THE IPSOS NEW ZEALAND ISSUES MONITOR

An Ipsos Survey – July 2020

GAME CHANGERS Ipsos

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 3rd to 6th July 2020 we conducted fieldwork for our ninth 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 when only a few COVID-19 cases had reached NZ. However, due to the COVID-19 pandemic a second wave was conducted relatively quickly in May and the third (current) wave has been conducted in July to understand what issues were important to New Zealanders under alert Level 1.

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: <u>carin.hercock@ipsos.com</u> or Amanda <i>Dudding – Phone: 021 61 22 64 or Email: <u>amanda.dudding@ipsos.com</u> 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 July 2020?

CORONAVIRUS • Explosion in Australian COVID-19 cases casts doubt over trans-Tasman bubble dream Newshub – 6 July 2020

POLITICS / HEALTH

David Clark resigns as Health Minister: 'It's best for me to step aside'

RNZ – 2 July 2020

More than 200,000 New Zealanders now on unemployment benefits •

Stuff.co.nz – 3 July 2020

Waitlist for public housing hits new record as Coronavirus economic crash bites •

Stuff.co.nz – 6 July 2020

Woman who escaped managed isolation in Auckland could be charged TVNZ - 5 July 2020

> Jacinda Ardern extends \$5.2b small business loans scheme to the end of the year

> > NZ Herald – 6 July 2020



KEY FINDINGS – JULY 2020

Top issues

Four weeks into Alert Level 1 has seen a softening of the key issues that are felt to be most important to New Zealanders.

The economy & unemployment emerged as major concerns in May '20, at the beginning of Alert Level 2 as New Zealand emerged from lockdown. There has been a drop in levels of concern for these issues in July '20, but levels remain significantly higher than pre-pandemic levels.



Government performance

Perceptions of the Labour-led coalition government continue to remain positive despite a drop from May.

They remain the party perceived to be most capable of managing issues facing the country.



Keeping the borders closed

80% of New Zealanders believe in keeping the borders closed until the virus is proven to be contained.

The majority feel we should keep our borders closed to the following:

- Australia 85%
- Pacific Islands 75%
- Rest of the world 92%



THE TOP ISSUES

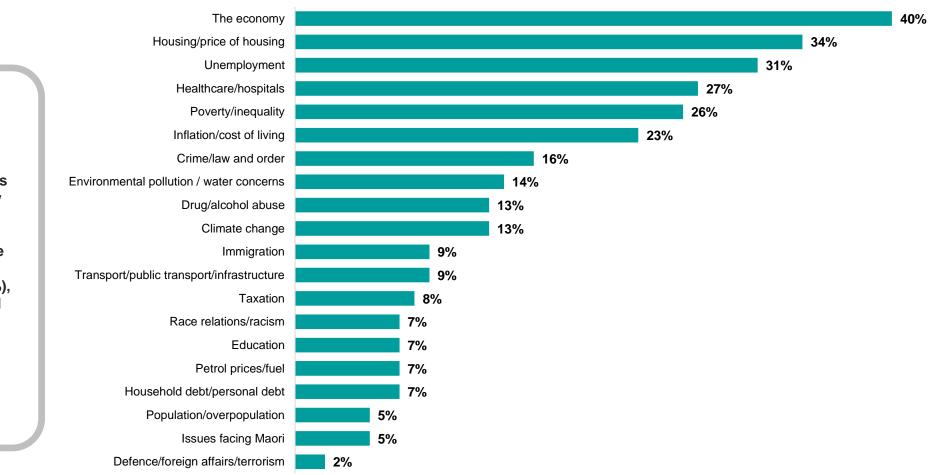
The most important issues facing New Zealand today



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

The Economy (40%) maintains its spot as the top issue facing New Zealand today. The price of housing (34%) is the second most important issue, followed by unemployment (31%), healthcare / hospitals (27%), and poverty / inequality (26%).





