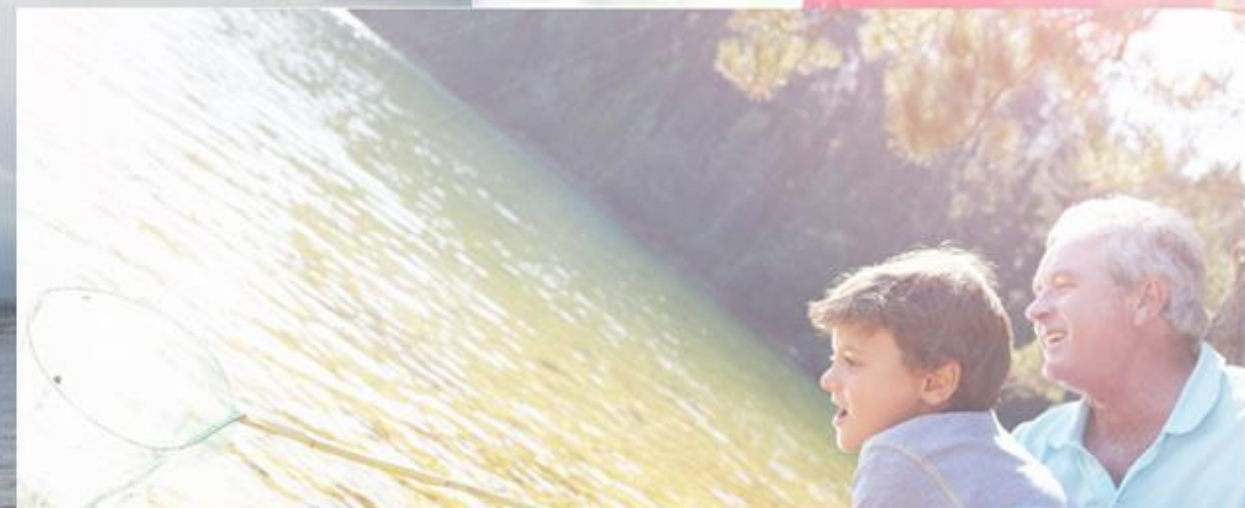
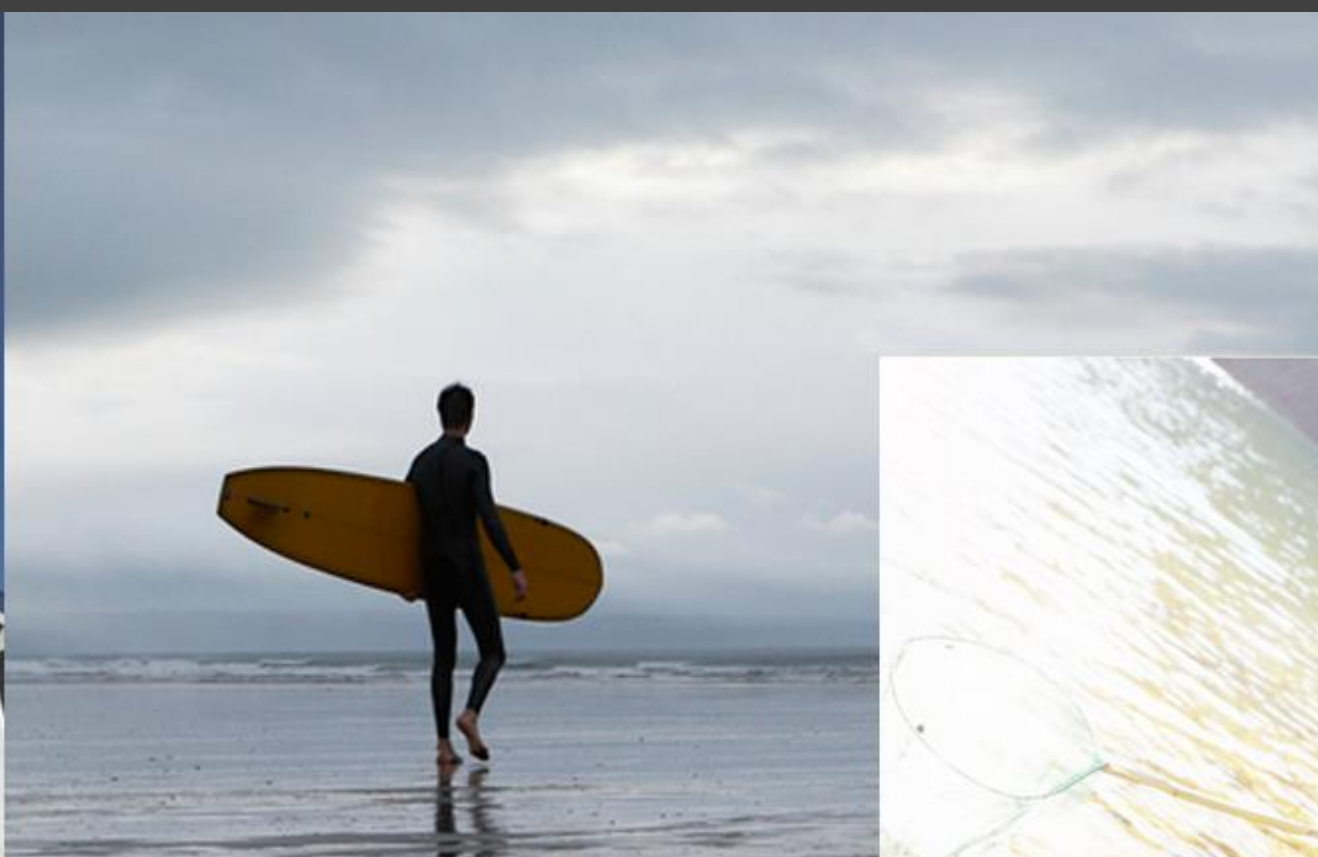




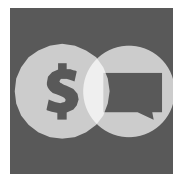
The Kea Every Kiwi Counts Survey 2013



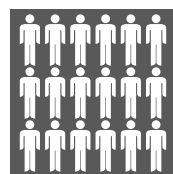
What — is — Kea?



Kea is New Zealand's global network, a borderless community of over 100,000 people who champion New Zealand and increase its international connectedness.



Kea aims to harness the power of New Zealand's global community by connecting, inspiring and enabling its members to contribute to New Zealand.



Kea has headquarters in Auckland and is led by Global Chief Executive Officer Dr Sue Watson. Kea's Global Chairman Phil Veal is based in New York City, and Regional Directors are based out of London and Shanghai.



It is free to join Kea - you just have to be passionate about New Zealand, want to stay connected via our global network and be positive about contributing to New Zealand's international success.

Join at: www.keanewzealand.com/join

Connect with us: www.facebook.com/keanewzealand

Contact us: info@keanewzealand.com

The 2013 Every Kiwi Counts survey was conducted by Colmar Brunton.

Previous Every Kiwi Counts surveys were conducted in 2011 and 2006, and you can view the findings at:

www.keanewzealand.com/ekc

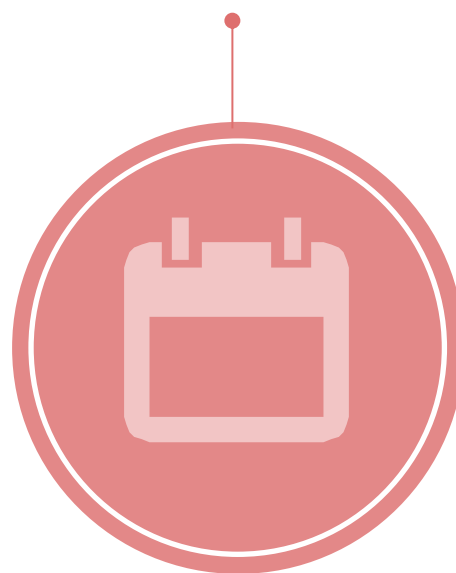
The Every Kiwi Counts Survey: Methodology

WHAT?



This research was conducted using a quantitative online survey, which was set up to be optimised for the majority of mobile devices. An 'open' survey URL allowed the link to be easily forwarded or shared via social media.

WHEN?



Fieldwork dates:
The Kea Every Kiwi Counts survey conducted by Colmar Brunton ran for a period of 4 weeks, 25 April 2013 – 22 May 2013

HOW?



The Kea Every Kiwi Counts survey conducted by Colmar Brunton campaign was communicated via two main streams:

Stream 1: Mail out to existing database.

Kea Expat database of approximately 30,000 were emailed (trialling different message types to achieve optimal response).

Stream 2: Social Media push

Several social media blasts, pushing the survey out via multiple channels including Facebook, LinkedIn and Word of Mouth.



WE TALKED TO A TOTAL OF 12,433 KIWI EXPATS IN 2013





WHO ARE OUR EXPATS?



★

The main drawcards
for living overseas
remain the same as
2011 – career, family
connections and
experiencing a
different lifestyle
and culture

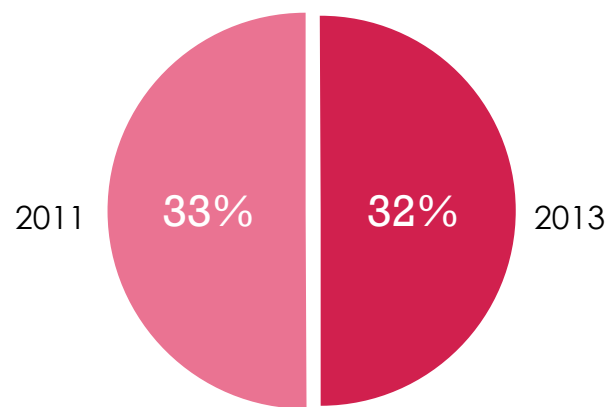
★



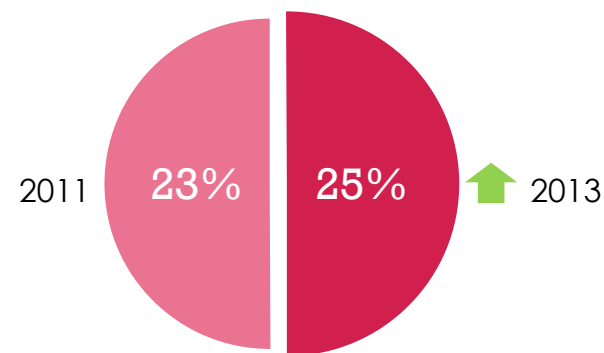
Career opportunities drive most expats overseas – family connections are more important to those over 45 years

MAIN REASONS FOR LIVING OVERSEAS

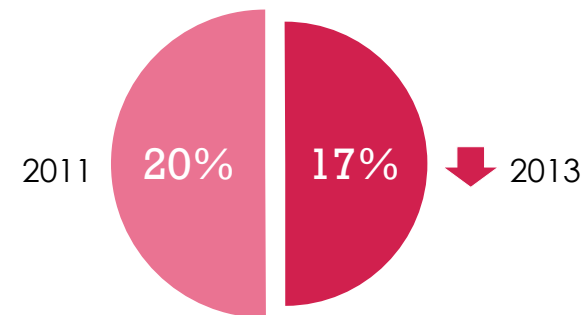
GENERAL JOB/ECONOMIC/
INCOME PROSPECTS
OVERSEAS



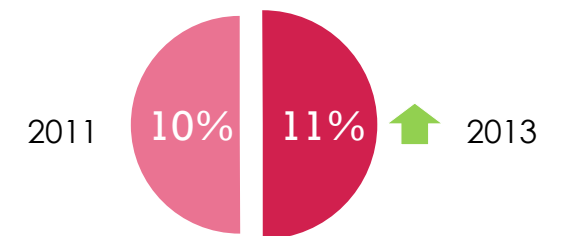
FAMILY/MARITAL
CONNECTIONS OR
OBLIGATIONS OVERSEAS



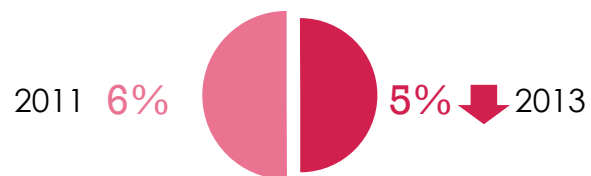
DIFFERENT
LIFESTYLE/CULTURE/
EXCITEMENT OVERSEAS



A SPECIFIC JOB OFFER
FROM AN EMPLOYER
OVERSEAS



OPPORTUNITIES FOR FAMILY
MEMBERS OTHER THAN MYSELF
(E.G. SPOUSE OR CHILDREN)



NZ EMPLOYER REQUIRED/
ASKED ME OR MY
PARTNER TO WORK
OVERSEAS



STUDY



OTHER



Q - WHICH OF THESE BEST DESCRIBES YOUR MAIN REASON FOR LIVING
OUTSIDE NZ?

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013

Base: Total Sample 2013 (n=12,433), 2011 (n=15,047)

↑ ↓ Significantly higher/lower than 2011

★

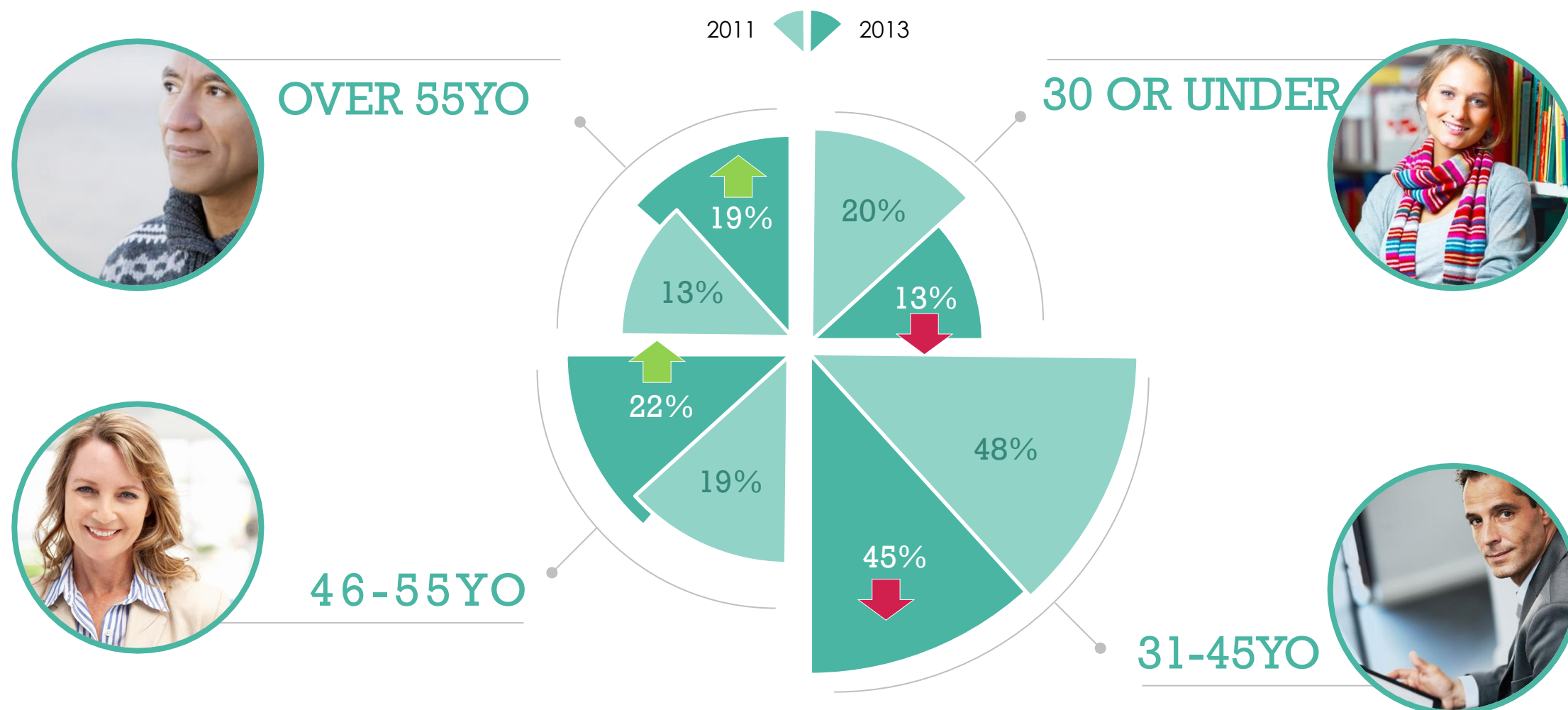
The age profile of
expat kiwis is
becoming older...and
more ethnically
diverse. The vast
majority are tertiary
educated

★



Over 4 in 10 expats are now over 45 years of age

WHAT AGE GROUPS ARE OUR EXPATS?



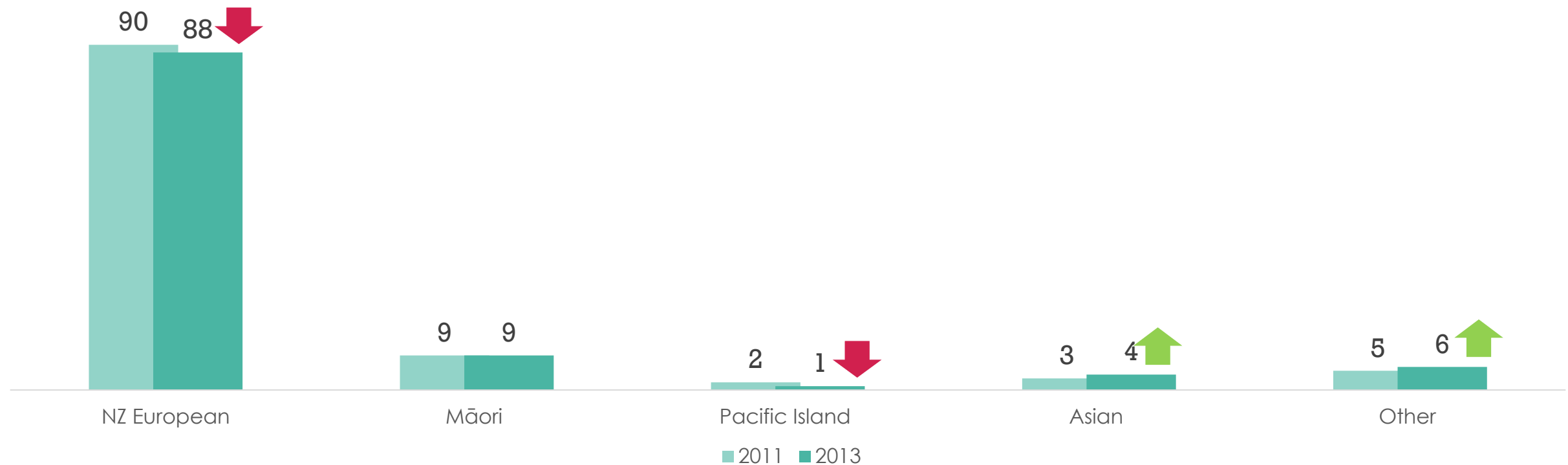
Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013

Base: Total Sample 2013 (n=12,433), 2011 Sample (n=15,290)

↑↓ Significantly higher/lower than 2011

As our population becomes more ethnically diverse, so too do our expats

WHAT ETHNICITY ARE OUR EXPATS



Q - WHICH ETHNIC GROUP DO YOU BELONG TO?

