

THE IPSOS NEW ZEALAND ISSUES MONITOR

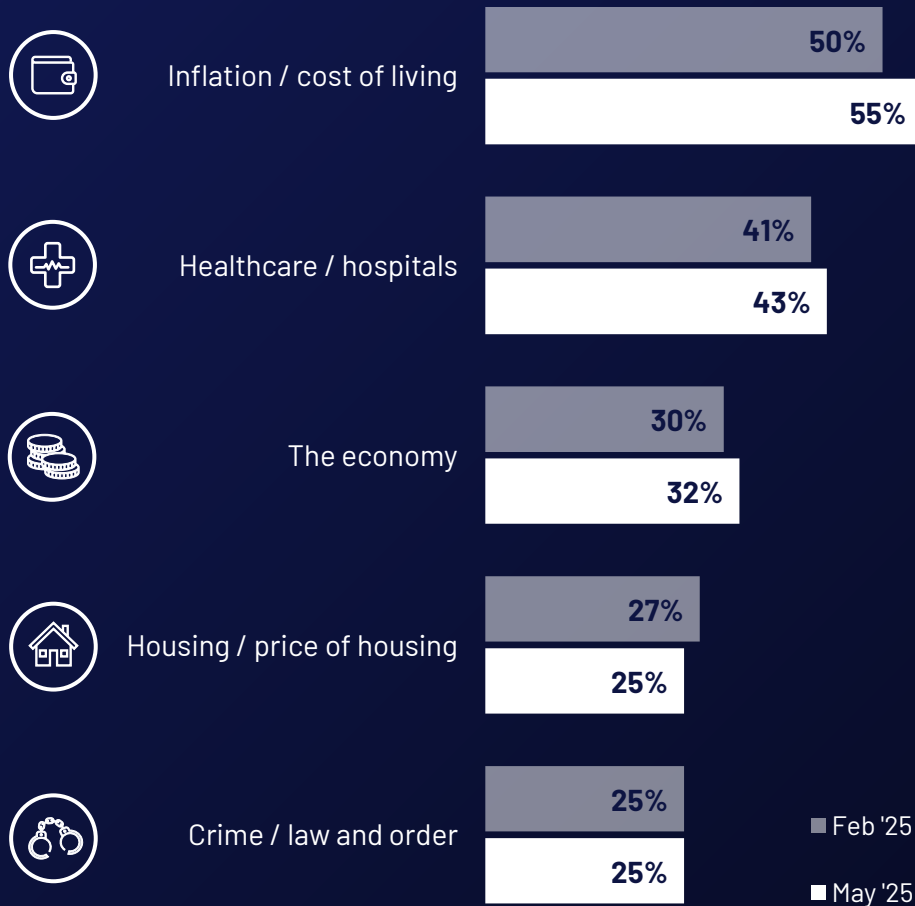
June 2025

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KEY FINDINGS – May 2025

TOP 5 ISSUES FACING NEW ZEALAND



OPINIONS OF GOVERNMENT



4.3/10

(vs **4.2** in February 2025)

Rating of government performance has stabilised following a significant drop in February 2025. **39%** rate their performance as **0-3 out of 10**.

PARTY MOST CAPABLE OF MANAGING TOP 5 ISSUES

National

The economy

Crime / law and order

Labour

Inflation / Cost of living

Healthcare / Hospitals

Housing / price of housing

Overview

Background Information

The Ipsos New Zealand Issues Monitor tracks what issues New Zealanders are most concerned about, who is worried about what and which political parties they believe are best able to manage these issues. During 23rd May – 30th May 2025 we conducted fieldwork for our 28th Ipsos NZ Issues Monitor report with a total of 1,002 New Zealanders aged 18 and older*.

This study did not have any external sponsors or partners. It was initiated and run by Ipsos because we think it is important for businesses and organisations to understand the challenges that New Zealanders face in the context of their everyday lives.

At Ipsos we strive to deliver reliable information for a true understanding of society, markets and people, to help our clients make better decisions.

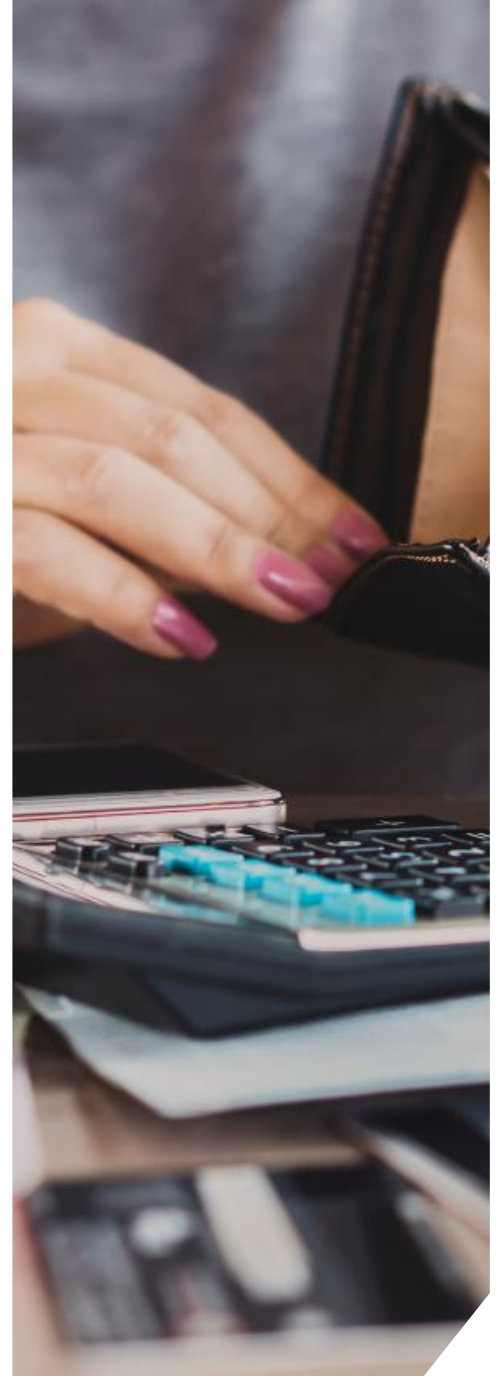
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The precision of Ipsos online survey is calculated with a credibility interval with a sample of **1,002** accurate to + / - 3.5 percentage points.

Significantly **higher** / **lower** figures are reported at 95% confidence.

Where results do not add up to 100, this may be due to computer rounding, multiple responses or the exclusion of 'don't know' or 'not stated' responses.



The media context – What was making New Zealand news during fieldwork?

