

Cost of Living Poll October 2023

CLIENT:	NZ Taxpayers' Union
POLL DATES:	Tue 03 Oct to Wed 04 Oct 2023. The median response was collected on Wed 04 Oct 2023.
TARGET POPULATION:	Eligible New Zealand voters.
SAMPLE POPULATION:	Eligible New Zealand voters who are contactable on an online panel.
SAMPLE SIZE:	1,000 respondents agreed to participate via online panel.
SAMPLE SELECTION:	A random selection from an online panel (that complies with ESOMAR guidelines for online research)
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 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 3.1%, at the 95% confidence level. Results for sub-groups such as age and area will have a much higher margin of error and not seen as precise.
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.

Do you believe the cost of living has increased significantly in the past year?

		Count	Col %
Do you believe the cost of living has increased significantly in the past year?	Yes, significantly	854	85%
	Yes, moderately	136	14%
	No, it has remained the same	7	1%
	No, it has decreased	1	0%
	Not sure	1	0%
	Total	1000	100%

99% of respondents say the cost of living has increased in the last year with 85% saying it has increased significantly. Only 1% say it has remained the same.

		Gender:	
		Male	Female
		Col %	Col %
Do you believe the cost of living has increased significantly in the past year?	Yes, significantly	82%	89%
	Yes, moderately	17%	10%
	No, it has remained the same	0%	1%
	No, it has decreased	0%	0%
	Not sure	0%	0%

More women than men say it has increased significantly.

		Age		
		18 - 34	35 - 54	55+
		Col %	Col %	Col %
Do you believe the cost of living has increased significantly in the past year?	Yes, significantly	89%	86%	84%
	Yes, moderately	8%	14%	16%
	No, it has remained the same	2%	0%	0%
	No, it has decreased	0%	0%	0%
	Not sure	0%	0%	0%

		Area				
		Akl Col %	Wlg Col %	Chch Col %	Prov Cities Col %	Towns/Rur al Col %
Do you believe the cost of living has increased significantly in the past year?	Yes, significantly	85%	78%	85%	81%	90%
	Yes, moderately	14%	18%	14%	18%	10%
	No, it has remained the same	1%	4%	1%	0%	0%
	No, it has decreased	0%	0%	0%	0%	0%
	Not sure	0%	0%	0%	1%	0%

		HH Income					
		>\$35k Col %	\$35k- \$50k Col %	\$50k- \$75k Col %	\$75k- \$100k Col %	\$100k- \$150k Col %	\$150k+ Col %
Do you believe the cost of living has increased significantly in the past year?	Yes, significantly	85%	87%	85%	82%	86%	89%
	Yes, moderately	12%	11%	15%	18%	14%	10%
	No, it has remained the same	2%	2%	0%	0%	0%	1%
	No, it has decreased	1%	0%	0%	0%	0%	0%
	Not sure	1%	0%	0%	0%	0%	0%

		2020 PV			
		National Col %	Labour Col %	ACT Col %	The Greens Col %
Do you believe the cost of living has increased significantly in the past year?	Yes, significantly	89%	84%	83%	77%
	Yes, moderately	10%	14%	17%	23%
	No, it has remained the same	1%	1%	0%	0%
	No, it has decreased	0%	0%	0%	0%
	Not sure	0%	0%	0%	0%

Which of the following expenses have you noticed an increase in? (Select all that apply)

		Count	Col %
Rent/Mortgage	Yes	531	53%
	No	468	47%
Utilities	Yes	680	68%
	No	319	32%
Food	Yes	977	98%
	No	23	2%
Healthcare	Yes	355	36%
	No	644	64%
Education	Yes	95	10%
	No	904	90%
Petrol	Yes	900	90%
	No	100	10%
Other	Yes	49	5%
	No	951	95%

In order, the areas of expenditure people have most noticed an increase in are:

1. Food 98%
2. Petrol 90%
3. Utilities 68%
4. Rent/Mortgage 53%
5. Healthcare 36%
6. Education 10%
7. Other 5%

		Gender:	
		Male	Female
		Col %	Col %
Rent/Mortgage	Yes	48%	59%
	No	52%	41%
Utilities	Yes	63%	74%
	No	37%	26%
Food	Yes	98%	98%
	No	2%	2%
Healthcare	Yes	36%	35%
	No	64%	65%
Education	Yes	10%	9%
	No	90%	91%
Petrol	Yes	90%	90%
	No	10%	10%
Other	Yes	6%	4%
	No	94%	96%

Women more likely to have noticed increases in housing or utilities costs.

		Age		
		18 - 34	35 - 54	55+
		Col %	Col %	Col %
Rent/Mortgage	Yes	70%	62%	39%
	No	30%	38%	61%
Utilities	Yes	65%	66%	71%
	No	35%	34%	29%
Food	Yes	96%	98%	98%
	No	4%	2%	2%
Healthcare	Yes	36%	40%	33%
	No	64%	60%	67%
Education	Yes	13%	14%	5%
	No	87%	86%	95%
Petrol	Yes	90%	88%	92%
	No	10%	12%	8%
Other	Yes	1%	6%	6%
	No	99%	94%	94%

Younger respondents more likely to have had rent/mortgage and education increases.

