

Ipsos Public Affairs



# The Ipsos New Zealand Issues Monitor

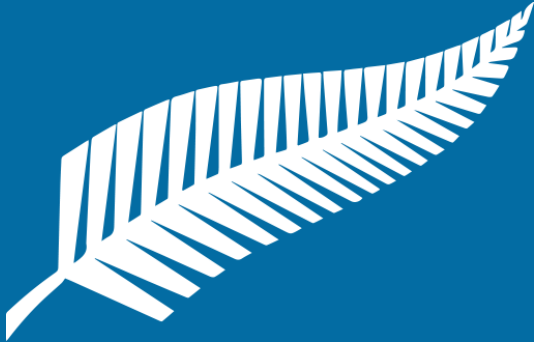
*An Ipsos Survey – August 2018*

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# The Ipsos New Zealand Issues Monitor Survey 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 been operating in New Zealand since 1992.
- *This is the second New Zealand Ipsos Issues Monitor report for 2018 – the first was published in February. **It tracks what New Zealanders are concerned about, who is worried about what, and which political parties are seen to be best able to improve matters.***
- A total of 611 New Zealanders over the age of 18 answered questions for the Ipsos NZ Issues Monitor survey, which ran between Friday 20<sup>th</sup> July and Wednesday 25<sup>th</sup> July 2018.
- 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 Jonathan Dodd: Phone – 021 538 634 or Email – [jonathan.dodd@ipsos.com](mailto:jonathan.dodd@ipsos.com)

# The Ipsos New Zealand Issues Monitor Survey Overview

## Key Findings

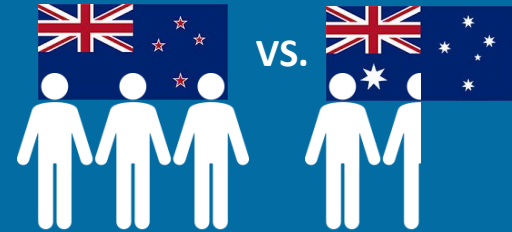


**Housing** remains the most important issue facing New Zealanders. Concerns about **housing**, **poverty** and **healthcare** have become more pronounced, especially for the least affluent New Zealanders.



New Zealanders are feeling more positive about the government compared to the same time last year, when National was in power.

Labour has maintained its position as the political party perceived to be most capable of managing the most significant issues facing New Zealand society.



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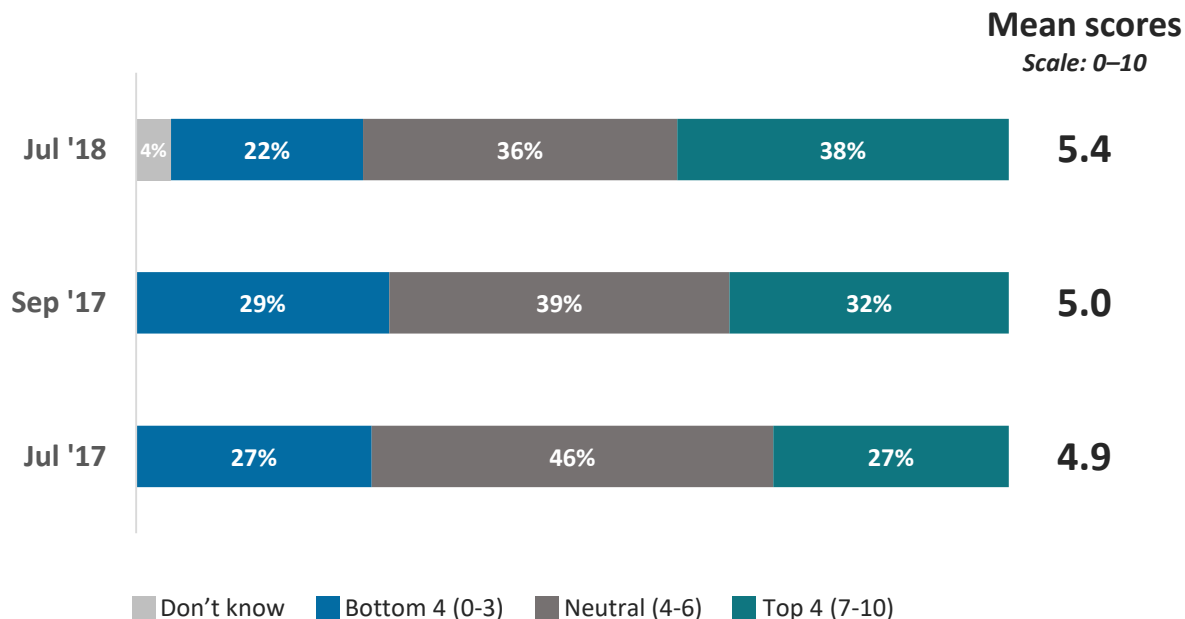
New Zealanders are twice as concerned with housing and poverty issues as Australians

# Perceptions about the Labour Government continue to improve

New Zealanders are feeling more positive about the government compared to the same time last year, when National was in power.

