

# THE IPSOS NEW ZEALAND ISSUES MONITOR

An Ipsos Survey - Aug 2024

GAME CHANGERS



# THE IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

## Background information

At Ipsos we strive to deliver reliable information for a true understanding of society, markets and people, to help our clients make better decisions.

**The Ipsos New Zealand Issues Monitor tracks what issues New Zealanders are most concerned about, who is worried about what and which political parties they believe are best able to manage these issues. During 16-23 August 2024 we conducted fieldwork for our 25<sup>th</sup> Ipsos NZ Issues Monitor report with a total of 1,005 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 think it is important for businesses and organisations to understand the challenges that New Zealanders face in the context of their everyday lives.

Please direct all queries to Carin Hercock – 021 394 508 or [carin.hercock@ipsos.com](mailto:carin.hercock@ipsos.com)

**\*Note:** The precision of Ipsos online survey is calculated with a credibility interval with a sample of 1,005 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

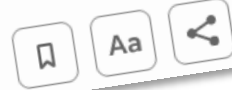
The media context: What was making New Zealand news during fieldwork?

Life & Health · Cost-of-living crisis fuels mental health struggles among New Zealand workers

## Cost-of-living crisis fuels mental health struggles among New Zealand workers

## New Zealand delivers first rate cut in over 4 years and flags more easing

By Lucy Craymer  
August 14, 2024 5:22 PM GMT+12 · Updated 16 days ago



## Disabled now have to commit crime, be insane or in crisis to access residential care

Arbitrary funding freeze by Upston means no new places in residential care for disabled people, effectively denying placements for all but the most acutely unwell, criminal or homeless

AUG 28, 2024

NEW ZEALAND / HEALTH

## What's gone wrong with New Zealand's health system?

10:05 am on 14 August 2024



NEW ZEALAND / HEALTH

## Westport's hospital closes again

3:25 pm on 9 August 2024

## Police data reveals 2024 retail crime spike: Business group says situation 'continues to worsen' despite Government promises



By **Lincoln Tan**  
Multimedia Journalist · NZ Herald · 11 Aug, 2024 05:00 PM · 5 mins to read



## Why the unemployment rate is worse than you think

6:00 pm on 19 August 2024

**Susan Edmunds**, Money Correspondent



# KEY FINDINGS – AUG 2024

## TOP ISSUES IN NEW ZEALAND



**Inflation / cost of living** remains top of mind for New Zealanders. However, concern for the issue has dropped to its lowest level since May 2022 (56%).

Concern for **Healthcare / hospitals** rose significantly this wave, to a record high of 40%. The issue has climbed sharply in prominence, becoming the #2 issue for New Zealanders for the first time since October 2021



There has also been a significant increase in concern for **unemployment** this wave, while **Petrol prices / fuel** continues to drop in prominence following its peak in September 2023.

While inflation is identified as the most important issue by New Zealanders on both sides of the political spectrum, right-wing voters are significantly more concerned about **crime / law & order** and **the economy** while left-wing voters are significantly more likely to focus on **poverty / inequality**, and **climate change**.



## GOVERNMENT PERFORMANCE & POLITICAL PARTIES' CAPABILITY TO MANAGE ISSUES

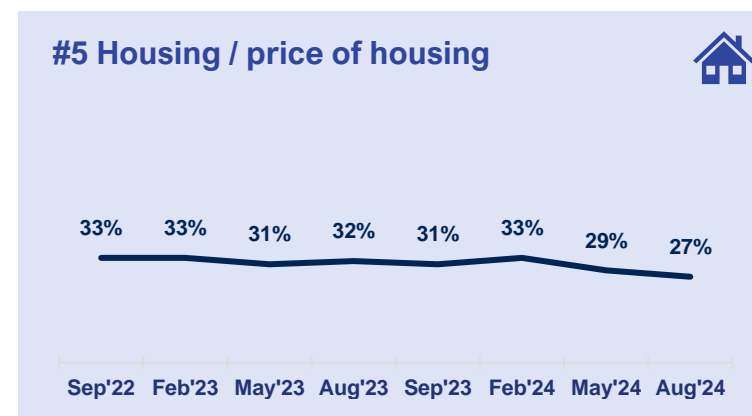
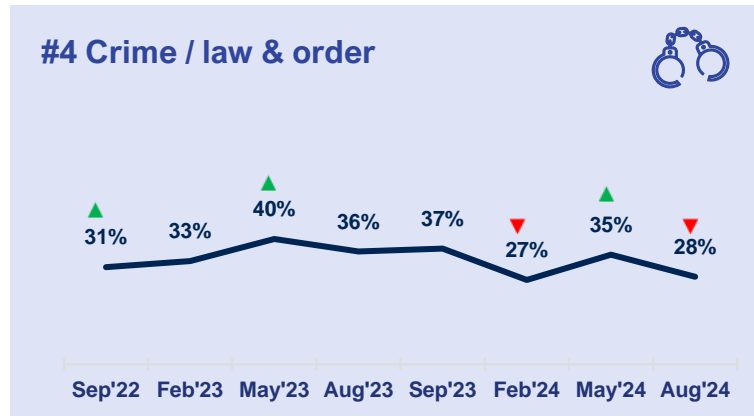
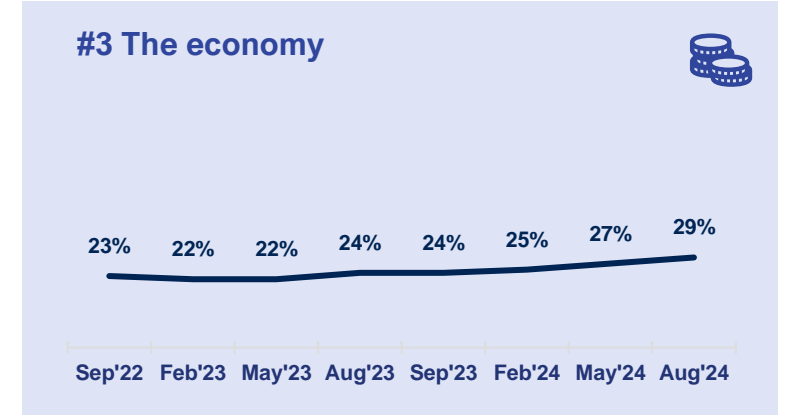
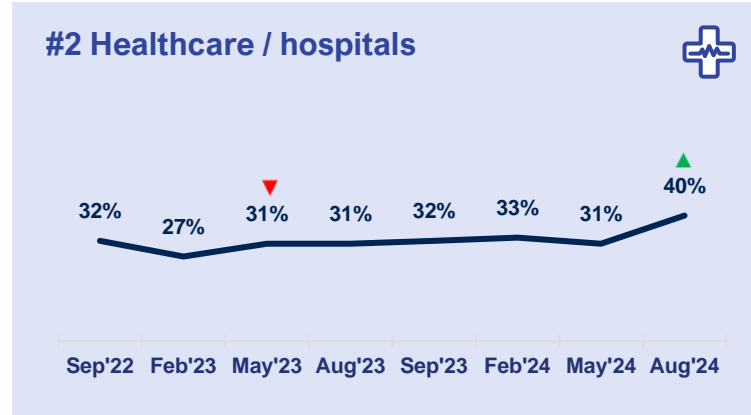
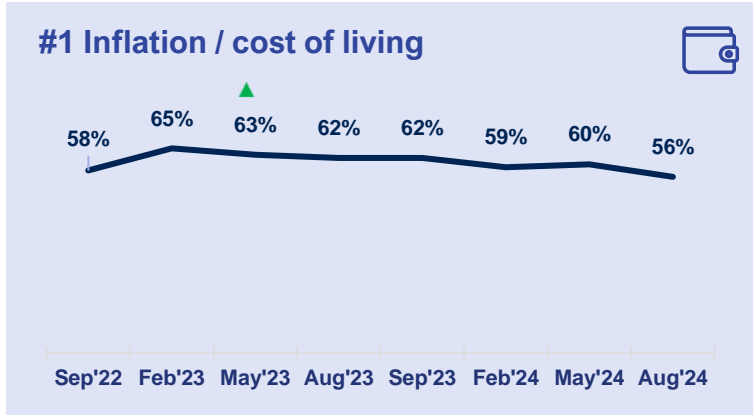
New Zealanders' overall mean rating of the Government's performance remains relatively steady compared the previous wave, dipping by 0.1 points to 4.5.

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 13 of the top-20 issues. This 1 more issue compared to the previous wave as less New Zealanders believe **Labour** is the party most capable of managing **housing / housing prices** and **Education**. **Labour** is the party believed to be most capable of managing the issue of **healthcare/hospitals**.

**National** continues to be perceived to be best placed to manage **inflation / cost of living**, **crime / law & order**, **the economy and housing / price of housing**, and New Zealanders' confidence in the party's ability to manage these issues has slightly increased since May 2024.

# KEY FINDINGS – THE TOP ISSUES

*Inflation / cost of living* remains to be the most important issue for New Zealanders. *Healthcare / hospitals* has seen a significant increase to become the 2<sup>nd</sup> most important issue for the first time. The economy has risen to be the 3<sup>rd</sup> most important issue to New Zealanders, followed by *Crime / law & order*, which has moved down to 4<sup>th</sup>, and *Housing / price of housing* in 5<sup>th</sup> place.



