

THE IPSOS NEW ZEALAND ISSUES MONITOR

An Ipsos Survey – May 2020

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 15th to 18th May 2020 we conducted fieldwork for our eighth Ipsos NZ Issues Monitor report with a total of 1,000 New Zealanders aged 18 and older*.

The first Issues Monitor wave in 2020 was conducted at the beginning of March. However, following how rapidly the New Zealand government responded to the COVID-19 pandemic's effect, we chose not to release the results as they quickly became out of date. Thus, a second wave was conducted in May to understand what issues were important to New Zealanders as the country entered Alert Level 2 in our collective response to COVID-19.

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.

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2 – © Ipsos | NZ Issues Monitor

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



THE IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

The Media Context: What was making New Zealand news in early May 2020?

Coronavirus: Ministry of Social Development hiring to manage COVID-19 demand

Newshub – 16 May 2020

'I wish we had a leader like her' - Piers Morgan raves over Jacinda Ardern's Covid-19 response

TVNZ.co.nz – 15 May 2020

Coronavirus: Third day without a new Covid-19 case

Stuff.co.nz - 14 May 2020

'Frustration levels definitely increasing' - Sporting organisations seek clarity over return to playing

TVNZ.co.nz – 13 May 2020

Coronavirus: Ardern says homeless will still be housed after Covid-19 crisis

Stuff.co.nz – 12 May 2020

Robertson's huge numbers fit the Covid-19 moment

newsroom - 15 May 2020

Budget 2020: Government's Covid 19 wage subsidy scheme extended by 8 weeks, now up to \$14b

NZ Herald – 14 May 2020

THE IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

Key Findings - May 2020



47% of New Zealanders consider **the economy** to be the top issue facing New Zealand in May 2020, up nearly fourfold from 13% in March. This followed by **unemployment** (41%) and **housing / price of housing** (33%).



The current Labour-led coalition government has recorded its **highest rating** since coming into power in October 2017. This result eclipses its previous top rating following the Christchurch terror attacks in early 2019.



Approximately **40%** of New Zealanders **agree** that the May 2020 budget **will get New Zealand's economy back on track** in the wake of the COVID-19 pandemic. Those New Zealanders earning between \$50,000 to \$100,000 per annum had the **highest level of agreement** with 44%.

THE TOP ISSUES

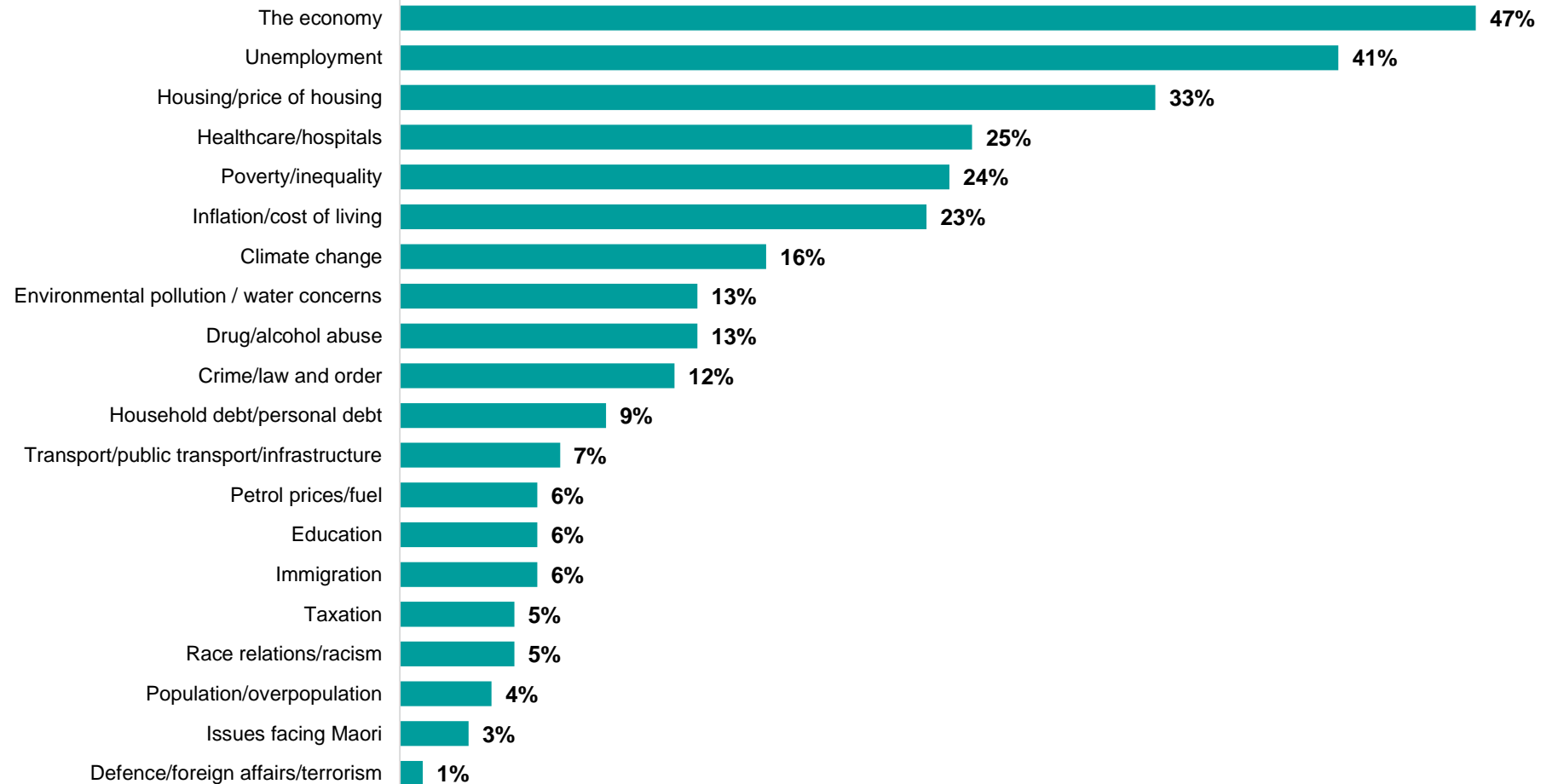
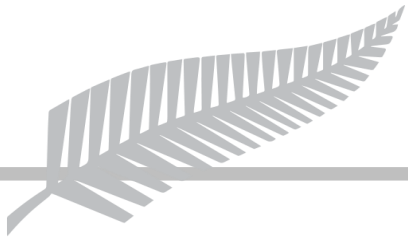
The most important issues facing
New Zealand today

