

Thursday, 28 August 2014

## **New Zealand's biggest problems are Economic Issues (41%) while the World's most important problems are War & Terrorism (35%) just three weeks before NZ Election**

Just three weeks before New Zealand heads to a National Election, **Economic issues** (41%) are still clearly the most important problems facing **New Zealand** however the biggest problems facing the **World** today are **War & Terrorism issues** (35%) now ahead of Economic Issues for the first time ever according to the latest Roy Morgan Research qualitative and quantitative research conducted in July and August 2014.

### **New Zealand views on Problems facing New Zealand**

When asked about the most important problem facing **New Zealand**, 41% of New Zealanders mention some kind of Economic issue. This is down 3% since May 2014 but still well ahead of Social issues (24%, up 3%), Government/ Public policy/ Human rights issues (19%, up 1%) and Environmental issues (6%, down 2%).

The most important Economic issues facing **New Zealand** include Poverty / The gap between the rich and the poor (18%, unchanged), Economy/ Financial crisis/ Recession/ Inflation/ Exchange rate/ High dollar (9%, up 1%), Unemployment/ Job security (6%, down 2%) and the Cost of living/ Increasing prices/ Financial hardship/ Household debt (4%, down 1%).

Other important issues mentioned by New Zealanders are the Government/ Politicians/ Leadership/ Government spending (7%, up 1%), Social apathy/ Lack of values/ Lack of empathy towards others/ Intolerance (5%, up 1%), Housing shortage/ Affordability (4%, down 1%) and Education (4%, up 1%).

### **New Zealand views on Problems facing the World**

The biggest **World** problems are now War & Terrorism/ Security issues (mentioned by 35% of New Zealanders, up a huge 15% since May 2014), now in front of Economic issues (29%, down 5%) **for the first time ever**, Social Issues (14%, down 1%) and Environmental issues (11%, down 3%).

Among the War & Terrorism/ Security issues facing the **World** mentioned by New Zealanders included Wars and Conflicts/ Unrest (23%, up a large 11%), Religion/ Religious Conflict (5%, up 1%) and Terrorism (4%, up 2%).

Of the Economic issues facing the **World** mentioned by New Zealanders the most important are Poverty/ The gap between the rich and poor/ Imbalance of wealth (17%, up 1%), the Economy/ Financial crisis/ Recession (4%, down 3%) and Cost of living/ Increasing prices/ Financial hardship/ Household debt (3%, down 1%).

Other important issues are Social apathy/ Lack of values/ Lack of empathy towards others/ Intolerance (8%, up 1%), Climate change/ Global warming/ Ozone layer/ Greenhouse effect (5%, down 1%) and Government/ Politicians/ Political unrest/ Instability/ Greedy and corrupt governments (3%, down 1%).

### **Michele Levine says, CEO Roy Morgan says:**

*"Only three weeks before New Zealanders head to the polls to elect a new Government, Economic issues (41%, down 3% since May) are once again the most important problems facing **New Zealand**. The main Economic issues are Poverty/ The gap between the rich and the poor (18%), the Economy/ Financial crisis/ Recession/ Inflation/ Exchange rate/ High dollar (9%) and Unemployment/ Job security (6%).*

*"Social issues (24%, up 3%) and Government/ Public policy/ Human rights issues (19%, up 1%) are also mentioned by large numbers of New Zealanders, but only a few mention Environmental issues (6%, up 2%). The most important problems frequently mentioned in these areas are Government/ Politicians/ Leadership/ Government spending (7%), Social Apathy/ Lack of values/ Lack of empathy towards others/ Intolerance (5%), Education (4%) and Housing shortage/ Housing affordability (4%).*

*"The worries about Economic issues are directly reflected by the latest [ANZ-Roy Morgan New Zealand Consumer Confidence result for August](#) which shows NZ Consumer Confidence dipping to 125.5 (down 7.2pts) – **now at its lowest for nearly a year since October 2013 (122.3)**. Last week's [New Zealand Roy Morgan Poll](#) shows the National-led Government of John Key (48%) with a strong lead over a potential Labour/ Greens alliance (39%) although polling was completed largely before the recent revelations in*

Nicky Hager's controversial new book 'Dirty Politics'. Next week's New Zealand Roy Morgan Poll due out on Wednesday afternoon will show the full impact of Hager's revelations and whether they have dented Prime Minister John Key's hope at winning a third term in office.