		Area				
		Akl Col %	Wlg Col %	Chch Col %	Prov Cities Col %	Towns/Ru ral Col %
Rent/Mortgage	Yes	60%	65%	55%	56%	44%
	No	40%	35%	45%	44%	56%
Utilities	Yes	69%	71%	60%	70%	67%
	No	31%	29%	40%	30%	33%
Food	Yes	96%	96%	98%	99%	98%
	No	4%	4%	2%	1%	2%
Healthcare	Yes	31%	37%	39%	42%	34%
	No	69%	63%	61%	58%	66%
Education	Yes	11%	13%	10%	8%	8%
	No	89%	87%	90%	92%	92%
Petrol	Yes	87%	85%	89%	93%	91%
	No	13%	15%	11%	7%	9%
Other	Yes	3%	3%	3%	7%	5%
	No	97%	97%	97%	93%	95%

		HH Income					
		>\$35k Col %	\$35k- \$50k Col %	\$50k- \$75k Col %	\$75k- \$100k Col %	\$100k- \$150k Col %	\$150k+ Col %
Rent/Mortgage	Yes	53%	35%	48%	60%	66%	57%
	No	47%	65%	52%	40%	34%	43%
Utilities	Yes	64%	56%	71%	69%	76%	70%
	No	36%	44%	29%	31%	24%	30%
Food	Yes	97%	99%	98%	96%	98%	97%
	No	3%	1%	2%	4%	2%	3%
Healthcare	Yes	29%	34%	36%	34%	42%	36%
	No	71%	66%	64%	66%	58%	64%
Education	Yes	12%	6%	9%	11%	12%	7%
	No	88%	94%	91%	89%	88%	93%
Petrol	Yes	82%	90%	91%	89%	94%	91%
	No	18%	10%	9%	11%	6%	9%
Other	Yes	4%	4%	6%	6%	4%	7%
	No	96%	96%	94%	94%	96%	93%

		2020 PV			
		National Col %	Labour Col %	ACT Col %	The Greens Col %
Rent/Mortgage	Yes	48%	58%	27%	52%
	No	52%	42%	73%	48%
Utilities	Yes	70%	69%	58%	73%
	No	30%	31%	42%	27%
Food	Yes	96%	99%	98%	100%
	No	4%	1%	2%	0%
Healthcare	Yes	39%	34%	35%	30%
	No	61%	66%	65%	70%
Education	Yes	12%	10%	0%	17%
	No	88%	90%	100%	83%
Petrol	Yes	94%	90%	89%	84%
	No	6%	10%	11%	16%
Other	Yes	6%	4%	4%	5%
	No	94%	96%	96%	95%

How has the rising cost of living affected your ability to save for emergencies?

		Count	Col %
How has the rising cost of living affected your ability to save for emergencies?	I can't save at all	442	44%
	I can save, but less than before	468	47%
	No impact on my ability to save	79	8%
	I've increased my emergency savings	11	1%
	Total	1000	100%

44% of respondents say they can't save at all due to the cost of living, and 47% are saving less. So 91% are having their savings impacted.

		Gender:	
		Male	Female
		Col %	Col %
How has the rising cost of living affected your ability to save for emergencies?	I can't save at all	38%	51%
	I can save, but less than before	51%	42%
	No impact on my ability to save	10%	5%
	I've increased my emergency savings	1%	1%

More women than men say they can't save at all due to cost of living.

		Age		
		18 - 34	35 - 54	55+
		Col %	Col %	Col %
How has the rising cost of living affected your ability to save for emergencies?	I can't save at all	49%	49%	39%
	I can save, but less than before	46%	45%	49%
	No impact on my ability to save	4%	5%	12%
	I've increased my emergency savings	2%	1%	1%

		Area				
		Akl	Wlg	Chch	Prov	Towns/Rur
		Col %	Col %	Col %	Cities	al
					Col %	Col %
How has the rising cost of living affected your ability to save for emergencies?	I can't save at all	42%	47%	44%	39%	48%
	I can save, but less than before	47%	38%	49%	55%	43%
	No impact on my ability to save	10%	14%	4%	5%	8%
	I've increased my emergency savings	1%	1%	3%	1%	1%

		HH Income					
		>\$35k	\$35k-\$50k	\$50k-\$75k	\$75k-\$100k	\$100k-\$150k	\$150k+
		Col %	Col %	Col %	Col %	Col %	Col %
How has the rising cost of living affected your ability to save for emergencies?	I can't save at all	64%	41%	45%	33%	49%	22%
	I can save, but less than before	22%	50%	49%	56%	46%	65%
	No impact on my ability to save	13%	9%	5%	11%	5%	8%
	I've increased my emergency savings	1%	0%	1%	0%	1%	4%

Those on lower incomes are far less able to save than those on higher incomes.

		2020 PV			
		National	Labour	ACT	The Greens
		Col %	Col %	Col %	Col %
How has the rising cost of living affected your ability to save for emergencies?	I can't save at all	39%	45%	45%	61%
	I can save, but less than before	53%	46%	52%	29%
	No impact on my ability to save	8%	8%	3%	9%
	I've increased my emergency savings	1%	1%	0%	0%

Are you worried about your ability to save for retirement or future financial goals because of the rising cost of living?

