

The New Zealand Ipsos Issues Monitor

April 2018



UNDERSTANDING
NEW ZEALAND

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1

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GAME CHANGERS



The Ipsos New Zealand Issues Monitor



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 been operating in New Zealand since 1992.

The Australian Ipsos Issues Monitor has been operating since 2010 and has now been launched in New Zealand - **this is the first of the quarterly New Zealand Ipsos Issues Monitor reports**, tracking what New Zealanders are concerned about; who is worried about what; and which political parties are seen to be best able to improve matters.

Please direct all queries to Jonathan Dodd, ph 021 538 634 jonathan.dodd@ipsos.com

NEW ZEALAND ISSUES MONITOR

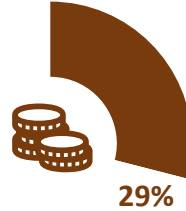
The top six issues facing New Zealanders are dominated by housing accessibility and affordability, followed by poverty and healthcare.



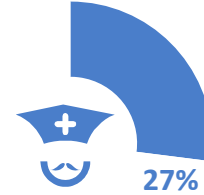
Housing



Poverty



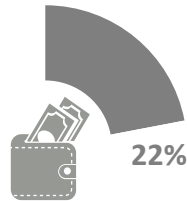
Healthcare



Crime/Law



Cost of Living



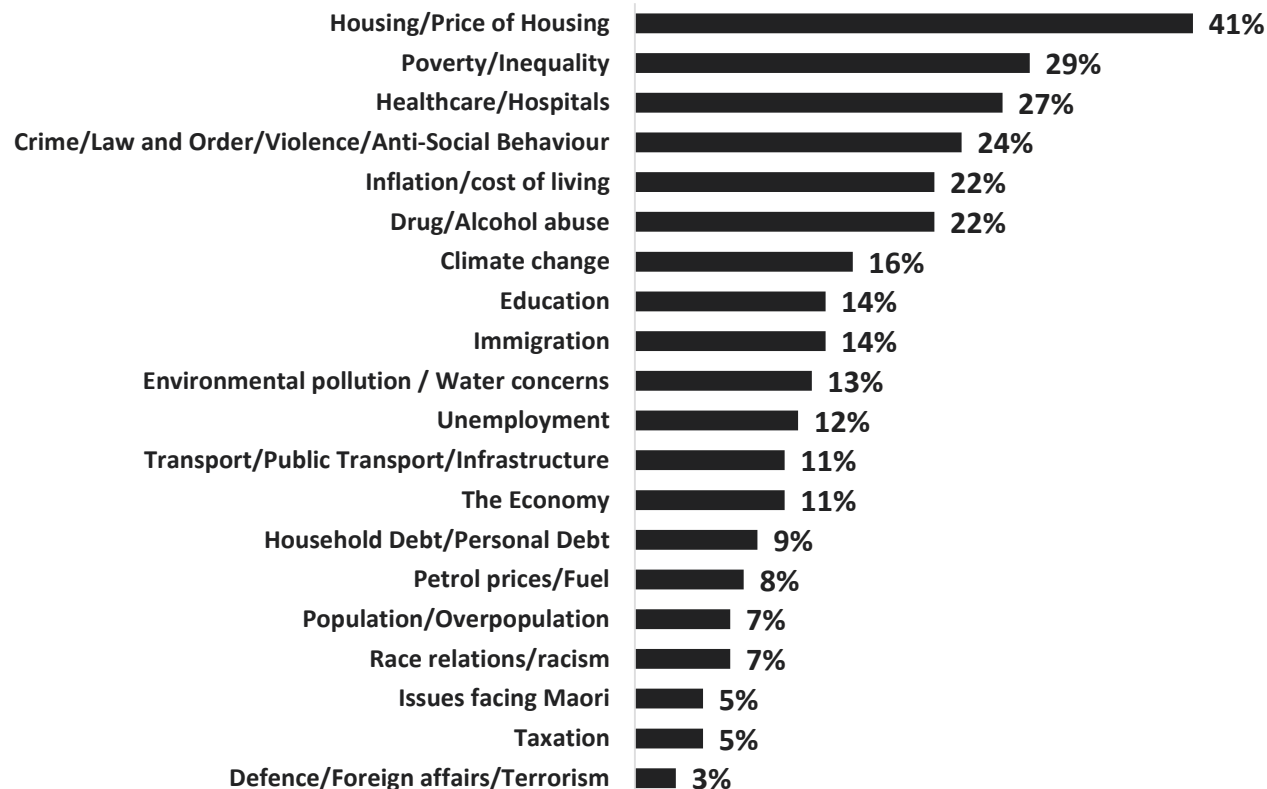
Drug/Alcohol abuse



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

NEW ZEALAND ISSUES MONITOR

Housing issues are the biggest concern for New Zealanders, followed by poverty / inequality issues and healthcare.



