

The Ipsos New Zealand Issues Monitor

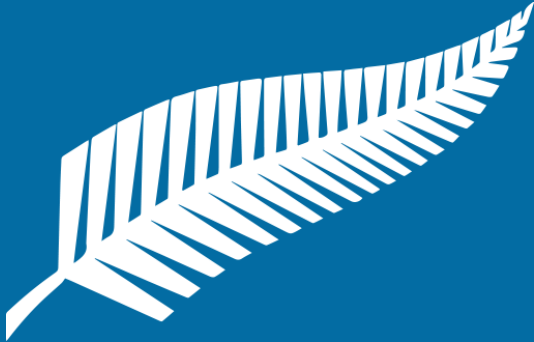
An Ipsos Survey – July 2019

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• 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 8th to 12th July we conducted fieldwork for what was set to be our third Ipsos NZ Issues Monitor report for 2019 with a total of 610 New Zealanders aged 18 and older*.
- The first wave in 2019 was conducted at the beginning of March. However, following the Christchurch terror attacks on Friday 15th March 2019, we felt it was important to understand how the views of New Zealanders may have been affected. Thus, the second wave was conducted in April to understand what issues were important to New Zealanders both *before* and *after* the 15th March.
- 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: carin.hercock@ipsos.com

The Ipsos New Zealand Issues Monitor Survey Overview

The Media Context: What was making New Zealand news in July 2019?

POLITICS

How Phil Twyford lost housing and why KiwiBuild failed

- Newsroom -8 July

Nation of Debt: Kiwis owe \$571 billion - or \$115,000 each

- The Herald -19 July

NEW ZEALAND / HEALTH

DHBs worsening financial positions concern auditor-general

- RNZ -2 July

Jacinda Ardern admits it will take 'a few Budgets' to effectively tackle poverty

- TVNZ -22 July

NEW ZEALAND / POLITICS

DHBs report shows funding, population woes - senior doctors union head

- RNZ -2 July

'New Zealand is in the grip of a hunger crisis' - thousands of Aucklanders struggling to afford basic needs

- TVNZ -6 July

The Ipsos New Zealand Issues Monitor Overview

Key Findings – July 2019



Housing continues to top the list as the biggest issue facing New Zealanders, followed by **healthcare / hospitals**, **poverty / inequality** and **inflation / cost of living**.

Concerns around **race relations / racism and defence / foreign affairs / terrorism** have returned to previous levels after witnessing a sharp increase following the Christchurch terror attacks in March.



Quality of Life

New Zealanders are quite divided regarding the way they rate their **current and future quality of life**.

Sweden and **Canada** share a similar perception, with **Australia** just slightly below New Zealand.



The perceived performance of **the Labour-led coalition government** saw a **significant improvement** directly after the Christchurch terror attacks, as did Labour's being the party most capable to handle each issue. These results have now returned to pre-March 15th levels.

The Labour-led coalition government continues to be seen as the most capable party in terms of managing the top issues – **housing, healthcare / hospitals, poverty / inequality**.

Ipsos New Zealand Issues Monitor

The Top Issues

The most important issues facing New Zealand today



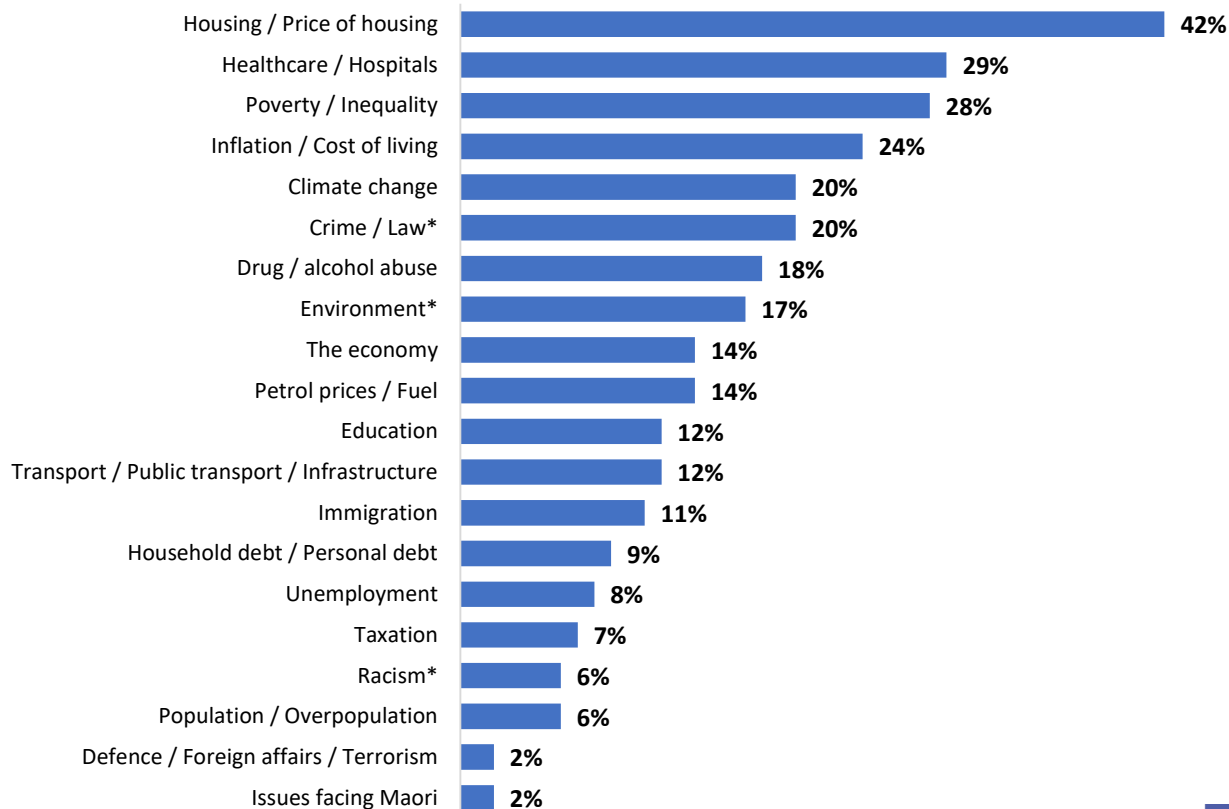
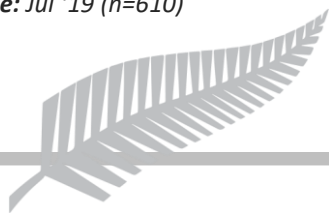
The most important issues facing New Zealand (July 2019)

Housing / price of housing (42%) is seen as the top issue facing New Zealanders today by a large margin.

Healthcare / hospitals (29%) and **poverty / inequality (28%)** are next most mentioned important issues.

