



FORWARD

Insights on NZ Recovery – level 3 Food Take Away Focus Report

DATA COLLECTION PERIOD: 17/04/2020 TO 19/04/2020



- While food is a priority for many, the indication is that demand for take-away from restaurants, cafes and fast food, will be very similar to pre covid19 demand.
- Therefore, it is important to start promoting the options available, with a view of building demand for those local business that would need to generate greater demand to stay afloat.
- Many New Zealanders are interested in receiving information on helping local businesses and food options available. This is an opportunity for the industry to build greater demand for take away, than pre covid19.



Summary.

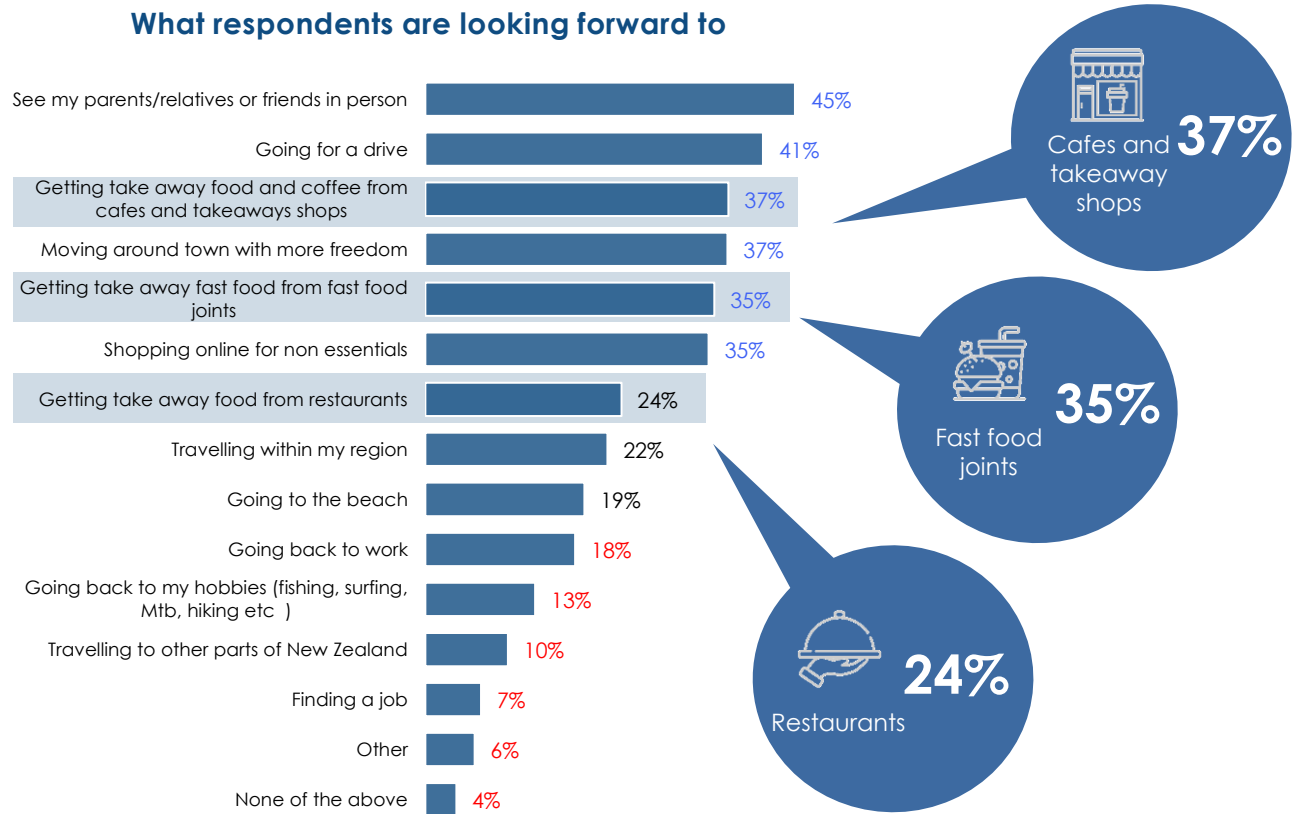


NEW ZEALAND IS LOOKING FORWARD TO MOVING TO LEVEL 3 FREEDOM

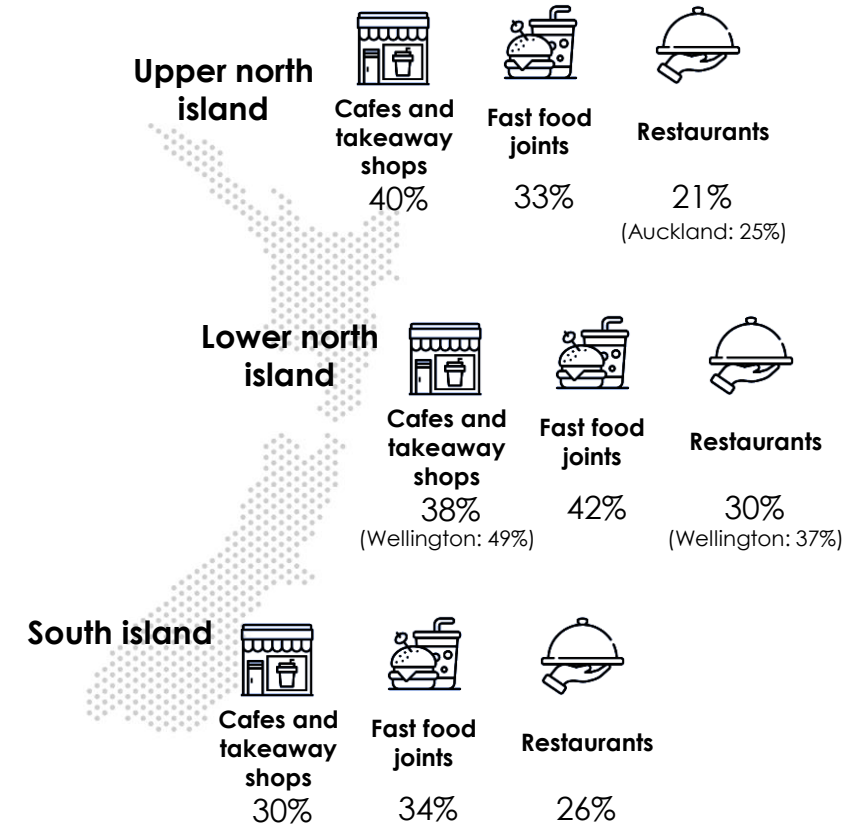
A significant proportion of NZ is looking forward to getting takeaway food once we move to alert level 3.

The intention is especially high in Auckland and Wellington, with a high percentage of respondents looking forward to getting takeaway food from restaurants, cafes and takeaway shops.

What respondents are looking forward to



Looking forward to getting takeaway from...





