

# 2022 NATIONAL SECURITY PUBLIC SURVEY

April 2022



Note: The National Security Public Survey is an independently run survey, delivered by IPSOS NZ. The information contained in the survey report is based on responses from survey participants. The inclusion of these views and opinions does not imply endorsement by agencies or the Government.

The 2022 survey focused on levels of public awareness of national security threats, what most concerned them, and sought to understand more about how we could work together to maintain our national security in the future. The survey also explored the ways in which people receive information and how they would like to receive information on threats. The survey is one of many ways national security sector agencies are seeking to connect with New Zealanders, and insights generated through this survey help ensure our work is informed by views of the public.

GAME CHANGERS



# REPORT CONTENTS

1.	<u>Background &amp; Methodology</u>	3
2.	<u>Key Findings</u>	9
3.	<u>What Does 'National Security' mean to New Zealanders?</u>	14
4.	<u>Roles &amp; Resources</u>	30
5.	<u>Trust / Confidence &amp; Transparency</u>	41
6.	<u>Current &amp; Future Engagement</u>	48
7.	<u>Appendix – Panel Details</u>	55

# BACKGROUND & METHODOLOGY

1

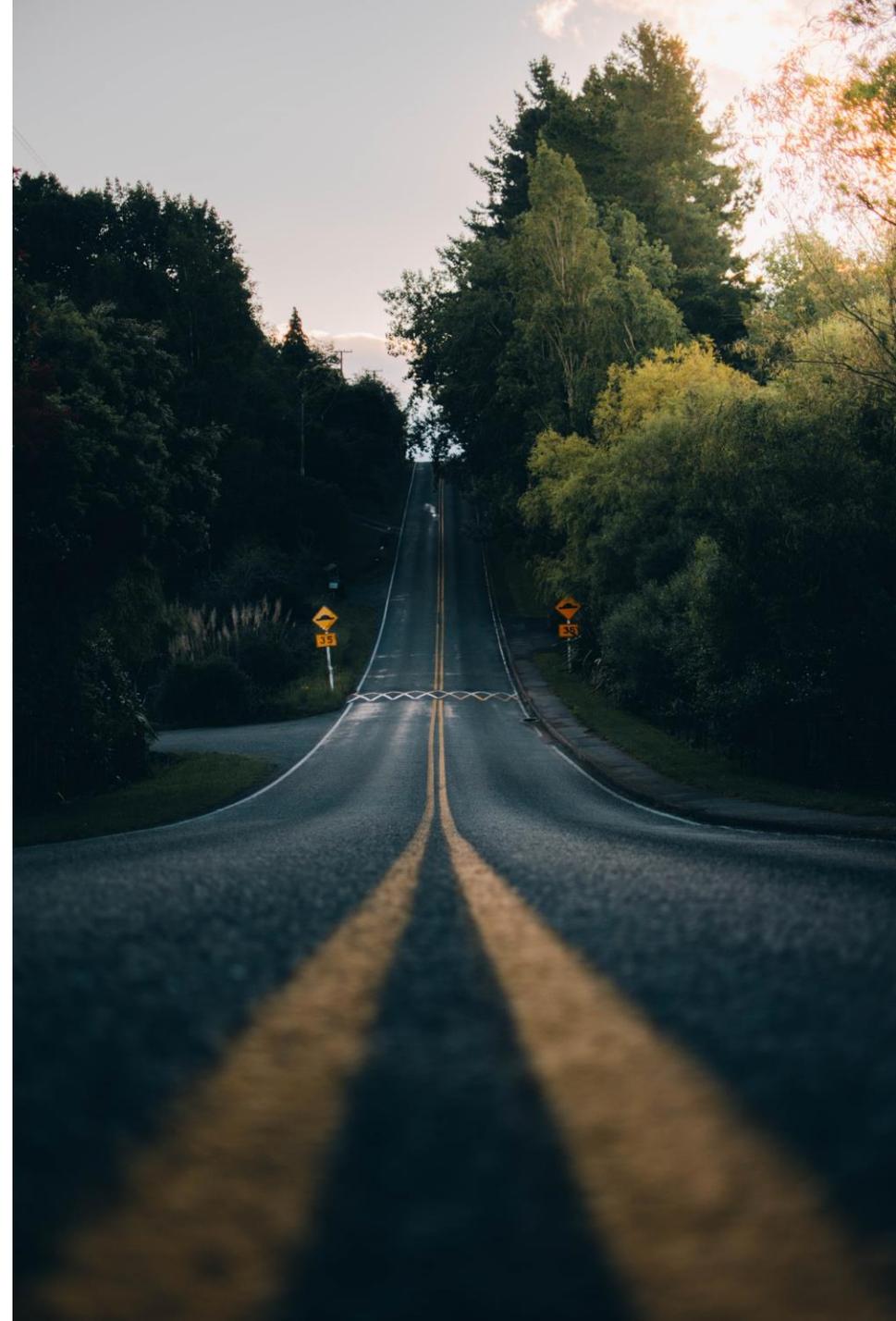
# RESEARCH OBJECTIVES

The purpose of this research is to increase understanding of New Zealanders' attitudes and opinions relating to national security risks, challenges and opportunities. The information contained in this survey report is based on responses from survey participants. The inclusion of these views and opinions does not imply endorsement by agencies or the Government

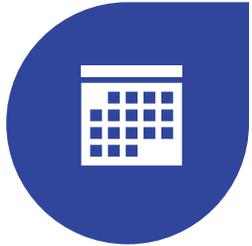
The insights from this survey will feed into a number of priority projects for the national security sector – including the National Security Long-term Insights Briefing (LTIB) and the National Security Strategy (NSS). Previous public engagements, including on the LTIB, have offered valuable insights into New Zealanders' views on national security. This survey seeks to provide further insights, including how well these views are representative of the whole population.

In particular, this survey aims to provide an understanding, across a nationally representative sample, of:

- What 'national security' means to New Zealanders and what issues they believe to be most threatening, now and in the future;
- How New Zealanders see their role in contributing to national security, especially in relation to that of the government and the private sector;
- The level of confidence New Zealanders have in the government's ability to manage threats to national security and what they could do to build confidence; and
- What information New Zealanders would like to receive on national security and via what channels and formats.



# METHODOLOGY



## Fieldwork dates

11 February–  
02 March 2022\*

*\*Note: Fieldwork overlapped with the Russian invasion of Ukraine and Parliament Protest Activity*



## Methodology

Interviews were conducted online (self-completion). Respondents were recruited from Ipsos & Ipsos partner panels\*



## Weighting

The data was weighted to match New Zealand's population for region, ethnicity & gender



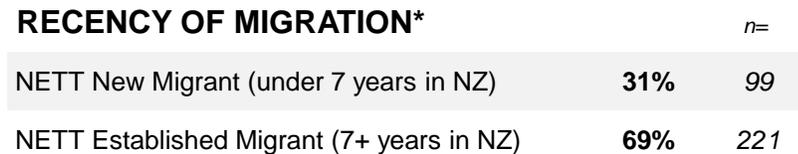
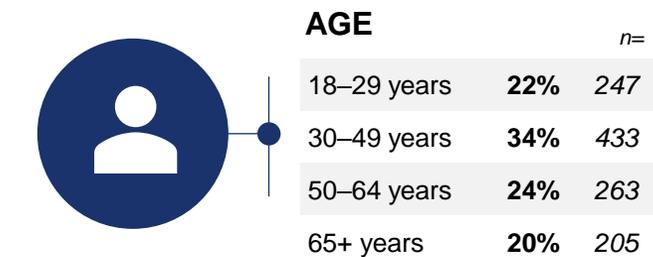
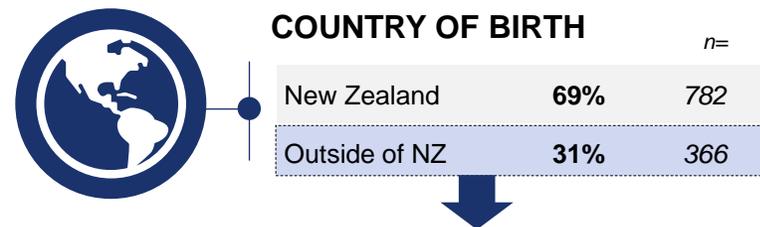
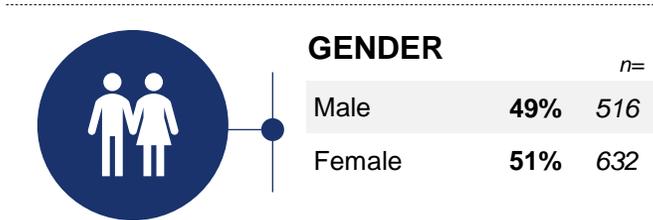
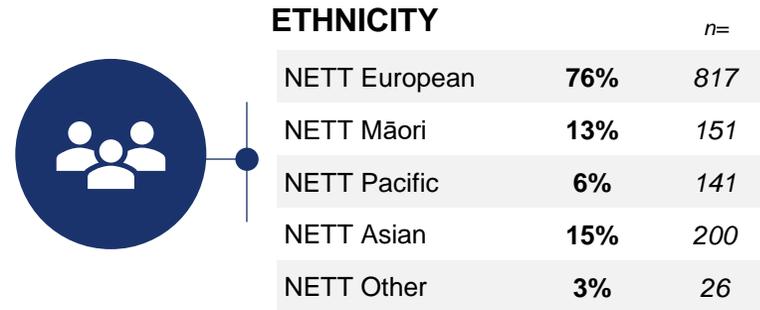
## Sample achieved

n=1,148

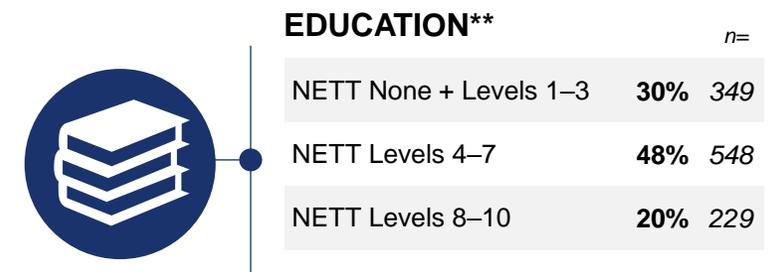
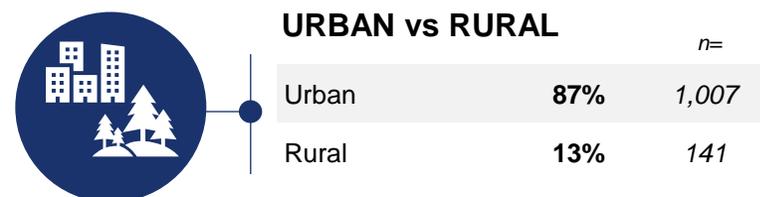
## Other notes

- Significantly **higher** / **lower** figures are reported at 95% confidence.
- The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points.
- Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of 'don't know' or 'not stated' responses.
- \*See [Appendix](#) for further details on panels.

# SAMPLE INFORMATION



*\*Note: The definition of new migrant was changed part-way through fieldwork from emigration under 5 years to under 7 years. Those who have been in New Zealand between 5 years and just under 10 years (option prior to addition of “5 years to under 7 years” and “7 years to under 10 years”) are not included as a new migrant as these respondents were unable to be classified into one of the two categories: NETT New migrant or NETT Established migrant. These respondents are still included in total level data (n=46).*



*\*Note: Where percentages do not add to 100%, this is due to ‘don’t know’ and ‘prefer not to say’ responses. Percentages reflect the weighted distribution of sample, while the ‘n’ figures represent the actual number of responses against that demographic variable. As a result the percentages and the ‘n’ figures do not map.*

# 2021 HALIFAX INTERNATIONAL SECURITY FORUM

## Ipsos' survey of citizens from 28 countries on national security provides a point of comparison for New Zealanders' responses

Ipsos interviewed a total of 21,016 adults aged 18–74 in the US, Canada, Malaysia, South Africa and Turkey, and 16–74 in 23 other countries between Friday, 24 September and Friday, 8 October 2021 (via its Global Advisor online platform).

The sample consisted of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain and the US, and 500 individuals in each of Argentina, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey.

The data was weighted so that each country's sample composition best reflects the demographic profile of the adult population according to each country's most recent census data.

The 'Global Country Average' reported here reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

To find out more, visit Ipsos' [website](#)<sup>1</sup> or view the full report [here](#)<sup>2</sup>.

***In this report, where possible, we have used the Halifax Report results to compare New Zealand results with global market averages for perceived threats in the next 12 months.***

<sup>1</sup> <https://www.ipsos.com/en/2021-hisf-global-threats-assessment>

<sup>2</sup> <https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-11/Threats-pr-2021-Halifax-Security-Forum.pdf>



# SURVEY CONTEXT – WHAT WAS MAKING THE NEWS DURING FIELDWORK?

It is likely the media climate in which the survey was run will have impacted the levels of national security risk perceived by respondents. For example, if this survey had been run in 2019, we would have expected to potentially see very different perceived threat levels in relation to pandemics. Below are some news headlines which appeared during the time of this survey.

**Latest Russia-Ukraine updates: Tens of thousands flee their homes**

*UN says 100,000 Ukrainians have fled their homes with several thousand crossing into neighbouring countries.*

**Fears for Māori as New Zealand opens up amid Omicron wave**

*Experts say vaccine rollout failed to involve the Indigenous community or recognise their greater health risks.*

**New Zealand's capital sees its own convoy protest against COVID-19 restrictions**

**New Zealand's housing crisis is worsening**

*That is bad news for a government which promised miracles*

**The pandemic exposes NZ's supply chain vulnerability – be ready for more inflation in the year ahead**

**CORONAVIRUS ●**

**Experts warn misinformation will have 'long-term impact' on social cohesion in New Zealand**

# KEY FINDINGS

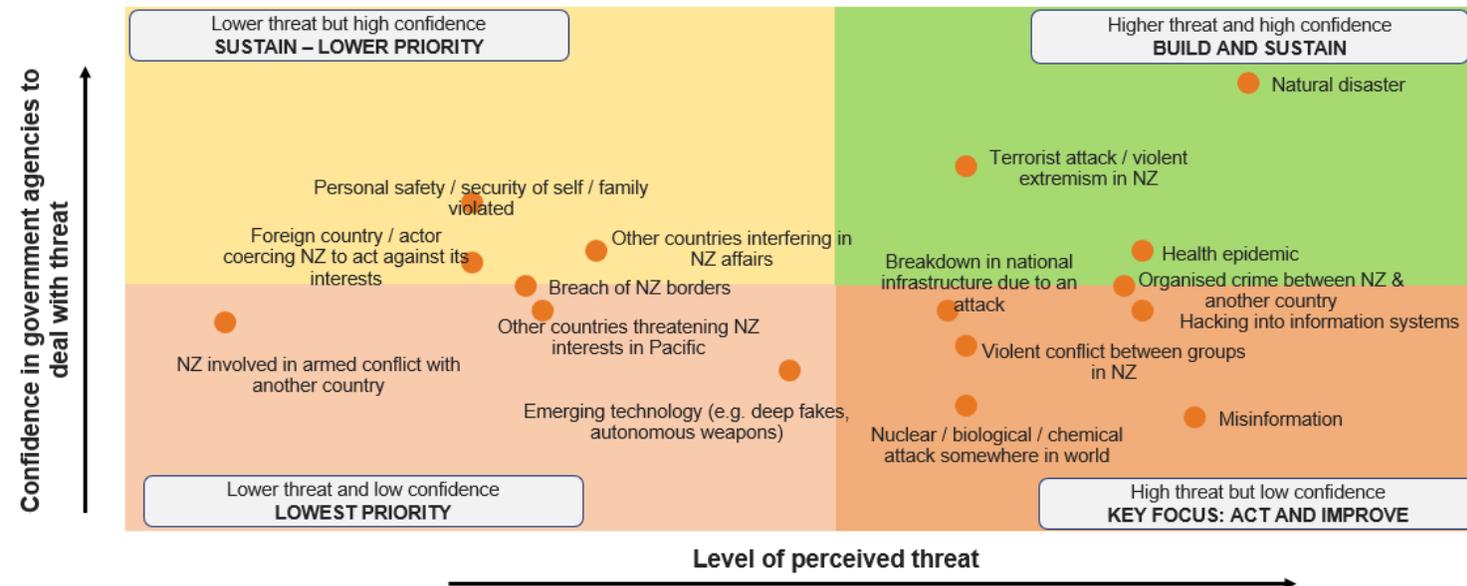
# 2



# OVERALL FINDINGS

## Trust, confidence and transparency

- In terms of confidence in government agencies' ability to deal with threats, the best-performing areas (in the green quadrant – build and sustain) include *natural disaster* and *terrorist attack*.
- Threats of concern to the public where confidence in government agencies' abilities to deal with them is lower (orange quadrant bottom right – act and improve) includes *misinformation*, *nuclear attacks*, *hacking into information systems*, and *violent conflict between groups in New Zealand*.
- Perceptions of how government agencies can build confidence amongst New Zealanders varies based on the type of threat; however, *responding quickly*, *being prepared* and *keeping the public educated & informed* are most commonly mentioned.
- 20% of survey respondents agree that New Zealand's national security agencies currently share enough information about national security, while almost double that amount (39%) state they do not. Just over a third (33%) were 'on the fence'.
  - More than half (59%) would like to know more about national security threats, while just over a third (39%) would like to be involved in public discussion on national security risks.
  - Threats the public were most interested in knowing more about were those which ranked as being of highest public concern.



# OVERALL FINDINGS

## New Zealanders' views on national security

- While most New Zealanders were able to define the term 'national security' in their own words, nearly half said they do not feel knowledgeable about the topic (44%) or that they know where to go to find more information (46%).
- The national security threats seen in to pose the biggest threat in the next 12 months are *natural disaster* and *misinformation*. *Hacking into information systems*, *health epidemic* and *organised crime* round out the top 5.
- The threat with the lowest level of perceived threat was *New Zealand being involved in armed conflict with another country*, for which 29% thought posed a 'somewhat or very real' threat in the next 12 months. This is significantly below the global country average (46%).
- The survey asked about threats and their impact on 'self and family', 'community', 'work' and 'country'. In terms of differences between threats across these categories, noting that *natural disaster* and *health epidemic* are seen as the biggest threat to all four categories, when we consider national security threats:
  - *Hacking and breaking down of infrastructure* are seen as higher threats to 'work' than to 'self and family' or 'community'.
  - *Violent conflict between groups*, *terrorist attack* and *organised crime* are seen as higher threats to 'community' than 'work' and 'self and family'.
- Thinking about the future, for most threats, the level of perceived threat over the next 10 years is *higher or similar to current levels of perceived threat* for each threat type. The exception is *hacking into information systems*, for which the current level of threat is perceived to be higher than the long-term one.

