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.

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 23rd to 30th May, we conducted fieldwork for our 20th Ipsos NZ Issues Monitor report with a total of 1,002 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 Amanda Dudding: 021 612 264 or amanda.dudding@ipsos.com, or Carin Hercock: 021 394 508 or carin.hercock@ipsos.com

*Note: The precision of Ipsos online survey is calculated with a credibility interval with a sample of 1,002 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?
KEY FINDINGS – MAY 2023

TOP ISSUES IN NEW ZEALAND

- **Inflation / cost of living** remains the most important issue for New Zealanders.

  Concern about **crime / law & order** rose significantly to a **record high level**, with 40% of New Zealanders identifying it as a top issue.

- **Housing / cost of housing** remains a key area of concern and is the **third-equal highest issue** for New Zealanders currently, alongside **healthcare / hospitals**.

- **Climate change** remains a top-5 issue despite a significant decrease in the proportion of New Zealanders identifying it as an important issue.

GOVERNMENT PERFORMANCE & POLITICAL PARTIES’ CAPABILITY TO MANAGE ISSUES

After showing signs of stabilising following a leadership change, New Zealanders’ rating of the Government’s performance has significantly decreased this wave.

When asked about the party best placed to tackle the country’s biggest issues, New Zealanders believe that **National** is the most capable of managing 3 of the top-5 issues: **inflation / cost of living, crime / law, and housing / price of housing**. **Labour** is perceived to be most capable of managing **healthcare**, while the **Green Party** is believed to be most capable of managing **climate change**.
KEY FINDINGS – THE TOP ISSUES

While inflation / cost of living remains the number 1 issue for New Zealanders, concerns around crime / law rose significantly, closing the gap between the top 2 issues. Concerns for housing declined slightly, while concerns for healthcare / hospitals increased, placing them third equal. The increase in climate change in February as a result of Cyclone Gabrielle and the Auckland floods has returned to previous levels and it remains as the number 5 issue.

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

Base: May ‘23 (n=1,002), Feb ‘23 (n=1,002), Sep ‘22 (n=1,000), 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)

▲▼ indicates significant increase / decrease since last wave  # indicates rank of the issue
THE TOP ISSUES
The most important issues facing New Zealand today
Q: What would you say are the three most important issues facing New Zealand today?
Base: May '23 (n=1,002)

Inflation / cost of living remains the most important issue by a sizeable margin. However, concern for crime / law & order has risen significantly, now the 2nd most important issue. New Zealanders aged 25-34 are significantly more concerned about inflation / cost of living (77%) and less concerned about crime (27%).

New Zealanders are significantly less concerned about climate change and petrol prices, while education has increased significantly in prominence from the previous wave.

Māori respondents are significantly less concerned about crime (30%) and healthcare / hospitals (23%) but significantly more concerned about unemployment (12%) and drug / alcohol abuse (12%).

Concern about education is likely a result of recent media attention around strikes and pay in the sector.
**TOP-5 ISSUES**

Inflation / cost of living has been the top issue for New Zealanders in the last 12 months. However, concerns around crime / law and order have risen steadily, taking the 2nd position, while housing / price of housing has dropped to 3rd equal position for the first time since February 2022. Climate change remained in the top 5 despite a significant decrease in prominence following extreme weather events earlier in the year.

<table>
<thead>
<tr>
<th></th>
<th>FEB ‘22 (n=1,004)</th>
<th>MAY ‘22 (n=1,000)</th>
<th>SEP ‘22 (n=1,000)</th>
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<tr>
<td>1</td>
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<td>Inflation / cost of living 56%</td>
<td>Inflation / cost of living 58%</td>
<td>Inflation / cost of living 65% ▲</td>
<td>Inflation / cost of living 63%</td>
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<td>Housing / price of housing 37% ▼</td>
<td>Housing / price of housing 33%</td>
<td>Housing / price of housing 33%</td>
<td>Crime / law &amp; order 40% ▲</td>
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<tr>
<td>3</td>
<td>Healthcare / hospitals 27% ▼</td>
<td>Healthcare / hospitals 29%</td>
<td>Healthcare / hospitals 32%</td>
<td>Crime / law &amp; order 33%</td>
<td>Housing / price of housing 31%</td>
</tr>
<tr>
<td>4</td>
<td>Petrol prices / fuel 25% ▲</td>
<td>Petrol prices / fuel 28%</td>
<td>Crime / law &amp; order 31% ▲</td>
<td>Healthcare / hospitals 27% ▼</td>
<td>Healthcare / hospitals 31%</td>
</tr>
<tr>
<td>5</td>
<td>The Economy 24%</td>
<td>Crime / law &amp; order 26% ▲</td>
<td>The Economy 23%</td>
<td>Climate change 27% ▲</td>
<td>Climate change 23% ▼</td>
</tr>
</tbody>
</table>