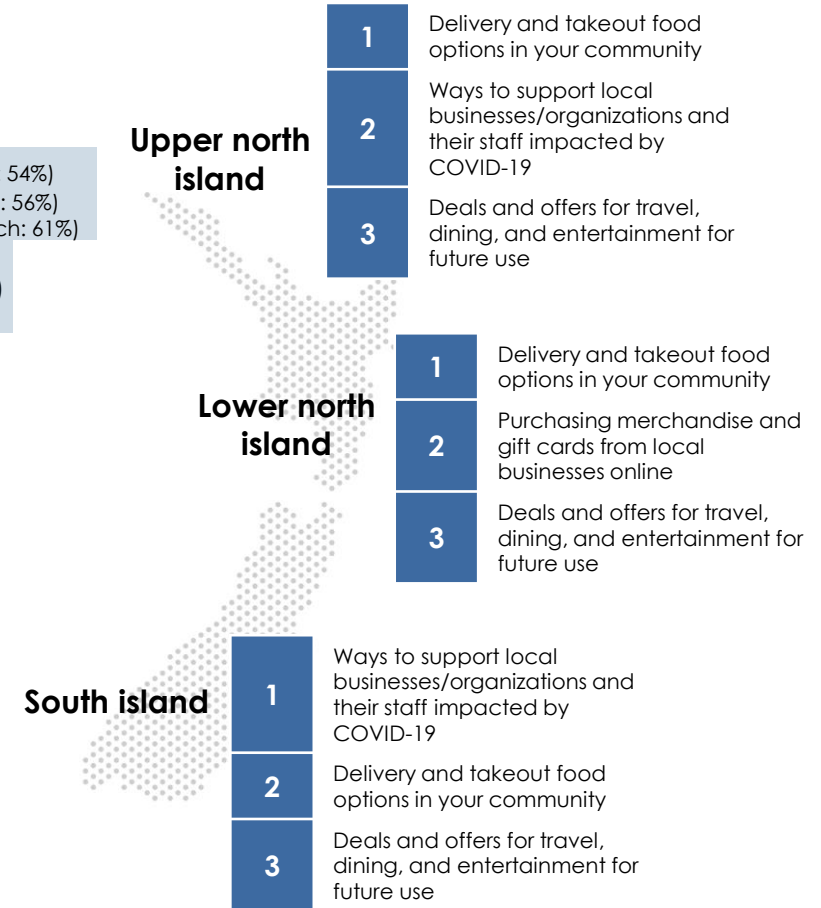
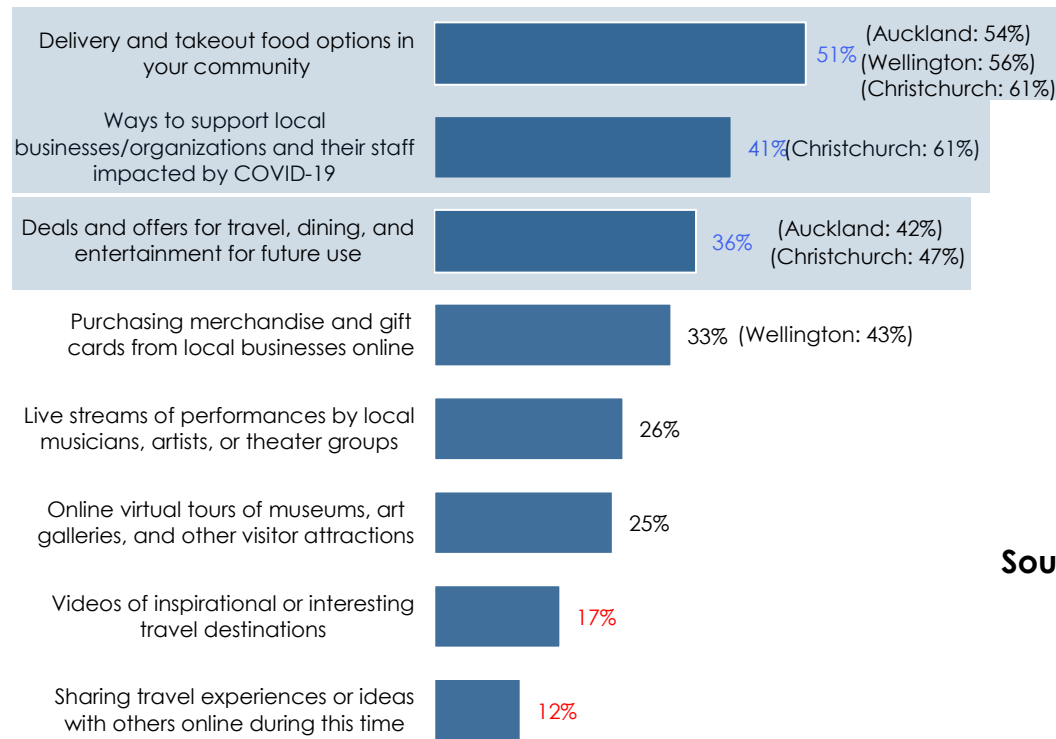
MANY PEOPLE ARE INTERESTED IN RECEIVING USEFUL INFORMATION ON LEVEL 3 ACTIVITIES FROM LOCAL BUSINESSES

Food options information is important for many wanting to know what the delivery options are in their communities - 51% interested.

