

# KANTAR PUBLIC



## SURVEY OF THE NEW ZEALAND PUBLIC

January 2023



**New Zealand Parliament**  
Pāremata Aotearoa



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## Key Findings



# KEY RESULTS

## Method:

Online survey of 1,000 18+ year old New Zealanders

## Fieldwork:

Nov – Dec 2022

## CONTEXT

It's been another extraordinary year...

SOME KEY EVENTS INCLUDE:

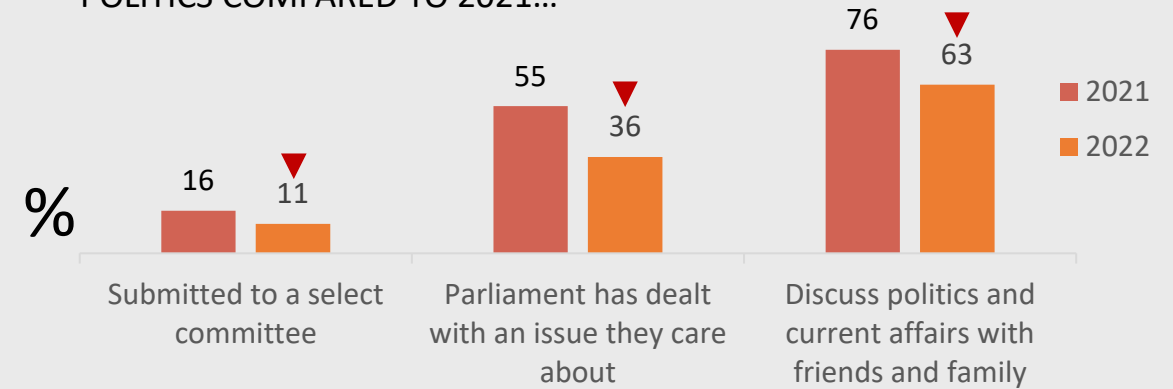
COVID-19 and the associated alert level restrictions

Cost of living crisis and high inflation

Parliament protests to vaccine mandates

1

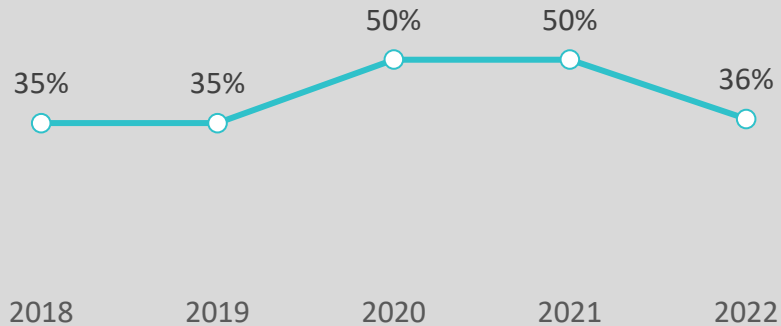
NEW ZEALANDERS ARE LESS ENGAGED WITH PARLIAMENT AND POLITICS COMPARED TO 2021...



2

THE PUBLIC'S COMMITMENT TO VOTING HAS DROPPED BACK TO PRE-PANDEMIC LEVELS...

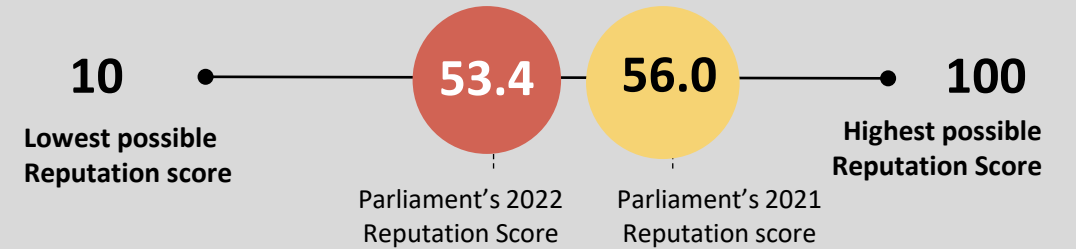
% highly committed



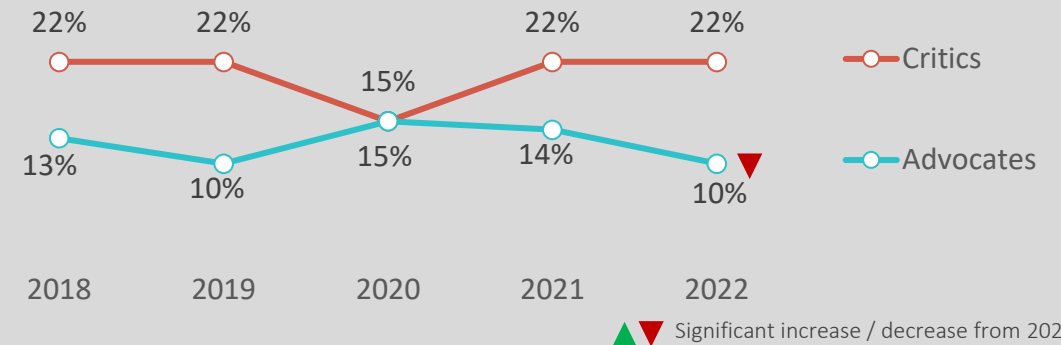
Thirty-six percent of New Zealanders are strongly committed to voting (which is the same as in 2019 and 2018). This indicates a loss in commitment from 2021 and 2020 levels. The finding indicates that the interest and engagement with Parliament and politics that the pandemic precipitated has eroded.

3

PARLIAMENT'S REPUTATION HAS FALLEN BACK TO PRE-PANDEMIC LEVELS.



New Zealanders level of advocacy fell off notably this year meanwhile the amount of critics continues to be around one in five.





# KEY RESULTS

## Method:

Online survey of 1,000 18+ year old New Zealanders

## Fieldwork:

Nov – Dec 2022



4

## Key attitudes driving advocacy and reputation



SALIENCE

The salience of Parliament has fallen across the board compared to 2021. Six in ten (63%) discuss politics with friends and family (vs. 75% in 2021). The proportion of New Zealanders who feel connected to Parliament has hit a new low (13%). This disengagement from both politics and Parliament could be due to other priorities including the cost of living, as well as the perceived polarised nature of our discourse.

MEDIA

Recall of media coverage of Parliament has decreased since 2021. Both recall of negative and positive comments on mainstream and social media have fallen since 2021 but public recall of negative comments in the media still largely outweigh positive perceptions. Around a third of New Zealanders still believe that Parliament is just for arguing politicians and in contrast around three in ten believe MPs work together to achieve a common goal

ACCESSIBILITY

In many respects, New Zealanders' believe the accessibility of Parliament has declined since 2021. Sixty percent feel Parliament and democratic processes are accessible to them (vs.68% in 2021) and 31% know how to engage with Parliament (vs.39% in 2021). Positively, fewer New Zealanders believe that it takes a lot of effort to get involved (60% vs.66%) and that the parliamentary process feel too intimidating (43% vs.50%). New Zealanders with a disability are more likely to believe that Parliament does a very poor job catering for the needs of disabled people (15% vs. 6%)

REPRESENTATIVENESS

There continues to be room for improvement in ensuring that the public feels Parliament is representative of the country. Less than half (43%) feel Parliament is representative of all New Zealanders, or that people like them are represented (32%). Disabled New Zealanders are less likely than average to feel that Parliament is representative of all New Zealanders (33% vs.43%)

EMPOWERMENT

New Zealanders remain relatively unconvinced about their ability to influence Parliament. Overall they are more likely to feel that big business and vocal minorities have Parliament's ear (58%) as opposed to individuals (39%).

5

## Priority actions to improve advocacy for Parliament:

1

Show people that Parliament is for the people, and they can make a difference

2

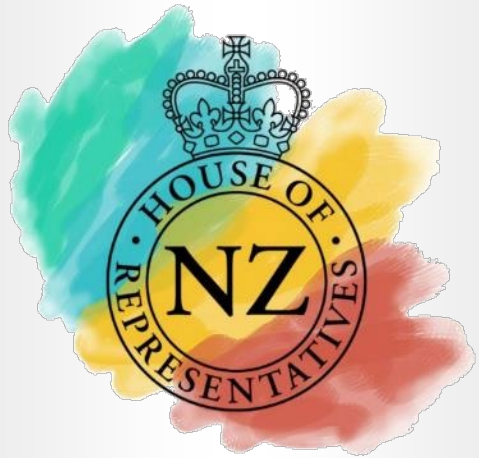
Foster a positive narrative about Parliament, in particular on collaborative working

## CONCLUSION

Perceptions of, and engagement with, Parliament have largely slipped back to pre-pandemic levels.

This indicates that a number of results from 2020 and 2021 were likely outliers as a result of key events from that year, and not due to the Parliamentary Engagement Strategy. It demonstrates that sustained shifts in how we view Parliament will be challenging to achieve and require continued effort.





## Background & Methodology



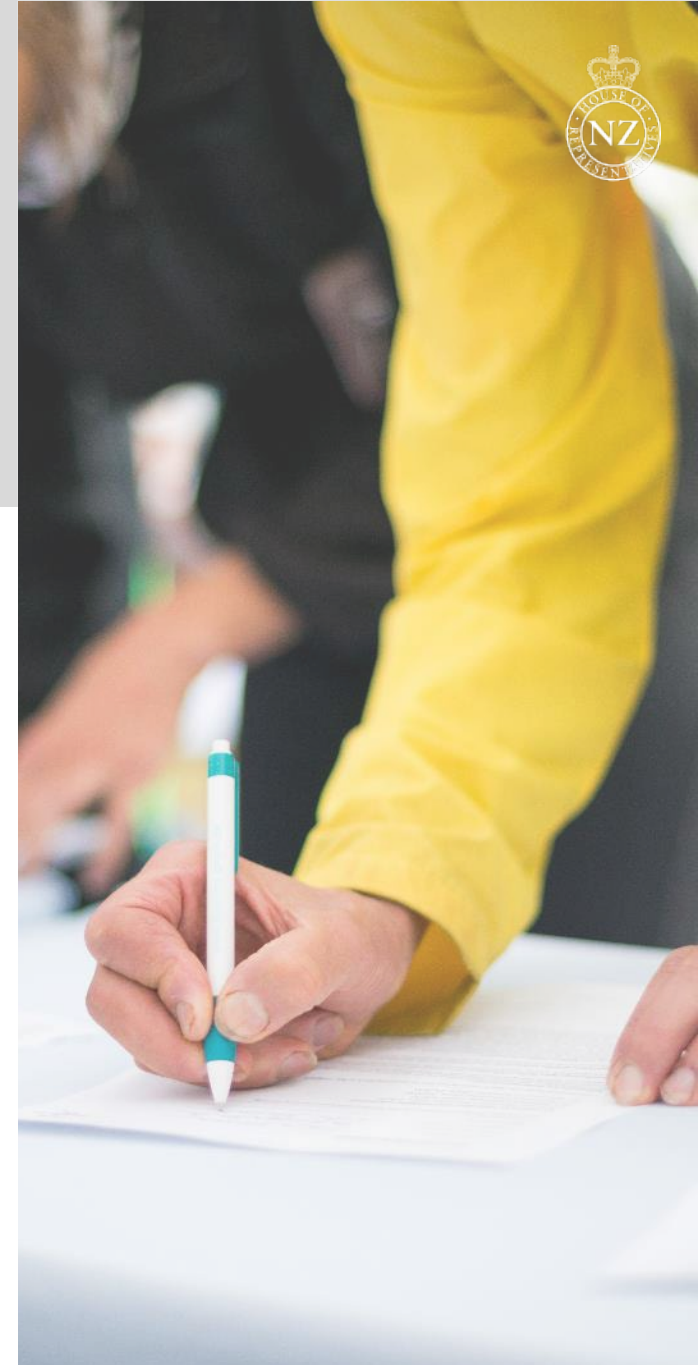
## Background and objectives



*Parliament's engagement strategy 2021-2024 aims to increase the public's engagement and participation in Parliament. Research was first commissioned in 2018 to measure the effectiveness of the strategy over time. This report provides the latest annual findings for 2022.*

**The research objectives cover the main areas the engagement strategy hopes to influence, these are:**

- What New Zealanders think about Parliament and MPs
- How connected New Zealanders feel to Parliament
- Whether New Zealanders are aware of how they can have their say, and if they've done this in the past 12 months
- How well New Zealanders understand Parliament and how it works
- How committed New Zealanders are to taking part in voting
- Identifying barriers and motivators to taking part
- Whether New Zealanders are aware of the Parliamentary communication channels, and if they've used them in the past 12 months.



## Research approach

- The approach taken is consistent with the previous surveys.
- An online survey was completed by 1,200 New Zealanders
- During 14 November to 4 December 2022

### THIS INVOLVED...

**1,000** 18+ year olds, including...



**162**  
Māori



**60**  
Pasifika



**200** additional 16-18  
year olds



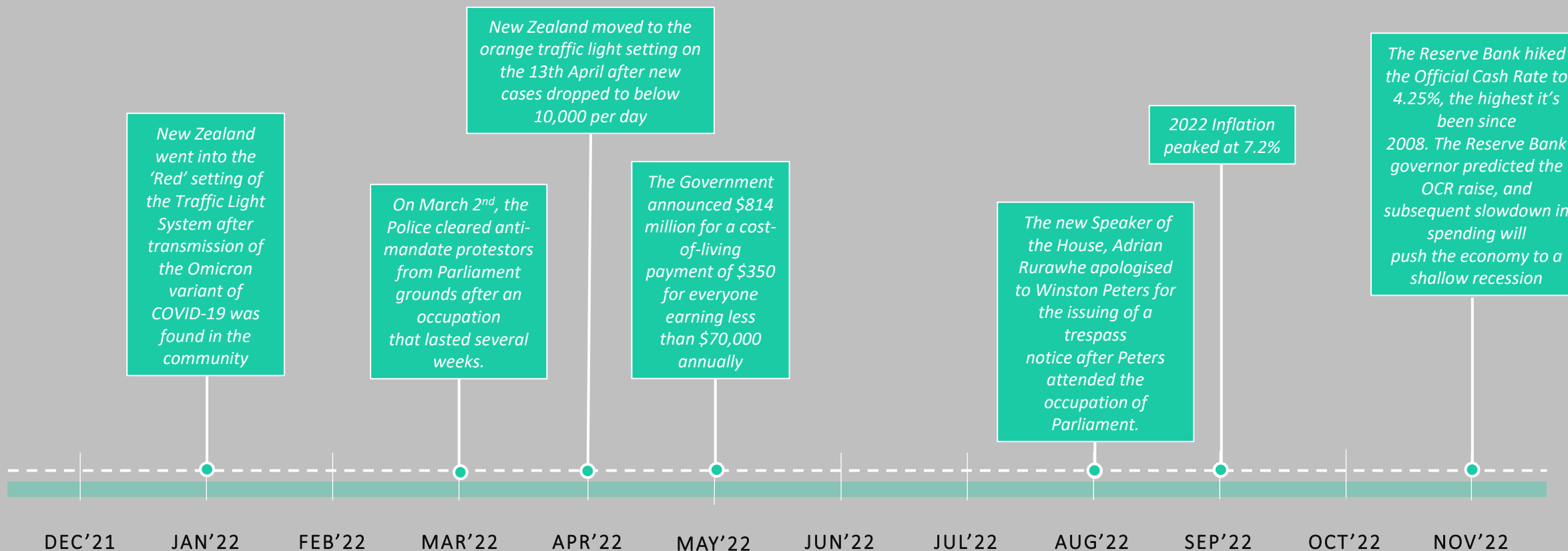
*Further details about the research method can be found in the Appendix*

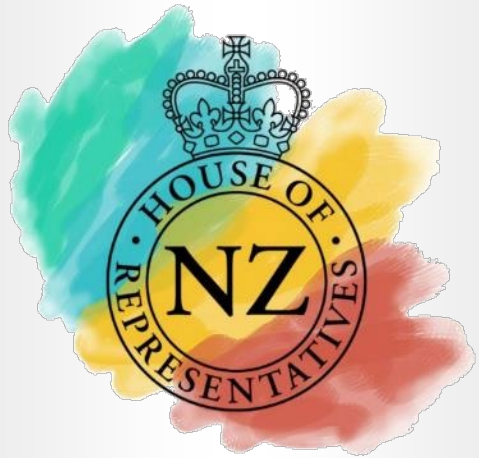


# Key political events during the past year



A number of events occurred during 2022 that may have influenced New Zealanders' views on Parliament and MPs. The impact of these events, if any, is beyond the control of Parliament's engagement strategy.





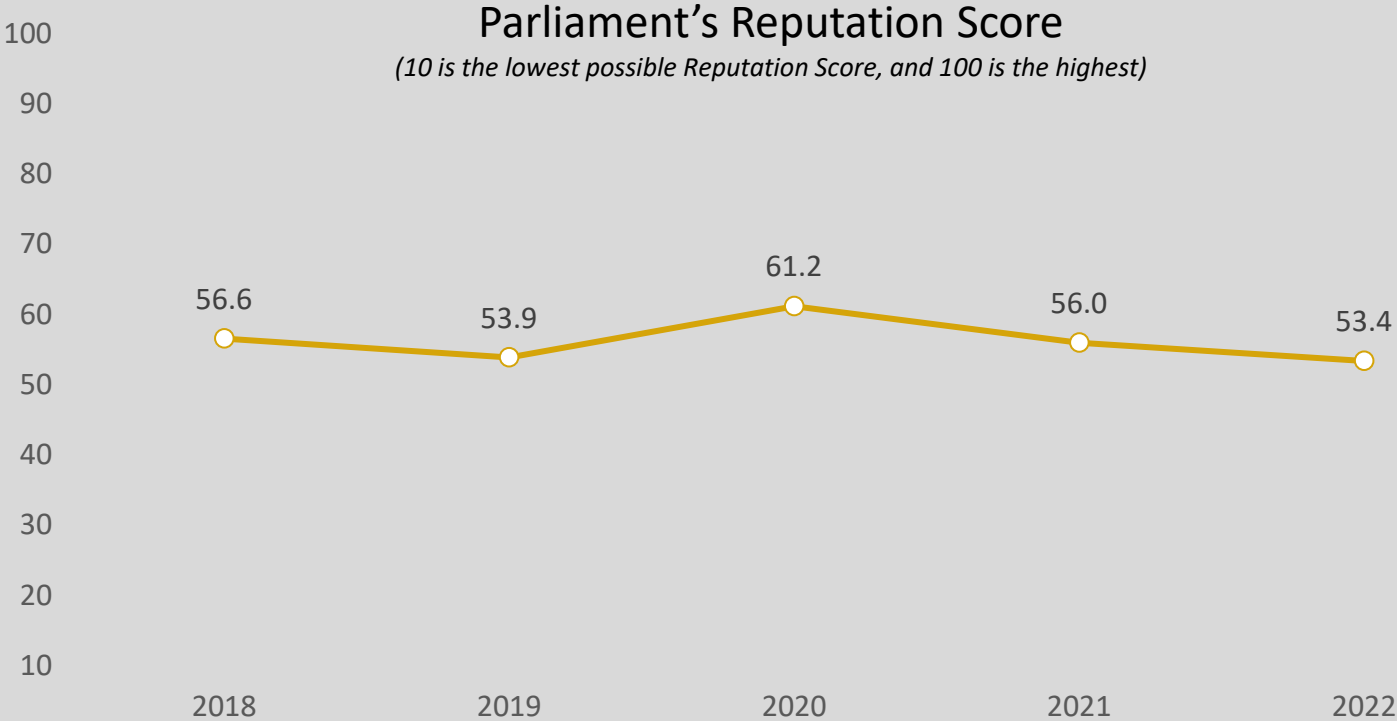
## Parliament's reputation



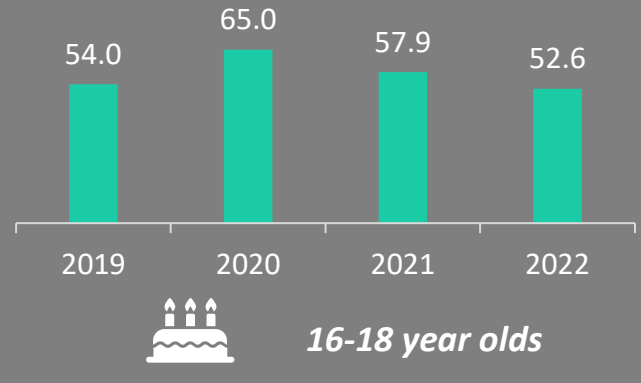
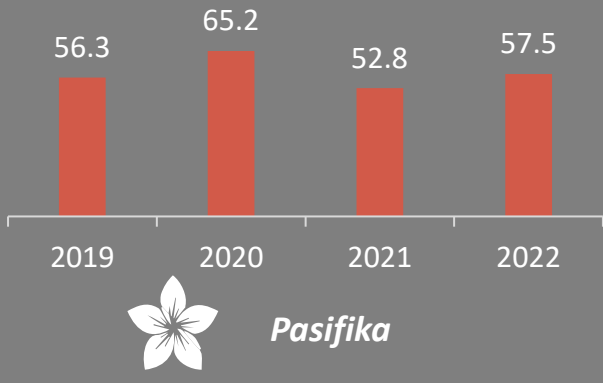
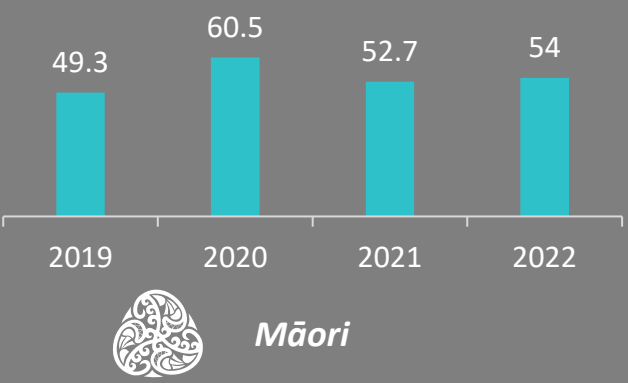
# Parliament's reputation has reverted back to pre-pandemic levels.\*

Any COVID glow has worn off, as Parliament's reputation score in 2022 has slipped back to pre-pandemic levels. This is the case for both adults and rangatahi.

