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Friday, 24 November 2017

## New Zealanders far more optimistic about 2018 than Australians

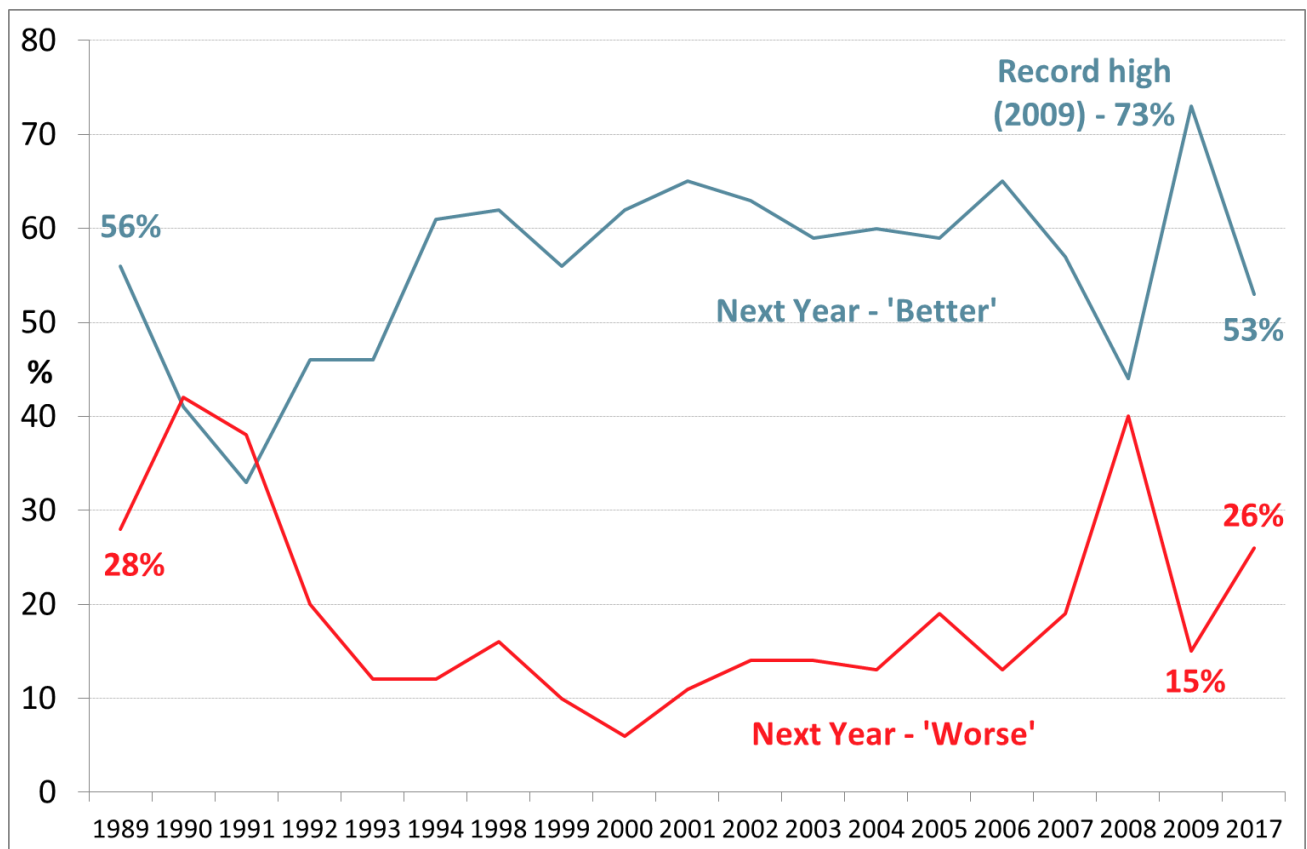
A special Roy Morgan New Zealand SMS Survey taken in mid-November shows 53% of New Zealanders think 2018 will be 'better' than 2017, compared to only 26% that say 2018 will be 'worse' and a further 21% expect 2018 will be 'the same' as 2017.

Although the 53% of New Zealanders saying 2018 will be 'better' than 2017 is lower than the last time this survey was conducted in 2009 when a record high 73% of New Zealanders expected a 'better' year following a sharp recession in NZ, New Zealanders are far more optimistic about 2018 than their Australian counterparts. Only 31% of Australians expect 2018 to be 'better' than 2017. [See here for more details on the Australian results.](#)

Driving the positive result are supporters of new Prime Minister Jacinda Ardern and the Labour-NZ First-Greens Government she leads. 74% of Labour supporters, 67% of NZ First supporters and an even higher 82% of Greens supporters expect 2018 will be 'better' than 2017 compared to only 30% of National supporters – further details below.

This special Roy Morgan SMS Survey was conducted in mid-November with a cross-section of 1,233 New Zealanders aged 18+.

