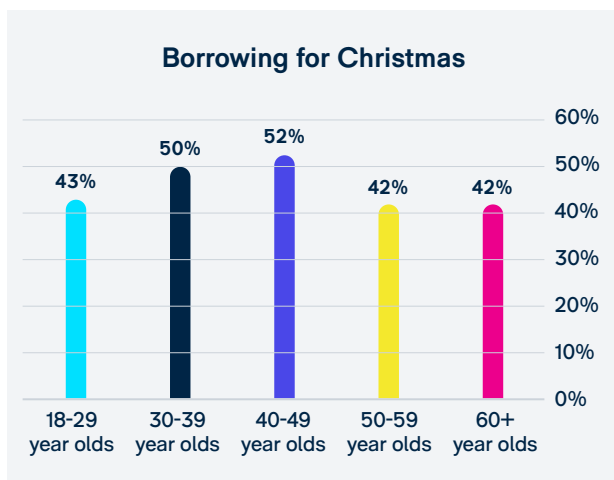


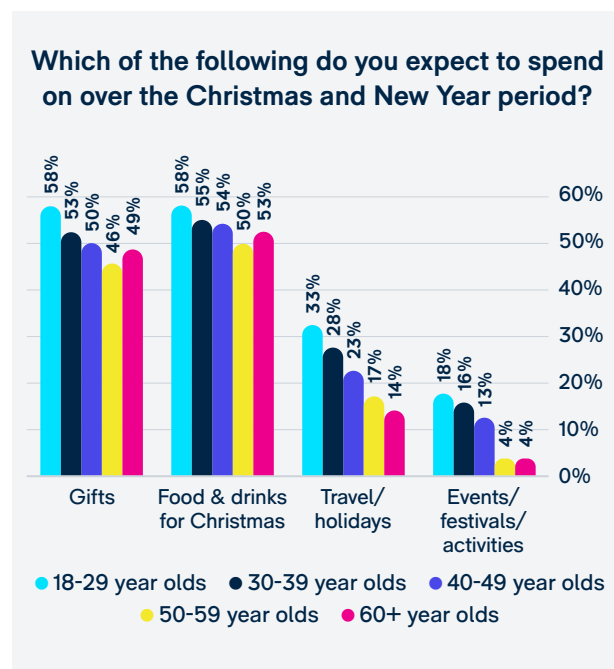
CHRISTMAS SPENDING

In the lead up to Christmas and the summer holidays, most New Zealanders expected to use general savings or cash for their holiday expenses. Notably, 45% expected to pay through borrowing, which peaked in the 30-49 age group.



Unsurprisingly, the main two expenses New Zealanders expected to spend their money on over Christmas were food and drink and gifts. While most expected to spend the same amount

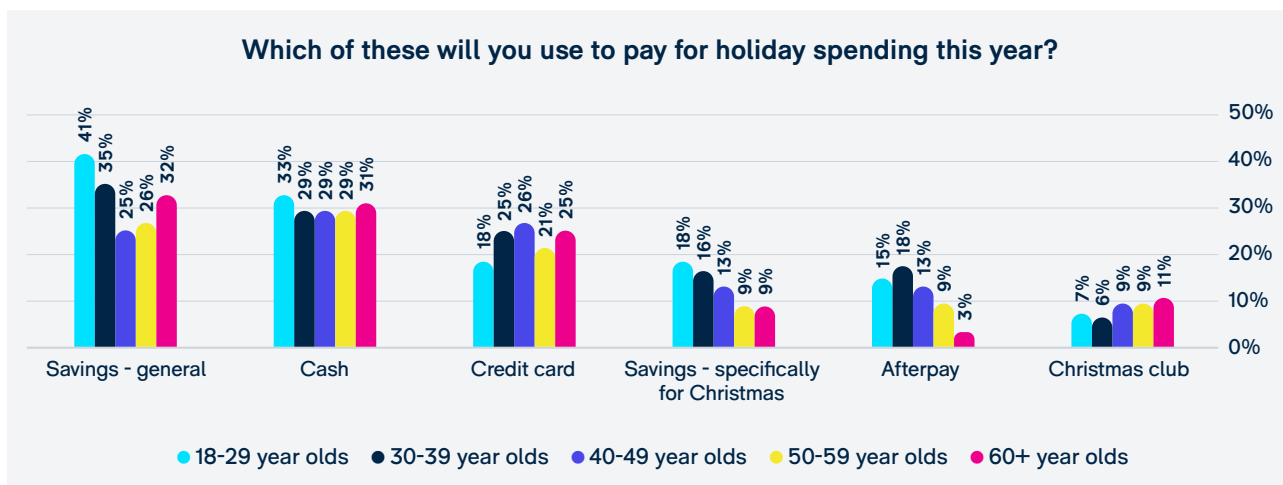
as last year, the remainder were more likely to spend less on gifts and food and drink rather than more. Meanwhile, fewer New Zealanders spent on holidays.