# OVERALL FINDINGS

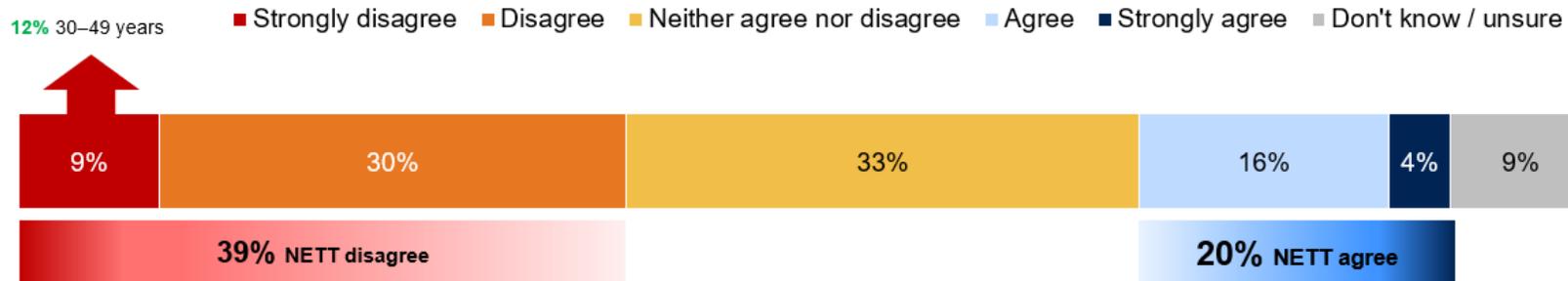
## National security roles and resources

- Survey respondents believe the best way for New Zealanders to protect themselves against national security threats is by *being aware, informed & educated* (26%). One in 10 (10%) stated that New Zealanders should be *looking at information credibility and working together*.
- When considering three threats in more detail, the majority of survey respondents believe the New Zealand government and its agencies have greater responsibility to protect against or manage the threats of *misinformation, cyber attack* and *terrorism*. However, much smaller proportions believe the government and its agencies are resourced enough to do so.
  - From survey respondents' perspectives, 'individuals', 'businesses' and 'organisations' all have a role to play in protecting against or managing these threats, but have fewer resources to do so.
  - Across all three threats, the government is consistently reported as having the greatest role to play.

# OVERALL FINDINGS

## Government information sharing

### New Zealand's national security agencies currently share enough information about national security with New Zealanders



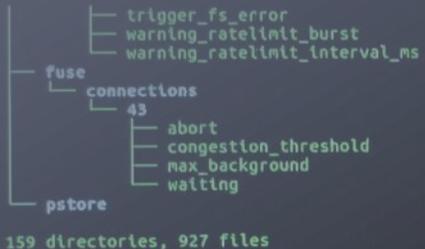
20% of survey respondents agree that New Zealand's national security agencies currently share enough information about national security, while almost double that amount (39%) state they do not.

Just over a third (33%) were 'on the fence'.

Those who do not believe that enough information is shared highlight the importance of doing so in order to increase confidence in the government and provide peace of mind. It is important that sufficient information is shared so New Zealanders understand not only the nature of any threats / potential threats, but also how the government intends to deal with such threats if they were to occur.

# WHAT DOES 'NATIONAL SECURITY' MEAN TO NEW ZEALANDERS?

# 3



159 directories, 927 files

Derphattat (Derph-att-at) Delta-echo-romeo-pa  
pa-hotel-alfa-tango-tango-alfa-tango  
webBisgau (web-Bis-gau) whiskey-echo-bravo-Br  
avo-india-sierra-golf-alfa-uniform  
Atmeghomby (At-me-ghom-by) Alfa-tango-mike-ec  
ho-golf-hotel-oscar-mike-bravo-yankee  
jIudloym. (jI-Ud-loym-PERIOD) juliett-india-U  
niform-delta-lima-oscar-yankee-mike-PERIOD  
NenMothIc (Nen-Moth-Ic) November-echo-novembe  
r-Mike-oscar-tango-hotel-India-charlie

```
EAFNOSUPPORT 97 Address family not supported  
by protocol  
ENOSYS 38 Function not implemented  
EXDEV 18 Invalid cross-device link  
EREMOTEIO 121 Remote I/O error  
ENOLINK 67 Link has been severed  
EPROTOTYPE 91 Protocol wrong type for socket  
ENETUNREACH 101 Network is unreachable  
EMOTSUP 95 Operation not supported  
ERFILE 23 Too many open files in system  
EL2NSYNC 45 Level 2 not synchronized  
ELIBSCN 81 .lib section in a.out corrupted  
EQQUOT 122 Disk quota exceeded
```

```
9iv+U netcon1@ubuntu  
The key's randomart image is:  
+---[DSA 1024]-----+  
+==0...  
+o..o..  
+o..o..  
+o..+..  
+*oo+ . 5  
oBo* . .  
=oBo...  
-----
```

```
A: 184.7 V: 209.9 A-V: -25.123 ct:-14.229 354
```

PID	USER	PRI	NI	VIRT	RES	SHR	S
5531	netcon1	39	19	23992	2568	2300	R
55705	netcon1	39	19	23992	2576	2344	R
47651	netcon1	20	0	65012	31712	2704	R
4826	netcon1	20	0	655M	25200	11900	S

```
ERROR: apport (pid 18449) Thu Mar 16 11:44:58  
2017: debug: session gdbus call: (true,)  
ERROR: apport (pid 18449) Thu Mar 16 11:44:58  
2017: apport: report /var/crash/_usr_bin_cna  
trix.1000.crash already exists and unseen, do  
ing nothing to avoid disk usage Dos  
ERROR: apport (pid 18485) Thu Mar 16 11:44:59  
2017: called for pid 18484, signal 8, core l  
imit 0  
ERROR: apport (pid 18485) Thu Mar 16 11:44:59  
2017: executable: /usr/bin/cnatrix (command  
line "cnatrix -b")
```

```
CPU[|||||||||||||||||||||||||||||||||100.0%] Tasks: 151  
Mem[|||||||||||||||||||||||||||||631M/973M] Load aver:  
Swp[|||||||||||||||||432M/1022M] MemFree: 60M
```



# KEY FINDINGS

## What does 'national security' mean to New Zealanders?

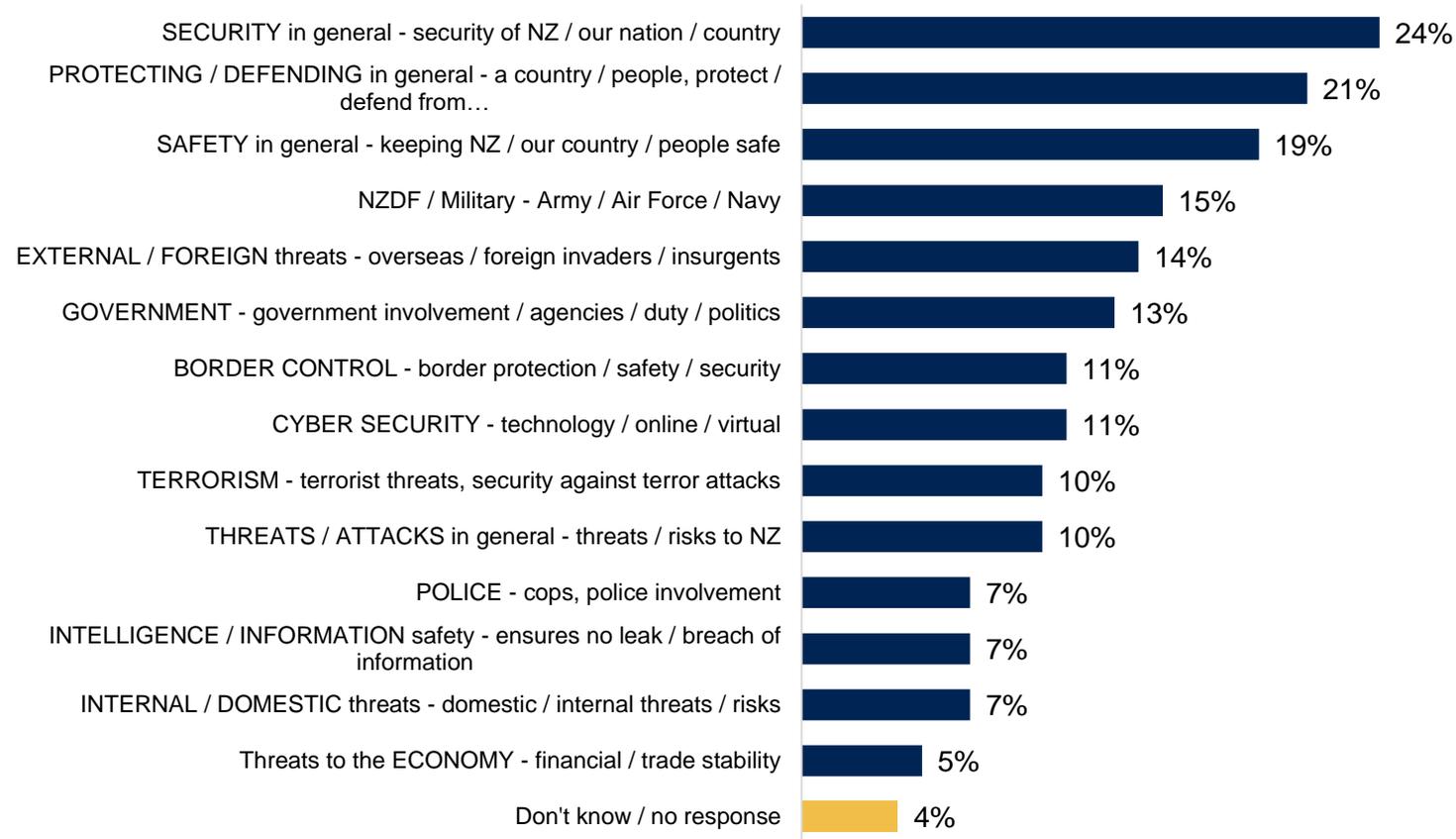
- The majority of respondents had some idea of what 'national security' was, and were able to provide a definition in their own words. Only 4% stated they did not know.
  - The most common themes related to *general security, protection and safety*.
  - These were followed by more specific themes such as *the Defence Force* and *foreign invasion*.
- When given a list of potential threats, respondents rated *natural disasters* and *misinformation* as posing the highest level of threat over the next 12 months, with *hacking, another major health epidemic* and *organised crime* rounding out the top 5.
- When respondents rated the level of threat to 'self and family', their 'work' or their 'community' posed by each threat type:
  - *Hacking, infrastructure* and *emerging technology* were perceived as significantly more of a threat to 'work' than to 'self and family'.
  - *Violence between different groups, terrorist attack* and *organised crime* were perceived as significantly more of a threat to 'community' than to 'self and family'.
- Regarding the future, for most threats, the level of perceived threat over the next 10 years is higher or similar to current levels of perceived risk threat each threat type. The exception is *hacking into information systems*, for which the current threat is perceived to be higher than the long-term one.



# UNDERSTANDING 'NATIONAL SECURITY'

Most respondents had a view on what *national security* means. The most common themes were the *security of New Zealand & keeping New Zealanders protected & safe*

## What comes to mind when you see the term 'National Security'?\*



Q8: When you see the term 'National Security', what comes to mind? (open ended response)

Base: Total sample (n=1,148). \*Note: Responses less than 5% are not shown.

# WHAT COMES TO MIND WHEN YOU SEE THE TERM 'NATIONAL SECURITY' – STATISTICALLY SIGNIFICANT DIFFERENCES

## Demographic Differences



**Protecting / defending (21%)**  
30% Waikato region



**Safety (19%)**  
12% NETT Not in employment



**External / foreign threats (14%)**  
21% South Island excl. Canterbury  
18% Male  
10% Female



**Government (13%)**  
17% Female  
10% Male  
8% Asian



**Border control (11%)**  
16% 65+ years



**Cyber security (11%)**  
1% Migrated to New Zealand under 10 years ago



**Threats / attacks (10%)**  
15% 50–64 years



**Police (7%)**  
4% Male



**Internal / domestic threats (7%)**  
11% 50–64 years  
11% Wellington  
10% Male  
4% Female



**Threats to the economy (5%)**  
9% Māori



Q8: When you see the term 'National Security', what comes to mind? (open ended response)  
Base: Total sample (n=1,148). Green / red indicates significantly higher / lower than the total

# THE THREATS MEASURED – QUESTIONNAIRE WORDING

Respondents' views were sought on a group of potential threats throughout the questionnaire. The wording of each threat has been shortened in the charts that follow (see bold text). The full wording of threats in the questionnaire is listed below. Where possible, threat wording was kept consistent with the Ipsos Halifax survey questions to allow for comparison with global average results. This includes referring to health epidemic and natural disasters as a national security threat, when they are not usually referred to in this way.

(The order threats were listed in the survey was randomised for respondents to prevent order bias.)

**Health epidemic:** Another major health epidemic breaking out in New Zealand

**Natural disaster:** A major natural disaster occurring in New Zealand

**Terrorist attack / violent extremism in New Zealand:** A terrorist attack or act of violent extremism taking place in New Zealand

**Violent conflict between groups in New Zealand:** A violent conflict breaking out between groups with different views in New Zealand

**New Zealand involved in armed conflict with another country:** New Zealand being involved in an armed conflict with another nation

**Nuclear / biological / chemical attack somewhere in world:** A nuclear, biological or chemical attack taking place somewhere in the world

**Personal safety / security of self / family violated:** The personal safety and security for you or your family members being violated

**Hacking into information systems:** Some person, organisation or country hacking into either a public, private or personal information system for criminal or espionage purposes

**Breach of New Zealand borders:** A breach of New Zealand's borders (including land, ocean and / or airspace)

**Misinformation:** The spread of misinformation in New Zealand about topics of public importance (e.g. climate change, pandemic response)

**Organised crime between New Zealand and another country:** Organised crime (such as the illegal movement of money, drugs or people) happening between New Zealand and another country

**Emerging technology (e.g. deep fakes, autonomous weapons):** New Zealand's and / or New Zealanders' security being affected by emerging technology (e.g. deep fakes, autonomous weapons)

**Other countries interfering in New Zealand affairs:** Other country / countries interfering in New Zealand's affairs (e.g. interference in general elections or relationships with other countries)

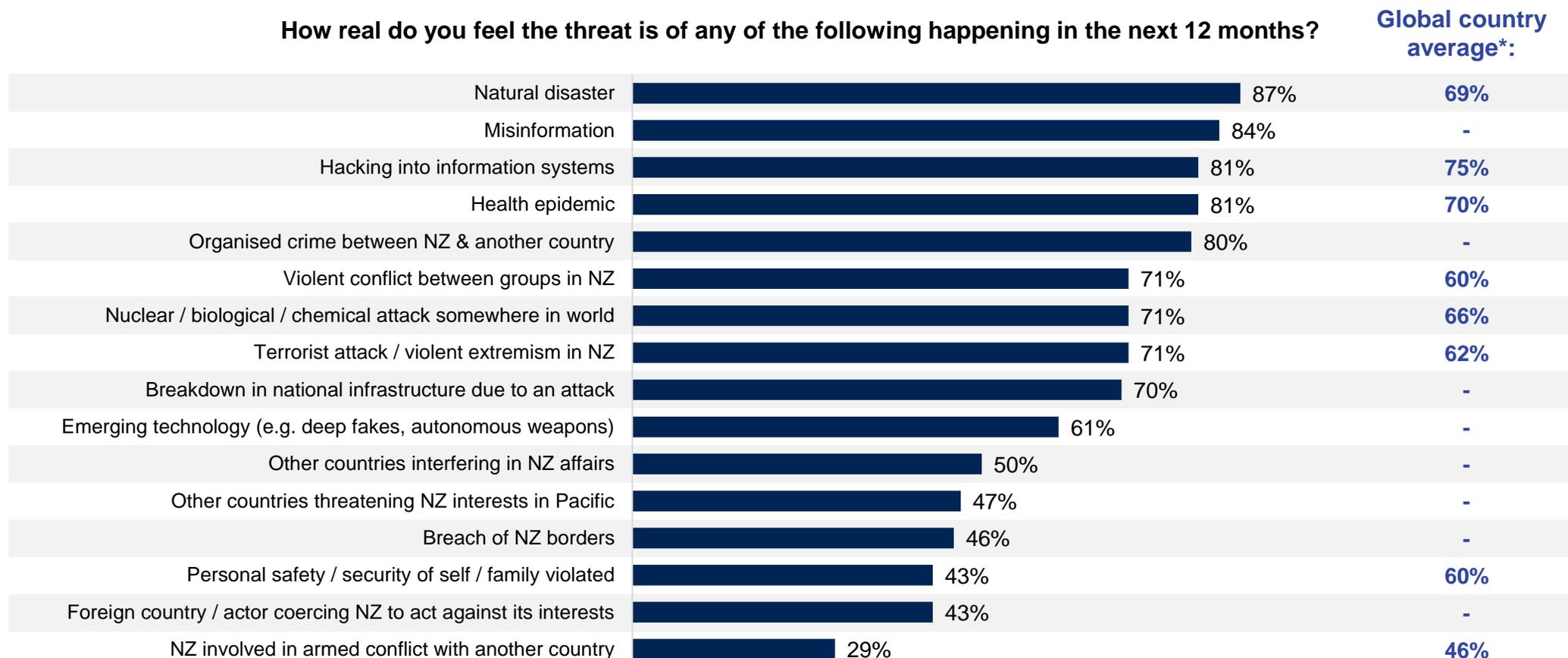
**Foreign country / actor coercing New Zealand to act against its interests:** A foreign country or actor coercing New Zealand to act against its interests (e.g. by threatening an attack or to cut off trade links)

**Breakdown in national infrastructure due to an attack:** A breakdown in critical national infrastructure due to a malicious attack (e.g. cyber attack on transport system)

**Other countries threatening New Zealand interests in Pacific:** Other country / countries threatening New Zealand interests in the Pacific region (e.g. establishing a foreign military base)

# PERCEIVED LEVEL OF THREAT

*Natural disasters & misinformation are most commonly perceived as threats ('somewhat + 'very real'). Compared to global average results, the perceived level of threat in New Zealand is higher for all threats, except for personal safety & New Zealand being involved in an armed conflict*



Figures represent top-2 box (% somewhat real + very real threat)

