

Issue no. 1

# *Quarterly Review*

MOOD OF THE NATION

***NEW ZEALAND***

**UMR**  
research

January **2005**

# Mood of the Nation Report

New Zealand 2005

## MOOD OF THE NATION Report

**This report is based on findings from UMR's omnibus surveys carried out during 2004. The UMR Omnibus is a nation-wide, monthly telephone survey using a sample size of 750 people aged 18 or over.**

### 1. Introduction

This is UMR's second annual Mood of the Nation report and the first of what will be our subscriber-only quarterly newsletters

We have included insights into how New Zealanders see aspects of their lives today, how financially secure they feel they will be in retirement and how things will be in 10 years time. We also cover the mood and direction of the nation as it enters election year 2005 and look back on the highs and lows of the political parties and their leaders.

We continue a series we introduced last year on the news stories people followed most closely over the past 12 months. Those with an interest in business can follow the swings in key indicators as well as the favourability ratings of major corporates.

Whether you're a teacher, a nurse, a businessman or a politician there's something here for you. Have a look at how New Zealanders rate various occupations or which institutions people have the most and least confidence in.

This year we undertook a Māori omnibus survey, so we have included findings from that which highlight some interesting differences in perceptions between Māori and non-Māori. And as constitutional issues have come increasingly into focus, we have a look at how much emphasis people believe is put on the Treaty of Waitangi and review how views have changed over the years on whether New Zealand should become a republic.

#### E-mail subscription:

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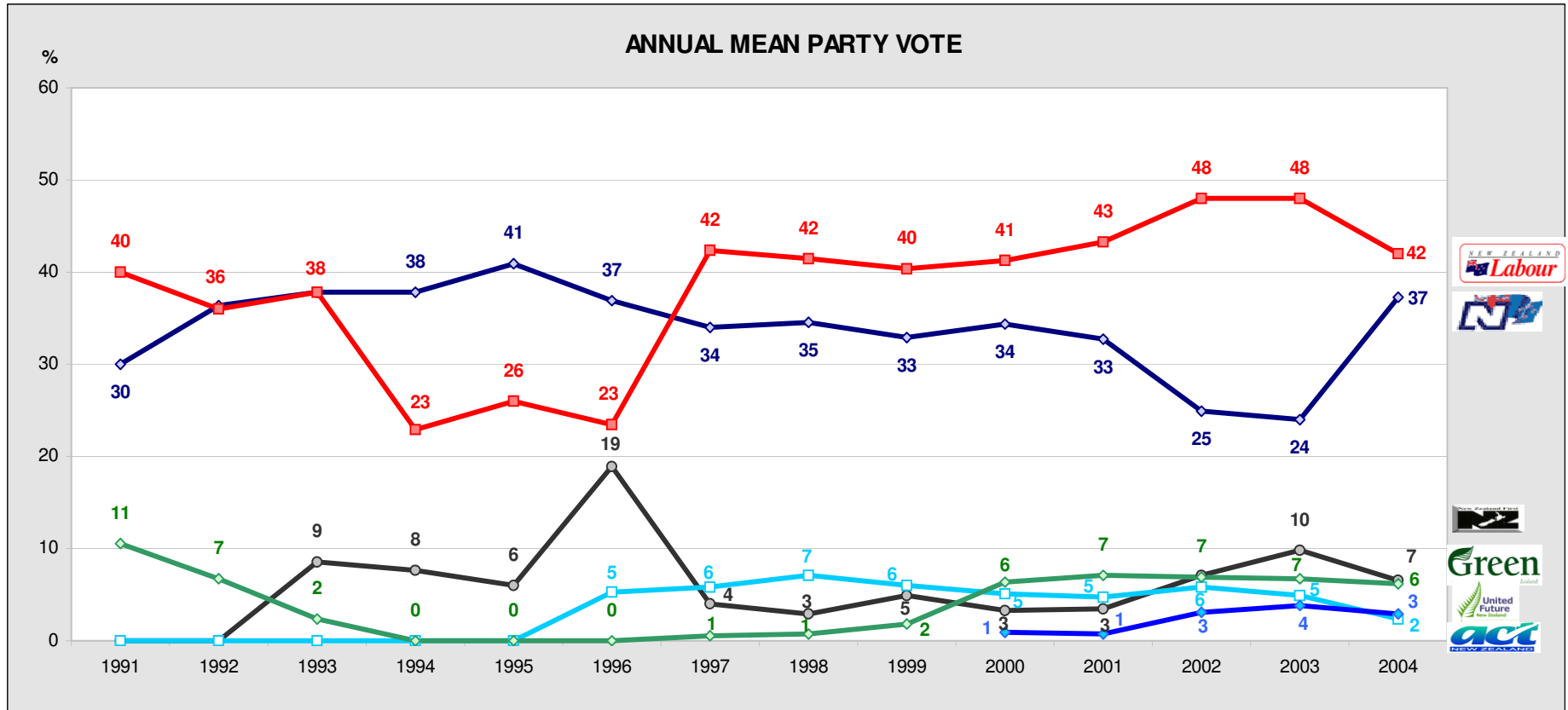


## 2. Political Party Support

### 2004 Annual Average Party Support

Labour's average level of support in 2004 fell sharply to 42% from its peak of 48% for 2002 and 2003 while National's support rose sharply from 24% to 37%. All the minor parties saw their average level of support fall. The Greens, whose average level of support had been 7% for the past four years, saw their average fall to 6%.

ACT took the biggest hit with its average support level falling from 5% to 2.3% and United Future dropped from 4% to 2.8%. New Zealand First saw its support dip from 10% to 7%. Since its inception in May 2004, the Māori Party has averaged 1.8% support.



## 2004 Trends

The most dramatic shift in party support occurred at the beginning of the year when National leaped 13% in one month to gain 44% support and became the most popular party, a feat it had not achieved since September-October 2000. This lift in support followed months of public debate over ownership of the foreshore and seabed, Don Brash's speech at Orewa, his sacking of Georgina Te Heuheu as National's Māori Affairs spokesperson and a widely publicised mud-slinging incident at Waitangi. While Labour's support fell to 38% that month, other parties, New Zealand First and most notably ACT, were to become casualties too.

As the year progressed and the intensity of the race relations debate ebbed, National's support slipped steadily while Labour recovered the levels of support it had consistently enjoyed during the latter half of 2003. Of all the minor parties, only New Zealand First and the Greens remained consistently above the critical 5% threshold during 2004.

### Labour

Labour's year began with a shudder as it fell from 43% to 38% in February as a result of National's sharp rise in the polls. Its lowest point was not to come till July when it recorded 37% support not many weeks after the election of Tariana Turia as a Māori Party MP and as the new party began to establish itself. However, the latter half of the year saw Labour reassert itself as the most popular party once again averaging a fraction under 44% support for the last three months of 2004.

### National

The National Party's leap in the polls from 31% in January to a peak of 44% in February saw it record its highest monthly poll result since UMR began this series in 1991. However, the party failed to capitalise on this surge in support and its support slipped at one point as low as 33%. For the last three months of the year National averaged 35% support.

### ACT

National's rise in the polls this year was at ACT's expense. ACT, which had begun to lose support toward the end of 2003 after Don Brash took over the leadership of the National Party, reached its all-time low of 1% in February 2004 when National's support peaked. Despite a change in leadership, ACT never recovered and its support flickered between 2-3% for the remainder of the year.

### New Zealand First

New Zealand First was also initially a casualty of National's rise in the polls with its support halving from 10% in January to 5% in April. However, toward the end of the year the party showed signs of recovery as it polled 8% for the last two months of the year.

### United Future

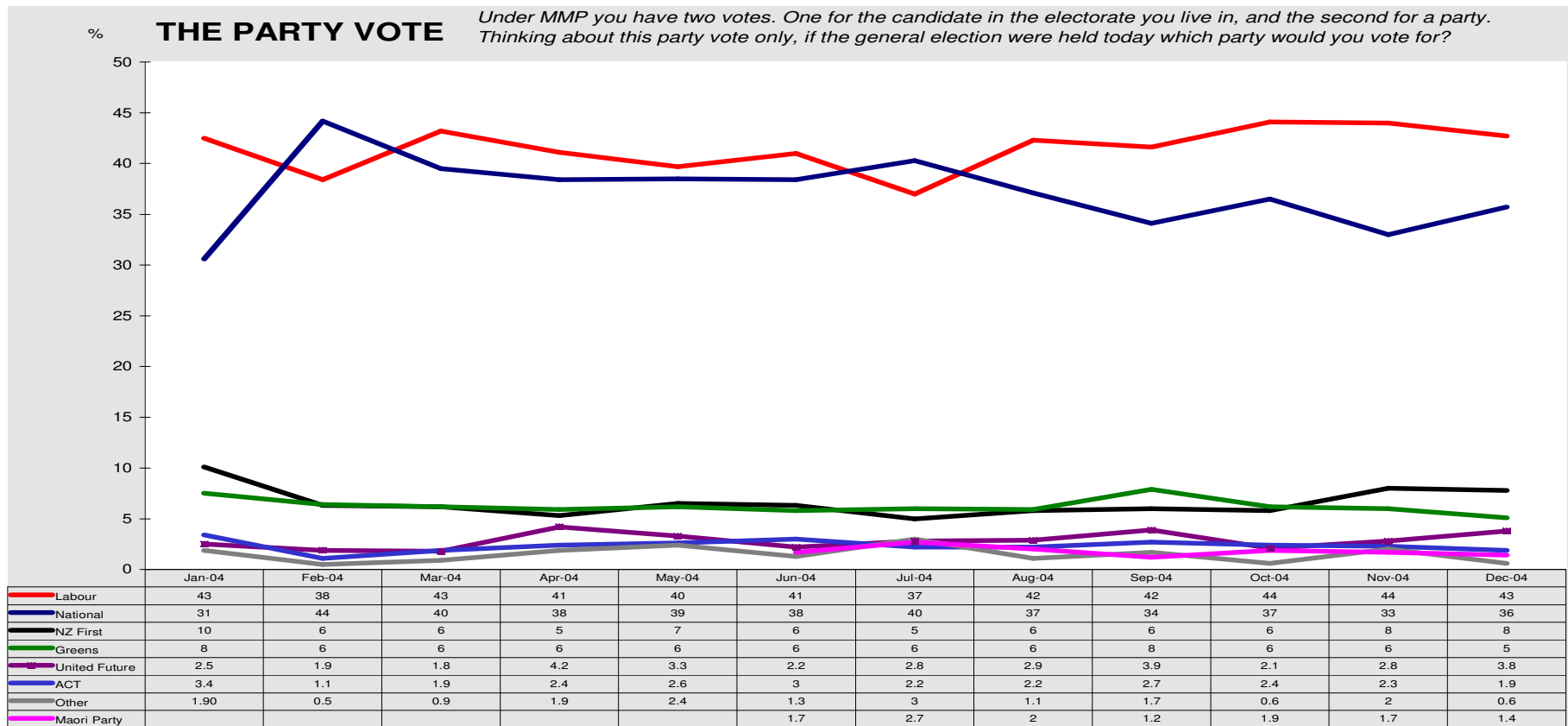
United Future made a faltering start to the year slipping to below 2% support over the first three months. It made something of a minor recovery and averaged a shade under 3% support for the last three months of the year.

### Greens

The Greens maintained a steady level of consistent support in 2004 between 6-8% much as it had done the previous year. However, toward the end of the year there were signs of slippage as the party recorded 5% support in December, its low point for the year.

### Māori Party

The Māori Party made its debut in June 2004 with 2% support. Support peaked the following month at 3% and then gradually slipped back further till it recorded its lowest level of support at 1% in December.