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

*Base: Jul '18 (n=611), Sep '17 (n=500), Jul '17 (n=501)*



# The NZ Issues Monitor reveals increasing concerns about housing

New Zealanders feel most strongly about housing, with a 9-point increase in those worried about this issue (up from 41% to 50%). Winter has further amplified concerns relating to poverty & healthcare.

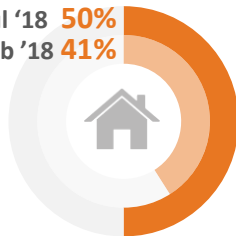
*Q: What would you say are the three most important issues facing New Zealand today?*

*Base: Jul '18 (n=611), Feb '18 (n=610)*



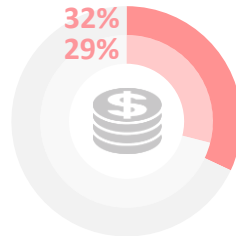
## Housing / Price of Housing

Wave 2 – Jul '18 **50%**  
Wave 1 – Feb '18 **41%**



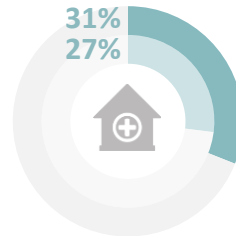
## Poverty / Inequality

**32%**  
**29%**



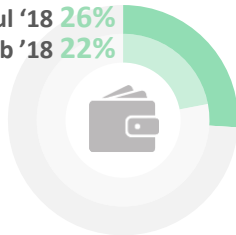
## Healthcare / Hospitals

**31%**  
**27%**



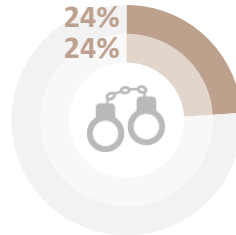
## Inflation / Cost of Living

Wave 2 – Jul '18 **26%**  
Wave 1 – Feb '18 **22%**



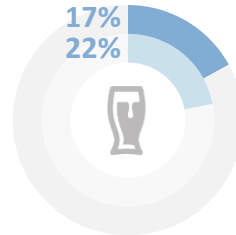
## Crime / Law & Order

**24%**  
**24%**



## Drug / Alcohol Abuse

**17%**  
**22%**



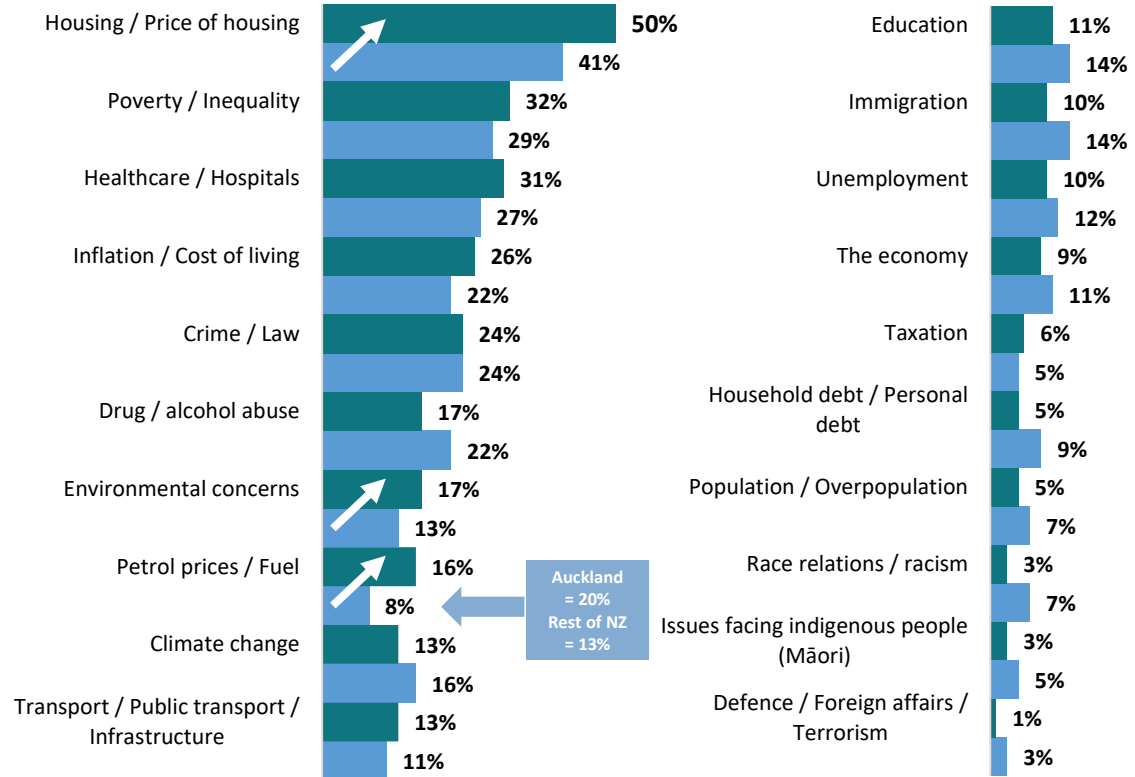
# The NZ Issues Monitor reveals that concerns about the environment and fuel prices have also increased

Concerns about housing, environmental pollution & fuel prices have gained more traction across New Zealand as the year has progressed.

