to rise

New Zealanders have remained hopeful this month, with it retaining our top spot as the most widely felt emotion, this positivity is backed up by further gains for 'optimism' (+4%). While negative emotions 'stressed' and 'anxious' remain quite prevalent, they are experienced by fewer New Zealanders.

New Zealand's women continue to experience more negative emotions than their male counterparts (76% vs 54% of men), although there's a small improvement on last wave. Women are more likely to have felt 'stressed' (44% vs 29% men), 'anxious' (43% vs 21% men) and 'frustrated' (41% vs 24% of men). In contrast, men are more likely to claim they have felt 'optimistic' (54% vs 39% women), 'hopeful' (54% vs 47%) and 'motivated' (45% vs 38%).

These emotional experiences are largely consistent across those aged 18-64 years, as previously it's those over 65 years of age that differ, they remain the least likely to have experienced negative emotions (57%), the least likely to feel stressed (15%), and the most likely to feel optimistic (52%).

JUNE

Positive emotions decline

As winter settles in, New Zealanders are feeling less hopeful, less optimistic, and less motivated. Negative emotions are starting to rise as New Zealanders feel more stressed, frustrated, and anxious. Positively though, 'hope' remains in first place as the most widely felt emotion.

Women are still more likely to feel these negative emotions, but this gap is getting smaller and smaller (79% vs 72% of men). The number one emotion for women is stress (50% vs 41% of men), and the number one emotion for males is hope (51% vs 48% of women).

Younger New Zealanders aged under 34 years are the most likely to feel stressed (56%), frustrated (55%), and anxious (53%), while older generations (over 65 years old) remain the least likely to feel these negative emotions and the most likely to feel optimistic (50%).

6 MONTH FINDINGS

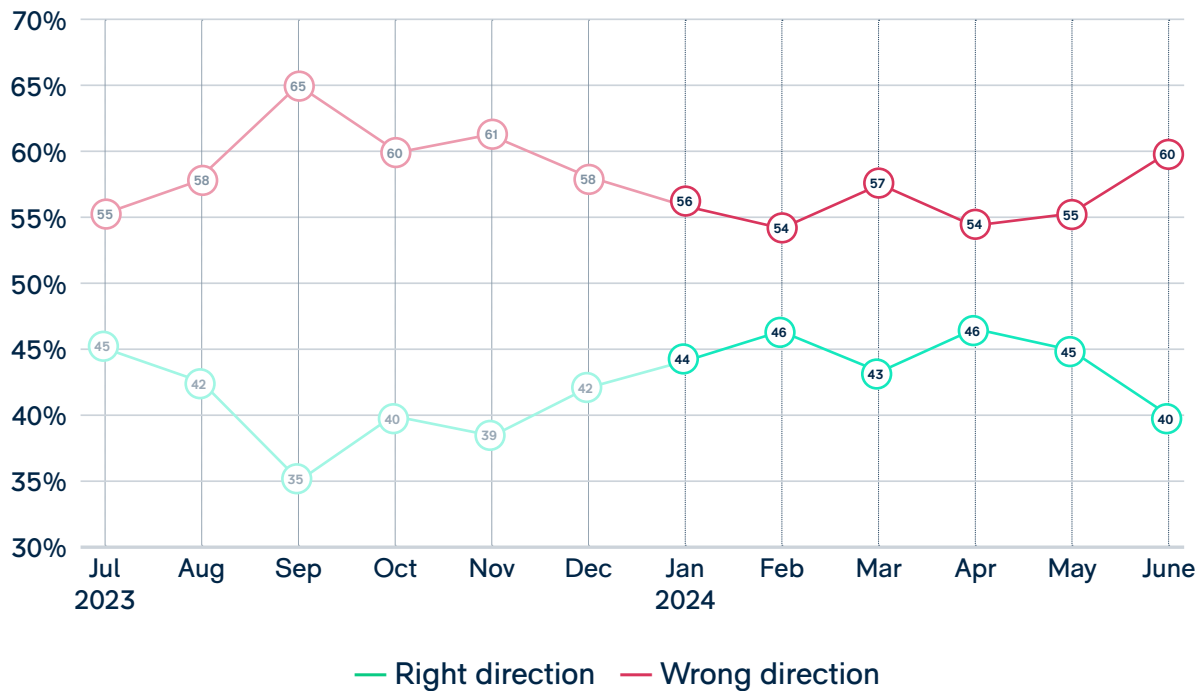
NEW ZEALAND'S DIRECTION



PERCEPTIONS OF NZ'S DIRECTION

Thinking about the way things are going in New Zealand, in general,
do you think things are going in the right direction or in the wrong direction?