Most New Zealanders either paid or planned to pay for their Christmas and New Year holiday period with savings and cash. Interestingly, data from our younger demographics (18-24 years) showed a slightly different story to the rest of

New Zealand as they:

- > Planned to spend more across the board.
- > Were less likely to use a credit card.
- > More likely to save in the lead up to Christmas.



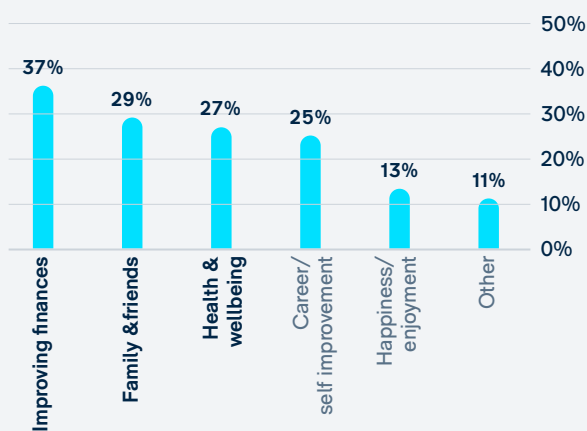
NEW YEAR RESOLUTIONS

In terms of resolutions and priorities for 2024, three aspects in particular 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.

The priority shift: A stark difference in priorities between under and over 50s

Top 2024 priorities for NZers aged 18-49



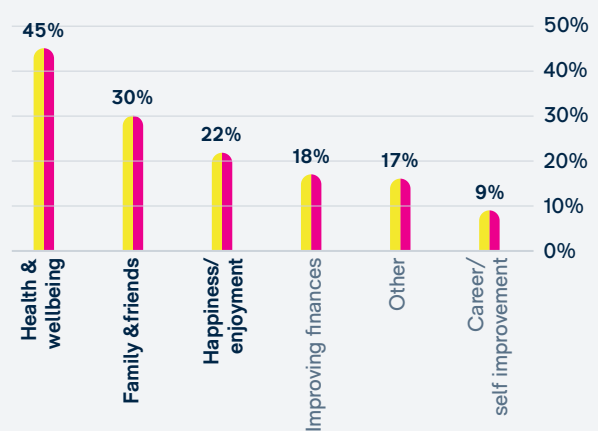
Financial priority was #1 for under 50s

Improving finances was the number one priority for all age groups between 18-49 years, while for the over 50s the focus shifted to health and wellbeing (45%).

Younger age group: more diverse priorities

While our over 50s age group had three clear-cut priorities—health and wellbeing, family and friends, and happiness—New Zealanders aged 18-49 had priorities that were more evenly distributed, indicating that Kiwis under 50 are juggling between finances, family and friends, health and wellbeing, and their careers/self-improvement.

Top 2024 priorities for NZers aged 50+



Older New Zealanders more focused on finding happiness

Happiness was low on the list New Zealanders aged 18-49. By comparison it was the third highest priority in the over 50 age group (13% vs 22%).

Regions showed little deviation from the whole

Regionally, New Zealanders priorities were consistent with the overall numbers. Indicating that regardless of where people are living, their priorities remain the same.

Our data

Mind & Matters collects data every fortnight via an online survey with a sample of 200 participants per survey wave. All interviewees are 18 years and over and weighted to a

representative national sample. For this report, data was collected November through to January with a total of six waves.

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