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013

Base: Total Sample 2013 (n=12,433), 2011 Sample (n=14,269)

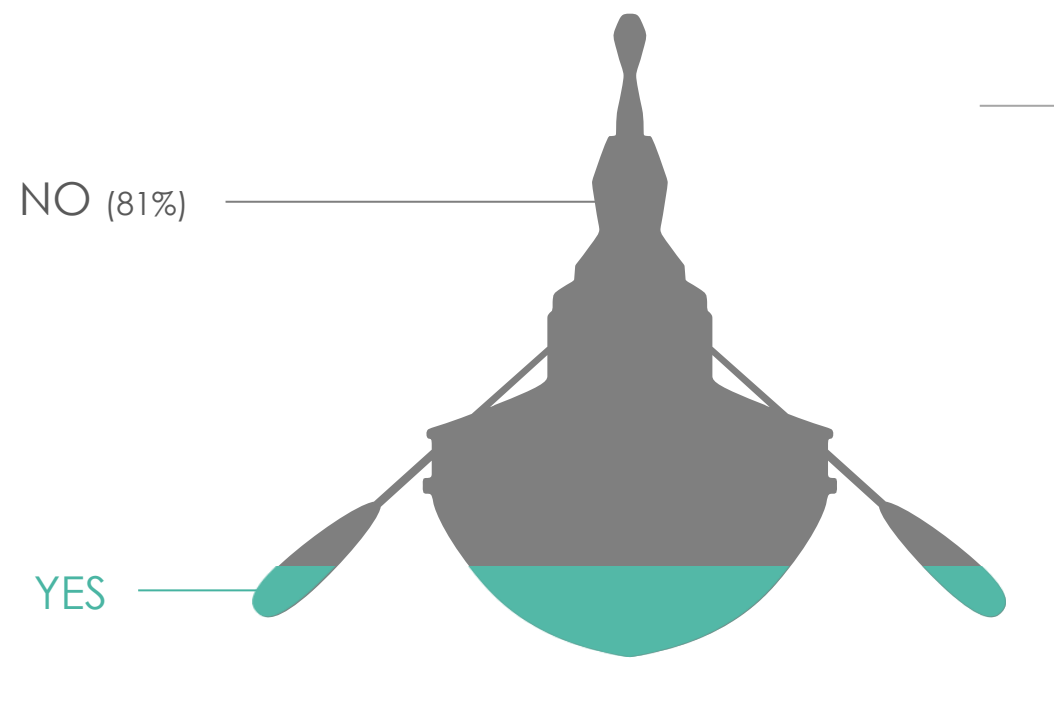
↑ ↓ Significantly higher/lower than 2011

NB: POSSIBLE TO SELECT MULTIPLE RESPONSES

Expats identify strongly with their Māori ancestry/iwi 14% of these have Māori heritage.

EXPATS WITH MĀORI HERITAGE

DO YOU HAVE MĀORI ANCESTRY?



2011 13% **14%** ↑

Base: Total Sample 2013 (n=12,433), 2011 (n=14,315)

DO YOU KNOW THE NAME(S) OF YOUR IWI (TRIBE OR TRIBES)?



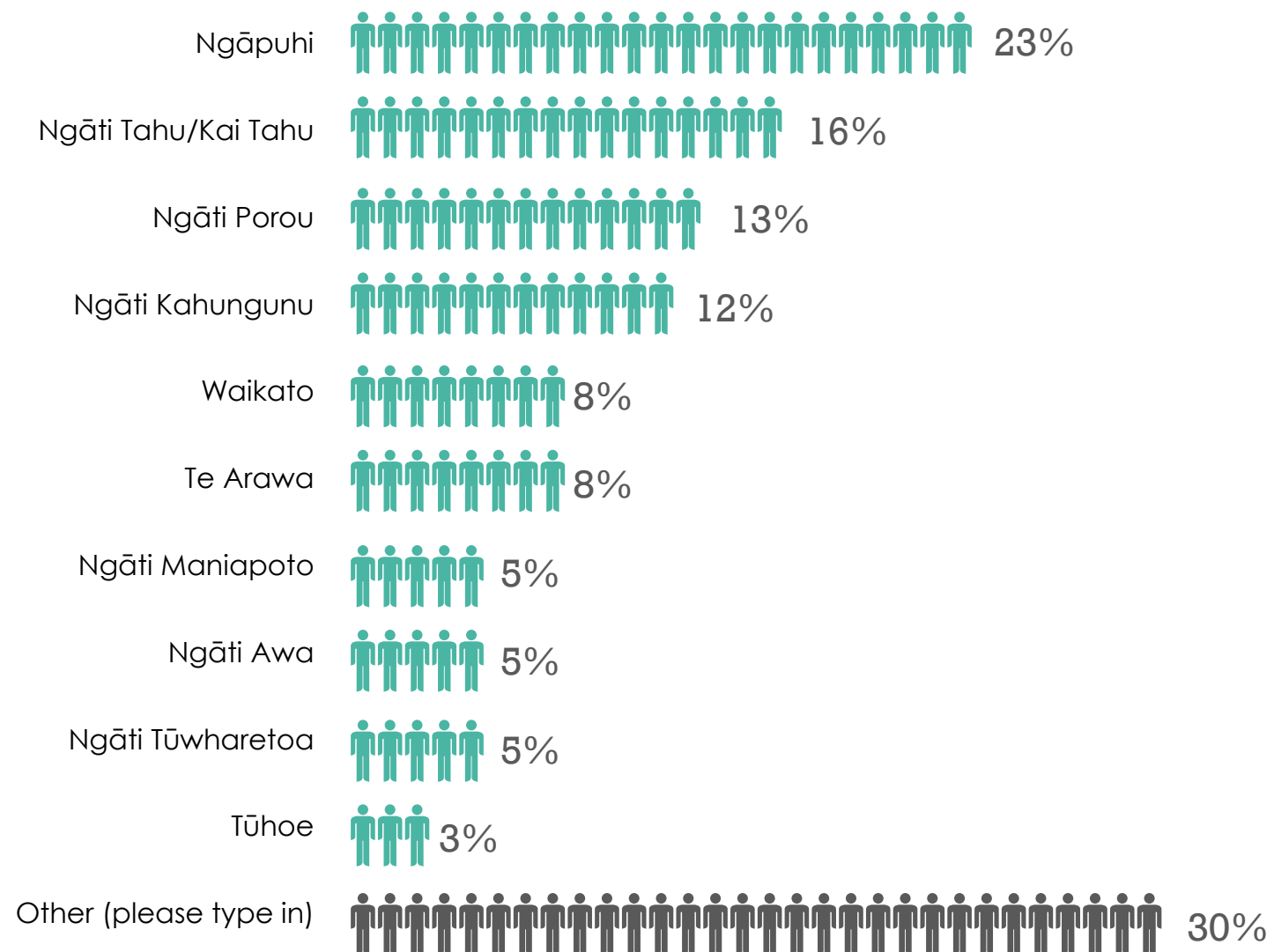
2011 77% **79%**

Those with Māori Ancestry 2013 (n=1,744) 2011 (n=1,829)

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013

↑ ↓ Significantly higher/lower than 2011

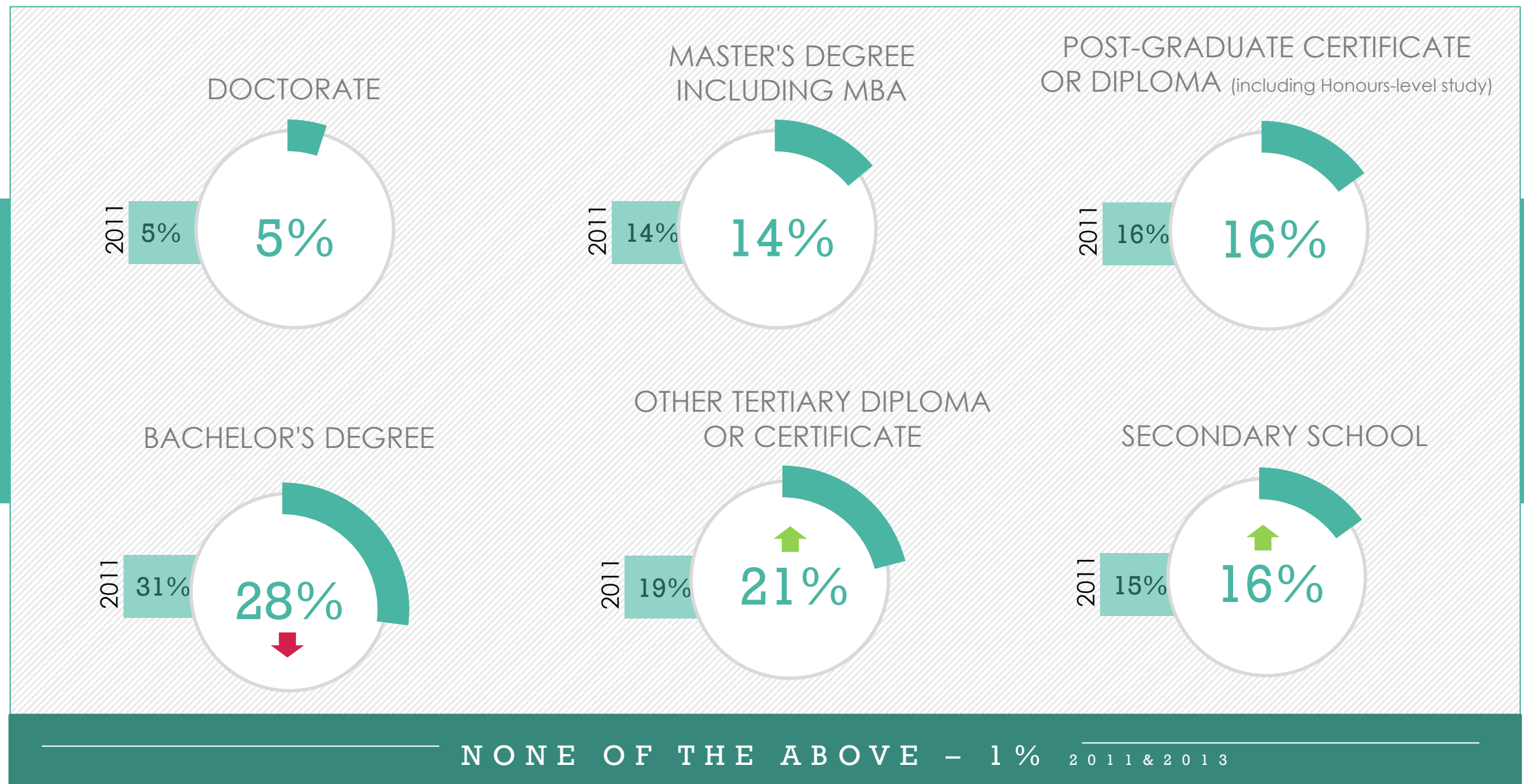
NAME OF IWI (TRIBE)



Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013
Base: Those that have Māori Ancestry 2013 (n=1,371)

Over 8 in 10 expats have a tertiary degree

HIGHEST LEVEL OF EDUCATION

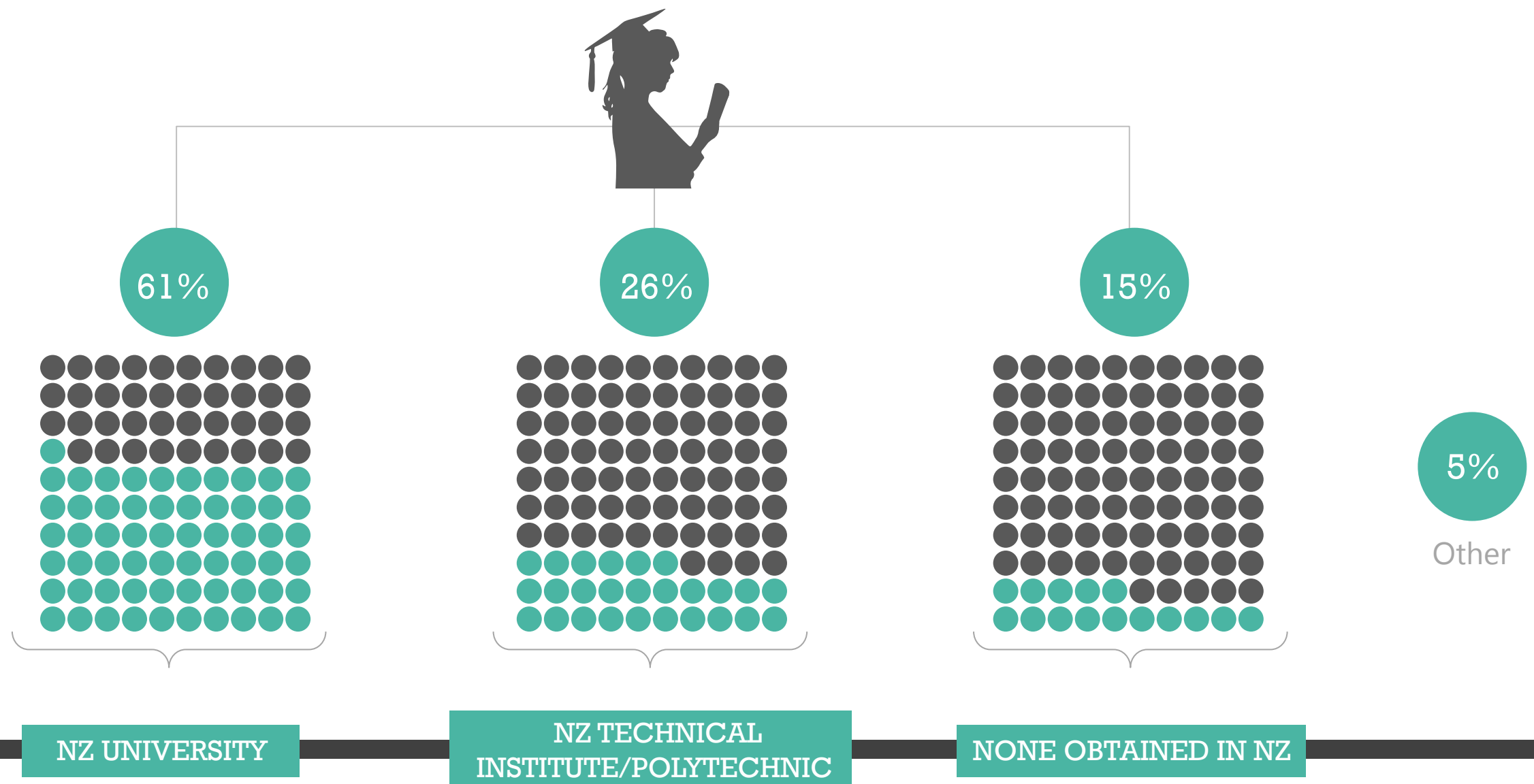


Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013

Those that studied in NZ, excludes 'other' 2013 sample (n=12,220), 2011 sample (n=13,713)

Almost all of our expats received their tertiary education in New Zealand

LEVEL OF EXPAT EDUCATION



Q - PLEASE SELECT ALL THE NZ INSTITUTIONS FROM WHICH YOU HAVE OBTAINED A TERTIARY QUALIFICATION

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013

Base: Those that studied at Tertiary Level in NZ 2013 Sample (n=10,382)

★

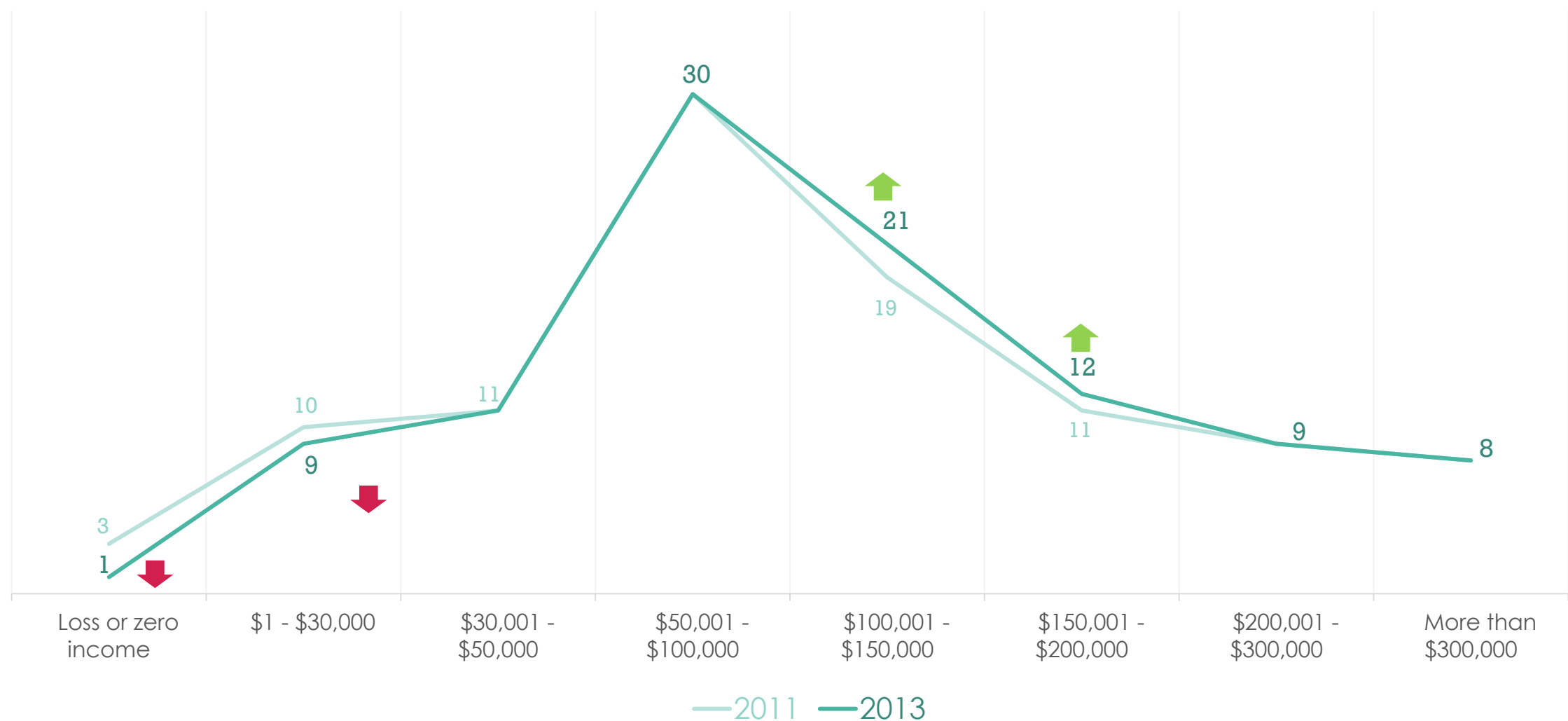
The earning power
of expats is
increasing over time

★



Half our expats are earning in excess of \$NZ100k per year

WHAT OUR EXPATS EARN \$NZ p.a



Q - FROM ALL SOURCES OF INCOME, APPROXIMATELY WHAT IS YOUR TOTAL INCOME IN NZ DOLLARS P.A.