**Q9:** How real do you feel the threat is of any of the following happening in the next twelve months?

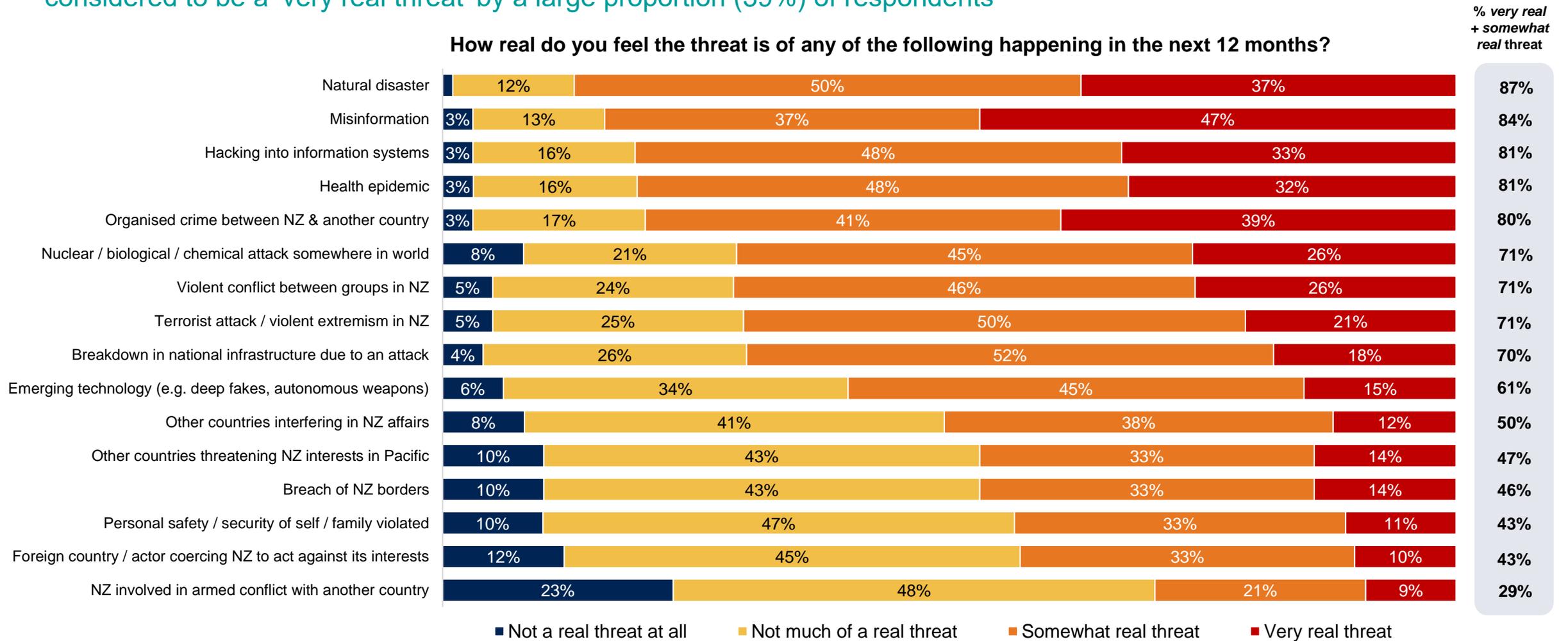
**Base:** Total sample (n=1,148). **\*Note:** Global country average figures are taken from the Ipsos-Halifax World Affairs global survey conducted in November 2021 where comparable (n=21,016).

**Note:** threats were presented on screen 'one at a time' and randomised to reduce response order bias.



# THREAT IN THE NEXT 12 MONTHS

Although *misinformation* is ranked second, it is considered as a 'very real threat' by most (47%). *Organised crime* is also considered to be a 'very real threat' by a large proportion (39%) of respondents



Q9: How real do you feel the threat is of any of the following happening in the next twelve months?

Base: Total sample (n=1,148)

Note: threats were presented on screen 'one at a time' and randomised to reduce response order bias.

20 – © Ipsos | 2022 National Security Public Survey



# PERCEIVED LEVEL OF NATIONAL SECURITY THREAT

Figures represent top-2 box (% somewhat real + very real threat)

## Demographic Differences



**Natural disaster (87%)**  
82% Auckland region



**Misinformation (84%)**  
78% Born outside of New Zealand  
77% NETT Asian



**Hacking into information systems (81%)**  
88% 50–64 years  
73% Rural residents  
67% 18–29 years



**Organised crime between New Zealand & another country (80%)**  
87% 50–64 years  
72% 18–29 years



**Violent conflict between groups in New Zealand (71%)**  
78% Female  
66% Born outside of New Zealand  
65% Male



**Nuclear / biological / chemical attack somewhere in world (71%)**  
75% Female



**Terrorist attack / violent extremism in New Zealand (71%)**  
79% NETT Pasifika



**Breakdown in national infrastructure due to an attack (70%)**  
78% 65+ years  
64% 18–29 years



**Emerging technology (61%)**  
71% NETT Pasifika  
69% NETT High education  
68% NETT Asian  
52% 18–29 years  
48% Rural residents



**Other countries interfering in New Zealand affairs (50%)**  
59% NETT Asian



**Other countries threatening New Zealand interests in Pacific (47%)**  
60% NETT Pasifika  
57% 65+ years  
56% Retired  
39% 18–29 years  
35% Canterbury region



**Breach of New Zealand borders (46%)**  
56% NETT Pasifika  
54% Household income \$0–\$50k  
39% Household income \$100k+



**Personal safety of self / family violated (43%)**  
56% NETT Pasifika  
55% NETT Asian  
34% Aged 65+ years  
30% Rural residents



**Foreign country coercing New Zealand to act against interests (43%)**  
54% NETT Pasifika  
54% NETT Asian



**New Zealand involved in armed conflict with another country (29%)**  
41% Employed part-time  
40% NETT Asian  
38% NETT Pasifika

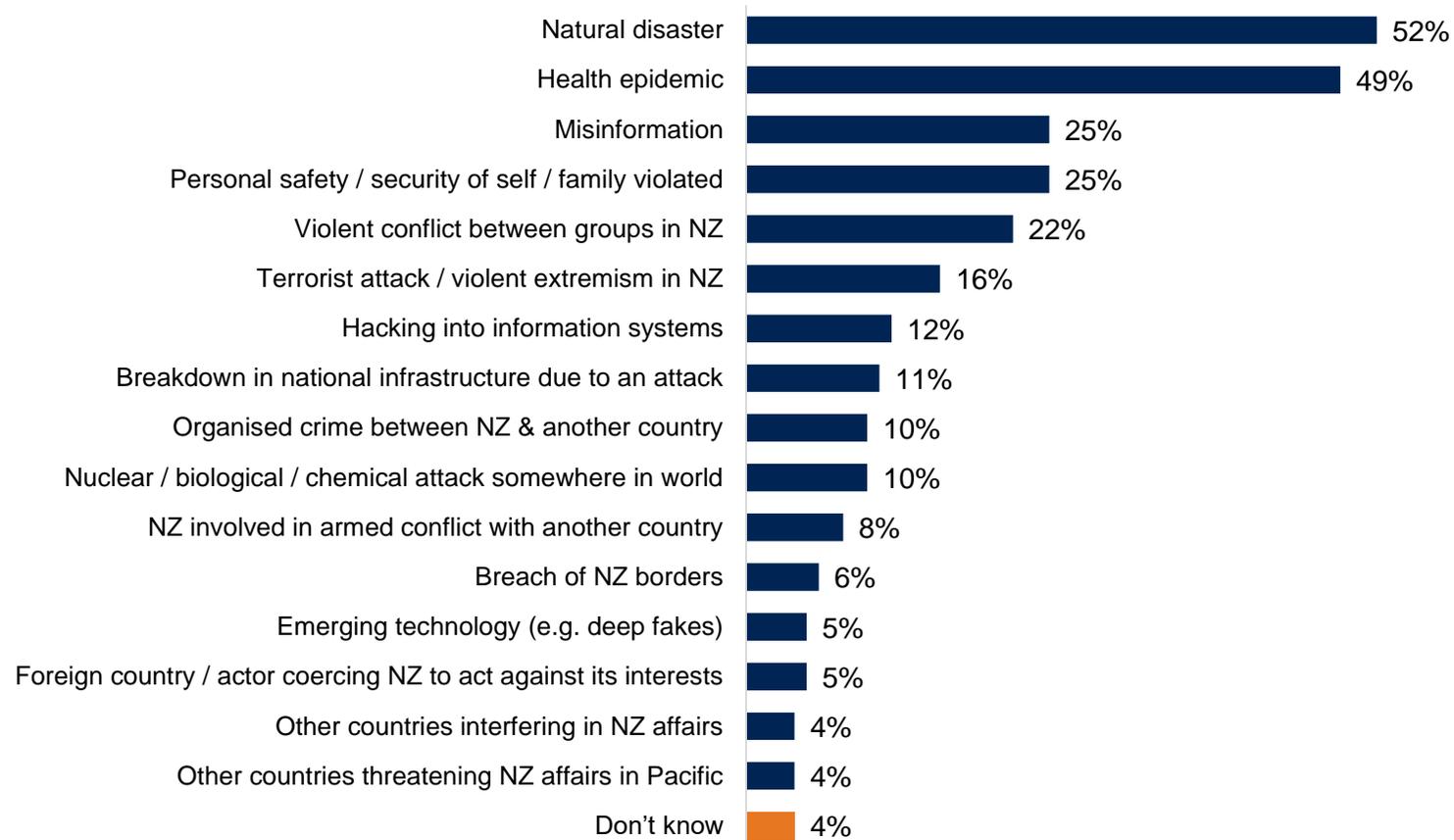
Q9: How real do you feel the threat is of any of the following happening in the next twelve months?

Base: Total sample (n=1,148) Green / red indicates significantly higher / lower than the total

# THREAT TO SELF / FAMILY

The greatest perceived threats to self / family are *natural disasters* & a *health epidemic*, followed by *misinformation* & *personal / family safety & security*

**Greatest threat to you and your family in the next 12 months (top 3)**



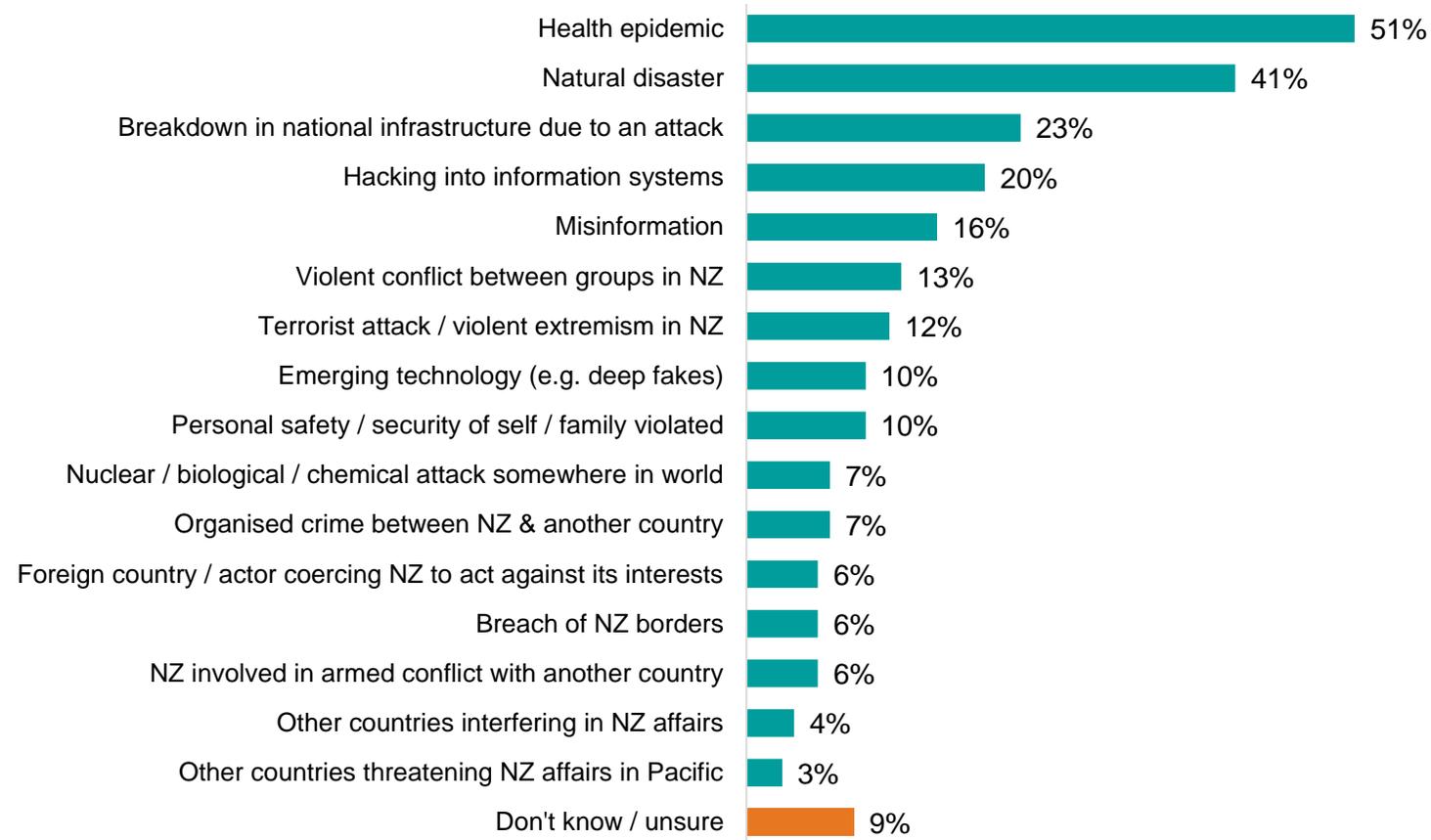
**Q13:** If these were to happen in the next twelve months, which of the following do you think poses the greatest threat to... **Base:** Total sample (n=1,148)

**Q10:** And why do you think there is a very real threat of the following <INSERT STATEMENT FROM Q9> happening in the next twelve months? (open ended response) **Base:** Those who provided an answer in Q9, excluding 'don't know' (n=901)

# THREAT TO WORK

While *health epidemics & natural disasters* are considered as top threats to people's work / employment, *infrastructure breakdowns & hacking* are also higher up the list

## Greatest threats to your work in the next 12 months (top 3)



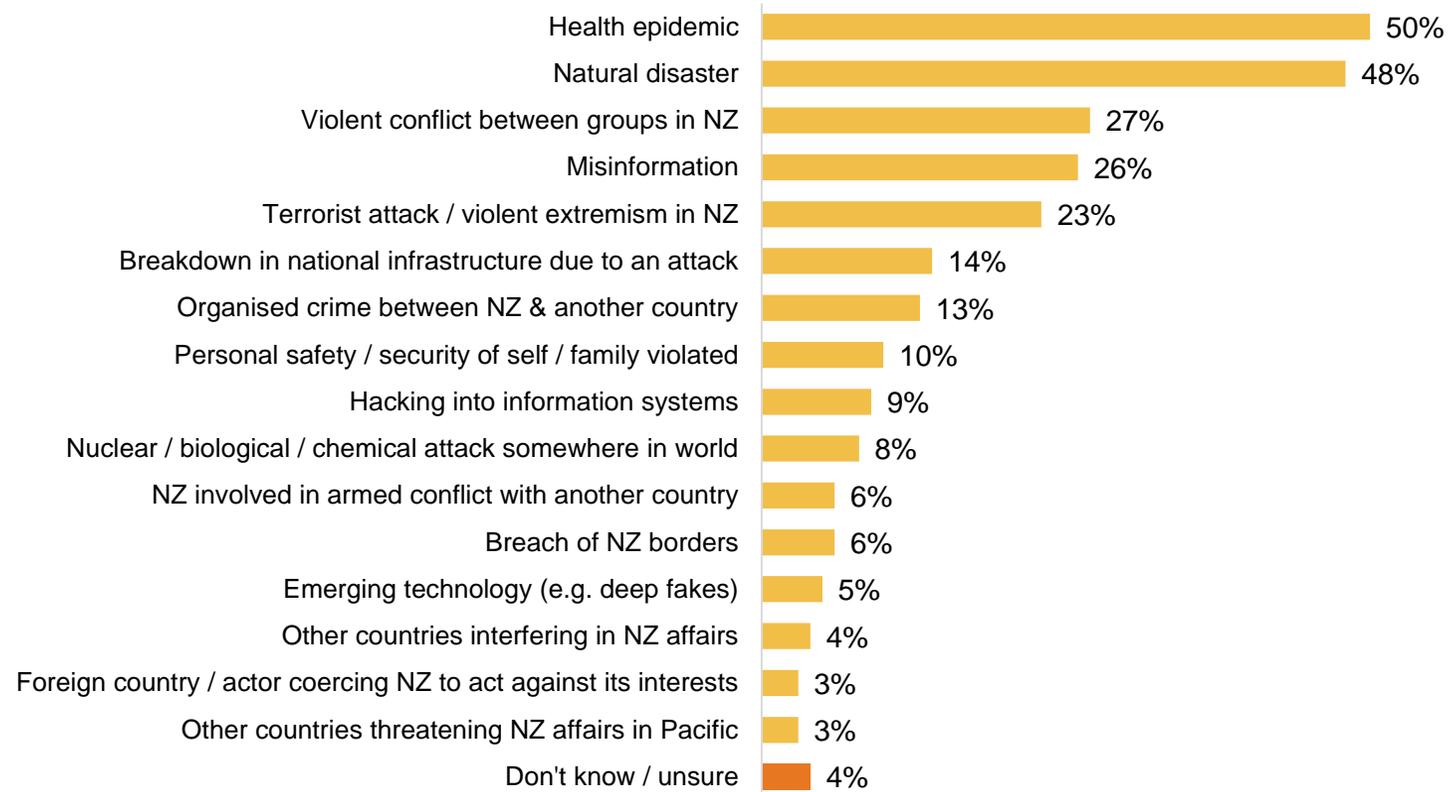
Q15: If these were to happen in the next twelve months, which of the following do you think poses the greatest threat to... /

Q10: And why do you think there is a very real threat of the following happening in the next twelve months? (open ended response) **Base:** Those who provided an answer in Q9, excluding those who selected 'I don't work' (n=938)

# THREAT TO COMMUNITY

The greatest perceived threats to communities are *natural disasters* or a *health epidemic*; *violent conflict, misinformation & terrorist attacks* round out the top 5

