

DIVISION POLL January 2022

CLIENT:	Hobson's Pledge
POLL DATES:	Monday 10 to Monday 17 January 2022. The median response was collected on Thursday 13 January 2022.
TARGET POPULATION:	Eligible New Zealand voters.
SAMPLE POPULATION:	Eligible New Zealand voters who are contactable on a landline or mobile phone.
SAMPLE SIZE:	1,000 respondents agreed to participate.
SAMPLE SELECTION:	A random selection of 20,000 nationwide phone numbers.
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.
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.

Thinking now about the state of New Zealand and our society, do you think New Zealand and New Zealanders are less divided, or more divided than a year ago?

		Count	Col %
NZ compared to a year ago	Less divided	98	10%
	More divided	677	72%
	The same level of division	126	13%
	Unsure	40	4%
	Total	941	100%

72% of respondents said New Zealand and New Zealanders are more divided than a year ago, with only 10% saying less divided.

		Gender		Age		
		Female	Male	18 - 39	40 - 59	60+
		Col %	Col %	Col %	Col %	Col %
NZ compared to a year ago	Less divided	15%	7%	14%	9%	8%
	More divided	70%	73%	68%	76%	71%
	The same level of division	12%	14%	10%	13%	18%
	Unsure	3%	6%	8%	2%	3%
	Total	100%	100%	100%	100%	100%

High level of agreement that New Zealand is more divided by gender and age.

		Area					
		Akl	Wgtn	Chch	Prov Cities	Towns	Rural
		Col %	Col %	Col %	Col %	Col %	Col %
NZ compared to a year ago	Less divided	8%	15%	14%	18%	6%	7%
	More divided	69%	57%	63%	73%	83%	70%
	The same level of division	15%	23%	22%	8%	8%	17%
	Unsure	8%	5%	0%	1%	2%	6%
	Total	100%	100%	100%	100%	100%	100%

Respondents in Wellington less likely to say NZ is divided at 57% compared to 83% of those living in towns.

		Probed Party Vote				
		National Col %	Labour Col %	ACT Col %	Greens Col %	Unsure Col %
NZ compared to a year ago	Less divided	4%	15%	1%	39%	5%
	More divided	78%	56%	96%	59%	76%
	The same level of division	9%	25%	3%	2%	14%
	Unsure	8%	4%	0%	0%	5%
	Total	100%	100%	100%	100%	100%

A majority of supporters of all parties say New Zealand is more divided ranging from 56% of Labour supporters to 96% of ACT supporters.

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