

# THE IPSOS NEW ZEALAND ISSUES MONITOR

An Ipsos Survey – February 2024

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.

**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. During 20 – 29 February 2024 we conducted fieldwork for our 23<sup>rd</sup> Ipsos NZ Issues Monitor report with a total of 1,001 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 – 021 394 508 or [carin.hercock@ipsos.com](mailto:carin.hercock@ipsos.com)

**\*Note:** The precision of Ipsos online survey is calculated with a credibility interval with a sample of 1,001 accurate to + / - 3.1 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 during fieldwork?

## Warner Bros Discovery set to close New Zealand's Newshub service

Posted Wed 28 Feb 2024 at 5:37pm

## Waitangi Day: What does it mean to modern New Zealand?

Katie Doyle

## PM Christopher Luxon's allowance saga raises questions about politician entitlements



Bridie Witton

Mar 02, 2024, 05:00am

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20 Feb, 2024 01:31 PM 8 mins to read

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Otago Daily Times  
By Matthew Littlewood  
19 Feb, 2024 08:06 AM 2 mins to read

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Stuff reporters

Feb 19, 2024, 09:24am

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NEW ZEALAND / TRANSPORT

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1:42 pm on 14 February 2024

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# KEY FINDINGS – FEBRUARY 2024

## TOP ISSUES IN NEW ZEALAND



**Inflation / cost of living** remains the most important issue for New Zealanders. Although slowly trending downwards, it has been the top issue since February 2022.

Concerns about **crime / law & order** dropped significantly this wave to its lowest level since May 2022, placing it as the #4 issue for New Zealanders.



There are a number of issues with significant increases in concern, including **transport / public transport** (especially significant for those living in Auckland), **issues facing Māori** (particularly amongst Māori respondents) **unemployment** and **defence / foreign affairs / terrorism**.

Analysis by the issues show that there are significant differences in which issues are important to those who voted left vs right at the last elections, and across the generations of New Zealanders.



## GOVERNMENT PERFORMANCE & POLITICAL PARTIES' CAPABILITY TO MANAGE ISSUES

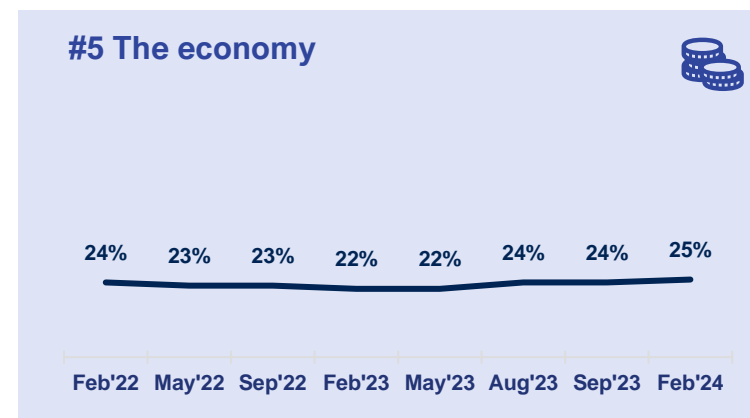
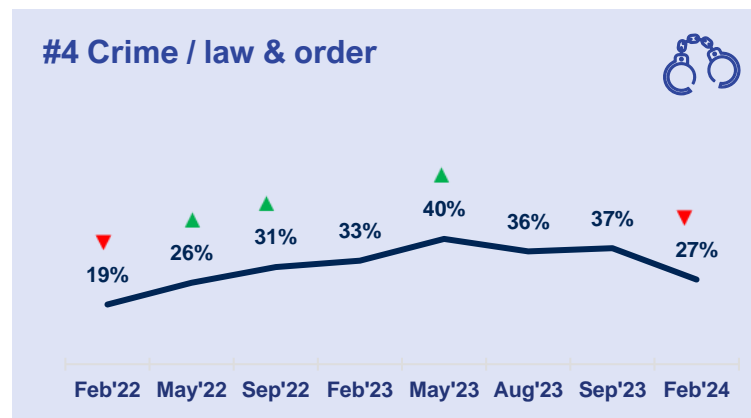
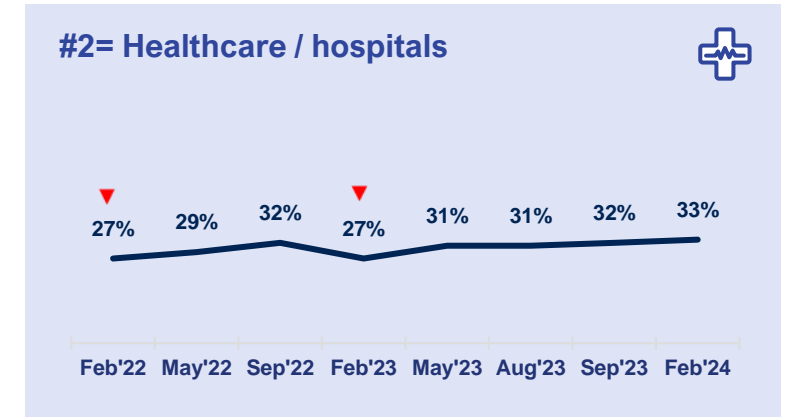
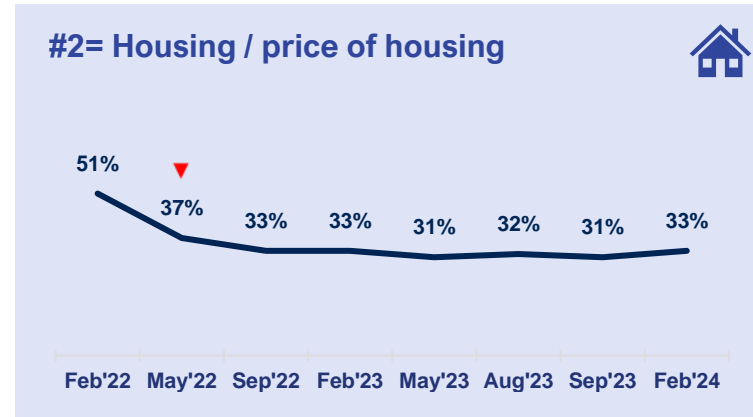
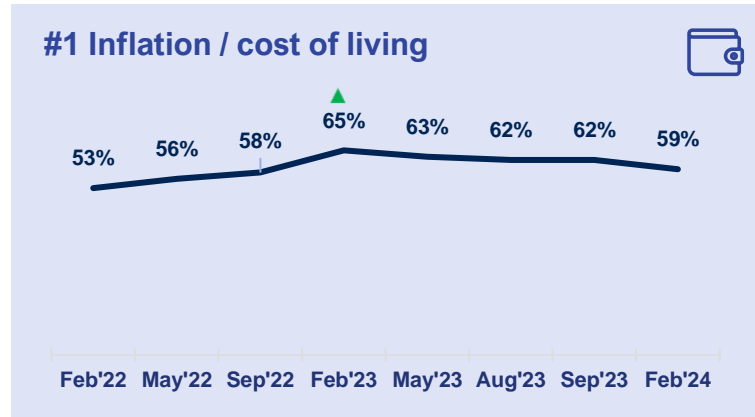
New Zealanders' overall mean rating of the new Coalition Government's performance sits at 4.6 – on par with the rating of Labour government (4.7) just before the general election in October 2023. However, there has been a significant increase in the proportion giving a low rating (0-3 out of 10).

When asked about the party best placed to tackle the country's biggest issues, New Zealanders continue to believe that **National** is the most capable of managing all 5 of the top-5 issues (*inflation / cost of living, crime / law, housing / price of housing, healthcare / hospitals and the economy*). New Zealanders' confidence in National's ability to tackle *inflation / cost of living, healthcare / hospitals, crime / law & order* and *the economy* is also rising.

**Labour** continues to be perceived to be best placed to manage *poverty / inequality* and *race relations / racism*, while the **Green Party** is believed to be most capable of managing *climate change* and *environmental pollution*. **Te Pāti Māori** is considered to be most capable of managing *issues facing Māori*.

# KEY FINDINGS – THE TOP ISSUES

Despite a slow downward trend, *inflation / cost of living* continues to be the primary concern for New Zealanders. Concern for *housing / price of housing* has remains stable, placing it 2<sup>nd</sup> equal with *healthcare / hospitals* due to a significant decrease in *crime / law & order*. The *economy* has remained consistent as the fifth most significant issue for New Zealanders.



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

Base: Total sample – Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), 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)

# THE TOP ISSUES

The most important issues facing  
New Zealand today

# THE MOST IMPORTANT ISSUES FACING NEW ZEALAND

Despite a slow downward trend, *inflation / cost of living* remains the most important issue facing New Zealand. Concerns for *crime / law & order* has significantly dropped to the 4<sup>th</sup> most important issue. *Housing / price of housing* and *healthcare / hospitals* remain stable as the 2<sup>nd</sup> equal most important issues. *The economy* has remained consistent in 5<sup>th</sup> place.

*Transport / public transport / infrastructure, issues facing Māori, unemployment* and *defence / foreign affairs / terrorism* have all increased significantly this measure.

Those under the age of 50 are significantly more concerned about *inflation / cost of living* (67%) and *housing / price of housing* (39%); but are significantly less concerned about *healthcare / hospitals* (24%) and *crime / law & order* (21%).

