

# THE IPSOS NEW ZEALAND ISSUES MONITOR

An Ipsos Survey – November 2019

GAME CHANGERS



# THE IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

## Background Information

At Ipsos, we are passionately curious about people, markets, brands and society. We make our changing world easier and faster to navigate and inspire clients to make smarter decisions. As Ipsos and our previous brands we have operated in New Zealand since 1992.

**The Ipsos New Zealand Issues Monitor tracks what New Zealanders are concerned about, who is worried about what, and which political parties are seen to be best able to improve these matters. From 1<sup>st</sup> to 12<sup>th</sup> November we conducted fieldwork for what was set to be our fourth 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 15<sup>th</sup> 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 15<sup>th</sup> 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.

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# THE IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

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

POLITICS

**Zero Carbon Bill passes final reading**

RNZ – 8 Nov 2019

**End of Life Choice Bill: A case for and against**

NZ Herald – 12 Nov 2019

**Climate change needs action, not more awards: Greta Thunberg declines award**

Stuff.co.nz – 30 Oct 2019

**Public housing waitlist nears 14,000 with record-high**

Stuff.co.nz – 1 Nov 2019

**British backpacker Grace Millane's body forced into suitcase and buried, murder trial told**

Stuff.co.nz - 5 Nov 2019

**New Zealand's median house price at record high after passing \$600k for first time**

TVNZ – 14 Nov 2019

HEALTH & SCIENCE

**Tears and frustration over health equity gap**

Newsroom.co.nz – 1 Nov 2019

# THE IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

## Key Findings - November 2019



**42%** of New Zealanders consider **housing and the price of housing** to be one of the top issues facing New Zealand today.



The effects of **climate change** and **environmental pollution** are becoming more salient issues in both New Zealand and Australia – with environment now being the number one issue in Australia.



**62%** of New Zealanders do not believe that they could afford to buy a home in their local property market. Of those, 61% believe that this situation is unlikely to change in the future.



# THE TOP ISSUES

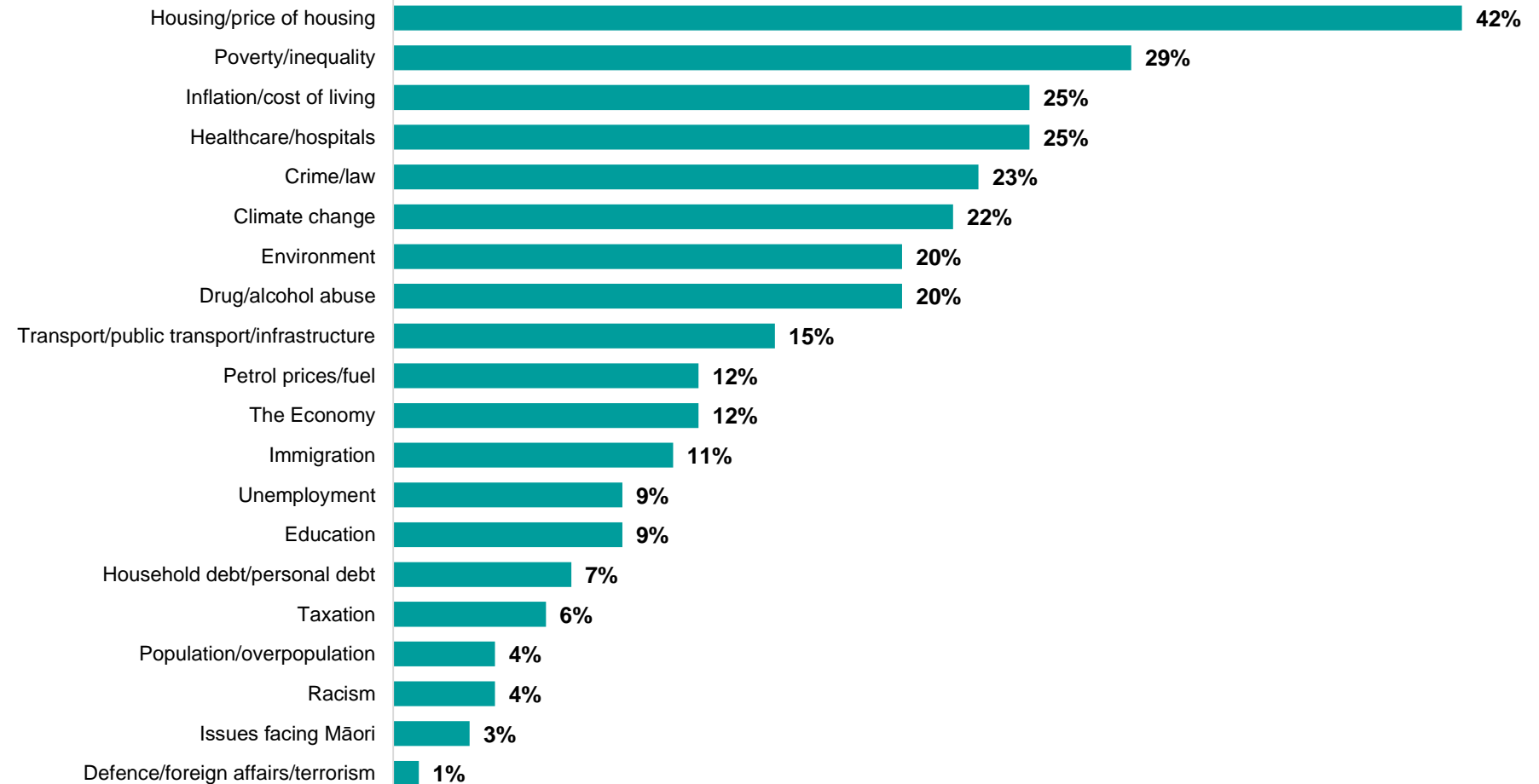
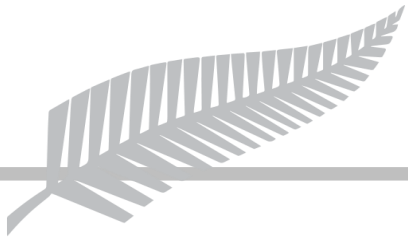
The most important issues facing  
New Zealand today

