



research
NEW ZEALAND

**A Report on a Survey of New Zealanders
about their National Identity**





Introduction and sample

This report presents the results of a survey about people living in New Zealand and their national identity.

A nationally representative sample of n=1,252 New Zealanders, 18 years of age or more, was interviewed, by telephone, between 9 and 27 August 2011. The sample was weighted to ensure that total sample proportions by age and gender were representative of the New Zealand population as a whole. Māori were specifically over-sampled for this survey, so that we could compare the results for Māori with those of non-Māori, as well as other people born in New Zealand, naturalised New Zealanders, and immigrants who are not (yet) naturalised.

The maximum sampling error, at the 95% confidence level, for the weighted sample, is ±3.2 percent.

Just over three-quarters of the survey sample (77 percent) said they were born in New Zealand, with the others born overseas in a diverse range of countries, including the United Kingdom, Australia, the Pacific, Asia, the Americas, South Africa and various European countries. Forty-four percent of those who were born overseas had become naturalised since their arrival.

Key results

1. New Zealand may be geographically distant, situated in the lower South Pacific, but New Zealanders are internationally connected and outward-looking.

Just under one-half of respondents (48 percent) stated they had affinity with New Zealand **only**. A similar proportion (51 percent) said they **mainly** had an affinity with New Zealand or with New Zealand **and** other countries.

2. We prefer to describe ourselves as “New Zealanders” or “Kiwis”.

When asked, almost two-thirds of respondents said they described themselves as a “**New Zealander**” (44 percent) or a “**Kiwi**” (20 percent).

With the exception of non-naturalised immigrants, Māori were the least likely to say they described themselves as a “New Zealander” (31 percent) or a “Kiwi” (seven percent). Instead, they were much more likely to say they described themselves as “Māori” (69 percent).

3. While we continue to be connected with the United Kingdom and other Western countries, this is changing.

Overall, most respondents who said they had an affinity with New Zealand and other countries stated they had an affinity with the **United Kingdom** (43 percent), **Australia** (21 percent) and/or **a European country** (17 percent).

In addition, 13 percent had an affinity with China or some other Asian country and 10 percent with the United States or Canada. With recent immigration movements, these responses are likely to increase.



- Not surprisingly, as New Zealanders, we are particularly proud of our sporting achievements.

When respondents were asked to identify the achievements that gave New Zealanders the most pride, they most frequently mentioned sporting achievements rather than other types of achievements, such as those of a cultural, social, political or business-related nature.

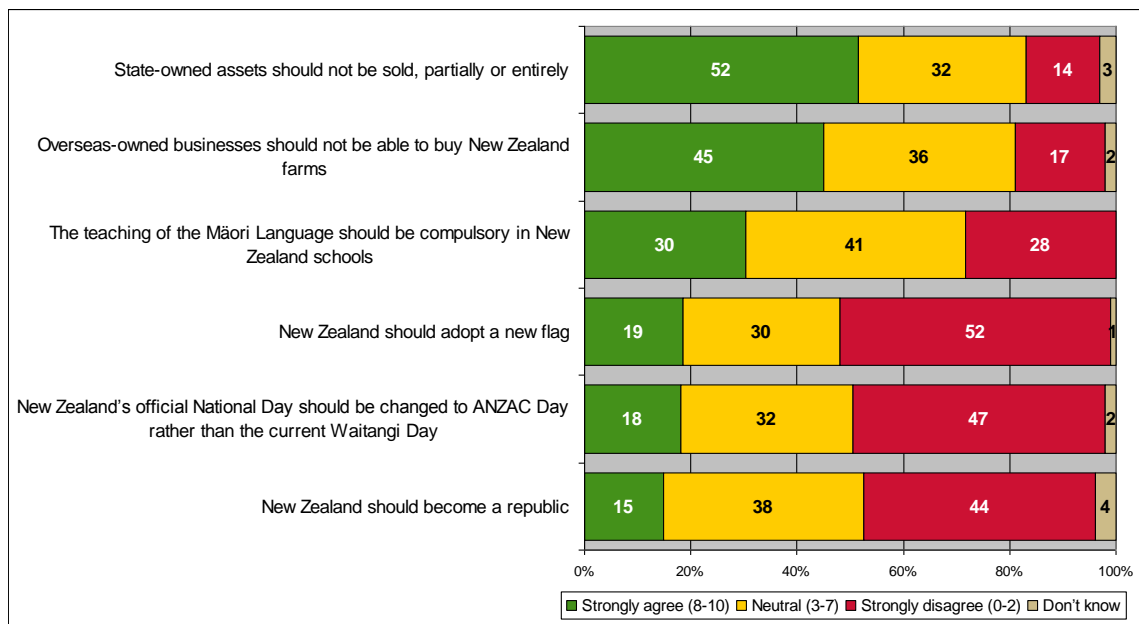
Not surprisingly, the achievements of the **All Blacks** were specifically mentioned in this regard (11 percent), although so were the many achievements other **national sporting teams or individuals** (41 percent combined). Importantly, this is the case regardless of the degree of affinity respondents had with New Zealand or their immigration status.

