

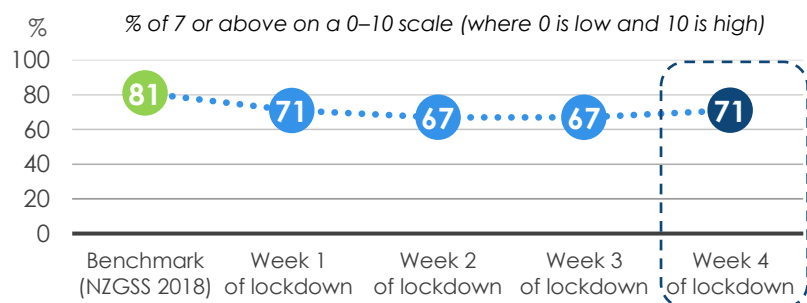


FORWARD NZ WELLBEING STATUS – during Lockdown weeks 1 to 4

Released: 24 April 2020

Date collection period: 27/03/2020 to 19/04/2020

Overall satisfaction of life... **71%** (+4%)



Wellbeing drivers during lockdown

In good health

% of "same or better as last week"



Significant change of general health situation is not observed in the week 4 survey.

Activities people have been able to perform

More of...

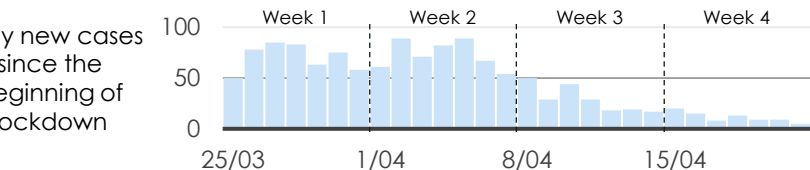
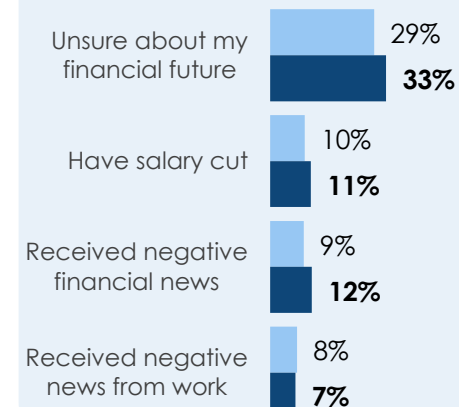
- +6%** Keep entertained with movies, board and video games, reading etc
- +5%** Volunteer, donate, help out others
- +4%** Have a good laugh

Less of...

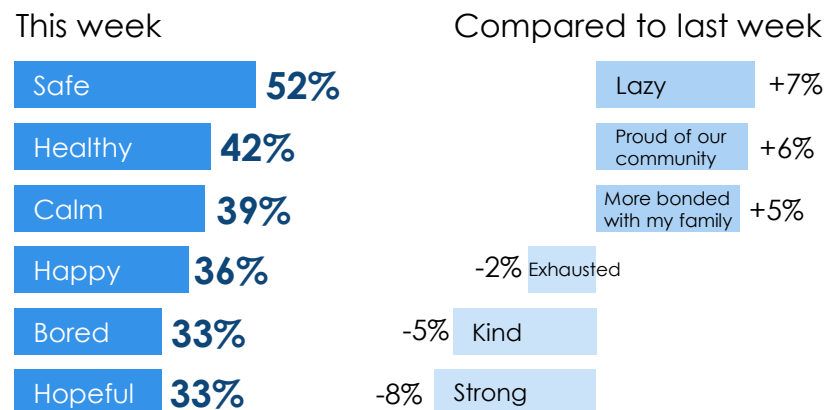
- 6%** Access library services
- 2%** Get outside and enjoy nature
- 2%** Working from home

Financial sentiment

■ Last week ■ This week



How are people feeling...



Get in touch for more.

