



Expanding Ka Ora Ka Ako Health coalition

March 2023



TALBOT MILLS

Research

Key findings

- ▲ Cost of living and inflation are the dominant issues New Zealanders say are facing the country today, followed by the economy and housing.
- ▲ When asked to rank seven specific aspects of the cost of living in terms of how urgent they are, affordable healthy food was ranked number one by 49% of respondents, followed by the cost to rent a home at 19%, with a significant gap between them. Petrol, the cost to purchase a home, electricity, childcare, and insurance only received 2-14% of respondents saying it was the number one priority for the government.
- ▲ 63% of respondents support expanding the free health school lunches programme to include at least half of schools.
- ▲ Three reasons for expanding the programme were evenly tied as the most compelling:
 - ▲ It's no longer just lower-income families who struggle to afford and obtain healthy food (22% most compelling, 70% in the top three)
 - ▲ It'll help ensure kids get at least one healthy meal a day (22%, 69%)
 - ▲ Kids learn better when they're not hungry (21%, 69%)



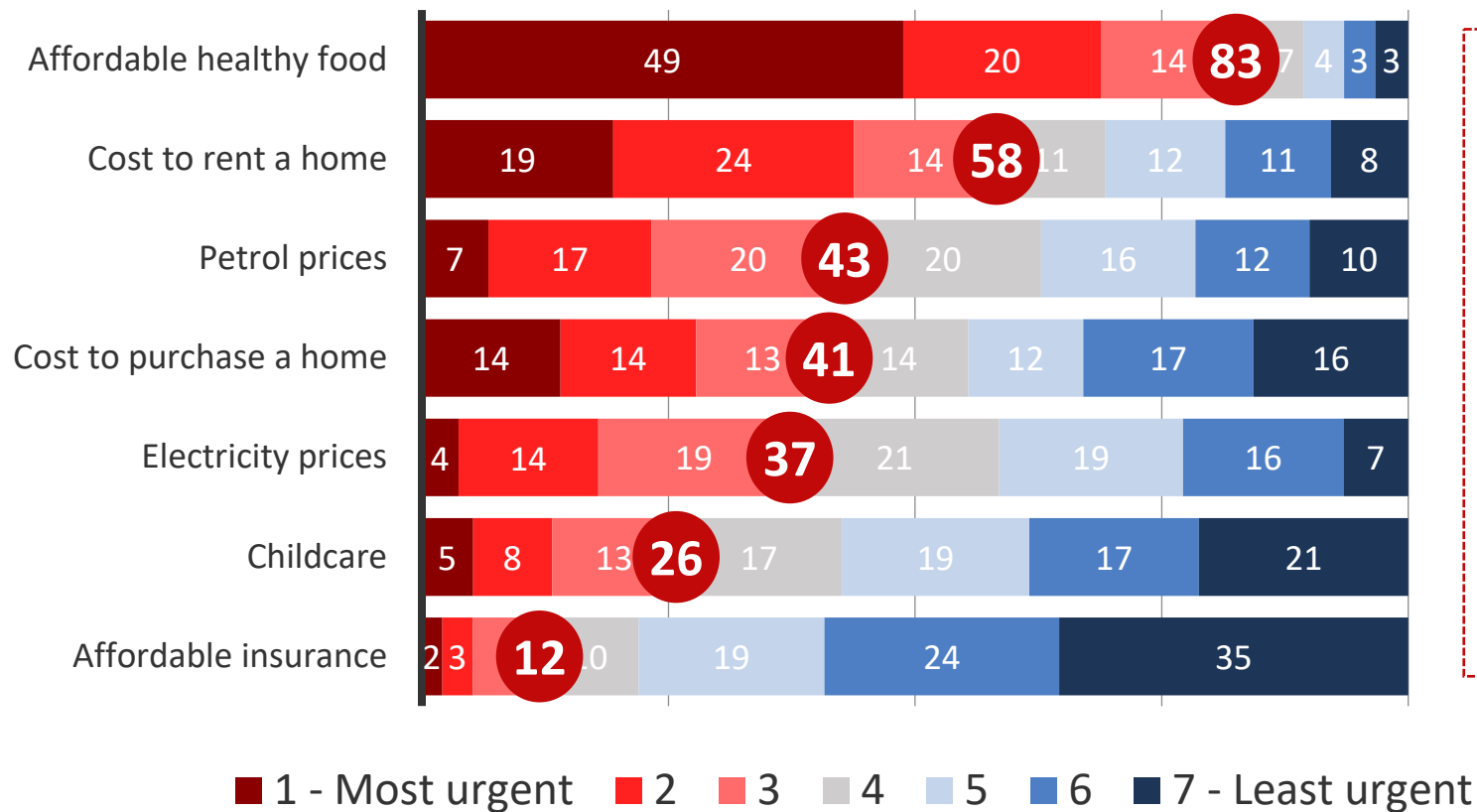
Cost of living and inflation dominate as the top of mind problem facing the country today

Q: In one word, what do you think is the MOST important problem facing this country today?
(word cloud: size of word is related to the number of times it was mentioned)



Affordable healthy food was seen as the most urgent issue for the government to focus on. Around a half ranked it most urgent out of the seven areas tested and 83% ranked it in their top 3

Q: Regardless of whether you think all the following are urgent or not, please rank the following from most urgent for the Government to focus with to least urgent? (%)



Women were more likely to say affordable healthy food is ranked as the most urgent (54%) compared to men (44%).

