

research
NEW ZEALAND

**A Report on a Survey of New Zealanders
about their National Identity**





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).

This 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.

In September and October 2014 we repeated our National Identity Survey.¹

¹ The 2011 and 2014 National Identity Survey's were conducted via telephone with a nationally representative sample of New Zealanders aged 18 years of age and over. The 2011 survey had a sample size of n=1,252 and the 2014 survey had a sample size of n=1,001.



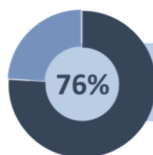
Key Findings

The key findings from this year's National Identity Survey are as follows:

- ◆ Seventy-six percent of respondents were born in New Zealand and 24 percent were born overseas.
- ◆ Forty-eight percent of respondents had an affinity only with New Zealand.
- ◆ Thirty-one percent of respondents who had an affinity with New Zealand and at least one other country, had an affinity with the United Kingdom. However, also prominent in this regard were those who had an affinity with New Zealand and Australia (23 percent), another European country (19 percent) or an Asian country (19 percent).
- ◆ Forty-seven percent of all respondents described themselves as a “New Zealander”. In comparison, 25 percent called themselves a “Kiwi”.
- ◆ Respondents who had an affinity with New Zealand and at least one other country were less likely to call themselves a “New Zealander” (30 percent). In comparison, 42 percent of respondents who were naturalised citizens described themselves as “New Zealanders”.
- ◆ When respondents were asked what achievements of New Zealand they felt most proud of, general sporting achievements were most frequently referred to (49 percent), as were the All Blacks specifically (28 percent).



Detailed Findings



76% of respondents were born in New Zealand

In line with the results of the 2013 Census of Population and Dwellings, the current National Identity Survey found that three-in-four respondents were born in New Zealand (76 percent, compared with 75 percent in the 2013 Census). This is similar to the result for the previous National Identity Survey (77 percent in August 2011).

While most of the 24 percent of respondents who were born overseas were born in the United Kingdom (31 percent), 27 percent stated they were born in an Asian country such as China or India, 13 percent were born in Africa, and 10 percent in a Pacific nation such as Samoa (Table 1).

Table 1: Birthplace

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

	Base =	Total 1001 %	Born outside New Zealand 233 %
New Zealand		76	0
Australia		1	6
Europe			
United Kingdom		7	31
Other Europe/Russia		2	9
Asia			
China		1	6
India/Pakistan		3	11
Other Asia		2	10
Pacific Nations			
Samoa		1	3
Fiji		1	5
Tonga		0	2
North and South America			
US/Canada		0	1
Other North or South America		0	2
Africa			
South Africa		3	11
Other Africa		0	2
Other		1	3
Total		100	100

Total may not sum to 100% due to rounding.

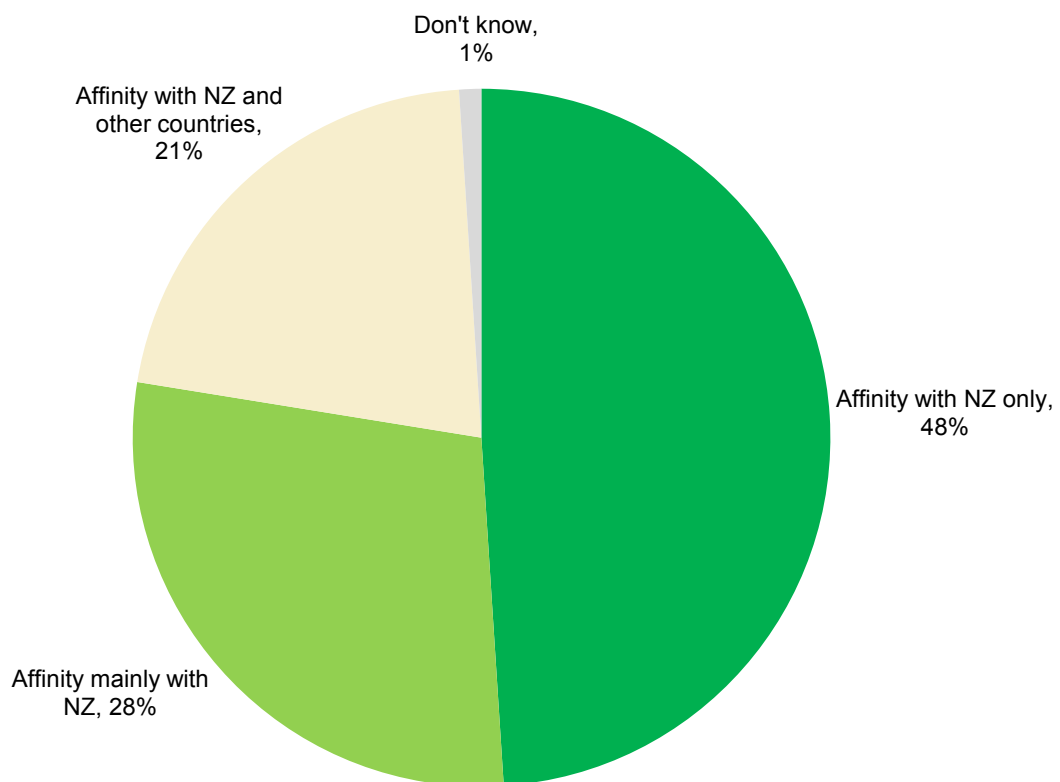


Respondents were asked, “On a scale of 0 to 10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?”