Q: What would you say are the three most important issues facing New Zealand today? **Base**: July '20 (n=1,000)



TOP FIVE ISSUES OVER TIME

The top 5 issues remain consistent with those observed in May. Although concern with 'The economy' and 'Unemployment' has declined since May, they remain at historic highs.

| | OCT 18 (n=610) | | APR 19 (n=615) | | NOV 19 (n=615) | | MARCH 20 (n=610) | | MAY 20 (n=1,000) | | JULY 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% | The Economy | 40% |
| 2 | Petrol prices / Fuel | 31% | Poverty / Inequality | 30% | Poverty / Inequality | 29% | Healthcare / Hospitals | 30% | Unemployment | 41% | Housing / Price of Housing | 34% |
| 3 | Inflation / Cost of Living | 29% | Inflation / Cost of Living | 28% | Inflation / Cost of Living | 25% | Poverty / Inequality | 30% | Housing / Price of Housing | 33% | Unemployment | 31% |
| 4 | Healthcare / Hospitals | 25% | Healthcare / Hospitals | 25% | Healthcare / Hospitals | 25% | Inflation / Cost of Living | 25% | Healthcare / Hospitals | 25% | Healthcare / Hospitals | 27% |
| 5 | Poverty / Inequality | 24% | Crime / Law | 25% | Crime / Law | 23% | Crime / Law | 25% | Poverty / Inequality | 24% | Poverty / Inequality | 26% |
| | Following Christchurch terror attacks | | | | Only a few COVID-19 cases in NZ | | NZ moves out of lockdown | | Alert Level 1 | | | |

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

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

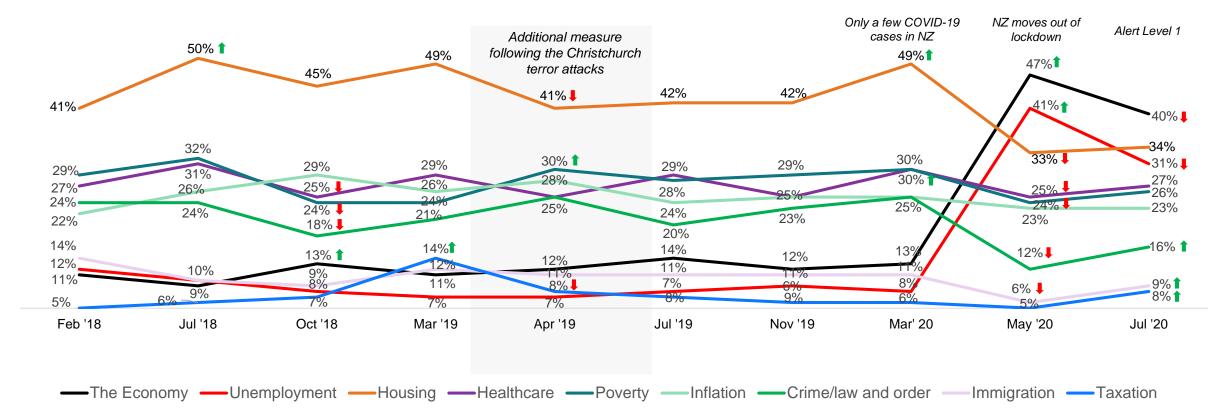
7 - © Ipsos | NZ Issues Monitor

lpsos

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

NOTEWORTHY ISSUES

Housing has been the biggest issue since the survey began until May this year. However, the pandemic changed people's focus, with the economy and unemployment becoming key issues. Other issues like crime / law and order, immigration and taxation have also picked up in July.



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

Base: July '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)

8 - © Ipsos | NZ Issues Monitor

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



CURRENT GOVERNMENSE PERFORMANCE

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

RATING OF GOVERNMENT OVER LAST 6 MONTHS

Perceptions of the current Labour-led coalition government's performance continue to remain high despite a significant decline of 0.3 in July. Mean scores

Following a period of stable results from July '19 to March '20, the Labour-led coalition's performance significantly increased to a mean score rating of 7.6 out of 10 in May 2020 during the COVID-19 pandemic.