# THE MOST IMPORTANT ISSUES FACING NEW ZEALAND (NOV '19)



**Housing / price of housing (42%) is seen as the top issue facing New Zealand today.**

**Poverty / inequality (29%) is the second most important issue, followed by Inflation / Cost of Living and Healthcare / Hospitals (25%).**



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

**Base:** Nov '19 (n=610)

# TOP FIVE ISSUES OVER TIME

*The issues making it into the top 5 are fairly consistent over time*

	OCT 18 (n=610)		MAR 19 (n=615)		APR 19 (n=615)		JUL 19 (n=610)		NOV 19 (n=610)	
1	Housing / Price of housing	45%	Housing / Price of Housing	49%	Housing / Price of Housing	41%	Housing / Price of housing	42%	Housing / Price of housing	42%
2	Petrol prices / Fuel	31%	Healthcare / Hospitals	29%	Poverty / Inequality	30%	Healthcare / Hospitals	29%	Poverty / Inequality	29%
3	Inflation / Cost of living	29%	Inflation / cost of living	26%	Inflation / Cost of living	28%	Poverty / Inequality	28%	Healthcare / Hospitals	25%
4	Healthcare / Hospitals	25%	Poverty/Inequality	24%	Healthcare / Hospitals	25%	Inflation / Cost of living	24%	Inflation / Cost of living	25%
5	Poverty / Inequality	24%	Crime / Law	21%	Crime / Law	25%	=Climate change	20%	Crime / Law	23%
							=Crime / Law*	20%		

*Additional measure following the Christchurch terror attacks*

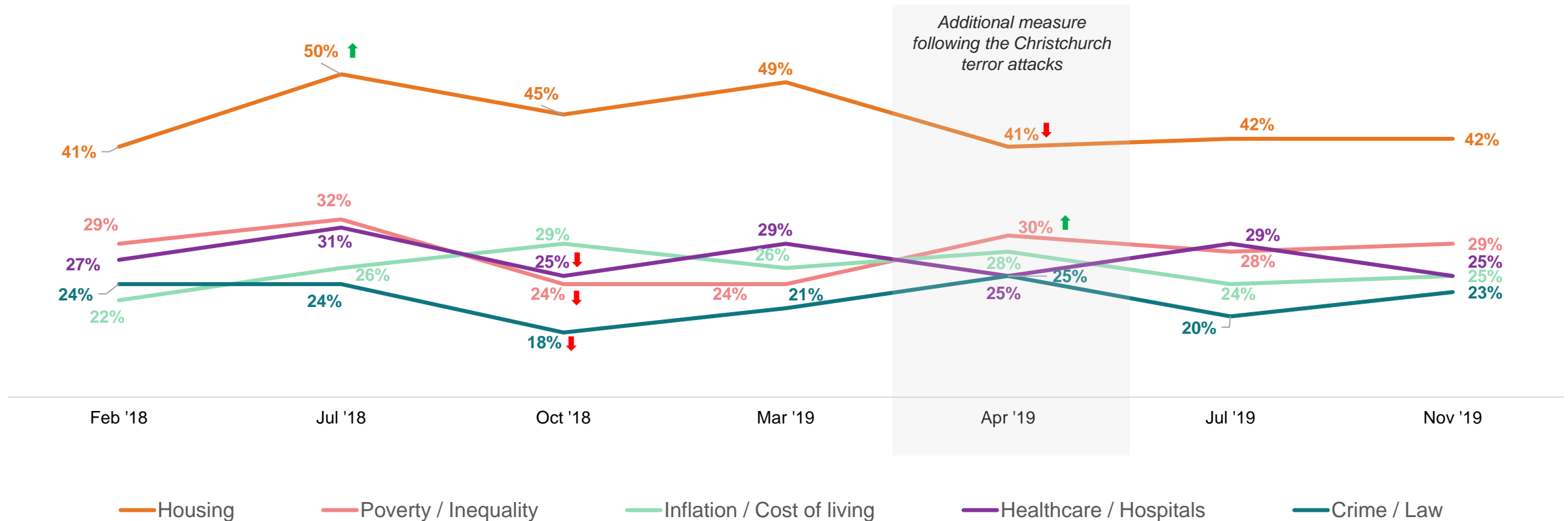
Q: What would you say are the three most important issues facing New Zealand today?

Base: Nov '19 (n=610)



# TOP 5 ISSUES OVER TIME

*Housing and the price of housing continues to be the greatest concern for New Zealanders*



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

Base: 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)

