

Friday, 11 January 2019

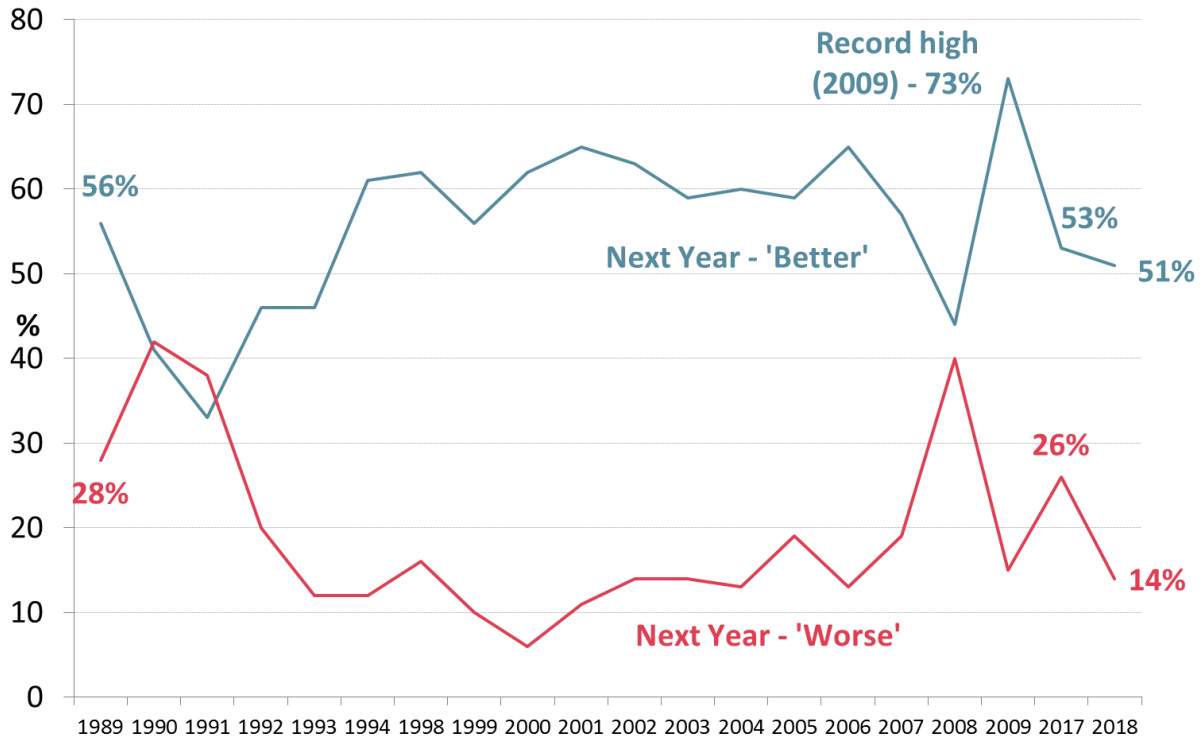
New Zealanders more optimistic about 2019 than Aussies

A special Roy Morgan New Zealand survey taken in mid-December shows a majority (51%) of New Zealanders think 2019 will be 'better' than 2018. Only 14% say 2019 will be 'worse', 27% expect 2019 will be 'the same' as 2018 and 8% don't know.

This year's results are similar to a year ago when 53% of New Zealanders said 2018 would be 'better' than 2018 and New Zealanders are again more optimistic about the year ahead than their Australian counterparts. Just under half of Australians (44%) expect 2019 will be 'better' than 2018. [See here for more details on the Australian results.](#)

This special Roy Morgan New Zealand web survey was conducted in mid-December with a cross-section of 1,011 New Zealanders aged 18+.

