

DETAILED TABLES

THE LAND	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male	Female	Maori	Physical-	Other	Children
	(1000)	(305)	(305)	(33)	Disabled	Ethnic	(235)
	%	%	%	%	%	%	%
TOTAL AGREE: Strong feeling for nature and land	79.3	77.7	81.3	86.4	88.4	79.8	75.1
Maori: greater feeling for land than others	40.0	33.4	32.3	65.7	42.0	57.3	43.6
N.Z. my land my heritage	75.0	71.1	75.7	94.3	91.3	61.2	60.9
N.Z. is identity as the land	61.1	65.2	56.4	77.3	75.4	55.8	53.3
N.Z. is natural environment most precious asset	87.6	85.7	87.5	89.3	94.2	32.4	86.2

	TOTAL SAMPLE	SAMPLE Male Pakeha	SAMPLE Female Pakeha	SAMPLE Maori	SAMPLE Physical- ly Disabled	SAMPLE Other Ethnic	SAMPLE Children
	1000 %	(305) %	(305) %	(38) %	(39) %	(85) %	(225) %
THE LAND							
TOTAL NEUTRAL: Strong feeling for nature and land	12.7	14.4	11.5	9.1	7.2	14.1	13.8
Maori: greater feeling for land than others	20.2	26.2	18.7	14.8	20.3	12.9	17.8
N.Z. my land or heritage	13.5	17.4	14.1	2.3	7.2	17.5	19.2
N.Z. s identity is the land	18.6	16.1	21.0	6.8	13.0	23.5	24.4
N.Z. s natural environment most precious asset	7.6	5.9	7.9	6.8	2.7	10.5	3.4

	TOTAL SAMPLE	SAMPLE Male Pakeha	SAMPLE Female Pakeha	SAMPLE Maori	SAMPLE Physical- ly Disabled	SAMPLE Other Ethnic	SAMPLE Children
	(1000)	(305)	(305)	(58)	(67)	(55)	(25)
THE LAND							
TOTAL DISAGREE: Strong feeling for nature and land	6.2	7.9	5.9	3.4	4.3	4.7	5.3
Maori: greater feeling for land than others	37.3	39.3	46.9	13.2	36.2	23.5	33.3
N.Z. my land my heritage	9.3	10.5	7.5	3.4	1.4	21.2	3.3
N.Z.'s identity is the land	17.0	17.0	21.3	14.3	11.6	15.3	12.3
N.Z.'s natural environment most precious asset	4.1	4.3	4.6	3.4	2.9	2.4	3.3

THE PEOPLE	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male Pakeha	Female Pakeha	Maori	Physica- lly Disabled	Other Ethnic	Children
	(1000) %	(305) %	(305) %	(188) %	(69) %	(85) %	(225) %
TOTAL AGREE: People in N.Z. more racist than would like to think	63.2	75.1	72.5	64.8	71.0	45.2	41.5
"She'll be right" good characteristic	42.5	37.0	38.0	65.2	34.3	45.2	46.7
N.Z. is friendly - good others see it that way	33.3	33.2	31.5	34.1	34.1	37.1	36.7
N.Z. isolation creates resourceful people	65.6	62.3	65.2	73.2	32.6	60.0	52.6
N.Z. is do not like change	52.1	64.5	53.5	52.3	60.2	46.0	35.6
N.Z. is are prepared to challenge and debate issues	65.3	62.6	52.3	66.2	71.0	75.3	75.6
N.Z. is curious about their place in the world	52.7	51.5	42.5	60.6	50.7	55.3	55.6
Reliability is a strength of N.Z. is	52.6	42.5	42.2	53.4	58.0	56.5	60.2
Often N.Z. is are too trusting	56.2	65.3	57.7	64.8	65.2	60.0	41.8
N.Z. is are known for being hard working	56.3	53.1	52.8	54.5	50.7	56.5	65.8
N.Z. is are open minded people	52.1	45.6	42.2	60.2	44.2	54.1	61.8
N.Z. is are innovative	74.3	31.0	76.4	62.3	73.2	76.6	68.4
N.Z. is are very competitive	73.8	73.1	66.2	76.1	76.8	72.2	82.2
N.Z. is know how to enjoy themselves	72.1	70.3	75.7	66.4	82.6	85.2	71.1
N.Z. is are not patriotic enough	35.0	45.3	41.5	34.1	40.6	21.2	18.7
Place too much emphasis on colonial past	32.2	22.5	32.5	51.1	34.8	46.0	22.3
N.Z. is are healthy people	61.0	52.0	58.0	46.6	53.6	60.0	76.0

THE PEOPLE	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male	Female	Maori	Physical-ly	Other	Children
	(1000)	(305)	(305)	(30)	(69)	(35)	(225)
	%	%	%	%	%	%	%
TOTAL NEUTRAL: People in N.Z. more racist than would like to think	15.0	10.3	12.1	14.3	13.0	16.5	23.1
'She'll be right' good characteristic	15.7	12.1	15.7	11.4	13.0	23.2	18.2
N.Z.'s friendly - good others see it that way	9.6	8.5	9.3	12.5	10.1	7.1	9.8
N.Z. isolation creates resourceful people	18.4	14.3	21.3	13.3	11.6	24.7	22.7
N.Z.'s do not like change	26.5	18.4	23.9	26.5	15.9	25.9	23.3
N.Z.'s are prepared to challenge and debate issues	19.6	19.0	23.3	18.2	13.0	16.5	15.1
N.Z.'s curious about their place in the world	23.3	23.3	21.3	22.7	26.1	22.9	24.0
Reliability is a strength of N.Z.'s	27.3	28.2	28.5	23.9	17.4	27.1	24.0
Often N.Z.'s are too trusting	19.9	17.7	19.7	15.9	18.8	21.2	22.2
N.Z.'s are known for being hard working	20.7	18.7	23.6	21.3	20.3	27.1	17.3
N.Z.'s are open minded people	27.9	29.2	27.9	20.5	30.4	24.1	23.3
N.Z.'s are innovative	17.1	13.8	15.4	20.5	17.4	21.2	20.0
N.Z.'s are very competitive	13.6	11.1	13.7	10.2	11.6	10.6	11.1
N.Z.'s know how to enjoy themselves	13.6	18.4	15.7	10.2	8.7	9.4	5.8
N.Z.'s are not patriotic enough	21.3	22.3	21.3	23.9	23.2	24.7	17.3
Place too much emphasis on colonial past	24.9	23.3	22.0	22.7	18.8	18.8	33.3
N.Z.'s are healthy people	21.5	25.6	20.3	25.0	17.4	23.5	15.1

THE PEOPLE	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male	Female	Maori	Physical- ly Disabled	Other Ethnic	Children
	(1000) %	(305) %	(305) %	(38) %	(69) %	(35) %	(225) %
TOTAL DISAGREE: People in N.Z. more racist than would like to think	18.5	13.1	13.1	19.2	14.5	35.3	29.3
'She'll be right' good characteristic	40.3	46.3	46.2	21.6	52.2	25.9	31.5
N.Z.'s friendly - good others see it that way	6.1	5.9	8.5	3.4	5.3	5.9	3.6
N.Z. isolation creates resourceful people	13.7	14.4	12.3	11.4	5.3	15.3	13.3
N.Z.'s do not like change	26.2	21.0	22.3	27.3	21.7	30.9	37.3
N.Z.'s are prepared to challenge and debate issues	13.6	17.4	16.7	13.6	15.9	9.2	4.9
N.Z.'s curious about their place in the world	21.3	22.6	29.2	13.6	21.7	15.6	16.0
Reliability is a strength of N.Z.'s	18.3	21.3	21.3	21.3	23.2	14.1	10.2
Often N.Z.'s are too trusting	20.7	16.4	22.6	18.2	15.9	14.1	28.9
N.Z.'s are known for being hard working	22.2	27.2	22.3	23.9	29.0	16.5	16.4
N.Z.'s are open minded people	13.7	23.9	23.0	19.3	23.2	11.3	6.2
N.Z.'s are innovative	7.4	4.3	7.9	10.2	3.7	3.2	10.2
N.Z.'s are very competitive	12.5	14.8	15.1	13.6	11.6	16.5	4.0
N.Z.'s know how to enjoy themselves	6.6	9.8	7.5	3.4	3.7	4.7	2.7
N.Z.'s are not patriotic enough	42.5	32.5	37.0	40.9	36.2	54.1	31.8
Place too much emphasis on colonial past	39.1	45.2	43.9	23.9	44.9	40.0	29.3
N.Z.'s are healthy people	16.7	14.4	21.3	27.3	29.3	16.5	3.0

LIFESTYLE	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male Pakeha	Female Pakeha	Māori	Physical- ly Disabled	Other Ethnic	Children
	1000	1305	1305	138	152	135	1225
TOTAL AGREE: All N.Z. s can make use of great outdoors	68.8	67.5	68.2	67.5	67.0	64.7	62.4
Outdoor recreation important part of N.Z. s identity	92.3	95.1	93.1	94.0	94.2	96.3	88.4
Team sport is central to way of life	73.3	70.2	73.4	67.5	73.3	65.9	66.4
Open spaces good thing about N.Z. life	95.2	95.4	97.4	97.7	100.0	94.1	91.1
More fortunate - able to take part in wide range of activities	69.0	63.8	65.9	62.0	65.7	67.1	64.9
Pleasure to live in N.Z. because uncrowded	63.2	69.2	63.8	63.0	69.9	69.4	60.9
N.Z. has pressure free lifestyle	43.2	42.3	32.8	50.0	43.5	68.2	50.7

LIFESTYLE	TOTAL SAMPLE	SAMPLE Male Pakeha	SAMPLE Female Pakeha	SAMPLE Maori	SAMPLE Physical- 117 Disabled	SAMPLE Other Ethnic	SAMPLE Children
	(1000)	(305)	(305)	(30)	(67)	(85)	(25)
TOTAL NEUTRAL: All N.Z. can make use of great outdoors	4.0	2.0	4.6	4.5	4.3	10.6	4.4
Outdoor recreation important part of N.Z.'s identity	5.9	3.3	6.2	2.3	1.4	7.1	9.3
Team sport is central to way of life	15.0	16.1	14.1	5.7	14.5	6.2	20.0
Open spaces good thing about N.Z. life	3.4	2.3	2.3	3.3	-	3.5	6.7
More fortunate - able to take part in wide range of activities	6.4	4.6	7.9	6.8	4.3	3.2	7.1
Pleasure to live in N.Z. because uncrowded	6.0	6.9	5.2	3.4	2.9	5.9	6.7
N.Z. has pressure free lifestyle	19.8	18.4	21.3	19.3	17.4	14.1	20.9

LIFESTYLE	TOTAL SAMPLE	SAMPLE Male Pakeha	SAMPLE Female Pakeha	SAMPLE Maori	SAMPLE Physical- ly Disabled	SAMPLE Other Ethnic	SAMPLE Children
	(1000)	(305)	(305)	(38)	(69)	(95)	(225)
	%	%	%	%	%	%	%
TOTAL DISAGREE: All N.Z.'s can make use of great outdoors	6.6	9.5	6.7	6.3	7.2	3.5	6.1
Outdoor recreation important part of N.Z.'s identity	1.2	1.0	0.7	3.4	4.3	2.4	1.7
Team sport is central to way of life	10.3	12.8	12.1	6.8	7.2	5.9	7.6
Open spaces good thing about N.Z. life	6.8	0.7	-	-	-	2.4	1.3
More fortunate - able to take part in wide range of activities	3.6	0.7	6.2	1.1	-	4.7	4.9
Pleasure to live in N.Z. because uncrowded	3.8	2.3	0.7	13.6	5.8	4.7	6.2
N.Z. has pressure free lifestyle	34.6	37.7	44.6	30.7	39.1	17.6	21.3

NEW ZEALAND SOCIETY/ SOCIAL	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male	Female	Maori	Physica- lly Disabled	Other Ethnic	Children
	(1000) %	(305) %	(305) %	(88) %	(69) %	(85) %	(225) %
TOTAL AGREE: N.Z.'s are losing neighbourly interest/ concern for others	50.3	55.4	56.4	61.4	53.6	52.9	29.3
N.Z. society encourages leadership qualities	41.7	35.4	34.8	48.9	37.7	54.1	55.6
Like living here - made up of lots of different cultures	57.8	39.7	58.4	69.3	72.5	81.2	72.4
N.Z.'s are more interested in rest of the world than in N.Z.	24.2	25.9	17.4	44.3	36.2	25.9	21.8
Don't appreciate good standard of living here	55.6	64.3	64.6	58.0	71.0	51.8	30.2
People like me are ignored by society	21.2	15.1	19.0	31.8	27.5	16.5	29.3
My rights are not taken seriously	31.5	28.9	27.5	47.7	37.7	27.1	36.9
Too many immigrants coming here and taking our jobs	41.7	32.5	37.4	70.5	43.5	41.2	49.3
Asian immigrants make a good contribution	49.9	58.8	54.4	31.8	56.5	57.6	35.6
Gangs are important part of N.Z. identity	9.7	10.5	7.2	9.1	7.2	15.3	11.1
In N.Z. everyone can have a good standard of living	58.6	57.7	48.2	70.5	66.7	71.8	67.1
Everyone has opportunity to succeed if they work at it	81.0	80.7	69.8	83.0	78.3	67.1	95.6
Unemployment is here to stay	60.7	70.2	65.9	65.9	68.1	43.5	42.2
Disappointing N.Z. becoming like rest of world - violence/ crime	90.2	93.4	93.4	92.0	88.4	83.5	80.0
Low crime rate makes it safer place to live	39.5	37.4	28.5	48.9	34.8	44.7	50.7
Corporal punishment should be used as discipline in schools	44.1	60.0	42.3	48.9	55.1	42.4	20.9
Being imprisoned is not effective form of punishment	48.6	49.2	47.5	52.3	49.3	52.9	46.7
Most people receiving dole are too lazy to work	36.5	28.9	29.5	46.6	29.0	51.8	48.9
People like me don't feel safe on streets at night	61.4	45.9	71.8	63.6	62.3	69.4	64.4
Life in N.Z. is not as bad as people make out	67.9	70.5	60.3	71.6	56.5	77.6	71.1

N.Z. society too permissive	36.1	37.3	30.5	48.9	52.2	37.6	33.3
Society suffering - young people losing respect for elders	62.1	65.7	61.6	78.4	85.5	77.6	48.0
N.Z. is an overprotected society	40.4	47.5	37.4	52.3	37.7	51.8	28.0
Religious values important part of N.Z. culture	39.1	34.3	32.1	53.4	49.3	67.1	41.3
Other cultures (except pakeha) never have equal opportunity with Maori	36.0	40.0	34.1	38.6	36.2	36.5	32.4
Accepted for what you are regardless of nationality	42.4	36.1	28.2	44.3	44.9	54.1	68.0
Not enough understanding between different cultures	74.4	80.0	81.6	81.8	76.8	75.3	50.2
Welfare gives too many handouts to lower income families	46.7	52.1	42.0	56.8	33.3	51.8	39.6
Welfare system discourages people from becoming independent	69.5	79.7	79.3	70.5	66.7	69.4	39.6
N.Z.'s isolation gets in way of economic development	43.3	48.5	45.6	45.5	56.5	44.7	30.2
Small population makes it difficult to prosper	41.1	46.6	40.3	45.5	43.5	43.5	32.9
Government's responsibility to ensure job creation	58.6	50.3	56.1	73.9	58.0	62.4	67.1
N.Z. is very expensive country to live in	37.0	32.8	38.7	48.9	34.8	41.2	35.6
Over time - standard of living reduced	43.3	49.5	51.5	51.1	55.1	35.3	22.7
Sometimes I feel like a foreigner here	29.9	35.7	27.5	37.5	27.5	35.3	21.3
My cultural heritage is very important to me	64.9	60.0	60.0	87.5	73.9	85.9	63.6
Expectation of all N.Z.'s to own their own home	80.1	83.9	83.3	84.1	75.4	82.4	69.8
Extremists are pulling N.Z. society apart	53.2	62.0	53.4	69.3	72.5	42.4	36.0
Everyone has freedom of speech	68.3	71.1	66.2	70.5	72.5	68.2	65.3
Health system better than other developed countries	39.7	32.1	33.1	47.7	44.9	64.7	50.2
Education system better than other developed countries	37.0	30.5	33.4	53.4	37.7	45.9	41.8