## Greatest threat to your community in the next 12 months (top 3)



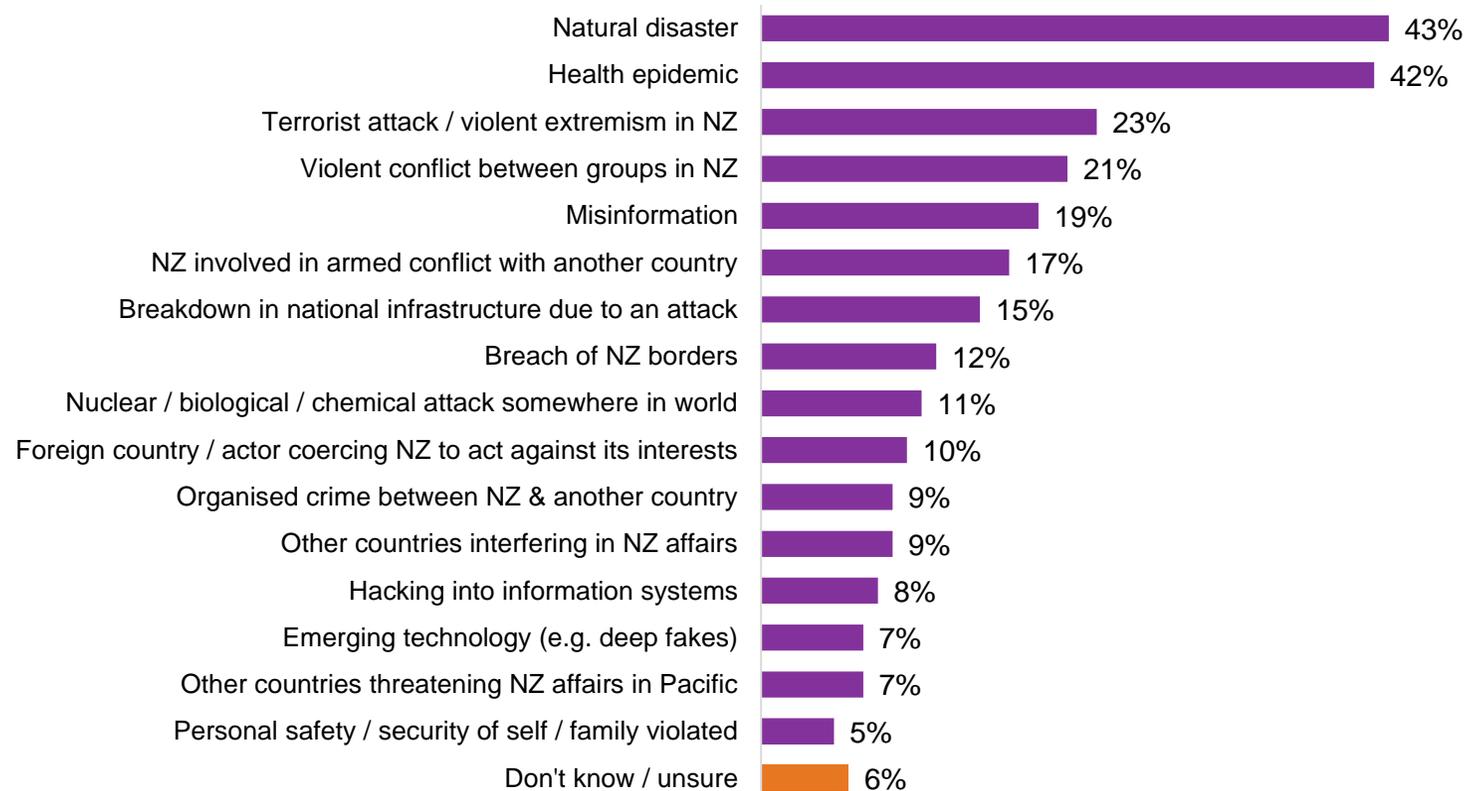
**Q14:** If these were to happen in the next twelve months, which of the following do you think poses the greatest threat to... **Base:** Total sample (n=1,148)

**Q10:** And why do you think there is a very real threat of the following <INSERT STATEMENT FROM Q9> happening in the next twelve months? (open ended response) **Base:** Those who provided an answer in Q9, excluding 'don't know' (n=901)

# THREAT TO NEW ZEALAND AS A WHOLE

*Natural disasters, health epidemics, terrorist attacks, violent conflicts & misinformation are the top 5 perceived threats to New Zealand as a whole*

## Greatest threat to New Zealand as a whole in the next 12 months (top 3)

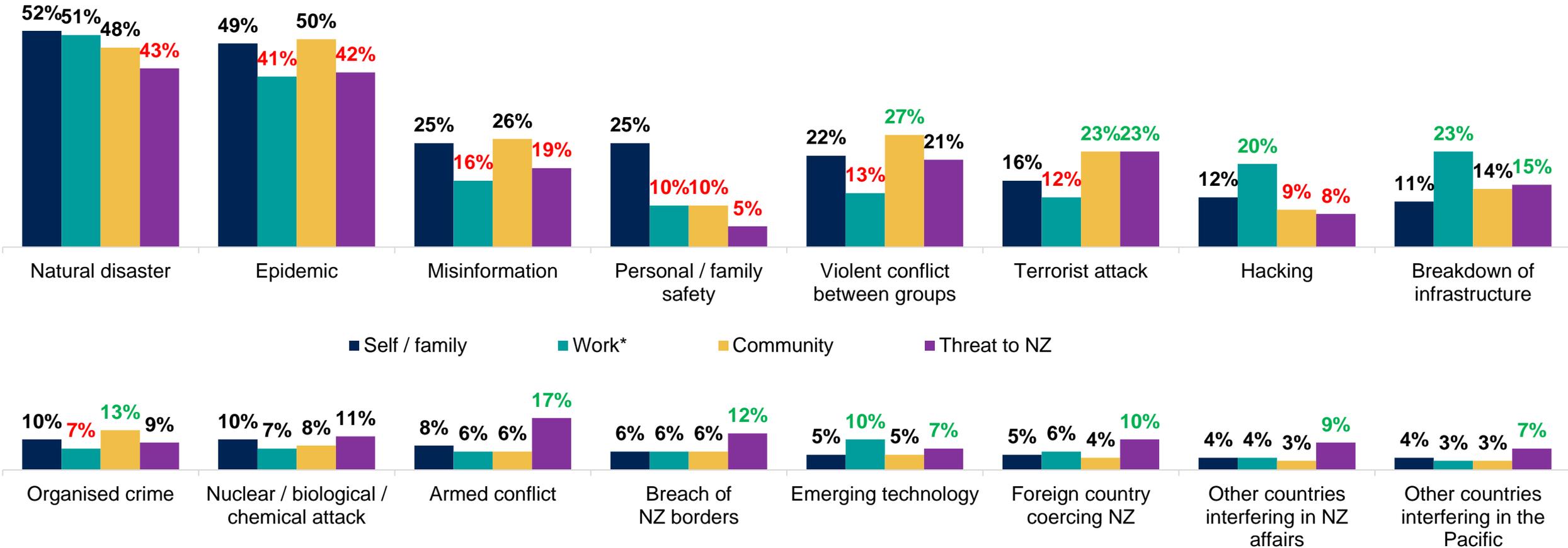


**Q16:** If these were to happen in the next twelve months, which of the following do you think poses the greatest threat to New Zealand as a whole? **Base:** Total sample (n=1,148)

**Q10:** And why do you think there is a very real threat of the following happening in the next twelve months? (open ended response) **Base:** Those who provided an answer in Q9, excluding 'don't know' (n=901)

# THREAT SUMMARY BY GROUPS AFFECTED – TOP-3 THREATS

With the exception of *violation of personal / family safety*, the perceived threats to 'self / family' & 'community' are fairly similar. Threats to 'work' tend to vary more & are higher than threats to 'self / family' for *emerging technology, hacking & breakdown of infrastructure*



Q13 / Q14 / Q15 / Q16: If these were to happen in the next twelve months, which of the following do you think poses the greatest threat to...

Base: Total sample (n=1,148). \*Note: Question re-based to include only those who work (n=938). Green / red indicates significantly higher / lower than 'self / family %'

# TOP-3 REASONS WHY RATED AS A VERY REAL THREAT

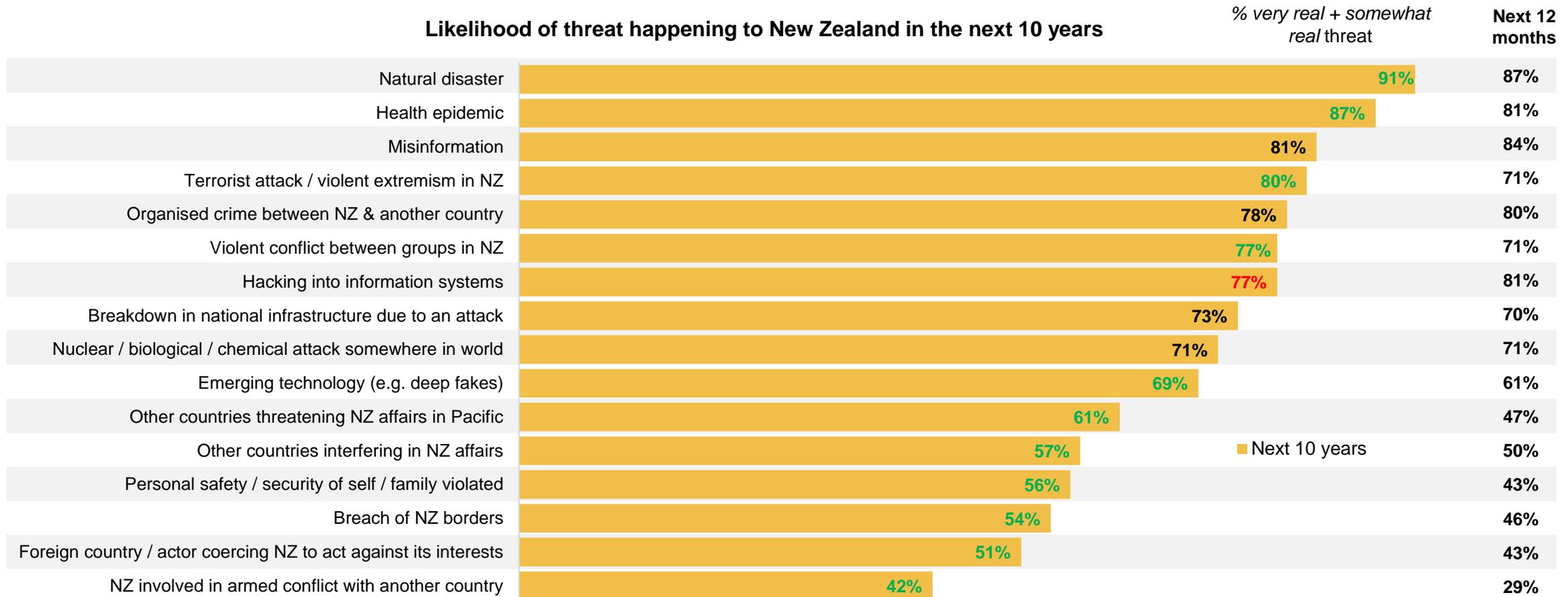
Natural disaster (n=123)	Terrorist attack / violent extremism in New Zealand (n=97)	Violent conflict between groups in New Zealand (n=113)	New Zealand involved in armed conflict with another country (n=86)	Nuclear / biological / chemical attack somewhere in world (n=121)	Personal safety / security (n=88)	Hacking into information systems (n=121)	Breach of New Zealand borders (n=89)
New Zealand is prone to natural phenomena (78%)	It has happened before, so it is likely to happen again (35%)	Covid-19 protests (48%)	Tensions between foreign countries (42%)	Tensions between foreign countries (57%)	Other reasons (20%)	Cyber crimes & attacks (45%)	Covid-19 – case numbers / variants (16%)
It has happened before, so it is likely to happen again (20%)	Risk of copycat & lone wolf attacks (26%)	It's already happening now (32%)	Other reasons (19%)	Current global events (17%)	Rise in criminal activities (15%)	It has happened before, so it is likely to happen again (36%)	New Zealand is small & vulnerable to attacks (16%)
Climate change (11%)	Increase in extreme fringe groups in New Zealand (17%)	Built-up frustration from lockdowns / pandemic (30%)	Current global events (8%)	It's already happening now (17%)	Lack of strong police actions (14%)	It's already happening now (30%)	Lack of border control (13%)
Misinformation (n=125)	Organised crime between New Zealand & another country (n=119)	Emerging technology (e.g. deep fakes) (n=89)	Other countries interfering with New Zealand affairs (n=88)	Foreign country / actor coercing New Zealand to act against its interests (n=85)	Breakdown in national infrastructure due to an attack (n=93)	Health epidemic (n=123)	Other countries threatening New Zealand interests in Pacific (n=88)
Misinformation on Covid / extreme views (42%)	It's already happening now (57%)	Technological advances (35%)	Tensions between foreign countries (54%)	Tensions between foreign countries (42%)	Cyber crimes & attacks (36%)	COVID-19 – case numbers / variants (61%)	Tensions between foreign countries (72%)
It's already happening now (39%)	Rise in criminal activities (46%)	It's already happening now (22%)	It's already happening now (17%)	Creating mutually beneficial trading relationships (16%)	It has happened before, so it is likely to happen again (20%)	Emergence of other diseases (15%)	It's already happening now (23%)
Use of social media / online platforms (29%)	Lack of strong police actions (10%)	Current global events (15%)	New Zealand is small & vulnerable to attacks (11%)	It's already happening now (12%)	New Zealand is small & vulnerable to attacks (18%)	It's already happening now (15%)	Providing aid / investments in exchange for bases (19%)

**Q10:** And why do you think there is a very real threat of the following happening in the next twelve months? (open ended response)

**Base:** Those who provided an answer in Q9, excluding 'don't know' **Note:** These are the top-3 % reasons why each threat is likely to happen in the next 12 months.

# FUTURE THREATS

For most threat types, the level of perceived threat in the next 10 years is higher or similar to current levels, with the exception of *hacking into information systems*, for which the current threat is perceived to be higher than the long-term one



Q17: Thinking now about the future, how real do you feel the threat is of any of the following happening in the next 10 years? / Q9: How real do you feel the threat is of any of the following happening in the next twelve months?

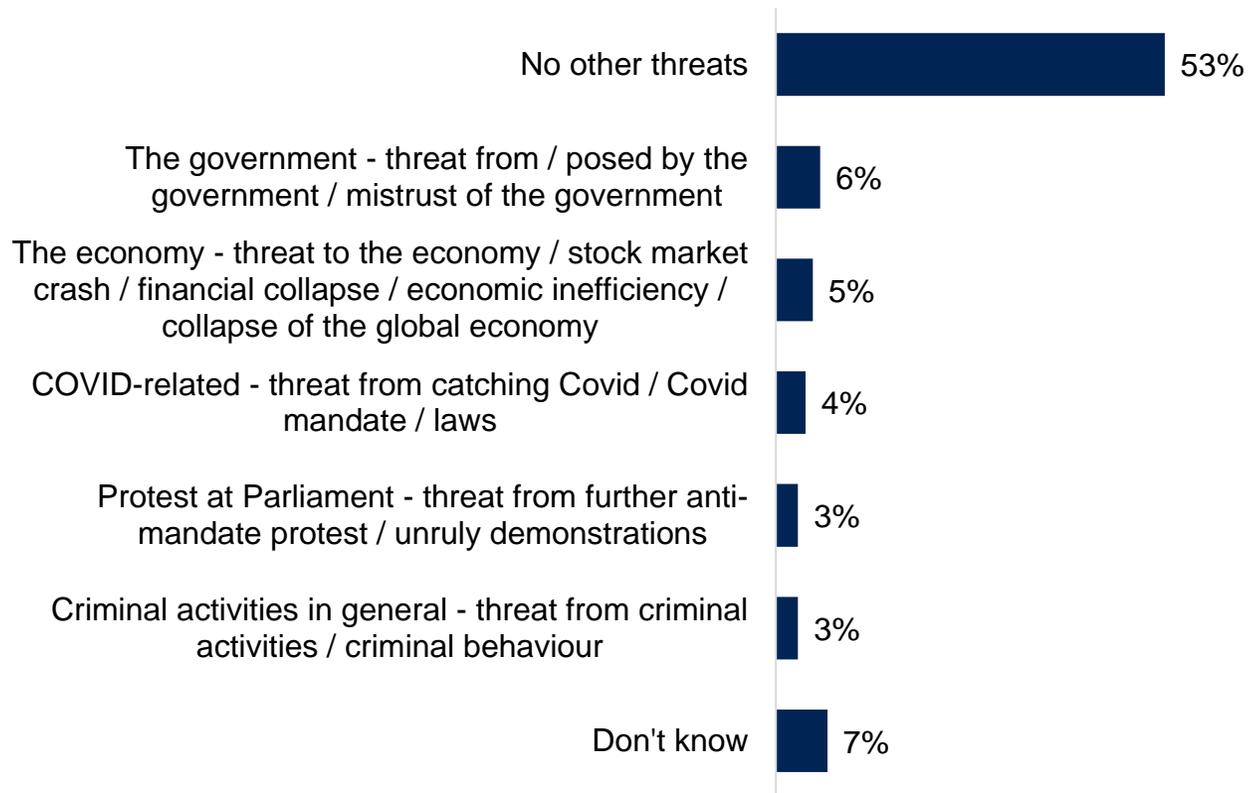
Base: Total sample (n=1,148). Green / red indicates significantly higher / lower than 'next 12 months'

Note: threats were presented on screen 'one at a time' and randomised to reduce response order bias.