Carlo Magni: carlo@forwardhq.co.nz

Web: www.forwardhq.co.nz

Email: info@forwardhq.co.nz



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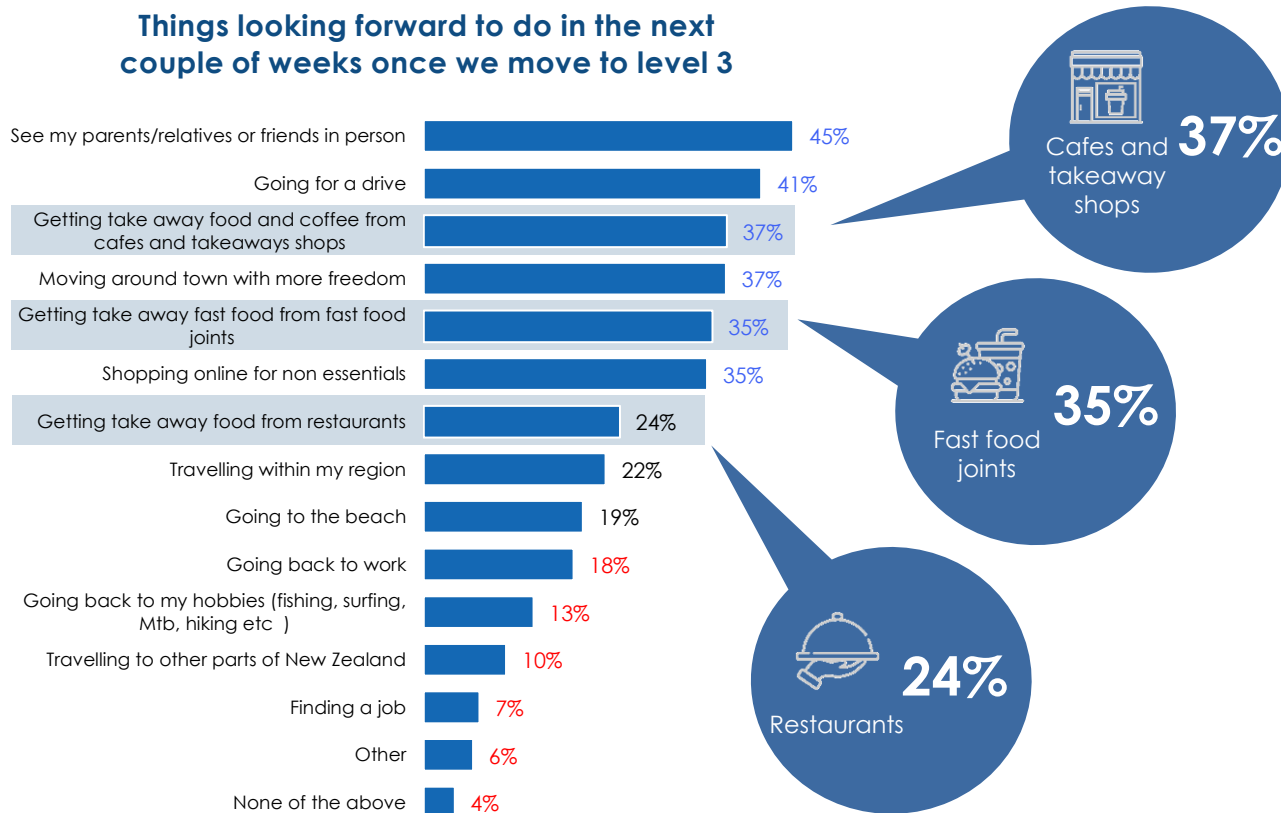