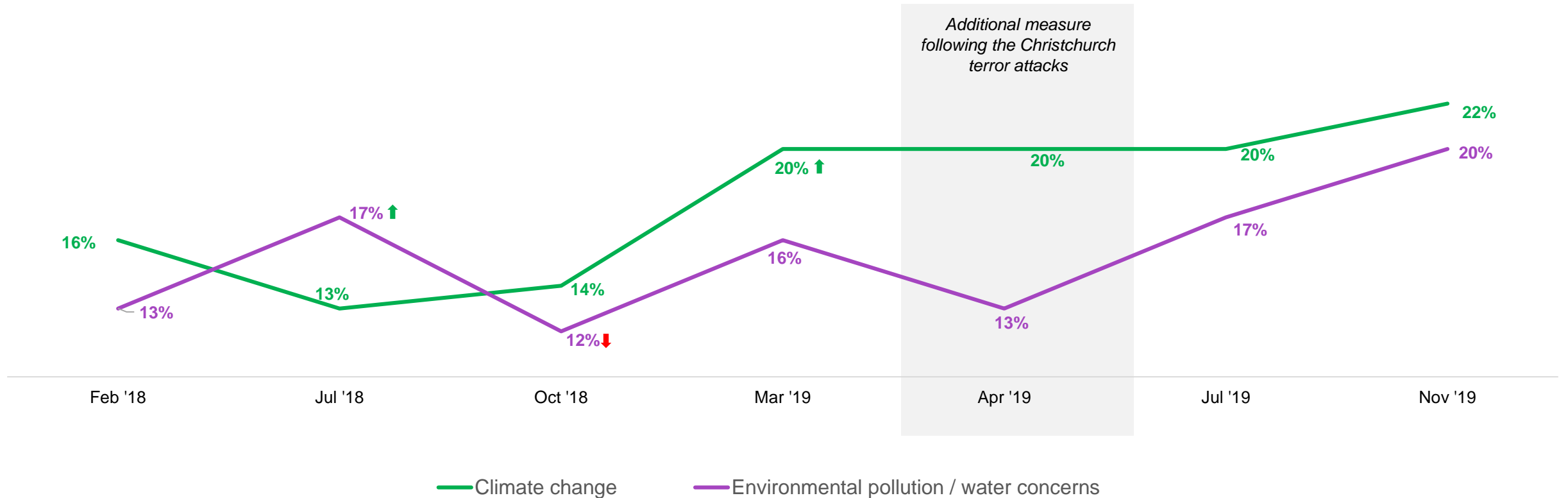
8 – © Ipsos | NZ Issues Monitor

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



# CLIMATE CHANGE AND ENVIRONMENT OVER TIME

Both *climate change* and *environmental pollution / water concerns* are showing upward trends overtime



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

Base: 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)

9 – © Ipsos | NZ Issues Monitor

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

# CURRENT GOVERNMENT PERFORMANCE

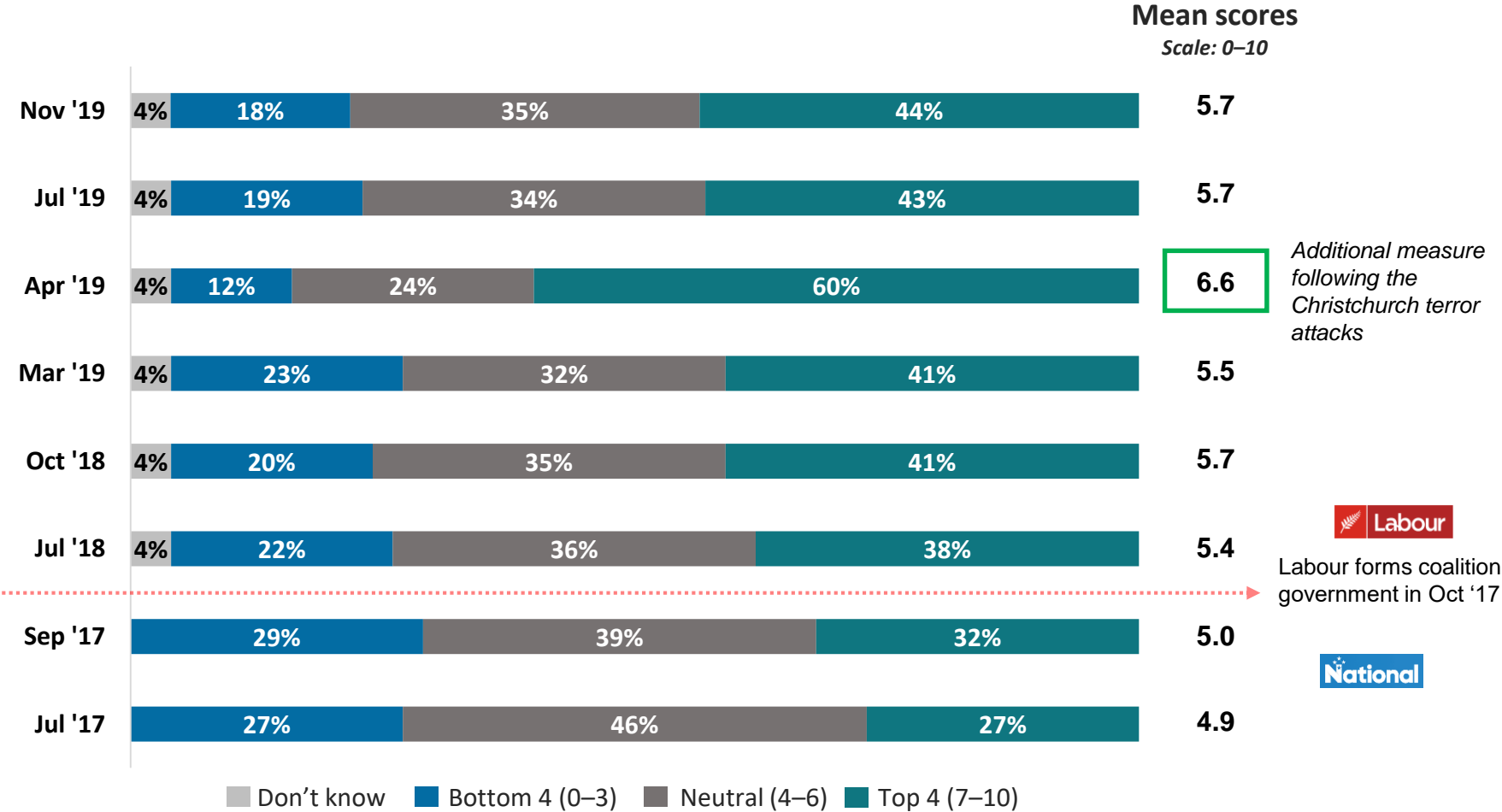


# RATING OF GOVERNMENT OVER LAST 6 MONTHS

## Perceptions of the current Labour-led coalition government's performance remains stable

Following the March 15<sup>th</sup> terror attacks, the perceptions of the Labour-led coalition's performance performing significantly increased to a mean of 6.6, but this has since dropped and settled at 5.7 for both July and November.

