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 4th to 10th October, we conducted fieldwork for our 15th Ipsos NZ Issues Monitor report with a total of 1,003 New Zealanders aged 18 and older*. 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 or Amanda Dudding – phone: 04 974 8631 or email: amanda.dudding@ipsos.com

*Note: The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points. Significantly higher/lower figures are reported at 95% confidence. Where results do not add up to 100, this may be due to computer rounding, multiple responses or the exclusion of ‘don’t know’ or ‘not stated’ responses.
THE IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

The media context: What was making New Zealand news early October?

New Zealanders should prepare to encounter Covid-19 before Christmas, experts say
RNZ – 7 October 2021

Senior Dr worried about Covid-19 spread in hospitals
RNZ – 1 October 2021

Auckland mayor urges govt help businesses in lockdown
RNZ – 13 October 2021

Green Party calls for expansion of government's one-off residence visa
Newshub – 10 October 2021

One potential way out of NZ's housing shortage, courtesy of Vancouver
Stuff – 4 October 2021

Tony Alexander: The first signs of a big shift in Kiwi attitudes to property investment?
One Roof – 6 October 2021

OCR up to 0.5%, the first rise in 7 years
TVNZ – 6 October 2021
Top issues in New Zealand

Housing (54%) remains the #1 issue in New Zealand in October, much higher than any other issue and much higher than any issue rated for Australians.

Healthcare / Hospitals (35%) and inflation / cost of living are 2nd and 3rd most important issues respectively and they have experienced a significant increase this wave.

Life in Auckland

Housing is also the #1 issue in Auckland.

The economy ranks higher in Auckland (4th) compared to rest of New Zealand (7th) and healthcare / hospitals is a bigger issue for rest of New Zealand (38% cf. 28% Auckland).

Government performance & political parties

The Labour government’s performance rating continues to decline this month after reaching all time high levels during the early stages of the pandemic in 2020. Ratings still remain higher than pre-COVID lockdowns in March 2020.

Labour remains the party considered to be most capable in managing most of the issues facing New Zealanders. However, its lead over National in ability to manage a number of the top issues has been reducing through 2021. Act has also shown increases in issues where National has been traditionally stronger.

Aucklanders have selected National as being the most capable party in managing issues of inflation / cost of living, crime / law, the economy and other issues like transport / infrastructure and taxation.

New Zealanders feel the Green Party is best equipped in managing climate change and environmental pollution & water concerns.
KEY FINDINGS – THE TOP ISSUES

Housing remains a key issue for more than half of New Zealanders, significantly more than any other issues. Concerns for healthcare / hospitals and inflation / cost of living have increased steadily over the year with inflation and cost of living at an all time high. Crime / law has also increased and is now back at pre-COVID levels.

#1 Housing

49% Mar '20 May '20 Jul '20 Sep '20 Nov '20 Feb '21 Jun '21 Oct '21
33% ▼ 34% 37% 53% ▲ 60% ▲ 53% ▼ 54%

#2 Healthcare / hospitals

30% Mar '20 May '20 Jul '20 Sep '20 Nov '20 Feb '21 Jun '21 Oct '21
25% ▼ 27% 27% 26% 23% 27% ▲ 35% ▲

#3 Inflation / cost of living

25% Mar '20 May '20 Jul '20 Sep '20 Nov '20 Feb '21 Jun '21 Oct '21
23% 23% 22% 23% 24% 27% 31% ▲

#4 Poverty / inequality

30% Mar '20 May '20 Jul '20 Sep '20 Nov '20 Feb '21 Jun '21 Oct '21
24% ▼ 26% 27% 31% 28% 26% 26%

#5 Crime / law

25% Mar '20 May '20 Jul '20 Sep '20 Nov '20 Feb '21 Jun '21 Oct '21
12% ▼ 16% ▲ 16% 14% 16% 21% ▲ 24%

#6 Economy

13% Mar '20 May '20 Jul '20 Sep '20 Nov '20 Feb '21 Jun '21 Oct '21
47% ▲ 40% ▼ 42% 34% ▼ 23% ▼ 22% 23%

# indicates rank of the issue
▲ ▼ indicates significant increase / decrease in score compared to the previous wave
THE TOP ISSUES

The most important issues facing New Zealand today
THE MOST IMPORTANT ISSUES FACING NEW ZEALAND
(October ’21)

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

Base: Total sample (n=1,003)

- Housing/price of housing: 54%
- Healthcare/hospitals: 35%
- Inflation/cost of living: 31%
- Poverty/inequality: 26%
- Crime/law and order: 24%
- The economy: 23%
- Climate change: 22%
- Drug/alcohol abuse: 11%
- Environmental pollution / water concerns: 11%
- Petrol prices/fuel: 10%
- Race relations/racism: 7%
- Unemployment: 7%
- Education: 6%
- Household debt/personal debt: 6%
- Immigration: 6%
- Transport/public transport/infrastructure: 6%
- Taxation: 6%
- Issues facing Maori: 4%
- Population/overpopulation: 4%
- Defence/foreign affairs/terrorism: 1%

Women are more likely than men to select Housing / price of housing and inflation / cost of living as an Issue for New Zealand (Housing: Women 60% vs Men 47%) (Inflation / cost of living: Women 37% vs Men 26%)

Concerns for healthcare are more prevalent amongst older age groups – 50+ years (42%) and outside Auckland (Auckland 28% vs rest of New Zealand 35%).

18-34-year-olds are more worried on average by cost of living (41%).
TOP-5 ISSUES

The top 5 issues in Oct ‘21 align to those seen in March ’20 (pre-COVID-19 lockdown). Compared to June 21, crime / law has displaced economy to make it to the top 5 list.

<table>
<thead>
<tr>
<th>MAR ‘20 (n=610)</th>
<th>MAY ‘20 (n=1,000)</th>
<th>JUL ‘20 (n=1,000)</th>
<th>SEP ‘20 (n=1,000)</th>
<th>NOV ‘20 (n=1,001)</th>
<th>FEB ‘21 (n=1,000)</th>
<th>JUN ‘21 (n=1,003)</th>
<th>OCT ‘21 (n=1,003)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Housing / Price of Housing 49%</td>
<td>Economy 47%</td>
<td>Economy 40%</td>
<td>Economy 42%</td>
<td>Housing / Price of Housing 53%</td>
<td>Housing / Price of Housing 60%</td>
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<tr>
<td>2. Healthcare / Hospitals 30%</td>
<td>Unemployment 41%</td>
<td>Housing / Price of Housing 34%</td>
<td>Housing / Price of Housing 37%</td>
<td>Economy 34%</td>
<td>Poverty / inequality 28%</td>
<td>Healthcare / Hospitals 27%</td>
<td>Healthcare / Hospitals 35%</td>
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<tr>
<td>3. Poverty / Inequality 30%</td>
<td>Housing / Price of Housing 33%</td>
<td>Unemployment 31%</td>
<td>Unemployment 27%</td>
<td>Poverty / inequality 31%</td>
<td>Inflation / Cost of Living 24%</td>
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<td>Inflation / Cost of Living 31%</td>
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<tr>
<td>4. Inflation / Cost of Living 25%</td>
<td>Healthcare / Hospitals 25%</td>
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<td>5. Crime / Law 25%</td>
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<td>Healthcare / Hospitals 23%</td>
<td>Economy 22%</td>
<td>Crime / Law 24%</td>
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</tbody>
</table>

Only a few COVID-19 cases in NZ
NZ moves out of level 4 lockdown
Alert Level 1
Alert Level 2 (second wave of cases)
Alert Level 1 / first wave post-election
Alert Level 1 / fieldwork overlapped with 'snap lockdown'
Alert Level 1
Northland, Auckland and Waikato - Alert Level 3
Rest of NZ – Alert level 2

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

Base: Oct ‘21 (n=1,003), Jun ‘21 (n=1,003), Feb ‘21 (n=1,000), Nov ‘20 (n=1,000), Jul ‘20 (n=1,000), May ‘20 (n=1,000), Mar ‘20 (n=610)

8 – © Ipsos | NZ Issues Monitor
**TOP-5 ISSUES OVER TIME**

*Healthcare, inflation, and crime / law and order have increased in prevalence over the year.*

![Graph showing changes in issue importance over time.]

- **Housing / price of housing**
- **Healthcare / hospitals**
- **Poverty / inequality**
- **Inflation / cost of living**
- **Crime / law & order**

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

**Base:** Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001), Sep '20 (n=1,000), Jul '20 (n=1,000), May '20 (n=1,000), Mar '20 (n=610), Nov '19 (n=610), Jul '19 (n=610), Apr '19 (n=615), Mar '19 (n=614), Oct '18 (n=610), Jul '18 (n=611), Feb '18 (n=610)

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

Since a sharp increase at the first COVID lockdown, the economy and unemployment have continued to decline as concerns facing New Zealanders. Concerns over petrol prices have increased during 2021.

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

Base: Oct ’21 (n=1,003), Jun ’21 (n=1,003), Feb ’21 (n=1,000), Nov ’20 (n=1,001), Sep ’20 (n=1,000), Jul ’20 (n=1,000), May ’20 (n=1,000), Mar ’20 (n=610), Nov ’19 (n=610), Jul ’19 (n=610), Apr ’19 (n=615), Mar ’19 (n=614), Oct ’18 (n=610), Jul ’18 (n=611), Feb ’18 (n=610)

↑ Indicates significant increase / decrease in score compared to the previous wave
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: Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001), Sep '20 (n=1,000), Jul '20 (n=1,000), May '20 (n=1,000), Mar '20 (n=610), Nov '19 (n=610), Jul '19 (n=610), Apr '19 (n=615), Mar '19 (n=614), Oct '18 (n=610), Jul '18 (n=611), Sep '17 (n=500), Jul '17 (n=501)

54% of all respondents gave the current Labour government a rating of 7–10 out of 10 and 18% gave a rating of 0–3.

Rating of the Labour government continues to decline in 2021.

Key Demographic Differences

Those with lower annual household income (< $50,000) have on average rated Labour higher (6.7).
MANAGING THE ISSUES

The political parties perceived as most capable of managing the issues
Historically, the Green Party was seen as most capable of managing climate change & environmental issues. After being overtaken by the Labour Party earlier this year, they have resumed their position as the party perceived most capable.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>POLITICAL PARTY</th>
</tr>
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<tbody>
<tr>
<td>1: Housing / Price of Housing</td>
<td>Labour</td>
</tr>
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<td>2: Healthcare / Hospitals</td>
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<td>8=: Environmental pollution / water concerns</td>
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<tr>
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<td>Labour</td>
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</tbody>
</table>

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<tbody>
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<td>Labour</td>
</tr>
<tr>
<td>11=: Unemployment</td>
<td>Labour</td>
</tr>
<tr>
<td>13=: Education</td>
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<td>13=: Transport / Public Transport / Infrastructure</td>
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<td>Labour</td>
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<tr>
<td>18=: Issues facing Māori</td>
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<tr>
<td>18=: Population / Overpopulation</td>
<td>Labour</td>
</tr>
<tr>
<td>20: Defence / Foreign Affairs</td>
<td>Labour</td>
</tr>
</tbody>
</table>

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

Base: Total sample Oct 21 (n=1,003)

© Ipsos | NZ Issues Monitor
Concerns about housing & the price of housing remains the number one issue in New Zealand. Women (60%) were more likely than men (47%) to show concerns over housing.

In Nov ‘20, Labour enjoyed a significant 30-percentage points lead over the National party in managing the housing issue but this has reduced to 9-percentage points in Oct ‘21.

Although Labour remains the most preferred party in dealing with housing issues, confidence in Labour to manage this issue continues to decline, reaching its lowest point since surveying began in Feb ‘18.
SUGGESTIONS TO IMPROVE HOUSING ISSUES
Voice of New Zealanders

“A focus on inflation and affordable housing would be key to improving the quality of life for me.”
Auckland City, full-time employment, TAHI*: Over 160k

“Housing is too expensive for first home buyers and people who are low salary earners.”
Canterbury, full-time employment, TAHI*: $80k-$100k

“Seriously address housing shortages and lack of housing. It is causing run off effects which present themselves in inequality and lack of infrastructure will choke our cities.”
Wellington, student, TAHI*: $140k-$160k

“Do something to make housing more affordable to get more people off the streets.”
Nelson / Marlborough, not in paid work but seeking work, TAHI*: Prefer not to say

“Get a handle on the rising cost of living and house prices.”
Taranaki, full-time employment, TAHI*: 80k-$100k

“Fix the problem of housing and high rents!”
Auckland City, full-time employment, TAHI*: $30k-$50k

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended question)
Base: Total sample Oct ’21 (n=1,003)

*TAHI = Total Annual Household Income
#2 ISSUE – HEALTHCARE / HOSPITALS

Labour remain the party New Zealanders believe to be the most capable in managing this issue despite a decline in perceived capability through 2021.

Healthcare / hospitals has experienced a second consecutive increase this wave.

In Nov ’20, Labour had a significant 47-percentage points lead over the National party in managing the issue of healthcare / hospitals but this has reduced to 25-percentage points in Oct ‘21.

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

Base: Approx. n=610 per wave, except for May ‘20 (n=1,000), Jul ‘20 (n=1,000), Sep ‘20 (n=1,000), Nov ‘20 (n=1,001), Feb ‘21 (n=1,000), Jun ‘21 (n=1,003), Oct ‘21 (n=1,003)

↑↓ Indicates significant increase / decrease in score compared to the previous wave
SUGGESTIONS TO IMPROVE HEALTHCARE
Voice of New Zealanders

“I think it needs to get the health care system sorted so if COVID becomes widespread we will be prepared.”
Auckland City, retired, TAHI*: $30k-$50k

“They need to keep going with what they have started and change the way the health system and welfare system operate. They need to change the culture in these department.”
Canterbury, Retired, TAHI*: $15k-$30k

“Get more people vaccinated.”
Waikato, full-time employment, TAHI*: $120k-$140k

“The healthcare system is dreadful. People can’t get to specialists outside the region or the equipment they need”
Nelson / Marlborough, not in paid work and not seeking work, TAHI*: Prefer not to say

“Invest in healthcare, dental care and housing.”
Hawkes’ Bay, full-time employment, TAHI*: $50k-$60k

“Pursue vaccination for 5-12 year olds, continue to promote vaccinations and determine who should be required to be vaccinated”
Auckland City, Retired, TAHI*: $30k-$50k

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended question)
Base: Total sample Oct ’21 (n=1,003)

*TAHI = Total Annual Household Income
#3 ISSUE – INFLATION / COST OF LIVING

Labour remains the preferred party in managing inflation / cost of living but they have been losing ground in 2021 with slow increases over time for National closing the gap.

Inflation / cost of living has continued to increase this wave, with just under a third of New Zealanders believing that it is an important issue for the country.

In Nov ‘20, Labour enjoyed a significant 31-percentage points lead over the National party in managing the issue of inflation / cost of living but this has reduced to 9-percentage points in Oct ‘21.

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, except for May ’20 (n=1,000), Jul ’20 (n=1,000), Sep ’20 (n=1,000), Nov ’20 (n=1,001), Feb ’21 (n=1,000), Jun ’21 (n=1,003), Oct ’21 (n=1,003)

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Indicates significant increase / decrease in score compared to the previous wave
Poverty / inequality is the fourth most important issue to New Zealanders again this wave.

Though confidence in Labour party for managing this issue has declined from 57% in Nov '20 to 45% in Oct '21 the gap with the National party (16%) remains high.

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, except for May '20 (n=1,000), Jul '20 (n=1,000), Sep '20 (n=1,000), Nov '20 (n=1,001), Feb '21 (n=1,000), Jun '21 (n=1,003), Oct '21 (n=1,003)

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Indicates significant increase / decrease in score compared to the previous wave
Labour remains the preferred party in managing the crime / law situation but gap between Labour and National is closing.

Crime / Law has moved up a spot this wave from the sixth most important issue to fifth.

Those over the age of 50 years (32%) are more concerned about this issue compared to those under 50 years (17%)

In Nov ’20, Labour held a significant 27-percentage points lead over the National party in managing the issue of crime / law but this has reduced to 7-percentage points in Oct ‘21.
AUCKLAND VS
THE REST OF NZ

How are Aucklanders feeling compared to the rest of NZ?
AUCKLAND VS THE REST OF NZ

The economy ranks higher in Auckland compared to rest of New Zealand and healthcare / hospitals is a bigger issue for rest of New Zealand.

**AUCKLAND**

(n=348)

1. Housing / price of housing 54%
2. Inflation / cost of living 34%
3. Healthcare / hospitals 28%
4. Economy 26%
5. Crime / law & order 24%
6. Poverty / inequality 23%
7. Climate change 19%
8. Petrol prices / fuel 11%
9. Environmental pollution / water concerns 9%
10. Drug / alcohol abuse 9%
11. Immigration 9%
12. Transport / public transport / infrastructure 9%
13. Household debt / personal debt 9%

**REST OF NZ**

(n=655)

1. Housing / price of housing 53%
2. Healthcare / hospitals 38%
3. Inflation / cost of living 30%
4. Poverty / inequality 28%
5. Crime / law & order 23%
6. Climate change 23%
7. Economy 22%
8. Environmental pollution / water concerns 12%
9. Drug / alcohol abuse 12%
10. Petrol prices / fuel 9%

The issue of housing is the top issue both in Auckland (54%) and the rest of NZ (53%).

Healthcare / hospitals is a common top issue but its more pronounced in rest of New Zealand (38%) compared to Auckland (28%).

In Auckland the economy ranks 4th in comparison with the rest of New Zealand where it sits in 7th place.

Those in Auckland were significantly more likely to rank immigration, Transport / Infrastructure and household / personal debt as an issue than those in the rest of NZ.

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

Base: Total sample Oct '21 (n=1,003)
AUCKLAND VS THE REST OF NZ

Aucklanders’ rating of Government performance has decreased since Jun ‘21, while the rest of New Zealand’s ratings have remained stable.

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: Oct ‘21 (n=1,003), Jun ‘21 (n=1,003), Feb ‘21 (n=1,000), Nov ‘20 (n=1,001), Sep ‘20 (n=1,000), Jul ‘20 (n=1,000), May ‘20 (n=1,000), Mar ‘20 (n=610), Nov ‘19 (n=610), Jul ‘19 (n=610), Apr ‘19 (n=615), Mar ‘19 (n=614), Oct ‘18 (n=610), Jul ‘18 (n=611), Sep ‘17 (n=509), Jul ‘17 (n=501)

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AUCKLAND VS THE REST OF NZ

Aucklanders feel the National Party is most capable in managing some key issues like inflation / cost of living, crime law & the economy whereas rest of the country has higher confidence in the Labour Party.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AUCKLAND</th>
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<td>1: Housing / Price of Housing</td>
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</table>

Q: Please select the political party that you believe is most capable of managing each of the following issues:
Base: Total sample Oct 21 (n=1,003) Auckland (n=348), RONZ (n=655) Note 1: Ranking is the overall New Zealand ranking of issues. Note 2: RONZ = Rest of New Zealand
“Change the COVID strategy from elimination and focus on vaccinations, encourage housing by supporting landlords.”

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

“Keep COVID out until everyone possible is vaccinated for COVID. Then slowly re-open the economy.”

Auckland, full-time employment, TAHI*: 50k-$60k

“Work towards improving the cost of living and housing.”

Auckland, student, TAHI*: Under $15k

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

Base: Aucklanders Oct’21 (n=348)
COMPARING NZ’S ISSUES TO AUSTRALIA’S
The issue of housing continues to be the top issue in New Zealand (54%). The top issue in Australia is healthcare (43%).

Healthcare and the economy are the top issues in Australia; these two issues are 2nd and 6th respectively in New Zealand.

Concerns around cost of living is similar across both countries.

Poverty / inequality is 4th in New Zealand (26%) but 8th in Australia (15%) whereas unemployment is a bigger issue in Australia (18%) compared to New Zealand (7%).

### New Zealand

<table>
<thead>
<tr>
<th>Rank</th>
<th>Issue</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Housing / price of housing</td>
<td>54%</td>
</tr>
<tr>
<td>2</td>
<td>Healthcare / hospitals</td>
<td>35%</td>
</tr>
<tr>
<td>3</td>
<td>Inflation / cost of living</td>
<td>31%</td>
</tr>
<tr>
<td>4</td>
<td>Poverty / inequality</td>
<td>26%</td>
</tr>
<tr>
<td>5</td>
<td>Crime / law &amp; order</td>
<td>24%</td>
</tr>
<tr>
<td>6</td>
<td>Economy</td>
<td>23%</td>
</tr>
<tr>
<td>7</td>
<td>Climate change</td>
<td>22%</td>
</tr>
<tr>
<td>8=</td>
<td>Drug / alcohol abuse</td>
<td>11%</td>
</tr>
<tr>
<td>8=</td>
<td>Environmental pollution / water concerns</td>
<td>11%</td>
</tr>
<tr>
<td>10</td>
<td>Petrol prices / fuel</td>
<td>10%</td>
</tr>
</tbody>
</table>

### Australia

<table>
<thead>
<tr>
<th>Rank</th>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Healthcare</td>
<td>43%</td>
</tr>
<tr>
<td>2</td>
<td>Economy</td>
<td>37%</td>
</tr>
<tr>
<td>3</td>
<td>Cost of living</td>
<td>30%</td>
</tr>
<tr>
<td>4</td>
<td>Housing</td>
<td>29%</td>
</tr>
<tr>
<td>5</td>
<td>Environment</td>
<td>27%</td>
</tr>
<tr>
<td>6=</td>
<td>Unemployment</td>
<td>18%</td>
</tr>
<tr>
<td>6=</td>
<td>Crime</td>
<td>18%</td>
</tr>
<tr>
<td>8</td>
<td>Poverty</td>
<td>15%</td>
</tr>
<tr>
<td>9</td>
<td>Education</td>
<td>12%</td>
</tr>
<tr>
<td>10=</td>
<td>Personal debt</td>
<td>9%</td>
</tr>
<tr>
<td>10=</td>
<td>Immigration</td>
<td>9%</td>
</tr>
</tbody>
</table>

*Base: October 2021 – New Zealand (n=1,003), Australia (n=1000)*
SAMPLE DEMOGRAPHICS – OCTOBER ‘21

1,003 respondents were interviewed online in October 2021 using online panels.

49% Male
51% Female

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points.

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

Employment status
- 43% Full-time
- 16% Retired
- 14% Part-time
- 8% Self-employed
- 7% Not in paid work but seeking work
- 5% Not in paid work & not seeking work
- 6% Student

Highest education completed*
- 33% (None + Level 1–3)
- 47% Level 4–7
- 18% Level 8–10
- 2% Don’t know

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points.

Sample sizes over time
- Oct ‘21 (n=1,003)
- Jun ‘21 (n=1,003)
- Feb ‘21 (n=1,000)
- Nov ‘20 (n=1,001)
- Sep ‘20 (n=1,000)
- Jul ‘20 (n=1,000)
- May ‘20 (n=1,000)
- Mar ‘20 (n=610)
- Nov ‘19 (n=610)
- Jul ‘19 (n=610)
- Apr ‘19 (n=615)
- Mar ‘19 (n=614)
- Oct ‘18 (n=610)
- Jul ‘18 (n=611)
- Feb ‘18 (n=610)

*Level 1–3 (NCEA level 1–3; NZ school certificate; national certificate)
Level 4–7 (graduate certificates and diplomas; bachelor’s degree)
Level 8–10 (postgraduate certificates / degree; master’s degree; doctoral degree)

Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of ‘don’t know’ or ‘not stated’ responses.
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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.

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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