

Follow-up survey of the New Zealand public

To measure the impact of their experience with First World War Centenary commemorations

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Date: 4 February 2019

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Executive summary

Background and objectives

In 2012, the Ministry for Culture and Heritage's WW100 Programme Office (the Office), in conjunction with Te Papa Tongarewa and the Auckland War Memorial Museum, commissioned Colmar Brunton to carry out an online survey of New Zealanders aged 15 years or over. The purpose of the research was to benchmark New Zealanders' knowledge, understanding and beliefs about the First World War, and to determine their attitudes towards and interest in potential activities to commemorate the Centenary.

In 2016, after the first half of the commemorative period was over, the Office commissioned Colmar Brunton to conduct an interim survey, building on the 2012 survey, to assess whether or not New Zealanders' knowledge and understanding of the First World War has been enhanced over this period, and to help inform the future direction of the Centenary commemorations.

The 2018 follow-up survey was also conducted by Colmar Brunton and took place at the end of the commemorative period. The main purpose of the research is to assess the overall impact of New Zealanders' experience with the First World War Centenary commemorations.

Research methodology

In total, 4,010 New Zealanders aged 15 years or over completed the follow-up survey online¹ from 21 November to 12 December 2018. The maximum margin of error on the total sample of 4,010 is $\pm 1.5\%$ (at the 95% confidence level and assuming simple random sampling).

Data has been weighted by age within gender within region, and by ethnicity to ensure the sample is representative of the New Zealand population aged 15+ on these variables.

A detailed demographic profile of the sample is provided in Appendix A of this report.

Key results

The main findings from the research are presented below.

New Zealanders' knowledge of the First World War has improved over the commemorative period

Self-reported knowledge of New Zealand's involvement in the First World War has deepened

- 39% of New Zealanders say they have more than a basic understanding of New Zealand's involvement in the First World War, this is significantly higher than 2012 (31%).
- 83% of New Zealanders say they have at least a basic understanding, again this is significantly higher than in 2012 (79%).

Unprompted awareness of the First World War and its impacts has increased

- Words that more frequently come to New Zealanders' minds when they hear 'the First World War' include tragic, terrible, waste of life, sacrifice, suffering, sadness, destruction, Franz Ferdinand, Anzac, Passchendaele, and Armistice. Responses to this open-ended question suggest a greater appreciation for what people of the time endured, and higher awareness of some of the people, places and events involved.

¹ The main limitation of the online survey methodology is that the sampling frame excludes people who do not have access to the internet (23% of New Zealand households in the 2013 Census). Lower socio-economic groups are over-represented among those without internet access. It is therefore important to acknowledge that the survey results provide an overall picture of the New Zealand public, but the survey cannot be considered truly representative of all groups, as online panels exclude New Zealand households without access to the internet.

Prompted awareness of how the First World War impacted those who remained in New Zealand has increased

- 87% of New Zealanders are aware of at least one of the impacts they were shown, this is significantly higher than in 2016 (81%).
- New Zealanders' awareness of the following impacts has risen significantly since 2016:
 - Establishment of military training camps in New Zealand (50% versus 41% in 2016)
 - Public fundraising to support the war effort (41% versus 31% in 2016)
 - Toll of the 1918 influenza pandemic on the New Zealand population (41% versus 38% in 2016)
 - Introduction of censorship e.g. of the mail, telecommunications, the media (30% versus 24% in 2016)
- More women joining the workforce remains the most well known impact overall (66%).

Prompted awareness of how Māori and Pacific peoples were involved in the First World War is high

- 84% of New Zealanders are aware of at least one of the ways in which Māori and Pacific peoples were involved.
- The most common being the Māori Battalion (Pioneer Battalion) (70%), although awareness is broader than this, with respondents recognising 2.5 ways in which they were involved on average.

Over half of all New Zealanders know why their country became involved in the First World War

- Responses to this open-ended question show that:
 - 54% of New Zealanders know New Zealand became involved due to our allegiance to the British Empire (without being prompted).

New Zealanders are more likely to believe the First World War has been relevant in shaping our national identity

- 82% of New Zealanders believe the First World War has been relevant in developing our national identity to some extent, this is significantly higher than in 2012 (77%).
- Perceived relevance has strengthened overtime, with more New Zealanders considering the First World War to have been very relevant (36% versus 26% in 2012).

New Zealanders still tend to believe more New Zealanders were killed at Gallipoli than on the Western Front (57%), but awareness the Western Front was the deadliest battle has increased

- 26% of New Zealanders are aware more people were killed on the Western Front, this is significantly higher than in 2012 (17%).

Most New Zealanders consider the First World War Centenary commemorations to have been worthwhile and engaged with them in some way

Most New Zealanders feel it was important for our country to commemorate the Centenary of the First World War

- 89% of New Zealanders place some level of importance on commemorating the Centenary, this is consistent with the proportion in 2012 (88%).
- Perceived importance has strengthened overtime, with more New Zealanders believing it is very important to commemorate the Centenary (56% versus 48% in 2012).

Widespread engagement with the commemorations occurred across the country and among key demographic groups

- 93% of New Zealanders engaged in at least one First World War related activity or event since 2014. Māori, Pacific peoples and 15 to 24 year olds are just as likely to have engaged as all New Zealanders. Rural and urban residents are equally likely to have engaged in some way.

First World War related exhibitions and commemorative ceremonies are the main ways people engaged, along with visiting a First World War Memorial in New Zealand or viewing television documentaries about the First World War

- 71% of New Zealanders say they have attended a First World War related exhibition at a museum or gallery since 2014.
- 41% of New Zealanders say they attended or participated in at least one WW100 project during the commemorative period, the most common being the Gallipoli: The scale of our war exhibition at Te Papa (30% say they attended), and The Great War Exhibition created by Sir Peter Jackson (21% say they attended).
- 57% of New Zealanders indicate they watched, attended, participated or followed at least one commemorative ceremony such as a dawn service or other ceremony since 2014. Engagement was two and a half times higher for Anzac Day ceremonies (53% engaged in some way), than Armistice Day ceremonies (23% engaged in some way).
- 60% of New Zealanders say they have visited a First World War Memorial in New Zealand since 2014.
- 58% of New Zealanders say they have watched a television documentary about the First World War since 2014.

New Zealanders who engaged with the commemorations experienced positive outcomes

The commemorations evoked a range of feelings in those who engaged in them

- The main feelings those who engaged in the First World War Centenary commemorations experienced as a result of their engagement are as follows:
 - 92% felt sad at the futility of war, 49% felt this deeply.
 - 88% felt empathy with what life was like for New Zealanders in the war, 33% felt this deeply.
 - 86% felt determined to build a better world, 26% felt this deeply.
 - 85% felt proud of the sacrifices made by New Zealanders in the war, 36% felt this deeply.
 - 82% felt reflective on how issues faced by people in the First World War are still happening in the world today, 23% felt this deeply.
 - 81% felt part of a shared historic moment, 21% felt this deeply.

Engagement with the commemorations reinforced the importance of New Zealand's commitment to peace and improved understanding of the impact of the First World War on our country

- 71% of those who engaged in the commemorations agree it reinforced for them the importance of New Zealand's commitment to peace.
- 62% of those who engaged agree it improved their understanding of the wider impact of the war on New Zealand.
- 54% of those who engaged in the commemorations were left with some kind of lasting impression. Commemorative events and exhibitions attended were most likely to have facilitated this, the most common impressions being there was a needless loss of so many lives, and that the people of that time suffered and sacrificed a great deal.
- 50% of those who engaged in some way say the commemorations made them think about past, present or future. The main reflections were about the sacrifices people made in the past so they could have a brighter future, that alternative measures should be taken so that war is avoided, and that we are lucky to live in a time of peace which reinforced the importance of peace.

The First World War Centenary commemorations had a particularly positive impact on Māori

Māori have a higher level of self-reported knowledge about the First World War than in 2012, and increased awareness of the impacts on those who remained in the country during the War. Māori are also more aware of the ways Māori and Pacific peoples were involved in the First World War than all New Zealanders.

Māori were more likely than average to have engaged in the commemorations to feel connected i.e. to the historic moment, to their community, and to their ancestors. Findings suggest this desire for personal connection through the commemorations was achieved, and that Māori were more likely than average to have experienced a range of positive feelings as a result (see table Q24a in Appendix B).

Māori place greater relevance on the First World War and greater importance on commemorating it than all New Zealanders, and are more likely than average to say they will attend future commemorative ceremonies in New Zealand, such as dawn services.

Conclusions

New Zealanders now better understand the impact the First World War had on New Zealand as a nation, and its impact on our people, not just those from the past, but also present day and future generations of New Zealanders. The First World War Centenary commemorations have contributed to this increased depth of knowledge.

New Zealanders' greater awareness of the sacrifice and suffering their ancestors endured has helped reinforce their support for New Zealand's ongoing commitment to peace, and the importance of our relationships with allies.

Further indicators of the success of the WW100 programme include New Zealanders' widespread engagement with the First World War Centenary commemorations across all corners of the country and among different age and ethnic groups, and the stronger level of importance New Zealanders place on the commemorations.

Despite the commemorative period being over, First World War commemorations will play an ongoing role for New Zealanders (and in particular Māori) going forward, as many intend to engage with commemorative events in the near future.

Background and objectives

The WW100 Programme Office (the Office) was established as a standalone unit within the Ministry for Culture and Heritage (the Ministry), with effect from 1 January 2012. It is co-funded by the Ministry for Culture and Heritage, Ministry of Foreign Affairs and Trade, New Zealand Defence Force and Department of Internal Affairs. Its purpose is to provide leadership and coordination for New Zealand's First World War Centenary Programme, and to manage the projects identified by the government as national legacy projects.

The aim of the WW100 Programme is to foster appreciation and remembrance of how the First World War affected our nation and its place in the world, both at the time and beyond.

The specific objectives of the WW100 Programme are to:

- Commemorate New Zealanders' service and sacrifice in the First World War
- Explore how New Zealanders' war experiences helped to shape our distinct and evolving national identity and aspirations
- Highlight New Zealand's enduring commitment to peace, global security and international cooperation
- Strengthen New Zealand's bilateral relationships with Australia and all other participants in the First World War
- Deepen understanding of the First World War by telling and preserving stories about New Zealanders' war experiences at home and abroad
- Provide a living legacy of the war's impacts and on-going significance, so current and future generations are more informed.

In 2012, prior to the commencement of commemorative activities, the Office, in conjunction with Te Papa Tongarewa and the Auckland War Memorial Museum, commissioned Colmar Brunton to undertake an online survey of New Zealanders aged 15 years or over. The purpose of the research was to benchmark New Zealanders' knowledge, understanding and beliefs about the First World War, and to determine their attitudes towards and interest in potential commemorative activities.

