

# THE IPSOS NEW ZEALAND ISSUES MONITOR

An Ipsos Survey – May 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 – 28 May 2024 we conducted fieldwork for our 24<sup>th</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?

**Fast-Track Approval Bill: Why thousands are against the Government's new plan to cut red tape - The Front Page**



By [Chelsea Daniels](#)

22 May, 2024 05:00 AM

**NZ almost 500 GPs short, briefing reveals**



Louisa Steyl

May 27, 2024, • 04:45am

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**Teenager dies after stabbing at Dunedin bus hub**

10:22 pm on 23 May 2024

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**Māori, allies encouraged to go on strike as part of second 'nationwide activation'**



Karanama Ruru

May 27, 2024, • 07:21pm

**New wave: Covid-19 in wastewater at highest level in 18 months**



Hannah Martin

May 27, 2024, • 07:00pm

**NZ among world's worst developed countries for homelessness as Chris Bishop says action on Bill English report 'very soon'**

**\$53m extra for teacher training, recruitment, Education Minister Erica Stanford announces**

9:06 pm on 26 May 2024

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**Heavy rain causes flooding in Auckland, moves to East Coast**

By INews Reporters | Tuesday 6:27am



# KEY FINDINGS – MAY 2024

## TOP ISSUES IN NEW ZEALAND



**Inflation / cost of living** remains the most important issue for New Zealanders. Despite signs that it was trending downwards in February, New Zealanders' level of concern has remained steady at 60%.

Concern for **crime / law & order** rose significantly this wave following a drop in February, regaining its position as the #2 issue for New Zealanders.



There was a significant increase in concern for **education** this wave, while **climate change** continues to drop in prominence following its peak in February 2023.

While inflation is identified as the most important issue by New Zealanders on both sides of the political spectrum, right-wing voters are significantly more concerned about **crime / law & order** and **the economy** while left-wing voters are significantly more likely to focus on **housing / price of housing, poverty / inequality**, and **climate change**.



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

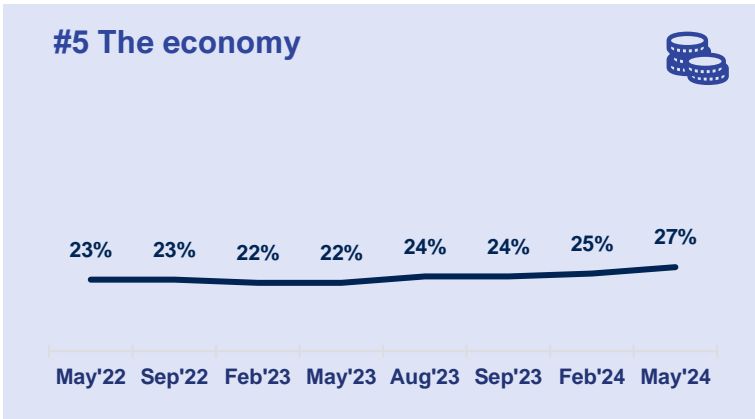
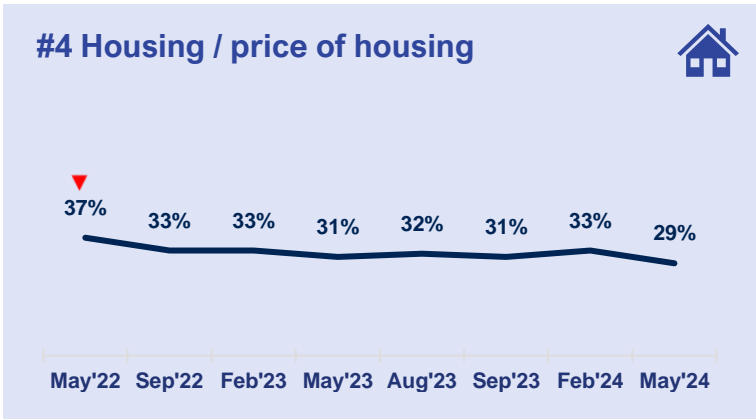
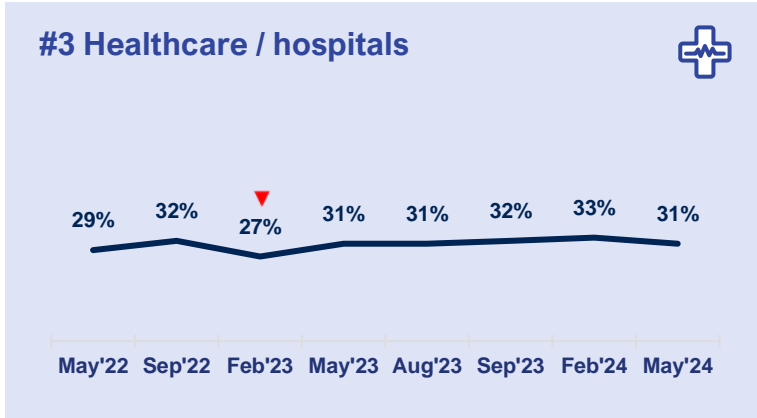
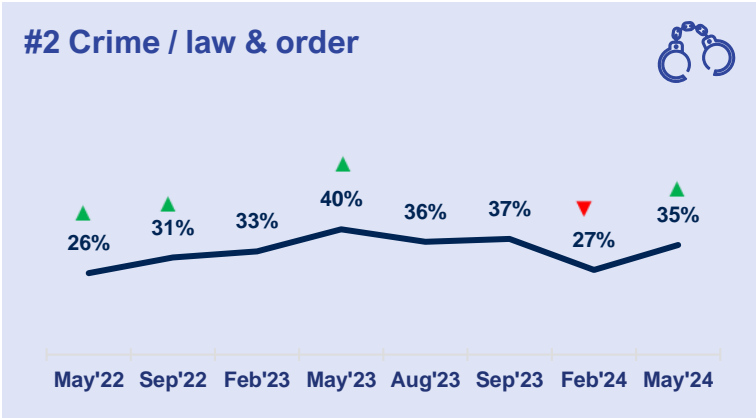
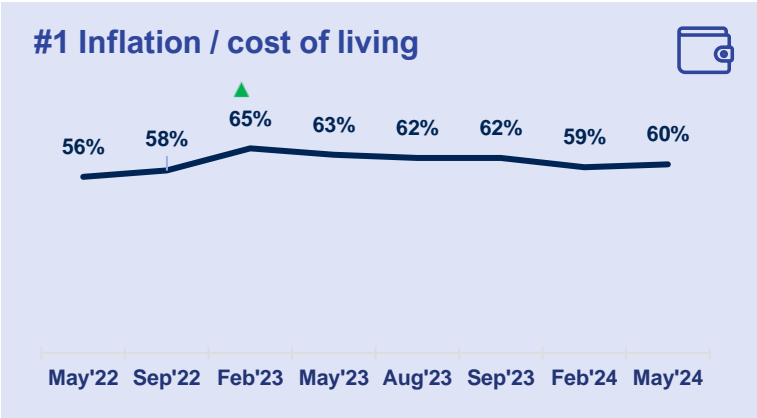
New Zealanders' overall mean rating of the Government's performance remains unchanged from the previous wave at 4.6.

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 12 of the top-20 issues. Notably, this is 3 fewer issues compared to the previous wave as **Labour** regained New Zealanders' confidence in its ability to tackle *healthcare / hospitals, education, and unemployment*, as well as *housing / price of housing* (tied with **National**).

While **National** continues to be perceived to be best placed to manage *inflation / cost of living, crime / law & order, and the economy*, New Zealanders' confidence in the party's ability to manage these issues have dropped since February 2024.

