

International Social Survey Programme

The International Social Survey Programme (ISSP) involves leading academic institutions in 40 countries in an annual survey of economic and social policy issues. New Zealand is represented in the ISSP by Massey University. Each year the ISSP member countries carry out a 30-minute survey using the same questionnaire. The data from these surveys are deposited in a central archive in Cologne, where they are freely available to all members. This collection of data enables researchers to examine similarities and differences between countries, and to monitor changes over time.

The ISSP addresses a different topic each year in a roughly seven-year cycle. Previous topics have included the roles of men and women in society, social networks, social equality, work orientation, the role of government, the environment, and religion. In 2003, the twelfth year New Zealand has been involved in the ISSP, the topic was national identity, a replication of a similar survey conducted in 1996.

Survey Details

Between September and November 2003, a nationwide mail survey was conducted of 2200 people aged 18 and over, randomly selected from the New Zealand Electoral Roll. The survey produced 1038 valid responses, an effective response rate of 54%. A sample of this size has a maximum error margin at the 95% confidence level of approximately plus or minus 3%.

Though the achieved sample was representative of a wide spectrum of New Zealand society, young people were under-represented and women were over-represented. To correct these biases the sample was weighted so that its age-sex distribution matched that of the New Zealand population over 18.

Race Relations and the Treaty

Around 30% of New Zealanders believe race relations in our country have got a lot worse in the last two years, but this is 8% fewer than had the same view in 1996. However, perhaps the clearest indication on the state of race relations in New Zealand is the fact that the large majority of New Zealanders (95%) believe the same law should apply to all New Zealanders and that, regardless of what happened in the past, all New Zealanders, including Maori, should have the same rights (see Figure 1). Though Maori are less likely than non-Maori to agree with these

propositions, nevertheless, a majority of Maori support them.

Just under half of those surveyed believe Maori 'sovereignty' is not an issue because the Treaty of Waitangi gave sovereignty over New Zealand to the Queen and Parliament. Forty percent of New Zealanders believe the Maori seats in Parliament should be abolished, but the same proportion disagrees. Similar proportions (40%) believe New Zealanders can be proud of their record on race relations and proud of their achievements in settling Maori grievances.

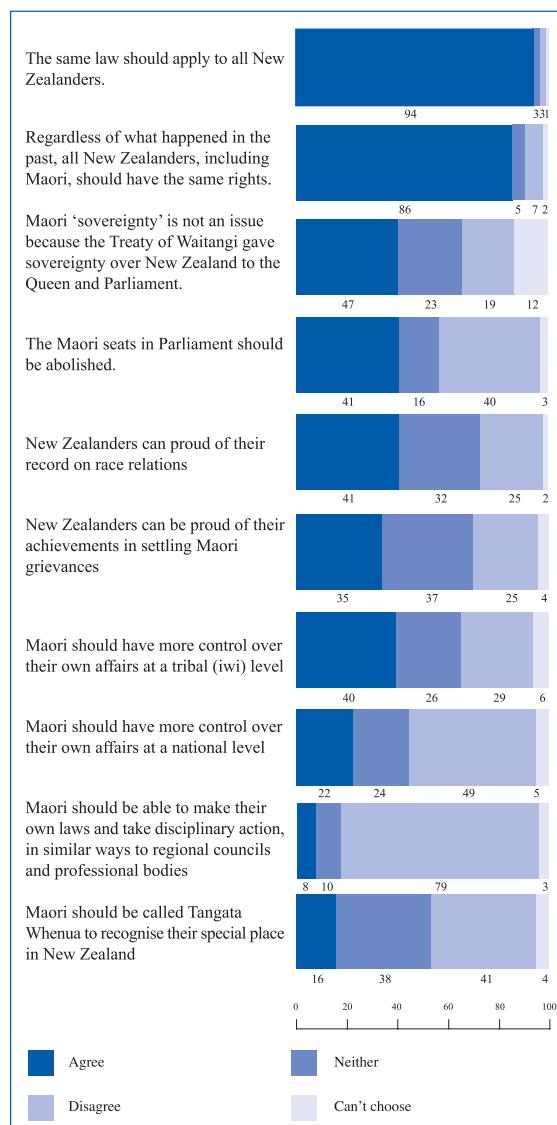


Figure 1 Race Relations



Forty percent of respondents believe Maori should have more control over their own affairs at a tribal (iwi) level, but only 20% believe Maori should have more control over their own affairs at a national level (50% disagree), only 15% believe Maori should be called Tangata Whenua to recognise their special place in New Zealand (40% disagree), and only 10% believe Maori should be able to make their own laws and take disciplinary action, in similar ways to regional councils or professional bodies (80% disagree).

