



# Insights from the Social Attitudes Survey New Zealand 2015

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    - o Citizenship (Part E)
    - o Being a New Zealander (Part F)
    - o You and Your Background (Part G)
    - o Your Spouse or Partner (Part H)
  - **Other information:** Gender, age, Māori ethnicity, region of New Zealand, NZ Deprivation Index quintile and urban vs. rural
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# Introduction

## **What is the International Social Survey Programme?**

The International Social Survey Programme (ISSP) is an annual survey of economic and social policy issues, involving some of the world's leading academic institutions in 45 countries. Although New Zealand has been represented in the past by Massey University, the Centre for Methods and Policy Application in the Social Sciences (COMPASS) at The University of Auckland has now taken up that role. Each year, every ISSP member country carries out a 30-minute survey using the same questionnaire, from which data is made freely available to all members in a central archive based in Cologne, Germany. This allows researchers to compare findings across different countries, cultures, and over time.

A new topic is chosen each year, each of which rotates roughly every seven years. Topics include the roles of men and women in society, social networks, religion, work orientation, the environment, national identity, and sport and leisure. This document specifically analyses attitudes and behaviours towards citizenship, which were the focus of the 2014 international ISSP module. However, in New Zealand, this module (along with some additional questions) ran alongside the 2015 international module on work as the 'Social Attitudes Survey New Zealand'.

The survey was run by Professor Peter Boxall, Dr Louise Humpage, Dr Kate McMillan, Dr Barry Milne and Martin von Randow with funding from COMPASS, University of Auckland Business School and New Zealand European Centres Network. Funding for the writing of this report came from the Faculty of Arts Summer Scholarship programme, University of Auckland.

## Methods

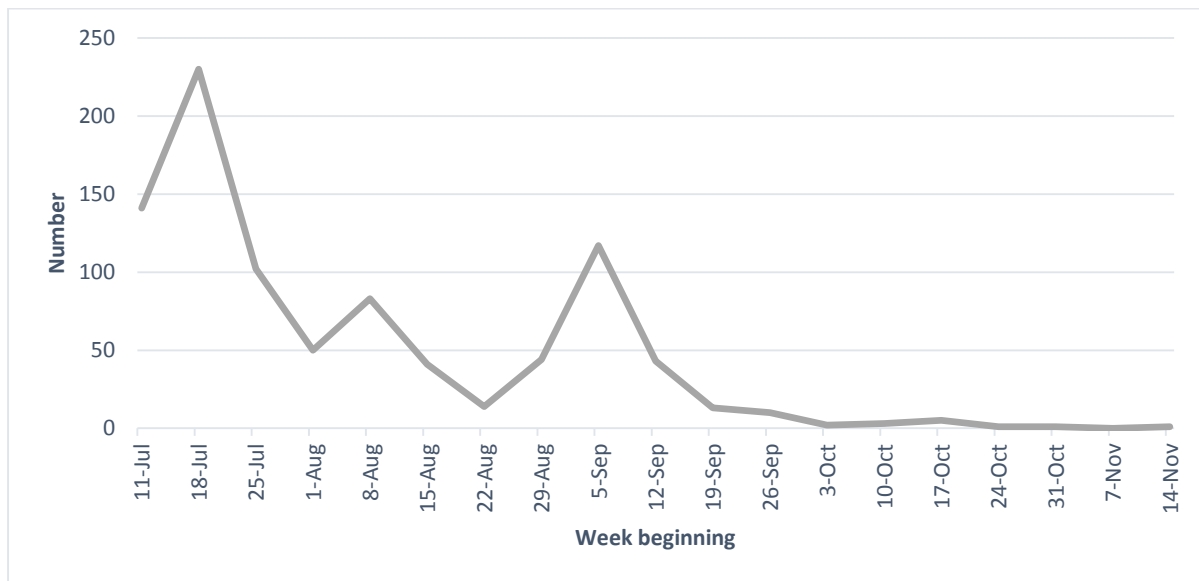
*This section on the methods used in our Social Attitudes Survey 2015 analysis was prepared by Dr Barry Milne, Associate Director of the COMPASS Research Centre at The University of Auckland.*

Names and address were obtained for all those on the electoral roll (ages 18 years and older) and  $n=2500$  individuals were randomly selected to be sent the International Social Survey Programme (ISSP) questionnaire and cover sheet. The cover sheet invited participants to take part, and also: (i) described the survey and explained that participation was optional, confidentiality of participants was guaranteed, and that the survey was approved by the University of Auckland Human Participants Ethics Committee (reference number 014807); (ii) explained that all respondents go into a draw to win one of four \$100 gift cards ('Prezzy' Cards); (iii) explained how the participants were selected and how their names and addresses were obtained; (iv) explained that the survey was being managed at the University of Auckland by the Centre of Methods and Policy Application in the Social Sciences (COMPASS), with University of Auckland collaborators from the Business School and the Department of Sociology, and from the Department of Political Science and International Relations at Victoria University of Wellington; (v) explained that funding was received from COMPASS, the University of Auckland Business School, and the New Zealand European Union Centres Network; and (vi) explained that after the data have been analysed, an anonymised data set will be permanently stored in both New Zealand and international data archives, as a historical record of the 2015 ISSP.

The mail out took place on July 8 2015. Participants were able to complete the survey either on the questionnaire provided or online via SurveyMonkey. For those yet to complete the survey, a reminder postcard was sent on August 1 2015, and a second questionnaire, along with a pen, was sent on August 27 2015.

A total of  $n=901$  participants returned surveys between July 11 2015 and 30 November 2015, a response rate of 36%. As shown in **Figure 1**, there were spikes in returns following the first and second mail-outs, with a smaller spike following the reminder postcard. Most returns were through the post: only  $n=150$  (16.7%) completed the survey online.

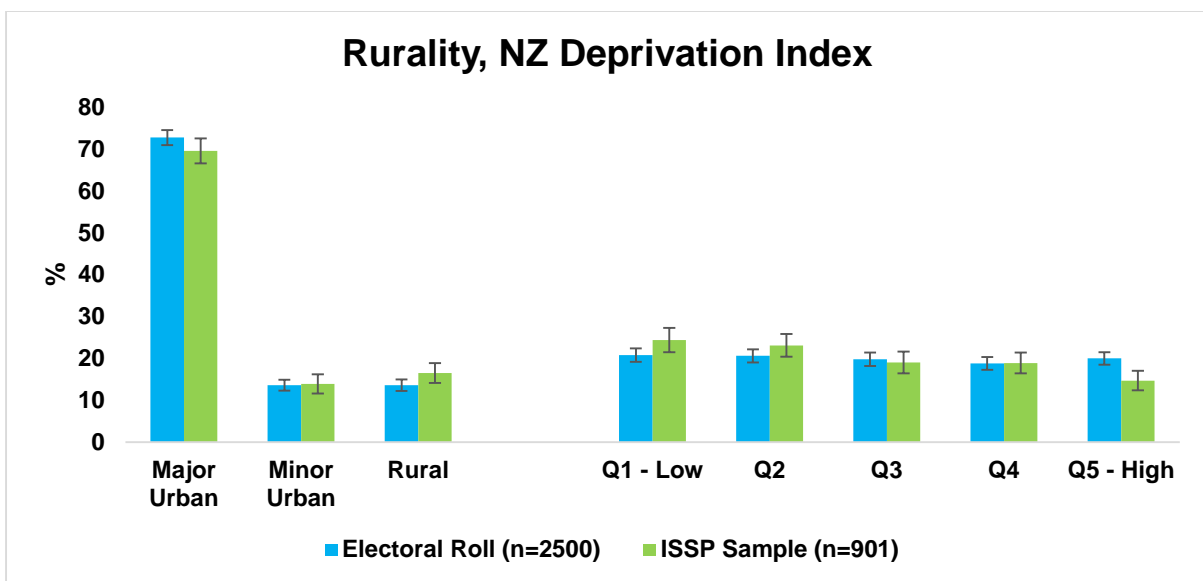
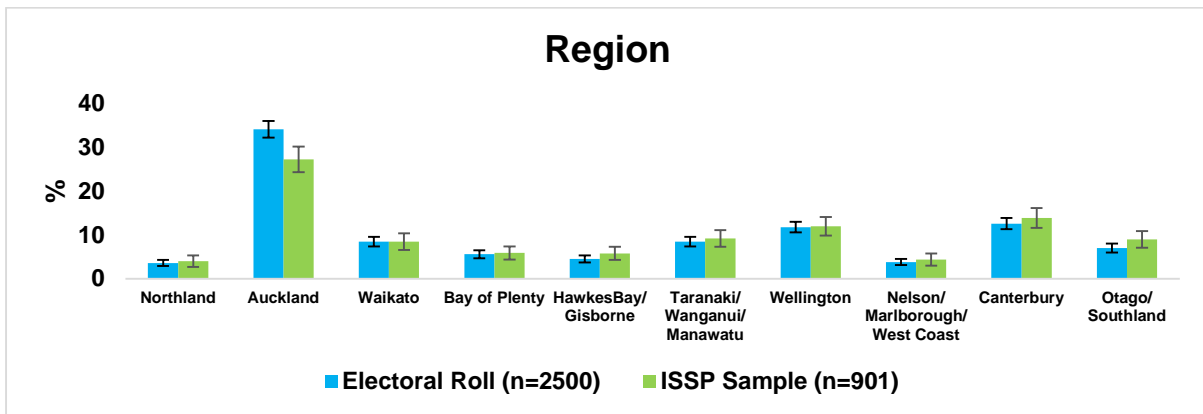
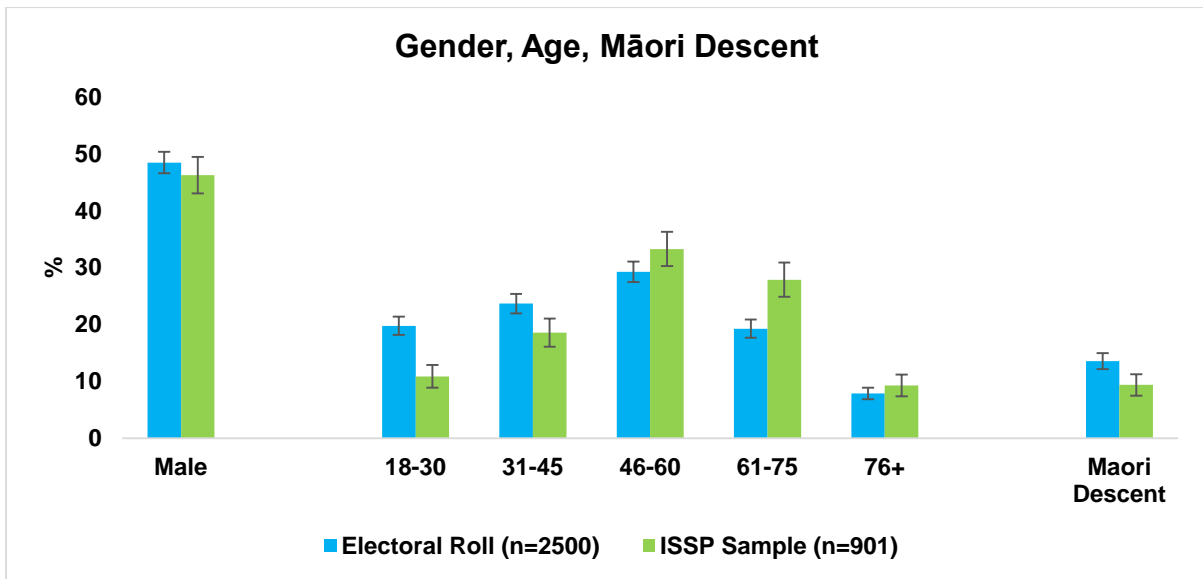
**Figure 1: Questionnaires returned by date**



## Representativeness and weighting

Several variables were available on the electoral roll that allowed us to compare whether the ISSP respondents were representative of those on the electoral roll. These included sex, age, Māori descent, region, rurality and New Zealand Deprivation Index quintiles. Comparisons are shown in **Figure 2**. These revealed that the sample differed slightly on all variables except sex. Specifically, the sample was older, contained fewer individuals of Māori descent, under-represented those from Auckland, over-represented those in rural areas, and under-represented those living in deprived areas.

**Figure 2:** Comparison between Electoral Roll sample (n=2500) and ISSP Sample Respondents (n=899) on demographic and geographic data available through the electoral roll.



To account for this pattern of over- and under-representation, weights were computed based on the inverse probability of responding. This was achieved by conducting a logistic regression with responded (yes/no) as the outcome, and each of the variables above – except rurality – included as predictors. Rurality was excluded from the model as it was found that the slight deviation from representativeness in this factor could be corrected by including region in the model. Sex was included in the model to ensure that the weights did not inadvertently over-weight one sex relative to the other, and also to allow for the possibility of sex interactions. A main effects model was first computed, and then all ten two-way interactions were tested in separate models. Only one interaction was found to be significant (sex x age) so this and all main effects were included in the final model, as shown in **Table 1**.

From the model in **Table 1**, a predicted probability of response was generated for each respondent based on their covariates. This probability was then inverted and standardised to have mean=1 to form a response weight, which ranged from 0.49 – 6.65 across the n=901 respondents. **Figure 3** shows the effect of weighting by this variable on the comparison variables from the electoral roll. This reveals that all variables are now similar between the weighted ISSP sample and the electoral roll, suggesting that the weighted ISSP sample is representative of the electoral roll, at least for the variables tested.

Further, there was one variable in the survey that allowed for external validation: respondents were asked which party they voted for the 2014 General Election. Their weighted responses to this question are compared to actual results from the 2014 General Election in **Figure 4** below. The figure shows that party voting of the ISSP sample closely matched that of the General Election (estimates are within confidence limits for all four major parties).