# KEY FINDINGS – THE TOP ISSUES

*Inflation / cost of living* remains to be the primary concern for New Zealanders. Concern for *crime / law & order* has significantly increased to return to 2<sup>nd</sup> place. *Healthcare / hospitals* has remained stable in 3<sup>rd</sup> place, followed by *housing / price of housing*. *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 – May '24 (n=1,001), 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)

# THE TOP ISSUES

The most important issues facing  
New Zealand today

# THE MOST IMPORTANT ISSUES FACING NEW ZEALAND

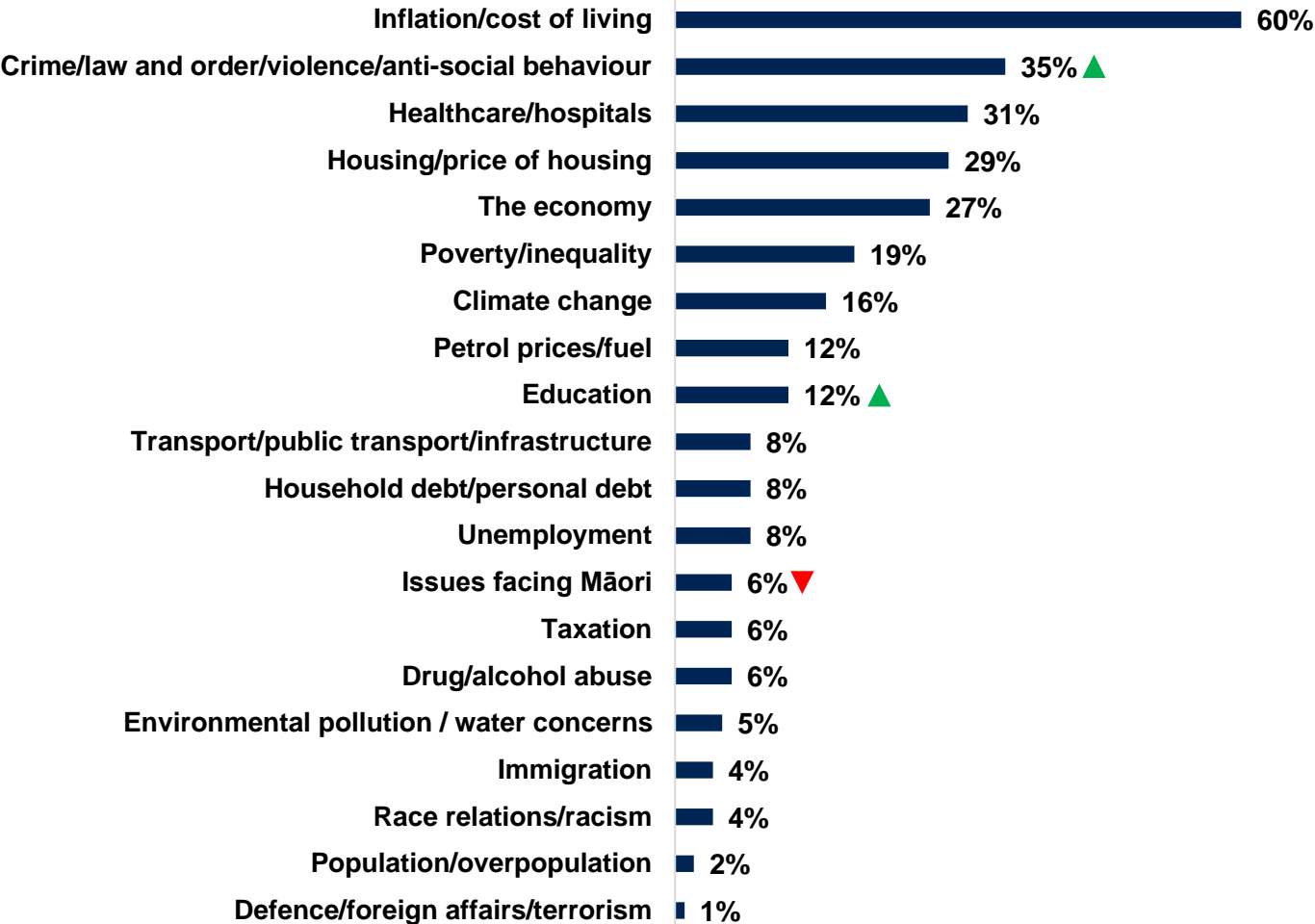
*Inflation / cost of living* remains the most important issue facing New Zealanders. *Crime / law & order* has returned to 2<sup>nd</sup> most important issue with a significant increase in concern this wave. Concern for *healthcare / hospitals* has remained the 3<sup>rd</sup> most important issue, followed by *housing / price of housing*. *The economy* has remained consistent in 5<sup>th</sup> place.

Concern for *education* has significantly increased this wave, whereas concern for *issues facing Māori* has significantly decreased.

Those aged over the age of 50 are significantly less concerned about *inflation / cost of living* (52%), and *housing / price of housing* (24%); but are significantly more concerned about *crime / law & order* (44%), *healthcare / hospitals* (41%), and *the economy* (32%).

Those working full time are significantly less concerned about *healthcare / hospitals* (26%), while those retired are significantly less concerned about *inflation / cost of living* (45%), and significantly more concerned about *crime / law & order* (44%) and *healthcare / hospitals* (52%).

Māori are significantly less concerned about *crime / law & order* (23%) and *healthcare / hospitals* (21%).



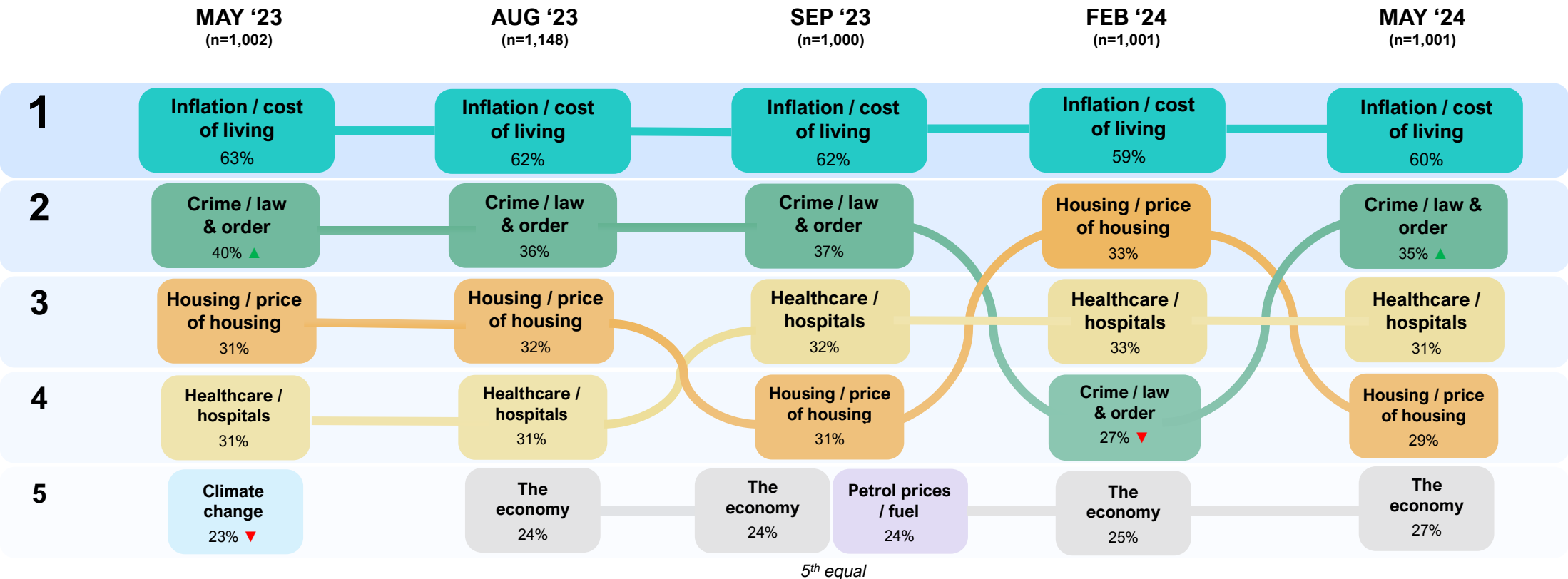
▲ / ▼ indicates significant increase / decrease compared to the previous wave

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

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

# TOP-5 ISSUES

A significant increase in concern for *crime / law and order* means that it has returned as the 2<sup>nd</sup> most important issues for New Zealanders. Meanwhile, *housing / price of housing* has decreased by 4 percentage points, placing it as the 4<sup>th</sup> most important issue.