"For the first time since we began asking this question in New Zealand in November 2010 War & Terrorism/ Security (35%, up a massive 15%) is now regarded as the most important problem facing the **World** ahead of Economic issues (29%, down 5%). Clearly the high level of global unrest in trouble-spots including the Middle East with conflict in Iraq, Syria and between Israel and Hamas in Gaza, and also the ongoing conflict in Eastern Ukraine between forces loyal to the government in Kiev and pro-Russian separatists have made a large impression on New Zealanders. Wars & Conflicts (23%) is easily the single largest problem facing the **World** mentioned by New Zealanders ahead of Poverty/ The gap between the rich and the poor/ Imbalance of wealth (17%)."

These findings come from a special New Zealand Roy Morgan survey conducted with New Zealanders aged 14+ asked what are the most important issues facing **New Zealand** and the **World** today.

In New Zealand, a cross-section of 966 men and women aged 14 or over were interviewed by telephone in July and August 2014. Respondents were asked: "Firstly, what do you think is the most important problem facing the **World** today?" and "What do you think is the most important problem facing **New Zealand** today?" The research conducted was both **qualitative** (in that people were asked to use their own words) and **quantitative** (in that the 'open-ended' responses were analysed and 'coded' so that the results could be counted and reported as percentages).

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#### Roy Morgan New Zealand Electorate Profiles

Roy Morgan New Zealand provides the most in-depth analysis of each New Zealand electorate with our New Zealand Electorate profiles. Each electorate profile answers the key questions about the electorate. Who are the electors? What are they thinking? What media do they use? Who are they voting for? What are they doing?

View a sample Roy Morgan New Zealand Electorate Profile [here](#).

