

Public Interest Polling in New Zealand, 2022- 2023.

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June 2023

Abstract

Results of public-facing public opinion surveys are presented, for the post-Covid period. Obtaining access to results or even the existence of a survey was difficult and methodological details are sparsely reported. The period covered in this compilation has been marked by the shadow of Covid. The studies vary in form from one-offs, to dribbles one question at a time over a series to large scale reports. Both Stuff and the NZ Herald have (rather intermittent) series of surveys. Many of the major issues of the day have been touched on:

Covid and its aftermaths, The floods and their consequences, Trust, Cost of Living, Ethnic relations and migration, Housing, Monarchy, Taxes.
But there is much more that could have been covered and the methodological standards reached could have been higher. Nevertheless, many of the studies included are of widespread interest and some of direct policy relevance.

KEY WORDS: New Zealand, Purveys, Polls, Public Opinion.

How to Cite

Crothers, C. (2023). Public Interest Polling in New Zealand, 2022- 2023. *Aotearoa New Zealand Journal of Social Issues*, 3(1).

Introduction

The media assiduously report polling/survey data – it is (usually) free and of wide public interest. However, Polling results in the media tend to focus heavily on political party – but also leadership – preferences Government approval rating and country going in right direction. (On ongoing compilations of this data see https://en.wikipedia.org/wiki/Opinion_polling_for_the_2023_New_Zealand_general_election and <https://www.andrewchen.nz/pollsy>.) Clearly this is important. However, there are also many nuggets of more generally-relevant information which are provided. Sometimes these are tucked into other surveys (such as political polling), sometimes they are prop bono exercises by survey firms and sometimes sponsored (some to help publicize the brand of the sponsor of the survey). Such surveys though can be distressing fugitive, and often reportage is too brief. This is unfortunate as this material is useful in helping form public debate. There are various barriers to wider dissemination: responsibilities for providing more complete research reports may be ambiguous; public not interested if too detailed. Standard institutionalized Govt surveys and local surveys not included (see Crothers, 2023b for further attention). Nor are commercial surveys covered. Coverage ends in mid-2023.

There are methodological limitations. Almost all of the surveys reported here are carried out using on-line panels, have sample sizes approximating 1000 (and therefore sampling confidence intervals of +/- 3%) and have been post-weighted to bring results more into line with census proportions. Material is found by google searches and by consultation on websites and also emails to relevant survey firms. Often crucial methodological information is missing. Some provide supplementary reports with more detail. Almost all the data is sources from online panels – for discussion on these see Crothers (2023a) and more generally Satherley et al (2023).

In addition to publishing results of other surveys some media commission their own studies. And of course public results are the 'tip of the iceberg' compared to the information obtained exclusively by firms, government etc.

Other sometimes pertinent surveys are part of international surveys or carried out by Central or Local Government. Many are carried out by academics and included (after a lag) in journal publications.

The main public-orientated survey research enterprises in NZ Include:

Curia

Ipsos

Kantar Public (formerly Colmar Brunton)

Nielsen

Roy Morgan Research

Reid Research

Research NZ

Talbot-Mills (formerly UMR)

In addition, several media outlets commission polls and sometimes add interesting questions

NZ Herald (NZME)

Stuff

TV1

TV3.

Further interests may commission polls although few do so regularly. Umbrella organisations are often clients. Finally, there is the usual round of government department/Ministry commissioned surveys

The following round-up of polling results is organised for each of these. More recent studies are reported first. Much of the content is lightly edited repeats of articles with some consolidation of results into tables. Most of the information is obtained from web searches, with the *Scoop* website being particularly helpful.

1 IPSOS Issues Monitoring

To provide context IPSOS Issues results are presented.

<https://www.ipsos.com/sites/default/files/ct/news/documents/2023-06/20th%20Ipsos%20New%20Zealand%20Issues%20Monitor%20%28May%202023%29.pdf>

1,002 respondents were interviewed online in May via online panels Results are weighted by age, gender and region to ensure they reflect the New Zealand population

MIP IPSOS May 2023 Issues Monitor

Month	Year	Household	Poverty/Inequality	Healthcare/Inequality	Inflation/Consumer	Criminal Law & Order	Climate Change/Concern	Environment/Concern	Economy	Unemployment	Petrol Prices	Drug/Alcohol Abuse	Immigration	Transport/Infrastructure	Homelessness/Debt	Education
feb	18	41	29	27	22	24	16	13	11	12	8	
jul	18	50	32	31	26	24	13	17	9	10	16	
oct	18	45	24	25	29	18	14	12	13	8	31	.	.	9	.	13
mar	19	49	24	29	26	21	20	16	11	7	11	.	.	7	.	11
apr	19	41	30	25	28	25	20	13	12	7	11	.	.	.5	.	10
jul	19	42	28	29	24	20	20	17	14	8	14	.	.	.9	.	9
nov	19	42	29	25	25	23	22	20	12	9	12	.	.	.7	.	
mar	20	49	30	30	25	25	.20	.13	13	8	13	.	.	.9	.	7
may	20	33	24	25	23	12	.16	.13	47	41	6	.	.	.9	.	8
jly	20	34	26	27	23	16	.13	.14	40	31	7	.	.	.7	.	8
sep	20	37	27	27	22	16	.18	.13	42	27	4	.	.	.9	.	7
nov	20	53	31	26	23	14	.18	.12	34	21	4	.	.	.8	.	

feb	21	60	28	23	24	16	.21	.13	23	14	8	.	.	.9	.	
jly	21	53	26	27	27	21	.18	.12	22	11	7	.	.	.8	.	
oct	21	54	26	35	31	24	23	12	23	7	10	.	.	.6	.	
oct	21	54	23	28	34	24	19	11	26	.	11	9	9	9	9	6
feb	22	51	20	27	53	19	16	9	24	5	25	7	5	7	7	9
May	22	37	22	29	56	26	18	8	23		28					8
Feb	23	33	18	27	65	33	27		22		16			7		7
May	23	31	16	31	63	40	23		22		11			7		11

Ipsos MIP in 5 years

Month	Year	Housing	Pov-erty/ Ineq-ualit-y	Hea-lthc-are/ hos-pital-s	Infl-atio-n/C-OL	Cri-me/ law-& ord-er	Clim-ate chg-conc-ern	En-poll-utio-n/w-ate-r con-cer-ns	Eco-nom-y	Une-empl-oym-ent	Petr-ol pric-es	dru-g/al-coh-ol abu-se	imm-igrat-ion	tra-ns/ infr-ast-ruc-tur-e	hh-/p-er-s debt	Ed-uc-ati-on
Sept	22	28	21	31	52	31	29		27							
May	23	26	17	32	50	38	30		25							10

Ipsos Rating of Government Performance

Month	Year	Govt performance- ave (Rating)	GP:Top	Neutral	Bottom	DK
jy	17	4.90	26	47	26	.
sep	17	5.00	31	41	30	.
jul	18	5.40	38	36	22	4
oct	18	5.70	42	35	20	4
mar	19	5.50	41	32	23	4
apr	19	6.60	60	24	12	4
jul	19	5.70	43	34	19	4
nov	19	5.70	44	35	18	4
mar	20	5.80	45	34	18	4
may	20	7.60	75	17	6	2
jly	20	7.30	72	17	8	3
sep	20	7.20	70	19	9	2
nov	20	7.30	70	18	8	4
feb	21	6.80	63	23	10	3
jly	21	6.10	58	24	16	3

oct	21	6.20	54	25	18	2
feb	22	5.70	48	27	24	2
May	22	5.30	42	29	28	1
Sep	22	5.5	42	29	27	3
Feb	23	5.4	44	28	27	2
May	23	5.0	35	39	25	3

2 NZ Herald

NZHerald runs regular political updates but has supplemented these with several in its 'Build back better' series of discussions.

New poll on crime and safety shows New Zealanders feel less safe today than five years ago¹ Julia Gabele 3 Jun, 2023

A poll conducted for the *Herald* by Dynata from May 25-29 2023 asked 1000 respondents if they were more or less concerned about being the victim of a crime today than five years ago.

Two-thirds of Kiwis are more concerned about being a victim of crime today than they were five years ago and harsher prison sentences and more police would make them feel safer. Sixty-seven per cent were more concerned, 28 per cent felt about the same and 5 per cent were less concerned. Concern in Auckland was higher than the national average. Survey respondents were asked which single measure, from a list of seven, was most important to improving their safety. The options included punitive measures - such as harsher prison sentences - as well as increasing wellbeing support services. The most common answers were harsher prison sentences (34 per cent) and more police (27 per cent). Of those surveyed, 14 per cent of respondents felt more mental health and addiction support was the most important thing to improve their safety. Far fewer respondents said

¹ Reported crime has been steadily increasing while convictions and charges have fallen, a Herald analysis showed.

[Changes from 2017 to 2022 for people](#)

Reported victims of crime 11.9%

Offenders arrested -25.4%

People convicted -26.2%

People imprisoned -44.8%

[Changes from 2017 to 2022 for reported crimes](#)

figures for people

Reported crime 33.1%

Police actions -25.8%

Convictions -25.2%

Prison sentences -38.0%

It found reported victims of crime had increased 11.9 per cent between 2017 and 2022, while the number of people convicted and offenders arrested had decreased by 26.2 per cent and 25.4 per cent respectively. However, the numbers are complicated by a number of factors, including multiple different recording practices and historic under-reporting.

the most important thing to improve their safety was more focus on rehabilitation rather than prison (6 per cent), more social workers and other support (4 per cent), making alcohol harder to access (4 per cent) and stopping school truancy (4 per cent).

<https://www.nzherald.co.nz/nz/divided-nz-exclusive-poll-reveals-how-divided-we-feel-and-what-we-agree-on/UUZISO7IZFCF5DAG5G77E7MHGU/> January, 2023



The New New Zealand: Rebuilding Better is a major new series from the NZ Herald and NZME which, as we emerge from the shadow of the pandemic and start to rebuild, seeks to examine past mistakes and help lay a pathway for a fairer and more ...

- Research conducted by [Dynata](#) for the [NZ Herald](#).
- The question asked was: *In the last few years, do you think NZ as a society has become: More united, more divided, about the same?*
- Sample (n) = 1000 people aged over 18.
- Sample dates = between November 17 and 21, 2022.
- See the following NZ Herald articles for more information:
 - <https://www.nzherald.co.nz/nz/divided-nz-exclusive-poll-reveals-how-divided-we-feel-and-what-we-agree-on/UUZISO7IZFCF5DAG5G77E7MHGU/>
 - <https://www.nzherald.co.nz/nz/rebuilding-better-poll-reveals-the-key-institutions-most-trusted-by-kiwis/QSZZBUTYBZGNPOL255PQKIO3UM/>
 - <https://www.nzherald.co.nz/nz/rebuilding-better-social-division-poll-highlights-optimism-of-younger-new-zealanders/MMSYIMZJWVENTEEJJKXON622GE/>

THE **NEW NEW** ZEALAND

For four topical issues, more New Zealanders considered them divisive than unifying, but their assessments of these issues themselves were more aligned. The findings were gathered across two *Herald*-commissioned polls conducted by Dynata, which ran between November 17-28, 2022. In the first, 1000 people across the country were asked whether

they believed certain issues had united or divided New Zealanders. Sixty-four per cent believed New Zealand as a society had become more divided in the last few years, confirming the sense that division is currently more prominent in New Zealand. And 16 per cent felt the nation had become more united while 20 per cent said it had remained about the same. Division related to the Covid response has been widely discussed. However, Kiwis identified more division resulting from the access to housing and the distribution of wealth. The *Herald* polling also found 64 per cent of New Zealanders felt society has become more divided in the past few years and 51 per cent thought the pandemic had helped stoke that division. However, 57 per cent backed the Covid-19 response by agreeing with the statement “our response to Covid has been well-judged and appropriate”.

4:1 voters overall believe that New Zealand has become ‘More divided’ than ‘More united’ (64% vs 16% with 20% neutral).

Asked if they thought New Zealand’s Covid-19 response had brought us closer together or pushed us further apart, 51 per cent said it had divided us and 37 per cent said it was unifying. Kiwis responded to the issues of access to housing and wealth distribution comparably: a large majority of Kiwis felt these two issues were divisive but their assessments of the issue were consistent.

Seventy per cent said access to housing – and 74 per cent said the distribution of wealth – had pushed us further apart. Meanwhile, 37 per cent said a farming-based economy had driven us further apart.

The second poll sampled another 1000 people and asked how much they agreed with or disagreed with statements about the same set of issues. Respondents were given a spectrum of five answers, ranging from strongly agree to strongly disagree. When asked how they felt about the statement “our response to Covid has been well-judged and appropriate”, 57 per cent agreed. Only 21 per cent agreed with the statement “our access to housing is fair and good for the country” while 24 per cent agreed “our distribution of wealth is fair and good for the country”. Meanwhile, most respondents (70 per cent) agreed that “a farming-based economy is good for the future of the country”.

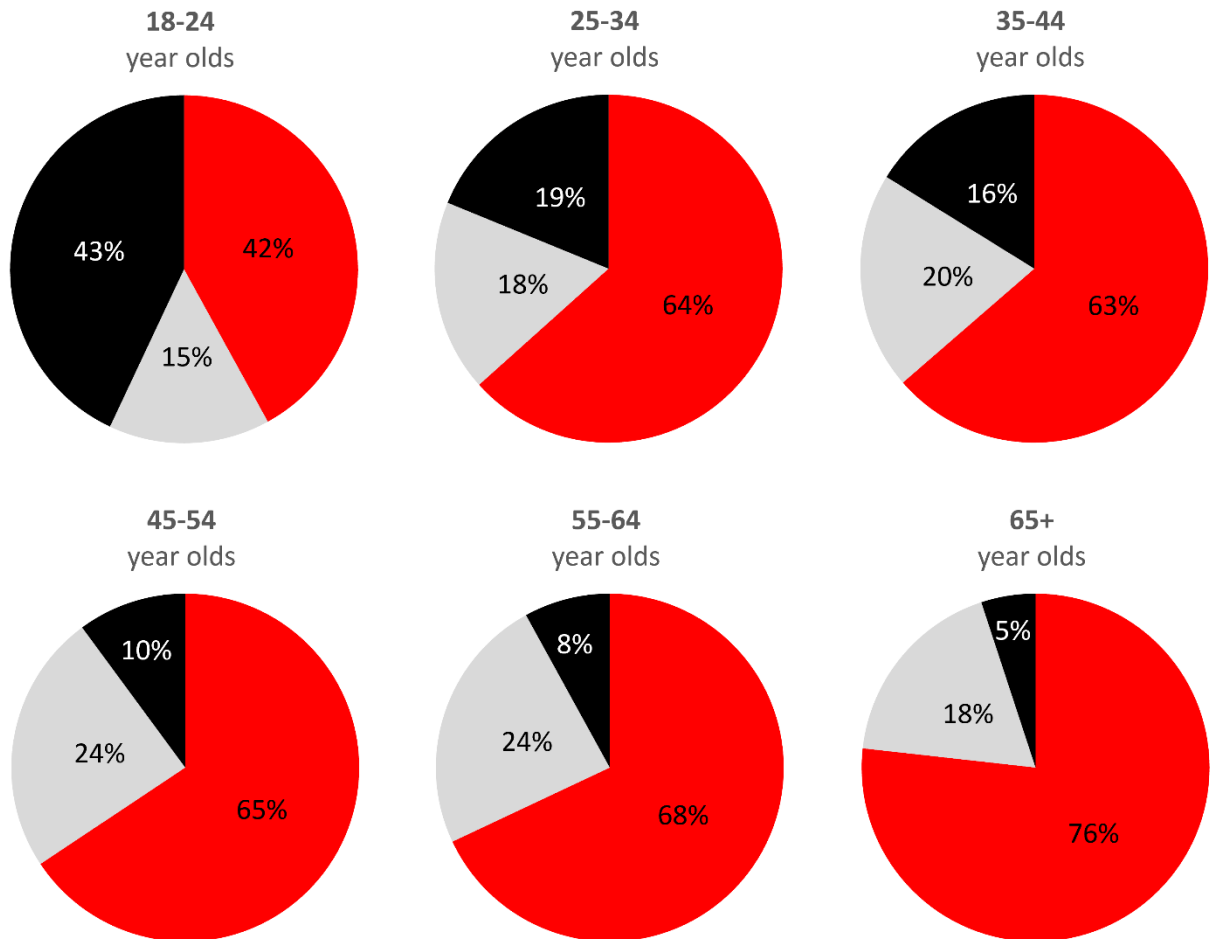
Answer	More united	About the same	More divided
Total	15.8	20.1	64.1
Male	17.917	22.292	59.792
Female	13.846	18.077	68.077
18-24	43.077	15.385	41.538
25-34	18.75	17.5	63.75
35-44	16.292	20.225	63.483
45-54	10.417	24.479	65.104
55-64	8.497	23.529	67.974
65+	5.348	18.182	76.471
Effects on Dividedness	Closer together	Further apart	No difference

Increased acceptance of different sexual orientation and identity	43	26	31
Sport	53	12	35
Music/culture	44	12	45
Outdoors/nature	43	13	44
Increased acceptance of different sexual orientation and identity	Closer together	No difference	Further apart
TOTAL	42.5	31.2	26.3
18-24	58.46	15.38	26.15
25-34	41.88	31.25	26.88
35-44	43.82	26.97	29.21
45-54	38.54	39.06	22.4
55-64	39.87	31.37	28.76
65+	36.9	37.97	25.13
Music/culture	Closer together	No difference	Further apart
TOTAL	43.6	44.5	11.9
18-24	63.85	17.69	18.46
25-34	46.25	38.75	15
35-44	47.75	43.26	8.99
45-54	40.63	48.96	10.42
55-64	40.52	48.37	11.11
65+	28.88	61.5	9.63
Outdoors & nature	Closer together	No difference	Further apart
Total	43.4	43.9	12.7
18-24	51.54	18.46	30
25-34	43.75	38.75	17.5
35-44	48.31	39.89	11.8
45-54	44.79	47.92	7.29
55-64	40.52	49.67	9.8
65+	33.69	60.96	5.35

In the last few years, do you think NZ as a society has become: more united, more divided, about the same?

NZ Herald & Dynata, n = 1000, Nov 17-21, 2022

■ More united ■ About the same ■ More divided



theFacts.#62

	More united	About the same	More divided
Male	18%	22%	60%
Female	14%	18%	68%
TOTAL	16%	20%	64%

Poll reveals what Kiwis trust the most Julia Gabel, December, 2022

Half of us think our Covid-19 response has pushed us further apart – however our trust in the institutions at the face of the response remains high, an exclusive *Herald* poll found.

Kiwis ranked doctors, police and scientists as significantly more trustworthy than the government, media or lawyers.

More than three-quarters of respondents (78.4 per cent) said doctors were trustworthy, 69.6 per cent said police were trustworthy and 68.1 per cent considered scientists trustworthy. On the other end of the spectrum, the poll showed New Zealanders considered media (37.6 per cent), the government (32.9 per cent) and big business (30.1 per cent) the most untrustworthy institutions of those sampled. Lawyers were considered untrustworthy by 15.5 per cent. The *Herald's* polling found few differences in the responses of men and women, except for trust in doctors. Thirty-one per cent of men, compared with 19 per cent of women, considered doctors "very trustworthy".

3 Stuff

Poll: Chris Hipkins is preferred Labour leader January 2023

In a survey of more than 25,000 *Stuff* readers, Hipkins beat out other likely candidates for Labour leader, and prime minister, after Ardern's resignation announcement. Taken the day after Ardern unexpectedly announced her departure from politics, The survey was weighted by age, gender, and region to reflect New Zealand's population, however, due to being an anonymous, public poll, it was possible respondents could have answered the survey multiple times. *Stuff's* research and insights team excluded overseas responses and used other data quality measures to try to detect multiple responses by the same person. The survey showed few respondents expected her resignation to shift how they would vote at the 2023 election, set down for October 14. Of the 25,758 survey respondents, 41% said Hipkins should be the next Labour leader. His rating was above potential candidates Kiri Allan, at 15%, Nanaia Mahuta, 5%, Michael Wood, 4%, and Megan Woods, 2%. However, 21% of respondents said "none of the above" should be leader, and 13% said "don't know". Though Hipkins gained more support from respondents across age groups than other MPs, he had outsized support from readers aged 55-years and above. Allan's supporters tended to be younger, between 25 and 44 years old.

