

THE IPSOS NEW ZEALAND ISSUES MONITOR

An Ipsos Survey – May 2023

GAME CHANGERS



THE IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

Background information

At Ipsos, we are passionately curious about people, markets, brands and society. We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.

The Ipsos New Zealand Issues Monitor tracks what New Zealanders are concerned about, who is worried about what, and which political parties are seen to be best able to improve these matters. From 23rd to 30th May, we conducted fieldwork for our 20th Ipsos NZ Issues Monitor report with a total of 1,002 New Zealanders aged 18 and older*.

This study did not have any external sponsors or partners. It was initiated and run by Ipsos because we are curious about the world we live in and how citizens around the globe think and feel about their world.

Please direct all queries to Amanda Dudding: 021 612 264 or amanda.dudding@ipsos.com, or Carin Hercock: 021 394 508 or carin.hercock@ipsos.com

***Note:** The precision of Ipsos online survey is calculated with a credibility interval with a sample of 1,002 accurate to + / - 3.5 percentage points.

Significantly **higher** / **lower** figures are reported at 95% confidence.

Where results do not add up to 100, this may be due to computer rounding, multiple responses or the exclusion of 'don't know' or 'not stated' responses.



THE IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

The media context: What was making New Zealand news in mid-May?

Building a future of new generation Māori healthcare workers

Other

26 May, 2023 11:53 AM · 2 mins to read

Save Share

Slow down Simeon Brown – bilingual traffic signs aren't an accident waiting to happen

Richard Shaw

May 30 2023

Refugees' unsettling arrival in Aotearoa - 'it's sink or swim'

Jody O'Callaghan and Anna Whyte · 05:00, May 30 2023

Primary school teachers call off proposed strike action

13:56, May 28 2023

Orange warnings in place and drivers warned to be careful due to surface flooding on the West Coast

Joanne Naish · 07:31, May 30 2023

The Front Page: Are businesses pushing up prices to take advantage of inflation?



By [Damien Venuto](#)

26 May, 2023 09:22 AM · 3 mins to read

Save Share 27 Comments

Privacy Commission issues warning to companies and organisations using AI

Geraden Cann · 16:35, May 25 2023

KEY FINDINGS – MAY 2023

TOP ISSUES IN NEW ZEALAND



Inflation / cost of living remains the most important issue for New Zealanders.

Concern about ***crime / law & order*** rose significantly to a **record high level**, with 40% of New Zealanders identifying it as a top issue.



Housing / cost of housing remains a key area of concern and is the **third-equal highest issue** for New Zealanders currently, alongside ***healthcare / hospitals***

Climate change remains a top-5 issue despite a significant decrease in the proportion of New Zealanders identifying it as an important issue.



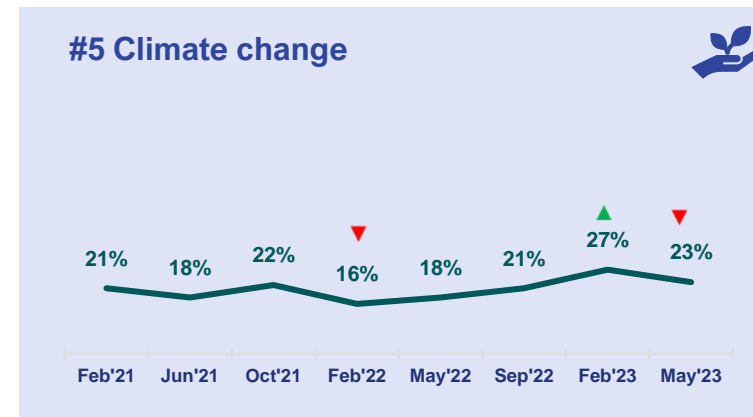
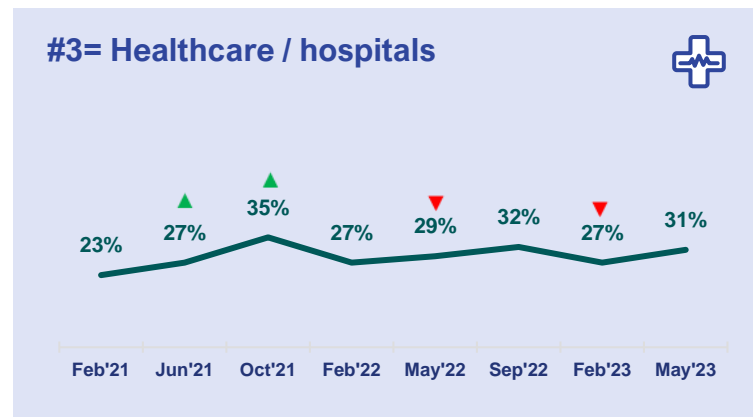
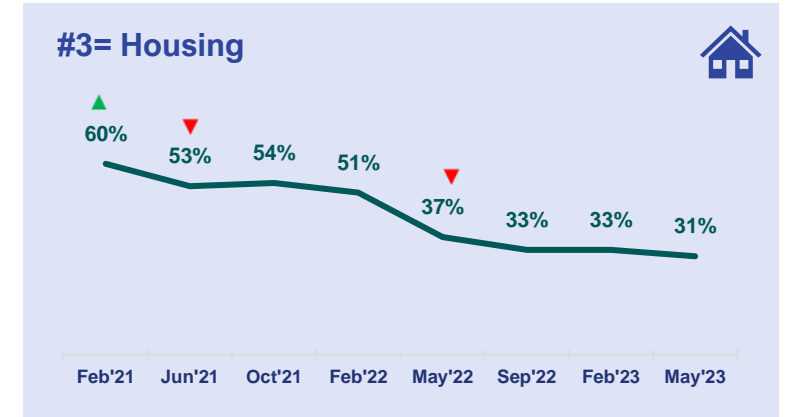
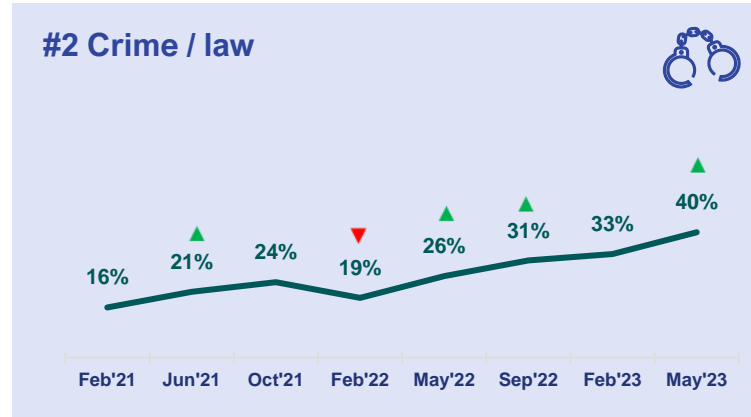
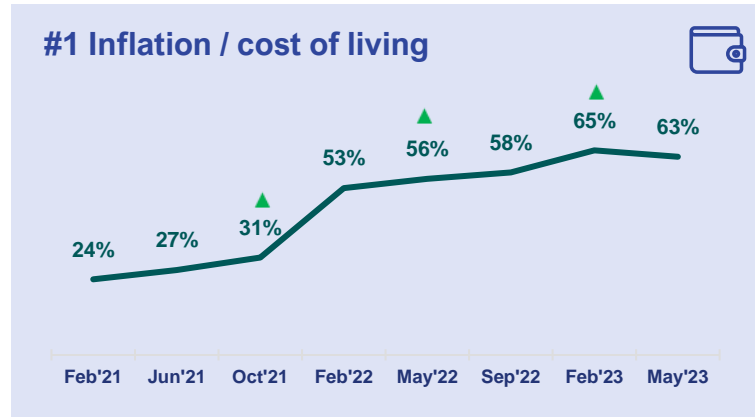
GOVERNMENT PERFORMANCE & POLITICAL PARTIES' CAPABILITY TO MANAGE ISSUES

After showing signs of stabilising following a leadership change, New Zealanders' rating of the Government's performance has significantly decreased this wave.

When asked about the party best placed to tackle the country's biggest issues, New Zealanders believe that **National** is the most capable of managing 3 of the top-5 issues: *inflation / cost of living*, *crime / law*, and *housing / price of housing*. **Labour** is perceived to be most capable of managing *healthcare*, while the **Green Party** is believed to be most capable of managing *climate change*.

KEY FINDINGS – THE TOP ISSUES

While *inflation / cost of living* remains the number 1 issue for New Zealanders, concerns around *crime / law* rose significantly, closing the gap between the top 2 issues. Concerns for *housing* declined slightly, while concerns for *healthcare / hospitals* increased, placing them third equal. The increase in *climate change* in February as a result of Cyclone Gabrielle and the Auckland floods has returned to previous levels and it remains as the number 5 issue.