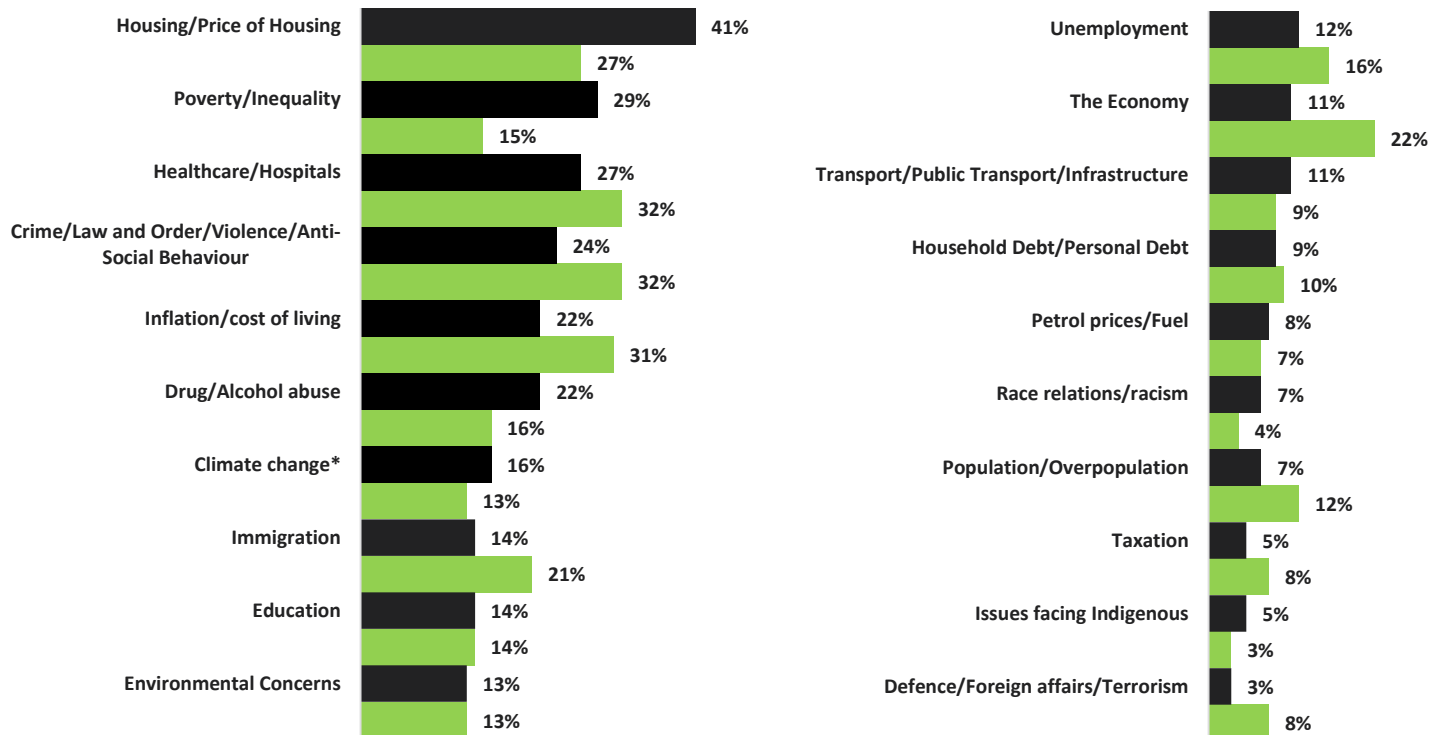
What would you say are the three most important issues facing New Zealand today?

NEW ZEALAND ISSUES MONITOR

Housing issues are the biggest concern for New Zealanders whereas Australians are mostly concerned with healthcare, crime and living costs, and twice as concerned with the economy.



