



Issue no. 1

Quarterly Review

MOOD OF THE NATION

NEW ZEALAND



January **2007**

Mood of the Nation Report

New Zealand 2007

MOOD OF THE NATION Report

This report is based on findings from UMR's Omnibus surveys carried out during 2006. The UMR Omnibus is a nationwide survey using a sample size of 750 New Zealanders aged 18 or over.

1. Introduction

2007 marks the release of UMR's fourth annual Mood of the Nation report.

Several questions from the previous years have been repeated including 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. There are also new questions about social marketing and preparedness to deal with climate change.

E-mail subscription:

If you would like to subscribe to either UMR's quarterly or monthly reports, go to the subscription section on our home page at www.umar.co.nz.

2007

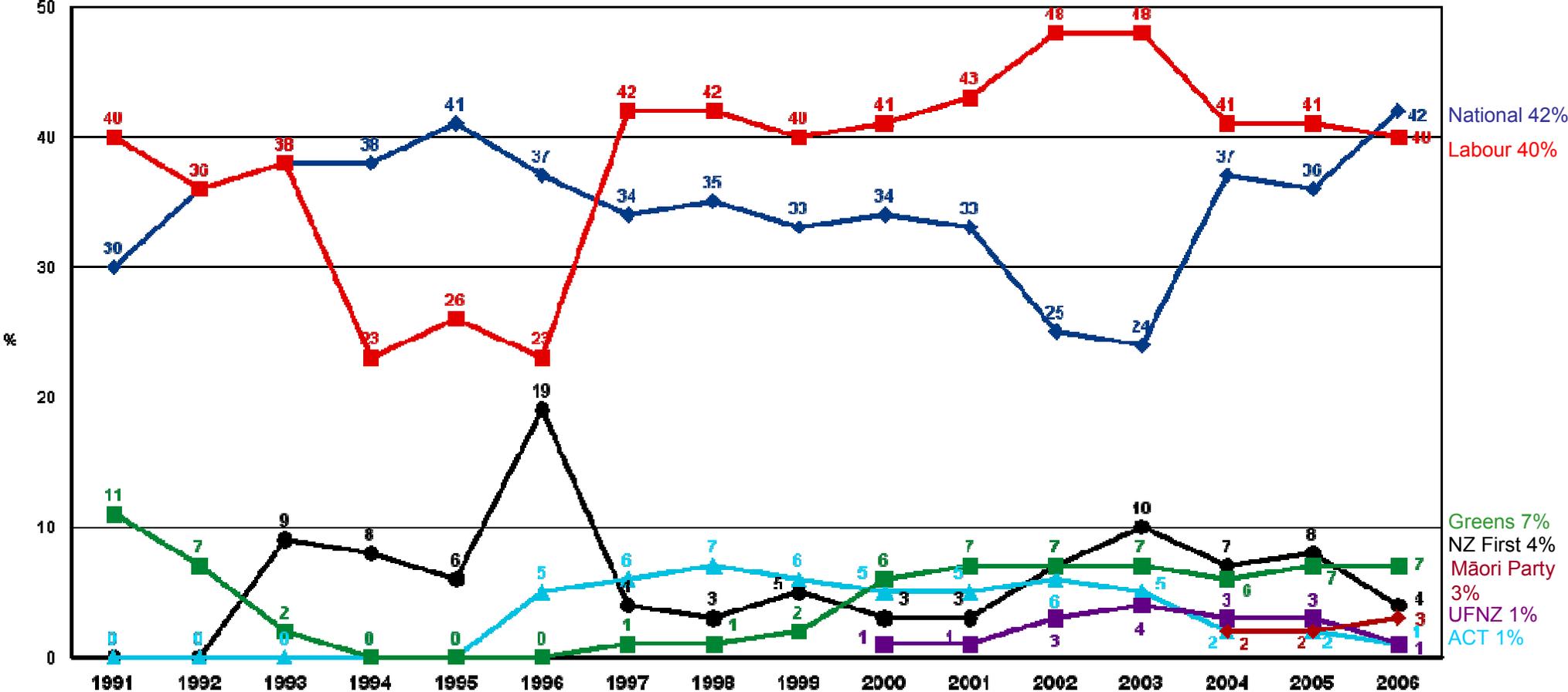
2. Political Party Support

2006 Mean Annual Party Support

2006 saw some major changes in the annual mean party vote. For the first time since 1996, Labour no longer lead the annual mean party vote ratings, falling slightly to 40%, while National rose to 42%, the first time it has been above 40% since 1995.

New Zealand First lost its position as the highest ranking minor party, cut in half from 8% in 2005 to 4%. The Greens were steady on 7%, showing remarkable stability in its annual mean vote since 2000. The Maori Party rose to 3%, while United Future and ACT both fell to 1%.

ANNUAL MEAN PARTY VOTE



2006 Trends

Labour

The head-to-head battle in the polls between Labour and National that had prevailed since the last election gave way in the latter half of 2006 as National edged out in front from August onwards. Labour led National for two months, March and July, but ended the year 5% adrift on 39% compared to National's 44%. It ended the year 1% higher than the 38% it started on in January.

National

Though National began 2006 with a 5% lead over Labour it took till August before it began to assert a consistent lead in the polls. The widest margin it led by was 6% which was recorded in late October/early November though its peak polling for the year was 45% in September. National ended the year just 1% ahead of the 43% it recorded at the start of the year.

ACT

ACT began the year on 1.6% and though it saw that support rise to 1.8% in March, it experienced a significant decline in support toward the end of the year when it recorded 0.2% support in December. This is the lowest support ever recorded for ACT and the lowest support for any political party this year.

NZ First

New Zealand First consistently polled below the 5% threshold throughout 2006. Its high point came in late April when it reached 4.7%, but by September this had fallen to 2.5%. However, the last quarter of the year was kinder on the party with support rising to 4.4% in late October/early November before slipping back to 2.7% in December.

United Future

United Future began the year with 1.6% support which was improved on in October when it rose to 1.8%. However, it too slipped back toward the end of the year ending with 1.4% support in December.

Greens

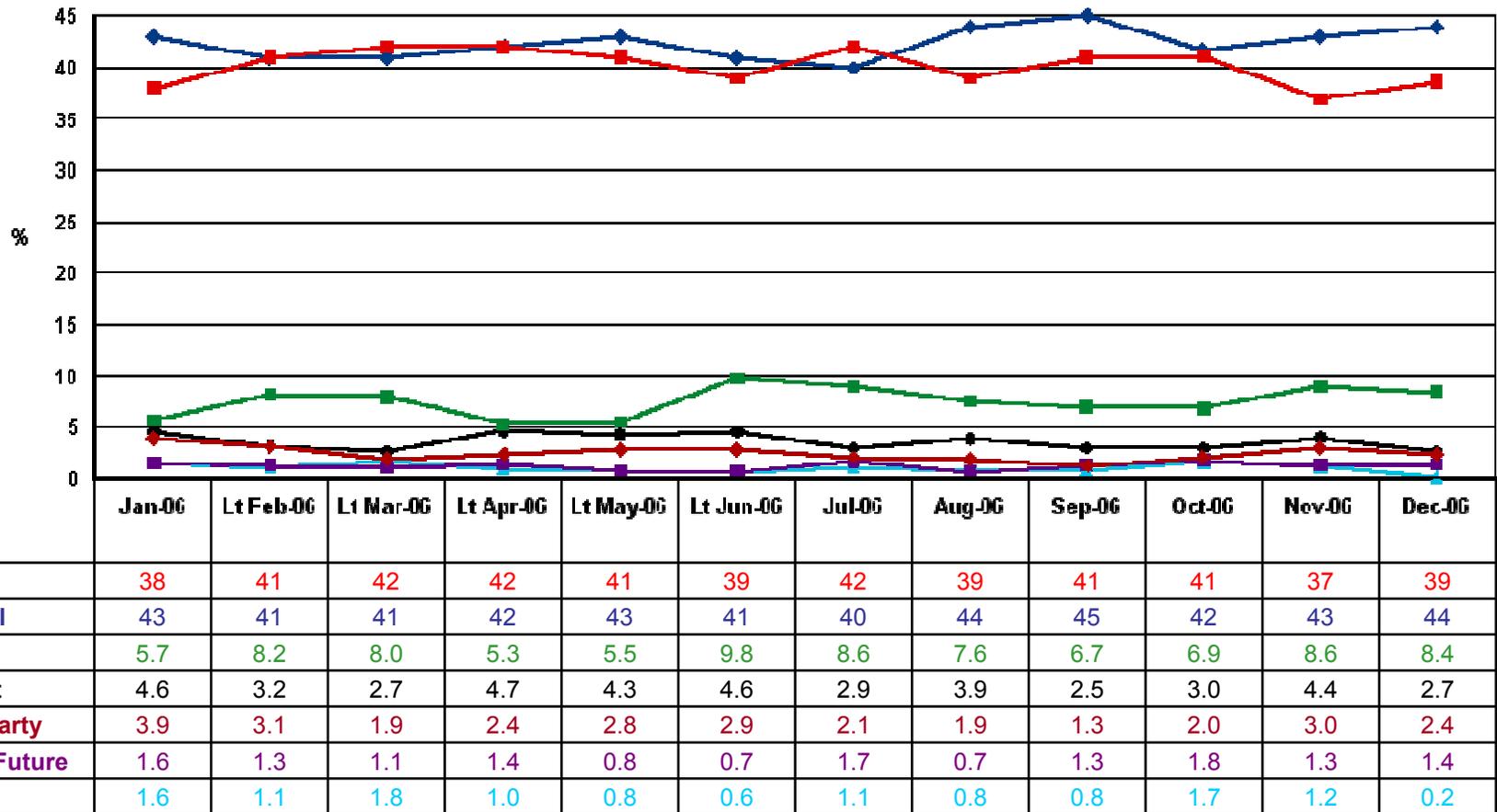
The Greens had the best year of all the minor parties and was the only minor party to end the year better than it started. It began 2006 with 5.7% support in January, peaked with 9.8% support in June and ended the year on 8.4%.

Māori Party

The Maori Party began 2006 on 3.9%, its peak for the year. Support reached a low of 1.3% in September and it ended the year on 2.4%.

The Party Vote

Under MMP you have two votes. One for the candidate in the electorate you live in, and the second for a party. Thinking about this party vote only, if the general election were held today which party would you vote for?



3. The Political Leaders

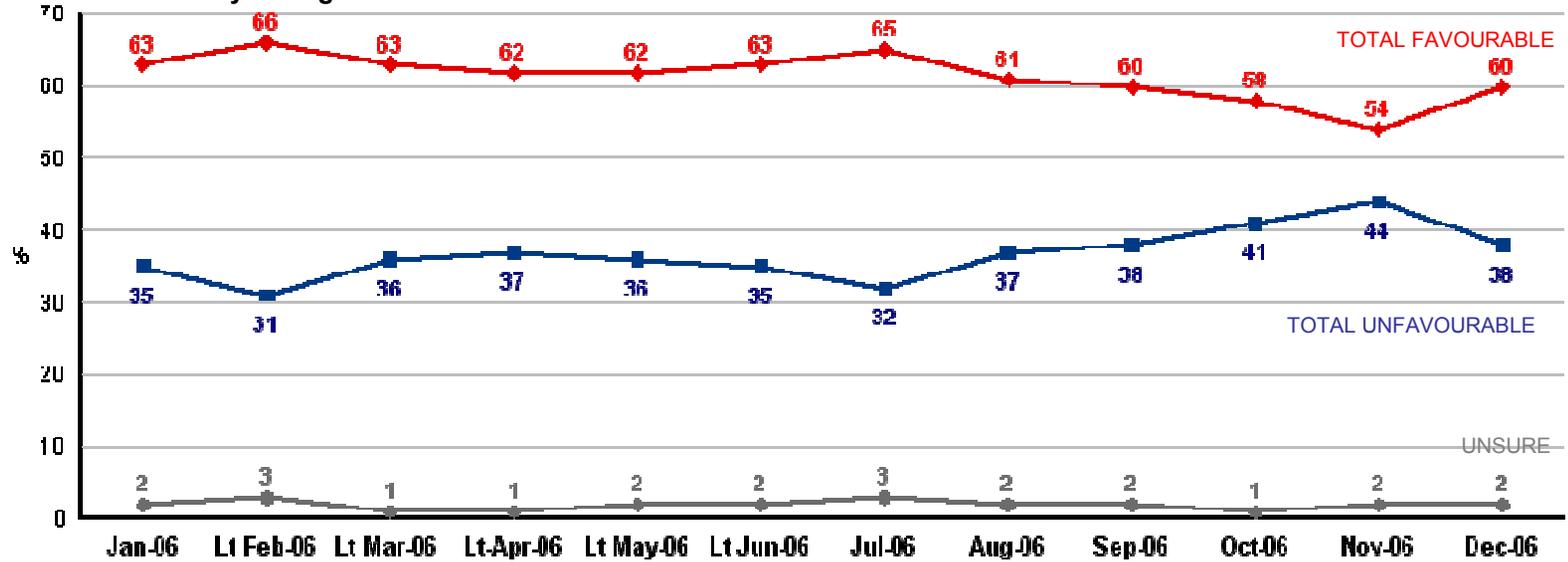
HELEN CLARK

Helen Clark's favourability rating was between 62% and 66% for the first half of the year. After July it declined steadily, falling from 65% to 54% by November. This was Clark's lowest recorded favourability rating since October 1999. Her unfavourable rating also rose from the mid thirties around the beginning of the year to 44% by November.

Her net favourability rating (total favourable less total unfavourable) was 35% at her peak in late February, but by November this had declined to 10%. However, by December her net rating had recovered to 22%, only 6% behind where she began the year.

Helen Clark Favourability Rating

Thinking about the leaders of the main parties tell me if you generally have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of them?