That said, this trend is not universal. Māori are more positive about Parliament's reputation than they were in 2021, and indeed prior to the pandemic. It is a similar story for Pasifika, whose perceptions of Parliament had dropped notably in 2021.



## Parliament's Reputation Score amongst key groups



\*For details on how the reputation score is calculated, please see the Appendix



## PARLIAMENT'S REPUTATION INDEXED SCORES:

The index shows the strength of Parliament's reputation relative to 58 other public service agencies (see Appendix). We have indexed the overall reputation, and its relative performance on each of the four pillars.



## Parliament's indexed Reputation is relatively weak compared to the rest of the Public Sector.

Overall, Parliament has what would be considered a 'weak' reputation relative to the rest of the Public Sector, with an overall reputation pillar score of 84.

The 'trust' pillar is the most noticeable area of weakness for Parliament, with a pillar score of 78. The attributes making up this pillar are:

- Listens to the public's point of view
- Uses taxpayer money responsibly
- Is trustworthy
- Can be relied upon to protect individuals' personal information.

Other findings throughout this research reinforce 'trust' as an area of weakness. There is the perception amongst the public that Parliament and indeed MPs do not always listen to them or that the public's views are not considered and desired in the Parliamentary process (see slide 36).

The 'fairness' pillar is Parliament's relative strength. However, there is definite scope to improve perceptions on this pillar.

## The Reputation Index:

STRONG REPUTATION 105+

MID-LEVEL REPUTATION 96-104

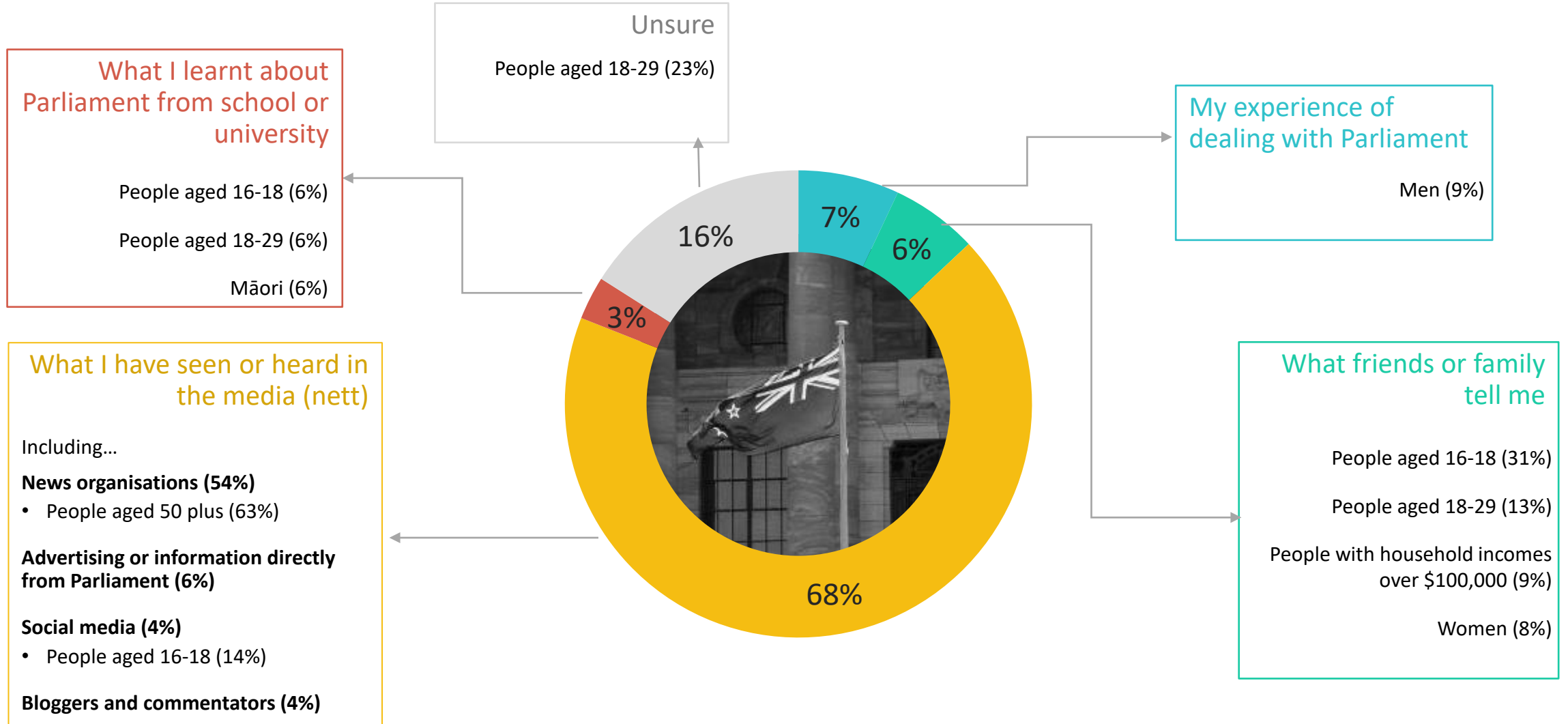
WEAK REPUTATION 95 and below

## GREATEST INFLUENCE ON VIEWS OF PARLIAMENT:

The media once again is the greatest influence on the public's view of Parliament. Media from news organisations continues to be especially influential and in particular for people aged over 50 years (63%). Young people aged 16-18 years are much more likely to be influenced by what friends or family tell them (31 vs. 6% for all adults).



### WHICH, IF ANY, OF THE FOLLOWING HAVE HAD THE GREATEST INFLUENCE ON YOUR VIEWS ON PARLIAMENT?





## Advocacy



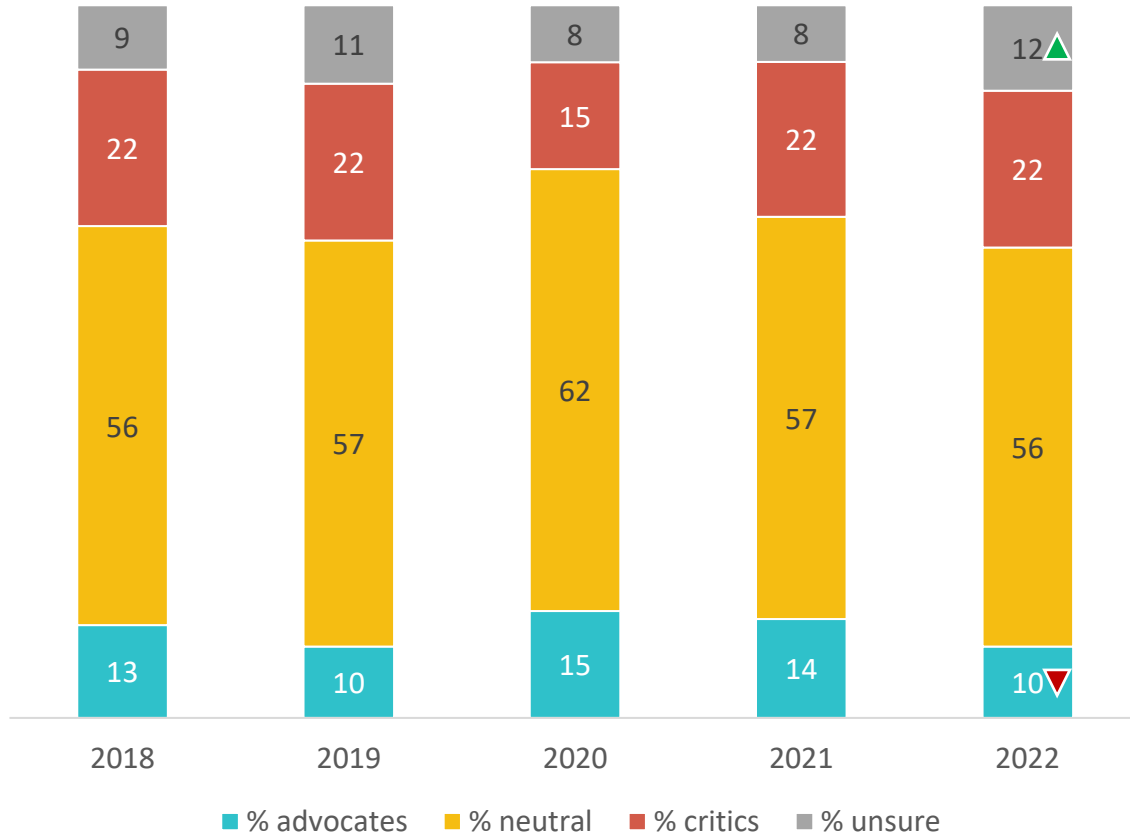


## ADVOCACY FOR PARLIAMENT:

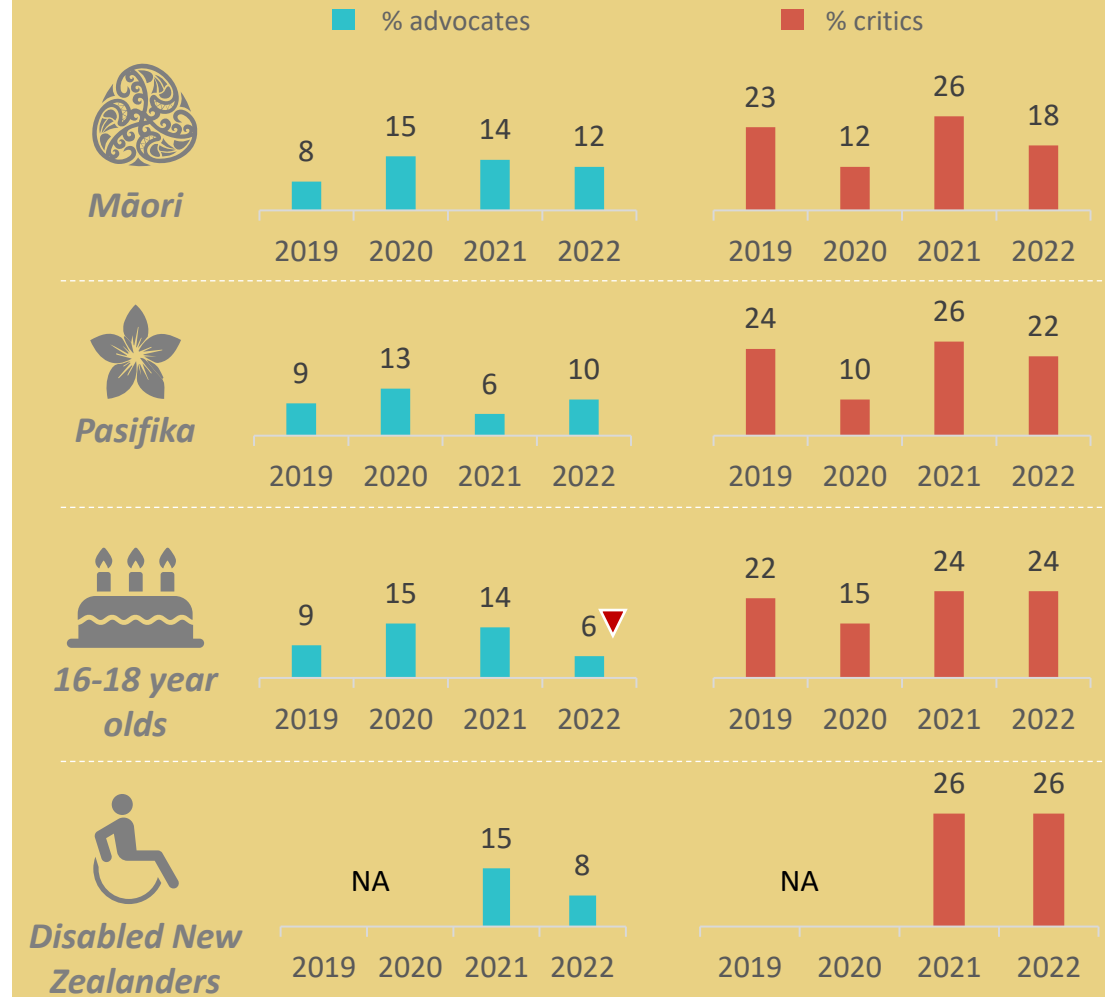
A shortcut for measuring reputation is advocacy. It shows how the public speak about Parliament to their peers. Advocacy has slipped since 2021 with only one in ten advocating for Parliament. More New Zealanders are unsure what they think of Parliament in 2022 compared to 2021. Parliament's reputation has fallen in particular amongst rangatahi (aged 16-18) to its lowest level to date, only 6% are advocates.



### Advocacy for Parliament



### Advocacy for key groups



Source: F3  
Base: All respondents, all New Zealanders (n=1,000), Māori (n=162), Pasifika (n=60), 16-18 years (n=200), Disabled New Zealanders (n=116)

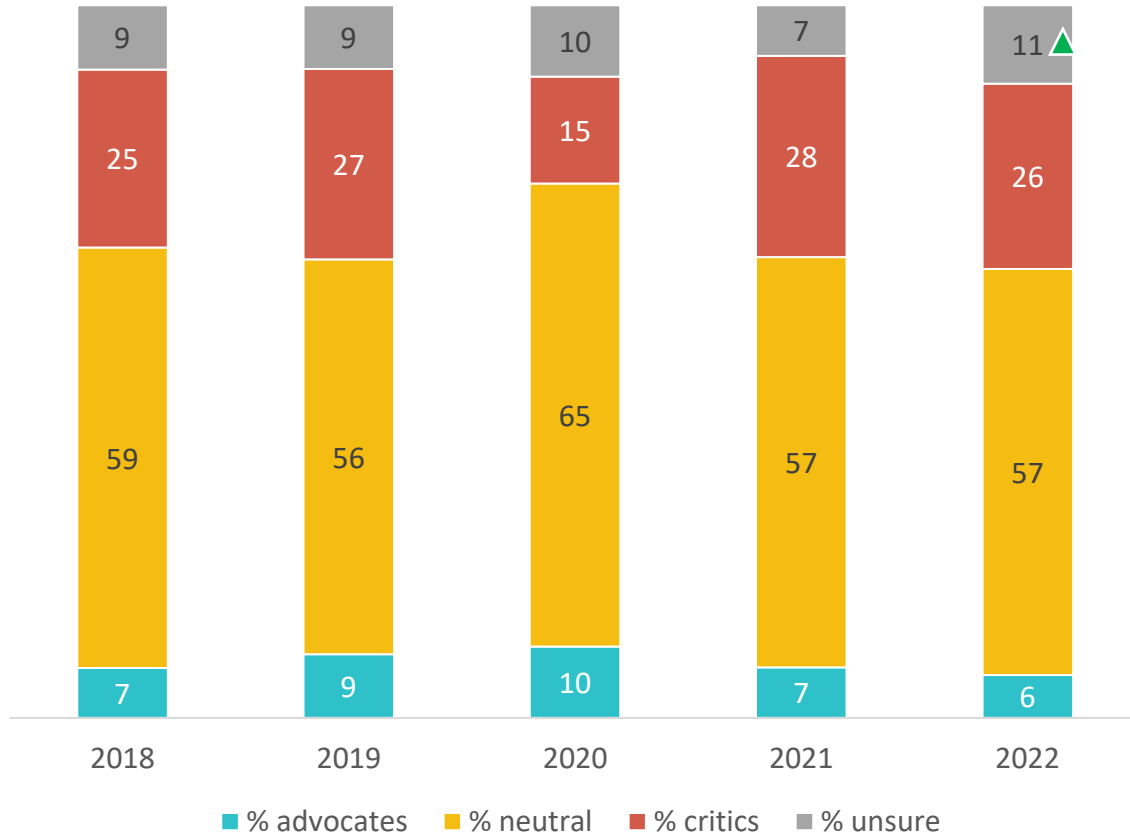
▲ ▼ Significant increase / decrease from 2021

## ADVOCACY FOR MPs:

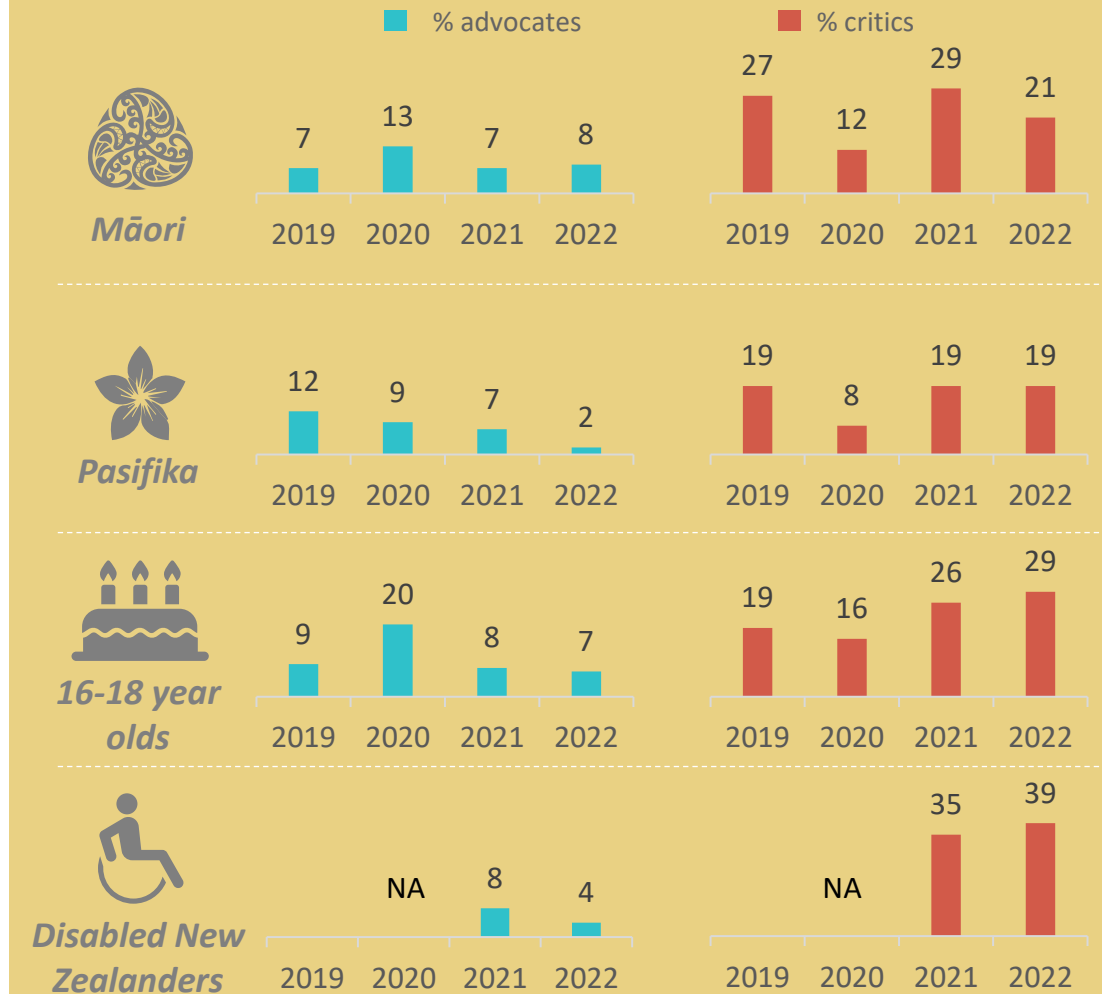
Consistent with 2021, the proportion of New Zealanders who are critics of MPs is around a quarter. In addition, advocacy has remained low with only 6% classified as advocates. The proportion of Pasifika who are advocates of MPs has reached a new at just 2%.



