

THE IPSOS NEW ZEALAND ISSUES MONITOR

An Ipsos Survey – September 2022

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 12th to 18th September, we conducted fieldwork for our 18th Ipsos NZ Issues Monitor report with a total of 1,000 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 – phone: 021 612 264 or email: amanda.dudding@ipsos.com or Jonathan Dodd – phone: 021 538 634 or email jonathan.dodd@ipsos.com

***Note:** The precision of Ipsos online polls is calculated with a credibility interval with a poll of 1,000 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-September?

New Zealand's Largest Climate Conference Set To Catalyse The Shift From Climate Ambition To Action

Tuesday, 13 September 2022, 10:09 am

Cost of living: Grocery bills keep going up as food prices grow by 8.3 percent, Statistics NZ says

UPDATED

13/09/2022

Mark Quinlivan

Kethaki Masilamani



Bodies in suitcases: Woman arrested in South Korea was found 'hiding in apartment' in Ulsan, faces NZ extradition

Save Share



NZ Herald

15 Sep, 2022 05:25 PM © 10 mins to read

Covid-19 traffic light system, vaccine mandates and most mask requirements to end

4:32 pm on 12 September 2022

Share this



Auckland crime wave: Thieves ram-raid LynnMall, steal from 'a number of stores' before fleeing

14/09/2022

William Hewett



Economists project New Zealand will avoid recession - for now - as second-quarter GDP to be unveiled

15/09/2022

Mark Quinlivan



KEY FINDINGS – SEPTEMBER 2022

TOP ISSUES IN NEW ZEALAND



Inflation / cost of living remains the **most important** issue concerning New Zealanders at the moment.

Some 52% of New Zealanders also rating *Inflation / cost of living* as the **most important issue in the next 5 years**.

Although concern about *housing* has been **decreasing** over time, it remains the **second-highest issue** for New Zealanders currently.



Concern about *crime / law* has increased for the second survey in a row, jumping by five percentage points to 31%, the **highest level of concern** since tracking began in Feb '18.

While New Zealanders rate *climate change* as the 6th most important issue facing New Zealanders now, this issue rises to 4th position when asked about issues over the next 5 years.



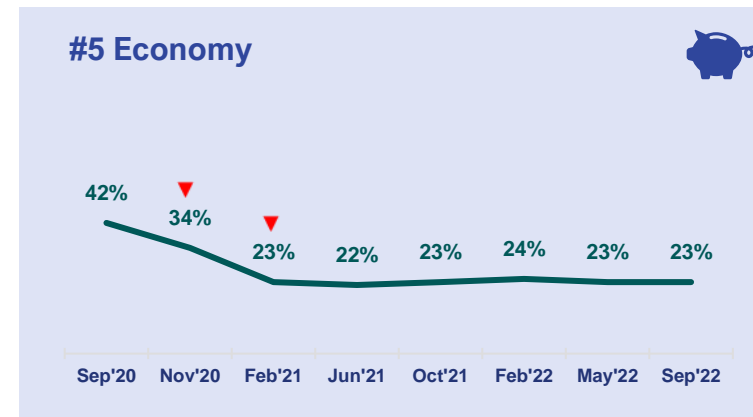
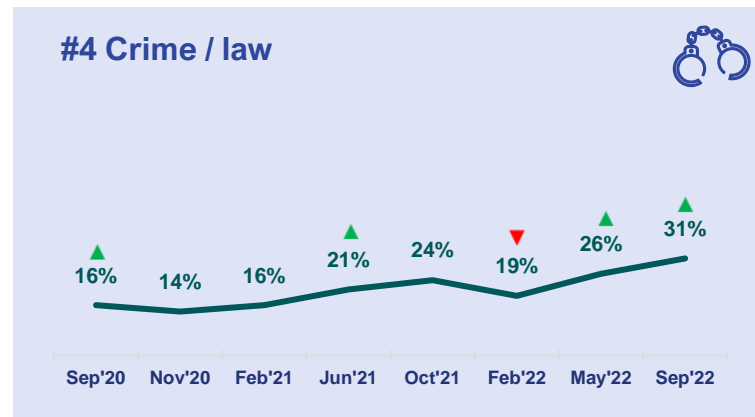
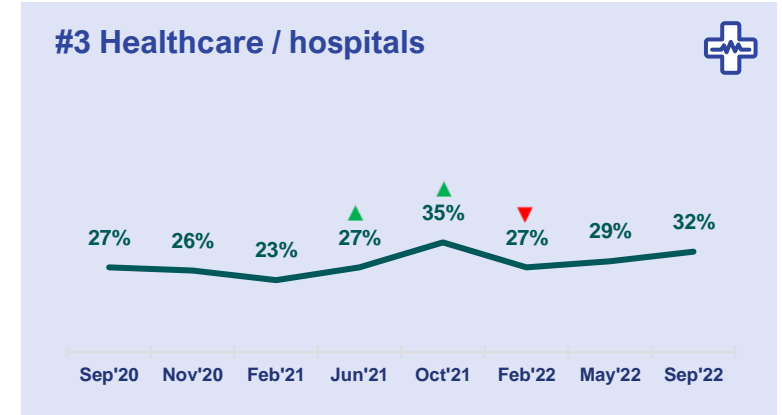
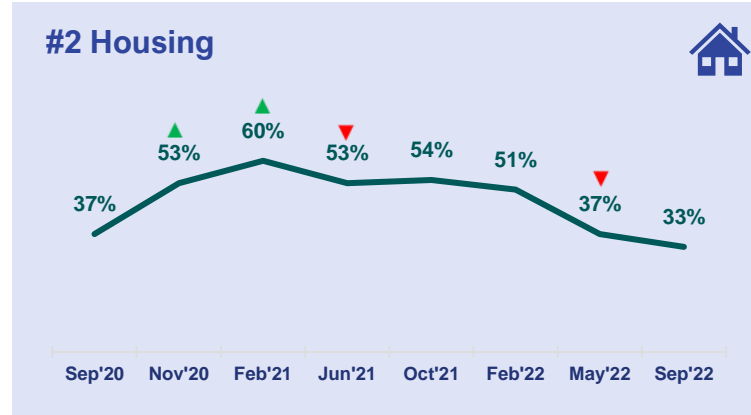
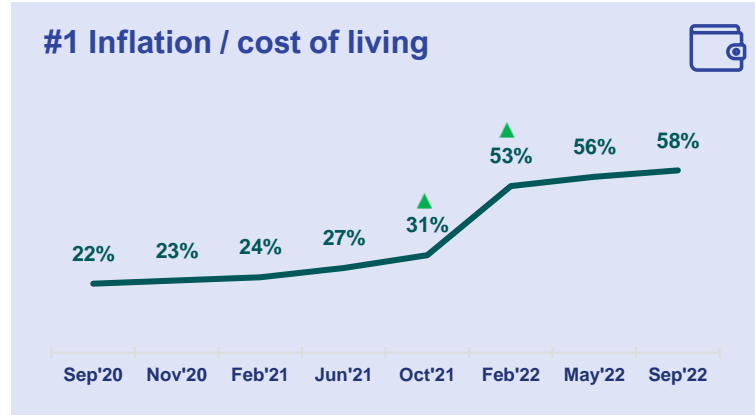
GOVERNMENT PERFORMANCE & POLITICAL PARTIES' CAPABILITY TO MANAGE ISSUES

Following a steady decline since Labour's re-election in October 2020, New Zealanders' rating of the Government's performance is showing signs of stabilising.