Q: What would you say are the three most important issues facing New Zealand today?
Base: May ‘23 (n=1,002), Feb ‘23 (n=1,002), Sep ‘22 (n=1,000), May ‘22 (n=1,000), Feb ‘22 (n=1,004)

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TOP-5 ISSUES OVER TIME

While remaining high, concern for inflation / cost of living is showing signs of stabilising, with levels dropping slightly for the first time since September 2020. Crime / law & order continues to rise in prominence, increasing by 7 percentage point to a record high. Concern for housing / price of housing remains steady alongside healthcare / hospitals, while climate change remains at 5th place, despite a significant decrease.

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

Base: May '23 (n=1,002), Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), Jun '21 (n=1,000), 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)

▲ ▼ Indicates significant increase / decrease compared to the previous wave
Concern for the economy has remained stable over the past 24 months, while concern for petrol prices / fuel continues to decrease to pre-pandemic levels. New Zealanders’ concern for poverty / inequality is also dropping. However, education has risen significantly in prominence as an issue, increasing by 4 percentage points from the last wave.

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

Base: May ‘23 (n=1,002) Feb ‘23 (n=1,002), Sep ‘22 (n=1,000), 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=615), Jul ‘18 (n=611)

▲ Indicates significant increase / decrease compared to the previous wave
TOP ISSUES OVER THE NEXT 5 YEARS

While longer term concerns about inflation are significantly lower than current levels, half of New Zealanders believe that it is the biggest issue the country will face over the next 5 years. New Zealanders’ concern for housing / price of housing is also significantly lower in the longer term, as the issue drops to 5th position. However, future concern for climate change is significantly more pronounced, moving the issue to 4th.

Inflation / Cost of living remains the top issue for the next 5 years. Although it is significantly lower than its current level of concern, it is still much higher than any other issue.

Healthcare / hospitals (31%) and crime / law & order (31%) remain relatively stable when compared with today and take 2nd and 3rd place for issues of concern over the next 5 years.

Climate change is the issue that has the biggest increase in concern between now and in 5 years time, moving from 23% to 30%. Healthcare / hospitals and the economy are the other issues that more New Zealanders think we’ll face over the next 5 years time than we are facing now.

Q: What would you say are the three most important issues facing New Zealand over the next 5 years?
Base: May ’23 (n=1,002)

▲ ▼ Indicates a significant increase / decrease compared to issues facing New Zealand today
When asked about the issues that will face New Zealand over the next 5 years this wave compared to when asked in September 2022, concerns about inflation remain highest. Crime was the also second highest issue for concern in the next 5 years in September 2022, but has significantly increased. Additionally, concern for poverty / inequality and education were significantly higher for the next 5 years when asked in September 2022, to this wave.

Q: What would you say are the three most important issues facing New Zealand over the next 5 years?

Base: May '23 (n=1,002), Sep '22 (n=1,000)

▲ Indicates a significant increase / decrease compared to issues facing New Zealand 5 years from today
CURRENT GOVERNMENT PERFORMANCE
New Zealanders' rating of the Government's performance has significantly decreased since the last wave in February 2023.

On average, people living in Auckland (4.68) and Bay of Plenty (4.24) rated the Government significantly lower than the total population (5.0).

Key Demographic Differences

On average, people living in Auckland (4.68) and Bay of Plenty (4.24) rated the Government significantly lower than the total population (5.0).

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 '23 (n=1,002) Feb '23 (n=1,002), Sep '22 (n=1,000), 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)
MANAGING THE ISSUES

The political parties perceived as most capable of managing the issues
**POLITICAL PARTY MOST CAPABLE OF MANAGING ISSUES**