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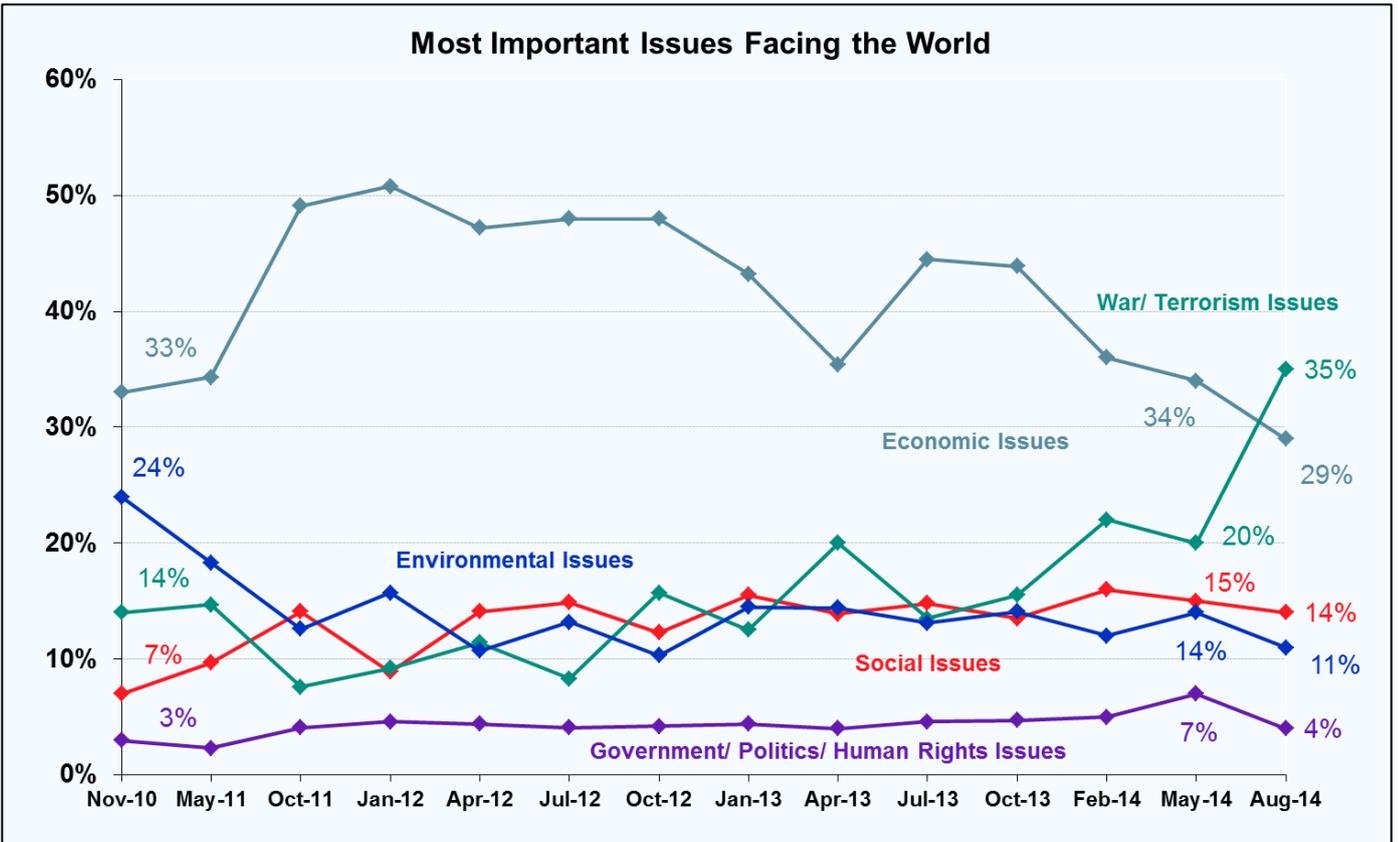
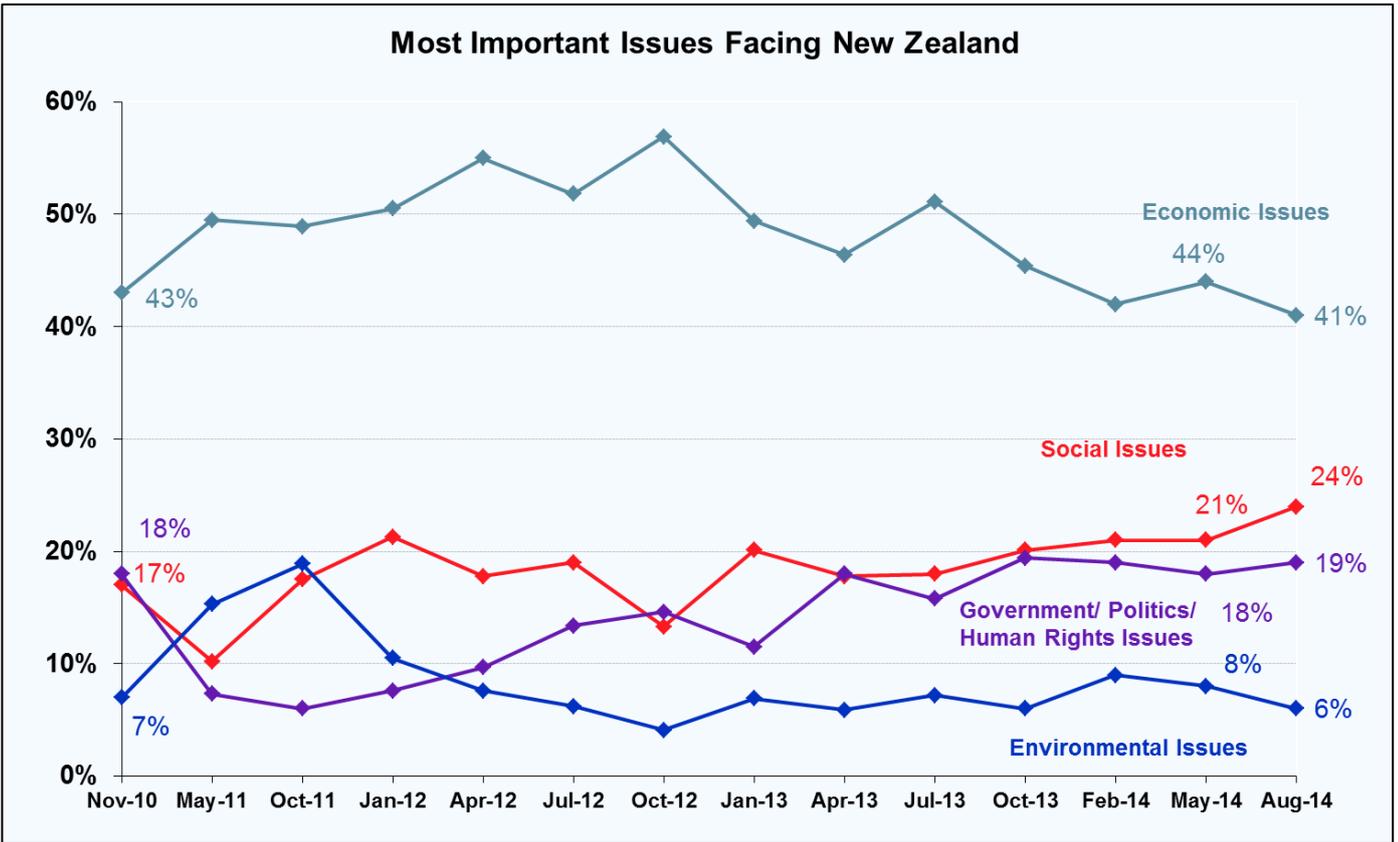
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#### Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only, and assume a simple random sample. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
<b>1,000</b>	±3.2	±2.7	±1.9	±1.4
<b>1,500</b>	±2.6	±2.2	±1.5	±1.1