NEW ZEALAND SOCIETY/SOCIAL	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male	Female	Maori	Physica-	Other	Children
	(1000)	(305)	(305)	(88)	lly Disabled	Ethnic	(225)
	%	%	%	%	%	%	%
TOTAL NEUTRAL: N.Z.'s are losing neighbourly interest/ concern for others	19.4	24.6	9.8	14.8	13.0	22.4	25.8
N.Z. society encourages leadership qualities	25.5	27.5	24.6	20.5	31.9	24.7	25.3
Like living here - made up of lots of different cultures	19.8	23.0	19.0	14.8	10.1	10.6	19.1
N.Z.'s are more interested in rest of the world than in N.Z.	20.5	18.4	20.7	23.9	23.2	25.9	20.4
Don't appreciate good standard of living here	18.8	18.0	15.4	18.2	10.1	14.1	24.9
People like me are ignored by society	24.1	30.2	18.7	14.8	15.9	20.0	27.1
My rights are not taken seriously	20.5	15.4	16.1	20.5	20.3	28.2	32.0
Too many immigrants coming here and taking our jobs	15.0	9.2	15.4	13.6	13.0	17.6	21.8
Asian immigrants make a good contribution	27.1	17.0	31.8	34.1	23.2	29.4	30.7
Gangs are important part of N.Z. identity	9.5	7.9	12.1	9.1	11.6	12.9	7.6
In N.Z. everyone can have a good standard of living	16.4	15.7	17.0	11.4	10.1	12.9	18.7
Everyone has opportunity to succeed if they work at it	8.1	6.6	14.1	3.4	8.7	5.9	3.1
Unemployment is here to stay	18.6	14.4	16.7	14.8	11.6	30.6	24.4
Disappointing N.Z. becoming like rest of world - violence/ crime	5.8	3.0	4.6	4.5	8.7	10.6	12.0
Low crime rate makes it safer place to live	17.4	20.3	13.1	18.2	17.4	15.3	20.4
Corporal punishment should be used as discipline in schools	10.7	9.2	10.5	12.5	7.2	14.1	9.8
Being imprisoned is not effective form of punishment	18.2	15.4	18.7	20.5	14.5	21.2	19.1
Most people receiving dole are too lazy to work	23.6	26.6	24.3	17.0	18.8	25.9	21.8
People like me don't feel safe on streets at night	13.1	20.7	5.9	9.1	13.0	14.1	13.3
Life in N.Z. is not as bad as people make out	17.5	13.4	23.0	11.4	20.3	11.9	19.1

N.Z. society too permissive	26.1	35.2	27.5	23.9	17.4	35.3	32.4
Society suffering - young people losing respect for elders	16.0	12.5	16.4	6.9	5.8	9.4	25.3
N.Z. is an overprotected society	21.2	14.8	22.3	12.5	21.7	21.2	32.9
Religious values important part of N.Z. culture	26.6	25.2	31.5	18.2	17.4	15.3	28.4
Other cultures (except pakeha) never have equal opportunity with Maori	21.6	17.7	17.0	29.5	21.7	24.7	28.9
Accepted for what you are regardless of nationality	13.5	16.7	16.1	10.2	7.2	16.5	6.2
Not enough understanding between different cultures	12.1	9.8	10.8	10.2	14.5	10.6	20.0
Welfare gives too many handouts to lower income families	22.9	21.0	23.9	20.5	20.3	23.5	22.7
Welfare system discourages people from becoming independent	15.6	10.2	8.9	11.4	11.6	20.0	33.3
N.Z.'s isolation gets in way of economic development	17.6	11.8	12.1	20.5	11.6	25.9	28.4
Small population makes it difficult to prosper	14.3	11.1	9.8	14.3	18.8	24.7	19.1
Government's responsibility to ensure job creation	14.4	15.7	16.1	8.0	13.0	21.2	8.0
N.Z. is very expensive country to live in	23.2	24.6	19.3	23.9	23.2	23.5	25.3
Over time - standard of living reduced	18.0	16.4	10.8	14.3	10.1	11.8	33.3
Sometimes I feel like a foreigner here	8.3	11.6	3.3	4.5	10.1	17.6	8.0
My cultural heritage is very important to me	16.8	16.1	21.3	3.4	11.6	5.9	19.1
Expectation of all N.Z.'s to own their own home	9.6	9.2	7.5	5.7	8.7	10.6	13.3
Extremists are pulling N.Z. society apart	18.8	15.4	16.1	13.6	13.0	28.2	27.1
Everyone has freedom of speech	11.3	11.5	10.5	9.1	8.7	14.1	11.1
Health system better than other developed countries	22.1	25.2	19.3	21.6	15.9	12.9	23.6
Education system better than other developed countries	24.1	21.3	25.6	22.7	18.8	20.0	27.1

NEW ZEALAND SOCIETY/SOCIAL	TOTAL SAMPLE	SAMPLE Male Pakeha	SAMPLE Female Pakeha	SAMPLE Maori	SAMPLE Physica- lly Disabled	SAMPLE Other Ethnic	SAMPLE Children
	(1000)	(305)	(305)	(88)	(69)	(85)	(225)
	%	%	%	%	%	%	%
TOTAL DISAGREE: N.Z.'s are losing neighbourly interest/ concern for others	28.7	19.0	33.1	23.9	33.3	23.5	40.4
N.Z. society encourages leadership qualities	29.9	35.4	39.0	28.4	24.6	20.0	12.0
Like living here - made up of lots of different cultures	21.9	36.4	22.3	14.8	17.4	8.2	8.4
N.Z.'s are more interested in rest of the world than in N.Z.	53.7	54.8	60.7	39.7	40.6	48.2	54.2
Don't appreciate good standard of living here	24.4	16.7	19.7	23.9	17.4	34.1	41.3
People like me are ignored by society	51.9	52.5	59.7	50.0	53.6	61.2	39.1
My rights are not taken seriously	46.0	54.8	54.1	29.5	40.6	44.7	27.6
Too many immigrants coming here and taking our jobs	41.3	56.7	46.6	15.9	43.5	41.2	23.1
Asian immigrants make a good contribution	20.8	23.0	10.8	33.0	20.3	10.6	27.6
Gangs are important part of N.Z. identity	79.6	80.7	80.3	81.8	79.7	69.4	77.8
In N.Z. everyone can have a good standard of living	24.5	25.6	34.8	18.2	23.2	15.3	13.3
Everyone has opportunity to succeed if they work at it	10.6	11.8	16.1	13.6	13.0	7.1	1.3
Unemployment is here to stay	18.9	13.8	16.1	19.3	20.3	23.5	29.3
Disappointing N.Z. becoming like rest of world - violence/ crime	3.1	2.6	1.3	3.4	2.9	5.9	6.2
Low crime rate makes it safer place to live	41.1	40.7	56.1	33.0	47.8	40.0	25.3
Corporal punishment should be used as discipline in schools	44.7	29.8	46.6	38.6	37.7	43.5	69.3
Being imprisoned is not effective form of punishment	31.2	34.4	32.5	27.3	36.2	23.5	28.4
Most people receiving dole are too lazy to work	38.4	43.6	44.9	34.1	52.2	22.4	26.7
People like me don't feel safe on streets at night	23.8	32.1	21.0	27.3	23.2	12.9	18.7
Life in N.Z. is not as bad as people make out	13.1	14.8	16.1	17.0	21.7	10.6	5.8

N.Z. society too permissive	33.3	34.4	41.3	26.1	30.4	22.4	29.5
Society suffering - young people losing respect for elders	21.1	20.7	22.0	14.8	9.7	12.9	24.4
N.Z. is an overprotected society	36.7	36.7	40.0	34.1	39.1	24.7	33.3
Religious values important part of N.Z. culture	32.5	39.0	35.7	26.1	33.3	17.6	25.3
Other cultures (except pakeha) never have equal opportunity with Maori	38.7	40.3	44.6	38.7	42.0	34.1	31.1
Accepted for what you are regardless of nationality	42.7	46.6	54.4	45.5	46.4	29.4	22.2
Not enough understanding between different cultures	11.1	9.2	7.5	8.0	9.7	14.1	20.4
Welfare gives too many handouts to lower income families	25.9	26.9	31.3	19.3	43.5	24.7	26.7
Welfare system discourages people from becoming independent	11.1	8.2	9.5	18.2	20.3	10.6	16.0
N.Z.'s isolation gets in way of economic development	36.2	39.3	40.7	33.0	30.4	24.7	31.6
Small population makes it difficult to prosper	42.6	42.3	48.2	37.5	37.7	29.4	41.3
Government's responsibility to ensure job creation	25.7	33.4	26.6	18.2	29.0	16.5	20.9
N.Z. is very expensive country to live in	37.2	41.0	38.7	27.3	42.0	34.1	34.7
Over time - standard of living reduced	33.6	34.1	36.1	33.0	34.3	45.9	24.0
Sometimes I feel like a foreigner here	60.4	52.5	69.2	58.0	62.3	44.7	64.4
My cultural heritage is very important to me	19.0	23.9	16.7	9.0	14.5	8.2	16.4
Expectation of all N.Z.'s to own their own home	8.8	6.9	7.9	9.1	15.9	7.1	12.4
Extremists are pulling N.Z. society apart	23.5	22.6	28.5	15.9	13.0	25.9	20.4
Everyone has freedom of speech	19.4	17.4	23.3	20.5	18.8	17.6	19.1
Health system better than other developed countries	34.4	39.7	45.2	25.0	36.2	18.8	19.1
Education system better than other developed countries	34.0	45.6	35.4	20.5	42.0	31.8	22.7

FAMILY	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male	Female	Maori	Physica- lly Disabled	Other Ethnic	Children
	(1000)	(305)	(305)	(88)	(69)	(85)	(215)
	%	%	%	%	%	%	%
TOTAL AGREE: I fear for my childrens future	47.5	46.2	45.2	76.1	59.4	44.7	41.3
Worry that today's children will not get full employment	75.5	72.5	79.3	92.0	78.3	68.2	67.1
N.Z. ideal place for raising a family	72.0	73.1	71.1	73.9	73.9	74.1	69.3
Concerned about breakdown of family unit and impact on society	64.6	67.5	73.8	79.5	64.1	72.9	39.6
An extended family is very important to me	73.1	68.5	72.5	88.6	76.8	65.9	77.3
Family most important thing in my life	87.3	83.0	90.3	94.3	85.5	89.4	84.9

FAMILY	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male Pakeha	Female Pakeha	Maori	Physica- lly Disabled	Other Ethnic	Children
	(1000) %	(305) %	(305) %	(88) %	(69) %	(85) %	(225) %
TOTAL NEUTRAL: I fear for my childrens future	19.2	21.0	18.0	6.8	10.1	20.0	24.0
Worry that today's children will not get full employment	10.5	11.5	9.5	3.4	8.7	17.6	12.9
N.Z. ideal place for raising a family	19.1	18.3	18.4	15.9	17.4	23.5	22.7
Concerned about breakdown of family unit and impact on society	19.6	18.7	15.1	12.5	7.2	14.1	31.1
An extended family is very important to me	11.7	16.7	9.5	4.5	8.7	14.1	9.3
Family most important thing in my life	6.2	8.9	4.9	2.3	1.4	3.5	6.2

FAMILY	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male Pakeha	Female Pakeha	Maori	Physica- lly Disabled	Other Ethnic	Children
	(1000) %	(305) %	(305) %	(88) %	(69) %	(85) %	(225) %
TOTAL DISAGREE: fear for my childrens future	28.6	31.5	33.1	13.6	26.1	32.9	23.1
Worry that some children will not get full employment	12.9	16.1	19.5	3.4	13.0	11.8	16.4
N.2. ideal place for raising a family	7.4	7.9	9.2	9.1	7.2	2.4	6.2
Concerned about breakdown of family unit and impact on society	12.6	12.5	10.5	3.0	7.2	12.9	17.8
An extended family is very important to me	14.6	14.3	18.0	5.7	14.5	16.5	11.6
Family most important thing in my life	6.0	9.2	3.9	3.4	11.6	4.7	7.1

NEW ZEALAND IMAGE/ IDENTITY	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male	Female	Maori	Physica- lly Disabled	Other Ethnic	Children
	(1000) %	(305) %	(305) %	(88) %	(69) %	(85) %	(225) %
TOTAL AGREE: N.Z. moving from conservative rural into modern nation	58.1	61.6	56.1	59.1	62.3	63.5	54.2
N.Z. insignificant in world affairs	41.9	50.8	43.6	48.9	34.8	35.3	27.6
Don't like way N.Z. insignificant in world affairs	50.8	45.6	52.5	47.7	46.4	54.1	56.4
N.Z.'s prefer to look to future than dwell on past	50.4	44.3	43.3	53.4	53.6	60.0	64.9
N.Z.'s old fashioned nature is one reason I like it	46.2	48.5	40.7	68.2	59.4	52.9	41.3
Shame that people see N.Z.'s as country cousins	48.0	42.3	49.2	62.5	44.9	52.9	49.3
N.Z.'s identity at risk as we strive for position in world	39.5	38.0	39.3	51.1	37.7	38.3	37.8
Avoid adopting standards from other countries at expense of our own	71.5	72.1	34.9	81.3	82.6	61.2	51.6
Nation of sports minded people	61.7	37.5	32.0	90.9	88.4	33.5	63.9
Individual cultures retain their own identities which enriches N.Z. society	59.2	48.9	63.9	73.9	65.2	79.6	55.1
World no longer sees N.Z. as harmonious	37.6	42.3	41.0	43.2	40.6	36.5	25.3
N.Z. most boring place in the world	7.6	6.9	9.2	9.1	4.3	4.7	6.7
America should be example N.Z. follows	6.8	6.9	2.0	12.5	7.2	8.2	11.1
Living here is escape from pressures elsewhere	47.4	53.8	47.9	59.1	47.8	44.7	34.2
Maori culture gives N.Z. it's unique identity	60.6	54.1	62.3	85.2	60.9	69.4	55.6
Like emphasis placed on Maori culture but not sure it's my mine	59.2	58.4	67.9	35.2	55.1	70.6	56.0
All cultures have equal opportunity to prosper	60.9	58.4	52.8	69.3	65.2	67.1	69.8
N.Z. should have a single cultural identity	26.9	32.1	26.9	23.9	27.5	17.6	24.4
N.Z. is a relatively classless society	29.8	35.1	30.5	23.9	55.1	29.4	24.0
N.Z. culture underdeveloped	37.6	48.9	39.7	43.2	53.6	36.5	16.4
Culture and history is as varied as it's people	72.4	72.1	82.6	83.0	76.8	69.4	55.1

Nuclear free policy has put N.Z. on the map	79.4	80.3	89.2	77.3	81.2	82.4	64.9
Assets should stay here and not be sold to foreigners	79.7	77.0	83.6	92.0	81.2	72.9	75.1
I am proud of nuclear free policy	80.3	71.1	81.3	89.8	79.7	81.2	89.3
N.Z. no longer bows down to other's political points of view	52.4	51.8	52.8	63.6	56.5	50.6	46.7
New national flag overdue to represent present N.Z.	31.5	29.5	29.8	38.6	26.1	30.6	37.8
We are better off out of ANZUS	29.0	22.0	29.2	38.6	34.8	29.4	34.7
N.Z. technologically behind other developed countries	40.7	43.9	38.4	44.3	47.8	49.4	36.4
Price for progress is separation of rich and poor	61.8	66.9	65.2	79.5	73.9	54.1	43.6
Feel optimistic about N.Z.'s future	58.4	60.3	55.1	72.7	63.8	58.8	53.3
I am proud of New Zealand	86.0	83.9	82.3	89.8	87.0	92.9	90.2
N.Z. becoming recognised as making important contributions	63.0	60.0	57.4	71.6	81.2	70.6	68.0
Multi cultural nature is one of it's greater strengths	56.4	46.9	53.4	68.2	62.3	84.7	61.8
N.Z. will always be my home	78.0	79.0	80.7	87.5	92.8	80.0	63.4
Prefer to live in another country if I had the choice	14.7	11.5	12.5	14.8	13.0	14.1	23.1
Nation of caring people sets it apart from other nations	45.2	41.0	40.7	69.2	50.7	56.5	49.3
New Zealand is its people	78.0	80.3	82.0	89.8	82.6	81.2	64.0
Being a New Zealander is very important to me	80.8	77.7	81.3	92.0	95.7	85.9	79.1

NEW ZEALAND IMAGE/ IDENTITY	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male	Female	Maori	Physica-	Other	Children
	(1000)	(305)	(305)	(88)	lly	Ethnic	(225)
	%	%	%	%	Disab-	%	%
					led		
TOTAL NEUTRAL: N.Z. moving from conservative rural into modern nation	21.1	19.7	24.6	19.3	21.7	22.4	18.2
N.Z. insignificant in world affairs	16.8	12.5	15.4	19.3	21.7	27.1	19.6
Don't like way N.Z. insignificant in world affairs	24.7	27.5	22.3	31.8	27.5	23.5	20.4
N.Z.'s prefer to look to future than dwell on past	25.5	31.5	25.9	23.9	23.2	21.2	17.8
N.Z.'s old fashioned nature is one reason I like it	23.2	22.6	26.9	12.5	18.8	21.2	21.3
Shame that people see N.Z.'s as country cousins	23.4	25.6	20.0	20.5	29.0	24.7	23.6
N.Z.'s identity at risk as we strive for position in world	21.9	19.7	17.0	18.2	21.7	24.7	32.0
Avoid adopting standards from other countries at expense of our own	13.2	12.8	7.2	3.4	8.7	17.6	22.7
Nation of sports minded people	11.9	7.3	13.4	3.4	8.7	11.3	20.0
Individual cultures retain their own identities which enriches N.Z. society	20.7	28.5	14.4	14.3	20.3	17.6	22.2
World no longer sees N.Z. as harmonious	23.3	23.3	24.3	23.9	20.3	21.2	20.0
N.Z. most boring place in the world	9.7	10.5	8.2	9.1	15.9	15.3	10.2
America should be example N.Z. follows	6.6	7.2	3.0	10.2	1.4	11.8	8.4
Living here is escape from pressures elsewhere	17.6	14.4	14.8	11.4	18.8	20.0	29.3
Maori culture gives N.Z. it's unique identity	17.4	15.4	16.7	10.2	15.9	18.8	24.0
Like emphasis placed on Maori culture but not sure it's my mine	17.2	15.1	14.8	19.3	13.0	20.0	20.0
All cultures have equal opportunity to prosper	10.0	10.2	8.5	4.5	4.3	15.3	13.3
N.Z. should have a single cultural identity	12.6	16.7	8.5	12.5	10.1	9.4	14.2
N.Z. is a relatively classless society	15.4	13.4	10.5	17.0	5.8	25.9	19.6
N.Z. culture underdeveloped	22.1	24.6	18.4	12.5	17.4	23.5	28.9
Culture and history is as varied as it's people	16.3	17.4	12.1	5.8	14.5	23.5	22.7