Q: What would you say are the three most important issues facing New Zealand today?

Base: May '23 (n=1,002), Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000)

THE TOP ISSUES

The most important issues facing
New Zealand today

THE MOST IMPORTANT ISSUES FACING NEW ZEALAND

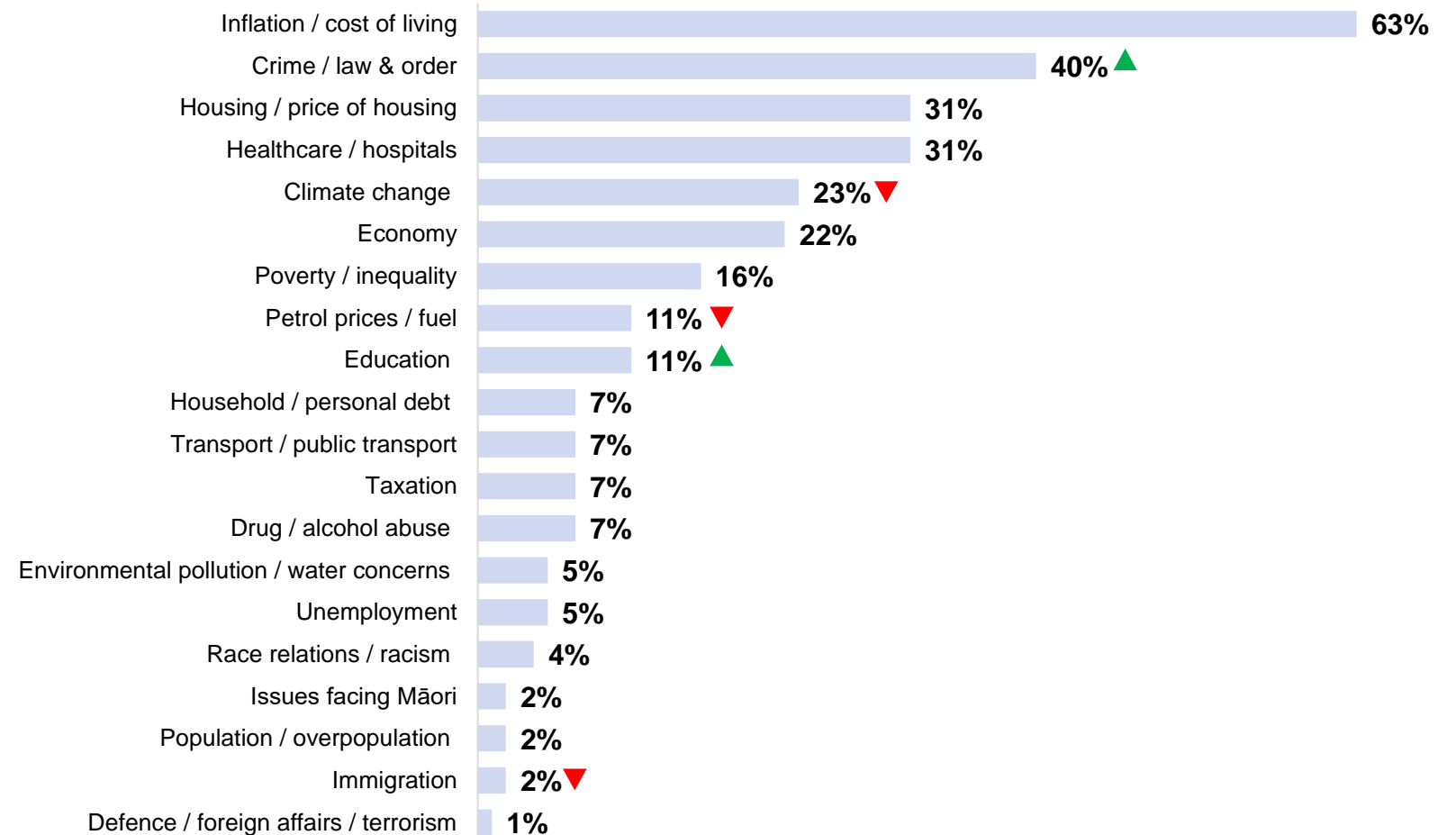


Inflation / cost of living remains the most important issue by a sizeable margin. However, concern for ***crime / law & order*** has risen significantly, now the 2nd most important issue. New Zealanders aged 25-34 are significantly more concerned about ***inflation / cost of living*** (77%) and less concerned about ***crime*** (27%).

New Zealanders are significantly less concerned about ***climate change*** and ***petrol prices***, while ***education*** has increased significantly in prominence from the previous wave.

Māori respondents are significantly less concerned about ***crime*** (30%) and ***healthcare / hospitals*** (23%) but significantly more concerned about ***unemployment*** (12%) and ***drug / alcohol abuse*** (12%).

Concern about ***education*** is likely a result of recent media attention around strikes and pay in the sector.



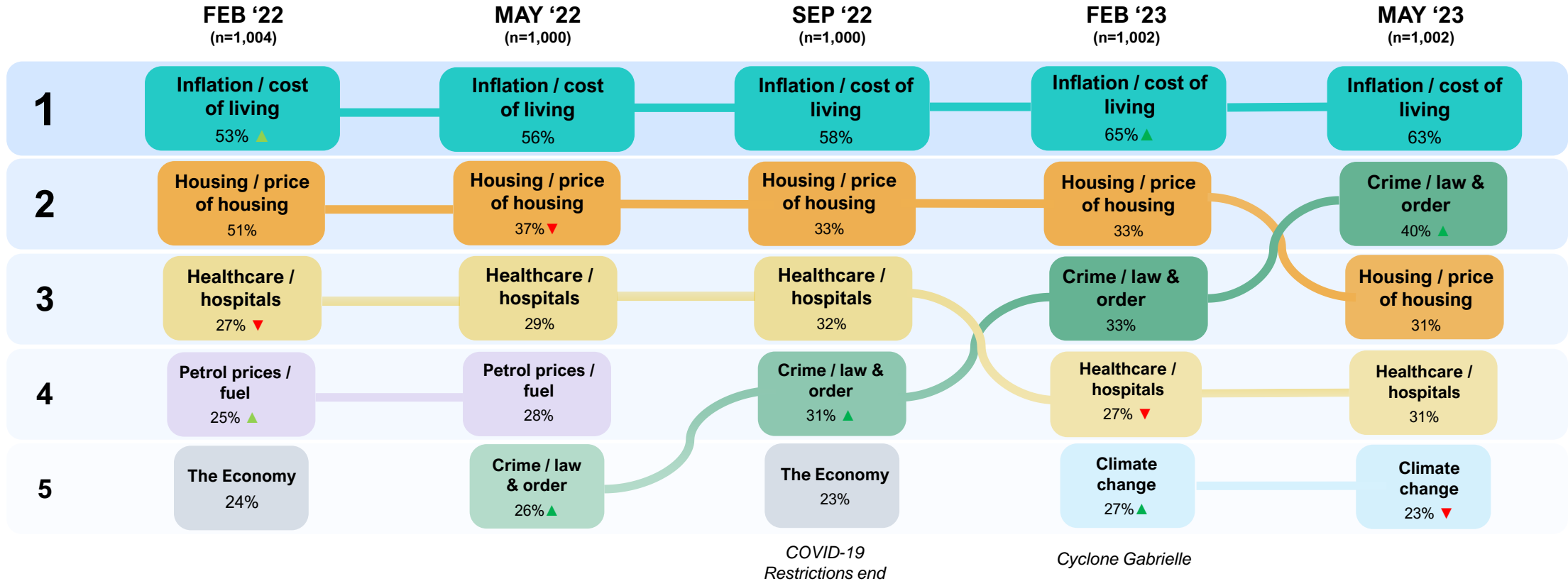
▲ ▼ indicates significant **increase** / **decrease** since last wave

Q: What would you say are the three most important issues facing New Zealand today?

Base: May '23 (n=1,002)

TOP-5 ISSUES

Inflation / cost of living has been the top issue for New Zealanders in the last 12 months. However, concerns around *crime / law and order* have risen steadily, taking the 2nd position, while *housing / price of housing* has dropped to 3rd equal position for the first time since February 2022. *Climate change* remained in the top 5 despite a significant decrease in prominence following extreme weather events earlier in the year.