The National Party is perceived as most capable of managing 3 of the top-5 issues (up from 2 last wave). National remains the party seen to be most capable of managing inflation and crime, and replaced Labour as the most capable of managing housing / price of housing. National is currently perceived to be best placed to tackle 10 of the top 20 issues – a notable increase from just six issues in the previous wave.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>POLITICAL PARTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: Inflation / cost of living</td>
<td>National</td>
</tr>
<tr>
<td>2: Crime / law &amp; order</td>
<td>National</td>
</tr>
<tr>
<td>3=: Housing / price of housing</td>
<td>National</td>
</tr>
<tr>
<td>3=: Healthcare / hospitals</td>
<td>Labour</td>
</tr>
<tr>
<td>5: Climate change</td>
<td>Green</td>
</tr>
<tr>
<td>6: Economy</td>
<td>National</td>
</tr>
<tr>
<td>7: Poverty / inequality</td>
<td>Labour</td>
</tr>
<tr>
<td>8=: Petrol prices/fuel</td>
<td>National</td>
</tr>
<tr>
<td>8=: Education</td>
<td>Labour</td>
</tr>
<tr>
<td>10=: Household / personal debt</td>
<td>National</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>POLITICAL PARTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>10=: Transport / public transport / infrastructure</td>
<td>Labour</td>
</tr>
<tr>
<td>10=: Taxation</td>
<td>National</td>
</tr>
<tr>
<td>10=: Drug / alcohol abuse</td>
<td>Labour</td>
</tr>
<tr>
<td>14: Environmental pollution</td>
<td>Green</td>
</tr>
<tr>
<td>15: Unemployment</td>
<td>Labour</td>
</tr>
<tr>
<td>16: Race relations/racism</td>
<td>Labour</td>
</tr>
<tr>
<td>17=: Issues facing Māori</td>
<td>Māori</td>
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<tr>
<td>17=: Population / overpopulation</td>
<td>National</td>
</tr>
<tr>
<td>17=: Immigration</td>
<td>National</td>
</tr>
<tr>
<td>20: Defence / foreign affairs</td>
<td>National</td>
</tr>
</tbody>
</table>

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

**Base:** May ’23 (n=1,002)
#1 ISSUE – INFLATION / COST OF LIVING

National is still seen by New Zealanders as most capable of managing inflation / cost of living. The gap between National and Labour has increased since last wave to 6 percentage points.

Inflation / cost of living remains the #1 issue for New Zealanders.

Labour’s perceived ability to handle inflation / cost of living has decreased slightly (by 1 percentage point), while the proportion of those who believe National is most capable of managing this issue has increased (by 2 percentage points).

Compared to the total NZ population, New Zealanders working full time are significantly more likely to identify inflation / cost of living as a top issue (69%).

Conversely, those that are retired were significantly less likely to say inflation / cost of living is an issue (50%).

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

Base: May ’23 (n=1,003) Feb ’23 (n=1,002), Sep ’22 (n=1,000), 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)

▲ ▼ Indicates significant increase / decrease compared to the previous wave
SUGGESTIONS TO IMPROVE COST OF LIVING ISSUES

Voice of New Zealanders

“I would personally like to see the GST taken off food items such as fruit and vegies; etc. It would make such a big difference to all families who are trying so hard to provide good meals for their children.”
Auckland, working part-time, TAHI*: $60k - $80k

“Inflation; no one is gonna be able to survive if cost keep going up.”
Wellington, working full-time, TAHI*: $160k +

“Have sound economic policies and act on them. Move to reduce interest rates and reduce inflation.”
Auckland, working part-time, TAHI*: $160k +

“I think providing each region with classes or something to show whanau how to garden; have chickens; make kai from scratch and just anything to be self sufficient.”
Gisborne, working full-time, TAHI*: $60k - $80k

“I think we have to work really hard on economic growth and cost of living while trying to maintain other services as best we can.”
Wellington, not in paid work, but seeking work, TAHI*: $80k - $100k

“Bring down the cost of food especially fruit and vegetables.”
Otago, student, TAHI*: Prefer not to say

Q: What do you think the government needs to change or do differently to improve life in New Zealand? (open-ended question)
Base: May ’23 (n=1,002)

*TAHI = Total Annual Household Income
#2 ISSUE – CRIME / LAW & ORDER

As crime / law & order keeps rising in prominence, New Zealanders continue to believe that National is the party most capable to manage this issue. Confidence in Labour’s ability to tackle crime has also decreased.

Crime / law & order has significantly risen to become the second most important issue for New Zealanders in May ‘23, increasing from 33% in February ‘23 to 40% in May ‘23.

National remains the party that New Zealanders believe as most capable of managing this issue. Meanwhile confidence in Labour has decreased – widening the gap between the two parties.