After the first half of the commemorative period was over, the Office commissioned Colmar Brunton to conduct an interim survey, building on the 2012 survey, to assess whether or not New Zealanders' knowledge and understanding of the First World War had been enhanced over this period, and to help inform the future direction of the Centenary commemorations.

In 2018, at the end of the commemorative period, the Office once again commissioned Colmar Brunton to conduct a follow-up survey to assess the overall impact of New Zealanders' experience with First World War Centenary commemorations.

Research methodology

Data collection

The 2018 research used a consistent approach with the 2012 benchmark survey and the 2016 interim survey. The target number of interviews set for each of the surveys is as follows (4,000 in 2012, 2,000 in 2016 and 4,000 in 2018).

In total, 4,010 New Zealanders aged 15 years or over completed the follow-up survey online. The average interview length was around 20 minutes. Fieldwork took place from 21 November to 12 December 2018. The response rate was 31%. The maximum margin of error on the total sample of 4,010 is $\pm 1.5\%$ (at the 95% confidence level and assuming simple random sampling).

Sampling and weighting

Respondents were sampled from Colmar Brunton's online panel of over 100,000 New Zealanders, and panel partners. Detailed quotas were set by age within gender within region. The number of completed interviews across key ethnic groups was also monitored.

The data was post-weighted by age within gender within region, and by ethnicity to ensure the sample is representative of the New Zealand population aged 15+ on these variables.

A detailed demographic profile of the sample is provided in Appendix A of this report.

Survey limitation

The main limitation of the online survey methodology is that the sampling frame excludes people who do not have access to the internet (23% of New Zealand households in the 2013 Census). Lower socio-economic groups are over-represented among those without internet access. It is therefore important to acknowledge that the survey results provide an overall picture of the New Zealand public, but the survey cannot be considered truly representative of all groups, as online panels exclude New Zealand households without access to the internet.

Questionnaire

The 2018 questionnaire is based on the 2012 and 2016 ones, but extensive changes were made (in consultation with Colmar Brunton, Te Papa, Auckland War Museum and the Ministry) to reflect the follow-up nature of the 2018 survey, and to ensure the information collected was relevant to the Office's current needs. Certain questions were therefore added or removed and others were reworded. A copy for the 2018 questionnaire is included in Appendix C of this report.

Notes to the reader

Time series analysis

Comparisons between the 2018, 2016 and 2012 results are generally only possible where exactly the same question was asked in those surveys. Comparisons to the 2016 results are only made in the absence of 2012 results.

Subgroup analysis

Subgroup analysis has been undertaken for key demographic groups that are of interest to the Office i.e. 15 to 24 year olds, Māori, and Pacific peoples.

Statistically significant differences

All commentary relating to changes in the results over time, or differences in the 2018 results by demographic subgroup, refers to differences which are statistically significant at the 95% confidence level.

Survey results

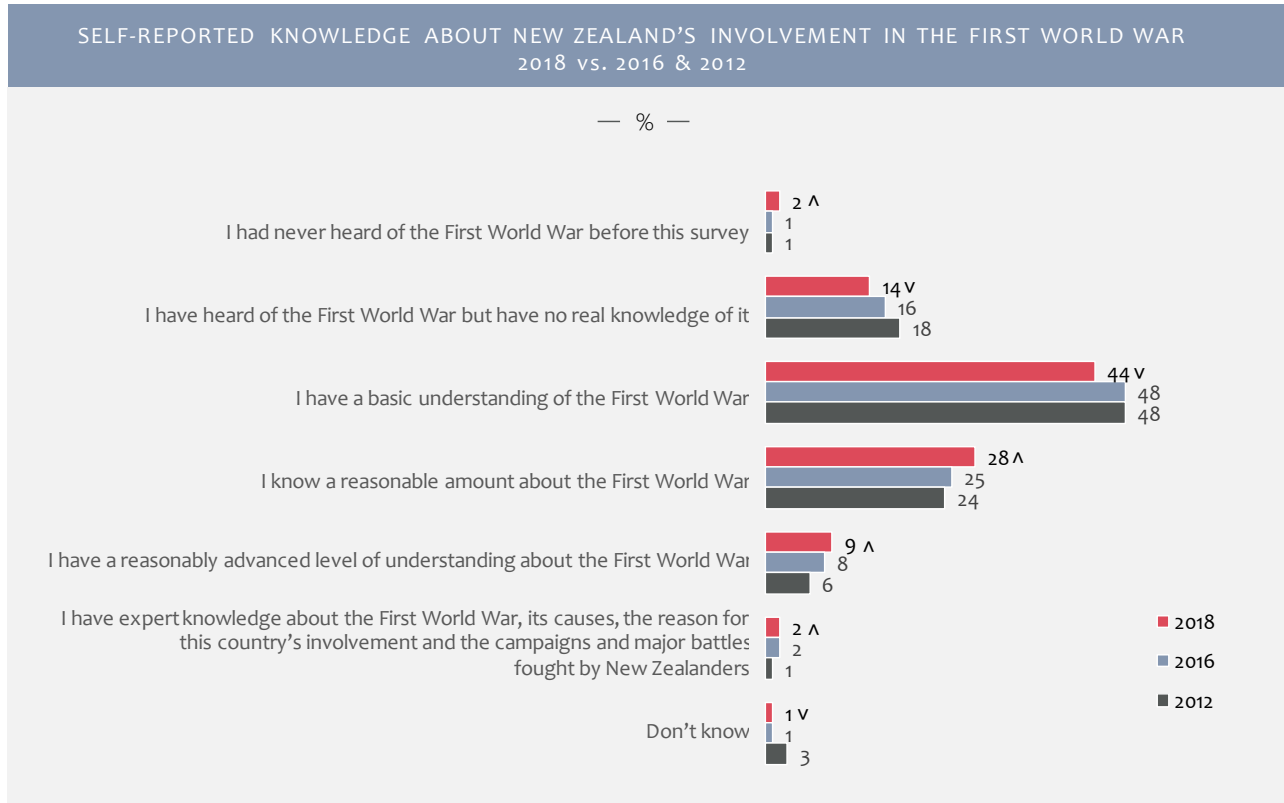
Knowledge of the First World War

This section explores different aspects of New Zealanders’ knowledge of the First World War.

Self-reported knowledge of the First World War

Respondents in the 2012, 2016 and 2018 surveys were presented with a list of statements and asked to select the one which best describes how much they know about New Zealand’s involvement in the First World War.

Results are displayed in the chart below.



Base: All respondents 2012 (n=4,017); 2016 (n=2,001); 2018 (n=4,010)

Source: Q1

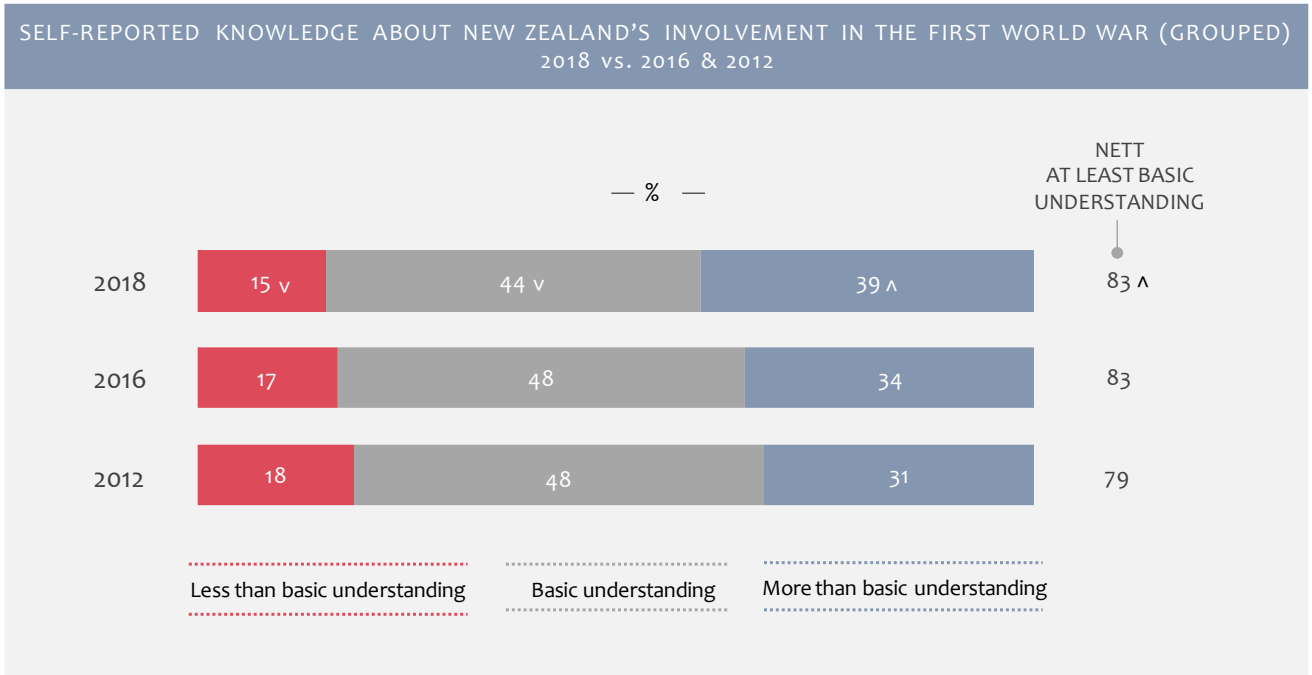
^v Significantly higher or lower than 2012

Most New Zealanders consider themselves to have at least a basic level of knowledge about New Zealand’s involvement the First World War (83%), this is a higher proportion than in 2012 (79%). There has been a shift away from some of the lower levels of self-reported knowledge towards the higher levels over time.

To further illustrate the increased depth of New Zealanders’ self-reported knowledge over time, the response categories have been grouped into:

- Less than basic understanding (never heard of First World War or heard of it, but have no real knowledge of it)
- Basic understanding (basic understanding of the First World War)
- More than basic understanding (know reasonable amount, reasonably advanced level of understanding, and expert knowledge).

Results are shown in the chart below.