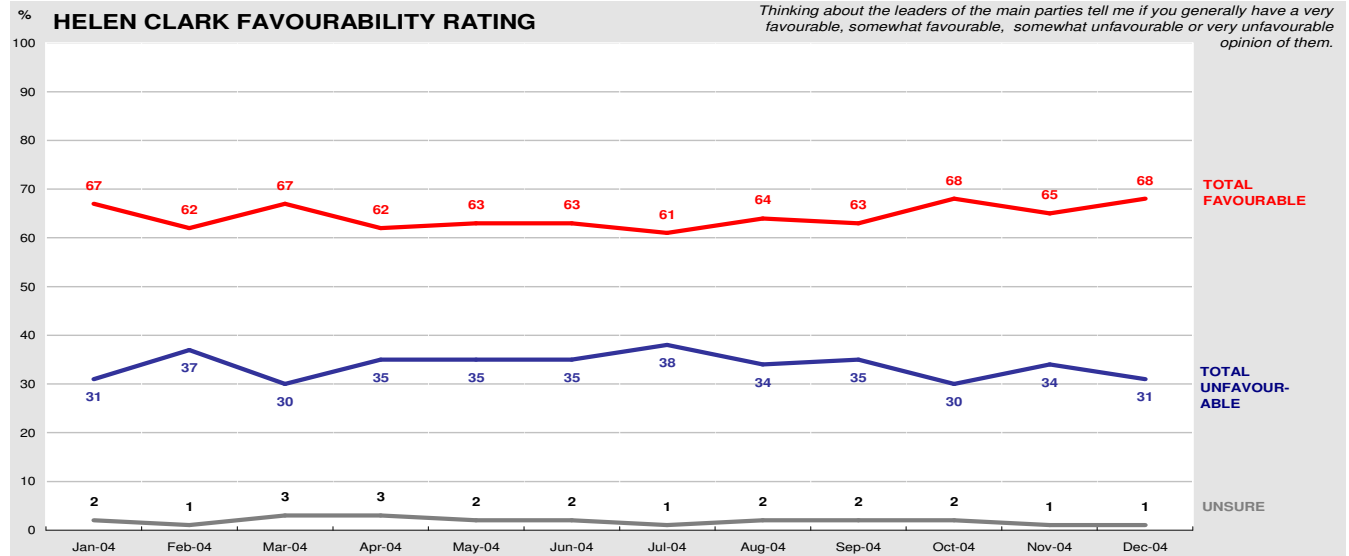
### 3. The Political Leaders

2004 saw Helen Clark maintain her strong lead in the favourability stakes and Don Brash unable to maintain an early peak for the remainder of the year. It was a good year for Peter Dunne who maintained positive net favourable ratings and Winston Peters who generally had positive net favourable ratings while new leaders Rodney Hide and Tariana

Turia saw their ratings deteriorate among all voters. Ms Turia though rated far better among Māori voters. And for one month Jeanette Fitzsimons briefly recorded her best net favourable rating for three years.

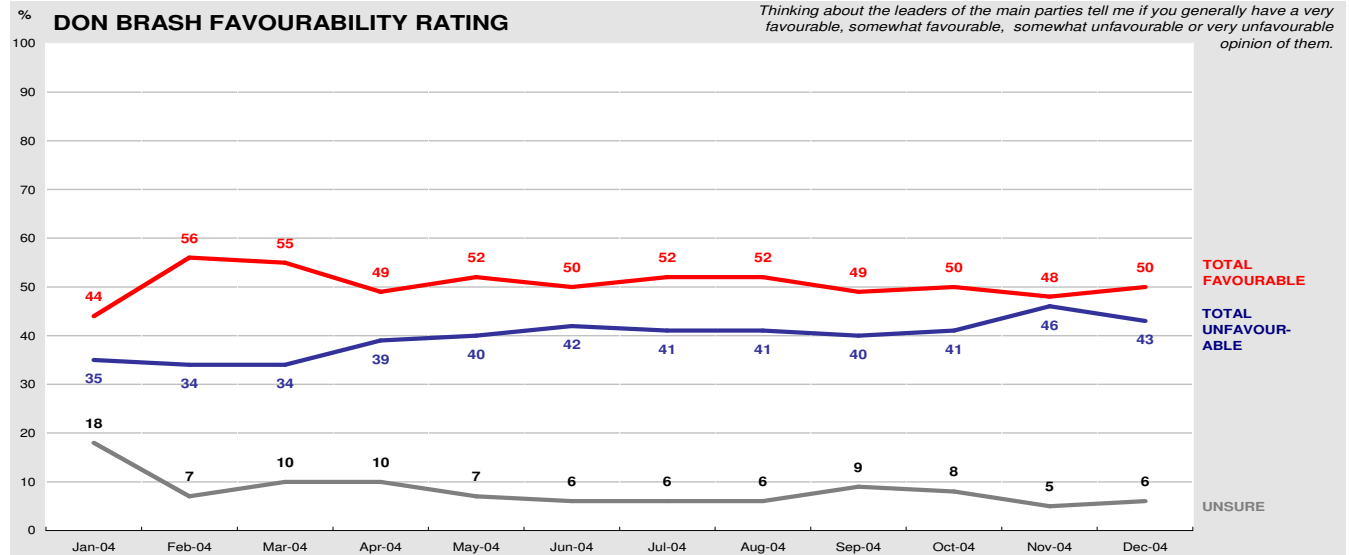
## Helen Clark

Helen Clark continued to maintain her strong favourable rating well ahead of all other leaders. Major political tremors like National's strong showing in the polls earlier in the year, Tariana Turia's breakaway from Labour and issues surrounding John Tamihere's resignation from Cabinet did not significantly affect her ratings. Her total favourable ranged between 61% and 68% and total unfavourable between 30% and 38% over the year. At the high point in October, her net favourable rating (total favourable less total unfavourable) was 38% and at the low point in July it was 23%.



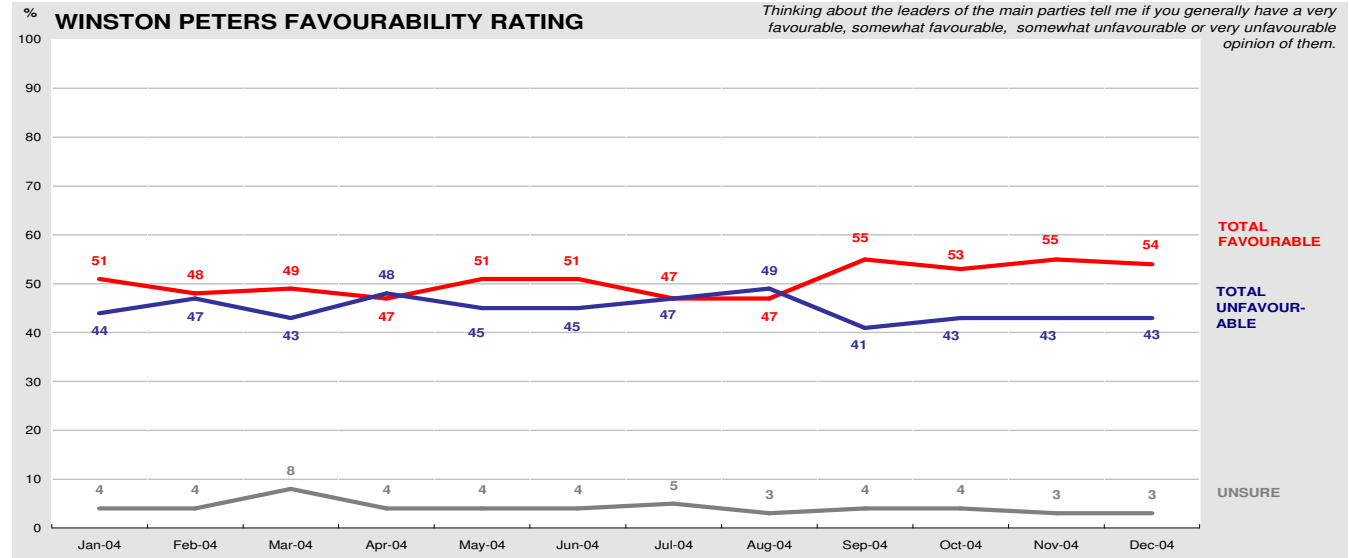
## Don Brash

Don Brash's total favourable rating received a boost as his party's fortunes rose; peaking in February with 56% total favourable and 34% total unfavourable giving him his best net favourable rating of 22%. As the year progressed, his total favourable rating steadily fell and his total unfavourable rating rose till by December his net favourable rating was 7% (total favourable 50%; total unfavourable 43%).



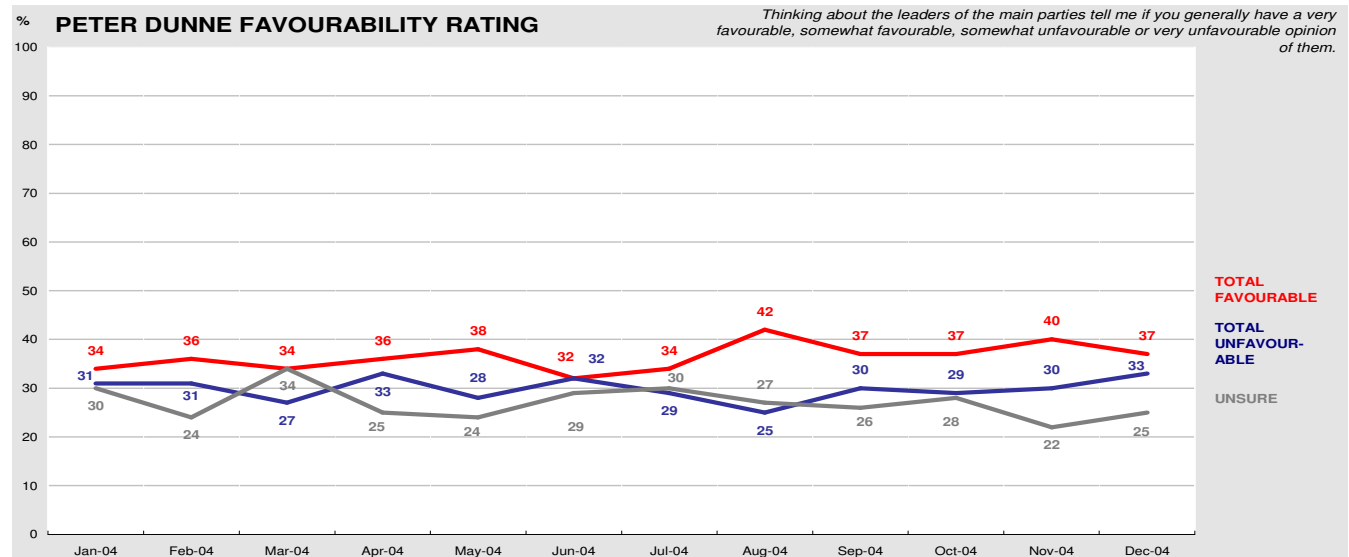
## Winston Peters

2004 was a good year for Winston Peters as he consistently experienced his highest favourable and lowest unfavourable ratings since the mid-1990s. The high point came for him in September when his net favourable rating peaked at 14%, his best rating since 1996 with total favourable on 55% and total unfavourable on 41%.



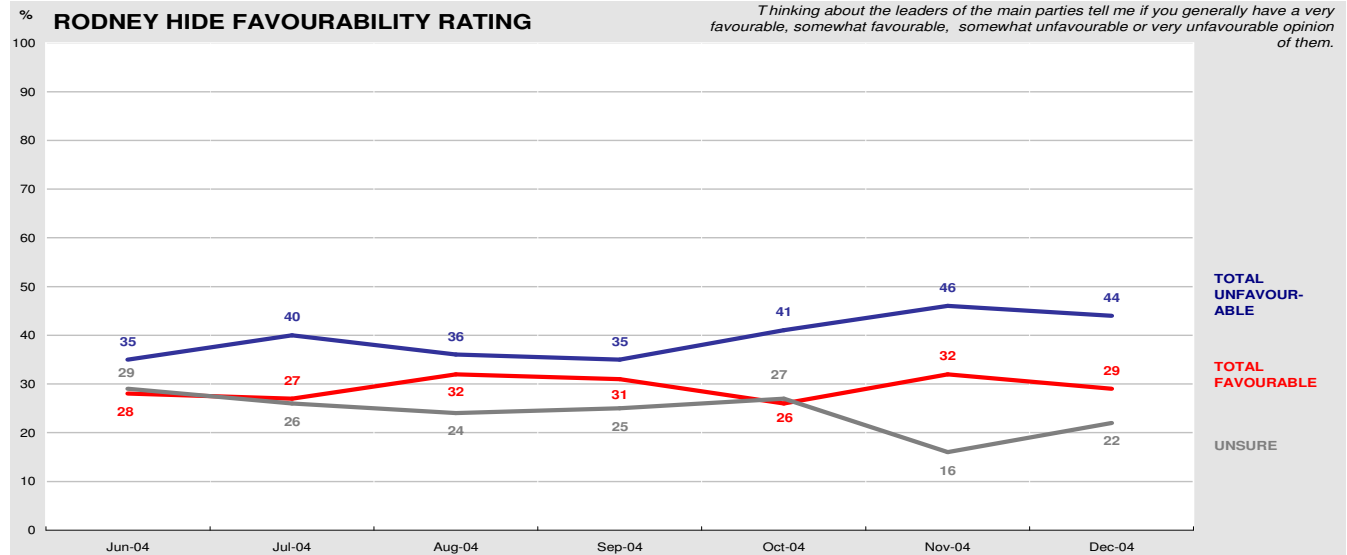
## Peter Dunne

Peter Dunne's favourability rating remained quite consistent throughout the year ending with a net favourable rating of 4%. He began the year with a total favourable rating in January of 34% which rose to 37% in December while his total unfavourable rating rose from 31% in January to 33% in December. The high point for the year came for him in August when he recorded a net favourable rating of 17% (total favourable 42%; total unfavourable 25%).