Despite this, New Zealanders believe the **National Party** is the party most capable of managing 4 of the top-5 issues (*inflation / cost of living, housing, crime / law and the economy*), while **Labour** is only seen as most capable in regards to managing *healthcare / hospitals* (#3 issue).

KEY FINDINGS – THE TOP ISSUES

Inflation / cost of living remains the top issue for New Zealanders, with the gap between this & *housing* widening as house prices continue to fall. Concerns for *healthcare / hospitals* and *crime / law* remain high, with *crime / law* seeing another significant increase. Concern for *petrol prices / fuel* has fallen significantly and has since left the top 5.



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

Base: 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)

THE TOP ISSUES

The most important issues facing
New Zealand today

THE MOST IMPORTANT ISSUES FACING NEW ZEALAND

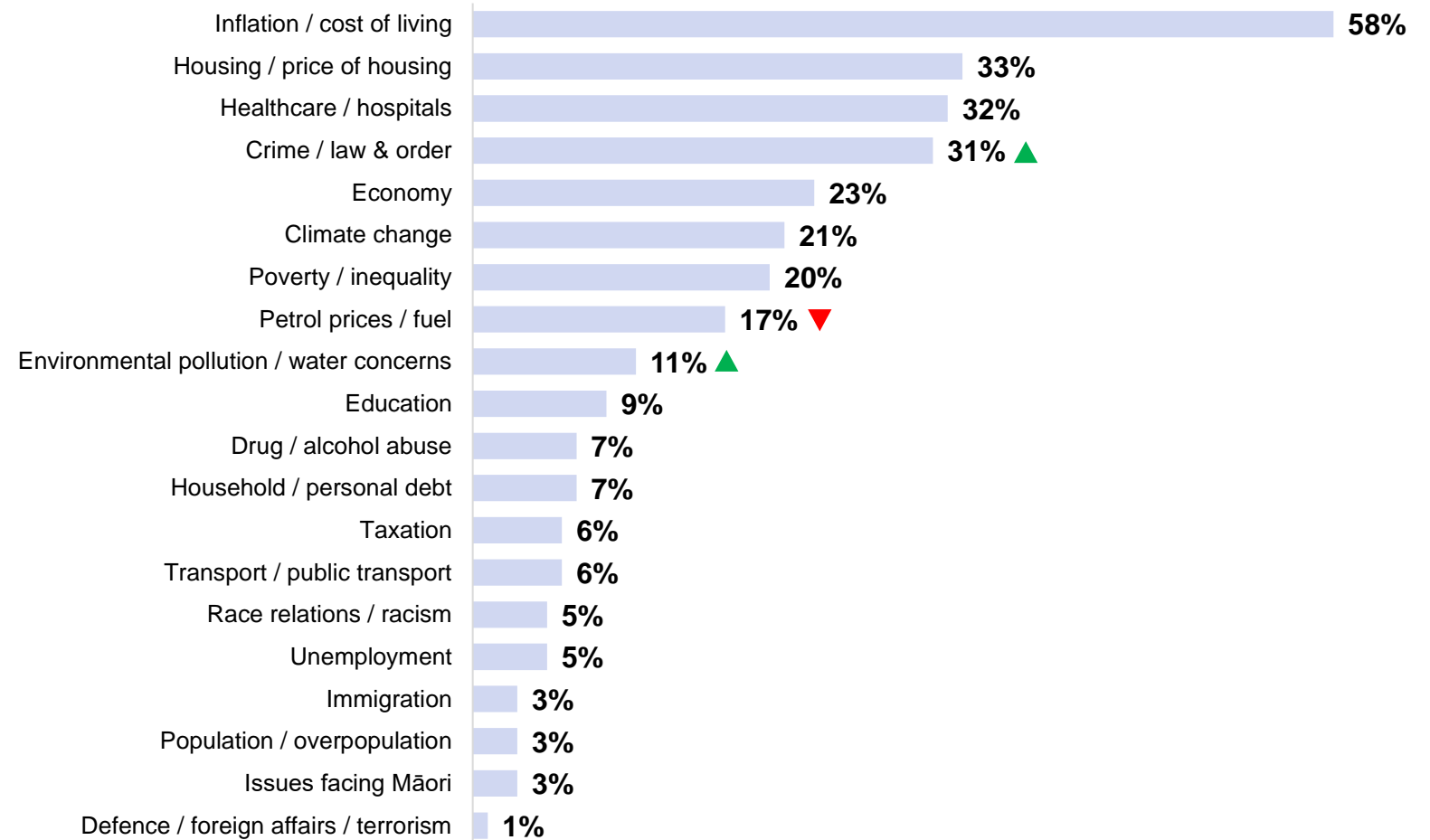


Concern for housing / price of housing is significantly more pronounced for the younger demographics (38% for those aged under 50, compared to 26% for those aged over 50) and women (38%, compared to 27% for men).

Those aged over 50 are more concerned about *healthcare / hospitals* (39%) than the younger age group (26% for those under 50), while those in the high income bracket of \$100k+ (26%) and those who identify as Māori are less likely to rate *healthcare / hospitals* as a top issue (22%).

Concern for *crime* is also higher among those aged over 50 years (39%) and retirees (43%).

However, Māori are less likely to be concerned about *crime* (21%).



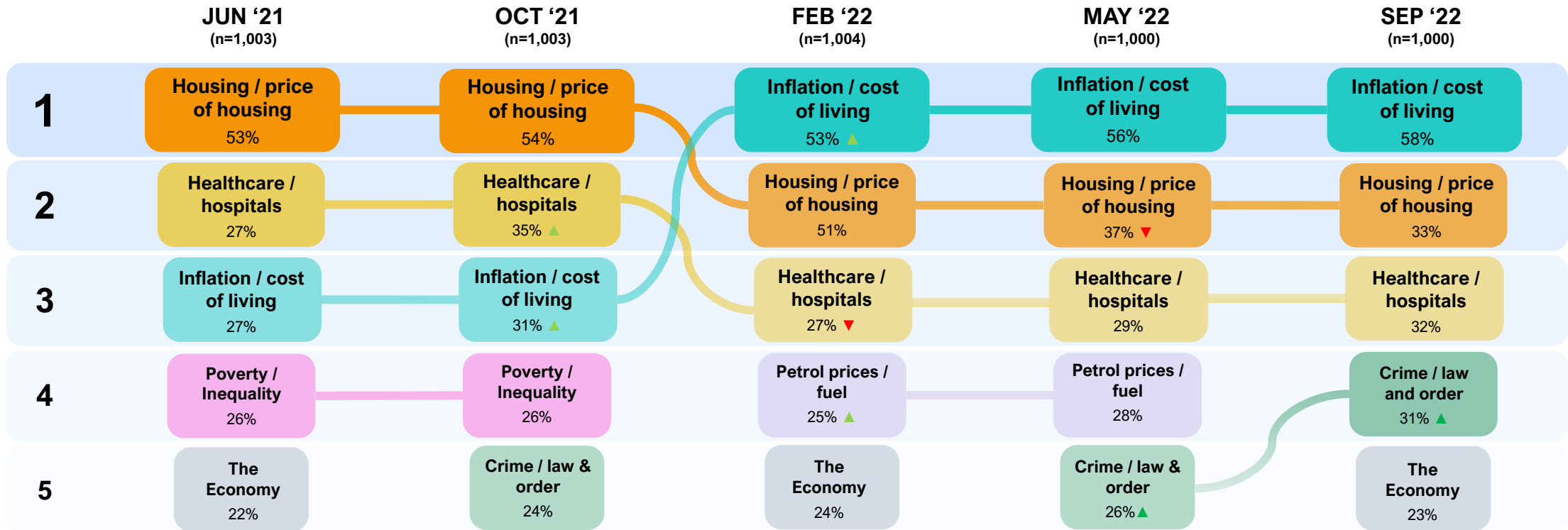
▲ ▼ indicates significant *increase* / *decrease* since last wave