### Next Year – Better or Worse? (New Zealand)



**Source:** Roy Morgan telephone & SMS surveys in New Zealand 1989-2017 with an average of 1,000 New Zealanders aged 18+ interviewed each year. **Question:** "As far as you are concerned, do you think that 2018 will be better, worse, or the same as 2017?"

## Next Year – Better or Worse? (New Zealand)

“As far as you are concerned, do you think that 2018 will be better, worse, or the same as 2017?”

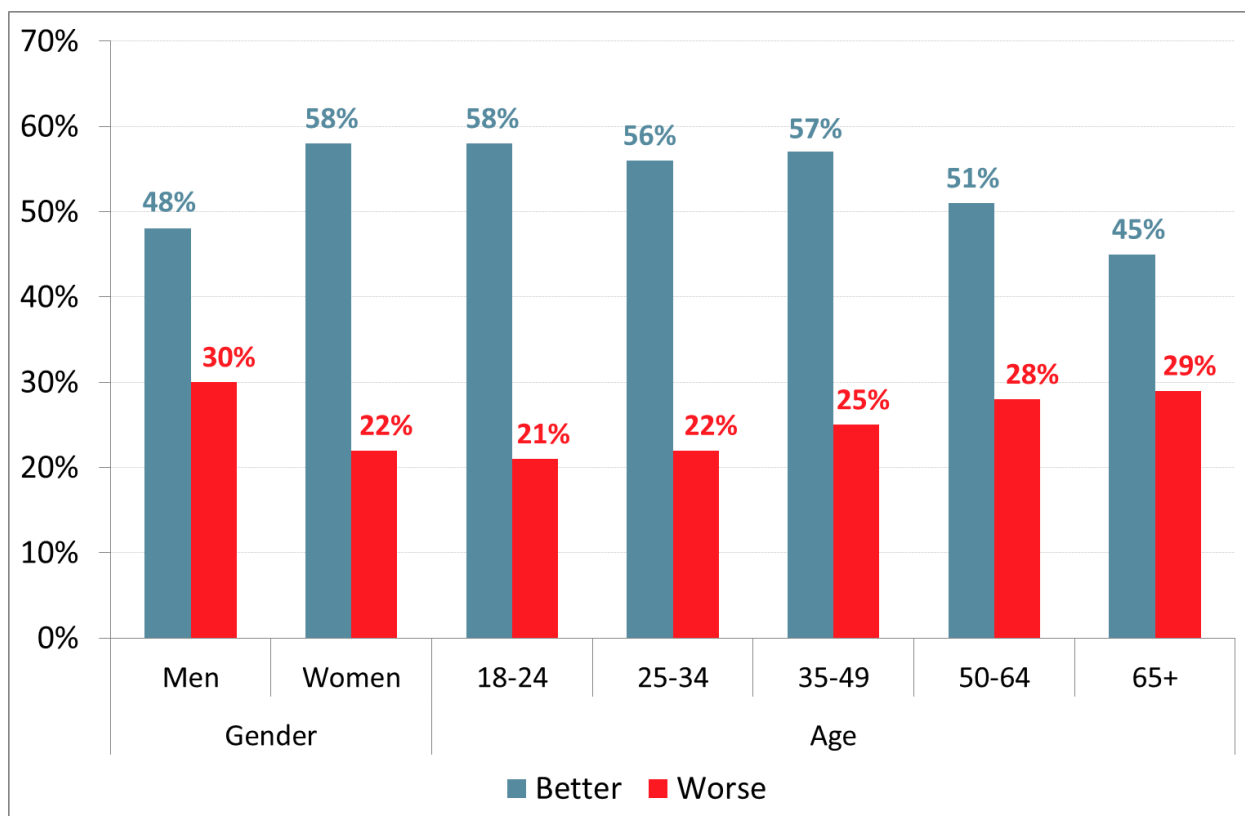
	1989	1990	1991	1992	1993	1994	1995*	1996*	1997*	1998	1999
	%	%	%	%	%	%	%	%	%	%	%
Better	56	41	33	46	46	61	n/a	n/a	n/a	62	56
Same	16	17	29	34	42	27	n/a	n/a	n/a	22	34
Worse	28	42	38	20	12	12	n/a	n/a	n/a	16	10
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

\*This survey wasn't conducted between 1995-1997.