THE MOST IMPORTANT ISSUES FACING NEW ZEALAND (MAY '20)



In the midst of COVID-19, the Economy (47%) has emerged as the top issue facing New Zealand today.

Unemployment (41%) is the second most important issue, followed by Housing / price of housing (33%), Healthcare / hospitals (25%) and Poverty / inequality (24%).



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

Base: May '20 (n=1,000)

TOP FIVE ISSUES OVER TIME

The top 5 issues had been fairly consistent over time until May 2020 when the economy and unemployment become the top 2 issues during the COVID-19 pandemic

	OCT 18 (n=610)		APR 19 (n=615)		NOV 19 (n=615)		MARCH 20 (n=610)		MAY 20 (n=1,000)	
1	Housing / Price of Housing	45%	Housing / Price of Housing	41%	Housing / Price of Housing	42%	Housing / Price of Housing	49%	The Economy	47%
2	Petrol prices / Fuel	31%	Poverty / Inequality	30%	Poverty / Inequality	29%	Healthcare / Hospitals	30%	Unemployment	41%
3	Inflation / Cost of Living	29%	Inflation / Cost of Living	28%	Inflation / Cost of Living	25%	Poverty / Inequality	30%	Housing / Price of Housing	33%
4	Healthcare / Hospitals	25%	Healthcare / Hospitals	25%	Healthcare / Hospitals	25%	Inflation / Cost of Living	25%	Healthcare / Hospitals	25%
5	Poverty / Inequality	24%	Crime / Law	25%	Crime / Law	23%	Crime / Law	25%	Poverty / Inequality	24%

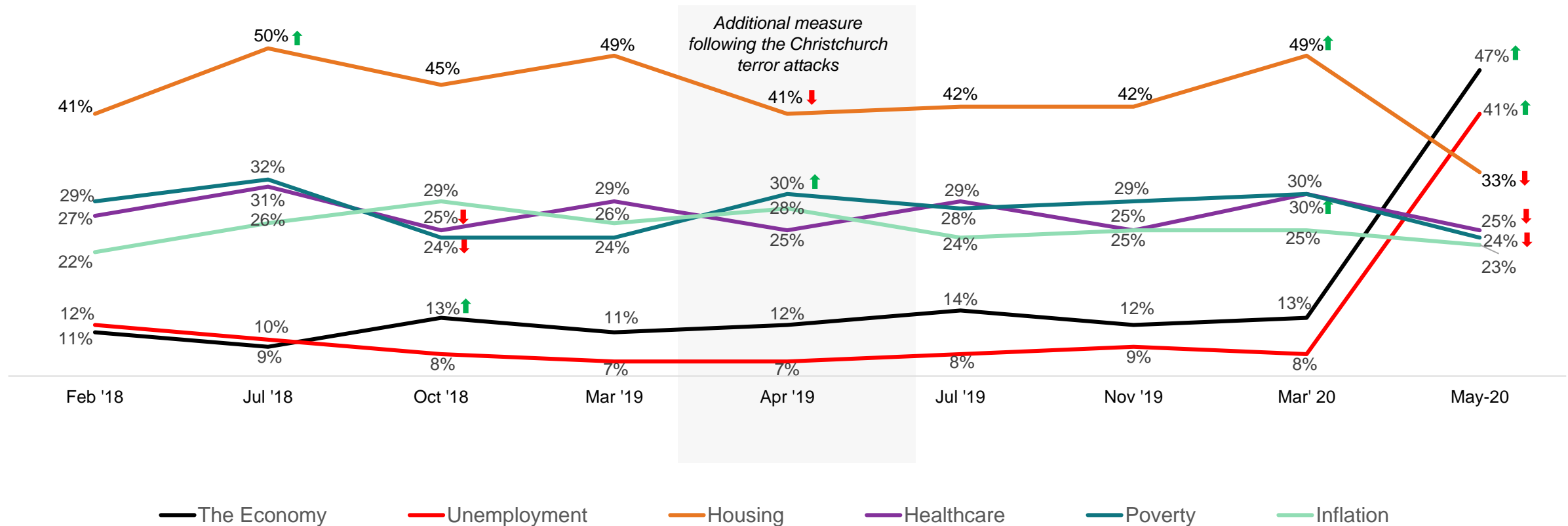
*Additional measure following
the Christchurch terror attacks*

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

Base: May '20 (n=1,000), Mar '20 (n=610), Nov '19 (n=610), Apr '19 (n=615), Oct '18 (n=610)

TOP 6 ISSUES OVER TIME

As we enter Level 2, the economy and unemployment are the greatest concerns for New Zealanders, heading straight to the top from a historically low position. They have even surpassed housing, which had held the position of biggest issue since measurement began.



