

THE IPSOS NEW ZEALAND ISSUES MONITOR

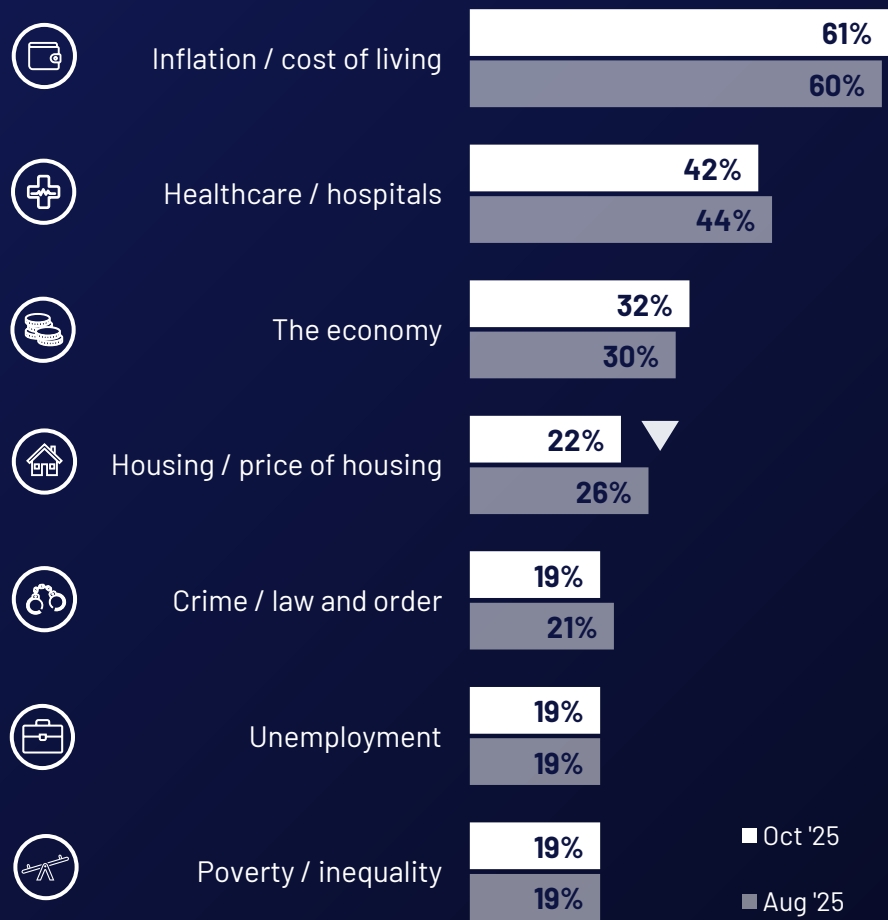
October 2025

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2025 | Public

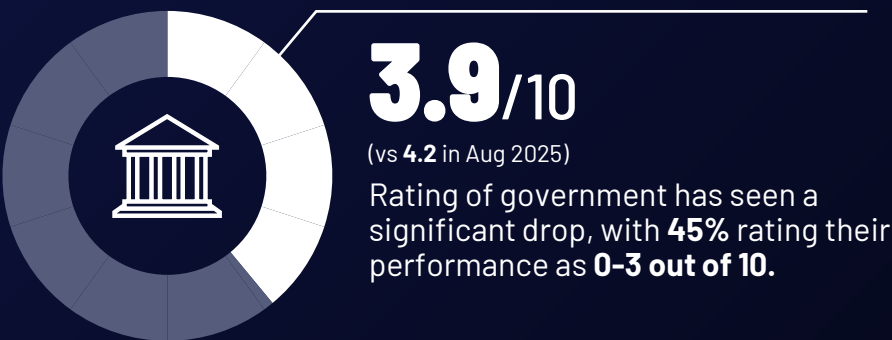


KEY FINDINGS – October 2025

TOP 5 ISSUES FACING NEW ZEALAND



OPINIONS OF GOVERNMENT



PARTY MOST CAPABLE OF MANAGING TOP 5 ISSUES

National
Crime / law and order

Labour
Inflation / cost of living
Healthcare / hospitals
Housing / price of housing
The economy

Overview

Background Information

The Ipsos New Zealand Issues Monitor tracks which 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 21 – 30 October 2025 we conducted fieldwork for our 30th Ipsos NZ Issues Monitor report with a total of 1,004 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.

Please direct all queries to Carin Hercock – 021 394 508 | carin.hercock@ipsos.com or

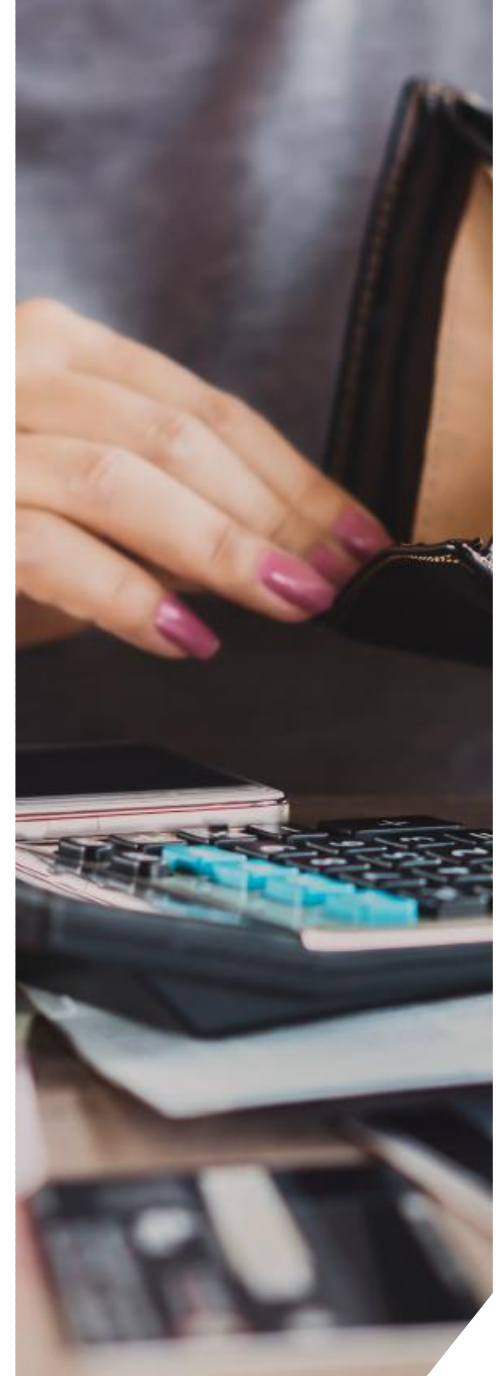
Amanda Dudding – 021 612 264 | amanda.dudding@ipsos.com

The precision of Ipsos online survey is calculated with a credibility interval with a sample of **1,004** 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.

