

# THE IPSOS NEW ZEALAND ISSUES MONITOR

An Ipsos Survey – Oct 2024

GAME CHANGERS



# THE IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

## Background information

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

**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 30 September – 7 October 2024 we conducted fieldwork for our 26<sup>th</sup> Ipsos NZ Issues Monitor report with a total of 1,003 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.

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**\*Note:** The precision of Ipsos online survey is calculated with a credibility interval with a sample of 1,003 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 IPSOS NEW ZEALAND ISSUES MONITOR OVERVIEW

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

Tuesday, 1 October 2024  
**Dunedin urged to brace for drenching**  
By John

**'This is the start': Dunedin mayor threatens more protests over broken hospital promise**  
8:21 am on 30 September 2024

POLITICS / HEALTH  
**Health NZ's financial deficit blows out to \$934m**  
12:07 pm on 3 October 2024

**'A big jolt': 5.7 quake sends things flying off shelves**  
Stuff reporters  
October 06, 2024 - 10:59am

**Live updates: Dunedin to get two months of rain in 34 hours, motorists asked to stay off Otago roads**  
By Raphael Franks  
Multimedia Reporter · NZ Herald · 3 Oct, 2024 08:04 PM · 6 mins to read

**Christopher Luxon orders public servants back to office, working from home 'not an entitlement'**  
NZ Herald  
24 Sep, 2024 07:10 AM · 5 mins to read

NEW ZEALAND / DEFENCE FORCE  
**NZ Navy ship runs aground off Samoa, catches fire and sinks**  
3:24 pm on 6 October 2024

**Christopher Luxon sells Wellington apartment as he moves into Premier House**  
By Jamie Ensor  
Political reporter · NZ Herald · 30 Sep, 2024 01:34 PM · 2 mins to read



# KEY FINDINGS – OCT 2024

## TOP ISSUES IN NEW ZEALAND



**Inflation / cost of living** remains the top issue for New Zealanders. However, concern has begun to drop, with the lowest level since February 2022 (55%).

**Healthcare / hospitals** has remained second most concerning issue for New Zealanders and is second most important across both right- and left-wing voters.



Concern for **inflation / cost of living** and **unemployment** is significantly higher in those aged 18-34, whereas those aged 65+ are concerned more about **healthcare / hospitals**.

In the next 5 years, voters on both sides of the political spectrum identified **inflation / cost of living** and **healthcare / hospitals** as the top 2 most important issues. However, right-wing voters are significantly more concerned about **the economy** and **crime / law & order**, while left-wing voters are significantly more likely to focus on **poverty / inequality** and **climate change**.



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

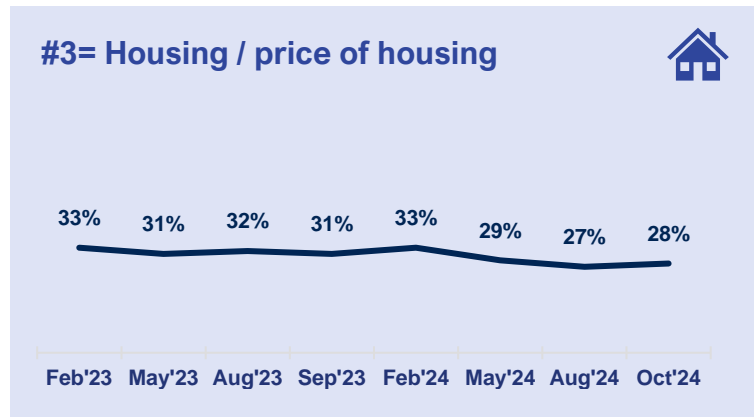
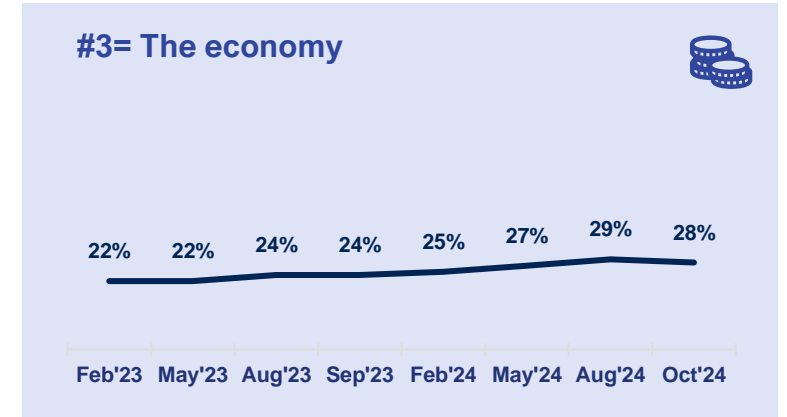
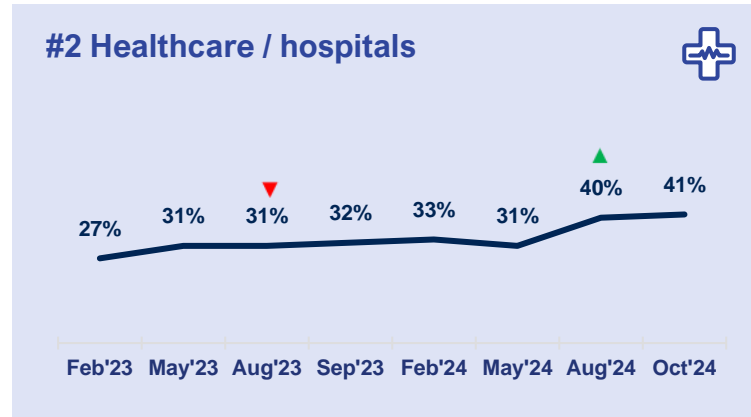
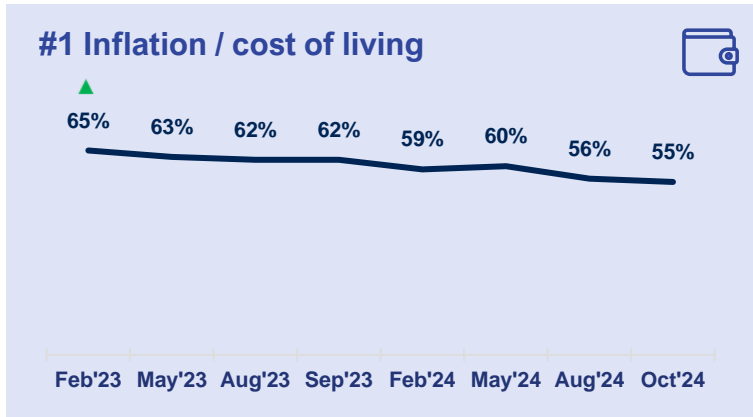
New Zealanders' overall mean rating of the Government's performance has slightly increased compared with the previous wave, increasing by 0.2 points to 4.7.

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 10 of the top-20 issues, with 3 of these equally as capable as **Labour**. **Labour** is now perceived to be most or equally capable of managing *housing / price of housing, household / personal debt, education, drug / alcohol abuse, and immigration* compared to last wave where **National** was perceived as most capable of managing these issues.

While **National** is still perceived to be most or equally capable of managing 4 out of the top 5 issues, **Labour** has increased in perceived capability across all top-5 issues, and significantly increased in capability of managing *inflation / cost of living and housing / price of housing*.

# KEY FINDINGS – THE TOP ISSUES

*Inflation / cost of living* remains to be the most important issue for New Zealanders, however, has been steadily declining since the February 2023 peak. *Healthcare / hospitals* continues to be the 2<sup>nd</sup> most important issue. *The economy* and *housing / price of housing* are in third equal place *Crime / law & order* has steadied after 3 rapidly changing waves and has dropped to being the 5<sup>th</sup> most important issue to New Zealanders.



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

Base: Total sample – 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)

# 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. *Healthcare / hospitals* continues to be second most important. *Housing / price of housing* has moved up to being the 3<sup>rd</sup> equal most important issue with *the economy* this wave. Housing / price of housing has moved up to be with *the economy* as the 3<sup>rd</sup> most important issue. Concerns around *Crime / law & order / anti-social behaviour* has dropped to being the 5<sup>th</sup> most important issue to New Zealanders.

Compared to August 2024, there were no significant differences in concern regarding issues facing New Zealand.

