



research
NEW ZEALAND

**A Survey of New Zealanders'
Perceptions of their National Identity (2018)**





Introduction

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

Children born in New Zealand, the Cook Islands, Niue or Tokelau become New Zealand citizens at birth if at least one of their parents is a New Zealand citizen. Likewise, children born overseas to a New Zealand parent can claim New Zealand citizenship by descent. In addition, immigrants can, after a certain period of residence, apply for New Zealand citizenship by naturalisation.

As one would expect, the majority of people living in New Zealand were born here. At the time of the 2013 Census, 75 percent of people living in the country reported that they were born in New Zealand, while 25 percent were born overseas.

However, where you are born is not necessarily the country you identify with, and in 2011 we measured opinion about this through a nationally representative survey of adult New Zealanders (the National Identity Survey).

That survey found that one-in-two New Zealanders (48 percent) identified or had an affinity with New Zealand and only with New Zealand. A similar proportion (50 percent) had an affinity with New Zealand and at least one other country.

Since then, we have repeated the National Identity Survey on two other occasions; namely, September/October 2014, and August 2018.

This report presents the results of the 2018 Survey. As a result of a change in survey methodology, we have decided not to formally compare the results of this survey with the two previous surveys.¹ However, we are pleased to report that the results between the three surveys are similar.

¹ The 2011, 2014, and 2018 National Identity Surveys were completed with nationally representative samples of New Zealanders aged 18 years of age and over (n=1,252, n=1,001, and n=1,250 respectively). While the 2011 and 2014 Surveys were completed by telephone using a Random Digit Dialling method, the 2018 Survey was completed online with our online panel of the general public. As the change in methodology may account for differences in the results, we have decided not to make direct comparisons between the surveys.



Key findings

The key findings from the 2018 National Identity Survey are as follows:

- ◆ New Zealand's population is becoming **diverse**.
 - ◆ One-in-five respondents (19%) stated they were born overseas.
- ◆ Many New Zealanders born overseas are **recent arrivals**.
 - ◆ Over one-half of those born overseas (51%) came to New Zealand in the last 20 years.
 - ◆ While the United Kingdom continues to account for the greatest percentage of people born overseas (45%), significant percentages are accounted for by Asia (collectively, 19%) and 'other' European countries (9%).
- ◆ '**Less crime**', '**less corruption**', '**better natural environment**', and '**better education services**' are key motivators for coming, as well as 'personal reasons'.
 - ◆ When asked, most emphatically state they made the right decision to come, and feel they have the same opportunities as New Zealanders in terms of education, health and housing services. However, this is less likely the case in terms of job opportunities.
- ◆ One-in-two New Zealanders (51%) have an affinity 'mainly for New Zealand' or 'for New Zealand and at least one other country'. Forty-nine percent have an 'affinity for **only** New Zealand'.
 - ◆ As expected, respondents born in New Zealand were more likely to state they 'had affinity for only New Zealand', compared with those born overseas (58% and 11% respectively).
 - ◆ However, it is important to note that 42% of respondents born in New Zealand had 'affinity **mainly** for New Zealand' or 'affinity for New Zealand and **at least one other country**'. As expected, this was more likely the case for the large majority (78%) of respondents born overseas.
- ◆ New Zealanders most frequently (41%) state they are proud of New Zealand's general **sporting achievements**.
 - ◆ Without prompting, 13% of respondents specifically stated they are proud of the All Blacks.
 - ◆ Respondents also stated they were proud of New Zealand's principles, such as our nuclear free policy and women's suffrage (32%), the achievements of Sir Edmund Hilary (21%), the achievements of Ernest Rutherford (11%), and other famous New Zealanders such as Billy T James and Kiri Te Kanawa (15%).
 - ◆ Respondents who were born in New Zealand were more likely to be proud of our national sports teams and sportspeople (41%, compared with 37% of those born overseas).