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

Base: Jul '18 (n=611), Feb '18 (n=610)

Jul '18  
Feb '18



# The NZ Issues Monitor reveals that Australians and Kiwis are concerned about different things

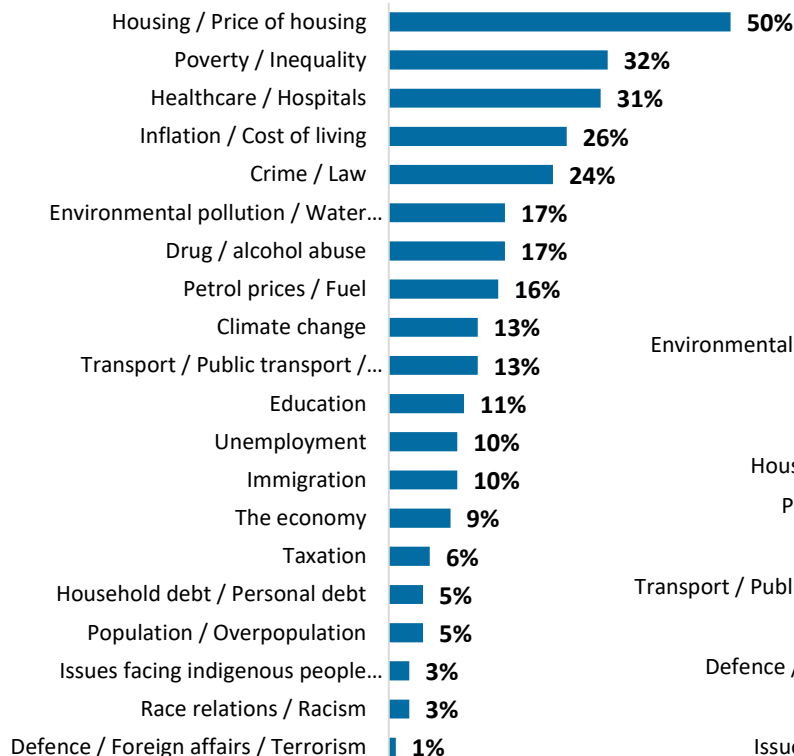
**New Zealanders are twice as concerned with housing & poverty issues as Australians.**

*Q: What would you say are the three most important issues facing your country today?*

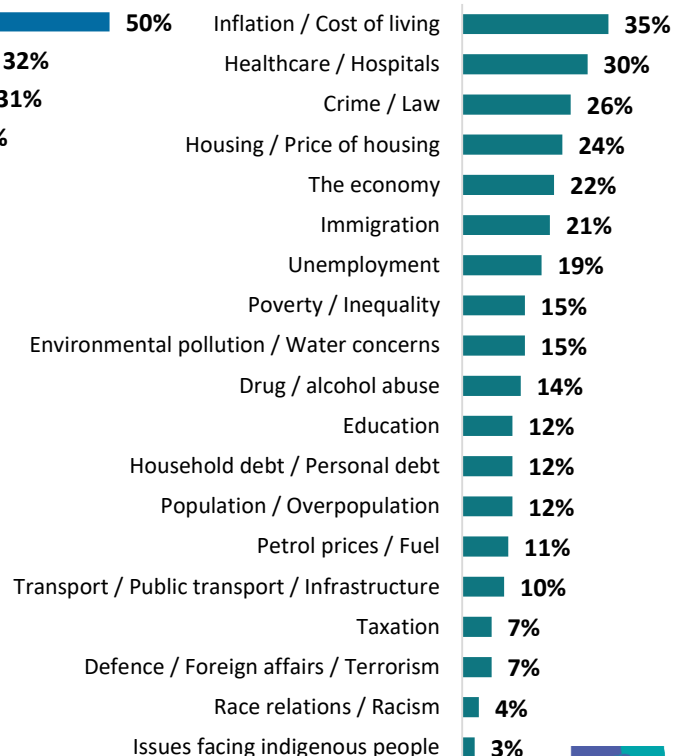
*Base: New Zealand (n=611), Australia (n=1,000)*



## New Zealand



## Australia



# Which political parties are the best to make things better?

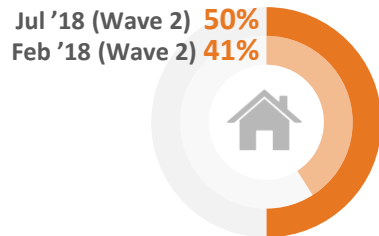
Labour has maintained its position as the political party perceived to be most capable of managing the most significant issues facing New Zealand society.