Māori (36%) and Pasifika (14%) were less likely to rank affordable healthy food as most urgent and much more likely to rank cost to rent a home as most urgent (32% and 38% respectively)

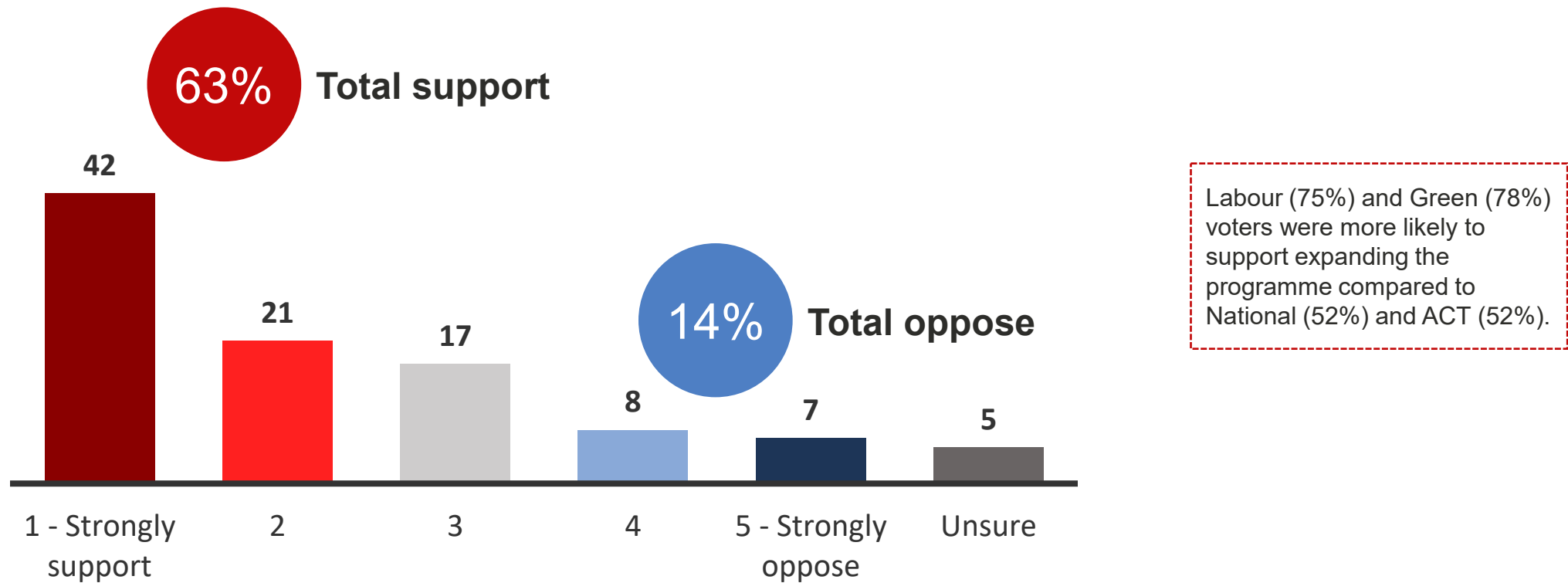
Older respondents were more likely to include electricity in their top 3 most urgent issues:

- Under 30: 23%
- 30-44: 32%
- 45-59: 38%
- 60+: 50%



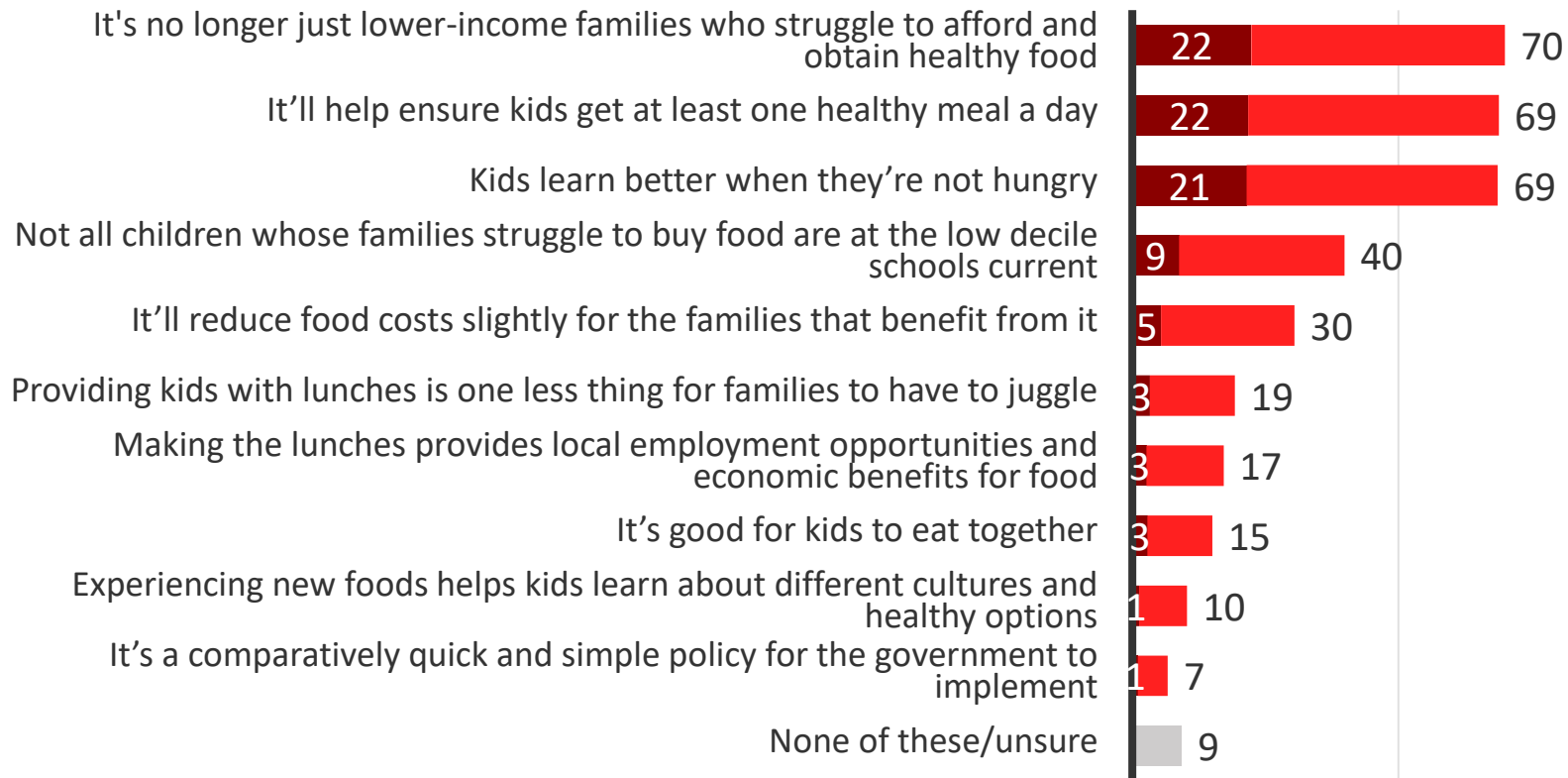
63% support expanding the free health school lunches programme to include at least half of schools, while only 14% were opposed

Q: As you may be aware, the government's free healthy school lunches programme currently allows the quarter of schools which are most in need to take part. How strongly do you support or oppose expanding the programme to include at least half of schools? (%)



Lower income families not being the only ones struggling, ensuring kids get healthy meals daily and improved learning when they are not hungry were seen as the most compelling reasons by far.

Q: Thinking about the following list of benefits of the programme, please select up to three reasons that you find the most compelling for expanding the programme?
And which do you find the most compelling? (%)



Women were more likely to say lower income families are not the only ones struggling as the most compelling (28%) compared to men (17%).

Older respondents were more likely to rate kids learning better when they're not hungry as the most compelling:

- Under 30: 9%
- 30-44: 18%
- 45-59: 27%
- 60+: 29%

Amongst those who don't support expanding the programme, helping 'ensure kids get at least on healthy meal a day' was less likely the most compelling reason (17%), compare to those who do support expansion (25%)

■ Most compelling
■ In the top three most compelling



Methodology

- ▲ Results in this report are based upon questions asked in a Talbot Mills Research nation-wide online survey. The basis of the sample is n=1072 nationally representative respondents in New Zealand 18 years of age and over.
- ▲ Fieldwork for this online survey was conducted between 2nd to the 12th March 2023
- ▲ The effective maximum sampling error for this sample at the 95% confidence level is $\pm 3.0\%$.
- ▲ All numbers are shown rounded to zero decimal places. Hence specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%. (For example: $2.7 + 3.5 = 6.2$ would appear: $3 + 4 = 6$).