Compared to the general population, those aged 25-34 are significantly less likely to mention crime / law & order as an issue (27%), while those retired are more likely to mention crime as an issue (54%).

Māori (30%) are also significantly less likely to mention crime / law & order as an issue.

As crime / law & order keeps rising in prominence, New Zealanders continue to believe that National is the party most capable to manage this issue. Confidence in Labour’s ability to tackle crime has also decreased.

▲▼ Indicates significant increase / decrease compared to the previous wave
Voices of New Zealanders

**SUGGESTIONS TO IMPROVE CRIME / LAW & ORDER ISSUES**

- “Better programs and support to rehabilitate and help men heal when in prison.”
  Waikato, working full-time, TAHI*: $80k–$100k

- “Be more strict on youth crime instead of a slap on the wrist.”
  Northland, working full-time, TAHI*: $100k–$120k

- “Would be good to do more about the smash and grabs; youth crime.”
  Auckland, working part-time, TAHI*: $120k–$140k

- “I think that they seriously need to look at youth crime and it’s ramifications on society … Really crack down on the drug and gang problems.”
  Canterbury, retired, TAHI*: $120k - $140k

- “Change the justice systems for worse punishments for crimes instead of just a slap on the wrist.”
  Waikato, working full-time, TAHI*: $100 - $120k

- “Crack down on crime. Its getting really scary the amount of crime going on.”
  Bay of Plenty, working part-time, TAHI*: $120k - $140k

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

Base: May ’23 (n=1,002)

*TAHI = Total Annual Household Income
#3 ISSUE – HOUSING / PRICE OF HOUSING

National has regained New Zealanders’ confidence as the party most capable of managing housing / price of housing, pulling ahead of Labour by 3 percentage points.

Housing / the price of housing is the #3 equal issue of concern in New Zealand. This issue has remained relatively stable in the last three waves.

Confidence in the National Party to manage this issue has increased to 31%, overtaking Labour, who have decreased by 1 percentage point to 28%.

Compared to the total population, Pacific Peoples are significantly more likely to mention housing / price of housing as an issue (51%).

Those aged over 50 (23%) and retirees (22%) are significantly less likely to identify housing / price of housing as an issue.

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

Base: May '23 (n=1,002) Feb '23 (n=1,002), Sep '22 (n=1,000), 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)

▲▼ Indicates significant increase / decrease compared to the previous wave
“Housing laws need updating; e.g., can’t purchase another house/can’t rent a property unless it is owned outright.”

Taranaki, retired, TAHI*: $160k +

“Ensure that there is more warm housing so that those who live on the street and in unsatisfactory living conditions can be living in conditions which give them dignity and better mental and physical health.”

Nelson, retired, TAHI*: $15k - $30k

“Address climate change; housing unaffordability and housing shortage.”

Canterbury, student, TAHI*: up to $15k

“We need to tax the upper class more in order to rebuild infrastructure destroyed by weather events that mainly effect our country’s poorest regions”

Canterbury, student, TAHI*: up to $15k

“Care more about the cost of living and house prices.”

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

“Build affordable cheaper cost to make houses; but sturdy sustainable and environmentally friendly.”

Manawatu / Whanganui, not in paid work but seeking work, TAHI*: $15k - $30k

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

Base: May ’23 (n=1,002)
#3= ISSUE – HEALTHCARE / HOSPITALS

Labour remains the party that New Zealanders believe is most capable of managing healthcare / hospitals. However, the gap between Labour and National decreased in this latest wave.

Healthcare / hospitals is the third equal most important issue facing New Zealanders currently.

Labour’s perceived capability to manage this issue has decreased by 2 percentage points from February ‘23, while National increased by 4 percentage points.

Compared to the total population, those aged under 50 are significantly less likely to mention healthcare / hospitals as an issue (22%), as are those living in Auckland City (23%) and those working full time (26%). Conversely, those over 50 (43%) and those living in Canterbury (41%) are significantly more likely to mention healthcare / hospitals as a top issue.

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

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

Base: May ‘23 (n=1,002) Feb ‘23 (n=1,002), Sep ‘22 (n=1,000), 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)

▲ Indicates significant increase / decrease compared to the previous wave
The Green Party continues to be the party seen as most capable of tackling climate change.

Climate change has remained in the top 5 most important issue to New Zealanders.

The Green Party remains seen to be most capable of tackling climate change as an issue, and New Zealanders’ confidence in the party continues to rise.

New Zealanders’ perception of Labour’s ability to manage climate change has dropped, while their confidence in National has risen – both by 2 percentage points.