New Zealand vs Australia



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

NEW ZEALAND ISSUES MONITOR

New Zealanders are the most likely to feel that Labour is the best party to solve the big problems. National is much less likely to be regarded as best for housing, poverty, healthcare and drug issues



Housing



Poverty



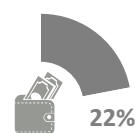
Healthcare



Crime/Law



Cost of Living



Drug/Alcohol Abuse



Political party most capable of solving each issue

- 38% Labour
- 21% National
- 2% New Zealand First
- 2% The Green Party
- 1% Act
- 21% Other/Don't Know
- 15% None

- 47% Labour
- 16% National
- 3% New Zealand First
- 3% The Green Party
- 2% Act
- 18% Other/Don't Know
- 11% None

- 41% Labour
- 21% National
- 3% New Zealand First
- 2% Act
- 1% The Green Party
- 21% Other/Don't Know
- 11% None

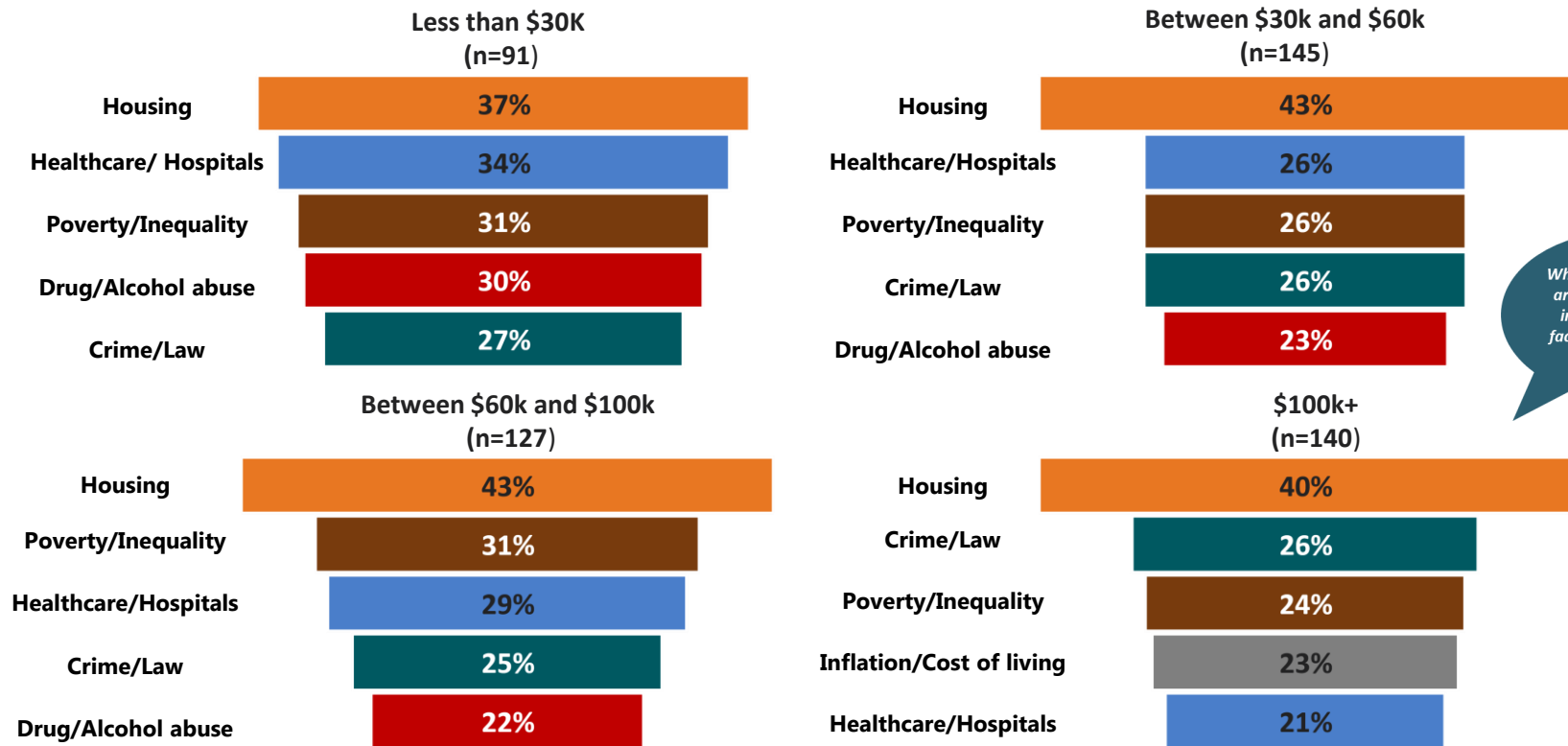
- 28% National
- 27% Labour
- 6% New Zealand First
- 4% Act
- 2% The Green Party
- 22% Other/Don't Know
- 11% None