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

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

TOP-5 ISSUES

The top-3 issues remain consistent with the May 2022 results, although the degree of concern for *crime / law and order* has significantly risen; by 5 percentage points to take the 4th position. In contrast, concern for *petrol prices / fuel* has fallen significantly, being replaced within the top 5 issues of concern by *the economy*.



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

Alert Level 2
(second wave of cases)

Northland, Auckland & Waikato – Alert Level 3
Rest of NZ – Alert Level 2

COVID-19 Restrictions end

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

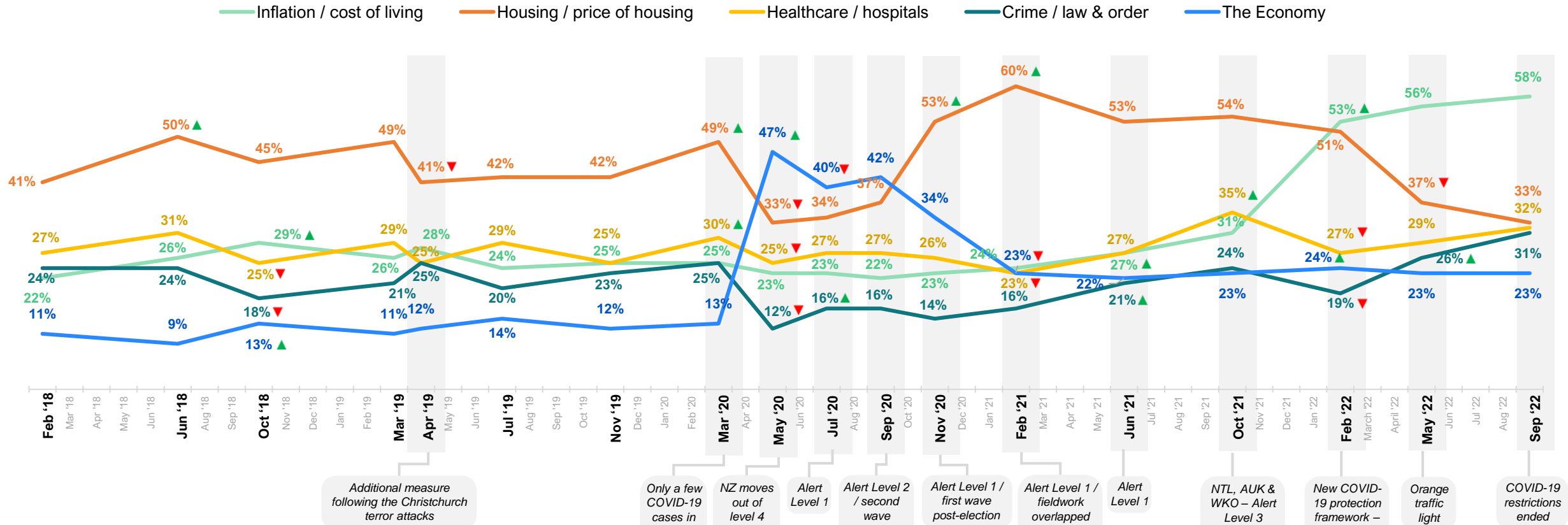
Base: May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003)



TOP-5 ISSUES OVER TIME

Following a significant increase in February this year, concern for *inflation / cost of living* continues to increase, with roughly 3 in 5 New Zealanders now considering it to be a top issue facing the country. *Housing / price of housing* has continued to decrease with a significant 14 percentage point fall in May '22.

Crime / law & order has continued its rise to 4th place, at its all-time highest level since tracking began in February 18.



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

Base: 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), Feb '18 (n=610)

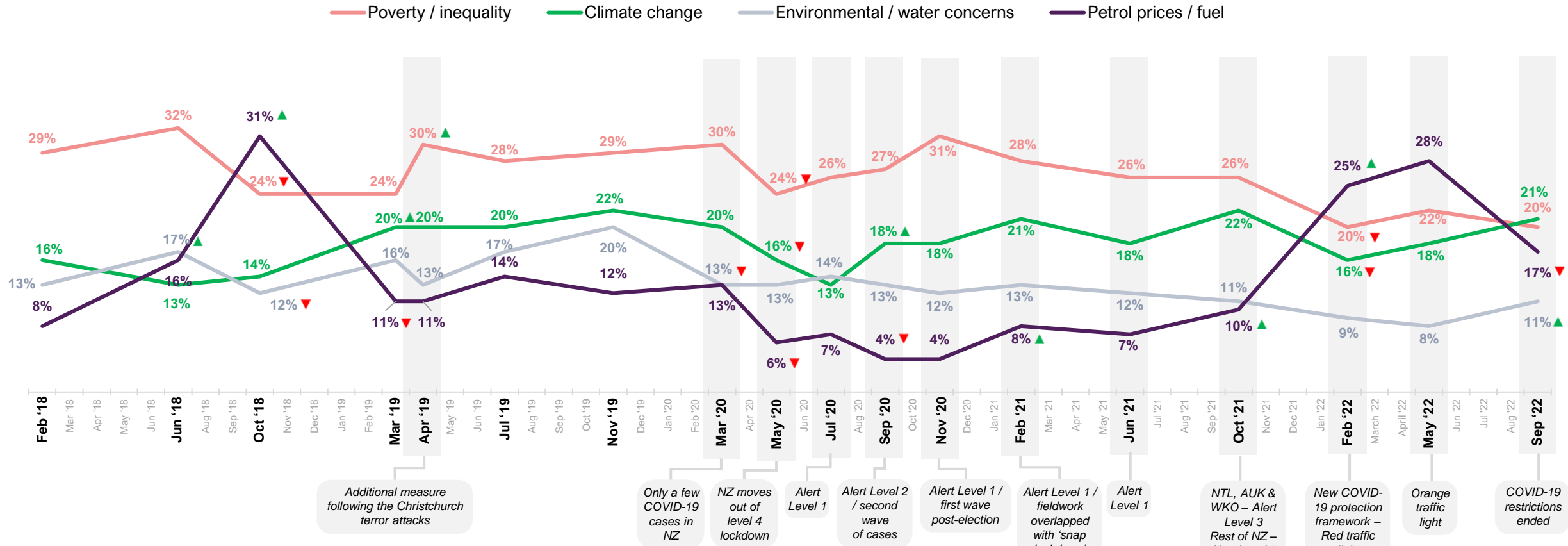
9 – © Ipsos | NZ Issues Monitor

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



NOTEWORTHY ISSUES

Concern for *petrol prices / fuel* has fallen a significant 11 percentage points from May '22 as the Government has extended its 25-cent tax reduction on petrol. Concern for *climate change* has risen over the past year returning to levels seen in October '21, when *cost of living* and the *economy* pushed it down. *Poverty / inequality* is at its lowest level since tracking began in February '18. *Environmental / water concerns* have risen by 3 percentage points after a downward trend since late '19.