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

Base: Jul '19 (n=610)



***Complete wording:** Crime / Law = Crime / Law & order / Violence / Anti-social behaviour; Racism = Race relations / racism; Environment = Environmental pollution / water concerns

GAME CHANGERS



Top-five issues over time

	FEB 18 (n=610)		JUL 18 (n=611)		OCT 18 (n=610)		MAR 19 (n=615)		APR 19 (n=615)		JUL 19 (n=610)	
1	Housing / Price of housing	41%	Housing / Price of housing	50%	Housing / Price of housing	45%	Housing / Price of Housing	49%	Housing / Price of Housing	41%	Housing / Price of housing	42%
2	Poverty / Inequality	29%	Poverty / Inequality	32%	Petrol prices / Fuel	31%	Healthcare / Hospitals	29%	Poverty / Inequality	30%	Healthcare / Hospitals	29%
3	Healthcare / Hospitals	27%	Healthcare / Hospitals	31%	Inflation / Cost of living	29%	Inflation / cost of living	26%	Inflation / Cost of living	28%	Poverty / Inequality	28%
4	Crime / Law*	24%	Inflation / Cost of living	26%	Healthcare / Hospitals	25%	Poverty/Inequality	24%	Healthcare / Hospitals	25%	Inflation / Cost of living	24%
5	Inflation / Cost of living	22%	Crime / Law*	24%	Poverty / Inequality	24%	Crime / Law	21%	Crime / Law	25%	=Climate change	20%
											=Crime / Law*	20%

Additional measure following the Christchurch terror attacks

*Complete wording: Crime / Law = Crime / Law & order / Violence / Anti-social behaviour

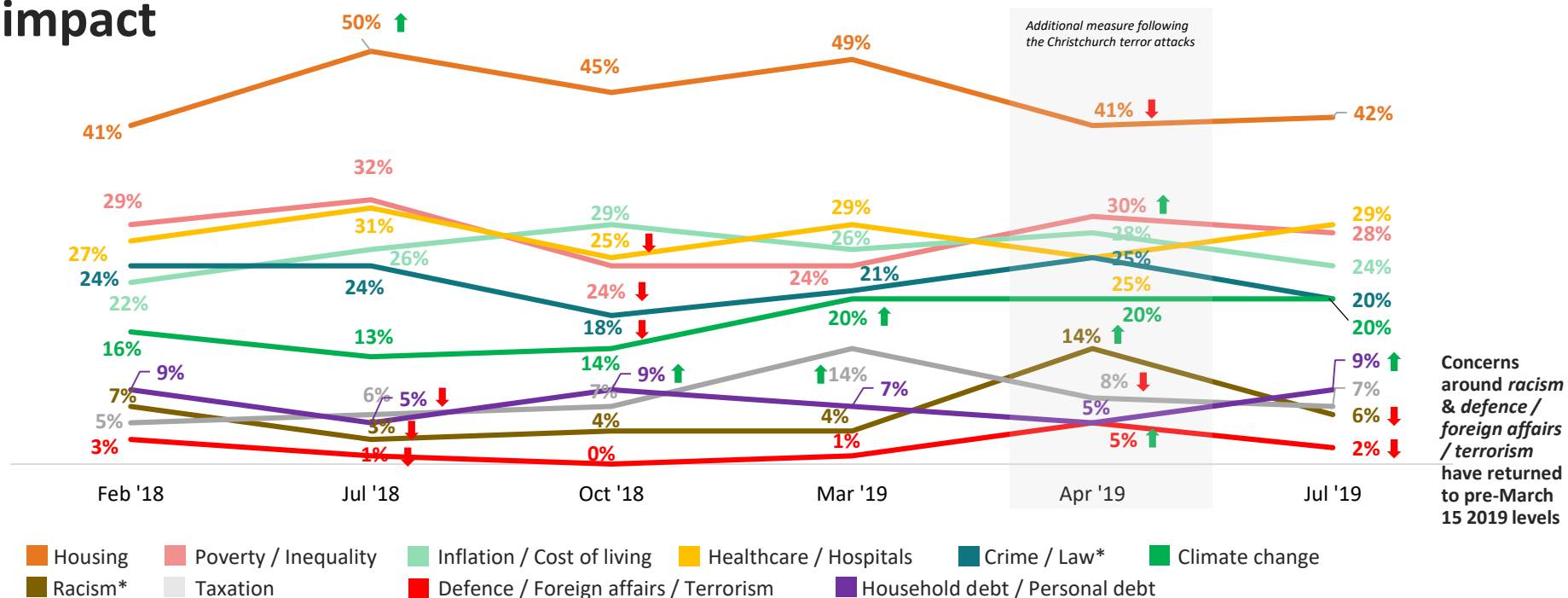
Green / red font = sig increase / decrease from previous measure

GAME CHANGERS



Key issues over time show the immediate impact of the Christchurch terror attacks as well as the continuing impact

Chart shows only some, noteworthy issues



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

Base: Jul '19 (n=610), Apr '19 (n=615), Mar '19 (n=614), Oct '18 (n=610), Jul '18 (n=611), Feb '18 (n=610)

*Complete wording: Crime / Law = Crime / Law & order / Violence / Anti-social behaviour; Racism = Race relations / racism

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

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Current Government Performance