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

Base: Total sample – Aug '24 (n=1,005), May '24 (n=1,001), Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), May '23 (n=1,002), Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (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 facing New Zealanders. *Healthcare / hospitals* has jumped to 2<sup>nd</sup> position following a significant, while *the economy* has also climbed in ranking to be the 3<sup>rd</sup> most important issue. Concerned around *Crime / law & order / anti-social behaviour* has dropped significantly moving it down to 4<sup>th</sup> position, while *Housing / price of housing* rounded off the Top 5 most important issues for New Zealanders.

This wave also saw a significant increase in New Zealanders' level of concern around *Unemployment*, while concern for *Petrol prices / fuel* has dropped to its lowest level since October 2021.

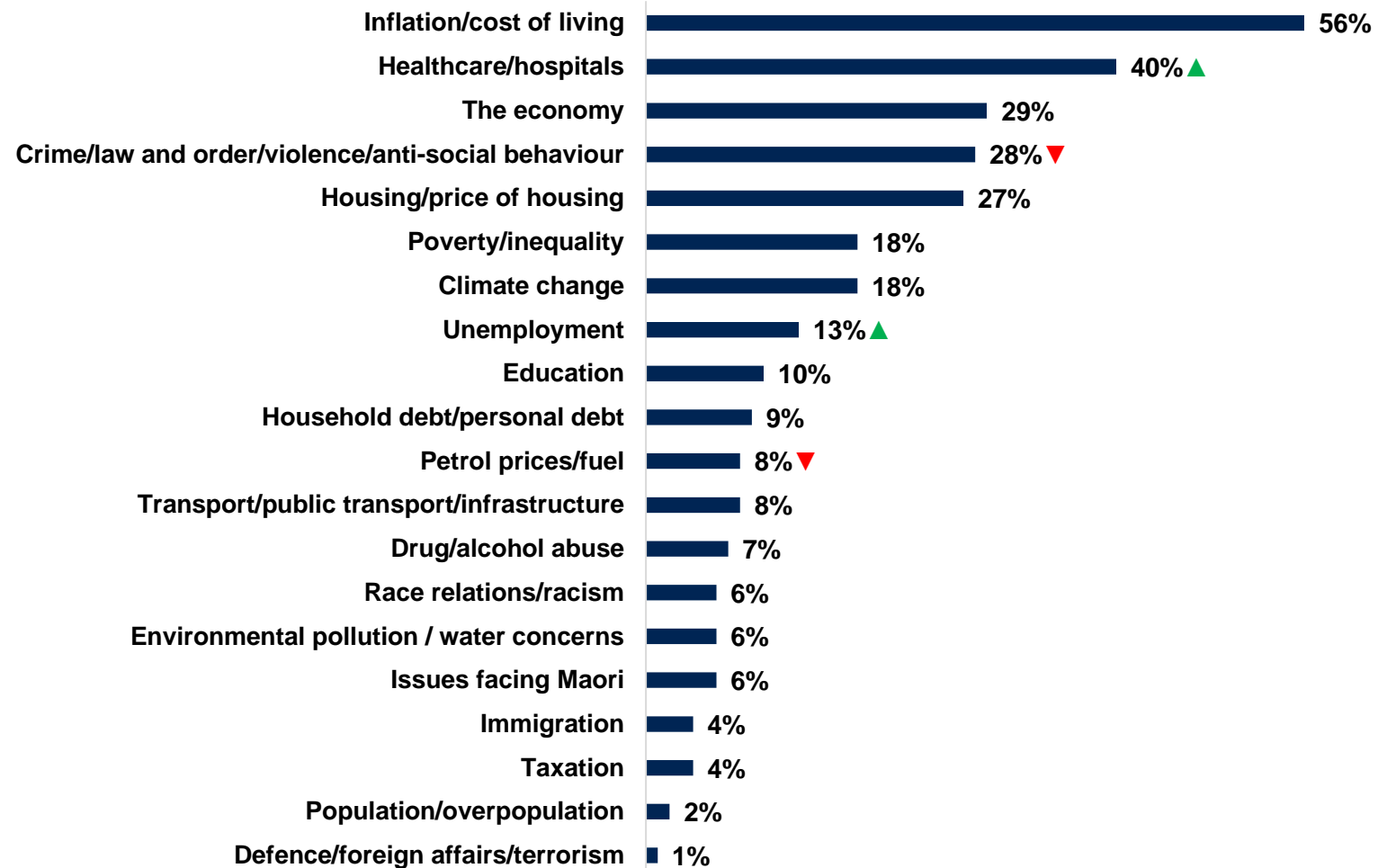
Older New Zealanders (over the age of 50) are significantly less concerned about *inflation / cost of living* (47%), and *housing / price of housing* (22%); but are significantly more concerned about *crime / law & order* (36%), *healthcare / hospitals* (52%).

Aucklanders are significantly more concerned about *Transport / public transport / infrastructure* (12%) compared to the national average. Aucklanders are also less concerned about *Healthcare / hospitals*, while those living in Canterbury are more concerned about this issue (54%). Additionally, Wellingtonians are among the least concerned about *Crime / law & order / anti-social behaviour* (19%).

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

Base: Total sample – Aug '24 (n=1,005)

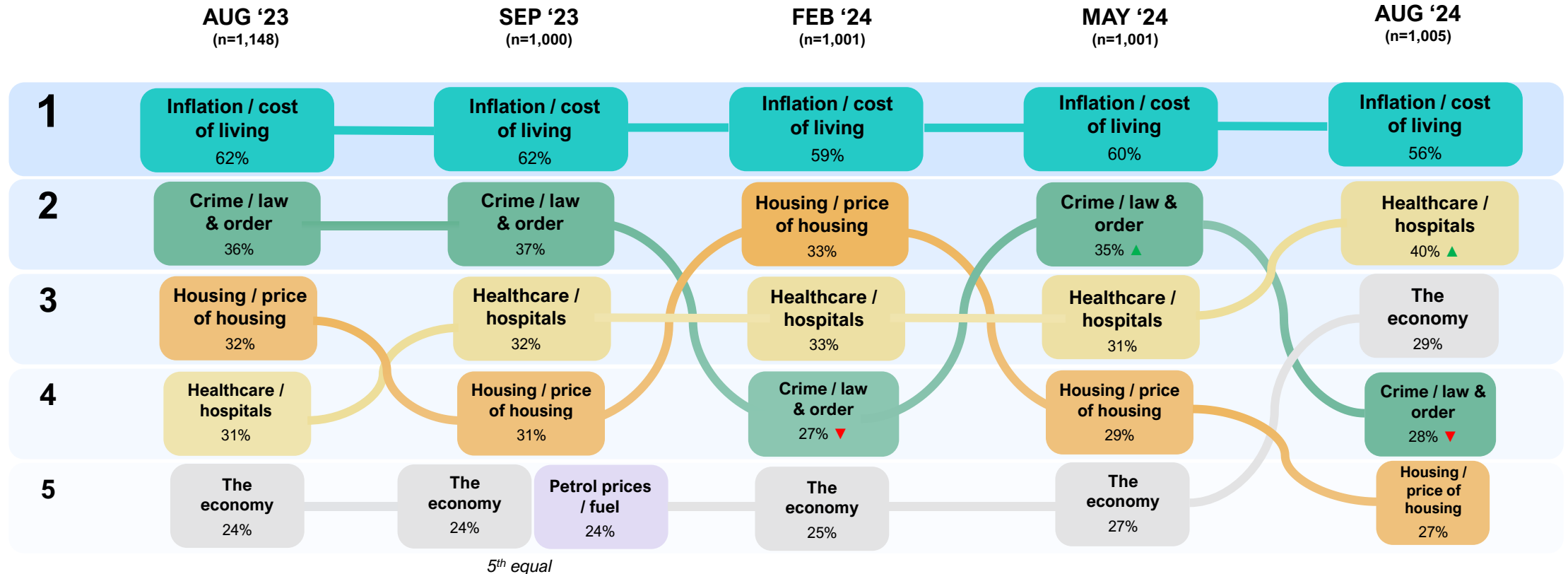
7 – © Ipsos | NZ Issues Monitor



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

# TOP-5 ISSUES

A significant increase in importance for *Healthcare / hospitals* has driven the issue up in prominence to 2<sup>nd</sup> place. Conversely, concern for *crime / law and order* has dropped considerably, placing it as the 4<sup>th</sup> most important issue. Concern for *housing / price of housing* has also continued its downward trend, while *the economy* has risen to being a top-3 issue.