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

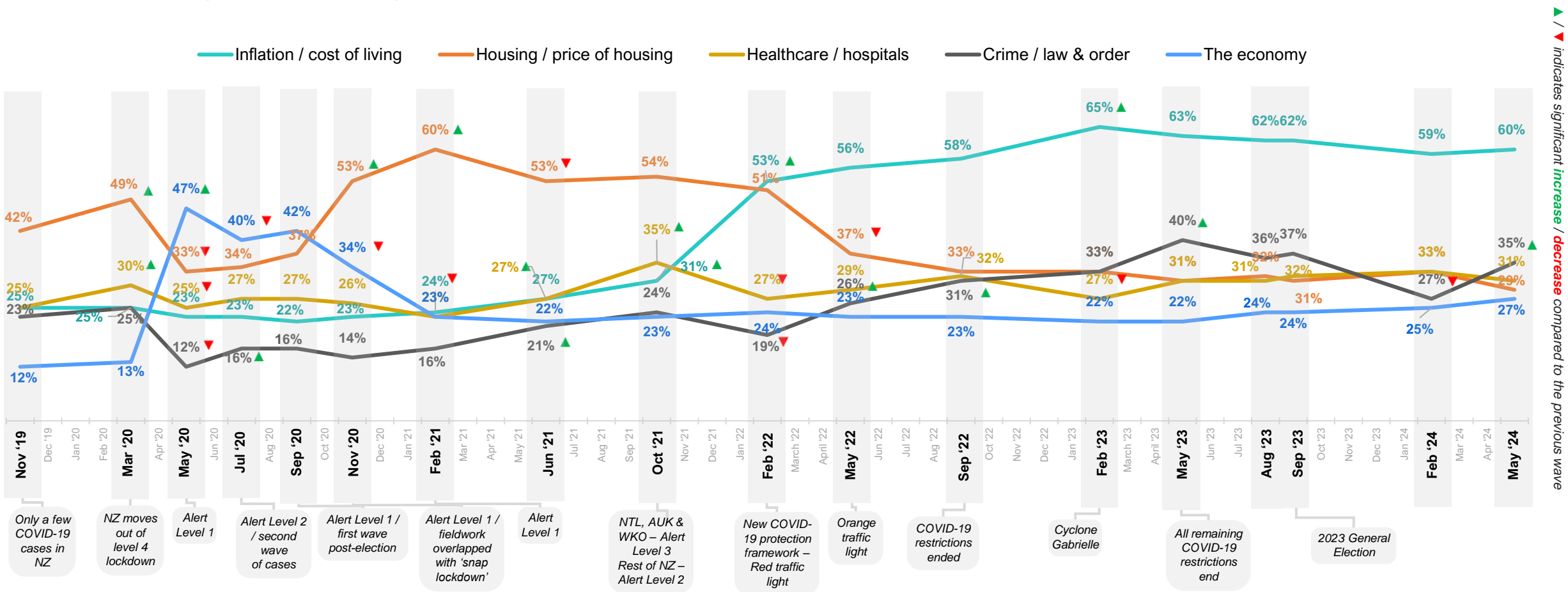
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 Base: Total sample – May '24 (n=1,001), Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), May '23 (n=1,002)





# TOP-5 ISSUES OVER TIME

*Inflation / cost of living* has consistently been the most concerning issue for the majority of New Zealanders for the previous 2 years. *Crime / law & order* bounced back in prominence following a dip in February, regaining its position as the second most pressing issue for New Zealanders. Concern for *housing / price of housing* and *healthcare / hospitals* has remained consistent.

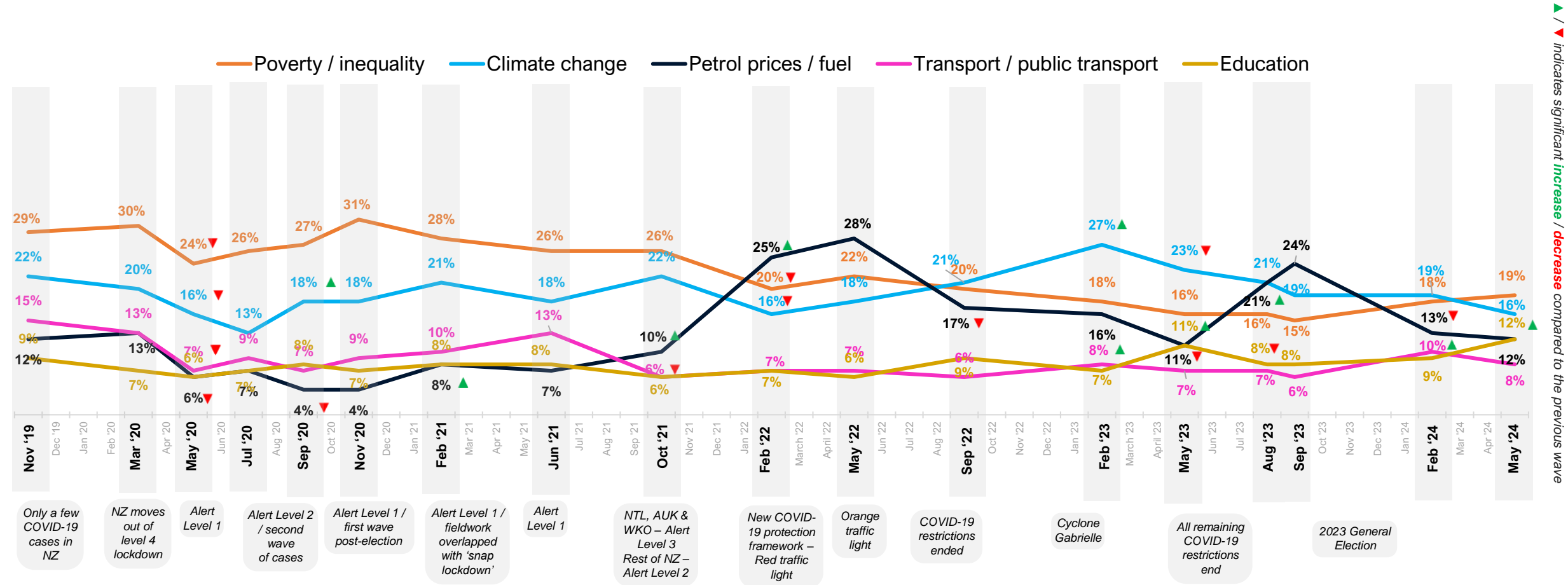


Q: What would you say are the three most important issues facing New Zealand today?

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

# NOTEWORTHY ISSUES

New Zealanders' concern for *education* has significantly increased since the beginning of the year, likely due to the Government's focus on education reform. Concern for *climate change* has steadily decreased since its peak in February 2023, while New Zealanders' concern for *poverty / inequality* has increased slightly this wave.



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

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

# TOP ISSUES BY LEFT VS. RIGHT WING VOTERS

Voters on the right side of the political spectrum are significantly more likely to be concerned about *crime / law & order* and *the economy*. Notably, however, voters on the left are significantly more likely to identify *housing / price of housing* and *poverty / inequality* as key issues facing New Zealanders, placing the two issues as 2<sup>nd</sup> and 4<sup>th</sup> most important respectively.

	TOTAL	NET RIGHT (n=394)	NET LEFT (n=401)
1	Inflation / cost of living 60%	Inflation / cost of living 59%	Inflation / cost of living 62%
2	Crime / law & order 35%	Crime / law & order 49% ▲	Housing / price of housing 32% ▲
3	Healthcare / hospitals 31%	Healthcare / hospitals 36%	Healthcare / hospitals 30%
4	Housing / price of housing 29%	The economy 34% ▲	Poverty / inequality 30% ▲
5	The economy 27%	Housing / price of housing 22% ▼	Crime / law & order 24% ▼
6	Poverty / inequality 19%	Petrol prices / fuel 12%	The economy 23% ▼
7	Climate change 16%	Poverty / inequality 11% ▼	Climate change 22% ▲
8	Petrol prices / fuel 12% Education 12%	Education 11%	Petrol prices / fuel 12%

▲ / ▼ indicates significantly higher / lower.