Nuclear free policy has put N.Z. on the map	11.0	8.5	8.9	13.6	10.1	14.1	15.1
Assets should stay here and not be sold to foreigners	9.3	9.2	12.1	2.3	7.2	14.1	7.1
I am proud of nuclear free policy	9.1	11.5	9.8	5.7	8.7	9.4	4.0
N.Z. no longer bows down to other's political points of view	22.6	18.0	23.0	19.3	24.6	30.6	27.1
New national flag overdue to represent present N.Z.	20.3	11.5	24.3	22.7	15.9	25.9	23.6
We are better off out of ANZUS	23.3	17.7	28.2	18.2	24.6	35.3	23.1
N.Z. technologically behind other developed countries	13.5	8.2	10.5	17.0	10.1	16.5	21.3
Price for progress is separation of rich and poor	19.3	16.7	18.7	12.5	13.0	22.4	24.4
Feel optimistic about N.Z.'s future	22.0	23.6	19.7	15.9	18.8	24.7	24.9
I am proud of New Zealand	11.2	12.8	14.1	8.0	8.7	5.9	8.0
N.Z. becoming recognised as making important contributions	20.6	24.6	19.3	17.0	10.1	23.5	19.7
Multi cultural nature is one of it's greater strengths	18.9	23.3	18.7	15.9	17.4	10.6	14.2
N.Z. will always be my home	12.7	13.1	12.8	5.7	4.3	12.9	15.6
Prefer to live in another country if I had the choice	14.2	18.0	10.5	6.8	5.8	9.4	16.4
Nation of caring people sets it apart from other nations	30.0	31.3	28.9	19.3	29.0	29.4	30.7
New Zealand is its people	11.9	12.1	9.2	4.5	13.0	12.9	16.4
Being a New Zealander is very important to me	11.4	14.4	9.8	3.4	2.9	10.6	12.0

NEW ZEALAND IMAGE/IDENTITY	TOTAL SAMPLE	SAMPLE Male Pakeha	SAMPLE Female Pakeha	SAMPLE Maori	SAMPLE Physica- lly Disabled	SAMPLE Other Ethnic	SAMPLE Children
	(1000)	(305)	(305)	(98)	(69)	(85)	(225)
	%	%	%	%	%	%	%
TOTAL DISAGREE: N.Z. moving from conservative rural into modern nation	15.6	17.4	17.4	17.0	13.0	10.6	11.1
N.Z. insignificant in world affairs	37.3	36.7	40.0	28.4	43.5	32.9	37.8
Don't like way N.Z. insignificant in world affairs	21.2	25.9	24.9	18.2	26.1	20.0	11.1
N.Z.'s prefer to look to future than dwell on past	23.1	24.3	30.5	21.6	23.2	17.6	14.2
N.Z.'s old fashioned nature is one reason I like it	28.5	28.9	30.8	19.3	21.7	25.9	29.8
Shame that people see N.Z.'s as country cousins	26.3	31.1	29.5	14.8	24.6	22.4	20.9
N.Z.'s identity at risk as we strive for position in world	35.9	42.3	41.3	28.4	39.1	36.5	22.2
Avoid adopting standards from other countries at expense of our own	13.5	15.1	7.9	14.3	7.2	17.6	13.2
Nation of sports minded people	5.4	5.2	4.6	5.7	2.9	4.7	6.7
Individual cultures retain their own identities which enriches N.Z. society	17.9	22.6	21.6	11.4	14.5	9.4	12.9
World no longer sees N.Z. as harmonious	36.1	33.9	33.1	38.7	36.2	42.4	44.9
N.Z. most boring place in the world	91.8	81.6	91.3	79.5	78.3	80.0	33.1
America should be example N.Z. follows	95.5	85.9	94.4	70.1	91.3	80.0	76.9
Living here is escape from pressures elsewhere	31.8	31.8	36.7	27.3	33.3	35.3	24.0
Maori culture gives N.Z. it's unique identity	20.8	38.5	21.0	4.5	23.2	11.8	15.1
Like emphasis placed on Maori culture but not sure it's my mine	21.7	26.6	15.7	45.5	31.9	8.2	18.2
All cultures have equal opportunity to prosper	28.4	31.5	38.7	26.1	30.4	16.5	14.2
N.Z. should have a single cultural identity	58.4	51.1	64.6	63.6	62.3	72.9	52.0
N.Z. is a relatively classless society	51.2	51.5	59.0	56.8	39.1	42.4	41.3
N.Z. culture underdeveloped	35.7	26.2	39.0	39.8	27.5	37.6	40.4
Culture and history is as varied as it's people	8.5	9.8	3.9	8.0	5.8	7.1	13.3

Nuclear free policy has put N.Z. on the map	7.1	11.1	2.0	6.8	8.7	2.5	9.8
Assets should stay here and not be sold to foreigners	9.6	13.8	4.3	5.7	11.5	2.9	11.6
I am proud of nuclear free policy	9.5	17.4	8.9	2.3	11.5	2.4	2.7
N.Z. no longer bows down to other's political points of view	20.8	29.8	22.6	17.0	15.9	14.1	10.2
New national flag overdue to represent present N.Z.	46.0	60.0	45.6	37.5	56.5	4.2	30.2
We are better off out of ANZUS	42.0	59.0	42.0	39.8	37.7	22.2	22.2
N.Z. technologically behind other developed countries	42.5	47.9	49.8	34.1	42.6	24.1	31.6
Price for progress is separation of rich and poor	15.5	15.4	14.8	8.0	13.8	22.5	20.0
Feel optimistic about N.Z.'s future	17.3	16.1	24.9	10.2	15.9	16.5	12.4
I am proud of New Zealand	2.8	3.3	3.6	2.3	4.3	1.2	1.8
N.Z. becoming recognised as making important contributions	12.7	13.8	19.3	10.2	7.2	3.9	4.9
Multi cultural nature is one of it's greater strengths	23.1	29.8	27.9	15.9	23.1	3.5	16.9
N.Z. will always be my home	7.7	6.9	4.3	6.8	2.9	7.1	13.3
Prefer to live in another country if I had the choice	79.4	69.5	76.4	78.4	81.2	75.5	59.6
Nation of caring people sets it apart from other nations	22.5	27.2	27.2	12.5	18.3	14.1	14.2
New Zealand is its people	8.8	7.5	8.9	4.5	4.3	3.5	14.2
Being a New Zealander is very important to me	6.9	7.2	7.5	4.5	1.4	3.5	7.6

ENVIRONMENT	TOTAL SAMPLE	SAMPLE Male Pakeha	SAMPLE Female Pakeha	SAMPLE Maori	SAMPLE Physica- lly Disabled	SAMPLE Other Ethnic	SAMPLE Children
	(1000)	(305)	(305)	(88)	(69)	(85)	(225)
	%	%	%	%	%	%	%
TOTAL AGREE: We cannot afford not to worry about environmental issues	80.7	84.3	89.3	75.0	79.7	70.6	68.9
Rest of world would like environment we take for granted	89.1	94.8	94.4	90.9	97.1	84.7	76.4
N.Z.'s stand on drift net fishing makes me proud	88.3	89.3	97.0	81.8	89.9	89.4	76.0
N.Z. leads the world on environmental issues	53.7	51.8	54.8	65.9	60.9	55.3	48.9
N.Z.'s are environmental crusaders	62.3	58.4	60.7	68.2	65.2	64.7	67.6
Looking after environment now will look after N.Z.'s future	91.1	92.8	94.8	89.8	89.9	92.9	84.9
People like me are concerned about increasing pollution	92.8	92.5	96.4	94.3	94.2	92.9	88.4

ENVIRONMENT	TOTAL SAMPLE	SAMPLE Male Pakeha	SAMPLE Female Pakeha	SAMPLE Maori	SAMPLE Physica- lly Disabled	SAMPLE Other Ethnic	SAMPLE Children
	(1000) %	(305) %	(305) %	(88) %	(69) %	(85) %	(225) %
TOTAL NEUTRAL: We cannot afford not to worry about environmental issues	3.8	1.0	1.6	4.5	5.8	10.6	7.1
Rest of world would like environment we take for granted	7.1	3.0	3.6	4.5	1.4	11.8	15.6
N.Z.'s stand on drift net fishing makes me proud	4.4	5.6	0.3	4.5	2.9	8.2	7.1
N.Z. leads the world on environmental issues	27.6	24.9	27.9	25.0	21.7	29.4	30.2
N.Z.'s are environmental crusaders	22.1	22.3	23.0	22.7	17.4	23.5	17.8
Looking after environment now will look after N.Z.'s future	5.8	6.2	3.6	5.7	7.2	5.9	7.1
People like me are concerned about increasing pollution	4.3	5.6	2.0	-	1.4	4.7	6.7

ENVIRONMENT	TOTAL SAMPLE	SAMPLE Male Pakeha	SAMPLE Female Pakeha	SAMPLE Maori	SAMPLE Physica- lly Disabled	SAMPLE Other Ethnic	SAMPLE Children
	(1000) %	(305) %	(305) %	(88) %	(69) %	(85) %	(225) %
TOTAL DISAGREE: We cannot afford not to worry about environmental issues	14.4	14.8	8.5	20.5	14.5	16.5	19.1
Rest of world would like environment we take for granted	1.8	2.3	0.7	4.5	1.4	3.5	0.9
N.Z.'s stand on drift net fishing makes me proud	6.0	3.6	2.6	13.6	7.2	2.4	12.4
N.Z. leads the world on environmental issues	15.0	22.6	15.1	9.1	17.4	11.8	3.9
N.Z.'s are environmental crusaders	13.8	19.3	16.1	9.1	15.9	9.4	7.1
Looking after environment now will look after N.Z.'s future	2.0	1.0	1.6	4.5	2.9	1.2	3.1
People like me are concerned about increasing pollution	2.3	2.0	1.6	5.7	4.3	2.4	2.2

MAORI	TOTAL SAMPLE	SAMPLE Male Pakeha	SAMPLE Female Pakeha	SAMPLE Maori	SAMPLE Physica- lly Disabled	SAMPLE Other Ethnic	SAMPLE Children
	(1000) %	(365) %	(305) %	(88) %	(69) %	(85) %	(225) %
TOTAL AGREE: The Treaty of Waitangi is history and should not be an issue now	56.8	66.6	62.6	38.6	63.3	55.3	44.0
Maori land right claims are unrealistic	63.9	75.4	74.1	44.3	68.1	47.1	46.2
Maori language should be a compulsory subject	15.2	9.2	10.5	30.7	13.0	20.0	23.6
Maori should be given more by government than others	3.3	1.6	2.0	5.7	2.9	3.5	6.2
Govt. scared of Maori and can't say no	52.7	69.5	58.7	31.8	53.0	37.6	32.4
Maori should have separate educational facilities	10.6	11.5	6.2	12.5	1.4	11.8	14.2
Maori will never have equal opportunity with pakeha	14.0	11.5	11.5	22.7	13.0	20.0	15.6
Too much attention is given to Maori culture	40.3	45.9	39.0	29.5	40.6	43.5	39.6
Equal standing should be given to Maori and pakeha cultures	84.1	82.0	88.2	90.9	88.4	90.0	79.6
Small group of Maori extremists are making life difficult	70.4	79.7	78.7	78.4	81.2	51.8	47.1
Most Maori feel concerned about how Maori radicals portray their people	66.4	71.5	74.1	79.5	73.9	58.8	45.8
N.Z. should be bi-cultural society drawing only from Maori and pakeha cultures	16.7	18.4	12.5	35.2	14.5	7.1	16.0

MAORI	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male	Female	Maori	Physica-	Other	Children
	(1000)	(305)	(305)	(88)	lly	Ethnic	
	%	%	%	%	Disabled	%	%
					(69)	(85)	(225)
					%	%	%
TOTAL NEUTRAL: The Treaty of Waitangi is history and should not be an issue now	16.7	14.8	17.0	15.9	10.1	16.5	16.4
Maori land right claims are unrealistic	19.2	15.4	16.4	17.0	11.6	31.8	24.9
Maori language should be a compulsory subject	11.9	9.8	8.5	17.0	14.5	15.3	15.6
Maori should be given more by government than others	4.5	3.0	3.9	12.5	7.2	10.6	2.7
Govt. scared of Maori and can't say no	17.0	12.5	15.7	18.2	19.8	25.9	21.3
Maori should have separate educational facilities	7.8	5.9	9.2	9.1	18.8	12.9	5.8
Maori will never have equal opportunity with pakeha	11.6	6.2	7.9	22.7	11.6	21.2	18.2
Too much attention is given to Maori culture	19.9	21.6	16.1	12.5	14.5	22.4	22.7
Equal standing should be given to Maori and pakeha cultures	8.0	10.8	5.6	4.5	7.2	8.2	8.0
Small group of Maori extremists are making life difficult	11.1	6.2	7.9	4.5	4.3	25.9	21.3
Most Maori feel concerned about how Maori radicals portray their people	19.0	18.7	15.7	9.1	17.4	22.4	26.2
N.Z. should be bi-cultural society drawing only from Maori and pakeha cultures	12.2	10.8	10.8	18.2	13.0	14.1	13.3

MAORI	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male Pakeha	Female Pakeha	Maori	Physica- lly Disabled	Other Ethnic	Children
	(1000) %	(305) %	(305) %	(88) %	(69) %	(85) %	(225) %
TOTAL DISAGREE: The Treaty of Waitangi is history and should not be an issue now	25.1	18.7	19.7	43.2	26.1	28.2	35.1
Maori land right claims are unrealistic	13.3	8.2	8.2	35.2	20.3	21.2	17.3
Maori language should be a compulsory subject	72.3	81.7	80.3	52.3	72.5	64.7	59.1
Maori should be given more by government than others	89.9	92.5	92.5	81.3	89.9	85.9	87.1
Govt. scared of Maori and can't say no	26.4	16.1	24.6	48.9	21.7	36.5	33.3
Maori should have separate educational facilities	79.8	82.6	82.6	78.4	79.7	75.3	74.7
Maori will never have equal opportunity with pakeha	71.9	82.0	80.7	52.3	72.5	58.8	56.4
Too much attention is given to Maori culture	38.6	32.5	44.3	58.0	44.9	32.9	33.8
Equal standing should be given to Maori and pakeha cultures	5.3	7.2	3.9	4.5	4.3	8.2	6.7
Small group of Maori extremists are making life difficult	15.4	14.1	12.8	17.0	14.5	22.4	18.7
Most Maori feel concerned about how Maori radicals portray their people	8.4	6.6	5.6	11.4	4.3	14.1	12.0
N.Z. should be bi-cultural society drawing only from Maori and pakeha cultures	68.6	69.8	76.7	46.6	71.0	77.6	61.3

WOMEN	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male	Female	Maori	Physica-	Other	Children
	(1000)	(305)	(305)	(88)	(69)	(85)	(225)
	%	%	%	%	%	%	%
TOTAL AGREE: Women will never have equal opportunity in workplace	26.7	23.3	30.2	30.7	24.6	31.3	24.4
Making laws is best way to deal with sexism	38.5	30.2	41.3	31.4	31.9	41.2	36.0
Women's rights are less of an issue than in the past	38.1	43.9	37.0	40.9	49.3	30.6	32.0
Women in unpaid workforce make valuable contribution to society	85.8	94.4	95.1	88.6	92.8	78.8	62.7
Men and women have equal standing in N.Z. today	41.5	44.9	29.5	46.6	39.1	44.7	53.3

WOMEN	TOTAL SAMPLE	SAMPLE Male Pakeha	SAMPLE Female Pakeha	SAMPLE Maori	SAMPLE Physica- lly Disabled	SAMPLE Other Ethnic	SAMPLE Children
	(1000) %	(305) %	(305) %	(88) %	(69) %	(85) %	(225) %
TOTAL NEUTRAL: Women will never have equal opportunity in workplace	12.2	11.5	12.5	13.6	10.1	12.9	11.6
Making laws is best way to deal with sexism	17.7	15.1	12.5	19.3	14.5	20.0	27.6
Women's rights are less of an issue than in the past	14.8	14.1	7.9	14.8	4.3	16.5	23.6
Women in unpaid workforce make valuable contribution to society	7.8	3.6	2.0	10.2	4.3	12.9	18.7
Men and women have equal standing in N.Z. today	16.7	15.7	16.1	10.2	18.8	20.0	17.8