### Advocacy for MPs



### Advocacy for key groups



Source: F2  
Base: All respondents, all New Zealanders (n=1,000), Māori (n=162), Pasifika (n=60), 16-18 years (n=200), Disabled New Zealanders (n=116)

▲ ▼ Significant increase / decrease from 2021



## Drivers of Advocacy

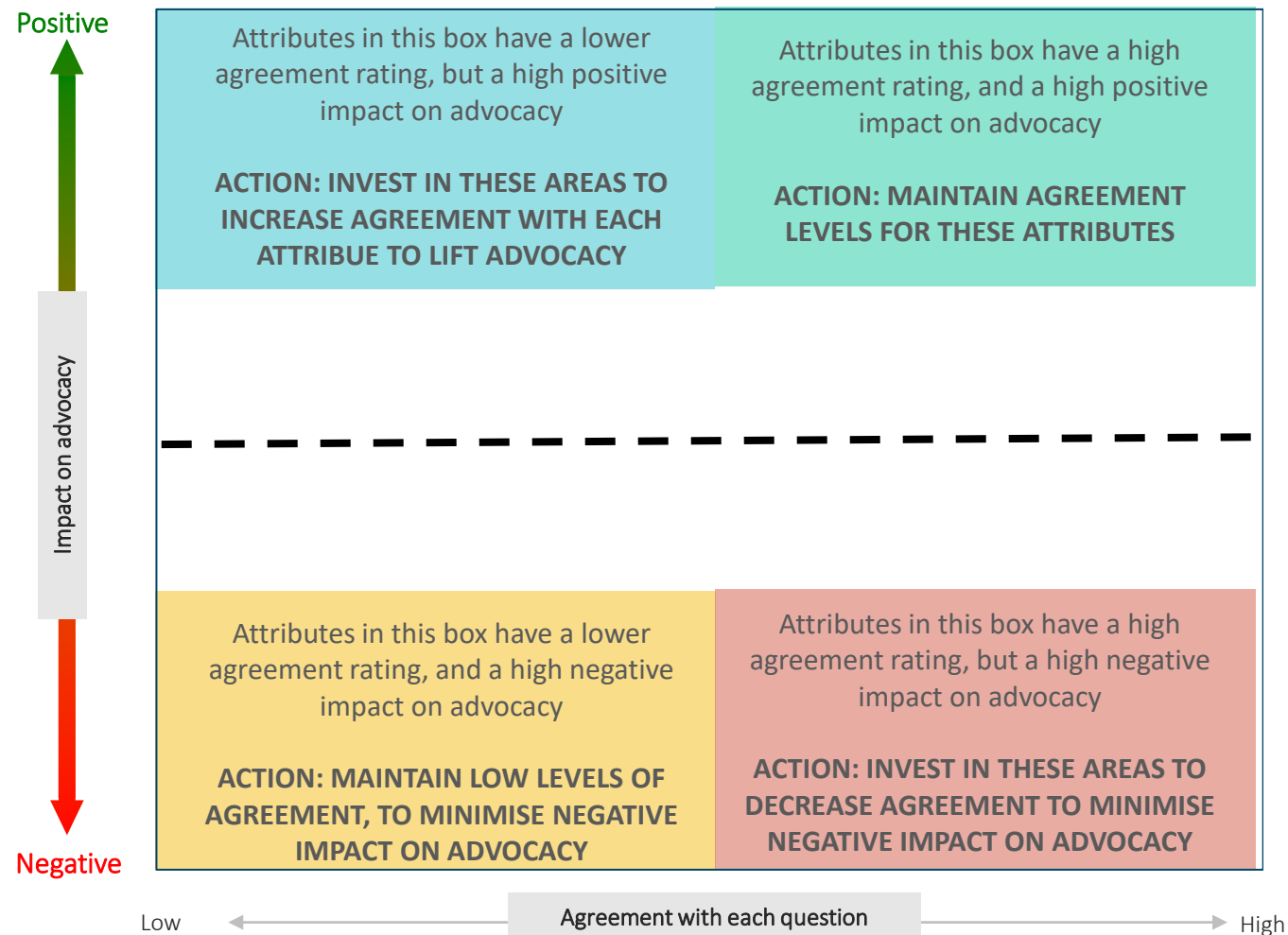




## DRIVERS OF ADVOCACY FOR PARLIAMENT:

We have undertaken statistical analysis to determine how important different survey items are in determining advocacy for Parliament. We then mapped their relative importance against performance to help determine priority actions. These areas are highlighted on the following slides.

### DRIVERS OF ADVOCACY FOR PARLIAMENT



#### EXPLANATION OF QUADRANTS

The four coloured quadrants on the chart highlight the attributes that have a strong impact on advocacy (either positively or negatively).

**GREEN:** This is where you want attributes that have a positive impact to be – i.e. a large proportion of the public agree with these statements, positively affecting advocacy levels.

**YELLOW:** This is where you want attributes that have a negative impact to be – i.e. a small proportion of the public agree with these statements, lessening the negative affect on advocacy levels.

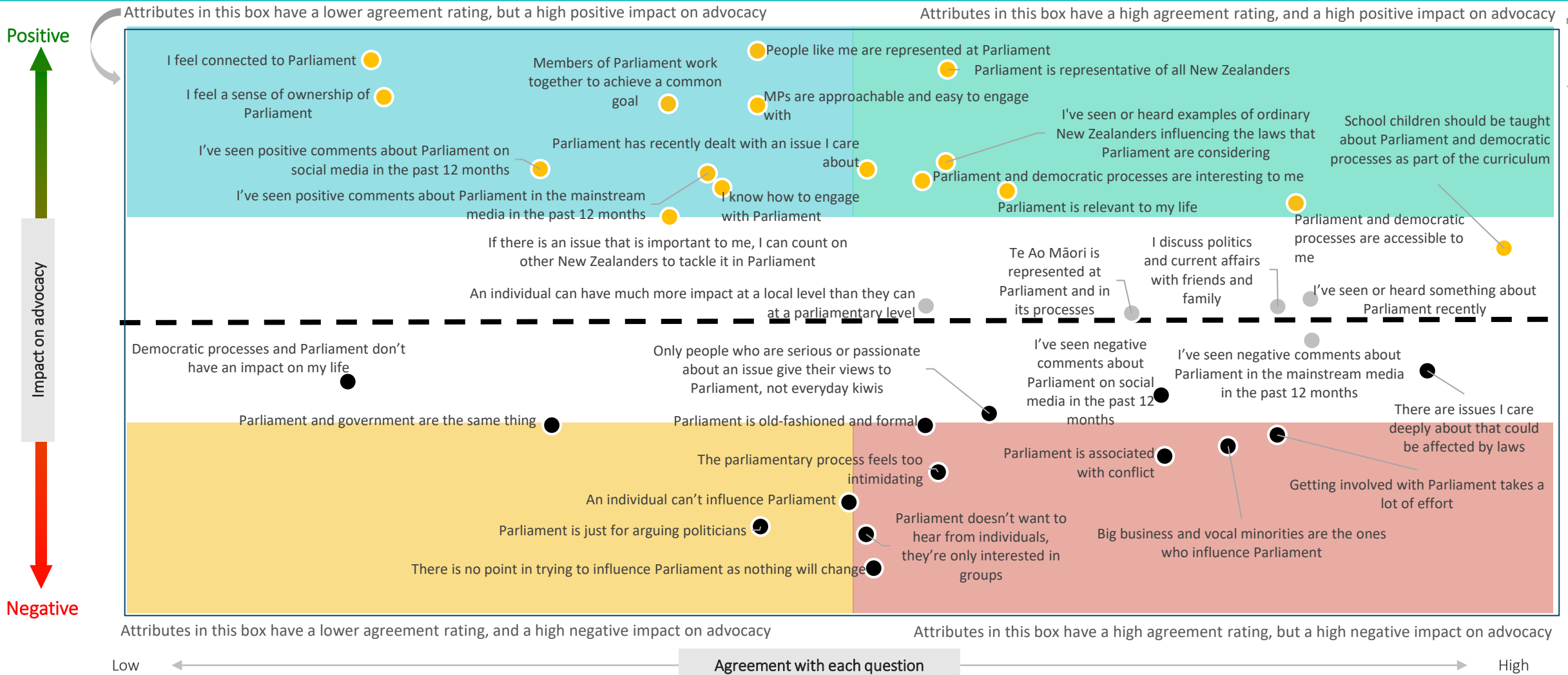
**BLUE:** This is where you do not want attributes that have a positive impact to be – i.e. only a small proportion of the public agree with these statements, meaning there is a lesser positive impact than there could be.

**RED:** This is where you do not want attributes that have a negative impact to be – i.e. a large proportion of the public agree with these statements, negatively affecting advocacy levels.

## DRIVERS OF ADVOCACY FOR PARLIAMENT:

The attributes that are priorities for action (if Parliament is improve its reputation) include ensuring the public feel connected with Parliament, that the public share a sense of ownership of Parliament and that they understand how Parliamentarians work together to achieve common goals. Seeing yourself represented at Parliament also has a strong impact on advocacy and it is important to demonstrate this, although there is less scope for improving perceptions.

### DRIVERS OF ADVOCACY FOR PARLIAMENT



## PRIORITY AREAS FOR IMPROVEMENT TO REBUILD ADVOCACY:

This slide summarises the key areas to focus on to recover the drop seen in advocacy levels.

### PRIORITY AREAS TO INCREASE AGREEMENT WITH

*These areas have a positive impact on advocacy, so increasing agreement with each statement will lift advocacy.*

- I feel connected to Parliament
- I feel a sense of ownership of Parliament
- I've seen positive comments about Parliament on social media in the past 12 months
- Members of Parliament work together to achieve a common goal
- I've seen positive comments about Parliament in the mainstream media in the past 12 months
- I know how to engage with Parliament
- People like me are represented at Parliament
- MPs are approachable and easy to engage with

### PRIORITY AREAS TO DECREASE AGREEMENT WITH

*These areas have a negative impact on advocacy, so decreasing agreement with each statement will lift advocacy.*

- Getting involved with Parliament takes a lot of effort
- Big business and vocal minorities are the ones who influence Parliament
- Parliament is associated with conflict
- The parliamentary process feels too intimidating
- Parliament is old-fashioned and formal
- There is no point in trying to influence Parliament as nothing will change
- Parliament doesn't want to hear from individuals, they're only interested in groups

1

**Show people that Parliament is for them, and that they can make a difference**

A key way to lift advocacy for Parliament is to make it easier to engage with, and to show that engaging with **Parliament actually yields results**. This can be done by teaching people **how to engage**, ensuring that **MPs are approachable**, and create a **sense of ownership and connection** with Parliament.

It is also important to make the process less **intimidating**, and **easy**.

2

**Foster a positive narrative about Parliament, in particular on collaborative working**

Most people are influenced by what they see and hear about Parliament, as opposed to their direct interactions. Therefore, it's important to get **positive stories** out into the media landscape (both on social media and in mainstream media).

Key narratives to tell are that **MPs are working together to achieve a common goal**, and that Parliament is tackling important issues **alongside New Zealanders**.



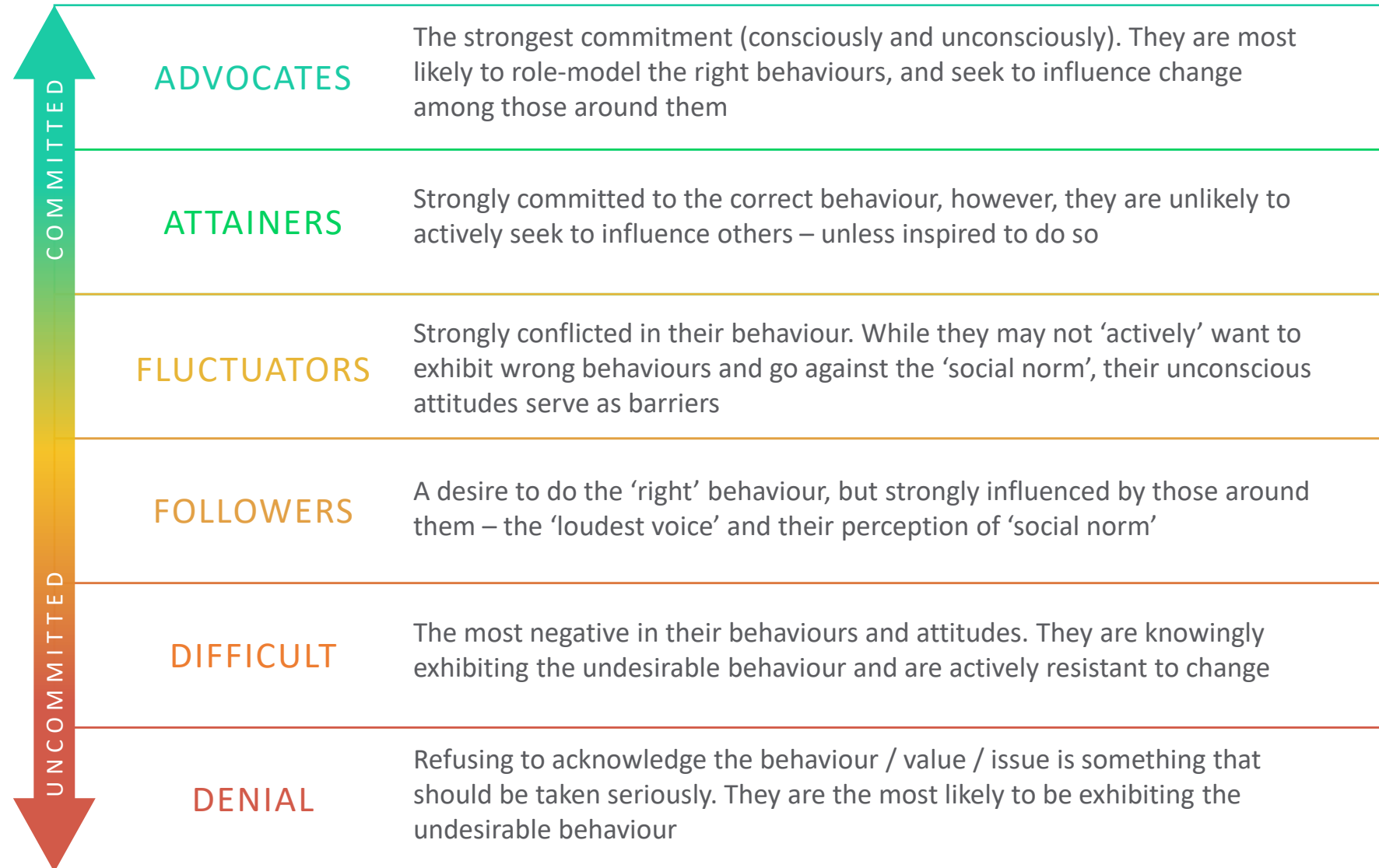
## Commitment to voting



New Zealanders can be segmented into one of **six groups** to show their level of commitment to taking part in voting.

Once Parliament's engagement strategy is implemented it's hoped that individuals will move from the uncommitted states into the committed states, as the more 'committed' an individual is, the more likely they are to sustain a behavioural response over time.