- There is little support for changes that might affect the way New Zealand 'shows its face' internally and externally to the world (Figure 1).

There is no majority support for New Zealand to become a republic (15 percent support this change); to change New Zealand's official National Day from Waitangi Day to ANZAC Day (18 percent support this); for New Zealand to adopt a new flag (19 percent support this); to enable overseas-owned businesses to be able to buy New Zealand farms (17 percent support); or to sell state-owned assets, either partially or entirely (14 percent support this).

Of the six changes respondents were asked to rate their support for, the strongest support was expressed for the teaching of the **Māori language to be compulsory in New Zealand schools** (30 percent support). However, with 28 percent disagreeing with this change, opinion is currently polarised.

Figure 1: Agreement-disagreement with changes





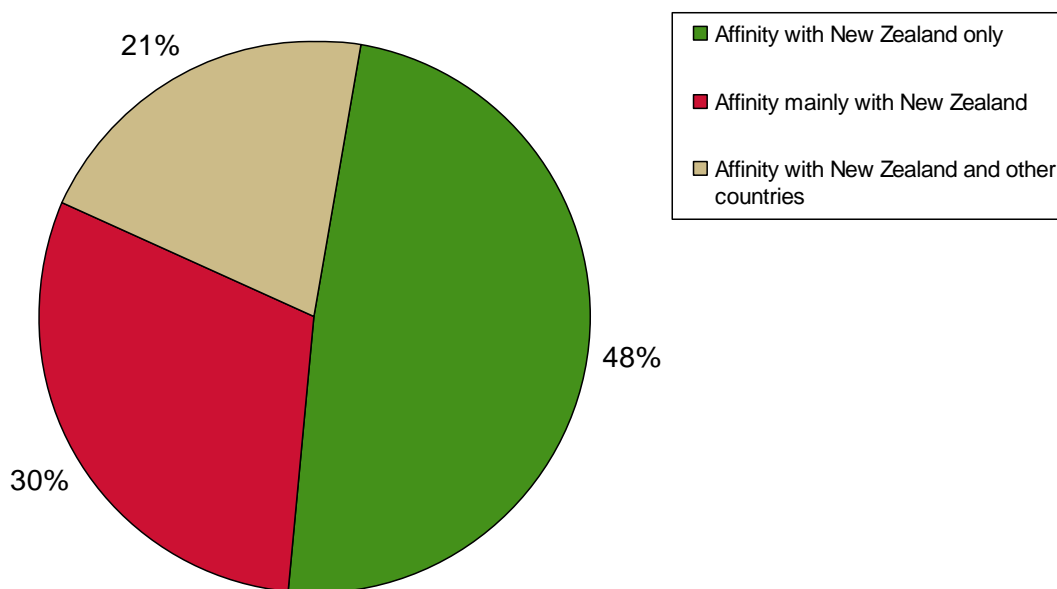
Detailed results

Affinity with New Zealand

Respondents were asked to rate their affinity with New Zealand using a 0–10 scale. If they **only** had an affinity with New Zealand, they were asked to rate themselves a 10. If they did not have any affinity with New Zealand, they were asked to rate themselves a 0. They could, of course, rate themselves between these two extremes using any number between 0-10, but nobody gave a rating less than 3.

Not surprisingly, given that New Zealand has significant immigration, the affinities of respondents generally included New Zealand **and** a range of other countries. In fact, this was the case for 51 percent of respondents; with 30 percent stating they **mainly** had an affinity with New Zealand, while 21 percent stated they had an affinity with New Zealand **and** other countries.

Figure 2: Affinity with New Zealand



In comparison, 48 percent of respondents stated they had an affinity with New Zealand **only**. As Table 1 shows, Māori (15 percent) are significantly represented amongst in this group of respondents.

At the other extreme, immigrants who were not naturalised (32 percent) were, not surprisingly, the most likely to state they have an affinity with New Zealand **and** other countries.



Table 1: Immigrations status – By affinity with New Zealand

Q. On a scale of 0 - 10 where 10 means having an affinity with only New Zealand, and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

	Total	Affinity with New Zealand only	Affinity mainly with New Zealand	Affinity with New Zealand and other countries
Base =	1240*	683	336	221
	%	%	%	%
NZ born non-Māori	67	77	67	43
New Zealand Māori	11	15	7	7
Immigrant – naturalised	10	4	14	18
Immigrant – not naturalised	12	4	12	32
Total	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those who provided an affinity rating (excludes those whose response was 'don't know').

