

THE IPSOS NEW ZEALAND ISSUES MONITOR

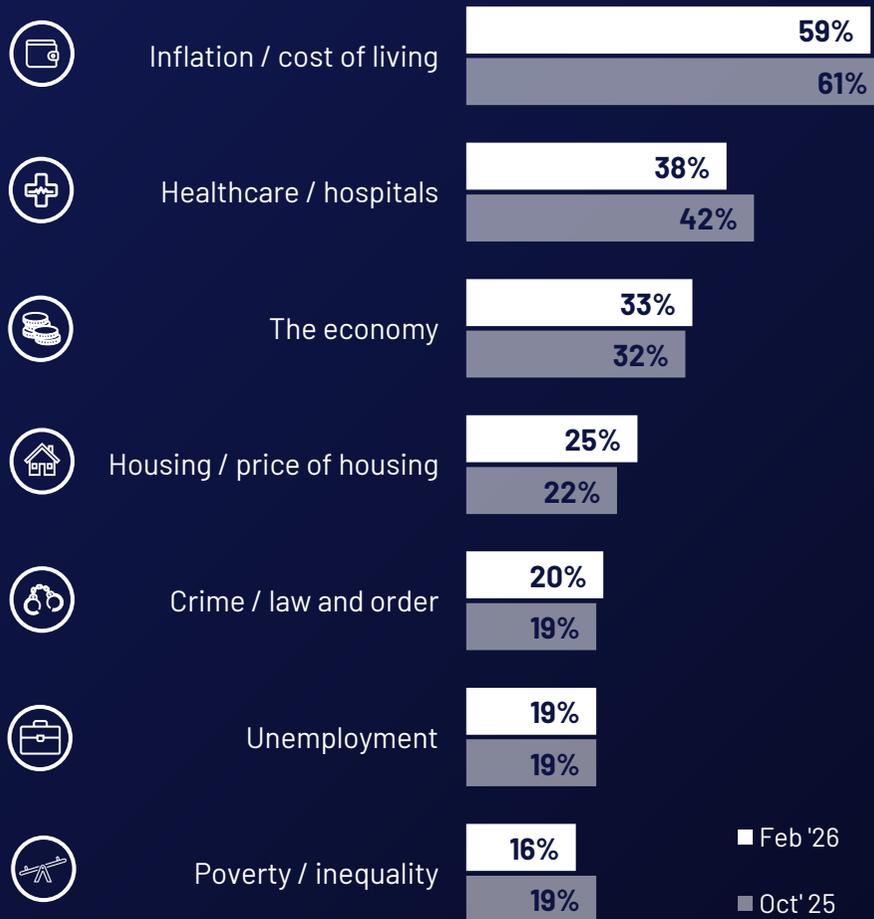
February 2026

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2026 | Public



KEY FINDINGS – February 2026

TOP ISSUES FACING NEW ZEALAND



OPINIONS OF GOVERNMENT



4.2/10

(vs 3.9 in Oct 2025)

Rating of government has seen a significant increase, with **27%** rating their performance as **7-10 out of 10**.

PARTY MOST CAPABLE OF MANAGING TOP 5 ISSUES

National

Crime / law and order

The economy =

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 11 – 18 February 2025 we conducted fieldwork for our 31st Ipsos NZ Issues Monitor report with a total of 1,000 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 **1,004** 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.



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

NZ news | Inflation

'Surviving not living': Pensioners and beneficiaries hit hardest by inflation in 2025

 Emma Ricketts
February 5, 2026 · 4:00am

Auckland house prices back over \$1m, buyer demand surges 40%

 Deborah Morris | The Post

February 18, 2026

Share

Asian families turn to foodbanks as unemployment, living costs rise

16:11/12/2026

 Liu Chen, Journalist
liu.chen@rnz.co.nz

Why private hospitals are part of the future of healthcare

Chris Roberts | The Post

February 16, 2026

Home / Business / Economy / Inflation

Food prices rise 4.6% annually, January monthly increase biggest jump in four years

 Tom Raynel
Multimedia Business Reporter · NZ Herald · 17 Feb, 2026 11:35 AM · 4 mins to read

Experts say the economy is improving. But here's why it still feels like we're getting 'stuffed'

 Damien Venuto
February 12, 2026 · 4:00am

Copy Link

'It's just not enough': Salvation Army warns families are starving

4:58 pm on 11 February 2026

Share this     

 Penny Smith, Reporter
Penelope.Smith@rnz.co.nz

Infrastructure plan warns less money for roads, more for hospitals - 'hard truths'