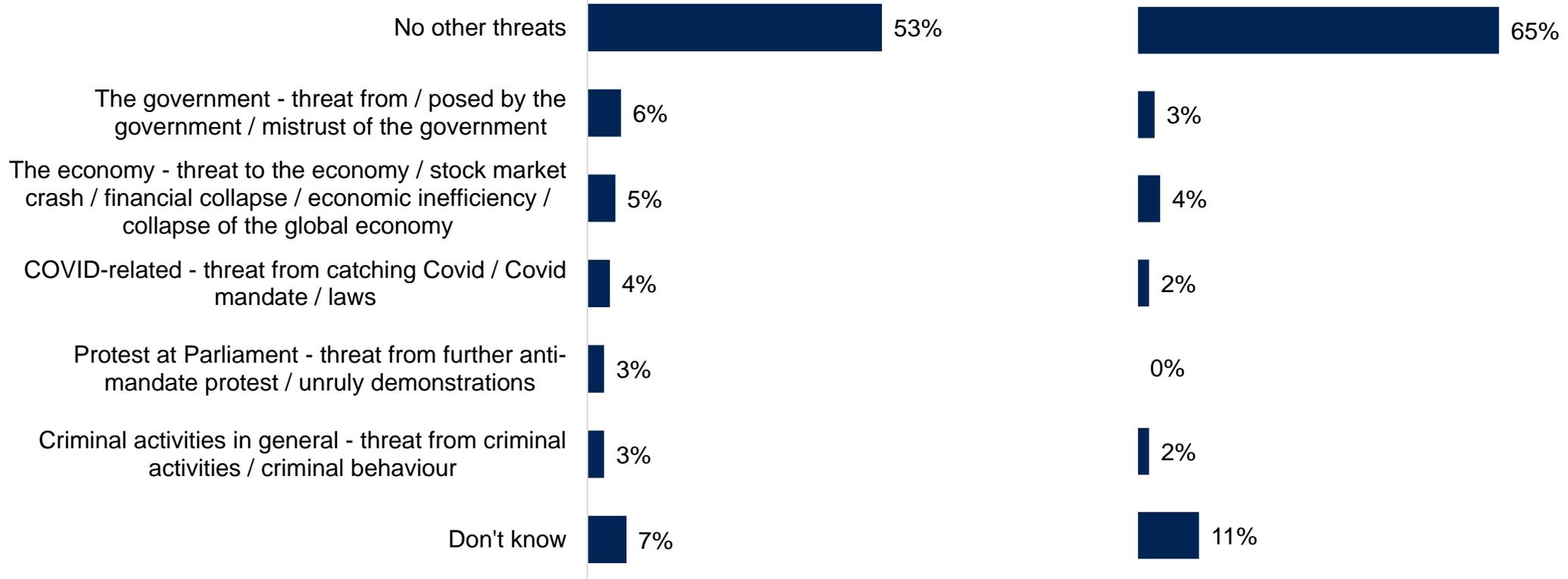
# OTHER THREATS BEYOND OUR LIST

For both current & future threats, we asked whether respondents thought there were any further threats to national security we did not include in our list. The majority did not think anything was missing, but a small number mentioned the threat posed by *our own government & the economy*

Other threats not listed – next 12 months



Other threats not listed – next 10 years



**Q9a:** Are there any other threats not listed in the previous question that you think there is a very real chance of happening in the next twelve months? (open ended response) **Base:** Coded responses (n=879)

**Q18:** Are there any other threats not listed in the previous question that you think there is a very real chance of happening in the next 10 years? (open ended response) **Base:** Coded responses (n=804)

# ROLES & RESOURCES

MISINFORMATION, CYBER ATTACK AND TERRORISM

# 4

# KEY FINDINGS

## How does the New Zealand public see its role in contributing to national security, especially in relation to that of the government and the private sector?

- In order to understand views relating to the perceived roles of different groups in responding to threats, we asked about three different threat types in more detail: *misinformation*, *cyber attacks* and *terrorism*. Each survey respondent was asked about one of these threat types.
- While the majority consider the government and its agencies have the most responsibility to protect New Zealand against misinformation, cyber attacks and terrorism, a much smaller number believe these entities are fully resourced to do so.
  - However, across all three threat types, the New Zealand government is perceived to be better resourced to protect New Zealand than global organisations, New Zealand or overseas businesses, communities and individuals.
  - Interestingly, of all three threat types, individuals are seen to have more tools to protect New Zealand against misinformation than cyber attacks or terrorism.
- Respondents believe the best way for New Zealanders to protect themselves against national security threats is by *being aware, informed and educated* (26%). One in 10 (10%) stated that New Zealanders should be *looking at information credibility and working together*.

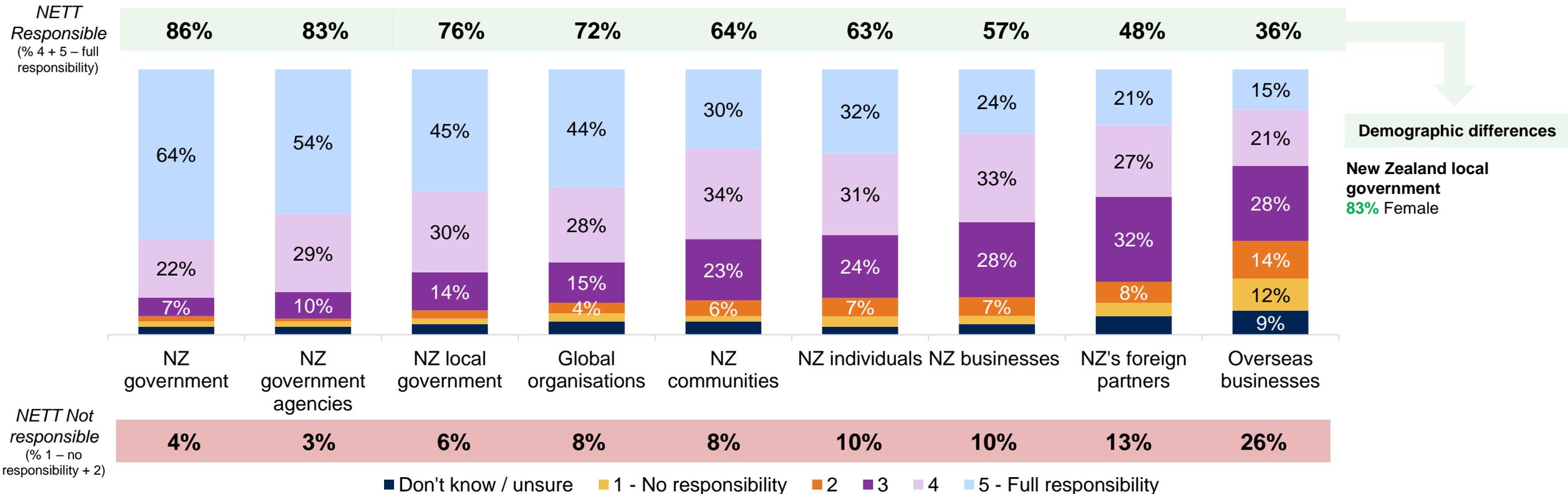




# WHOSE ROLE IT IS TO PROTECT AGAINST – MISINFORMATION

The majority believe that *the government & its agencies* have 'full responsibility' for protecting and responding to the threat of misinformation

### How much responsibility do you think each of the following have to protect New Zealand and respond to the threat of misinformation?



Q25: How much responsibility do you think each of the following have to protect New Zealand and respond to the threat of misinformation?

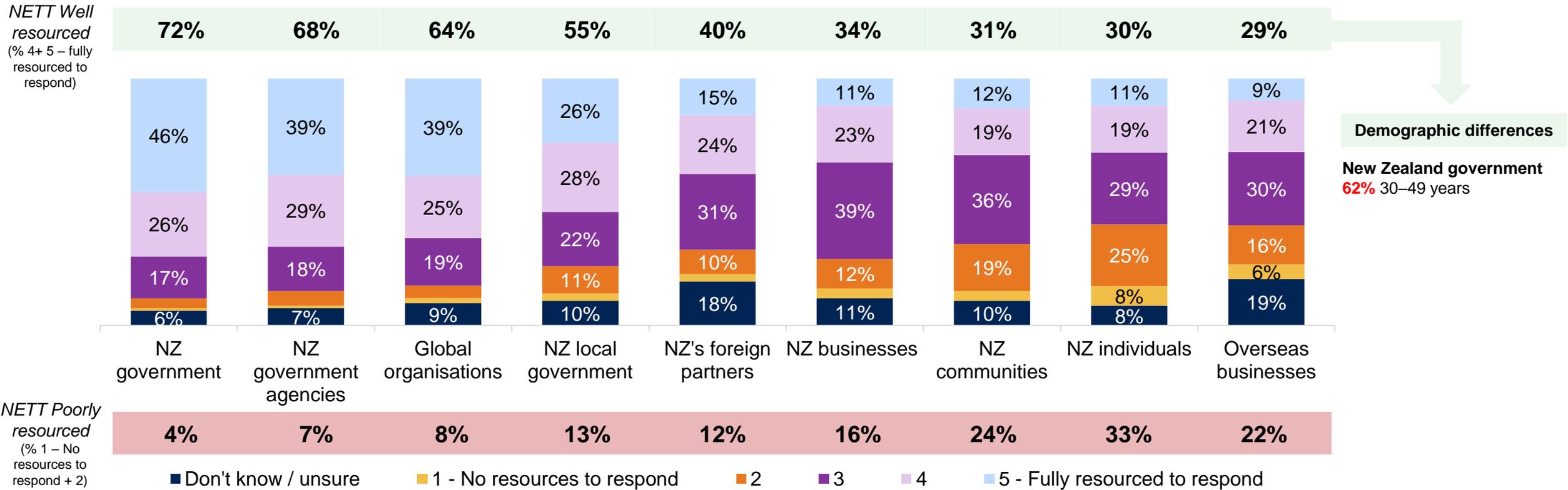
Base: Respondents randomly asked about 'misinformation' (n=383). Green / red indicates significantly higher / lower than the total

# TOOLS & RESOURCES TO PROTECT AGAINST – MISINFORMATION



The government, its agencies & global organisations are seen to be the ones with the most tools & resources to protect New Zealand & respond to misinformation. Few (11%) believe that individuals are 'fully resourced' to do so

In your view, do each of the following have tools and resources to protect New Zealand and respond to misinformation?



Q26: In your view, do each of the following have tools and resources to protect New Zealand and respond to misinformation?

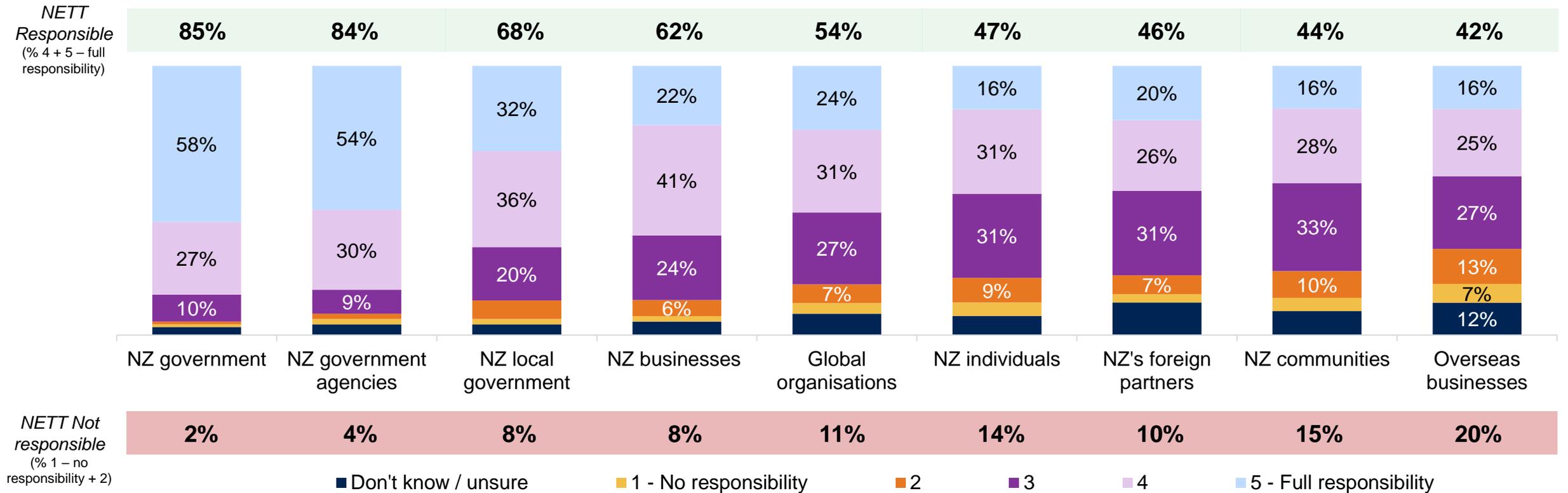
Base: Respondents randomly asked about 'misinformation' (n=383). Green / red indicates significantly higher / lower than the total

# WHOSE ROLE IT IS TO PROTECT AGAINST – CYBER ATTACKS



The government & its agencies are seen by the majority to have 'full responsibility' to protect from & respond to cyber attacks. 62% believe that NZ businesses have a 'full (22%) or a large (41%) proportion of responsibility

How much responsibility do you think each of the following have to protect New Zealand and respond to the threat of cyber attacks?



Q25: How much responsibility do you think each of the following have to protect New Zealand and respond to the threat of cyber attacks?

Base: Respondents randomly asked about 'cyber attacks' (n=382)

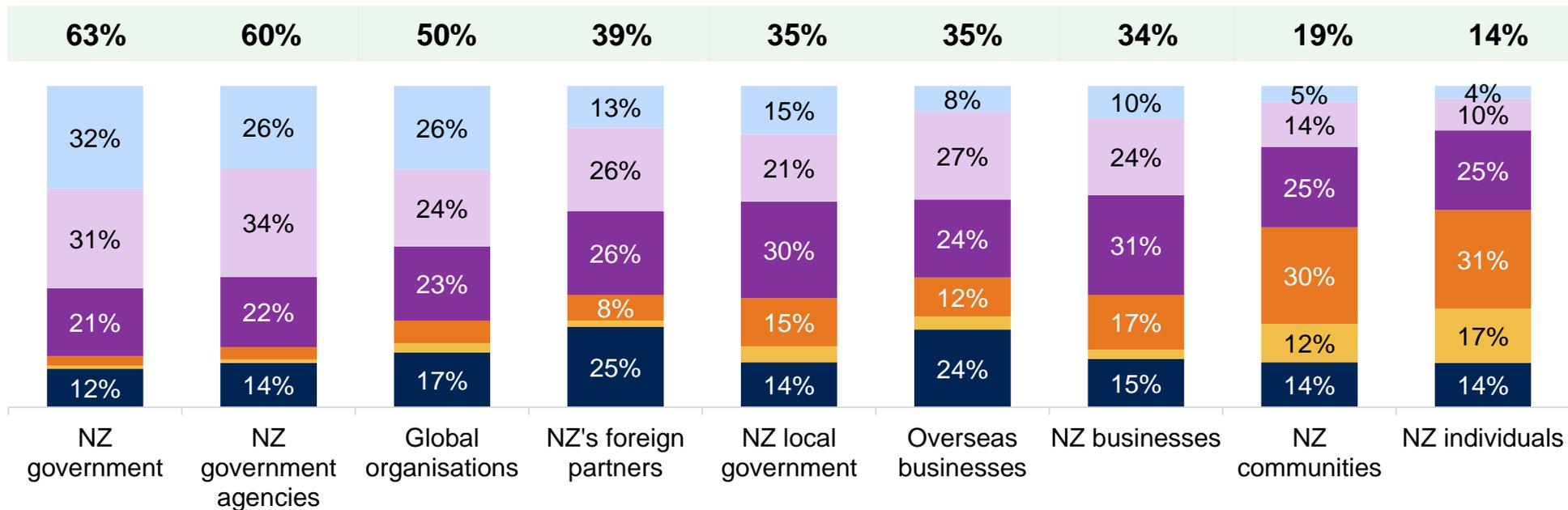
# TOOLS & RESOURCES TO PROTECT AGAINST – CYBER ATTACKS



Despite 58% believing *the government* has 'full responsibility' to protect and respond to cyber attacks, just 32% believe it is 'fully resourced' to respond. However, *the government* is seen to have more resources than *global organisations & overseas & NZ businesses*. *Individuals* are also seen as under-resourced to respond to cyber attacks compared to their perceived level of responsibility.

**In your view, do each of the following have tools and resources to protect New Zealand and respond to cyber attacks?**

NETT Well resourced (% 4+ 5 – fully resourced to respond)



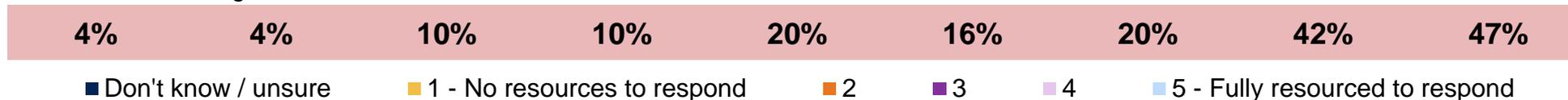
**Demographic differences**

**New Zealand local government**

47% Auckland  
26% Income \$100k+

**New Zealand individuals**  
8% NETT European

NETT Poorly resourced (% 1 – No resources to respond + 2)



Q26: In your view, do each of the following have tools and resources to protect New Zealand and respond to cyber attacks?

Base: Respondents randomly asked about 'cyber attacks' (n=382). Green / red indicates significantly higher / lower than the total

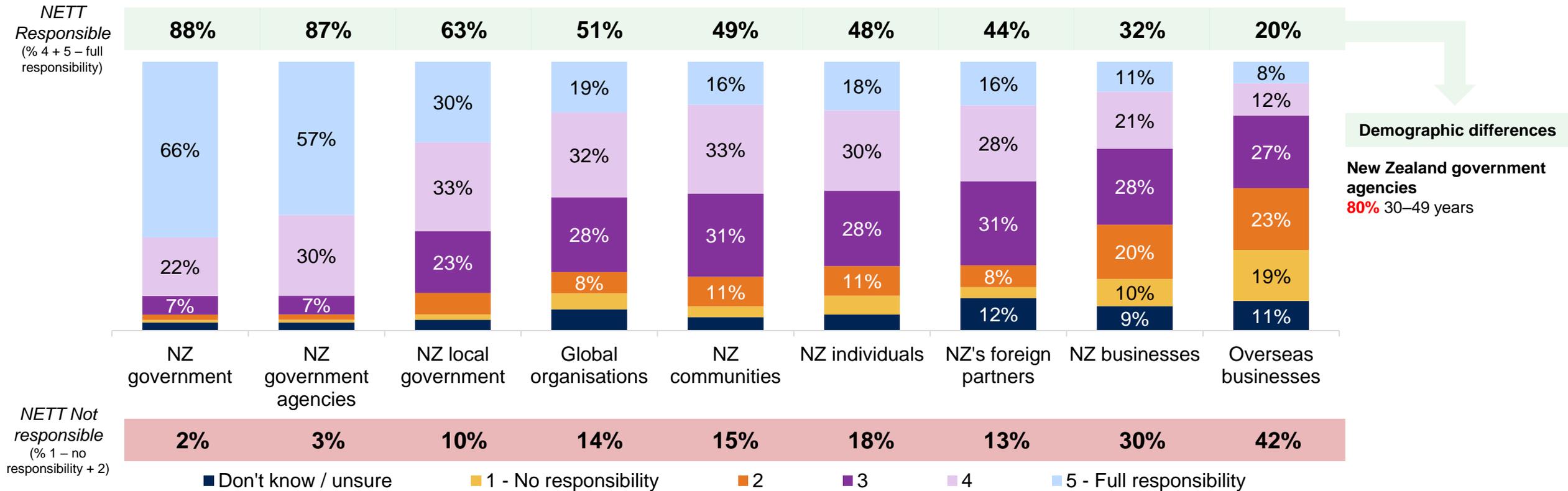




# WHOSE ROLE IT IS TO PROTECT AGAINST – TERRORISM

The government & its agencies are seen as more responsible for protecting and responding to the threat of terrorism (88%) compared to misinformation (86%) & cyber attacks (85%). Local government is perceived by respondents to play a significant role (63%).