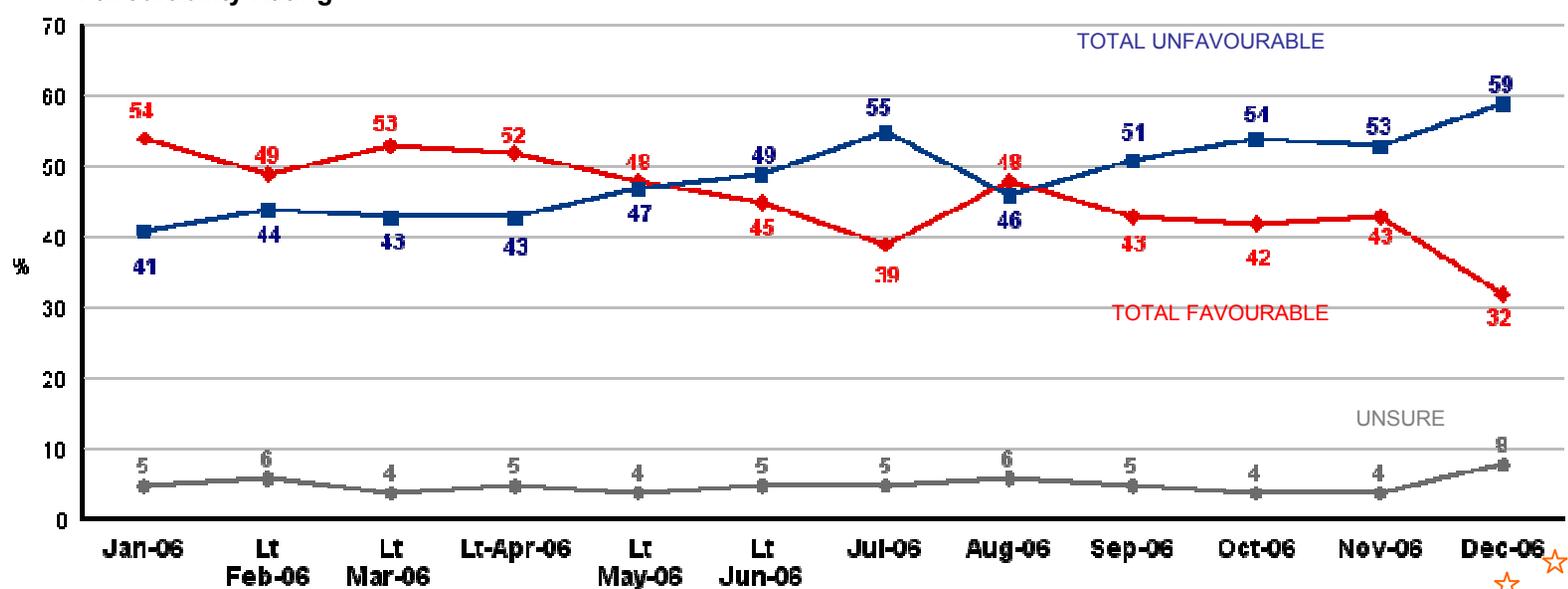
DON BRASH/ JOHN KEY

Don Brash's favourability rating peaked in January at 54% total favourable, and from there followed a deteriorating track throughout the year. In July, he recorded his worst rating of 2006 as leader of the National Party with 39% total favourable, 55% total unfavourable. The December poll, taken after he resigned as leader of the National Party, showed a majority, 59% now had an unfavourable opinion of Brash, and 32% had a favourable opinion, his lowest ever recorded result.

John Key's first favourability rating as leader of the National Party was also taken in December. 47% had a favourable opinion, while 17% had an unfavourable opinion and 31% were unsure.

Don Brash Favourability Rating

Thinking about the leaders of the main parties tell me if you generally have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of them?



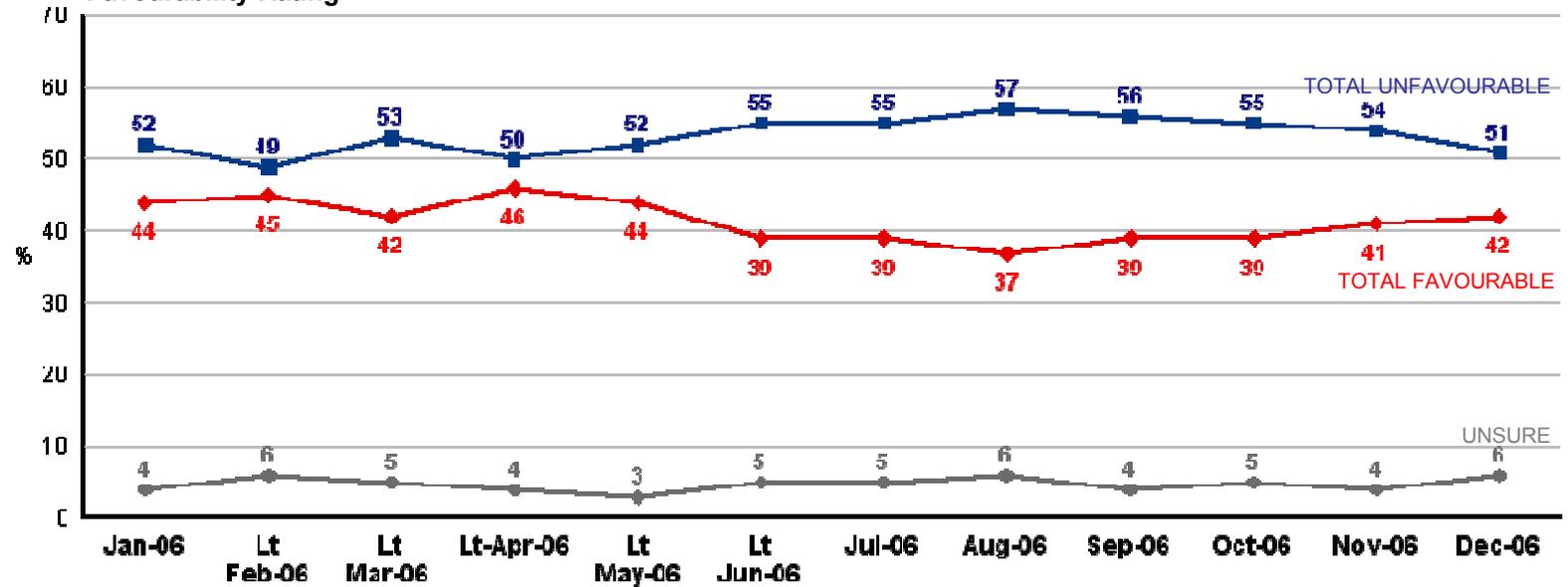
WINSTON PETERS

Throughout 2006 Winston Peters maintained a net negative favourability rating. In late April, he reached a high of 46% total favourable, narrowing his net favourable rating to -4%. By August this gap had widened to -20% net favourable, with a favourable rating of 37%. This was his lowest recorded favourability rating since May 2002.

Toward the end of the year, his favourable rating improved slightly, finishing the year on 42% total favourable, and -9% net favourable.

Winston Peters Favourability Rating

Thinking about the leaders of the main parties tell me if you generally have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of them?



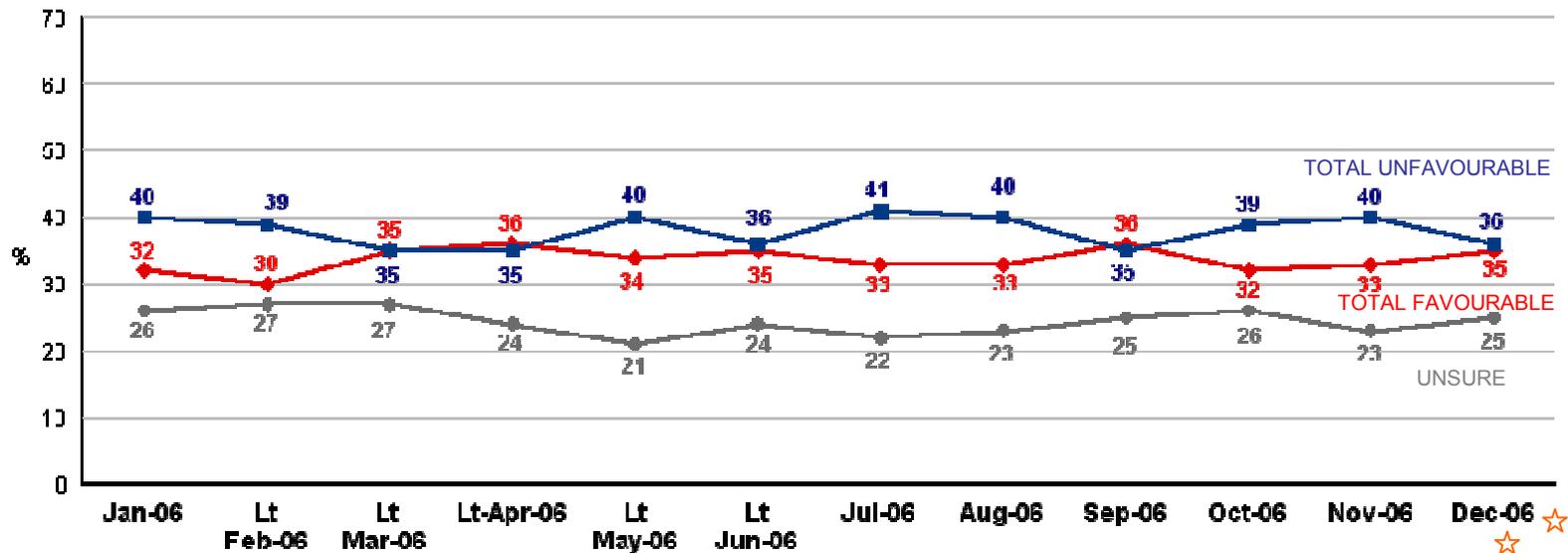
PETER DUNNE

In January, Peter Dunne recorded a favourable rating of 32% favourable, 40% unfavourable. His high for 2006 was recorded in late April and September, both with a high of 36% favourable, 35% unfavourable. Both dates also had a net favourability rating high of 1%, compared to his lowest point in late February, his lowest favourability rating since tracking began in 2002, with a net favourability rating of -9%. About a quarter of New Zealanders still feel unable to give a favourable opinion of Peter Dunne.

By December Peter Dunne's favourable rating was 35% favourable, 36% unfavourable.

Peter Dunne Favourability Rating

Thinking about the leaders of the main parties tell me if you generally have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of them?

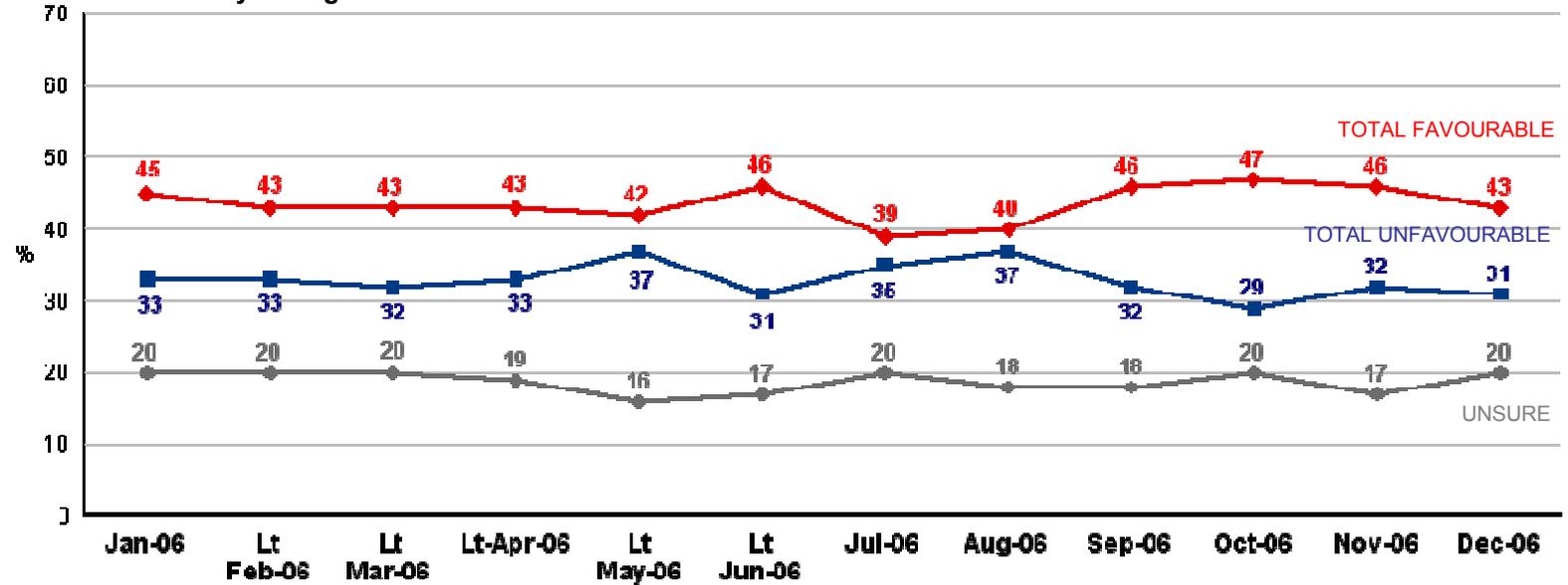


JEANETTE FITZSIMONS

2006 was the first year Jeanette Fitzsimons recorded a consistently positive net favourable rating. While her favourability rating didn't reach the high seen last November after the death of Rod Donald, her high of 47% recorded in October gave her a peak net favourable rating of 18%. She ended the year slightly less favourable than she started at 43% favourable.

Jeanette Fitzsimons Favourability Rating

Thinking about the leaders of the main parties tell me if you generally have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of them?