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013

Base: Sample excludes 'don't know/prefer not to say' 2013(n=11,622), 2011 Sample (n=13,267)

↑ ↓ Significantly higher/lower than 2011

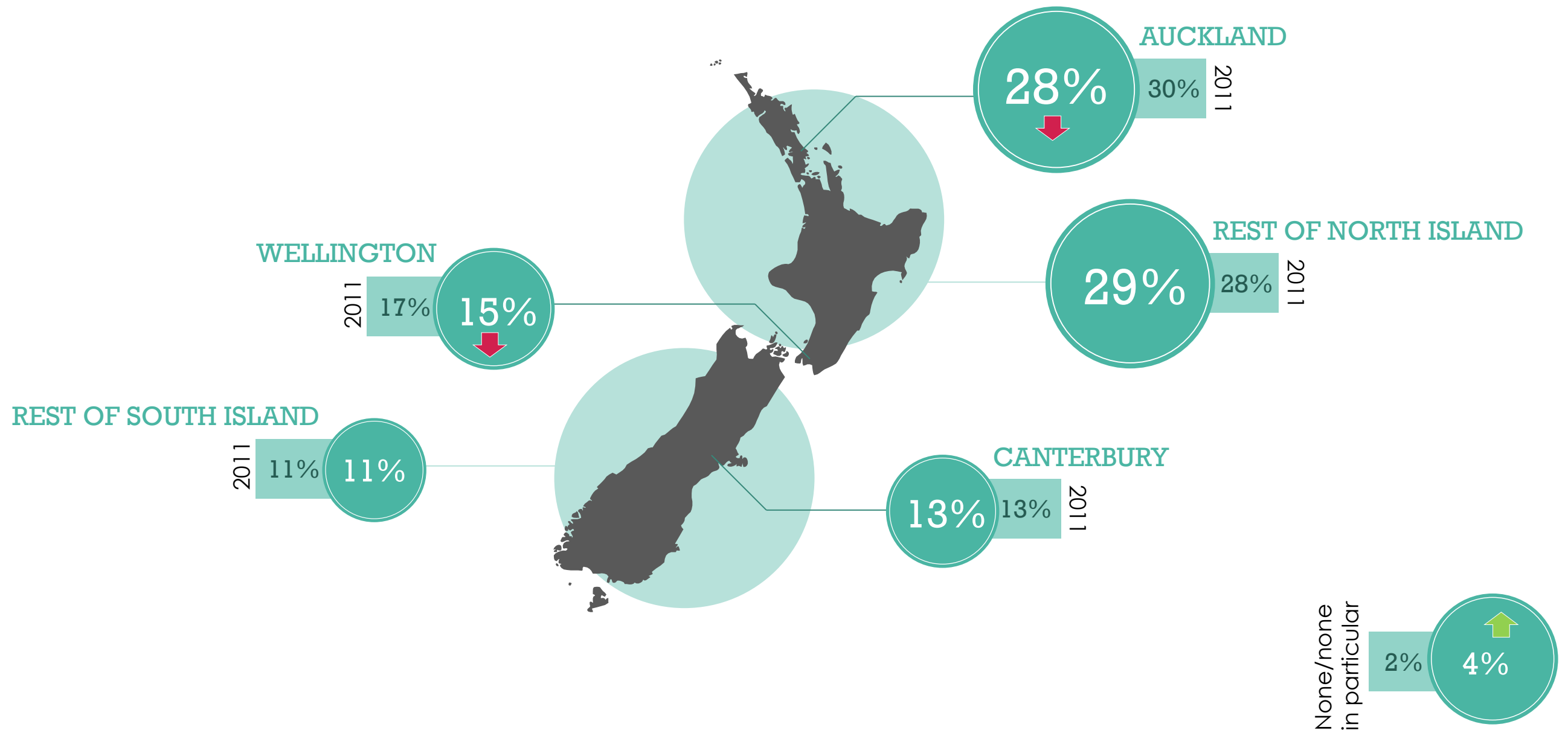


EXPATS AND THEIR VIEWS ON NZ AND COMING HOME



The proportion of expats who call Auckland or Wellington 'home' is down

REGIONS EXPATS CALL HOME



Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013
Base: Total Sample 2013(n=12,433), 2011 Sample (n=14,233)

↑ ↓ Significantly higher/lower than 2011

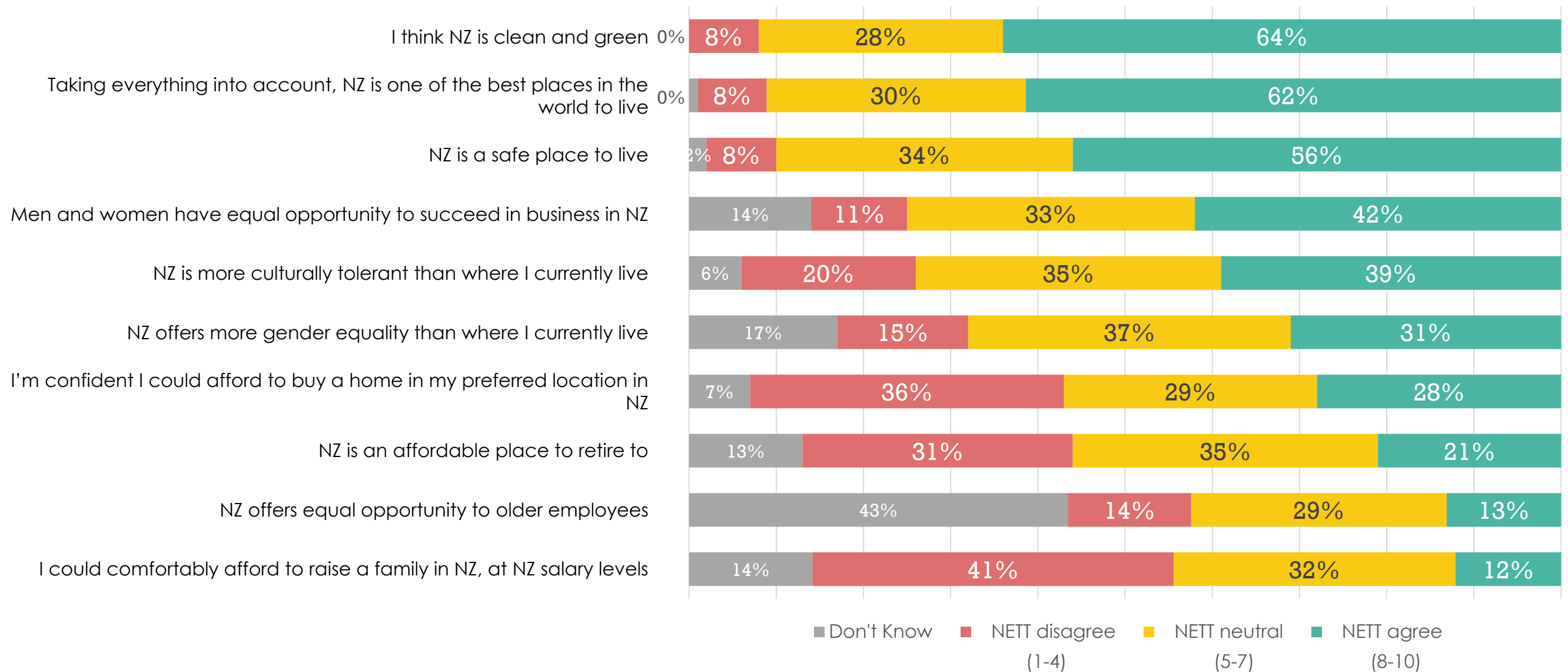


What's pulling on the expat's heartstrings?...A clean, green and safe environment, a great quality of life and an accepting and tolerant social framework... however all those advantages come with a high price tag, and families in particular are concerned about affordability



Most expats still believe that New Zealand is a great place to live – but not affordable for many

EXPAT VIEWS OF NZ



Q - HOW STRONGLY DO YOU AGREE OR DISAGREE WITH THE STATEMENTS ABOUT LIFE IN NZ?

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013

Base: Total Sample 2013 (n=12,433)

★

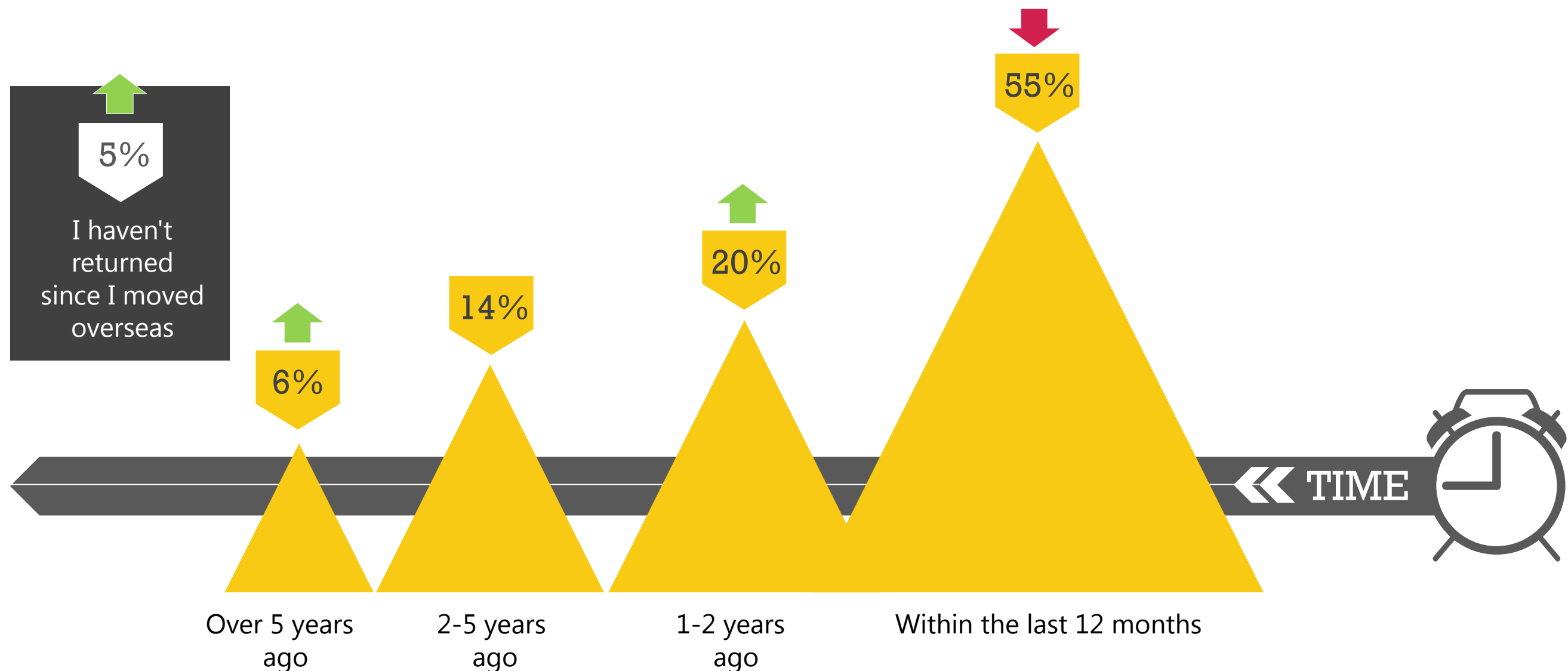
Expats are coming home a little less often and staying away a little longer....but just under half are confident their future is back in NZ. Though most feel we're progressing, there's concern that NZ may not reach its full potential

★



Fewer expats have been home in the last year

WHEN DID THEY LAST COME HOME TO VISIT?

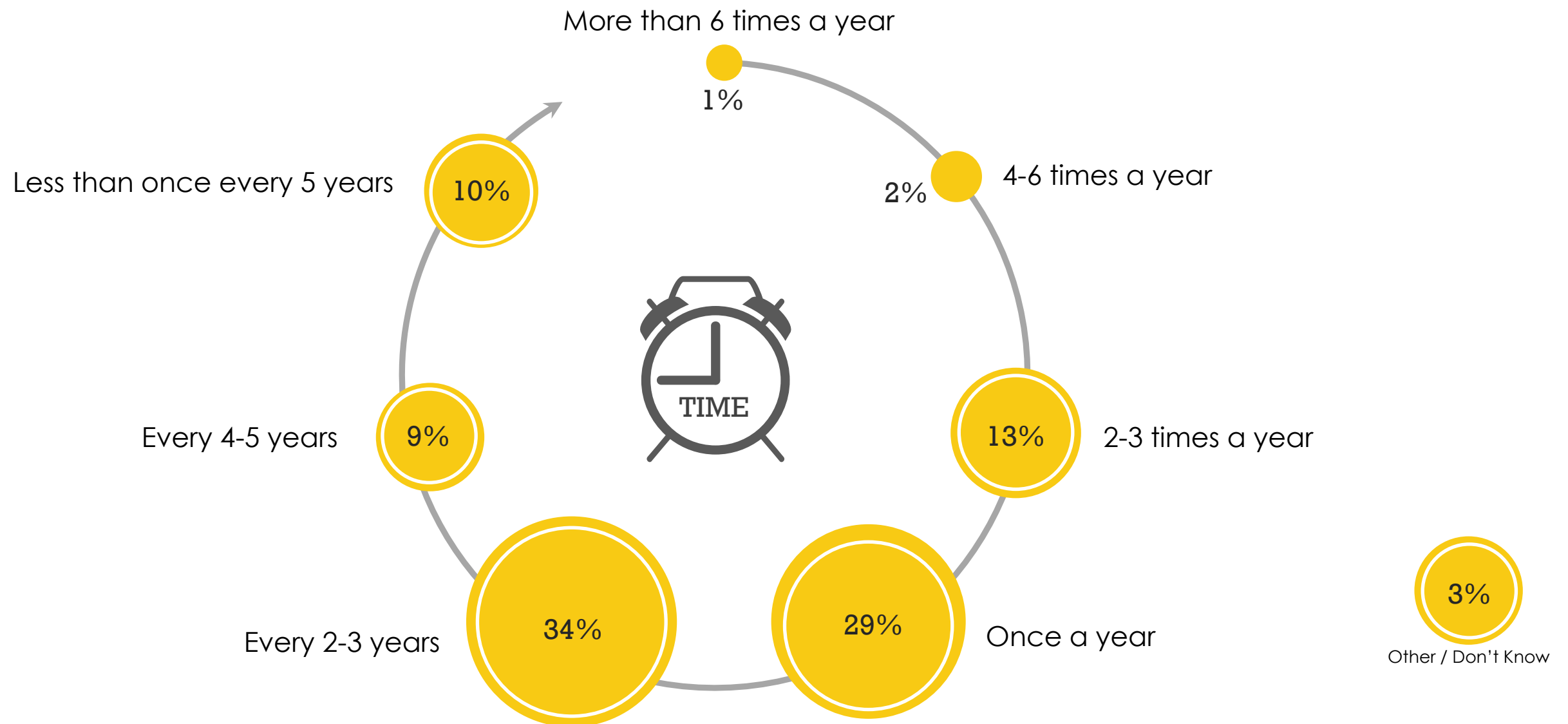


Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013
Base: 2013 Sample excludes 'don't know' (n=12,414), 2011 Sample (n=14,534)

↑ ↓ Significantly higher/lower than 2011

The annual trip home is a tradition for roughly half of expats

HOW OFTEN EXPATS COME HOME



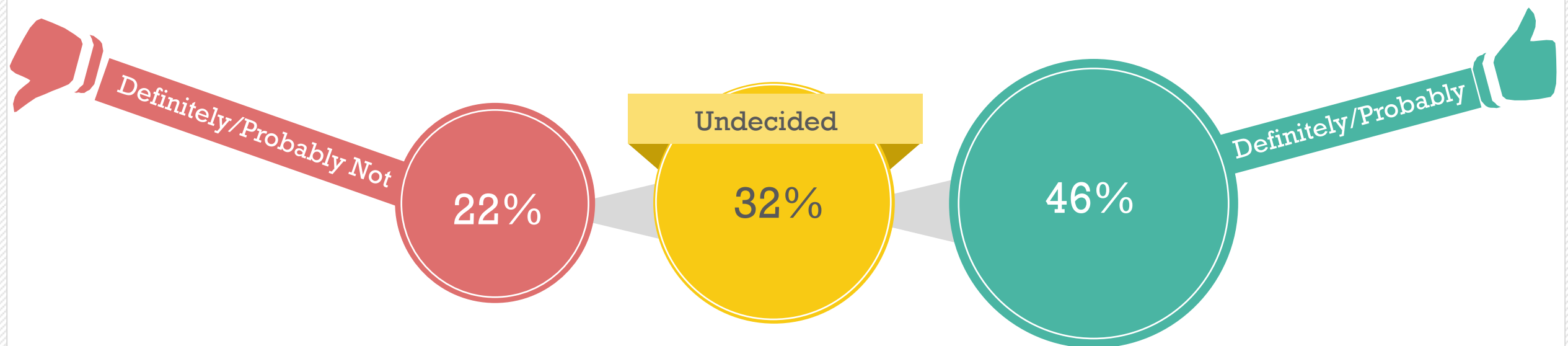
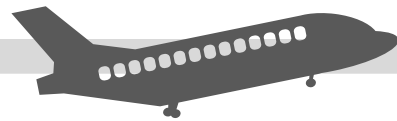
Q - ON AVERAGE, HOW OFTEN DO YOU VISIT NZ?

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013

Base: Total Sample 2013 (n=12,433)

Around half of expats plan to come home to live

ARE THEY LIKELY TO RETURN TO LIVE IN NZ



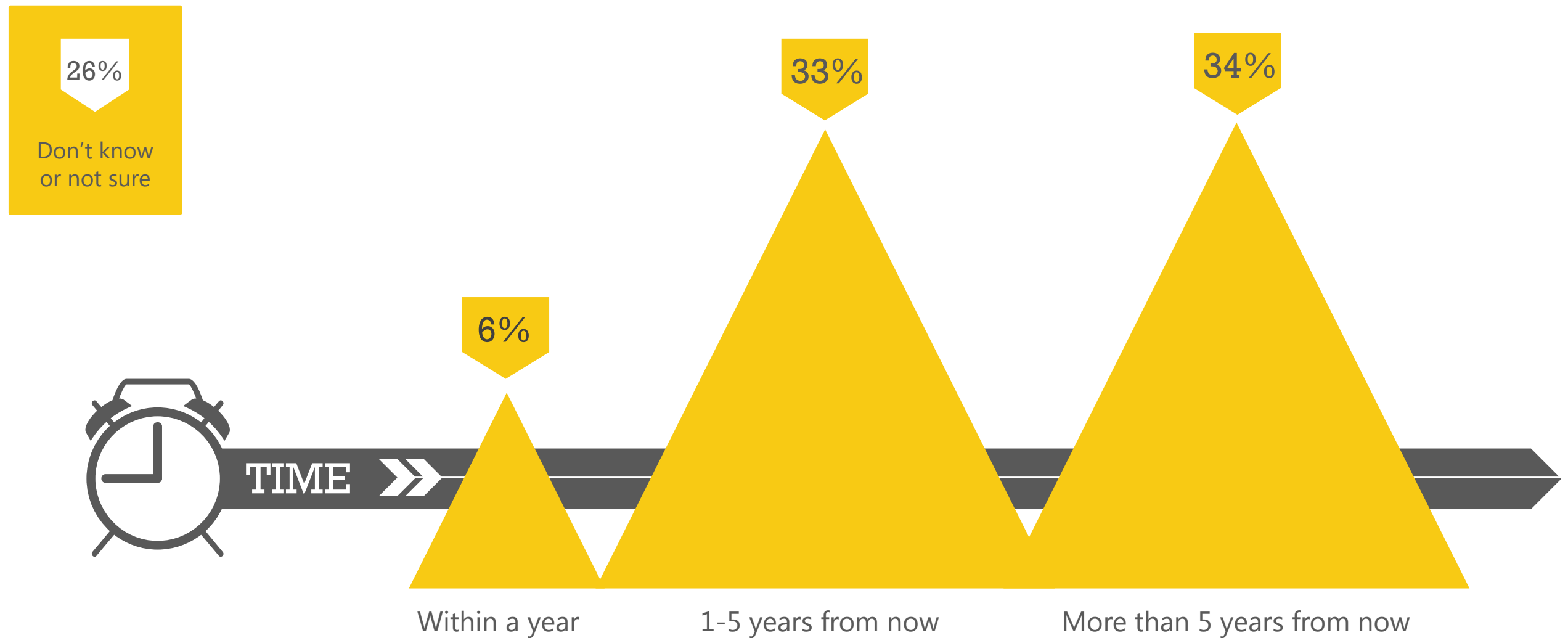
Q - HOW LIKELY ARE YOU TO RETURN TO LIVE IN NZ PERMANENTLY SOMETIME IN THE FUTURE?

