

PUBLIC ATTITUDES TO OVERSEAS AID AND DEVELOPMENT ASSISTANCE

QUANTITATIVE AND QUALITATIVE FINDINGS

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NEW ZEALAND
FOREIGN AFFAIRS & TRADE
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INTRODUCTION

BACKGROUND

The Ministry of Foreign Affairs and Trade (MFAT) is responsible for New Zealand's international aid efforts, via the New Zealand Aid Programme. The mission of the New Zealand Aid Programme is to achieve “shared prosperity in our region and beyond”, with a threefold focus on:

- Achieving sustainable development
- Reducing poverty, and
- Delivering humanitarian support.

Ensuring ongoing public support for development cooperation is vital, as it underpins political backing for effective and dynamic development cooperation, building cross-party political support and more engaged parliaments. Evidence suggests that while there is continued support for development cooperation, public confidence in public institutions is declining in some countries.

When the last gauge of public opinion in New Zealand was conducted in 2007, under a third of the public were confident that overseas aid actually makes a difference. However, there have been significant changes in the wider world since then. These include (but are not limited to) the global financial crisis, increased conversation about the widening divide between the ‘haves’ and ‘have-nots’ in New Zealand and pressure on government budgets (health and housing, for example), global climate change which particularly threatens the islands of the Pacific, continued media focus (both positive and negative) on Pacific nations relating to issues like health, migration, labour, ‘overstaying’, and the rise of new social media channels and new models of donation (with Give a Little campaigns, for example).

There has also been heightened public interest in New Zealand's development programme following the May 2018 announcement by the Minister of Foreign Affairs, signalling an increase in New Zealand's aid budget, and the Coalition Government's intention for a renewed relationship with the Pacific, known as the ‘Pacific Reset’ (see Minister Peters' speech *'Shifting the dial'*).

Given all these factors, the context for people's support for international development cooperation may well have changed. Updating its understanding of public perception in 2018 is important for MFAT, to underpin an updated development communication and engagement strategy to communicate effective development outcomes to the New Zealand general public.

STUDY OBJECTIVES

RESEARCH PURPOSE

The overall objective is to provide a benchmark of New Zealanders' awareness of, confidence in, and perceptions of the government's development co-operation efforts, and their support for and awareness of specific development issues, particularly those in the Pacific.

MFAT will use the survey findings to track public understanding and to inform a communications and outreach strategy that builds public engagement with New Zealand's development cooperation efforts and engagement with development issues.

MFAT is keen to explore the following topics among the New Zealand general public (who were defined as citizens and permanent residents):

- The nature and extent of the New Zealand public's support for the New Zealand Government providing overseas development assistance.
- Public perceptions on key Pacific development policy coherence issues, such as trade, migration, labour mobility and climate change.
- How perceptions are formed and what knowledge, values or views they are based on.
- Sources of information that people use to form their perceptions, the credibility of the different sources available to them and the public's appetite for further information about overseas development.
- Messages and images about overseas development that resonate positively or negatively and are likely to increase positive engagement.
- Reasons why people support or do not support overseas development assistance.
- Identification of key demographic groups with particularly positive or negative views.

EXECUTIVE SUMMARY

INTEREST IN AND KNOWLEDGE OF OVERSEAS AID AND DEVELOPMENT ASSISTANCE

Interest levels in overseas aid and development assistance have risen since research was undertaken into public perceptions of New Zealand's overseas aid and development assistance in 2007. While more than a third of New Zealanders (34%) indicated that they were not interested in this topic in 2007, this proportion has fallen to fewer than a quarter of New Zealanders (22%) in 2018. In terms of interest, a third (33%) of New Zealanders now say they are either *very interested* or *reasonably interested* in overseas aid and development assistance.

There is a gap between interest and knowledge, which may be partly explained by low levels of exposure to media coverage of overseas aid and development assistance. Just over a quarter of New Zealanders surveyed (28%) say they have seen or heard something in the media about New Zealand's overseas aid spending in the last three months, while in 2007, close to two-thirds of New Zealanders (63%) declared that they had read, seen or heard something in the media about overseas aid in the last two months or so.

Interest in overseas aid outpaces knowledge, with a third (33%) of New Zealanders saying they are interested in overseas aid compared with only 9% saying they know *a reasonable amount* or *a great deal* about aid. Those with self-assessed higher levels of knowledge show greater levels of interest in the topic of overseas aid – 72% of those who say they know *a reasonable amount* or *a great deal* say they are interested in the topic, compared with only 19% of those who know *little, next to nothing* or *nothing* about it.

ATTITUDES TOWARD AID PROVISION BY THE NEW ZEALAND GOVERNMENT

Despite low levels of knowledge about overseas aid and development assistance, the majority of New Zealanders have an opinion about whether the New Zealand Government should provide aid to less developed countries around the world. Support for the provision of overseas aid and development assistance by the New Zealand Government is not universal among those surveyed. Overall, 57% of New Zealanders agree with the provision of aid to less developed countries but 16% disagree. New Zealanders who are interested in overseas aid and development assistance are more likely to agree with its provision. For example, 77% of those who say they are interested in the topic agree with its provision, compared with only 25% of those who say they are not interested agreeing with the provision of development assistance aid by the New Zealand Government.

Agreement with the provision of aid is underpinned by beliefs that giving assistance to less developed countries is the morally right thing to do, as a country who cares about and has the means to support those who are less advantaged than we are.

Among the 16% who disagree with the New Zealand Government providing aid, the perceived need to focus on our domestic issues and 'fix' New Zealand first is the overwhelming belief. These people talked of New Zealand facing increasing welfare issues and poverty with a growing divide between the haves and have-nots, housing issues, and an apparent lack of domestic funds to resolve these problems.

Despite general agreement with New Zealand providing aid (57%), more than a third (36%) of New Zealanders surveyed disagree that New Zealand is currently in a good financial position to give aid money to other countries. Disagreement that New Zealand is in a good financial position to give aid money outweighs agreement (28% agreeing and 36% disagreeing).

EFFECTIVENESS OF NEW ZEALAND GOVERNMENT SPENDING ON OVERSEAS AID AND DEVELOPMENT

Four in ten (39%) New Zealanders feel that they have not heard about or do not know enough to rate the effectiveness of the New Zealand Government's spending on overseas aid and development. However, more New Zealanders surveyed feel that the New Zealand Government's spending is effective than ineffective, with just under a third (31%) believing it is effective and only 13% believing it is not effective.

Among those one in three people (31% of the total sample) who consider spending is effective, the top three reasons given for feeling the New Zealand Government's spending is effective are based on faith that overseas aid spending is effective, in the absence of evidence: namely that spending is helping people in need, aid is sent for disaster relief and we help neighbouring countries.

One in five (19%) of those who think New Zealand Government spending on overseas is ineffective, agree with the Government providing aid to less developed countries. Is there potential to increase agreement with government provision of aid, through increased communication about the effectiveness of spending?

Among the 13% of New Zealanders who think that the New Zealand Government's spending is not effective, three main reasons were given. This group consider that giving aid is *a waste of money/aid/money doesn't fix the issues – only the symptoms*, or that *aid money goes to the various governments/officials/not the people who need it*. The third reason given relates to perceived greater need for spending in New Zealand before spending abroad.

When asked specifically to rate the effectiveness of different types of agencies at providing overseas aid, non-governmental organisations or charities are considered to be the most effective at providing overseas aid (61% of New Zealanders think they are effective). In comparison, just over half (53%) of New Zealanders consider the New Zealand Government is effective at providing overseas aid.

After being asked whether they believe the New Zealand Government's spending on overseas aid is effective, respondents were asked the reasons for their view. The views of the 31% who consider the Government's spending is effective are based on perceptions that aid helps those in need, that New Zealand provides aid in the event of disasters and that New Zealand helps neighbouring South Pacific countries. Those 13% who consider that spending is not effective are concerned that aid addresses the symptoms not the underlying causes, that money goes to governments rather than to the communities who need it, and also that New Zealand has issues that are not met and should be addressed first.

AID AND DEVELOPMENT ASSISTANCE FOR THE PACIFIC ISLANDS REGION

The New Zealanders surveyed have limited knowledge of the New Zealand Government's aid programme to the Pacific Island region, with only 8% saying they know a *reasonable amount* or a *great deal*.

Support for New Zealand focusing its overseas aid development assistance programme on the Pacific Islands region is not universal. While half (51%) of those surveyed feel such a focus is appropriate, 12% consider it to be inappropriate. Not surprisingly support is greater among Pacific peoples at 64%, but also not universal, with 6% of Pacific peoples considering it inappropriate.

New Zealanders are more accepting of arguments for Pacific-focused aid support that relate to our shared history, our geographic proximity and our understanding of regional challenges, than to

strategic arguments such as Pacific problems not becoming our problems and/or protecting our interests against other countries that might have influence in the Pacific region.

Survey respondents were asked about their view of three different initiatives that the New Zealand Government could undertake to support the Pacific Islands region, recognising that each could have an effect on New Zealand as well as on the Islands. Views were positive toward all three.

- Support for *developing trade agreements to help Pacific Island countries get their products to New Zealand markets* was most widespread (70% in favour) and only a minority (4%) opposed to this. The perceived benefits are economic ones for the Islands and the potential for fresher and riper products for New Zealand.
- There is positive support for *allowing seasonal workers to come to New Zealand to help with agricultural work in areas with labour shortages*, with 66% in favour and 11% opposed. Those in favour could see the value of offering employment where New Zealand has labour shortages – provided there is not exploitation of such workers, while those opposed think that this could deprive New Zealanders of employment.
- Two in three people (65%) favour taking action in New Zealand *to help reduce green-house gas emissions that contribute to climate change and rising sea levels*, which particularly affect some Pacific countries, while 9% do not favour this. Those in favour can understand the impact of rising sea levels and consider any action is important, while those opposed consider New Zealand's contribution to green-house gas emissions is insignificant globally.

SEGMENTING NEW ZEALANDERS

New Zealanders are not all the same in their opinions towards overseas aid and development assistance. Segmentation analysis was undertaken and five distinct segments identified in this research. Positively, the segments who are supportive of overseas aid and development assistance are in the majority, with 29% of New Zealanders surveyed being 'Unconditional Givers' and 26% being 'Conscious Givers'.

The 'Unconditional Givers' segment is characterised by their unquestioning support of New Zealand providing aid and cite altruistic reasons for providing this aid to poorer countries.

While the 'Conscious Givers' segment also supports New Zealand's provision of aid, they have a more nuanced understanding of overseas aid and development assistance, understanding the drawbacks, as well as the more strategic and non-altruistic reasons for providing development aid.

The non-supportive segments include the 'Kiwis First' segment and the 'Aid Rejectors' segment, which make up 16% and 8% of New Zealanders, respectively. Both segments have negative perceptions of overseas aid and development assistance, but for different reasons. The 'Kiwis First' segment feels that New Zealand has enough of its own problems and should focus on these before providing overseas aid and development assistance, while the 'Aid Rejectors' segment does not support aid primarily because they think it is ineffective and/or addresses symptoms rather than the underlying issues within developing countries.

The fifth segment, a 'Passive Acceptors' segment sits in the middle of the Givers and the non-supportive segments and represents 21% of those surveyed. People in this segment do not hold strong views on overseas aid and development assistance. They do not have a negative perception of aid and its effectiveness, but are neutral about who should provide it and how it should be provided.

COMMUNICATION OPPORTUNITIES

The higher levels of interest amongst those who have read, seen or heard something in the media about New Zealand's overseas aid spending/giving in the last three months (44% of those who have read, seen or heard something say they are interested compared with 33% of the total sample) suggests that hearing more about aid may help stimulate interest in the topic of overseas aid and development assistance with the potential to enhance perceptions of the value of aid provision.

In addition to the positive correlations between media coverage and perceptions, there is interest among New Zealanders for more information on overseas aid and development assistance. Only a small minority (5%) say they hear too much about overseas aid and development, while just over half (55%) of New Zealanders say they hear too little information about New Zealand's development aid.

The perception of hearing too little information is most widely held among the Unconditional Giver group (at 66%), but significant proportions of the other four segments (ranging from 42% among the Aid Rejectors to 56% among Conscious Givers and Kiwis First) also say they hear too little.

In terms of targeting messaging to any particular group, the two Giver segments and the Passive Acceptors segment, are more open to hearing messages, in terms of their current attitudes and perceptions towards overseas aid and development assistance.

There is opportunity for greater media coverage of New Zealand's aid related activities and communication about the effectiveness of specific aid programmes. Focus on what and how the New Zealand Government's overseas aid and development programmes help to achieve positive outcomes for people in developing countries will help raise the profile of giving , potentially generating greater interest in overseas aid and development assistance and support amongst New Zealanders. There is need for care however, given the significant proportion of New Zealanders with the view that New Zealand cannot afford to give development aid.

METHODOLOGY

QUALITATIVE METHOD

Nielsen conducted seven focus groups to understand the range of views about development cooperation and stimulate discussion using the benefits of interaction (for example, which arguments sway the opinions of others in the group). Participants also completed tasks individually to ensure individual feedback and separate out 'group think'.

The groups captured perspectives from the following sections of the public, Māori, Pacific peoples, youth, general public, rural and urban. Across all groups there was a mix of gender, a mix of life-stages and a mix of income levels.

All groups were conducted by qualitative researchers, experienced in talking with people of different backgrounds and cultures.

The focus groups were undertaken in August, 2018.

QUANTITATIVE METHOD

Following on from the qualitative stage, an online survey was conducted to provide a baseline of up-to-date public opinion, against which MFAT can measure the impact of its communication and outreach strategy on public engagement.

The questionnaire was developed in consultation with MFAT, with questions from past surveys about overseas aid and new questions developed from the qualitative findings to address the new 2018 objectives.

Respondents were recruited online by Nielsen's external panel partner, SSI. A total of 1,229 New Zealand citizens and permanent residents aged 18 years and over completed the survey. This included 313 Māori and 185 Pacific peoples.

Fieldwork dates were from 2 to 14 October 2018.

The survey data were weighted for the population aged 18 years and over (using 2013 Census data) to ensure final results were representative of the New Zealand population by gender, age, region and ethnicity.

A segmentation analysis was undertaken to identify segments among the general public based on attitudes and knowledge and donation behaviours in relation to overseas aid and development. The different Engagement segments have been profiled by the Engaged, through to the Potential Engaged and Completely Unengaged (and unlikely to engage). Segmentation results will be used to help identify key groups to target with the planned communication and outreach strategy.

NOTES TO THE REPORT

In this report, 'overseas aid and development assistance' refers to aid provided by the New Zealand Government. This report does not cover general attitudes to aid; rather it focuses on that given by the New Zealand Government.

In some cases, this report discusses results from the 2007 report *Overseas Aid: A Qualitative and Quantitative Study*. It should be noted that these results are not directly comparable as question wording and the type of scale used were updated for the 2018 survey.

QUANTITATIVE

Significance testing: Sub-group differences are statistically significant at the 95% confidence interval. This means that the difference is a true difference statistically, and not due to random variation. Statistically significant differences are listed in the following format:

Those significantly more likely to know at least something about the New Zealand Government's aid programme to the Pacific Islands region are: Aged 60 plus (45%, cf. 31% overall)

This should be interpreted as:

'45% of those within the sub-group of people aged over 60 years say they know at least something about the New Zealand Government's aid programme to the Pacific Island region which is different from the total population where only 31% of the total sample say they know at least something about the New Zealand Government's aid programme to the Pacific Islands region. There is 95% certainty that this is a true difference and not due to sample variation.'

'Don't know' responses have been included where relevant (that is, when they are valid responses and add value to the findings). Please refer to the base descriptions on each page for more information.

Rounding: In some cases, NET percentages may not add up exactly to the individual response categories due to rounding.

KNOWLEDGE OF AND INTEREST IN AID

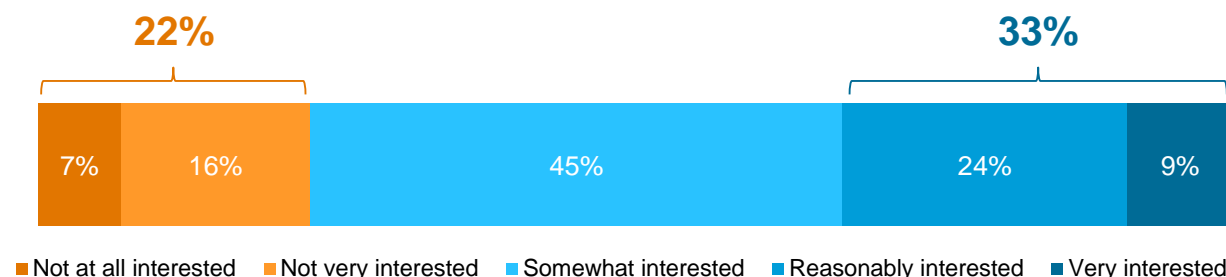
Both knowledge of and interest in overseas aid and development assistance were measured in the quantitative study. Past surveys and the 2018 qualitative study have shown that overseas aid and development assistance is not at the forefront of most New Zealanders' minds. Hence, it was important to understand how levels of interest and knowledge aligned.

INTEREST IN NEW ZEALAND'S OVERSEAS AID AND DEVELOPMENT

A third (33%) of New Zealanders are interested in New Zealand's overseas aid and development assistance, while a smaller 22% of New Zealanders are not interested. There is also a group of almost half (45%) who are *somewhat interested*.

Interest levels have risen since the last research was undertaken into public perceptions of New Zealand's overseas aid and development assistance in 2007. More than a third of New Zealanders (34%) indicated that they were not interested in this topic in 2007, but this proportion has fallen to fewer than a quarter of New Zealanders (22%) saying they are not interested in 2018.

Figure 1: Interest in New Zealand's overseas aid and development



Base: All respondents (n=1229)

Q6. Thinking about New Zealand's overseas aid and development assistance – that is aid provided by the New Zealand Government to less developed countries overseas – how interested would you say you are in this topic?

SUB GROUP DIFFERENCES

A connection to communities in which aid is administered impacts interest in overseas aid and development assistance. For example, those of Pacific Island ethnicity (54%) show greater levels of interest in New Zealand's overseas aid and development assistance than the average New Zealander (33%). This result was consistent with the qualitative research, in which Pacific peoples showed higher levels of knowledge and interest. They attributed their interest to their personal connection to and level of knowledge of the Pacific region.

Communication and media coverage appear to generate interest in overseas aid and development assistance amongst New Zealanders and/or people who are interested in overseas aid notice media coverage. Those who have read, seen or heard something in the media about New Zealand's overseas aid spending/giving in the last three months are more

likely to say they are interested in New Zealand's overseas aid and development (44%, compared with 33% of the total sample).

Overseas travel experience also corresponds to interest in overseas aid and development assistance. Those who have travelled overseas to either a Pacific Island (43%) or farther afield (39%) in the last three years are more likely to be interested in overseas aid and development assistance, while conversely, those who have not travelled overseas are less likely to be interested (26% cf. 22% of the total sample not being interested).

Interest is higher among those who belong to a service or humanitarian organisation (59% compared with 29% among those who do not belong to any such organisation), and is higher among those who have donated time and/or money (with 39% interested among those who have given time and/or money to any organisation that supports development organisations in the last year, compared with only 23% interest among those who have not donated time and/or money to any such organisations in the past year). Interest peaks at 66% among people who have volunteered time to a development agency in the last year.

People aged 18 to 24 years are more likely to be interested (46%) in overseas aid and development assistance, while those aged 45 to 59 years (30%) are less likely to be interested. This aligns with the qualitative research, in which younger respondents engaged more with overseas aid and development assistance than older people. This level of interest amongst youth, however, is a departure from the 2007 research, which suggested that younger New Zealanders had a limited understanding of overseas aid and development assistance.

Interest in the topic of overseas aid is high among those in professional occupations (43%).

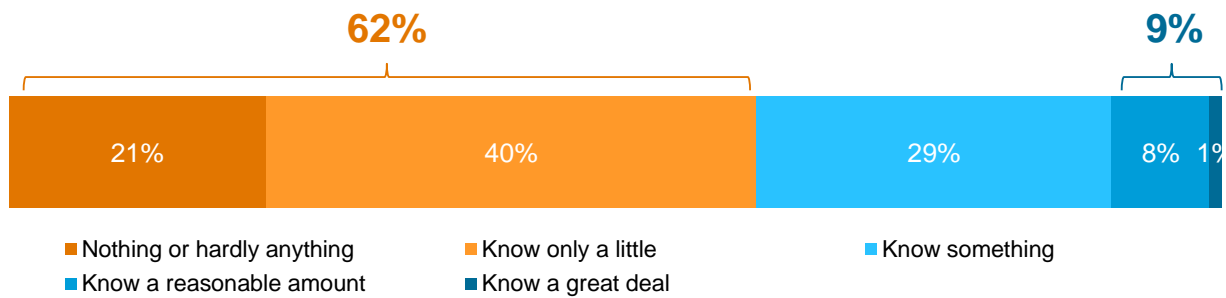
KNOWLEDGE OF NEW ZEALAND'S OVERSEAS AID AND DEVELOPMENT

Only one in ten (9%) New Zealanders say they know a reasonable amount or a great deal about the New Zealand Government's overseas aid and development assistance. The majority (62%) of New Zealanders know *nothing* or *only a little*.

There has been little change in knowledge of overseas aid and development assistance among New Zealanders since the last survey was undertaken in 2007. In 2007, 66% of New Zealanders said they knew hardly anything or not that much about overseas aid and development assistance, compared with 62% in 2018.

Interest in overseas aid outpaces knowledge, with a third (33%) of New Zealanders saying they are interested in overseas aid while only 9% say they know *a reasonable amount* or *a great deal* about aid. Even among those who say they are *reasonably* or *very interested* in New Zealand's overseas aid the levels of knowledge are low with only 21% saying they *know a reasonable amount* or *a great deal*. This indicates a potential audience for more information about overseas aid and development assistance, at least among self-reported 'interested' groups.

Figure 2: Knowledge of New Zealand’s overseas aid and development



Base: All respondents (n=1229)

Q7. How much would you say you know about the New Zealand government’s overseas aid and development assistance giving?

SUB GROUP DIFFERENCES

Those of Asian or Pacific Island ethnicity are more likely to say they know *a reasonable amount* or *a great deal* (16% and 13%, respectively). In the qualitative research, knowledge of overseas aid and development assistance was also high among Pacific peoples, who often had first-hand knowledge or experience of New Zealand’s aid initiatives abroad.

Knowledge levels are highest among those who have volunteered time to a developing agency in the last year (22% of this group saying they know a great deal or a reasonable amount, compared with only 6% of those who have not donated time or money to development aid related organisations).

Those aged 45-59 are more likely to say they know *nothing or hardly anything* (71% cf. 62%). This aligned with the lack of interest in overseas aid and development assistance that this demographic exhibited.

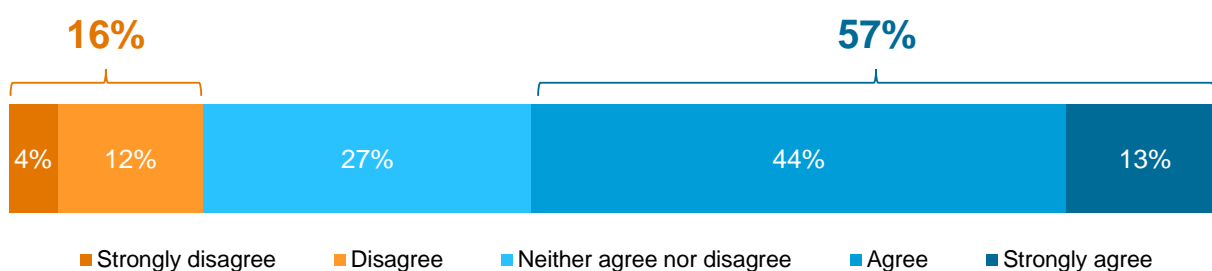
ATTITUDES TO AID

Despite low levels of knowledge about overseas aid and development assistance, the majority of New Zealanders have an opinion about it. Three in four (73%) either agree or disagree with the provision of aid, which suggests value in focusing on how opinions are formed. Those who agree or disagree also generally have a reason for doing so, with only 4% of respondents who agree or disagree with the provision of aid not being able to give a reason for their agreement/disagreement.

AGREEMENT WITH NEW ZEALAND GOVERNMENT PROVIDING AID

More than half (57%) of New Zealanders agree with the New Zealand Government providing overseas aid and development assistance, while 16% do not agree. This is consistent with the 2007 findings, in which 14% of New Zealanders disagreed with the provision of aid.

Figure 3: Agreement with the New Zealand Government providing aid



Base: All respondents (n=1229)

Q8. Do you generally agree or disagree with the New Zealand government providing aid to less developed countries around the world?

SUB GROUP DIFFERENCES

New Zealanders who are interested in or have high levels of knowledge about overseas aid and development assistance are more likely to agree with its provision. More than three-quarters (77%) of those who are interested in overseas aid and development assistance agree with it, while two-thirds (67%) of those who know a reasonable amount or great deal about overseas aid and development assistance agree with it. In contrast, those who are not interested in New Zealand’s overseas aid and development assistance (34%) are more likely to disagree with its provision.

As was apparent in the qualitative research, New Zealanders who have a connection to communities abroad who are receiving overseas aid and development assistance tend to have more positive attitudes. More than two-thirds (69%) of Pacific peoples agree with the provision of aid, reflecting the fact that many have seen both the need and the benefits first hand.

Those who are financially better off are more likely to agree with the provision of overseas aid than are those on lower incomes. Two in three (68%) of those with a household income of \$100,001 to \$120,000 agree with the provision of aid, compared with just over half (55%) of those on a household income of less than \$100,000. However there is no difference in the level of disagreement with the provision of aid by household income, with 16% disagreeing across the household income spectrum.

Linked with income differences are occupational differences. Agreement was higher than average among those in professional occupations (70%) and business executives (68%).

Those aged 45 to 59 years (21%) are more likely to disagree with the provision of overseas aid and development assistance. This age group is also less likely to be interested and have less knowledge of overseas aid and development assistance.

Agreement with the provision of overseas aid also varies by perceptions of New Zealand's current financial position. While 85% of those who think New Zealand is generally in a good financial position agree with the provision of aid, only 31% of those who disagree that New Zealand is in a good financial position to give aid agree with its provision.