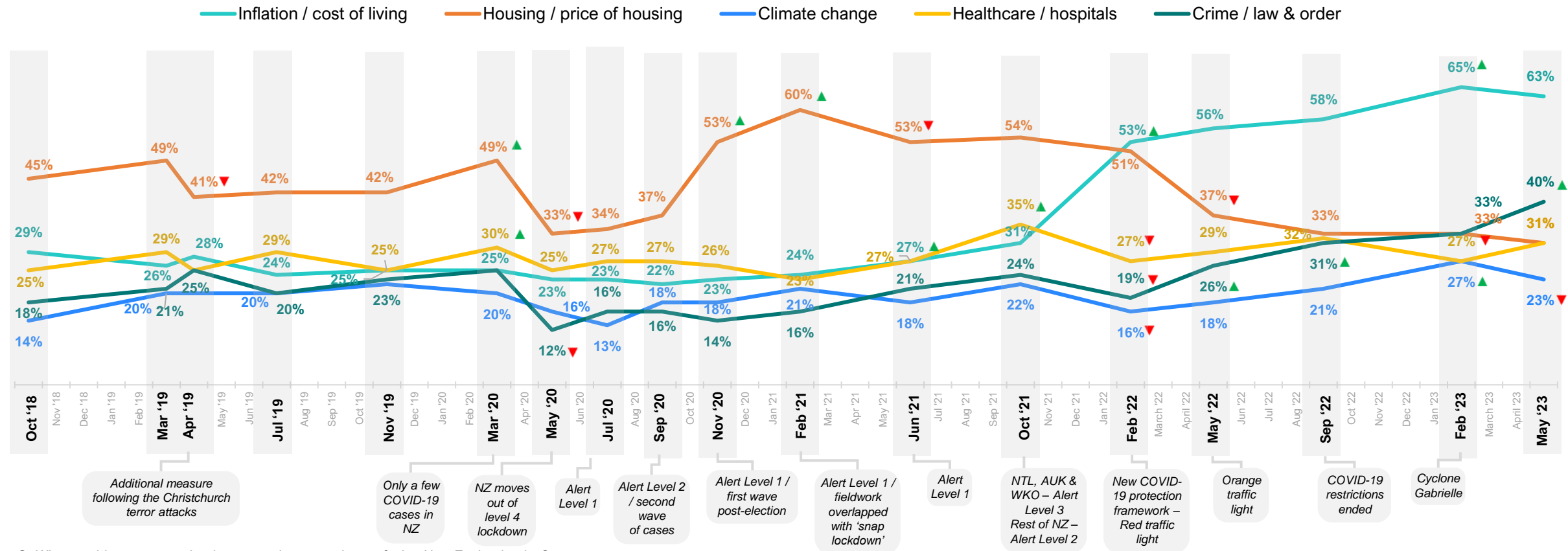
▲ / ▼ indicates significant increase / decrease compared to the previous wave

Q: What would you say are the three most important issues facing New Zealand today?
Base: May '23 (n=1,002), Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004)



TOP-5 ISSUES OVER TIME

While remaining high, concern for *inflation / cost of living* is showing signs of stabilising, with levels dropping slightly for the first time since September 2020. *Crime / law & order* continues to rise in prominence, increasing by 7 percentage point to a record high. Concern for *housing / price of housing* remains steady alongside *healthcare / hospitals*, while *climate change* remains at 5th place, despite a significant decrease.



Q: What would you say are the three most important issues facing New Zealand today?

Base: May '23 (n=1,002), Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001), Sep '20 (n=1,000), Jul '20 (n=1,000), May '20 (n=1,000), Mar '20 (n=610), Nov '19 (n=610), Jul '19 (n=610), Apr '19 (n=615), Mar '19 (n=614), Oct '18 (n=610), Jul '18 (n=611)

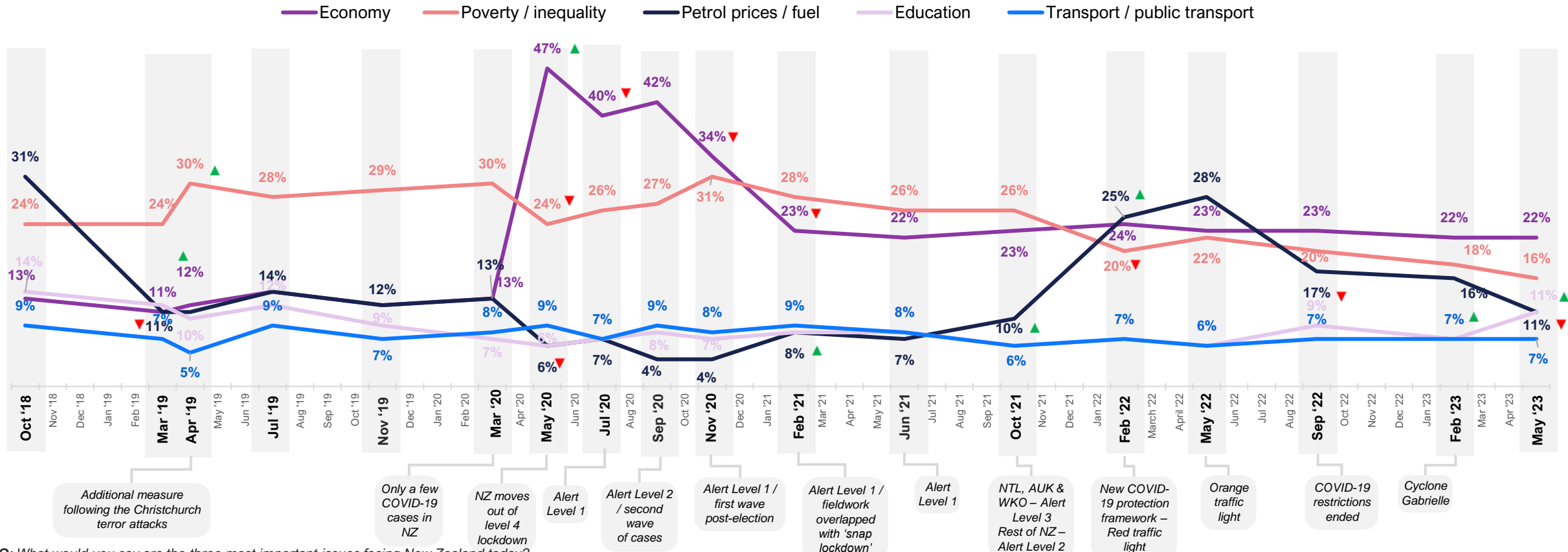
9 – © Ipsos | NZ Issues Monitor

▲ ▼ Indicates significant increase / decrease compared to the previous wave



NOTEWORTHY ISSUES

Concern for *the economy* has remained stable over the past 24 months, while concern for *petrol prices / fuel* continues to decrease to pre-pandemic levels. New Zealanders' concern for *poverty / inequality* is also dropping. However, *education* has risen significantly in prominence as an issue, increasing by 4 percentage points from the last wave.



Q: What would you say are the three most important issues facing New Zealand today?

Base: May '23 (n=1,002) Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001), Sep '20 (n=1,000), Jul '20 (n=1,000), May '20 (n=1,000), Mar '20 (n=610), Nov '19 (n=610), Jul '19 (n=610), Apr '19 (n=615), Mar '19 (n=614), Oct '18 (n=610), Jul '18 (n=611)

TOP ISSUES OVER THE NEXT 5 YEARS

While longer term concerns about *inflation* are significantly lower than current levels, half of New Zealanders believe that it is the biggest issue the country will face over the next 5 years. New Zealanders' concern for *housing / price of housing* is also significantly lower in the longer term, as the issue drops to 5th position. However, future concern for *climate change* is significantly more pronounced, moving the issue to 4th.

