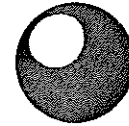


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RESEARCH
INTERNATIONAL

NEW ZEALAND

NEW ZEALAND'S
CULTURAL IDENTITY
STAGE II : QUANTITATIVE
MEASUREMENT

PREPARED FOR:

Saatchi & Saatchi Advertising
On behalf of
New Zealand Broadcasting Commission

DISTRIBUTION

Ms. J. Turkington
Dr. R. Harley

Job No. 10-1469
November, 1990

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1. BACKGROUND

1. BACKGROUND

The New Zealand Broadcasting Commission's primary function is to use the broadcasting fee it collects to promote programmes which reflect New Zealand's identity and culture. The Commission's mission as defined in the Broadcasting Act is 'to reflect and develop New Zealand identity and culture by promoting programmes about New Zealand and New Zealand interests'.

Revenue generated by the broadcasting fee enables the Broadcasting Commission to ensure that programmes which address the needs of smaller segments of the population (which would otherwise be regarded as less commercially viable) are produced and broadcasted, thus not only addressing needs of specific target groups, but also broadening the range of programmes available for 'mainstream' audiences. The Act says 'the Commission must ensure that a range of broadcasts is available for the interests of women and children and persons with disabilities in the community including ethnic minorities', and that the Commission shall 'ensure reasonable provision is made to assist in the production of drama and documentary programmes'.

This report presents the findings of the second stage of a two-stage research exercise, which has been specifically designed to provide a comprehensive understanding of the key dimensions which reflect New Zealand's identity. This information, will, in turn, assist the Commission in its policy formulation with regard to the role of addressing the needs of specific minority groups.

The first stage, reported in August 1990, Job No. 10-1428 'New Zealand's Cultural Identity' focused upon exploring and understanding, in breadth and depth, the range of values and opinions which reflect the cultural needs of a range of different groups within New Zealand, and their needs and expectations of a broadcasting system.

The second stage reported on here has provided a larger scale measurement of the values and themes identified by the original research. It has been designed to add 'weight' or prioritise the themes identified by the first stage, and to enable the needs of the specific interest or minority groups of importance to the Commission to be profiled on a more valid, and accurate quantitative database.

2. OBJECTIVES

2. OBJECTIVES

Specifically the objectives of the research are to :

- (i) Provide the Broadcasting Commission with an overall perspective of how New Zealanders see themselves, their country and their future.

- (ii) Highlight specific characteristics, needs or concerns of the individual interest groups of importance to the Commission.

- (iii) Provide an indication of the current evaluation of the media and New Zealanders' needs in the context of the media.

3. METHOD AND SAMPLE

3.1 OVERVIEW

All interviewing was undertaken by telephone using a structured questionnaire developed and designed on the basis of information derived from the first, qualitative, stage of the research. (See Appendix).

Each interview was approximately 40 minutes in length and undertaken by Research International New Zealand's exclusive team of trained interviewers between 10 October and 2nd November 1990.

3.2 THE PILOT SURVEY

An initial draft questionnaire was carefully piloted on a small sample of 10 (between 1 and 5 October 1990) covering a wide age range to provide guidance on appropriate fine-tuning of the proposed approach or content. The pilot survey was undertaken to ensure that :

- (i) The attitude statements which form the basis of the questionnaire were clearly understood and appropriate for all ages and special interest groups.
- (ii) The questionnaire logic and flow of questioning was sound.
- (ii) The viability of conducting the research by telephone.

Although Research International New Zealand's interviewing team is particularly skilled and experienced in telephone interviewing, and over the years has successfully undertaken many surveys of similar complexity and length, it was felt important to undertake a small pilot to ensure that this approach was appropriate in this instance.

Based on the pilot the following decisions and amendments were made :

- (i) Some re-interpretation or rephrasing of statements to ensure comprehension by younger children was made. In cases where this was necessary, the appropriate alternative appears on the questionnaire in bracketed capital letters.

Where questions might have appeared to have little relevance to children e.g. Q.7 about the family, interviewers were carefully briefed to ensure that children were encouraged to consider how they felt people in New Zealand would feel about these issues.
- (ii) The pilot clearly demonstrated that the research could successfully be undertaken by telephone. Respondents were very enthusiastic about the survey content and prepared to take the time to provide considered response.
- (iii) To enhance co-operation, interviewers were instructed to make appointments for a later date to re-contact qualifiers if the time could not be made by respondents to take part in research at the initial contact.
- (iv) Because the majority of the interview was comprised of a series of attitude statements; respondents were encouraged to write down the agreement rating scale at the beginning of the interview for easy referral, and interviewers were briefed to remind respondents about the scale to ensure that the whole of the scale was considered for each and every statement.

3.3 METHOD AND SURVEY PROCEDURE DETAILS

The study was carried out as follows :

- (i) Households for inclusion in the study were randomly selected utilising the telephone directory as the sampling universe.
- (ii) All initial contacting of households was carried out on weekday evenings or on Saturdays, with up to three callbacks being made before that household was replaced.
- (iii) Within each household, to ensure randomness, the person aged 15 years or over whose birthday fell next was selected for interview.
- (iv) In the case of the children's sample, interviews with children were arranged in those households where an adult had already been interviewed. Based on past experience we have found this to be the most expedient way to obtain an interview with a child. This method secures both the permission and trust of the responsible adult. Interviewers were well briefed to ensure that the topic and content of the interview were not discussed between the previously interviewed adult and the child in households where this occurred.
- (v) To ensure that the groups of particular interest to the Client were identified for later examination, questions which provided this definition were included in the introductory section of the questionnaire to enable interviewers to fill set quotas.

These special interest groups are not mutually exclusive, and interviewers were briefed to ensure that the most difficult to fill quotas (e.g. physically disabled) were filled first. For example a physically disabled male pakeha would be included in the disabled quota first rather than the male pakeha quota. Once the disabled quota had been filled, (if this occurred) he would be included in the male pakeha group.
- (vi) It should be noted that in the case of Maori and other ethnic minorities (and physically disabled) classification was made on the basis of respondents self-definition. Ethnic origin therefore is based on individuals' own state of mind and self identity rather than more objective criteria.

3.4 QUOTA AND SAMPLE

A total of 750 interviews were undertaken proportional to population distribution across 12 centres - Auckland, Wellington, Christchurch, Napier/Hastings, Hamilton, Dunedin, Invercargill, Whangarei, Masterton, Gisborne, Palmerston North and Rotorua, with approximately equal quotas set for each of the special interest groups. The special interest groups (and their definition) and quotas set by area were as follows :

		<u>Male</u> <u>Pakeha</u> 15 Yrs & Over	<u>Female</u> <u>Pakeha</u> 15 Yrs & Over	<u>Maori</u> 50 : 50 Male / Female 15 Yrs & Over	<u>Physically</u> <u>Disabled</u> 50 : 50 Male / Female 15 Yrs & Over	<u>Other</u> <u>Ethnic</u> 50 : 50 42% Asian 30% Other Polynesian 20% Other	<u>Children</u> 8 - 14 Years 50 : 50 Male / Female Any Ethnic Origin
Auckland	298	49	49	51	49	51	49
Wellington	134	22	22	22	23	22	23
Christchurch	108	18	18	18	18	18	18
Napier/Hastings	36	6	6	6	6	6	6
Hamilton	36	6	6	6	6	6	6
Dunedin	36	6	6	6	6	6	6
Invercargill	18	3	3	3	3	3	3
Whangarei	18	3	3	3	3	3	3
Masterton	10	2	2	1	2	1	2
Gisborne	18	3	3	3	3	3	3
Palmerston North	20	4	4	3	3	3	3
Rotorua	18	3	3	3	3	3	3
	750	125	125	125	125	125	125

Pakeha includes all European, British, New Zealanders etc.

3.5 SPECIAL INTEREST GROUPS

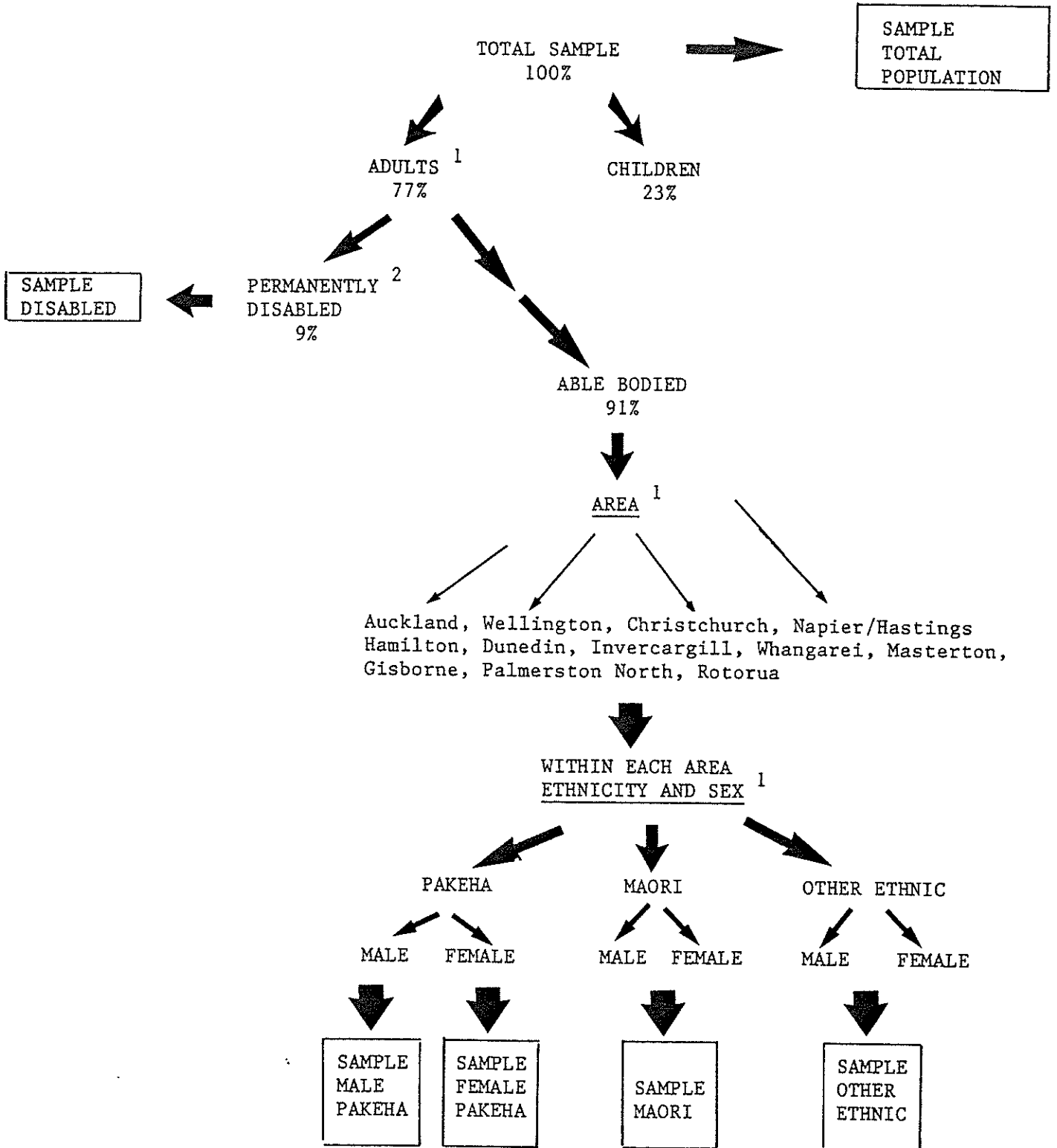
As the definition of each of the groups is not discrete, the size of each group ranged from 122 to 196, overlaps occurred primarily for the physically disabled category. Those with physical disabilities spanned all defined groups excluding children. Overlap also occurred for the children and other ethnic group; with some of the children's sample comprised of those from Asian, Polynesian and other ethnic origin excluding Maori.

	Total Sample	Male Pakeha	Male Pakeha	Maori	Physically Disabled	Other Ethnic	Children
	(750) %	(168) %	(196) %	(122) %	(126) %	(135) %	(130) %
Male Pakeha	22.4	100.0	-	-	34.1	-	-
Female Pakeha	26.1	-	100.0	-	46.8	-	-
Maori	16.3	-	-	100.0	10.3	-	-
Physically Disabled	16.8	25.6	30.1	10.7	100.0	7.4	-
Other Ethnic	18.0	-	-	-	7.9	100.0	9.2
Children	17.3	-	-	-	-	8.9	100.0

3.6 WEIGHTING

At the analysis stage, the data was weighted to ensure that the incidence of the special interest groups reflected their true population representation, using population statistics, the survey data was appropriately extrapolated, based on the following assumptions :

WEIGHTING FRAMEWORK, AND
SUB-SAMPLE DEFINITION



Source

; 1 Department of Statistics, 1986 Census

2 ACC, October 1990, Monthly Abstract of Statistics

3.7 UNWEIGHTED AND WEIGHTED DATA

A comparative description of the unweighted and weighted samples on key database information follows :

	<u>Unweighted</u> <u>Total Sample</u>	<u>Weighted</u> <u>Total Sample</u>
<u>Special Interest</u>	(750)	(1,000)
<u>Groups</u>	%	%
Male Pakeha	22.4	30.5
Female Pakeha	26.1	30.5
Maori	16.2	8.8
Physically Disabled	16.8	6.9
Other Ethnic	18.0	8.5
Children	17.3	22.5
<u>Sex</u>		
Male	48.3	49.8
Female	51.7	50.2
	-----	-----
	100.0	100.0
<u>Age</u>		
8 - 11 years	7.0	9.2
12 - 14 years	10.3	13.3
15 - 24 years	16.0	14.9
25 - 39 years	34.2	31.3
40 - 54 years	16.9	17.1
55 years & over	14.4	13.3
Refused	1.2	0.9
	-----	-----
	100.0	100.0

<u>Lifecycle Stage</u>	<u>Unweighted Total Sample</u> (750) %	<u>Weighted Total Sample</u> (1,000) %
Single living with parents	16.4	18.9
Single living alone sharing house / flat	15.9	13.7
Couple with no children	6.3	5.6
Single parent with child/children	6.4	6.0
Couple, youngest child pre-school	15.3	15.4
Couple youngest child still at school	21.1	21.0
Couple all children left school some/all living at home	4.4	4.1
Couple all children living away from home	9.3	10.1
Refused	4.9	5.2
	<hr/> 100.0	<hr/> 100.0

Socio Economic Level*

High	16.1	18.0
Medium	66.3	67.9
Low	17.6	14.1
	<hr/> 100.0	<hr/> 100.0

* Comprised from a combination of number and age of children, education level, and occupation level.

Area

Auckland	39.3	40.0
Wellington	18.8	17.1
Christchurch	14.7	14.5
Napier/Hastings	4.8	5.4
Hamilton	4.8	5.1
Dunedin	4.8	4.9
Invercargill	2.4	1.9
Whangarei	2.4	2.2
Masterton	1.3	1.4
Gisborne	1.7	2.1
Palmerston North	2.7	3.3
Rotorua	2.3	2.1
	<hr/> 100.0	<hr/> 100.0

3.8 SAMPLING ERROR

All surveys are subject to some degree of sampling error whereby the survey results may differ from the figures which would have been obtained had the entire population been interviewed.

The standard error of the survey estimate indicates the degree to which the estimate or incidence percentage might vary by chance from the true population figure.

These figures depend on two factors :

- (i) The size of the sample
- (ii) The size of the estimate or incidence percentage

Because the sample has been divided into sub-groups such as male pakeha, Maori and so on, the sample error differs depending on the respective sample size.

The following table illustrates the maximum margin of error of the total weighted sample and the weighted sub group samples at the 95% confidence level :

	<u>Weighted Sample</u>	<u>Sampling Error</u>
Total Sample 11 years of age and over	1,000	± 3.1%
Male Pakeha	305	± 5.6%
Female Pakeha	305	± 5.6%
Maori	88	± 10.4%
Physically Disabled	69	± 11.8%
Other Ethnic	85	± 10.6%
Children	225	± 6.5%

In other words, the degree to which the estimates based on the survey results for the total sample will vary from the true population figures will be no more than ±3.1% in 95 out of 100 cases.

4. SUMMARY OF MAIN FINDINGS

4.1 PREFACE

The bulk of analysis contained in this report is based on attitude statements developed to depict New Zealanders' perceptions of New Zealand culture, and identity, and perceptions of the media. The results of the survey focus firstly, on the total population's perceptions, and secondly on the statistically significant differences between the sub-sample groups and the total population.

Detailed analysis has been undertaken on the database. The key discriminating variables are the sub-sample groups of importance to the Commission.

Whilst analysis of the special interest sub groups provides the most relevant and sensitive understanding of the information, the demographic variables do, however, provide two interesting points worthy of note :

1. More conservative attitude emanate from residents in the smaller population centres, e.g. Masterton and Gisborne;
2. Female pakeha are more strongly opposed to violence on television than other groups.

The report text includes pictorial representation of results, with key tables appended. Wherever possible, information and understanding derived from the first qualitative stage has been used to provide a more informed interpretation of the survey results.

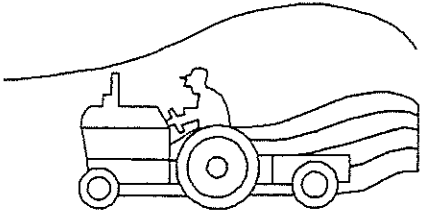
4.2 CULTURE AND IDENTITY

4.2.1 THE LAND

Total Population Perceptions

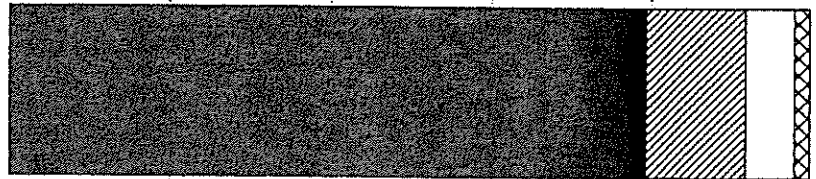
The survey results reveal that the majority of the respondents have a strong feeling for nature and the land, that they perceive the land and heritage to be theirs and the natural environment of New Zealand is its most precious asset. The only statement which did not have a more than 50% level of agreement was 'Maori have a greater feeling for the land than do others within New Zealand'. Analysis by sub-sample (see later) shows how all groups except Maori do not accept this statement as true. Overall, the sentiment that the majority of respondents warmed to most was 'New Zealand's natural environment is its most precious asset'.

In summary, it is clear that New Zealanders do have a strong affinity with the land and relate strongly to it as part of their identity.

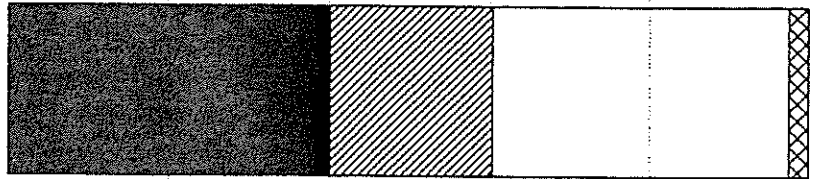


**THE LAND
(BASE : TOTAL WEIGHTED SAMPLE)**

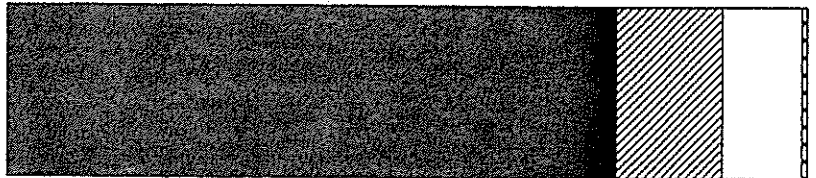
NEW ZEALANDERS HAVE A STRONG FEELING FOR NATURE AND THE LAND



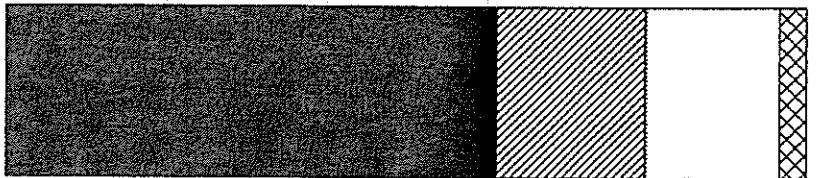
MAORI HAVE A GREATER FEELING FOR THE LAND



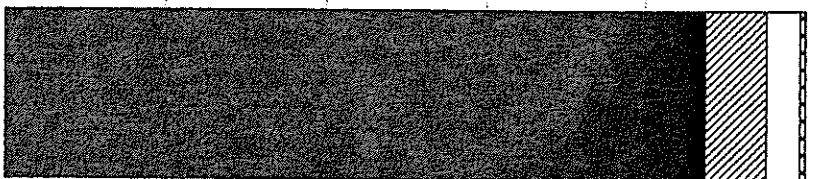
NEW ZEALAND IS MY LAND, MY HERITAGE



NEW ZEALANDS IDENTITY IS THE LAND



NEW ZEALANDS NATURAL ENVIRONMENT IS ITS MOST PRECIOUS ASSET



0 20 40 60 80 100

PERCENTAGE

AGREEMENT NEUTRAL DISAGREEMENT DON'T KNOW

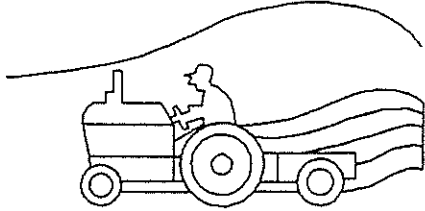


Statistically Significant Differences By Sub-Sample
Groups Towards The Land

Attitudes towards the land reveal marked similarities between the sub-samples with one exception.

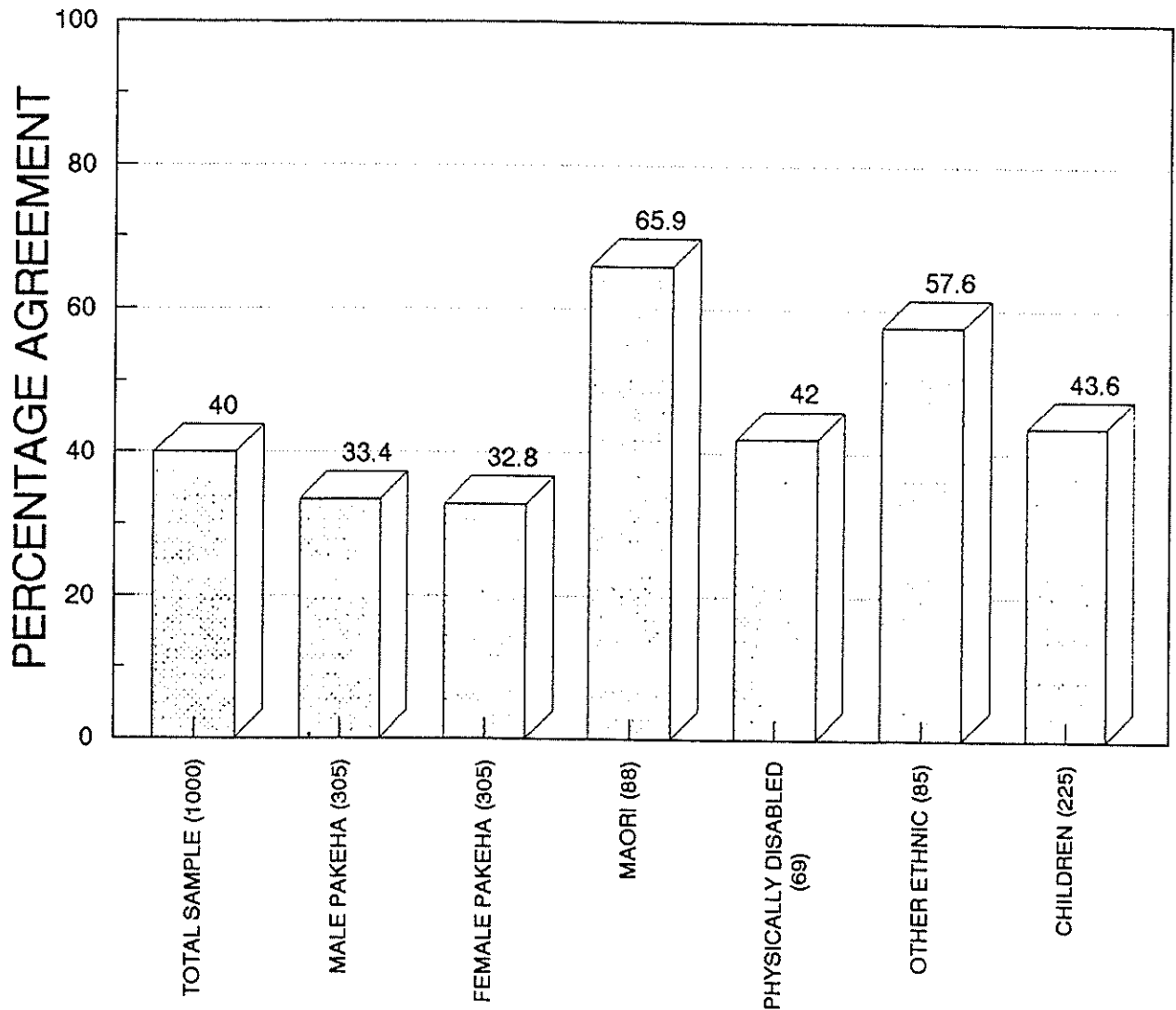
* "Maori have a greater feeling for the land than
do others within New Zealand."

Only 40% of the total population agree with this statement. However, further analysis reveals that a majority of both Maori and other ethnic groups believe the statement to be true.



THE LAND

MAORI HAVE A GREATER FEELING FOR THE LAND THAN DO OTHERS WITHIN NEW ZEALAND
(BASE : WEIGHTED SAMPLES)

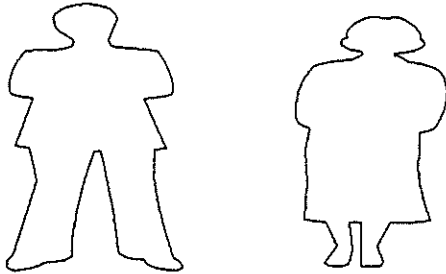


4.2.2 THE PEOPLE

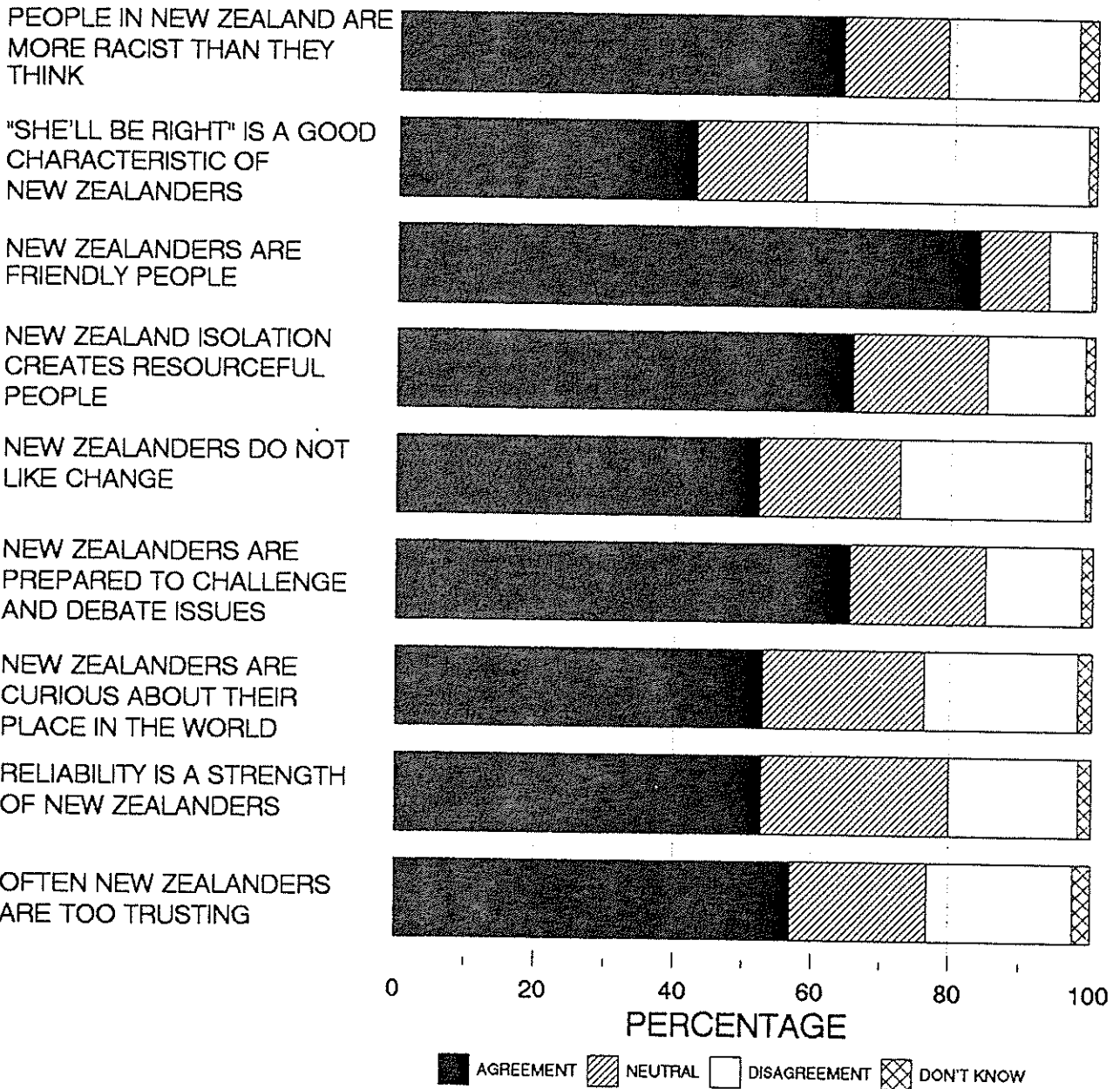
Total Population Perceptions

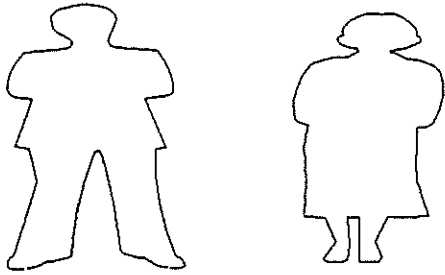
A number of statements found a high level of support from respondents, particularly those which relate to racism, approachability, enjoyment and innovation. With regard to the patriotic nature of New Zealand, the majority dismiss any notion that they are not patriotic enough. Interestingly, the majority of respondents do not believe that there is an over-emphasis on New Zealand's colonial past. The statements in the People Section did lead to relatively high levels of a neutrality of opinion, but there was still high levels of agreement on most statements. However, with regard to 'she'll be right' being a good characteristic and the emphasis on the colonial past, high levels of disagreement were recorded.

In summary, a high level of consensus is apparent between the respondents, indicating a common feeling about New Zealand people.



**THE PEOPLE
(BASE : TOTAL WEIGHTED SAMPLE)**



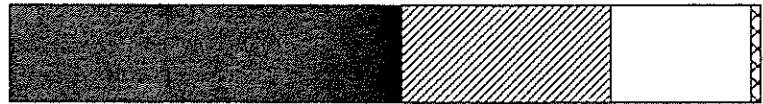


THE PEOPLE CONTINUED

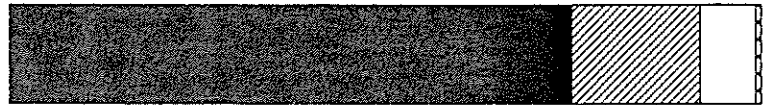
NEW ZEALANDERS ARE KNOWN FOR BEING HARD WORKING



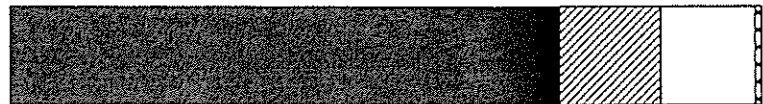
NEW ZEALANDERS ARE OPEN MINDED PEOPLE



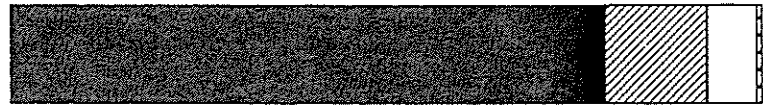
NEW ZEALANDERS ARE INNOVATIVE



NEW ZEALANDERS ARE VERY COMPETITIVE



NEW ZEALANDERS KNOW HOW TO ENJOY THEMSELVES



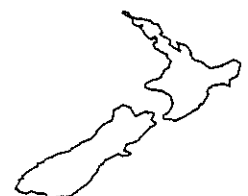
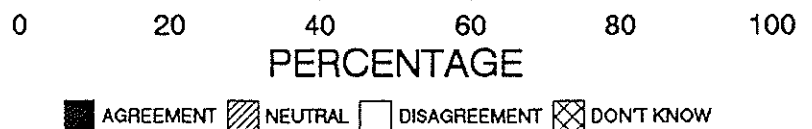
NEW ZEALANDERS ARE NOT PATRIOTIC ENOUGH



NEW ZEALANDERS PLACE TOO MUCH EMPHASIS ON THEIR COLONIAL PAST



NEW ZEALANDERS ARE HEALTHY PEOPLE



Statistically Significant Differences By Sub-Sample
Groups Towards The People

When analysed by sub-sample groups four statements emerge as having distinct differences in opinion :

- * 'People in New Zealand are more racist than they would like to think.'

Whilst the majority of the total population believe this statement, male and female pakeha accept it to a higher level, with only a minority of children and the other ethnic group accepting it as true.

- * "The 'she'll be right' attitude is a good characteristic of New Zealanders."

This statement appears to be very much in tune with Maori attitudes as a much higher percentage of Maori accept the statement than do other groups.

- * "Often New Zealanders are too trusting."

The overall majority of the population accept this statement as true, but the naivety of children is revealed in that only a minority of children agree with the statement.

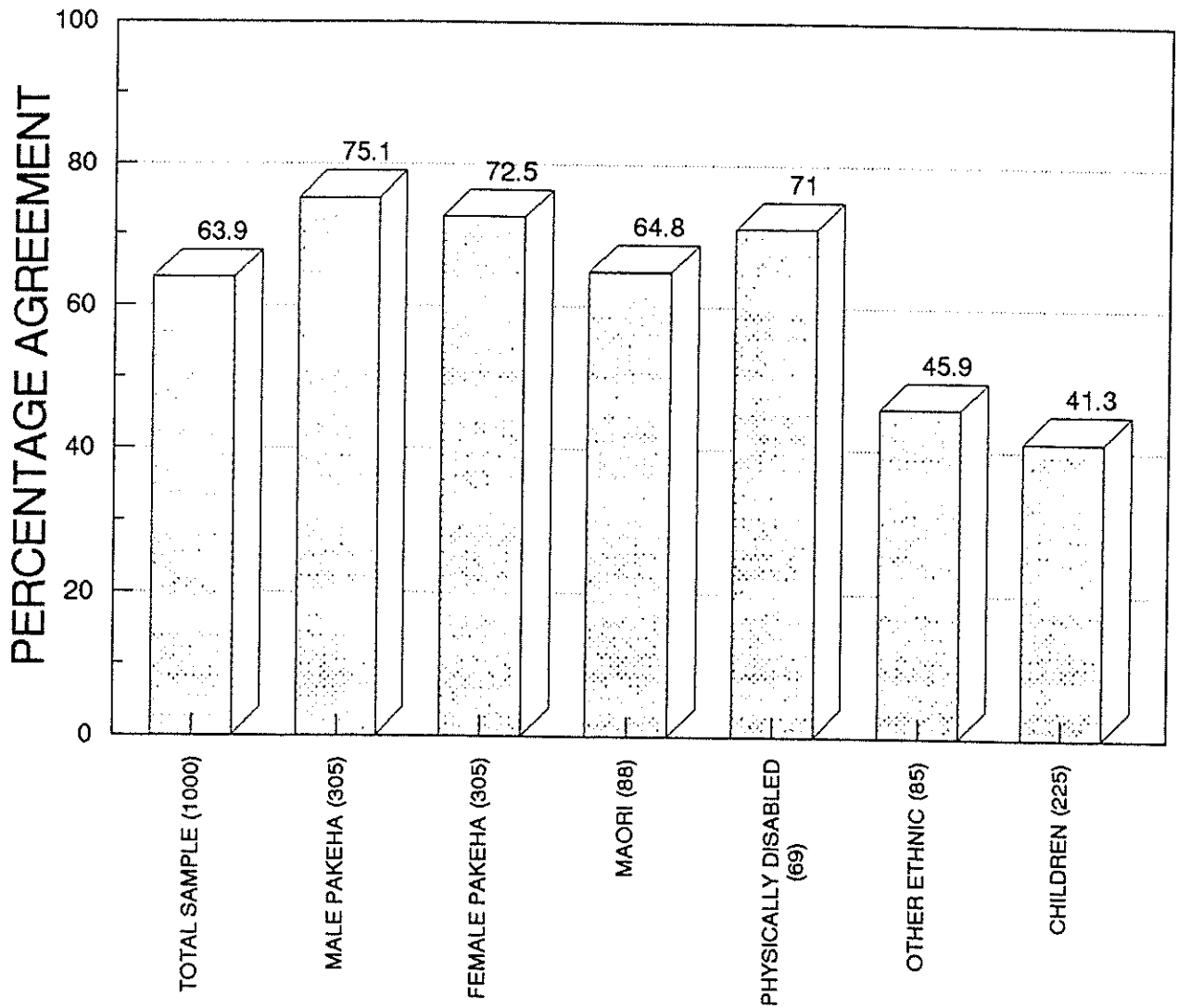
- * "New Zealanders place too much emphasis on their colonial past."

Overall, the total population rejects this statement. However, for some Maori the statement holds an element of truth with just over half believing the statement to be true.



THE PEOPLE

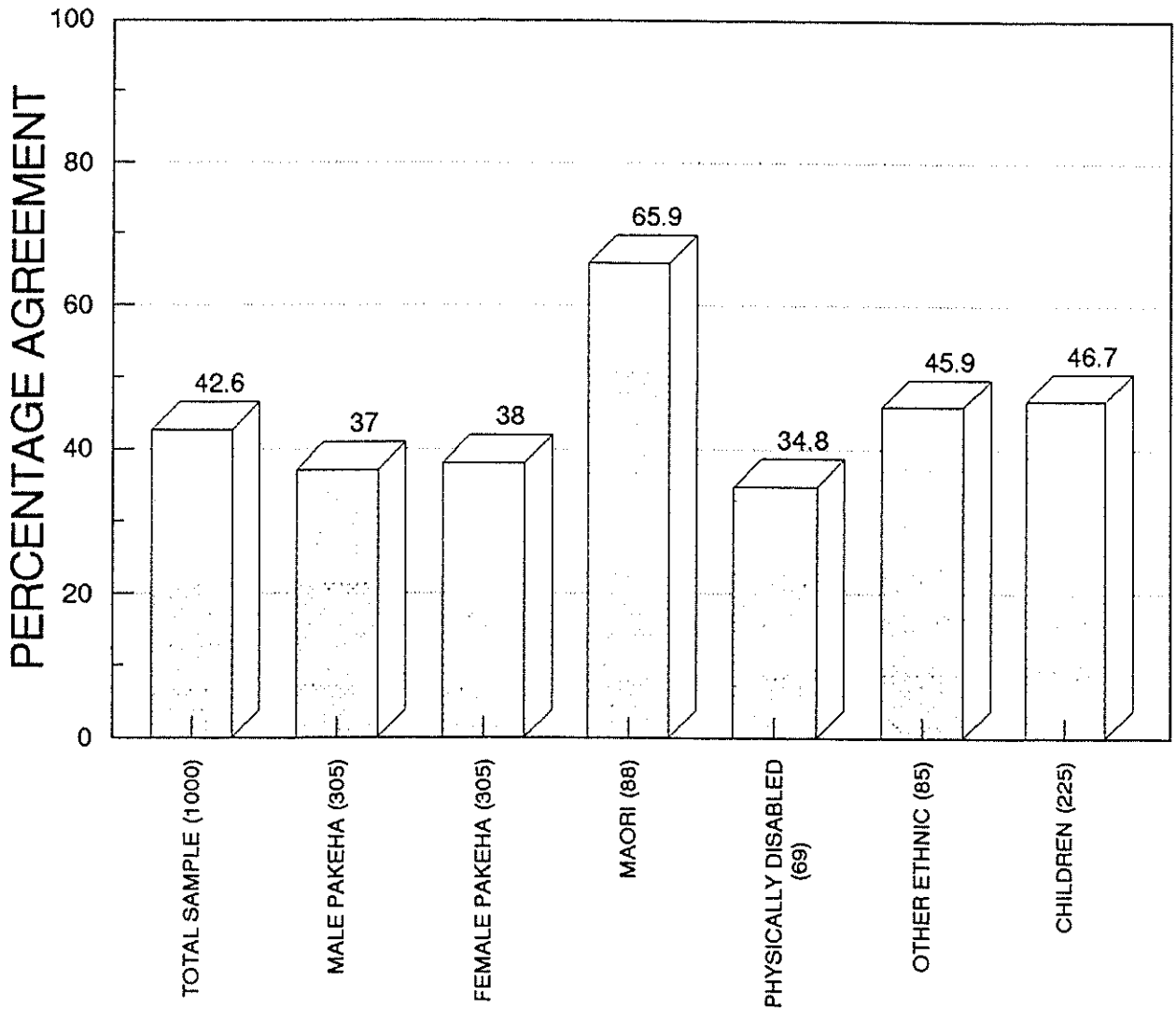
PEOPLE IN NEW ZEALAND ARE MORE RACIST THAN THEY WOULD LIKE TO THINK THEY ARE
(BASE : WEIGHTED SAMPLES)





THE PEOPLE

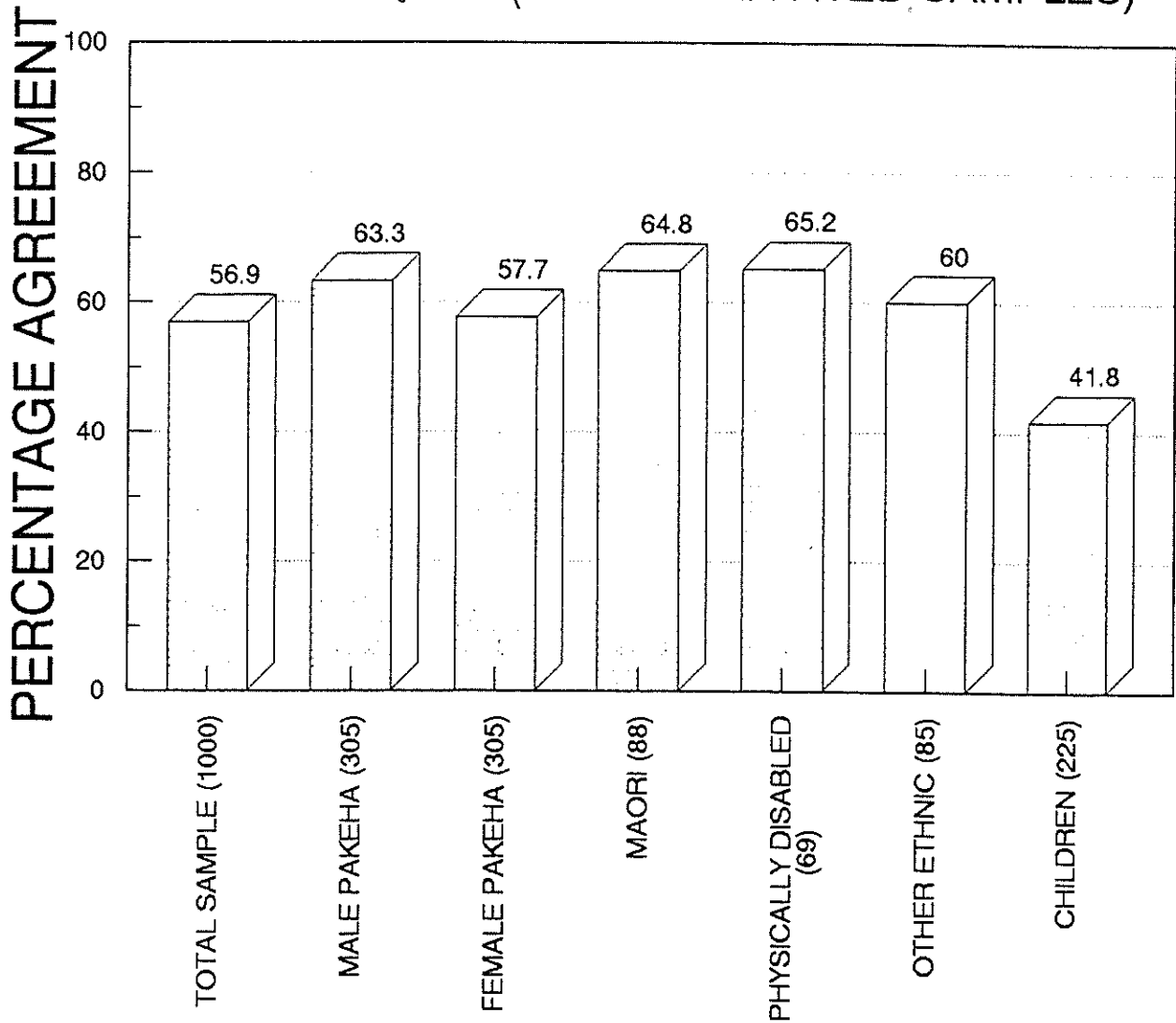
THE SHE'LL BE RIGHT ATTITUDE IS A GOOD CHARACTERISTIC OF NEW ZEALANDERS
(BASE : WEIGHTED SAMPLES)





THE PEOPLE

OFTEN NEW ZEALANDERS ARE TOO TRUSTING
(BASE : WEIGHTED SAMPLES)

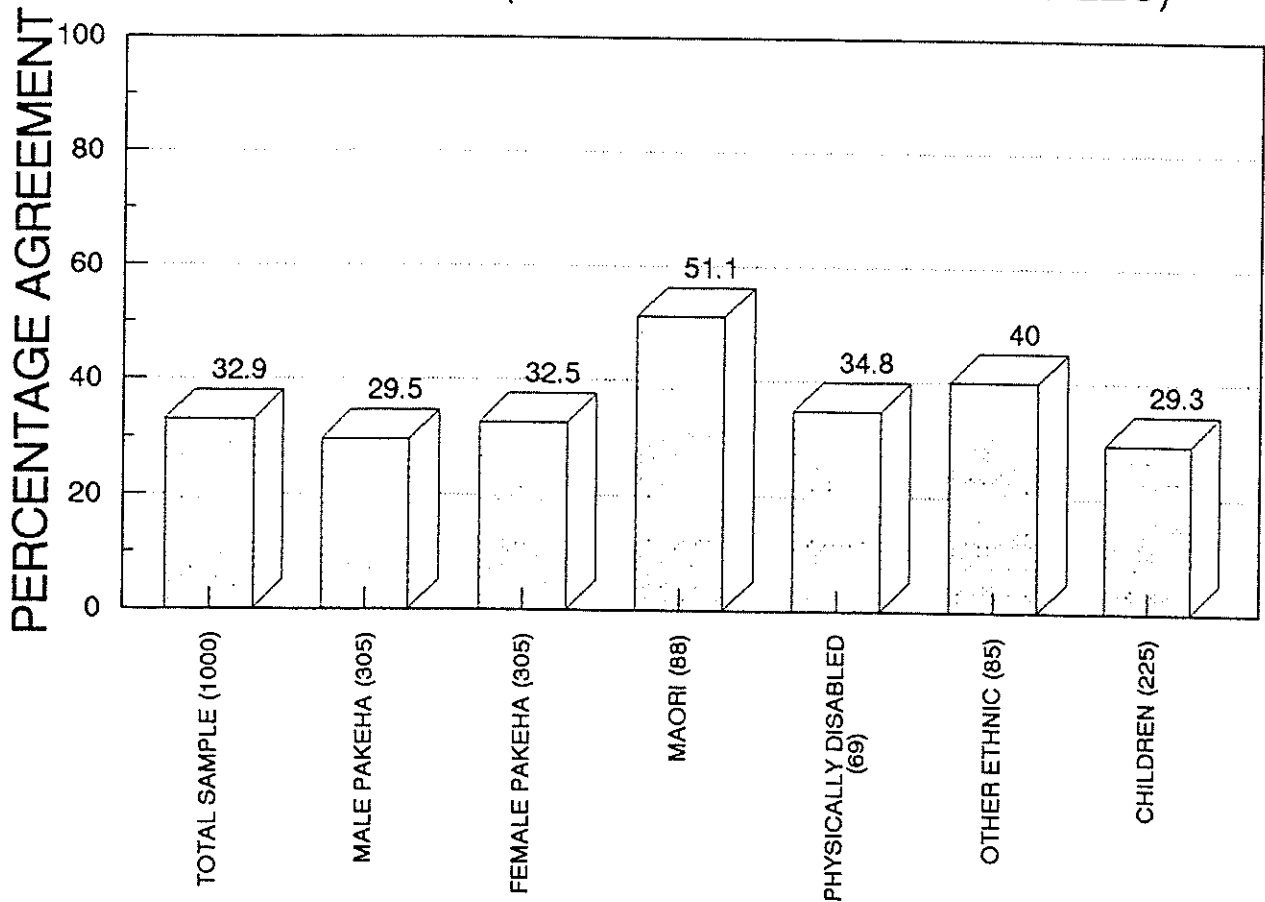




THE PEOPLE

NEW ZEALANDERS PLACE TOO MUCH EMPHASIS ON THEIR COLONIAL PAST

(BASE : WEIGHTED SAMPLES)

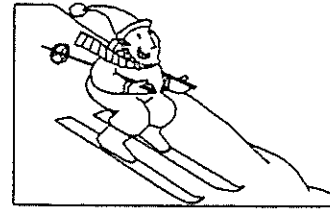
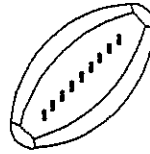
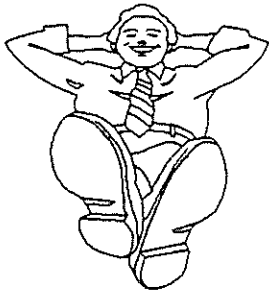


4.2.3 LIFESTYLE

Total Population Perceptions

Overall the statements in the Lifestyle Section reached high levels of agreement, with the major exception being with regard to the amount of stress in New Zealand society. Almost an equal percentage of respondents were divided between agreement and disagreement with the statement. Later analysis by sub-sample shows how the other ethnic groups responded positively to the statement and female pakeha respondent much less favourably.

In summary, New Zealanders appear to hold common attitudes about the lifestyles they enjoy.

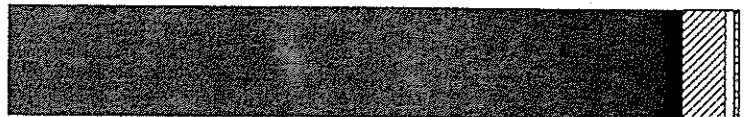


LIFESTYLE
(BASE : TOTAL WEIGHTED SAMPLE)

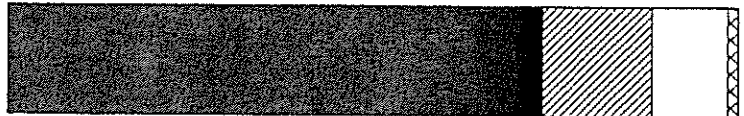
ALL NEW ZEALANDERS CAN
MAKE USE OF GREAT OUTDOORS



OUTDOOR RECREATION
IMPORTANT PART OF
NEW ZEALANDERS IDENTITY



TEAM SPORT IS CENTRAL
TO WAY OF LIFE



OPEN SPACES GOOD THING ABOUT
NEW ZEALAND LIFE



MORE FORTUNATE TO TAKE
PART IN WIDE RANGE OF
ACTIVITIES



PLEASURE TO LIVE IN
NEW ZEALAND BECAUSE
UNCROWDED



NEW ZEALAND HAS PRESSURE
FREE LIFESTYLE



0 20 40 60 80 100

PERCENTAGE

AGREEMENT NEUTRAL DISAGREEMENT DONT KNOW



Statistically Significant Differences By Sub-Sample
Groups Towards Lifestyle

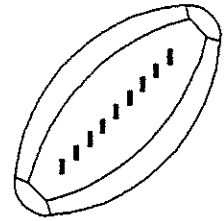
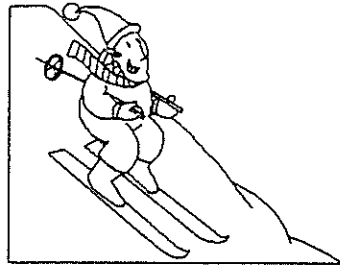
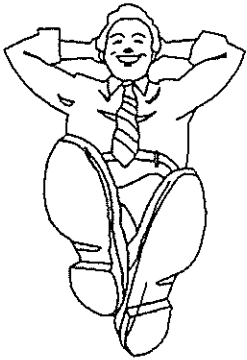
Attitudes towards the New Zealand Lifestyle hold similarities for the sub-sample groups. However, two statements allow for a greater differentiation between the groups.

* "Team sport is central to the New Zealand way of life."

Despite the majority of the total population agreeing with this statement, levels of agreement are much higher among Maori and other ethnic groups.

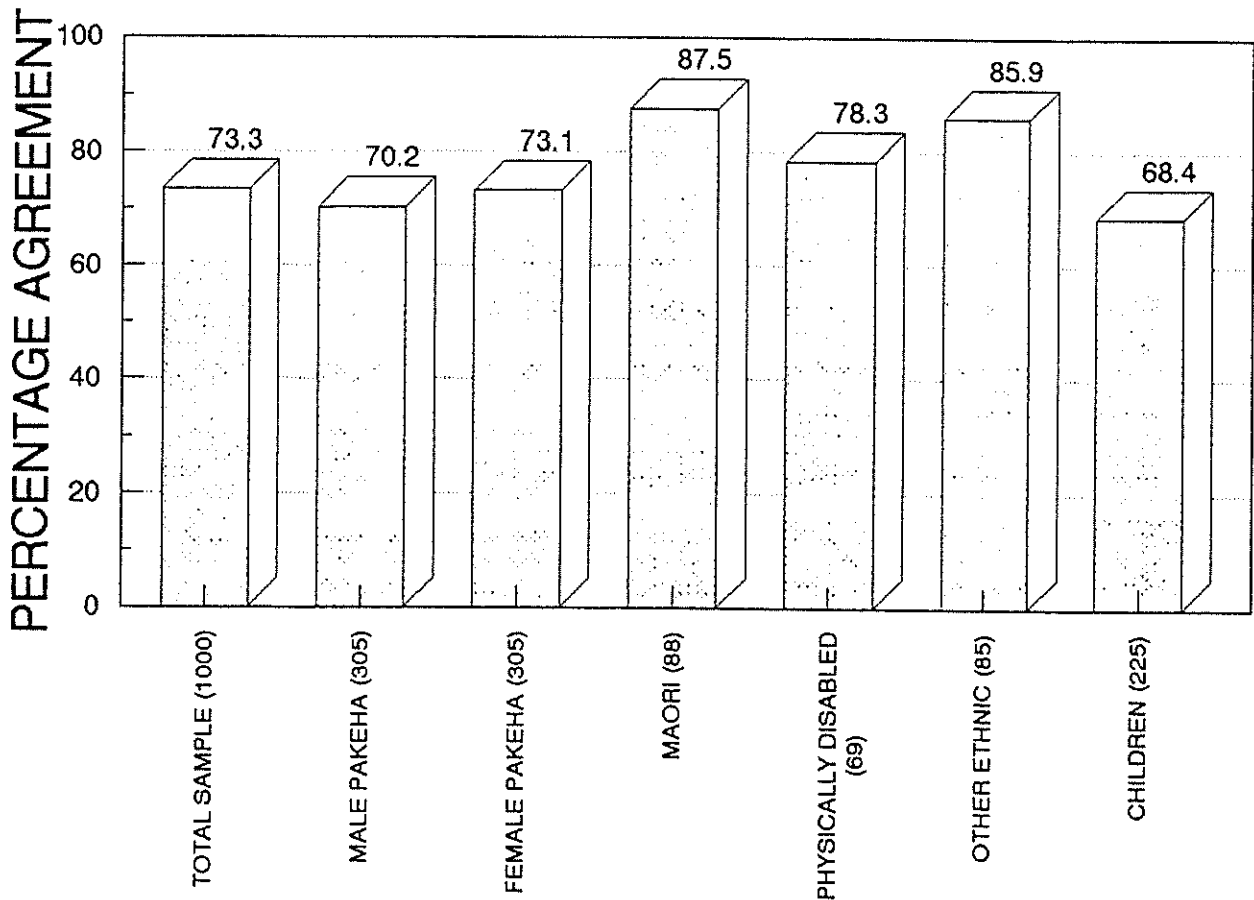
* "New Zealand has a pressure-free lifestyle."

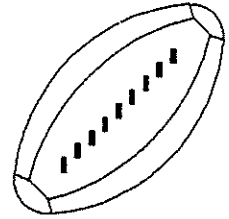
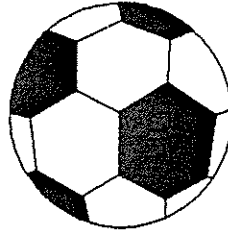
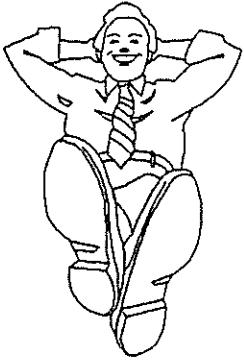
A large minority of the population accept this statement as true, however, female pakeha accept it at a much lower level and the majority of the other ethnic group agree with the statement.



LIFESTYLE

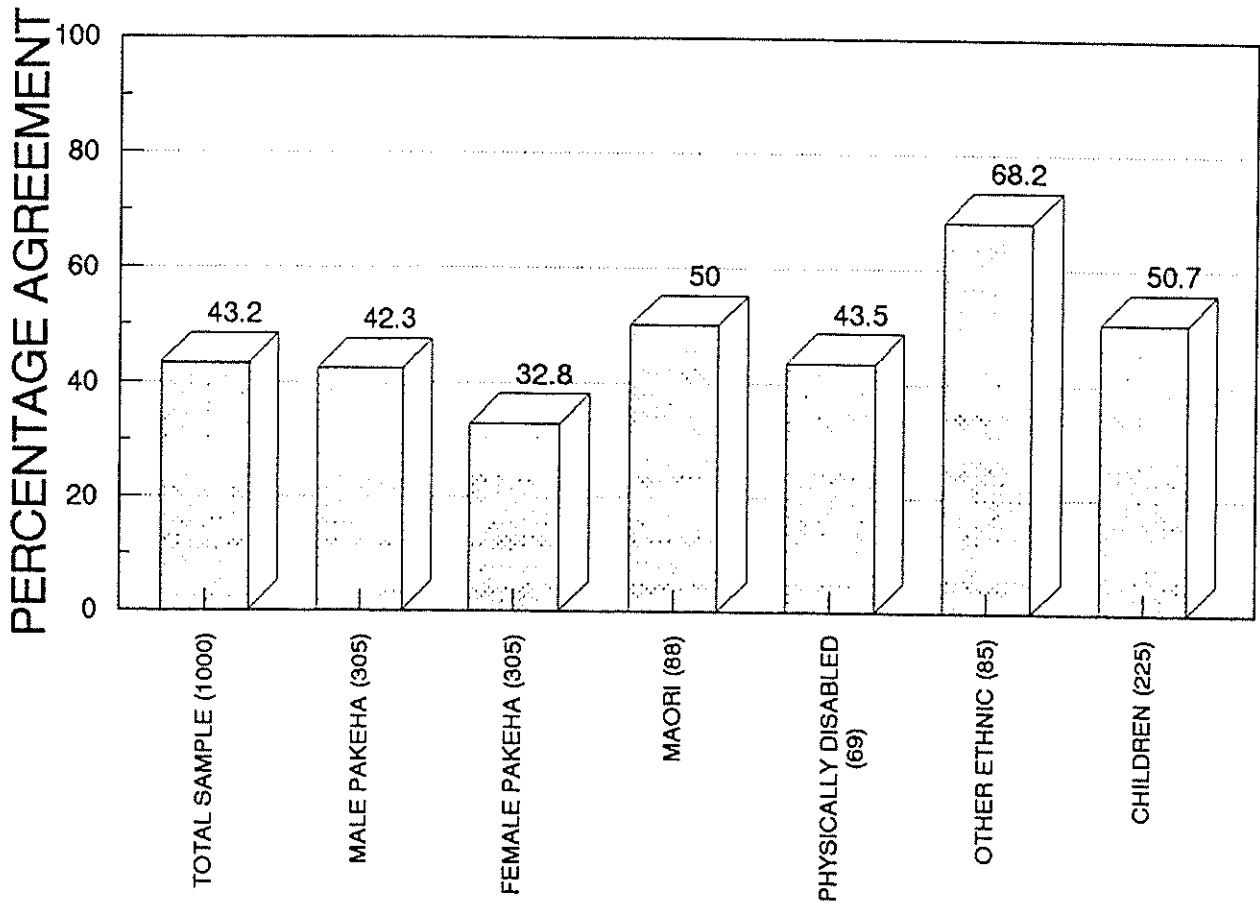
TEAM SPORT IS CENTRAL TO THE NEW ZEALAND WAY OF LIFE
(BASE : WEIGHTED SAMPLES)





LIFESTYLE

NEW ZEALAND HAS A PRESSURE-FREE LIFESTYLE
(BASE : WEIGHTED SAMPLES)



4.2.4 NEW ZEALAND SOCIETY / SOCIAL

Total Population Perceptions

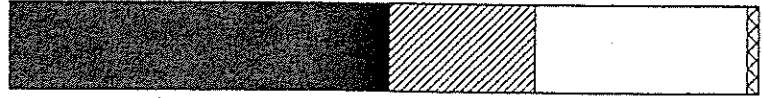
Statements which received the highest levels of agreement within this section relate to opportunities to succeed, increasing levels of violence and crime, a lack of cultural understanding, opportunities for home ownership and freedom of speech. However, issues of New Zealanders' concern with the outside world, the importance of gangs, and feelings of alienation received high levels of disagreement. A number of the social issues raised in this section reveal that there is divided opinion among the respondents. Where these differences are most pertinent between sub-samples, analysis by sub-sample has been necessary.

In summary, as would be expected, attitudes towards social attitudes reflect a diversity of opinion from the respondents.

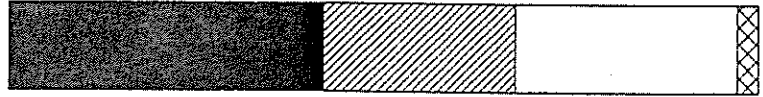


**NEW ZEALAND SOCIETY/SOCIAL
(BASE : TOTAL WEIGHTED SAMPLE)**

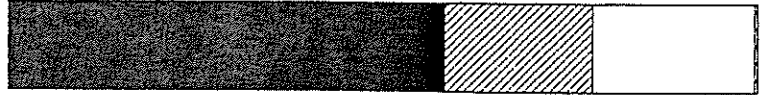
NEW ZEALANDERS ARE LOSING NEIGHBOURLY CONCERN/ INTEREST FOR OTHERS



NEW ZEALAND SOCIETY ENCOURAGES LEADERSHIP QUALITIES



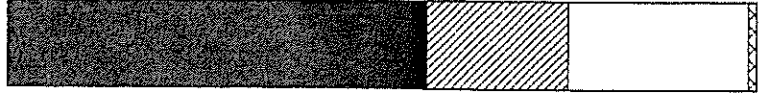
LIKE LIVING HERE-MADE UP OF LOTS OF DIFFERENT CULTURES



NEW ZEALANDERS ARE MORE INTERESTED IN REST OF WORLD THAN IN NEW ZEALAND



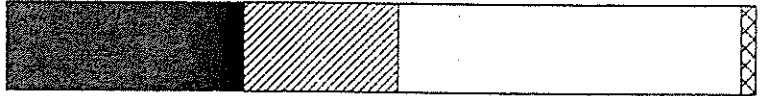
NEW ZEALANDERS DON'T APPRECIATE GOOD STANDARD OF LIVING HERE



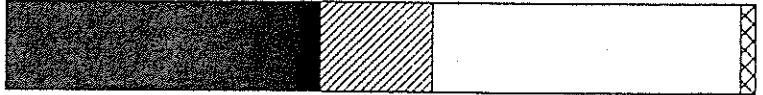
PEOPLE LIKE ME ARE IGNORED BY SOCIETY



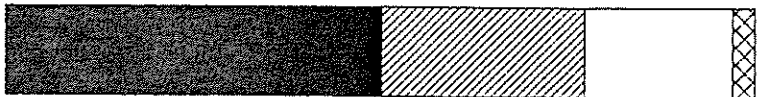
MY RIGHTS AREN'T TAKEN SERIOUSLY



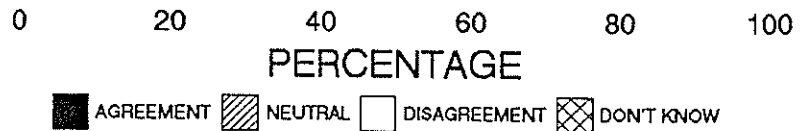
TOO MANY IMMIGRANTS COMING HERE AND TAKING OUR JOBS



ASIAN IMMIGRANTS MAKE A GOOD CONTRIBUTION



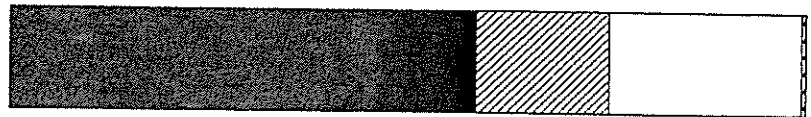
GANGS ARE IMPORTANT PART OF NEW ZEALAND IDENTITY



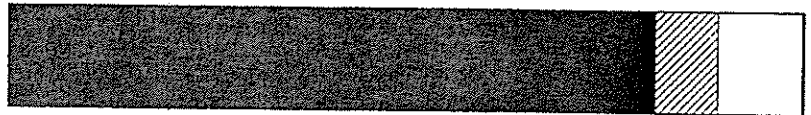


NEW ZEALAND SOCIETY/SOCIAL CONTINUED

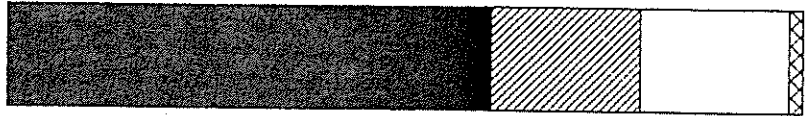
IN NEW ZEALAND EVERYONE CAN HAVE A GOOD STANDARD OF LIVING



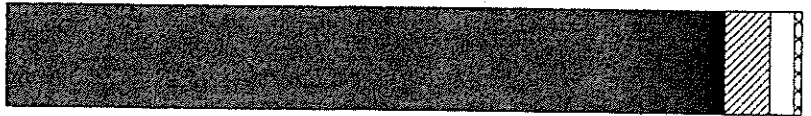
EVERYONE HAS THE OPPORTUNITY TO SUCCEED



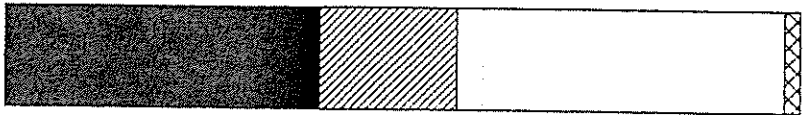
UNEMPLOYMENT IS HERE TO STAY



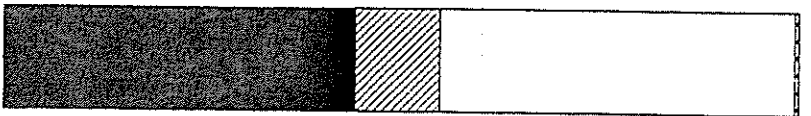
DISAPPOINTING NEW ZEALAND IS BECOMING LIKE REST OF WORLD VIOLENCE/CRIME



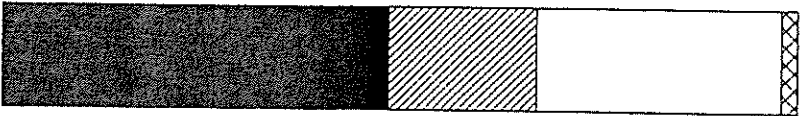
LOW CRIME RATE MAKES IT SAFER PLACE TO LIVE



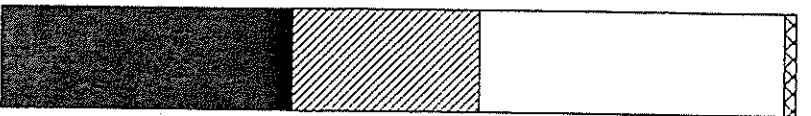
CORPORAL PUNISHMENT SHOULD BE USED IN SCHOOLS



BEING IMPRISONED IS NOT AN EFFECTIVE FORM OF PUNISHMENT



MOST PEOPLE RECEIVING DOLE ARE TOO LAZY TO WORK



0 20 40 60 80 100

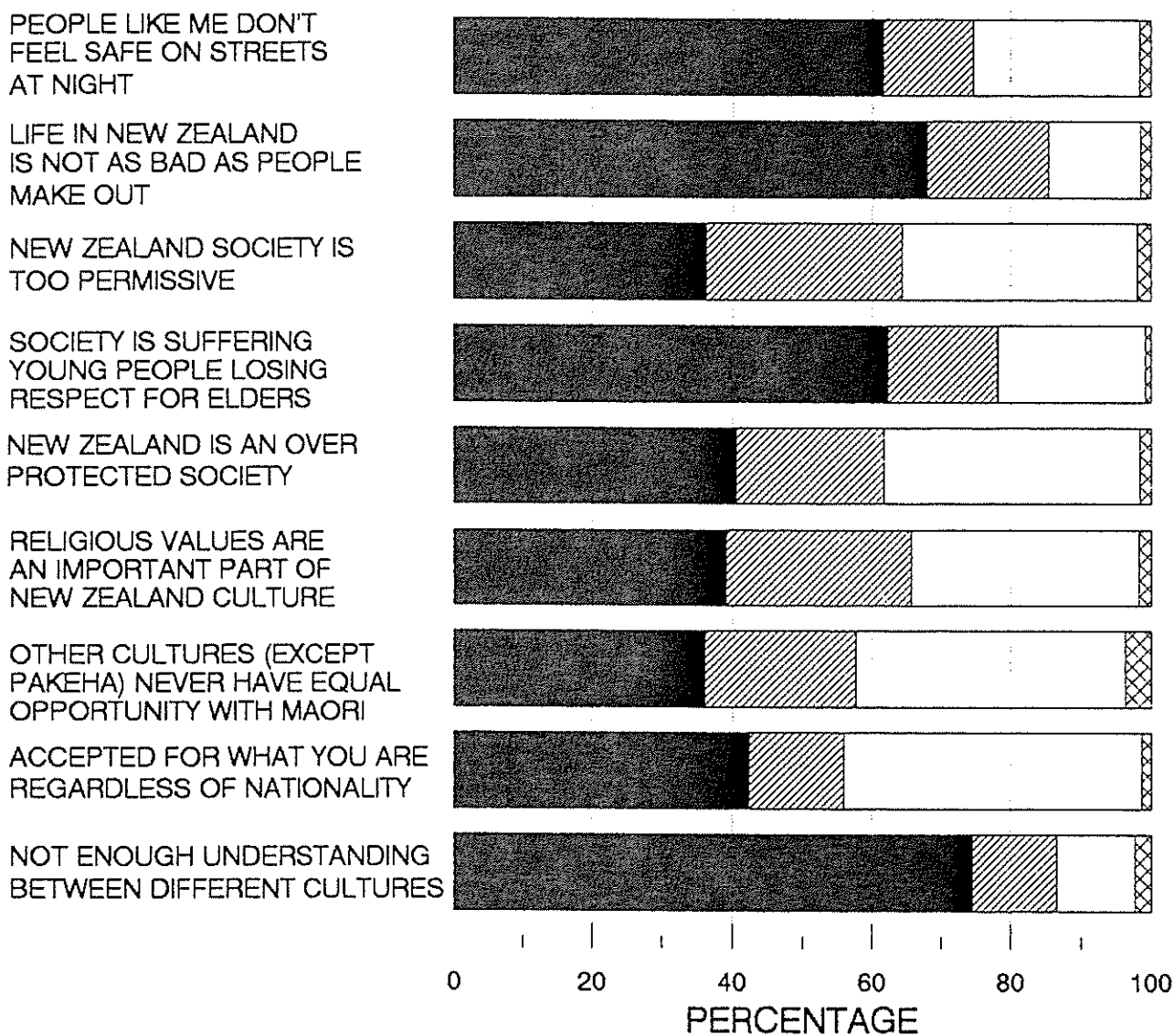
PERCENTAGE

AGREEMENT
 NEUTRAL
 DISAGREEMENT
 DON'T KNOW



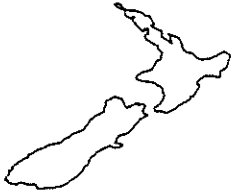


NEW ZEALAND SOCIETY/SOCIAL CONTINUED



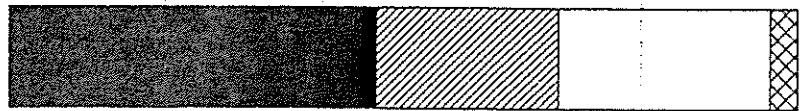
AGREEMENT
 NEUTRAL
 DISAGREEMENT
 DON'T KNOW



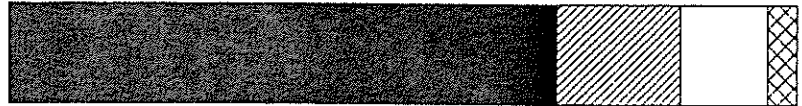


NEW ZEALAND SOCIETY/SOCIAL CONTINUED

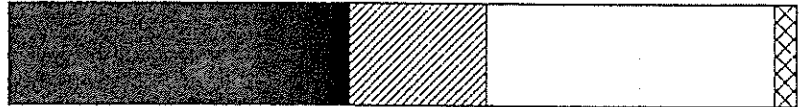
WELFARE GIVES TOO MANY HANDOUTS TO LOWER INCOME FAMILIES



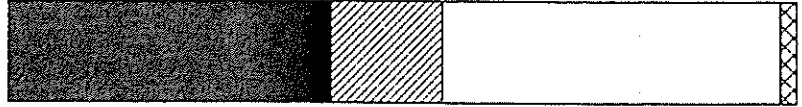
WELFARE SYSTEM DISCOURAGES PEOPLE FROM BECOMING INDEPENDENT



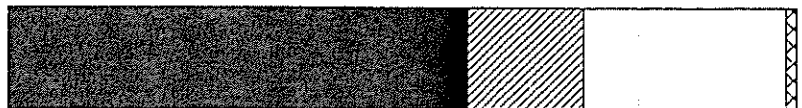
NEW ZEALANDERS ISOLATION GETS IN WAY OF ECONOMIC DEVELOPMENT



SMALL POPULATION MAKES IT DIFFICULT TO PROSPER



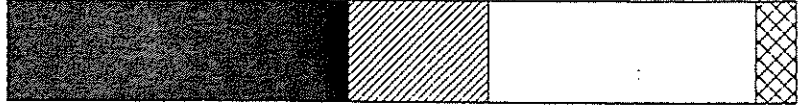
GOVERNMENT'S RESPONSIBILITY TO ENSURE JOB CREATION



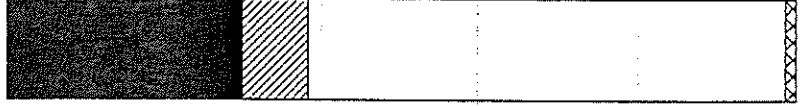
NEW ZEALAND IS A VERY EXPENSIVE COUNTRY TO LIVE IN



OVER TIME MY STANDARD OF LIVING HAS BEEN REDUCED



SOMETIMES I FEEL LIKE A FOREIGNER IN NEW ZEALAND



0 20 40 60 80 100

PERCENTAGE

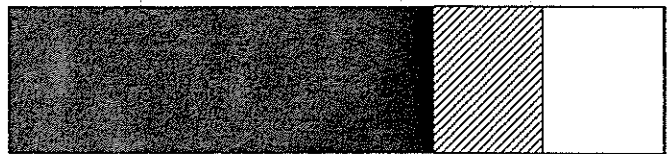
AGREEMENT NEUTRAL DISAGREEMENT DON'T KNOW





NEW ZEALAND SOCIETY/SOCIAL CONTINUED

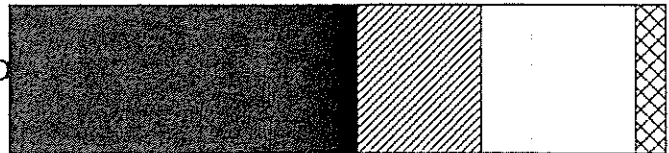
MY CULTURAL HERITAGE IS VERY IMPORTANT TO ME



EXPECTATION OF ALL NEW ZEALANDERS TO OWN THEIR OWN HOME



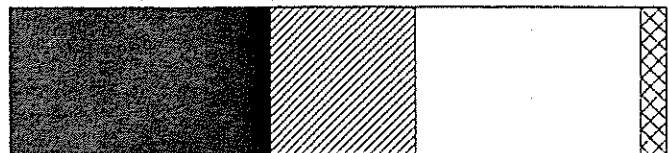
EXTREMISTS ARE PULLING NEW ZEALAND SOCIETY APART



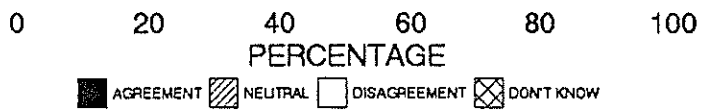
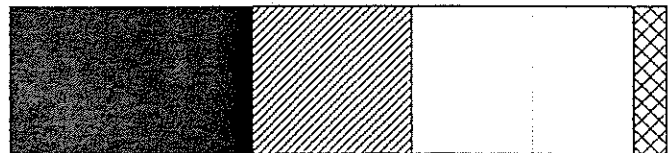
IN NEW ZEALAND EVERYONE HAS FREEDOM OF SPEECH



NEW ZEALANDERS HEALTH SYSTEM IS BETTER THAN THAT OF OTHER DEVELOPED COUNTRIES



NEW ZEALANDERS EDUCATION SYSTEM IS BETTER THAN THAT OF OTHER COUNTRIES



Statistically Significant Differences By Sub-Sample
Groups Towards New Zealand Society

This section represents the category with the most diverse range of opinions, with ten statements in particular provoking different levels of agreement worthy of further analysis.

- * "New Zealanders don't appreciate the good standard of living they have."

Whilst the majority of the total population agree with this statement, there are two noticeable exceptions. First, a substantial majority of the other ethnic group agree with the statement, perhaps illustrating their comparison with their country of origin. Second, only a small minority of children agree with the statement.

- * "There are too many immigrants coming to New Zealand and taking our jobs."

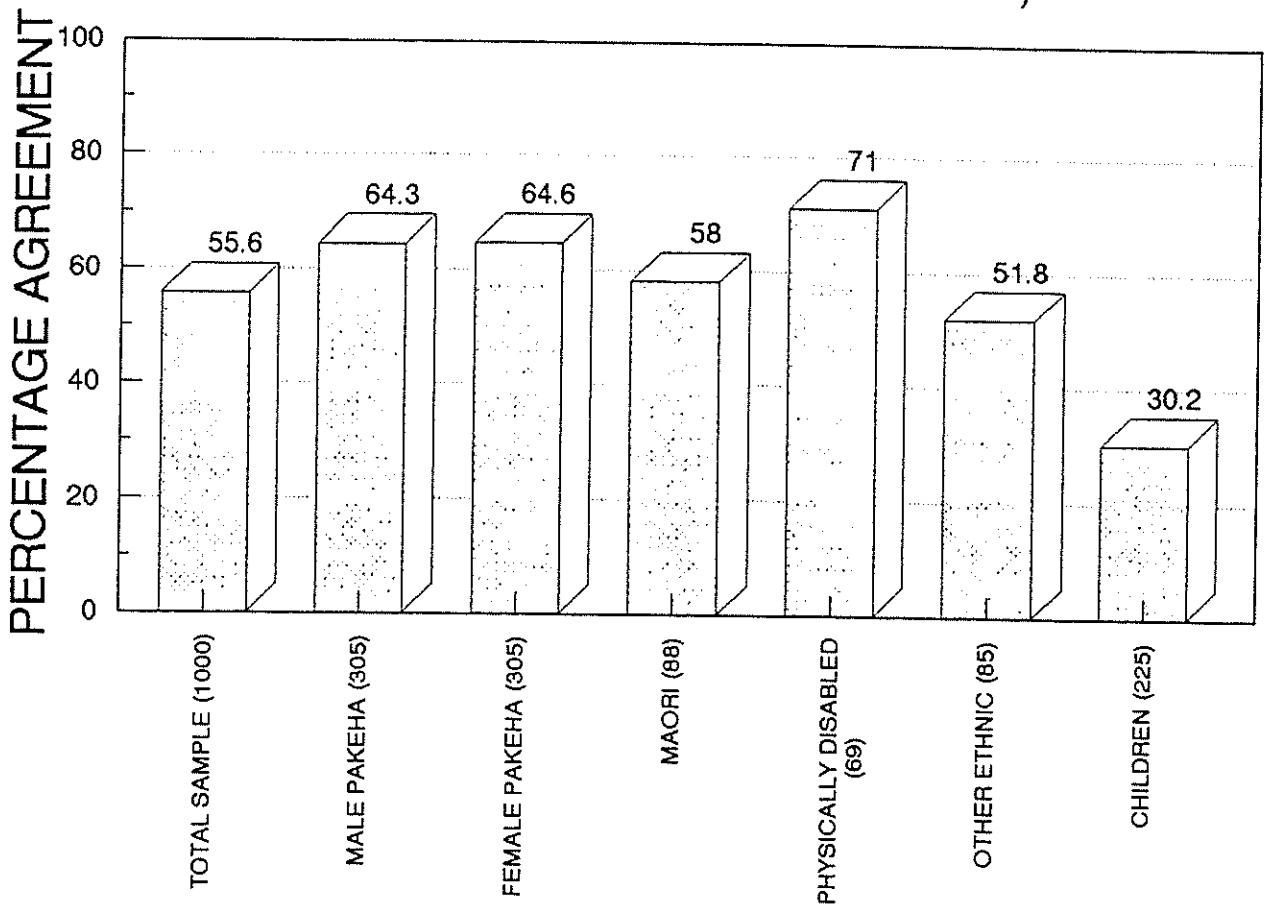
The majority of the total population do not perceive that immigrants pose an employment threat but a significant majority of Maori do perceive the statement to be true.

- * "Asian immigrants make a good contribution to New Zealand society."

Overall, the total population believes that Asians do make a contribution with the exception of Maori and children. This finding is interesting in the context of the area of analysis which reveals that respondents in Auckland were far less likely to echo this sentiment than respondents from elsewhere.



NEW ZEALAND SOCIETY/SOCIAL
 NEW ZEALANDERS DON'T APPRECIATE THE GOOD
 STANDARD OF LIVING THEY HAVE
 (BASE : WEIGHTED SAMPLES)

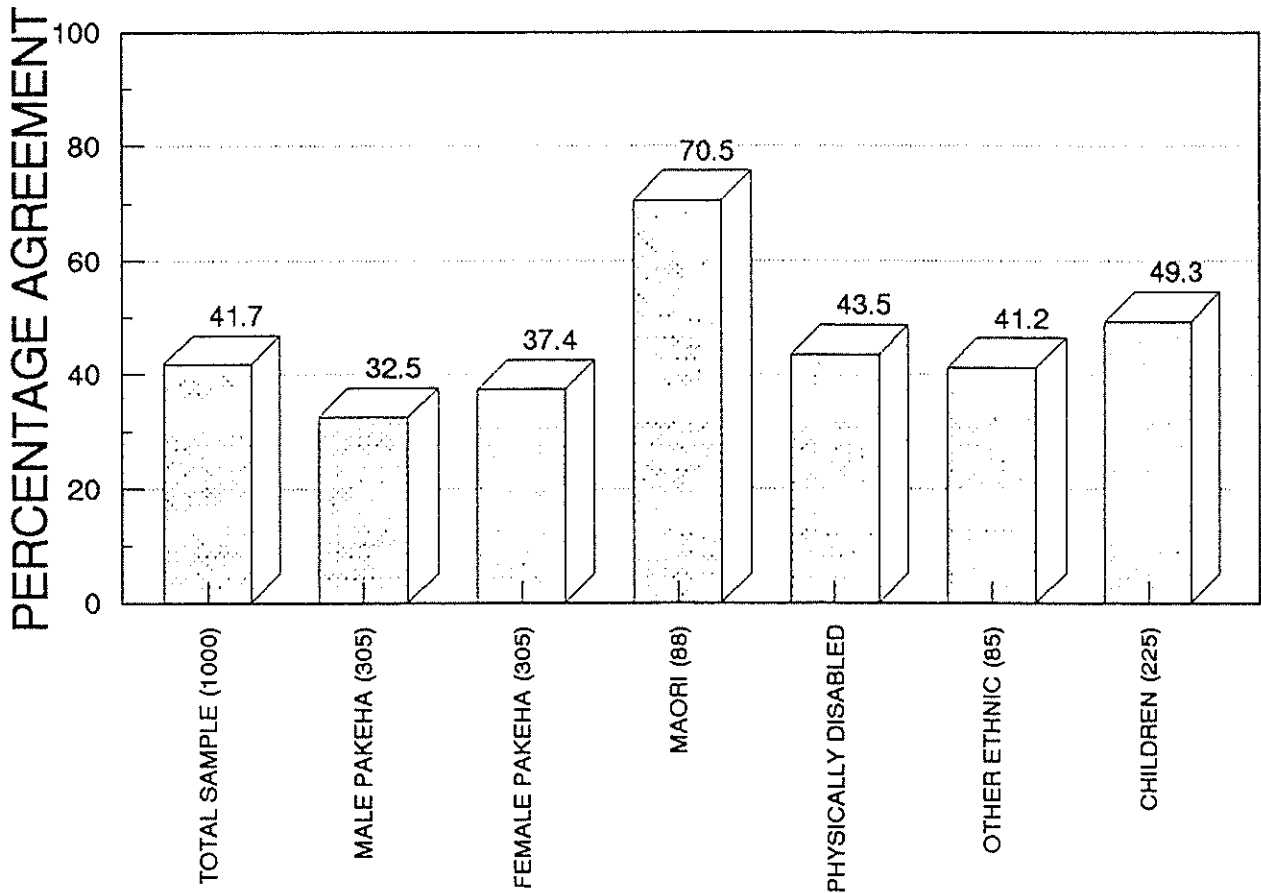




NEW ZEALAND SOCIETY/SOCIAL

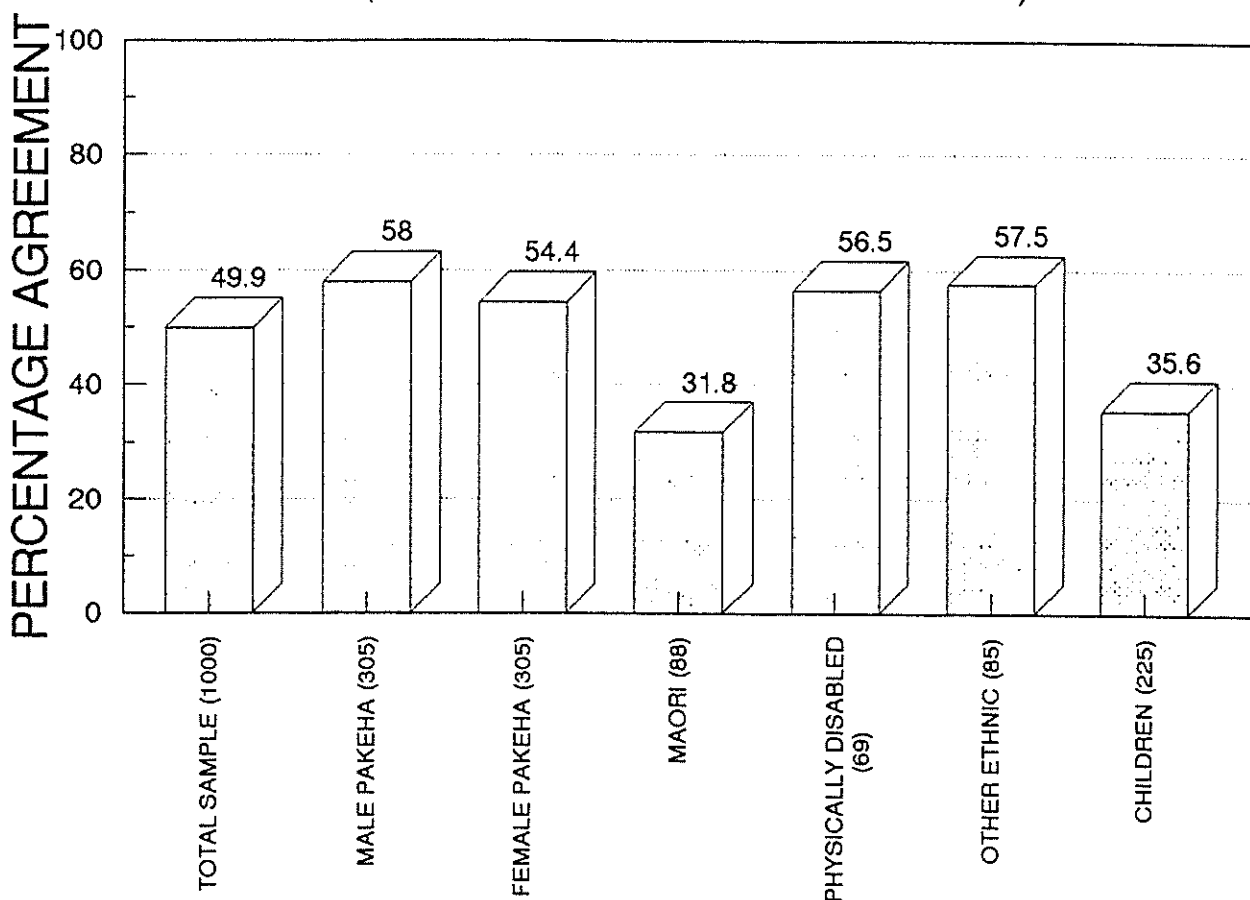
THERE ARE TOO MANY IMMIGRANTS COMING TO NEW ZEALAND
AND TAKING OUR JOBS

(BASE : WEIGHTED SAMPLES)





NEW ZEALAND SOCIETY/SOCIAL ASIAN IMMIGRANTS MAKE A GOOD CONTRIBUTION TO NEW ZEALAND SOCIETY (BASE : WEIGHTED SAMPLES)



- * "In New Zealand everyone has an opportunity to succeed if they work at it."

Female pakeha agree with this statement to a far lower level than the total population, with children accepting it at a far higher level.

- * "Unemployment is here to stay."

This statement revealed the total population to view unemployment as endemic, particularly male pakeha. However, children and the other ethnic group reflect a far more optimistic attitude with only the large minority of these groups agreeing with the statement.

- * "Corporal punishment should be used as a form of discipline in school."

The majority of the total population do not wish to see the return of corporal punishment. However, the majority of male pakeha do agree with the statement and as might be expected the level of agreement from children is much lower than that of the total population.

- * "Religious values are an important part of New Zealand culture."

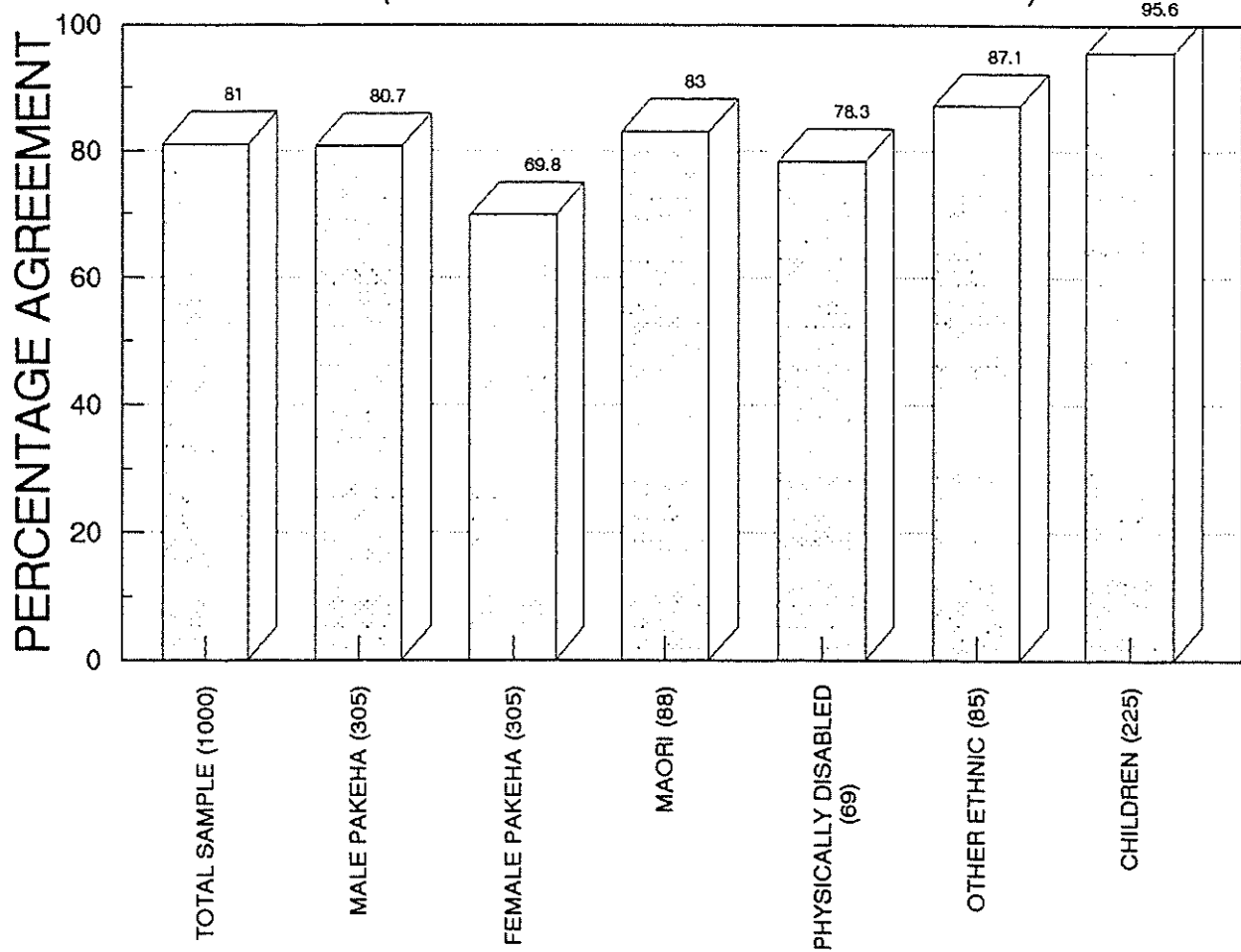
The other ethnic group believe that this statement at a majority level, with less than half of the total population agreeing with the statement.



NEW ZEALAND SOCIETY/SOCIAL

IN NEW ZEALAND EVERYONE HAS AN OPPORTUNITY
TO SUCCEED IF THEY WORK AT IT

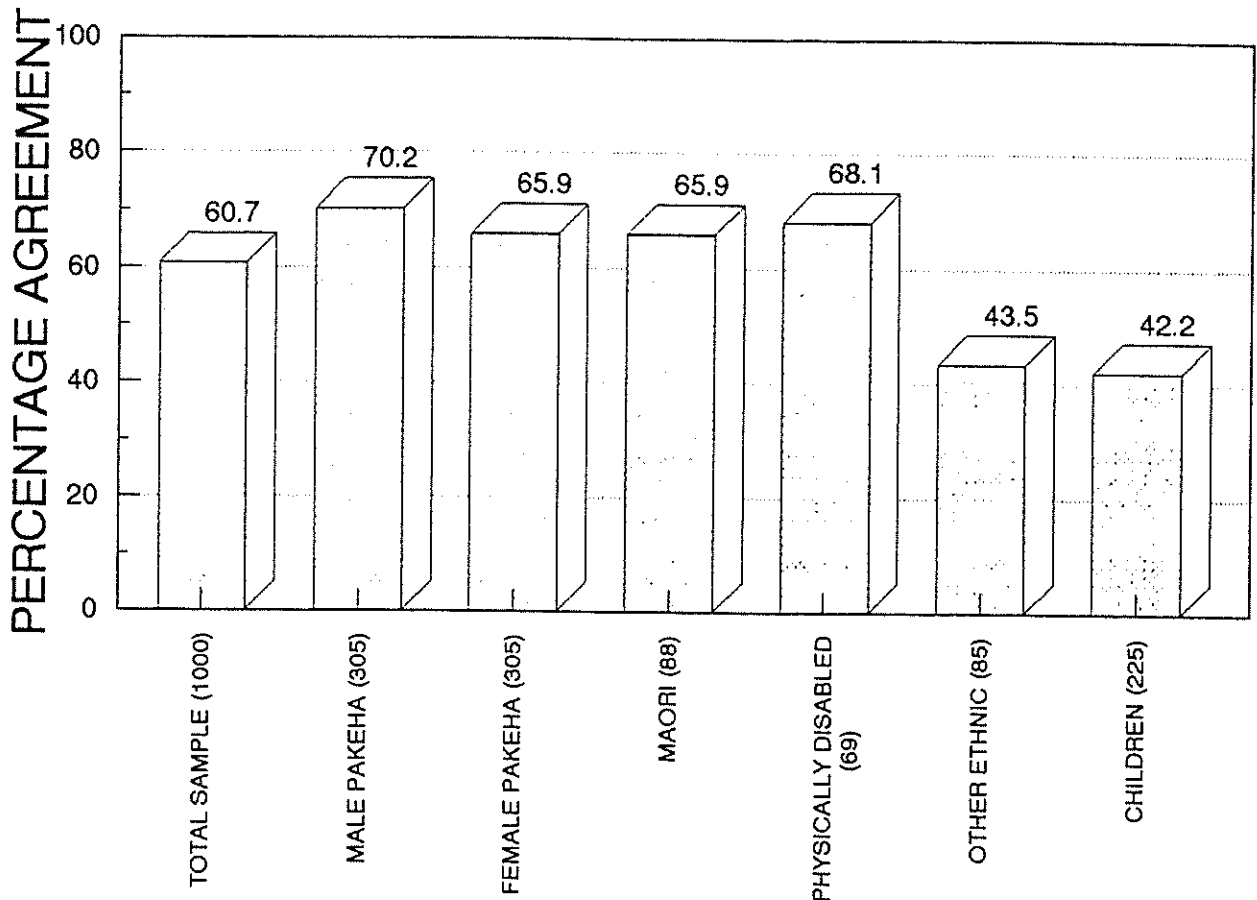
(BASE : WEIGHTED SAMPLES)





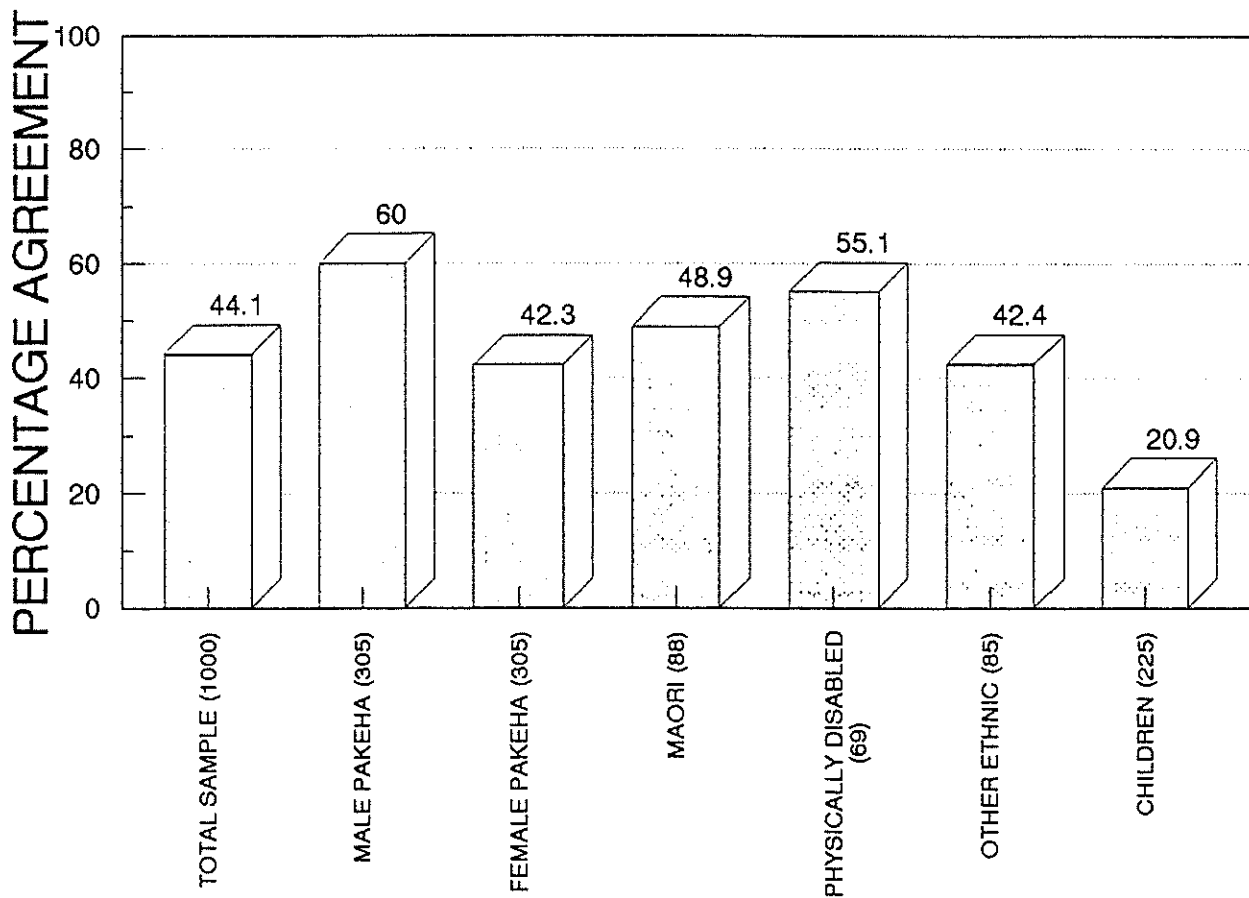
NEW ZEALAND SOCIETY/SOCIAL

UNEMPLOYMENT IS HERE TO STAY
(BASE : WEIGHTED SAMPLES)



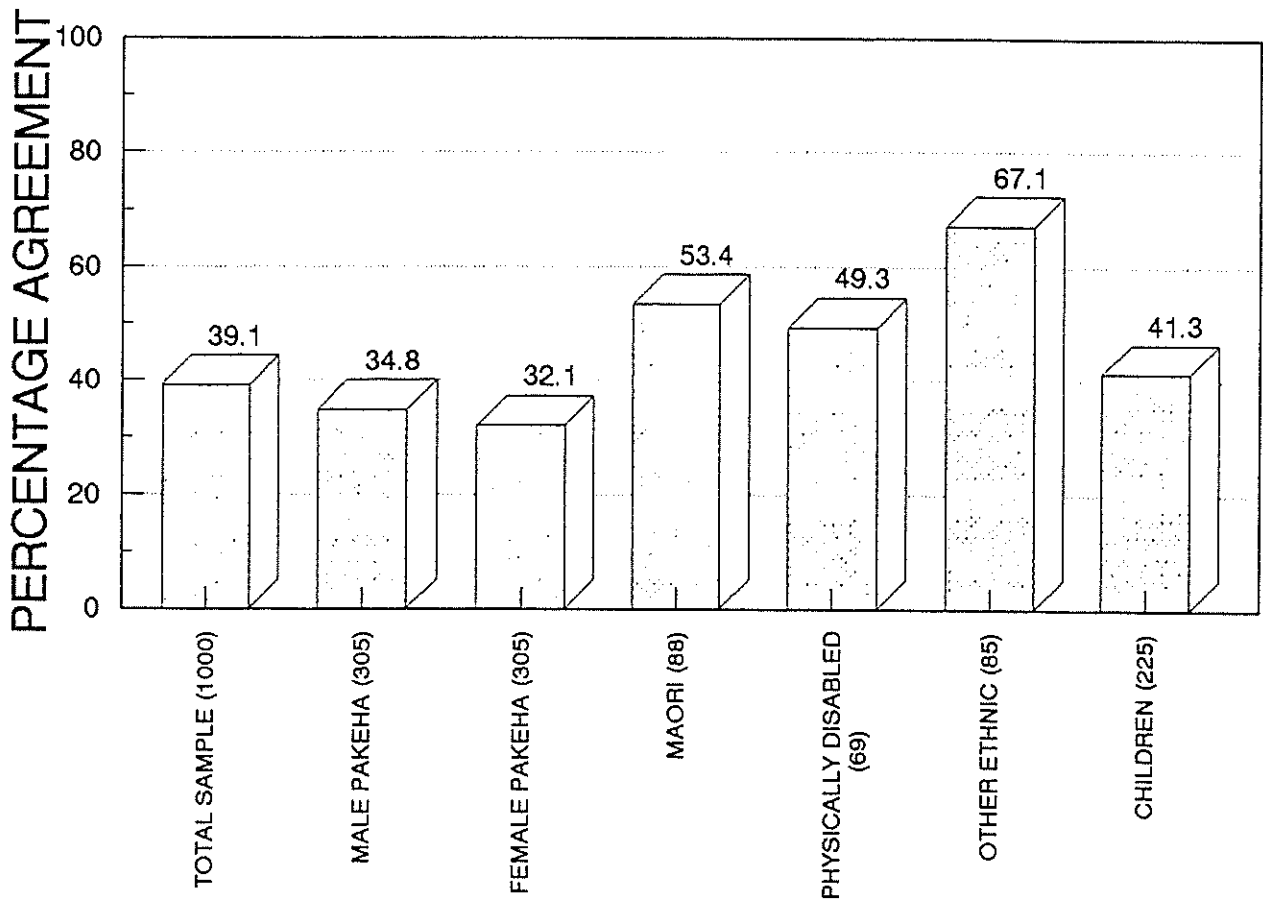


NEW ZEALAND SOCIETY/SOCIAL
COPORAL PUNISHMENT SHOULD BE USED AS A FORM OF
PUNISHMENT IN SCHOOLS
(BASE : WEIGHTED SAMPLES)





NEW ZEALAND SOCIETY/SOCIAL RELIGIOUS VALUES ARE AN IMPORTANT PART OF NEW ZEALAND CULTURE (BASE : WEIGHTED SAMPLES)



- * "The welfare system discourages some people from becoming independent."

The majority of the total population support this statement with the exception of children, where less than half are in agreement and a substantial minority remaining neutral on this subject.

- * "My cultural heritage is very important to me."

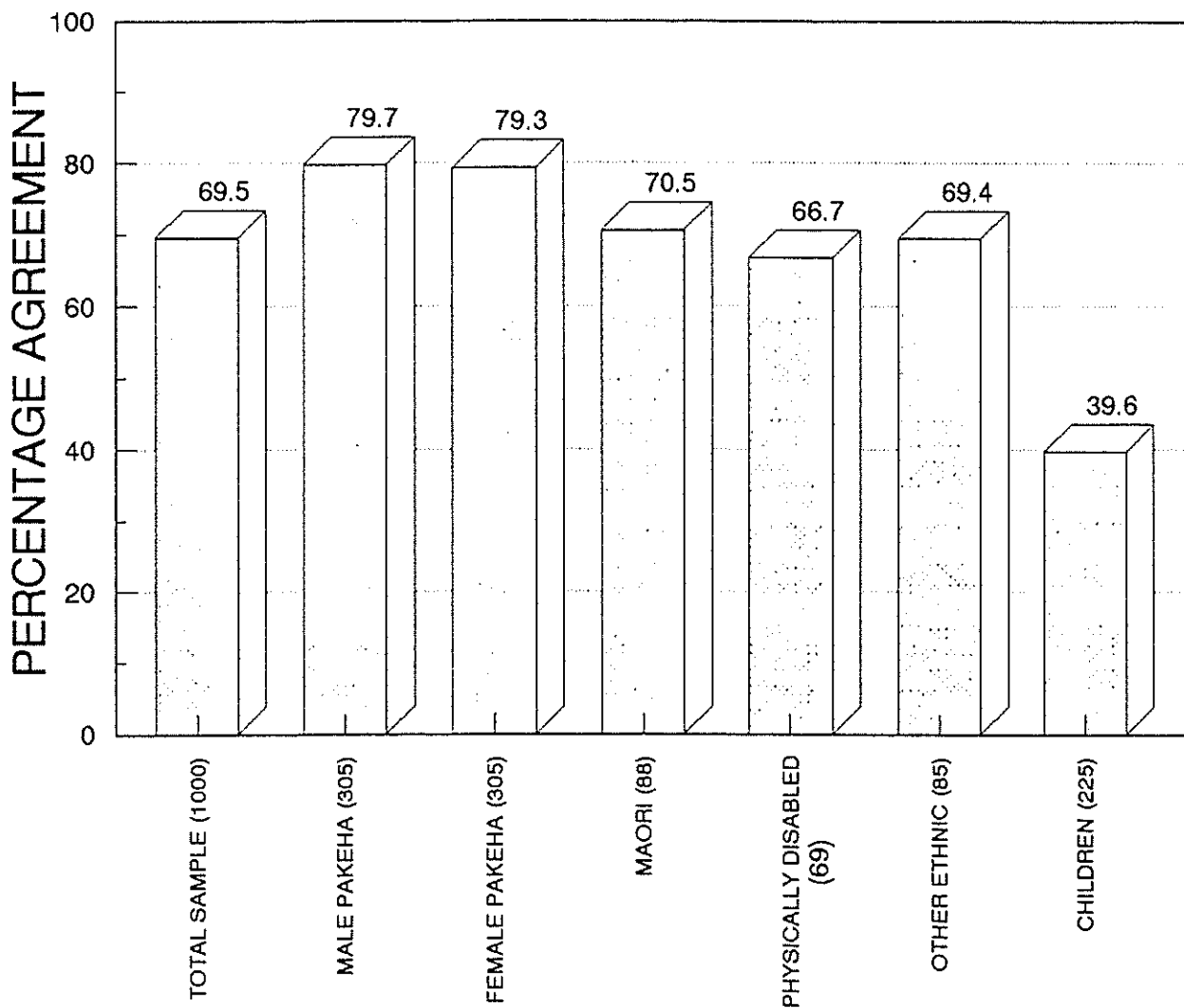
Whilst the majority of the total population agrees with this statement, levels of agreement are much higher from the Maori and other ethnic groups.

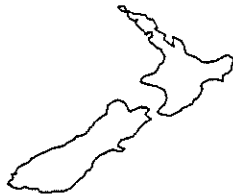
- * "Extremists are pulling New Zealand society apart."

The physically disabled group agree with this statement to a much higher level than the total population and children agree to a much lower level.

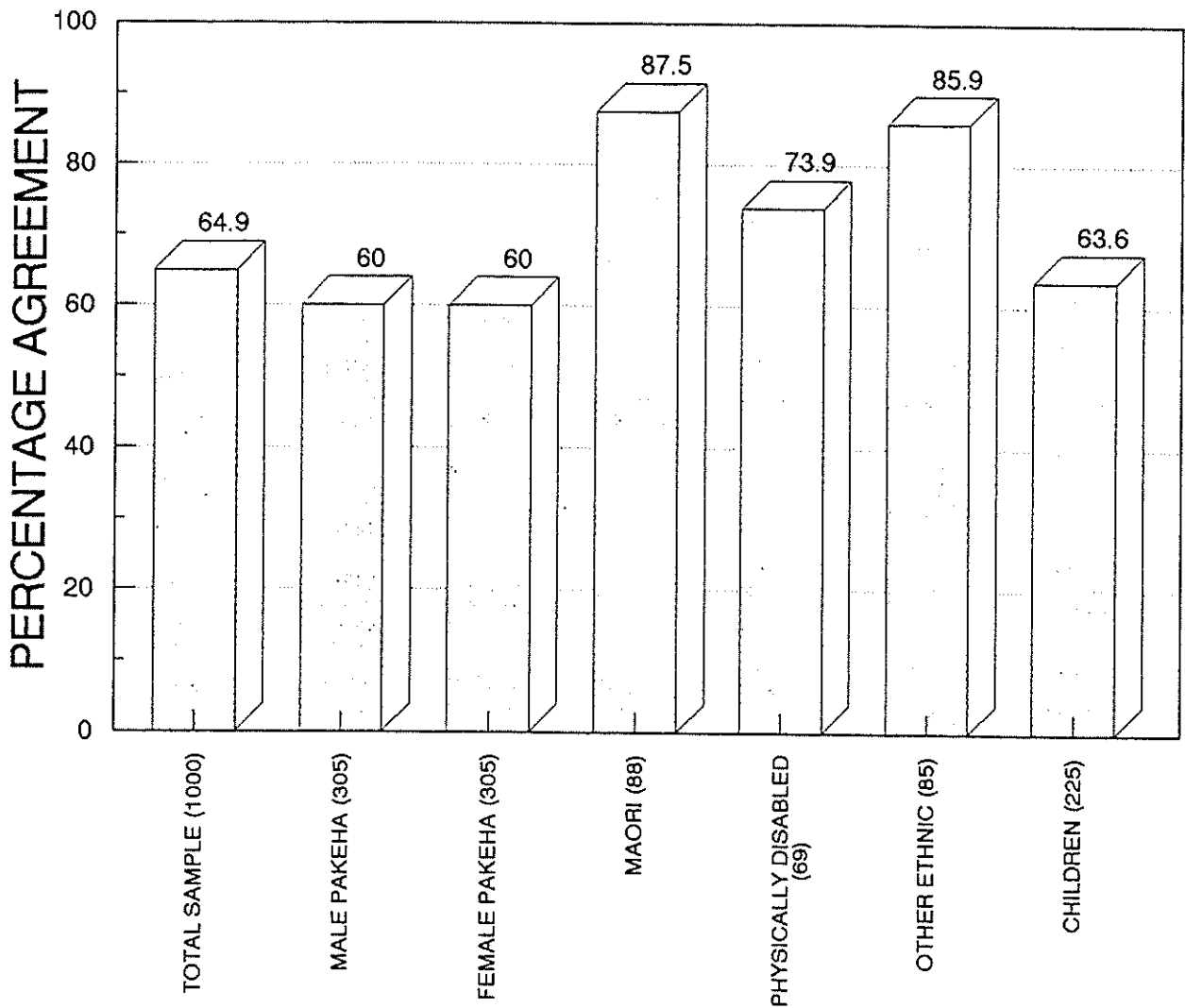


NEW ZEALAND SOCIETY/SOCIAL THE WELFARE SYSTEM DISCOURAGES SOME PEOPLE FROM BECOMING INDEPENDENT (BASE : WEIGHTED SAMPLES)



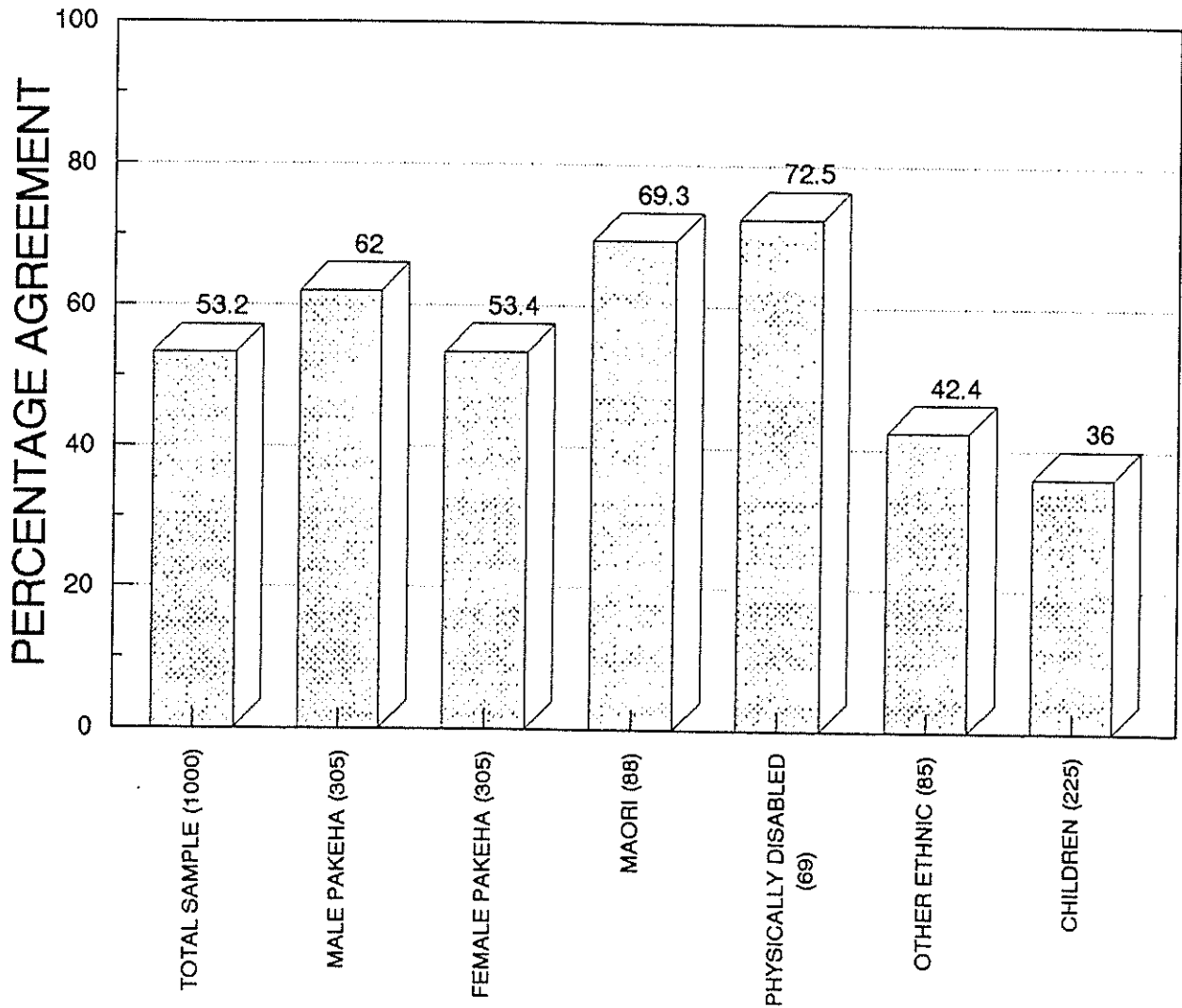


NEW ZEALAND SOCIETY/SOCIAL
MY CULTURAL HERITAGE IS VERY IMPORTANT TO ME
(BASE : WEIGHTED SAMPLES)





NEW ZEALAND SOCIETY/SOCIAL EXTREMISTS ARE PULLING NEW ZEALAND SOCIETY APART (BASE : WEIGHTED SAMPLES)

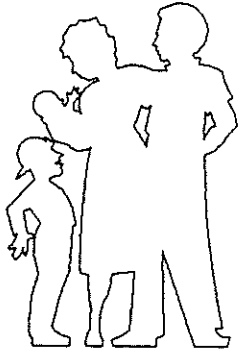


4.2.5 FAMILY

Total Population Perceptions

The survey reveals that the majority of respondents are concerned about family issues. In particular it was revealed that to the substantial majority of respondents, family (and the extended family) are very important. With regard to the future of children this does appear to be far less of an issue (with the exception of Maori as later analysis will reveal).