REASONS FOR AGREEMENT WITH THE NEW ZEALAND GOVERNMENT PROVIDING AID TO LESS DEVELOPED COUNTRIES

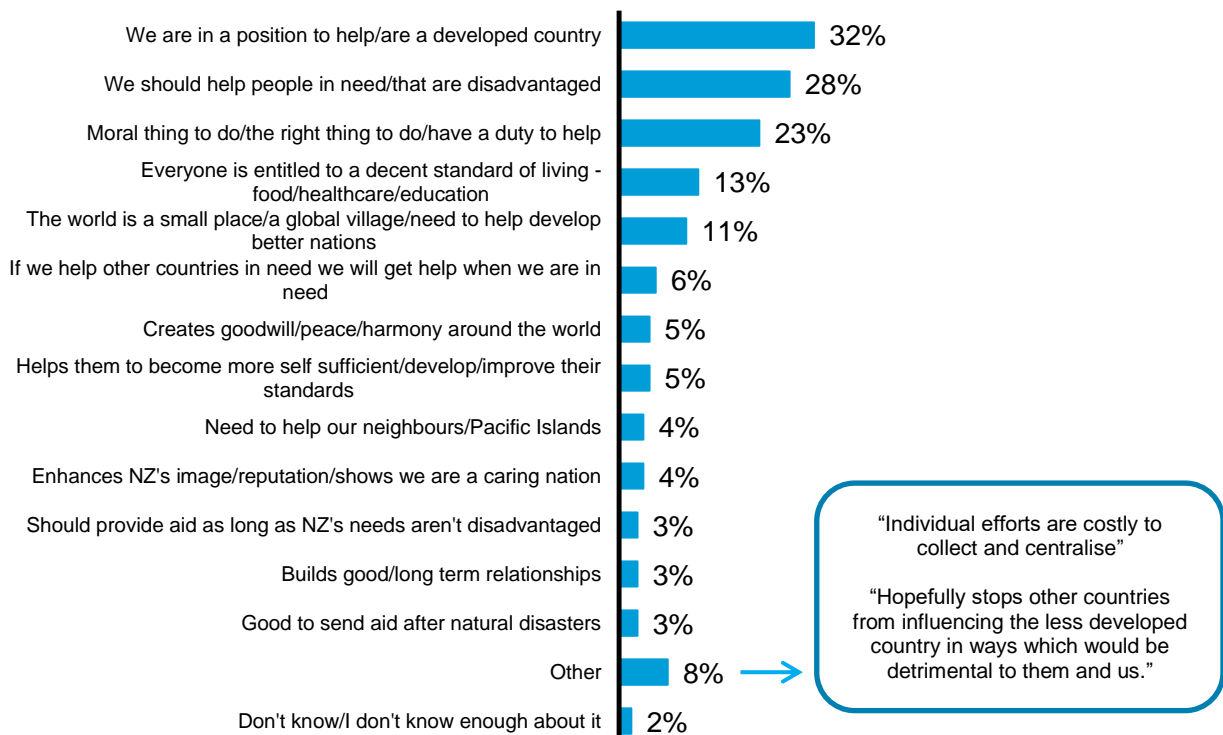
After being asked whether they agree or disagree with the New Zealand Government providing aid to less developed countries, respondents were asked the reasons for their level of agreement. The following charts present the results by those who agree and those who disagree with the question.

AGREEMENT WITH PROVIDING AID

Among those who agree with the New Zealand Government providing aid to less developed countries, the top three reasons given for agreeing with reflect a belief that those who are better off have an obligation to help those who are disadvantaged, specifically:

- *We are in a position to help. We are a developed country (32%)*
- *We should help people in need, people who are disadvantaged (28%), and*
- *We have a moral obligation to help. It is the right thing to do (23%).*

Figure 4: Reasons given for agreeing with the Government providing aid



Base: Respondents who agree with the New Zealand government providing aid to less developed countries (n=711)
 Q9. For what reasons do you <agree/strongly agree> with the New Zealand government providing aid to less developed countries around the world?

Note: Coded themes less than 2% have been removed.

SUB GROUP DIFFERENCES

Those of Pacific Island ethnicity and those aged 18 to 24 years are more likely to say *we should help people in need who are disadvantaged* (43% and 38%, respectively).

DISAGREEMENT WITH PROVIDING AID

Those who disagree with providing aid to less developed countries represented 16% of those surveyed.

The majority (82%) of these say it is because New Zealand *needs to focus on our needs and not those of other countries*. They feel that New Zealand lacks the financial resources to meet the needs and increasing problems of its own citizens, and that New Zealand is becoming more of a third world country. In their view, the New Zealand Government should focus on addressing domestic issues, namely poverty, welfare issues and inadequate housing stock, before providing aid to less developed countries. (Such views were also expressed in the qualitative.) The following verbatim comments from survey respondents are typical of comments made about the need to focus on New Zealanders' needs rather than those of developing countries.

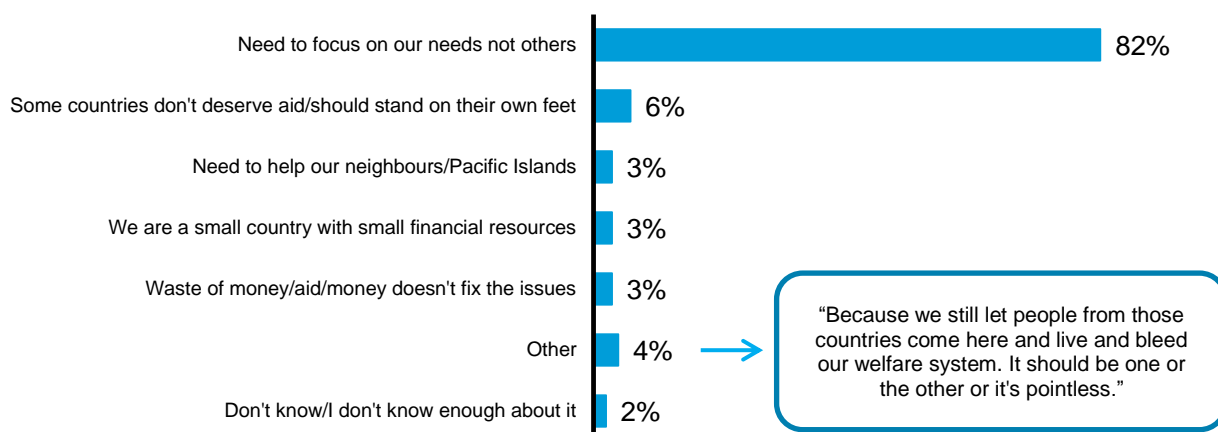
"There are many people in our own backyard who desperately need help who aren't being catered for."

"New Zealand needs to look after its own internal issues: poverty and welfare shortages."

"The government can't even take care of its own country! Rising costs, inflation, pollution."

"New Zealand is a less developed country. Plenty of poverty here and people in need. The working poor for example: (people who work 50 to 60 hours per week and still can't afford to buy food for their family once all the other expenses have been paid for such as rent, power and petrol). Homelessness, children going to school hungry, families living in overpriced rentals and houses with mould, mildew and dampness. New Zealand government should be spending money here in own country helping New Zealanders who really do need help rather than sending tax payers' money overseas elsewhere."

Figure 5: Reasons given for disagreeing with the Government providing aid



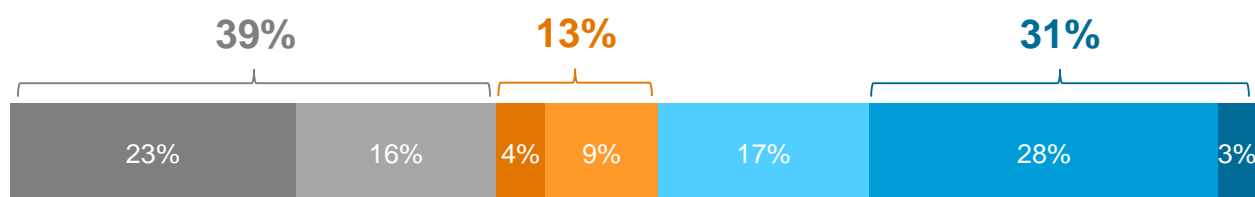
Base: Respondents who disagree with the New Zealand government providing aid to less developed countries (n=185)
 Q9. For what reasons do you <disagree/strongly disagree> with the New Zealand government providing aid to less developed countries around the world?

Note: Coded themes less than 2% have been removed.

EFFECTIVENESS OF GOVERNMENT SPENDING ON OVERSEAS AID AND DEVELOPMENT

Four in ten (39%) New Zealanders have not heard about or feel they do not know enough to rate the effectiveness of the New Zealand Government’s spending on overseas aid and development. However, more New Zealanders feel that the New Zealand Government’s spending is effective, than ineffective, with just under a third (31%) believing it is effective and only 13% believing it is not effective.

Figure 6: Effectiveness of the Government’s spending on overseas aid and development



- I have heard, read or seen about New Zealand government spending on overseas aid but I don't know enough to be able to say how effective it is
- I haven't heard, read, or seen anything about New Zealand government spending on overseas aid
- Not at all effective
- Not effective
- Neither effective nor ineffective
- Effective
- Very effective

Base: All respondents (n=1229)

Q10. Based on anything you have heard, read or seen, how effective do you think New Zealand government spending on overseas aid and development is?

When those 39% who have not heard about spending on overseas aid or do not know enough to rate the effectiveness are removed, just on half (51%) of New Zealanders who feel they know enough about overseas aid to form an opinion believe the spending is effective, while 21% believe it is ineffective.

SUB GROUP DIFFERENCES

There is a link between interest, knowledge and perceived effectiveness of New Zealand Government spending on overseas aid. Those who have an interest in overseas aid (51%) and who know *a reasonable amount* or *a great deal* (64%) are more likely to say the spending is effective. Those who have read, seen or heard something in the media about New Zealand’s overseas aid spending (44%) are also more inclined to say it is effective, supporting the argument that hearing about aid may positively influence people’s perceptions of effectiveness.

Those who have heard about aid spending but *don't know enough to say how effective it is* are more likely to agree with the provision of aid than the total sample are (63% cf. 57% agreement with aid provision among the total sample). This suggests that hearing about aid may positively impact people’s attitudes to aid.

In general, perceptions of effectiveness of the New Zealand Government’s aid provision are also linked with general attitudes towards the provision of development aid. The greater the agreement, the more favourable are the perceptions of effectiveness. Just under half (45%) of those who agree with the provision of overseas aid consider New Zealand Government

spending is effective, compared with only 7% of those who disagree with the provision of overseas aid.

People in professional occupations have a more positive view of the effectiveness of government aid spending than other people, with 43% considering it effective.

EFFECTIVENESS OF GOVERNMENT SPENDING ON OVERSEAS AID AND DEVELOPMENT

After being asked whether they believe the New Zealand Government’s spending on overseas aid is effective, respondents were asked the reasons for their view. The following charts present the results by those who say the spending was effective and those who say it was not effective.

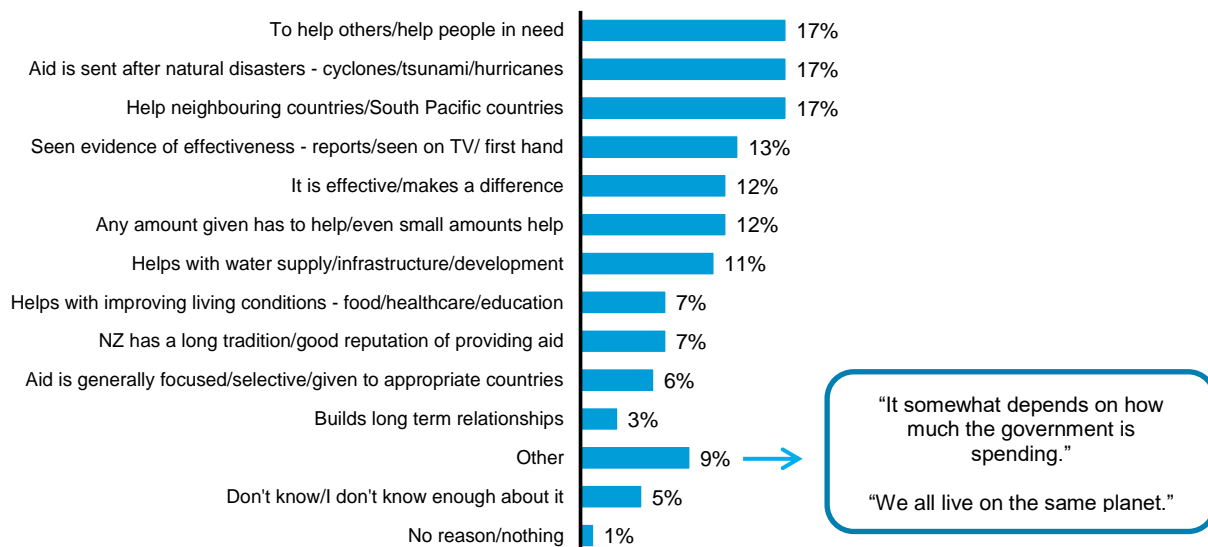
THOSE WHO SAY EFFECTIVE

Among those one in three people (31% of the total sample) who consider spending is effective, the top three reasons given for feeling the New Zealand Government’s spending is effective centre around a sense of faith that overseas aid spending is effective, in the absence of evidence. They are as follows (each receiving 17% mention):

- *It helps others/helps people in need*
- *Aid is sent for disaster relief, after events such as tsunamis, hurricanes and earthquakes*
- *We help neighbouring countries/South Pacific countries.* There is awareness of spending on countries in the Pacific region.

More than one in ten (13%) of those who say aid is effective say they believe this is because they have seen evidence of it either on television or first-hand, suggesting that media coverage and personal experience can also influence people’s opinions of aid.

Figure 7: Reasons for saying Government spending on overseas aid is effective



Base: Those who say the New Zealand government spending on overseas aid and development assistance is effective (n=399)
 Q11. For what reasons do you feel the New Zealand government’s spending on overseas aid and development assistance is <effective/very effective>?
 Note: Coded themes less than 2% have been removed.

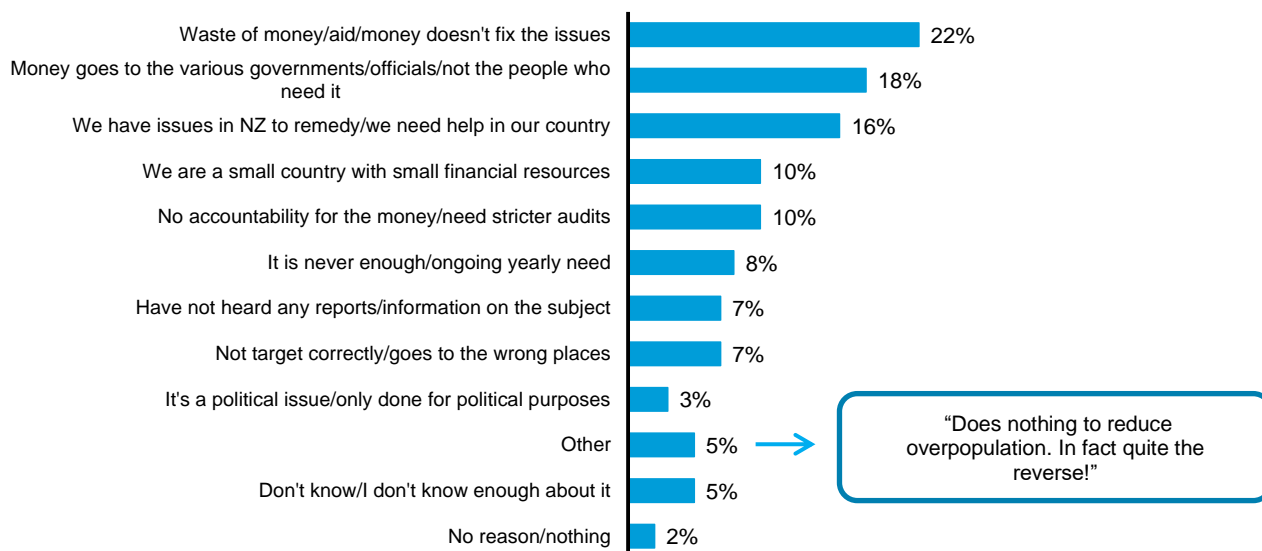
THOSE WHO SAY NOT EFFECTIVE

Among the 13% of New Zealanders who think that the New Zealand Government's spending is not effective, three main reasons were given. They were as follows:

- *It is a waste of money/aid/money doesn't fix the issues – only the symptoms (22%).* A few of those whose comments fell into this theme mentioned that no improvement is apparent, and/or that they lack awareness of what difference aid actually makes. Hence the value of providing stories about the difference aid does make to the lives of aid recipients.
- *Money goes to the various governments/officials/not the people who need it (18%).* This included comments to the effect that government agencies and officials in the receiving countries may take a proportion of the aid before it reaches the target audience, and comments about government corruption. There was a call of greater accountability and audit processes for aid money
- *We have issues in New Zealand to remedy/we need help in our country (16%).* While this response does not answer the question directly, it reflects perceptions of how New Zealand Government funds (which are considered are relatively limited and a tiny proportion of global aid dollars) should be prioritised.

Just under one in ten (7%) of those who say they think aid is ineffective feel this way because they have not heard any reports/information on the subject, suggesting that if they heard more about it, they their perceptions of aid effectiveness might become more favourable.

Figure 8: Reasons for saying Government spending on overseas aid is effective



Base: Those who say the New Zealand government spending on overseas aid and development assistance is ineffective (n=147)

Q11. For what reasons do you feel the New Zealand government's spending on overseas aid and development assistance is <not effective/not at all effective>?

Note: Coded themes less than 2% have been removed.

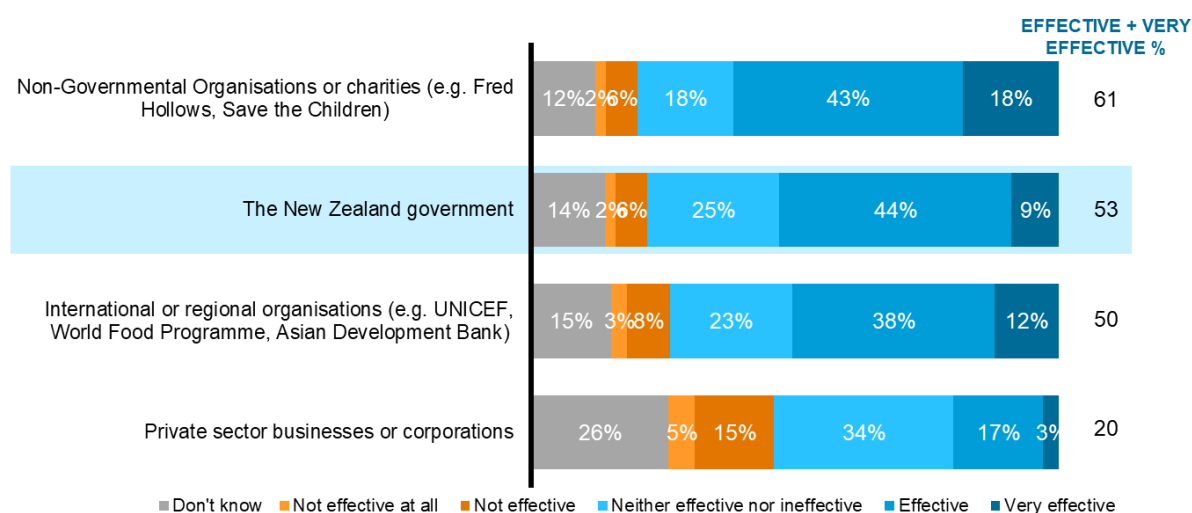
EFFECTIVENESS OF DIFFERENT ORGANISATIONS IN PROVIDING OVERSEAS AID AND DEVELOPMENT ASSISTANCE

Non-governmental organisations or charities are considered to be the most effective at providing overseas aid (61% of New Zealanders think they are effective). They are considered more effective than international or regional organisations (such as Unicef), with only half of New Zealanders (50%) feeling the latter group is effective. Respondents in the qualitative research questioned the potential for political interference and possible corruption with international organisations, which is likely to impact perceptions of effectiveness.

More than half (53%) of New Zealanders consider the New Zealand Government is effective at providing overseas aid, while a minority (8%) consider it is not effective at providing overseas aid assistance.

While the qualitative research indicated that private sector giving is not necessarily seen as aid as there is a commercial benefit for the private sector, in the quantitative survey one in five (20%) New Zealanders think businesses are effective at providing aid.

Figure 9: Effectiveness of organisations in providing overseas



Base: All respondents (n=1229)
 Q23. How effective do you think the following organisations are in providing overseas aid and development assistance

SUB GROUP DIFFERENCES – NEW ZEALAND GOVERNMENT

Those more likely to think the New Zealand Government is effective in providing overseas aid had seen or heard something in the media about aid (60%), which highlights the importance of communicating the different aid programmes funded by the New Zealand Government.

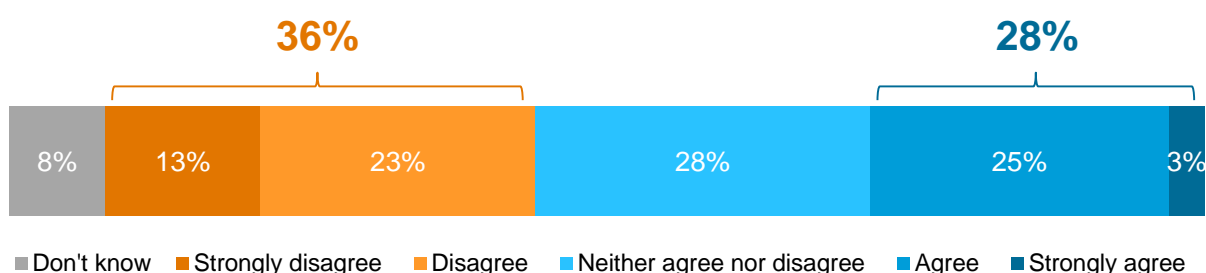
New Zealanders who have travelled to a Pacific Island in the past three years (66%) are more likely to think the New Zealand Government is effective in providing overseas aid and development assistance. This corresponds to the qualitative finding that direct exposure to overseas aid and development assistance programmes improves perceptions of effectiveness.

NEW ZEALAND'S FINANCIAL POSITION TO GIVE AID MONEY

While over half of New Zealanders (57%) agree with the New Zealand Government providing aid in general, disagreement that New Zealand is currently in a good financial position to give aid money to other countries outweighs agreement. Only around a quarter (28%) agree that New Zealand is currently in a good financial position, while more than one in three New Zealanders (36%) disagree that New Zealand is currently in a good financial position to do so.

That means that one in five (19%) of those who agree with the New Zealand Government providing aid *disagree* that the Government is in a good financial position to do so. For these New Zealanders, aid provision is more of a moral obligation than an economic calculus.

Figure 10: Agreement with New Zealand's financial positive to give aid money



Base: All respondents (n=1229)

Q28. How much do you agree or disagree that New Zealand is currently in a good financial position to give aid money to other countries?

SUB GROUP DIFFERENCES

As in the qualitative, perceptions of New Zealand's financial situation increase with increasing household income, with those on higher household incomes less likely to feel the daily pinch.

Those with an annual household income of \$100,000 plus are more likely to agree New Zealand is in a financial position to give aid (40% cf. 28% among the total sample), and less likely to disagree that New Zealand is in a good financial position (24% disagreeing, compared with 36% among the total sample). In contrast, only 23% of those on household incomes below \$60,000 agree that New Zealand is in a good financial position to give aid money, while 38% disagree. (As outlined earlier, there is a perception that New Zealand appears not to be able to afford to address welfare and poverty issues within the country.)

Those with higher educational levels are also more likely to agree that New Zealand is in a financial position to give aid, with those having a *postgraduate degree or higher* (41%) being more likely to believe this.

SEGMENTATION

The purpose of this segmentation was to identify distinct groups of New Zealanders who have similar attitudes towards and knowledge of overseas aid and development. The segmentation was undertaken using Latent Class Cluster segmentation.

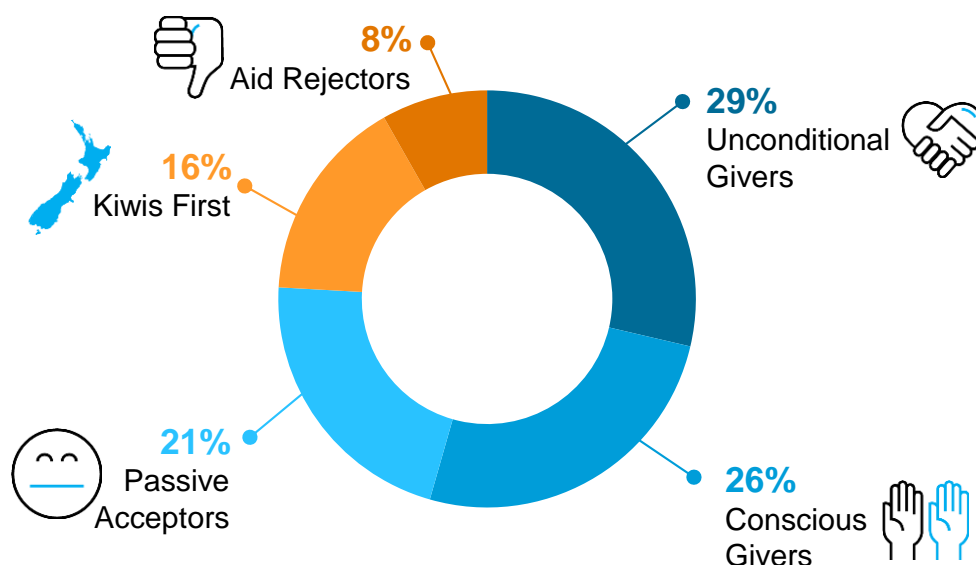
In each segment identified, the people in that segment have similar attitudes to the rest of the segment and different attitudes from the other segments. The segments have been profiled based on their attitudes and demographic profile.

This segmentation can be used to develop different communication strategies for each group based on what is important to them. The demographic profile can be used to identify how to reach people in these segments, as well as to better understand them.

SEGMENTATION OVERVIEW

Five segments emerged: two 'Giver' segments account for more than half of the New Zealanders surveyed: 'Unconditional Giver' (29%) and 'Conscious Giver' (26%), while two segments that account for a quarter of New Zealanders are rejectors of aid falling into the 'Kiwis First' (16%) or 'Aid Rejectors' (8%) segments. One in five (21%) New Zealanders are non-committal about aid and are described as 'Passive Acceptors'.

Figure 11: Size of segments



Base: All respondents
 Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)

The 'Unconditional Giver' segment (29%) is characterised by their unquestioning support of New Zealand providing aid and cite altruistic reasons for providing this aid to poorer countries. While the 'Conscious Giver' segment (26%) also supports New Zealand's provision of aid, they have a more nuanced understanding of overseas aid and development assistance, understanding the drawbacks, as well as the non-altruistic reasons for providing aid.

The 'Passive Acceptors' segment (21%) do not hold strong views on overseas aid and development assistance. They do not have a negative perception of aid and its effectiveness, but are neutral about who should provide it and how it should be provided.

The 'Kiwis First' and 'Aid Rejectors' segments both have negative perceptions of overseas aid and development assistance, but for different reasons. The 'Kiwis First' segment (16%) feels that New Zealand has enough of its own problems and should focus on these before providing overseas aid and development assistance, while the 'Aid Rejectors' segment (8%) does not support aid because they think it is ineffective.

More detailed analysis of the different segments identified in the survey follows. Each segment is compared against the percentage across the total sample.

SEGMENT 1: UNCONDITIONAL GIVERS

More than a quarter (29%) of New Zealanders surveyed fall in the 'Unconditional Giver' segment. They are characterised by their general support of New Zealand providing aid.

They are:

- More likely to be interested in the topic of aid (46% cf. 33%)
- More likely than any other segment to agree that New Zealand is in a good financial position to give aid to other countries (62% cf. 28% among the total sample)
- Although they are not more likely to have seen or heard something about New Zealand's overseas aid spending/giving in the last three months, they are more likely to have seen or heard something on television (82% cf. 74% overall).

Demographic profile:

- More likely to be over 60 years of age (35% cf. 26% among the total sample)
- Of New Zealand European ethnicity (81% cf. 69%)
- Have a household income of \$100,001-\$120,000 (12% cf. 8%) or higher than \$140,000 (11% cf. 8%)
- Have a postgraduate degree, diploma or certificate (23% cf. 16%).

Table 1: Unconditional Giver segment demographics

GENDER	%	AGE	%	ETHNICITY	%
Male	43%	18-24 years	8%	New Zealand European	81%
Female	57%	25-34 years	10%	Māori	8%
		35-44 years	18%	Pacific Islander	4%
		45-59 years	29%	Asian	5%
		60 years +	35%	Other	9%

SEGMENT 2: CONSCIOUS GIVERS

Another quarter (26%) of New Zealanders surveyed are in the ‘Conscious Giver’ segment. This group supports New Zealand providing aid but also considers there are negative elements of overseas aid.

They are:

- More likely to be interested in the topic of aid (42% cf. 33%)
- More likely to agree with the New Zealand Government providing aid (63% cf. 57%)
- Although they are not more likely to have seen or heard something about New Zealand’s overseas aid spending/giving in the last three months, they are more likely to have heard from family and/or friends (16% cf. 8%) or read something in a magazine (14% cf. 5%). They are the segment most likely to have been on a New Zealand Government website (11% cf. 5%).