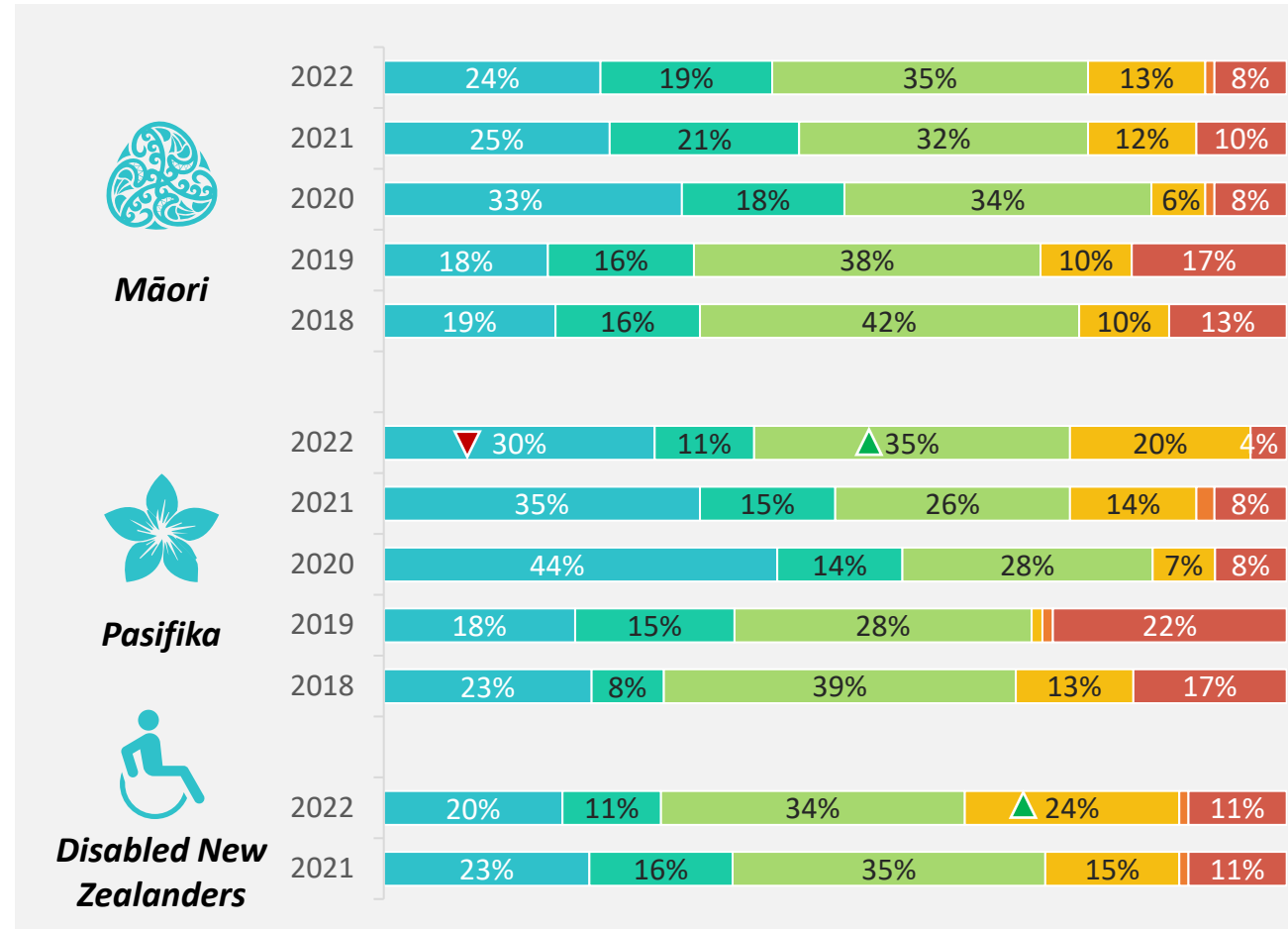
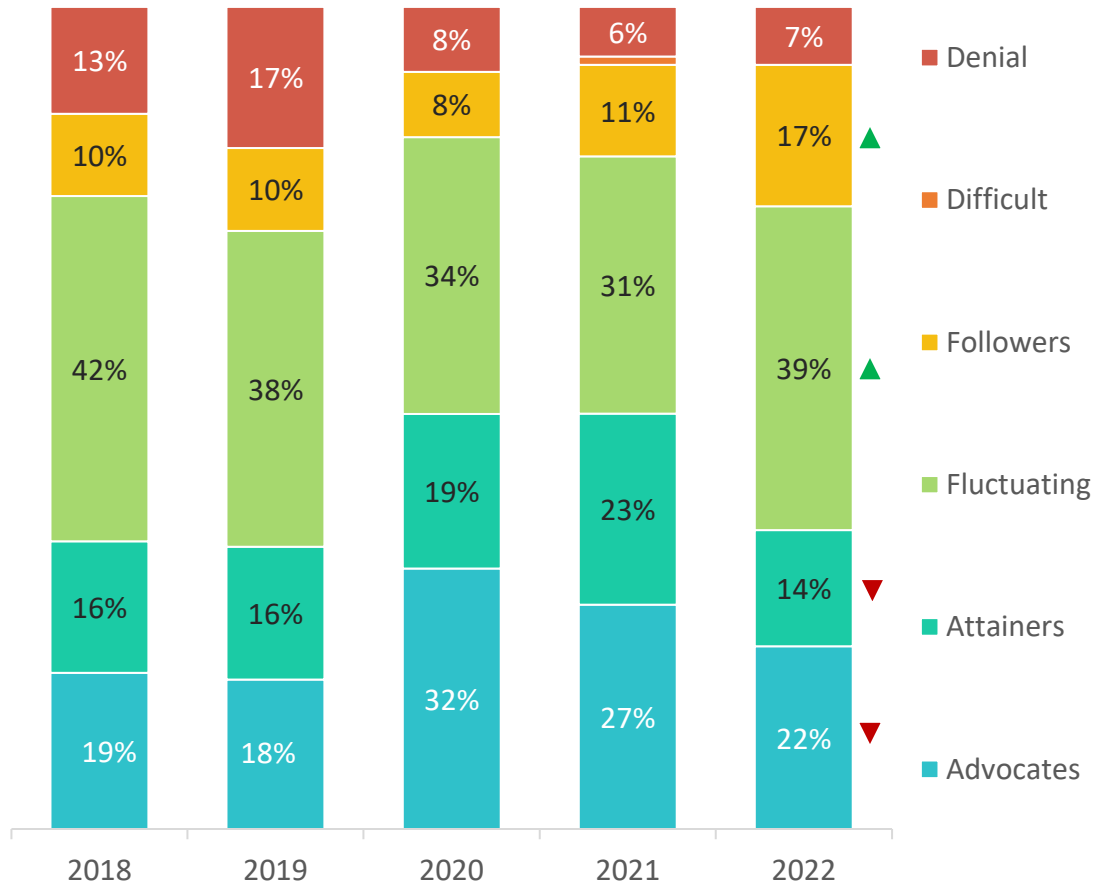
## The six segments are...





## COMMITMENT SEGMENTS:

New Zealanders commitment to consistently voting has fallen in 2022, following the peaks recorded in the past two years. Around 50% expressed a higher level of commitment in 2020 and 2021 (as either advocates or attainers) but this has fallen back down to 36% in 2022. Commitment levels are now broadly in line with 2019 and 2018. In last year's report we had hypothesised the relatively high level of commitment to voting was a result of the pandemic demonstrating to New Zealanders the salience of Parliament on their lives. With COVID increasingly in the rear view mirror (as far as the public are concerned) this impact has possibly waned, alongside advocacy for voting. On the face of it Māori do not appear to have experienced the same level of erosion in their commitment to voting (43% are committed compared to 36% on average; albeit the difference is not statistically significant).



Source: C2b, C3a, C3b, C4a, C4b, C5a, C5b, C5c1, C5c2, C6  
 Base: All New Zealanders (2022 n=1,000; 2021 n=1,003; 2020 n=1,000; 2019 n=1,023; 2018 n=1,000)

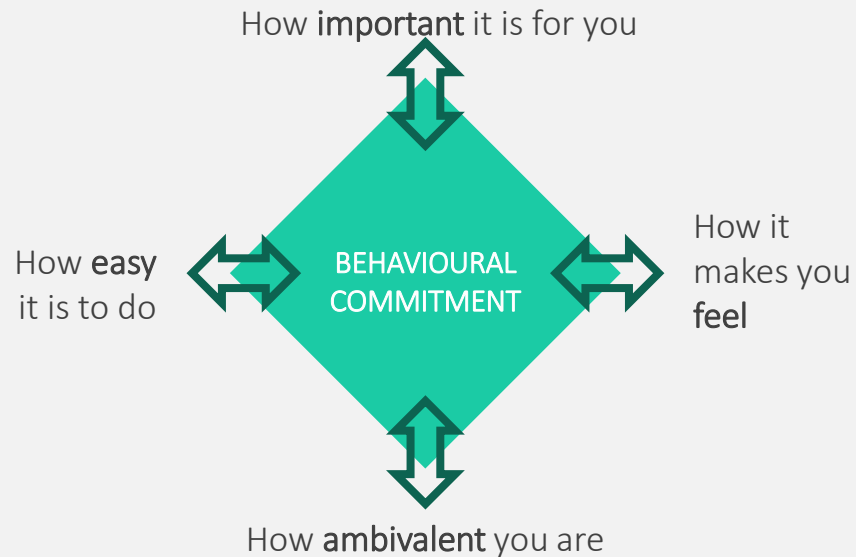
▲ ▼ Significant increase / decrease from 2021

## COMMITMENT SEGMENTS:

The decline in commitment to voting does not appear to be attributable to any one dimension of commitment. It has dropped across all four dimensions which are set out the diagram below, and so to improve commitment Parliament needs to look at all four dimensions. That said the average scores for each dimension would suggest that particular attention should be paid to making voting easy, or address perceptions that it is difficult.



The commitment segmentation draws from four key factors – how important respondents feel always voting is, how easy it is for them to do so, how good it would make them feel, and how likely they are to even considering trying.





## Key attitudes and perceptions





## Salience

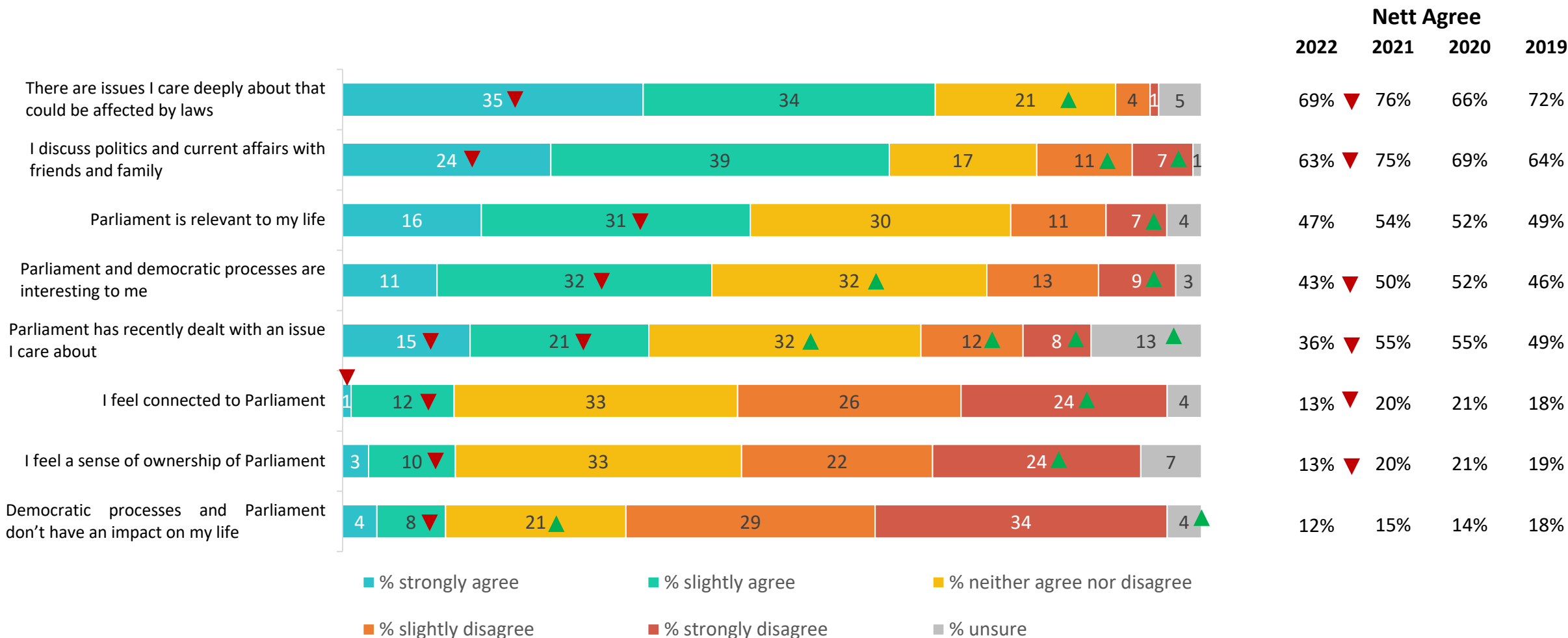


## SALIENCE OF PARLIAMENT:

New Zealanders' feel that Parliament is less salient to them compared to last year. Less than half feel the institution is relevant to their lives or feel it or Parliament and the democratic processes are interesting. The level of agreement is mostly on par with the pre-pandemic 2019 results so it may be that the pandemic increased the salience of Parliament and it has now fallen back to pre-pandemic levels. However, the proportion who agree that Parliament has dealt with an issue they care about, feel connected with Parliament and have a sense of ownership with Parliament is at an all time low suggesting an overall decrease in the public's connection with Parliament. This also coincides with a decline in the discussion of politics more generally. Reasons for these trends could include competing priorities (i.e. the cost of living), as well as a reluctance to engage with the polarisation that many people believe is present in our politics and indeed our Parliament.



PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH EACH STATEMENT:







## Media



## MEDIA EXPOSURE OF PARLIAMENT:

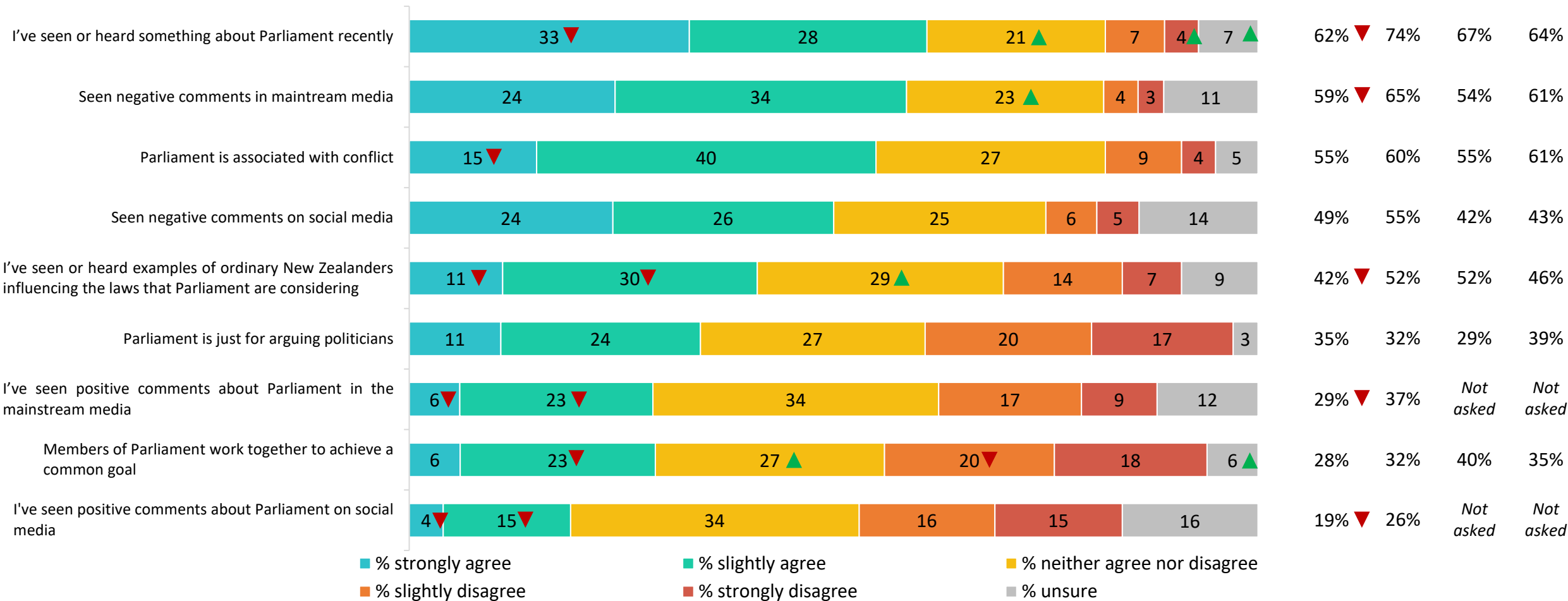
Fewer New Zealanders have been exposed to news or media feeds about Parliament compared to last year. Unfortunately, those who are exposed typically encounter negative commentary, which presumably undermines Parliament's reputation. Indeed, New Zealanders are almost twice as likely to recall negative comments in mainstream media compared to positive ones (59% vs.29%). In addition, almost half of New Zealanders saw negative comments on social media meanwhile only around a fifth saw positive comments (49% vs.19%).



PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH EACH STATEMENT:

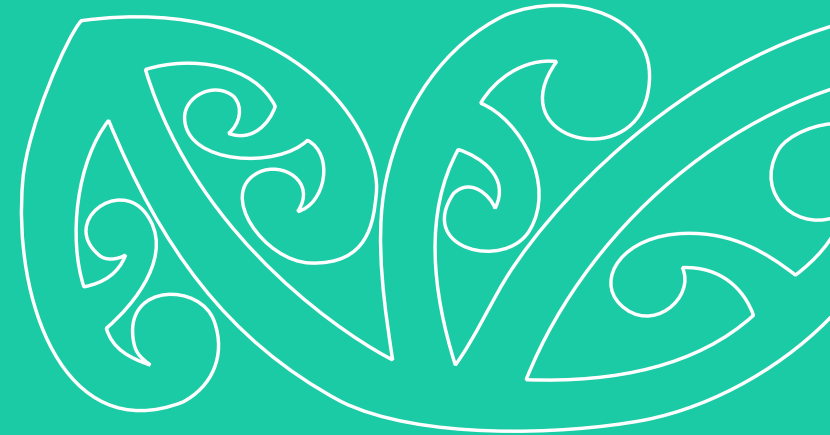
### Nett Agree

2022 2021 2020 2019





## Representativeness

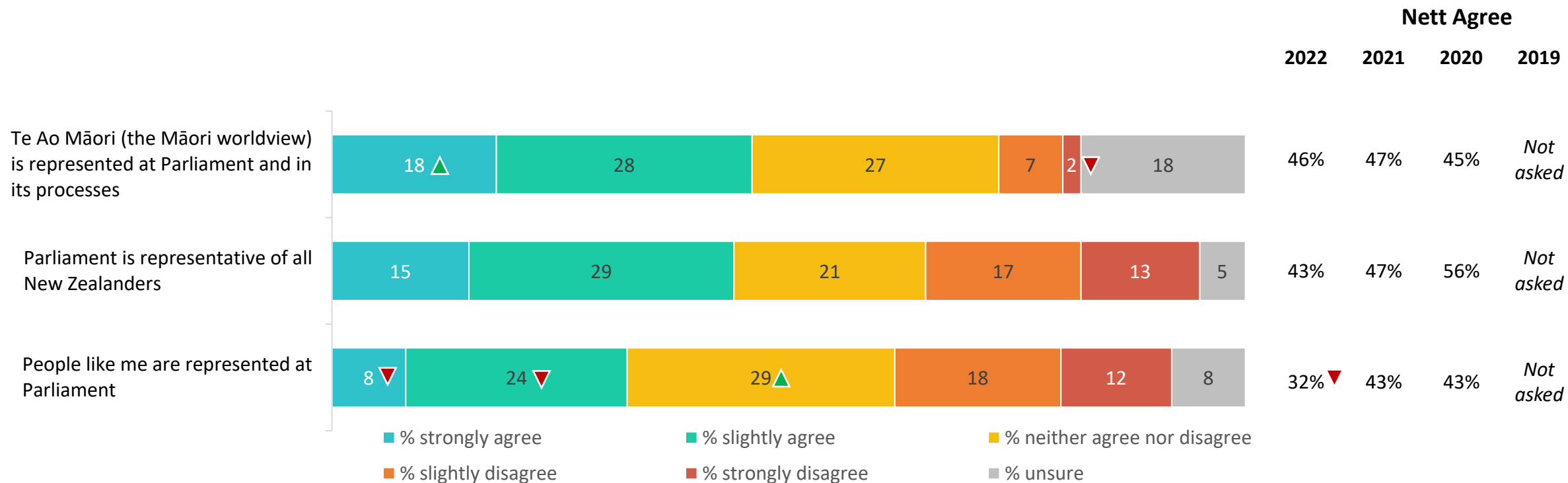


## REPRESENTATIVENESS OF PARLIAMENT:

There continues to be work to be done to improve the perception that Parliament represents all New Zealanders. There has been a significant decline in the proportion of New Zealanders who feel that people like them are represented at Parliament— around a third (32%) now agree with this. Additionally, disabled New Zealanders are less likely than average to believe that Parliament is representative of all New Zealanders.

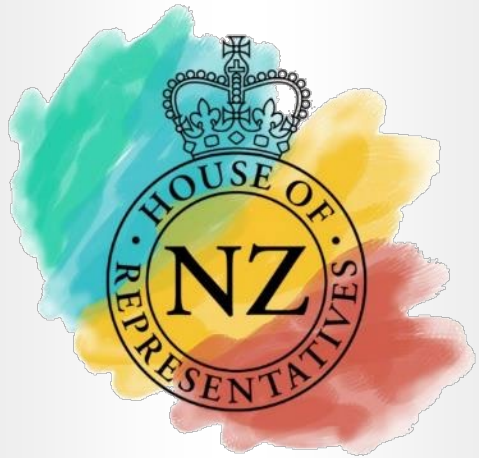


PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH EACH STATEMENT:



## GROUP DIFFERENCES

Disabled New Zealanders (33%) and those aged 18-49 (36%) are less likely than average (43%) to feel that Parliament is representative of all New Zealanders. It is also worth noting that 49% of Māori agree that Te Ao Māori is represented at Parliament, in line with 46 for all New Zealanders.