WOMEN	TOTAL SAMPLE	SAMPLE Male Pakeha	SAMPLE Female Pakeha	SAMPLE Maori	SAMPLE Physica- lly Disabled	SAMPLE Other Ethnic	SAMPLE Children
	(1000) %	(305) %	(305) %	(88) %	(69) %	(85) %	(225) %
TOTAL DISAGREE: Women will never have equal opportunity in workplace	59.2	64.3	57.4	54.5	65.2	52.9	57.3
Making laws is best way to deal with sexism	39.0	54.1	45.9	19.3	53.6	32.9	16.9
Women's rights are less of an issue than in the past	42.2	40.7	53.4	43.2	43.5	44.7	27.6
Women in unpaid workforce make valuable contribution to society	4.5	2.0	2.3	1.1	2.9	8.2	11.1
Men and women have equal standing in N.Z. today	40.2	39.3	53.1	42.0	42.0	34.1	24.4

MEDIA - GENERAL	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male	Female	Maori	Physica- lly Disabled	Other Ethnic	Children
	(1000)	(305)	(305)	(88)	(69)	(85)	(225)
	%	%	%	%	%	%	%
TOTAL AGREE: The media is feeding racial disharmony	57.0	68.9	66.6	61.4	71.0	40.0	29.8
Media obligated to inform people of world affairs	92.8	95.7	96.7	95.5	97.1	89.4	82.7
Maori values included in locally produced programmes	58.3	61.0	65.2	75.0	68.1	49.4	41.3
Media more responsible because of powerful influence	35.9	91.1	90.5	92.0	95.7	78.8	71.6
Laws to make sure TV and radio not biased	75.7	74.8	79.3	83.0	82.6	77.6	69.8
More programmes that reflect range of cultures	70.0	70.5	71.5	70.5	75.4	90.6	61.8
Deregulation of broadcasting system improved quality of programmes	34.8	35.7	26.2	35.2	31.9	45.9	43.6
Most Maori programmes lack interest for me	67.8	76.4	68.5	39.8	60.9	62.4	68.0
N.Z. programmes reflect a N.Z. I can identify with	44.5	49.5	45.2	51.1	44.9	40.0	37.3
Maori programmes should portray lives of Maori today	41.4	35.4	40.0	38.6	46.4	51.8	50.7
N.Z.'s like to watch locally made comedy	41.8	40.3	31.5	36.4	47.8	48.2	57.8
Increasing number of Maori programmes will help develop identity	21.3	15.4	14.4	44.3	23.2	30.6	28.0
Produce documentaries which show world we should not be ignored	79.7	77.4	80.7	85.2	81.2	80.0	80.0
N.Z. should use its							

MEDIA - GENERAL	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male	Female	Maori	Physica-	Other	Children
	(1000)	(305)	(305)	(38)	(69)	(85)	(225)
	%	%	%	%	%	%	%
TOTAL NEUTRAL: The media is feeding racial disharmony	21.2	18.4	15.4	20.5	13.0	36.5	30.2
Media obligated to inform people of world affairs	2.7	2.6	2.3	1.1	2.9	4.7	3.6
Maori values included in locally produced programmes	24.0	23.3	19.7	21.6	17.4	30.6	27.6
Media more responsible because of powerful influence	8.1	6.6	6.6	6.8	2.9	8.2	11.6
Laws to make sure TV and radio not biased	13.0	12.5	11.5	11.4	13.0	12.9	13.8
More programmes that reflect range of cultures	14.5	17.7	11.8	13.6	10.1	5.9	14.7
Deregulation of broadcasting system improved quality of programmes	26.0	23.0	25.6	35.2	21.7	32.9	23.6
Most Maori programmes lack interest for me	12.8	9.8	12.8	18.2	13.0	17.6	13.3
N.Z. programmes reflect a N.Z. I can identify with	28.6	25.6	23.9	34.1	37.7	32.9	33.3
Maori programmes should portray lives of Maori today	29.9	35.7	33.4	18.2	26.1	23.5	20.9
N.Z.'s like to watch locally made comedy	25.4	26.9	28.5	23.9	18.8	27.1	17.8
Increasing number of Maori programmes will help develop identity	16.9	13.4	13.1	22.7	10.1	23.5	21.8
Produce documentaries which show world we should not be ignored	10.4	13.5	9.5	9.1	10.1	7.1	8.9
N.Z. should use its							

MEDIA - GENERAL	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male	Female	Maori	Physica-	Other	Children
	(1000)	(305)	(305)	(98)	(69)	(85)	(225)
	%	%	%	%	%	%	%
TOTAL DISAGREE: The media is feeding racial disharmony	17.1	11.8	16.4	17.0	15.9	17.6	23.6
Media obligated to inform people of world affairs	2.5	1.6	1.0	2.3	-	3.5	5.3
Maori values included in locally produced programmes	13.4	13.3	13.8	3.4	13.0	16.5	16.9
Media more responsible because of powerful influence	2.9	1.3	1.3	1.1	-	7.1	7.1
Laws to make sure TV and radio not biased	9.3	12.8	8.2	5.7	4.3	8.2	8.9
More programmes that reflect range of cultures	14.0	11.8	14.4	14.8	13.0	2.4	20.4
Deregulation of broadcasting system improved quality of programmes	34.2	40.0	46.2	28.4	43.5	20.0	16.0
Most Maori programmes lack interest for me	18.4	13.8	17.0	42.0	23.2	17.6	17.3
N.Z. programmes reflect a N.Z. I can identify with	24.2	23.9	29.5	14.8	17.4	25.9	20.9
Maori programmes should portray lives of Maori today	25.3	26.2	25.6	43.2	26.1	22.4	18.2
N.Z.'s like to watch locally made comedy	30.4	30.2	39.3	38.6	30.4	23.5	19.1
Increasing number of Maori programmes will help develop identity	60.1	71.1	71.1	30.7	63.8	43.5	45.3
Produce documentaries which show world we should not be ignored	3.0	10.2	7.5	4.5	7.2	11.8	6.7
N.Z. should use its							

MEDIA - TELEVISION	TOTAL SAMPLE	SAMPLE Male Pakeha	SAMPLE Female Pakeha	SAMPLE Maori	SAMPLE Physica- ly Disabled	SAMPLE Other Ethnic	SAMPLE Children
	(1000) %	(305) %	(305) %	(88) %	(69) %	(85) %	(225) %
TOTAL AGREE: TV news is too biased	36.1	43.0	35.4	45.5	44.9	43.5	21.8
Television is used by people to escape modern day society	51.9	51.0	58.0	55.7	56.5	38.8	32.9
Television is addictive	74.9	73.1	77.0	80.7	75.4	78.8	69.8
Far too many Australian programmes on television	27.8	27.5	16.4	46.5	29.0	38.8	35.1
Far too many American programmes on television	51.9	51.5	51.0	64.8	59.4	52.9	36.9
Far too many British programmes on television	13.7	5.7	12.5	38.5	17.4	32.9	28.9
Should be more Maori programmes on television	20.1	19.9	17.4	45.2	26.1	18.8	17.3
N.Z. produced dramas not as good as overseas dramas	39.5	37.4	34.4	44.3	42.0	55.3	44.9
Too many sports programmes on television	33.5	37.2	44.9	26.1	33.3	27.1	31.6
Best thing about TV is it broadens peoples horizons	64.1	71.1	56.1	61.4	68.1	74.1	62.7
N.Z. produced TV dramas should not be copies of other countries	50.4	50.7	52.5	37.5	52.6	51.2	75.6
TV programmes should reflect up to date lifestyles and values	61.5	60.7	58.7	73.9	65.2	75.8	58.7
TV provides a substitute for community life	51.5	54.3	56.7	61.4	63.8	50.5	36.0
Should be a Maori television channel funded by government	14.5	7.5	10.5	26.1	11.6	11.8	26.7
Enjoy advertisements on TV	55.5	56.5	49.2	48.9	36.2	54.1	64.0
Too much violence on TV today	64.5	63.0	79.0	73.9	68.1	74.1	40.4
TV provides unrealistic example for N.Z. children	71.0	75.1	82.3	79.5	72.5	60.0	48.0
Good selection of educational programmes for all ages	43.1	35.7	36.4	40.9	50.7	46.0	63.6
Since deregulation television has a better variety of programmes	39.8	42.0	36.2	39.8	40.6	37.6	52.4

Need more N.Z. documentaries and films as important input to identity	75.9	76.1	82.3	88.6	81.2	84.7	80.4
Would pay higher broadcasting fee if had non commercial channel	40.9	48.5	34.8	55.7	36.2	34.1	34.2
Television should present profiles of N.Z. people	66.0	64.6	63.2	78.4	72.5	82.4	63.6
TV news reporting sacrifices important facts at the expense of human interest	54.0	61.3	54.8	53.4	62.6	55.3	43.1
TV has a valuable role to play in childrens education	74.2	85.2	69.5	75.0	78.2	74.1	64.4
TV is becoming a substitute for family life	69.6	74.4	78.7	75.0	79.7	57.6	49.8
TV has negative influence on people's attitudes to race relations	46.1	49.5	52.5	60.2	53.6	42.4	28.4
N.Z. TV offers good mix of programmes from many countries	53.2	50.2	37.1	54.5	56.5	51.3	76.9
N.Z. current affairs are as good as those overseas	70.9	75.1	77.7	78.4	75.4	69.4	48.8
Most important role of TV is to entertain	86.3	85.6	83.3	87.5	82.6	81.2	73.3
Too many commercial breaks which spoil programmes	90.0	90.5	91.1	94.3	92.6	85.9	86.7
Too few N.Z. made programmes on TV	58.3	60.0	62.0	73.9	59.4	61.2	44.9
Australian television programmes are closer to N.Z. life than other overseas programmes	58.8	62.3	59.3	62.5	65.2	60.0	49.5
I like Australian television programmes	55.0	55.7	49.5	51.1	44.9	54.1	62.2

MEDIA - TELEVISION	TOTAL	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE	SAMPLE
	SAMPLE	Male	Female	Maori	Physical- ly Disabled	Other Ethnic	Children
	(1000) %	(305) %	(305) %	(88) %	(89) %	(85) %	(225) %
TOTAL NEUTRAL: TV news is too biased	28.2	25.2	29.2	26.1	26.1	29.4	30.7
Television is used by people to escape modern day society	24.2	21.0	23.9	23.9	20.3	27.1	26.7
Television is addictive	9.8	11.5	6.9	6.8	7.2	11.3	12.4
Far too many Australian programmes on television	26.6	30.8	27.9	19.3	31.9	25.9	20.9
Far too many American programmes on television	20.8	26.9	18.7	14.3	18.3	14.1	13.7
Far too many British programmes on television	24.2	29.3	22.3	22.7	16.8	21.2	20.4
Should be more Maori programmes on television	20.0	21.6	17.4	21.6	14.5	35.3	15.6
N.Z. produced dramas not as good as overseas dramas	15.6	15.4	15.4	13.6	7.2	14.1	16.9
Too many sports programmes on television	15.4	14.1	15.7	14.8	15.9	17.6	13.3
Best thing about TV is it broadens peoples horizons	17.6	16.7	18.4	15.9	15.9	9.4	19.1
N.Z. produced TV dramas should not be copies of other countries	11.5	12.5	10.8	9.0	10.1	11.8	11.1
TV programmes should reflect up to date lifestyles and values	19.2	20.3	16.7	14.3	15.9	20.0	20.9
TV provides a substitute for community life	16.9	16.1	13.4	10.2	5.8	20.0	25.3
Should be a Maori television channel funded by government	13.6	7.2	7.2	17.0	11.6	20.0	15.1
Enjoy advertisements on TV	10.3	11.1	9.5	10.2	10.1	15.3	8.9
Too much violence on TV today	14.9	17.0	7.9	11.4	11.6	10.6	23.6
TV provides unrealistic example for N.Z. children	12.0	10.5	8.9	10.2	10.1	20.0	15.1
Good selection of educational programmes for all ages	17.1	20.7	13.3	19.3	14.5	25.9	14.2
Since deregulation television has a better variety of programmes	24.0	20.0	27.2	27.3	18.8	29.4	20.4

Need more N.Z. documentaries and films as important input to identity	14.3	17.7	8.9	6.8	7.2	10.6	20.0	T.40
Would pay higher broadcasting fee if had non commercial channel	17.0	12.1	17.4	13.6	17.4	24.7	21.8	
Television should present profiles of N.Z. people	18.0	18.0	20.7	17.0	13.0	9.4	16.0	
TV news reporting sacrifices important facts at the expense of human interest	24.3	21.0	23.9	28.4	23.2	27.1	26.2	
TV has a valuable role to play in childrens education	11.3	5.9	15.1	12.5	10.1	12.9	12.9	
TV is becoming a substitute for family life	12.8	10.2	11.5	11.4	8.7	15.3	17.8	
TV has negative influence on people's attitudes to race relations	26.7	21.3	27.5	27.3	17.4	34.1	38.9	
N.Z. TV offers good mix of programmes from many countries	17.7	22.0	19.7	18.2	15.9	23.5	7.1	
N.Z. current affairs are as good as those overseas	13.6	11.8	13.1	10.2	11.6	15.3	13.2	
Most important role of TV is to entertain	6.3	8.9	6.2	5.7	8.7	12.9	2.7	
Too many commercial breaks which spoil programmes	4.9	6.2	6.6	2.3	-2.9	7.1	0.9	
Too few N.Z. made programmes on TV	18.9	20.7	16.4	17.0	18.8	24.7	19.2	
Australian television programmes are closer to N.Z. life than other overseas programmes	17.1	15.1	17.4	14.3	11.6	16.5	18.2	
I like Australian television programmes	24.6	25.6	24.6	26.1	25.1	23.5	24.4	

MEDIA - TELEVISION	TOTAL SAMPLE	SAMPLE Male Pakeha	SAMPLE Female Pakeha	SAMPLE Maori	SAMPLE Physica- lly Disabled	SAMPLE Other Ethnic	SAMPLE Children
	(1000) %	(305) %	(305) %	(88) %	(69) %	(85) %	(225) %
TOTAL DISAGREE: TV news is too biased	31.0	31.1	32.8	27.3	29.0	23.5	32.0
Television is used by people to escape modern day society	19.9	17.0	15.1	19.3	23.2	31.8	28.4
Television is addictive	13.8	15.4	15.4	10.2	17.4	7.1	12.9
Far too many Australian programmes on television	42.9	41.3	50.3	33.0	36.2	31.8	40.9
Far too many American programmes on television	25.4	21.0	18.7	20.5	18.8	30.6	39.6
Far too many British programmes on television	54.9	60.7	63.9	38.6	59.4	43.5	44.9
Should be more Maori programmes on television	58.1	58.4	63.0	33.0	58.0	45.9	64.4
N.Z. produced dramas not as good as overseas dramas	42.3	47.2	49.2	42.0	49.3	29.4	28.9
Too many sports programmes on television	50.0	58.0	37.7	59.1	49.3	54.1	53.3
Best thing about TV is it broadens peoples horizons	16.9	11.5	24.9	22.7	15.9	15.3	13.3
N.Z. produced TV dramas should not be copies of other countries	6.2	6.2	6.2	4.5	7.2	5.9	6.7
TV programmes should reflect up to date lifestyles and values	15.8	19.4	23.3	10.2	18.8	4.7	8.0
TV provides a substitute for community life	27.8	28.5	28.9	28.4	30.4	27.1	24.0
Should be a Maori television channel funded by government	72.7	33.6	32.0	54.5	75.4	68.2	52.4
Enjoy advertisements on TV	35.8	37.7	41.3	40.9	53.6	30.6	26.2
Too much violence on TV today	19.7	19.3	12.8	12.5	18.8	15.3	34.2
TV provides unrealistic example for N.Z. children	14.9	13.8	9.7	10.2	17.4	14.1	28.9
Good selection of educational programmes for all ages	37.3	39.7	47.5	38.6	31.9	32.9	20.4
Since deregulation television has a better variety of programmes	33.2	37.4	44.6	29.5	36.2	31.8	15.6

Need more N.Z. documentaries and films as important input to identity	8.0	5.6	7.9	4.5	10.1	4.7	13.3
Would pay higher broadcasting fee if had non commercial channel	38.4	37.0	47.9	29.5	46.4	41.2	31.6
Television should present profiles of N.Z. people	13.7	16.7	15.1	4.5	13.0	8.2	12.4
TV news reporting sacrifices important facts at the expense of human interest	16.0	14.8	18.7	15.9	8.7	11.8	14.7
TV has a valuable role to play in childrens education	12.8	8.2	14.8	12.5	8.7	10.6	16.9
TV is becoming a substitute for family life	15.9	13.8	9.8	12.5	11.6	27.1	27.6
TV has negative influence on people's attitudes to race relations	22.8	25.2	18.4	12.5	26.1	22.4	31.1
N.Z. TV offers good mix of programmes from many countries	27.8	26.6	43.8	27.3	26.1	23.5	12.9
N.Z. current affairs are as good as those overseas	12.1	12.5	7.9	11.4	13.0	11.8	20.0
Most important role of TV is to entertain	6.0	4.9	10.5	6.8	8.7	4.7	0.9
Too many commercial breaks which spoil programmes	4.6	2.6	2.3	3.4	4.3	7.1	11.1
Too few N.Z. made programmes on TV	21.1	18.7	21.3	9.1	20.3	12.9	31.1
Australian television programmes are closer to N.Z. life than other overseas programmes	21.4	19.3	22.3	21.6	21.7	23.5	24.0
I like Australian television programmes	18.9	18.0	23.6	22.7	27.5	21.2	11.1