Demographic profile:

- More likely to be aged 18 to 24 years (18% cf. 13% overall) and 25 to 34 years (25% cf. 16%)
- Of Asian ethnicity (21% cf. 11%)
- Live in a major centre (63% cf. 58%).

Table 2: Conscious Giver segment demographics

GENDER	%	AGE	%	ETHNICITY	%
Male	47%	18-24 yrs	18%	New Zealand European	56%
Female	53%	25-34 yrs	25%	Māori	13%
		35-44 yrs	22%	Pacific Islander	7%
		45-59 yrs	20%	Asian	21%
		60 years +	14%	Other	6%

SEGMENT 3: PASSIVE ACCEPTORS

One in five (21%) New Zealanders surveyed are in the ‘Passive Acceptor’ segment. This group is not as engaged with the topic of aid and less decisive about their attitudes towards it. They tend to select *neither agree nor disagree*.

They are:

- Less likely to be interested in the topic of aid (23% cf. 33% overall).
- Less likely to agree with the New Zealand Government providing aid (47% cf. 57%). due to being more likely to select *neither agree nor disagree* (40% cf. 27% overall).
- More likely to *neither agree nor disagree* that New Zealand is currently in a financial position to give aid to other countries (45% cf. 28% overall).
- Less likely to have seen or heard something about New Zealand’s overseas aid spending/giving in the last three months (22% cf. 28% overall).

Demographic profile:

- More likely to be 18-24 years of age (23% cf. 13% overall) .
- More likely to give their occupation as a student (12% cf. 7% overall).

Table 3: Passive Acceptor segment demographics

GENDER	%	AGE	%	ETHNICITY	%
Male	53%	18-24 years	23%	New Zealand European	64%
Female	47%	25-34 years	18%	Māori	15%
		35-44 years	16%	Pacific Islander	8%
		45-59 years	25%	Asian	13%
		60 years +	19%	Other	10%

SEGMENT 4: KIWIS FIRST

Some 16% of New Zealanders are in the 'Kiwis First' segment. This group does not support New Zealand providing aid and would rather the Government spent this money on New Zealanders and addressing New Zealand's domestic issues.

They are:

- Less likely to be interested in the topic of aid (18% cf. 33%)
- More likely to say they know *nothing* or *only a little* (74% cf. 62%)
- Less likely to agree with the New Zealand Government providing aid (20% agreement cf. 57%)
- More likely to disagree with the New Zealand Government providing aid (29% disagreement cf. 16% of the total sample). Note: only 3% strongly disagree with the provision of aid
- Less likely to agree that New Zealand is currently in a financial position to give aid to other countries (5% cf. 28%).

Demographic profile:

- More likely to be aged 45 to 59 years (34% cf. 27% overall) and over 60 years (38% cf. 26% overall)
- More likely to be from a provincial town (17% cf. 11%)
- More likely to have no qualification (14% cf. 9%) or their highest qualification be NCEA Level 1/School Certificate (15% cf. 8%)
- More likely to have a household income of less than \$40,000 (31% cf. 24%)
- More likely to give their occupation as retired/super annuitant (26% cf. 18% overall).

Table 4: Kiwis First segment demographics

GENDER	%	AGE	%	ETHNICITY	%
Male	43%	18-24 years	4%	New Zealand European	74%
Female	57%	25-34 years	12%	Māori	11%
		35-44 years	12%	Pacific Islander	2%
		45-59 years	34%	Asian	6%
		60 years +	38%	Other	13%

SEGMENT 5: AID REJECTORS

Fewer than one in ten (8%) New Zealanders surveyed are in the 'Aid Rejector' segment. This group does not support New Zealand providing aid and are sceptical of the benefits. They have a negative view of the effectiveness of current spend and do not think New Zealand is in a good financial position to give money.

They are:

- Less likely to be interested in the topic of aid (15% cf. 33% overall)
- Less likely to agree with the New Zealand Government providing aid (5% cf. 57%).
- More likely to disagree with the New Zealand Government providing aid (45% disagreeing and 25% strongly disagreeing cf. 12% of the total sample disagreeing and 4% strongly disagreeing).
- Almost three-quarters (73%) said *we need to focus on our needs not others* when asked about the New Zealand Government providing aid to less developed countries.
- More likely to say that based on what they have heard, read or seen, the New Zealand Government's spending on overseas is not effective (63% cf. 13%) and the top reason given is because it is a *waste of money and doesn't fix the issues* (30% cf. 6%).
- Least likely to agree that New Zealand is currently in a financial position to give aid to other countries (2% cf. 28%). Most likely to disagree with this (94% disagreeing compared with 36% among the total sample).
- Most likely to consider New Zealand Government spend on overseas aid and development as ineffective (63% rating it as ineffective compared with 39% of the total sample).
- More likely to have seen or heard something about New Zealand's overseas aid spending/giving in the last three months than any other segment (43% cf. 28% overall). However, their recall of specific sources is lower than among people in other segments. They are also more likely to say they hear too much about New Zealand's development aid (21% cf. 5% of the total sample), which is likely to reflect their overall attitude toward development aid, rather than the reality of media activity.

Demographic profile:

- More likely to be male (62% cf. 48%)
- More likely to be of other European (including Australian) ethnicity (15% cf. 9%)
- More likely to be a *business proprietor or self-employed* (13% cf. 6%).

Table 5: Aid Rejectors segment demographics

GENDER	%	AGE	%	ETHNICITY	%
Male	62%	18-24 years	3%	New Zealand European	72%
Female	38%	25-34 years	11%	Māori	8%
		35-44 years	21%	Pacific Islander	1%
		45-59 years	34%	Asian	4%
		60 years +	31%	Other	15%

SEGMENT SUMMARY FOR KEY QUESTIONS

This section includes segment comparisons for key survey questions.

Table 6: Interest in the topic of aid

STATEMENT: Interest in the topic of overseas aid and development assistance	UNCONDITIONAL GIVERS	CONSCIOUS GIVERS	PASSIVE ACCEPTORS	KIWIS FIRST	AID REJECTORS
Reasonably or very interested	46%	42%	23%	18%	15%
Somewhat interested	34%	30%	17%	16%	8%
Not very or not at all interested	11%	12%	27%	37%	53%

Base: All respondents (n=1229)
 Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)
 Q6. Thinking about New Zealand's overseas aid and development assistance – that is aid provided by the New Zealand Government to less developed countries overseas – how interested would you say you are in this topic?

Table 7: Knowledge of New Zealand's overseas aid

STATEMENT: Knowledge of New Zealand's overseas aid and development assistance	UNCONDITIONAL GIVERS	CONSCIOUS GIVERS	PASSIVE ACCEPTORS	KIWIS FIRST	AID REJECTORS
Know a reasonable amount or a great deal	9%	12%	8%	6%	16%
Know something	35%	31%	27%	20%	26%
Know only a little, hardly anything or nothing	57%	57%	65%	74%	59%

Base: All respondents (n=1229)
 Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)
 Q7. How much would you say you know about the New Zealand government's overseas aid and development assistance giving?

Table 8: Agreement with provision of overseas aid

STATEMENT: Agreement with the New Zealand Government providing overseas aid and development assistance	UNCONDITIONAL GIVERS	CONSCIOUS GIVERS	PASSIVE ACCEPTORS	KIWIS FIRST	AID REJECTORS
Agree or strongly agree	94%	63%	47%	20%	5%
Neither agree nor disagree	4%	29%	40%	50%	25%
Disagree or strongly disagree	2%	8%	12%	29%	70%

Base: All respondents (n=1229)
 Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)
 Q8. Do you generally agree or disagree with the New Zealand government providing aid to less developed countries around the world?

Table 9: Effectiveness of New Zealand Government spending

STATEMENT: Effectiveness of the New Zealand Government spending on overseas aid and development

	UNCONDITIONAL GIVERS	CONSCIOUS GIVERS	PASSIVE ACCEPTORS	KIWIS FIRST	AID REJECTORS
Effective or very effective	49%	38%	24%	16%	3%
Neither effective nor ineffective	7%	21%	25%	22%	12%
Not or not at all effective	4%	6%	11%	15%	63%
Have not heard anything or don't know enough	41%	36%	41%	47%	22%

Base: All respondents (n=1229)
 Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)
 Q10. Based on anything you have heard, read or seen, how effective do you think New Zealand government spending on overseas aid and development is?

Table 10: Agreement with New Zealand's financial position to give aid money

STATEMENT: Whether or not New Zealand is currently in a good financial position to give money to other countries

	UNCONDITIONAL GIVERS	CONSCIOUS GIVERS	PASSIVE ACCEPTORS	KIWIS FIRST	AID REJECTORS
Agree	62%	22%	16%	5%	2%
Neither agree nor disagree	22%	37%	45%	16%	1%
Disagree	7%	29%	29%	75%	94%

Base: All respondents (n=1229)
 Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)
 Q28. How much do you agree or disagree that New Zealand is currently in a good financial position to give aid money to other countries?

Table 11: Effectiveness of organisations in providing overseas aid

STATEMENT: Percentage who say the organisation is effective or very effective at providing overseas aid and development assistance

	UNCONDITIONAL GIVERS	CONSCIOUS GIVERS	PASSIVE ACCEPTORS	KIWIS FIRST	AID REJECTORS
Non-Governmental Organisations or charities	82%	66%	44%	54%	36%
The New Zealand government	73%	62%	38%	39%	20%
International or regional organisations	67%	66%	31%	37%	19%
Private sector businesses or corporations	18%	32%	14%	14%	14%

Base: All respondents (n=1229)
 Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)
 Q23. How effective do you think the following organisations are in providing overseas aid and development assistance

ATTITUDINAL STATEMENTS






The segments are defined by their attitudes relative to the other segments.

Table 12: Agreement with New Zealand providing financial assistance

STATEMENT: % STRONGLY AGREE + AGREE	UNCONDITIONAL GIVERS	CONSCIOUS GIVERS	PASSIVE ACCEPTORS	KIWIS FIRST	AID REJECTORS
New Zealand should provide overseas aid to help reduce poverty and suffering worldwide	87%	61%	25%	11%	1%
New Zealand should provide overseas aid to prevent international conflict and promote global stability/security	74%	64%	17%	23%	0%
New Zealand should provide overseas aid to gain influence in the global community	34%	56%	14%	17%	0%
New Zealand should provide overseas aid to open new markets and generate opportunities for trade	67%	75%	18%	46%	14%
New Zealand has no obligation to support less developed countries and should focus on its own domestic issues	3%	39%	18%	67%	94%
				Sig. higher vs. total	Sig. lower vs. total






Base: All respondents
 Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)
 Q24. How strongly do you agree or disagree with each of the following statements

Table 13: Agreement with the focus of New Zealand aid

					
STATEMENT: % STRONGLY AGREE + AGREE	UNCONDITIONAL GIVERS	CONSCIOUS GIVERS	PASSIVE ACCEPTORS	KIWIS FIRST	AID REJECTORS
New Zealand should focus its aid on countries that demonstrate the greatest need, regardless of where they are in the world	57%	58%	21%	16%	5%
New Zealand should focus its aid where it can share/utilise its expertise	88%	79%	33%	63%	23%
New Zealand should focus its aid in countries that pose the greatest threat to global stability/security	18%	51%	12%	17%	1%
New Zealand should focus its aid on countries/regions that can generate economic benefits for New Zealanders	30%	73%	19%	63%	49%
New Zealand should focus its aid on countries with which it has cultural/societal connections	66%	66%	24%	52%	27%
New Zealand should focus its aid on less developed countries that look to it for guidance	77%	67%	28%	25%	2%
				Sig. higher vs. total	Sig. lower vs. total






Base: All respondents
 Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)
 Q25. How strongly do you agree or disagree with each of the following statements

Table 14: Agreement with overseas aid and New Zealand's role

					
STATEMENT: % STRONGLY AGREE + AGREE	UNCONDITIONAL GIVERS	CONSCIOUS GIVERS	PASSIVE ACCEPTORS	KIWIS FIRST	AID REJECTORS
New Zealand is not wealthy enough to help poor people overseas as well as in New Zealand	2%	55%	20%	77%	98%
Trade is more effective than aid in helping poorer countries overseas	23%	52%	17%	61%	77%
The case for New Zealand providing aid is becoming stronger as the world increasingly becomes a global community	77%	63%	12%	20%	5%
Overseas aid creates a cycle of dependency and is not sustainable	3%	47%	17%	67%	89%
Overseas aid provides people in less developed countries the opportunity to raise themselves out of poverty	90%	69%	24%	27%	3%
Overseas aid is a modern day form of colonialism and some countries use it to exert their influence and control in less developed countries	28%	53%	16%	51%	65%
Overseas aid helps to ensure that people around the world have access to the basics of healthcare, clean water, food and education	95%	82%	36%	51%	18%
The effectiveness of overseas aid is not proven - sometimes it helps and sometimes it doesn't	34%	67%	26%	77%	87%
New Zealand can't help lift other countries out of poverty until it has lifted all of its own people out of poverty	16%	72%	25%	85%	91%
				Sig. higher vs. total	Sig. lower vs. total

Base: All respondents
 Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)
 Q26. How strongly do you agree or disagree with each of the following statements

Table 15: Agreement with overseas aid and New Zealand's role (continued)

					
STATEMENT: % STRONGLY AGREE + AGREE	UNCONDITIONAL GIVERS	CONSCIOUS GIVERS	PASSIVE ACCEPTORS	KIWIS FIRST	AID REJECTORS
New Zealand has a responsibility to provide what help it can to people who are living in poverty overseas	79%	47%	16%	4%	0%
If New Zealand provides overseas aid we will be more likely to receive help in future if we ever need it	56%	74%	23%	17%	8%
There is no point trying to help people in less developed countries as the problem of international poverty is so big, it will never change	0%	30%	7%	41%	78%
The New Zealand Government needs to give priority to helping poor people in New Zealand before helping people overseas	34%	77%	35%	94%	92%
New Zealand should not provide aid to overseas countries with poor human rights records	25%	49%	20%	54%	80%
Most overseas aid is swallowed up by administration costs and corrupt overseas politicians	30%	65%	30%	81%	96%
Overseas aid can help increase political stability throughout the world and reduce the threat of war and terrorism	64%	54%	11%	14%	0%
Providing overseas aid has played a big part in building New Zealand's strong reputation overseas	74%	65%	24%	28%	4%
Providing overseas aid will help New Zealand's long term trade prospects	58%	67%	14%	16%	1%
				Sig. higher vs. total	Sig. lower vs. total

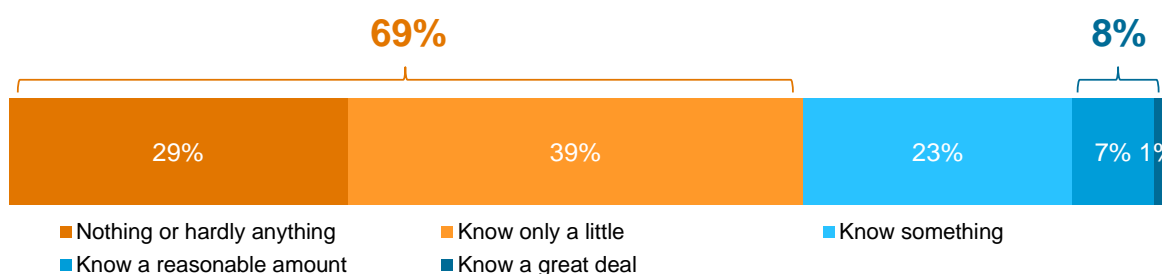
Base: All respondents
 Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)
 Q26. How strongly do you agree or disagree with each of the following statements

DEVELOPMENT AID AND THE PACIFIC REGION

KNOWLEDGE OF GOVERNMENT’S AID PROGRAMME TO THE PACIFIC ISLANDS REGION

More than two-thirds (69%) of New Zealanders say they know *nothing* or *only a little* about the New Zealand Government’s aid programme to the Pacific Islands region. One in ten (8%) New Zealanders know *a reasonable amount* or *a great deal*.

Figure 12: Knowledge of Government’s aid programme to the Pacific Islands region



Base: All respondents (n=1229)

Q12. How much would you say you know about the New Zealand government’s aid programme to the Pacific Islands region?

SUB GROUP DIFFERENCES

Those who have seen or heard something in the media about New Zealand overseas aid spending were more likely than others (18% cf. 8% among the total sample) to say they know *a reasonable amount* or *a great deal* about the New Zealand Government’s aid programme to the Pacific Islands region.

Self-assessed knowledge levels were greater than average among the under 34 age group, with 11% saying they know *a reasonable amount* or *a great deal* compared with only 5% of the 35 to 59 year age group saying this.

Knowledge levels among those of Pacific Island ethnicity were similar to those of other ethnicities (10% saying they know *a reasonable amount* or *a great deal* and 60% saying they know *nothing* or *only a little*).






Nor is there a significant difference in knowledge levels between those who had travelled to the Pacific Islands in the last three years and those who had not.

No significant differences in self-assessed knowledge levels about the Government’s aid programme to the Pacific were apparent across the five segments.

SEGMENT DIFFERENCES

Knowledge levels were reasonably flat, although a higher proportion of Aid Rejectors say they know *a great deal* or *a reasonable amount* about the Government's aid programme to the Pacific.

Table 16: Knowledge of Government's aid programme to the Pacific Islands region

	 UNCONDITIONAL GIVERS	 CONSCIOUS GIVERS	 PASSIVE ACCEPTORS	 KIWIS FIRST	 AID REJECTORS
STATEMENT: Knowledge of NZ government's aid programme to Pacific Islands region					
Know a great deal or a Reasonable amount	7%	10%	6%	7%	12%
Know only a little, hardly anything or nothing	72%	58%	56%	60%	68%

Base: All respondents (n=1229)

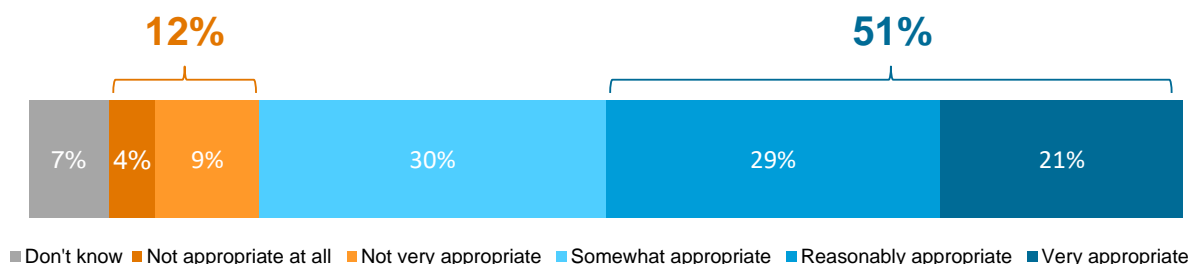
Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)

Q12. How much would you say you know about the New Zealand government's aid programme to the Pacific Islands region?

APPROPRIATENESS OF FOCUSING OVERSEAS AID DEVELOPMENT ASSISTANCE PROGRAMME ON THE PACIFIC ISLANDS REGION

Only half (51%) of New Zealanders feel it is appropriate for New Zealand to focus its overseas aid development assistance programme on the Pacific Islands region and 12% say it is not appropriate, indicating that support for this focus is not universal.

Figure 13: Appropriateness of focusing aid on the Pacific Islands region



Base: All respondents (n=1229)
 Q13. How appropriate do you feel it is for New Zealand to focus its overseas aid development assistance programme on the Pacific Islands region?

SUB GROUP DIFFERENCES

Those who think the New Zealand Government's spending on overseas aid and development assistance is effective are more likely to think a Pacific Islands region focus is appropriate (73% of this group giving an appropriate ratings compared with 51% across the total sample). Also, those who *know a reasonable amount* or a *great deal* about the New Zealand Government's aid programme to the Pacific Islands region are more likely to think this focus is appropriate (61% appropriate compared with 51% among the total sample).






People of Pacific Island ethnicity are also more likely to feel it is appropriate for New Zealand to focus its overseas aid development assistance programme on the Pacific Islands region (64% cf. 51% overall).

Amongst the relatively small number of people (8% of the total sample) who said they know a *reasonable amount* or a *great deal* about the New Zealand Government's aid programme in the Pacific Islands region, views about its appropriateness are split, but weighted toward the positive. Nearly two-thirds (61%) of this group consider it is appropriate, but a quarter (24%) do not feel it is appropriate.

SEGMENT DIFFERENCES

Attitudes towards the appropriateness of a Pacific Islands focus varied across the five segments, with strong support from the Unconditional Giver segment (82% appropriate), and reasonable support from Conscious Givers (50%). Negative perceptions of appropriateness outweigh positive perceptions only among the small Aid Rejector segment, with 17% considering a Pacific Islands focus to be appropriate, and 56% inappropriate.

Table 17: Appropriateness of focusing aid on the Pacific Islands region

	 UNCONDITIONAL GIVERS	 CONSCIOUS GIVERS	 PASSIVE ACCEPTORS	 KIWIS FIRST	 AID REJECTORS
Very or Reasonably appropriate	82%	50%	37%	31%	17%
Not very or Not at all appropriate	1%	7%	10%	20%	56%

Base: All respondents
 Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)
 Q13. How appropriate do you feel it is for New Zealand to focus its overseas aid development assistance programme on the Pacific Islands region?

NEW ZEALAND'S RESPONSIBILITY TO THE PACIFIC

Survey respondents were asked about their level of agreement with five statements about the rationale for New Zealand's development aid focus on the Pacific. These statements were developed from views expressed in the qualitative research.

RESPONSIBILITY DUE TO SHARED HISTORY AND REGIONAL LINKS

Agreement was greatest for the two statements relating to New Zealand's shared history and links with the Pacific, with nearly two in three of those surveyed agreeing with each statement.

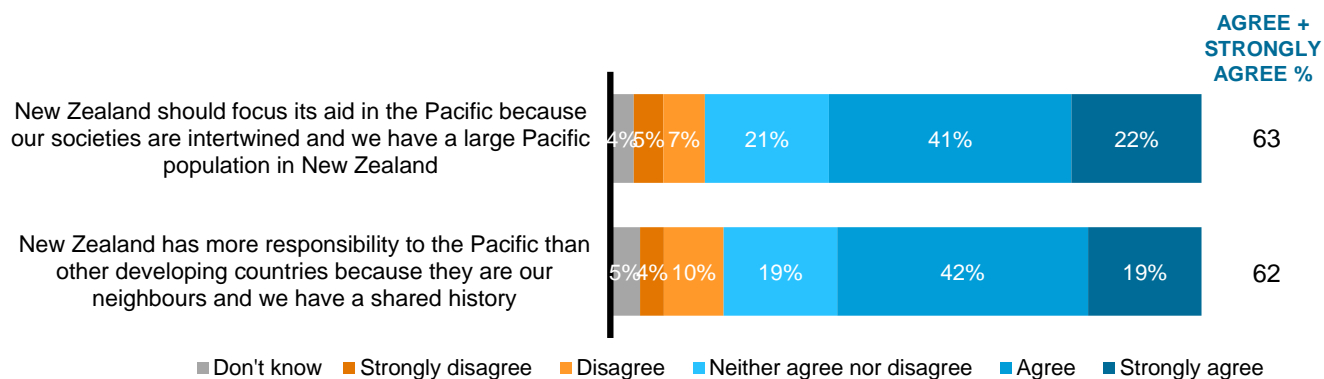
Almost two in three (63%) New Zealanders agree *New Zealand should focus its aid in the Pacific because our societies are intertwined and we have a large Pacific population in New Zealand*. New Zealanders aged 18 to 24 years and 25 to 34 years are less likely to agree with this statement (50% and 52%, respectively).

And nearly two in three (62%) New Zealanders agree that *New Zealand has more responsibility to the Pacific than other developing countries because they are our neighbours and we have a shared history*.

Younger New Zealanders (18 to 24 years) are also less likely than older people to agree with this statement (48% cf. 62% overall).

People in professional occupations were more likely than other people to agree with both statements, with 71% agreeing with each one.

Figure 14: Agreement with New Zealand's responsibility to the Pacific



Base: All respondents (n=1229)

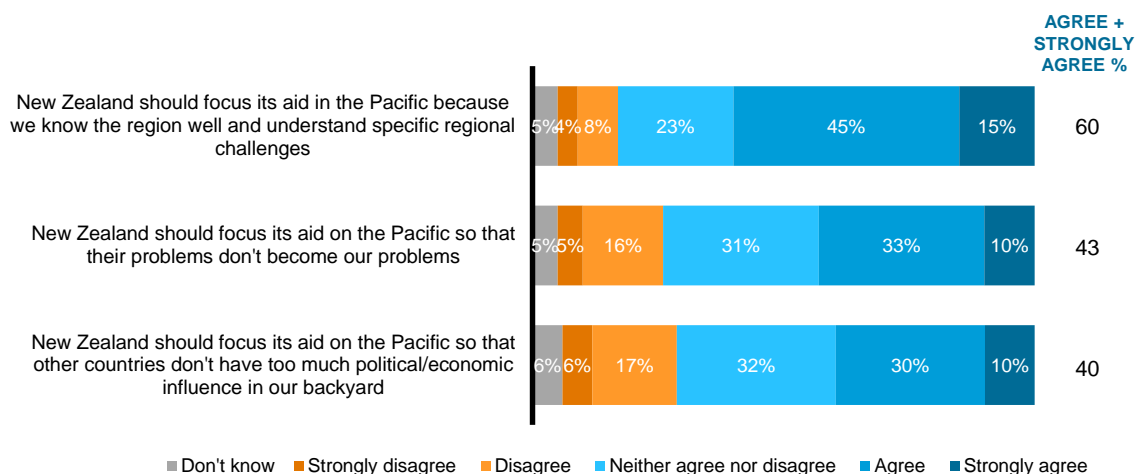
Q14. What extent do you agree/disagree with the following statements?

STRATEGIC RESPONSIBILITY

Six in ten (60%) New Zealanders agree that *New Zealand should focus its aid in the Pacific because we know the region well and understand specific regional challenges*. Agreement increases to 84% among those who think it is appropriate for New Zealand to focus its overseas aid development assistance programme on the Pacific Islands region.

The other two strategic responsibility statements are more self-serving for New Zealand and support is lower for them. Still, around four in ten New Zealanders support giving aid to the Pacific so *their problems don't become our problems* (43%) and so that *other countries don't have too much political/economic influence in our backyard* (40%). Comment was made in the qualitative research about the increasing influence of China in the Pacific, for example.

Figure 15: Agreement with New Zealand's responsibility to the Pacific (continued)



Base: All respondents (n=1229)
 Q14. What extent do you agree/disagree with the following statements?






Agreement is stronger for these strategic reasons amongst those who think it is appropriate for New Zealand to focus its aid in the Pacific region.

SEGMENT DIFFERENCES

Comparison of agreement levels for the statements across the five segments shows most positive results for all five among Unconditional Givers and positive results among Conscious Givers.

All segments are more accepting of arguments for Pacific support that relate to our shared history, our proximity and understanding of regional challenges, than to strategic factors such as minimising problems and protecting our interests against those of other countries with influence in the Pacific region.

