

THE IPSOS NEW ZEALAND ISSUES MONITOR

An Ipsos Survey – June 2021

GAME CHANGERS



THE IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

Background information

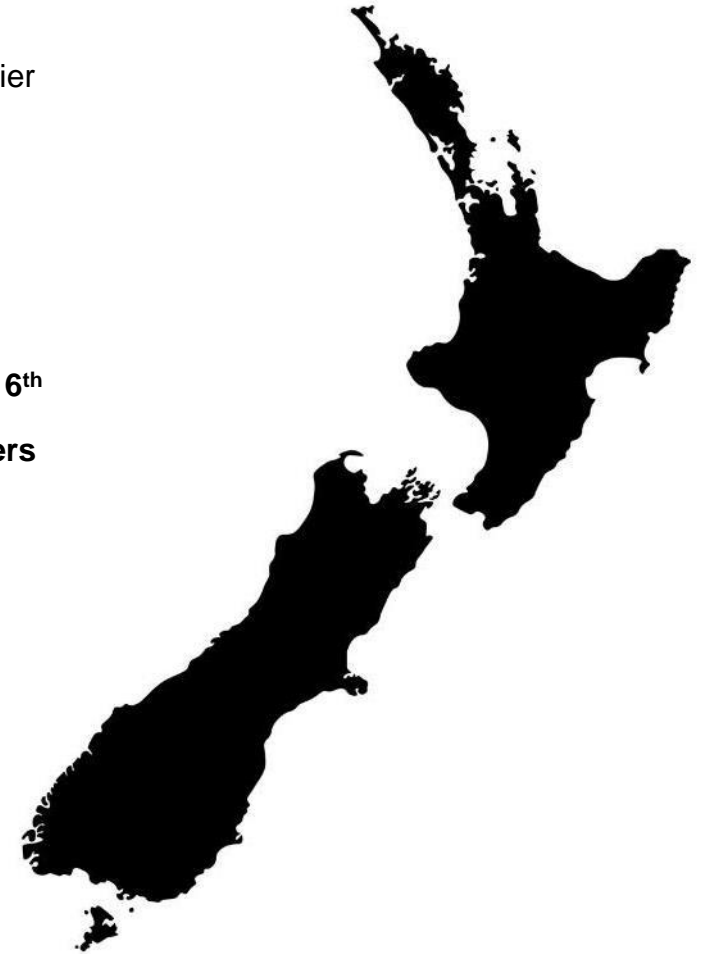
At Ipsos, we are passionately curious about people, markets, brands and society. We make our changing world easier and faster to navigate and inspire clients to make smarter decisions. As Ipsos and our previous brands we have operated in New Zealand since 1992.

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 31st May to 6th June we conducted fieldwork for our 14th Ipsos NZ Issues Monitor report with a total of 1,003 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 Carin Hercock – phone: 09 538 0500 or email: carin.hercock@ipsos.com or Amanda

Dudding – phone: 04 974 8631 or email: amanda.dudding@ipsos.com



THE IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

The media context: What was making New Zealand news late May to early June?

Housing: Growth in national property value slows, but Wellington ticks over \$1 million mark

01/06/2021

Jamie Ensor



Newshub – 1 June 2021

NEW ZEALAND / POLITICS

Housing Minister Woods and PM Ardern speak at new social housing developments

1:40 pm on 3 June 2021

Share this

RNZ – 3 June 2021

Housing: Mortgage rates to rise again, fears recent home buyers at risk

27/05/2021

Madison Reidy



Newshub – 27 May 2021

Waikato DHB ransomware attack: Half of servers restored in past four days

8:29 pm on 2 June 2021

Share this

RNZ – 2 June 2021

Covid 19 coronavirus: Victoria lockdown - 10,000 contacts ordered into isolation

27 May, 2021 03:16 PM

6 minutes to read

NZ Herald – 27 May 2021

Waikato nurses to go ahead with national strike as DHB recovers from cyber attack

Libby Wilson · 15:21, Jun 03 2021



Stuff – 3 June 2021

Nearly a third of high school students face housing deprivation in NZ — survey

WED, JUN 2 • SOURCE: 1 NEWS



TVNZ – 2 June 2021

KEY FINDINGS – JUNE 2021



Despite a decrease since February, concerns around *housing* remain high with **53%** mentioning it as an important issue facing New Zealand, twice more than any other issue. The next most important issues are *healthcare / hospitals* and *cost of living*, both at 27% each.



The government's performance rating soared during the height of the pandemic (*May '20: 7.6*) but has continued to decline for the past couple of waves (*Jun '21: 6.4*). However, it remains higher than pre-pandemic levels (*Mar '20: 5.8*).

Labour remains the party perceived to be most capable of handling most of the issues facing New Zealanders.



New Zealand vs Australia

Whilst *housing* is the top concern in New Zealand (53%), it is a concern for just 26% of Australians.

Healthcare (38%) and *economy* (34%) are the top issues in Australia; these two issues are 2nd and 5th respectively in New Zealand.

Concerns around *cost of living* (27%) and *crime / law* (21%) are similar across the both countries.

Unemployment has dropped off the top 10 in New Zealand (11%) but remains a key issue in Australia (24%).

KEY FINDINGS – HOUSING

Personal impact of the housing situation

Though 53% of New Zealanders acknowledge *housing* is the main issue facing the country, **37% claim to be personally impacted by it**. This increases to:

- 58% for tenants
- 54% for Māori
- 51% for those aged under 50 years
- 49% for those who live in Auckland

Tenants: in the last 12 months...

Tenants are the most impacted and have taken the following key actions to cope with the housing situation:

41% admit they have been struggling to save enough money for a deposit

31% decided not to move even when they wanted to due to house / rental prices

15% moved in with extended family to share costs

15% decided to move / live further away than where they would have wanted to live due to rental / house prices

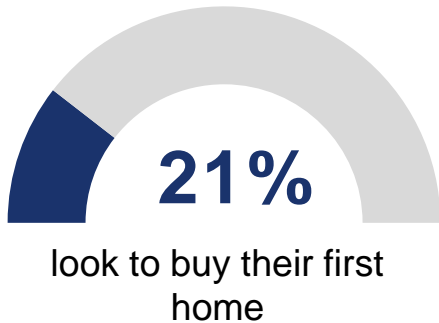
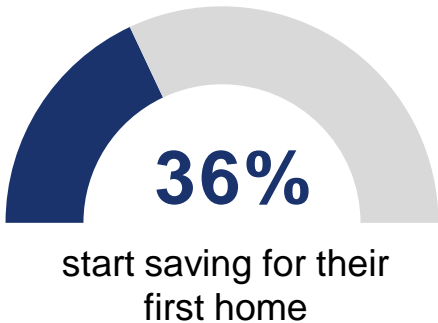
Key concerns

In terms of the issues faced in the housing space, *housing affordability / prices* and *high rental costs* emerged as the key aspects:

Houses not affordable	35%
High / increasing house prices	27%
High / rising rents	22%
Housing / rental shortage	13%
Renting not affordable	12%
Difficulty arranging a deposit	10%

Tenants: In the next 12 months...

Tenants are significantly more likely to:



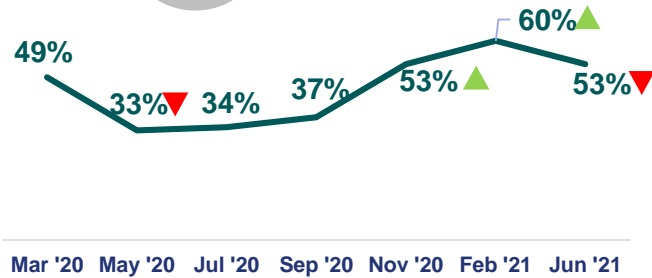
KEY FINDINGS – THE TOP ISSUES

Concerns for housing remain high despite a drop since Feb '21. Concerns surrounding the economy increased significantly during the pandemic peak & while they have decreased since then, they still remain higher than pre-pandemic levels. Concerns around healthcare & crime / law have increased.

#1



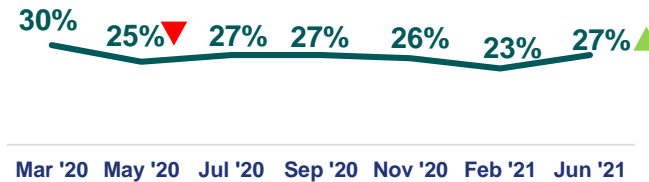
Housing



#2=



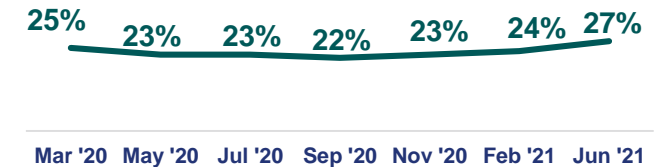
Healthcare / hospitals



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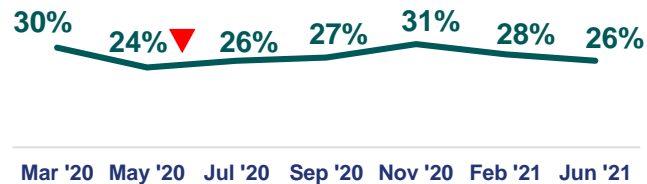
Inflation / cost of living



#4



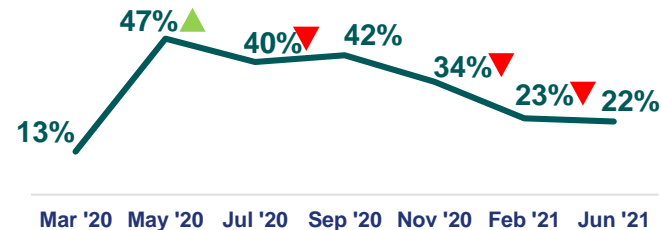
Poverty / inequality



#5



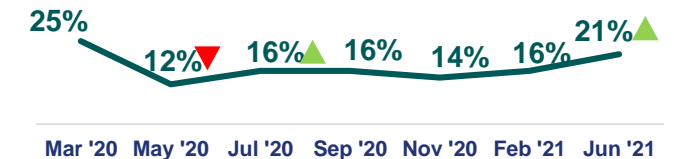
Economy



#6



Crime / law



THE TOP ISSUES

The most important issues facing
New Zealand today

THE MOST IMPORTANT ISSUES FACING NEW ZEALAND

(June '21)