It should be noted that the rating of government performance question stood alone and was in field 5-10 November



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

Home / New Zealand / Wellington

Wellington job market a 'shocker' as 600 people apply for casual mini-putt role

 Tobias Macintosh
NZ Herald · 29 Oct, 2025 06:00 AM · 4 mins to read

New Zealand 'mega strike': 100,000 public sector workers demand better conditions

Eva Corlett
Thu 23 Oct 2025 03:38 BST

BUSINESS / ECONOMY

Job advertisements increase as more New Zealanders apply for work in Australia

5:00 am on 21 October 2025

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POLITICS

Govt takes risky hardline as public backs mega-strike

New public sentiment polling released to Newsroom shows 65 percent support for striking teachers, nurses and doctors, with coalition voters backing unions and workers over the PM's stance

by Laura Walters 22/10/2025

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Home / Herald NOW

Meth use surges as organised Crime tightens its grip

 NZ Herald
29 Oct, 2025 08:17 AM

Home / New Zealand

Economy shows early signs of lifting, Westpac survey of households, businesses shows

 Raphael Franks
Multimedia Reporter · NZ Herald · 15 Oct, 2025 05:00 AM · 3 mins to read

Business / Companies

Government halves pool of companies that need to make climate-related disclosures

 Jenée Tibshraeny
Wellington Business Editor

BUSINESS / HOUSING

Housing market continues to slide, major cities worst affected

7:38 am on 14 October 2025

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NZ news | Cost of living

The jump in inflation is hitting some Kiwis hard. Here's what you told us

 Caron Copek
October 20, 2025 · 5:02pm

Copy Link

NEW ZEALAND / HEALTH

Man with infection can't get ambulance to hospital, finds 50 people in waiting room

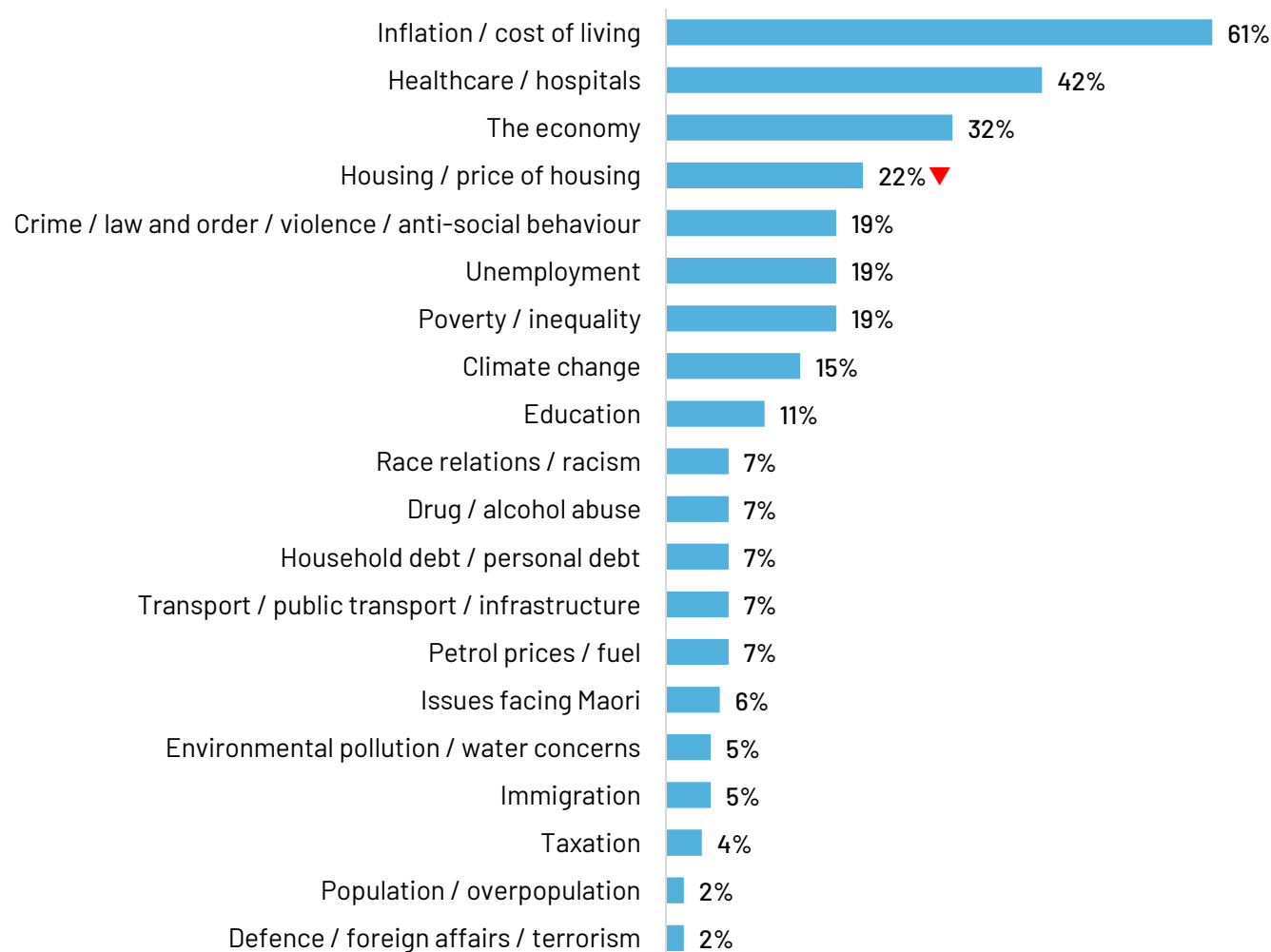
10:48 am on 21 October 2025

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

TOP ISSUES FACING AOTEAROA

The most important issues facing New Zealanders



Inflation / cost of living has remained the number one issue facing New Zealanders for the 15th survey, since Feb '22. This result was trending downwards until May this year and has been increasing ever since.

Housing / Price of housing has seen a significant decrease this wave, though it remains the 4th most pressing issue facing New Zealanders.

Concern about *Healthcare / hospitals* has remained a major concern for nearly half of New Zealanders, hovering just above 40% for the third wave in a row.

Concerns around *Crime / law & order* has continued to decrease since a significant drop in Aug '25, with just under 1 in 5 identifying it as a key issue.

Unemployment has stabilised after a significant increase in Aug '25, remaining around 1 in 5 – though it has overtaken *Poverty / inequality* by a small margin.