Table 18: Agreement with New Zealand’s responsibility to the Pacific

					
STATEMENT: % STRONGLY AGREE + AGREE that NZ should focus its aid in the Pacific because	UNCONDITIONAL GIVERS	CONSCIOUS GIVERS	PASSIVE ACCEPTORS	KIWIS FIRST	AID REJECTORS
Our societies are intertwined and we have a large Pacific population in NZ	89%	70%	42%	50%	29%
They are our neighbours and we have a shared history	86%	66%	46%	49%	27%
We know the region well and understand specific regional challenges	84%	69%	42%	46%	23%
So that their problems don't become our problems	46%	59%	27%	42%	21%
So that other countries don't have too much political / economic influence in our backyard	46%	50%	25%	43%	20%

Base: All respondents (n=1229)

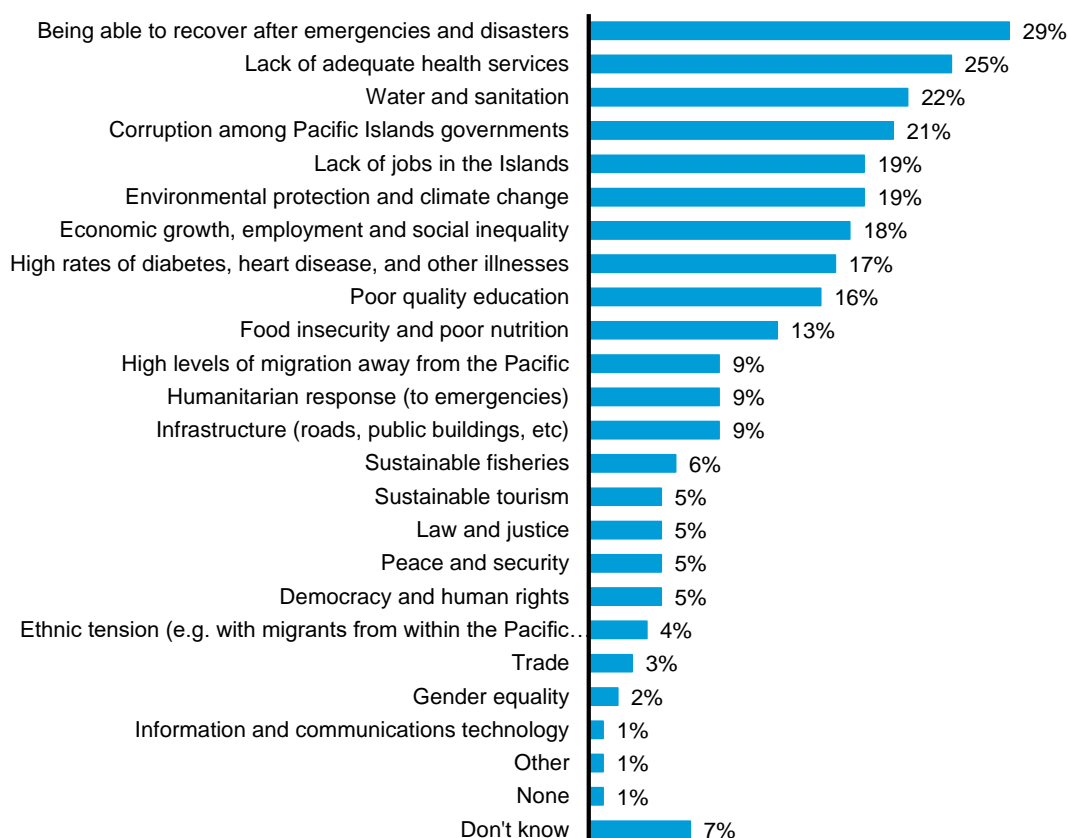
Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)

Q14. What extent do you agree/disagree with the following statements?

MOST PRESSING CHALLENGES FACING THE PACIFIC ISLANDS REGION

Survey respondents were asked which of a list of issues, they perceive to be the most pressing challenges facing the Pacific Islands region. The top four most pressing challenges (each receiving mention from at least 20% of respondents) are perceived to be:

- *Being able to recover after emergencies and disasters* (29%)
- *Lack of adequate health services* (25%)
- *Water and sanitation* (22%)
- *Corruption among Pacific Islands governments* (21%).



Base: All respondents (n=1229)

Q15. Which of the following, if any, do you consider to be the most pressing challenges facing the Pacific Islands region?

People of Pacific Island ethnicity are more likely to consider *high rates of diabetes, heart disease, and other illnesses* (25%) as one of the most pressing challenges facing the Pacific Islands region.

SUB GROUP DIFFERENCES

There were some differences in perception among respondents of Pacific Island ethnicity, with higher nomination of high rates of diabetes, heart disease and other illnesses (25% mention). They also tend to mention job related and economic issues more so than did respondents of other ethnicities. Among people of Pacific origins, the top five most pressing challenges are:

1. Lack of adequate health services (26%)

2. High rates of diabetes, heart disease and other illnesses (25%)
3. Lack of jobs in the islands (23%)
4. Being able to recover after emergencies and disasters (21%)
5. Economic growth, employment and social inequality (20%).

People of Maori ethnicity gave greater than average priority to three sustainable development issues: *protecting the world’s oceans, lakes and waterways* (51% cf. 45% among the total sample, sustainable land use (47% cf. 42% among the total sample), and ending world poverty (39% among Maori cf. 33% among the total sample).

For under 25 year old people, two issues were of greater importance than for older New Zealanders: *ending world poverty* (45% cf. 33% among the total sample) and gender inequality (31% cf. 22% among the total sample).






Economic growth, employment and social inequality was considered the issue of greatest importance among professional people, with 31% mention.

SEGMENT RELATED DIFFERENCES

There were some notable differences in perception of the most pressing challenges between the two segments opposed to giving, and the other three. Corruption among Pacific Island governments rated in the top three most pressing issues for Aid Rejectors (49% mention) and Kiwis First (28% mention), with less than 20% mention from people in the three more positive segments.

Environmental protection and climate change featured second for Unconditional Givers (at 33% mention), but received less than 20% mention from people in the other four segments.

Table 19: Most pressing challenges facing the Pacific Islands region

					
FIVE MOST PRESSING ISSUES	UNCONDITIONAL GIVERS	CONSCIOUS GIVERS	PASSIVE ACCEPTORS	KIWIS FIRST	AID REJECTORS
1	Emergency recovery - 33%	Lack of adequate health services - 26%	Emergency recovery - 25%	Emergency recovery - 39%	Corruption among Pacific governments - 49%
2	Environmental protection and climate change - 33%	Water and sanitation - 25%	Lack of adequate health services - 20%	Lack of adequate health services - 30%	Emergency recovery - 23%
3	Lack of adequate health services - 29%	Emergency recovery - 23%	Lack of jobs - 20%	Corruption among Pacific governments - 28%	Water and sanitation - 17%
4	Economic growth, employment and social inequality - 25%	Lack of jobs - 21%	Water and sanitation - 20%	Water and sanitation - 23%	Poor quality education - 17%
5	Water and sanitation - 23%	Poor quality education - 19%	Poor quality education - 18%	Economic growth - 17%	High rates of diabetes, heart disease and other illnesses - 16%

Base: All respondents (n=1229)

Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)

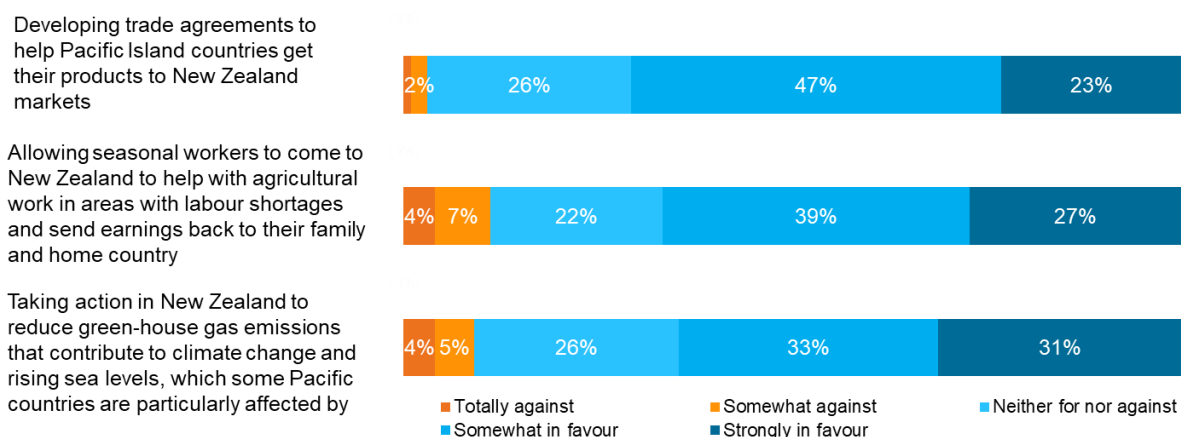
Q15. Which of the following, if any, do you consider to be the most pressing challenges facing the Pacific Islands region?

FAVOURABILITY OF GOVERNMENT INITIATIVES TO SUPPORT PACIFIC ISLAND REGION

Respondents were asked about their view of three different initiatives that the New Zealand Government could undertake to support the Pacific Islands region, recognising that each could have an effect on New Zealand as well as on the Islands.

While *taking action in New Zealand to reduce greenhouse gases* received the greatest proportion of *strongly favour* responses overall (31% *strongly in favour*), *developing trade agreements to help Pacific Island countries get their products to New Zealand markets* was most widely favoured (70% in favour and only 4% opposed to this).

Figure 16: Favourability of Government initiatives to support the Pacific Islands region



Base: All respondents (n=1229)
Q16. Would you say you are in favour or against...

SEGMENT DIFFERENCES

Views varied across the segments. Not surprisingly, the vast majority of Unconditional Givers are in favour of each of the three initiatives, with getting products to New Zealand markets the most widely favoured. Conscious Givers also favoured the initiatives, with over two in three favouring each one. Levels of favourability were higher among the two negative segments, than among Passive Acceptors (who tended to adopt a neutral position).

However, significant proportions of Kiwis First and Aid Rejectors are opposed to *allowing seasonal workers to come to New Zealand to help with agricultural work* (15% and 29% opposed respectively, compared with only 11% of the total sample opposed). And among the Aid Rejectors, opposition to *taking action in New Zealand to reduce greenhouse emissions that contribute to climate change and rising sea levels* outweighs positive opinion, with 40% opposed and only 36% in favour of this.

Table 20: Favourability of Government initiatives to support the Pacific Islands region



FAVOURABILITY / AGAINST		UNCONDITIONAL GIVERS	CONSCIOUS GIVERS	PASSIVE ACCEPTORS	KIWIS FIRST	AID REJECTORS
Developing trade agreements to help PI countries get products to NZ markets	Fav.	90	74	44	69	57
	Ag.	0	6	6	1	7
Allowing seasonal workers to come to NZ to help with agricultural work	Fav.	88	67	42	62	57
	Ag.	3	12	12	15	29
Taking action in NZ to reduce greenhouse gases emissions that contribute to climate change and rising sea levels	Fav.	85	73	42	59	36
	Ag.	2	6	10	13	40

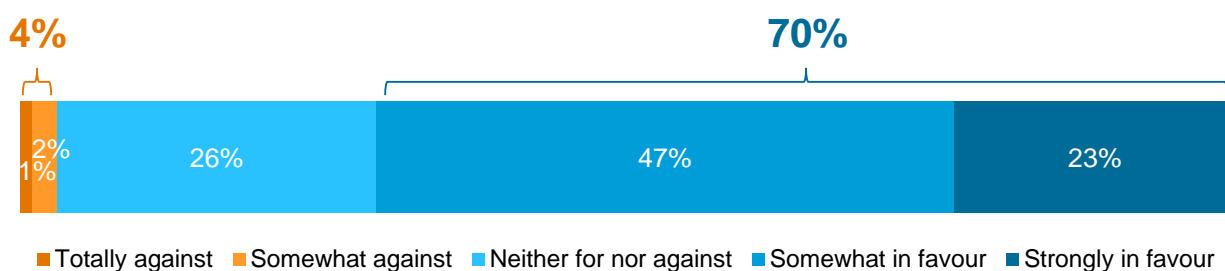
Base: All respondents (n=1229)
 Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)
 Q16. Would you say you are in favour or against...

Respondents were also asked the reasons for their views on each initiative. Verbatim comments that are representative of favourable and negative responses are included below to provide a tangible sense of the arguments for and against each initiative.

DEVELOPING TRADE AGREEMENTS TO HELP PACIFIC ISLAND COUNTRIES GET THEIR PRODUCTS TO NEW ZEALAND MARKETS

Seven in ten (70%) New Zealanders are in favour of developing trade agreements to help Pacific Island countries get their products to New Zealand, while a small minority (4%) are opposed.

Figure 17: Favourability of developing trade agreements to help Pacific Island countries



Base: All respondents (n=1229)
 Q16. Would you say you are in favour or against... Developing trade agreements to help Pacific Island countries get their products to New Zealand markets

SUB GROUP DIFFERENCES

Those who agree with the New Zealand Government providing aid to less developed countries generally are more likely to be in favour (83%), as are those who think spending on overseas aid is effective (81%) and who have seen or heard something in the media about New Zealand overseas aid (80%).

Younger New Zealanders aged 18 to 24 and 25 to 34 years are less likely to be in favour (53% and 62%, respectively, compared with 70% among the total sample). Note: they do not have higher levels of opposition to this initiative, rather a comparatively high level of neutral response (39% and 33% respectively compared with 26% *neither/nor* among the total sample).

People of Pacific Island ethnicity are slightly more in favour of this than non-Pacific peoples, but the difference is not statistically significant (74% of Pacific peoples in favour compared with 70% of all New Zealanders).

Positivity increases with educational qualifications. For example, only 59% of those with NCEA level 1 or less are in favour of such trade development agreements, compared with 76% of those with a degree or higher level qualification.

But opinion was reasonably flat across different occupational groups.

VERBATIM COMMENTS IN FAVOUR OF DEVELOPING TRADE AGREEMENTS TO GET PACIFIC PRODUCTS TO NEW ZEALAND MARKETS:

“There is great potential for Pacific people to become financially independent by opening doors for their products to be exposed in the NZ market.”

“Too many of our products come from countries further away. Closer trade agreements mean more money for the Pacific and fresher/riper produce for us.”

“It would benefit the Pacific Island economies, bringing in more money into island communities which can go toward providing better services for people, particularly in health and education.”

VERBATIM COMMENTS AGAINST DEVELOPING TRADE AGREEMENTS TO GET PACIFIC PRODUCTS TO NEW ZEALAND MARKETS:

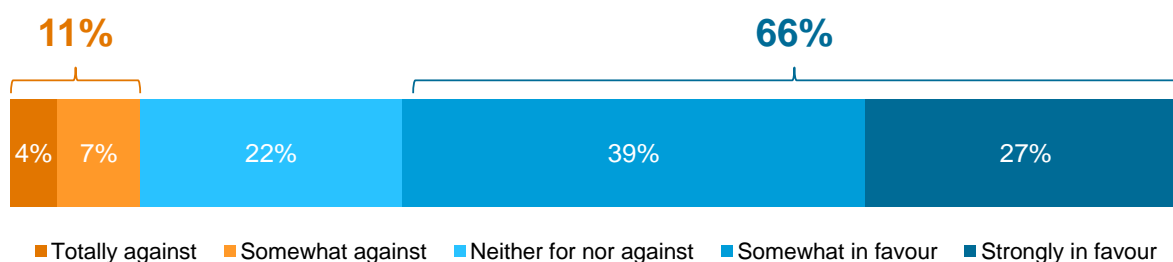
“I rather see our own products on the markets before any other country, the government lets down our small businesses.”

“Concerns re quality, perhaps better to encourage entry to other countries / Trade aid etc.”

ALLOWING SEASONAL WORKERS TO COME TO NEW ZEALAND TO HELP WITH AGRICULTURAL WORK IN AREAS WITH LABOUR SHORTAGES AND SEND EARNINGS BACK TO THEIR FAMILY AND HOME COUNTRY

Two-thirds (66%) of New Zealanders are in favour of allowing seasonal workers to come to New Zealand to help with agricultural work in areas with labour shortages. But just over one in ten (11%) are opposed to this.

Figure 18: Favourability of allowing seasonal workers to come to New Zealand



Base: All respondents (n=1229)

Q16. Would you say you are in favour or against... Allowing seasonal workers to come to New Zealand to help with agricultural work in areas with labour shortages and send earnings back to their family and home country

SUB GROUP DIFFERENCES

Business managers are widely in favour of this initiative, with 83% being in favour.

Younger New Zealanders aged 18 to 24 and 25 to 34 years are less likely to be in favour of this (46% and 53%, respectively, compared with 66% among the total sample). They have higher levels of opposition to this initiative (16% and 15% respectively compared with 11% *against this* among the total sample).

Māori are less in favour of this initiative and more likely to be opposed to it. Only 55% of Maori favour seasonal workers coming to New Zealand compared with 67% of Pacific peoples and 66% of all New Zealanders, and 17% of Māori are opposed (compared with 7% opposition among Pacific peoples and 11% of the total sample).

Positivity increases with educational qualifications. For example, only 60% of those with NCEA level 2 or less are in favour of trade development agreements, compared with 73% of those with a degree or higher level qualification. Similar differences are apparent by income: only 66% of those on household incomes of \$60,000 or less are in favour, compared with 74% of those on household incomes exceeding \$100,000.

VERBATIM COMMENTS IN FAVOUR OF ALLOWING SEASONAL WORKERS TO COME TO NEW ZEALAND:

“Filling labour shortage and helping people to provide food for their family.”

“It gives seasonal workers the opportunity to find work outside their country if struggling and create an income for their family. As long as we have policy around exploitation. Although would be ideal if they could find employment in their own setting so that's where development programmes are so important.”

“It gives Pacific neighbours an opportunity to seek employment and also to help their families in the Pacific who are less fortunate and may not have the ability to contribute to their families, this is one way of doing so.”

VERBATIM COMMENTS AGAINST ALLOWING SEASONAL WORKERS TO COME TO NEW ZEALAND:

“We don't have enough jobs for kiwis-don't bring people in from overseas to work when there ARE enough kiwis to do the work themselves in their own country!”

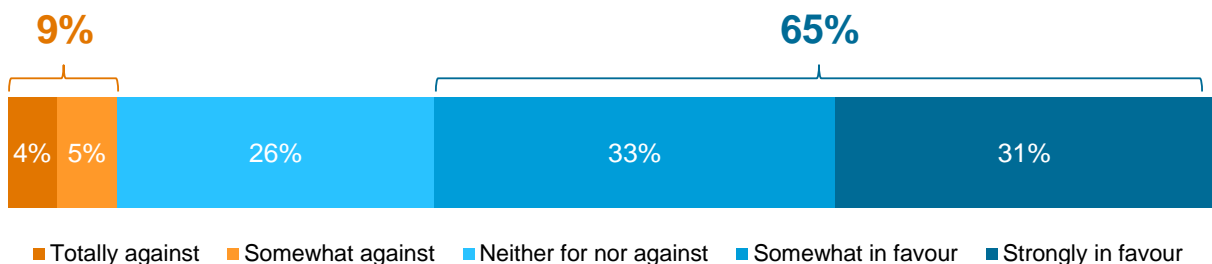
“We have a high percentage of unemployed New Zealanders ourselves. Why should New Zealand open the doors for overseas people when they should be focusing on the ones here? You need to help yourself before you can help someone else.”

TAKING ACTION IN NEW ZEALAND TO REDUCE GREEN-HOUSE GAS EMISSIONS THAT CONTRIBUTE TO CLIMATE CHANGE AND RISING SEA LEVELS, WHICH SOME PACIFIC COUNTRIES ARE PARTICULARLY AFFECTED BY

Close to two-thirds (65%) of New Zealanders favour taking action to reduce green-house gas emissions (with 31% strongly in favour), while 9% are against it.

When the same issue was discussed in the qualitative research, favourable opinions focused on the fact that this is the morally right thing to do, while opposition centred around New Zealanders feeling that this responsibility was more with big business than individuals, and that New Zealand is too small a contributor to greenhouse gases to make a tangible difference to the global impacts of climate change.

Figure 19: Favourability of taking action in New Zealand to reduce green-house gas emissions



Base: All respondents (n=1229)

Q16. Would you say you are in favour or against... Taking action in New Zealand to reduce green-house gas emissions that contribute to climate change and rising sea levels, which some Pacific countries are particularly affected by

SUB GROUP DIFFERENCES

Differences in view across the demographic profiles are less marked for this initiative.

VERBATIM COMMENTS IN FAVOUR OF TAKING ACTION TO REDUCE GREEN-HOUSE GAS EMISSIONS IN NEW ZEALAND:

“We have a big impact on the climate but experience minor effects compared to Pacific nations.”

“It would be terrible for those islands to be under water and lose their homes and livelihoods.”

“Some of the Islands are in real danger from the effects of climate change and we need to be able to argue the case for this effectively with larger countries.”

VERBATIM COMMENTS AGAINST TAKING ACTION TO REDUCE GREEN-HOUSE GAS EMISSIONS IN NEW ZEALAND:

“We have one of the lowest green-house emissions, look to the countries that contribute the highest levels for more action and money.”

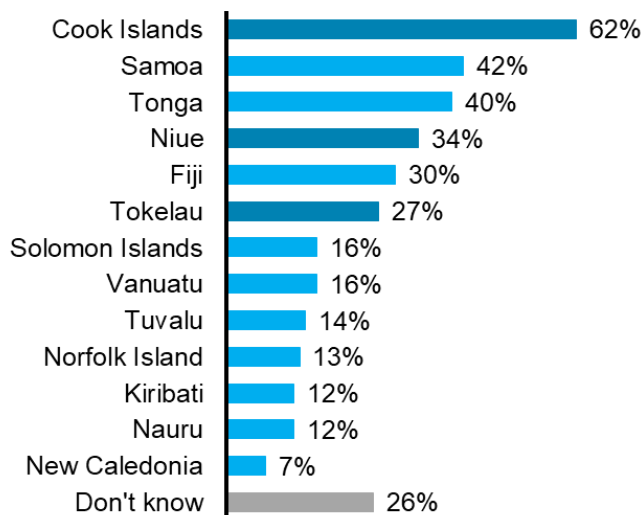
“Our little country won't make any difference in the larger scheme of things.”

KNOWLEDGE OF PACIFIC COUNTRIES THAT ARE PART OF REALM OF NEW ZEALAND

Close to three-quarters (74%) of New Zealanders are able to name Pacific countries that are part of the Realm of New Zealand.

Only 16% of New Zealanders, however, are able to correctly identify all of the Pacific Island countries that are in the Realm of New Zealand (that is, the Cook Islands, Niue and Tokelau).

Figure 20: Knowledge of Pacific Countries that are part of the Realm of New Zealand



Base: All respondents (n=1229)

Q31. Which of the following Pacific countries do you think are part of the Realm of New Zealand?

SUB GROUP DIFFERENCES

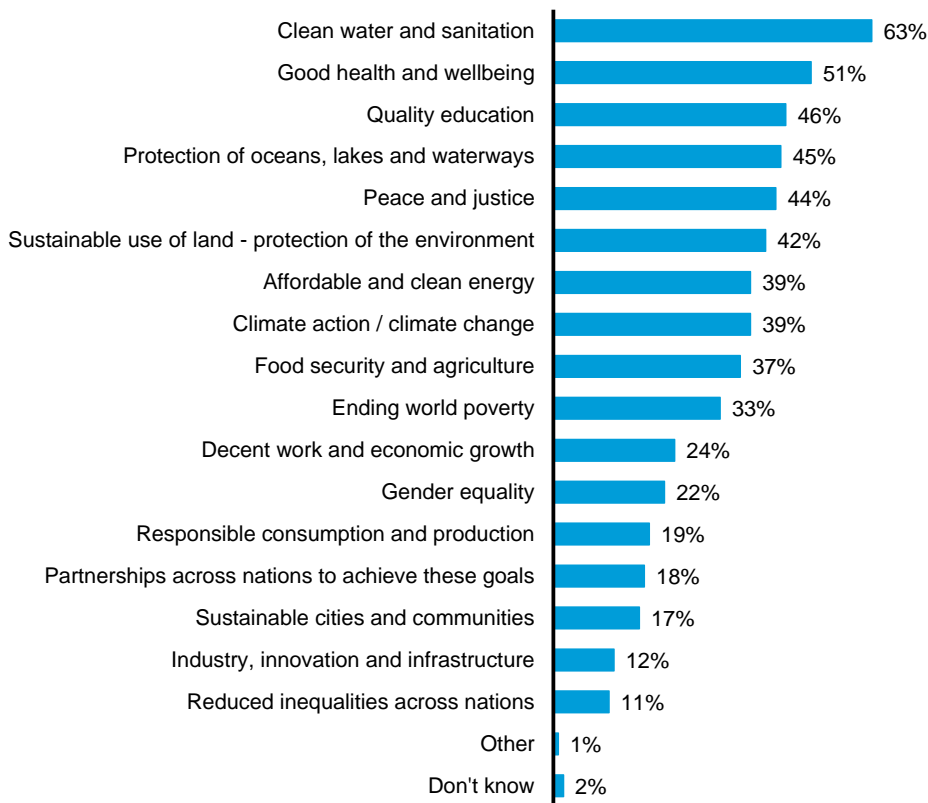
People of Pacific Island ethnicity were more likely than people of other ethnicities to correctly identify the countries that are part of the Realm, with 27% doing so correctly, compared with only 16% of the total sample.

GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT

GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT

Survey respondents were asked which of 17 global goals they personally consider to be most important. As in the qualitative research, sanitation, education and health and wellbeing are identified as key areas of focus for sustainable development. In the qualitative research, these were seen as basic rights for all people around the world.

Figure 21: Most important global goals for sustainable development



Base: All respondents (n=1229)

Q5. Below is a list of global goals for sustainable development. Which six of the sustainable developments goals do you personally consider most important?






SEGMENT DIFFERENCES

Clean water and sanitation is considered the Number One sustainable development goal across all five segments. There were some differences in perceptions of the other top four sustainable development goals across the five segments.

Climate change featured in the top four sustainable goals for the two Giver segments, but was of lesser priority to others (with less than one in three mentioning it in each of the other three segments).

Affordable and clean energy featured in the top five for Kiwis First and Aid Rejectors, with half of each segment rating it in their top five. Fewer than four in ten in each of the other segments rated it as a priority.

Table 21: Most important global goals for sustainable development

					
FIVE TOP GLOBAL GOALS	UNCONDITIONAL GIVERS	CONSCIOUS GIVERS	PASSIVE ACCEPTORS	KIWIS FIRST	AID REJECTORS
1	Clean water and sanitation – 69%	Clean water and sanitation – 59%	Clean water and sanitation – 56%	Clean water and sanitation – 65%	Clean water and sanitation – 72%
2	Sustainable land use / environmental protection – 51%	Good health and wellbeing – 49%	Quality education – 51%	Good health and wellbeing – 60%	Oceans, lakes and waterways protection – 62%
3	Climate action/climate change – 47%	Peace and justice – 45%	Good health and wellbeing – 50%	Affordable and clean energy – 51%	Good health and wellbeing – 55%
4	Good health and wellbeing – 47%	Climate action/climate change – 45%	Peace and justice – 40%	Oceans, lakes and waterways protection – 48%	Affordable and clean energy – 50%
5	Quality education; Peace and justice – 46%	Oceans, lakes and waterways protection – 43%	Oceans, lakes and waterways protection – 39%	Sustainable land use / environmental protection; Peace and justice – 46%	Food security and agriculture – 47%

Base: All respondents (n=1229)

Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)

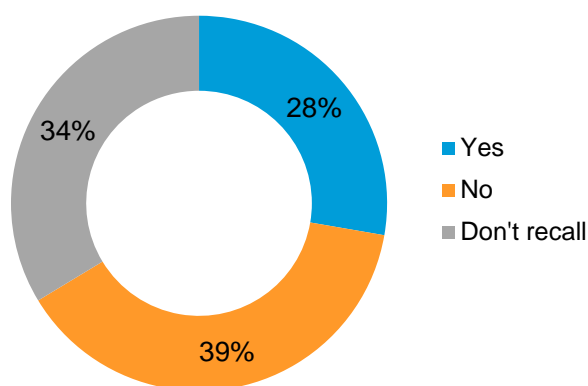
Q5. Below is a list of global goals for sustainable development. Which six of the sustainable development goals do you personally consider most important?