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

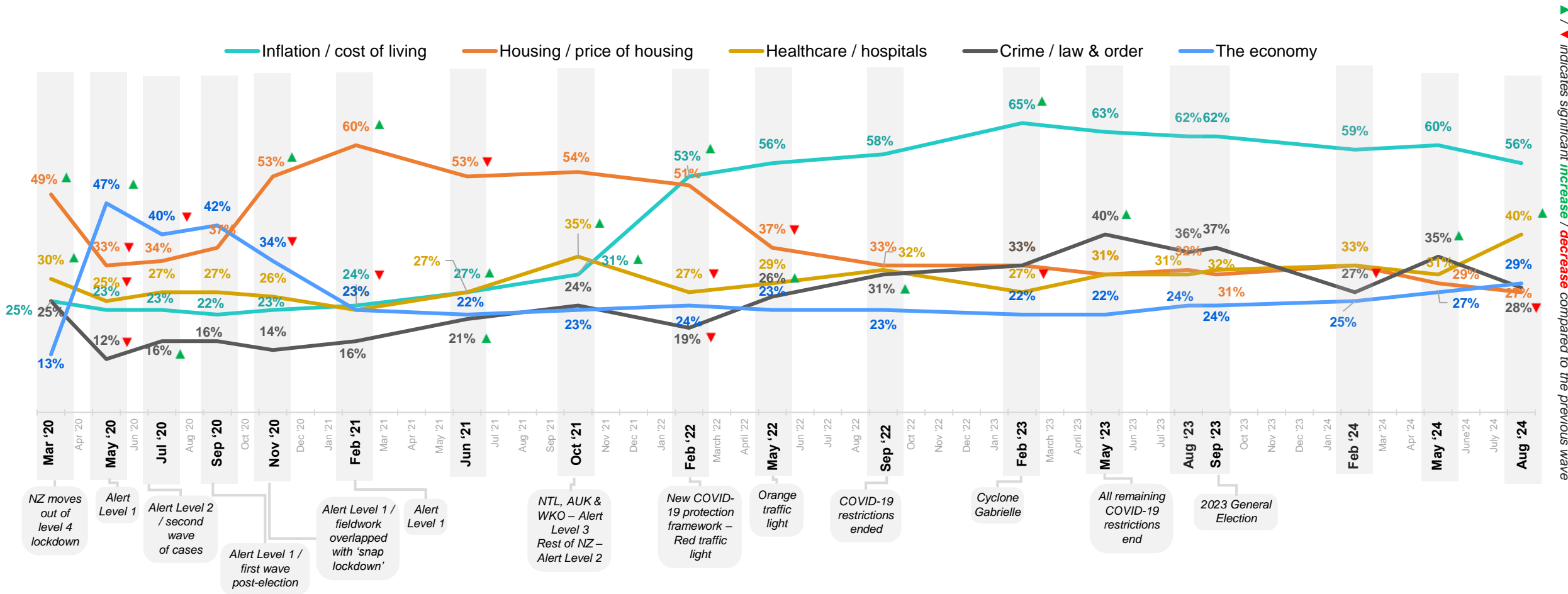
Q: What would you say are the three most important issues facing New Zealand today?

Base: Total sample – Aug '24 (n=1,005), May '24 (n=1,001), Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), May '23 (n=1,002)



# TOP-5 ISSUES OVER TIME

While *Inflation / cost of living* remains the top issue, New Zealanders' level of concern has dropped to its lowest level since May 2022. Conversely, importance of *the economy* as an issue has slowly increased since May 2023 and is now in its highest point since November 2020. Concern for *housing / price of housing* has also dropped to a record low of 27%.

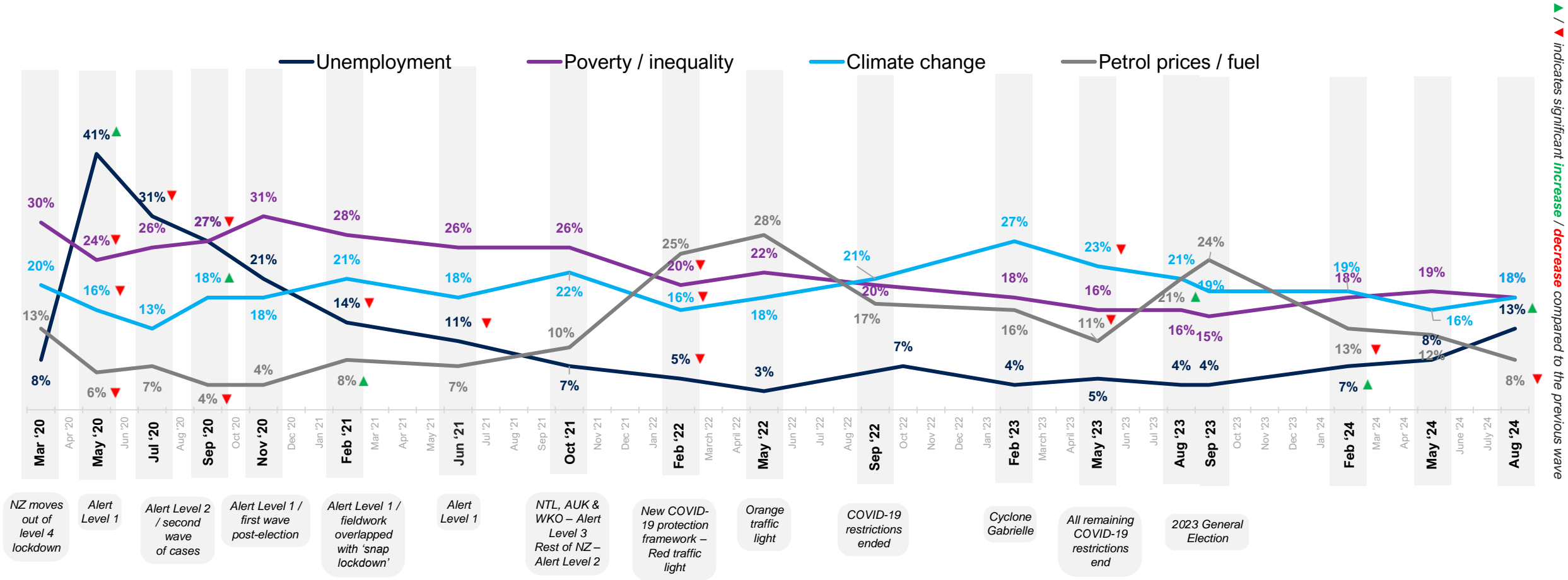


Q: What would you say are the three most important issues facing New Zealand today?

Base: Total sample – Aug '24 (n=1,005), May '24 (n=1,001), Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), 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)

# NOTEWORTHY ISSUES

New Zealanders' concern for *unemployment* increased significantly this wave to its highest point since February 2021, while concern for *petrol prices / fuel* has decreased to its lowest level since June 2021. Importance of *climate change* has increased slightly since its downward trend beginning in February 2023, concern for *education* has decreased slightly to 10%.

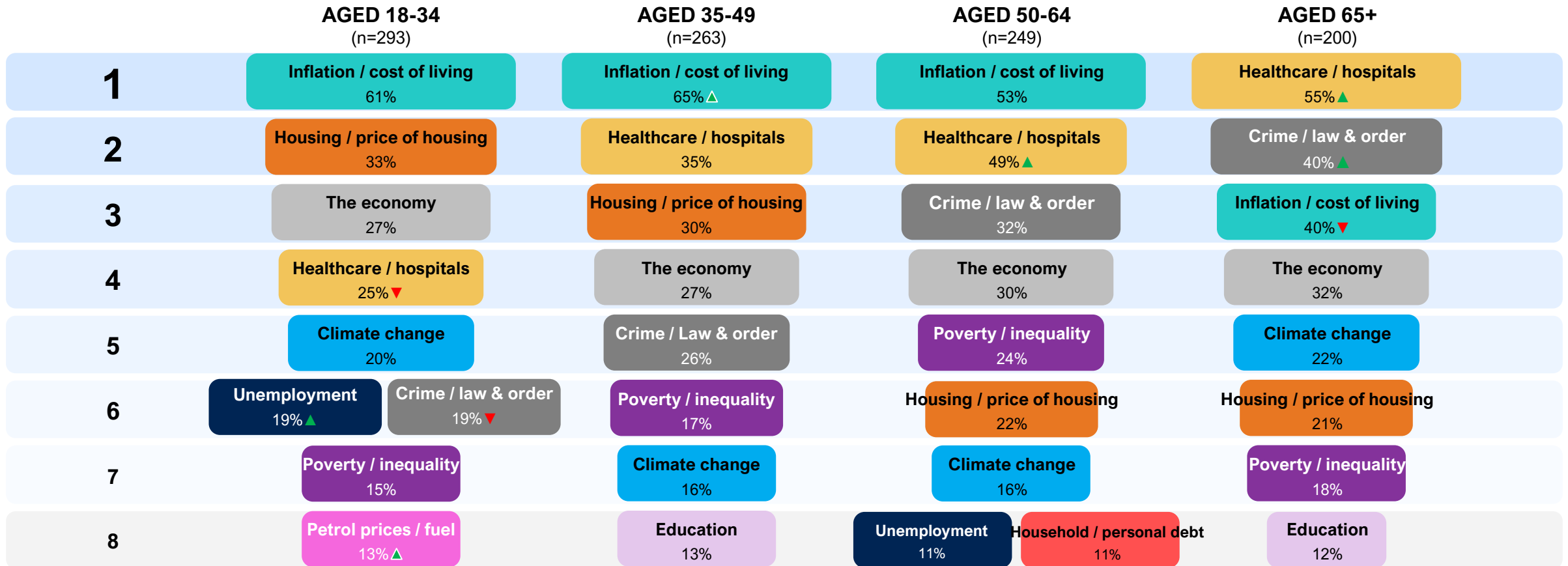


Q: What would you say are the three most important issues facing New Zealand today?