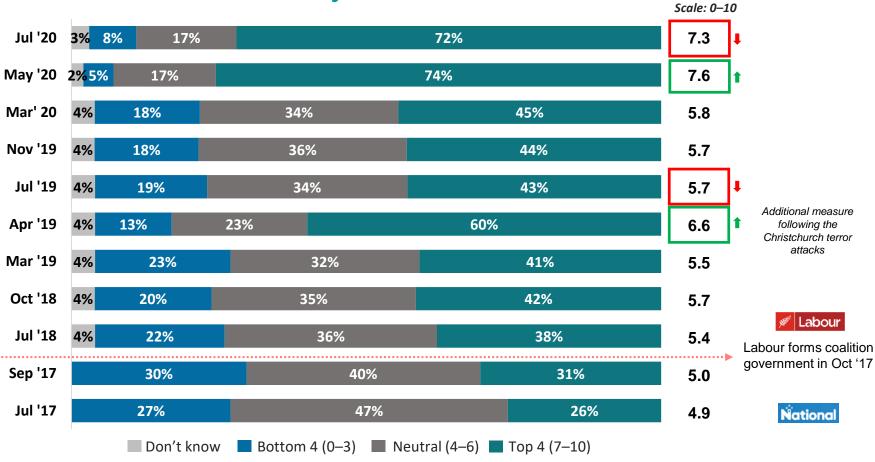
Over half (56%) of all respondents

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: Jul '20 (n=1000), 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)

Despite the score dropping to 7.3 in July, perceptions continue to remain strong.

gave the coalition government a rating of between 8-10 out of 10.







MANAGING THE ISSUES

The political parties perceived as most capable of managing the issues

POLITICAL PARTY MOST CAPABLE OF MANAGING ISSUES

Similar to the previous wave, the Labour Party is seen as the political party most capable of managing 18 of the 20 issues. The Green Party continues to have an edge over Labour for climate and environment related issues.

| ISSUE | POLITICAL PARTY | ISSUE | POLITICAL PARTY | |
|------------------------------|-----------------|---------------------------------|-----------------|--|
| #1: The Economy | 🖋 Labour | #11: Household Debt/ Personal | Labour | |
| #2: Unemployment | 🜿 Labour | Debt | | |
| #3: Housing/Price of Housing | 🔎 Labour | #12: Transport/Public Transport | | |
| #4: Healthcare/Hospitals | 🔎 Labour | #13=: Petrol Prices/Fuel | 🖋 Labour | |
| #5: Poverty/Inequality | | #13=: Education | 🖋 Labour | |
| | | #13=: Immigration | 🖋 Labour | |
| #6: Inflation/Cost of Living | 🦋 Labour | #16=: Taxation | 🖋 Labour | |
| #7: Climate Change | Green | #16=: Race Relations/Racism | 🖋 Labour | |
| #8=: Environmental | Green | | | |
| Pollution/Water Concerns | | #18: Population/Overpopulation | 🖋 Labour | |
| #8=: Drug / Alcohol Abuse | 🖋 Labour | #19: Issues Facing Maori | 🖋 Labour | |
| #10: Crime/Law and Order | 🔎 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**: July '20 (n=1,000)