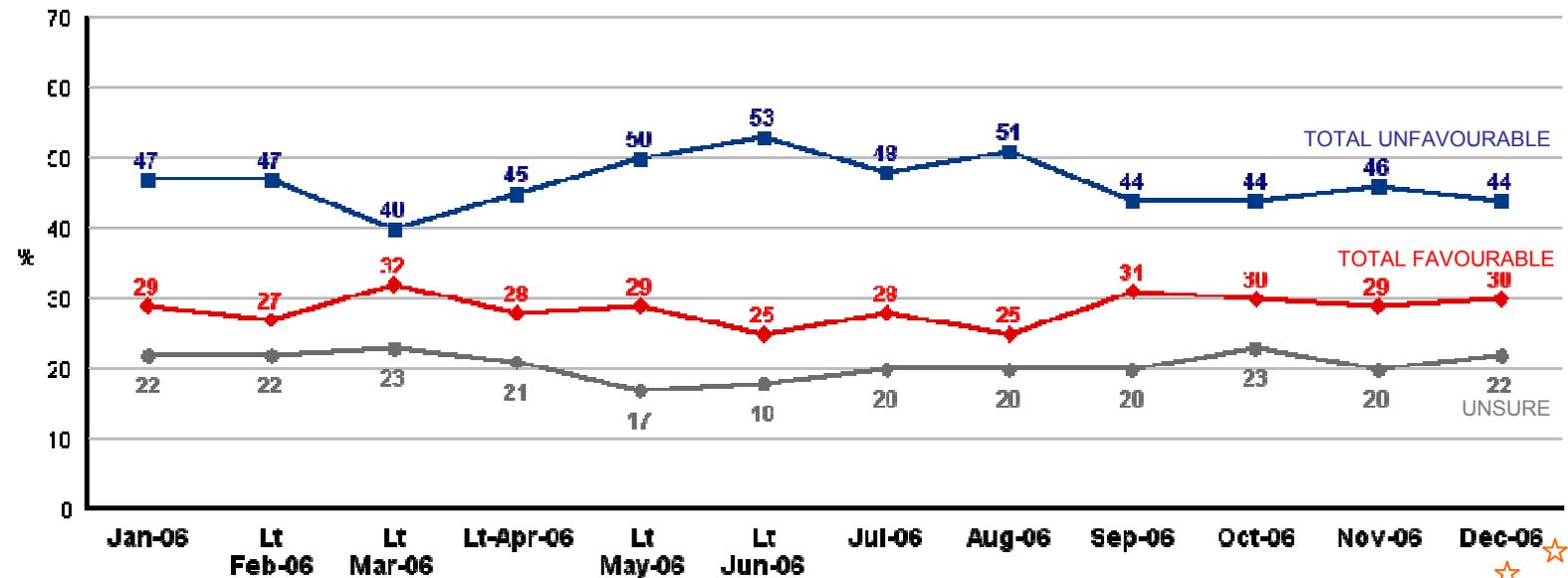


TARIANA TURIA

Throughout 2006 Tariana Turia's favourable rating continued to improve, surpassing her previous high in November 2005, to reach 32% favourable in late March. Her unfavourable rating peaked at 53% unfavourable in late June, but by December this had stabilised at 44% unfavourable. Amongst Maori voters Tariana Turia's total favourable rating averaged 51% and her total unfavourable rating averaged 29% in 2006.

Tariana Turia Favourability Rating

Thinking about the leaders of the main parties tell me if you generally have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of them?



RODNEY HIDE

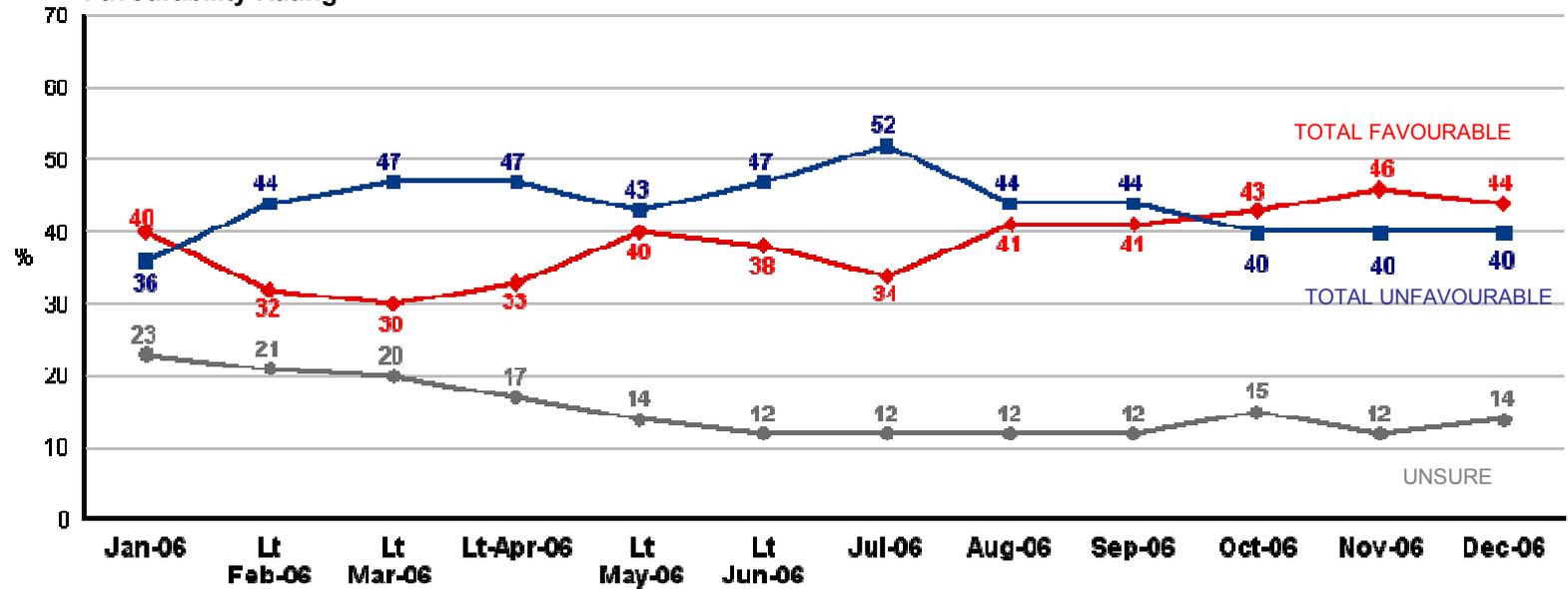
The last quarter of 2006 saw a marked improvement in Rodney Hide's favourability rating, possibly due to his appearance in Dancing with the Stars. Despite only recording his first net positive favourable rating in January 2006 with 40% favourable, 36% unfavourable, from October he maintained a net positive rating for three months in a row, ending the year at 44% favourable, 40% unfavourable.

He reached a high of 46% in November, significantly higher than his 2005 high of 40% recorded in November last year.

The percentage of those unsure about Rodney Hide decreased from 23% in January 2006, to between 12% and 15% after late May 2006.

Rodney Hide Favourability Rating

Thinking about the leaders of the main parties tell me if you generally have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of them?



PITA SHARPLES

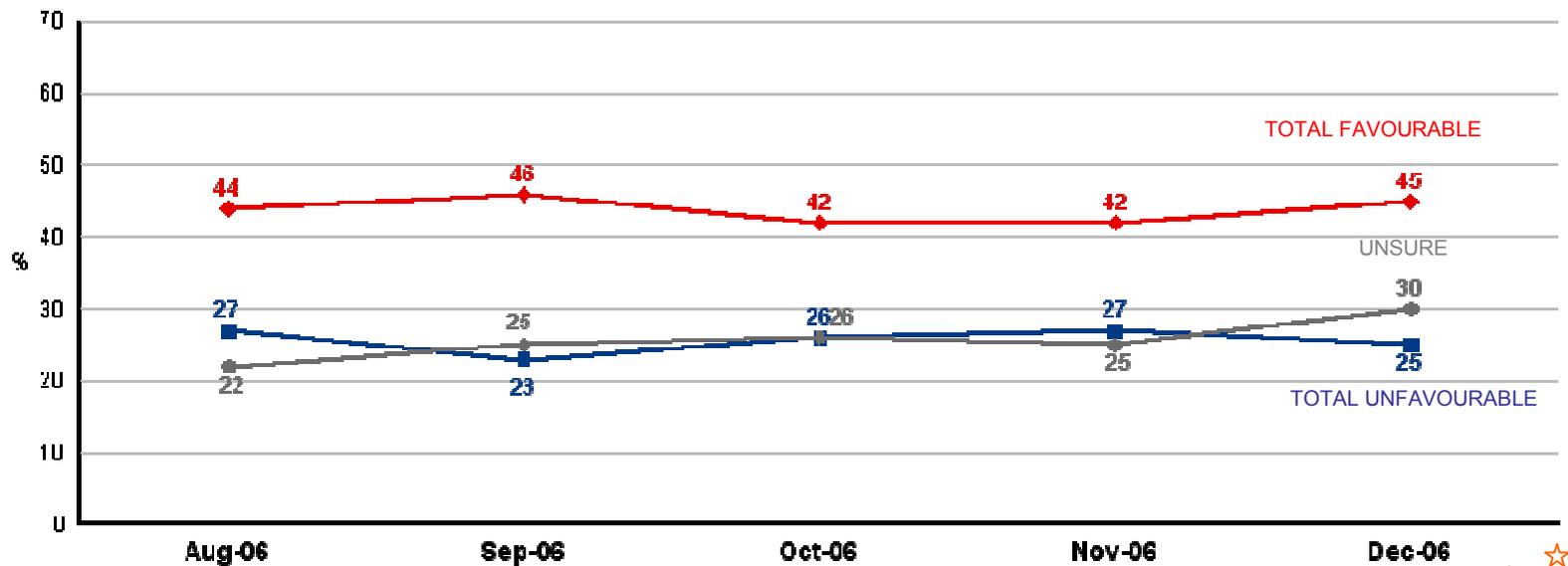
Pita Sharples made his UMR political party leader favourability rating debut in August 2006, with 44% giving him a favourable rating, and 27% an unfavourable rating. He recorded his high the next month at 46% favourable. This is significantly higher than Tariana Turia whose highest recorded favourability rating is 32%.

By December his favourable rating was 45% favourable, 25% unfavourable.

Amongst Maori voters Pita Sharples' total favourable rating averaged 58% and his total unfavourable rating averaged 19% in 2006.

Pita Sharples Favourability Rating

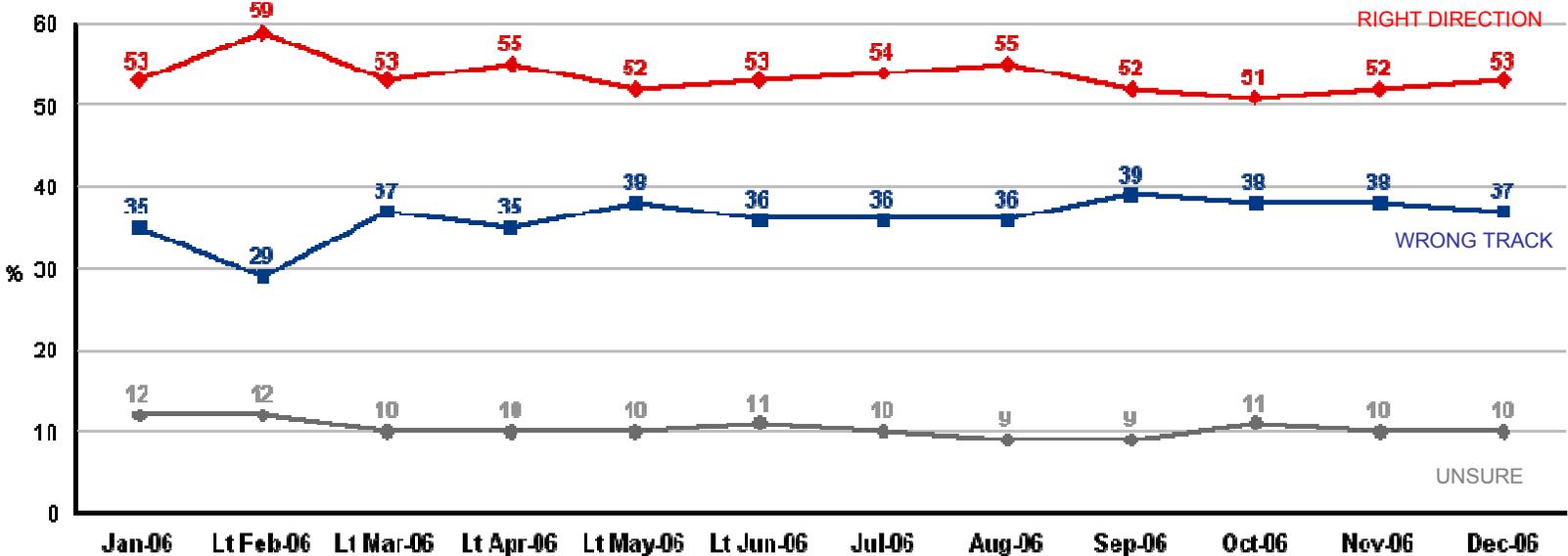
Thinking about the leaders of the main parties tell me if you generally have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of them?



4. The Mood

THE MOOD

Generally speaking are things in New Zealand heading in the right direction or are they off on the wrong track?



2006

Compared to 2005, which saw those declaring that things in New Zealand were heading in the right direction fluctuate by 10%, the mood in 2006 was relatively stable. In January 53% thought New Zealand was heading in the right direction, the same rating recorded in December.

The high came in late February with 59% saying New Zealand was heading in the right direction, with a net positive rating of 30%. After February, the mood was stable with the right direction rating between 51% and 55% for the rest of the year.