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013

Base: Total Sample 2013 (n=12,433)

Most expect to come home to live within the next 5 years

WHEN ARE EXPATS LIKELY TO COME HOME?



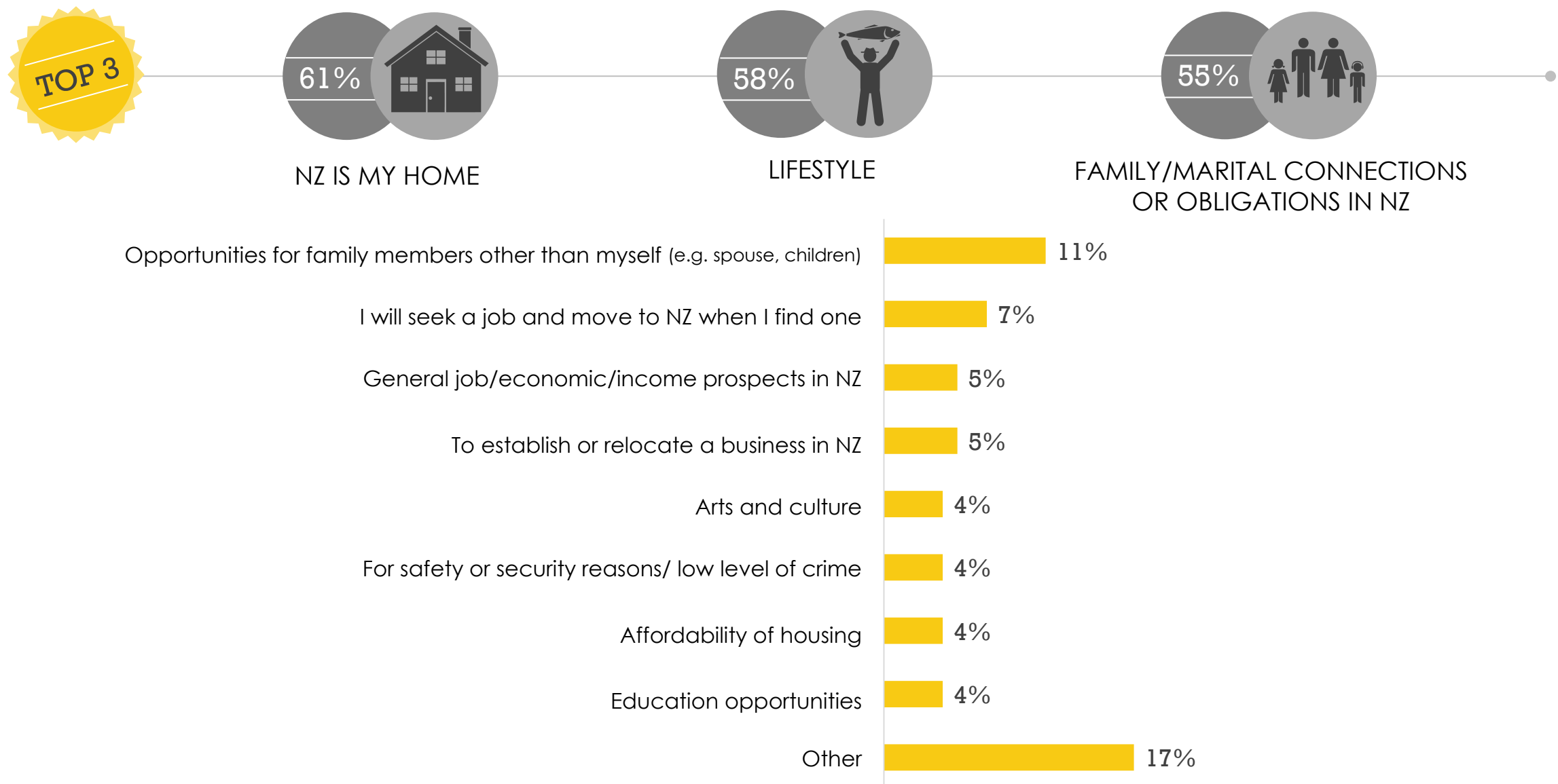
Q - WHEN ARE YOU MOST LIKELY TO RETURN TO LIVE IN NZ?

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013

Base: Sample respondents likely to return to NZ permanently 2013 (n=9,645)

New Zealand is 'home', and this along with the great lifestyle we enjoy, draws expats back

THE MAIN REASONS FOR COMING HOME



Q - WHICH OF THESE BEST DESCRIBE YOUR MOST LIKELY REASONS FOR RETURNING TO NZ, WHEN AND IF YOU DO?

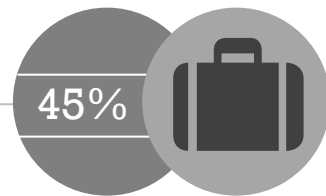
Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013
Base: 2013 Respondents likely to return to live in NZ (n=9,645)

NB: POSSIBLE TO SELECT MULTIPLE RESPONSES

*Other includes : Affordability of healthcare, Immigration issues (e.g. I don't have the right visa for my preferred country.), More favourable tax conditions in NZ - tax level, tax breaks, My employer will want me to return to NZ, , Availability/affordability of childcare

Lack of career prospects and family and lifestyle overseas encourage some expats to remain offshore

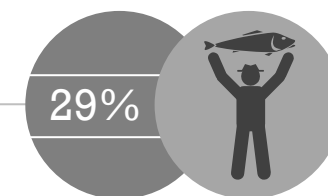
THE MAIN REASONS FOR NOT COMING HOME



LACK OF CAREER PROSPECTS/
OPPORTUNITIES IN NZ



FAMILY/MARITAL CONNECTIONS
OR OBLIGATIONS OVERSEAS



PREFER THE LIFESTYLE
WHERE I LIVE

Have been away too long, no longer consider NZ home



Made new friends and contacts overseas



Different lifestyle/culture/excitement overseas



Affordability of housing



NZ is too far away, hard to travel anywhere



Have my own business offshore



More favourable tax conditions overseas



Other



Q - WHICH OF THESE BEST DESCRIBE THE REASONS WHY YOU ARE NOT LIKELY RETURN TO LIVE IN NZ? PLEASE SELECT UP TO 3 THAT APPLY

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013

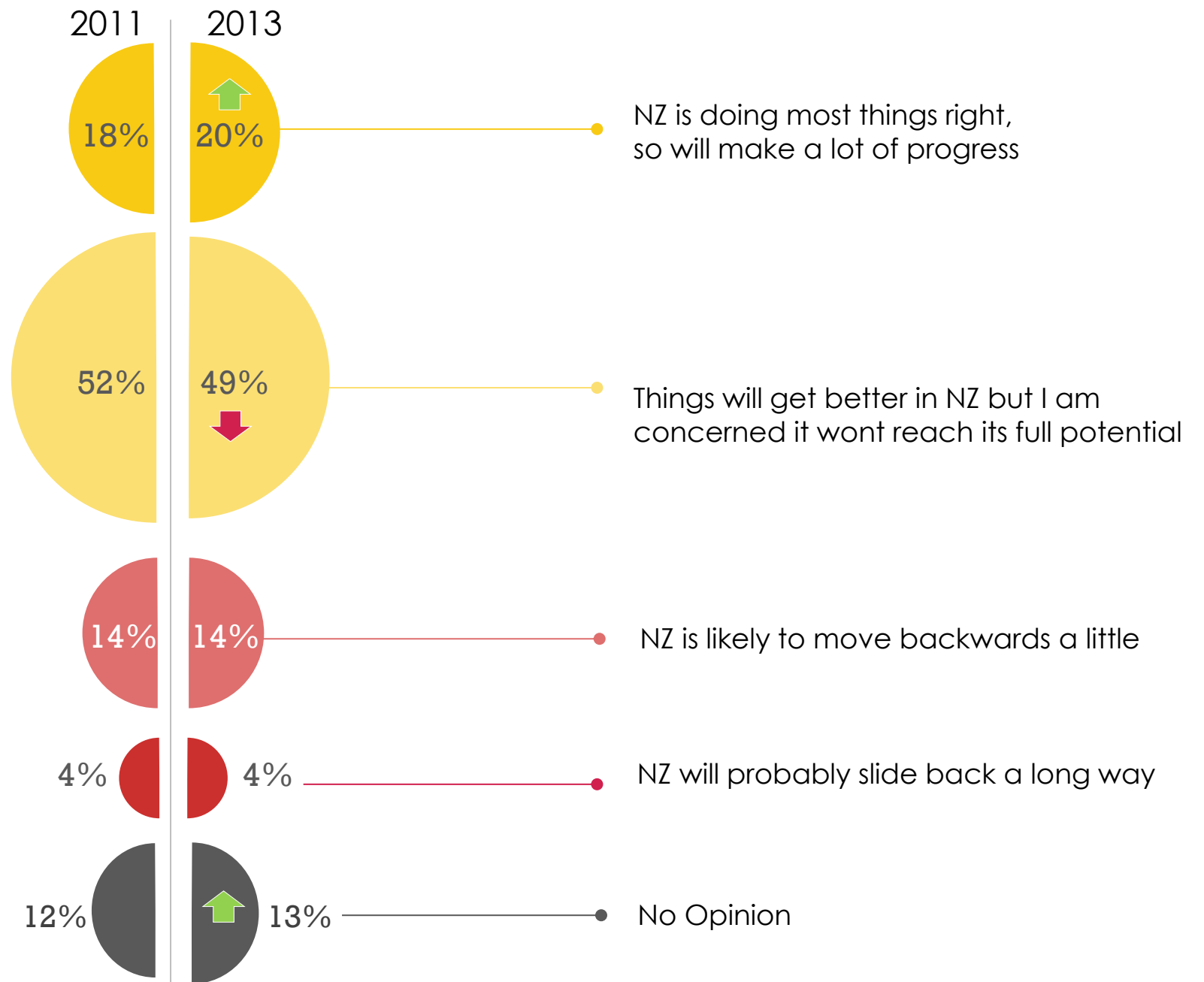
Base: 2013 Respondents not likely to return to live in NZ (n=2,788)

NB: POSSIBLE TO SELECT MULTIPLE RESPONSES

*Other includes : Quality/affordability of healthcare, No longer have friends and/or family in NZ, Education opportunities, Availability/affordability of childcare

The vast majority are positive about New Zealand's future prospects

EXPATS BELIEVE NZ'S PROGRESS OVER THE NEXT TEN YEARS WILL BE..



Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013
Base: Total Sample 2013 (n=12,433), 2011 Sample (n=14,569)

Significantly higher/lower than 2011

Q - WHICH STATEMENT BEST DESCRIBES WHAT YOU BELIEVE NZ'S PROGRESS WILL BE OVER THE NEXT 10 YEARS?



★

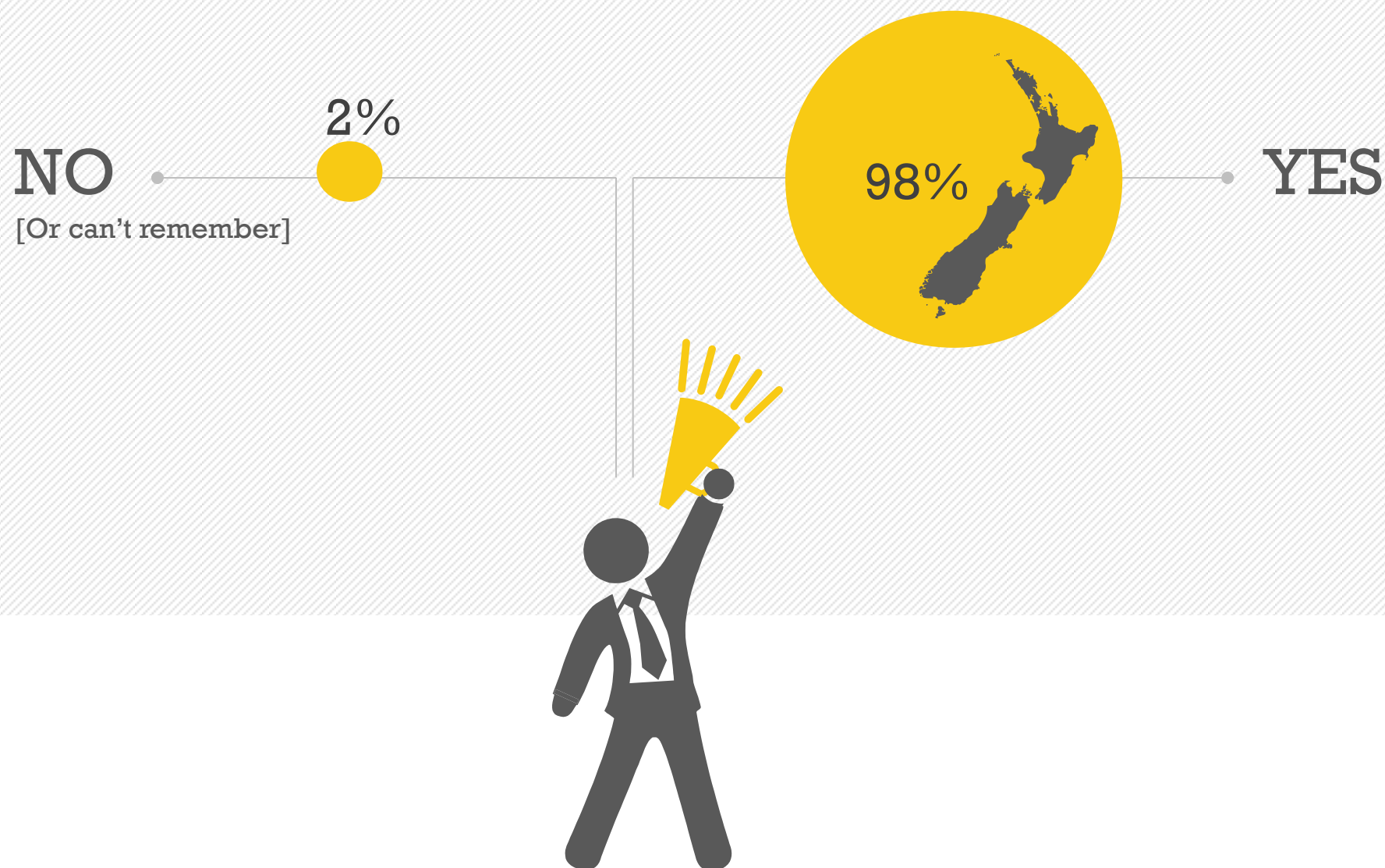
Kiwis abroad love their
country and their
compatriots, and are proud
advocates for all the
wonderful advantages we
have to offer

★



Expats are proud of New Zealand, and active advocates for our country overseas

ARE EXPATS RECOMMENDING OTHERS TO VISIT NZ?



Q - HAVE YOU EVER RECOMMENDED FRIENDS, FAMILY OR COLLEAGUES OVERSEAS TO VISIT NZ?

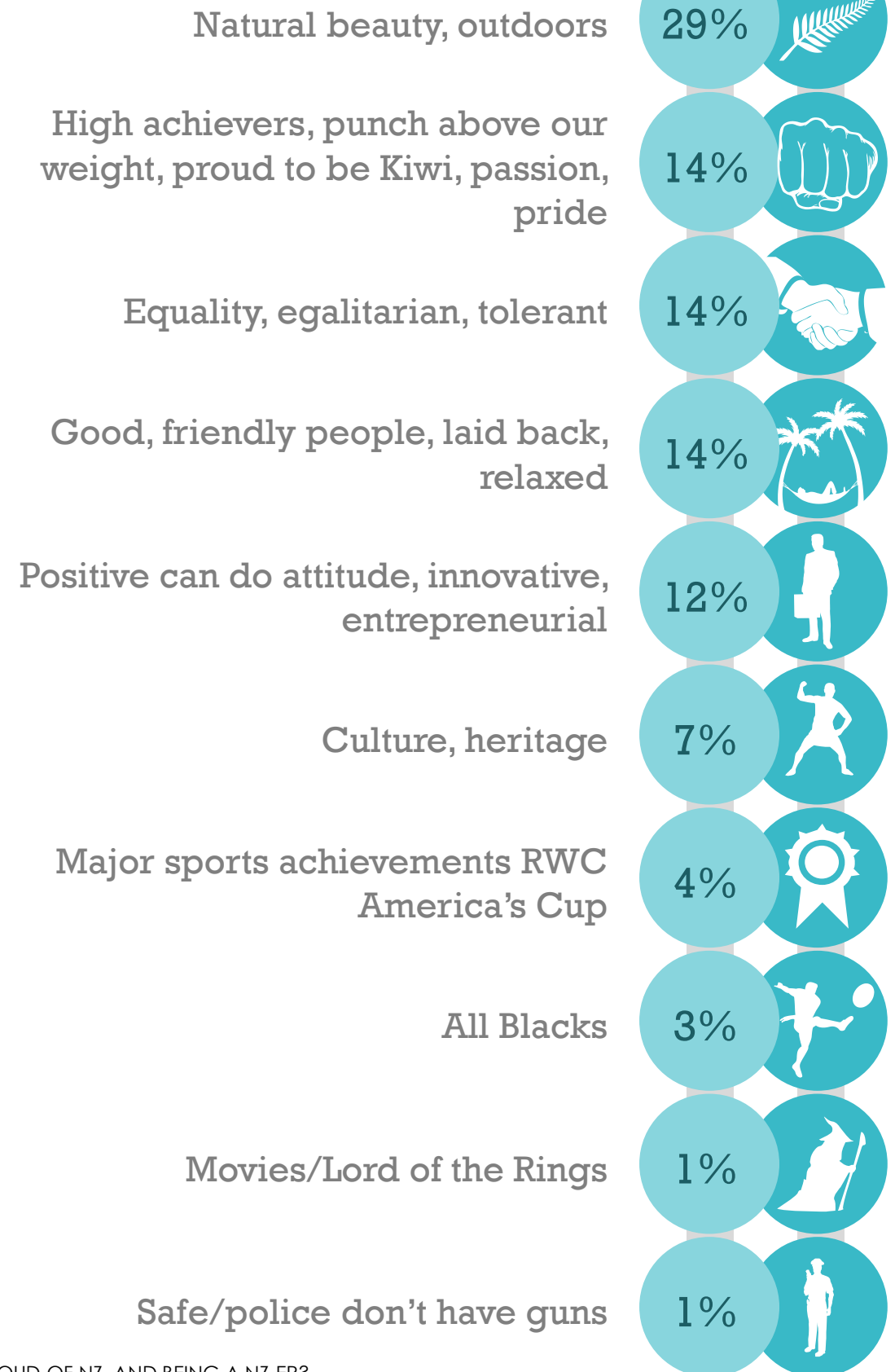
Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013
Base: Total Sample 2013 (n=12,433)

.....And they feel
they have some
good reasons to
be proud

Q16. WHAT ONE OR TWO THINGS MAKE YOU MOST PROUD OF NZ, AND BEING A NZ-ER?

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013

Base: 200 coded answers from 2013 Sample (n=12,433)



'PROUD TO BE KIWI'

“ The mind-set of the people - down to earth excellence. The beauty and diversity of the country - it will always be my home!”

“ Our Mana. Our pride. The happy friendliness of our people. The beauty of our land and the diversity of the land from Cape Reinga to Stewart Island. The tranquillity. Being able to go to the supermarket in barefoot and nobody blink an eye!”