As shown in Figure 1, one-in-two respondents (48 percent) stated they only had an affinity with New Zealand (by giving a rating of ‘10’). This result is unchanged from 2011 (48 percent).

Less than one percent stated they did not have an affinity with New Zealand (by giving a rating of ‘0’), 28 percent had an affinity mainly with New Zealand (a rating of ‘8-9’) and 21 percent had an affinity with New Zealand and at least one other country (a rating of ‘1-7’).

Figure 1: Affinity with New Zealand²



² Note that the total does not sum to 100 percent due to rounding.



As expected, those who were born in New Zealand were significantly more likely to only have an affinity with New Zealand (57 percent, compared with 21 percent of those not born in New Zealand) (Table 2).

- ◆ Those who only had an affinity with New Zealand were also more likely to:
 - ◆ Be older (56 percent of those aged 55 years and over and 52 percent of 35 to 54 year olds, compared with 34 percent of 18 to 34 year olds).
 - ◆ Have a household income greater than \$80,000 per year (54 percent, compared with 46 percent of those with an income between \$40,000 and \$80,000 and 41 percent of those with an income of less than \$40,000).
 - ◆ Live in a rural area or small town with a population less than 10,000 (53 percent, compared with 45 percent of those living in a large town or city).

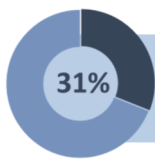
Respondents who were born overseas were more likely to only have an affinity with New Zealand if they identified as New Zealand European (27 percent, compared with 15 percent of those identifying with other ethnicities), and if they have become naturalised citizens since arriving in New Zealand (27 percent, compared with 15 percent of non-naturalised citizens; refer to Appendix B).

Table 2: Affinity with New Zealand

Q. To what extent would you say you have an affinity with New Zealand?

	Base =	Total 1001 %	Born in NZ 768 %	Born Overseas 233 %
0 – have no affinity with New Zealand		0	0	1
1		0	0	0
2		0	0	0
3		1	1	2
4		1	1	2
5 – have equal affinity with NZ and another country		7	4	17
6		4	3	9
7		8	7	12
8		16	14	23
9		12	13	10
10 – Affinity with only New Zealand		48	57	21
Don't know		1	1	3
Total		100	100	100

Total may not sum to 100% due to rounding.



31% of respondents who had an affinity with New Zealand and at least one other country had an affinity with the United Kingdom

Respondents who had an affinity with New Zealand and at least one other country (i.e. they gave a rating between ‘1’ and ‘7’ in response to the affinity question) were most likely to have an affinity with the United Kingdom (31 percent). A significant proportion of respondents who had an affinity with New Zealand and at least one other country, also had an affinity with Australia (23 percent), another European country (excluding the United Kingdom; 19 percent), or an Asian country (19 percent) (Table 3).

When these results are analysed by place of birth, those who were born in New Zealand were more likely to have an affinity with New Zealand and the United Kingdom (37 percent, compared with 25 percent of those born overseas), or with New Zealand and Australia (31 percent, compared with 13 percent of those born overseas). In comparison, those born overseas were more likely to have an affinity with New Zealand and an Asian country (27 percent, compared with 11 percent of those born in New Zealand).

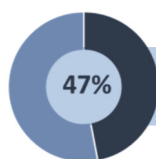
There were also significant differences in the responses to this question by age. Older respondents were significantly more likely to have an affinity with New Zealand and the United Kingdom (51 percent of respondents aged 55 years and older and 40 percent of 35 to 54 year olds, compared with 17 percent of 18 to 34 year olds). In addition, older respondents were less likely to have an affinity with New Zealand and an Asian country (eleven percent of respondents aged 55 years or older, compared with 25 percent of 35 to 54 year olds and 17 percent of 18 to 34 year olds) (refer to Appendix B).

Table 3: Countries respondents have an affinity with
Q. What other country or countries do you have an affinity with?

Base =	Total 203* %	Born in NZ 108 %	Born overseas 95 %
United Kingdom	31	37	25
Australia	23	31	13
China/other Asian country	19	11	27
European country	19	22	16
Canada/United States	11	11	11
Samoa	6	6	6
Other Pacific Island	6	3	10
South Africa	5	1	10
Cook Islands	1	1	1
Other	3	2	4
No other country	6	8	3
Don't Know	0	0	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.



of all respondents called themselves a “New Zealander”

When respondents were asked to describe their nationality, almost one-half (47 percent) described themselves as a “New Zealander”. One-quarter (25 percent) called themselves a “Kiwi” and 10 percent identified as “New Zealand European”. Six percent identified as “Māori” or “New Zealand Māori” (Table 4, overleaf).

Approximately half (53 percent) of respondents born in New Zealand refer to themselves as a “New Zealander” (as do 28 percent of those born overseas).

When the results to this question are analysed by demographic subgroups, there are significant differences in the profiles of those who identify as a “New Zealander” and those who identify as a “Kiwi” (refer to Appendix B).

- ◆ The following sub-groups were more likely to describe themselves as a “New Zealander”:
 - ◆ Older adults (62 percent of respondents aged 55 and over and 47 percent of 35 to 54 year olds, compared with 29 percent of 18 to 34 year olds).
 - ◆ Those with a Bachelor’s degree or higher (51 percent, compared with 43 percent of those with a secondary school qualification and 49 percent of those with no qualifications).