The everyday New Zealanders who will lose out on Budget 2025



Emma Ricketts

Government's health boost less than claimed, expert says

11:10 am on 29 May 2025

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Ruth Hill, Reporter
ruth.hill@rnz.co.nz

Confusion over how police investigate crimes like shoplifting after secret memo

5:30 pm on 23 May 2025

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Sam Sherwood, National Crime Correspondent
sam.sherwood@rnz.co.nz

Reserve Bank drops OCR by 25 basis points to 3.25 percent

7:06 pm on 28 May 2025

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Gyles Beckford, Business Editor
@RNZBusiness gyles.beckford@rnz.co.nz

Healthcare turf war: The tussle for public funds in the business of general practice



By Kate MacNamara

Business Journalist · NZ Herald · 31 May, 2025 01:00 PM ⌚ 10 mins to read

Budget 2025: Pay equity, KiwiSaver and housing – Where the Government cut \$21b

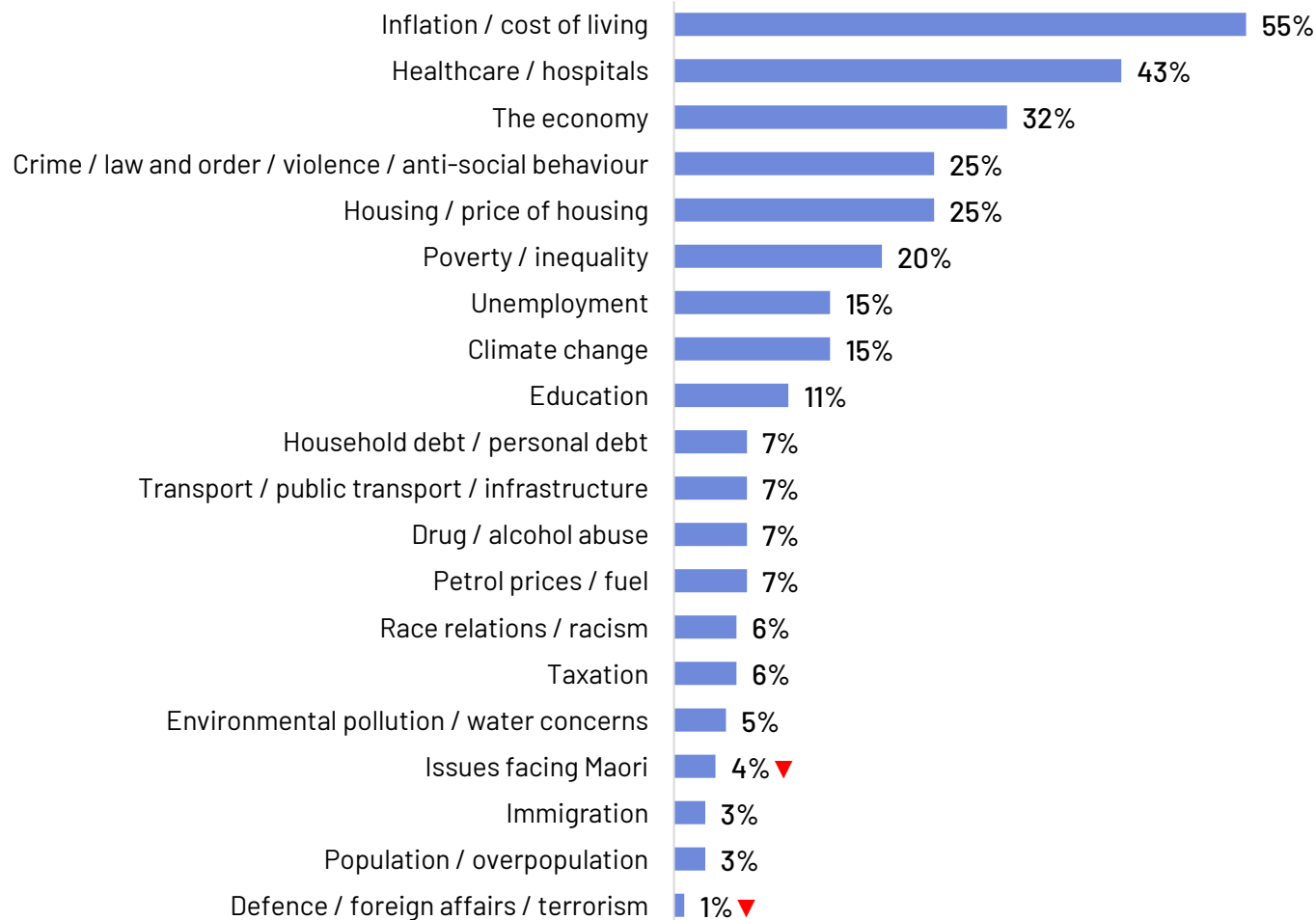


By Adam Pearse

Deputy Political Editor · NZ Herald · 22 May, 2025 02:40 PM ⌚ 6 mins to read

TOP ISSUES FACING AOTEAROA

The most important issues facing New Zealanders



Inflation / cost of living continues to be the number one issue facing New Zealand. Despite continued drops in the OCR, it has returned to levels seen in the second half of 2024.

Healthcare / hospitals remains the second most important issues, where it has remained since August 2024.

The economy remains in 3rd position and continues to steadily increase, being significantly higher by 5ppt since the same period last year.

Issues facing Māori has decreased significantly as a concern, dropping to 17th position from 10th in February 2025. *Household / personal debt* has moved to 10th from 14th.

Defence / foreign affairs / terrorism has decreased significantly as an issue since February 2025 to just 1%.

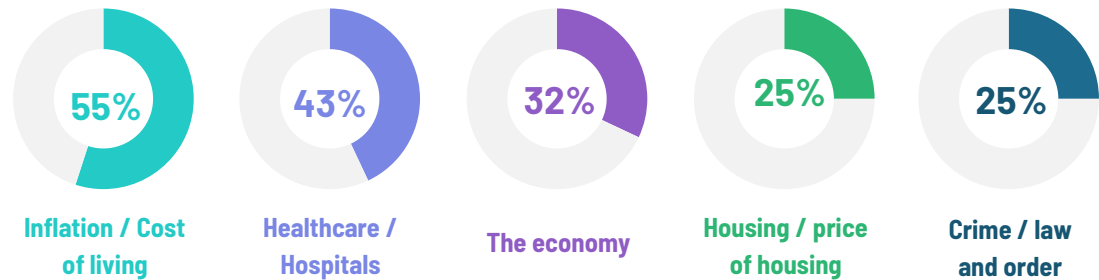
Q: What would you say are the three most important issues facing New Zealand today?

