

# POPULISM

Ipsos Global Advisor

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April 2024

GAME CHANGERS



# IPSOS POPULISM SURVEY

Welcome to the Ipsos Populism survey. This special report is designed to help understand the dynamics of populism and public opinion in a year which will be highlighted in a record number of elections around the world.

This survey has been run in around 28 markets globally since 2016. **In 2024, it was conducted in New Zealand for the first time.**

20,630 adults in 28 countries around the world were surveyed in the global study between 22 November and 6 December 2023. **In New Zealand, 1,001 adults were surveyed between 20 and 29 February 2024.**

This report summarises key findings from the survey, alongside an analysis of how to measure and understand populism.

New Zealand figures have been added to this report to accompany the existing global data. Please note that the NZ data is not part of the “global averages”.



# SUMMARY OF KEY FINDINGS – NEW ZEALAND



## 1 The majority of New Zealanders are pessimistic about our country's progress.

60% of New Zealanders feel that the *country is in decline* while 58% feel that New Zealand's *society is broken*.

These figures are aligned with the 28-country global average (58% and 57% respectively).

## 2 New Zealand follows the global trend in feeling *the system is broken*.

Across the five [\*System Is Broken Index\*](#) statements, New Zealand's average agreement sits at 59%. While this is slightly lower than the global average (61%), it still represents the majority of New Zealanders.

## 3 Signs of strong populist and anti-establishment views in New Zealand.

While New Zealanders are less likely to feel like those in power *don't understand or care about them* and less likely to feel marginalised by the political and economic "elite" than others around the world, more than half hold this view.

## 4 Stronger sentiment of a broken system among Māori.

Agreement to 4 out of 5 *System Is Broken Index* statements is highest among Māori.

Māori are also significantly more likely to agree that there is a *divide between ordinary people and the "elites"* and that *the elites don't care about hard-working people*.

## 5 New Zealanders are more positive on immigration than other countries.

Only 23% of New Zealanders believe that *the country would be stronger if immigration were stopped*, compared to a global average of 43%. Additionally, only 29% believe that *immigrants take jobs away from "real New Zealanders"* (42% global average).

## 6 Increased government spending on healthcare seen as a priority.

New Zealand is the sixth-highest country surveyed in agreement with *increased government spending on healthcare* (83%, c.f. 75% global average). 74% also agree with *increased spending on public safety*, while 67% call for *increased spending on infrastructure*.

# SUMMARY OF KEY GLOBAL FINDINGS



## Country in decline

### On average, across 28 countries polled, two in three say their country is in decline

On average across each of the 28 countries, a majority feel their country's society is in decline, levels that are highest in South Africa (72%), the Netherlands (71%) and Sweden (71%).

In countries with major elections, Great Britain saw an 11-point increase in this sentiment from 2021 (64% in 2023 vs. 52% in 2021). In other countries with major elections in 2024, South Africa had a particularly high feeling that their country is in decline at 72% while the United States hovers just over the average of the 28 countries Ipsos surveyed, at 59%.



## System is broken

### 28-country average: Three in five say the system is broken

A plurality of respondents (57%) across the 28 countries surveyed feel their country's society is broken, with the exception of Singapore (27%). These levels are highest in South Africa (76%) and Sweden (73%).

A majority of respondents in almost all 28 countries surveyed say their country needs a strong leader to take the country back from the rich and powerful (63% on average across 28 countries). A majority in all 28 countries (67% on average) also believe the main divide in their society is between ordinary citizens and the political and economic elite.



## Immigration and elites

### Anti-immigrant sentiment varies widely, as anti-elitism is more uniform

There is a wide disparity between countries when it comes to immigration. Most respondents in Türkiye (77%) say their country would be stronger if it stopped immigration, while Japanese (16%) and South Korean (19%) respondents were the least likely to agree.

A plurality in all 28 countries surveyed feel that the "elites" in their country make decisions based on their own interests over the needs of the of the rest of the people in their country, levels that are highest in Hungary (69%) and Argentina (67%).



# MEASURING POPULISM

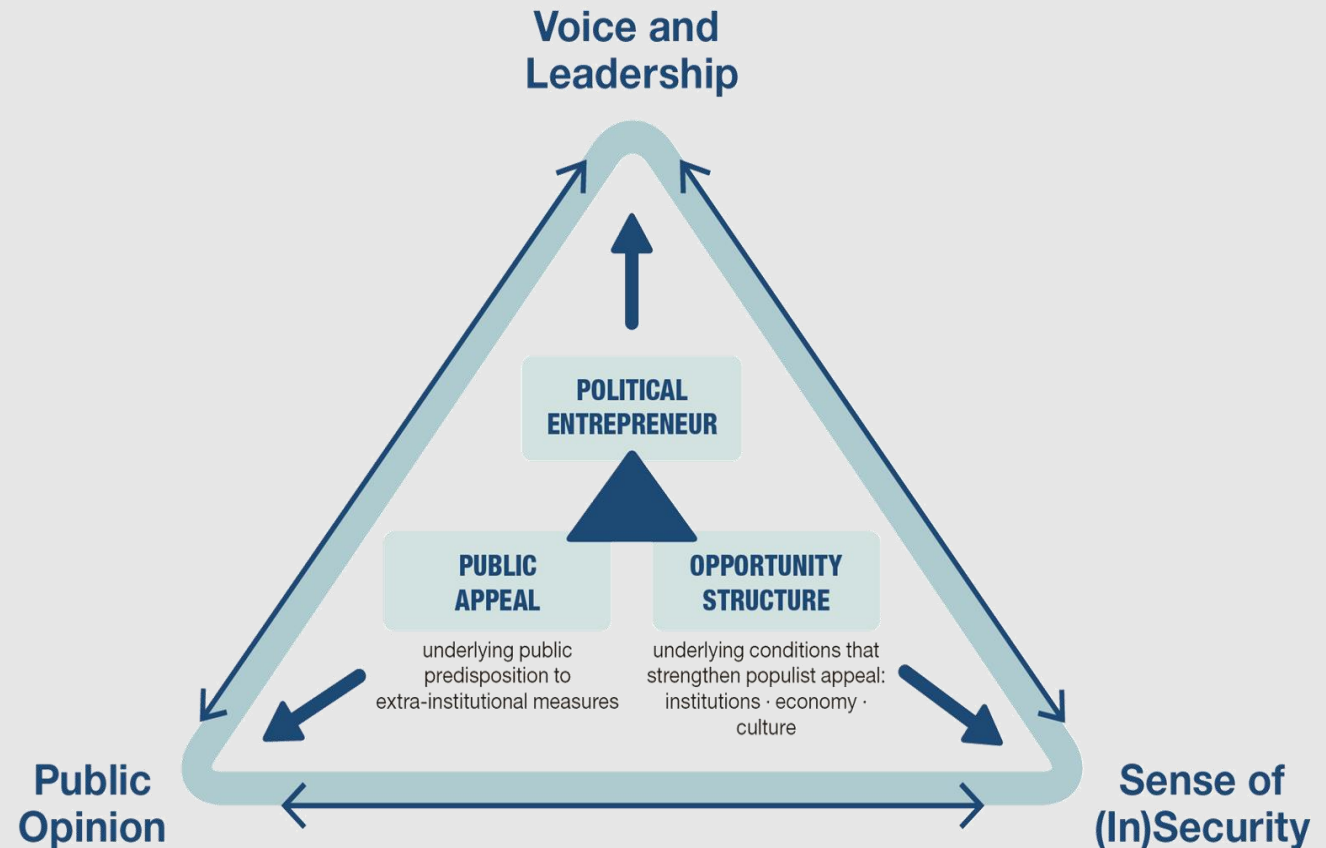
# 2024 IS A CRUCIAL YEAR

2024 is arguably the largest political experiment in human history, with roughly four billion people going to the polls in 70-plus countries. This year will show what works and what doesn't work for voters.

By [populism](#), we mean a political strategy, often harnessing anti-elite sentiment, employed by a political entrepreneur with some specific aim, usually electoral, in mind.

Any successful political entrepreneur depends on two additional pillars: (1) popular support for **anti-establishment actions**, and (2) a **structural opportunity**, such as economic pressures or changing demography, that makes taking political risks palatable.

## CONDITIONS FOR POPULISM



# MEASURING POPULIST SUPPORT

At Ipsos, we measure populist support using our “System Is Broken” Index (See slide 17). We first developed the index in Latin America in the early 2000s, redeployed the index to the U.S. in 2015, and have been tracking this sentiment globally since 2016. Critically, the index captures **discontent with the prevailing political establishment** and the **public’s willingness for leaders to “break the rules”** in order to fix their country.

Typically, we see long-term **economic and demographic change** as the driving forces behind populist sentiment.

Take, for example, the relatively high percentage of foreign-born people living in the U.S. right now. Politically, former President Donald Trump has taken advantage of these changing demographics by blaming the U.S.’ problems on the influx of immigrants. Here, **within a given opportunity structure**, groups like immigrants, elites, experts, and ethnic minorities are blamed for the problems facing the nation. The specific populist target will depend on the **context and country**. But the “blame game” is the hammer of the populist toolbox

## The Rise of Populism: A Global Approach

Entering a new supercycle of uncertainty

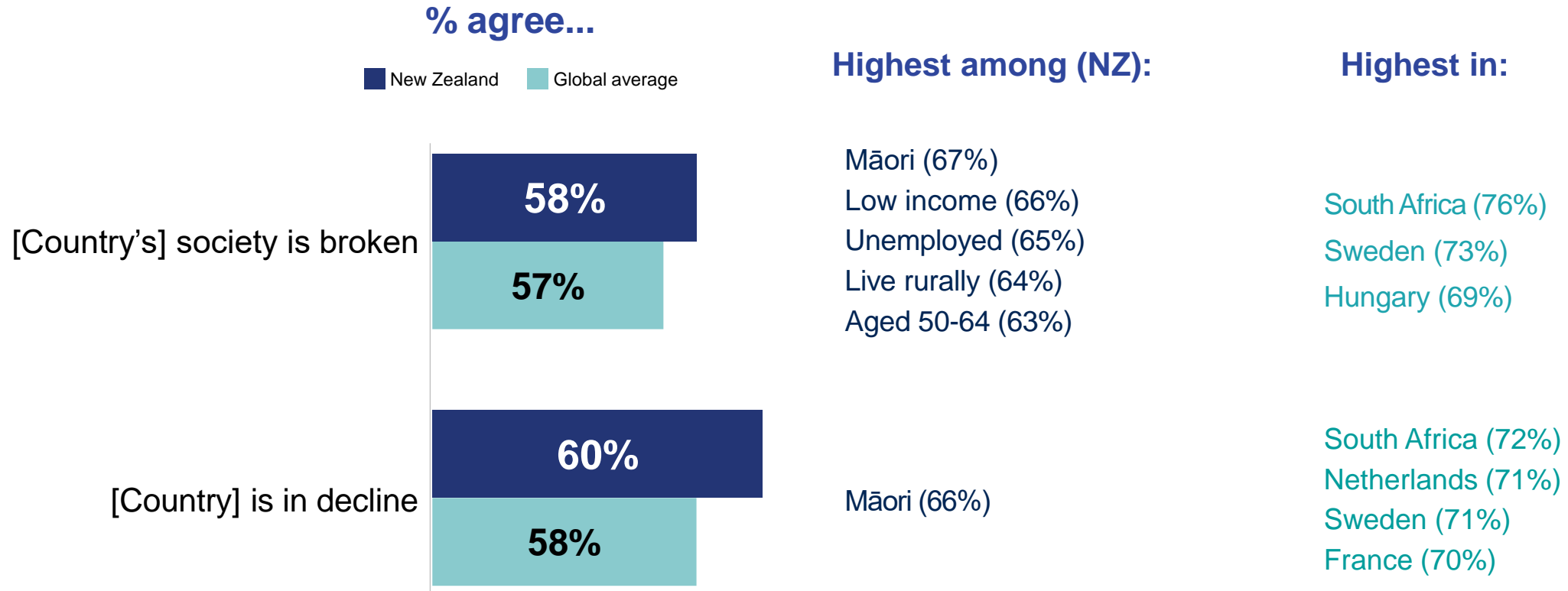


# DATA ON POPULISM



# POPULISM GLOBALLY

Q. And much do you agree or disagree with the following statements?



Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023

The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.



# Our society is broken

28-country average:

**57% agree**

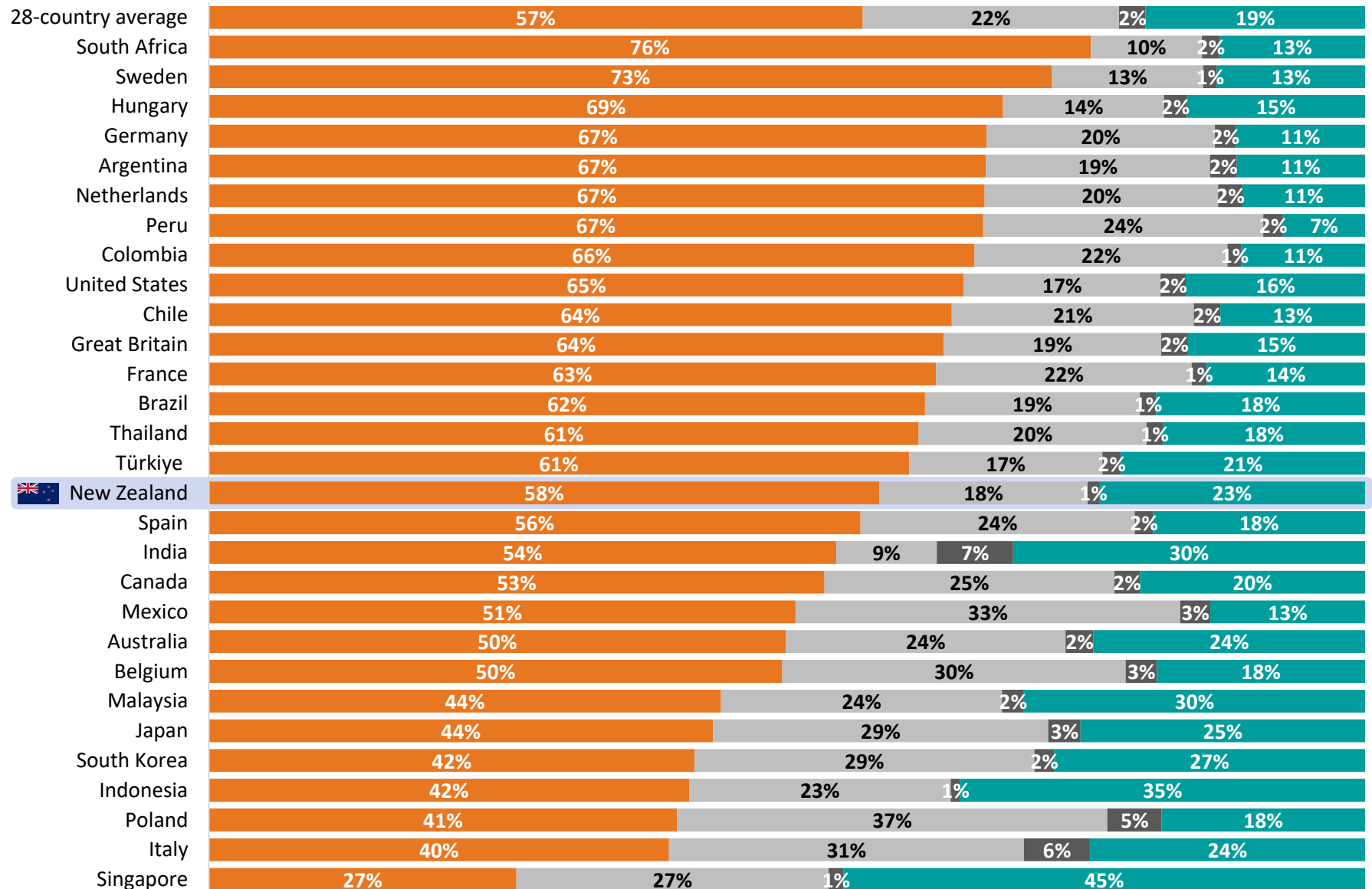
New Zealand:

**58% agree**

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, interviewed November 22-December 6, 2023

The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country, or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Agree   Neither agree nor disagree   Don't know   Disagree





## [Country] is in decline

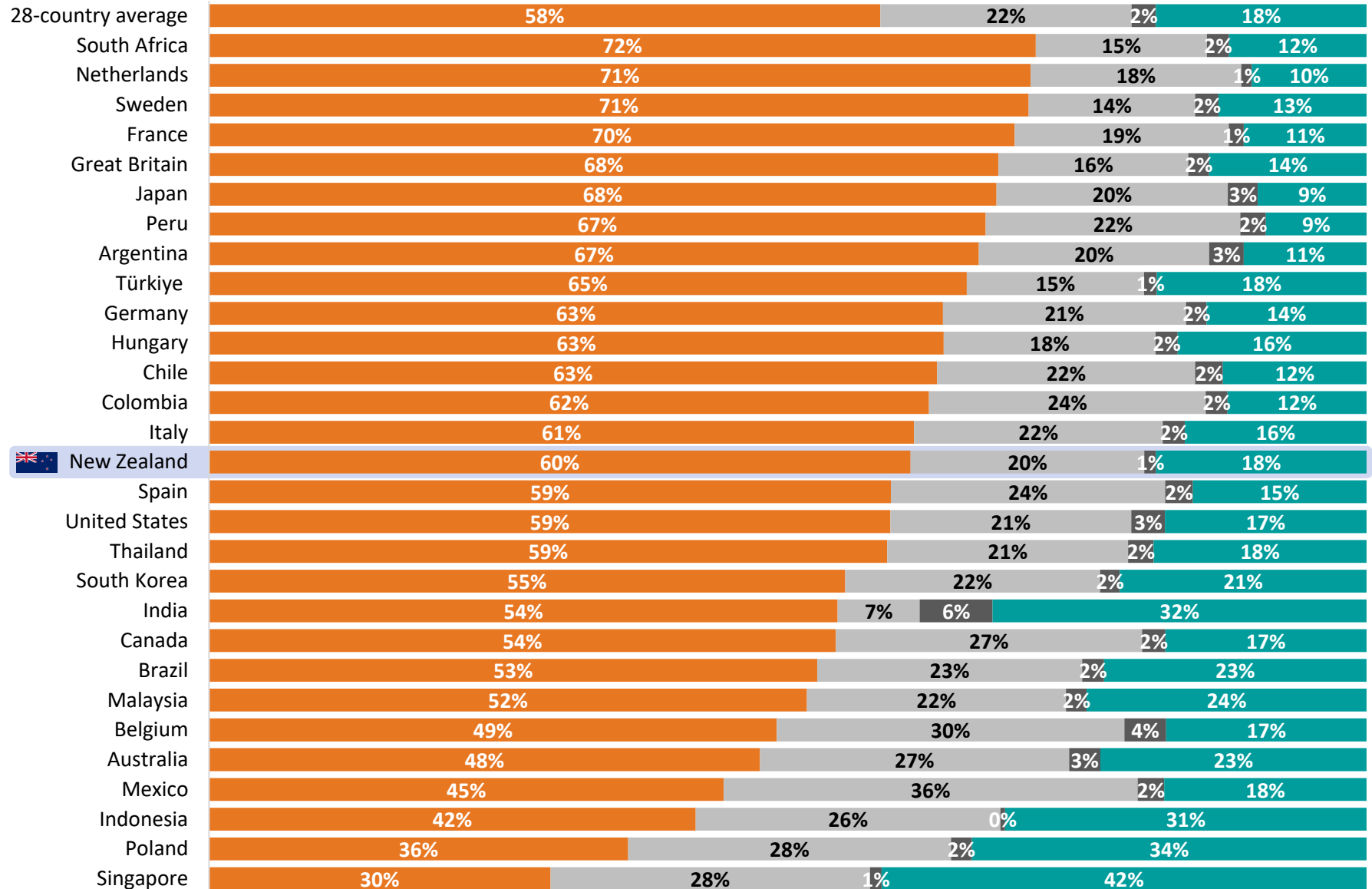
28-country average:  
58% agree

New Zealand:  
60% agree

Base: New Zealand (n=1,001), interviewed February 20-29, 2024); Global (n=20,630) online adults under age 75 across 28 countries, interviewed November 22-December 6, 2023

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Agree Neither agree nor disagree Don't know Disagree



# IPSOS' SYSTEM IS BROKEN INDEX

# IPSOS' SYSTEM IS BROKEN INDEX

The **system is broken index** is made up of the average agreement to the five statements below:

The [Country's] economy is rigged to advantage the rich and powerful

[Country] needs a strong leader to take the country back from the rich and powerful

Experts in this country don't understand the lives of people like me

To fix [Country], we need a strong leader willing to break the rules

Traditional parties and politicians don't care about people like me

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023

The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.



Q

## TREND

### System Is Broken Index

28-country average:


**61% agree**

New Zealand:

**59% agree**

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

## % agree

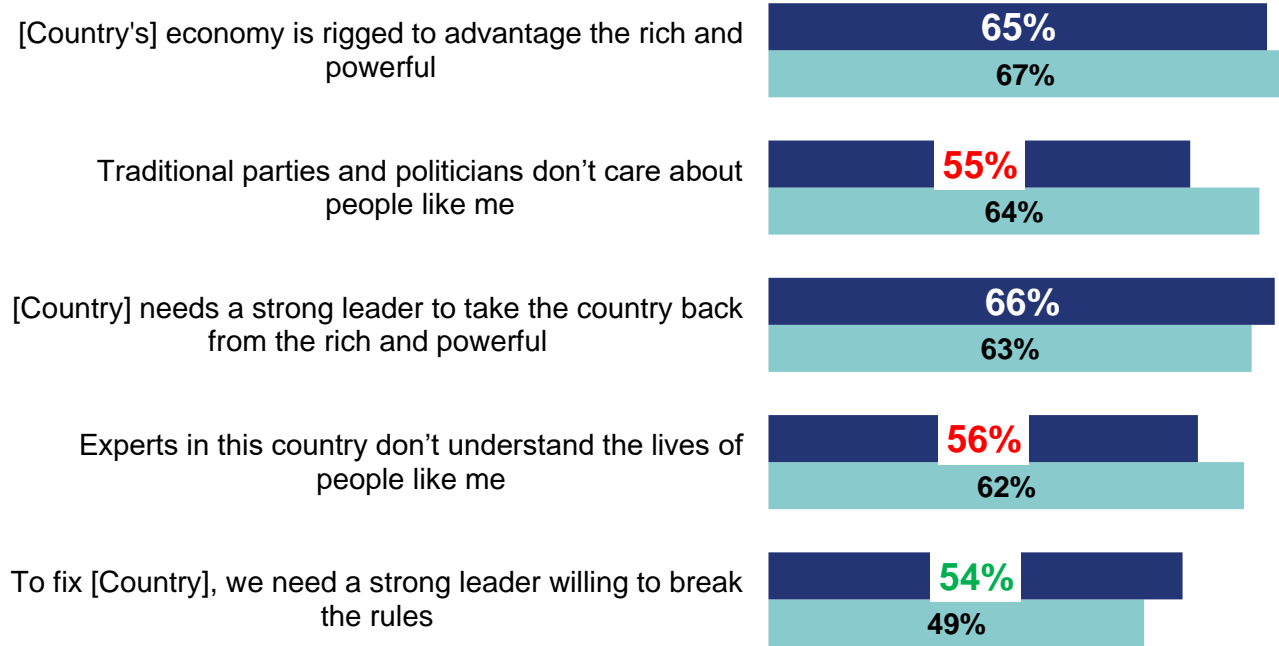
	2023	2022	2021	2019	2016
28-country average	61%	57%	62%	62%	60%
Thailand	76%	69%	N/A	N/A	N/A
South Africa	73%	65%	71%	67%	58%
India	73%	N/A	N/A	N/A	65%
Peru	70%	63%	71%	68%	70%
Brazil	67%	57%	72%	66%	62%
South Korea	66%	56%	71%	64%	66%
Hungary	66%	61%	65%	64%	66%
Türkiye	65%	69%	64%	63%	61%
Argentina	64%	58%	63%	67%	59%
Great Britain	64%	63%	57%	66%	60%
Colombia	63%	60%	74%	N/A	N/A
France	63%	56%	61%	71%	74%
Malaysia	62%	59%	67%	56%	N/A
Mexico	62%	60%	64%	70%	71%
Indonesia	62%	59%	N/A	N/A	N/A
Australia	60%	57%	61%	62%	62%
United States	60%	59%	65%	60%	62%
 New Zealand	59%	N/A	N/A	N/A	N/A
Japan	59%	56%	61%	52%	45%
Chile	59%	56%	71%	64%	N/A
Canada	58%	51%	54%	59%	56%
Italy	57%	54%	68%	64%	69%
Belgium	56%	60%	60%	64%	63%
Spain	55%	53%	59%	64%	67%
Poland	52%	57%	63%	64%	63%
Singapore	52%	N/A	N/A	N/A	N/A
Sweden	49%	39%	42%	45%	35%
Netherlands	48%	48%	48%	N/A	N/A
Germany	48%	44%	47%	49%	44%

# BROKEN SYSTEM INDEX

Q. And much do you agree or disagree with the following statements?

% agree...

■ New Zealand ■ Global average



Highest among:

Māori (79%)  
Low income (73%)  
Aged 18-34 (71%)

Māori (69%)  
Low income (63%)  
Aged 18-34 (60%)

Māori (82%)  
Low income (77%)  
Aged 65+ (72%)

Māori (73%)  
Low income (66%)

Asian (64%)  
Māori (61%)  
Unemployed (57%)

Highest in:

South Africa (80%)  
Thailand (79%)

Peru (79%)  
South Africa (74%)

Thailand (80%)  
South Africa (79%)

India (73%)  
Columbia (72%)

Thailand (85%)  
India (73%)

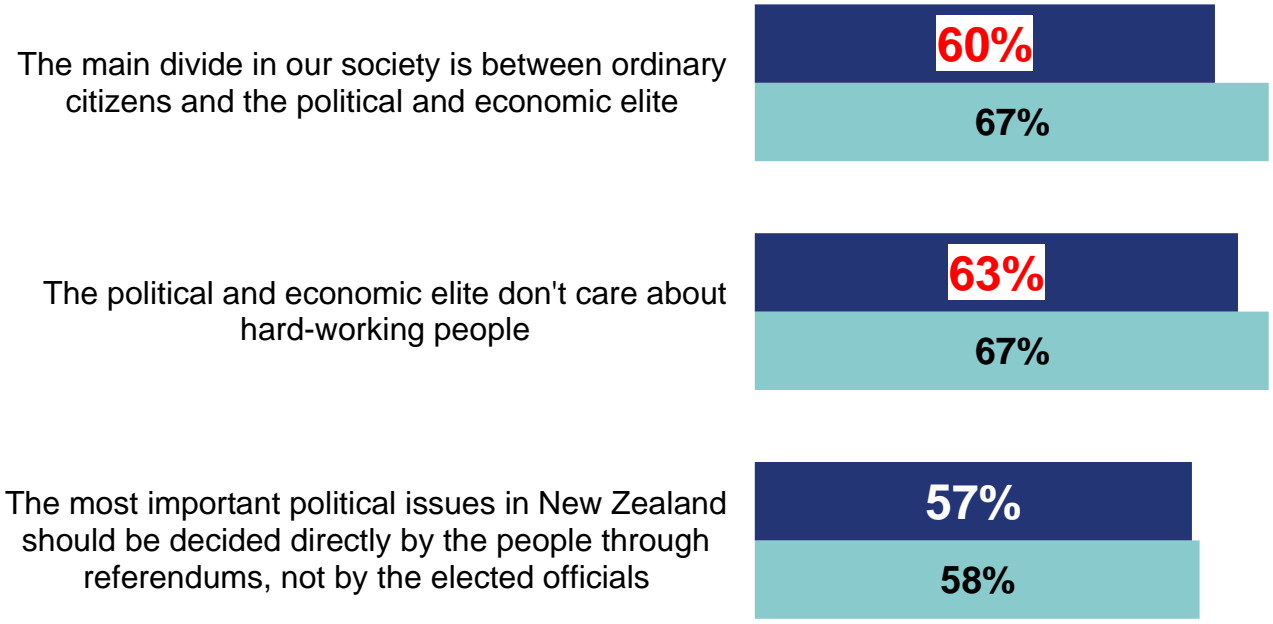
Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023  
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# POPULISM SENTIMENT

Q. And much do you agree or disagree with the following statements?

% agree...