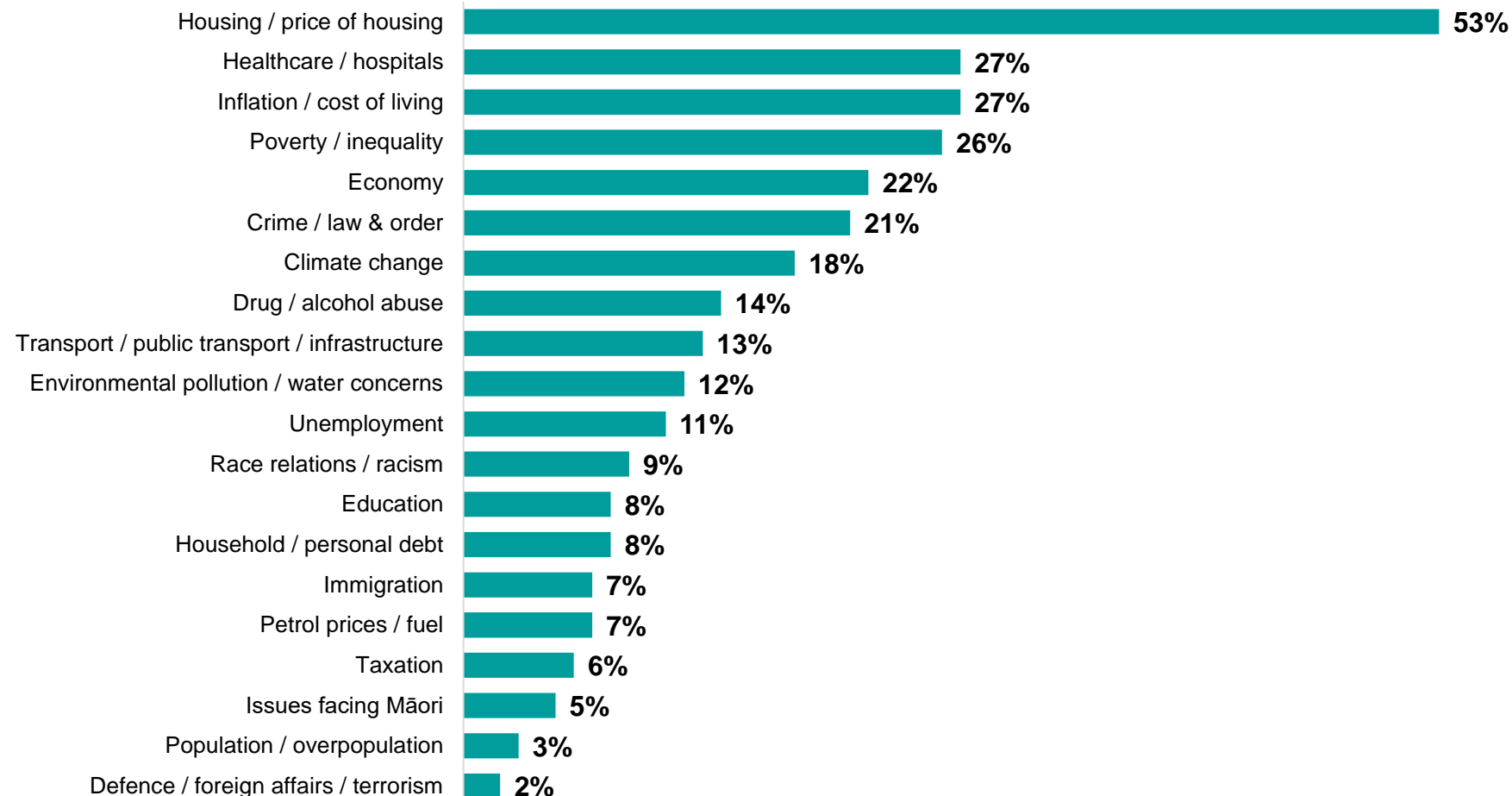


The *economy* is a greater worry for men (27%), whereas women are more concerned about *poverty / inequality* (32%) and *cost of living* (32%).

Concerns for *healthcare* increase with age – 50–64 years (36%) and 65+ years (46%).

18-34-year-olds are more worried by the *cost of living* (36%) and *unemployment* (19%).

Transport / infrastructure is a bigger issue for Aucklanders (20%) compared to rest of New Zealand (9%).



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

Base: Total sample (n=1,003)

TOP-5 ISSUES

Housing remains the top issue. Healthcare & cost of living jointly occupy the second position, while economy continues to slip post-COVID peak period.

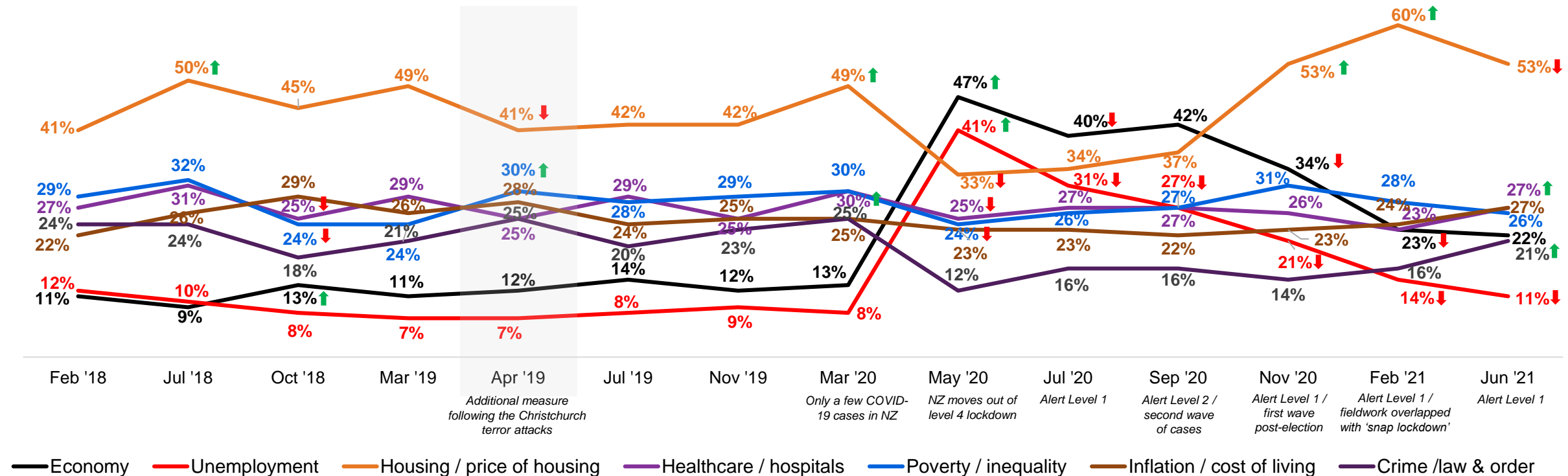
	MAR '20 (n=610)	MAY '20 (n=1,000)	JUL '20 (n=1,000)	SEP '20 (n=1,000)	NOV '20 (n=1,001)	FEB '21 (n=1,000)	JUN '21 (n=1,003)
1	Housing / Price of Housing 49%	Economy 47%	Economy 40%	Economy 42%	Housing / Price of Housing 53%	Housing / Price of Housing 60%	Housing / Price of Housing 53%
2	Healthcare / Hospitals 30%	Unemployment 41%	Housing / Price of Housing 34%	Housing / Price of Housing 37%	Economy 34%	Poverty / inequality 28%	Healthcare / Hospitals 27%
3	Poverty / Inequality 30%	Housing / Price of Housing 33%	Unemployment 31%	Unemployment 27%	Poverty / Inequality 31%	Inflation / Cost of Living 24%	Inflation / Cost of Living 27%
4	Inflation / Cost of Living 25%	Healthcare / Hospitals 25%	Healthcare / Hospitals 27%	Healthcare / Hospitals 27%	Healthcare / Hospitals 26%	Economy 23%	Poverty / inequality 26%
5	Crime / Law 25%	Poverty / Inequality 24%	Poverty / Inequality 26%	Poverty / Inequality 27%	Inflation / Cost of Living 23%	Healthcare / Hospitals 23%	Economy 22%
	Only a few COVID-19 cases in NZ	NZ moves out of level 4 lockdown	Alert Level 1	Alert Level 2 (second wave of cases)	Alert Level 1 / first wave post-election	Alert Level 1 / fieldwork overlapped with 'snap lockdown'	Alert Level 1

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

Base: 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

Concerns for housing remain significantly higher than for other issues despite a decline from Feb '21. Concerns about healthcare & crime / law have increased this wave, while economy & unemployment continue to decline.



