Annual Perceptions Report, 2025

Experience with and perceptions of the real estate industry among the general public

Results from the **NielsenIQ Online Omnibus**, reflective of the New Zealand population

22 July 2025

REAL ESTATE AUTHORITY
TE MANA PAPAWHENUA

Table of contents

NielsenIQ

Introduction and method

Introduction

Since 2012, the Real Estate Authority (REA) has tracked consumer perceptions to gain a comprehensive understanding of the real estate industry, with a particular focus on individuals who have engaged in transactions within the past year. This ongoing research explores their perceptions of the overall process, their experiences with real estate professionals, and the challenges they encountered along the way. To remain current and adaptable, the survey has been regularly updated to meet specific requirements and evolving needs within the industry.

Specific objectives amongst each audience are as follows:

Among those who have had a real estate transaction in the last year

Assessment of:

- The process of buying, selling, making or receiving an offer
- Materials available (Real estate guides)
- Perceptions of their real estate agent
- Awareness of, interactions with REA and Settled.govt.nz
- Problems/ issues they faced
- Twelve consumer buying and selling groups/ segments
- Consideration of environmental risks (floods, earthquakes, etc.)

Among all New Zealanders

Assessment of:

- Confidence in the real estate industry
- Awareness of REA
- The perceived impact that the REA has on consumer protection
- Population proportions of consumers, including first home buyers

Covered in this report

About the research

Part 1: Consumers: those who have had a real estate transaction in the last year

A **stand-alone survey** was conducted online among those who have bought, sold, put an offer or received an offer on a property in the last twelve months using a real estate agent.

Sample: The minimum age is 18 years. Soft regional quotas are used to ensure coverage of a range of geographic areas. An equal gender quota has been applied since 2019, but age quotas are not set, due to natural age skews in the target survey group.

Booster sampling was used to increase the number of Māori, Pacific peoples and Asian (new 2025). The total base sample size was 729 in 2025 with the additional booster. The total number of Māori consumers was n=125, Pacific Peoples: n=61 and Asian n=135.

Reference 2024: *The total base sample size was 723 in 2024 with the additional booster. The total number of Māori consumers was n=138, Pacific Peoples: n=67 and Asian n=147*

Questionnaire: There were minor changes to the 2025 questionnaire. A few questions were removed, some questions were modified and new questions were added about whether the sale/purchase was for a residential, rural or commercial property. Few additions around where would people go to complain about real estate agent. Addition of ethnicity groups.

Fieldwork dates: Fieldwork took place between 14 May and 2 June 2025.

Reference 2024: *Fieldwork took place between 19th April and 14th May 2024.*

Part 2: New Zealand general

Questions were included in the **NielsenIQ Omnibus.**

Questionnaire: Changes made to the Consumer questionnaire were applied to the Omnibus as appropriate.

Sample: The Nielsen Omnibus surveys 700 people nationally aged 15 plus. The sample is structured to be representative of the New Zealand population by age, gender and region. The minimum age is 18 years.

Booster sampling was used to increase the number of people of Māori ethnicity to 164, Pacific peoples to 51 and Asian to 98 (new 2025). With the booster samples, the total sample was n=782.

Reference 2024: *Number of people of Māori ethnicity to 131, Pacific peoples to 57 and Asian to 103. With the booster samples, the total sample was n=795.*

Fieldwork dates: Fieldwork took place between 20 and 29 May 2025.

Reference 2024: *Fieldwork took place between 19th and 29th April 2024.*

Covered in this report

Notes to the report

Subgroup differences:

- When subgroup differences are mentioned, the results are compared with the total result of all those who answered the question, unless stated otherwise.

Year-on-year comparisons:

- The sample segment profile should be taken into consideration when making year-on-year comparisons (for example; first-home buyers are less likely to feel empowered, so if there are more first-home buyers in the sample, then this will impact the overall empowerment result). Over time the population makeup may change naturally.
- Also, note that an additional “Seller” category was included from 2021: (those who listed a property but who didn’t sell it). 6% said they have done so.

Rounding:

- Results have been rounded to the nearest whole number. Some results may not add up to 100% due to rounding or multiple responses being allowed for particular questions.

Management of ‘Don’t know’ responses

- ‘Don’t know’ responses have been excluded from ratings analysis.

Small base sizes:

- Results marked with one star (*) are indicative due to a small base size (n=50 or less), and those marked with two stars (**) are highly indicative and should be treated with extreme caution (n=30 or less).

Notes to the report continued

Weighting

- The data are weighted to ensure the sample profile matches the population being measured.
- The Omnibus is weighted by age, gender and region to ensure it is a representative sample of the total New Zealand population aged 18 plus on these variables, using Statistics NZ Census data.
- For the Consumer survey, there are no readily available population results for the subgroup of people targeted, that is those who have had a real estate transaction using a real estate agent in the last twelve months. In the absence of population statistics, the same question set is included on the Omnibus to estimate the population data. The results from the 2021/2022/2023/2024/2025 combined set have been used to weight the results for Consumers.
- The data are weighted by buyers/ sellers/ offers made/ received (from 2021). From 2021 the data are also weighted by first home buyer vs. non-first home buyer.
- Booster samples (Māori, Asian, and Pacific people) are weighted back to their population proportions.

Statistically significant differences

- All differences mentioned are statistically significant at a 95% confidence interval. This means that the difference is a true difference statistically and not due to random variation. These are noted with a triangle. Triangles can denote a significant change from the previous survey or any results that are significantly different from the total result (please refer to the notation on each slide).
- This table displays the maximum margin of error for different sample sizes.

Sample size	Margin of error
n=30	±17.0%
n=50	±13.8%
n=61	±12.5%
n=125	±8.8%
n=164	±7.7%
n=729	±3.6%
n=782	±3.5%

Key findings

Key findings – among New Zealanders

Awareness of REA and Settled.govt.nz

- **Unprompted awareness of REA** as the independent regulator of the real estate industry has increased significantly in 2025, rising to 18% from 10% in 2024, with an additional 2% mention of REA/REAA, etc.
- **Prompted awareness of REA** has increased significantly, with 53% of New Zealanders aware of REA after prompting, (compared with 46% in 2024). The proportion who say they know a reasonable amount about REA has increased significantly since 2024 (12%, compared with 7% in 2024).
- **Recall of seeing or hearing about Settled.govt.nz**. has also increased significantly in 2025, with 23% of respondents recalling it, compared with 18% in 2024.
- Recall is strongest among younger people.

Confidence in the industry

- **Overall confidence in the real estate industry** has increased slightly in 2025, with 84% having *some* confidence (compared with 82% in 2024). However the proportion expressing strong confidence has increased significantly from 37% to 42%. The proportion expressing no confidence at all remains unchanged at 5%, with 18% having little or no confidence.
- Confidence in the industry has strengthened significantly among young people aged under 39 years.
- **Confidence with different aspects of the real estate industry** also shows positive gains.
- Confidence in the industry's professionalism is highest (85% in 2025 compared with 87% in 2024), and still higher than overall confidence.
- While the industry is rated lower for confidence in its fairness and transparency (than regulation or monitoring), confidence in its transparency has increased significantly (35% rating it a 4 or 5 in 2025, compared with 28% in 2024).
- Belief that the Real Estate Authority (REA) **makes a positive difference to consumer protection when buying or selling property** continues to strengthen, with its most positive result in 2025, (53% giving a 5 or 4 score).

Challenges to real estate transactions

- **Among buyers and sellers of property**, the two key challenges to participating in the transaction are *lack of knowledge about the real estate transaction process* and *uncertainty about the real estate market* (each 38% mention).
- Lack of trust in real estate agencies rated a distant third.
- Mention of discriminatory issues has increased from 4% in 2024 to 13% in 2025).
- **Among considerers and non-considerers**, the main challenges differ and rankings have changed somewhat since 2024.
- The main challenges for considerers are similar to those cited by buyers and sellers. *Uncertainty about the market* is the primary challenge among considerers, with *lack of knowledge* the second factor.
- *Financial limitations* are the main challenge to participating in a real estate transaction for non-considerers, although financial limitations rank third for considerers (less important than in 2024).