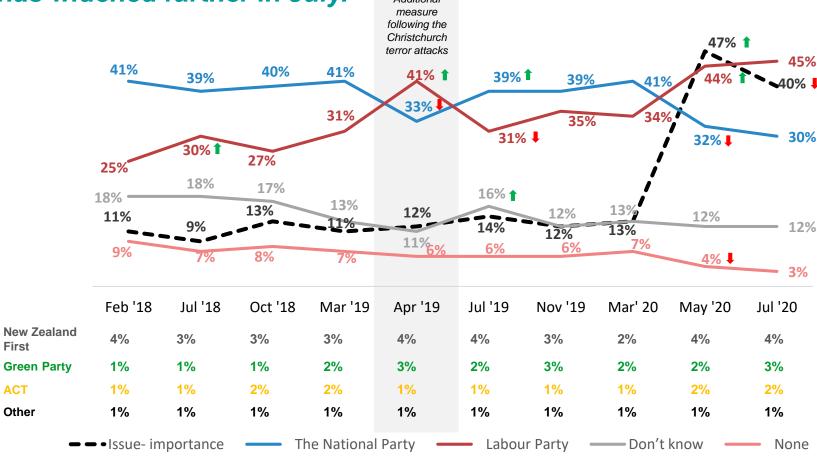
#1 ISSUE – THE ECONOMY

The Labour party surpassed National party as being the party best placed to manage the economy in May and the gap has widened further in July.

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

The importance of this issue surged due to the COVID-19 pandemic and perceptions of The Labour Party's ability to manage this #1 issue also increased significantly at that time.





Q: Please select the political party that you believe is most capable of managing each of the following issues: <u>The Economy</u> **Base**: Approx. n=610 per wave, except for May '20 & Jul '20 (n=1,000)



Suggestions to improve economic-related issues

Voice of New Zealanders



The government needs to prop up the private sector to recover the economy; and deliver on its promises and stop spending unnecessarily."

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

I think the government really needs to find a balance between the people and the economy; but that is no simple task. I think starting with healthcare and unemployment would be a good start while also focusing on the environment which benefits both the people and the economy."

Wellington, student, TAHI*: \$30k - \$50k



Focusing on employment within NZ as well as focusing on getting our economy up and going again."

Northland, part-time, TAHI*: \$15k-\$30k



We need to assist more small business owners to ensure that they do not fail. There are so many people being made redundant and this is bad for our economy, as it will cost more in the long term in terms of people costing the government more in subsidies and support."

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

Stop spending too much on giving out free money. Create more jobs and upskill those who are on unemployment benefit. Stop being a socialist economy."

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



Get the economy moving by gradually reopening the borders and testing all arrivals."

Bay of Plenty, self-employed, TAHI*: \$140k-\$160k

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended question) **Base:** July '20 (n=1,000)

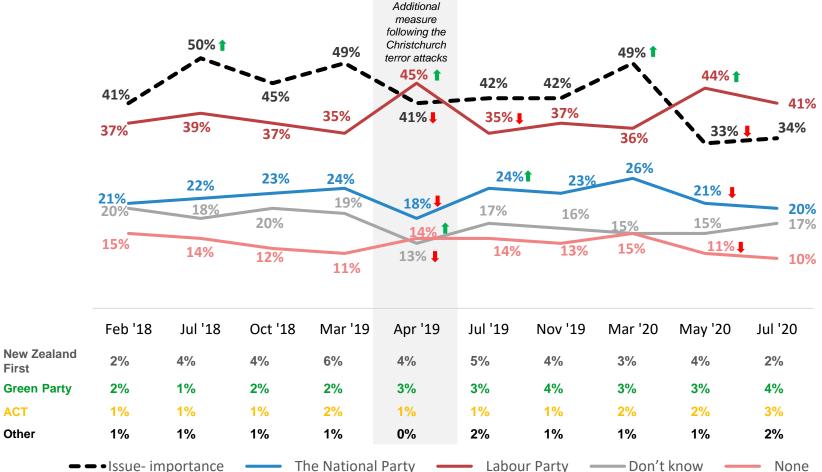
#2 ISSUE – HOUSING / PRICE OF HOUSING

The Labour Party remains significantly ahead of other parties in perceived ability to manage housing / price of housing. Additional measure

Housing remains one of the top three issues despite a significant drop in May due to the COVID-19 pandemic.

The Labour Party is perceived by New Zealanders as being the party most capable of managing housing / the price of housing, currently sitting 21 percentage points higher than the National Party.