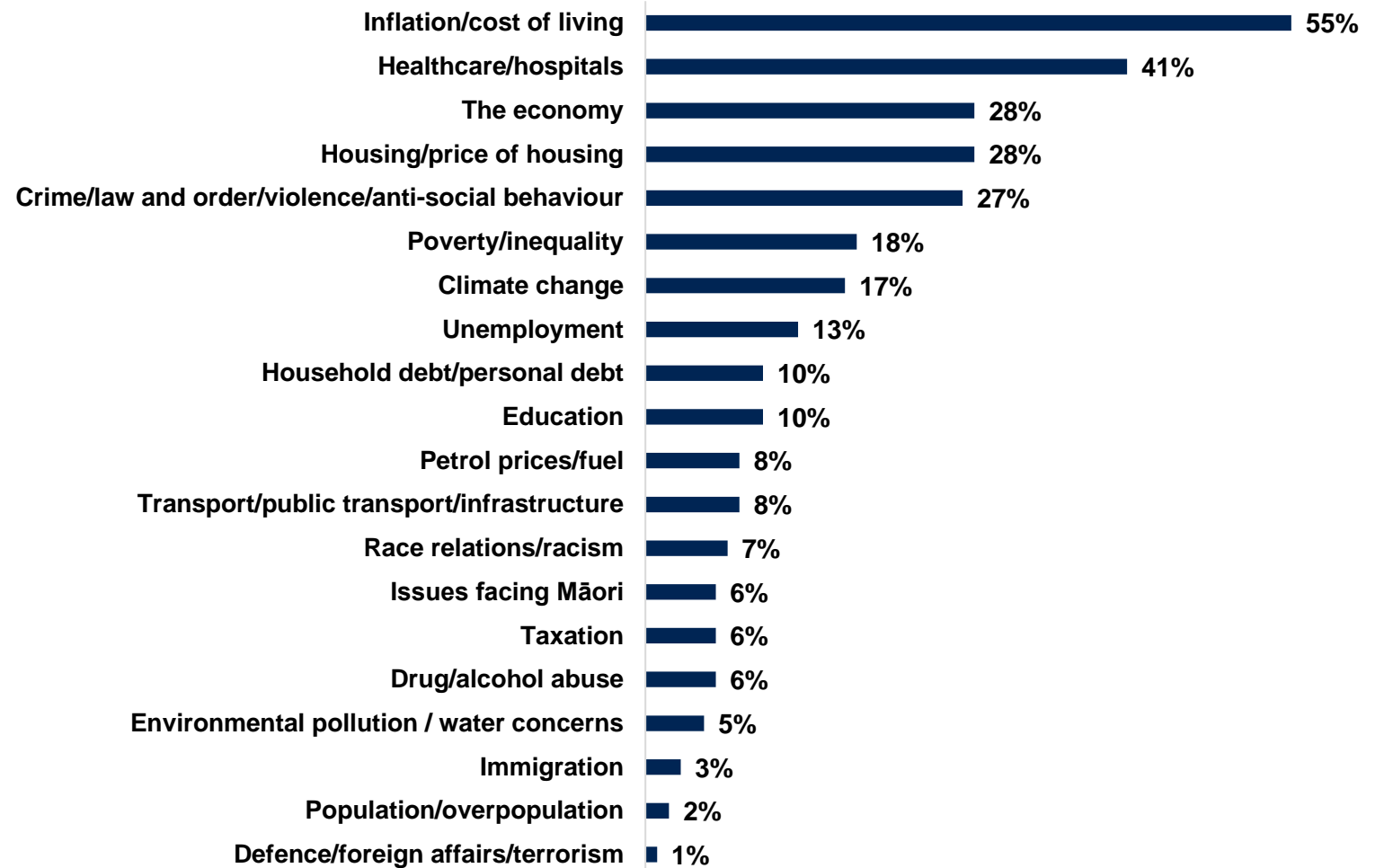
Older New Zealanders (over the age of 50) are significantly less concerned about *inflation / cost of living* (48%), and *housing / price of housing* (23%); but are significantly more concerned about *healthcare / hospitals* (56%).

Aucklanders are significantly less concerned about *healthcare / hospitals* (33%), while those from Otago are significantly more concerned (59%),

Māori (27%), Pacific (20%), and Asian (25%) are significantly less concerned about *healthcare / hospitals*, while NZ Europeans (46%) are significantly more concerned. Asians (65%) are also significantly more concerned about *inflation*, and Pacific (43%) are significantly more concerned about *housing*.

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

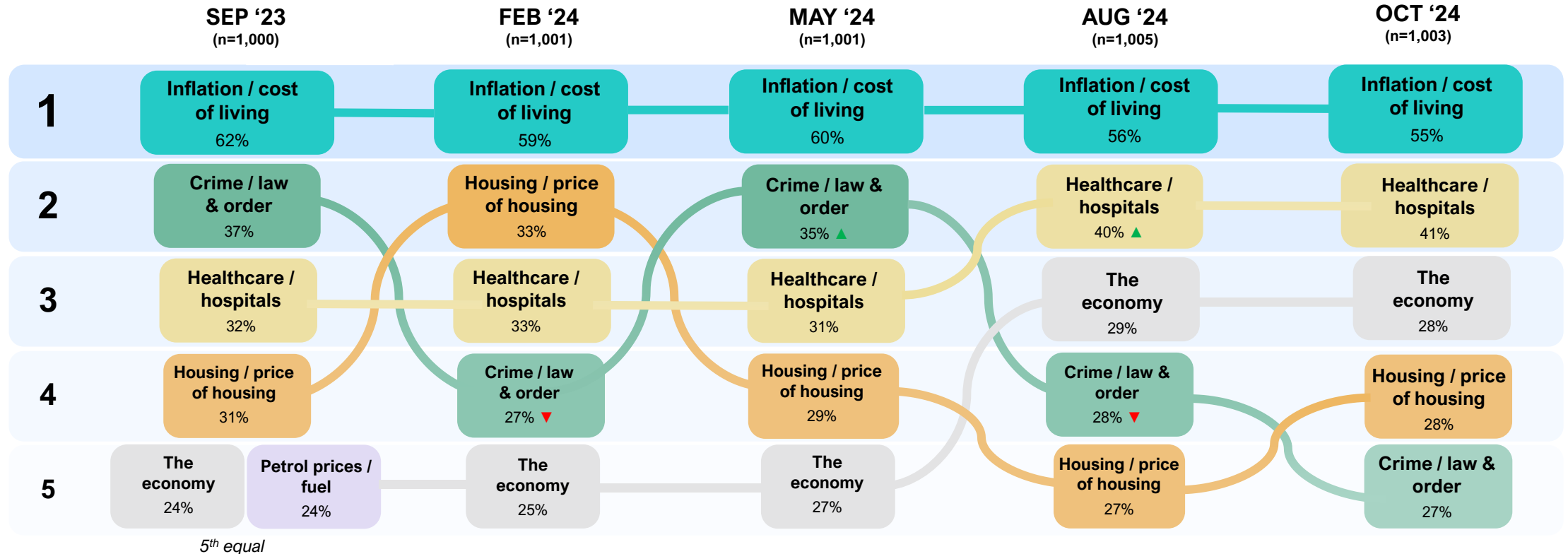
Base: Total sample – Oct '24 (n=1,003)



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

# TOP-5 ISSUES

Concern for *crime / law & order* has decreased to its lowest position in the previous 2 years. However, concern amongst the top 3 issues is consistent with last wave, with *inflation* being the most important issue, and *healthcare / hospitals* in second. *Housing / price of housing* has increased in importance to be the 3<sup>rd</sup> equal most important issue with *the economy* to New Zealanders.



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

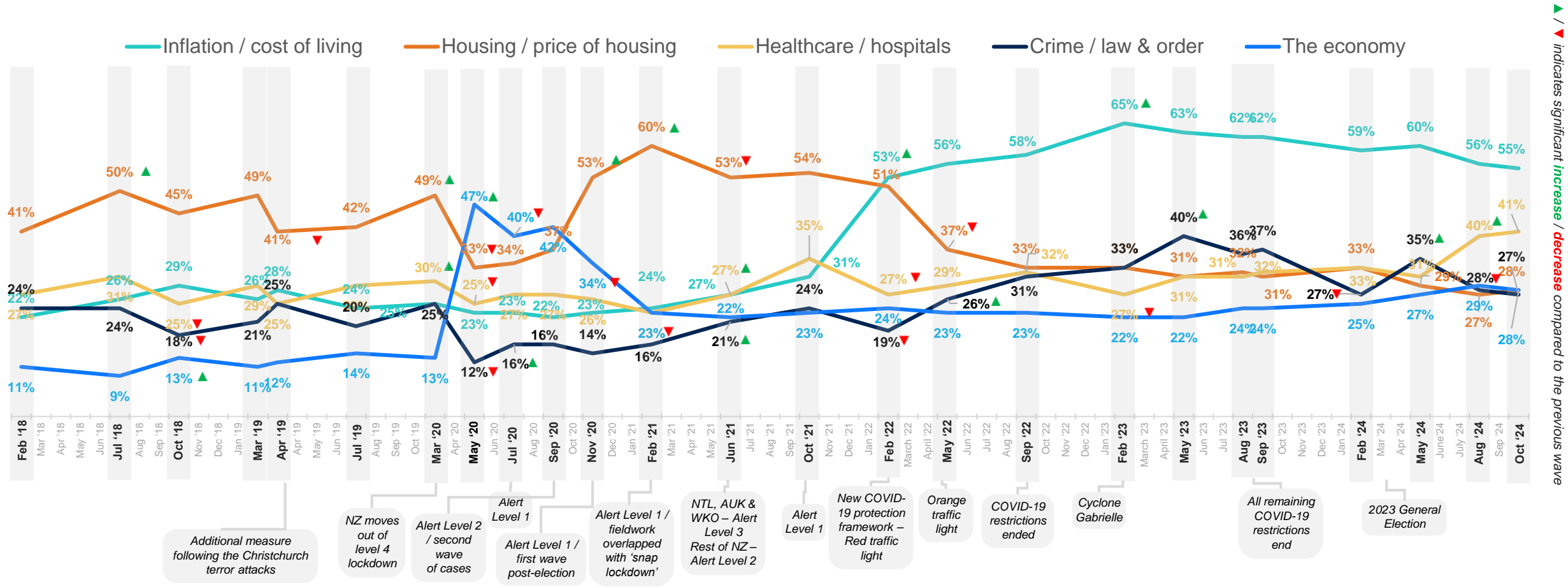
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Base: Total sample – Oct '24 (n=1,003), Aug '24 (n=1,005), May '24 (n=1,001), Feb '24 (n=1,001), Sep '23 (n=1,000)



# TOP-5 ISSUES OVER TIME

While *Inflation / cost of living* remains the top issue, New Zealanders' level of concern has dropped to its lowest level since February 2022. Further, importance of *crime / law & order* as an issue has decreased to its lowest level, also in February 2022. Concern for *healthcare / hospitals* has continued to slowly rise, to its highest level recorded.