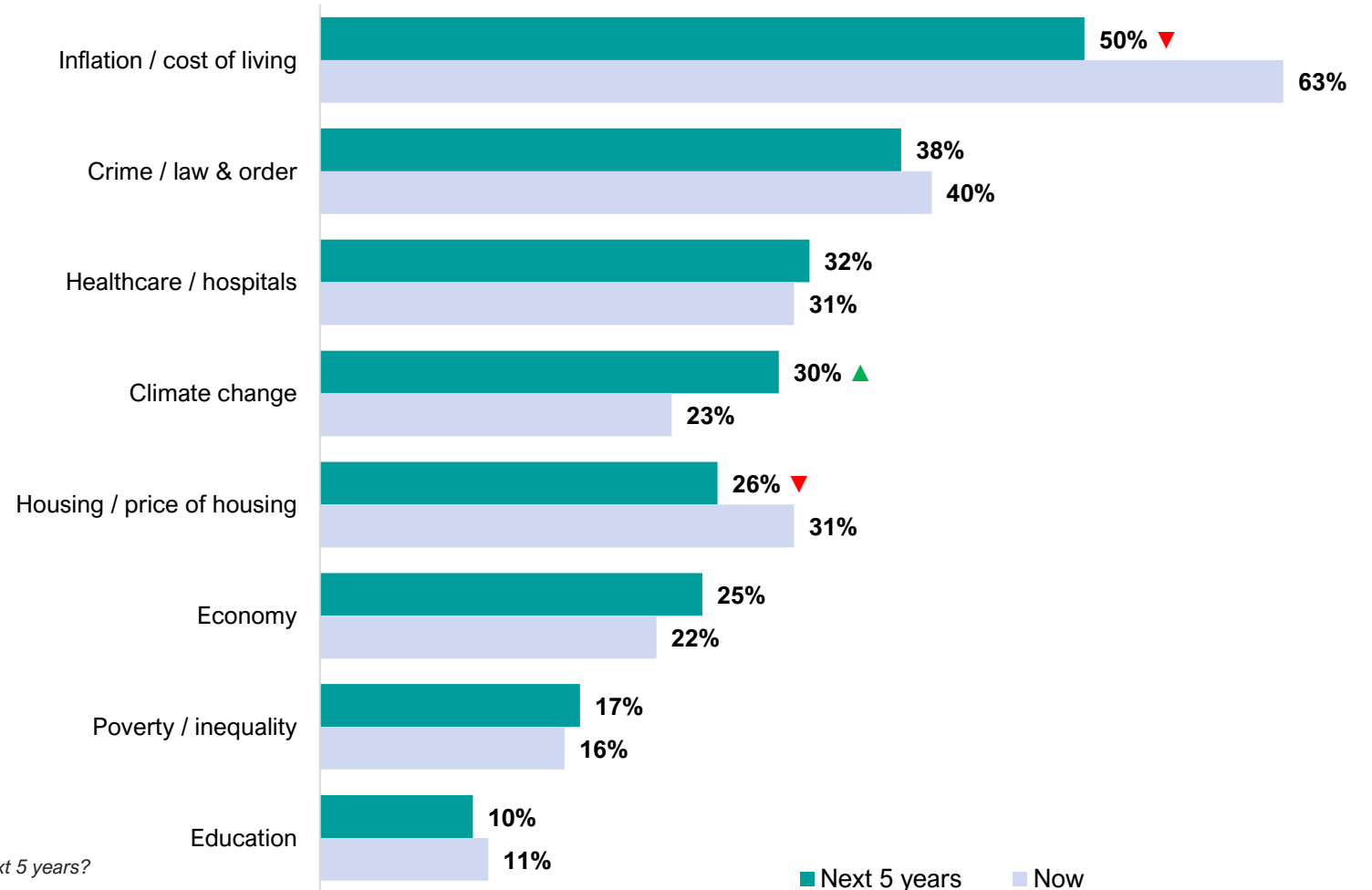


Inflation / Cost of living remains the top issue for the next 5 years. Although it is significantly lower than its current level of concern, it is still much higher than any other issue.

Healthcare / hospitals (31%) and ***crime / law & order*** (31%) remain relatively stable when compared with today and take 2nd and 3rd place for issues of concern over the next 5 years.

Climate change is the issue that has the biggest increase in concern between now and in 5 years time, moving from 23% to 30%.

Healthcare / hospitals and the ***economy*** are the other issues that more New Zealanders think we'll face over the next 5 years time than we are facing now.

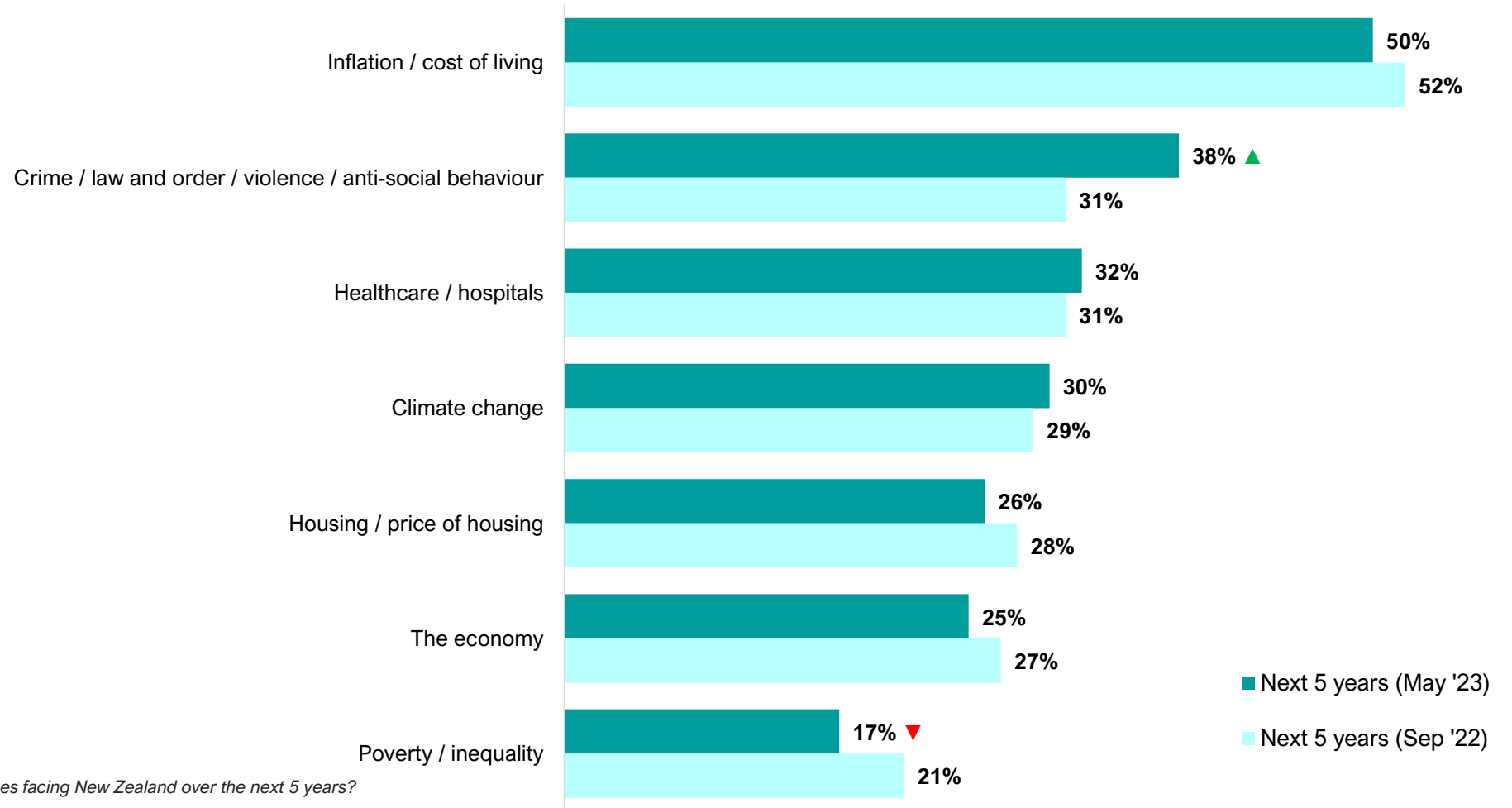


Q: What would you say are the three most important issues facing New Zealand over the next 5 years?

Base: May '23 (n=1,002)

TOP ISSUES OVER THE NEXT 5 YEARS

When asked about the issues that will face New Zealand over the next 5 years this wave compared to when asked in September 2022, concerns about *inflation* remain highest. *Crime* was the also second highest issue for concern in the next 5 years in September 2022, but has significantly increased. Additionally, concern for *poverty / inequality* and *education* were significantly higher for the next 5 years when asked in September 2022, to this wave.



Q: What would you say are the three most important issues facing New Zealand over the next 5 years?

Base: May '23 (n=1,002), Sep '22 (n=1,000)