In summary, it is highly apparent that the family is central to the New Zealand way of life.



I FEAR FOR MY CHILDREN'S FUTURE

I WORRY THAT CHILDREN WILL NOT GET A FULL-TIME JOB

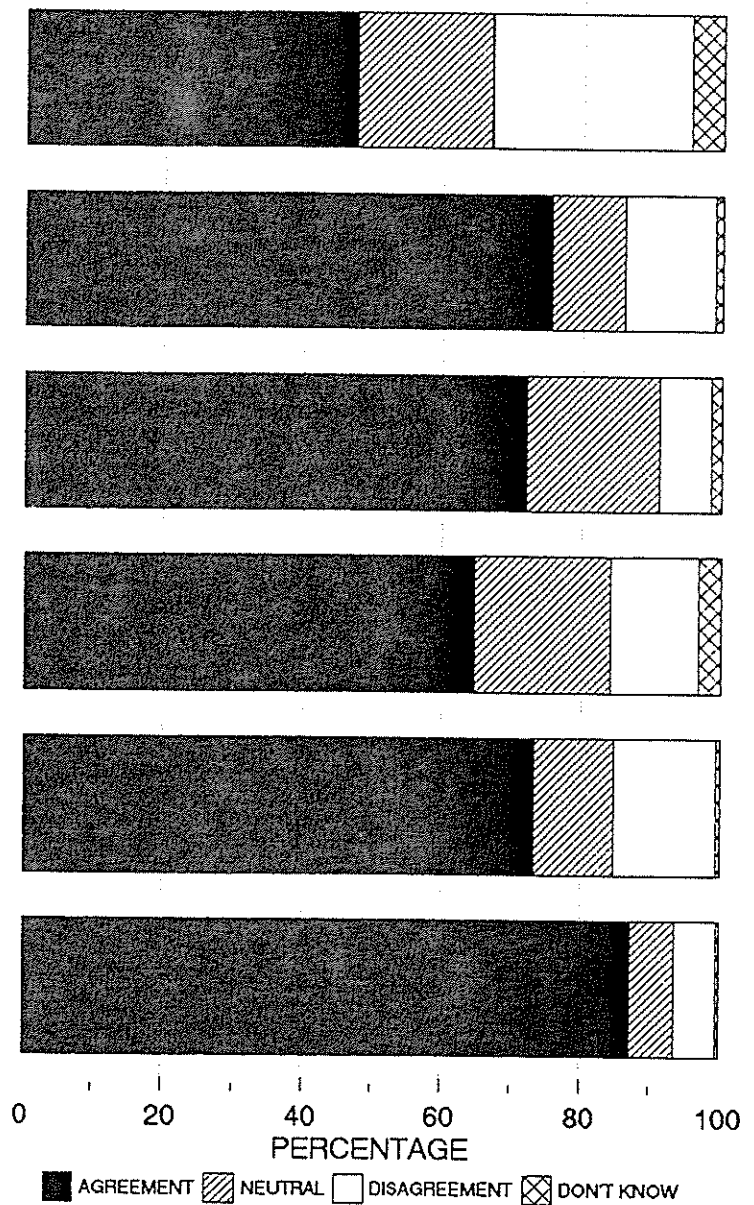
NEW ZEALAND IDEAL PLACE TO RAISE A FAMILY

CONCERNED ABOUT THE BREAKDOWN OF THE FAMILY AND IMPACT ON SOCIETY

AN EXTENDED FAMILY IS VERY IMPORTANT TO ME

MY FAMILY IS THE MOST IMPORTANT THING IN MY LIFE

FAMILY
(BASE : TOTAL WEIGHTED SAMPLE)



Statistically Significant Differences By Sub-Sample
Groups Towards Family

Three statements within this section reveal statistically significant differences in attitude when analysed by sub-sample groups.

- * "I fear for my children's future in New Zealand."

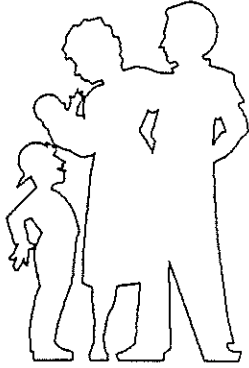
A high majority of Maori expressed concern for their children's future as opposed to the substantial minority of the total population agreeing with the statement.

- * "I worry that today's children will not be able to get full employment."

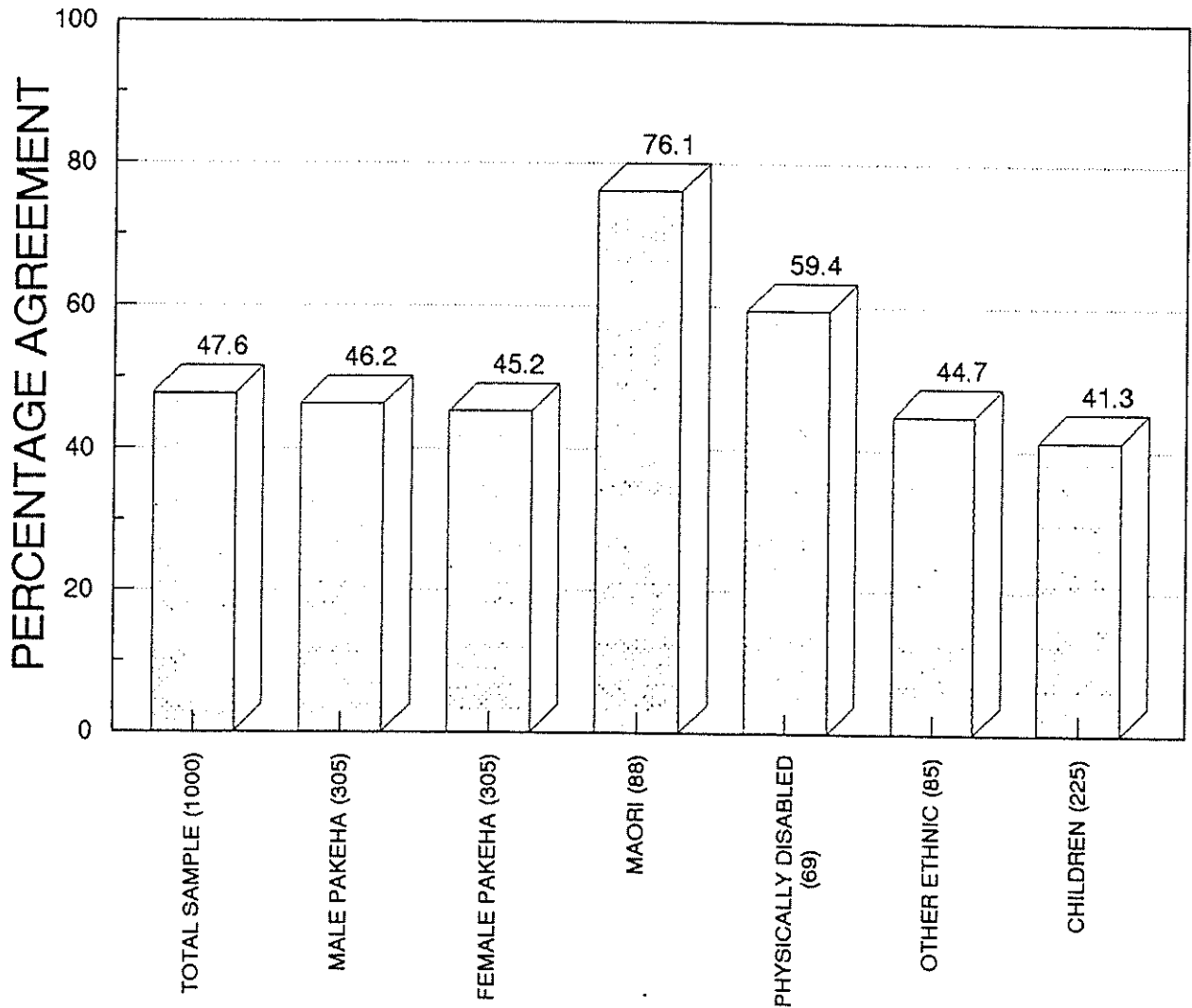
A high majority of the total population agree with this statement reflecting earlier attitudes to the endemic nature of unemployment. However, the feeling of pessimism is far higher among Maori.

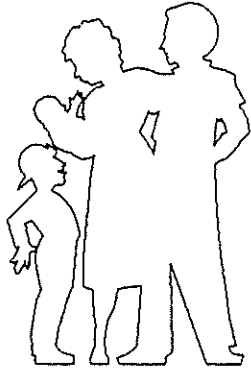
- * "I feel concerned about the breakdown of the traditional family unit and its negative on society."

This statement does reflect a high level of concern from the total population but is particularly marked among the Maori. Children only have a minority level of agreement with the statement with a substantial number remaining neutral on this issue.



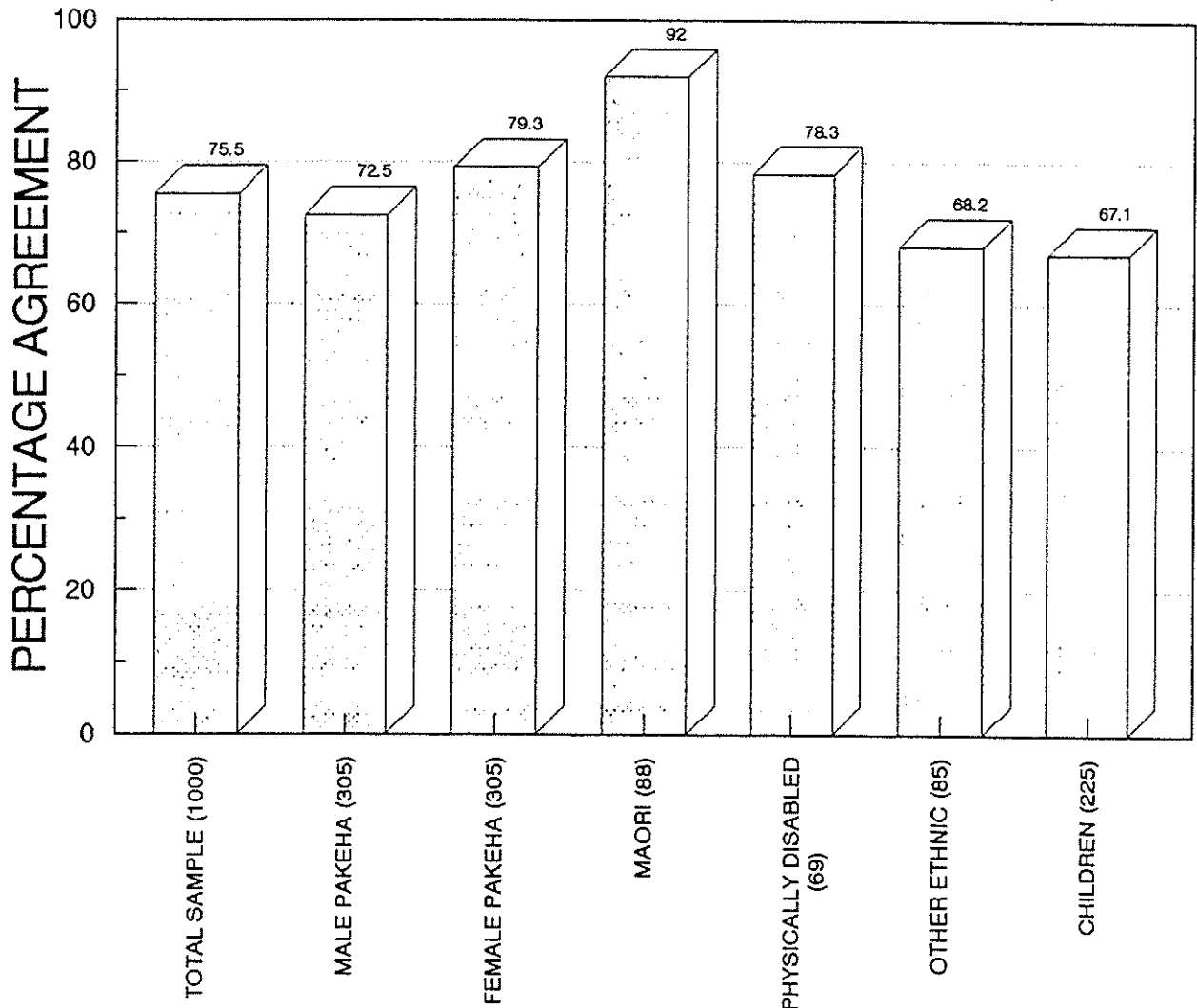
FAMILY
 I FEAR FOR MY CHILDREN'S FUTURE IN NEW ZEALAND
 (BASE : WEIGHTED SAMPLES)

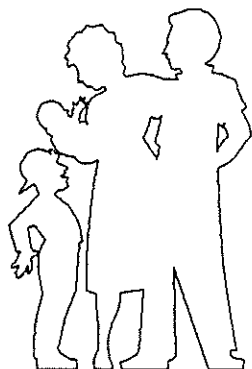




FAMILY

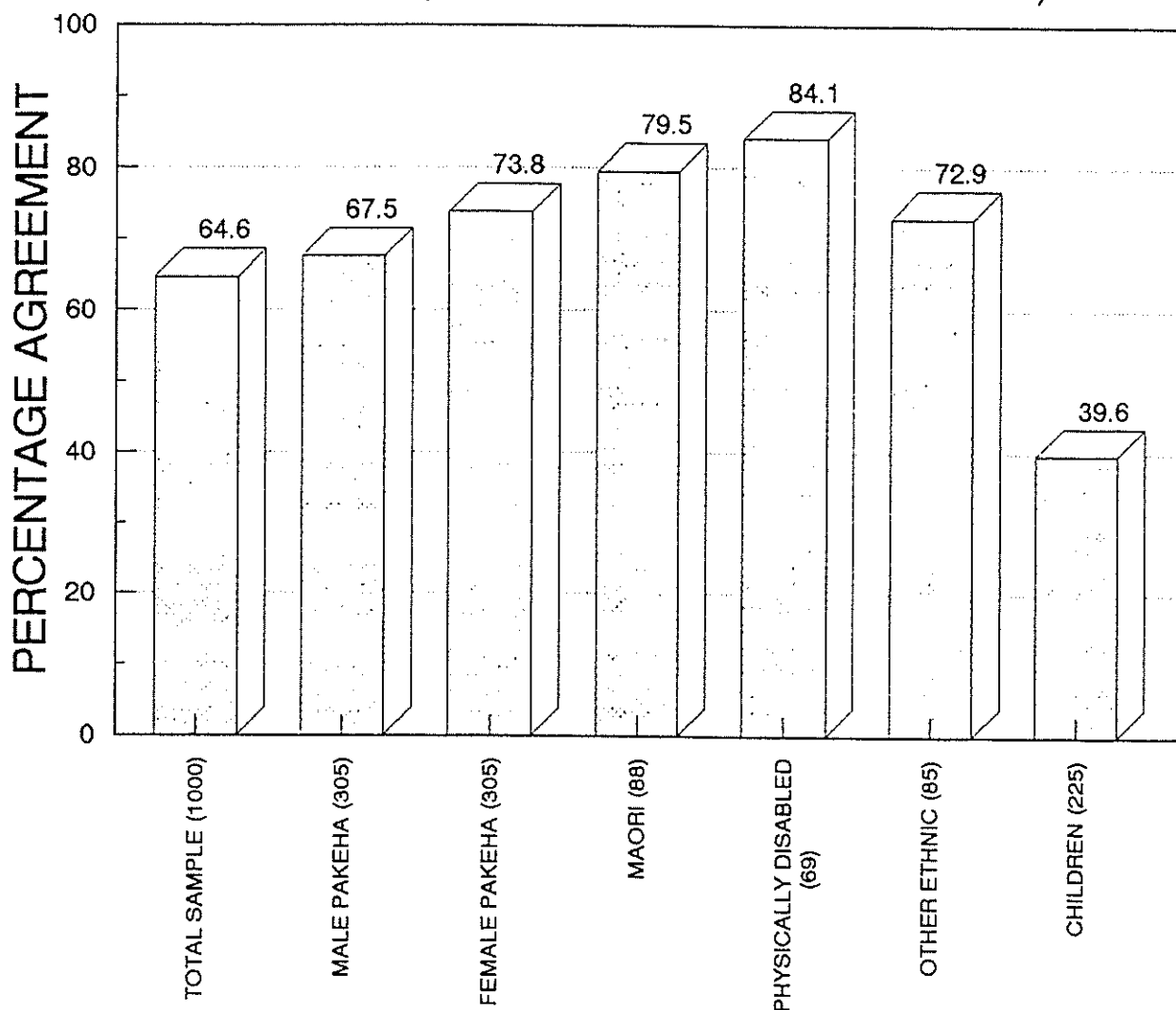
I WORRY THAT TODAY'S CHILDREN WILL NOT BE ABLE TO GET FULL EMPLOYMENT
(BASE : WEIGHTED SAMPLES)





FAMILY

I FEEL CONCERNED ABOUT THE BREAKDOWN OF THE TRADITIONAL FAMILY UNIT AND ITS NEGATIVE IMPACT ON SOCIETY
(BASE : WEIGHTED SAMPLES)

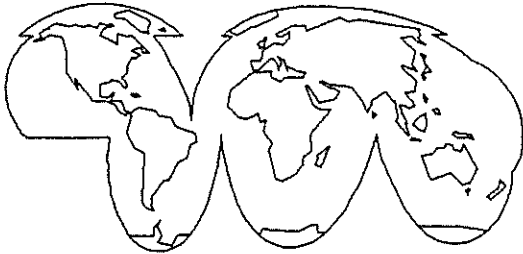


4.2.6 NEW ZEALAND IMAGE / IDENTITY

Total Population Perceptions

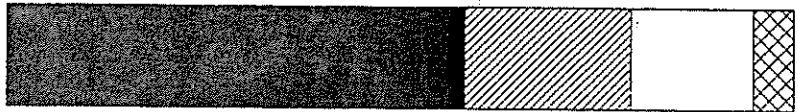
It is within this section that the most marked differences among respondents occurred. Statements regarding the sports orientation of New Zealand, New Zealand's nuclear free policy, loss of New Zealand assets and actually being a New Zealander received high levels of consensus. However, statements regarding New Zealand culture, New Zealand's place in the world and technological developments reveals a distinct difference in opinion from respondents.

In summary, it appears that the image and identity of New Zealand does not have one meaning but is as varied as the images and identities of its residents. Where there are statistically significant differences between the sub-sample groups, these differences tend to relate to Maori perceptions.

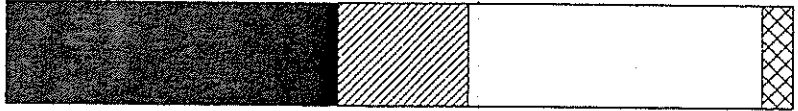


**NEW ZEALAND IMAGE/IDENTITY
(BASE : TOTAL WEIGHTED SAMPLE)**

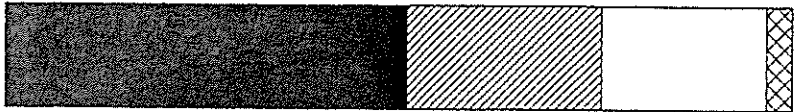
NEW ZEALAND MOVING FROM A CONSERVATIVE, RURAL SOCIETY TO A MODERN NATION



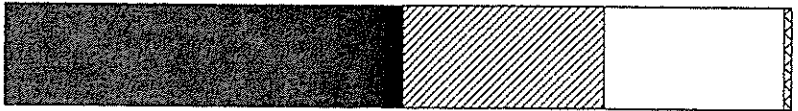
NEW ZEALAND IS INSIGNIFICANT IN WORLD AFFAIRS



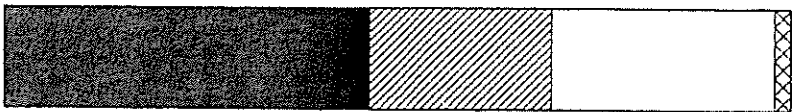
DON'T LIKE WAY NEW ZEALAND IS SEEN AS INSIGNIFICANT WORLD AFFAIRS



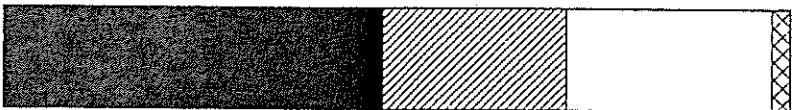
NEW ZEALANDERS PREFER TO LOOK TO THE FUTURE



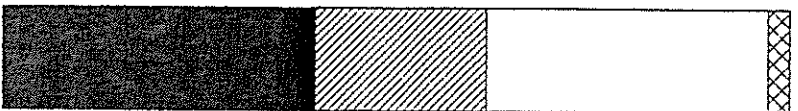
NEW ZEALANDERS OLD FASHIONED NATURE IS ONE REASON I LIKE IT



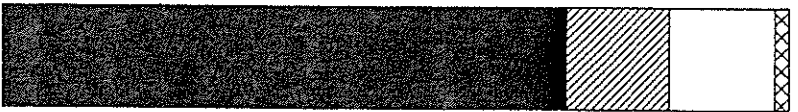
SHAME THAT PEOPLE SEE NEW ZEALANDERS AS COUNTRY COUSINS



NEW ZEALANDERS IDENTITY IS AT RISK AS WE STRIVE FOR POSITION IN THE WORLD



NEW ZEALAND SHOULD AVOID ADOPTING STANDARDS FROM OTHER COUNTRIES

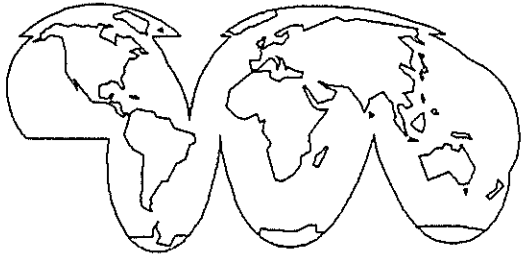


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PERCENTAGE

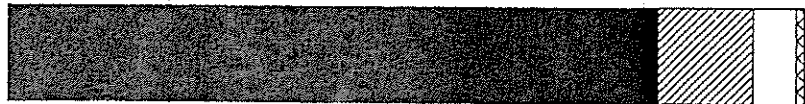
■ AGREEMENT ▨ NEUTRAL □ DISAGREEMENT ▩ DON'T KNOW





**NEW ZEALAND IMAGE/IDENTITY CONTINUED
(BASE : TOTAL WEIGHTED SAMPLE)**

NEW ZEALAND IS A NATION OF SPORTS MINDED PEOPLE



INDIVIDUAL CULTURES RETAINING THEIR OWN IDENTITY ENRICHES N.Z. SOCIETY



WORLD NO LONGER SEES NEW ZEALAND AS HARMINIOUS



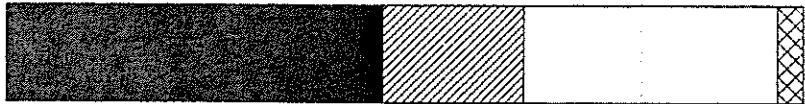
NEW ZEALAND MOST BORING PLACE IN THE WORLD



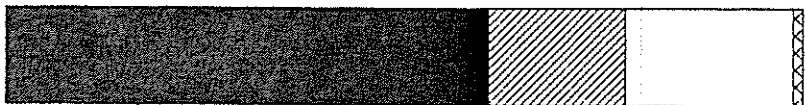
AMERICA SHOULD BE EXAMPLE NEW ZEALAND FOLLOWS



LIVING HERE IS ESCAPE FROM PRESSURES ELSEWHERE



MAORI CULTURE GIVES NEW ZEALAND ITS UNIQUE IDENTITY



LIKE EMPHASIS PLACED ON MAORI CULTURE BUT NOT SURE ITS MINE

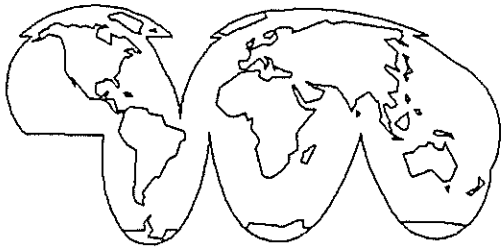


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PERCENTAGE

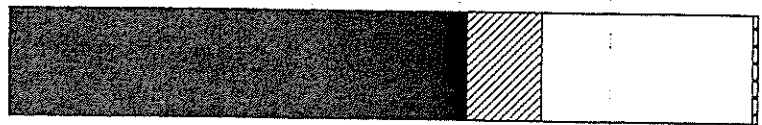
AGREEMENT NEUTRAL DISAGREEMENT DON'T KNOW





**NEW ZEALAND IMAGE/IDENTITY CONTINUED
(BASE : TOTAL WEIGHTED SAMPLE)**

ALL CULTURES HAVE EQUAL OPPORTUNITY TO PROSPER



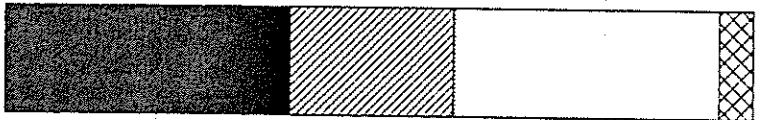
NEW ZEALAND SHOULD HAVE A SINGLE CULTURAL IDENTITY



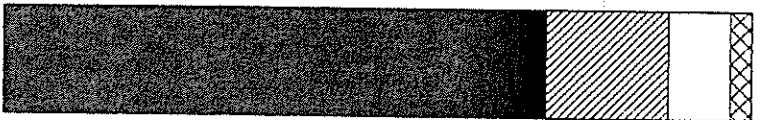
NEW ZEALAND IS A RELATIVELY CLASSLESS SOCIETY



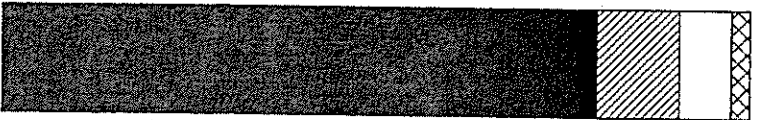
NEW ZEALAND CULTURE IS UNDER DEVELOPED



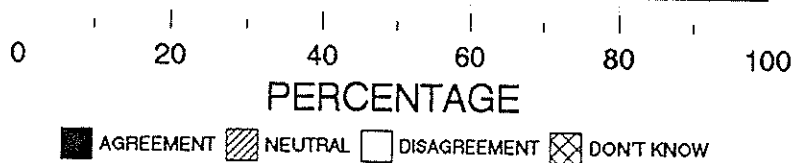
CULTURE AND HISTORY IS AS VARIED AS IT'S PEOPLE



NUCLEAR FREE POLICY HAS PUT NEW ZEALAND ON THE MAP



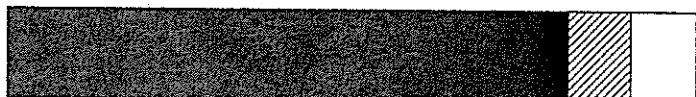
ASSETS SHOULD STAY HERE & NOT BE SOLD OFF TO FOREIGNERS



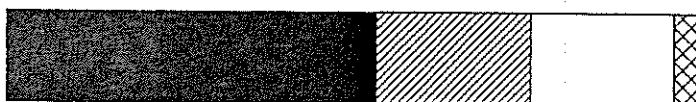


**NEW ZEALAND IDENTITY/IMAGE
(BASE : TOTAL WEIGHTED SAMPLE)**

I AM PROUD OF THE NUCLEAR FREE POLICY



NEW ZEALAND NO LONGER BOWS DOWN TO OTHER POLITICAL POINTS OF VIEW



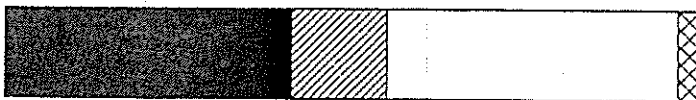
NEW NATIONAL FLAG IS OVERDUE



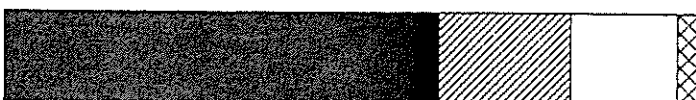
WE ARE BETTER OFF OUT OF ANZUS



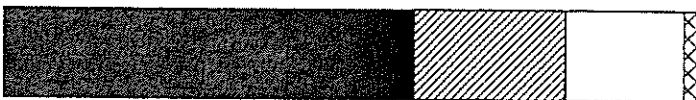
NEW ZEALAND TECHNOLOGICALLY BEHIND OTHER DEVELOPED COUNTRIES



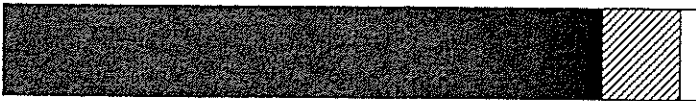
PRICE FOR PROGRESS IS SEPARATION OF RICH AND POOR



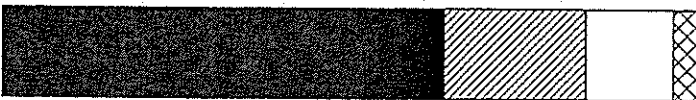
FEEL OPTIMISTIC ABOUT NEW ZEALANDERS FUTURE



I AM PROUD OF NEW ZEALAND



NEW ZEALAND IS BECOMING RECOGNISED AS MAKING IMPORTANT CONTRIBUTIONS TO WORLD AFFAIRS

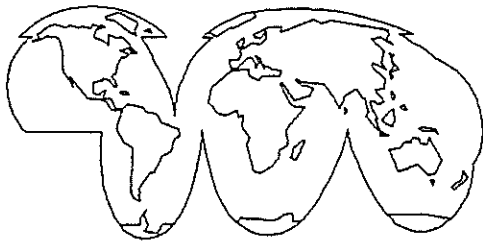


0 20 40 60 80 100

PERCENTAGE

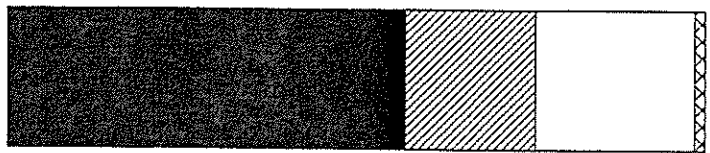
■ AGREEMENT ▨ NEUTRAL □ DISAGREEMENT ▩ DONT KNOW





**NEW ZEALAND IMAGE/IDENTITY
(BASE : TOTAL WEIGHTED SAMPLE)**

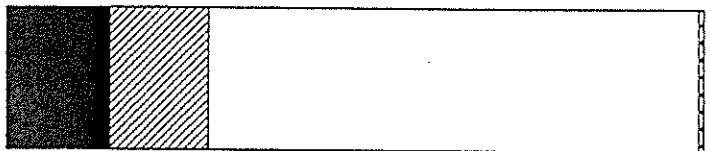
MULTI-CULTURAL NATURE IS ONE OF ITS GREATER STRENGTHS



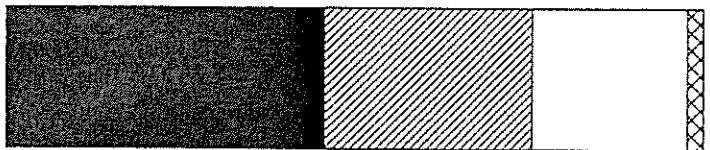
NEW ZEALAND WILL ALWAYS BE MY HOME



PREFER TO LIVE IN ANOTHER COUNTRY IF I HAD THE CHOICE



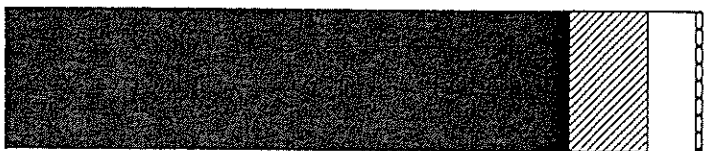
NATION OF CARING PEOPLE SETS US APART FROM OTHER NATIONS



NEW ZEALAND IS ITS PEOPLE



BEING A NEW ZEALANDER IS VERY IMPORTANT TO ME



0 20 40 60 80 100
PERCENTAGE

AGREEMENT NEUTRAL DISAGREEMENT DONT KNOW



Statistically Significant Differences By Sub-Sample
Groups Towards New Zealand Image And Identity

The statements contained in this section capture the different opinions of the sub-sample groups particularly with relation to specific issues of culture and identity.

- * "New Zealand's old-fashioned nature is one reason I like it."

Whilst more of the total population agree rather than disagree with this statement, the level of agreement is less than half of the total population. However, Maori obviously related far more to this sentiment as a majority agree with the statement.

- * "New Zealand's identity is at risk as we strive for our position in the world."

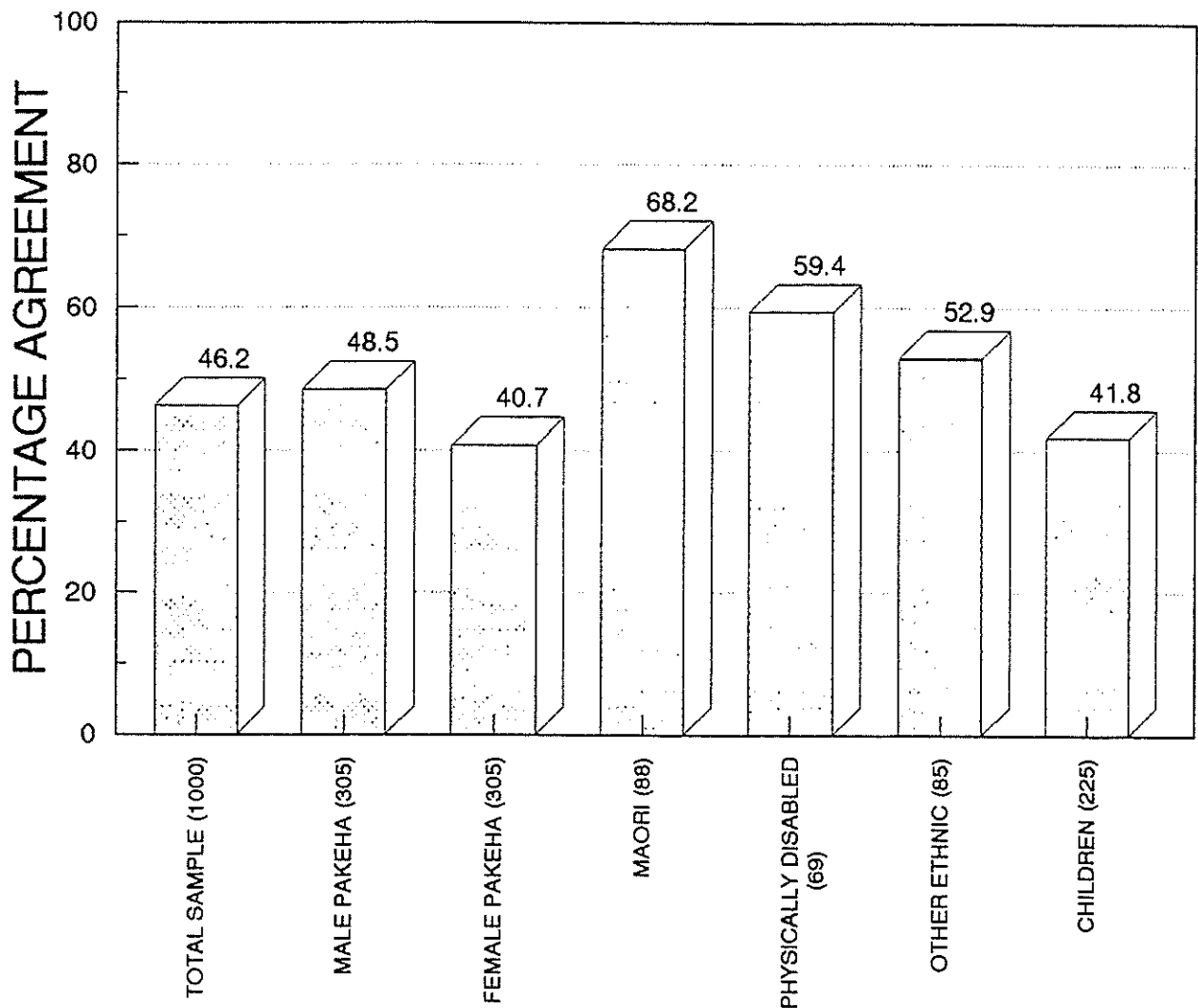
The Maori affinity with New Zealand appears to be quite strong as the level of agreement with this statement is about half whereas it is much lower for the total population.

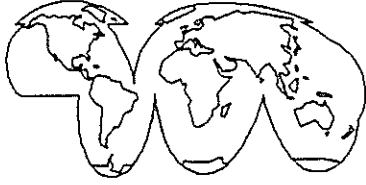
- * "Maori culture gives New Zealand its unique identity."

As may be expected the majority of the total population agree with this statement but the level of agreement is much higher from the Maori group.



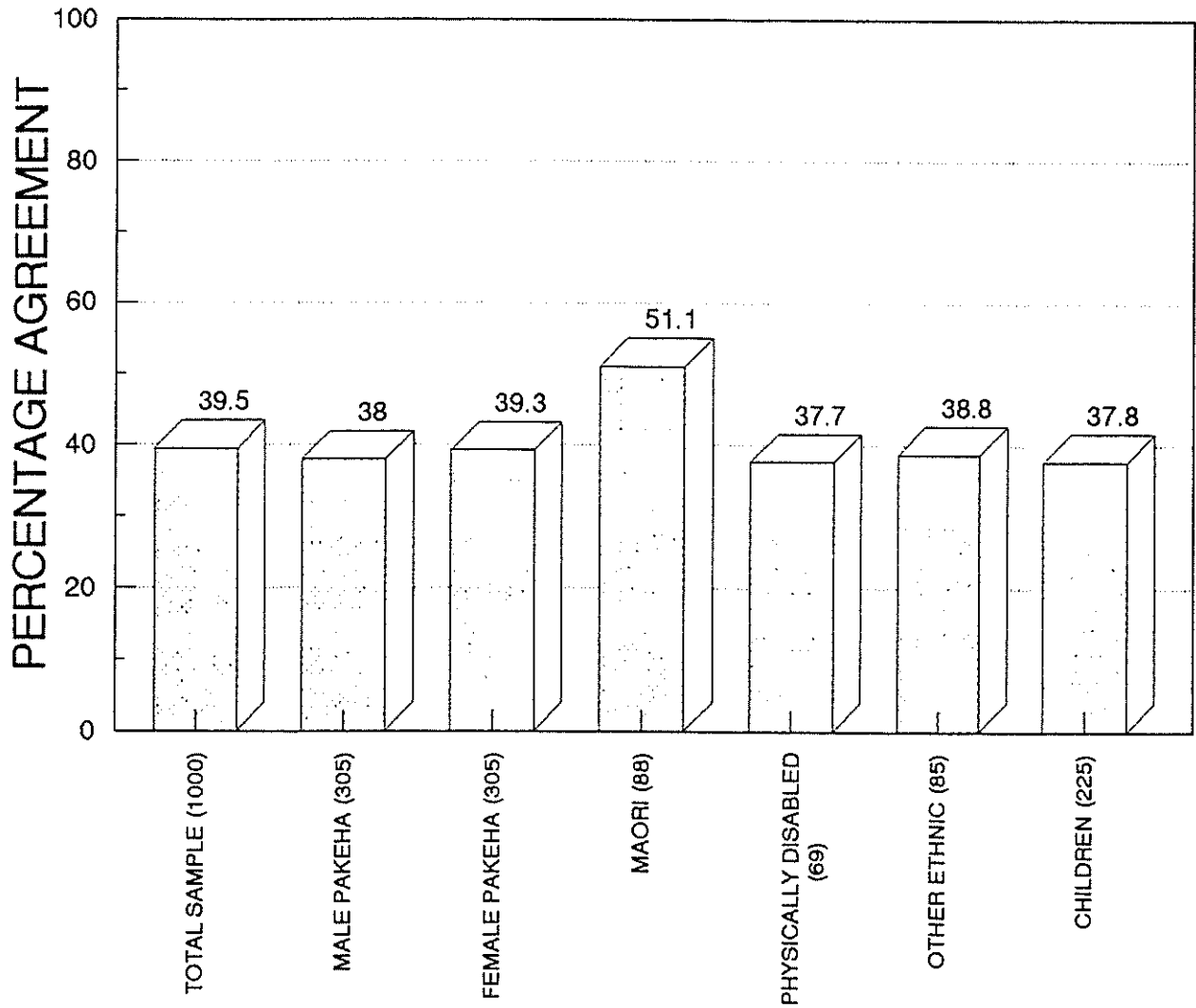
NEW ZEALAND IMAGE/IDENTITY
NEW ZEALANDS OLD FASHIONED NATURE IS ONE REASON
I LIKE IT
(BASE : WEIGHTED SAMPLES)





NEW ZEALAND IMAGE/IDENTITY

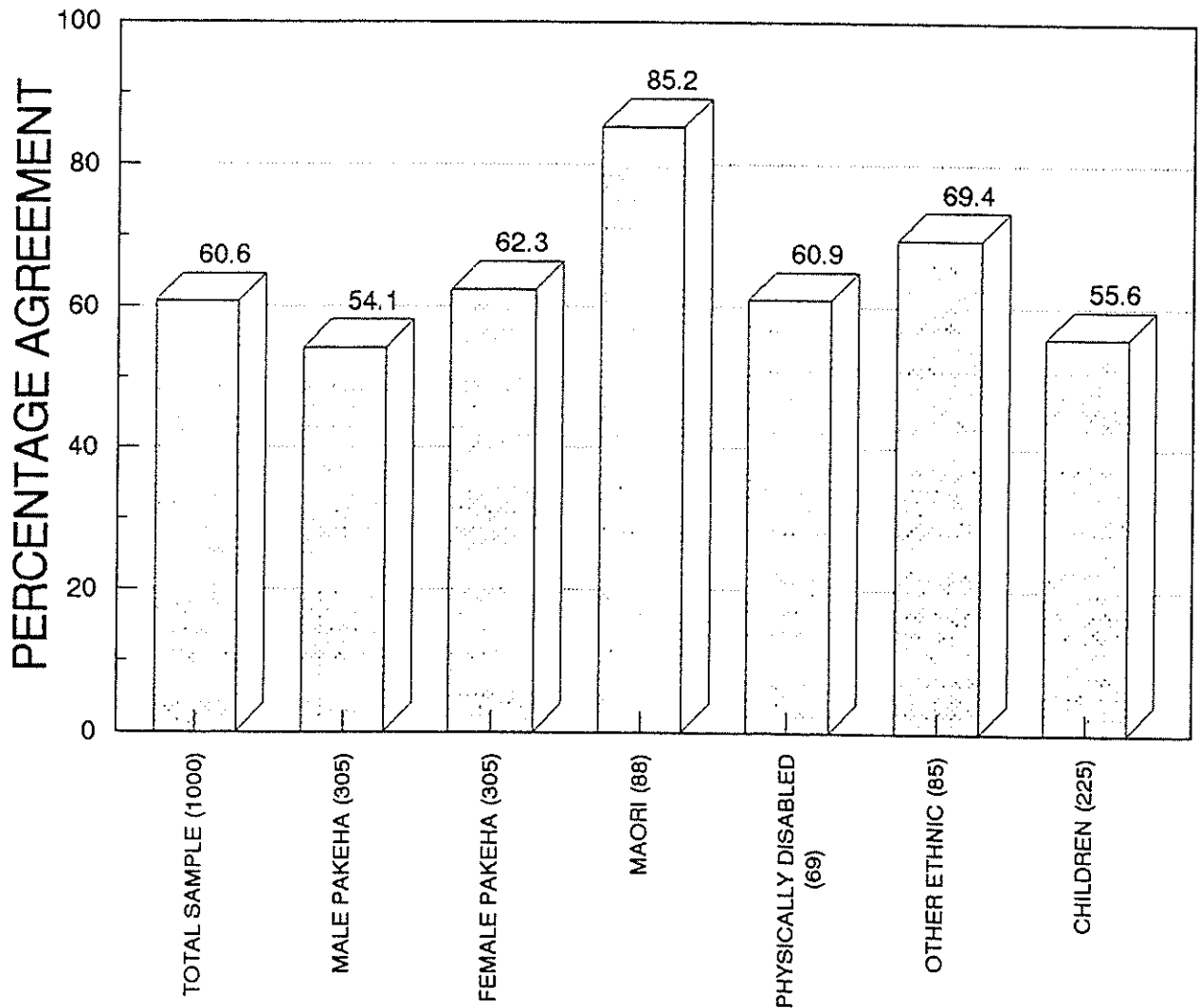
NEW ZEALANDS IDENTITY IS AT RISK AS WE STRIVE
FOR POSITION IN THE WORLD
(BASE : WEIGHTED SAMPLES)





NEW ZEALAND IMAGE/IDENTITY

MAORI CULTURE GIVES NEW ZEALAND IT'S
UNIQUE IDENTITY
(BASE : WEIGHTED SAMPLES)



- * "I like to emphasis placed on Maori culture in New Zealand but I'm not sure it's really my culture."

The overall majority of the total population support this statement but as might be expected more Maori disagree with the statement than agree.

- * "New Zealand should have a single cultural identity."

The majority of the total population disagree with this statement but the highest level of disagreement comes from the other ethnic groups.

- * "New Zealand is a relatively classless society."

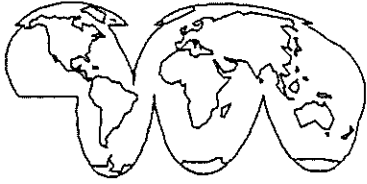
The majority of the total population disagree with this statement but the majority of the physically disabled group agree that New Zealand is relatively classless.

- * "The multi-cultural nature of New Zealand society is one of its greatest strengths."

The majority of the total population accept this statement with the other ethnic group responding at a much higher level of agreement and only the large minority of male pakeha sharing the sentiment.

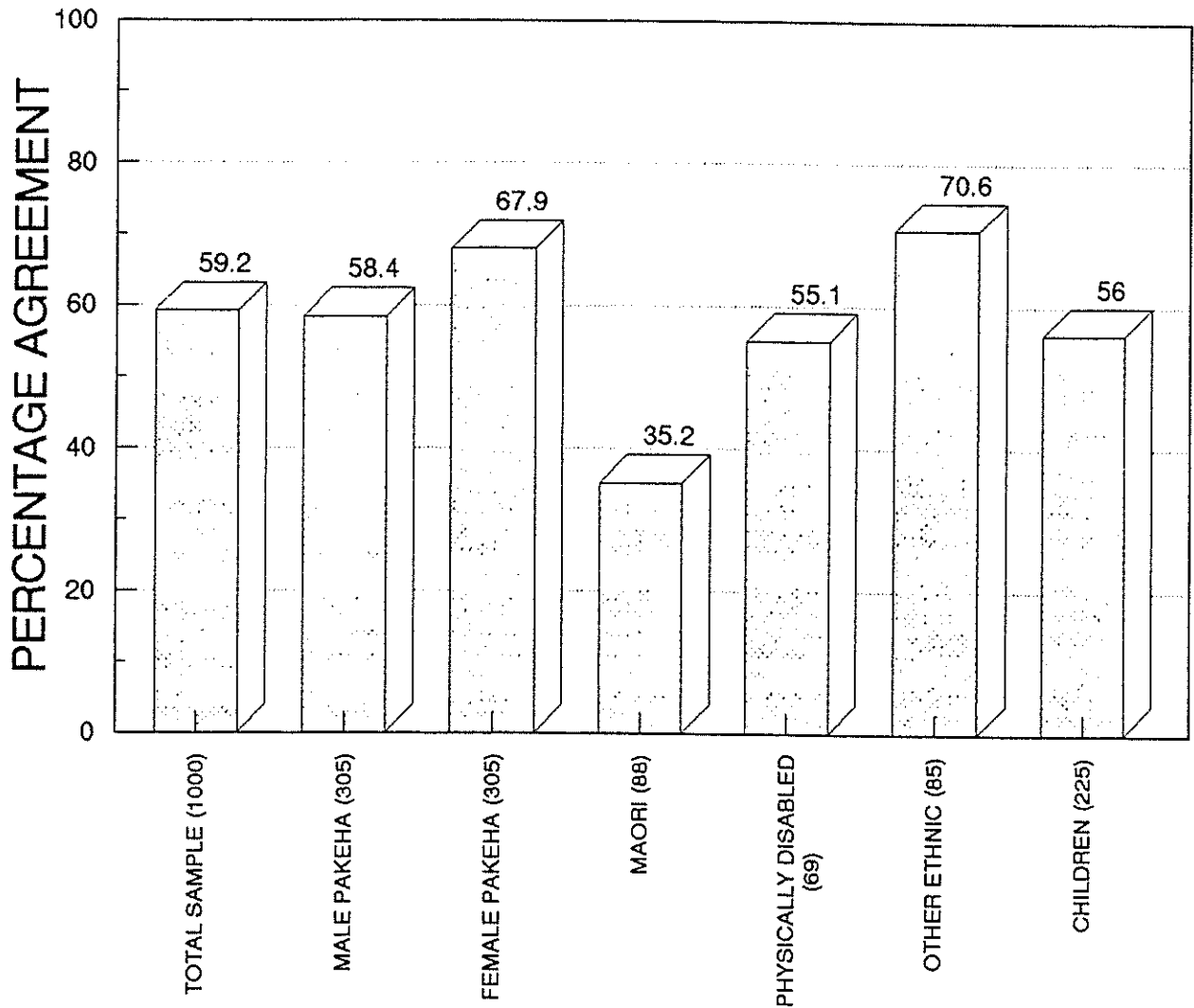
- * "New Zealand's nation of caring people sets it apart from other nations."

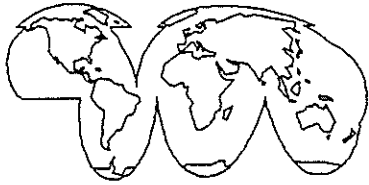
The majority of the total population are not really convinced by this statement, but the Maori group really believe caring to be a characteristic of the nation.



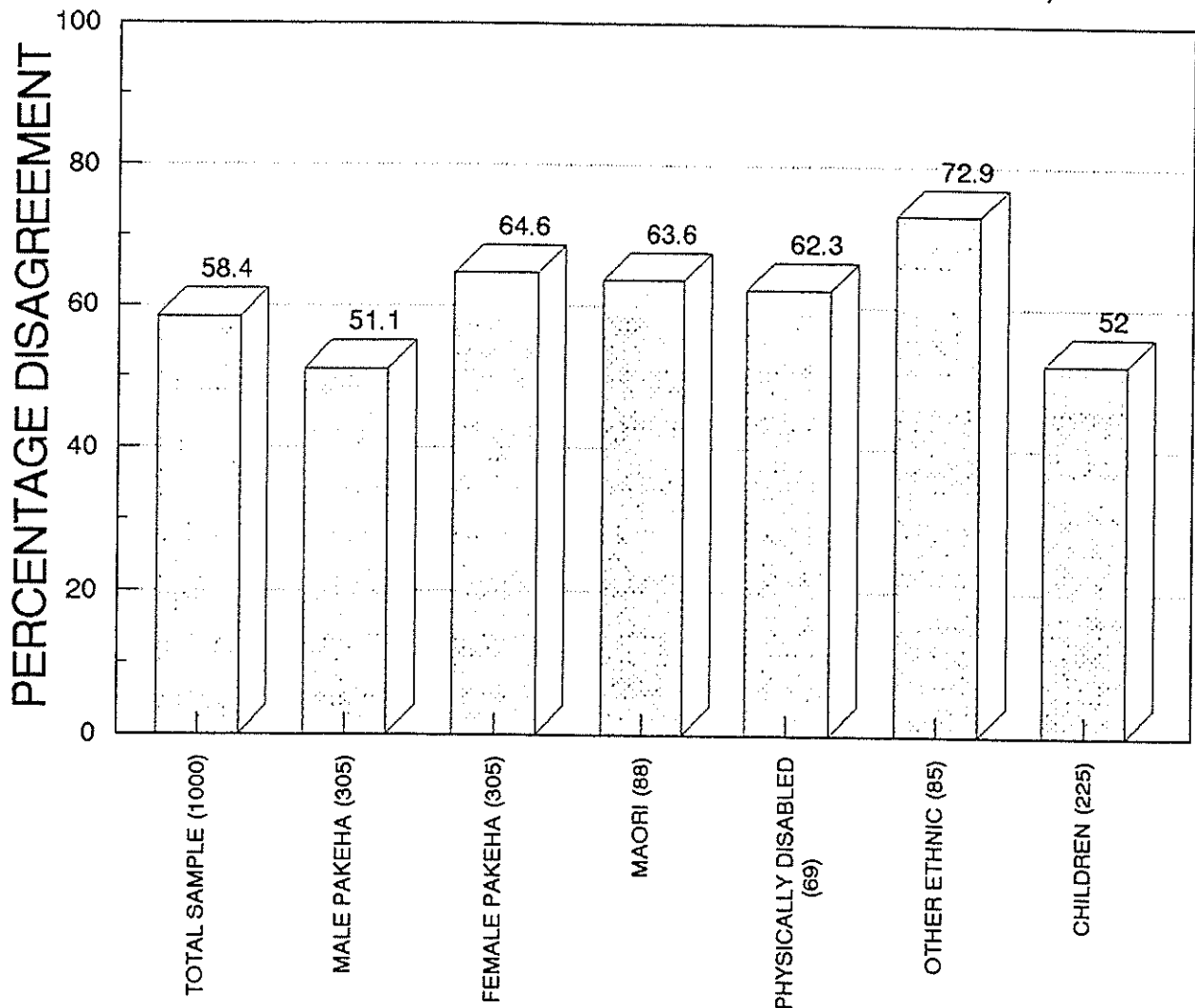
NEW ZEALAND IMAGE/IDENTITY

I LIKE THE EMPHASIS PLACED ON MAORI CULTURE IN NEW ZEALAND
BUT I'M NOT SURE IT'S REALLY MY CULTURE
(BASE : WEIGHTED SAMPLES)





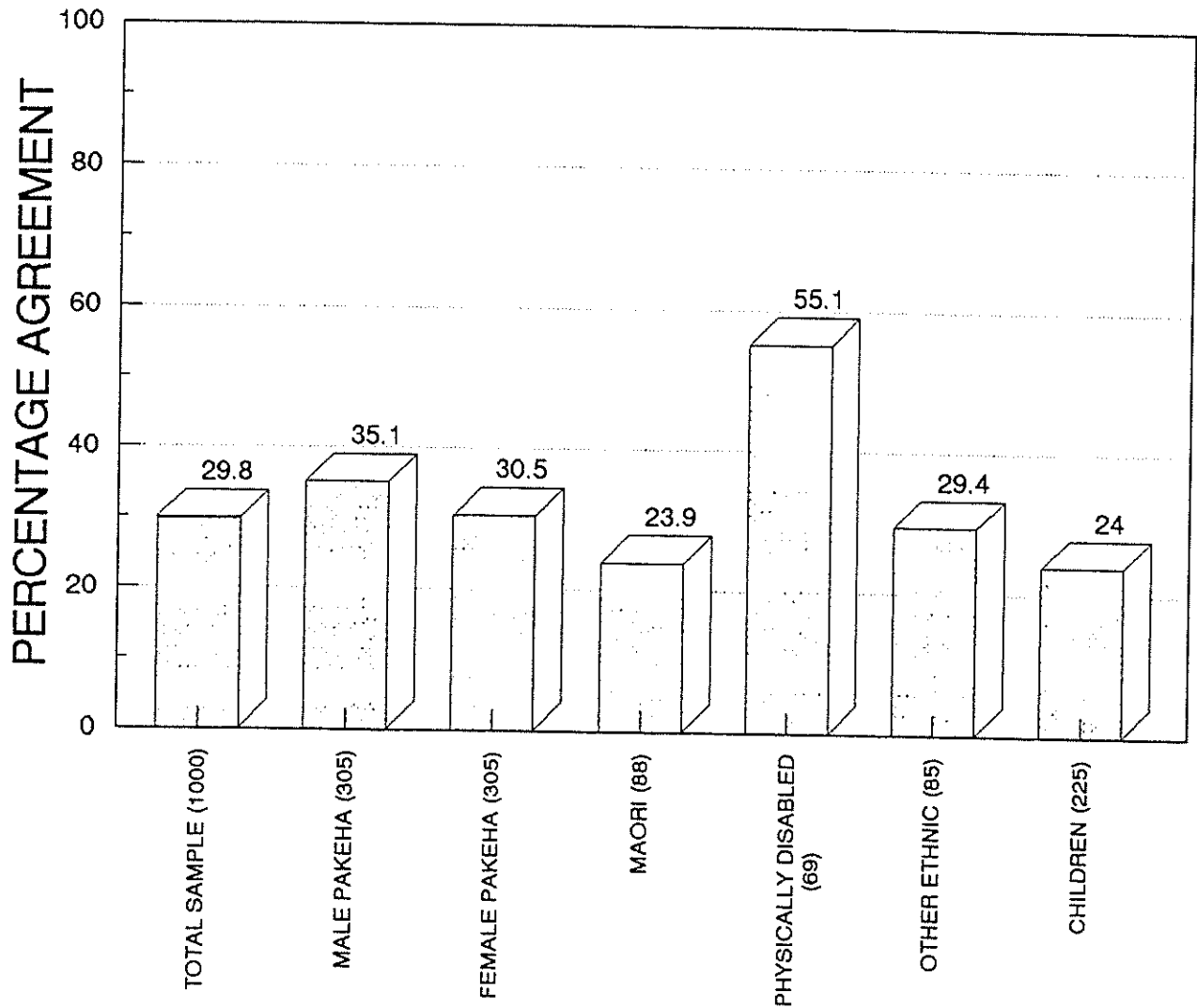
NEW ZEALAND IMAGE/IDENTITY
 NEW ZEALAND SHOULD HAVE A SINGLE
 CULTURAL IDENTITY
 (BASE : WEIGHTED SAMPLES)





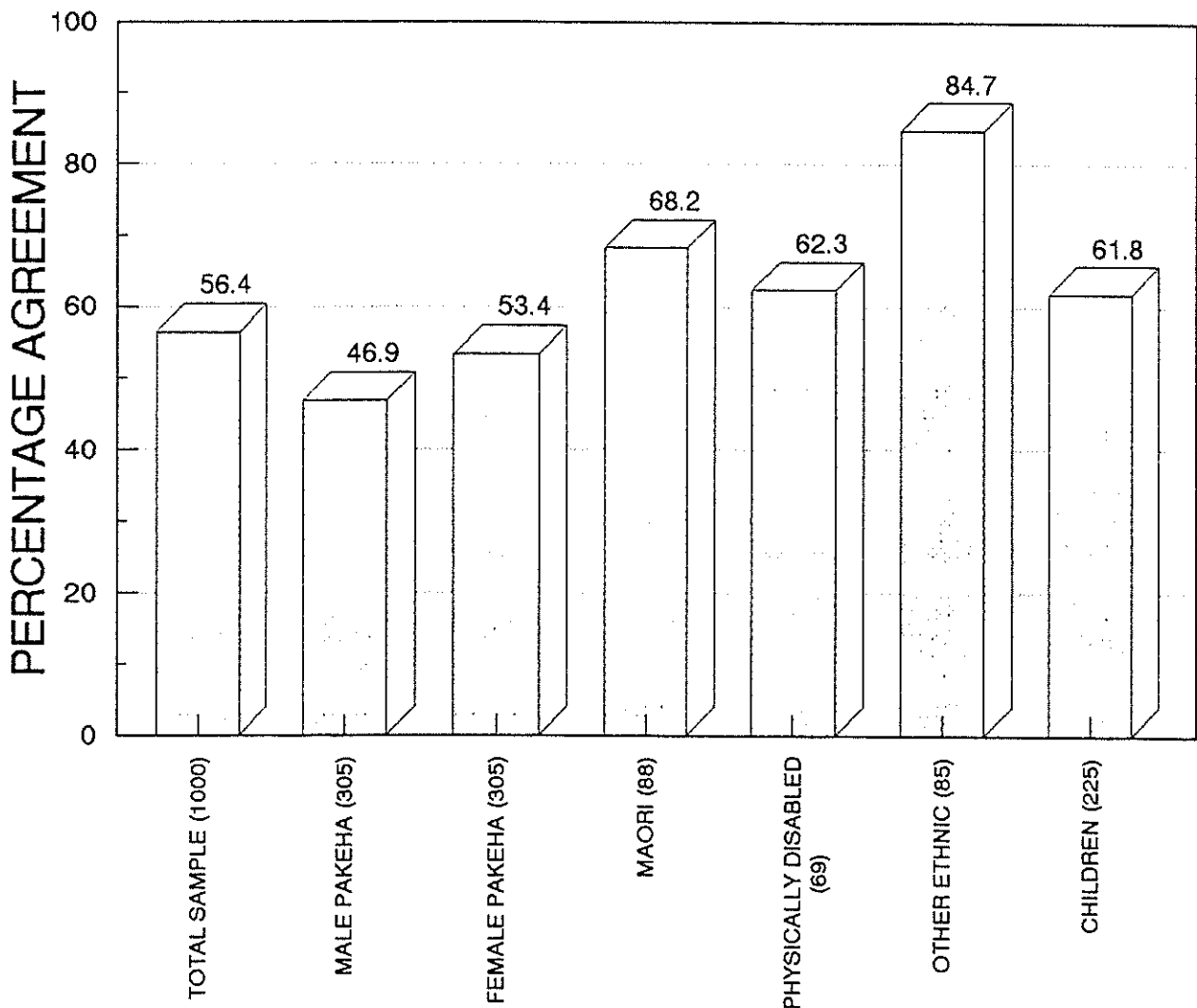
NEW ZEALAND IMAGE/IDENTITY

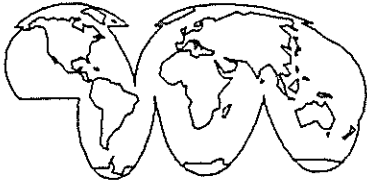
NEW ZEALAND IS A RELATIVELY CLASSLESS SOCIETY
(BASE : WEIGHTED SAMPLES)



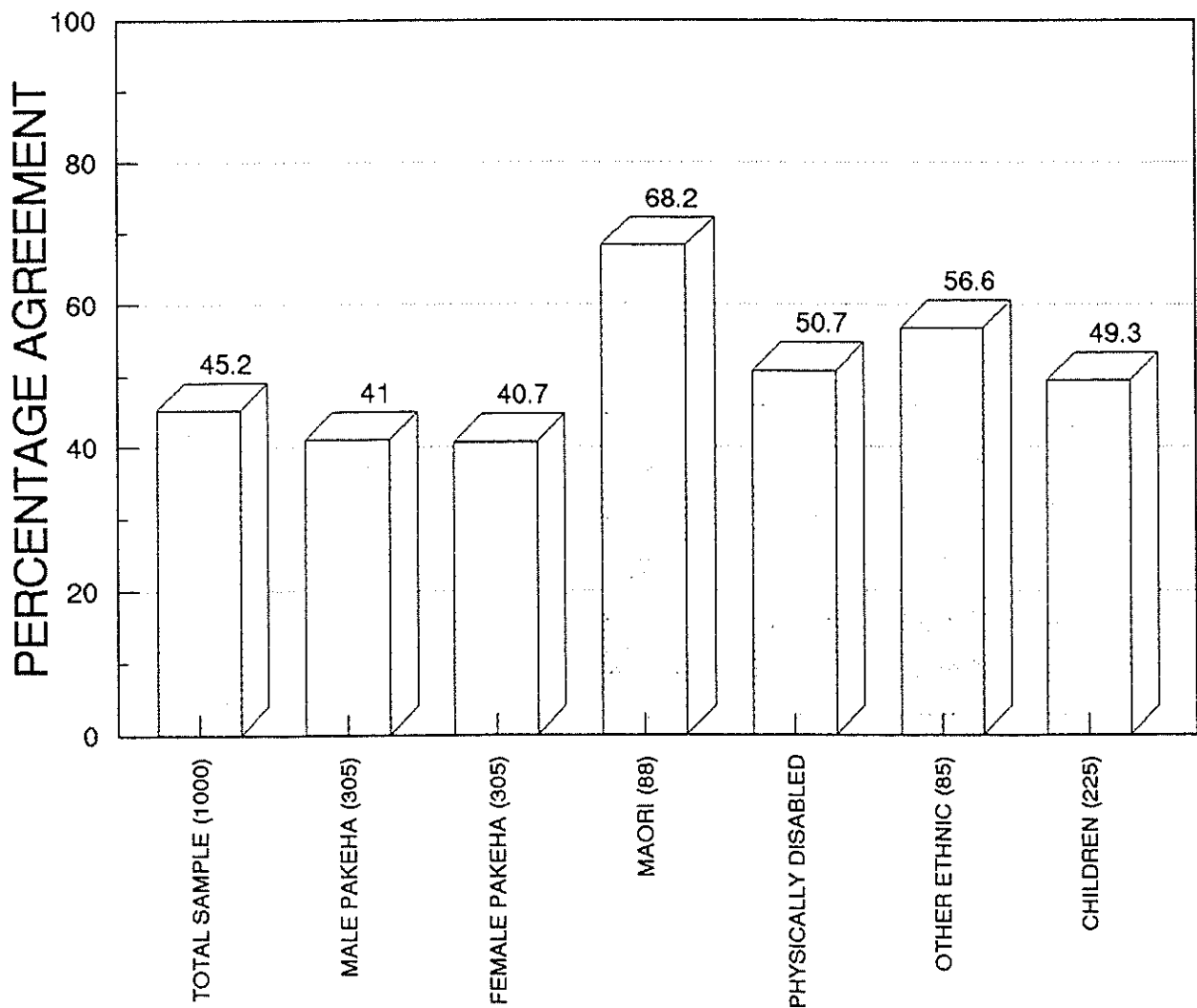


NEW ZEALAND IMAGE/IDENTITY
THE MULTI-CULTURAL NATURE OF NEW ZEALAND SOCIETY
IS ONE OF ITS GREATEST STRENGTHS
(BASE : WEIGHTED SAMPLES)





NEW ZEALAND IMAGE/IDENTITY
 NEW ZEALAND'S NATION OF CARING PEOPLE SETS IT
 APART FROM OTHER NATIONS
 (BASE : WEIGHTED SAMPLES)

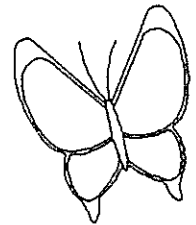
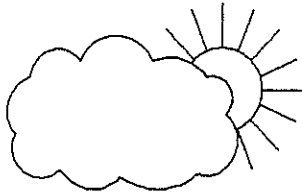


4.2.7 ENVIRONMENT

Total Population Perceptions

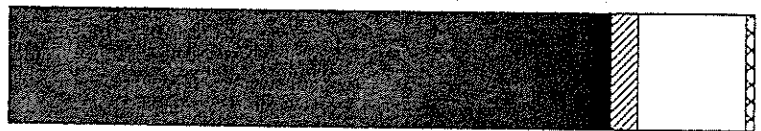
Issues about the environment remain important to New Zealanders. There exists a feeling of pride about New Zealand's environment. However, there is recognition that it is important to care for the environment now and to deal with problems of increasing pollution.

In summary, environmental issues reflect a common level of concern among New Zealanders who wish to ensure that their good environment does not become damaged.

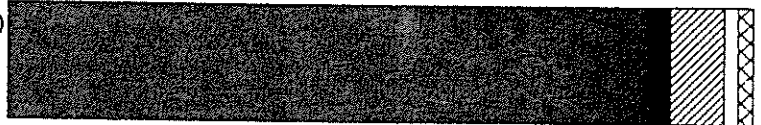


ENVIRONMENT
(BASE : TOTAL WEIGHTED SAMPLE)

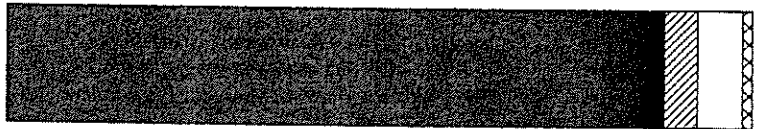
IN NEW ZEALAND WE CANNOT AFFORD NOT TO WORRY ABOUT ENVIRONMENTAL ISSUES



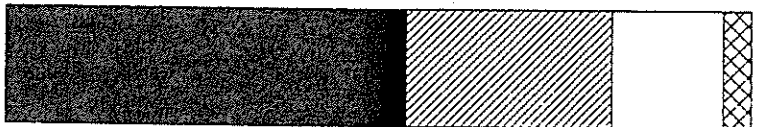
THE REST OF THE WORLD WOULD LIKE TO HAVE NEW ZEALAND ENVIRONMENT



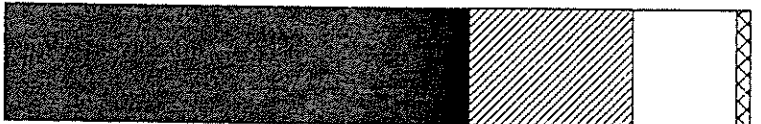
NEW ZEALAND STAND ON ENVIRONMENTAL ISSUES MAKES ME PROUD



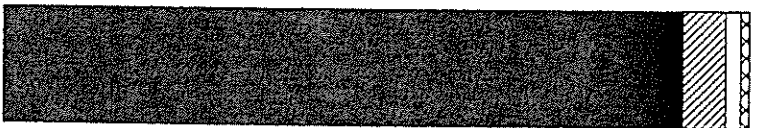
NEW ZEALAND LEADS THE WORLD ON ENVIRONMENTAL ISSUES



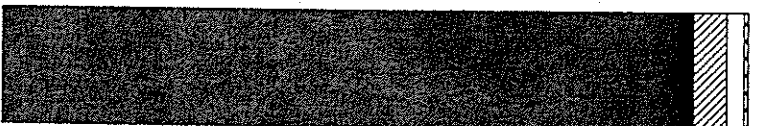
NEW ZEALANDERS ARE ENVIRONMENTAL CRUSADERS



LOOKING AFTER THE ENVIRONMENT NOW WILL LOOK AFTER NEW ZEALANDS FUTURE



PEOPLE LIKE ME ARE CONCERNED ABOUT THE INCREASING POLLUTION IN NEW ZEALAND



0 20 40 60 80 100

PERCENTAGE

AGREEMENT NEUTRAL DISAGREEMENT DON'T KNOW



4.2.8 MAORITotal Population Perceptions

Responses to statements in this section tended to be in the negative. It is apparent that New Zealanders do not wish the Maori profile to be heightened in terms of special provision. The only statements which recorded a majority level of agreement were with regard to the Treaty of Waitangi, Maori land right claims and the Government's dealings with Maori. However, the analysis by sub-sample groups (see later) reveals that sharp differences of opinion do exist between the groups.

In summary, whilst there is an expectation that Maori should have equal opportunities, respondents do not wish to see positive discrimination in favour of Maori.

Statistically Significant Differences By Sub-Sample
Groups Towards Maori

When analysed by sub-sample groups, this section reveals that the sub-samples do hold different opinions with regard Maori issues. Five statements in particular raise a controversy :

- * "The Treaty of Waitangi is history and should not be an issue now."

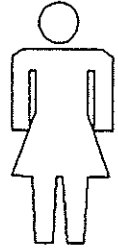
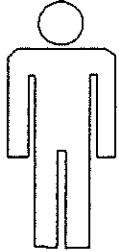
The overall majority of the total population agree with this statement excepting only a minority of Maori and children who agree. The feeling of disagreement in these two groups is almost as strong as the level of agreement from the other groups.

- * "Maori land right claims are unrealistic."

The majority of male and female pakeha and physically disabled support this statement, whereas it is the minority of Maori, other ethnic and children who agree with the statement.

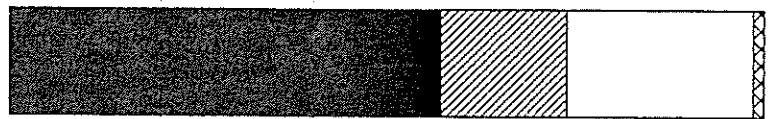
- * "Maori language should be a compulsory subject taught to all New Zealanders."

The overall majority of the total population disagree with this statement but Maori and children disagree to a much lower level.