■ New Zealand ■ Global average



Highest among:

- Māori (78%)
- Low income (69%)
- Medium income (65%)
- Aged 16-34 (65%)

Highest in:

- Hungary (80%)
- South Africa (79%)
- France (77%)

- Māori (76%)
- Medium income (70%)
- Low income (68%)

- South Africa (80%)
- Thailand (78%)
- Hungary (77%)

- Māori (70%)
- Unemployed (63%)
- Aged 18-34 (62%)

- India (74%)
- Thailand (73%)
- South Africa (73%)

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023  
 The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.  
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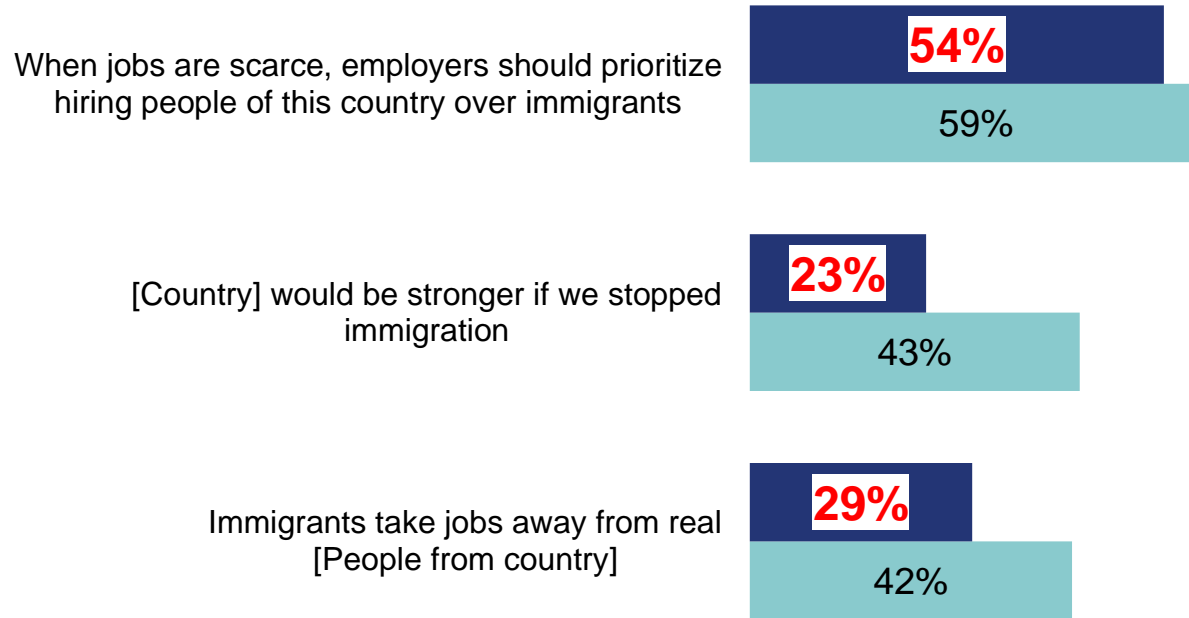
# IMMIGRATION AND NATIVISM

# IMMIGRATION AND NATIVISM

Q. And much do you agree or disagree with the following statements?

% agree...

■ New Zealand ■ Global average



Highest among:

- Aged 65+ (65%)
- Low income (60%)
- Low income (30%)
- Aged 65+ (28%)
- Living rurally (28%)
- Māori (28%)
- Low income (39%)
- Māori (36%)
- Aged 65+ (36%)

Highest in:

- Indonesia (84%)
- Hungary (81%)
- Thailand (80%)
- Türkiye (77%)
- India (76%)
- Chile (60%)
- India (75%)
- Türkiye (74%)
- Malaysia (64%)

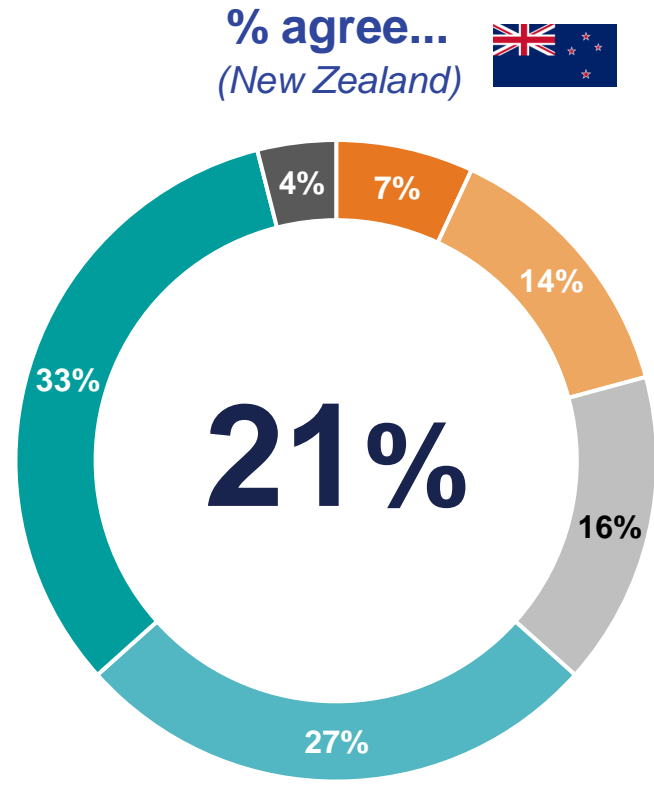
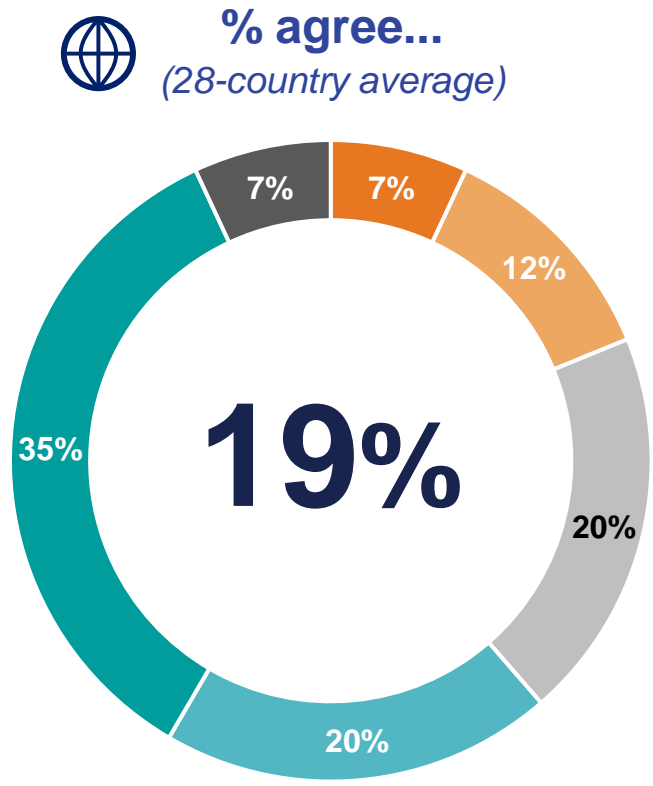
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# GOVERNMENT & PUBLIC SPENDING

# VIEWS ON TAX INCREASES

Q. Do you agree or disagree that the government should increase taxes to pay for any additional public spending?.....



- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree
- Don't know

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023  
 The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.  
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Q

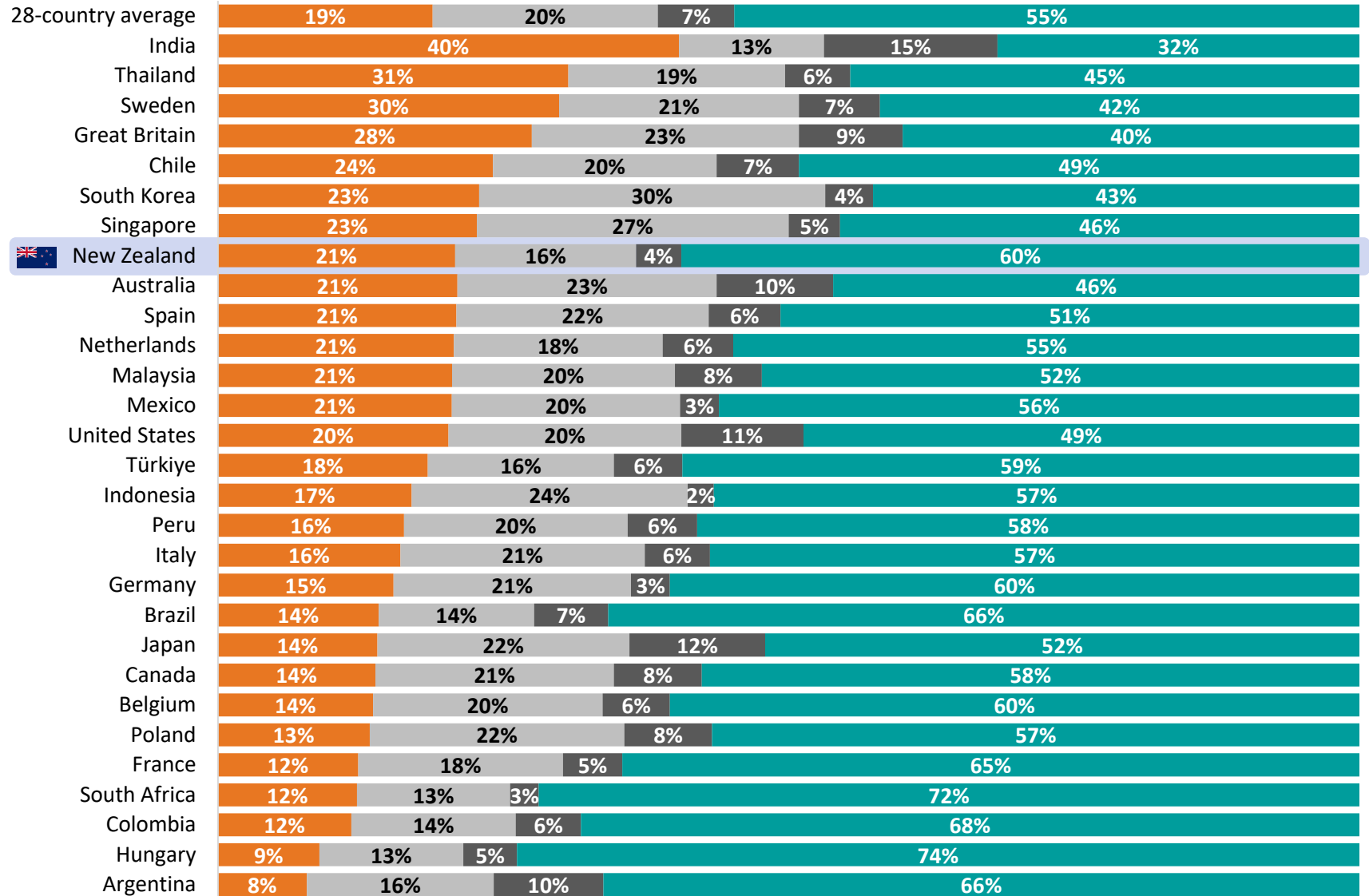
**Do you agree or disagree that the [Country] government should increase taxes to pay for any additional public spending?**

*28-country average:*  
**19% agree**

**New Zealand:**  
**21% agree**

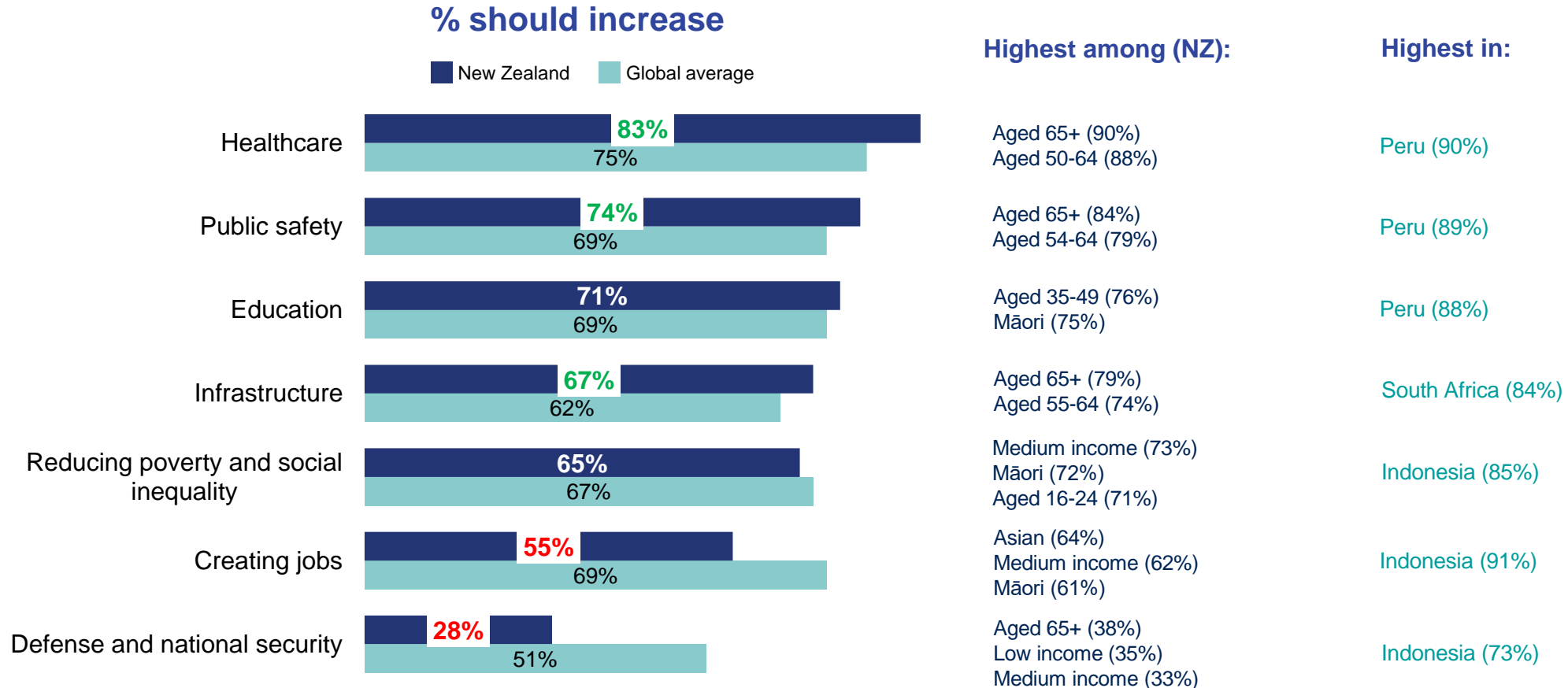
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Agree    Neither agree nor disagree    Not sure    Disagree



# PUBLIC SPENDING

Q. To what extent do you think the [Country] government should increase or lower its spending in each of the following:



Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023  
 The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.  
 Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

# METHODOLOGY





# Methodology

These are the results of a 28-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, November 22 and Friday, December 6, 2023. For this survey, Ipsos interviewed a total of 20,630 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries. In New Zealand, 1,001 adults 18+ were surveyed between 20 and 29 February 2024.

The sample consists of approximately 1,000 individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Turkey. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

Some of the analysis refers to a “28-country average”. This reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. New Zealand is not part of the “28-country average”.

India’s sample represents a large subset of its urban population — social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data. The “28-country average” reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses. The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

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# ABOUT IPSOS

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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. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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# GAME CHANGERS

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

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

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

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“**Game Changers**” – our tagline – summarises our ambition to help our clients to navigate more easily our deeply changing world.