The recent perceptions are very similar result to the previous result in July and to the results a year ago in late October 2018.



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



# MANAGING THE ISSUES

The political parties perceived as most capable of managing the issues

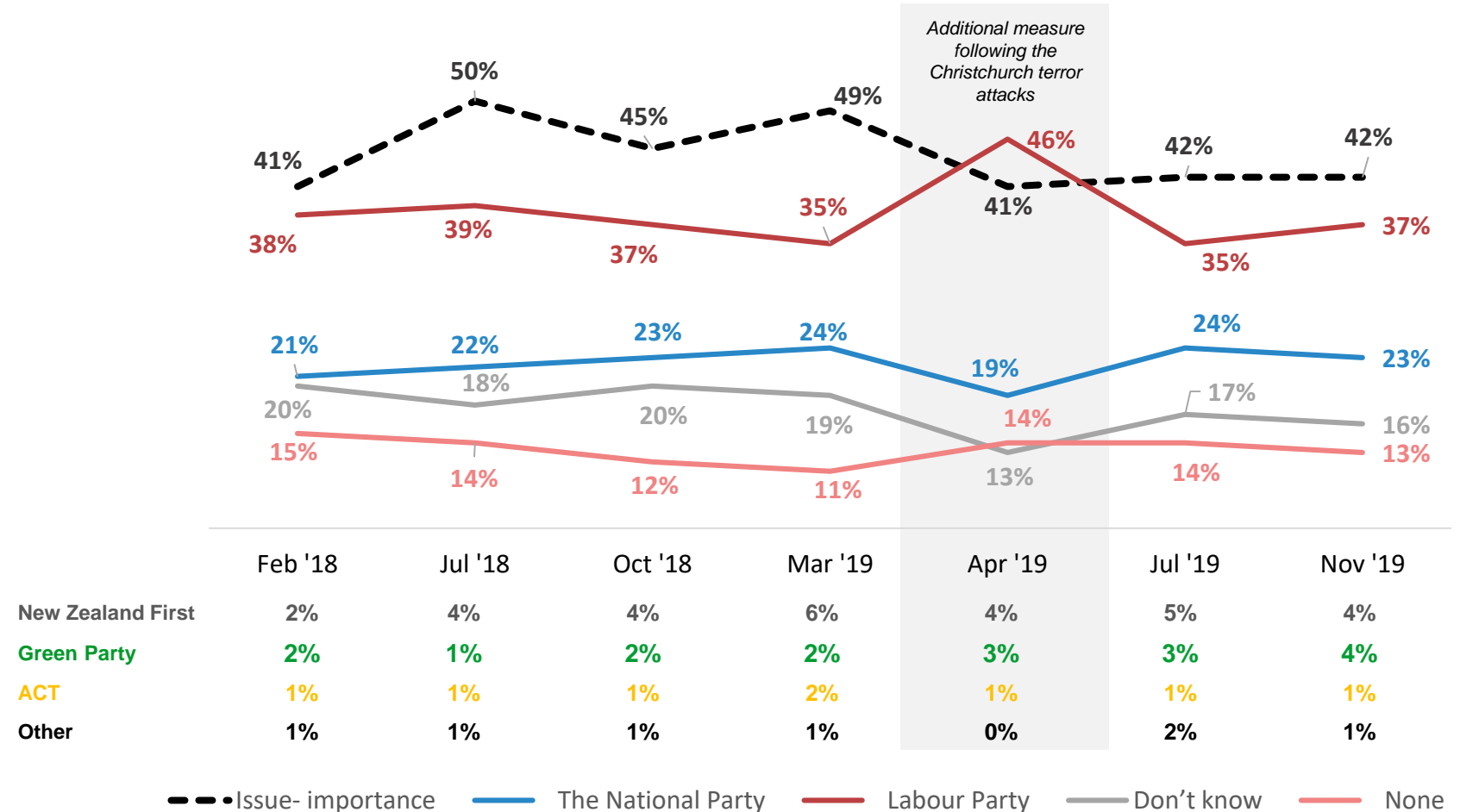
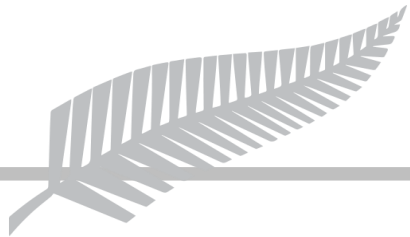
# #1 ISSUE – HOUSING

The Labour Party is still perceived as most capable of dealing with *housing issues*



Housing / price of housing remains the number 1 issue facing New Zealanders and 37% believe the Labour Party is most capable of managing this issue.

Results are very similar to July's measure.