## Accessibility



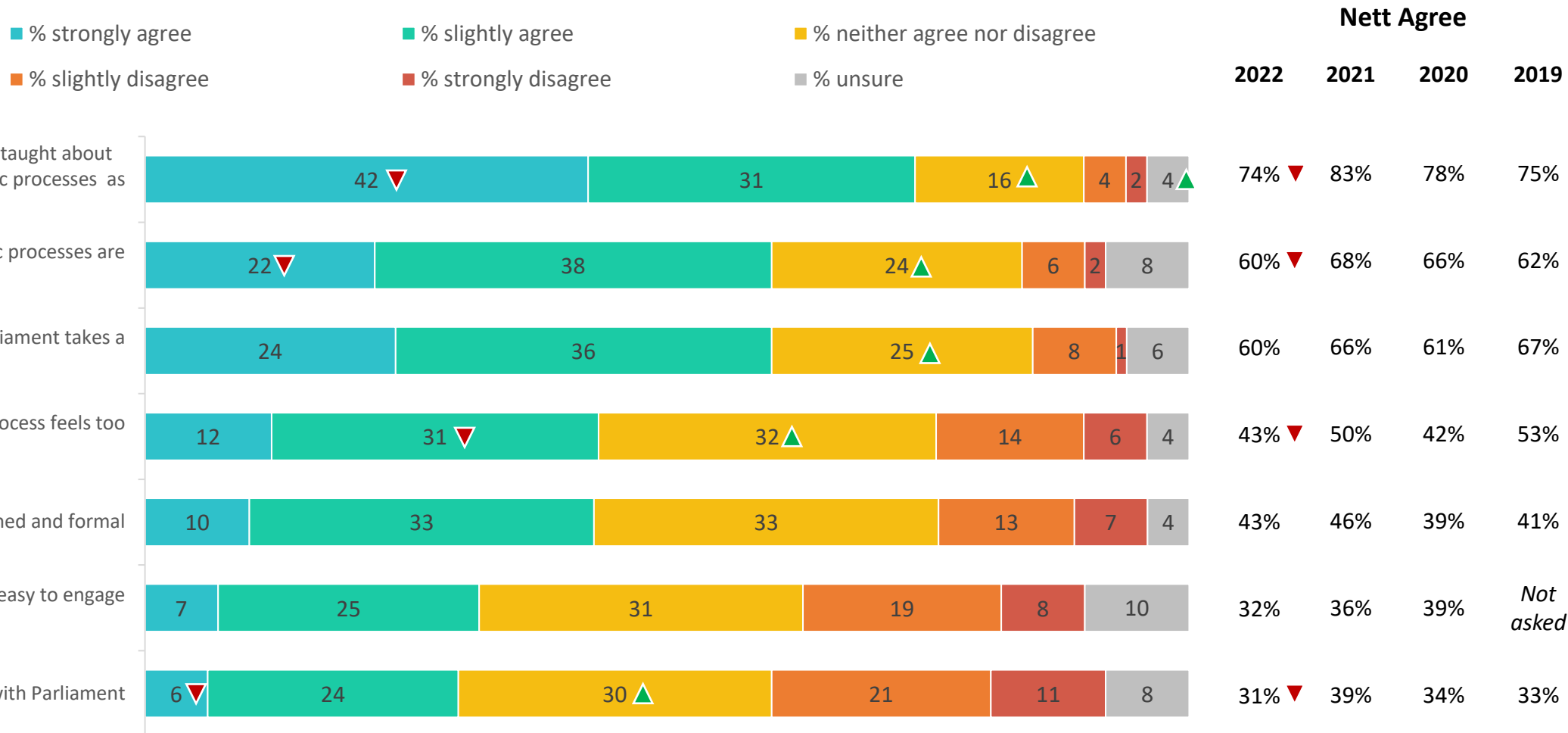


## ACCESSIBILITY OF PARLIAMENT:

In many respects, New Zealanders' believe the accessibility of Parliament has declined since 2021. Sixty percent feel Parliament and democratic processes are accessible to them (vs.68% in 2021) and 31% know how to engage with Parliament (vs.39% in 2021). The increased disengagement with Parliament is reflected in the drop in those who believe school children should be taught about Parliament and democracy as part of the curriculum (albeit a clear majority still favour this). Positively, fewer New Zealanders believe the Parliamentary process feel too intimidating (43% vs.50%).



PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH EACH STATEMENT:



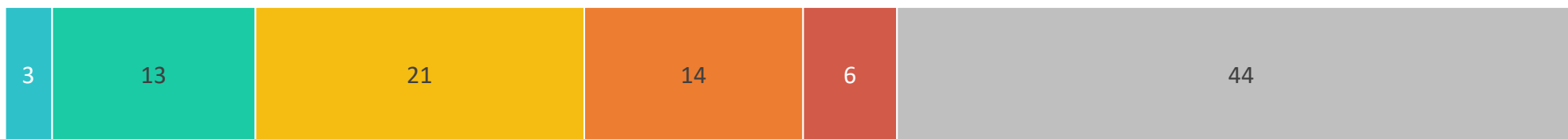
## ACCESSIBILITY OF PARLIAMENT FOR DISABLED PEOPLE\*:

Many New Zealanders are unsure how well Parliament caters to the needs of those living with a disability, and those who do provide an opinion are relatively split as to whether Parliament does well or not. Forty-four percent of New Zealanders felt unable to comment, while 16% rate Parliament well which is markedly fewer than in 2021. Disabled New Zealanders are more likely than those without a disability to rate Parliament very poorly (15% vs. 5%).

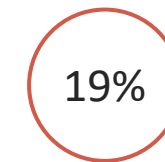


### HOW WOULD YOU RATE THE WAY IN WHICH PARLIAMENT CATERS TO THE NEEDS OF DISABLED PEOPLE?

NETT GOOD



NETT POOR



Very good    Good    Fair    Poor    Very poor    Don't know

### KEY RESULTS BY DISABILITY STATUS

NETT GOOD

NETT POOR

New Zealanders with a disability (n=116)

15%



26%

New Zealanders without a disability (n=884)

16%



19%

Very good    Good    Fair    Poor    Very poor    Don't know

▲ ▼ Significant increase / decrease compared to average

Source: D3 | Base: All New Zealanders (2022 n=1,000)

\*Note: Respondents were categorised as having a disability based on their responses to the Washington Short Set. Respondents were asked whether they had difficulty with seeing, hearing, walking or climbing stairs, remembering or concentrating, or washing all over and dressing. In total, 116 people with the experience of these disabilities completed the survey.

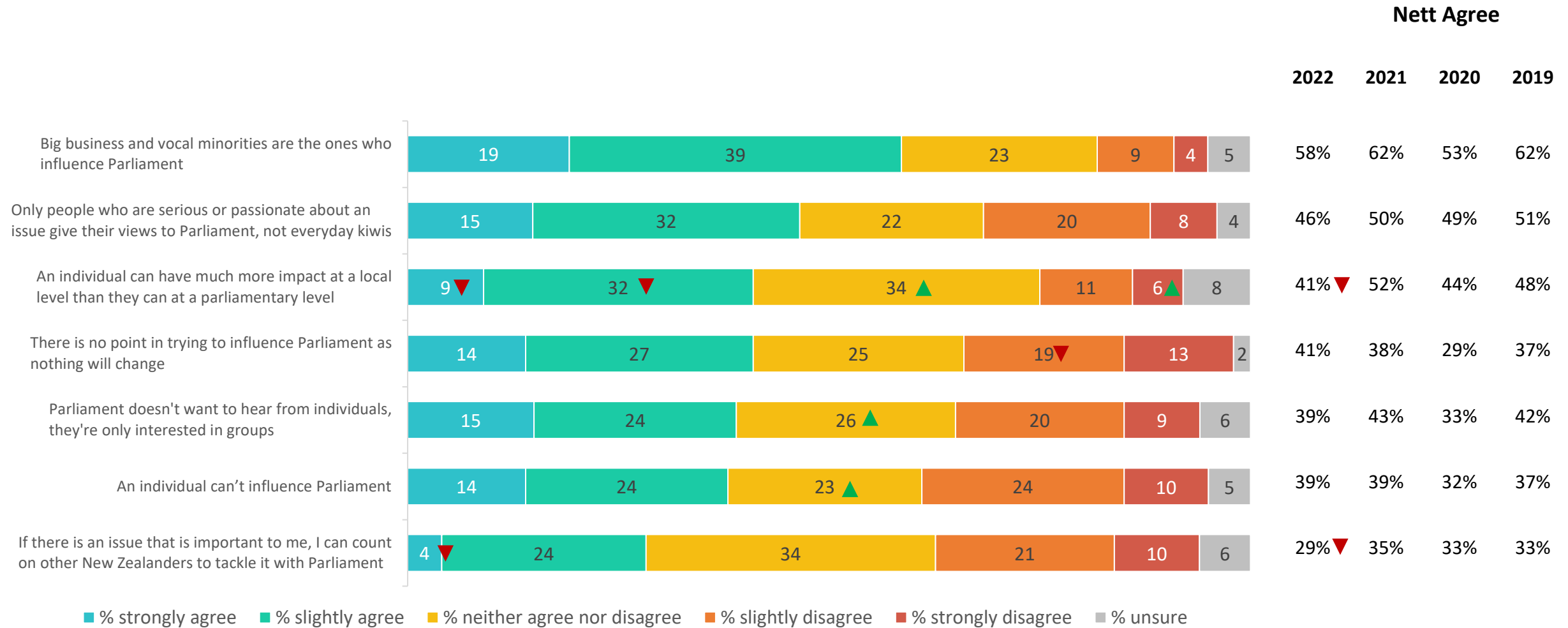


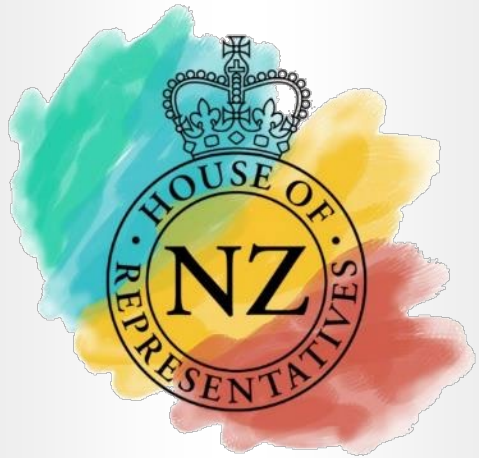
## Empowerment



## EMPOWERMENT:

New Zealanders remain relatively unconvinced about their ability to influence Parliament. Overall they are more likely to feel that big business and vocal minorities have Parliament's ear (58%) as opposed to individuals (39%). That said they seem somewhat more disenchanted with local government than in 2021, and are less likely to feel that an individual can have a greater impact at a local level than a parliamentary level (41% vs. 52%). They are also less likely to believe that they can count on others to tackle important issues with Parliament (29% vs. 35%).





## Attitudes – sub-group differences





## SUB-GROUP DIFFERENCES:

This slide details the key sub-group differences for the attitudes and perceptions of Parliament. Overall, rangatahi (aged 16-18) appear to be the least engaged with Parliament, feeling that it is an outdated institution with less relevance for their lives. They are also less likely than average to discuss politics, or to have seen or heard something about it. Māori and Pasifika express some more positive viewpoints about Parliament than average, and seem less cynical. For example, they are less likely than average to believe that there is no point trying to influence Parliament as nothing will ever change. Māori are also more likely than average to agree that they are connected to Parliament and they know how to engage with it.



### 16-18 year olds

16-18 year olds are **more likely** than all New Zealanders to agree that:

- The parliamentary process feels too intimidating (54% vs. 43%)
- Parliament is just for arguing politicians (43% vs. 35%)
- Parliament and government are the same thing (32% vs. 22%)
- Democratic processes and Parliament don't have an impact on my life (23% vs. 12%)

16-18 year olds are **less likely** than all New Zealanders to agree that:

- There are issues I care deeply about that could be affected by laws (55% vs. 69%)
- I've seen or heard something about Parliament recently (52% vs. 62%)
- I discuss politics and current affairs with friends and family (48% vs. 63%)
- Parliament has recently dealt with an issue I care about (27% vs. 36%)
- I've seen or heard examples of ordinary New Zealanders influencing the laws that Parliament are considering (26% vs. 42%)
- MPs are approachable and easy to engage with (19% vs. 32%)
- I know how to engage with Parliament (17% vs. 31%)



### Māori

Māori are **less likely** than all New Zealanders to agree that:

- There is no point in trying to influence Parliament as nothing will change (33% vs. 41%)

Māori are **more likely** than all New Zealanders to agree that:

- I know how to engage with Parliament (41% vs. 31%)
- I feel connected to Parliament (20% vs. 13%)



### Pasifika

Pasifika are **less likely** than all New Zealanders to agree that:

- Only people who are serious or passionate about an issue give their views to Parliament, not everyday kiwis (32% vs. 46%)
- An individual can have much more impact at a local level than they can at a parliamentary level (26% vs. 41%)
- There is no point in trying to influence Parliament as nothing will change (26% vs. 41%)

## SUB-GROUP DIFFERENCES:

Education makes a difference, as graduates are much more engaged with Parliament than average, and feel that issues they care about are addressed, and more likely to recognise that MPs do co-operate to achieve common goals. New Zealanders with a disability are less likely than average to feel Parliament is representative of all New Zealanders, or feel that Parliament and democratic processes are accessible to them. They are also more likely than average to feel that an individual cannot influence Parliament.



### Graduates

Those with a degree are **more likely** than all New Zealanders to agree that:

- An individual can have much more impact at a local level than they can at a parliamentary level (53% vs. 41%)
- Parliament and democratic processes (e.g. Voting, submissions, petitions, contacting MPs) are interesting to me (49% vs. 43%)
- Parliament has recently dealt with an issue I care about (42% vs. 36%)
- People like me are represented at Parliament (40% vs. 32%)
- I know how to engage with Parliament (37% vs. 31%)
- Members of Parliament work together to achieve a common goal (37% vs. 28%)
- If there is an issue that is important to me, I can count on other New Zealanders to tackle it with Parliament (36% vs. 29%)
- I've seen positive comments about Parliament on social media in the past 12 months (e.g. Facebook, Twitter etc.) (25% vs. 19%)
- I feel a sense of ownership of Parliament (20% vs. 13%)

Those with a degree are **less likely** than all New Zealanders to agree that:

- There is no point in trying to influence Parliament as nothing will change (32% vs. 41%)



### Disabled New Zealanders

Those with a disability are **less likely** than all New Zealanders to agree that:

- Parliament and democratic processes are accessible to me (51% vs. 60%)
- Parliament is representative of all New Zealanders (33% vs. 43%)



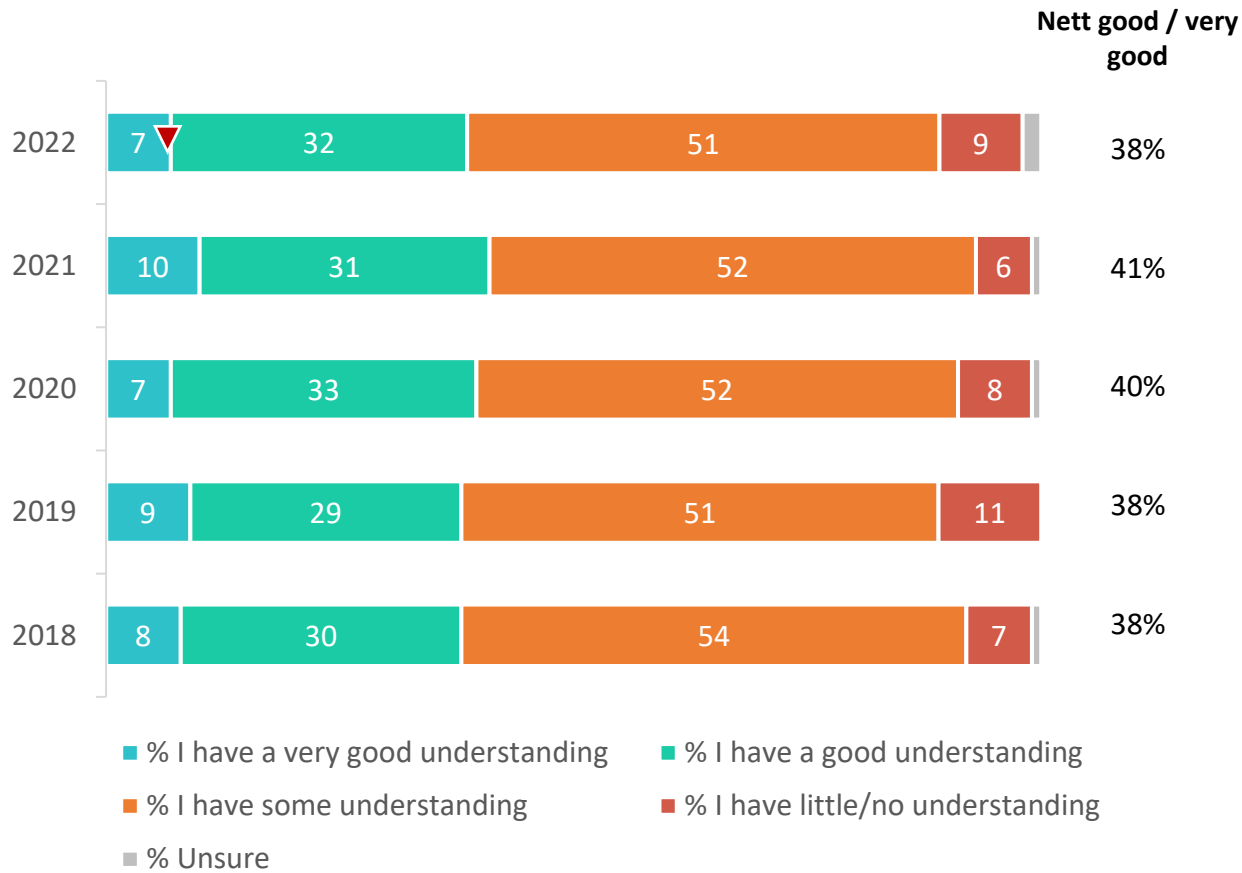
## Awareness and Participation in Democracy



## UNDERSTANDING OF PARLIAMENT:

Understanding of Parliament is broadly consistent with previous years. Thirty-eight percent of New Zealanders say they have a very good or good understanding of Parliament how it works. Pasifika and rangatahi (aged 16-18) are less likely than average to feel they have at least a good understanding.

### WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR UNDERSTANDING OF THE NEW ZEALAND PARLIAMENT AND HOW IT WORKS?