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

Base: May '25 - Total sample (n=1,002)

Current top 5 issues

Spotlight May 2025

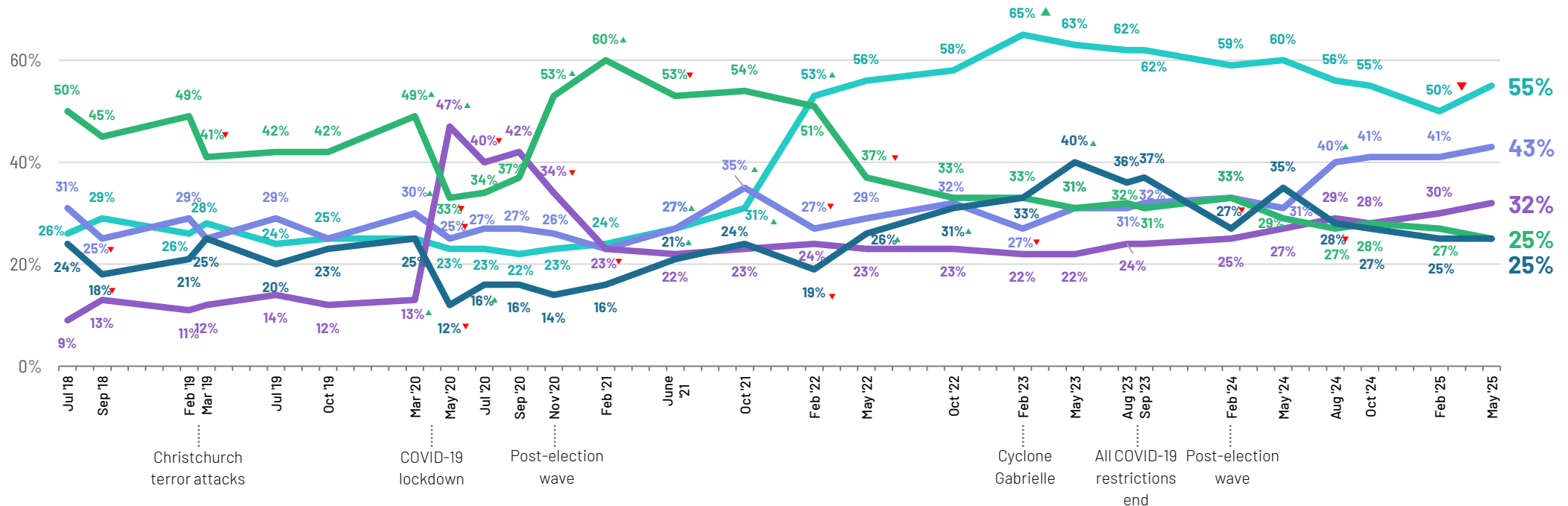


The top 5 issues facing New Zealanders remain unchanged in 2025. Notably, following a significant decline in Feb '25, *inflation / cost of living* has risen in prominence, with 55% of New Zealanders identifying it as a key issue.

Healthcare / hospitals continues its upward trend, reaching its highest levels since reporting began and recording a 12pp increase since this time last year (43% up from 31% in May '24).

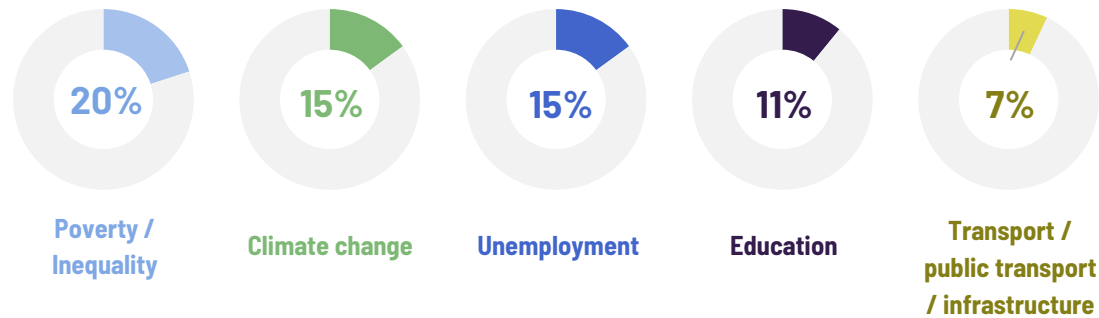
The economy also continues its upwards trend as the 3rd top issue, reaching levels last seen in 2020 (32% compared to 34% in Nov '20).

Housing / price of housing and *crime / law and order* (4th =) remain in the top 5, however, they continue their downward trend, with *housing / price of housing* reaching its lowest levels since reporting began.



Noteworthy issues

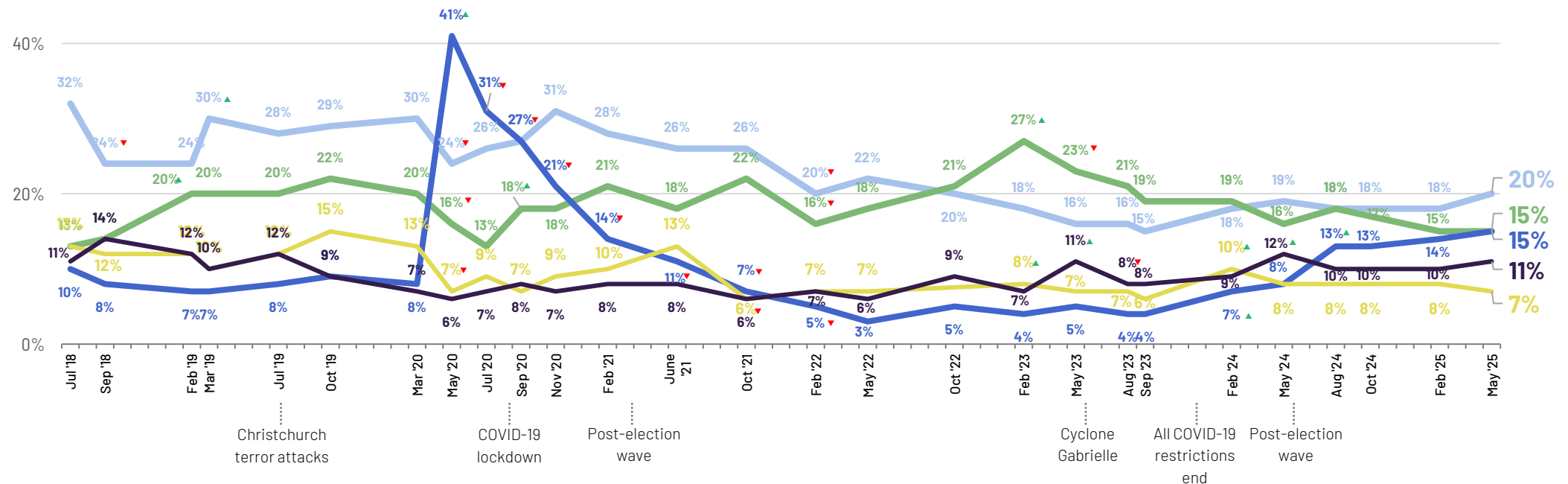
Spotlight May 2025



New Zealanders' concern for the remaining issues in top 10 issues have remained stable compared to February 2025.

Concerns about *Unemployment* have stabilised after growing significantly during the first half of 2024. *Climate change* has seen a steady decline to 15%, down 12pp compared to its peak in Feb '22.

Concern for *Education* (11%) and *Transport / public transport / infrastructure* (7%) rounds out the top 10 issues facing New Zealanders today.