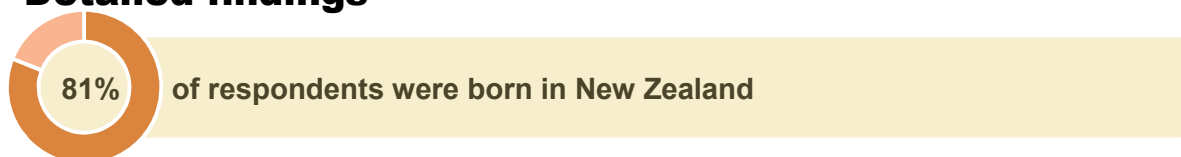


- ◆ In contrast, those born overseas were more likely to be proud of a broad range of specific achievements including the All Blacks (18%, compared with 12% of those born in New Zealand), America's Cup/Team NZ (10%, compared with four percent of those born in New Zealand), and political achievements (e.g. Helen Clark, seat on UN Security Council) (12%, compared with seven percent of those born in New Zealand).
- ◆ New Zealanders feel most strongly about **retaining** the ownership of New Zealand property and other assets:
 - ◆ 'Overseas-owned businesses should **not** be able to buy NZ farms' (57% agreed and while only 8% disagreed, 34% provided a neutral response).
 - ◆ 'State-owned assets should not be sold (partially or entirely)' (54% agreed and while only 9% disagreed, 34% provided a neutral response).

While levels of agreement with the second of these two initiatives did not differ significantly between respondents born in New Zealand and those born overseas, respondents born in New Zealand were significantly more likely to agree that 'Overseas-owned businesses should **not** be able to buy NZ farms' (60% and 44% respectively).



Detailed findings



With 81% of respondents stating they were born in New Zealand, 19% were born in another country (Table 1).²

The second column of the table is based on all those respondents who stated they were born overseas (n=252). This column shows that, at 45%, the United Kingdom continues to account for the greatest percentage of people born overseas. However, significant percentages are accounted for by Asia (collectively, 19%) and 'other' European countries (9%).

The fact that only 4% is accounted for by Samoa and other Pacific nations, may reflect the fact that these Pacific nations mostly have New Zealand-based populations that were born in this country.

² The 2013 Census of Population and Dwellings records 28% of the population 20+ as being born overseas.



Table 1: Birthplace – All respondents

Q. Were you born in New Zealand or another country?

Unweighted base =	Total 2018 1250 %	Born overseas 2018 252 %
New Zealand	81	0
Australia	1	4
Europe		
United Kingdom	8	45
Other European country	2	9
Asia		
China	0	2
India/Pakistan	2	11
Other Asia	1	6
Pacific Nations		
Samoa	1	4
Fiji	0	0
Tonga	0	0
North and South America		
US/Canada	1	4
Other North or South America	0	1
Africa		
South Africa	1	7
Other Africa	1	7
Other	0	0
Total	100	100

Total may not sum to 100% due to rounding.



Table 2 shows that the large majority of respondents born overseas (86%) have been in the country for 10 years or more. Table 3 shows that nearly two-thirds of these respondents (65%) have become naturalised New Zealand citizens.

Table 2: Years lived in New Zealand – Respondents born overseas

Q. Have you become a naturalised New Zealand citizen since arriving here? By 'naturalised citizen' we mean that you have lawfully become a citizen of New Zealand.

	Unweighted base =	Total 2018 252 %
0-4		0
5-9		13
10-20 years		38
More than 20 years		48
Total		100

Total may not sum to 100% due to rounding.

Table 3: Become a naturalised citizen – Respondents born overseas

Q. Have you become a naturalised New Zealand citizen since arriving here? By 'naturalised citizen' we mean that you have lawfully become a citizen of New Zealand.

	Unweighted base =	Total 2018 252 %	Years in New Zealand		
			0-9 years 13** %	10-20 years 62 %	More than 20 years 178 %
Yes		65	45	65	70
No		35	55	35	30
Don't know		0	0	0	0
Total		100	100	100	100

Total may not sum to 100% due to rounding.

**Caution, results are indicative due to low base numbers.



With only a small percentage of all respondents born overseas coming to New Zealand in the last 10 years, Table 4 to Table 6 are based on a very small number of (n=13). Therefore, caution must be exercised when interpreting the results in these tables, which are presented in the form of frequencies rather than percentages. We have decided to present the results because they are consistent with other research and anecdotal feedback.

Table 4 shows that the large majority of these respondents most frequently stated they decided to move to New Zealand for **‘personal reasons’** (6 of 13) and because **‘there is less crime’** (5 of 13) and **‘less corruption’** (5 of 13).