- ◆ In contrast, the following sub-groups were more likely to identify themselves as “Kiwi”:
 - ◆ Males (29 percent, compared with 21 percent of females).
 - ◆ Those who live in a rural area or small town (31 percent, compared with 23 percent of those who live in a large town or city with a population greater than 10,000).
 - ◆ Those with a polytechnic or trade qualification (34 percent of those with a polytechnic qualification or trade certificate, compared with 20 percent of those with a Bachelor’s degree or higher, and 23 percent of those with no qualifications).

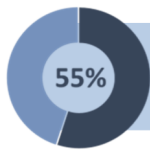


Table 4: How respondents describe their nationality

Q. When you are asked about your nationality, how do you describe yourself?

	Base =	Total 1001*	Born in NZ 768	Born Overseas 233
		%	%	%
New Zealander		47	53	28
Kiwi		25	29	12
New Zealand European		10	12	5
Maori/NZ Maori		6	8	0
European		5	3	8
English/Scottish/Irish/British		5	2	14
Pakeha		4	5	1
Samoan		2	1	3
Indian		1	1	4
Other Pacific Islander		2	0	6
Tongan		1	0	2
Chinese		1	1	4
Filipino		1	0	3
South African		1	0	4
Australian		1	0	4
Canadian/American		1	0	2
Other		13	5	38

Total may not sum to 100% due to multiple responses.



of those who only had an affinity for New Zealand called themselves a “New Zealander”

One-half (55 percent) of those who only had an affinity with New Zealand said they describe themselves as a “New Zealander” (Table 5). This result is significantly higher than the result obtained in August 2011 when 48 percent of respondents with an affinity only for New Zealand called themselves a “New Zealander”.

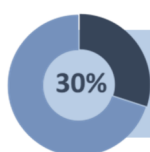
Those with an affinity for only New Zealand were also likely to call themselves a “Kiwi” (27 percent). This finding is not significantly different from the previous survey (24 percent in August 2011).

Table 5: How New Zealanders describe their nationality

Q. When you are asked about your nationality, how do you describe yourself?

	Base =	Total 990* %	Affinity with only NZ 501 %	Affinity mainly with NZ 286 %	Affinity with NZ and other countries 203 %
New Zealander		47	55	48	30
Kiwi		25	27	29	17
New Zealand European		10	9	12	10
Maori/NZ Maori		6	9	3	4
European		5	3	7	5
English/Scottish/Irish/British		5	2	6	10
Pakeha		4	5	3	6
Samoan		2	1	2	4
Indian		2	1	3	4
Other Pacific Islander		2	1	0	4
Tongan		1	1	0	1
Chinese		1	1	1	3
Filipino		1	0	1	2
South African		1	0	1	2
Australian		1	0	0	2
Canadian/American		1	0	1	1
Other		12	7	13	23

*Sub-sample based on respondents who had an affinity for New Zealand. Total may not sum to 100% due to multiple responses.



of those who had an affinity with New Zealand and at least one other country called themselves a “New Zealander”

One-in-three respondents (30 percent) who had an affinity for New Zealand and at least one other country called themselves a “New Zealander”. Understandably, this is lower than the percentage of respondents who only had an affinity for New Zealand (55 percent). However, the result is the same as that recorded in 2011 (30 percent).

In addition, 17 percent of these respondents identified themselves as “Kiwi” (which is significantly higher than the 12 percent of respondents who reported this in 2011) and 10 percent identified as “New Zealand European”.

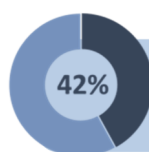
A significant proportion of respondents who had an affinity with New Zealand and at least one other country described their nationality in terms of the country (or countries) they have an affinity with. For example, these respondents were most likely to describe themselves as “English/Scottish/Irish” or “British” (10 percent), “Samoan” (four percent), “Indian” (four percent) or “Chinese” (three percent).

Table 6: How New Zealander’s describe their nationality

Q. When you are asked about your nationality, how do you describe yourself?

	Base =	Total 990* %	Affinity with only NZ 501 %	Affinity mainly with NZ 286 %	Affinity with NZ and other countries 203 %
New Zealander		47	55	48	30
Kiwi		25	27	29	17
New Zealand European		10	9	12	10
Maori/NZ Maori		6	9	3	4
European		5	3	7	5
English/Scottish/Irish/British		5	2	6	10
Pakeha		4	5	3	6
Samoan		2	1	2	4
Indian		2	1	3	4
Other Pacific Islander		2	1	0	4
Tongan		1	1	0	1
Chinese		1	1	1	3
Filipino		1	0	1	2
South African		1	0	1	2
Australian		1	0	0	2
Canadian/American		1	0	1	1
Other		12	7	13	23

*Sub-sample based on respondents who had an affinity for New Zealand.
Total may not sum to 100% due to multiple responses.



42% of respondents who were naturalised citizens described themselves as a “New Zealander”

Forty-two percent of respondents who were born overseas and have become naturalised citizens described themselves as a “New Zealander” (compared with 14 percent of those who have not become naturalised citizens) (Table 7). This result has not changed from 2011 (42 percent).

Naturalised citizens were also more likely to describe themselves as “Kiwi” (18 percent, compared with five percent of non-naturalised respondents). This result is significantly higher than that of 2011 (18 percent, compared with 12 percent in 2011).