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

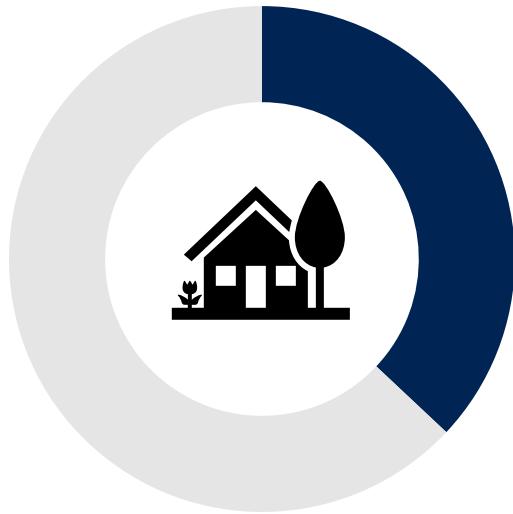
Base: Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001), Sep '20 (n=1,000), Jul '20 (n=1,000), May '20 (n=1,000), Mar '20 (n=610), Nov '19 (n=610), Jul '19 (n=610), Apr '19 (n=615), Mar '19 (n=614), Oct '18 (n=610), Jul '18 (n=611), Feb '18 (n=610)

HOUSING

Since housing is by far the most important issue since we began tracking in 2018, we asked New Zealanders a few questions regarding the personal impact of this issue, their experiences / actions taken and future intentions in this space.

HOUSING ISSUES

Over a third are personally impacted by the housing issues facing New Zealand. Housing affordability / prices & high rental costs are the key issues.



37%

of New Zealanders are personally affected by the housing issues facing New Zealand.



Tenants (58%) are more likely to be affected by housing issues.



Māori (54%) are more likely to be affected by housing issues.



Those aged **18–49** (51%) are more likely to be affected by housing issues than those **aged 50+** (20%).



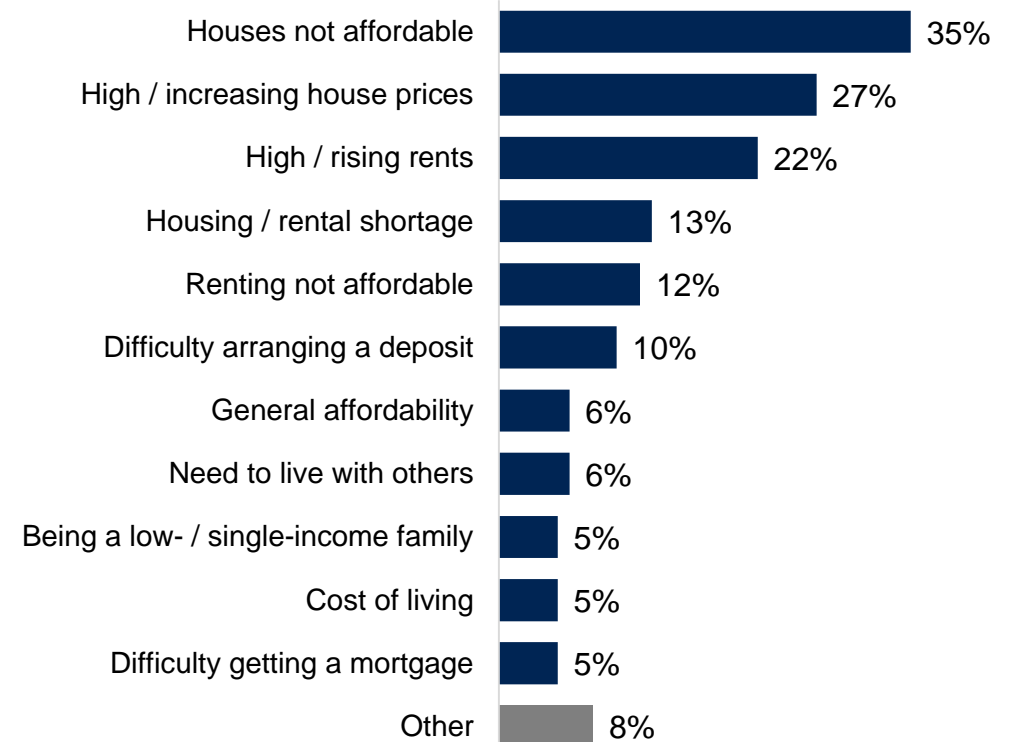
49% of **Aucklanders** report that they are personally affected by housing issues in NZ; just 28% of people in **Christchurch** say the same.

Q: Are you personally affected by the housing issues facing New Zealand?

Base: Total sample (n=1,003)

12 – © Ipsos | NZ Issues Monitor

Housing issues faced by New Zealanders

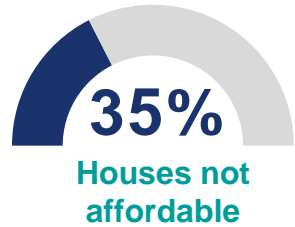


Q: Please describe the housing issues you are personally facing in as much detail as possible.

Base: Those personally impacted by housing issues (n=369)

HOUSING ISSUES

Affordability (*high prices*) & high rental costs are the main concerns.



Price of housing does not allow young people to get into the housing market without massive support and costs. Too many investors buying too many houses."

18–34 years, Female, Full-time employment, Canterbury



Price increase has set me back 3 times last year. Both of us had to work hard to achieve housing goal and sacrifice our and family time."

35–49 years, Male, Full-time employment, Auckland



Houses cost too much and paying off a mortgage or starting to engage in the property market seems unrealistic."

18–34 years, Female, Student, Wellington



Cost of trying to buy a home in or near any major towns is way too expensive. Trying to save a 20% is unrealistic when paying high rental prices."

18–34 years, Male, Full-time employment, Canterbury



The house price is so high that I can't afford to make a purchase and I don't know when I'll be able to own a house."

35–49 years, Male, Full-time employment, Canterbury



We are unable to afford to purchase so must rent for the rest of our lives as I am too old for a mortgage even though we can meet payments."

65+ years, Male, Retired, West Coast



I rent from a private landlord and my rent has increased by 60%. I can't afford this and can't afford the extremely high rents in Napier, so I've applied for social housing. I am extremely stressed and worried because the waiting lists are extremely long and it's taking 7 weeks for assessor in my area to make a phone call to applicants just to assess us. The accommodation supplement is nowhere near enough for my area."

50–64 years, Female, Part-time employment, Hawke's Bay



Rent increase late last year made my rent go from \$480 to \$530; I'm fearful of another rent increase this year as well, which would make it near impossible for me to save for my first home."

18–34 years, Female, Not in paid work but seeking work, Wellington



Landlord has increased rent multiple times already since lockdown even though the house we are living in isn't worth that price."

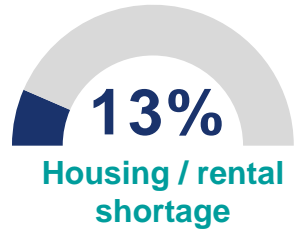
18–34 years, Female, Not in paid work but seeking work, Auckland

Q: Please describe the housing issues you are personally facing in as much detail as possible.

Base: Those personally impacted by housing issues (n=369)

HOUSING ISSUES

A few also mentioned the difficulty arranging a deposit & housing shortage.



Don't have enough houses available, so many families living together because of lack of houses."
18–34 years, Female, Full-time employment, Bay of Plenty



The area where I am living is becoming over-populated. I am a renter and with this higher demand for housing I am afraid because I live in a rental; my landlord would want to sell this house."
18–34 years, Female, Full-time employment, Auckland



I am having difficulty in obtaining a house myself due to the lack of houses and the price of rent."
18–34 years, Male, Student, Canterbury



The rent cost was way too expensive, resulting in me moving out of my apartment room and back to boarding with my parents again."
18–34 years, Male, Student, Auckland



It's so hard to find rentals that are affordable. If you are lucky enough to find one, it feels near impossible to get because of all the other people like me trying to apply."
18–34 years, Female, Student, Waikato



Currently looking for a new rental as rent increase made it unaffordable for me and lack of rentals I can afford."
35–49 years, Female, Not in paid work but seeking work, Wellington



Can't afford to pay rent and save for deposit for a property."
35–49 years, Male, Self-employed, Canterbury



We are renting and struggling to get in the housing market because of the deposit required on the overpriced houses, even though our gross annual household income is \$165,000."
35–49 years, Female, Full-time employment, Auckland



High rents; inability to afford a house and house prices are rising faster than I can accumulate a deposit."
18–34 years, Male, Full-time employment, Wellington

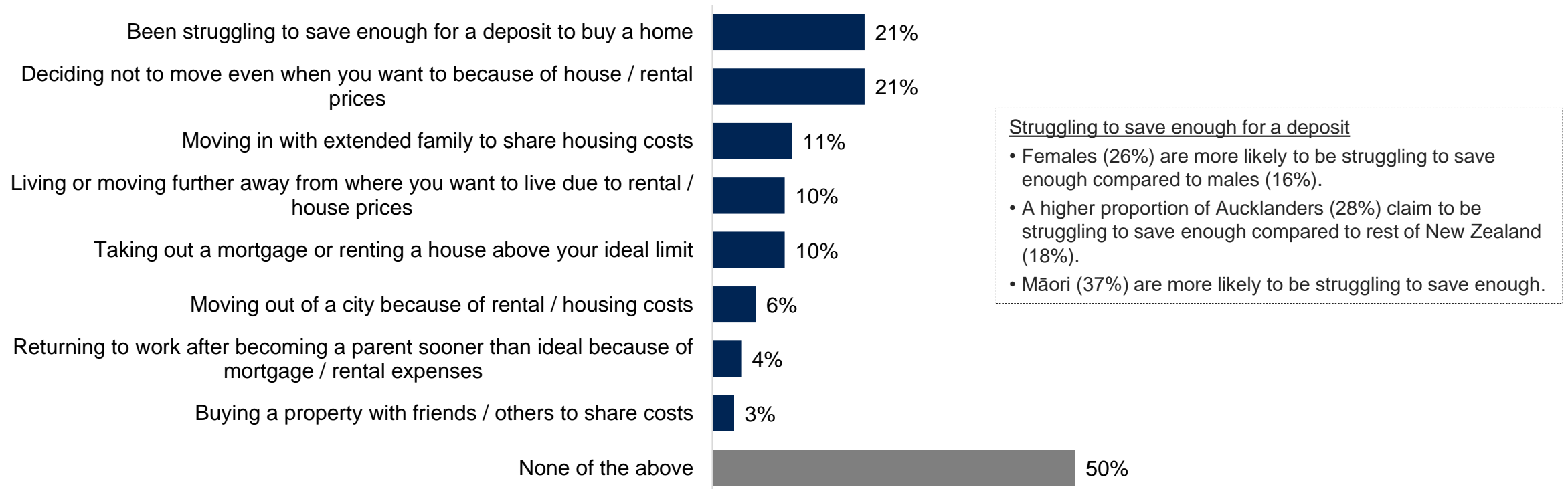
Q: Please describe the housing issues you are personally facing in as much detail as possible.