In conclusion

Looking to the future

- The 2025 survey shows continued gains in perceptions for REA and the wider real estate industry, with continuing decline in negative perceptions.
- **Confidence in the real estate industry** continues to rise, underpinned by positive perceptions of professionalism, regulation and monitoring. Fairness and transparency remain the bigger challenges, and require ongoing attention.
- **Awareness of the REA** is increasing slowly but steadily. The **REA's role in consumer protection** is increasingly recognised among those aware of the agency, with over half now considering it makes a positive difference to consumer protection when buying or selling a property. However as nearly one in two New Zealanders are not aware of the REA, there is still work to do to raise the agency's profile and understanding of its role in protecting real estate buyers and sellers.
- Uncertainty about the real estate market and lack of knowledge about the transaction process continue to be the **two major challenges** for the general public.
- Continued focus on **building awareness of settled.govt.nz** will help to improve public understanding of the real estate transaction process and confidence in the industry.

Awareness of REA and Settled.govt.nz

Unprompted awareness of the Real Estate Authority (REA) has increased significantly in 2025, rising to 18% from 10% in 2024

When asked unprompted, 20% of New Zealanders identified the Real Estate Authority as the primary organisation responsible for independently regulating the real estate industry. An additional 2% referred to the organisation using variations such as REAA, REAA NZ, or REA NZ.

Just under half of the general public (44%) did not know who the regulator was – a slightly lower proportion than in 2024 (47%).

Who New Zealanders think the independent regulator of the real estate industry is

Unprompted mention	2021	2022	2023	2024	2025
(NZ) Real Estate Authority	<1%	9%	8%	10%	18%
REAA/REAA NZ	5%	3%	3%	3%	2%
Real Estate Agency / Body / Council / Commission	1%	1%	1%	0%	1%

Unprompted awareness	%
(NZ) Real Estate Authority	18% ▲
REINZ	5%
Government/ NZ Government / NZ Government Real estate Board	3% ▼
Ministry of Housing / Housing Minister	3%
MBIE / Ministry of Business, Innovation and Employment	3%
Real Estate Institute / Real Estate Institute of NZ	2%
Housing New Zealand	2%
REAA/ REAA NZ	2%
Commerce Commission	2%
Real Estate Agents Authority/ NZ Real Estate Agents Authority	1%
Local council / local government	1%
Real Estate Agency / Body /Council /Commission /Organisation	1%
REANZ	1%
Other	7%
None/ Nil/ Nothing	5%
Don't Know	44%

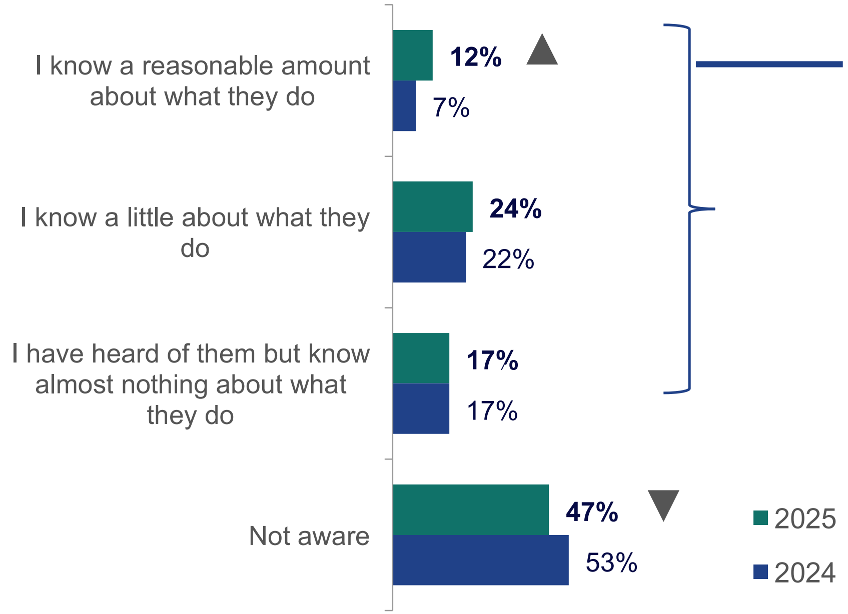
▲▼ Significantly higher / lower than previous wave

QB6. Unprompted awareness of the main independent government organisation responsible for regulating real estate agents (n=782)

Prompted awareness of REA has increased significantly

Over half of New Zealanders are aware of REA after prompting, (53% compared with 46% in 2024). The proportion who say they know a reasonable amount about REA has increased significantly since 2024 (12%, compared with 7% in 2024).

Prompted awareness of REA



53% ▲

of respondents are aware of REA once prompted, with 12% saying they know a reasonable amount about what REA does.

2024: 46% aware
2023: 48% aware

Awareness of REA (53%) is <u>higher</u> than average among:

- Male (62%)
- Those aged 25 to 39 years (61%)

Awareness of REA (53%) is <u>lower</u> than average among:

- Female (45%)
- Pacific peoples (38%)

Please note: Percentage will not total up to the mentioned percentage because the decimals on proportions are rounded to next whole number.

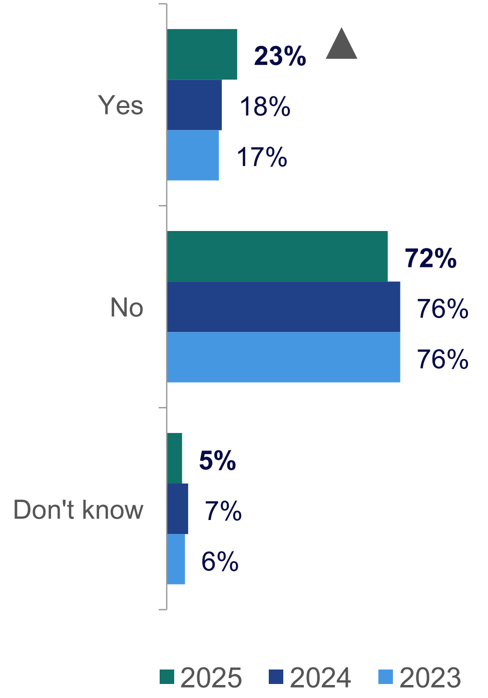
QB7. Have you heard of the Real Estate Authority or REA as it is sometimes called?
QB5. How much do you know about what the Real Estate Authority (REA) does?
Base: All respondents (n=782)

▲▼ Significantly higher / lower than previous wave

Recall of Settled.govt.nz has increased

Recall of seeing or hearing about Settled.govt.nz has increased significantly in 2025, with 23% of respondents recalling seeing or hearing something about the site, compared with 18% in 2024.

Prompted recall of Settled.govt.nz



23%

have heard or seen something about Settled.govt.nz compared with…

2024: 18%
2023: 17%
2022: 23%
2021: 14%

Those more likely to have heard or seen something about Settled.govt.nz than the average (23%) are:

- Those aged 18 to 24 and 25 to 39 (42% and 40% respectively)
- Those from Auckland (29%)
- Male (29%)
- New Zealand Māori (33%)

Those less likely to have heard or seen something about Settled.govt.nz than the average (23%) are:

- Those aged 55+ (8%)
- Female (18%)
- New Zealand European (20%)

Please note: Percentage will not total up to the mentioned percentage because the decimals on proportions are rounded to next whole number.