“ NZ is a small country with a large global footprint in areas such as sports, geographical beauty, resource conservation, and friendly people. Although I am not likely to live there full time my heart skips a beat when I get off the plane at Auckland and realize I'm home.”

The belief that the world is your oyster and you can do anything you want in it. You don't always find such an attitude in other countries. The devotion to protecting our environment but at the same time allowing and encouraging people to access the environment. New Zealand's image overseas is of its unspoilt beauty. A lot of hard work goes into this within NZ, yet at the same time people in NZ are encouraged to go out and take advantage of all that is there.”

NATURAL BEAUTY,
OUTDOORS

29%

“ People internationally, hold Kiwis in such high regard. It's great being a part of that and I'm immensely proud of it. Also, our outdoors. We have been gifted such beauty and we sustain and exhibit it like our grandchildren would hope we would.”

“ Commitment to integrity as part of its [NZ's] national identity - in race relations, environmental and gender equality issues. It's [NZ] natural beauty. After so many years living abroad and traveling the world, I can confidently say New Zealand is one of the most beautiful places in the world!”

Q16. WHAT ONE OR TWO THINGS MAKE YOU MOST PROUD OF NZ, AND BEING A NZ-ER?

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013

Base: 200 coded answers from 2013 Sample (n=12,433)

'PROUD TO BE KIWI'

"We punch above our weight for a little country at the end of the earth"

"Our culture and our landscape. Mostly our ability to play and succeed on a world stage when we are so small. We punch above our weight in so many aspects."

"It's the little country that could!"

"I love the fact that you come from a small country that leads the world in many things like environmental policy, it's natural beauty and the fact it always fights above its weight."

**HIGH ACHIEVERS,
PUNCH ABOVE
OUR WEIGHT**

14%

"We punch above our weight on the world/political stage, and we are not afraid of exploring outside our little corner of the world. Generally, Kiwis give others a chance too i.e. there is an inherent sense of egalitarianism."

"The Kiwi 'can do' attitude. We don't look for excuses but just get things done. The fact that for a little country we punch above our weight in sports - Go the All Blacks!!"

"I am proud to be a New Zealander because of my upbringing with it's get up and go attitude. I appreciate the hard work ethic, the opportunities to continue education as a mature student, it's natural beauty and uniqueness."

Q16. WHAT ONE OR TWO THINGS MAKE YOU MOST PROUD OF NZ, AND BEING A NZ-ER?

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013

Base: 200 coded answers from 2013 Sample (n=12,433)

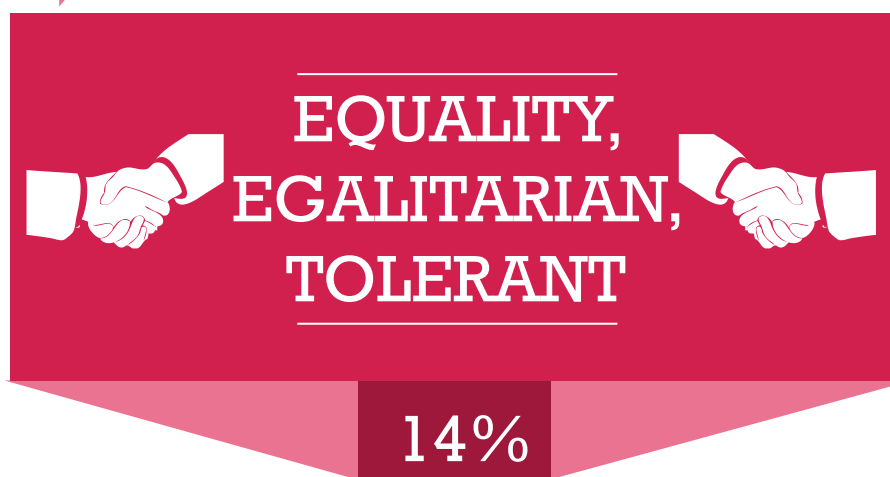
'PROUD TO BE KIWI'

"I can say I grew up in a place where the Colour of your skin, the god you prayed to, or the tribe you belonged to did not matter - you were accepted as an individual. NZ punches above it's weight in so many areas - Sports, Human Rights, Scientific Research, Environment - what to be proud of is a lolly scramble of choices."

"The clean green reputation and fabulous scenery. Watching the All Blacks and any NZ sport (especially with a Haka) and seeing us do well. The Marriage Equality Act passing - best news ever! Makes NZ seem very forward-thinking and I was a VERY PROUD kiwi that day!"

"The kindness and down to earth kiwi attitude...we're known as can-do people. Our history for equality - race relations, gender etc. And, I feel a strong affinity for the land - so when people tell me they loved the NZ landscape I feel glad to call it my homeland."

"We are a small nation but we achieve big things. The most recent thing that has made me proud to be a Kiwi was the passing of the marriage equality bill."



"I am proud of New Zealand's economic and social freedoms, it's leadership in equality and cultural diversity. Also proud that New Zealand sports men and women over-achieve internationally, given the size and population of the country."

"Kiwis dream big and always strive to achieve our big dreams! NZ being 13th country to legalize gay marriage-I am straight but a huge believer in equality for all. Very proud."

"For so few people, we're so strong as a people overseas.. wherever u go in the world, you'll find a kiwi.NZ is more progressive in terms policies of acceptance of minorities.. marriage equality, or decriminalising prostitution, using Māori words in everyday speech etc. as well."

Q16. WHAT ONE OR TWO THINGS MAKE YOU MOST PROUD OF NZ, AND BEING A NZ-ER?

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013

Base: 200 coded answers from 2013 Sample (n=12,433)



CONNECTING WITH NZ FROM OVERSEAS



★

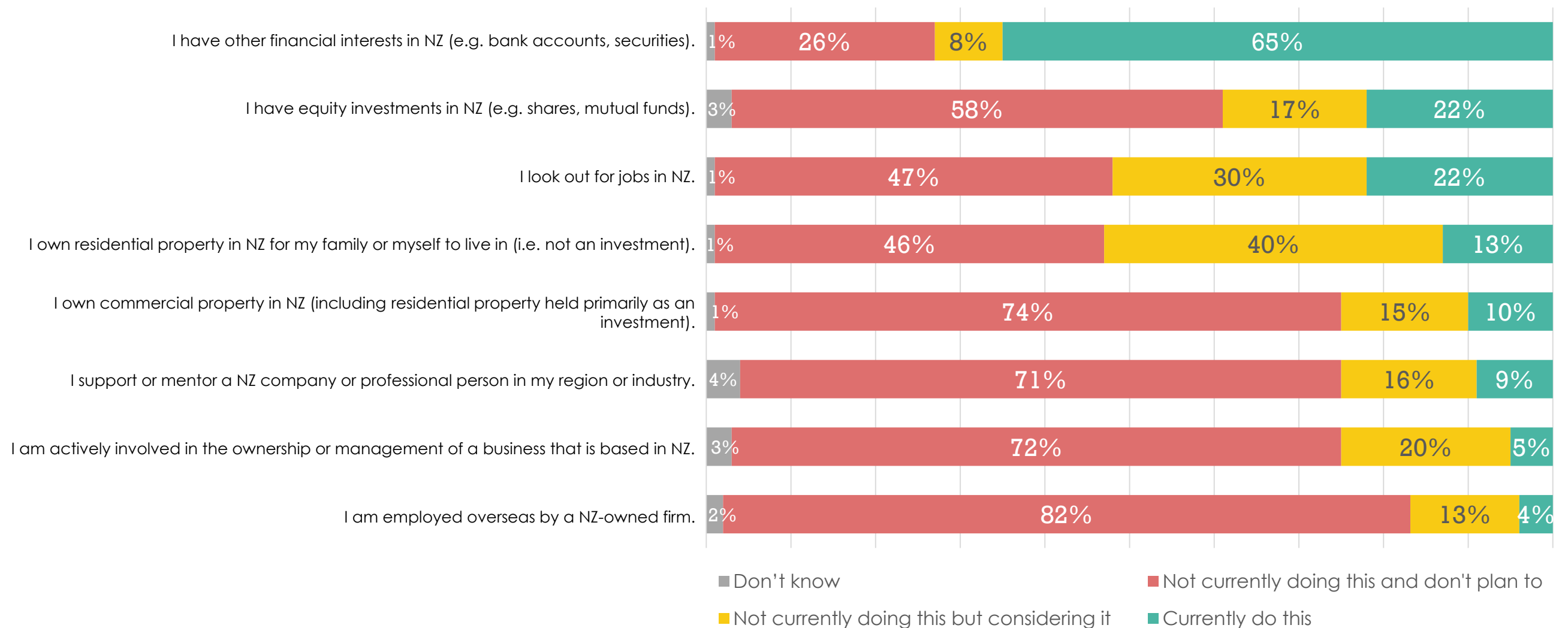
Expats see potential for their
business contacts to invest in New
Zealand.....

however many believe
there is a need to improve access
to information and contacts to
facilitate this



Minimal financial connection for most expats outside a New Zealand bank account

FINANCIAL CONNECTION WITH HOME

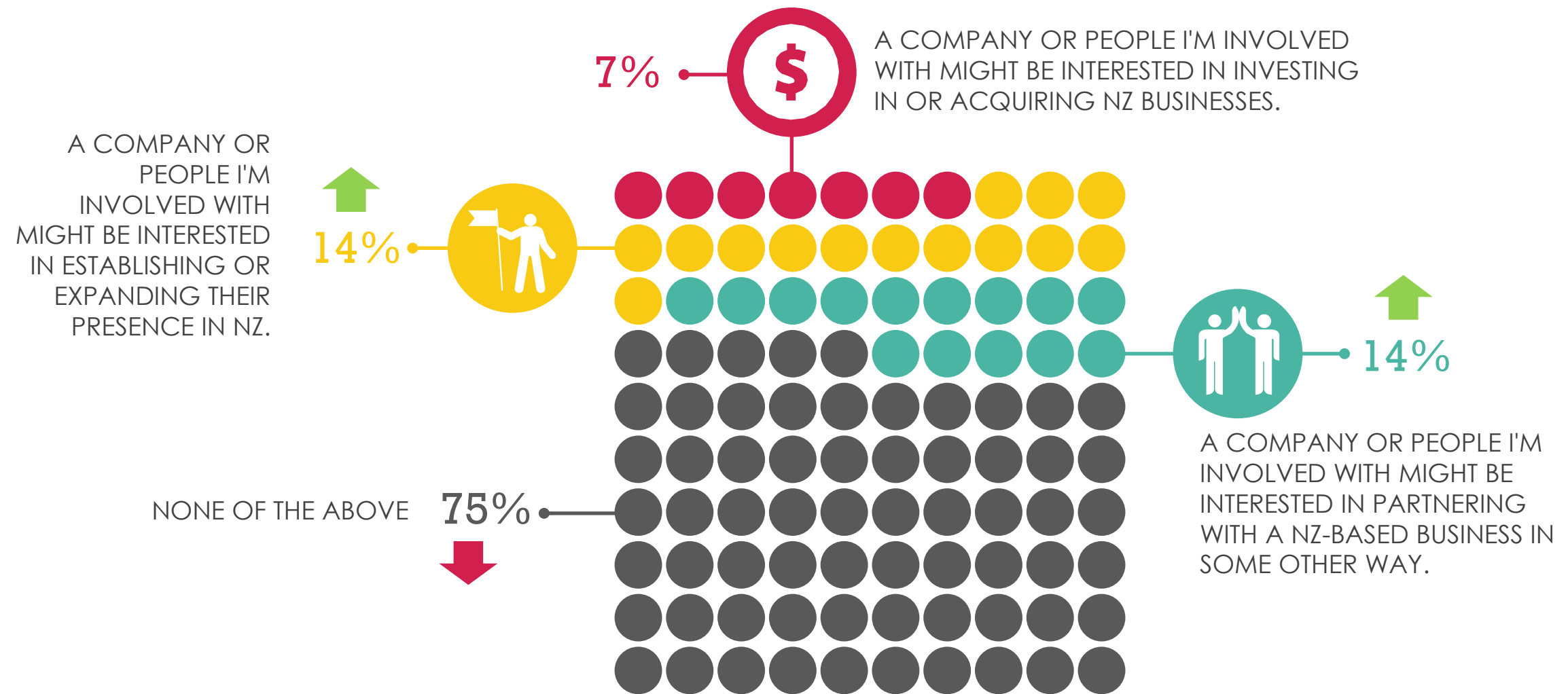


Q3 - WHICH OF THE FOLLOWING DESCRIBES YOUR CURRENT AND PLANNED CONNECTIONS WITH NZ WHILE LIVING OVERSEAS?

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013
 Base: Total Sample 2013 (n=12,433)

Around 1 in 4 expats see potential for connecting their business contacts with investment opportunities in New Zealand

INVESTING IN NZ

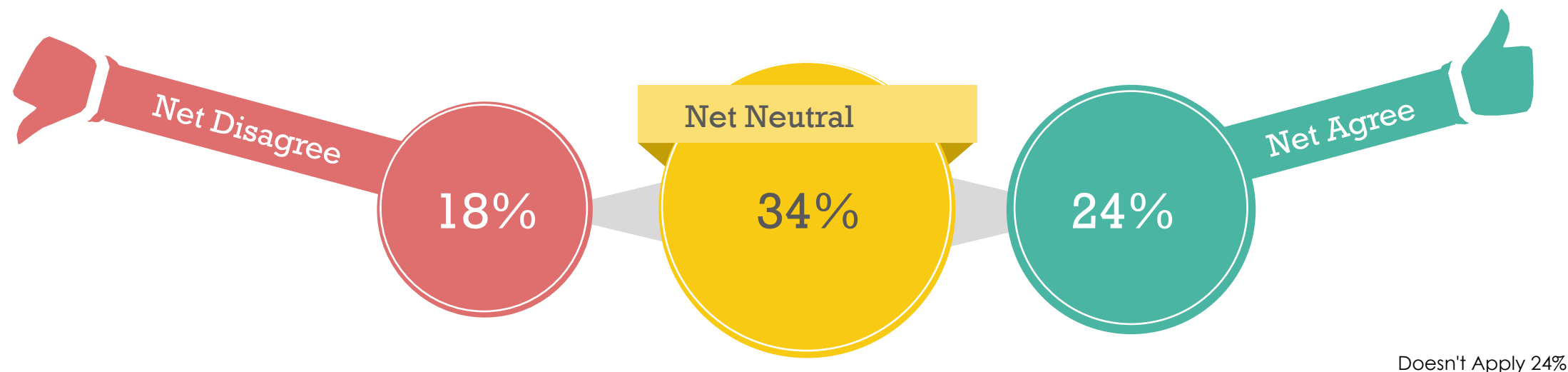


Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013
Base: Total Sample 2013 (n=12,433), 2011 Sample (n=14,241)

Significantly higher/lower than 2011

Easy access to contacts and information to make investment decisions could be improved

DO EXPATS THINKING OF INVESTING IN NZ FEEL THEY HAVE ENOUGH ACCESS TO CONTACTS AND INFORMATION TO MAKE INFORMED DECISIONS?



“ I don't believe there is any substitute to actually being there and building a Network on the ground...I'm currently trying to buy a business in Dunedin and the combination of distance, time zones, lack of access to a good financial adviser and poor information supplied by the agent is making it a frustrating process ”

“ An on line database that contains as much relevant information ,contact details etc. would be very useful
A register of potential advisors....? ”

“ Would be great to have more collaborative sources of information so that expat kiwis can either purposefully look for each other, for business opportunities or, come across an opportunity they hadn't thought of or considered, that is of interest ”

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013
Base: Total Sample 2013 (n=12,433)

Ideally information sources and business networking opportunities would be online

HOW INVESTMENT INFORMATION SOURCES CAN BE IMPROVED



“Its all about 'who you know' but unless you are on the inside to begin with - I think its very difficult to join that community/group. Kiwis are very friendly and open - equally they can be closed to their own

Q – HOW COULD THE INFORMATION AND/OR CONTACTS [FOR INVESTING IN NZ] AVAILABLE TO YOU BE IMPROVED ?

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013
Base: Sample those that felt they didnt have enough information 2013 (n=4,657)

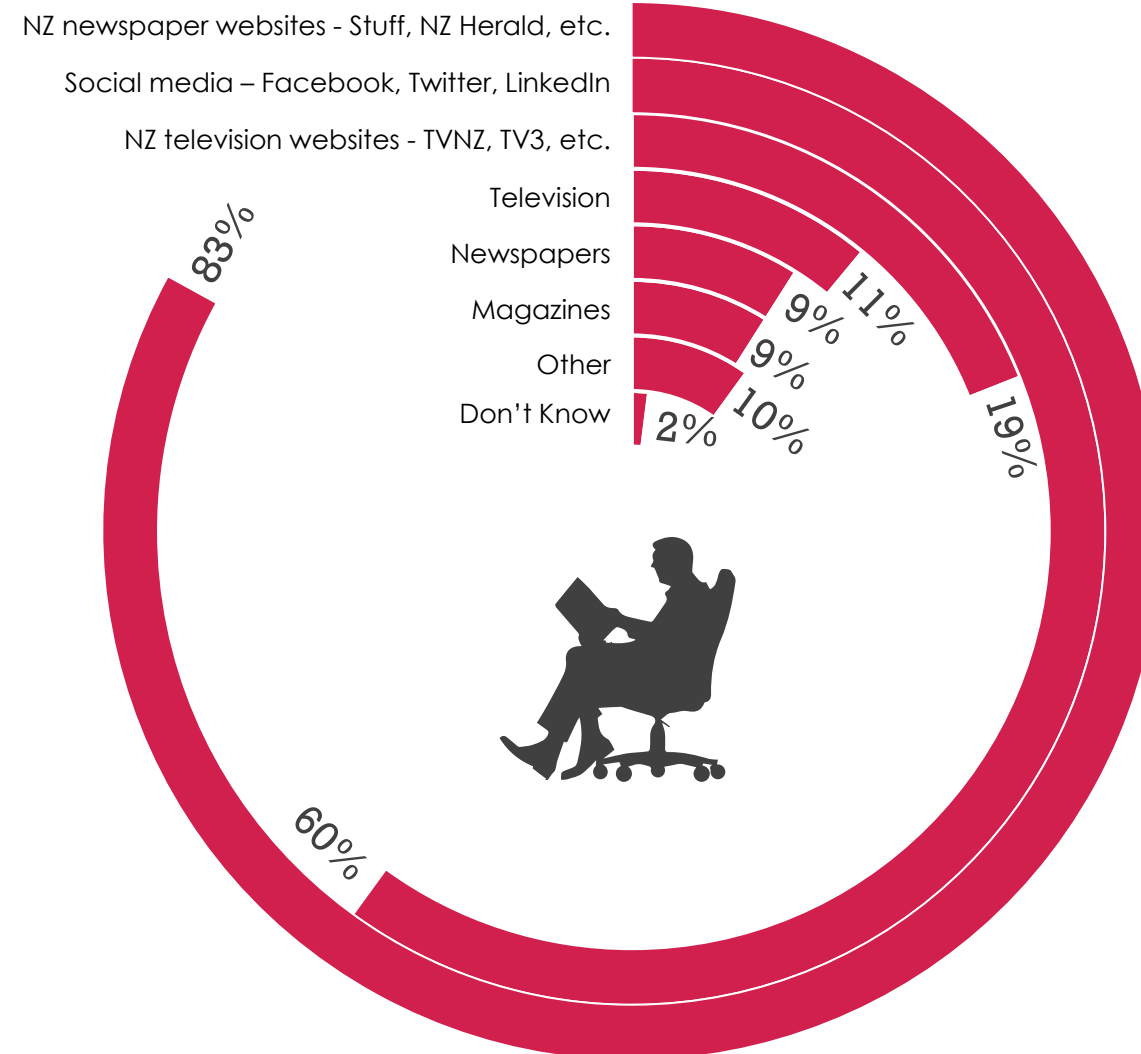


**Online sites and social media are key channels to connect with home.
....our natural disasters and sports achievements gain the most attention in the media**