Base: Total sample – Aug '24 (n=1,005), May '24 (n=1,001), Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), 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)

# TOP ISSUES BY GENERATIONS

There are notable variances in which issues different age groups believe are most important. Young New Zealanders (aged 18-34) are significantly more concerned about *unemployment* and *petrol prices*, while those aged 50+ are significantly more worried about *healthcare / hospitals*. *Crime / law & order* is also a much more prominent issue for New Zealanders aged 65.



▲ / ▼ indicates significantly higher / lower compared to the total.

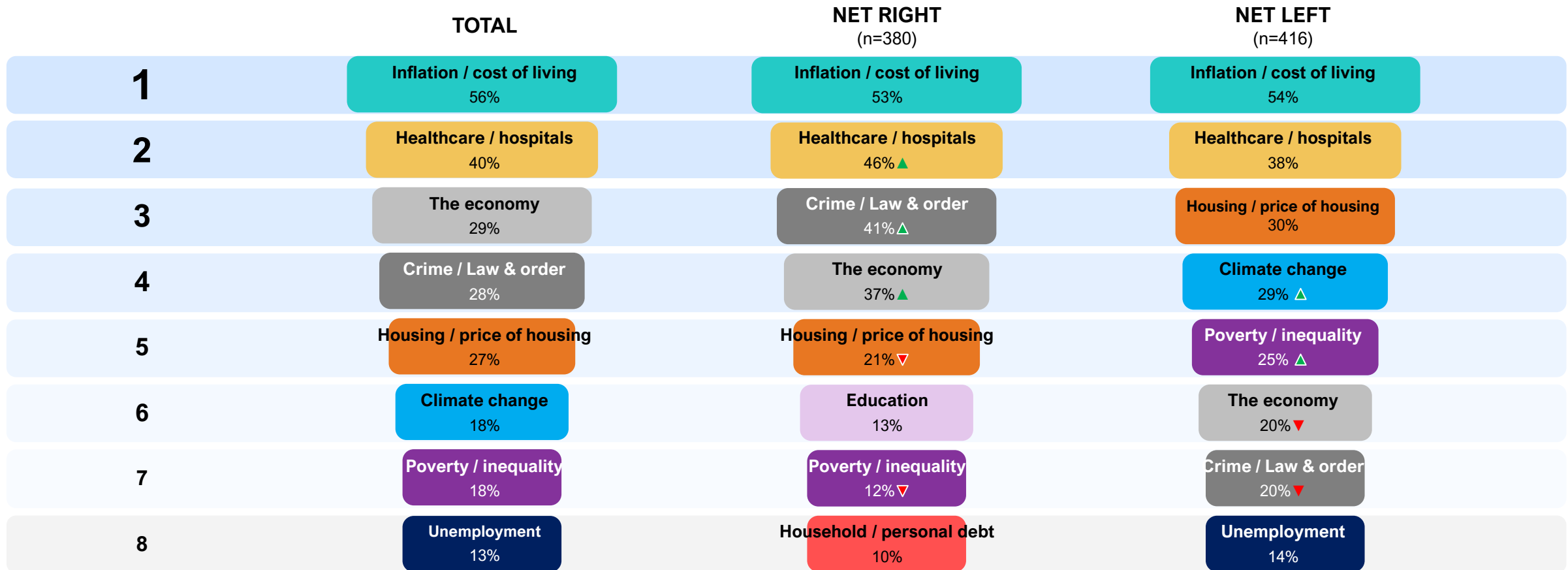
Q: What would you say are the three most important issues facing New Zealand over the next 5 years?

Base: Aug '24 – Total sample (n=1,005)



# TOP ISSUES BY LEFT VS. RIGHT WING VOTERS

Voters on the right side of the political spectrum are significantly more likely to be concerned about *healthcare / hospitals*, *crime / law & order* and *the economy*, while voters on the left are significantly more likely to identify *climate change* and *poverty / inequality* as key issues facing New Zealanders.



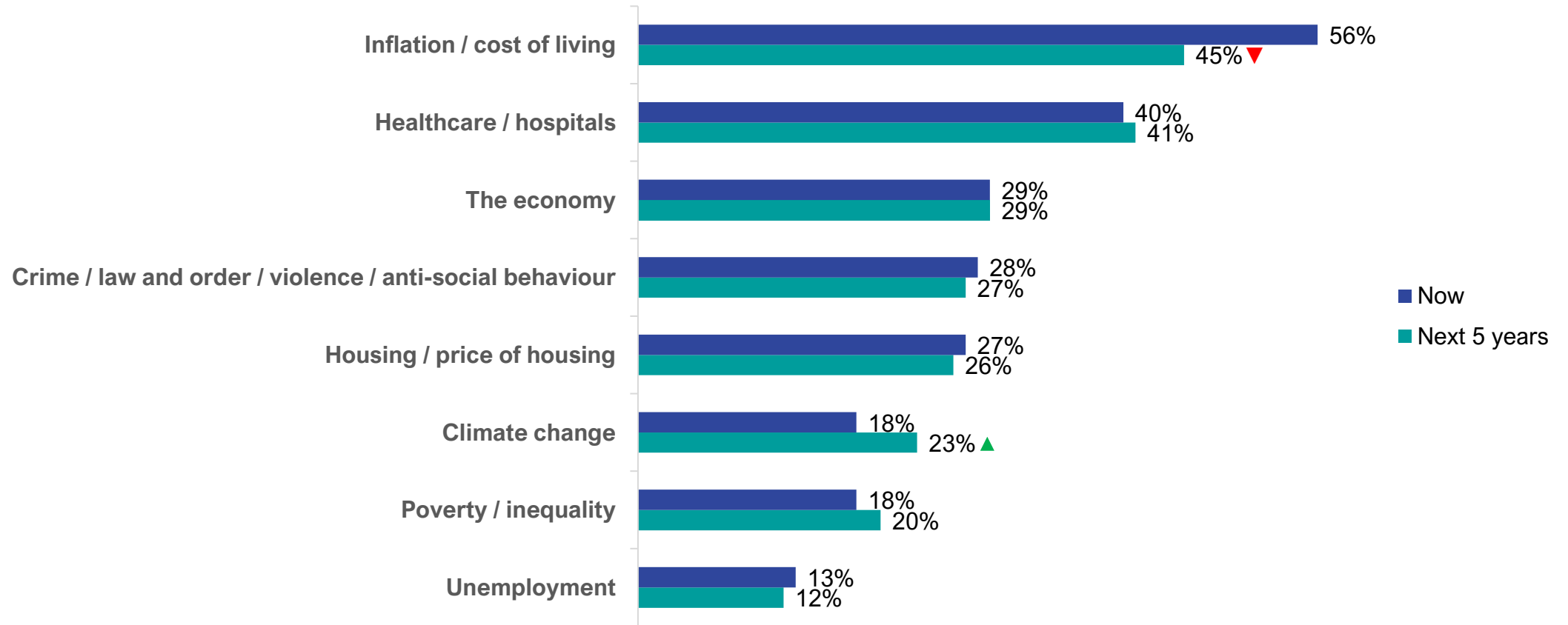
▲ / ▼ indicates significantly higher / lower compared to the total

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

Base: Aug '24 – Total sample (n=1,005)

# TOP ISSUES OVER THE NEXT 5 YEARS

When asked about which issues will be most important to New Zealanders in the next 5 years, *climate change* increases in importance, with one in five identifying it as a key concern. While significantly fewer people are concerned about *inflation* in the long term compared to today; nearly half of New Zealanders still believe that it will be the biggest issue facing over the next 5 years.



▲ / ▼ Indicates a significantly higher / lower compared to issues facing New Zealand now

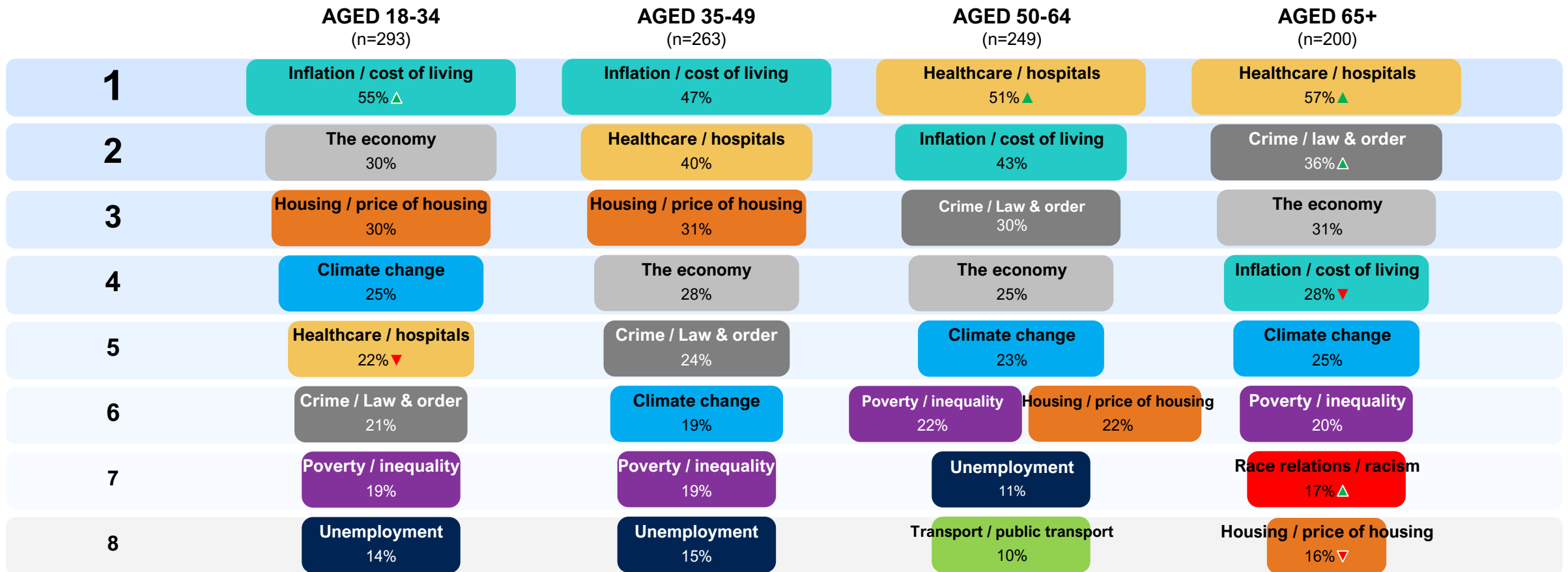
Q: What would you say are the three most important issues facing New Zealand today? / Q: What would you say are the three most important issues facing New Zealand over the next 5 years?