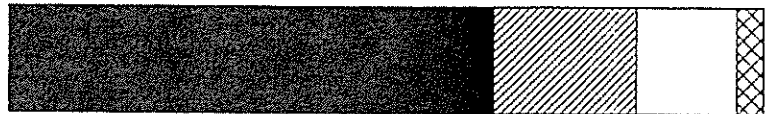


MAORI
(BASE : TOTAL WEIGHTED SAMPLE)

THE TREATY OF WAITANGI IS HISTORY & SHOULD NOT BE AN ISSUE NOW



MAORI LAND RIGHT CLAIMS ARE UNREALISTIC



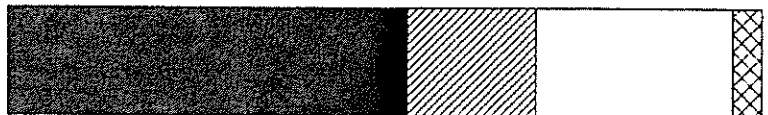
MAORI LANGUAGE SHOULD BE A COMPULSORY SUBJECT



MAORI SHOULD BE GIVEN MORE MONEY BY THE GOVERNMENT



THE NEW ZEALAND GOVERNMENT SEEMS SCARED OF MAORI AND CAN'T SAY NO TO THEM



MAORI SHOULD HAVE SEPARATE EDUCATIONAL FACILITIES



MAORI WILL NEVER HAVE EQUAL OPPORTUNITY WITH PAKEHA

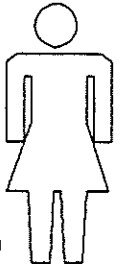
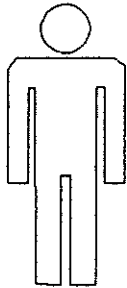


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PERCENTAGE

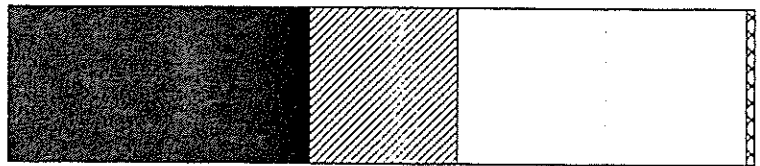
AGREEMENT NEUTRAL DISAGREEMENT DON'T KNOW





MAORI CONTINUED
(BASE : TOTAL WEIGHTED SAMPLE)

TOO MUCH ATTENTION IS GIVEN TO MAORI CULTURE



EQUAL STANDING SHOULD BE GIVEN TO MAORI AND PAKEHA CULTURES



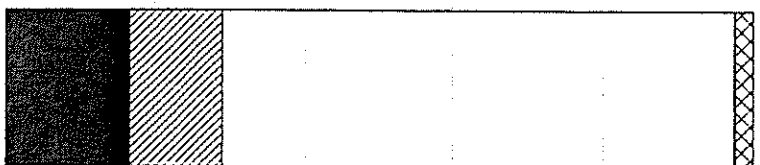
SMALL GROUP OF MAORI EXTREMISTS ARE MAKING LIFE DIFFICULT



MOST MAORI FEEL CONCERNED ABOUT HOW MAORI RADICALS PORTRAY THEIR PEOPLE



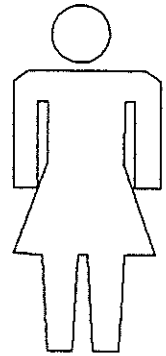
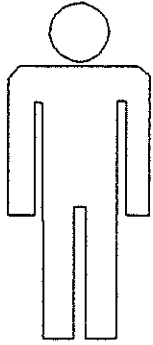
NEW ZEALAND SHOULD BE BI-CULTURAL SOCIETY DRAWING ONLY FROM MAORI AND PAKEHA CULTURES



0 20 40 60 80 100
PERCENTAGE

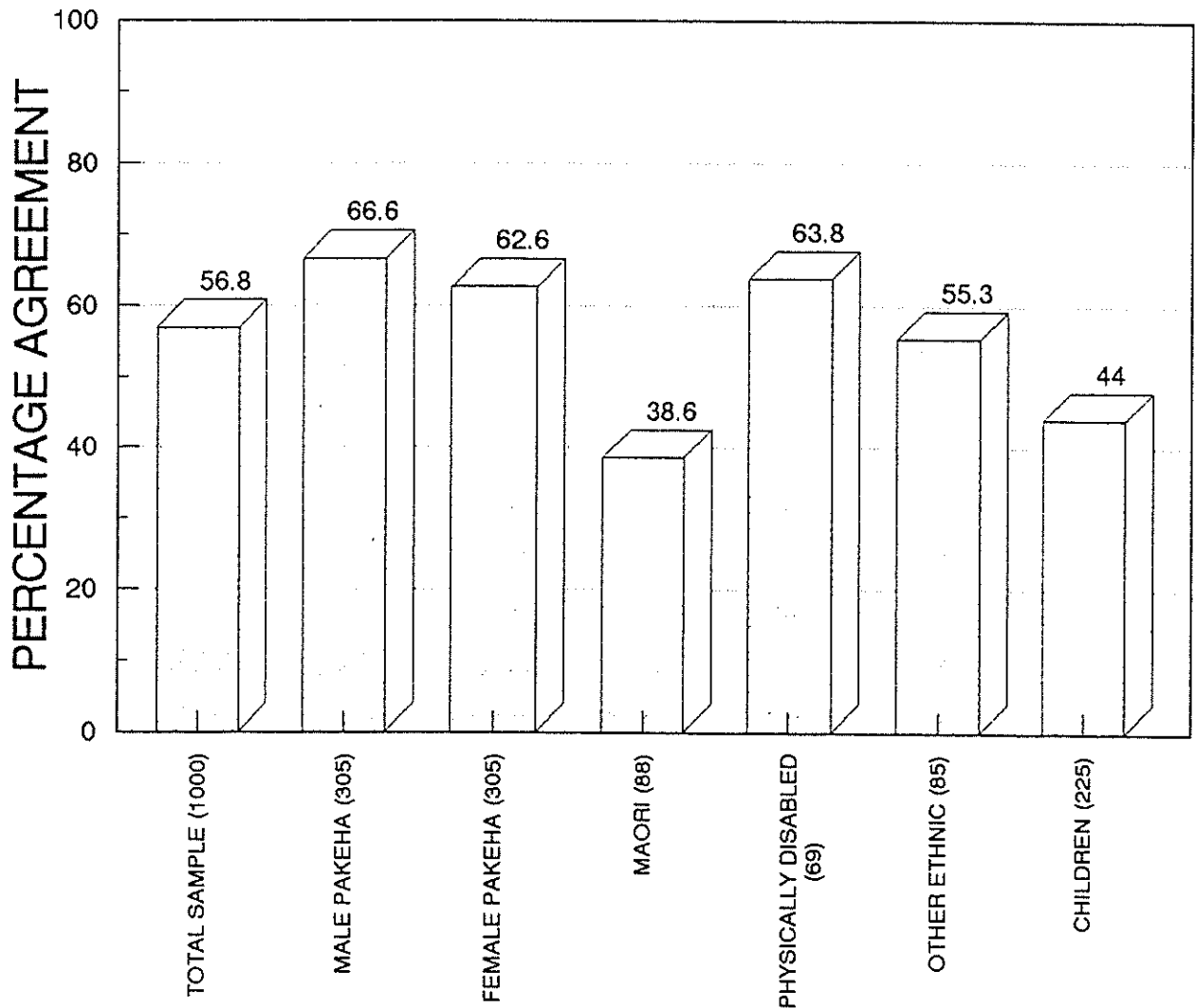
AGREEMENT NEUTRAL DISAGREEMENT DON'T KNOW

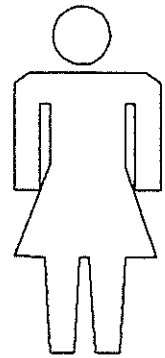
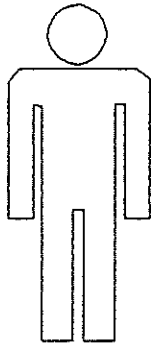




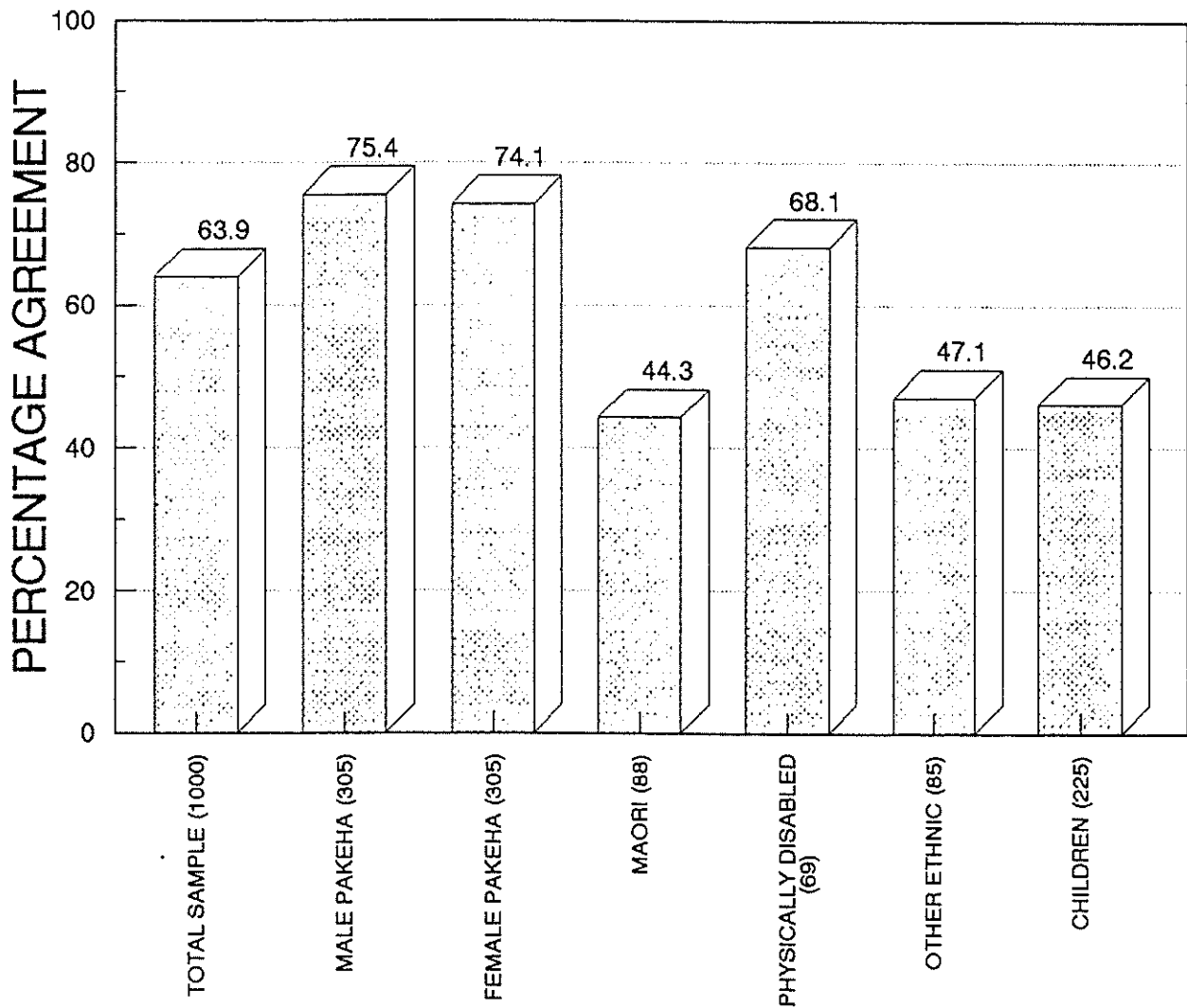
MAORI

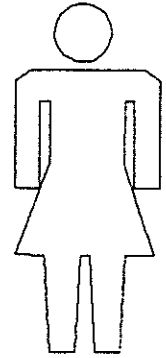
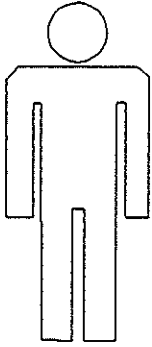
THE TREATY OF WAITANGI IS HISTORY AND SHOULD NOT BE AN ISSUE NOW
(BASE : WEIGHTED SAMPLES)





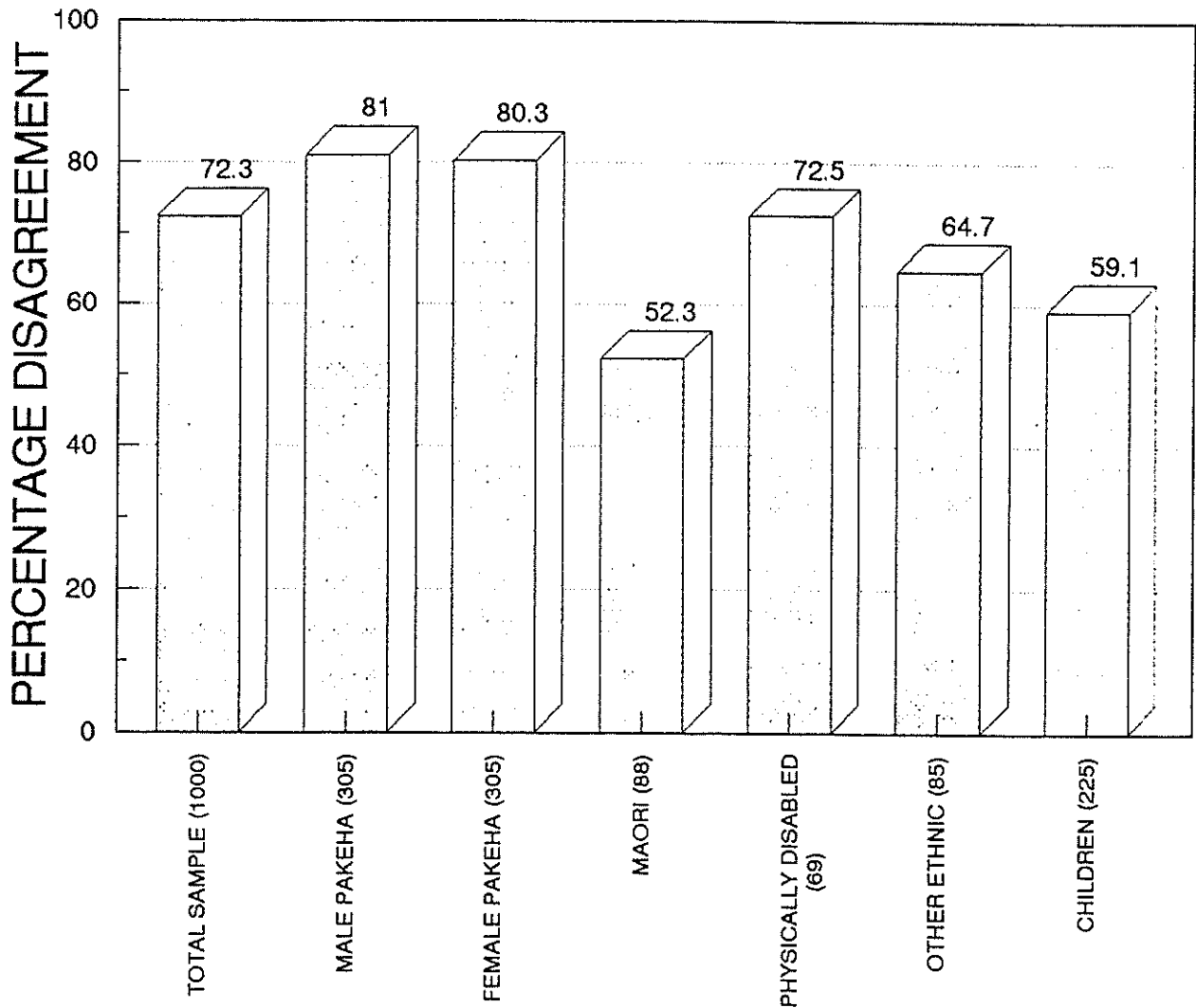
MAORI
MAORI LAND RIGHT CLAIMS ARE UNREALISTIC
(BASE : WEIGHTED SAMPLES)





MAORI

MAORI LANGUAGE SHOULD BE A COMPULSORY SUBJECT
TAUGHT TO ALL NEW ZEALANDERS
(BASE : WEIGHTED SAMPLES)

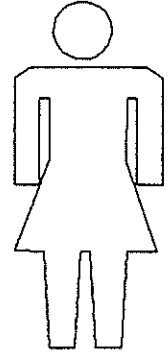
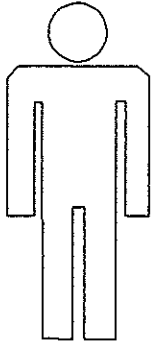


- * "The New Zealand Government seems to be scared of Maori and can't say no to them."

The majority of male and female pakeha and physically disabled agree with this statement with only the minority of Maori, other ethnic group and children supporting this.

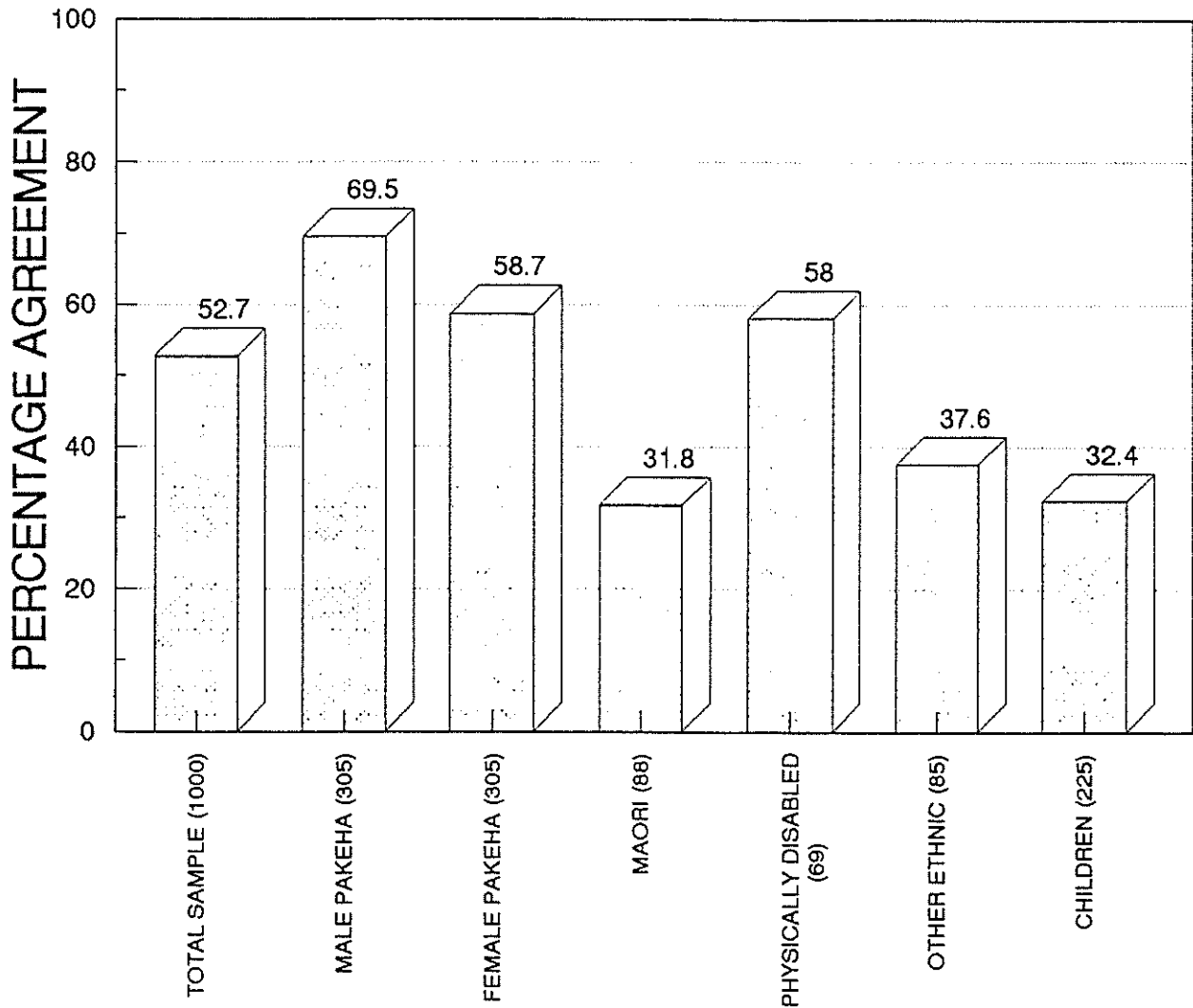
- * "New Zealand is a bi-cultural society drawing only from Maori and pakeha cultures."

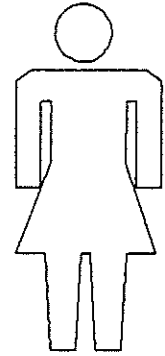
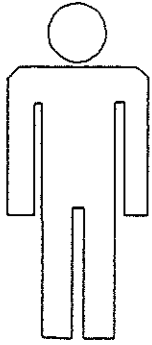
A high level of disagreement is common to all groups except Maori, here only the substantial minority disagree with the statement.



MAORI

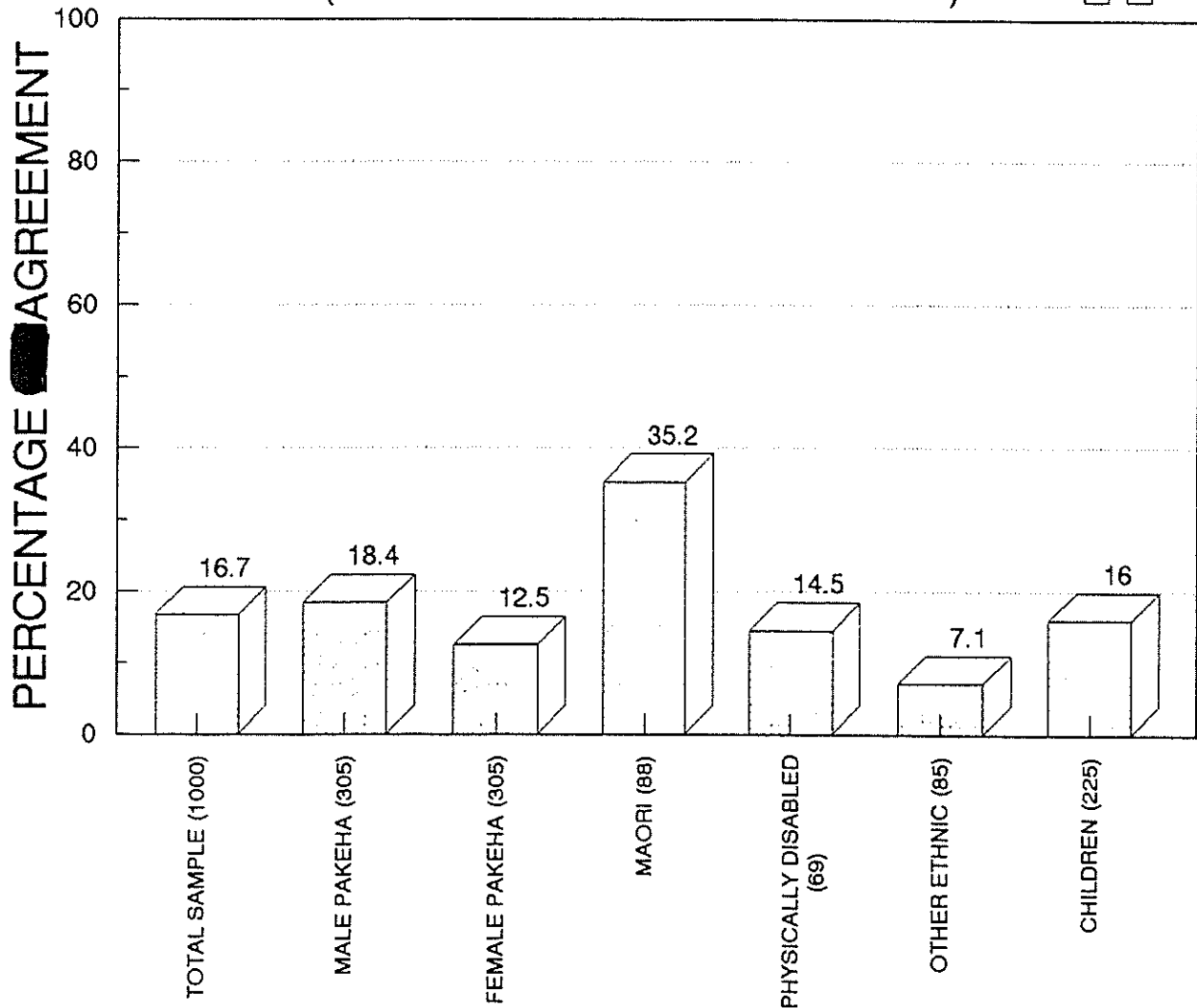
THE NEW ZEALAND GOVERNMENT SEEMS TO BE SCARED OF MAORI AND CAN'T SAY NO TO THEM
(BASE : WEIGHTED SAMPLES)





MAORI

NEW ZEALAND SHOULD BE A BI-CULTURAL SOCIETY
DRAWING ONLY FROM MAORI AND PAKEHA CULTURES
(BASE : WEIGHTED SAMPLES)



4.2.9 WOMENTotal Population Perceptions

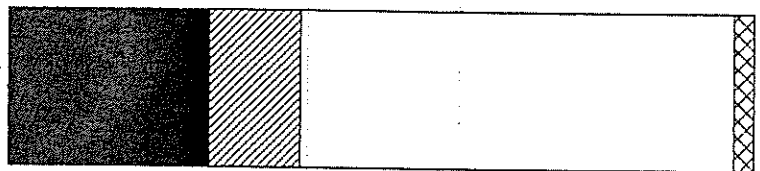
Matters concerning women's rights and the role of women provoked sharp differences in opinion with the exception of the valuable contribution made by women in the unpaid workforce, this received high levels of agreement overall. However, issues of equal opportunity, whilst receiving a high level of disagreement still had nearly a quarter of respondents in agreement with the statement. Sexism, women's rights and the standing of women compared to men provoked responses of agreement and disagreement to almost equal levels.

In summary, it is apparent that women's issues are still important to many, but others perceive the place of women in society to be well established and a subject which does not require further discussion.

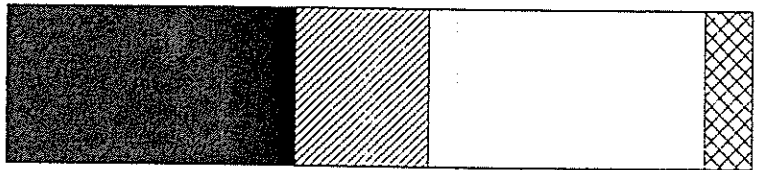


WOMEN
(BASE : TOTAL WEIGHTED SAMPLE)

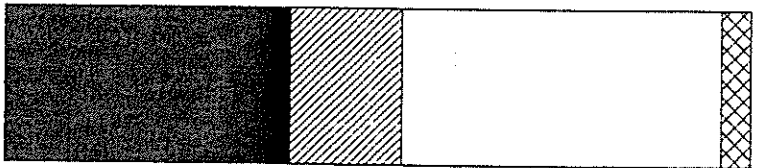
WOMEN WILL NEVER HAVE EQUAL OPPORTUNITY WITH MEN



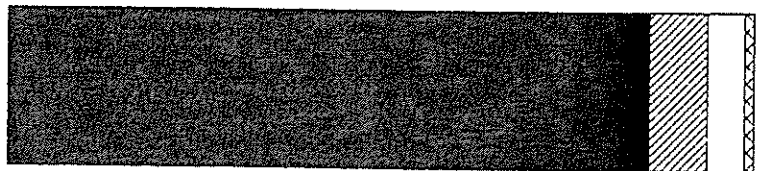
MAKING LAWS IS THE BEST WAY TO DEAL WITH SEXISM



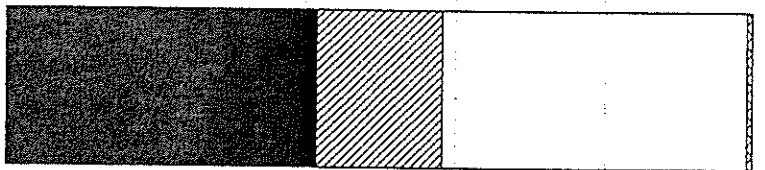
WOMEN'S RIGHTS IN NEW ZEALAND ARE LESS OF AN ISSUE TODAY



WOMEN IN THE UNPAID WORK FORCE MAKE A VALUABLE CONTRIBUTION



MEN AND WOMEN HAVE EQUAL STANDING IN NEW ZEALAND TODAY



0 20 40 60 80 100

PERCENTAGE

AGREEMENT NEUTRAL DISAGREEMENT DONT KNOW



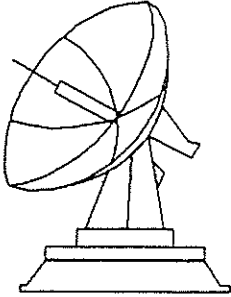
4.3 THE MEDIA

4.3.1 MEDIA - GENERAL

Total Population Perceptions

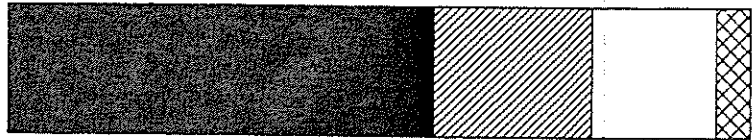
This section revealed a desire among respondents for quality programmes which reflect New Zealand in a positive way and which could help to improve the status of New Zealand. At the same time respondents want to see some form of accountability introduced in order to control media power. Less than half of the respondents felt that they can identify with the current selection of New Zealand programmes. Whilst respondents felt it important to incorporate Maori values into New Zealand programmes, it was felt by the majority of respondents that, for them, Maori programmes lack interest.

In summary, there exists a desire for more quality New Zealand programmes which are of a standard high enough to be exported to other countries. However, some doubt exists that deregulation has in fact improved programme quality.



MEDIA - GENERAL
(BASE : TOTAL WEIGHTED SAMPLE)

THE MEDIA IS FEEDING RACIAL DISHARMONY



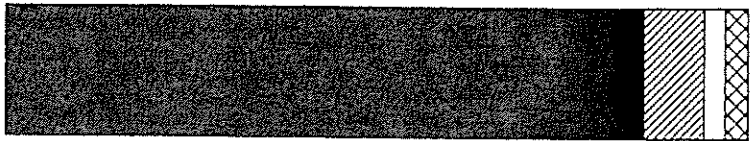
MEDIA HAS AN OBLIGATION TO INFORM PEOPLE ABOUT WHAT IS GOING ON IN THE REST OF THE WORLD



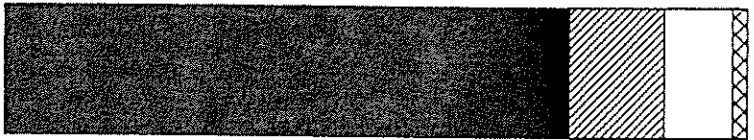
MAORI VALUES SHOULD BE INCLUDED IN NEW ZEALAND PRODUCED PROGRAMMES



MEDIA SHOULD BE MORE RESPONSIBLE BECAUSE OF ITS POWERFUL INFLUENCE



LAWS TO MAKE SURE T.V. & RADIO ARE NOT BIASED



MORE PROGRAMMES THAT REFLECT A RANGE OF CULTURES

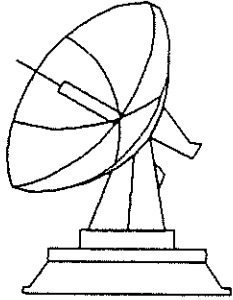


0 20 40 60 80 100

PERCENTAGE

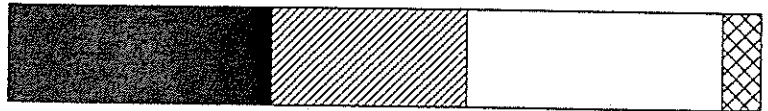
■ AGREEMENT ▨ NEUTRAL □ DISAGREEMENT ▩ DON'T KNOW



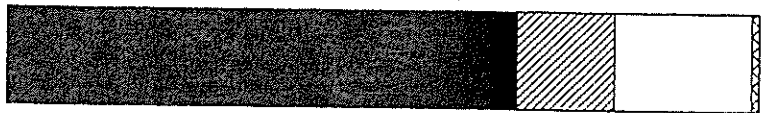


**MEDIA GENERAL CONTINUED
(BASE : TOTAL WEIGHTED SAMPLE)**

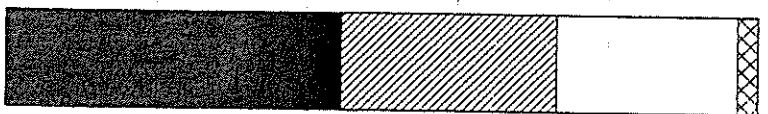
DEREGULATION OF BROADCASTING SYSTEM IMPROVED QUALITY OF PROGRAMMES



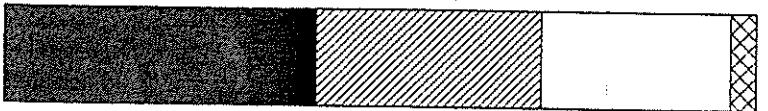
MOST MAORI PROGRAMMES LACK INTEREST FOR ME



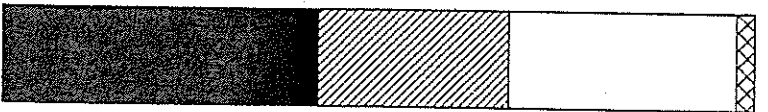
NEW ZEALAND PROGRAMMES REFLECT A NEW ZEALAND I CAN IDENTITY WITH



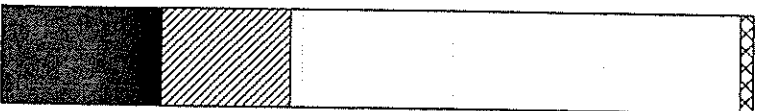
MAORI PROGRAMMES SHOULD PORTRAY LIVES OF MAORI TODAY



NEW ZEALANDERS LIKE TO WATCH LOCALLY MADE COMEDY



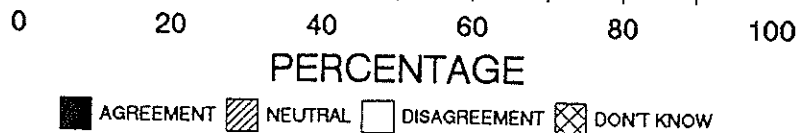
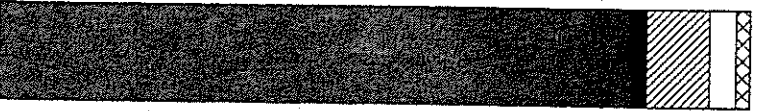
INCREASING NUMBER OF MAORI PROGRAMMES WILL HELP DEVELOP IDENTITY



PRODUCE DOCUMENTARIES WHICH SHOW WORLD WE SHOULD NOT BE IGNORED



NEW ZEALAND SHOULD USE IT'S MEDIA TO POSITIVELY PROMOTE NEW ZEALAND



Statistically Significant Differences By Sub-Sample
Groups Towards The Media In General

Attitudes towards the media do appear to reflect cultural bias, particularly with regard to the representation of Maori values by the media.

* "The media is feeding racial disharmony."

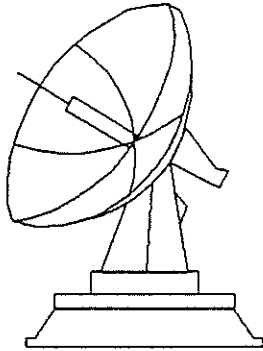
Overall the majority of the total population accept this statement as true. However, only the minority of the other ethnic and children groups agree with the statement with a substantial number remaining neutral on this issue.

* "Maori values should be included in New Zealand produced programmes in an unobtrusive way."

This statement provoked agreement from the majority of the total population with a high level from Maori respondents. However, less than half of the children agreed with the statement.

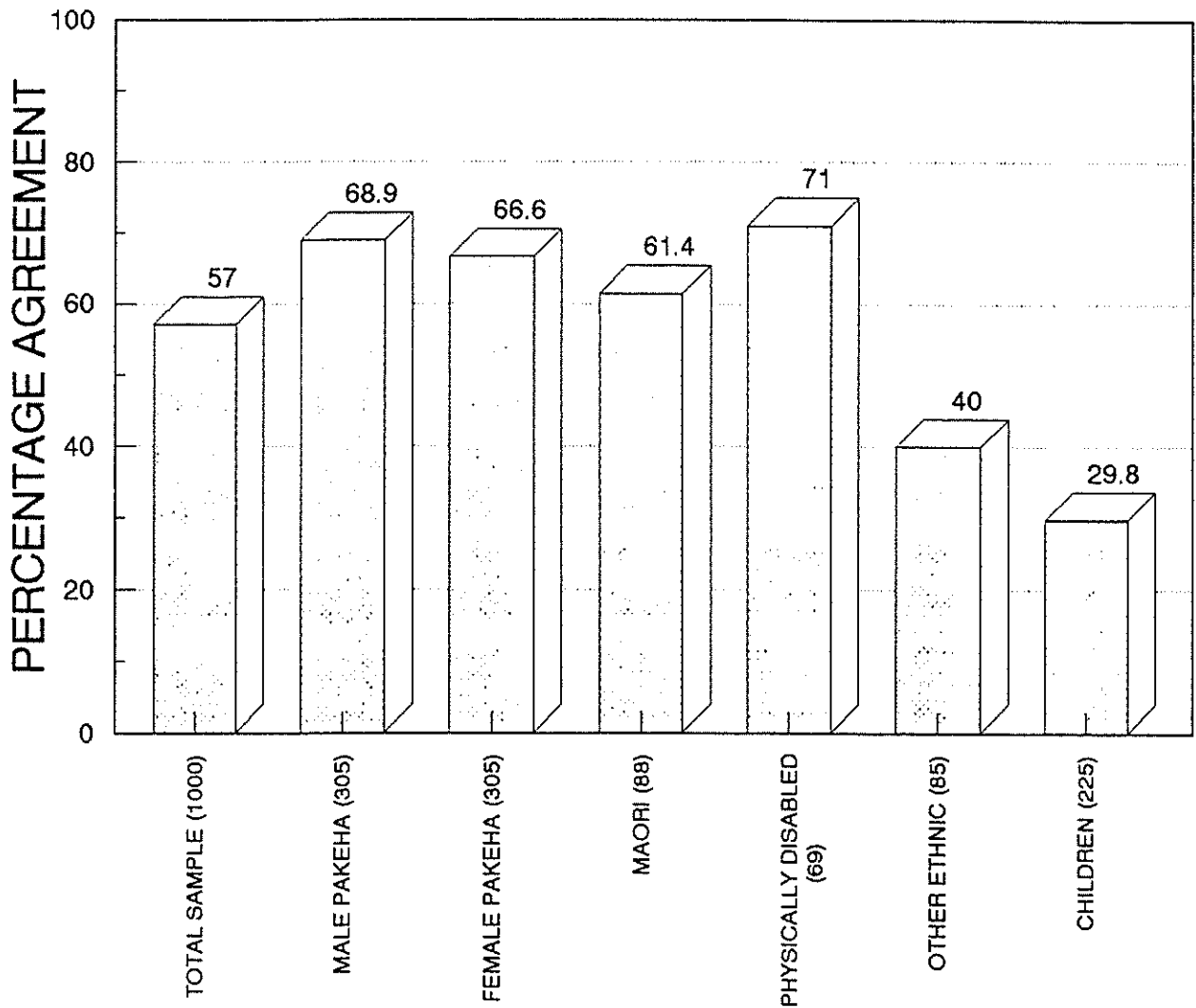
* "Most Maori programmes lack interest for me."

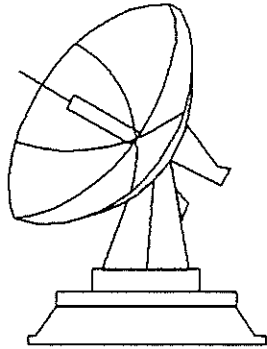
The overall majority of the total population agree with this statement, but only a minority of Maori respondents accept the sentiment as true.