Many also stated they decided to move because of the **‘better natural environment’** (4 of 13) and **‘better education services’** (4 of 13).

Table 4: Reasons for deciding to move to New Zealand – Respondents born overseas AND moved recently (i.e. fewer than 10 years ago)

Q. What are the main reasons you decided to move to New Zealand?

Unweighted base =	Total 2018 13* n
Personal (e.g. family/partner living in New Zealand)	6
Less crime	5
Less corruption	5
Better natural environment	4
Better education services	4
Better job opportunities	3
More stable government	2
Better housing	2
Better health services	2
Better business opportunities	1
Other	2

The base numbers shown are unweighted counts.

*Sub-sample based on those respondents who stated they were born in another country and moved to New Zealand fewer than 10 years ago.

Total may exceed 100% because of multiple responses.



Respondents who were born overseas and who came to New Zealand fewer than 10 years ago were asked if they felt they had made the right decision to move to New Zealand. Table 5 shows that most of these respondents emphatically rated themselves with a 9-10 on the 11-point agreement scale (11 of 13) – indicating they had **definitely** made the right decision. No respondent felt they had made the wrong decision.

Table 5: Certainty of decision to move to New Zealand – respondents born overseas AND moved recently (i.e. fewer than 10 years ago)

Q. On a scale of 0-10, to what extent do you feel you made the right decision to move to New Zealand?

	Total 2018 Unweighted base = 13* n
0 – definitely did not make the right decision to move to New Zealand	0
1	0
2	0
3	0
4	0
5 – neutral	0
6	1
7	0
8	1
9	3
10 – definitely made the right decision to move to New Zealand	8
Don't know	0
Total	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who stated they were born in another country and moved to New Zealand fewer than 10 years ago.



Asked whether they felt the opportunities that presented themselves to them in New Zealand were the same opportunities available to New Zealand-born citizens, most felt that **they were the same**, with the exception of job opportunities. For example, 10 of 13 felt they had the same level of access to education services as New Zealand-born citizens, 10 of 13 to housing, and 9 of 13 to health services (Table 6).

In comparison, just 7 of 13 felt they had the same level of access to jobs and a significant 5 of 13 felt they had fewer opportunities.

Table 6: Opinions about equal opportunities in New Zealand – Respondents born overseas AND moved recently (i.e. fewer than 10 years ago)

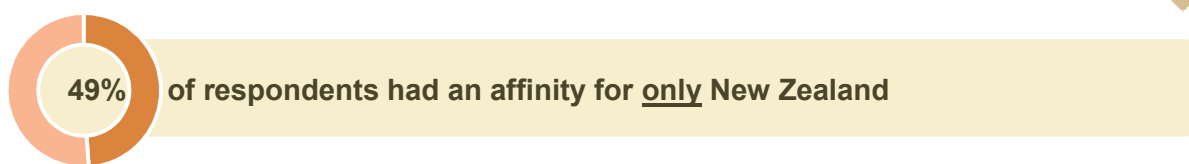
Q. On a scale of 0-10, do you feel you and/or members of your family have fewer, the same, or more opportunities in New Zealand than citizens born here, in terms of access to quality education and health services, job opportunities, and housing?

Unweighted base =	Total 2018 13* n
Education services:	
Fewer opportunities	1
Same opportunities	10
More opportunities	2
Don't know	0
Total	13
Job opportunities:	
Fewer opportunities	5
Same opportunities	7
More opportunities	1
Don't know	0
Total	13
Housing:	
Fewer opportunities	1
Same opportunities	10
More opportunities	1
Don't know	1
Total	13
Health services:	
Fewer opportunities	2
Same opportunities	9
More opportunities	2
Don't know	0
Total	13

The base numbers shown are unweighted counts.

*Sub-sample based on those respondents who stated they were born in another country and moved to New Zealand fewer than 10 years ago.

Total may exceed 100% because of multiple responses.



Using an 11-point scale, running from 0 (for ‘no affinity for New Zealand’) to 10 (for ‘affinity for **only** New Zealand’), all respondents were asked to rate their level of affinity with New Zealand.

Almost one-half (49%) of respondents stated they had ‘affinity for **only** New Zealand’ as a result of rating their affinity with a 10. In comparison, no respondent rated their affinity with a 0, indicating they had ‘no affinity for New Zealand’ (Table 7).