Table 7: How respondents born overseas describe their nationality

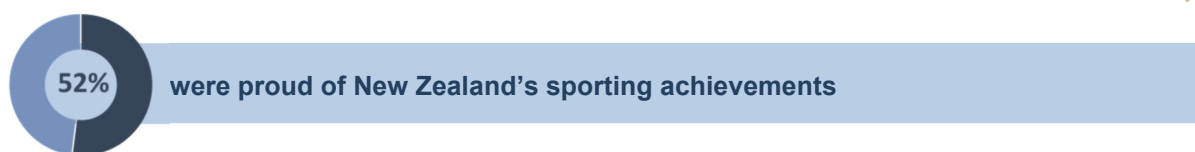
Q. When you are asked about your nationality, how do you describe yourself?

	Base =	Total 233*	Naturalised 117	Non-naturalised 116
		%	%	%
New Zealander		28	42	14
English/Scottish/Irish/British		14	10	18
Kiwi		12	18	5
Indian		8	5	10
European		8	1	15
Other Pacific Islander		6	4	8
New Zealand European		5	8	2
Chinese		4	3	5
South African		4	1	6
Samoan		3	5	1
Filipino		3	1	5
Australian		3	2	5
Tongan		2	3	1
Canadian/American		2	1	2
Pakeha		1	1	0
African		1	0	3
Other		38	21	54

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

*Sub-sample based on those respondents who were born overseas.



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 8).

One-half (49 percent) of all respondents stated that they were proud of New Zealand's general sporting achievements, while 28 percent specifically mentioned being proud of the All Blacks (Table 8). Both results are significantly higher than the 2011 results. Forty-one percent were proud of New Zealand's sporting achievements in 2011, while in 2014 49 percent were proud of New Zealand's sporting achievements. Additionally, 11 percent were proud of the All Blacks in 2011 and 28 percent were proud of the All Blacks in 2014.³

Respondents also tended to be proud of New Zealand's principles, such as our nuclear free policy and women's suffrage (21 percent), the achievements of Sir Edmund Hilary (14 percent), general scientific and research achievements or 'kiwi ingenuity' (11 percent), and the New Zealand culture (11 percent).

Respondents who were born in New Zealand were more likely to be proud of our national sports teams and individuals (53 percent, compared with 37 percent of those born overseas), and Sir Edmund Hilary (16 percent, compared with seven percent). In contrast, those born overseas were more likely to be proud of New Zealand's natural environment (15 percent, compared with five percent of those born in New Zealand).

³ The 2011 National Identity Survey was conducted in August, three months before the All Blacks won the 2011 Rugby World Cup.



Table 8: 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 1001 %	Born in NZ 768 %	Born overseas 233 %
Our national sports teams and individuals/General sporting achievements		49	53	37
The All Blacks		28	28	28
Principles (freedom of speech, democracy, nuclear free policy, NZ women were the first to be given the right to vote)		21	21	22
Sir Edmund Hilary/Mt Everest		14	16	7
New Zealand culture - friendly, laid back, caring, peaceful & helpful people		11	10	14
Scientific achievements generally/Research & development - "Kiwi ingenuity"		11	11	10
Clean, green image/Tourism industry		10	10	10
Other famous New Zealanders e.g. Billy T James, Kiri Te Kanawa		9	10	5
The natural environment		8	5	15
Ernest Rutherford/Splitting the atom		7	7	5
Agricultural/Pastoral industry		7	7	6
Political achievements/Helen Clark/Seat on UN Security Council		7	7	8
Business, industry, exports		6	7	4
Standard of living/Quality of life		6	4	10
Social Policies/Welfare State/Education/Treaty of Waitangi/Health System		6	4	10
War/Military/Peacekeeping		5	5	4
Peter Jackson/The movie industry		4	4	4
The music industry		3	3	2
New Zealand is a multi-cultural country		2	2	1
Maori culture/achievements		1	1	1
For a small country we have achieved a lot		1	1	1
Nothing in particular/Proud of what New Zealand achieves generally		6	7	6
Other		5	4	6
Don't know/Can't think of any		5	5	5

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



Appendix A: Tables by demographic sub-groups

Table 9: Affinity by gender

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extend would you say you have an affinity with New Zealand?

	Base =	Total 1001 %	Male 456 %	Female 545 %
0 – have no affinity with New Zealand		0	0	1
1		0	0	0
2		0	0	0
3		1	1	1
4		1	1	1
5 – have equal affinity with NZ and another country		7	7	7
6		4	4	5
7		8	10	7
8		16	18	15
9		12	12	13
10 – Affinity with only New Zealand		48	46	50
Don't know		1	1	2
Total		100	100	100

Total may not sum to 100% due to rounding.

Table 10: Affinity by age

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extend would you say you have an affinity with New Zealand?

	Base =	Total 1001 %	18-34 years 200 %	35-54 years 394 %	55+ years 407 %
0 – have no affinity with New Zealand		0	1	0	0
1		0	0	0	0
2		0	0	0	0
3		1	3	0	0
4		1	2	1	0
5 – have equal affinity with NZ and another country		7	14	6	3
6		4	7	3	3
7		8	11	8	6
8		16	16	17	15
9		12	10	12	14
10 – Affinity with only New Zealand		48	34	52	56
Don't know		1	1	1	1
Total		100	100	100	100

Total may not sum to 100% due to rounding.



