



Media release

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### ***Bach Ownership Dream Eludes Most Kiwis - Research***

Holiday home property ownership remains elusive for the majority of New Zealanders according to new research.

The Long White study, which surveyed 1000 adult New Zealanders found just over a seventh (15%) of Kiwis say they or a member of their immediate family currently own a bach.

Bach ownership is highest amongst those living in the Auckland (21%) and Bay of Plenty (22%) regions.

The results also found that while bach ownership is restricted to a small proportion of the population, almost three quarters (73%) of New Zealanders had stayed at a bach at some point in their lives.

GM of marketing for Long White beverages Oliver Downs says the survey is one of the first studies to quantify the level of holiday home ownership for the average Kiwi.

“Until now there has been little research available to help us better understand the numbers of New Zealanders who own a bach and the accessibility of this lifestyle asset.

“What was particularly interesting to see in the results was the fact that holiday homes are a shared space for a much wider group of friends and family,” he says.

The study also found that for more than a quarter (27%) of the population, social media has reduced the amount of time we spend with our friends - a figure much higher for those aged 25-44 where more than four in ten (42%) of this age group say their time on these platforms has compromised their face-to-face time with friends.

When it comes to the biggest impact on their friendships over the past year, almost a fifth (19%) say the challenges of COVID and social distancing, around a seventh (13%) say a lack of time, 12% say work commitments, 11% blame a lack of money and a tenth (9%) say they have felt too depressed to catch up with anyone.

While many of us have struggled to connect with friends during the past 12 months when asked what would make them the happiest, making plans with a friend they had not seen in a long time was the most popular answer for a seventh (15%) of respondents.

The simple pleasure of a sunny day would make 13% of Kiwis the happiest while a tenth (11%) say heading to a bach would bring the most joy to their day.

Psychologist and bach owner Sara Chatwin says baches give people a way to connect in a small group, in their own environment, giving them a piece of paradise with those around them who matter most.

“ A bach is an escape from the daily grind and an opportunity to hang out with people who resonate with and who make you happy.

“Access to the opportunity to chill and relax has enormous benefits for overall well-being, for example, stress diminishes, good hormones are released, sleep patterns can actually improve meaning mood and energy are more positively pitched,” says Chatwin.

“As an island nation, the sea and the beach beckons us. We generally have a mindset that has been created by our environment and opportunities we have to interact with our friends in our favourite places in this beautiful country of ours!”

Chatwin says COVID has shown us how important human connection is and a lack of social contact can create problems.

“People begin to experience loneliness and can become anxious and depressed. Sometimes people speak of feeling that they have no direction or focus because interaction with people and friends punctuates a day and can give some people a sense of perspective. We tend to be social creatures even if we only choose a few friends to interact with,” she says.

The research also showed that when it comes to the people we have the most fun with; Kiwis say this is most likely to be their partner (39%), followed by their friends (28%) and children (20%). Siblings (4%) and parents (2%) were also mentioned.

“One of the things the pandemic has taught us is to nurture and cherish the relationships with our partners and our families because often, they are all we have and arguably all we need,” she says.

The Long White study was commissioned as part of a new nationwide campaign which was designed to make coastal property ownership a reality for one New Zealander.

The ‘Long White Win a Bach’ campaign from Asahi Beverages is believed to offer one of the year’s largest single cash prizes outside of the New Zealand Lotteries Commission and will provide a contribution of \$500,000 towards a holiday home for one Kiwi consumer.

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For images and video please see [here](#)

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Written on behalf of Long White by Impact PR. For further information or images, please contact Mark Devlin mark@impactpr.co.nz (021 509 060).

Notes to Editors:

The Long White study was commissioned by Asahi Beverages through an independent market research firm. The December 2020 online study surveyed n=1000 New Zealander’s using a nationwide sampling framework. The results are then weighted to NZ census data to be representative of the population.

**Side Bar:** What would make you most happy?

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<b>Results</b>	<b>Total</b>
<b>Making plans with an old friend who you haven’t seen in a long time</b>	15%
<b>The sun shining</b>	13%
<b>Heading for a stay at a bach</b>	11%
<b>Performing a random act of kindness</b>	9%

<b>Getting something for free</b>	7%
<b>Completing a long list of jobs</b>	6%
<b>Booking a holiday</b>	6%
<b>Getting into bed with fresh sheets</b>	5%
<b>Eating chocolate</b>	4%
<b>Finding a \$20 note in your jeans pocket</b>	4%
<b>Heading to the till and finding out the item you picked up has been further reduced</b>	4%
<b>Your car passing its Warrant of Fitness (WoF)</b>	3%
<b>Looking at old photographs</b>	3%
<b>None of the Above</b>	3%
<b>Receiving praise from your colleague or boss</b>	3%
<b>A compliment from a stranger</b>	2%
<b>Favourite song comes on the radio</b>	1%
<b>Driving through a crowded car park and finding yourself behind someone in the first spot who is just leaving</b>	1%