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

Base: 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)

CURRENT GOVERNMENT PERFORMANCE

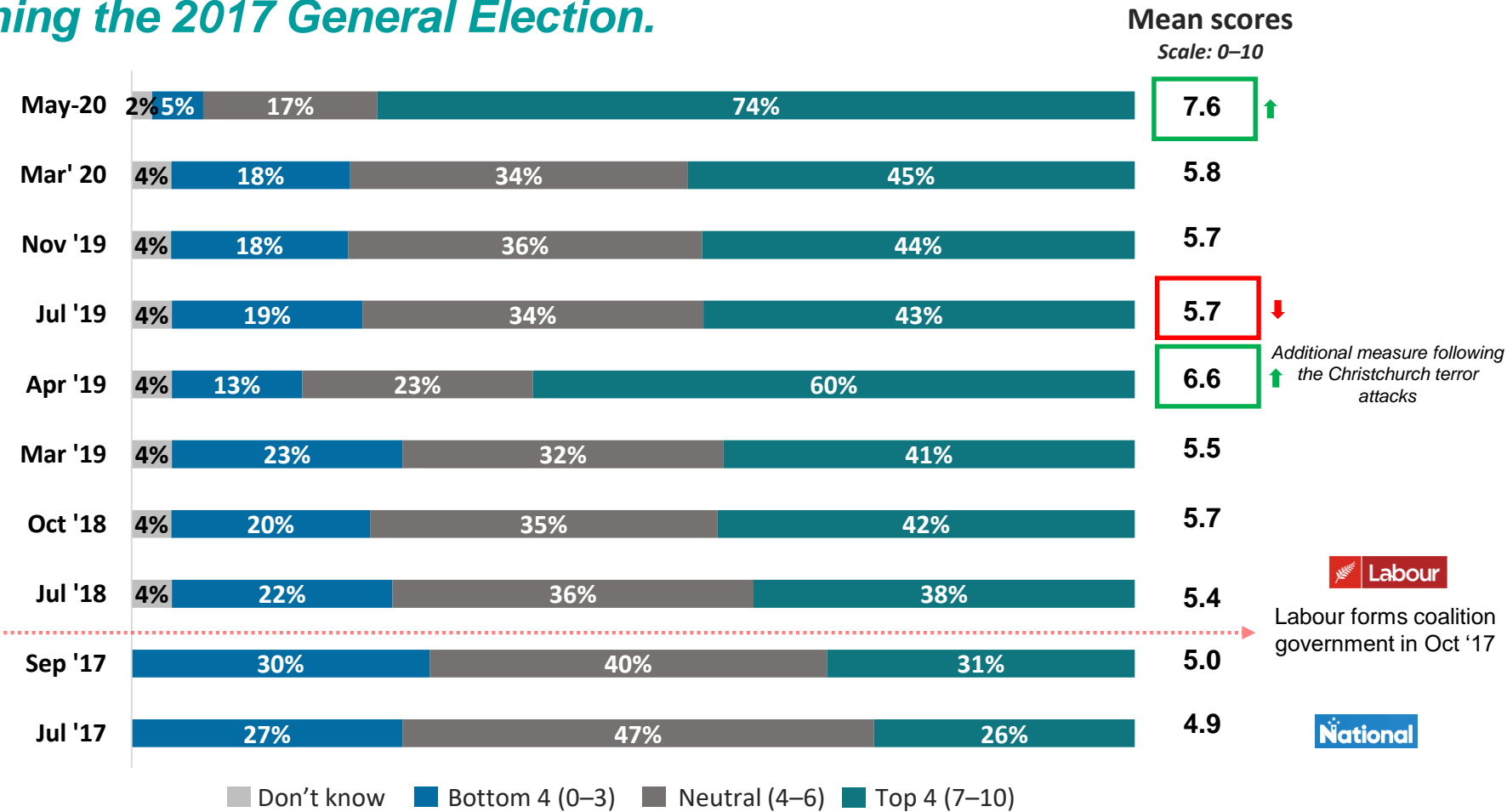
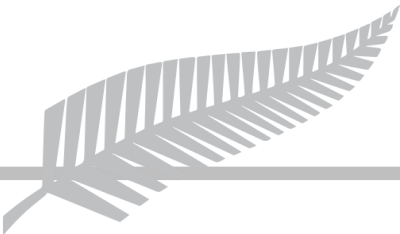
RATING OF GOVERNMENT OVER LAST 6 MONTHS

Perceptions of the current Labour-led coalition government’s performance are higher than at any other point since winning the 2017 General Election.

Following a period of stable results across the previous 12-months, the Labour-led coalition’s performance significantly increased to a mean of 7.6 in May 2020.

This result eclipses its previous top 6.6 rating following the Christchurch terror attacks in early 2019.

Three quarters (74%) of all respondents gave the coalition government a rating of between 7-10 out of 10.



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










Base: May '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)











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 18 of the 20 issues measured with significant increases in capability across 15 issues.