Base: Total sample – Aug '24 (n=1,005)



# TOP ISSUES OVER NEXT 5 YEARS BY GENERATIONS

There are also notable variances in which issues different age groups believe are most important when looking into the future. Those aged over 50 are significantly more likely to be concerned about *healthcare / hospitals*, while young people aged 18-34 are significantly more likely to be worried about *inflation / cost of living*.



▲ / ▼ indicates significantly higher / lower compared to the total.

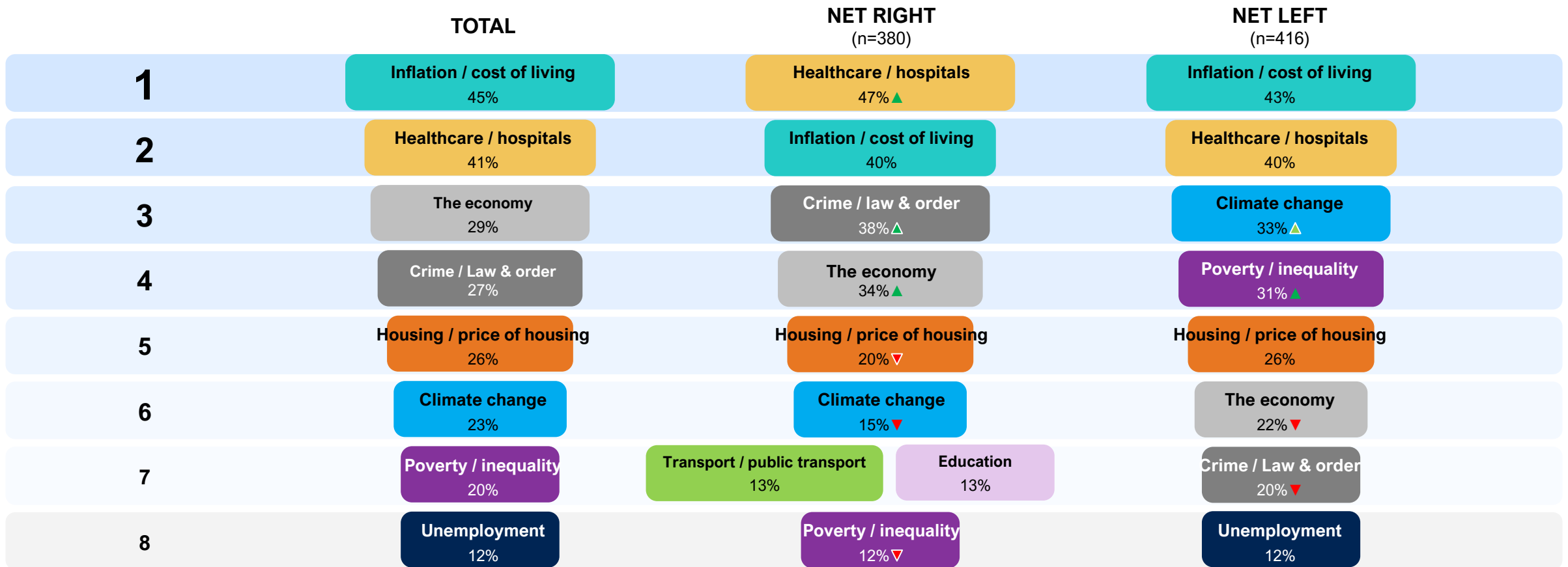
Q: What would you say are the three most important issues facing New Zealand over the next 5 years?

Base: Aug '24 – Total sample (n=1,005)



# TOP ISSUES OVER NEXT 5 YEARS BY LEFT VS. RIGHT WING

Longer-term concern for *healthcare / hospitals* is significantly higher among right-wing voters, placing it as the #1 issue above *inflation / cost of living*. This group of voters are also more concerned about *crime / law & order* and *the economy*. Conversely, left-wing voters are significantly more likely to identify *climate change* and *poverty / inequality* as key issues facing New Zealanders over the next 5 years.



▲ / ▼ indicates significantly higher / lower compared to the total

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

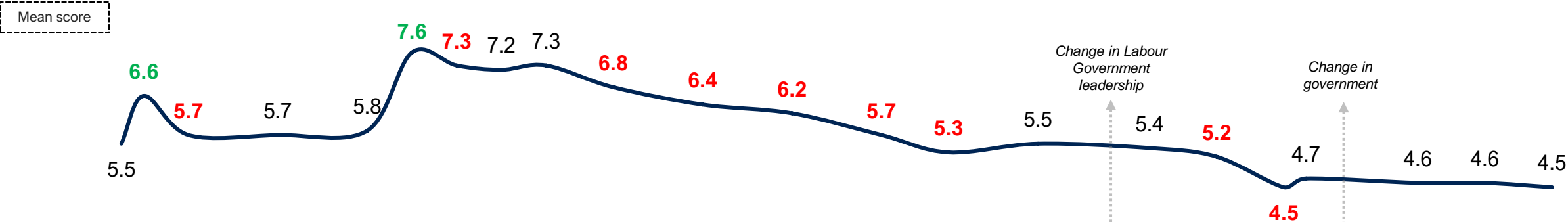
Base: Aug '24 – Total sample (n=1,005)

# CURRENT GOVERNMENT PERFORMANCE



# RATING OF GOVERNMENT OVER LAST 6 MONTHS

New Zealanders' rating of the Government's performance decreased marginally to 4.5.



	LABOUR-LED COALITION				LABOUR RE-ELECTED												NATIONAL-LED COALITION						
	Mar	Apr	Jun	Nov	Mar	May	Jul	Sep	Nov	Feb	Jun	Oct	Feb	May	Sep	Feb	May	Aug	Sep	Feb	May	Aug	
	2019				2020				2021				2022				2023				2024		
<b>Top 4 (7-10)</b>	41%	60%	43%	44%	45%	75%	72%	70%	70%	63%	58%	54%	47%	41%	42%	44%	35%	28%	31%	30%	31%	31%	
<b>Neutral (4-6)</b>	32%	24%	34%	35%	34%	17%	17%	19%	18%	23%	24%	25%	27%	29%	29%	28%	39%	34%	33%	29%	29%	32%	
<b>Bottom 4 (0-3)</b>	23%	12%	19%	18%	18%	6%	8%	9%	8%	10%	15%	18%	24%	28%	27%	27%	25%	34%	32%	37%	38%	38%	
<b>Don't know</b>	4%	4%	4%	4%	4%	2%	3%	2%	4%	3%	3%	2%	2%	1%	3%	2%	3%	3%	3%	4%	2%	2%	

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'? NOTE: This was reworded in Feb 24 to last 4 months (the period post election)  
 Base: Total sample – Aug '24 (n=1,005), May '24 (n=1,001), Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), 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 seen as most capable to manage 13 out of the top-20 issues (up from 12 last wave), while Labour is now perceived as the party most capable of tackling 3 of the top-10 issues (down from 5 in the last wave), with *housing / price of housing* and *education* shifting to the National Party.

ISSUE	POLITICAL PARTY
1: Inflation / cost of living	
2: Healthcare / hospitals	
3: The economy	
4: Crime / Law & order	
5: Housing / price of housing	
6=: Climate change	
6=: Poverty / inequality	
8: Unemployment	
9: Education	
10: Household / personal debt	

ISSUE	POLITICAL PARTY
11=: Transport / public transport / infrastructure	
11=: Petrol prices / fuel	
13: Drug / alcohol abuse	
14: Issues facing Māori	
15=: Environmental pollution	
15=: Race relations / racism	
17=: Taxation	
17=: Immigration	
19: Population / overpopulation	
20: Defence / foreign affairs	

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

Base: Total sample – Aug '24 (n=1,005)

# #1 ISSUE – INFLATION / COST OF LIVING

National remains the party seen as most capable of managing *inflation / cost of living*, with New Zealanders' belief in the party rising slightly by 2 percentage points.

