

**Political Issues Poll
March 2024**

CLIENT:	NZ Taxpayers' Union
POLL DATES:	Tuesday 02 April to Thursday 04 April 2024. The median response was collected on Wednesday 03 April 2024.
TARGET POPULATION:	Adults aged 18+ who live in New Zealand and are eligible and likely to vote.
SAMPLE POPULATION:	Adults aged 18+ who live in New Zealand and are eligible and likely to vote, who are contactable on a landline or mobile phone or online panel.
SAMPLE SIZE:	1,000 respondents agreed to participate, 800 by phone and 200 by online panel.
SAMPLE SELECTION:	A random selection of 15,000 NZ phone numbers (landlines and mobiles) and a random selection from the target population from up to three global online panels (that comply with ESOMAR guidelines for online research). If the call is to a landline, the person who is home and next has a birthday is asked to take part. Those who take part through an online panel are excluded from further polls on the same topic for six months.
RESPONSE RATE:	Multiple call-backs occurred to maximise the response rate. Those who said they were unlikely or very unlikely to vote were excluded.
OMNIBUS STATUS:	The poll was part of a wider omnibus survey for multiple clients. The questions were asked in the order they are listed.
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.

You may have heard reports about the proposed closure of Newshub. Would you support or oppose taxpayer money being used to fund struggling private media companies?

		Count	Col %
Taxpayers fund struggling media companies	Support	282	29%
	Oppose	529	55%
	Unsure	149	15%
	Total	960	100%

Only 29% support taxpayers funding struggling media companies with 55% opposed.

		Gender	
		Female	Male
		Col %	Col %
Taxpayers fund struggling media companies	Support	33%	26%
	Oppose	49%	61%
	Unsure	18%	13%
	Total	100%	100%

		Age		
		18 - 39	40 - 59	60+
		Col %	Col %	Col %
Taxpayers fund struggling media companies	Support	39%	22%	27%
	Oppose	39%	62%	65%
	Unsure	22%	16%	8%
	Total	100%	100%	100%

		Area					
		Akl Col %	Wgtn Col %	Chch Col %	Prov Cities Col %	Towns Col %	Rural Col %
Taxpayers fund struggling media companies	Support	30%	36%	22%	37%	27%	21%
	Oppose	53%	50%	66%	53%	61%	52%
	Unsure	18%	14%	12%	10%	12%	27%
	Total	100%	100%	100%	100%	100%	100%

		Probed Party Vote						
		National Col %	Labour Col %	Maori Col %	ACT Col %	NZ First Col %	Greens Col %	Unsure Col %
Taxpayers fund struggling media companies	Support	21%	44%	10%	22%	27%	39%	36%
	Oppose	66%	37%	37%	69%	69%	54%	44%
	Unsure	13%	19%	54%	9%	4%	8%	19%
	Total	100%	100%	100%	100%	100%	100%	100%

Net support by party vote is:

1. Labour +7%
2. Undecideds -8%
3. Greens -15%
4. TPM -27%
5. NZ First -42%
6. National -45%
7. ACT -47%

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