	TOTAL SAMPLE	SAMPLE Male Passera	SAMPLE Female Passera	SAMPLE Male Mach	SAMPLE Provisionally Disabled	SAMPLE Other Ethnic	SAMPLE Children
MEDIA - RADIO	1000	385	105	33	153	135	109
TOTAL AGREE:							
Tailcocks keep people in touch with other New Zealanders	75.4	70.3	71.3	65.2	75.4	74.5	71.0
Tailcocks are an important part of N.Z. life	53.7	57.7	57.0	35.9	62.3	50.5	55.4
Most important roles of radio is to provide a good source of company	33.5	34.3	33.0	33.7	37.1	28.3	25.0
Not enough N.Z. music played on the radio	48.1	48.3	48.2	53.3	49.3	52.4	48.0
N.Z. music should be given airtime if it is of international standard	37.9	45.3	33.4	37.5	46.4	27.1	39.1
I expect radio programmes to keep N.Z.'s in touch with local issues	87.3	91.1	91.1	82.3	82.8	94.1	73.9

	TOTAL SAMPLE	SAMPLE Male Pakeha	SAMPLE Female Maori	SAMPLE Maori	SAMPLE Physica- lly Disabled	SAMPLE Other Ethnic	SAMPLE Children
MEDIA - RADIO	1000	505	505	505	109	150	225
IT'S NEUTRAL. Talkbacks keep people in touch with other New Zealanders	10.7	13.5	8.2	8.7	15.9	15.3	11.7
Talkbacks are an important part of N.Z. life	21.1	21.0	19.7	20.5	19.8	22.4	22.0
Most important roles of radio is to provide a good source of compan-	9.3	8.9	7.5	11.4	11.8	14.1	11.1
Not enough N.Z. music played on the radio	21.4	25.0	23.2	12.5	20.2	16.5	12.0
N.Z. music should be given airtime if it is of international standard	15.3	16.1	13.1	14.3	15.9	27.1	13.5
I expect radio programmes to keep N.Z.'s in touch with local issues	5.0	5.2	4.9	3.4	4.3	3.5	10.2

	TOTAL SAMPLE	SAMPLE Male Pakeha	SAMPLE Female Pakeha	SAMPLE Maori	SAMPLE Physica- lly Disabled	SAMPLE Other Ethnic	SAMPLE Children
	(1000) %	(305) %	(305) %	(88) %	(49) %	(95) %	(225) %
MEDIA - RADIO							
TOTAL DISAGREE: Talkbacks keep people in touch with other New Zealanders	9.6	13.3	9.5	6.8	8.7	5.9	7.1
Talkbacks are an important part of N.Z. Life	20.7	26.3	19.7	11.4	17.4	16.5	29.8
Most important roles of radio is to provide a good source of company	4.9	5.6	3.3	5.7	1.4	7.1	5.3
Not enough N.Z. music played on the radio	26.7	30.8	23.9	14.8	27.5	20.0	31.6
N.Z. music should be given airtime if it is of international standard	42.3	37.7	51.1	45.5	36.2	43.5	34.7
I expect radio programmes to keep N.Z.'s in touch with local issues	2.8	2.6	3.3	2.3	1.4	2.4	2.7

Programmes I Identify With	SAMPLE Agree NZ progs. I ident. with	Sex		Age Group						Refus- ed
		Male	Female	8-11 yrs	12-14 yrs	15-24 yrs	25-39 yrs	40-54 yrs	55 Years and over	
		(414) %	(195) %	(219) %	(43) %	(71) %	(59) %	(116) %	(49) %	
Country Calendar	15.9	19.0	13.2	-	16.9	5.1	12.9	34.7	23.3	66.7
Documentaries Unspec.	8.0	7.2	8.7	14.0	-	10.2	3.5	14.3	13.7	-
Wild South	7.5	8.2	6.9	4.6	-	3.3	11.2	8.1	13.7	-
Current Affairs/ News	6.5	9.2	4.1	-	5.6	11.9	6.0	8.2	6.8	-
Shark In The Park	7.8	10.8	5.0	4.7	2.9	8.5	13.0	12.3	2.8	-
Dog Show	3.3	3.5	3.2	-	2.8	3.4	4.3	4.0	4.1	-
Sports (Unspec.)	3.4	5.7	1.4	-	-	3.4	0.8	8.2	9.6	-
Billy T James	5.1	4.6	5.4	9.3	7.0	3.4	3.5	8.2	2.7	-
Other Specified Current Affairs/ News	3.6	3.1	4.2	-	12.7	-	1.7	6.1	1.4	-
Maori Programmes	1.7	2.5	0.9	9.3	-	-	-	2.0	2.7	-
Other Specified Arts/ Crafts/ Music	1.5	1.6	1.3	-	-	-	-	-	8.2	-
Holmes	2.6	2.5	2.8	2.3	2.8	5.0	2.6	-	2.8	-
Drama (Unspec.)	1.7	0.6	2.7	-	2.8	1.7	1.7	-	2.7	-
Other Specified Drama	2.9	4.1	1.8	4.6	1.4	3.4	3.5	2.1	2.8	-
Country/ Wildlife (Unspec.)	3.4	3.0	3.7	4.7	4.3	-	4.3	4.0	2.7	-
Hotshots	1.9	2.1	1.8	-	8.4	3.4	-	-	-	-
Krypton Factor	1.7	2.6	0.9	-	2.8	-	-	-	6.8	-
Radio Programmes	1.0	0.5	1.4	-	1.4	1.7	-	-	2.8	-
Moahs Ark	3.4	3.0	3.7	4.6	1.4	-	1.7	12.3	4.1	-
Other Specified Country/ Wildlife	0.9	-	1.8	4.7	-	-	-	2.0	1.4	-
Rugby	1.2	2.6	-	-	-	-	1.7	-	4.1	-
Frontline	1.5	2.1	0.9	-	-	-	1.7	4.1	2.7	-
Comedy (Unspec.)	0.2	0.5	-	-	-	-	-	-	1.4	-
Playschool	0.7	-	1.4	4.6	-	-	0.9	-	-	-
Wild Track	1.5	0.5	2.3	-	-	10.2	-	-	-	-
Other Specified Childrens Programmes	2.9	2.0	3.6	9.3	8.5	-	1.7	-	-	-

Mastermind	1.2	1.1	1.4	-	-	-	-	-	6.9	-
Crime Watch	1.7	2.0	1.3	-	5.6	1.7	1.7	-	-	-
Fair Go	1.2	0.5	1.9	-	2.8	3.4	-	-	1.4	-
Koha	0.5	1.1	-	-	-	-	1.8	-	-	-
Morning Report	0.5	1.0	-	-	-	-	-	-	2.7	-
Eye Witness	1.2	1.0	1.3	-	-	-	4.3	-	-	-
Other Specified Documentaries	0.5	-	1.0	-	-	-	1.7	-	-	-
Neighbourhood Watch	0.9	1.0	0.9	-	-	-	3.5	-	-	-
Gloss	0.7	1.6	-	-	-	3.4	0.8	-	-	-
Gliding On	1.0	2.0	-	-	-	-	3.5	-	-	-
Strangers	1.0	1.0	0.9	-	2.9	3.3	-	-	-	-
What now	0.7	-	1.4	2.4	-	3.4	-	-	-	-
Sale Of The Century	1.7	2.6	0.9	-	1.4	1.7	-	-	6.9	-
Blind Date	0.2	-	0.4	-	-	-	0.8	-	-	-
Magic Kiwis	0.5	-	0.9	-	-	-	1.8	-	-	-
Other specified information programmes	-	-	-	-	-	-	-	-	-	-
Other Ethnic Programmes	0.3	0.5	-	-	-	-	-	2.1	-	-
Samoan Documentaries	-	-	-	-	-	-	-	-	-	-
Magic Minues	0.2	-	0.5	-	-	-	-	-	1.4	-
Other Specified Comedy	0.2	0.5	-	-	-	-	-	-	1.3	-
This is your life	0.5	-	0.9	-	-	-	-	4.0	-	-
Marae	0.7	1.6	-	-	-	-	2.5	-	-	-
	0.5	-	0.9	-	-	-	1.8	-	-	-
Advertisements	0.3	-	0.5	-	-	-	-	-	1.4	-
Miscellaneous	3.1	3.1	3.2	11.6	-	3.4	3.4	-	2.7	-
Net People Making A Comment	49.0	54.8	43.8	53.5	42.2	37.3	44.8	55.1	64.4	66.6
TOTAL COMMENTS MADE	111.2	122.1	101.4	90.7	94.4	94.9	104.3	136.8	148.0	66.7
Don't know	50.4	44.6	55.7	46.5	56.3	61.0	55.2	44.9	35.6	33.3

Programmes I Identify With	Lifecyle Stage										Socio Economic Level		
	Agree NZ progs. I ident. with	Singl-e- living with parents	Singl-e- living alone sharing house/flat	Couple no children	Single parent with child/children	Couple young-est child pre school	Couple young-est child still at school	Couple -all children left school some/all living at home	Couple -all children living away from home	Refused	High	Medium	Low
	(414) %	(80) %	(52) %	(27) %	(32) %	(51) %	(86) %	(15) %	(47) %	(24) %	(63) %	(274) %	(77) %
Country Calender	15.9	12.5	15.4	22.2	12.5	11.8	4.7	46.7	36.2	16.7	28.6	13.5	14.3
Documentaries Unspec.	8.0	3.8	15.4	18.5	-	1.9	8.1	13.3	10.6	8.3	12.7	6.9	7.8
Wild South	7.5	6.2	1.9	26.0	-	-	9.3	13.3	17.0	-	3.1	9.5	3.9
Current Affairs/ News	6.5	3.8	15.4	11.1	-	2.0	2.3	20.0	10.7	8.3	15.9	4.8	5.2
Shark In The Park	7.8	-	9.6	33.3	6.3	13.7	3.5	20.0	6.4	-	9.5	8.7	2.6
Dog Show	3.3	-	5.8	3.7	-	9.8	3.5	-	4.2	-	3.2	3.7	2.6
Sports (Unspec.)	3.4	-	5.7	11.1	-	-	2.3	13.4	8.5	-	4.8	3.6	1.3
Billy T James	5.1	8.7	2.0	3.7	-	5.9	7.0	6.6	-	8.4	4.7	5.9	2.6
Other Specified Current Affairs/ News	3.6	11.3	-	7.4	-	-	3.5	-	2.1	-	3.2	4.0	2.6
Maori Programmes	1.7	2.5	-	-	-	-	3.5	-	4.3	-	1.6	1.4	2.6
Other Specified Arts/ Crafts/ Music	1.5	-	5.7	-	-	-	-	-	6.4	-	-	1.1	3.9
Holmes	2.6	5.0	5.8	-	-	3.9	1.1	6.7	-	-	3.2	2.2	3.8
Drama (unspec.)	1.7	3.7	3.8	7.4	-	-	-	-	-	-	-	2.6	-
Other Specified Drama	2.9	1.3	7.7	-	-	-	4.7	20.0	-	-	6.3	2.5	1.3
Country/ Wildlife (Unspec.)	3.4	7.5	3.9	-	-	-	4.6	-	4.2	-	-	4.4	2.6
Hotshots	1.9	2.5	-	-	-	-	7.6	-	-	-	3.2	2.2	-
Krypton Factor	1.7	-	-	-	-	-	-	-	10.7	8.3	-	2.6	-
Radio Programmes	1.0	1.2	1.9	-	-	-	-	-	4.2	-	-	0.3	3.9
Moahs Ark	3.4	1.3	1.9	-	-	3.9	5.8	33.3	-	-	9.5	2.9	-
Other Specified Country/ Wildlife	0.9	2.5	3.9	-	-	-	-	-	-	-	-	1.1	1.3
Rugby	1.2	-	-	-	-	4.0	-	-	6.4	-	-	1.1	2.6
Frontline	1.5	-	3.8	7.5	6.2	-	-	-	-	-	3.2	0.8	2.6
Comedy (Unspec.)	0.2	-	1.9	-	-	-	-	-	-	-	-	-	1.3
Playschool	0.7	-	-	-	-	-	3.5	-	-	-	-	1.1	-
Wild Track	1.5	3.7	-	-	-	-	2.3	-	-	4.2	-	2.2	-
Other Specified Childrens Programmes	2.9	7.5	-	7.4	-	-	4.7	-	-	-	6.3	2.9	-

Mastermind	1.2	-	5.6	-	-	-	-	-	4.3	-	-	1.4	1.3
Crime Watch	1.7	1.3	1.9	3.7	-	3.9	2.3	-	-	-	-	2.2	1.3
Fair Go	1.2	-	3.9	-	-	-	2.3	-	2.1	-	-	1.8	-
Koha	0.5	-	-	-	-	3.9	-	-	-	-	-	0.4	1.3
Morning Report	0.5	-	-	-	-	-	-	-	4.3	-	-	0.7	-
Eye Witness	1.2	2.5	1.9	7.4	-	-	-	-	-	-	3.2	1.1	-
Other Specified Documentaries	0.5	-	-	7.4	-	-	-	-	-	-	3.2	-	-
Neighbourhood Watch	0.9	2.5	-	-	6.3	-	-	-	-	-	-	0.8	2.6
Gloss	0.7	-	-	3.7	-	-	2.4	-	-	-	3.2	-	1.3
Gliding On	1.0	2.5	-	7.4	-	-	-	-	-	-	-	1.4	-
Strangers	1.0	2.5	-	-	-	-	2.3	-	-	-	3.1	0.8	-
What now	0.7	1.2	-	-	-	-	2.3	-	-	-	-	1.0	-
Sale Of The Century	1.7	2.5	5.8	-	-	-	-	-	4.2	-	3.2	1.5	1.3
Blind Date	0.2	-	1.9	-	-	-	-	-	-	-	-	-	1.3
Magic Kiwis	0.5	-	-	7.4	-	-	-	-	-	-	3.2	-	-
Other specified information programmes	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Ethnic Programmes	0.3	-	-	-	-	-	1.2	-	-	-	1.6	-	-
Samoan Documentaries	-	-	-	-	-	-	-	-	-	-	-	-	-
Magic Minutes	0.2	-	1.9	-	-	-	-	-	-	-	-	-	1.3
Other Specified Comedy	0.2	-	1.9	-	-	-	-	-	-	-	-	-	1.3
This is your life	0.5	-	-	-	6.2	-	-	-	-	-	-	-	2.6
Marae	0.7	-	3.9	-	-	2.0	-	-	-	-	3.2	-	1.3
	0.5	-	-	7.4	-	-	-	-	-	-	3.1	-	-
Advertisements	0.3	-	1.9	-	-	-	-	-	-	-	-	-	1.3
Miscellaneous	3.1	1.3	-	-	9.4	1.9	4.6	-	4.3	8.3	3.2	3.7	1.3
Net People Making A Comment	49.0	50.0	55.8	81.5	18.7	35.3	41.9	73.4	68.0	37.5	57.1	50.0	39.0
TOTAL COMMENTS MADE	111.2	101.2	142.3	203.7	46.9	68.6	98.8	193.3	151.1	62.5	149.3	108.7	88.3
Don't know	50.4	50.0	44.2	18.5	78.1	64.8	58.2	26.7	31.9	58.3	42.8	49.7	59.7