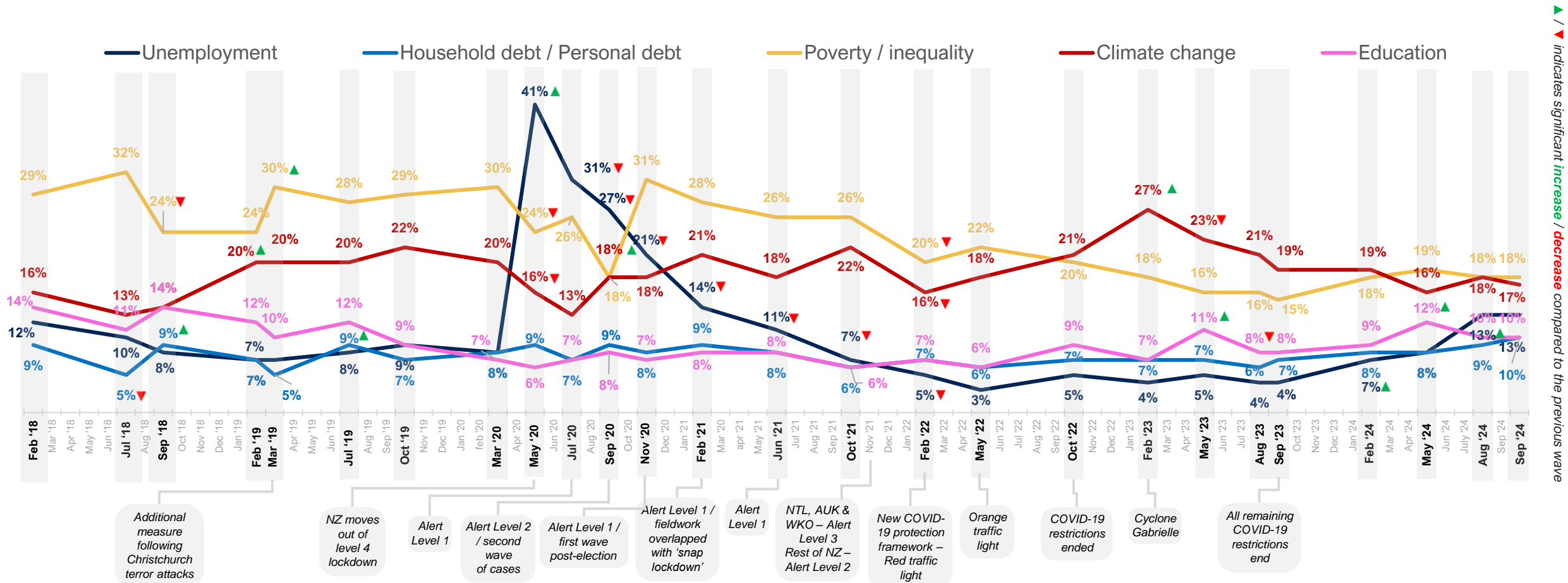


Q: What would you say are the three most important issues facing New Zealand today?

Base: Total sample – 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), Oct '19 (n=610), Jul '19 (n=610), Mar '19 (615), Feb '19 (n=614), Sep '18 (n=610), Jul '18 (n=611), Feb '18 (n=610)

# NOTEWORTHY ISSUES

New Zealanders' concern for the other top-10 issues have remained consistent compared to August 2024. *Climate change* decreased slightly, and *household debt / personal debt* increased slightly, both by 1-percentage point.



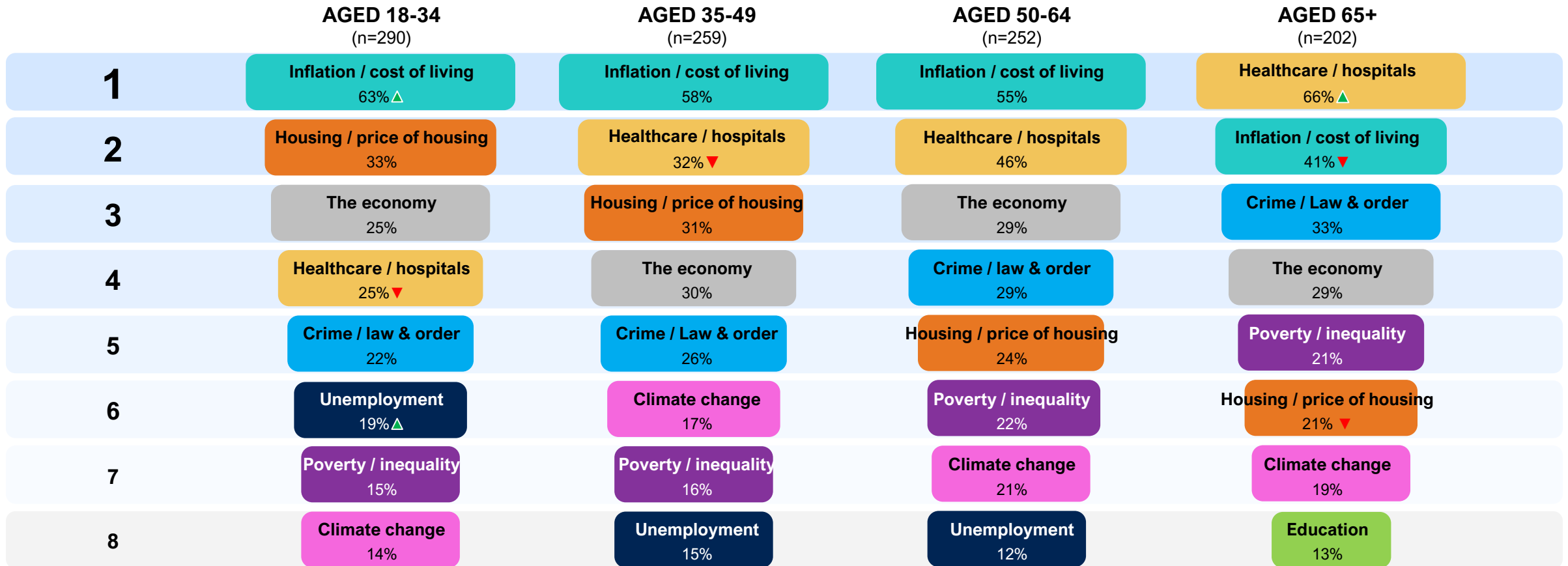
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Base: Total sample – Oct '24 (n=1,003), Aug '24 (n=1,005), May '24 (n=1,001), Feb '24 (n=1,001), Sep '23 (n=1,000), Aug '23 (n=1,148), May '23 (n=1,002), Feb '23 (n=1,002), Sep '22 (n=1,000), May '22 (n=1,000), Feb '22 (n=1,004), Oct '21 (n=1,003), 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), Oct '19 (n=610), Jul '19 (n=610), Mar '19 (n=615), Feb '19 (n=614), Sep '18 (n=610), Jul '18 (n=611), Feb '18 (n=610)

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

# TOP ISSUES BY GENERATIONS

There are notable variances in which issues different age groups believe are most important. Young New Zealanders (aged 18-34) are significantly more concerned about *inflation/cost of living* and *unemployment*, while being less concerned about *healthcare/hospitals*. Those aged 65+ are significantly more worried about *healthcare / hospitals* and *less concerned about inflation/cost of living*. *Education* is also a top-8 issue for New Zealanders aged 65+.



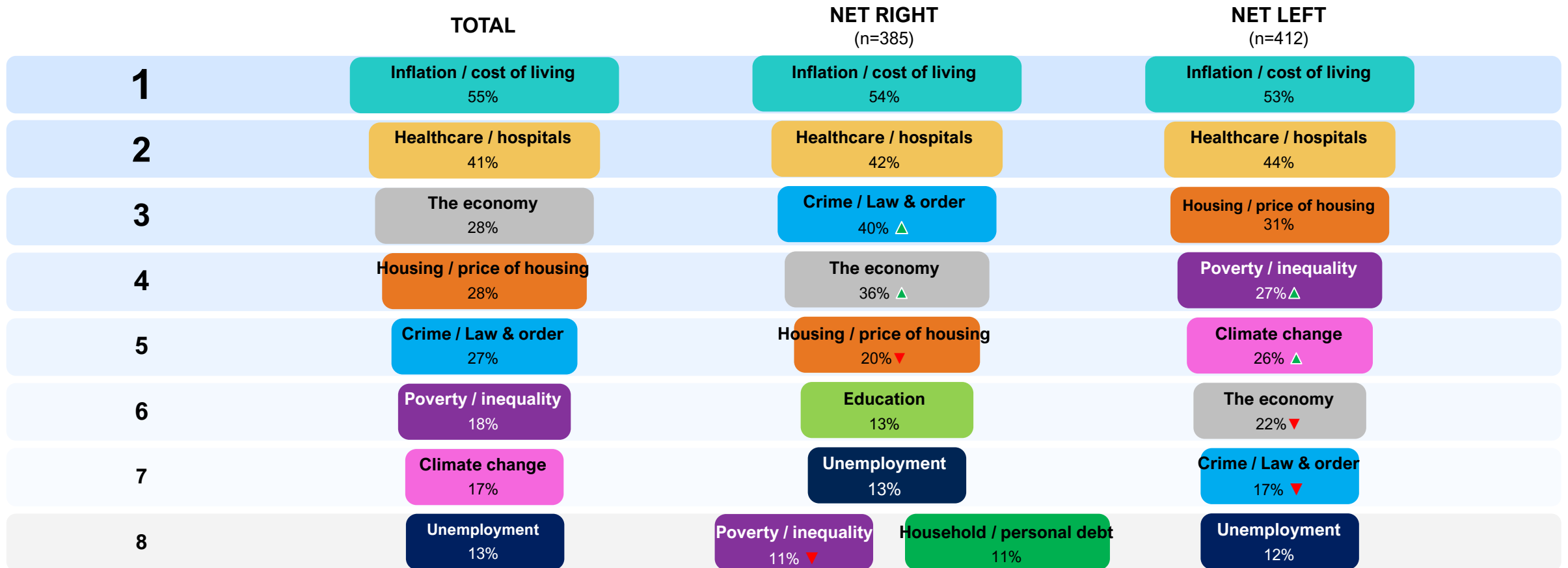
△ / ▽ indicates significantly higher / lower compared to the total.

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

Base: Oct '24 – Total sample (n=1,003)

# 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*, while voters on the left are significantly more likely to identify *poverty / inequality* and *climate change* as key issues facing New Zealanders.