Asked if Ardern should have resigned a majority, 56%, said "it is good" the prime minister resigned. The question did not specify why it was good, meaning respondents could have agreed due to wanting to see Ardern out of the job, or due to supporting her decision for the reasons she gave, that she didn't "have enough in the tank for another four years". Some 19% said Ardern should have "seen out" the remainder of this term of Government, while 22% said they were "impartial" and 3% said they "don't know". It appeared, at this stage, Ardern's resignation had not shifted voter sentiment significantly. Of those surveyed, 4% said it would "definitely" change how they vote, and 10% said it "may" influence their vote. A greater percentage were of the view Ardern's resignation was unlikely to sway them. Some 62% said it would "definitely" not change their vote, and a further 18% that it was "unlikely" to.

More people 'disappointed' and 'angry' with Jacinda Ardern, October, 2022.

A poll of 1153 adults, who were able to choose multiple emotions felt for each leader, was taken between October 20 and 25 2022 and had a maximum margin of error of 3.2%.

A new poll shows more people are "disappointed" and "angry" with Prime Minister Jacinda Ardern than in 2020, though the Labour leader makes more people feel "comfortable" and

less "nervous" than National Party leader Christopher Luxon. A Horizon Research survey of feelings about the two party leaders, provided exclusively to *Stuff*, showed that of more than 1000 people polled 35% felt "disappointed" and 28% "angry" about Ardern. The poll indicated public sentiment about Ardern had shifted [since September 2020](#), when in the lead up to an election 14% felt "disappointed" and 11% "angry". While Ardern also made fewer people feel "hopeful" in the latest poll, dropping from 46% to 20%, she made more people feel "proud", "comfortable" and "pleased" than her opponent. Luxon, who has not previously featured in such Horizon polls, made 25% of those surveyed "hopeful". However, he made more "nervous", at 27% compared to Ardern at 19%, and was one percentage point lower than Ardern for those who said the leader made them "concerned", at 32%.

Ardern's highest rating in the poll was for "disappointment", at 35%, a figure which included 26% of people who said they voted Labour at the 2020 election. The polling indicated those on lower incomes felt more disappointed and angry about Ardern, whereas Luxon attracted more concern in regional towns and rural (but not remote) areas.

Mixed views on Te Tiriti o Waitangi, support for Aotearoa Katie Doyle April 2022.
Stuff's NowNext Pou Tiaki survey finds most respondents believe we should celebrate Waitangi Day but only a third think we're living up to the Treaty of Waitangi. More than 6000 Kiwis participated over 9 days.

Attitudes towards Te Tiriti o Waitangi are split, but there is significant support for New Zealand's founding document to be taught in schools, and for Aotearoa at least being part of our nation's official name.

More than 30% agreed New Zealand still had a long way to go to live up to the document, while 16% believed the country should be proud of Te Tiriti o Waitangi and what it represents. But 22% felt it wasn't relevant to modern day New Zealand and 16% felt it had too much importance in setting government policy.

86% aspire to a diverse and inclusive nation

Three-quarters of respondents revealing they have experienced some form of discrimination. Young women were more likely to support diversity, while older men were more likely to be opposed. This is further supported by 52% of respondents disagreeing with the statement: "There are too many migrants who don't share my Kiwi culture." But 74% said they have personally experienced a form of discrimination in New Zealand. Racism, personal and institutional, and the negative effects of colonisation are still being felt by Māori nationwide, with 65% of the 500 Māori respondents saying they have faced it themselves.

82% believe Māori culture and history is an important part of our national identity

For Māori respondents, 69% said Māori continue to suffer the impact of colonisation and institutional racism compared to 52% of overall respondents.

74% of Aucklanders think it's great to partake in cultural and religious celebrations

[Re](#) Aucklanders scored higher than anywhere else in New Zealand for various forms of discrimination such as their names, accent and what country they were from. The most concerning being nearly half or 48% have experienced racism compared to 40% across the

rest of the country. Around one in five Aucklanders reported discrimination because of their accent (21%) and names (18%), which was significantly higher than any other region. More than 30% agreed New Zealand still had a long way to go to live up to the document, while 16% believed the country should be proud of Te Tiriti o Waitangi and what it represents. But 22% felt it wasn't relevant to modern day New Zealand and 16% felt it had too much importance in setting government policy. More than two-thirds of the NowNext respondents agreed the slogan "Kiwi vs Iwi" incited racism, revealing the sentiment does not have wide appeal.

62% are open to Aotearoa also being New Zealand's name. Respondents to the NowNext survey were asked how they felt about the idea of New Zealand being officially renamed Aotearoa. While 21% agreed with the idea, believing it to be the more appropriate option, 28% weren't totally sold, instead preferring "Aotearoa New Zealand". There was also a relatively large amount of resistance to any change, with 34% of respondents wanting things to stay as they are. Just 13% said they would be open if a majority voted for it, and only 4% were undecided. When it came to including Te Tiriti o Waitangi in the compulsory history curriculum, there were high levels of support, with 74% of respondents in agreement.

4 TV1 News February 2022

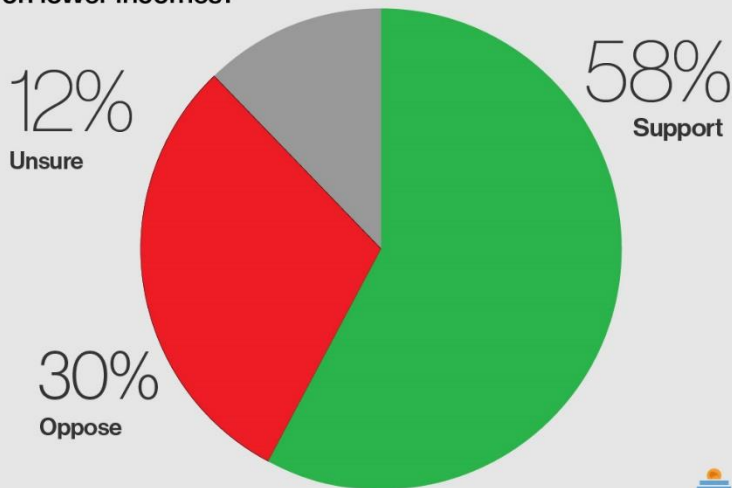
TV1 carried out opinion research with a poll which asked if Kiwis wanted the "price of housing" to fall. 47 per cent of Kiwis wanted the cost of housing to drop "a lot" while 29 per cent wanted it to drop a "little" – with just a fifth (18 per cent) not wanting it to drop at all. 7 per cent of homeowners want house prices to seriously fall. A further 18 per cent want them to drop "a little" while a massive 62 per cent don't want them to drop.

5 Curia

Curia's research is often commissioned by the Taxpayer's Union, and occasional extra questions on topics of the day are asked.

The Universal Winter Energy Payment for retirees isn't that popular. A *Taxpayers' Union – Curia* poll from May 2023 found that 58 percent of New Zealanders supported targeting the payments to those Superannuitants on lower incomes. Only 30 percent opposed targeting.

The Winter Energy Payment of up to \$31.82 per week is paid to everyone aged 65 or older, regardless of their level of income. There is no requirement for the payment to be spent on energy costs. Would you support or oppose targeting these payments to go only those superannuitants on lower incomes?



Source: Taxpayers' Union – Curia Poll
Polling Period: Tue 2 to Sun 7 May 2023



NEW POLL: Two Thirds Of Kiwis Back Income Tax Bracket Indexation April 2023

A *Taxpayers' Union – Curia* undertaken earlier this month poll shows that 65% of New Zealanders favour automatically increasing income tax thresholds in line with inflation as is already the case for welfare benefits. 19% of those polled were against while 17% were unsure.

More trust National's leaders on the economy - Taxpayers' Union Curia Poll Feb 28 2023

The poll, commissioned by the Taxpayers' Union and conducted by Curia Market Research (directed by former National party staffer and media commentator David Farrar), with 1000 eligible voters polled via phone (800) and by online panel (200). Those polled by phone are selected at random from 15,000 nationwide phone numbers by landline or mobile phone. The results are weighted based on gender, age, and area to reflect the voting population. The maximum sampling error for a result of 50% is +/- 3.1% at the 95% confidence level National's Christopher Luxon and Nicola Willis have narrowly trumped Prime Minister Chris Hipkins and Finance Minister Grant Robertson as the duo most trusted to run the economy, according to the latest Taxpayers' Union Curia poll. About 43% of respondents preferred the opposition leader and his deputy as the most trusted team to run the economy, compared to 39% for Hipkins and Robertson, while 18% were unsure. (The poll's results are similar to those taken in December.)

Increase In Opposition To Three Waters With 7 In 10 Kiwis Against. November 2022, New Zealand Taxpayers' Union

A *Taxpayers' Union Curia* poll has found that 7 in 10 Kiwis who expressed a preference oppose the Government's Three Waters reforms. 60% of respondents were opposed compared to 23% in support while 18% were unsure. This is a marked shift in public opinion

since the start of the year when the same question was asked in February where 40% of respondents were opposed compared to 29% in favour.

Poll Shows Kiwis Want COVID Investigation October 2022

“Polling shows that Kiwis want an independent investigation into the impacts of the COVID response so we don’t make the same mistakes in the future, as ACT has been calling for since May 2020,” says ACT Leader David Seymour.

“Curia polling showed 46 per cent want a Royal Commission of Inquiry, 41 per cent did not want one, and 13 per cent were unsure.

“What’s interesting is the age breakup. Net support by age was +37 per cent for under 40s, while -3 per cent for 40-59s and -18 per cent for over 60s.

3 In 5 Kiwis Oppose Government’s Unemployment Insurance Proposal. October 2022, [New Zealand Taxpayers' Union](#)

A Taxpayers’ Union Curia poll shows a sharp increase in the number of voters who oppose the Government’s proposed unemployment insurance scheme. 60% of respondents opposed the proposal (up 18 points from when a similar question was asked in December 2021) while only 35 per cent of respondents supported the scheme (up 4 points from December).

Kiwis Support Spending Cuts August 2022 [New Zealand Taxpayers' Union](#)

As part of this month’s Taxpayers’ Union-Curia poll, we asked New Zealanders if the Government should be increasing, decreasing, or maintaining spending levels in response to high inflation. The most popular response – 45% of respondents – was that Government should decrease spending

Only 12% of respondents thought increasing spending was the right idea and 27% said spending should be kept the same. We also asked about tax cuts and 59% of voters support a temporary 10% reduction in overall income tax for all families to help with the increased cost of living."

Poll Shows Kiwis Support Sustainable Seamount Fishing. August 2022 Sealord

A nationwide poll was conducted by Curia Research from Wednesday 3 August to Thursday 11 August. A total of 1,200 eligible New Zealand voters, with a maximum sampling error of +/- 2.8 per cent. It was asked: *To balance the competing priorities of conservation and food production, the fishing company Sealord has proposed that 89% of seamounts should be protected. Would you support or oppose this proposal?*

Results showed 61% of Kiwis support Sealord’s proposal, 15% are opposed and 24% were unsure.

Respondents were also asked: *What percentage of seamounts would you be comfortable with New Zealand fishing?* The poll found that only 8% of New Zealanders want fishing on seamounts banned, while 67% are comfortable with fishing on 25% or more of New Zealand’s seamounts and 25% were unsure. Sealord’s proposal received cross-party support in the research, with approval from 64% of Green party voters and 69% of Labour party voters. In contrast, the Green Party wants to ban seamount fishing, and Greenpeace has claimed 80% of New Zealanders support a ban.

76% Believe Water Entities Should Be Accountable To Voters. June 2022

[New Zealand Taxpayers' Union](#). Three quarters of New Zealanders believe that those responsible for water services should be directly accountable to voters. The poll of 1,000 New Zealanders was undertaken by Curia Market Research and asked, *Do you think those who are responsible for provision of local drinking, waste, and storm water services should be directly accountable to voters?* Seventy-six percent said yes, and just eight percent said no. Fifteen percent were unsure.

Distrust Of Taxpayer-funded Media May 2022, New Zealand Taxpayers' Union

The scientific poll of 1,000 New Zealanders was carried out by Curia Market Research and found that 59% percent believe the funding undermines media independence, compared to just 21% who believe it doesn't. Twenty percent were unsure. Crucially, the belief that media funding undermines independence is strong among supporters of all major political parties, including Labour and the Greens.

The poll also asked New Zealanders whether they supported the Public Interest Journalism Fund, which sees \$55 million in government funding allocated to media for "public interest" reporting projects. Forty-four percent of New Zealanders oppose the fund, versus just 24% in support. Thirty-two percent were unsure.

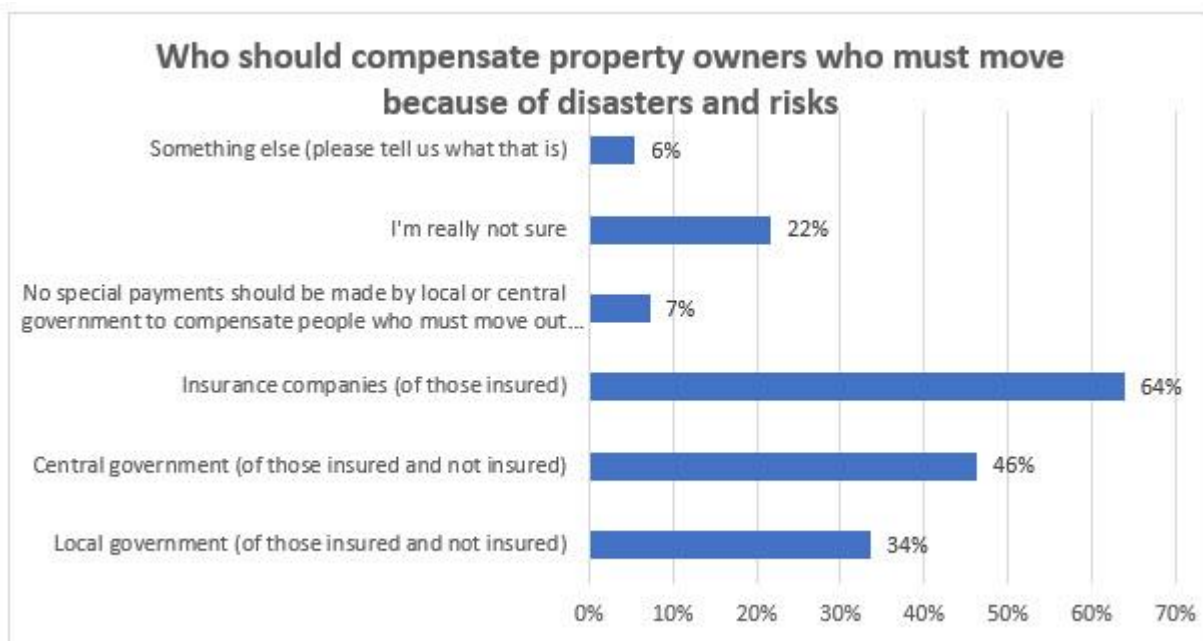
6 Horizon

Horizon run many on-line surveys, some as contributions.

7% say don't compensate disaster victims who must move May 2023

Methodology: The survey was conducted by Horizon in the public interest between May 12 and 17, 2023. There were 1,564 respondents nationwide aged 18+, representing the New Zealand adult population. At a 95% confidence level, the maximum margin of error is +/- 2.5%. Margins of error are higher on smaller sub-samples. Respondents to the survey were asked which party they intended to vote for if an election were held tomorrow, providing data to analyse results by intended party vote. (Respondents were asked to pick all of those they thought should pay, if any).

When areas can no longer be lived in - who pays? New Zealanders think insurance companies and local and central government should help compensate home owners whose homes or areas can no longer be lived in because natural disasters will occur there again. The survey finds **64%** of adults think insurance companies should compensate those who need to move. **45%** think central government and **34%** think local government should compensation the insured and not insured. **7%** think no special payments should be made by local or central government to compensate those who must move out. That is the equivalent of 285,000 adults among the total population aged 18+ of 3,967,760 as at June 2022. **22%** are not sure and **6%** suggest other solutions.



		Intending Vote					
		All	ACT	Green	Labour Party	Te Pāti Māori	National Party
In general, when areas can no longer be lived in because natural disasters will occur there again, who should compensate owners of those homes?							
Local government (of those insured and not insured)	34%	26%	35%	40%	39%	28%	40%
Central government (of those insured and not insured)	46%	36%	59%	47%	55%	47%	46%
Insurance companies (of those insured)	64%	67%	67%	64%	65%	67%	68%
No special payments should be made by local or central government to compensate people who must move out of their homes	7%	15%	3%	4%	9%	9%	11%
I'm really not sure	22%	15%	19%	24%	17%	16%	18%
Something else (please tell us what that is)	6%	7%	10%	5%	7%	4%	6%

Support for pay-outs by intending party vote: Substantially fewer people, who currently intend voting ACT and National, want the local government to make compensation payments. **26%** of ACT and **28%** of National voters support this, compared with 34% of respondents. Intending Green party voters are much more likely to support central Government making payments, **59%** compared with **46%** overall. Intending voters for ACT (**15%**), NZ First (**11%**), and National and Te Pāti Māori (**each 9%**) say no special payments should be made by local or central government to compensate people who must move out of their homes.

Support for pay-outs in regions most affected by recent disasters: In Nelson/Tasman/Marlborough **3%** only think no compensation should be paid to those who

have to move area, compared with **7%** overall. In Gisborne/ Hawke's Bay **5%** say don't pay, in Northland **7%**, Auckland **6%** and Bay of Plenty **11%**. In these regions, support for central government pay-outs is highest in Nelson/Tasman/Marlborough at **59%** and Northland at **54%**, compared with **46%** overall.

In general, when areas can no longer be lived in because natural disasters will occur there again, who should compensate owners of those homes?	ALL	REGION				
		Northland	Auckland	Bay of Plenty	Gisborne/Hawke's Bay	Nelson/Tasman/Marlborough
Local government (of those insured and not insured)	34%	37%	39%	28%	29%	41%
Central government (of those insured and not insured)	46%	54%	47%	42%	36%	59%
Insurance companies (of those insured)	64%	65%	60%	65%	56%	72%
No special payments should be made by local or central government to compensate people who must move out of their homes	7%	7%	6%	11%	5%	3%
I'm really not sure	22%	23%	21%	21%	25%	19%
Something else (please tell us what that is)	6%	12%	2%	6%	6%	17%
N (unweighted)	1,564	45	474	122	82	40

Councils and central government have encountered major legal issues and costs in the past when deciding how to ask disaster-affected property owners to move and how to pay them. Most recent examples include at the Bay of Plenty seaside community of Matata, and the red zoning of thousands of properties in Christchurch because of future land liquification risks which could be caused by earthquakes. Initial offers to buy out properties in the red zone excluded those who were not insured. They were later included after court action.

Many have no plans retire at 65 March 2023

A survey by Horizon Research for ANZ Investments of 1,632 respondents, representing the New Zealand population, aged 18 years and older asked a group aged 45-54, used as a proxy for Generation X: ANZ Investments, at what age they expect to stop full-time paid work and retire. (The overall margin of error for the survey is + or - 2.4 %.)

- 35 per cent said they will retire between 65 and 69.
- 16 per cent said they plan to give up full time work in their 70s.
- 2 per cent expect to work into their 80s.
- 3 per cent said they will never retire.

However some said they intend retiring from full-time paid work before 65.

- 9 per cent expect to retire before the age of 60.
- 10 per cent said they expect to retire between the age of 60 and 64.

A quarter of respondents aged 45 – 54 said they weren't sure when they would retire, because there are too many factors to consider.

Horizon also talked to people who have already retired, asking them whether they retired earlier or later than planned, and why. The number one reason for retiring earlier than planned was for health reasons. Among those who retired later than planned, **52** per cent said they had wanted to keep working part time and 19 per cent said they wanted to keep working full time.

Trust in news slips further April, 2023

The Trust in Aotearoa News in New Zealand report is produced in collaboration with the Reuters Institute for the Study of Journalism. For the 2023 report, 1,120 New Zealand adults (18 years of age or over) were surveyed between February 13-18, 2023, by Horizon Research. The survey has a maximum margin of error at the 95% confidence level for the total sample of $\pm 2.9\%$

Trust scores for news keep slipping: General trust in New Zealand's news and news brands is continuing to erode. In 2023, general trust in news declined from 45% to 42%, continuing a downward trend that was already evident in 2020 when the survey was first conducted. However, in 2023, the trust in news people consume themselves increased from 52% to 53%.