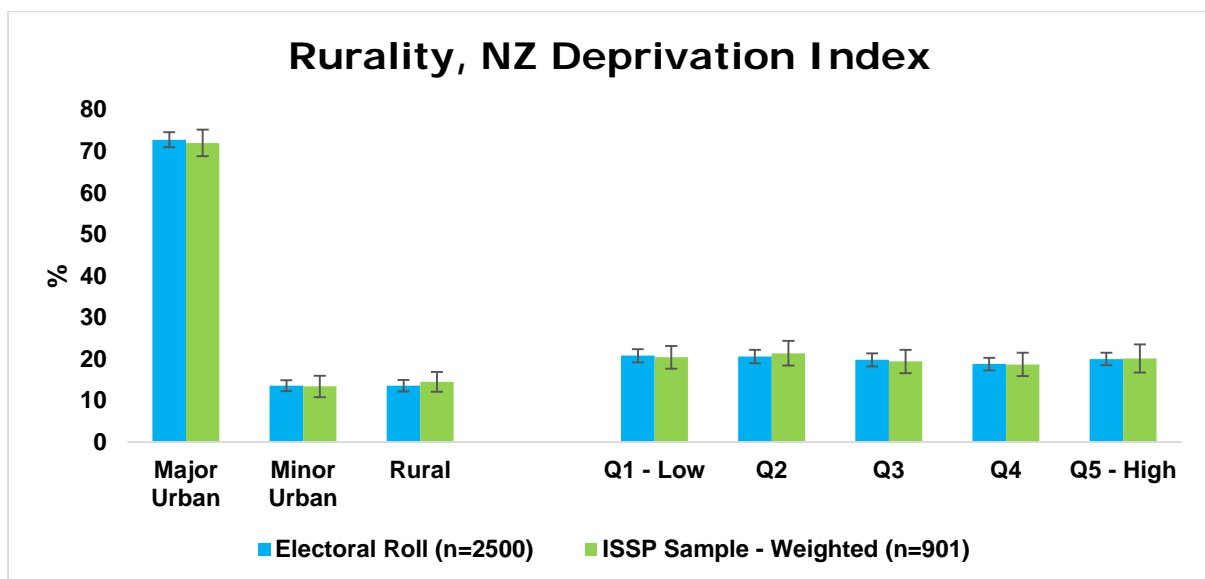
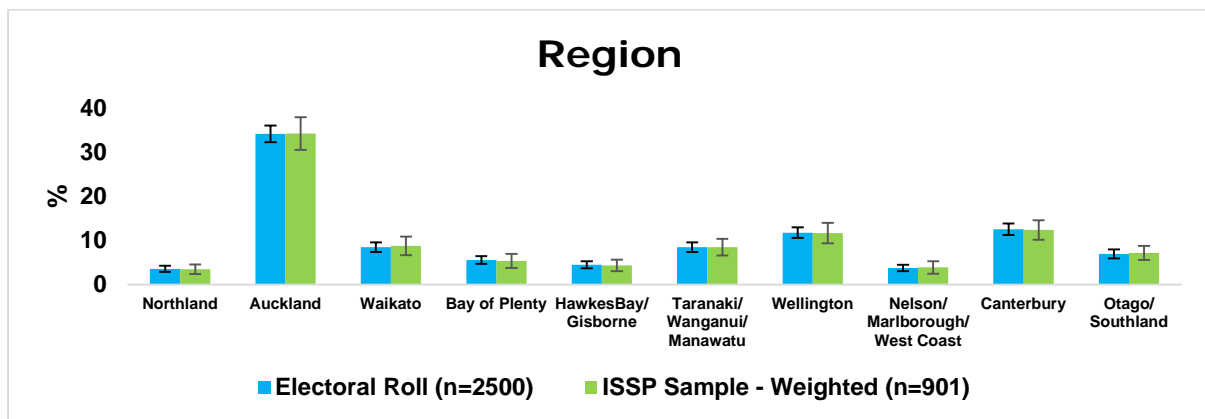
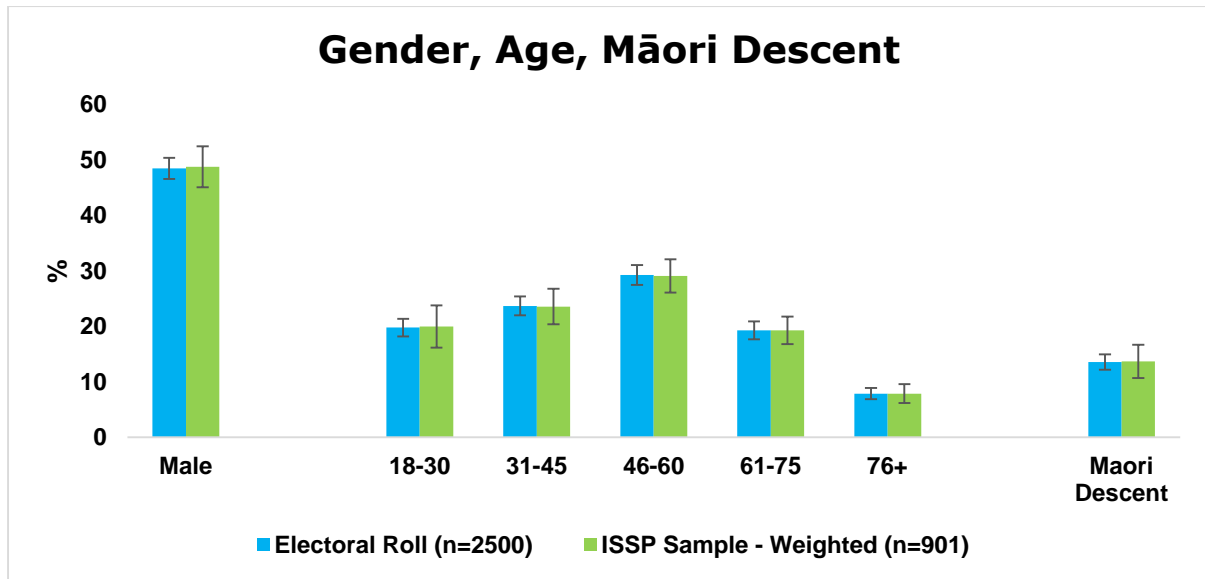
**Table 1.** Logistic regression model predicting response for those who responded to the ISSP survey (n=899), of those who were mailed (n=2500):

Parameter	Odds Ratio (95% Confidence Interval)
Sex	
Male	Reference
Female	2.413 (1.511 - 3.852)
Age	
Age: 18-30	Reference
Age: 31-45	2.473 (1.571 - 3.894)
Age: 46-60	4.528 (2.954 - 6.957)
Age: 61-75	5.452 (3.462 - 8.586)
Age: 76+	7.413 (4.188 - 13.122)
Māori Descent	
Not descended	Reference
Māori Descent	0.652 (0.491 - 0.866)
NZ Deprivation Index	
NZDep – Quartile 1	Reference
NZDep – Quartile 2	0.987 (0.761 - 1.280)
NZDep – Quartile 3	0.750 (0.573 - 0.980)
NZDep – Quartile 4	0.809 (0.615 - 1.065)
NZDep – Quartile 5	0.606 (0.456 - 0.807)