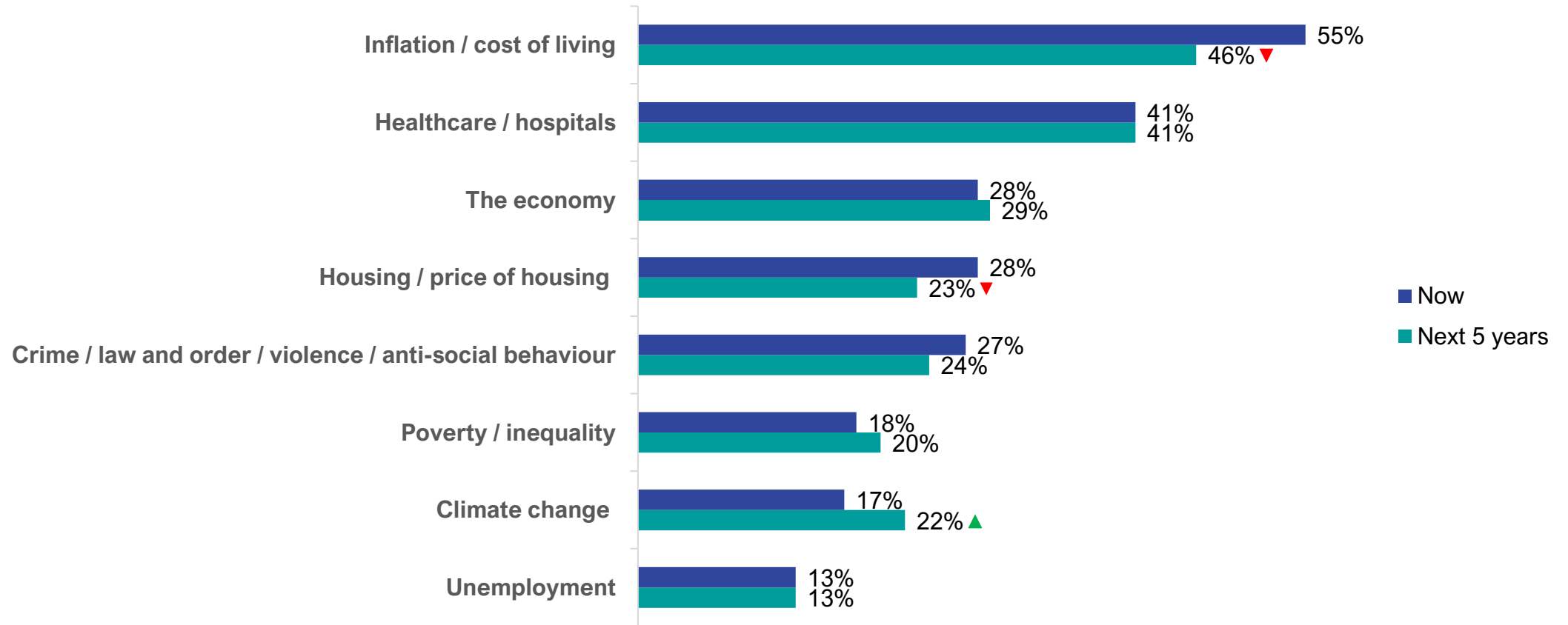
▲ / ▼ indicates significantly higher / lower compared to the total

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

Base: Oct '24 – Total sample (n=1,003)

# TOP ISSUES OVER THE NEXT 5 YEARS

When asked about which issues will be most important to New Zealanders in the next 5 years, *inflation* and *housing / price of housing* decrease in importance. However, in the long term, *inflation* is still considered the most important issue, followed by *healthcare / hospitals*, where there is equal concern now, and in 5 years. Consistently, there are significantly more people who view *climate change* as a top-3 issue in New Zealand in the next 5 years, compared to now.



▲ / ▼ Indicates a significantly higher / lower compared to issues facing New Zealand now

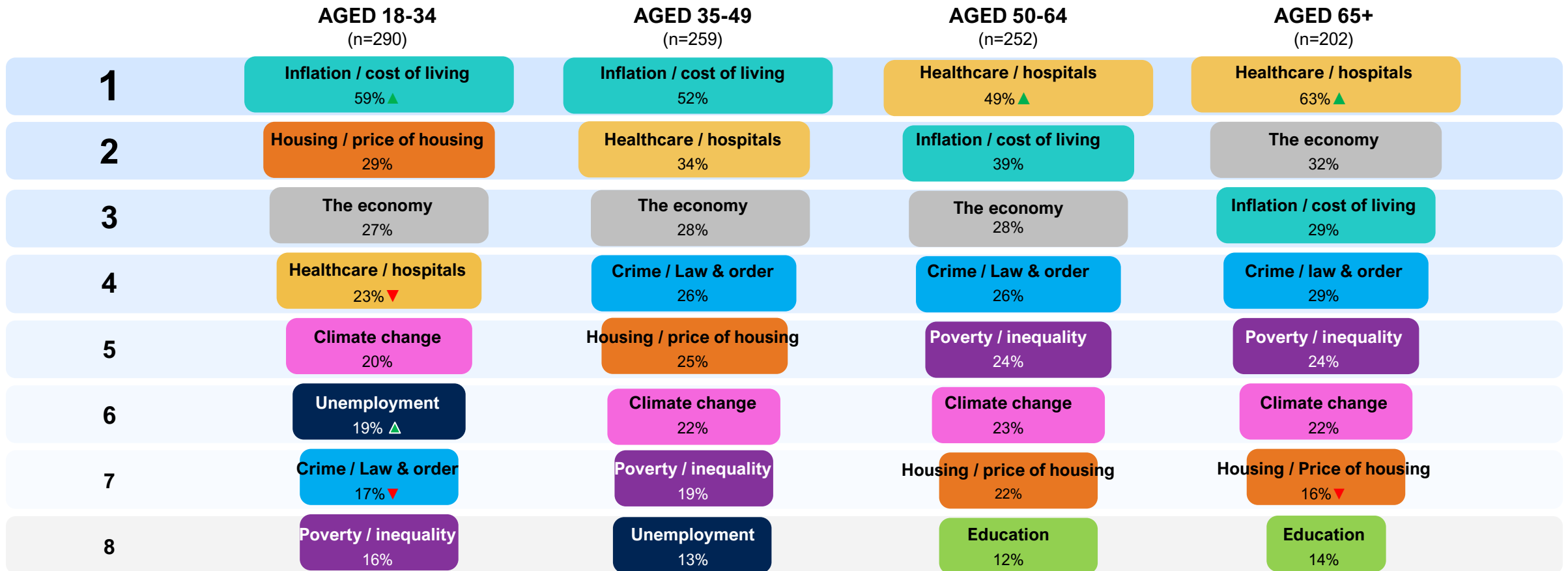
Q: What would you say are the three most important issues facing New Zealand today? / Q: What would you say are the three most important issues facing New Zealand over the next 5 years?

Base: Total sample – Oct '24 (n=1,003)



# TOP ISSUES OVER NEXT 5 YEARS BY GENERATIONS

There are also notable variances in which issues different age groups believe are most important when looking into the future. Those aged over 50 are significantly more likely to be concerned about *healthcare / hospitals*, while young people aged 18-34 are significantly more likely to be worried about *inflation / cost of living* and *unemployment*. *Crime / law & order* is significantly less of a concern for those aged under 35.



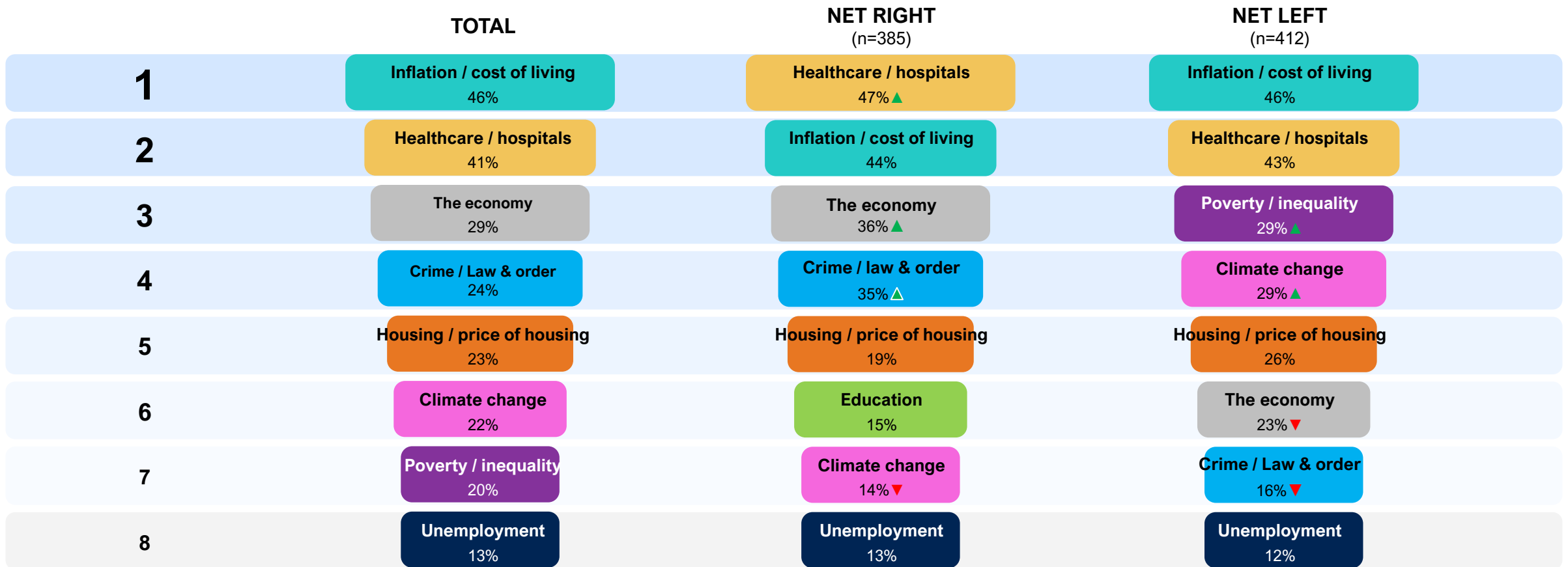
▲ / ▼ indicates significantly higher / lower compared to the total.

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

Base: Oct '24 – Total sample (n=1,003)

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

Longer-term concern for *healthcare / hospitals* is significantly higher among right-wing voters, placing it as the #1 issue above *inflation / cost of living*. This group of voters are also more concerned about *crime / law & order* and *the economy*. Conversely, left-wing voters are significantly more likely to identify *poverty / inequality* and *climate change* as key issues facing New Zealanders over the next 5 years.