Respondents who had an affinity with New Zealand **and** other countries also tend to have a younger age profile, compared with those who had an affinity with New Zealand **only** (42 percent and 23 percent respectively for 18-34 year olds) (Table 2). This may be for a number of reasons, including the fact that the younger age group comprises people who have most likely travelled and/or lived in other countries, while immigrants in general tend to be younger in age than average.

Table 2: Age – By affinity with New Zealand

Q. On a scale of 0 - 10 where 10 means having an affinity with only New Zealand, and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

	Total	Affinity with New Zealand only	Affinity mainly with New Zealand	Affinity with New Zealand and other countries
Base =	1240*	683	336	221
	%	%	%	%
18-34 years	31	23	36	42
35 to 54 years	40	42	37	37
55 years and over	30	35	27	21
Total	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those who provided an affinity rating (excludes those whose response was 'don't know').



How do New Zealanders describe themselves?

Having found that almost one-half of respondents had an affinity with New Zealand **only** (48 percent) and just over one half had an affinity with New Zealand **and** other countries (52 percent), we asked respondents how they described their nationality when asked.

Overall, most respondents said they described themselves as a “New Zealander” (44 percent) or a “Kiwi” (20 percent), although as Table 3 shows, this correlates with the degree of affinity respondents have with New Zealand. Respondents who had an affinity with New Zealand **only**, or **mainly** with New Zealand, were the most likely to describe themselves using these terms (e.g. 48 percent of respondents who had an affinity with New Zealand only, said they described themselves as “New Zealanders” and 24 percent as “Kiwis”).

In comparison, respondents who had an affinity with New Zealand **and** other countries were the most likely to describe themselves in other ways (e.g. 11 percent describe themselves as European). Nevertheless, over 40 percent of these respondents also described themselves as a “New Zealander” or as a “Kiwi”.

Table 3: How do New Zealanders describe themselves? – By affinity with New Zealand

Q. When you are asked about your nationality, how do you describe yourself?

	Total	Affinity with New Zealand only	Affinity mainly with New Zealand	Affinity with New Zealand and other countries
Base =	1240*	683	336	221
	%	%	%	%
New Zealander	44	48	46	30
Kiwi	20	24	21	12
New Zealand European	11	12	11	11
Māori	8	11	4	5
European	6	4	6	11
Pakeha	5	5	6	4
English/British	3	1	3	8
Indian	2	0	1	6
Samoan	1	0	0	4
Chinese	1	0	0	4
Cook Island Māori	0	0	0	2
Tongan	0	0	0	0
Other	8	4	11	15
Don't know	0	0	0	1

Total may exceed 100% because of multiple response.

*Sub-sample based on those who provided an affinity rating (excludes those whose response was 'don't know').



In terms of immigration status, Māori were, with the exception of non-naturalised immigrants, the least likely to say they described themselves as a “New Zealander” (31 percent) or a “Kiwi” (seven percent) (Table 4). They were, instead, the most likely to say they described themselves as “Māori” (69 percent).

In comparison, New Zealand non-Māori were the most likely to say they described themselves as a “New Zealander” (53 percent) or as a “Kiwi” (27 percent).

Table 4: How do New Zealanders describe themselves? – By immigration status

Q. When you are asked about your nationality, how do you describe yourself?

	Base =	Total 1252 %	New Zealand non-Māori 697 %	New Zealand Māori 346 %	Immigrant - naturalised 103 %	Immigrant - not naturalised 106 %
New Zealander		44	53	31	41	6
Kiwi		20	27	7	12	3
New Zealand European		11	15	4	3	4
Pakeha		6	8	2	0	1
European		6	4	6	10	14
Māori		8	0	69	0	0
Samoan		1	0	0	4	1
Cook Island Māori		1	0	0	0	4
Tongan		0	0	1	0	1
Chinese		1	0	1	2	4
Indian		2	1	1	1	10
English/British		3	0	1	8	17
Other		8	1	3	23	37

Total may exceed 100% because of multiple response.

Please refer to Appendix A to see what the 1996 Census of Population and Dwellings has to say about Place of birth and Ethnicity.



Which countries do New Zealanders have the most affinity with?

As noted above, approximately one-fifth of respondents stated they had an affinity with New Zealand and other countries. These respondents were asked to identify these other countries.

Overall, most stated they had an affinity with the United Kingdom (43 percent), Australia (21 percent) and/or a European country (17 percent) (Table 5). Interestingly, 13 percent had an affinity with China or some other Asian country and 10 percent with the United States or Canada. Five percent stated they had an affinity with Samoa or the Cook Islands.