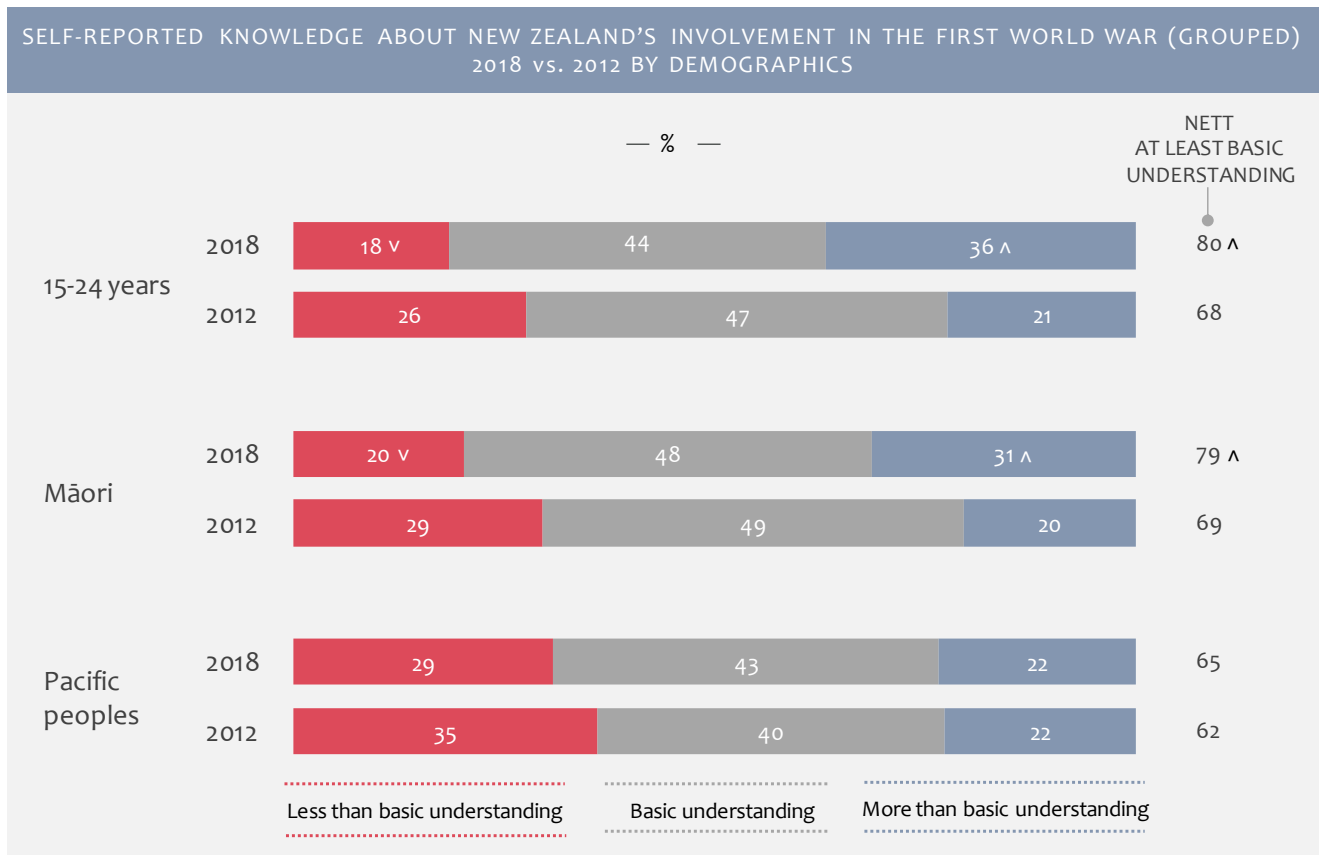


Base: All respondents 2012 (n=4,017); 2016 (n=2,001); 2018 (n=4,010)
 Source: Q1
 ^v Significantly higher or lower than 2012
 Note: Don't know responses are not shown

The proportion of New Zealanders who say they have more than a basic understanding of the First World War has increased since 2012 (up 8 percentage points), and the proportion who say they have less than a basic understanding has decreased since 2012 (down 3 percentage points).

Demographic patterns

The following chart outlines the levels of self-reported knowledge among 15 to 24 year olds, Māori, and Pacific peoples over time.



Base: 15-24 years 2012 (n=751), 2018 (n=604); Māori 2012 (n=413), 2018 (n=416); Pacific peoples 2012 (n=140), 2018 (n=120)
Source: Q1
^v Significantly higher or lower than 2012
Note: Don't know responses are not shown

Higher proportions of young New Zealanders aged 15 to 24 years and Māori say they have more than a basic level of knowledge about the First World War than in 2012. Results for Pacific peoples are stable.

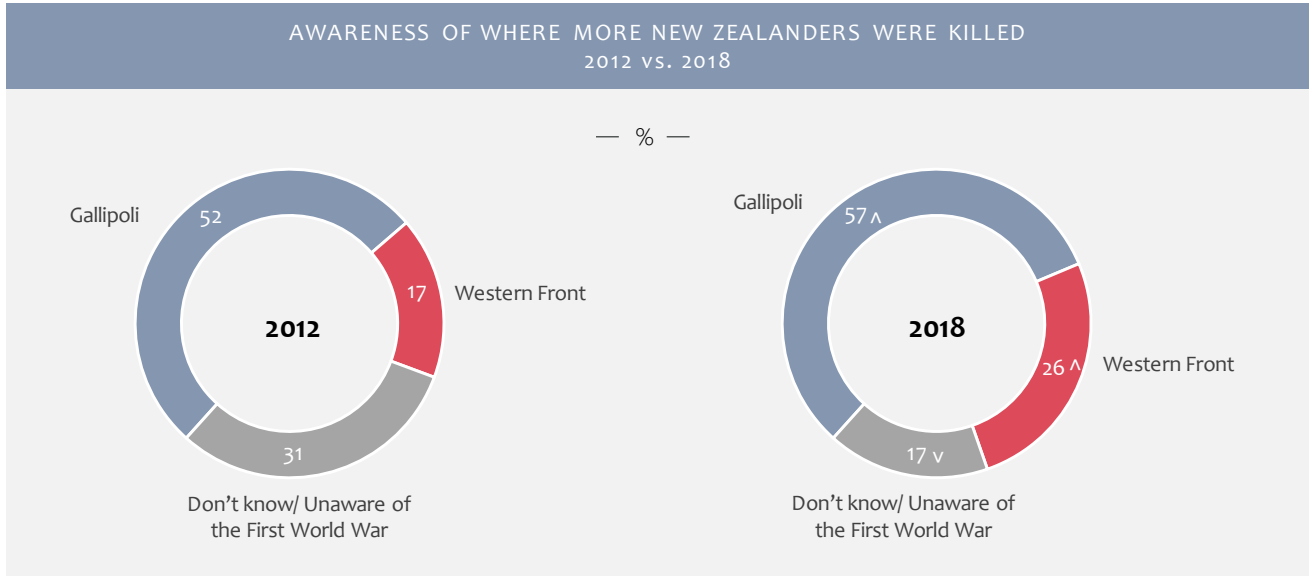
Further analysis shows that highly educated New Zealanders with a university postgraduate qualification are most likely to have more than a basic understanding of this country's involvement in the First World War (54% versus 39% of all New Zealanders). However, the increase in self-reported knowledge of the First World War since 2012 cannot merely be attributed to respondents' education levels, as the proportion of New Zealanders aged 15+ years that have a a university postgraduate qualification has not changed significantly since 2012 (the proportion is similar in the 2012 and 2018 surveys).

New Zealanders who engaged with the Centenary commemorations in some way are more likely than those who did not engage to have more than a basic understanding of New Zealand's involvement in the First World War (41% versus 9% of those who did not engage in any way).

Awareness of New Zealand’s deadliest military battle

The word clouds on the previous page show New Zealanders strongly associate the First World War with death and Gallipoli. In both the 2012 and 2018 surveys respondents were asked whether more New Zealanders were killed at Gallipoli or on the Western Front (which is the correct answer).

Results are presented in the chart below.

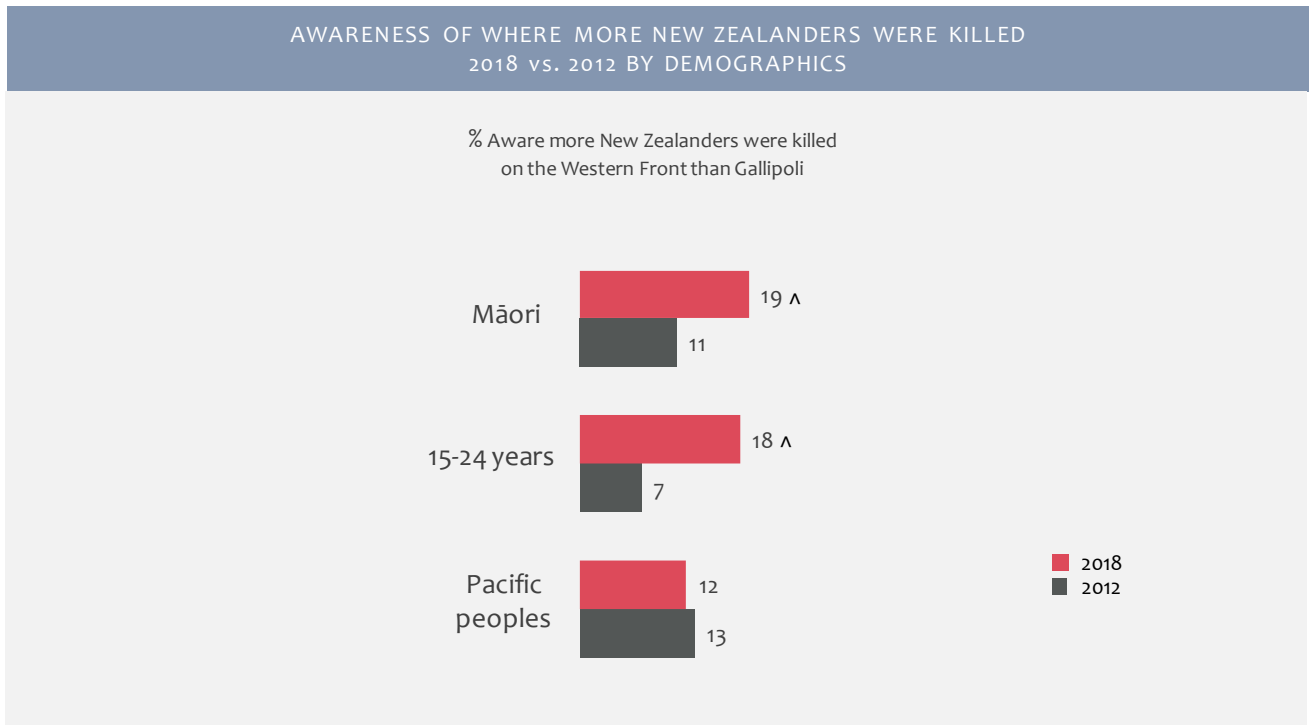


Base: All respondents 2012 (n=4,017); 2018 (n=4,010)
Source: Q4
Δ∇ Significantly higher or lower than 2012

The misconception that Gallipoli had the highest death-toll remains. Well over half believe Gallipoli was New Zealand’s deadliest battle, the proportion has in fact increased by 5 percentage points since 2012. Promisingly, the proportion who know that more lives were lost on the Western Front has also increased (up 9 percentage points), and fewer New Zealanders say they are unsure (down 14 percentage points).