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2017
	%	%	%	%	%	%	%	%	%	%	%
Better	62	65	63	59	60	59	65	57	44	73	53
Same	32	24	23	27	27	22	22	24	16	12	21
Worse	6	11	14	14	13	19	13	19	40	15	26
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

FOR IMMEDIATE RELEASE

### Analysis by Age & Gender – Next Year ‘Better’ or ‘Worse’



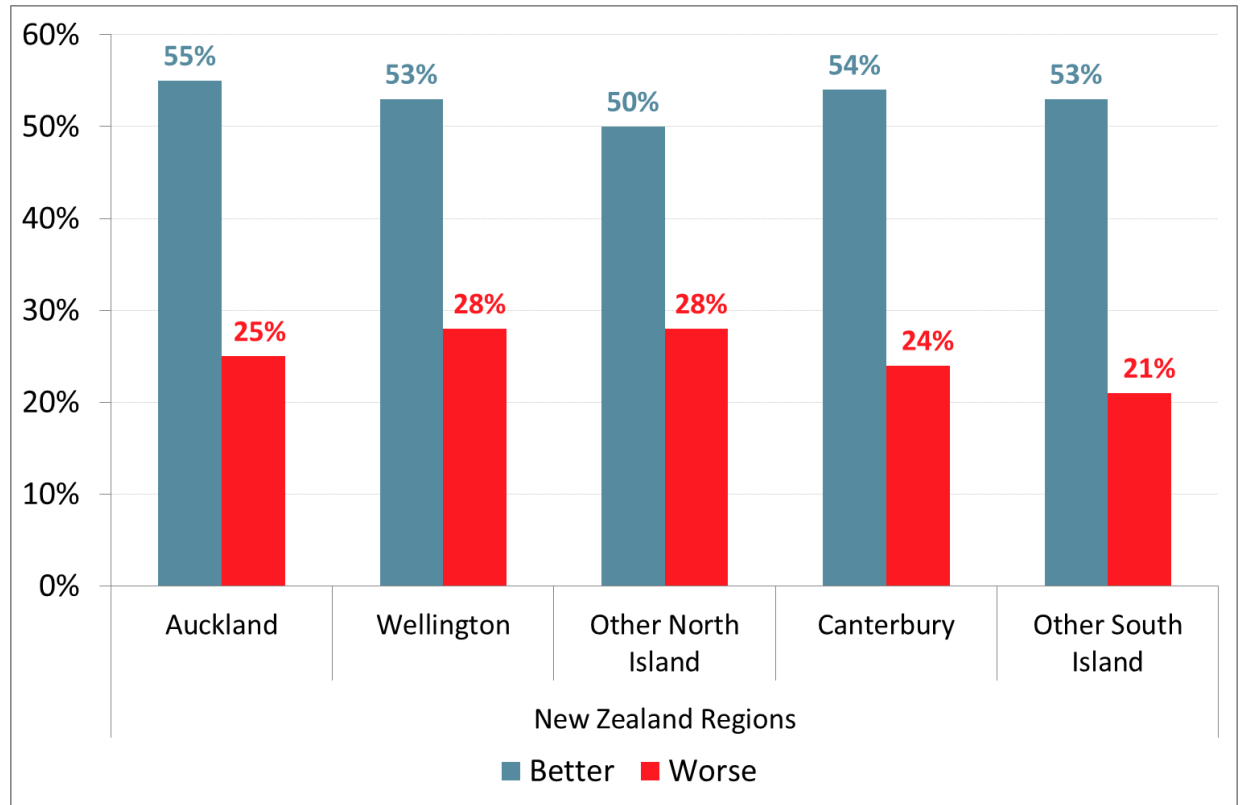
**Source:** This special Roy Morgan SMS Survey was conducted in mid-November with a cross-section of 1,233 New Zealanders aged 18+.

In contrast to Australia, it is women in New Zealand who are more optimistic than men with 58% of women expecting a ‘better’ 2018 than 2017 compared to 48% of men.

Analysing the results by age shows those aged under 50 are all very confident about 2018 including 58% of 18-24yr olds, 56% of 25-34yr olds and 57% of 35-49yr olds that expect 2018 to be ‘better’ than 2018 compared to 51% of 50-64yr olds and 45% of those aged 65+.

	Total NZ	Gender		Age					Total Australia
		Men	Women	18-24	25-34	35-49	50-64	65+	
	%	%	%	%	%	%	%	%	%
Better	53	48	58	58	56	57	51	45	31
Same	21	22	20	21	22	18	21	26	39
Worse	26	30	22	21	22	25	28	29	30
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Analysis by Region – Next Year ‘Better’ or ‘Worse’**



**Source:** This special Roy Morgan SMS Survey was conducted in mid-November with a cross-section of 1,233 New Zealanders aged 18+.

Analysing by region shows little difference across New Zealand with slight majorities in each region saying 2018 will be ‘better’ than 2017 and around a quarter of respondents in each region saying 2018 will be ‘worse’ than 2017.

Nevertheless, New Zealand’s most optimistic region is New Zealand’s biggest city of Auckland in which 55% of respondents say 2018 will be ‘better’ than 2017 followed by 54% of respondents in Canterbury and 53% of respondents in the capital Wellington.