Table 5: Which countries do New Zealanders have an affinity with? – By immigration status

Q. What other country or countries do you have an affinity with?

	Total	New Zealand born non- Māori	New Zealand Māori	Immigrant - naturalised	Immigrant - not naturalised
Base =	233*	96	44	39	54
	%	%	%	%	%
Australia	21	29	26	16	12
United Kingdom	43	53	33	38	34
Canada/United States	10	12	4	15	6
Samoa	4	2	5	10	2
Cook Islands	1	0	7	3	0
China/Other Asian country	13	6	4	4	29
European country	17	24	12	18	8
Other	9	3	11	20	12
No other country	9	12	19	7	4
Don't know	1	1	0	0	2

Total may exceed 100% because of multiple response.

*Sub-sample based on those respondents who rated their affinity with New Zealand as less than 7 on a scale of 0-10, where 10='affinity with only NZ'.

New Zealand-born non-Māori were the most likely to state they had an affinity with the United Kingdom (53 percent), Australia (29 percent) and a European country (24 percent). In comparison, immigrants not yet naturalised were the most likely to state they had an affinity with China or some other Asian country (29 percent). The sub-sample of these respondents is relatively small, and care should therefore be taken when interpreting the results.



Countries of affinity also differed by age, with older respondents (i.e. aged 55 years or more) stating the strongest affinity with the United Kingdom (58 percent) and Australia (34 percent); and younger respondents (i.e. aged 18-34 years of age) were more likely to state an affinity with China or some other Asian country (20 percent). Note that this age group was also the most likely to state that they have an affinity with Samoa (eight percent).

Table 6: Which countries do New Zealanders have an affinity with? – By age group

Q. What other country or countries do you have an affinity with?

	Total	18-34 years	35 to 54 years	55 years and over
Base =	233*	65	82	86
	%	%	%	%
Australia	21	22	13	34
United Kingdom	43	27	54	58
Canada/United States	10	10	9	13
Samoa	4	8	0	1
Cook Islands	1	1	2	0
China/Other Asian country	13	20	7	7
European country	17	11	28	10
Other	9	8	13	6
No other country	9	15	1	10
Don't know	1	2	1	0

Total may exceed 100% because of multiple response.

*Sub-sample based on those respondents who rated their affinity with New Zealand as less than a 7 (on a scale of 0-10, where 10='affinity with only NZ').



Which achievements are New Zealanders particularly proud of?

When respondents were asked to identify the achievements that gave them the most pride in New Zealand, they most frequently mentioned sporting achievements, rather than other types of achievements, such as those of a cultural, social, political or business-related nature.

Not surprisingly, the achievements of the **All Blacks** were specifically mentioned in this regard (11 percent), although so were the many achievements of other **national sporting teams or individuals** (41 percent combined). Importantly, this was the case regardless of the degree of affinity respondents had with New Zealand (Table 7).

Table 7: Which achievements are New Zealanders particularly proud of? – By affinity with New Zealand

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

	Base =	Total 1240* %	Affinity with New Zealand only 683 %	Affinity mainly with New Zealand 336 %	Affinity with New Zealand and other countries 221 %
Our national sports teams & individuals/General sporting achievements		41	44	37	39
The All Blacks		11	11	12	10
Sir Edmund Hilary - Mt Everest		14	12	17	15
Lord Rutherford - Splitting the atom		6	5	8	6
Other famous New Zealanders/Billy T James, Kiri Te Kanawa, Hayley Westenra etc.		5	5	5	6
The music industry		1	1	0	1
New Zealand culture - friendly, laid back, caring, peaceful and helpful people		7	6	5	11
Business - industry - exports		5	4	6	3
Agricultural - Pastoral industry		1	1	2	0
The natural environment		4	2	1	10
Clean, green image - tourism industry		3	2	3	5
Political and social principles - freedom of speech, democracy, nuclear free policy, NZ women were the first to be given the right to vote		14	13	15	15
Scientific achievements generally - research & development – “Kiwi ingenuity”		7	6	8	5
Standard of living - Quality of life		2	2	2	2
Other		3	4	2	1
Nothing in particular - proud of what New Zealand achieves generally		3	4	2	2
Don't know/Can't think of any		16	16	17	14

Total may exceed 100% because of multiple response.

*Sub-sample based on those who provided an affinity rating (excludes those whose response was 'don't know').



The fact that the All Blacks and other national sporting teams or individuals were universally identified as the achievements that gave New Zealanders the most pride is also reflected in the results by immigration status (Table 8). That is, naturalised New Zealanders and immigrants who are not (yet) naturalised were just as likely to mention that they were proud of the All Blacks and other national sporting teams or individuals, as were New Zealand-born non-Māori and Māori.

Table 8: Which achievements are New Zealanders particularly proud of? – By immigration status

Q. People who live in New Zealand may feel proud of New Zealand and its achievements both here and internationally. Can you think of any achievements of New Zealand that you feel particularly proud of?