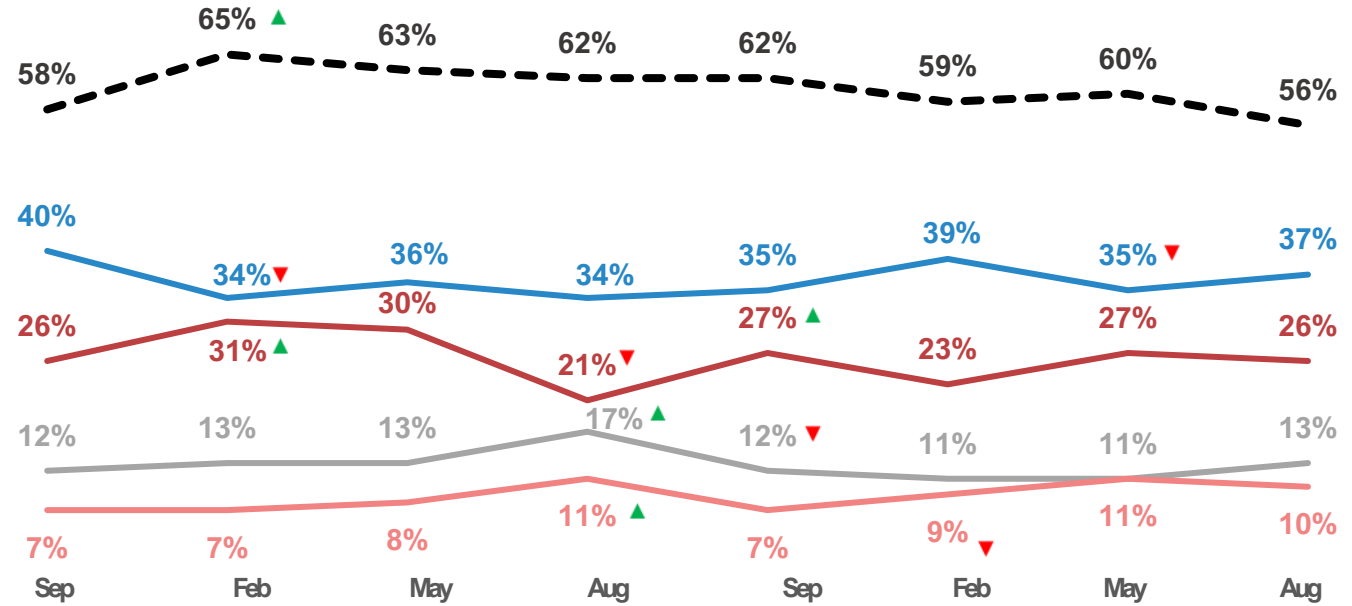


**Inflation / cost of living** remains the #1 issue for New Zealanders.

New Zealanders' perception of National's ability to manage *inflation / cost of living* has slightly risen this wave, and this has increased the gap with labour to 11 points (up 3 points from last wave).

Compared to the total population, those aged over 50 (47%), and males (50%) are significantly less like to identify *inflation / cost of living* as a key issue facing them today.

However, those aged under 50 (63%) are significantly more like to identify *inflation / cost of living* as a key issue



	Sep 2022	Feb 2023	May 2023	Aug 2023	Sep 2023	Feb 2024	May 2024	Aug 2024
New Zealand First	3%	2%	2%	3%	4%	2%	4%	3%
Green Party	4%	3%	3%	5%	7%	9%	6%	5%
ACT	6%	6%	5%	7%	6%	3%	4%	3%
Te Pāti Māori	2%	1%	1%	1%	2%	2%	2%	1%
Other	1%	1%	1%	1%	1%	1%	1%	1%

--- Issue    — National Party    — Labour Party    — Don't know    — None

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

Base: Total sample – Aug '24 (n=1,005), May '24 (n=1,001), Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), May '23 (n=1,002), Feb '23 (n=1,002), Sep '22 (n=1,000)



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

# SUGGESTIONS TO IMPROVE COST OF LIVING ISSUES

## Voice of New Zealanders



*Stop supermarket etc putting prices up so much. Why are they allowed to make millions in profit but claim they can't afford not to put prices up?*

**Canterbury, Working part time, NZ European**



*Help reduce cost of living and also regulate the supermarket industry well enough to bring food prices down*

**Auckland, Working part time, NETT Other**



*The fact they cannot see how much of a struggle it is for so many families/households who actually earn good salaries; but can't get ahead/enjoy life because of the cost of living. .... It's actually becoming quite soul destroying.*

**Wellington, Working full time, Māori**



*Address inequality and poverty to prevent escalation of social problems; address monopoly of supermarkets and profits accrued to make living affordable for larger percentage of population.*

**Northland, not in paid work but seeking work, NZ European**



*The cost of everything is going up; supermarkets are making so much money while people are struggling to pay for their groceries. Getting competition; smaller supermarkets like aldi and lidl would help*

**Taranaki, Working part time, NZ European**



*Put the breaks on every single bill for households increasing significantly. Regional and local rate increases with no warning are not fair. Supermarkets are making a disgusting profit.*

**Hawke's Bay, Working full time, NZ European**

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

Base: Aug '24 (n=557)

# #2 ISSUE – HEALTHCARE / HOSPITALS

New Zealanders' belief in Labour's and The National Party's ability to manage *healthcare / hospitals* has remained relatively steady. However, a slight increase in confidence for Labour and a slight decrease for National means there is now a 5-point gap between the two parties (up from 3 points last wave).

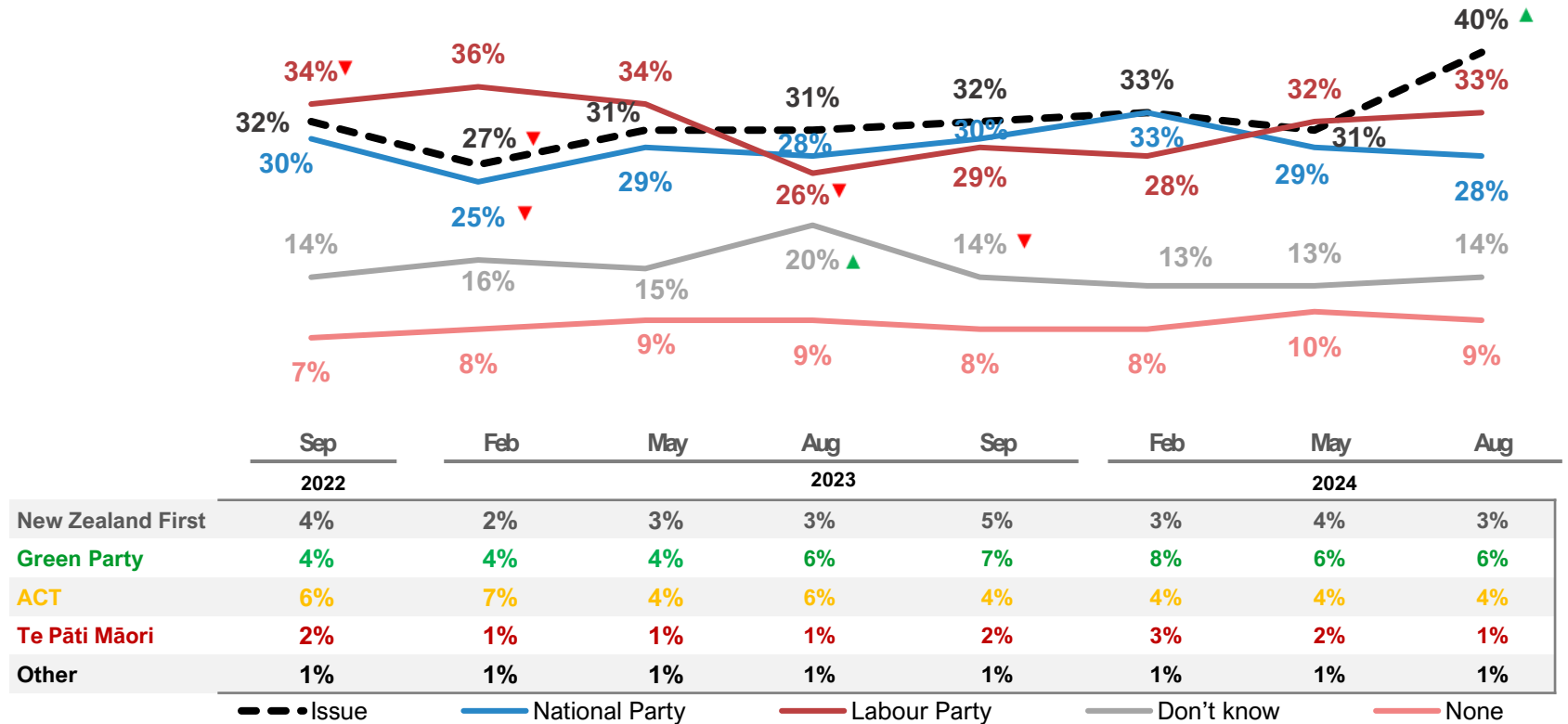


*Healthcare / hospitals* has moved up a spot to become the 2<sup>nd</sup> most important issue to New Zealanders this wave.