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

Base: 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), Feb '18 (n=610)

TOP ISSUES OVER THE NEXT 5 YEARS

When asked about the issues that will face New Zealand over the next 5 years, concerns about *inflation* are lower than current levels. However, it is still expected to be the top issue. With this longer-term view, *climate change* moves up to 4th position and *housing* dropped to 5th. *Crime* and *healthcare* are seen as 2nd equal top issues for New Zealand over the next 5 years.

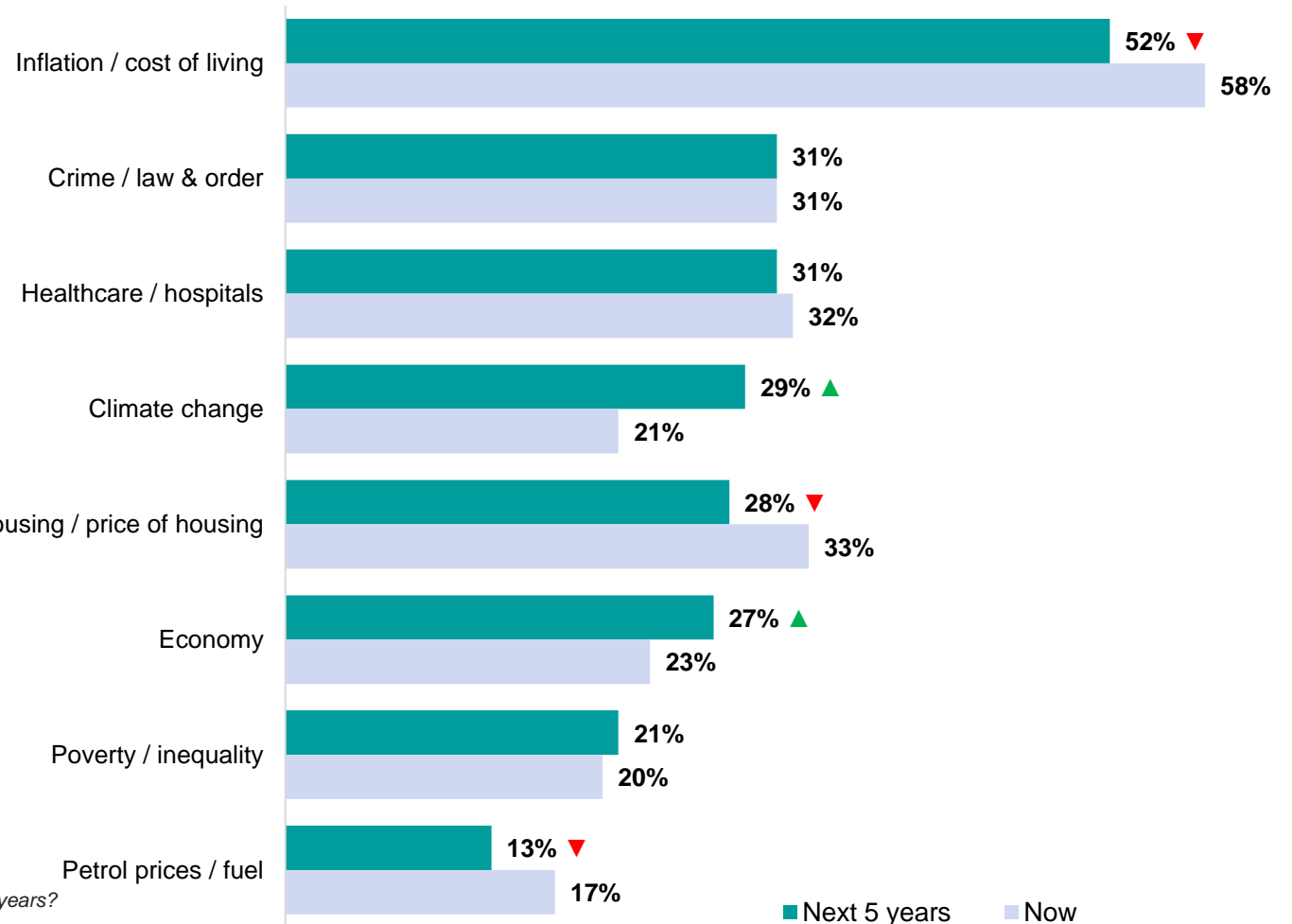


***Inflation / Cost of living* remains the top issue for the next 5 years. Although it is significantly lower than its current level of concern, it is still much higher than any other issue.**

***Healthcare / hospitals* (31%) and *crime / law & order* (31%) remain relatively stable when compared with today and take =2nd 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 21% to 29%. The *economy* is the other issue that more New Zealanders think we'll face over the next 5 years time than we are facing now.**

While *housing / price of housing* is identified as the second most important issue facing New Zealanders currently (33%), it drops to 5th place as a longer-term problem (28%).



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

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

■ Next 5 years ■ Now

New question asked in Sep '22











CURRENT GOVERNMENT PERFORMANCE











MANAGING THE ISSUES

The political parties perceived as most capable of managing the issues

POLITICAL PARTY MOST CAPABLE OF MANAGING ISSUES

This wave, the National Party is still perceived by New Zealanders as most capable of managing 4 of the top-5 issues. In May '21 when this research was last conducted, Labour and National were equally-regarded as being capable for the issues of *transport / infrastructure*, *immigration* and *defence / foreign affairs*, but now National has overtaken Labour as being seen as more capable of managing these three issues.

ISSUE	POLITICAL PARTY
1: Inflation / cost of living	
2: Housing / price of housing	
3: Healthcare / hospitals	
4: Crime / law & order	
5: Economy	
6: Climate change	
7: Poverty / inequality	
8: Petrol prices/fuel	
8: Environmental pollution	
9: Education	

ISSUE	POLITICAL PARTY
10=: Drug / alcohol abuse	
10=: Household / personal debt	
12=: Taxation	
12=: Transport / public transport / infrastructure	
14=: Race relations/racism	
14=: Unemployment	
16=: Issues facing Māori	
16=: Immigration	
18: Population / overpopulation	
19: Defence / foreign affairs	

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

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

#1 ISSUE – INFLATION / COST OF LIVING

National is still seen by New Zealanders as most capable of managing *inflation / cost of living*, with the gap between National and Labour widening to 14 percentage points.