Q: What would you say are the three most important issues facing New Zealand today?
 ▲ indicates significant increase, / ▼ indicates significant decrease compared to the previous wave

Base: Total sample - May '25 (n=1,002)

Top current issues by **generation**

	Aged 18-34 (n=265)	Aged 35-49 (n=295)	Aged 50-64 (n=228)	Aged 65+ (n=214)
1	Inflation / cost of living 63%▲	Inflation / cost of living 59%	Inflation / cost of living 51%	Healthcare / Hospitals 69%▲
2	Housing / Price of housing 35%▲	Healthcare / hospitals 36%▼	Healthcare / hospitals 47%	Inflation / cost of living 42%▼
3	Healthcare / hospitals 27%▼	The economy 30%	The economy 37%	The economy 38%
4	The economy 26%	Crime / Law & Order 25%	Crime / Law & Order 30%	Crime / Law & Order 29%
5	Unemployment 23%▲	Housing / Price of housing 24%	Poverty / Inequality 24%	Poverty / Inequality 19%

Concern around Healthcare is highest, and increasing, for older groups

Healthcare / Hospitals is the leading issue for the over 65's and has increased from 57% in February to 69%. While *Inflation / cost of living* is lower for this age group than others, it is still the number two issue.

Financial struggles continue for younger kiwis

Inflation / cost of living, *Housing / price of housing* and *Unemployment* are of a significantly higher concern for 18-34-year-old New Zealanders. Cost of living has increased from 56% in February to 63%. They appear unimpacted by the recent drop in OCR and reduced valuations in the housing market.

Poverty and inequality a top 5 concern for over 50s

Concern for *Poverty / Inequality* as an issue increase with age, with those over 50 most concerned.

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

▲ indicates significant increase, / ▼ indicates significant decrease compared to the Total Sample

Base: Total sample - May '25 (n=1,002)

Top current issues by **voting intent**

	Left-leaning (NET - n=457)	Right-leaning (NET - n=340)
1	Inflation / cost of living 56%	Inflation / cost of living 52%
2	Healthcare / hospitals 42%	Healthcare / hospitals 45%
3	Poverty / Inequality 30%▲	The economy 43%▲
4	Housing / price of housing 27%	Crime / Law & Order 38%▲
5	The economy 24%▼	Housing / Price of housing 22%

Voters on both sides of the spectrum continue to view *Inflation / cost of living* and *Healthcare / hospitals* as the top 2 issues facing New Zealand today.

Those who say they would vote left, see *Poverty / Inequality* as a top 3 issue compared to 4th in Feb '25. They are also significantly less likely to be concerned about *The economy*, though it makes the top 5.

Voters on the right continue to be significantly more likely to be concerned about *The economy* and *Crime / Law & order*.

Q: What would you say are the three most important issues facing New Zealand today? / If there was an election next week, which party would you vote for?

▲ indicates significant increase, / ▼ indicates significant decrease compared to the total population

Base: Total sample - May '25 (n=1,002)

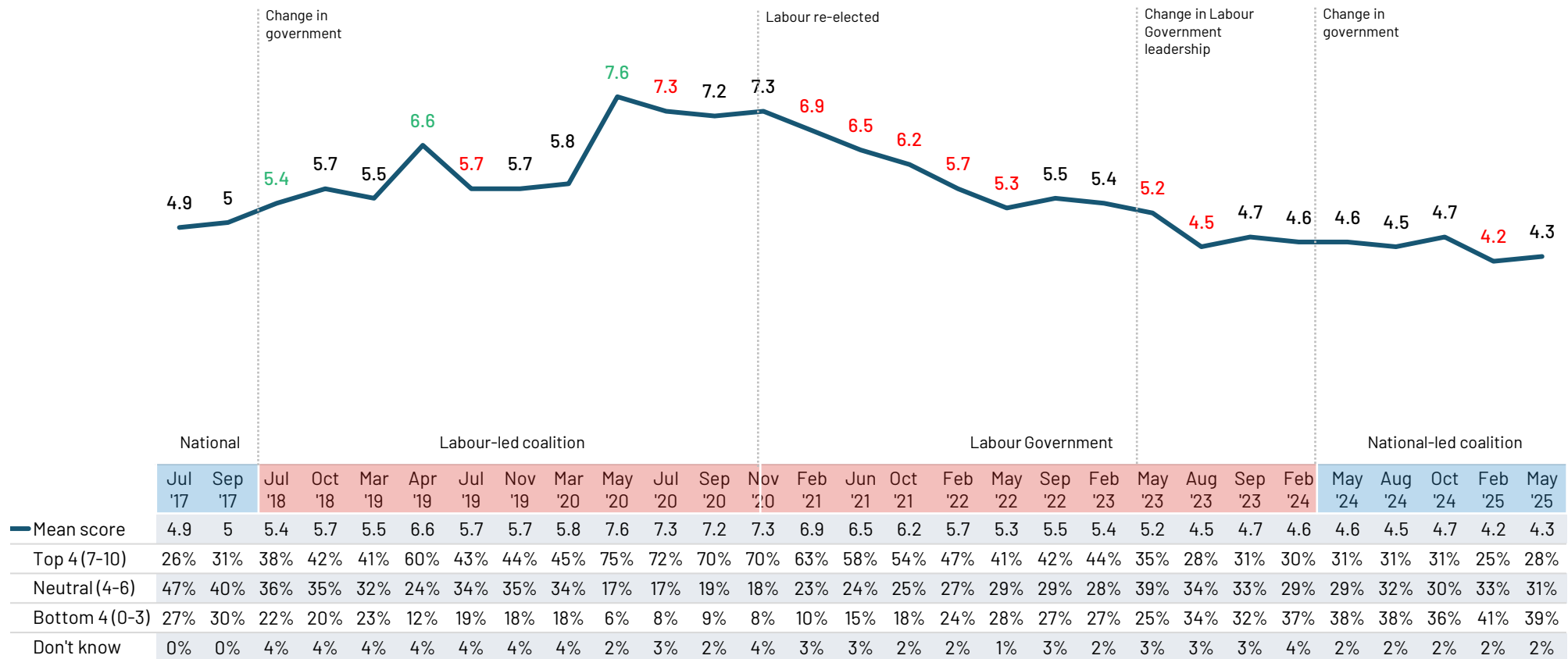
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CURRENT GOVERNMENT PERFORMANCE

New Zealanders' rating of how they perceive the current government

Rating of government performance over the 6 months

Rating of the Government's performance in the 6 months preceding the survey has stabilised after a significant decrease in Feb '25 to the lowest score since Ipsos began tracking in 2017. 39% of New Zealanders rated the performance 0-3 out of 10



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 '25 (n=1,002), Feb '25 (n=1,002), Oct '24 (n=1,003), Aug '24 (n=1,005), 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 key issues

Political party most capable of managing Top 5 issues

Labour is now perceived to be the most capable of managing 3 out of the top 5 issues: *Inflation / Cost of living*, *Healthcare / hospitals* and *Housing / price of housing*. This is one more than the previous wave.