QB8. Have you ever heard of or seen anything about Settled.govt.nz?
Base: All respondents (n=782)

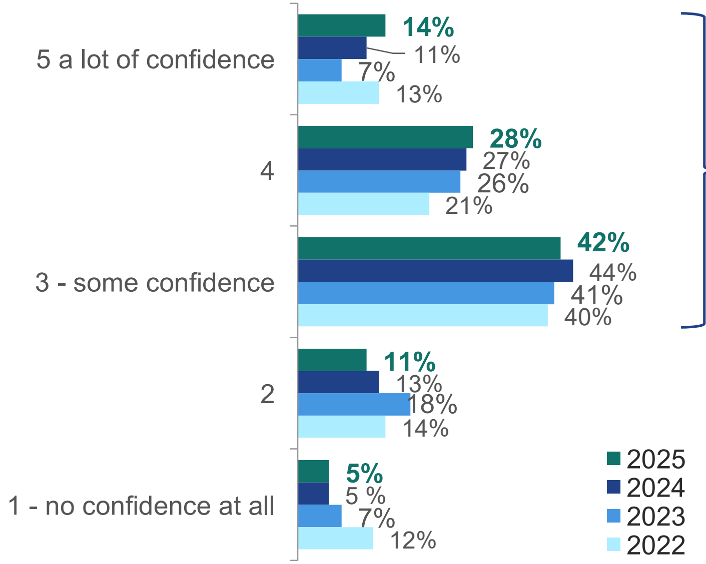
▲▼ Significantly higher / lower than previous wave

Confidence in the industry

Overall confidence in the real estate industry continues to increase

Overall confidence in the real estate industry has increased slightly in 2025, with the proportion of New Zealanders saying they have at least some confidence (3, 4, or 5 rating) increasing to 84% from 82%. The proportion expressing strong confidence (4,5 rating) has increased significantly, with 42% expressing strong confidence (compared with 37% in 2024). The proportion expressing no confidence at all (rating of 1) has remained unchanged from 2024, at 5%. Younger New Zealanders have stronger confidence in the real estate industry than in 2024, with strong confidence increasing among those aged 18 to 24 years (41% up to 50%) and those aged 25 to 39 years (33% up to 50% in 2025).

Overall confidence in the real estate industry (rated 3, 4 or 5)

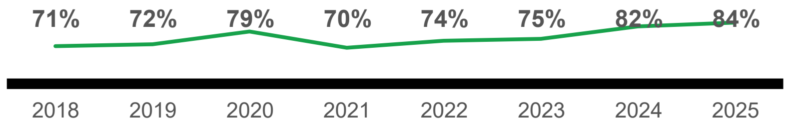


84%

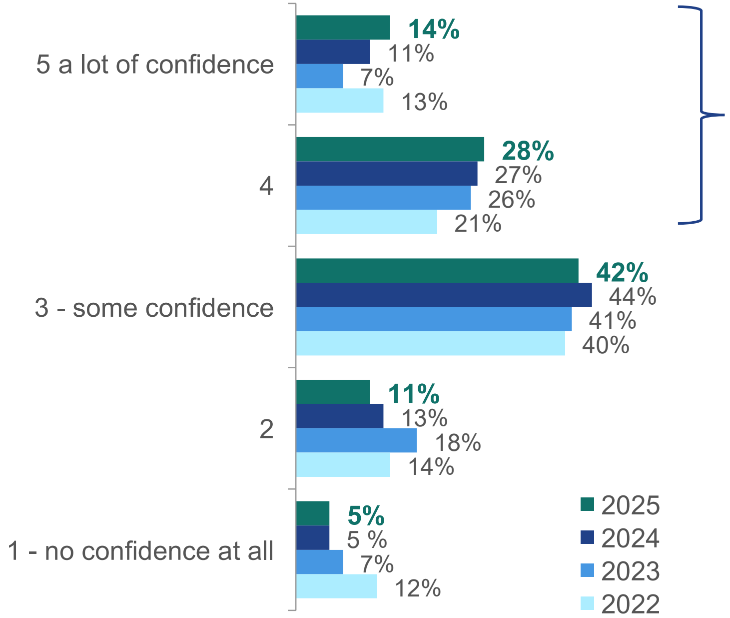
have *at least some* confidence in the real estate industry in New Zealand

2024: 82%
2023: 75%
2022: 74%
2021: 70%

Overall confidence (5 + 4 + 3)



Overall confidence in the real estate industry (rated 4 or 5)

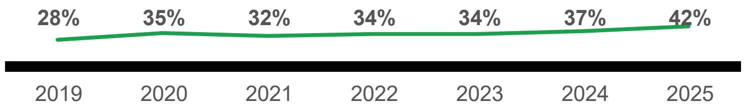


42%▲

have *strong* confidence in the real estate industry in New Zealand

2024: 37%
2023: 34%
2022: 34%
2021: 32%

Overall confidence (5 + 4)

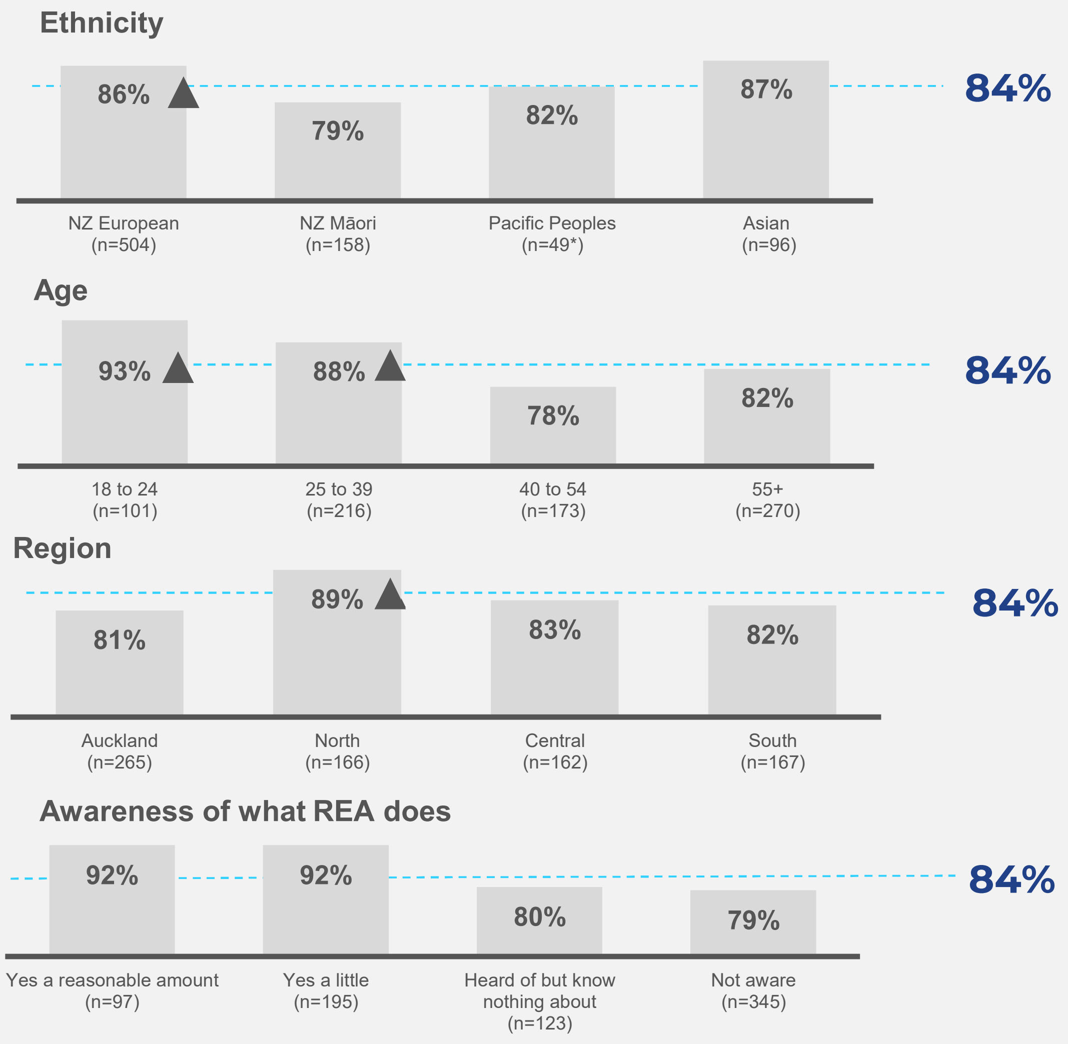


QB9. How much confidence do you have overall in the Real Estate Industry in NZ?
Base: All respondents (excl. don't know) (2025 n=760)