Those self-employed (46%) and retired (44%) are significantly less concerned about *inflation / cost of living*.

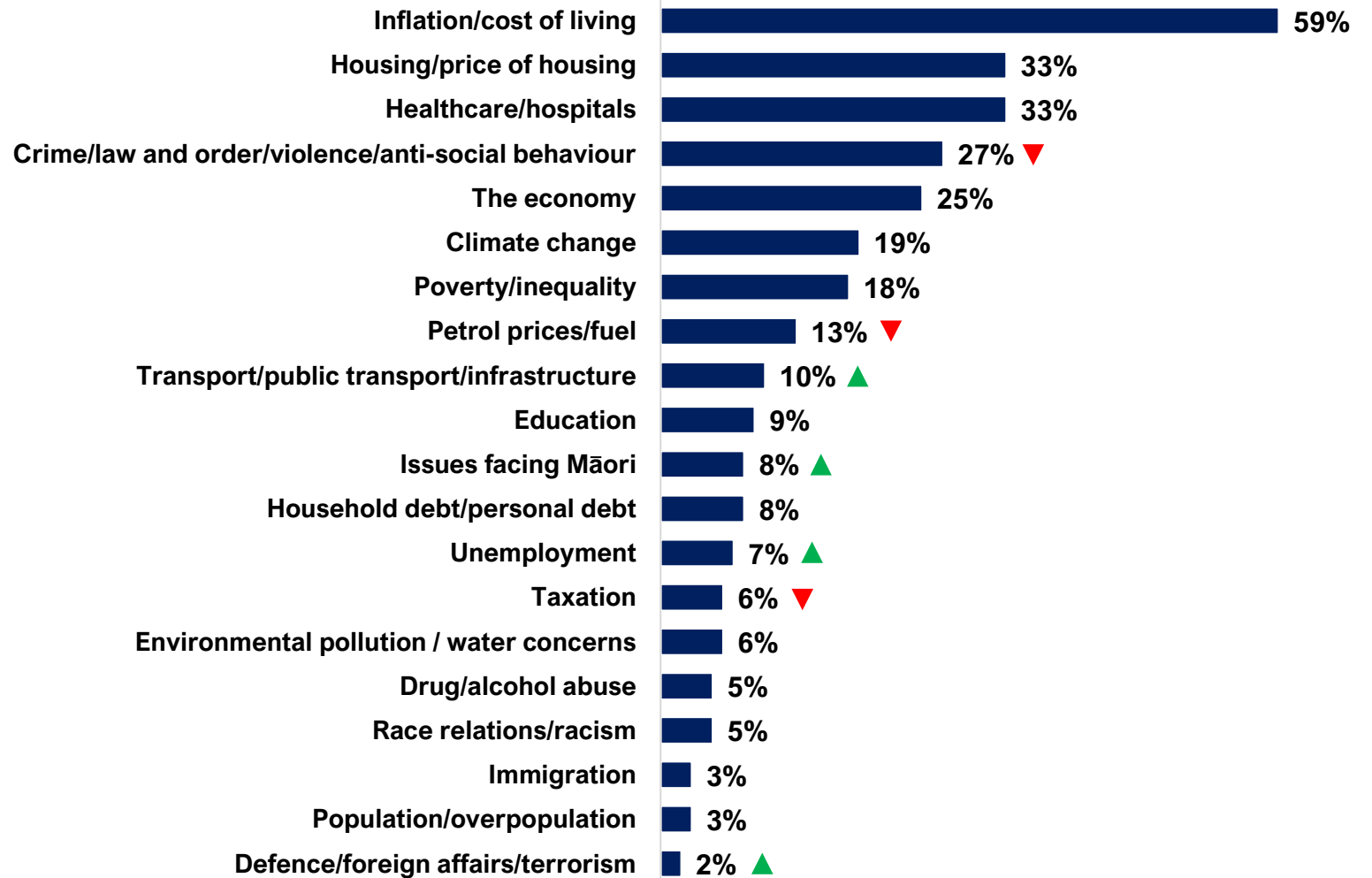
Those retired (23%) are also significantly less concerned about *housing / price of housing* but more concerned about *healthcare / hospitals* (48%).

Concern for *crime / law & order* is significantly lower amongst NZ Māori (14%).

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

Base: Total sample – Feb '24 (n=1,001)

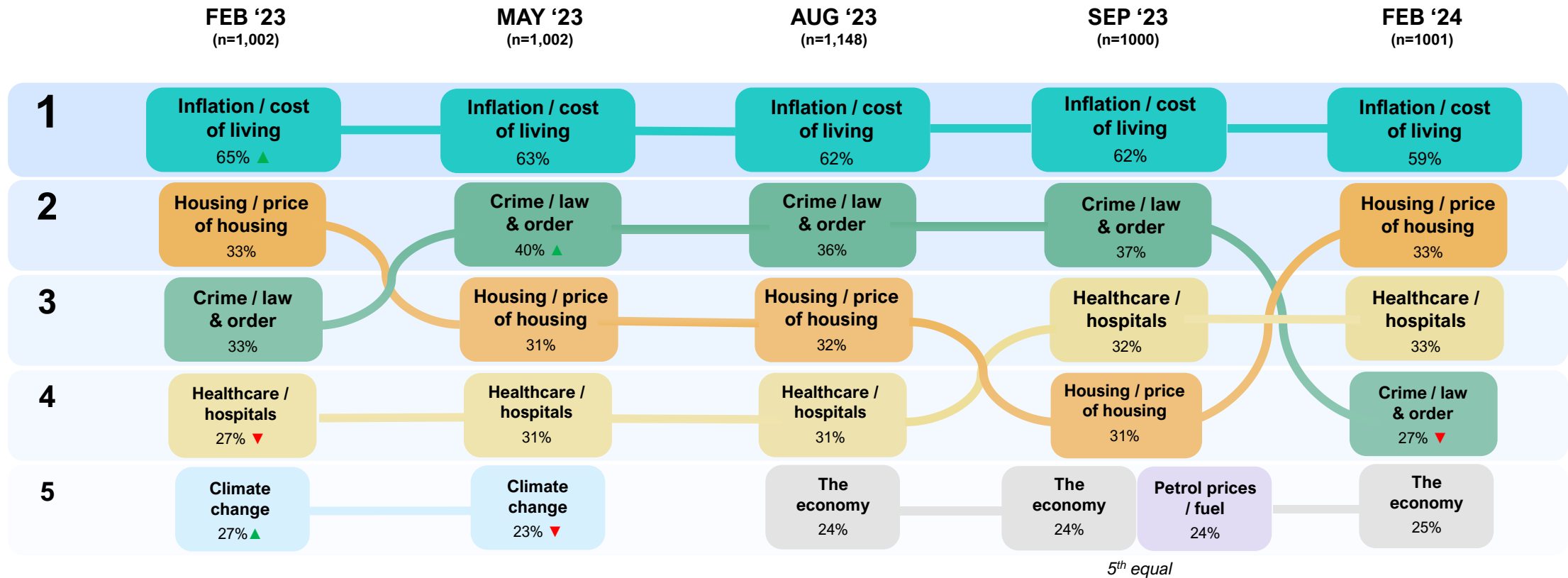
7 – © Ipsos | NZ Issues Monitor



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

# TOP-5 ISSUES

A significant decrease means concern for *crime / law and order* has returned the levels of mid-2022. *Housing / price of housing* has not increased significantly, but due to *crime / law and order* dropping, has come back up to 2<sup>nd</sup> equal issue alongside *healthcare / hospitals*. *Petrol prices / fuel* has decreased again after a rise due to high fuel prices in the September 2023 measure.