T.4

Programmes I Identify With	Area												
	SAMPLE	Auckl- and	Welli- ngton	Chris- t- church	Napie- r/ Hastin- gs	Hamil- ton	Duned- in	Inver- cargi- ll	Whang- erei	Maste- rton	Gisbo- rne	Palme- rston North	Rotor- ua
	Agree NZ progs. I ident. with	(152) %	(67) %	(50) %	(29) %	(18) %	(25) %	(6) %	(13) %	(9) %	(14) %	(16) %	(15) %
Country Calender	15.9	11.8	11.9	20.0	6.9	27.8	4.0	33.3	7.7	44.4	35.7	18.8	46.7
Documentaries Unspec.	8.0	5.3	7.5	10.0	-	-	32.0	-	15.4	-	-	18.7	13.3
Wild South	7.5	4.0	9.0	12.0	-	22.2	24.0	-	-	22.3	-	-	6.7
Current Affairs/ News	6.5	4.6	4.4	10.0	3.4	11.1	4.0	50.0	15.4	-	-	12.5	6.6
Shark In The Park	7.8	10.5	4.5	-	6.9	-	4.0	-	-	22.2	21.4	-	33.4
Dog Show	3.3	2.6	-	-	-	-	4.0	33.4	7.7	-	-	-	40.0
Sports (Unspec.)	3.4	0.7	1.5	4.0	-	11.1	8.0	66.6	-	-	14.3	-	-
Billy T James	5.1	5.9	3.0	10.0	3.5	5.6	-	-	15.3	-	-	-	6.6
Other Specified Current Affairs/ News	3.6	2.6	6.0	14.0	-	-	-	-	-	-	-	-	-
Maori Programmes	1.7	-	-	4.0	-	-	16.0	16.7	-	-	-	-	-
Other Specified Arts/ Crafts/ Music	1.5	1.3	-	-	-	11.1	9.0	-	-	-	-	-	-
Holmes	2.6	3.3	1.5	6.0	3.4	-	-	-	-	-	-	-	-
Drama (unspec.)	1.7	2.0	2.9	4.0	-	-	-	-	-	-	-	-	6.7
Other Specified Drama	2.9	4.6	3.0	2.0	6.9	-	-	-	-	-	-	-	-
Country/ Wildlife (Unspec.)	3.4	2.6	3.0	4.0	-	11.1	4.0	15.7	-	22.2	-	-	-
Hotshots	1.9	-	3.0	4.0	-	-	8.0	-	15.4	-	-	-	-
Krypton Factor	1.7	2.7	-	6.0	-	-	-	-	-	-	-	-	-
Radio Programmes	1.0	-	-	4.0	3.5	-	4.0	-	-	-	-	-	-
Moahs Ark	3.4	3.9	-	6.0	-	-	-	33.3	15.4	-	-	-	6.7
Other Specified Country/ Wildlife	0.9	2.7	-	-	-	-	-	-	-	-	-	-	-
Rugby	1.2	-	3.0	6.0	-	-	-	-	-	-	-	-	-
Frontline	1.5	1.3	3.0	-	-	-	-	-	-	22.2	-	-	-
Comedy (Unspec.)	0.2	-	-	-	-	5.6	-	-	-	-	-	-	-
Playschool	0.7	-	1.5	-	-	-	8.0	-	-	-	-	-	-
Wild Track	1.5	-	1.4	-	-	-	12.0	33.3	-	-	-	-	-
Other Specified Childrens Programmes	2.9	1.3	9.0	4.0	-	11.1	-	-	-	-	-	-	-

Mastermind	1.2	2.0	-	4.0	-	-	-	-	-	-	-	-	-	-
Crime Watch	1.7	0.6	1.5	-	-	-	-	-	23.1	-	-	-	-	13.3
Fair Go	1.2	2.0	-	-	-	-	-	-	15.4	-	-	-	-	-
Koha	0.5	0.6	-	-	-	-	-	-	-	-	-	-	-	6.7
Morning Report	0.5	-	-	-	-	-	-	-	-	-	-	12.5	-	-
Eye Witness	1.2	0.7	6.0	-	-	-	-	-	-	-	-	-	-	-
Other Specified Documentaries	0.5	-	3.0	-	-	-	-	-	-	-	-	-	-	-
Neighbourhood Watch	0.9	-	2.9	-	-	-	-	-	-	-	14.3	-	-	-
Gloss	0.7	-	1.5	-	-	-	8.0	-	-	-	-	-	-	-
Gliding On	1.0	-	6.0	-	-	-	-	-	-	-	-	-	-	-
Strangers	1.0	1.3	-	-	-	-	8.0	-	-	-	-	-	-	-
What now	0.7	0.7	-	-	-	-	-	33.4	-	-	-	-	-	-
Sale Of The Century	1.7	2.0	-	-	3.4	-	-	16.6	-	-	-	12.5	-	-
Blind Date	0.2	-	-	-	-	-	-	-	-	-	-	-	-	6.6
Magic Kiwis	0.5	-	3.0	-	-	-	-	-	-	-	-	-	-	-
Other specified information programmes	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Ethnic Programmes	0.3	-	-	-	-	-	-	16.7	-	-	-	-	-	-
Sandton Documentaries	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Magic Minutes	0.2	-	1.5	-	-	-	-	-	-	-	-	-	-	-
Other Specified Comedy	0.2	-	-	-	-	5.5	-	-	-	-	-	-	-	-
This is your life	0.5	-	-	-	-	-	-	-	-	22.3	-	-	-	-
Marae	0.7	-	-	-	-	-	-	-	-	-	-	-	-	20.0
	0.5	-	3.0	-	-	-	-	-	-	-	-	-	-	-
Advertisements	0.3	0.6	-	-	-	-	-	-	-	-	-	-	-	-
Miscellaneous	3.1	4.6	5.9	-	-	-	-	-	15.4	-	-	-	-	-
Net People Making A Comment	49.0	43.4	46.3	60.0	20.7	61.1	64.0	100.0	76.9	44.4	35.7	43.8	73.4	
TOTAL COMMENTS MADE	111.2	88.9	113.4	134.0	38.0	122.3	156.0	350.0	146.1	155.6	95.7	75.0	213.3	
Don't know	50.4	55.2	53.8	40.0	79.3	38.8	36.0	-	23.1	55.5	64.3	56.2	26.7	

T.5

Programmes I Identify With	SAMPLE Agree NZ progs. I ident. with (414) %	SAMPLE Male Pakeha (108) %	SAMPLE Female Pakeha (122) %	SAMPLE Maori (34) %	SAMPLE Physi- cally Disab- led (32) %	SAMPLE Other Ethnic (44) %	SAMPLE Child ren (114) %
Country Calendar	15.9	24.1	14.8	20.6	12.5	2.3	10.5
Documentaries Unspec.	8.0	6.5	12.2	8.8	-	4.5	5.3
Wild South	7.5	13.8	9.9	3.0	9.4	6.8	1.7
Current Affairs/ News	6.5	12.1	1.6	11.7	9.4	9.1	3.6
Shark In The Park	7.8	13.9	7.4	8.8	-	2.3	3.5
Dog Show	3.3	0.9	5.7	11.8	6.2	-	1.7
Sports <Unspec.>	3.4	9.3	2.5	2.9	3.1	-	-
Billy T James	5.1	4.6	2.5	5.9	6.3	4.5	7.9
Other Specified Current Affairs/ News	3.6	0.9	4.1	-	3.1	-	7.9
Maori Programmes	1.7	1.9	-	3.0	-	-	3.5
Other Specified Arts/ Crafts/ Music	1.5	2.7	2.4	-	9.4	-	-
Holmes	2.6	2.8	2.5	2.9	6.2	4.6	2.6
Drama <unspec.>	1.7	-	3.3	3.0	-	-	1.6
Other Specified Drama	2.9	4.6	2.4	-	-	2.3	2.6
Country/ Wildlife <Unspec.>	3.4	2.8	4.9	-	3.2	2.2	4.4
Hotshots	1.9	1.9	-	-	-	4.6	5.3
Krypton Factor	1.7	2.8	1.7	-	-	-	1.7
Radio Programmes	1.0	-	1.6	-	-	2.3	0.9
Moahs Ark	3.4	2.7	5.7	-	6.2	2.2	2.6
Other Specified Country/ Wildlife	0.9	-	1.7	-	3.1	4.6	1.8
Rugby	1.2	4.7	-	-	-	-	-
Frontline	1.5	3.7	1.6	-	-	-	-
Comedy <Unspec.>	0.2	0.9	-	-	3.2	-	-
Playschool	0.7	-	-	-	-	2.2	1.8
Wild Track	1.5	0.9	4.1	-	3.1	-	-
Other Specified Childrens Programmes	2.9	1.9	-	-	-	4.6	8.7

Mastermind	1.2	1.9	2.5	-	3.1	-	-
Crime Watch	1.7	0.9	-	2.9	3.1	2.3	3.5
Fair Go	1.2	1.0	1.6	-	3.2	-	1.9
Koha	0.5	-	-	5.9	-	-	-
Morning Report	0.5	1.8	-	-	-	-	-
Eye Witness	1.2	1.9	1.7	-	-	2.2	-
Other Specified Documentaries	0.5	-	1.6	-	-	-	-
Neighbourhood Watch	0.9	1.8	-	5.9	-	-	-
Gloss	0.7	1.9	-	2.9	-	-	-
Gliding On	1.0	3.7	-	-	-	-	-
Strangers	1.0	1.8	-	-	-	-	1.7
What now	0.7	-	1.6	-	-	2.3	0.9
Sale Of The Century	1.7	3.7	0.9	2.9	3.1	2.3	0.9
Blind Date	0.2	-	0.8	-	-	-	-
Magic Kiwis	0.5	-	1.6	-	-	-	-
Other specified information programmes	-	-	-	-	-	-	-
Other Ethnic Programmes	0.3	-	-	3.0	-	-	-
Samoan Documentaries	-	-	-	-	-	-	-
Magic Minutes	0.2	-	0.8	-	-	-	-
Other Specified Comedy	0.2	1.0	-	-	3.1	-	-
This is your life	0.5	-	1.7	-	-	-	-
Manae	0.7	1.8	-	2.9	-	-	-
	0.5	-	1.6	-	-	-	-
Advertisements	0.3	-	0.8	-	3.1	-	-
Miscellaneous	3.1	-	5.0	-	3.2	6.8	4.4
Net People Making A Comment	49.0	63.0	46.7	44.1	46.8	31.8	46.5
TOTAL COMMENTS MADE	111.2	143.5	114.7	108.9	106.3	75.0	93.0
Don't know	50.4	37.0	53.3	55.8	53.1	63.7	52.6

Programmes I Identify With	SAMPLE Agree NZ progs. I ident. with	Ethnic Group								
		Asian	Maori	Other Polynes- ian	European	British/ English	Pakeha	New Zealand- er	Other	Refused
	(414) %	(15) %	(37) %	(17) %	(31) %	(30) %	(63) %	(146) %	(12) %	(13) %
Country Calender	15.9	-	18.9	-	18.5	20.0	14.3	16.4	8.3	30.8
Documentaries Unspec.	8.0	6.7	8.1	5.9	11.1	3.3	3.2	9.6	-	15.4
Wild South	7.5	6.6	2.7	11.7	2.5	6.7	20.6	6.9	-	-
Current Affairs/ News	6.5	13.4	10.8	11.8	9.9	-	3.2	6.1	-	-
Shark In The Park	7.8	-	8.1	5.9	2.4	20.0	12.7	8.3	-	-
Dog Show	3.3	-	10.9	-	2.5	-	3.1	4.1	-	-
Sports (Unspec.)	3.4	-	2.7	-	2.5	6.7	6.4	3.4	-	-
Billy T James	5.1	6.6	5.4	-	1.2	-	4.8	7.5	8.4	15.3
Other Specified Current Affairs/ News	3.6	-	-	-	6.2	-	7.9	3.5	-	-
Maori Programmes	1.7	-	2.7	-	4.9	-	3.2	-	-	-
Other Specified Arts/ Crafts/ Music	1.5	-	-	-	2.5	3.3	1.6	1.3	-	-
Holmes	2.6	6.7	2.7	-	4.9	-	-	2.8	8.3	-
Drama (unspec.)	1.7	-	2.7	-	5.0	-	-	1.3	-	-
Other Specified Drama	2.9	6.7	2.7	-	-	6.7	7.9	2.1	-	-
Country/ Wildlife (Unspec.)	3.4	6.6	-	-	2.4	6.6	9.5	2.0	-	-
Hotshots	1.9	-	-	11.8	5.0	-	3.2	-	-	-
Krypton Factor	1.7	-	-	-	2.5	-	-	3.5	-	-
Radio Programmes	1.0	-	-	5.8	-	-	-	2.0	-	-
Moahs Ark	3.4	6.7	-	-	-	-	12.7	3.4	-	-
Other Specified Country/ Wildlife	0.9	-	-	11.8	-	-	-	1.4	-	-
Rugby	1.2	-	-	-	-	-	-	3.4	-	-
Frontline	1.5	-	-	-	4.9	-	-	1.4	-	-
Comedy (Unspec.)	0.2	-	-	-	-	-	-	0.7	-	-
Playschool	0.7	6.7	-	-	2.5	-	-	-	-	-
Wild Track	1.5	-	-	-	-	-	4.7	2.1	-	-
Other Specified Childrens Programmes	2.9	-	-	11.8	2.4	-	3.2	2.7	-	15.4

Mastermind	1.2	-	-	-	-	-	-	3.4	-	-
Crime Watch	1.7	-	2.7	5.9	-	-	4.8	1.4	-	-
Fair Go	1.2	-	-	-	1.3	-	3.2	1.4	-	-
Kona	0.5	-	5.4	-	-	-	-	-	-	-
Morning Report	0.5	-	-	-	-	-	-	1.3	-	-
Eye Witness	1.2	-	-	5.8	-	-	6.3	-	-	-
Other Specified Documentaries	0.5	-	-	-	-	-	3.2	-	-	-
Neighbourhood Watch	0.9	-	5.4	-	-	-	3.2	-	-	-
Gloss	0.7	-	2.7	-	2.4	-	-	-	-	-
Gliding On	1.0	-	-	-	-	6.7	3.1	-	-	-
Strangers	1.0	-	-	-	2.5	-	-	-	-	15.4
What now	0.7	-	-	-	-	-	3.2	-	8.3	-
Sale Of The Century	1.7	6.6	2.7	-	2.5	6.7	-	0.7	-	-
Blind Date	0.2	-	-	-	1.2	-	-	-	-	-
Magic Kiwis	0.5	-	-	-	-	-	3.2	-	-	-
Other specified information programmes	-	-	-	-	-	-	-	-	-	-
Other Ethnic Programmes	0.3	-	2.7	-	-	-	-	-	-	-
Samoan Documentaries	-	-	-	-	-	-	-	-	-	-
Magic Minutes	0.2	-	-	-	-	3.3	-	-	-	-
Other Specified Comedy	0.2	-	-	-	-	-	-	0.7	-	-
This is your life	0.5	-	-	-	2.5	-	-	-	-	-
Marae	0.7	-	2.7	-	-	6.7	-	-	-	-
	0.5	-	-	-	-	-	3.2	-	-	-
Advertisements	0.3	-	-	-	-	3.3	-	-	-	-
Miscellaneous	3.1	-	-	5.9	2.4	-	3.1	2.7	16.7	15.4
Net People Making A Comment	49.0	26.7	43.2	47.1	48.2	40.0	61.9	51.4	16.7	61.5
TOTAL COMMENTS MADE	111.2	73.3	102.7	94.1	108.6	100.0	158.8	107.5	58.0	107.7
Don't know	50.4	73.4	56.8	47.1	51.9	60.0	38.1	48.7	75.0	38.5

Type Of N.Z. Programmes Would Like To See More Of	SAMPLE Agree too few NZ made prog (533) %	Sex		Age Group						Refused (4) %
		Male (290) %	Female (293) %	8-11 yrs (47) %	12-14 yrs (54) %	15-24 yrs (78) %	25-39 yrs (214) %	40-54 yrs (112) %	55 Years and over (74) %	
Documentaries	64.7	64.1	65.2	27.7	50.0	62.8	75.7	71.4	59.5	50.0
Drama	42.3	40.4	44.4	23.4	46.3	47.5	45.8	39.3	43.2	-
Comedy	35.2	41.7	28.6	42.5	61.1	51.2	29.9	26.8	24.3	-
Children's programmes	26.9	22.1	31.3	55.3	27.8	15.4	36.0	17.0	10.8	-
Game Shows	10.1	11.0	9.2	17.1	12.9	14.1	8.4	5.3	12.2	-
Sports	17.0	23.8	10.2	4.2	31.5	20.5	16.8	12.5	16.2	50.0
Information programmes	31.9	34.1	29.7	19.2	27.3	23.1	38.8	33.1	32.4	-
Current Affairs	4.1	4.5	3.8	-	1.9	3.9	4.7	5.3	5.5	-
Specified News/ Current Affairs	0.2	-	0.3	-	-	-	0.4	-	-	-
NZ Films And Plays	7.7	8.0	7.5	4.2	7.4	15.3	5.6	7.2	9.4	-
Drama Series/ Mini Series	2.4	3.7	1.0	-	1.8	2.6	1.0	6.2	2.7	-
Educatio (unspec.)	2.1	0.7	3.5	-	-	-	3.7	3.6	-	-
Education For Children	1.2	0.4	2.0	-	1.9	-	2.3	-	-	-
Environment/ Country/ Wildlife	12.2	9.6	14.7	8.5	11.1	7.7	11.7	16.9	12.2	50.0
Arts/ Crafts/ Music	5.1	2.8	7.5	-	-	2.6	6.1	6.3	10.8	-
N.Z. History	4.5	4.5	4.4	-	-	-	6.1	3.9	4.0	-
Holiday Programmes	0.5	0.3	0.7	-	-	-	1.4	-	-	-
Crime Watch	0.5	0.4	0.7	-	-	1.2	0.4	0.9	-	-
Maori Programmes	0.7	0.7	0.7	4.3	-	-	-	-	2.7	-
Cultural Unspec.	2.4	2.4	2.4	-	3.7	3.9	2.8	2.7	-	-
Miscellaneous	7.4	7.9	6.8	17.0	5.5	2.6	6.6	9.8	6.8	-
Don't Know/ None	2.9	2.4	3.4	-	3.7	2.5	2.8	1.8	6.8	-