Thirty percent of the remainder had ‘affinity **mainly** for New Zealand’ (by rating their affinity with an 8-9), and 21% had ‘affinity for New Zealand and **at least one other country**’ (by rating their affinity with a 1-7).

Table 7: Affinity with New Zealand – All respondents

Q. Some people who live in New Zealand may feel they have an affinity for New Zealand only, while others have affinities for other countries. By ‘affinity’ we mean having a sense of belonging or feeling connected to that country.

	Total 2018 1250 %
	Unweighted base =
0 – have no affinity with New Zealand	0
1	0
2	0
3	1
4	0
5 – have equal affinity with NZ and another country	9
6	2
7	8
8	15
9	15
10 – Affinity with only New Zealand	49
Don't know	0
Total	100

Total may not sum to 100% due to rounding.



As expected, respondents born in New Zealand were more likely to state they ‘had affinity for only New Zealand’ compared with those born overseas (58% and 11% respectively) (Table 8).

However, it is important to note that 42% of respondents born in New Zealand had ‘affinity **mainly** for New Zealand’ or ‘affinity for New Zealand and **at least one other country**’. As expected, this was more likely the case for the large majority (88%) of respondents born overseas.

Table 8: Affinity with New Zealand – All respondents

Q. Some people who live in New Zealand may feel they have an affinity with New Zealand only, while others have affinities with other countries. By ‘affinity’ we mean having a sense of belonging or feeling connected to that country.

	Total 2018	Born in New Zealand 2018	Born overseas 2018
Unweighted base =	1250	997	252
	%	%	%
No affinity for New Zealand	0	0	0
Affinity for New Zealand and at least one other country	21	14	50
Affinity for New Zealand mainly	30	28	38
Affinity for New Zealand only	49	58	11
Don't know	0	0	0
Total	100	100	100

Total may not sum to 100% due to rounding.

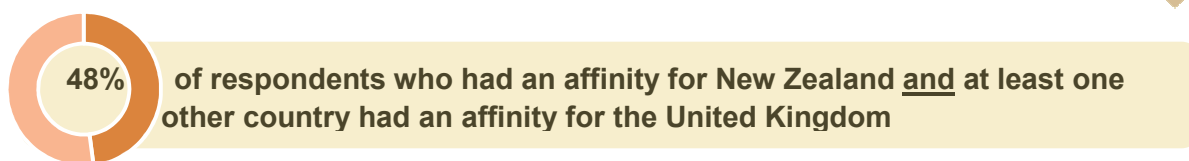


Table 9 shows that most respondents who had affinity for **at least one other country** (48%) stated they had had affinity for the United Kingdom. Fifteen percent stated they had affinity for a European country.

In comparison, one-in-ten respondents had affinity for Samoa (11%) or an Asian country, including China (10%).

A greater percentage of respondents born in New Zealand stated they had affinity for Samoa than did those born overseas (13% and nine percent respectively), whereas a greater percentage of respondents born overseas had affinity for an Asian country including China (14% and six percent respectively).

Respondents born overseas were also more likely to state they had affinity for the United Kingdom than those born in New Zealand (53% and 45% respectively).

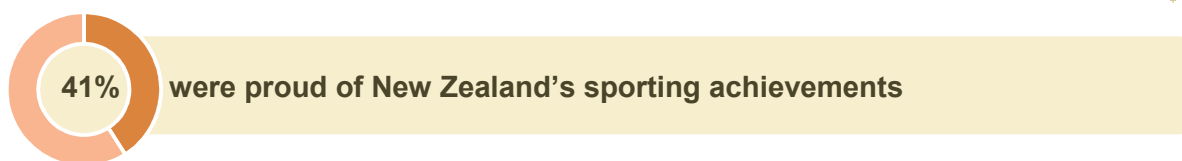
Table 9: Countries respondents have an affinity with – All respondents with an affinity for another country

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

	Total with affinity for another country 2018	Total born in NZ 2018	Total born overseas 2018
Base =	225*	113*	111*
	%	%	%
United Kingdom	48	45	53
European country	15	16	13
Samoa	11	13	9
China/other Asian country	10	6	14
Australia	4	4	4
Canada/United States	5	5	5
Cook Islands	2	1	1
Other	7	4	11
Don't Know	4	7	0

The base numbers shown are unweighted counts.

