Essential. RESEARCH

Project Name	**Essential Report Omnibus Poll**
General Project Details	
Research Company	Essential Research
End client/Commissioned by	n/a
Project dates	See below
Australia Polling Council compliant	Yes
Sample Details	
Sample source	Online panel sample supplied by Dynata
Data collection	100% online
Sample size	See below
Target population	New Zealanders aged 18+
Quotas	Representative of target population. Quotas applied for age, gender and location
Weighting information	
Weighting applied to final/published results	Yes
Weighting methodology	RIM and cell weighting
Weighting variables	Age/Gender/Location/2023 Vote
Weighting target source	Statistics New Zealand and New Zealand Electoral Commission*
Effective sample size	See below
Weighting efficiency	See below
Margin of Error (Effective sample size)	See below
Question information	
Statement randomisation	Where respondents are required to provide ratings to a list of statements (or select from a list of other items) the statements (or other items) are randomised. For some surveys the statements/items are presented in 'carousel' format this means that the respondents can only see one statement/item at a time. To identify which questions are randomised look for the **RANDOMISE** instruction the questionnaire below.

*Further analysis will be undertaken based on the final election results.

Individual Survey Details

Publication Date	Fieldwork: start date	Fieldwork: end date	Target sample	Sample size	Margin of error	Weighting efficiency	Effective sample size
15-Nov-23	9-Nov-23	12-Nov-23	National	1193	±2.8%	90%	1000
11-Oct-23	4-Oct-23	8-Oct-23	National	1200	±2.8%	97%	1162
13-Sep-23	6-Sep-23	10-Sep-23	National	1154	±2.9%	96%	1108
9-Aug-23	2-Aug-23	6-Aug-23	National	1163	±2.9%	97%	1136

Essential Poll NZ

DEM1. Are you...

1. Male
2. Female
3. Prefer to identify as:
_____

DEM2. Which of these age groups do you fall into?

1. 17 years and under (terminate)
2. 18-19
3. 20-24
4. 25-29
5. 30-34
6. 35-39
7. 40-44
8. 45-49
9. 50-54
10. 55-59
11. 60-64
12. 65-69
13. 70-74
14. 75 and over
15. Prefer not to answer (terminate)
_____

DEM3. Which of the following regions best describes where you live?

1. Northland Region
2. Auckland Region
3. Waikato Region
4. Bay of Plenty Region
5. Gisborne Region
6. Taranaki Region
7. Manawatu-Wanganui Region
8. Hawke's Bay Region
9. Wellington Region
10. Marlborough Region
11. Tasman/Nelson Region
12. West Coast Region
13. Canterbury Region
14. Otago Region
15. Southland Region

[IF DEM3=1 (Northland Region) ASK]
DEM3_1. Which of the following best describes which area of Northland you live in?

1. Far North District
2. Whangarei District
3. Kaipara District
4. Other (specify)
5. Unsure
_____

[IF DEM3=2 (Auckland Region) ASK]
DEM3_2a. Which Local Board Area do you live in?

North:
1. Rodney
2. Hibiscus and Bays
3. Upper Harbour
4. Kaipatiki
5. Devonport-Takapuna

West:
6. Henderson-Massey
7. Waitakere Ranges

Gulf Islands:
8. Great Barrier
9. Waiheke

Central:
10. Waitemata
11. Whau
12. Albert-Eden
13. Puketapapa
14. Orakei
15. Maungakiekie-Tamaki

East:
16. Howick

South:
17. Mangere-Otahuhu
18. Otara-Papatoetoe
19. Manurewa
20. Papakura
21. Franklin

22. Unsure
_____

[IF DEM3_2a=22 (Unsure) ASK]
DEM3_2b. Since you are unsure about your Local Board Area, which general location of Auckland do you live in?

1. North
2. West
3. Gulf Islands
4. Central
5. East
6. South
7. Unsure

_____

[IF DEM3=3 (Waikato Region) ASK]
DEM3_3. Which of the following best describes which area of Waikato you live in?

1. Franklin District
2. Thames-Coromandel District
3. Hauraki District
4. Waikato District
5. Matamata-Piako District
6. Hamilton City
7. Waipa District
8. Otorohanga District
9. South Waikato District
10. Waitomo District
11. Taupo District
12. Other (specify)
13. Unsure

_____

[IF DEM3=4 (Bay of Plenty Region) ASK]
DEM3_4. Which of the following best describes which area of Bay of Plenty you live in?