Base: Those personally impacted by housing issues (n=369)

HOUSING ISSUES

Over the last year, half of all New Zealanders have either been struggling to save for a deposit or taken some (often unfavourable) actions to deal with their housing situation.

Over the last year, which of the following have applied to you?



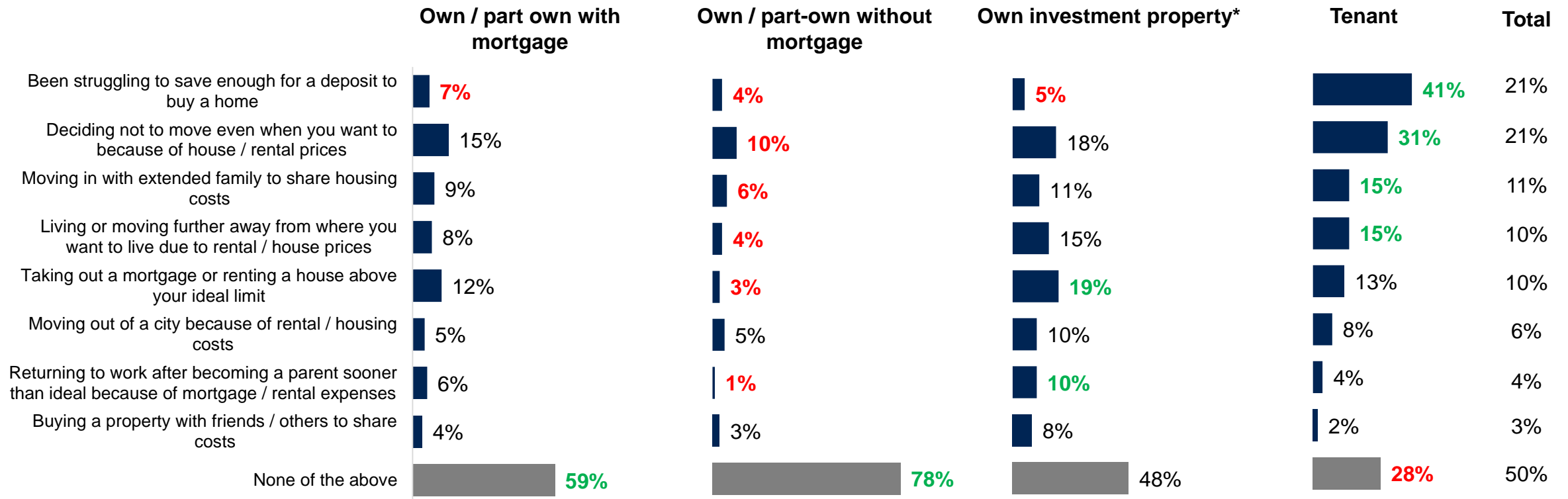
Q: Over the last year, which of the following, if any, have applied to you:

Base: Total sample (n=1,003)

HOUSING ISSUES

Tenants are more likely to struggle to save enough for a deposit. They are also more likely to not move despite wanting to do due to house / rental prices, to move in with extended family to share costs or move further away from where they want to live due to rental / house prices.

Over the last year, which of the following have applied to you?



Q: Over the last year, which of the following, if any, have applied to you:

Base: Total sample (n=1,003); own / part own with mortgage (n=269), own / part own without mortgage (n=231), own investment property (n=76), tenant (n=395)

Note: *Own investment property = Those who own / part own another residential property

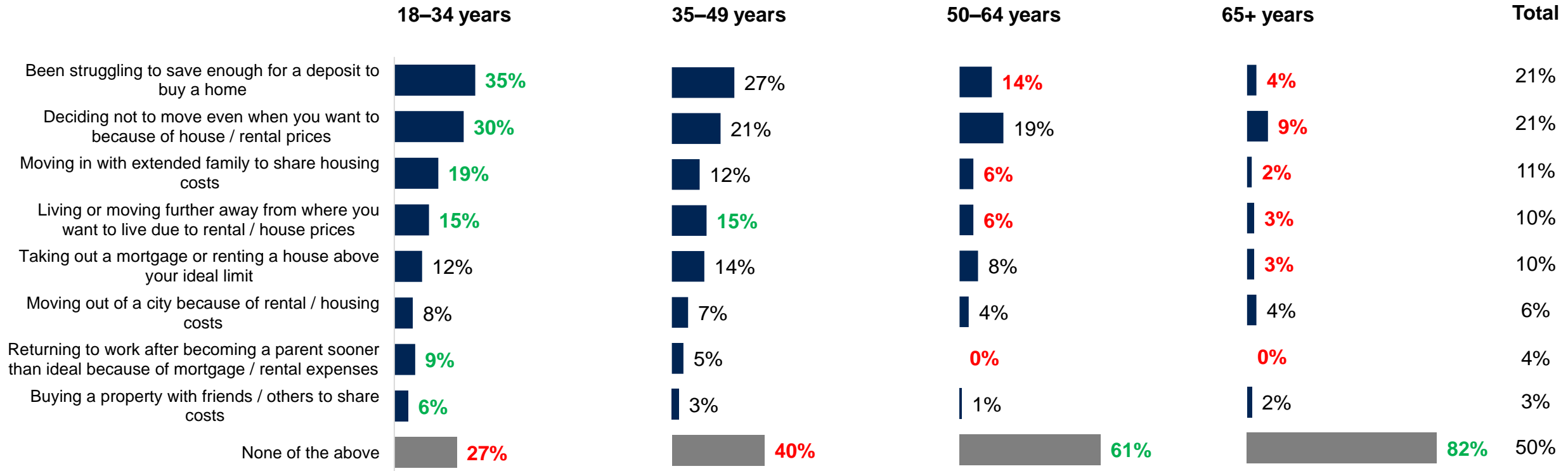
16 – © Ipsos | NZ Issues Monitor

Green / red indicates significantly higher / lower compared to total

HOUSING ISSUES

Younger New Zealanders are more likely to be impacted than older New Zealanders.

Over the last year, which of the following have applied to you?



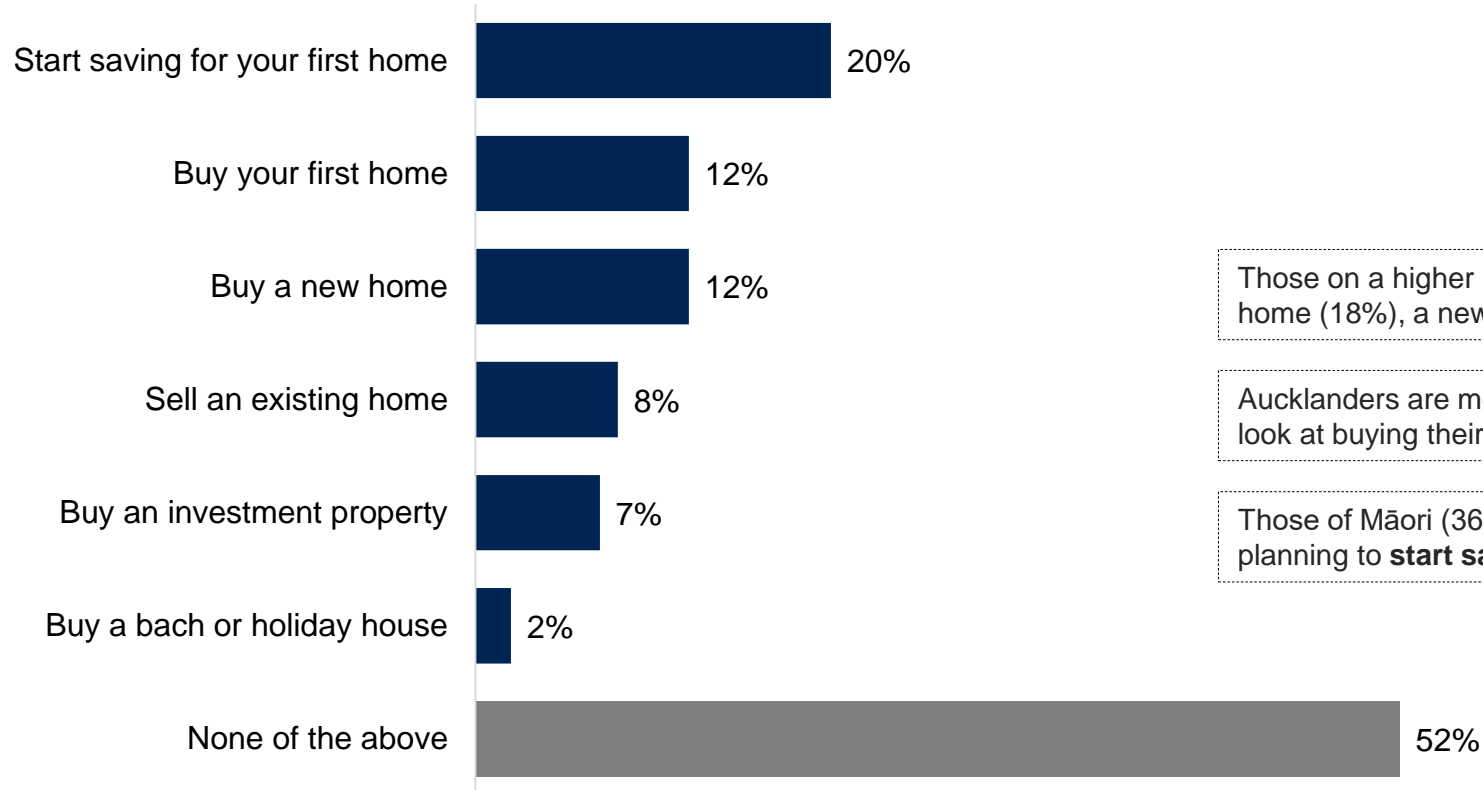
Q: Over the last year, which of the following, if any, have applied to you:

Base: Total sample (n=1,003); 18–34 years (n=294), 35–49 years (n=256), 50–64 years (n=248), 65+ years (n=205)

HOUSING ISSUES

In the next 12 months, 1 in 5 New Zealanders plan to start saving for their first home.