JULY 2023 - JUNE 2024



KEY FINDINGS

JANUARY 2024 - JUNE 2024

Despite minor shifts, opinion remains largely divided on the country's direction

Opinion remains divided on the country's direction. While the negatives retain the majority, the first six months of the year saw a general increase in the belief things are going the right way and the gap between right and wrong direction narrow slightly versus the six months to December in 2023.

However, coinciding with the June spike in negative emotions, we closed the period with a marked upswing in the proportion of New Zealanders feeling we're heading in the wrong direction.

Those in the North Island are generally more positive than those on the mainland, with just over half of Aucklanders feeling things are going in the right direction. However, Wellington runs counter to the North Island trend with an elevated level of negativity and an average of 58% choosing 'wrong direction' for the first six months of 2024.

DIRECTION BY MONTH

JANUARY

Fewer Kiwis think New Zealand is heading in the wrong direction

Overall, most New Zealanders feel the country is heading in the wrong direction (56%).

Albeit, January saw this proportion decline slightly versus December with a corresponding small increase in the proportion of New Zealanders who think it's going in the right direction (up 4% since October).

Those in the North Island are slightly more positive (42% right direction versus 37% South Island). This negative sentiment is strongest among those aged under 40 and in households with young (pre-school) children.

FEBRUARY

Wrong and right direction sentiments trending closer to a 50/50 split

February saw a small decrease (-2%) in the proportion of New Zealanders who think the country is heading in the wrong direction (54%). This corresponded to a small increase in the proportion who think New Zealand is going in the right direction (up 4% since November).

Those in the North Island are more positive (47% right direction compared to 33% South Island). This negative sentiment is strongest among females (60% versus 52% males) and those who are single and living alone/with friends.

MARCH

Wrong direction sentiment is trending up

Most New Zealanders feel the country is heading towards the wrong direction (57%), corresponding with a 3% decrease in the proportion of those who think it's going in the right direction.

Those in the North Island continue being more positive than those in the South Island (45% right direction compared to 33% South Island). This negative feeling is also still strongest among women (62% versus 48% men) and those who are single and living alone/with friends.

These findings echo recent opinion polls² around support for the current Government, indicating the new Government honeymoon period is over and people are less positive about them now.

APRIL

Right direction sentiment has bounced back

Overall, most New Zealanders continue to feel the country is heading in the wrong direction (54%).

However, April saw this proportion decline (-3%) after a rise in March, and there's a corresponding increase this wave in the proportion of New Zealanders who think New Zealand is going in the right direction (up 3% reversing its March drop).

New Zealanders on the North Island are slightly more positive (47% right direction compared to 44% South Island). Whilst the negative sentiment is strongest among women (61% versus 46% men) and those who are single and living alone/with friends.

2. Kitchen, R. 'New poll shows drop in support for National and ACT', The Post, www.thepost.co.nz, 9 April 2024

SO FAR IN 2024,
NORTH ISLANDERS HAVE REMAINED
CONSISTENTLY MORE POSITIVE.



DIRECTION BY MONTH

MAY

Perceptions of the country's direction remain negative

New Zealanders remain quite evenly divided over whether or not the country is going in the right direction.

While the majority of New Zealanders continue to feel the country is heading in the wrong direction (55%), the general trend since the start of the year is one of small improvement.

North Islanders continue to be more positive (45% vs 43%) than those on the mainland. However, the Wellington region stands out with a very different perspective, 73% of those interviewed in Wellington felt the country was going in the wrong direction.

JUNE

Perceptions of the country's direction remain pessimistic

The proportion of New Zealanders who believe the country is headed in the wrong direction has been increasing for the past couple of months, and it has now reached a new high (60%).

North Islanders remain the most positive (41% vs 36% in the South Island). In terms of gender, men are more optimistic than women (42% vs 38% for women) as well as those aged over 65 years (45%).