Labour continues to be the party perceived to be the most capable party in dealing with this issue.

Compared to the total population, those aged over 50 (52%), NZ European (45%) and retirees (61%) are significantly more likely to mention *healthcare / hospitals* as an issue.

Māori (31%), Asian New Zealanders (26%) and students (20%) are significantly less likely to mention *healthcare / hospitals* as an issue.



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

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

Base: Total sample – Aug '24 (n=1,005), May '24 (n=1,001), Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), May '23 (n=1,002) Feb '23 (n=1,002), Sep '22 (n=1,000)

# SUGGESTIONS TO IMPROVE *HEALTHCARE* ISSUES

## *Voice of New Zealanders*



*Lower the cost of living; sort out and help the failing education system. Invest in the physical and mental health system. Actually recognise the problems that people are facing rather than turn a blind eye.*

**Canterbury, Student also in paid employment, NZ European,**



*Stop worrying about changing the names of government departments and all the costs associated with rebranding and instead put these funds straight into healthcare*

**Manawatū / Whanganui, not in paid work & not seeking work, NZ European**



*Lower tax rates. Better healthcare and funding for paramedics*

**Canterbury, Working full time, Māori**



*They need to focus on getting more nurses and doctors here and improve our health system and pay them good money*

**Auckland City, Working full time, NZ European**



*More public housing; better hospitals and healthcare; make it more attractive for skilled workers to move to NZ*

**Taranaki, Student, NZ European**



*Not increase visa fees. The country needs to attract skilled talent for the healthcare sector. If fees increase; there needs to be incentive for medical professionals.*

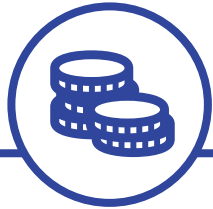
**Greater Auckland, Working full time Māori,**

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

**Base:** Aug '24 (n=405)

# #3 ISSUE – THE ECONOMY

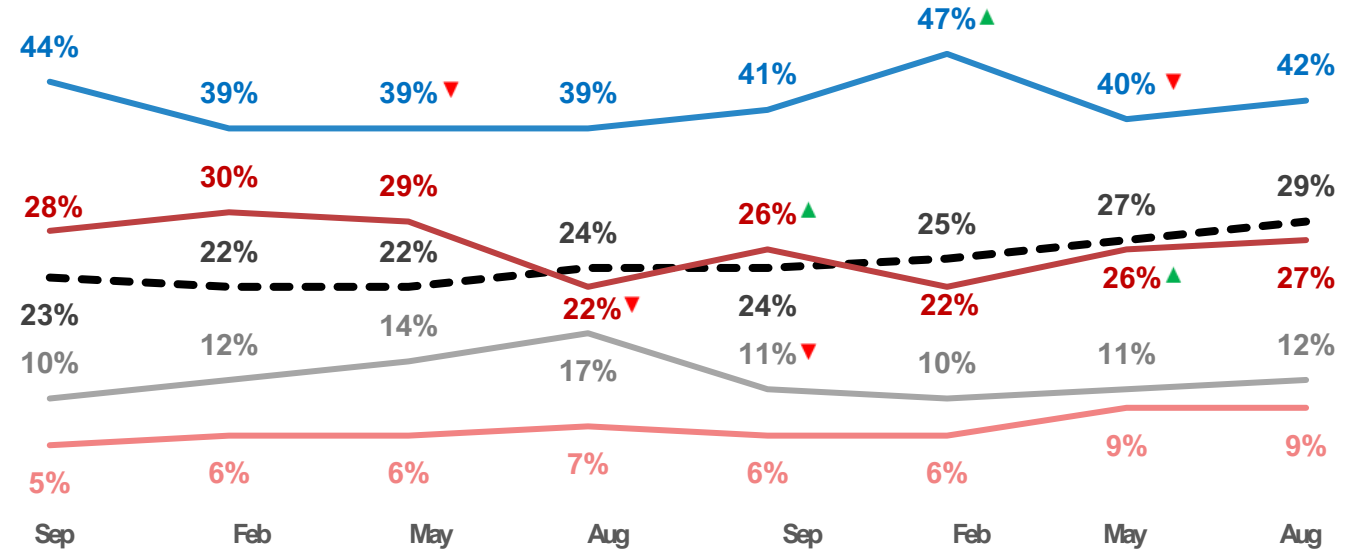
New Zealanders continue to perceive National as the party most capable of managing *the economy*, with a slight (2%) increase in confidence.



The economy was identified as the 3<sup>rd</sup> most important issue for New Zealanders this wave, rising in ranking from #5 in the last 4 waves.

New Zealanders' confidence in both National and Labour's perceived ability to address issues with the economy has increased marginally this wave, by 2% for National and 1% for Labour.

Māori (21%) are significantly less likely to mention *the economy* as an important issue.



	Sep 2022	Feb 2023	May 2023	Aug 2023	Sep 2023	Feb 2024	May 2024	Aug 2024
New Zealand First	2%	3%	2%	3%	4%	2%	3%	2%
Green Party	3%	2%	3%	4%	5%	6%	5%	5%
ACT	5%	6%	5%	6%	4%	3%	4%	3%
Te Pāti Māori	1%	1%	1%	1%	2%	2%	2%	0%
Other	1%	1%	1%	1%	1%	1%	1%	0%

--- Issue      — National Party      — Labour Party      — Don't know      — None

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

Base: Total sample – Aug '24 (n=1,005) May '24 (n=1,001), Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), May '23 (n=1,002) Feb '23 (n=1,002), Sep '22 (n=1,000)



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



# SUGGESTIONS TO IMPROVE *THE ECONOMY* ISSUES

## *Voice of New Zealanders*



*The major job is to reduce our debt and make the economy more stable. We need to support farmers and other necessary businesses that can in turn be beneficial to New Zealand financially;*

**Auckland, Retired, NZ European**



*Encourage optimism of business and helping business thereby leading to expanding business and with it job security and a living wage for everyone*

**Auckland, Retired, NZ European**



*The government needs to improve its economic reforms to stabilise the slow-moving economy; the high prices of commodities; the high borrowing rates; and the high unemployment rate.*

**Auckland City, Working full time, Asian**



*Make the cost of living less which will bring up the amount of jobs people are willing to do and therefore employment will go up and the economy will grow*

**Waikato, Student, NZ Māori**



*They are not CEOs trying to make money for the government Firm. They need to think about the people of New Zealand not their pockets. Citizens of NZ are suffering in the hands of this government*

**Northland, Working full time NZ Māori**



*The economy is tanking and requires innovative investment not arbitrary cuts which is impacting on those the need services and business confidence*

**Wellington, Working full time NZ Māori**

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

**Base:** Aug '24 (n=288)

# #4 ISSUE – CRIME / LAW & ORDER

The National Party continues to be seen as the most capable of managing *crime / law & order* by a sizeable margin, with the proportion of New Zealanders who hold this view increasing slightly (by 2%) from the previous wave. Meanwhile, confidence in the Labour Party for managing this issue remains unchanged.

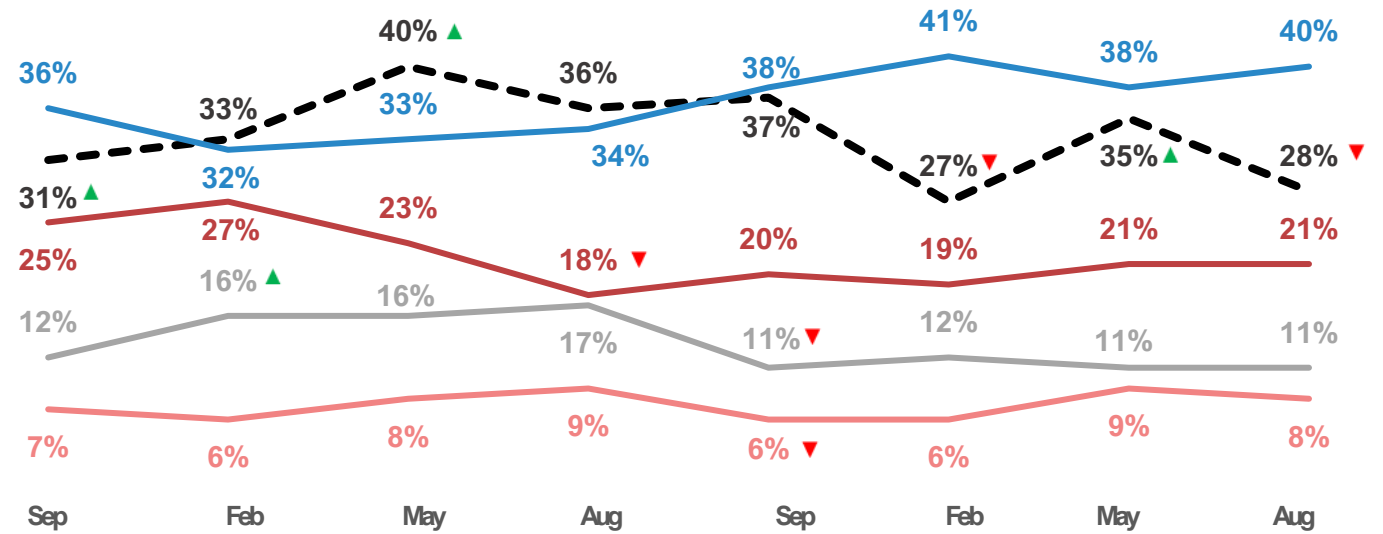


Concern for *crime / law & order* significantly decreased this wave, making it the 4th most important issue for New Zealanders.