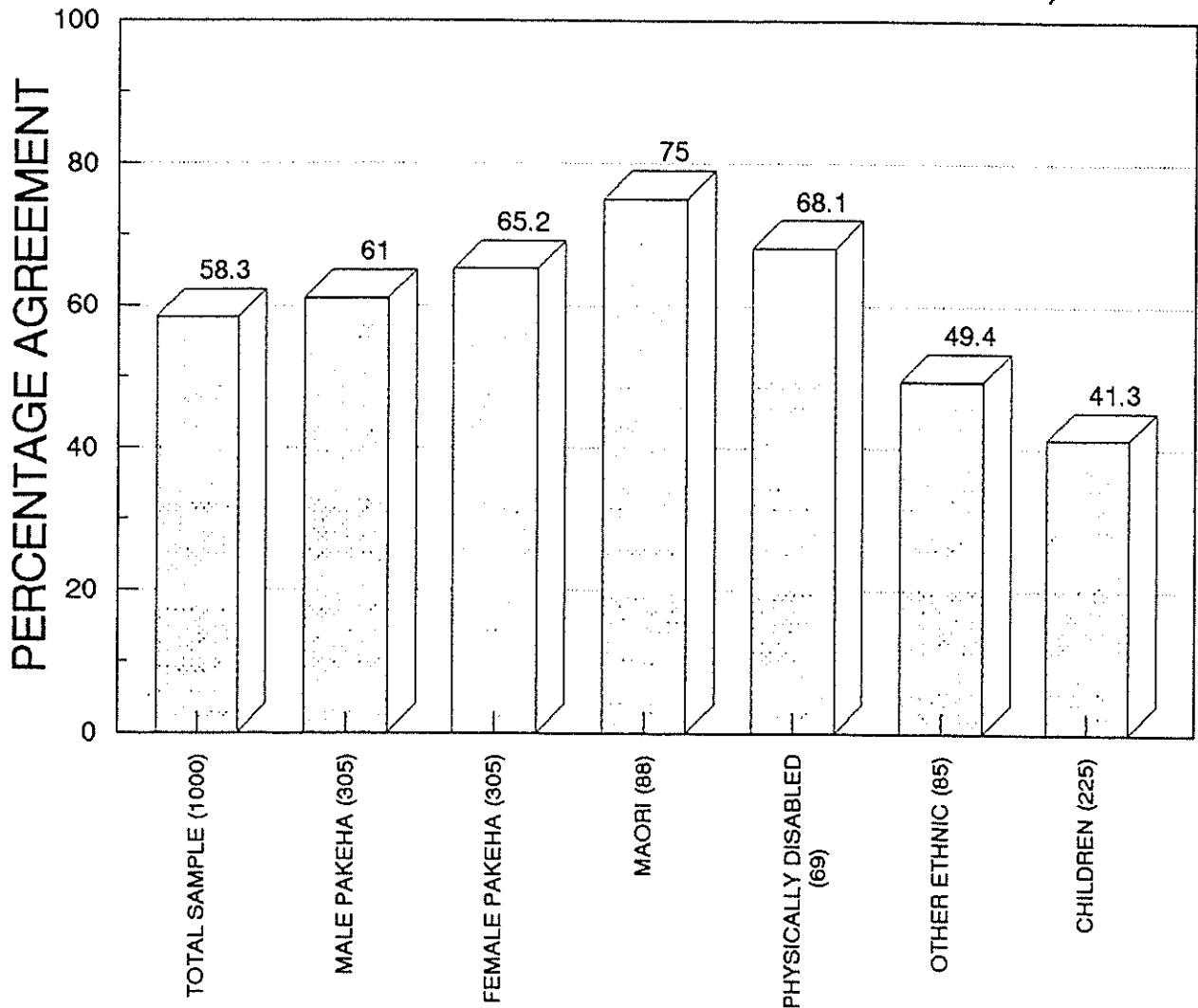
MEDIA - GENERAL

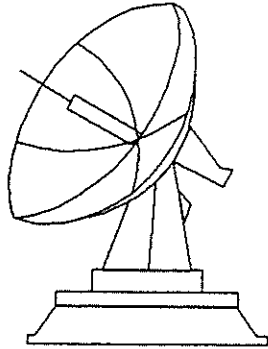
THE MEDIA IS FEEDING RACIAL DISHARMONY
(BASE : WEIGHTED SAMPLES)





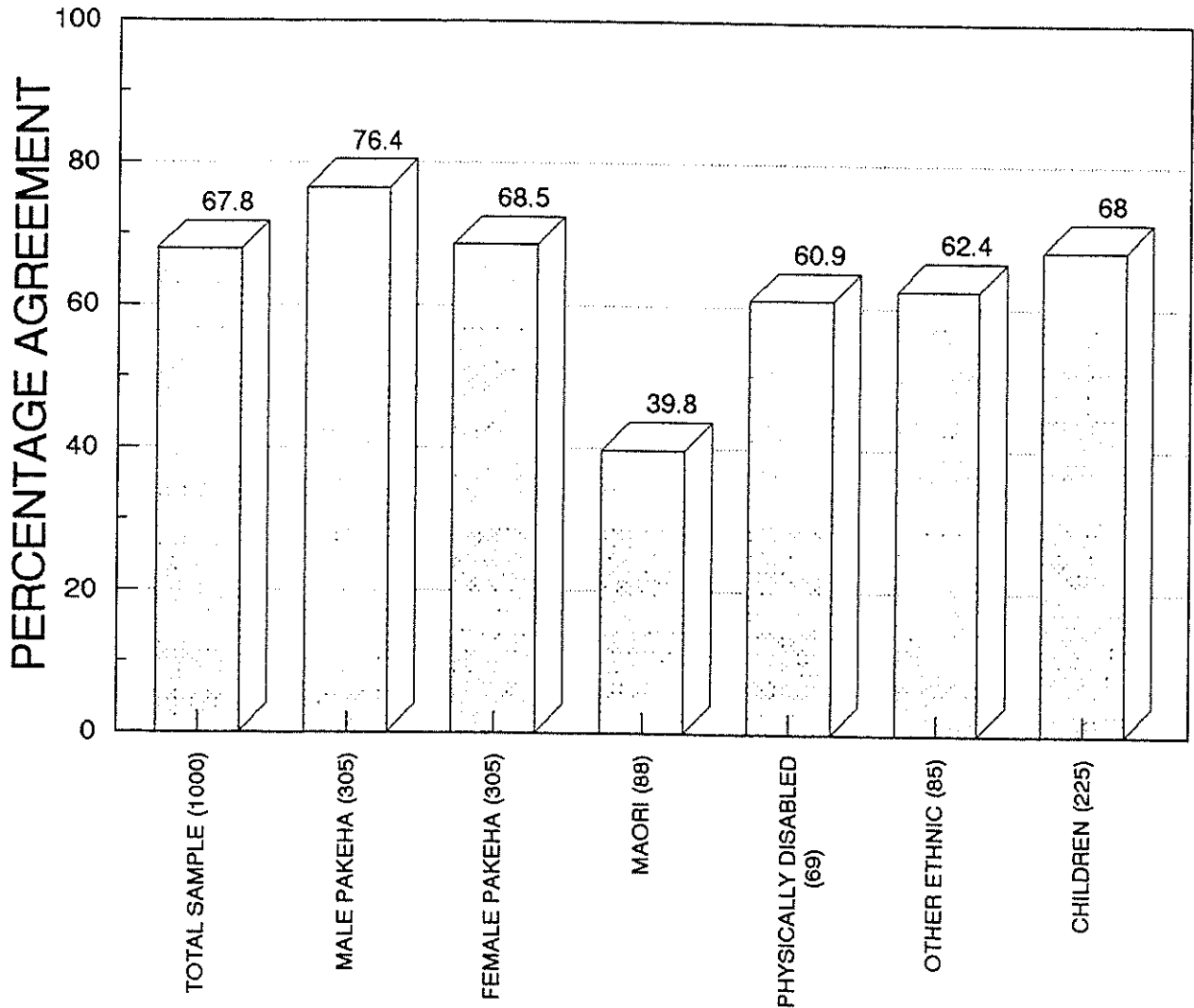
MEDIA - GENERAL
 MAORI VALUES SHOULD BE INCLUDED IN NEW ZEALAND
 PRODUCED PROGRAMMES IN AN UNOBTRUSIVE WAY
 (BASE : WEIGHTED SAMPLES)





MEDIA - GENERAL

MOST MAORI PROGRAMMES LACK INTEREST FOR ME
(BASE : WEIGHTED SAMPLES)



- * "New Zealand programmes reflect a New Zealand I can identify with."

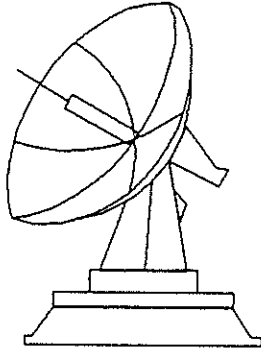
Whilst there is no statistically significant differences between the responses of the sub-sample groups, this statement is worthy of further analysis as one of the areas of interest to the Commission. Just under half of the total population agree with this statement, but this level of agreement is higher than responses of either neutrality or disagreement. Those respondents who agree with the statement were asked to state which New Zealand programmes in particular reflected a New Zealand they could identify with (see pages T.46 - T.55). Country Calendar was the programme mentioned most often, but this was still only mentioned by 15.9% of the respondents.

Analysis of responses by demographic and other variables reveals some differences between groups but not anything of a very drastic nature. The only remarks which can be made are as follows :

1. Male pakeha and Maori are more inclined towards documentaries and programmes like Country Calendar. When analysed by area it appears that residents in Invercargill, Masterton, Gisborne and Rotorua echo these sentiments.
2. The findings suggest that it is not possible to isolate those programmes which reflect one New Zealand identity.

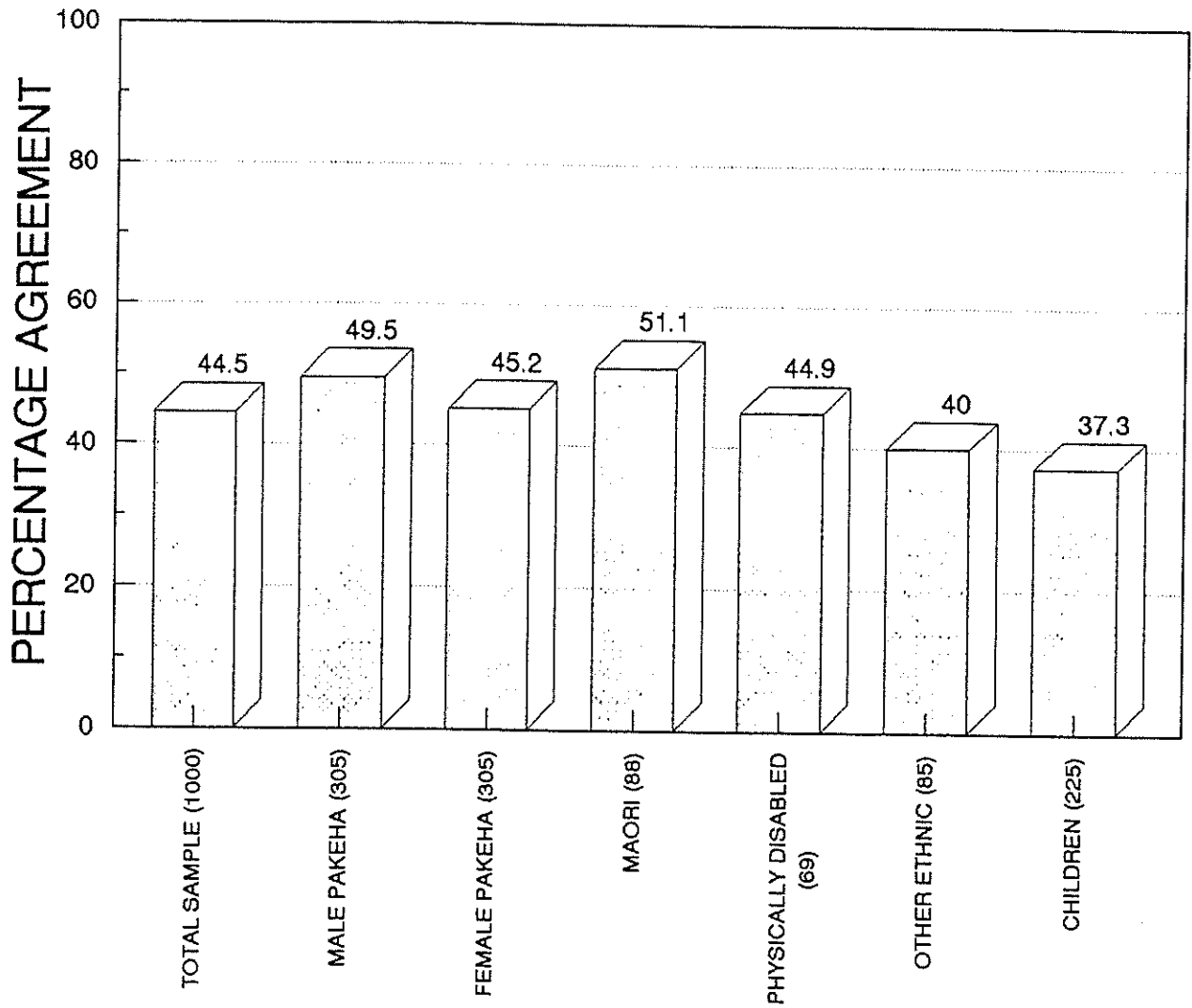
- * "Increasing the number of Maori programmes on television will help New Zealanders develop their own identity."

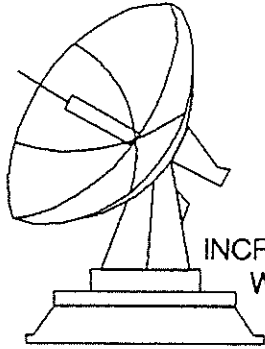
High levels of disagreement were recorded from male and female pakeha and the physically disabled, with Maori, other ethnic and children recording equal levels of agreement and disagreement.



MEDIA - GENERAL

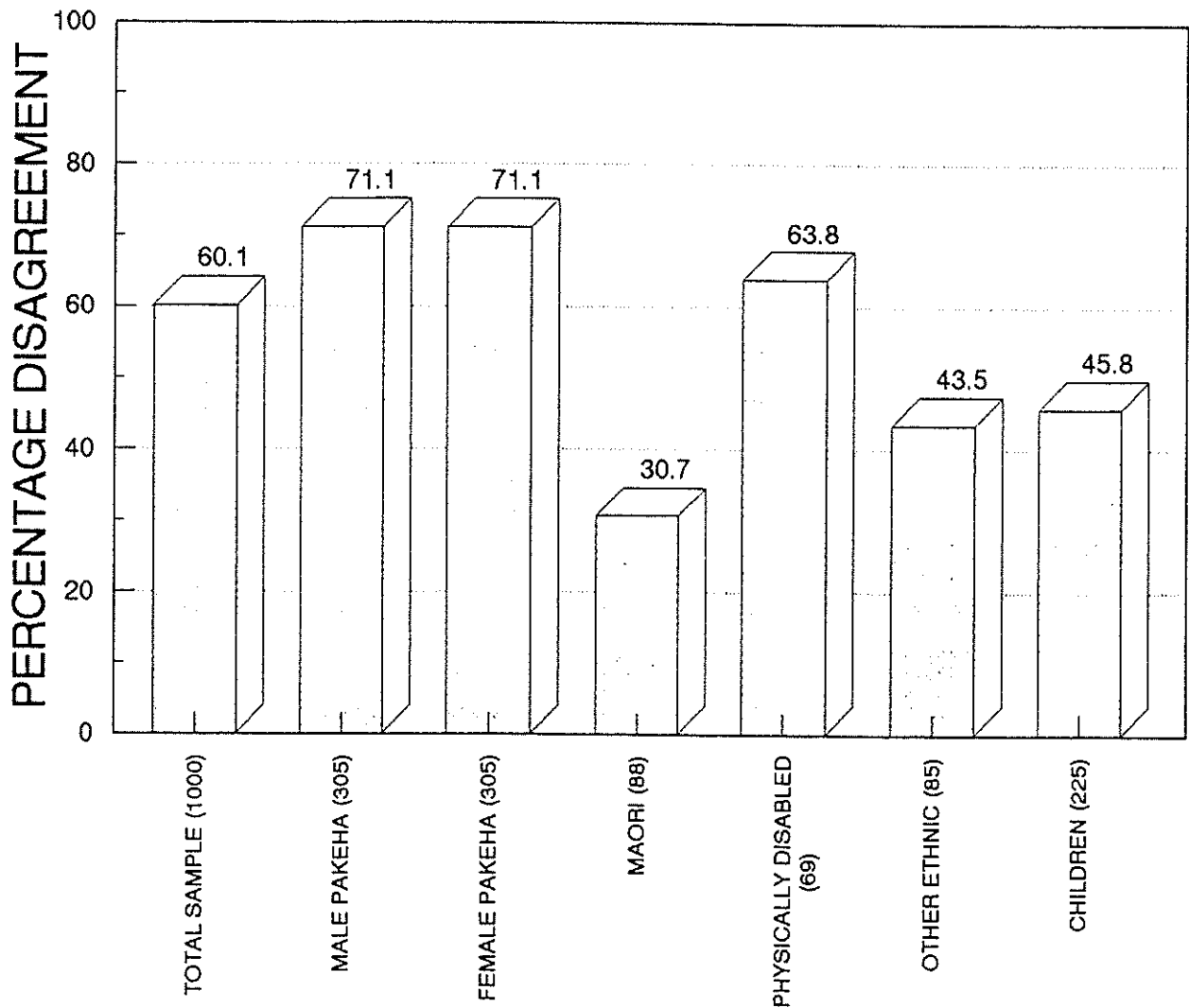
NEW ZEALAND PROGRAMMES REFLECT A NEW ZEALAND
I CAN IDENTIFY WITH
(BASE : WEIGHTED SAMPLES)





MEDIA - GENERAL

INCREASING THE NUMBER OF MAORI PROGRAMMES ON TELEVISION
WILL HELP NEW ZEALANDERS DEVELOP THEIR OWN IDENTITY
(BASE : WEIGHTED SAMPLES)

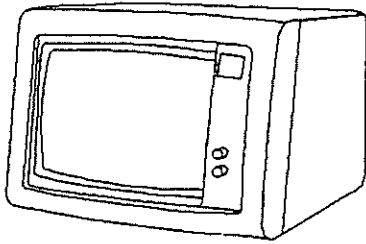


4.3.2 MEDIA - TELEVISION

Total Population Perceptions

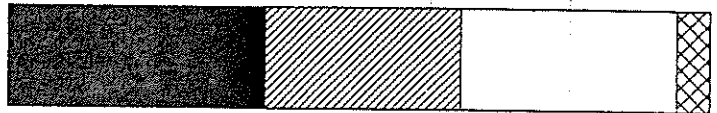
Certain statements within this section provoked high levels of agreement from respondents. These statements tended to refer to negative and positive aspects of television. On the negative side respondents were concerned about its addictive nature, the similarity of some New Zealand programmes to those made elsewhere, the level of violence of television, the poor example television sometimes gives children and its position as a substitute for family life. However, a number of positive facets of television were also revealed. Respondents believe that it has the capacity to broaden horizons and also that it can play a valuable role in children's education. With regard to the overseas programmes respondents were opposed to the number of American programmes on television, but did not believe that too many Australian or British programmes are on air. The main role of television is believed to be that of entertainment. The statement which received the highest level of agreement was in relation to commercial breaks, respondents believe that too many commercial breaks spoil programmes.

In summary, television forms an essential part of everyday New Zealand life. Respondents want it to entertain them and also to inform them. Their main criteria being that standards should remain high.

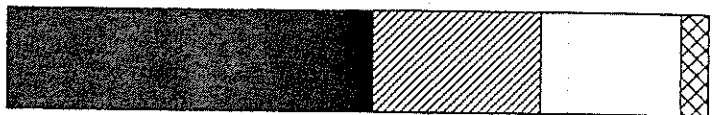


MEDIA - TELEVISION
(BASE : TOTAL WEIGHTED SAMPLE)

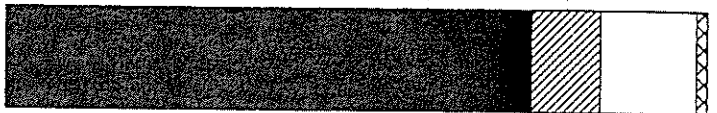
TELEVISION NEWS REPORTING
IN NEW ZEALAND IS TOO BIASED



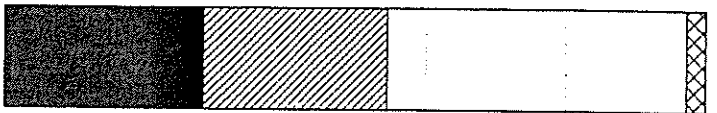
TELEVISION IS USED BY PEOPLE
TO ESCAPE THE PROBLEMS OF
LIVING IN A MODERN SOCIETY



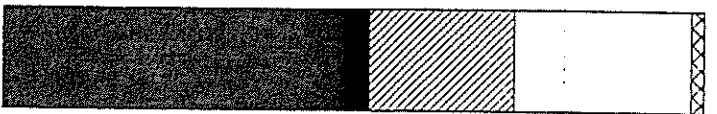
TELEVISION IS ADDICTIVE



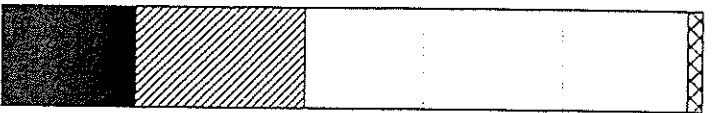
FAR TOO MANY AUSTRALIAN
PROGRAMMES ON TELEVISION



FAR TOO MANY AMERICAN
PROGRAMMES ON TELEVISION



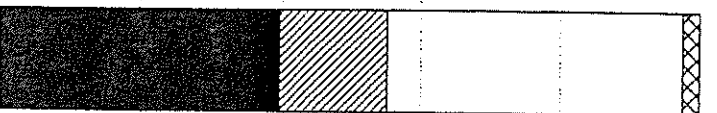
FAR TOO MANY BRITISH
PROGRAMMES ON TELEVISION



SHOULD BE MORE MAORI
PROGRAMMES ON TELEVISION



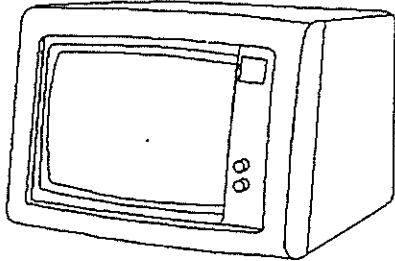
NEW ZEALAND PRODUCED DRAMAS
NOT AS GOOD AS OVERSEAS
DRAMAS



0 20 40 60 80 100
PERCENTAGE

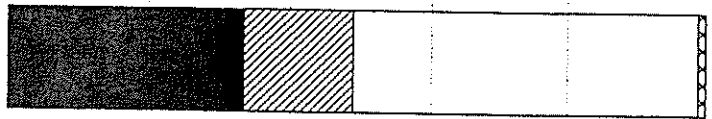
■ AGREEMENT ▨ NEUTRAL □ DISAGREEMENT ▩ DON'T KNOW



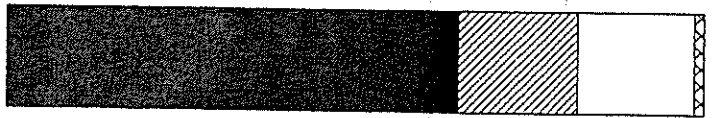


**MEDIA - TELEVISION CONTINUED
(BASE : TOTAL WEIGHTED SAMPLE)**

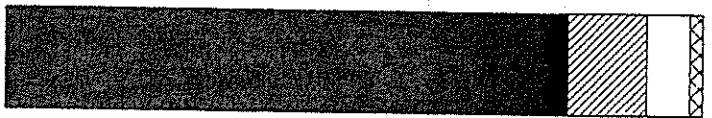
TOO MANY SPORTS PROGRAMMES ON TELEVISION



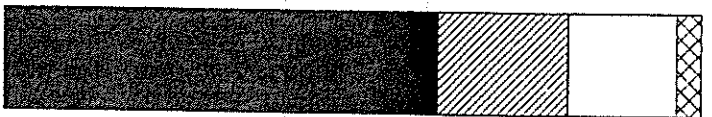
BEST THING ABOUT TELEVISION IS IT BROADENS PEOPLE'S HORIZONS



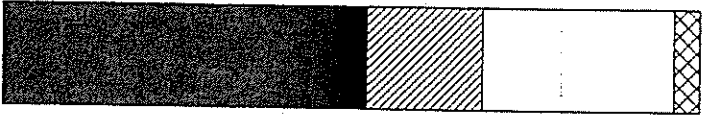
NEW ZEALAND PRODUCED TELEVISION DRAMAS SHOULD NOT BE COPIES OF OTHER COUNTRIES



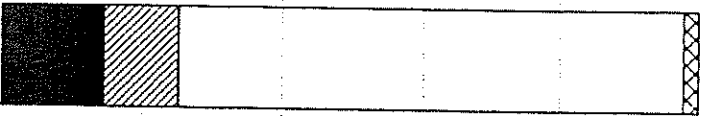
TELEVISION PROGRAMMES SHOULD REFLECT UP-TO-DATE LIFESTYLES AND VALUES



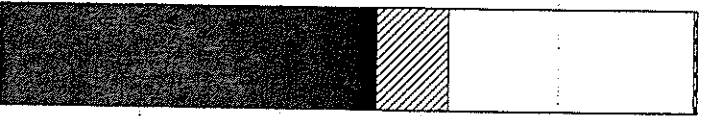
TELEVISION PROVIDES A SUBSTITUTE FOR COMMUNITY LIFE



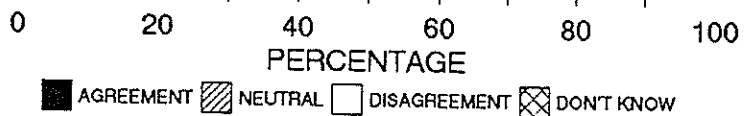
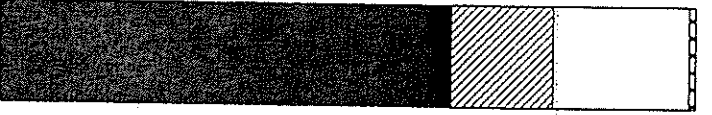
SHOULD BE A MAORI TELEVISION CHANNEL FUNDED BY GOVERNMENT

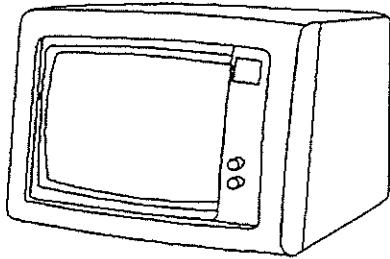


ENJOY ADVERTISEMENTS ON TELEVISION



TOO MUCH VIOLENCE ON TELEVISION TODAY



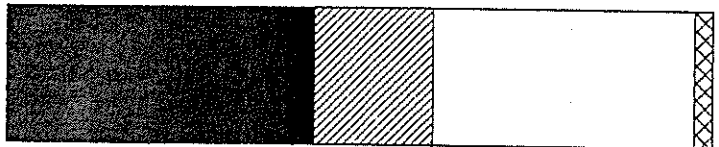


MEDIA - TELEVISION
(BASE : TOTAL WEIGHTED SAMPLE)

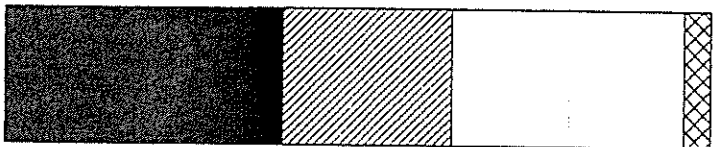
TELEVISION PROVIDES UNREALISTIC
EXAMPLE FOR NEW ZEALAND
CHILDREN



GOOD SELECTION OF EDUCATIONAL
PROGRAMMES FOR ALL AGES



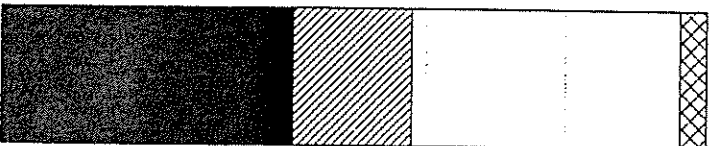
SINCE DEREGULATION TELEVISION
HAS A BETTER VARIETY OF
PROGRAMMES



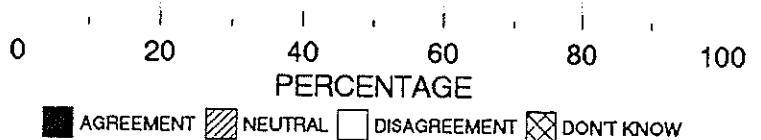
NEED MORE NEW ZEALAND
DOCUMENTARIES AND FILMS AS
IMPORTANT INPUT TO IDENTITY

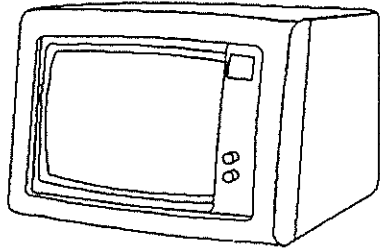


WOULD PAY HIGHER BROADCASTING
FEE IF HAD NON-COMMERCIAL
CHANNEL



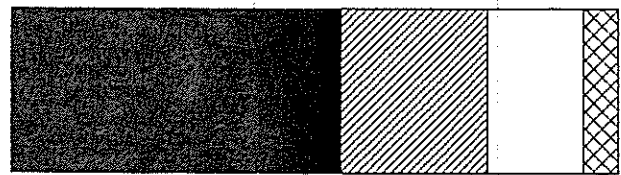
TELEVISION SHOULD PRESENT
PROFILES OF NEW ZEALAND PEOPLE





MEDIA - TELEVISION
(BASE : TOTAL WEIGHTED SAMPLE)

TELEVISION NEWS REPORTING SACRIFICES IMPORTANT FACTS AT THE EXPENSE OF HUMAN INTEREST



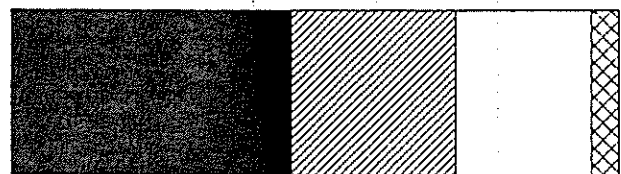
TELEVISION HAS A VALUABLE ROLE TO PLAY IN CHILDREN'S EDUCATION



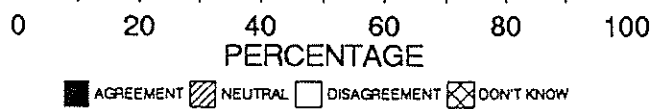
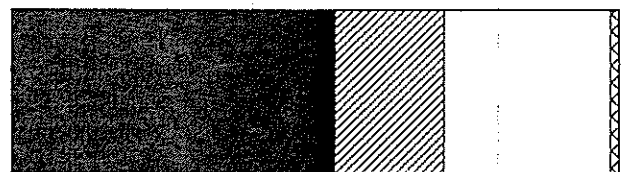
TELEVISION IS BECOMING A SUBSTITUTE FOR FAMILY LIFE

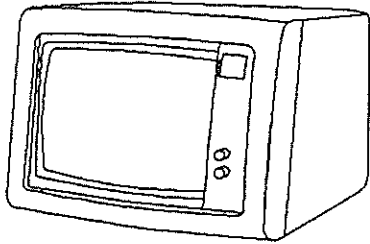


TELEVISION HAS A NEGATIVE INFLUENCE ON PEOPLE'S ATTITUDES TO RACE RELATIONS



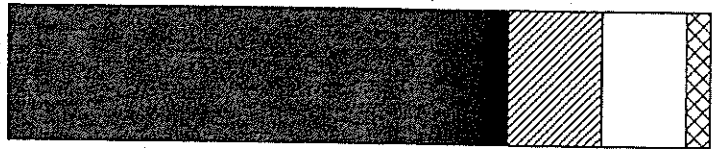
NEW ZEALAND TELEVISION OFFERS A GOOD MIX OF PROGRAMMES FROM MANY COUNTRIES



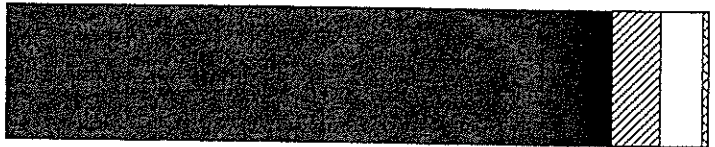


MEDIA - TELEVISION
(BASE : TOTAL WEIGHTED SAMPLE)

NEW ZEALAND CURRENT AFFAIRS ARE AS GOOD AS THOSE OVERSEAS



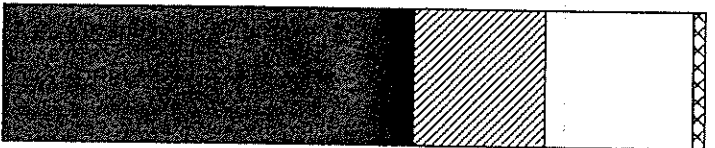
MOST IMPORTANT ROLE OF TELEVISION IS TO ENTERTAIN



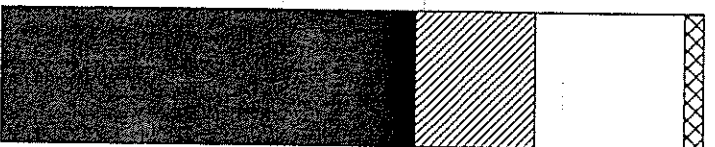
TOO MANY COMMERCIAL BREAKS WHICH SPOIL PROGRAMMES



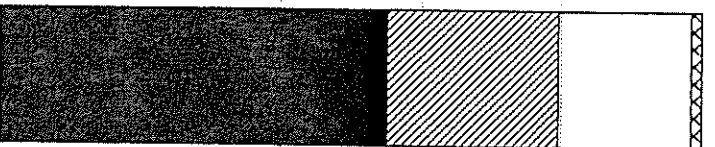
TOO FEW NEW ZEALAND MADE PROGRAMMES ON TELEVISION



AUSTRALIAN TELEVISION PROGRAMMES ARE CLOSER TO NEW ZEALAND LIFE THAN OTHER OVERSEAS PROGRAMMES



I LIKE AUSTRALIAN TELEVISION PROGRAMMES



0 20 40 60 80 100
PERCENTAGE

■ AGREEMENT ▨ NEUTRAL □ DISAGREEMENT ⊠ DONT KNOW



Statistically Significant Differences By Sub-Sample
Groups Towards Television

The statements which provoked differences between sub-sample groups were largely those which relate to Maori programmes and the content of television programmes.

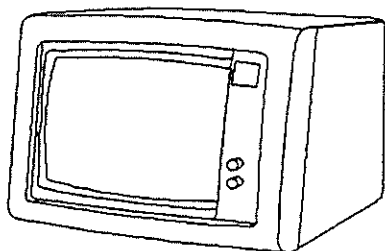
* "There should be more Maori programmes on television."

The majority of the total population recorded disagreement with this statement however, more Maori agreed with the statement than disagreed but this agreement was in the minority.

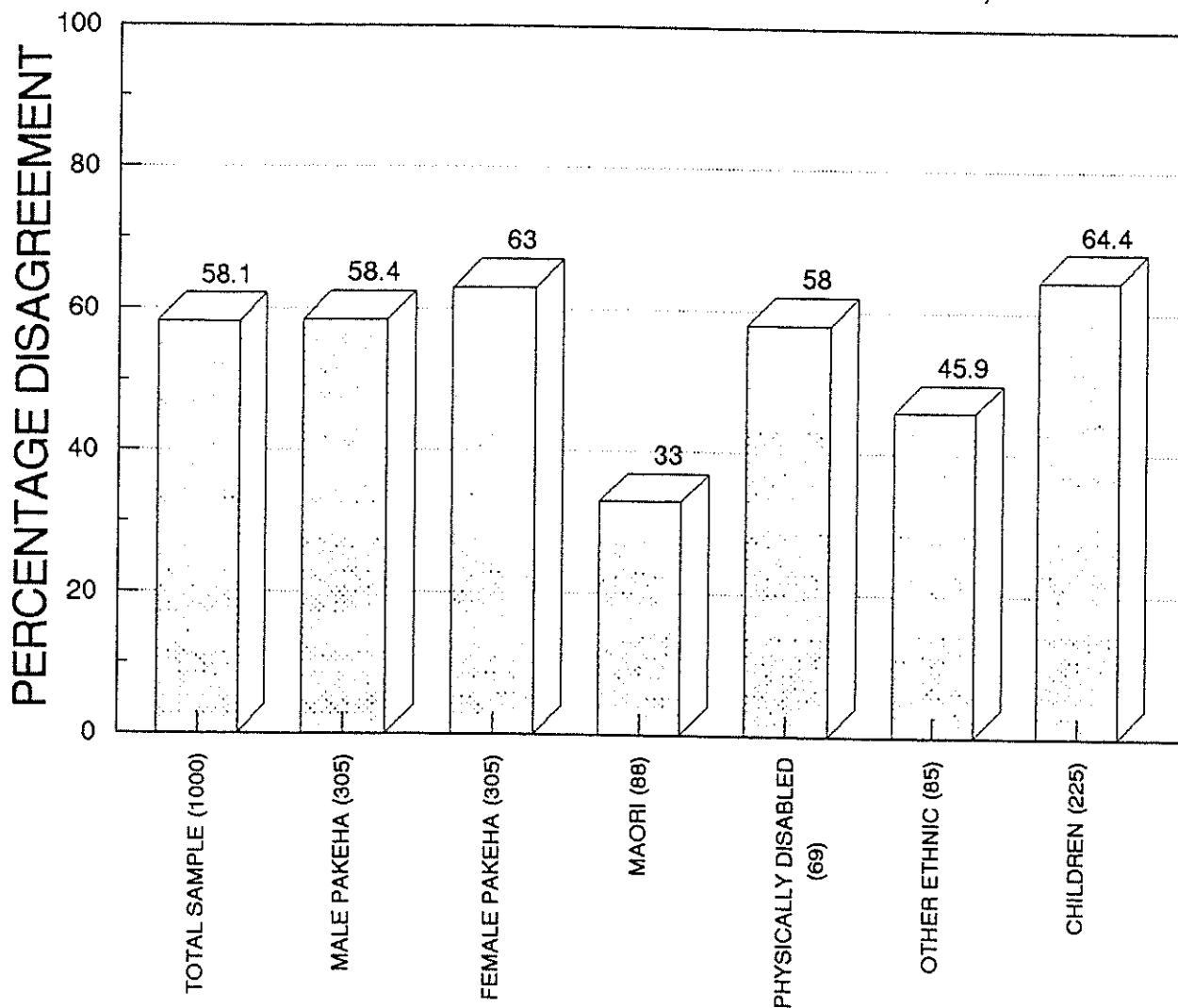
* "There should be a Maori television channel funded by the Government."

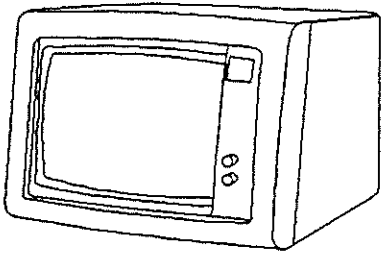
High levels of disagreement were recorded for all groups but the level of disagreement was much lower for Maori and children.

* "There is too much violence on television today."