- 30% Labour
- 29% National
- 3% New Zealand First
- 2% Act
- 2% The Green Party
- 21% Other/Don't Know
- 13% None

- 29% Labour
- 17% National
- 4% The Green Party
- 3% New Zealand First
- 1% Act
- 27% Other/Don't Know
- 19% None

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Everyone is concerned about housing, but wealthier households are more concerned than others about crime and poorer households about healthcare.

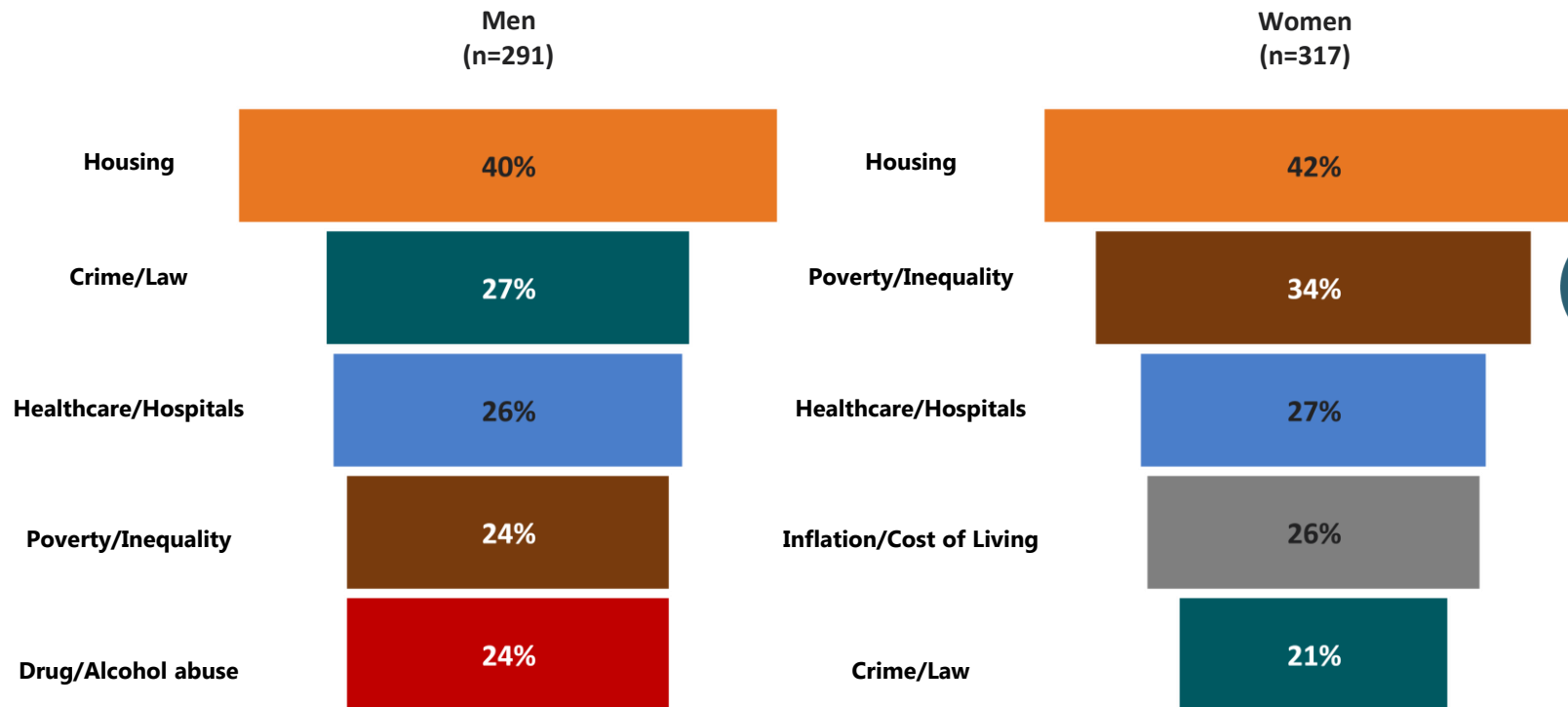


What would you say are the three most important issues facing New Zealand today?