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

*Base: Jul '18 (n=611)*

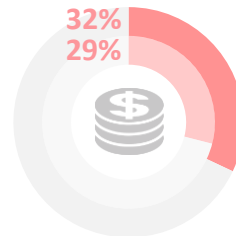


## Housing



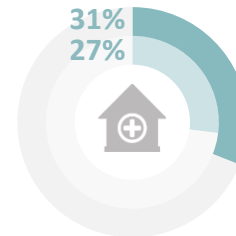
39% Labour	1% Act
22% National	19% Other/DK
4% New Zealand First	14% None
1% The Green Party	

## Poverty



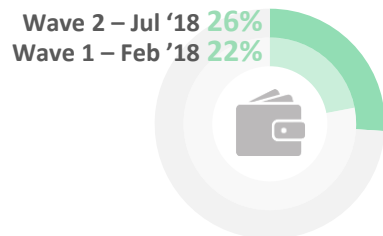
43% Labour	2% Act
17% National	19% Other/DK
5% New Zealand First	11% None
3% The Green Party	

## Healthcare



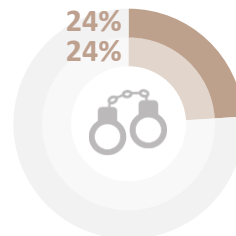
41% Labour	2% The Green Party
22% National	
3% New Zealand First	20% Other/DK
2% Act	10% None

## Cost of Living



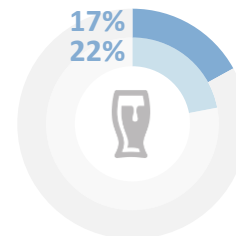
35% Labour	1% The Green Party
30% National	
3% New Zealand First	19% Other/DK
1% Act	11% None

## Crime / Law



30% National	2% The Green Party
27% Labour	
6% New Zealand First	21% Other/DK
2% Act	12% None

## Drug / Alcohol Abuse



31% Labour	1% Act
17% National	26% Other/DK
5% New Zealand First	16% None
4% The Green Party	

Political party most capable of solving each issue Jul '18 (Wave 2)

GAME CHANGERS





# The NZ Issues Monitor reveals that even the wealthier Kiwis are concerned about house prices & availability

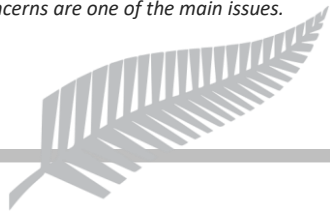
While housing is still the main issue for wealthy New Zealanders, concerns relating to housing & poverty have become even more pronounced for the least affluent Kiwis.

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

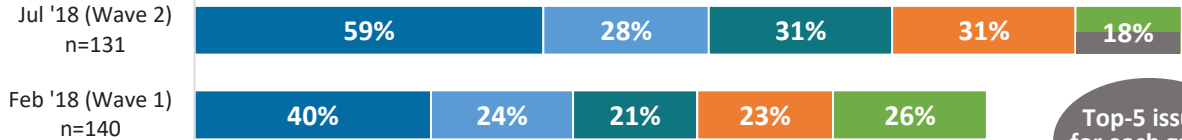
**Base:** Jul '18 (n=611), Feb '18 (n=610).

**Note 1:** 107 respondents preferred not to disclose their income.

**Note 2:** Equal number of respondents amongst 'Over \$100,000' feel Crime / Law and Environmental pollution / water concerns are one of the main issues.

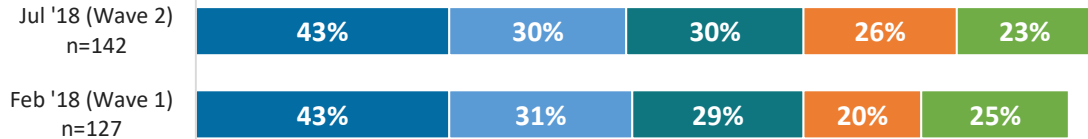


## Over \$100,000

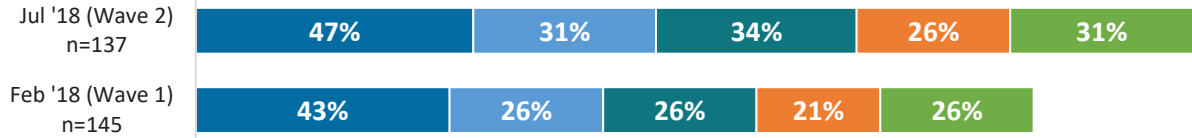


Top-5 issues for each group shown

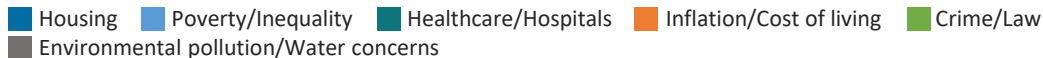
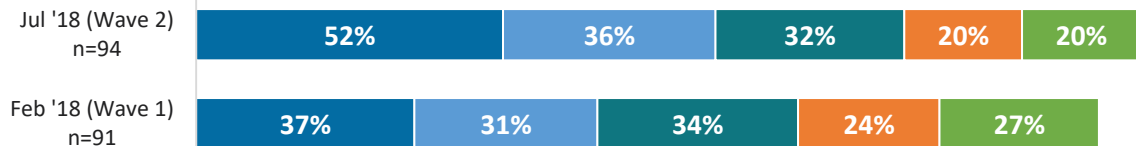
## \$60,001–\$100,000