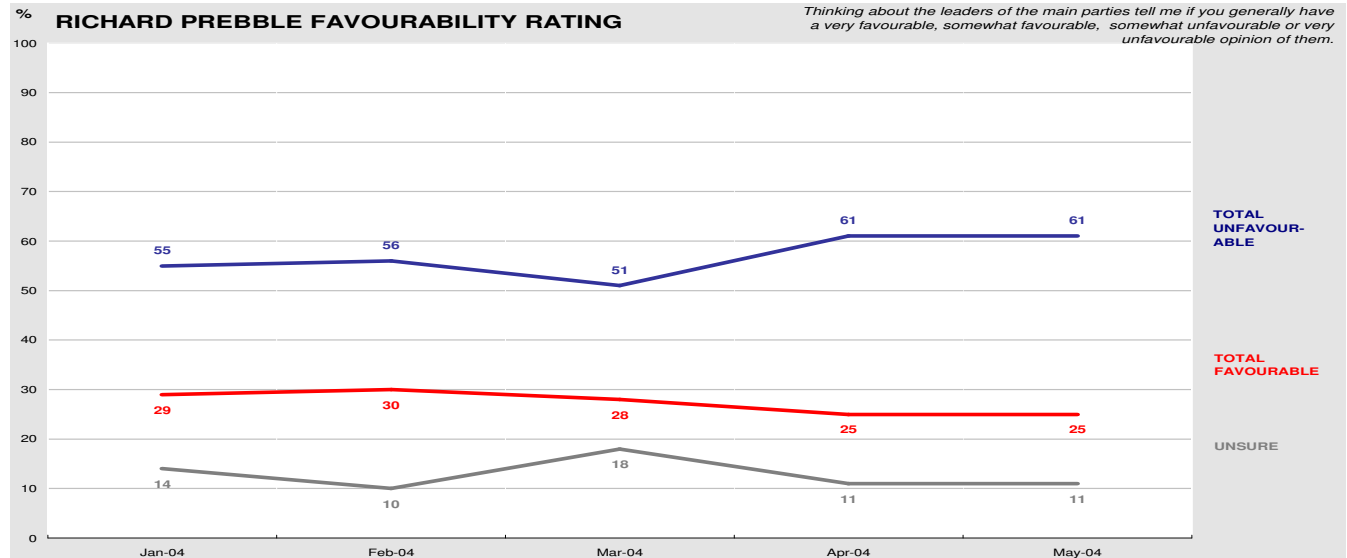
## Rodney Hide

Rodney Hide made his debut in the leadership favourability stakes in June with a total favourable rating of 28% and a total unfavourable rating of 35%, giving a net rating of -7%. Over the following months both rose, but the total unfavourable rating gradually began to outpace the total favourable rating. He ended the year with a net favourability of -15% (total favourable 29%; total unfavourable 44%), albeit it an improvement on his predecessor, Richard Prebble, whose last net favourable rating was -36% in May 2004.



## Richard Prebble

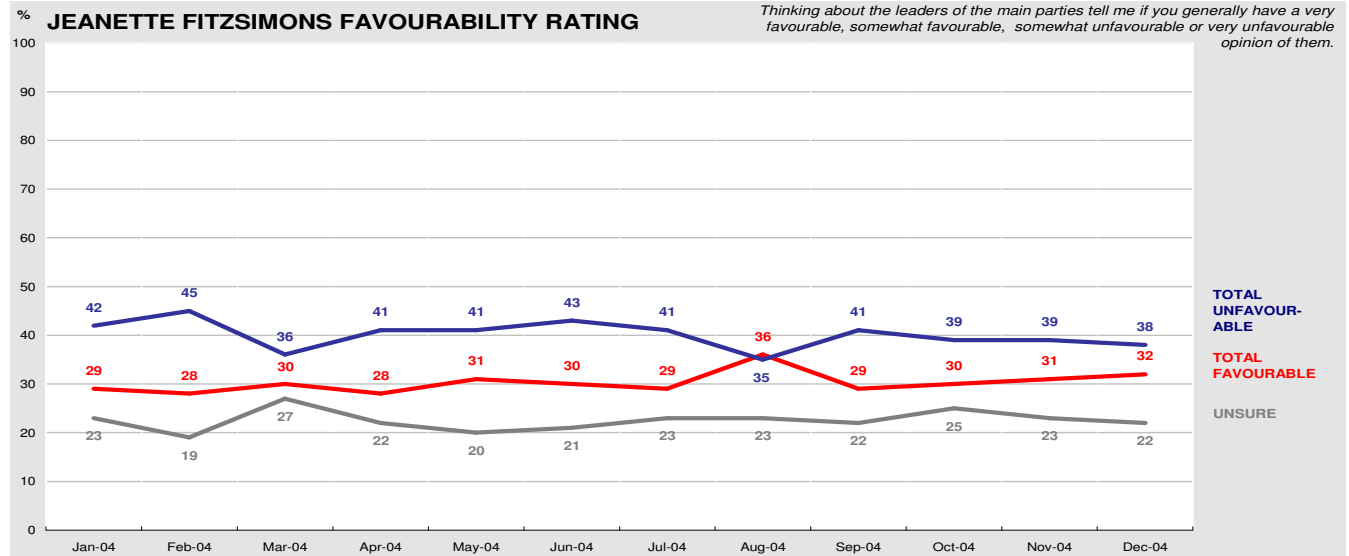
While Richard Prebble stepped down from the ACT leadership with a net -36% favourability rating, this was far from his most unfavourable rating. That came in December 2000 when he achieved a net favourable rating of -52% (favourable 19%; unfavourable 71%).





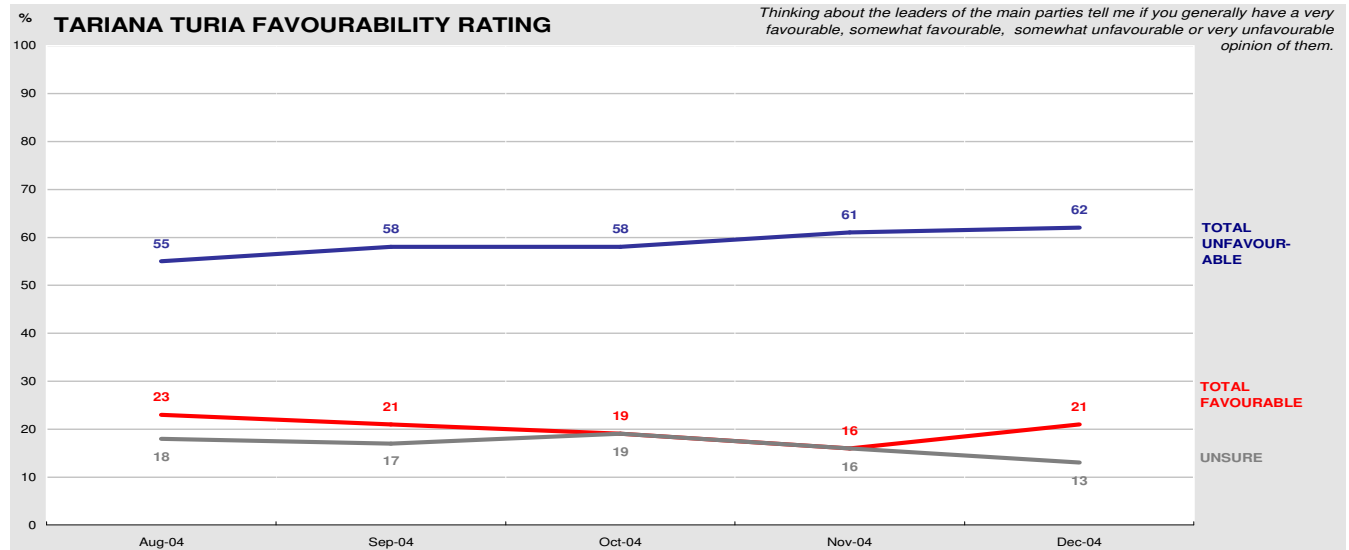
## Jeanette Fitzsimons

For one brief poll in August Jeanette Fitzsimons recorded a net favourable rating of 1% when her total favourable was 36% and total unfavourable 35%, her best net rating since 2001. She ended the year with a net favourable rating of -6% which was an improvement on her start of year rating of -13% in January.



## Tariana Turia

Tariana Turia's debut in the leadership ratings saw her start with a net favourable rating among all voters of -32% which deteriorated to -41% by December. Among Māori voters, though, her net favourable rating was decidedly more positive. Over the months since she became party leader her total favourable rating among Māori voters has averaged 49%, and her total unfavourable 30% giving an average net favourable rating of 19%.

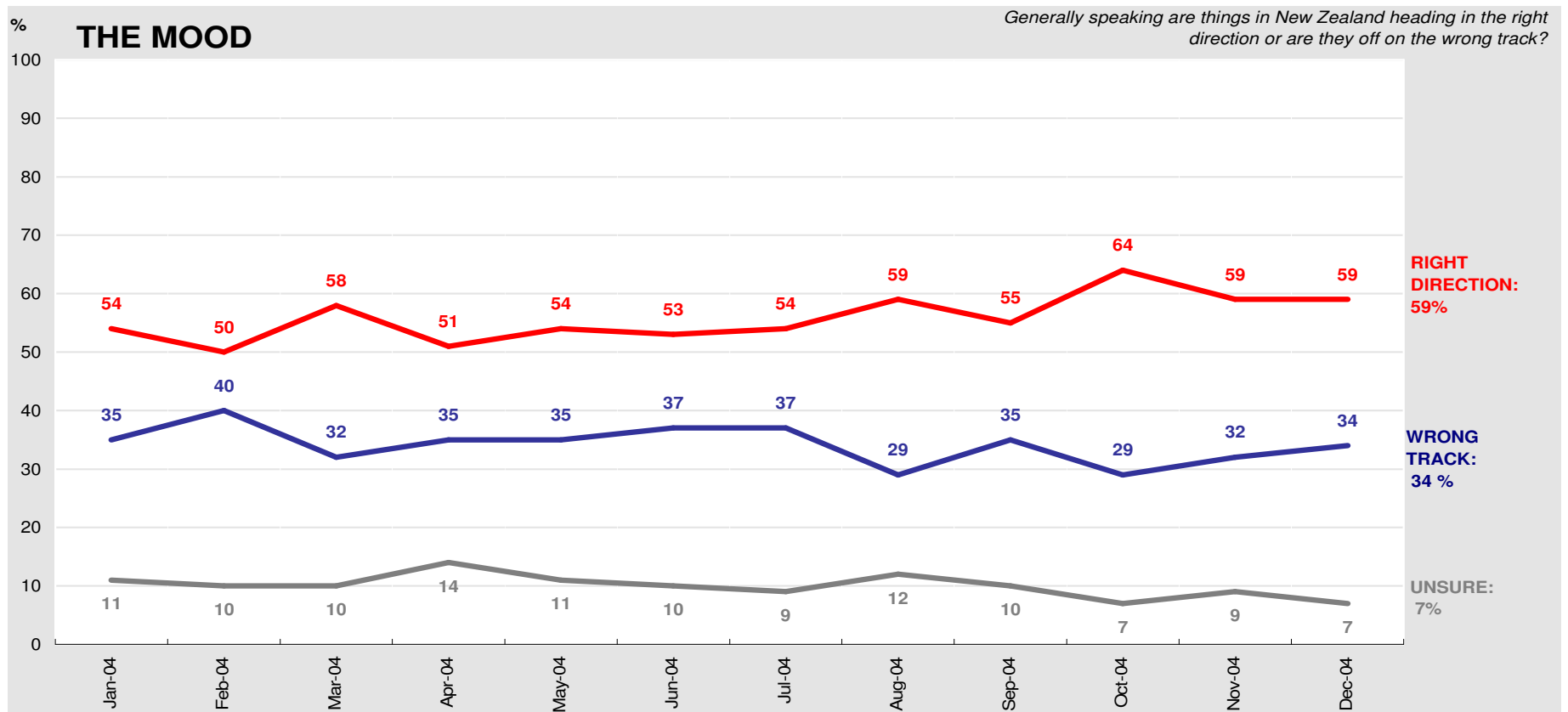


## 4. The Mood

### 2004

The optimistic mood about the direction New Zealand is heading, which has prevailed since 2000, continued throughout 2004. The low point for the year was recorded in February when 50% felt the country was heading in the right direction and 40% felt it was on the wrong track.