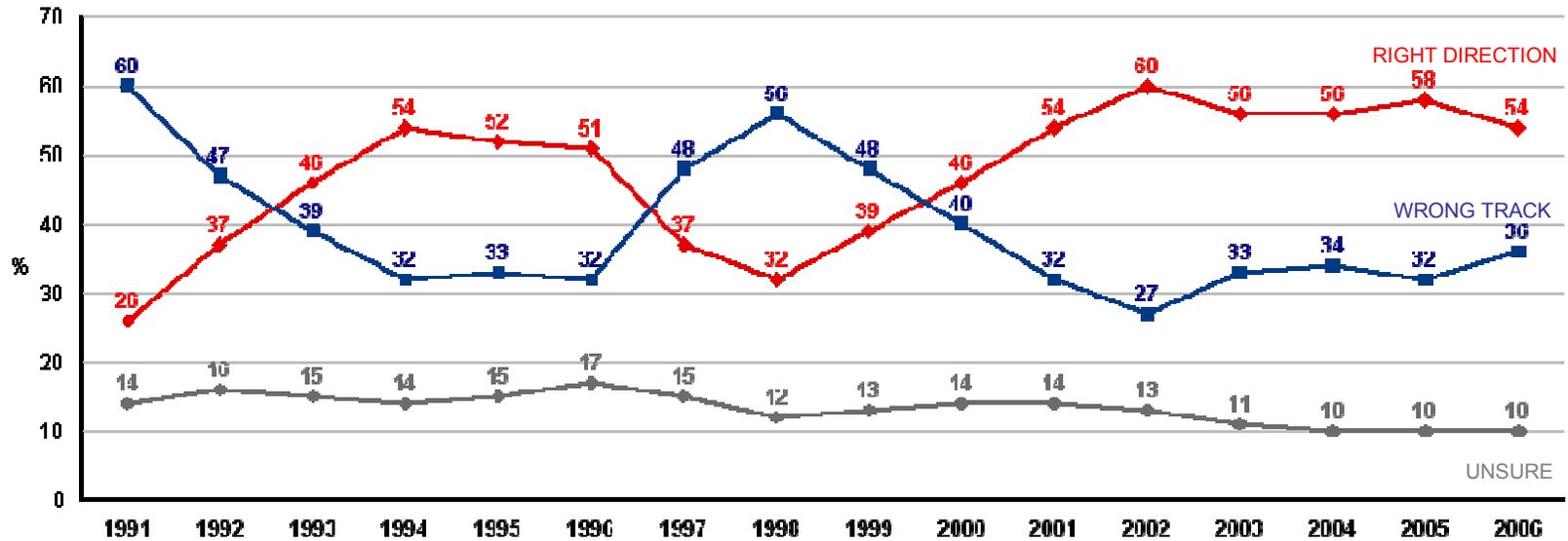
October saw those believing New Zealand was heading in the right direction fall as low as 51%, the lowest rating seen since April 2004, and the net positive rating slip to 13% for both September and October.

By the end of the year, the mood had begun to show continued improvement with a net 16% saying things were heading in the right direction.



THE MOOD ANNUAL AVERAGES

Generally speaking are things in New Zealand heading in the right direction or are they off on the wrong track?



Mood Annual Averages

2006 was the seventh year in a row where those optimistic about the direction New Zealand was heading in out numbered those who thought the country was heading in the wrong direction. The average for 2006 was 54%, down 4% from 2005, and the lowest average mood recorded since 2001.

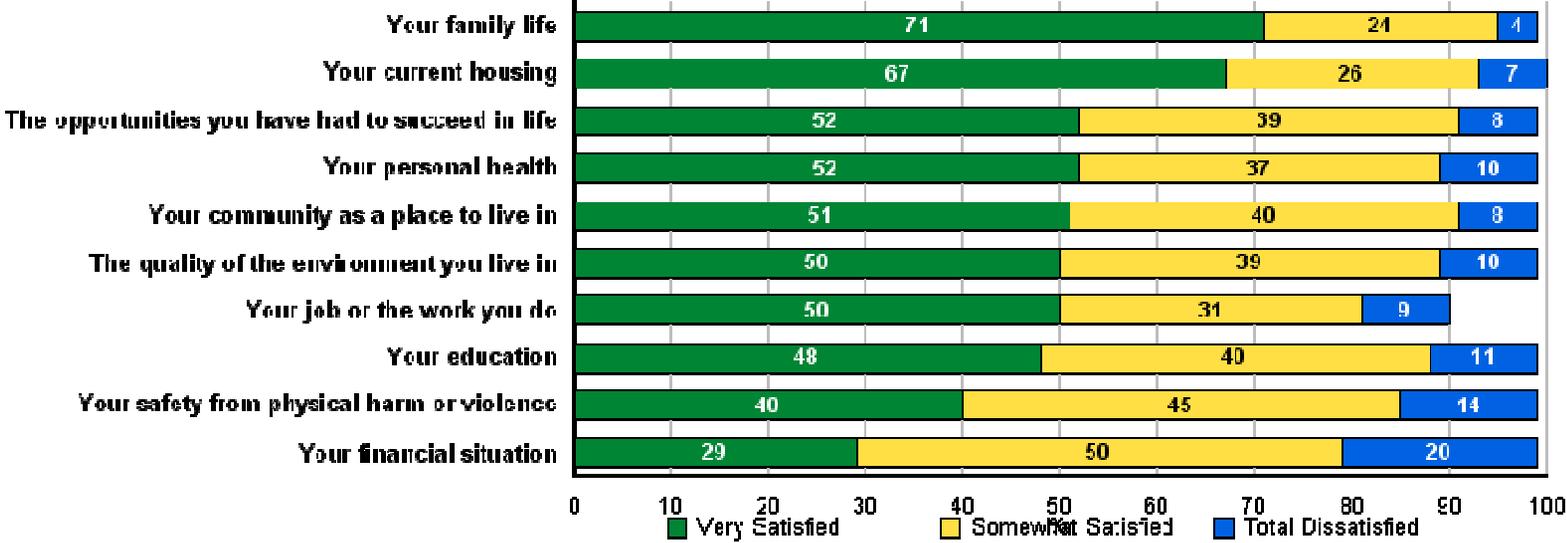
Pessimists increased during 2006 to 36%, the highest number recorded since 2000, producing a net positive rating of 18%. The number of respondents who declared they were unsure about the direction New Zealand was heading in remained steady on 10%, for the third year in a row.



5. How New Zealanders Feel About Themselves

SATISFACTION WITH ASPECTS OF LIFE

How satisfied are you with the following aspects of your life – very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?



Satisfaction with Aspects of Life Today

New Zealanders satisfaction with aspects of life increased during 2006 for eight of the ten attributes tested. The leaders, your family life at 71% and your current housing at 67%, both saw 7% increases in their satisfied rating.

Satisfaction with opportunities to succeed in life was up 5% to 52% from seventh place to third place in the very satisfied rating.

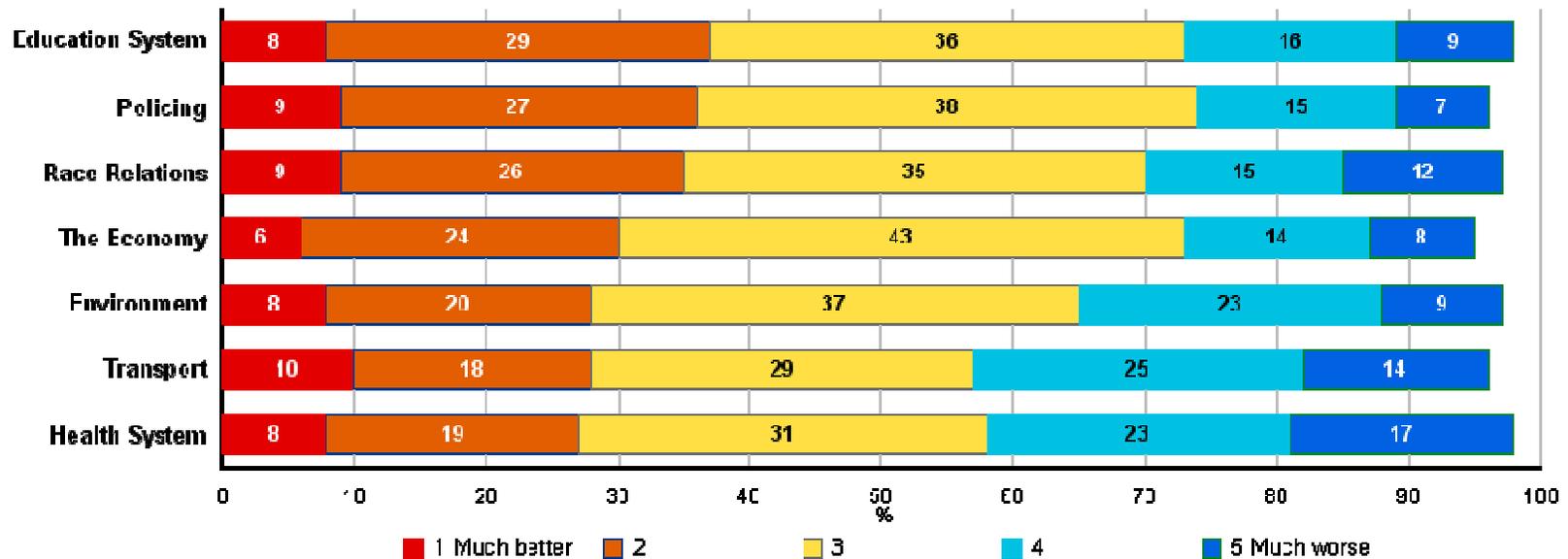
While Kiwis remain least satisfied with their financial situation, with 29% very satisfied and 20% dissatisfied, satisfaction was up 5% since 2005. This is the first significant increase in satisfaction throughout UMR's tracking. In both the 2003 and 2005 tracking 24% were very satisfied with their financial situation, and in 2004 23% were very satisfied.

The two attributes to experience decreases were your community as a place to live, falling 2% to 51%, and your safety from physical harm or violence, down 4% to 40%.



STATE OF THE NATION IN TEN YEARS TIME

Using a scale of 1 to 5 where 1 means it will be much better and 5 much worse – how do you think the following will be in ten years?



And in ten years time...

During 2006, UMR again 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

Optimism about New Zealand's economic future declined with 30% now expecting an improvement in the economic situation in ten years, compared to 42% in 2005. Males (33%) and those under 30 (36%) were more likely to be optimistic about the economy in ten years time. There is also a difference in opinion between Labour and National voters, with 38% of Labour voters feeling optimistic compared to less than a quarter of National voters (23%).

Transport

In 2006, transport was no longer the aspect of life that New Zealanders were least optimistic about, up 2% with 28% now thinking things will be better in ten years time. Pessimism was still high, with 39% thinking things would be worse, but pessimism was steady from 2005 and still down from the 43% in 2004. Pessimism softened amongst those living in Auckland, with 36% saying thing would be worse in 10 years time (down 4% from 2005 and 7% since 2004) with equal numbers (36%) saying things would be better (up 10%). Females and those under 30 were more likely to give optimistic views. Transport's level of net optimism (total "better" less total "worse") continued to improve slightly to -11% from -14% in 2005.

Health System

There was no change in optimism about the health system in New Zealand in ten years time, despite several strikes amongst medical staff and hospital waiting lists being cut with patients being sent back to their GPs during 2006. 27% are optimistic about the health system and expect the situation to improve in ten years. It replaced transport as the area New Zealanders are least optimistic about.

Policing

Expectations of policing improved slightly this year compared with last. The net optimism in 2006 was 6% with 38% saying things will be better and 32% saying they will be worse in 10 years. Last year, net optimism was 4%.

And in 10 years time...contd

Environment

There was a significant turn-around in expectations of the environment in 2006. Net optimism this year was -4% with 28% saying things will be better and 32% saying they will be worse in a decade's time. This signals a major change in perceptions over 12 months as in 2005 net optimism stood at 10% with 37% saying things will be better and 27% saying they will be worse.

Education System

Only a slight change occurred in expectations about the education system. Those who say things will get better nudged up 3% to 37% while those say things will get worse also moved up slightly from 23% to 25%.

Race Relations

Expectations about race relations slipped slightly this year. In 2005, net optimism on race relations was 9% with 36% saying things would get better and 27% saying they would get worse. This year net optimism is at 8% with 35% saying things will get better and 27% saying they will get worse.

And in retirement...

Income in Retirement

Two out of every five New Zealanders (41%) eighteen years and over are confident that their financial arrangements will ensure an adequate income throughout retirement, up 1% from 2005. Males (46%) were more likely than females (36%) to feel confident about their arrangements for retirement, as are those earning more than \$50,000 per annum. A little over a quarter (27%) are not confident that they have plans in place to ensure adequate income in retirement, down 3% from 2005.

Standard of Living in Retirement

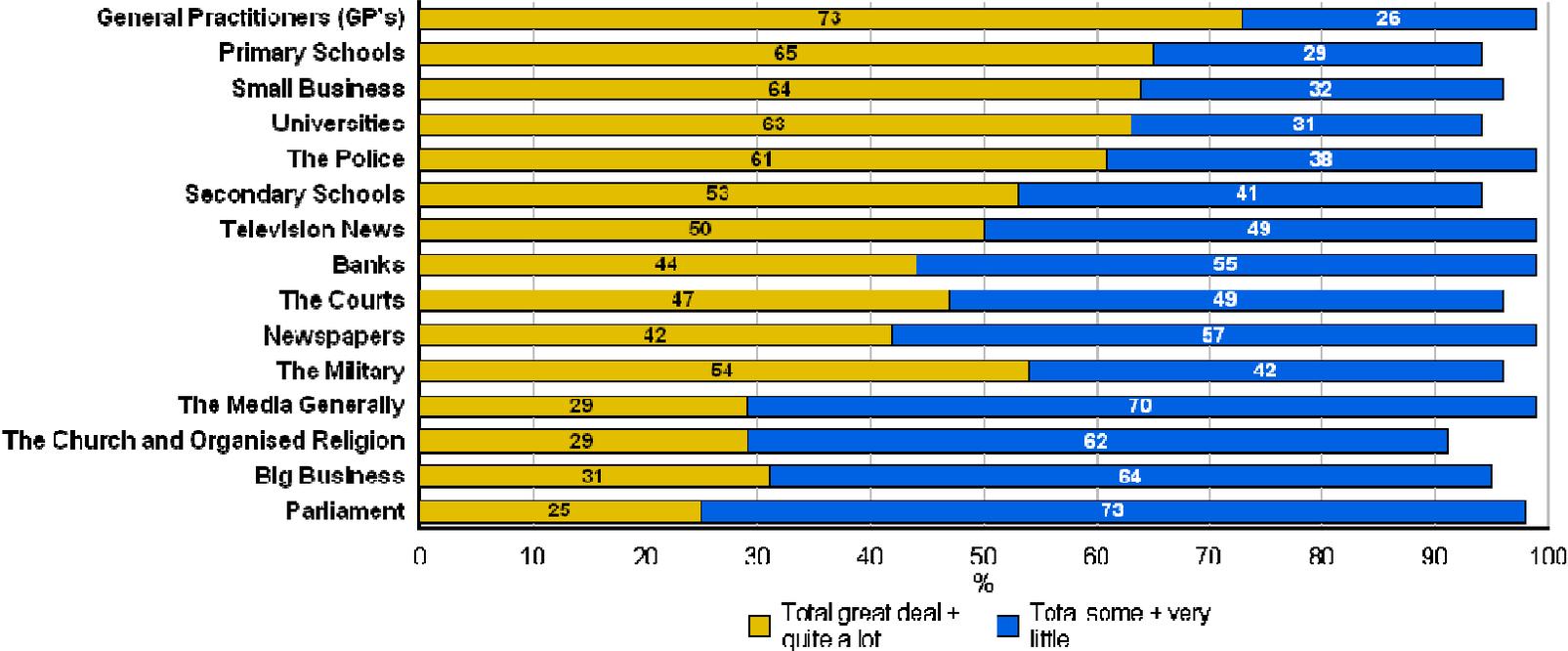
The standard of living people expect in retirement has changed little over the last three years. 25% think that their standard of living will be better in retirement, the same as in 2005 and down 1% from 2004. Those under 30 are most likely to think they will be better off in retirement. More people expect their standard of living to get worse (27%) than get better (25%). 32% were not expecting much change.



6. How New Zealanders Feel About Their Institutions

CONFIDENCE IN INSTITUTIONS 2006

Now I am going to read you a list of institutions in New Zealand society. Please tell me how much confidence you have in each one – a great deal, quite a lot, some or very little?



New Zealanders continue to have the most confidence in their General Practitioners (GP's), with a total of 73% saying they have a great deal or quite a lot of confidence in them, up 1% from 2005. For the second year in a row Primary Schools came in at number two, with no change in their confidence rating.

After falling sharply in 2005, public confidence in the Police was up 8% to 61%, a similar rating to that recorded in 2004.

While still in second to last place, confidence in Big Business was up 4% to 31% the highest level recorded. The Courts were also up 4% to 47%.

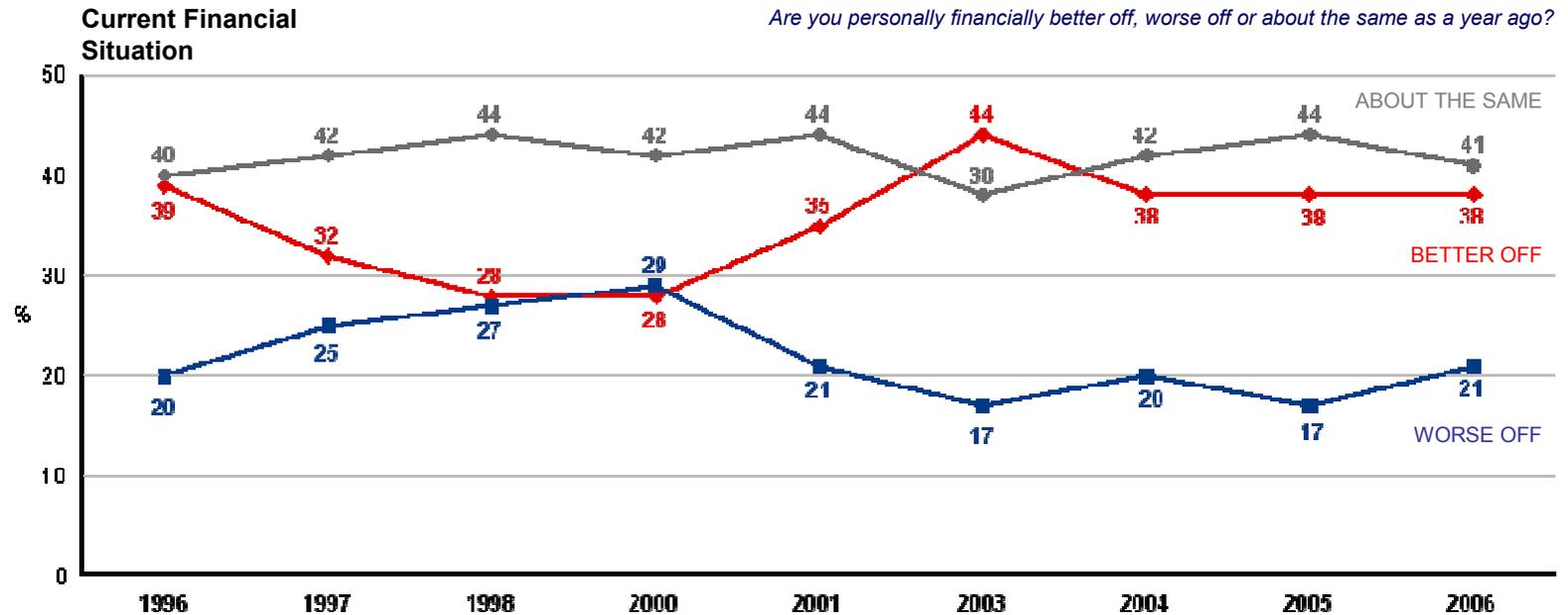
Confidence in Television News (50%), Banks (44%), Newspapers (42%), the Media (29%) and Parliament (25%) was largely steady from 2005.

7. The Economy

CURRENT FINANCIAL SITUATION

There was no change in the number of New Zealanders who thought their financial situation had improved during the last year, with 38% saying they were better off. One in five New Zealanders (21%) declared they were personally financially worse off than the same time a year ago, a 4% increase from 2005.

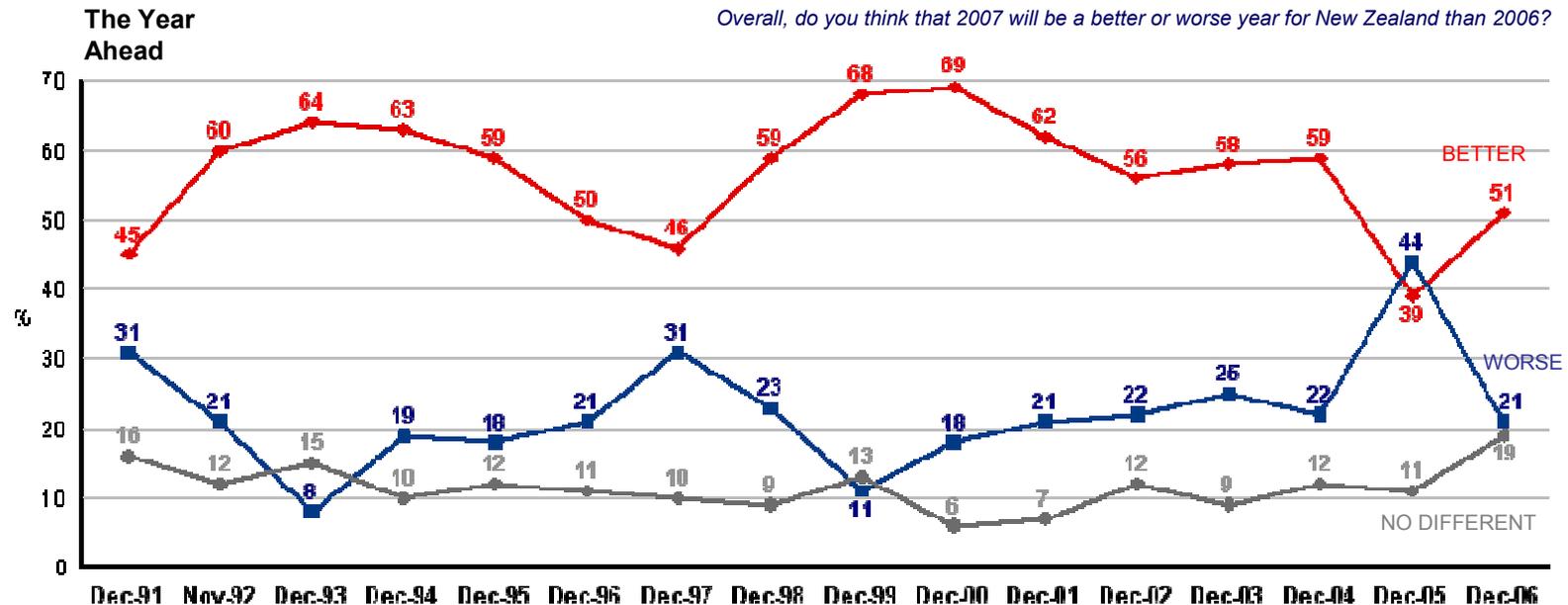
As during 2004 and 2005 most New Zealanders felt that their financial situation had changed little over the previous year, at 41%, down 3%.



THE YEAR AHEAD

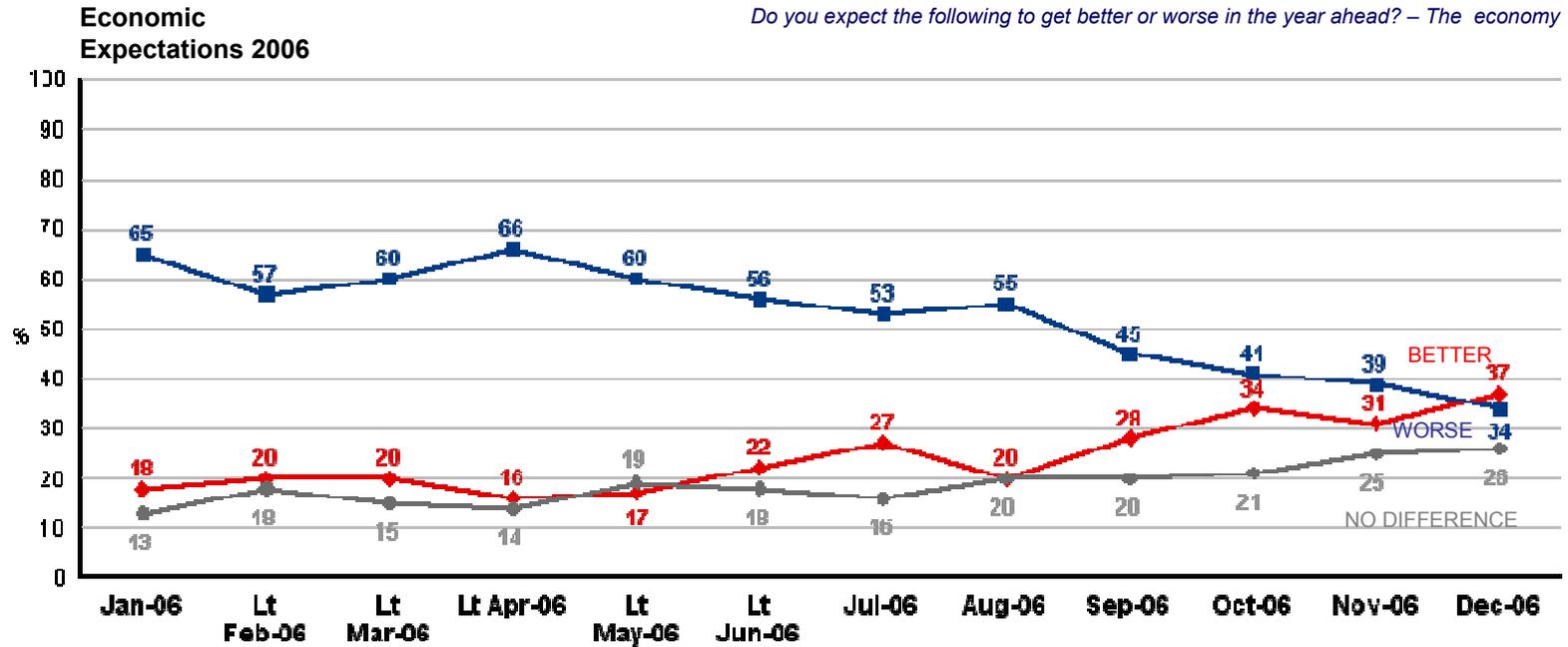
The forecast for 2007 is dramatically more positive than the forecast for 2006 a year ago. A slight majority (51%) thought that 2007 will be a better year than 2006, compared to 39% the previous year, but remains some way from the predictions for 1999 to 2005.

Those under 30 are most positive with 69% thinking that 2007 will be a better year, compared to 44% to 49% in other age groups. A majority of females (53%) think that 2007 will be a better year for New Zealand than 2006, compared to 48% of males.



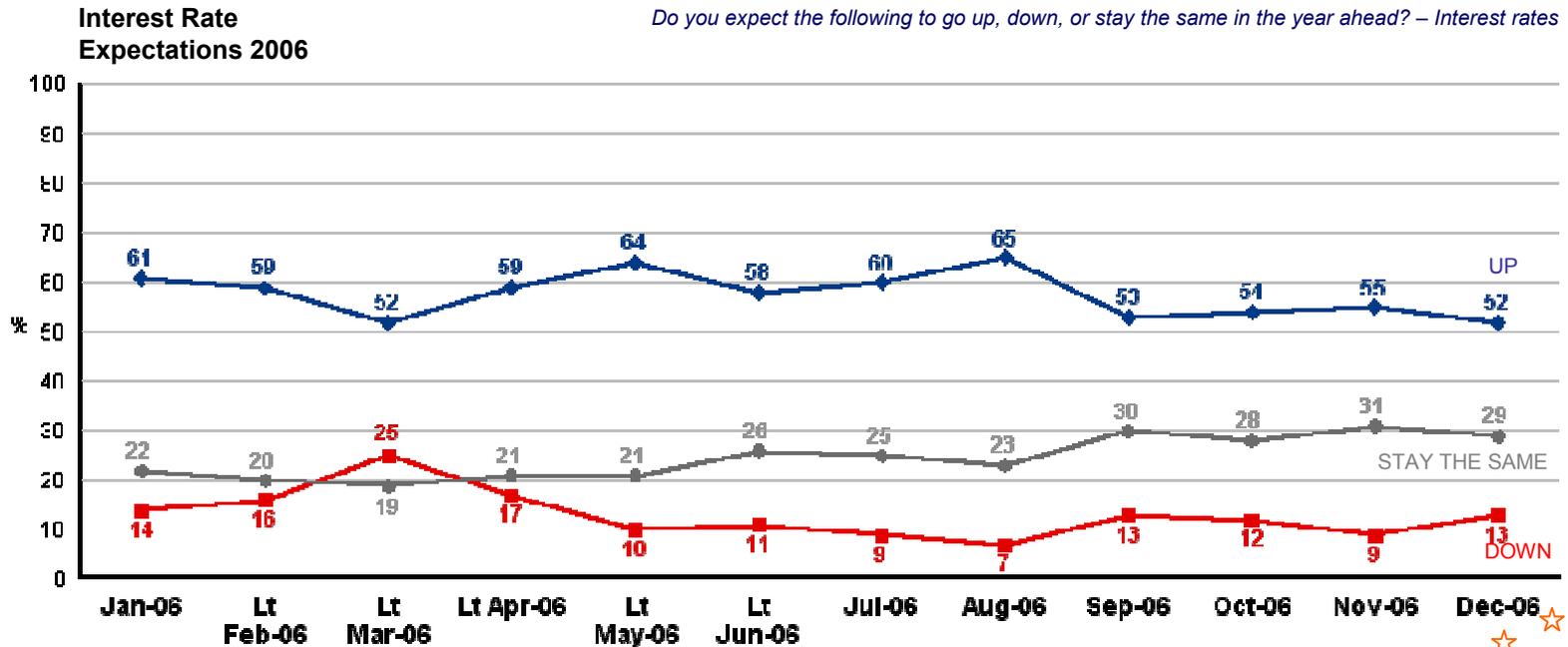
ECONOMIC EXPECTATIONS

The beginning of 2006 saw a negative view of the economy over the next year with 65% in January thinking the economy would worsen in the year ahead. However, the negative economic expectations began to soften and by December more people were expecting the economy to get better (37%) than were expecting it to get worse (34%). This was the first net positive result since September 2005.



INTEREST RATE EXPECTATIONS

Interest rate expectations improved by the end of 2006, with between 52% and 55% believing interest rates would increase in the last four months, compared to 61% in January. The outlook was most optimistic in late March when 52% thought interest rates would go up and 25% thought they would go down.

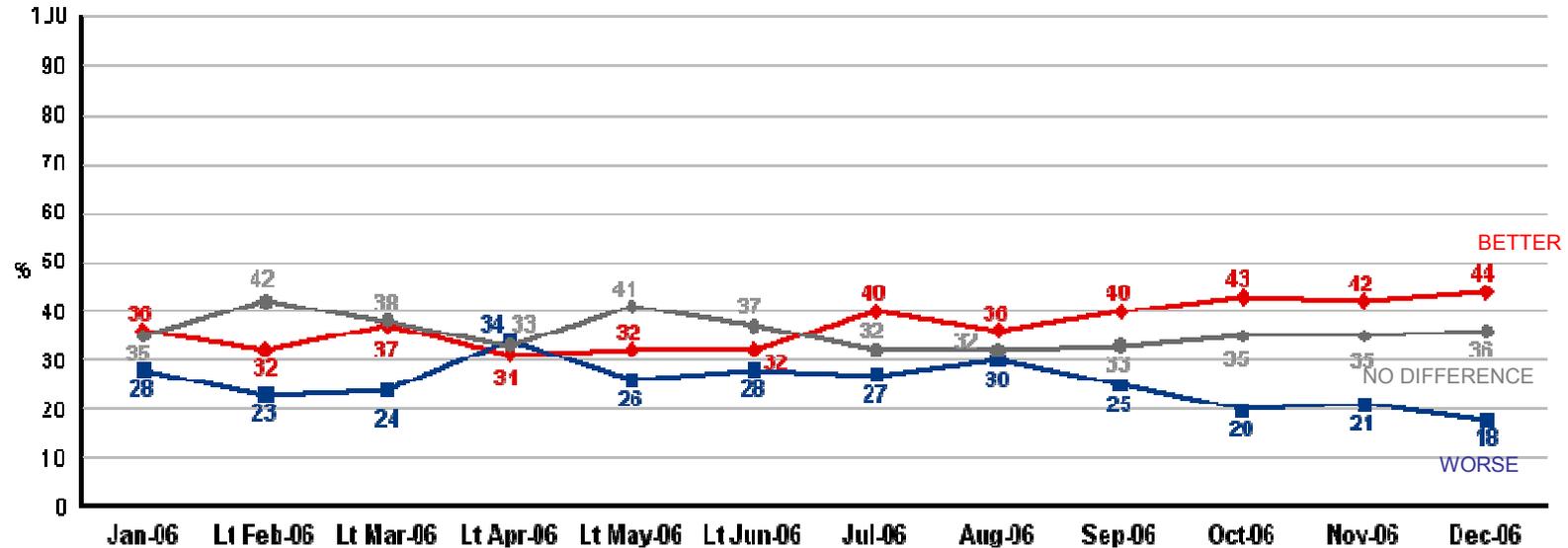


STANDARD OF LIVING EXPECTATIONS

The first half of 2006 showed little expectation of improvement in standard of living. In late April more people expected their standard of living to get worse (34%) than get better (33%) for the first time since October 2000. By July 40% expected their standard of living to improve, increasing to a high of 44% in December. Around a third of New Zealanders expected there would be no difference in their standard of living throughout the second half of 2006. Those expecting their standard of living to worsen fell from the high point of 34% in late April to a low of 18% by December.

Standard of Living Expectations 2006

Do you expect the following to get better or worse in the year ahead? – Your and your family's standard of living

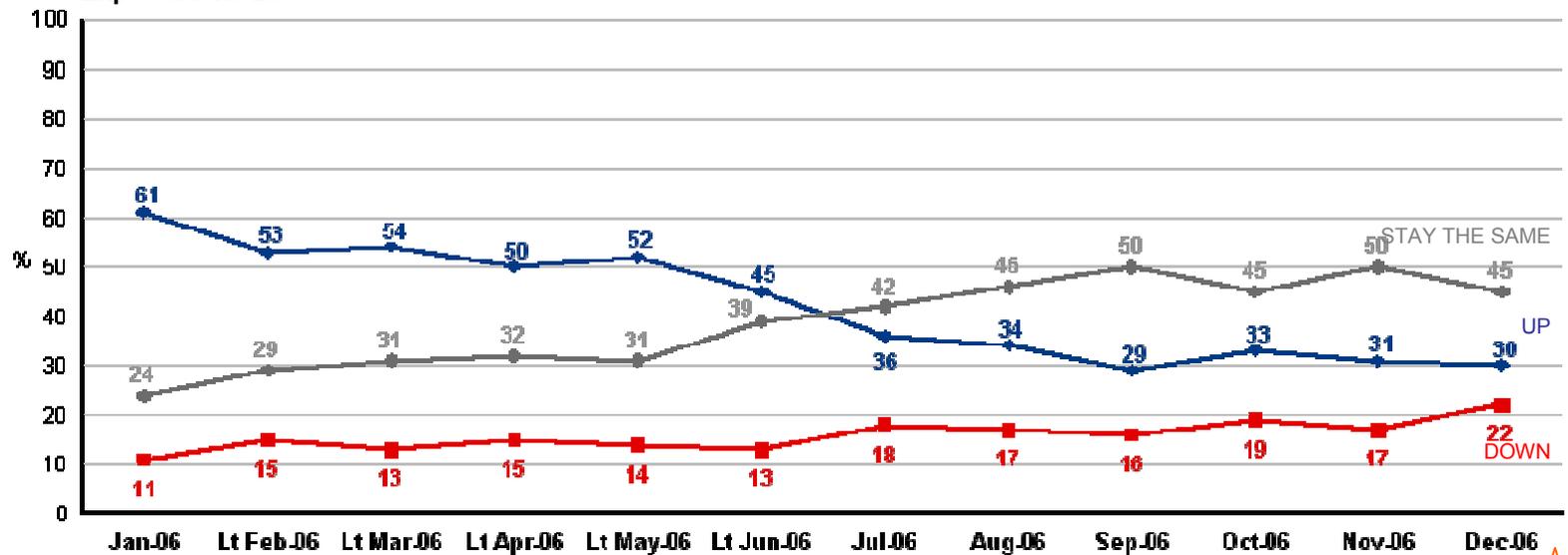


UNEMPLOYMENT EXPECTATIONS

In January 2006 a majority of people (61%) expected unemployment would rise during 2006, while 24% thought it would stay the same and 11% thought it would go down. This was the highest level of predictions of increased unemployment since December 1998. However, similarly to economic expectations, the view of the rate of unemployment improved during 2006, reaching a low in December when those expecting unemployment levels to increase had halved to 30%, with 45% expecting unemployment levels to stay the same and 22% that they would go down.

Unemployment Expectations 2006

Do you expect the following to go up, down, or stay the same in the year ahead? – Unemployment



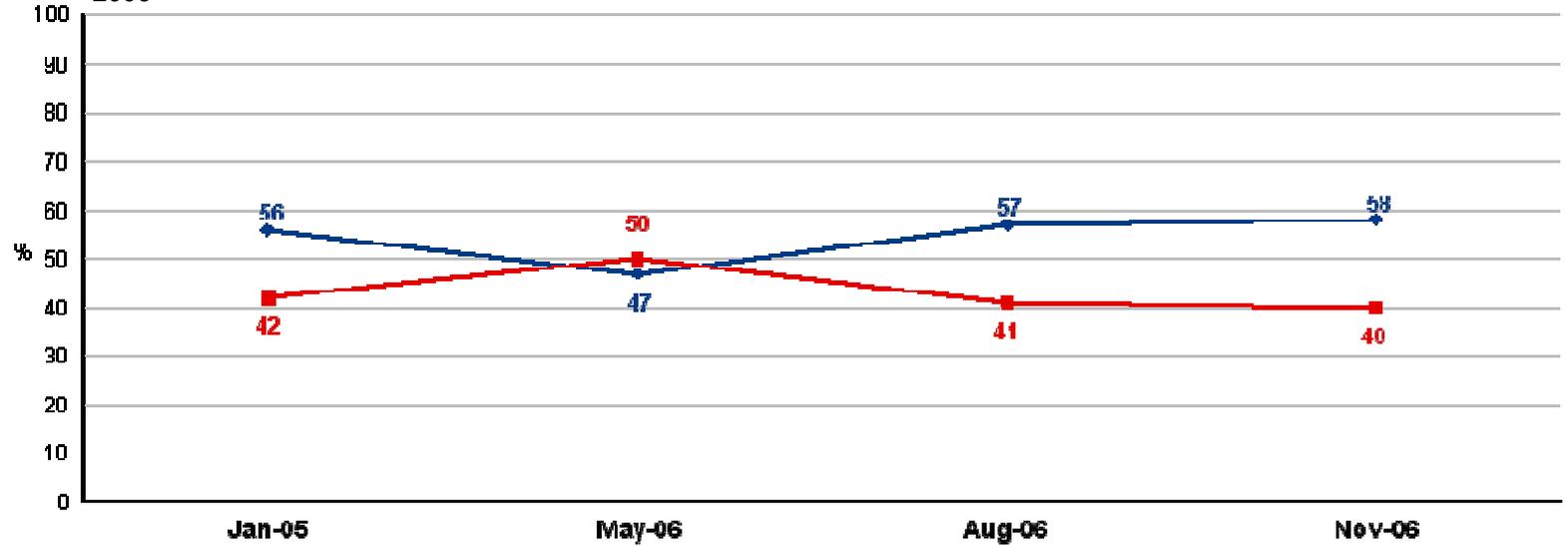
8. Climate Change

TAKING ACTION TO REDUCE CLIMATE CHANGE

A majority (58%) of New Zealanders have thought about taking or have taken action to reduce the effects of climate change. Females (65%) are more likely than males (50%) to have thought about or taken action, as are those between 30 and 59 years of age and those living in Wellington.

Taking Action to Reduce Climate Change 2006

Have you thought about taking or have you taken any actions to help reduce the effects of climate change?



ACTION TAKEN

What are the things you are prepared to do?