In the next 12 months, are you looking to...



Those on a higher income* are more likely to be looking to buy a first home (18%), a new home (18%) or an investment property (14%).

Aucklanders are more likely to start saving for their first home (27%) or look at buying their first home (17%) or an investment property (13%).

Those of Māori (36%) and Asian (33%) ethnicities are more likely to be planning to **start saving for their first home**.

Q: In the next 12 months are you planning to:

Base: Total sample (n=1,003). *Note: Higher income = over NZD 100,000.

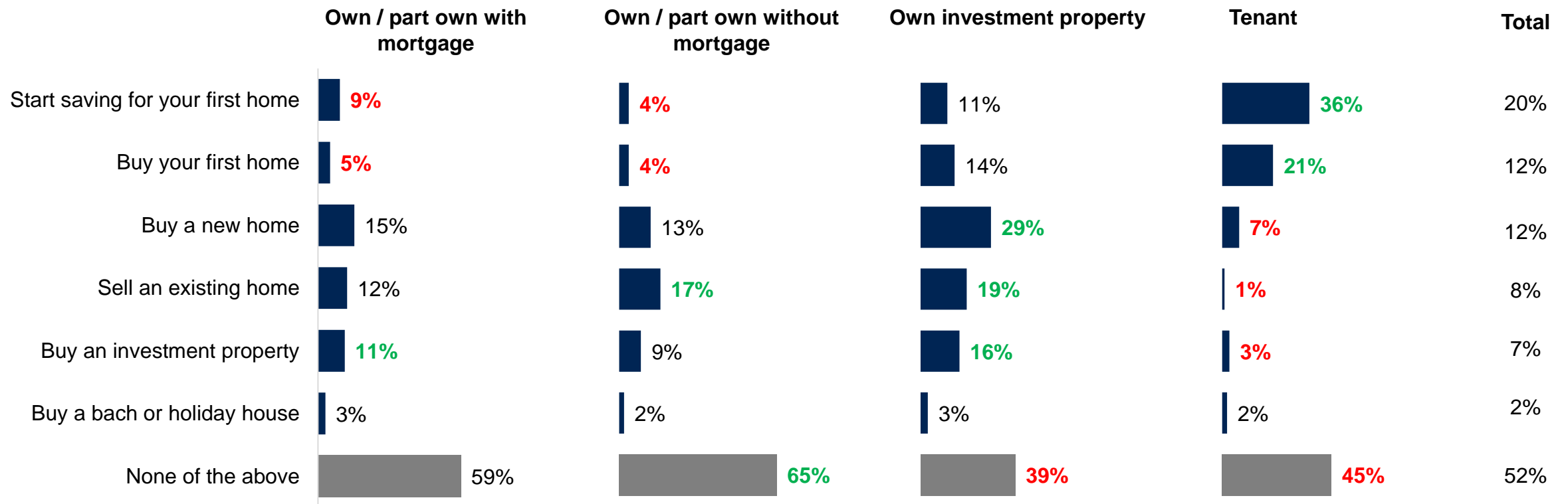
18 – © Ipsos | NZ Issues Monitor

Green / red indicates significantly higher / lower compared to total

HOUSING ISSUES

A third of tenants are likely to start saving for their first home & 21% are looking to buy their first home. Almost a third of those who already own an investment property are more likely to buy a new home.

In the next 12 months, are you looking to...



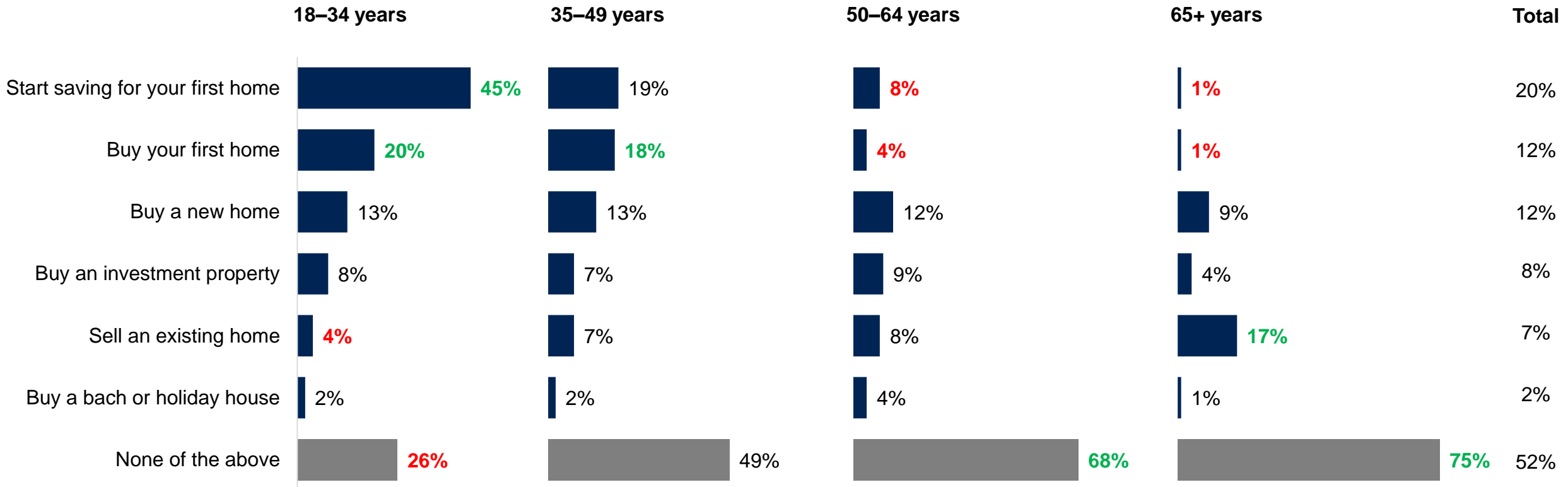
Q: In the next 12 months are you planning to:

Base: Total sample (n=1,003); own / part own with mortgage (n=269), own / part own without mortgage (n=231), own investment property (n=76), tenant (n=395)

HOUSING ISSUES

In the next 12 months, almost half of those aged 18–34 years plan to start saving for their first home & 1 in 5 of those aged 18–49 years plan to buy their first home.

In the next 12 months, are you looking to...



Q: In the next 12 months are you planning to:

Base: Total sample (n=1,003); 18–34 years (n=294), 35–49 years (n=256), 50–64 years (n=248), 65+ years (n=205)

