KANTAR

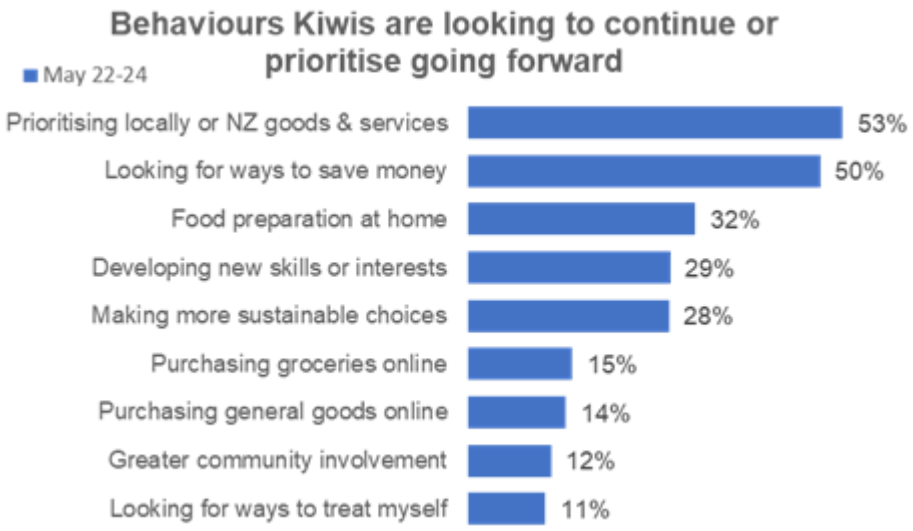
Covid-19 May 25 update

Last week, New Zealand had just one new case of Covid-19 and, the good news today, is that there are no further cases and there are just 27 active cases. For the past 11 weeks, Kantar has run a survey every weekend to gauge the attitudes of Kiwis to the Covid-19 situation and, while the health situation continues to abate, further news today about job cuts – this time with MediaWorks announcing 130 job losses – does show that the pandemic will continue to have a major impact on Kiwis' lives for some time.

Kantar will continue to monitor New Zealanders' sentiments, behaviours and attitudes to Covid-19, but this email will be the last Monday client update which summarises key findings. Kantar will host a webinar later next month, which draws on all of Kantar's intelligence, from the past three months, to understand how Covid-19 will change the relationship between brands and their customers. More details on the webinar will follow later this week.

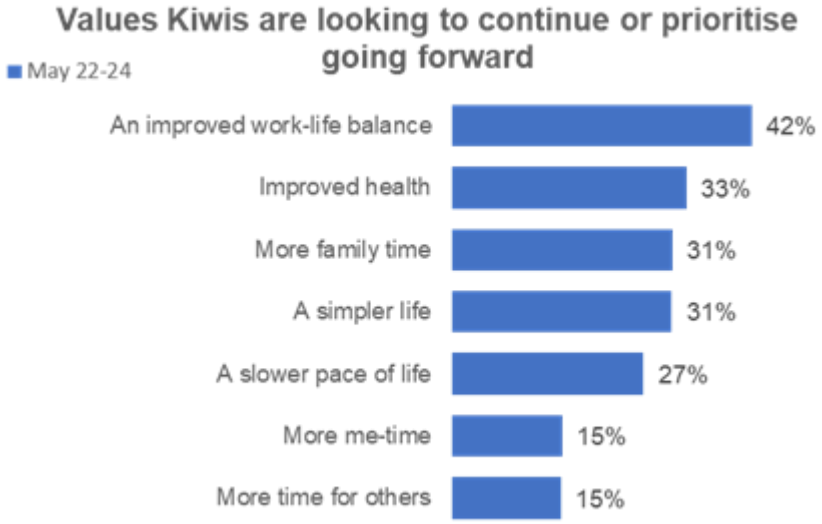
Kiwis look to support local

Many brands are currently focussed on understanding better how consumers' purchasing behaviours have changed as a result of the pandemic. Kiwis are acutely aware of how local businesses have suffered during the crisis, and more than half of us state that we will continue to or start to prioritise local or NZ goods and services. While a similar number of us are looking for ways to save money – a natural response to the financial impact of the pandemic – around one third of Kiwis are also keen to prepare food from home, develop new skills and interests, and make more sustainable choices.