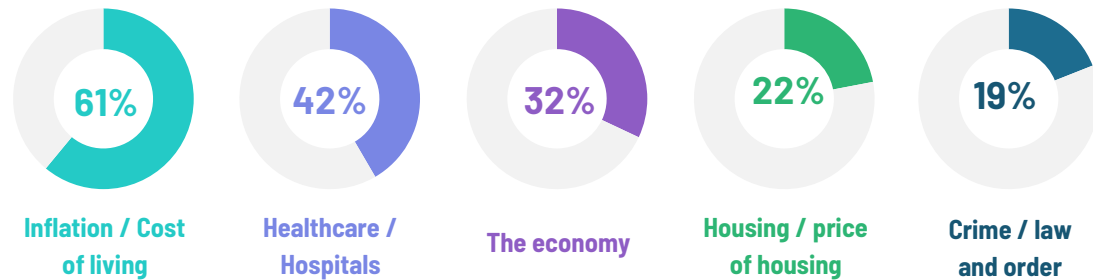
Q: What would you say are the three most important issues facing New Zealand today?

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

Base: Oct '25 – Total sample (n=1,004)

Current top 5 issues

Spotlight October 2025

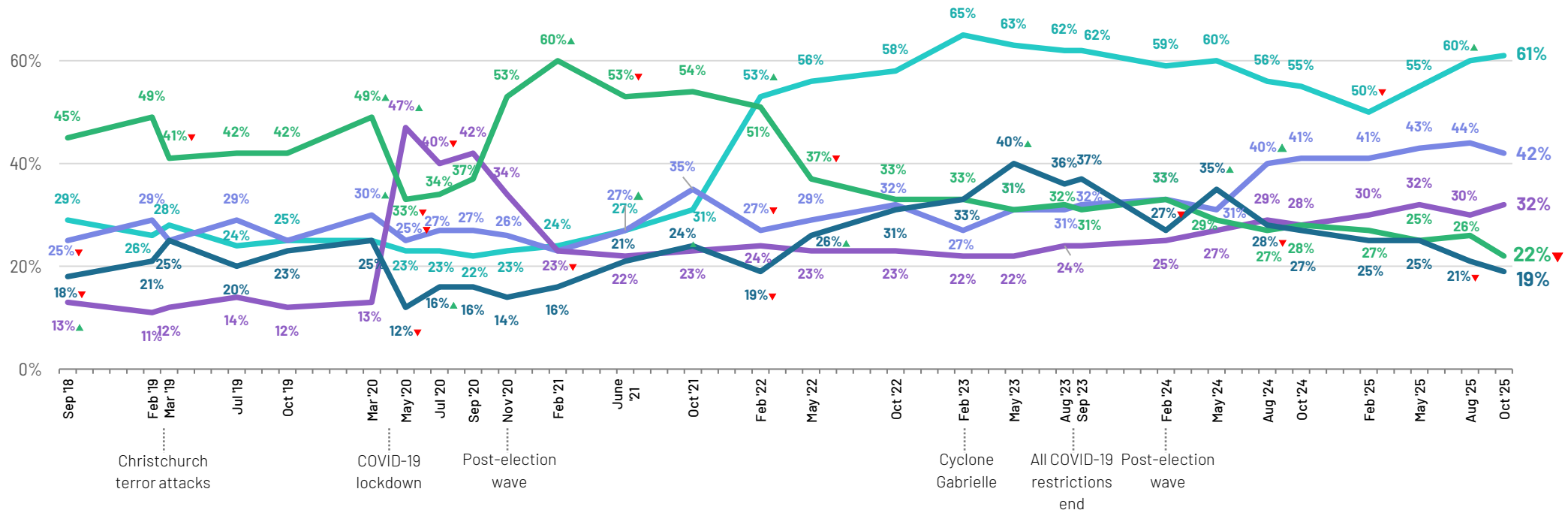


In 2025, New Zealanders' top five issues have remained consistent. Following a resurgence in May '25, *Inflation / cost of living* continues to increase and is now at its highest level since May 2024.

Concern for *Healthcare / hospitals* has remains fairly steady since a significant increase in Aug '24, and has not left its position as the 2nd most important issue since then.

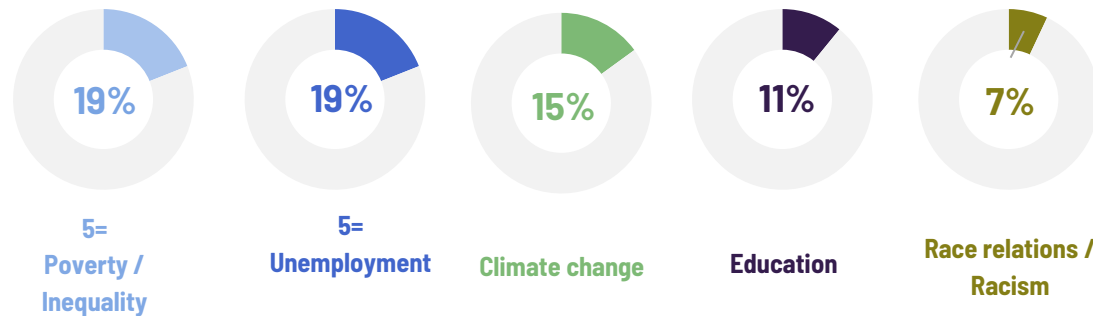
The Economy remains the 3rd most important issues facing New Zealand, returning to the same proportion seen in May this year.

Housing / price of housing has seen a significant decrease this wave, now at the lowest it has been since Sep '18 – though it remains in 4th. *Crime / law and order* has similarly continued its downward trend.