Figure 5: Trust in news in general in 2020-2023

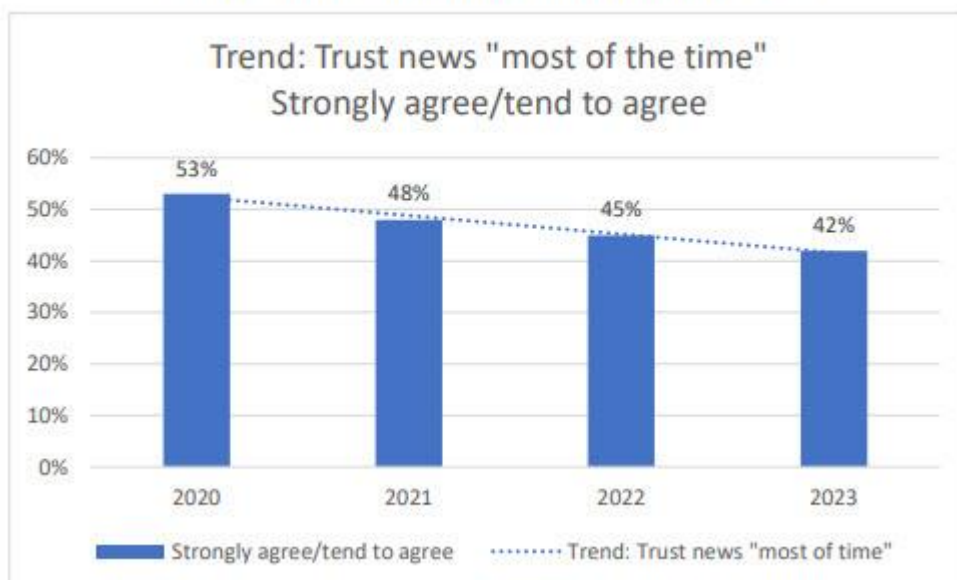
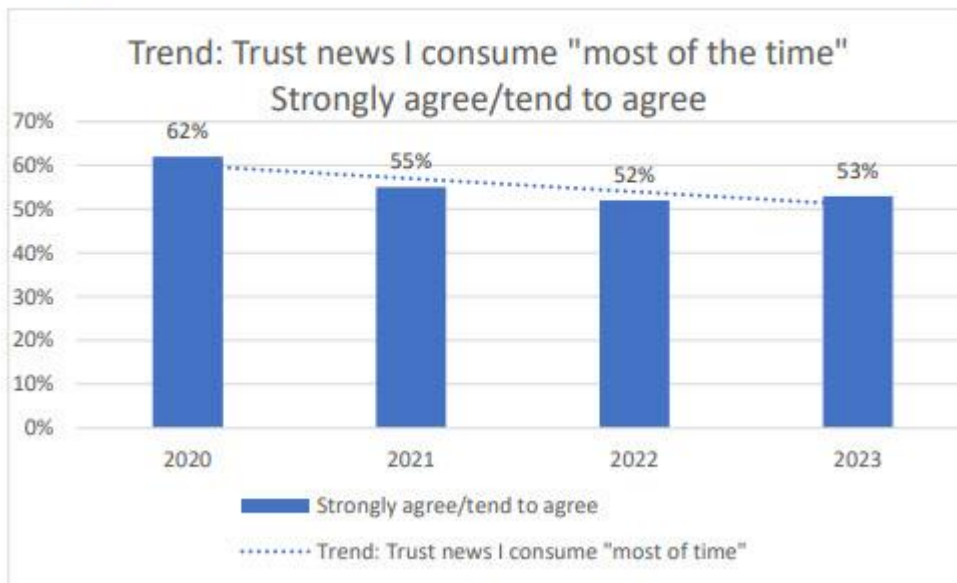


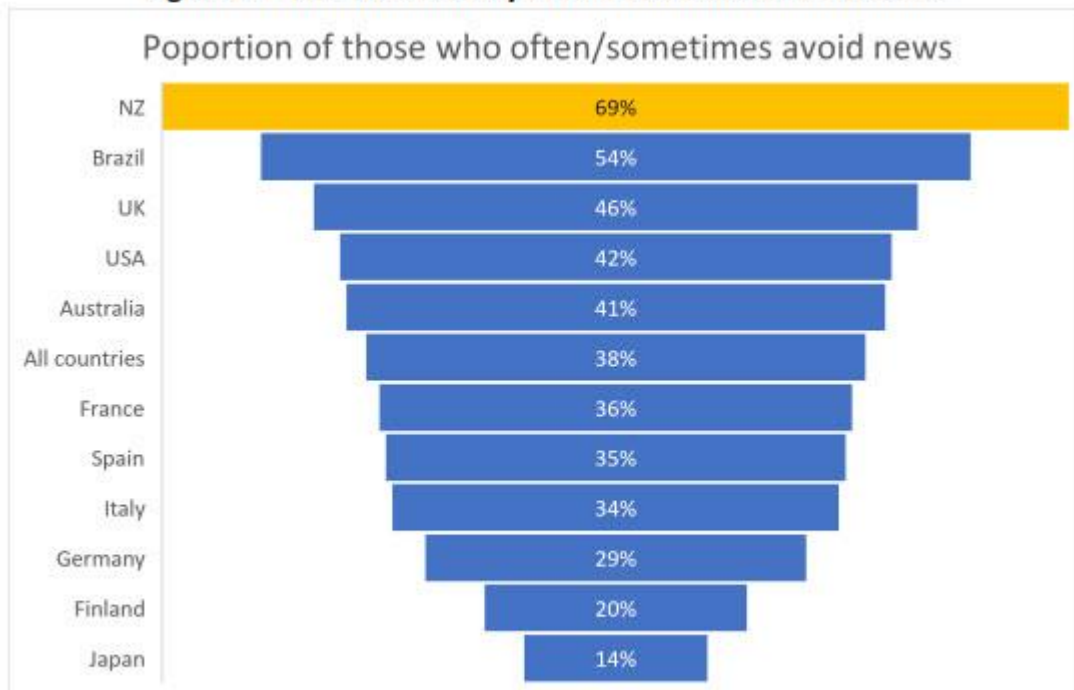
Figure 6: Trust in news people consume themselves in 2020-2023



When asked why people trust the news, approximately 70% agreed that journalists “provide me with quality information about important issues” and 50% said that they depend on journalists not to misinform them via “fair and honest reporting.”

For the first time, the survey asked about news avoidance and found news avoidance in New Zealand is at a high level, when compared internationally. While New Zealanders are interested in news, approximately 69% of us avoid news often, sometimes or occasionally.

Figure 2: Those who actively avoid news often or sometimes

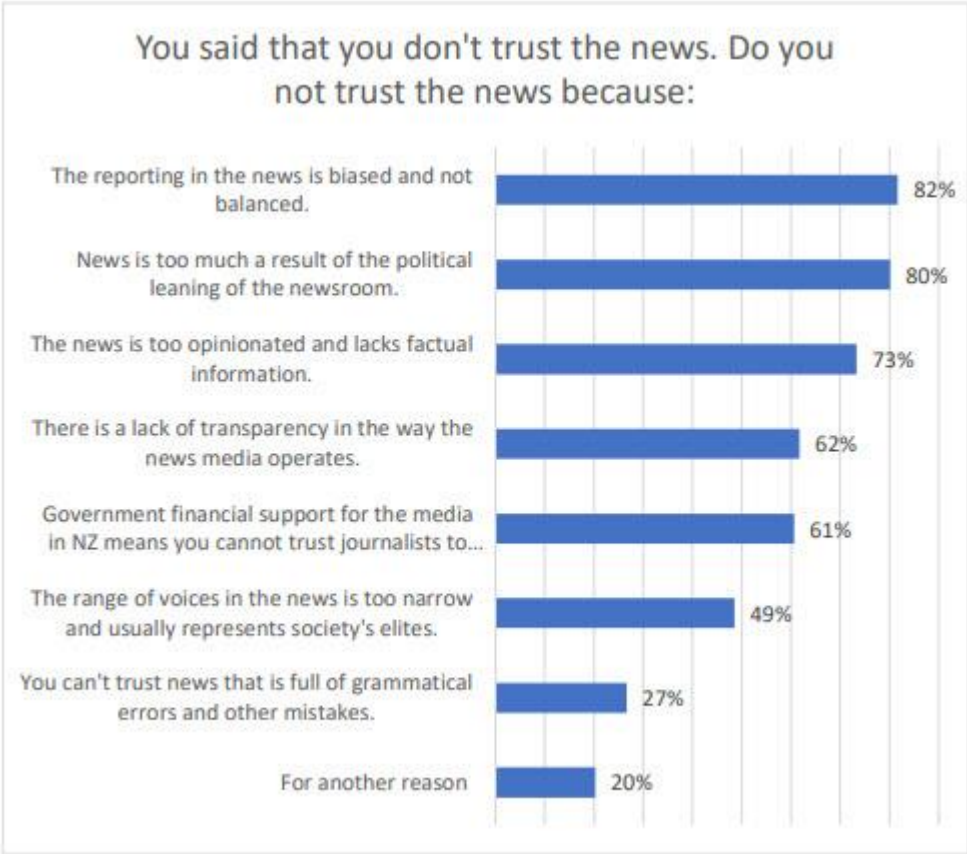


Source: JMAD, Reuters Digital News Report 2022

In 2023, all the major New Zealand news brands suffered a considerable decline in trust. Trust in RNZ fell 14.5%, Whakaata Māori 14.3% and Newstalk ZB 14%. Smaller brands such as interest.co.nz, BusinessDesk and Crux were less impacted.

Brand	Trust score 2020	Trust score 2021	Trust score 2022	Trust score 2023	Change % in 2022-23
RNZ	7.0	6.8	6.2	5.3	-14.5%
Otago Daily Times	(not included)	(not included)	6.0	5.3	-11.7%
TVNZ	6.8	6.6	5.9	5.3	-10.2%
Interest.co.nz	(not included)	5.7	5.5	5.2	-5.5%
NBR	(not included)	(not included)	(not included)	5.2	
Newshub	6.6	6.3	5.8	5.1	-12.1%
Newsroom	6.4	6.2	5.7	5.1	-10.5%
Other commercial radio stations	(not included)			5.1	
NZ Herald	6.3	6.2	5.7	5.0	-12.3%
BusinessDesk	(not included)	(not included)	5.3	5.0	-5.7%
Stuff	6.1	6.0	5.7	5.0	-12.3%
Newstalk ZB	6.2	5.7	5.7	4.9	-14.0%
Whakaata Māori (Māori TV)	(not included)	6.3	5.6	4.8	-14.3%
Today FM	(not included)	(not included)	(not included)	4.7	
The Spinoff	5.4	5.2	5.2	4.6	-11.5%
Iwi Radio	(not included)	5.7	5.0	4.5	-10.0%
Crux	(not included)	(not included)	4.4	4.2	-4.5%

RNZ, the Otago Daily Times and TVNZ were equally regarded as the most trusted news brands. In 2022, RNZ was the most trusted news brand followed by the other two. In 2023, the top three were followed by interest.co.nz, NBR, Newshub and Newsroom. Less than half (48%) trusted news. The main reasons for mistrust were biased and opinionated reporting, lack of facts and politicisation of newsrooms – they were seen as having a political leaning. Respondents also believed there was not enough transparency in how media operated and that because of governments’ funding of journalism, you could not trust the news. Also, the news was seen as lacking diversity in voices. Some respondents commented that the media was not providing positive news and supporting positive change, and therefore was not to be trusted.



TVNZ, Stuff online and Facebook are the brands most used for news in the researched week. While TVNZ and Stuff were the main sources of news for the second year in a row, Facebook has become the third most important news source for New Zealanders.

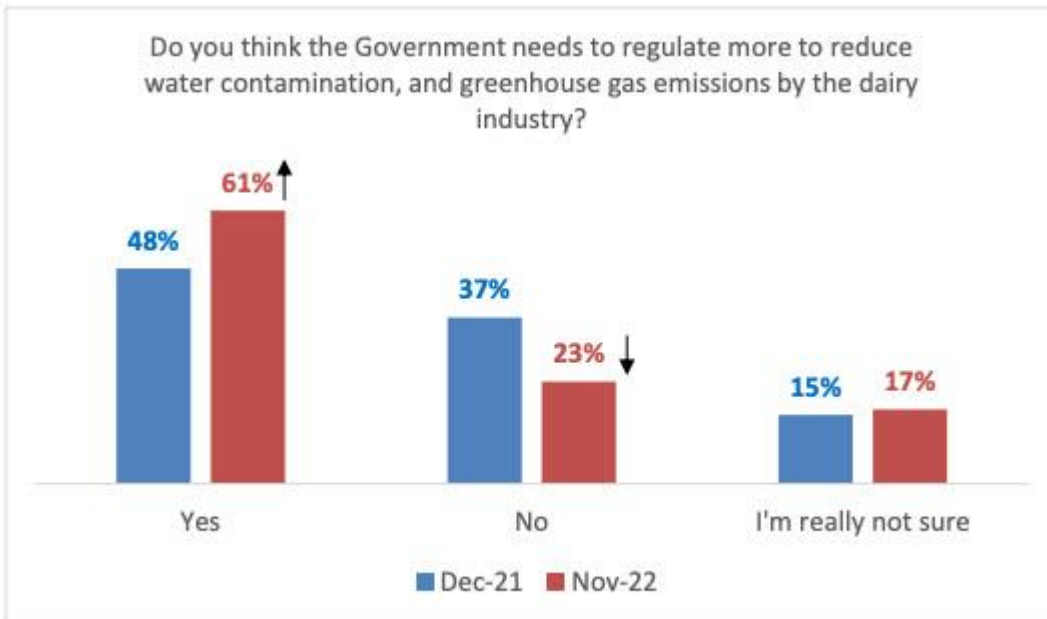
Table 3: Sources of news in the past week

Source of the news	2022	2023
TVNZ	64%	65%
Stuff (online)	64%	59%
Facebook	n.a.	56%
Newshub/TV3	49%	51%
NZ Herald (online)	48%	45%
RNZ	32%	32%
YouTube	n.a.	32%
Other online news sites	31%	26%
Facebook Messenger	n.a.	22%
Commercial radio	21%	20%
Printed newspapers	19%	19%
Alternative news sites	13%	13%
Instagram	n.a.	18%
Twitter	n.a.	17%

In 2023, 23% of New Zealanders have paid for online news content or for access to online news. This is higher than an international average of 17% identified by the Reuters Institute for the Study of Journalism.

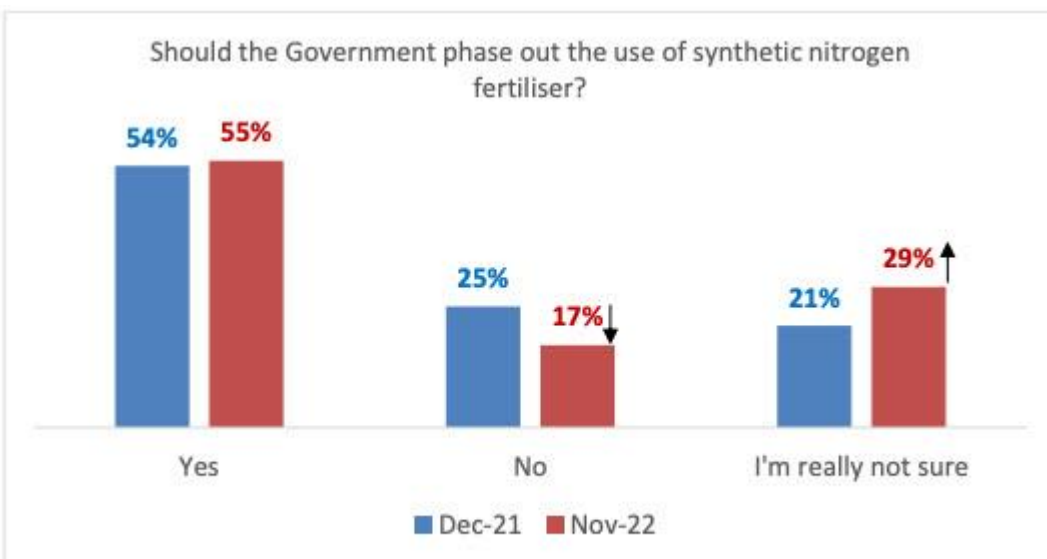
Growing support to reduce fertiliser use, cow numbers January 2023

6 in every 10 adults say improve dairy environmental performance. New polling shows growing public support for calls to cut fertiliser, regulate the dairy industry to protect water and, while not yet a majority, lower dairy cow numbers. The poll results have been released by Greenpeace, from a nationally representative Horizon Research survey undertaken late last year, show 61% of New Zealanders favour regulating the dairy industry in order to reduce water contamination and greenhouse gas emissions.



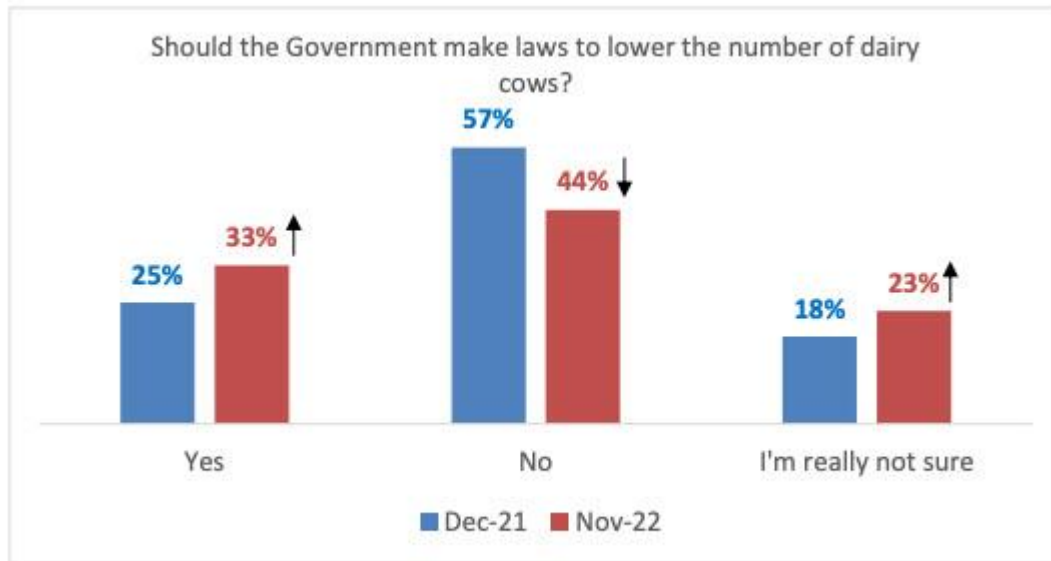
KEY ↑ ↓ Significant change from Dec 2021. Sample size: Dec 2021 n=1022; Nov 2022 n=1088

This is a significant increase from 48% in a [similar poll only a year ago](#), in December 2021. It also shows that a majority (55%) support phasing out synthetic nitrogen fertiliser. There is widespread and growing support for regulating the dairy industry to achieve cleaner waters, reduce climate emissions, and to phase out synthetic nitrogen fertiliser.



KEY ↑ ↓ Significant change from Dec 2021. Sample size: Dec 2021 n=1022; Nov 2022 n=1088

The poll also shows increasing support for the Government to introduce laws to lower the number of dairy cows. In December 2021, 51% opposed passing laws to lower the number of dairy cows in the country. This has dropped to 44%, and in November 2022, 33% support the idea (significantly up from 25% a year ago).



KEY ↑ ↓ Significant change from Dec 2021. Sample size: Dec 2021 n=1022; Nov 2022 n=1088

The results echo findings in a [TVNZ poll](#) undertaken in May 2022, when 34% voted yes to reducing cows.