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

ISSUE	POLITICAL PARTY
#11: Household Debt/ Personal Debt	 Labour ↑
#12: Transport/Public Transport	 Labour ↑
#13=: Petrol Prices/Fuel	 Labour
#13=: Education	 Labour ↑
#13=: Immigration	 Labour
#16=: Taxation	 Labour ↑
#16=: Race Relations/Racism	 Labour
#18: Population/Overpopulation	 Labour ↑
#19: Issues Facing Maori	 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: May '20 (n=1,000)

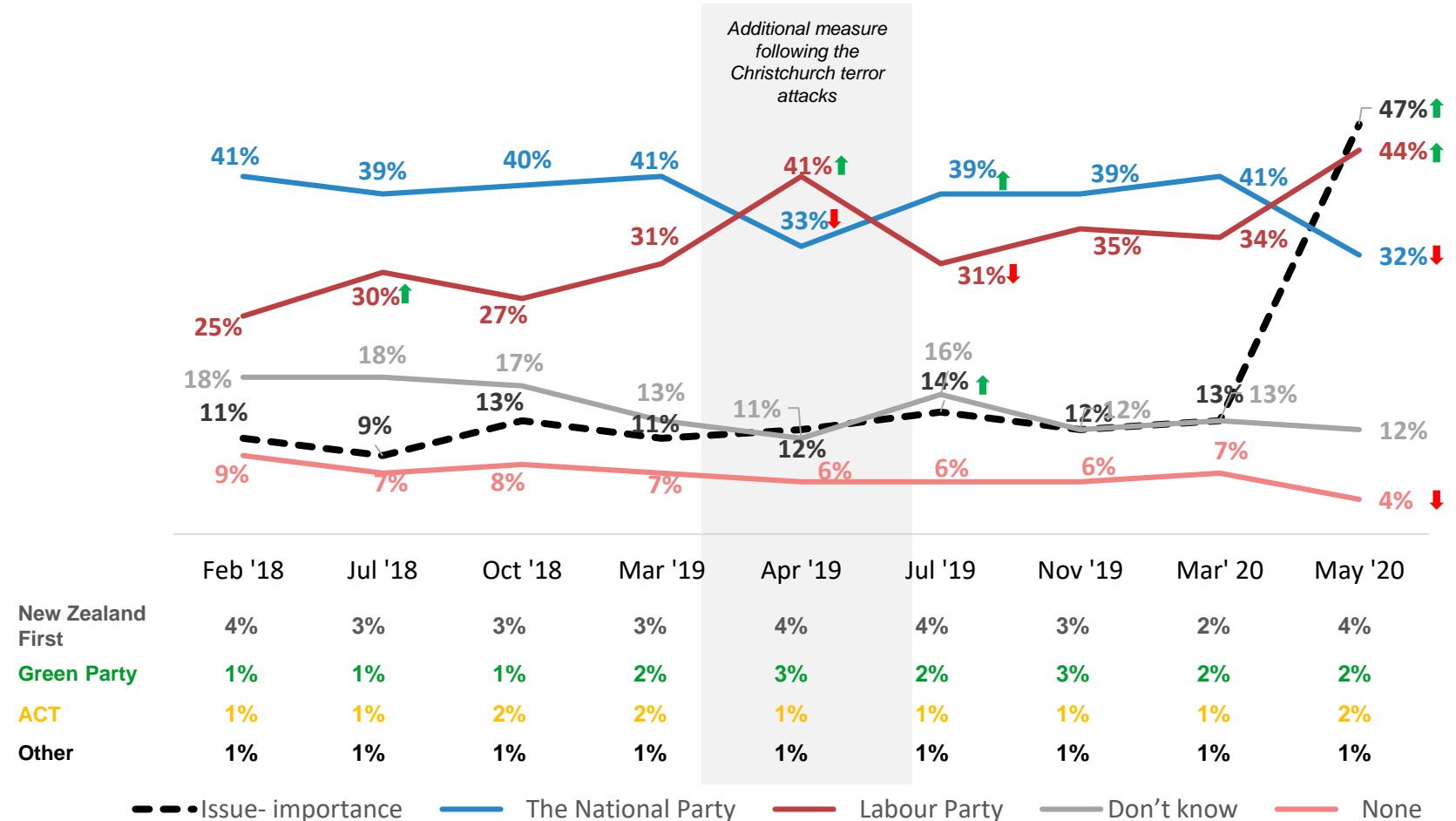
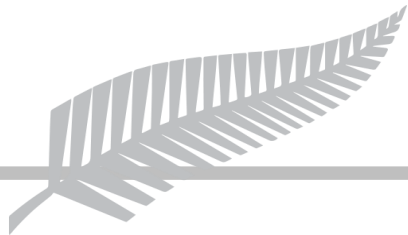
#1 ISSUE – THE ECONOMY

The National Party has lost its status as the party perceived to be most capable of dealing with the economy.



The Labour Party is seen as the political party most capable of managing the number 1 issue of the economy.

During the COVID-19 pandemic, Labour's perceived ability to manage the economy has surpassed National's, the party usually seen as most capable on this issue. This is similar to what happened in April '19 following the Christchurch terror attacks.



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

Base: Approx. n=610 per wave, except for May '20 (n=1,000)

Suggestions to improve economic-related issues

Voice of New Zealanders



Think of new ways to boost our economy and get it up and running safely.”

Hawkes Bay, part-time employment, TAHI*: \$100k - \$120k



A stimulus package would be a good way to kickstart the economy after COVID-19 crisis.”

Manawatu/Whanganui, full-time employment, TAHI*: \$50k - \$60k



Less taxation on middle income people who are basically shouldering the economy/country.”

Nelson/Marlborough, full-time employment, TAHI*: \$120k - \$140k



Improve travelling costs to help the economy as people would travel more if prices were cheaper.”

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



Lower cost of living. Lower housing prices. Boost economy/GDP. Improve other cities other than Auckland.”

Auckland City, student, TAHI*: \$15k–\$30k



Lower income tax & create more jobs for people to grow the economy.”