## \$30,001–\$60,000



## Under \$30,000



# The NZ Issues Monitor reveals that men and women have different concerns

**Women are more concerned with housing, poverty & healthcare than men, due to their lower incomes & higher childcare responsibilities.**

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

**Base:** Jul '18 (n=611), Feb '18 (n=610)

**Note:** 2 respondents did not identify as male or female.



## Men

Jul '18 (Wave 2)  
n=292



Feb '18 (Wave 1)  
n=291



## Women

Jul '18 (Wave 2)  
n=317



Feb '18 (Wave 1)  
n=317



■ Housing ■ Poverty/Inequality ■ Healthcare/Hospitals ■ Inflation/Cost of living ■ Crime/Law

Top-5 issues  
for each group  
shown

# The NZ Issues Monitor reveals that concerns vary by age

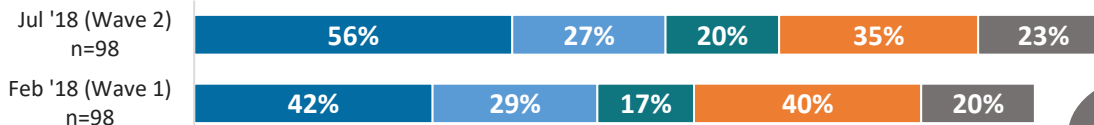
Although housing is still the number one issue for New Zealand youth, concerns about unemployment have increased amongst this cohort.

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

**Base:** Jul '18 (n=611), Feb '18 (n=610)

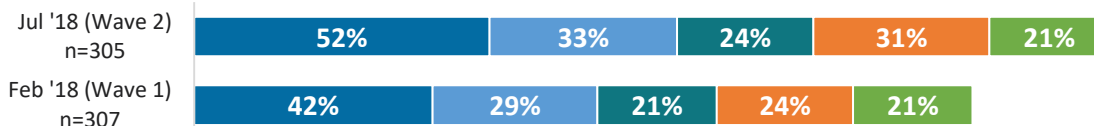


## 18–24 years old

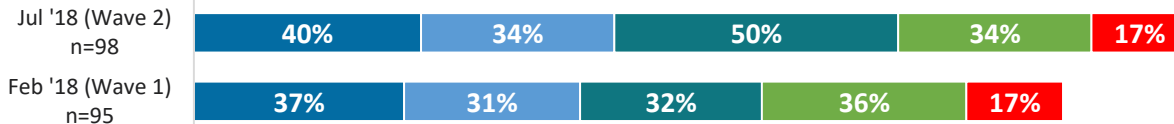


Top-5 issues for each group shown

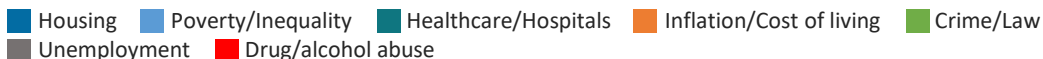
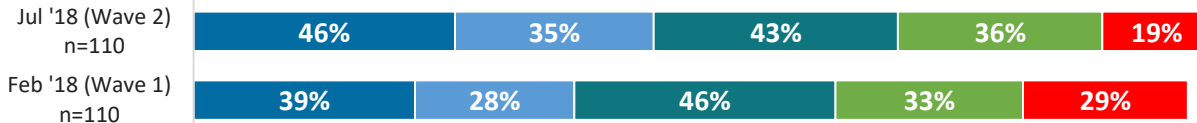
## 25–54 years old



## 55–64 years old



## 65+ years old



# The NZ Issues Monitor reveals that employment status influences what people are concerned about

Full-time employees are becoming more concerned with healthcare & the cost of living as the year is progressing. Petrol prices & immigration have become more important for the self-employed.

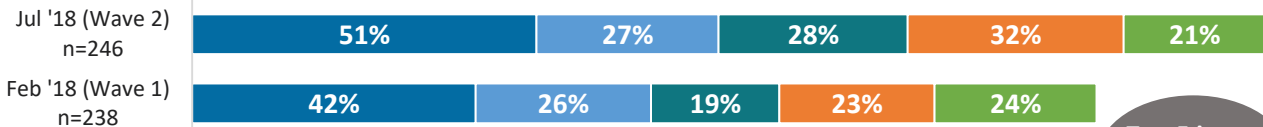
*Q: What would you say are the three most important issues facing New Zealand today?*

**Base:** Jul '18 (n=611), Feb '18 (n=610).

**Note:** Equal number of respondents amongst the 'Self-Employed' feel Petrol prices / Fuel and Immigration are one of the main issues.