6 MONTH FINDINGS

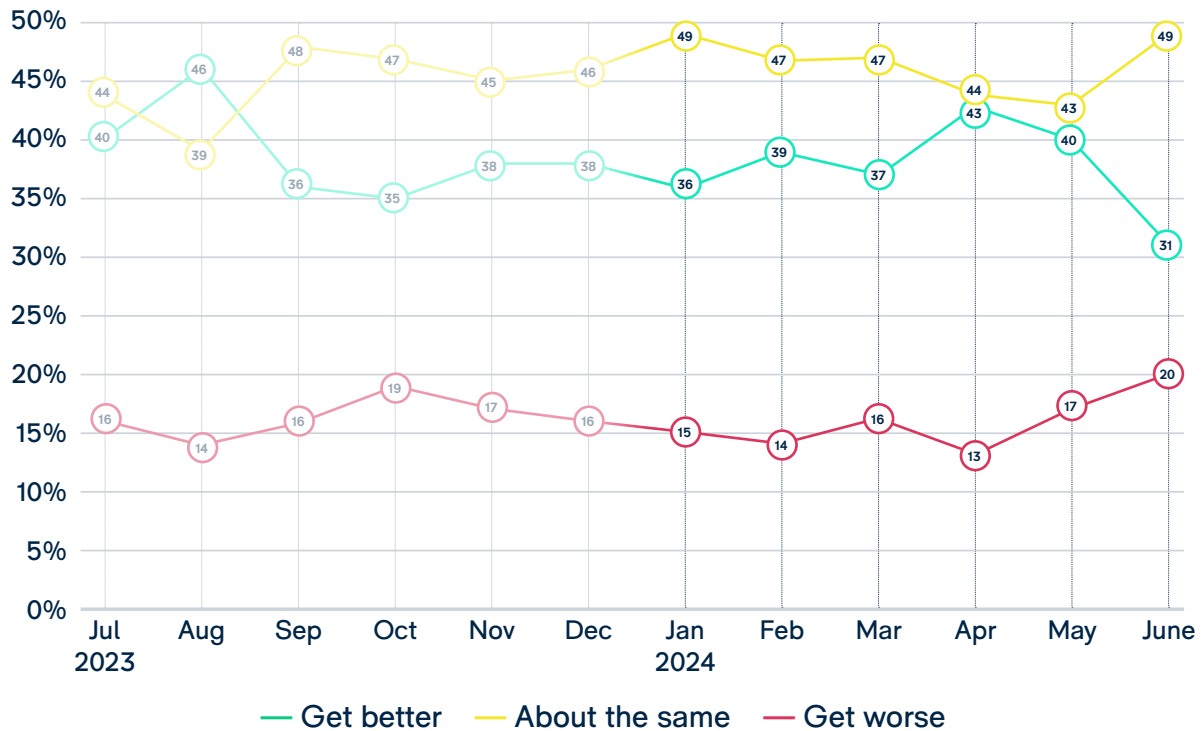
OUTLOOK



EXPECTATIONS OF CHANGE

Thinking ahead to the next 12 months, how do you expect things to change for you/your, family? (Total)

JULY 2023 - JUNE 2024



KEY FINDINGS

JANUARY 2024 - JUNE 2024

Younger New Zealanders consistently most optimistic about the future

When asked to focus on the 12-month outlook for themselves and their family, about half of Kiwis expect things to continue largely unchanged, while the remainder are split; approximately a third feel things will get better.

Our under 40s stand out as being most likely to expect their situations to improve, ahead of all other age groups across the first six months of the year. In contrast, approximately 1 in 5 New Zealanders aged between 40-59 expect the situations for them and their family to worsen.

OUTLOOK BY MONTH

JANUARY

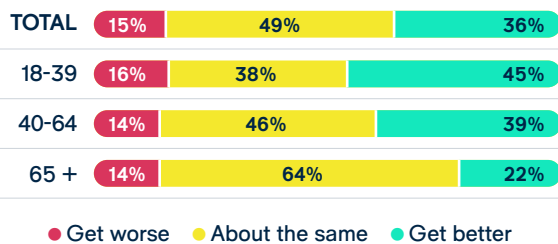
More Kiwis expect things to stay the same for the next 12 months

Looking forward to the next 12 months, nearly half of New Zealanders expect things to stay the same (49% January).

This sentiment is trending up, corresponding with a small decline in the proportion of New Zealanders expecting things to get better.

Encouragingly, it's the under 40s who are more likely to believe things will improve (45% for January), while only 15% of New Zealanders overall think things will get worse.

Thinking ahead to the next 12 months, how do you expect things to change for you/your family? (Age)
JANUARY 2024



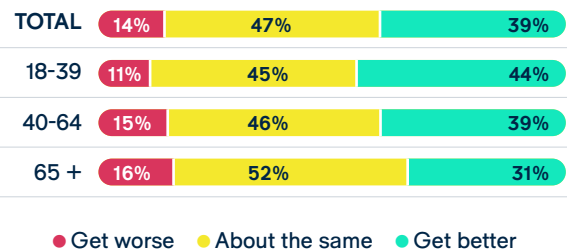
FEBRUARY

New Zealanders expecting things to stay the same is trending down

Looking forward to the next 12 months, most New Zealanders expect things to stay the same (47% February). This sentiment is trending down, corresponding with an increase in the proportion of New Zealanders expecting things to get better (3% increase since January).

Like last month, it's the under 40s who are more likely to believe things will improve (44% for February), while only 14% of New Zealanders overall think things will get worse (1% decrease since January).