		Count	Col %
Are you worried about your ability to save for retirement or future financial goals because of the rising cost of living?	Very worried	440	44%
	Moderately worried	342	34%
	Slightly worried	128	13%
	Not worried at all	90	9%
	Total	1000	100%

78% of respondents are moderately or very worried about their ability to save for retirement.

		Gender:	
		Male	Female
		Col %	Col %
Are you worried about your ability to save for retirement or future financial goals because of the rising cost of living?	Very worried	34%	54%
	Moderately worried	38%	30%
	Slightly worried	14%	12%
	Not worried at all	14%	4%

54% of women compared to 34% of men are very worried about their ability to save for retirement.

		Age		
		18 - 34	35 - 54	55+
		Col %	Col %	Col %
Are you worried about your ability to save for retirement or future financial goals because of the rising cost of living?	Very worried	51%	50%	37%
	Moderately worried	35%	36%	32%
	Slightly worried	9%	9%	17%
	Not worried at all	4%	5%	14%

		Area				
		Akl Col %	Wlg Col %	Chch Col %	Prov Cities Col %	Towns/Rur al Col %
Are you worried about your ability to save for retirement or future financial goals because of the rising cost of living?	Very worried	47%	44%	39%	35%	48%
	Moderately worried	34%	36%	44%	41%	28%
	Slightly worried	10%	5%	14%	18%	14%
	Not worried at all	10%	15%	4%	7%	10%

		HH Income					
		>\$35k Col %	\$35k- \$50k Col %	\$50k- \$75k Col %	\$75k- \$100k Col %	\$100k- \$150k Col %	\$150k+ Col %
Are you worried about your ability to save for retirement or future financial goals because of the rising cost of living?	Very worried	48%	45%	41%	44%	53%	22%
	Moderately worried	29%	29%	36%	37%	30%	52%
	Slightly worried	12%	16%	14%	11%	11%	13%
	Not worried at all	12%	9%	9%	8%	6%	14%

		2020 PV			
		National Col %	Labour Col %	ACT Col %	The Greens Col %
Are you worried about your ability to save for retirement or future financial goals because of the rising cost of living?	Very worried	42%	47%	34%	38%
	Moderately worried	34%	32%	38%	49%
	Slightly worried	15%	13%	15%	9%
	Not worried at all	10%	8%	13%	4%

Is the rising cost of living impacting your stress and mental health?

		Count	Col %
Is the rising cost of living impacting your stress and mental health?	Very much so	310	31%
	Moderately	297	30%
	Slightly	230	23%
	Not at all	163	16%
	Total	1000	100%

61% of respondents say the rising cost of living is moderately or very much impacting their mental health.

		Gender:	
		Male	Female
		Col %	Col %
Is the rising cost of living impacting your stress and mental health?	Very much so	20%	43%
	Moderately	28%	31%
	Slightly	29%	17%
	Not at all	23%	9%

		Age		
		18 - 34	35 - 54	55+
		Col %	Col %	Col %
Is the rising cost of living impacting your stress and mental health?	Very much so	50%	40%	16%
	Moderately	32%	30%	28%
	Slightly	13%	21%	29%
	Not at all	5%	9%	27%

		Area				
		Akl Col %	Wlg Col %	Chch Col %	Prov Cities Col %	Towns/Rur al Col %
Is the rising cost of living impacting your stress and mental health?	Very much so	36%	34%	31%	22%	32%
	Moderately	30%	24%	24%	34%	29%
	Slightly	21%	20%	35%	28%	20%
	Not at all	13%	21%	9%	16%	19%

		HH Income					
		>\$35k Col %	\$35k- \$50k Col %	\$50k- \$75k Col %	\$75k- \$100k Col %	\$100k- \$150k Col %	\$150k+ Col %
Is the rising cost of living impacting your stress and mental health?	Very much so	31%	28%	28%	33%	39%	22%
	Moderately	30%	31%	31%	24%	30%	32%
	Slightly	23%	15%	27%	30%	20%	25%
	Not at all	16%	26%	14%	13%	12%	21%

		2020 PV			
		National Col %	Labour Col %	ACT Col %	The Greens Col %
Is the rising cost of living impacting your stress and mental health?	Very much so	30%	32%	17%	40%
	Moderately	27%	29%	32%	26%
	Slightly	24%	23%	38%	24%
	Not at all	19%	17%	13%	11%

Do you believe the government should do more to address the rising cost of living?

		Count	Col %
Do you believe the government should do more to address the rising cost of living?	Yes, much more	692	69%
	Yes, somewhat more	251	25%
	No, it's doing enough	49	5%
	No, it's doing too much	7	1%
	Total	1000	100%

94% of respondents say the Government should be doing more to address the rising cost of living, with 69% saying they need to do much more.