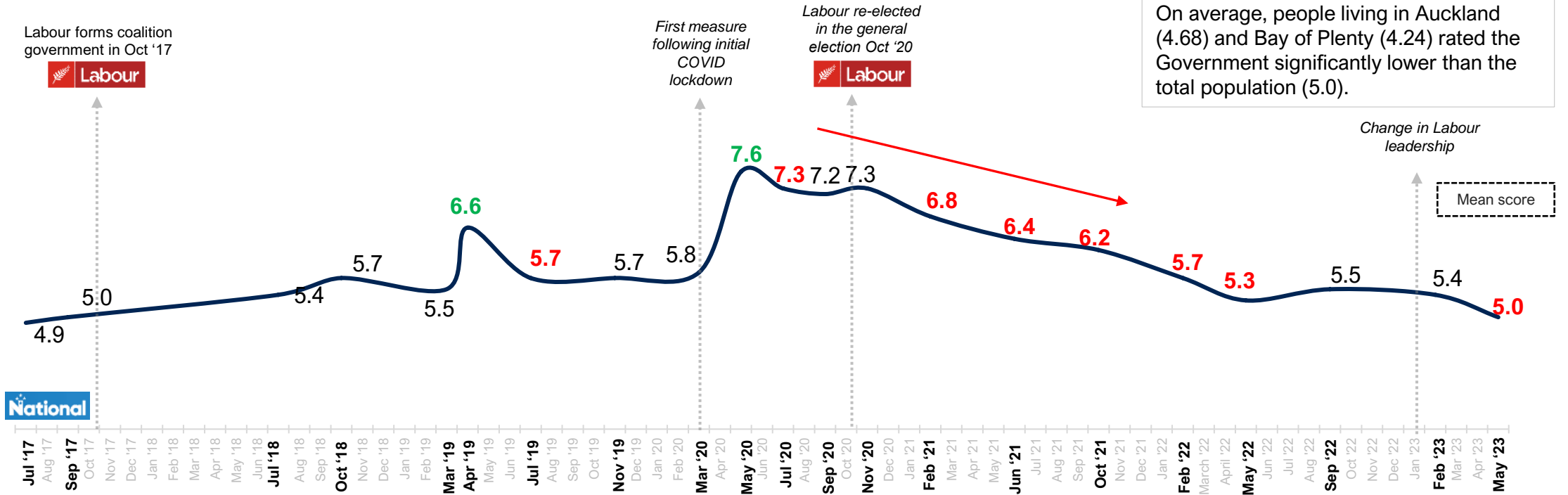
CURRENT GOVERNMENT PERFORMANCE

RATING OF GOVERNMENT OVER LAST 6 MONTHS

New Zealanders' rating of the Government's performance has significantly decreased since the last wave in February 2023.

Key Demographic Differences

On average, people living in Auckland (4.68) and Bay of Plenty (4.24) rated the Government significantly lower than the total population (5.0).



	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Dec '17	Jan '18	Feb '18	Mar '18	Apr '18	May '18	Jun '18	Jul '18	Aug '18	Sep '18	Oct '18	Nov '18	Dec '18	Jan '19	Feb '19	Mar '19	Apr '19	May '19	Jun '19	Jul '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Mar '20	Apr '20	May '20	Jun '20	Jul '20	Aug '20	Sep '20	Oct '20	Nov '20	Dec '20	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22	Nov '22	Dec '22	Jan '23	Feb '23	Mar '23	Apr '23	May '23
Top 4 (7-10)	26%	31%									38%			42%		41%	60%	43%	44%	45%	75%	72%	70%	70%	63%	58%	54%	47%	41%	42%	44%	35%																																							
Neutral (4-6)	47%	40%									36%		35%		32%	24%	34%	35%	34%	17%	17%	19%	18%	23%	24%	25%	27%	29%	29%	29%	28%	39%																																							
Bottom 4 (0-3)	27%	30%									22%		20%		23%	12%	19%	18%	18%	6%	8%	9%	8%	10%	15%	18%	24%	28%	27%	27%	25%																																								
Don't know	0%	0%									4%		4%		4%	4%	4%	4%	4%	4%	2%	3%	2%	4%	3%	3%	2%	2%	1%	3%	2%	3%																																							

Q: Overall, how would you rate the government for its job in the last 6 months from 0 to 10, where 0 means 'abysmal' and 10 means 'outstanding'?

Base: May '23 (n=1,002) Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001), Sep '20 (n=1,000), Jul '20 (n=1,000), May '20 (n=1,000), Mar '20 (n=610), Nov '19 (n=610), Jul '19 (n=610), Apr '19 (n=615), Mar '19 (n=614), Oct '18 (n=610)











Green / red Indicates significant Increase / decrease compared to the previous wave











MANAGING THE ISSUES

The political parties perceived as most capable of managing the issues

POLITICAL PARTY MOST CAPABLE OF MANAGING ISSUES

The National Party is perceived as most capable of managing 3 of the top-5 issues (up from 2 last wave). National remains the party seen to be most capable of managing *inflation* and *crime*, and replaced Labour as the most capable of managing *housing / price of housing*. National is currently perceived to be best placed to tackle 10 of the top 20 issues – a notable increase from just six issues in the previous wave.

ISSUE	POLITICAL PARTY
1: Inflation / cost of living	
2: Crime / law & order	
3=: Housing / price of housing	
3=: Healthcare / hospitals	
5: Climate change	
6: Economy	
7: Poverty / inequality	
8=: Petrol prices/fuel	
8=: Education	
10=: Household / personal debt	

ISSUE	POLITICAL PARTY
10=: Transport / public transport / infrastructure	
10=: Taxation	
10=: Drug / alcohol abuse	
14: Environmental pollution	
15: Unemployment	
16: Race relations/racism	
17=: Issues facing Māori	
17=: Population / overpopulation	
17=: Immigration	
20: Defence / foreign affairs	

Q: Please select the political party that you believe is most capable of managing each of the following issues:

Base: May '23 (n=1,002)

#1 ISSUE – INFLATION / COST OF LIVING

National is still seen by New Zealanders as most capable of managing *inflation / cost of living*. The gap between National and Labour has increased since last wave to 6 percentage points.

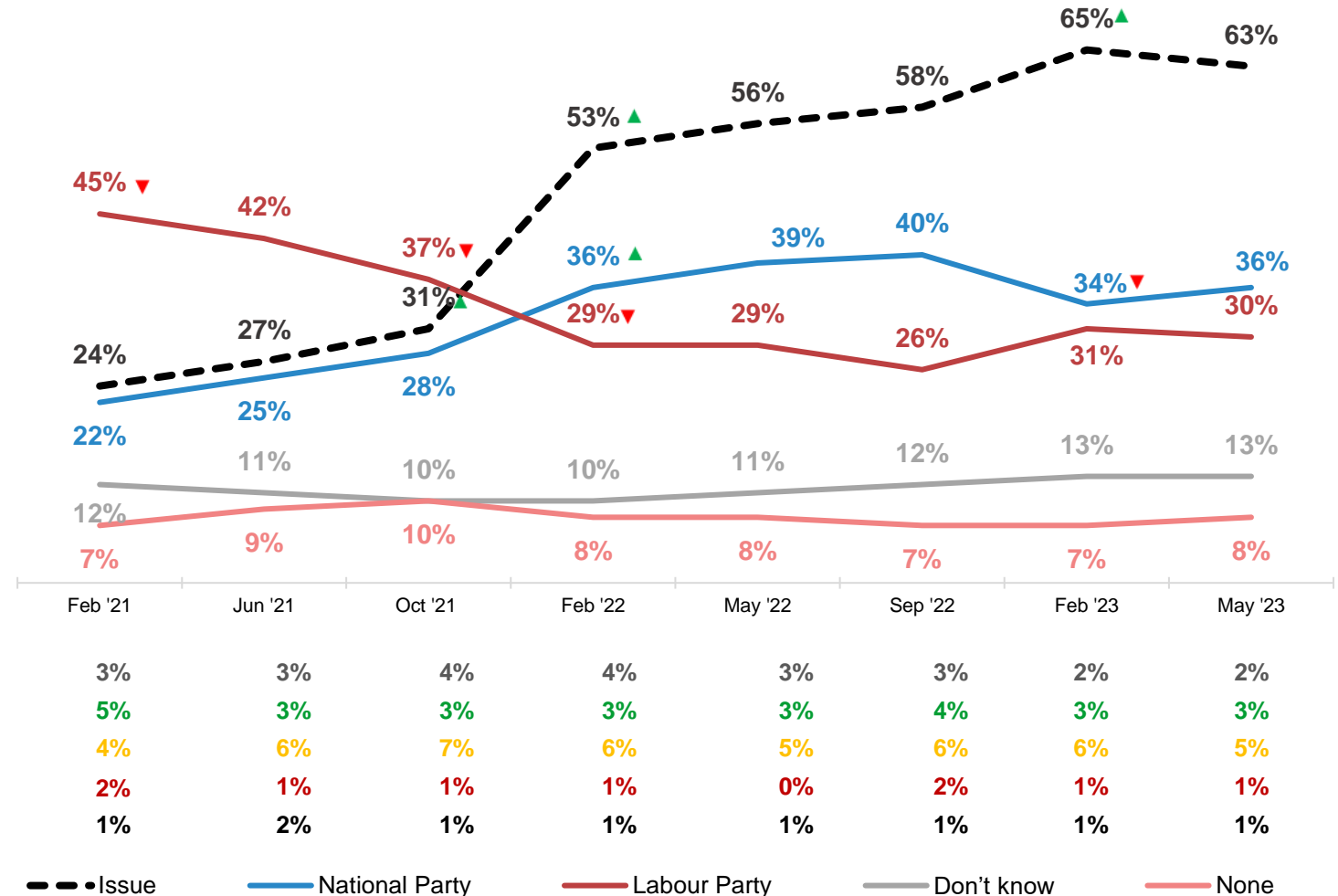


Inflation / cost of living remains the #1 issue for New Zealanders.

Labour's perceived ability to handle *inflation / cost of living* has decreased slightly (by 1 percentage point), while the proportion of those who believe National is most capable of managing this issue has increased (by 2 percentage points).