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

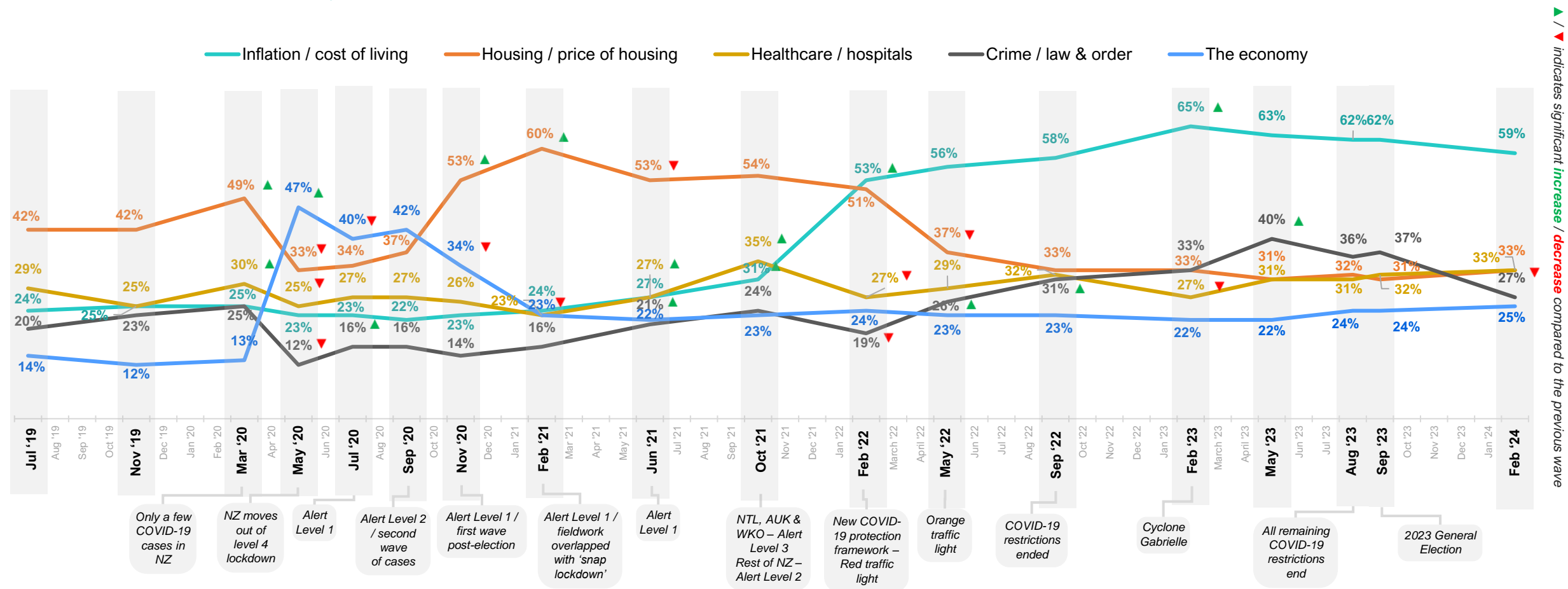
Q: What would you say are the three most important issues facing New Zealand today?

Base: Total sample – Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), May '23 (n=1,002), Feb '23 (n=1,002)



# TOP-5 ISSUES OVER TIME

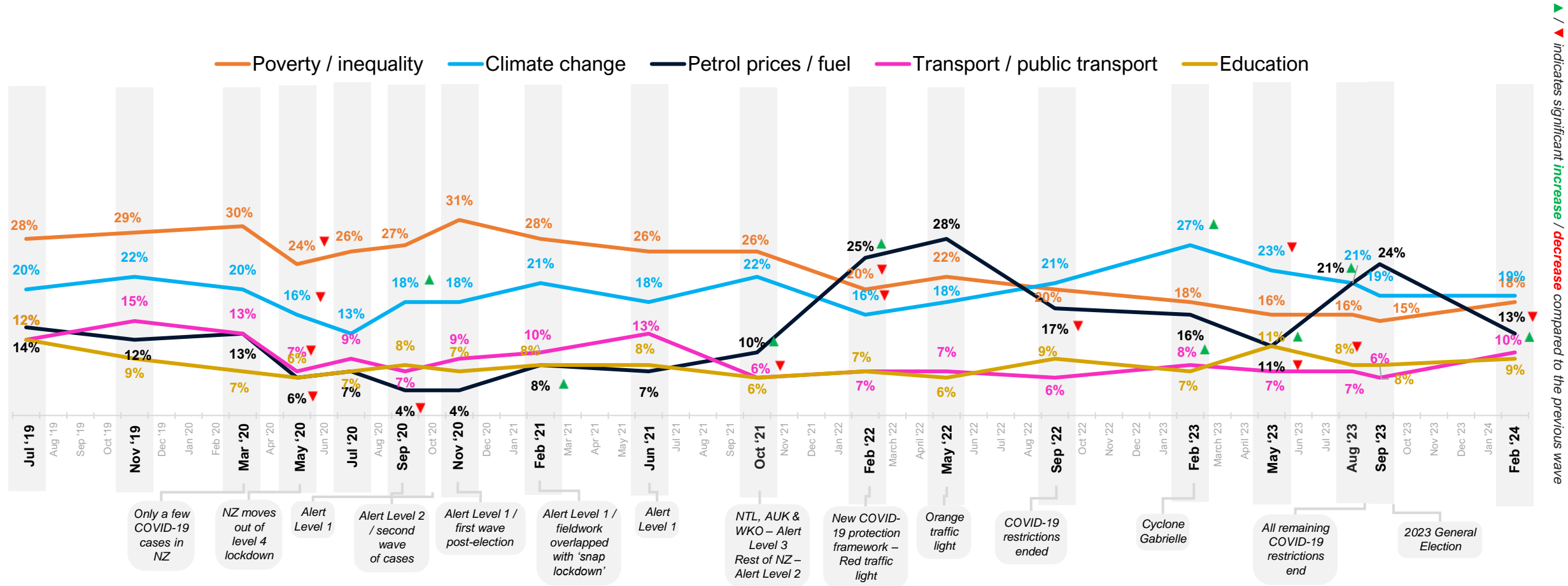
Despite *inflation / cost of living* slowly trending down, the difference between this top issue and the next big issues *housing / price of housing* and *healthcare / hospitals*, remains large. Concern for *crime / law & order* is now at its lowest in more than a year, at levels last seen in May 2022. Concern for *the economy* remains stable.



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

# NOTEWORTHY ISSUES

New Zealanders' concern for *petrol prices / fuel* significantly decreased over the past 6 months after a peak in fuel prices eased. Conversely, concern for *transport / public transport* significantly increased. The downward trend in concern for *poverty / inequality* has flattened. Meanwhile, New Zealanders' concern for *climate change* and *education* has remained steady for the past 6 months.

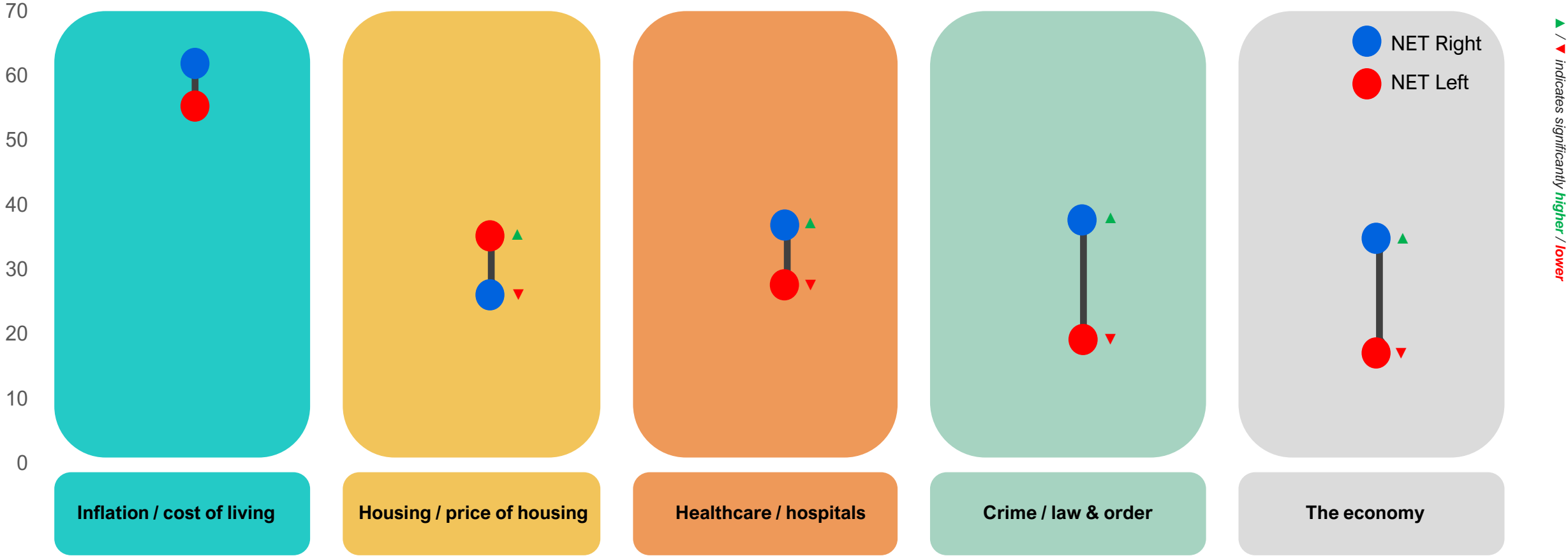


▲ / ▼ indicates significant increase / decrease compared to the previous wave

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

# TOP 5 ISSUES BY LEFT VS RIGHT-WING VOTERS

In terms of the top 5 issues, voters on the right of the political spectrum are significantly more likely to say that *crime / law & order, the economy and healthcare / hospitals* are key. Meanwhile voters on the left of the political spectrum are significantly more likely to say *housing / price of housing* is a top issues facing New Zealand today.