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

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

Base: Oct '24 – Total sample (n=1,003)

# CAPITAL GAINS TAX

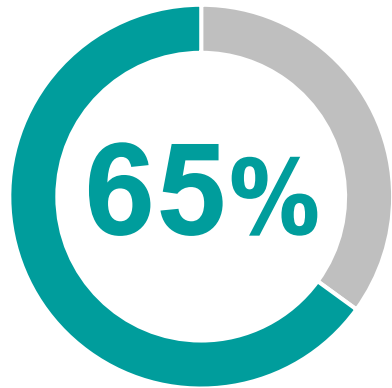




# SITUATIONS FOR CAPITAL GAINS TAX

Almost two thirds of New Zealanders support a Capital Gains Tax in some form, with those aged 65+ being significantly more likely. Capital Gains Tax has the most support for the sale of an investment property, with over half of New Zealanders supporting this situation. Conversely, almost 4-in-5 New Zealanders don't support introducing a Capital Gains Tax on the sale of family homes.

Would you support the introduction of a Capital Gains Tax in the following situations?

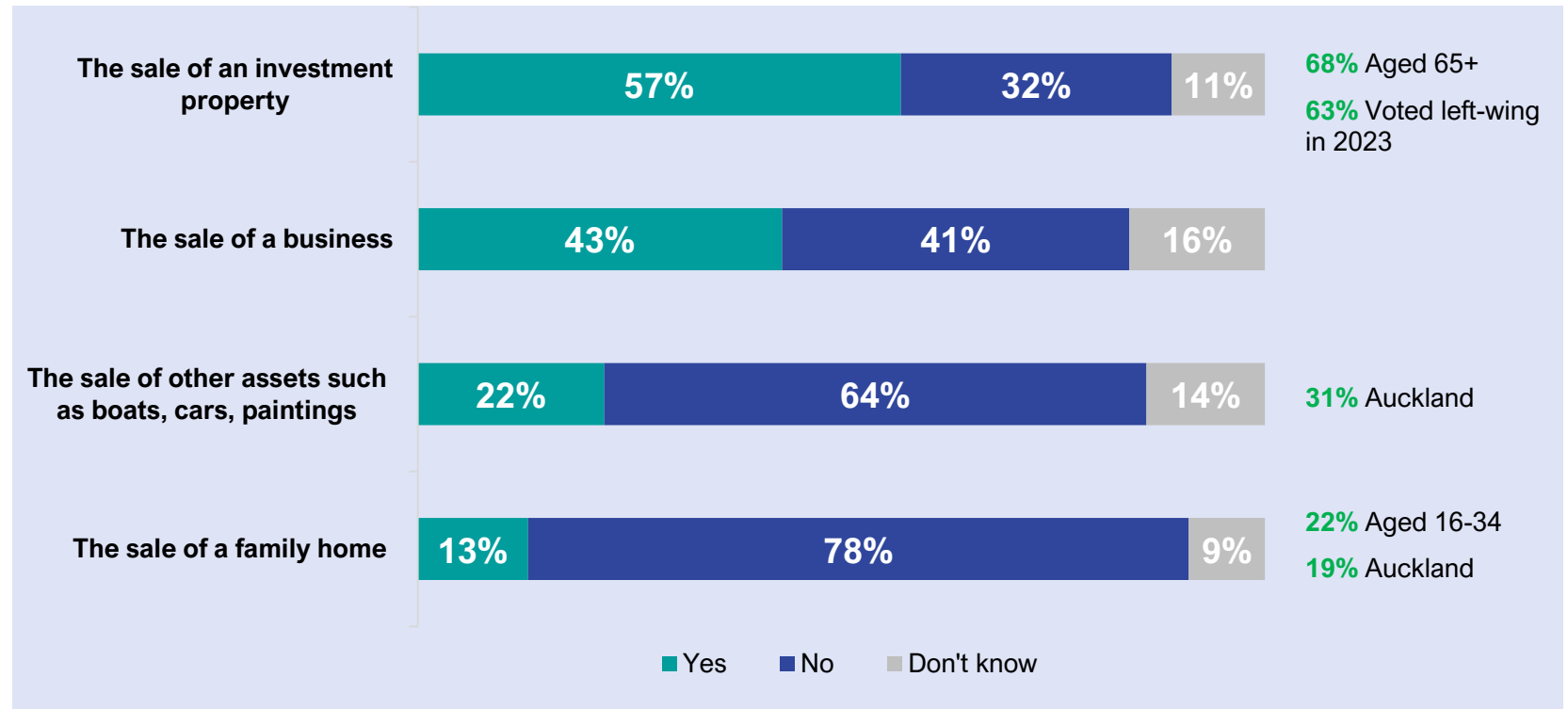


support a Capital Gains Tax some form

Those significantly more likely to support:

73% Aged 65+

Those more significantly likely to support:



▲ / ▼ Indicates a significantly higher / lower compared to issues facing New Zealand now

**CGT1** There has been some discussion in the media recently about introducing a capital gains tax in New Zealand. A capital gains tax is a payment made to government when you make money from selling an asset such as a property or business. Would you support the introduction of a capital gains tax in the following situations?

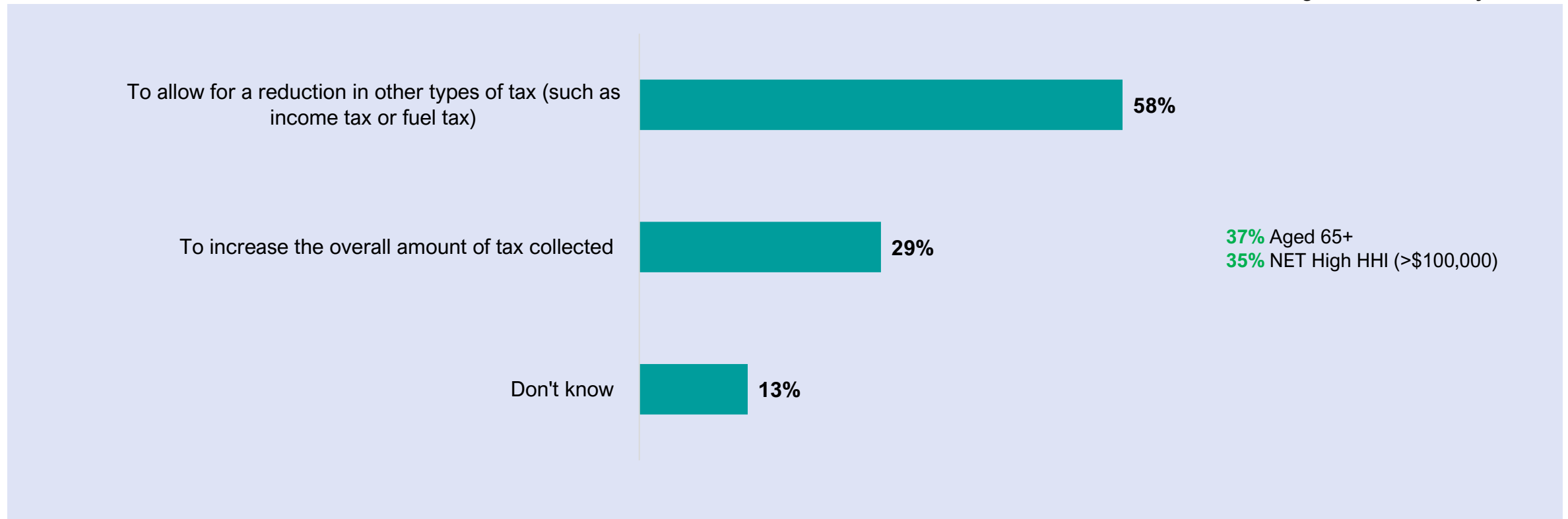
Base: Total sample – Oct '24 (n=1,003)

# SUPPORT FOR CAPITAL GAINS TAX

Over half of New Zealanders think that, if introduced, a Capital Gains Tax should be used to reduce other types of tax, with under a third believing should be used to increase the overall amount of tax collected.

## If introduced, how a Capital Gains Tax should be used

Those significant more likely:



CGT2 If a capital gains tax was introduced, how do you think it should be used?

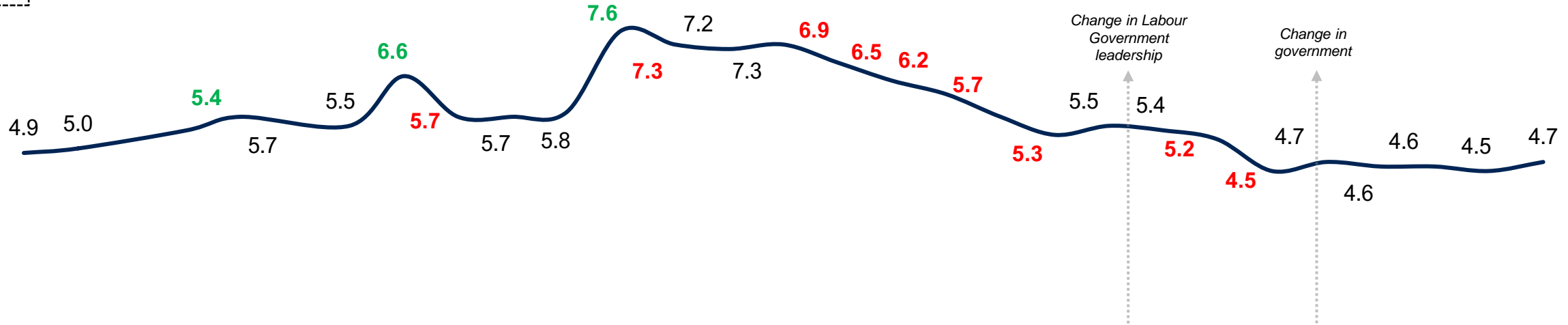
Base: Total sample – Oct '24 (n=1,003)

# CURRENT GOVERNMENT PERFORMANCE

# RATING OF GOVERNMENT OVER LAST 6 MONTHS

New Zealanders' rating of the Government's performance increased slightly to 4.7.

Mean score



	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	Aug	Oct
	2017		2018		2019				2020				2021			2022			2023				2024				
	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%	31%	31%
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%	31%	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%	32%	30%
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%	38%	36%
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%	2%	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 reworted in Feb 24 to last 4 months (the period post election)

Base: Total sample - 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)














Green / red Indicates significant increase / decrease compared to the previous wave













# MANAGING THE ISSUES

The political parties perceived as most capable of managing the issues

# POLITICAL PARTY MOST CAPABLE OF MANAGING ISSUES

The National Party is seen as most capable of managing 10 of the top-20 issues, with 3 of these equally as capable as Labour. Compared to last wave, Labour is now perceived as capable of tackling 9 of the top-20 issues (up from 4 in the last wave).