7 Base: Total Sample (n=610) Note: 107 respondents preferred not to disclose their income. Note: Total Annual Household income

NEW ZEALAND ISSUES MONITOR

Men are more concerned with crime, and women are more concerned with issues of poverty, inequality and the cost of living.

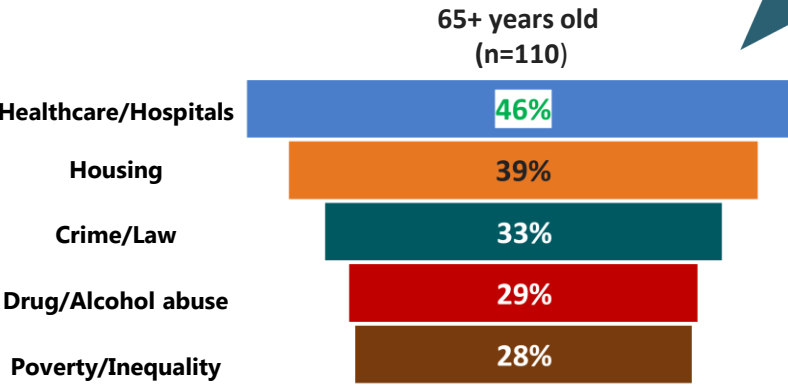
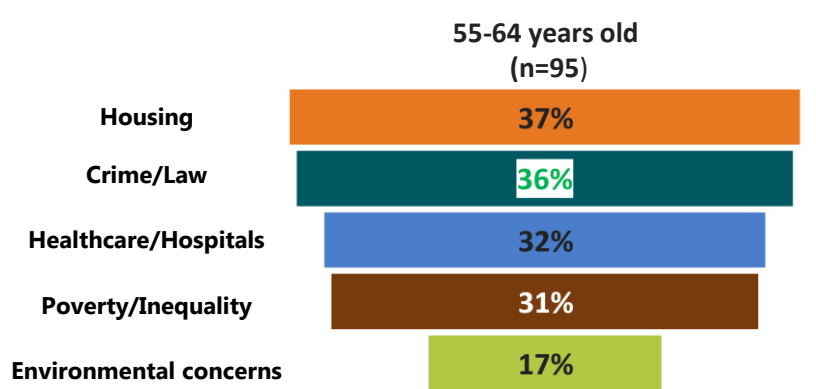
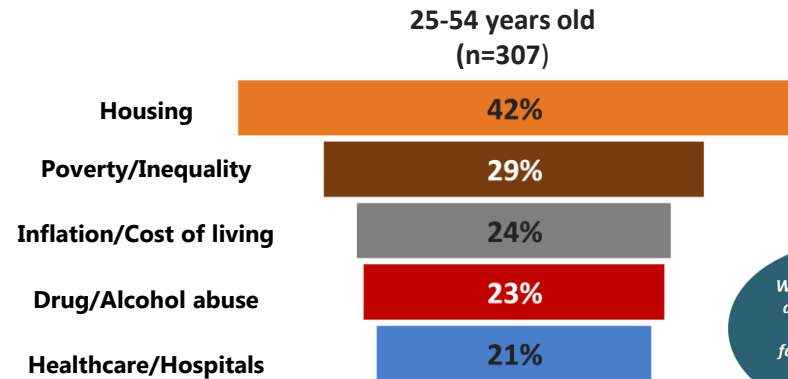
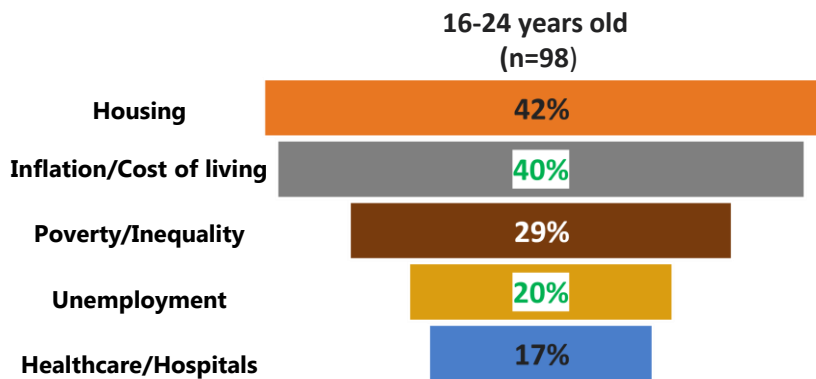


What would you say are the three most important issues facing New Zealand today?