Thinking ahead to the next 12 months, how do you expect things to change for you/your family? (Age)
JANUARY 2024



DIGGING DEEPER – JANUARY

New Zealanders plan to prioritise health and wellbeing in 2024

In terms of resolutions and priorities for 2024, three aspects stood out over November, December and January:

- **Health and wellbeing:** over a third (34%) of respondents said they want to focus more on their physical and/or mental health in 2024.

- **Family and friends:** 29% of respondents highlighted they would like to spend more time with their loved ones, a trend that has remained strong post Covid.
- **Financial stability:** 29% of respondents are prioritising their finances and want to save more money and pay off debts.

OUTLOOK BY MONTH

MARCH

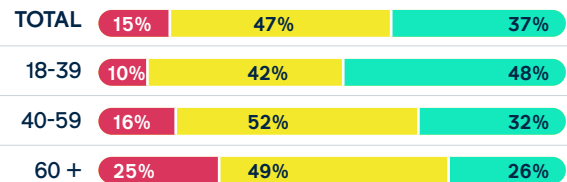
More New Zealanders are expecting things to get worse

Looking forward to the next 12 months, most New Zealanders expect things to stay the same (47% March). However, the proportion of New Zealanders who expect things to get worse has increased by 2% since February, corresponding with a 2% decrease in those who expect things to get better.

Those aged under 40 are more likely to believe things will improve (48% in March). In contrast, those aged over 60 are the most likely to believe things will get worse (25% in March).

Thinking ahead to the next 12 months, how do you expect things to change for you/your family? (Age)

MARCH 2024



● Get worse ● About the same ● Get better

APRIL

New Zealanders are starting to think things will get better

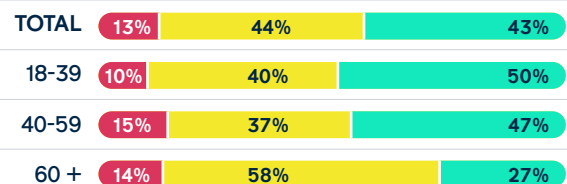
Looking ahead to the next 12 months, a positive trend is emerging with a 6% increase this wave in the proportion of New Zealanders expecting things to get better, and fewer New Zealanders expecting things to stay the same (44%) or worsen (13%); the proportion of New Zealanders who expect things to get worse has decreased by 3% since March.

When breaking this down by age, it's encouraging to see this positivity is widespread with those aged 18-59 years more likely to believe things will improve, whereas those over 60 largely believe things will stay the same. In terms of

gender, men are more likely to think things will get better (49% versus 36% for women in April) while half of women believe things will remain the same.

Thinking ahead to the next 12 months, how do you expect things to change for you/your family? (Age)

APRIL 2024



● Get worse ● About the same ● Get better



UNDER 40 CONTINUE TO GROW OPTIMISTIC THAT THINGS WILL IMPROVE IN THE NEXT 12 MONTHS

OUTLOOK BY MONTH

MAY

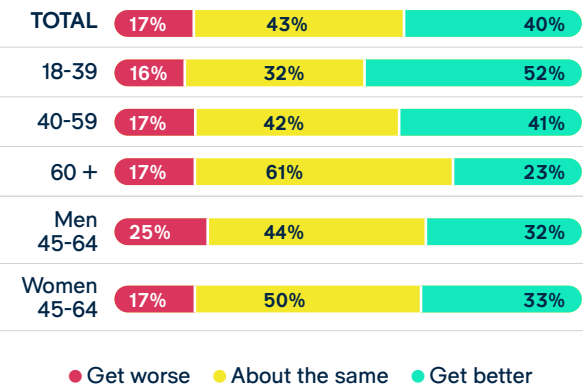
New Zealanders' positivity around the next 12 months takes a dip

After a large positive shift last month, there's a marked fall in the proportion of New Zealanders who believe things will get better for their family in the next 12 months (-3% to 40% in May).

Despite the negative shift, there are still more Kiwis who believe things will get better than at the start of the year (40% May 2024, 36% January 2024). However, this month's drop in 'things will get better' corresponds with an increase in those thinking 'things will get worse' (+4% to 17% May), reaching its highest level so far this year. Negative sentiment is most pronounced amongst those 45-64 years old (21%) and worse amongst men of this age (25%) regardless of their family situation or working status.

Thinking ahead to the next 12 months, how do you expect things to change for you/your family? (Age)

MAY 2024



JUNE

New Zealanders' 12-month outlook continues to worsen

June has seen a notable drop in the proportion of New Zealanders who believe things will get better for their family in the next year (-9% since May, and -12% since April). Even though there is still a bigger proportion of New Zealanders who believe things will improve, the gap between them is getting smaller with 20% of New Zealanders now believing things will get worse. June has also seen an increase in the number of New Zealanders who believe things will remain 'about the same' (+6% since May).

When asked 'what makes you say that?', common themes emerged around the cost of living, New Zealand's economy, and personal financial issues:

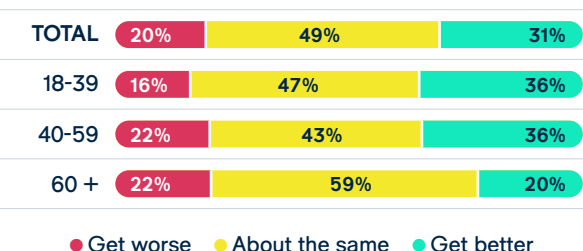
- > 'Cost of living is tough'
- > 'Everything is getting more expensive but not earning more'
- > 'Financial strain.'

- > 'Economy has to get better, it certainly can't get any worse'
- > 'Inflation is causing stress on the family, lack of funds for basics'.

Positive sentiment is more common among those aged under 34 years (38%). Negative sentiment remains most pronounced among 45-64-year-olds (21%), while those aged over 65 years are the most likely to feel things will remain 'about the same' (61%). There are no major differences between males and females.

Thinking ahead to the next 12 months, how do you expect things to change for you/your family? (Age)

JUNE 2024



6 MONTH FINDINGS

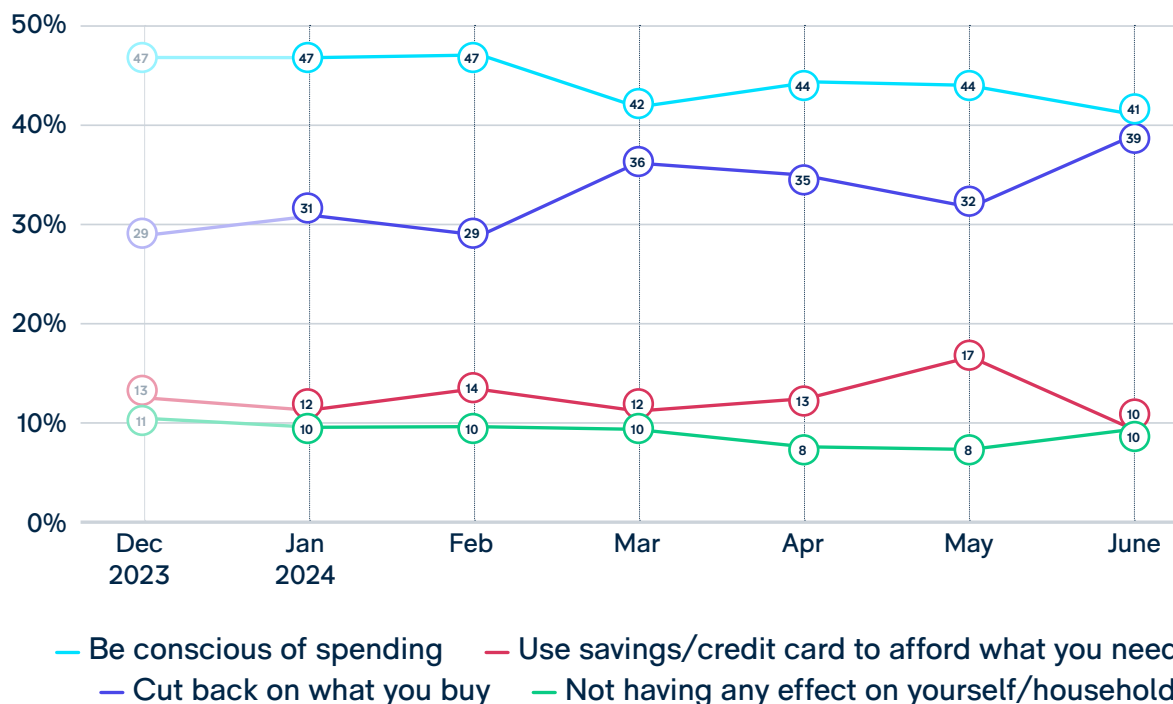
FINANCIAL



IMPACT FROM RISING COSTS

Which of the below best describes how you feel about the following statement:
The rising cost of living/inflation is causing you/your household...

DECEMBER 2023 - JUNE 2024



KEY FINDINGS

JANUARY 2024 - JUNE 2024

Cost of living pressure is widespread—and growing

Only 10% of New Zealanders claim it's having no effect on them or their household. The first six months of the year saw more Kiwis actively cutting back on what they buy, reaching a high in June of 39%, with a similar proportion of Kiwis not admitting to cutting back but being conscious of their spending.

Encouragingly, most households remain able to save some of their income, either for emergencies or to meet their financial goals. However, a third of households are struggling with their income only just covering the essentials and leaving them with no financial buffer. This challenge is being felt most strongly by those aged 40-59, many of whom represent households with children.