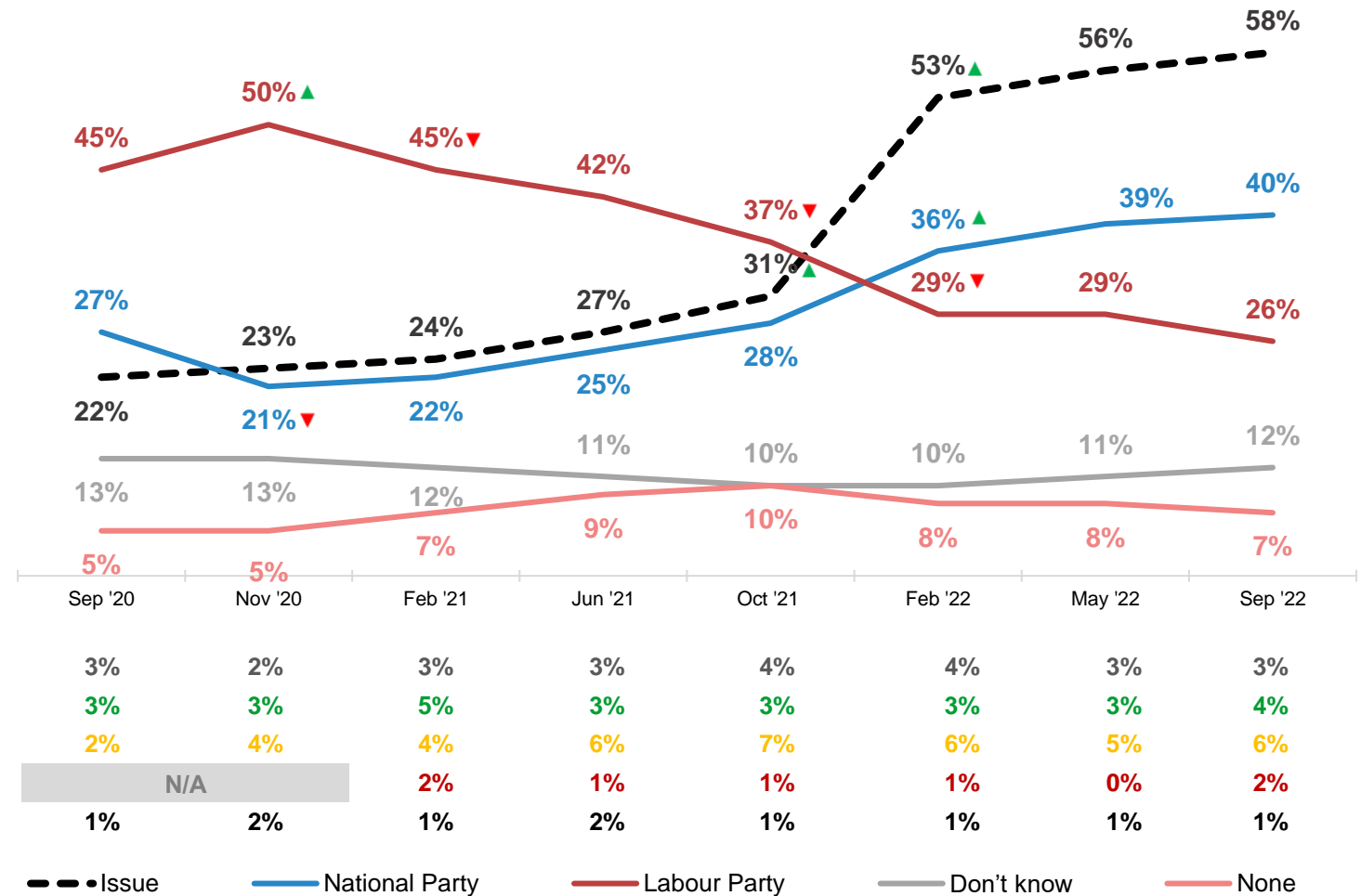


Inflation / cost of living is the #1 issue for New Zealanders this wave, being the most commonly specified issue. This has risen by 2 percentage points since May '22.

Labour's perceived ability to handle *inflation / cost of living* continues to trend downwards, while the proportion of those who believe National is most capable of managing this issue remains stable. National is now 14 percentage points ahead of Labour.

Compared to the total population, New Zealanders aged 50 years and over are significantly less likely to state *inflation / cost of living* is an issue (52%).

Those of Asian ethnicity (72%) were significantly more likely to say *inflation / cost of living* is an issue.



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), Oct '21 (n=1,003), Feb '22 (n=1,004), May '22 (n=1,000), Sep '22 (n=1,000)

SUGGESTIONS TO IMPROVE COST OF LIVING ISSUES

Voice of New Zealanders



“Cost of living versus wages; wages are not increasing at the same rate so cost of living is increasing and making it harder for to get ahead financially.

Otago, self-employed, TAHI*: \$30k - \$50k



“Focus on what’s driving the cost of living. Work on fixing the working poor who are ... only earning a marginal amount more than someone on a benefit.”

Manuwatū / Whanganui, working full-time, TAHI*: \$160k+



“Reduce the cost of living, it sucks being in my mid 20s - hardworking with a massive saving but still not big enough to buy a house. Hard work does not equal guaranteed security.”

Auckland City, working full-time, TAHI*: \$50k–\$60k



“Bring in different supermarket chains like ALDI to encourage competition in this sector to bring food prices down..”

Auckland City, retired, TAHI*: \$10k–\$50k



“From my perspective the cost of living has increased - taxes on petrol etc have made life tough. I feel worse off compared to the previous government.”

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



“Make the living wage compulsory; being a middle income family it’s not getting easier it’s harder living week to week with nothing there for emergencies; then there is more debt.”