Many are interested in knowing more about supporting local – 41% interested.

Deals on travel, dining and entertainment are the third most popular information type respondents care about – 36% interest.

Information people interested in receiving





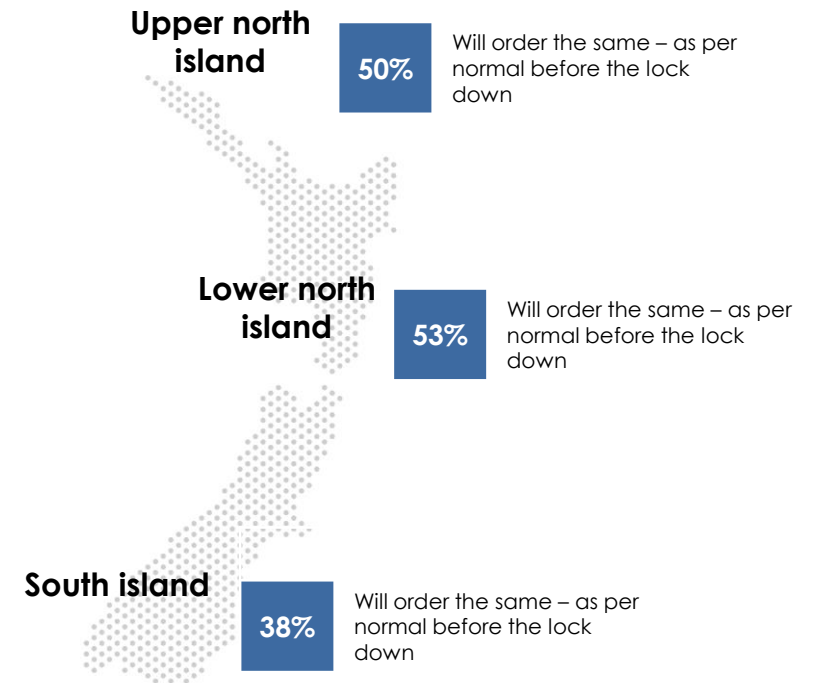
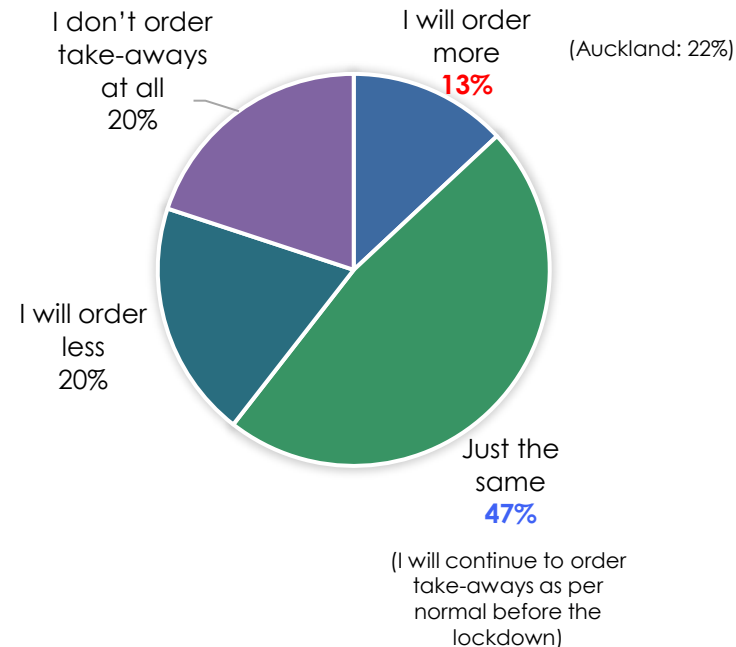
YET FOR MOST RESPONDENTS, TAKE AWAY DEMAND REMAINS SIMILAR TO WHAT IT WAS BEFORE COVID19

47% of respondents suggest that they would consider ordering as much take away food as they were getting before lockdown.

Some suggest they would order less, and fewer would order more.

→ This highlights the importance of building strategies for local restaurant businesses, to boost demand for take away, above and beyond pre Covid19 demand, should they wish to achieve greater revenue than in previous times.