8
Base: Total Sample (n=610) Note: 2 respondents did not identify as male or female

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There are significant differences in the concerns facing people in different age groups, the one constant being the major concern felt about housing.



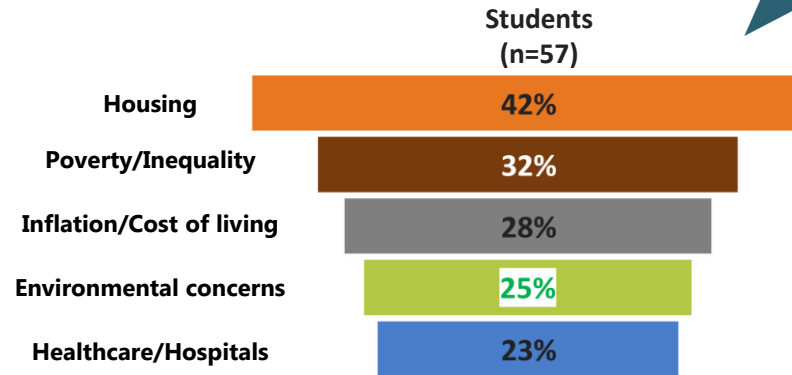
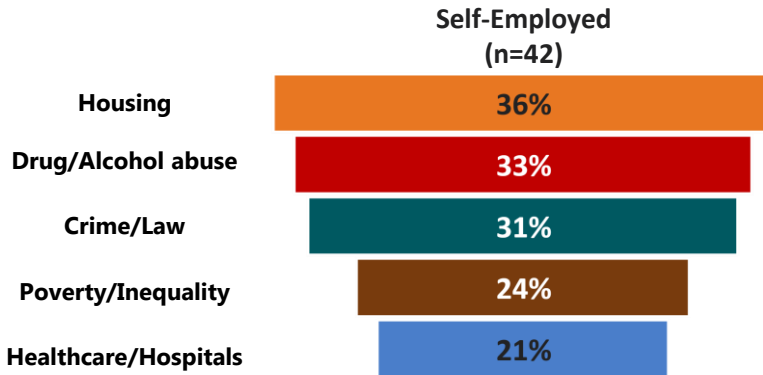
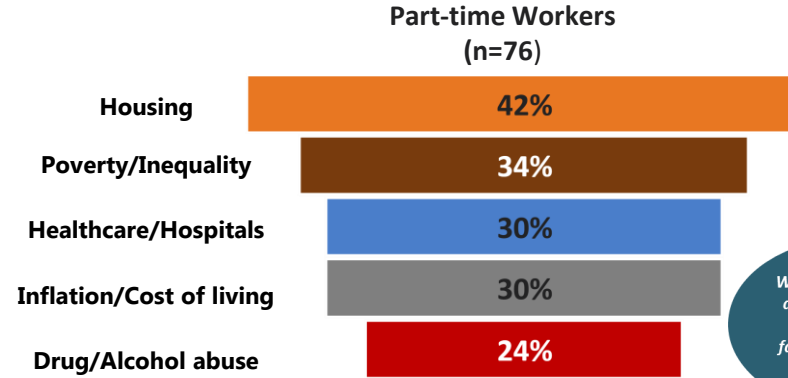
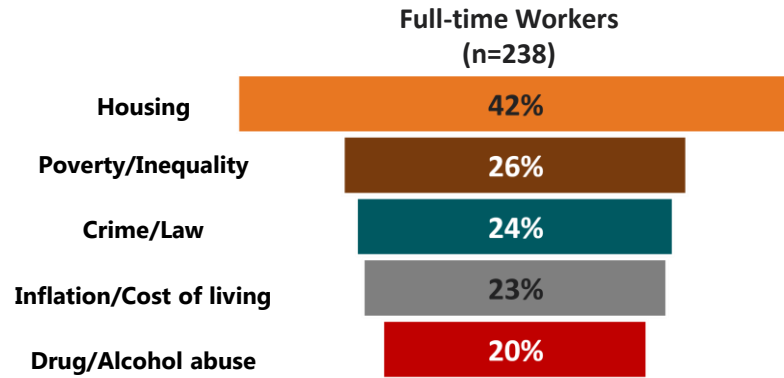
What would you say are the three most important issues facing New Zealand today?