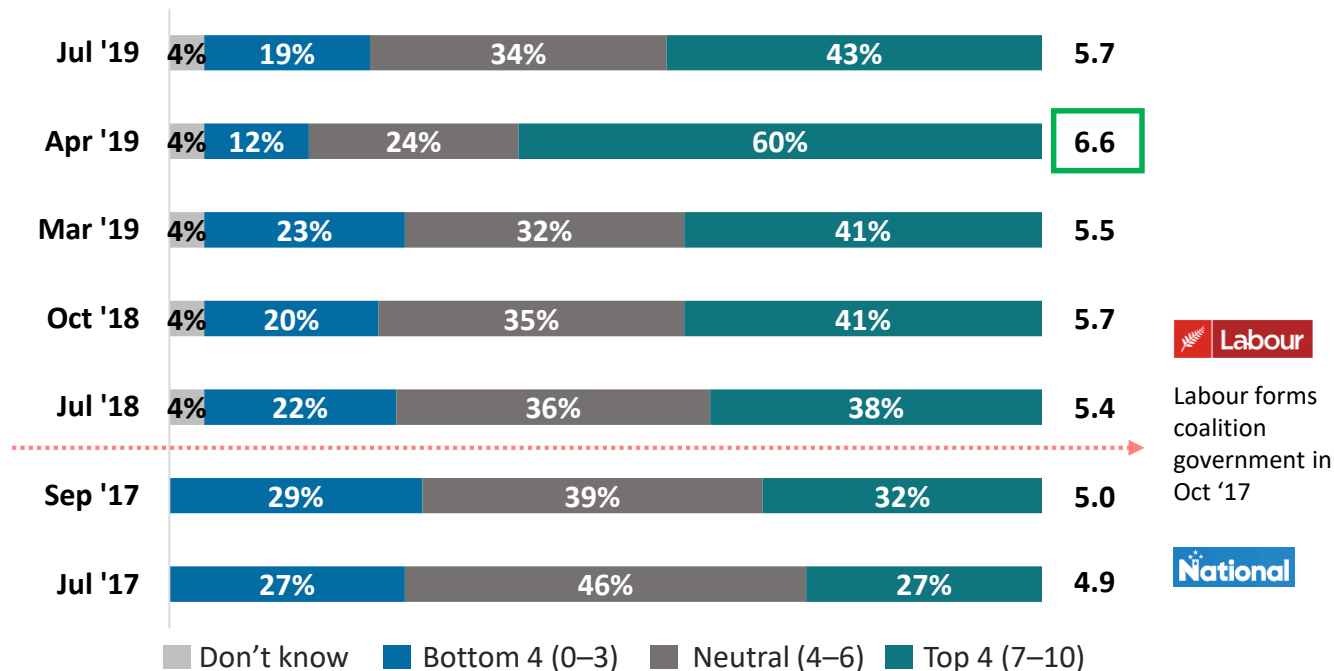
Perceptions of the Labour-led coalition government's performance have returned to previous levels after a temporary increase following the Christchurch terror attacks

The rise in perceived government performance between March and April 2019 was short-lived. In July 2019, perceptions of the Labour-led coalition government returned to levels consistent with previous months. Excluding the post-Christchurch wave in April '19, the % of top rating 7-10 out of 10 is showing an upward trend.

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: Approx. n=610 per wave

Mean scores
Scale: 0–10



Ipsos New Zealand Issues Monitor

Managing the Issues

The political parties perceived as most capable of managing the issues



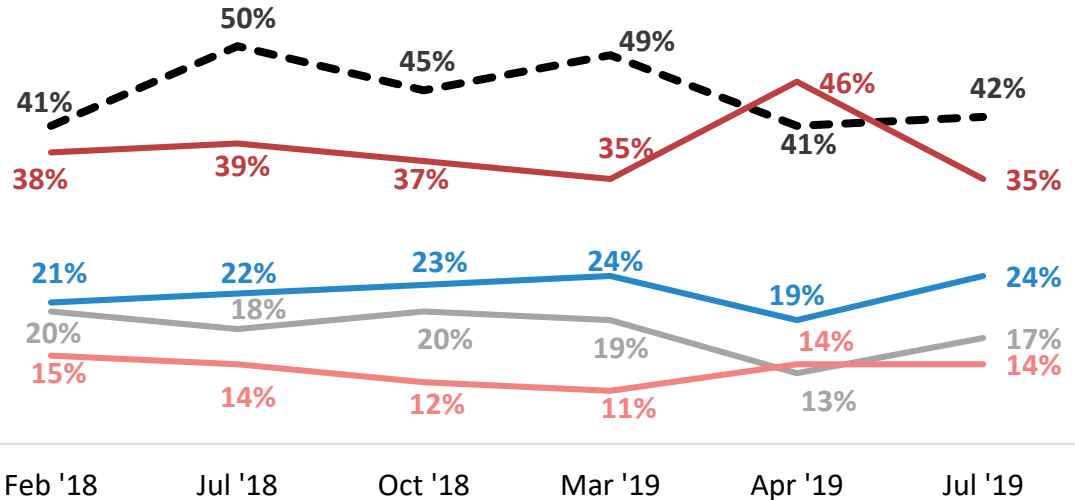
#1 ISSUE - HOUSING: As with most issues, the gap between National & Labour widened in April '19, directly after the events of March 15 in Christchurch. Results have now returned to pre-March 15 levels



Compared to the same time in 2018, there has been a drop in the proportion of New Zealanders selecting *housing* as one of the three main issues.

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



New Zealand First	2%	4%	4%	6%	4%	5%
Green Party	2%	1%	2%	2%	3%	3%
ACT	1%	1%	1%	2%	1%	1%
Other	1%	1%	1%	1%	0%	2%

----- Housing-related issues

Labour National Don't know None

GAME CHANGERS



Suggestions to improve *housing / price of housing* issues

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 '19 (n=610)

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

"They need to make it easier for new Zealanders to buy a house. Stop overseas investors driving house prices in New Zealand up so high that the average Kiwi (like myself) struggles to pay astronomical amounts in rent each week."

~ Northland, not in paid work and not seeking work, TAHI*: \$15k–\$30k

"Fix the housing problem. Capital gains tax for investment properties."

~ Hawkes Bay, not in paid work and not seeking work, TAHI*: \$80k–\$100k

"Cheaper rent and a \$20.00 limit to increase rent per year. My landlord suddenly put my rent up \$80.00 and they do barely any work on the house. I believe that it should be illegal to receive an eviction notice within a year of a tenant laying a complaint. Many tenants, myself included, don't complain about sub-par housing because we worry that the landlords will give us notice in a retaliatory move. They can make up any excuse to pretend it's not retaliatory, but we know it is."

~ Auckland City, not in paid work but seeking work, TAHI*: \$30k–\$50k

"Regulate house prices and deliver on genuinely affordable homes for first-home buyers."

~ Auckland City, self-employed, TAHI*: \$120k–\$140k

"Follow through on the housing build plans. Ensure an adequate supply of affordable housing and crack down on immigration until there is better infrastructure to accommodate everyone."

~ Wellington, part-time employment, TAHI*: \$80k–\$100k

#2 ISSUE - HEALTHCARE: Labour remains the political party perceived as the best to manage *healthcare / hospitals* issues

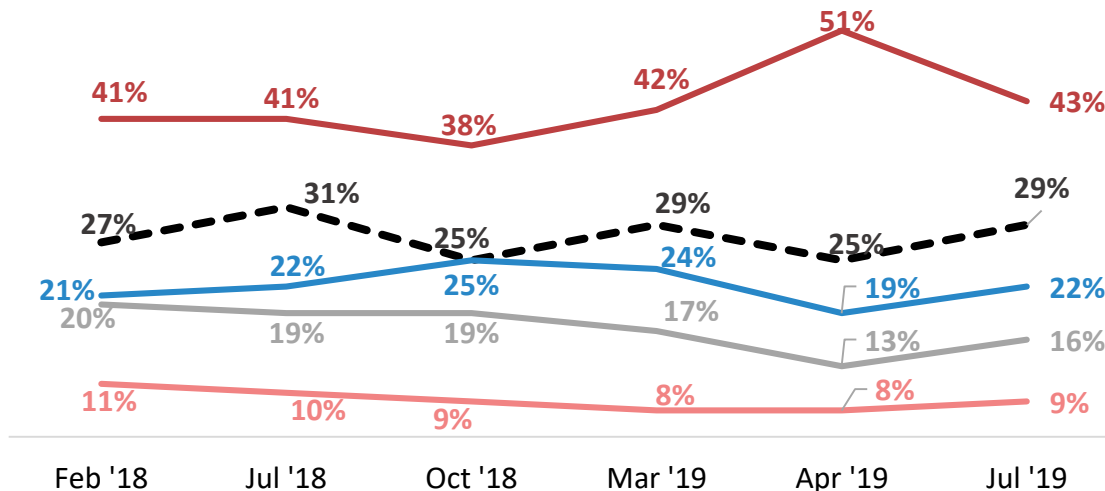


Healthcare has been a consistently highly rated top-4 issue since February 2018.