Compared to the total NZ population, New Zealanders working full time are significantly more likely to identify *inflation / cost of living* as a top issue (69%).

Conversely, those that are retired were significantly less likely to say *inflation / cost of living* is an issue (50%).



Party	Feb '21	Jun '21	Oct '21	Feb '22	May '22	Sep '22	Feb '23	May '23
New Zealand First	3%	3%	4%	4%	3%	3%	2%	2%
Green Party	5%	3%	3%	3%	3%	4%	3%	3%
ACT	4%	6%	7%	6%	5%	6%	6%	5%
Māori Party	2%	1%	1%	1%	0%	2%	1%	1%
Other	1%	2%	1%	1%	1%	1%	1%	1%

Q: Please select the political party that you believe is most capable of managing each of the following issues: *inflation / cost of living*

Base: May '23 (n=1,002) Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000)

SUGGESTIONS TO IMPROVE COST OF LIVING ISSUES

Voice of New Zealanders



"I would personally like to see the GST taken off food items such as fruit and vegies; etc. It would make such a big difference to all families who are trying so hard to provide good meals for their children."

Auckland, working part-time, TAHI*: \$60k - \$80k



"I think providing each region with classes or something to show whanau how to garden; have chickens; make kai from scratch and just anything to be self sufficient."

Gisborne, working full-time, TAHI*: \$60k - \$80k



"Inflation; no one is gonna be able to survive if cost keep going up."

Wellington, working full-time, TAHI*: \$160k +



"I think we have to work really hard on economic growth and cost of living while trying to maintain other services as best we can."

Wellington, not in paid work, but seeking work, TAHI*: \$80k - \$100k



"Have sound economic policies and act on them. Move to reduce interest rates and reduce inflation."

Auckland, working part-time, TAHI*: \$160k +



"Bring down the cost of food especially fruit and vegetables."

Otago, student, TAHI*: Prefer not to say

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended question)

Base: May '23 (n=1,002)

#2 ISSUE – CRIME / LAW & ORDER

As *crime / law & order* keeps rising in prominence, New Zealanders continue to believe that National is the party most capable to manage this issue. Confidence in Labour’s ability to tackle *crime* has also decreased.

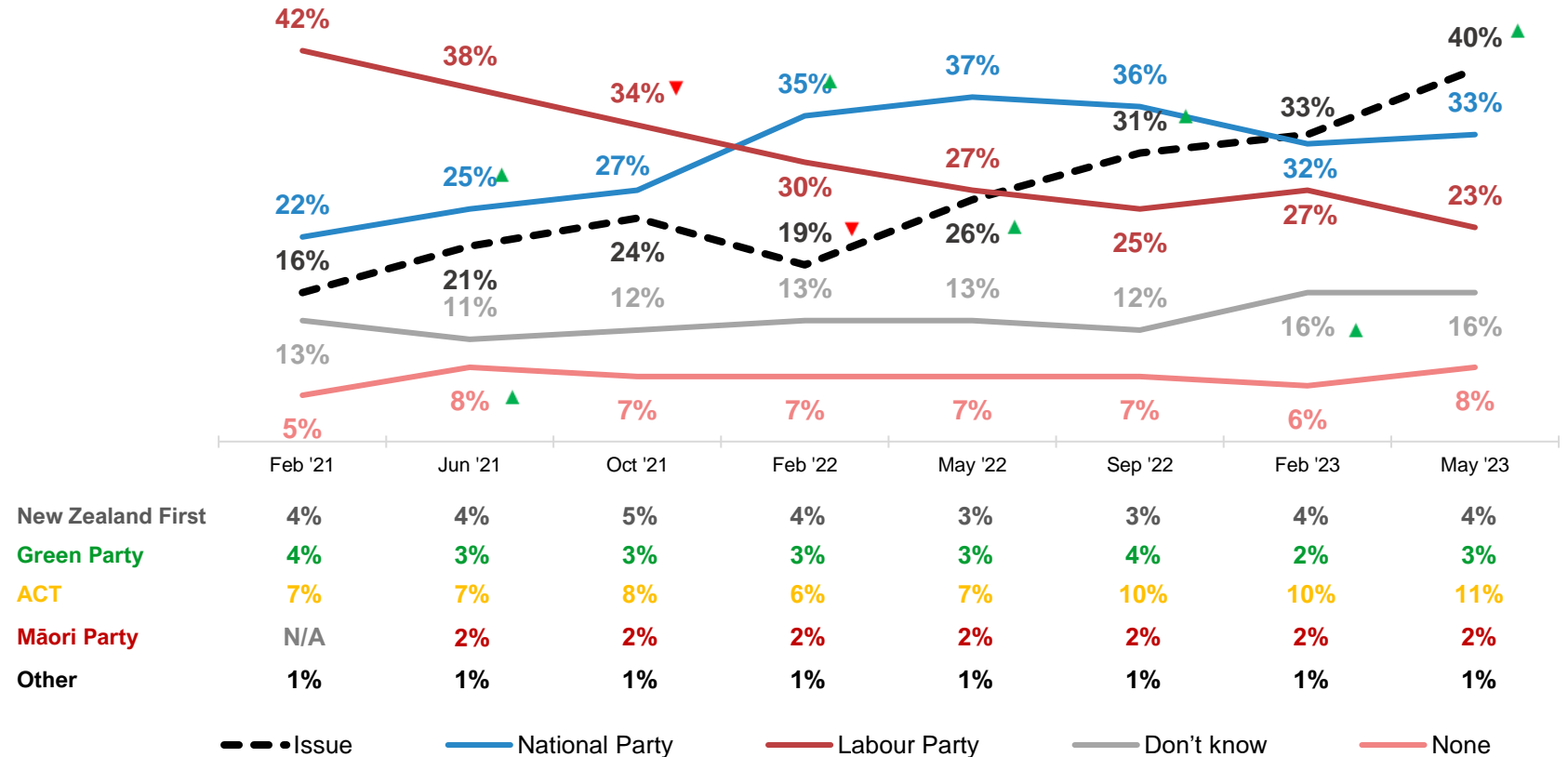


Crime / law & order has significantly risen to become the second most important issue for New Zealanders in May '23, increasing from 33% in February '23 to 40% in May '23.

National remains the party that New Zealanders believe as most capable of managing this issue. Meanwhile confidence in Labour has decreased – widening the gap between the two parties.

Compared to the general population, those aged 25-34 are significantly less likely to mention *crime / law & order* as an issue (27%), while those retired are more likely to mention *crime* as an issue (54%).

Māori (30%) are also significantly less likely to mention *crime / law & order* as an issue.



Q: Please select the political party that you believe is most capable of managing each of the following issues: *Crime / law & order*

Base: May '23 (n=1,002) Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001)

SUGGESTIONS TO IMPROVE *CRIME / LAW & ORDER* ISSUES

Voice of New Zealanders



“Better programs and support to rehabilitate and help men heal when in prison.”

Waikato, working full-time, TAHI*: \$80k–\$100k



“I think that they seriously need to look at youth crime and it's ramifications on society ... Really crack down on the drug and gang problems.”

Canterbury, retired, TAHI*: \$120k - \$140k



“Be more strict on youth crime instead of a slap on the wrist.”

Northland, working full-time, TAHI*: \$100k - \$120k



“Change the justice systems for worse punishments for crimes instead of just a slap on the wrist.”

Waikato, working full-time, TAHI*: \$100 - \$120k



“Would be good to do more about the smash and grabs; youth crime.”

Auckland, working part-time, TAHI*: \$120k - \$140k



“Crack down on crime. Its getting really scary the amount of crime going on.”

Bay of Plenty, working part-time, TAHI*: \$120k - \$140k

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended question)

Base: May '23 (n=1,002)

#3= ISSUE – HOUSING / PRICE OF HOUSING

National has regained New Zealanders' confidence as the party most capable of managing *housing / price of housing*, pulling ahead of Labour by 3 percentage points.