### Findings for key groups

- % Unsure
- % Little / no understanding
- % Good / very good understanding



Māori



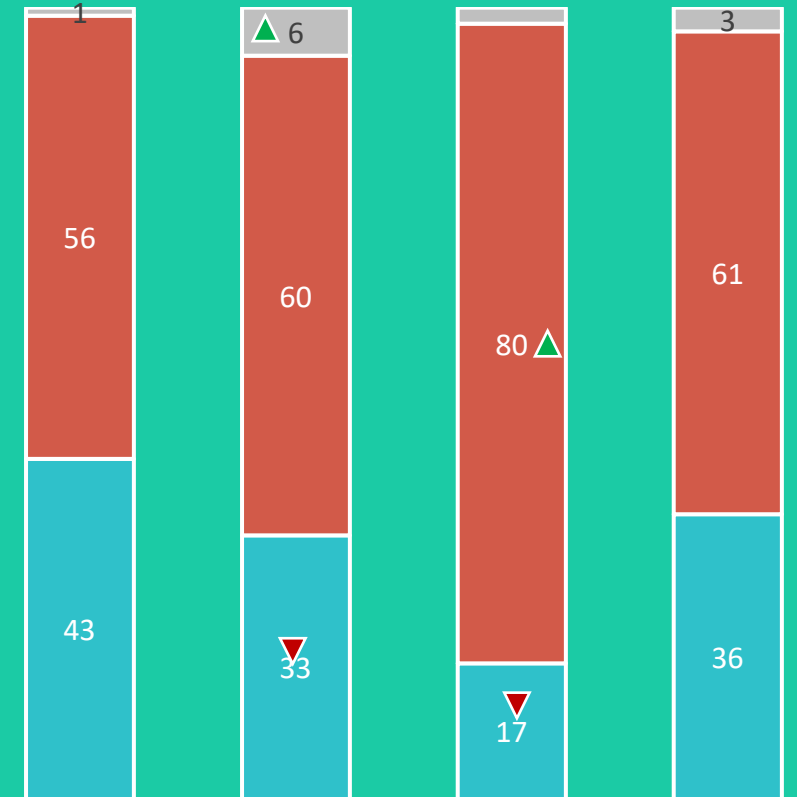
Pasifika



16-18 year olds



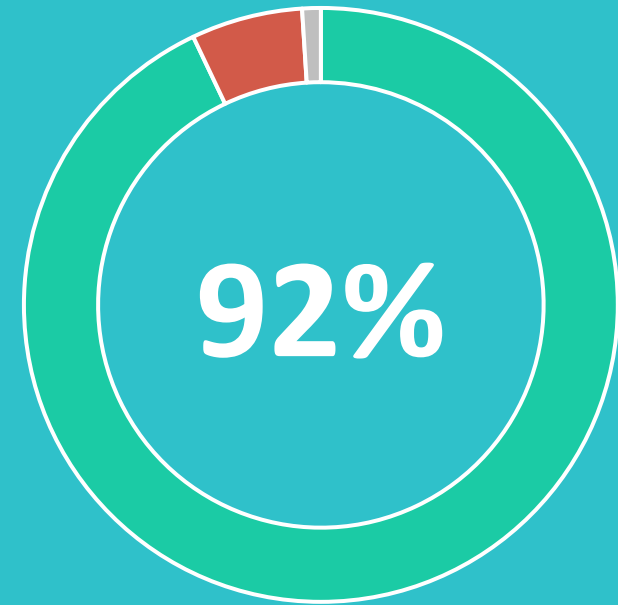
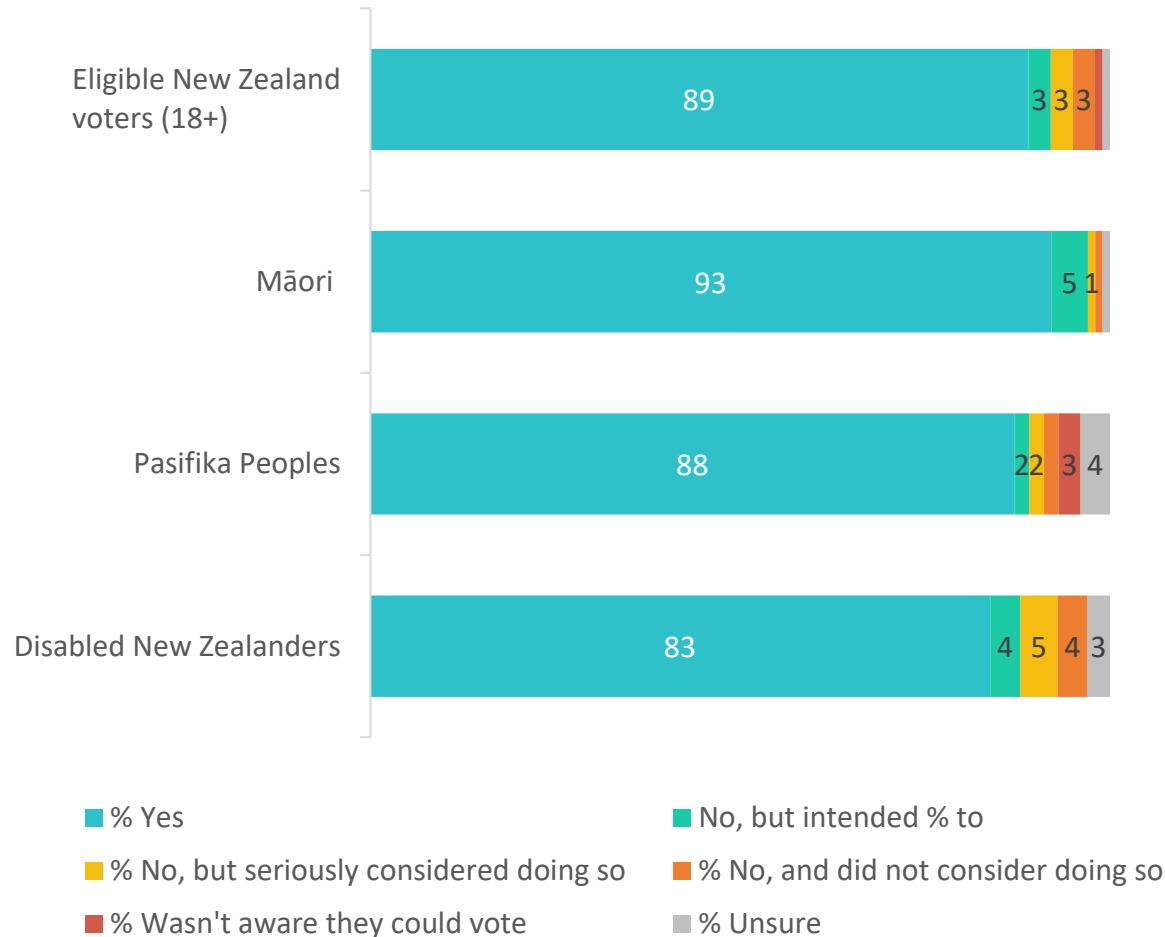
Disabled New Zealanders



## VOTING BEHAVIOUR:

Eighty-nine percent of eligible New Zealand voters said that they voted in the 2020 general election. This is consistent for Māori, Pasifika, and those living with a disability. Almost all rangatahi (who were not eligible to vote in the 2020 general election), are aware of the voting eligibility criteria.

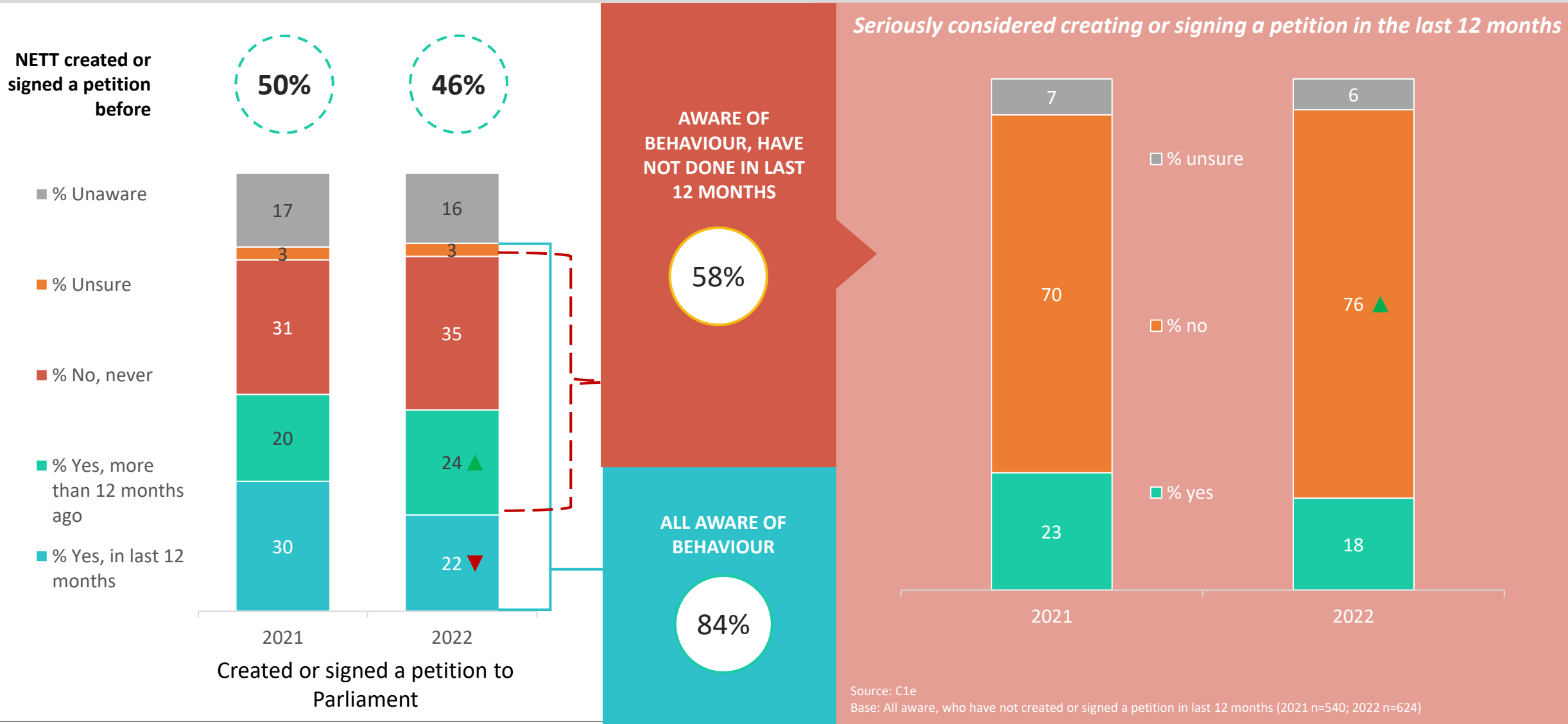
### DID YOU VOTE IN THE 2020 GENERAL ELECTION...?\*



*of 16-18 year olds (those not old enough to vote in the 2020 election) are aware that New Zealand citizens and permanent residents aged 18 years or over can vote in the general election*

## CREATING OR SIGNING A PETITION:

Eighty-four percent of New Zealanders are aware that they can create or sign a petition to Parliament, and 46% report having done so in the past 12 months. Fewer New Zealanders have seriously considered creating or signing a petition in the last 12 months even if they have not actually done so, than in 2021.



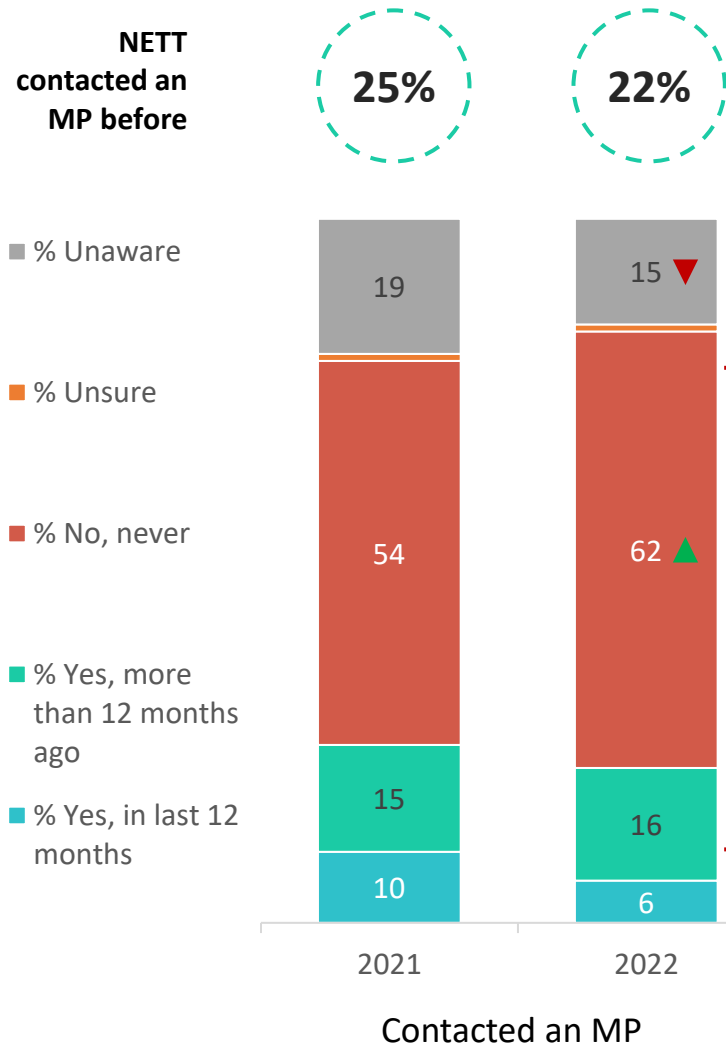


## CONTACTING A MEMBER OF PARLIAMENT:

Eighty-five percent of New Zealanders are aware that they can contact a member of Parliament, and 22% say they have done so in the past 12 months (in line with 2021). Those who are aware they can contact an MP, but who have not done so in the last 12 months, are less likely to have seriously considered it than in 2021 (15% vs. 20%).



### NETT contacted an MP before



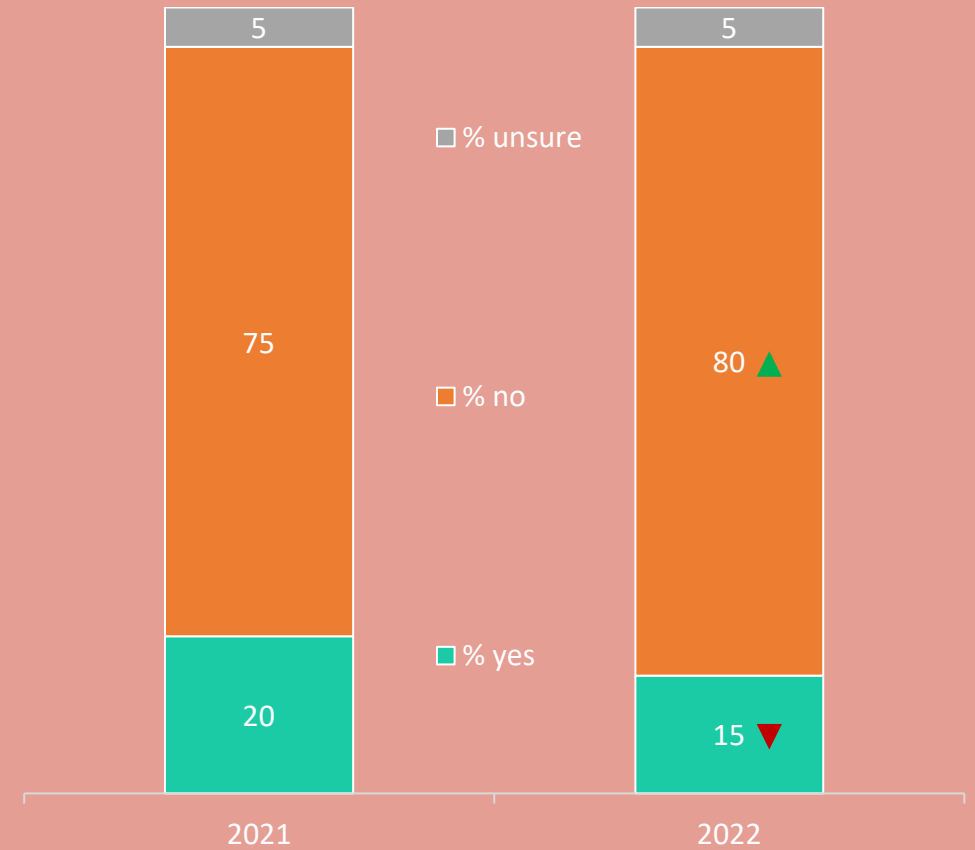
AWARE OF BEHAVIOUR, HAVE NOT DONE IN LAST 12 MONTHS

78%

ALL AWARE OF BEHAVIOUR

85%

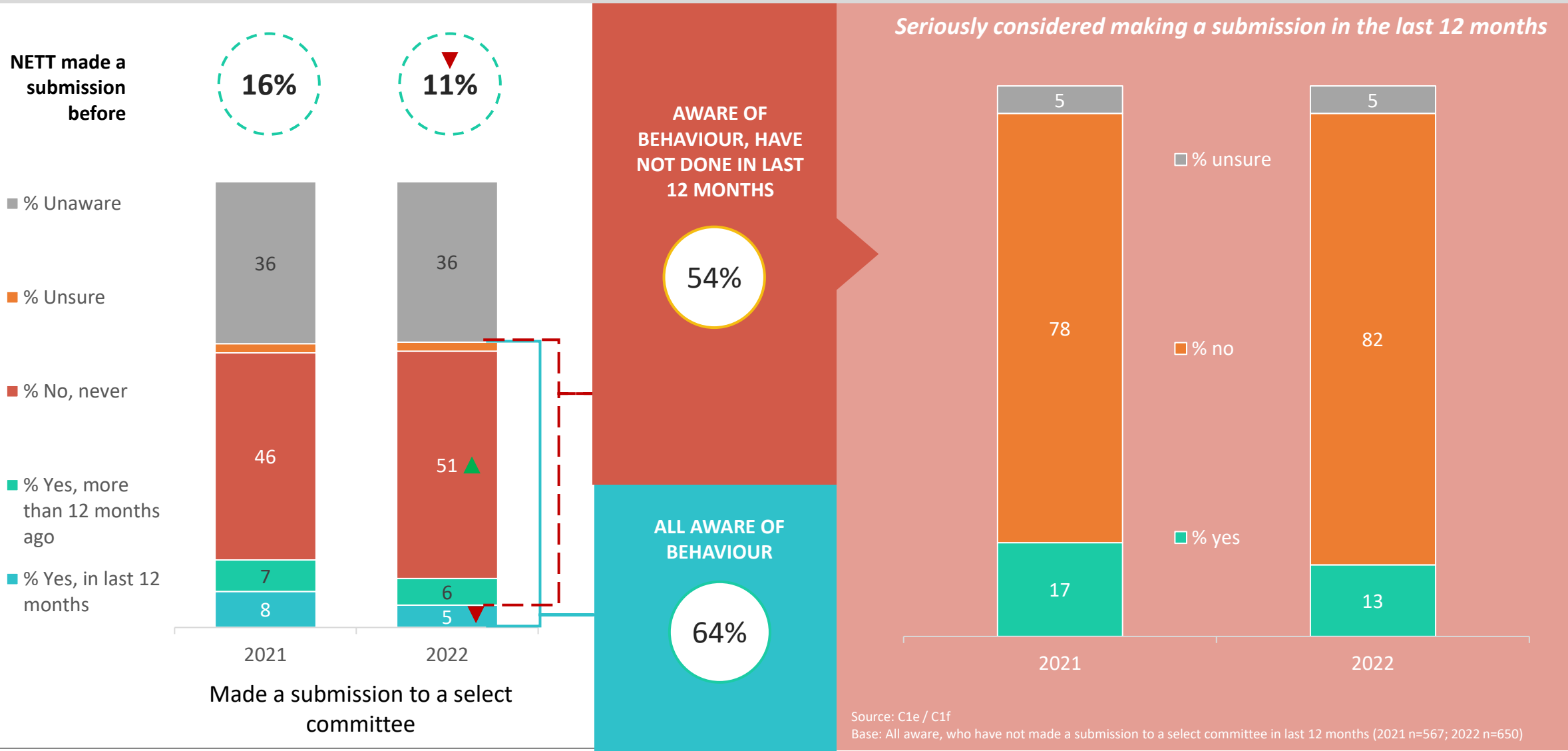
### Seriously considered contacting a member of Parliament in the last 12 months



Source: C1e  
Base: All aware, who have not contacted an MP in last 12 months (2021 n=710; 2022 n=911)