		Gender:	
		Male	Female
		Col %	Col %
Do you believe the government should do more to address the rising cost of living?	Yes, much more	62%	77%
	Yes, somewhat more	30%	19%
	No, it's doing enough	6%	3%
	No, it's doing too much	1%	0%

		Age		
		18 - 34	35 - 54	55+
		Col %	Col %	Col %
Do you believe the government should do more to address the rising cost of living?	Yes, much more	79%	73%	62%
	Yes, somewhat more	18%	23%	30%
	No, it's doing enough	1%	4%	7%
	No, it's doing too much	2%	0%	1%

		Area				
		Akl Col %	Wlg Col %	Chch Col %	Prov Cities Col %	Towns/Ru ral Col %
Do you believe the government should do more to address the rising cost of living?	Yes, much more	75%	69%	65%	62%	71%
	Yes, somewhat more	19%	21%	30%	34%	24%
	No, it's doing enough	6%	8%	4%	4%	5%
	No, it's doing too much	1%	2%	2%	0%	1%

		HH Income					
		>\$35k Col %	\$35k- \$50k Col %	\$50k- \$75k Col %	\$75k- \$100k Col %	\$100k- \$150k Col %	\$150k+ Col %
Do you believe the government should do more to address the rising cost of living?	Yes, much more	66%	73%	66%	67%	74%	69%
	Yes, somewhat more	32%	16%	32%	27%	21%	23%
	No, it's doing enough	1%	11%	2%	5%	5%	9%
	No, it's doing too much	1%	1%	1%	1%	1%	0%

		2020 PV			
		National Col %	Labour Col %	ACT Col %	The Greens Col %
Do you believe the government should do more to address the rising cost of living?	Yes, much more	73%	67%	62%	72%
	Yes, somewhat more	24%	25%	34%	21%
	No, it's doing enough	2%	7%	4%	7%
	No, it's doing too much	1%	1%	0%	0%

Do you think the increase in government spending is driving up the cost of living?

		Count	Col %
Do you think the increase in government spending is driving up the cost of living ?	Yes, much more	442	44%
	Yes, somewhat more	351	35%
	No, it's not a factor	206	21%
	Total	1000	100%

79% of respondents think government spending has driven up the cost of living, with 44% saying it has been a major contributor.

		Gender:	
		Male Col %	Female Col %
Do you think the increase in government spending is driving up the cost of living ?	Yes, much more	39%	50%
	Yes, somewhat more	37%	33%
	No, it's not a factor	25%	16%

		Age		
		18 - 34 Col %	35 - 54 Col %	55+ Col %
Do you think the increase in government spending is driving up the cost of living ?	Yes, much more	56%	41%	41%
	Yes, somewhat more	35%	43%	30%
	No, it's not a factor	9%	16%	30%

		Area				
		Akl Col %	Wlg Col %	Chch Col %	Prov Cities Col %	Towns/Rur al Col %
Do you think the increase in government spending is driving up the cost of living ?	Yes, much more	55%	36%	47%	36%	43%
	Yes, somewhat more	33%	45%	32%	39%	33%
	No, it's not a factor	11%	20%	21%	24%	25%

		HH Income					
		>\$35k Col %	\$35k- \$50k Col %	\$50k- \$75k Col %	\$75k- \$100k Col %	\$100k- \$150k Col %	\$150k+ Col %
Do you think the increase in government spending is driving up the cost of living ?	Yes, much more	36%	47%	41%	53%	47%	43%
	Yes, somewhat more	39%	20%	39%	36%	35%	43%
	No, it's not a factor	25%	33%	20%	12%	18%	14%

		2020 PV			
		National Col %	Labour Col %	ACT Col %	The Greens Col %
Do you think the increase in government spending is driving up the cost of living ?	Yes, much more	64%	35%	52%	25%
	Yes, somewhat more	31%	35%	38%	43%
	No, it's not a factor	5%	30%	10%	32%

How concerned are you about the long-term economic prospects for yourself and your family due to the rising cost of living?

		Count	Col %
How concerned are you about the long-term economic prospects for yourself and your family due to the rising cost of living?	Very concerned	446	45%
	Moderately concerned	362	36%
	Slightly concerned	149	15%
	Not concerned at all	43	4%
	Total	1000	100%

81% of respondents are moderately or very concerned about their long-term economic prospects.

		Gender:	
		Male	Female
		Col %	Col %
How concerned are you about the long-term economic prospects for yourself and your family due to the rising cost of living?	Very concerned	36%	54%
	Moderately concerned	39%	33%
	Slightly concerned	19%	11%
	Not concerned at all	6%	2%

		Age		
		18 - 34	35 - 54	55+
		Col %	Col %	Col %
How concerned are you about the long-term economic prospects for yourself and your family due to the rising cost of living?	Very concerned	53%	49%	38%
	Moderately concerned	37%	36%	36%
	Slightly concerned	8%	12%	20%
	Not concerned at all	2%	3%	6%

		Area				
		Akl Col %	Wlg Col %	Chch Col %	Prov Cities Col %	Towns/Ru ral Col %
How concerned are you about the long-term economic prospects for yourself and your family due to the rising cost of living?	Very concerned	48%	39%	41%	35%	50%
	Moderately concerned	34%	41%	36%	42%	33%
	Slightly concerned	14%	14%	18%	18%	14%
	Not concerned at all	4%	6%	5%	5%	4%

		HH Income					
		>\$35k Col %	\$35k- \$50k Col %	\$50k- \$75k Col %	\$75k- \$100k Col %	\$100k- \$150k Col %	\$150k+ Col %
How concerned are you about the long-term economic prospects for yourself and your family due to the rising cost of living?	Very concerned	45%	40%	45%	48%	51%	32%
	Moderately concerned	33%	41%	36%	39%	29%	44%
	Slightly concerned	15%	15%	15%	10%	16%	20%
	Not concerned at all	7%	5%	4%	2%	4%	3%

		2020 PV			
		National Col %	Labour Col %	ACT Col %	The Greens Col %
How concerned are you about the long-term economic prospects for yourself and your family due to the rising cost of living?	Very concerned	46%	45%	37%	30%
	Moderately concerned	40%	34%	36%	45%
	Slightly concerned	13%	16%	24%	19%
	Not concerned at all	1%	5%	2%	5%

Have you switched to home brand or cheaper brands from main brands?