 Thomas Coughlan
Political Editor · NZ Herald · 17 Feb, 2026

Discrimination barrier to healthcare for Pacific Rainbow+ communities

12 February 2026 | Faculty of Medical and Health Sciences, Health and medicine,

Unemployment rate highest in a decade as it rises to 5.4%

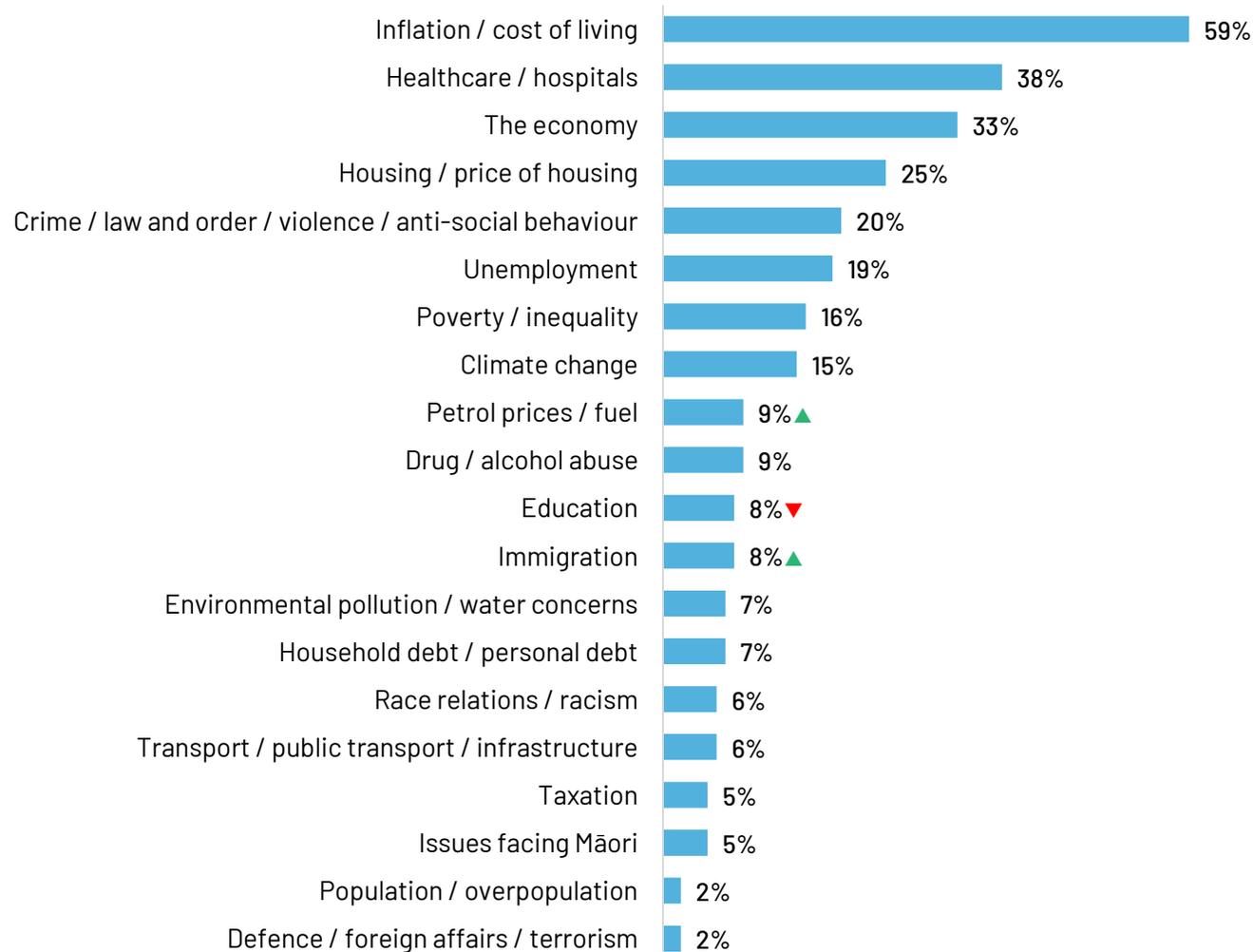
3:34 pm on 4 February 2026

Share this     

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

TOP ISSUES FACING AOTEAROA

The most important issues facing New Zealanders



Inflation / cost of living continues to be the most important issue for New Zealanders, though it has stabilised in the past 3 waves.

Concern for *Healthcare/hospitals* remains a the second most important issue, a concern for 38% of New Zealanders.

After a significant decrease in Oct '25, *Housing / Price of housing* has increased slightly (from 22%) at the beginning of '26.

Concern around *Petrol prices / fuel* has seen a significant increase this wave, re-entering the top-10 issues at #9, jointly with *Drug / alcohol abuse*.

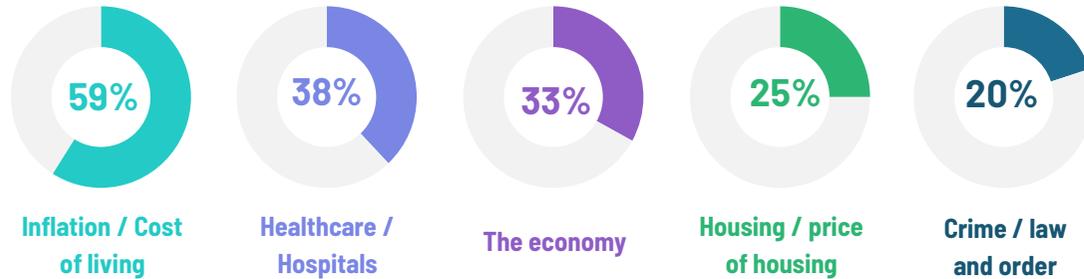
Conversely, *Education* has dropped significantly and out of the top-10 after a period of stability throughout '25.

Immigration has gained prominence as an issue in Feb '26, moving up four places from the previous wave to rank joint 11th with *Education*.

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: Feb '26 - Total sample (n=1,000)

Current top 5 issues

Spotlight February 2026



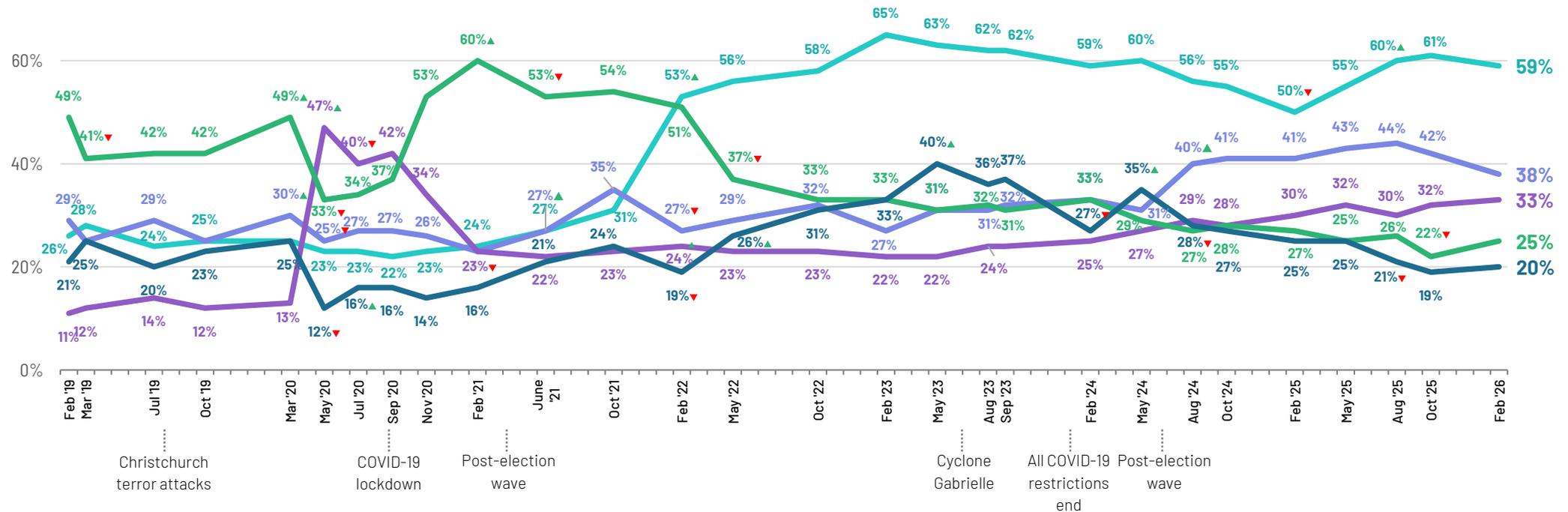
Continuing the trend seen in 2025, the top 5 issues remain unchanged in the first quarter of 2026.