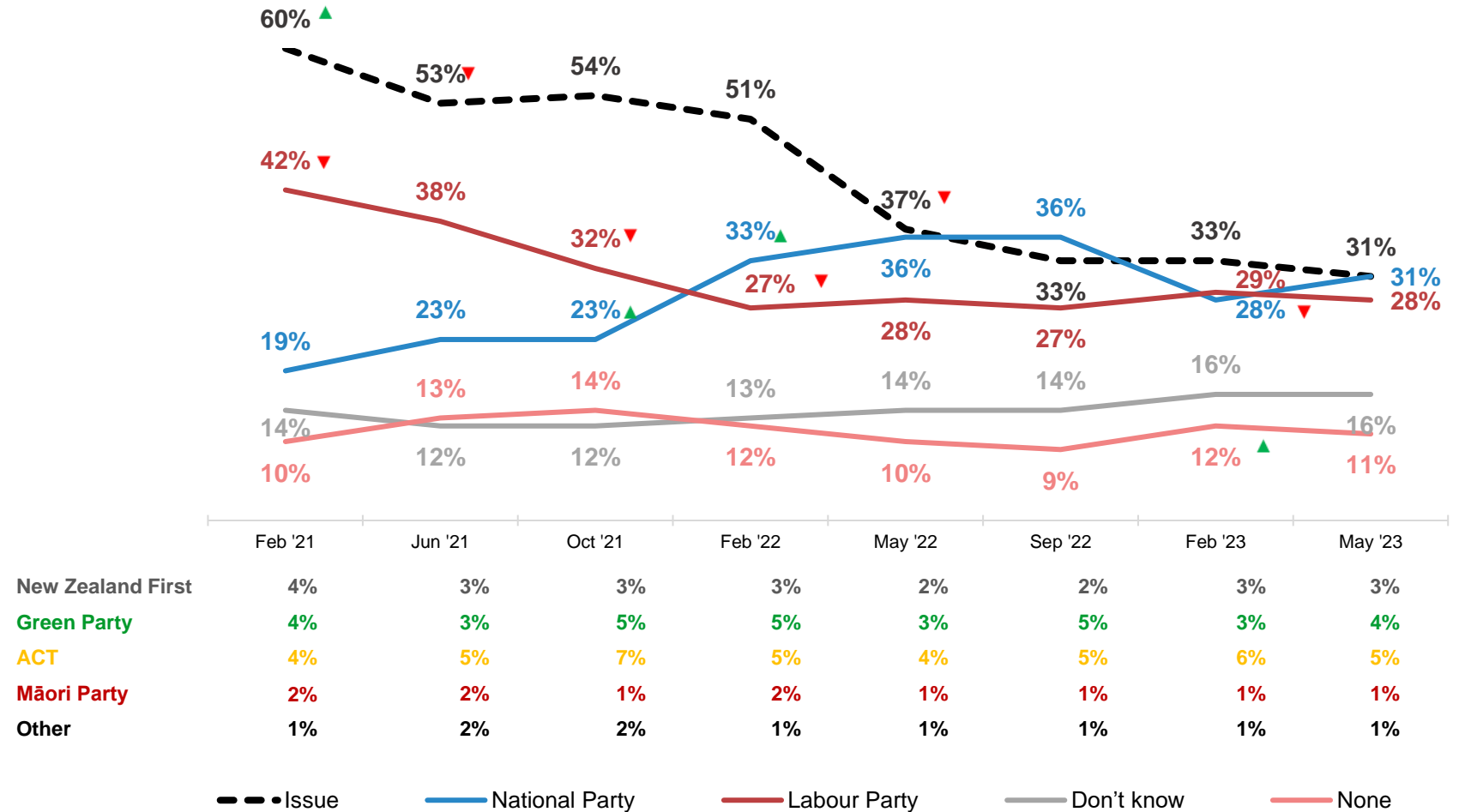


Housing / the price of housing is the #3 equal issue of concern in New Zealand. This issue has remained relatively stable in the last three waves.

Confidence in the National Party to manage this issue has increased to 31%, overtaking Labour, who have decreased by 1 percentage point to 28%.

Compared to the total population, Pacific Peoples are significantly more likely to mention *housing / price of housing* as an issue (51%).

Those aged over 50 (23%) and retirees (22%) are significantly less likely to identify *housing / price of housing* as an issue.



Q: Please select the political party that you believe is most capable of managing each of the following issues: *Housing / price of housing*

Base: May '23 (n=1,002) Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000)

SUGGESTIONS TO IMPROVE HOUSING ISSUES

Voice of New Zealanders



“Housing laws need updating; e.g., can't purchase another house/can't rent a property unless it is owned outright.”

Taranaki, retired, TAHI*: \$160k +



“We need to tax the upper class more in order to rebuild infrastructure destroyed by weather events that mainly effect our country's poorest regions”

Canterbury, student, TAHI*: up to \$15k



“Ensure that there is more warm housing so that those who live on the street and in unsatisfactory living conditions can be living in conditions which give them dignity and better mental and physical health.”

Nelson, retired, TAHI*: \$15k - \$30k



“Care more about the cost of living and house prices.”

Auckland, working full-time TAHI*: \$60k - \$80k



“Address climate change; housing unaffordability and housing shortage.”

Canterbury, student, TAHI*: up to \$15k



“Build affordable cheaper cost to make houses; but sturdy sustainable and environmentally friendly.”

Manawatu / Whanganui, not in paid work but seeking work, TAHI*: \$15k - \$30k

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended question)

Base: May '23 (n=1,002)

#3= ISSUE – HEALTHCARE / HOSPITALS

Labour remains the party that New Zealanders believe is most capable of managing *healthcare / hospitals*. However, the gap between Labour and National decreased in this latest wave.

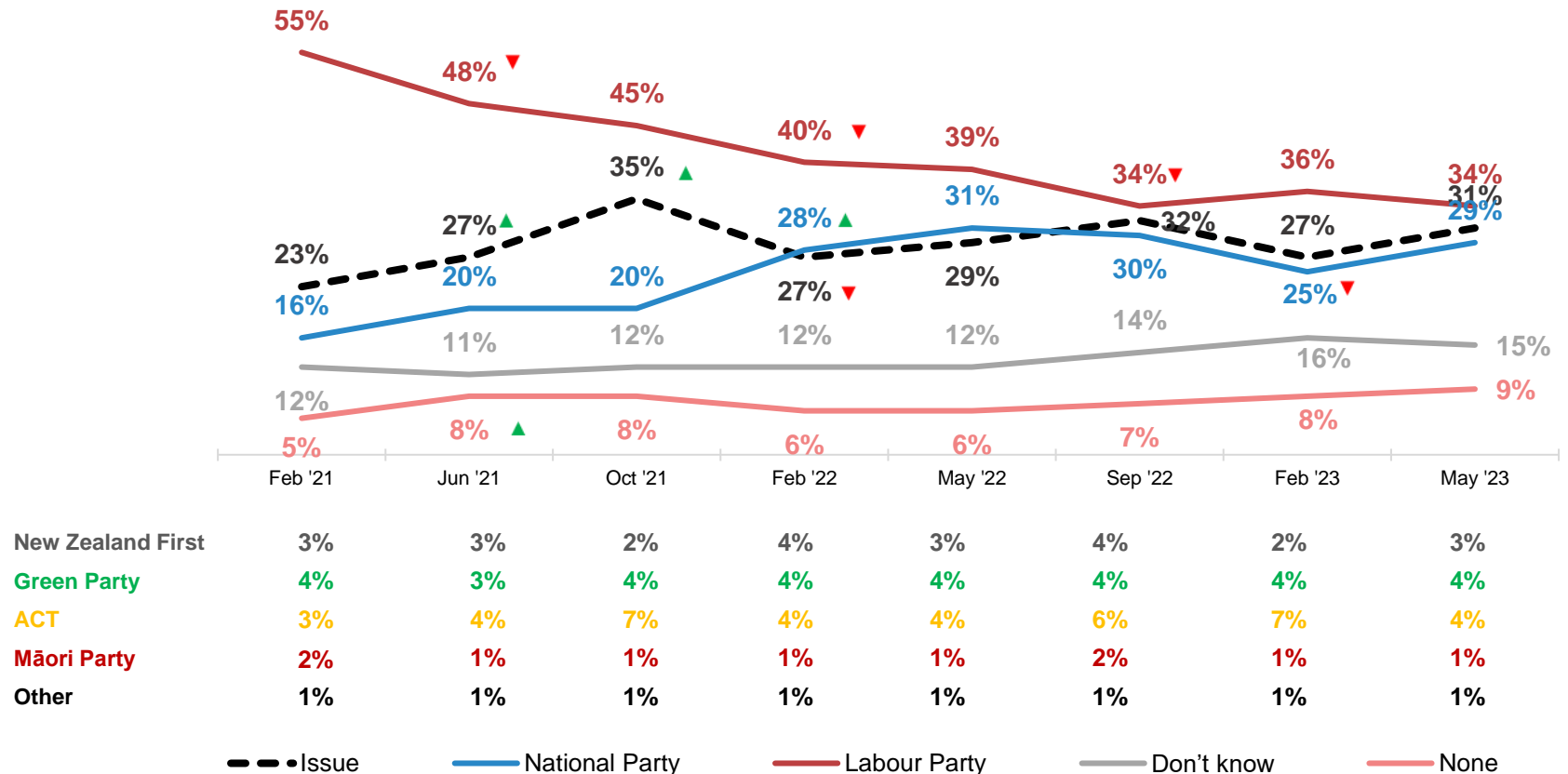


Healthcare / hospitals is the third equal most important issue facing New Zealanders currently.