ISSUE	POLITICAL PARTY
1: Inflation / cost of living	
2: Healthcare / hospitals	
3=: The economy	
3=: Housing / price of housing	 
5: Crime / Law & order	
6: Poverty / inequality	
7: Climate change	
8: Unemployment	
9=: Household / personal debt	
9=: Education	

ISSUE	POLITICAL PARTY
11=: Petrol prices / fuel	
11=: Transport / public transport / infrastructure	
13: Race relations / racism	
14=: Issues facing Māori	
14=: Environmental pollution	
14=: Taxation	
17: Drug / alcohol abuse	 
18: 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 – Oct '24 (n=1,003)

# #1 ISSUE – INFLATION / COST OF LIVING

Labour has significantly increased in perceived capability of managing *inflation / cost of living*, closing the gap to National to 5 percentage points.

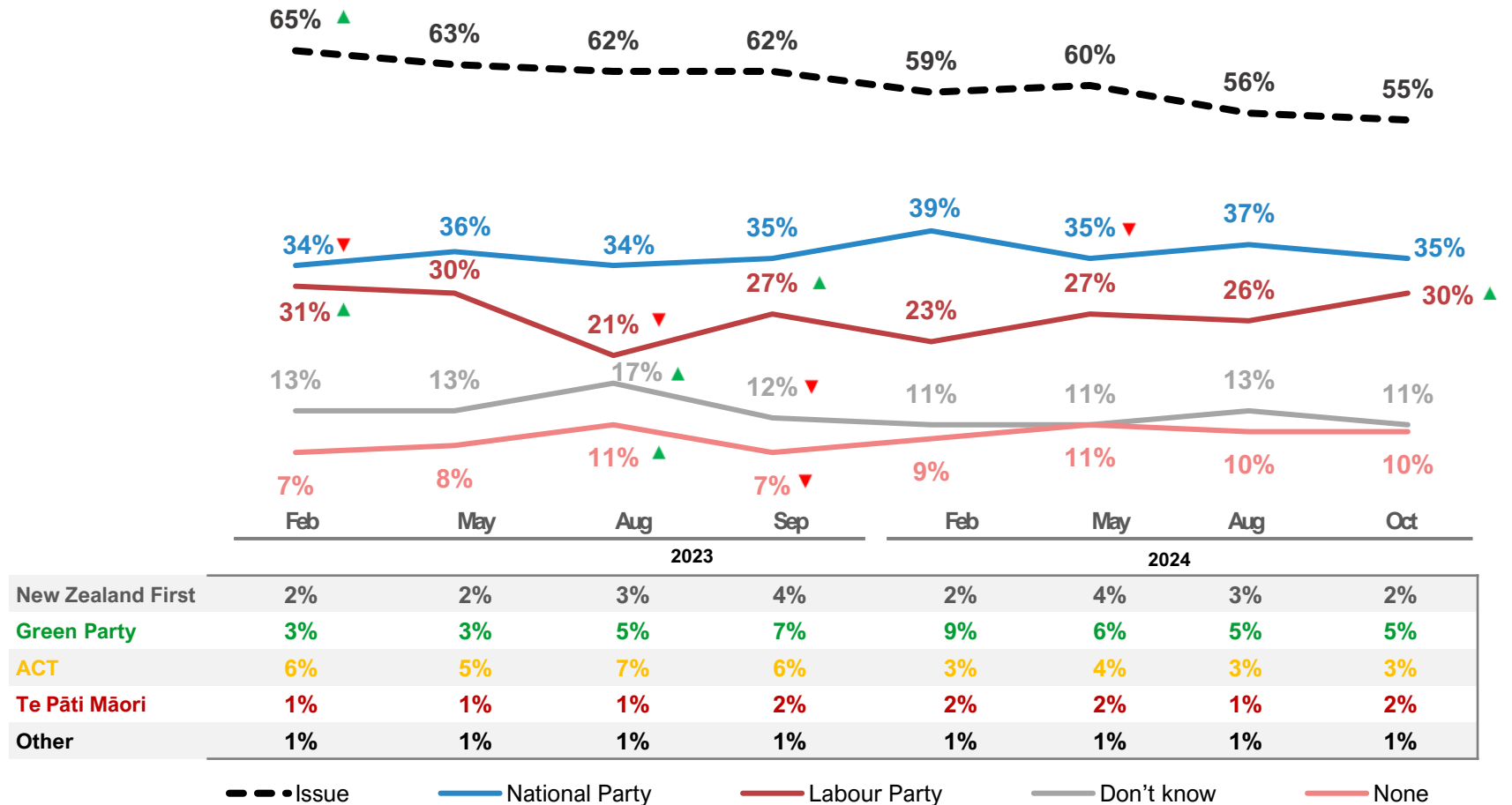


*Inflation / cost of living* remains the #1 issue for New Zealanders.

New Zealanders' perception of National's ability to manage *inflation / cost of living* has slightly dropped this wave, and Labour has significantly increased, decreasing the gap to 5 percentage points.

Compared to the total population, those aged over 50 (48%), and those retired (43%) are significantly less like to identify *inflation / cost of living* as a key issue facing them today.

However, those aged under 50 (61%), and NET Asian (65%) 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 – 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)

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

# SUGGESTIONS TO IMPROVE COST OF LIVING ISSUES

## Voice of New Zealanders



*Change priorities. Put ministers into place who understand economics. Stop the PM from doing nothing. Stop wasting money on frivolous stuff which will cost more in the long term. Prioritise the environment. Look at the science for Covid 19 ...”*

**Canterbury, Self-employed, NZ European**



*I would say the economy is really bad; I’m not sure what would fix it but it’s absolutely insane that fresh groceries and healthy food cost the same at the end of shopping as eating out.”*

**Wellington, not in paid work but seeking work, NET Other Ethnicity**



*Figure out how to make middle NZ families thrive instead of barely surviving and scraping through.”*

**Otago, Working full time, NZ European**



*Inflation and the cost of living are still important issues. Houses and accommodation are still unaffordable for most people.; In the past year; large businesses have liquidated including Torpedo7; Duval Property Development. Employment and income had been lost for staff; contractors. The local or national economies is an important issue for the government.”*

**Auckland, working part time, Pacific**



*Anything to help inflation - less tax and more support for families and not just the population with low income because those with good income are also struggling and not being noticed”*

**Wellington, Working part time, Māori**



*Figure out a way to lower the cost of living and improve quality of life for lower income people to stop the mental health cycle. Suicide rates are only getting higher.”*

**Wellington, Working full time, 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: Oct '24 (n=1,002)



# #2 ISSUE – HEALTHCARE / HOSPITALS

New Zealanders' belief in Labour's ability to manage *healthcare / hospitals* has increased by 3 percentage points, while National has remained relatively steady.

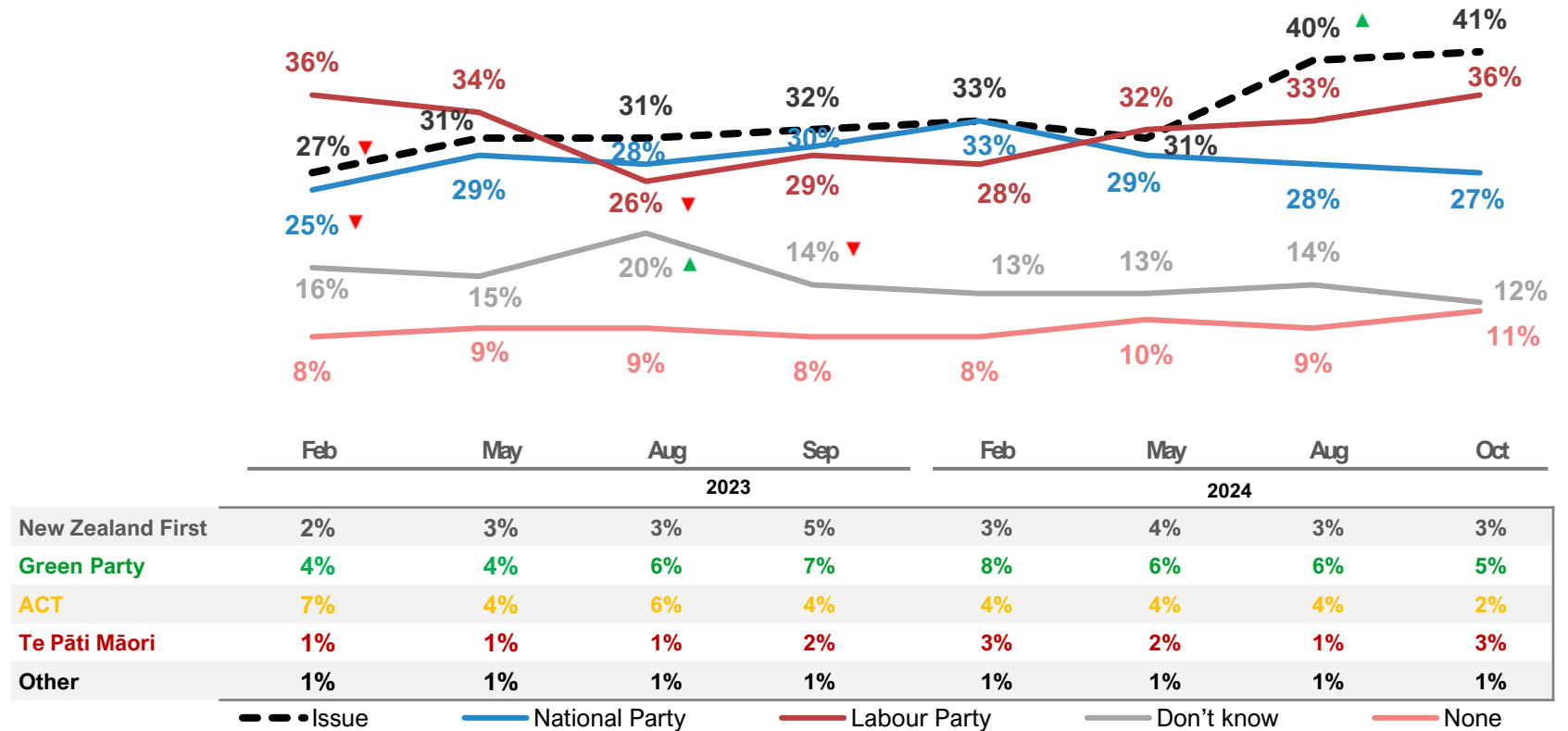


*Healthcare / hospitals* has remained the 2<sup>nd</sup> most important issue to New Zealanders this wave.