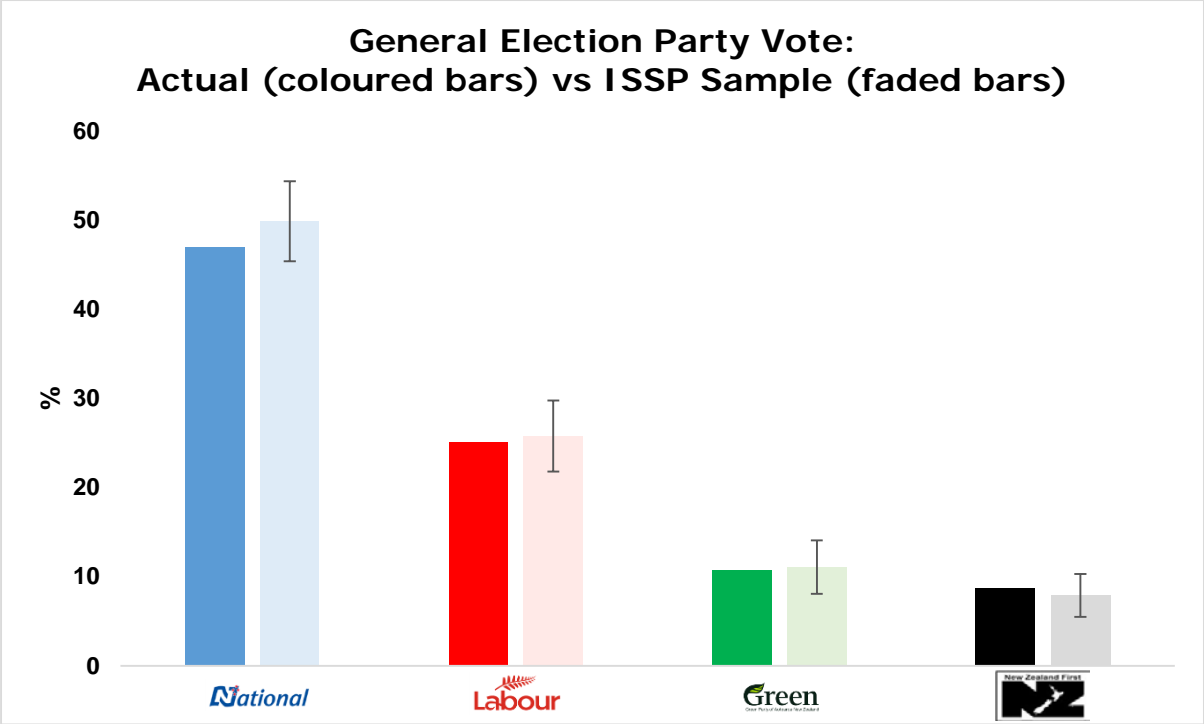
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NZDep – Quartile 5	0.606 (0.456 - 0.807)
Region	
Northland	Reference
Auckland	0.514 (0.320 - 0.825)
Waikato	0.734 (0.431 - 1.251)
Bay of Plenty	0.819 (0.462 - 1.452)
Hawkes Bay / Gisborne	1.198 (0.665 - 2.157)
Taranaki / Wanganui / Manawatu	0.815 (0.480 - 1.383)
Wellington	0.762 (0.456 - 1.272)
Nelson / Marlborough / West Coast	0.759 (0.410 - 1.407)
Canterbury	0.778 (0.468 - 1.293)
Otago/ Southland	1.047 (0.606 - 1.809)
Sex * Age interaction	
Male * Age: 18-30	Reference
Female * Age: 31-45	0.463 (0.256 - 0.837)
Female * Age: 46-60	0.390 (0.223 - 0.679)
Female * Age: 61-75	0.620 (0.342 - 1.124)
Female * Age: 76+	0.156 (0.073 - 0.332)



**Figure 3:** Comparison between Electoral Roll sample (n=2500) and ISSP sample respondents (n=899), weighted for non-response, on demographic and geographic data from the electoral roll.



**Figure 4:** Comparison between 2014 General Election Party Vote Results and ISSP Sample Party Vote (n=899), weighted for non-response.



## Notes

- Most of the results in this report have been weighted using the method described in the “Methods” section of this report. Some results were not weighted for questions where extra detail was required from respondents, which later needed to be recoded into more useful categories and weighting would not have been useful in these cases. Where a result is not weighted, an asterisk sits next to the question: F5, F6, G3, G4 and G11.
- Some results have been excluded from this report due to their sheer number: G1, G2, G5b (extra detail), G12 (extra detail) and H2.
- G11 contains data on occupation which has been recoded according to the Australia New Zealand Standard Classification of Occupations (ANZSCO). The data in this report codes up to 1 digit, but data available from COMPASS also codes data up to 3 digits
- Due to the sheer number of responses to certain questions, some parts have been excluded from this report in order to facilitate readability. For example, G1 asks what year you were born in, detail superfluous to the main focus of our research on citizenship attitudes and behaviours. This information can be accessed through the raw data due to be released later in 2016.
- The scale has been changed for certain questions. You will typically see the **new categories written horizontally in blue**, with the original categories vertically on the left of the table where this is the case. Doing this allows you to see both the number of responses to each individual category, and to see how the new categories were calculated.
- Throughout the report, a brief summary of the key findings of each main section has been provided
- Further data is accessible upon request from COMPASS

## E. Citizenship

### E1: How important is it to...

	Very important		Quite important		Neutral		Not important	
<b>Vote in elections</b> n=885	58.4%	517	30.6%	271	5%	44	6%	53
<b>Never evade taxes</b> n=875	67.4%	590	25.3%	221	4.5%	40	2.8%	25
<b>Obey laws and regulations</b> n=879	60.3%	530	34.2%	300	3.3%	29	2.2%	19
<b>Keep watch on government</b> n=871	33.6%	293	46.4%	405	14.4%	125	5.6%	49
<b>Be active in social or political organisations</b> n=864	6.3%	55	34.1%	294	28.5%	246	31.1%	269
<b>Understand reasoning of others' opinions</b> n=871	27.1%	236	50.6%	441	14.4%	125	7.9%	69
<b>Buy ethically or environmentally sound products</b> n=859	14.4%	123	45.3%	389	20.5%	177	19.8%	170
<b>Help NZ's worse off</b> n=865	27.5%	238	47.7%	413	16.2%	140	8.6%	74
<b>Help those worse off internationally</b> n=863	13.2%	114	35.4%	306	21.3%	184	30%	259

The responses to E1 demonstrate that voting in elections, not evading taxes and obeying our national laws and regulations are important, activities that many respondents consider essential to the functioning of the state. Around 80% believe that it is either quite important or very important to keep watch on government. In contrast, only 40.4% attributed importance to being active in social or political organisations. The question of whether we have moral obligations to those beyond our immediate physical and psychological borders is also considered: whereas 75.2% believe it is either very or quite important to help those worse off in New Zealand, only 48.6% believe the same for those worse off internationally.

## E2: Have you ever...

	Have done, in the past year		Have done, in the more distant past		Have not done, but might do		Have not done, and would never do	
<b>Signed a petition</b> n=867	40.9%	359	37.9%	333	15.4%	135	4.6%	40
<b>Boycotted, or bought, products for political, ethical or environmental reasons</b> n=845	38%	328	17.3%	150	28.9%	250	13.6%	117
<b>Taken part in a demonstration</b> n=856	4.7%	40	17.9%	153	42.5%	364	35%	299
<b>Attended a political meeting or rally</b> n=865	6.6%	57	20.4%	177	35.4%	307	37.6%	326
<b>Contacted a politician or public servant to express your views</b> n=859	8%	69	16.9%	145	48.1%	413	27%	232
<b>Donated money or raised funds for a social or political activity</b> n=866	28.3%	245	19.9%	172	26.3%	228	25.5%	221
<b>Contacted or appeared in the media to express your views</b> n=854	4.3%	37	10.8%	92	38.1%	325	46.8%	400
<b>Expressed political views online</b> n=859	8.4%	72	6.2%	53	32.8%	282	52.5%	451
<b>Volunteered time for a social or political activity or organisation</b> n=861	19.2%	165	16.3%	140	34.8%	300	29.7%	256
<b>Completed jury service</b> n=850	6.2%	52	22.3%	190	54.5%	464	17%	145
<b>Made financial contributions to family and friends</b> n=867	47.1%	409	28%	243	21.5%	186	3.4%	29

E2 asks respondents whether they have participated in a range of activities, either recently or in the more distant past. If they have not participated in a particular activity, they are also asked whether they might do it in the future. Nearly half (47.1%) have made financial contributions to family and friends in the past year. In contrast, around of the same proportion of respondents (46.8%) have *never* contacted or appeared in the media to express their views. Similarly, 48.1% have never contacted a political or public servant to express their views, but would consider doing it in the future. Although only 4.7% have participated in a demonstration, 42.5% would consider doing so at a later date