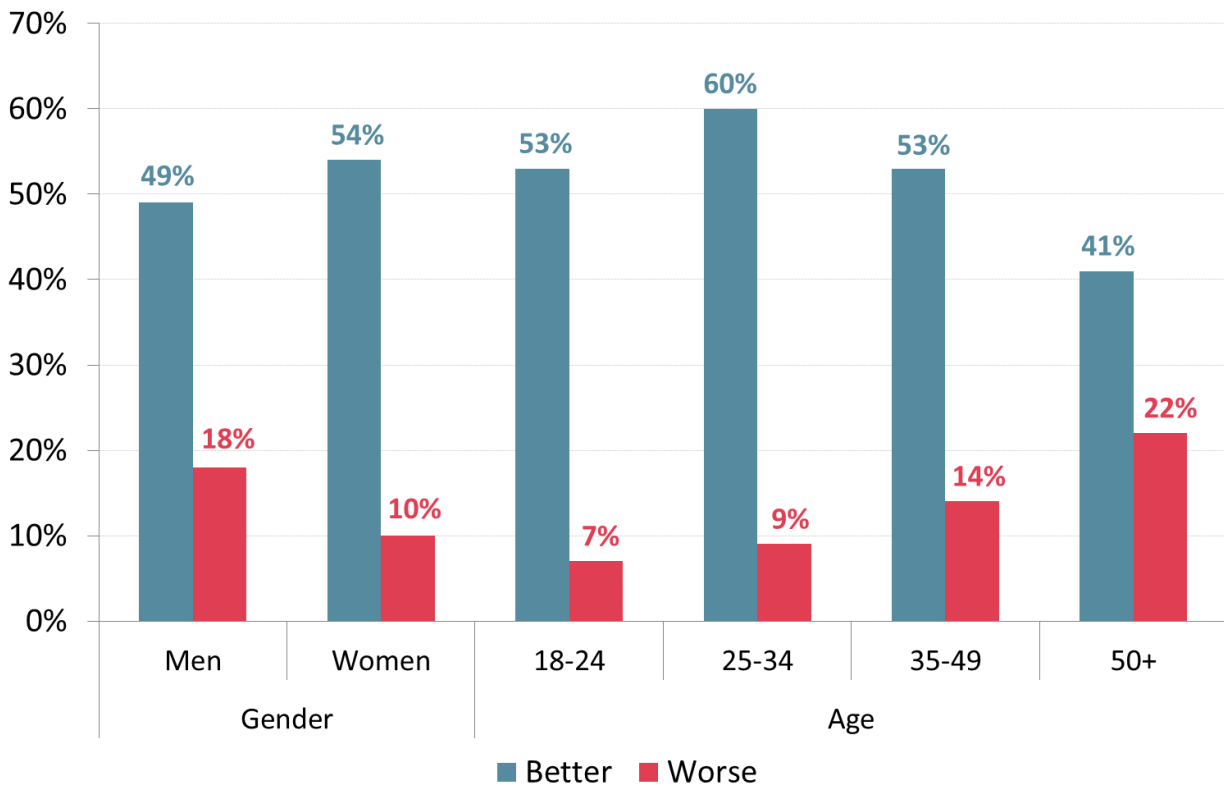
Next Year – Better or Worse? (New Zealand)



Source: Roy Morgan New Zealand telephone, SMS and web surveys in New Zealand 1989-2018 with an average of 1,000 New Zealanders aged 18+ interviewed each year. **Question:** "As far as you are concerned, do you think that 2019 will be better, worse, or the same as 2018?"

FOR IMMEDIATE RELEASE

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



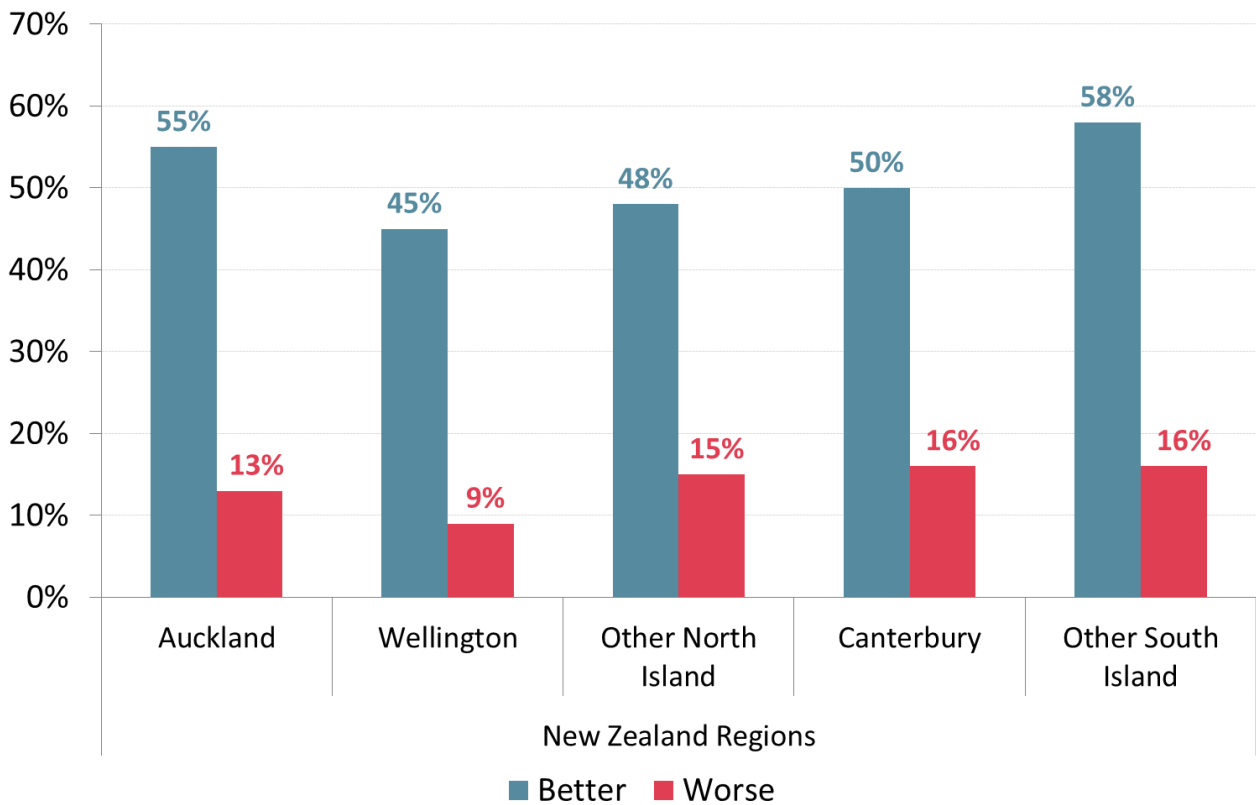
Source: Roy Morgan New Zealand web survey conducted in mid-December with a cross-section of 1,011 New Zealanders aged 18+.