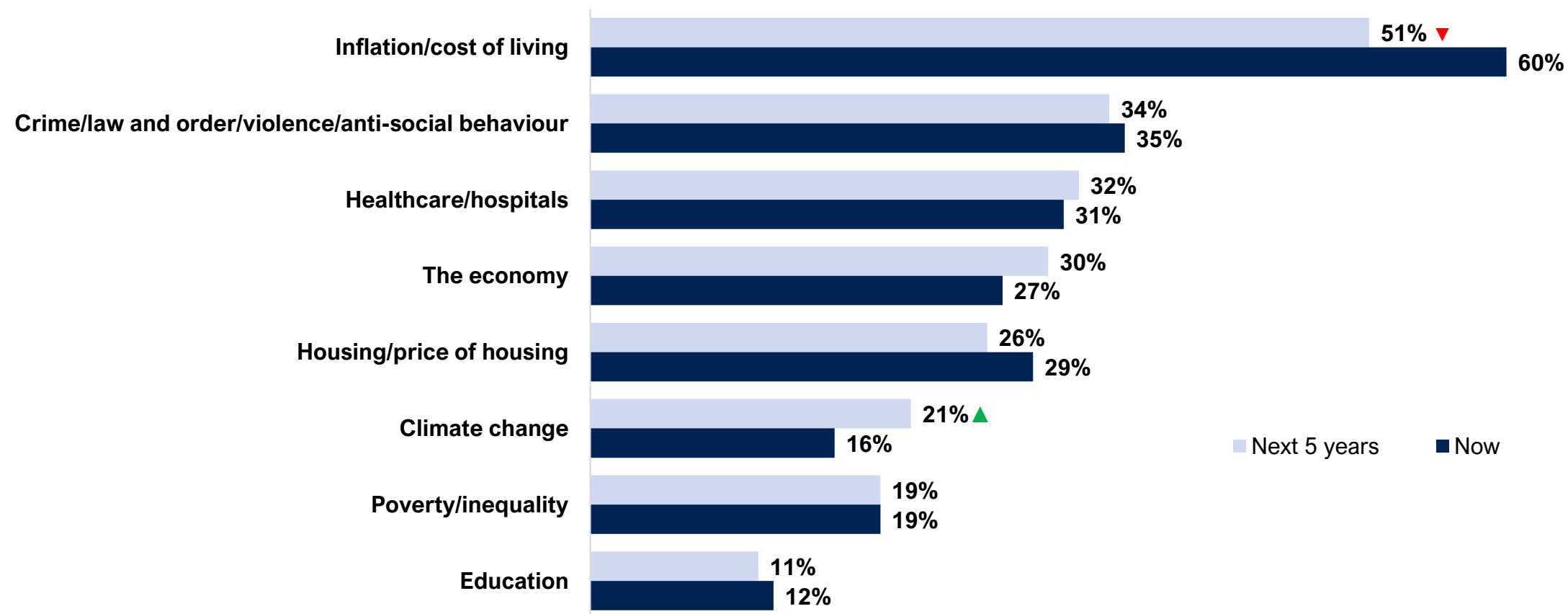
Q: What would you say are the three most important issues facing New Zealand today?

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



# TOP ISSUES OVER THE NEXT 5 YEARS

Once again, while *climate change* was not identified as a top-5 issue concerning New Zealanders today, it is seen as an issue for the future, with one of five expressing concern. In contrast, fewer people are concerned about *inflation* in the long term compared to today; however, half of New Zealanders still believe that it will be the biggest issue facing New Zealand over the next 5 years.



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 – May '24 (n=1,001)



# TOP ISSUES OVER NEXT 5 YEARS BY LEFT VS. RIGHT WING

Longer-term concern for *inflation / cost of living* is significantly higher among left-wing voters. Conversely, right-wing voters are significantly more likely to identify *crime / law & order* and *the economy* as key issues facing New Zealanders over the next 5 years. Additionally, despite voters on the left placing *healthcare / hospitals* as the 2<sup>nd</sup> most important issue for the future, right-wing voters are significantly more concerned about the issue in the long term.

	TOTAL	NET RIGHT (n=394)	NET LEFT (n=401)
1	Inflation / cost of living 51%	Inflation / cost of living 45% ▼	Inflation / cost of living 55% ▲
2	Crime / law & order 34%	Crime / law & order 42% ▲	Healthcare / hospitals 30% ▼
3	Healthcare / hospitals 32%	The economy 40% ▲	Climate change 29% ▲
4	The economy 30%	Healthcare / hospitals 38% ▲	Poverty / inequality 27% ▲
5	Housing / price of housing 26%	Housing / price of housing 21%	Housing / price of housing 26%
6	Climate change 21%	Climate change 17% ▼	Crime / law & order 25% ▼
7	Poverty / inequality 19%	Education 13%	The economy 23% ▼
8	Education 11%	Poverty / inequality 12% ▼	Unemployment 10%

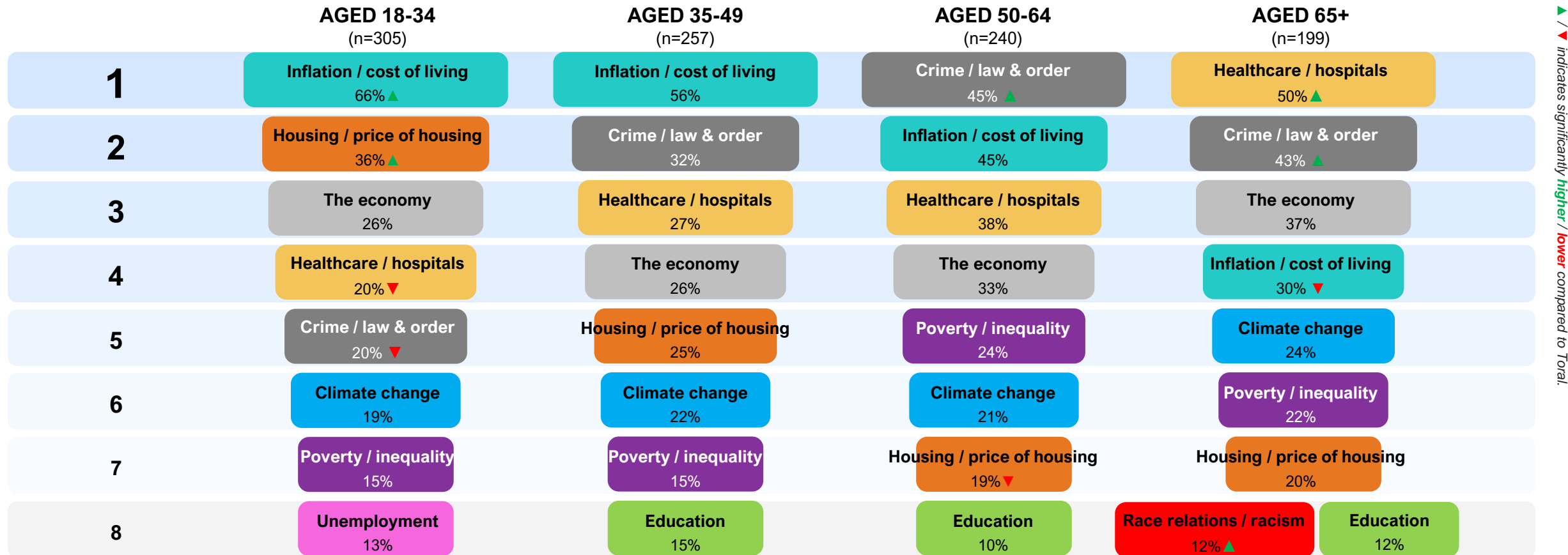
▲ / ▼ indicates significantly higher / lower.

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

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

# TOP ISSUES OVER NEXT 5 YEARS BY GENERATIONS

When looking into the future, there are notable variances in which issues different age groups believe are most important for New Zealanders. Those aged over 50 are significantly more likely to be concerned about *crime / law & order*, while young people are significantly more likely to be worried about *inflation / cost of living* and *housing / price of housing*. Interestingly, longer-term concern for *climate change* is lowest among those aged 18-34, while *education* appears to be a more prominent issue among those aged over 35.