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

# Suggestions to improve housing / price of housing issues

## Voice of New Zealanders



*Solve the housing crisis by using prefab housing”*

**Canterbury, retired, TAHI\*: \$30k–\$50k**



*Impose regulations on rent prices.”*

**Auckland City, part-time employment, TAHI\*: Up to \$15k**



*Reduce the compliance costs for building companies to make housing more affordable.”*

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



*Make housing more affordable and more state houses available to those in need.”*

**Wellington, Not in paid work and not seeking work, TAHI\*: \$30k–\$50k**



*They need to sort out housing and low incomes before National gets back into power and continue making the rich get richer and the poor poorer. For housing, if that means confiscating land from land bankers or taxing the people still making untaxed capital gains, then that needs to be done.”*

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



*Do more to help first time home buyers get into the market. Maybe by putting a cap on the amount of houses investors own, or that no foreigner can buy housing in NZ.”*

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



*As for housing prices there is little they can do against sale on demand. Stop sales to foreign investors, period. Build more homes. Preferably cheaper prefab types.”*

**Auckland City, self-employed, 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: n=610



# CLIMATE CHANGE

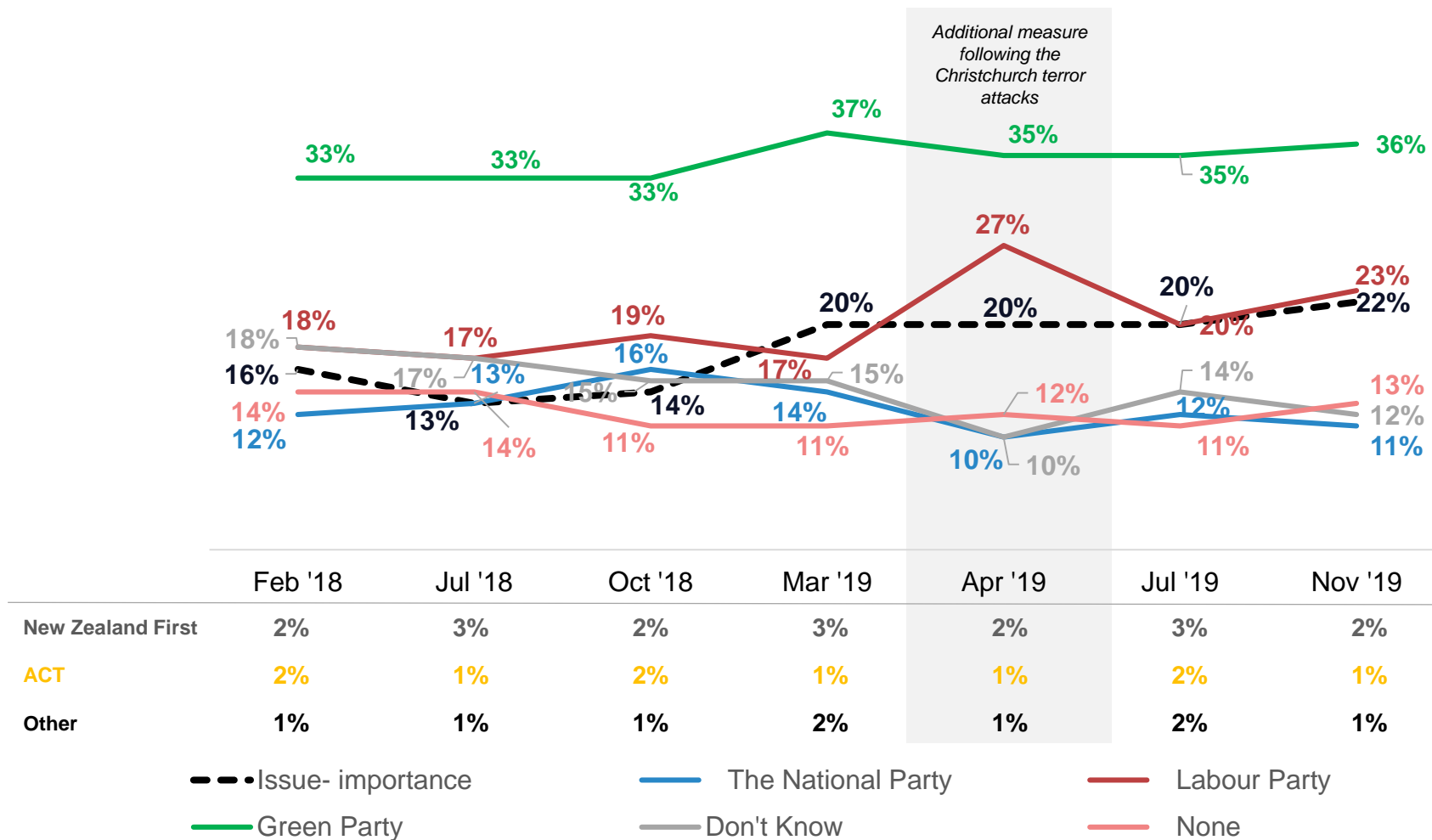
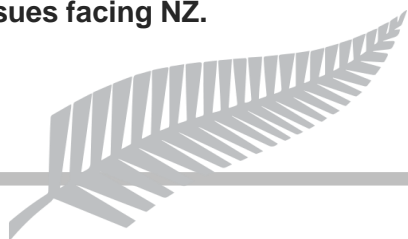
The Green Party have consistently been seen as the most capable party to tackle *climate change*



Although climate change sits just below the top five issues, it is increasing over time.

The Green Party is still seen as most capable of addressing Climate Change issues at 36%, followed by Labour at 23%.

New Zealanders aged 18-34 are significantly more likely than other age groups to consider Climate Change one of the top issues facing NZ.