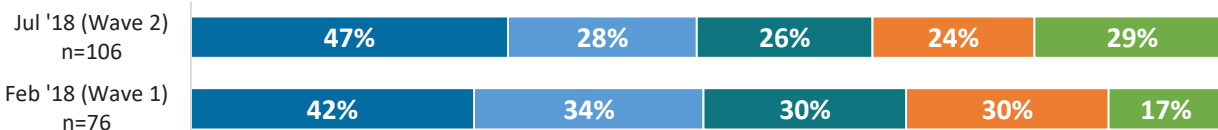


## Full-time employees

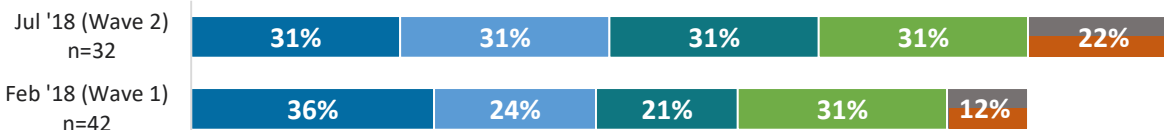


Top-5 issues for each group shown

## Part-time employees



## Self-employed



■ Housing 
 ■ Poverty/Inequality 
 ■ Healthcare/Hospitals 
 ■ Inflation/Cost of living 
 ■ Crime/Law 
 ■ Petrol prices/fuel 
 ■ Immigration

# The NZ Issues Monitor reveals that employment status influences what people are concerned about

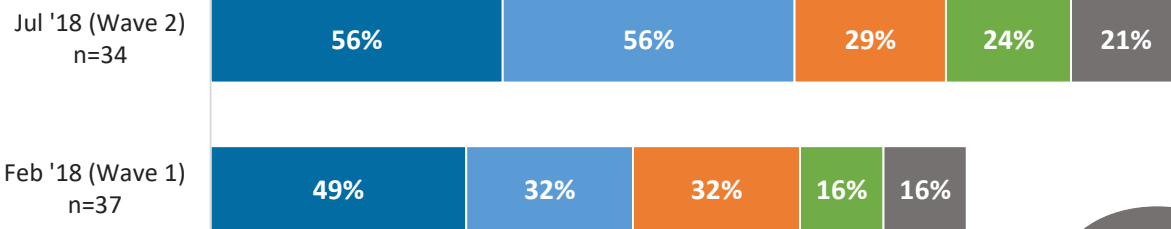
Unemployed job-seekers indicate that housing & poverty have become increasingly more important since February 2018.

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

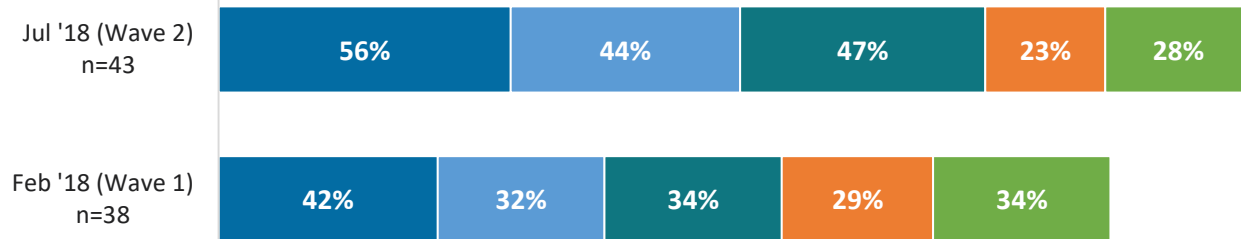
Base: Jul '18 (n=611), Feb '18 (n=610)



## Not in paid work but seeking work



## Not in paid work and not seeking work



Top-5 issues for each group shown

■ Housing ■ Poverty/Inequality ■ Healthcare/Hospitals ■ Inflation/Cost of living ■ Crime/Law  
■ Environmental pollution/Water concerns

# The NZ Issues Monitor reveals that students and retirees have quite different concerns

Students & retirees continue to report higher levels of concern with housing. Students are more concerned with climate change than they were at the beginning of 2018.