Those who declared they had thought about or taken action to help reduce the effects of climate change were asked what action they were taking. Almost half of respondents (49%) declared they were recycling, equivalent to 28% of the total population, with a further 46% reducing their car usage and using more public transport, equivalent to 27% of the total population. Other more secondary mentions included energy efficiency, reducing cars fuel usage and buying energy efficient products.

2006
Multiple Response
%

Recycling	49
Reducing Car Usage/ Public Transport	46
Energy Efficiency	21
Reducing Cars Fuel Usage	17
Buying Energy Efficient Products	16
Growing More Vegetables	10
Reducing pollution from Fires	10



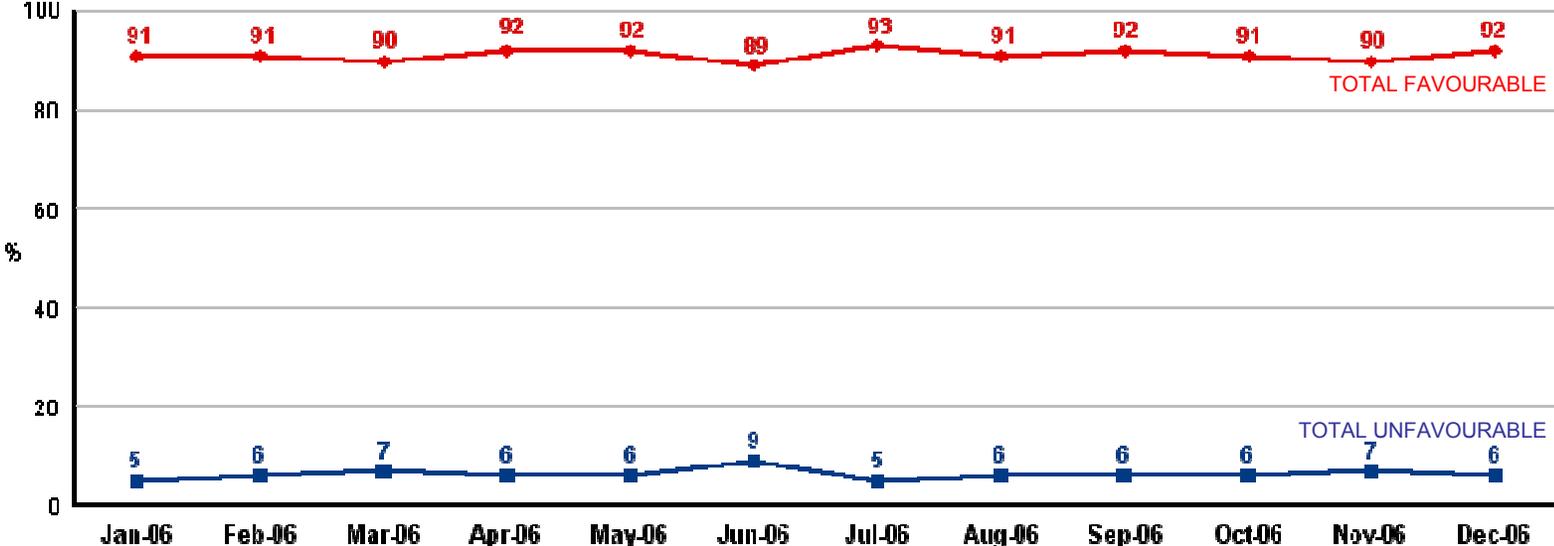
9. The Corporates

NEW ZEALAND POST

The New Zealand Post favourability rating remained stable throughout 2006, with an average rating of 91% favourable. Apart from a low of 89% in June and a high of 93% in July, the favourable rating fluctuated between 90 and 92%. All fluctuations for 2006 are within the margin of error and the ratings have seen little change over the past three years.

**FAVOURABILITY RATING
NEW ZEALAND POST**

I'm going to read you a list of Companies and organisations, tell me if you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of them. If you do not know enough about them just say so

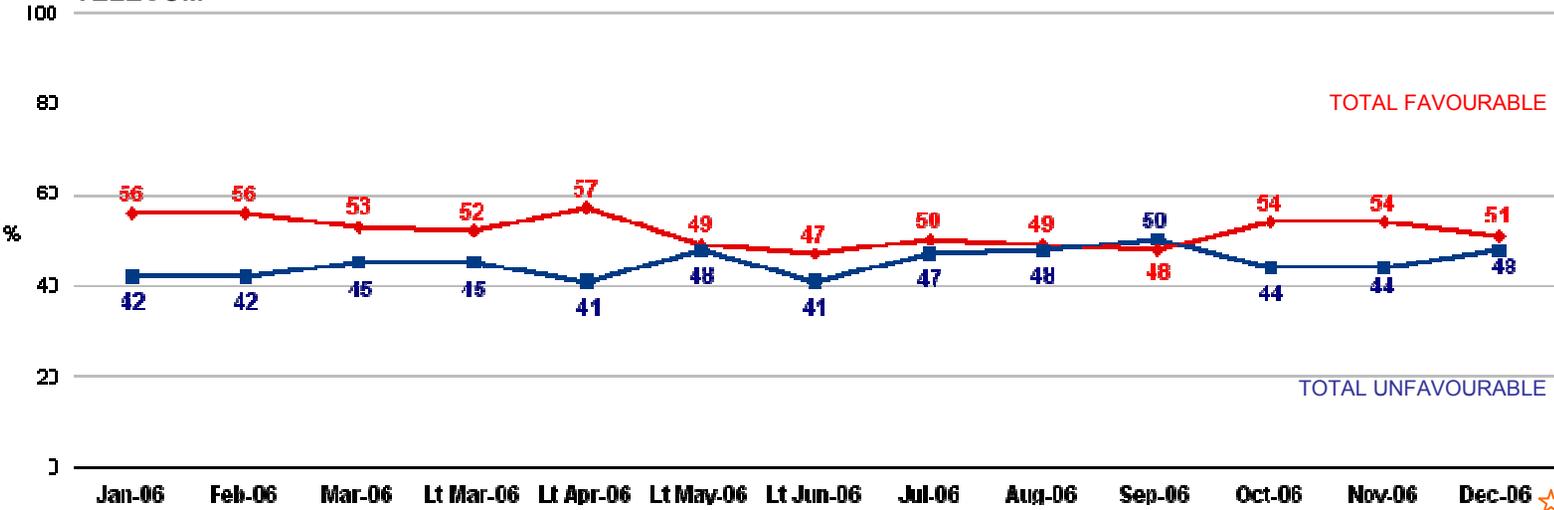


TELECOM

Telecom's favourability took a hit in April-May 2006 following the Government's announcement that it would face increased regulation and a large drop in its share value. Its net favourable position moved into negative territory in September recording -2%, its lowest rating since 1994. It showed a recovery toward the end of the year in October and November widening the net favourable rating to 10%, but by December had slid back to a net favourable rating of 3%.

**FAVOURABILITY RATING
TELECOM**

I'm going to read you a list of Companies and organisations, tell me if you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of them. If you do not know enough about them just say so

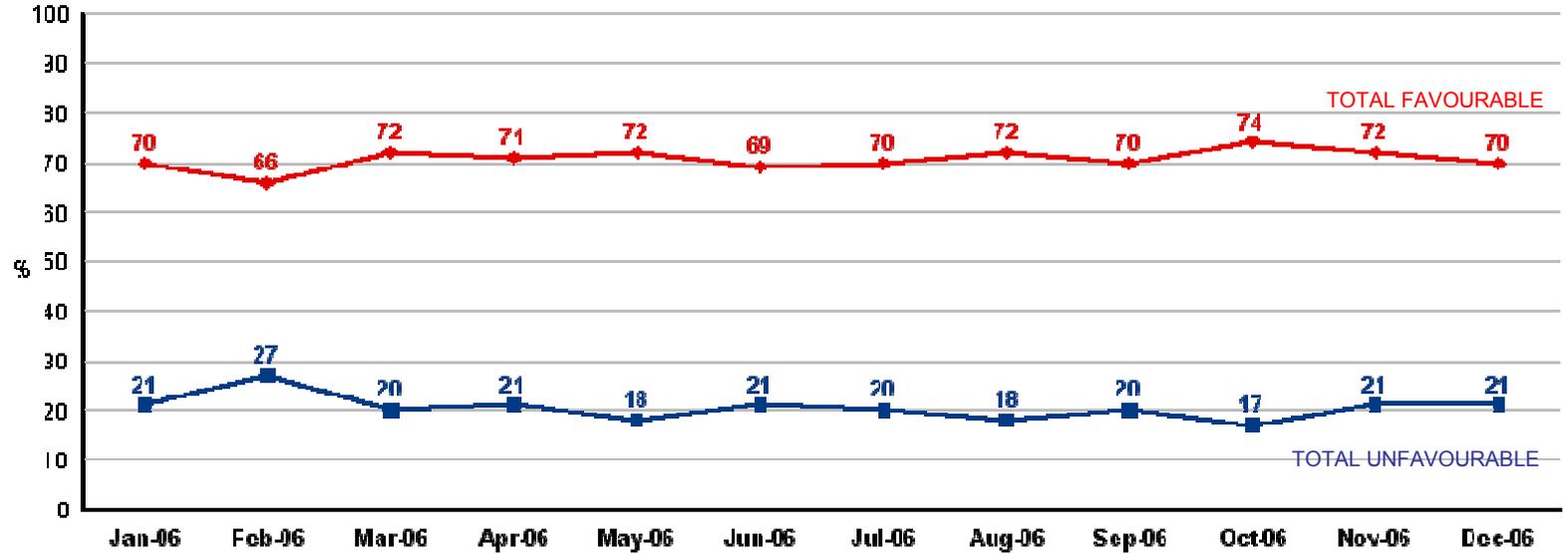


AIR NEW ZEALAND

Air New Zealand's favourability remained consistent throughout 2006 fluctuating between a low of 66% in February and a high of 74% in October. It ended the year as it started with a net favourable rating of 49% up 13% on its low for the year of 39% in February.

FAVOURABLE RATINGS AIR NEW ZEALAND

I'm going to read you a list of Companies and organisations, tell me if you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of them. If you do not know enough about them just say so



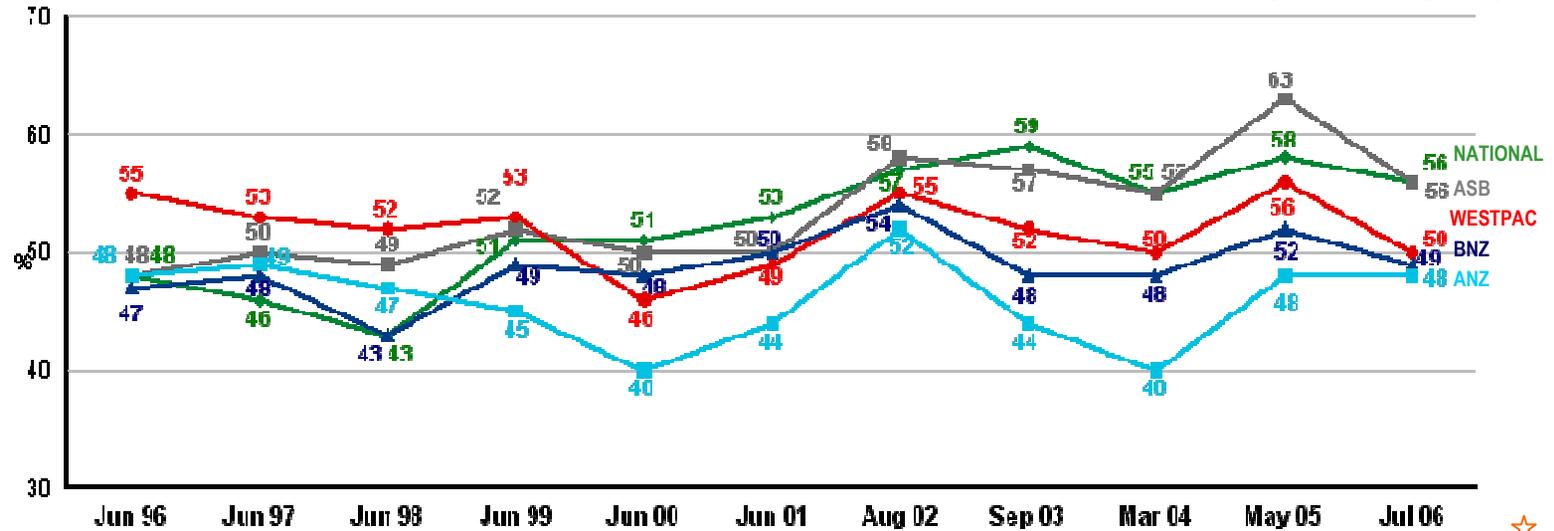
BANK FAVOURABILITY

2006 saw the favourability ratings of all banks tested fall apart from ANZ whose favourability was stable on 48%. The ASB Bank slid the most, down 7% to 56% favourable to be the equally most preferred bank with National on 56%, down 2% from last year. National and ASB Bank's have led the favourability ratings for the last six years.

Westpac also had a significant decrease, down 6% to 50% favourable. BNZ was down 3% to 49%.

BANK FAVOURABILITY

Now I'm going to read you the names of some banks and financial institutions, tell me if you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of them. If you do not know enough about them just say so.



10. Most Important Issue

The top seven issues of 2006 remain the top seven issues identified in 2005. The economy and the Government's handling of the economy emerged as the most important problem during 2006 at 12.5%, narrowly surpassing last years most important problem health care at 12.2%.

At 12.5% the economy and the Government's handling of the economy was up 2% from 2005 to the highest level recorded since tracking began in 2001. Health care nudged up to 12.2%, followed by crime and violence which continued to rise now at 10.6%, up 2% but still below the high of 13.6% seen in 2002.