Labour's perceived capability to manage this issue has decreased by 2 percentage points from February '23, while National increased by 4 percentage points.

Compared to the total population, those aged under 50 are significantly less likely to mention *healthcare / hospitals* as an issue (22%), as are those living in Auckland City (23%) and those working full time (26%).

Conversely, those over 50 (43%) and those living in Canterbury (41%) are significantly more likely to mention *healthcare / hospitals* as a top issue.



Q: Please select the political party that you believe is most capable of managing each of the following issues: *Healthcare / hospitals*

Base: May '23 (n=1,002) Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001)

#5 ISSUE – CLIMATE CHANGE

The Green Party continues to be the party seen as most capable of tackling *climate change*.

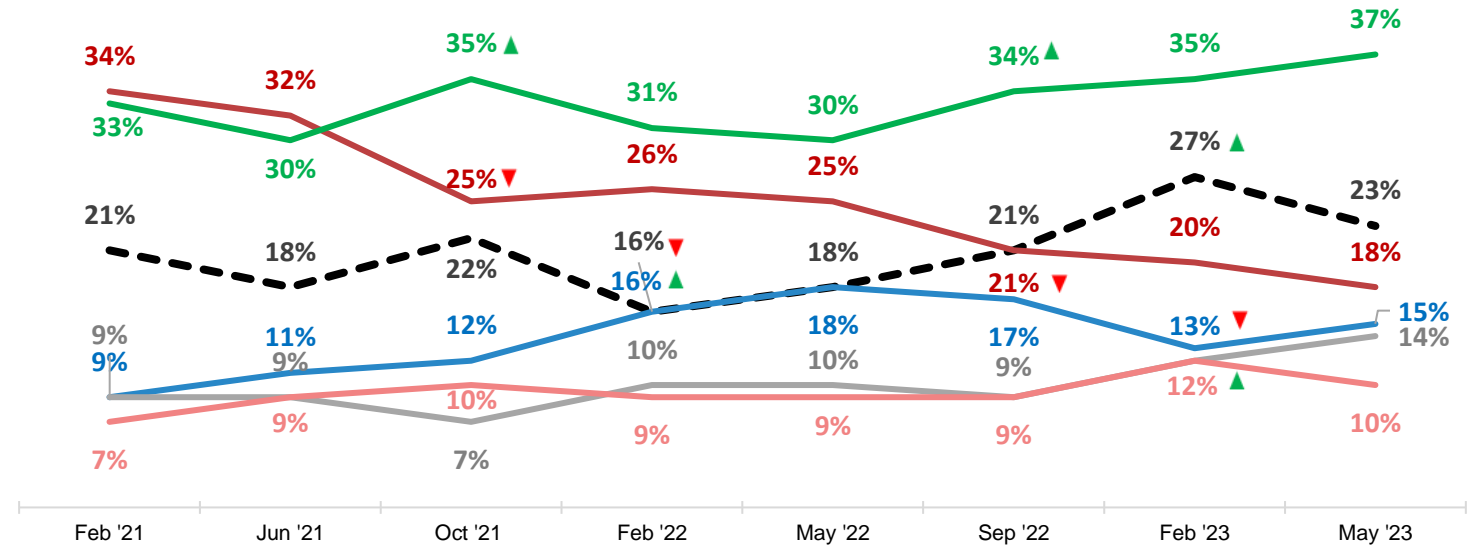


Climate change has remained in the top 5 most important issue to New Zealanders.

The Green Party remains seen to be most capable of tackling *climate change* as an issue, and New Zealanders' confidence in the party continues to rise.

New Zealanders' perception of Labour's ability to manage *climate change* has dropped, while their confidence in National has risen – both by 2 percentage points.

Wellingtonians (33%) are significantly more likely to mention *climate change* as a top issue.



Party	Feb '21	Jun '21	Oct '21	Feb '22	May '22	Sep '22	Feb '23	May '23
New Zealand First	3%	2%	2%	3%	3%	2%	2%	2%
Green Party	33%	30%	35%	31%	30%	34%	35%	37%
ACT	3%	5%	6%	4%	4%	5%	4%	3%
Māori Party	1%	1%	1%	1%	1%	2%	1%	1%
Other	1%	1%	1%	0%	1%	1%	1%	1%

Issue
 National Party
 Labour Party
 Green Party
 Don't know
 None

Q: Please select the political party that you believe is most capable of managing each of the following issues: *Climate change*

Base: May '23 (n=1,002) Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001)

COMPARING NEW ZEALAND'S ISSUES TO AUSTRALIA'S

TOP-10 ISSUES – NEW ZEALAND VS AUSTRALIA



Inflation / cost of living is the number 1 issue by a large margin in both New Zealand and Australia, selected by over 50% of respondents as a top issue in both countries.

Australians are much less concerned about *crime* (15%) compared to New Zealanders (40%) but are more concerned about *housing* (40%), *healthcare* (34), *the economy* (28%), and *petrol prices* (18%), and *personal debt* (10%).

Meanwhile, New Zealanders are more focused on *climate change* (23%), and *poverty / inequality* (16%).



1	Inflation / cost of living	63%
2	Crime / law & order	40%
3=	Housing / price of housing	31%
3=	Healthcare / hospitals	31%
5	Climate Change	23%
6	Economy	22%
7	Poverty / inequality	16%
8=	Petrol prices / fuel	11%
8=	Education	11%
10	Household debt / personal debt	7%



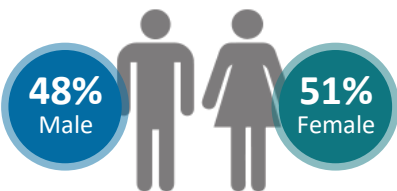
1	Cost of living	59%
2	Housing	40%
3	Healthcare	34%
4	Economy	28%
5	Petrol prices	18%
6	Environment	16%
7=	Crime	15%
7=	Poverty	15%
9	Personal debt	10%
10=	Education + Taxation + Unemployment	8%

Base: May '23 New Zealand (n=1,002), April '23 Australia (n=1,000)

SAMPLE DEMOGRAPHICS – MAY 2023

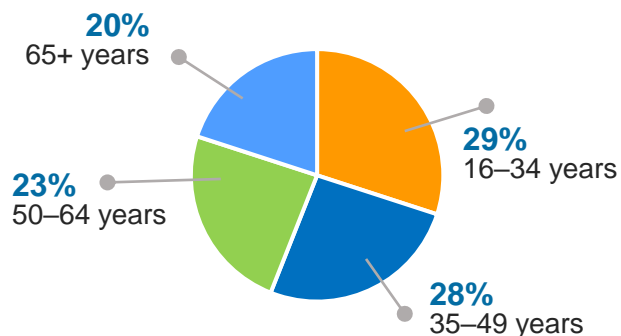


1,002 respondents were interviewed online in May via online panels



The precision of Ipsos online polls is calculated with a credibility interval with a poll of 1,002 accurate to +/- 3.5 percentage points

Results are weighted by age, gender and region to ensure they reflect the New Zealand population



Employment status

49% Full-time	5% Not in paid work but seeking work
17% Retired	7% Self-employed
12% Part-time	5% Student
6% Not in paid work & not seeking work	



Highest education completed*

35% (None + Level 1-3)
45% Level 4-7
19% Level 8-10
2% Don't know

Sample sizes over time

- | | | |
|-------------------|---------------------|---------------------|
| • Feb '18 (n=610) | • May '20 (n=1,000) | • May '22 (n=1,000) |
| • Jul '18 (n=611) | • Jul '20 (n=1,000) | • Sep '22 (n=1,000) |
| • Oct '18 (n=610) | • Sep '20 (n=1,000) | • Feb '23 (n=1,002) |
| • Mar '19 (n=614) | • Nov '20 (n=1,001) | • May '23 (n=1,002) |
| • Apr '19 (n=615) | • Feb '21 (n=1,000) | |
| • Jul '19 (n=610) | • Jun '21 (n=1,003) | |
| • Nov '19 (n=610) | • Oct '21 (n=1,003) | |
| • Mar '20 (n=610) | • Feb '22 (n=1,004) | |

THE TEAM

Carin Hercock
Managing Director
carin.hercock@ipsos.com
+64 21 394 508

Amanda Dudding
Research Director
amanda.dudding@ipsos.com
+64 21 612 264

Kania Sugandi
Associate Director
kania.sugandi@ipsos.com

Aidan Fenwick
Senior Research Executive
aidan.fenwick@ipsos.com

Sarah McGruddy
Research Executive
sarah.mcgruddy@ipsos.com

ABOUT IPSOS

Ipsos is the third-largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg
IPS:FP
www.ipsos.com

GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.

**THANK
YOU**

GAME CHANGERS