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

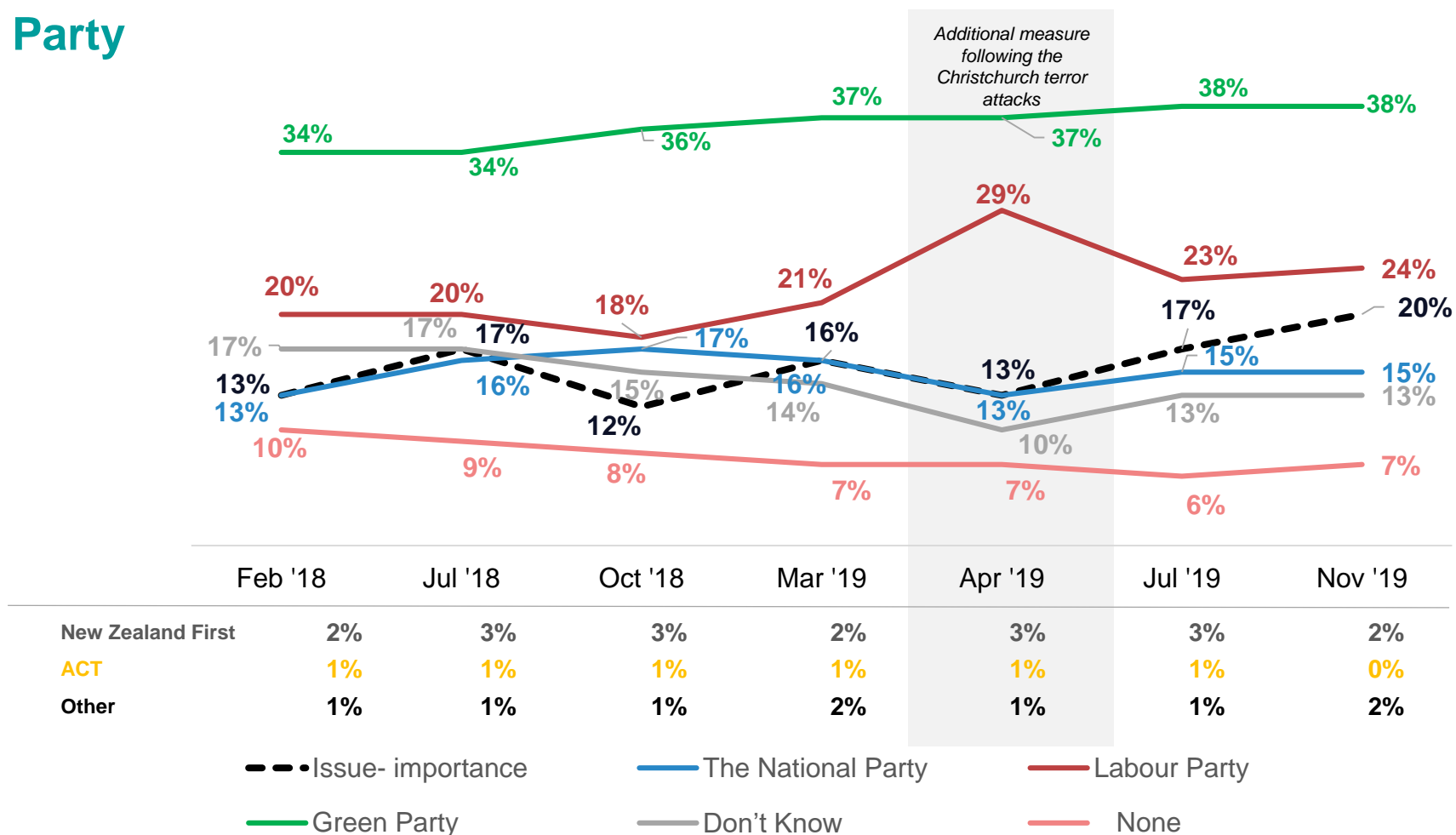
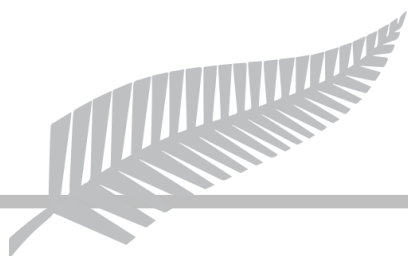
# ENVIRONMENTAL POLLUTION / WATER CONCERNS

*Environmental pollution / water concerns* is the other issue seen to be most suited to management by the Green Party



Environmental pollution and water concerns is another issue that is increasing overtime.

As seen with Climate Change, the Green Party (38%) is seen as being most capable to manage this issue, followed by Labour at 24%.



Q: Please select the political party that you believe is most capable of managing each of the following issues: ENVIRONMENTAL POLLUTION / WATER CONCERNS

Base: Approx. n=610 per wave

# Suggestions to improve *climate change and environmental* issues

## Voice of New Zealanders



*Remove plastic."*

**Hawke's Bay, full-time employment, TAHI\*: \$30k–\$50k**



*Invest in the environment and the future generations who are going to be left to pick up the pieces."*

**Waikato, part-time employment, TAHI\*: Up to \$15k**



*Government should protect the native environment and places in New Zealand as climate change's catastrophic damages could destroy all of them."*

**Wellington, student, TAHI\*: Up to \$15k**



*Plant more trees; be more respectful of the environment."*

**Nelson/Marlborough, full-time employment, TAHI\*: Prefer not to say**



*Put more emphasis on climate change - make things more compulsory."*

**Bay of Plenty, full-time employment, TAHI\*: Prefer not to say**



*Businesses can't be given a free pass on environmental degradation."*

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

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

**Base:** n=610

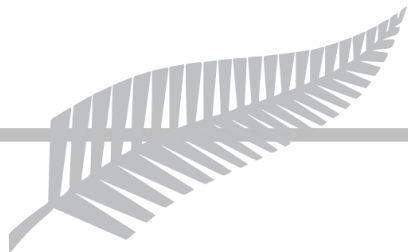


# COMPARING NZ'S ISSUES TO AUSTRALIA'S

# TOP 10 ISSUES - NZ VS. AUSTRALIA



In November 2019, 32% of Australians selected "The Environment" as one of the top three issues facing the nation, making it their most important concern for the first time since measurement began in 2010.