20 – © Ipsos | NZ Issues Monitor

Green / red indicates significantly higher / lower compared to total

CURRENT GOVERNMENT PERFORMANCE

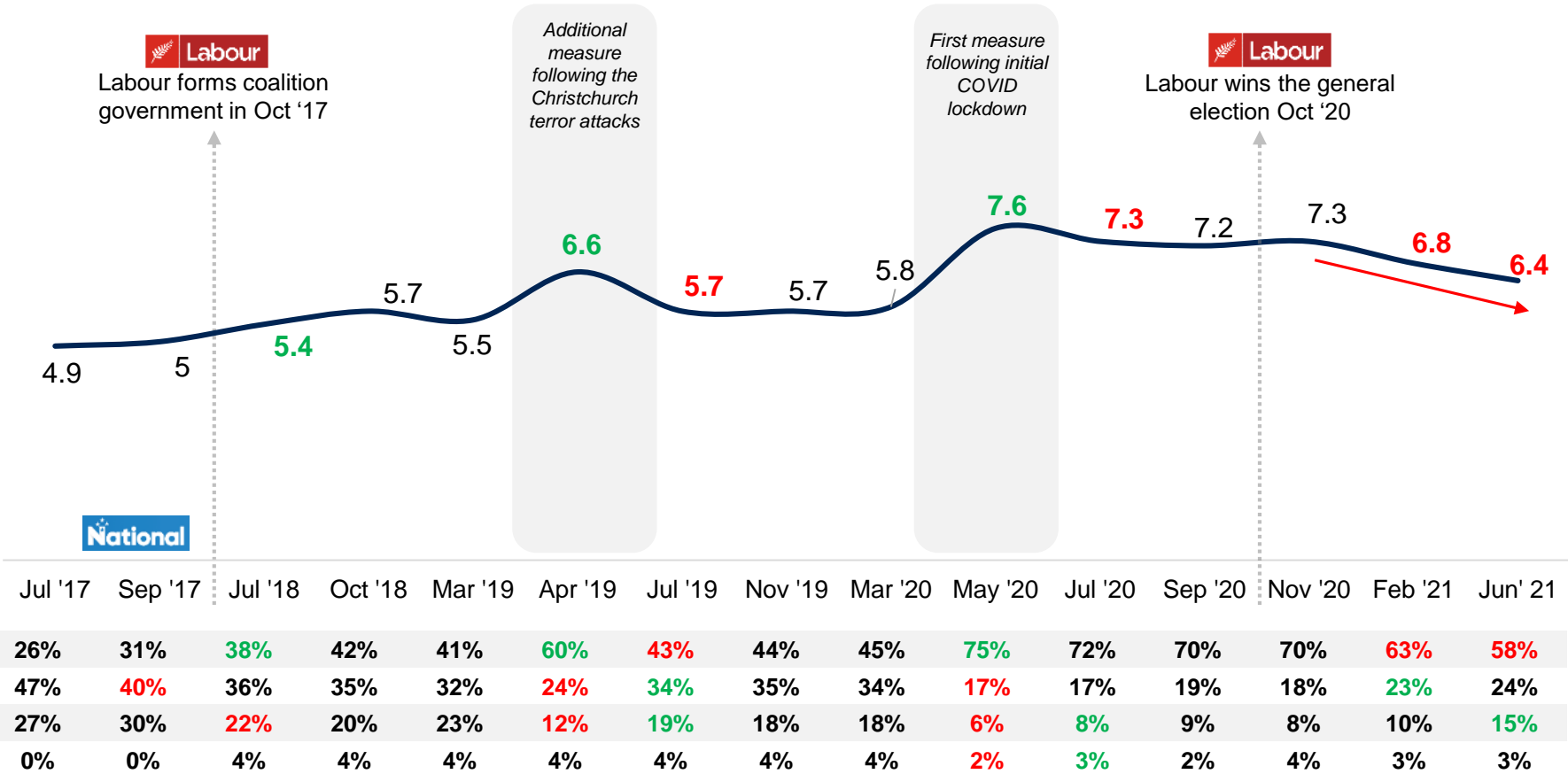
RATING OF GOVERNMENT OVER LAST 6 MONTHS

Ratings of the government’s performance continue to decline, although they are still higher than pre-pandemic levels.

58% of all respondents gave the current Labour government a rating of 7–10 out of 10 and 15% gave a rating of 0–3.

Key Demographic Differences

Females (6.7) and those aged 18–34 (6.7) are more likely to rate the government higher for its job in the past 6 months.



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: 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), Sep '17 (n=500), Jul '17 (n=501)













Green / red Indicates significant Increase / decrease in score 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 Labour Party is seen as the political party most capable of managing the majority of issues. Issues facing Māori are seen as best handled by the Māori Party.

ISSUE	POLITICAL PARTY
1: Housing / Price of Housing	 Labour
2: Poverty / Inequality	 Labour
3: Inflation / Cost of Living	 Labour
4=: Economy	 Labour
4=: Healthcare / Hospitals	 Labour
6: Climate Change	 Labour
7: Crime / Law & Order	 Labour
8: Unemployment	 Labour
9=: Drug / Alcohol Abuse	 Labour
9=: Environmental Pollution / Water Concerns	 Labour

ISSUE	POLITICAL PARTY
11: Transport / Public Transport / Infrastructure	 Labour
12: Household / Personal Debt	 Labour
13=: Education	 Labour
13=: Race Relations / Racism	 Labour
13=: Petrol Prices / Fuel	 Labour
16=: Immigration	 Labour
16=: Issues Facing Māori	 māori PARTY
18: Population / Overpopulation	 Labour
19: Taxation	 Labour
20: Defence / Foreign Affairs	 Labour

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

Base: Total sample Jun '21 (n=1,000)

#1 ISSUE – HOUSING / PRICE OF HOUSING

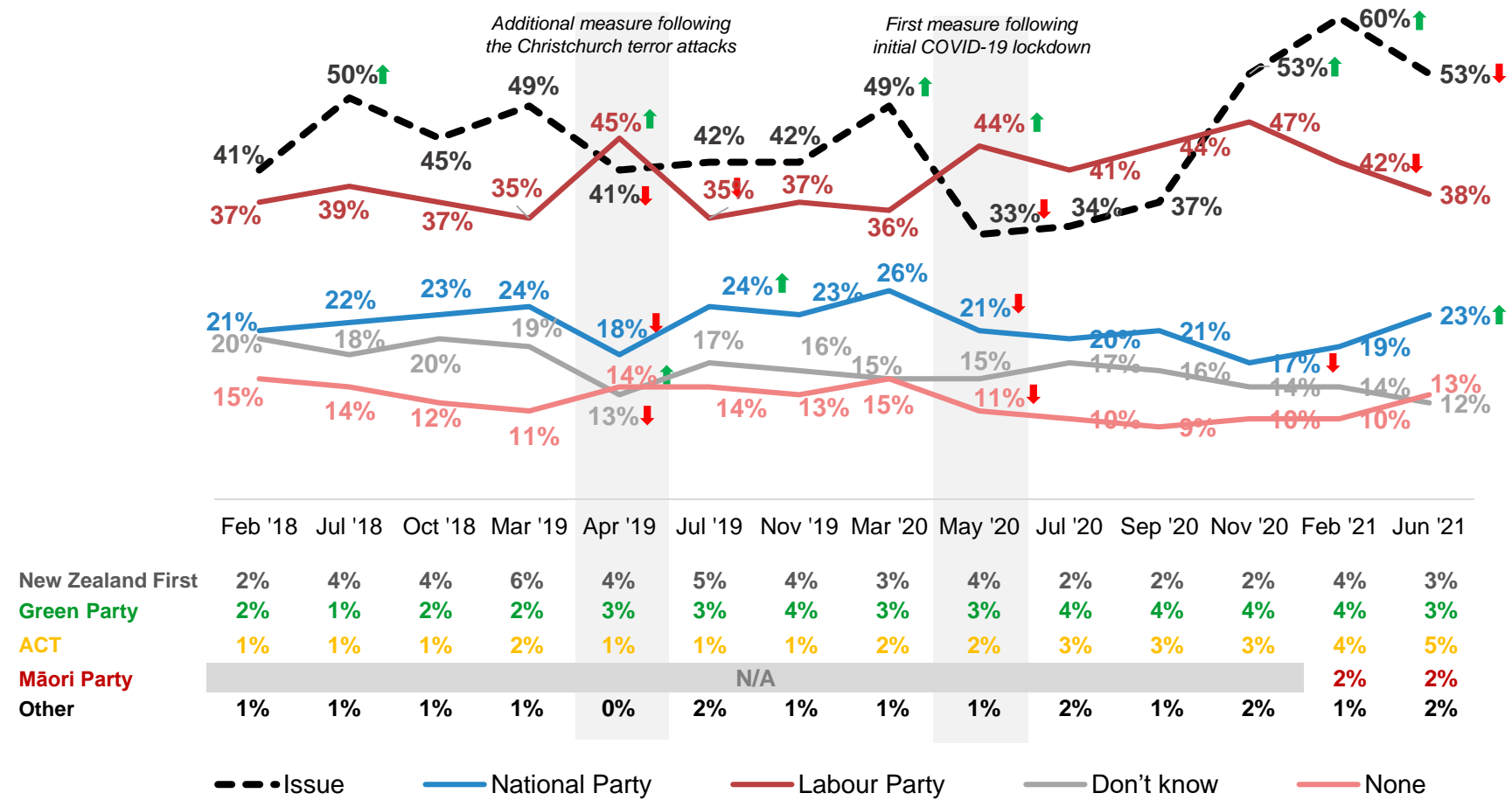
Housing continues to be the biggest issue facing New Zealanders; though Labour is perceived to be best suited to manage this issue, the gap with National has reduced.



Concerns about *housing & the price of housing* remain high as over half of New Zealanders believe this is the main issue facing the country.

Higher concerns in Wellington, with 68% selecting housing as the top issue.

Although it remains significantly higher than other parties, confidence in the Labour Party’s ability to manage this issue continues to decline.



Q: Please select the political party that you believe is most capable of managing each of the following issues: Housing / Price of Housing
Base: Approx. n=610 per wave, except for 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)



SUGGESTIONS TO IMPROVE HOUSING ISSUES

Voice of New Zealanders



Housing absolutely needs government support. If we can't control prices, then interest rates need to rise and people need fixed 30-year mortgages, not this 1-year hope for the best fiasco."

Auckland City, full-time employment, TAHI*: \$80k–\$100k



More land. Open up the crown land so we can build houses. Take the cost off the land."

Northland, not in paid work but seeking work, TAHI*: \$15k–\$30k



Rent controls nationwide and capital gains tax on housing."

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



Fund low-income households into home ownership instead of paying many millions in rental subsidies and motel costs. This would mean housing stability, more equality, less cost in the end and better outcomes for children. And yes, build more houses to do this."

West Coast, full-time employment, TAHI*: \$160k+



Build more houses and stop foreign investors buying real estate."

Wellington, student, TAHI*: Prefer not to say



Affordability of rent or buying a house needs to be tackled in a more effective way. How can we have quality of life when most of their money goes on rent?"