**How much responsibility do you think each of the following have to protect New Zealand and respond to the threat of terrorism?**



Q25: How much responsibility do you think each of the following have to protect New Zealand and respond to the threat of terrorism?

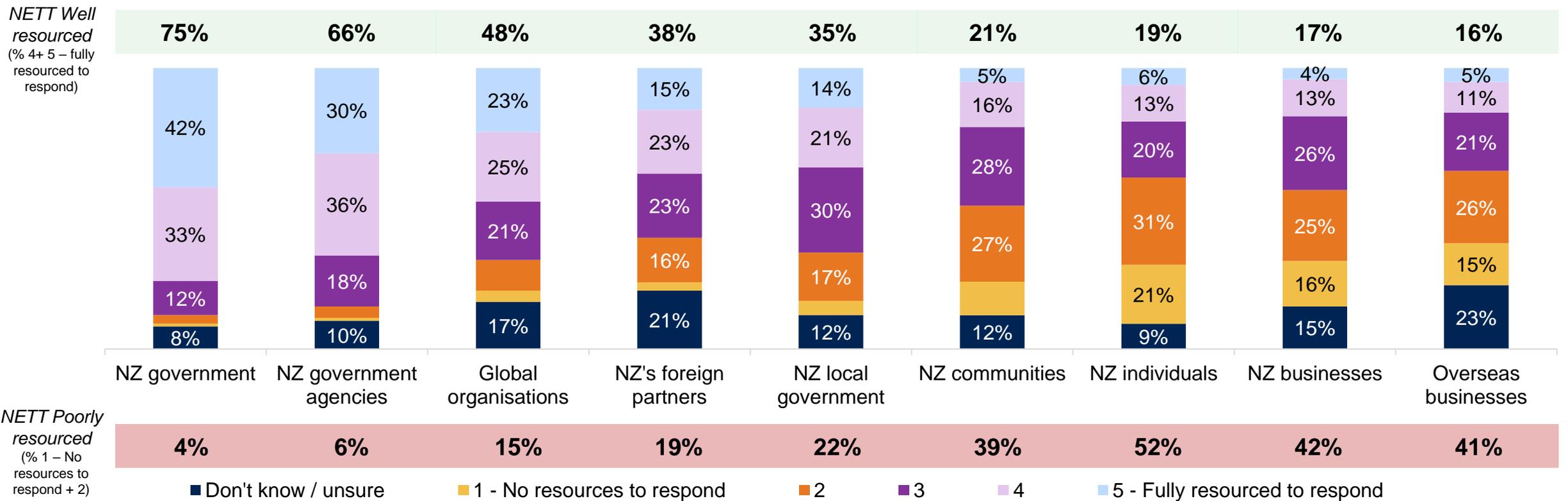
Base: Respondents randomly asked about 'terrorism' (n=383). Green / red indicates significantly higher / lower than the total

# TOOLS & RESPONSIBILITIES – TERRORISM



While 88% believe *the government* has responsibility to protect and respond to terrorism, only 75% believe it is well resourced to do so. However, it is still better placed than *global organisations, foreign partners & New Zealand communities*

**In your view, do each of the following have tools and resources to protect New Zealand and respond to terrorism?**



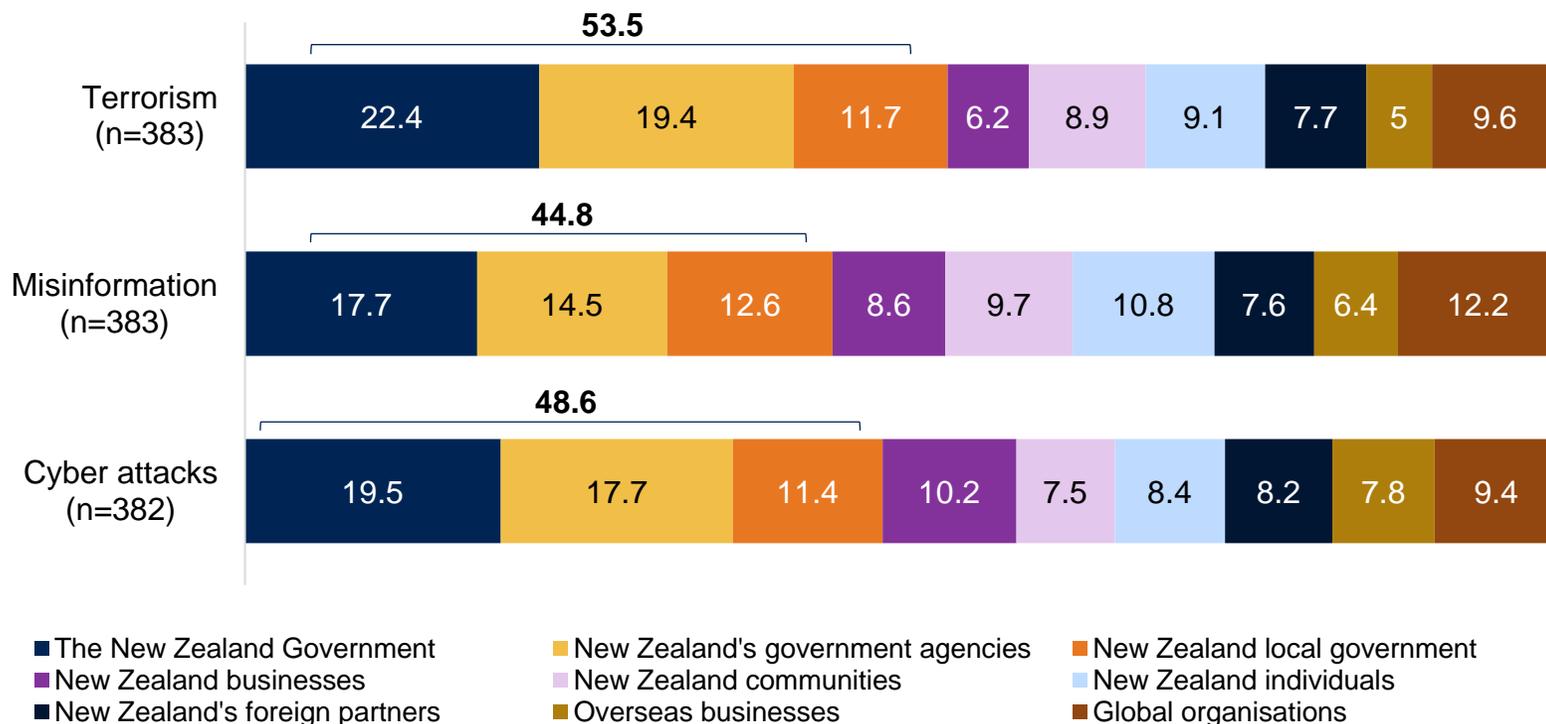
**Q26:** In your view, do each of the following have tools and resources to protect New Zealand and respond to terrorism?

**Base:** Respondents randomly asked about 'terrorism' (n=383)

# RESPONSIBILITY TO PROTECT – RELATIVE SHARE

The New Zealand Government and its agencies (both central and local) are seen as having the greatest share of responsibility to respond to the threats of Terrorism, Misinformation and Cyber attacks.

**How much responsibility do you think each of the following have to protect New Zealand and respond to the threat of...?**



This calculation is based on Ipsos' approach to calculating a brand's share of brand desire (awareness, closeness, and performance) in a market. While it was not designed for this purpose, by running the analysis based on ranking and responsibility score, it allows us to estimate the share of 'full responsibility' for these three threats in a similar way.

To calculate share of responsibility, we have looked at the level of responsibility assigned to each group by each respondent, as well as the rank order responsible by taking into account the amount of responsibility each respondent assigned each actor in comparison to others.

**That is, it's a measure of relative share based on the level of responsibility they assigned to one group individually and how that compares to the responsibility they assigned to each of the other groups.**

These details have been used to calculate a *relative share of 'full responsibility'* by group.

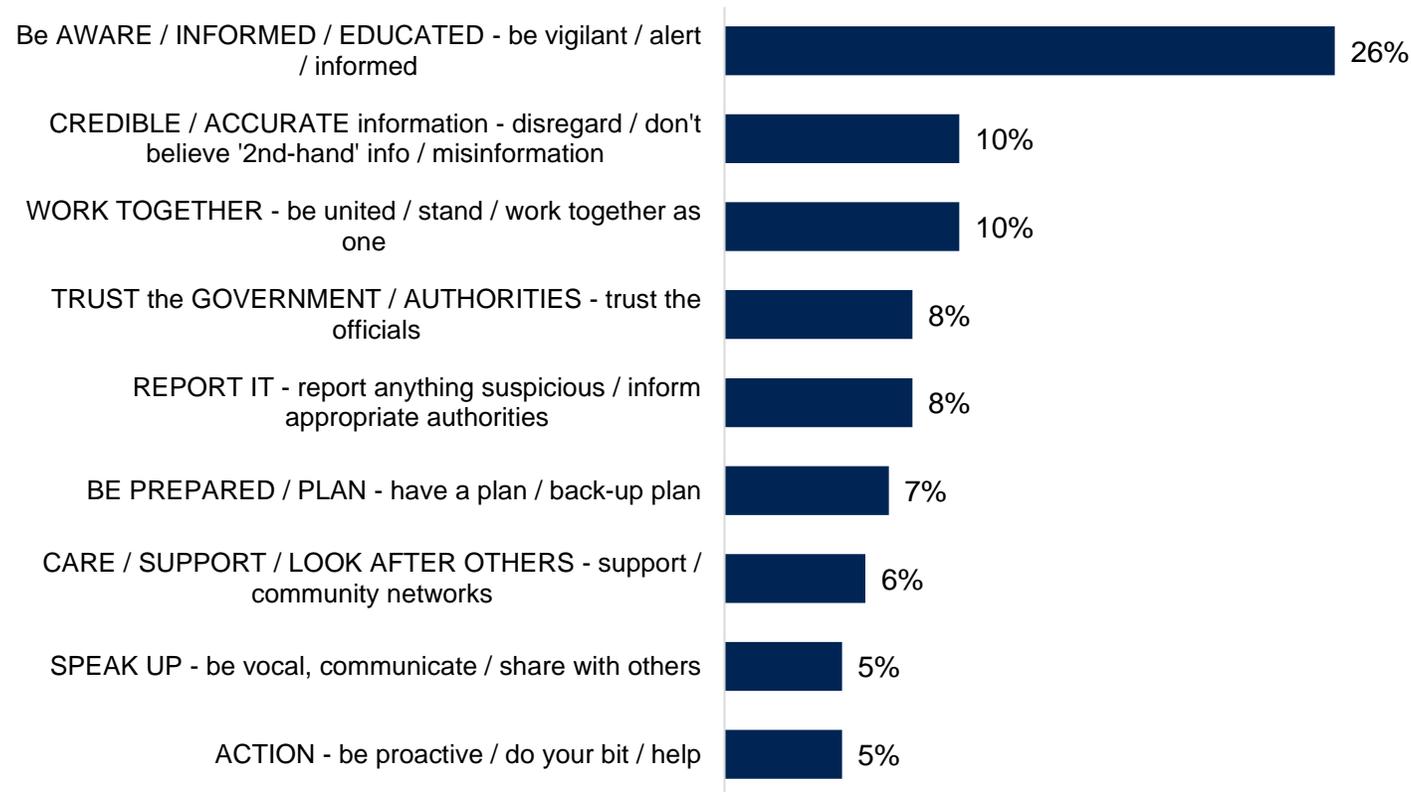
Q25: How much responsibility do you think each of the following have to protect New Zealand and respond to the threat of...?

Base: Respondents randomly asked about each threat: terrorism (n=383), misinformation (n=383), cyber attacks (n=382)

# POSSIBLE ROLES FOR THE PUBLIC

*Being aware of, informed about & vigilant of issues is the most mentioned way in which the public can help to protect against & respond to threats*

**In what ways can the public help to protect New Zealand from, and respond to, these threats?\***



**Q19:** In what ways can the public help to protect New Zealand from, and respond to, these threats? (open ended response) **Note:** this question was asked in the context of ALL threats, not just in relation to misinformation, cyber and terrorism.

**Base:** Total sample (n=1,148). **\*Note:** Responses less than 5% are not shown.

# ROLE OF THE PUBLIC – SIGNIFICANT DIFFERENCES

## Demographic Differences



**Credible / accurate info, don't believe second hand info (10%)**  
**14%** Income \$100k+



**Care / support / look after others (6%)**  
**10%** Household income \$0–\$50k



**Report it (8%)**  
**16%** Retired  
**14%** 65+ years  
**1%** 18–29 years



**Cyber security / technology (2%)**  
**8%** Waikato



**Trust the govt. / authorities (8%)**  
**14%** Rural residents



**Police / the police need to... (2%)**  
**5%** 65+ years  
**0%** 18–29 years



**Be prepared / have a plan (7%)**  
**4%** NETT Low education  
**3%** Household income \$0–\$50k



**Honesty / transparency (2%)**  
**5%** Māori



Q19: In what ways can the public help to protect New Zealand from, and respond to, these threats? (open ended response)

Base: Total sample (n=1,148). Green / red indicates significantly higher / lower than the total

# TRUST, CONFIDENCE & TRANSPARENCY

# 5

# KEY FINDINGS

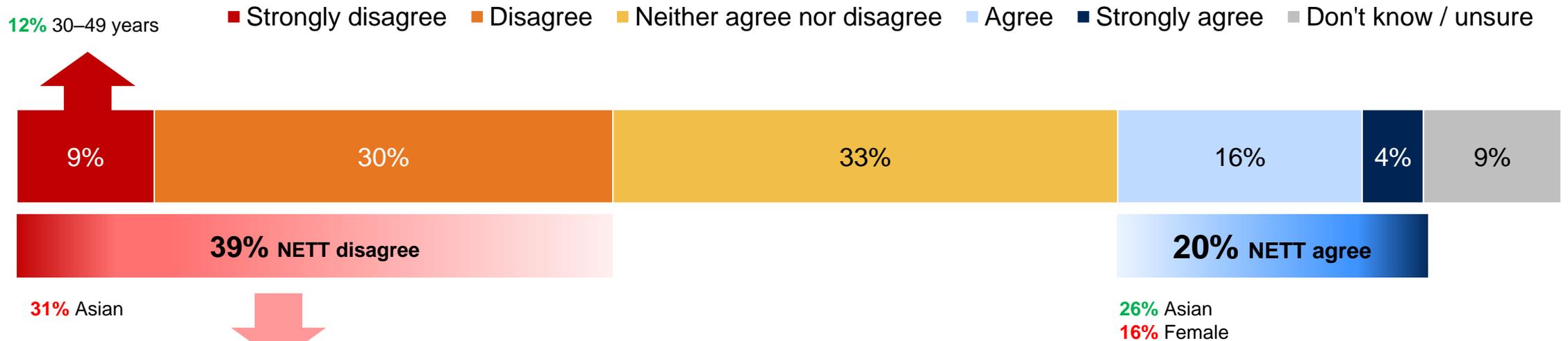
What are the current levels of confidence in the government's ability to protect and respond to threats?  
What are current levels of perceived transparency on such issues?

- Just 1 in 5 (20%) believe New Zealand's government security agencies share enough information about national security, with nearly double that (39%) stating that they do not.
- Confidence in government agencies' ability to protect or respond to threats is highest for *natural disasters* and *terrorist attacks* and lowest for *misinformation* and *nuclear, chemical or biological attacks*.
  - Respondents of Pacific ethnicities and those who live in Wellington have higher levels of confidence for a number of threats.
- Threat types where the level of threat is perceived to be the highest, but confidence in government agencies' abilities to protect and respond is relatively low, include: *misinformation*, *violent conflict (between groups in New Zealand)*, *hacking into information systems*, and *nuclear, chemical or biological attacks*.
- Suggestions for how government agencies can build confidence on national security issues vary based on the type of threat; however, *responding quickly*, *being prepared* and *keeping the public educated & informed* are most commonly mentioned across all threats.

# GOVERNMENT SHARING INFORMATION

Two fifths (39%) do not believe that national security agencies currently share enough information about national security with New Zealanders. A similar proportion (42%) either don't know or are on the fence

## New Zealand's national security agencies currently share enough information about national security with New Zealanders



Those who *disagree* that national security agencies currently share enough information, are also statistically significantly more likely to **not be confident** in national security agencies' abilities to provide appropriate levels of security and protection or respond effectively across **all threat types**

Q20: Thinking again about all the threats we have covered so far, do you agree or disagree with each of the following statements?

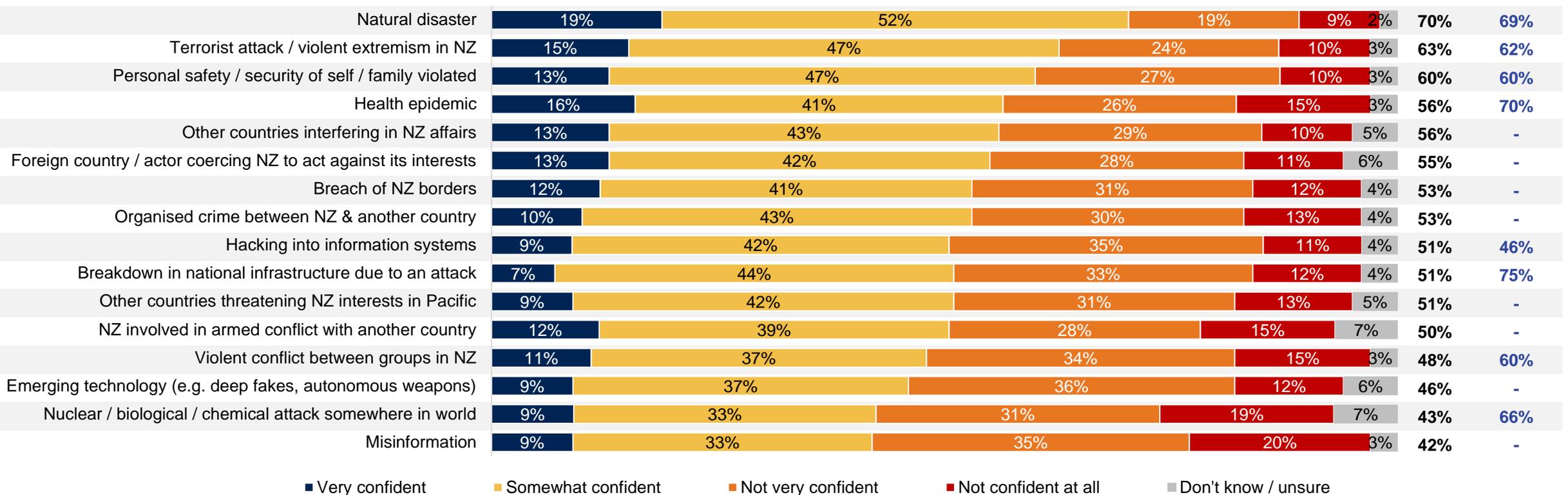
Base: Total sample (n=1,148). Green / red indicates significantly higher / lower than the total

# CONFIDENCE IN AGENCIES

New Zealanders are most confident that government agencies can protect and respond effectively to *natural disasters, terrorism attacks & threats around personal safety*, where results also align with global benchmarks. They are least confident regarding *misinformation & nuclear / biological attacks*. Confidence is well below global benchmarks for *nuclear / biological attacks, violent conflict, attacks on infrastructure & health epidemic*

**If any of the following were to happen in the next 12 months, how confident are you that New Zealand's government agencies could provide appropriate levels of security & protection & respond effectively to...**

**% very + somewhat confident**    **Global country average\***



Q11: If any of the following were to happen in the next twelve months, how confident are you that New Zealand's government agencies could provide appropriate levels of security and protection and respond effectively to...