When Kiwis are reducing spending, discretionary elements like entertainment and clothing/footwear are most likely to be cut back first. Only 1 in 5 would prioritise reducing their food and grocery costs.

FINANCIAL IMPACTS BY MONTH

JANUARY

Note: Impacts of cost of living/inflation question not asked in January survey waves.

FEBRUARY

Note: Impacts of cost of living/inflation question not asked in February survey waves.

Business confidence is dropping

There has been a decline (5% since November) in the proportion of New Zealand business owners who are confident their business will do well over the next six months.



MARCH

Kiwis are shifting from being money conscious to actively cutting back

As financial and economic conditions have grown tougher in the last year, we've seen New Zealanders become increasingly conscious of their spending. However, March saw this cautious mindset begin to shift to more direct action with a 6% increase in the proportion of New Zealanders who are cutting back on their spending. This corresponded with a 5% decrease in the proportion of those who are conscious of spending.

This may go some way to explaining why New Zealanders' financial situation continues to be the number one factor impacting their households, followed by the NZ economy (see [Household Impacts](#) section).

APRIL

Cost of living impacts slightly soften

In April, the proportion of Kiwis having to cut back on spending decreased by 1%, with a corresponding 2% increase in those who are conscious of spending. However, inflation is still impacting New Zealanders more than it did at the beginning of the year.

MAY

Cost of living impacts remain prevalent

Cost of living impacts are widespread, with fewer than 1 in 10 households claiming to be unaffected by cost of living/inflation pressures. While this wave sees fewer Kiwis indicating they have had to 'cut back' on what they buy (-3% to 32%), there is a marked (+4%) increase in the proportion who are using savings or credit to 'afford what they need'.

Interestingly, there's a marked gender difference in this, with men more likely to admit to 'using savings/credit' to meet their needs (20% men, 14% women). Conversely, women are more likely to 'cut back on what they buy' (35% women, 28% men). Similarly, it's those under 44 years who are most likely to be using savings/credit to get by (24%, 10% of those 44 years+).

JUNE

Cost of living remains a big concern

June saw an increase in the proportion of people having to 'cut back' on what they buy (+7%) due to inflation. There was also a drop in the proportion of those who are having to use their savings/credit card to afford what they need (-7%). This suggests more people are opting to reduce spending overall instead of using other means to pay for things. Women remain more likely to admit that they're having to 'cut back' on what they buy (42% vs 35% for men) due to inflation. Similarly, those under 34 years are most likely to cut back on spending (48%).

FINANCIAL IMPACTS BY MONTH

JUNE, CONTINUED

A third of New Zealanders have little/ nothing to save

In June, 33% of New Zealanders said their income covers the essentials and that they have little/ nothing left over to save, representing a small improvement on last month (35%) (see results in chart below).

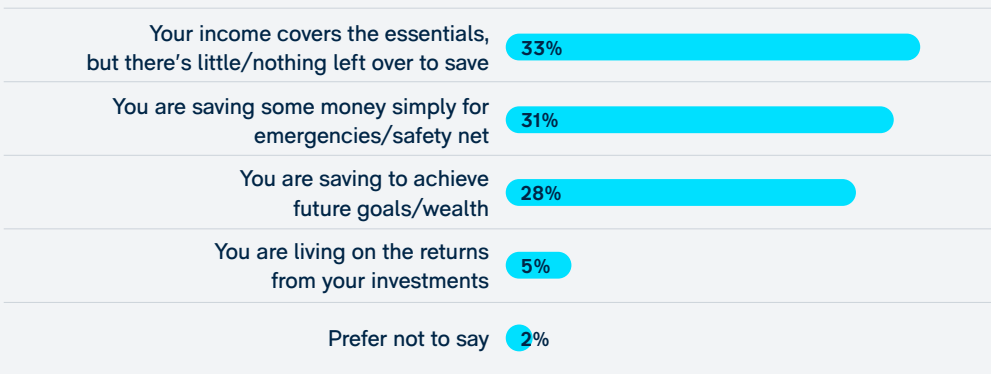
This is more common for women (37% vs 30% for men) and for New Zealanders aged 45-64 years (40% vs 25% for under 34 years and 29% for over 65 years).

New Zealanders' household expenditure categories

June saw an increase in the proportion of people having to 'cut back' on what they buy (+7%) due to inflation. There was also a drop in the proportion of those who are having to use their savings/credit card to afford what they need (-7%). This suggests more people are opting to reduce spending overall instead of using other means to pay for things. Women remain more likely to admit that they're having to 'cut back' on what they buy (42% vs 35% for men) due to inflation. Similarly, those under 34 years are most likely to cut back on spending (48%).

Which of these below best describes your financial situation?