Noteworthy issues

Spotlight October 2025

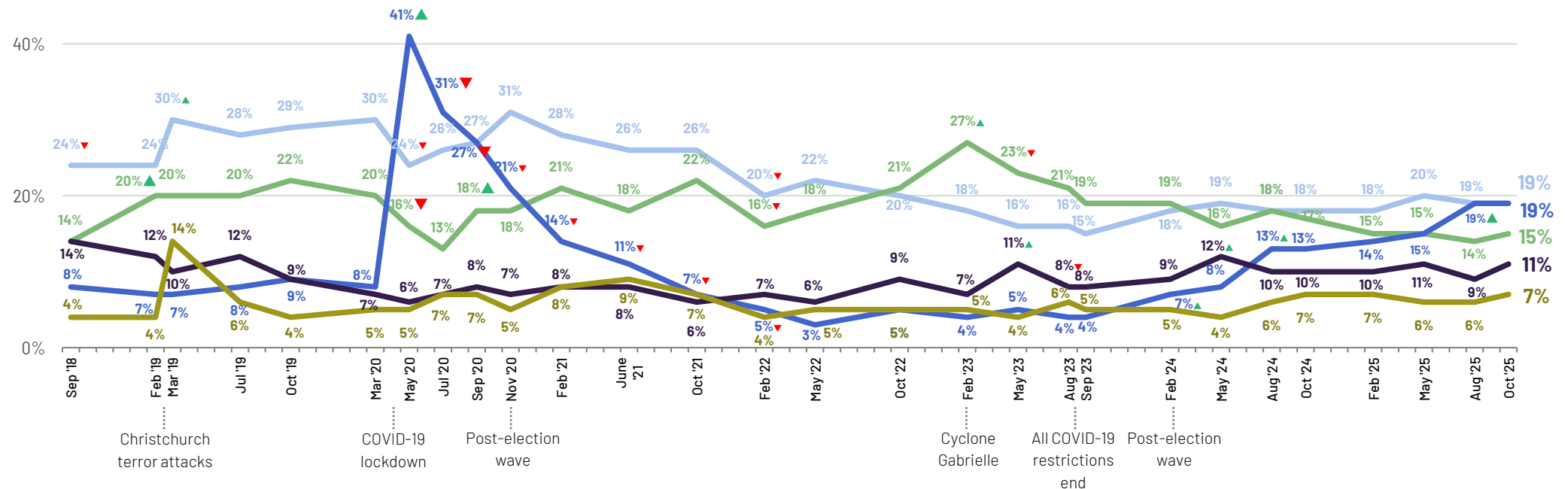


New Zealanders' concern for the remaining issues in top 10 issues have remained stable on most fronts compared to Aug 2025.

Poverty / inequality (19%) and *Education* (11%) have remained stable as issues facing New Zealanders over the past year. Concern for *Unemployment* (19%) has remained steady after a significant increase in Aug '25.

The proportion of New Zealanders concerned about *Climate change* (15%) has kept steady for the last several waves.

Race relations / racism has returned to the top 10 issues for the first time since Aug '25, increasing to 7% this wave.



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 - Oct '25 (n=1,004)

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Top current issues by **generation**

	Aged 18-34 (n=258)	Aged 35-49 (n=295)	Aged 50-64 (n=235)	Aged 65+ (n=215)
1	Inflation / cost of living 64%	Inflation / cost of living 66%	Inflation / cost of living 59%	Healthcare / Hospitals 55%▲
2	Unemployment 32%▲	Healthcare / hospitals 39%	Healthcare / hospitals 53%▲	Inflation / cost of living 55%
3	Housing / Price of housing 32%▲	The economy 29%	The economy 37%	The economy 35%
4	The economy 29%	Housing / Price of housing 25%	Poverty / Inequality 23%	Crime / Law & Order 27%▲
5	Healthcare / hospitals 25%▼	Unemployment 19%	Crime / Law & Order 22%	Poverty / Inequality 21%

Unemployment jumps to second place for young Zealanders

Young New Zealanders continue to be most concerned with financial issues, taking up 4 of their top 5 issues. Concerns around *Unemployment* has jumped 9pp since Aug '25 (23%), climbing from 5th to 2nd most pressing issue. *Healthcare / hospitals* has dropped to 5th place for this group with *Housing / cost of housing* also significantly higher than the New Zealand average.

Healthcare remains a pressing issue for older New Zealanders

Healthcare / hospitals continues to top the list for those aged 65+, however this result has decreased since Aug '25 (61%). Concern with *Inflation / Cost of living* has increased to equal footing (55%), compared to 49% in Aug '25 for this group.

Crime more of a concern for those over 50

Concern for *Crime / law and order* is much higher in those over 50, with over a third of New Zealanders aged 65+ selecting it as a top issue.

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

▲ indicates significantly higher / ▼ indicates significantly lower compared to the total sample

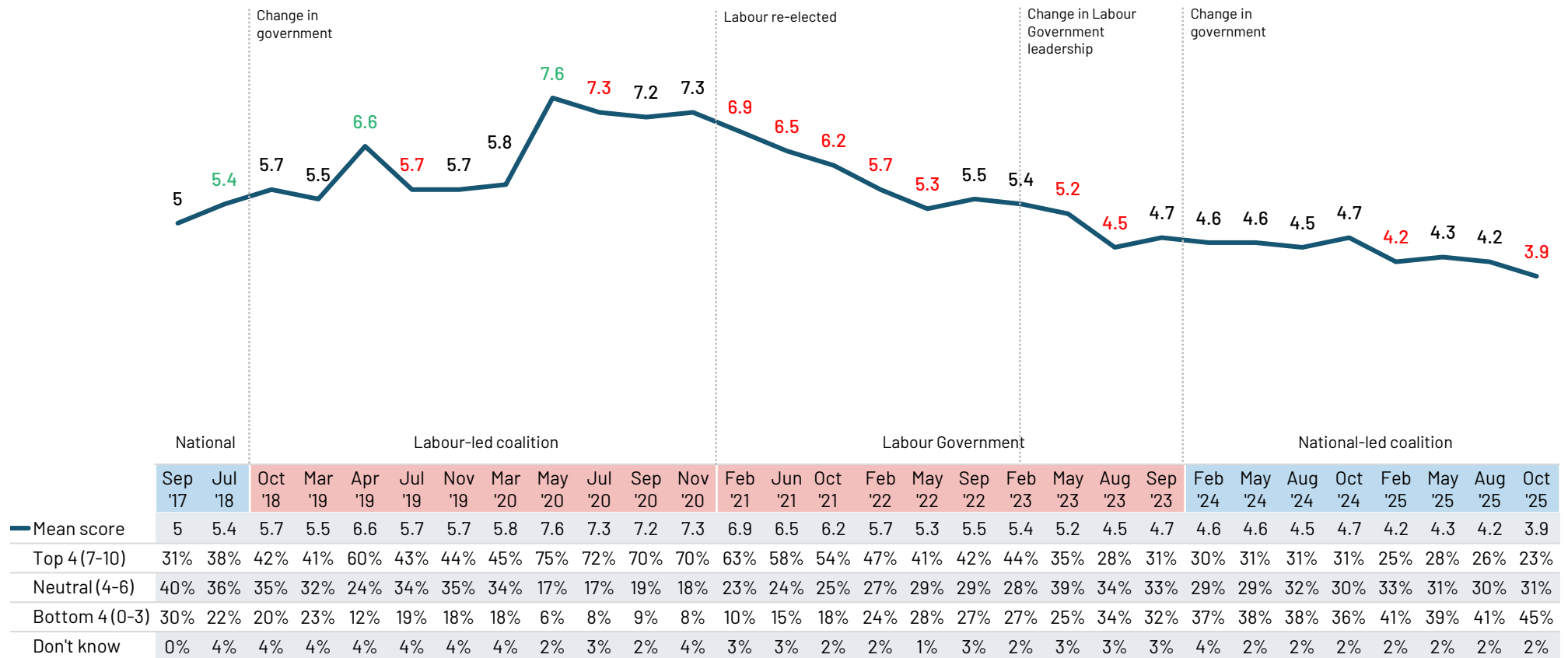
Base: Total sample - Oct '25 (n=1,004)

CURRENT GOVERNMENT PERFORMANCE

New Zealanders' rating of how they perceive the current government

Rating of government performance over the 6 months

The government's performance ratings over the past six months has seen another significant decline, dropping to 3.9 on a scale of 0-10, with 45% of New Zealanders rating its performance between 0 and 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 – Oct '25 (n=1,000), Aug '25 (n=1,004), 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 seen as the party most capable of managing the economy, overtaking National, who had previously been seen as the most capable since October 2021.

