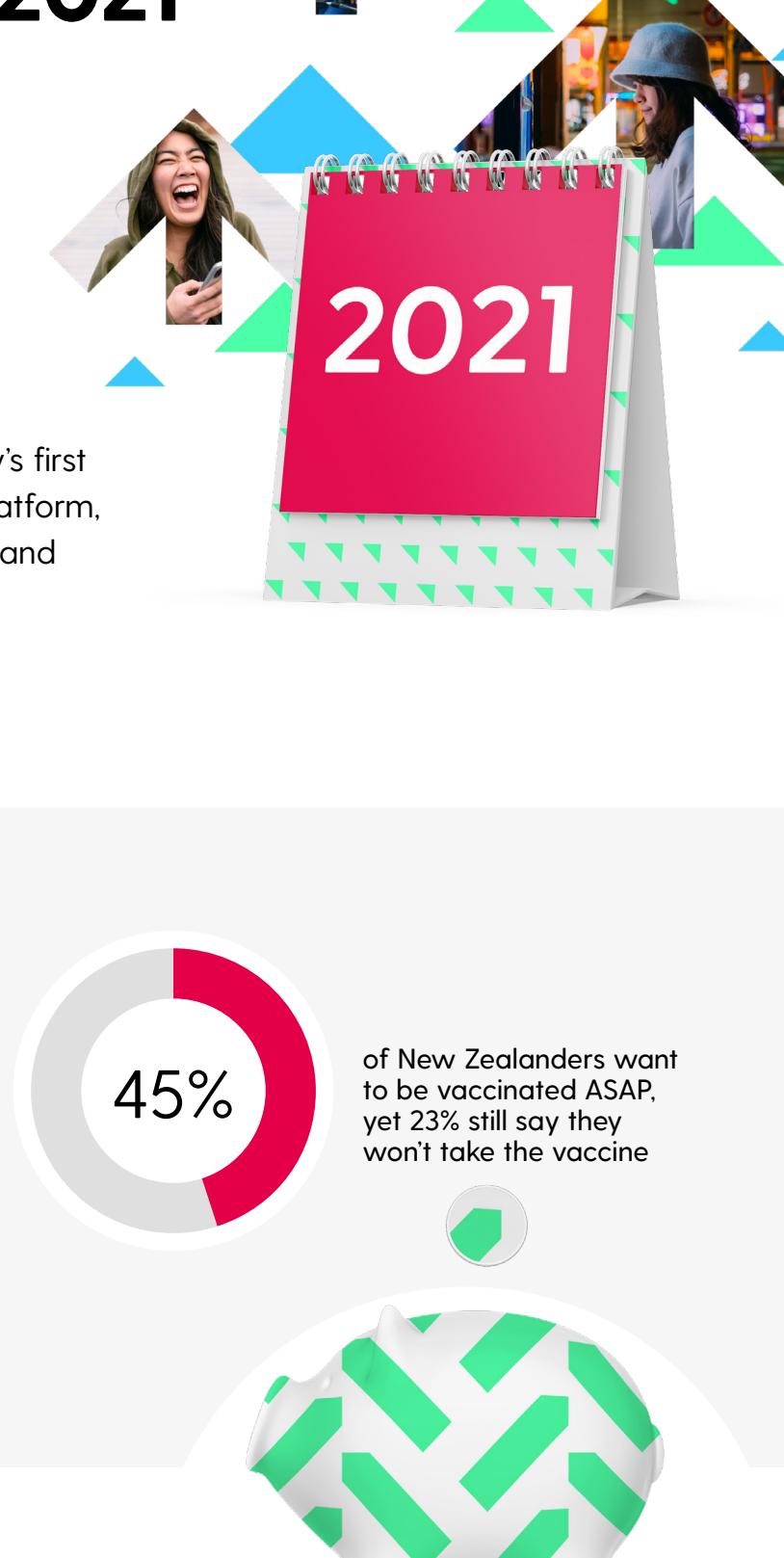


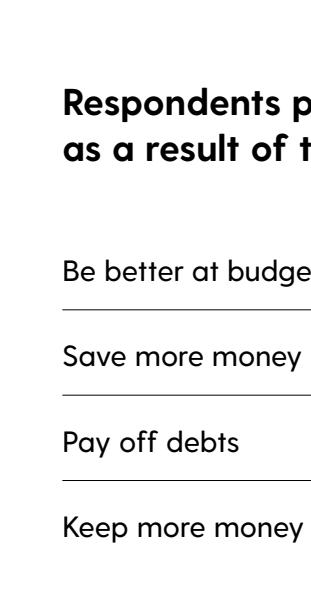
New Zealanders look forward to 2021

During the global coronavirus pandemic, Toluna, Harris Interactive, and KuRunData have been conducting a Global Barometer study of consumers in 17 markets to gain insight into how the coronavirus has impacted consumers around the world.

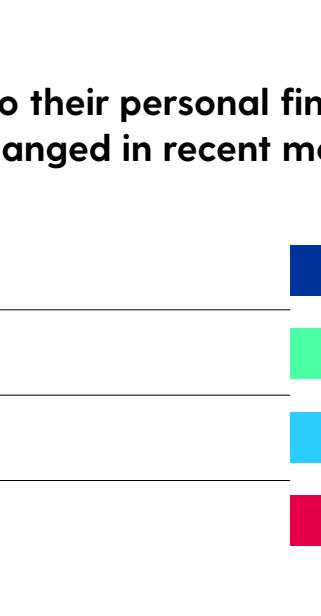
We used the Toluna Start platform, the industry's first end-to-end, real-time consumer intelligence platform, to ask 538 New Zealand consumers to understand how they feel moving into 2021.



The future is bright

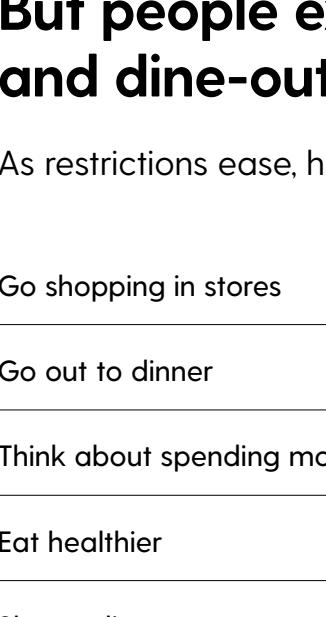


of New Zealanders are optimistic about the future



of New Zealanders want to be vaccinated ASAP, yet 23% still say they won't take the vaccine

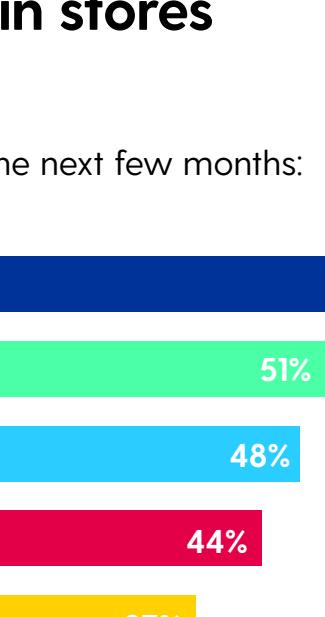
Money concerns continue to weigh heavily



of New Zealanders are concerned about their financial security



say they are less well-off now that they were prior to the pandemic.



have mixed feelings about spending money over the coming months.

Respondents plan to make changes to their personal finances as a result of the way things have changed in recent months:



Attending events is questionable for 2021-22



of respondents are still uncomfortable with going to an event (ie a concert or sporting event) in 2021-22.

But people expect to be able to shop in stores and dine-out more

As restrictions ease, here's what New Zealanders plan to do in the next few months:

