

# THE IPSOS NEW ZEALAND ISSUES MONITOR

An Ipsos Survey – May 2022

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 16<sup>th</sup> to 22<sup>nd</sup> May, we conducted fieldwork for our 17<sup>th</sup> Ipsos NZ Issues Monitor report with a total of 1,000 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.

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**\*Note:** The precision of Ipsos online polls is calculated with 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 in mid-May?

**Two more ram-raids in Auckland overnight**

Sun, May 22 • Source: INews

f t r e

**Economy 'red-lining' as inflation begins to bite - report**

5:18 am on 17 May 2022

Share this



The economy is "red-lining" and continues to operate above capacity, with growth stifled by rising inflation and hard-to-find labour and materials.

**Covid 19 Omicron outbreak: 9570 new Covid cases, 32 deaths, 425 in hospital**

18 May, 2022 01:27 PM

5 minutes to read

**Budget 2022: Surprise cost of living payment into Kiwis' wallets, fuel tax and public transport fare cuts extended**

19/05/2022



Jamie Ensor



**Budget 2022: Two million New Zealanders to get \$350 cash payment to weather 'global inflation storm'**

20 May, 2022 05:00 AM

4 minutes to read

**Economy 'red lining': Another bank predicts biggest house price fall since 1970s**

Susan Edmunds - 05:00, May 17 2022



**Auckland crime spree continues: Two arrested after ram-raiding Vodafone, Bottle-O stores in Takanini**

UPDATED

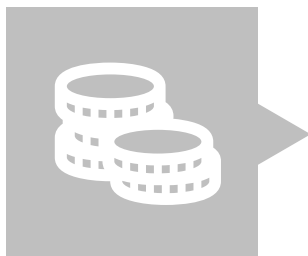
17/05/2022

William Hewett



# KEY FINDINGS – MAY 2022

## Top issues in New Zealand



*Inflation / cost of living* is **the most important** issue facing New Zealanders today. After a significant increase in February (53% vs 31% in Oct '21), the latest Issues Monitor shows 56% of New Zealanders now rate inflation as a top-3 issue.

Concerns around inflation mean *housing* is now relatively less important as an issue, with only 37% of New Zealanders placing it in their top 3, a **significant decline** to its lowest level since Sep '20 (37%). However, it remains the **second-highest issue** for New Zealanders.



*Crime / law* (26%) was the other most significant shift, jumping up to #5 in May '22. This was an increase from 19% in Feb '22, and the highest level of concern since tracking began in Feb '18.

*Healthcare / hospitals* (#3 at 29%) and *petrol prices / fuel* (#4 at 28%) are the other top-5 issues facing New Zealanders.

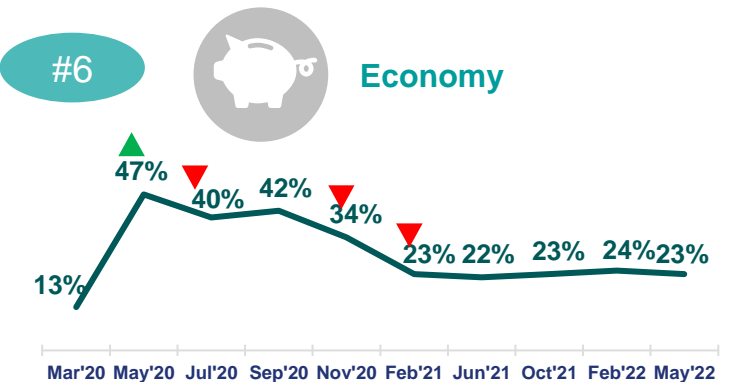
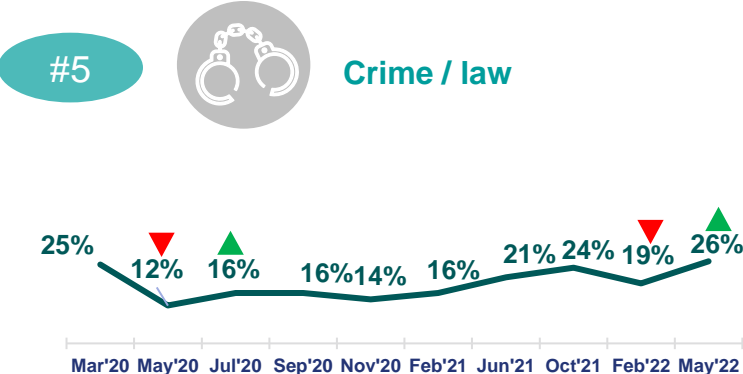
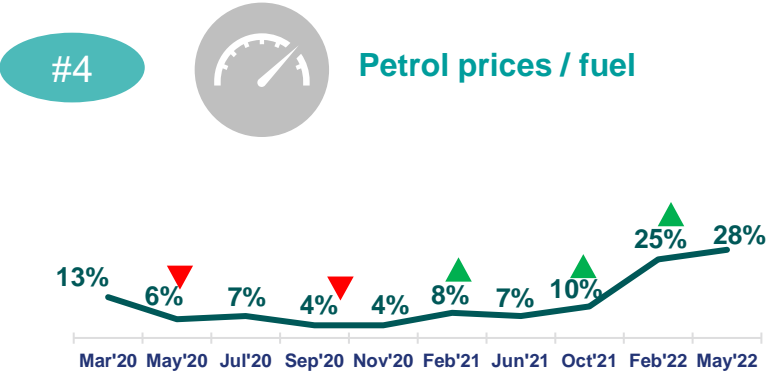
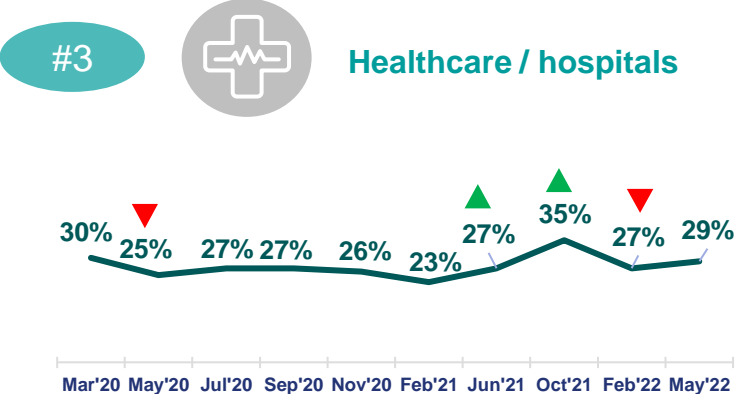
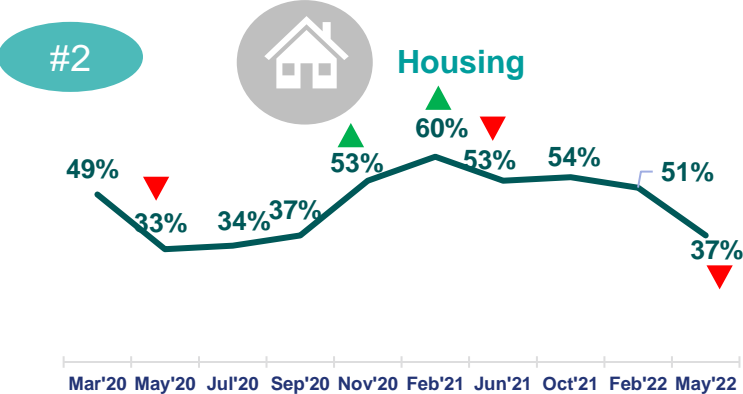
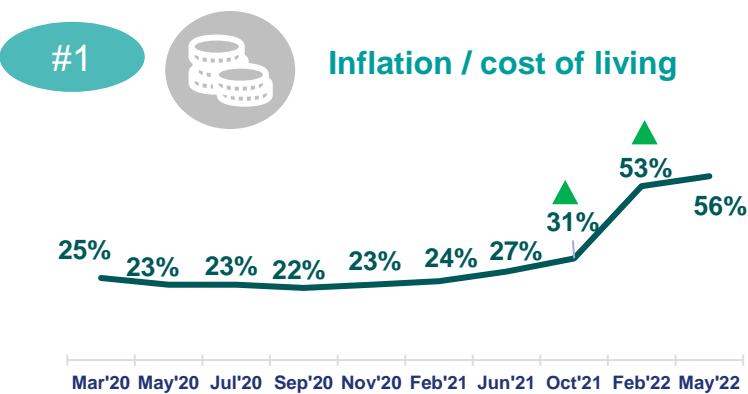
## Government performance & political parties' capability to manage issues

The government's **performance rating** continues to decline this measure after reaching all-time high levels at the peak of the pandemic in 2020. Ratings have now dropped to pre-COVID-19 levels and are similar to those recorded after the 2017 election.

When asked which political party they believe is the most capable of managing the top-10 issues, New Zealanders mentioned the **National Party** as most capable of managing *inflation / cost of living, housing, petrol prices, crime / law* and the *economy*. **Labour** was seen as most capable of managing *healthcare / hospitals* and *poverty / inequality*, while the **Greens** were seen as most capable of managing *climate change* and *the environment*.

# KEY FINDINGS – THE TOP ISSUES

*Inflation / cost of living* remains the top issue for New Zealanders, with the gap between this & *housing* widening as the latter has fallen significantly. Concerns for *healthcare / hospitals* and *petrol prices / fuel* remain high, while *crime / law* has re-entered the top 5 (last seen in the top 5 in October 2021), overtaking *economy*.



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

Base: May '22 (n=1,000), Feb '22 (n=1,004), 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)



# THE TOP ISSUES

The most important issues facing  
New Zealand today

# THE MOST IMPORTANT ISSUES FACING NEW ZEALAND

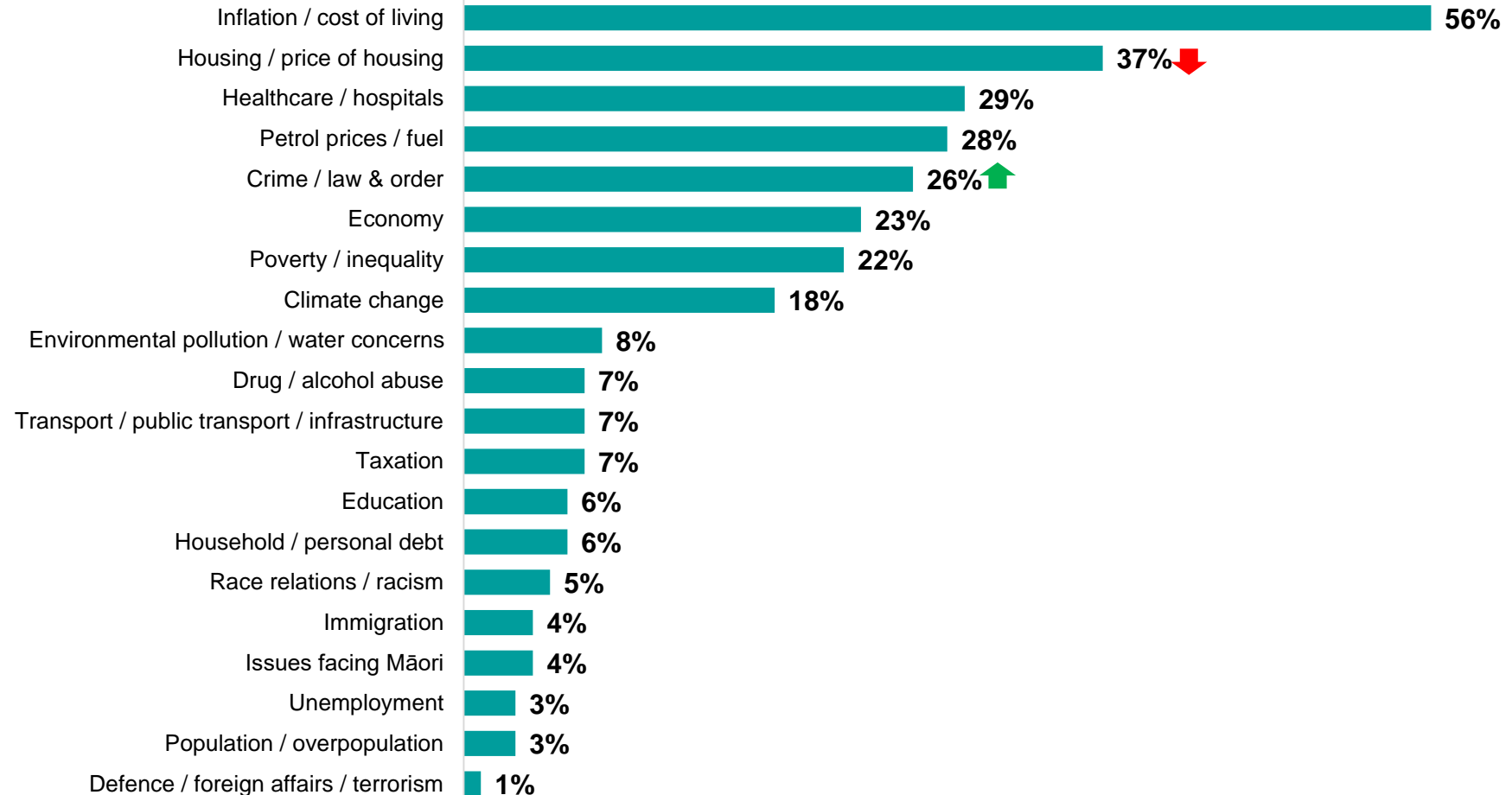


Concern for *inflation* is lower among lower-income households compared to the general population (50% vs 56%).

Younger age groups are more concerned about *housing / price of housing* (44% for <50 years vs 32% for >50 years) and *petrol prices* (36% for <50 years vs 23% for >50 years).

Concern for *healthcare / hospitals* is higher among older age groups (40% for >50 years vs 23% for <50 years). Aucklanders are less likely to be concerned about *healthcare* than the general population (21% vs 29%), as are lower income households (38% vs 29%).

Concern for *crime* is higher among those aged >50 years (40%) compared to those aged <50 years (23%).



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

Base: May '22 (n=1,000)

# TOP-5 ISSUES

The top-3 issues have remained consistent with the February 2022 results. Concern for *housing / price of housing* remains high overall, however, the number of New Zealanders who see this as a top issue has fallen. *Crime / law* has overtaken the *economy* & has re-entered the top 5 (last seen in October 2021).

	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)	FEB '22 (n=1,004)	MAY '22 (n=1,000)
1	Economy 47%	Economy 40%	Economy 42%	Housing / Price of Housing 53%	Housing / Price of Housing 60%	Housing / Price of Housing 53%	Housing / Price of Housing 54%	Inflation / Cost of Living 53%	Inflation / Cost of Living 56%
2	Unemployment 41%	Housing / Price of Housing 34%	Housing / Price of Housing 37%	Economy 34%	Poverty / inequality 28%	Healthcare / Hospitals 27%	Healthcare / Hospitals 35%	Housing / Price of Housing 51%	Housing / Price of Housing 37%
3	Housing / Price of Housing 33%	Unemployment 31%	Unemployment 27%	Poverty / Inequality 31%	Inflation / Cost of Living 24%	Inflation / Cost of Living 27%	Inflation / Cost of Living 31%	Healthcare / Hospitals 27%	Healthcare / Hospitals 29%
4	Healthcare / Hospitals 25%	Healthcare / Hospitals 27%	Healthcare / Hospitals 27%	Healthcare / Hospitals 26%	Economy 23%	Poverty / Inequality 26%	Poverty / Inequality 26%	Petrol Prices 25%	Petrol Prices 28%
5	Poverty / Inequality 24%	Poverty / Inequality 26%	Poverty / Inequality 27%	Inflation / Cost of Living 23%	Healthcare / Hospitals 23%	Economy 22%	Crime / Law 24%	Economy 24%	Crime / Law 26%
	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 & Waikato – Alert Level 3 Rest of NZ – Alert Level 2	New COVID-19 protection framework – Red traffic light	Orange traffic light

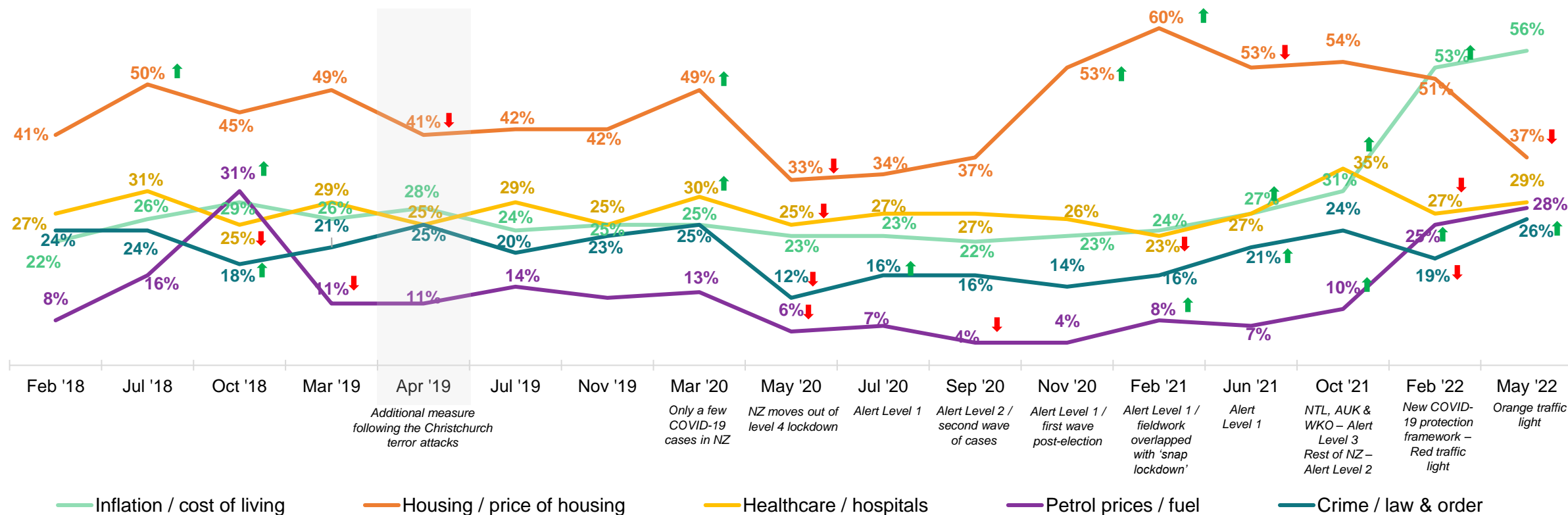
Q: What would you say are the three most important issues facing New Zealand today?

Base: May '22 (n=1,000), Feb '22 (n=1,004), 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)



# TOP-5 ISSUES OVER TIME

*Inflation / cost of living* has continued to increase since November 2020 & is nearly double than what it was in October 2021. *Housing / price of housing* has significantly decreased (by 14 percentage points) from February 2021. *Healthcare / hospitals* remains high, but at a lower level than its peak in October 2021. *Petrol prices / fuel* is now the highest it has been since October 2018 & *crime / law & order* is at an all-time high since February 2018.



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

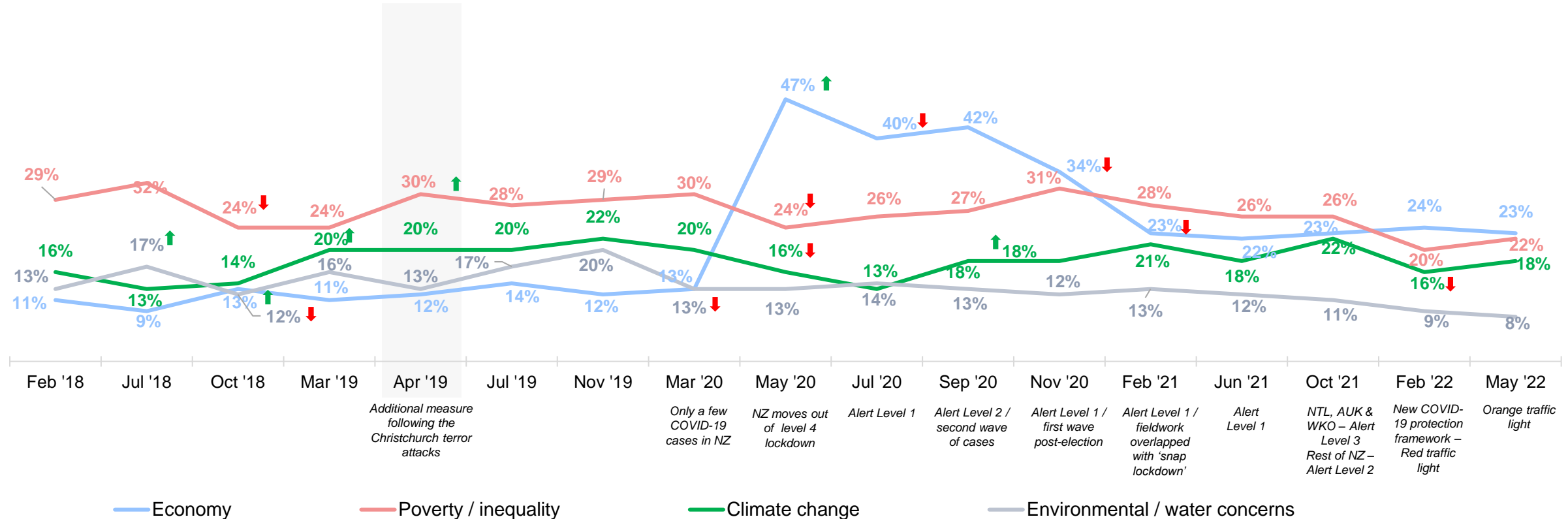
Base: May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,003), Feb '21 (n=1,000), Nov '20 (n=1,001), Sep '20 (n=1,000), Jul '20 (n=1,000), May '20 (n=1,000), Mar '20 (n=610), Nov '19 (n=610), Jul '19 (n=610), Apr '19 (n=615), Mar '19 (n=614), Oct '18 (n=610), Jul '18 (n=611), Feb '18 (n=610)

9 – © Ipsos | NZ Issues Monitor

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

# NOTEWORTHY ISSUES

Concerns for the *economy* have remained stable in the last 15 months following a spike in May 2020 at the end of the first COVID-19 lockdown. *Poverty / inequality & climate change* have risen. *Environmental / water concerns* has fallen.



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

Base: May '22 (n=1,000), Feb '22 (n=1,004), 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 compared to the previous wave




# CURRENT GOVERNMENT PERFORMANCE



# RATING OF GOVERNMENT OVER LAST 6 MONTHS

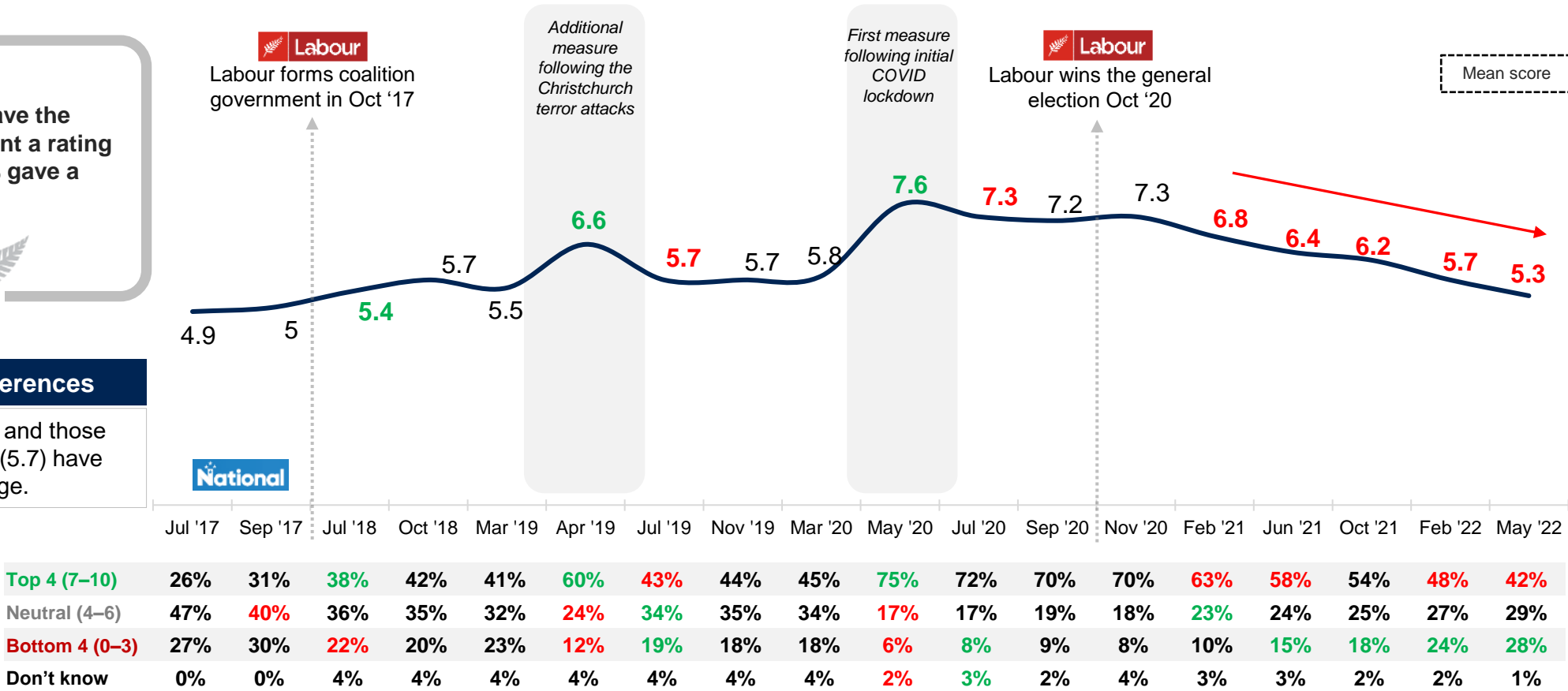
Rating of the government's performance increased significantly following the Christchurch terror attacks & after the initial COVID-19 response in 2020, but has declined steadily since November 2020.

42% of all respondents gave the current Labour government a rating of 7–10 out of 10 and 28% gave a rating of 0–3.



Key Demographic Differences

Those of Māori ethnicity (5.8) and those with an income of up to \$50k (5.7) have rated Labour higher on average.



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: May '22 (n=1,000), Feb '22 (n=1,004), 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)



Green / red Indicates significant Increase / decrease compared to the previous wave











# MANAGING THE ISSUES














The political parties perceived as most capable of managing the issues



# POLITICAL PARTY MOST CAPABLE OF MANAGING ISSUES

This wave, the National Party is still perceived by New Zealanders as most capable of managing 4 of the top-5 issues, a significant shift compared to June 2021, when Labour was seen as most capable of managing 19 of the 20 issues. National is now seen as more capable of managing *household / personal debt & population / overpopulation*. *Transport / infrastructure & immigration* were last seen to be managed best by Labour, but this wave National ties with Labour on these issues.

ISSUE	POLITICAL PARTY
1: Inflation / cost of living	
2: Housing / price of housing	
3: Healthcare / hospitals	
4: Petrol prices / fuel	
5: Crime / law & order	
6: Economy	
7: Poverty / inequality	
8: Climate change	
9: Environmental pollution	
10=: Taxation	

ISSUE	POLITICAL PARTY
10=: Drug / alcohol abuse	
10=: Transport / public transport / infrastructure	 
13=: Education	
13=: Household / personal debt	
15: Race relations / racism	
16=: Immigration	 
16=: Issues facing Māori	
18=: Unemployment	
18=: Population / overpopulation	
20: Defence / foreign affairs	 

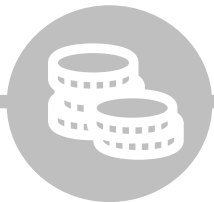
Q: Please select the political party that you believe is most capable of managing each of the following issues:

Base: May '22 (n=1,000)



# #1 ISSUE – INFLATION / COST OF LIVING

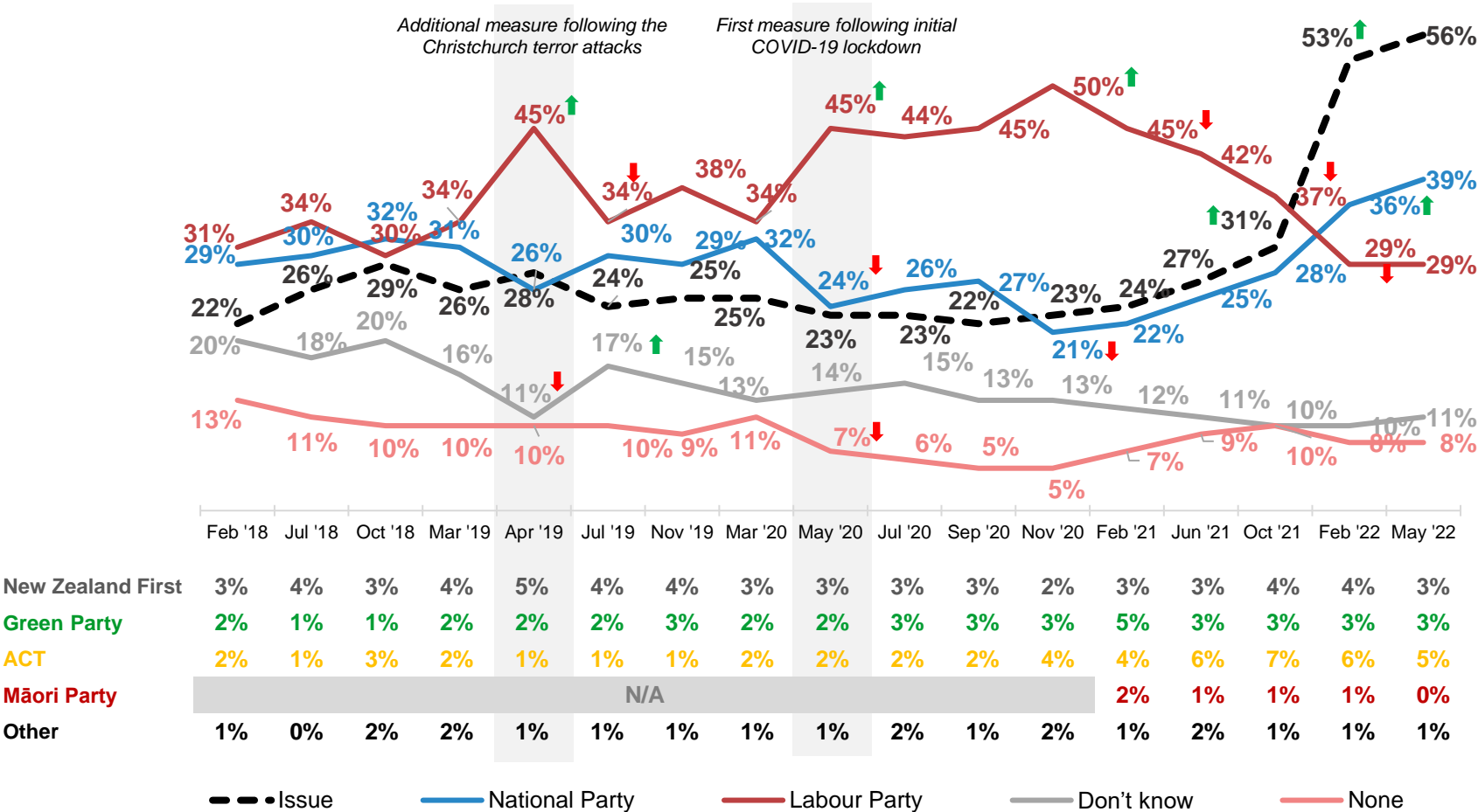
National is still seen by New Zealanders as most capable of managing inflation / cost of living, with more people agreeing this wave.



*Inflation / cost of living* is the #1 issue for New Zealanders this wave, being the most commonly specified issue. This has risen by 3 percentage points since Feb '22.

Labour's perceived ability to handle *inflation / cost of living* has remained at 29% since dropping significantly in Oct '21, while the proportion of those who believe National is most capable of managing this issue continues to rise. National is now 10 percentage points ahead of Labour, almost a complete reverse to the situation in Oct '21.

New Zealanders with lower household incomes (47%) and those aged >65 years (45%) are significantly less likely to state *inflation / cost of living* is an issue.



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), Feb '22 (n=1,004), May '22 (n=1,000)

# SUGGESTIONS TO IMPROVE COST OF LIVING ISSUES

## Voice of New Zealanders



*“Ensure that all NZers are able to earn a wage that fulfils the cost of living and that banking/lending laws don't hinder people.”*

**Greater Auckland, working part-time, TAHI\*:  
Prefer not to say**



*“Bring in competition or great government supermarkets to keep prices down or a government supermarket to add competition.”*

**Bay of Plenty, working part-time, TAHI\*: <\$15k**



*“Address concerns around rising cost living in a lasting way with a focus on housing costs, petrol, groceries.”*

**Auckland City, working full-time, TAHI\*: \$60k–\$80k**



*“Take ALL tax off food products, i.e. basic food, not confectionery, sugar drinks, etc. Place another petrol price freeze on. Decrease taxation for low income workers and increase it for high income earners.”*

**Southland, not in paid work & not seeking work, TAHI\*: \$30k–\$50k**



*“They need to take a more hard line approach to the supermarket industry to open the country to more of their kind so they are forced to be more competitive thereby lowering prices to the consumer.”*

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



*“Cut taxes; reduce cost of housing, food, petrol, public transport, dental work, terminal illness medicines.”*

**Auckland City, working full-time, TAHI\*: \$140k–\$160k**

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

Base: May '22 (n=1,000)

# #2 ISSUE – HOUSING / PRICE OF HOUSING

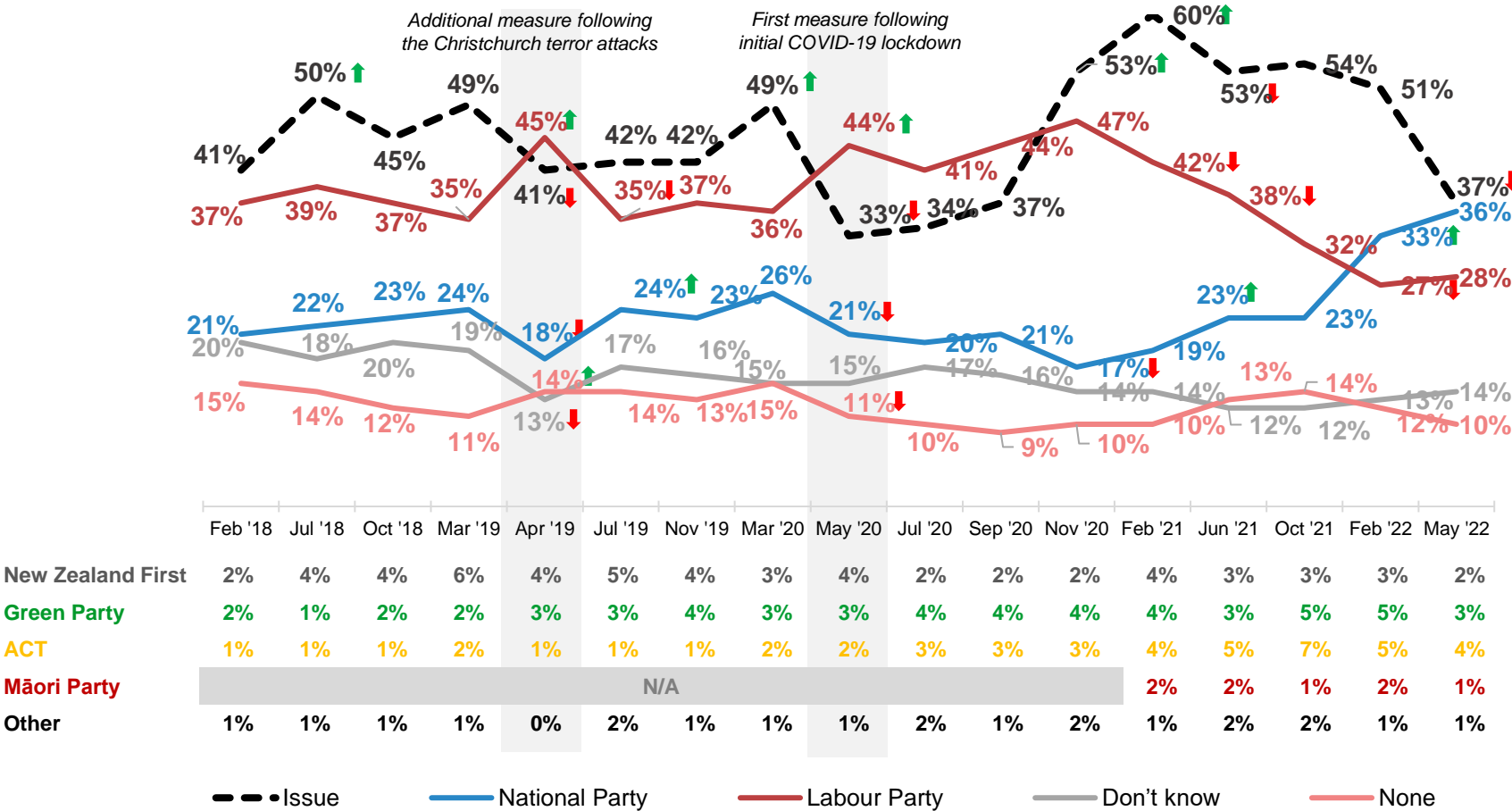
National remains the party most capable of managing housing / price of housing, being 8 percentage points ahead of Labour.



Housing & the price of housing is the #2 issue of concern in New Zealand. However, it has fallen significantly (14 percentage points) since Feb '22.

Confidence in the National Party to manage this issue has risen by 3 percentage points compared to the last wave, while rising only 1 percentage point for Labour.

Those aged 16–34 (44%) were significantly more likely to mention *housing / price of housing* as an issue compared to those aged >50 years (31%), who were also significantly less likely than the general population to be concerned.



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

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), Feb '22 (n=1,004), May '22 (n=1,000)



# SUGGESTIONS TO IMPROVE HOUSING ISSUES

## Voice of New Zealanders



*“Provide enough good value new build properties in Auckland for people to buy using the first time buyer mechanisms”*

**Auckland City, working full-time, TAHI\*: \$120k–\$140k**



*“Take a look at accommodation supplements. These need to be updated to reflect the huge increase of rent people in smaller towns are now paying.”*

**Manawatu / Whanganui, retired, TAHI\*: \$150k–\$300k**



*“Do something to reduce the cost of housing and stop landlords from being able to charge ridiculous rents as well as reducing house prices.”*

**Wellington, working full-time, TAHI\*: \$100k–\$110k**



*“Address housing issues and benefit rates and educate people about financial literacy. Build as many state houses as possible. So many issues and I am sure they know about them all and doing their best.”*

**Bay of Plenty, not in paid work & not seeking work, TAHI\*: \$60k–\$80k**



*“House prices/rent is ridiculous. The high living prices wouldn’t be so bad if people weren’t spending most of their income on a roof over their heads.”*

**Hawke’s Bay, working full-time, TAHI\*: \$100k–\$110k**



*“It’s almost making it impossible to live; we had to pay almost a million dollars for a bad house in a not great area ... the pay we get and with all the bills there’s barely anything to survive.”*

**Hawke’s Bay, student, 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: May '22 (n=1,000)

# #3 ISSUE – HEALTHCARE / HOSPITALS

Labour remains the party that most New Zealanders believe to be most capable of managing *healthcare / hospitals*; however, its rating continues to fall as National's rises & the gap between the two parties' perceived capability narrows.

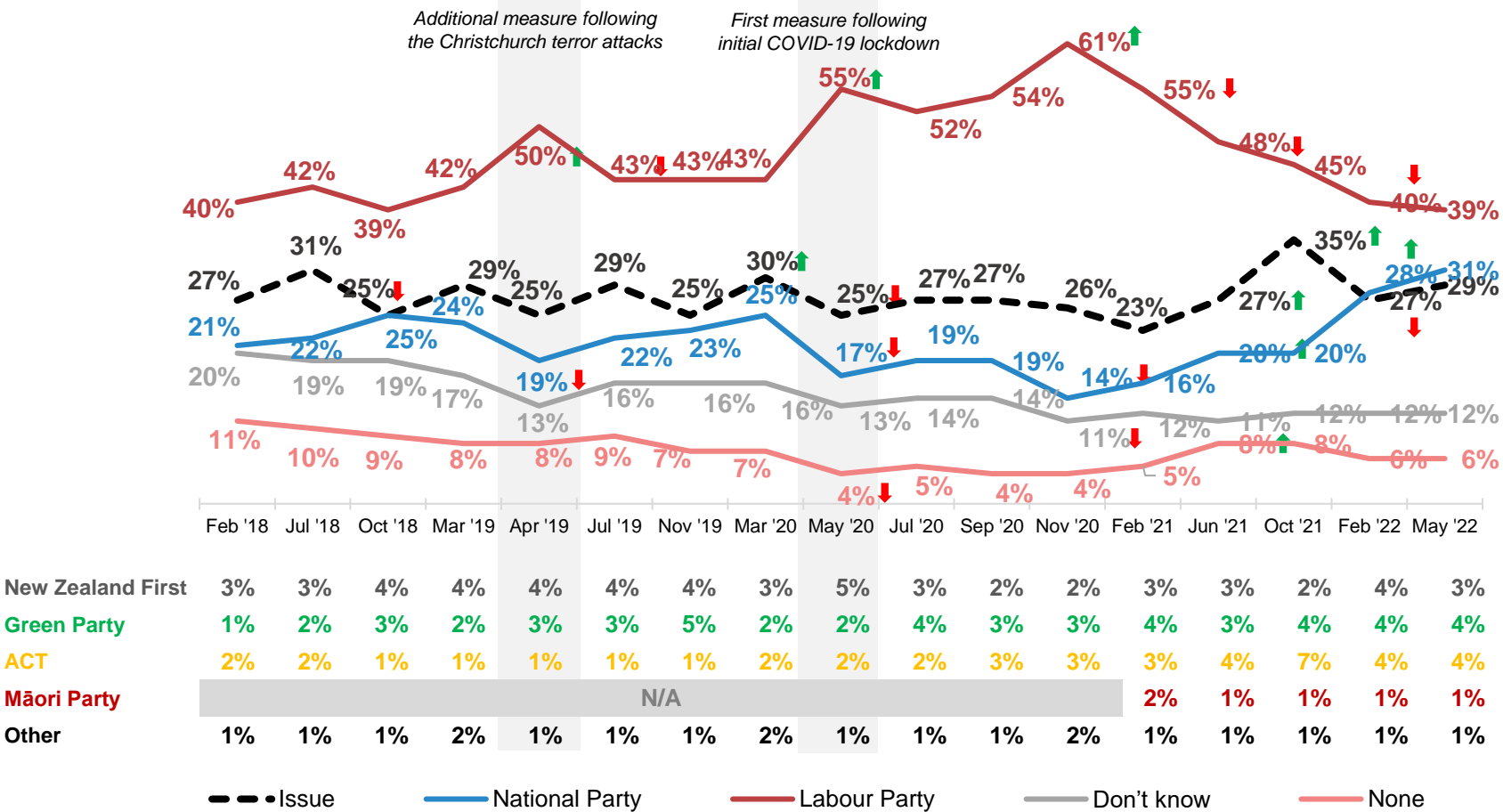


**Healthcare / hospitals** is the third most important issue for New Zealanders.

While Labour is still seen as most capable of managing *healthcare / hospitals*, the gap with National is decreasing. Since a peak in Nov '20, Labour has continued to fall, now 22 percentage points lower. National has risen 11 percentage points from Oct '21 to its highest level since recording began in Feb '18.

Those aged <50 years (38%) are significantly more likely than the general population to mention *healthcare / hospitals* as an issue, while those aged <50 years (2%) are less likely to do so.

Aucklanders (20%) are significantly less likely to mention this, while those with a low household income are significantly more likely (36%) to do so.



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), Feb '21 (n=1,004), May '22 (n=1,000)



# SUGGESTIONS TO IMPROVE *HEALTHCARE* ISSUES

## *Voice of New Zealanders*



*“Greater funding for health, for nurses, for initiatives to encourage training as a nurses; training current nurses in culturally competency.”*

**Wellington, working full-time, TAHI\*: \$80k–\$100k**



*“Put money tagged for Mental Health into the Community Support Workers - they are the ones that do the hard work at the coal face, they are the ones that M/H consumers trust and relate to and confide in the most.”*

**Greater Auckland, working full-time, TAHI\*: Prefer not to say**



*“Make good healthcare and dental care more accessible to all; including pharmaceuticals and being more open to Rongoa Māori and natural herbal remedies.”*

**Northland, working full-time, TAHI\*: \$120k–\$140k**



*“Access to health and mental health services in a timely manner.”*

**Auckland City, retired, TAHI\*: \$100k–\$120k**



*“Concentrate on Health and Education. If the people are healthy and well educated they can get good jobs and support themselves.”*

**Auckland City, working part-time, TAHI\*: Prefer not to say**



*“Provide more funding to the healthcare sector so nurses are better paid; facilities are better and wait times are reduced. Fund the ambulance service.”*

**Bay of Plenty, working part-time, TAHI\*: \$100k–\$120k**

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

**Base:** May '22 (n=1,000)



# #4 ISSUE – PETROL PRICES / FUEL

National remains the party seen as most capable of managing the issue of *petrol prices / fuel*, rising by 4 points since last wave. Perceptions of Labour as most capable for handling the issue fell significantly in February 2022, but have since risen 3 points.

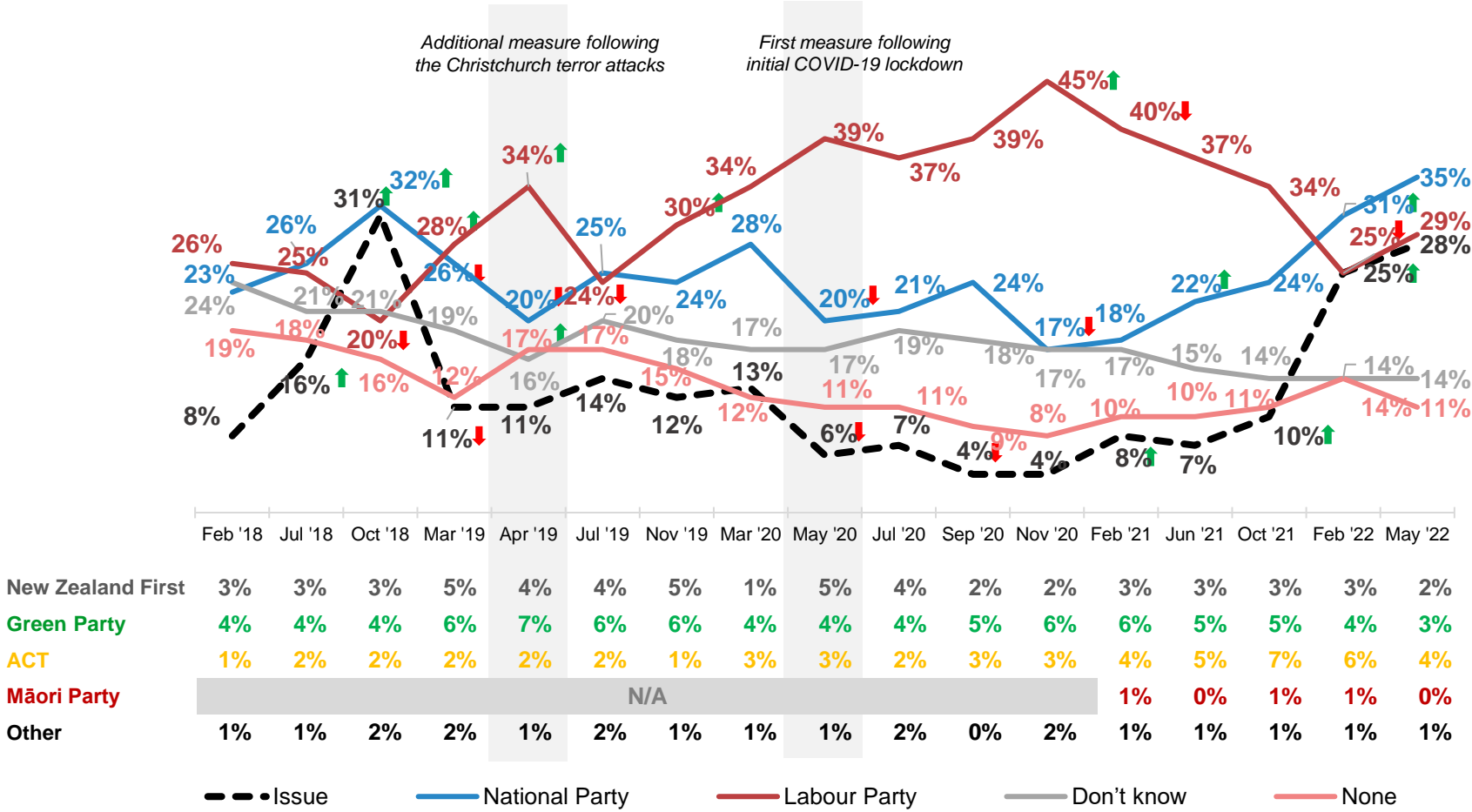


*Petrol prices / fuel* is now the fourth most important issue to New Zealanders.

This wave the National Party is still perceived by New Zealanders as the most capable of managing *petrol prices / fuel*. Compared to Feb '22, National has risen by 4 percentage points from 31% to 35%, while Labour has increased by 3 percentage points from 25% to 28%.

Compared to the general population, those aged >50 years (22%) are significantly less likely to mention *petrol prices / fuel* as an issue, while those aged <50 years (33%) are more likely to do so.

Those living in Wellington (19%) are also significantly less likely to mention this as an issue.



Q: Please select the political party that you believe is most capable of managing each of the following issues: *Petrol prices / fuel*  
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), Feb '22 (n=1,004), May '22 (n=1,000)