Labour is seen to be most capable of managing 6 of the top 7 issues, including *Inflation / cost of living*, *Healthcare / hospitals*, *The Economy*, and *Housing / price of housing*, while National is still seen as most capable of managing *Crime / law and order*.

	Issue	Political party most capable of managing issue
1	Inflation / cost of living	 Labour
2	Healthcare / hospitals	 Labour
3	The economy	 Labour
4	Housing / price of housing	 Labour
	Crime / law & Order	 National
=5	Unemployment	 Labour
	Poverty / Inequality	 Labour

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

Base: Oct '25 - Total sample (n=1,004)

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Political party most capable of managing other issues

Of the remaining 13 issues, Labour is seen as the most capable of managing 9. National is seen as capable of managing *Defence / foreign affairs / terrorism*, while Te Pati Māori and the Green Party continue to be seen most capable of managing *Issues facing Māori* and *Climate change / Environmental pollution / Water concerns* respectively.

	Issue	Political party most capable of managing issue		Issue	Political party most capable of managing issue
6	Climate change		9	Issues facing Māori	
7	Education			Environmental pollution / water concerns	
	Race relations / racism		=10	Immigration	
	Drug / alcohol abuse		11	Taxation	
=8	Household debt / personal debt			Population / overpopulation	
	Transport / public transport / infrastructure		=12	Defence / foreign affairs / terrorism	
	Petrol prices / fuel				

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

Base: Oct '25 - Total sample (n=1,004)

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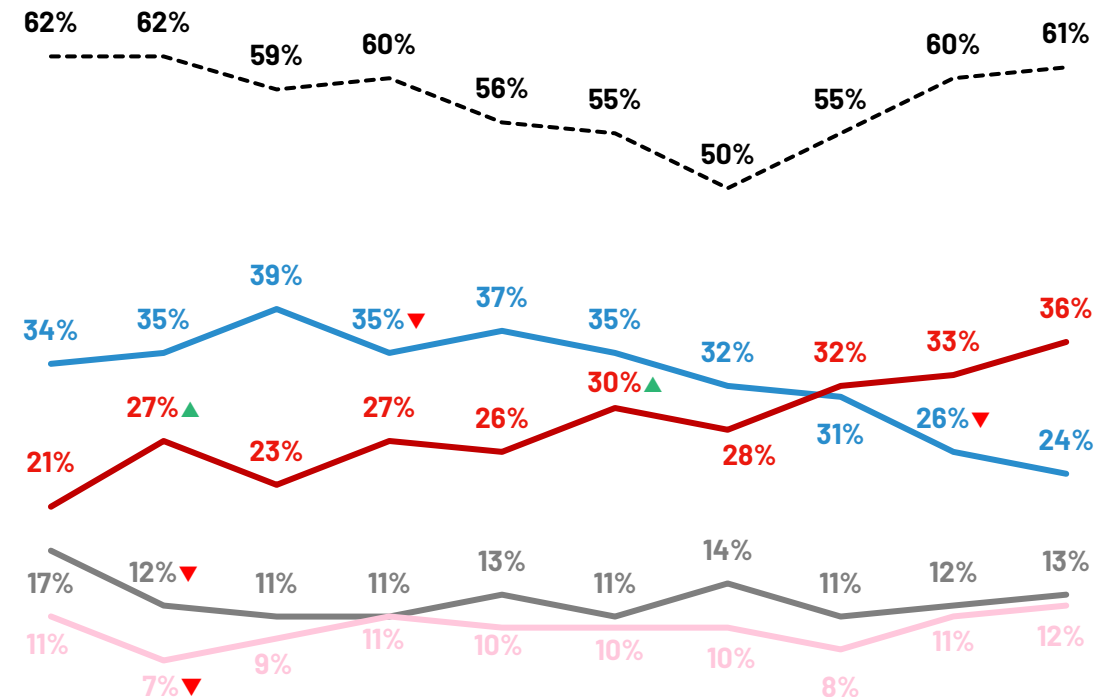
#1 issue – Inflation / cost of living



National's perceived ability in managing *Inflation / cost of living* has continued its downward trend beginning in May '24.

Meanwhile, confidence in Labour to manage the issue has further increased, widening the gap with National to 12pp.

New Zealanders' confidence in other parties to manage this issue has remained consistent with the previous wave, though confidence in New Zealand First has slightly decreased.



	Aug '23	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25	May '25	Aug '25	Oct '25
New Zealand First	3%	4%	2%▼	4%▲	3%	2%	5%▲	4%	6%▲	4%
Green Party	5%	7%▲	9%	6%▼	5%	5%	5%	6%	5%	5%
ACT	7%	6%	3%▼	4%	3%	3%	3%	4%	5%	4%
Te Pāti Māori	1%	2%	2%	2%	1%▼	2%▲	2%	3%	2%	1%
Other	1%	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: Oct '25 - Total sample (n=1,004)

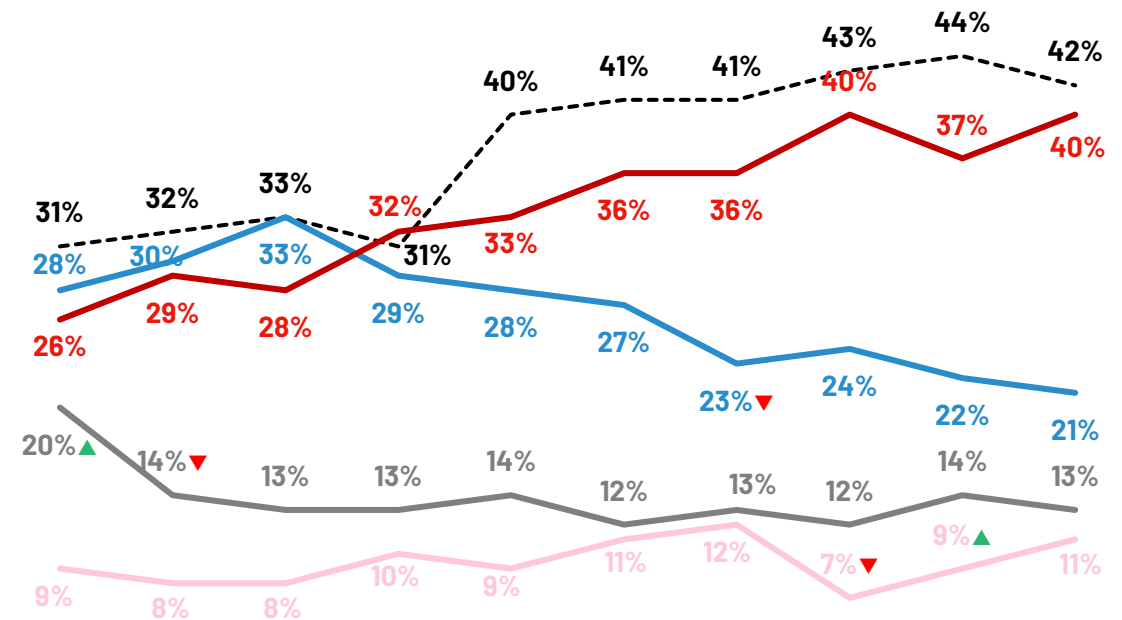
--- Issue — National Party — Labour Party — Don't know — None