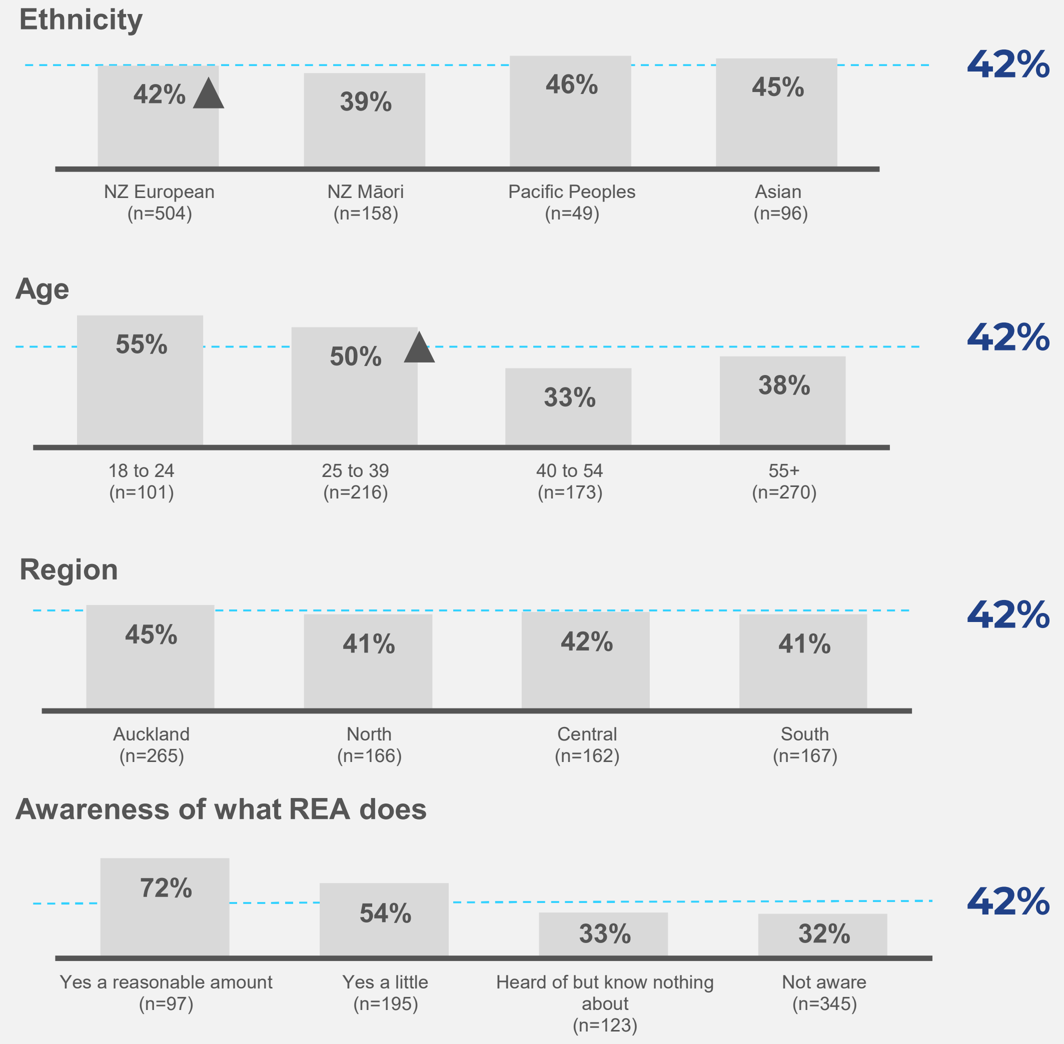
Please note: Percentage will not total up to the mentioned percentage because the decimals on proportions are rounded to next whole number.

Confidence in the real estate industry in 2025 by key subgroups

Overall confidence (rated 3, 4 or 5)



Overall confidence (rated 4 or 5)



QB9. How much confidence do you have overall in the Real Estate Industry in NZ?
Base: All respondents (excl. don't know) (2025 n=760)

▲▼ Significantly higher / lower than previous wave

Confidence in the professionalism of the real estate industry continues to be the most positively rated aspect

New Zealanders have greatest confidence in the *professionalism* of the real estate industry, while being less confident of its *transparency* and fairness. However, there has been a significant strengthening of confidence in some aspects in 2025, with positive movement in perceptions of *transparency*.

Confidence with different aspects
% Rated 3 (some confidence), 4 or 5 (5 = a lot of confidence)

The incidence of having at least *some* confidence in key aspects of the real estate industry has continued to rise since 2021, consistent with the rise in overall confidence.

New Zealanders rated their confidence (rating *3,4 or 5*) for all five aspects more highly than in previous years, with significant increases in confidence in the following three aspects.

- *Well regulated:* increase to 81% from 76% in 2024
- *Fairness:* increase to 77% from 71% in 2024
- *Transparency:* increase to 74% from 69% in 2024.

Confidence with different aspects
% Rated 4 or 5 (5 = a lot of confidence)

Professionalism continued to be the strongest area of confidence, receiving the highest rating among all measured aspects, but with little change since 2024.

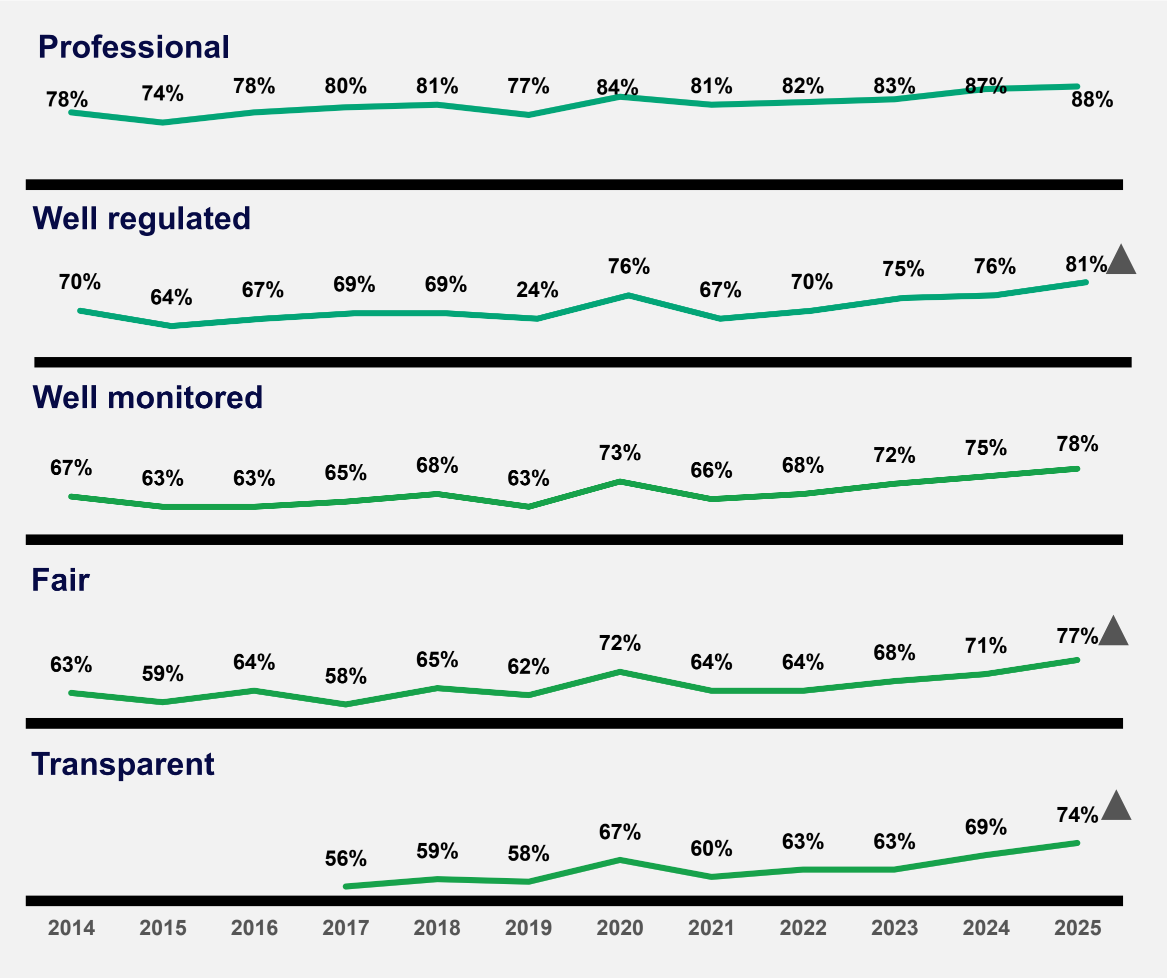
In 2025, there were significant increases in ratings of *strong* confidence for the following aspects:

- *Well monitored:* increase to 40% from 34% in 2024
- *Transparency:* increase to 35% from 28% in 2024.

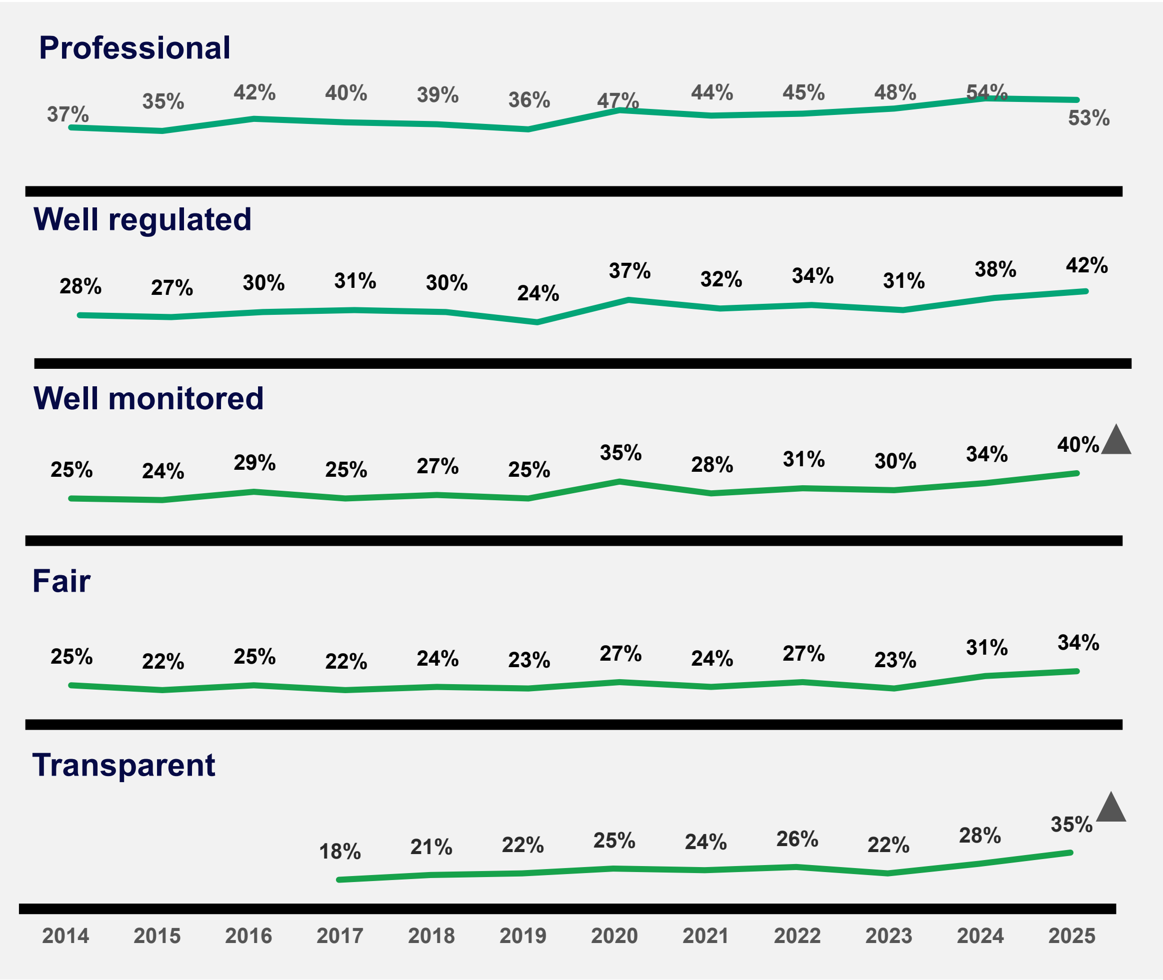
QB1. To what extent do you have confidence that the real estate industry in NZ is…
Base: All respondents (excl. don't know) (2025 n= 732-756)

Ratings of different aspects of the real estate industry: showing (3,4,5) and (4,5) scores

Confidence with different aspects of the industry
% Rated 3 (some confidence), 4 or 5 (5 = a lot of confidence)



Confidence with different aspects of the industry
% Rated 4 or 5 (5 = a lot of confidence)



QB1. To what extent do you have confidence that the real estate industry in NZ is…
Base: All respondents (excl. don't know) (2025 n=732-756)

▲▼ Significantly higher / lower than previous wave

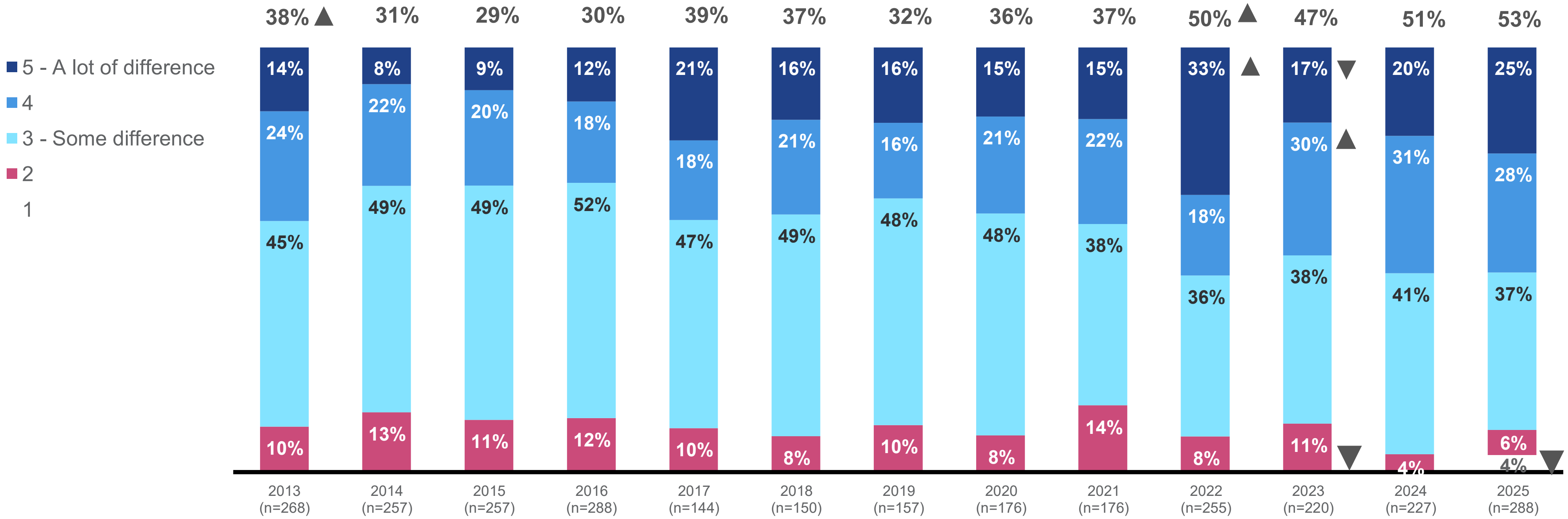
REA's impact on consumer protection

Among those aware of REA, just over half (53%) believed the organisation contributed positively to consumer protection in property transactions

Belief that the Real Estate Authority (REA) made a positive difference to consumer protection when buying or selling property has continued to trend upward to its most positive result in 2025.