Type Of N.Z. Programmes Would Like To See More Of	Lifecyle Stage									
	Agree too few NZ made prog	Single- living with parents	Single- living alone sharing house/ flat	Couple - no children	Single - parent with child/ children	Couple - youngest child pre school	Couple - youngest child still at school	Couple - all children left school some/ all living at home	Couple - all children living away from home	Refused
	(583) %	(81) %	(87) %	(42) %	(32) %	(100) %	(137) %	(26) %	(58) %	(20) %
Documentaries	64.7	55.6	64.4	81.0	71.9	68.0	64.2	80.8	58.6	40.0
Drama	42.3	38.2	48.2	64.2	34.4	49.0	35.1	46.1	36.2	36.0
Comedy	35.2	56.8	29.9	35.8	21.8	31.0	40.8	19.3	22.4	30.0
Children's programmes	26.7	28.4	15.0	19.0	34.4	50.0	30.0	-	10.4	25.0
Game Shows	10.1	9.9	11.5	14.3	9.4	13.0	8.0	-	10.3	10.0
Sports	17.0	24.7	26.4	14.3	9.4	20.0	12.4	-	13.8	10.3
Information programmes	31.9	28.4	29.9	45.2	15.6	44.0	31.4	11.5	32.8	20.0
Current Affairs	4.1	-	6.9	14.3	-	2.0	5.8	-	3.4	-
Specified News/ Current Affairs	0.2	-	-	-	-	1.0	-	-	-	-
NZ Films And Plays	7.7	6.1	13.8	2.4	12.5	7.0	6.6	-	12.1	-
Drama Series/ Mini Series	2.4	-	6.9	-	-	-	5.8	-	-	-
Education (unspec.)	2.1	-	3.4	-	-	2.0	5.2	-	-	-
Education For Children	1.2	1.3	-	-	9.4	3.0	-	-	-	-
Environment/ Country/ Wildlife	12.2	8.6	15.0	14.3	12.5	9.0	11.6	11.5	12.1	30.0
Arts/ Crafts/ Music	5.1	-	6.9	4.7	3.1	3.0	5.9	15.4	8.6	5.0
N.Z. History	4.5	-	2.3	19.1	6.2	1.0	8.0	-	3.4	-
Holiday Programmes	0.5	-	1.1	-	-	2.0	-	-	-	-
Crime Watch	0.5	-	-	-	-	1.0	1.5	-	-	-
Maori Programmes	0.7	-	-	-	-	-	-	-	3.5	10.0
Cultural Unspec.	2.4	3.7	3.5	-	-	7.0	0.7	-	-	-
Miscellaneous	7.4	11.1	10.3	-	3.2	4.0	8.8	-	8.6	15.0
Don't Know/ None	2.9	2.5	-	-	-	8.0	1.4	-	8.6	-

Type Of N.Z. Programmes Would Like To See More Of	SAMPLE	Area											
	Agree too few NZ made prog	Auckl- and	Welli- ngton	Chris- t- church	Napie- r/ Hasti- ngs	Hamil- ton	Duned- in	Inver- cargi- ll	Whang- erei	Maste- rton	Gisbo- rne	Palme- rston North	Rotor- ua
	(583) %	(209) %	(115) %	(91) %	(31) %	(33) %	(31) %	(13) %	(14) %	(8) %	(15) %	(11) %	(12) %
Documentaries	64.7	63.2	64.3	62.6	71.0	69.7	45.2	61.5	78.6	100.0	80.0	63.6	75.0
Drama	42.3	46.8	50.5	40.7	29.0	39.4	32.2	38.5	21.4	-	33.3	54.6	25.0
Comedy	35.2	35.5	38.2	35.2	22.6	33.3	32.3	53.8	35.7	-	60.0	27.3	25.0
Children's programmes	26.9	32.0	36.6	9.9	29.0	24.3	29.0	53.9	28.6	-	-	-	16.7
Game Shows	10.1	12.9	10.4	8.7	-	-	3.2	7.7	14.3	-	13.4	9.0	41.6
Sports	17.0	21.1	19.1	11.0	9.7	18.1	-	7.7	7.1	-	46.6	9.1	33.4
Information programmes	31.9	25.3	44.4	20.9	48.4	42.5	19.4	15.4	28.6	75.0	26.7	45.5	58.3
Current Affairs	4.1	5.8	4.3	6.6	-	3.0	-	-	-	-	-	-	-
Specified News/ Current Affairs	0.2	0.5	-	-	-	-	-	-	-	-	-	-	-
NZ Films And Plays	7.7	7.6	7.0	13.2	6.4	9.1	3.2	-	14.3	-	-	9.1	-
Drama Series/ Mini Series	2.4	1.0	6.1	-	-	12.1	3.2	-	-	-	-	-	-
Educatio (unspec.)	2.1	1.4	3.4	3.3	-	-	-	-	-	25.0	-	-	-
Education For Children	1.2	0.5	0.9	-	-	-	9.7	15.3	-	-	-	-	-
Environment/ Country/ Wildlife	12.2	11.0	10.5	18.7	3.3	12.1	32.3	-	14.3	-	-	9.1	8.3
Arts/ Crafts/ Music	5.1	7.6	5.2	-	3.2	18.2	-	-	-	-	6.7	-	-
N.Z. History	4.5	5.3	3.4	4.4	6.4	9.1	6.4	-	-	-	-	-	-
Holiday Programmes	0.5	0.5	-	-	-	6.1	-	-	-	-	-	-	-
Crime Watch	0.5	0.9	-	-	-	3.0	-	-	-	-	-	-	-
Maori Programmes	0.7	-	-	2.2	-	-	6.5	-	-	-	-	-	-
Cultural Unspec.	2.4	2.9	2.7	5.5	-	-	-	-	-	-	-	-	-
Miscellaneous	7.4	8.2	13.9	2.2	-	3.0	-	-	-	-	-	45.4	16.7
Don't Know/ None	2.9	2.8	-	7.6	-	6.1	-	-	14.2	-	-	-	-

Type Of N.Z. Programmes Would Like To See More Of	SAMPLE Agree too few NZ made prog (583) %	Socio Economic Level		
		High (107) %	Medium (385) %	Low (91) %
Documentaries	64.7	69.2	63.9	62.6
Drama	42.3	50.4	43.4	28.6
Comedy	35.2	30.9	36.3	35.2
Children's programmes	26.9	29.9	25.5	29.6
Game Shows	10.1	11.2	8.8	14.3
Sports	17.0	10.3	17.4	23.1
Information programmes	31.9	25.2	32.0	39.6
Current Affairs	4.1	5.6	3.3	5.5
Specified News/ Current Affairs	0.2	-	-	1.1
NZ Films And Plays	7.7	0.9	8.6	12.0
Drama Series/ Mini Series	2.4	4.7	1.8	2.2
Education (unspec.)	2.1	3.8	1.3	3.3
Education For Children	1.2	-	1.3	2.2
Environment/ Country/ Wildlife	12.2	17.7	9.6	16.5
Arts/ Crafts/ Music	5.1	2.8	6.8	1.1
N.Z. History	4.5	8.4	3.9	2.2
Holiday Programmes	0.5	-	0.3	2.2
Crime Watch	0.5	-	0.5	1.1
Maori Programmes	0.7	-	-	4.4
Cultural Unspec.	2.4	6.6	1.8	-
Miscellaneous	7.4	9.3	6.2	9.9
Don't Know/ None	2.9	5.6	2.6	1.1

Type Of N.Z. Programmes Would Like To See More Of	SAMPLE									
	Agree too few NZ made prog	Ethnic Group								
		Asian	Maori	Other Polynesian	European	British/English	Pakeha	New Zealander	Other	Refused
(583) %	(20) %	(69) %	(23) %	(116) %	(44) %	(101) %	(183) %	(9) %	(18) %	
Documentaries	64.7	65.0	72.5	60.9	56.9	50.0	67.3	73.8	55.6	22.2
Drama	42.3	20.0	47.8	60.8	50.9	34.1	41.6	46.4	-	33.4
Comedy	35.2	35.0	40.6	30.5	36.2	40.9	29.7	32.8	33.3	55.5
Children's programmes	26.9	30.0	18.8	39.1	29.3	13.6	29.7	25.1	55.5	44.5
Game Shows	10.1	20.0	13.1	26.1	6.9	4.6	4.0	10.4	11.2	33.3
Sports	17.0	20.0	21.7	26.1	10.3	9.1	10.9	20.8	33.3	33.3
Information programmes	31.9	45.0	27.5	47.8	24.2	31.8	28.7	37.7	33.3	22.2
Current Affairs	4.1	5.0	-	8.7	5.1	-	10.9	1.6	11.1	-
Specified News/ Current Affairs	0.2	-	-	4.3	-	-	-	-	-	-
NZ Films And Plays	7.7	10.0	7.3	4.4	8.6	-	12.8	6.6	-	11.2
Drama Series/ Mini Series	2.4	-	1.4	4.3	2.6	4.5	2.0	2.7	-	-
Education (unspec.)	2.1	-	-	8.7	-	4.6	-	4.4	-	-
Education For Children	1.2	-	-	-	2.6	-	-	2.2	-	-
Environment/ Country/ Wildlife	12.2	20.0	8.7	-	16.4	25.0	13.9	9.3	-	-
Arts/ Crafts/ Music	5.1	-	5.8	4.4	-	4.5	10.9	6.5	-	-
N.Z. History	4.5	5.0	7.3	-	3.4	4.6	7.9	3.3	-	-
Holiday Programmes	0.5	-	1.4	-	-	-	2.0	-	-	-
Crime Watch	0.5	5.0	2.9	-	-	-	-	-	-	-
Maori Programmes	0.7	-	-	-	1.8	-	-	1.1	-	-
Cultural Unspec.	2.4	10.0	1.5	-	6.0	-	-	-	22.3	11.1
Miscellaneous	7.4	10.0	10.1	4.3	5.2	4.5	9.9	5.5	33.3	11.1
Don't Know/ None	2.9	10.0	1.5	-	4.3	-	3.9	1.6	-	11.1

STORAGE OF SURVEY DATA

STORAGE OF SURVEY DATA

It will be appreciated that survey data collection generates an enormous volume of paper over time. This results in particular, from questionnaires and the associated coding and processing requirements.

Article 18 of the Code of Marketing and Social Research Practice of the Market Research Society requires that ...

"All records prepared by the Researcher, other than the report, shall be the property of the Researcher. Original records may not be destroyed within two years after completion of the study without reference to the Client. Secondary records on processing media may be destroyed at the discretion of the Researcher when six months has elapsed since presentation of the findings."

In an effort to save on costly storage space, yet still provide service to our Clients, Research International New Zealand would like to implement the following policy :

- (i) All survey data on processing media will be stored for a period of two years, and longer if specifically requested by Clients.
- (ii) Questionnaires and other written material will be kept for a shorter period of time.

All will be kept for 2 months from the presentation date of the final survey results/report.

Please note that it is the Client's prerogative to request that all data and information be kept for two years and Research International New Zealand will be happy to comply with your request. If no request is forthcoming in writing within two months of the presentation date of the survey, the above policy will apply. It is important to remember that Research International New Zealand will keep permanently the originals of all proposals, questionnaires, and reports including tables.

QUESTIONNAIRE

CULTURE QUANTITATIVE

Job No. 10-1469
October, 1990

Card No. :	1	
<u>Q'naire No.</u> :	2-5	
Interviewer I.D. :	6-10	
<u>CODE AREA</u> :		
Auckland	01	11-12
Wellington	02	
Christchurch	03	
Napier/Hastings	04	
Hamilton	05	
Dunedin	06	
Invercargill	07	
Whangarei	08	
Masterton	09	
Gisborne	10	
Palmerston North	11	
Rotorua	12	

APPROACH : "Good morning/afternoon/evening. I am from Research International, a market research company. Today we are conducting a survey to find out how people feel about New Zealanders and New Zealand society today, and I would like to speak to the person in your household who is 15 years of age or more whose birthday falls next."

IF PERSON IS UNAVAILABLE, ASK :

"When can I phone back to speak with him/her?"

RECORD DETAILS BELOW :

NAME :

DAY : DATE : TIME : AM/PM

REPEAT APPROACH AS RELEVANT AND NECESSARY

"For this survey, it is important to us that the attitudes and opinions of a broad cross-section of people in New Zealand are explored. To ensure that this is possible, could you please tell me ..."

FOR CHILDREN GO TO D.1

Q.1 "Which ethnic group do you consider yourself to belong to?"

CHECK QUOTAS

- Asian01
- Maori02
- Other Polynesian03
- European04
- British/English05
- Pakeha06
- New Zealander07
- Other08

13-14

Q.2(a) "Do you have a permanent physical disability?"

- Yes 1
- No 2

15

CHECK QUOTAS, IF NECESSARY TO FILL QUOTAS, ASK Q.2(b)

(b) "Does any other member of your household 15 years of age or more have a permanent physical disability?"

- Yes 1
- No 2

16

IF YES, ASK TO SPEAK TO THAT PERSON.

IF UNAVAILABLE, TAKE NAME AND ESTABLISH APPROPRIATE DAY, DATE AND TIME FOR CALLBACK

NAME :

DAY : DATE : TIME : AM/PM

D.5 "Into which of these groups does your personal income fall, before taxation?"

CARD
1

- Up to \$15,000 1
- Over \$15,001 to \$20,000..... 2
- Over \$20,001 to \$30,000..... 3
- Over \$30,001 to \$40,000..... 4
- Over \$40,001 to \$50,000..... 5
- Over \$50,001 to \$60,000..... 6
- Over \$60,001 to \$80,000..... 7
- Over \$80,001 8

22

DO NOT READ OUT

Refused 9

D.6 "What is your occupation?"

PROBE UNTIL CLEAR THEN CODE BELOW

- Professional/Managerial 1
- Other White Collar 2
- Skilled 3
- Semi/Unskilled 4
- Retired 5
- Housewife/Househusband 6
- Student/Other non-working 7

23

HOUSEHOLD DEMOGRAPHICS

D.7 "How many people are there living in your household?"

WRITE IN NUMBER (2 DIGITS) :

24-25

(b) "Of these people, how many are aged?"

Total

READ - WRITE IN NUMBER OF EACH 15 years or over _____

26

(1 DIGIT)

5 - 14 years _____

27

Under 5 years _____

28

D.8 "And which of these best describes your household?"

READ LIST

- Single living with parents 1
- Single living alone or sharing a house or flat 2
- Couple who have no children 3
- Single parent with child or children 4
- Couple with youngest child pre-school 5
- Couple with youngest child still at school 6
- Couple with all children left school but some
or all living at home 7
- Couple with all children living away from home 8

29

D.9 "Are you the main income earner for your household?"
 Yes 1
 No 2

CARD
1
30

IF YES, TRANSFER ANSWER FROM D.6 AND GO TO D.10(b), IF APPROPRIATE

D.10(a) "What is the occupation of the main income earner for the household?"

PROBE UNTIL CLEAR THEN CODE BELOW

IF RETIRED ASK :

(b) "What was the occupation of the main income earner (AS APPROPRIATE) before retirement?"

PROBE UNTIL CLEAR THEN CODE BELOW

	<u>Main Income</u> (31)	<u>Before Retirement</u> (32)
Professional/Managerial	1	1
Other White Collar	2	2
Skilled	3	3
Semi/Unskilled	4	4
Retired	5	5
Housewife/Househusband	6	6
Student/Other non working	7	7

D.11 "Now which of these best describes the highest level of education of the main income earner?"

READ OUT

No secondary schooling	1
School exams	2
School Certificate exams	3
Technical/Trade Certificates Professional training (no tertiary qualifications)	4
University Entrance/Matriculation	5
University Diploma/Degree	6
Other (Specify)	7

33

D.12 "Into which of these groups does the total household income fall, before taxation?" READ OUT

Up to \$15,000	1
Over \$15,001 to \$20,000.....	2
Over \$20,001 to \$30,000.....	3
Over \$30,001 to \$40,000.....	4
Over \$40,001 to \$50,000.....	5
Over \$50,001 to \$60,000.....	6
Over \$60,001 to \$80,000.....	7
Over \$80,001	8
<u>DO NOT READ OUT</u> Refused	9

34

CHECK D.8. FOR THOSE WITH CHILDREN (CODES 4, 5 AND 6) SAY :

"For this survey we also want to find out the views of children aged between 8 and 14 years. Do any children in your household come into this category?"

	Yes	1
<u>CLOSE INTERVIEW</u>	No	2

35

CHECK QUOTAS AND SAY :

"I would like to speak to a (...MALE/FEMALE...) child aged (...8-11 / 12-14)...). Do you have any children that fit into this category?"

	Yes	1
	No	2

36

NOTE : IF MORE THAN ONE CHILD FITS THE CATEGORY, ASK TO SPEAK TO THE ONE WHOSE BIRTHDAY FALLS NEXT

"Would you be willing for us to interview him/her on this topic?"

IF YES : "When would it be most convenient for us to do this?"

RECORD DETAILS BELOW :

NAME :

DAY : DATE : TIME : AM/PM

"We'd like your child's unbiased opinions, so we'd appreciate it if you wouldn't discuss this topic with them."

"Thank you very much for your help in this survey. The company I work for is Research International and my name is If you have any queries about the survey, you can contact the Field Manager during office hours at :

Auckland	765-117
Wellington	695-093
Christchurch	660-170

or write to P.O. Box 30-441, Wellington.

We appreciate your help and hope you enjoyed taking part."

PHONE NO. : INTERVIEWER :
(37-44)

DAY : S M T W T F Sat
1 2 3 4 5 6 7 (45)

DATE :

"For most of this interview we would like you to indicate to us how much you agree with a series of statements that people have made about how they feel about New Zealand."