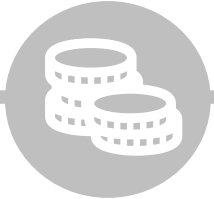
Auckland City, part-time employment, TAHI*: prefer not to say

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

Base: Total sample Jun '21 (n=1,000)

#2 ISSUE – INFLATION / COST OF LIVING

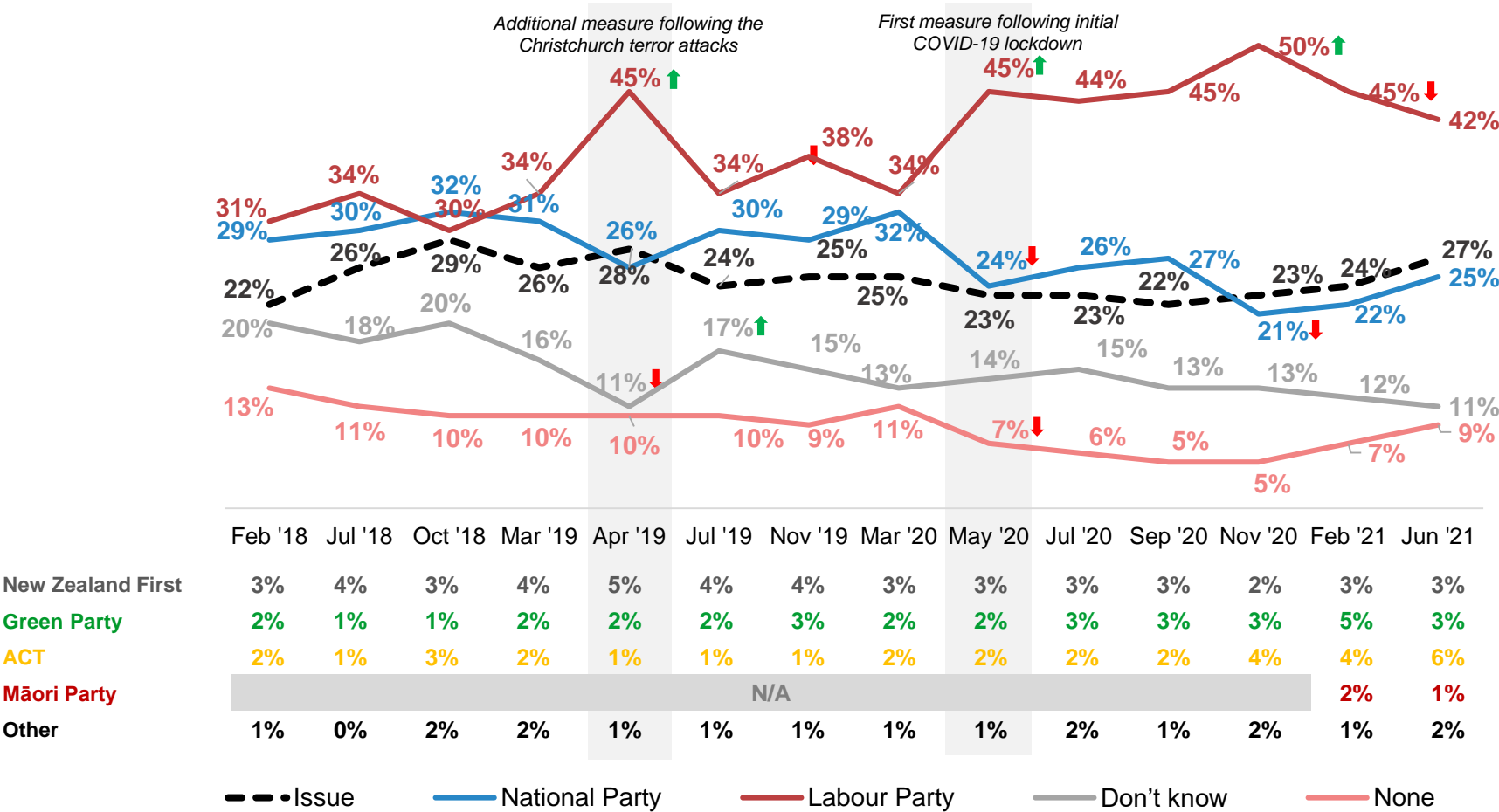
When it comes to the issue of inflation / cost of living, the Labour Party continues to be seen as most capable of handling it, despite a gradual decline over the last few waves.



About one in four New Zealanders believe *inflation / cost of living* is one of the key issues facing the country.

In the last few waves, the gap between Labour and National has decreased.

Women (32%) are also more likely to be concerned about this issue than men (22%), as are those aged under 50 years (34% vs 18% of those aged 50+ years).



Q: Please select the political party that you believe is most capable of managing each of the following issues: *Inflation / cost of living*
Base: Approx. n=610 per wave, except for 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)



#2 ISSUE – HEALTHCARE / HOSPITALS

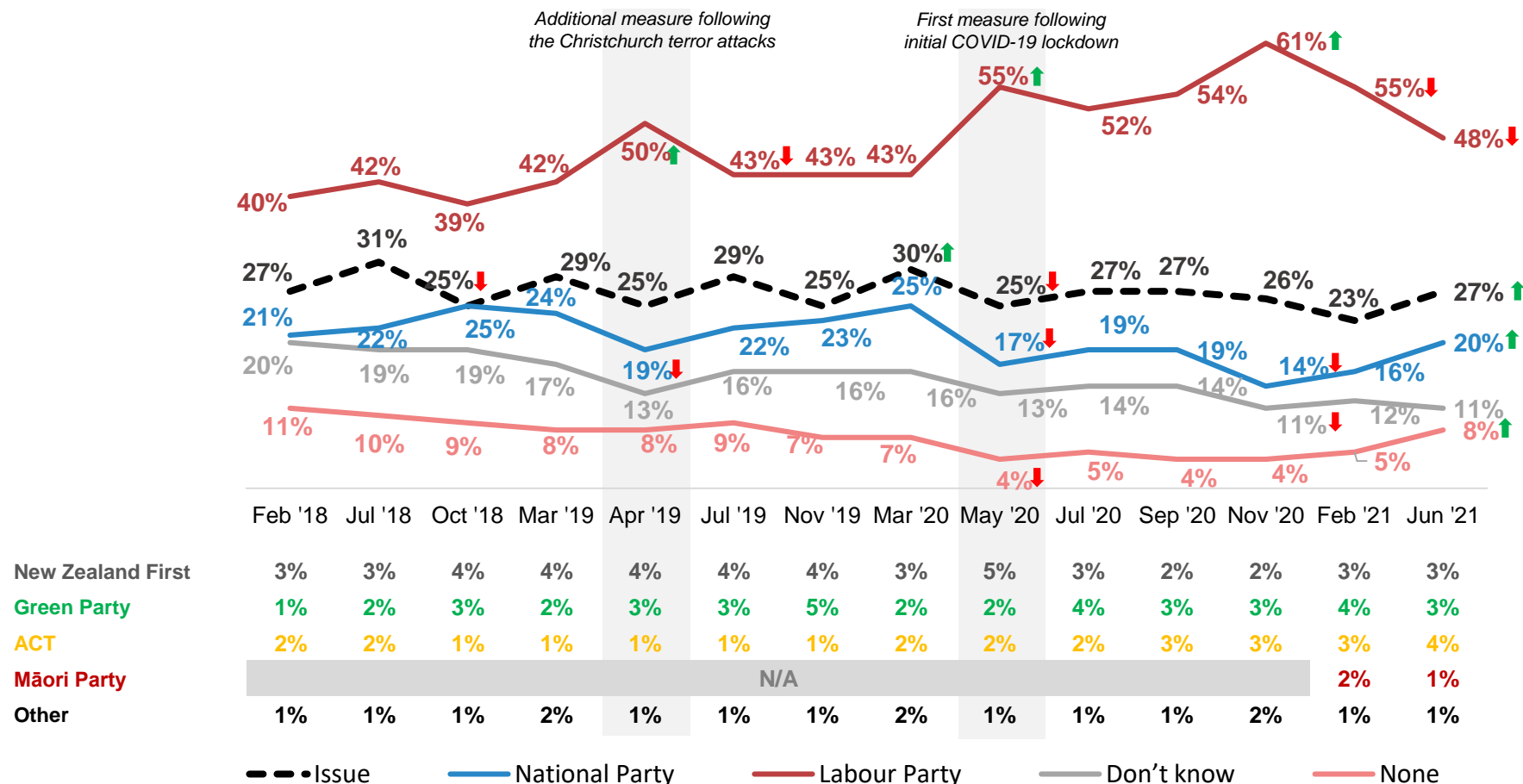
Despite a decline, the Labour Party is still seen as most capable of managing healthcare issues.



Healthcare / hospitals has been a consistently highly rated issue since surveying began in February 2018.

Despite a decrease over the last few waves in the proportion of those who see the Labour Party as most capable, a large gap remains between Labour and National.

Those aged 50+ are more likely to be concerned about healthcare / hospitals (40% vs 17% of those under 50 years).



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

Base: Approx. n=610 per wave, except for 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)

