

IT'S OFFICIAL – OUR BEHAVIOUR HAS CHANGED!

Some of the lockdown impacts are obvious: three quarters of us travel less than we did a year ago, half are STILL working from home... or remotely more often than not, and two thirds of us are spending more time with our families. Whether we wanted to change our behaviour to this extent, or not, will eventually come out.

That said, reported behaviour change in other areas of our lives does provide strong indicators of semi-permanent shifts in both what we buy and how we buy. There are also positive shifts in wellbeing indicators for big chunks of the population, despite an increase in reported stress.

Conversations around alcohol consumption have peaked in line with mandated behaviours associated with lockdowns.

If you'd like to unpack this more and understand what it means for your business or organisation, get in touch with Liz Morley liz@researchfirst.co.nz



say they are **more conscious of price** when choosing what to buy



66%

Use digital platforms for day-to-day needs more now than before Covid (e.g., banking, shopping)



58%

actively seek **NZ made products** more now than before.

Discussion around buying NZ made and buying local proved to be closely related to Covid Alert Levels, spiking significantly as we moved into the first lockdown, and then rose even higher as we left lockdown and were able to support more businesses.

Half of us are **eating more healthily.**



Half of us **exercise more** during level 3 and 4 lockdowns.



HALF

exercise **more in alert levels 1 and 2** than they **did a year ago.**



38%

spend more time with friends.



Discussion around alcohol on social media spiked as we went into the first lockdown and remained high during Level 4

27%

reported drinking alcohol more often during **levels 3 & 4**

22%

reported drinking alcohol more often during **levels 1 & 2**