Impact of Covid-19 on your ability/willingness to order out of home dinners from your favourite restaurant



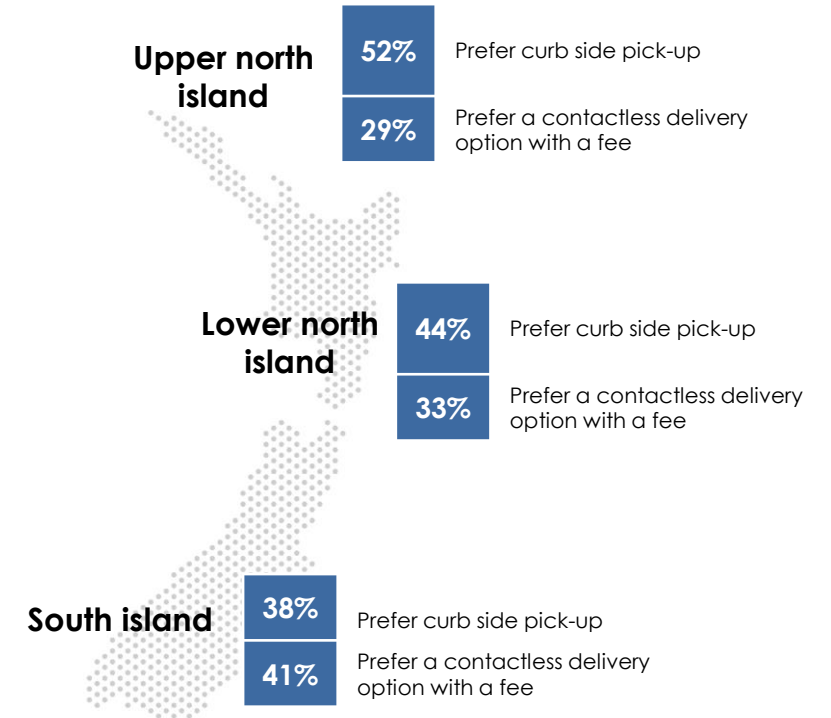
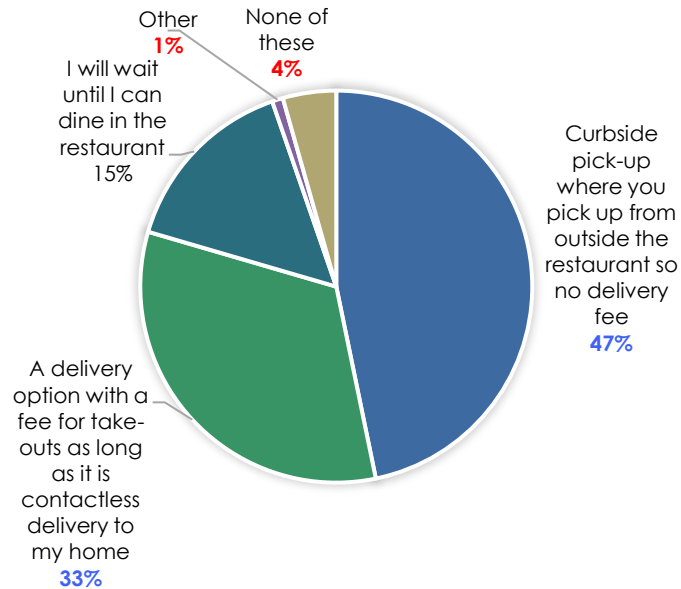


BOTH DELIVERY AND PICK-UP OF TAKE AWAY FOODS ARE RELEVANT TO NZLANDERS IN LEVEL 3

While curbside pick-up will be the preferred way for most people, at least a third of respondents would prefer delivery at times.

→ Both methods should be made available to build demand for take away in level 3.