		Count	Col %
Have you switched to home brand or cheaper brands from main brands?	Yes	783	78%
	No	217	22%
	Total	1000	100%

78% of respondents have switched to cheaper brands

		Gender:	
		Male	Female
		Col %	Col %
Have you switched to home brand or cheaper brands from main brands?	Yes	73%	84%
	No	27%	16%

		Age		
		18 - 34	35 - 54	55+
		Col %	Col %	Col %
Have you switched to home brand or cheaper brands from main brands?	Yes	86%	81%	73%
	No	14%	19%	27%

		Area				
		Akl Col %	Wlg Col %	Chch Col %	Prov Cities Col %	Towns/Ru ral Col %
Have you switched to home brand or cheaper brands from main brands?	Yes	79%	72%	82%	79%	78%
	No	21%	28%	18%	21%	22%

		HH Income					
		>\$35k Col %	\$35k- \$50k Col %	\$50k- \$75k Col %	\$75k- \$100k Col %	\$100k- \$150k Col %	\$150k+ Col %
Have you switched to home brand or cheaper brands from main brands?	Yes	77%	85%	83%	75%	81%	57%
	No	23%	15%	17%	25%	19%	43%

		2020 PV			
		National Col %	Labour Col %	ACT Col %	The Greens Col %
Have you switched to home brand or cheaper brands from main brands?	Yes	77%	79%	80%	76%
	No	23%	21%	20%	24%

Have you had to cut back on any of the following due to rising costs? (Select all that apply)

		Count	Col %
Dining out/takeaways	Yes	772	77%
	No	227	23%
Entertainment	Yes	631	63%
	No	369	37%
Travel/Holidays	Yes	728	73%
	No	272	27%
Healthcare	Yes	300	30%
	No	700	70%
Savings/Investments	Yes	633	63%
	No	367	37%
Other	Yes	82	8%
	No	917	92%

The areas of spending, in order, most cut back on are:

1. Dining out/takeaways 77%
2. Travel/holidays 73%
3. Savings/investments 63%
4. Entertainment 63%
5. Healthcare 30%
6. Other 8%

		Gender:	
		Male Col %	Female Col %
Dining out/takeaways	Yes	72%	83%
	No	28%	17%
Entertainment	Yes	54%	72%
	No	46%	28%
Travel/Holidays	Yes	69%	77%
	No	31%	23%
Healthcare	Yes	23%	37%
	No	77%	63%
Savings/Investments	Yes	60%	67%
	No	40%	33%
Other	Yes	10%	7%
	No	90%	93%

		Age		
		18 - 34	35 - 54	55+
		Col %	Col %	Col %
Dining out/takeaways	Yes	87%	84%	68%
	No	13%	16%	32%
Entertainment	Yes	79%	70%	51%
	No	21%	30%	49%
Travel/Holidays	Yes	82%	69%	71%
	No	18%	31%	29%
Healthcare	Yes	38%	36%	22%
	No	62%	64%	78%
Savings/Investments	Yes	70%	61%	62%
	No	30%	39%	38%
Other	Yes	2%	5%	13%
	No	98%	95%	87%

		Area				
		Akl	Wlg	Chch	Prov Cities	Towns/Rural
		Col %	Col %	Col %	Col %	Col %
Dining out/takeaways	Yes	81%	77%	89%	80%	71%
	No	19%	23%	11%	20%	29%
Entertainment	Yes	71%	69%	61%	63%	57%
	No	29%	31%	39%	37%	43%
Travel/Holidays	Yes	71%	75%	74%	78%	70%
	No	29%	25%	26%	22%	30%
Healthcare	Yes	23%	40%	36%	24%	34%
	No	77%	60%	64%	76%	66%
Savings/Investments	Yes	62%	66%	63%	60%	65%
	No	38%	34%	37%	40%	35%
Other	Yes	4%	9%	7%	4%	13%
	No	96%	91%	93%	96%	87%

		HH Income					
		>\$35k Col %	\$35k- \$50k Col %	\$50k- \$75k Col %	\$75k- \$100k Col %	\$100k- \$150k Col %	\$150k+ Col %
Dining out/takeaways	Yes	77%	77%	80%	72%	80%	74%
	No	23%	23%	20%	28%	20%	26%
Entertainment	Yes	58%	64%	63%	67%	67%	58%
	No	42%	36%	37%	33%	33%	42%
Travel/Holidays	Yes	74%	67%	76%	70%	77%	69%
	No	26%	33%	24%	30%	23%	31%
Healthcare	Yes	32%	35%	31%	24%	34%	17%
	No	68%	65%	69%	76%	66%	83%
Savings/Investments	Yes	52%	62%	68%	62%	70%	58%
	No	48%	38%	32%	38%	30%	42%
Other	Yes	14%	10%	8%	5%	6%	7%
	No	86%	90%	92%	95%	94%	93%