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 & Jul '20 (n=1.000)

First

ACT

Other



Suggestions to improve housing issues

Voice of New Zealanders



Stop selling off land, houses and companies to foreign buyers."

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

Put measures in place to make housing more affordable for the average family. Change the housing market from an investor paradise to a basic need."

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



Housing problems need to be addressed immediately with lowering rent cost and improving quality of accommodations."

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



Make more funds available to community housing organisations." Auckland City, part-time employment, TAHI*: \$15k-\$30k

Really address housing prices. The price of your average houses are too high compared with your average wages. Affordable housing (houses within the \$400,000–\$600,000 range depending on area) should be built and sold to New Zealanders who are intending to actually live in the property for an extended period of time e.g. 5 years instead of 6 months. It deters people who want to buy solely for investment purposes and allows people who are in a lower socioeconomic status to have the opportunity to own their own property. As we know a high proportion of people's wages go towards rent."

Wellington, not in paid work but seeking work, TAHI*: N/A



More housing if possible the rentals are so high it would be cheaper to buy and pay a mortgage. But we cant afford to. Also the pay rate needs to come into line with living cost as so many are now moving home just to survive."

Hawke's Bay, not in paid work but seeking work, TAHI*: \$50k-\$60k

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended question) **Base:** July '20 (n=1,000)

#3 ISSUE – UNEMPLOYMENT

Unemployment triggered by the pandemic saw concern for this significant increase in May.

Despite a drop in July, it remains one of the top 3 issues. Additional measure following the Christchurch 51% terror attacks 49% 50% 43% 41% 38% 38% 41% 38% 37% 35% 31% 🖡 29% 🕇 29% 28% 28% 27% 26% 25% 25% 19% 21% Despite a 10-point drop from May, 22% 17% 16% 🕇 15% 15% concerns surrounding 14% 13% 12% 11% unemployment continue to remain 10% 13% 9% 9% 8% 8% 9% 12% much higher compared to the pre-9% 8% 5% 8% COVID-19 period. 8% 8% 7% 7% 4% Labour's perceived capability to Feb '18 Jul '18 Oct '18 Mar '19 Apr '19 Jul '19 Nov '19 Mar '20 May '20 Jul '20 manage unemployment remains significantly higher than the other **New Zealand** 3% 4% 3% 4% 5% 4% 4% 3% 3% 3% parties. First 2% **Green Party** 2% 1% 1% 2% 2% 2% 3% 2% 3% ACT 2% 1% 3% 2% 1% 1% 1% 2% 2% 2% 2% 1% 0% 2% 2% 1% 1% 1% 1% Other 1% The National Party ----- Don't know - - Issue- importance Labour Party None

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



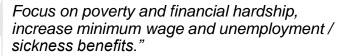
Suggestions to improve unemployment issues

Voice of New Zealanders



Stop allowing so many immigrants into our country, as this is one of the problems causing unemployment and keeping wages so low, as it also is causing housing shortages."

Bay of Plenty, not in paid work or seeking work, TAHI*: N/A



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

Continue to support businesses to help reduce unemployment & support the economy."

Auckland City, full-time, TAHI*: N/A



Make right actions to problems about unemployment of people who lost their jobs."

Waikato, full-time employment, TAHI*: \$30k - \$50k

Stop being greedy, stop limiting rights, stop bullying and intimidating, fair taxes for low-med income, support low-med size business, support local, actually care for the environment and not use it as an excuse for pushing bad policies, make sure education, day care and after school activities are accessible and affordable to everyone - this will reduce unemployment and substance abuse in the long run."