*Sub-sample based on those respondents who said they had an affinity with New Zealand and at least one other country. Total may exceed 100% because of multiple responses.



Respondents were asked to identify any of New Zealand's achievements they felt particularly proud of. Although numerous achievements were mentioned, the most prominent were sports-related (Table 10).

Forty-one percent of all respondents stated that they were proud of New Zealand's general **sporting achievements**, with 13% specifically mentioned being proud of the All Blacks.

Respondents also tended to be proud of **New Zealand's principles**, such as our nuclear free policy and women's suffrage (32%), the achievements of Sir Edmund Hilary (21%), the achievements of Ernest Rutherford (11%), and other famous New Zealanders such as Billy T James and Kiri Te Kanawa (15%).

Respondents who were born in New Zealand were more likely to be proud of our national sports teams and sportspeople (41%, compared with 37% of those born overseas). In contrast, those born overseas were more likely to be proud of a broad range of specific achievements including the All Blacks (18%, compared with 12% of those born in New Zealand), America's Cup/Team NZ (10%, compared with four percent of those born in New Zealand), and political achievements (e.g. Helen Clark, seat on UN Security Council) (12%, compared with seven percent of those born in New Zealand).

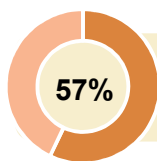


Table 10: New Zealand achievements that respondents are proud of

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

	Base =	Total 1249 %	Born in NZ 997 %	Born overseas 251 %
Our national sports teams and sportspeople/General sporting achievements		41	41	37
The All Blacks		13	12	18
Principles (freedom of speech, democracy, nuclear free policy, NZ women were the first to be given the right to vote)		32	32	31
Sir Edmund Hillary/Mt Everest		21	21	22
New Zealand culture - friendly, laid back, caring, peaceful & helpful people		4	4	5
Scientific achievements generally/Research & development - Kiwi ingenuity		9	9	7
Clean, green image/Tourism industry		4	4	6
Other famous New Zealanders (e.g. Billy T James, Kiri Te Kanawa)		15	15	15
The natural environment		3	3	1
Ernest Rutherford/Splitting the atom		11	10	12
Agricultural/Pastoral industry		1	1	1
Political achievements/Helen Clark/Seat on UN Security Council		8	7	12
Business, industry, exports		3	3	4
Standard of living/Quality of life		3	2	7
Social Policies/Welfare State/Education/Treaty of Waitangi/Health System		6	7	5
War/Military/Peacekeeping		5	6	1
Peter Jackson/The movie industry		8	7	11
The music industry		3	4	2
New Zealand is a multi-cultural country/bicultural/race relations		3	4	3
Maori culture/achievements		2	2	0
For a small country we have achieved a lot		6	7	6
America's Cup/Team NZ		5	4	10
Jacinda Ardern/Prime Minister having a baby in office		6	7	5
Proud of what New Zealand achieves generally		2	2	4
Other		13	13	15
Don't know/Can't think of any		15	16	14

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



57% agreed that overseas-owned businesses should not be able to buy NZ farms

All respondents were asked to rate, on an 11-point scale, running from 0 (for 'strongly disagree' to 10 (for 'strongly agree'), their agreement with eight initiatives which could potentially affect New Zealand's character and the way it is perceived overseas. Respondents who provided a rating of between 0 to 2 inclusive were considered to disagree with the initiative, those who provided a rating of 8 to 10 were considered to agree, and those who provided a rating of 3 to 7 were considered to be neutral.

Table 12 shows that two of the initiatives were **agreed** by more than one-half of all respondents (both about the ownership of New Zealand property and other assets), although in both cases, the levels of agreement were just over 50%. Further, while there were relatively low levels of disagreement, one-third of respondents provided a neutral response, suggesting they were indifferent:

- ◆ **'Overseas-owned businesses should not be able to buy NZ farms'** (57% agreed and while only 8% disagreed, 34% provided a neutral response).
- ◆ **'State-owned assets should not be sold (partially or entirely)'** (54% agreed and while only 9% disagreed, 34% provided a neutral response).