New Zealanders aged over 65 years expressed higher concerns regarding healthcare.

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

Base: Approx. n=610 per wave



New Zealand First	3%	3%	4%	4%	4%	4%
Green Party	1%	2%	3%	2%	3%	3%
ACT	2%	2%	1%	1%	1%	1%
Other	1%	1%	1%	2%	1%	1%

Additional measure following the Christchurch terror attacks

--- Healthcare

Labour National Don't know None

GAME CHANGERS



Suggestions to improve *healthcare / hospitals* issues

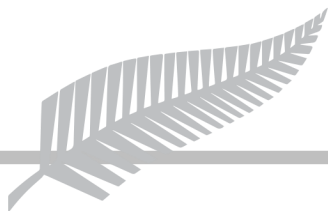
Voice of New Zealanders



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

Base: Jul '19 (n=610)

**Note: TAHI = Total Annual Household Income*



"Increase funding to hospitals and medical centres and create more initiatives to help mental health issues."

~ Canterbury, not in paid work and not seeking work, TAHI: Prefer not to say*

"Look at its funding model for healthcare. Paying to see a GP for every visit discourages seeing the GP. One free visit every 6 months to see GP and free Healthcare MOT check (common illnesses) every 3-5 years. Early identification can save lives and money."

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

"Make sure that our hospitals are not run on a budget, e.g. ensuring there is enough staff on at one time to provide the best care, not the bare minimum."

~ Auckland City, retired, TAHI: \$50k–\$60k*

"Further funding into public hospitals to decrease the waiting lists so people get seen when an issue is in the earlier stages and not the later stages."

~ Canterbury, retired, TAHI: \$50k–\$60k*

"Go back to having more hospitals. It was a mistake to shut down so many that the ones we still have can't cope with the demand."

~ Manawatu / Wanganui, not in paid work and not seeking work, TAHI: Prefer not to say*

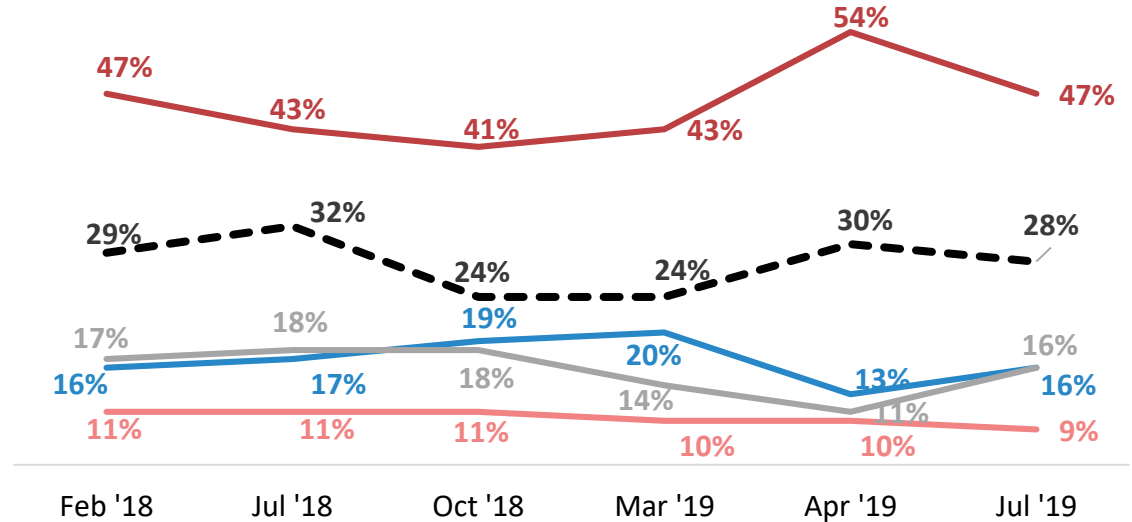
#3 ISSUE - POVERTY / INEQUALITY: Almost 3 times more New Zealanders consider Labour (47%) to be better equipped to manage *poverty / inequality* than National (16%)



Labour continues to distinguish itself as the party most capable of handling the *poverty / inequality* issue.

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

Base: Approx. n=610 per wave



New Zealand First	3%	5%	4%	4%	7%	5%
Green Party	3%	3%	3%	5%	4%	3%
ACT	2%	2%	3%	2%	0%	2%
Other	1%	1%	1%	2%	1%	2%

Additional measure following the Christchurch terror attacks

----- Poverty / Inequality

Labour National Don't know None

GAME CHANGERS



Suggestions to improve *poverty / inequality* issues

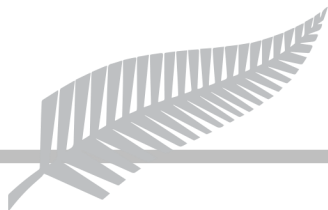
Voice of New Zealanders



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

Base: Jul '19 (n=610)

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



“Provide better support to those who are struggling with either/or financial, mental or physical issues. Reduce the costs associated with mental and physical health issues.”

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

“Stop increasing taxes, and investigate power prices, etc. In other words, look at the basics. What do the least wealthiest whanau in New Zealand need to live above the poverty line so their children are healthy, well, and able to do well at school so they can go on to be positive functioning working members of society?”

~ Auckland City, full-time employment, TAHI*: Over \$160k

“Reduce the cost of living and equalise costs so the rich don’t keep getting richer and the poor don’t keep getting poorer.”

~ Taranaki, self-employed, TAHI*: \$30k–\$50k

“The government needs to seriously look at the majority of NZ-born New Zealanders and how they are living / able to live. They need to look at New Zealanders and see how they live and realise that their policies aren’t helping the average New Zealander and are pushing more and more into poverty.”