Auckland City, not in paid work but seeking work, TAHI*: \$50k-\$60k

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended question) **Base:** July '20 (n=1,000)

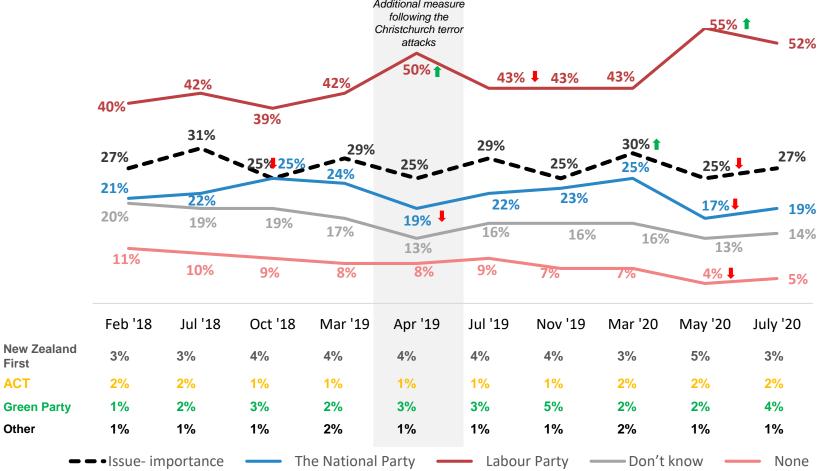
#4 ISSUE – HEALTHCARE / HOSPITALS

Despite a slight drop since May, the Labour Party is still seen as the party most capable of managing healthcare issues.

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

Nearly half (49%) of New Zealanders aged over 65 years expressed concerns regarding the issue of healthcare / hospitals in July 2020.





Q: Please select the political party that you believe is most capable of managing each of the following issues: <u>Healthcare / Hospitals</u> **Base:** Approx. n=610 per wave, except for May '20 & Jul '20 (n=1,000)



Suggestions to improve healthcare issues

Voice of New Zealanders



More funding into education, mental health services and housing."

Canterbury, not in paid work but seeking work, TAHI*: N/A



Improving support for mental health and addiction. Improvements that will reduce road trauma. Reduce smoking rates. Reduce hazardous drinking. Improve access to primary health-care. Ensure everyone has warm, safe & dry home. Value who we are as a country. Create an international reputation we can be proud of. Enable a step change for Maori and Pacific economies.

Auckland City, self-employed, TAHI*: Up to \$15k

Give a bit more to the health system."

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

They need to listen more to those who have falling through the cracks and put more into the health and wellbeing of NZ."

Wellington, not in paid work or seeking work, TAHI*: \$15k-\$30k



We need to address the economy, the burnt out workforce in health care and provide support to them to enable them to focus on their day to day work and do it well.

Wellington, not in paid work or seeking work, TAHI*: \$60k-\$80k



Better funding for schools and health."

Taranaki, 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:** July '20 (n=1,000)

COMPARING NZ'S ISSUES TO AUSTRALIA'S



TOP 10 ISSUES - NZ VS. AUSTRALIA

The economy and unemployment dominate the top issues in Australia, just as they do in New Zealand.

Housing, a major issue in New Zealand (#2) isn't much of a concern in Australia (#7) comparatively.

Australia and New Zealand have similar level of concerns around healthcare and inflation / cost of living.



| 1 | The Economy | 40% |
|-----|---|-----|
| 2 | Housing / Price of Housing | 34% |
| 3 | Unemployment | 31% |
| 4 | Healthcare / Hospitals | 27% |
| 5 | Poverty / Inequality | 26% |
| 6 | Inflation / Cost of Living | 23% |
| 7 | Crime / Law and Order | 16% |
| 8 | Environmental Pollution / Water Concerns | 14% |
| 9 = | Drug / Alcohol Abuse | 13% |
| 9 = | Climate Change | 13% |



| 1 | The Economy | 48% |
|-----|----------------------------|-----|
| 2 | Unemployment | 41% |
| 3 | Healthcare / Hospitals | 29% |
| 4 | Inflation / Cost of Living | 25% |
| 5 | Crime / Law and Order | 22% |
| 6 | The Environment | 19% |
| 7 = | Housing / Price of Housing | 16% |
| 7 = | Poverty / Inequality | 16% |
| 8 | Education | 10% |
| 9 | Household / Personal Debt | 9% |