		2020 PV			
		National Col %	Labour Col %	ACT Col %	The Greens Col %
Dining out/takeaways	Yes	74%	76%	81%	86%
	No	26%	24%	19%	14%
Entertainment	Yes	56%	65%	49%	74%
	No	44%	35%	51%	26%
Travel/Holidays	Yes	73%	72%	75%	76%
	No	27%	28%	25%	24%
Healthcare	Yes	29%	30%	33%	49%
	No	71%	70%	67%	51%
Savings/Investments	Yes	61%	64%	61%	66%
	No	39%	36%	39%	34%
Other	Yes	7%	8%	6%	13%
	No	93%	92%	94%	87%

How has the rising cost of living impacted your grocery shopping habits? (Select all that apply)

		Count	Col %
Buying cheaper brands	Yes	708	71%
	No	291	29%
Buying fewer non-essentials	Yes	759	76%
	No	241	24%
Buying in bulk	Yes	270	27%
	No	730	73%
No impact	Yes	65	6%
	No	935	94%
Other	Yes	35	4%
	No	964	96%

76% of respondents say they are buying fewer groceries, 71% are buying cheaper brands and 27% are buying in bulk. Only 6% say the cost of living has not impacted their shopping habits.

		Gender:	
		Male Col %	Female Col %
Buying cheaper brands	Yes	64%	78%
	No	36%	22%
Buying fewer non-essentials	Yes	70%	83%
	No	30%	17%
Buying in bulk	Yes	28%	26%
	No	72%	74%
No impact	Yes	10%	3%
	No	90%	97%
Other	Yes	3%	4%
	No	97%	96%

		Age		
		18 - 34	35 - 54	55+
		Col %	Col %	Col %
Buying cheaper brands	Yes	82%	73%	64%
	No	18%	27%	36%
Buying fewer non-essentials	Yes	78%	75%	75%
	No	22%	25%	25%
Buying in bulk	Yes	35%	34%	19%
	No	65%	66%	81%
No impact	Yes	4%	4%	10%
	No	96%	96%	90%
Other	Yes	2%	4%	4%
	No	98%	96%	96%

		Area				
		Akl	Wlg	Chch	Prov	Towns/Ru
		Col %	Col %	Col %	Cities	ral
		Col %	Col %	Col %	Col %	Col %
Buying cheaper brands	Yes	74%	67%	79%	68%	69%
	No	26%	33%	21%	32%	31%
Buying fewer non-essentials	Yes	73%	76%	77%	76%	77%
	No	27%	24%	23%	24%	23%
Buying in bulk	Yes	28%	28%	23%	27%	27%
	No	72%	72%	77%	73%	73%
No impact	Yes	8%	8%	2%	5%	7%
	No	92%	92%	98%	95%	93%
Other	Yes	1%	6%	5%	3%	4%
	No	99%	94%	95%	97%	96%

		HH Income					
		>\$35k	\$35k-\$50k	\$50k-\$75k	\$75k-\$100k	\$100k-\$150k	\$150k+
		Col %	Col %	Col %	Col %	Col %	Col %
Buying cheaper brands	Yes	72%	75%	72%	67%	76%	54%
	No	28%	25%	28%	33%	24%	46%
Buying fewer non-essentials	Yes	74%	76%	80%	63%	83%	71%
	No	26%	24%	20%	37%	17%	29%
Buying in bulk	Yes	21%	23%	28%	25%	31%	33%
	No	79%	77%	72%	75%	69%	67%
No impact	Yes	8%	6%	4%	7%	4%	15%
	No	92%	94%	96%	93%	96%	85%
Other	Yes	9%	3%	2%	3%	1%	6%
	No	91%	97%	98%	97%	99%	94%

		2020 PV			
		National	Labour	ACT	The Greens
		Col %	Col %	Col %	Col %
Buying cheaper brands	Yes	66%	74%	66%	75%
	No	34%	26%	34%	25%
Buying fewer non-essentials	Yes	71%	77%	76%	73%
	No	29%	23%	24%	27%
Buying in bulk	Yes	28%	24%	33%	41%
	No	72%	76%	67%	59%
No impact	Yes	6%	6%	7%	12%
	No	94%	94%	93%	88%
Other	Yes	3%	2%	2%	18%
	No	97%	98%	98%	82%

Have you explored alternative transportation options (e.g., carpooling, biking) to save on commuting costs?

		Count	Col %
Alternative transport options	Yes, regularly	166	17%
	Yes, occasionally	181	18%
	No	384	38%
	Not applicable	269	27%
	Total	1000	100%

35% of respondents have explored alternative transportation options to reduce commuting costs.