Following a downward trend throughout 2025 and a significant drop in Oct '25, *Housing / price of housing* has rebounded slightly going into 2026.

Inflation / cost of living appears to be stabilizing this wave after an upward trend through 2025. It is now at levels last seen in Feb '24, though up by 9ppts compared to the same period last year.

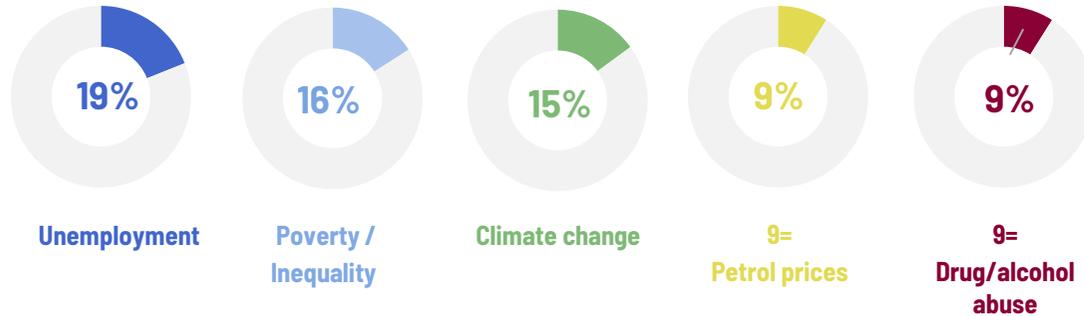
The economy remains the 3rd most important issue facing New Zealanders, remaining relatively stable at 33%.

Crime / law and order has also remained stable following its downward trajectory in the past 2 years. It remains in the top-5 issues facing New Zealanders.



Noteworthy issues

Spotlight February 2026

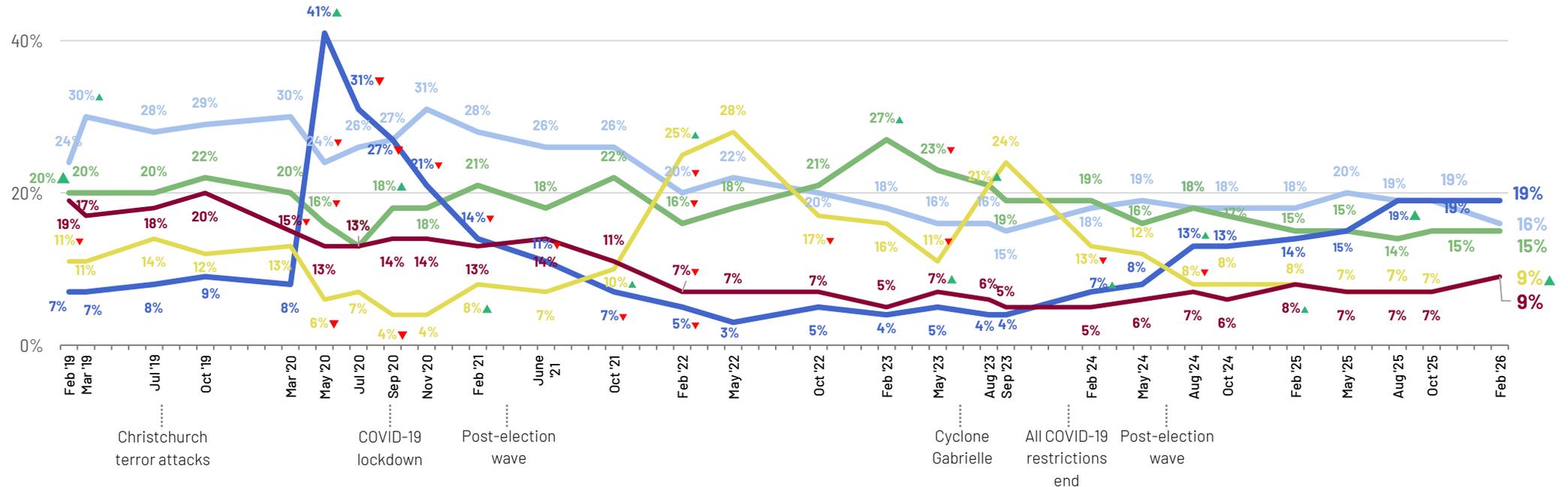


Concern for the remaining top 10 issues among New Zealanders has seen a slight shift.

Unemployment (19%), *Poverty / inequality* (16%), and *Climate change* remain in the top-10 and are relatively steady. However, concern for *Education* has dropped significantly and out of the top-10 issues facing New Zealanders.

The proportion of New Zealanders concerned about *Petrol prices / fuel* (9%) has increased significantly this wave after a period of stability through 2025.

Meanwhile, *Drug / alcohol abuse* (9%) continues its long-term upward trend as an issue and is now up 4ppt compared to Feb '24.



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 - Feb '26 (n=1,000)

Top current issues by generation

	Aged 18-34 (n=279)	Aged 35-49 (n=265)	Aged 50-64 (n=240)	Aged 65+ (n=216)
1	Inflation / cost of living 62%	Inflation / cost of living 64%	Inflation / cost of living 60%	Healthcare / Hospitals 58%▲
2	Housing / Price of housing 34%▲	Housing / Price of housing 30%	Healthcare / hospitals 45%▲	Inflation / cost of living 49%▼
3	The economy 29%	Healthcare / Hospitals 30%▼	The economy 38%	The economy 39%
4	Unemployment 26%▲	The economy 28%	Crime / Law & Order 23%	Crime / Law & Order 25%
5	Healthcare / hospitals 24%▼	Unemployment 21%	Housing / Price of housing 20%	Climate change 20%

Concerns for unemployment ease, but remain top of mind for young New Zealanders

Financial issues remain the most concerning for young New Zealanders, making up 4 of the top 5 issues for this age group. *Unemployment* (26%) has dropped to 4th place for the youngest age group, though it remains significantly higher than the New Zealand average. *Housing / price of housing* (34%) has seen a resurgence and is now the 2nd most important issue for them, also significantly more so than the New Zealand average. While concerns about *Healthcare / hospitals* (30%) shifted to be on equal footing with *Housing / price of housing* (30%) among those aged 35-49, they are significantly less likely to be concerned than the average New Zealander.