Keeping in touch with New Zealand news and events is very online centric

HOW EXPATS KEEP IN TOUCH WITH HOME

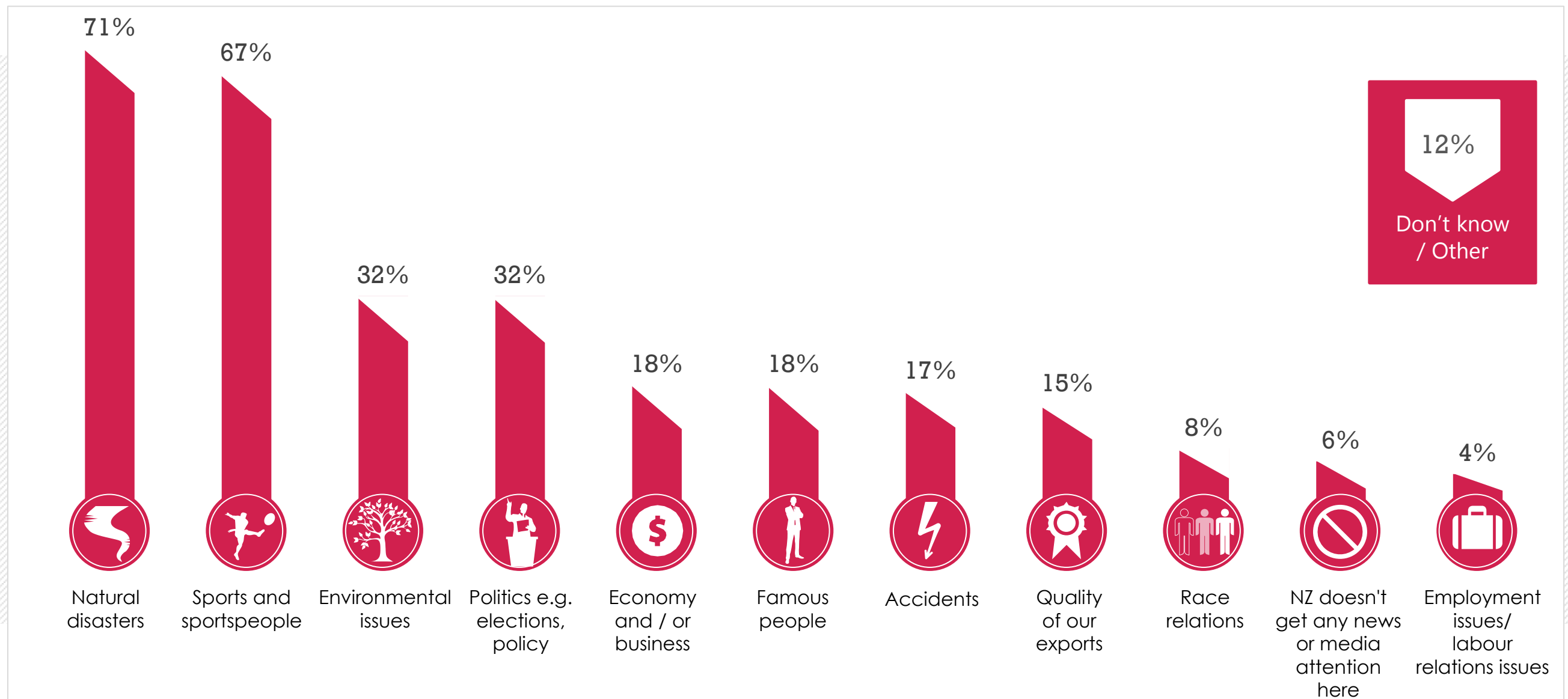


Q - WHICH INFORMATION SOURCES DO YOU USE TO KEEP IN TOUCH WITH NEWS AND EVENTS IN NZ?

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013
Base: Total Sample 2013 (n=12,433)

Natural disasters and sports are they key reasons New Zealand gets in the spotlight overseas

NZ EVENTS IN THE MEDIA



Q – WHAT ARE THE MAIN REASONS THAT NZ GETS IN THE NEWS OR ATTRACTS MEDIA ATTENTION WHERE YOU LIVE?

Source: Kea Every Kiwi Counts Survey, conducted by Colmar Brunton 2013
Base: Total Sample 2013 (n=12,433)



DIFFERENCES ACROSS THE EXPAT POPULATION

– WHAT ARE THE KEY GROUPS?



SINKs/DINKs



WORKING/LIFE

Young expats live overseas primarily for better income, job, and career prospects (36%). They are more likely to be employed in finance, property, professional and business services industries and hold a bachelor's degree (38%). These Kiwi expats are keen travellers and want to see the world and explore. They are also seeking the excitement of a different culture and lifestyle overseas.

You are more likely to find this group based in Europe and the UK – an easy hub from where to access greater Europe, Asia and Africa.

On the flip side these Kiwis are not so keen to come home just yet due to lack of career prospects (69%), and being too far away from the rest of the world (21%). For now they have established new friends and contacts overseas (20%) and are happy to enjoy the excitement of a new lifestyle and culture (26%).



KEEPING IN TOUCH

SINKs and DINK's are more likely to make an annual visit home (50%) and are more likely to return home to live permanently in the future (56%). They will return to NZ because it's home, the NZ lifestyle and family is here.

Many of these kiwis have financial interests back home such as bank accounts and securities (75%) and are more likely to be looking out for jobs in NZ (24%). They are also more likely to use social media (70%) and NZ newspaper websites (87%) to keep in touch.



ATTITUDES TOWARDS HOME

SINKs/DINKs believe NZ is a safe place to live (64%) and that overall NZ is still one of the best places in the world to live (63%). They also see NZ as more culturally tolerant than where they are living at present (42%).

They are optimistic about NZ's progress over the next ten years, believing that things will get better but that NZ won't reach it's full potential (55%).

FAMILIES



WORKING/LIFE

The most common place of residence for families is Australia (38%). These families are more likely to be in business manager or executive roles (25%).

At the peak of their careers, this group is earning the biggest money overseas with one quarter grossing more than \$200k p.a. Despite this a number (23%) continue to look-out for jobs in New Zealand. Economic prospects are a main reason for living abroad for many (31%) although family connections are more common (35%).



KEEPING IN TOUCH

These Kiwis fly home less often and are the group most undecided (35%) about whether they will return home to live in the future.

The main barriers to returning home are lack of career prospects (50%) and family/marital connections (49%). One-in-seven also own a business where they live. A feeling that NZ is home and family connections are leading reasons to consider coming back but less common than amongst other groups. Job opportunities for family members other than themselves are also an important consideration (19%).

They keep in touch with news and events in NZ primarily through NZ newspaper sites (83%) and are the second most active group on social media.



ATTITUDES TOWARDS HOME

Families are more likely to disagree with the idea that they are able to comfortably raise a family in NZ, at NZ salary levels (44%).

A majority (53%) believe that New Zealand is a safe place to live although this belief is more common amongst SINKS/DINKS

EMPTY NESTERS



WORKING/LIFE

Empty Nesters are more likely to be living in Australia (43%) or North America (23%). They are also more likely to be working in the areas of education (12%) or health and community services (11%). One-in-ten (11%) are retired.

This group is less likely to be degree qualified and are more likely to hold a tertiary diploma/certificate (28%) or have finished their education at secondary school (23%).



KEEPING IN TOUCH

Empty Nesters largely keep in touch with NZ through NZ newspaper websites (80%); however out of the groups they are the most likely to be using traditional media such as television, newspapers and magazines.

Empty Nesters are the group most likely to own residential property back home for themselves or family to live in (18%).

Empty Nesters who consider returning to New Zealand permanently (definitely/probably 40%, might or might not 29%) will do so because it's the place they call "home" (64%).

Those who are not likely to return (31%) are the group most likely to say they now consider somewhere else to be "home" (26%). Lack of career opportunities is less of a concern for this group.



ATTITUDES TOWARDS HOME

This group are cautiously optimistic about NZ's future, believing that we're doing most things right and will make a lot of progress (22%) although a significant minority (45%) express some concern that the country won't reach its full potential.

Empty Nesters attitudes towards New Zealand largely similar to other groups although they are slightly more likely to see NZ as an affordable place to retire (23%) and less inclined to believe NZ offers equal opportunities to older employees (17% disagree).

MĀORI



WORKING/LIFE

Over half of the Kiwis that identify themselves as having Māori heritage are residing in Australia (56%) and are likely to be family households rather than SINKSs/DINKs or empty nesters.

They are employed across health and community services, followed by education and then property, business and professional services.

They are less likely to be tertiary qualified (41% vs. 61% of all expats) and more likely to have a tertiary diploma or certificate (28%).

1 in 4 are looking out for jobs back home (25%). 50% plan to come home to live permanently, and 16% are retaining residential property back in New Zealand for themselves or their family.



KEEPING IN TOUCH

Those not planning to come home feel there is a lack of career prospects and opportunities in New Zealand (54%) and are enjoying the excitement of a different lifestyle and culture overseas.

1 in 5 of these Kiwis keep in touch with events back home via TV, and are on par with other non-pakeha groups using social media as a key method of keeping in touch with news from home.



ATTITUDES TOWARDS HOME

The main reasons for this group to reside overseas are the pull of economic prospects (38%) and opportunities for family members other than themselves (10%).

While many Māori expats are likely to return to New Zealand to live because it is home (66%), over half don't feel they can afford to raise a family back in New Zealand at New Zealand salary levels (54%).

REGIONAL

REST OF NORTH ISLANDERS

- Residing in Australia (43%)
- They are more likely to disagree that they can afford to raise a family in New Zealand at New Zealand salary levels (44%)
 - Watch TV to keep in touch with news and events at home (12%)
- Most likely reason to return home is 'New Zealand is my home' (64%)
 - 23% have Māori ethnicity
 - Earning \$30,000-\$100,000
 - Teacher/nurse/police or other service worker (14%)
- Have a tertiary diploma or certificate (25%) and less likely to be degree qualified

WELLINGTON

- Residing in Europe and working in professional or government official roles (24%), especially enjoying different lifestyle/culture/excitement overseas (20%)
- More likely to have equity investments in New Zealand (32%) and feel they can afford to raise a family here at New Zealand salary levels
 - Believe New Zealand is a safe place to live (60%)
 - Feel New Zealand offers more gender equality than where they live currently (34%) and is also more culturally tolerant (43%)
- But....'probably not' coming home to live permanently in the future (21%) - reason for not coming home is that New Zealand is too far away to travel

REST OF SOUTH ISLANDERS

- Visit home on average every 2-3 years (38%)
- Teacher/nurse/police or other service worker (14%)

AUCKLAND

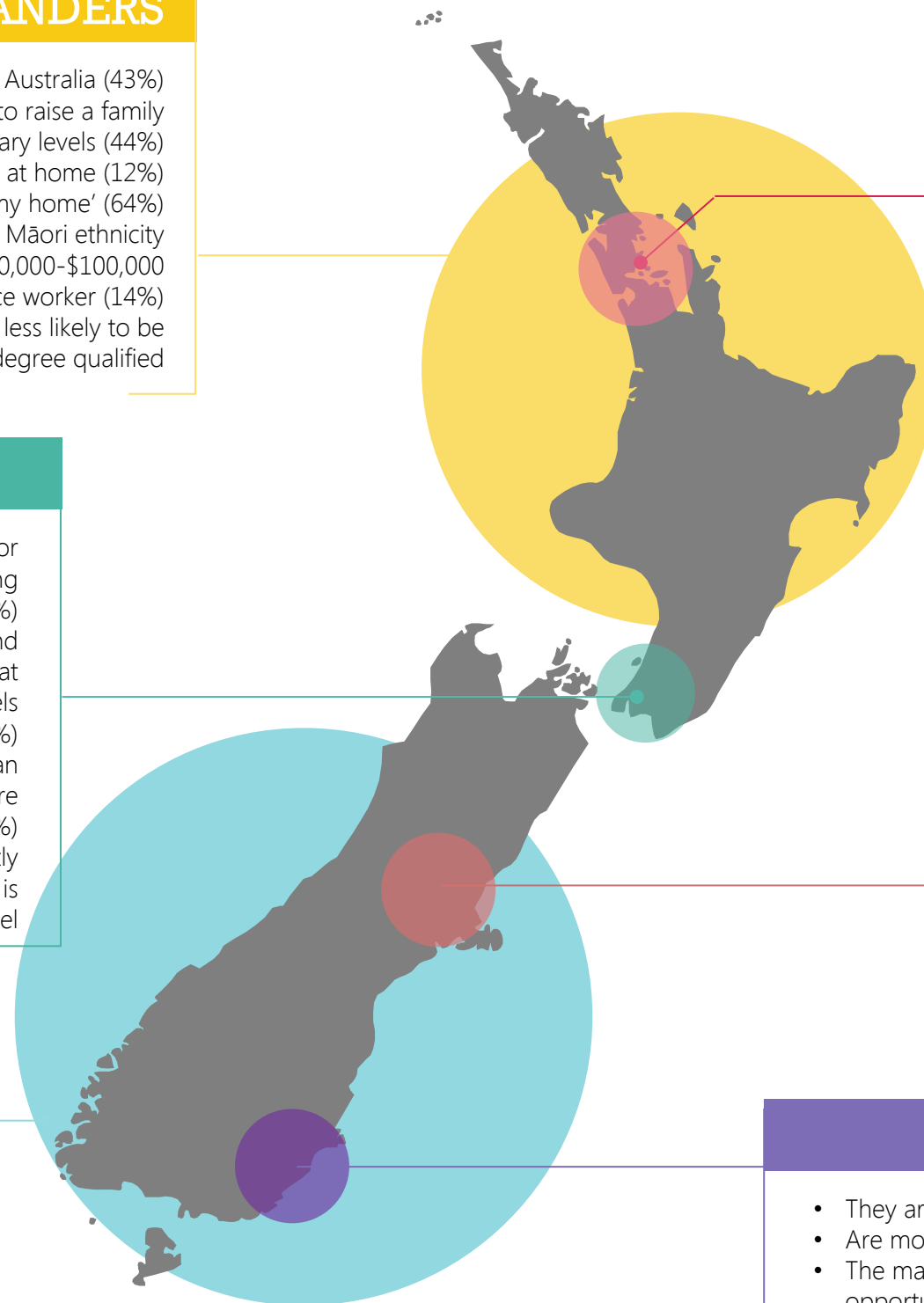
- Residing in North America and working in Business manager or executive roles (26%) and more likely to hold a bachelors degree (31%)
- Main reason for living overseas – 'specific job offer from an employer overseas'
- They don't believe they can afford to buy a home back in New Zealand (43%) and don't view NZ as an affordable place to retire (33%)
- Belief is that 'things will get better in New Zealand, even if we don't reach our full potential' (52%) and they will 'definitely' come home to live permanently in the future - most likely in 1-5 years from now

CANTERBURY

- They are confident that they can buy a home in New Zealand (33%)
- They agree they can afford to retire in New Zealand (24%)
- Natural disasters (76%), sports & sports people (70%) are high on these Kiwi's radars of all news events
- More likely to use New Zealand newspaper websites to keep in touch with news and events back home (86%)
- Cantabrians visit home 2-3 times a year
- Feel New Zealand is doing most things right, so will make a lot of progress (23%)

OTAGO

- They are confident that they can buy a home in New Zealand (36%)
- Are more likely to think New Zealand is a safe place to live
- The main reason for coming home is the lifestyle (63%) along with opportunities for family members other than myself





Interesting Quick Facts About Expats



Cantabrians' and Wellingtonians' most common reasons for not returning to NZ are family/marital connections while other regions highlight lack of career prospects



United Kingdom, Europe and North Asia attract the youngest expats



Half of Kiwis living in Australia think that New Zealand is more culturally tolerant than their current country of residence



Cantabrians are the most likely to keep in touch with NZ events through TV and TV websites, which seems to be driven by the Earthquake



The UK offers the greatest number of professional and government job opportunities and has the employment of expats in financial services



Europe, North America and North Asia attract the most educated expats with more than one-quarter of residents of these areas holding masters degrees or higher



One-third of South Islanders are confident that they could buy their own house in NZ compared to one-quarter of Aucklanders



Aucklanders and Wellingtonians are less likely than others to live in Australia and more likely to live in the UK or North America



Pay rates are highest for expats in Middle East, South Asia and North America



Education is another important industry for expat Kiwis with demand for English language teaching in Asia and Middle East driving this



APPENDIX



Q1 - Which region do you currently reside in?

	Total	Age		Household MakeUp			Income			Region Call Home				
		Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,181	7,152	5,029	4,034	4,537	3,265	2,318	3,450	5,639	3,328	1,890	1,646	3,508	1,343
Australia	37%	33%	43%	31%	38%	43%	34%	40%	37%	30%	33%	40%	44%	40%
United Kingdom	23%	29%	16%	34%	19%	17%	26%	29%	19%	25%	26%	23%	21%	21%
North America	20%	17%	24%	15%	22%	23%	17%	15%	23%	22%	20%	18%	18%	21%
Europe	8%	9%	7%	9%	9%	6%	11%	7%	8%	8%	10%	8%	7%	8%
South Asia	4%	4%	4%	3%	4%	4%	3%	2%	5%	5%	3%	3%	3%	3%
North Asia	4%	4%	3%	4%	4%	3%	5%	3%	4%	4%	3%	4%	3%	3%
Middle East	2%	2%	2%	2%	3%	2%	1%	2%	3%	3%	2%	2%	2%	2%
Africa	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Oceania	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%
South America	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Caribbean	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

*excludes other

Q2 - Which of these best describes your MAIN reason for living outside NZ?

	Total	Age		Household MakeUp			Income			Region Call Home				
		Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,433	7,300	5,133	4,105	4,637	3,336	2,384	3,506	5,732	3,433	1,917	1,666	3,574	1,368
General job/economic/income prospects overseas	32%	35%	29%	36%	31%	30%	18%	31%	40%	31%	28%	32%	35%	35%
Family/marital connections or obligations overseas	25%	22%	31%	13%	35%	28%	34%	25%	21%	26%	25%	26%	25%	27%
Different lifestyle/culture/excitement overseas	17%	22%	11%	30%	9%	14%	21%	24%	12%	17%	20%	16%	18%	15%
A specific job offer from an employer overseas	11%	10%	12%	10%	11%	13%	5%	8%	15%	13%	10%	11%	10%	11%
Opportunities for family members other than myself (e.g. spouse or children)	5%	4%	6%	2%	8%	5%	7%	5%	4%	4%	5%	4%	6%	5%
NZ employer required/asked me or my partner to work overseas	3%	3%	3%	2%	3%	2%	1%	2%	4%	3%	4%	3%	2%	2%
Study	2%	2%	0%	4%	0%	0%	5%	1%	0%	2%	2%	2%	1%	1%
To retire	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%
Other please type in	4%	3%	6%	3%	4%	7%	7%	4%	3%	4%	4%	6%	4%	5%



Age Group														
	Total	Age		Household MakeUp			Income			Region Call Home				
		Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,433	7,300	5,133	4,105	4,637	3,336	2,384	3,506	5,732	3,433	1,917	1,666	3,574	1,368
Under 30	13%	23%	0%	36%	4%	0%	26%	18%	6%	14%	14%	13%	14%	11%
31-45	45%	77%	0%	60%	57%	12%	32%	47%	51%	49%	45%	44%	43%	45%
46-55	22%	0%	54%	4%	30%	33%	18%	19%	26%	21%	23%	24%	23%	23%
Over 55	19%	0%	46%	1%	9%	55%	24%	16%	17%	17%	18%	19%	20%	21%

D2 - Which ethnic group do you belong to?