Impact of REA on consumer protection

% Rated 4/5:



Please note: Percentage will not total up to the mentioned percentage because the decimals on proportions are rounded to next whole number.

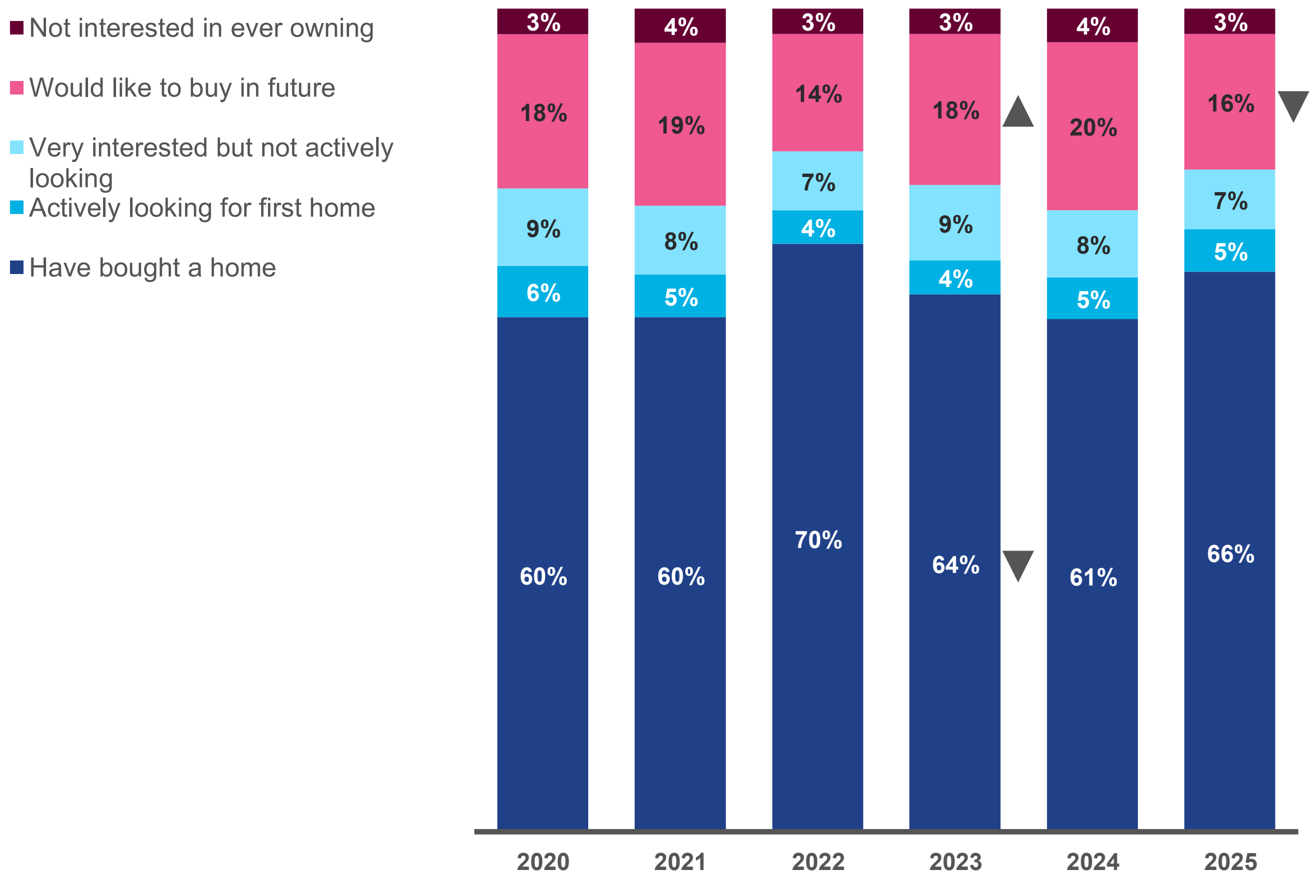
QB3. What difference do you think the Real Estate Authority makes to your consumer protection when buying or selling a property?
Base: All respondents who know what the Real Estate Authority (REA) does (excl. don't know)

▲▼ Significantly higher / lower than previous wave

Home ownership and future plans

Home ownership increased slightly in 2025

Nearly two in three New Zealanders (66%) reported having bought a home at some point. In contrast, the proportion of those who expressed interest in buying a home in the future declined significantly in 2025, with fewer than one in five (16%) indicating this intent—down from 20% in 2024. Other measured aspects of home ownership intentions remained relatively stable.



More likely to have bought a home:

- Those aged 55 plus (84%)
- Those New Zealand European (73%)
- Male (71%)

Less likely to have bought a home:

- Māori ethnicity (51%)
- Pacific peoples (44%)
- Those aged 18 to 24 & 25 to 39 (30% and 56% respectively)
- Female (61%)

QB11. Have you ever purchased (personally or jointly) a home?
QB12. Which of the following currently best describes you? Base: All respondents (n=782)

▲▼ Significantly higher / lower than previous wave

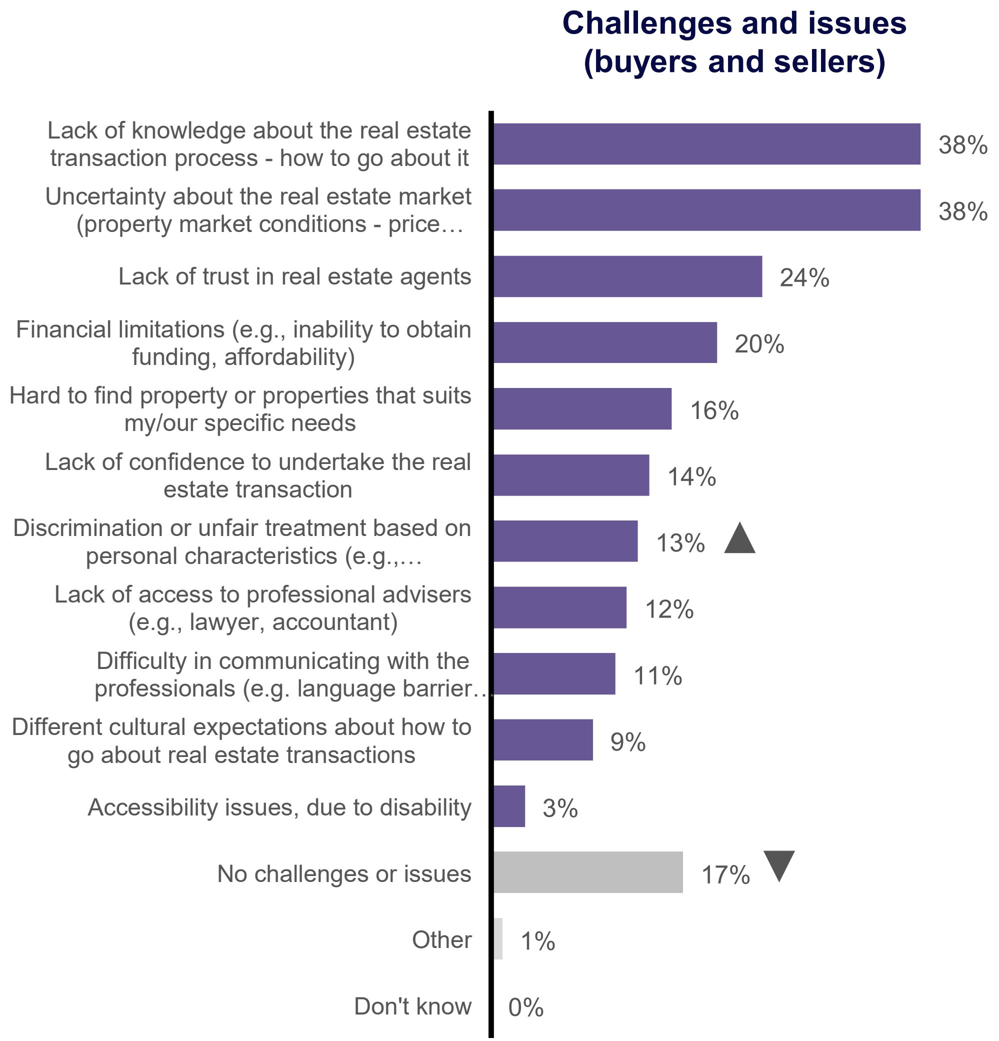
Challenges and issues faced with real estate transactions