Table 11: Affinity by income

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

	Base =	Total	Under \$40,000	\$40,000-\$80,000	\$80,000+	Don't know/refused
		1001	259	293	342	107
		%	%	%	%	%
0 – have no affinity with New Zealand		0	0	1	0	0
1		0	0	0	0	1
2		0	1	0	0	0
3		1	1	1	0	3
4		1	2	1	0	0
5 – have equal affinity with NZ and another country		7	12	5	6	5
6		4	5	4	4	3
7		8	8	10	7	10
8		16	17	17	17	11
9		12	13	14	11	6
10 – Affinity with only New Zealand		48	41	46	54	55
Don't know		1	0	1	0	6
Total		100	100	100	100	100

Total may not sum to 100% due to rounding.

Table 12: Affinity by ethnicity

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

	Base =	Total	NZ European	Māori	Pacific	Other/Refused
		1001	671	84	29**	217
		%	%	%	%	%
0 – have no affinity with New Zealand		0	0	0	4	1
1		0	0	1	0	0
2		0	0	0	0	0
3		1	1	0	0	2
4		1	1	0	0	1
5 – have equal affinity with NZ and another country		7	5	1	37	12
6		4	4	1	3	8
7		8	8	9	7	10
8		16	17	5	16	18
9		12	14	8	4	9
10 – Affinity with only New Zealand		48	50	74	21	37
Don't know		1	1	0	9	2
Total		100	100	100	100	100

Total may not sum to 100% due to rounding.

**Caution: low base number of respondents – results are indicative only.



Table 13: Affinity by area

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

	Base =	Total 1001 %	Rural area or small town 310 %	Large town or city 665 %	Don't know 26*
0 – have no affinity with New Zealand		0	1	0	0
1		0	0	0	0
2		0	0	0	0
3		1	0	1	0
4		1	2	1	0
5 – have equal affinity with NZ and another country		7	4	8	11
6		4	3	5	4
7		8	7	9	21
8		16	13	18	3
9		12	15	11	0
10 – Affinity with only New Zealand		48	53	45	61
Don't know		1	2	1	0
Total		100	100	100	100

Total may not sum to 100% due to rounding.

* Caution: low base number of respondents – results are indicative only.

Table 14: Affinity by highest qualification

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

	Base =	Total 1001 %	None/ No qualification 99 %	Secondary school 292 %	Polytechnic or Trade Certificate 225 %	Bachelor's Degree or higher 348 %
0 – have no affinity with New Zealand		0	1	0	0	0
1		0	1	0	0	0
2		0	0	0	0	0
3		1	0	1	2	1
4		1	2	1	1	0
5 – have equal affinity with NZ and another country		7	1	9	5	9
6		4	4	5	3	5
7		8	4	7	8	11
8		16	13	16	19	16
9		12	15	9	13	14
10 – Affinity with only New Zealand		48	57	51	47	43
Don't know		1	3	1	1	1
Total		100	100	100	100	100

Total may not sum to 100% due to rounding.

Respondents with "other" qualifications are not shown.



Table 15: Affinity by age for New Zealand born respondents only

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

	Base =	Total 768*	18-34 years 138	35-54 years 299	55+ years 331
		%	%	%	%
0 – have no affinity with New Zealand		0	0	0	0
1		0	0	0	1
2		0	1	0	0
3		1	3	0	0
4		1	1	1	0
5 – have equal affinity with NZ and another country		4	9	2	2
6		3	4	3	2
7		7	9	7	6
8		14	15	15	13
9		13	13	12	14
10 – Affinity with only New Zealand		57	45	61	61
Don't know		1	0	1	1
Total		100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on respondents who were born in New Zealand.

Table 16: Affinity by income for New Zealand born respondents only

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

	Base =	Total 768*	Under \$40,000 205	\$40,000- \$80,000 222	\$80,000+ 265	Don't know/ Refused 76
		%	%	%	%	%
0 – have no affinity with New Zealand		0	0	0	0	0
1		0	0	0	0	1
2		0	1	0	0	0
3		1	1	1	0	0
4		1	2	0	0	0
5 – have equal affinity with NZ and another country		4	9	2	1	1
6		3	4	2	2	4
7		7	7	8	6	6
8		14	16	16	12	9
9		13	13	16	12	6
10 – Affinity with only New Zealand		57	46	53	65	70
Don't know		1	0	1	0	2
Total		100	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on respondents who were born in New Zealand.



Table 17: Affinity by ethnicity for New Zealand born respondents only

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

Base =	NZ				
	Total	European	Māori	Pacific	Other/ Refused
	768*	579	83	9**	97
	%	%	%	%	%
0 – have no affinity with New Zealand	0	0	0	0	0
1	0	0	1	0	0
2	0	0	0	0	0
3	1	1	0	0	1
4	1	1	0	0	0
5 – have equal affinity with NZ and another country	4	4	1	36	2
6	3	3	1	7	2
7	7	7	9	0	5
8	14	16	5	36	8
9	13	14	8	10	13
10 – Affinity with only New Zealand	57	53	74	10	67
Don't know	1	0	0	0	2
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on respondents who were born in New Zealand.

**Caution: low base number of respondents – results are indicative only.

Table 18: Affinity by area for New Zealand born respondents only

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

Base =	Total	Rural area or small town	Large town or city	Don't know
	768*	260	490	18**
	%	%	%	%
0 – have no affinity with New Zealand	0	0	0	0
1	0	0	0	0
2	0	0	0	0
3	1	1	1	0
4	1	2	0	0
5 – have equal affinity with NZ and another country	4	3	4	11
6	3	2	3	0
7	7	6	8	13
8	14	10	17	0
9	13	14	13	0
10 – Affinity with only New Zealand	57	61	54	77
Don't know	1	1	0	0
Total	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on respondents who were born in New Zealand.