~ Waikato, not in paid work and not seeking work, TAHI*: \$60k–\$80k

“Focus our attention on child poverty and fund agencies / organisations that can support this.”

~ Northland, not in paid work but seeking work, TAHI*: \$80k–\$100k

“Address inequality, housing, and issues relating to the poorest and most vulnerable. Work with Maori towards co-governance, especially in issues that disproportionately impact Maori people.”

~ Canterbury, not in paid work and not seeking work, TAHI*: Up to \$15k

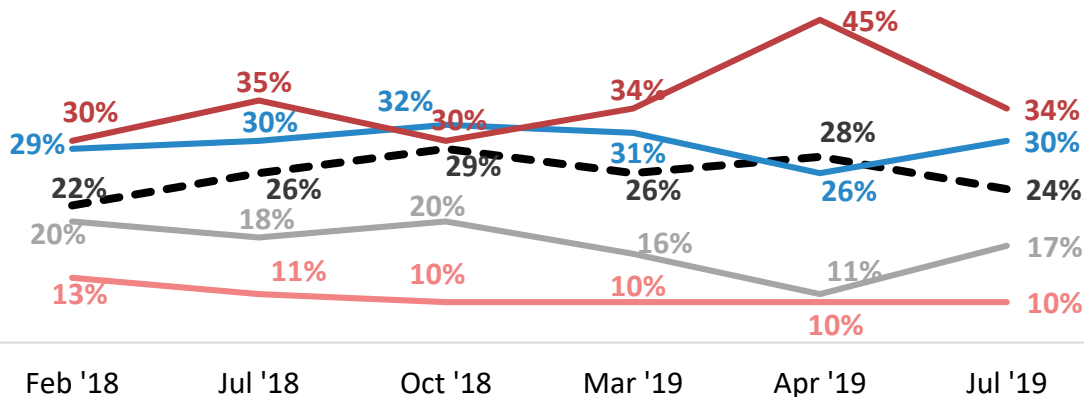
#4 ISSUE - INFLATION / COST OF LIVING: After a temporary increase following the March 15th events in Christchurch, Labour has returned to a similar level to National in terms of being best placed to manage *inflation / cost of living*



New Zealanders are split over the political party best equipped to handle *inflation / cost of living*.

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



New Zealand First	3%	3%	4%	4%	4%	5%
Green Party	2%	1%	1%	2%	3%	2%
ACT	2%	1%	2%	2%	0%	1%
Other	1%	1%	1%	1%	1%	1%

----- Inflation / Cost of living

Labour National Don't know None

Additional measure following the Christchurch terror attacks

GAME CHANGERS



Suggestions to improve *inflation / cost of living* issues

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 '19 (n=610)

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

“Bring down the cost of living by making food, petrol, and essentials more affordable for the average New Zealander.”

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

“Make living wages compulsory instead of having a minimum wage.”

~ Taranaki, not in paid work and not seeking work, TAHI*: \$60k–\$80k

“Work a way around raising minimum wage. I think it sounds like a great idea on paper, but the cost of living has been going up substantially. The people on minimum wage aren’t better off, and the people just above minimum wage don’t receive a wage increase and they’re worse off. This is a huge issue currently I believe, and while the social help has been immense in a wide range of ways, it’s all mostly needing to be implemented because of the cost of living increase.”

~ Canterbury, full-time employment, TAHI*: \$30k–\$50k

“Lower the cost of living, then people will be able to eat good food, live in warm homes, and therefore the cost to the healthcare sector will reduce, as there will be less sick people seeking care.”

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

“Reduce taxes on healthy food and increase taxes on unhealthy foods. The cost of living is too high on the average income. There are many factors to this, but food is probably one of the most important.”

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

#5= ISSUE - CRIME / LAW: National's & Labour's ability to handle the issue of *crime / law* has returned to similar levels after a temporary increase for Labour after the March 15 events

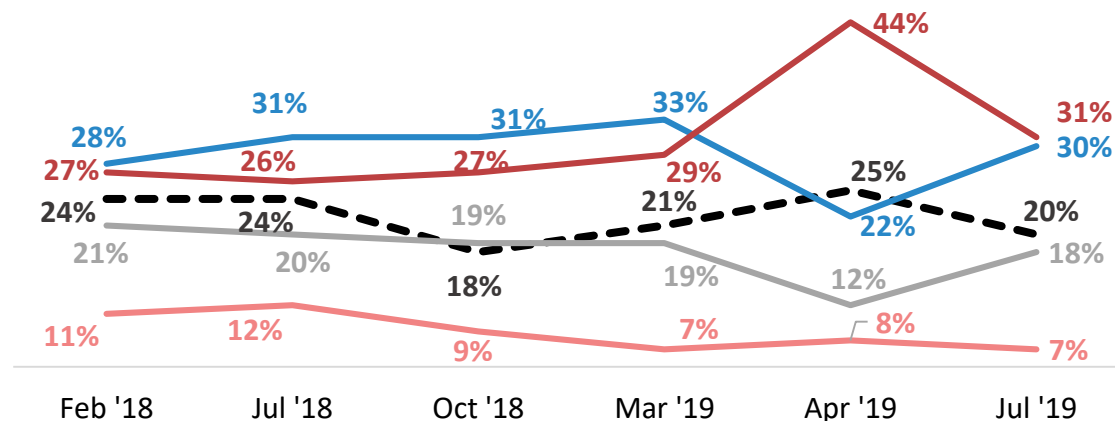


Crime / law is the fifth most commonly mentioned issue and is more likely to be selected by older respondents.

National has tracked slightly above Labour historically, but this changed in the April '19 wave directly after the March 15 events. Results for National and Labour are now similar.

Q: Please select the political party that you believe is most capable of managing each of the following issues: *Crime / Law & order / Violence / Anti-social behaviour*

Base: Approx. n=610 per wave



New Zealand First	6%	6%	7%	6%	9%	7%
Green Party	2%	2%	1%	2%	2%	3%
ACT	4%	2%	5%	3%	2%	3%
Other	1%	1%	1%	1%	1%	1%

--- Crime / Law

Labour National Don't know None

Additional measure following the Christchurch terror attacks

Suggestions to improve *crime & law* issues

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 '19 (n=610)

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

“Sort out the huge mess it made of the Firearms Act and be more realistic in regards to affordable housing and deal with the escalating crimes involving drugs gangs and poverty. The present government seems to be long on talk and short on action.”

~ Northland, self-employed, TAHI*: \$60k–\$80k

“Put better crime prevention measures in place and greatly increase penalties for alcohol and drug related offences.”

~ Wellington, retired, TAHI*: \$140k–\$160k

“Tackle drug / alcohol abuse, which in turn may help reduce the rate of domestic abuse and road traffic accidents. It should also help improve health and help people get work.”