	Total	New Zealand born non- Māori	New Zealand Māori	Immigrant - naturalised	Immigrant - not naturalised
Base =	1252	697	346	103	106
	%	%	%	%	%
Our national sports teams & individuals/General sporting achievements	41	43	39	40	31
The All Blacks	11	10	12	17	10
Sir Edmund Hilary - Mt Everest	14	15	11	13	11
Lord Rutherford - Splitting the atom	6	7	3	6	2
Other famous New Zealanders/Billy T James, Kiri Te Kanawa, Hayley Westenra etc.	5	6	4	3	6
The music industry	1	1	0	1	1
New Zealand culture - friendly, laid back, caring, peaceful and helpful people	7	6	4	9	12
Business - industry - exports	5	4	4	9	4
Agricultural - Pastoral industry	1	2	0	0	1
The natural environment	4	2	2	5	11
Clean, green image - tourism industry	3	3	3	4	4
Political and social principles - freedom of speech, democracy, nuclear free policy, NZ women were the first to be given the right to vote	14	12	21	20	9
Scientific achievements generally - research & development – “Kiwi ingenuity”	6	8	4	6	4
Standard of living - Quality of life	2	1	1	4	5
Other	3	2	7	2	3
Nothing in particular - proud of what New Zealand achieves generally	3	3	3	2	4
Don't know/Can't think of any	16	17	16	12	16

Total may exceed 100% because of multiple response.



Aside from the All Blacks and other national sporting teams or individuals, many respondents specifically mentioned that they were proud of Sir Edmund Hillary's achievements, and particularly his climbing of Mt Everest (14 percent). Again, this was much the same whether one was New Zealand born or an immigrant to the country.

A similar proportion also stated they were proud of New Zealand's political traditions and our culture (14 percent); particularly Māori (21 percent), as well as naturalised New Zealanders (20 percent).

Opinions about changes that may take place in the future

Respondents were invited to consider a number of possible changes that might take place in the future; changes that would reflect quite fundamental shifts in the way New Zealand 'shows its face' here and to the world at large. Specifically, these were whether we should change our National Day to ANZAC Day; should become a republic; change our flag; have compulsory teaching of the Māori language in schools; allow the sale of farms to overseas entities; and allow the sale of state-owned assets.

The results are presented below, with the results for the changes which gained the greatest support presented first.

State-owned assets should not be sold, either partially or entirely

Over one-half of respondents (52 percent) agreed that state-owned assets should not be sold, either partially or entirely. In comparison, 14 percent disagreed (Table 9).

Agreement was the strongest for respondents who had an affinity with New Zealand only (60 percent), although 44 percent of each of those who had an affinity mainly with New Zealand and an affinity with New Zealand and other countries were also in agreement.

Over one-half of Māori (60 percent), New Zealand-born non-Māori (53 percent) and naturalised New Zealanders (50 percent) also agreed that state-owned assets should not be sold (Table 10).

While respondents aged 18-34 years tended to give a neutral answer, older age groups were also in agreement that state-owned assets should not be sold (e.g. 60 percent of respondents aged 35-54) (Table 11).

Overseas-owned businesses should not be able to buy New Zealand farms

Forty-five percent of respondents agreed that overseas-owned businesses should not be able to buy New Zealand farms. In comparison, 17 percent disagreed (Table 9).

Agreement was, again, the strongest for respondents who had an affinity with New Zealand only (51 percent), although 40 percent of those who had an affinity mainly with New Zealand and 38 percent of those who had an affinity with New Zealand and other countries were also in agreement.

Māori (51 percent) and New Zealand-born non-Māori (51 percent) were also in agreement that overseas-owned businesses should not be able to buy New Zealand farms, as were respondents in the older age groups (47 percent of respondents aged 55 or more).



The teaching of the Māori language should be compulsory in New Zealand schools

Thirty percent of respondents agreed that the teaching of the Māori language should be compulsory in all schools. However, 28 percent disagreed with this proposal; therefore, opinion is currently polarised.

Not unsurprisingly, support for this change was greatest with Māori (55 percent). In comparison, less than one-third of all other groups, based on their immigration status, expressed support for this change - respondents born in New Zealand who are non-Māori (25 percent), naturalised New Zealanders (30 percent) and non-naturalised immigrants (32 percent).

Support for the change also differed by age, with younger respondents (i.e. aged 18-34 years of age) more likely to agree that the teaching of the Māori language should be compulsory in all schools (40 percent). In comparison, older respondents (i.e. those aged 55 years or more) were the least likely to agree (19 percent).

Support did not differ by the degree of affinity that respondents had with New Zealand.

New Zealand should adopt a new flag

Fewer than one-fifth of respondents agreed that New Zealand should adopt a new flag (19 percent), with most disagreeing with this change (52 percent).

Agreement was strongest amongst naturalised New Zealanders (27 percent), although 47 percent of this group disagreed with the proposal to change the flag.