Canterbury, full-time employment , 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)

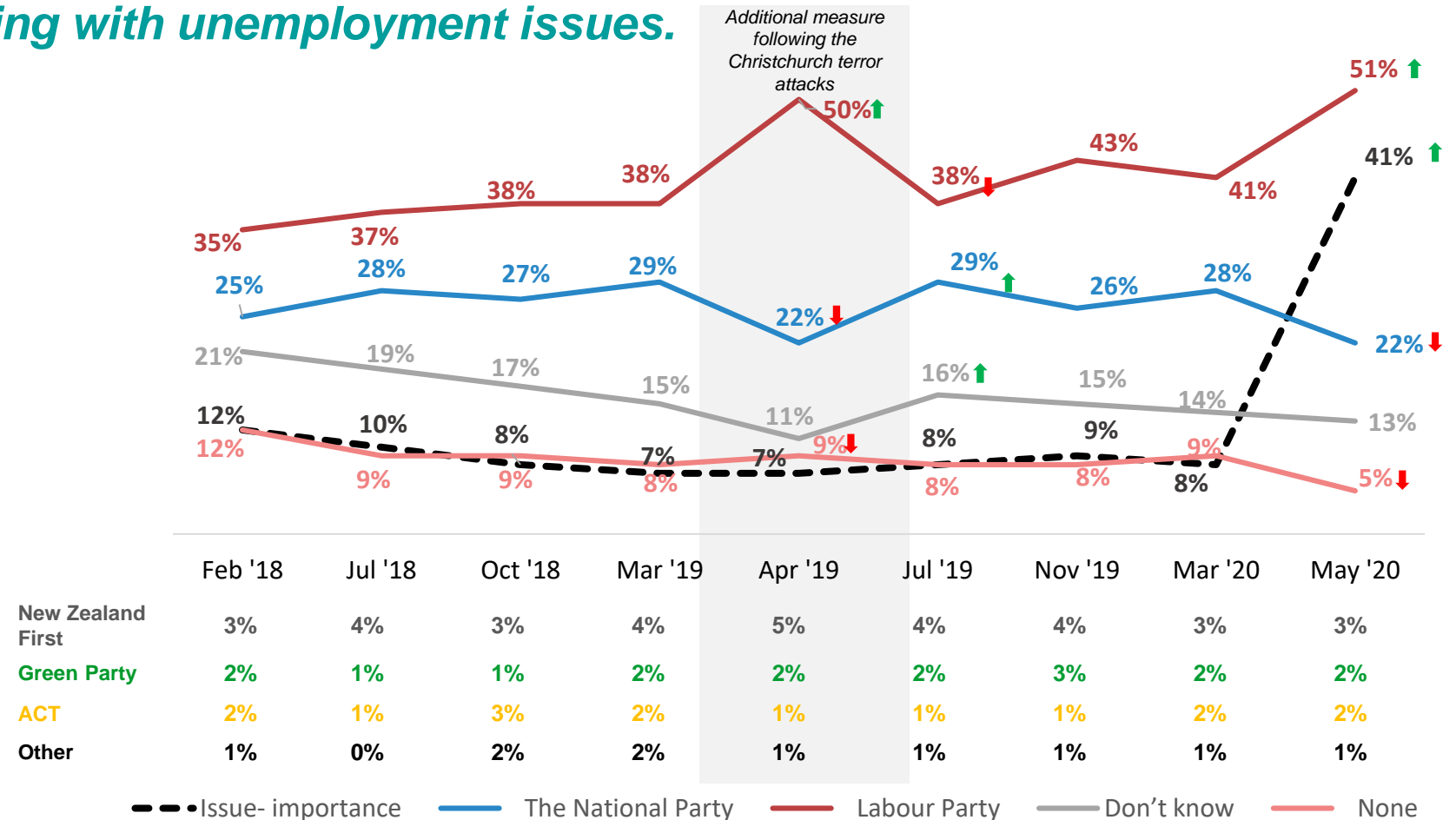
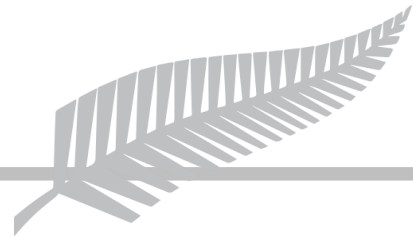
Base: May '20 (n=1,000)

#2 ISSUE – UNEMPLOYMENT

The Labour Party has further strengthened their position above other parties in being perceived as capable of dealing with unemployment issues.



As seen after the Christchurch terror attacks in early 2019, Labour's perceived capability to manage unemployment, the second most important issue currently facing New Zealand, has strengthened.



Q: Please select the political party that you believe is most capable of managing each of the following issues: Unemployment
 Base: Approx. n=610 per wave, except for May '20 (n=1,000)

Suggestions to improve *unemployment* issues

Voice of New Zealanders



Being creative to produce more local and regional jobs ”

Manawatu/Whanganui, part time employment, TAHI*: \$60k–\$80k



Stop giving so much benefit money to people who don't work; instead get them jobs to earn the money.”

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



Create new jobs to help the country become less reliant on imports and foreign tourists.”

Hawkes Bay, retired, TAHI*: \$60k–\$80k



Decrease unemployment and allow more businesses to open.”

Auckland City, Not in paid work but seeking work, TAHI*: Prefer not to say



Due to COVID-19 there is going to be a lot of unemployment and a lot more people on welfare benefits; these benefits need to be raised otherwise there are going to be a lot of families living in poverty.”

Greater Auckland, part-time employment, TAHI*: Prefer not to say



They need to prioritise employment and try to establish the living wage as the minimum wage for all New Zealanders.”

Bay of Plenty, full-time employment, TAHI*: \$80k–\$100k



Ensure the gap between rich and poor is narrow by raising the Minimum wage to the Living wage.”