**E3: On average, how many people do you have contact with in a typical weekday?**

Total						Total
	0 to 4 people	5 to 9 people	10 to 19 people	20 to 49 people	50 or more people	
	119	200	263	184	108	874

**E4: Do you belong to...**

	Belong and actively participate		Belong but do not actively participate		Used to belong but not anymore		Have never belonged	
	%	n	%	n	%	n	%	n
<b>A political party</b> n=859	1.6%	13	8.4%	72	6.9%	59	83.1%	714
<b>A trade union, or business or professional association</b> n=853	8.5%	72	11.5%	98	32.7%	279	47.3%	403
<b>A church or other religious organisation</b> n=870	16.5%	144	10.2%	88	27.3%	237	46.1%	401
<b>A sports, leisure or cultural group</b> n=854	35%	299	6.4%	55	41.7%	356	16.9%	144
<b>Some other voluntary organisation</b> n=846	42.1%	356	30.2%	256	7.4%	62	20.3%	171
<b>An online group focused on a political or social activity</b> n=848	6.4%	54	4.9%	41	5.9%	50	82.9%	703

83.1% of those surveyed have never belonged to a political party and a similar proportion (82.9%) have never belonged to an online group focused on a political or social activity. However, 76.7% of respondents either used to belong or currently belong and actively participate in a sports, leisure or cultural group of some kind.

## E5: How important is it that...

	Very important		Quite important		Neutral		Not important	
<b>All citizens have an adequate standard of living</b> n=882	59.3%	523	33.1%	292	5.1%	45	2.6%	23
<b>Government authorities respect and protect the rights of minorities</b> n=862	43.6%	375	39.4%	340	10.1%	87	6.9%	59
<b>People are given more opportunities to participate in public decision making</b> n=872	32.3%	282	49.9%	436	12.6%	110	5.2%	45
<b>Citizens may engage in acts of civil disobedience when they oppose government actions</b> n=817	13.1%	107	28.9%	237	19.5%	159	38.5%	314
<b>Governments respect democratic rights whatever the circumstances</b> n=838	36%	302	42.1%	352	13.1%	110	8.8%	74
<b>People convicted of crimes lose their citizenship rights</b> n=802	33.3%	267	36.4%	292	11.9%	96	18.3%	147
<b>Long-term residents (non-citizens) have right to vote where they live</b> n=834	17.2%	143	33.1%	276	15.5%	129	34.2%	286
<b>Citizens have the right NOT to vote</b> n=837	22.8%	191	30.8%	258	16%	134	30.5%	255
<b>Citizens living abroad can continue to vote at home</b> n=851	26.2%	223	36.2%	308	13%	110	24.6%	209
<b>Healthcare is provided for everyone</b> n=870	69.9%	608	23.3%	203	3.9%	34	2.9%	25

The vast majority (92.4%) of respondents believe it is quite or very important for all citizens to have an adequate standard of living. Half (49.9%) were of the conviction that it is quite important that people have more opportunities to participate in public decision making. 38.5% stated that it was not important for citizens to engage in actions of civil disobedience when they oppose the actions of government. Lastly, there is strong and unwavering support for the idea that healthcare should be provided for everyone, with 93.2% saying it is either quite important or very important.

### E6a: People like me have no say in what the government does

				Total
	Agree	Neither agree nor disagree	Disagree	
Strongly agree	133	0	0	133
Agree	211	0	0	211
Neither agree nor disagree	0	236	0	236
Disagree	0	0	230	230
Strongly disagree	0	0	56	56
<b>Total</b>	<b>344</b>	<b>236</b>	<b>286</b>	<b>866</b>

### E6b: I don't think the government cares much about what people like me think

				Total
	Agree	Neither agree nor disagree	Disagree	
Strongly agree	167	0	0	167
Agree	275	0	0	275
Neither agree nor disagree	0	192	0	192
Disagree	0	0	212	242
Strongly disagree	0	0	24	24
<b>Total</b>	<b>442</b>	<b>192</b>	<b>235</b>	<b>869</b>

### E6c: I feel I have a pretty good understanding of the important political issues facing New Zealand

				Total
	Agree	Neither agree nor disagree	Disagree	
Strongly agree	120	0	0	120
Agree	421	0	0	421
Neither agree nor disagree	0	224	0	224
Disagree	0	0	70	70
Strongly disagree	0	0	31	31
<b>Total</b>	<b>540</b>	<b>224</b>	<b>101</b>	<b>866</b>



**E6d: I think most people in New Zealand are better informed about politics and government than I am**

					Total
		Agree	Neither agree nor disagree	Disagree	
	Strongly agree	33	0	0	33
	Agree	95	0	0	95
	Neither agree nor disagree	0	341	0	341
	Disagree	0	0	324	324
	Strongly disagree	0	0	73	73
	<b>Total</b>	<b>127</b>	<b>341</b>	<b>397</b>	<b>866</b>

**E7: How likely is it that you would be able to try to do something about a proposed law you considered unjust?**

						Total
		Very likely	Fairly likely	Not very likely	Not at all likely	
	<b>Total</b>	<b>111</b>	<b>290</b>	<b>328</b>	<b>111</b>	<b>840</b>

**E8: And if you did so, how likely is it that the government would give serious attention to your demands?**

						Total
		Very likely	Fairly likely	Not very likely	Not at all likely	
	<b>Total</b>	<b>21</b>	<b>131</b>	<b>445</b>	<b>220</b>	<b>818</b>

**E9: How interested are you personally in politics?**

						Total
		Very interested	Fairly interested	Not very interested	Not at all interested	
	<b>Total</b>	<b>92</b>	<b>419</b>	<b>266</b>	<b>92</b>	<b>869</b>

**E10a: How often do you read the political content of a newspaper?**

Total	Several times a day	Once a day	5 to 6 days a week	3 to 4 days a week	1 to 2 days a week	Less than 1 day a week	Never	Total
		14	155	50	83	134	219	213

**E10b: How often do you watch political news on television?**

Total	Several times a day	Once a day	5 to 6 days a week	3 to 4 days a week	1 to 2 days a week	Less than 1 day a week	Never	Total
		53	228	83	103	125	171	120

**E10c: How often do you listen to political news on the radio?**

Total	Several times a day	Once a day	5 to 6 days a week	3 to 4 days a week	1 to 2 days a week	Less than 1 day a week	Never	Total
		53	105	53	71	95	186	313

**E10d: How often do you use the internet to get political news?**

Total	Several times a day	Once a day	5 to 6 days a week	3 to 4 days a week	1 to 2 days a week	Less than 1 day a week	Never	Total
		59	99	50	58	84	178	342

**E11: Where would you place yourself on the political scale?**

					Total
		Left	Centre	Right	
	Left	12	0	0	12
	1	13	0	0	13
	2	49	0	0	49
	3	55	0	0	55
	4	0	59	0	59
	Centre	0	239	0	239
	6	0	48	0	48
	7	0	0	81	81
	8	0	0	74	74
	9	0	0	23	23
	Right	0	0	27	27
	<b>Total</b>	<b>129</b>	<b>346</b>	<b>205</b>	<b>680</b>

**E12: When you get together with friends/relatives/colleagues, how often do you discuss politics?**

						Total
		Often	Sometimes	Rarely	Never	
	<b>Total</b>	<b>82</b>	<b>369</b>	<b>318</b>	<b>121</b>	<b>889</b>