This coincided with when the debate over Treaty of Waitangi issues was at its peak. From then on the mood track steadily improved till by year's end 59% felt New Zealand was heading in the right direction and 34% felt it was on the wrong track.

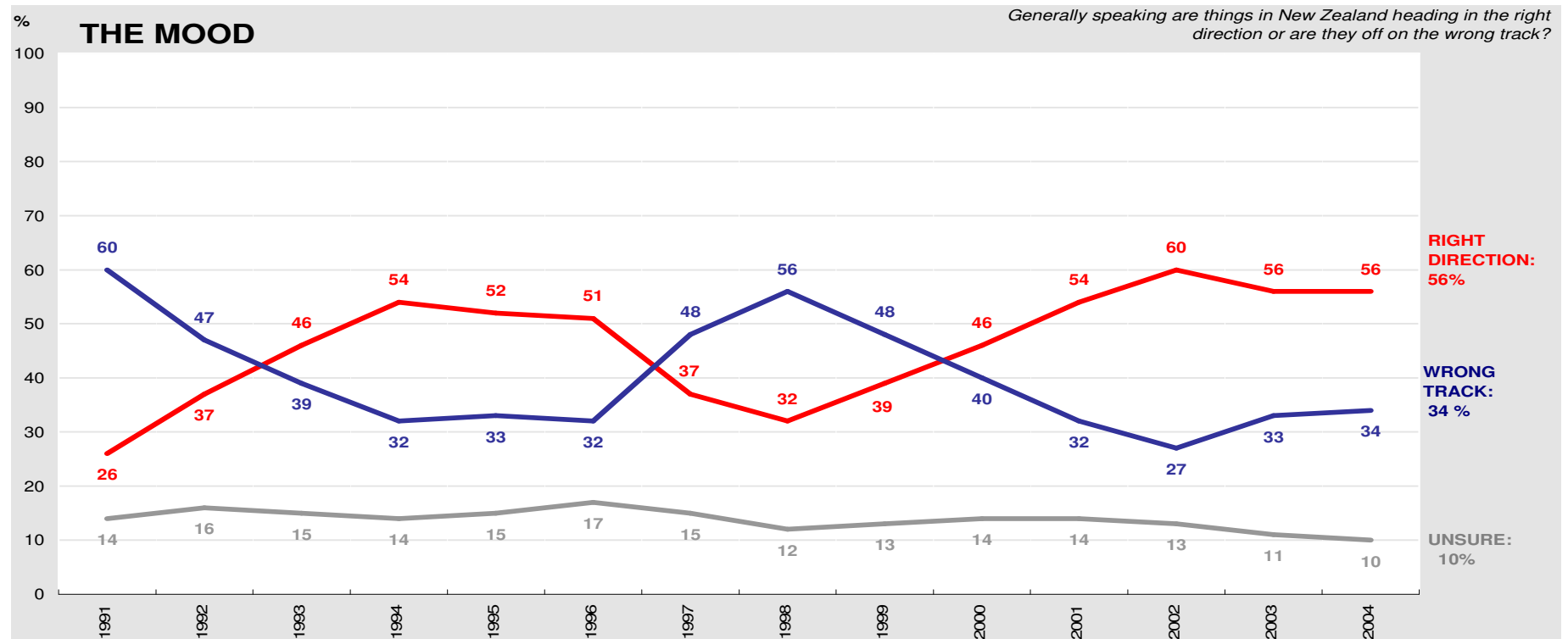


## Mood Annual Averages

For each of the past five years the average mood rating has shown optimists outnumber pessimists about the direction of the country. This is the longest continual period over which this has occurred since the series began in 1991. The annual average ratings over this period also record the right direction monitor at its highest.

Apart from one brief period between August and November 2000, optimists have consistently outnumbered pessimists about the direction of the country since the 1999 general election. For most of the period from 1996 till the 1999 general election, pessimists outnumbered optimists while from the beginning of 1993 till early 1997 the reverse was the case.

One of the lowest points ever recorded for the right direction monitor was the very first reading in September 1991 shortly after the "mother of all budgets" when only 23% of New Zealanders felt the country was going in the right direction and 65% felt it was on the wrong track. However, the most pessimistic reading ever recorded in the series came in June 1998 when 23% said the country was going in the right direction and 67% said it was on the wrong track. It was a time of economic crisis in Asia, drought at home, a power crisis and a deepening gap between the coalition government partners National and New Zealand First.



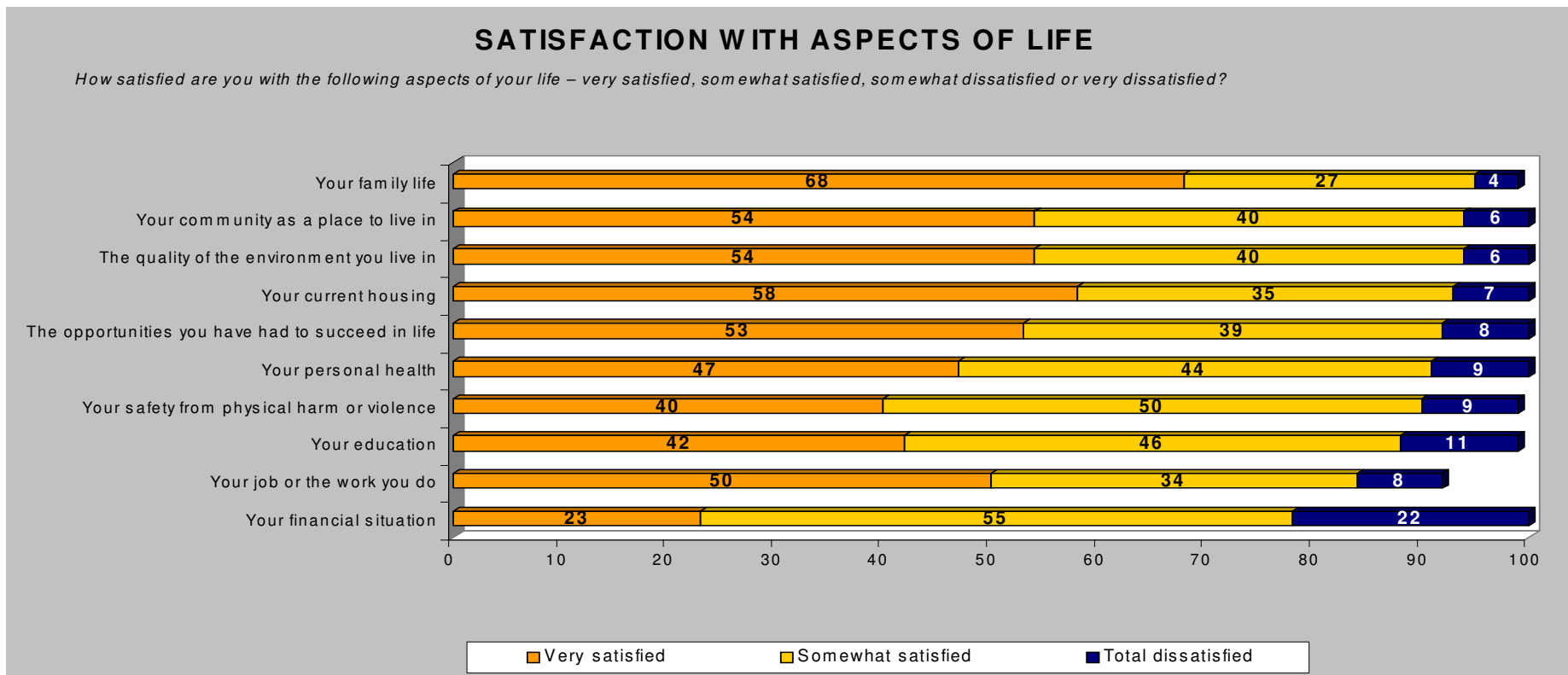
## 5. How New Zealanders feel about themselves

### Satisfaction with Aspects of Life Today

In 2004, UMR tested how satisfied New Zealanders were with different aspects of their lives. We tested the same aspects of life 12 months earlier and found that in every aspect of life tested more people said they were “very satisfied” with their lives with one exception – their financial situation. So, Kiwis are generally pretty happy with their lot.

New Zealanders are most satisfied with their family life with 68% (3% more than in 2003) saying they were very satisfied and 27% (no change on 2003) saying they were

somewhat satisfied. Even the aspect of life that people expressed their highest levels of dissatisfaction about, their financial situation, improved with 78% total satisfied (very satisfied plus somewhat satisfied) up 2% and 22% total unsatisfied down 2% from last year. Those who were very satisfied with their financial situation fell from 24% to 23%, but those who were somewhat satisfied rose from 52% to 55%.



## **And in 10 years time...**

During 2004, UMR asked New Zealanders how much better or worse they felt a number of key aspects of life in New Zealand – the economy, the health and education systems, policing, the environment, race relations and transport - would be in 10 years time. Respondents were asked to rate each aspect by choosing a number between 1-5 where 1 meant much better and 5 much worse with 3 being the mid-point on the scale.

### ***Economy***

New Zealanders are most optimistic about the country's economic future than any of the aspects of life tested with 40% saying things would be better off, 14% saying things would be worse off and 42 % choosing the mid-point. Those on lower incomes were less optimistic than those on higher incomes and there was very little difference between Labour (43% better off, 12% worse off) and National (41% better off, 11% worse off) voters. Green Party supporters were the most pessimistic with 31% saying things would be worse off and 26% saying they would be better off, though these figures are taken from a low base.

### ***Transport***

New Zealanders are most pessimistic about transport with 43% saying things will be worse in 10 years time, 28% saying things will be better and 27% choosing the mid-point on the scale. Aucklanders and Wellingtonians are the most pessimistic. One in four Aucklanders gave a rating of 5 saying things would get much worse and almost half (49%) said things would get worse to some degree compared with 48% of Wellingtonians.

### ***Health System***

Levels of pessimism about transport are almost matched by concerns about the health

system with 41% of people saying it will be worse in 10 years compared with only 24% who say it will be better. However, when the level of net optimism (Total "Better" less Total "Worse") is calculated the Health system scores -17%, the lowest score on all aspects of life tested, while Transport scored -15%. Aucklanders were more optimistic than other New Zealanders with almost one-third (32%) saying the system would be better compared with 17% in Christchurch.

### ***Education System***

The education system was the only other aspect of life to receive a negative net optimism rating of -8%. Concerns about the future of our education system are reasonably high with more than one third of people (35%) saying it will be worse in a decade and 27% saying it will be better. Younger people were more pessimistic with 41% of those under 30 saying things would get worse compared with 23% of those over 60.

### ***Race Relations***

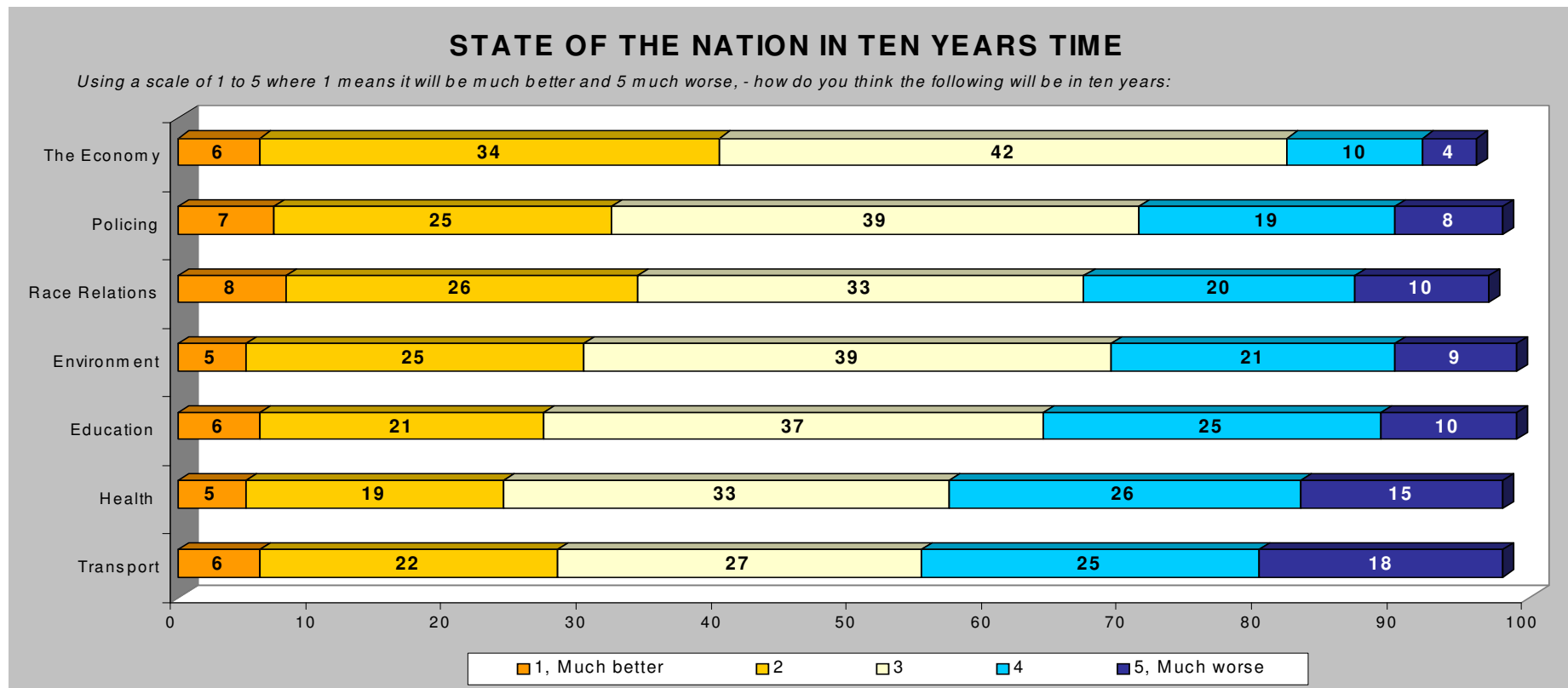
Despite the intensity of the seabed and foreshore issue during 2004, New Zealanders were slightly more optimistic about the future of race relations in the next decade with 34% saying they would get better and 30% saying they would get worse. However, perhaps because of issues like the seabed and foreshore, there was a difference between Non-Māori and Māori perceptions. Non-Māori were more optimistic with 36% saying things would get better and 28% saying things would get worse compared with Māori of whom 30% said things would get better and 38% said things would get worse.

## Policing

People are reasonably optimistic about policing in the future. Apart from the economy, this aspect of life received the fewest number of people saying things would get worse and overall it received the second highest net optimism level of 5%. Those on lower incomes were most optimistic about policing with 40% of those on an income of less than \$15,000 per annum and 37% of those on incomes between \$15,001 and \$25,000 saying it would get better. In comparison, 23% of those on incomes over \$70,000 and 32% of those on incomes between \$50,001 and \$70,000 thought policing would get better.

## Environment

People were most neutral about their expectations for the environment with just as many people saying things would get better (30%) as said they would get worse (30%). Green Party voters were the most pessimistic of all with 67% saying things would get worse and 14% saying things would get better. Māori were slightly more pessimistic with 37% saying the environment would get worse and 25% who said it would get better. In comparison 30% of non-Māori said it would get worse and 31% said it would get better.



### **And at work...**

While a large majority of employees (70%) are satisfied with their present job, well over one-third (40%) plan to move to another employer within two years. Younger employees are more likely than anyone to leave with 59% saying they will change employer within the next two years.

### **And in retirement...**

One in four adult New Zealanders who have yet to retire are not confident that their

income in retirement will be adequate and that figure rises to more than one-third for those over 45 today. Overall, a minority of New Zealanders (43%) express some level of confidence that their retirement income will be adequate.

When it comes to expectations about standard of living in retirement, New Zealanders are fairly evenly split about whether their standard of living will be better (26%) or worse (24%) than it is today with 36% expecting to be neither better nor worse off. Māori are more optimistic about retirement with 38% expecting to be better off compared with 25% of non-Māori.

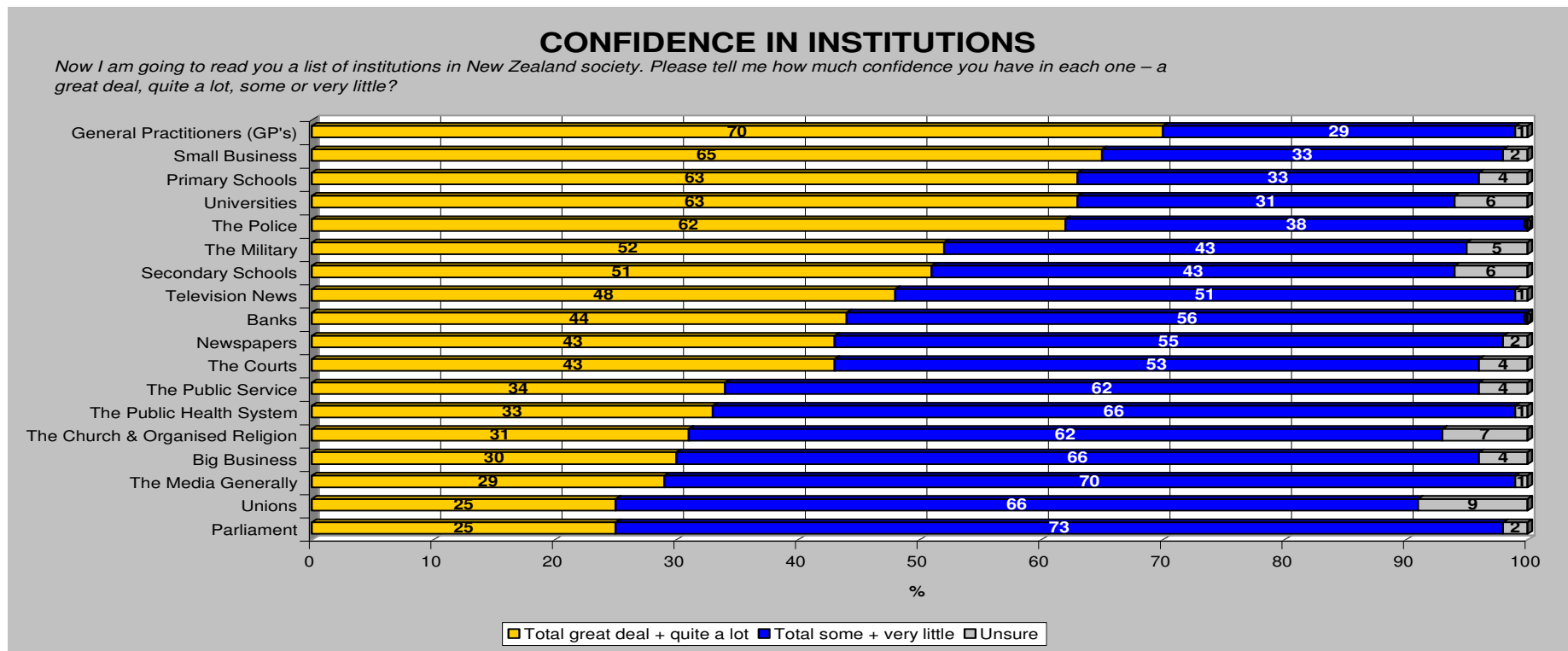
## 6. How New Zealanders feel about their institutions

New Zealanders have a lot more confidence in their GPs, small businesses and their education institutions than big business, the media generally, unions and their Parliament which they express least confidence in.

For the first time since 2002, UMR asked how much confidence people had in their institutions. GPs came out on top with 70% expressing “a great deal” or “a lot” of confidence in them, followed by small business (65%), primary schools and universities both on 63%.

In comparison, at the bottom of the ladder came unions and Parliament which both enjoyed the confidence of 25% of people just behind the media generally (29%) and big business (30%). The Church or organised religion was only just ahead of big business on 31%.

Among those that failed to get a majority of New Zealanders to have confidence in them were The Courts (43%), the Public Service (34%) and Banks (44%).





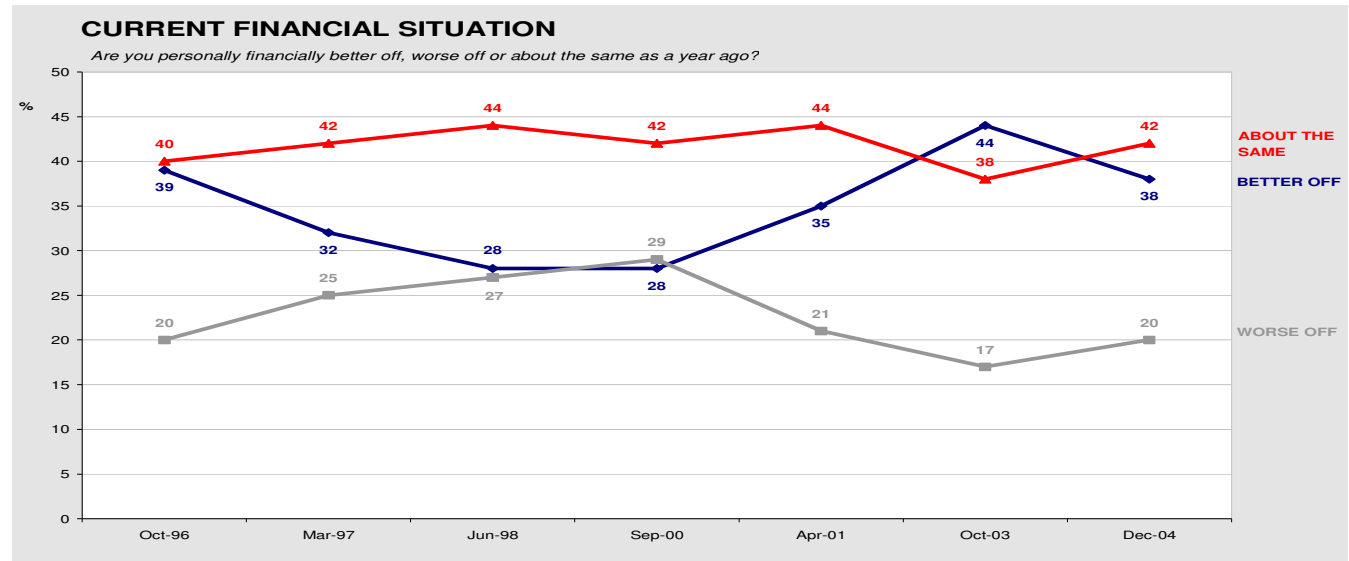
## 7. The Economy

### Current financial situation

While still quite buoyant, there has been a slight deterioration in how New Zealanders feel about their personal financial situation compared with a year ago. Toward the end of 2003, 44% of people said they were better off than they had been the year before, but at the end of 2004 this figure had slipped to 38%. At the same time, 20% now say they are worse off than a year ago compared with 17% who said this in 2003. Those who felt things were much the same rose to 42% from 38% in 2003.