National, having lost New Zealanders' confidence in its ability to manage *Inflation / Cost of living* since Feb '25, is seen as the party most capable of addressing concerns around *The economy* and *Crime / Law & order*.

	Issue	Political party most capable of managing issue
1	Inflation / cost of living	
2	Healthcare / hospitals	
3	The economy	
=4/5	Housing / Price of housing	
=4/5	Crime / Law & Order	









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

Base: May '25 - Total sample (n=1,002)

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Political party most capable of managing other issues

Labour remains the party seen to be most capable of managing the majority of the remaining issues in the Top 20 (11, up from 10 in the previous wave). National's perceived capability of managing issues continues to decline, only being seen as most capable of managing 1 of the remaining 15 issues (down from 3 in the previous wave). Te Pati Māori continues to be seen as most capable of managing *Issues facing Māori*, while The Green Party is seen as being most capable of managing *Climate change* and *Environmental Pollution / water concerns*.

	Issue	Political party most capable of managing issue
6	Poverty / Inequality	 Labour
=7	Climate change	 Green
	Unemployment	 Labour
9	Education	 Labour
10=	Transport / public transport / infrastructure	 Labour
	Petrol prices / fuel	 Labour
	Drug / Alcohol abuse	 Labour
	Household debt / personal debt	 Labour

	Issue	Political party most capable of managing issue
14=	Race relations / Racism	 Labour
	Taxation	 Labour
16	Environmental Pollution / water concerns	 Green
17	Issues facing Māori	 māori PARTY
=18	Immigration	 Labour
	Population / overpopulation	 Labour
20	Defence / foreign affairs / terrorism	 National

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

Base: May '25 - Total sample (n=1,002)

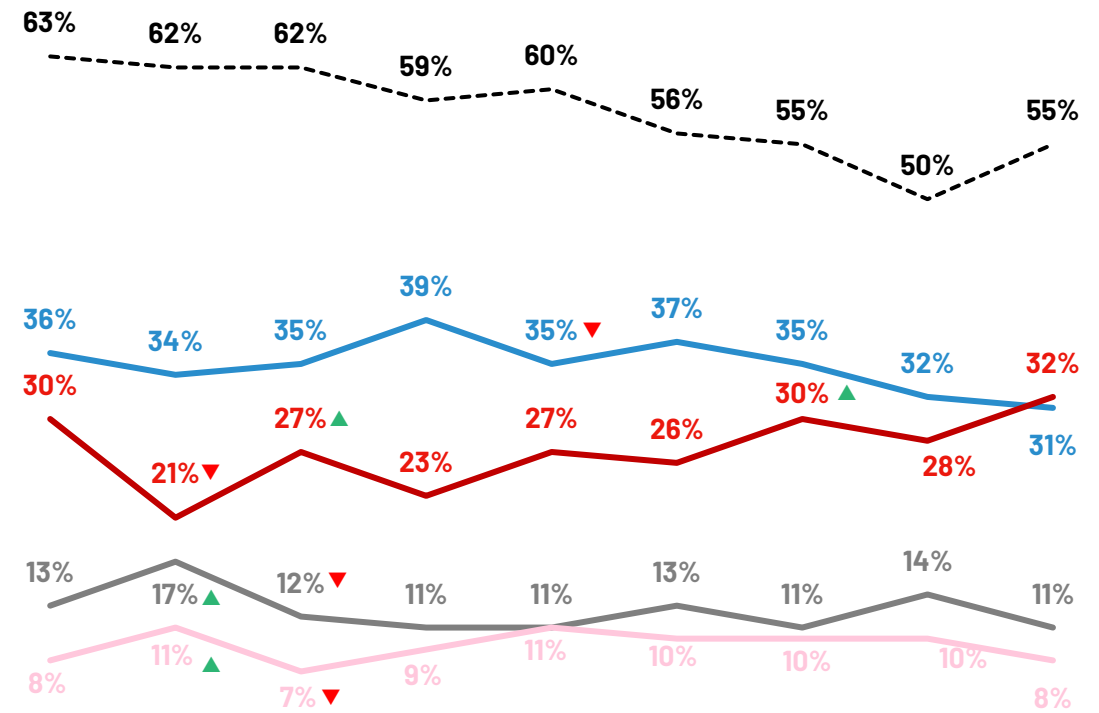
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#1 issue – Inflation / cost of living



New Zealanders' perceptions of National's ability to manage Inflation / cost of living continues to drop, while Labour's continues to improve to the highest level since May 2023.

The gap between Labour and National has been closed, with Labour's perceived capabilities to managing the issues being slightly higher by 1pp compared to Feb '25, when National was 4pp higher than Labour.



	May '23	Aug '23	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25	May '25
New Zealand First	2%	3%	4%	2% ▼	4% ▲	3%	2%	5% ▲	4%
Green Party	3%	5% ▲	7% ▲	9%	6% ▼	5%	5%	5%	6%
ACT	5%	7%	6%	3% ▼	4%	3%	3%	3%	4%
Te Pāti Māori	1%	1%	2%	2%	2%	1% ▼	2% ▲	2%	3%
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%

Q: What would you say are the three most important issues facing New Zealand today? / Please select the political party that you believe is most capable of managing each of the following issues...

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

Base: May '25 – Total sample (n=1,002)

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

Suggestions to improve cost of living issues

Voice of New Zealanders



"Have a serious look at the cost of living & maybe impose zero GST on essential items in the supermarket"

Canterbury, Self-employed, NZ European

"The government needs to work with local government and businesses to think of solutions to help reduce the cost of living, poverty, homelessness, crime."

Auckland, Retired, Samoan

"Reduce cost of living by doing something about the supermarket duopoly. Take GST off fresh fruit and vegetables."

Nelson, Self-employed, NZ European

"fix the cost of living crisis, this does not mean add more taxes to the general population to bring prices down. keep public healthcare, in this economy we can't afford a trip to the ER."

Auckland, Student, Māori / NZ European / Chinese

"Reduce their own spending. Stop spending on unnecessary things. Go back to core requirements from Gov't.-hospitals, roading infrastructure, education etc. Regulate so councils stop spending on wants instead of needs. Rates increases should be no more than inflation."