**BE  
SURE.  
ACT  
SMARTER.**

**GAME CHANGERS**



# APPENDIX 1: MEASURING POPULISM

# SPOTLIGHT ON SOME KEY 2024 ELECTIONS

Country	Date	Type	Broken System (28-country average 61%)
Indonesia	February 14	Presidential	62%
India	April to May	Parliamentary	73%
South Africa	May to August	Parliamentary	73%
Mexico	June 2	Presidential	62%
United States	November 5	Presidential	60%
United Kingdom	Latest January 2025	Parliamentary	64%

**Citizens in our 28-country survey are strongly predisposed** to populist and anti-establishment solutions. This sentiment has had a majority leaning in a number of key countries since 2016.

**The building blocks of populism are alive and well in 2024.** When it comes to select elections this year our survey shows similarly strong tendencies towards populist and anti-system attitudes. [Our populism survey](#) points to a loss in faith in many political systems.

**“Traditional parties & politicians don’t care about people like me”** is a case in point. Large majorities in Indonesia, Mexico, South Africa, India, the U.S., and the UK all agree with this statement. Many also believe there is a need for a strong leader to fix their country. Furthermore, large swaths of populations similarly agree that the “system is rigged.”

# SPOTLIGHT ON: ANTI-ESTABLISHMENT CONTEXT

**Anti-establishment sentiment has been shown to correlate with varying forms of social and political disorganization.** This can run the gambit from a breakdown of political norms to violations of constitutional principles, including electoral interference.

**Large majorities or pluralities in many countries are suspicious of elites, experts, and immigrants.** All these groups are potential scapegoat targets for anti-system, populist leaders. For example, consider “experts.” There are large majorities in Indonesia, Mexico, South Africa, India, the U.S., and the UK who view experts in their countries with suspicion. Strong pluralities to majorities in these countries also agree that immigrants should be prohibited from holding a job under certain circumstances. Again, examples of the “other”—a populist ploy—can be found throughout our survey.

**Global citizens are also strongly in favor of government intervention—socially and politically.** Supermajorities in Indonesia, Mexico, South Africa, India, the U.S., and the UK believe the government should increase spending on infrastructure, education, healthcare, public safety, create jobs and reduce poverty. Populists are against the prevailing political order, not large, robust government.

**% who agree that their country needs a strong leader to take the country back from the rich and powerful:**

**63%** 28-country average

**79%** South Africa

**38%** Germany

**See slide 26 for details**

# SPOTLIGHT ON: COUNTRY SPECIFICS

**Anti-system sentiment has been relatively constant among Americans since 2016.** Here, Trump captures the prevailing zeitgeist as the champion of a broken country. Biden, in contrast, is the quintessential establishment candidate. Which worldview will prevail? Establishment or anti-establishment? We will see.

**Similarly, anti-system governments in Mexico, Indonesia, and India all are attempting to stay in power.** To this end, high levels of anti-system sentiment in these countries reinforce such politics. Modi in India, Subianto in Indonesia, and Sheinbaum in Mexico all are favored to win. But elections are more than just attitudinal leanings. Other mechanisms, like the economy, matter. That said, a sweep here would strengthen the anti-system movement globally—a check on prevailing establishment politics.

**In contrast, the UK has a general election later this year.** After a rallying-around period during the pandemic, there has been a steep increase in those who feel the country is in decline, with concerns spanning the economy, public services, and immigration. At the moment, Labour is taking advantage of this time-for-change sentiment but is not backed by a lot of public enthusiasm. An establishment party will win in the UK this year against the backdrop of strong anti-system sentiment.

**Finally, South Africa has one dominant establishment party—the ANC.** But cracks are showing, and anti-establishment sentiment is high. The challenges more than likely will come from within the party. We are keeping a special eye on the unique way that anti-system sentiment might manifest itself in South Africa.



# LOOKING AHEAD

**2024 will produce a wide-variety of electoral outcomes.** In some countries, anti-establishment governments have a good chance of staying in power. In others, we can expect a battle between the establishment and anti-establishment.

**The U.S. is the classic case of this.** Countries like Germany, with its EU parliamentary and district elections this year, will similarly see establishment and anti-establishment candidates face off with uncertain consequences.

Finally, some, like the UK and South Africa, have strong establishment inertia—Britain with its two historical parties and South Africa with the traditionalist party, the ANC. How will anti-establishment fervor show itself across these contexts? It's difficult to say. **But here at Ipsos we will keep the continual pulse of the world in 2024.**





# APPENDIX 2: POPULISM STATEMENTS & SYSTEM IS BROKEN INDEX



# The economy is rigged to advantage the rich and powerful

28-country average:

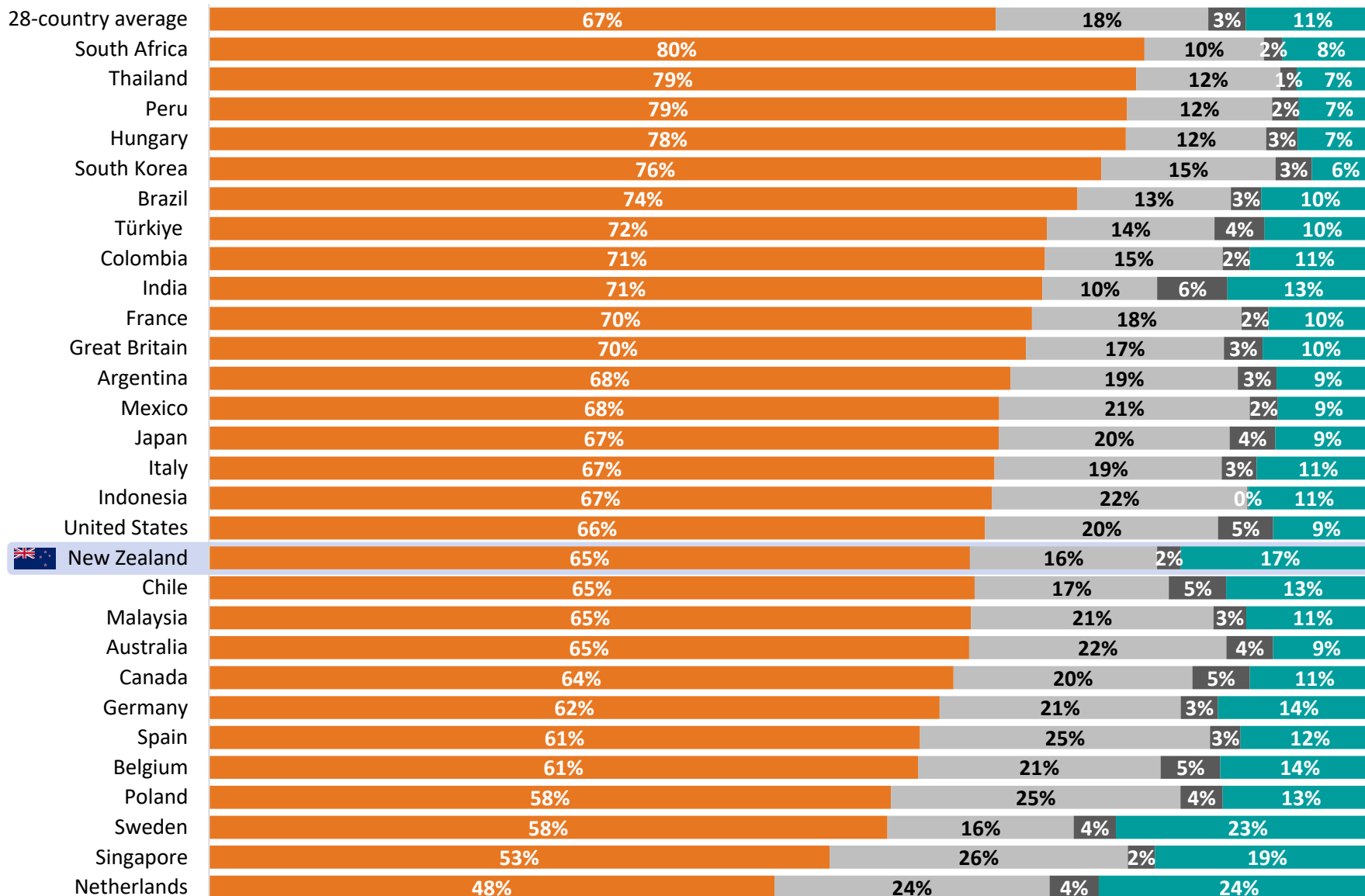
67% agree

New Zealand:

65% agree

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country, or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Agree Neither agree nor disagree Don't know Disagree





# Traditional parties and politicians don't care about people like me

28-country average:

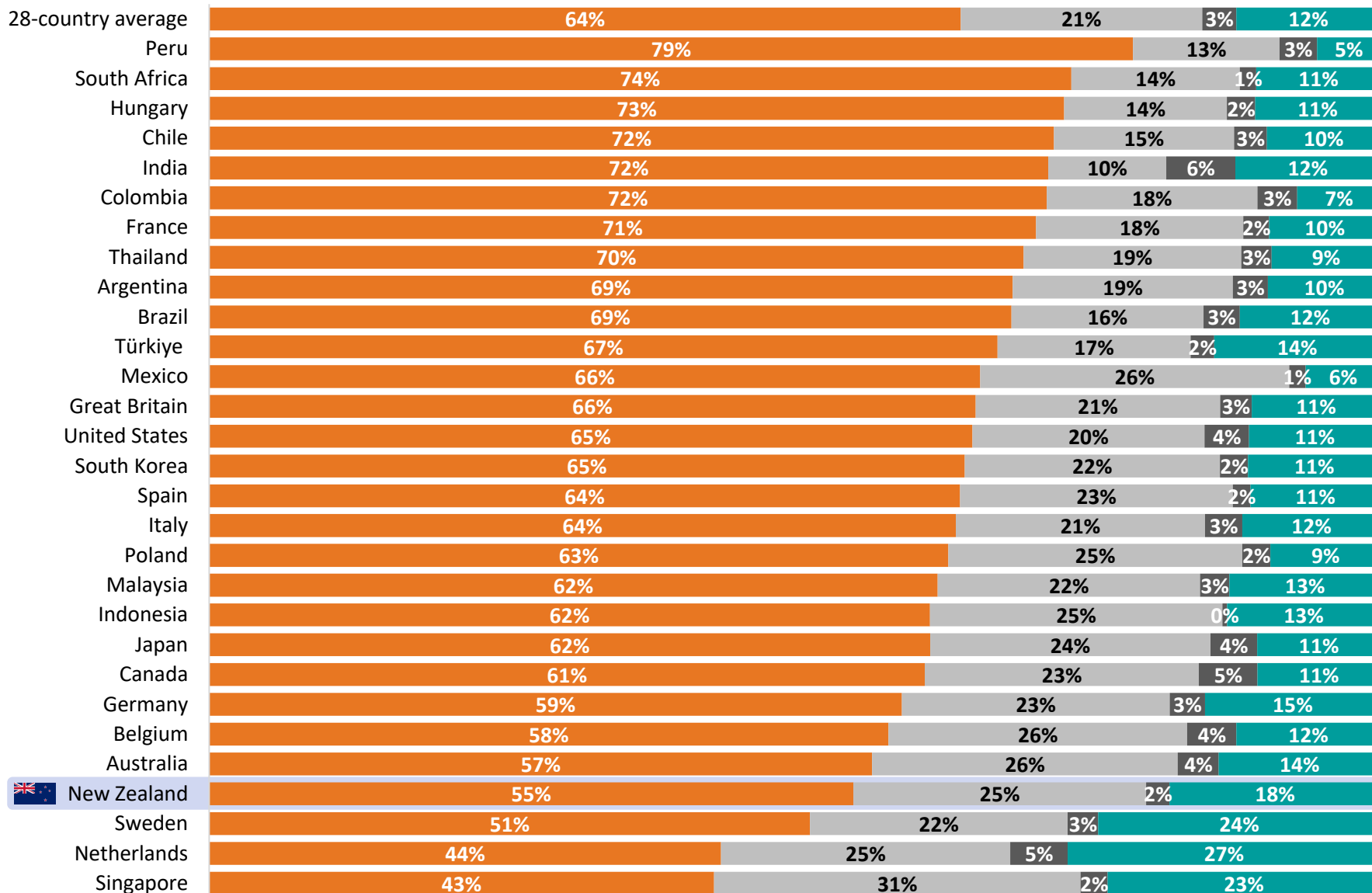
64% agree

New Zealand:

55% agree

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Agree Neither agree nor disagree Don't know Disagree



Q

# [Country] needs a strong leader to take the country back from the rich and powerful

28-country average:

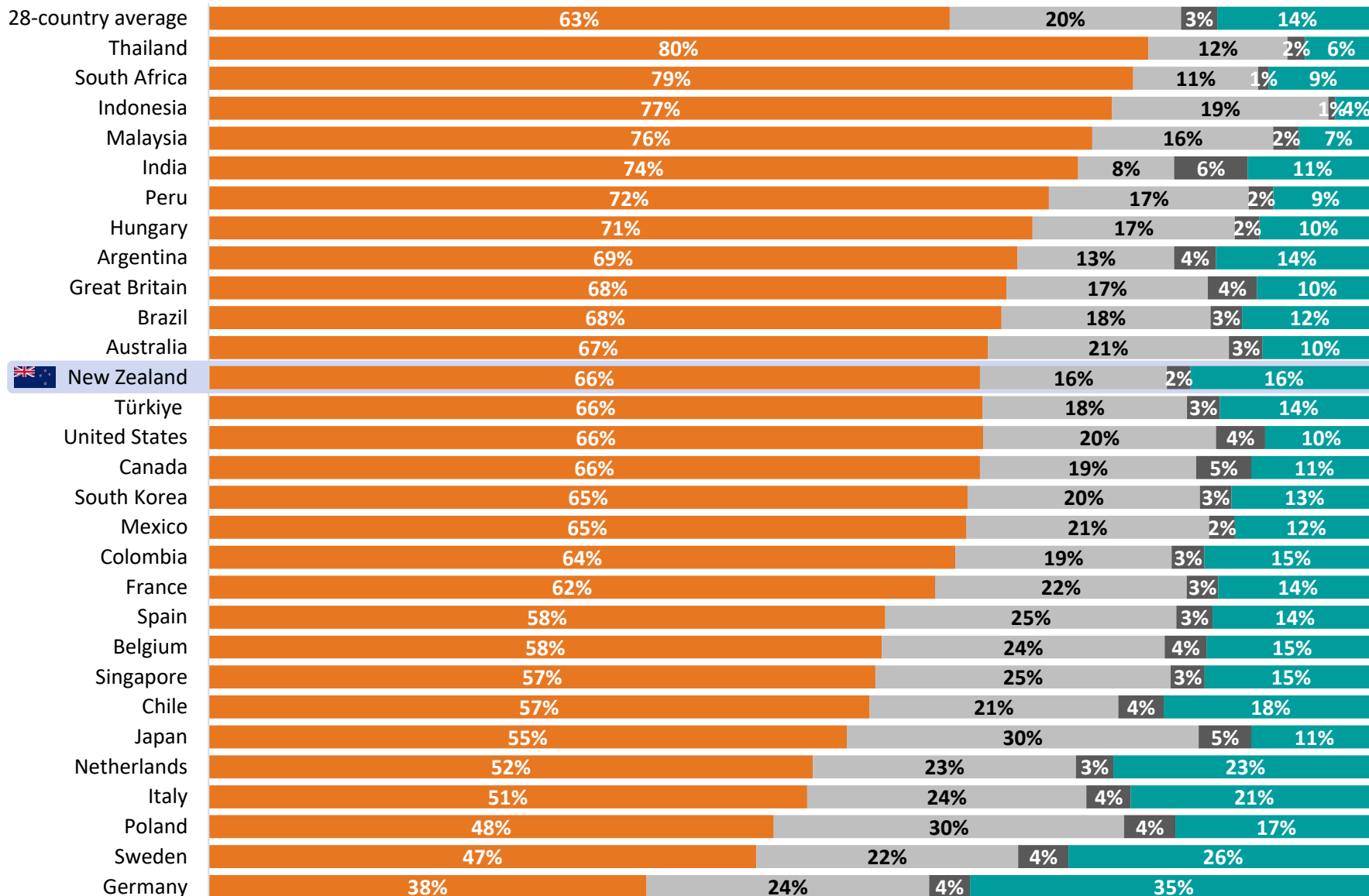
63% agree

New Zealand:

66% agree

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country, or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Agree    Neither agree nor disagree    Don't know    Disagree





## Experts in this country don't understand the lives of people like me

28-country average:

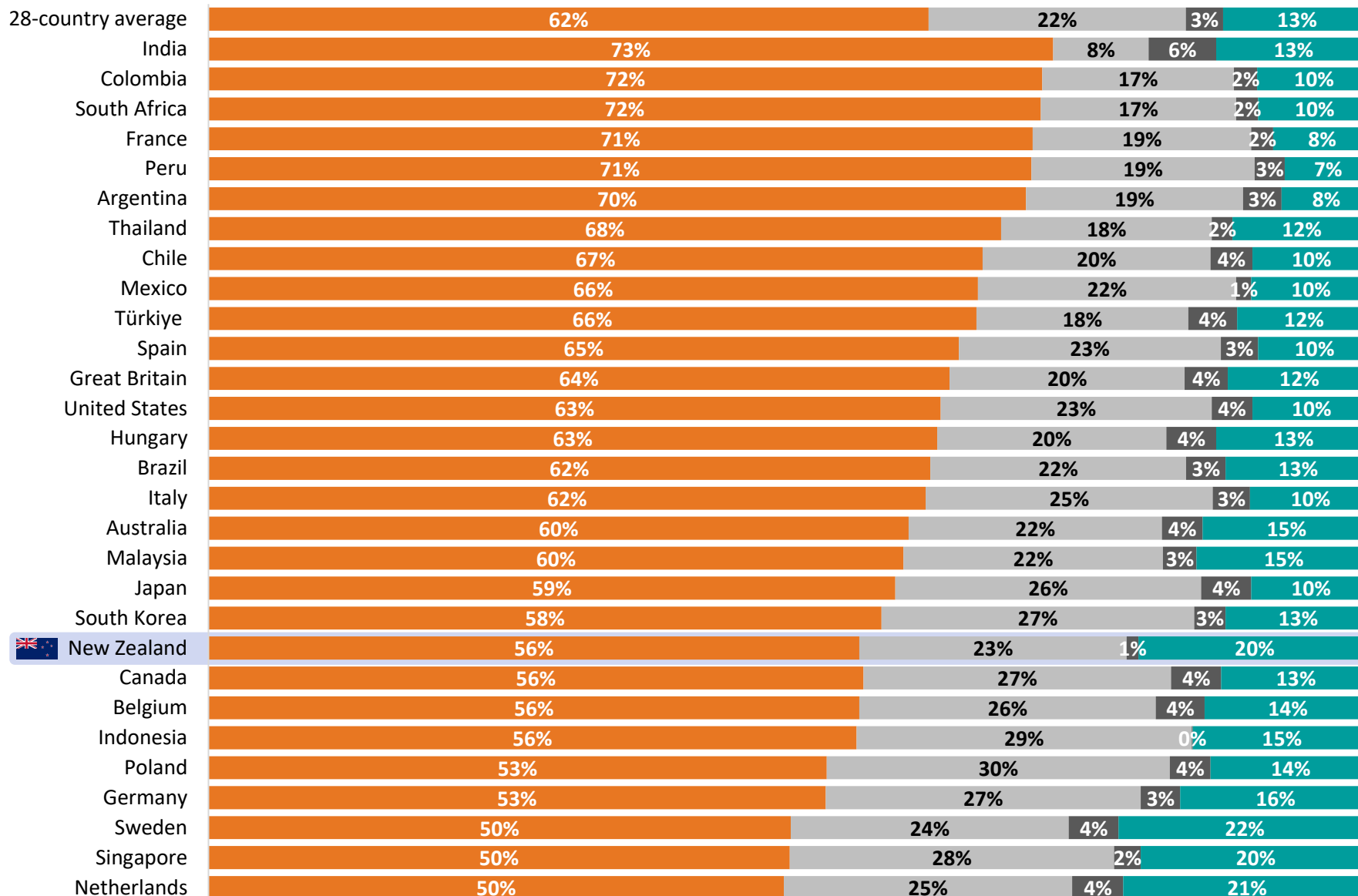
**62% agree**

New Zealand:

**56% agree**

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country, or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Agree   Neither agree nor disagree   Don't know   Disagree





## To fix [Country], we need a strong leader willing to break the rules

28-country average:

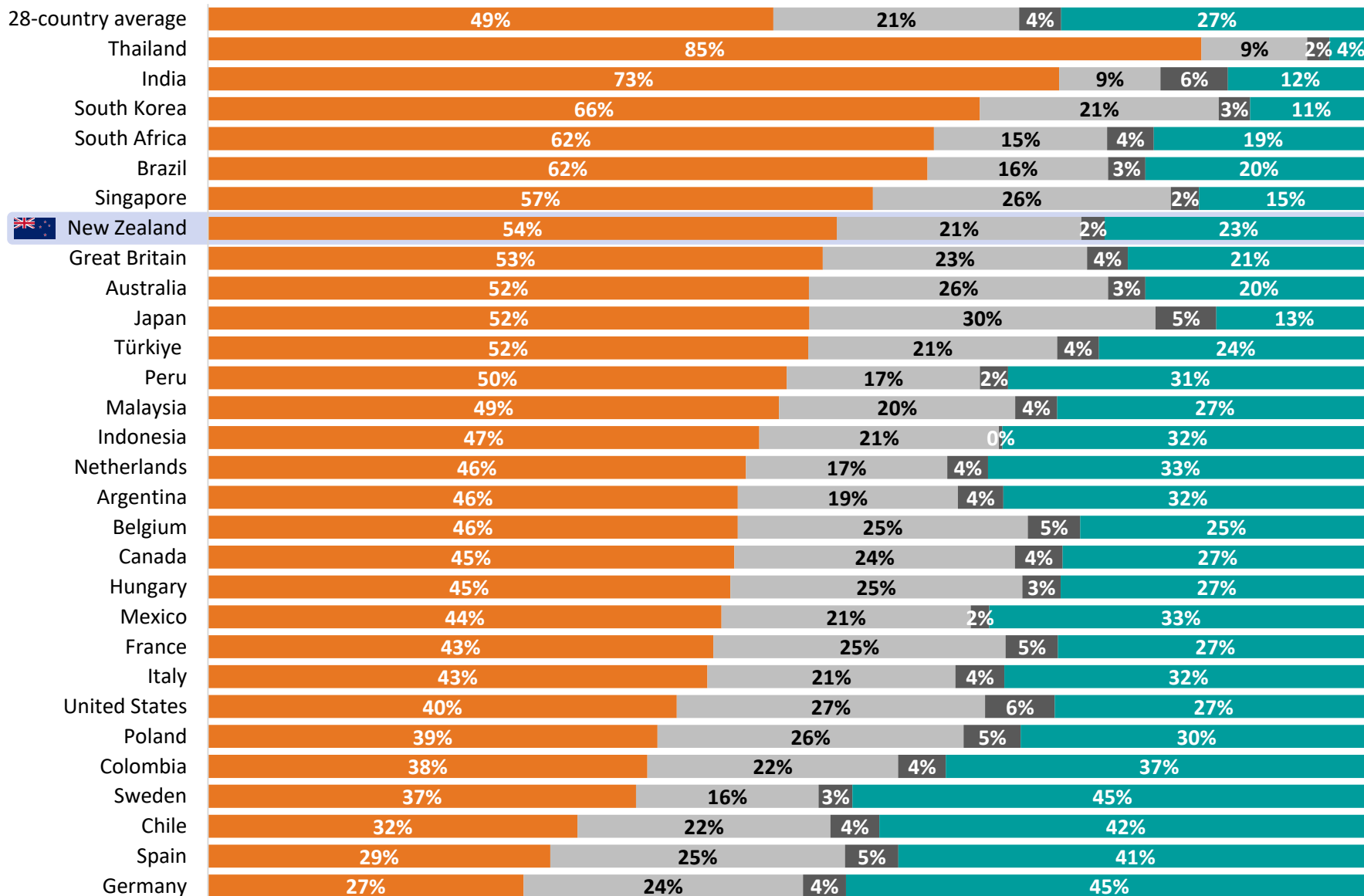
49% agree

New Zealand:

54% agree

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country, or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Agree Neither agree nor disagree Don't know Disagree



Q

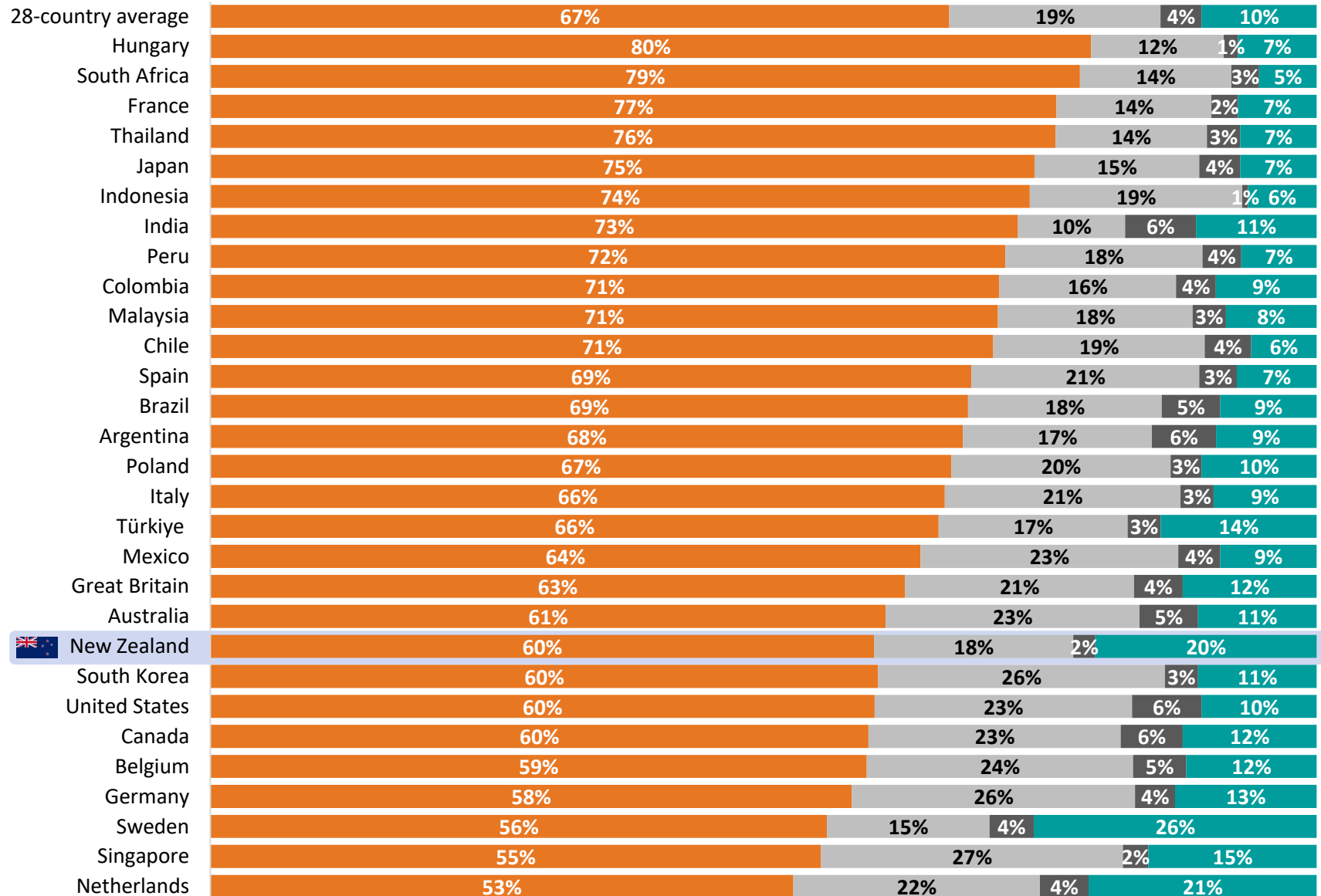
# The main divide in our society is between ordinary citizens and the political and economic elite

28-country average:  
67% agree

New Zealand:  
60% agree

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Agree   Neither agree nor disagree   Don't know   Disagree







# The political and economic elite don't care about hard-working people

28-country average:

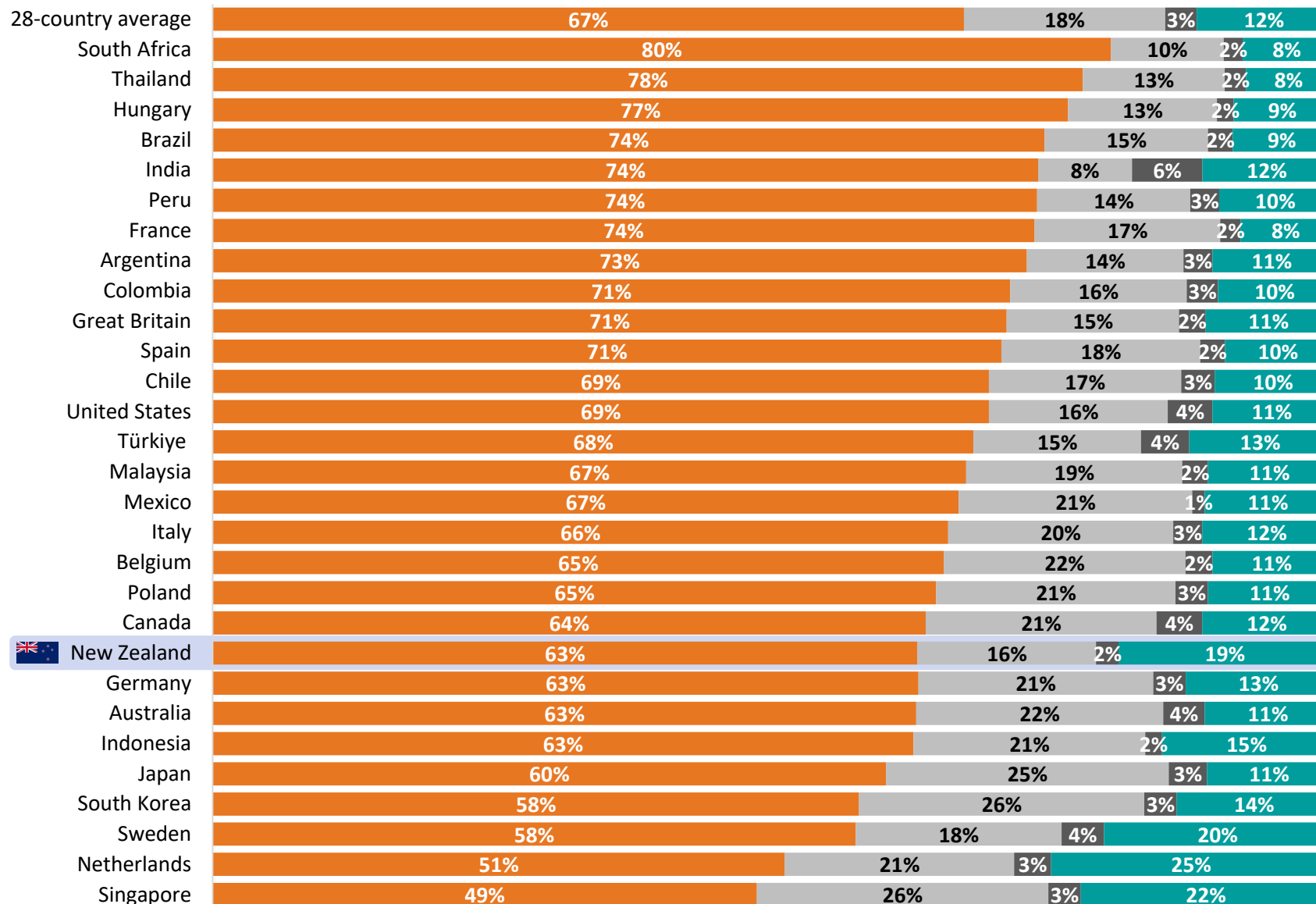
67% agree

New Zealand:

63% agree

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country, or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Agree Neither agree nor disagree Don't know Disagree







## The most important political issues in [Country] should be decided directly by the people through referendums, not by the elected officials

28-country average:

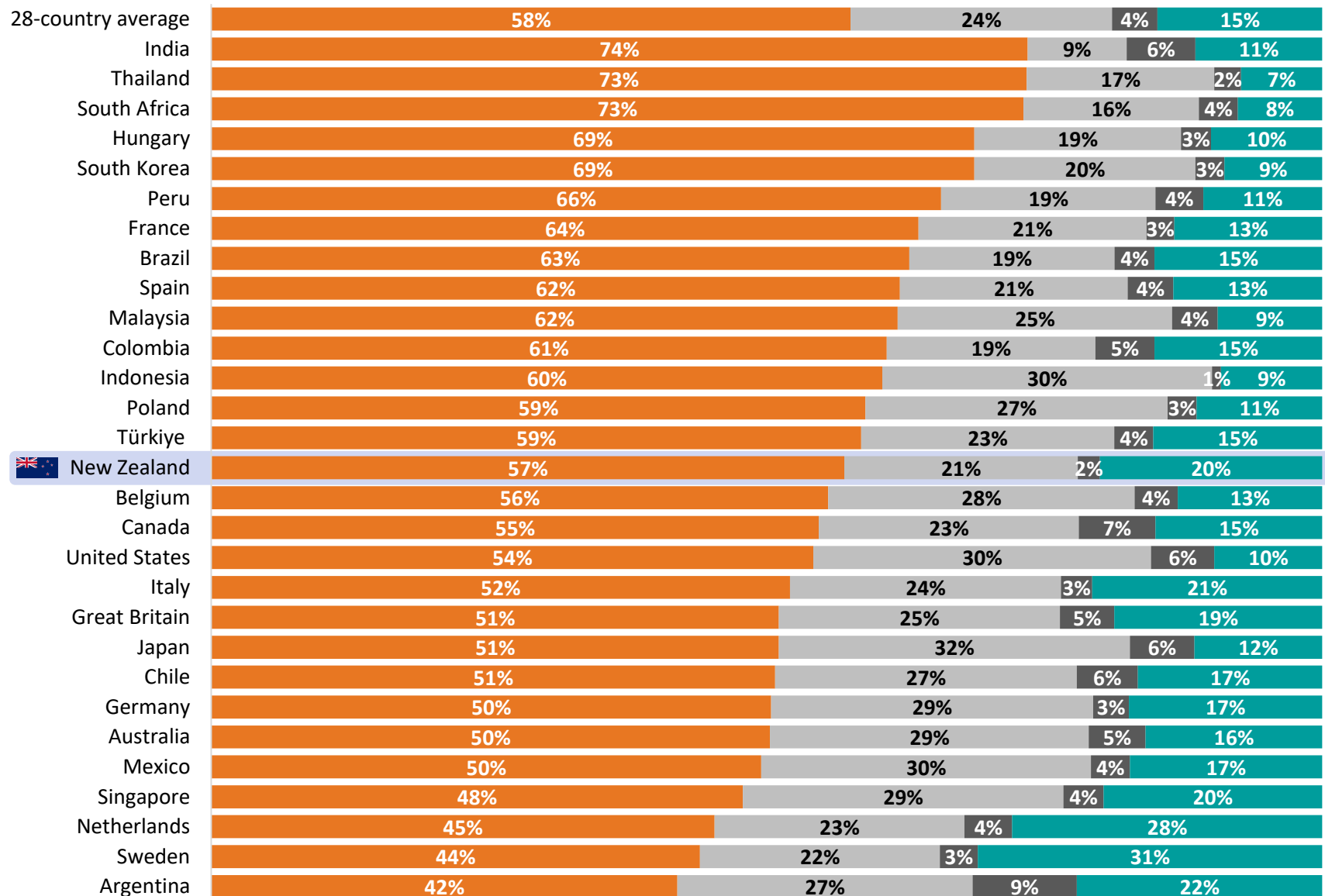
**58% agree**

New Zealand:

**57% agree**

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country, or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Agree    Neither agree nor disagree    Don't know    Disagree



# APPENDIX 3: IMMIGRATION & NATIVISM



## When jobs are scarce, employers should prioritize hiring people of this country over immigrants

28-country average:

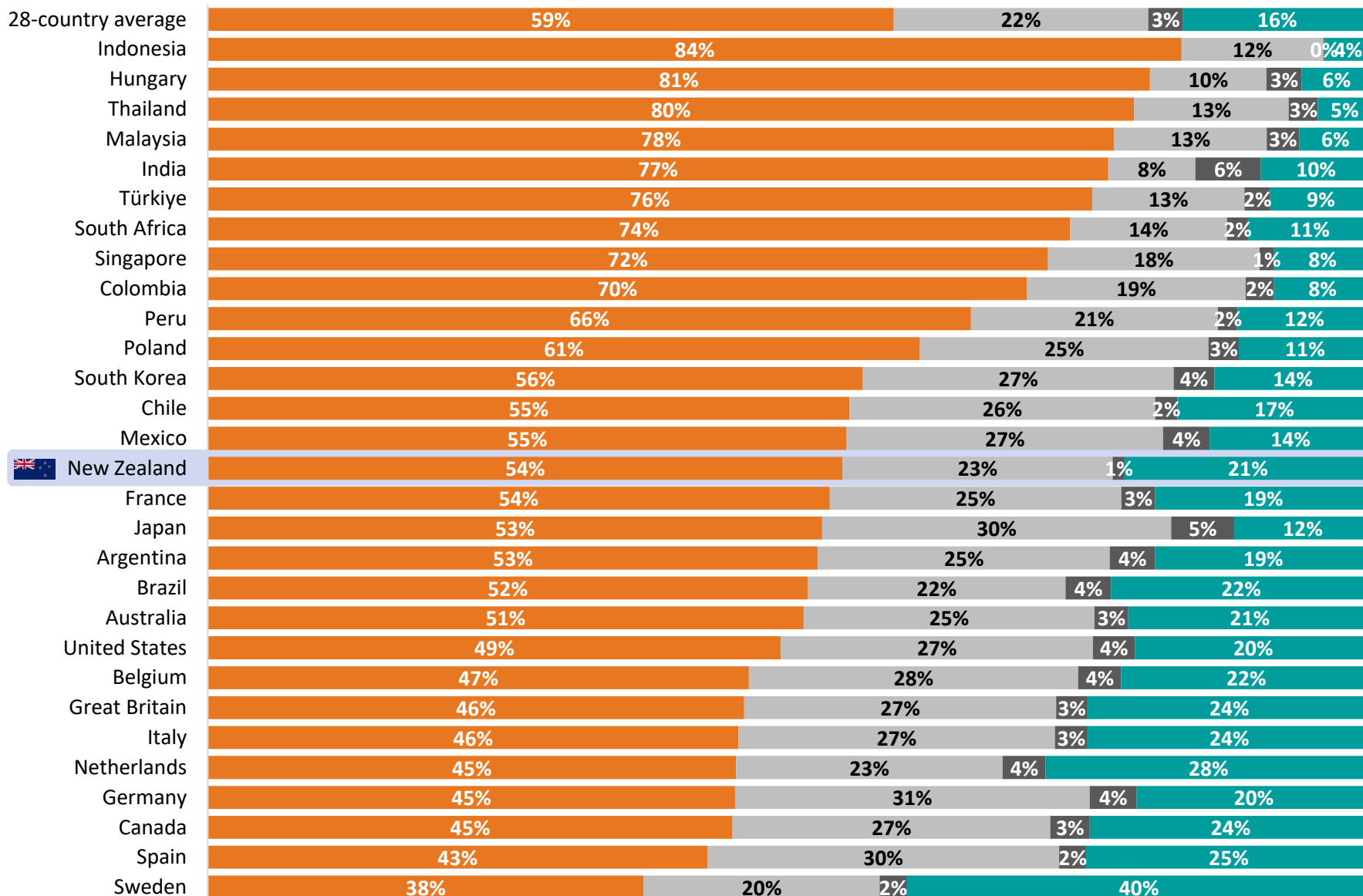
**59% agree**

New Zealand:

**54% agree**

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country, or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Agree   Neither agree nor disagree   Don't know   Disagree





## [Country] would be stronger if we stopped immigration

28-country average:

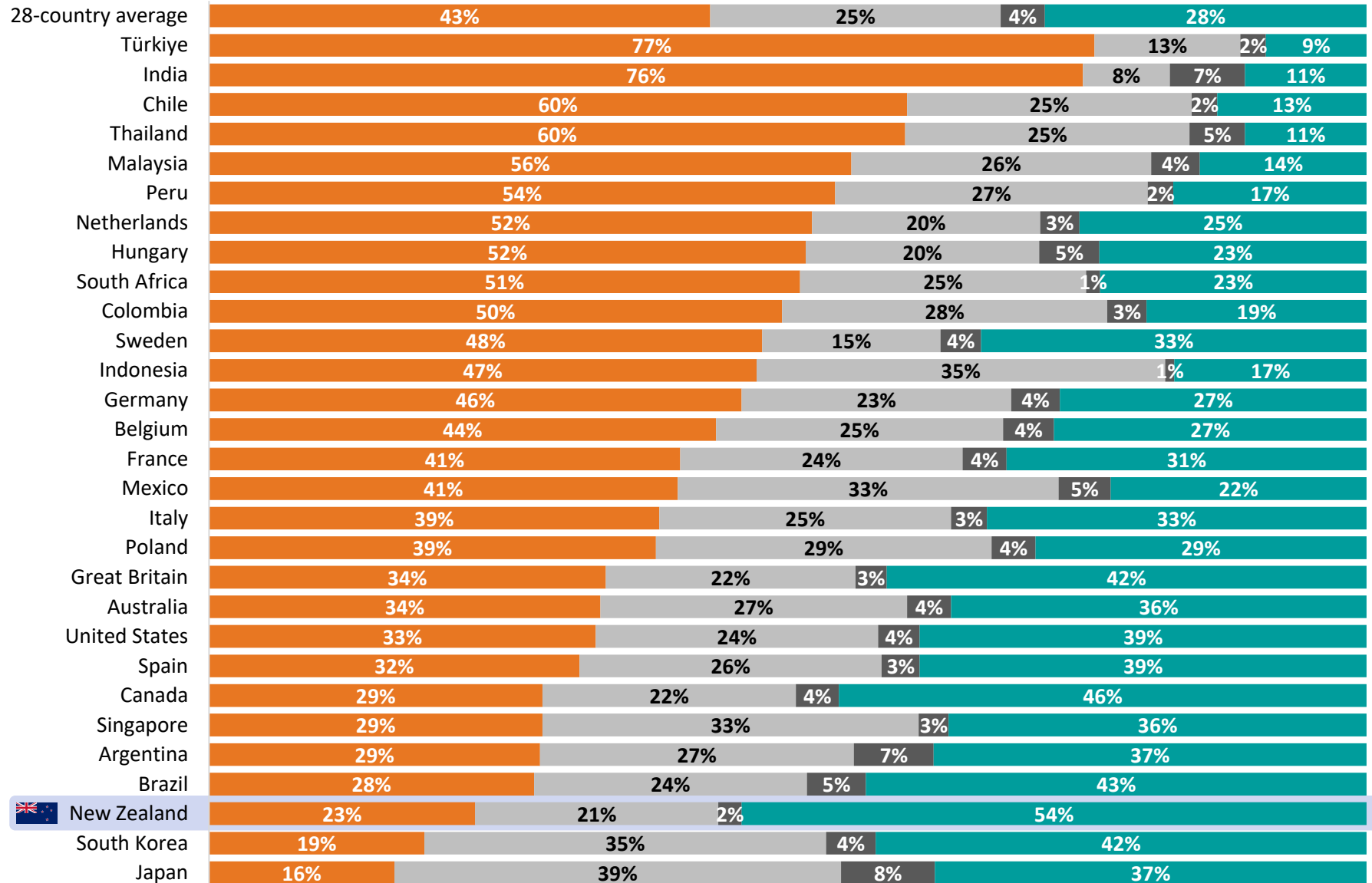
**43% agree**

New Zealand:

**23% agree**

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Agree   Neither agree nor disagree   Don't know   Disagree



Q

## Immigrants take jobs away from real [PEOPLE FROM COUNTRY]

28-country average:

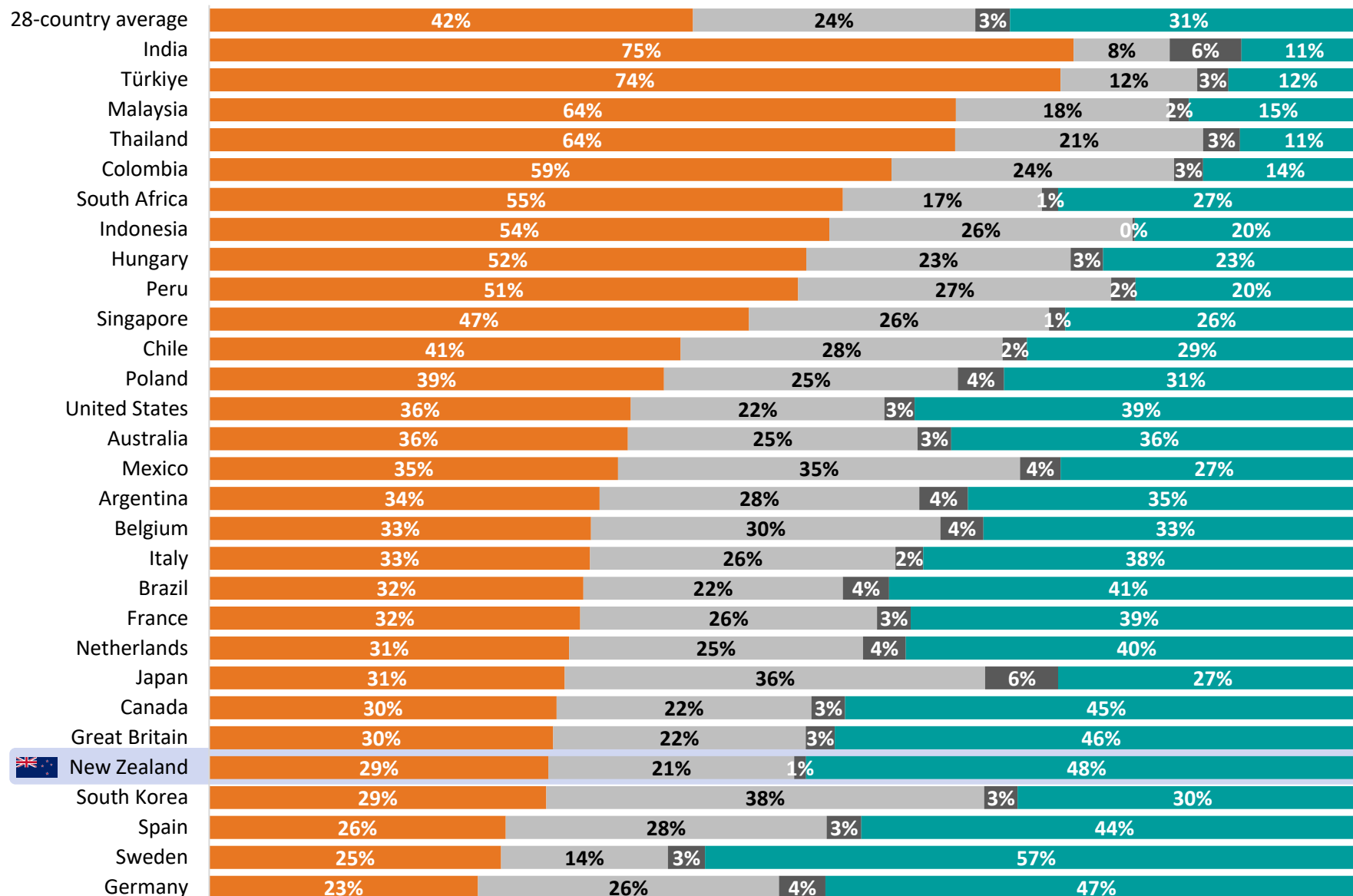
42% agree

New Zealand:

29% agree

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country, or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Agree Neither agree nor disagree Don't know Disagree



# APPENDIX 4: PUBLIC SPENDING



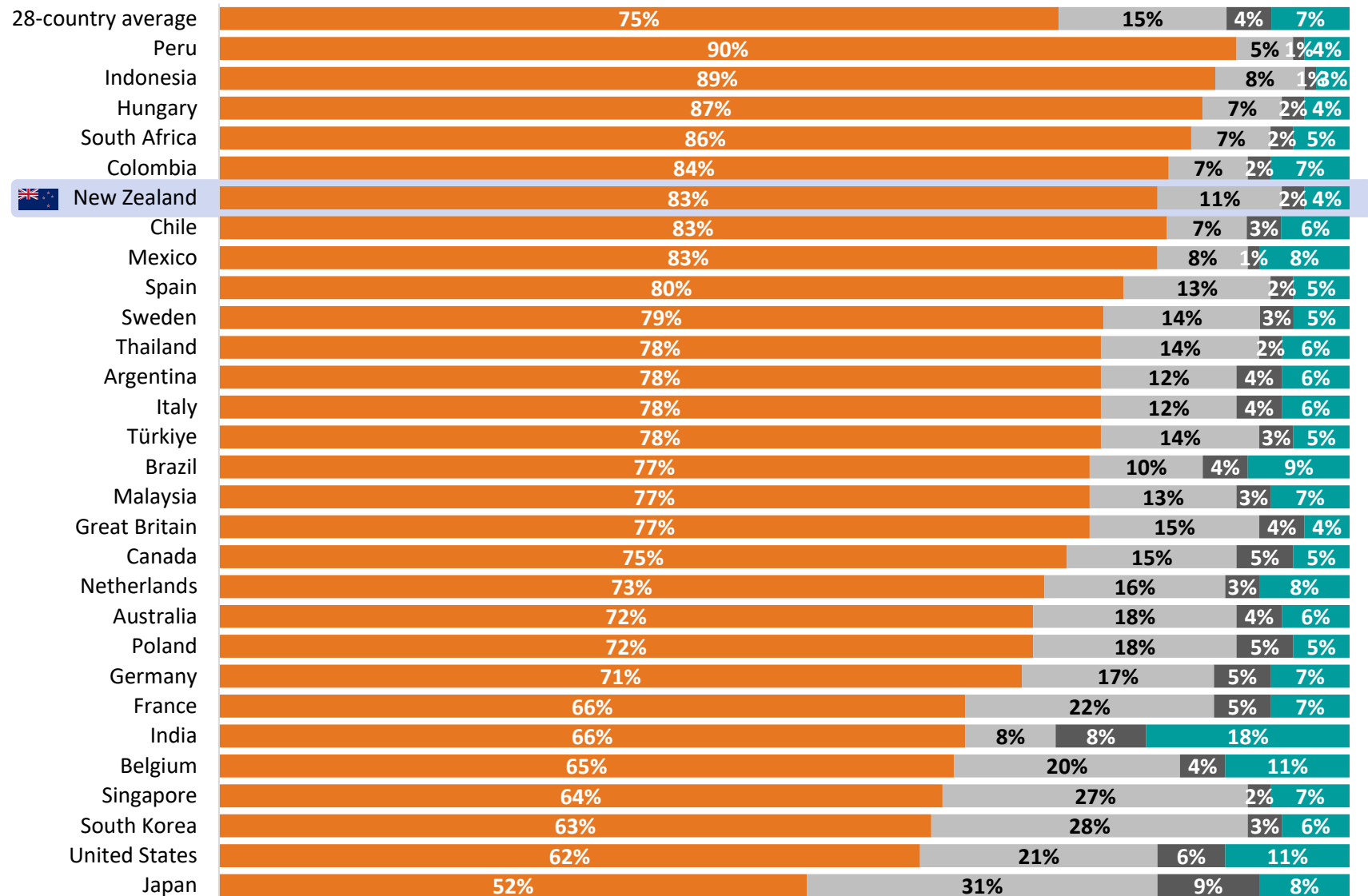
To what extent do you think the [Country] government should increase or lower its spending in each of the following: Healthcare (e.g. disease prevention, diagnosis, treatment, research)

28-country average:  
75% say increase

New Zealand:  
83% say increase

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country, or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Should Increase    Should keep at its current level    Not sure    Should lower





Q

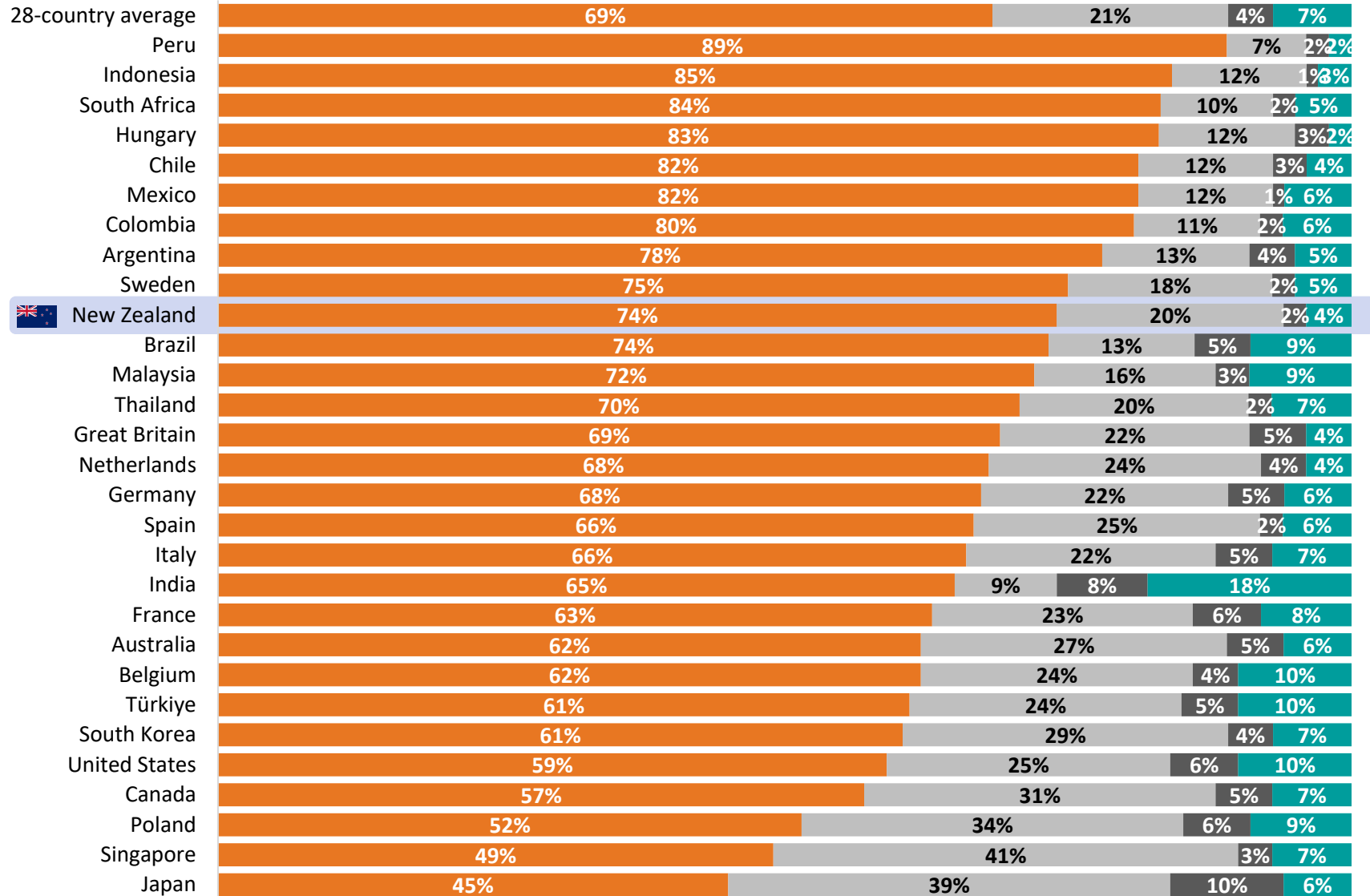
To what extent do you think the [Country] government should increase or lower its spending in each of the following: Public safety (e.g., law enforcement, fire and emergency medical services)

28-country average:  
69% say increase

New Zealand:  
74% say increase

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country, or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Should increase    Should keep at its current level    Not sure    Should lower





Q

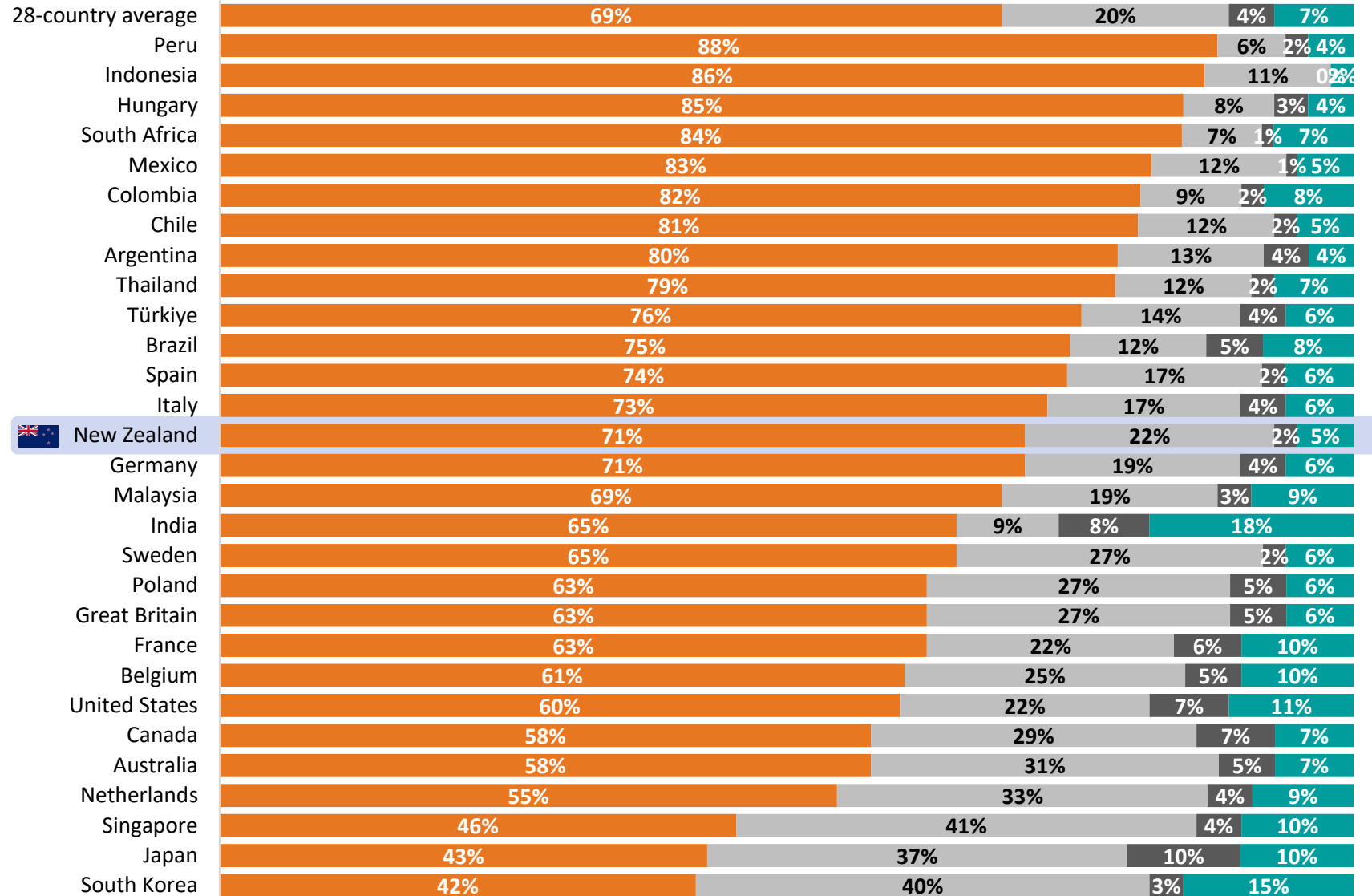
To what extent do you think the [Country] government should increase or lower its spending in each of the following: Education (e.g., schools, universities, job training)

