



The handling of the ‘Hobbit Issue’

Seldom has an issue aroused such passion in New Zealand, as the prospect of ‘The Hobbit’ films moving off-shore.

Research New Zealand felt it would be useful to establish whether the public approve or disapprove of the way the issue was handled by the Prime Minister and the Government on the one hand, and the trade unions on the other.

It probably does not come as a surprise that the Prime Minister and the Government received a major thumbs-up on the issue. Seventy-one percent of the population 15 years and over approved of the way the issue had been handled by the Prime Minister and the Government. Approval was highest among those aged 55 years and over, at 78 percent. Those of ethnicities other than European, Māori or Pacific approved to a lesser extent (59 percent). Those in the middle-income bracket (\$40,000 - \$69,999) approved to a slightly lesser extent than the survey population as whole, at 65 percent.

Compared with the level of approval accorded the Prime Minister and the Government, the approval of the way the trade unions handled the issue was low, at 16 percent. It was particularly low among those 55 years and over, at 11 percent. The highest approval rating for the trade unions’ handling of the issue was found among Māori and Pacific people, at 33 percent.

“Mr Key seems once again to have read the collective mind of New Zealanders correctly,” said Research New Zealand Director, Emanuel Kalafatelis.

The Research New Zealand poll of 372 people aged 15 and over was conducted by telephone between 28 October and 2 November 2010. The maximum margin of error for the sample as a whole is +/- 5.5% (at the 95% confidence level). The data has been weighted to ensure it is an accurate representation of New Zealand's general population. The poll was not taken on behalf of any organization, but as part of Research New Zealand's monthly survey of attitudes and opinions.

Contact: Emanuel Kalafatelis
Director
Research New Zealand Limited
P O Box 10-617
Wellington 6143
Ph. 04-462-6401 (DDI); 027-500-4401 (M)



Table 1:

Q9d. The issues surrounding the making of 'The Hobbit' have been settled so that the two films involved will be made in New Zealand. Do you approve or disapprove of the actions of the Prime Minister and the government in securing the films for New Zealand?

	Total	Male	Female
Base =	372	192	180
	%	%	%
Yes, approve	71	73	70
No, disapprove	15	17	13
Don't know/No opinion	14	10	17
Total	100	100	100

Total may not sum to 100% due to rounding.

Table 2:

Q9d. The issues surrounding the making of 'The Hobbit' have been settled so that the two films involved will be made in New Zealand. Do you approve or disapprove of the actions of the Prime Minister and the government in securing the films for New Zealand?

	Total	15-34 years	35 to 54 years	55 years and over
Base =	372	78	126	168
	%	%	%	%
Yes, approve	71	74	63	78
No, disapprove	15	14	16	14
Don't know/No opinion	14	12	21	8
Total	100	100	100	100

Total may not sum to 100% due to rounding.

Table 3:

Q9d. The issues surrounding the making of 'The Hobbit' have been settled so that the two films involved will be made in New Zealand. Do you approve or disapprove of the actions of the Prime Minister and the government in securing the films for New Zealand?

	Total	NZ European/		Other
		Pakeha	Māori/Pacific	
Base =	372	292	35	45
	%	%	%	%
Yes, approve	71	74	71	59
No, disapprove	15	13	20	18
Don't know/No opinion	14	13	9	22
Total	100	100	100	100

Total may not sum to 100% due to rounding.



Table 4:

Q9d. The issues surrounding the making of 'The Hobbit' have been settled so that the two films involved will be made in New Zealand. Do you approve or disapprove of the actions of the Prime Minister and the government in securing the films for New Zealand?

Base =	Total	Upper North Lower/Central		
		Island	North Island	South Island
	372	166	81	125
	%	%	%	%
Yes, approve	71	71	73	71
No, disapprove	15	13	17	16
Don't know/No opinion	14	16	10	13
Total	100	100	100	100

Total may not sum to 100% due to rounding.

Table 5:

Q9d. The issues surrounding the making of 'The Hobbit' have been settled so that the two films involved will be made in New Zealand. Do you approve or disapprove of the actions of the Prime Minister and the government in securing the films for New Zealand?

Base =	Total	Under	\$40,000 -	Don't	
		\$40,000	\$69,999	\$70,000 plus	know/refused
	372	144	94	92	42
	%	%	%	%	%
Yes, approve	71	73	65	75	71
No, disapprove	15	15	19	12	12
Don't know/No opinion	14	12	16	13	17
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.



Table 6:

Q9e. And do you approve or disapprove of the way the issues were handled by the trade unions?

	Total	Male	Female
Base =	372	192	180
	%	%	%
Yes, approve	16	18	14
No, disapprove	61	63	60
Don't know/No opinion	23	19	26
Total	100	100	100

Total may not sum to 100% due to rounding.

Table 7:

Q9e. And do you approve or disapprove of the way the issues were handled by the trade unions?

	Total	15-34 years	35 to 54 years	55 years and over
Base =	372	78	126	168
	%	%	%	%
Yes, approve	16	17	19	11
No, disapprove	61	58	55	73
Don't know/No opinion	23	26	26	16
Total	100	100	100	100

Total may not sum to 100% due to rounding.

Table 8:

Q9e. And do you approve or disapprove of the way the issues were handled by the trade unions?

	Total	NZ European/		
		Pakeha	Maori/Pacific	Other
Base =	372	292	35	45
	%	%	%	%
Yes, approve	16	13	33	17
No, disapprove	61	64	56	52
Don't know/No opinion	23	23	12	31
Total	100	100	100	100

Total may not sum to 100% due to rounding.



Table 9:

Q9e. And do you approve or disapprove of the way the issues were handled by the trade unions?

	Base =	Total	Upper North	Lower/Central	South Island
			Island	North Island	
		372	166	81	125
		%	%	%	%
Yes, approve		16	17	16	14
No, disapprove		61	59	66	61
Don't know/No opinion		23	24	18	25
Total		100	100	100	100

Total may not sum to 100% due to rounding.

Table 10:

Q9e. And do you approve or disapprove of the way the issues were handled by the trade unions?

	Base =	Total	Under	\$40,000 -	\$70,000 plus	Don't
			\$40,000	\$69,999	know/refused	
		372	144	94	92	42
		%	%	%	%	%
Yes, approve		16	19	16	16	5
No, disapprove		61	61	57	65	67
Don't know/No opinion		23	20	28	19	29
Total		100	100	100	100	100

Total may not sum to 100% due to rounding.

Research New Zealand is an independent, New Zealand-owned research organisation undertaking social and business research.

www.researchnz.com