**E13: When you hold a strong opinion about politics, how often do you try to persuade friends/relatives/colleagues?**

						Total
		Often	Sometimes	Rarely	Never	
	<b>Total</b>	<b>51</b>	<b>268</b>	<b>326</b>	<b>234</b>	<b>880</b>

### E14a: Political parties encourage people to become active in politics

				Total
	Agree	Neither agree nor disagree	Disagree	
Strongly agree	23	0	0	23
Agree	192	0	0	192
Neither agree nor disagree	0	359	0	359
Disagree	0	0	215	215
Strongly disagree	0	0	39	39
<b>Total</b>	<b>216</b>	<b>359</b>	<b>255</b>	<b>829</b>

### E14b: Political parties do not give voters real policy choices

				Total
	Agree	Neither agree nor disagree	Disagree	
Strongly agree	68	0	0	68
Agree	285	0	0	285
Neither agree nor disagree	0	317	0	317
Disagree	0	0	144	144
Strongly disagree	0	0	12	12
<b>Total</b>	<b>353</b>	<b>317</b>	<b>155</b>	<b>825</b>

### E14c: Referenda are good ways to decide important political questions

				Total
	Agree	Neither agree nor disagree	Disagree	
Strongly agree	85	0	0	85
Agree	363	0	0	363
Neither agree nor disagree	0	216	0	216
Disagree	0	0	113	113
Strongly disagree	0	0	45	45
<b>Total</b>	<b>448</b>	<b>216</b>	<b>158</b>	<b>822</b>

Question E7 asked respondents how likely it would be that they would try to do something about a proposed law they considered unjust, and E8 asks about the likelihood that the government would give serious attention to your demands if they did take action. Opinion on both is divided, but most believe that neither action is very likely. 48.2% report they are fairly interested in the general state of politics. Question E11 asks respondents to place themselves on the left-right political spectrum. Interestingly, 35.2% place themselves exactly in the Centre but of those remaining, more respondents tend to associate with the political Right than the Left. Question E14 shows that 42.8% agree that political parties do NOT give voters real policy choices, and 54.5% believe that referenda are good ways to decide important political questions.

**E15: How honest was the NZ 2014 General Election regarding counting and reporting of votes?**

				Total
	Honest	Neither honest nor dishonest	Dishonest	
Very honest	359	0	0	359
Somewhat honest	186	0	0	186
Neither honest nor dishonest	0	123	0	123
Somewhat dishonest	0	0	14	14
Very dishonest	0	0	8	8
<b>Total</b>	<b>545</b>	<b>123</b>	<b>22</b>	<b>689</b>

**E16: How fair was the NZ 2014 General Election regarding opportunities for candidates and parties to campaign?**

				Total
	Fair	Neither fair nor unfair	Unfair	
Very fair	224	0	0	224
Somewhat fair	276	0	0	276
Neither fair nor unfair	0	139	0	139
Somewhat unfair	0	0	61	61
Very unfair	0	0	26	26
<b>Total</b>	<b>500</b>	<b>139</b>	<b>87</b>	<b>726</b>

**E17: How committed is the NZ public service to serving the people?**

					Total
	Very committed	Somewhat committed	Not very committed	Not at all committed	
<b>Total</b>	<b>121</b>	<b>484</b>	<b>170</b>	<b>23</b>	<b>798</b>

**E18: How widespread do you think corruption is in the NZ public service?**

						Total
	Hardly anyone is involved	A small number of people are involved	A moderate number of people are involved	A lot of people are involved	Almost everyone is involved	
Total	129	349	201	72	16	767

**E19: Do you think NZ should change its flag in the referendum later this year?**

				Total
	No, I do not support changing the flag	Possibly, depending on the design of the flag	Yes, I support changing the flag	
Total	516	239	105	860

79.1% agree that the New Zealand General Election of 2014 was honest in terms of the counting and reporting of votes, but fewer (68.8%) think the same regarding opportunities for candidates and parties to campaign. Lastly, just under half (45.5%) of the respondents believe that there are a small number of people involved in corruption in the NZ public service.

## F. Being a New Zealander

### F1: How close do you feel to...

	Very close		Close		Not very close		Not close at all	
	%	n	%	n	%	n	%	n
<b>Your town or city</b> n=876	33.6%	294	49.5%	434	14.7%	129	2.2%	19
<b>New Zealand</b> n=874	55.5%	489	39.9%	352	3.5%	31	0.3%	3
<b>The Trans-Tasman region of Australia and New Zealand</b> n=849	12.3%	104	46.7%	396	34%	289	7%	60
<b>The Pacific region</b> n=844	9%	76	33.7%	284	43.8%	370	13.5%	114
<b>The Asia-Pacific region</b> n=848	4.4%	38	16.3%	138	50.9%	431	28.4%	240

Results show people tend to feel very close to New Zealand as a nation, close to their town/city and the Trans-Tasman region of Australia and New Zealand, but not very close to the Pacific and Asia-Pacific regions.

## F2a: How important do you feel is each of the following to truly being a New Zealander?

	Very important		Fairly important		Not very important		Not important at all	
<b>Having been born in NZ</b> n=877	37.8%	331	31.5%	276	23.1%	203	7.6%	66
<b>Having NZ citizenship</b> n=879	52.5%	461	35.6%	312	9.7%	86	2.2%	19
<b>Having lived in NZ most of your life</b> n=869	37.2%	323	35.8%	312	24%	208	3%	26
<b>Being in NZ right now</b> n=859	36.4%	313	29%	249	27.3%	235	7.2%	62
<b>Being able to speak English</b> n=874	55.6%	491	30.6%	270	9.8%	86	3.1%	28
<b>Being a Christian</b> n=848	8.6%	73	9%	76	24.8%	210	57.6%	489
<b>Respecting NZ political institutions and laws</b> n=868	55.3%	480	35.2%	306	6%	52	3.4%	30
<b>Respecting the Treaty of Waitangi</b> n=850	31.7%	269	33.2%	282	22.6%	192	12.5%	106
<b>Feeling like a New Zealander</b> n=881	62.8%	542	30.6%	265	4.6%	39	2.1%	18
<b>Having NZ ancestry</b> n=857	21.4%	184	23.1%	198	35.4%	304	20.1%	172

93.4% believe that feeling like a New Zealander is either quite important or very important to being a true New Zealander. What constitutes “feeling” like a New Zealander cannot be known, since it is inherently subjective and respondents were not asked to specify further. However, the ability to speak English, respecting our institutions and laws and having New Zealand citizenship were also consistently among the most important attributes for being a true New Zealander. Having NZ ancestry and being a Christian were both ranked as being not as important to being a New Zealander, with only 21.4% and 8.6% respectively stating they were very important.