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

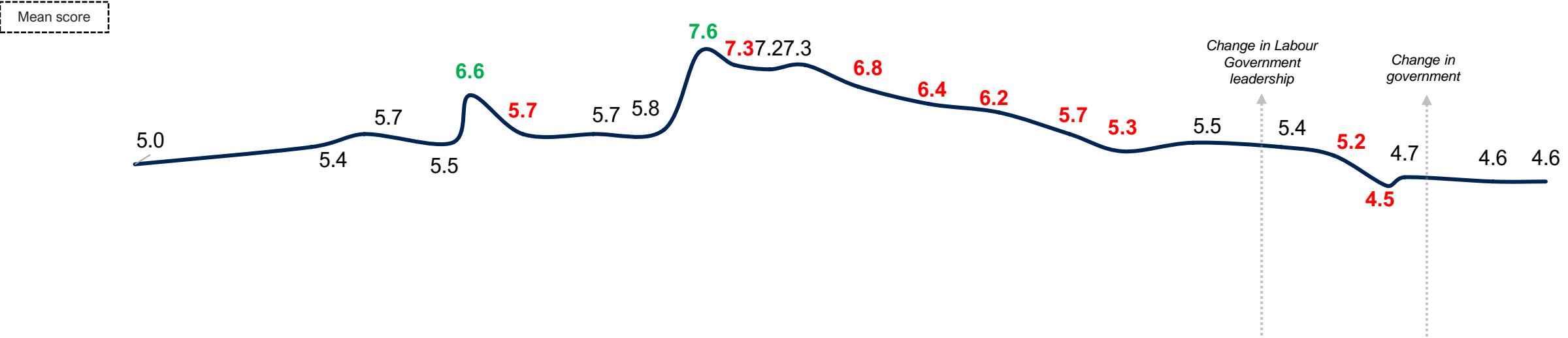
Base: May '24 – Total sample (n=1,001)



# CURRENT GOVERNMENT PERFORMANCE

# RATING OF GOVERNMENT OVER LAST 4 MONTHS

New Zealanders' rating of the Government's performance remains unchanged at 4.6.



	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	May		
	2017		2018		2019				2020				2021				2022				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%	31%			
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%	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%	38%			
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%	2%			

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

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


























# 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 seen as best placed to manage 12 out of the top-20 issues. Notably, however, Labour is now perceived as the party most capable of tackling 5 of the top-10 issues (up from just 1 in the previous two waves), regaining capability in managing *healthcare / hospitals, education, and unemployment*, and tying with National on managing *housing / price of housing*.

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

ISSUE	POLITICAL PARTY
10=: Household / personal debt	
10=: Transport / public transport / infrastructure	
13=: Drug / alcohol abuse	
13=: Taxation	
13=: Issues facing Māori	
16: Environmental pollution	
17=: Race relations/racism	
17=: 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 – May '24 (n=1,001)

# #1 ISSUE – INFLATION / COST OF LIVING

National remains the party seen as most capable of managing *inflation / cost of living*, however, this has decreased significantly since February this year. Labour’s perceived capability has increased by 4 percentage points to levels observed before the 2023 General Election.

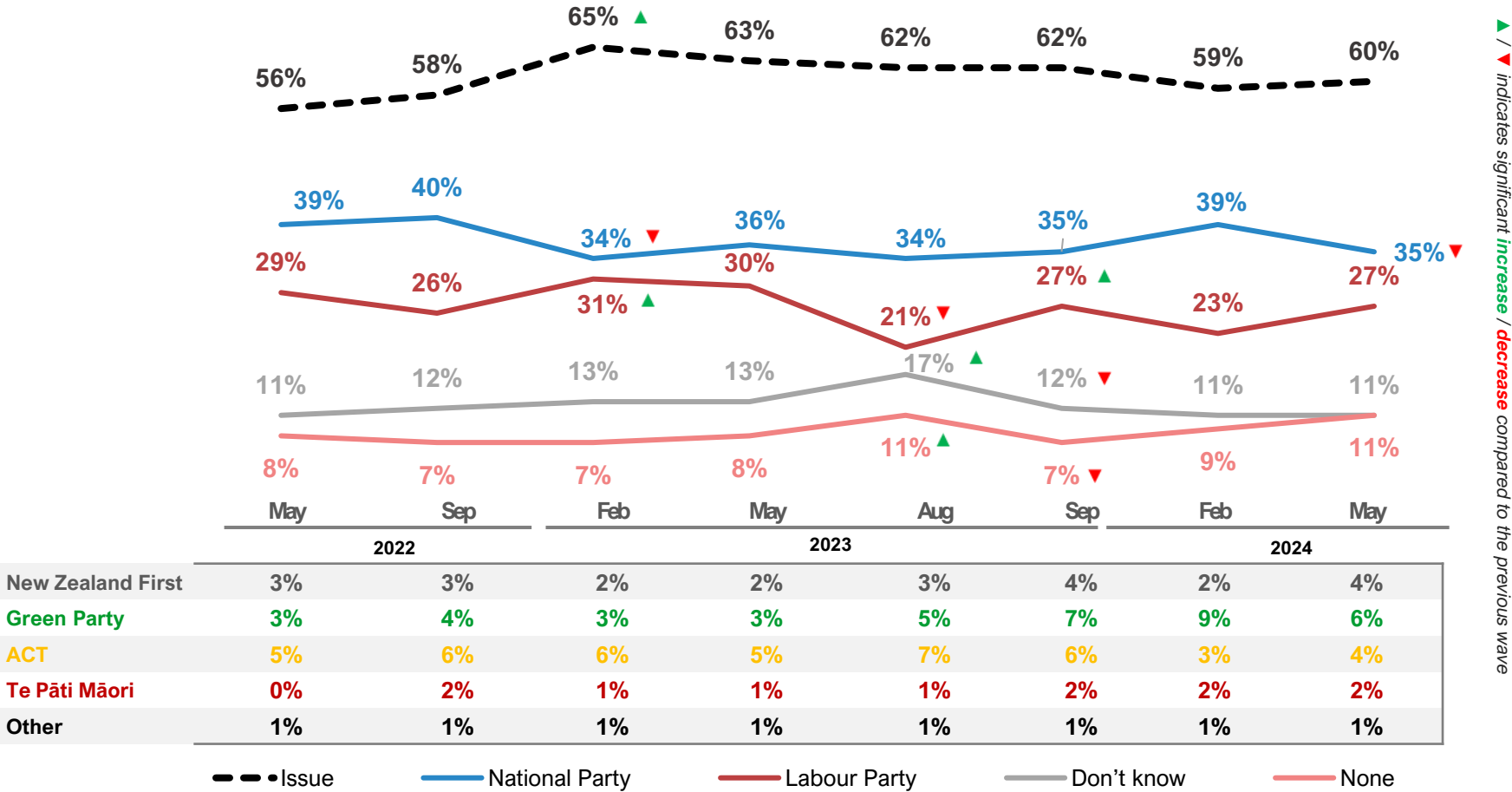


*Inflation / cost of living* remains the #1 issue for New Zealanders.

New Zealanders’ perception of National’s ability to manage *inflation / cost of living* has significantly decreased this wave, decreasing the gap between them and Labour to 8 percentage points.

Compared to the total population, those aged over 50 (52%), and males (53%) are significantly less like to identify *inflation / cost of living* as a key issue facing them today.

However, those aged under 50 (66%), and females (66%) are significantly more like to identify *inflation / cost of living* as a key issue



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

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

# SUGGESTIONS TO IMPROVE COST OF LIVING ISSUES

## Voice of New Zealanders



*"Stop cutting back on essential services. It's a short-term cost saving that is going to hurt more in the future."*

**Wellington, working full-time, NZ European**



*"The cost of living is significantly high; that definitely needs to be brought down. If the COL is high than we should be getting paid more/less tax to pay for it."*

**Gisbourne, working part time, NZ European, Māori**



*"Make some meaningful policy decisions rather than just slash anything Labour did. Stop the planned tax cuts as it will only inflame the already high inflation rate and will do very little for the lower and middle classes."*

**Northland, retired, NZ European**



*"Take the living cost down ; As well as their own pay rate as most politicians have got pay rises since being in charge!! Well, the cost of living has sky-rocketed ; A huge percentage of NZ are living pay-check to pay-check or either on the benefit"*

**Auckland, not in paid work, but seeking work, Māori**



*"Get this cost-of-living crisis under control so that more New Zealanders can afford a better life. Improve our healthcare system - more Dr's and Nurses to ease the pressure and reduce waitlists and help the majorly stressed-out workforce. "*

**Canterbury, self-employed, NZ European**



*"They need to address the continually increasing cost of living; its getting very hard to afford being able to live in NZ despite working 40 hours a week"*

**Auckland, working full-time, Asian**

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

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



# #2 ISSUE – CRIME / LAW & ORDER

While the National Party continues to be seen to be the most capable of managing *crime / law & order* by a sizeable margin, the proportion of New Zealanders who hold this view has decreased slightly. Meanwhile, confidence in the Labour Party for managing this issue remains relatively steady, rising by two percentage points.