# #5 ISSUE – CRIME / LAW & ORDER

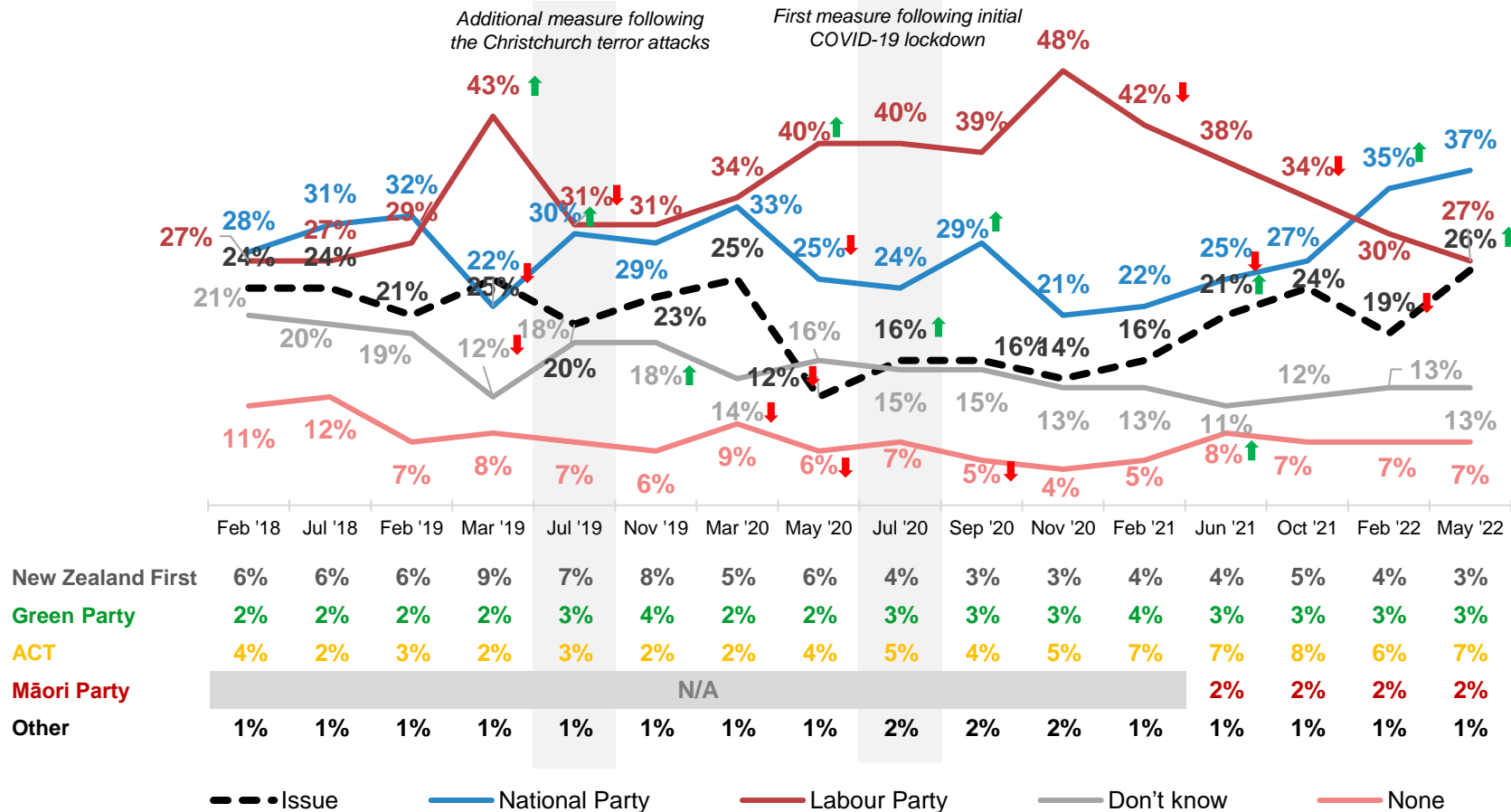
More New Zealanders believe that National is the most capable party to manage *crime / law & order*, with Labour continuing to slide since November 2020.



*Crime / law & order* is the fifth most important issue to New Zealanders this wave.

*Crime / law & order* has increased significantly from 19% in Feb '22 to 26% in May '22. Meanwhile, more New Zealanders continue to believe that the National Party is most capable of managing this issue, which has risen by 2 percentage points this wave.

Compared to the general population, those aged <50 years (19%) are significantly less likely to mention *crime / law & order* as an issue, while those aged >50 years are more likely to do so (35%).



Q: Please select the political party that you believe is most capable of managing each of the following issues: *Crime / law & order*

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), Feb '22 (n=1,004), May '22 (n=1,000)

# COMPARING NEW ZEALAND'S ISSUES TO AUSTRALIA'S



# TOP-10 ISSUES – NEW ZEALAND VS AUSTRALIA



**Inflation / cost of living** is the top issue by a considerable margin in New Zealand and Australia, selected by over 50% of respondents in both countries.

**Housing / price of housing** and **healthcare / hospitals** are in the top 3 in both countries. However, **healthcare** is a more prominent issue in Australia (39%) than in New Zealand (29%), whereas concern about **housing / price of housing** is similar (37% in New Zealand, 34% in Australia)

**Petrol prices** remains a common issue in both countries, but is of a higher concern in New Zealand (28%) vs Australia (20%). Additionally, New Zealanders are markedly more concerned about **crime / law & order** (26%) compared to Australians (11%).

Base: May '22 – New Zealand (n=1,000), Australia (n=1,000)



1	Inflation / cost of living	56%
2	Housing / price of housing	37%
3	Healthcare / hospitals	29%
4	Petrol prices / fuel	28%
5	Crime / law & order	26%
6	Economy	23%
7	Poverty / inequality	22%
8	Climate change	18%
9	Environmental / water concerns	8%
10=	Taxation	7%
10=	Drug / alcohol abuse	7%
10=	Transport / public transport / infrastructure	7%



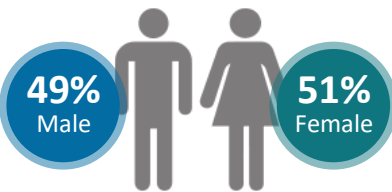
1	Cost of living	52%
2	Healthcare	39%
3	Housing	34%
4	Economy	33%
5	Petrol prices	20%
6	Environment	19%
7	Poverty	14%
8	Defence	12%
9=	Crime	11%
9=	Unemployment	11%



# SAMPLE DEMOGRAPHICS – MAY 2022

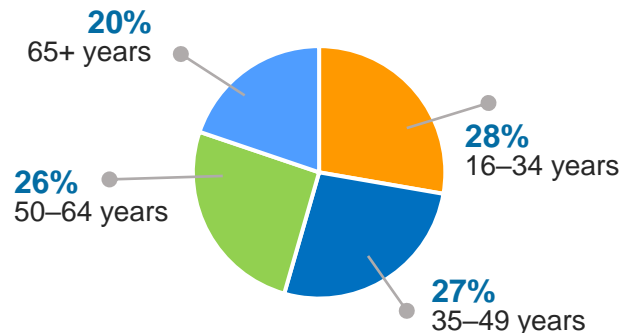


**1,000 respondents**  
were interviewed online in May  
2022 via online panels



The precision of Ipsos  
online polls is calculated  
with 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

<b>48%</b> Full-time	<b>4%</b> Not in paid work but seeking work
<b>17%</b> Retired	<b>7%</b> Self-employed
<b>12%</b> Part-time	<b>5%</b> Student
<b>8%</b> Not in paid work & not seeking work	



## Highest education completed\*

<b>32%</b> (None + Level 1–3)
<b>51%</b> Level 4–7
<b>16%</b> Level 8–10
<b>1%</b> Don't know

## Sample sizes over time

- |                   |                     |                     |
|-------------------|---------------------|---------------------|
| • Feb '18 (n=610) | • May '20 (n=1,000) | • May '22 (n=1,000) |
| • Jul '18 (n=611) | • Jul '20 (n=1,000) |                     |
| • Oct '18 (n=610) | • Sep '20 (n=1,000) |                     |
| • Mar '19 (n=614) | • Nov '20 (n=1,001) |                     |
| • Apr '19 (n=615) | • Feb '21 (n=1,000) |                     |
| • Jul '19 (n=610) | • Jun '21 (n=1,003) |                     |
| • Nov '19 (n=610) | • Oct '21 (n=1,003) |                     |
| • Mar '20 (n=610) | • Feb '22 (n=1,004) |                     |

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Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**

# THANK YOU

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