Preferred ways to pick up meals from restaurants

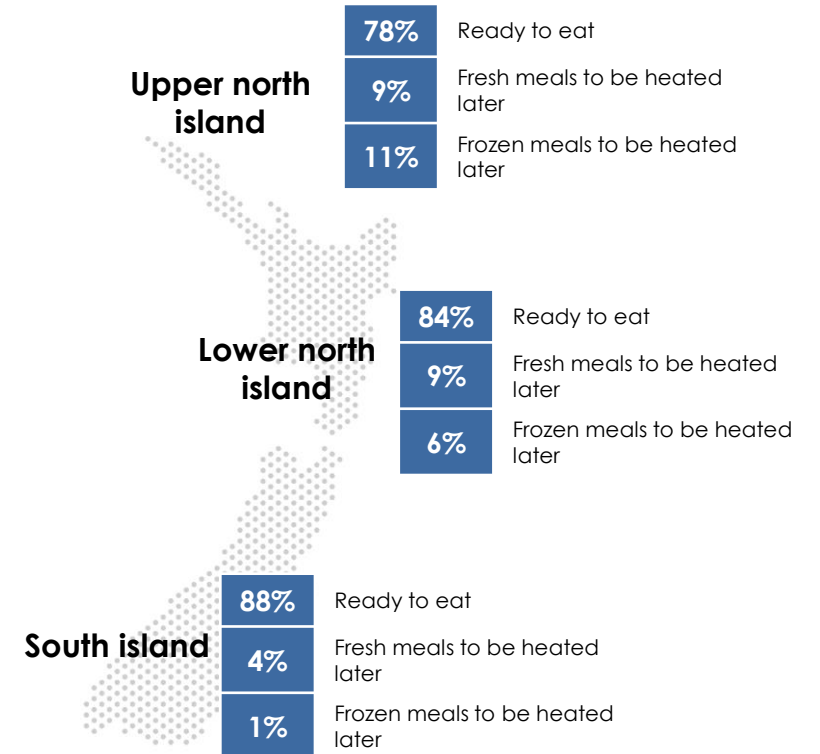
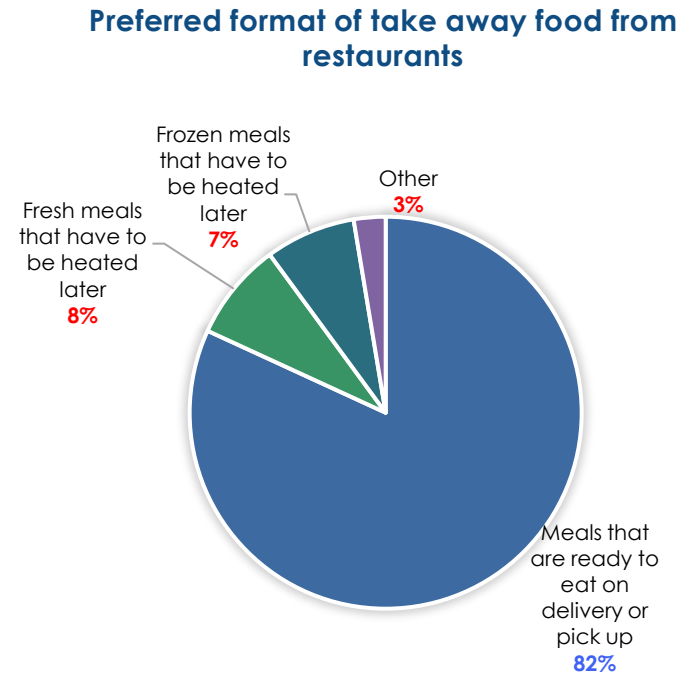




THE FAVOURITE TAKE AWAY OPTION FOR KIWIS REMAINS FRESH TAKE AWAY FOOD THAT IS READY TO EAT, AS IT WAS BEFORE COVID19

Most respondents prefer meals from restaurants, that are ready to eat on delivery or pick up, as opposed to meals that must be heated later.

Ready to eat meals from restaurants are more popular in South Island, while fresh/frozen meals that require heating are more accepted in North Island.



Get in touch.

Louise Beard: louise@forwardhq.co.nz

Carlo Magni: carlo@forwardhq.co.nz

Web: www.forwardhq.co.nz

Email: info@forwardhq.co.nz

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