Healthcare as an issue continues to dominate for older New Zealanders

Those over 65 continue to be most concerned about *Healthcare / hospitals* (58%), with a slight increase since Oct '25. Concern with *Inflation / cost of living* (49%) remains at #2, however, the oldest age group is significantly less likely to be concerned about this than the New Zealand average.

Shift in concerns for older age groups

Housing / price of housing has now become a top 5 issue for those aged 50-64 while *Climate change* has breached the top 5 issues for those aged 65+.

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

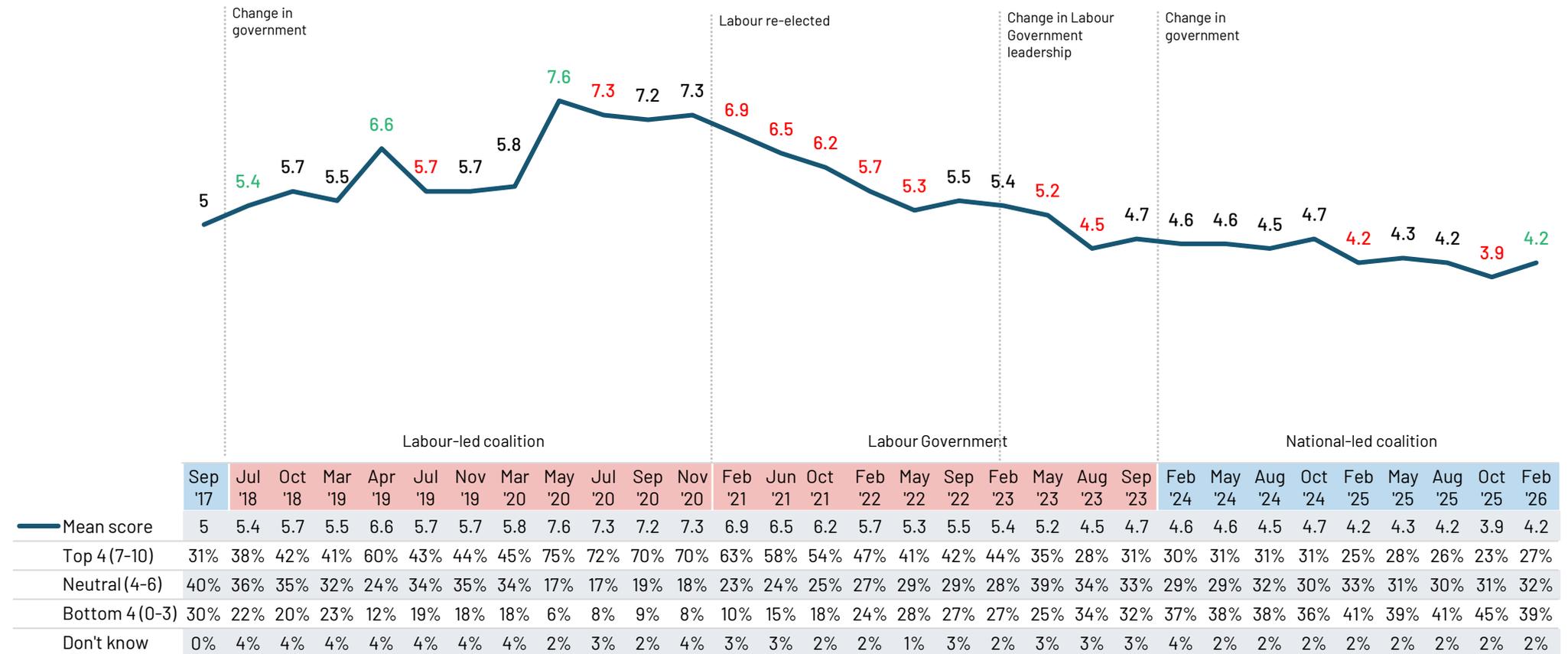
Base: Total sample - Feb '26 (n=1,000)

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 shown a statistically significant increase this wave compared to a lower rating in Oct '25.



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 - Feb '26 (n=1,000), 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

Perceptions of political parties' capability of managing the top 5 issues sees Labour as being most capable of managing issues related to *Inflation / cost of living*, *Healthcare / hospitals*, and *Housing / price of housing* and equally as capable as National on the *Economy*.

National continues to be seen as the party most capable of managing issues related to *Crime / Law and order* and equally as capable as Labour on *The economy*.

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

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

Labour continues to dominate perceptions, being seen as the party most capable of managing 11 of the remaining 15 issues. National is seen as being most capable of managing *Defence / foreign affairs / terrorism*, while the Green party continues to be seen most capable of managing *Environmental pollution / water concerns* and *Climate change*. Te Pati Māori remains the party perceived as most capable of managing *Issues facing Māori*.

	Issue	Political party most capable of managing issue		Issue	Political party most capable of managing issue
6	Unemployment		=13	Environmental pollution / water concerns	
	Poverty / inequality			Household debt / personal debt	
8	Climate change		=15	Race relations / racism	
=9	Drug / alcohol abuse			Transport / public transport / infrastructure	
	Petrol prices / fuel		=17	Taxation	
=11	Education			Issues facing Māori	
	Immigration		=19	Population / overpopulation	
				Defence / foreign affairs / terrorism	

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

Base: Feb '26 - Total sample (n=1,000)

