

Data from the 2016 NZ Health and Lifestyle Survey

Shopping for food and drink

— Drivers of decisions —



Cost is the biggest driver of food purchasing decisions



For our low income families (Q1)*
64% said cost/price of food affects their choices,



followed by what their family like/eat/need **(40%)****

Note that cost/price was also the biggest driver for the highest income group (Q5).

*Income was split into 5 quintiles. Q1 represents the lowest income families, and Q5 represents the highest income families.

**People can select more than one response.