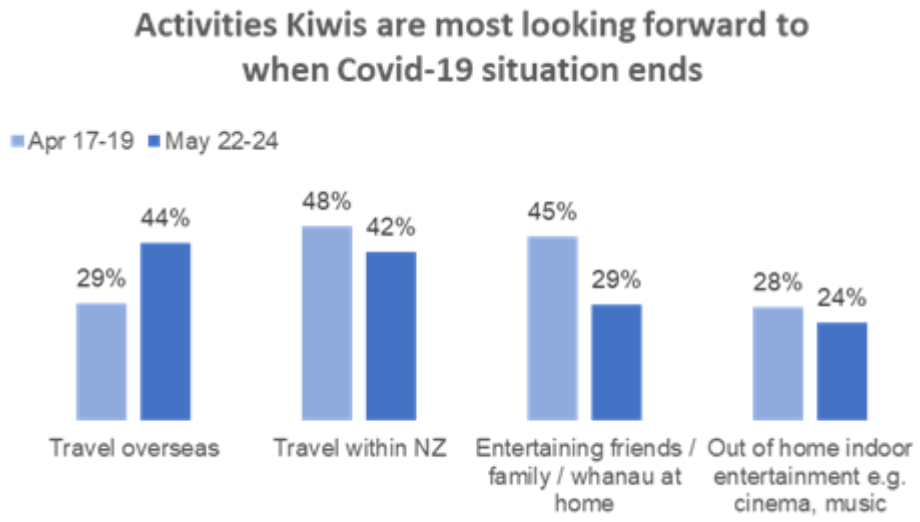
An improved work-life balance is high on our agendas

There is so much uncertainty surrounding Covid-19, but one thing many New Zealanders will agree on is how the pandemic has and will continue to, fundamentally change their lives. It is of course very natural for people to reflect on their lifestyles, following such a momentous event, so it is no surprise than more than two-in-five Kiwis are going to focus on an improved work-life balance. Many Kiwis, as we uncovered during our agile qualitative panel, set aside more time for exercise during lockdown and were drinking less alcohol; this theme looks set to continue – which will be a relief to the fitness sector – with one-third of Kiwis either continuing or prioritising improved health.



Travelling overseas is now what we look forward to most

When the first case of Covid-19 was recorded in New Zealand, on 28 February, we were in the height of summer and many Kiwis had planned overseas travel for the colder months. Fast-forward six weeks to the middle of April when we were still in Alert Level 4, overseas travel was not a priority. However, over the weekend – where it must be said that many New Zealanders experienced their first spell of poor weather in a while – travelling overseas was what Kiwis were looking forward to most when Covid-19 ends, taking over from domestic travel for the first time. While restrictions have relaxed to some extent when it comes to out-of-home dining, entertainment and hosting friends / family / whanau – resulting in less of us looking forward to these activities – New Zealanders will be further buoyed by the Prime Ministers' announcement at 4pm today regarding further changes to the rules, including that all gatherings will be increased to 100 people from noon this Friday May 29.



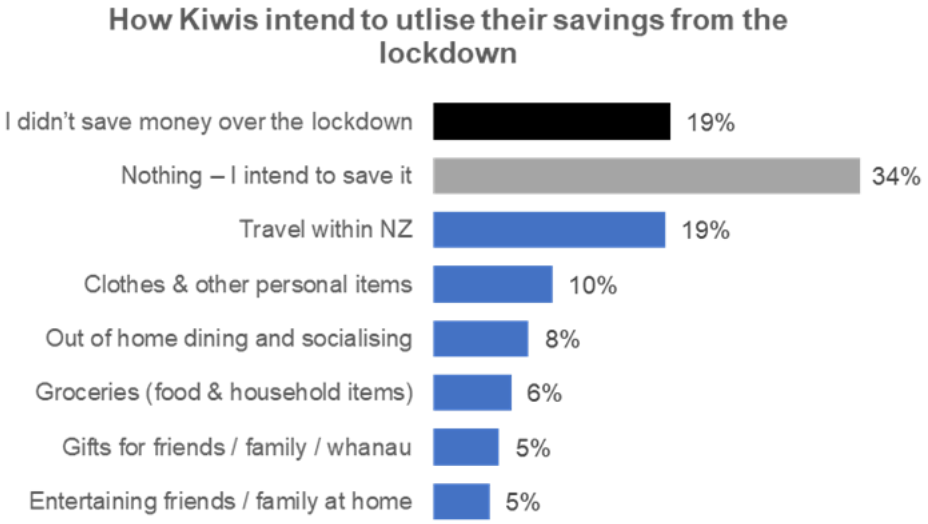
Covid-19 May 18 update

Many New Zealanders will be feeling fortunate as we enter the first full week of Alert Level 2, and this was a sentiment that was on display over the weekend when Kantar ran our 10th survey wave to gauge the attitudes of Kiwis to the Covid-19 situation. New cases remain low, schools are now open, as are many businesses. Following the release of last week's Budget – which included a $50 billion recovery package – debate raged about whether it can help drive the New Zealand economy forward. Financial wellbeing has consistently been Kiwis' main concern throughout the crisis and, while the health situation continues to improve, in New Zealand at least, the financial impact that Covid-19 will have on New Zealanders' lives will continue for some time.

This email summarises a few key findings from our survey; for more information about the results, or if there's a topic you would like us to explore for your business, please contact your Kantar account lead. Also, please note, that this is likely to be our second to last Monday update, but please do look out for details about a webinar where we will compile Kantar's intelligence to understand how Covid-19 will forever change the relationship between brands and their customers.