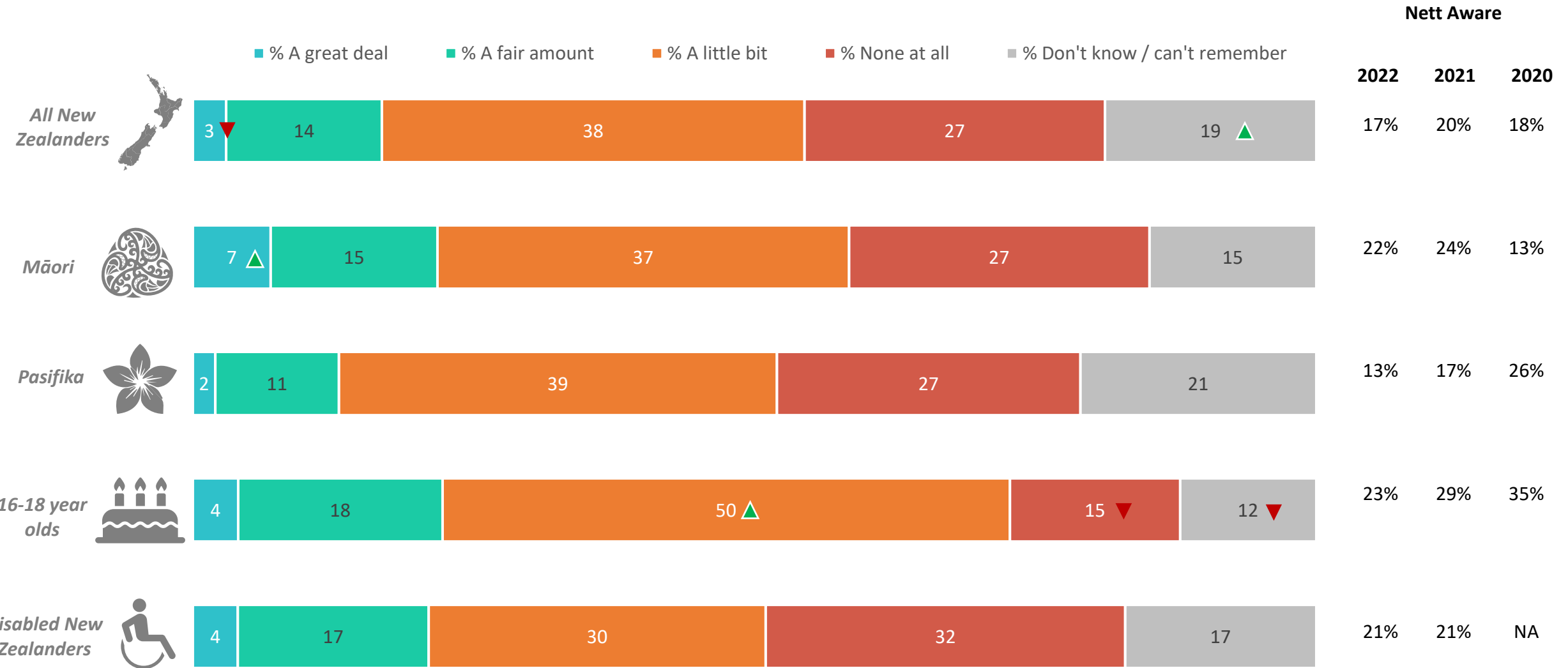
## MAKING A SUBMISSION TO A SELECT COMMITTEE:

Fewer New Zealanders are aware that they can make a submission to a select committee (64%), compared to the other behaviours (over 80%). New Zealanders are also less likely to report having made a submission in the last 12 months than in 2021 (11% vs. 16%). Thirteen percent of those aware (but who have not made a submission in the last 12 months) have seriously considered making one.



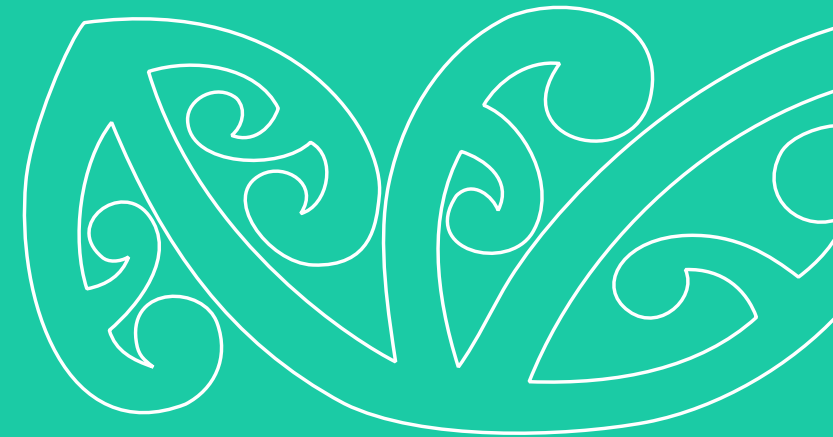
## EDUCATION ABOUT PARLIAMENT:

Seventeen percent of New Zealanders say that they learn a fair amount or a great deal about Parliament at school or university. This is in line with 2021 (20%). Rangatahi are the most likely to say that they learn a fair amount or a great deal, reflecting updated curriculums. (20%).





## Parliamentary Channels

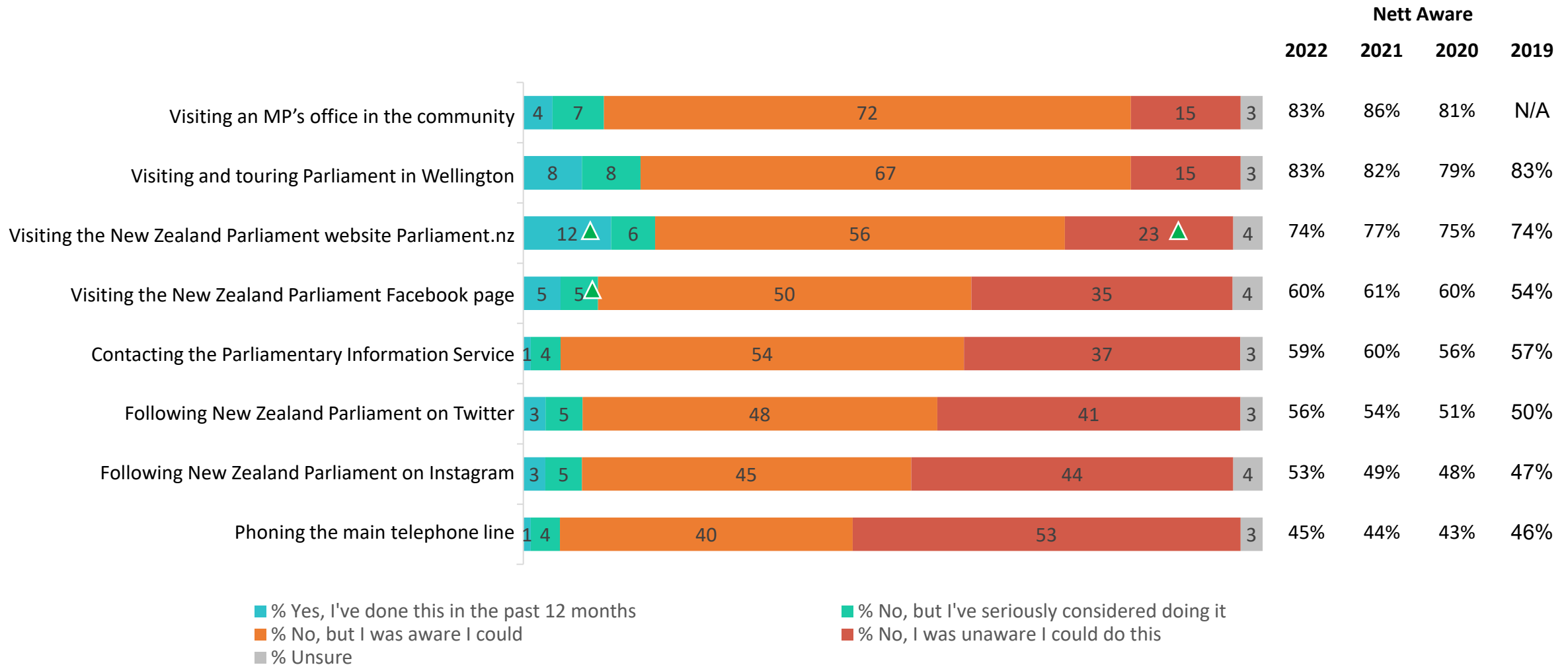


## CHANNELS AWARE OF / VISITED:

New Zealanders continue to be largely aware of the different channels they can use to access Parliament. Awareness of all channels remain consistent with 2021.



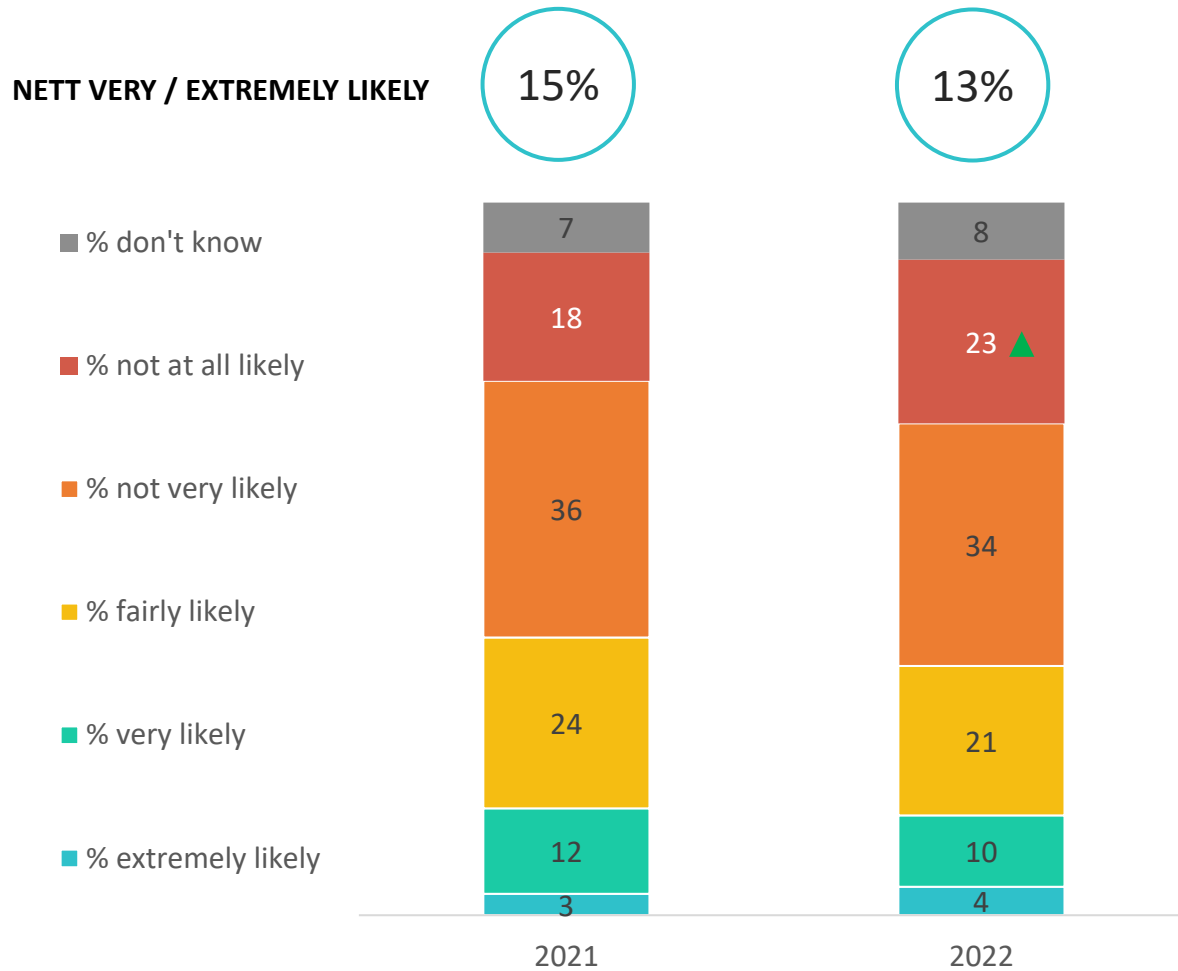
### IN THE LAST TWELVE MONTHS HAVE YOU DONE ANY OF THE FOLLOWING?



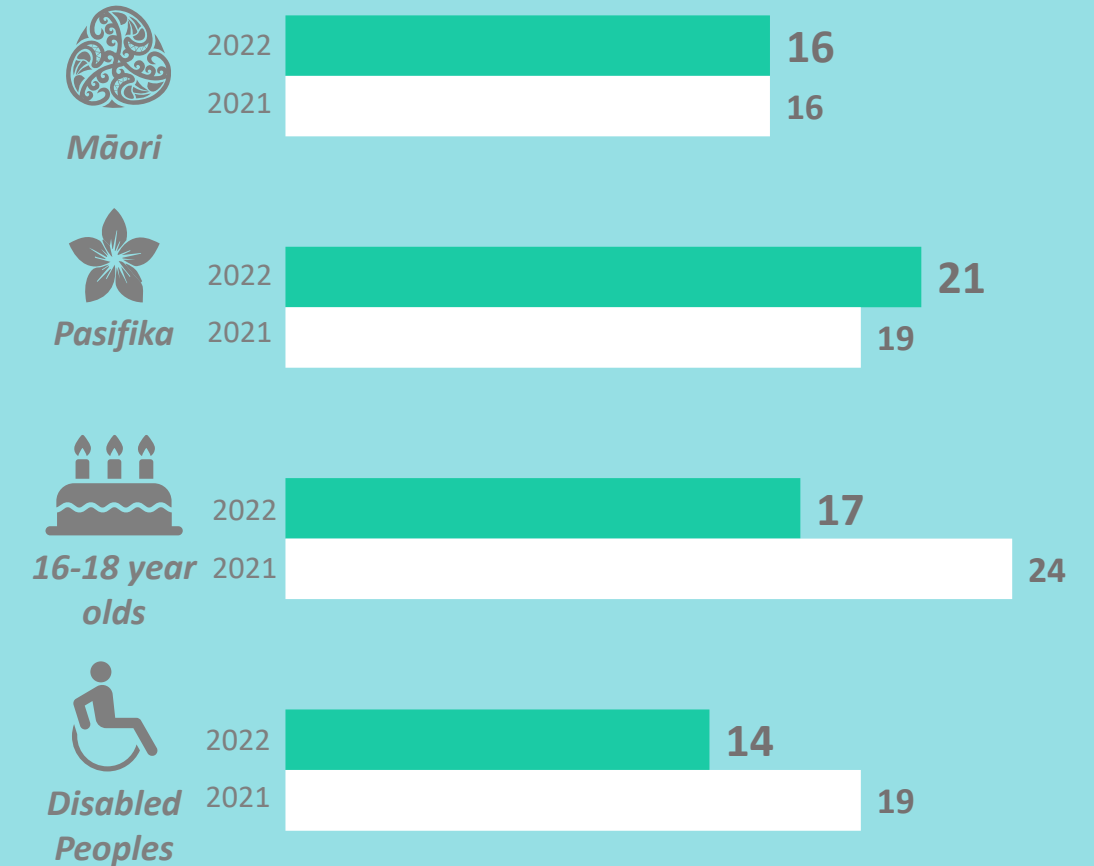
### LIKELIHOOD OF VISITING A PARLIAMENTARY STALL:

Consistent with 2021, few New Zealanders are likely to visit a Parliament stall at a community event, perhaps signalling limited desire to engage with Parliament outside of the standard political sphere. Thirteen percent of New Zealanders say that they are very or extremely likely to visit a Parliament stall. Indeed, more New Zealanders this year would be not at all likely to go up to the stall compared to 2021.

IF YOU WENT TO A COMMUNITY EVENT AND SAW A PARLIAMENT STALL, HOW LIKELY OR NOT WOULD YOU BE TO GO UP TO THE STALL?



### LIKELIHOOD BY KEY GROUPS (% very / extremely likely)

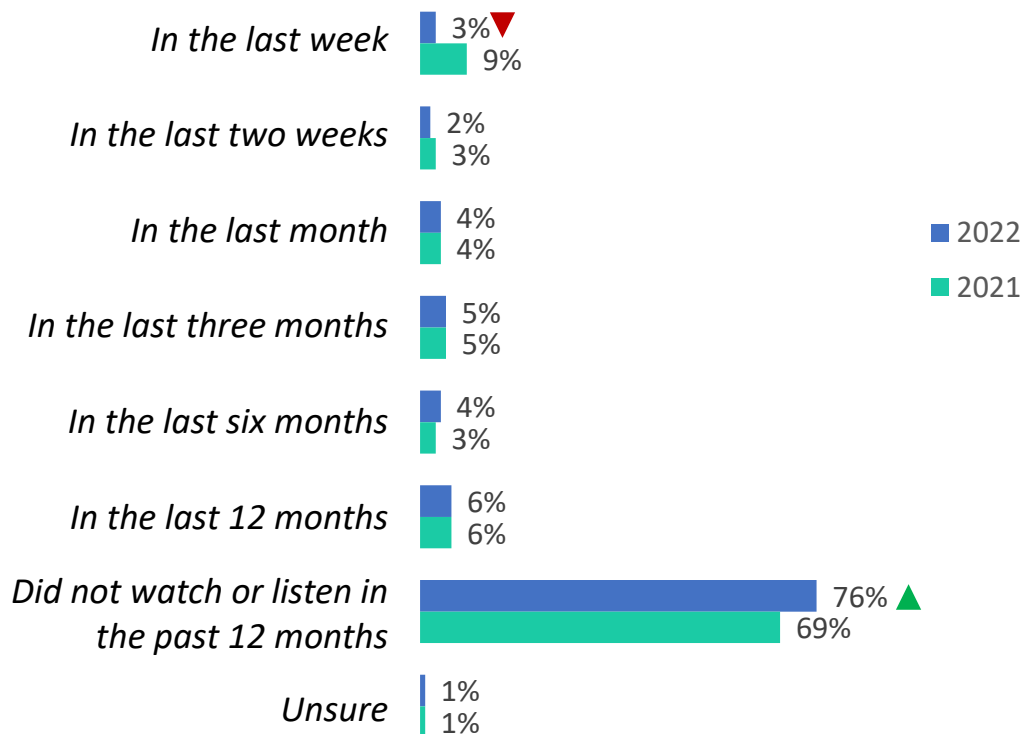




# 23% of New Zealanders

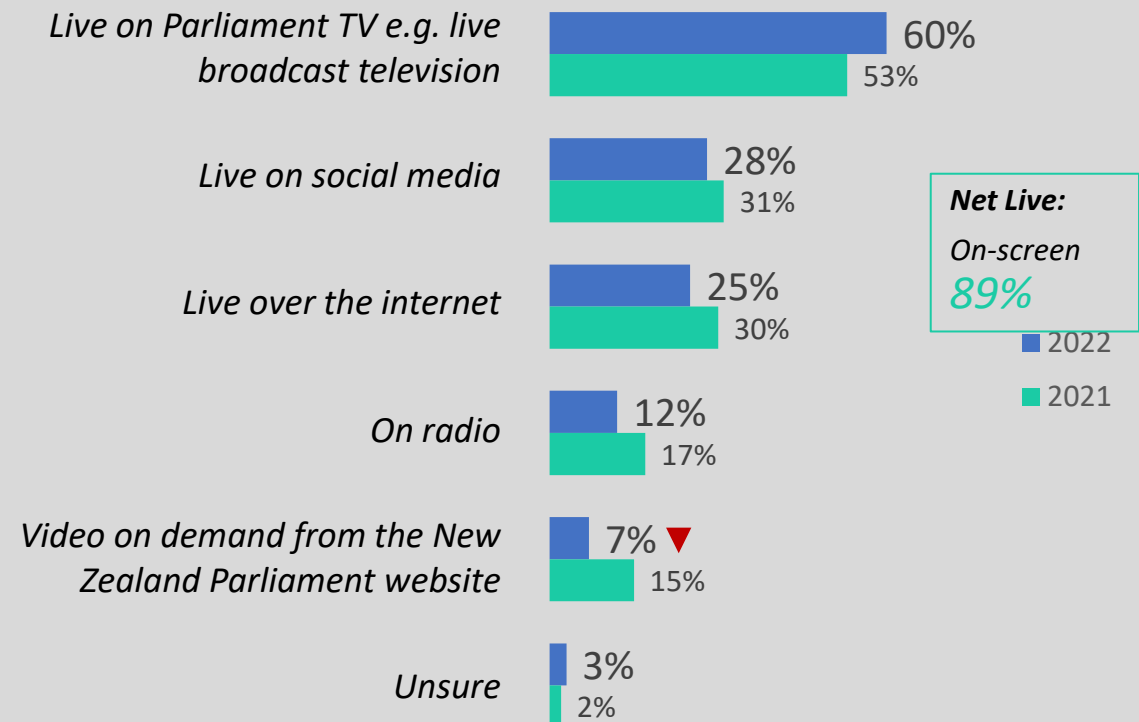
viewed or listened to parliamentary broadcasts in the past 12 months. This represents a decline in engagement vs. 2021 (30%).