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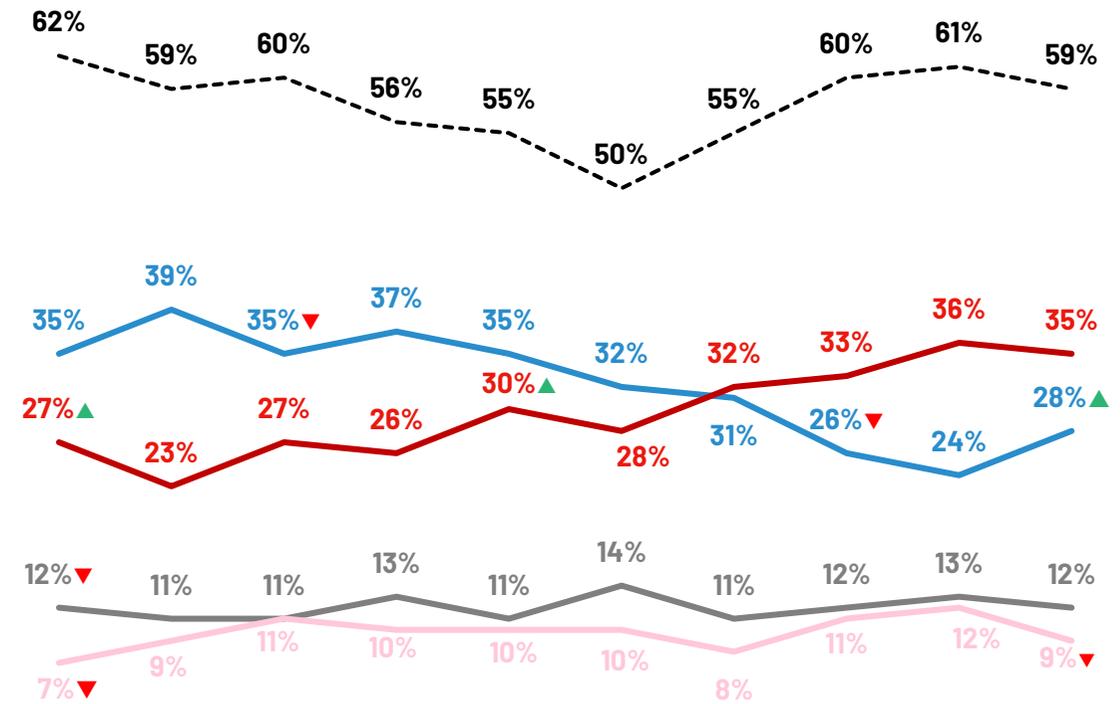
#1 issue – Inflation / cost of living



Labour remains the party perceived to be the most capable of managing *Inflation / cost of living* issues.

After a period of trending downward, National's perceived ability has seen a significant increase this wave, closing the gap with Labour to 7pnt, down from a 12pnt gap in Oct '25.

New Zealanders' confidence in other parties to manage this issue has remained consistent with the previous wave, though the proportion saying none has significantly decreased.



	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25	May '25	Aug '25	Oct '25	Feb '26
New Zealand First	4%	2% ▼	4% ▲	3%	2%	5% ▲	4%	6% ▲	4%	5%
Green Party	7% ▲	9%	6% ▼	5%	5%	5%	6%	5%	5%	6%
ACT	6%	3% ▼	4%	3%	3%	3%	4%	5%	4%	4%
Te Pāti Māori	2%	2%	2%	1% ▼	2% ▲	2%	3%	2%	1%	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: Feb '26 - Total sample (n=1,000)

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

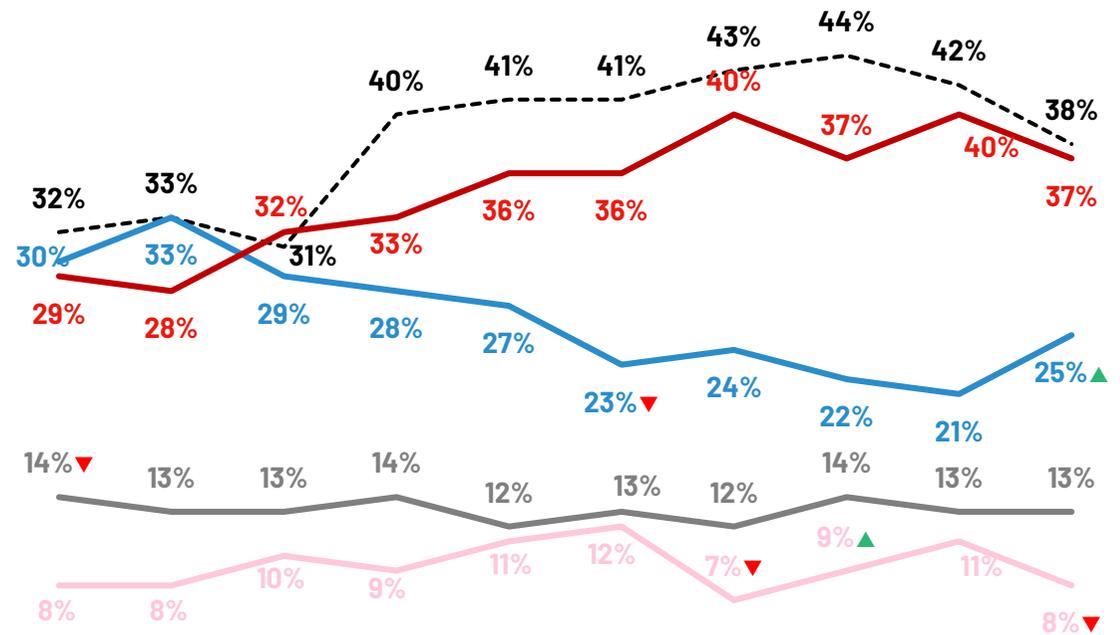
#2 issue – Healthcare / hospitals



Labour’s perceived capability of managing issues related to *Healthcare / hospitals* has remained relatively stable since the later half of 2025. It is the party seen as being most capable of managing the issue.

Perceptions of National’s ability to manage the issue has seen a significant increase, closing the gap with Labour to 12ppt, which is lower than the gap of 19ppt in Oct ‘25.

Healthcare / hospitals as an issue continues to trend downward since its peak in Aug ‘25.