#2 issue – Healthcare / hospitals



Perceptions of Labour's ability to manage *Healthcare / hospitals* has increased, returning to the level reported in May '25. The gap between Labour and National has widened to 19pp.

Notably, the number of New Zealanders who lack confidence in any political party's capability to manage the issue effectively has continued to increase, following a significant jump in Aug '25.



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

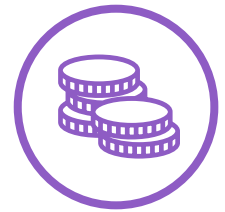
--- Issue — National Party — Labour Party — Don't know — None

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

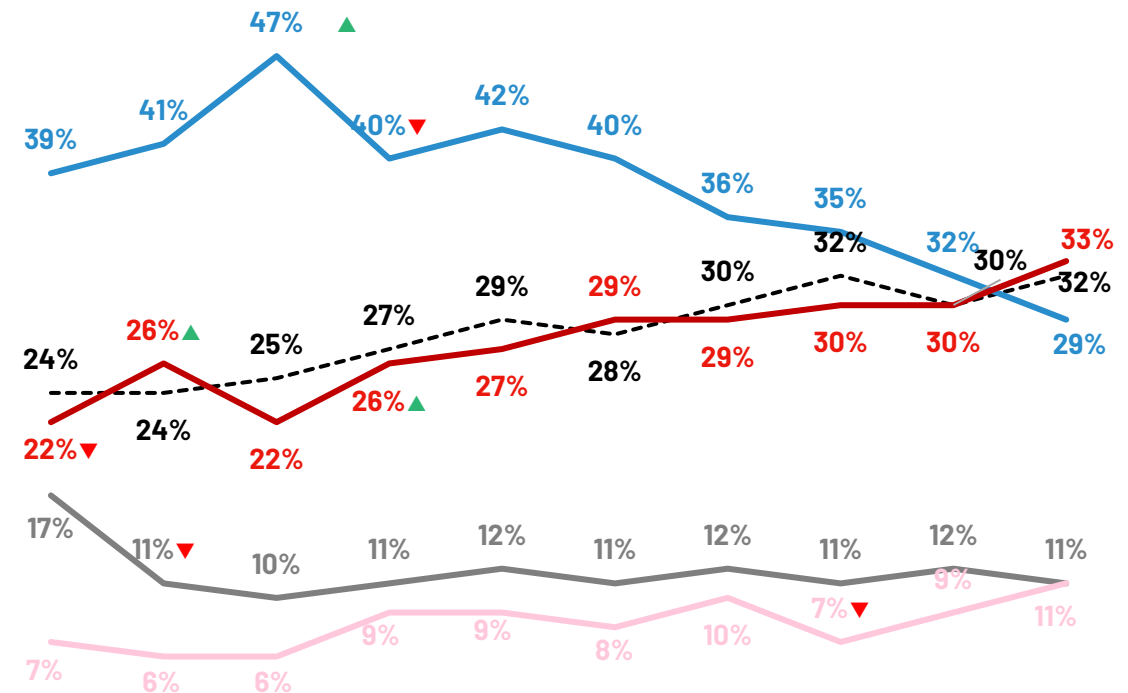
Base: Oct '25 – Total sample (n=1,004)

#3 issue – The economy



As concern for the economy has been steadily rising over the last several years, confidence in National's ability has seen a decline, and has been overtaken by Labour in Oct '25 – with a difference of 3pp.

Confidence in other parties' ability to manage the economy remains fairly steady, though the proportion of New Zealanders that don't believe any party is capable of managing the issue continues to increase, after a decline in May '25.



	Aug '23	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25	May '25	Aug '25	Oct '25
New Zealand First	3%	4%	2%	3%	2%	3%	4%	4%	5%	4%
Green Party	4%	5%	6%	5%	5%	4%	3%	5%	5%	5%
ACT	6%	4%	3%	4%	3%	3%	4%	4%	3%	4%
Te Pāti Māori	1%	2%	2%	2%	0%	1%	2%	3%	2%	1%
Other	1%	1%	1%	1%	0%	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: Oct '25 – Total sample (n=1,004)

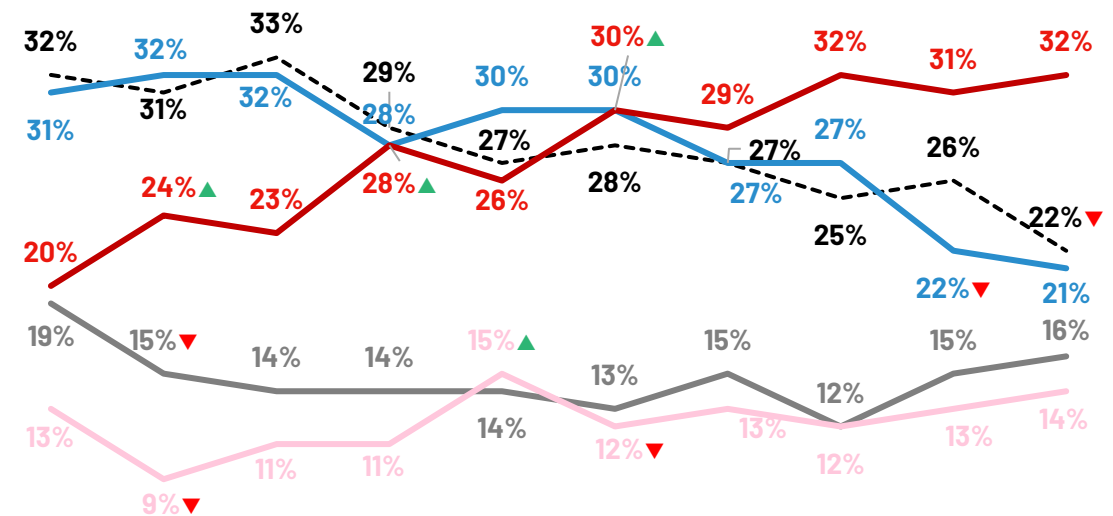
--- Issue National Party Labour Party Don't know None

#4 issue – Housing / price of housing



Concern for *Housing / price of housing* has seen a steady decline over the last several waves, while the gap between the perceived capability of National and Labour to manage this issue has further increased – a difference of 11pp. Individually, both have stabilized.