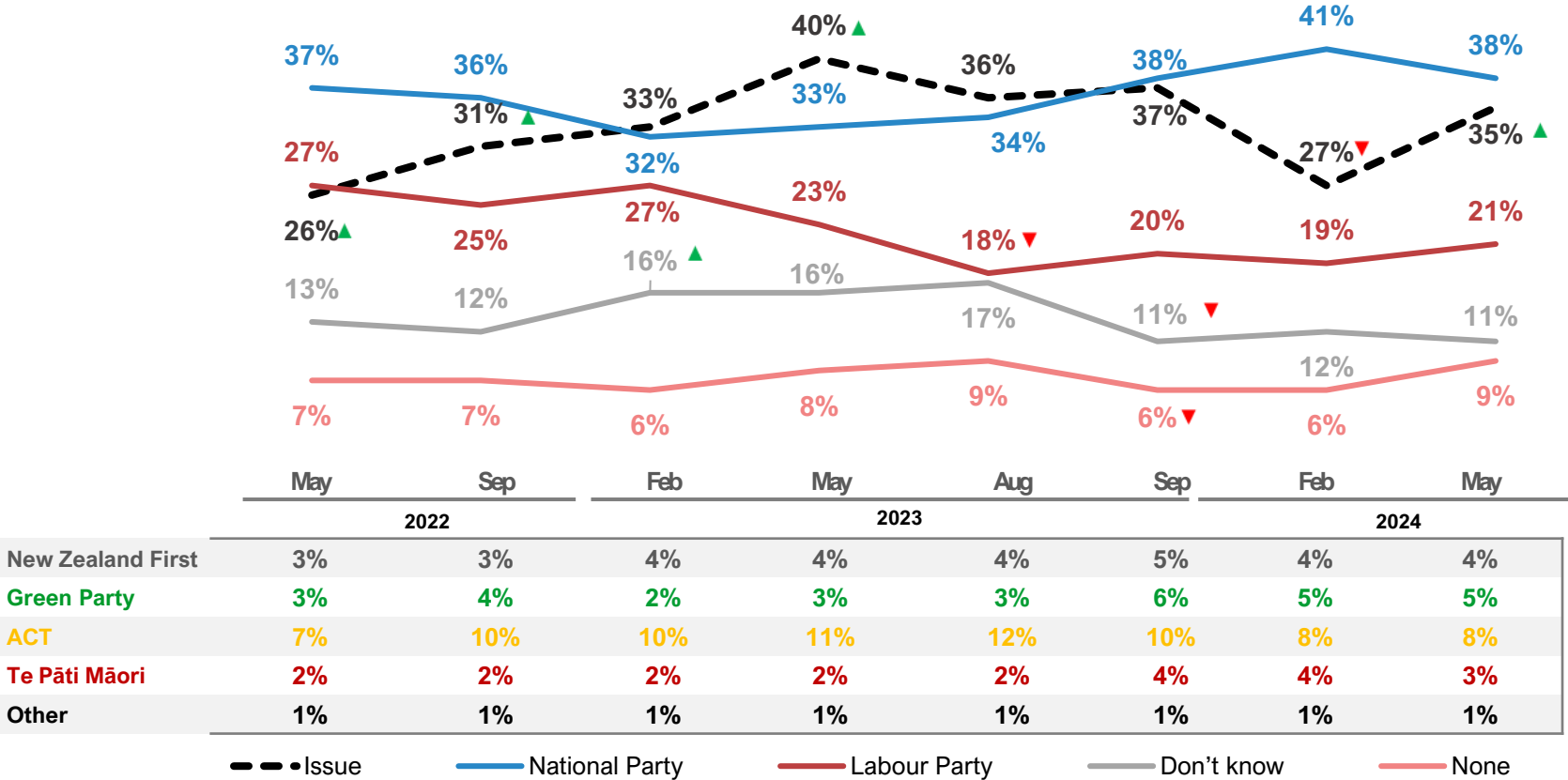


*Crime / law & order* has significantly increased to being the 2<sup>nd</sup> most important issue for New Zealanders.

Compared to the start of the year in February, less New Zealanders believe that National is the party most capable of managing this issue, decreasing the gap between them and Labour.

Compared to the general population, those aged over 50 (44%) and those retired (44%) are significantly more likely to mention *crime / law and order* as an issue.

Those aged under 50 (27%) and NZ Māori (23%) 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 – May '24 (n=1,001), 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)



# SUGGESTIONS TO IMPROVE CRIME / LAW & ORDER ISSUES

## Voice of New Zealanders



*“Address issues of inequality.; Deal with stalking; harassment and violence against women.”*

**Canterbury, retired, NZ European**



*“There should be hard punishments for criminals so they think twice before making any crime in future and spread the words out so crime can be reduced.”*

**Northland, working full time, Asian**



*“Address race relations and poverty in new Zealand which is the cause for crime and violence.”*

**Auckland, not in paid work, but seeking work, NZ European, Pacific**



*“Unity in leadership; understand that poverty creates crime not bad people; support poorer people; let schools run themselves instead of a dictatorship; recognise that we all suffer when we have people in poverty.”*

**Auckland, not in paid work, but seeking work, NZ European**



*“I think the government needs to be more pro-active with criminals; make the punishments more forceful; e.g. make criminals in prison work hard to earn their keep; and not let those who commit crimes off with a tap on the back of the hand.”*

**Bay of Plenty, retired, NZ European**



*“They need to be more staunch on crime. Crime is really affecting our country at the moment; I would also connect this to the cost of living and young people turning to crime. They need tougher penalties and also find ways to help families who are struggling at the moment.”*

**Auckland, working full time, Pacific, Asian**

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

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

# #3 ISSUE – HEALTHCARE / HOSPITALS

New Zealanders confidence in Labour’s ability to manage *healthcare / hospitals* has surpassed that of National’s for the first time since May 2023, rising by 4 percentage points from the previous wave.