SOURCES OF INFORMATION

READ, SEEN OR HEARD IN THE MEDIA ABOUT NEW ZEALAND'S OVERSEAS AID SPENDING

Just over a quarter of New Zealanders (28%) have seen or heard something in the media about New Zealand's overseas aid spending in the last three months. Although the line of questioning is slightly different, is significantly lower than the reported media exposure in the 2007 survey¹. In 2007, close to two-thirds of New Zealanders (63%) declared that they had read, seen or heard something in the media about overseas aid in the last two months or so.

Figure 22: Read, seen or heard in the media about New Zealand's overseas aid spending



Base: All respondents (n=1229)
 Q19. Have you read, seen or heard something in the media about New Zealand's overseas aid spending/giving in the last three months or so?

SUB GROUP DIFFERENCES

Age is a factor, with New Zealanders aged 18 to 24 years being less likely to have seen or heard something (16%) and New Zealanders aged 60 years and older being more likely (42%) to have seen something. This could be related to the different media formats different age groups use to access news, with television and the newspaper being formats that are less widely used by younger New Zealanders.

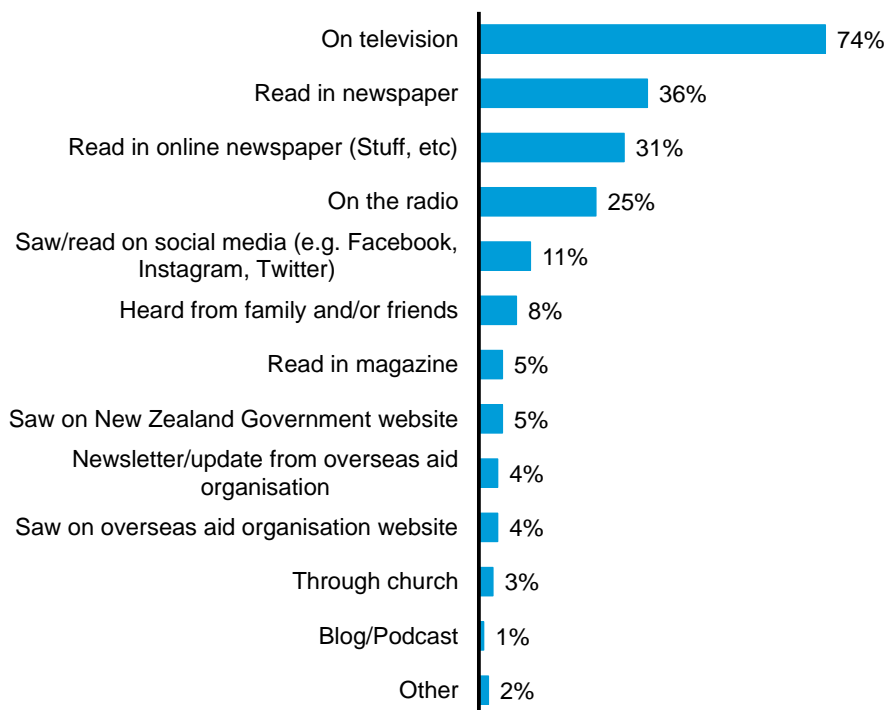
Sources recalled and their trustworthiness are discussed in the following sections, noting that base sizes are reasonably small, given the overall low level of recall of media stories about New Zealand's overseas aid spending.

¹ Note: at that time, the major mention was of review of aid spend in Fiji due to the Fijian coup, with secondary mention of sponsorship advertising for organisations like World Vision, etc.

WHERE READ, SEEN OR HEARD ABOUT OVERSEAS AID

The most common source of information about New Zealand’s overseas aid spending is television (74%).

Figure 23: Source of information about New Zealand’s overseas aid spending



Base: Those who have read, seen or heard something in the media about New Zealand’s overseas aid spending/giving in the last three months or so (n=344)
 Q20. Where have you read, seen or heard anything about overseas aid?

SUB GROUP DIFFERENCES

There were some age group differences in media sources recalled for overseas aid spending stories. Television recall was strongest among the over 45 year age group (82%) and weaker among the under 45 age group (61% mention).

Social media recall was greatest among the under 25 age group (26% mention cf. 11% across all age groups).

Those of Pacific Island ethnicity are more likely to say they saw information on social media (31%) or heard from family and/or friends (26%).

Those who say they agree with the New Zealand Government providing aid to less developed countries are more likely to have read information in online newspapers (38%).

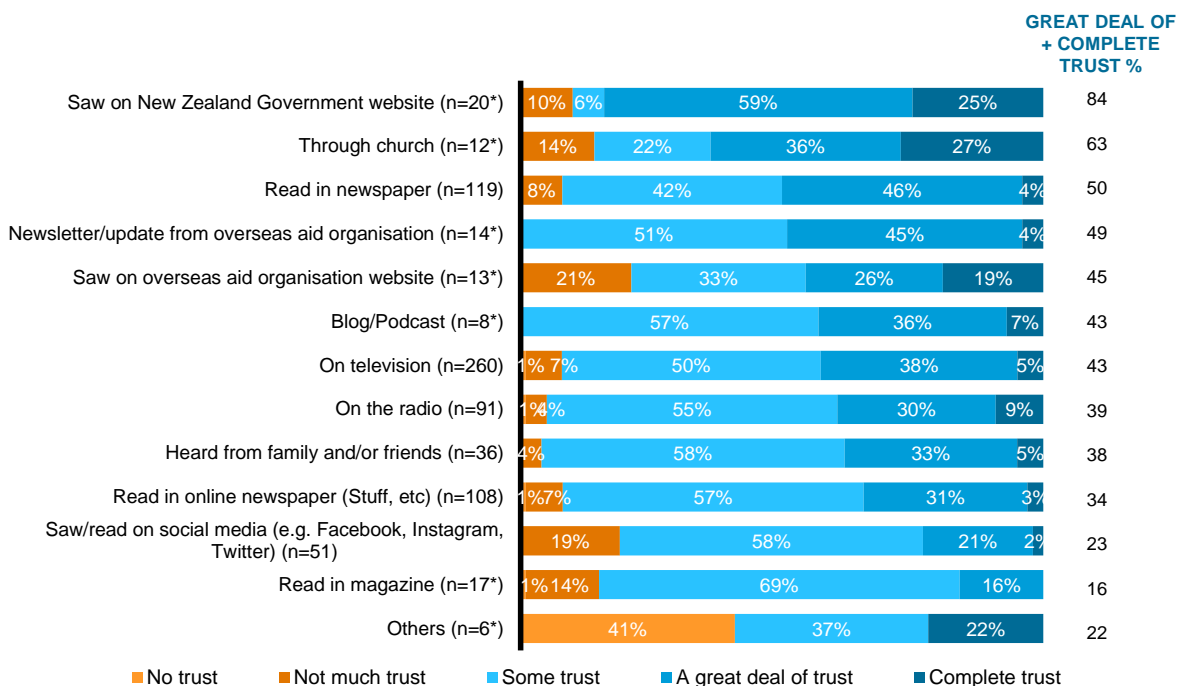
Media sources recalled were reasonably consistent across the five segments.

TRUSTWORTHINESS OF MEDIA SOURCES

In terms of providing accurate information about overseas aid and development assistance, information seen on a New Zealand Government website was rated as most trustworthy of the sources mentioned (84%).

Despite being the most common source of information, only 43% of respondents consider television to be a trustworthy source.

Figure 24: Trust in media sources



Base: All respondents

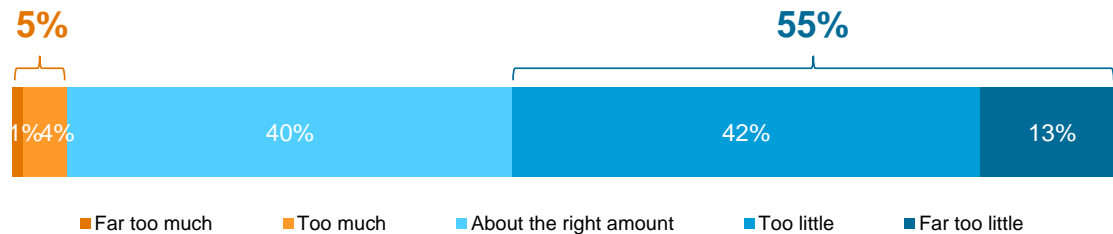
Q21. How much do you trust that this source will provide you with accurate information on overseas aid and development assistance?

Note: small base sizes for the individual media sources rated

AMOUNT OF INFORMATION HEARD ABOUT NEW ZEALAND'S DEVELOPMENT AID

More than half (55%) of New Zealanders surveyed say they hear too little information about New Zealand's development aid, while only 5% say they hear too much.

Figure 25: Amount of information heard about New Zealand's development aid



Base: All respondents (n=1229)

Q22. Thinking about the amount of information you see and hear about New Zealand's development aid these days, would you say that you see/hear...

SUB GROUP DIFFERENCES

Those significantly more likely to say they hear *too little* or *far too little* information about *New Zealand's development aid* (55% of the total sample) are those:

- Aged 18 to 24 (63%) or 35 to 44 years (62%)
- Of Māori ethnicity (62%)
- Who are *reasonably interested* or *very interested* in the topic of *New Zealand's overseas aid and development assistance to less developed countries overseas* (61%)
- Who say they *know a little* or *nothing at all* about *the New Zealand Government's overseas aid and development assistance giving* (59%)
- Who *agree* or *strongly agree* with *the New Zealand Government providing aid to less developed countries* (63%)
- Who in terms of *New Zealand Government spending on overseas aid and development assistance* haven't heard anything about it (70%) or those who have heard about the spending but don't know enough *to say how effective it is* (64%)
- Who *know a little* or *less* (60%) or *hardly anything or nothing* (62%) about the *New Zealand Government's aid programme to the Pacific Islands region*
- Who feel it is *reasonable* or *very appropriate* for *New Zealand to focus its overseas aid and development assistance programme on the Pacific Islands region* (64%)
- Who have not *read, seen or heard something in the media about New Zealand's overseas aid spending/giving in the last three months or so* (65%).

Those significantly more likely to say they hear *too much* or *far too much* information about *New Zealand's development aid* (5% of the total sample) are those:






- Of Asian ethnicity (10%)
- Who are *not very interested* or *not at all interested* in the topic of *New Zealand's overseas aid and development assistance to less developed countries overseas* (10%)

- Who say they *know a reasonable amount* or a *great deal* about the *New Zealand Government's overseas aid and development assistance giving* (11%)
- Who *disagree* or *strongly disagree* with the *New Zealand Government providing aid to less developed countries* (19%)
- Who think *New Zealand Government spending on overseas aid and development assistance is not effective* or *not at all effective* (21%)
- Who *know a reasonable amount* or a *great deal* about the *New Zealand Government's aid programme to the Pacific Islands region* (13%)
- Who feel it is *not very* or *not at all appropriate* for *New Zealand to focus its overseas aid and development assistance programme on the Pacific Islands region* (20%)
- Who have *read, seen or heard something in the media about New Zealand's overseas aid spending/giving in the last three months or so* (7%)
- Whose highest qualification is *NCEA level 1 or School Certificate* (10%).

SEGMENT DIFFERENCES

Unconditional Givers are most likely to think they hear too little (66% cf. 55% overall), and Aid Rejectors most likely to think they hear too much (21% cf. 5% of the total sample).

Table 22: Amount of information heard about New Zealand's development aid

					
STATEMENT: Whether people hear too much, about right amount or too little about NZ's development aid	UNCONDITIONAL GIVERS	CONSCIOUS GIVERS	PASSIVE ACCEPTORS	KIWIS FIRST	AID REJECTORS
Too much	0	3%	7%	5%	21%
About right	34%	41%	48%	39%	37%
Too little	66%	56%	45%	56%	42%

Base: All respondents (n=1229)

Total (n=1229), Segment 1 (n=320), Segment 2 (n=346), Segment 3 (n=290), Segment 4 (n=183), Segment 5 (n=90)

Q22. Thinking about the amount of information you see and hear about New Zealand's development aid these days, would you say that you see/hear...

SUB-GROUP ANALYSES

YOUNG PEOPLE COMPARED WITH TOTAL SAMPLE

Results for the 18 to 24 and 25 to 34 age groups were compared with those of the total sample, to understand if and how the opinions of younger New Zealanders differ from those of older New Zealanders.

The 18 to 24 age group tended to show greater differences than the 25 to 34 age group when compared with the total sample. In particular, those aged under 25 years tend to:

- Have above average interest in the topic of development aid (46% saying they are reasonably or very interested, compared with 33% of the total sample), but they are less likely than average to have seen media stories in the past three months (16% compared with 28% of the total sample). They also lack the knowledge to rate the effectiveness of different organisations in providing overseas aid, and were less likely than older people to be able to say whether or not New Zealand is currently in a good financial position to give aid money to other countries.
- Have greater levels of agreement with the New Zealand Government's provision of aid to less developed countries around the world (64% agreement cf. 57% for the total sample), although their views of the appropriateness of Government focus on the Pacific Islands region are similar to that of the total sample (49% considering a Pacific Islands region focus to be appropriate compared with 51% of the total sample).
- Be less likely to agree with helping Pacific Island countries get their products to New Zealand markets (53% agreement compared with 70% overall), and less in agreement with seasonal workers coming to New Zealand to help with agricultural work (46% agreeing compared with 66% of the overall sample).

QUESTION TEXT	RESPONSE	TOTAL	18-24	25-34
Sample size: (N)		1,229	175 (unw) 157 (w)	227 (unw) 198 (w)
Key: Green = significantly higher than total, Red = significantly lower than total				
Knowledge of and Interest in Aid				
Q6. How interested would you say you are in this topic?	% reasonably + very interested	33	46	36
Q6. How interested would you say you are in this topic?	% not at all + not very interested	22	17	24
Q7. How much would you say you know about the New Zealand Government's overseas aid and development assistance giving?	% know a reasonable amount + a great deal	9	10	13

QUESTION TEXT	RESPONSE	TOTAL	18-24	25-34
Q7. How much would you say you know about the New Zealand Government's overseas aid and development assistance giving?	<i>% know nothing or hardly anything + only a little</i>	62	58	59
Attitudes toward Aid Provision				
Q8. Do you generally agree or disagree with the New Zealand Government providing aid to less developed countries around the world?	<i>% agree + strongly agree</i>	57	64	52
Q8. Do you generally agree or disagree with the New Zealand Government providing aid to less developed countries around the world?	<i>% disagree + strongly disagree</i>	16	9	17
Q10. Based on anything you have heard, read or seen, how effective do you think New Zealand Government spending on overseas aid and development assistance is?	<i>% effective + very effective</i>	31	26	36
Q10. Based on anything you have heard, read or seen, how effective do you think New Zealand Government spending on overseas aid and development assistance is?	<i>% not at all effective + not effective</i>	13	11	8
<i>Q23. How effective do you think the following organisations are in providing overseas aid and development assistance...</i>				
The New Zealand Government	<i>% effective + very effective</i>	53	46	53
The New Zealand Government	<i>% not at all effective + not effective</i>	8	5	6
Non-governmental organisations or charities	<i>% effective + very effective</i>	61	46	48
Non-governmental organisations or charities	<i>% not at all effective + not effective</i>	8	9	5
International or regional organisations	<i>% effective + very effective</i>	50	45	54
International or regional organisations	<i>% not at all effective + not effective</i>	11	9	7

QUESTION TEXT	RESPONSE	TOTAL	18-24	25-34
	<i>effective</i>			
Private sector businesses or corporations	<i>% effective + very effective</i>	20	21	24
Private sector businesses or corporations	<i>% not at all effective + not effective</i>	20	11	18
Q28. How much do you agree or disagree that New Zealand is currently in a good financial position to give aid money to other countries?	<i>% agree + strongly agree</i>	28	26	29
Q28. How much do you agree or disagree that New Zealand is currently in a good financial position to give aid money to other countries?	<i>% disagree + strongly disagree</i>	36	31	34
Attitudes toward Pacific Island Focus				
Q12. How much would you say you know about the New Zealand Government's aid programme to the Pacific Islands region?	<i>% know a reasonable amount + a great deal</i>	8	10	11
Q12. How much would you say you know about the New Zealand Government's aid programme to the Pacific Islands region?	<i>% know nothing or hardly anything + only a little</i>	63	50	57
Q13. How appropriate do you feel it is for New Zealand to focus its overseas aid and development assistance programme on the Pacific Islands region?	<i>% reasonably + very appropriate</i>	51	49	45
Q13. How appropriate do you feel it is for New Zealand to focus its overseas aid and development assistance programme on the Pacific Islands region?	<i>% not appropriate at all + not very appropriate</i>	12	10	10
Q16. For each of the following, would you say you are in favour or against...				
Developing trade agreements to help Pacific Island countries get their products to New Zealand markets	<i>% somewhat in favour + strongly in favour</i>	70	53	62

QUESTION TEXT	RESPONSE	TOTAL	18-24	25-34
Developing trade agreements to help Pacific Island countries get their products to New Zealand markets	<i>% totally against + somewhat against</i>	4	8	4
Allowing seasonal workers to come to New Zealand to help with agricultural work in areas with labour shortages and send earnings back to their family and home country	<i>% somewhat in favour + strongly in favour</i>	66	46	53
Allowing seasonal workers to come to New Zealand to help with agricultural work in areas with labour shortages and send earnings back to their family and home country	<i>% totally against + somewhat against</i>	11	16	15
Taking action in New Zealand to reduce green-house gas emissions that contribute to climate change and rising sea levels, which some Pacific countries are particularly affected by	<i>% somewhat in favour + strongly in favour</i>	65	61	64
Taking action in New Zealand to reduce green-house gas emissions that contribute to climate change and rising sea levels, which some Pacific countries are particularly affected by	<i>% totally against + somewhat against</i>	9	8	6
Awareness of media stories about New Zealand's overseas aid spending				
Q19. Have you read, seen or heard something in the media about New Zealand's overseas aid spending/giving in the last three months or so?	<i>% yes</i>	28	16	29
Q19. Have you read, seen or heard something in the media about New Zealand's overseas aid spending/giving in the last three months or so?	<i>% no</i>	39	49	43
Q19. Have you read, seen or heard something in the media about New Zealand's overseas aid spending/giving in the last three months or so?	<i>% don't recall</i>	34	35	28
Q22. Thinking about the amount of information you see and hear about New Zealand's development aid these days,	<i>% far too much + too much</i>	5	1	6

QUESTION TEXT	RESPONSE	TOTAL	18-24	25-34
would you say that you see/hear...				
Q22. Thinking about the amount of information you see and hear about New Zealand's development aid these days, would you say that you see/hear...	<i>% too little + far too little</i>	55	63	51

MĀORI AND PACIFIC PEOPLES COMPARED WITH TOTAL

PACIFIC PEOPLES

Compared with New Zealanders of European and Māori origin, Pacific peoples showed a stronger interest in the topic of development aid (54% interested, compared with 33% among the total sample), and they had a much stronger level of agreement with the New Zealand Government’s providing aid to less developed countries around the world (69% agreement compared with 57% among the total sample).

Not surprisingly, Pacific peoples showed strong agreement for the New Zealand Government’s focusing its overseas aid and development programme on the Pacific Islands region (69% agreement, compared with only 51% agreement among the total sample). Their views on the appropriateness of the different Pacific policy coherence topics were in line with those of the total sample.

MĀORI

Compared with the general public, respondents of Māori origin were less likely to consider that New Zealand is currently in a good financial position to give aid money to other countries (43% disagreeing that New Zealand is in a good position, compared with 36% of the total sample and 24% of Pacific peoples disagreeing). However, their assessment of their knowledge levels and their level of general support for the Government’s providing aid to less developed countries are similar to those of the total sample.

Māori people are less likely to agree with helping Pacific Island countries get their products to New Zealand markets (65% agreement compared with 70% overall), and less in agreement with seasonal workers coming to New Zealand to help with agricultural work (55% agreeing compared with 66% of the overall sample, and 17% disagreeing compared with only 11% among the total sample).

Question Text	Answer	Total	Māori	Pacific Peoples
Sample size: (N)		1,229	313 (unw) 139 (w)	185 (unw) 66 (w)

Key: **Green** = significantly higher than total, **Red** = significantly lower than total

Knowledge of and Interest in Aid

Q6. How interested would you say you are in this topic?	% reasonably + very interested	33	35	54
Q6. How interested would you say you are in this topic?	% not at all + not very interested	22	26	12
Q7. How much would you say you know about the New Zealand Government’s overseas aid and development assistance giving?	% know a reasonable amount + a great deal	9	11	13

Question Text	Answer	Total	Māori	Pacific Peoples
Q7. How much would you say you know about the New Zealand Government's overseas aid and development assistance giving?	<i>% know nothing or hardly anything + only a little</i>	62	64	61
Attitudes towards Aid Provision				
Q8. Do you generally agree or disagree with the New Zealand Government providing aid to less developed countries around the world?	<i>% agree + strongly agree</i>	57	55	69
Q8. Do you generally agree or disagree with the New Zealand Government providing aid to less developed countries around the world?	<i>% disagree + strongly disagree</i>	16	16	7
Q10. Based on anything you have heard, read or seen, how effective do you think New Zealand Government spending on overseas aid and development assistance is?	<i>% effective + very effective</i>	31	32	37
Q10. Based on anything you have heard, read or seen, how effective do you think New Zealand Government spending on overseas aid and development assistance is?	<i>% not at all effective + not effective</i>	13	10	10
Q23. How effective do you think the following organisations are in providing overseas aid and development assistance...				
The New Zealand Government	<i>% effective + very effective</i>	53	51	54
The New Zealand Government	<i>% not at all effective + not effective</i>	8	7	8
Non-governmental organisations or charities	<i>% effective + very effective</i>	61	56	50
Non-governmental organisations or charities	<i>% not at all effective + not effective</i>	8	7	8
International or regional organisation	<i>% effective + very effective</i>	50	48	47
International or regional organisations	<i>% not at all effective + not effective</i>	11	10	8

Question Text	Answer	Total	Māori	Pacific Peoples
Private sector businesses or corporations	<i>% effective + very effective</i>	20	19	22
Private sector businesses or corporations	<i>% not at all effective + not effective</i>	20	15	13
Q28. How much do you agree or disagree that New Zealand is currently in a good financial position to give aid money to other countries?	<i>% agree + strongly agree</i>	28	21	32
Q28. How much do you agree or disagree that New Zealand is currently in a good financial position to give aid money to other countries?	<i>% disagree + strongly disagree</i>	36	43	24
Attitudes toward Pacific Island Focus				
Q12. How much would you say you know about the New Zealand Government's aid programme to the Pacific Islands region?	<i>% know a reasonable amount + a great deal</i>	8	7	10
Q12. How much would you say you know about the New Zealand Government's aid programme to the Pacific Islands region?	<i>% know nothing or hardly anything + only a little</i>	63	58	62
Q13. How appropriate do you feel it is for New Zealand to focus its overseas aid and development assistance programme on the Pacific Islands region?	<i>% reasonably + very appropriate</i>	51	49	64
Q13. How appropriate do you feel it is for New Zealand to focus its overseas aid and development assistance programme on the Pacific Islands region?	<i>% not appropriate at all + not very appropriate</i>	12	11	6
Q16. For each of the following, would you say you are in favour or against...				
Developing trade agreements to help Pacific Island countries get their products to New Zealand markets	<i>% somewhat in favour + strongly in favour</i>	70	65	74
Developing trade agreements to help Pacific Island countries get their products to New Zealand markets	<i>% totally against + somewhat against</i>	4	5	3

Question Text	Answer	Total	Māori	Pacific Peoples
Allowing seasonal workers to come to New Zealand to help with agricultural work in areas with labour shortages and send earnings back to their family and home country	<i>% somewhat in favour + strongly in favour</i>	66	55	67
Allowing seasonal workers to come to New Zealand to help with agricultural work in areas with labour shortages and send earnings back to their family and home country	<i>% totally against + somewhat against</i>	11	17	7
Taking action in New Zealand to reduce green-house gas emissions that contribute to climate change and rising sea levels, which some Pacific countries are particularly affected by	<i>% somewhat in favour + strongly in favour</i>	65	68	65
Taking action in New Zealand to reduce green-house gas emissions that contribute to climate change and rising sea levels, which some Pacific countries are particularly affected by	<i>% totally against + somewhat against</i>	9	4	10
Awareness of media stories about New Zealand's overseas aid spending				
Q19. Have you read, seen or heard something in the media about New Zealand's overseas aid spending/giving in the last three months or so?	<i>% yes</i>	28	30	26
Q19. Have you read, seen or heard something in the media about New Zealand's overseas aid spending/giving in the last three months or so?	<i>% no</i>	39	33	34
Q19. Have you read, seen or heard something in the media about New Zealand's overseas aid spending/giving in the last three months or so?	<i>% don't recall</i>	34	36	40
Q22. Thinking about the amount of information you see and hear about New Zealand's development aid these days, would you say that you see/hear...	<i>% far too much + too much</i>	5	3	2

Question Text	Answer	Total	Māori	Pacific Peoples
Q22. Thinking about the amount of information you see and hear about New Zealand's development aid these days, would you say that you see/hear...	<i>% too little + far too little</i>	55	62	60



QUALITATIVE STUDY - SUMMARY

QUALITATIVE PURPOSE

QUALITATIVE OBJECTIVES

The initial qualitative stage focused on the following:

- Reasons why people support or do not support overseas development assistance
- How perceptions are formed and what knowledge, values or views they are based on
- Sources of information that people use to form their perceptions, the credibility of the different sources available to them and the public's appetite for further information about overseas development aid
- Public perceptions on key Pacific development policy coherence issues, such as trade, migration, labour, mobility and climate change.

The output of the Qualitative stage is this topline summary of the findings. These results will be integrated with the Quantitative results in a final report.

QUALITATIVE SUMMARY

The following section provides a summary of the qualitative findings, and includes verbatim feedback from participants, to provide understanding of the language and terminology used.

QUALITATIVE APPROACH

QUALITATIVE METHOD

Nielsen conducted focus groups (rather than individual in-depth interviews) to understand the range of views about development cooperation and stimulate discussion using the benefits of interaction (for example, which arguments sway the opinions of others in the group).

Participants also completed tasks individually to ensure individual feedback and separate out 'group think'. We were aware that people may not want to share 'politically incorrect' views, for example, "look after New Zealanders first", "We do enough for the Pacific without giving them money", etc. As moderators, where appropriate, we played devil's advocate to ensure these views could be shared in a safe fashion, thereby avoiding a 'clean' view that might not reflect reality.

The objectives for the qualitative study and therefore the discussion guide for the groups were not the same as the previous study undertaken in 2007. Where similar questions were asked we have compared responses.

For the purpose of the qualitative research, the aid in question was referred to as "overseas aid" and is therefore referred to as such throughout this document. Where 'aid' is mentioned it refers to overseas aid.

FACILITATION

All groups were conducted by qualitative researchers, experienced in talking with people of different backgrounds and cultures.

QUALITATIVE SAMPLE

All participants were permanent residents or New Zealand citizens to be eligible to participate. We conducted seven groups with perspective captured from the following sections of the public:

- Māori: as past qualitative research has highlighted some disquiet toward development cooperation
- Pacific peoples: they are important given the focus of New Zealand's development aid programme. We included those born in New Zealand and those with strong ties to Pacific Islands (possibly born in the Islands) to understand how generational change might impact Pacific views
- Youth: the under 30s have a different world view from older generations, but may also tend to be less well informed about development cooperation (comment from the 2007 research)
- General public: for balance
- Rural vs. Urban perspective

Across all groups there was a mix of gender, a mix of life-stages and a mix of income levels.