Demographic patterns

Results for 15 to 24 year olds, Māori, and Pacific peoples are illustrated in the chart below.



Base: 15-24 years 2012 (n=751), 2018 (n=604); Māori 2012 (n=413), 2018 (n=416); Pacific peoples 2012 (n=140), 2018 (n=120)

Source: Q4

^V Significantly higher or lower than 2012

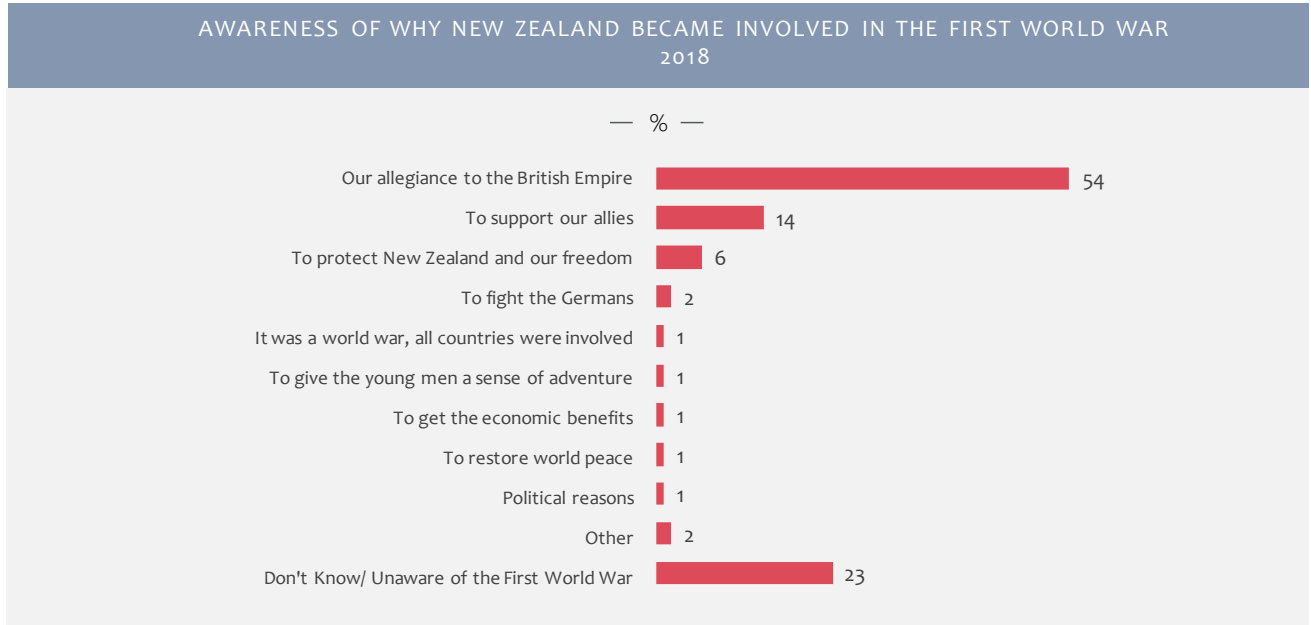
For all three groups the majority still believe Gallipoli was where more deaths occurred, but higher proportions of Māori and young New Zealanders now know the Western Front was where more New Zealanders were killed. No significant change is evident for Pacific peoples.

New Zealanders who engaged with the Centenary commemorations in at least one way are more likely than those who did not engage to know more New Zealanders were killed on the Western Front (28% versus 7% of those who did not engage in any way).

Awareness of why New Zealand became involved in the First World War

2018 respondents were asked what they think are the main reasons New Zealand became involved in the First World War. Responses to this open-ended question have been coded to determine the most common themes.

Results are displayed in the chart below.



Base: All respondents 2018 (n=4,010)
Source: Q3

By far the main reason New Zealanders give for New Zealand joining the war is its loyalty and a sense of obligation to the British Empire (54%).

Demographic patterns

Allegiance to the British Empire is also the main reason given by Māori (42%), 15 to 24 year olds (39%), and Pacific peoples (30%). Although, younger New Zealanders and Pacific peoples are more likely than average to say they don't know why New Zealand became involved in the war (31% and 36% respectively versus 23% of all New Zealanders).

New Zealanders who engaged with the Centenary commemorations in some way are more likely than those who did not engage to know our country became involved in the First World War due to our allegiance to the British Empire (57% versus 20% of those who did not engage in any way).

Verbatim comments

A selection of comments which illustrate the main reasons given are shown below.

Our allegiance to the British Empire.

“Most New Zealanders regarded themselves as British and Britain as home, so there were few doubts about fulfilling our obligations to the Empire in its moments of crisis.”

“As a Dominion of Great Britain, New Zealand entered the war in support of the 'Motherland'.”

“New Zealand still had strong links with the United Kingdom and as the saying went then "where Britain goes, we go.”

To protect New Zealand and its freedom.

“To protect New Zealand. If allies lost the war, the victor may spread to other countries.”

To support our allies, fight the Germans, and restore world peace.

“New Zealanders have strong moral principles and would be one of the first to step in to help. New Zealand was against all that the enemy stood for and was in the Commonwealth so wanted to be part of the battle for world peace.”

“Because it was a world war and New Zealand had partnerships with other countries that were heavily involved in the war.”

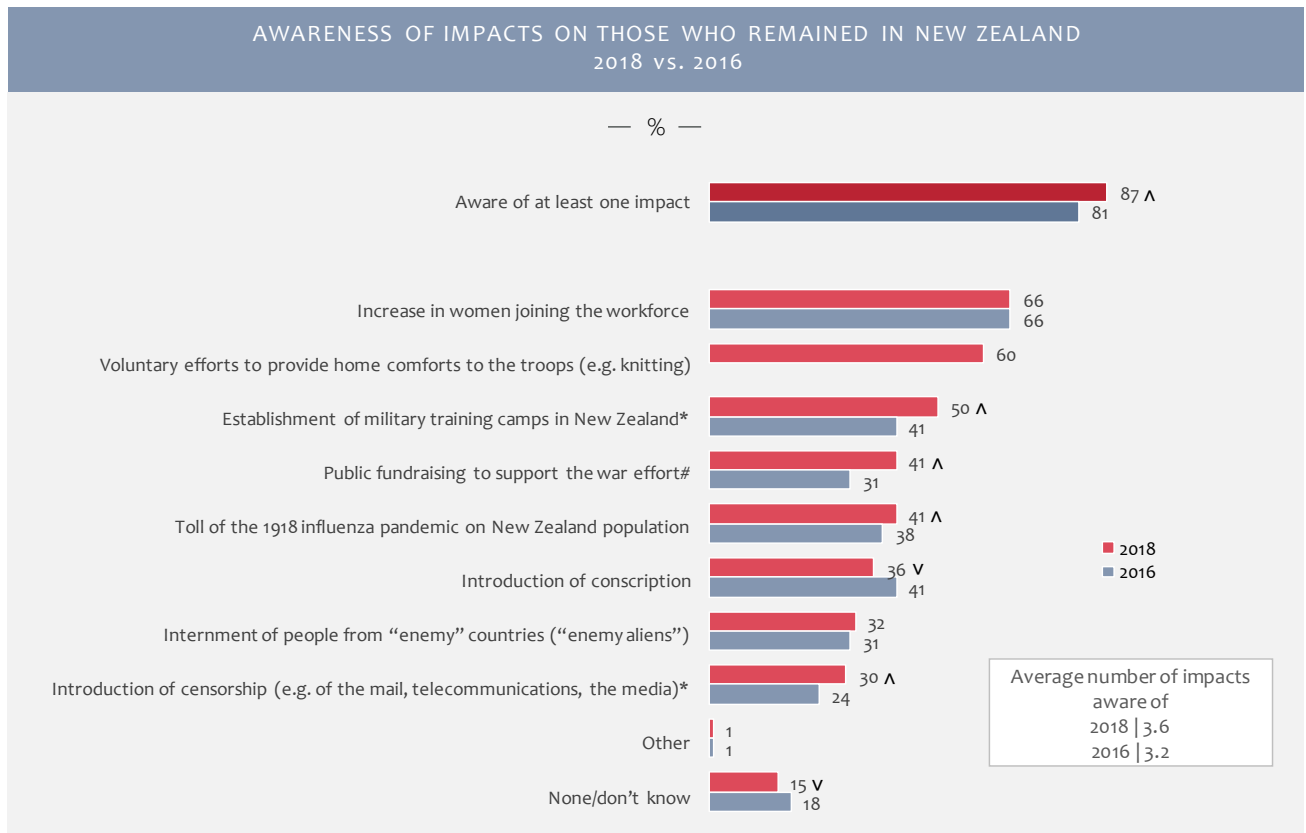
“To help save the world from being ruled or completely controlled by Germany.”

To get the economic benefits.

“New Zealand's response to the outbreak of war was not only a matter of supporting Mother England; self-interest was also at work New Zealand was dependent on the British market for the sale of wool, frozen meat and dairy products that supported its economy. Anything that threatened this market threatened New Zealand's livelihood. New Zealand relied on... naval power to protect its physical integrity and its trade on the long haul to the British market.”

Awareness of how the First World War impacted those who remained in New Zealand

In 2016 and 2018 respondents were shown a list of ways in which the people who stayed in New Zealand during the First World War were impacted, and asked which they were aware of. Results are shown in the chart below.