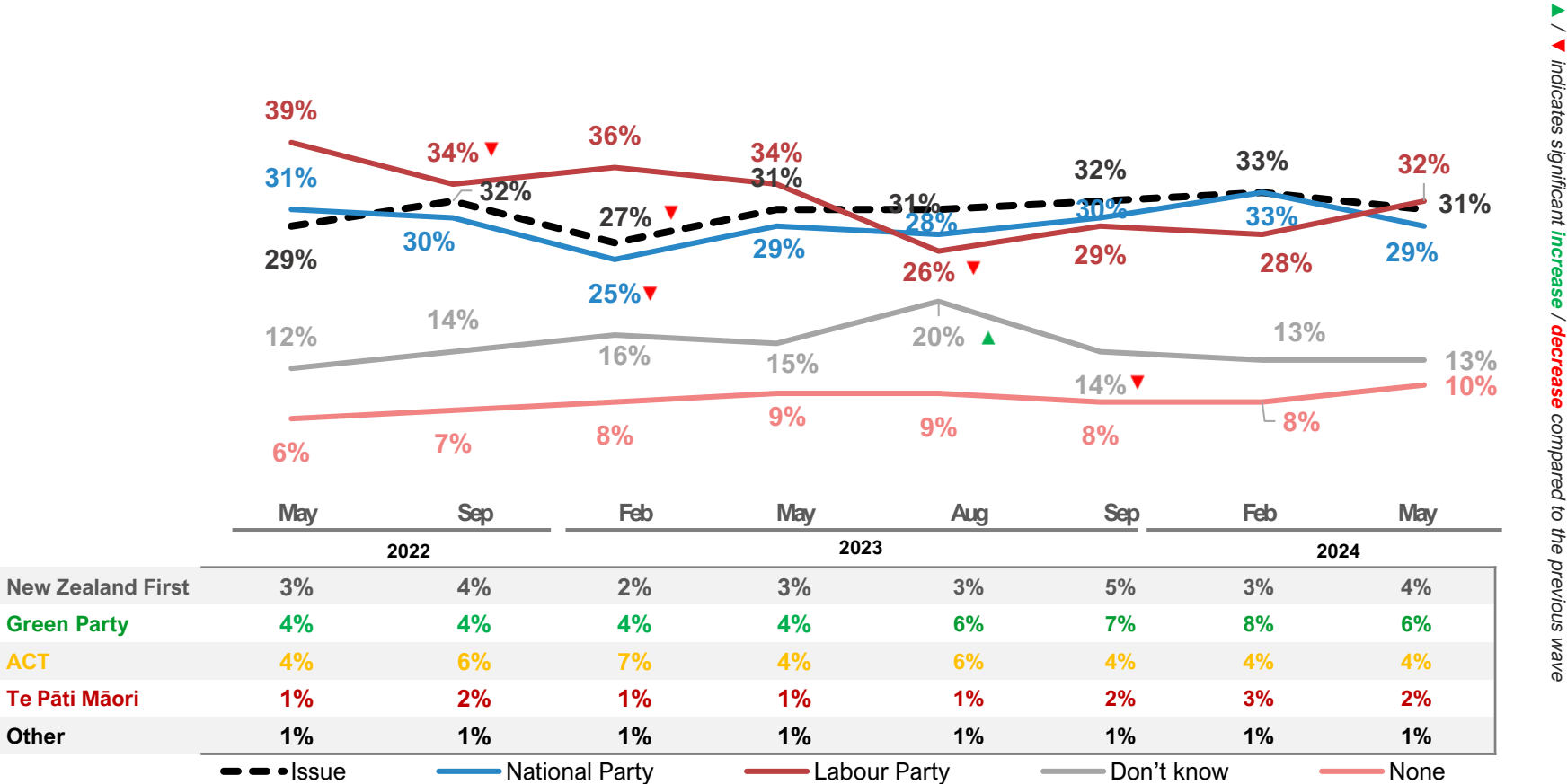


**Healthcare / hospitals** has remained the 3<sup>rd</sup> most important issue to New Zealanders this wave.

Labour’s perceived capabilities to manage this issue has increased by 4 percentage points since February 2024. National’s perceived capability has uniformly decreased by 4 percentage points, allowing Labour to overtake National as the party perceived to be most capable of managing this issue.

Compared to the total population, those aged over 50 (41%), NZ European (37%) and those retired (52%) are significantly more likely to mention *healthcare / hospitals* as an issue.

Those aged under 50 (24%), NZ Māori (21%), NET Asian (17%) and working full time (26%) are significantly less likely to mention *healthcare / hospitals* as an issue.



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

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



# SUGGESTIONS TO IMPROVE *HEALTHCARE* ISSUES

## *Voice of New Zealanders*



*“Get this cost of living crisis under control so that more New Zealanders can afford a better life. Improve our healthcare system - more Dr's and Nurses to ease the pressure and reduce waitlists and help the majorly stressed out workforce.”*

**Canterbury, self-employed, NZ European**



*“More research(ie. scientists not more consultants) and upgrades need to be made to the healthcare system to trickle down and help with other issues.”*

**Otago, student, NZ European**



*“Increase the budget for mental health services to ensure that more people have access to timely and effective psychological assistance.*

**Otago, working full-time, Māori**



*“Mental health is a significant concern in New Zealand; with a growing number of people experiencing mental health issues such as anxiety; depression; and stress. The demand for mental health services has been increasing; putting pressure on the healthcare system to provide adequate support and resources for those in need”*

**Auckland, working-full time, Asian**



*“Change health system to support caregivers & help support better pay for those who look after vulnerable people. Encourage community rather than each for their own.”*

**Bay of Plenty, working full time, NZ European, Māori**



*“It needs to cater to the needs of poorer families. For example dental care should be free I think. Health care is often only available to those with health insurance.”*

**Canterbury, retired, NZ European**

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

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



# #4 ISSUE – HOUSING / PRICE OF HOUSING

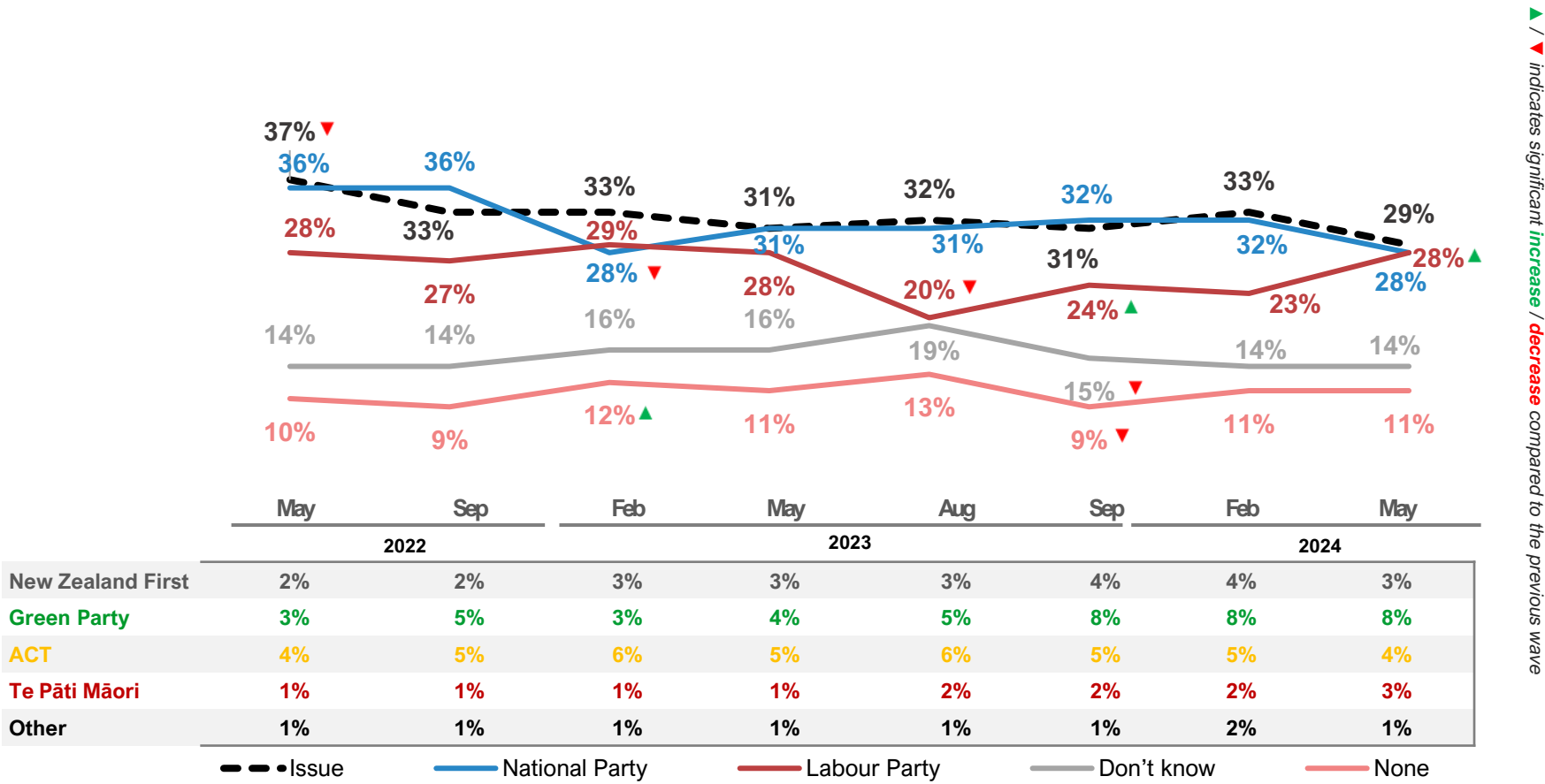
Public confidence in the party most capable of managing *housing / price of housing* is equal between National and Labour at 28%. Labour’s perceived capability increased significantly (by 5 percentage points) this wave, while National’s perceived capability decreased by 4 percentage points.



*Housing / the price of housing* has dropped to being the 4<sup>th</sup> most important issue to New Zealanders this wave.

Confidence in Labour to manage this issue has significantly increased, whereas confidence in National has decreased, resulting in equal perceived capability.

Older New Zealanders aged over 50 (24%) are significantly less likely to mention *housing / price of housing* as an issue.