## Most Important Problem Facing New Zealand

	New Zealand					
	May 2013 %	July 2013 %	Oct 2013 %	Feb 2014 %	May 2014 %	Aug 2014 %
Poverty/ The Gap Between Rich & Poor/ Imbalance of Wealth	9	15	13	16	18	18
Economy/ Financial Crisis/ Recession/ Inflation/ Exchange Rate/ High Dollar	13	13	11	10	8	9
Unemployment/ Job Security	15	13	11	7	8	6
Cost of Living/ Increasing Prices/ Financial Hardship/ Household Debt	4	7	6	5	5	4
Low Wages	2	1	1	2	2	2
^Christchurch Recovery & Rebuilding	*	1	1	*	1	1
Foreign Ownership/ Selling our Assets	3	1	3	2	1	1
Need to Increase Exports	*	1	1	*	2	1
<b>TOTAL ECONOMIC ISSUES</b>	<b>46</b>	<b>51</b>	<b>45</b>	<b>42</b>	<b>44</b>	<b>41</b>
Social Apathy/ Lack of Values/ Lack of Empathy Toward Others/ Intolerance	3	4	4	5	4	5
Child Abuse/ Lack of Care of Children/ Bringing up Children Wrongly	2	2	2	2	2	3
Crime/ Law & Order	3	1	3	2	2	3
Youth Issues such as Behaviour/ Pregnancies/ Crime/ Drinking/ Drugs/ Lack of Discipline	1	2	1	1	1	3
Breakdown of Family Unit/ Family Violence	1	1	2	2	2	2
Drugs/ Alcohol Issues/ Drink Driving	2	2	2	4	5	2
Racism/ Racial Tension	2	3	2	2	2	2
Social Welfare System	2	2	2	1	1	2
Violence/ Gangs	1	1	2	1	1	2
Greed/ Materialism	1	1	1	1	1	1
<b>TOTAL SOCIAL ISSUES</b>	<b>18</b>	<b>18</b>	<b>20</b>	<b>21</b>	<b>21</b>	<b>24</b>
Government/ Politicians/ Leadership/ Government Spending	9	7	8	8	6	7
Education	1	1	2	3	3	4
Housing shortage/ Housing affordability	2	3	6	3	5	4
Immigration/ Refugees	1	2	1	2	2	2
Benefits Given to the Maori/ Inequality Between Maori and Other Ethnic Groups	2	1	1	1	1	1
Health Issues/ Disease/ Obesity/ Poor Health	1	1	1	1	1	1
Health System/ Shortage of Doctors/ Health Services	1	1	*	1	1	1
Not enough people/ People leaving New Zealand	1	*	1	1	1	1
<b>TOTAL GOVERNMENT/ PUBLIC POLICY/ HUMAN RIGHTS ISSUES</b>	<b>17</b>	<b>15</b>	<b>19</b>	<b>19</b>	<b>18</b>	<b>19</b>
^Christchurch Recovery & Rebuilding	*	1	1	*	1	1
Christchurch Earthquake & Damage	*	*	-	*	*	-
<b>TOTAL CHRISTCHURCH ISSUES</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>
Climate Change/ Global Warming	2	1	1	2	1	2
Environmental Issues/ Degradation	2	1	3	4	2	2
Environmental Pollution/ Water Pollution	1	*	1	1	2	1
(Other) Natural Disasters/ Earthquakes/ Tsunamis/ Floods/ Volcanic Eruptions	1	3	1	2	1	1
<b>TOTAL ENVIRONMENTAL ISSUES (INCLUDING CHRISTCHURCH)</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>8</b>	<b>6</b>
Other	2	1	*	*	*	-
Can't say	10	8	10	8	10	10
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