Base: Total sample (n=1,148). \*Note: Global country average figures are taken from the Ipsos-Halifax World Affairs global survey conducted in November 2021 (n=21,016) where applicable.

# CONFIDENCE IN AGENCIES – SIGNIFICANT DIFFERENCES

## Demographic Differences



### Natural disasters (70%)

82% Wellington  
81% Waikato



### Terrorist attack / violent extremism (63%)

74% Pasifika  
73% Wellington  
72% 18–29 years  
55% NI excl. Auckland, Waikato and Wellington



### Personal / family's safety violated (60%)

71% Pasifika  
70% Wellington  
51% NI excl. Auckland, Waikato and Wellington



### Health epidemic (56%)

68% Pasifika  
68% Wellington  
66% NETT High education  
48% Asian



### Organised crime between New Zealand & other countries (53%)

66% Wellington  
65% Pasifika



### Breach of New Zealand's borders (53%)

62% Pasifika



### Hacking into information systems (51%)

64% Pasifika  
56% Female  
45% Male



### Breakdown in national infrastructure due to an attack (51%)

62% Pasifika



### Other countries threatening New Zealand interests in the Pacific (51%)

62% Pasifika



### Violent conflicts between groups in New Zealand (48%)

69% Pasifika



### Emerging technology (e.g. deep fakes) (46%)

60% Pasifika



### Nuclear / biological attacks somewhere in the world (43%)

55% Pasifika  
52% Wellington



### Misinformation (42%)

55% Pasifika  
52% NETT Not in employment

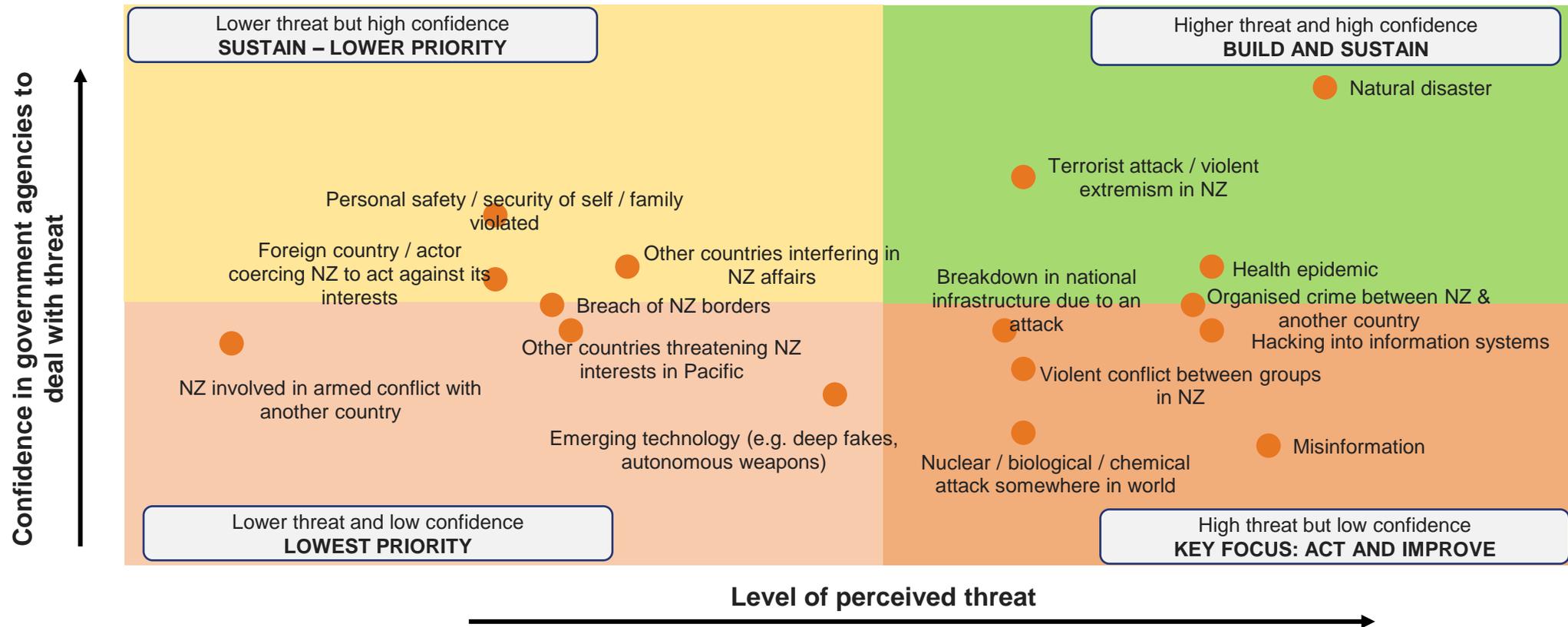


Q11: If any of the following were to happen in the next twelve months, how confident are you that New Zealand's government agencies could provide appropriate levels of security and protection and respond effectively to...

Base: Total sample (n=1,148). Green / red indicates significantly higher / lower than the total

# CONFIDENCE IN GOVERNMENT AGENCIES BY LEVEL OF THREAT

When we overlay 'confidence' to protect and respond with the level of perceived threat posed by each threat type, we can see that *natural disasters, terrorist attacks & health epidemics* have a high level of perceived threat, but confidence in government agencies is also high. However, there are a number of threat types with a high level of perceived threat but low confidence in government agencies, including *misinformation, hacking, nuclear attacks & violent conflict between groups in New Zealand*



Q9: How real do you feel the threat is of any of the following happening in the next twelve months? / Q11: If any of the following were to happen in the next twelve months, how confident are you that New Zealand's government agencies could provide appropriate levels of security and protection and respond effectively to...

Base: Total sample (n=1,148)

# WHAT CAN GOVERNMENT AGENCIES DO TO BUILD CONFIDENCE?

Suggestions for how government agencies can build confidence amongst New Zealanders vary based on the type of threat; however, *responding quickly, being prepared & keeping the public educated & informed* are most commonly mentioned

	Total	Natural disaster	Terrorist attack / violent extremism in NZ	Violent conflict between groups in NZ	NZ involved in armed conflict with another country	Nuclear / biological attack somewhere in world	Personal safety / security	Hacking into information systems	Breach of NZ borders	Misinformation	Organised crime between NZ & another country	Emerging technology (e.g. deep fakes)	Other countries interfering with NZ affairs	Foreign country / actor coercing NZ to act against its interests	Break-down in national infrastructure due to an attack	Health epidemic	Other countries threatening NZ interests in Pacific
Base (n=)	555	57*	58*	59*	61*	70*	56*	58*	57*	64*	58*	58*	62*	59*	59*	59*	60*
Have no confidence in government	16%	12%	17%	12%	11%	0%	11%	2%	9%	16%	18%	13%	10%	14%	11%	22%	3%
Take action, quicker responses	13%	5%	6%	37%	3%	6%	3%	6%	7%	10%	25%	5%	4%	12%	2%	3%	1%
Inform, communicate & educate	10%	7%	0%	7%	4%	16%	6%	15%	2%	11%	3%	7%	1%	9%	4%	8%	2%
Be prepared & more forward-thinking	10%	22%	5%	0%	2%	9%	2%	1%	6%	4%	0%	14%	2%	4%	8%	16%	3%
Have the best / latest technology & cyber security	10%	0%	3%	3%	0%	0%	0%	39%	0%	10%	2%	16%	10%	0%	20%	0%	0%
It is out of their control – can't predict what will happen	9%	13%	4%	2%	0%	14%	6%	5%	2%	13%	5%	2%	6%	4%	8%	7%	6%
Funding / financial assistance / resources for those in need	9%	13%	2%	0%	7%	3%	4%	15%	10%	0%	15%	6%	2%	0%	9%	3%	7%
Have a stronger military, increase staff	9%	2%	6%	4%	15%	2%	4%	0%	34%	0%	0%	0%	3%	6%	0%	0%	12%
International alliances / relationships	8%	3%	0%	0%	18%	6%	0%	3%	4%	0%	0%	4%	11%	3%	2%	0%	29%
NZ is small / isolated & does not have the resources	8%	0%	2%	0%	23%	8%	4%	0%	17%	0%	4%	6%	5%	3%	2%	0%	13%
Harsher penalties & better protocols in place for emergencies	8%	4%	5%	8%	2%	0%	10%	3%	5%	10%	27%	0%	2%	2%	0%	2%	2%
Give police more power, arm police & increase numbers	7%	0%	9%	16%	0%	1%	24%	0%	0%	2%	20%	2%	2%	0%	0%	0%	0%
Expertise – have trained / experienced / special teams	6%	5%	2%	2%	4%	2%	2%	12%	2%	0%	4%	12%	0%	2%	11%	3%	0%
Stamp out misinformation	6%	0%	0%	2%	0%	0%	0%	0%	0%	37%	0%	4%	5%	4%	0%	3%	0%
Be honest	6%	5%	0%	4%	2%	3%	2%	4%	0%	16%	3%	5%	4%	1%	0%	8%	3%
Better security detection systems	5%	0%	5%	2%	3%	0%	8%	13%	0%	0%	7%	3%	5%	0%	7%	2%	4%
Improve healthcare & the health workforce	5%	0%	0%	0%	0%	0%	4%	0%	3%	5%	3%	0%	4%	0%	0%	25%	0%
Other	10%	7%	5%	5%	7%	9%	7%	3%	4%	4%	4%	7%	10%	5%	2%	8%	9%
Nothing	7%	7%	5%	2%	5%	9%	2%	0%	10%	2%	2%	3%	11%	11%	7%	2%	10%
DK / NR	15%	2%	15%	7%	14%	16%	7%	5%	13%	3%	5%	17%	10%	15%	21%	3%	14%

Q12: And what could New Zealand's government agencies do to make you feel more confident in their security / protection against, or response to the following threat? (open ended response)

Base: Those who are not confident at all in the government (n=555). Green / red indicates significantly higher / lower than the total. \*Caution: Low base size, results indicative only (n<100). Note: Responses less than 5% for the total are not shown.

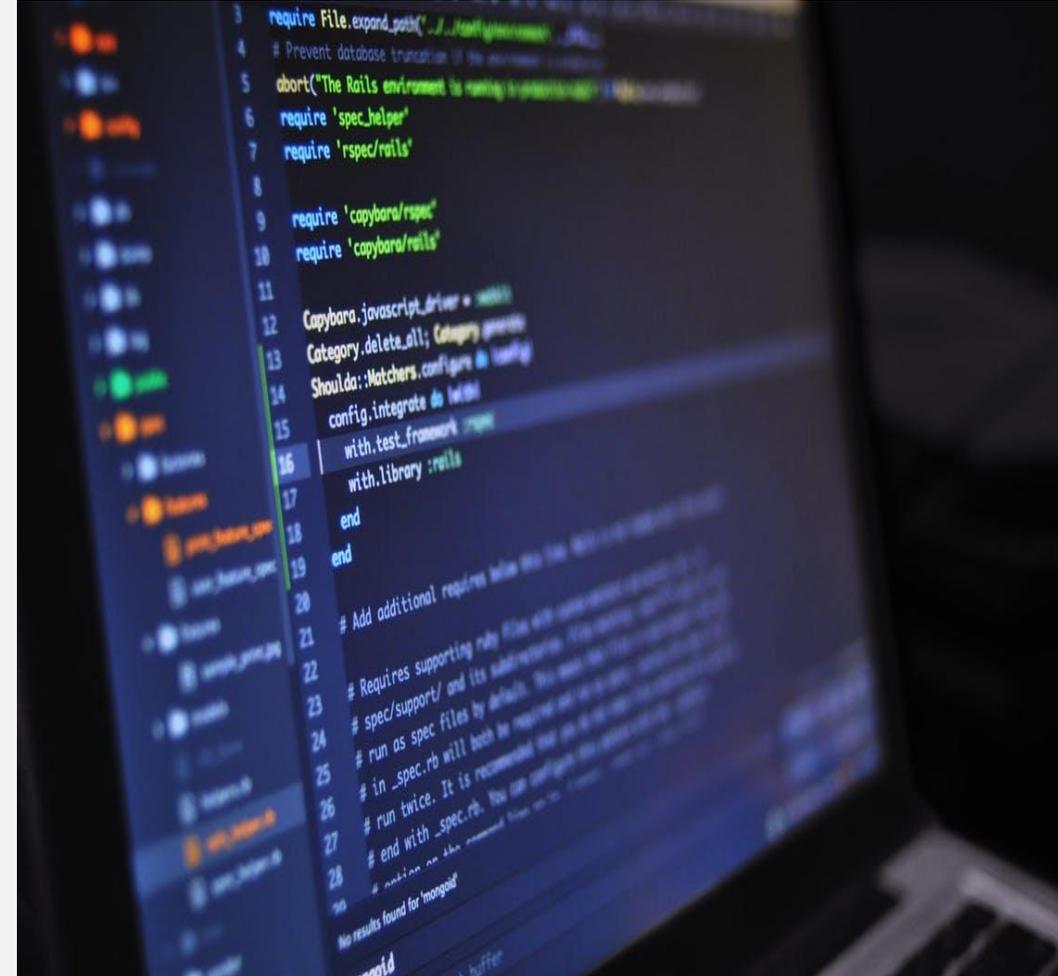
# CURRENT & FUTURE ENGAGEMENT

# 6

# KEY FINDINGS

## New Zealanders would like to know more about national security

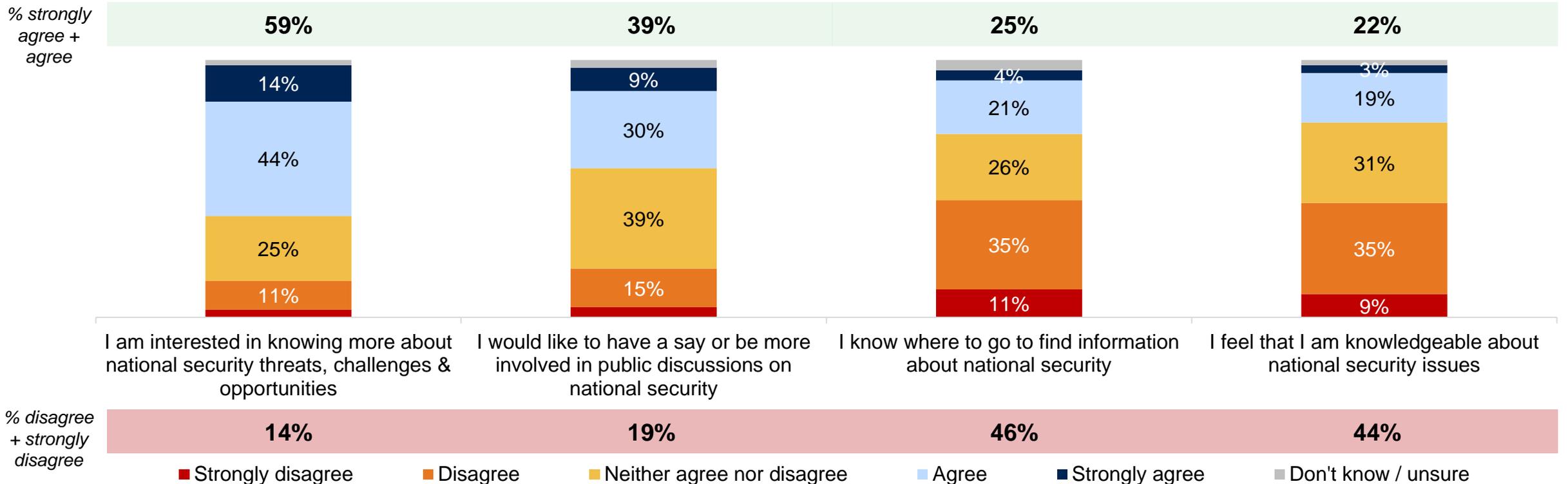
- Nearly half of respondents (44%) state they are not very knowledgeable about national security and that they don't know where to go to find information on national security (46%).
- However, over half (59%) are interested in knowing more, while 39% would like to be involved in public discussion on national security.
- In terms of areas respondents would like more information on, those threat types perceived to posed the highest threat (e.g. *health epidemic, national disaster* and *misinformation*) were most commonly mentioned.
- *Websites* and *news media* (in particular online newspapers, live TV and radio) were the most preferred channels for receiving information on national security. *Social media* (in particular Facebook) also featured relatively highly.



# GOVERNMENT INFORMATION

Nearly half of New Zealanders do not feel they are knowledgeable about national security, nor do they know where to obtain national security information. The majority are interested in knowing more, and 2 in 5 are keen to be involved in public discussions.

Thinking again about all the threats we have covered so far, do you agree or disagree with each of the following statements?



Q20: Thinking again about all the threats we have covered so far, do you agree or disagree with each of the following statements?

Base: Total sample (n=1,148) \*Please note that due to rounding, some figures may not sum to the total as presented.