The proportion of New Zealanders that *don't know* or believe that no party is capable of managing this issue have both continued to increase.



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

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: Oct '25 – Total sample (n=1,004)

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

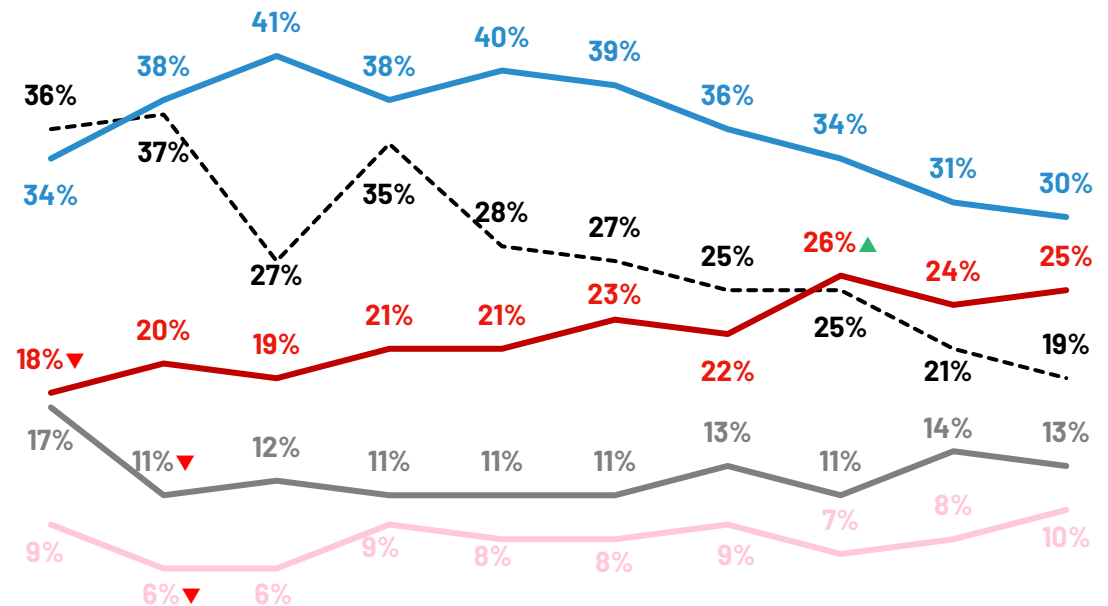
#5 issue – Crime / Law & Order



New Zealanders' concern for *Crime / law and order* has continued declining, now at its lowest point since Feb '22.

Similarly, National's perceived ability to manage this issue has continued its downward trend, shrinking the gap between National and Labour to 5pp, though it is still seen as the most capable party.

Around 1 in 4 New Zealanders perceive Labour as the most capable of managing *Crime / Law & Order* while New Zealand First has gradually trended upwards on this issue.



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: Oct '25 - Total sample (n=1,004)

	Aug '23	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25	May '25	Aug '25	Oct '25
New Zealand First	4%	5%	4%	4%	4%	4%	5%	6%	7%	8%
Green Party	3%	6% ▲	5%	5%	6%	4%	4%	4%	5%	4%
ACT	12%	10%	8%	8%	7%	6%	7%	7%	6%	8%
Te Pāti Māori	2%	4%	4%	3%	2%	3%	4%	3%	4%	2%
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%

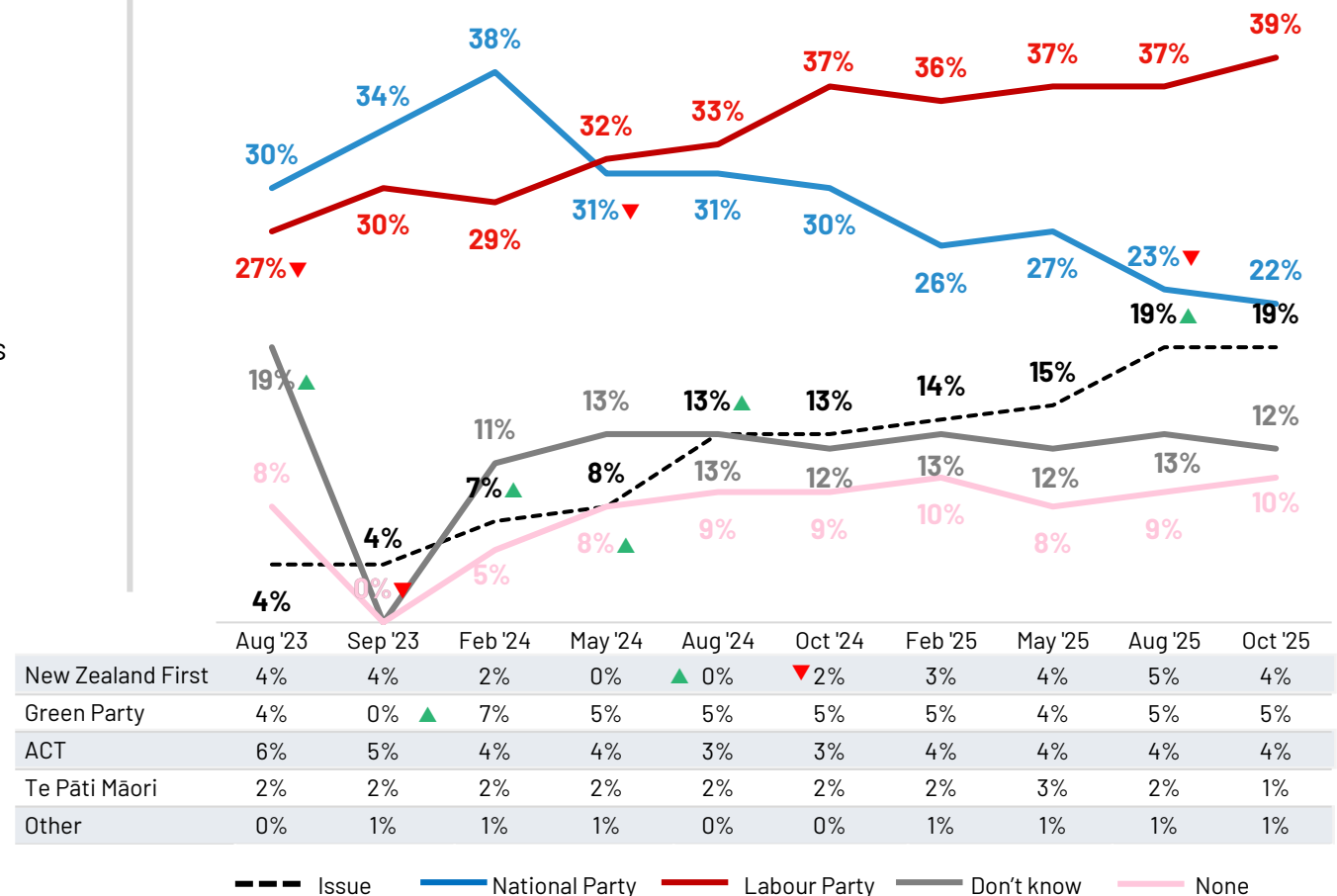
--- Issue — National Party — Labour Party — Don't know — None