	Total NZ	Region					Total Australia
		Auckland	Wellington	Other North Island	Canterbury	Other South Island	
	%	%	%	%	%	%	%
Better	53	55	53	50	54	53	31
Same	21	20	19	22	22	26	39
Worse	26	25	28	28	24	21	30
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

## Analysis by Voting Intention – Next Year ‘Better’ or ‘Worse’

Analysing the results by voting intention shows it is supporters of the new Labour-New Zealand First-Greens Government that are most optimistic about 2018 with 74% of Labour supporters, 67% of New Zealand First supporters and 82% of Greens supporters expecting 2018 to be ‘better’ than 2017. However, only 30% of National supporters expect 2018 to be ‘better’ while 43% of National supporters say 2018 will be ‘worse’ than 2017.

	Total NZ	Electors	Labour	National	NZ First	Greens	Other	Can't say	Non electors	Total Australia
	%	%	%	%	%	%	%	%	%	%
Better	53	53	74	30	67	82	42	27	59	31
Same	21	22	18	27	17	14	18	49	13	39
Worse	26	25	8	43	16	4	40	24	28	30
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

### Michele Levine, Chief Executive Officer, Roy Morgan Research, says:

*“A majority of 53% of New Zealanders say 2018 will be a ‘better’ year than 2017 compared to only 26% that say it will be ‘worse’ and this optimism has clearly been driven by the recent election victory of new Prime Minister Jacinda Ardern.*

*“It is supporters of the new Labour-New Zealand First-Greens Government that have a very optimistic view of next year with 74% of Labour supporters, 67% of New Zealand First supporters and 82% of Greens supporters saying 2018 will be ‘better’ than 2017 compared to only 30% of National supporters.*

*“In addition, a striking majority of 58% of women believe 2018 will be ‘better’ than 2017 compared to 48% of men while a majority of all age groups under 65 also believe 2018 will be ‘better’ than 2017 including 58% of 18-24yr old, 56% of 25-34yr olds and 57% of 35-49yr olds.*

*“Comparing sentiment in New Zealand to their counterparts across the Tasman in Australia shows New Zealanders are far more optimistic than Australians – only 31% of Australians say 2018 will be ‘better’ than 2017, a record low result for the survey first conducted in 1980.”*

*Finding No. 7415 – This special Roy Morgan SMS Survey was conducted with a representative cross-section of 1,233 New Zealanders on November 15-20, 2017. They were asked “Do you think that 2018 will be better, worse, or the same as 2017?”*

**Results analysed by Roy Morgan Helix Personas are available on a subscription basis.**

**[www.HelixPersonas.com.au](http://www.HelixPersonas.com.au)**

### For further information:

Contact	Office	Mobile
Gary Morgan:	+61 3 9224 5213	+61 411 129 094
Michele Levine:	+61 3 9224 5215	+61 411 129 093

## Morgan Poll Accuracy — Recent Elections State & Federal (2006 – 2013)

The Morgan Poll has proven to be consistently the most accurate regular poll in recent Australian Elections — including the 2013 Federal Election, 2010 Federal Election, 2007 Federal Election, 2010 Victorian State Election & 2012 Queensland State Election.

The Morgan Poll was the most accurate of all polling companies at [the 2013 Federal Election](#) for the two-party preferred vote (L-NP: 53.5% cf. ALP 46.5%) (sample 4,937 electors).

The Morgan Poll was the most accurate of all polling companies at [the 2007 Federal Election](#) for both primary vote and two-party preferred predictions (sample 2,115 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Queensland Election with a reduced majority](#) (sample 604 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Victorian Election with a reduced majority](#) (sample 956 electors). The Morgan Poll was also the most accurate on the primary vote of the major parties for the Victorian election.

**Note:** The [discussion on Possum Pollytics](#) regarding Morgan and Newspoll is well worth reading.

The following included comment says it all: “I find it interesting that for the only poll in the last five years for which there is any ‘real’ figure with which to compare, i.e. the polls immediately before the 2004 election, Morgan (45.5%) was closer to the actual Coalition Primary (46.7%) than Newspoll (45%) or Nielsen (49%), and Morgan (38.5%) was also closer to the ALP actual primary (37.6%) than Newspoll (39%), and only marginally further away than Nielsen (37%). Since we have no idea of how far away the ongoing polls are from ‘reality’ (whatever that means), surely we should just go with what we know, that in the most recent testable case, Morgan was better at forecasting the actual primary vote than Newspoll. On what possible basis should we decide that the Newspoll or Nielsen primary vote estimate is ‘better’ than Morgan’s.”

[View Federal Voting Intention Trend](#)

### Margin of Error

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

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
1,000	±3.2	±2.7	±1.9	±1.4