More of those on lower incomes felt worse off than they did a year ago than those on higher incomes. Of those earning less than \$15,000, only 19% said they felt better off and 37% said they felt worse off than a year ago while 65% of those on incomes over \$70,000 said they felt

better off and only 6% said they felt worse off.



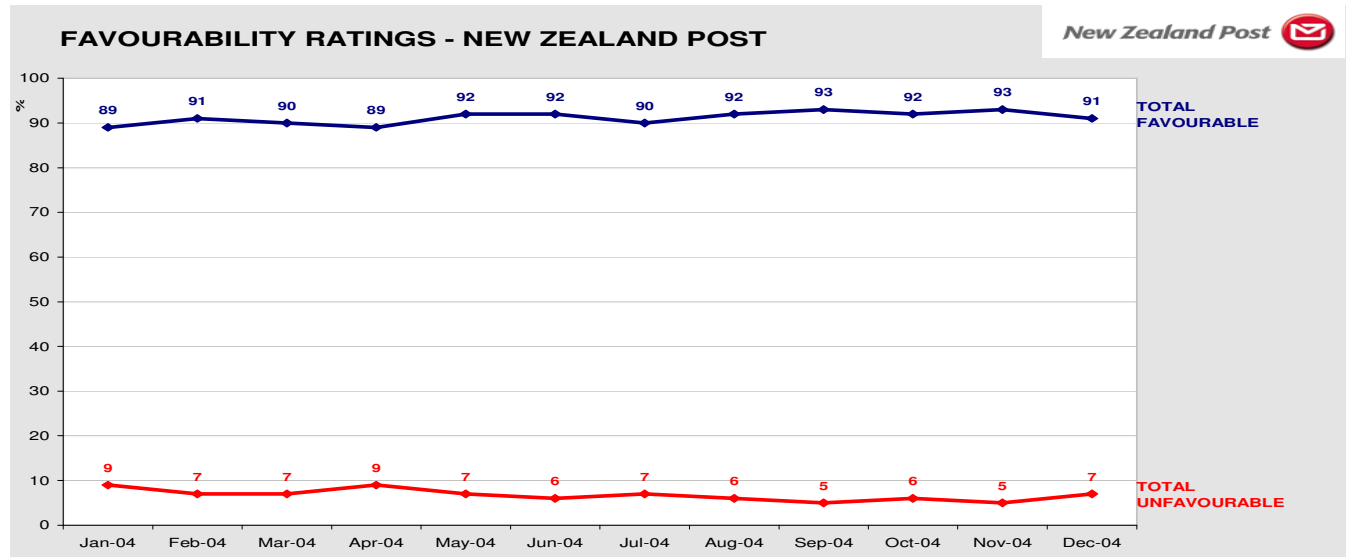
### Job Security

The tight job market appears to be reinforcing feelings about job security. Today, 53% of New Zealanders say they are totally confident about their job security in the year ahead compared with 50% who said this last year. This is the highest level of total confidence

recorded since the series began in 1993. The numbers of those who were fairly confident in their job fell from 38% last year to 34% while those who were not confident at all nudged up from 11% to 12%.

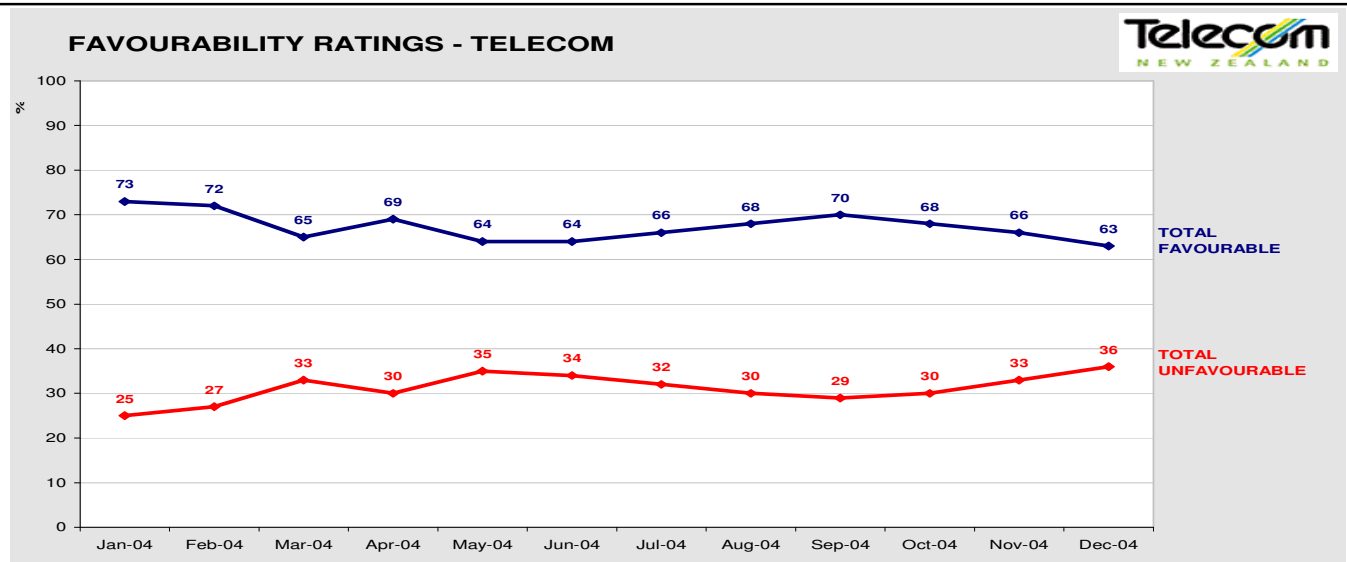
## 8. The Corporates New Zealand Post

New Zealand Post continued its stellar favourability rating throughout 2004 with its total favourable remaining within a range between 89% and 93%. Total favourable ratings of 93% were recorded twice, in September and November, and equal the highest rating the company has ever recorded. It ended the year with a total favourable rating of 91% and total unfavourable of 7%.



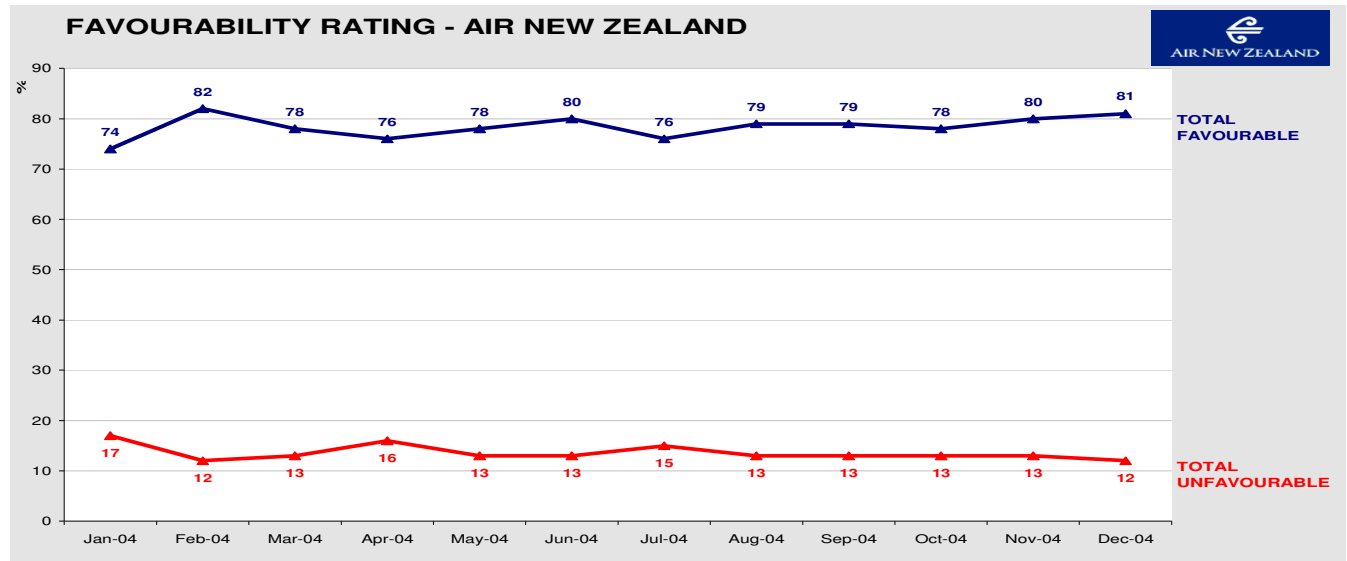
## Telecom

While Telecom's favourability rating remained strong in 2004, it experienced a slight decline in total favourable and a slight rise in total unfavourable ratings. It began the year with a total favourable rating of 73% which fell to 63% by year's end. Its total unfavourable rating started on 25% in January and rose to 36% by December.



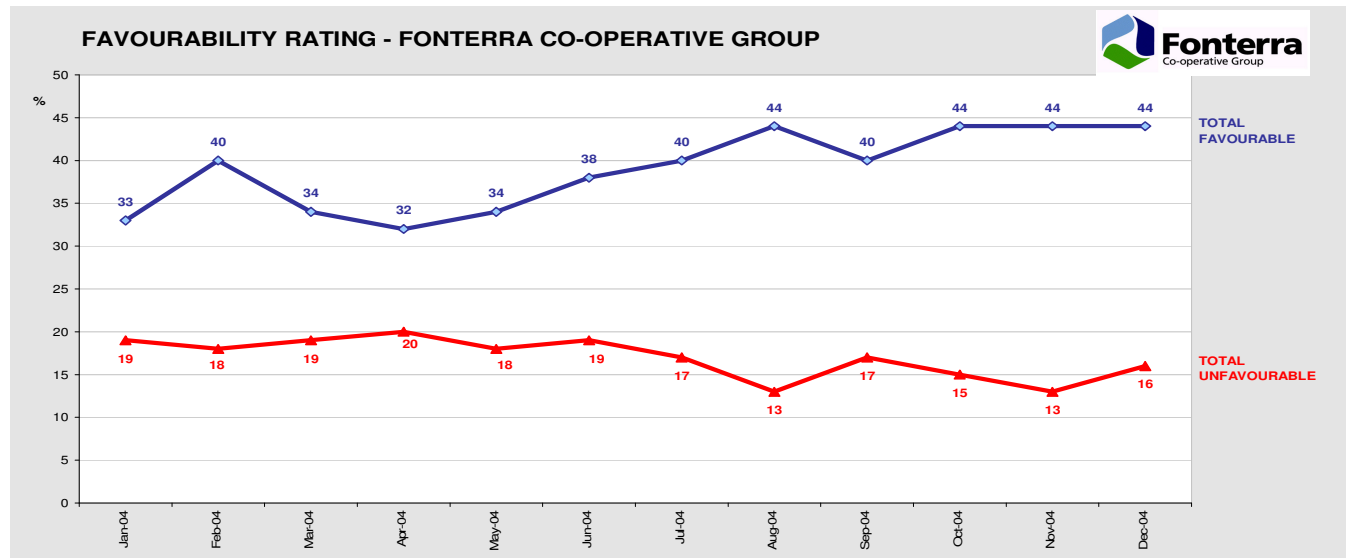
## Air New Zealand

Air New Zealand's favourability improved throughout the year. It began 2004 with a total favourable rating of 74% and a total unfavourable rating of 17%, but by December total favourable had risen to 81% and total unfavourable had fallen to 12%. The high point for the year came in February when its total favourable rating rose to 82%, a level it had not achieved since October 1999.



## Fonterra

Fonterra made a shaky start to 2004 with its total favourable rating falling from 40% to 32% between February and April. However, the following months reversed the slide till by year's end the total favourable rating stood at 44%. There was a slight decline in the total unfavourable rating toward the end of the year to 16% compared with the peak of 20% in April.