Most New Zealanders (75%) believe the Treaty of Waitangi mostly creates division between Maori and non-Maori, and a small majority (55%) believe the Treaty should not have an important influence on Government decision-making; however, 40% believe it should. Most of those surveyed (60%) disapprove of the Government's handling of Treaty issues; 20% approve and 20% are undecided. Despite this, 60% of respondents agreed that the Government's handling of Treaty claims shows it is willing to acknowledge the wrongs of the past and do something about them, and 50% believe the Government is honouring its obligations under the Treaty (see Figure 2).

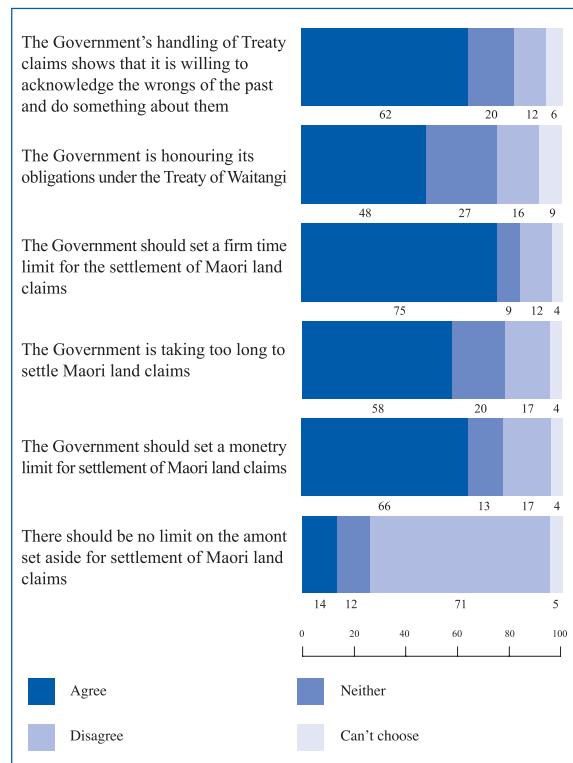


Figure 2 Treaty of Waitangi

One of the reasons for the relatively high level of disapproval of the Government's handling of Treaty issues may be the protracted nature of the process. Sixty percent of respondents agreed that the Government is taking too long to settle Maori land claims; 75% believe the Government should set a firm time limit for the settlement of these claims, and

65% believe a monetary limit should also be set. A small proportion (15%) believe there should be no limit on the amount set aside for settlement of Maori land claims, but 70% disagree.

Predictably, there are differences between Maori and non-Maori in their views on many of these issues. Compared to non-Maori, Maori are more positive about the state of race relations, more in favour of retaining the Maori seats, more convinced of the importance of the Treaty of Waitangi in Government decision-making and more positive about its role in bringing people together.

Maori Language

Approximately 10% of our sample reported they could have an everyday conversation in Maori but only 8% said that Maori was the language they spoke most often at home. Most respondents (65%) believe the Maori language is something worth preserving for the sale of all New Zealanders and that the Maori language adds value to our identity as New Zealanders (55%). However, a large proportion (45%) also believe that attempts to increase the use of Maori language will only lead to more division among New Zealanders.