Labour continues to be the party perceived to be the most capable party in dealing with this issue, and the gap between Labour and National's capability has increased to being 9-percentage points.

Compared to the total population, those aged over 50 (56%), retired (66%), NZ European (46%) and those living in Otago (59%) are significantly more likely to mention *healthcare / hospitals* as an issue.

Māori (27%), Pacific (20%), Asian (25%), those aged under 50 (29%), working full time (34%), and living in Auckland (33%) 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 – 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)

# SUGGESTIONS TO IMPROVE *HEALTHCARE* ISSUES

## *Voice of New Zealanders*



*Stop focussing on irrelevant things like gang patches; changes to smoking laws; and spend on what is most important like Dunedin Hospital. This government is very much the tails wagging the dog. They run rings around Chris Luxon.”*

**Canterbury, Retired, NZ European**



*Be tougher on those mooching off the government; and be more empathetic towards those actually struggling. Stop paying some of the capable people on the benefit and put this into funding more staff in hospitals etc”*

**Manawatū / Whanganui, Student, NZ European**



*Stop trying to privatize health care.”*

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



*Get the Dunedin hospital built. Pay hospital/paramedic and education staff more. Bring the cost of living down.”*

**Canterbury, Working full time, NZ European**



*Improve health care. Nurses available but not employed and taking too long to get doctor’s appointments.”*

**Auckland, Self-employed, Pacific**



*Greater sincere collaboration with iwi Māori to effect practical, financially viable and sustainable change to improve the education, health and other social determinants for all New Zealanders. Work collaboratively with other political parties with a determined focus towards the current health system.”*

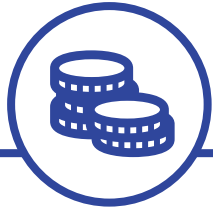
**Gisborne, Working full time, Māori**

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

**Base:** Oct '24 (n=1,002)

# #3= ISSUE – THE ECONOMY

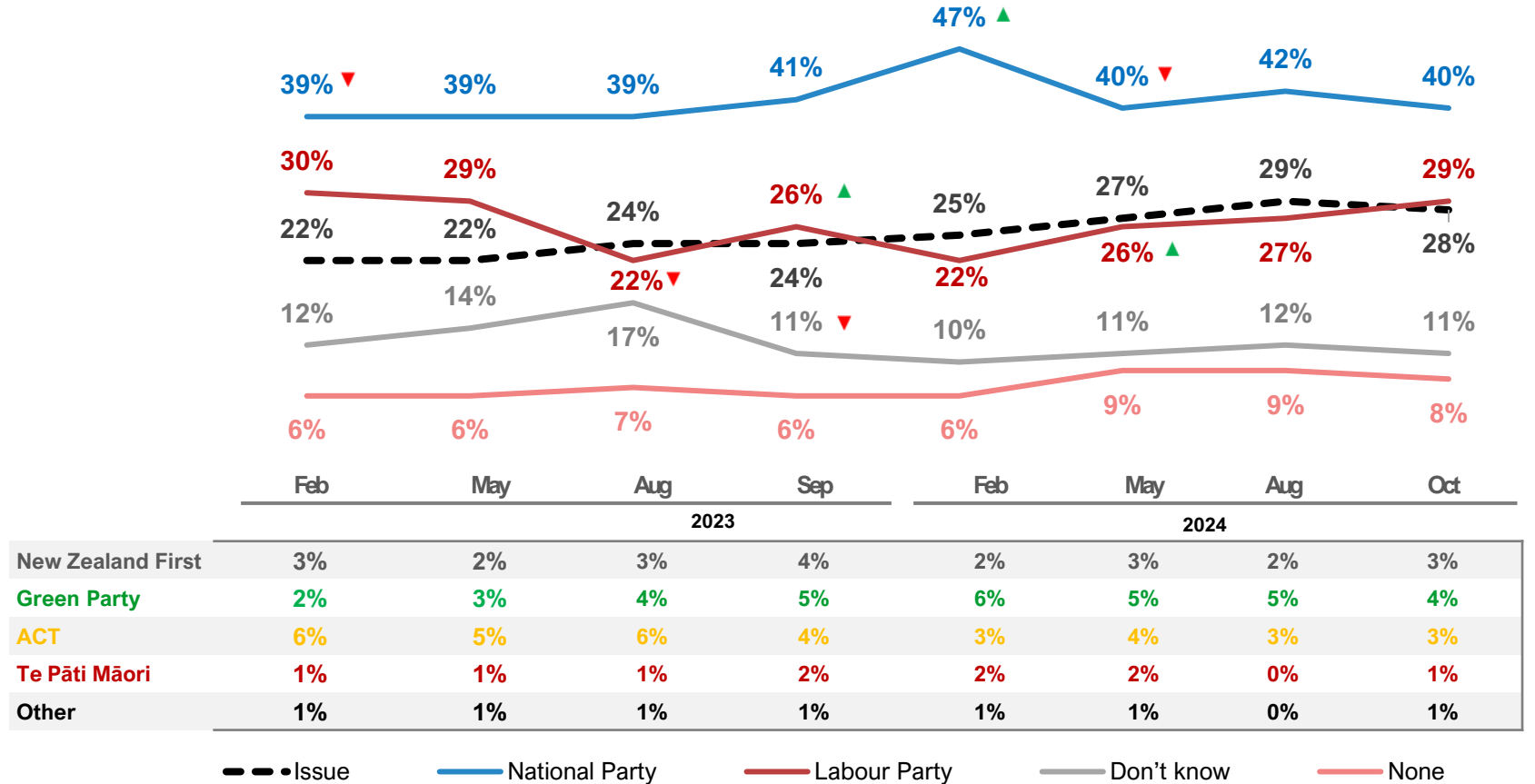
New Zealanders continue to perceive National as the party most capable of managing *the economy*. However, National’s perceived capability has decreased by 2 percentage points, and Labour has increased by 2 points, closing the gap between the two parties.



The economy was remained the the 3<sup>rd</sup> equal most important issue for New Zealanders this wave.

New Zealanders’ confidence in National’s perceived ability to address issues with the economy has decreased by 2-percentage points, while Labour has increased by 2-percentage points.

Those not in paid work and not seeking work (12%) or seeking work (14%) are significantly less likely to mention *the economy* as an important issue.



	2023				2024			
	Feb	May	Aug	Sep	Feb	May	Aug	Oct
New Zealand First	3%	2%	3%	4%	2%	3%	2%	3%
Green Party	2%	3%	4%	5%	6%	5%	5%	4%
ACT	6%	5%	6%	4%	3%	4%	3%	3%
Te Pāti Māori	1%	1%	1%	2%	2%	2%	0%	1%
Other	1%	1%	1%	1%	1%	1%	0%	1%

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

Base: Total sample – 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)

# SUGGESTIONS TO IMPROVE THE ECONOMY ISSUES

## Voice of New Zealanders



*Stop thinking about their wallets and start thinking about everyone else's. We need a change in govt ASAP. There needs to be a cap on rental prices; which will help with housing costs. The electricity sector needs to be reprimanded and changed to allow better competition to lower costs for business and people (separating production and distribution in companies that do both). Benefit sanctions need to be removed a the govt has basically gone and said nope we don't want to make sure people are employed and we are also going to make it as hard as possible for those people we have made unemployed to live. It's disgusting and inhumane."*

**Canterbury, Not in paid work, but seeking work, NZ European**



*Further limit government involvement in the economy and society."*

**Waikato, Not in paid work and not seeking work, NZ European**



*Become more efficient - redirect spending to more pressing issues; invest the solutions of these problems to local businesses and companies based in New Zealand and invest in better trade deals and infrastructure to bring down the cost of food and products - and invest more in green energy and policing"*

**Auckland, Student, Asian**



*Their arrogance. As much as people try to improve their living conditions/habits the economy makes it hard. Just because they're have a well-paying job high up on the government doesn't mean everyone else gets that luxury."*

**Northland, Working full time, NZ European**



*Do something about climate change!! stop making excuses; it's easier to fix an economy than it is to resurrect a dead planet!! they have to make some tough choices NOW; because it's going to be a hell of a lot tougher for us if they wait until climate change is literally about to wipe all of us out to do something.*

**Auckland, Student, Asian**

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

Base: Oct '24 (n=1,002)

# #3= ISSUE – HOUSING / PRICE OF HOUSING

Labour has significantly increased as the party perceived most capable of managing *housing / price of housing* to be viewed as equally as capable as The National Party. This is driven by a significant decrease in the proportion of New Zealanders who believe no party is capable of managing this issues.