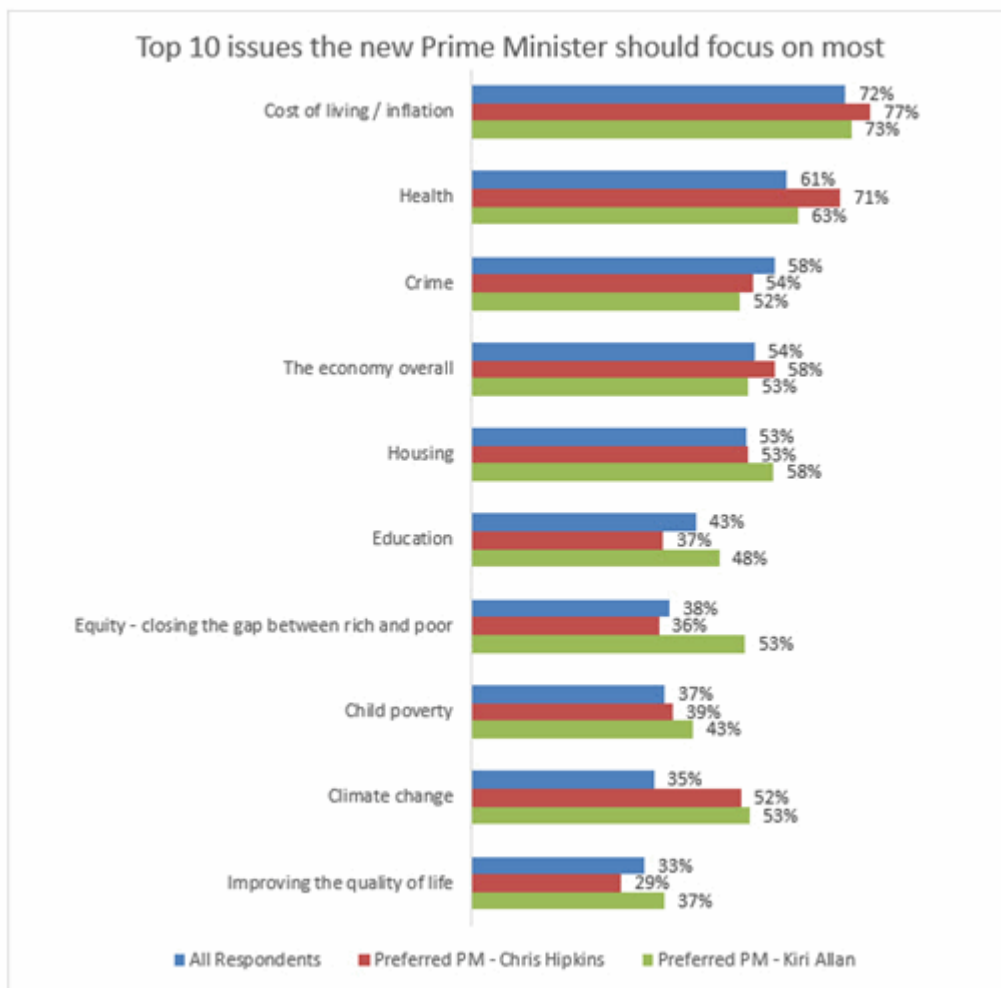
Top 10 issues Kiwis most want new PM to focus on. January 2023

The nationwide January 18-19 survey of 866 people aged 18 or older (maximum margin of error +/- 3.3%) also gives PM role candidates extra insights to increase their appeal. The survey was conducted between 19-20 January 2023. The online sample of 886 respondents from Horizon’s specialist research panels, is weighted on age, gender, Party Vote 2020, education, ethnicity and employment to represent the New Zealand population aged 18 or more. It has an overall margin of error of ± 3.3%. The survey was conducted by Horizon in the public interest.

7 in 10 say cost of living is new PM's top priority. New Zealanders are clear on the issues they most want the country’s new Prime Minister to focus on. A nationwide Horizon Research survey reveals the top 10 issues they most want addressed are:

- Cost of living 72%
- Health 61%
- Crime 58%
- The economy overall 54%
- Housing 53%
- Education 43%
- Equity – the gap between rich and poor 38%
- Child poverty 37%
- Climate change 35%, and
- Improving the quality of life 33%.

Of those wanting Chris Hipkins to be elected PM on Sunday, 77% would prefer he focus on the cost of living (compared with 72% overall); 71% say he should focus on health, significantly higher than the 61% result overall.



Climate change is more likely to be a focus among respondents who prefer Chris Hipkins (52%) or Kiri Allan (53%) as PM, compared with 35% overall.

Respondents who prefer Kiri Allan would also like her to focus on

- Equity (53% versus 38% of total)
- Improving health, education and incomes among Māori (36% versus 25% of total)
- New non-transport infrastructure, like providing clean drinking and waste water (35% versus 25% of total)
- Treaty of Waitangi issues (32% versus 16% of total)
- Science and innovation (30% versus 15% of total).

Issues new PM should focus on most	All Respondents	Preferred PM - Chris Hipkins	Preferred PM - Kiri Allan
Cost of living / inflation	72%	77%	73%
Health	61%	71%	63%
Crime	58%	54%	52%
The economy overall	54%	58%	53%
Housing	53%	53%	58%
Education	43%	37%	48%
Equity - closing the gap between rich and poor	38%	36%	53%
Child poverty	37%	39%	43%
Climate change	35%	52%	53%
Improving the quality of life	33%	29%	37%
Household income	31%	29%	30%
New transport Infrastructure (new roads, rail, bridges)	30%	36%	37%
Improving health, education and incomes of Māori	25%	28%	36%
New non-transport infrastructure, like providing clean drinking and waste water	25%	24%	35%
Employment	22%	17%	19%
Business growth	22%	21%	19%
Retirement income	21%	22%	19%
Improving health, education and incomes of Pasifika peoples	21%	21%	27%
Increasing personal incomes	21%	22%	17%
Trade - and increasing exports	17%	23%	9%
Traffic congestion	16%	13%	21%
Treaty of Waitangi issues	16%	8%	32%
Science and innovation	15%	17%	30%
Reforming public broadcasting	7%	6%	7%
Something else	15%	8%	6%
N (unweighted)	884	245	119

Results in blue indicate significantly higher numbers than for the overall sample).

The priorities for those who say their decision whether or not to vote for Labour, “depends on who the new PM is”, are higher than overall on personal income (32% versus 21%) and retirement income (32% versus 21% overall).

Those who’re not sure if they are more or less likely to vote Labour as a result of the leadership change, want a higher focus on Health (79% versus 61% overall), Housing (80% versus 53%), climate change (48% versus 35%) and household income (45% versus 31%).

Which issues should the new Prime Minister focus on most?	Will the resignation of Jacinda Ardern make you more or less likely to cast your party vote for Labour at the October general election?							
	ALL	Much more likely	More likely	It will make no difference	Less likely	Much less likely	It depends on who the new Prime Minister is	I'm not sure yet
The economy overall	54%	45%	42%	56%	47%	67%	49%	50%
Cost of living / inflation	72%	61%	61%	75%	74%	67%	72%	70%
Health	61%	79%	27%	59%	59%	65%	64%	79%
Housing	53%	63%	62%	50%	59%	57%	43%	70%
Employment	22%	24%	31%	20%	27%	33%	17%	22%
Education	43%	42%	33%	41%	29%	49%	50%	50%
Increasing personal incomes	21%	37%	20%	16%	21%	29%	32%	17%
Trade - and increasing exports	17%	25%	8%	19%	3%	22%	12%	14%
Climate change	35%	60%	35%	33%	43%	17%	43%	48%
Household income	31%	51%	32%	24%	34%	41%	34%	45%
Child poverty	37%	47%	26%	36%	35%	36%	39%	47%
Traffic congestion	16%	12%	12%	16%	9%	29%	6%	24%
New transport Infrastructure (new roads, rail, bridges)	30%	30%	34%	32%	27%	26%	31%	27%
New non-transport infrastructure, like providing clean drinking and waste water	25%	31%	32%	26%	18%	23%	12%	38%
Retirement income	21%	33%	10%	20%	10%	24%	32%	18%
Crime	58%	66%	43%	57%	50%	73%	57%	60%
Equity - closing the gap between rich and poor	38%	54%	41%	38%	35%	31%	38%	39%
Improving the quality of life	33%	46%	29%	27%	48%	43%	40%	44%
Treaty of Waitangi issues	16%	31%	37%	17%	5%	7%	10%	17%
Improving health, education and incomes of Māori	25%	34%	41%	24%	26%	10%	31%	33%
Improving health, education and incomes of Pasifika peoples	21%	37%	35%	22%	13%	9%	12%	31%
Reforming public broadcasting	7%	21%	24%	8%	5%	1%	2%	5%
Business growth	22%	23%	35%	22%	12%	31%	12%	16%
Science and innovation	15%	23%	17%	15%	10%	11%	18%	19%
Something else (please tell us what that is)	15%	11%	8%	21%	7%	8%	7%	7%
N (unweighted)	884	40	32	535	39	82	86	67

The Number One Issue for voters for various parties is:

- ACT – Cost of living (82%)
- Green Party – Climate Change (76%)
- Labour Party – Cost of living (71%)
- National – Crime (74%)

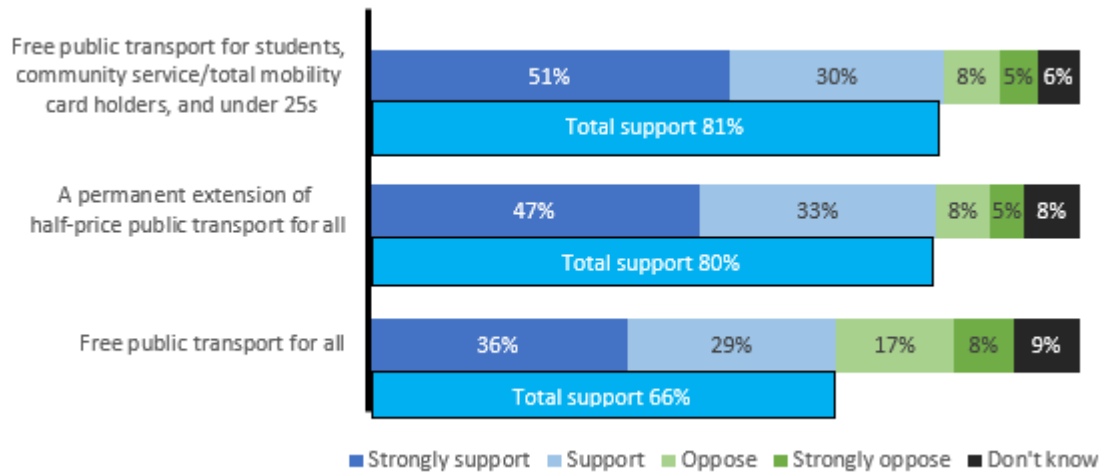
Results in blue in the following table indicate higher than the population overall, red lower.

Issues new PM should focus on most	ALL	PARTY VOTE 2020			
		ACT New Zealand	Green Party	Labour Party	National Party
Cost of living / inflation	72%	82%	66%	71%	73%
Health	61%	60%	45%	63%	62%
Crime	58%	73%	16%	56%	74%
The economy overall	54%	67%	20%	49%	67%
Housing	53%	39%	60%	58%	44%
Education	43%	33%	32%	41%	49%
Equity - closing the gap between rich and poor	38%	12%	74%	44%	19%
Child poverty	37%	21%	46%	46%	27%
Climate change	35%	13%	76%	48%	18%
Improving the quality of life	33%	30%	27%	38%	33%
Household income	31%	30%	18%	40%	28%
New transport infrastructure (new roads, rail, bridges)	30%	44%	22%	27%	42%
Improving health, education and incomes of Māori	25%	7%	32%	28%	14%
New non-transport infrastructure, like providing clean drinking and waste water	25%	9%	38%	31%	12%
Employment	22%	19%	12%	25%	23%
Business growth	22%	53%	7%	14%	40%
Retirement income	21%	22%	9%	24%	21%
Improving health, education and incomes of Pasifika peoples	21%	6%	25%	24%	17%
Increasing personal incomes	21%	23%	9%	24%	18%
Trade - and increasing exports	17%	17%	7%	15%	32%
Traffic congestion	16%	16%	3%	14%	20%
Treaty of Waitangi issues	16%	9%	18%	17%	10%
Science and innovation	15%	20%	19%	17%	18%
Reforming public broadcasting	7%	3%	3%	5%	7%
Something else	15%	19%	11%	9%	15%
N (unweighted)	884	90	116	365	181

80% support half-price public transport fares December 2022

A new Horizon Research poll, conducted for [Free Fares](#) surveyed 1,621 adults in New Zealand from 16 to 22 November 2022. The survey has a maximum margin of error of $\pm 2.4\%$ overall.

80% of New Zealander adults support extending half-priced public transport fares. And 66% support the government making public transport free for all users. .

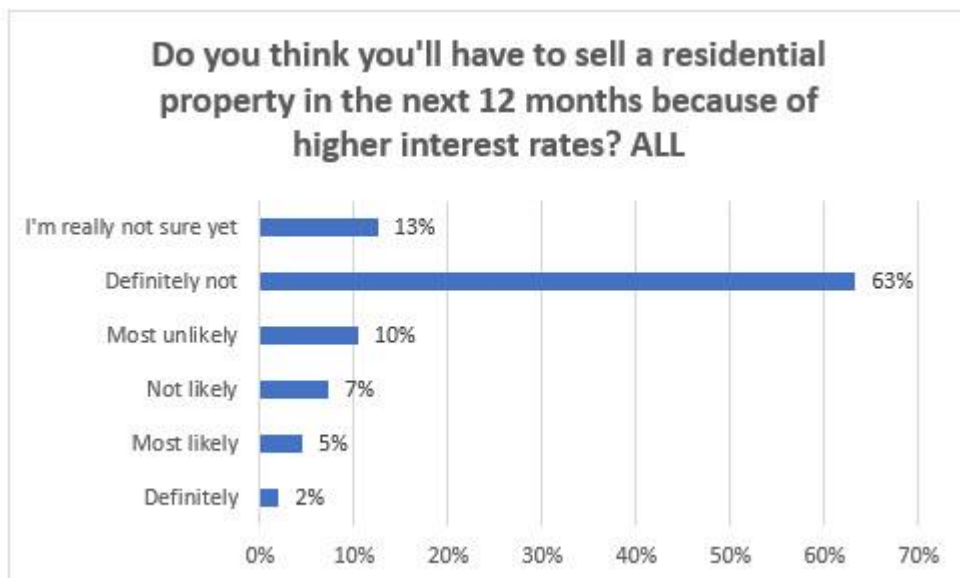


The finding that four in five adults support a permanent extension of half-price public transport for everyone, compares with a recent 1,000- respondent [1News Kantar Public Poll](#) which found 79% support and 14% oppose.

79,000 Kiwis worry higher interest rates may force dwelling sale August 2022

The online survey of 1,065 respondents aged 18+ was conducted between July 29 and August 3, 2022. It is weighted by age, gender, personal income, ethnicity, education level and region to provide a representative sample of the adult population based on StatsNZ census updates. At a 95% confidence level, the maximum margin of error overall is +/- 3%. The question on interest rate rises likely to result on dwelling sales was not conducted a client and is published by Horizon in the public interest. People were asked what they thought might happen, not what they would definitely be doing.

2% of the country’s adults think they will “definitely” have to sell a dwelling in the coming year because of higher interest rates. Another 5% are worried a sale is “most likely”. However, Horizon says “definite” intentions most often reflect actual behaviour.



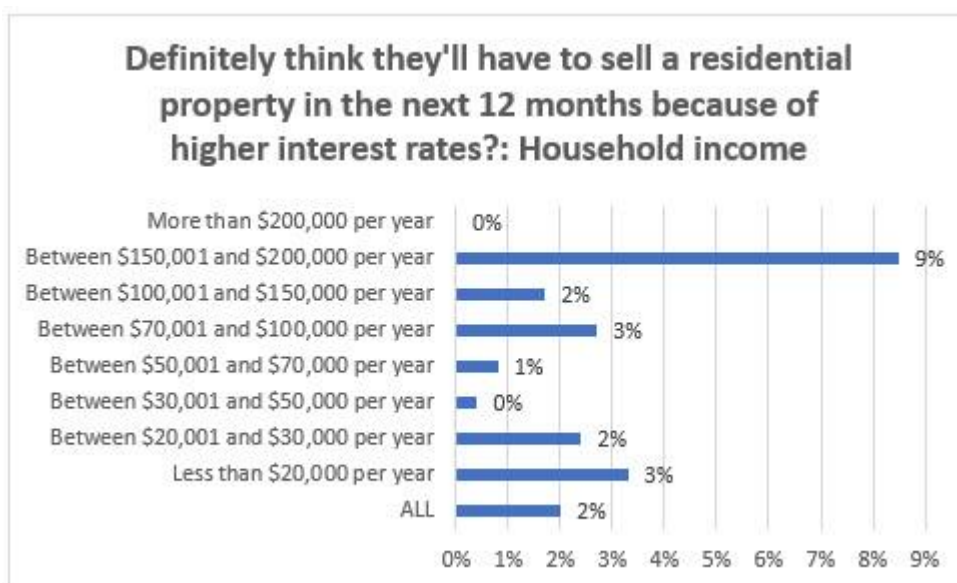
Those who most think they'll definitely have to sell a dwelling are aged 35–44 years.



Those most worried include those in households with:

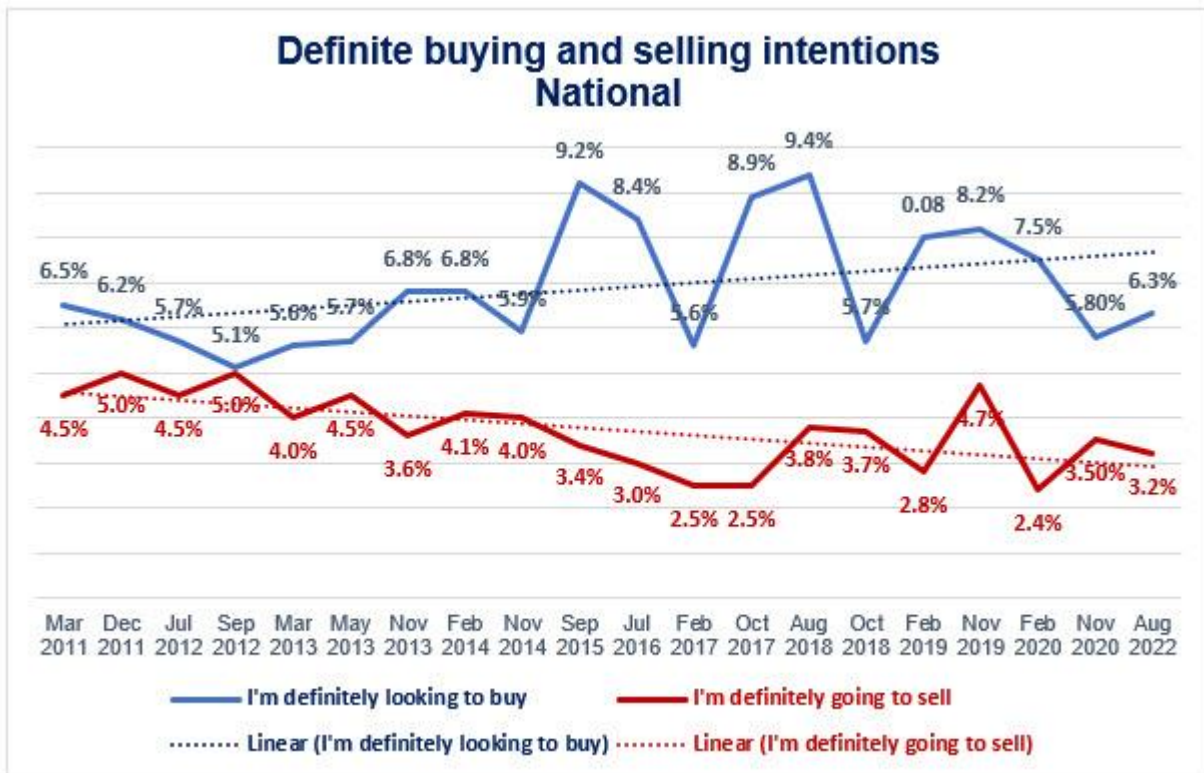
- Incomes between \$150,000 and \$200,000 a year are most worried: **9%** definitely think they may have to sell a dwelling, compared with 2% overall
- Two parents and one or two children at home, and
- Business managers, executives **9%**,
- Business proprietors and self-employed: **7%**

Some sales could be of investment dwellings, and the survey indicates that around 19% of those who think they might have to sell are definitely thinking of buying another dwelling in the coming year.



The number of “definite sellers and “definite buyers” have been projected since March 2011.

6.3% of respondents reported they were definitely looking to buy in the next 12 months, which is slightly up from 5.8% in November 2020 but a drop from 8.2% in November 2019. 3.2% of respondents said they were definitely looking to sell in the next 12 months.



This indicates the rate of sales could be driven by other activity, like mortgage approvals, affordability, and demand from new migrants who have residency.