	Total	Age		Household MakeUp			Income			Region Call Home				
		Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,433	7,300	5,133	4,105	4,637	3,336	2,384	3,506	5,732	3,433	1,917	1,666	3,574	1,368
NZ European	88%	88%	89%	88%	88%	90%	86%	88%	90%	85%	87%	93%	87%	95%
Māori	9%	10%	8%	8%	11%	8%	9%	11%	8%	7%	6%	6%	16%	6%
Asian	Chinese	3%	4%	1%	4%	2%	1%	4%	3%	2%	6%	3%	1%	1%
	Indian	1%	1%	1%	1%	0%	1%	1%	1%	2%	2%	1%	0%	0%
Pacific Island	Samoan	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%
	Cook Island Māori	0%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%	0%
	Tongan	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
	Niuean	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other such as Dutch, Japanese, Tokelauan please type in		6%	6%	5%	6%	5%	7%	5%	5%	7%	7%	5%	4%	4%

D3 - Do you have Māori ancestry?

		Age		Household MakeUp			Income			Region Call Home				
	Total	Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,433	7,300	5,133	4,105	4,637	3,336	2,384	3,506	5,732	3,433	1,917	1,666	3,574	1,368
Yes	14%	15%	13%	12%	16%	13%	15%	16%	12%	11%	9%	10%	23%	11%
No	81%	81%	82%	84%	79%	82%	79%	79%	84%	85%	86%	85%	72%	84%
Don't know	5%	5%	5%	4%	5%	5%	6%	5%	4%	4%	5%	5%	5%	5%

D3a1 - Do you know the name(s) of your iwi (tribe or tribes)?

		Age		Household MakeUp			Income			Region Call Home				
	Total	Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	1,744	1,069	675	512	746	424	346	571	710	381	178	159	822	156
Yes	79%	78%	80%	74%	81%	79%	77%	80%	78%	75%	74%	74%	83%	71%
No	21%	22%	20%	26%	19%	21%	23%	20%	22%	25%	26%	26%	17%	29%

D8 - What is your highest educational qualification?

	Total	Age		Household MakeUp			Income			Region Call Home				
		Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,220	7,206	5,014	4,052	4,575	3,248	2,336	3,443	5,648	3,377	1,888	1,641	3,519	1,341
Bachelor's degree	28%	34%	18%	38%	26%	18%	26%	27%	29%	31%	29%	25%	25%	27%
Other tertiary diploma or certificate	21%	17%	27%	15%	22%	28%	26%	23%	18%	18%	19%	22%	25%	20%
Post-graduate certificate or diploma (including Honours-level study)	16%	18%	12%	19%	15%	12%	12%	16%	17%	16%	18%	16%	14%	16%
Secondary school	16%	11%	22%	9%	16%	23%	23%	18%	11%	13%	12%	17%	19%	17%
Master's degree including MBA	14%	14%	14%	14%	15%	12%	10%	11%	17%	16%	17%	13%	11%	13%
Doctorate	5%	4%	5%	4%	5%	6%	3%	4%	6%	5%	4%	6%	4%	6%
None of the above	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

D10a - Please select all the NZ institutions from which you have obtained a tertiary qualification below?

	Total	Age		Household MakeUp			Income			Region Call Home				
		Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	10,382	6,426	3,956	3,696	3,853	2,559	1,819	2,863	5,060	2,950	1,667	1,361	2,843	1,135
University	61%	69%	50%	73%	59%	49%	52%	58%	68%	65%	65%	61%	56%	62%
Technical Institute/Polytechnic	26%	23%	32%	20%	27%	33%	28%	30%	23%	23%	23%	28%	32%	27%
None obtained in NZ	15%	12%	19%	10%	17%	19%	20%	15%	13%	15%	15%	13%	15%	15%
Other please type in	5%	4%	8%	4%	5%	9%	7%	6%	4%	5%	4%	7%	6%	5%

D4b - From all sources of income, approximately what is your total income (before tax or any deductions) for the 12 months ending 31 March 2013? (Answers converted to NZ\$)

		Age		Household MakeUp			Income			Region Call Home				
	Total	Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	11,622	6,947	4,675	3,972	4,328	3,063	2,384	3,506	5,732	3,195	1,803	1,552	3,353	1,292
Loss or zero income	1%	1%	1%	1%	2%	1%	6%	0%	0%	1%	2%	1%	1%	1%
\$1 - \$30,000	9%	8%	9%	9%	7%	10%	42%	0%	0%	8%	8%	9%	8%	9%
\$30,001 - \$50,000	11%	11%	11%	12%	8%	12%	52%	0%	0%	9%	10%	11%	12%	11%
\$50,001 - \$100,000	30%	33%	26%	37%	24%	30%	0%	100%	0%	29%	30%	31%	33%	29%
\$100,001 - \$150,000	21%	21%	20%	22%	20%	20%	0%	0%	42%	20%	20%	22%	20%	22%
\$150,001 - \$200,000	12%	12%	12%	10%	14%	11%	0%	0%	24%	12%	13%	11%	12%	11%
\$200,001 - \$300,000	9%	8%	10%	6%	12%	8%	0%	0%	18%	10%	10%	8%	7%	9%
More than \$300,000	8%	6%	11%	3%	13%	8%	0%	0%	16%	10%	8%	7%	6%	9%

* Excludes prefer not to say/Don't know



Region Call Home	Total	Age		Household MakeUp			Income			Region Call Home				
		Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,433	7,300	5,133	4,105	4,637	3,336	2,384	3,506	5,732	3,433	1,917	1,666	3,574	1,368
Rest of North Island	29%	28%	30%	27%	29%	31%	31%	31%	27%	0%	0%	0%	100%	0%
Auckland	28%	29%	25%	30%	28%	24%	25%	26%	29%	100%	0%	0%	0%	0%
Wellington	15%	16%	15%	17%	15%	15%	15%	15%	16%	0%	100%	0%	0%	0%
Christchurch	13%	13%	14%	13%	13%	14%	14%	14%	13%	0%	0%	100%	0%	0%
Rest of South Island	11%	11%	12%	10%	11%	12%	11%	11%	11%	0%	0%	0%	0%	100%
Other	4%	3%	4%	3%	4%	4%	4%	3%	4%	0%	0%	0%	0%	0%

I think NZ is clean and green	Total	Age		Household MakeUp			Income			Region Call Home				
		Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,433	7,300	5,133	4,105	4,637	3,336	2,384	3,506	5,732	3,433	1,917	1,666	3,574	1,368
Don't know	29%	28%	30%	27%	29%	31%	31%	31%	27%	0%	0%	0%	100%	0%
Net disagree	28%	29%	25%	30%	28%	24%	25%	26%	29%	100%	0%	0%	0%	0%
Net neutral	15%	16%	15%	17%	15%	15%	15%	15%	16%	0%	100%	0%	0%	0%
Net agree	13%	13%	14%	13%	13%	14%	14%	14%	13%	0%	0%	100%	0%	0%
Taking everything into account, NZ is one of the best places in the world to live														
Don't know	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%
Net disagree	8%	7%	8%	6%	9%	8%	6%	7%	8%	7%	7%	7%	8%	7%
Net neutral	30%	30%	28%	30%	30%	28%	22%	30%	32%	31%	30%	28%	29%	29%
Net agree	62%	62%	61%	63%	60%	62%	71%	62%	58%	62%	62%	64%	62%	62%
NZ is a safe place to live														
Don't know	2%	1%	3%	1%	2%	3%	2%	1%	1%	1%	1%	2%	2%	1%
Net disagree	8%	7%	9%	5%	9%	9%	6%	7%	9%	8%	7%	8%	8%	7%
Net neutral	34%	33%	36%	30%	36%	36%	33%	34%	34%	34%	31%	35%	36%	32%
Net agree	56%	60%	52%	64%	53%	52%	59%	58%	56%	57%	60%	55%	54%	60%
Men and women have equal opportunity to succeed in business in NZ														
Don't know	14%	12%	17%	11%	14%	17%	15%	14%	13%	12%	13%	13%	15%	15%
Net disagree	11%	12%	11%	12%	11%	11%	11%	12%	11%	11%	12%	12%	11%	11%
Net neutral	33%	34%	31%	34%	33%	32%	33%	34%	33%	34%	33%	32%	33%	32%
Net agree	42%	42%	41%	42%	42%	41%	41%	41%	43%	42%	42%	43%	40%	43%
NZ is more culturally tolerant than where I currently live														
Don't know	6%	4%	8%	4%	5%	8%	6%	6%	4%	5%	5%	5%	6%	6%
Net disagree	20%	20%	20%	19%	21%	20%	16%	19%	22%	20%	17%	22%	20%	22%
Net neutral	35%	35%	35%	36%	35%	35%	33%	37%	35%	36%	35%	35%	35%	34%
Net agree	39%	41%	37%	42%	38%	38%	44%	39%	38%	40%	43%	38%	39%	38%
NZ offers more gender equality than where I currently live														
Don't know	17%	16%	18%	15%	17%	18%	18%	17%	15%	15%	16%	17%	18%	17%
Net disagree	15%	14%	16%	13%	16%	15%	13%	15%	16%	15%	13%	16%	15%	15%
Net neutral	37%	38%	35%	39%	37%	34%	33%	37%	39%	39%	37%	36%	36%	37%
Net agree	31%	31%	31%	32%	30%	32%	36%	31%	30%	31%	34%	31%	30%	31%
I'm confident I could afford to buy a home in my preferred location in NZ														
Don't know	7%	5%	9%	5%	6%	9%	10%	7%	4%	5%	7%	7%	7%	7%
Net disagree	36%	41%	29%	42%	33%	31%	44%	41%	30%	43%	34%	29%	35%	29%
Net neutral	29%	30%	28%	31%	29%	28%	29%	31%	29%	27%	31%	31%	30%	31%
Net agree	28%	24%	34%	21%	32%	32%	17%	21%	38%	25%	29%	33%	28%	32%
NZ is an affordable place to retire to														
Don't know	13%	13%	13%	14%	12%	13%	17%	14%	10%	13%	14%	12%	13%	12%
Net disagree	31%	32%	29%	30%	33%	30%	27%	32%	32%	33%	28%	28%	31%	30%
Net neutral	35%	35%	35%	36%	35%	35%	36%	34%	36%	35%	36%	36%	34%	36%
Net agree	21%	19%	23%	21%	20%	23%	21%	20%	22%	19%	22%	24%	21%	23%
NZ offers equal opportunity to older employees														
Don't know	43%	43%	43%	44%	43%	43%	41%	43%	43%	42%	44%	42%	43%	45%
Net disagree	14%	12%	17%	11%	14%	17%	14%	14%	14%	13%	14%	14%	14%	14%
Net neutral	29%	31%	26%	31%	30%	27%	28%	30%	30%	31%	29%	31%	29%	27%
Net agree	13%	13%	14%	14%	13%	13%	17%	13%	13%	14%	13%	14%	13%	14%
I could comfortably afford to raise a family in NZ, at NZ salary levels														
Don't know	14%	9%	21%	10%	11%	22%	17%	13%	12%	13%	14%	15%	14%	13%
Net disagree	41%	44%	38%	41%	44%	38%	35%	42%	44%	41%	37%	39%	44%	43%
Net neutral	32%	34%	29%	37%	32%	28%	34%	32%	33%	33%	35%	33%	31%	31%
Net agree	12%	12%	12%	13%	13%	12%	14%	12%	12%	13%	14%	13%	11%	13%

Q11 - When are you most likely to return to live in NZ?

	Age		Household MakeUp			Income			Region Call Home				
Total	Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
9,645	6,072	3,573	3,503	3,561	2,309	1,921	2,806	4,334	2,713	1,457	1,289	2,796	1,060
34%	35%	33%	33%	38%	30%	27%	31%	41%	33%	35%	35%	34%	36%
33%	35%	29%	39%	29%	32%	34%	36%	31%	35%	33%	32%	32%	32%
6%	6%	6%	7%	6%	7%	9%	6%	6%	7%	7%	6%	6%	6%
25%	23%	30%	21%	26%	29%	29%	25%	22%	24%	24%	26%	27%	26%
1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%

Q15 - Have you ever recommended friends, family or colleagues overseas to visit NZ?

	Total	Age		Household MakeUp			Income			Region Call Home				
		Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,433	7,300	5,133	4,105	4,637	3,336	2,384	3,506	5,732	3,433	1,917	1,666	3,574	1,368
Yes	98%	98%	99%	99%	98%	99%	98%	98%	99%	98%	99%	99%	99%	99%
No	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know/can't remember	0.5%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%

Q9 - Which of these best describe your most likely reasons for returning to NZ, when and if you do? Please select up to 3 that apply.

		Age		Household MakeUp			Income			Region Call Home				
	Total	Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	9,645	6,072	3,573	3,503	3,561	2,309	1,921	2,806	4,334	2,713	1,457	1,289	2,796	1,060
NZ is my home	61%	61%	61%	64%	57%	64%	63%	65%	59%	57%	62%	64%	64%	63%
Lifestyle	58%	62%	52%	64%	57%	52%	53%	57%	62%	59%	59%	60%	55%	60%
Family/marital connections or obligations in NZ	55%	57%	50%	60%	51%	53%	53%	57%	53%	54%	57%	53%	55%	53%
Opportunities for family members other than myself (e.g. spouse, children)	11%	14%	8%	9%	19%	3%	13%	10%	12%	12%	11%	9%	11%	14%
I will seek a job and move to NZ when I find one	7%	8%	6%	8%	7%	6%	8%	7%	7%	8%	8%	7%	7%	7%
General job/economic/income prospects in NZ	5%	6%	5%	5%	6%	5%	6%	6%	5%	7%	5%	5%	5%	5%
To establish or relocate a business in NZ	5%	5%	5%	5%	6%	4%	4%	4%	6%	5%	4%	6%	5%	5%
Arts and culture	4%	3%	5%	3%	4%	6%	6%	4%	3%	3%	5%	3%	4%	4%
For safety or security reasons/ low level of crime	4%	4%	4%	3%	4%	3%	5%	3%	3%	4%	3%	5%	2%	4%
Affordability of housing	4%	3%	5%	3%	3%	5%	3%	4%	4%	3%	4%	4%	4%	5%
Education opportunities	4%	6%	2%	5%	7%	0%	5%	4%	4%	5%	5%	5%	4%	4%
Affordability of healthcare	4%	3%	6%	3%	4%	6%	5%	4%	4%	5%	5%	4%	4%	4%
Immigration issues (e.g. I don't have the right visa for my preferred country.)	3%	3%	2%	4%	1%	3%	4%	3%	2%	3%	3%	2%	2%	3%
More favourable tax conditions in NZ - tax level, tax breaks	2%	1%	3%	1%	2%	2%	2%	1%	3%	2%	2%	1%	2%	2%
My employer will want me to return to NZ	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	1%
Availability/affordability of childcare	1%	2%	0%	2%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%
Other please type in	6%	4%	10%	4%	6%	10%	6%	6%	7%	6%	6%	5%	7%	5%

Q10 - Which of these best describe the reasons why you are not likely return to live in NZ? Please select up to 3 that apply.

		Age		Household MakeUp			Income			Region Call Home				
	Total	Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	2,788	1,228	1,560	602	1,076	1,027	463	700	1,398	720	460	377	778	308
Lack of career prospects/opportunities In NZ	45%	65%	30%	69%	50%	25%	29%	45%	52%	45%	40%	44%	48%	48%
Family/marital connections or obligations overseas	40%	35%	45%	26%	49%	42%	43%	39%	41%	38%	45%	46%	40%	40%
Prefer the lifestyle where I live	29%	29%	30%	31%	27%	32%	30%	31%	29%	29%	27%	32%	29%	29%
Have been away too long, no longer consider NZ home	19%	13%	25%	14%	16%	26%	21%	19%	18%	19%	21%	16%	19%	16%
Made new friends and contacts overseas	17%	17%	17%	20%	14%	17%	18%	19%	16%	17%	19%	16%	15%	17%
Different lifestyle/culture/excitement overseas	16%	20%	13%	26%	13%	14%	15%	17%	16%	15%	18%	15%	16%	13%
Affordability of housing	14%	16%	12%	14%	13%	14%	14%	17%	13%	18%	11%	12%	14%	11%
NZ is too far away, hard to travel anywhere	13%	17%	10%	21%	10%	11%	10%	11%	15%	16%	17%	10%	10%	11%
Have my own business offshore	11%	9%	13%	6%	14%	11%	6%	7%	15%	12%	12%	11%	10%	8%
More favourable tax conditions overseas - tax levels, tax breaks	9%	11%	8%	10%	9%	8%	5%	8%	11%	10%	8%	10%	10%	9%
Quality/affordability of healthcare	6%	4%	8%	4%	6%	8%	10%	7%	5%	5%	6%	6%	8%	6%
No longer have friends and/or family in NZ	4%	3%	4%	3%	3%	5%	7%	3%	3%	3%	4%	4%	3%	3%
Education opportunities	3%	5%	2%	2%	7%	1%	2%	4%	3%	3%	3%	3%	4%	3%
Availability/affordability of childcare	1%	1%	0%	0%	1%	0%	1%	1%	1%	1%	1%	0%	1%	0%
Other please type in	10%	9%	11%	7%	10%	11%	13%	8%	9%	9%	10%	10%	8%	12%

*Quality/affordability of healthcare, No longer have friends and/or family in NZ, Education opportunities, Availability/affordability of childcare charted as 'Other'

Q13 - When was your last return/round trip visit to NZ?

	Total	Age		Household MakeUp			Income			Region Call Home				
		Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,414	7,291	5,123	4,100	4,634	3,330	2,382	3,501	5,727	3,426	1,917	1,665	3,568	1,367
Within the last 12 months	55%	57%	54%	61%	50%	56%	44%	52%	63%	57%	54%	57%	55%	55%
1-2 years ago	20%	22%	18%	21%	22%	18%	19%	23%	20%	20%	22%	20%	21%	21%
2-5 years ago	14%	12%	16%	10%	17%	15%	17%	15%	12%	14%	14%	14%	14%	13%
More than 5 years ago	6%	3%	9%	2%	7%	8%	9%	5%	4%	5%	5%	5%	6%	5%
I haven't returned since I moved overseas	5%	6%	3%	6%	4%	3%	11%	5%	2%	5%	6%	4%	4%	5%

Q12 - On average, how often do you visit NZ?

		Age		Household MakeUp			Income			Region Call Home				
	Total	Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,433	7,300	5,133	4,105	4,637	3,336	2,384	3,506	5,732	3,433	1,917	1,666	3,574	1,368
(0.15) Less than once every 5 years	10%	7%	14%	5%	12%	12%	16%	10%	6%	10%	9%	9%	11%	9%
(0.23) Every 4-5 years	9%	8%	11%	5%	12%	10%	12%	10%	7%	9%	9%	9%	9%	10%
(0.4) Every 2-3 years	34%	37%	29%	37%	35%	28%	34%	37%	32%	33%	36%	34%	32%	35%
(1) Once a year	29%	30%	27%	33%	26%	28%	23%	28%	32%	29%	28%	29%	30%	31%
(2.5) 2 - 3 times a year	13%	12%	13%	14%	10%	14%	7%	11%	17%	13%	12%	15%	13%	10%
(5) 4 - 6 times a year	2%	1%	2%	2%	1%	2%	1%	1%	3%	2%	1%	2%	1%	2%
(7) More than 6 times a year	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	1%	1%	0%	0%
(13) More than once a month	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other please type in	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	2%	2%	2%	2%
Don't know	1%	1%	1%	2%	1%	1%	3%	1%	0%	1%	2%	1%	1%	1%

Q14 - Which statement best describes what you believe NZ's progress will be over the next 10 years?