	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25	May '25	Aug '25	Oct '25	Feb '26
New Zealand First	5% ▲	3% ▼	4%	3%	3%	4% ▲	4%	5%	4%	5%
Green Party	7%	8%	6%	6%	5%	4%	5%	7%	5%	6%
ACT	4%	4%	4%	4%	2%	4% ▲	4%	3%	4%	4%
Te Pāti Māori	2%	3%	2%	1%	3% ▲	3%	3%	3%	2%	1%
Other	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%

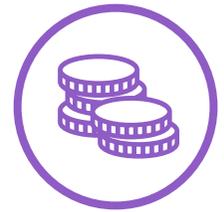
--- Issue — National Party — Labour Party — Don't know — None

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: Feb '26 - Total sample (n=1,000)

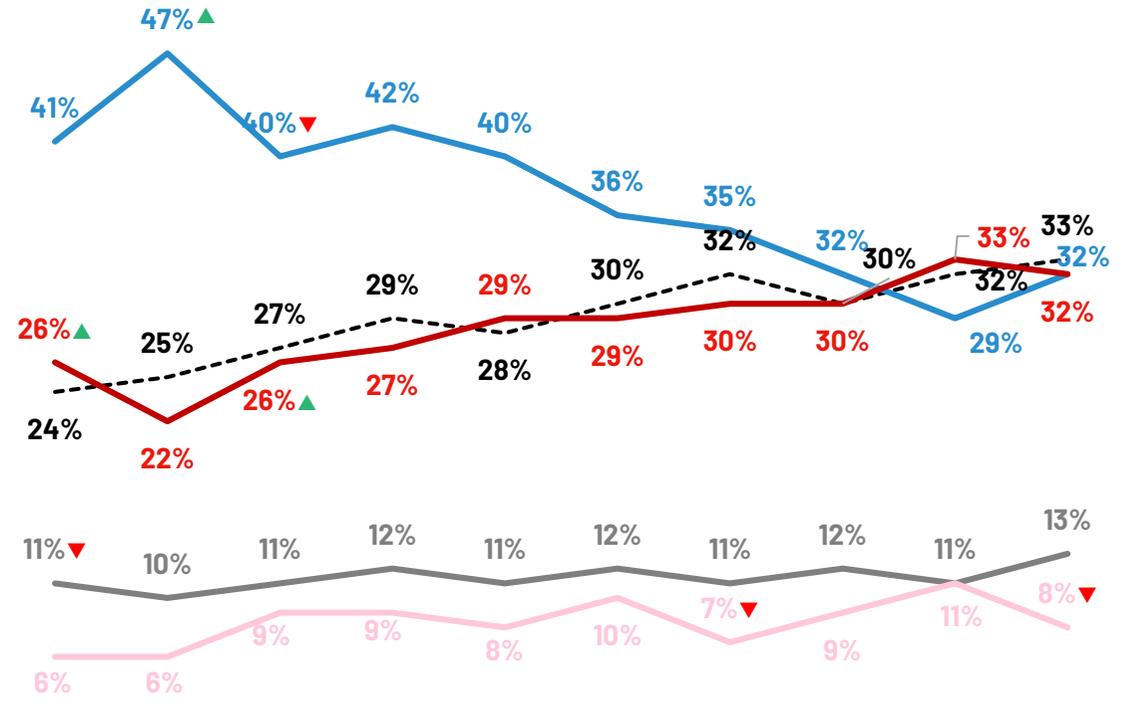
#3 issue – The economy



Concern for *The economy* has continued to increase in the long-term, reaching 8ppt higher than in Feb '24.

The gap between National's and Labour's perceived ability in managing this issue has now closed, with both parties now being seen equally as capable of managing the issue.

The proportion of New Zealanders who believe that no party is capable of managing *The economy* has dropped significantly.



	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25	May '25	Aug '25	Oct '25	Feb '26
New Zealand First	4%	2%	3%	2%	3%	4%	4%	5%	4%	5%
Green Party	5%	6%	5%	5%	4%	3%	5%	5%	5%	4%
ACT	4%	3%	4%	3%	3%	4%	4%	3%	4%	4%
Te Pāti Māori	2%	2%	2%	0% ▼	1% ▲	2%	3%	2%	1%	1%
Other	1%	1%	1%	0%	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: Feb '26 - Total sample (n=1,000)

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

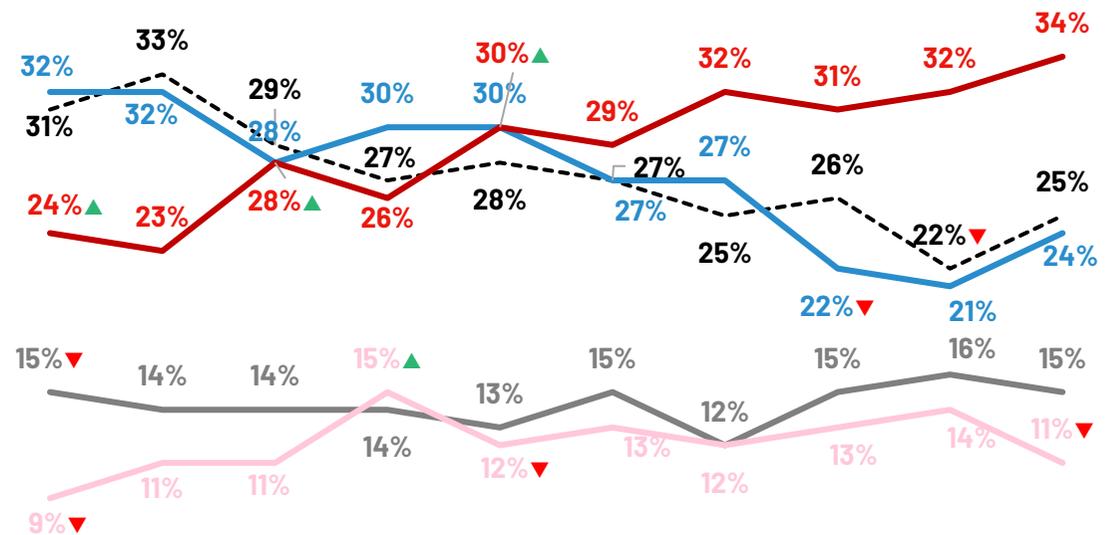
#4 issue – Housing / price of housing



Housing / price of housing has declined as an issue over the long-term; however, it has returned to levels seen in Aug '25 in the latest wave.

Labour maintains its lead in terms of perceived capability in managing the issue and continues to trend upward in this regard.

National's perceived ability shows signs of recovery after a period of decline through the latter half of 2025 and is now 10ppt behind Labour.