**F3: How do you see yourself in terms of being a New Zealander versus being a member of an ethnic group?**

Total					Total
	NZer first, ethnic group second	Ethnic group first, NZer second	Only ethnic group	Only NZer	
	254	94	19	488	855

A majority of respondents identified only as a New Zealander (57%), although 29.7% also said they identified as a New Zealander first and their ethnic group second

**F4: How likely is it that you will move overseas to live in the next five years?**

Total					Total
	Highly likely	Quite likely	Quite unlikely	Highly unlikely	
	59	86	208	503	856

**\*F5: If you did move to another country in the next five years, which country would it most likely be?**

- n = 859

<b>Australia</b>	<b>372</b>
<b>Not sure</b>	<b>258</b>
<b>United Kingdom</b>	<b>103</b>
<b>Europe</b>	<b>32</b>
<b>United States of America</b>	<b>29</b>
<b>Pacific Islands</b>	<b>17</b>
<b>Asia</b>	<b>14</b>
<b>Canada</b>	<b>13</b>
<b>China</b>	<b>10</b>
<b>Multiple/world travel</b>	<b>4</b>
<b>India</b>	<b>2</b>
<b>Middle East</b>	<b>2</b>
<b>South America</b>	<b>1</b>
<b>Africa</b>	<b>1</b>
<b>Other/uncodable</b>	<b>1</b>

### \*F6: What main factors would motivate you to move overseas to live in the next five years?

- Respondents could select more than one option

To be with close family and friends	414
Better lifestyle	300
Better work opportunities	226
Better standard of living / wages	192
Better political or policy environment	45
Experience / travel / cultural immersion	37
Nothing, or you'd have to force me	13
Personal motivations	12

Of those who responded to F5, Australia, the UK and Europe were the most popular places people would move overseas to live. 30% were unsure of where they would move to. F6 shows that being with family and friends is cited most frequently as a reason for moving overseas, followed by lifestyle and work opportunities.

### F7: Are you in favour of the Trans-Tasman Travel Arrangement?

	Yes, very much in favour	Yes, somewhat in favour	No, somewhat against	No, very much against	Total
	<b>Total</b>	<b>535</b>	<b>279</b>	<b>18</b>	

### F8: Are you in favour of NZ having a Single Economic Market with Australia?

	Yes, very much in favour	Yes, somewhat in favour	No, somewhat against	No, very much against	Total
	<b>Total</b>	<b>317</b>	<b>364</b>	<b>78</b>	

63.5% of respondents were strongly in favour of the Trans-Tasman Travel Arrangement, which allows for both Australians and New Zealanders to travel between the two countries freely, for work or to live. However, only 40.5% were strongly in favour of having a Single Economic Market with Australia, which would remove regulatory barriers for businesses on either side of the Tasman.

## G. You and your background

### G1: In what year were you born?

This information was requested but has been excluded from this report.

### G2: What is your gender?

Male	431
Female	461

### \*G3: In what country were you born?

- There were 53 other responses which have been recoded into these categories
- 75 respondents ticked "Other", but only 53 other responses were provided

New Zealand	683
England	67
Did not say	23
Australia	13
Europe	13
Asia	12
India	11
China (People's Republic of) (incl. Hong Kong)	13
United Kingdom (incl. Scotland, Wales, Northern Ireland)	10
South Africa	9
Africa (excl. South Africa)	6
Samoa	6
Cook Islands	6
Other Pacific Islands	6
Philippines	4
Korea (Republic of)	2
United States of America	1
Canada	1

**\*G4: To which ethnic group(s) do you belong?**

<b>New Zealand European / Pākehā</b>	<b>542</b>
<b>New Zealand Māori</b>	<b>61</b>
<b>Other European</b>	<b>36</b>
<b>Chinese</b>	<b>17</b>
<b>Indian</b>	<b>15</b>
<b>New Zealander</b>	<b>7</b>
<b>Those who identify with more than one ethnicity</b>	<b>7</b>
<b>Filipino</b>	<b>7</b>
<b>Samoan</b>	<b>5</b>
<b>Cook Island Maori</b>	<b>5</b>
<b>Fijian</b>	<b>3</b>
<b>Niuean</b>	<b>3</b>
<b>Japanese</b>	<b>3</b>
<b>Tongan</b>	<b>2</b>
<b>Korean</b>	<b>2</b>
<b>Australian</b>	<b>2</b>
<b>Thai</b>	<b>2</b>
<b>Sinhalese</b>	<b>2</b>
<b>Non-Chinese Asian</b>	<b>1</b>
<b>Danish</b>	<b>1</b>
<b>Indonesian</b>	<b>1</b>
<b>Dutch</b>	<b>1</b>
<b>English</b>	<b>1</b>
<b>South Pacific Islander</b>	<b>1</b>
<b>Tamil</b>	<b>1</b>
<b>Welsh</b>	<b>1</b>
<b>Irish</b>	<b>1</b>
<b>African</b>	<b>1</b>
<b>Canadian</b>	<b>1</b>
<b>Croatian</b>	<b>1</b>

### G5a: What is your current religion?

	Frequency
No religion	311
Christian	285
Buddhist	13
Hindu	9
Muslim	7
Jewish	1
Other	9
<b>Total</b>	<b>634</b>

### G5ax: Other religion detail

	Frequency
Jedi	1
Mormon	2
New Age Spiritualist	1
Pagan	1
Sikh	1
Spiritualist	3
Surat Shabd Yoga	1
Taoist	1
<b>Total</b>	<b>11</b>

### G5b: If Christian, what is your denomination?

	Frequency
Anglican	80
Catholic	81
Presbyterian	57
Methodist	18
Baptist	14
Rātana	5
Ringatū	2
Other Christian	48
<b>Total</b>	<b>305</b>

- 49 other denomination responses were provided but have been excluded from this report

### G6: How often do you attend religious services these days?

	Frequency
Never	343
Less than once a year	111
Once a year	36
Several times a year	59
Once a month	9
Two or three times a month	24
Once a week	61
Several times a week	25
<b>Total</b>	<b>666</b>

### G7: How much formal education have you had?

	Frequency
No formal schooling	2
A few years of primary school	4
Primary/Intermediate up to Year 8/Form 2	21
Secondary for up to 3 years	157
Secondary for 4 years or more	173
University or polytechnic for up to 3 years	135
University or polytechnic for 4 years or more	184
<b>Total</b>	<b>677</b>

## G8: What is your highest formal qualification?

							Total
	No formal qualification	Secondary school equivalent	Trade or professional certificate	Diploma equivalent	Undergraduate equivalent	Postgraduate equivalent	
No formal qualification	107	0	0	0	0	0	107
School Certificate, National Certificate Level 1, NCEA Level 1	0	60	0	0	0	0	60
Sixth Form Certificate, National Certificate Level 2, NCEA Level 2	0	58	0	0	0	0	58
Higher School Certificate, Higher Leaving Certificate, Bursary/Scholarship, NCEA Level 3	0	49	0	0	0	0	49
Trade or Professional Certificate	0	0	118	0	0	0	118
Diploma below degree level	0	0	0	75	0	0	75
Undergraduate university degree	0	0	0	0	105	0	105
Postgraduate or higher qualification	0	0	0	0	0	100	100
<b>Total</b>	<b>107</b>	<b>167</b>	<b>118</b>	<b>75</b>	<b>105</b>	<b>100</b>	<b>672</b>



## G9: What is your current employment status?

	Frequency
Employed full-time (30+ hours weekly)	322
Employed part-time (15-30 hours weekly)	88
Employed <15 hours weekly	36
Helping a family member	1
Unemployed or beneficiary	43
Student	27
Retired	118
Housewife/househusband	34
Permanently disabled	1
<b>Total</b>	<b>669</b>

## G10: How many hours do you usually work in a week?

This information was requested but has been excluded from this report.

