

Matariki stars are on the horizon but the Christmas star shines brightest – as New Zealand’s most popular holiday...



As we will have a new public holiday for Matariki this time next year, we thought it would be appropriate to measure the importance New Zealanders place on our public holidays, and what they mean to us.

What do you personally value about New Zealand’s public holidays?



- Spending time with family and friends (at 76% agreement), and recognising our country's history (at 75%) are the most valued aspects of our public holidays.
- There are significant age-group differences, with more older (55+) New Zealanders valuing public holidays to “spend time with family and friends” (83%), “to recognise our country's history” (80%), and “pay respects and remember the past” (74%).
- The mid-age group (35-54) are more likely to agree they value “a day off” (73%).

Please rate the significance of each of the following to you personally.



- Christmas and ANZAC Day are regarded as the most important holidays (75% and 74% respectively).
- Recognition of Waitangi Day has grown and is now personally important to over half of us (52%), compared to 43% in 2007 (14 years ago).
- Our new 2022 Matariki holiday was rated important by 43%, a little higher than Queen's Birthday at 40%.