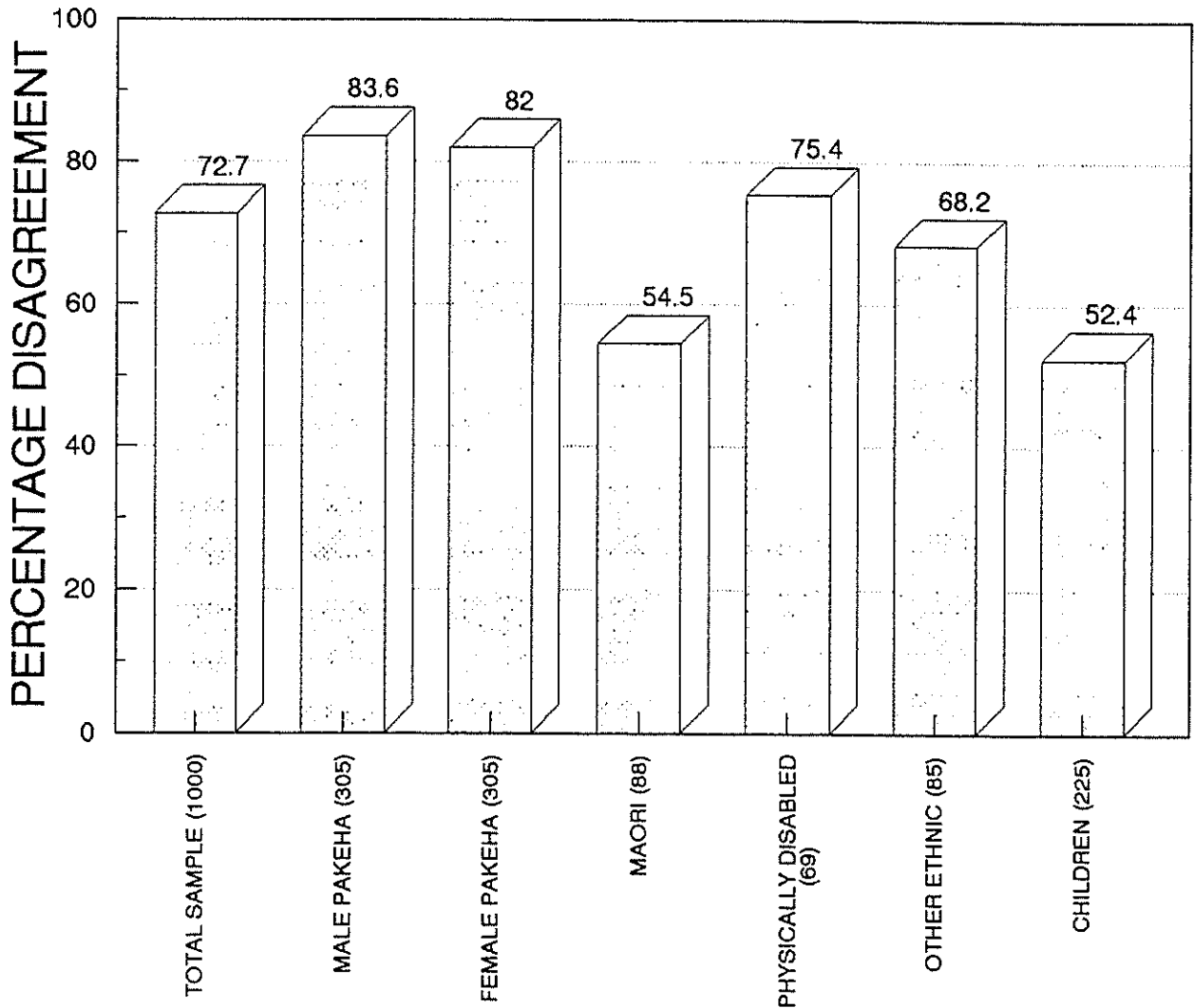
MEDIA - TELEVISION
 THERE SHOULD BE MORE MAORI PROGRAMMES
 ON TELEVISION
 (BASE : WEIGHTED SAMPLES)

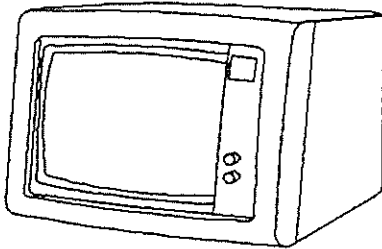




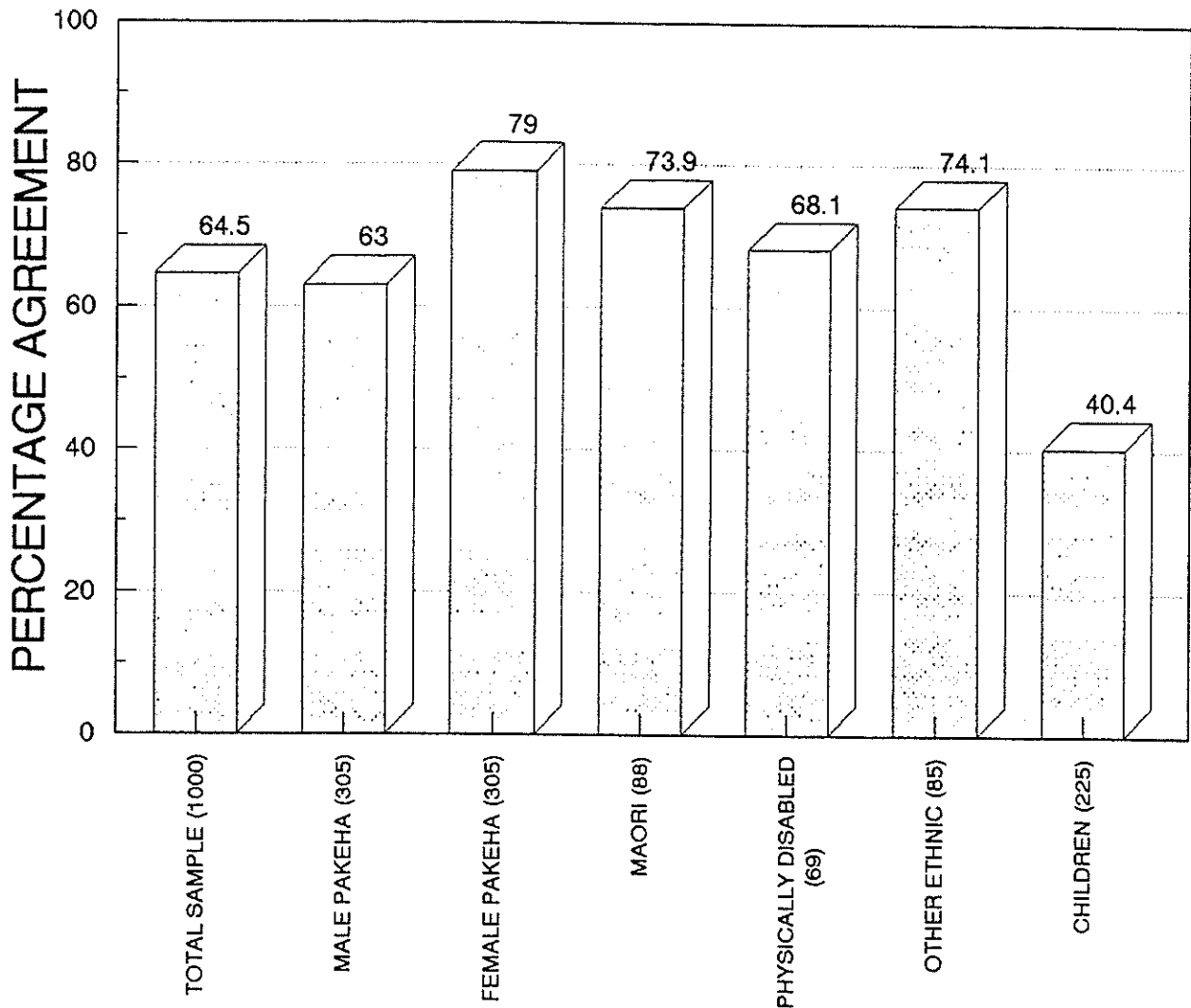
MEDIA - TELEVISION

THERE SHOULD BE A MAORI TELEVISION CHANNEL FUNDED BY GOVERNMENT
(BASE : WEIGHTED SAMPLES)





MEDIA - TELEVISION THERE IS TOO MUCH VIOLENCE ON TELEVISION TODAY (BASE : WEIGHTED SAMPLES)



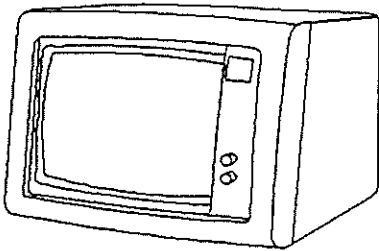
The majority of the total population agree with this statement with a high level of agreement from female pakeha. Less than half of the children agree with the statement with almost as many disagreeing.

* "I enjoy watching some of the advertisements on television."

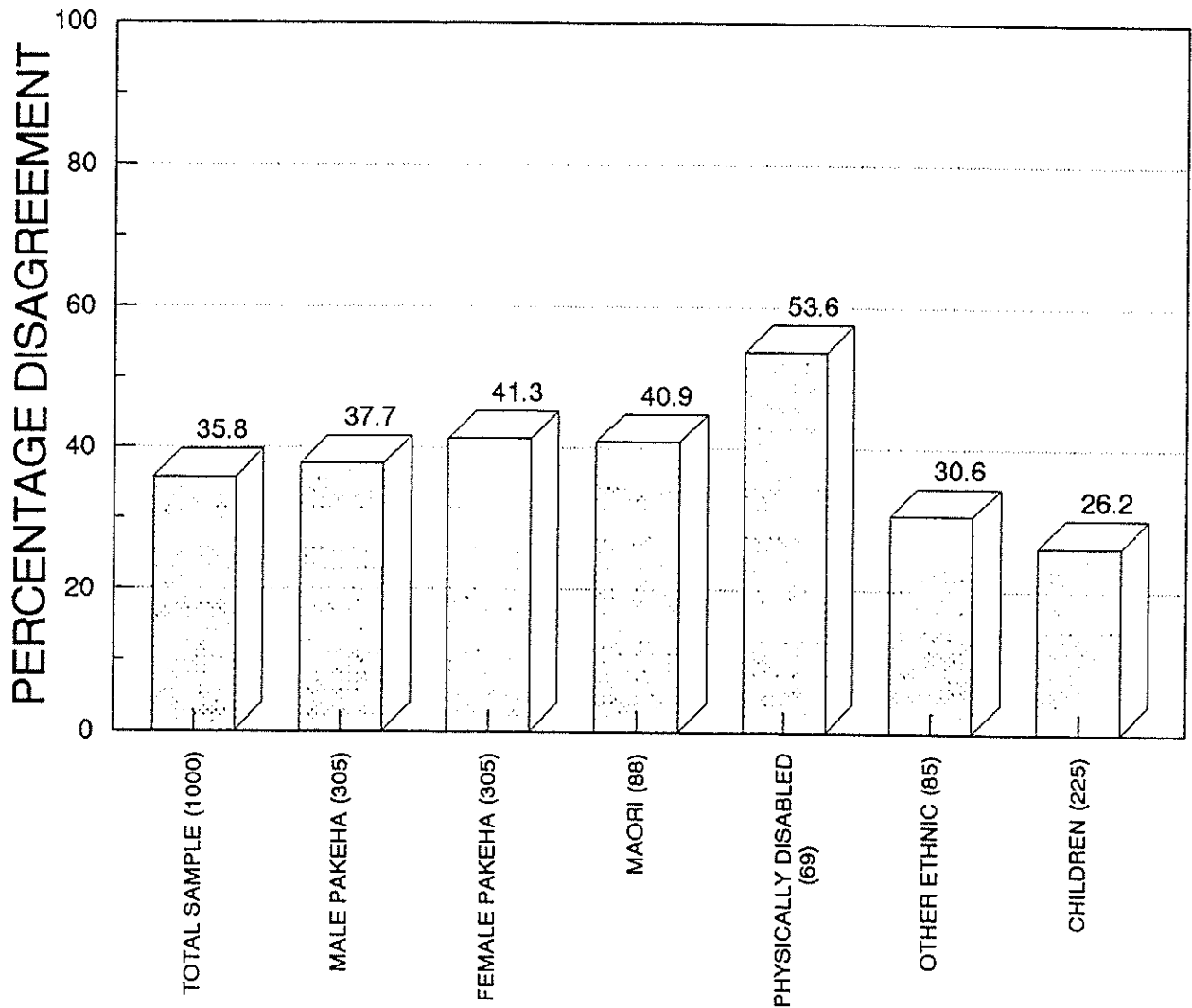
There is a majority of the total population who agree with this statement with the exception of the physically disabled where the majority of respondents disagree.

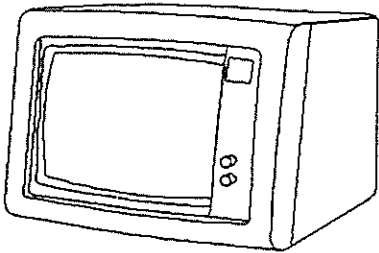
* "Television provides unrealistic examples for New Zealand children."

There is a high level of majority agreement from the total population but less than half of the children echo the sentiments of the other sub-sample groups.



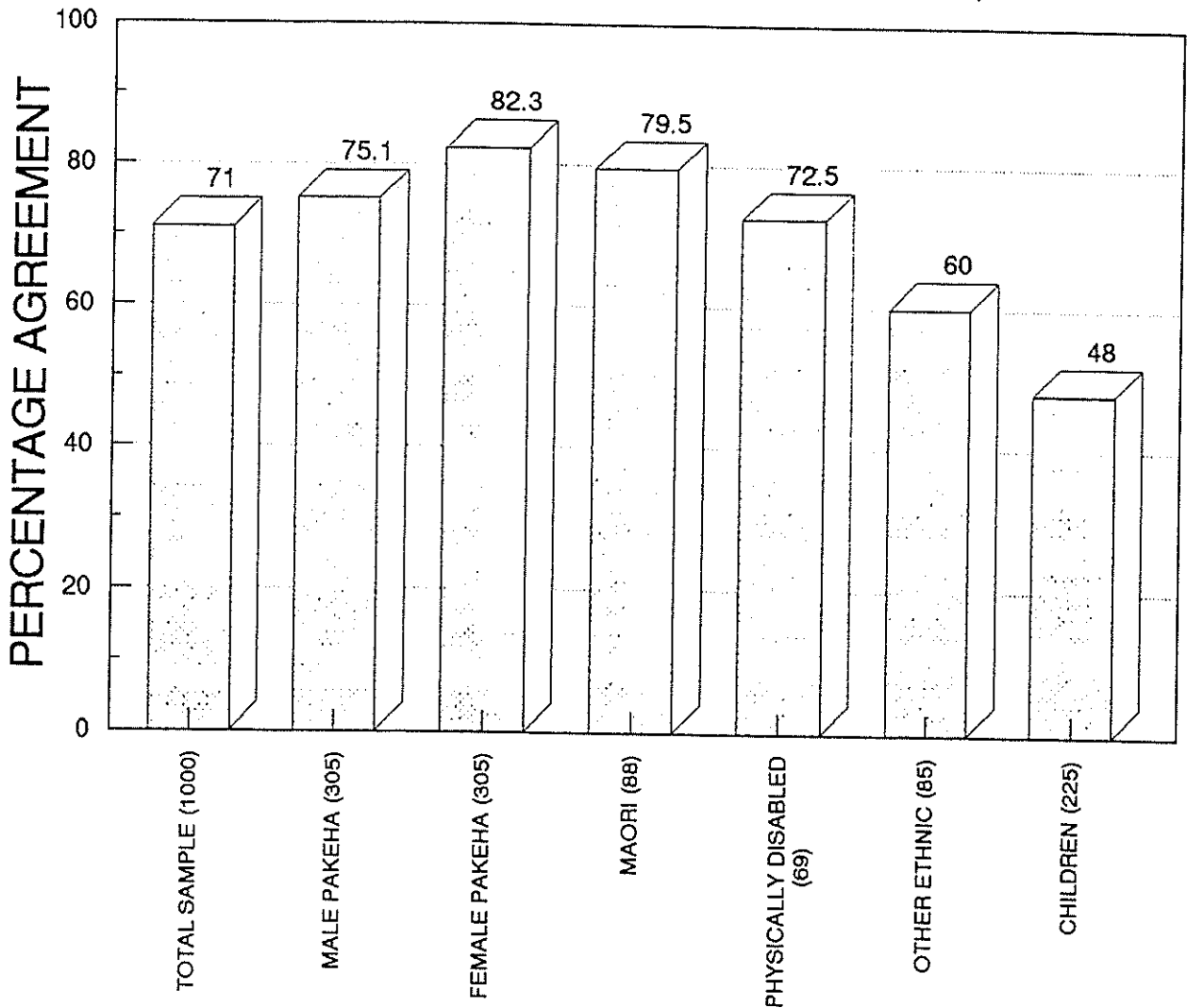
MEDIA - TELEVISION
 I ENJOY WATCHING SOME OF THE
 ADVERTISEMENTS ON TELEVISION
 (BASE : WEIGHTED SAMPLES)





MEDIA - TELEVISION

TELEVISION PROVIDES UNREALISTIC EXAMPLES FOR NEW ZEALAND CHILDREN
(BASE : WEIGHTED SAMPLES)



"New Zealand's current affairs and documentaries are as good as those from other countries."

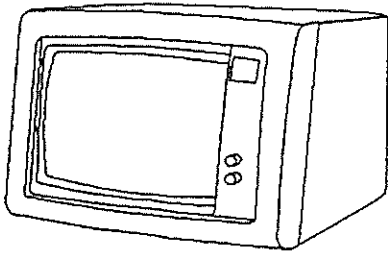
ere [redacted] level of majority agreement from the total population in [redacted] statement. However, the children are not quite as convinced [redacted] groups that New Zealand's current affairs programmes and [redacted] of a comparable standard to other countries.

"There are too few New Zealand made programmes on television."

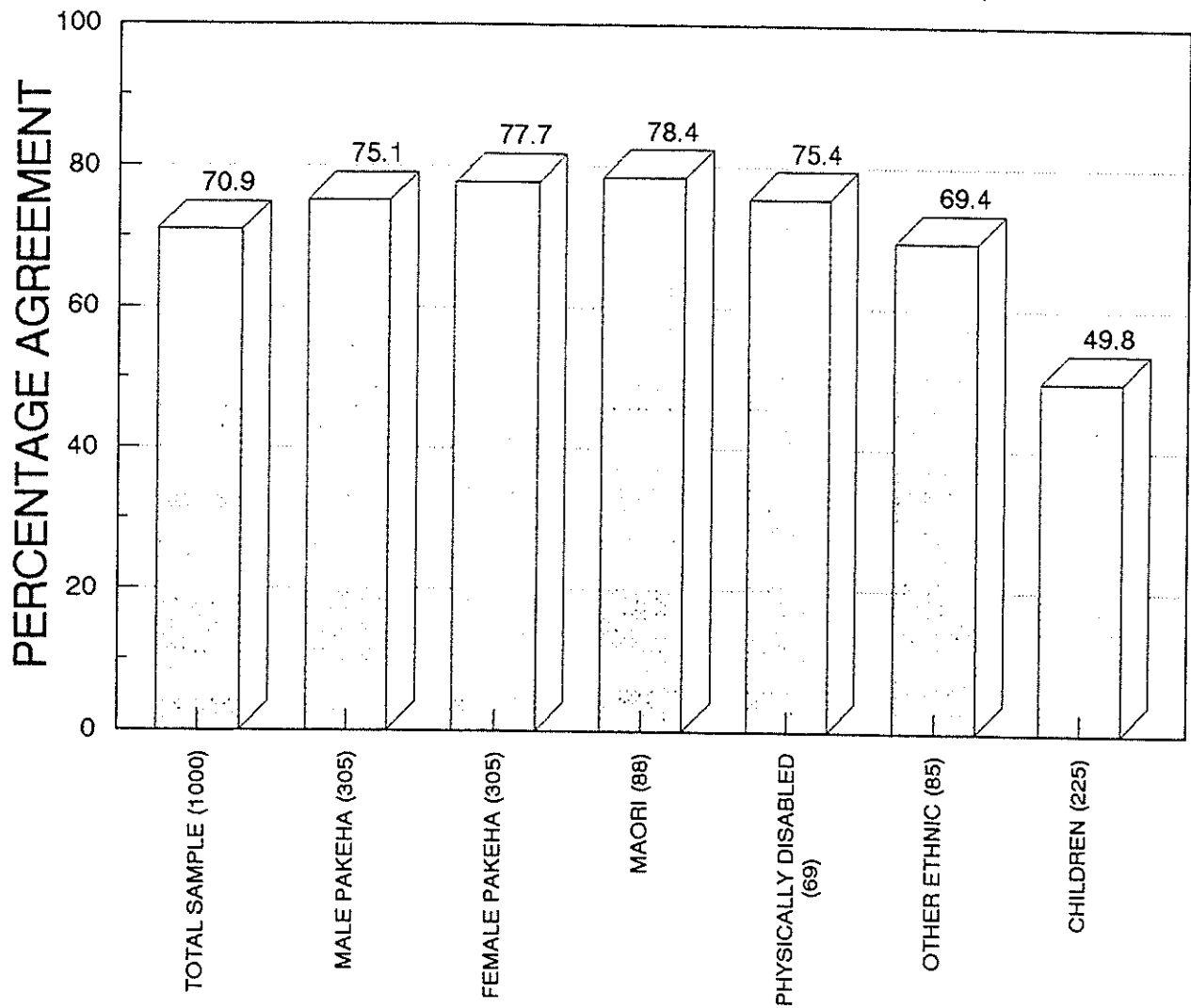
ere [redacted] of the total population support this statement with a much [redacted] agreement from Maori and a much lower level of agreement from [redacted].

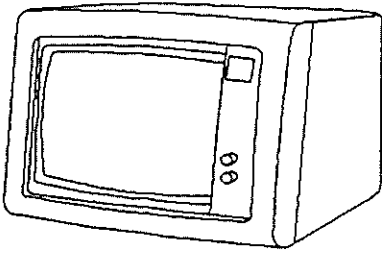
ose [redacted] who agreed with the statement were asked what types of New Zealand [redacted] they would like to see more of. The programme types which are [redacted] most often were documentaries, drama, comedy and information [redacted]. The 25-54 year olds support the call for more New Zealand [redacted] of the highest level. With regard to the sub-sample groups [redacted] discernible differences in their attitudes. However, children [redacted] see more New Zealand comedy than other groups and they are [redacted] about an increasing number of New Zealand documentaries.

he [redacted] of these findings is that the respondents have a great [redacted] New Zealand made programmes, but that they would expect them [redacted] to be [redacted] standard to overseas productions.

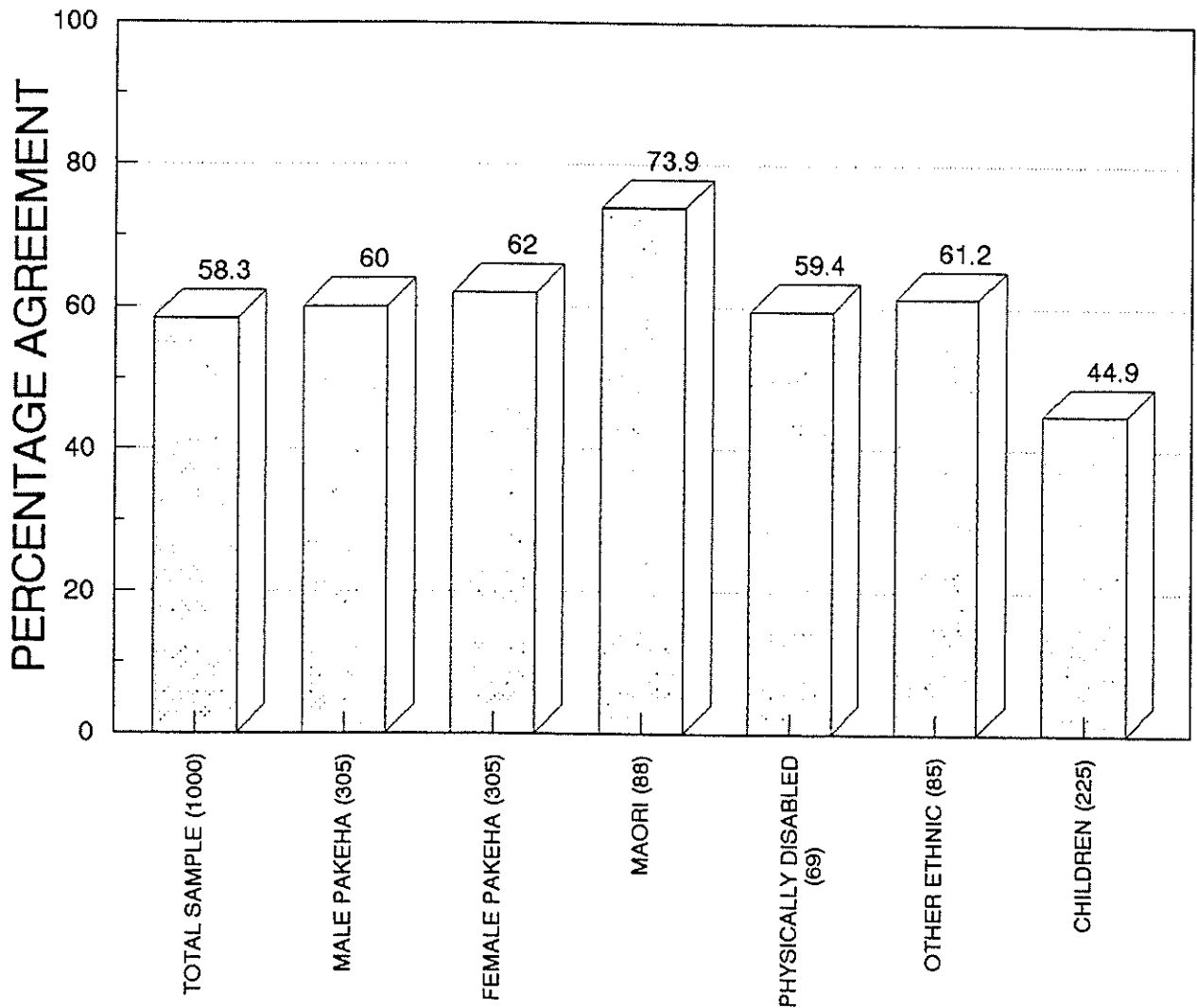


MEDIA - TELEVISION
 NEW ZEALAND'S CURRENT AFFAIRS AND DOCUMENTARIES
 ARE AS GOOD AS THOSE FROM OTHER COUNTRIES
 (BASE : WEIGHTED SAMPLES)





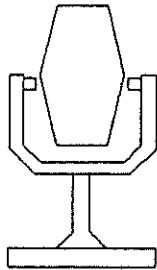
MEDIA - TELEVISION
 THERE ARE TOO FEW NEW ZEALAND MADE
 PROGRAMMES ON TELEVISION
 (BASE : WEIGHTED SAMPLES)



4.3.3 MEDIA - RADIOTotal Population Perceptions

This section contained statement designed to evaluate the way respondents feel about media in the form of radio. Respondents tended to be in agreement that the most important role of radio is to provide company but it was also felt that radio programmes allow New Zealanders to keep in touch with local issues and with other New Zealanders. Respondents were divided over whether the amount of New Zealand music played on radio was sufficient, and also over whether New Zealand music being of an international standard should be determining criteria in how much air time it is given.

In summary, radio is perceived to play a very important role in local issues and also as a source of company.

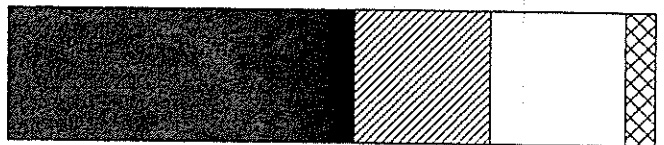


MEDIA - RADIO
(BASE : TOTAL WEIGHTED SAMPLE)

TALKBACKS KEEP PEOPLE IN TOUCH WITH OTHER NEW ZEALANDERS



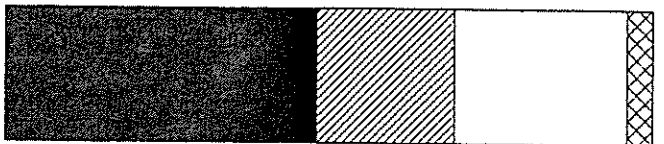
TALKBACKS ARE AN IMPORTANT PART OF NEW ZEALAND LIFE



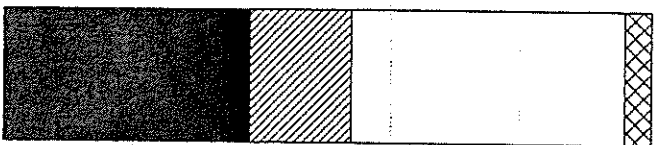
MOST IMPORTANT ROLE OF RADIO IS TO PROVIDE A GOOD SOURCE OF COMPANY



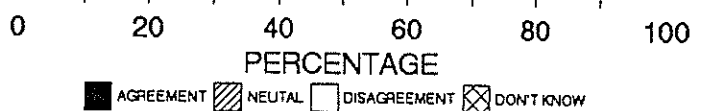
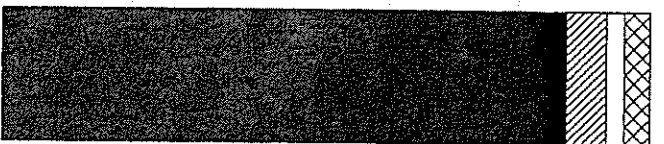
NOT ENOUGH NEW ZEALAND MUSIC PLAYED ON RADIO



NEW ZEALAND MUSIC SHOULD BE GIVEN AIRTIME IF IT IS OF INTERNATIONAL STANDARD



I EXPECT RADIO PROGRAMMES TO KEEP NEW ZEALANDERS IN TOUCH WITH LOCAL ISSUES

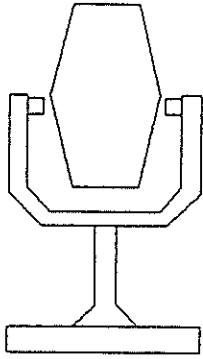


Statistically Significant Differences By Sub-Sample
Groups Towards Radio

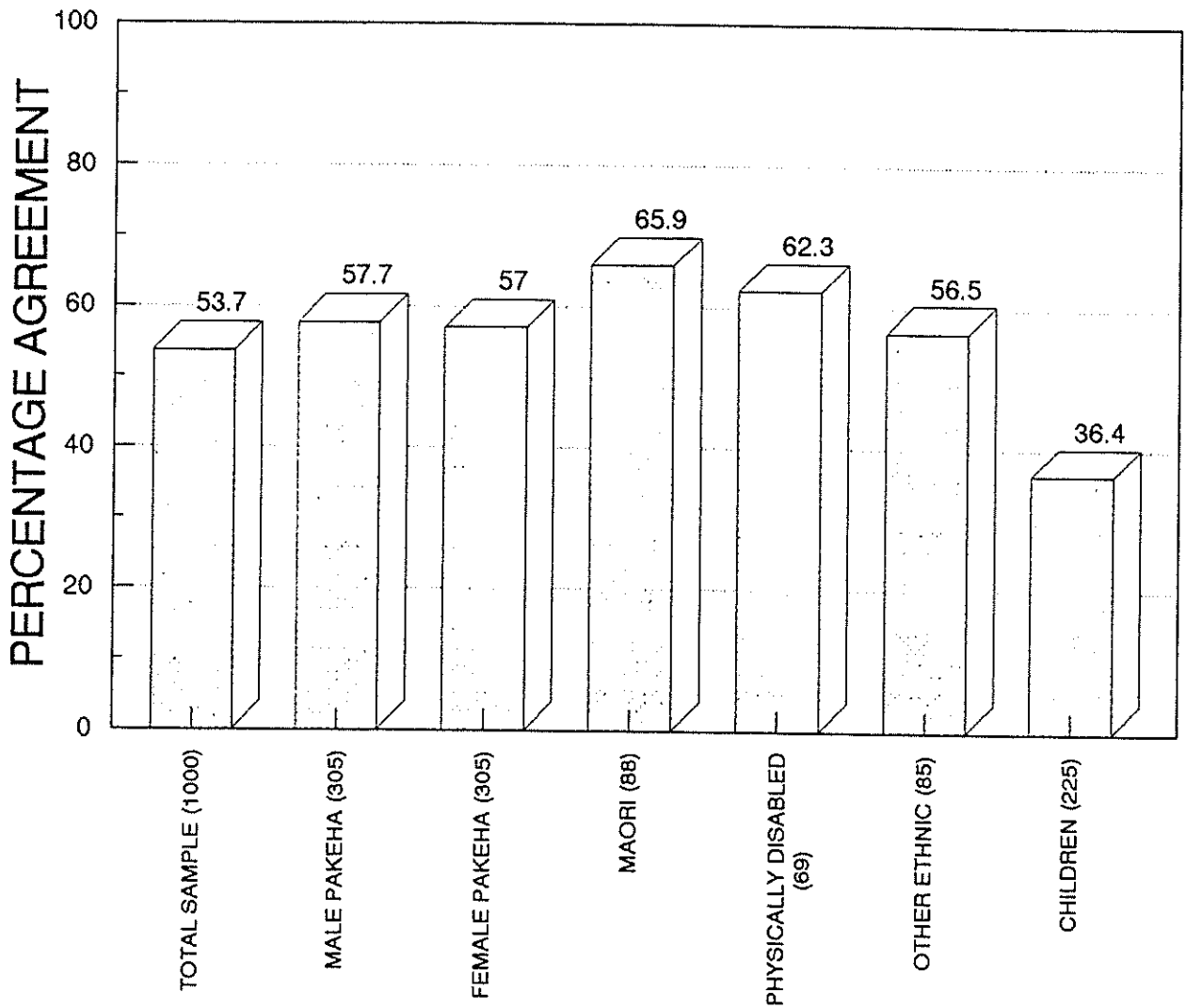
The responses to this section did not provoke any discernible differences between the sub-sample groups, except in relation to the following statement :

* "Talkbacks are an important part of New
Zealand life."

The majority of the population support this statement. The children agree with the importance of talkbacks only in the minority with almost as many disagreeing with the statement.



MEDIA - RADIO
 TALKBACKS ARE AN IMPORTANT PART OF
 NEW ZEALAND LIFE
 (BASE : WEIGHTED SAMPLES)



5. SUMMARY AND IMPLICATIONS

5.1 SUMMARY

The key findings of this study are summarised as follows :

CULTURE AND IDENTITY

THE CONTEXT

New Zealand is regarded in a very positive way and feelings of pride are evoked in its people. These people are characterised by their friendly and resourceful nature and their willingness to live in a multi-cultural society. Whilst there are a substantial number of similarities between the sub-sample groups, it is evident that the strongest differences exist between Maori and other groups in society of importance to the Commission. It is important to emphasise that the Maori group was self-defined and, arguably, respondents in this group tend to have a more heightened awareness and affiliation with Maoridom. The differences between Maori and other groups will be highlighted later.

A number of generalisations can be made in relation to some of the other sub-sample groups. Firstly, the other ethnic group has empathy with Maori on a number of issues of concern to Maori. Reflecting the qualitative study, members of the group use treatment of Maori as a benchmark for measuring and assessing their own future. Secondly, the children's group responses reflect an idealistic perception of New Zealand in a naive and innocent fashion. They are very positive and see their options as limitless. Finally, the physically disabled group also tends to be idealistic. However, for this group, idealism reflects a more negative interpretation than for children. The physically disabled group focuses more on the way they would like society to be, rather than the way it might actually be.

CORE CULTURAL VALUES

For all, the identity of New Zealand is best seen in terms of its land and its people. It is these characteristics which set New Zealand apart and help to give it its international profile. Central to this way of life in New Zealand are issues of sport, family life, outdoor lifestyles and relaxation. New Zealanders feel proud and fortunate to live in a country where they can enjoy a good environment and they are determined to safeguard this environment for the enjoyment of future generations.

NEW ZEALAND TODAY

Despite reservations about the adoption of some negative traits, people in New Zealand generally feel optimistic and positive about their society. New Zealand society is seen to allow all individuals the opportunity to succeed and at the same time respects the rights of all its citizens. The multi-cultural nature of the country gives it a strength which ensures that everyone can remain free. Reinforcing the good feelings held about New Zealand society, New Zealanders feel that fellow country people are often too ready to complain and do not acknowledge the good standard of living and lifestyle offered in New Zealand.

However, there are concerns that New Zealand is experiencing increasing levels of crime, violence and unemployment, and that society is not as cohesive as it has been in the past.

NEW ZEALAND TOMORROW

The move from a conservative, rural nation into a modern one is felt to be an essential transition but it is calling for an assessment of New Zealand's values in terms of 'what is New Zealand's identity?'. 'Where is New Zealand heading?' Even today New Zealanders are unsure of what their identity is but it embodies values of multi-culturalism, freedom and opportunity for all. It is a society which is prepared to take a stand on issues of importance like nuclear free and environmental issues. However, New Zealanders do know what they do not want to be. A strong determination exists to resist the adoption of standards and values of other countries but to build on New Zealand's existing values and the core strengths of the land and the people.

Maori culture and people are clearly unique to New Zealand, but representative of one culture in an essentially multi-cultural nation. Multi-culturalism is a central value which is key to New Zealanders' perception of their country.

MAORI

Overall Maori have a more negative interpretation of some aspects of New Zealand society and their place in it. They feel more concerned about changes in the social fabric of society, and its rising crime and unemployment, and family and community breakdown. They strongly value their own culture and the more traditional values of New Zealand society such as its 'old fashioned nature' and the 'she'll be right' attitude or characteristic.

Whilst valuing multi-culturalism, they feel that their own culture is not truly acknowledged and integrated into society.

THE MEDIA

OVERVIEW

The role of the media in New Zealand is dual. Its role is seen to be to provide up-to-date, unbiased, impartial information, and to entertain with a mix of documentaries, comedy and drama programmes. Under-pinning this role is the need to reflect a multi-cultural nation, acknowledging the equal value of all groups in society. Implicitly it should depict a society which values freedom and opportunity and cares about its own country and people, and world issues. New Zealand should be portrayed as an emerging nation which is taking its place alongside world powers.

PROMGRAMME MIX AND CONTENT

In relation to current programmes with a specific cultural emphasis, Maori programmes are considered to be too elitist. The Maori culture is one part of the New Zealand identity and thus there is a need for programmes to incorporate all views in society and not to simply isolate specific individual cultures, and to make different cultural values accessible to all.

Australian and British programmes project images closer to a New Zealand way of life and many respondents are predisposed towards them. However, American programmes reflect an image which is not in tune with New Zealand's lifestyle and are viewed far less favourably. They are often perceived to contain more violence.

Currently New Zealand produced programmes do not really reflect a New Zealand people can identify with. However, those that do, tend to be more orientated to past values, reflected in programmes such as Country Calendar.

New Zealanders believe that the outside world has a positive image of the country in terms of its land and its people but that it tends to be dismissed as internationally unimportant. There is a desire for New Zealand produced programmes to be of a sufficiently high standard to promote New Zealand in a positive manner. In particular emphasising its ability to make a stand on issues in the face of adversity, for example, New Zealand's anti-nuclear policy.

The media, and television in particular, does have a negative side. Commercial breaks, whilst being popular, are seen to be aired too frequently. Additionally, there is concern about the level of violence on television and its effect on society.

5.2 IMPLICATIONS

Against this background the quantitative measurement has validated the qualitative research findings. In particular it has emphasised the importance of multi-culturalism to New Zealand society, and highlighted a closer affiliation by Maori people to the more traditional values of New Zealand society and to their own culture than exists for the rest of New Zealand people.

Therefore the implications drawn from the qualitative research largely stand. To reiterate :

New Zealand is at a crossroads. It is striving to develop its own identity which retains past strengths, whilst providing the means to become an international contributor.

The role of the media, therefore, is to help reflect and support New Zealanders' quest. It should

- Provide up-to-date information on New Zealand society.
- Provide comparative information between New Zealand and the rest of the world.
- Place emphasis on New Zealand made programmes, but be fair in their development and airing to ensure :
 - i) Only those of international standard are supported.
 - ii) They reflect New Zealand society today and its broad range of origins.
 - iii) They are contemporary and present New Zealand and New Zealanders in a credible light.
 - iv) Presentation of cultures in New Zealand in an easily accessible and relevant manner to all New Zealanders.
- Use appropriate New Zealand made programmes to promote New Zealand to the rest of the world.
- Air a wide range of programmes of New Zealand and international origin.
- Be impartial, be forward thinking and positive.

Over and above this, the role of the media is to entertain. In the context of television, in particular, New Zealanders are looking for variety first and foremost, together with minimal repeats and advertising breaks, and a reduction in programmes depicting violence and crime.