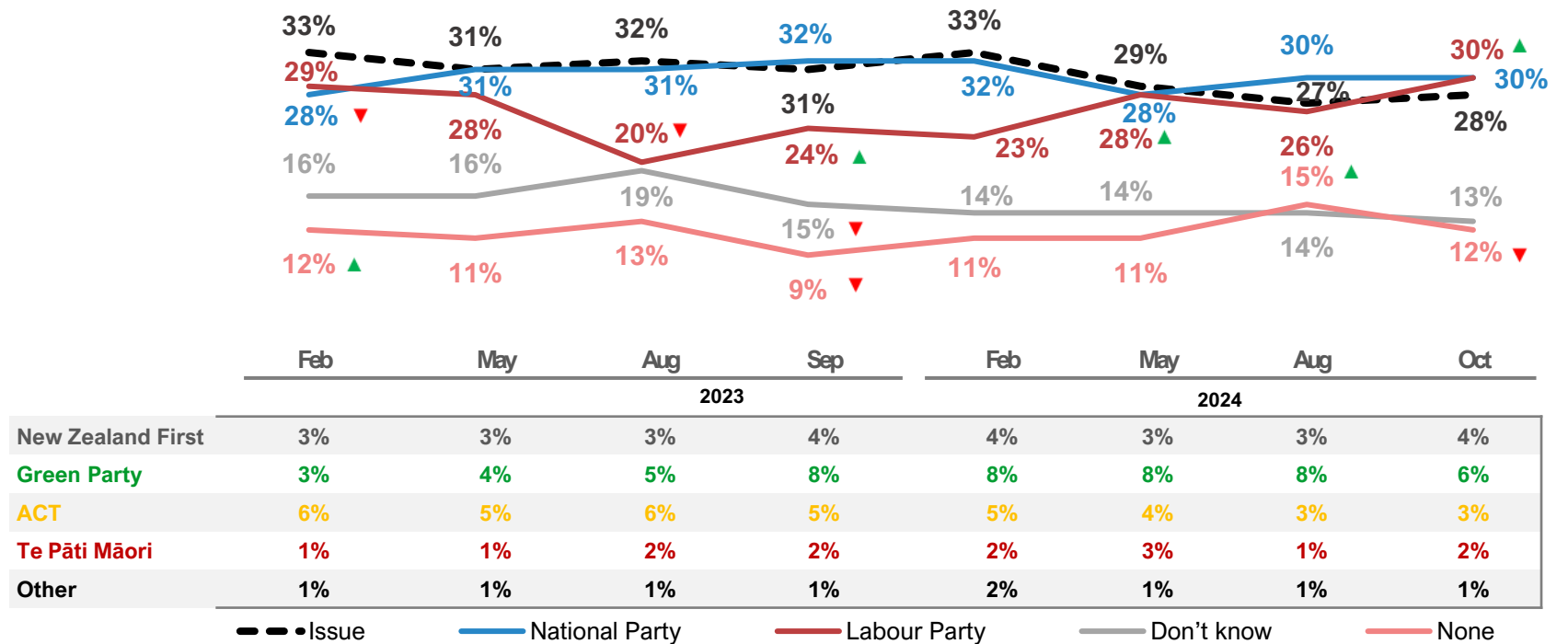


*Housing / the price of housing* was identified as the 3<sup>rd</sup> equal most important issue to New Zealanders this wave, rising from 5<sup>th</sup> place in August.

Confidence in Labour to manage this issue has increased significantly, identifying Labour as equally capable of managing this issues as National.

New Zealanders aged over 50 (23%), and those retired (18%) are significantly less likely to mention *housing / price of housing* as an issue.

Those identifying as Pacific (43%) are significantly more likely to identify *housing / price of housing* as an important 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 – 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)

# SUGGESTIONS TO IMPROVE HOUSING ISSUES

## Voice of New Zealanders



*Their failures are systemic. How can people of such privileged background know what is best for the majority of our people. How can someone with 7 houses possibly understand or empathise with our housing crisis.”*

**Manawatū / Whanganui, Working full-time, Māori**



*Need to realise what the foundations of their country are and respect the past. How they do that I don't know. Bring cost of living down as well or build more houses.”*

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



*Stop wasting money on bringing immigrants into the country and housing them instead of our own people who can't afford housing.”*

**Hawkes Bay, Working part time, Māori**



*The cost of living needs to change; I'm earning more money than I ever have, and I've never been this short on money. All of my weekly wage goes to bills; rent etc. I can't even save for my own home; it feels like living and getting ahead is impossible. Buying a house should be a necessity not a luxury.”*

**Auckland, Working full-time, Māori**



*Increase taxes in particular wealth and tax the transfer of wealth between generations. Build more houses.”*

**Auckland, Working full time, Asian**



*Housing is so expensive that I see; some house you see are about \$550 per week for 1- or 2-bedroom house; as I have a family of 5 in looking at close to a grand to be able to provide my family the right suitable house for us; but I see the government is concentrating on things that aren't important such as focusing on gang related stuff when that's not even an issue for New Zealanders.”*

**Wellington, Not in paid work, and not seeking work, Pacific**

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

Base: Oct '24 (n=1,002)

# #5 ISSUE – CRIME / LAW & ORDER

The National Party continues to be seen as the most capable of managing *crime / law & order* by a sizeable margin. However, there was a slight decrease in The National Party’s perceived capability, and a 2-percentage point increase in Labour’s perceived capability.

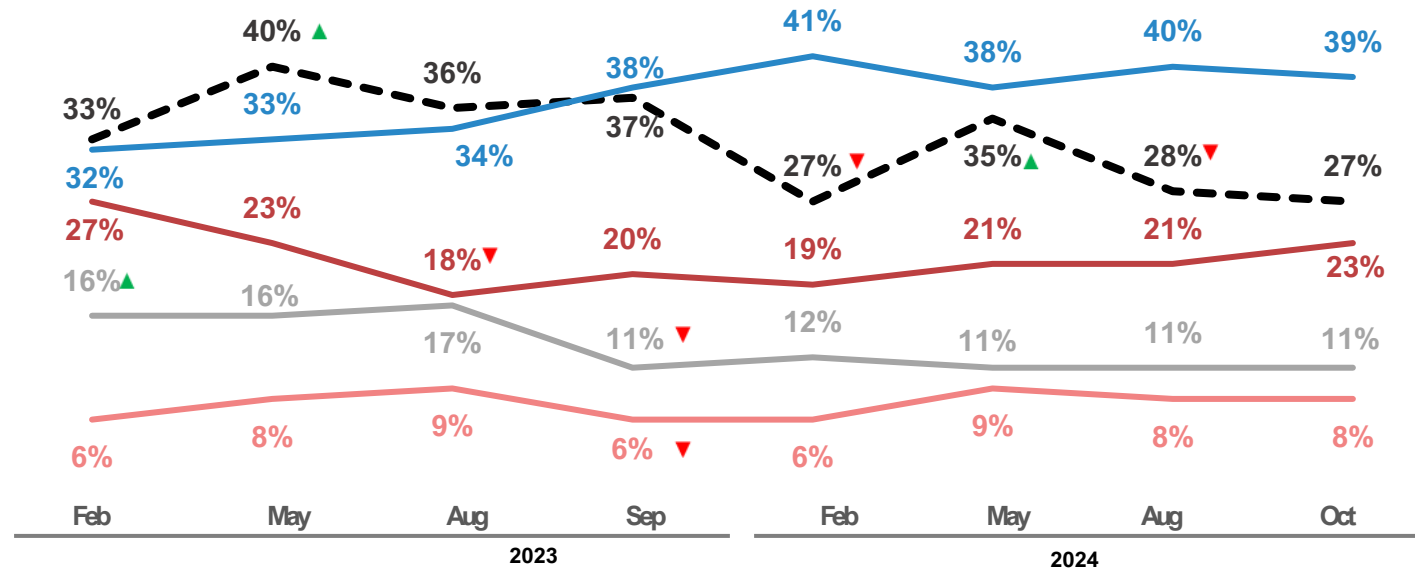


Concern for *crime / law & order* decreased slightly this wave, making it the 5<sup>th</sup> most important issue for New Zealanders. Notably, crime is the lowest ranking in concern since February 2022.

New Zealanders continue to believe that National is the most capable of managing this issue, however this has decreased slightly since last wave, and Labour has increased, shortening the gap between the parties to 16%.

Compared to the general population, those with a high HHI (>\$100,000) (33%) are significantly more likely to identify *crime / law and order* as a key issue.

Those living in Wellington (18%), are significantly less likely to identify *crime / law and order* as a key issue.



	2023				2024			
	Feb	May	Aug	Sep	Feb	May	Aug	Oct
New Zealand First	4%	4%	4%	5%	4%	4%	4%	4%
Green Party	2%	3%	3%	6%	5%	5%	6%	4%
ACT	10%	11%	12%	10%	8%	8%	7%	6%
Te Pāti Māori	2%	2%	2%	4%	4%	3%	2%	3%
Other	1%	1%	1%	1%	1%	1%	1%	1%

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

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 – 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)

# 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 the top issue in both countries.

Australians continue to be more concerned about *housing* (42%) compared to New Zealanders (28%), while New Zealanders are more concerned about *healthcare* (41%) compared to Australians (27%).

Both Australians and New Zealanders have similar levels of concern around *the economy* (27% and 28% respectively)

1	Inflation / cost of living	55%
2	Healthcare / hospitals	41%
3=	The economy	28%
3=	Housing / price of housing	28%
5	Crime / Law & order	27%
6	Poverty / inequality	18%
7	Climate change	17%
8	Unemployment	13%
9=	Household debt / personal debt	10%
9=	Education	10%

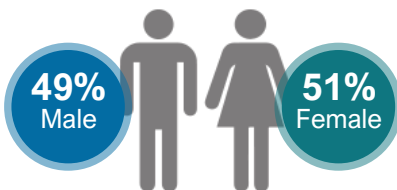
1	Cost of living	67%
2	Housing	42%
3=	Healthcare	27%
3=	The economy	27%
5	Crime	23%
6=	Immigration	13%
6=	Poverty	13%
8	Environment	12%
9=	Petrol Prices	10%
9=	Personal debt	10%

Base: Total sample – Oct '24 New Zealand (n=1,003), Sep '24 Australia (n=1,000)

# SAMPLE DEMOGRAPHICS – OCT 2024

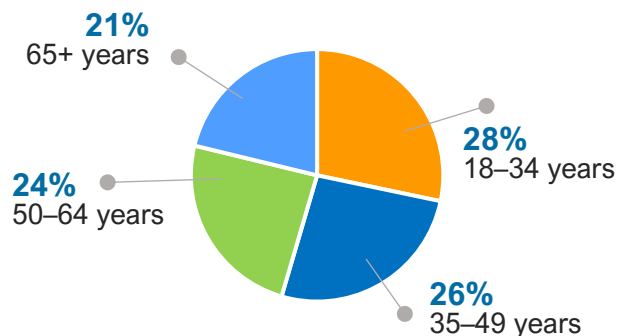


**1,003 respondents**  
were interviewed online in October  
via online panels



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

**45%** Full-time  
**17%** Retired  
**12%** Part-time  
**7%** Self-employed

**8%** Not in paid work but  
seeking work  
**5%** 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)

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# GAME CHANGERS

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

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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.**

**THANK  
YOU**

**GAME CHANGERS**