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

*Base: Jul '18 (n=611), Feb '18 (n=610)*

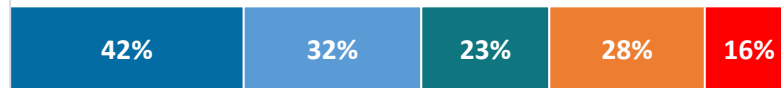


## Students

Jul '18 (Wave 2)  
n=56



Feb '18 (Wave 1)  
n=57



Top-5 issues  
for each group  
shown

## Retired

Jul '18 (Wave 2)  
n=94



Feb '18 (Wave 1)  
n=122



Housing Poverty/Inequality Healthcare/Hospitals Inflation/Cost of living Crime/Law  
Drug/alcohol abuse Climate change

# Suggestions to improve housing / price of housing problems

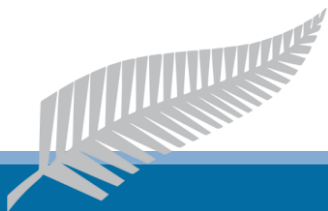
*Voice of New Zealanders*



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

**Base:** Jul '18 (n=611).

**\*Note:** TAHI = Total Annual Household Income



**"Address housing costs. The cost of buying for an average citizen is unrealistic. Better protections for renters (and owners)."**

*Wellington, part-time employee, TAHI\*: under \$60k*

**"The government needs to do more housing for low-income families, offer more jobs to the unemployed, lower petrol and food prices and [have] less homeless people on the streets."**

*Auckland, seeking employment, TAHI: not disclosed*

**"Address the issue of housing and affordability. Ensure that we have enough builders and electricians to build new houses."**

*Hawke's Bay, full-time employee, TAHI: \$60k–\$120k*

**"Help people buy their own homes by not having such huge amounts for the deposits."**

*Waikato, part-time employee, TAHI: under \$60k*

**"Don't build houses for the homeless. Instead find out why these people are homeless in the first place. Find out the core of the problem. I would suggest building one-room lodgings instead of houses for those who sincerely need it."**

*Auckland, part-time employee, TAHI: over \$120k*

**"No foreign ownership of New Zealand land, actively reduce house prices, build more houses, and subsidise the purchase of new electric cars."**

*Auckland, full-time employee, TAHI: \$60k–\$120k*

**"Moral standards. Stop allowing housing to go up where the infrastructure is not coping already."**

*Auckland, retired, TAHI: under \$60k*

**GAME CHANGERS**



# Suggestions to improve poverty / inequality problems

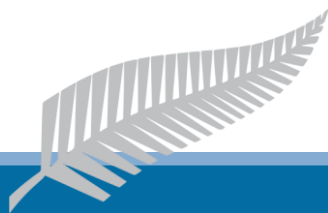
## Voice of New Zealanders



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

**Base:** Jul '18 (n=611).

**\*Note:** TAHI = Total Annual Household Income



*"Sort [out] housing and transport, reduce inequality (especially economic inequality), and remove restrictions around student loans so that all New Zealanders have access to tertiary study."*

*Auckland, seeking employment, TAHI\*: under \$60k*

*"Find ways to address inequality and make it a place for everyone to have aspirations. The problems facing New Zealand are not unique: they are largely global. They are wicked problems. There is no one solution. There are many advocate knee jerk solutions on both sides of the political spectrum. We need a cross section of society to think of real ways to work together to improve the lot of everyone."*

*Auckland, seeking employment, TAHI: over \$120k*

*"Give nurses and teachers a major pay rise. Make health more accessible and affordable for all. Reduce poverty and unemployment and build more houses people can afford to buy."*

*Wellington, part-time employee, TAHI: under \$60k*

*"Close the gap between the wealthy and the less well off. I'm sure this would then allow many other problems to begin to resolve themselves."*

*Auckland, full-time employee, TAHI: \$60k–\$120k*

*"Inequality – which links to housing, poverty, health issues, etc."*

*Nelson / Marlborough, full-time employee, TAHI: not disclosed*

*"Implement tax reforms that shift the burden from the lower and middle class on to those with large amounts of capital wealth and businesses with tax arrangements that avoid having to fairly contribute. The inequality gap continues to worsen and this is the only way to ensure the lower and middle classes don't end up with a rapidly worsening quality of life."*

*Auckland, full-time employee, TAHI: \$60k–\$120k*



# Suggestions to improve healthcare / hospital problems

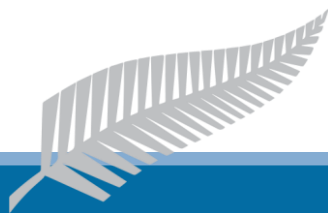
## Voice of New Zealanders



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

**Base:** Jul '18 (n=611).

**\*Note:** TAHI = Total Annual Household Income



*"The healthcare system needs improvement. Free public access needs to be prioritised. If funds were allocated for prevention in regards of health, it will save money in the long run as fewer people would need heavy care. Regular check-ups and basic care are often missed because of the financial weight for the poorest families. It ends up for them to have treatment when it's too late. Being followed and checked right from the beginning makes a big difference in health quality"*

*Manawatu / Wanganui, self-employed, TAHI\*: under \$60k*

*"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. Also, if you are struggling to save money and you have to pay back a student loan (say after 50 years of age you had to retrain because of job loss), you can never save for your retirement or a house of your own. You will be renting for life."*