1. Western Bay of Plenty District
2. Tauranga City
3. Rotorua District
4. Whakatane District
5. Kawerau District
6. Opotiki District
7. Taupo District
8. Other (specify)
9. Unsure

_____

[IF DEM3=6 (Taranaki Region) ASK]
DEM3_6. Which of the following best describes which area of Taranaki you live in?

1. New Plymouth District
2. Stratford District
3. South Taranaki District
4. Other (specify)
5. Unsure

_____

[IF DEM3=7 (Manawatu-Wanganui Region) ASK]
DEM3_7. Which of the following best describes which area of the Manawatu-Wanganui Region you live in?

1. Ruapehu District
2. Wanganui District
3. Manawatu District
4. Palmerston North City
5. Tararua District
6. Horowhenua District
7. Waitomo District
8. Taupo District
9. Other (specify)
10. Unsure

_____

[IF DEM3=8 (Hawke's Bay Region) ASK]
DEM3_8. Which of the following best describes which area of Hawke's Bay you live in?

1. Wairoa District
2. Hastings District
3. Napier City
4. Central Hawke's Bay District
5. Rangitikei District
6. Taupo District
7. Other (specify)
8. Unsure

_____

[IF DEM3=9 (Wellington Region) ASK]
DEM3_9. Which of the following best describes which area of Wellington you live in?

1. Kapiti Coast District
2. Porirua City
3. Upper Hutt City
4. Lower Hutt City
5. Wellington City
6. Masterton District
7. Carterton District
8. South Wairarapa District
9. Tararua District
10. Other (specify)
11. Unsure

_____

[IF DEM3=11 (Tasman/Nelson region) ASK]
DEM3_11. Which of the following best describes which area of Tasman or Nelson you live in?

1. Tasman District
2. Nelson City
3. Other (specify)
4. Unsure

_____

[IF DEM3=12 (West Coast region) ASK]
DEM3_12. Which of the following best describes which area of the West Coast you live in?

1. Buller District
2. Grey District
3. Westland District
4. Other (specify)
5. Unsure

_____
[IF DEM3=13 (Canterbury Region) ASK]
DEM3_13. Which of the following best describes which area of Canterbury you live in?

1. Kaikoura District
2. Hurunui District
3. Waimakariri District
4. Christchurch City
5. Selwyn District
6. Ashburton District
7. Timaru District
8. Mackenzie District
9. Waimate District
10. Waitaki District
11. Other (specify)
12. Unsure

_____
[IF DEM3=14 (Otago Region) ASK]
DEM3_14. Which of the following best describes which area of Otago you live in?

1. Central Otago District
2. Queenstown-Lakes District
3. Dunedin City
4. Clutha District
5. Waitaki District
6. Other (specify)
7. Unsure

_____
[IF DEM3=15 (Southland Region) ASK]
DEM3_15. Which of the following best describes which area of Southland you live in?

1. Southland District
2. Gore District
3. Invercargill City
4. Other (specify)
5. Unsure

_____

Q1. Generally speaking, are things in New Zealand heading in the right direction or are they off on the wrong track?

1. Right direction
2. Wrong track
3. Unsure

_____

V1NEW. Were you enrolled to vote in the 2023 General Election?

1. Yes
2. No
3. Unsure

_____

If V1NEW=1 ask:
V2NEW. Under MMP you have two votes. One for the candidate in the electorate you are enrolled in, and the second for a political party.

To which party did you give your PARTY vote to in the 2023 General Election?

1.   National Party
2.   Labour Party
3.   ACT Party
4.   Green Party
5.   NZ First Party
6.   Te Pāti Māori / Māori Party
7.   The Opportunities Party (TOP)
8.   Unsure
10.   Other (specify)

_____

If V1NEW=1
V4. And, thinking back to the 2020 election when Jacinda Ardern was leader of the Labour Party and Judith Collins was leader of the National Party, which party did you vote for in 2020?
[SINGLE RESPONSE. RANDOMISE 1 AND 2. ALPHABETISE RESPONSES 3 TO 7. UNSURE, DID NOT VOTE AND OTHER TO REMAIN AT THE END]

1. National Party
2. Labour Party
3. ACT Party
4. Green Party
5. NZ First Party
6. Te Pāti Māori / Māori Party
7. The Opportunities Party (TOP)
8. Unsure
9. Did not vote
10. Other (specify)

_____

[ASK ALL]
LLG1. Overall, how much do you think the 2017-2023 Labour-led government achieved?
1. A lot
2. A fair amount
3. Not that much
4. Hardly anything
5. Unsure

_____
[ASK ALL]
QLEADER. On a scale of 0 to 10, where **0 is strongly negative** and **10 is strongly positive**, please indicate how you feel about each of the following people.