1	Housing / price of housing	42%
2	Poverty / inequality	29%
3 =	Healthcare / hospitals	25%
3 =	Inflation / cost of living	25%
5	Crime / law	23%
6	Climate change	22%
7 =	Drug / alcohol abuse	20%
7 =	Environmental pollution / water concerns	20%
9	Transport	15%
10 =	The Economy	12%
10 =	Petrol Prices / Fuel	12%

1 =	Environment	32%
1 =	Cost of Living	32%
3	Healthcare	30%
4	The Economy	27%
5	Crime	24%
6	Housing	20%
7 =	Poverty	17%
7 =	Immigration	17%
7 =	Unemployment	17%
10	Drug Abuse	13%

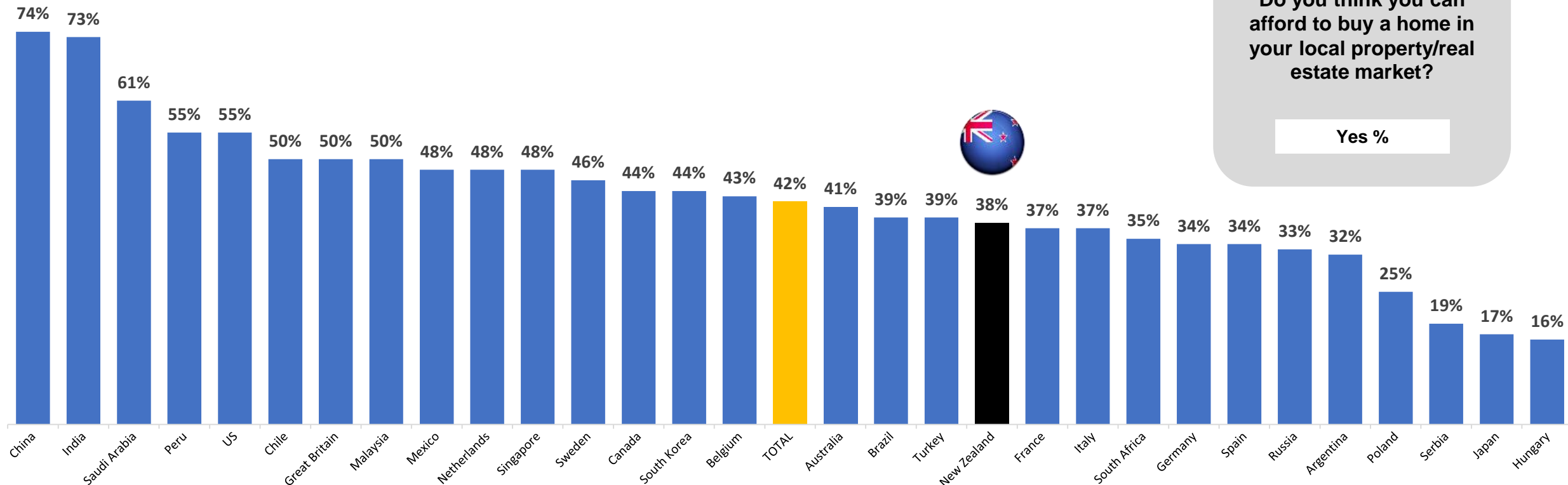
**Base:** November 2019 – New Zealand (n=610), Australia (n=1,009)



# HOUSING AFFORDABILITY

# ABILITY TO AFFORD TO BUY A HOME

Only 38% of New Zealanders think they could afford to buy a home in their local property market, below the global average of 42%. 62% of New Zealand respondents said they would not be able to afford to buy a home in their local market



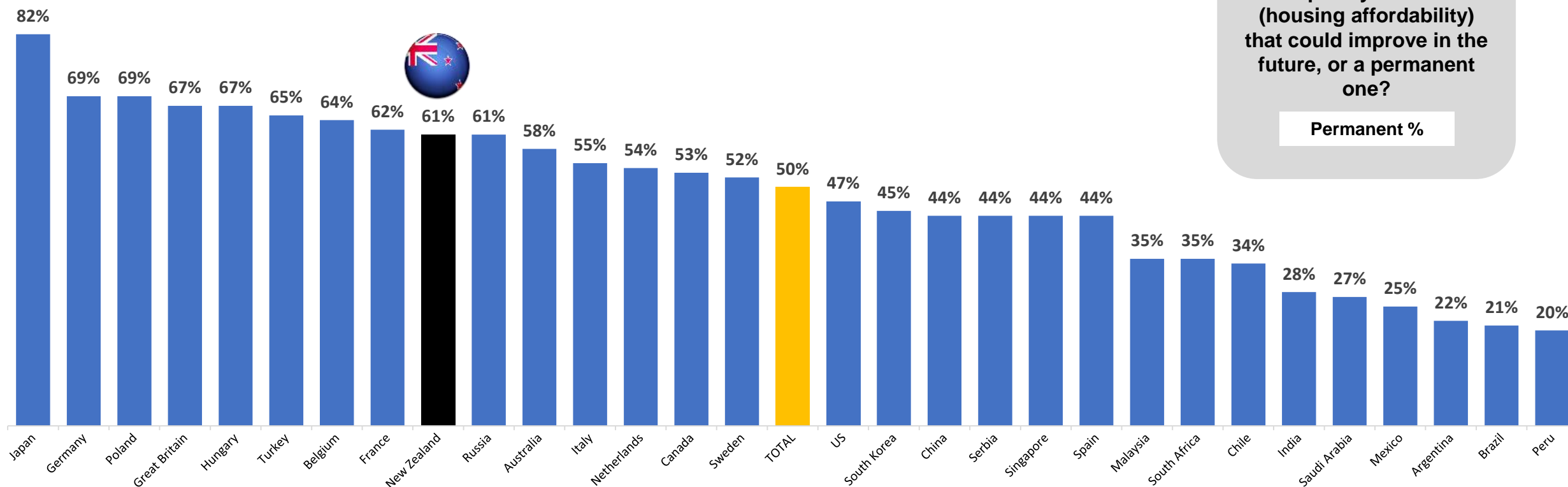
Q: Assuming you are looking for a new place to live, do you think you can afford to buy a home in your local property/real estate market?