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

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

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

#2 ISSUE – HOUSING / PRICE OF HOUSING

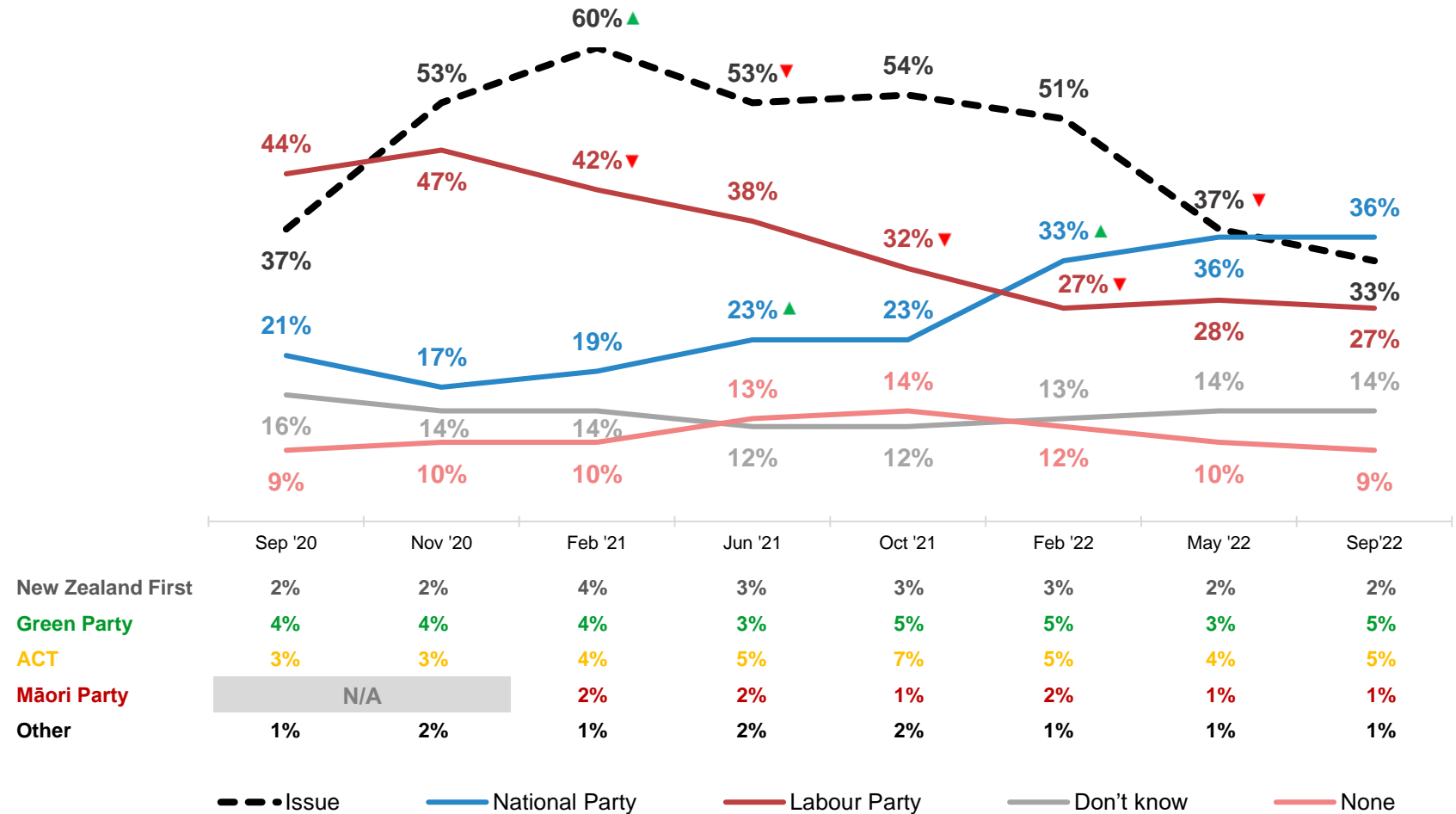
National remains the party thought to be the most capable of managing *housing / price of housing*, ahead of Labour by 9 percentage points.



Housing & the price of housing is the #2 issue of concern in New Zealand. Compared to May '22, this issue has fallen 4 percentage points.

Confidence in the National Party to manage this issue remained at 36% stable, while Labour has fallen by 1 percentage point to 33%.

Compared to the total population, those aged under 50 (38%) and women (38%) were significantly more likely to mention *housing / price of housing* as an issue compared to those aged over 50 years (26%) and men (27%).



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

Base: 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)

SUGGESTIONS TO IMPROVE HOUSING ISSUES

Voice of New Zealanders



“Put a cap on houses being auctioned off ... Begin to build houses as starter homes that are tied to the cost of the minimum wage.”

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



“Not just build more multi million dollar properties that nobody can afford; particularly younger people. Need more flats - like blocks of flats that are well-maintained and offer reasonable rent options.”

Auckland City, not in paid work but seeking work, TAHI*: \$60k–\$80k



“They need to do something drastic about house prices. Rich home owners get richer and those who can't afford a house despite being in high skilled jobs continue to be unable to own one home.”

Auckland City, working full-time, TAHI*: \$120k–\$140k



“Make it easier to buy and build first homes; lower the cost of general living as it's currently impossible to live. We work to live with not much else to show for it”

Otago, not in paid work but seeking work, TAHI*: \$50k–\$60k



“Take over the building of houses as they did when they built state houses. These houses could be pre-fabricated and quickly assembled on site. They need to simplify and reduce the cost of the planning rules with the councils.”

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



“Bring some kind of restriction on Air B&Bs or rentals to prevent the housing costs going up. Greedy people buy up houses for stupid prices then charge stupid amounts for rent.”

Canterbury, working full-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: Sep '22 (n=1,000)

#3 ISSUE – HEALTHCARE / HOSPITALS

Despite Labour remaining the party that New Zealanders believe is most capable of managing *healthcare / hospitals*, Labour's lead continues to fall, closing the gap from National.



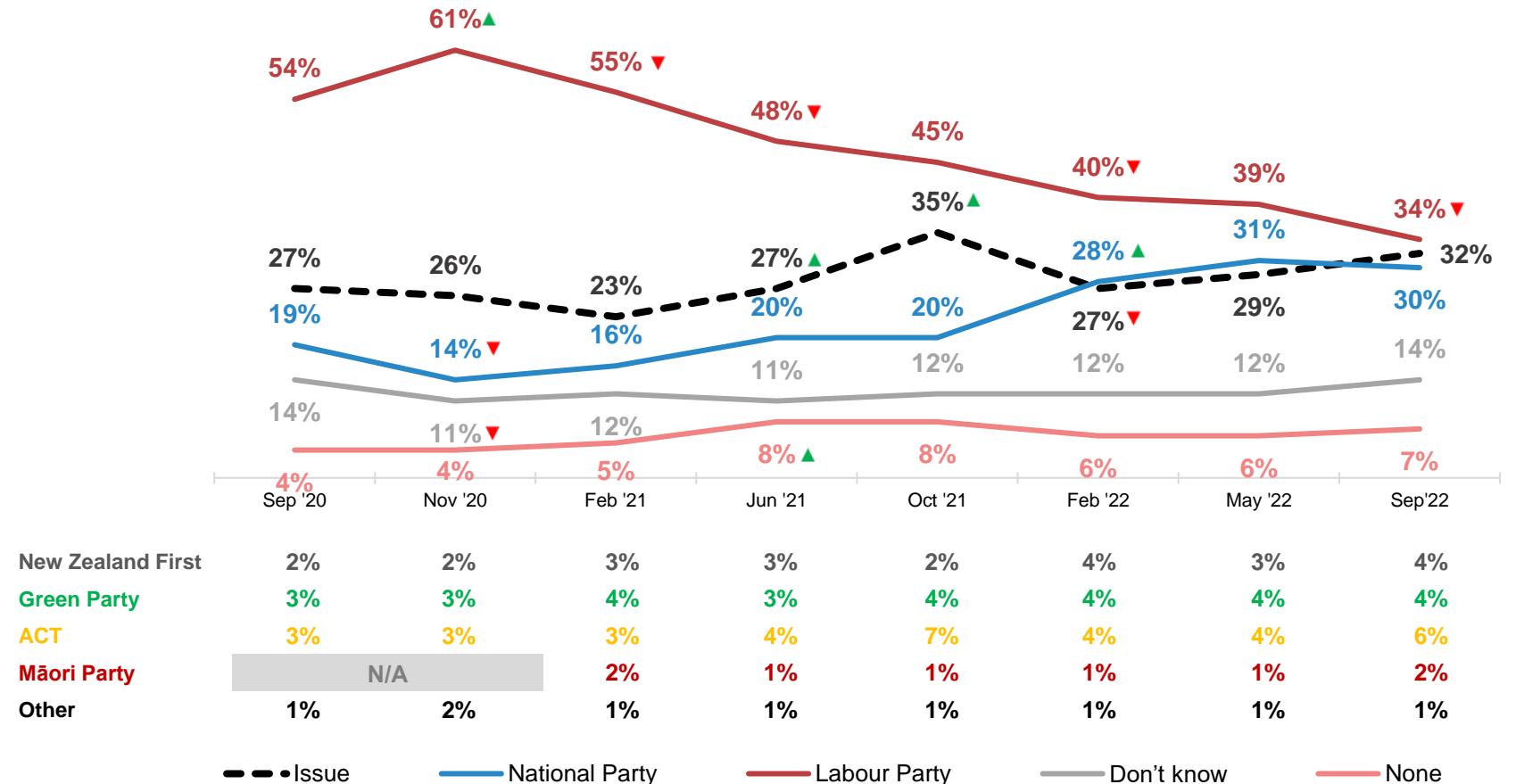
Healthcare / hospitals is the third most important issue facing New Zealanders.