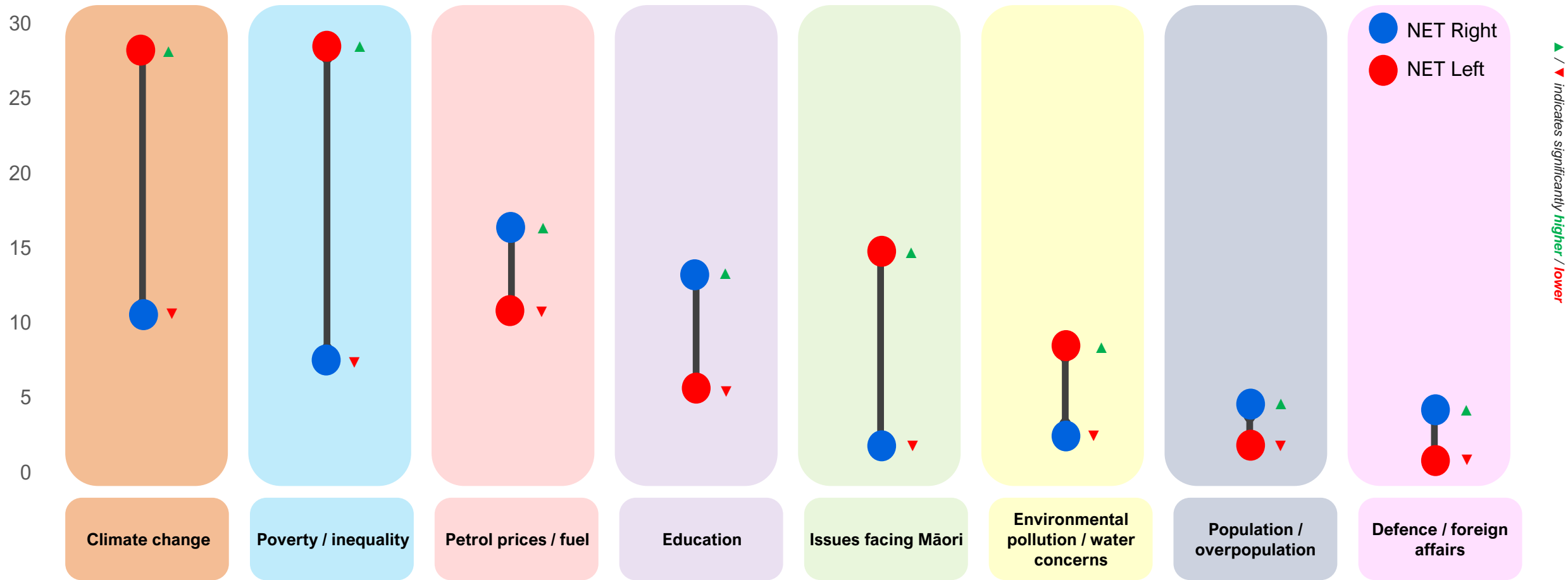
Q: What would you say are the three most important issues facing New Zealand today? Q: Which party did you vote for in the 2023 General Election?

Base: Feb '24 – Total sample (n=1,001), NET Right (National, NZ First, ACT) (n=425), NET Left (Labour, Green, Te Pāti Māori) (n=425)



# SIGNIFICANT ISSUES BY LEFT VS RIGHT-WING VOTERS

There are significant difference in which issues left and right-wing voters believe are most important for New Zealand. In particular *climate change, poverty / inequality, and issues facing Māori*.



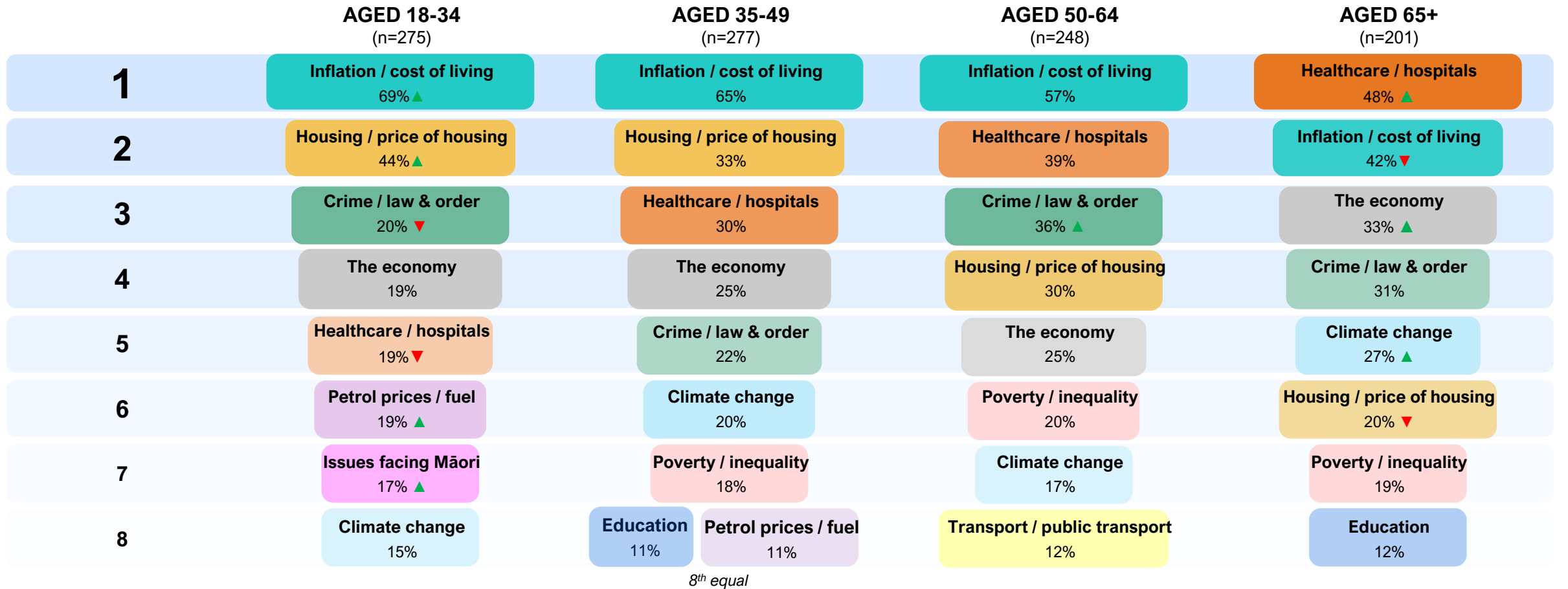
Q: What would you say are the three most important issues facing New Zealand today? Q: Which party did you vote for in the 2023 General Election?

Base: Feb '24 – Total sample (n=1,001), NET Right (National, NZ First, ACT) (n=425), NET Left (Labour, Green, Te Pāti Māori) (n=425)



# TOP ISSUES BY GENERATIONS

While *inflation / cost of living* is the top issue for most New Zealanders, its importance does decrease slightly with age. *Healthcare / hospitals* shows the opposite trend, while it is ranked 5<sup>th</sup> for youth, it is the top issue for those aged 65 and over. *Housing / price of housing* also decreases in level of concern with age. Interestingly of all the age groups, the oldest is most likely to prioritise *climate change*.



▲ / ▼ Indicates significantly higher / lower compared to Total.

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

Base: Feb '24 – Total sample (n=1,001)

# ISSUES BY SUBGROUPS

Māori are significantly more likely to say that *issues facing Māori* and *poverty / inequality* are top issues facing New Zealand today. Those living in Auckland are significantly more likely to be concerned about *transport / public transport / infrastructure*.

	TOTAL SAMPLE	AUCKLAND (n=310)	NZ MĀORI (n=140)	HHI <\$50,000 (n=230)	HHI >\$100,000 (n=361)
1	Inflation / cost of living 59%	Inflation / cost of living 60%	Inflation / cost of living 56%	Inflation / cost of living 51% ▼	Inflation / cost of living 63%
2	Housing / price of housing 33%	Housing / price of housing 35%	Housing / price of housing 32%	Healthcare / hospitals 38%	Housing / price of housing 31%
3	Healthcare / hospitals 33%	Crime / law & order 30%	Issues facing Māori 29% ▲	Housing / price of housing 32%	Healthcare / hospitals 29%
4	Crime / law & order 27%	Healthcare / hospitals 29%	Poverty / inequality 28% ▲	Crime / law & order 26%	Crime / law & order 28%
5	The economy 25%	The economy 24%	Healthcare / hospitals 22% ▼	Climate change 25%	The economy 26%
6	Climate change 19%	Climate change 19%	The economy 19%	Poverty / inequality 22%	Climate change 22%
7	Poverty / inequality 18%	Poverty / inequality 18%	Climate change 15%	The economy 20%	Poverty / inequality 17%
8	Petrol prices / fuel 13%	Transport / public transport 14% ▲	Crime / law & order 14% ▼	Issues facing Māori 13% ▲	Petrol prices / fuel 12%

