



## The most significant events impacting New Zealanders in 2015

### The issue:

With 2015 coming to an end, we identified 10 events that occurred this year which were potentially impacting to New Zealand and New Zealanders. These were put to respondents in a poll and they were asked to choose the one that was the most personally significant.

The list included events that have brought the nation together (the 100<sup>th</sup> anniversary of Gallipoli, the Rugby World Cup) or caused a stir (the flag debate, rising house prices), as well as events which did not affect **all** New Zealanders but have the potential to do so in the future - both in New Zealand (dairy pay-outs, weather events, the TPPA) and overseas (terrorist attacks).

The poll was conducted with a nationally representative sample of 500 adult New Zealanders in December 2015.

### The poll question:

The following question was asked:

**Thinking back on events that have occurred in the last year which are of significance to New Zealand and New Zealanders, which one of these is the most significant to you?**

*The following options were read out in randomised order:*

1. Winning the Rugby World Cup.
2. The decision to vote on a new national flag.
3. Climate change, rising sea levels, or specific weather events in 2015 like flooding or drought.
4. Rising house prices.
5. New Zealanders being deported from Australia (or held at detention centres).
6. The decrease in dairy pay-outs to farmers.
7. The increase in terrorist attacks overseas.
8. Visits from the royal family (Charles & Camilla in November, Prince Harry in May).
9. The 100th anniversary of Gallipoli.
10. New Zealand signing the TPPA (Trans-Pacific Partnership Agreement).

### Important note:

Although respondents were asked to identify the 'most significant' event, many respondents identified more than one event as being personally significant. Therefore, all events mentioned have been recorded and the results have been analysed and reported on this basis.



### Key results:

The key results are as follows:

- ◆ There was no clear winner.
- ◆ Six events were identified as being significant by at least 20 percent of respondents. These were (starting with the highest) the increase in terrorist attacks overseas (28 percent of respondents identified this as most significant to them), climate change or specific weather events (26 percent), winning the Rugby World Cup (24 percent), signing the TPPA (23 percent), rising house prices (21 percent), and voting on a new national flag (20 percent).

### Demographic differences:

We also analysed the results to these questions by a number of demographic variables including: gender, age, region, income and ethnicity. The results are as follows:

- ◆ **Females** were significantly more likely than males to select **the increase in terrorist attacks overseas** (33 percent, compared with 22 percent of males) or **climate change/specific weather events** (31 percent, compared with 20 percent of males) as the most personally significant.
- ◆ Respondents aged **35 to 54 years** were more likely than older respondents to select **rising house prices** (26 percent, compared with 17 percent of respondents aged 55 years and over). Twenty-one percent of respondents aged 18 to 34 years selected rising house prices, and although the result is not statistically significantly different when compared with the older age group, it reflects the general trend that younger respondents felt impacted by this.
- ◆ Respondents living in the **Auckland** area were also more likely to select **rising house prices** (33 percent, compared with 21 percent of the total sample). **Wellington-Wairarapa** respondents were more likely to select the **100<sup>th</sup> anniversary of Gallipoli** (25 percent, compared with 8 percent of Auckland respondents).
- ◆ Respondents earning a **lower income** were more likely to select **the decision to vote on a new national flag** than those on a higher income (27 percent of respondents earning under \$40,000 compared with 14 percent of those earning \$80,000 or more).
- ◆ There were no significant differences when measured by ethnicity.

The results to the poll question are presented in the summary table overleaf:



**Table 1: The most significant events to New Zealanders in 2015**

*Now thinking back on events that have occurred in the last year which are of significance to New Zealand and New Zealanders, which one of these is the most significant to you?*

Base =	First mentioned 500 %	Total mentioned 500 %
The increase in terrorist attacks overseas	16	28
Climate change, rising sea levels, or specific weather events in 2015 like flooding or drought	15	26
Winning the Rugby World Cup	13	24
New Zealand signing the TPPA (Trans-Pacific Partnership Agreement)	13	23
Rising house prices	12	21
The decision to vote on a new national flag	9	20
The 100th anniversary of Gallipoli	7	16
The decrease in dairy pay-outs to farmers	7	13
New Zealanders being deported from Australia (or held at detention centres)	3	9
Visits from the royal family (Charles & Camilla in November, Prince Harry in May)	1	5
Other (Specify)	2	2
No events were significant	0	0
Don't know	1	1
Refused	0	0
<b>Total</b>	<b>100</b>	<b>*</b>

First mentioned: Total may not sum to 100% due to rounding.