Base: All countries (n=20,448), New Zealand (n=561) – Age: 18–74 years (75+ are not included to allow global comparability)



# HOUSING AFFORDABILITY PERMANENCE

Of those who don't believe they could afford to buy a home in their local property market, 61% believe this is a permanent situation, not one that could improve in the future



Q: Do you think this is a temporary situation that could improve in the future, or a permanent one?

Base: All countries (n=20,448), New Zealand (n=349) – Age: 18–74 years (75+ are not included to allow global comparability)

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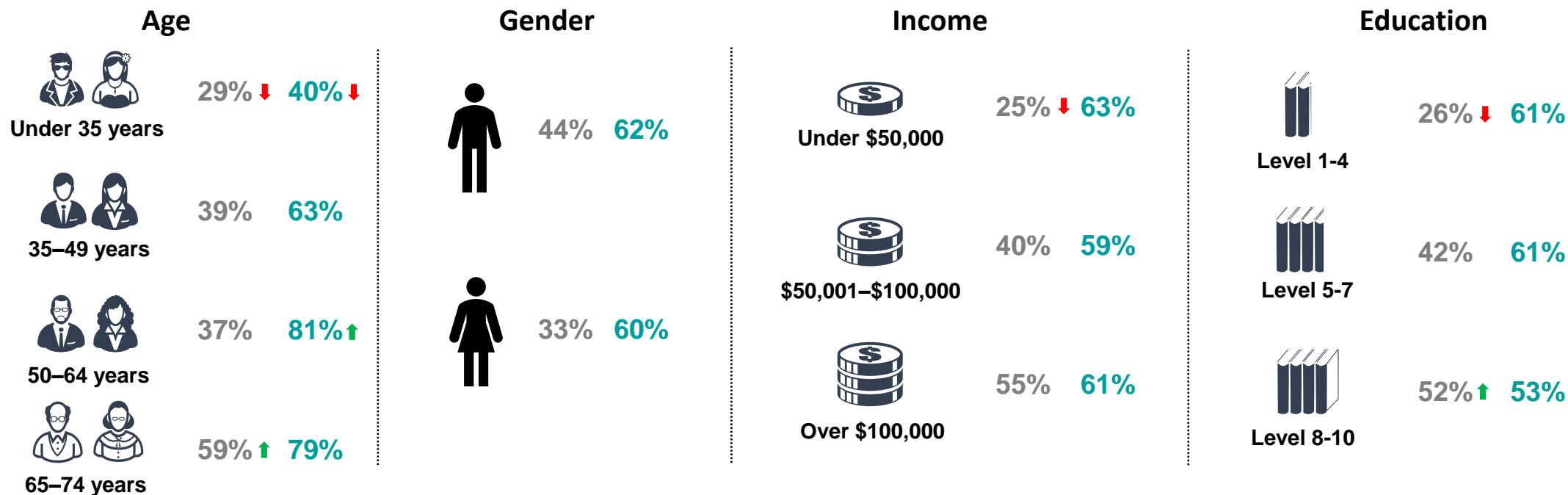
Note: Samples for countries like China, Mexico, India, Peru, Brazil, Saudi Arabia, South Africa, Turkey and Russia represent a more affluent, connected population

# HOUSING AFFORDABILITY SUBGROUPS

Although the majority of New Zealanders aged under 35 years do not believe they can afford to buy a home, they are optimistic that this situation will change in the future

Do you think you can afford to buy a home in your local property/real estate market? (YES %)

(Those who answered no) Do you think this is a temporary situation that could improve in the future, or a permanent one? (PERMANENT %)



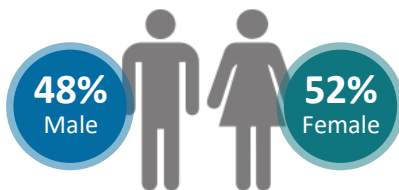
Q: Assuming you are looking for a new place to live, do you think you can afford to buy a home in your local property/real estate market? **Base:** (n=561)

Q: Do you think this is a temporary situation that could improve in the future, or a permanent one? **Base:** (n=349)

# SAMPLE DEMOGRAPHICS – NOV '19

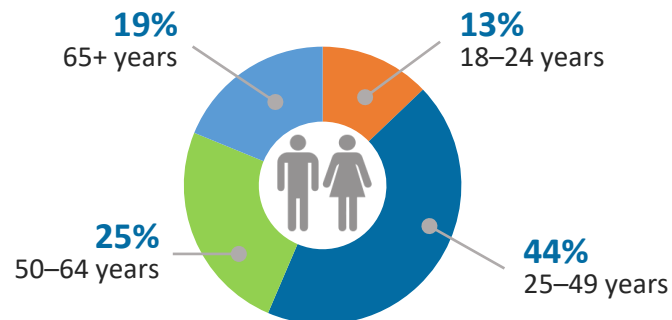


**610 respondents**  
were interviewed online in  
November 2019 using the Dynata  
online panel



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

<b>41%</b> Full-time	<b>7%</b> Self-employed
<b>16%</b> Retired	<b>5%</b> Student
<b>13%</b> Part-time	<b>7%</b> Not in paid work but seeking work
<b>11%</b> Not in paid work & not seeking work	



## Highest education completed\*

**33%** Level 1-4  
**46%** Level 5-7  
**17%** Level 8-10  
**4%** Don't know



## Type of area live in

**49%** In the suburbs of a large city  
**19%** In a rural area  
**12%** In a large city  
**11%** In, or right outside, a medium sized city  
**8%** In, or right outside, a small city

**SAMPLE SIZES OVER TIME:** Nov '19 (n=610), Jul '19 (n=610),  
Apr '19 (n=615), Mar '19 (n=614), Oct '18 (n=610), Jul '18  
(n=611), Feb '18 (n=610)

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# ABOUT IPSOS

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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).

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# GAME CHANGERS

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

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

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

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

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

**THANK  
YOU**

**GAME CHANGERS**