Labour's perceived capability to manage this issue continues to slide, down 5 percentage points from May '22, decreasing its lead above National to just 4 percentage points.

Those aged younger than 50 years (26%) are significantly less likely than the general population to mention *healthcare / hospitals* as an issue, while older people (39%) are more likely to do so.

Aucklanders (25%) are significantly less likely to mention *healthcare / hospitals* as a top issue, as are those who identify as Māori (22%) – both these groups being younger than average.

Those with a high income of \$100k+ (26%) are also significantly less likely to mention *healthcare / hospitals* as a top issue, possibly as they may be more likely to have private health insurance.



Q: Please select the political party that you believe is most capable of managing each of the following issues: *Healthcare / hospitals*
 Base 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 '21 (n=1,004), May '22 (n=1,000)



SUGGESTIONS TO IMPROVE *HEALTHCARE* ISSUES

Voice of New Zealanders



“Be more supportive of essential services in NZ; e.g. health sector; providing better remuneration for healthcare workers.”

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



“They need to support and sort out our struggling and bursting at the seams REGIONAL hospitals... Make sure our doctors and healthcare workers are being taken care of & not having to work crazy shifts..”

Bay of Plenty, not in paid work & not seeking work, TAHI*: \$50k–\$60k



“Invest more money in healthcare; making hospitals safer for patients; increase nursing numbers.”

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



“A lot of younger people with mental health issues. They tend to put them on medication which is not the best answer. Also because the Mental health units are full of people with drug or alcohol issues there is no room for the 'genuine' people with issues.”

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



“Look at the mental healthcare system and help educate people so they will get help when needed.”

Auckland City, working full-time, TAHI*: \$50k–\$60k



“Give nurses and teachers a major pay rise. Make health more accessible and affordable for all.”

Wellington, working part-time, TAHI*: \$30k–\$50k

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

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

#4 ISSUE – CRIME / LAW & ORDER

As crime / law & order rises in prominence as an issue, more New Zealanders believe that National is the most capable party to manage this issue.

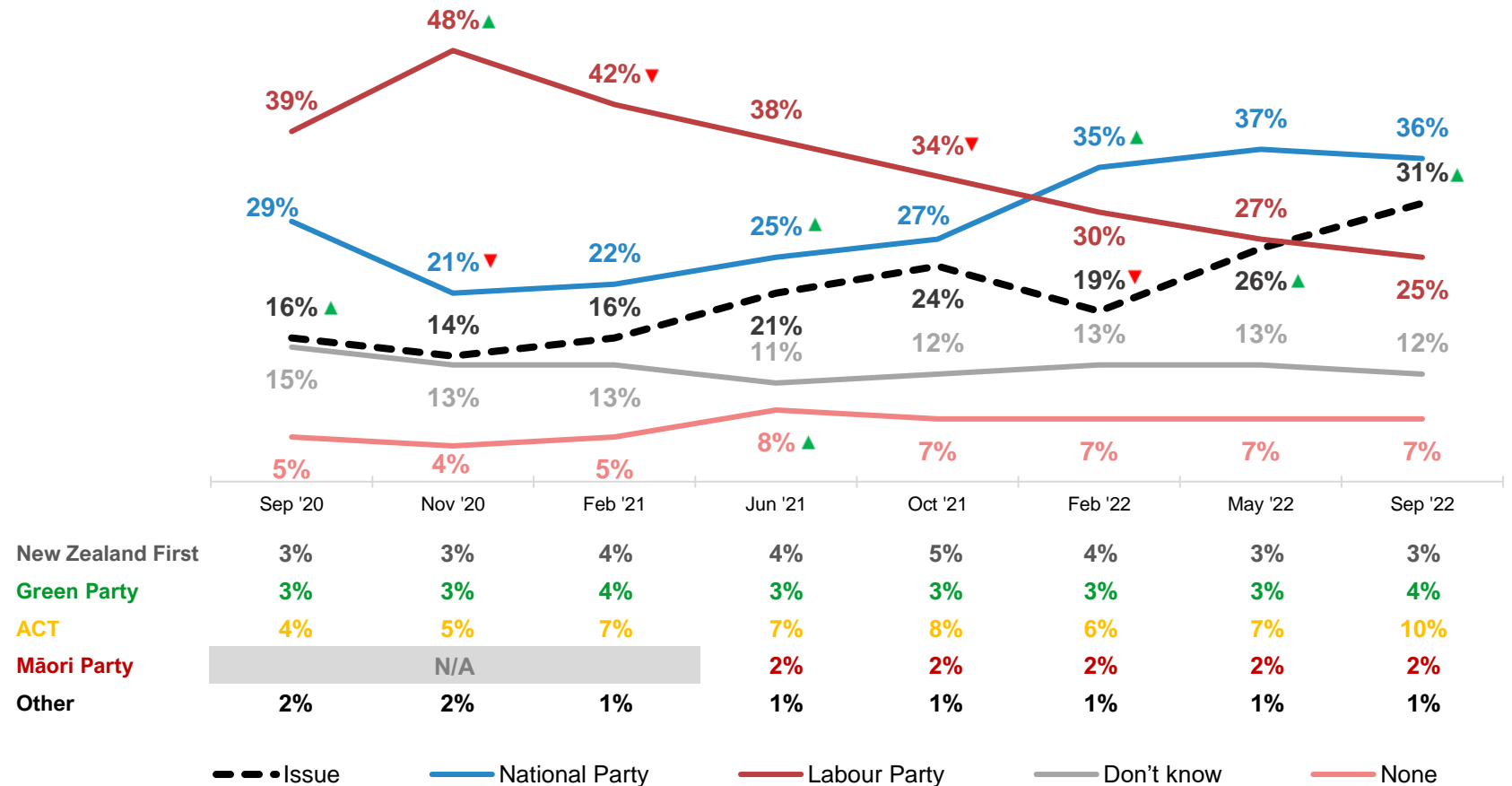


Crime / law & order has risen one place to become the fourth most important issue to New Zealanders in September '22, increasing significantly from 26% in May '22 to 31% in September '22.

National remains the party that more New Zealanders believe is most capable of managing this issue.