\*Total mentioned: Total will not sum to 100% due to multiple answers.

**Comment:**

“We were surprised by the fact that there was no clear winner, or that two or three of the events stood out from the rest. In general, we think these results reflect the diverse and eclectic nature of New Zealand society.

As an aside, the fact that the increase in terrorist attacks overseas was amongst the top six also probably reflects the fact that the Paris attacks occurred relatively recently”, said Research New Zealand Director, Emanuel Kalafatelis.



*The Research New Zealand poll of 500 people aged 18 and over was conducted by telephone from 25 November to 08 December 2015. The maximum margin of error for the sample as a whole is +/-5.1% (at the 95% confidence level). The data has been weighted by gender and ethnicity to ensure it is an accurate representation of the general population of New Zealand. The poll was not taken on behalf of any organisation, but is part of Research New Zealand's monthly survey of attitudes and opinions.*

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## TABULATIONS

**Table 2: Significant events in 2015 (by gender)**

	Base =	Total 500 %	Male 243 %	Female 257 %
The increase in terrorist attacks overseas (ISIS/Syrian refugees)		28	22	33
Climate change, rising sea levels, or specific weather events in 2015 (e.g. floods, drought)		26	20	31
Winning the Rugby World Cup		24	28	20
New Zealand signing the TPPA		23	25	21
Rising house prices		21	20	23
The decision to vote on a new national flag		20	19	21
The 100th anniversary of Gallipoli		16	14	17
The decrease in dairy pay-outs to farmers		13	16	10
New Zealanders being deported from Australia (or held in detention centres)		9	7	10
Visits from the royal family		5	4	6
Other		2	3	1
No events were significant		0	0	1
Don't know		1	0	2
Refused		0	0	1

The base numbers shown are unweighted counts.  
Total may exceed 100% because of multiple responses.

**Table 3: Significant events in 2015 (by age)**

	Base =	Total 500 %	18-34 years 57 %	35-54 years 171 %	55 years and over 272 %
The increase in terrorist attacks overseas (ISIS/Syrian refugees)		28	29	29	26
Climate change, rising sea levels, or specific weather events in 2015 (e.g. floods, drought)		26	19	25	31
Winning the Rugby World Cup		24	23	26	22
New Zealand signing the TPPA		23	23	22	23
Rising house prices		21	21	26	17
The decision to vote on a new national flag		20	26	20	16
The 100th anniversary of Gallipoli		16	16	14	18
The decrease in dairy pay-outs to farmers		13	12	10	16
New Zealanders being deported from Australia (or held in detention centres)		9	9	8	9
Visits from the royal family		5	5	5	5
Other		2	2	3	2
No events were significant		0	0	0	1
Don't know		1	0	1	1
Refused		0	0	0	1

The base numbers shown are unweighted counts.  
Total may exceed 100% because of multiple responses.



**Table 4: Significant events in 2015 (by income)**

	Base =	Total	Under \$40,000	\$40,000-\$80,000	\$80,000 or over	Don't know/Refused
		500	148	114	187	51
		%	%	%	%	%
The increase in terrorist attacks overseas (ISIS/Syrian refugees)		28	22	28	31	31
Climate change, rising sea levels, or specific weather events in 2015 (e.g. floods, drought)		26	24	24	28	25
Winning the Rugby World Cup		24	19	24	27	27
New Zealand signing the TPPA		23	20	22	27	18
Rising house prices		21	20	18	26	15
The decision to vote on a new national flag		20	27	20	14	20
The 100th anniversary of Gallipoli		16	18	14	15	16
The decrease in dairy pay-outs to farmers		13	9	18	13	12
New Zealanders being deported from Australia (or held in detention centres)		9	6	7	10	15
Visits from the royal family		5	4	2	6	10
Other		2	2	1	2	5
No events were significant		0	0	1	0	0
Don't know		1	1	2	0	1
Refused		0	0	0	0	3

The base numbers shown are unweighted counts.  
Total may exceed 100% because of multiple responses.