New Zealanders continue to believe that National is the most capable of managing this issue, with 40% expressing confidence in the party.

Compared to the general population, those aged over 50 (36%) and retirees (38%) are significantly more likely to identify *crime / law and order* as a key issue.

Those aged under 50 (22%), are significantly less likely to identify *crime / law and order* as a key issue.



	Sep 2022	Feb 2023	May 2023	Aug 2023	Sep 2023	Feb 2024	May 2024	Aug 2024
New Zealand First	3%	4%	4%	4%	5%	4%	4%	4%
Green Party	4%	2%	3%	3%	6%	5%	5%	6%
ACT	10%	10%	11%	12%	10%	8%	8%	7%
Te Pāti Māori	2%	2%	2%	2%	4%	4%	3%	2%
Other	1%	1%	1%	1%	1%	1%	1%	1%

--- Issue      — National Party      — Labour Party      — Don't know      — None

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

Base: Total sample – Aug '24 (n=1,005), May '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), May '23 (n=1,002), Feb '23 (n=1,002), Sep '22 (n=1,000)

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

# #5 ISSUE – HOUSING / PRICE OF HOUSING

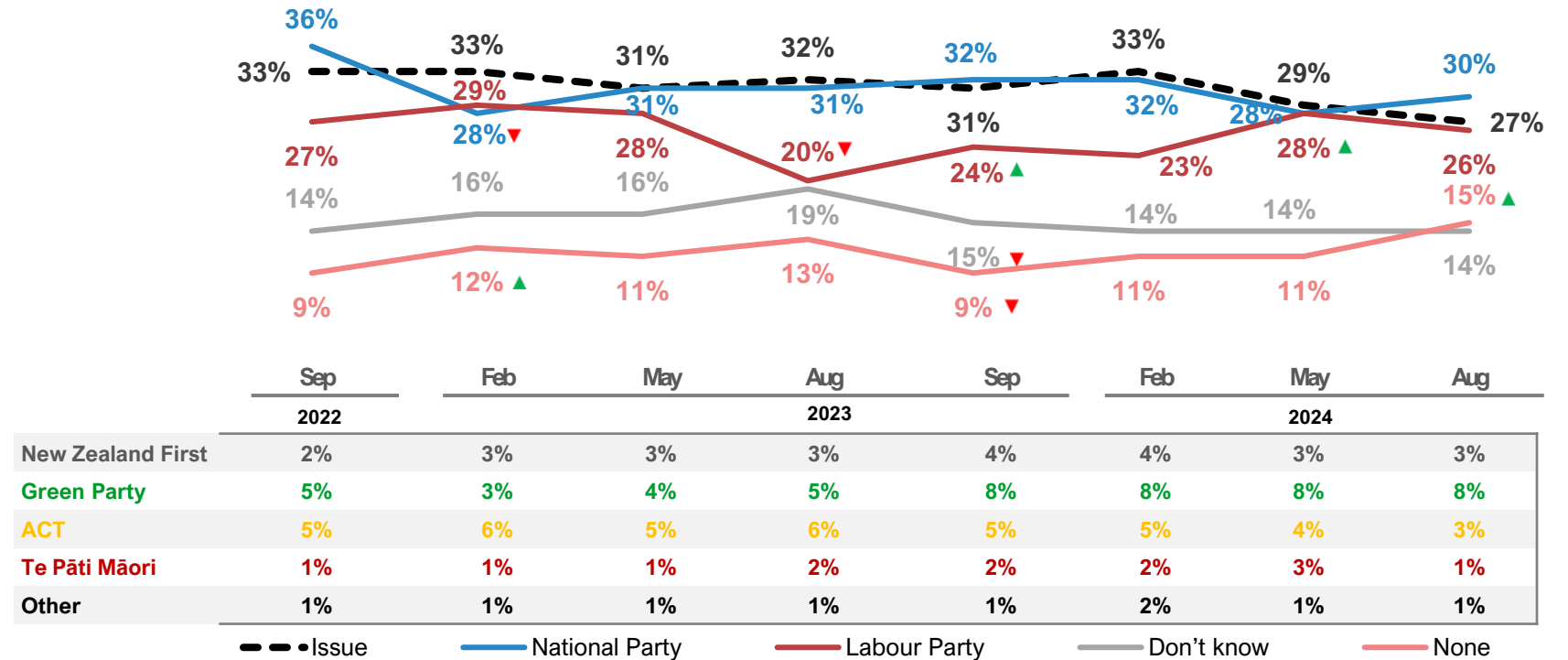
The National Party has regained its position as the party perceived most capable of managing *housing / price of housing*. Notably, however, there has been a significant increase in the proportion of New Zealanders who believe that no party monitored can manage this issue.



*Housing / the price of housing* is the 5<sup>th</sup> most important issue to New Zealanders this wave. Notably, concern for this issue is at its lowest level since measurement started in February 2018.

Confidence in Labour to manage this issue has decreased slightly, whereas confidence in National has increased slightly, resulting in a 4-point gap between the two parties.

New Zealanders aged over 50 (22%) are significantly less likely to mention *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: Total sample – Aug '24 (n=1,005) May '24 (n=1,001), Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), May '23 (n=1,002) Feb '23 (n=1,002), Sep '22 (n=1,000)

# COMPARING NEW ZEALAND'S ISSUES TO AUSTRALIA'S

# TOP-10 ISSUES – NEW ZEALAND VS AUSTRALIA



*Inflation / cost of living* remains the number one issue in both New Zealand and Australia, selected by over half of respondents as the top issue in both countries.

Australians continue to be more concerned about *housing* (42%) compared to New Zealanders (27%), while New Zealanders are more concerned about *healthcare* (40%) compared to Australians (28%).

Both Australians and New Zealanders have similar levels of concern around *crime* (23% and 28% respectively) and *the economy* (27% and 29% respectively)

1	Inflation / cost of living	56%
2	Healthcare / hospitals	40%
3	The economy	29%
4	Crime / Law & order	28%
5	Housing / price of housing	27%
6=	Climate change	18%
6=	Poverty / inequality	18%
8	Unemployment	13%
9	Education	10%
10	Household debt / personal debt	9%

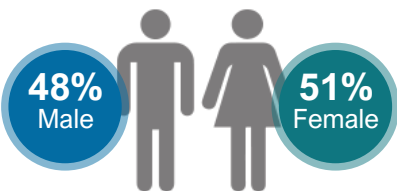
1	Cost of living	63%
2	Housing	42%
3	Healthcare	28%
4	The economy	27%
5	Crime	23%
6=	Poverty	13%
6=	Immigration	13%
6=	Petrol Prices	13%
9	Environment	12%
10	Unemployment	10%

Base: Total sample – Aug '24 New Zealand (n=1,005), July '24 Australia (n=1,000)

# SAMPLE DEMOGRAPHICS – AUG 2024

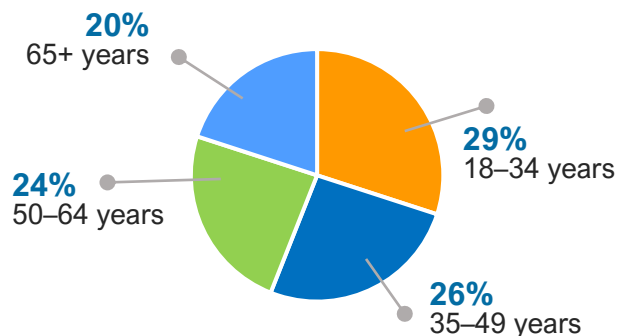


**1,005 respondents**  
were interviewed online in May via  
online panels



The precision of Ipsos  
online polls is calculated  
with a credibility interval  
with a poll of 1,005  
accurate to +/- 3.5  
percentage points

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



## Employment status

**48%** Full-time  
**16%** Retired  
**11%** Part-time  
**7%** Self-employed

**6%** Not in paid work but  
seeking work  
**6%** Not in paid work &  
not seeking work  
**6%** Student

## Sample sizes over time

- Feb '18 (n=610)
- Jul '18 (n=611)
- Oct '18 (n=610)
- Mar '19 (n=614)
- Apr '19 (n=615)
- Jul '19 (n=610)
- Nov '19 (n=610)
- Mar '20 (n=610)
- May '20 (n=1,000)
- Jul '20 (n=1,000)
- Sep '20 (n=1,000)
- Nov '20 (n=1,001)
- Feb '21 (n=1,000)
- Jun '21 (n=1,003)
- Oct '21 (n=1,003)
- Feb '22 (n=1,004)
- May '22 (n=1,000)
- Sep '22 (n=1,000)
- Feb '23 (n=1,002)
- May '23 (n=1,002)
- Aug '23 (n=1,148)
- Sep '23 (n=1,000)
- Feb '24 (n=1,001)
- May '24 (n=1,001)
- Aug '24 (n=1,005)

# 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

**Samantha Grigg**

Research Manager

**Sanjay Kalyanaraman**

Research Executive

# 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](http://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**