~ Waikato, full-time employment, TAHI*: \$120k–\$140k

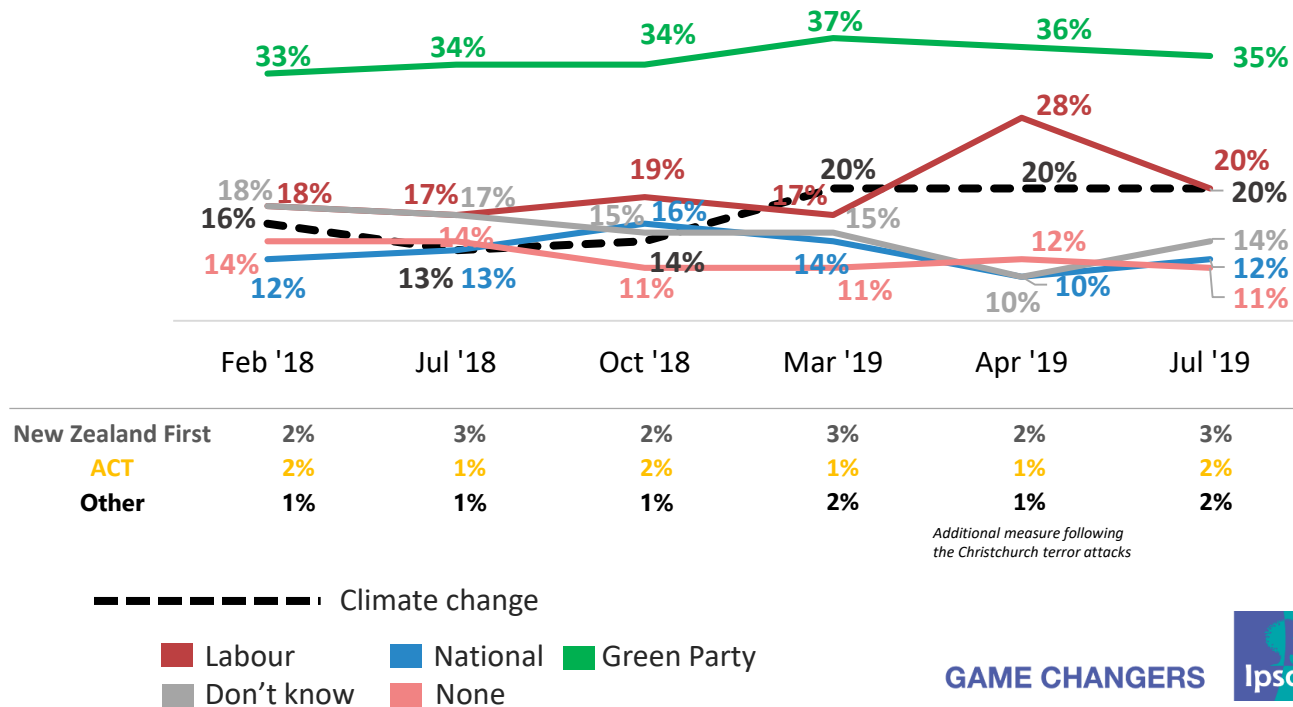
#5= ISSUE - CLIMATE CHANGE: Compared to 2018, *climate change* concerns have increased, with 1 in 5 New Zealanders choosing it as a key issue. The Green Party remains the most capable party to manage this issue



Green Party continues to distinguish itself in the space of handling *climate change* and enjoys a lead over Labour and National.

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

Base: Approx. n=610 per wave



GAME CHANGERS



Suggestions to improve *climate change* issues

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 '19 (n=610)

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

"Make climate issues and action a widespread issue that appeals to the majority of people so they will want to take action. I'm very pleased with the recent plastic ban."

~ Wellington, student, TAHI: Prefer not to say*

"Our environment is the single most important thing we must take care of. We need to completely ban all plastic packaging, all unsustainable business / government / individual practices, actually penalise litterers (including smokers who throw their cigarette butts everywhere), and take actual care of our animals and water sources. It needs to be possible for the everyday person to afford sustainable products – if all products were sustainable, it would be fine. At the moment, if I want to buy something without plastic packaging, it is triple the price and I am too poor."

~ Auckland City, self-employed, TAHI: \$30k–\$50k*

"Invest in climate change programs and more green energy. Stop supporting 'compliant' fireplaces – these are not good for the environment. Encourage people to use solar panels by giving them subsidies and make the prices cheaper."

~ Southland, full-time employment, TAHI: \$80k–\$100k*

"Concentrate on our land. Stop pollution, stop deep sea oil drilling (and drilling in general), and keep our rivers clean of sewage and diseases. No more plastic."

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

"Tighten rules around environmental protection. Set much more ambitious emissions targets."

~ Auckland City, self-employed, TAHI: \$80k–\$100k*

#17= ISSUE - RACISM: The importance of this issue saw a temporary increase following the March 15 terror attacks. Labour remains the political party most capable of managing issues surrounding *race relations & racism*

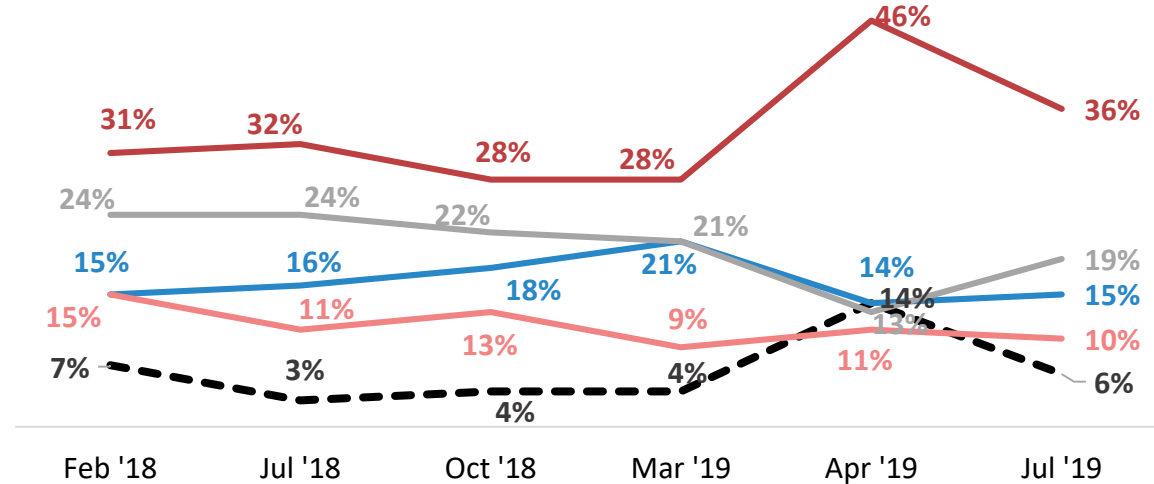
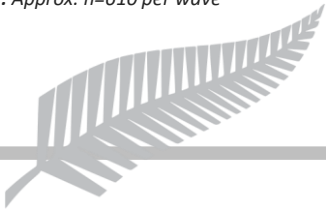


Concerns around *racism* returning to historical levels after a spike in April '19 following the March terror attacks.