## What proportion of New Zealanders watched or listened...?



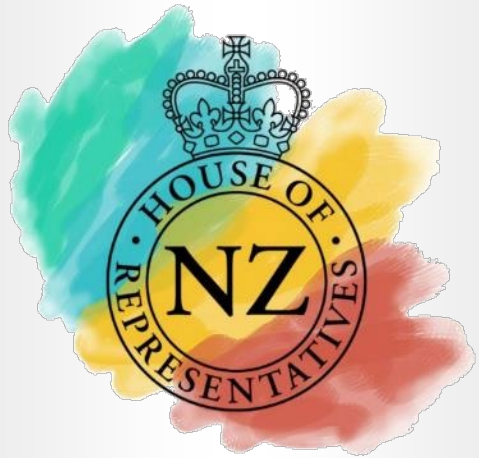
Source: E3  
All respondents, all New Zealanders (2022 n=1,000; 2021 n=1,003; 2020 n=1,000)

## How did viewers or listeners do this?



Source: E4  
Base: All New Zealanders who had viewed/listened to parliamentary broadcasts in the last 12 months (n=238)

▲ ▼ Significant increase / decrease from 2021



## Those who made a submission



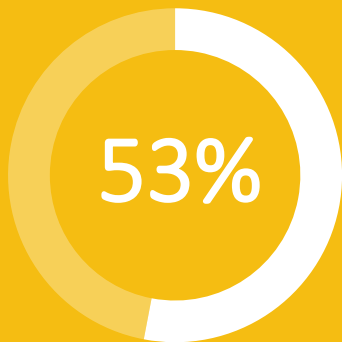
## MAKING A SUBMISSION TO A SELECT COMMITTEE:

One in twenty New Zealanders say they have made a submission to a select committee in the last 12 months, compared to 8% in 2021. The vast majority of these were written submissions. People are most likely to have found out about the bill(s) or item(s) they made a submission on through community groups (35%), social media (24%), or their friends, family members or colleagues (14%). Almost one third (31%) were informed via a parliamentary source.

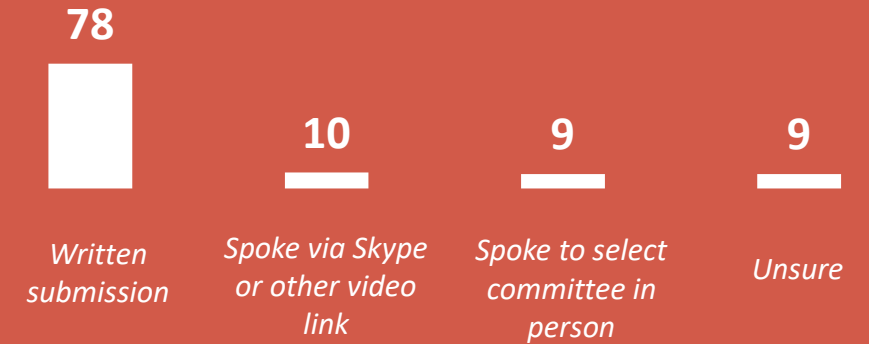


say they've made a submission to a select committee to give feedback on a bill (proposed law) or other items being considered by MPs in the past 12 months....

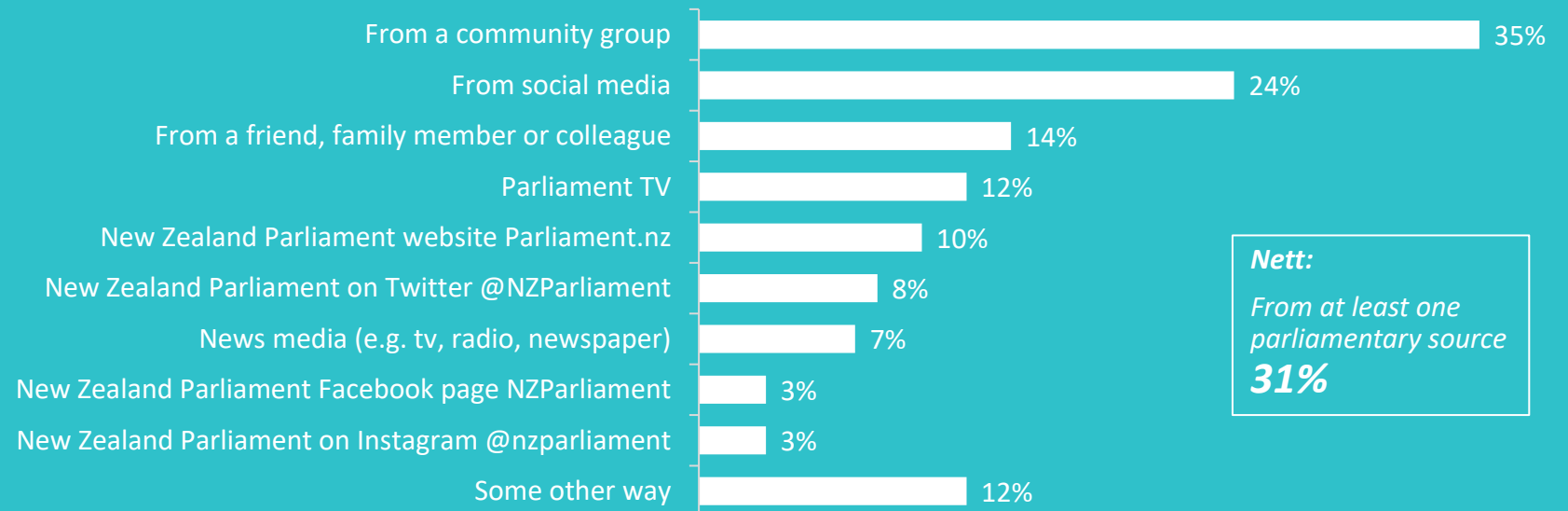
...and for most of these people, it was their first time making a submission



Eight in ten of those who made a submission, did so in writing.



### How did they find out about the bill(s) or other items(s)?



**Nett:**  
From at least one parliamentary source  
**31%**

## SATISFACTION WITH SUBMITTING TO A SELECT COMMITTEE:

A quarter of those who made a submission to a select committee during the past year are highly satisfied. This compares to 35% in 2021, 22% in 2020 and 13% in 2019. None of the differences in satisfaction are statistically significant due to the relatively low sample sizes.



Only **24%** of New Zealanders who make a submission to a select committee are extremely or very satisfied with the experience

Satisfaction is mainly driven by the process being easy (26%), feeling as though they were listened to (15%) and caring about the issue they submitted on (8%). This is in line with 2021.

*“It wasn't as hard to do as I had thought it might be and I felt able to put my viewpoint across.”*

*“There was a notable level of engagement from the public in making a submission on this particular issue and as a result I think the voice of the population was heard.”*

*“The proposed Law changes affected me directly. Action was required.”*

Dissatisfaction occurs when people share their views, but feel they're not listened to (51%), that due process is not followed (21%), or they don't get any response at all (20%). This is similar to 2021.

*“There was no recognition of people who represented the same view as myself despite many submissions being placed.”*

*“It was a difficult process the website is not very intuitive, the questions to answer are swayed or worded in a way that was in favour of the predetermined outcome the government is looking for. There was not the opportunity for me to get all of my points/arguments across.”*

*“Lack of feedback.”*



**Slightly less than half (46%)** say they're extremely or very likely to make a submission to a select committee again in future.

*And they're more likely to discourage, than encourage, others to do so...*

**\*Net Promoter Score (NPS) is +3**

*This means advocates (38%) slightly outweigh detractors (35%)*

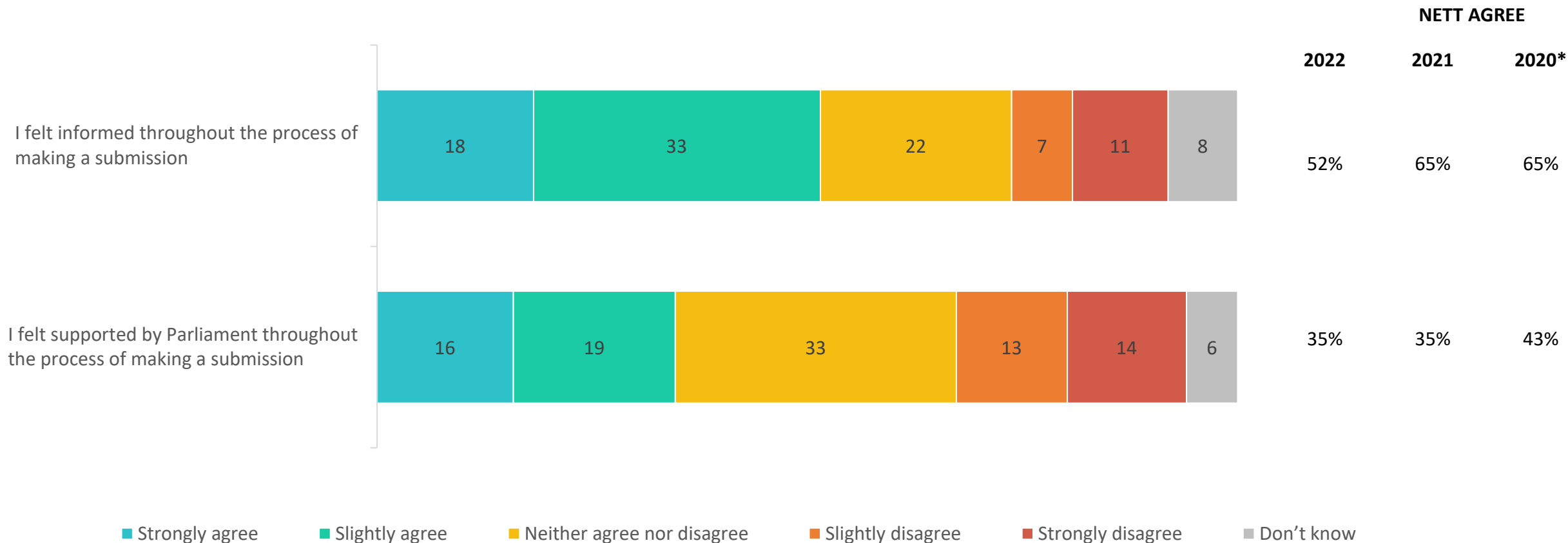
\* NPS measures how likely someone is to encourage others to undertake a behaviour, using an 11 point scale. Calculation = % advocates (9-10 ratings) minus % detractors (0-6 ratings). NPS should be interpreted with caution. Other research tells us that NPS does not translate well to a New Zealand context (e.g., only those at the extremes of the scale tend to actually talk favourably or negatively), whilst studies have found that the 11-point scale used in the question has relatively low predictive validity.

## SUPPORT THROUGHOUT PROCESS OF MAKING A SUBMISSION:

Those who made a submission to a select committee largely feel that they were informed throughout the process. However, just one third (35%) say they felt supported by Parliament throughout the process. This could potentially be due to a large proportion having provided a written submission and so are likely to have had limited interaction with Parliament itself.



### HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?



Source: G8 (new question in 2020)

\*Base: All New Zealanders who had made a submission to a select committee in the last 12 months (2022 n= 51; 2021 n=83; 2020 n=38). Treat 2020 results as indicative only

## Appendices





# Detailed Methodology

- An online questionnaire was developed in close consultation with the Office of the Clerk of the House of Representatives.
- The survey was open from 14 November to 4 December 2022.
- 1,200 New Zealanders took part. n=1,000 18+ year olds (including n=162 Māori and n=60 Pasifika), and an additional n=200 16-18 year olds.
- Interviewing targets were used to ensure the sample was nationally representative. Results for New Zealanders 18+ years are weighted by age by gender by region, ethnicity, and education level to ensure they are representative of those variables. 16-18 years olds' results are also weighted by age by gender by region.

The maximum margin of error on the total sample size for each of those groups, at the 95% confidence level is as follows:

	Sample size	Maximum margin of error
New Zealanders 18+ years	n=1,000	+/- 3.1%
Māori 18+ years	n=162	+/-7.8%
Pasifika 18+ years	n=60	+/-12.9%
16-18 year olds	n=200*	+/-6.9%

- For simplicity, throughout the report we refer to New Zealanders 18+ years as *All New Zealanders*, to Māori 18+ years as *Māori*, and Pasifika 18+ years as *Pasifika*.
- Differences between other sub-groups are also reported if they are meaningful, and statistically significant at the 95% confidence level.
- Some percentages in charts may not sum to 100%, this is either because the questions is multiple response, or due to rounding, or because the chart only includes key response categories.

\* This includes three 18 year olds from the 18+ New Zealanders group  
 Note: survey respondents were sourced from Kantar's online panel and panel partner

# Calculation of Parliament's Reputation Score.

*Parliament's reputation was measured by asking New Zealanders how strongly they agree or disagree that sixteen statements apply to Parliament. These statements are shown on the right, underneath the four pillars of reputation - trust, social responsibility, leadership and fairness. The 'reputation scores' shown in this report were calculated based on responses to those statements.*



## TRUST

- Listens to the public's point of view
- Uses taxpayer money responsibly
- Is trustworthy
- Can be relied upon to protect individuals' personal information



## SOCIAL RESPONSIBILITY

- Behaves in a responsible way towards the environment
- Is a positive influence on society
- Has a positive impact on people's mental and physical wellbeing



## LEADERSHIP

- Is a forward looking organisation
- Contributes to economic growth
- Is easy to deal with in a digital environment
- Is a successful and well-run organisation\*
- Prepares New Zealanders for the future challenges that we face as a nation\*



## FAIRNESS

- Treats their employees well
- Deals fairly with people regardless of their background or role
- Works positively with Māori to improve Māori wellbeing\*
- Works positively with Pasifika to improve Pacific wellbeing\*



## Reputation Index:

To compare Parliament's reputation to the 58 public sector agencies listed below, an index was used. The index score is Parliament's reputation score divided by the average reputation score for the 58 agencies. The agencies included in the 2022 Public Sector Reputation Index are included below.

<b>ATF</b> Te Kōporohihea Āwhina Hunga Whera	<b>AT</b>	<b>Aviation Security Service</b> Kaitiaki Manua Kereangā	<b>BSA</b> BRANDS AND SERVICES AUTHORITY TE MANA WHANONGA KAIPĀHO	<b>CallaghanInnovation</b> New Zealand's Innovation Agency	<b>CAA</b> CIVIL AVIATION AUTHORITY O A HAU NZ	<b>COMMERCE COMMISSION</b> NEW ZEALAND Te Komihana Tauhokohoko	<b>TE MANA WHAKAATU</b> <b>Classification Office</b>	<b>creative nz</b> ARTS COUNCIL OF NEW ZEALAND / TOI AOTĀROA	<b>Te Tari Ture o te Karauna</b> Crown Law
<b>New Zealand DEFENCE FORCE</b> Te Kōwhiri o Aotearoa	<b>Department of Conservation</b> Te Kaitiaki Take Kōwhiri	<b>DEPARTMENT OF CORRECTIONS</b> ARA POUTAMA AOTĀROA	<b>Te Tari Taiwhenua Internal Affairs</b>	<b>Environmental Protection Authority</b> Te Mana Rauhi Tāiao	<b>EQC</b> EARTHQUAKE COMMISSION Kaitiaki Take Kōwhiri	<b>EECA</b> Energy Efficiency and Conservation Authority Te Tari Tiaki Pūngao	<b>FMA</b> FINANCIAL MARKETS AUTHORITY TE HAKA TAIA KŌWHIRIŌ - NEW ZEALAND	<b>FIRE EMERGENCY</b> NEW ZEALAND	<b>GNS SCIENCE</b> TE PŪ AO
<b>hpa health promotion agency</b>	<b>NZ Human Rights</b> HUMAN RIGHTS COMMISSION Te Kaitiaki Take Kōwhiri	<b>Inland Revenue</b> Te Tari Taake	<b>Kāinga Ora</b> Homes and Communities	<b>Land Information New Zealand</b> Iaitu te whenua	<b>MetService</b>	<b>MANAGED ISOLATION AND QUARANTINE</b>	<b>MINISTRY OF BUSINESS, INNOVATION &amp; EMPLOYMENT</b> HIKINA WHAKATUTUKI	<b>Manatū Taonga</b> Ministry for Culture & Heritage	<b>MINISTRY OF EDUCATION</b> TE TĀHUHU O TE MĀTAURANGA
<b>Ministry for the Environment</b> Manatū Mo Te Tiao	<b>NEW ZEALAND FOREIGN AFFAIRS &amp; TRADE</b> MANATŪ AOTEAROA	<b>MINISTRY OF HEALTH</b> MANATŪ HAUORA	<b>Te Tūāpapa Kura Kāinga</b> Ministry of Housing and Urban Development	<b>MINISTRY OF JUSTICE</b> Te Kaitiaki Take Kōwhiri	<b>Ministry for Primary Industries</b> Manatū Ahu Matua	<b>MINISTRY OF SOCIAL DEVELOPMENT</b> TE KAITIAKI TAKE KŌWHIRIŌ	<b>National Emergency Management Agency</b> Te Rākau Whakamanatanga	<b>NEW ZEALAND CUSTOMS SERVICE</b> TE MANA ĀRAI O AOTĀROA	<b>NEW ZEALAND IMMIGRATION</b>
<b>NEW ZEALAND INFRASTRUCTURE COMMISSION</b> Te Waihanga	<b>New Zealand POLICE</b> Ngā Pirihimani o Aotearoa	<b>NEW ZEALAND PRODUCTIVITY COMMISSION</b> Te Kaitiaki Take Kōwhiri	<b>NEW ZEALAND TOURISM</b>	<b>NEW ZEALAND TRADE &amp; ENTERPRISE</b>	<b>NZ TRANSPORT AGENCY</b> Te Kaitiaki Take Kōwhiri	<b>NZ On Air</b> Iwāhi te Māta	<b>NIWA</b> Taihoro Nukurangi	<b>ORANGA TAMARIKI</b> Ministry for Children	<b>PHARMAC</b> TE PĀTAKA WHAIORANGA
	<b>Te Kawa Mataaho</b> Public Service Commission	<b>RESERVE BANK OF NEW ZEALAND</b>	<b>RNZ</b> Te Kaitiaki Take Kōwhiri	<b>SPORT NEW ZEALAND</b>	<b>Stats NZ</b> Tatauranga Aotearoa	<b>TAUMATA AROWAI</b>	<b>TE TAI ŌHANGA THE TREASURY</b>	<b>WORKSAFE</b>	



The image features the Kantar Public logo at the top, with the letter 'K' in yellow and 'ANTAR PUBLIC' in white. The background is a photograph of the New Zealand Parliament Buildings in Wellington, showing a large stone building with columns and a statue in the foreground. The New Zealand flag is visible on a pole.

# KANTAR PUBLIC

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