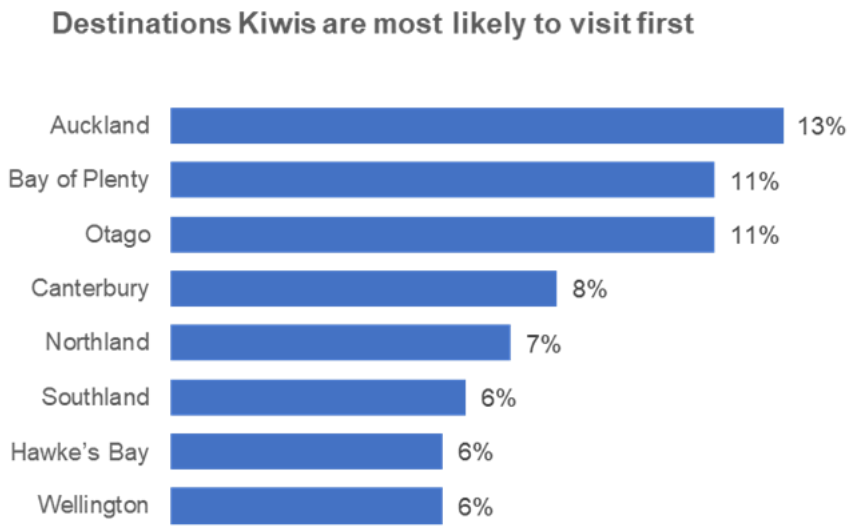
One-third of Kiwis are saving for a rainy day

Stats NZ recently reported that retail card spending across the country fell during the lockdown. What we know from our monitor is that nearly one-quarter (23%) of New Zealanders now say that the impact of Covid-19 on the economy is their biggest concern, far more than the 15% who say it is the physical health of themselves and their family. With the economic outlook remaining uncertain, it is therefore unsurprising that one-third of Kiwis are putting aside any money saved during the lockdown period. Many New Zealanders obviously continue to struggle – with one-in-five saving no money during the lockdown period – while others intend to use any savings on travel within New Zealand, new clothes and out of home dining and socialising.



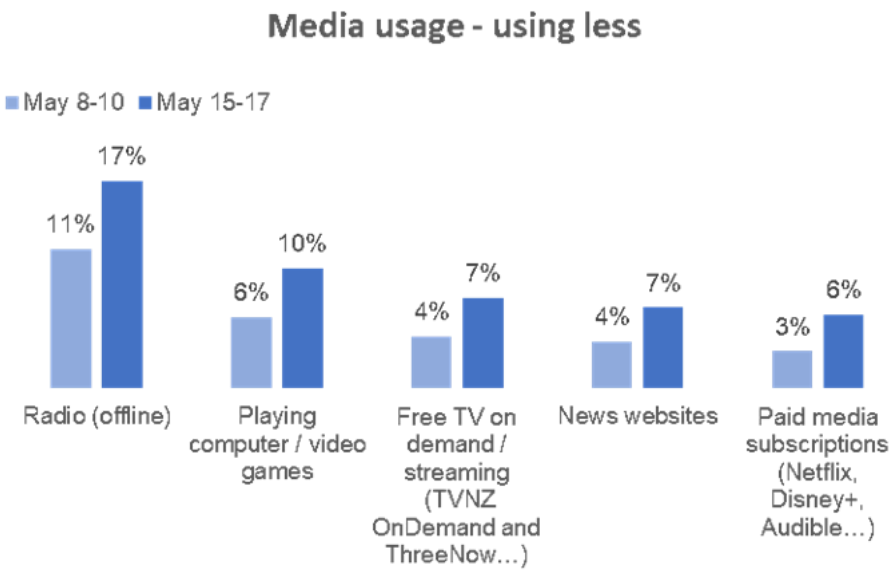
Auckland is where Kiwis want to travel to first domestically

With travel within New Zealand so high on New Zealanders' agenda, once the Covid-19 situation ends, we were keen to understand where Kiwis wanted to visit first. After excluding those who picked their own town – to avoid any bias – Auckland came out on top and this decision will likely be influenced by the recent video that celebrates the silence of our biggest city, during the Covid-19 lockdown, which became the biggest ever global hit on the Visit Auckland YouTube channel. The Bay of Plenty, and Otago (which will be welcome news to the Queenstown-Lakes District), were not far behind.



A number of media channels are now being used significantly less, compared to a week ago

Media consumption, across all in-home channels, changed significantly in New Zealand as we entered lockdown. Within the last week, usage of free TV on demand / streaming, paid media subscriptions, playing computer games, and news websites has tailed-off as Kiwis return to a more "normal" life, although offline radio was a surprise which many would have expected higher usage of as more people use their cars. While brands will need to continue to watch this changing media consumption landscape closely, it is also important to recognise that the reach of a channel is a key determinant of its value.



Delivering more insights about consumers in these changing and challenging times

As part of our ongoing insights series into Covid-19, and its impact on New Zealand consumers and citizens, we will be continuing this regular update of the attitudes, opinions and behaviours of New Zealanders.

We are also running an agile qualitative panel. The panel will reflect the New Zealand population and we will engage with it every week or so on multiple topics, enabling Kantar to share with you more in-depth insight into the issues currently facing New Zealanders.

If you would like to add a question to our online survey, or have a topic you would like to explore on the qualitative panel – cost effectively and quickly – please let us know.