Wellingtonians (33%) are significantly more likely to mention climate change as a top issue.

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

Base: May 23 (n=1,002) Feb 23 (n=1,002), Sep ‘22 (n=1,000), 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)

▲ ▼ Indicates significant increase / decrease compared to the previous wave

<table>
<thead>
<tr>
<th>Issue</th>
<th>National Party</th>
<th>Labour Party</th>
<th>Green Party</th>
<th>Don’t know</th>
<th>None</th>
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</thead>
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<td>2%</td>
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<tr>
<td>Green Party</td>
<td>33%</td>
<td>30%</td>
<td>35%</td>
<td>31%</td>
<td>30%</td>
</tr>
<tr>
<td>ACT</td>
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<td>6%</td>
<td>4%</td>
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<tr>
<td>Māori Party</td>
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<td>1%</td>
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<td>Other</td>
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COMPARING NEW ZEALAND’S ISSUES TO AUSTRALIA’S
**TOP-10 ISSUES – NEW ZEALAND VS AUSTRALIA**

*Inflation / cost of living* is the number 1 issue by a large margin in both New Zealand and Australia, selected by over 50% of respondents as a top issue in both countries.

Australians are much less concerned about *crime* (15%) compared to New Zealanders (40%) but are more concerned about *housing* (40%), *healthcare* (34), *the economy* (28%), and *petrol prices* (18%), and *personal debt* (10%).

Meanwhile, New Zealanders are more focused on *climate change* (23%), and *poverty / inequality* (16%).

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**New Zealand**:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Inflation / cost of living</td>
<td>63%</td>
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<tr>
<td>2</td>
<td>Crime / law &amp; order</td>
<td>40%</td>
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<tr>
<td>3</td>
<td>Housing / price of housing</td>
<td>31%</td>
</tr>
<tr>
<td>3</td>
<td>Healthcare / hospitals</td>
<td>31%</td>
</tr>
<tr>
<td>5</td>
<td>Climate Change</td>
<td>23%</td>
</tr>
<tr>
<td>6</td>
<td>Economy</td>
<td>22%</td>
</tr>
<tr>
<td>7</td>
<td>Poverty / inequality</td>
<td>16%</td>
</tr>
<tr>
<td>8</td>
<td>Petrol prices / fuel</td>
<td>11%</td>
</tr>
<tr>
<td>8</td>
<td>Education</td>
<td>11%</td>
</tr>
<tr>
<td>10</td>
<td>Household debt / personal debt</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Australia**:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
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<td>1</td>
<td>Cost of living</td>
<td>59%</td>
</tr>
<tr>
<td>2</td>
<td>Housing</td>
<td>40%</td>
</tr>
<tr>
<td>3</td>
<td>Healthcare</td>
<td>34%</td>
</tr>
<tr>
<td>4</td>
<td>Economy</td>
<td>28%</td>
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<tr>
<td>5</td>
<td>Petrol prices</td>
<td>18%</td>
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<tr>
<td>6</td>
<td>Environment</td>
<td>16%</td>
</tr>
<tr>
<td>7</td>
<td>Crime</td>
<td>15%</td>
</tr>
<tr>
<td>7</td>
<td>Poverty</td>
<td>15%</td>
</tr>
<tr>
<td>9</td>
<td>Personal debt</td>
<td>10%</td>
</tr>
<tr>
<td>10</td>
<td>Education + Taxation + Unemployment</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Base: May ’23 New Zealand (n=1,002), April ’23 Australia (n=1,000)*
SAMPLE DEMOGRAPHICS – MAY 2023

1,002 respondents were interviewed online in May via online panels.

48% Male
51% Female

The precision of Ipsos online polls is calculated with a credibility interval with a poll of 1,002 accurate to +/− 3.5 percentage points.

Employment status
49% Full-time
17% Retired
12% Part-time
6% Not in paid work & not seeking work
5% Not in paid work but seeking work
7% Self-employed
5% Student

Highest education completed*
35% (None + Level 1–3)
45% Level 4–7
19% Level 8–10
2% Don’t know

Sample sizes over time
- Feb ‘18 (n=610)
- Jul ‘18 (n=611)
- Oct ‘18 (n=610)
- Mar ‘19 (n=614)
- Apr ‘19 (n=615)
- Jul ‘19 (n=610)
- Nov ‘19 (n=610)
- Mar ‘20 (n=610)
- 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)

*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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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