Base: All respondents 2018 (n=4,010); 2016 (n=2,001)

Source: Q5

* Slight wording change to this category in 2018, but still comparable to 2016

This category is compared to the nett of two categories from the 2016 survey which were specific examples of public fundraising. Compare with caution

Δ ∇ Significantly higher or lower than 2016

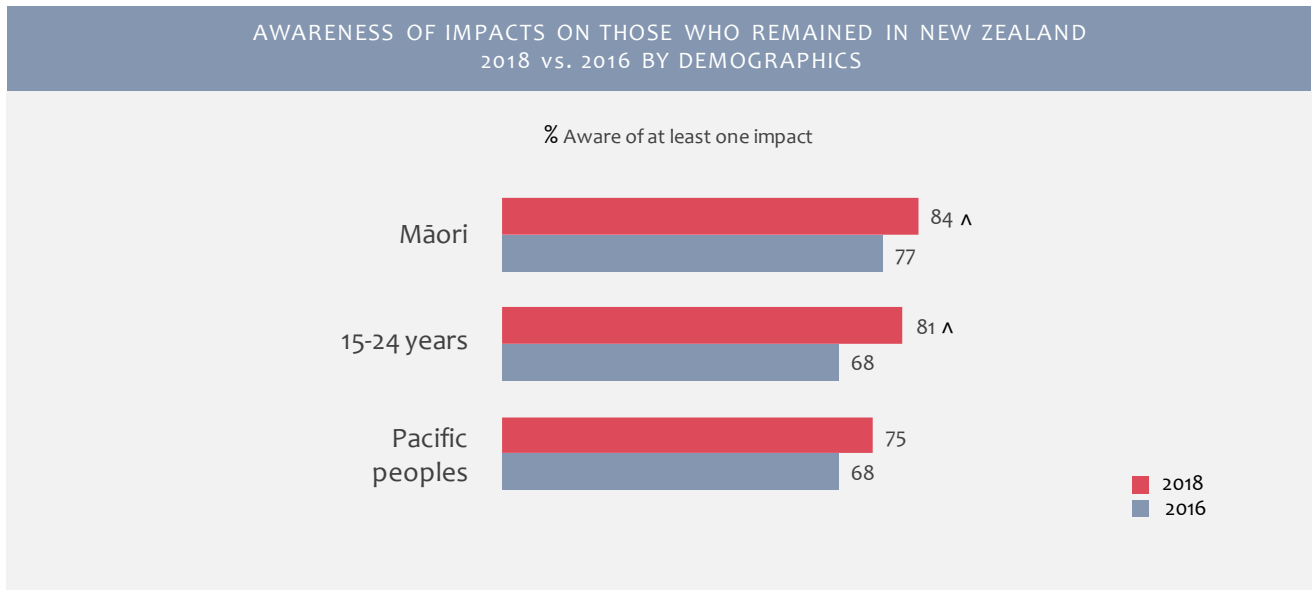
Most New Zealanders are aware of at least one impact on those who remained in the country during the First World War (87%), a higher proportion than 2016 (81%). The average number of known impacts has risen from 3.2 in 2016 to 3.6 in 2018.

The most well known impact continues to be more women joining the workforce (66%). Compared to 2016 there is increased awareness of public fundraising to support the war effort (up 10 percentage points), the establishment of military training camps in New Zealand (up 9 percentage points), introduction of censorship (up 6 percentage points), and the toll of the 1918 influenza pandemic on the New Zealand population (up 3 percentage points). In contrast, awareness of the introduction of conscription is lower (down 5 percentage points).

Few mentioned other impacts they are aware of, but examples given include rationing e.g. of food, discrimination against and prosecution of conscientious objectors, the impact of the death of family or friends, and the impact of physically and mentally broken men returning home.

Demographic patterns

Results for the key sub-groups are presented in the chart below.



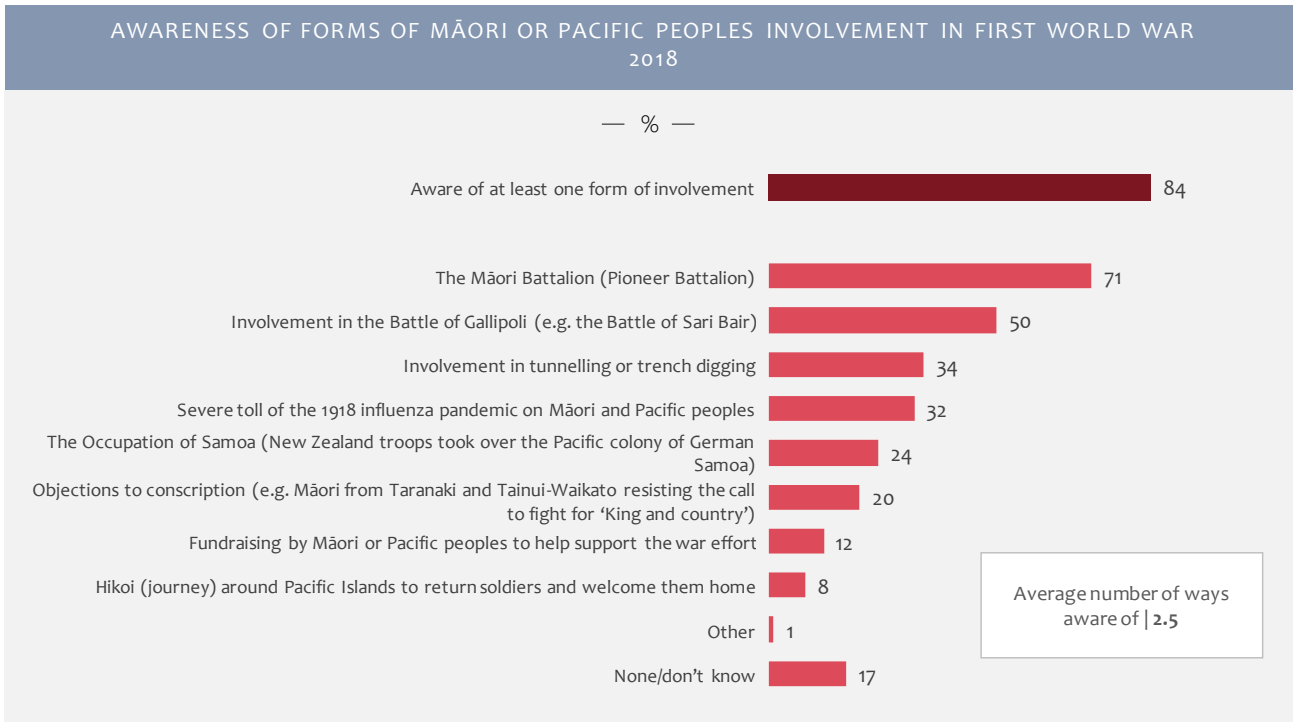
Base: Māori 2016 (n=338), 2018 (n=416); 15-24 years 2016 (n=267), 2018 (n=604); Pacific peoples 2016 (n=92), 2018 (n=120)
 Source: Q5
 ΛV Significantly higher or lower than 2016

Māori and younger New Zealanders are significantly more likely to be aware of at least one impact than in 2016, and there has been a slight (but not significant) increase for Pacific peoples over time.

New Zealanders who engaged with the Centenary commemorations are more likely than those who did not engage to know of at least one impact on those who remained in the country during the First World War (89% versus 51% of those who did not engage in any way).

Awareness of Māori and Pacific peoples’ involvement in the First World War

In 2018 respondents were shown a list of ways Māori and Pacific peoples were involved in the First World War and were asked which, if any, of them they were aware of. Results are presented in the chart below.

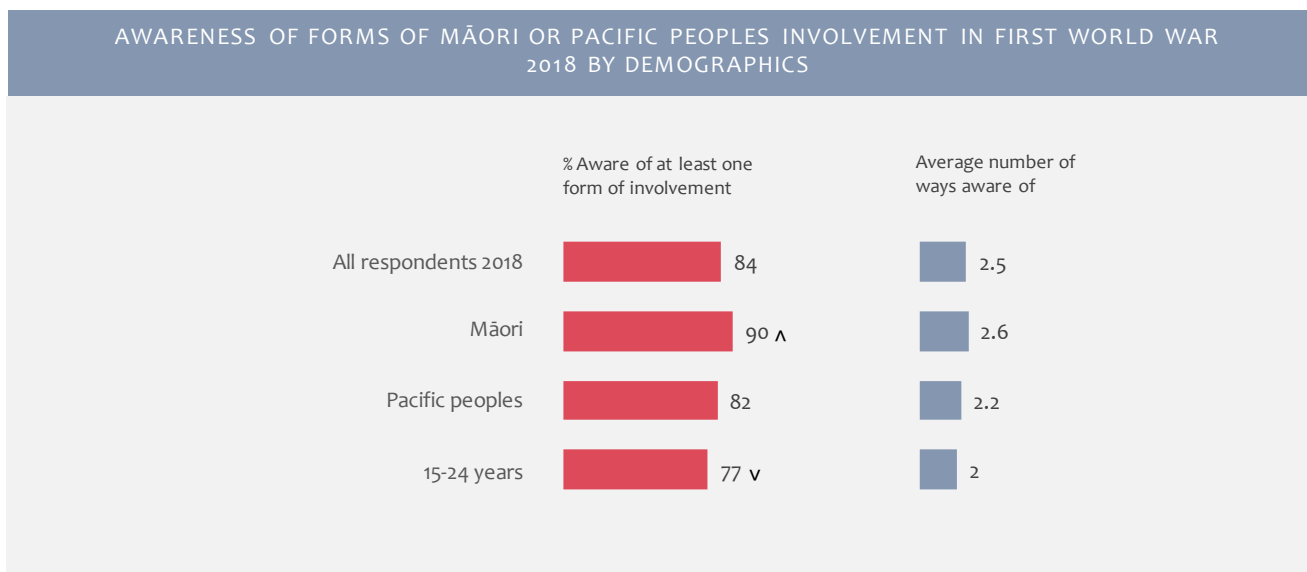


Base: All respondents 2018 (n=4,010)
Source: Q6

The vast majority of New Zealanders are aware of at least one way Māori and Pacific peoples were involved in the First World War (84%), the average number of ways being 2.5. The most well known forms of involvement are the Māori Battalion (71%), and the Battle of Gallipoli (50%).

Demographic patterns

The following chart shows results for the three demographic sub-groups compared to all respondents in 2018.