[SINGLE RESPONSE. RANDOMISE A & B. 11-POINT SCALE (0 to 10). LABEL END POINTS "0 – Strongly negative", "10 – Strongly positive". NUMBER ALL OTHER POINTS. INCLUDE "Unsure (11)" and "Never heard of (12)" AFTER 10].

a. Leader of the Labour Party – Chris Hipkins
b. Leader of the National Party – Chris Luxon

_____
QOTHERS. On a scale of 0 to 10, where **0 is strongly negative** and **10 is strongly positive**, please indicate how you feel about each of the following people.

[SINGLE RESPONSE. RANDOMISE A to F. 11-POINT SCALE (0 to 10). LABEL END POINTS "0 – Strongly negative", "10 – Strongly positive". NUMBER ALL OTHER POINTS. INCLUDE "Unsure (11)" and "Never heard of (12)" AFTER 10].

a. Green Party Co-leader – Marama Davidson
b. Green Party Co-leader – James Shaw
c. ACT Party Leader – David Seymour
d. NZ First Party Leader – Winston Peters
e. Te Pāti Māori / Māori Party Co-leader – Rawiri Waititi
f. Te Pāti Māori / Māori Party Co-leader – Debbie Ngarewa-Packer

_____

[ASK ALL]
QISSUESr1: When it comes to winning your support ~~in the October 2023 election~~, how important are a political party's solutions to each of the following issues?
[CAROUSEL DISPLAY – RANDOMISE STATEMENTS]

Reducing traffic congestion
Accessing health services
Cleaning up rivers and lakes
Improving mental health services
Managing the economy
Ensuring a fair tax system
Improving education outcomes
Reducing the gap between rich and poor
Reducing cost of living pressures
Sorting out the housing crisis
Taking real action on climate change
Addressing the crime rate
Protecting at risk and vulnerable children

1 Not important at all
2
3
4
5 Very important
_____
QISSUES2. Even though negotiations aren't yet finalised, what sort of impact do you expect the National-led government to have on each of these issues?
[CAROUSEL DISPLAY – RANDOMISE STATEMENTS]

Reducing traffic congestion
Accessing health services
Cleaning up rivers and lakes
Improving mental health services
Managing the economy
Ensuring a fair tax system
Improving education outcomes
Reducing the gap between rich and poor
Reducing cost of living pressures
Sorting out the housing crisis
Taking real action on climate change
Addressing the crime rate
Protecting at risk and vulnerable children

1. They'll make things worse
2. They'll make a genuine effort to improve things, but probably won't succeed
3. They'll make things better
4. Unsure

_____

COAL2. How confident are you that the National, Act and New Zealand First parties will be able to work constructively together as coalition partners?

1 Not confident at all
2
3
4
5 Very confident

_____

NV1. As you may be aware, the National Party plan to cut the number of public service employees in order to reduce government spending. Which of the following is closer to your own view:

1. The National-led government will be able to get the balance right, that is, the public service will perform well even though there are fewer staff
2. The National-led government won't get the balance right, that is, the public service will perform poorly with fewer staff
3. Unsure

_____

D12. And which of the following best describes the type of household you currently live in?
[SINGLE RESPONSE]

1. Single without children
2. Couple with no children
3. Group household with no children
4. Mix of adults - no children under 18 years in the household
5. Young family - mainly dependent pre-school kids
6. Middle family - mainly dependent school aged kids
7. Older family - mainly dependent teenagers or older still at home
8. Single or couple whose children have left home
9. Other

_____

E689. For each of the following, please indicate whether you are comfortably able to afford it, finding it a bit difficult to afford or really struggling to afford it.
[SINGLE RESPONSE PER STATEMENT. RANDOMISE STATEMENTS]

a. Petrol
b. Housing expenses (e.g. paying mortgage or rent)
c. Groceries and food
d. Utility bills (e.g. electricity, gas and water)
e. Insurances
f. School education costs (e.g. school fees, excursions and uniforms) [ASK IF D12=5, 6 or 7]
g. Childcare and early childhood education costs [ASK IF D12=5, 6 or 7]

1. Comfortably able to afford it
2. Finding it a bit difficult to afford
3. Really struggling to afford it
4. I do not have this expense

_____

_____

E694. Regardless of whether New Zealand has a National-led or Labour-led government, how much difference do you think they can make to the cost of living?