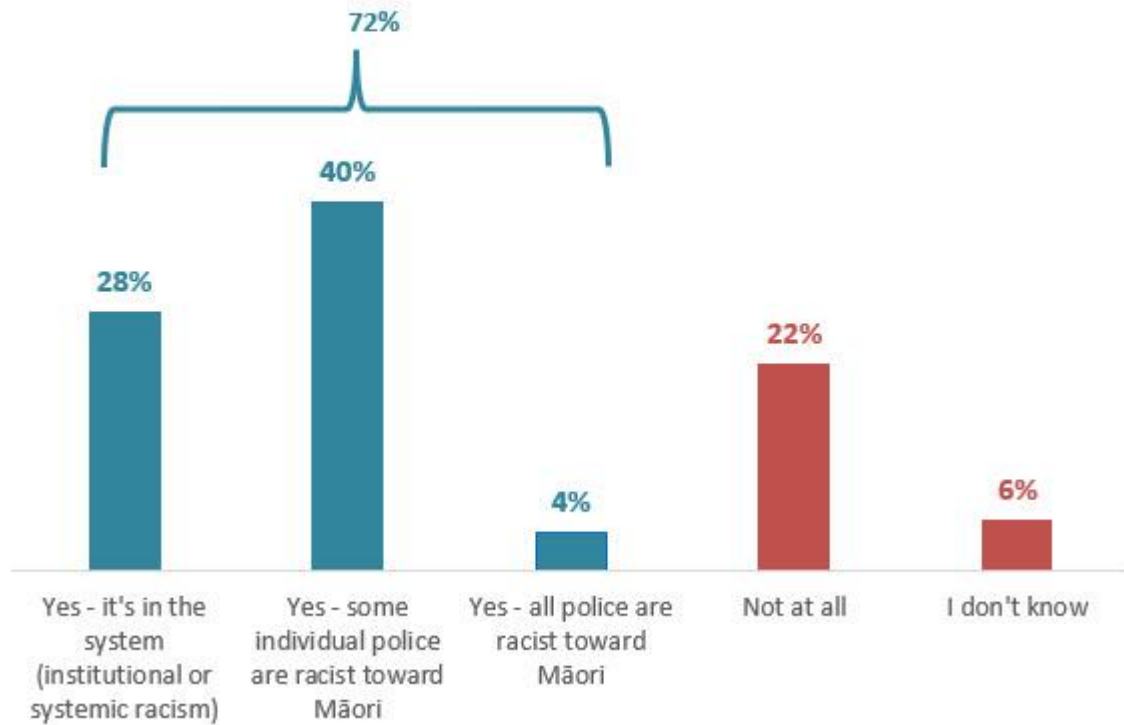
72% of Māori believe there is racism in NZ Police July 2022²

A special poll of Māori conducted by Horizon Research for the television programme The Hui.

72% of Māori surveyed believe there is racism in the NZ Police force, involving either systemic racism, or individual officers.

² Sample and methodology: Members of the nationwide HorizonPoll and Horizon Research Māori panels, and two third-party panels used for source diversity, who identify as Māori and are all aged 18+, responded to this online survey between 20 and 30 May 2022. The total sample of 502 respondents is weighted on age, gender, level of education, annual income, region and ethnicity to be representative of the New Zealand Māori population at the 2018 census, extrapolated to the first quarter of 2022. At a 95% confidence level, the survey has a maximum margin of error of ±4.4% overall.

Overall, do you believe the NZ Police force is racist toward Māori?

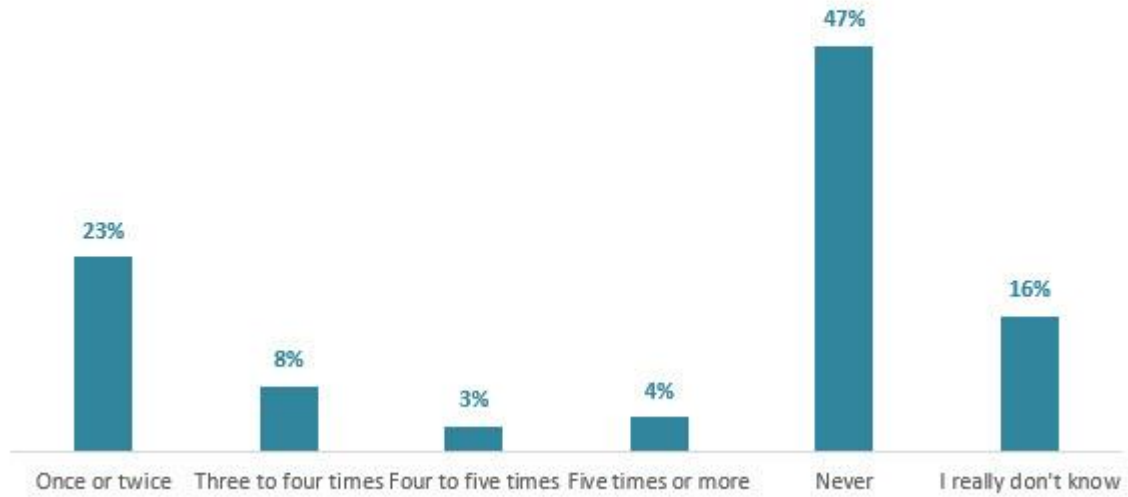


Sample: 502 Māori aged 18+ years

- Only **22%** believe there is no racism.
- **79%** of younger Māori (18-34 year olds) believe there is racism in the NZ Police Force compared with **53%** of Māori aged 55+.

Experienced racism

In the past five years have you or someone in your immediate whānau/family ever experienced racial discrimination by a member of the NZ Police?



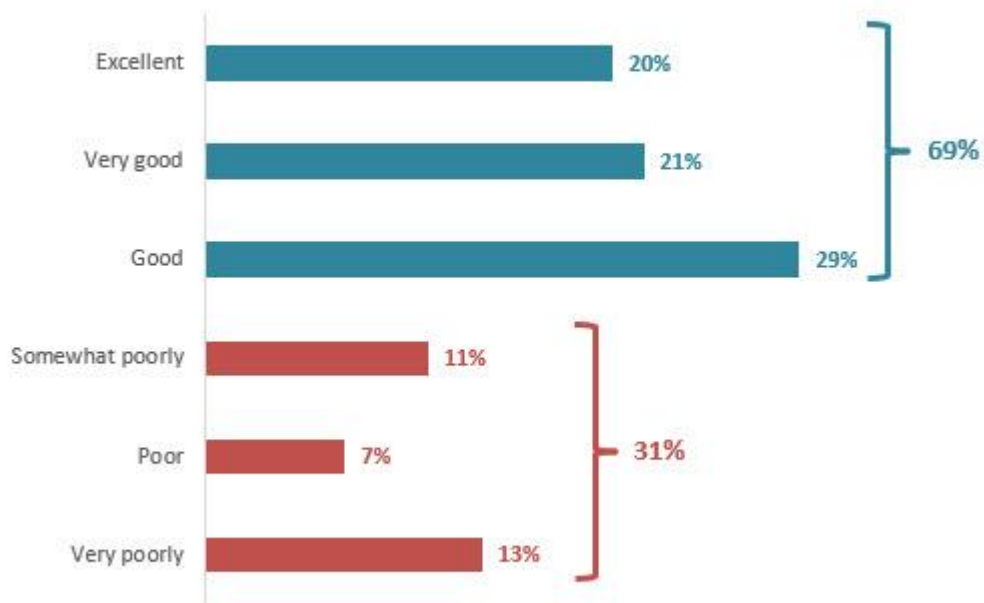
Sample: 499 Māori aged 18+ years

37% of Māori say they or someone in their immediate whānau has experienced racial discrimination by a member of NZ Police during the past five years. 23% say they have experienced this one or more times while 3% say they have experienced it 10 or more times. This rises to 48% of 18-34 year olds, compared with 18% of 55+ year olds.

Victims of crimes: 46% of Māori have been a victim of crime and laid a complaint with Police. This is lower for 18-34 year olds (39%).

Police performance on complaints: Despite the belief that NZ Police is racist toward Māori, **70%** of those who had been victims of a crime and laid a complaint to police, rate police handling of their complaint as good to excellent.

Overall, how did Police perform when dealing with your complaint?



Sample: 230 Māori who laid a complaint with the police

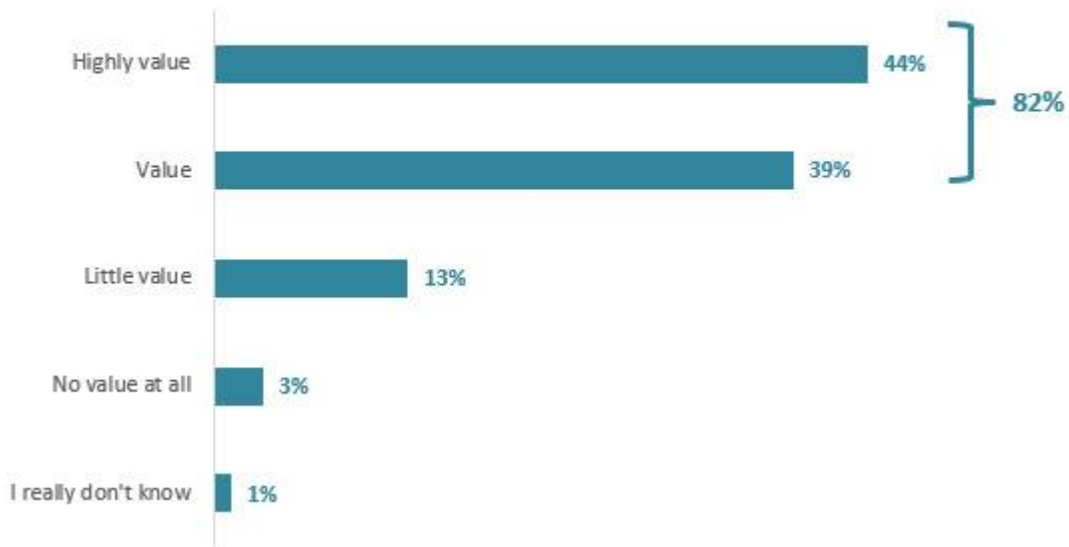
Who rated the Police positively in their handling of the complaint?

- 72% of 35-54 year olds and 77% of people aged 55+ years
- 72% of men versus 66% of women.

Large majority value the work Police do

An overwhelming **82%** value the work the NZ Police do.

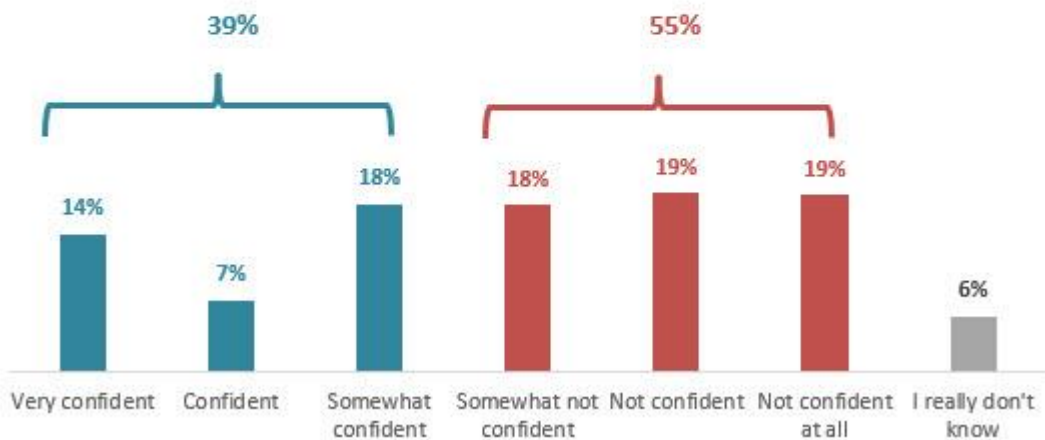
Overall, how much do you value the work NZ Police do?



Value ratings vary by age group. At **92%**, people aged 55+ value the work of Police, compared with **80%** of 18-34 year olds and 79% of 35-54 year olds.

Confidence in the justice system: Respondents were invited to think of the justice system as involving the courts, police, legal profession and other agencies. A majority of Māori adults (**55%**) are **not confident** the justice system is performing fairly for Māori. 39% are confident is it.

Overall, how confident are you that the justice system performs fairly for Māori?



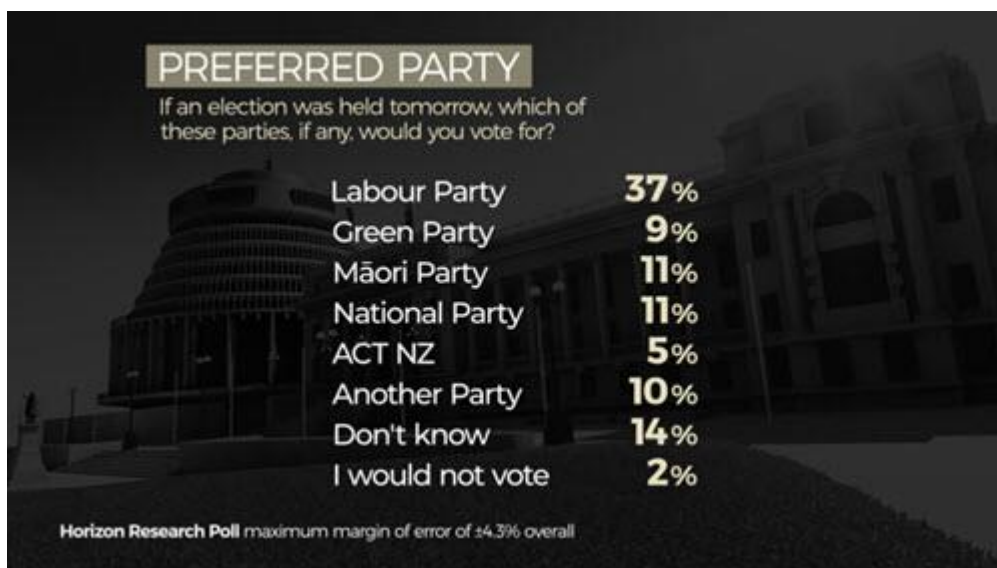
Similar to other results, there is a difference between age groups. Younger Māori feel less confident the justice system is performing fairly for Māori. 60% of Māori aged 55+ years believe it performs fairly. This is significantly higher than the 28% of 18-34 year olds who believe it performs fairly.

Māori support for Labour falls, Ardern preferred PM March 2022

Members of the HorizonPoll national and Māori panels plus two third-party respondent panels who identify as Māori and are aged 18+, responded to this online survey between 17 and 28 February 2022. The total sample of 511 respondents is weighted on age, gender, highest educational qualification, personal income and region to match the adult Māori population in 2022 (extrapolated from the 2018 and 2013 censuses.) At a 95% confidence level, the survey has a maximum margin of error of $\pm 4.3\%$ overall. This increases with smaller sub-groups, and increases again when comparing two sub-groups.

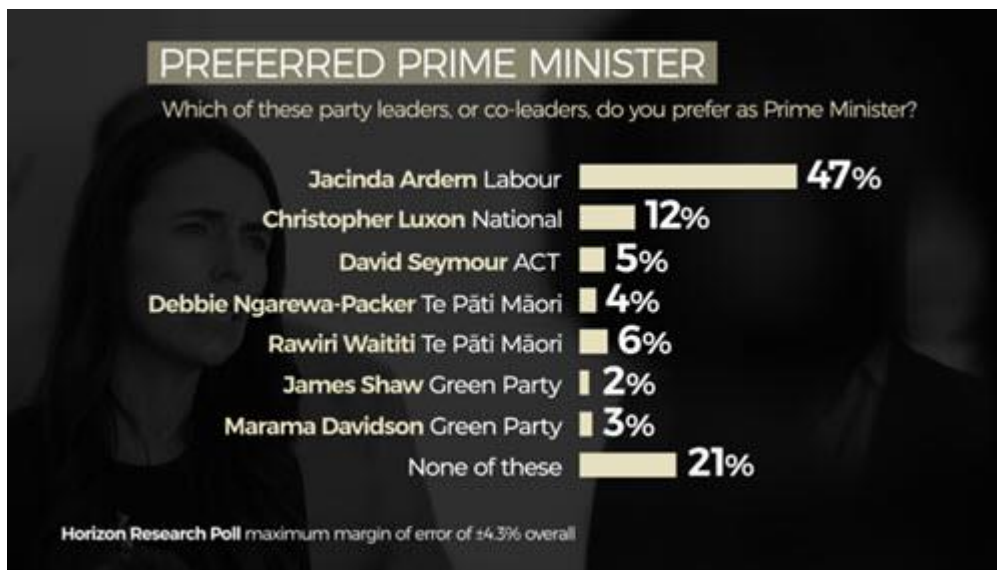
Key findings from the nationwide online survey of 511 Māori respondents, aged 18 or older, are:

Party vote if an election were held tomorrow:



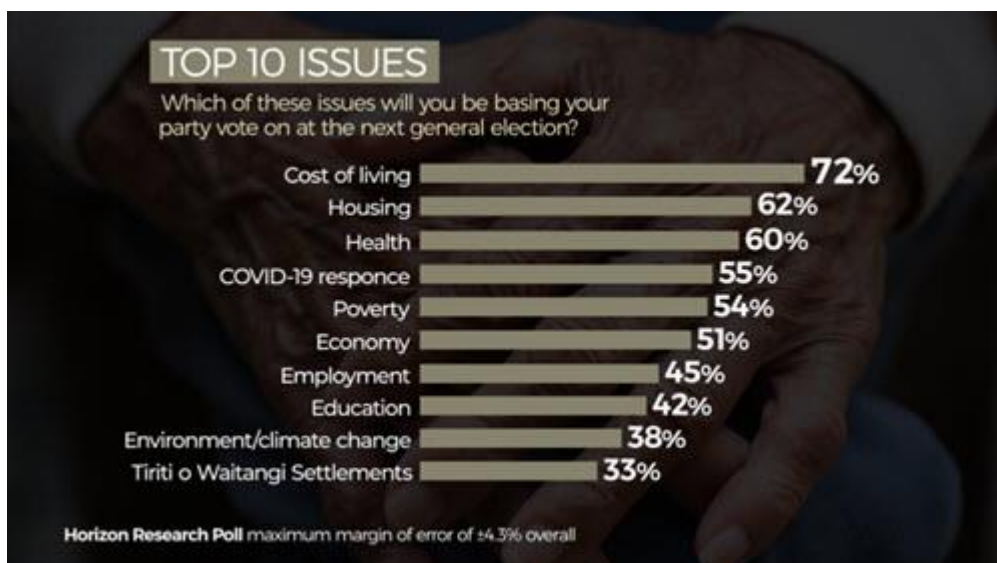
- Most people remain loyal to the party they voted for in 2020, but 17% have indicated some sort of switch away from Labour.
- Labour is still well ahead for Māori voters (37% would give Labour their party vote if an election were held tomorrow, followed by 11% for each of the Māori Party and National). The intended Labour vote represents a significant decline. 54% of respondents had given their party vote to Labour in 2020.
- 14% say they don't know who they would vote for if an election was held tomorrow.
- 58% of these came from Labour, but this is similar to their 2020 party vote (54%) and indicates the "I really don't know" comes from a broad range of parties.

Preferred Prime Minister:



- 47% of the total sample prefer Jacinda Ardern as Prime Minister
- 68% of people aged 55 years and over
- 62% of those with three or more doses of the vaccine (including the booster)
- 56% of males (females 40%).

Top issues affecting party vote in 2023



- The cost of living stands out as the issue Māori will most base their party vote on at the next general election (72%) – indicating inflation is a risk to the government.
- Housing (62%) and health (60%) are also leading issues people will base their vote on.
- Best performing Maori MPs:
- The highest performing Māori MPs only get about 30% saying they are performing well.
- The MPs with highest ratings are Marama Davidson (31%), Kiritapu Allen (20%) and Nanaia Mahuta (29%).

Parliament protest: New poll shows 30 per cent of Kiwis support anti-mandate protest

Luke Malpass Feb 2022

The poll was self-commissioned as part of Horizon's public interest programme, that sees it conduct polls several times per year. Horizon also conducted most of the Ministry of Health's vaccine survey work through 2021. The snap poll was in the field from Wednesday afternoon until noon on Thursday. It sampled 520 people in Horizon's online polling panel and has a margin of error of plus or minus 4.5 per cent. Results are weighted by age, gender, personal income, educational level, ethnicity and party voted for at the 2020 general election.

Respondents were provided with the following information before being asked two questions:

There is a protest at Parliament at which various groups are seeking an end to mandates. The mandates mean only those who have had at least two doses of a COVID-19 vaccine can work in some occupations and workplaces - and go to certain places (like restaurants, bars and events).

These mandates aim to restrict the spread of COVID-19 infection in the community. Those opposing the policy say it restricts their freedom and penalises those who decide not to get a COVID-19 vaccine. The protesters have occupied Parliament grounds and their vehicles have blocked several streets near Parliament. Smaller protests are occurring outside Wellington.

Do you support or oppose this protest at Parliament?