Base: All respondents 2018 (n=4,010); Māori (n=416); Pacific peoples (n=120); 15-24 years (604)

Source: Q6

^{Λv} Significantly higher or lower than all respondents in 2018

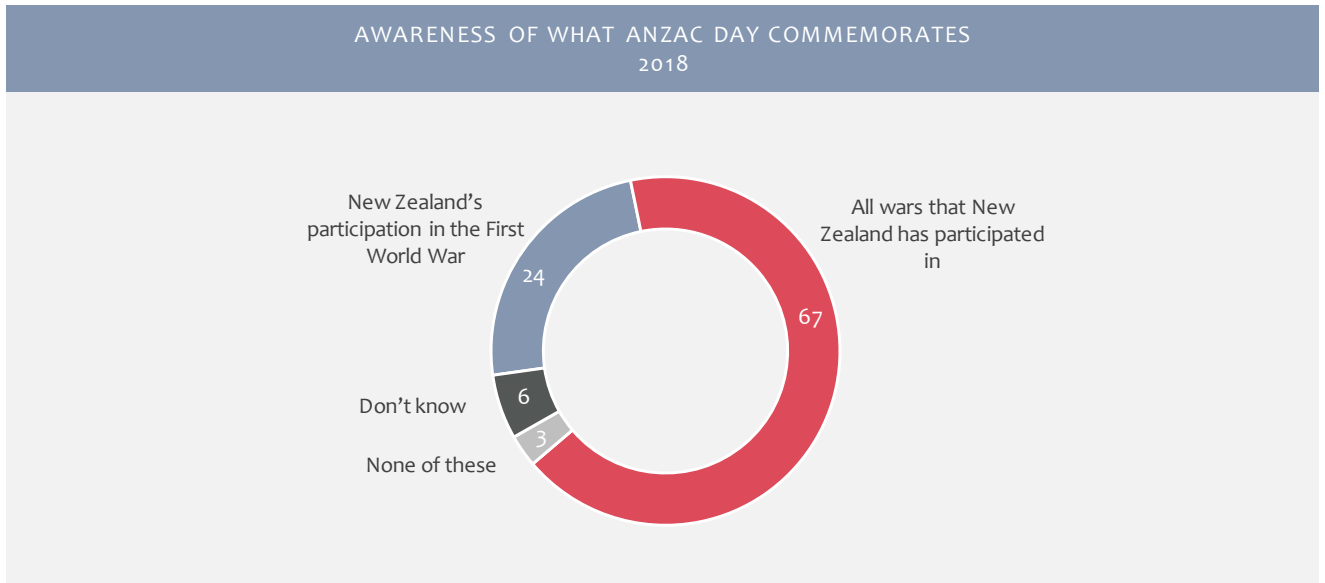
Māori are more likely to know of at least one way Māori and Pacific peoples were involved in the First World War (90% versus 84% of all New Zealanders). Specifically, Māori are more aware of the Māori Battalion (80% versus 71% of all New Zealanders), objections to conscription e.g. Māori from Taranaki and Tainui-Waikato resisting the call to fight for ‘King and country’ (29% versus 20% of all New Zealanders), and the Hikoī (journey) around Pacific Islands to return soldiers and welcome them home (13% versus 8% of all New Zealanders).

Pacific peoples are more likely to know about the Occupation of Samoa (39% versus 24% of all New Zealanders). Younger New Zealanders are generally less aware of how Māori and Pacific peoples were involved.

New Zealanders who engaged with the Centenary commemorations are more likely than those who did not engage to know of at least one way Māori and Pacific peoples were involved in the First World War (87% versus 51% of those who did not engage in any way).

Awareness of what Anzac Day commemorates

In 2018 respondents were asked if they believe Anzac Day commemorates New Zealand’s participation in the First World War, or all wars that New Zealand has taken part in. Results are shown in the chart below.

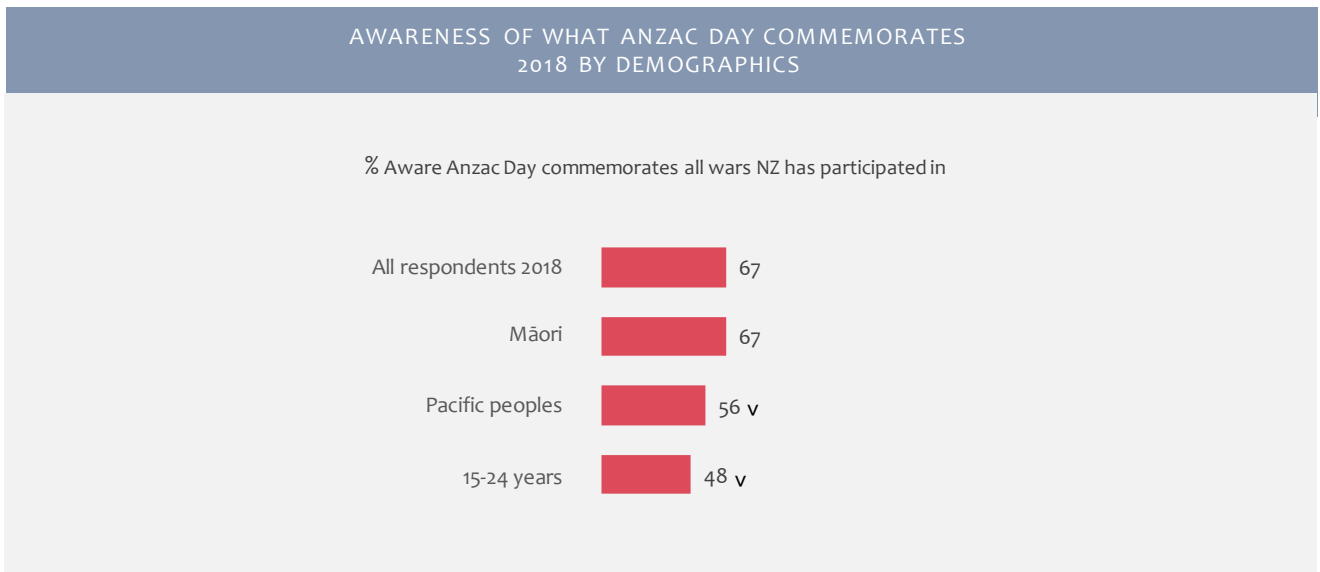


Base: All respondents 2018 (n=4,010)
Source: Q26

Two thirds of New Zealanders correctly believe that Anzac Day commemorates all wars that New Zealand has participated in (67%), and around one quarter think it only commemorates New Zealand’s participation in the First World War (24%).

Demographic patterns

The chart below shows results for 15 to 24 year olds, Māori and Pacific peoples compared to all respondents in 2018.



Base: All respondents 2018 (n=4,010); Māori (n=416); Pacific peoples (n=120); 15-24 years (604)
 Source: Q26
 ^v Significantly higher or lower than all respondents in 2018

All three demographic groups are more likely to say Anzac Day commemorates all wars our country has participated in, rather than just the First World War. Although, Pacific peoples and younger New Zealanders aged 15 to 24 years and are less likely than average to know it commemorates all wars (56% and 48% respectively versus 67% of all New Zealanders).

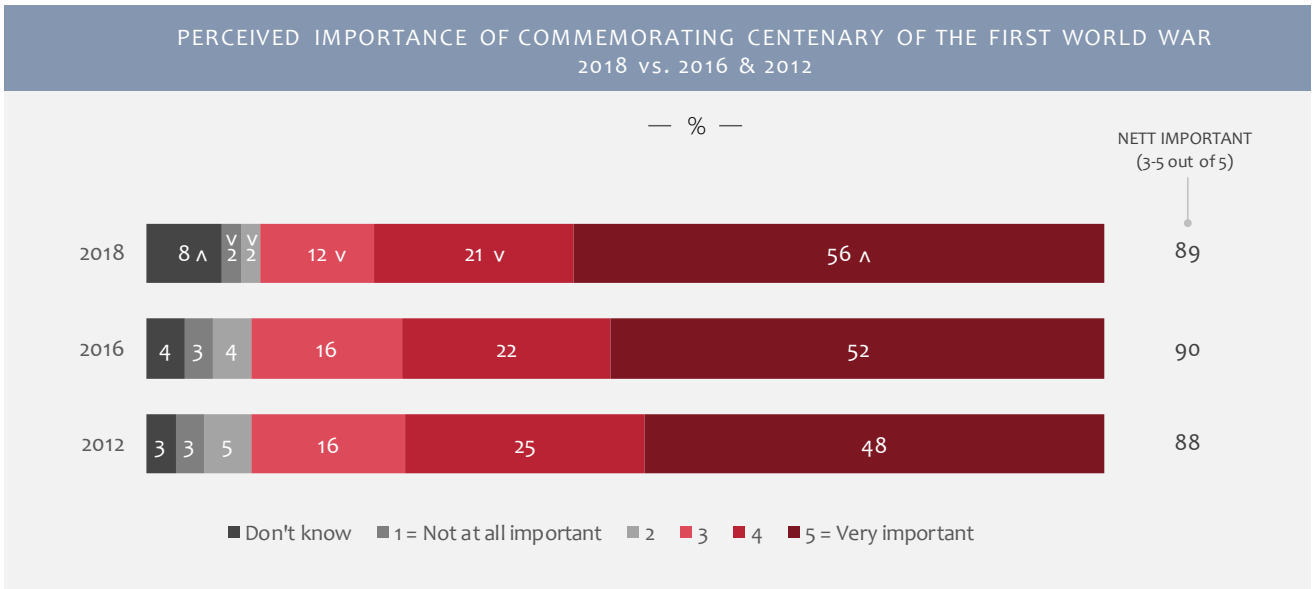
New Zealanders who engaged with the Centenary commemorations are more likely than those who did not engage to believe Anzac Day commemorates all wars New Zealand has taken part in (69% versus 38% of those who did not engage in any way).

Importance of commemorating the Centenary of the First World War (WW100)

This section examines New Zealanders’ views on whether or not it is important to commemorate the one hundred year anniversary of the First World War, and why.

Perceived importance of First World War Centenary commemorations

Respondents in the 2012, 2016 and 2018 surveys were asked how important they think it is for New Zealand to commemorate the Centenary of the First World War. Results are presented in the chart below.

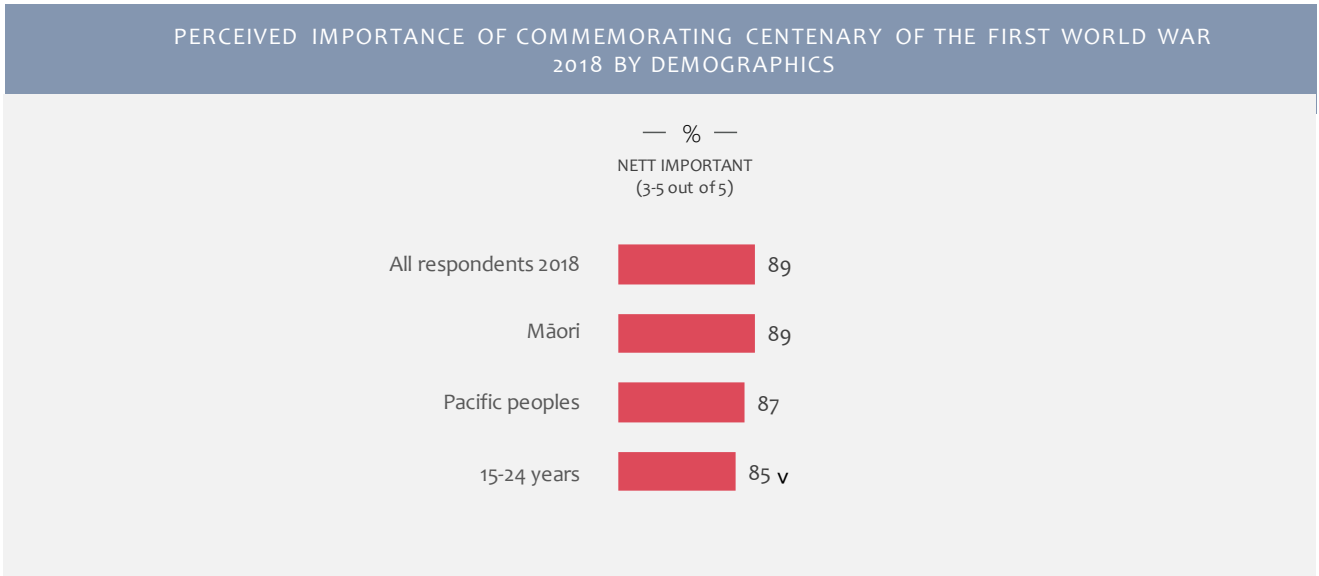


Base: All respondents 2012 (n=4,017); 2016 (n=2,001); 2018 (n=4,010)
 Source: Q22
 ΛV Significantly higher or lower than 2012

Almost all New Zealanders place some level of importance on commemorating the Centenary (89% rate it 3-5 out of 5), this is consistent with previous years. However, the strength of sentiment has increased over time, the proportion rating the importance 5 out of 5 very important has risen significantly since 2012 (up 8 percentage points).