Disagreement with this change was the same, regardless of the degree of affinity that respondents had with New Zealand, or their age.

New Zealand's official National Day should be changed to ANZAC Day rather than the current Waitangi Day

Fewer than one-fifth of respondents agreed that New Zealand should change its national Day to ANZAC Day (18 percent), with most disagreeing with this change (47 percent). Disagreement was strongest amongst Māori (60 percent).

Disagreement with this change was the same regardless of the degree of affinity that respondents had with New Zealand, or their age.

New Zealand should become a republic

Fifteen percent of respondents agreed that New Zealand should become a republic, with most disagreeing with this change (44 percent). Disagreement was strongest amongst respondents aged 55 years or more (52 percent).

Agreement with the proposal that New Zealand should become a republic was strongest amongst immigrants who were not naturalised (25 percent) and naturalised New Zealanders (20 percent). However, significantly more of both these groups disagreed.



Table 9: Agreement-disagreement with suggested changes – By affinity with New Zealand

Q. On a scale of 0 – 10, where 0 is disagree totally and 10 is agree totally, how much do you agree or disagree with each of the following statements?

	Base =	Total 1240*	Affinity with New Zealand only 683	Affinity mainly with New Zealand 336	Affinity with New Zealand and other countries 221
	%	%	%	%	%
<i>State-owned assets should <u>not</u> be sold, partially or entirely</i>					
Strongly agree (8-10)		52	60	44	44
Neutral (3-7)		32	24	39	40
Strongly disagree (0-2)		14	15	13	12
Don't know		3	2	2	5
		100	100	100	100
<i>Overseas-owned businesses should <u>not</u> be able to buy New Zealand farms</i>					
Strongly agree (8-10)		45	51	40	38
Neutral (3-7)		36	33	42	41
Strongly disagree (0-2)		17	17	17	19
Don't know		2	2	1	1
		100	100	100	100
<i>The teaching of the Māori language should be compulsory in New Zealand schools</i>					
Strongly agree (8-10)		30	30	31	28
Neutral (3-7)		41	39	38	49
Strongly disagree (0-2)		28	30	31	23
Don't know		0	0	0	0
		100	100	100	100
<i>New Zealand should adopt a new flag</i>					
Strongly agree (8-10)		19	19	20	13
Neutral (3-7)		30	25	33	34
Strongly disagree (0-2)		52	54	47	52
Don't know		1	1	1	1
		100	100	100	100

Continued



Table 9: Agreement-disagreement with suggested changes – By affinity with New Zealand (continued)

Q. On a scale of 0 – 10, where 0 is disagree totally and 10 is agree totally, how much do you agree or disagree with each of the following statements?

	Base =	Total 1240*	Affinity with New Zealand only 683	Affinity mainly with New Zealand 336	Affinity with New Zealand and other countries 221
		%	%	%	%
<i>New Zealand's official National Day should be changed to ANZAC Day rather than the current Waitangi Day</i>					
Strongly agree (8-10)		18	19	19	12
Neutral (3-7)		32	28	35	38
Strongly disagree (0-2)		47	51	47	45
Don't know		2	2	1	3
		100	100	100	100
<i>New Zealand should become a republic</i>					
Strongly agree (8-10)		15	13	14	16
Neutral (3-7)		38	37	40	35
Strongly disagree (0-2)		44	45	41	42
Don't know		4	4	3	6
		100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those who provided an affinity rating (excludes those whose response was 'don't know').



Table 10: Agreement-disagreement with suggested changes – By immigration status

Q. On a scale of 0 – 10, where 0 is disagree totally and 10 is agree totally, how much do you agree or disagree with each of the following statements?

Base =	Total 1252 %	New Zealand born non- Māori 697 %	New Zealand Māori 346 %	Immigrant - naturalised 103 %	Immigrant - not naturalised 106 %
<i>State-owned assets should <u>not</u> be sold, partially or entirely</i>					
Strongly agree (8-10)	51	53	60	50	34
Neutral (3-7)	32	31	22	33	45
Strongly disagree (0-2)	14	14	15	17	11
Don't know	3	2	2	0	10
	100	100	100	100	100
<i>Overseas-owned businesses should <u>not</u> be able to buy New Zealand farms</i>					
Strongly agree (8-10)	45	46	51	38	32
Neutral (3-7)	36	35	29	35	46
Strongly disagree (0-2)	18	17	19	25	17
Don't know	2	2	0	1	5
	100	100	100	100	100
<i>The teaching of the Māori language should be compulsory in New Zealand schools</i>					
Strongly agree (8-10)	30	25	55	30	32
Neutral (3-7)	41	40	35	32	52
Strongly disagree (0-2)	29	33	8	38	14
Don't know	0	1	0	1	1
	100	100	100	100	100
<i>New Zealand should adopt a new flag</i>					
Strongly agree (8-10)	19	17	19	27	16
Neutral (3-7)	30	28	32	26	34
Strongly disagree (0-2)	52	54	48	46	46
Don't know	1	0	2	2	4
	100	100	100	100	100

Continued



Table 10: Agreement-disagreement with suggested changes – By immigration status (continued)

On a scale of 0 – 10, where 0 is disagree totally and 10 is agree totally, how much do you agree or disagree with each of the following statements?