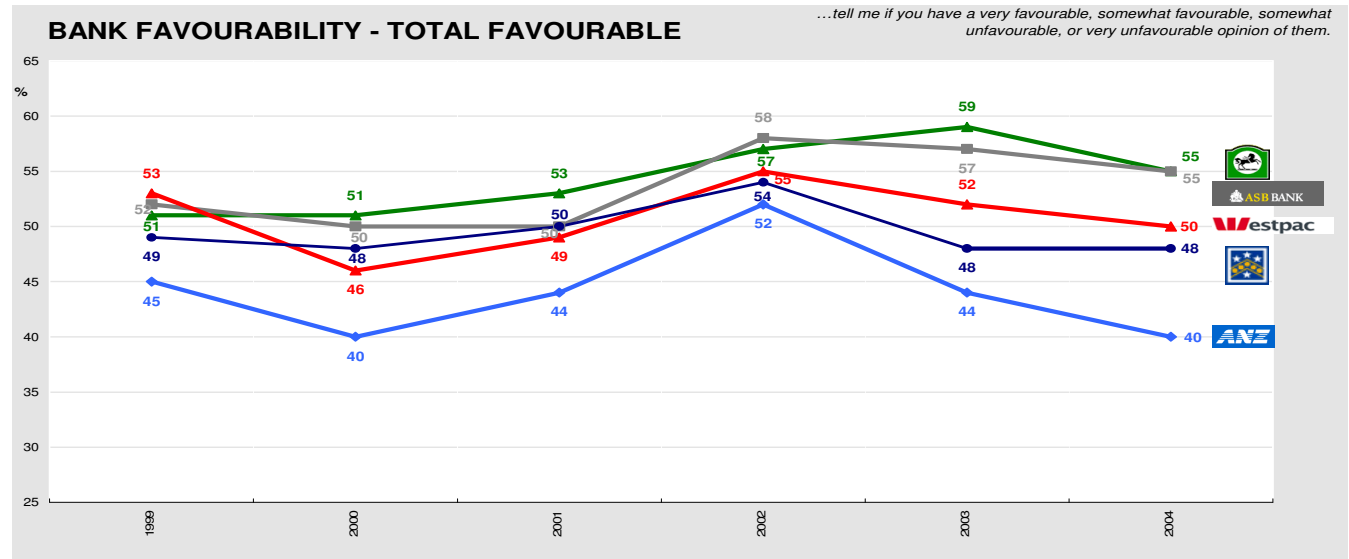


## The Warehouse

The Warehouse, which was monitored through till May, continued its high-powered performance in the favourability stakes over that time averaging 87% total favourable and 11% total unfavourable.

## Bank Favourability

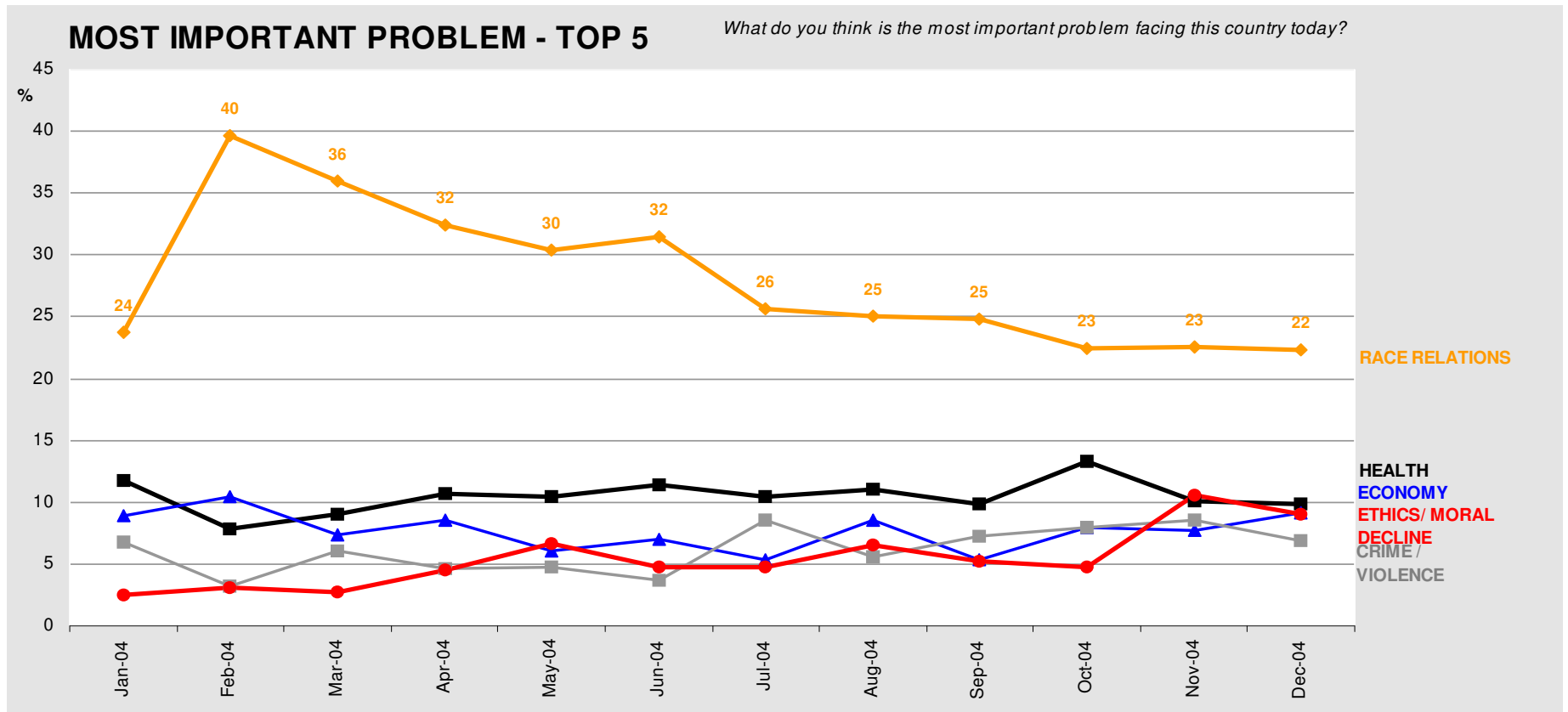
The National Bank with a 55% total favourability rating was top equal with the ASB as the most favourably viewed of the main trading banks. However, all banks with the exception of the BNZ, which stayed the same on 48%, saw their total favourability ratings drop in 2004. While the ASB and Westpac both fell 2% to 55% and 50% respectively, the two banks that merged this year, National and ANZ, fell the most with National falling by 4% and the ANZ also falling by 4% to 40%.



## 8. Most Important Issue

No issue dominated New Zealand quite like race relations did in 2004. While it was the most important problem facing New Zealand in 2003 with an average rating of 13%, this year that more than doubled to 28%. The peak of concerns was recorded in February when it rated 40%, but this fell off gradually throughout the year ending up on 22% by December.

In comparison, other issues faded into the background with the average rating given to the next most important issue, Health, averaging 11%, exactly the same as its average in 2003. The next most important issues were the Economy 8%, Crime/Violence 6%, Education 6% and Ethical/moral decline on 5%. One issue that was in the top six last year, Unemployment, did not make the list this year



## 9. News Stories

Extreme weather conditions topped the news stories that New Zealanders followed most closely in 2004. 85% of people said they followed the February floods in the central North Island, well ahead of second placed stories, the race relations debate (February) and the Russian school siege (September) which were followed closely by 70% of people. Other overseas news stories to appear in the top 10 included the ill-treatment of Iraqi prisoners by US soldiers (May, 64%), the American presidential elections (November, 61%) and

ongoing unrest in Iraq (April, 57%).

In contrast, some high coverage stories that were not followed so closely included Paul Holmes quitting TVNZ (November, 38%), Jonah Lomu's kidney transplant (August, 33%) and the formation of the Māori Party (June, 29%). Surveys were completed prior to the Boxing Day Tsunami.

TOP NEWS STORY	
<i>Using a scale of 1 to 5 where 1 means very closely and 5 means not closely at all, please tell me how closely you are following or have followed these news stories in the last month? If you do not know enough about it just say so.</i>	
	FOLLOWED CLOSELY TOTAL 1+2 %
The flooding in the Central North Island (FEB 04)	85
The ongoing debate on race issues prompted by Don Brash's speech (FEB 04)	70
The Russian school siege (SEP 04)	70
The closure and halt to closures of schools throughout the country (FEB 04)	64
The ill-treatment of Iraqi prisoners by US soldiers (MAY 04)	64
Issues surrounding the 111 emergency number (NOV 04)	64
National's rise in the polls (FEB 04)	61
The ongoing debate on race issues (MAR 04)	61
American Presidential Elections (NOV 04)	61
The ongoing unrest in Iraq (APR 04)	57
Extreme weather recently in Wellington and Wairarapa (SEP 04)	55
The events leading up to John Tamihere's resignation from cabinet (NOV 04)	54
The ongoing debate on race issues in New Zealand (APR 04)	53
Paul Holmes quitting TVNZ Holmes show (NOV 04)	38
Jonah Lomu's kidney transplant (AUG 04)	33
The formation of the Maori Party (JUN 04)	29

## 10. Māori

UMR began its first omnibus survey of Māori respondents in 2004. Here are some findings from that survey. The sample base was 464 adults aged 18 years or over with

samples set to reflect the number of the Māori population on the Māori electoral role.

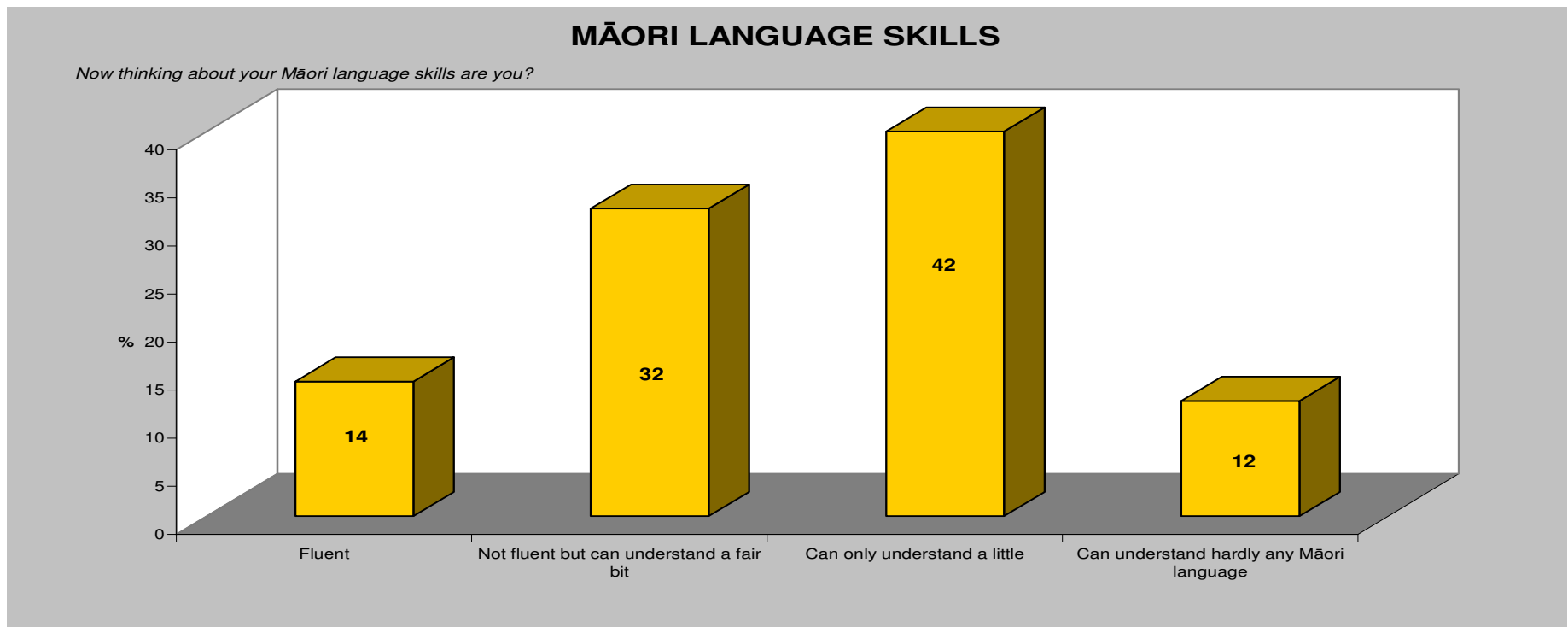
### Māori Language Skills

Most Māori say they can only understand a little or hardly any of their own language with only 14% declaring fluency.

only understand a little Māori and 12% say they understand hardly any Māori.