	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25	May '25	Aug '25	Oct '25	Feb '26
New Zealand First	4%	4%	3%	3%	4%	3%	4%	5%	4%	5%
Green Party	8% ▲	8%	8%	8%	6%	5%	6%	7%	7%	5%
ACT	5%	5%	4%	3%	3%	4%	4%	4%	4%	4%
Te Pāti Māori	2%	2%	3%	1%	2%	3%	3%	3%	2%	1%
Other	1%	2%	1%	1%	1%	1%	1%	1%	0%	2% ▲

--- 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: Feb '26 - Total sample (n=1,000)

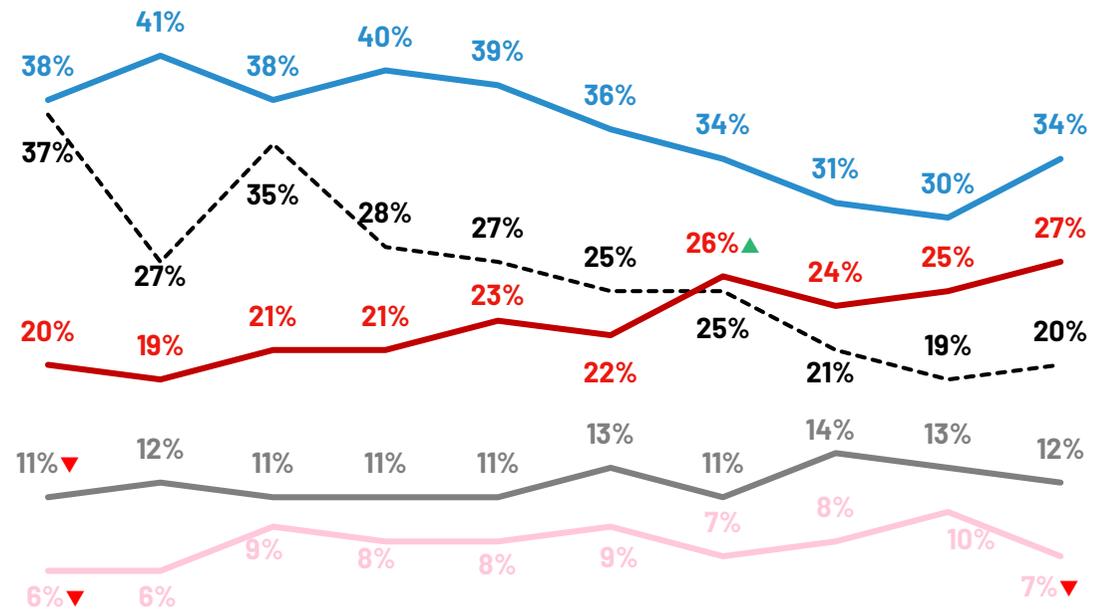
#5 issue – Crime / Law & Order



New Zealanders' concern for *Crime / Law and order* has stabilised over the past 2 waves after a period of decline since May '24.

National continues to be seen as the party most capable of managing the issue and is showing signs of renewed confidence, after a 12-month period of declining perceptions.

Labour's perceived ability in managing *Crime / law and order* also continues to inch upwards. However, Labour remains behind National by 7ppt this wave, an increase of 2ppt compared to the previous wave.



	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25	May '25	Aug '25	Oct '25	Feb '26
New Zealand First	5%	4%	4%	4%	4%	5%	6%	7%	8%	6%
Green Party	6% ▲	5%	5%	6%	4%	4%	4%	5%	4%	5%
ACT	10%	8%	8%	7%	6%	7%	7%	6%	8%	7%
Te Pāti Māori	4%	4%	3%	2%	3%	4%	3%	4%	2%	2%
Other	1%	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...

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Base: Feb '26 - Total sample (n=1,000)

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

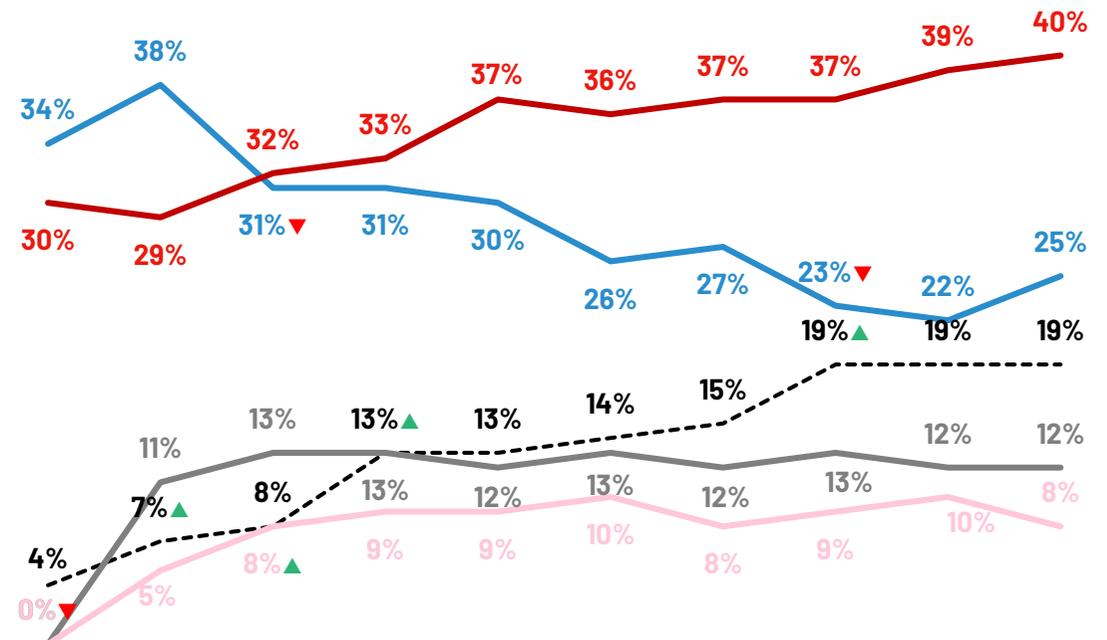
Issue spotlight – Unemployment



Concern for *Unemployment* has remained steady among New Zealanders following a significant increase in Aug '25.

Since overtaking National in perceived capability of managing the issue, Labour has continued to trend upwards on this issue.

However, National's perceived capability of managing *Unemployment* is also trending upwards following a steady decline since May '24.



	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25	May '25	Aug '25	Oct '25	Feb '26
New Zealand First	4%	2%	5%	3%	2%	3%	4%	5%	4%	5%
Green Party	0%	7%	5%	5%	5%	5%	4%	5%	5%	5%
ACT	5%	4%	4%	3%	3%	4%	4%	4%	4%	4%
Te Pāti Māori	2%	2%	2%	2%	2%	2%	3%	2%	1%	1%
Other	1%	1%	1%	0%	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...