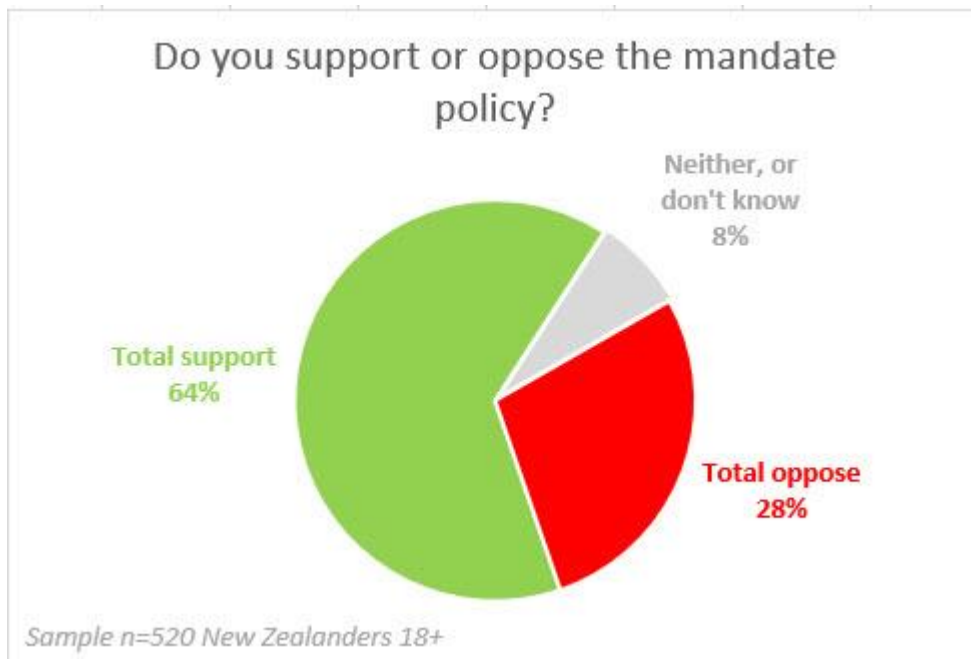
Do you support or oppose the policy to require those working in some occupations, and those attending certain places and events to have had two doses of a COVID-19 vaccine?

The poll found that support or opposition for the vaccine mandates was entrenched, with 64 per cent of the country supporting the mandates, 28 per cent opposing and 7 per cent saying they were neither for nor against. Only 1 per cent didn't know.

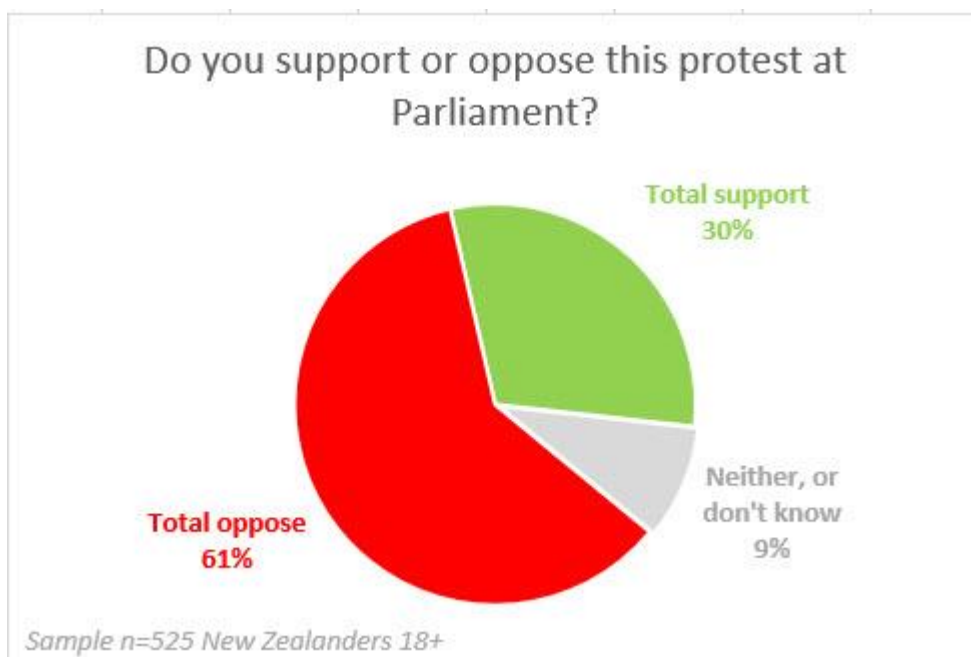
Support for mandates does appear to have fallen since late last year, when [another survey](#) found support at 74 per cent and opposition at 20 per cent. "However, opposition to the mandates at 28 per cent and support for the protest at 30 per cent are similar. It shows if you support the mandates you oppose the protest and vice versa, Both support for mandates and opposition to the protest run along age lines, with older respondents being most likely to support the vaccine mandate and most likely to oppose the protesters in Parliament.

Of all the age groups, those between 35-44 were the most likely to support the protest with 51 per cent opposed compared to 44 per cent in favour. Although given the relatively small size of the sample, this figure should be treated with more caution than the headline number. "Those age groups, 45-plus, who are most vulnerable to more serious outcomes if they get infected with Covid-19 are very strongly pro mandates, which protect them, and against the protest.

The Government's vaccine mandate policy has 64% support, 28% oppose the mandates policy, which mean only those who have had at least two doses of a COVID-19 vaccine can work in some occupations and workplaces - and go to certain places (like restaurants, bars and events). However, in an indication of the strength of New Zealanders' views, just 1% say they don't have an opinion, while 7% say they are neither for nor against.

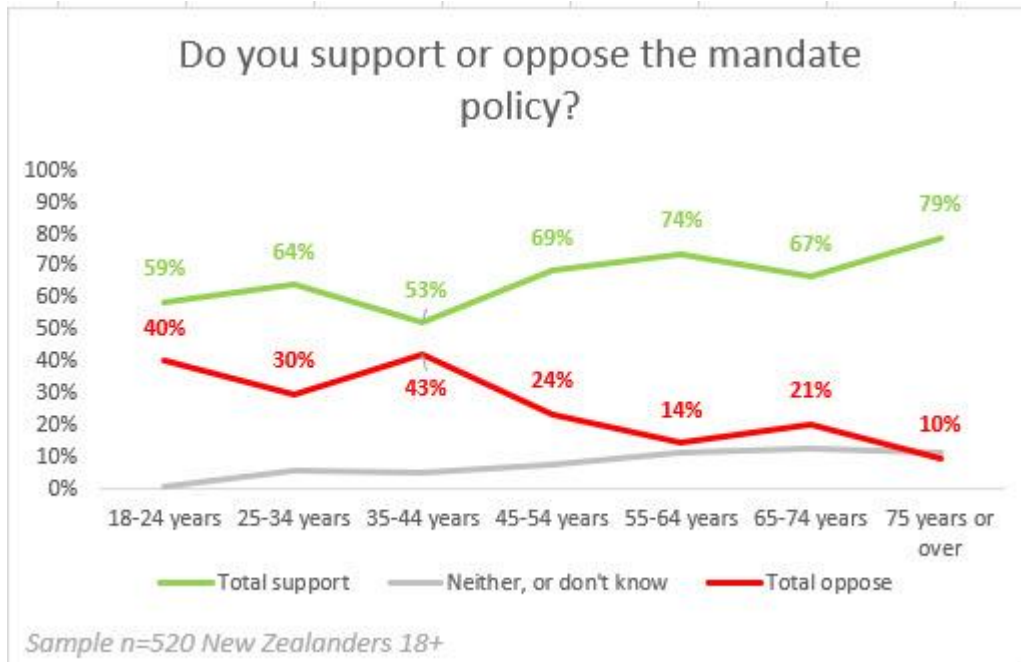


Protest opposition: 61% of adults oppose the protest at Parliament at which various groups are seeking an end to mandates. 30% support the protests, while 9% are neutral or don't know.

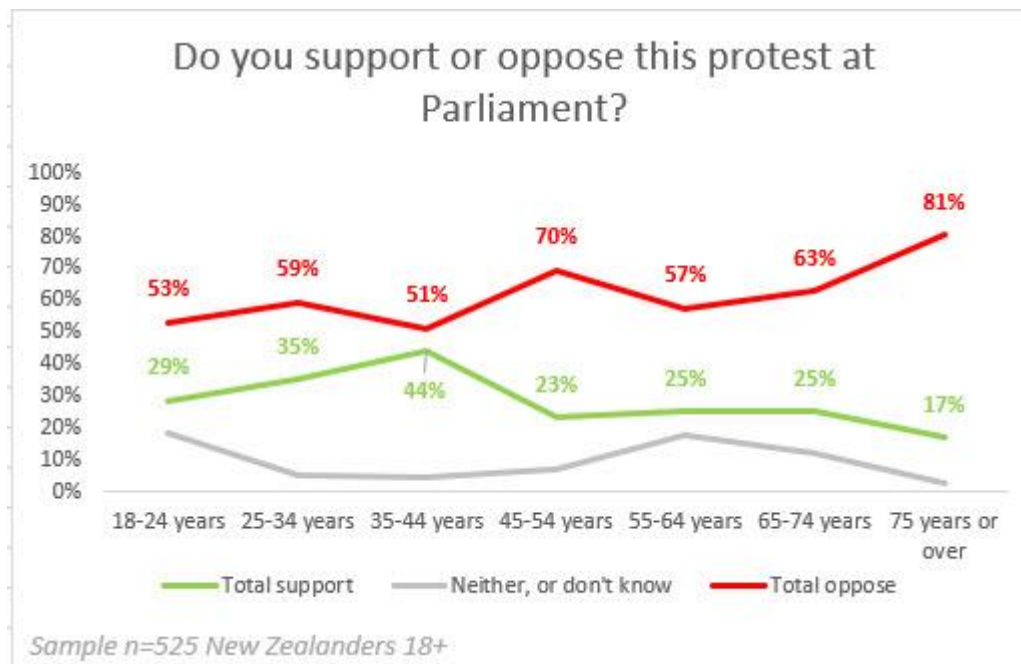


Strength of view varying by age:

Support and opposition to both the mandate policy and the protest vary by age. Support for mandates peaks at 79% among those aged 75 or older and 74% among 55 to 64 year-olds. Opposition to mandates is highest among those aged 34-44 years (43%). Of this age group 53% support mandates.



Opposition to the protest peaks at 81% among those aged 75 or older, compared with 51% opposition (and 44% support) among those aged 35-44 years.



7 Ipsos

Ipsos carries out both NZ specific studies and also covers the NZ component of some of the international surveys carried out by Ipsos: regular MIP questions are asked.

Pride Month Survey February 2023

The survey was conducted by Ipsos on its Global Advisor online platform in February and March 2023 among more than 22,500 adults under the age of 75. NZ is included, and only NZ results and the global average are reported.

	Which, if any, of the following would you identify as? Lesbian- gay- homosexual	Bisexual	Pansexual- omnisexual	identify as Any of: • Transgender • Non- binary	Any of wide range
30- Country Average	3	4	8	3	9
New Zealand	4	4	10	2	10

Same- sex couples should be allowed to marry legally	Same- sex couples should not be allowed to marry or obtain any kind of legal recognition	Same- sex couples should have the same rights to adopt children as heterosexual couples do Strongly- somewhat at agree	Still thinking about same- sex marriage, to what extent do you agree or disagree that: Same- sex couples are just as likely as other parents to successfully raise children	In your opinion, how much discrimination do transgender people face in our society today? A great deal- fair amount	How much do you agree or disagree with the following ? Transgender people should be protected from discrimination in employment, housing, and access to businesses such	With parental consent, transgender teenagers should be allowed to receive gender- affirming care e.g., counselling and hormone replacement treatment Strongly- somewhat at agree	Transgender people should be allowed to use single- sex facilities e.g., public restrooms that correspond to the gender they identify with Strongly- somewhat at agree	Government- issued documents such as passports should include an option other than "male" and "female" for people who do not identify as either Strongly- somewhat at agree
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56	14	64	65	67	76	60	55	47
70	9	74	78	63	84	59	55	39

V1	Contact Lesbian-Gay-Homosexual	Contact Bisexual	Transgender	Non binary etc	Contact sum
30-Country Average	47.00	26.00	13.00	12.00	98
New Zealand	61.00	35.00	17.00	22.00	135

Views on Vaccination Policies: a Global Advisor Study March 2022

Ipsos conducted a study across 31 countries to explore the views of people on vaccination mandates. More than 20,000 people across 31 countries were surveyed. In New Zealand, 1,004 people aged 18+ answered survey questions (run 4–11th February 2022) and the results have been compared to the global results (fieldwork dates: 21st Jan–4th Feb 2022). High level of support for vaccine requirements amongst New Zealanders. 62% of New Zealanders support making the COVID-19 vaccine mandatory for anyone eligible to receive one, whereas 34% oppose. There is stronger support for vaccines to be required for taking part in activities such as travel, sporting events, and eating in at restaurants, with more than three quarters of New Zealanders saying they support these policies.

COVID-19 – Mind and Mood of New Zealanders: The Arrival of Omicron March 2022

51% of New Zealanders are happy with the red traffic light setting's balance between containing the virus and allowing us to live our lives. But the other half are torn - with a quarter wanting tighter restrictions and a further quarter calling to loosen restrictions. This report looks at the attitudes and behaviours of New Zealanders, including:

- Perceived threat of COVID-19
- Performance of the Government, businesses and employers in managing COVID-19
- Views on the current COVID-19 Protection Framework
- Emotional state of New Zealanders
- Views on face masks.

There are high levels of concern around what Omicron will bring over the next month, with only 15% not worried at all. New Zealanders are much more likely to believe either themselves or close friends / family will catch the virus than when before Omicron arrived. There is now less concern from New Zealanders about how COVID affects the rest of the world and more concern around our own country, communities, whanau, and ourselves. While there is increased feelings of impatience around getting back to normal life, there is also increased concern for those who are weak or vulnerable. The majority of New Zealanders would not feel comfortable leaving their house without a mask now – significantly more than during previous COVID waves. 7

Half of all New Zealanders believe the red traffic light setting has the right balance between restrictions and freedom. A quarter would like to see restrictions tightened and a further quarter loosened. – Those who would like tighter restrictions would like greater use of lockdowns, masks, border closures, and online learning for schools – Those who would like

looser restrictions would like to see the removal of border restrictions, masks in schools, hospitality limits and vaccine mandates. They are keen to see a full return to normal with no restrictions. Nearly two-thirds of New Zealanders would like to see restrictions on how businesses operate removed. While 63% of New Zealanders currently rate the performance of the government positively, this has reduced from high levels of 80's and 90's over the last two years.

NZ Inflation Report March 2023

The New Zealand Global Advisor Inflation report shows that the number of New Zealanders who are struggling financially is on the rise, with 26% indicating that they are finding it difficult to manage financially (up from 20% in the previous wave in May 2022).

The most recent (February 2023) release of the Ipsos New Zealand Issues Monitor found that concern about inflation / cost of living is continuing to intensify, with nearly 2 in 3 New Zealanders identifying it as a key issue facing the country.

One in two New Zealanders reported having felt severely stressed and/or depressed in the past year November 2022

New Zealanders are thinking about their mental wellbeing more often than a year ago, however still less than they think about their physical wellbeing. New Zealand males are less likely to think about their mental health than females, who are above the global average.

The **Ipsos Global Advisor Study** regularly asks respondents from around the world, including New Zealand, for their views on different topics. Ipsos has conducted this study to understand perceptions around mental health and wellbeing, as well as factors that impact it. The New Zealand research also explored social media usage and any potential links it may have with mental health. More than 20,000 people across 30 countries were surveyed. In New Zealand, 1,000 people aged 18+ participated in this survey.

Key findings include:

- In New Zealand, our young people, and those under the age of 50, are more likely to think about their mental health than this time last year, and more often than the global average.
- Despite most New Zealanders having the view that mental and physical health are equally important, only one in five believe physical wellbeing and mental wellbeing are given equal importance in our health care system, one of the lowest ratings globally.
- More than half of New Zealanders have felt stressed to the point where it had an impact on how they live their daily life (56%) and where they felt like they could not cope / deal with things (53%). One in four New Zealanders reported having seriously considered suicide or self-harm in the last year.
- Young people's experiences with mental health issues are considerably more pronounced. Three quarters of our young people (aged 18-34) have felt stressed to the point that it has impacted on their daily life and made them feel unable to cope, with 40% saying that they have seriously considered suicide or self-harm in the last year.
- While New Zealand women and young people are more likely to have experienced mental health issues, they are also more likely to have taken action, such as talk to friends / family, taking time off work, talking to a primary health care provider or taking medication.
- Concern about personal finances is now considered to be the biggest impact on New Zealanders' mental wellbeing, likely related to the increased cost of living.

Cycling in NZ August 2022

The Ipsos Global Advisor Study regularly asks respondents from around the world, including New Zealand, for their views on different topics. Ipsos has conducted this study to understand perceptions around key environmental issues facing different countries, willingness to make personal changes to combat climate change and expectations from the government. The research also explored people's perceptions of different climate change action and their effectiveness in reducing emissions. More than 20,000 people across 29 countries were surveyed. In New Zealand, 1,003 people aged 18+ participated in this survey.

- The majority of New Zealanders (82%) know how to ride a bike, more than the 63% global average.
- However, only 18% of New Zealanders ride a bike regularly (at least once a week), compared to a global average of 35%.

- Even fewer New Zealanders (7%) ride a bike more than any other mode of transportation for short trips (about 2 km), with 42% favouring their own car (compared to 25% globally).
- The majority (84%) of New Zealanders believe that cycling plays an important role in the reduction of carbon emissions (on par with the global average of 86%) and 73% agree that it plays an important role in reducing traffic (80% global average).
- However, only 48% of New Zealanders are of the view that cycling infrastructure projects should be prioritised over other road or traffic infrastructures in their area (this is significantly lower than the global average of 64%).
- Around 60% of New Zealanders also believe that cyclists represent a danger to drivers and pose as much danger to pedestrians as cars or motorbikes.
- Just over half of New Zealanders think cycling in their area is dangerous (56%), while a similar proportion think cycling infrastructure in their area is excellent (53%).
- New Zealanders think less favourably about bikes and more favourably about other modes of transport (including cars, motorbikes, and trucks) compared to the rest of the world.

8 Kantar

Kiwis back four-day working week, [May 2023](#)

Between May 20 and May 24, 2023, 1002 eligible voters were polled by mobile phone (502) and online, using online panels (500). The maximum sampling error is approximately $\pm 3.1\%$ points at the 95% confidence level. The data has been weighted to align with Stats NZ population counts for age, gender, region, ethnic identification and education level. The sample for mobile phones is selected by random dialling using probability sampling, and the online sample is collected using an online panel.

Most New Zealanders are in favour of a shift to a four-day working week, the latest 1News Kantar Public Poll shows. A majority polled, 63%, said they supported the "introduction of a four-day working week for New Zealand". Only 22% of people polled opposed the notion, while 15% are unsure or refused to answer. According to the poll, around 70% of Kiwis aged between 18 and 49 support a four-day working week.



A majority support the idea of a four day working week in New Zealand. (Source: 1News)

In the poll's findings, people who were the most likely to support the idea were Green Party supporters, people with an annual household income of more than \$150,000, graduates, and Labour supporters. People more likely than average to oppose a four-day working week included men aged over 55, National Party supporters, and non-graduates.

Poll: More than half of voters say it's time for tax cuts May 2024

Tax cuts, according to the 1News Kantar Public poll, while more than a third say it's not. The poll, which ran from May 20 to 24, asked eligible voters: "is now the right time to introduce tax cuts in New Zealand?" Of the 1002 respondents, 52% said "yes", 35% said "no", while the rest refused to say.

Poll: Most people unconvinced Budget will help cost of living May 2023³

A majority of voters who are now buying less fresh fruit and vegetables than a year ago, in an effort to cope with the rising cost of living. Just 9% said they were buying more, while

³ Between May 20 and May 24, 2023, 1002 eligible voters were polled by mobile phone (502) and online, using online panels (500). The maximum sampling error is approximately ±3.1%-points at the 95% confidence level. Party support percentages have been rounded up or down to whole numbers, except those less than 4.5%, which are reported to one decimal place. The data has been weighted to align with Stats NZ population counts for age, gender, region, ethnic identification and education level. The sample for mobile phones is selected by random dialling using probability sampling, and the online sample is collected using an online panel. Undecided voters, non-voters and those who refused to answer are excluded from the data on party support. The results are a snapshot in time of party support, and not a prediction.

51% of respondents said they were buying less. A further 40% said it was about the same and the remainder didn't know or refused to answer the question.

Those more likely to say they were buying less were Pasifika, women between the ages of 18 to 54 and those with an annual household income between about \$30,000 and \$70,000.

Those more likely to say they were buying about the same amount were men aged 55 and over, New Zealand Europeans and those with an annual household income of more than \$150,000.

The majority of voters also do not believe the Government's 2023 Budget will help ease the cost of living, The poll, which ran after the Budget from May 20 to 24, asked respondents if they thought the 2023 Budget would be effective in addressing recent increases in the cost of living. Of the 1002 respondents - all of them eligible voters - 60% said no, while 26% said yes and 14% didn't know or refused to answer.