	Total	New Zealand born non-Māori	New Zealand Māori	Immigrant - naturalised	Immigrant - not naturalised
Base =	1252	697	346	103	106
	%	%	%	%	%
<i>New Zealand's official National Day should be changed to ANZAC Day rather than the current Waitangi Day</i>					
Strongly agree (8-10)	18	18	12	18	13
Neutral (3-7)	33	31	25	38	41
Strongly disagree (0-2)	47	47	60	41	40
Don't know	2	3	3	5	5
	100	100	100	100	100
<i>New Zealand should become a republic</i>					
Strongly agree (8-10)	15	12	14	20	25
Neutral (3-7)	38	41	39	26	32
Strongly disagree (0-2)	44	44	42	48	37
Don't know	4	3	5	5	7
	100	100	100	100	100

Total may not sum to 100% due to rounding.



Table 11: Agreement-disagreement with suggested changes – By age

Q. On a scale of 0 – 10, where 0 is disagree totally and 10 is agree totally, how much do you agree or disagree with each of the following statements?

Base =	Total	18-34	35-54	55+
	1252	232	479	541
	%	%	%	%
<i>State-owned assets should not be sold, partially or entirely</i>				
Strongly agree (8-10)	51	38	60	53
Neutral (3-7)	32	45	25	26
Strongly disagree (0-2)	14	12	11	18
Don't know	3	6	1	1
	100	100	100	100
<i>Overseas-owned businesses should not be able to buy New Zealand farms</i>				
Strongly agree (8-10)	45	38	47	47
Neutral (3-7)	36	41	36	31
Strongly disagree (0-2)	18	18	15	20
Don't know	2	2	1	2
	100	100	100	100
<i>The teaching of the Māori language should be compulsory in New Zealand schools</i>				
Strongly agree (8-10)	30	40	30	19
Neutral (3-7)	41	43	44	34
Strongly disagree (0-2)	29	16	25	45
Don't know	0	1	0	1
	100	100	100	100
<i>New Zealand should adopt a new flag</i>				
Strongly agree (8-10)	19	15	19	20
Neutral (3-7)	30	33	28	25
Strongly disagree (0-2)	52	50	53	52
Don't know	1	1	0	2
	100	100	100	100

Continued



Table 11: Agreement-disagreement with suggested changes – By age (continued)

Q. On a scale of 0 – 10, where 0 is disagree totally and 10 is agree totally, how much do you agree or disagree with each of the following statements?

	Total	18-34	35-54	55+
Base =	1252	232	479	541
	%	%	%	%
<i>New Zealand's official National Day should be changed to ANZAC Day rather than the current Waitangi Day</i>				
Strongly agree (8-10)	18	12	14	28
Neutral (3-7)	33	38	32	26
Strongly disagree (0-2)	47	45	41	44
Don't know	2	4	2	2
	100	100	100	100
<i>New Zealand should become a republic</i>				
Strongly agree (8-10)	15	11	17	15
Neutral (3-7)	38	43	40	28
Strongly disagree (0-2)	44	40	39	52
Don't know	4	6	4	3
	100	100	100	100

Total may not sum to 100% due to rounding.



Appendix A: 2006 Census of population and Dwellings



Place of birth

The 2006 Census of the population included questions on birthplace, and if a person was not born here, the year of their arrival in New Zealand. It also included questions about ethnicity, languages spoken, and whether the person had a Māori ancestor.

Prior to the Second World War, the majority of immigrants to New Zealand came from the United Kingdom, with small numbers of immigrants coming from other English-speaking countries and Europe. After the Second World War immigration from European countries other than the UK increased markedly, and more recently, the number of immigrants from China and other Asian countries.

Until the end of 2005, children born in New Zealand, the Cook Islands, Niue or Tokelau became New Zealand citizens at birth. Likewise, children born overseas to a New Zealand parent, could claim New Zealand citizenship by descent. In addition, immigrants could, after a certain period of residence, apply for New Zealand citizenship by naturalisation.

As one would expect, the majority of people living in New Zealand were born here. The proportion of people usually living in New Zealand on Census night, who were born overseas, was 17.5 percent in 1996, rising to 19.5 percent in 2001, and 22.9 percent in 2006. That is, the proportion of people living in New Zealand who were born overseas is rising steadily.

