



What makes New Zealanders proud of their Country?

The Rugby World Cup will see a very large number of visitors come to our country. New Zealanders are generally very proud of their country and one can expect that they will be quick to point out to the visitors the things about New Zealand that make them feel especially proud.

So, as part of a larger study of national identity, Research New Zealand decided to find out what our visitors were likely to be told about the achievements of New Zealand and New Zealanders when the topic comes up in conversation.

Not unexpectedly, sport came up as the number one topic (51 percent); first in the context of the All Blacks (12 percent) and then as sport in general (39 percent).

What may be surprising to some, is that in second place came pride in our societal and political achievements (24 percent), such as freedom of speech, our nuclear free policy, and the granting of the vote to women as the first country in the world, and so on. A total of 15 percent of respondents mentioned an achievement that could be classified under this heading. Pride in our culture was mentioned by seven percent - we believe ourselves to be a friendly, laid back, helpful, caring and peaceful group of people. Our high standard of living and quality of life was mentioned by two percent.

Those of us who have achieved fame, such as Sir Edmund Hillary, Kiri Te Kanawa and Hayley Westenra were mentioned by 21 percent of the respondents.

Our scientific achievements also came in for mention (13 percent), specifically Lord Ernest Rutherford and the splitting of the atom, mentioned by six percent, while seven percent mentioned our scientific achievements generally, often expressed as “Kiwi Ingenuity”.

Unexpectedly, the factor we promote constantly, our clean green image, mentioned by three percent, barely rated as an achievement. And it can't be said that we rate our industry or business achievements particularly highly – they were mentioned by only 5 percent.

“To the list should probably be added an unusual degree of modesty, since we had expected the list to be a great deal longer”, said Research New Zealand Director, Emanuel Kalafatelis.



The Research New Zealand poll of 1,250 people aged 18 and over was conducted by telephone on 9 to 27 August 2011. The maximum margin of error for the sample as a whole is +/- 3.8 % (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.

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Table 1:

Q9g. Can you think of any achievements of New Zealand that you feel particularly proud of?

Base =	Total 1252 %	
Sport	51	
The All Blacks		12
Our national sports teams & individuals/General sporting achievements		39
Society and politics	24	
Principles (freedom of speech, democracy, nuclear free policy, NZ women were the first to be given the right to vote)		15
New Zealand culture – friendly, laid back, caring, peaceful & helpful people		7
Standard of living/Quality of life		2
Famous New Zealanders	21	
Sir Edmund Hillary/Mt Everest		15
Other famous New Zealanders e.g. Billy T James, Kiri Te Kanawa, Hayley Westenra		6
Science	13	
Scientific achievements generally/Research & development – “Kiwi ingenuity”		7
Lord Ernest Rutherford/Splitting the atom		6
Industry	5	
Business, industry, exports		4
Agricultural/Pastoral industry		1
The natural environment	3	
Clean, green image/Tourism industry		3
Other	8	
Other		4
Nothing in particular/Proud of what New Zealand achieves generally		4
Don't know/Can't think of any	15	15

Total may exceed 100% because of multiple response.

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