Canterbury, retired, TAHI*: \$15k–\$30k

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

Base: May '20 (n=1,000)

#4 ISSUE – HEALTHCARE / HOSPITALS

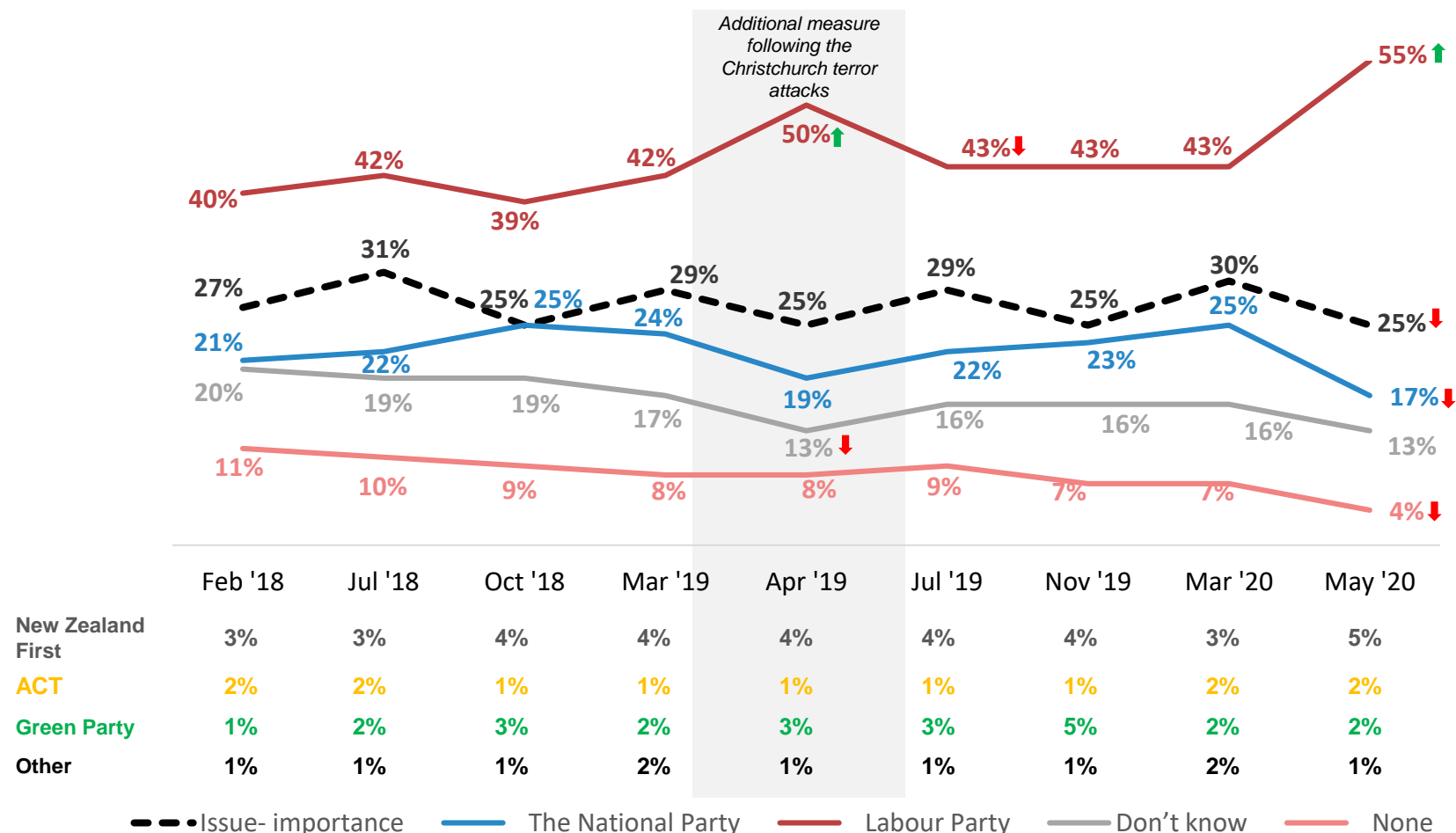
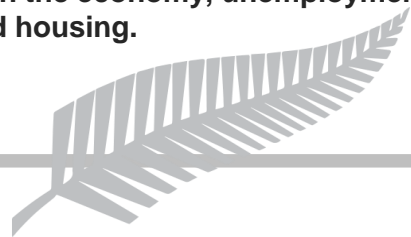
The Labour Party is even more strongly perceived as most capable of dealing with healthcare issues.



Healthcare / hospitals has been a consistently highly rated top-4 issue since February 2018.

New Zealanders aged over 65 years expressed significantly higher concerns regarding the issue of healthcare / hospitals in May 2020.

It is interesting that even as we move into Alert Level 2 of the COVID-19 crisis, that healthcare is less of an issue for New Zealanders than the economy, unemployment and housing.



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

Base: Approx. n=610 per wave, except for May '20 (n=1,000)

Suggestions to improve *healthcare* issues

Voice of New Zealanders



To prioritise even more money into better healthcare.”

Manawatu/Whanganui, full-time employment, TAHI*: \$50k–\$60k



Put more funding to healthcare.”

Wellington, part-time employment, TAHI*: \$50k–\$60k



To integrate a free healthcare system; have rent caps indicative of income.”

Canterbury, self-employed, TAHI*: \$50k–\$60k



Fix hospitals and overall health administration.”

Auckland City, Retired, TAHI*: \$30k–\$50k



Change the healthcare system.”

Waikato, self-employment, TAHI*: Over \$50k –\$60k



Fund health care.”

Auckland City, full-time employment, TAHI*: \$100k–\$120k



I think they need to look at better funding for the health system; midwives and education.”