In addition, the mix of overseas birthplaces is also changing rapidly. The 2006 Census showed that of the New Zealand population of 4,027,947, 879,543, or 22.9 percent, were born overseas. The most common birthplaces, as a proportion of the total population were, in descending order, England (202,401 – 5.0%), The People’s Republic of China (78,117 – 1.9%), Australia (62,742 – 1.6%), Samoa (50,649 – 1.3%), India (43,344 – 1.1%), South Africa (41,676 – 1.0%), Fiji (37,746), Scotland (29,016 – 0.7%) and the Republic of Korea (28,806 – 0.7%).

In the survey, respondents who were born in New Zealand, or who were naturalised New Zealanders or non-naturalised immigrants were 77 percent, 10 percent and 13 percent respectively.

Ethnicity

Ethnicity has been measured in a number of different ways in recent Censuses. In 2006, participants completing the Census were given a choice of possible ethnic groups they could belong to, and were invited to write in any other ethnic group they might belong to. The opportunity was open to indicate more than one ethnic group. This leads to percentages that exceed 100 percent.

A particular problem is, of course, the concept of New Zealander. Until 2006, anyone who described themselves as a “New Zealander” (a write-in option), was counted as New Zealand European. In 2006, they were counted for the first time as “New Zealanders” and became part of the ‘Other Ethnicity’ category.



One can also belong to more than one ethnic group, and in the 2006 Census, there were 4,261,110 responses to the ethnicity question from 3,860,163 individuals. The largest ethnic groups were European (2,609,589), Māori (565,329), and Asian (354,552).



Appendix B: Questionnaire



Q9a. Were you born in New Zealand or another country? **If necessary:** Which one?

- 1New Zealand
- 2Australia
- 3Samoa
- 4Fiji
- 5Tonga
- 6United Kingdom
- 7Other Europe/Russia
- 8China
- 9India/Pakistan
- 10 ...Other Asia
- 11 ...US/Canada
- 12 ...Other North or South America
- 13 ...South Africa
- 14 ...Other Africa
- 96 ...Other **Specify**

Q9b. **If 0=1 go to 0** Have you become a naturalized New Zealand citizen since arriving here?

- 1Yes
- 2No
- 98 ...Don't know

Q9c. **If 0=1 go to 0** For how many years in total have you lived in New Zealand?

- 10-4 years
- 25 – 9 years
- 310 – 20 years
- 4More than 20 years

Q9d. When you are asked about your nationality, how do you describe yourself? **Code many**

- 1New Zealander
- 2New Zealand European
- 3Pakeha
- 4Maori
- 5Samoan
- 6Cook Island Maori
- 7Tongan
- 8Niuean
- 9Chinese
- 10 ...Indian
- 96 ...Other (specify)



Q9e. Some people who live in New Zealand may feel they have an affinity with New Zealand only, while others have affinities with other countries. On a scale of 0 – 10 where 10 means having an affinity with only New Zealand, and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

If necessary: By 'affinity' I mean a sense of belonging or connection.

- 0Have no affinity with New Zealand
- 1
- 2
- 3
- 4
- 5Have equal affinity with NZ and another country
- 6
- 7
- 8
- 9
- 10 ...Affinity with only New Zealand

Q9f. **If 0>7 go to 0** What other country or countries do you have an affinity with?

- 1Australia
- 2United Kingdom
- 3Canada/United States
- 4Samoa
- 5Cook Islands
- 96 ...Other **Specify**
- 97 ...No other country

Q9g. People who live in New Zealand may feel proud of New Zealand and its achievements both here and internationally. Can you think of any achievements of New Zealand that you feel particularly proud of?

- 1Answer **Specify**
- 98 ...Don't know/Can't think of any



Q9h. On a scale of 0 – 10, where 0 is disagree totally and 10 is agree totally, how much do you agree or disagree with each of the following statements? **RND.**

	Strongly disagree										Neutral			Strongly agree			DK	Ref	
	0	1	2	3	4	5	6	7	8	9	10	98	99	98	99	98	99	98	99
a. NZ's official national day should be changed to ANZAC Day rather than the current Waitangi Day	0	1	2	3	4	5	6	7	8	9	10	98	99	98	99	98	99	98	99
b. NZ should become a republic	0	1	2	3	4	5	6	7	8	9	10	98	99	98	99	98	99	98	99
c. NZ should adopt a new national flag	0	1	2	3	4	5	6	7	8	9	10	98	99	98	99	98	99	98	99
d. The teaching of the Maori Language should be compulsory in all NZ schools	0	1	2	3	4	5	6	7	8	9	10	98	99	98	99	98	99	98	99
e. Overseas-owned businesses should not be able to buy NZ farms	0	1	2	3	4	5	6	7	8	9	10	98	99	98	99	98	99	98	99
f. State-owned assets should not be sold (partially or entirely)	0	1	2	3	4	5	6	7	8	9	10	98	99	98	99	98	99	98	99