While levels of agreement with the second of these two initiatives did not differ significantly between respondents born in New Zealand and those born overseas, respondents born in New Zealand were significantly more likely to agree that 'Overseas-owned businesses should not be able to buy NZ farms' (60% and 44% respectively).

Levels of agreement with all other initiatives were all below 50%, and this applies to both respondents born in New Zealand and those born overseas. In fact, three initiatives were **disagreed** by around 50% of respondents. Note, again, one-third of respondents provided a neutral response, suggesting they were indifferent:

- ◆ **'NZ's official national day should be changed to ANZAC Day rather than the current Waitangi Day'** (54% disagreed and while only 12% agreed, 32% provided a neutral response).
- ◆ **'NZ should become a republic (i.e. NZ should no longer be a constitutional monarchy, which means the Queen would no longer be our head of state)'** (45% disagreed and while only 17% agreed, 36% were indifferent).
- ◆ **'NZ should adopt a new national flag'** (45% disagreed and while only 22% agreed, 32% were indifferent).



Table 11: Opinions about initiatives affecting New Zealand

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

Unweighted base =	Total 2018	Total born in NZ 2018	Total born overseas 2018
	1250	997	252
	%	%	%
Overseas-owned businesses should not be able to buy NZ farms:			
Disagree (0-3)	8	8	8
Indifferent (4-6)	34	32	44
Agree (7-10)	57	60	44
Don't know	1	0	4
Total	100	100	100
State-owned assets should not be sold (partially or entirely):			
Disagree (0-3)	9	10	8
Indifferent (4-6)	34	34	34
Agree (7-10)	54	55	51
Don't know	3	1	7
Total	100	100	100
Visitors to NZ should be charged a fee to go towards the cost of the impact of tourism in NZ:			
Disagree (0-3)	11	10	15
Indifferent (4-6)	42	42	44
Agree (7-10)	47	48	40
Don't know	0	0	0
Total	100	100	100
NZ should have a national public holiday to celebrate Matariki (the Maori New Year):			
Disagree (0-3)	21	21	18
Indifferent (4-6)	42	43	37
Agree (7-10)	37	35	44
Don't know	1	1	1
Total	100	100	100
The teaching of the Maori language should be compulsory in all NZ schools:			
Disagree (0-3)	26	27	23
Indifferent (4-6)	39	38	46
Agree (7-10)	33	34	31
Don't know	1	2	0
Total	100	100	100
NZ should adopt a new national flag:			
Disagree (0-3)	45	46	41
Indifferent (4-6)	32	32	36
Agree (7-10)	22	22	22
Don't know	1	1	1
Total	100	100	100

Continued



Table 12: Opinions about initiatives affecting New Zealand (continued)

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

	Total 2018	Total born in NZ 2018	Total born overseas 2018
Unweighted base =	1250	997	252
	%	%	%
NZ should become a republic (i.e. NZ should no longer be a constitutional monarchy, which means the Queen would no longer be our head of state):			
Disagree (0-3)	45	46	39
Indifferent (4-6)	36	36	39
Agree (7-10)	17	16	20
Don't know	2	2	2
Total	100	100	100
NZ's official national day should be changed to ANZAC Day rather than the current Waitangi Day:			
Disagree (0-3)	54	55	51
Indifferent (4-6)	32	31	35
Agree (7-10)	12	12	12
Don't know	2	2	2
Total	100	100	100

The base numbers shown are unweighted counts.

*Sub-sample based on those respondents who stated they were born in another country and moved to New Zealand fewer than 10 years ago.

Total may exceed 100% because of multiple responses.



Appendix A: Methodology

This online survey was completed as part of our ongoing social polling activities and was not sponsored or supported by any third party.

The interviewing was completed during August 2018, with a nationally-representative sample of respondents who had previously been interviewed for one of our telephone omnibus surveys and who had agreed to be re-contacted for another research project.

The achieved sample of n=1,250 was weighted post-data collection, by age and gender, to ensure it was representative of the population, 18 years and over. The weighting parameters were sourced from the 2013 Census of Population & Dwellings.

Results based on the total sample are subject to a maximum margin of error (MoE) of plus or minus 1.5% (at the 95% confidence level). This means that we can be 95% sure that the 19% of respondents who stated they were born in another country is the same figure we would have got had we interviewed everyone in the population, give or take 1.5%. Higher maximum MoEs apply in the case of sub-samples.