# GOVERNMENT INFORMATION – SIGNIFICANT DIFFERENCES

## Demographic Differences

### NETT Agree (Strongly agree + agree)



**I am interested in knowing more about national security threats, challenges & opportunities (59%)**

**52%** NETT Low education

**49%** Māori

**49%** NETT Not in employment



**I would like to have a say or be more involved in public discussions on national security (39%)**

**49%** Asian

**47%** NETT High education

**34%** Female

**32%** NETT Low education

**30%** NETT Not in employment

**28%** Retired



**I know where to go to find information about national security (25%)**

**71%** Pasifika

**70%** Wellington

**51%** NI excl. Auckland, Waikato and Wellington



**I feel that I am knowledgeable about national security issues (22%)**

**31%** Male

**30%** Asian

**29%** NETT High education

**15%** Māori

**13%** Female

### NETT Disagree (Strongly disagree + disagree)



**I am interested in knowing more about national security threats, challenges & opportunities (14%)**

**24%** NETT Not in employment

**9%** Asian



**I would like to have a say or be more involved in public discussions on national security (19%)**

**11%** Asian



**I know where to go to find information about national security (46%)**

**54%** 18–29 years

**53%** Female

**38%** Male

**37%** Asian

**35%** Pasifika



**I feel that I am knowledgeable about national security issues (44%)**

**58%** Female

**55%** 18–29 years

**35%** Asian

**31%** Male



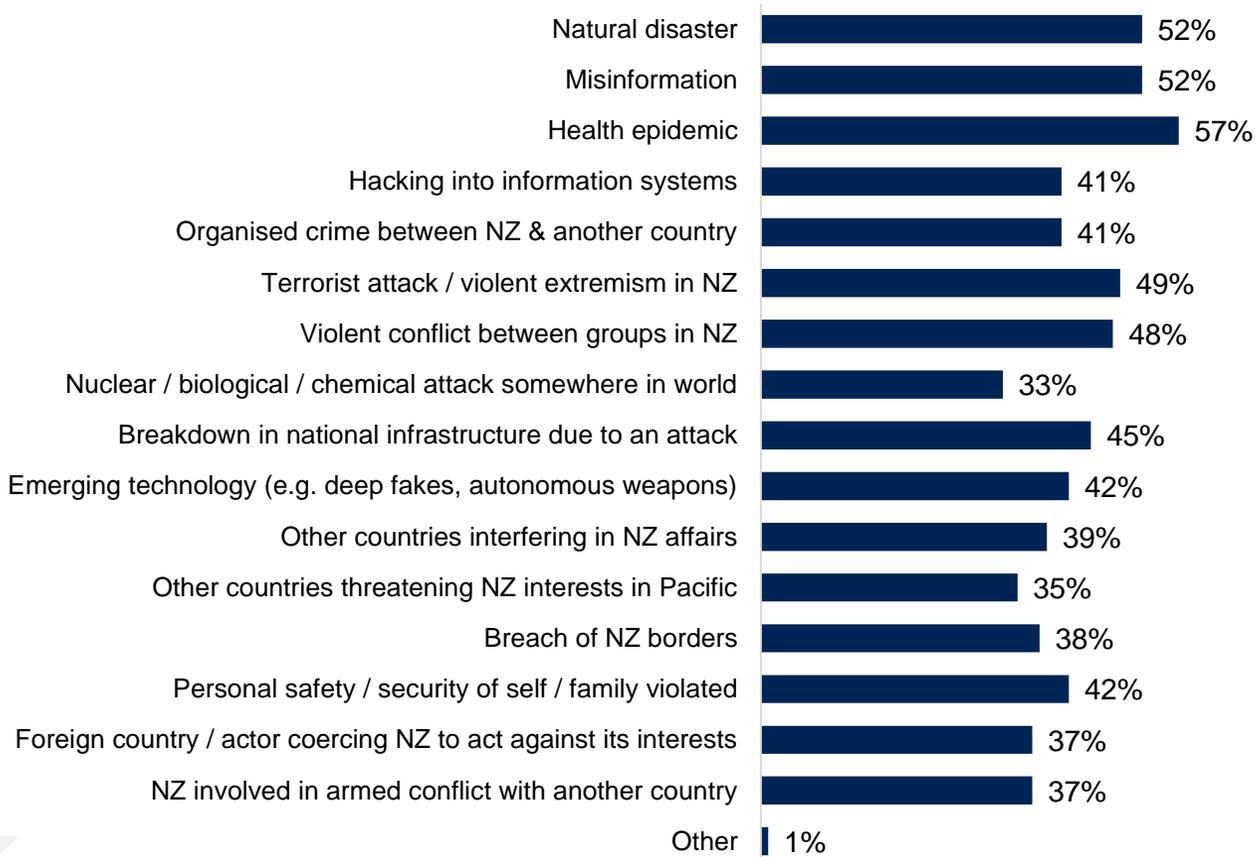
Q20: Thinking again about all the threats we have covered so far, do you agree or disagree with each of the following statements?

Base: Total sample (n=1,148). Green / red indicates significantly higher / lower than the total

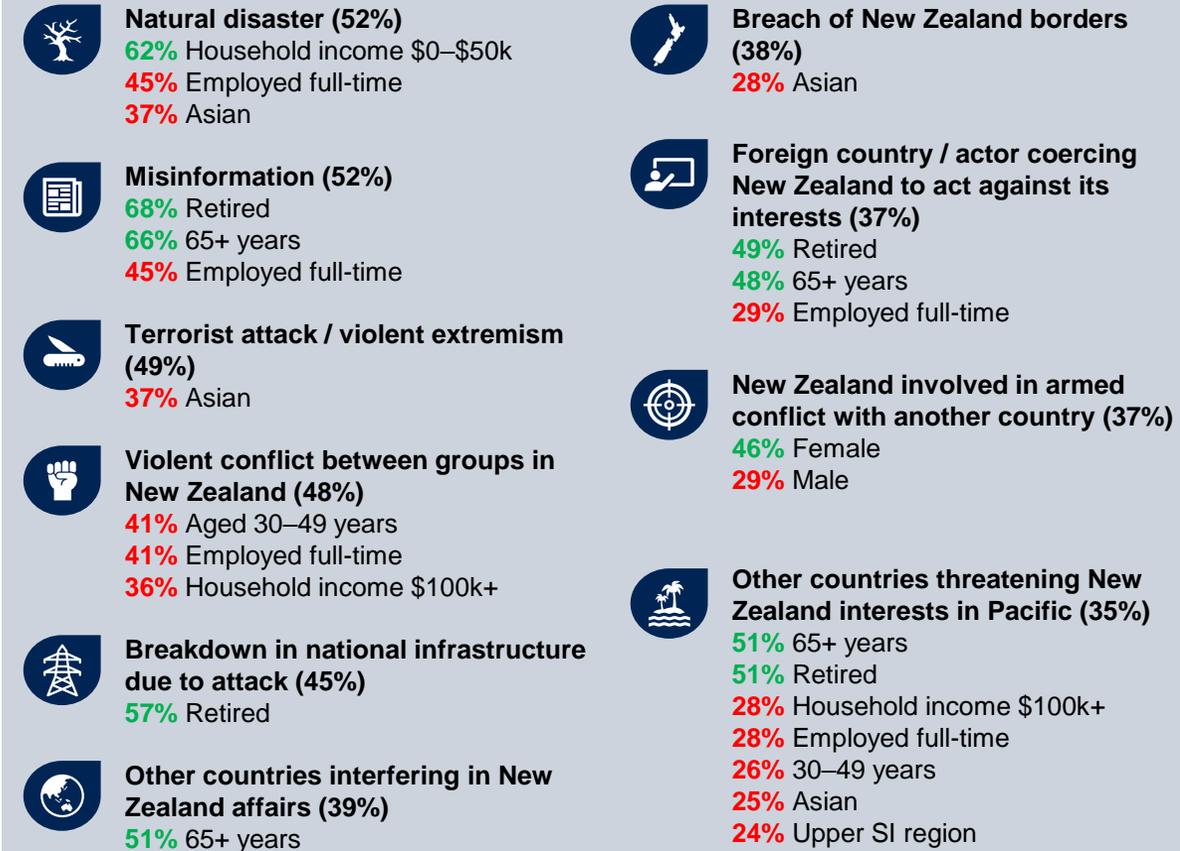
# AREAS FOR MORE INFORMATION

The threats New Zealanders would like to know more about largely align with those threat types they are most concerned about

## Threats interested in knowing more about



## Demographic Differences



Q21: Which of the following threats are you interested in knowing more about?

Base: Those who would like to know more about national security threats, opportunities and challenges (n=671). Green / red indicates significantly higher / lower than the total

# INFORMATION FORMAT BY THREAT TYPE

Websites & news media are the most preferred channels to receive information about all threats types. Social media features relatively highly.

	Total	Health epidemic	Natural disaster	Terrorist attack / act of extremism	Violent conflict between groups in NZ	Armed conflict with another nation	Nuclear, biological or chemical attack	Personal safety / security of self & family members	Hacking	Breach of NZ borders	Misinformation	Organised crime	Security affected by emerging technology	Other countries interfering in NZ affairs	Foreign country / actor coercing NZ to act against its interests	Break-down in critical infrastructure	Other countries threatening NZ interests in Pacific
Base (n=)	671	383	343	328	325	255	225	291	277	251	348	279	280	259	252	302	232
Websites	70%	65%	61%	52%	53%	55%	55%	52%	52%	57%	58%	53%	55%	53%	48%	52%	49%
News media (e.g. giving interviews)	60%	53%	53%	53%	53%	55%	57%	33%	52%	52%	52%	48%	50%	52%	56%	51%	52%
E-newsletters / email updates	42%	29%	28%	24%	26%	23%	19%	31%	28%	26%	30%	26%	26%	24%	25%	28%	30%
Social media (e.g. Facebook, Twitter, etc.)	41%	33%	34%	28%	30%	30%	26%	27%	24%	27%	30%	25%	24%	19%	24%	26%	22%
Online videos	38%	25%	25%	19%	24%	25%	20%	22%	16%	19%	26%	19%	23%	20%	21%	22%	20%
Helplines to call / email for questions or support	38%	29%	29%	21%	20%	17%	20%	30%	15%	20%	22%	15%	16%	15%	12%	19%	13%
Printed information / guides (e.g. brochures, information sheets)	38%	29%	24%	17%	16%	16%	14%	26%	15%	19%	25%	15%	18%	19%	17%	18%	16%
Advertising / information campaigns	33%	27%	28%	19%	21%	25%	24%	17%	23%	19%	23%	19%	25%	19%	21%	23%	20%
Academic / other independent research papers	32%	23%	16%	16%	19%	15%	15%	13%	14%	16%	26%	15%	16%	21%	22%	17%	19%
In person meetings	22%	9%	8%	8%	10%	6%	5%	21%	6%	5%	9%	7%	5%	3%	5%	5%	4%
Virtual meetings	19%	8%	7%	7%	8%	6%	9%	14%	5%	5%	8%	7%	6%	5%	6%	7%	5%
Don't know / not sure	7%	2%	2%	3%	4%	2%	3%	4%	3%	2%	3%	3%	2%	2%	4%	4%	4%
Other	3%	1%	1%	2%	1%	1%	1%	0%	1%	0%	2%	1%	1%	0%	0%	1%	1%

Rank 1 Rank 2 Rank 3

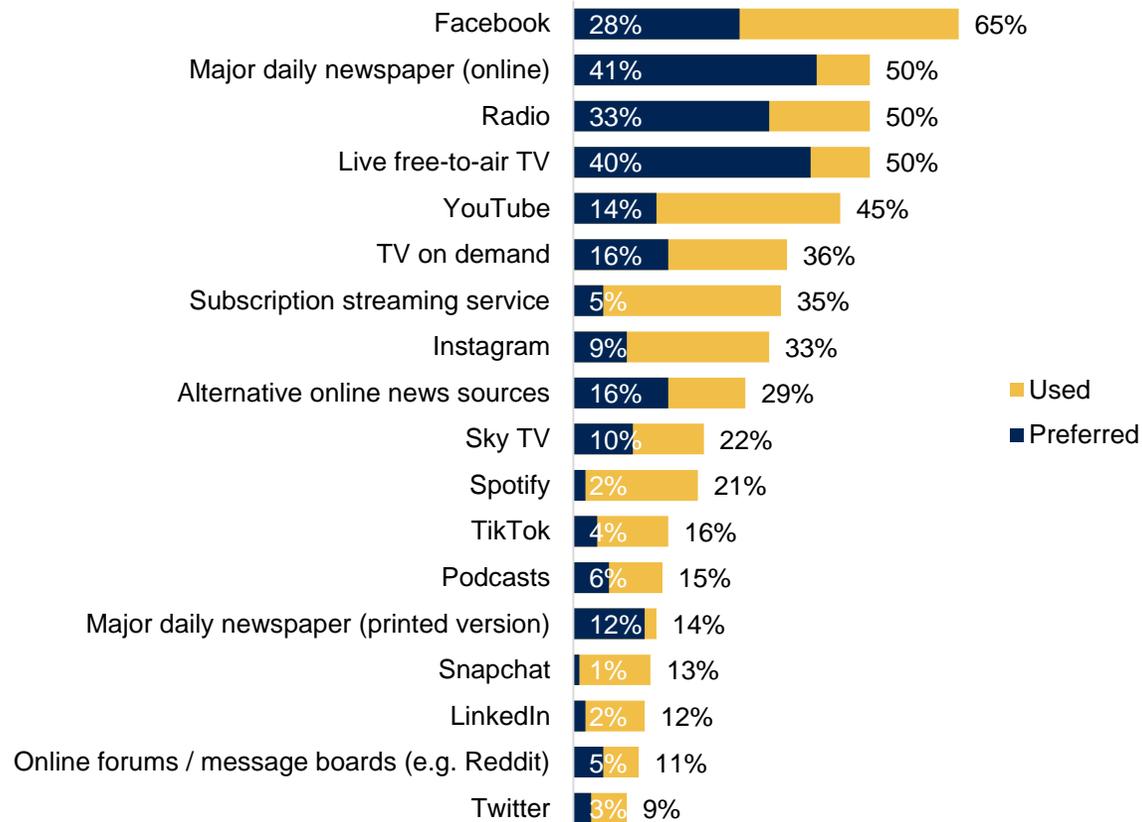
Q22: And in what format would you prefer for information on <EACH THREAT TYPE>?

Base: Those who would like to know more about national security threats, opportunities, and challenges (n=671)

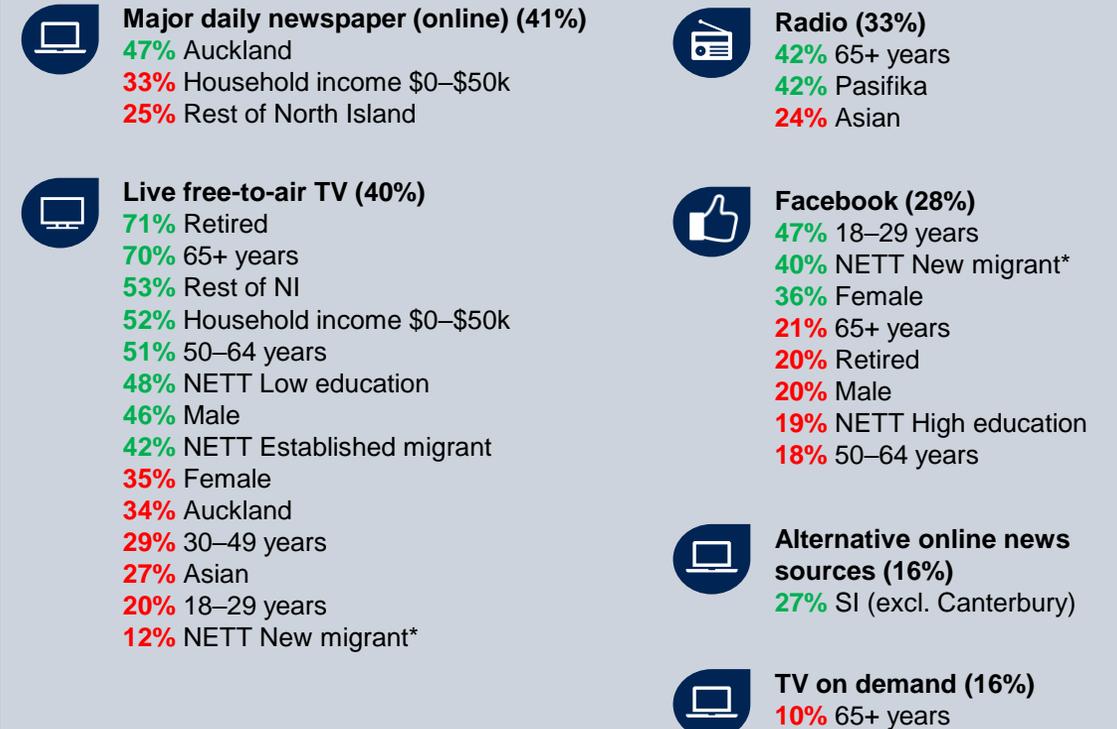
# INFORMATION CHANNELS USED VS PREFERRED CHANNELS

Although *Facebook* is the most used information channel, New Zealanders' information preference for receiving information about threats is via *online newspapers & free-to-air TV*

## Information channels used



## Demographic Differences (top-5 preferred formats)



Q23: Which of the following do you access, read or listen to on a regular basis (at least three times a week)? / Q24: And where would you like to receive information about the threats we have discussed during this survey?

Base: Total sample (n=1,148). \*Caution: Low base size, results indicative only (n<100).

# APPENDIX

# PANEL DETAILS



## Methodology

Interviews were conducted online (self-completion). Respondents were recruited from Ipsos & Ipsos partner panels.

The purpose of this research is to help the national security sector better understand New Zealanders' attitudes and opinions relating to national security risks, challenges and opportunities. In order to achieve this objective, we conducted an online survey, using a sample of respondents from research panels and from non-panel sample sources (such as river sampling).

Panel respondents are recruited from actively managed research panels (not a just a lists or databases of individuals). They are individuals who have volunteered to take part in market research surveys. The panels are created and managed for long-term use and access, and extensively profiled to efficiently target respondents.

This research used a blend of reputable online panels (Ipsos iSay and Consumer Link), which ensures better representation and reach than a single source. River sampling was also used to recruit respondents who are not members of online panels, which is particularly useful for harder-to-reach demographics (e.g. young males).

River sampling uses in-app rewards to encourage respondents to take part in surveys. River sampling recruits respondents in real time from in-app- and in-browser-based advertisements on gaming / social sites, or reward and loyalty programme sites. Respondents are rewarded by the app / site from which they were recruited (for example, they may receive extra lives from a gaming site if recruited from a gaming site).

A blend of panel suppliers and non-panel sources (river sampling) allowed us to reduce online panel biases by reaching people who are not online panel members. The sample comprised a blend of high-quality online panel samples (85%) and river sampling of non-panel sources (15%).

# ABOUT IPSOS

---

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg  
IPS:FP  
[www.ipsos.com](http://www.ipsos.com)

# GAME CHANGERS

---

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**

**THANK  
YOU**

**GAME CHANGERS**