Waikato, Retired, NZ European

"They need to close the divide between the super rich and the super poor. The divide keeps getting bigger, and when you couple that with inflation and cost of living, more people are dragged into the poor communities"

Hawkes Bay, Full-time employee, Māori

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

Base: May '25 (n=1,002)

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#2 issue – Healthcare / hospitals

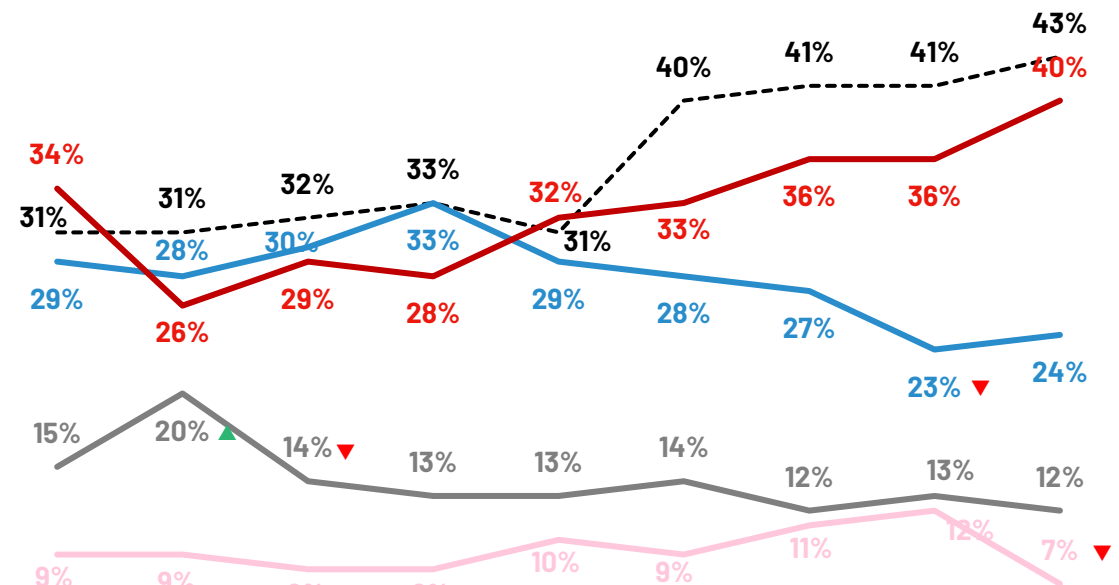


Concerns around *healthcare / hospitals* has continued its upwards trend beginning in Aug '24, it is now 12pp higher than in May '24.

National's perceived ability to manage the issue has stabilised after a downward trend and a significant decline in Feb '25.

Meanwhile, confidence in Labour to address the issue has seen an increase for the 5th consecutive wave (up 8pp compared to Feb '24), to be 16pp higher than National.

The percentage of New Zealanders who do not perceive any party of as capable of managing the issue has significantly decreased this wave.



	May '23	Aug '23	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25	May '25
New Zealand First	3%	3%	5% ▲	3% ▼	4%	3%	3%	4% ▲	4%
Green Party	4%	6%	7%	8%	6%	6%	5%	4%	5%
ACT	4% ▼	6% ▲	4%	4%	4%	4%	2%	4% ▲	4%
Te Pāti Māori	1%	1%	2%	3%	2%	1%	3% ▲	3%	3%
Other	1%	1%	1%	1%	1%	1%	1%	0%	1%

Q: What would you say are the three most important issues facing New Zealand today? / Please select the political party that you believe is most capable of managing each of the following issues...

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

Base: May '25 – Total sample (n=1,002)

Suggestions to improve *healthcare / hospital* issues



Voice of New Zealanders

"Keep election promises. Prioritise Healthcare, stop lining the pockets of the wealthy."

Gisborne, Full-time employee, European

"Invest in mental health care, hospital care and make it free to study at university to train in medicine, teaching and sciences."

Bay of Plenty, Seeking work, European

"Introduce a wealth tax for the wealthy who can afford to pay more within reason. Use this money to support the health system, particularly hospitals. Provide better pay for Doctors and Nurses."

Otago, Retired, NZ European

"Pay teachers, nurses etc properly. Bring back pay equity. Invest on hospitals and refuse to pay the private hospital costs to 'bring down waiting lists' - aka privatisation by the back door."

Canterbury, Self-employed, NZ European / Māori

"Concentrate on getting new nurses and overseas Specialist doctors for hospitals."

Waikato, Retired, NZ European

"sort emergency departments at hospitals. (too many people go to these that could go to a normal doctor)"

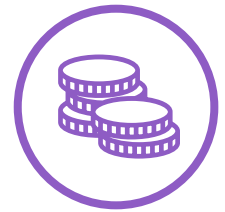
Auckland, Part-time employee, Māori

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

Base: May '25 (n=1,002)

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#3 issue – The economy

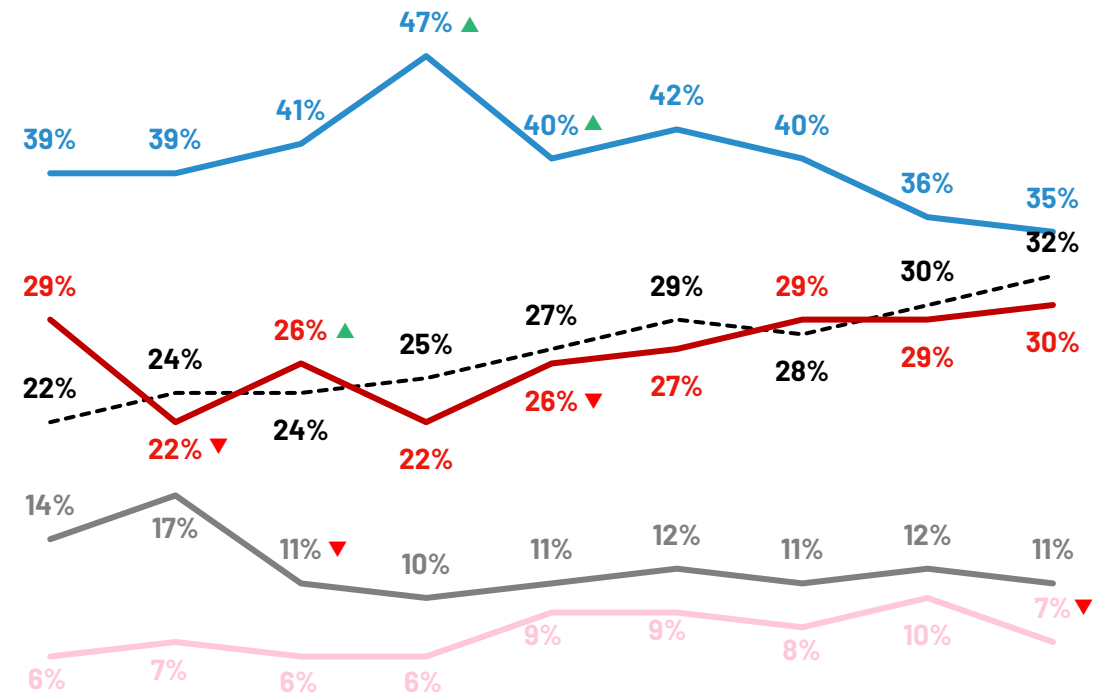


Concern for *the economy* continues its steady rise and is now 10pp higher than in May '23.

New Zealanders' perception of Labour's ability to manage this issue has remained relatively stable since Oct '24.

The gap between Labour and National has also continued to close, to just 5pp – the smallest the gap has been in the past two years.

The percentage of New Zealanders who do not believe any party as being capable of managing the issue, has significantly declined this wave (down 3pp from Feb '25).