Market uncertainty and lack of knowledge dominate buyer and seller challenges in real estate

Among property buyers and sellers in 2025, the most commonly reported challenges were a *lack of knowledge about the real estate transaction process* and *uncertainty about the real estate market,* each mentioned by 38% of respondents. The former showed a slight increase from 33% in 2024, while concern about market uncertainty rose from 30%, making it a top equal concern this year.

Reports of *discrimination or unfair treatment based on ethnicity, race, or gender* also increased significantly, with 13% of respondents citing this issue, up from 4% in 2024.

On a positive note, the proportion of respondents who reported facing no challenges or issues has almost halved (declining significantly to 17% from 32% in 2024).



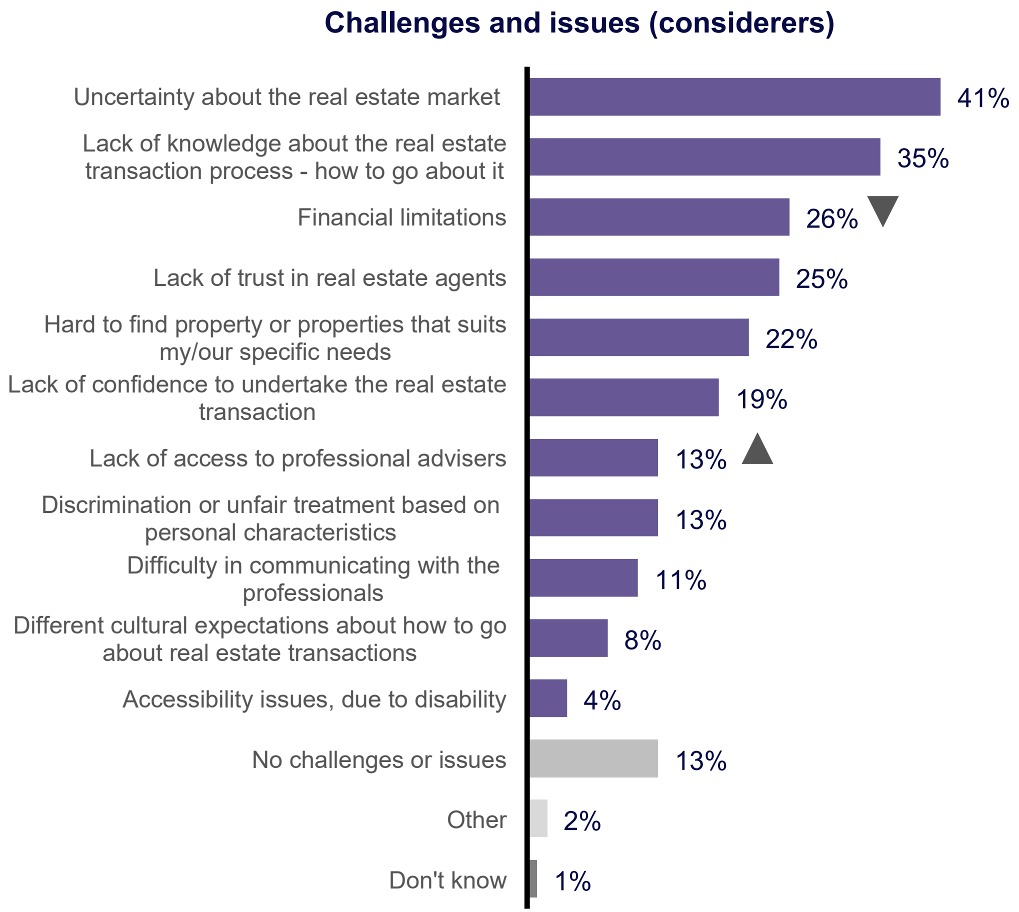
Attributes modified in 2024

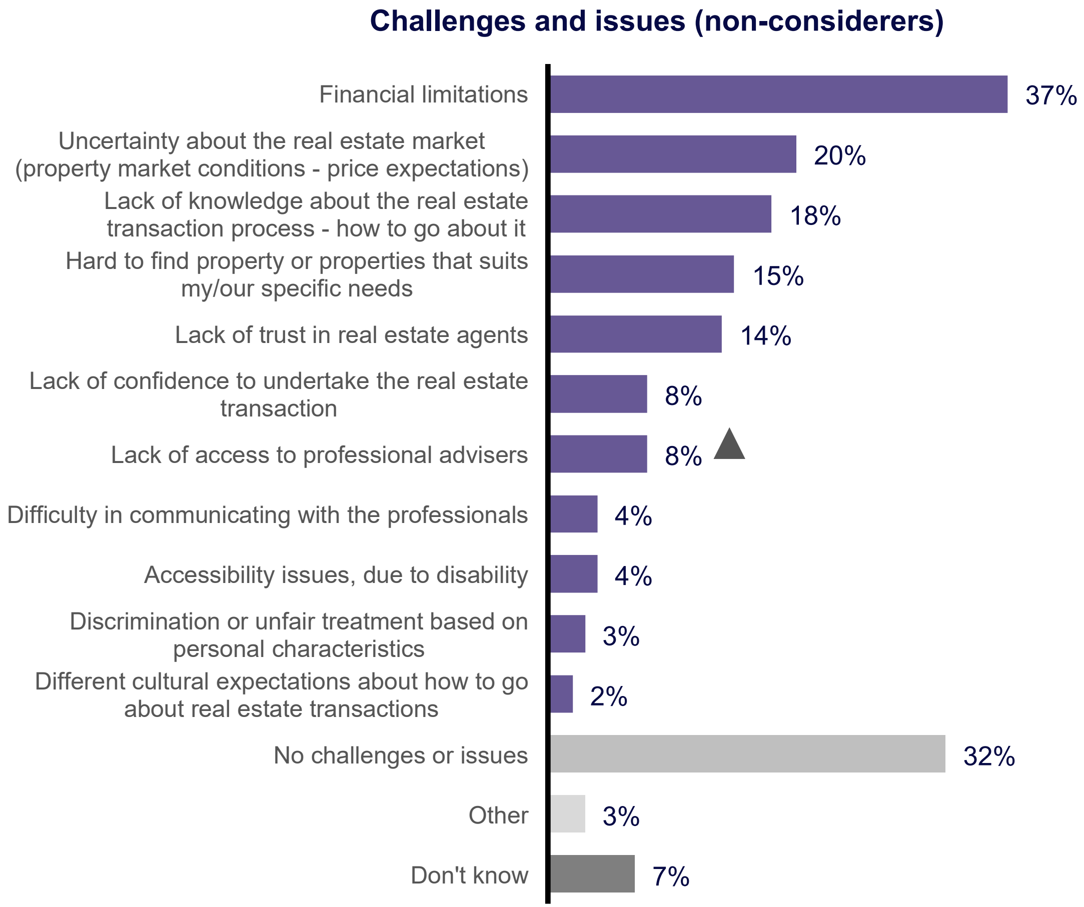
Q116. if have bought/sold (n=155) Based on your most recent real estate transaction, please indicate if you faced any of the following challenges or issues when participating in the transaction. Please select all that apply [MA]:

▲▼ Significantly higher / lower than previous wave

Challenges and issues faced with real estate transactions among considerers and non-considerers

In 2025, *market uncertainty* emerged as the leading barrier among those considering buying or selling property, with two in five (41%) mentioning it as a concern. *Lack of knowledge* was also a significant barrier (35% mention). *Financial limitations* dropped from first to third place (26% mention compared with 34% in 2024) among considerers, while remaining the top challenge among non-considerers (cited by 37%).





Attributes modified in 2024
Q116. if have not bought/sold - considerers (n=317) non considerers (n=425) Can you identify any challenges or issues that could impact or have impacted your ability or willingness to participate in a real estate transaction, based on your personal circumstances?

▲▼ Significantly higher / lower than previous wave

SOI results

Notes to reporting of SPE and SOI measures

Base sizes:

- Please note that subgroup sizes are small in some instances, so results should be regarded as indicative.
- Results marked with one star (*) are indicative due to a small base size (n=50 or less), and those marked with two stars (**) are highly indicative and should be treated with extreme caution (n=30 or less).
- **Ethnicity boosters in 2025** Note: these subsamples are similar in size to those achieved in 2024, but are still small. Therefor the margins of error are significant.

2024 Margins of error (95% confidence level	Total		Māori		Pacific Peoples	
General public (GP)	795	+/-3.4%	131	+/-8.5%	53	+/-13.4%

2025 Margins of error (95% confidence level	Total		Māori		Pacific Peoples		Asian	
General public (GP)	782	+/-3.4%	164	+/-7.6%	51	+/-13.7%	100	+/-9.78%

REAL ESTATE AUTHORITY
TE MANA PAPAWHENUA

▲▼ Significantly higher / lower than previous wave

NielsenIQ

Statement of Intent: General public: 2020 - 2025

SOI. Percentage of New Zealand public who know what REA does

QB7. Have you heard of the Real Estate Authority or REA as it is sometimes called?
QB5: How much do you know about what the Real Estate Authority (REA) does?

	N=	(% know at least a little– Total)	*Māori N=*	(% know at least a little – Māori respondents)	*PP N=*	(% know at least a little– Pacific Peoples respondents)	*Asian N=*	(% know at least a little– Asian respondents)	*Māori Pacific Peoples and Asian NET* N =	(% know at least a little– *Māori, Pacific Peoples and Asian NET*)
2020	*694*	27%								
2021	*699*	26%								
2022	*816*	32%	*124*	40%	*53*	32%				
2023	*826*	28%	*185*	25%	*79*	27%				
2024	*795*	29%	*131*	25%	*57*	26%				
2025	*782*	36% ▲	*164*	35%	*51*	33%	*98*	36%	*305*	35%

SOI 6. Percentage of New Zealand public aware of REA and the services it provides

QB7. Have you heard of the Real Estate Authority or REA as it is sometimes called?
QB5: How much do you know about what the Real Estate Authority (REA) does?

	N=	(% know REA – Total)	*Māori N=*	(% know REA – Māori respondents)	*PP N=*	(% know REA– Pacific Peoples respondents)	*Asian N=*	(% know REA – Asian respondents)	*Māori Pacific Peoples and AsianNET* N =	(% know REA– *Māori, Pacific Peoples and Asian NET*)
2022	*816*	51%	*124*	61%	*53*	52%				
2023	*826*	48%	*185*	45%	*79*	36%				
2024	*795*	46%	*131*	42%	*57*	35%				
2025	*782*	53%	*164*	54%	*51*	38%	*98*	60%	*305*	54%

REAL ESTATE AUTHORITY
TE MANA PAPAWHENUA

Statement of Intent: General public: 2025 – Confidence in being Well regulated

SOI 7. Percentage of New Zealand public who have confidence that the real estate industry is well regulated

QB1: To what extent do you have confidence that the Real Estate industry in NZ is… Well regulated (excl. don't know)

	Total		Māori		Pacific Peoples		Asian		Māori, Pacific Peoples and Asian NET	
	N=	T2B	N=	T2B	N=	T2B	N=	T2B	N=	T2B
2019	627	24%								
2020	624	37% ▲								
2021	645	32%								
2022	766	34%	120	38%	45*	29%				
2023	766	31%	172	29%	74	30%				
2024	740	38%	121	32%	50	26%				
2025	734	42%	152	35%	46	51% ▲	93	45%	285	40%

SOI 7. Percentage of New Zealand public who have confidence that the real estate industry is well regulated

QB1: To what extent do you have confidence that the Real Estate industry in NZ is… Well regulated

	Total		Māori		Pacific Peoples		Asian		Māori, Pacific Peoples and Asian NET	
	N=	T3B	N=	T3B	N=	T3B	N=	T3B	N=	T3B
2019	627	67%								
2020	624	76%								
2021	645	67% ▼								
2022	766	70%	120	73%	45*	64%				
2023	766	75%	172	74%	74	80%				
2024	740	76%	121	76%	46	77%				
2025	734	81%	152	75%	46	85%	93	78%	285	77%

REAL ESTATE AUTHORITY
TE MANA PAPAWHENUA

T3B	*Top 3 Box - % rated 3+4+5 excl. Don't Know*
T2B	*Top 2 Box - % rated 4+5 excl. Don't Know*

▲▼ Significantly higher / lower than previous wave

NielsenIQ

Appendix: Sample profiles

Profile: Age, Gender, Region, Ethnicity

Consumer base (Cons) is n=729 and General public (GP) base is n=782 unless otherwise stated.

Gender	Cons	GP
Male	44%	49%
Female	56%	50%

Age	Cons	GP
18-24	18%	11%
25-34	26%	18%
35-44	23%	19%
45-54	15%	15%
55-64	9%	16%
65 plus	9%	20%

Ethnicity	Cons	GP
New Zealand European	66%	67%
Other European	5%	5%
New Zealand Māori	20%	23%
Cook Island Māori	1%	1%
Samoan	3%	2%
Tongan	1%	1%
Chinese	3%	3%
Indian	4%	3%
Other Asian	2%	2%
Fijian	1%	1%
Filipino	2%	1%
Korean	0%	1%
African*	2%	0%
Other	1%	2%
Prefer not to say	1%	1%

Region	Cons	GP
Auckland	39%	21%
North excluding Auckland	18%	33%
North including Auckland	57%	55%
Central	20%	21%
South	24%	24%

Migrated to New Zealand	Cons	GP
Yes	24%	25%
No	76%	75%

Years in New Zealand	Cons	GP
(Migrated to New Zealand) n=	*219*	*207*
Less than 5 years	19%	11%
Between 5 and 10 years	27%	20%
Eleven years or more	54%	69%

*Added in 2024
Consumer: Base = 729 General public: Base = 782

Note: We have removed DQ10 (Household composition) from the Consumer questionnaire in the 2025 wave
Note: We have removed Q110 (First language), and DQ5 (Internet access) from the GP Omnibus questionnaire in the 2025 wave

NielsenIQ