GROUP SPECIFICATION	RECRUITMENT CRITERIA	LOCATION
General Public	<ul style="list-style-type: none"> • Aged 18 -75 years old • Mix of ethnicities, with at least 2 respondents identifying as being of Asian ethnicity 	Auckland
General Public	<ul style="list-style-type: none"> • Aged between 18 – 75 years old • Mix of ethnicities 	Christchurch
General Public	<ul style="list-style-type: none"> • Aged between 18 – 75 years old • Mix of ethnicities • All respondents either live or work in rural Timaru 	Timaru
Māori	<ul style="list-style-type: none"> • Aged between 18 – 75 years old • Identify as Māori • All respondents to either live or work in Huntly 	Huntly
Māori	<ul style="list-style-type: none"> • Aged between 18 – 75 years old • Identify as Māori 	Wellington
Pacific Island – younger	<ul style="list-style-type: none"> • Aged 18 – 35 years old • Identify as Pacific Islander 	South Auckland
Pacific Island – older	<ul style="list-style-type: none"> • Aged 36 – 75 years old • Identify as Pacific Islander –a mix of different ethnicities 	Wellington

RECRUITMENT

To ensure a respondents with a mix of knowledge and engagement with development aid in each group, those recruited were asked to rate their knowledge level in relation to overseas aid:

- Maximum of 2 respondents per group had no, or little, knowledge about overseas aid or development
- Maximum of 2 respondents per group had a high level of knowledge about overseas aid or development.

LOGISTICS

- Group participants were recruited in conjunction with our external recruitment agency.
- Groups were held in neutral locations such as research rooms and conference/meeting rooms.

- All groups were recorded and transcripts used for analysis and reporting purposes.
- All group participants received koha to the value of \$80 per person, in appreciation of their participation.
- Group participants were asked if they wish to participate in a second stage of research, as potential respondents for communications development and/or testing.

KEY QUALITATIVE FINDINGS

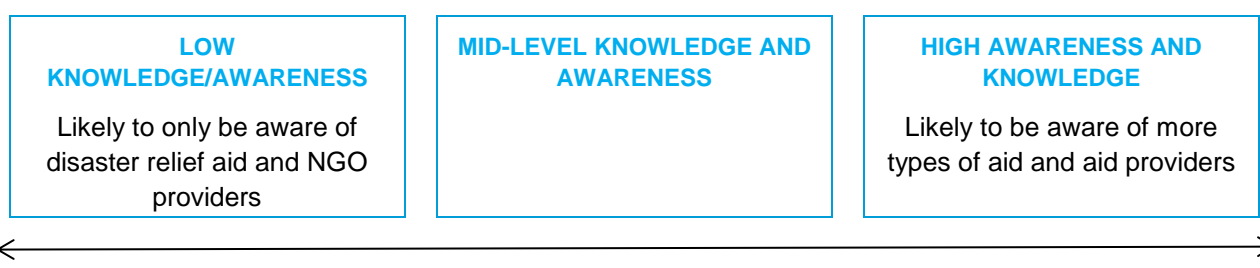
ATTITUDES TO AID

Overseas aid is not a top of mind topic for the general public. At a basic level, it is understood to be 'giving to those in need.'

"It meets basic human rights – this is why it exists." RURAL TIMARU

Respondents fell along a spectrum in terms of their knowledge and awareness of overseas aid. In terms of opinions that were held about overseas aid, the main differences in opinion were driven by personal financial stability and the ability to understand the purpose and motivations for aid giving. The rural group in Huntly was the only group in which there was a strong rejection of aid, whereas the respondents from the other groups were more likely to be accepting. Qualitatively this looks to be much like a bell curve, with most respondents holding mid-level attitudes and knowledge.

Further details about the subgroups and defining demographics will be assessed in the quantitative stage.



May be struggling financially or emotionally. Life is tough therefore sense of generosity diminished.

Find it hard to see the big picture, beyond their day to day existence.

Are accepting of the need to provide practical aid in a disaster, but can be resentful of other types of aid – seen as 'taking money away' from New Zealanders in need.

"We've got too many problems here, we really have... yes we should help others but we have got some pretty big issues in this country and our own people are suffering and they're letting more people through the gate..."
MĀORI, HUNTLY

See giving aid as the right thing to do.

Feel that New Zealand has a responsibility to help the Pacific.

Feel positive about providing sustainable skills so that communities can learn to support themselves.

Have more understanding of the differences between third world poverty and the poverty that exists in New Zealand.

May be aware that aid can strengthen relationships at a geopolitical level.

Can see that aid may also help to protect New Zealand's interests.

May believe that New Zealand should make more effort to address poverty based issues in New Zealand

"We care. We have a heart and we're

May be more informed about broader consequences of aid and poverty/inequality.

Have greater understanding of the importance of aid, encompassing systems, infrastructure and governance

May be able to understand more of the complexities surrounding aid, including corruption, cultural influence and colonisation.

"I'm on the fence about aid. I'm heading toward it being a good thing but I'm kind of critical about aid - specifically I'm talking about the Pacific because it's such a vast region. I am concerned for Samoa for example, and the overall reliance on aid from China and Australia. And it's a fact that in a few more years' time Chinese is going to be a commonly spoken language across the Islands so there is a cultural aspect to that...but also it's a geographic region that connects the world together. There's military reasons for wanting to



trying to build strength.” OLDER PACIFIC

“Does aid actually go to address the issues? The issues are very real, they do exist but whether or not the money we choose to give is actually fixing them.” PUBLIC, CHRISTCHURCH

get onto these places so on one hand of course I want our Islands to be developed but on the other hand nothing comes for free.” YOUNGER PACIFIC

HOW ARE PERCEPTIONS OF AID FORMED?

Perceptions of New Zealand’s aid giving are formed through a range of factors that include both internal and external drivers:

- External societal factors:
 - What they hear, see and read in mainstream media about overseas aid giving, disaster relief, and issues facing third world countries: this influences perceptions of the need for aid and the differences in the type of aid given. Such information is usually processed at a very superficial level without much depth of thought unless it affects a location or situation that the respondent has a personal connection with.
 - What they see and hear about issues facing New Zealand society (such as a widening gap between the wealthy and those on minimum wages, housing shortages, etc.): concerns about New Zealand may make some people feel that more should be done to support and solve the problems that they see locally, before New Zealand gives money to people struggling in other countries.
 - Financial stability: some economically disadvantaged respondents who were personally experiencing high levels of financial hardship tended to rationalise overseas aid in terms of saying “I could use this money rather than someone else in another country.”
 - Connection to countries that receive aid: group participants who had a family or birth connection to a Pacific island. Having this connection made their knowledge about the need for aid more tangible in a specific location. Additionally, in some instances, some respondents had experienced how aid was being delivered and the positive outcomes it was achieving.
- Internal factors:
 - Their personal value systems and attitudes to giving: across the groups, there was a range of attitudes to giving. This included people who prefer to give to certain charities where they can see tangible outcomes to people who thought it was our (New Zealand’s) duty as people with more to give to people who have less to those who would prefer to look after themselves and their own needs before others.
 - Respondents’ personal understanding of New Zealand’s place in the world as a developed country (compared with third world nations): it was seen by many as New Zealand’s responsibility or duty to support less fortunate nations.
 - The extent to which respondents regard themselves as citizens of the world vs. belonging exclusively to one ethnicity or culture also impacts how they regard aid, for example, whether they are more likely to think in terms of ‘we’ or ‘them vs. us’.
 - Their level of education and/or depth of thinking: some people are naturally ‘deep’ thinkers and enjoy acquiring knowledge about and engaging on a wide range of topics, which include overseas aid giving. Some people in the groups were able to discuss the topic of overseas aid in a way that took into account their personal beliefs, what they had seen or heard about aid

and a wider world view. Others had a more basic 'reaction' to the information discussed in the groups and were not necessarily interested in engaging beyond the surface level.

POSITIVE AND NEGATIVE PERCEPTIONS OF AID

Across the groups participants were able to discuss the pros and cons of overseas aid from both a positive and a negative position.

The key **positives** associated with overseas aid were as follows:

- Providing aid is a 'good' thing to do and/or the 'right' thing to do, as a nation of people who care and who have the means to give to others
- Aid is about empowering the aid recipients with the skills and/or capability to better provide for themselves - many people subscribe to the *"Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime"* philosophy
- Everybody has the same basic human rights
- Reciprocity - New Zealand also needs help at times, so we should help others as well (e.g. Christchurch earthquakes).

"Countries may not have the capability to help themselves which means people could die or have a lower quality of life which could be improved." PUBLIC, AUCKLAND

"Even in our poorest state we still have much more than those countries that don't...they're third world countries." MĀORI, WELLINGTON

Those with a more developed understanding of overseas aid identified other benefits:

- It increases our standing among other nations
- It helps protect New Zealand's interests in these geographical regions
- It helps promote stability in a region.

"A diplomacy thing. I think we even give aid to Australia...they are better off than us but we still help them because they are our neighbour." PUBLIC, AUCKLAND

"It could result in a bidding war - whoever is going to do the most favours." RURAL, TIMARU

Among those who are **less accepting** of overseas aid there is a preference for supporting the New Zealand public and scepticism about the efficacy of overseas aid. Views expressed included the following:

- There is overt poverty in New Zealand - as a country we should be helping ourselves and our own first
- Our own government and society are not perfect - who are we to help others/tell them what to do?
- Lack of awareness/transparency about what aid is being given and how it is being used, which can cause suspicion and therefore resistance
- Scepticism of the true motivations of aid providers (other than charity agencies) - what is their real motivation for giving?
- How does overseas aid benefit New Zealand?
- Does overseas aid contribute to/further colonisation - 'pushing' our values and way of living onto other cultures?
- Does overseas aid create a cycle of dependency - a hand out rather than a hand up?

Those who are less accepting of aid giving may have an insular perspective and be less able or willing to see beyond their own needs or world view. Some people may be xenophobic or racist and therefore unwilling to help people from other cultures and ethnicities.

"It's only been in the last 5-10 years or so that we have seen an increase in child poverty in this country, there are more people living out in the streets, we have a housing crisis right here. I mean I agree with overseas aid but how do you help someone if you can't help yourself first?" MĀORI, HUNTLY

"I know like in the Philippines when we had aid that the government because they were corrupt, they kept most of them. Or they use that as a means to control the people, so even though it is supposed to help, it can be used in a different way." PUBLIC, AUCKLAND

The issues discussed mirrored many of the 2007 findings which spoke to humanitarian duty, international responsibility and *'paying it forward'*.

Respondents could generally recall only limited examples of overseas aid and these focused mainly on disaster relief. Such knowledge was vague in nature, and did not appear to influence respondents' perceptions of aid. Specific aid examples mentioned included:

- The Christchurch earthquakes - rescuers from other nations coming to support us and help with recovery.
- Aid for Pacific countries affected by cyclones.
- Recent examples of New Zealand firefighters going to California to support US based firefighting efforts.
- Peacekeeping troops in East Timor.
- Training seasonal workers to share skills back in their home country.
- New Zealand aid donations to the Pacific during the Prime Minister's visit earlier in 2018.

DIFFERENCES IN ATTITUDES BY SUBGROUP

MĀORI

Whilst there was some vigorous opposition to overseas aid in the Huntly Māori/Rural group, this was seen to have its origins in this group seeing or experiencing considerable financial hardship rather than as a matter of race, or a Māori perspective. The Māori group held in Wellington had views that were similar to the other groups at large and again did not express views from a particular Māori perspective as much as from a humanitarian perspective.

PACIFIC PEOPLES

Respondents in the two Pacific groups had a range of relationships to the Pacific, with some respondents born in the Islands, some whose families had migrated and some first or second generation New Zealanders. Whilst there was a good level of understanding of the needs and issues facing the Pacific Islands, the groups still felt a 'loyalty' or a drive to ensure New Zealand's social issues are addressed if not instead of, then as well as, giving overseas aid.

"I was born in the Islands and migrated to New Zealand. I've got family in the parliamentary field over there...I would say they are more wealthy than what we have here, it's just about them being able to utilize the resources that they have got." YOUNGER PACIFIC

As with other groups, Pacific respondents raised concerns about Chinese investment and ownership of businesses in the Islands and issues of corruption. They were no more nor less accepting of aid than other

groups, despite some participants having a stronger awareness that the Pacific is a key recipient of aid and some respondents having seen or heard of actual recipients of aid.

URBAN / RURAL

Differences in opinion on overseas aid were less driven by the respondent's current place of residence and more by their general exposure to other cultures and living/travelling abroad.

In Huntly, opinion on overseas aid was largely negative, which appeared to be shaped by respondents' personal financial situation and that of others in need within their own community. Even for those who were struggling financially, however, if they had spent time abroad (primarily in the military) or had been exposed to other cultures (for example, by living in Auckland), they were much more open to the concept of overseas aid.

Generally, Timaru respondents were open and accepting of aid and some saw the benefits of aid in their region via migrant agricultural workers in the community. They had a strong belief in empowering aid recipients with skills which they could use to support themselves. This may be a function of their rural lifestyle and values, but was also reflected in some of the urban groups.

AGE

While the 2007 research suggested young people might have a more limited understanding of aid, that was not the case in this qualitative study. Some of the younger respondents had a broad understanding of globalisation, of social inequalities and a good understanding of the need for overseas aid. They appeared to be a generation who are exposed to more information than previous generations were, delivered via different media and social media channels. This may well have shaped a different world view, which will be interesting to assess in the quantitative study.

WHAT HAS CHANGED OVER TIME?

MFAT wished to understand the extent to which changes in the wider world since 2007 may have changed perceptions of overseas aid. Whilst respondents were in the main unable to pinpoint if their own views had changed over time, the following events or issues were mentioned. These may therefore have influenced perceptions and understanding of aid relationships in 2018:

- The Christchurch earthquakes demonstrated the impact of a natural disaster in our own backyard, as well as the practical on-the-ground support from other countries during the immediate recovery period.
- An increasing awareness and media coverage of poverty in New Zealand, with associated issues such as homelessness and housing shortages
- An increasing awareness of China's involvement in the Pacific (particularly noted by Pacific people) and the adverse effects of this involvement culturally. In 2007 the focus appeared to be more about Japan's involvement in the Pacific
- Increasing awareness and acceptance of the impact of global warming in the Pacific, for example, rising sea levels (particularly by Pacific people)
- An awareness of the challenges facing the physical health of Pacific nations. Diabetes and obesity were mentioned, as well as the pressure these issues place on the New Zealand health system.

Potentially the growth of social media and the increase in imagery and information in people's everyday lives will also have contributed to change.

“I’ve become more aware, a lot more aware and I think there’s been a lot more, maybe it’s just publicity but a lot more natural disasters than I ever remember seeing when I was younger and maybe now you get to see these images within minutes, you’re seeing the public suffering so it’s definitely more real.” RURAL TIMARU

ATTITUDES TO DIFFERENT TYPES OF AID

It was difficult for respondents to comment on the effectiveness of different types of aid, as they had little or no experience to draw on (other than perhaps those in the Pacific Island groups).

The first two groups (one Māori and one Pacific) were given an explanation of each aid type only and invited to discuss their views. Tangible examples of each type of aid (taken from the MFAT website) were added for the subsequent five groups to aid discussion.

An exploration of the different types of aid on offer was an education to many who were interested to see examples of how aid works and how effective it can be in many instances. It broadened perceptions of what aid is.

The types of aid discussed are listed below in order from most easily understood and accepted to least understood and appreciated. Overall it was the tangible evidence of positive change that made respondents feel more engaged with overseas aid; hence the first three were more readily accepted. Those who thought more deeply about sustainable aid also recognised the value of aid to support Environmental and Economic Opportunities, with an understanding that these were important structural issues. Unless these are addressed, other types of aid might have diminished efficacy.

“It kind of overflows into everything else. If you educate them in basic health they can look after themselves and keep themselves healthier. If you create systems for clean water there may be better business opportunities...” MĀORI, WELLINGTON

1. Basic needs (water, health)
2. Humanitarian aid after disaster
3. Capacity building / training / education
4. Environment
5. Disaster preparedness and risk reduction
6. Governance
7. Economic opportunity

Response to each of these aid types is discussed briefly below.

BASIC NEEDS (WATER, HEALTH)

New Zealand's assistance can include:

- Ensuring that pregnant women, mothers and children have access to basic health care including advice, medication and nutrition support
- Installing water systems to households so that they have a reliable source of clean, safe water.

Examples

Reducing sanitation health risks and the environmental impact of septic tank systems by supporting the upgrade of sanitation systems across Rarotonga and Aitutaki, in collaboration with the European Union.

Contributed to a 13.2% reduction in smoking among adults aged 25-64 between 2002 (40.3%) and 2013 (27.1%) through support to health promotion and smoking cessation under the Health Sector Programme.

This type of aid is easily understood and considered to be very important, as it is about providing the fundamental basics of human life.

FOR	AGAINST
<ul style="list-style-type: none"> • The examples given produce tangible results • These meet the basic problems associated with poverty • Improves general quality of life. 	<ul style="list-style-type: none"> • Does this type of aid treat symptoms but not the cause? • Why is this issue not being addressed by the governments of the countries in need?

HUMANITARIAN AID AFTER DISASTER

New Zealand's assistance can include:

- Providing essential relief supplies such as tarpaulins, drinking water and mother and infant kits
- Deploying specially trained and experienced health specialists in the immediate aftermath of a disaster to meet emergency medical needs.

Example

In Vanuatu, New Zealand provided emergency assistance following Tropical Cyclone Pam (2015), Donna (2017) and Hola (2018). Total contribution to the Cyclone Pam response and recovery was NZD 5.5 million with a focus on WASH and education (replacing school curriculum materials and classroom reconstruction). During Cyclone Donna New Zealand committed NZD 250,000 for relief efforts (pre-positioned supplies and emergency funding) and following Cyclone Hola New Zealand committed NZD 50,000 to assist with surveillance flights and supplies.

This is the most widely understood and accepted form of aid. No one was opposed to this type of aid or felt it was ineffective.

FOR	AGAINST
<ul style="list-style-type: none"> • Specific and immediate needs are being met • Provides practical and easily understood help • Most visible type of aid - see the need in the news. 	

CAPACITY BUILDING/ TRAINING/EDUCATION

New Zealand's assistance can include

- Training teachers to build their teaching skills and providing classroom resources to improve the quality of primary and secondary education.

Example

In Rarotonga - improving the quality of education with initiatives focused on literacy and numeracy, teaching methods and the curriculum, as well as increasing access to learning technologies and accredited qualifications.

Supported the revision of Tonga's curriculum in four core subjects for Years 1-6; funded the print and distribution of 280,000 teacher manuals, student readers and workbooks, and provided grants to schools - all part of the Tonga Education Support Programme.

This is another well accepted type of aid that is seen to deliver 'the way out of poverty' to the Pacific.

FOR	AGAINST
<ul style="list-style-type: none"> • Sustainable - skills that help them make the most of their own resources • Tangible aid with tangible benefits delivered. 	

"We thought that it would be a good idea but we did say that it should be within a culturally appropriate framework."
PUBLIC, CHRISTCHURCH

ENVIRONMENT

New Zealand's assistance can include:

- Improving waste water systems so that waste does not flow directly into marine environments and damage the ecosystem.
- Training people to identify and manage invasive species (weeds or pests like rats) that threaten the crops or ecosystems that people's livelihoods depend on.

Examples

A \$5m package of support to install new photovoltaic panels and battery storage will increase Niue's renewable energy generation from 13% to 40% by 2018.

Operated the Ma'ama Mai solar farm since 2012 to provide a source of renewable energy, reducing Tonga's reliance on diesel.

Environmental aid was seen as important as it supports a basic human need for a clean safe living space.

FOR	AGAINST
<ul style="list-style-type: none"> • Improves the standard of living • Helps people to sustain and feed themselves, to utilise natural resource such as the weather • Addresses or mitigates the consequences of global warming 	<ul style="list-style-type: none"> • Infrastructure may be damaged with the natural disasters that keep on happening.

DISASTER PREPAREDNESS AND RISK REDUCTION

New Zealand's assistance can include:

- Investing in early warning systems, public information campaigns about what to do if a disaster strikes, and stocking emergency supplies in at risk countries.
- Making sure that when we invest in the construction of buildings or other infrastructure, we carefully consider the location, structure and strength of the infrastructure so that it can withstand events like cyclones, floods and earthquakes.

Example

Strengthening the islet of Funafuti by fixing the thin strip of land known as the Tegako breach, has improved Tuvalu's land stability in the event of storms and cyclones.

Most supported this type of aid although it was not as compelling as some other types.

FOR	AGAINST
<ul style="list-style-type: none"> • Practical, common sense • Keeps people safe and reduces risk • Costs New Zealand in the long term if we don't help strengthen the core to better prepare for disaster. 	<ul style="list-style-type: none"> • A sense of cynicism. This should be their government's responsibility • Christchurch respondents may well be tainted by earthquake fatigue and comparisons • How effective would this be - if the population isn't literate how will systems work?

"You can't control the weather and all that sort of stuff so it's to be able to help people prepare themselves." MĀORI, WELLINGTON

GOVERNANCE

New Zealand's assistance can include:

- Training staff and improving systems in government agencies so that countries can manage their finances better, so that public funds are used efficiently and effectively to deliver better services.

Examples

- *Providing \$7.5m as budget support in 2017/18 to enable the Niue government to deliver core services especially in health and education.*
- *Provided New Zealand \$10m in general budget contributions over 2014-2017 in response to agreed economic reforms by the Kiribati Government. Reforms have included improved management of Kiribati's sovereign wealth fund, improved transparency of fisheries revenues, and changes to enable increased access to telecommunications for the population of South Tarawa; New Zealand has also provided technical assistance to assist Kiribati's strategic planning for the aviation sector.*

This type of aid was seen as less compelling than other types, and respondents struggled to understand the logistics of how such aid is delivered and also how this was an example of aid. The examples appeared to be about giving money rather than making a tangible difference.

FOR	AGAINST
<ul style="list-style-type: none"> • Need to ensure that people in governance are the 'right' sort of people with the right skills • Giving money rather than getting too involved may be a good way of not imposing our will on other governments. 	<ul style="list-style-type: none"> • This type of aid is potentially tainted by corruption • This type of aid only works if the indigenous people are receptive to change in the first instance • New Zealand's own governance isn't perfect. Who are we and what right do we have to impose our way of working onto other countries? • A potential conflict of interest in some instances - muddy waters regarding relationships with New Zealand and independence.

"If you get them trained right it will cost us less in the long run too won't it?" RURAL TIMARU

ECONOMIC OPPORTUNITY

New Zealand's assistance can include:

- Supporting small business owners to expand their product range, or access new markets and to grow their business.
- Upgrading transport and quarantine facilities that are needed for businesses to access export markets.

Examples

- *In Samoa - Invested in small businesses to lift their performance and sustainability through support to the Small Business Enterprise Centre (SBEC). Every tala of capital spending that the SBEC facilitated has returned WST\$2.30 for the Samoan economy.*
- *Increasing the safety and efficiency of transport to Tokelau with a new custom-built ship, improvements to ship to shore operations and technical assistance to strengthen safety management systems and to plan and design further improvements to transport.*

Economic Opportunity was another not well understood and perhaps divisive form of aid. Some struggled to see this as aid because the 'giver' of aid was seen to benefit.

FOR	AGAINST
<ul style="list-style-type: none"> • Supports businesses to be sustainable • Encourages countries to utilise their own resources. 	<ul style="list-style-type: none"> • This could be a money making issue: - businesses trying to make a buck • Some Pacific respondents had seen negative results of Chinese business ownership in the Islands - a change in culture, an increase in the cost of retail goods, and uncertainty about China's longer term goals (take over fishing rights?, etc.) • Questions were raised about the process, is it regulated? Are there key performance indicators? This feels like an area that could be susceptible to corruption • Benefits the giver.

"We are supposed to be worried about people that can't eat, can't get into a shelter or something like that - we are not all of a sudden going to worry about people who are just trying to make a buck." MĀORI, HUNTLY

NEW ZEALAND AND THE PACIFIC

New Zealand was considered by all groups to be very much part of the Pacific, and in many instances it was identified as the 'big brother or cousin' to the Pacific.

"The indigenous population of Māori is from the Pacific...so culturally but also geographically we are part of the Pacific" YOUNGER PACIFIC

Main issues the groups felt the Pacific region is facing included the following:

- Climate change - leading to rising sea levels with the loss of land, creating extreme weather, and impacting key income earners like tourism.
- Migration - increasing numbers of Pacific people moving or wanting to move to New Zealand.
- Health issues – obesity and diabetes in particular, increasing demand on New Zealand facilities.
- Impact on New Zealand's resources for example, healthcare if Pacific healthcare issues are not addressed and on housing with increased migration Aid support by other nations, that could impact negatively on New Zealand's position. Support by the Chinese was most commonly mentioned in this context.
- Tourism and its associated impacts on inadequate infrastructure and environment (mentioned specifically by Pacific Island groups).
- Corruption in Pacific governments – particularly mentioned by Pacific respondents.
- Presence of new cultures who are failing to integrate into society – this was particularly mentioned in the case of China.

New Zealand is considered to have a responsibility to support the Pacific Islands, whether from a historical governance perspective or a self-interest perspective.

"By helping our neighbours better, by creating better income opportunities and better environments where they live, then more of them may wish to stay where they are and won't be forced to come to New Zealand and live in crowded houses and take lower income jobs." PUBLIC, AUCKLAND

Apart from Pacific Island respondents who have seen or heard about the impact of aid giving to the Pacific, other respondents had little way of knowing how effective New Zealand's Pacific aid programme is.

POLICY COHERENCE

'Policy coherence' was discussed in the groups via examples not as a conceptual topic, as it was agreed that people would find it difficult to think about this topic in conceptual terms. The examples shared were:

- Long term migration from Pacific countries.
- Allowing seasonal workers to come to New Zealand to help with agricultural work and send earnings back to their family and home country.
- Action in New Zealand to reduce to green-house gas emissions that contribute to dangerous climate change overseas.
- Trade agreements that help poor countries get their products to New Zealand markets.

Presentation of these examples was rotated in the groups but they are listed in order of acceptance.

In terms of the impact of foreign policy on New Zealand, there was a noticeable amount of push back once people thought about the consequences of these policies from a New Zealand perspective, or from a community or personal level.

LONG TERM MIGRATION FROM PACIFIC COUNTRIES

How would you feel if the New Zealand government significantly increased the number of Pacific Island people be able to settle in New Zealand permanently?

Groups could see more positives than negatives due to the current housing crisis in New Zealand.

FOR	AGAINST
<ul style="list-style-type: none"> Provides opportunity for people brought over to learn skills and then return to the Islands to use them 	<ul style="list-style-type: none"> New Zealand already has housing issues and a lot of people living in poverty - it would be irresponsible to bring more people over Offering people residency is one thing, but how can they be housed, settled and assimilated without spending resources that could be used to help New Zealanders? Auckland is already overcrowded, there would be a need to spread the population Concern that the skill sets being brought over would be at a labourer level – how will this help New Zealand to move ahead? One Pacific group were cynical that the Government might 'change their minds', citing the dawn raids as a reason to distrust such Government initiatives.

"Ultimately this doesn't develop New Zealand. We need that investment of finance, of skilled people rather than bringing in the labour." RURAL TIMARU

ALLOWING SEASONAL WORKERS TO COME TO NEW ZEALAND TO HELP WITH AGRICULTURAL WORK AND SEND EARNINGS BACK TO THEIR FAMILY AND HOME COUNTRY

How would you feel if the New Zealand government decided to increase the number of people it allowed to enter New Zealand to do seasonal work, (Like working in orchards picking and packing fruit)?

On the surface this elicited a more balanced reaction but some respondents identified some deeper issues.

FOR	AGAINST
<ul style="list-style-type: none"> If businesses can't get workers in New Zealand then why not? A mutually beneficial arrangement Workers can send money back home to support family there They spend money in New Zealand while they are here so contribute to New Zealand's economy They can learn skills that could be transferable back home. 	<ul style="list-style-type: none"> Not a sustainable strategy. Doesn't address the fundamental, underlying issues at hand of an industry with low pay rates Workers are taking the wealth back home Is fruit picking a skill that they could use at home?