FORWARD INTENTION TO GET TAKEAWAY FOOD – once we move to alert level 3

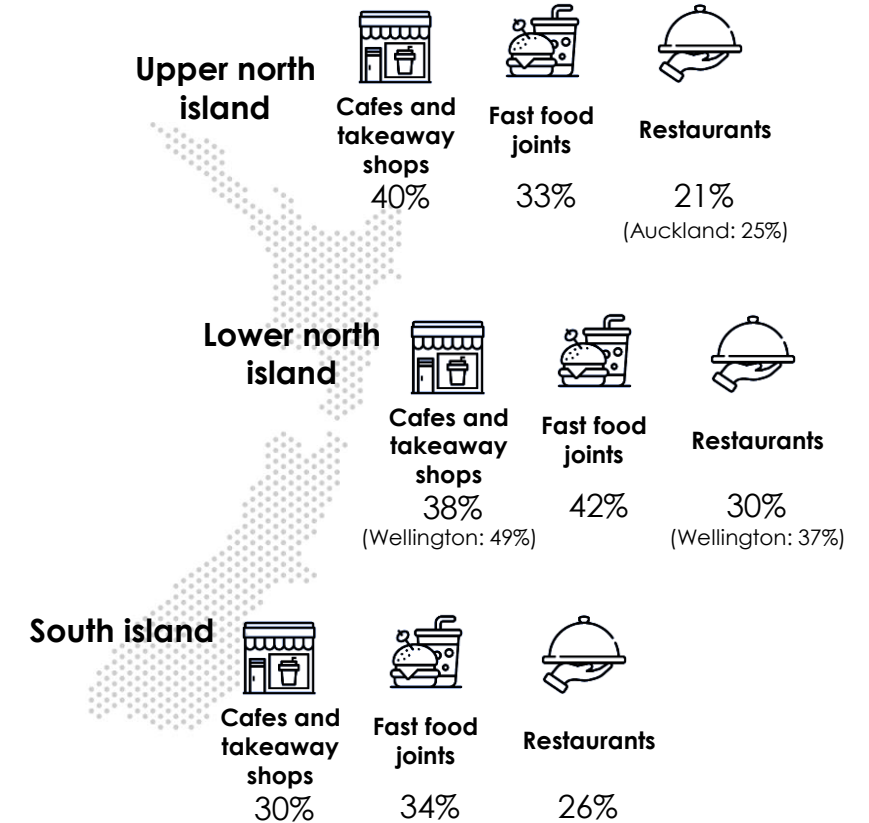
People are keen to get takeaway food once we move to alert level 3.

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

Things looking forward to do in the next couple of weeks once we move to level 3



Looking forward to getting takeaway from...