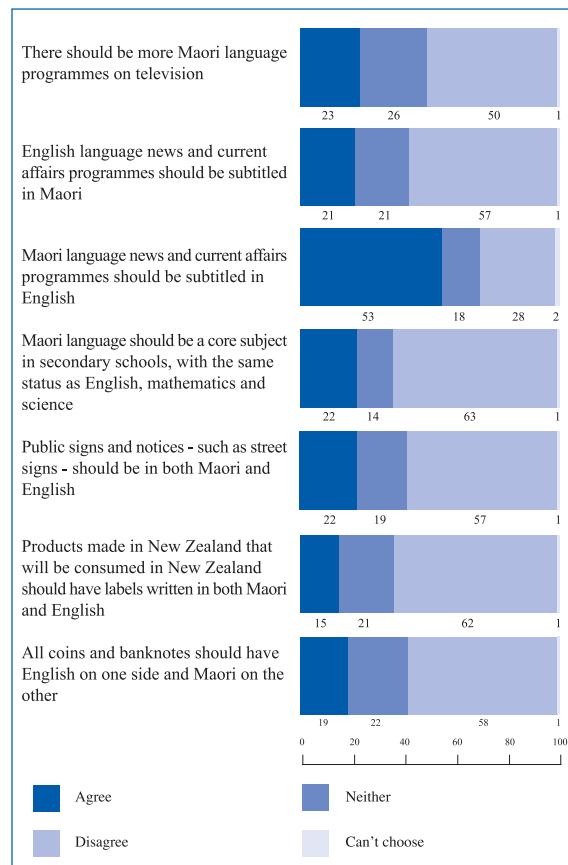


Figure 3 Use of the Maori Language

This latter view is reflected in relatively low levels of support for practices that would increase the use of Maori in everyday life (see Figure 3). This ranges from 55% support for Maori language news and current affairs programmes subtitled in English; to 25% support for more Maori language programmes on television, to 20% support for having public signs and notices in both English and Maori, for Maori language being a core subject in secondary schools, with the same status as English, mathematics and science, English language news and current events programmes subtitled in Maori, and for our coins and bank notes having English on one side and Maori on the other; to 15% support for products made and consumed in New Zealand having labels in both English and Maori.

Immigration

New Zealanders have mixed and sometimes contradictory attitudes towards immigrants. Most New Zealanders (60%) believe immigrants improve New Zealand society by bringing in new ideas and cultures, and 55% believe immigrants are generally good for New Zealand's economy; but 50% consider the Government spends too much money assisting immigrants, 35% believe immigrants take jobs away from people who were born in New Zealand, and 30% believe they increase crime rates.



Figure 4 Number of Immigrants

Fifty five percent of respondents think the number of immigrants coming to New Zealand should be reduced, 25% think the number should stay the same, and 15% think it should be increased (5% have no opinion). And 85% of New Zealanders believe we should take stronger measures to exclude illegal immigrants. However, this overall picture disguises markedly different attitudes to different groups of immigrants. This is clearly shown in Figure 4.

Half of those surveyed consider there are too many immigrants from China and other Asian countries, and between 40% and 45% believe there are too many from the Pacific Islands and India. By contrast, relatively few respondents feel this way about immigrants from South Africa, the UK and Ireland, or other European countries. In fact, around 25% of respondents think there are not enough immigrants from the UK, Ireland and Europe.

On the face of it, these results suggest a degree of intolerance among New Zealanders towards immigrants, particularly those from South East Asia, India and the Pacific Islands. However, if racial tolerance can be measured by the reaction of people to the idea of their daughter marrying someone from a different racial or ethnic group, then the situation may not be as bad as it seems. Only 15% of respondents said they would be opposed to their daughter marrying a Maori; 25% to their daughter marrying a Pacific Islander or a Chinese; and 30% to their daughter marrying an Indian.

Being a New Zealander

Most of those surveyed (60%) see themselves only as a New Zealander, 30% see themselves as a New Zealander first and a member of an ethnic group second, and only 10% regard themselves as a member of an ethnic group first and a New Zealander second. Nearly two-thirds of non-Maori see themselves only as New Zealanders, but 35% of Maori see themselves as Maori first and as a New Zealander second.

The large majority of our sample (80%) would rather be a citizen of New Zealand than of any other country, and most (75%) believe that, generally speaking, New Zealand is a better country than most other countries. Fifty five percent of respondents believe New Zealand should limit the import of foreign products in order to protect its national economy; 50% believe New Zealand should follow its own interests even if this leads to conflicts with other nations; 45% believe foreigners should not be able to buy land in New Zealand; and 30% believe New Zealand's television should give preference to New Zealand films and programmes.