Green is sig. ↑, Red is sig. ↓ than Total

9 Base: Total Sample (n=610)

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Students are significantly more concerned about the environment, and the self-employed with drug and alcohol abuse. Part-time workers are more worried about healthcare issues.

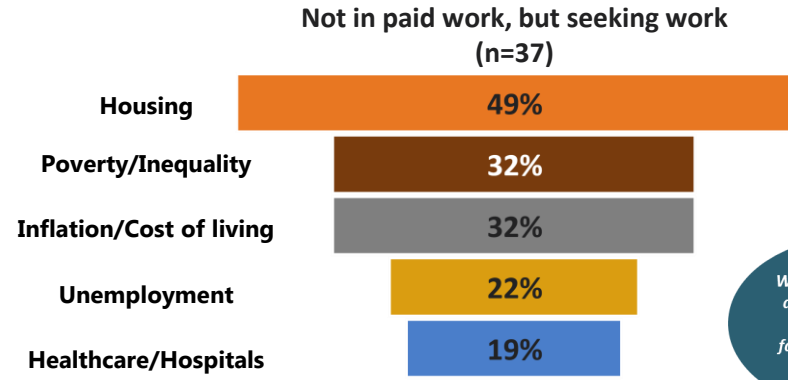
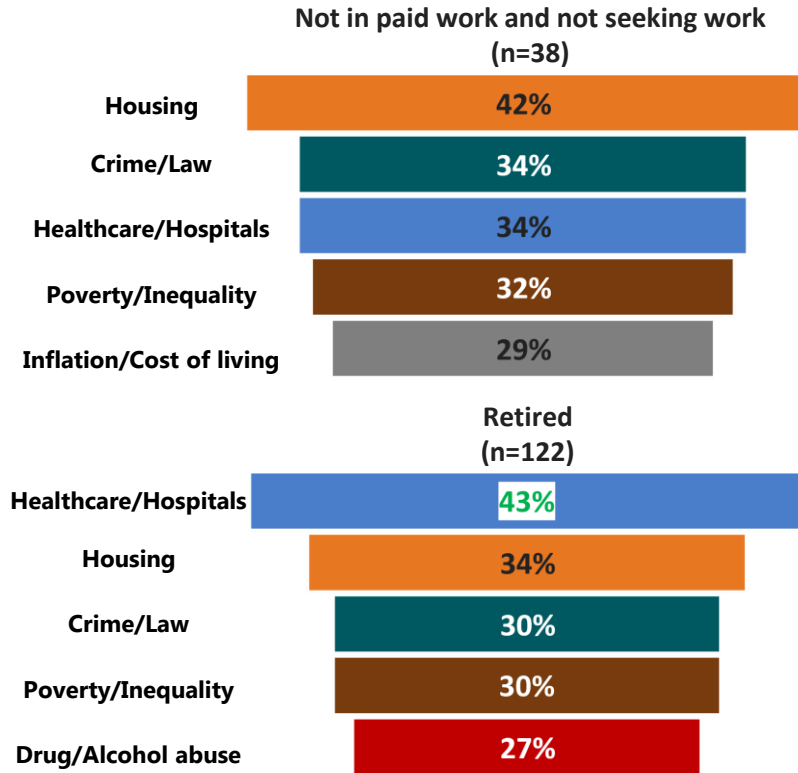


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NEW ZEALAND ISSUES MONITOR

Unemployment is understandably a higher ranked issue for those seeking work, and the retired are notably more concerned about drug and alcohol abuse.



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

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Sample Demographics



610 respondents were interviewed online in March 2018 using the SSI online panel.

48%

Male



52%

Female



16%

16-24 years



50%

25-54 years



16%

55-64 years



18%

65+ years



Employment status

40% Full time

20% Retired

12% Part time

9% A student

7% Self employed

6% Not in paid work and not seeking work

6% Not in paid work but seeking work



Highest Education completed

2% Primary education

30% Secondary education

24% Post-secondary non-tertiary education

32% Undergraduate university degree

12% Post-graduate university degree



Type of area live in

19% In a rural area

8% In, or right outside, a small city

15% In, or right outside, a medium sized city

44% In the suburbs of a large city

14% In a large city

0% None of these

0% Don't know



The maximum margin of error for a sample of 610 at the 95% confidence level is 4%

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At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance apply to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” - our tagline - summarises our ambition.

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