HOW THE PUBLIC SEE OUR INDUSTRIES

August 2024

Typically, this type of research would measure the proportion of the population that hold a positive view. We thought we would push past just a positive or negative call, instead looking at where those public perception trends are heading and what is driving them. Our question asked 'how have your perceptions of the following NZ industries changed over the last three years?'

We first conducted this research in October 2021, this second iteration was conducted in March 2023 following the Auckland floods and Cyclone Gabrielle, the third in June 2024. Transport and logistics and tourism are added in this July update.

Tourism shows as the area where public perceptions are improving the most, coming in just above **farming and growing** with the highest trend to the positive (though with a slightly higher proportion stating their perceptions are getting worse).

Transport and logistics perform relatively well in terms of a positive trend, however a quarter of New Zealanders (28%) stated their perceptions of this sector are getting more negative.
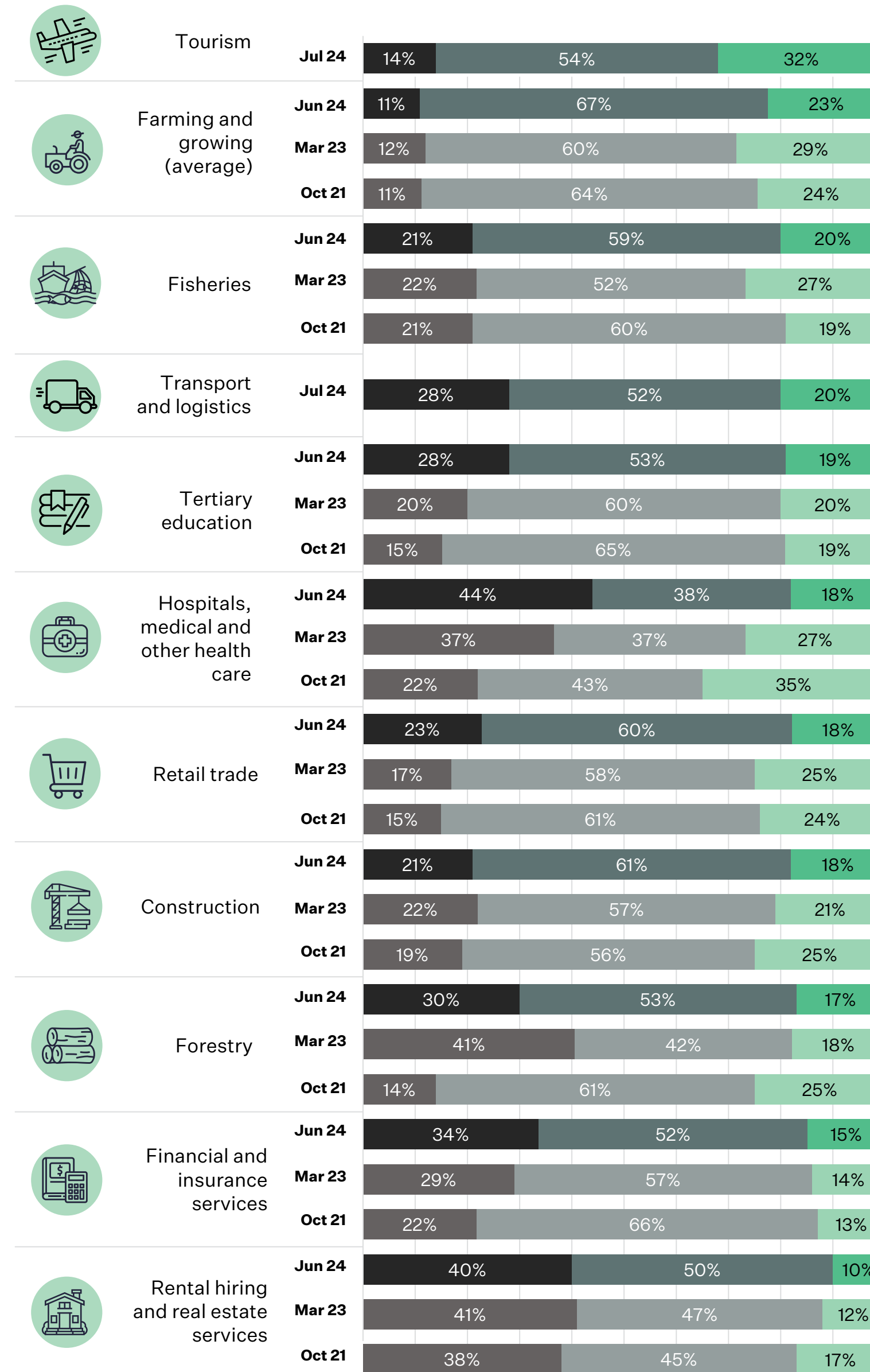
The data comes from a nationally representative survey of New Zealanders. If you would like to unpack this more, get in touch with Liz Morley
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How have your perceptions of the following New Zealand industries **changed over the last 3 years**?

Industry	Period	They've got more negative	They've not changed	They've become more positive
Tourism	Jul 24	14%	54%	32%
Farming and growing (average)	Jun 24	11%	67%	23%
	Mar 23	12%	60%	29%
	Oct 21	11%	64%	24%
Fisheries	Jun 24	21%	59%	20%
	Mar 23	22%	52%	27%
	Oct 21	21%	60%	19%
Transport and logistics	Jul 24	28%	52%	20%
Tertiary education	Jun 24	28%	53%	19%
	Mar 23	20%	60%	20%
	Oct 21	15%	65%	19%
Hospitals, medical and other health care	Jun 24	44%	38%	18%
	Mar 23	37%	37%	27%
	Oct 21	22%	43%	35%
Retail trade	Jun 24	23%	60%	18%
	Mar 23	17%	58%	25%
	Oct 21	15%	61%	24%
Construction	Jun 24	21%	61%	18%
	Mar 23	22%	57%	21%
	Oct 21	19%	56%	25%
Forestry	Jun 24	30%	53%	17%
	Mar 23	41%	42%	18%
	Oct 21	14%	61%	25%
Financial and insurance services	Jun 24	34%	52%	15%
	Mar 23	29%	57%	14%
	Oct 21	22%	66%	13%
Rental hiring and real estate services	Jun 24	40%	50%	10%
	Mar 23	41%	47%	12%
	Oct 21	38%	45%	17%

■ They've got more negative   ■ They've not changed   ■ They've become more positive

What is driving **negative perceptions?**

Tourism:
AFFORDABILITY, DROP IN VISITOR NUMBERS

Construction:
PRICE, SPEED/UNRELIABILITY, TOO MANY BUILDERS GOING OUT OF BUSINESS

Transport and logistics:
LACK OF INVESTMENT IN INFRASTRUCTURE, POOR LEVELS OF SERVICE IN PUBLIC TRANSPORT AND HIGH PRICES

Retail:
PRICE, LARGE BUSINESS/WHOLESALER MONOPOLIES, DOMINANCE OF ONLINE, BUSINESSES CLOSING

Farmers and growers:
PRICES, EMISSIONS, ENVIRONMENTAL IMPACT

Healthcare:
WAIT TIMES, STAFF SHORTAGES, LACK OF FUNDING

Fisheries:
OVERFISHING, PRICES, WEAK REGULATION

Financial and insurance services:
PRICE RISES/HIGH RATES, PROFITEERING

Forestry:
SLASH, DEFORESTATION, PLANTING PINE RATHER THAN NATIVES

Tertiary education:
UNDERFUNDED, QUALITY DROPPED

Rental hiring and real estate services:
PRICES, AGENTS ARE SHARKS