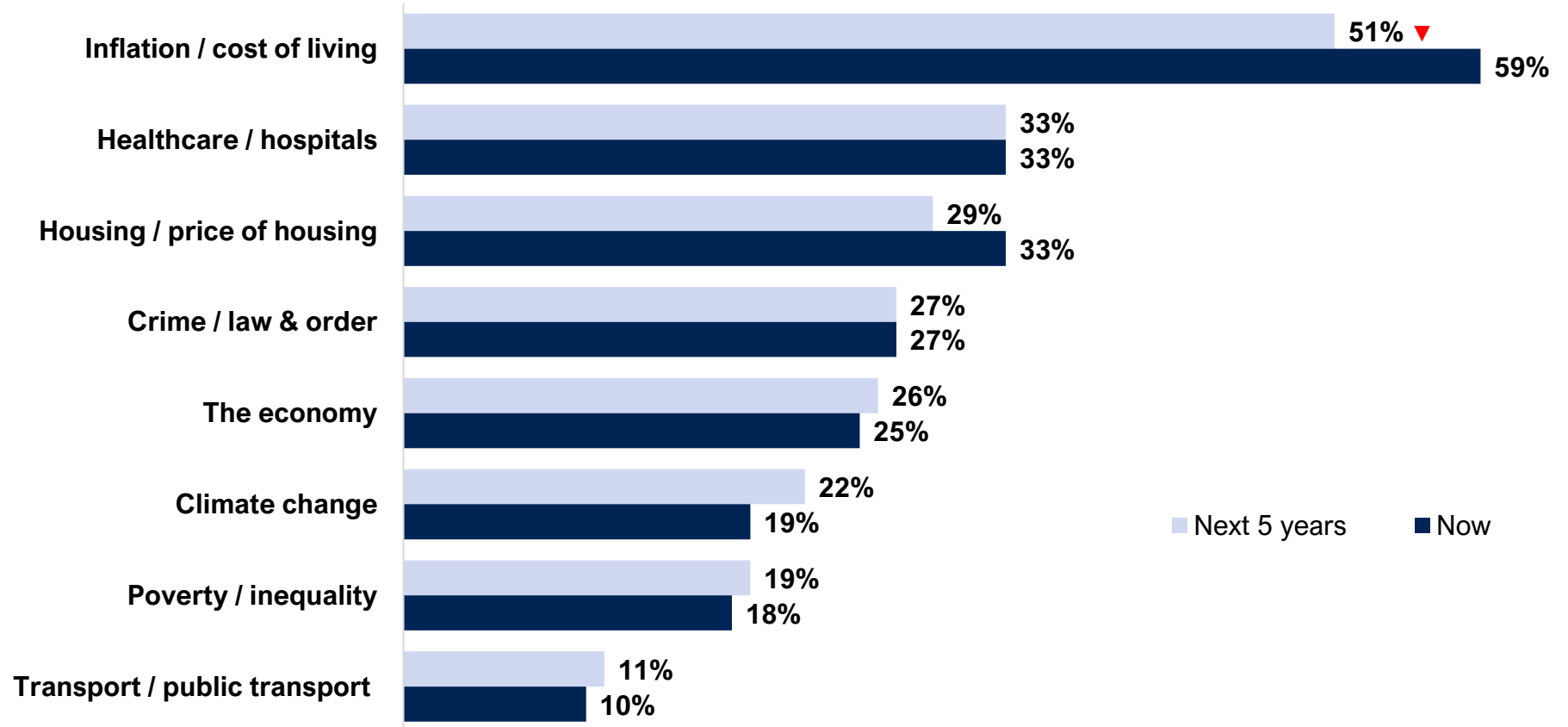
▲ / ▼ Indicates significantly higher / lower compared to Total.

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

Base: Feb '24 – Total sample (n=1,001)

# TOP ISSUES OVER THE NEXT 5 YEARS

*Climate change* may not be in the top-5 issues concerning New Zealanders today, but it is more of a big worry for the future, with one of four expressing concern. In contrast, while fewer people are concerned about *inflation* in the long term compared to today, half of New Zealanders still believe that it will be the biggest issue facing New Zealand over the next 5 years.



▲ / ▼ Indicates a significantly higher / lower compared to issues facing New Zealand now

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

Base: Total sample – Feb '24 (n=1,001)



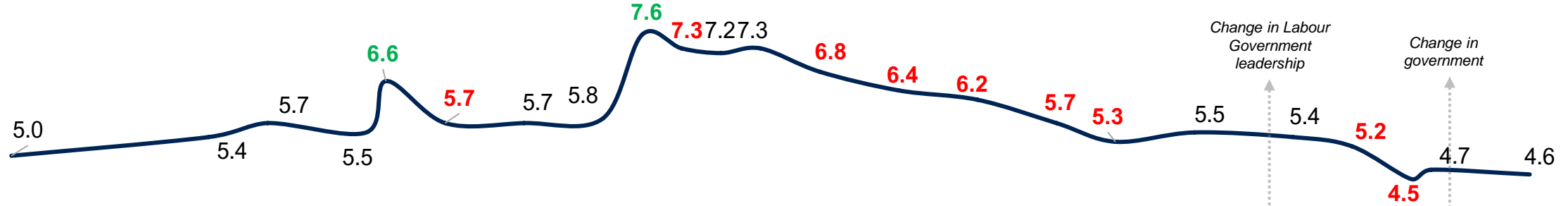
# CURRENT GOVERNMENT PERFORMANCE



# RATING OF GOVERNMENT OVER LAST 4 MONTHS

New Zealanders' rating of the Government's performance is 4.6.

Mean score



	NATIONAL		LABOUR-LED COALITION											LABOUR RE-ELECTED					NATIONAL-LED COALITION					
	Jul	Sep	Jul	Oct	Mar	Apr	Jun	Nov	Mar	May	Jul	Sep	Nov	Feb	Jun	Oct	Feb	May	Sep	Feb	May	Aug	Sep	Feb
	2017	2017	2018	2018	2019	2019	2019	2019	2020	2020	2020	2020	2020	2021	2021	2021	2022	2022	2022	2023	2023	2023	2023	2024
Top 4 (7-10)	26%	31%	38%	42%	41%	60%	43%	44%	45%	75%	72%	70%	70%	63%	58%	54%	47%	41%	42%	44%	35%	28%	31%	30%
Neutral (4-6)	47%	40%	36%	35%	32%	24%	34%	35%	34%	17%	17%	19%	18%	23%	24%	25%	27%	29%	29%	28%	39%	34%	33%	29%
Bottom 4 (0-3)	27%	30%	22%	20%	23%	12%	19%	18%	18%	6%	8%	9%	8%	10%	15%	18%	24%	28%	27%	27%	25%	34%	32%	37%
Don't know	0%	0%	4%	4%	4%	4%	4%	4%	4%	2%	3%	2%	4%	3%	3%	2%	2%	1%	3%	2%	3%	3%	3%	4%

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'? This was reworded in Feb 24 to last 4 months (the period post election)

Base: Total sample - Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), 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)













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

The National Party remains to be seen as the party seen as most capable of managing the top five issues and is still seen as best placed to address 15 of these top-20 issues.

ISSUE	POLITICAL PARTY
1: Inflation / cost of living	
2=: Housing / price of housing	
2=: Healthcare / hospitals	
4: Crime / law & order	
5: The economy	
6: Climate change	
7: Poverty / inequality	
8: Petrol prices / fuel	
9: Transport / public transport / infrastructure	
10: Education	

ISSUE	POLITICAL PARTY
11=: Issues facing Māori	
11=: Household / personal debt	
13: Unemployment	
14=: Taxation	
14=: Environmental pollution	
16=: Drug / alcohol abuse	
16=: Race relations/racism	
18: Immigration	
19: 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: Total sample – Feb '24 (n=1,001)

# #1 ISSUE – INFLATION / COST OF LIVING

National continues to be seen by New Zealanders as most capable of managing *inflation / cost of living*, increasing 4 percentage points in the past 6 months. Labour’s perceived capability significantly increased in September 2023, but this has since decreased by 4 percentage points down to similar levels seen in August 2023.

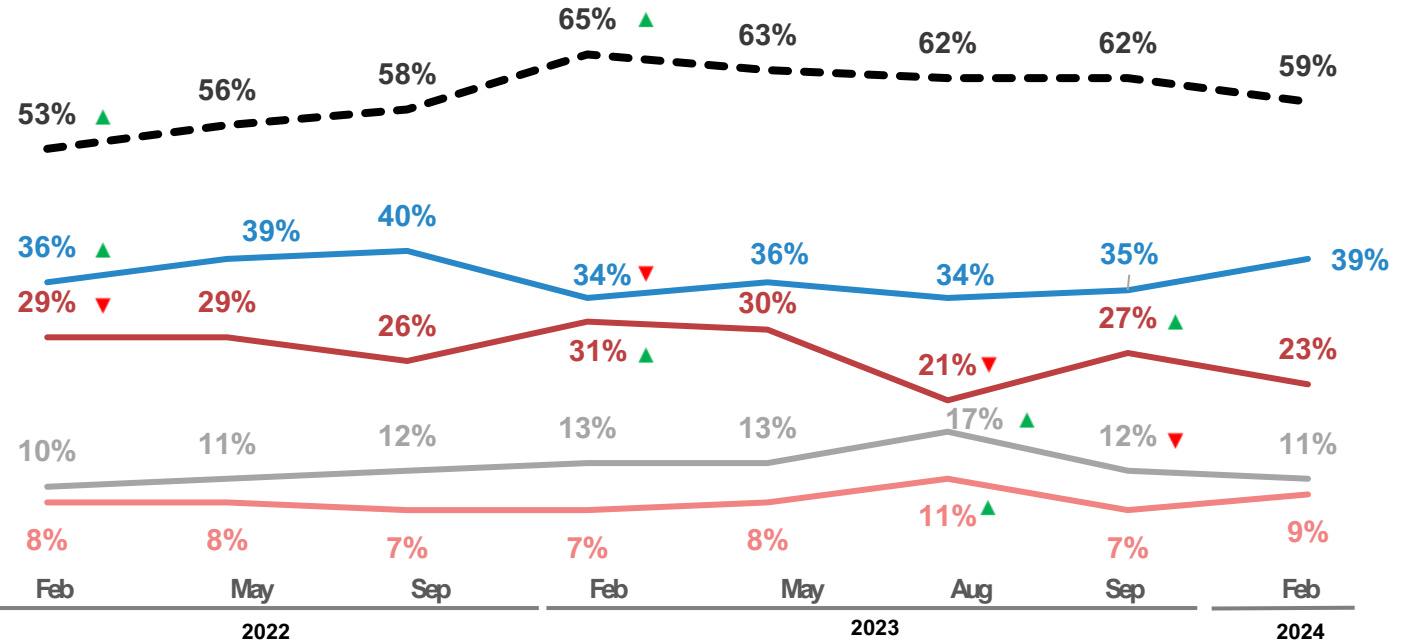


**Inflation / cost of living** remains the #1 issue for New Zealanders.

New Zealanders’ perception of National’s ability to manage *inflation / cost of living* has slightly increased, increasing the gap between them and Labour to 16 percentage points.