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



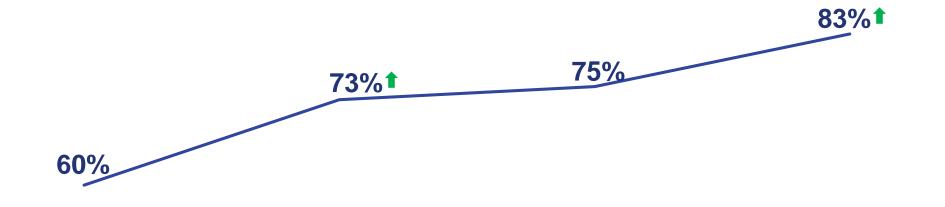
VOTING IN AN ELECTION

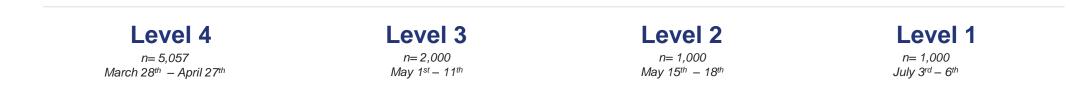




VOTING IN AN ELECTION

Comfort levels with voting in an election have increased during the pandemic as alert levels drop. Currently, four out of five New Zealanders feel comfortable with voting in an election.





Q: How comfortable would you be voting in an election?

Base: Total (n=9,057), data collected on a weekly basis n=1000 per week, the dates mentioned above indicate the first and last date of FW within that level. Historical data for this question has been taken from the COVID-19 tracker study run by Ipsos. **24** – © Ipsos | NZ Issues Monitor



KEEPING TH BORDER CLOSED

25 - © Ipsos | NZ Issues Monitor



D_

KEEPING THE BORDER CLOSED

Support for keeping the borders closed peaked in Level 4. Despite a gradual decline since then, four out of five New Zealanders still believe we should keep the borders closed.





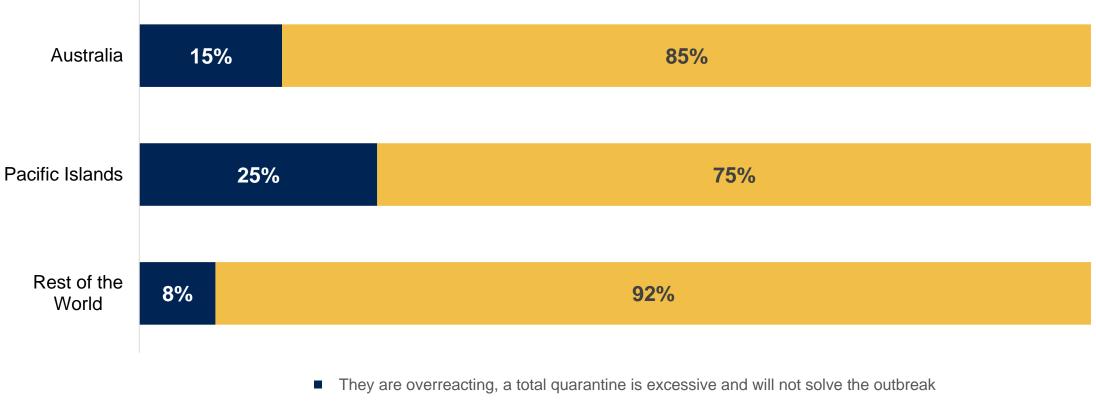
Q: Do you agree or disagree with the following: We should close the borders of my country / keep the borders closed, and not allow anyone in or out until the virus is proven to be contained. Base: Total (n=9,057), data collected on a weekly basis n=1000 per week, the dates mentioned above indicate the first and last date of FW within that level. Historical data for this question has been taken from the COVID-19 tracker study run by Ipsos. 26 - © Ipsos | NZ Issues Monitor



1 Indicates significant increase / decrease in score compared to the previous level

KEEPING THE BORDER CLOSED

There is more support to open borders to the Pacific Islands than Australia, but at least three quarters believe total quarantine of New Zealand is the correct thing to do given the risk.