The cost of living was identified in the last poll as the issue most likely to influence voters' decisions at the 2023 election. Those more likely than average to say the Budget would help quell the cost of living were Labour party supporters, men aged 18 to 34, Asian New Zealanders, Aucklanders and those with an annual household income between about \$30,000 and \$70,000. Those more likely than average to say the Budget would not help with the cost of living were ACT Party supporters, National Party supporters, New Zealand Europeans and those with an annual household income of more than \$150,000.

Kiwis believe forestry should pay for slash damage. March, 2023

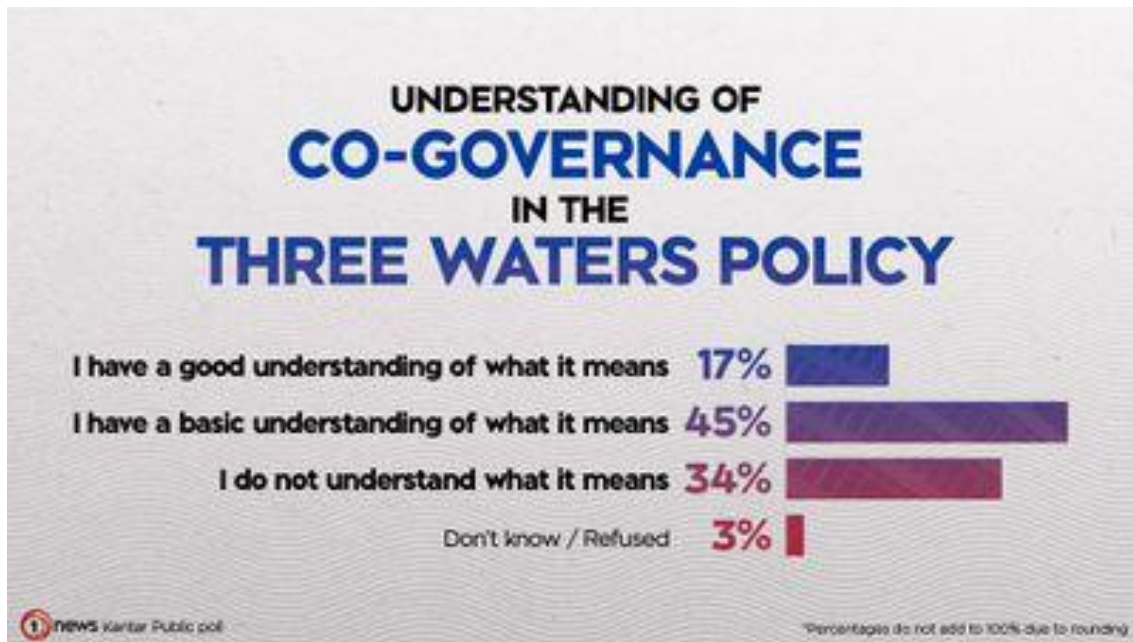
In the latest 1News Kantar Public Poll, respondents were asked whether forestry companies should compensate farmers, homeowners and councils for any damage caused by slash. New Zealanders overwhelmingly think forestry companies should pay for at least some of the damage caused by forestry waste known as slash. Thirty-nine per cent said they should fully compensate, 45% said there should be some compensation, and 6% said nothing should be paid at all. The remaining 10% didn't know or refused to answer.

Poll: How well do people understand Three Waters co-governance? March 2023

The poll asked 1002 eligible voters: "Co-governance is part of the Government's new Three Waters policy. Which of the following best describes your understanding of what co-governance means with respect to Three Waters?"

The poll reveals Just 17% of eligible voters feel they have a good idea of what co-governance in relation to Three Waters is, according to a new 1News Kantar Public poll. Seventeen percent said they had a "good understanding" of what it meant, 45% said they had a "basic understanding" of what it meant, and 34% said they did not understand what it meant. Three percent said they did not know or refused to answer.

Those most likely to say they had a good understanding of what co-governance meant in respect to the Government's Three Waters policy were Act Party supporters (39%), men aged 55 plus (27%), men aged 35 to 54 (24%) and those with a household income of more than \$150,000 (24%).



Priority Issues for 2023 Election⁴ March 2023

The 1News Kantar Public poll surveyed 1002 eligible voters and found almost half - 48% - said the cost of living was most likely to influence who they chose at the ballot box later this year. Trailing in second place, 12% of respondents said climate change was most likely to influence their vote.

⁴ Between March 4 and March 8, 2023, 1002 eligible voters were polled by mobile phone (502) and online, using online panels (500). The maximum sampling error is approximately $\pm 3.1\%$ -points at the 95% confidence level. Party support percentages have been rounded up or down to whole numbers, except those less than 4.5%, which are reported to one decimal place. The data has been weighted to align with Stats NZ population counts for age, gender, region, education level and ethnic identification. The sample for mobile phones is selected by random dialing using probability sampling, and the online sample is collected using an online panel. Undecided voters, non-voters and those who refused to answer are excluded from the data on party support. The results are a snapshot in time of party support, and not a prediction.

PRIORITY ISSUES FOR ELECTION 2023



1 NEWS Kantar Public poll

That was followed by healthcare on 11%, crime on 10%, tax cuts on 5% and education at 4%. For some, it wasn't so clear cut - 8% indicated another issue would influence their vote, and 2% said they were unsure or refused to answer.

Those more likely to say the cost of living was most likely to influence their vote were women aged 18 to 34 (60%). Groups most likely to say climate change were Green Party supporters (40%), Pasifika people (22%), Wellington region residents (20%) and Labour Party supporters (16%). Groups more likely to say healthcare were those aged 60 to 69 (18%), while those most likely to say crime were Act Party supporters (20%), National Party supporters (16%) and men aged 55 plus. Most likely to respond that tax cuts would have the biggest influence on their vote was men aged 35 to 54.



The 1News Kantar Public poll asked eligible voters how they thought the Government should change its climate policy in response to recent significant weather events, if at all. Of the 1002 respondents, 54% want the Government to act with more urgency, while 27% said they want the Government to continue as planned. A further 10% want less urgency, and another 10% didn't know or refused to answer.

Poll reveals price of food is top of mind for New Zealanders February 2023

In a 1News Kantar Public Poll, they asked: 'Should the Government's top priority be bringing down the price of common food items?' More than three quarters of New Zealanders — 77% — said yes. About a fifth (19%) disagreed and the rest didn't know (4%).

A 1News [Kantar Public Poll in December](#) showed an overwhelming majority of voters support permanent half-price public transport. Seventy-nine per cent said it was worth keeping around permanently, while only 14% said no.

<https://www.kantarpublic.com/nz>. Some interesting case studies on website but not for recent years.

Half of Kiwis say no to Aotearoa becoming a republic – poll September 27, 2022

Half of Kiwis say no to NZ becoming a republic. Support for leaving the monarchy has dipped since November. (Source: 1News). Just over a quarter supported Aotearoa becoming a republic, with 27% support, down 6% from the November poll. Nearly a quarter said they didn't know.

9 Reid Research

Newshub-Reid Research poll: Kiwis support the Government introducing wealth tax May 2023

NR asked in a Newshub Reid Research poll: Would you support the Government introducing a wealth tax? A clear majority, 53.1 percent, said yes, while just 34.7 percent opposed it.

10 Research NZ

A close look at the Cost-of-Living Crisis in New Zealand August 2022

<https://www.researchnz.com/0001.html>

This survey of 1,000 respondents aged 18 years and over was conducted online, from 9 - 13 March 2023. The maximum margin of error is +/- 3.2 percent (at the 95 percent confidence level). The sample has been weighted by gender and age to ensure the results are representative of the population 18 years plus based on these demographic criteria. The survey was not undertaken on behalf of any organisation, but as part of Research New Zealand's social poll of New Zealanders' opinions about topical issues.

In March, Prime Minister Hipkins announced a number of changes to various government programmes and projects in order to redirect funds to remediating the impact of Cyclone Gabrielle and help New Zealanders cope with the cost of living crisis. We asked a representative sample of New Zealanders what they have gone without recently and which industries they believe should be reviewed first, based on the profits they are making.

Have gone without... ..]Results by income ...by age on results sheet]	32
Medical/doctor's care	
Needs e.g. clothing, school supplies	30
Transport costs	29
Essential services e.g. electricity	27
Insurance	27
Rent or mortgage payments	24
Basics e.g. food and groceries	23

Which Industries should be reviewed [Results by income ...by age on website results sheet]

All of them	34
Supermarkets	28
Banks	21
Electricity/Power Co's	4
Insurance	2
Petrol	6
Don't know	5

Local Body Elections are due for an overhaul! October 2022

In total, n=1,000 New Zealanders, 18 years of age and over were interviewed between 20-24 October 2022. Two questions were asked:

"Which of these reasons do you think are the main reasons why people didn't vote in this year's local body elections?" Respondents were given a scale to select an answer from which ranged from 'not a reason, to 'somewhat of a reason' or 'an important reason'.

The main reasons why people didn't	18-34	35 – 54	55+	Total
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vote in this year's local body elections by age				
Important/somewhat reason				
Voted	29	27	47	
Lack of information – not knowing who the candidates were and/or what they stood for	87	90	83	87
The qualities and competencies of the people standing for election	84	90	82	81
Not really understanding the role and importance of local government	82	89	81	78
Thinking their vote would not have made a difference	80	86	80	73
Not understanding the voting system	64	77	63	54
They didn't receive their voting papers	60	75	61	47
Not knowing how or where to return voting paper, or unable to return it	54	72	54	40
Unweighted base =	1000	290	370	340

The age factor younger respondents (aged from 18 to 34 years) had the highest proportion of any demographic group selecting the reasons for why people did not vote (which ranged from 72% to 90%), as shown in Table 2 below. When compared to the older age group (55 or older) the younger group were significantly more likely to have reported they thought the main reasons for people not voting were:

- The qualities and competencies of the people standing for election (90% compared with 81% of those aged 55 or older)
- Not really understanding the role and importance of local government (89% compared with 78%)
- Thinking their vote would not have made a difference (86% compared with 73%)
- Not understanding the voting system (77% compared with 54%)
- They didn't receive their voting papers (75% compared with 47%)
- Not knowing how or where to return voting paper, or unable to return it (72% compared with 40%).

11 Talbott-Mills

More than 7 out of 10 People Support Bringing Dental into Public Healthcare System - New Poll. March 2023.

The poll was conducted by Talbot Mills and commissioned by the Association of Salaried Medical Specialists (ASMS)

It showed 74% of people strongly agreed or agreed that adult dental care should be funded in the same way it is funded for children. Children’s dental care is currently free in New Zealand. The polling also revealed that 72% of people delayed visiting a dentist because of cost, and only 43% of people had visited a dentist in the last 12 months.

The poll and petition follow a report from ASMS, *Tooth be Told*, published late last year showing 40% of people in Aotearoa cannot afford dental care.

Gender And Ethnic Pay Gaps A Concern For Majority Of New Zealanders, Most Support Pay Transparency Law – New Poll. June 2023 Te Kahui Tika Tangata Human Rights Commission

Conducted by Talbot Mills Research. The basis of the sample is n=1026 nationally representative online respondents in New Zealand 18 years of age and over. Fieldwork for this online survey was conducted between 5th to the 14th of May 2023. The effective maximum sampling error for this sample at the 95% confidence level is ± 3.1%.

A nationwide poll on pay gaps shows nearly 2 out of every 3 New Zealanders consider pay gaps to be a ‘significant’ or ‘very significant’ issue (64%), with a similar number supporting new pay transparency policies to address the issue (63%). Only a small minority (8%) oppose measures being introduced. The polling also showed majority support for pay transparency policies across the voting spectrum [ACT voters (53%), National voters (56%), Labour voters (73%) and Green voters (80%)].

Would you like to see the price of your house fall? Talbot Mills February 2022

The question from Talbot Mills was specific, asking “would you like to see the price of your house fall? “About 42 per cent were not homeowners. Of the 491 homeowners in the poll sample, 7 per cent said “yes, a lot”, 18 per cent said “yes, a little”, 62 per cent said “no”, and 13 per cent didn’t know.

12 TRUST IN NEW ZEALAND Acumen Edelman Trust Barometer 2022

ACUMEN EDELMAN TRUST BAROMETER 2022 2022 Edelman Trust Barometer. Edelman has been collecting NZ trust data since 2017. Methodological details are not supplied. The Trust Index is the average percent trust in NGOs, business, government and media. NZ bucks trend of trust decline in democracies 2021-2022.

Percent who believe they and their families will be better off in five years’ time	40%	51%
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Societal fears remain. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about....		
Job loss	70	85
Climate change	67	75
Hackers & Cyber attackers	66	71
Losing freedom as citizen	57	65
Experiencing prejudice/racism	45	57

Trust over time	2017	2018	2019	2020	2021	2022	world
Business	51	47	47	47	54	61	61
Government	41	46	51	50	55	57	52
NGOs	54	51	48	48	52	57	59
Media	38	29	31	34	35	41	50

The Trust gap high v low earners62	62	48
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Employer	80	79
Traditional media	58	57
Search engines	49	51
Owned media	34	43
Social media	19	37
I worry about false information or fake news being used as a weapon	70	76
My tendency is to distrust until I see evidence that something is trustworthy VS My tendency is to trust until I see evidence that something is untrustworthy	49	59
People in this country lack the ability to have constructive and civil debates about issues they disagree on	58	64
Percent who believe information from each source automatically, or after seeing it twice or less, in New Zealand		
Govt	66	58
Media report, named source	61	57
Major corporations	55	54
Media report, unnamed source	48	48
Advertising g	47	49
My social media feed	27	38

These institutions are...	A DIVIDING SOURCE in society	A UNIFYING FORCE in society
Media	55/23	46/35
Govt	44/37	48/36
NGOS	31/43	29/50
Business	28/43	31/45

Percent who say each is a strength of institutions, in New Zealand	TAKE A LEADERSHIP ROLE Coordinate cross-institutional efforts to solve societal problems	GET RESULTS Successfully execute plans and strategies that yield results
Govt	53/44	40/42
Business	51/55	65/65
Media	34/45	35/48
NHGOS	51/55	52/57

Trust in societal leaders		
Journalists	36	46
CEOs	43	49

Govt leaders	50	42
Citizens	60	58
My CEO	65	66
Nat health authorities	68	63
People in Community	68	62
Scientists	77	75
Co-workers	78	74

Concerns societal leaders are deliberately. are purposely trying to mislead people by saying things they know are false or gross exaggerations		
Journalists and reporters	64	67
Business leaders	52	63
My country's government leaders		66

Impact of Values		
Invest based on their beliefs and values	49	59
Choose a place to work based on their beliefs and values	48	60
Buy or advocate for brands based on their beliefs and values	49	64
CEOs should be personally visible when discussing public policy with external stakeholders or work their company has done to benefit society	84%	81%
When considering a job, employees expect the CEO to speak publicly about controversial social and political issues that I care about	51%	60%

13 New Zealand would vote to keep monarchy – poll. May 2023 Lord Ashcroft Polls

Lord Ashcroft, the British Conservative peer and pollster surveyed 2,000 New Zealanders in May 2023. Ashcroft’s company polled more than 22,000 people across 15 Commonwealth countries for which King Charles III is head of state. The survey has a very extensive range of questions.

Were a referendum held tomorrow, New Zealanders would vote to retain the monarchy, 44% would vote to keep the status quo, 34% would vote to become a republic and the remainder said they didn’t know or would not vote. The monarchist mood differed substantially according to age, with 63% of New Zealanders over 65 keen on keeping the status quo, compared with only 31% of those aged 18 to 24. A majority of people, 53%, reckoned that a referendum in 10 years would see New Zealand decide to become a republic.

14 IAG Climate Change Poll 2022 July 2022

This Ipsos-IAG survey was of 1,011 people and ran between 26 April and 3 May. It has a margin of error of 3.1%.

For the past five years we have been asking New Zealanders about their attitudes towards climate change and how the country should adapt to its impacts. This year we have looked back across the five years of results to see what has changed, what hasn't and what that says about the way forward.

Overall, New Zealanders are saying that the importance of this issue is not matched by the leadership, action or progress that is needed if we are all to successfully adapt to the inevitable impacts of our changing climate. They are saying these impacts are serious and growing, and that the issue is important. But while they are prepared to act, they don't know what to do and so don't take action. They want the financial signals but not the costs of change. They expect the Government to lead but aren't seeing that leadership. And they are not confident that the country's response is on the right track.

We think that is because the response has been too general and abstract. It must now become much more specific and real so that there is a clear path forward and that everyone understands the role they have and the contribution they need to make. It is only then that we will see the progress that is needed. At IAG, we are prepared to play our part.

15 New poll shows most New Zealanders support change in drug laws June 2022 NZ Drug Foundation

A poll shows most New Zealanders support change in drug laws to remove criminal penalties and instead offer education, treatment, and other health-based approaches. It shows 68% of New Zealanders support replacing the country's 1975 Misuse of Drugs Act with a health-based approach. 61% supported the removal of penalties for drug use and putting in place more support for education and treatment. The polling also showed there is strong support for more funding to be provided for treatment and education (82%) and harm reduction initiatives like drug checking (74%).

16 Media Release: Opinion poll finds strong support for republic referendum May 2023

An opinion poll commissioned by New Zealand Republic, Kia Mana Motuhake a Aotearoa has found 41% of those surveyed support a referendum on our head of state, with 41% opposed and the rest undecided. The opinion poll was run by Curia and surveyed 1,000 voting age New Zealanders between 2 and 7 March 2023.

17 New Zealanders' Perceptions of Asia and Asian Peoples survey

After 25 years of polling, the New Zealanders' Perceptions of Asia and Asian Peoples survey shows that New Zealanders feel more strongly part of Asia through their friends, their community and their interests. They also have more understanding of how developments in Asia impact New Zealand.

18 Poll Shows Support for RNZ/TVNZ Merger. December 2022 Better Public Media

Market research commissioned by Better Public Media Trust. The research was completed between 15 and 19 December 2022 by Research NZ with a nationally representative sample of 1000, weighted to represent the adult population. The maximum margin of error is +/- 3.2% (at the 95% confidence level). The question was - The government is planning to merge TVNZ and RNZ into a new state-owned public media service, with an extra \$109 million per year, which equals to \$22 per person per year. If this organisation provided new content for

niche, minority and regional audiences while keeping the current TV, radio and online services as well, would you support it?

The survey shows more New Zealanders support the merged RNZ/TVNZ merger than oppose it. The Research NZ poll found 60% support the ANZPM and 40% don't support it, of those that had an opinion. Including the 'don't knows' the results were:

- 44% support
- 29% don't support
- 26% don't know

The new poll differs from a Taxpayers Union poll on the same subject which found 54% opposed and 22% supported the merger, with 24% unsure. That poll was taken in early November. Another reason for the difference is the question used. The BPM question adds some context for respondents who may not know what the government's ANZPM plan is. Research NZ analysed the results by demographic and found significant differences by age and gender:

- Male respondents were more in support of the proposal than female respondents (49% and 40% respectively).
- Younger respondents were also more likely to support the proposal than older respondents. For example, 65% of respondents aged 18-24 were in support compared with 42% of those aged 55-64.

There were no significant differences by geographic location.

19 Gender Curriculum Strongly Rejected – Poll. June 2022 Family First

In the [poll](#) of 1,200 New Zealanders surveyed June 2022 by Curia Market Research, respondents were asked a number of questions around gender ideology in schools.

It found significant opposition to gender ideology being taught to primary school students, and majority support for parents being informed of their own children exhibiting gender dysphoria at school. There is also more support than opposition for a ban on transition medicine and surgery for children under the age of 18.

When asked - *“Do you believe that primary age children should be taught that they can choose their ‘gender’ and that it can be changed through hormone treatment and surgery if they want it to be?”*, only 15% said yes. More than 2 in 3 people (69%) opposed this type of teaching, and a further 16% were unsure.

The respondents were then asked - *“The Ministry of Education tells teachers that schools do not have to disclose to parents that their child is identifying as transgender in class and using a different name and preferred pronouns. Would you support a law requiring schools to notify parents if their child is identifying as transgender in class?”* A majority (55%) would support a parental notification-type law, with only 29% opposed. A further 16% were unsure or refused to say.

In response to the question - *“Some people have proposed banning puberty blockers, cross-sex hormones, and physical sex-change surgeries for children under the age of 18 who identify as transgender. Would you support or oppose this kind of ban?”* there was 42% support and 36% opposition for such a ban, with a further 22% unsure or refusing to say. Males were more supportive and females were more opposed, but support was stronger than opposition overall in all age groupings. Not surprisingly, support for such a ban went up to a half (49%) of parents who had children under 16 years of age.