Labour (36%) is still seen as the most capable political party to deal with this issue, up from 28% prior to March 15th.

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

Base: Approx. n=610 per wave



New Zealand First	8%	9%	11%	10%	8%	10%
Green Party	5%	4%	4%	6%	5%	3%
ACT	1%	2%	2%	2%	1%	3%
Other	1%	2%	2%	3%	2%	4%

Additional measure following the Christchurch terror attacks

----- Racism

Labour National Don't know None

GAME CHANGERS



#19= ISSUE - DEFENCE / FOREIGN AFFAIRS / TERRORISM: Labour party has gained ground against National in terms of being viewed as most capable of handling *defence / foreign affairs / terrorism* issues

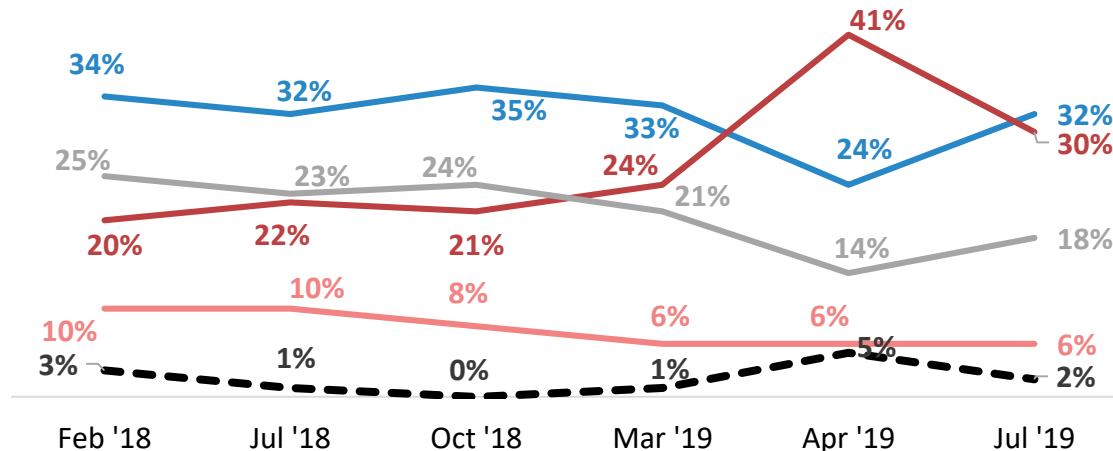


Concerns around *defence / foreign affairs / terrorism* returning to previous levels after a spike in April '19 following the Christchurch events.

National has traditionally tracked above Labour in terms of ability to handle this issue. However, Labour's handling of the March 15th events has seen its result increase significantly from 24% in March (before March 15th) to 30% in July. It is now at a similar level to National.

Q: Please select the political party that you believe is most capable of managing each of the following issues: *Defence / Foreign affairs / Terrorism*

Base: Approx. n=610 per wave



New Zealand First	8%	9%	11%	10%	9%	10%
Green Party	5%	4%	4%	6%	2%	2%
ACT	1%	2%	2%	2%	1%	1%
Other	1%	2%	2%	3%	1%	2%

--- Defence / Foreign affairs / Terrorism

Additional measure following the Christchurch terror attacks

Labour National Don't know None

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Ipsos New Zealand Issues Monitor

Comparing NZ's Issues to Australia's



New Zealand's top-10 issues compared with Australia's: *healthcare, cost of living & crime* amongst the top-5 issues for both



1	Housing / Price of housing	42%
2	Healthcare / Hospitals	29%
3	Poverty / Inequality	28%
4	Inflation / Cost of living	24%
5=	Crime / Law	20%
5=	Climate change	20%
7	Drug / alcohol abuse	18%
8	Environment	17%
9	Economy	14%
10	Petrol prices / Fuel	14%



1	Cost of living	34%
2	Healthcare	33%
3	The economy	27%
4	Crime	26%
5	Environment	21%
6	Housing	19%
7	Immigration	18%
8	Unemployment	17%
9	Poverty	16%
10	Drug abuse	14%

Ipsos New Zealand Issues Monitor

Quality of Life



A quarter of New Zealanders do not agree that their quality of life is very good. Around the same proportion do not expect their life quality to improve in 5 years



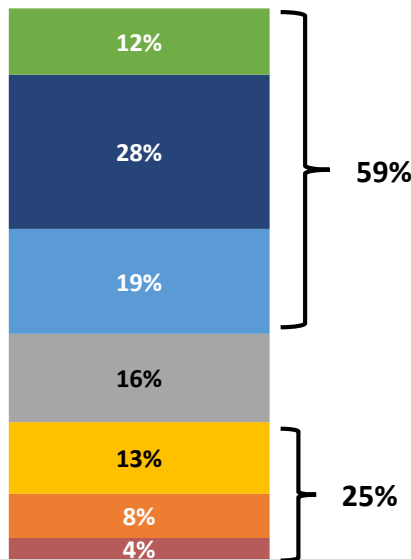
Overall, New Zealanders tend to agree that their current quality of life is very good. They were less likely to agree when thinking of their quality of life in five years.

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Q: To what extent do you agree or disagree with each of the following statements?

Base: Jul '19 (n=560) – Age: 18–74 years

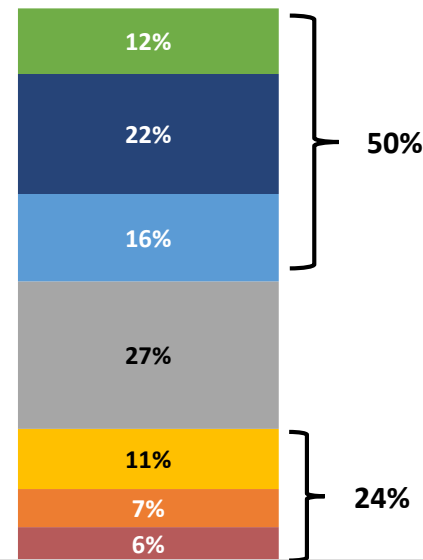
1 - Strongly disagree 2 3 4 5 6 7 - Strongly agree

Mean: 4.7



My current quality of life is very good

4.5



I expect my overall quality of life to be much better in 5 years than it is now

Average quality of life ratings improve with income & are highest among those aged 65–74. Those aged under 35 years are most optimistic about their future quality of life



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 levels. 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."