Table 19: Affinity by education status for New Zealand born respondents only

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

	Base =	Total 768*	None/No qualification 88	Secondary school 232	Polytechnic or Trade Certificate 184	Bachelor's Degree or higher 235
		%	%	%	%	%
0 – have no affinity with New Zealand		0	0	0	0	0
1		0	1	0	0	0
2		0	0	1	0	0
3		1	0	1	1	0
4		1	0	1	1	0
5 – have equal affinity with NZ and another country		4	1	5	3	4
6		3	1	4	2	3
7		7	3	7	5	10
8		14	15	14	17	12
9		13	14	9	15	16
10 – Affinity with only New Zealand		57	62	57	55	54
Don't know		1	2	0	1	0
Total		100	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on respondents who were born in New Zealand, but excludes those with "other" qualifications.

Table 20: Affinity by gender for overseas born respondents only

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

	Base =	Total 233*	Male 96	Female 137
		%	%	%
0 – have no affinity with New Zealand		1	0	2
1		0	0	0
2		0	1	0
3		2	2	2
4		2	3	1
5 – have equal affinity with NZ and another country		17	15	19
6		9	10	9
7		12	15	11
8		23	24	22
9		10	6	13
10 – Affinity with only New Zealand		21	24	19
Don't know		3	1	4
Total		100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on respondents who were born overseas.



Table 21: Affinity by age for overseas born respondents only

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

	Base =	Total	18-34 years	35-54 years	55+ years
		233*	62	95	76
		%	%	%	%
0 – have no affinity with New Zealand		1	3	0	0
1		0	0	0	0
2		0	0	1	0
3		2	3	1	0
4		2	3	2	0
5 – have equal affinity with NZ and another country		17	24	18	8
6		9	13	4	11
7		12	15	13	8
8		23	20	25	23
9		10	4	11	16
10 – Affinity with only New Zealand		21	10	24	32
Don't know		3	4	1	2
Total		100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on respondents who were born overseas.

Table 22: Affinity by income for overseas born respondents only

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

	Base =	Total	Under \$40,000	\$40,000-\$80,000	\$80,000+	Don't know/refused
		233*	54	71	77	31
		%	%	%	%	%
0 – have no affinity with New Zealand		1	0	4	0	0
1		0	0	0	0	0
2		0	2	0	0	0
3		2	0	1	0	9
4		2	2	4	1	0
5 – have equal affinity with NZ and another country		17	24	13	19	12
6		9	10	10	10	2
7		12	9	15	10	19
8		23	21	19	31	15
9		10	12	9	10	5
10 – Affinity with only New Zealand		21	20	25	17	23
Don't know		3	0	1	2	13
Total		100	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on respondents who were born overseas.



Table 23: Affinity by ethnicity for overseas born respondents only

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

	Base =	Total 233* %	New Zealand European 92 %	Other/Refused 120 %
0 – have no affinity with New Zealand		1	0	1
1		0	0	0
2		0	0	1
3		2	0	3
4		2	2	2
5 – have equal affinity with NZ and another country		17	11	19
6		9	8	12
7		12	10	14
8		23	24	25
9		10	17	7
10 – Affinity with only New Zealand		21	27	15
Don't know		3	1	2
Total		100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on respondents who were born overseas.

Note: "Māori" and "Pacific" are not shown in this table due to extremely low sample sizes.

Table 24: Affinity by area for overseas born respondents only

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

	Base =	Total 233* %	Rural area or small town 50 %	Large town or city 175 %
0 – have no affinity with New Zealand		1	3	1
1		0	0	0
2		0	2	0
3		2	0	2
4		2	2	2
5 – have equal affinity with NZ and another country		17	9	20
6		9	9	9
7		12	12	11
8		23	28	22
9		10	18	8
10 – Affinity with only New Zealand		21	14	23
Don't know		3	4	2
Total		100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on respondents who were born overseas.



Table 25: Affinity by education status for overseas born respondents only

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

	Base =	Total 233* %	None/No qualification 11** %	Secondary school 60 %	Polytechnic or Trade Certificate 41 %	Bachelor's Degree or higher 113 %
0 – have no affinity with New Zealand		1	12	0	0	0
1		0	0	0	0	0
2		0	0	0	0	0
3		2	0	0	2	3
4		2	15	2	4	0
5 – have equal affinity with NZ and another country		17	0	23	14	19
6		9	03	6	9	9
7		12	7	8	21	13
8		23	0	20	29	24
9		10	16	10	6	11
10 – Affinity with only New Zealand		21	16	27	14	19
Don't know		3	12	3	0	3
Total		100	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on respondents who were born overseas, but excludes those with "other" qualifications.

**Caution: low base number of respondents – results are indicative only.

Table 26: Affinity by naturalisation

Q. On a scale of 0-10 where 10 means having an affinity with only New Zealand and 0 means having no affinity with New Zealand, to what extent would you say you have an affinity with New Zealand?

	Base =	Total 233* %	Naturalised 117 %	Not naturalised 116 %
0 – have no affinity with New Zealand		1	2	0
1		0	0	0
2		0	0	1
3		2	1	2
4		2	1	3
5 – have equal affinity with NZ and another country		17	13	22
6		9	9	9
7		12	9	15
8		23	22	24
9		10	12	8
10 – Affinity with only New Zealand		21	27	15
Don't know		3	4	1
Total		100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on respondents who were born overseas.