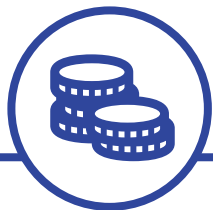


Q: Please select the political party that you believe is most capable of managing each of the following issues: *Housing / price of housing*  
Base: Total sample – May '24 (n=1,001), Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), May '23 (n=1,002) Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000)



# #5 ISSUE – THE ECONOMY

New Zealanders still perceive National as the party most capable of managing *the economy*; however, confidence in National has significantly decreased from the previous wave. Meanwhile, confidence in Labour has increased significantly, closing the gap between the two parties to 14 percentage points – the smallest since May 2023.

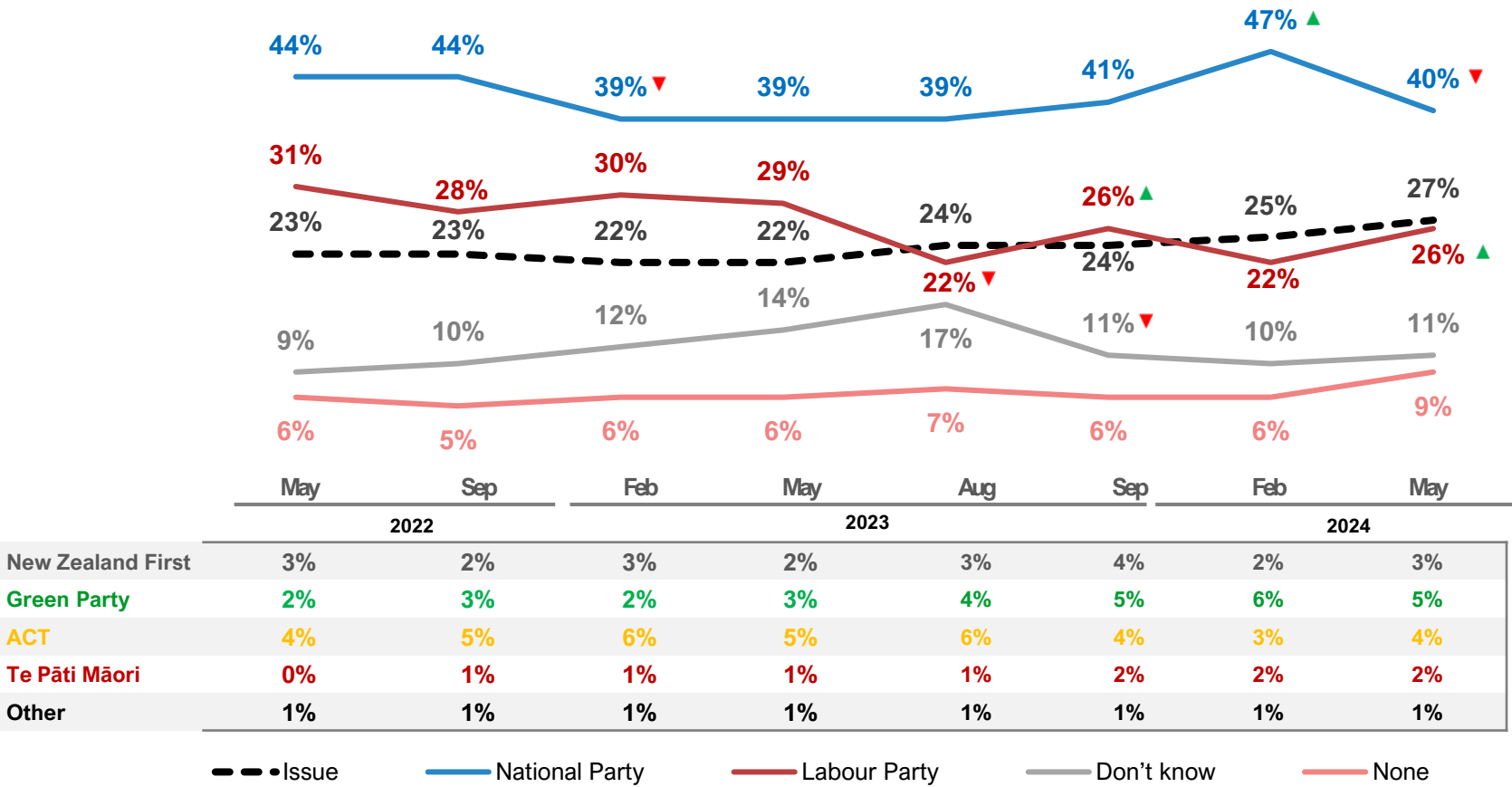


The economy remains the fifth most important issue to New Zealanders.

National’s perceived capability of managing *the economy* has significantly decreased by 7 percentage points, whereas Labour’s perceived capability has significantly increased to 26%, decreasing the gap between the two parties.

Compared to the general population, those aged over 50 (32%), males (33%), and those self-employed (38%) are significantly more likely to mention *the economy* as an issue.

Females (21%) are significantly less likely to mention *the economy* as an important issue to them.



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

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

# 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* (27%) compared to New Zealanders (35%) and they are also more concerned about *housing* (45%), *petrol prices* (18%), *immigration* (11%), and *personal debt* (10%).

Meanwhile, New Zealanders are more concerned about *the economy* (27%), *poverty / inequality* (19%), *climate change* (16%), *education* (12%), *transport / public transport* (8%), and *unemployment* (8%).

New Zealanders and Australians have similar levels of concern around *healthcare* (31% and 30% respectively).



1	Inflation / cost of living	60%
2	Crime / law & order	35%
3	Healthcare / hospitals	31%
4	Housing / price of housing	29%
5	The economy	27%
6	Poverty / inequality	19%
7	Climate change	16%
8=	Petrol prices / fuel	12%
8=	Education	12%
10=	Transport / public transport	8%
10=	Household debt / personal debt	8%
10=	Unemployment	8%



1	Cost of living	65%
2	Housing	45%
3	Healthcare	30%
4	Crime	27%
5	The economy	24%
6	Petrol prices	18%
7	Environment	12%
8=	Poverty	11%
8=	Immigration	11%
10	Personal debt	10%

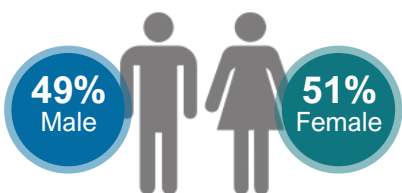
**Base:** Total sample – May '24 New Zealand (n=1001), May '24 Australia (n=1,000)



# SAMPLE DEMOGRAPHICS – MAY 2024

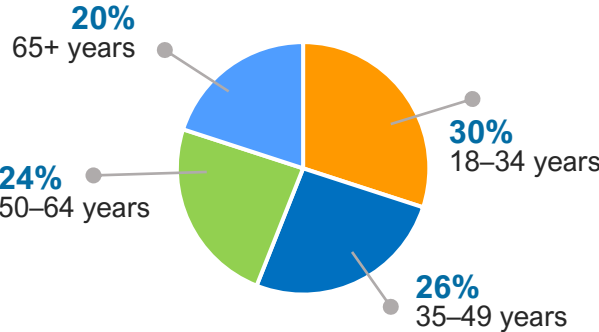


**1,001 respondents**  
were interviewed online in May via  
online panels



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

48% Full-time	6% Not in paid work but seeking work
16% Retired	5% Not in paid work & not seeking work
12% Part-time	4% Student
8% Self-employed	

## Sample sizes over time

• Feb '18 (n=610)	• May '20 (n=1,000)	• May '22 (n=1,000)
• Jul '18 (n=611)	• Jul '20 (n=1,000)	• Sep '22 (n=1,000)
• Oct '18 (n=610)	• Sep '20 (n=1,000)	• Feb '23 (n=1,002)
• Mar '19 (n=614)	• Nov '20 (n=1,001)	• May '23 (n=1,002)
• Apr '19 (n=615)	• Feb '21 (n=1,000)	• Aug '23 (n=1,148)
• Jul '19 (n=610)	• Jun '21 (n=1,003)	• Sep '23 (n=1,000)
• Nov '19 (n=610)	• Oct '21 (n=1,003)	• Feb '24 (n=1,001)
• Mar '20 (n=610)	• Feb '22 (n=1,004)	• May '24 (n=1,001)



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# GAME CHANGERS

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

# THANK YOU

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