\*Less than 1%. ^ (Christchurch Recovery & Rebuilding included in both Economic & Environmental Issues).

## Most Important Problem Facing the World

	The World					
	May	July	Oct	Feb	May	Aug
	2013	2013	2013	2014	2014	2014
	%	%	%	%	%	%
Wars & Conflicts/ Unrest	10	7	10	11	12	23
Religion/ Religious Conflict	4	4	3	7	4	5
Terrorism	6	2	2	2	2	4
Peace/ Lack of World Peace	1	2	1	3	2	3
<b>TOTAL WAR &amp; TERRORISM/ SECURITY ISSUES</b>	<b>20</b>	<b>14</b>	<b>16</b>	<b>22</b>	<b>20</b>	<b>35</b>
Poverty/ The Gap Between Rich & Poor/ Imbalance of Wealth	10	17	16	18	16	17
Economy/ Financial Crisis/ Recession	11	15	17	8	7	4
Cost of Living/ Increasing Prices/ Financial Hardship/ Household Debt	4	3	3	3	4	3
Over-population	4	4	3	4	3	3
Food Shortages/ Feeding the People	3	3	2	2	3	2
Unemployment/ Job Security	4	4	3	1	1	1
<b>TOTAL ECONOMIC ISSUES</b>	<b>35</b>	<b>45</b>	<b>44</b>	<b>36</b>	<b>34</b>	<b>29</b>
Social Apathy/ Lack of Values/ Lack of Empathy Toward Others/ Intolerance	6	7	5	9	7	8
Greed	2	2	4	2	3	2
Violence	2	2	1	2	1	2
Crime/ Law & Order	2	2	1	1	1	1
Drug/ Alcohol Issues/ Drink Driving	1	1	1	1	1	1
Racism/ Racial Tension	1	*	1	2	1	1
Lack of Religious or Spiritual Values	1	1	2	1	1	*
<b>TOTAL SOCIAL ISSUES</b>	<b>15</b>	<b>16</b>	<b>14</b>	<b>16</b>	<b>15</b>	<b>14</b>
Climate Change/ Global Warming/ Ozone Layer/ Greenhouse Effect	6	6	7	5	6	5
Environmental Pollution	1	1	1	2	3	2
Famine/ Hunger/ Starvation	4	3	4	2	3	2
Environmental Issues/ Changes/ Degradation	2	2	2	1	1	1
Natural Disasters – Earthquakes/ Tsunamis/ Floods/ Volcanic Eruptions	1	2	1	1	2	1
<b>TOTAL ENVIRONMENTAL ISSUES</b>	<b>14</b>	<b>13</b>	<b>14</b>	<b>12</b>	<b>14</b>	<b>11</b>
Government/ Politicians/ Political Unrest/ Instability/ Greedy & Corrupt Governments	3	4	3	4	4	3
Education	*	1	1	1	2	2
Health Issues/ Disease/ Obesity/ Poor Health	1	1	1	1	2	*
<b>TOTAL GOVERNMENT/ PUBLIC POLICY/ HUMAN RIGHTS ISSUES</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>4</b>
Energy Crisis/ Fuel Shortage/ Need Renewable Energy Sources	1	*	1	1	1	1
Shortage of Resources/ Consumption of Resources	1	1	1	1	1	1
Water Shortage/ Clean Water	1	1	1	*	*	1
<b>TOTAL ENERGY/ RESOURCE ISSUES</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
Other	1	1	1	*	1	*
Can't say	9	3	4	7	7	5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

\*Less than 1%.