Table 27: Countries respondents have an affinity with by gender

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

	Base =	Total 203*	Male 97	Female 106
		%	%	%
United Kingdom		31	25	37
Australia		23	21	24
Other European country		19	17	22
An Asian country		19	21	17
Canada/United States		11	14	9
Samoa		6	8	4
Other Pacific Island		6	4	8
South Africa		5	4	6
Cook Islands		1	1	1
Other		3	11	13

*Sub-sample based on those respondents who said they had an affinity with New Zealand and at least one other country.

Table 28: Countries respondents have an affinity with by age

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

	Base =	Total 203*	18-34 years 74	35-54 years 73	55+ years 56
		%	%	%	%
United Kingdom		31	17	40	51
Australia		23	23	14	34
Other European country		19	16	21	23
An Asian country		19	19	25	11
Canada/United States		11	12	5	18
Samoa		6	10	1	4
Other Pacific Island		6	9	4	2
South Africa		5	7	4	4
Cook Islands		1	0	1	2
Other		3	2	3	7

*Sub-sample based on those respondents who said they had an affinity with New Zealand and at least one other country.



Table 29: Countries respondents have an affinity with by income

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

	Base =	Total 203* %	Under \$40,000 66 %	\$40,000- \$80,000 58 %	\$80,000+ 58 %	Don't know/ refused 21** %
United Kingdom		31	24	33	40	26
Australia		23	25	21	25	11
Other European country		19	21	15	22	17
An Asian country		19	14	22	22	17
Canada/United States		11	13	14	9	8
Samoa		6	15	3	0	0
Other Pacific Island		6	7	5	2	19
South Africa		5	2	10	6	0
Cook Islands		1	1	0	0	4
Other		3	2	0	7	4

*Sub-sample based on those respondents who said they had an affinity with New Zealand and at least one other country.

** Caution: low base number of respondents – results are indicative only.

Table 30: Countries respondents have an affinity with by ethnicity

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

	Base =	Total 203* %	NZ European 111 %	Māori 10** %	Pacific 14** %	Other/ refused 68 %
United Kingdom		31	44	17	0	21
Australia		23	29	20	22	14
Other European country		19	24	20	7	14
An Asian country		19	11	8	7	35
Canada/United States		11	11	30	17	8
Samoa		6	0	0	62	3
Other Pacific Island		6	2	0	26	9
South Africa		5	8	0	0	2
Cook Islands		1	0	8	5	0
Other		3	2	0	5	4

*Sub-sample based on those respondents who said they had an affinity with New Zealand and at least one other country.

** Caution: low base number of respondents – results are indicative only.



Table 31: Countries respondents have an affinity with by area

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

	Total	Rural area or small town	Large town or city	Don't know
Base =	203*	51	148	9**
	%	%	%	%
United Kingdom	31	34	32	11
Australia	23	33	20	11
Other European country	19	16	20	20
An Asian country	19	13	21	15
Canada/United States	11	9	13	0
Samoa	6	0	8	9
Other Pacific Island	6	7	5	15
South Africa	5	7	4	10
Cook Islands	1	0	1	0
Other	3	0	4	9

*Sub-sample based on those respondents who said they had an affinity with New Zealand and at least one other country.

** Caution: low base number of respondents – results are indicative only.

Table 32: Countries respondents have an affinity with by highest qualification

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

	Total	None/No qualification	Secondary school	Polytechnic or Trade Certificate	Bachelors Degree or higher
Base =	203*	12**	60	38	87
	%	%	%	%	%
United Kingdom	31	44	31	23	16
Australia	23	30	23	38	34
Other European country	19	7	24	10	21
An Asian country	19	22	10	8	29
Canada/United States	11	14	15	9	10
Samoa	6	0	9	5	6
Other Pacific Island	6	0	7	8	5
South Africa	5	0	8	6	3
Cook Islands	1	0	1	0	1
Other	3	0	1	2	6

*Sub-sample based on those respondents who said they had an affinity with New Zealand and at least one other country, but excludes those with "other" qualifications.

** Caution: low base number of respondents – results are indicative only.



Table 33: How New Zealander's with only an affinity for NZ describe their nationality by gender

Q. When you are asked about your nationality, how do you describe yourself?

	Base =	Total 501*	Male 220	Female 281
		%	%	%
New Zealander		55	56	54
Kiwi		27	33	22
New Zealand European		9	6	12
Māori/NZ Māori		9	8	11
Pakeha		5	3	6
English/Scottish/Irish/British		2	2	1
European		3	2	3
Samoan		1	0	1
Other Pacific Islander		1	1	1
Chinese		1	0	1
Indian		1	2	0
Tongan		1	0	2
Filipino		0	0	0
South African		0	0	0
Australian		0	0	0
African		0	0	0
Canadian/American		0	0	0
Cook Island Māori		0	0	0
Niuean		0	0	0
Other		7	7	7

*Sub-sample based on those respondents who only had an affinity for New Zealand

Table 34: How New Zealander's with only an affinity for NZ describe their nationality by age