JUNE 2024



AREAS OF SPEND

FEBRUARY

Top 4 categories New Zealanders would cut back on if they had to:

- > Homeware and décor – 80% (up 11% since July 2023)
- > Alcohol/tobacco/vapes – 65% (up 7% from July 2023)
- > Consumer electronics and appliances – 56% (down 13% since July 2023)
- > Entertainment/media/streaming services – 56% (down 7% since July 2023).

APRIL

Top 3 categories New Zealanders would cut back on if they had to:

- > Homeware and décor – 63%
- > Entertainment/media/streaming services – 60%
- > Alcohol/tobacco/vapes – 59%.

MAY

Top 3 categories New Zealanders would cut back on if they had to:

- > Homeware and décor – 61%
- > Entertainment/media/streaming services – 60%
- > Alcohol/tobacco/vapes – 48%.

JUNE

Top 3 categories New Zealanders would cut back on if they had to:

- > Homeware and décor – 85%
- > Consumer electronics and appliances – 70%
- > Entertainment/media/streaming services – 67%.

Where New Zealanders are spending (TOP 5)

1. Food and groceries – 96%
2. Telephone/mobile/internet – 83%
3. Gas/electricity – 82%
4. Private vehicle costs – 73%
5. Vehicle insurance – 63%.

Where New Zealanders are spending (BOTTOM 5)

1. Homeware and décor – 8%
2. Alcohol/tobacco/vapes – 14%
3. Consumer electronics/appliances – 14%
4. Sport/leisure/fitness – 16%
5. Public transport – 19%.

DIGGING DEEPER – MAY

To get a clearer read on which cost cutting behaviours were likely to have the biggest impact, we looked at the most popular categories New Zealanders spend on alongside what they would choose to cut back on first.



Spent on **entertainment, media, and streaming services**



Of those, 60% would reduce this spending first



Equates to **25%** of New Zealanders



Spent on **clothing and footwear**



Of those, 50% would reduce this spending first



Equates to **20%** of New Zealanders



Spent on **food and groceries**



Of those, 20% would reduce this spending first



Equates to **18%** of New Zealanders

6 MONTH FINDINGS

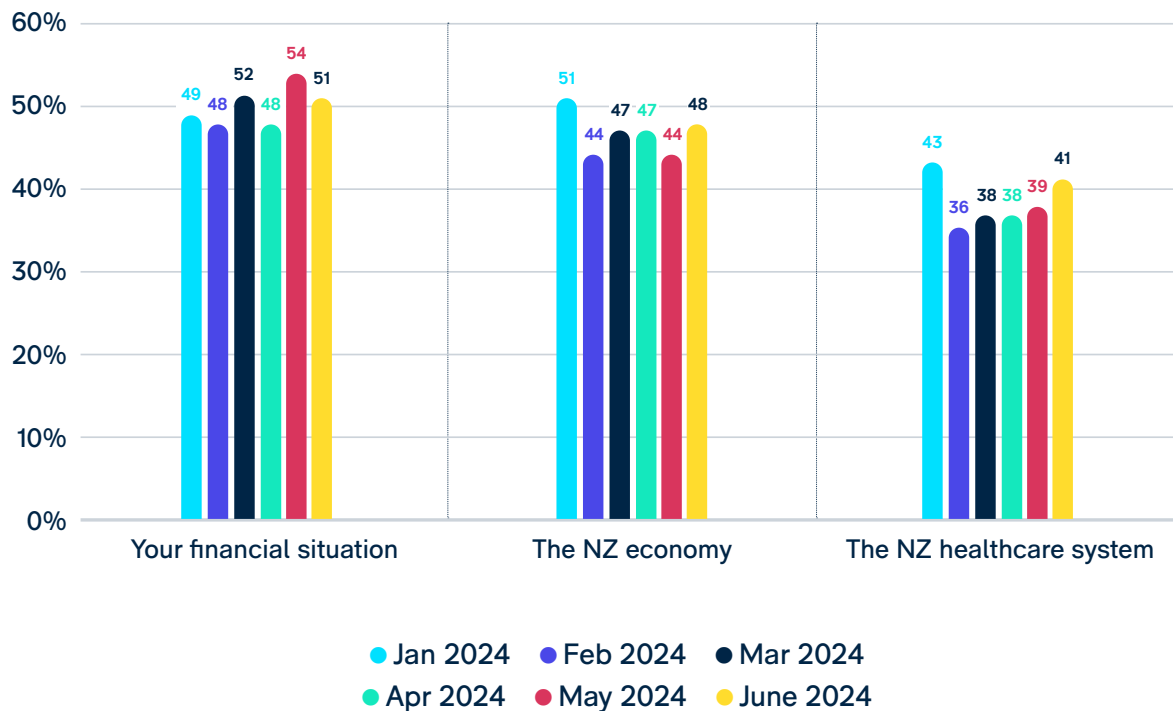
HOUSEHOLD IMPACTS



HOUSEHOLD IMPACTS

Have any of the following factors impacted you or your household?