When asked what is important for being truly a New Zealander, 90% of those surveyed said being able to speak English was important and 85% thought having New Zealand citizenship was important. For 75% the same applied to being born in New Zealand and to having lived most of one's life in New Zealand, and for 60% having New Zealand ancestry was important (the latter being much more important among Maori than non-Maori). By contrast, being a Christian is regarded as important in being truly a New Zealander by only 30% of New Zealanders, and for 45% it is not important at all.

There is little support among New Zealanders for renaming New Zealand 'Aotearoa'; only 10% are in favour of this, whereas 75% are opposed. There is more support for replacing the current New Zealand flag with a new design (20%), though the majority (60%) do not agree. Nearly 30% of those surveyed believe that New Zealand should become a republic and no longer have the Queen as head of state, but 45% disagree.

What Makes us Proud?

Almost all New Zealanders (95%) are proud of being a New Zealander; nearly 70% are very proud. New Zealanders are most proud of their country's achievements in sports (90%), science and technology (90%), the arts and literature (85%); and 70% are proud of New Zealand's history, its economic achievements and the efforts of New Zealanders to protect the environment. Our respondents were also proud of the way democracy works in New Zealand (65%); of its armed forces (65%) and of New Zealand's political influence in the world (60%). But they were less proud of New Zealand's fair and equitable treatment of all groups in society (50%), and of its social security system (50%). New Zealanders' pride in some specific achievements by other New Zealanders is shown in Figure 5.

Conclusions

New Zealanders are proud of their country and its achievements, and most would rather be citizens of New Zealand than of any other country. However, pride in our country's achievements in sport, science, technology and the arts is stronger than pride in our social achievements, such as our treatment of all groups in society and our record on race relations.

Many Maori and non-Maori see themselves differently in terms of their cultural identity as New Zealanders, and have different views about the importance and role of the Treaty of Waitangi. Nevertheless, both Maori and non-Maori strongly agree that the same

law should apply to all New Zealanders and that all New Zealanders should have the same rights.

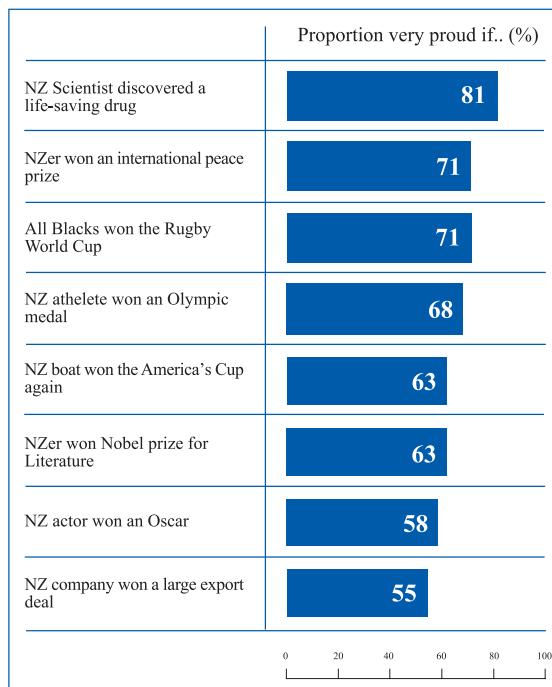


Figure 5 What Makes us Proud?

Among New Zealanders, attitudes to immigrants are mixed. Many New Zealanders believe immigrants enhance the social fabric of our country, but others believe they increase crime and unemployment and that their numbers should be reduced. However, if willingness to accept immigrants, or members of another ethnic group as a son-in-law is a measure of acceptance, then racial tolerance in New Zealand is higher than these negative attitudes to immigrants might suggest.

About the Authors

Members of the Massey University Department of Marketing involved in this survey were: Professor Philip Gendall (Professor of Marketing) and Zoe Wood (Research Assistant).

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Access to data from previous ISSP surveys conducted in New Zealand: Religion, 1991 and 1998; Social Inequality, 1992 and 1999; The Environment, 1993 and 2000; The Roles of Men and Women in Society, 1994 and 2002; National Identity, 1996; The Role of Government and Work Orientation, 1997; Social Networks, 2001; is available through the Department of Marketing, Massey University.