"It's harder for domestic workers in those situations - they don't get put up like international workers, they don't get taken care of... They (domestic workers) have to find a place, a house, pay their bills and then in six weeks time the job is over, so yeah it makes sense for them (migrants) to come and do it." MĀORI, WELLINGTON

ACTION IN NEW ZEALAND TO REDUCE TO GREEN-HOUSE GAS EMISSIONS THAT CONTRIBUTES TO DANGEROUS CLIMATE CHANGE OVERSEAS

How would you feel about the introduction of greater regulations or taxes on petrol or emissions from private cars, or phasing out non- electric cars in 40 – 50 years? What about stricter limits on New Zealand businesses that created green- house gases, and increasing the costs of programmes designed to offset emissions?

Respondents struggled to see the big scale difference these actions would make and baulked at the thought of having to ‘pay’ for this via taxes. These types of policies were already seen to be already in action by many. They also could not see any direct linkage with aid per se.

FOR	AGAINST
<ul style="list-style-type: none"> • The right thing to do, the environment is in crisis • A small gesture can make a big difference. 	<ul style="list-style-type: none"> • Stick rather than a carrot approach does not appeal • Tax hurts the poor people, it’s tough enough as it is financially • Should focus on Big Business rather than general public • New Zealand is an ant on the global scale - the small guy can’t make a difference. We should be focusing on China, the US etc.

“...trying to get people into a conversation about climate change is never going to happen if you just take things away, instead you should be looking at incentivising things...I think it’s cool to aspire to become plastic bag free or to get rid of diesel by 2050 or what have you but I don’t think that those (regulations, taxes) are either realistic or likeable ideas for the common interest.” YOUNGER PACIFIC

TRADE AGREEMENTS THAT HELP POOR COUNTRIES GET THEIR PRODUCTS TO NEW ZEALAND MARKETS

How would you feel about the New Zealand government helping in Pacific Islands businesses to gain access to New Zealand markets, and compete more competitively with New Zealand based businesses for customers in New Zealand?

This example raised more questions about how it would work and who would benefit.

FOR	AGAINST
<ul style="list-style-type: none"> • Creates jobs in the Pacific Islands • Gives New Zealanders more choice when it comes to products • Could mean cheaper produce? • Fine if it’s products that New Zealand doesn’t produce, otherwise could be seen as counter productive • Could be an opportunity for New Zealand to be the ‘middle man’ and support export to other countries. 	<ul style="list-style-type: none"> • Do we want/need these products? • Shouldn’t we be promoting New Zealand products first? • What will the end game be, lowest price overall? If this is the case it’s a race to the bottom and no one will make money • Why the focus on the New Zealand market, shouldn’t we help them to go global? • Profits go offshore.

“We create a market for it here and that creates a wage for people in the islands and there would be less stress on us where we feel obligated to help in aid as well” YOUNGER PACIFIC

“I’d much rather see the New Zealand Government helping them to get their products to Australia, Indonesia, US, Canada, China etc. ‘Cos that’s where they will grow their economy far more than sending it here.” MĀORI, WELLINGTON

ATTITUDES TOWARD DIFFERENT AID PROVIDERS

Views were sought about different aid providing groups. This was a difficult topic for respondents as they had limited knowledge about providers of aid and the efficacy of aid delivered. (Note: the order of presenting the different providers was rotated across the groups.)

- Business – invests in the private sectors
- Government may provide support or funding directly to developing country governments
- International Organisations
- NGO's (Non-Government Organisations)– often deliver social services
- Personal or Direct Giving

The providers are listed in order of acceptability from an aid giving perspective.

NGO'S (NON-GOVERNMENT ORGANISATIONS) – OFTEN DELIVER SOCIAL SERVICES

Example

Volunteer Service Abroad, the Fred Hollows Foundation, Red Cross New Zealand aid workers and Trade aid.

Aid given by NGOS was the most trusted and accepted form of aid. Players like the Fred Hollows Foundation, particularly are seen as delivering targeted and tangible results.

"You see the result, the outcomes are identifiable." PUBLIC, AUCKLAND

"I don't mind supporting the Red Cross because we see them within New Zealand and they're also overseas and they're always come out if there is like a fire or search and rescue and they're out there with a cup of tea," MĀORI, HUNTLY

INTERNATIONAL ORGANISATIONS

These partners include international development banks, UN development and humanitarian organisations, and Commonwealth agencies.

Example

Unicef

In the main international organisations were trusted because of their size and capability. Respondents felt that they may have a wider more effective reach and be able to deliver on large scale projects. Some did wonder if the efficacy of support is hindered by any political interference or possible corruption.

"I'd guess the large scale organisations could probably have a larger more lasting impact because they have the economies of scale whereas the smaller ones would be more hand to mouth..." MĀORI, WELLINGTON

GOVERNMENT MAY PROVIDE SUPPORT OR FUNDING DIRECTLY TO DEVELOPING COUNTRY GOVERNMENTS

Examples

- *New Zealand Police to build safer communities*
- *Ministry of Primary Industries to develop biosecurity and fisheries*
- *New Zealand Customs working on leadership development and institutional strengthening*

- *Ministry of Business, Innovation and Employment who provide key support to the Regional Seasonal Employment Scheme*
- *Ministry for Civil Defence and Emergency Management to build disaster resilience.*

Government supplied aid was in the main understood and supported, being described as trusted, about training others and tangible. Some respondents questioned the credibility of New Zealand government departments delivering this support when they themselves may have governance issues.

“It’s good, it’s like we are training them, we are helping them, and we’re on the same page moving forward.”
PUBLIC, AUCKLAND

PERSONAL OR DIRECT GIVING

Members of the public or people living in New Zealand give their own money to causes or relatives directly.

Examples

- *Crowd sourcing campaigns (like Give A Little) to buy computer equipment for a school in Papua New Guinea*
- *Loaning a small amount directly to a farmer to buy seeds or tools*
- *A Pacific Island person working in New Zealand and sending their earnings back home.*

This type of aid giving was about choice, choosing where their own money is being spent, which meant that there is a greater expectation of seeing the end result of the donation. People in the Pacific groups knew about the concept of New Zealand based Island families supporting their relatives in the Islands but none spoke directly of their own experiences of this.

“The scale is obviously different, but micro enterprise can be more successful - the default rates on micro enterprise loans are extraordinarily low because people want to succeed.” PUBLIC, CHRISTCHURCH

BUSINESS – INVESTS IN THE PRIVATE SECTORS

Example

New Zealand and international companies supply services and goods on a competitive basis to deliver activities ranging from installing solar energy systems to developing Pacific tourism markets.

The groups struggled to see this as aid because there is a commercial benefit from the giving. This type of aid was described as a smokescreen, an example of capitalism and greed.

“It depends on their heart really...have they got hidden agendas?...what’s in it for them?” RURAL, TIMARU

INFORMATION SOURCES ABOUT OVERSEAS AID

Information on overseas aid was not proactively sought. What respondents knew about was mainly focused on disaster relief rather than a development focus. Main information sources mentioned include:

- Social media including Facebook
- TV and radio News, New Zealand Herald
- Online news sources such as Stuff, The Spinoff

Seeing aid efforts or hearing about aid from family and friends living in the Pacific was a key source for some Pacific respondents.

"I've got some information from my cousin who's in Rarotonga. She's a nurse and she's posted a clip of New Zealand assisted aid. They built solar energy in the Northern Group which is where our family is from."

OLDER PACIFIC

Some respondents spoke of the difficulty of overseas aid information getting cut through in today's crowded mediascape. There was some question of the credibility of news information in general, but not specifically relating to information about aid giving. Generally people were accepting of what they heard about aid giving, which may reflect the fact that the subject and stories do not impact them personally.

"Bombarded with so much information, you just filter it out and you just want to hear what you want to hear. If it's not important you just filter it out." PUBLIC, AUCKLAND

"Do I trust the news...the problem is the mainstream media is owned by just a few groups who are strong in society and who have all the influence..." PUBLIC, CHRISTCHURCH

COMMUNICATING TO NEW ZEALAND ABOUT DEVELOPMENT AID

Most respondents had heard of MFAT but generally they knew little about what the Ministry does. There were some vague comments about Free Trade Agreements and Winston Peters having increased MFAT's budget but little else. When considered in relation to development aid, there were comments that MFAT's role is a strategic, advisory and directive one:

"I see MFAT's role as more of an advisory role to that whole (aid) movement. They are the ones that make these big documents that say 'the key words for the next 10 years are going to be prosperity and harmony - how can we make these things happen?... So they don't do anything tangible but what they do frames how change is made and what is prioritised..." YOUNGER PACIFIC

While respondents had little knowledge of MFAT they thought it is important that MFAT is trustworthy, impartial, sustainable, free of corruption, as well as monitoring the effectiveness of New Zealand's investment in aid. These things were assumed to be true.

Most respondents expressed a desire to learn more about the work that MFAT does with regard to overseas aid, and expected MFAT to drive this education with proactive communication. It should be noted that the desire for information is likely related to discussing the topic in depth in the research groups and not an unmet need to know about overseas aid.

The need to see results and outcomes can also be linked to the public wanting to know how 'their' taxpayer money is spent. There is an expectation of transparency and due diligence in terms of the projects and programmes that MFAT supports. This was also the case in 2007.

"The results part of it, positive results so you can look at it and actually see what has happened." PUBLIC, AUCKLAND

"Show us the end goal, give us the vision" MĀORI, HUNTLY

"I think that there are some really interesting stories, like solar power access in the Pacific Islands...if you shine a light on a few of these stories it sort of gives people a broader view...it would make people understand MFAT give a lot of aid but in a lot of different ways." MĀORI, WELLINGTON

One Pacific respondent mentioned that MFAT and government departments in general need to be transparent about past policies that have affected Pacific communities:

"I think they need to be pretty honest about some of the mistakes they have made in the past. Not MFAT specifically but with the Dawn Raids, what happened there was an influx of Pacific Migrants, they were the scapegoats for the reason why the New Zealand economy failed..." YOUNGER PACIFIC

Respondents are keen for information MFAT provides about development aid to be:

- Good news focused - highlight the success stories
- Short and sharp, infographic or 1 minute videos - quick to take on board and easy to digest
- Feel good in tone - positive results, making a difference, long-term change
- Benefit for New Zealand clearly indicated - getting something back from giving
- Be easy to navigate – there is a general perception that it is difficult to navigate government websites and that jargon is used which is difficult to understand

The key questions about any development aid project or programme to which they would like concise answers are:

1. What is being done where and why?
2. What are the positive results?

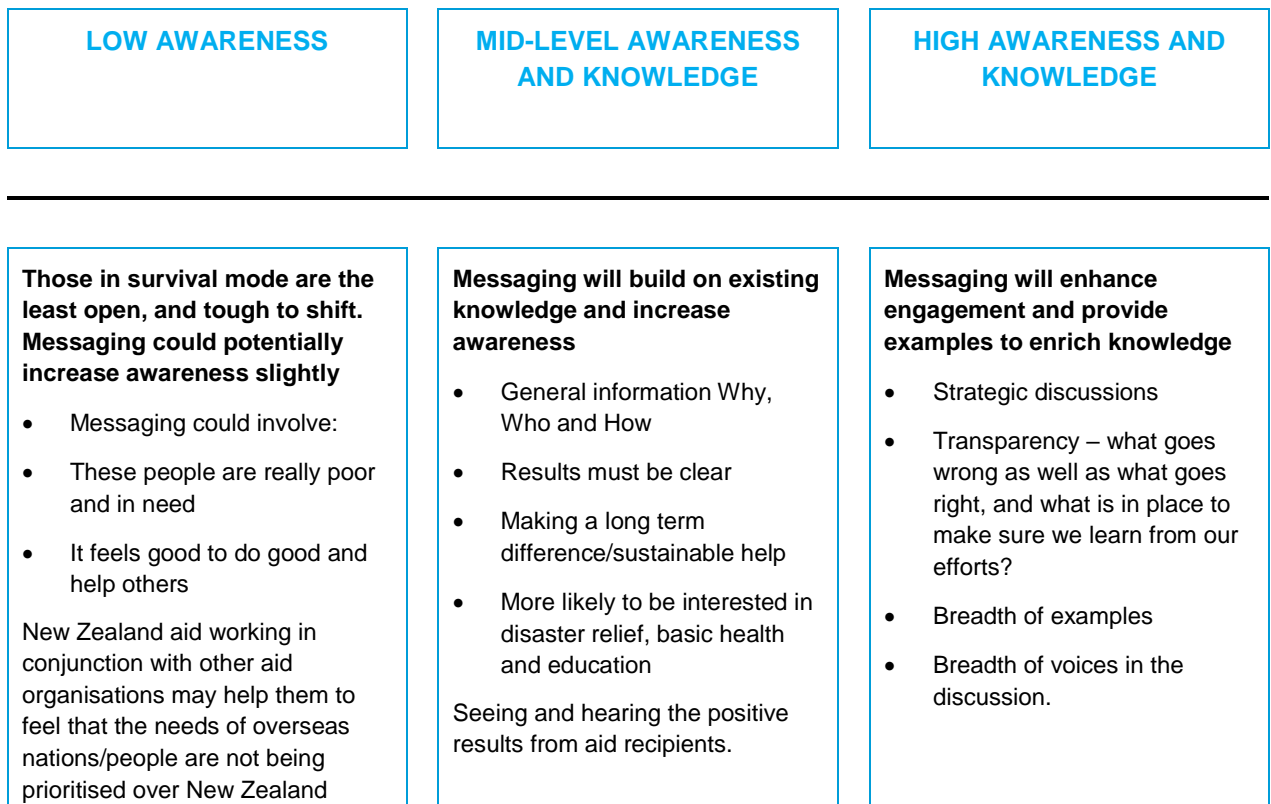
3. What difference is being made?
4. Is it sustainable?

Mainstream media channels are preferred for receiving information about overseas aid, and these include social media and traditional news channels, for example, New Zealand Herald, Stuff etc. Some said that communications could be delivered via other channels like churches, Western Union, libraries and schools.

“I think it would be cool to see advertisements next to Western Union because you think of aid as institutional help or the help you give personally to your family...so I’m at Western Union a lot to help out my grandparents, and it would be cool to pick up a brochure about what New Zealand as a government is doing in those regions because that’s the only time I’m thinking about it.” YOUNGER PACIFIC

COMMUNICATING TO AUDIENCES WITH DIFFERING LEVELS OF KNOWLEDGE AND INTEREST

The following types of messaging will help to increase the general knowledge across the continuum of



RESPONSE TO MFAT BEING IDENTIFIED AS QUANTITATIVE SURVEY SPONSOR

All respondents said they were more likely to complete a survey if they know it is for MFAT – there was no lack of trust or sense that MFAT would do anything with the information other than use it to help develop comms strategy.

- So you know where the information is going
- Civic duty
- Trust
- Having a voice “*having a say in government*”.

KEY OUTTAKES FROM QUALITATIVE

REASONS WHY PEOPLE SUPPORT OR DO NOT SUPPORT OVERSEAS DEVELOPMENT ASSISTANCE

People support development aid because it speaks to doing the ‘right’ thing as a more fortunate and ‘well-off’ country. It helps improve the quality of life of poorer nations and in doing so can be expected to lessen the poorer nations’ need for long term support.

Opposition to aid giving comes from feeling that aid money given to other countries could be better spent addressing issues surrounding poverty in New Zealand.

People can also be suspicious of how aid money is spent and whether or not it makes a difference in the long term.

HOW PERCEPTIONS ARE FORMED, AND WHAT KNOWLEDGE, VALUES OR VIEWS THEY ARE BASED ON

Perceptions of overseas aid are formed in the main by information people receive via the mainstream media. Social economic status (for example, poorer people may feel less generous as they themselves have unmet basic needs, more affluent people may feel that they are lacking in concrete proof of the efficacy of aid and that it could be a ‘bottomless pit’) and the level of thought people like to spend on topics which do not directly relate to them on a day to day level also contribute. People’s own value systems come into play, along with their perception of New Zealand as a supportive country that does its bit to help other less fortunate countries.

While there is a general awareness that the mainstream media may have biases or only show what they want the public to see, their reportage of overseas aid is accepted as being trustworthy, if not basic, mainly focusing on disaster relief.

People do not have a great unmet need for information about overseas aid but most expressed an interest in hearing topline reports of successful aid efforts. Many commented at the end of the focus group that they had enjoyed the discussion more than they anticipated.

PUBLIC PERCEPTIONS ON KEY PACIFIC DEVELOPMENT POLICY COHERENCE ISSUES, SUCH AS TRADE, MIGRATION, LABOUR MOBILITY AND CLIMATE CHANGE

The groups expressed strong reservations about policies that might place strain on already stretched resources such as housing, health and employment. They were sceptical about short term fixes and token gestures and prefer to see real benefits for New Zealand and the world at large.

IMPLICATIONS FOR COMMUNICATIONS STRATEGY

1. The most effective way of growing awareness would appear to be through demonstrating the positive results and outcomes of overseas aid giving. If people can see the long-term, sustainable effect that giving aid has and the fundamental difference it makes to individuals and communities, then it becomes more relevant and meaningful.
2. MFAT must be proactive about communications and inform the public through wider communications – few will actively seek out information on the website, but concise news and soundbites may arouse their interest and curiosity. MFAT should not be self-seeking. The public want to hear what we as New Zealanders are contributing and how it helps others.
3. Public education brings people along on the journey. The more people know, the more they are likely to understand and see the role and value of aid. Share the stories.
4. The most compelling approach is to talk about the hand up vs hand out that aid provides. It is about sustainable resilience rather than short term relief.

SOME BROAD RECOMMENDATIONS FOR THE QUANTITATIVE QUESTIONNAIRE DESIGN

- Define 'overseas aid and development assistance' at the start of the questionnaire
- Mirror the language used by respondents in the focus groups. For example, language around the pros and cons that were identified by respondents in the qualitative stage
- Include examples of current and past types of aid, as per the qual to provide context
- Take into consideration that there will be positive vs negative responses in the survey. Socially acceptable responses are less likely in an online survey than in an interviewer-administered survey. It is likely that there will be more vocal detractors, thus important for question response options to allow for this.



APPENDICES: **QUALITATIVE TOPIC GUIDE AND QUANTITATIVE QUESTIONNAIRE**

QUANTITATIVE SAMPLE

APPENDIX 1: QUALITATIVE DISCUSSION GUIDE

This guide is indicative of the subject matter to be covered. It is designed to allow freedom within the topic area and for the addition of relevant topics, which may arise during the group, to be covered.

INTRODUCTION AND WARM-UP (5 MINS)

Cover:

- Introduce moderator, qualitative research
- Introduce the topic – overseas aid and development– our attitudes and perceptions
- Explain that we will be audio/film recording
- Turn off cell-phone
- Length of interview – about 2 hours
- Explain that responses are confidential and anonymous. No right or wrong answers

Let's turn to the next person and learn a bit about them – then we will introduce them back to the group.

Ask:

- Who they are
- Who is in their household
- What is something they are looking forward to at the moment?

OVERALL UNDERSTANDING OF aid (15 MINS) [the 'why']

The first thing we are going to do is answer a few questions for me on paper. We will then talk about it as a group. It's important to write down what we really think – there may be different opinions expressed and that is perfectly fine.

Thinking about overseas aid and development, I'd like for each of you to write down on the sheet in front of you thoughts on the following:

- What is overseas aid?
- How is overseas aid used?
- Why does overseas aid exist?
- Who receives overseas aid?
- Who gives overseas aid?
- Why is overseas aid given?
- When is overseas aid given?

- When is overseas aid needed?

Discuss as group

Definition of aid: The New Zealand aid Programme invests money, knowledge and skills to help deliver sustainable development and reduce poverty in developing countries. It also provides humanitarian support to save lives and relieve suffering resulting from natural disasters and conflict.

- What is our feedback on this definition?
- Does it change any of the feedback we wrote down at all?

INFORMATION SOURCES (10 MINS)

If participants have not heard or read about overseas aid and development experience, we will re-frame the question to ask about where they would expect to hear or read about it.

Can we think about where you we may have recently heard/seen or read something about overseas aid or development assistance? (Probe: any situations/events you have heard about)

- What have you heard/seen or read about?
- What about specific situations/events that involved New Zealand providing overseas aid or development assistance?

Where did you hear/see or read about these situations/events?

- How was it talked about?

What sources would you look to for information on overseas aid and development? *Probe family/friends/media etc.*

What sources would you trust for information on overseas aid and development? What makes a source credible?

PERCEPTION OF aid [or SUPPORT AND PURPOSE (15 MINS) ['what']

PHOTOSORT: Choose a picture for me which best captures your thoughts and understandings about aid. Tell me why you have chosen this picture

Would you say you support overseas aid and development? Why or why not?

Have you always felt this way or has your opinion of overseas aid and development changed over time? How/why has it changed?

What about other people in your community or your family and friends? Would they support overseas and development? Why or why not?

In your view, what are the good/positive things about overseas aid and development assistance? (please explain your answers)

In your review, what are the 'not so good'/negative things about overseas aid and development assistance? (please explain your answers)

WRITE UP REASONS FOR SUPPORTING AND OPPOSING aid ON BOARD AND LEAVE UP THROUGHOUT DISCUSSION

Moderator will also play 'devil's advocate' (to further refine in consultation with MFAT). This will be used after the discussion had been completed and will be used to broaden the list of 'for' and 'against':

'Pro' aid –

- *overseas aid and development demonstrates our country's good will*
- *it's our job as a developed country to help other countries and people in need*
- *overseas aid and development assistance increases global stability by addressing the root causes of violence (e.g. poverty, lack of economic opportunity, etc.)*
- *if other countries are more prosperous it is good for New Zealand.*
- *overseas aid and development opens new markets and generates opportunity for trade*
- *it's about making sure everyone in the world has access to the basics: healthcare, education, clean water*
- *New Zealanders expect their government to help when other countries are hit by disasters*

'Anti' aid

- *we should look after our own first*
- *overseas aid and development assistance is ineffective*
- *most overseas aid and development assistance doesn't actually reach the people it's intended for*
- *overseas aid and development assistance isn't sustainable (or making any real difference in the long term)*
- *money isn't the solution - bigger systemic changes are needed*

In your view, what changes are needed for you to see overseas aid and development assistance as a good/positive thing or even more positive thing for New Zealand to be do/be involved in? (please explain your answers)

SPECIFIC TYPES OF Overseas aid AND DEVELOPMENT ASSISTANCE (20 MINS) ['what']

Now we want you to think about different types of overseas aid and development. What types of overseas aid and development assistance or you aware of you?

PROBE: What different issues do overseas aid and development assistance address?

Now we're going to share a few examples of different types of overseas aid and development assistance. We're going to split up into groups of two and each group will get two different types of overseas aid and development. Please read through these examples together and then jot down thoughts on the following questions (6 types of aid will be divided amongst the groups and the 7th type of aid will be discussed as a group, the types of aid will be rotated through the groups so one type of aid isn't always in the 7th spot and different types of aid are grouped together):

- Does this type of overseas aid and development assistance fit with your understanding of overseas aid and development assistance?

- Do you agree with the provision of this type of overseas aid and development assistance? Why/why not?
- Do you think this type of overseas aid and development assistance works? Why/why not?
- Assume you support this type of overseas aid and development assistance, how would you convince your neighbour to support it?
- Assume you are against this type of overseas aid and development assistance, how would you convince your neighbour to oppose it?

Present back to group and discuss

If you were head of a government agency that distributed overseas aid and development assistance, which types of aid would you prioritise and why?

SPECIFIC DELIVERERS OF Overseas aid AND DEVELOPMENT ASSISTANCE (20 MINS) ['who']

Do we know any organisations that provide overseas aid and development assistance? What do we know about them? What do they do?

What do you think/feel about them?

Show examples of deliverers of overseas aid and assistance:

International organisations

Charities – often deliver social services

Government may provide support or funding directly to developing country governments

Business – invests in the private sectors

Direct giving

- [Broad questions – like, where you aware of these types of organisations? What do you think/feel about them? Do you think they have a role to play? And other prompts]
- How effective do you think these different organisations are?

MFAT

How do we differentiate between what MFAT does and what other types of organisations that deliver aid do?

- What kind of things do we, as the public, need to know from MFAT about the overseas aid and development assistance that they provide?
- How might that be different for another organisation that is not MFAT who is delivering overseas aid and development assistance?
- How would we expect to hear about the overseas aid and development assistance that MFAT provides? When would we expect to hear from MFAT?

If not already mentioned discussed, we will show the following definition of MFAT:

Show showcard (MFAT to confirm definition): MFAT are The Ministry of Foreign Affairs and Trade. They are responsible for New Zealand's foreign aid efforts, via the New Zealand aid programme.

PACIFIC [the 'where'] (10 MINS)

Do you consider New Zealand to be part of the Pacific (along with Fiji, Samoa or Tonga)?

What are some of the biggest challenges that Pacific countries are facing?

How do issues like poverty, conflict, ill-health or natural disasters in the Pacific affect New Zealand?

How effective do you think New Zealand can be in addressing these challenges with our overseas aid and development assistance? Why do you think this way?

Do you think New Zealand has a responsibility towards Pacific island countries? Is this responsibility greater or less than the responsibility than the responsibility, if there is one, to the rest of the world?

POLICY COHERENCE (10 MINS)

The work that MFAT can impact on overseas communities, as well as communities within New Zealand. For example:

- allowing seasonal workers to come to New Zealand to help with agricultural work and send earnings back to their family and home country;
- long term migration from Pacific countries;
- trade agreements that help poor countries get their products to New Zealand markets;
- action in New Zealand to reduce green-house gas emissions that contribute to dangerous climate change overseas.

WRITE EXAMPLES ON BOARD – SEASONAL AND LONG TERM MIGRATION, LABOUR MOBILITY, TRADE PROMOTION, CLIMATE CHANGE

How would we think if we needed to make changes domestically to support overseas aid and development assistance goals? Would it be different for each of these examples? Explain for each example?

How would you expect these domestic changes to be communicated and framed/presented to the New Zealand community? What would make you support/not support this type of development assistance?

FUTURE (10 MINS)

What types of aid/development assistance would you prioritise? In what countries or regions would you focus New Zealand's overseas aid and development resources? And why? What issues would you focus on (e.g. health promotion, poverty reduction, disaster relief, etc.)?

Based on what we have discussed and the examples we have seen, what changes, if any, would you make to overseas aid and development assistance?

Mind map discussion

WRAP UP (5 MINS)

- Is there anything we haven't covered today that you would like MFAT to know?
- If doing a survey about development aid, would it make a difference to doing it, if people knew it was an MFAT survey (in contrast say, to not being told, or to being told it was for an aid agency, etc.)..

Thank and Close

STIMULUS

DEFINITION OF AID

The New Zealand aid Programme invests money, knowledge and skills to help deliver sustainable development and reduce poverty in developing countries. It also provides humanitarian support to save lives and relieve suffering resulting from natural disasters and conflict.

SPECIFIC TYPES OF AID

Humanitarian aid after disaster:

New Zealand's assistance can include:

- Providing essential relief supplies such as tarpaulins, drinking water and mother and infant kits
- Deploying specially trained and experienced health specialists in the immediate aftermath of a disaster to meet emergency medical needs.

Example

- In Vanuatu New Zealand provided emergency assistance following Tropical Cyclone Pam (2015), Donna (2017) and Hola (2018). Total contribution to the Cyclone Pam response and recovery was NAD 5.5 million with a focus on WASH and education (replacing school curriculum materials and classroom reconstruction). During Cyclone Donna we committed NZD 250,000 for relief efforts (pre-positioned supplies and emergency funding) and following Cyclone Hola we committed NZD 50,000 to assist with surveillance flights and supplies.

Disaster preparedness and risk reduction:

New Zealand's assistance can include

- Investing in early warning systems, public information campaigns about what to do if a disaster strikes, and stocking emergency supplies in at risk countries
- Making sure that when we invest in the construction of buildings or other infrastructure, we carefully consider the location, structure and strength of the infrastructure so that it can withstand events like cyclones, floods and earthquakes.