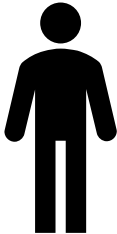








Base: Jul '19 (n=560)

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

Total (mean scores)

Present quality of life = 4.7

Future quality of life = 4.5

Age		Gender		Income	
 Under 35 years	4.6		5.0 ↑	 Under \$30,000	4.1 ↓ 4.1 ↓
				 \$30,001–\$60,000	4.4 4.3
				 \$60,001–\$100,000	4.9 4.7
				 Over \$100,000	5.1 ↑ 4.9 ↑
 35–49 years	4.6		4.5		
 50–64 years	4.6		4.1 ↓		
 65–74 years	5.4 ↑		4.1 ↓		

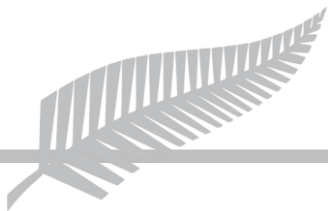
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The Quality of Life Index



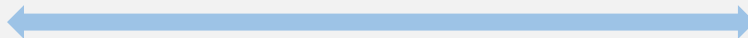
The Quality of Life Index allows us to compare New Zealand's results against other countries and the global average.



Q: To what extent do you agree or disagree with each of the following statements?

1 (strongly disagree)

7 (strongly agree)



1. My current quality of life is very good
2. I expect my overall quality of life to be much better in 5 years than it is now

Sum responses for both statements

2–6 (negative)

7–9 (slightly negative)

Total negative

10–11 (slightly positive)

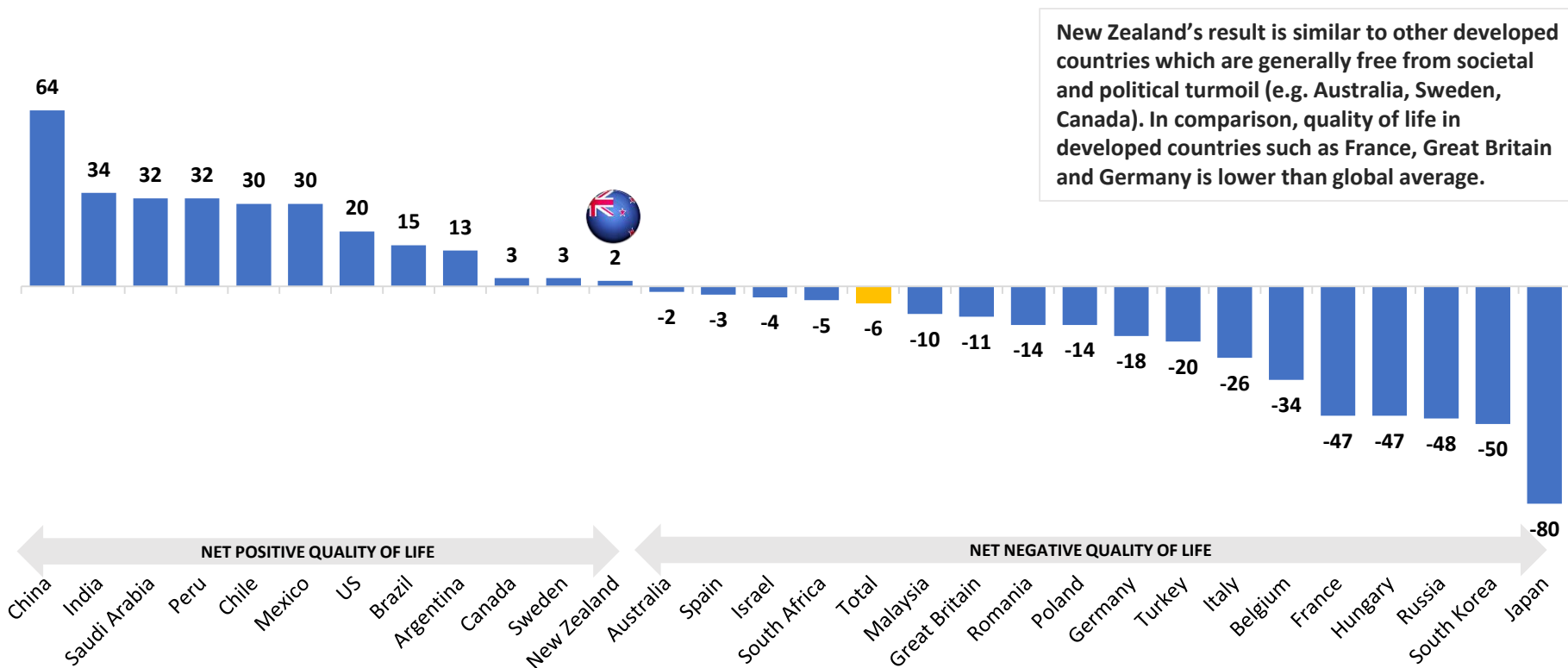
12–14 (positive)

Total positive

Quality of life index =

Total positive – Total negative

Compared to other countries' quality of life index, New Zealand sits in the middle of the road



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: All countries (n=19,517), New Zealand (n=560) – Age: 18–74 years (75+ are not included to allow global comparability)

Sample demographics – July '19



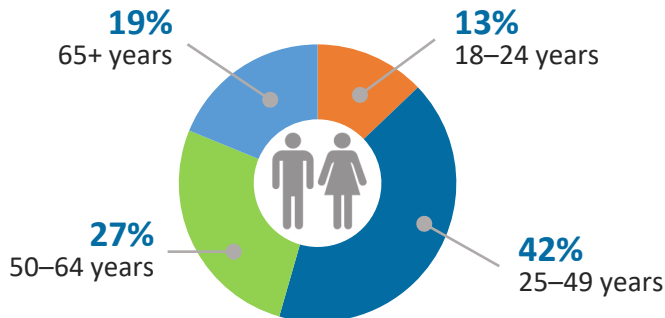
610 respondents

were interviewed online in July 2019 using the Dynata online panel



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

Results are weighted by age, gender and region to ensure they reflect the New Zealand Population



Employment status

38% Full-time	9% Self-employed
18% Retired	7% Student
12% Part-time	7% Not in paid work but seeking work
10% Not in paid work & not seeking work	



Highest education completed

1% Primary education
31% Secondary education
27% Post-secondary non-tertiary education
30% Undergraduate university degree
10% Post-graduate university degree



Type of area live in

47% In the suburbs of a large city
20% In a rural area
11% In, or right outside, a medium sized city
11% In, or right outside, a small city
9% In a large city

SAMPLE SIZES OVER TIME: 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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