Education and welfare/poverty (both a 5.2%) come in third equal, both down from 2005, closely followed by race relations and Maori issues at 5.1%, also down, now at the lowest level ever recorded since tracking began in 2001.

Ethical and family issues rounded out the top seven at 4.5%, down 2% to the lowest level recorded.

MOST IMPORTANT PROBLEM

What do you think is the most important problem facing this country today

	2006 Average %
1. Economy/ Government Handling of Economy/ Exports	12.5
2. Health Care	12.2
3. Crime and Violence	10.6
4. = Education	5.2
4. =Welfare/ Poverty/ Homelessness/ Distribution of Wealth	5.2
6. Race Relations/ Māori Issues	5.1
7. Ethical/ Moral/ Family Decline Issues	4.5

11. News Stories

The most followed news story of 2006 was that of the murder of Lois Dear in her Strathmore Primary School classroom in June, closely followed by 76% of New Zealanders. Also in June the extreme weather and snow in the Canterbury region caught a lot of attention with 73% following that story closely.

Another big story of 2006 was that surrounding the proposed new 60,000 seat stadium to be built on Auckland's waterfront in November, with 70% following that story closely. 69% also closely followed the decision to upgrade Eden Park rather than build the waterfront stadium.

The fighting in Lebanon in July was another big story of 2006 followed closely by 69% of New Zealanders. The tangi and funeral of the Maori Queen in August followed at 64% and the Tasmanian miners trapped in a goldmine in May and more extreme weather around the country in July both at 61%.

The least followed news story of 2006 amongst those tested was the National Party conference at 14%. This is the lowest ever rating for a news story recorded in tracking going back to 2003, tied with the National Party conference in 2004 which was also closely followed by 14%.

TOP NEWS STORY

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 please just say so.

	FOLLOWED CLOSELY TOTAL 1 + 2 %
The murder of Strathmore Primary School teacher Lois Dear in her classroom (Lt Jun)	76
Extreme weather in the Canterbury region (Lt Jun)	73
Proposed plans to build a new 60,000 seat stadium on Auckland's waterfront to host the Rugby World Cup in 2011 (Nov)	70
The decision to upgrade Eden Park Stadium instead of building a new waterfront stadium (Dec)	69
The fighting in Lebanon between Israel and Hezbollah (Lt Jul)	69
The tangi and funeral for the Maori Queen (Lt Aug)	64
The Tasmanian miners that have been trapped in a goldmine (May)	61
The extreme weather causing floods and slips around New Zealand (Jul)	61
The ceasefire in Lebanon (Lt Aug)	60



FOLLOWED CLOSELY
TOTAL 1 + 2
 %

The rescue of diver Robert Hewitt (Feb)	59
10,000 patients on hospital waiting lists being sent back to their GPs (Lt Apr)	59
The Lower Hutt house demolished after a landslide (Aug)	59
The possibility of a military coup in Fiji (Dec)	59
Controversy surrounding the publishing of the anti-Muslim cartoons (Feb)	58
The death of the Crocodile Hunter Steve Irwin (Sep)	57
Media coverage of problems in Don Brash's marriage (Lt Sep)	26
The visit by the Chinese Premier (Apr)	25
Dan Brash's Orewa Speech (Feb)	24
The announcement that the first of two Government funded free-to-air digital TV channels will be broadcast from late next year (Dec)	23
Television presenter Simon Dallow speaking out in the face of criticism of ONE News (Sep)	19
The National party conference (Lt Jul)	14

12. Social Marketing

During May UMR tested New Zealanders support for social marketing campaigns such as television advertising aimed at several areas including driving safety, water safety, food safety and improving health on a 0 to 10 scale, where 10 meant strongly support and 0 strongly oppose.

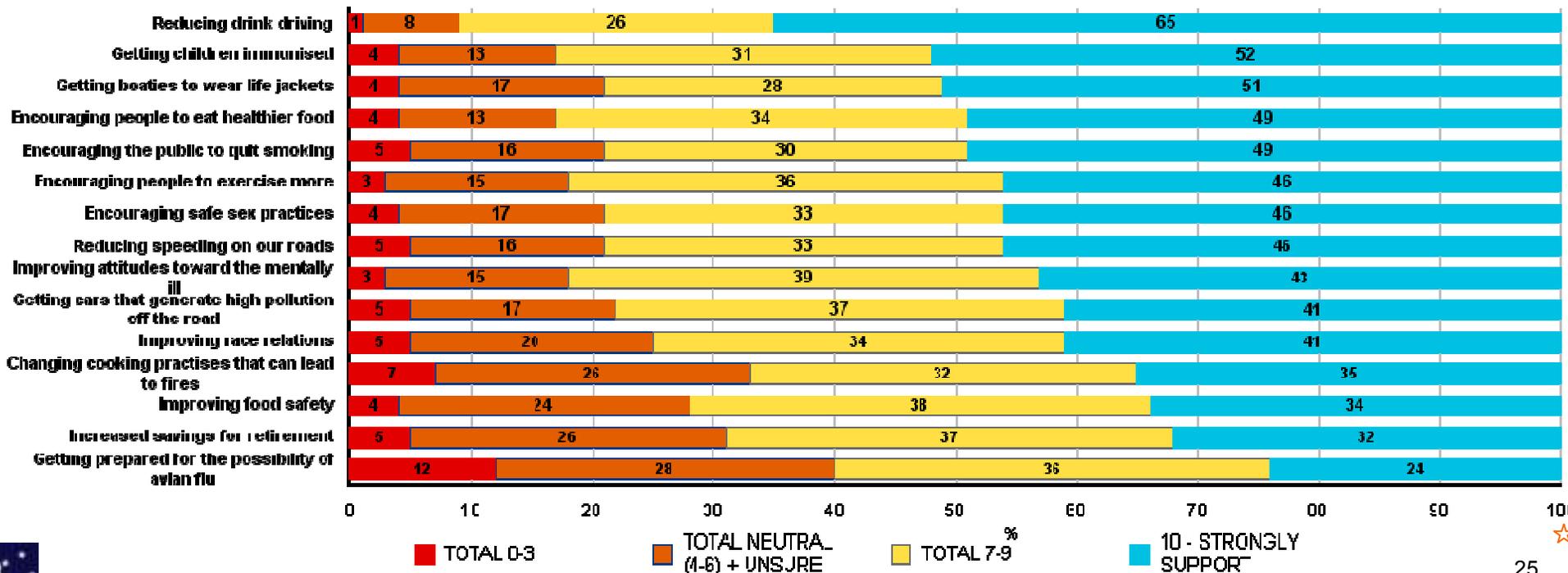
The social marketing campaign that had the most public support was aimed at reducing drink driving which 65% strongly supported (10 on the 10-point scale), and a further 26% had some support for with 1% opposed. Two other campaigns that had a majority of strongly support were getting children immunised, strongly supported by 52%, and getting boats to wear life jackets, strongly supported by 51%.

The campaign that met with the most opposition was getting prepared for the possibility of avian flu, which 24% strongly supported and 12% opposed.

After the campaigns were tested a follow up question was asked: "Regardless of whether you support or oppose them, do you think these sorts of campaigns are effective at changing what you and others actually do?" A majority (64%) of New Zealanders felt that these types of campaigns were effective in changing behaviour, while 30% said they were not effective.

SOCIAL MARKETING CAMPAIGNS

Using a scale of 0 to 10 where 0 means strongly oppose and 10 means strongly support, how strongly do you support or oppose publicity campaigns including television advertising aimed at the following:



13. Occupational Respect

For the first time since 2004 UMR tested the respect New Zealanders have for certain occupations. All the occupations tested saw increases in respect during 2006. Nurses continue to top the list with an average respect rating of 8.72, up from 8.60 in 2004 and 8.43 in 2003. Doctors in second place also continue to rise with an average respect rating of 8.36 from 8.10 in 2004 and 7.88 in 2003.

Teachers also increased slightly to 7.95 from 7.80 in 2003 and 2004. After falling in 2004 the Police improved their rating to 7.74, the highest rating they have received.

Lawyers saw the greatest improvement in respect ratings, up from 5.41 in 2004 to 5.70 in 2006, followed by Public Servants up from 5.9 in 2004 to 6.14 in 2006. The rating for Dairy Farmers and Business Leaders were largely stable. Politicians, who continue to be the least respected occupation tested, were up slightly to 4.42 from 4.09 in 2003, but remain in last place.

OCCUPATIONAL RESPECT

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.

Remember you can use any number between 1 and 10.

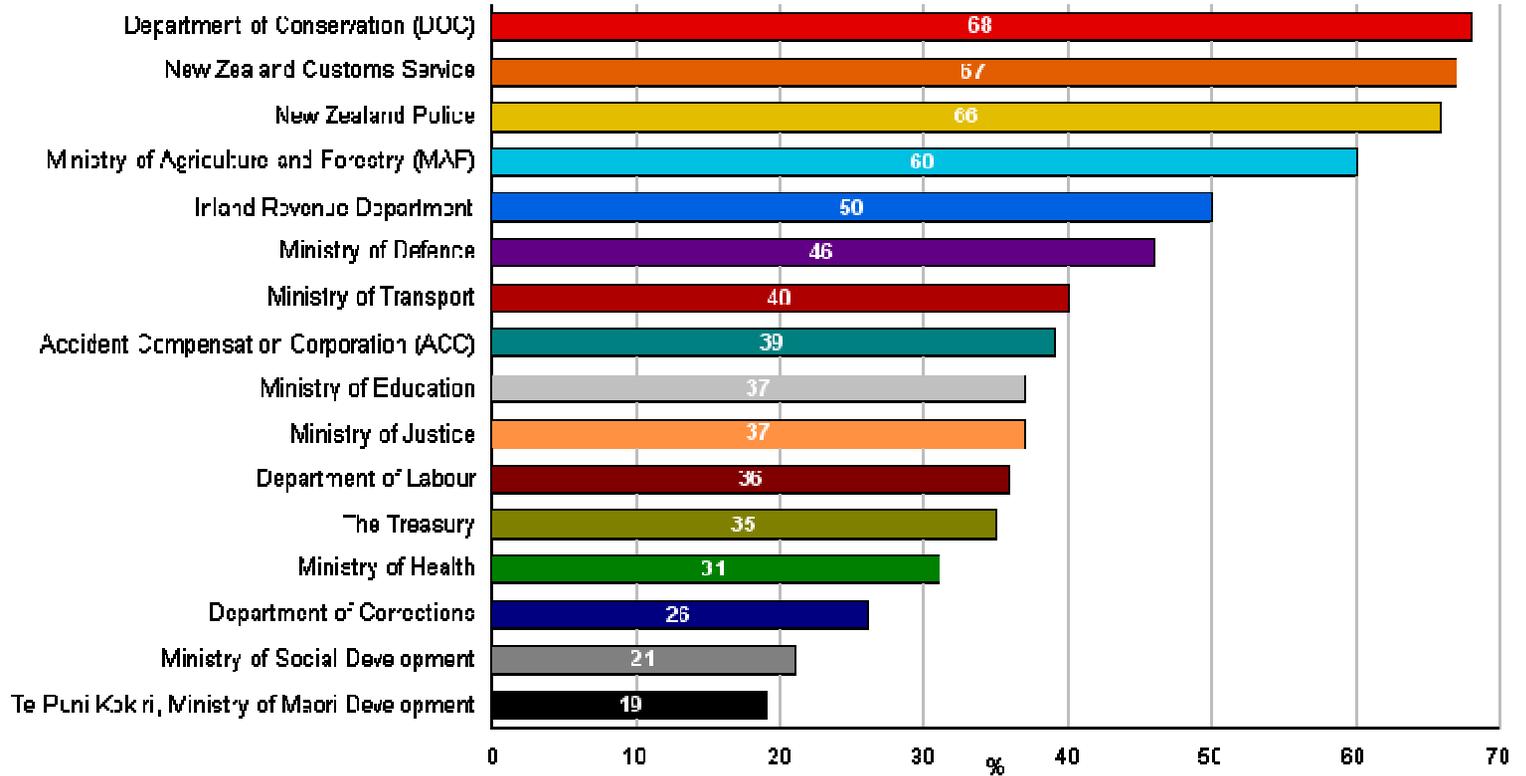
	Average respect rating
Nurses	8.72
Doctors	8.36
Teachers	7.95
The Police	7.74
Dairy Farmers	7.12
Public Servants	6.14
Business Leaders	6.13
Bankers	5.78
Lawyers	5.70
Politician	4.42



14. Performance of Government Departments and Agencies

PERFORMANCE OF GOVERNMENT DEPARTMENTS AND AGENCIES

I am going to read you a list of Government departments. As far as you are aware how good a job do you think they are doing - are they doing an excellent job, a good job, only a fair job or a poor job. If you don't know enough about them just say so.



Conservation on top

The Department of Conservation (DOC) topped the list of performance ratings of Government departments with 68% saying they are doing an excellent or a good job, up 2%. The leader of 2004 and 2005, New Zealand Customs Service, was down 1% to 67%. The New Zealand Police rose 7% to third place with 66% saying they are doing an excellent or good job. The Ministry of Defence saw the greatest improvement, up 9% to 46%.

Both ACC and the Department of Corrections saw 6% increases to 39% and 26% respectively. The Ministry of Health suffered the most significant drop, down 7% to 31%. The only other institutions to see decreases were the New Zealand Customs Service and the Ministry of Social Development, both down 1%. Te Puni Kōkiri, the Ministry of Māori Development, continues to rate as the department holding the least public confidence, although people continue to know little about them.

SYDNEY • BRISBANE • WELLINGTON • AUCKLAND



WELLINGTON

3 Collina Terrace

Thordon

Wellington

Tel: +64 4 473-1061

Fax: +64 4 472-3501

AUCKLAND

11 Earle Street

Parnell

Auckland

Tel: +64 9 373-8700

Fax: +64 9 373-4203