	May '23	Aug '23	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25	May '25
New Zealand First	2%	3%	4%	2%	3%	2%	3%	4%	4%
Green Party	3%	4%	5%	6%	5%	5%	4%	3%	5%
ACT	5%	6%	4%	3%	4%	3%	3%	4%	4%
Te Pāti Māori	1%	1%	2%	2%	2%	0%	1%	2%	3%
Other	1%	1%	1%	1%	1%	0%	1%	1%	1%

Q: What would you say are the three most important issues facing New Zealand today? / Please select the political party that you believe is most capable of managing each of the following issues...

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

Base: May '25 – Total sample (n=1,002)

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

Suggestions to improve the economy

Voice of New Zealanders



"The government could focus on diversifying the economy. Currently, New Zealand relies heavily on agriculture and tourism. By investing in high - tech industries like software development and clean energy research, it can create more high - paying jobs and reduce economic vulnerability to external shocks, such as fluctuations in global commodity prices or travel restrictions."

Wellington, Working full-time, NZ European

"Focus on people first. Stop breaking the backs of middle and low income families in order to "fix" the economy, while the rich and corporations make record profit."

Auckland, Self employed, NZ European

"Lower taxes to stimulate the economy and promote productivity. Reduce regulations."

Marlborough, Full-time employee, NZ European

"They need an equitable tax system and have boundaries for overseas investors benefiting off NZ economy."

Taranaki, Full-time employee, Samoan

"Too much job cuts , but no employment creation. Economy is too dependent on export and tourism only."

Auckland, Full-time employee, Indian

"Increase immigration numbers to develop the country and economy faster."

Auckland, Full-time employee, Asian

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

Base: May '25 (n=1,002)

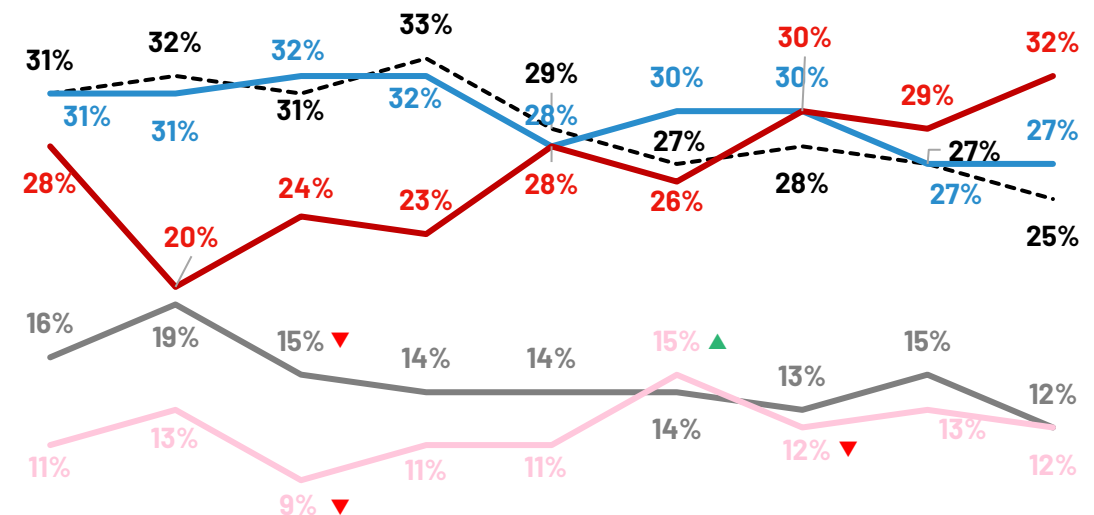
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=#4/5 issue – Housing / price of housing



Concern for *Housing / price of housing* continues its downward trend, reaching the lowest levels seen since Ipsos began tracking the metric.

The gap between confidence in Labour's and National's ability to manage this issue continues to grow in favour of Labour, and is at 5pp (up 5pp compared to 0pp in Oct '24).



	May '23	Aug '23	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25	May '25
New Zealand First	3%	3%	4%	4%	3%	3%	4%	3%	4%
Green Party	4%	5%	8% ▲	8%	8%	8%	6%	5%	6%
ACT	5%	6%	5%	5%	4%	3%	3%	4%	4%
Te Pāti Māori	1%	2%	2%	2%	3%	1%	2%	3%	3%
Other	1%	1%	1%	2%	1%	1%	1%	1%	1%

Q: What would you say are the three most important issues facing New Zealand today? / Please select the political party that you believe is most capable of managing each of the following issues...

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

Base: May '25 – Total sample (n=1,002)

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

Suggestions to improve *housing / price of housing*



Voice of New Zealanders

"Somewhere to stay for those in NEED of EMERGENCY HOUSING...!! Which the government got rid of, so there is NO HELP whatsoever for DESPERATE people in URGENT NEED OF HOUSING through NO FAULT of THEIR OWN...!!"

Northland, Part-time employee, Māori

"They need to bring down the housing prices or at least slow down the rate it's just increasing by to allow the earnings to catch up and be affordable."

Auckland, Full-time employee, NZ European

"The government needs to pay more attention to affordable housing. The supply of social security housing can be increased and policies can be introduced to control the real estate speculation market."

Waikato, Full-time employee, NZ European

"New Zealand is facing problems of housing shortage and high house prices. The government should increase investment in the construction of public housing, simplify the approval process for housing construction, and encourage developers to build more affordable housing and public rental housing."

Auckland, Working full-time, NZ European / Māori

"Bring taxation levels down, cut all the overly complex rules around housing so that folk can afford housing of a good standard, and cut the levels of bureaucracy in the overstaffed govt. departments."

Nelson, Retired, NZ European

"Boost Supply: Accelerate the construction of affordable housing, including social housing and medium - density developments in Auckland. Simplify the consent process for housing projects to cut down on delays."

Hawkes Bay, Working full-time, Māori

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

Base: May '25 (n=1,002)

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=#4/5 issue – Crime / Law & Order