Rural respondents are more likely to claim to have fluent Māori language skills (24%), as are those aged 60 or more (37%).

32% of Māori say they are not fluent but could understand a fair bit, 42% that they could



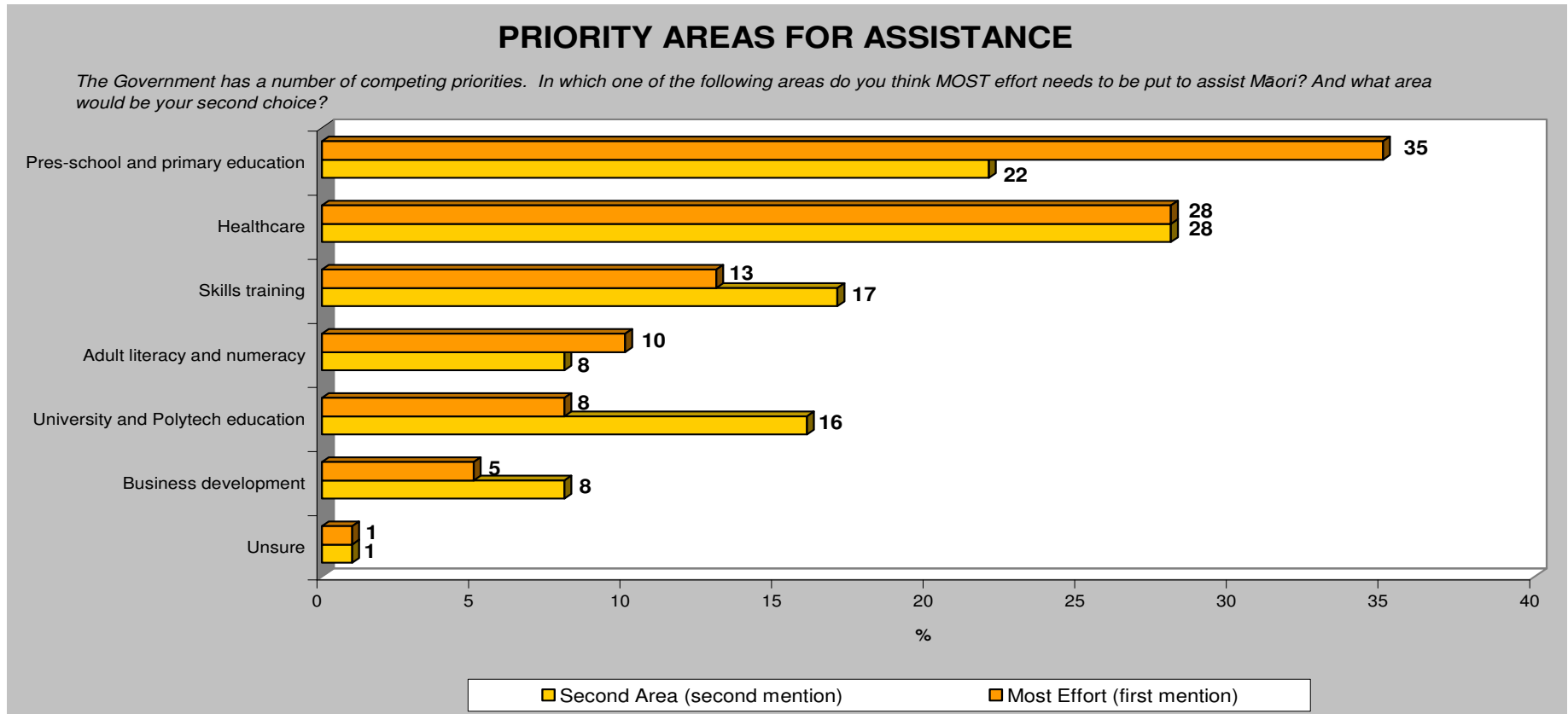
## Priority Areas for Assistance

Early childhood education and healthcare are the areas Māori feel government needs to put most effort into to help them. Asked to identify the area where most effort needs to be made, most Māori chose pre-school and primary education (35%) and healthcare (28%).

13% chose skills training, 10% adult literacy and numeracy, 8% university and polytech education and 5% business development.

More males nominated preschool and primary education (40%) than females, while more females nominated healthcare (32%) than males.

Māori were also asked to nominate their second choice – the top nominations were for healthcare (28%), preschool and primary education (22%), skills training (17%) and university and polytech education (16%).





## Most Important Problem

While Māori and the general public both rate race relations as the most important problem facing the country, Māori are more likely to rate unemployment, crime/ violence and politics/ leadership as the most important problem than the general public.

For Māori, race relations led the list of problems facing New Zealand (26.6%), followed well back by unemployment (12.3%), healthcare (7.6%), crime/ violence (7.4%),

education (5.5%) and immigration/ population growth (5.2%).

While race relations was also the frontrunner among the general public during the month the Māori Omnibus was run at (25.1%), healthcare (11.1%), the economy (8.5%) and ethical/ moral issues (6.5%) were ranked higher up the list.

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<b>MOST IMPORTANT PROBLEM – AUGUST 04</b>		
<i>What do you think is the MOST important problem facing this country today?</i>		
	<b>Māori Omnibus %</b>	<b>General Population %</b>
Race relations/ Māori issues	<b>26.6</b>	25.1
Unemployment/ jobs	<b>12.3</b>	6.5
Healthcare	<b>7.6</b>	11.1

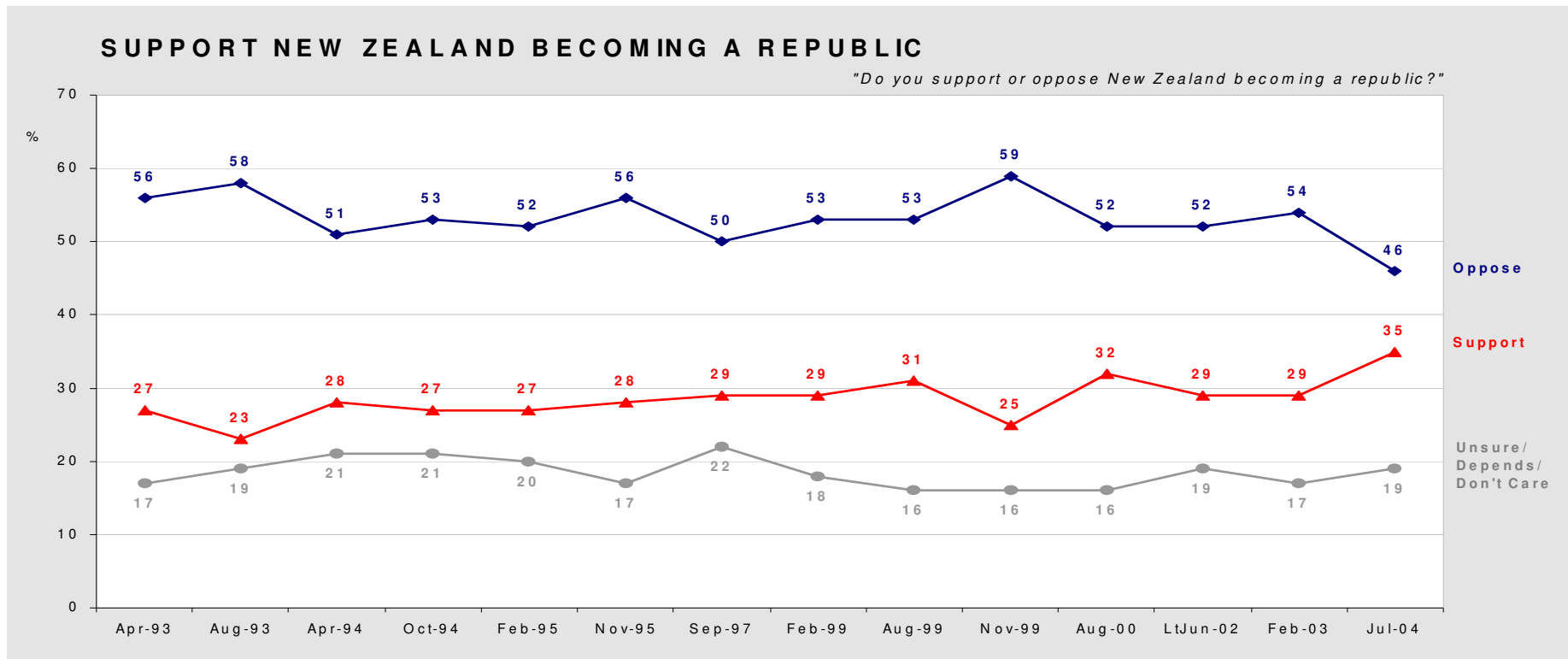
## 12. Constitutional Issues

### New Zealand becoming a Republic

While a plurality of New Zealanders still oppose the country becoming a republic, the trend over the past decade has seen an increasing shift toward republicanism. In 1993, when this series began, 27% of people supported the country becoming a republic and 56% were opposed. Today, 35% of people support a change, the highest level of support for change recorded in the series, and 46% are opposed, the first time this has fallen below 50%.

There has been very little change among those who are “unsure” or “don’t care” who today stand at 19% since the early 1990s.

Support for change is much higher among males (43%) than females (29%). There is also more support among higher income earners with a personal income of \$50,000 or more. The strongest opposition to change comes from those over 60 where 58% are opposed to change.



## New Zealand's Flag

The majority of people (59%) do not support the New Zealand flag being changed while 37% support a change and 4% are unsure. Interestingly, those in the greater Wellington area are more supportive of a flag change than those from other parts of the country with 55% saying they support a change. Support for a change is also more pronounced among those who support New Zealand becoming a republic. 63% of those who support New Zealand becoming a republic also support a change in the flag while 77% of those who oppose New Zealand becoming a republic oppose a flag change.

CHANGE THE NEW ZEALAND FLAG	
<i>Do you think the New Zealand flag should be changed?</i>	
	July 2004 %
Yes	37
No	59
Unsure	4
<b>TOTAL</b>	<b>100</b>

## Treaty of Waitangi

Most New Zealanders (60%) think too much emphasis is placed on the Treaty of Waitangi while only 26% think about the right amount of emphasis is placed on it. However, among Māori, only 38% think too much emphasis is placed on it and 30% think the emphasis is about right. This is also closer to the view of those under 30 among the general population where 44% think too much emphasis is placed on it and 34% think the emphasis is about right.

TREATY OF WAITANGI	
<i>Do you think New Zealand places too much, about the right amount, or too little emphasis on the Treaty of Waitangi?</i>	
	December 2004 %
Too much emphasis	60
About the right amount	26
Too little emphasis	10
Unsure	4
<b>TOTAL</b>	<b>100</b>

## 11. Occupational Respect

New Zealand's politicians and business leaders continue to trail the field in the occupational respect ratings while those who care for our health and teach our children are respected the most.

There was no change in the top three respected occupations with nurses taking top spot followed by doctors and teachers. The fourth placed occupation, the police, has continued a steady slide in rating since the series began in 1993. Its current rating of 7.5 is the lowest recorded since this series began.

While politicians remain at the bottom of the league table, they can take some heart that their 4.3 rating is the second highest they have received since 1993.

### AVERAGE OCCUPATIONAL RESPECT RATINGS RATINGS

*Thinking about how much respect you give to different occupations. I want you to rate the following occupations on a 1 to 10 scale where 1 means you have no respect at all for the occupation and 10 means you have an enormous amount of respect for the occupation.*

	December - 2004 %
Nurses	8.6
Doctors	8.1
Teachers	7.8
The Police	7.5
Dairy Farmers	7.1
Business Leaders	6.1
Public Servants	5.9
Bankers	5.6
Lawyers	5.4
Politicians	4.3

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