#4 ISSUE – POVERTY / INEQUALITY

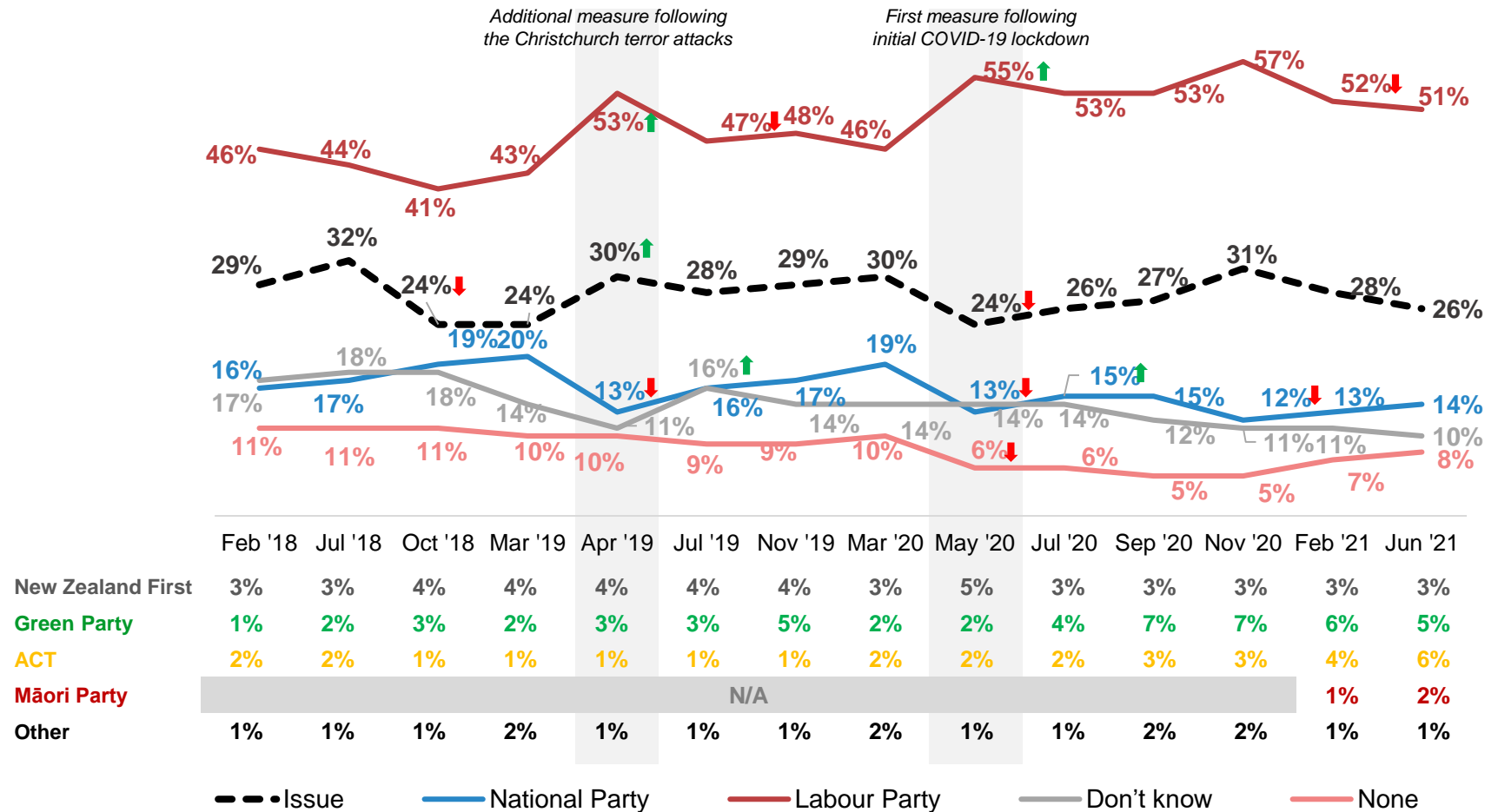
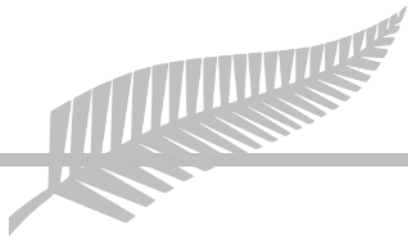
The Labour Party is seen by over half of New Zealanders as most capable to handle poverty & inequality issues.



Poverty / inequality has been one of the top-5 issues since February 2018.

Women (32%) feel more strongly about this issue compared to men (20%).

The gap between Labour and National remains wide, with 51% of New Zealanders believing that the Labour Party is most capable of handling issues of poverty and inequality (vs 14% National Party).



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

Base: Approx. n=610 per wave, except for 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)

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↑ ↓ Indicates significant increase / decrease in score compared to the previous wave

#5 ISSUE – ECONOMY

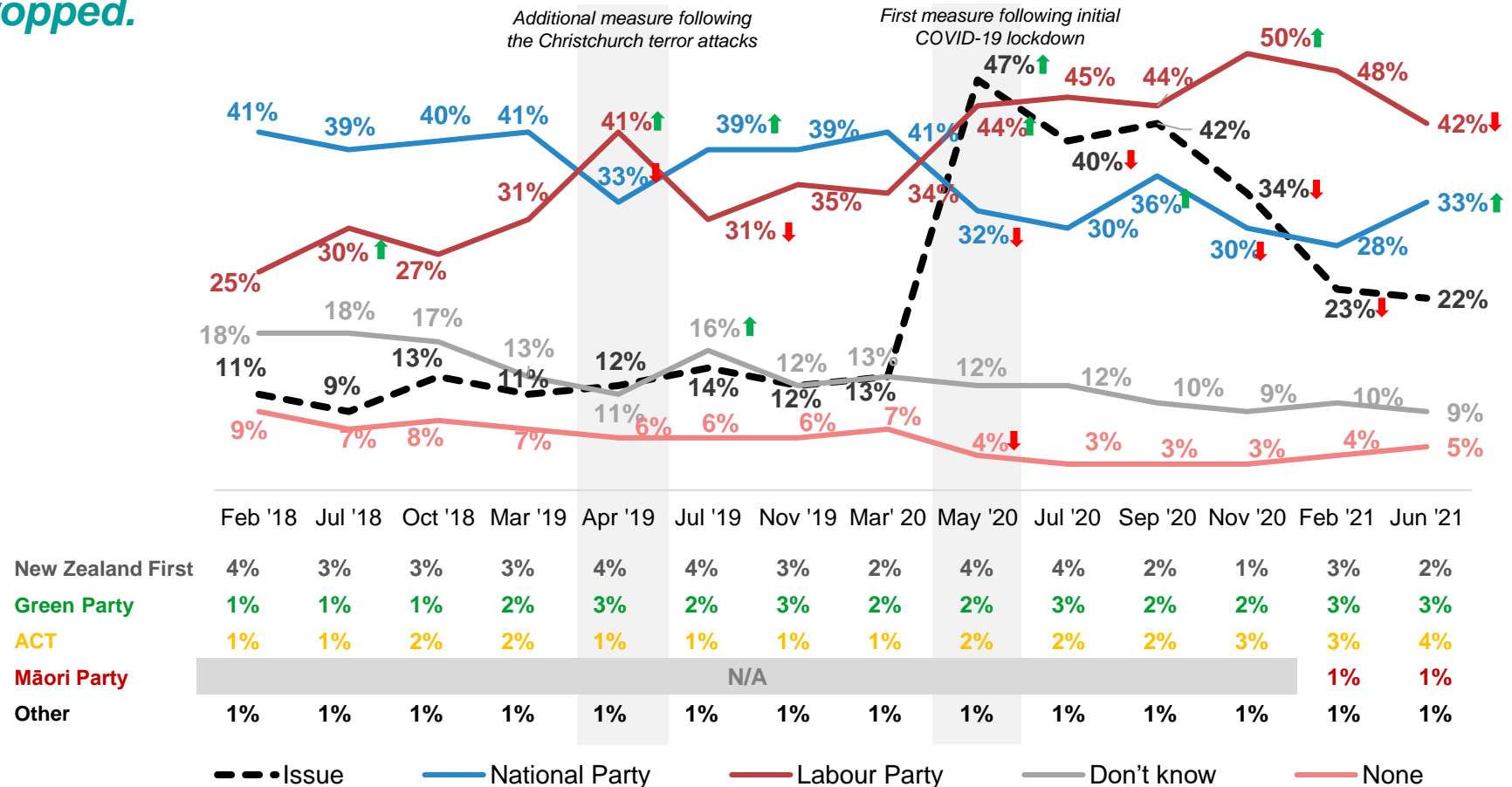
The COVID-19 pandemic made concerns about the economy skyrocket in May '20, which have since declined. This wave, the National Party has gained traction as being most capable of dealing with the economy, while Labour has dropped.



Despite a decline, concerns for the **economy** continue to remain higher than pre-COVID period.

Men (27%) are more likely to be concerned than women (17%).

In May '20 the Labour Party gained significantly over the National Party, but the lead has been reducing in the last few waves.



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

Base: Approx. n=610 per wave, except for 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)

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↑ ↓ Indicates significant **increase** / **decrease** in score compared to the previous wave

COMPARING NZ'S ISSUES TO AUSTRALIA'S

TOP-10 ISSUES – NZ VS AUSTRALIA



The issue of *housing* continues to dominate in New Zealand (53%) and remains twice as big as it is in Australia (26%).

Healthcare and *economy* are the top issues in Australia; these two issues are 2nd= and 5th respectively in New Zealand.

Concerns around *cost of living* and *crime / law* are similar across the both countries.

Unemployment has dropped off the top 10 in New Zealand (11%) but remains a key issue in Australia (24%).



1	Housing / price of housing	53%
2=	Healthcare / hospitals	27%
2=	Inflation / cost of living	27%
4	Poverty / inequality	26%
5	Economy	22%
6	Crime / law & order	21%
7	Climate change	18%
8	Drug / alcohol abuse	14%
9	Transport / public transport / infrastructure	13%
10	Environmental pollution / water concerns	12%



1	Healthcare	38%
2	Economy	34%
3	Cost of living	27%
4	Housing	26%
5=	Unemployment	24%
5=	Environment	24%
7	Crime	21%
8	Poverty	18%
9	Education	13%
10=	Drug abuse	10%
10=	Immigration	10%

Base: June 2021 – New Zealand (n=1,003), Australia (n=1000)

SAMPLE DEMOGRAPHICS – JUNE '21

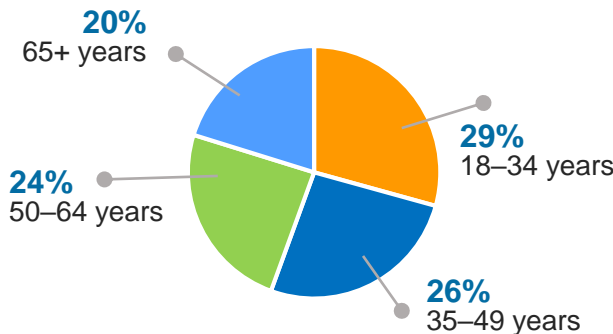


1,003 respondents
were interviewed online in June
2021 using online panels



The precision of Ipsos
online polls is calculated
using a credibility interval
with a poll of 1,000
accurate to +/- 3.5
percentage points

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



Employment status

39% Full-time	8% Not in paid work but seeking work
17% Retired	7% Not in paid work & not seeking work
13% Part-time	7% Student
8% Self-employed	



Highest education completed*

37% (None + Level 1-3)
43% Level 4-7
17% Level 8-10
2% Don't know

Sample sizes over time

- 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)
- Feb '18 (n=610)

CONTACTS

Carin Hercock

Managing Director

✉ carin.hercock@ipsos.com

☎ +64 9 538 0537



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**THANK
YOU**

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