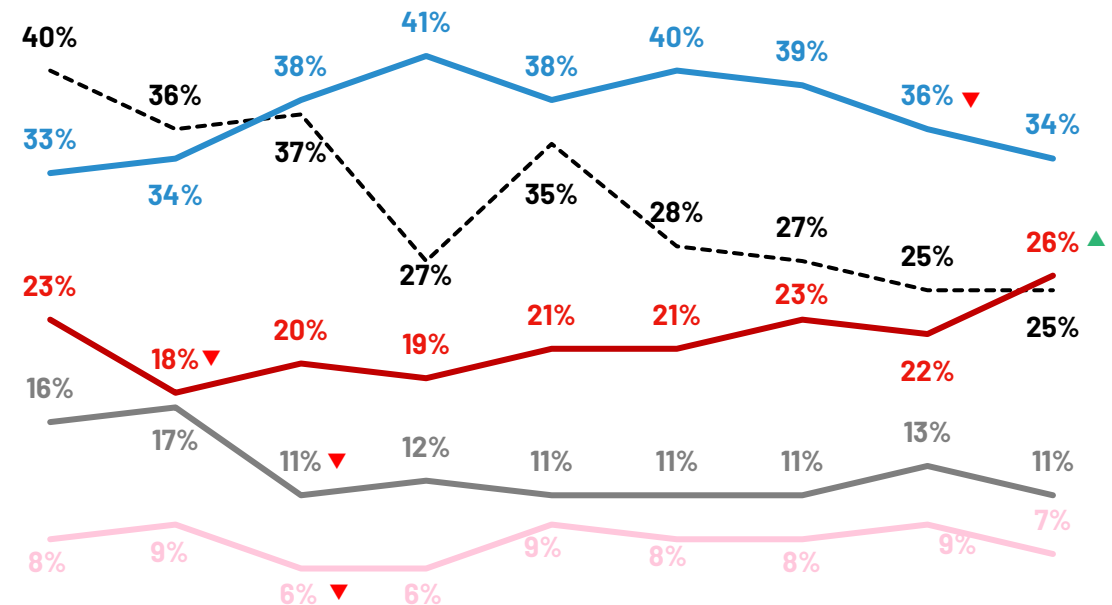


New Zealanders' concern for *crime / law & order* has stabilised following a downward trend beginning in May '24 and is now 10pp lower than the same.

National continues to hold a lead over Labour in its perceived ability to manage the issue, however, there continues to be a decline in this regard.

Labour's perceived ability in managing the issue has significantly increased this wave (up 4pp from Feb '25).

The gap between the two parties is now 8pp, the smallest it has been since Feb '24, when it was at its largest.



	May '23	Aug '23	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25	May '25
New Zealand First	4%	4%	5%	4%	4%	4%	4%	5%	6%
Green Party	3%	3%	6% ▲	5%	5%	6%	4%	4%	4%
ACT	11%	12%	10%	8%	8%	7%	6%	7%	7%
Te Pāti Māori	2%	2%	4%	4%	3%	2%	3%	4%	3%
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%

Q: What would you say are the three most important issues facing New Zealand today? / Please select the political party that you believe is most capable of managing each of the following issues...

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

Base: May '25 – Total sample (n=1,002)

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

Suggestions to improve *Crime / Law & Order* issues



Voice of New Zealanders

"And be super tough on crime, way too many crimes occurring and not harsh enough punishments particularly for young ones."

Auckland, Part-time employee, NZ European

"Restore the law and order, tackle high crimes including illegal gang activities and youth crime. Introduce the harsh punishment for the drug dealer."

Taranaki, Student, Asian

"They need to introduce the death penalty for all serious crime, regardless of age. They need to deport criminals who were not born in NZ."

Auckland, Seeking work, NZ European

"Be harder on crime and get the chronically unemployed working."

Manawatu-Wanganui, Self-employed, NZ European

"Be proactive and fix the gangs problem and have extra police to sort out the crime issue."

Wellington, Retired, Asian

"The government needs to work with local government and businesses to think of solutions to help reduce the cost of living, poverty, homelessness, crime. People who are able to work should be forced to find work and not live off the benefit(s) for a sustained period."

Auckland, Full-time employee, Samoan

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



Base: May '25 (n=1,002)

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COMPARISONS WITH AUSTRALIA

Comparing New Zealand's issues to
Australia's

Top 10 issues – New Zealand vs. Australia

	 New Zealand	 Australia
1	Inflation / cost of living - 55%	Inflation / cost of living - 63%
2	Healthcare / hospitals - 43%	Housing - 42%
3	The economy - 32%	The economy - 32%
=4	Housing / price of housing - 25%	Healthcare - 28%
	Crime / Law & Order- 25%	Crime - 23%
6	Poverty / Inequality - 20%	= Immigration - 14%
=7	Climate change - 15%	= Poverty - 14%
	Unemployment - 15%	Population - 11%
9	Education - 11%	= Personal debt - 10%
10	Household debt / personal debt- 7%	= Petrol prices - 10%

Australians are significantly more concerned about Inflation / cost of living, though it remains the #1 concern in Australia and New Zealand, selected by more than half the respondents in each country.

Australians' concerns for *Environment* has dropped out of the Top 10 issues for the country, replaced by *Population*, while New Zealanders' continue to remain concerned about *Climate change*.

Housing remains a more concerning issue for Australians (42%) than New Zealanders (25%), while both countries show the same level of concern for *The economy* (32%). Both countries also show similar levels of concern for *Crime*, with both placing it as the fifth most important issue.

Education and *Unemployment* are more top of mind issues for New Zealanders, while Australians show more concerns around *Population*, *Immigration* and *Petrol prices*.

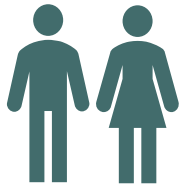
Both countries are similarly concerned about *Personal debt*, with the issue ranking tenth in New Zealand and joint ninth in Australia.

Sample demographics – May 2025



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

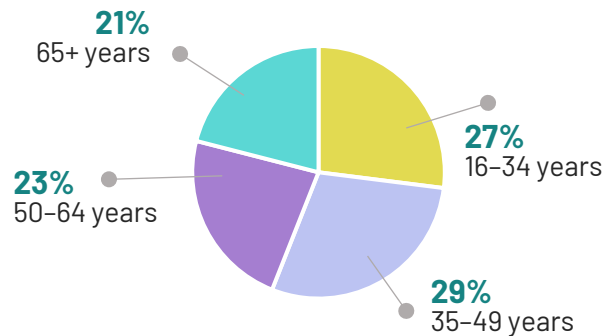
49%
Male



51%
Female

The precision of Ipsos online
polls is calculated with a
credibility interval with a poll
of 1,005 accurate to ± 3.5
percentage points

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



Employment status



46% Full-time	6% Not in paid work but seeking work
18% Retired	5% Not in paid work & not seeking work
13% Part-time	5% Student
7% Self-employed	

Sample sizes over time

- | | | |
|---------------------|---------------------|---------------------|
| • Feb '18 (n=610) | • Feb '21 (n=1,000) | • Aug '24 (n=1,005) |
| • Jul '18 (n=611) | • Jun '21 (n=1,003) | • Oct '24 (n=1,003) |
| • Oct '18 (n=610) | • Oct '21 (n=1,003) | • Feb '25 (n=1,002) |
| • Mar '19 (n=614) | • Feb '22 (n=1,004) | • May '25 (n=1,002) |
| • Apr '19 (n=615) | • May '22 (n=1,000) | |
| • Jul '19 (n=610) | • Sep '22 (n=1,000) | |
| • Nov '19 (n=610) | • Feb '23 (n=1,002) | |
| • Mar '20 (n=610) | • May '23 (n=1,002) | |
| • May '20 (n=1,000) | • Aug '23 (n=1,148) | |
| • Jul '20 (n=1,000) | • Sep '23 (n=1,000) | |
| • Sep '20 (n=1,000) | • Feb '24 (n=1,001) | |
| • Nov '20 (n=1,001) | • May '24 (n=1,001) | |

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You act better when you are sure.

NGĀ MIHI

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