

COST OF LIVING POLL June 2022

- CLIENT:** Family First New Zealand
- POLL DATES:** Wed 1 to Sun 12 June 2022. The median response was collected on Wed 08 June 2022.
- TARGET POPULATION:** Eligible New Zealand voters.
- SAMPLE POPULATION:** Eligible New Zealand voters who are contactable on a landline or mobile phone or online panel.
- SAMPLE SIZE:** 1,200 respondents agreed to participate – 700 via phone and 500 via online panel.
- SAMPLE SELECTION:** A random selection of 20,000 nationwide phone numbers and a random selection from the online panel.
- WEIGHTING:** The results are weighted to reflect the overall voting adult population in terms of gender, age, and area.
- SAMPLE ERROR:** Based on this sample of 1,200 respondents, the maximum sampling error (for a result of 50%) is +/- 2.8%, at the 95% confidence level.
- CODE COMPLIANCE:** This poll was conducted in accordance with the Research Association New Zealand Code of Practice and the International Chamber of Commerce/European Society for Opinion and Market Research Code on Market and Social Research.

To what extent are you concerned about the cost of living over the next six months for each of the following with the options being very concerned, fairly concerned, not very concerned and not at all concerned

The country as a whole

You personally

People in the area you live in

		Count	Col %
Cost of living concern - country as a whole	Very concerned	597	52%
	Fairly concerned	407	36%
	Not very concerned	88	8%
	Not at all concerned	15	1%
	Unsure	38	3%
	Total	1146	100%
Cost of living concern - you personally	Very concerned	371	32%
	Fairly concerned	404	35%
	Not very concerned	242	21%
	Not at all concerned	102	9%
	Unsure	26	2%
	Total	1145	100%
Cost of living concern - people in your local areas	Very concerned	409	36%
	Fairly concerned	436	38%
	Not very concerned	196	17%
	Not at all concerned	60	5%
	Unsure	44	4%
	Total	1145	100%

88% are very or fairly concerned about cost of living impacting the country as a whole, 67% about impacting them personally and 74% impacting people in their local areas.

		Gender	
		Female	Male
		Col %	Col %
Cost of living concern - country as a whole	Very concerned	57%	47%
	Fairly concerned	32%	39%
	Not very concerned	7%	8%
	Not at all concerned	1%	2%
	Unsure	3%	3%
Cost of living concern - you personally	Very concerned	35%	30%
	Fairly concerned	35%	35%
	Not very concerned	21%	21%
	Not at all concerned	6%	12%
	Unsure	2%	2%
Cost of living concern - people in your local areas	Very concerned	40%	31%
	Fairly concerned	35%	41%
	Not very concerned	18%	16%
	Not at all concerned	4%	7%
	Unsure	3%	5%

		Age		
		18 - 39	40 - 59	60+
		Col %	Col %	Col %
Cost of living concern - country as a whole	Very concerned	49%	53%	53%
	Fairly concerned	37%	35%	35%
	Not very concerned	9%	5%	10%
	Not at all concerned	0%	3%	1%
	Unsure	5%	4%	2%
Cost of living concern - you personally	Very concerned	38%	33%	28%
	Fairly concerned	36%	38%	32%
	Not very concerned	18%	20%	24%
	Not at all concerned	4%	7%	15%
	Unsure	4%	2%	1%
Cost of living concern - people in your local areas	Very concerned	37%	36%	34%
	Fairly concerned	35%	41%	38%
	Not very concerned	22%	13%	17%
	Not at all concerned	2%	6%	7%
	Unsure	4%	4%	4%

		Area					
		Akl	Wgtn	Chch	Prov Cities	Towns	Rural
		Col %	Col %	Col %	Col %	Col %	Col %
Cost of living concern - country as a whole	Very concerned	51%	59%	45%	53%	53%	52%
	Fairly concerned	38%	32%	47%	33%	32%	38%
	Not very concerned	7%	4%	5%	9%	13%	3%
	Not at all concerned	1%	0%	0%	1%	0%	5%
	Unsure	3%	5%	3%	5%	2%	2%
Cost of living concern - you personally	Very concerned	39%	30%	29%	28%	34%	29%
	Fairly concerned	33%	39%	20%	43%	29%	41%
	Not very concerned	19%	25%	37%	21%	21%	15%
	Not at all concerned	5%	6%	11%	7%	13%	13%
	Unsure	4%	0%	3%	2%	2%	2%
Cost of living concern - people in your local areas	Very concerned	32%	42%	24%	36%	38%	40%
	Fairly concerned	38%	31%	47%	42%	32%	41%
	Not very concerned	20%	16%	20%	14%	22%	10%
	Not at all concerned	4%	6%	6%	5%	5%	7%
	Unsure	6%	5%	3%	3%	3%	2%

		Deprivation		
		Least	Moderate	Most
		Col %	Col %	Col %
Cost of living concern - country as a whole	Very concerned	50%	52%	54%
	Fairly concerned	35%	36%	35%
	Not very concerned	11%	6%	8%
	Not at all concerned	0%	2%	1%
	Unsure	4%	3%	3%
Cost of living concern - you personally	Very concerned	35%	30%	35%
	Fairly concerned	30%	38%	37%
	Not very concerned	24%	20%	21%
	Not at all concerned	10%	10%	5%
	Unsure	2%	2%	2%
Cost of living concern - people in your local areas	Very concerned	35%	34%	39%
	Fairly concerned	35%	40%	39%
	Not very concerned	21%	15%	16%
	Not at all concerned	6%	7%	2%
	Unsure	4%	4%	4%

		Probed Party Vote				
		National	Labour	ACT	Greens	Unsure
		Col %	Col %	Col %	Col %	Col %
Cost of living concern - country as a whole	Very concerned	67%	39%	50%	46%	40%
	Fairly concerned	27%	44%	39%	45%	33%
	Not very concerned	5%	12%	4%	8%	5%
	Not at all concerned	0%	2%	4%	0%	8%
	Unsure	1%	3%	3%	1%	13%
Cost of living concern - you personally	Very concerned	38%	28%	27%	38%	21%
	Fairly concerned	37%	30%	40%	34%	39%
	Not very concerned	18%	28%	18%	19%	19%
	Not at all concerned	6%	12%	15%	7%	14%
	Unsure	1%	2%	1%	2%	8%
Cost of living concern - people in your local areas	Very concerned	45%	29%	34%	35%	29%
	Fairly concerned	38%	38%	29%	43%	34%
	Not very concerned	13%	22%	21%	16%	16%
	Not at all concerned	2%	6%	14%	3%	8%
	Unsure	2%	5%	2%	2%	13%

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