		Gender:	
		Male	Female
		Col %	Col %
Alternative transport options	Yes, regularly	12%	21%
	Yes, occasionally	15%	21%
	No	44%	33%
	Not applicable	29%	25%

		Age		
		18 - 34	35 - 54	55+
		Col %	Col %	Col %
Alternative transport options	Yes, regularly	28%	23%	7%
	Yes, occasionally	24%	27%	10%
	No	36%	32%	44%
	Not applicable	12%	18%	40%

		Area				
		Akl Col %	Wlg Col %	Chch Col %	Prov Cities Col %	Towns/Rur al Col %
Alternative transport options	Yes, regularly	27%	22%	22%	11%	11%
	Yes, occasionally	24%	22%	15%	28%	9%
	No	35%	38%	49%	39%	38%
	Not applicable	14%	18%	14%	22%	42%

		HH Income					
		>\$35k Col %	\$35k- \$50k Col %	\$50k- \$75k Col %	\$75k- \$100k Col %	\$100k- \$150k Col %	\$150k+ Col %
Alternative transport options	Yes, regularly	21%	12%	17%	23%	15%	8%
	Yes, occasionally	14%	11%	14%	20%	22%	35%
	No	32%	33%	43%	29%	44%	48%
	Not applicable	32%	44%	26%	28%	18%	9%

		2020 PV			
		National Col %	Labour Col %	ACT Col %	The Greens Col %
Alternative transport options	Yes, regularly	14%	15%	16%	36%
	Yes, occasionally	18%	21%	6%	15%
	No	40%	37%	56%	43%
	Not applicable	28%	27%	22%	6%

Have you sought additional employment or side jobs to supplement your income due to increased expenses?

		Count	Col %
Additional jobs	Yes, multiple	179	18%
	Yes, one	179	18%
	No	396	40%
	Not applicable	246	25%
	Total	1000	100%

36% of respondents have sought additional employment due to increased expenses.

		Gender:	
		Male	Female
		Col %	Col %
Additional jobs	Yes, multiple	11%	25%
	Yes, one	14%	22%
	No	47%	32%
	Not applicable	28%	21%

47% of women and 25% of men have sought additional employment.

		Age		
		18 - 34	35 - 54	55+
		Col %	Col %	Col %
Additional jobs	Yes, multiple	33%	22%	8%
	Yes, one	34%	18%	10%
	No	23%	47%	42%
	Not applicable	10%	12%	40%

		Area				
		Akl Col %	Wlg Col %	Chch Col %	Prov Cities Col %	Towns/Ru ral Col %
Additional jobs	Yes, multiple	24%	24%	15%	14%	16%
	Yes, one	24%	17%	19%	14%	16%
	No	39%	41%	53%	49%	31%
	Not applicable	14%	18%	13%	22%	37%

		HH Income					
		>\$35k Col %	\$35k- \$50k Col %	\$50k- \$75k Col %	\$75k- \$100k Col %	\$100k- \$150k Col %	\$150k+ Col %
Additional jobs	Yes, multiple	16%	14%	14%	23%	23%	17%
	Yes, one	12%	14%	22%	19%	20%	17%
	No	27%	38%	37%	42%	43%	56%
	Not applicable	45%	34%	27%	15%	13%	10%

		2020 PV			
		National Col %	Labour Col %	ACT Col %	The Greens Col %
Additional jobs	Yes, multiple	20%	16%	13%	19%
	Yes, one	14%	20%	14%	17%
	No	45%	39%	38%	40%
	Not applicable	21%	25%	35%	24%

Are you considering taking on jobs in the gig economy (e.g. driving for Uber, taking on AirTasker jobs) to get more money?

		Count	Col %
Considering gig economy jobs	Yes - I am already doing it	111	11%
	No but I would consider it	392	39%
	No not at all	497	50%
	Total	1000	100%

11% of respondents have taken on gig economy jobs to get more money and a further 39% would consider it.

		Gender:	
		Male	Female
		Col %	Col %
Considering gig economy jobs	Yes - I am already doing it	8%	14%
	No but I would consider it	35%	44%
	No not at all	57%	42%

		Age		
		18 - 34	35 - 54	55+
		Col %	Col %	Col %
Considering gig economy jobs	Yes - I am already doing it	20%	17%	3%
	No but I would consider it	59%	44%	26%
	No not at all	21%	39%	71%

		Area				
		Akl Col %	Wlg Col %	Chch Col %	Prov Cities Col %	Towns/Rur al Col %
Considering gig economy jobs	Yes - I am already doing it	20%	15%	7%	7%	7%
	No but I would consider it	47%	43%	50%	41%	31%
	No not at all	33%	42%	43%	52%	62%

		HH Income					
		>\$35k Col %	\$35k- \$50k Col %	\$50k- \$75k Col %	\$75k- \$100k Col %	\$100k- \$150k Col %	\$150k+ Col %
Considering gig economy jobs	Yes - I am already doing it	8%	8%	11%	19%	12%	9%
	No but I would consider it	34%	33%	33%	42%	49%	46%
	No not at all	57%	59%	55%	40%	40%	45%

		2020 PV			
		National Col %	Labour Col %	ACT Col %	The Greens Col %
Considering gig economy jobs	Yes - I am already doing it	10%	10%	7%	11%
	No but I would consider it	43%	39%	29%	44%
	No not at all	47%	51%	64%	45%

Have you considered moving to a different city or region with a lower cost of living?

		Count	Col %
Considered moving to cheaper area	Yes, actively planning	83	8%
	Yes, thinking about it	223	22%
	No	567	57%
	Not applicable	127	13%
	Total	1000	100%

8% of respondents are actively planning to move to a cheaper area and a further 22% are thinking about it.