*Canterbury, full-time employee, TAHI: \$60k–\$120k*

*"They need to support and sort out our struggling and bursting at the seams REGIONAL hospitals and national hospitals. Make sure our doctors and healthcare workers are being taken care of and not having to work crazy shifts. I have a medically complex child and I see this LOTS, it's hard to see. Infrastructure, roading and public transport systems in cities other than 'main centres' need to improve drastically and the quality of our housing, especially HNZ homes. Teach and EDUCATE the people living in these homes how to help themselves rather than whinging that they have a damp mouldy home: show them how to clean it off, air it out, make the most of sunshine, basic DIY skills, and cheap hacks to keep homes dry as possible. SOME homes do need significant repair to rectify this problem, but others like mould CAN be cleaned off! I feel it's just people getting lazy too."*

*Bay of Plenty, not in paid employment, TAHI: under \$60k*

*"Invest more money in healthcare, make hospitals safer for patients, and increase nursing numbers."*

*Auckland, full-time employee, TAHI: \$60k–\$120k*

# Suggestions to improve inflation / cost of living problems

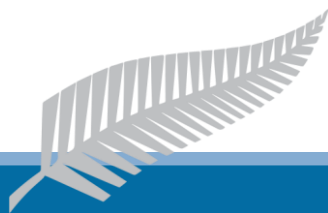
*Voice of New Zealanders*



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

**Base:** Jul '18 (n=611).

**\*Note:** TAHI = Total Annual Household Income



*"Lower cost of living, higher-paying jobs, and more opportunities to get an education after college. More help and financial assistance towards families with young children.*

*Hawke's Bay, part-time employee, TAHI\*: under \$60k*

*"Address inflation rates and the cost of living versus wages. Wages are not increasing at the same rate, so the cost of living is increasing and making it harder for to get ahead financially."*

*Otago, self-employed, TAHI: under \$60k*

*"Do something about the cost of housing as many people use so much of their income paying rent, they do not have enough money left for the following: having a balanced diet, going to the dentist when needed, visiting the doctor when needed, clothing themselves and their children appropriately for the weather, etc."*

*Auckland, not in paid employment, TAHI: under \$60k*

*"They are just increasing the cost of living without benefiting everyone fairly (e.g. they made everyone pay more tax on fuel and only use the money to build railway in certain areas). They really need to think about everyone as a whole."*

*Auckland, full-time employee, TAHI: \$60k–\$120k*

*"If the issues with the costs of living (e.g. minimum wage being low, very high prices of buying houses / renting in some areas, etc.) and education could be dealt with, then it would improve life for everyone in my opinion."*

*Wellington, student, TAHI: not disclosed*

*"There's only so much that can be done, but I think the cost of living is one of the most important things to change, especially speaking as a student."*

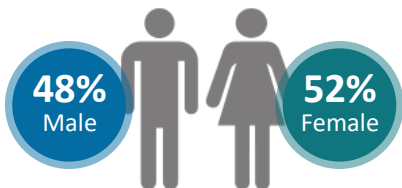
*Wellington, student, TAHI: under \$60k*

# Sample Demographics – July 2018

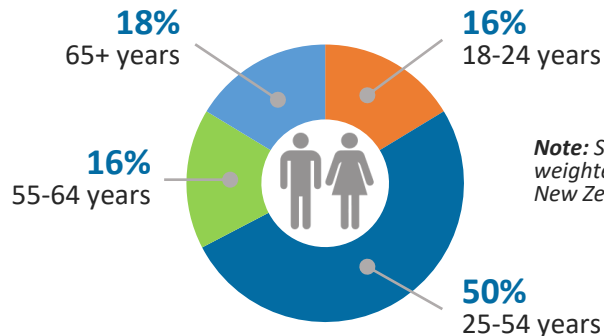


## 611 respondents

were interviewed online in July 2018 using the SSI online panel



The maximum margin of error for a sample of 611 at the 95% confidence level is 4%



*Note: Sample has been weighted to reflect the New Zealand population.*



## Employment status

41% Full-time 5% Self-employed  
15% Retired 7% Not in paid work and not seeking work  
17% Part-time 6% Not in paid work but seeking work  
9% A student



## Highest Education Completed

1% Primary education  
28% Secondary education  
28% Post-secondary non-tertiary education  
31% Undergraduate university degree  
12% Post-graduate university degree



## Type of area live in

17% In a rural area  
9% In, or right outside, a small city  
14% In, or right outside, a medium sized city  
46% In the suburbs of a large city  
14% In a large city

# Contacts



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## ABOUT IPSOS

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Ipsos ranks third in the global research industry. With a strong presence in 89 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programmes in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion and social research; Mobile, Online, Offline data collection and delivery.

Ipsos is listed on Eurolist – NYSE-Euronext. 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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[www.ipsos.com](http://www.ipsos.com)



## GAME CHANGERS

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

GAME CHANGERS