28-country average:  
69% say increase

New Zealand:  
71% say increase

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country, or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Should increase    Should keep at its current level    Not sure    Should Lower





## To what extent do you think the [Country] government should increase or lower its spending in each of the following: Infrastructure (e.g., roads and bridges, rail and air networks, water, electricity, broadband)

28-country average:

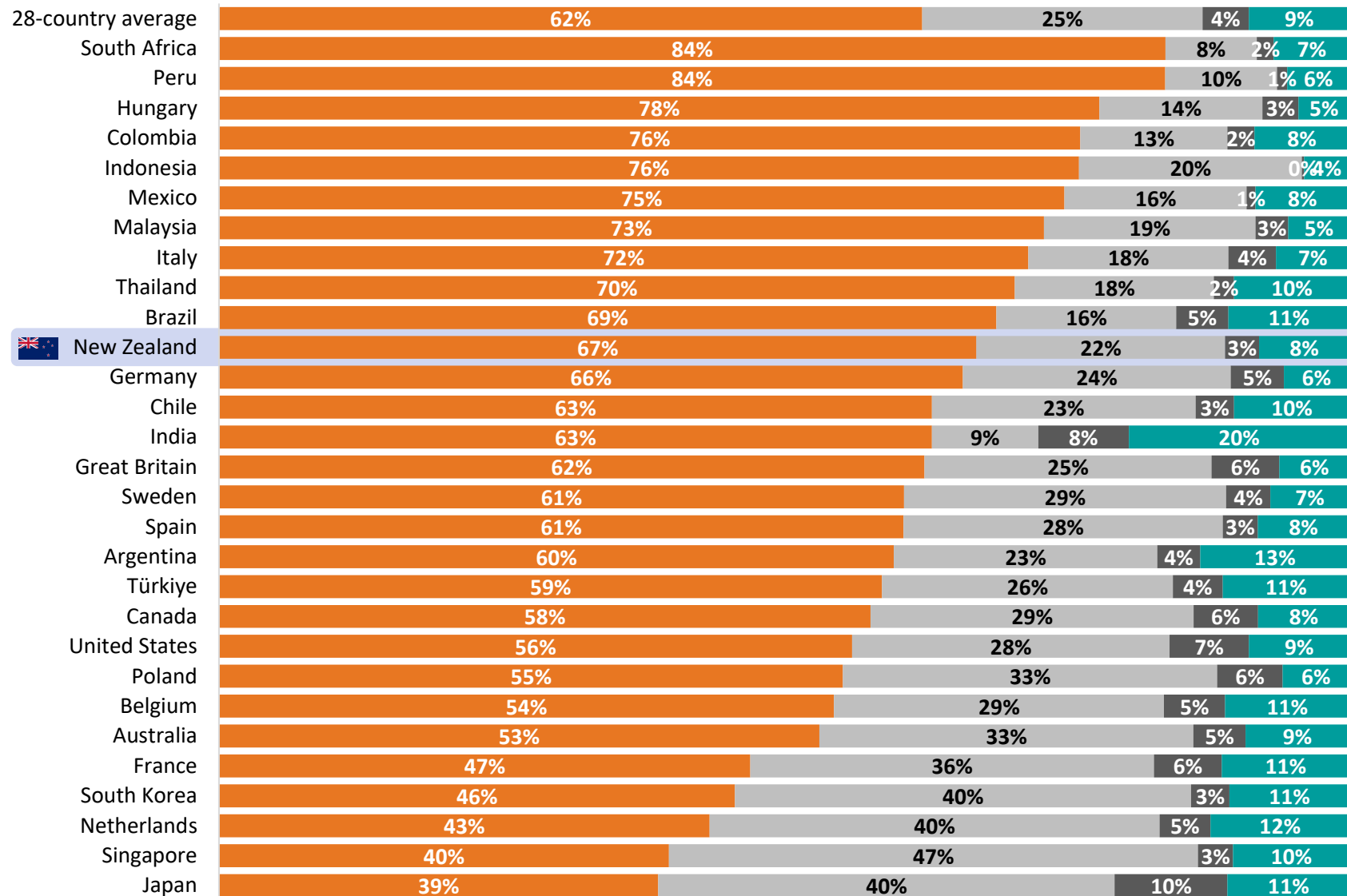
**62% say increase**

New Zealand:

**67% say increase**

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country, or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Should increase    Should keep at its current level    Not sure    Should Lower





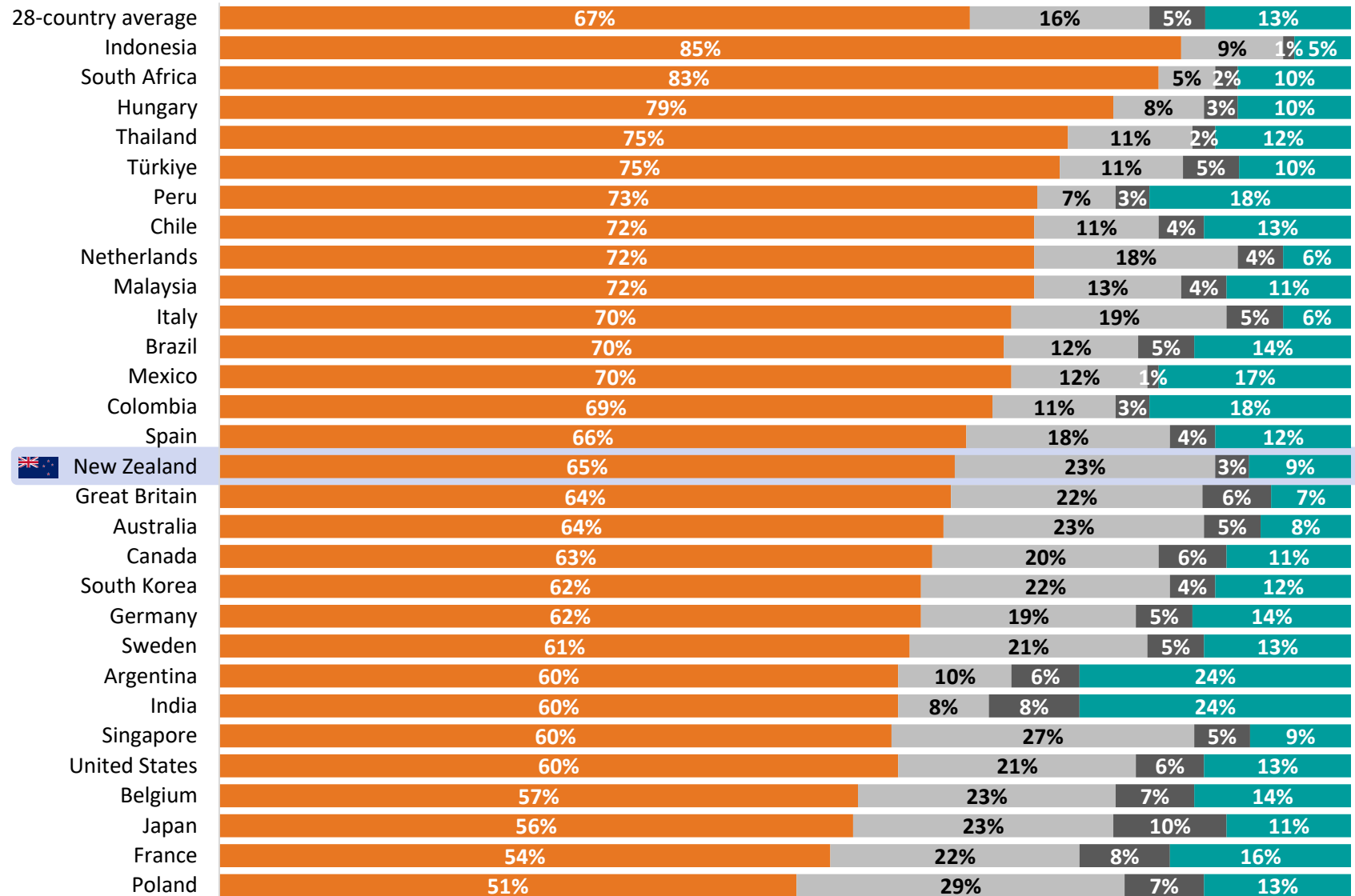
## To what extent do you think the [Country] government should increase or lower its spending in each of the following: Reducing poverty and social inequality

28-country average:  
67% say increase

New Zealand:  
65% say increase

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country, or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Should increase    Should keep at its current level    Not sure    Should lower





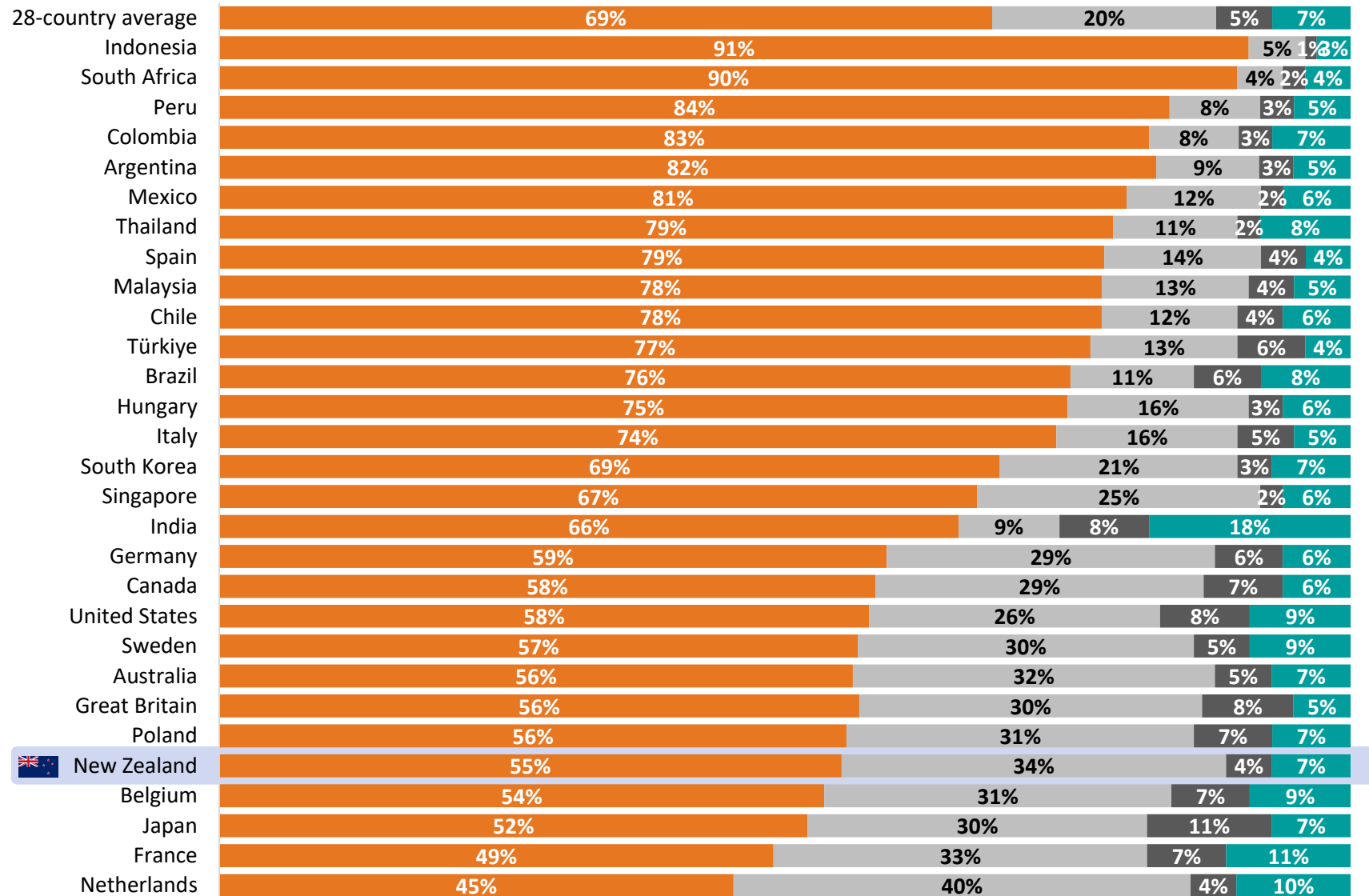
## To what extent do you think the [Country] government should increase or lower its spending in each of the following: Creating jobs

28-country average:  
69% say increase

New Zealand:  
55% say increase

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country, or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Should increase    Should keep at its current level    Not sure    Should lower





## To what extent do you think the [Country] government should increase or lower its spending in each of the following: Defence and national security (e.g., the military)

28-country average:

**51% say increase**

New Zealand:

**28% say increase**

Base: New Zealand (n=1,001), interviewed February 20-29, 2024; Global (n=20,630) online adults under age 75 across 28 countries, November 22-December 6, 2023. The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.

Should increase    Should keep at its current level    Not sure    Should lower

