



MEDIA RELEASE

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For immediate release

Majority see no significance in Waitangi Day

More than half of all New Zealanders believe Waitangi Day, the country's national day, has no significance for them, a poll conducted by Research New Zealand has found.

The exception is Maori, nearly three-quarters of whom see Waitangi Day as significant.

Research New Zealand director Emanuel Kalafatelis said that the poll showed 55% of New Zealanders rated Waitangi Day as not significant to them, as opposed to 43% who saw it as significant. Two percent "didn't know".

The poll also showed that although there were no differences by sex, when the figures were analysed in terms of age and ethnicity, there were some differences across the population groups.

Maori are more likely than other population groups to see Waitangi Day as significant.

"Ethnicity accounts for the greatest differences in opinion, with 73% of Maori considering Waitangi Day to be a meaningful day to them, compared to 36% of people who described themselves as New Zealand European", Mr Kalafatelis says.

And younger people, up to and including 29 year olds, were more likely to see Waitangi Day as significant than more older people, Mr Kalafatelis said.

"Breaking down the figures by age, those aged 15 to 29 were evenly split on whether it was a significant day, but for those aged 50 or over, more than 60% rated it as not significant," Mr Kalafatelis says.

Survey participants were asked the question: "Tuesday the 6th of February is Waitangi Day. Is this a meaningful day of national significance to you?" The results, broken down by age, are outlined in the table below:

	Total	15-29	30-39	40-49	50+
Yes	43%	49%	41%	46%	38%
No	55%	49%	59%	51%	61%
Don't know	2%	3%	0%	3%	1%
Total	100%	100%	100%	100%	100%

Total may exceed 100% due to rounding.

	Total	NZ European	Maori	Other
Yes	43%	36%	73%	45%
No	55%	62%	27%	51%
Don't know	2%	1%	0%	4%
Total	100%	100%	100%	100%

Total may exceed 100% due to rounding.

The omnibus survey of 503 randomly selected people aged 15 and over was conducted by telephone between January 23 and 31. The margin of error is +/- 4.4% (at the 95% confidence level). The data has been weighted to ensure it's an accurate representation of New Zealand's general public. The poll was not taken for any particular client but conducted as part of Research New Zealand's monthly survey of attitudes and opinions.

Ends

Media contact: John King 027 610 88 96