Wellington, self-employed, TAHI*: \$100k–\$120k

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

Base: May '20 (n=1,000)

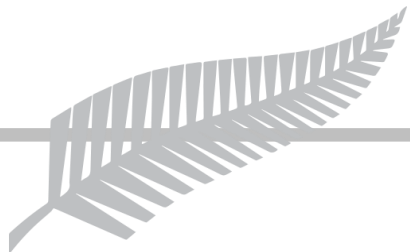
COMPARING NZ'S ISSUES TO AUSTRALIA'S

TOP 10 ISSUES - NZ VS. AUSTRALIA



The economy and unemployment dominate the top two issues in Australia, just as they do in New Zealand in May 2020. However, in April 2020, healthcare / hospitals was Australia's top issue at 55%.

During late 2019, the environment took over as the top issue facing Australians, however this has decreased during COVID-times as economic and health issues take precedence.



1	The Economy	47%
2	Unemployment	41%
3	Housing / Price of Housing	33%
4	Healthcare / Hospitals	25%
5	Poverty / Inequality	24%
6	Inflation / Cost of Living	23%
7	Climate Change	16%
8 =	Environmental Pollution / Water Concerns	13%
8 =	Drug / Alcohol Abuse	13%
10	Crime / Law and Order	12%

1	The Economy	53%
2	Unemployment	43%
3	Healthcare / Hospitals	36%
4	Inflation / Cost of Living	24%
5	The Environment	23%
6	Crime / Law and Order	15%
6 =	Housing / Price of Housing	15%
8 =	Education	14%
8 =	Poverty / Inequality	14%
10	Household / Personal Debt	12%

Base: May 2020 – New Zealand (n=1,000), Australia (n=1,048)

MAY 2020 BUDGET

A close-up photograph of a tall stack of New Zealand coins, including silver and gold-colored ones, resting on a New Zealand banknote. The banknote is light blue and features the text 'NEW ZEALAND' and 'NOT E A R O A' in red. Several other coins are scattered around the stack on the banknote. The background is softly blurred, showing more of the banknote and coins.

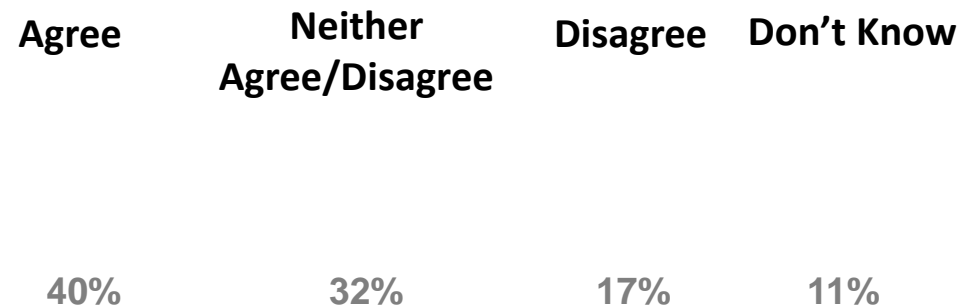
LEVEL OF AGREEMENT: BUDGET 2020

To what extent do you agree or disagree with the following statement: *The budget announced on Thursday 14th May will get our economy back on the right track?*



40% of New Zealanders agreed that the May '20 budget will get New Zealand's economy back on the right track. Only 17% of respondents disagreed with this statement about the budget.

Somewhat surprisingly there were very few differences between results when analysed by age, gender, income and education level.



Q: To what extent do you agree or disagree with the following statement: The budget announced on Thursday 14th May will get our economy back on the right track?

Base: May '20 (n=1,000)

QUALITY OF LIFE



QUALITY OF LIFE: MAY 2020

Despite the major changes COVID-19 has brought to the lives of New Zealanders, there is no significant impact to their current quality of life