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Base: Feb '26 - Total sample (n=1,000)

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

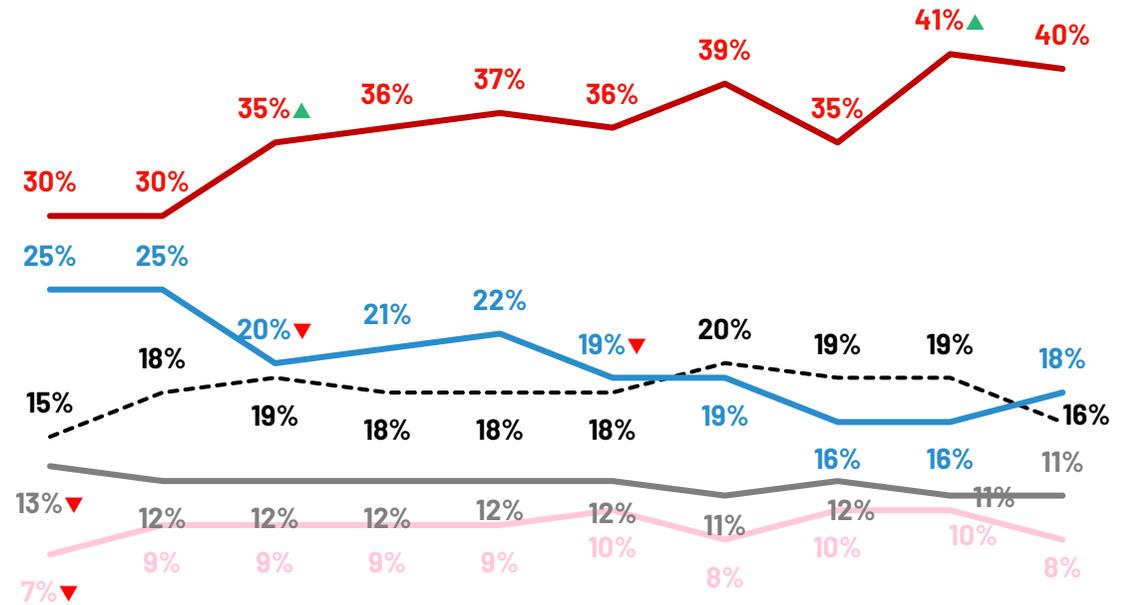
Issue spotlight – Poverty / Inequality



Concern for *Poverty / inequality* has declined following its peak in May '25.

After a significant increase in the previous wave, confidence in Labour's ability to manage the issue appears to be stabilising.

Belief in National's ability to manage the issue has recovered slightly, but remains 22pts behind.



	Sep '23	Feb '24	May '24	Aug '24	Oct '24	Feb '25	May '25	Aug '25	Oct '25	Feb '26
New Zealand First	5%▲	4%	5%	4%	3%	4%	5%	5%	5%	5%
Green Party	10%	11%	9%	12%▲	10%	10%	8%	11%▲	11%	9%
ACT	5%	3%▼	4%	3%	3%	5%▲	4%	4%	4%	4%
Te Pāti Māori	4%	5%	5%	3%▼	4%	4%	5%	4%	2%▼	2%
Other	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%▲

--- 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: Feb '26 - Total sample (n=1,000)

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 - 59%	Inflation / cost of living - 59%
2	Healthcare / hospitals - 38%	Housing - 43%
3	The economy - 33%	Crime - 30%
4	Housing / price of housing - 25%	Healthcare - 26%
5	Crime / Law & Order - 20%	Immigration - 24%
6	Unemployment - 19%	The economy - 22%
7	Poverty / Inequality - 16%	Poverty - 11%
8	Climate change - 15%	Environment - 11%
=9	Petrol prices / fuel - 9%	Population - 9%
=9	Drug / alcohol abuse - 9%	Unemployment - 7%

This wave, Australians and New Zealanders have diverged a little in their top issues. While both countries have *Inflation / cost of living* as the primary concern at 59%, Australians are more concerned about *Housing* (43%) than their New Zealand counterparts (25% *Housing / price of housing*) and less concerned about *Healthcare* (26%) compared to New Zealanders (38% *Healthcare / hospitals*).

The economy is a much more prominent issue among New Zealanders (ranking 3rd at 33%) while it sits outside the top-5 for Australians (22%).

Unemployment is a more top of mind concern for New Zealanders (19% vs 7% in Australia), while concerns around *Immigration* is considerably higher in Australia (24% vs 8% in New Zealand).

Sample demographics – February 2026

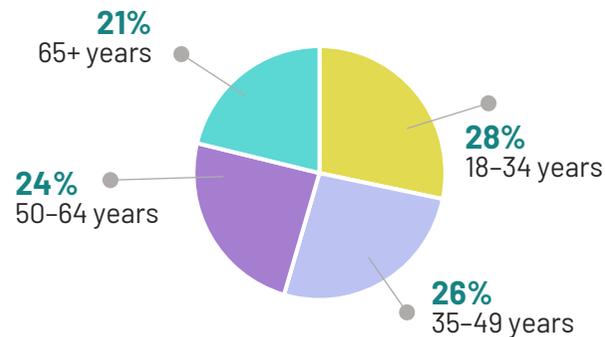


1,000 respondents were interviewed online in February via online panels



The precision of Ipsos online polls is calculated with a credibility interval with a poll of 1,000 accurate to ± 3.5 percentage points

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



Employment status



- 43%** Full-time
- 17%** Retired
- 13%** Part-time
- 9%** Self-employed
- 7%** Not in paid work but seeking work
- 6%** Not in paid work & not seeking work
- 5%** Student

Sample sizes over time

- Feb '18 (n=610)
- Jul '18 (n=611)
- Oct '18 (n=610)
- Mar '19 (n=614)
- Apr '19 (n=615)
- Jul '19 (n=610)
- Nov '19 (n=610)
- Mar '20 (n=610)
- May '20 (n=1,000)
- Jul '20 (n=1,000)
- Sep '20 (n=1,000)
- Nov '20 (n=1,001)
- Feb '21 (n=1,000)
- Jun '21 (n=1,003)
- Oct '21 (n=1,003)
- Feb '22 (n=1,004)
- May '22 (n=1,000)
- Sep '22 (n=1,000)
- Feb '23 (n=1,002)
- May '23 (n=1,002)
- Aug '23 (n=1,148)
- Sep '23 (n=1,000)
- Feb '24 (n=1,001)
- 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)
- Feb '26 (n=1,000)

About Ipsos

Ipsos is the third-largest market research company in the world, present in 90 markets and employing more than 18,000 people.

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. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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

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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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