## \*G11: What is your main occupation?

The following data has been formatted according to the Australia New Zealand Standard Classification of Occupations (ANZSCO). This is a summary of the 1-digit ANZSCO codes:

**Of the 2500 people selected from the electoral roll:**

Code	Frequency
Managers (1)	233
Professionals (2)	371
Technicians and Trade Workers (3)	247
Community and Personal Service Workers (4)	96
Clerical and Administrative Workers (5)	156
Sales Workers (6)	102
Machinery Operators and Drivers (7)	84
Labourers (8)	133
Other, not classifiable (9)	1078

**Of the 456 people who responded with an occupation in the survey:**

Code	Frequency
Managers (1)	66
Professionals (2)	150
Technicians and Trade Workers (3)	50
Community and Personal Service Workers (4)	37
Clerical and Administrative Workers (5)	57
Sales Workers (6)	26
Machinery Operators and Drivers (7)	19
Labourers (8)	33
Other, not classifiable (9)	18

### G12: Do you supervise the work of any other people?

<b>Yes</b>	179
<b>No</b>	289
<b>Missing</b>	468

- Further information on how many people are supervised (n=163) has been excluded from this report

### G13: For whom do you work?

	Frequency
Public sector organisation	114
Overseas-owned private sector company or firm	53
NZ-owned private sector company or firm	187
Non-profit/charity/welfare organisation	32
Self-employed	71
<b>Total</b>	<b>457</b>

### G13x: If self-employed, how many employees do you have?

This detail was provided but has been excluded from this report.

### G14: Are you or have you ever been a member of a trade union?

	Frequency
Currently a member	80
Once a member, but not anymore	243
Never been a member	351
<b>Total</b>	<b>674</b>

### G15: For which party did you cast your party vote at the 2014 General Election?

	Frequency
Did not vote / was not eligible	42
Labour	152
National	293
Green	66
New Zealand First	47
ACT	3
United Future	1
Māori Party	7
Internet-Mana Party	4
Another party	15
<b>Total</b>	<b>630</b>

**G16: What is your personal yearly income before tax?**

								Total
	Loss	Zero income	\$1-\$20,000	\$20,001-\$40,000	\$40,001-\$60,000	\$60,001-\$100,000	\$100,001 and over	
Loss	5	0	0	0	0	0	0	5
Zero income	0	20	0	0	0	0	0	20
\$1-\$5,000	0	0	21	0	0	0	0	21
\$5,001-\$10,000	0	0	24	0	0	0	0	24
\$10,001-\$15,000	0	0	42	0	0	0	0	42
\$15,001-\$20,000	0	0	49	0	0	0	0	49
\$20,001-\$25,000	0	0	0	61	0	0	0	61
\$25,001-\$30,000	0	0	0	35	0	0	0	35
\$30,001-\$35,000	0	0	0	44	0	0	0	44
\$35,001-\$40,000	0	0	0	35	0	0	0	35
\$40,001-\$50,000	0	0	0	0	58	0	0	58
\$50,001-\$60,000	0	0	0	0	57	0	0	57
\$60,001-\$70,000	0	0	0	0	0	40	0	40
\$70,001-\$100,000	0	0	0	0	0	71	0	71
\$100,001-\$150,000	0	0	0	0	0	0	40	40
\$150,001 or more	0	0	0	0	0	0	24	24
<b>Total</b>	<b>5</b>	<b>20</b>	<b>136</b>	<b>174</b>	<b>115</b>	<b>111</b>	<b>64</b>	<b>626</b>

**G17: What is the total yearly income of your household before tax?**

								Total
	Loss	Zero income	\$1-\$20,000	\$20,001-\$40,000	\$40,001-\$60,000	\$60,001-\$100,000	\$100,001 and over	
Loss	5	0	0	0	0	0	0	5
Zero income	0	3	0	0	0	0	0	3
\$1-\$5,000	0	0	3	0	0	0	0	3
\$5,001-\$10,000	0	0	10	0	0	0	0	10
\$10,001-\$15,000	0	0	12	0	0	0	0	12
\$15,001-\$20,000	0	0	12	0	0	0	0	12
\$20,001-\$25,000	0	0	0	22	0	0	0	22
\$25,001-\$30,000	0	0	0	22	0	0	0	22
\$30,001-\$35,000	0	0	0	22	0	0	0	22
\$35,001-\$40,000	0	0	0	27	0	0	0	27
\$40,001-\$50,000	0	0	0	0	46	0	0	46
\$50,001-\$60,000	0	0	0	0	45	0	0	45
\$60,001-\$70,000	0	0	0	0	0	45	0	45
\$70,001-\$100,000	0	0	0	0	0	98	0	98
\$100,001-\$150,000	0	0	0	0	0	0	95	95
\$150,001 or more	0	0	0	0	0	0	93	93
<b>Total</b>	<b>5</b>	<b>3</b>	<b>38</b>	<b>93</b>	<b>92</b>	<b>143</b>	<b>188</b>	<b>560</b>

### G18: How would you describe the place where you live?

	Frequency
A big city	159
The suburbs or outskirts of a big city	203
A small city or town	222
A country village	36
A farm or home in the country	54
<b>Total</b>	<b>674</b>

### G19: What is the population of the place where you live?

	Frequency
100,000 or more	288
50,000-99,999	62
30,000-49,999	64
10-29,999	61
1,000-9,999	105
Fewer than 1,000	29
Farm or rural property	41
<b>Total</b>	<b>649</b>

### G20: How many people are there in your household, including yourself?

	Frequency
1	80
2	268
3	145
4	105
5	40
6	17
7	13
9	2
13	1
19	1
<b>Total</b>	<b>670</b>

**G21: How many children (under 18) are there in your household?**

	<b>Frequency</b>
1	108
2	81
3	17
4	10
5	2
6	1
7	2
22	2
<b>Total</b>	<b>222</b>

**G22: What is your current marital status?**

	<b>Frequency</b>
Married	365
De facto	93
Widowed	34
Divorced	37
Separated	21
Single, never married	127
<b>Total</b>	<b>676</b>

## H. Your spouse or partner

### H1: What is your spouse or partner's current employment status?

	Frequency
Employed full-time (30+ hours weekly)	245
Employed part-time (15-30 hours weekly)	51
Employed <15 hours weekly	17
Helping a family member	6
Unemployed or beneficiary	17
Student	4
Retired	80
Housewife/househusband	34
Permanently disabled	3
<b>Total</b>	<b>457</b>

### \*H2: What is your spouse or partner's main occupation?

This information was requested but has been excluded from this report.

### H3: Which describes for whom your spouse or partner works (or worked most recently)?

	Frequency
Public sector organisation	69
Overseas-owned private sector company or firm	34
NZ-owned private sector company or firm	132
Non-profit/charity/welfare organisation	15
Self-employed	51
<b>Total</b>	<b>301</b>

## Other respondent characteristics

### Gender

	Frequency
Male	432
Female	469
<b>Total</b>	<b>901</b>

### Age

	Frequency
18-30	176
31-45	215
46-60	266
61-75	174
76+	71
<b>Total</b>	<b>901</b>

### Māori

	Frequency
Yes	122
No	779

### Region

	Frequency
Northland	31
Auckland	308
Waikato	78
Bay of Plenty	49
Hawkes Bay / Gisborne	39
Taranaki / Wanganui / Manawatu	76
Wellington	109
Nelson / Marlborough / West Coast	37
Canterbury	110
Otago/Southland	65
<b>Total</b>	<b>901</b>



### New Zealand Deprivation Index quintile (1=high, 5= low)

	Frequency
1	185
2	196
3	173
4	164
5	180
<b>Total</b>	<b>899</b>

### Urban vs. Rural

	Frequency
Major Urban	647
Minor Urban	123
Rural	131
<b>Total</b>	<b>901</b>