Compared to the general population, those aged under 50 years (25%) are significantly less likely to mention crime / law & order as an issue, while those aged over 50 years (39%) are more likely to do so.

Those who identify as Māori (21%) 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: 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)

#5 ISSUE – THE ECONOMY

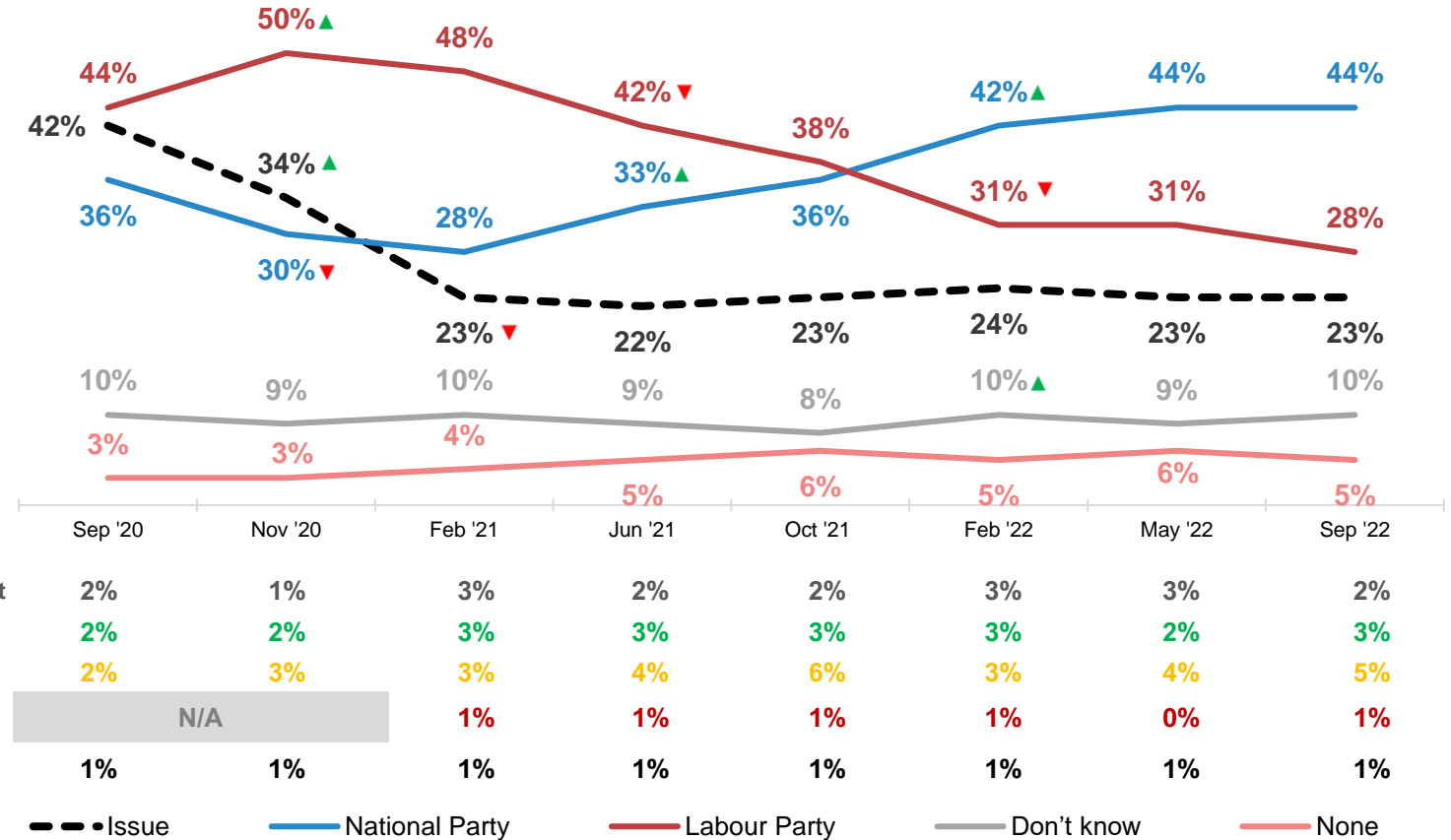
National remains stable as the party seen as most capable of managing the economy. Perceptions of Labour as most capable for handling this issue have fallen 3 percentage points compared to May '22.



The economy has re-entered the top 5 to become the fifth most important issue New Zealanders.

In this survey wave, the National Party is still perceived by New Zealanders as the party most capable of managing the economy.

Compared to the general population, those aged under 50 years (18%) are significantly less likely to mention the economy as an issue, compared to those aged over 50 (28%).



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

Base: 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)

COMPARING NEW ZEALAND'S ISSUES TO AUSTRALIA'S

TOP-10 ISSUES – NEW ZEALAND VS AUSTRALIA



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

Healthcare / hospitals is in the top 3 in both countries. However, *healthcare* is a more prominent issue in Australia (38%) than in New Zealand (32%).

Australians are also considerably more concerned about the *economy* (33%) and *petrol prices* (24%), whereas more New Zealanders are concerned about *housing / price of housing* (33%), *crime / law & order* (31%), *climate change* (21%), and *poverty / inequality* (20%).

1	Inflation / cost of living	58%
2	Housing / price of housing	33%
3	Healthcare / hospitals	32%
4	Crime / law & order	31%
5	Economy	23%
6	Climate Change	21%
7	Poverty / inequality	20%
8	Petrol prices / fuel	17%
9	Environmental / water concerns	11%
10	Education	9%

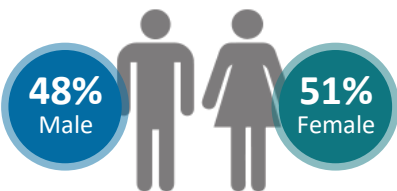
1	Cost of living	57%
2	Healthcare	38%
3	Economy	33%
4	Housing	28%
5	Petrol prices	24%
6	Environment	23%
7=	Poverty	13%
7=	Crime	13%
8=	Education	10%
8=	Personal debt	10%

Base: Sep '22 – New Zealand (n=1,000), Australia (n=1,000)

SAMPLE DEMOGRAPHICS – MAY 2022

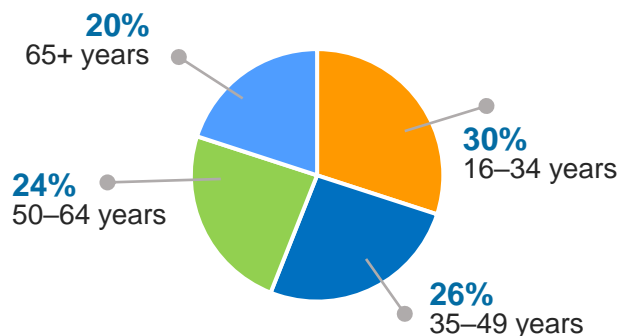


1,000 respondents
were interviewed online in
September via online panels



The precision of Ipsos
online polls is calculated
with 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

46% Full-time
17% Retired
14% Part-time
6% Not in paid work
& not seeking work
4% Not in paid work but
seeking work
7% Self-employed
6% Student



Highest education completed*

31% (None + Level 1-3)
49% Level 4-7
19% Level 8-10
1% Don't know

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)

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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).

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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