Compared to the total population, with HHI <\$50,000 are significantly less likely to identify *inflation / cost of living* as a key issue facing them today (51%).

Those working full-time (66%), and aged 18-34 (69%) are significantly more likely to consider this an issue, whereas those retired (44%) and aged 65+ (42%) are significantly less likely.



	Feb '22	May '22	Sep '22	Feb '23	May '23	Aug '23	Sep '23	Feb '24
New Zealand First	4%	3%	3%	2%	2%	3%	4%	2%
Green Party	3%	3%	4%	3%	3%	5%	7%	9%
ACT	6%	5%	6%	6%	5%	7%	6%	3%
Te Pāti Māori	1%	0%	2%	1%	1%	1%	2%	2%
Other	1%	1%	1%	1%	1%	1%	1%	1%

--- Issue    — National Party    — Labour Party    — Don't know    — None

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

Base: Total sample – Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), 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)



# SUGGESTIONS TO IMPROVE COST OF LIVING ISSUES

## Voice of New Zealanders



*“Focus on the cost of living as the whole population is feeling the impacts of it.”*

**Wellington, working full-time, Asian**



*“The cost of buying everyday groceries is ridiculously expensive. Something needs to be done to bring the cost of food down. People are buying fast foods as they are cheaper which in turn increasing obesity.”*

**Canterbury, working full time, NZ European**



*“Consider the lives and finances of the MAJORITY of New Zealand. The cost of living has already had huge impacts on all of the middle and lower classes. The government should prioritise creating and protecting a society that allows all people to have access to basic necessities without struggle.”*

**Manawatu / Whanganui, not in paid work and not seeking work, NZ European, Māori**



*“Help with cost of living it’s so sad seeing people go weeks without food because of money.”*

**Auckland, working full time, NZ European**



*“Reduce taxation; control fuel price and reduce living costs . Life is burden at the movement.”*

**Northland, working full time, Indian**



*“Set up a good infrastructure in order to make the cost of living lower and everything in general easier to afford to the average citizen”*

**Auckland, student in paid employment, NZ European, Māori, Pacific**

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

**Base:** Feb '24 (n=1,001)

# #2= ISSUE – HOUSING / PRICE OF HOUSING

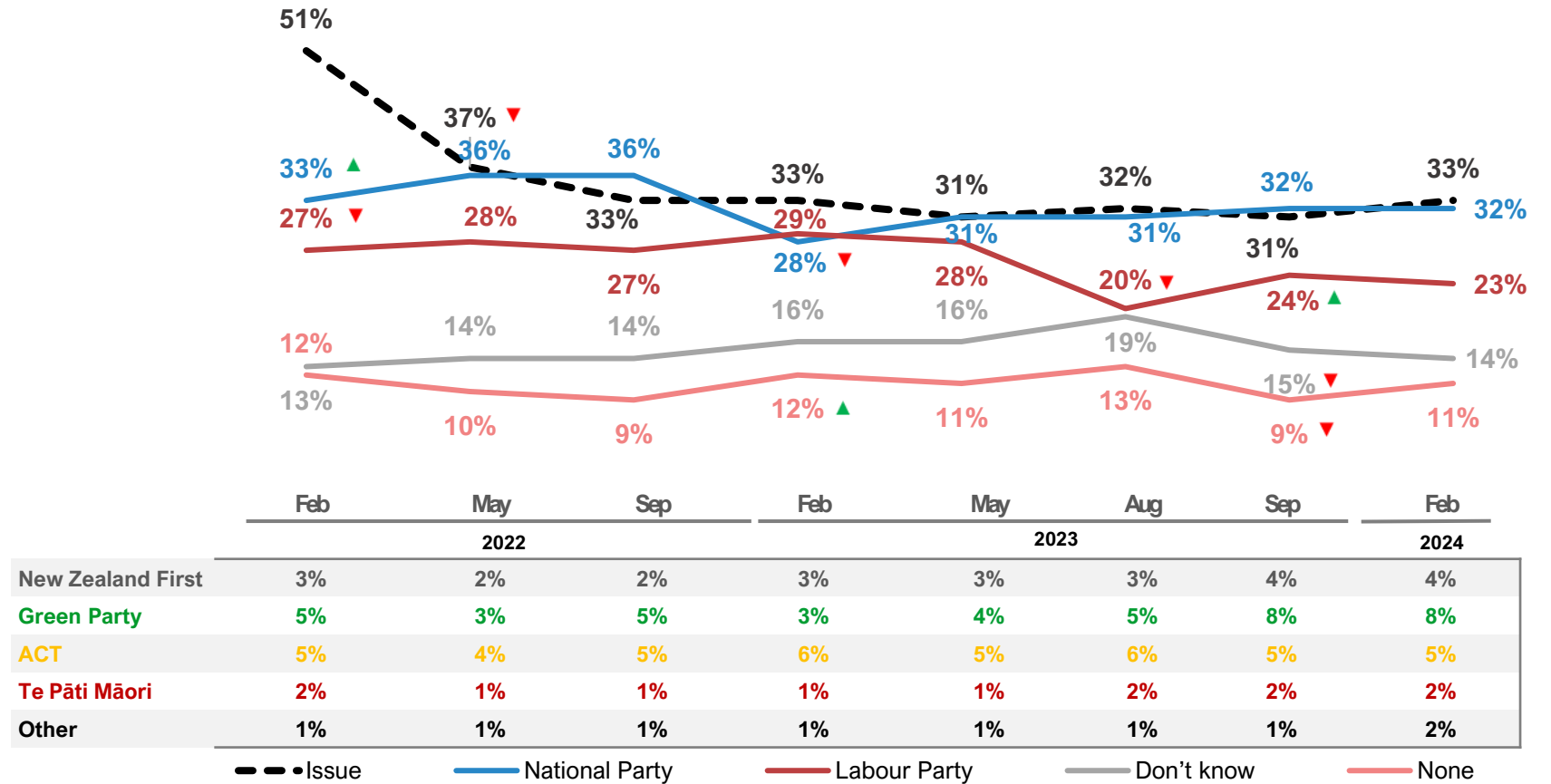
Public confidence in the National Party’s ability to manage *housing / price of housing* remains stable. Labour’s perceived capability has also remained stable after it recovered some of its trust lost by the public in August 2023. Despite this, fewer New Zealanders consider Labour to be the most capable party of managing *housing / price of housing* compared to a year ago.



*Housing / the price of housing* has risen to being the 2<sup>nd</sup> equal most important issue to New Zealanders this wave.

Confidence in the National Party to manage this issue has remained stable. Confidence in Labour also remained stable, though the gap in confidence between parties has increased to 9-percentage points.

Younger New Zealanders (aged 18–34), 44%, are significantly more likely to mention *housing / price of housing* as an issue, whereas those aged 65+ (20%) and retired (23%) are significantly less likely.



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

Base: Total sample – Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), 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)

# SUGGESTIONS TO IMPROVE *HOUSING* ISSUES

## *Voice of New Zealanders*



*“The increasing rate of price commodities and rental/housing fee.”*

**Canterbury, not in paid work, but seeking work, Asian**



*“Less helping landlords and more helping young people who can’t afford a house to live in when rents and mortgages are so utterly unaffordable.”*

**Wellington, working part time, NZ European**



*“Reduce barriers to new house builds; improve rental rights for tenants; address inflation and create the economic conditions that make job creation possible. Key to that is internal and external security and lawfulness.”*

**Nelson / Marlborough, working part time, NZ European**



*“Stop being greedy with house pricing; stop the rising of inflation. There’s so many things the government could do if they weren’t so greedy. It’s becoming more and more of the rich get richer and the poor get poorer country.”*

**Hawkes Bay, working full time, NZ European, Māori**



*“Affordable Housing: Address the housing crisis; increasing the supply of affordable housing; regulating property speculation; and providing support for first-time homebuyers.”*

**Canterbury, student in paid employment, NZ European**



*“Make housing more affordable and handle the situation with the price gouging from supermarkets. Otherwise, more and more people will leave for Australia.”*

**Auckland, working full time, Pacific**

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

**Base:** Feb '24 (n=1,001)

# #2= ISSUE – HEALTHCARE / HOSPITALS

New Zealanders' confidence in the National Party's abilities to manage *healthcare / hospitals* has increased by 3 percentage points over the past 6 months. This is the highest level of confidence that the public has had in National for managing this issue. Meanwhile, Labour's perceived capability decreased slightly.