Demographic patterns

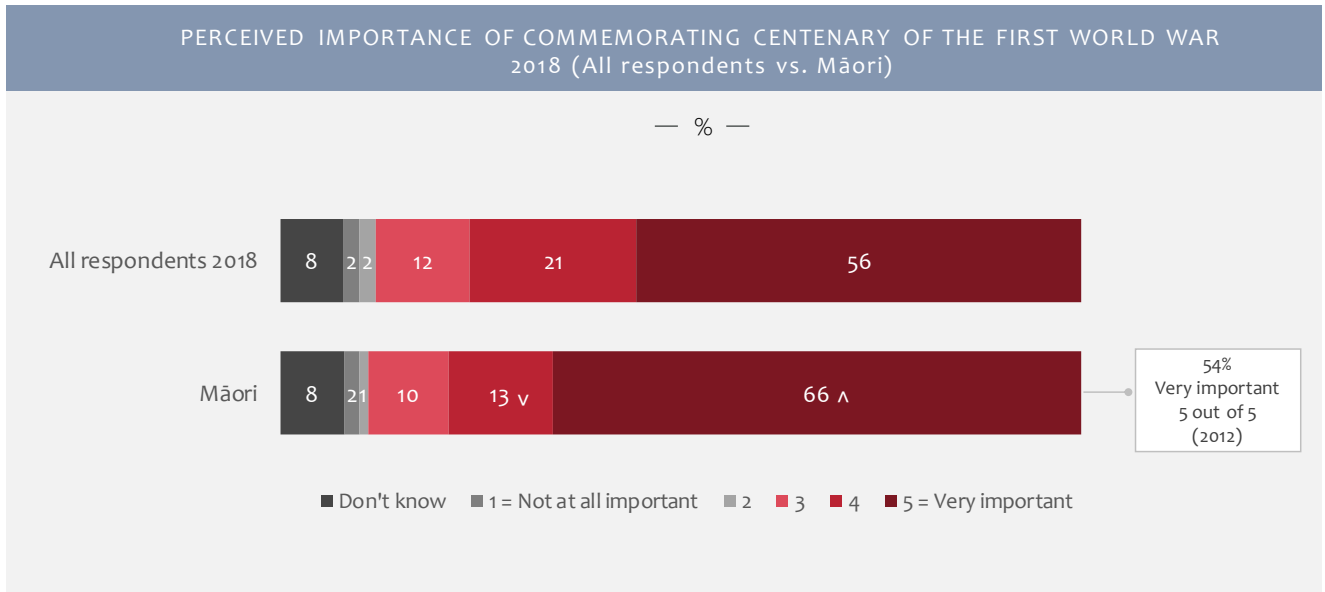
The chart below shows the proportion of each demographic subgroup that feel the commemorations are important (rating 3-5 out of 5) compared to all respondents in 2018.



Base: All respondents 2018 (n=4,010); Māori (n=416); Pacific peoples (n=120); 15-24 years (604)
 Source: Q22
 ^v Significantly higher or lower than all respondents in 2018

Results for Māori and Pacific peoples are in line with those of all New Zealanders, and while most young New Zealanders consider the Centenary commemorations to be important, they are less likely than average to hold this view (85% rate it 3-5 out of 5 versus 89% of all New Zealanders).

Further analysis shows that the level of importance Māori place on the commemorations is particularly high, they are more likely than average to rate it 5 out of 5 very important (66% versus 56% of all New Zealanders). In fact the proportion of Māori who consider the commemorations to be very important has risen over time (up 12 percentage points since 2012). Results are shown in the chart below.



Base: All respondents 2018 (n=4,010); Māori (n=416)
 Source: Q22
 ^V Significantly higher or lower than all respondents in 2018

New Zealanders who engaged with the Centenary commemorations are more likely than those who did not engage to believe it was important for our country to commemorate the Centenary of the First World War (92% rate it 3-5 out of 5 versus 49% of those who did not engage in any way).

Reasons commemorating the First World War Centenary is considered important

In 2016 and 2018, respondents who felt it was important to commemorate the Centenary of the First World War were asked for their reasons for feeling so.

Responses to this open-ended question were coded, and the chart below summarises the main themes in the responses. Note that the main themes in 2016 and 2018 were exactly the same so the chart only shows the 2018 results, a more detailed breakdown of all reasons given in 2018 that fall under each of these main themes is presented in a table of results in Appendix B.

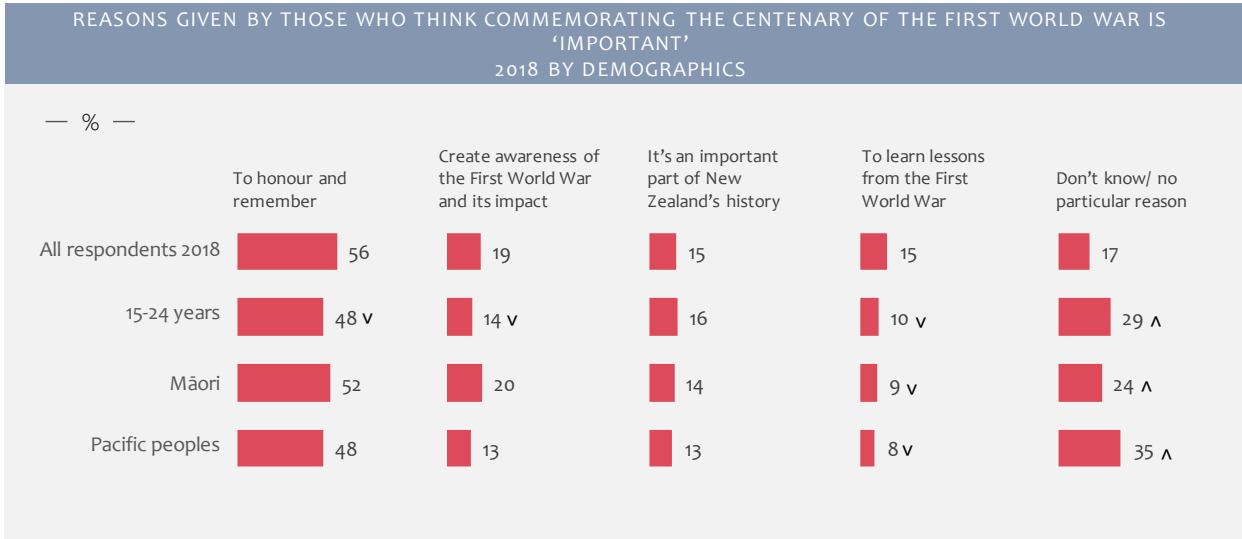


Base: 2018 respondents who think commemorating the Centenary is important (n=3,090)
Source: Q23abc

The dominant reason why New Zealanders consider it important to commemorate the Centenary of the First World War is to honour and remember the people involved (56%).

Demographic patterns

Reasons why each demographic group considers commemorating the Centenary important compared to all respondents in 2018 are shown in the chart below. Results are based on those who rated the importance of the commemoration 4 or 5 out of 5.



Base: 2018 respondents who think commemorating the Centenary is important. All (n=3,090); 15-24 years (n=420); Māori (n=333); Pacific peoples (n=87)
Source: Q23abc
^v Significantly higher or lower than all respondents in 2018

All three demographic groups are less likely than average to know why they consider the commemoration to be important, but the reasons they do have tend to match those of all New Zealanders that feel commemoration is important.

However, 15 to 24 year olds are less likely to say it is important to honour and remember those involved in the War, or to create awareness of the First World War and its impact, and all three groups are less likely than average to say it's important to learn lessons from the First World War.

Verbatim comments

Below is a selection of comments New Zealanders made in 2018 about why commemorating the Centenary of the First World War is important.

To honour and remember.

“We should never forget the men and women who enlisted and saw horrible sights and died untimely deaths - nor their families left behind to cope without them.”

“Every man and woman deserves to be remembered for their supreme sacrifice whether they perished or survived.”

“It is vital that, in wake of such a globally transformative and impactful, tragic event, we remember. We take the time to reflect on the losses suffered, and the lessons learned to allow us to avoid it happening again. Even 100 years later, it is still important that we do not forget.”

“To remind us all, including our children, of the sacrifices made by our brave soldiers so we can have the freedom and quality of life we now have.”

“Respect for those who fought to preserve our rights, our freedom, and our country. Many suffered long-term effects from physical or mental trauma; it altered theirs and their family's lives forever.”

“To show respects to the soldiers who lost their lives, for the families who stayed at home, to the nurses that helped in battle. To show overall respect and gratitude to every New Zealander who was involved in WW1.”

“To keep the memory of the lives that were lost to both sides and hopefully by remembering what has happened so that it may not be repeated. It's not just remembering the battles but the lives of our ancestors.”

“To pay homage to those who fought for what they thought was right. To raise people's awareness of historical events. To honour not only our families' contribution but also those of other countries.”

To learn lessons from the First World War.

“History is not taught in schools. If people do not learn the lessons of the past somehow, they exist in a vacuum of knowing only what is the present and cannot see possible consequences to their actions. If people, especially those in positions of power, are not aware of past actions and attitudes they are likely to repeat the errors of the past whether they are operating in educational, military, political or economic fields. WW1 taught many lessons in all fields and the public commemorations offer ways for the ignorant or unaware to learn more of their personal and national heritage.”

“If you ignore the lessons of the past you are doomed to repeat them. Also we do have bonds and respect overseas earned by these men and women and it is foolish to throw this away simply because we can't be bothered.”

“We should not forget what war does to our people, it is too easy forget in times of comfort. Remembrance keeps us wary and hopefully more makes us more inclined to find other solutions.”

“The often repeated phrase "Lest we forget" says a lot. I wish leaders of all nations would remember the waste of life and the futility of war.”