Cost Of Living Top Concern of Kiwis – Poll November 2022 Family First New Zealand

In the survey by Curia Market Research and commissioned by Family First NZ, 1,000 respondents were asked to name the three biggest issues that they are concerned about. It was carried out between November 3 to 8. However, unlike other similar polls, the respondents were given a blank sheet with no 'suggestions' of what might be a concern. The nationwide poll was and has a margin of error of +/- 3.1%.

It was found the cost of living is by far the most pressing concern of New Zealanders at the moment. The top 10 non-prompted responses were:

1. Cost of Living 56%
2. Housing 27%
3. Economy 23%
4. Health 21%
5. Environment 15%
6. Poverty 15%
7. Others 14%
8. Law & Order 12%
9. Education 12%
10. Covid-19 10%.

In further breakdown, there was little difference between the concerns of women v men, although environment was higher for women and education was higher for men. There was also little difference for the top concerns between the age groups although jobs and poverty featured higher for the 18-39 age bracket. Law and order was more important for provincial cities than other areas, and rural areas were concerned about leaders – perhaps in reference to the ongoing issues with farming and the rural sector. Surprisingly, there was little difference in the concerns when broken down into deprivation levels. Cost of living, housing and health were top of mind irrespective of household income. Based on party vote, the top five issues were identical for National and Labour voters. The cost of living was a significant concern for Green voters, and for parents of children.

A [poll](#) in July found that both women and those in the 18-39 age group were more likely to have taken specific actions already in response to the cost of living. Women were less likely to have gone out socialising and more likely to be working from home than men. 18-39 year olds were more likely to have skipped meals (34%) and borrowed money (30%) than other age groups.

20 8 Out Of 10 New Zealanders Support New Law to Tackle Modern Slavery March 2023, World Vision New Zealand

A nationwide poll shows strong support amongst New Zealanders (81%) for legislation to address modern slavery in supply chains. The poll carried out by Talbot Mills Research and released today by World Vision New Zealand shows widespread support across age groups and voter preferences.

21 We Are Not In a Recession Yet, But Are We In A Perk-cession? May 2023 Frog Recruitment

In a recent poll by Frog Recruitment of 503 New Zealand workers, one in four workers said their employers had cut employee benefits in the last six months, including removing complimentary coffee and fruit and reducing the availability of gym memberships.

22 After-hours Work Pressures: The Need For A "right To Disconnect" May 2023 Hays

According to a poll by recruitment and workforce solutions specialists [Hays](#), 46% of almost 25,000 professionals surveyed “frequently” feel pressure to work outside their standard hours. Over four in five (82%) New Zealanders feel pressure to connect to work outside their normal working hours, fuelling a renewed call for the ‘right to disconnect’. Another 36% “occasionally” feel pressure to work outside their normal hours. Just 16% never feel pressure to connect to work after hours. The final 1% voted “Other” and had a range of perspectives, from doing whatever it took to complete the work to taking calls at night in exchange for time off during the day.

23 Political Party Promise to Improve Unhealthy Homes ‘Could Swing the Election’ April 2023. Green Building Council

Asked in a recent ConsumerLink survey ‘Would you be more likely, the same or less likely to vote for a political party that promised to significantly and urgently improve the state of unhealthy homes in New Zealand when in government’, one in three said they would be more likely to cast their vote for a party making such a promise in.

24 The Time For Change Is Now - 63% In Poll Want Cost Of Living Payment To Be Extended. May 2022. Auckland Action Against Poverty

A poll released last night showed an overwhelming 63% of people agreed that the Labour government's recent budget announcement of a Cost of Living Payment should be extended to those receiving benefits and superannuation.

25 Te Papa Research Reveals How New Zealanders Mark Matariki June 2023 [Te Papa](#)

The survey of 1,000 people was conducted by Kantar Public in August 2022 and is nationally representative.

As it opens its Mānawatia a Matariki exhibition, Te Papa is sharing nationwide research and visitor insights that show how New Zealanders are embracing the indigenous New Year.

A nationwide poll conducted for Te Papa showed that 50% of all New Zealanders took action to mark Matariki in 2022.

- 19% of the New Zealand population looked at the Matariki star cluster in the night sky.
- 11% went to a community Matariki event.
- 11% went to a Matariki event for whānau or friends.
- 11% watched a Matariki event online or on television.
- 3% went to a hautapu ceremony.
- 12% took some other action to learn more about Matariki.

Families with children are more likely to have celebrated Matariki, with Māori, Pasifika and Asian New Zealanders more likely than average to mark the occasion. Those born in Aotearoa and those born overseas are equally likely to mark Matariki.

The museum’s Mānawatia a Matariki exhibition is open again from 2 June – 30 July 2023. An estimated 60,000 people visited the exhibition last year. Visitors left behind more than 12,000 hand-written notes sharing their pledges for the future with Hiwa-i-te-rangi, the star in the Matariki cluster associated with dreams and aspirations.

Te Papa analysed a sample of 1,641 of the aspirations left behind and found some common themes.

Aroha 37%

Be connected 21%

Act for nature 13%
Make change 7%
Thrive in te ao Māori 5%
Serve community 5%
Support whānau 4%

26 Safety-equipment Use Is Up, Says Maritime NZ Survey February 2023 Maritime New Zealand

In An Ipsos poll of 1009 people, 509 of them boaties, was conducted between November 28 and December 7 2022.

People appear to be getting the message about safety on the water, according to the latest Maritime NZ-commissioned research. More people were using safety equipment out on the water, giving them a better chance of making it home safe and well. The figure was up nine percentage points, at 83, from the previous quarter.

Other figures show a rise in safety equipment use across the board, including lifejackets (74%, up from 72% in the same Spring quarter a year earlier), cell phones in a waterproof bag (55%, 52%), a waterproof torch (27%, 24%), and use of beacons (23% in 2022, 20% in 2021).

27 New Zealand Environmental Perceptions Survey 2022 December 2022. Landcare Research

The EPS was conducted by researchers from Lincoln University biennially from 2000 to 2010 and then triennially from 2010 to 2019. The 2022 survey was undertaken by Manaaki Whenua – Landcare Research in partnership with the original researchers.

Adequate to good – that’s what New Zealanders perceive the current state of New Zealand’s environment to be. This is one of the notable findings. The findings show that how we perceive our environment overall is significantly better now than in 2016.

The findings highlight the concern New Zealanders have for the pressure sewage and storm water have on coastal water and beaches, and how weeds and pests are the biggest threat to protected natural areas, wetlands, native bush and terrestrial animals.

Researchers were able to identify key trends that have emerged since the 2010 survey.

While the perceived state of air, natural environments in towns and cities, rivers and lakes, wetlands, and native bush and forests improved significantly since 2010, how people think the environment is being managed has stayed the same.

Other findings included:

- Re-cycling household waste was the most popular pro-environmental activity in 2022, but on the whole participation rates for environmental activities have dropped.
- Climate change was identified as the most important issue facing New Zealand by respondents in 2022. This is a change from all previous surveys, when freshwater was considered the most important issue facing New Zealand.
- At least half of respondents across all regions believe farmers are doing at least an adequate job looking after the environment.
-

28 What Matters To You? Waikato Survey Results Released March 2023 Waikato Regional Council

Your Environment – What Matters? Survey of 1206 residents undertaken in March and April 2022 by Waikato Regional Council. It is held every three years to understand community

perspectives on environmental issues of relevance to the council. The survey, which was first held in 1998, provides trend data on attitudes and perceptions of Waikato residents over time, and analysis of the data contributes towards policy development and evaluation and the development of education programmes.

Water quality continues to be considered the most important environmental issue for Waikato residents. In the 2022 survey, water quality was considered the most important environmental issue facing the Waikato region today by 42 per cent of those surveyed, followed by climate change (14 per cent), waste (13 per cent), urban and population growth (4 per cent), and air quality (2 per cent). Concerns over water quality, climate change, population and urban growth, and consequential pressures on infrastructure and air quality were identified as most important for the region in five years' time.

Regarding climate change, which is one of the council's strategic priorities, 75 per cent of respondents said they were concerned about its effects, with 73 per cent saying they have undertaken activities to reduce greenhouse gas emissions (up from 66 per cent in 2019).

The primary actions people took to reduce emissions were adopting more eco-friendly travel methods (35 per cent) or changing heating/electricity methods (10 per cent).

Regarding the environment, 40 per cent of respondents disagreed that the public has enough say in the way it has been managed and 53 per cent of respondents felt there were insufficient opportunities for communities to be involved in activities to protect it. The most common suggestions for improving community involvement were more events (18 per cent), improved awareness and education (16 per cent) and community activities (11 per cent).

Other key findings included changes to residents' perceptions of the state of their local environment. Just 16 per cent felt it had improved – down from 23 per cent in 2019 and 55 per cent in 1998. The full report is available online at

<https://waikatoregion.govt.nz/assets/WRC/TR202248.pdf>.

29 Deloitte's 2023 Gen Z and Millennial Survey Reveals Workplace Progress despite Societal Setbacks. May 2023 [Deloitte](#).

The Deloitte Global 2023 (in its 12th year) Gen Z and Millennial Survey reflects the responses of 14,483 Generation Zs and 8,373 millennials (22,856 respondents in total , including 501 New Zealanders), from 44 countries across North America, Latin America, Western Europe, Eastern Europe, the Middle East, Africa, and Asia Pacific. The survey was conducted using an online, self-complete-style interview. Fieldwork was completed between 29 November 2022 and 25 December 2022. In addition to the survey, in March 2023, qualitative interviews were conducted with 60 Gen Zs and millennials from Brazil, Germany, India, Japan, the UK, and US. As defined in the study, Gen Z respondents were born between January 1995 and December 2004 and millennial respondents were born between January 1983 and December 1994.

Cost of living remains the top issue of concern for New Zealand's millennials and Gen Zs

- More than half of New Zealand Gen Zs (51%) and 44% of millennials say they feel stressed or anxious at work all or most of the time
- As Gen Zs and millennials rethink the role of work in their lives, work/life balance remains a top priority with flexible work arrangements, including part-time jobs growing in popularity
- 85% of New Zealand millennials would consider looking for a new job if their employer asked them to go on-site full time
- New Zealand Gen Zs and millennials cite the cost of living as their top societal concern

The report underscores continuing concerns about personal finances, climate change, and mental health, and examines a shifting relationship with work. These issues weigh heavily on Gen Z and millennial respondents, both in New Zealand and around the world.

Gen Z and millennial respondents are seeing employers make progress in some key areas since pre-pandemic times. Globally, approximately one-third of Gen Zs and millennials in full or part-time work say they are very satisfied with their work/life balance, compared to only one in five in 2019. The pandemic prompted a rethinking of the role work plays in their lives. While more than half of New Zealand millennials and 41% of Gen Z's say their job is central to their identities, they still place a very strong focus on work/life balance — it is one of the top traits they admire in their peers, and their top consideration when choosing an employer. Gen Zs and millennials also seek flexibility in where and when they work. The majority of New Zealand respondents would even go as far as saying they would consider looking for a new job if their employer asked them to on-site full time.

Stress levels are particularly high among all respondents and New Zealand saw even higher levels than the global rates with more than half of Gen Zs (51%) and over four in 10 millennials (44%) stating they feel stressed all or most of the time. Stress levels are even higher among women, LGBT+ respondents, ethnic minorities, and those with disabilities. Respondents are also struggling to disconnect from work, with one fifth of New Zealand Gen Zs and a quarter of millennials saying that they answer work emails outside of normal working hours at least five days a week.

In alignment with global figures, New Zealand respondents continue to cite the cost of living as their top societal concern, above unemployment and climate change. Just under half of New Zealand Gen Zs and millennials (49%) say they live paycheck to paycheck. This year a quarter of New Zealand millennials have cited crime and personal safety as a top issue of concern as well.

Roughly six in 10 Gen Zs and two-thirds of millennials think the economy will worsen or stay the same in their country over the next year. Among them, many think that this will result in it becoming harder or impossible to ask for a raise or promotion, get a new job, or seek greater flexibility at work. Their economic concerns are also impacting their ability to plan for their future on a more personal level, with three quarters of New Zealand Gen Zs saying it will become harder or impossible to buy a home.

Despite their desires for better work/life balance, many New Zealand Gen Zs (45%) and millennials (29%) have taken on either a part or full-time paying job in addition to their primary job to make ends meet. Top side jobs held in New Zealand include professional gaming or eSports, working in a restaurant or retail store and selling products or services online.

More than half of respondents have felt worried or anxious about climate change in the past month, and most say they are willing to pay more to purchase environmentally sustainable products or services in a bid to help combat this. Climate concerns also play an important role in Gen Zs' and millennials' career decisions. These generations are researching a brand's environmental impact and policies before accepting a job, and even changing jobs or sectors due to climate concerns. About half of New Zealand Gen Zs and millennials say they are pressuring businesses to act on climate change, but only a small portion feel they can influence their organisation's sustainability efforts.

30 Most Kiwis Worried About Protecting Their Identity, Survey February 2023 DINZ

Most New Zealanders believe it is not easy to protect their information online and they find the idea of being more in control of their digital identity appealing, according to a new Digital Identity New Zealand (DINZ) survey just released. DINZ is a not for profit member association of the New Zealand Tech Alliance and their latest research highlights issues holding back more rapid uptake of digital identity and the growth of the digital economy have remained consistent for the past four years.

Their study found:

- 90 percent of New Zealanders believe it is not easy to protect their information online
 - 90 percent of New Zealanders find the idea of being more in control of their digital identity appealing
 - 78 percent of New Zealanders are concerned about the protection of their identity and the use of personal data by organisations
 - 70 percent of New Zealanders place some onus on the organisation holding their data, but there is some sense of shared responsibility
 - 60 percent of New Zealanders don't feel they know how to protect their information
 - 60 percent of New Zealanders were satisfied with the process of registering personal details with Government agencies in response to the Covid pandemic
 - 60 percent of New Zealanders have experienced some form of misuse, with credit card theft being most common
 - 50 percent of New Zealanders know their rights regarding the protection of personal data
 - 50 percent of New Zealanders have adapted their online behaviour due to concerns around data privacy
 - 50 percent of New Zealanders have some issue with registering new accounts online, although there has been a significant increase in satisfaction since 2020
 - 80 percent of businesses know where to find relevant legislation for their digital security obligations
 - 33 percent of businesses feel equipped to protect their customer's personal data, while just 25 percent find this easy to do
 - 33 percent of businesses believe the pandemic has impacted the way they manage their customer's personal data
- “Three quarters of respondents were wary of the transparency amongst organisations using their data and a similar proportion were unhappy about the idea of organisations sharing/selling their data.

31 Targeted Education And Support Programmes Are Crucial To Reduce Harmful Drinking – Survey. April 2023 [Alcohol Beverages Council](#)

Most of us agree that targeted education and support programmes will create a better understanding of responsible drinking, a recently released survey shows. The annual survey by the NZ Alcohol Beverages Council aims to understand New Zealanders views on how alcohol is perceived across a number of issues. Conducted by Curia Market Research, December 2022, across 1250 people across New Zealand

One question asked what respondents thought of alcohol education programmes in schools and 76% agreed that this will reduce alcohol-related harm.

32 NZFN Survey Finds, Food Banks Are Feeding 165% More People Than Before The Pandemic Began. May 2023. [New Zealand Food Network](#)

A bi-annual survey of food support agencies across the country found the demand for food has drastically increased since the start of the pandemic, with the rising cost of living stated as the top driver. The New Zealand Food Network (NZFN), Aotearoa's largest food support and distribution organisation, surveyed 51 of its registered food hubs² about the current state of food support, and found that since Covid hit, there has been a 165% increase in the number of people receiving food support. Over two thirds (69%) of the food hubs surveyed are feeding more people than they were in 2020. The food hubs rated their own ability to meet the current level of demand at 3.4/5 meaning there's significant room for improvement and many more mouths to feed. The cost of living crisis was reported to be the number one reason for recipients seeking kai relief (88%), closely followed by low individual / household income (70%), and unemployment (65%). Other top reasons were disability or sickness / injury, senior citizens living on low fixed income, and Covid-19 isolation. NZFN's previous survey reported both Covid-19 isolation and lost employment due to Covid-19 in the top reasons for recipients seeking relief; Concerns have turned from Covid-19 to navigating the rising cost of living.

33 Nationwide Rainbow Survey Sounds Alarm on Mental Health. December 2022 **[University of Auckland](#)**

Led by Dr John Fenaughty, a senior lecturer in social work from the University of Auckland, the *Identity* survey collected the responses of 4784 rainbow young people (aged between 14-26) across New Zealand in 2021.

"One in six (16%) participants said they didn't feel safe at school or at their poly techs or universities; one in eight (12%) said they had moved towns or cities to feel safer as a rainbow young person; almost two thirds said they had thought about killing themselves in the previous 12 months and a majority reported having self-harmed in the past year."

On the positive front, eight out of ten are proud of their rainbow identity and are reaching out for help, with nine in ten reporting having a friend they can talk to about anything. The support from friends was nearly universal among participants and viewed as vital, particularly for young people who'd experienced homelessness.

Eight out of ten (80%) said they get along well with at least one parent or caregiver, and a high proportion, often the majority, of participants reported experiencing safe and supportive education and employment contexts.

Most participants were out about their rainbow identities to someone – often peers – in these contexts, and pride events were seen as a positive thing for affirming identity for most participants.

34 Political Party Promise to Improve Unhealthy Homes 'Could Swing the Election' April 2023 **[Green Building Council](#)**

Asked in a recent ConsumerLink survey 'Would you be more likely, the same or less likely to vote for a political party that promised to significantly and urgently improve the state of unhealthy homes in New Zealand when in government', one in three said they would be more likely to cast their vote for a party making such a promise.

35 ASB Housing Confidence Survey June 2023

- House price expectations improve a shade, but remain deeply in the red
- Respondents are evenly split on whether or not it's a good time to buy as they try and pick the market's eventual turning point

- A hefty majority expect further interest rate rises, but more Kiwis think mortgages are getting close to their peak

This Survey covered a consequential period for the housing market. With tentative signs of an uptick in housing market activity and moderating price falls evident in the data, predicting the eventual turning point in the market is a common pastime. Similarly, guessing the turning point for the RBNZ – and thus mortgage rates – is a hot topic of conversation with inflation cooling but well above the RBNZ’s target. For their part, and by a wide margin, the respondents to the survey continue to think house price falls have a bit further to run and interest rates a bit further to rise. But a growing portion of Kiwis now think that rates might be reaching a peak, and a larger minority now think that prices are stabilising or perhaps even set to increase.

It remains a volatile environment for both the housing market and for interest rates, with many forecasters revising their forecasts on both counts over recent weeks – including us. Covering the three months to April, this quarter’s survey won’t capture the impact on respondents’ expectations of the strong migration data we’ve had more recently, the Government’s Budget, or the RBNZ’s ‘dovish’ 25bps hike at its late May meeting. The largest divide among the survey’s respondents is around whether it’s a good time to buy, with roughly even numbers on either side. Twelve months ago, respondents were largely in agreement that it was a ‘bad’ time, with fear of overpaying and rising interest rates potentially big concerns. Given the magnitude of house price easing since then, it may be that more Kiwis feel there are bargains to be had – provided any further mortgage lifts prove manageable.

36 Most people return to the workplace at least 3 days a week JCDecaux New Zealand June 2023

Workers are returning to the workplace in large numbers following three years of working from home, but enjoying more flexibility than before the Covid-19 outbreak. Research by media company JCDecaux New Zealand said workers were returning to business as usual as in the post-lockdown era, with about nine out of 10 (89 percent) back in the workplace at least three days a week. About three-quarters (76 percent) were back to their regular schedule and more than half (58 percent) were spending 100 percent of the working day in the office. Commuter traffic levels were exceeding pre-pandemic levels while central business district foot traffic had returned to normal. Peak road traffic had shifted to earlier in the afternoon, as workers took advantage of increased flexibility. Mobility data indicates that the most impressions for city outbound sites can be experienced during 4pm and 5pm versus the traditional 5.30pm end of day race to the motorway. In the morning, busy commute periods continue later, some days until close to 10am. People are coming in later, leaving earlier, or doing part days vs the standard eight-hour workday.

37 Conclusions

The period covered in this compilation has been marked by the shadow of Covid. The more severe effects of Covid seemed to have finished and there has been a groping towards the post-Covid future. But many issues of the day have arisen in-between.

The studies vary in form from one-offs, to dribbles one question at a time over a series to large scale reports. Both Stuff and the NZ Herald have (rather intermittent) series of surveys. Many of the major issues of the day have been touched on:

The floods and their consequences

Covid and its aftermaths

Trust

Cost of Living

Ethnic relations and migration

Housing

Monarchy

Taxes.

But there is much more that could have been covered and the methodological standards reached could have been higher. Nevertheless, many of the studies included are of widespread interest and some of direct policy relevance.

References

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