FORWARD DOMESTIC TRAVEL INTENTION – in the next 12 months

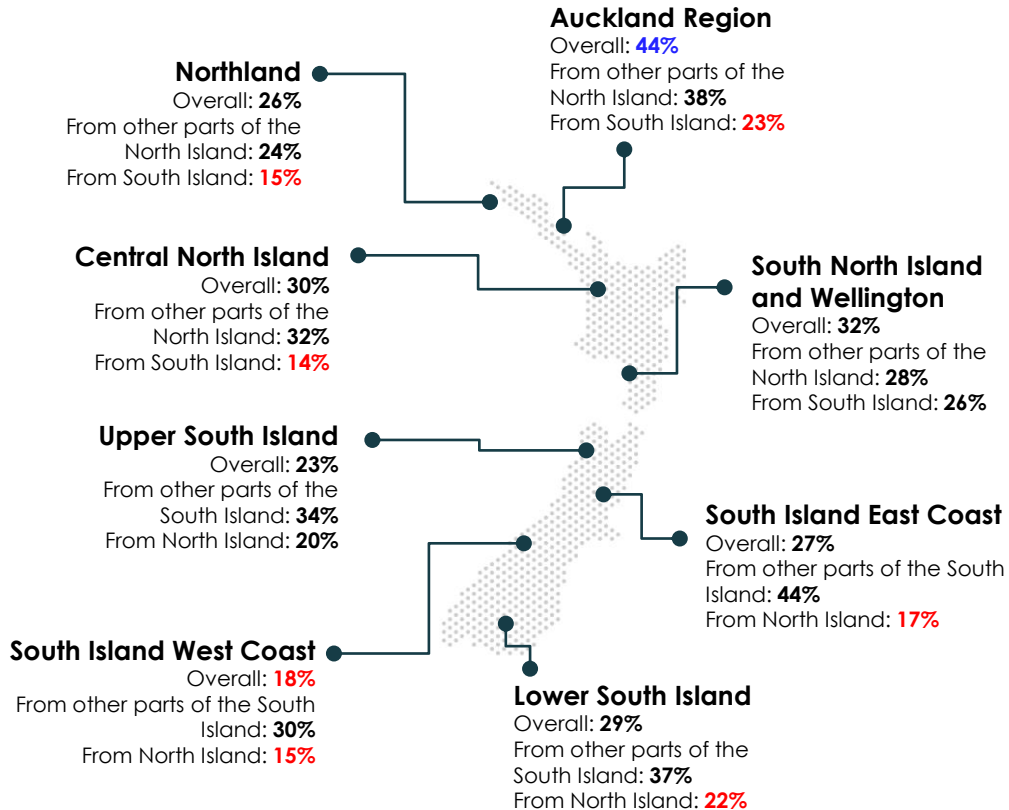
Once Covid-19 is under control in New Zealand, people are more willing to travel domestically, compared to going overseas for holidays, and they are likely to start from the regions that are not far from their home.

Travel related contents are among the information they are interested in receiving from local businesses.

Travel intention to different regions

Pacific Island destinations
3% to 7%

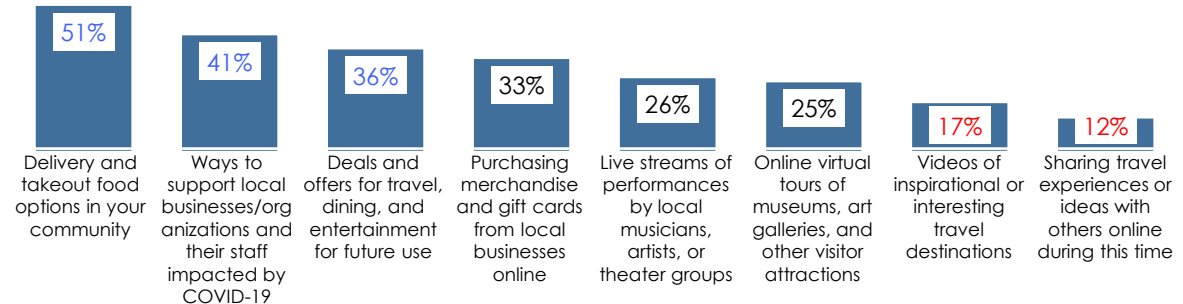
Australia
29%



Source market break down

Regions intent to travel to	North Island Northland	Auckland region	Central North Island	Southern North Island & Wellington	Upper South Island	Lower South Island	South Island West Coast	South Island East Coast
Auckland and Northland	37%	68%	30%	27%	11%	17%	13%	15%
Waikato and Bay of Plenty	29%	35%	47%	30%	26%	25%	15%	20%
Gisborne, Hawkes Bay, Taranaki, Manawatu-Wanganui	26%	34%	41%	38%	22%	27%	17%	20%
Wellington	16%	46%	30%	61%	36%	29%	16%	17%
Tasman, Nelson, Marlborough, West Coast	11%	17%	4%	23%	27%	25%	26%	23%
Canterbury (including Christchurch)	20%	31%	18%	32%	34%	42%	30%	57%
Otago and Southland	11%	17%	14%	20%	34%	65%	29%	67%

Information people interested in receiving from local businesses



Interested in what can be done to activate domestic tourist market?
Get in touch for more.

Carlo Magni: carlo@forwardhq.co.nz
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