Women in New Zealand are more optimistic than men with 54% of women expecting a ‘better’ 2019 than 2018 compared to 49% of men.

Analysing the results by age shows those aged under 50 are all very optimistic about 2019 including 53% of 18-24yr olds, 60% of 25-34yr olds and 53% of 35-49yr olds that expect 2019 to be ‘better’ than 2018 compared to 41% of those aged 50+.

	Total NZ	Gender		Age				Total Australia
		Men	Women	18-24	25-34	35-49	50+	
	%	%	%	%	%	%	%	%
Better	51	49	54	53	60	53	41	44
Same	27	28	26	22	25	25	33	32
Worse	14	18	10	7	9	14	22	14
Don't know	8	5	10	18	6	8	4	10
TOTAL	100	100	100	100	100	100	100	100

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



Source: This special Roy Morgan New Zealand web survey was conducted in mid-December with a cross-section of 1,011 New Zealanders aged 18+.

Analysing by region shows Auckland is the most confident of New Zealand’s major cities with 55% saying 2019 will be ‘better’ than 2018 compared to 50% in the Canterbury region around Christchurch and 45% in New Zealand’s capital of Wellington.

Nevertheless, New Zealand’s most optimistic region is the South Island outside Canterbury including the cities of Dunedin, Invercargill, Nelson and Queenstown in which 58% of respondents say 2019 will be ‘better’ than 2018.

	Region						
	Total NZ	Auckland	Wellington	Other North Island	Canterbury	Other South Island	Total Australia
	%	%	%	%	%	%	%
Better	51	55	45	48	50	58	44
Same	27	23	37	27	29	23	32
Worse	14	13	9	15	16	16	14
Don't know	8	9	9	10	5	3	10
TOTAL	100	100	100	100	100	100	100

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

“A slim majority of New Zealanders (51%) expect 2019 will be ‘better’ than 2018 barely changed from a year ago when 53% said 2018 would be ‘better’ than 2017. The good news is that only 14% of New Zealanders say 2019 will be ‘worse’ than 2018.”

“Women are more upbeat about the new year than men with 54% of women expecting 2019 will be ‘better’ than 2018 compared to 49% of men. Perhaps the successful example of leadership provided by Prime Minister Jacinda Ardern is having a positive impact on the confidence of New Zealand’s women more broadly.

“Once again New Zealanders are more positive about the year ahead than their counterparts across the Tasman with only 44% of Australians expecting 2019 will be ‘better’ than 2018.

“Australians face a Federal Election this year which is likely to lead to a change of Government whereas New Zealand Prime Minister Jacinda Ardern is going from strength to strength with the [ANZ-Roy Morgan New Zealand Consumer Confidence Rating finishing 2018 at 121.9 its highest since March 2018.](#)”

Finding No. 7841 – This special Roy Morgan New Zealand web survey was conducted with a representative cross-section of 1,011 New Zealanders on December 13-14, 2018. They were asked “Do you think that 2019 will be better, worse, or the same as 2018?”

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Next Year – Better or Worse? (New Zealand)

“As far as you are concerned, do you think that 2019 will be better, worse, or the same as 2018?”

	1989	1990	1991	1992	1993	1994	1995-97*	1998	1999	2000	2001
	%	%	%	%	%	%	%	%	%	%	%
Better	56	41	33	46	46	61	n/a	62	56	62	65
Same	16	17	29	34	42	27	n/a	22	34	32	24
Worse	28	42	38	20	12	12	n/a	16	10	6	11
TOTAL	100	100	100	100	100	100	100	100	100	100	100

**This survey wasn’t conducted between 1995-1997.*

	2002	2003	2004	2005	2006	2007	2008	2009	2010-16*	2017	2018
	%	%	%	%	%	%	%	%	%	%	%
Better	63	59	60	59	65	57	44	73	n/a	53	51
Same	23	27	27	22	22	24	16	12	n/a	21	27
Worse	14	14	13	19	13	19	40	15	n/a	26	14
Don’t know	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	8
TOTAL	100	100	100	100	100	100	100	100	100	100	100

**This survey wasn’t conducted between 2010-2016.*

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years' experience in collecting objective, independent information on consumers.

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. Margin of error 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. 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%
50,000	±0.4	±0.4	±0.3	±0.2