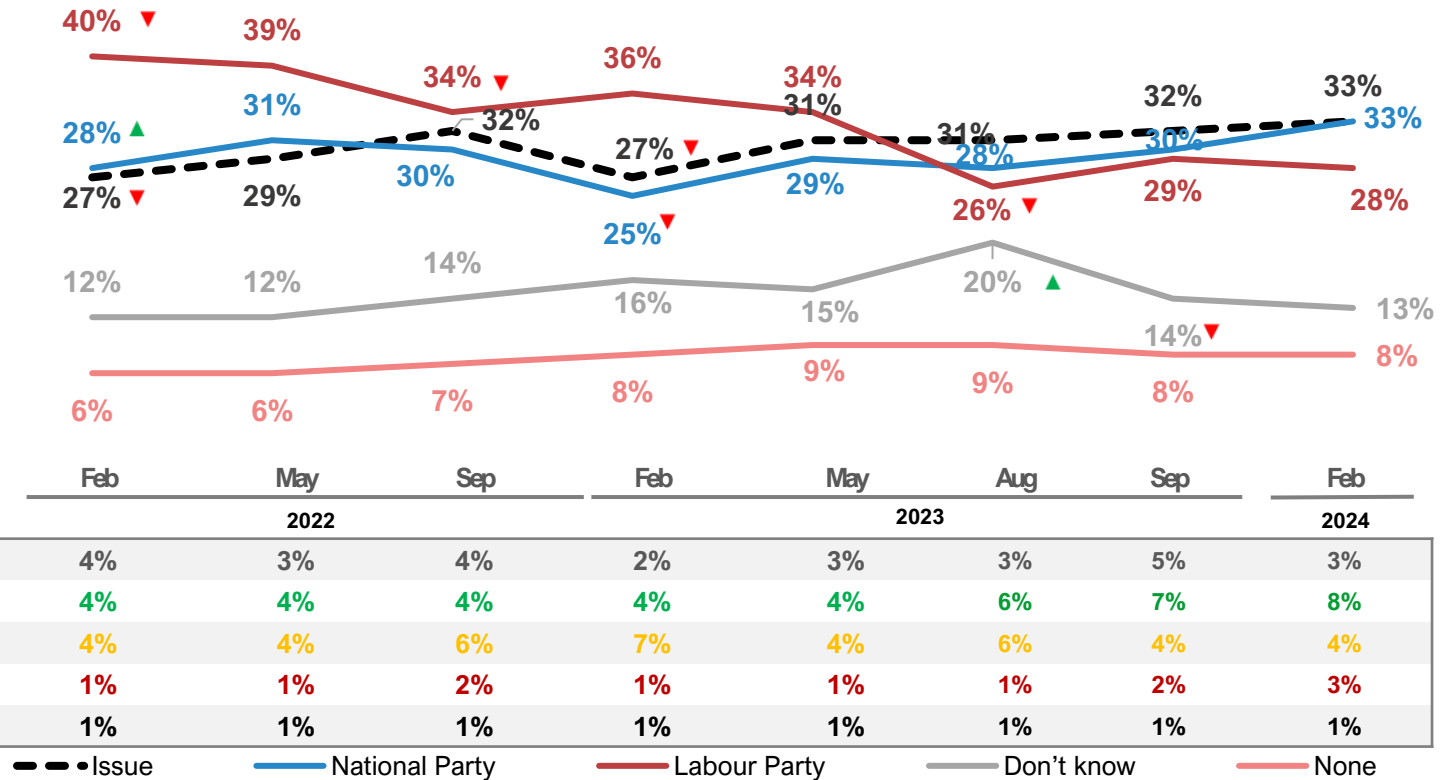


*Healthcare / hospitals* has also risen to being the 2<sup>nd</sup> equal most important issue to New Zealanders this wave.

National's perceived capability to manage this issue has increased from September '23. Labour's perceived capability has decreased from September '23, increasing the gap to 5-percentage points behind National.

Compared to the total population, those aged over 65 (48%), working part-time (42%), and retired (48%) are significantly more likely to mention *healthcare / hospitals* as an issue.

Those aged 18-34 (19%), NZ Māori (22%), NET Asian (24%), and those working full-time (25%) are less likely to mention *healthcare / hospitals* as an issue.



New Zealand First	4%	3%	4%	2%	3%	3%	5%	3%
Green Party	4%	4%	4%	4%	4%	6%	7%	8%
ACT	4%	4%	6%	7%	4%	6%	4%	4%
Te Pāti Māori	1%	1%	2%	1%	1%	1%	2%	3%
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: Total sample – Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), 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)

# SUGGESTIONS TO IMPROVE *HEALTHCARE* ISSUES

## *Voice of New Zealanders*



*“Keep going on Smoke free policies; ; Keep a Māori health Authority; Address Alcohol harm by increasing prices and reducing advertising.”*

**Auckland, working full time, NZ European**



*“It could provide more support and resources for people struggling with their mental health and drug and alcohol addiction; It could make the health service more affordable for people on lower incomes”*

**Canterbury, retired, NZ European**



*“For starters they need to leave the free period products in schools alone thats a highly needed program that has helped hundreds of girls and continues to help them to access education; they need to leave the lightrail project and healthcare alone unless they're going to get more staff or fund projects for the better.”*

**Greater Auckland, student, NZ European**



*“Help low-income families and free health care and better living wages for doctors and nurses.”*

**Otago, working-full time, NZ European, Māori**



*“Change their policies around students and transgender healthcare.”*

**Canterbury, student, NZ European**



*“Put big budget for health care; there is a lack of good doctors.”*

**Waikato, not in paid work but seeking work, Asian**

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

**Base:** Feb '24 (n=1,001)



# #4 ISSUE – CRIME / LAW & ORDER

The number of New Zealanders who consider the National Party to be the party most capable of managing *crime / law & order* has increased. This is the highest level of confidence the National Party has held for this issue. Meanwhile, confidence in the Labour Party for managing this issue slightly decreased.

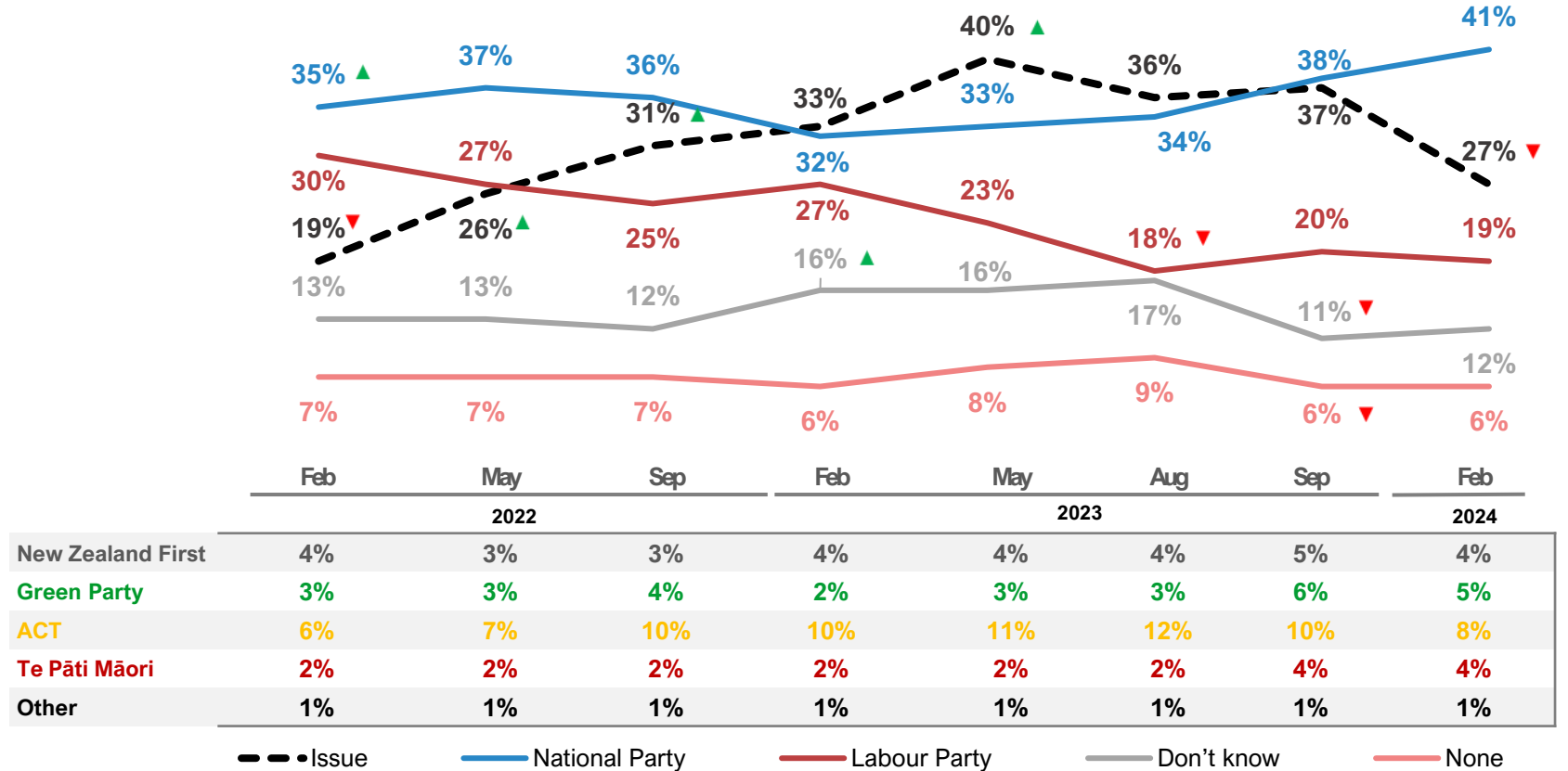


**Crime / law & order** has significantly dropped to being the 4<sup>th</sup> most important issue for New Zealanders.

Compared to September '23, more New Zealanders believe that National is the party most capable of managing this issue, further increasing the gap between Labour.