Q. When you are asked about your nationality, how do you describe yourself?

	Base =	Total 501*	18-34 years 70	35-54 years 204	55+ years 227
		%	%	%	%
New Zealander		55	35	55	65
Kiwi		27	38	26	22
New Zealand European		9	11	9	8
Māori/NZ Māori		9	21	8	4
Pakeha		5	3	4	6
English/Scottish/Irish/British		2	0	0	4
European		3	0	4	3
Samoan		1	3	0	0
Other Pacific Islander		1	0	2	0
Chinese		1	1	0	1
Indian		1	2	1	0
Tongan		1	3	1	0
Filipino		0	0	0	0
South African		0	0	0	0
Australian		0	1	0	0
African		0	0	0	0
Canadian/American		0	0	0	0
Cook Island Māori		0	0	0	0
Niuean		0	0	0	0
Other		7	11	6	4

*Sub-sample based on those respondents who only had an affinity for New Zealand



Table 35: How New Zealanders with only an affinity for NZ describe their nationality by income

Q. When you are asked about your nationality, how do you describe yourself?

	Total	Under \$40,000	\$40,000-\$80,000	\$80,000+	Don't know/refused
Base =	501*	114	139	187	61
	%	%	%	%	
New Zealander	55	52	51	62	46
Kiwi	27	29	29	25	22
New Zealand European	9	14	7	8	8
Māori/NZ Māori	9	7	12	8	10
Pakeha	5	4	4	4	8
English/Scottish/Irish/British	2	3	1	1	3
European	3	1	4	2	7
Samoan	1	0	1	1	2
Other Pacific Islander	1	1	1	1	0
Chinese	1	1	0	1	2
Indian	1	0	2	1	0
Tongan	1	3	1	0	2
Filipino	0	0	0	0	0
South African	0	0	1	0	0
Australian	0	0	2	0	2
African	0	0	0	0	2
Canadian/American	0	0	1	0	0
Cook Island Māori	0	0	0	1	0
Niuean	0	0	0	0	0
Other	7	8	9	4	7

*Sub-sample based on those respondents who only had an affinity for New Zealand

Table 36: How New Zealanders with only an affinity for NZ describe their nationality by ethnicity

Q. When you are asked about your nationality, how do you describe yourself?

	Total	NZ European	Māori	Pacific	Other/refused
Base =	501*	346	62	7**	86
	%	%	%	%	%
New Zealander	55	65	16	13	51
Kiwi	27	27	24	0	29
New Zealand European	9	12	2	0	3
Māori/NZ Māori	9	0	62	0	4
Pakeha	5	6	3	0	1
English/Scottish/Irish/British	2	2	1	0	1
European	3	2	3	0	7
Samoan	1	0	0	31	2
Other Pacific Islander	1	0	0	25	2
Chinese	1	0	0	0	5
Indian	1	0	0	0	4
Tongan	1	0	0	31	4
Filipino	0	0	0	0	0
South African	0	0	0	0	1
Australian	0	0	0	0	2
African	0	0	0	0	1
Canadian/American	0	0	0	0	1
Cook Island Māori	0	0	1	0	0
Niuean	0	0	0	0	0
Other	7	3	7	44	19

*Sub-sample based on those respondents who only had an affinity for New Zealand

** Caution: low base number of respondents – results are indicative only.



Table 37: How New Zealander's with only an affinity for NZ describe their nationality by area

Q. When you are asked about your nationality, how do you describe yourself?

	Base =	Total 501* %	Rural area or small town 169 %	Large town or city 316 %	Don't know 16** %
New Zealander		55	51	57	52
Kiwi		27	32	24	21
New Zealand European		9	8	10	0
Māori/NZ Māori		9	12	7	24
Pakeha		5	3	5	6
English/Scottish/Irish/British		2	2	2	6
European		3	4	1	12
Samoan		1	1	1	0
Other Pacific Islander		1	0	1	0
Chinese		1	0	1	0
Indian		1	0	1	0
Tongan		1	0	1	5
Filipino		0	0	0	0
South African		0	1	0	0
Australian		0	0	0	6
African		0	0	0	6
Canadian/American		0	0	0	0
Cook Island Māori		0	1	0	0
Niuean		0	0	0	0
Other		7	5	7	18

*Sub-sample based on those respondents who only had an affinity for New Zealand

** Caution: low base number of respondents – results are indicative only.



Table 38: How New Zealanders with only an affinity for NZ describe their nationality by highest qualification

Q. When you are asked about your nationality, how do you describe yourself?

	Base =	Total	None/No qualification	Secondary school	Polytechnic or Trade Certificate	Bachelor's Degree or higher
		501*	55	158	111	153
		%	%	%	%	%
New Zealander		55	49	51	54	60
Kiwi		27	28	31	33	20
New Zealand European		9	5	10	11	10
Māori/NZ Māori		9	22	6	10	9
Pakeha		5	0	5	7	5
English/Scottish/Irish/British		2	3	2	2	1
European		3	5	4	1	3
Samoan		1	0	2	0	1
Other Pacific Islander		1	0	1	0	1
Chinese		1	0	1	0	1
Indian		1	0	0	0	2
Tongan		1	2	1	1	0
Filipino		0	0	0	0	0
South African		0	0	1	0	0
Australian		0	2	1	0	0
African		0	0	0	0	0
Canadian/American		0	0	0	0	1
Cook Island Māori		0	0	1	0	0
Niuean		0	0	0	0	0
Other		7	7	8	1	9

*Sub-sample based on those respondents who only had an affinity for New Zealand, but excludes those with "other" qualifications.