1. A lot
2. A fair amount
3. Not that much
4. Hardly anything
5. Unsure

_____

MEDIA3. Over the past few days how closely have you been following New Zealand politics in the media?
1 Very closely
2
3
4
5 Not closely at all

_____

OUTRO. DISPLAY.
We're almost to the end of the survey, but we need to ask a few more questions to ensure we have a representative sample.

_____

WORK. What is your current work status?
Are you working full-time, part-time or are you retired?

1. Full time paid work
2. Part-time paid work
3. Retired
4. Unpaid work
5. Unemployed
6. Student
7. Prefer not to answer

_____

YOB. In which year were you born?
FOUR DIGIT BOX. RANGE BETWEEN 1920 – 2005.

_____

DEM4. Which of the following currently apply to you / your household?
[SINGLE RESPONSE PER STATEMENT. RANDOMISE STATEMENTS]

a. I have dependent children under the age of 18 [ONLY SHOW IF D12=5,6,7]
b. Our household receives Working for Families payments [ONLY SHOW IF D12=5,6,7]
d. Own at least one residential rental property (with or without a mortgage)
e. I was born in New Zealand
f. Reside in a rural area
g. I have a student loan
h. I have private health insurance
i. I am a member of a trade union
k. I have a KiwiSaver fund

1. Yes
2. No
3. Unsure

_____

D24. Which of the following best describes how you feel about your current financial circumstances?

1. Comfortable. I don't have to worry about paying bills, I have savings and enough to buy luxuries
2. Secure. I'm able to pay bills and usually have money spare for savings or buying luxuries
3. Struggling a bit. I have to watch the budget to make sure there's enough money for all the bills
4. In serious difficulty. Being able to pay all the bills is a regular concern

_____

D22.   Which of the following best describes your current living situation?
SINGLE RESPONSE

1. Live in your own home
2. Rent
3. Other

_____

D25.   Are you currently paying off a mortgage/home loan?
SINGLE RESPONSE

1. Yes
2. No

_____

HINC. What is the approximate combined before tax income in your household?

1. $20,000 or less
2. $20,001-30,000
3. $30,001-40,000
4. $40,001-50,000
5. $50,001-70,000
6. $70,001-100,000
7. $100,001-150,000
8. More than $150,000
9. Income was nil/or made a loss
10. Prefer not to answer

_____

PINC. What is your total personal income, including income support, before tax?

1. Less than $15,000
2. $15,000-25,000
3. $25,001-30,000
4. $30,001-40,000
5. $40,001-50,000
6. $50,001-70,000
7. $70,001-100,000
8. More than $100,000
9. Income was nil/or made a loss
10. Prefer not to answer

_____

ETH1. Which of the following ethnic groups do you belong to?
One or several groups may apply to you.
[MULTIPLE RESPONSE]

1. Māori
2. NZ European
3. British
4. Irish
5. Other European
6. Pacific Island
7. Chinese
8. Indian
9. Filipino
10. Other, please specify:
11. Prefer not to answer [SINGLE]

_____
[IF ETH1='Māori' AND V1<=2 ASK]
ETH2. Are you enrolled on the Māori Electoral Roll or the General Electoral Roll?

1. Māori Electoral Roll
2. General Electoral Roll
3. Unsure

_____
[ASK ALL]
EDUNEW. What is your highest qualification?
1. No qualification
3. Certificate levels I-IV
4. Level 5 or 6 diploma
5. Bachelor degree / Level 7 qualification
7. Post-graduate degree / Honors degree
8. Masters degree / Doctorate degree
9. Other (please specify)
10. I prefer not to answer

_____
AESB1V Generally speaking, do you usually think of yourself as a supporter of...
[RANDOMISE TOP 2]

1. National Party
2. Labour Party
3. ACT Party
4. Green Party
5. NZ First Party
6. Te Pāti Māori / Māori Party
7. The Opportunities Party (TOP)
8. Other (specify)
9. No party
10. Prefer not to answer

_____

CITIZEN What is your current status in New Zealand?

1. New Zealand citizen
2. Permanent resident
3. Temporary resident
4. Other
5. Unsure
6. Prefer not to answer
_____
PCODE. What is your postcode?

FOUR DIGIT BOX

Unsure
_____
COMMENTS. Thank you for your time. If you have any further feedback you would like to give, please record your responses below.
[NOT COMPULSORY]
_____