	Total	Age		Household MakeUp			Income			Region Call Home				
		Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,433	7,300	5,133	4,105	4,637	3,336	2,384	3,506	5,732	3,433	1,917	1,666	3,574	1,368
NZ is doing most things right, so will make a lot of progress	20%	17%	23%	17%	20%	22%	23%	20%	18%	21%	18%	23%	18%	20%
Things will get better in NZ, but I am concerned it won't reach its full potential	49%	53%	44%	55%	48%	45%	45%	49%	52%	52%	51%	49%	48%	47%
NZ is likely to move backwards a little	14%	14%	14%	14%	14%	14%	12%	12%	16%	13%	15%	12%	15%	15%
NZ will probably slide back a long way	4%	3%	4%	3%	4%	4%	4%	4%	3%	3%	3%	3%	4%	4%
No opinion/don't know	13%	12%	15%	10%	14%	15%	16%	14%	10%	12%	12%	12%	14%	13%

	Total	Age		Household MakeUp			Income			Region Call Home				
		Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
I have other financial interests in NZ (e.g. bank accounts, securities).														
Total	12,433	7,300	5,133	4,105	4,637	3,336	2,384	3,506	5,732	3,433	1,917	1,666	3,574	1,368
Currently do this	65%	70%	57%	75%	61%	58%	59%	63%	69%	67%	66%	64%	63%	62%
Not currently doing this but considering it	8%	8%	9%	7%	9%	9%	10%	9%	7%	8%	7%	9%	8%	10%
Not currently doing this and don't plan to	26%	21%	32%	17%	29%	31%	29%	26%	23%	23%	25%	26%	27%	27%
Don't know	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%
I have equity investments in NZ (e.g. shares, mutual funds).														
Currently do this	22%	22%	24%	22%	22%	24%	16%	18%	28%	22%	25%	24%	21%	23%
Not currently doing this but considering it	17%	19%	14%	21%	16%	14%	16%	19%	16%	18%	15%	16%	17%	18%
Not currently doing this and don't plan to	58%	57%	60%	55%	60%	60%	64%	60%	54%	58%	57%	59%	59%	57%
Don't know	3%	3%	3%	2%	2%	3%	4%	3%	2%	3%	3%	2%	3%	2%
I look out for jobs in NZ.														
Currently do this	22%	24%	18%	24%	23%	18%	21%	24%	21%	22%	21%	20%	23%	23%
Not currently doing this but considering it	30%	34%	24%	36%	29%	23%	32%	32%	27%	30%	30%	31%	29%	29%
Not currently doing this and don't plan to	47%	41%	56%	40%	47%	58%	46%	43%	50%	46%	48%	48%	47%	47%
Don't know	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%
I own residential property in NZ for my family or myself to live in (i.e. not an investment).														
Currently do this	13%	9%	18%	7%	14%	18%	8%	10%	17%	15%	12%	11%	13%	13%
Not currently doing this but considering it	40%	44%	32%	47%	39%	32%	40%	42%	38%	40%	38%	39%	40%	41%
Not currently doing this and don't plan to	46%	45%	47%	45%	46%	48%	50%	47%	44%	44%	48%	49%	46%	44%
Don't know	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	2%
I own commercial property in NZ (including residential property held primarily as an investment).														
Currently do this	10%	9%	10%	8%	11%	10%	5%	6%	14%	10%	9%	9%	9%	10%
Not currently doing this but considering it	15%	18%	11%	19%	15%	11%	14%	15%	16%	15%	13%	16%	15%	17%
Not currently doing this and don't plan to	74%	72%	77%	72%	73%	78%	79%	77%	69%	73%	76%	74%	73%	72%
Don't know	1%	1%	2%	1%	2%	2%	2%	2%	1%	1%	1%	1%	2%	2%
I support or mentor a NZ company or professional person in my region or industry.														
Currently do this	9%	8%	11%	7%	10%	10%	5%	6%	13%	10%	8%	10%	8%	10%
Not currently doing this but considering it	16%	18%	14%	18%	17%	13%	14%	13%	19%	19%	17%	15%	15%	14%
Not currently doing this and don't plan to	71%	71%	71%	72%	68%	73%	76%	76%	65%	67%	71%	72%	73%	72%
Don't know	4%	4%	5%	3%	5%	4%	6%	5%	3%	5%	4%	4%	5%	4%
I am actively involved in the ownership or management of a business that is based in NZ.														
Currently do this	5%	4%	6%	4%	6%	6%	3%	4%	7%	6%	5%	5%	4%	6%
Not currently doing this but considering it	20%	23%	16%	23%	21%	14%	19%	18%	21%	21%	18%	20%	19%	20%
Not currently doing this and don't plan to	72%	70%	74%	71%	70%	78%	74%	74%	70%	69%	76%	72%	72%	71%
Don't know	3%	3%	4%	2%	4%	3%	4%	4%	2%	3%	2%	3%	4%	3%
I am employed overseas by a NZ-owned firm.														
Currently do this	4%	4%	3%	4%	4%	3%	2%	4%	4%	4%	3%	4%	3%	3%
Not currently doing this but considering it	13%	15%	10%	15%	13%	9%	15%	14%	11%	14%	12%	11%	12%	12%
Not currently doing this and don't plan to	82%	79%	85%	79%	81%	86%	79%	80%	83%	80%	82%	83%	82%	83%
Don't know	2%	2%	3%	2%	3%	2%	4%	2%	1%	2%	2%	2%	3%	2%

Q8c - How likely are you to return to live in NZ permanently sometime in the future?

	Total	Age		Household MakeUp			Income			Region Call Home				
		Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,433	7,300	5,133	4,105	4,637	3,336	2,384	3,506	5,732	3,433	1,917	1,666	3,574	1,368
Net Yes	46%	52%	38%	56%	42%	40%	50%	49%	44%	48%	45%	45%	46%	46%
Net Neutral	32%	31%	32%	29%	35%	29%	30%	31%	32%	31%	31%	32%	32%	31%
Net No	22%	17%	30%	15%	23%	31%	19%	20%	24%	21%	24%	23%	22%	23%

Q4 - Which of the following apply to you?

	Total	Age		Household MakeUp			Income			Region Call Home				
		Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island

Total	12,433	7,300	5,133	4,105	4,637	3,336	2,384	3,506	5,732	3,433	1,917	1,666	3,574	1,368
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None of the above	75%	72%	78%	72%	73%	80%	81%	78%	70%	72%	75%	75%	77%	76%
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A company or people I'm involved with might be interested in establishing or expanding their presence in NZ.	14%	16%	11%	16%	15%	10%	10%	13%	16%	15%	14%	13%	13%	12%
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A company or people I'm involved with might be interested in partnering with a NZ-based business in some other way.	14%	14%	12%	14%	15%	11%	10%	11%	17%	16%	14%	13%	12%	12%
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A company or people I'm involved with might be interested in investing in or acquiring NZ businesses.	7%	8%	6%	8%	8%	5%	4%	5%	10%	8%	6%	7%	6%	8%
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Q5 - If you were thinking about investing in NZ,
how strongly do you agree that you have
access to all the information and contacts you
need to make good decisions

		Age		Household MakeUp			Income			Region Call Home				
	Total	Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,433	7,300	5,133	4,105	4,637	3,336	2,384	3,506	5,732	3,433	1,917	1,666	3,574	1,368
Don't know/doesn't apply	24%	24%	24%	24%	22%	26%	31%	27%	18%	22%	25%	23%	25%	24%
Net disagree	18%	18%	18%	18%	19%	18%	17%	19%	19%	17%	19%	19%	18%	17%
Net neutral	34%	35%	31%	36%	34%	30%	29%	32%	37%	35%	31%	34%	33%	35%
Net agree	24%	23%	27%	22%	25%	27%	23%	22%	26%	25%	24%	25%	25%	23%

Q8a - What are the main reasons that NZ gets in the news or attracts media attention where you live?

		Age		Household MakeUp			Income			Region Call Home				
	Total	Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,433	7,300	5,133	4,105	4,637	3,336	2,384	3,506	5,732	3,433	1,917	1,666	3,574	1,368
Natural disasters	71%	70%	72%	70%	71%	73%	70%	73%	71%	69%	71%	76%	70%	72%
Sports and sportspeople	67%	66%	69%	66%	66%	69%	64%	68%	69%	66%	66%	70%	68%	66%
Environmental issues	32%	30%	35%	30%	32%	35%	34%	33%	31%	34%	31%	32%	32%	33%
Politics e.g. elections, policy	32%	34%	29%	37%	29%	30%	33%	34%	31%	31%	32%	32%	33%	31%
Economy and / or business	18%	15%	22%	16%	18%	21%	16%	16%	20%	19%	18%	18%	18%	17%
Famous people	18%	15%	21%	16%	17%	21%	18%	17%	17%	18%	20%	18%	17%	17%
Accidents	17%	16%	18%	16%	17%	18%	16%	17%	17%	16%	19%	16%	17%	16%
Quality of our exports	15%	14%	15%	14%	15%	15%	16%	13%	15%	16%	14%	15%	14%	13%
Race relations	8%	6%	10%	6%	7%	11%	8%	8%	8%	8%	8%	8%	8%	7%
NZ doesn't get any news or media attention here	6%	5%	6%	5%	6%	6%	6%	5%	6%	6%	6%	6%	5%	5%
Employment issues/labour relations issues	4%	3%	4%	3%	4%	4%	4%	4%	3%	3%	3%	3%	5%	4%
Don't know	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%
Other please type in	11%	12%	10%	12%	11%	10%	11%	11%	11%	12%	12%	10%	10%	10%

Q8b - Which information sources do you use to keep in touch with news and events in NZ?

		Age		Household MakeUp			Income			Region Call Home				
	Total	Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,433	7,300	5,133	4,105	4,637	3,336	2,384	3,506	5,732	3,433	1,917	1,666	3,574	1,368
NZ newspaper websites - Stuff, NZ Herald, etc.	83%	85%	80%	87%	83%	80%	78%	83%	86%	83%	85%	86%	81%	83%
Social media – Facebook, Twitter, LinkedIn	60%	67%	50%	70%	58%	50%	66%	65%	55%	59%	62%	62%	60%	60%
NZ television websites - TVNZ, TV3, etc.	19%	19%	20%	18%	20%	21%	20%	21%	18%	18%	17%	22%	21%	21%
Television	11%	8%	15%	7%	10%	15%	13%	11%	9%	9%	9%	12%	12%	12%
Newspapers	9%	6%	13%	5%	8%	13%	9%	8%	8%	8%	8%	9%	9%	10%
Magazines	9%	7%	11%	6%	8%	12%	7%	7%	10%	8%	9%	10%	8%	10%
None/Don't know	2%	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	1%	2%	1%
Other please type in	10%	8%	14%	8%	9%	14%	11%	10%	10%	10%	10%	9%	10%	11%

*Other/Don't know merged in chart

D5 - What industry do you work in?

		Age		Household MakeUp			Income			Region Call Home				
	Total	Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,433	7,300	5,133	4,105	4,637	3,336	2,384	3,506	5,732	3,433	1,917	1,666	3,574	1,368
Property, Business and Professional Services	12%	13%	10%	14%	12%	9%	5%	11%	15%	15%	13%	11%	10%	10%
Education	10%	9%	11%	9%	10%	12%	14%	13%	7%	8%	9%	10%	11%	11%
Finance and Insurance	9%	11%	6%	12%	9%	6%	3%	6%	13%	9%	12%	9%	7%	10%
Health and Community Services	8%	7%	11%	7%	8%	11%	9%	10%	7%	7%	7%	9%	9%	11%
Construction & Trades Services	5%	4%	5%	3%	5%	5%	3%	5%	5%	4%	3%	4%	6%	5%
Communication Services	4%	4%	3%	4%	4%	3%	3%	4%	5%	5%	5%	4%	3%	3%
Manufacturing	4%	3%	4%	3%	4%	4%	3%	4%	4%	4%	3%	3%	5%	3%
Retail Trade	3%	3%	3%	3%	4%	3%	6%	4%	2%	3%	3%	3%	4%	5%
Government Administration and Defence	3%	3%	3%	3%	3%	3%	1%	5%	3%	3%	5%	3%	3%	3%
Transport and storage	3%	3%	4%	2%	3%	4%	2%	4%	3%	3%	2%	4%	4%	3%
Accommodation, Cafes, Restaurants	3%	3%	2%	3%	2%	3%	5%	2%	1%	2%	2%	3%	3%	3%
Mining	2%	2%	1%	2%	2%	2%	0%	1%	3%	1%	1%	2%	3%	3%
Cultural and Recreational Services	2%	2%	2%	2%	1%	2%	3%	2%	1%	1%	3%	2%	1%	1%
Agriculture, Forestry and Fishing	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%	1%	2%	2%	1%
Personal and other services	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%
Wholesale Trade	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Electricity, Gas and Water Supply, Sewerage and Drainage services	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	1%
Other - please type in	28%	27%	30%	28%	27%	31%	36%	25%	26%	31%	28%	29%	26%	26%

D6 - Which of the following best describes your occupation?

	Total	Age		Household MakeUp			Income			Region Call Home				
		Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	12,433	7,300	5,133	4,105	4,637	3,336	2,384	3,506	5,732	3,433	1,917	1,666	3,574	1,368
Business manager or executive	21%	22%	20%	20%	25%	18%	5%	14%	34%	26%	22%	20%	18%	19%
Professional or government official	19%	23%	14%	26%	18%	14%	7%	21%	25%	20%	24%	20%	17%	19%
Technical or skilled worker	15%	18%	12%	20%	13%	12%	11%	19%	15%	14%	14%	16%	16%	15%
Business owner or self-employed	13%	9%	18%	7%	15%	17%	13%	10%	13%	13%	13%	12%	12%	12%
Teacher/nurse/police or other service worker	11%	10%	13%	10%	10%	13%	16%	16%	6%	8%	9%	11%	14%	13%
Clerical or sales employee	7%	7%	6%	8%	5%	7%	11%	11%	2%	7%	6%	7%	7%	6%
Home duties	3%	3%	3%	0%	7%	2%	8%	1%	2%	4%	3%	3%	4%	4%
Retired/superannuitant	3%	0%	8%	0%	1%	11%	8%	2%	1%	3%	3%	3%	3%	4%
Semi-skilled worker	3%	3%	3%	3%	3%	3%	7%	4%	1%	2%	3%	3%	4%	3%
Student	2%	3%	0%	4%	1%	0%	8%	0%	0%	2%	3%	2%	1%	1%
Labourer/manual/farm or domestic worker	2%	1%	2%	1%	2%	2%	3%	2%	1%	1%	1%	2%	3%	2%
Social welfare beneficiary/unemployed	1%	0%	1%	0%	1%	1%	2%	0%	0%	1%	1%	1%	1%	0%
Farm manager or owner	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%

D9 - Where was your highest educational qualification obtained?

Total	Age		Household MakeUp			Income			Region Call Home				
	Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island

Total	10,397	6,434	3,963	3,699	3,861	2,563	1,822	2,864	5,066	2,955	1,668	1,363	2,850	1,135
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NZ	68%	73%	59%	77%	64%	61%	67%	69%	68%	68%	68%	70%	68%	68%
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Overseas	32%	27%	41%	23%	36%	39%	33%	31%	32%	32%	32%	30%	32%	32%
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*excludes other

D10b - Which NZ University (ies)?

	Total	Age		Household MakeUp			Income			Region Call Home				
		Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	6,359	4,404	1,955	2,705	2,256	1,254	934	1,655	3,438	1,905	1,087	836	1,592	700
Auckland	26%	25%	28%	25%	26%	28%	24%	24%	27%	64%	6%	4%	16%	6%
Waikato	19%	19%	20%	19%	18%	21%	21%	22%	17%	5%	66%	6%	17%	7%
Massey	19%	20%	15%	21%	17%	16%	18%	18%	19%	9%	13%	16%	14%	66%
Canterbury	17%	16%	20%	15%	18%	19%	17%	17%	17%	13%	17%	8%	28%	10%
Lincoln	17%	15%	19%	15%	17%	19%	16%	15%	18%	4%	8%	67%	10%	19%
Otago	8%	9%	8%	8%	9%	8%	9%	8%	8%	5%	3%	1%	23%	1%
Victoria (Wellington)	5%	6%	3%	7%	4%	3%	7%	7%	4%	12%	1%	1%	4%	2%
Auckland University of Technology/AUT	3%	3%	3%	2%	4%	4%	2%	2%	4%	1%	1%	11%	2%	4%
Other please type in	2%	1%	3%	1%	2%	2%	2%	2%	1%	2%	1%	2%	2%	1%

D10c - Which NZ Polytechnic(s)/Technology Institute(s)?

	Total	Age		Household MakeUp			Income			Region Call Home				
		Under 45's	Over 45's	SINKs and DINKs	Families	Empty Nesters	\$50,000 and under	\$50,001 - \$100,000	\$100,001 and over	Auckland	Wellington	Christchurch	Rest of North Island	Rest of South Island
Total	2,709	1,459	1,250	750	1,046	837	510	850	1,167	665	379	375	882	306
Other please type in	33%	30%	36%	31%	32%	35%	31%	33%	32%	45%	38%	22%	31%	18%
Christchurch Polytechnic Institute of Technology	12%	12%	12%	12%	12%	11%	11%	11%	12%	2%	3%	58%	3%	10%
Wellington Institute of Technology	10%	7%	14%	6%	11%	13%	7%	7%	13%	3%	36%	4%	9%	9%
The Open Polytechnic of New Zealand	7%	7%	7%	5%	8%	7%	7%	7%	7%	5%	8%	6%	8%	6%
Waikato Institute of Technology	7%	7%	6%	9%	7%	6%	8%	7%	7%	2%	1%	1%	17%	1%
Unitec New Zealand	7%	8%	6%	8%	6%	6%	6%	6%	8%	20%	2%	1%	4%	1%
Manukau Institute of Technology	6%	6%	6%	5%	7%	5%	5%	6%	7%	19%	1%	1%	2%	1%
Otago Polytechnic	5%	5%	5%	6%	4%	5%	6%	5%	5%	2%	2%	4%	1%	28%
Nelson Marlborough Institute of Technology	3%	3%	2%	3%	3%	2%	2%	2%	3%	0%	2%	1%	0%	18%
Eastern Institute of Technology	3%	4%	1%	3%	3%	2%	3%	3%	2%	1%	1%	0%	7%	0%
Western Institute of Technology at Taranaki	2%	3%	2%	1%	3%	3%	2%	2%	3%	0%	1%	0%	6%	0%
Aoraki Polytechnic	2%	2%	2%	3%	2%	2%	4%	2%	2%	2%	1%	7%	1%	3%
Bay of Plenty Polytechnic	2%	2%	2%	2%	2%	2%	3%	2%	2%	1%	0%	0%	6%	0%
Southern Institute of Technology	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	1%	2%	0%	10%
Whitireia Community Polytechnic	2%	2%	1%	2%	1%	2%	3%	2%	1%	0%	9%	1%	0%	1%
NorthTec, formerly Northland Polytechnic	2%	2%	1%	1%	2%	2%	2%	2%	2%	0%	1%	0%	5%	1%
Universal College of Learning	2%	2%	1%	3%	1%	2%	2%	2%	1%	1%	1%	1%	3%	1%
Waiariki Institute of Technology	1%	2%	1%	1%	2%	1%	3%	1%	1%	0%	1%	0%	4%	0%
Te Wananga O Aoteroa	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%
Tai Poutini Polytechnic	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%	0%	1%
Tairāwhiti Polytechnic	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	1%	0%
Telford Rural Polytechnic	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%



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