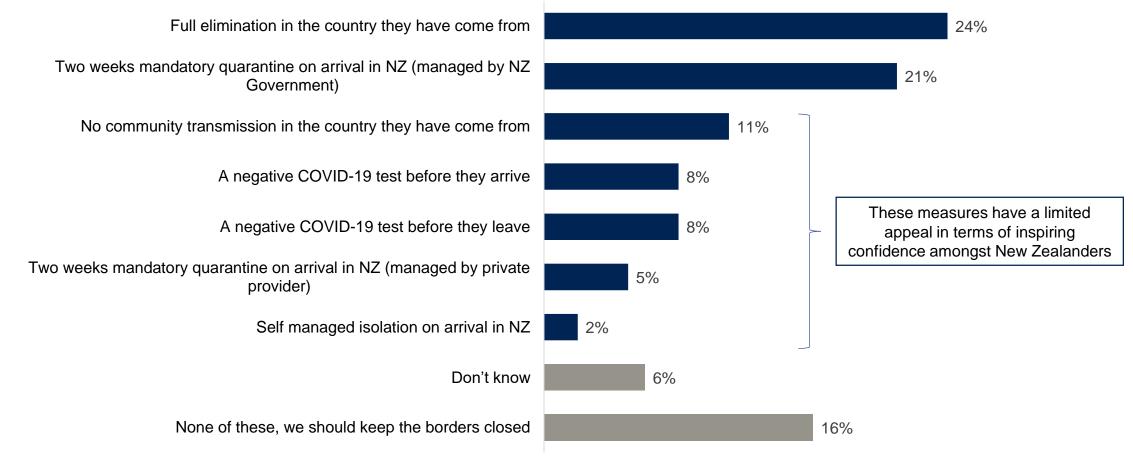
A total quarantine is correct given the risk

Q: Do you think that keeping our borders closed to the following countries or regions the government is overreacting or correct given the risk? Base: July '20 (n=1,000) 27 - © Ipsos | NZ Issues Monitor



MEASURES INSPIRING CONFIDENCE TO OPEN BORDERS

Full elimination and mandatory quarantine managed by the government are the most preferred measures. 16% maintain that we should keep the borders closed.



Q: Which would be the one thing that would give you enough confidence that it is safe to open our borders to other countries? **Base:** July '20 (n=1,000) **28** – © Ipsos | NZ Issues Monitor



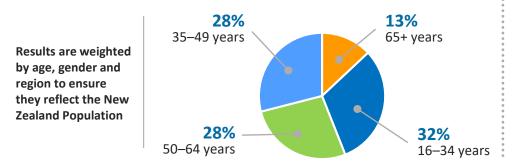
SAMPLE DEMOGRAPHICS – JULY '20



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





Employment status

46% Full-time
14% Part-time
11% Retired
10% Not in paid work
but seeking work

8% Not in paid work & not seeking work
6% Self-employed
5% Student



Highest education completed*

37% Level 1-4
40% Level 5-7
16% Level 8-10
7% Don't know



Type of area live in
44% In the suburbs of a large city
17% In a rural area
14% In a large city
13% In, or right outside, a medium sized city
11% In, or right outside, a small city
1% None of these

SAMPLE SIZES OVER TIME: July '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)

*Level 1-4 (NCEA level 1-3; NZ school certificate; national certificate) Level 5-7 (graduate certificates and diplomas; bachelor's degree) Level 8-10 (postgraduate certificates/degree; Master's degree; Doctoral degree)



CONTACTS

Carin Hercock



Amanda Dudding

Research Director

amanda.dudding@ipsos.com
+64 21 61 22 64





ABOUT IPSOS

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

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

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

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

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

GAME CHANGERS

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

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

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

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

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

THANK YOU