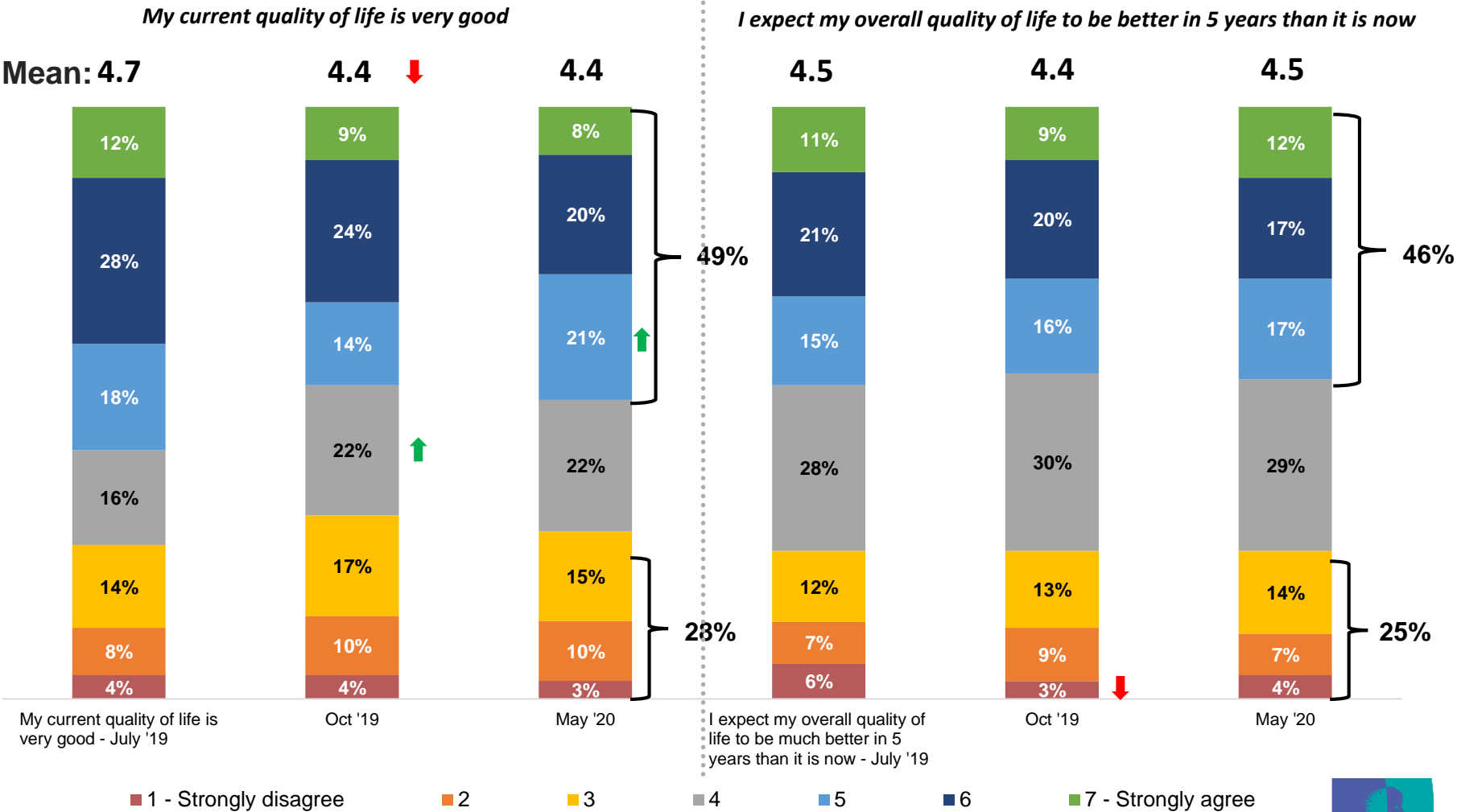


Half (49%) of New Zealanders agree that their current quality of life is very good. When asked whether they expect their overall quality of life to be better in 5 years' time than it is now, 46% of New Zealanders agree.

Although these questions were asked during the early days of Alert Level 2 of the COVID-19 pandemic, the results are similar to those seen in October last year.

Q: To what extent do you agree or disagree with each of the following statements? "My current quality of life is very good" / "I expect my overall quality of life to be much better in 5 years than it is now."

Base: May '20 (n=1,000), Oct '19 (n=610), Jul '19 (n=610) – Age: 18–74 years



QUALITY OF LIFE: MAY 2020

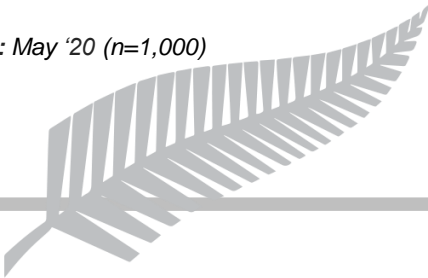


Reported quality of life among New Zealanders improves as income increases. Those with the lowest incomes have the lowest quality of life and those in the highest income group report the highest quality of life. The same pattern applies to the future quality of life.

Those aged under 35 years are more optimistic about their future quality of life than older age groups.

Q: To what extent do you agree or disagree with each of the following statements? “My current quality of life is very good” / “I expect my overall quality of life to be much better in 5 years than it is now.”

Base: May '20 (n=1,000)


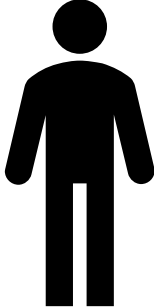


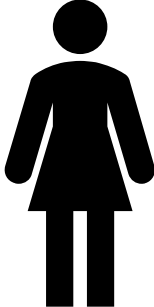






↑ ↓ Indicates significant increase / decrease in score compared to total

Total (mean scores)

Present quality of life = 4.3

Future quality of life = 4.4

Age		Gender		Income	
	4.4	4.7 ↑			4.1 ↓ 4.2 ↓
Under 35 years				Under \$50,000	
	4.3	4.4			4.4 4.5
35–49 years				\$50,001–\$100,000	
	4.5	4.4			4.8 ↑ 4.6
50–64 years				Over \$100,000	
	4.6	4.1 ↓			
65–74 years					

SAMPLE DEMOGRAPHICS – MAY '20

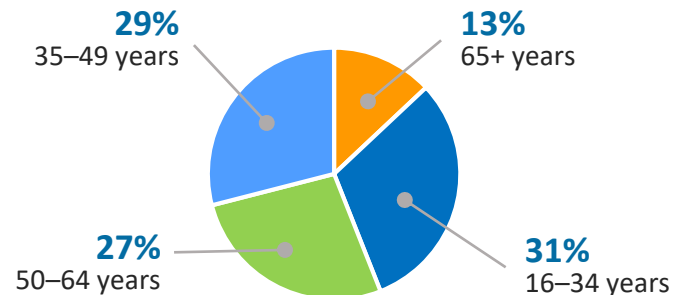


1,000 respondents
were interviewed online in May
2020 using the Dynata online
panel



The precision of Ipsos
online polls are 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

47% Full-time	9% Self-employed
10% Retired	5% Student
15% Part-time	7% Not in paid work but seeking work
7% Not in paid work & not seeking work	



Highest education completed*

36% Level 1-4
39% Level 5-7
19% Level 8-10
6% Don't know



Type of area live in

45% In the suburbs of a large city
17% In a rural area
12% In a large city
13% In, or right outside, a medium sized city
12% In, or right outside, a small city
1% None of these

SAMPLE SIZES OVER TIME: 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)

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ABOUT IPSOS

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“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