Example

- Strengthening the islet of Funafuti by fixing the thin strip of land known as the Tegako breach, has improved Tuvalu's land stability in the event of storms and cyclones.

Basic needs (water, health):

New Zealand's assistance can include

- Ensuring that pregnant women, mothers and children have access to basic health care including advice, medication and nutrition support.
- Installing water systems to households so that they have a reliable source of clean, safe water.

Example

- Reducing sanitation health risks and the environmental impact of septic tank systems by supporting the upgrade of sanitation systems across Rarotonga and Aitutaki, in collaboration with the European Union.

- Contributed to a 13.2% reduction in smoking among adults aged 25-64 between 2002 (40.3%) and 2013 (27.1%) through support to health promotion and smoking cessation under the Health Sector Programme.

Capacity building/ training/education:

New Zealand's assistance can include

- Training teachers to build their teaching skills and providing classroom resources to improve the quality of primary and secondary education.

Example

- In Rarotonga - improving the quality of education with initiatives focused on literacy and numeracy, teaching methods and the curriculum, as well as increasing access to learning technologies and accredited qualifications.
- Supported the revision of Tonga's curriculum in four core subjects for Years 1-6; funded the print and distribution of 280,000 teacher manuals, student readers and workbooks, and provided grants to schools - all part of the Tonga Education Support Programme.

Governance

New Zealand's assistance can include

- Training staff and improving systems in government agencies so that countries can manage their finances better, so that public funds are used efficiently and effectively to deliver better services.

Example

- Providing \$7.5m as budget support in 2017/18 to enable the Niue government to deliver core services especially in health and education
- Provided New Zealand \$10m in general budget contributions over 2014-2017 in response to agreed economic reforms by the Kiribati Government. Reforms have included improved management of Kiribati's sovereign wealth fund, improved transparency of fisheries revenues, and changes to enable increased access to telecommunications for the population of South Tarawa; New Zealand has also provided technical assistance to assist Kiribati's strategic planning for the aviation sector.

Environment

New Zealand's assistance can include

- Improving waste water systems so that waste does not flow directly into marine environments and damage the ecosystem
- Training people to identify and manage invasive species (weeds or pests like rats) that threaten the crops or ecosystems that peoples' livelihoods depend on.

Example

- A \$5m package of support to install new photovoltaic panels and battery storage will increase Niue's renewable energy generation from 13% to 40% by 2018.
- Operated the Ma'ama Mai solar farm since 2012 to provide a source of renewable energy, reducing Tonga's reliance on diesel.

Economic opportunity

New Zealand's assistance can include:

- Supporting small business owners to expand their product range, or access new markets and to grow their business
- Upgrading transport and quarantine facilities that are needed for businesses to access export markets.

Example

- In Samoa - Invested in small businesses to lift their performance and sustainability through support to the Small Business Enterprise Centre (SBEC). Every tala of capital spending that the SBEC facilitated has returned WST\$2.30 for the Samoan economy.
- Increasing the safety and efficiency of transport to Tokelau with a new custom-built ship, improvements to ship to shore operations and technical assistance to strengthen safety management systems and to plan and design further improvements to transport.

PROVIDERS OF AID

Business – invests in the private sectors

Example

New Zealand and international companies supply services and goods on a competitive basis to deliver activities ranging from installing solar energy systems to developing Pacific tourism markets.

International Organisations

These partners include international development banks, UN development and humanitarian organisations, and Commonwealth agencies.

Example

Unicef

NGO's (Non-Government Organisations)– often deliver social services

Example

Volunteer Service Abroad, the Fred Hollows Foundation, Red Cross New Zealand aid workers and Trade aid.

Government may provide support or funding directly to developing country governments

Example

- New Zealand Police to build safer communities
- Ministry of Primary Industries to develop biosecurity and fisheries
- New Zealand Customs working on leadership development and institutional strengthening
- Ministry of Business, Innovation and Employment who provide key support to the Regional Seasonal Employment Scheme
- Ministry for Civil Defence and Emergency Management to build disaster resilience.

Personal or Direct Giving

Members of the public, or people living in New Zealand give their own money to causes or relatives directly.

Example

- Crowd sourcing campaigns (like Give A Little) to buy computer equipment for a school in Papua New Guinea
- Loaning a small amount directly to a farmer to buy seeds or tools
- A Pacific Island person working in New Zealand and sending their earnings back home.

POLICY COHERENCE

The work that MFAT can impact on overseas communities, as well as communities within New Zealand. For example:

Action in New Zealand to reduce to green-house gas emissions that contribute to dangerous climate change overseas

How would you feel about the introduction of greater regulations or taxes on petrol or emissions from private cars, or phasing out non- electric cars in 40 – 50 years? What about stricter limits on New Zealand businesses that created green- house gases, and increasing the costs of programmes designed to offset emissions

Long term migration from Pacific countries;

How would you feel if the New Zealand government significantly increased the number of Pacific Island people be able to settle in New Zealand permanently?

Allowing seasonal workers to come to New Zealand to help with agricultural work and send earnings back to their family and home country;

How would you feel if the New Zealand government decided to increase the number of people it allowed to enter New Zealand to do seasonal work, (Like working in orchards picking and packing fruit)?

Trade agreements that help poor countries get their products to New Zealand markets;

How would you feel about the New Zealand government helping in Pacific Islands businesses to gain access to New Zealand markets, and compete more competitively with New Zealand based businesses for customers in New Zealand?

APPENDIX II: QUESTIONNAIRE

Introduction: This survey is about your attitudes towards overseas aid and development assistance. Overseas aid and development assistance is defined as support given by a government to developing countries in order to reduce poverty and help those in need. It doesn't matter if you don't know very much about this topic. We are really interested to hear your opinions.

SCREENING QUESTIONS

Just to start off, we have a few questions about you.

Q1	Please select the region where you currently live	Code	Route
	Northland	1	
	Auckland.....	2	
	Waikato	3	
	Bay of Plenty	4	
	Gisborne.....	6	
	Hawke's Bay	7	
	Taranaki.....	8	
	Whanganui/ Manawatu	9	
	Wellington/ Wairarapa	10	
	Nelson/ Tasman/ Marlborough.....	11	
	West Coast	12	
	Canterbury	13	
	Otago.....	14	
	Southland	15	
	Outside of New Zealand	98	Close

Q2	Please select your gender.[SA]	Code	Route
	Male	1	
	Female.....	2	
	Gender Diverse.....	3	

Q3 Please select your age group from the following list. [SA]

	Code	Route
Below 17 years	1	CLOSE
18 - 24 years	2	
25 – 34 years	3	
35 - 44 years	4	
45 - 59 years	5	
Over 60 years	6	

Q4 Which of these best describes your ethnicity? [MA]

	Code	Route
New Zealand European	1	
New Zealand Māori	2	
Other European (including Australian).....	3	
Cook Island Maori.....	4	
Fijian	5	
Samoan.....	6	
Niuean	7	
Tongan.....	8	
Other Pacific Islander	9	
Chinese	10	
Indian.....	11	
Other Asian.....	12	
Other (please specify)	13	
Prefer not to say	97	

GENERAL KNOWLEDGE AND ATTITUDES TO OVERSEAS AID AND DEVELOPMENT ASSISTANCE (not shown to respondents)

Now we have some questions about overseas aid and development assistance.

Q5	ROTATE	Code	Route
	Below is a list of global goals for sustainable development. Which six of the Sustainable Development Goals do you personally consider most important?		
	Food security and agriculture.....	01	
	Ending world poverty	02	
	Good health and wellbeing	03	
	Quality education	04	
	Gender equality.....	05	
	Clean water and sanitation	06	
	Reduced inequalities across nations	07	
	Affordable and clean energy	8	
	Decent work and economic growth	9	
	Peace and justice.....	10	
	Sustainable cities and communities	11	
	Sustainable use of land – protection of the environment	12	
	Protection of oceans, lakes and waterways	13	
	Climate action / climate change.....	14	
	Industry, innovation and infrastructure	15	
	Responsible consumption and production	16	
	Partnerships across nations to achieve these goals.....	17	
	Other (please specify)	98	
	None of these.....	97	
	Don't know	99	

Q6	Thinking about New Zealand's overseas aid and development assistance - that is aid provided by the New Zealand government to less developed countries overseas - how interested would you say you are in this topic?	Code	Route
	Not at all interested.....	1	
	Not very interested	2	
	Somewhat interested	3	
	Reasonably interested.....	4	
	Very interested.....	5	

Q7	How much would you say you know about the New Zealand Government's overseas aid and development assistance giving?	Code	Route
	Nothing or hardly anything	1	
	Know only a little	2	
	Know something	3	
	Know a reasonable amount.....	4	
	Know a great deal.....	5	

Q8	Do you generally agree or disagree with the New Zealand Government providing aid to less developed countries around the world?	Code	Route
	Strongly disagree	1	
	Disagree.....	2	
	Neither agree nor disagree.....	3	
	Agree	4	
	Strongly agree	5	

Q9 For what reasons do you <insert answer selected in above question> with the New Zealand Government providing aid to less developed countries around the world?
[CODED]

Q10	Based on anything you have heard, read or seen, how effective do you think New Zealand government spending on overseas aid and development assistance is?	Code	Route
	Not at all effective	1	
	Not effective	2	
	Neither effective nor ineffective	3	
	Effective.....	4	
	Very effective	5	
	I haven't heard, read or seen anything about New Zealand government spending on overseas aid	98	
	I have heard, read or seen about New Zealand government spending on overseas aid but I don't know enough to be able to say how effective it is	99	

Q11 **ONLY SHOW IF Q1 – Q5 are selected above.**
For what reasons do you feel the New Zealand government's spending on overseas aid and development assistance is <insert answer selected in above question>?
PROBE: Include anything you have heard, read or seen on the topic of New Zealand's overseas aid and development.
[CODED]

FOCUS ON OVERSEAS AID AND DEVELOPMENT ASSISTANCE IN THE PACIFIC/POLICY COHERENCE (NOT SHOWN IN SURVEY)

Now we have some questions about overseas aid and development assistance provided by the New Zealand government. Currently, the New Zealand Government focuses its overseas aid spending on the Pacific Islands region.

Q12	How much would you say you know about the New Zealand Government’s aid programme to the Pacific Islands region?	Code	Route
	Nothing or hardly anything	1	
	Know only a little	2	
	Know something	3	
	Know a reasonable amount.....	4	
	Know a great deal.....	5	

Q13	How appropriate do you feel it is for New Zealand to focus its overseas aid and development assistance programme on the Pacific Islands region?	Code	Route
	Not appropriate at all.....	1	
	Not very appropriate.....	2	
	Somewhat appropriate	3	
	Reasonably appropriate	4	
	Very appropriate	5	
	Don’t know	97	

ROTATE

Q14 To what extent do you agree/disagree with the following statements?
[SA]

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Don’t know
(R1) New Zealand has more responsibility to the Pacific than other developing countries because they are our neighbours and we have a shared history	01	02	03	04	05	97
(R2) New Zealand should focus its aid in the Pacific because we know the region well and understand specific regional challenges	01	02	03	04	05	97
(R3) New Zealand should focus its aid in the Pacific because our societies are intertwined and we have a large Pacific population in New Zealand	01	02	03	04	05	97
(R4) New Zealand should focus its aid on the Pacific so that their problems don’t become our problems	01	02	03	04	05	97

(R5) New Zealand should focus its aid on the Pacific so that other countries don't have too much political/economic influence in our backyard	01	02	03	04	05	97
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Q15

Code 22 – single response

ROTATE

Which of the following, if any, do you consider to be the most pressing challenges facing the Pacific Islands region? (pick up to three)

	Code	Route
Food insecurity and poor nutrition	01	
Lack of adequate health services	02	
High rates of diabetes, heart disease, and other illnesses	03	
Poor quality education	04	
Lack of jobs in the Islands	05	
High levels of migration away from the Pacific	06	
Sustainable fisheries.....	07	
Sustainable tourism	08	
Being able to recover after emergencies and disasters	09	
Humanitarian response (to emergencies).....	10	
Economic growth, employment and social inequality	11	
Law and justice	12	
Information and communications technology	13	
Environmental protection and climate change	14	
Infrastructure (roads, public buildings, etc)	15	
Water and sanitation.....	16	
Trade	17	
Ethnic tension (e.g. with migrants from within the Pacific or other countries)	18	
Corruption among Pacific Islands governments	19	
Peace and security	20	
Democracy and human rights	21	
Gender equality.....	22	
Other (please specify)	98	
None.....	99	
Don't know	97	

Q16

ROTATE

Some initiatives that the New Zealand Government can undertake to support the Pacific Islands region will have

an effect on New Zealand as well as the Pacific Islands. For each of the following, would you say you are in favour or against

	Totally against	Somewhat against	Neither for nor against	Somewhat in favour	Strongly in favour
(R1) Allowing seasonal workers to come to New Zealand to help with agricultural work in areas with labour shortages and send earnings back to their family and home country	1	2	3	4	5
(R2) Developing trade agreements to help Pacific Island countries get their products to New Zealand markets	1	2	3	4	5
(R3) Taking action in New Zealand to reduce greenhouse gas emissions that contribute to climate change and rising sea levels, which some Pacific countries are particularly affected by.	1	2	3	4	5

Q17 **SHOW ONLY IF R1, R2, R3 = 4 OR 5.**
Only show statements with code 4 or 5 selected.
NO CODING

For what reasons are you **in favour** of:

- a) *Allowing seasonal workers to come to New Zealand to help with agricultural work in areas with labour shortages and send earnings back to their family and home country* _____

- b) *Developing trade agreements to help Pacific Island countries get their products to New Zealand markets* _____

- c) *Taking action in New Zealand to reduce greenhouse gas emissions that contribute to climate change and rising sea levels, which some Pacific countries are particularly affected by* _____

Q18 **SHOW ONLY IF R1, R2, R3 = 1 OR 2.**
Only show statements with code 1 or 2 selected.
NO CODING

For what reasons are you **against**:

- a) *Allowing seasonal workers to come to New Zealand to help with agricultural work in areas with labour shortages and send earnings back to their family and home country* _____

- b) *Developing trade agreements to help Pacific Island countries get their products to* _____

New Zealand markets

c) *Taking action in New Zealand to reduce greenhouse gas emissions that contribute to climate change and rising sea levels, which some Pacific countries are particularly affected by*

SOURCES OF INFORMATION (Not shown in survey)

Now we have a few questions about where you may have read, seen or heard about New Zealand's overseas aid and development assistance programme.

Q19	ASK ALL	Code	Route
	Have you read, seen or heard something in the media about New Zealand's overseas aid spending/giving in the last three months or so?		
	Yes	1	
	No	2	
	Don't recall	9	

Q20	ROTATE. KEEP 98 LAST ASK IF Q19=1	Code	Route
	Where have you read, seen or heard anything about overseas aid?		
	On television	01	
	On the radio	02	
	Read in newspaper	03	
	Read in online newspaper (Stuff, etc)	04	
	Read in magazine	05	
	Saw/read on social media (e.g. Facebook, Instagram, Twitter)	06	
	Newsletter/update from overseas aid organization	07	
	Saw on New Zealand Government website	8	
	Saw on overseas aid organization website	9	
	Blog/Podcast	10	
	Heard from family and/or friends	11	
	Through church	12	
	Other (please specify)	98	

Q21		Code	Route
	<i>ASK FOR EACH SELECTED AT Q20</i>		

How much do you trust that this source will provide you with accurate information on overseas aid and development assistance?

- No trust.....
- Not much trust
- Some trust
- A great deal of trust.....
- Complete trust.....

1	
2	
3	
4	
5	

Q22 Thinking about the amount of information you see and hear about New Zealand’s development aid these days, would you say that you see/hear...

- Far too little
- Too little
- About the right amount.....
- Too much.....
- Far too much

Code	Route
1	
2	
3	
4	
5	

SEGMENTATION QUESTIONS – ATTITUDES TO OVERSEAS AID AND DEVELOPMENT ASSISTANCE (Not shown in survey)

Now we have a few questions about your attitudes towards overseas aid and development assistance.

Q23 ROTATE

How effective do you think the following organisations are in providing overseas aid and development assistance

	Not effective at all	Not effective	Neither effective nor ineffective	Effective	Very effective	Don't know
(R1) The New Zealand government	1	2	3	4	5	9
(R2) Non-Governmental Organisations or charities (e.g. Fred Hollows, Save the Children)	1	2	3	4	5	9
(R3) International or regional organisations (e.g. UNICEF, World Food Programme, Asian Development Bank)	1	2	3	4	5	9
(R4) Private sector businesses or corporations	1	2	3	4	5	9

Q24 ROTATE

How strongly do you agree or disagree with the following statements about New Zealand providing **financial assistance** to developing countries (rotate)

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
(R1) New Zealand should provide overseas aid to help reduce poverty and suffering worldwide	1	2	3	4	5	97
(R2) New Zealand should provide overseas aid to prevent international conflict and promote global stability/security	1	2	3	4	5	97
(R3) New Zealand should provide overseas aid to gain influence in the global community	1	2	3	4	5	97
(R4) New Zealand should provide overseas aid to open new markets and generate opportunities for trade	1	2	3	4	5	97
(R5) New Zealand has no obligation to support less developed countries and should focus on its own domestic issues	1	2	3	4	5	97

ROTATE

Q25 To what extent do you agree/disagree with the following statements?
[SA]

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Don't know
(R3) New Zealand should focus its aid on countries that demonstrate the greatest need, regardless of where they are in the world.....	01	02	03	04	05	97
(R4) New Zealand should focus its aid where it can share/utilise its expertise	01	02	03	04	05	97
(R5) New Zealand should focus its aid in countries that pose the greatest threat to global stability/security.....	01	02	03	04	05	97
(R6) New Zealand should focus its aid on countries/regions that can generate economic benefits for New Zealanders	01	02	03	04	05	97
(R7) New Zealand should focus its aid on countries with which it has cultural/societal connections	01	02	03	04	05	97
(R8) New Zealand should focus its aid on less developed countries that look to it for guidance	01	02	03	04	05	97

Q26 ROTATE

How strongly do you agree or disagree with the following statements? (rotate)

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
(R1) New Zealand has a responsibility to provide what help it can to people who are living in poverty overseas	1	2	3	4	5	97
(R2) If New Zealand provides overseas aid we will be more likely to receive help in future if we ever need it	1	2	3	4	5	97
(R3) There is no point trying to help people in less developed countries as the problem of international poverty is so big, it will never change	1	2	3	4	5	97
(R4) The New Zealand Government needs to give priority to helping poor people in New Zealand before helping people overseas.....	1	2	3	4	5	97
(R5) New Zealand should not provide aid to overseas countries with poor human rights records.....	1	2	3	4	5	97
(R6) Most overseas aid is swallowed up by administration costs and corrupt overseas politicians	1	2	3	4	5	97
(R7) Overseas aid can help increase political stability throughout the world and reduce the threat of war and terrorism	1	2	3	4	5	97
(R8) Providing overseas aid has played a big part in building New Zealand's strong reputation overseas.....	1	2	3	4	5	97
(R9) Providing overseas aid will help New Zealand's long term trade prospects.....	1	2	3	4	5	97
(R10) New Zealand is not wealthy enough to help poor people overseas as well as in New Zealand	1	2	3	4	5	97
(R11) Trade is more effective than aid in helping poorer countries overseas	1	2	3	4	5	97
(R12) The case for New Zealand providing aid is becoming stronger as the world increasingly becomes a global community.....	1	2	3	4	5	97
(R13) Overseas aid creates a cycle of dependency and is not sustainable	1	2	3	4	5	97
(R14) Overseas aid provides people in less developed countries the opportunity to raise themselves out of poverty	1	2	3	4	5	97
(R15) Overseas aid is a modern day form of colonialism and some countries use it to exert their influence and control in less developed countries	1	2	3	4	5	97
(R16) Overseas aid helps to ensure that people around the world have access to	1	2	3	4	5	97

the basics of healthcare, clean water, food and education						
(R17) The effectiveness of overseas aid is not proven – sometimes it helps and sometimes it doesn't	1	2	3	4	5	97
(R18) New Zealand can't help lift other countries out of poverty until it has lifted all of its own people out of poverty	1	2	3	4	5	97

Q27	Which of the following have you done in the last year?	Code	Route
	Donated money to an organisation that helps developing countries	1	
	Volunteered your time to an organisation that helps developing countries ...	2	
	Donated money or time to a voluntary organisation or charity that works in New Zealand	3	
	Donated money to a Give a Little campaign (or similar type of campaign)	4	
	None of the above	97	

Q28	How much do you agree or disagree that New Zealand is currently in a good financial position to give aid money to other countries?	Code	Route
	Strongly disagree	1	
	Disagree	2	
	Neither agree nor disagree	3	
	Agree	4	
	Strongly agree	5	
	Don't know	97	

Q30	Are you a member of any of the following types of organisations?	Code	Route
	A service organisation (e.g. Rotary, Lions, Zonta, etc.)	1	
	An environmental organisation (e.g. Greenpeace, New Zealand Forest & Bird Society)	2	
	A humanitarian organisation (Amnesty International, World Vision, Unicef, etc)	3	
	None of the above		

Q31	Which of the following Pacific countries do you think are part of the Realm of New Zealand. That means that they are constitutionally linked to New Zealand and their citizens are also New Zealand citizens? – MA (Choose all those you think apply)	Code	Route

Cook Islands	1	
Fiji	2	
Kiribati	3	
Nauru	4	
Niue	5	
Samoa	6	
Solomon Islands	7	
Tokelau	8	
Tonga	9	
Tuvalu	10	
Vanuatu	11	
New Caledonia	12	
Norfolk Island	13	
Don't know	99	

Finally, just a few more questions about you and your household.

Q32		Code	Route
	What is your current occupation?		
	Student – (Secondary or tertiary)	1	
	Home duties (not otherwise in paid employment)	2	
	Social Welfare Beneficiary / Unemployed	3	
	Retired / Super annuitant	4	
	Clerical or sales employee	5	
	Semi-skilled worker	6	
	Technical or skilled worker	7	
	Business proprietor or self-employed	8	
	Business manager or executive	9	
	Teacher / Nurse / Police or other trained service worker	10	
	Professional or Senior Government Official	11	
	Labourer, Manual, Agricultural or Domestic worker	12	
	Farm owner or manager	13	
	Other (please specify)	98	

Q33	ASK ALL	Code	Route
	What is the highest qualification you have? [SA]		
	No qualification	1	
	NCEA level 1 or School Certificate	2	
	NCEA level 2 or Sixth Form Certificate	3	
	NCEA level 3 or University Entrance bursary or scholarship	4	
	Level 4, 5 or 6 - a trade or polytechnic qualification	5	
	A bachelor's degree	6	
	Postgraduate degree / diploma / certificate or higher (e.g. Masters, Doctorate)	7	
	Other	98	

Q34		Code	Route
	Which income range describes your yearly household income?		
	Less than \$40,000.....	1	
	\$40,001 - \$60,000.....	2	
	\$60,001 - \$80,000.....	3	
	\$80,001 - \$100,000.....	4	
	\$100,001 - \$120,000.....	5	
	\$120,001 - \$140,000.....	6	
	Higher than \$140,000.....	7	
	No working/ no personal income	8	
	Prefer not to say	99	

Q35		Code	Route
	Have you travelled to a Pacific Island country in the last three years?		
	Yes	1	
	No	2	

Q36		Code	Route
	Have you travelled overseas, excluding the Pacific Islands and Australia in the last three years?		
	Yes	1	
	No	2	

Q37	Which ONE of the below best describes the area where you live in ?	Code	Route
	A major centre (e.g. Auckland, Wellington, Christchurch, Dunedin).....	1	
	A provincial city (e.g. Napier, Hastings, Tauranga, Timaru, Palmerston North).....	2	
	A provincial town (e.g. Masterton, Westport, Kaikoura).....	3	
	A rural area.....	4	

FUTURE RESEARCH

Q38	It is possible further research will be undertaken on this topic in the future. Would you be willing for Nielsen to contact you again and invite you to take part in future research?	Code	Route
	Yes	1	
	No	2	

APPENDIX III: QUANTITATIVE SAMPLE PROFILE

The tables below show details of the sample achieved. The first column indicates the numbers of respondents who responded to the survey, the second column indicates the number once the sample was weighted according to 2013 Census data (**by age and gender**) and the third column indicates the proportion of the total sample, for the weighted sub-groups.

GENDER

AGE	Unweight- ed count	Weighted count	Weighted %
Male	564	588	48%
Female	665	641	52%

The gender question asked included a 'gender diverse' response option alongside male and female. Six respondents chose this option. For weighting purposes these responses were included in the larger group 'female'.

AGE

	Unweight -ed count	Weighted count	Weighted %
18-24 years	175	157	13%
25-34 years	227	198	16%
35-44 years	226	220	18%
45-59 years	320	331	27%
60 years +	281	323	26%

ETHNICITY

	Unweight- ed count (N)	Weighted count (N)	Weighted %
New Zealand European	701	948	69%
Māori	313	139	11%
Pacific peoples	185	66	6%
Asian	126	135	11%
Other	89	24	10%

REGION

	Unweight- ed count (N)	Weighted count (N)	Weighted %
Auckland	443	407	33%
Upper North Island (excluding Auckland)	252	246	20%
Lower North Island	268	277	23%
South Island	266	299	24%

URBANISATION

	Unweight- ed count (N)	Weighted count (N)	Weighted %
A major centre	713	707	58%
A provisional city	260	272	22%
A provisional town	133	134	11%
A rural area	123	116	9%

HOUSEHOLD INCOME

	Unweighted count (N)	Weighted count (N)	Weighted %
Less than \$40,000	315	296	24%
\$40,001 - \$60,000	215	211	17%
\$60,001 - \$80,000	159	168	14%
\$80,001 - \$100,000	103	105	9%
\$100,001 - \$120,000	97	97	8%
\$120,001 - \$140,000	52	59	5%
More than \$140,000	85	93	8%
Not working/no personal income	29	21	2%

OCCUPATION

	Unweighted count (N)	Weighted count (N)	Weighted %
Student - (Secondary or tertiary)	90	86	7%
Home duties (not otherwise in paid employment)	105	110	9%
Social Welfare Beneficiary / Unemployed	98	98	8%
Retired / Super annuitant	223	221	18%
Clerical or sales employee	119	123	10%
Semi-skilled worker	79	74	6%
Technical or skilled worker	102	98	8%
Business proprietor or self-employed	69	73	6%
Business manager or executive	61	62	5%
Teacher / Nurse / Police or other trained service worker	106	110	9%
Professional or Senior Government Official	62	61	5%
Labourer, Manual, Agricultural or Domestic worker	62	62	5%
Farm owner or manager	3	2	0
Other	51	49	4%

QUALIFICATIONS

	Unweight- ed count (N)	Weighted count (N)	Weighted %
No qualification	133	111	9%
NCEA level 1 or School Certificate	102	99	8%
NCEA level 2 or Sixth Form Certificate	128	120	10%
NCEA level 3 or University Entrance bursary or scholarship	143	145	12%
Level 4, 5 or 6 - a trade or polytechnic qualification	268	268	22%
A bachelor's degree	232	254	21%
Postgraduate degree / diploma / certificate or higher	184	199	16%
Other	39	32	3%

INVOLVEMENT WITH DEVELOPMENT AID ORGANISATION

	Unweight- ed count	Weighted count	Weighted %
Yes – volunteered time or money	784	777	63%
No	445	452	37%

TRAVELLED TO PACIFIC ISLANDS

	Unweight- ed count	Weighted count	Weighted %
Yes, travelled to Pacific Island	296	272	22%
No	933	957	78%

TRAVELLED OVERSEAS, EXCLUDING PACIFIC ISLANDS

	Unweight- ed count	Weighted count	Weighted %
Yes, travelled overseas	479	519	42%
No	750	710	58%

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.

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