JANUARY 2024 - JUNE 2024



KEY FINDINGS

JANUARY 2024 - JUNE 2024

Unsurprisingly, peoples' own financial situations are having the greatest impact on their households, with a rising trend in the proportion of households being affected.

Interestingly, impacts from the economy are more stable, with consistently less than half of New Zealand households indicating the economy is having a direct impact on them.

One concerning trend is the increase in impacts arising from the New Zealand healthcare system. While this has received recent media attention, it's been a consistent theme of concern throughout the life of our Mind & Matters survey, with impact peaking in January at 43%. Despite the drop in impact after January, the proportion of households it is affecting has increased month on month, with Kiwis aged 60+ being most negatively affected, followed by households with children under 18 years.

HOUSEHOLD IMPACTS BY MONTH

JANUARY

From November to January, three main factors impacted New Zealanders:

01. The New Zealand economy (51% of respondents)

This factor continues to have the biggest impact but has trended down with small gains in people's confidence around job security.

02. Your financial situation (49%)

This factor has improved thanks to people becoming more confident they can meet their financial needs.

03. The New Zealand healthcare system

This impacted 43% of respondents.

FEBRUARY

In February, the three main factors that have affected New Zealanders' households were:

- > Your financial situation – 48%
- > The New Zealand economy – 44%
- > The New Zealand healthcare system – 36%

MARCH

In March, the three main factors that impacted New Zealanders' households the most remained the same, and have all **increased** since February:

- > Your financial situation – 52% (up by 4% on February)
- > The New Zealand economy – 47% (up by 3% on February)
- > The New Zealand healthcare system – 38% (up by 2% on February)

APRIL

The top three are unchanged:

- > Your financial situation – 48% (down by 4% on March)
- > The New Zealand economy – 47% (no change)
- > The New Zealand healthcare system – 38% (no change)

MAY

In May, the three main factors remain constant:

- > Your financial situation – 54% (up by 6% on April)
- > The New Zealand economy – 44% (dropping 3% from April)
- > The New Zealand healthcare system – 39% (up by 1% on April)

Personal financial situation has its strongest impact on women (57% vs 51% men) and those under 44 years of age (61%). Interestingly, it's also stronger for men in the 45-64 years cohort (56%), reflecting the worsening expectations of this cohort.

JUNE

Your financial situation (51%): this ties back to how people's 12-month outlook is worsening – 3% decrease since May. Females are slightly more affected by this than males (53% vs 49%).

The New Zealand economy (48%): again, linked to New Zealanders' 12-month outlook expectations – increased by 4% since May. Males are slightly more affected by this than females (50% vs 47%).

The New Zealand healthcare system (41%): has increased by 3% since April. Females are more affected by this than males (46% vs 36%).

ABOUT

Why we're running this tracker

In April 2020, Perceptive and Sapien built their first Covid-19 tracker to help businesses and leaders better understand the hearts and minds of Kiwis as we experienced this unprecedented event.

Fast forward to 2023 and the world—and New Zealand—continues to experience change on multiple fronts, from rising inflation to the rise of eCommerce and generative AI. With this in mind, Perceptive and Sapien have taken the best of our Covid-19 tracker to produce this comprehensive programme that explores what Kiwis think, feel and believe in relation to some of the most topical and challenging issues of today.

About Perceptive

Perceptive is one of Australasia's best market research companies and technology-based customer intelligence provider. We've spent over a decade carefully assembling our team of highly skilled market research consultants, analysts, data scientists, creatives, developers, strategists, and account managers, all of whom contribute to the success of our clients.

We conduct both quantitative and qualitative research in over 40 countries, have over 500,000 surveys in field every month, and have access to over 11 million consumers via our professionally-managed research panels.

Our data

Mind & Matters collects data every month via an online survey conducted with a sample of 400 participants per survey wave. All interviewees are 18 years and over and weighted to a representative national sample. We have a full suite of demographics with which we can cut the data.

Because of these regular dips, we have trended data over time on a range of topics and issues that matter to New Zealanders.

To find out more about how we can help your organisation, [get in touch](#).

About Sapien

At Sapien, we blend smart thinking and new technology to deliver insights that objectively measure what people think, feel and do—all so we can understand people the way they truly are.

Using a new generation of research thinking, smart technology, data analytics, and rich insight, our team unlocks the best opportunities for our clients. By simplifying the complexity of the human mind, we'll help you see your customers and opportunities in a new light.

Mind & Matters releases its findings online every month along with a downloadable report every quarter. To ensure you don't miss a release, [subscribe](#) to Mind & Matters and have updates sent straight to your inbox.

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