		Gender:	
		Male	Female
		Col %	Col %
Considered moving to cheaper area	Yes, actively planning	5%	12%
	Yes, thinking about it	20%	24%
	No	62%	51%
	Not applicable	13%	13%

		Age		
		18 - 34	35 - 54	55+
		Col %	Col %	Col %
Considered moving to cheaper area	Yes, actively planning	19%	9%	3%
	Yes, thinking about it	35%	24%	15%
	No	40%	59%	63%
	Not applicable	7%	8%	19%

		Area				
		Akl	Wlg	Chch	Prov	Towns/Rur
		Col %	Col %	Col %	Cities	al
		Col %	Col %	Col %	Col %	Col %
Considered moving to cheaper area	Yes, actively planning	16%	6%	8%	5%	6%
	Yes, thinking about it	34%	24%	15%	19%	18%
	No	41%	65%	69%	66%	57%
	Not applicable	9%	6%	7%	10%	19%

16% of Aucklanders are planning to move to a cheaper area and a further 34% considering it.

		HH Income					
		>\$35k	\$35k-\$50k	\$50k-\$75k	\$75k-\$100k	\$100k-\$150k	\$150k+
		Col %	Col %	Col %	Col %	Col %	Col %
Considered moving to cheaper area	Yes, actively planning	7%	5%	6%	11%	13%	6%
	Yes, thinking about it	15%	21%	23%	32%	22%	21%
	No	57%	58%	54%	51%	59%	65%
	Not applicable	21%	16%	17%	6%	6%	8%

		2020 PV			
		National	Labour	ACT	The Greens
		Col %	Col %	Col %	Col %
Considered moving to cheaper area	Yes, actively planning	7%	8%	4%	13%
	Yes, thinking about it	25%	21%	17%	20%
	No	57%	58%	65%	52%
	Not applicable	11%	13%	14%	14%

Have you postponed major life decisions (e.g., marriage, having children) due to concerns about the cost of living?

		Count	Col %
Postponed major life decisions	Yes	223	22%
	Considering doing so	144	14%
	No	633	63%
	Total	1000	100%

22% of respondents have postponed a major life decision due to the cost of living and a further 14% are considering doing so.

		Gender:	
		Male	Female
		Col %	Col %
Postponed major life decisions	Yes	14%	31%
	Considering doing so	13%	15%
	No	73%	53%

		Age		
		18 - 34	35 - 54	55+
		Col %	Col %	Col %
Postponed major life decisions	Yes	46%	28%	7%
	Considering doing so	21%	18%	9%
	No	33%	54%	84%

		Area				
		Akl Col %	Wlg Col %	Chch Col %	Prov Cities Col %	Towns/Rur al Col %
Postponed major life decisions	Yes	33%	21%	15%	20%	19%
	Considering doing so	17%	18%	18%	15%	11%
	No	50%	62%	67%	65%	71%

		HH Income					
		>\$35k Col %	\$35k- \$50k Col %	\$50k- \$75k Col %	\$75k- \$100k Col %	\$100k- \$150k Col %	\$150k+ Col %
Postponed major life decisions	Yes	11%	13%	29%	23%	32%	17%
	Considering doing so	18%	9%	10%	11%	21%	18%
	No	71%	78%	61%	65%	47%	65%

		2020 PV			
		National Col %	Labour Col %	ACT Col %	The Greens Col %
Postponed major life decisions	Yes	17%	24%	24%	25%
	Considering doing so	14%	15%	8%	15%
	No	69%	62%	68%	61%

Thinking about you and your family's financial situation, do you think you paying, "too much", "too little" or "about the right amount" of tax?

		Count	Col %
Level of tax you pay	Too much	583	58%
	Too little	55	6%
	About right	252	25%
	Unsure	109	11%
	Total	999	100%

58% of respondents think they are paying too much tax, 25% about right and 6% not enough.

		Gender:	
		Male	Female
		Col %	Col %
Level of tax you pay	Too much	54%	63%
	Too little	6%	5%
	About right	32%	18%
	Unsure	8%	14%

		Age		
		18 - 34	35 - 54	55+
		Col %	Col %	Col %
Level of tax you pay	Too much	67%	65%	49%
	Too little	9%	7%	3%
	About right	11%	19%	36%
	Unsure	13%	8%	12%

		Area				
		Akl Col %	Wlg Col %	Chch Col %	Prov Cities Col %	Towns/Ru ral Col %
Level of tax you pay	Too much	66%	56%	57%	58%	55%
	Too little	8%	3%	4%	4%	5%
	About right	20%	26%	29%	29%	25%
	Unsure	6%	15%	9%	9%	15%

		HH Income					
		>\$35k Col %	\$35k- \$50k Col %	\$50k- \$75k Col %	\$75k- \$100k Col %	\$100k- \$150k Col %	\$150k+ Col %
Level of tax you pay	Too much	41%	41%	62%	71%	70%	65%
	Too little	7%	4%	5%	9%	4%	7%
	About right	27%	38%	25%	16%	20%	24%
	Unsure	26%	17%	8%	4%	6%	5%

		2020 PV			
		National Col %	Labour Col %	ACT Col %	The Greens Col %
Level of tax you pay	Too much	69%	54%	63%	38%
	Too little	6%	5%	6%	13%
	About right	20%	28%	24%	36%
	Unsure	4%	14%	7%	12%

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