Issue spotlight – Unemployment



Since a significant jump in the previous wave, concern about *Unemployment* has remained steady, with 1 in 5 New Zealanders viewing it as a key issue.

The gap between the perceived ability to manage unemployment for National and Labour has increased, now at 17pp, with confidence in National's capability continuing to decline.



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: Oct '25 - Total sample (n=1,004)

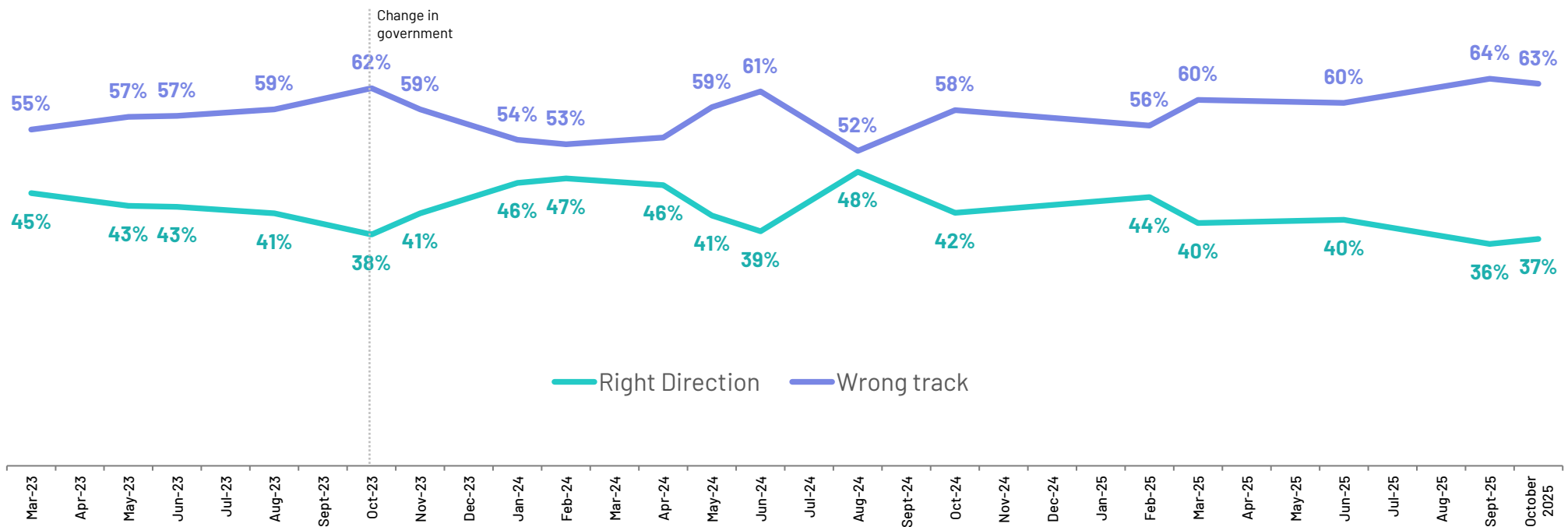
ARE WE HEADING IN THE RIGHT DIRECTION?

Data from our What Worries the
World series



Is New Zealand heading in the right direction? Or off on the wrong track?

Global Advisor data shows that 63% of New Zealanders believe this country is off on the wrong track, compared to 37% who believe it is heading in the right direction.



Q0: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track

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

Source: What worries the World Global Advisor

Base: Total sample (n=500 per measure)

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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 - 61%	Inflation / cost of living - 59%
2	Healthcare / hospitals - 42%	Housing - 44%
3	The economy - 32%	Healthcare - 28%
4	Housing / price of housing - 22%	Crime - 27%
5	Crime / Law & Order - 19%	The economy - 24%
6	Unemployment - 19%	Immigration - 22%
7	Poverty / Inequality - 19%	Poverty - 12%
8	Climate change - 14%	Environment - 11%
9	Education - 9%	Population - 9%
10	Race relations / Racism - 7%	Unemployment - 9%

Australians and New Zealanders show similar key concerns, with the same top 5 issues highlighted in both countries. Both show equivalent levels of concern for *Inflation / cost of living*. It is the #1 issue facing both countries, with around 60% of both populations selecting it.

Australians are more concerned about *Housing* (44%) compared to New Zealanders (22% *Housing / price of housing*), the 2nd most pressing issue compared to the 4th in Aotearoa.

Australians are less concerned about *the economy* (24%) than New Zealanders (32%), and also less concerned about *Unemployment* (9% vs. 19%).

Climate change (14%) and *Education* (8%) are more top of mind issues for New Zealanders, while Australians show higher concern for *Immigration* (22%).

Sample demographics – October 2025



1,004 respondents
were interviewed online in October
via online panels

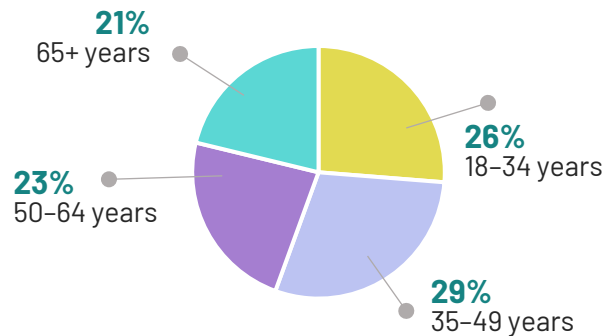
49%
Male



51%
Female

The precision of Ipsos online
polls is calculated with a
credibility interval with a poll
of 1,004 accurate to ± 3.5
percentage points

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



Employment status



44% Full-time

17% Retired

14% Part-time

8% Self-employed

6% Not in paid work but
seeking work

6% Not in paid work & not
seeking work

6% Student

Sample sizes over time

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

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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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

Game Changers

In our world of rapid change, the need for 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, Markets 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.

NGĀ MIHI

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