"We will read out these statements to you, and for each, we'd like you to say whether or not you ..."

- Strongly agree 1
- Agree 2
- Neither agree nor disagree 3
- Disagree 4
- or Strongly disagree 5
- DO NOT READ OUT Don't know (tick)

"If you have a pen and paper handy, it may help you to write down these levels of agreement, so that you can refer to them whilst we read out our list of statements."

"We have divided these statements into a number of different categories, and firstly I'd like you to give me your opinion on these statements which relate to New Zealand's land. I'd like you to tell me for each whether you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree."

"We value your opinions. All opinions are important. There are no right or wrong answers."

NOTE : DON'T KNOW CATEGORY SHOULD ONLY BE USED IF ABSOLUTELY NECESSARY, NEVER READ OUT. CODE APPROPRIATE NUMBER BY EACH STATEMENT.

Q.3 THE LAND

<u>ROTATE</u>		<u>CODE</u>
<input type="checkbox"/>	New Zealanders have a particularly strong feeling for nature and the land	52
<input type="checkbox"/>	Maori have a greater feeling for the land than do others within New Zealand	53
<input type="checkbox"/>	New Zealand is my land and my heritage (HISTORY)	54
<input type="checkbox"/>	New Zealand's identity is the land	55
<input type="checkbox"/>	New Zealand's natural environment is its most precious asset	56

Q.4 "And now we have some statements that have been made about New Zealanders. Again, as I read each statement to you, using the same scale, could you tell me how much you personally agree with each."

THE PEOPLE

ROTATE

		CODE
<input type="checkbox"/>	People in New Zealand are more racist than they would like to think they are	57
<input type="checkbox"/>	The 'she'll be right' attitude is a good characteristic of (THING ABOUT) New Zealanders	58
<input type="checkbox"/>	New Zealanders are friendly people and it's good that others see us this way	59
<input type="checkbox"/>	New Zealand's isolation (LONG DISTANCE FROM OTHER COUNTRIES) creates people who are particularly resourceful (GOOD AT INVENTING NEWTHINGS AND WAYS OF DOING THINGS)	60
<input type="checkbox"/>	New Zealanders do not like change	61
<input type="checkbox"/>	New Zealanders are prepared to challenge and debate issues	62
<input type="checkbox"/>	New Zealanders are curious about their place in the world	63
<input type="checkbox"/>	Reliability is a strength of New Zealanders	64
<input type="checkbox"/>	Often New Zealanders are too trusting	65
<input type="checkbox"/>	New Zealanders are known for being hard working	66
<input type="checkbox"/>	New Zealanders are open minded people	67
<input type="checkbox"/>	New Zealanders are innovative (GOOD AT COMING UP WITH NEW IDEAS)	68
<input type="checkbox"/>	New Zealanders are very competitive	69
<input type="checkbox"/>	New Zealanders know how to enjoy themselves	70
<input type="checkbox"/>	New Zealanders are not patriotic enough (NOT VERY LOYAL TO THEIR COUNTRY)	71
<input type="checkbox"/>	New Zealanders place too much emphasis on their colonial past ..	72
<input type="checkbox"/>	New Zealanders are a healthy people	73

Q.5 "And now for some statements on the New Zealand lifestyle."

LIFESTYLE

ROTATE

		CODE
<input type="checkbox"/>	All New Zealanders can make use of New Zealand's great outdoors.	74
<input type="checkbox"/>	Outdoor recreation and sport is an important part of New Zealand's identity	75
<input type="checkbox"/>	Team sport is central to the New Zealand way of life	76
<input type="checkbox"/>	One of the good things about New Zealand life is its open spaces	77
<input type="checkbox"/>	New Zealanders are more fortunate than most because they have the opportunity to take part in a wide range of recreational activities	78
<input type="checkbox"/>	It's a pleasure to live in New Zealand because it's uncrowded ...	79
<input type="checkbox"/>	New Zealand has a pressure-free lifestyle	80

Q.6

"The next topic area is very broad and covers statements made by New Zealanders about the way they see New Zealand society today. Once again, as I read each statement to you, could you tell me how much you agree or disagree with it using the same scale."

NEW ZEALAND SOCIETY / SOCIAL

ROTATE

		CODE	CARD
	New Zealanders are losing their neighbourly interest and concern for others		2
	New Zealand society encourages leadership qualities.....		3
	I like living in New Zealand because New Zealand is made up of people from lots of different cultures		4
	New Zealanders are more interested in the rest of the world than they are in New Zealand		5
	New Zealanders don't appreciate the good standard of living they have		6
	People like me are ignored by society		7
	My rights aren't taken seriously		8
	There are too many immigrants coming to New Zealand and taking our jobs		9
	Asian immigrants make a good contribution to New Zealand society		10
	Gangs are an important part of New Zealand's identity		11
	In New Zealand everyone can have a good standard of living		12
	In New Zealand everyone has an opportunity to succeed if they work at it		13
	Unemployment is here to stay		14
	It is disappointing that New Zealand is becoming like the rest of the world with increasing crime and violence		15
	The low crime rate in New Zealand makes it a safer place to live than other countries		16
	Corporal punishment should be used as a form of discipline in schools		17
	Being imprisoned is not an effective form of punishment for offenders		18
	Most people receiving the dole in New Zealand are too lazy to work		19
	People like me don't feel safe on the streets at night		20
	Life in New Zealand is not as bad as people make out		21
	New Zealand society is too permissive (LETS PEOPLE DO WHAT EVER THEY WANT TO)		22
	Our society is suffering because younger people are losing respect for their elders		23
	New Zealand is an over protected society (PEOPLE ARE LOOKED AFTER TOO WELL BY GOVERNMENT)		24
	Religious values are an important part of New Zealand culture ..		25
	Other cultures in New Zealand (except pakeha) will never have equal opportunity with Maori		26

	In New Zealand you are accepted for what you are no matter what nationality you are (WHAT COUNTRY YOUR PARENTS COME FROM)	27
	There isn't enough understanding between different cultures in New Zealand society	28
	The welfare system gives too many handouts to lower income people	29
	The welfare system discourages some people from becoming independent	30
	New Zealand's isolation (LONG DISTANCE FROM OTHER COUNTRIES) gets in the way of economic development	31
	The small population in New Zealand makes it difficult to prosper (GET RICHER)	32
	It is the Government's responsibility to ensure that jobs are created for New Zealanders	33
	New Zealand is a very expensive country to live in	34
	Over time my standard of living has been reduced	35
	Sometimes I feel like a foreigner in New Zealand	36
	My cultural heritage (MY COUNTRY AND MY FAMILY'S BACKGROUND) is very important to me	37
	It is the expectation of all New Zealanders that they will own their own home	38
	Extremists (RADICALS) are pulling New Zealand society apart	39
	In New Zealand society everyone has freedom of speech	40
	New Zealand's health system is better than that of other developed countries	41
	New Zealand's education system is better than that of other developed countries	42

Q.7 "Here are some statements on family and children. Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with each of the following?"

FAMILY

ROTATE

		CODE
	I fear for my children's future in New Zealand	43
	I worry that today's children will not be able to get full employment	44
	New Zealand is the ideal place for raising a family	45
	I feel concerned about the breakdown of the traditional family unit and its negative impact on society	46
	An extended family (ALL RELATIVES) is very important to me.....	47
	My family is the most important thing in my life	48

<input type="checkbox"/>	A new National flag is overdue to represent the way New Zealand is now rather than the way it was		74
<input type="checkbox"/>	We are better off out of ANZUS		75
<input type="checkbox"/>	New Zealand is technologically behind other developed countries in the world		76
<input type="checkbox"/>	The price of progress for New Zealand is that it becoming separated into the rich and poor		77
<input type="checkbox"/>	I feel optimistic about New Zealand's future		78
<input type="checkbox"/>	I am proud of New Zealand		79
<input type="checkbox"/>	New Zealand is becoming recognised as making important contributions to world affairs		80
<input type="checkbox"/>	The multi-cultural nature of New Zealand society is one of its greatest strengths (IT IS REALLY GOOD THAT NEW ZEALAND SOCIETY HAS PEOPLE FROM LOTS OF DIFFERENT COUNTRIES)		2
<input type="checkbox"/>	New Zealand will always be my home		3
<input type="checkbox"/>	I would prefer to live in another country if I had the choice ...		4
<input type="checkbox"/>	New Zealand's nation of caring people sets it apart from other nations		5
<input type="checkbox"/>	New Zealand is its people		6
<input type="checkbox"/>	Being a New Zealander is very important to me		7

CD 3

Q.9 "The next section addresses how New Zealanders feel about the environment. Using the same scale, would you please tell me how you feel about these statements?"

ENVIRONMENT

ROTATE

		CODE
<input type="checkbox"/>	In New Zealand we can't afford not to worry about environmental issues	8
<input type="checkbox"/>	The rest of the world would like to have the environment that New Zealanders take for granted	9
<input type="checkbox"/>	New Zealand's stand on environmental issues such as drift net fishing makes me proud	10
<input type="checkbox"/>	New Zealand leads the world on environmental issues	11
<input type="checkbox"/>	New Zealanders are environmental crusaders (NEW ZEALANDERS CAMPAIGN TO SAVE THE ENVIRONMENT)	12
<input type="checkbox"/>	Looking after the environment now will look after New Zealand's future	13
<input type="checkbox"/>	People like me are concerned about the increasing pollution in New Zealand	14

Q.10 "And now for some statements about Maori."

MAORI

ROTATE

		CODE	
<input type="checkbox"/>	The Treaty of Waitangi is history and should not be an issue now	<input type="checkbox"/>	15
<input type="checkbox"/>	Maori land right claims are unrealistic	<input type="checkbox"/>	16
<input type="checkbox"/>	Maori language should be a compulsory subject taught to all New Zealanders (MAORI LANGUAGE IS A SUBJECT WHICH ALL NEW ZEALANDERS HAVE TO BE TAUGHT)	<input type="checkbox"/>	17
<input type="checkbox"/>	Maori should be given more money by the Government than other New Zealanders	<input type="checkbox"/>	18
<input type="checkbox"/>	The New Zealand Government seems to be scared of Maori and can't say no to them	<input type="checkbox"/>	19
<input type="checkbox"/>	Maori should have separate educational facilities catering for only Maori and their special needs	<input type="checkbox"/>	20
<input type="checkbox"/>	Maori will never have equal opportunity with pakeha	<input type="checkbox"/>	21
<input type="checkbox"/>	Too much attention is given to Maori culture in New Zealand	<input type="checkbox"/>	22
<input type="checkbox"/>	Equal standing should be given to Maori and pakeha cultures	<input type="checkbox"/>	23
<input type="checkbox"/>	A small group of Maori extremists (RADICALS) are making life difficult for all New Zealanders	<input type="checkbox"/>	24
<input type="checkbox"/>	Most Maori feel concerned about how Maori radicals portray their people	<input type="checkbox"/>	25
<input type="checkbox"/>	New Zealand should be a bi-cultural society drawing <u>only</u> from Maori and pakeha cultures	<input type="checkbox"/>	26

Q.11 "And for women, how much do you personally agree that ...?"

WOMEN

ROTATE

		CODE	
<input type="checkbox"/>	Women will never have equal opportunity with men in the workplace	<input type="checkbox"/>	27
<input type="checkbox"/>	Making laws is the best way to deal with sexism	<input type="checkbox"/>	28
<input type="checkbox"/>	Women's rights in New Zealand are less of an issue today than in the past	<input type="checkbox"/>	29
<input type="checkbox"/>	Women in the unpaid workforce make a very valuable contribution to New Zealand society	<input type="checkbox"/>	30
<input type="checkbox"/>	Men and women have equal standing in New Zealand today	<input type="checkbox"/>	31

Q.12 "In the final sections, we would like you to give us your opinions on New Zealand media. Here are some statements which have been made when discussing aspects of the media. How much do you agree or disagree with each?"

MEDIA - GENERAL

ROTATE

		CODE
<input type="checkbox"/>	The media is feeding racial disharmony	32
<input type="checkbox"/>	The media has an obligation to inform people about what is going on in the rest of the world	33
<input type="checkbox"/>	Maori values should be included in New Zealand produced programmes in an unobtrusive way	34
<input type="checkbox"/>	The media should be more responsible because of its powerful influence on people's lives and society in general	35
<input type="checkbox"/>	There must be laws to make sure TV & radio are not biased.....	36
<input type="checkbox"/>	There should be more programmes on radio and television that reflect a range of cultures rather than just Maori and pakeha	37
<input type="checkbox"/>	The deregulation of the broadcasting system has improved the quality of programmes offered	38
<input type="checkbox"/>	Most Maori programmes lack interest for me	39
<input type="checkbox"/>	*New Zealand programmes reflect a New Zealand I can identify with	40
<input type="checkbox"/>	Maori programmes should portray the lives of Maori today rather than their traditional past	41
<input type="checkbox"/>	New Zealanders really like to watch New Zealand made comedy programmes on television	42
<input type="checkbox"/>	Increasing the number of Maori programmes on television will help New Zealanders' develop their own identity	43
<input type="checkbox"/>	We should produce films and documentaries which show the world that New Zealand is a country which should not be ignored	44
<input type="checkbox"/>	New Zealand should use its media to positively promote New Zealand to the rest of the world	45

Q.13 "And more specifically, here are some questions that relate to television. Using the same scale I'd like you to rate each."

CARD
3

MEDIA - TELEVISION

ROTATE

	Television news reporting in New Zealand is too biased	46
	Television is used by people to escape the problems of living in a modern society	47
	Television is addictive	48
	There are far too many Australian programmes on television	49
	There are far too many American programmes on television	50
	There are far too many British programmes on television	51
	There should be more Maori programmes on television	52
	New Zealand produced television dramas are not as good as overseas dramas	53
	There are too many sports programmes on television	54
	One of the best things about television is that it broadens people's horizons (THEIR KNOWLEDGE).....	55
	New Zealand produced T.V. dramas should be original and not copies of other countries ideas	56
	Television programmes should reflect up to date lifestyles and values	57
	Television provides a substitute for community life	58
	There should be a Maori television channel funded by the Government	59
	I enjoy watching some of the advertisements on television	60
	There is too much violence on television today	61
	Television provides unrealistic examples for New Zealand children	62
	There is a good selection of educational programmes on television for all age groups	63
	Since de-regulation television has a better variety of programmes today than in the past	64
	We need more New Zealand documentaries and films produced by New Zealanders as an important input into New Zealand's identity.	65
	I would pay a higher broadcasting fee if I had access to a non commercial T.V. channel	66
	Television should present profiles (STORIES) of New Zealand people and their ways of life so we can all see how people live..	67
	Television news reporting sacrifices important facts at the expense of human interest	68
	Television has a valuable role to play in children's education ..	69
	Television is becoming a substitute for family life	70
	Television has a negative (BAD) influence on people's attitudes to race relations	71
	New Zealand television offers a good mix of programmes from many countries	72

MEDIA - TELEVISION (continued)

ROTATE

	New Zealand's current affairs and documentaries are as good as those from other countries		73
	One of the most important roles of television is to entertain ...		74
	There are too many commercial breaks on television which spoil programmes		75
	* There are too few New Zealand made programmes on T.V.		76
	Australian television programmes are closer to New Zealand life than other overseas programmes		77
	I like Australian television programmes		78

Q.14 "And a final few statements on the radio. How much do you agree or disagree that ...?"

CARD
3

MEDIA - RADIO

ROTATE

		CODE
<input type="checkbox"/>	Talkbacks keep people in touch with the other New Zealanders ...	
<input type="checkbox"/>	Talkbacks are an important part of New Zealand life	
<input type="checkbox"/>	One of the most important roles of radio is to provides a good source of company	
<input type="checkbox"/>	There isn't enough New Zealand music played on New Zealand radio	
<input type="checkbox"/>	New Zealand music should only be given airtime if it is of international standard	
<input type="checkbox"/>	I expect radio programmes to keep New Zealanders in touch with local issues and community life	

79
80
CD 4
2
3
4
5

CHECK Q.12 STATEMENT *, IF 1 OR 2 CODED ASK Q.15 OTHERWISE GO TO INSTRUCTIONS BEFORE Q.16

Q.15 "You agreed that New Zealand programmes reflect a New Zealand you can identify with, what programmes in particular do this for you?"
PROBE UNTIL CLEAR

6-7
8-9
10-11
12-13
14-15

CHECK Q.13 STATEMENT *, IF 1 OR 2 CODED ASK Q.16 OTHERWISE GO TO THE DEMOGRAPHIC QUESTIONS RE-STARTING AT D3

Q.16 "You agreed that there are too few New Zealand made programmes on television, what types of New Zealand programmes would you like to see more of ?" PROBE FULLY AND CODE BELOW

Documentaries	01
Drama	02
Comedy	03
Children's programmes	04
Game shows	05
Sports	06
Information programmes e.g. Fair Go	07
(Specify) Other	08
.....	
.....	
Don't know (tick)	

16-29

NOW GO TO THE DEMOGRAPHIC QUESTIONS, RESTARTING AT D.3.
FOR CHILDREN READ INSTRUCTIONS BEFORE D3.