Compared to the general population, 50-64 year olds (36%) are significantly **more** likely to mention *crime / law and order* as an issue.

18-34 year olds (20%) and NZ Māori (14%) are significantly **less** likely to mention *crime / law and order* as an issue.

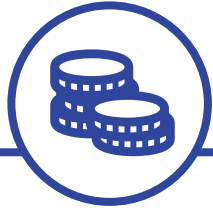


Q: Please select the political party that you believe is most capable of managing each of the following issues: *Crime / law & order*

Base: Total sample – Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), 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)

# #5 ISSUE – THE ECONOMY

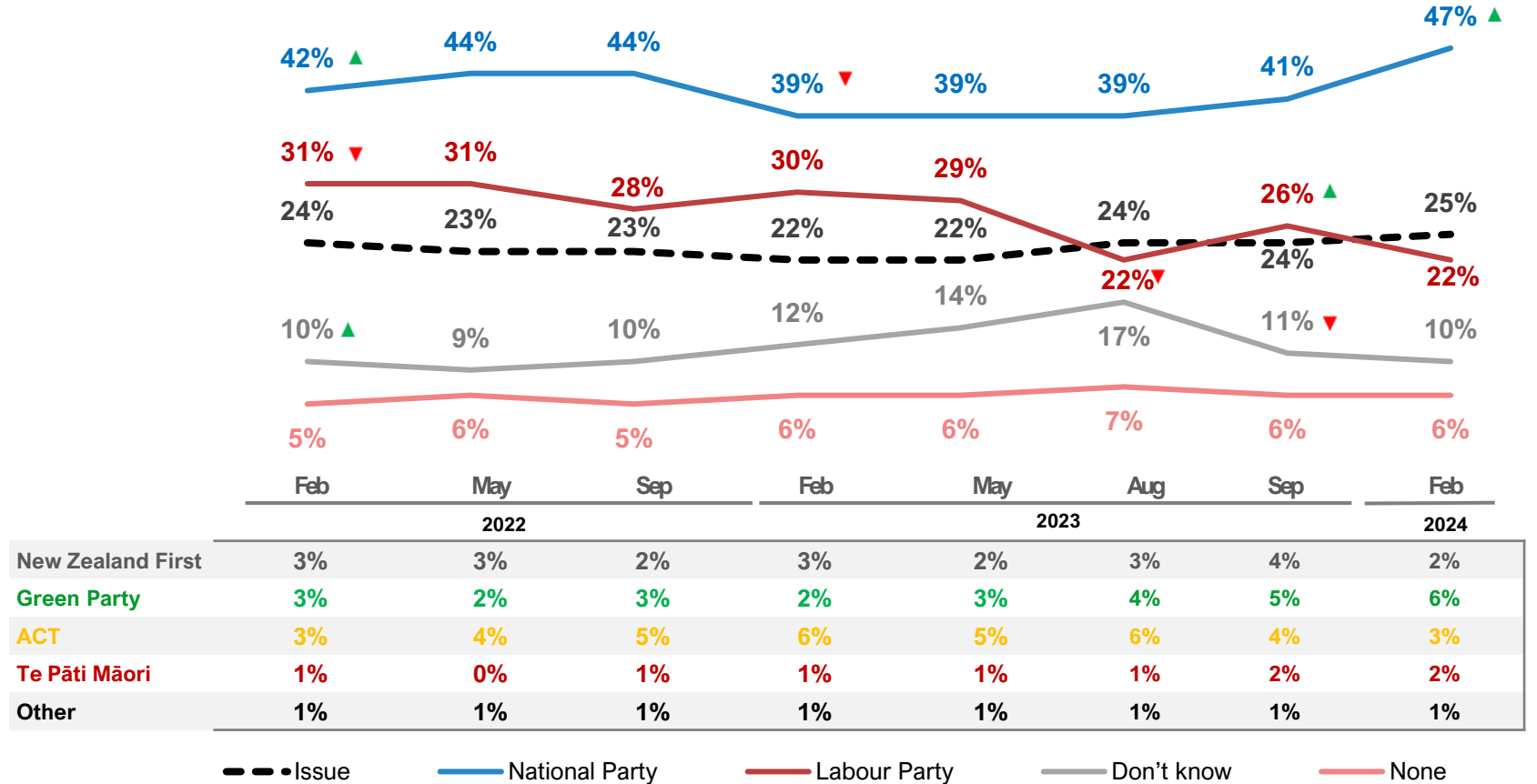
New Zealander's confidence in the National Party as most capable of managing the *economy* has significantly increased over the past 6 months (compared to September 2023). Meanwhile, the Labour Party's perceived ability to manage this issue decreased.



The economy remains the fifth most important issue to New Zealanders.

National has significantly increased as the party rated as most capable of tackling the economy. Meanwhile, confidence in Labour has decreased by 4-percentage points since September '23.

Compared to the general population, those aged 65+ (33%) are significantly more likely to mention the economy as an issue.



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

Base: Total sample – Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), 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)

# COMPARING NEW ZEALAND'S ISSUES TO AUSTRALIA'S

# TOP-10 ISSUES – NEW ZEALAND VS AUSTRALIA



*Inflation / cost of living* remains the number one issue in both New Zealand and Australia, selected by over half of respondents as a top issue in both countries.

Australians continue to be less concerned about *crime* (21%) compared to New Zealanders (27%) and they are also more concerned about *housing* (45%), *personal debt* (10%) and *immigration* (10%).

Meanwhile, New Zealanders are more concerned about *climate change* (19%), *poverty / inequality* (18%), *transport / public transport* (10%), and *education* (9%).

New Zealanders and Australians have similar levels of concern around *healthcare* (33% and 31% respectively), *the economy* (25% and 26%) and *petrol prices* (13% and 15% respectively).

1	Inflation / cost of living	59%
2=	Housing / price of housing	33%
2=	Healthcare / hospitals	33%
4	Crime / law & order	27%
5	The economy	25%
6	Climate change	19%
7	Poverty / inequality	18%
8	Petrol prices / fuel	13%
9	Transport / public transport	10%
10	Education	9%

1	Cost of living	65%
2	Housing	45%
3	Healthcare	31%
4	The economy	26%
5	Crime	21%
6	Petrol prices	15%
7	Environment	13%
8	Poverty	12%
9	Personal debt	10%
10	Immigration	10%

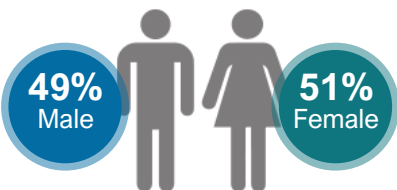
Base: Total sample – Feb '24 New Zealand (n=1001), Feb '24 Australia (n=1,000)



# SAMPLE DEMOGRAPHICS – FEB 2024

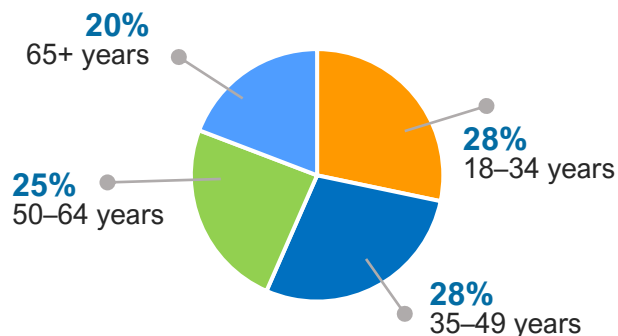


**1,001 respondents** were interviewed online in February via online panels



The precision of Ipsos online polls is calculated with a credibility interval with a poll of 1,001 accurate to +/- 3.5 percentage points

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



## Employment status

- 47% Full-time
- 18% Retired
- 12% Part-time
- 7% Not in paid work but seeking work
- 6% Self-employed
- 6% Not in paid work & not seeking work
- 5% Student

## 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)
- May '22 (n=1,000)
- Sep '22 (n=1,000)
- Feb '23 (n=1,002)
- May '23 (n=1,002)
- Aug '23 (n=1,148)
- Sep '23 (n=1,000)
- Feb '24 (n=1,001)



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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.

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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.

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**You act better when you are sure.**

**THANK  
YOU**

**GAME CHANGERS**