“Being aware of the horror and futility of war, especially in such a senseless war as this has made New Zealand less likely to blindly follow others' agendas. We are now more likely to follow our own independent foreign policy; nuclear free being the most obvious.”

“To educate our young ones of their history which affected how and where they are today. To give a sense of being respectful to those who have died for us, so we can live like we do today and to know that without that past, NZ would be a different nation today.”

It's an important part of New Zealand history.

“It is such a big aspect of our history. We are all affected by the First World War in one way or another. Plus those that risked their lives to go into the unknown of a war need to be remembered and celebrated.”

“It's part of our heritage and history. It shows how wasteful of human life war can be. It reminds us to question authorities who would take us to pointless war. Most importantly, it remembers the fallen who gave their young lives.”

“It was part of New Zealand's history where young men thought they were going on a great adventure, and ended up doing terrifying things, that changed their lives for ever.”

“It is important to remember what trials New Zealand went through and how they were fundamental in forming the New Zealand we know today. The First World War touched every New Zealander in one form or another.”

“Because it was a good opportunity to give a more detached and critical account of what really happened then. Both the Gallipoli and Peter Jackson's exhibitions managed to portray the reality of it in such a realistic way with sights and numbers that I think it was a fantastic revulsive for anyone tempted to see war as something glorious to take part on it. It was also an opportunity to say sorry to the many men and women across the world that suffered that much under that horrendous historical circumstances.”

Reasons commemorating the First World War Centenary is not considered important

Just 3% of 2016 respondents rated commemorating the Centenary of the First World War as ‘not at all important’, and only 2% did so in 2018. These respondents were asked to provide their reasons, and the responses to this open-ended question are consistent between 2016 and 2018.

Verbatim comments

The main themes, and a selection of 2018 comments that illustrate each one are shown below.

It’s pointless.

“I don't see the point in it, how long will NZ do this for how many years? Will we still be remembering in another 100 years time when every single person any way involved will be dead? I think it's pointless.”

“It does not change anything around us. It won't improve our life quality or standard.”

“We haven't really learnt our lessons from 100 years ago. We are currently fighting wars on behalf of Americans who don't really have the wellbeing of mankind at heart and I believe these actions bring great shame to those who died for us 100 years ago.”

It’s a waste of time and money.

“Because no one in this country was born then, what a waste of tax money when there are so many more important issues to spend it on.”

“Boring history, let’s move on, waste of money and time.”

War should not be glorified.

“To me the commemoration was a celebration of it. I think that it should not be looked upon as a glorious achievement, but a tragic failing of people in power at the time. The people who refused to be conscripted are never celebrated. It was not brave men fighting for freedom... they might have been brave, sure, but their fight was for nothing.”

“Too much of the commemorations appeared as celebrations rather than true remembrance of what a complete waste of life and effort war truly is.”

It happened a long time ago, we should focus on the future, on issues we have today.

“Because there are far more conflicts going on now that need more coverage and attention than a 100 year old conflict. It has no relevance today.”

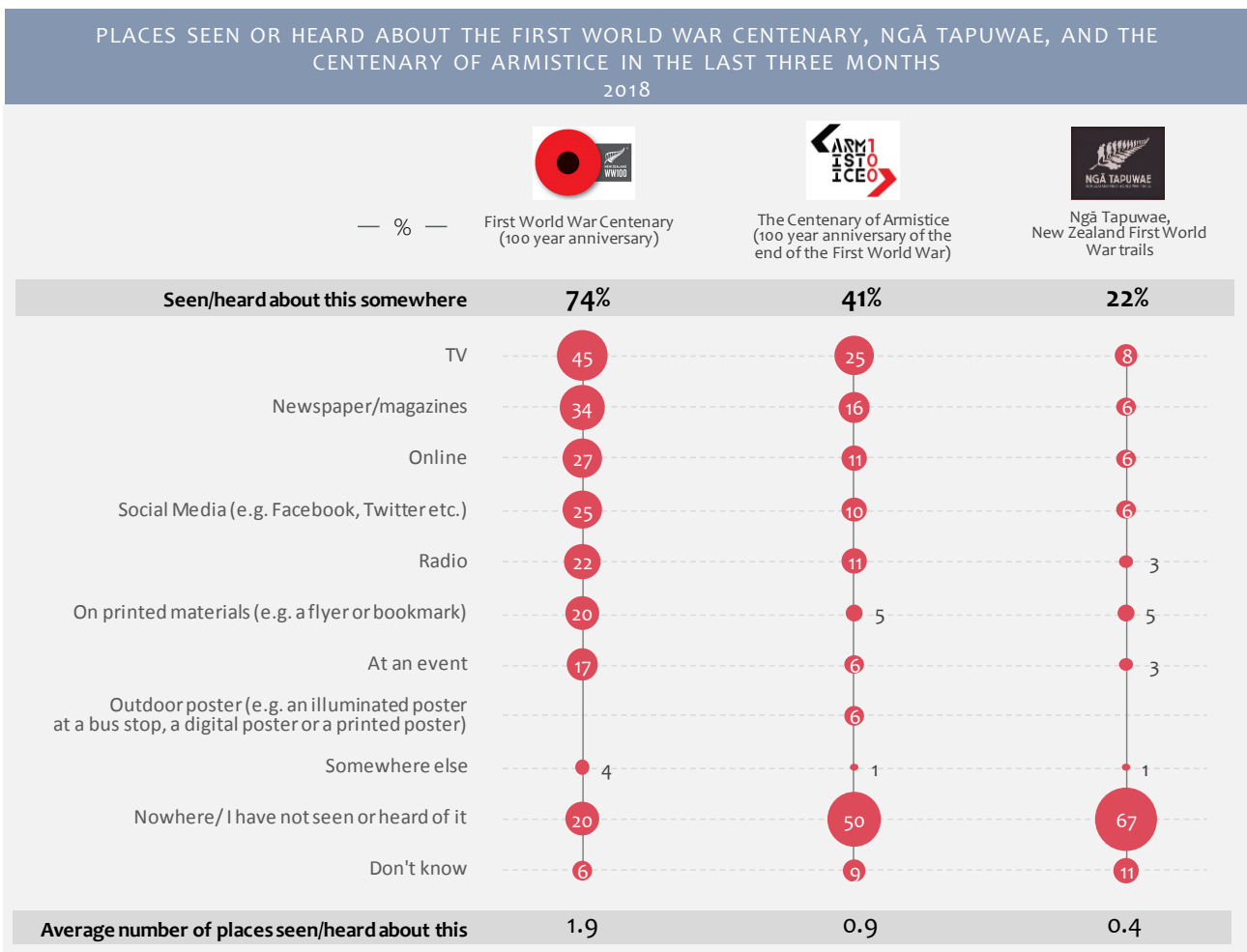
“Too long ago and more than enough modern day issues to worry about without celebrating that.”

Awareness of and participation in the First World War Centenary commemorations

This section covers New Zealanders’ awareness and engagement with specific WW100 projects as well as other ways they have engaged with the First World War Centenary commemorations since 2014.

Recall of recent mention of the First World War Centenary commemorations (WW100), Ngā Tapuwāe, and the Centenary of Armistice

2018 respondents were asked where they have seen or heard the First World War Centenary commemorations (WW100) mentioned in the last three months, and where they had seen or heard about Ngā Tapuwāe (New Zealand First World War trails), and the Centenary of Armistice (100 year anniversary of the First World War) during that timeframe. The logos for each were also shown. Results are presented in the chart below.



Base: All respondents 2018 (n=4,010)
Source: Q12, Q13, Q14

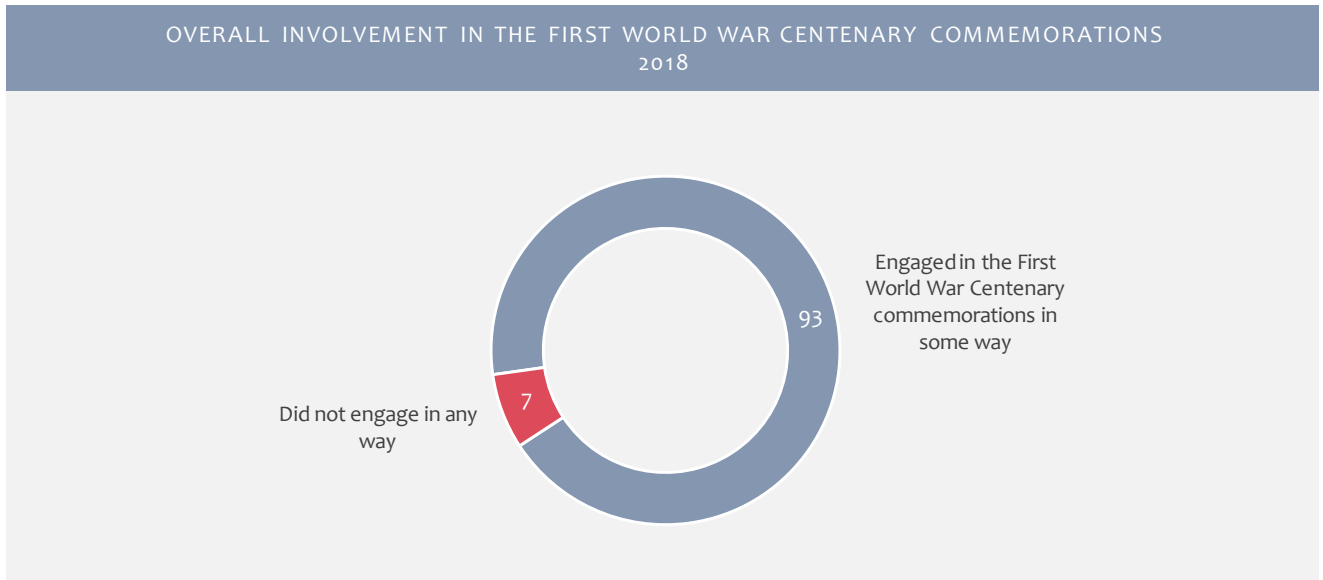
Three quarters of New Zealanders have seen or heard something about the First World War Centenary from at least one source during the past three months (74%), lower proportions have seen or heard any mention of the Armistice Centenary during that time (41%) or Ngā Tapuwāe (22%). Television is the main source of awareness for all three.

Demographic patterns

Television is the dominant source of awareness for Māori, Pacific peoples and 15-24 year olds, although social media and other online sources are also key, particularly for younger New Zealanders. Details are provided in a table of results in Appendix B.

Overall engagement with the First World War Centenary commemorations

2018 respondents were asked various questions to determine whether or not they had engaged with any events, activities or WW100 projects since 2014. The following chart shows the proportion of New Zealanders who have or have not been involved in the Centenary commemorations in some way.



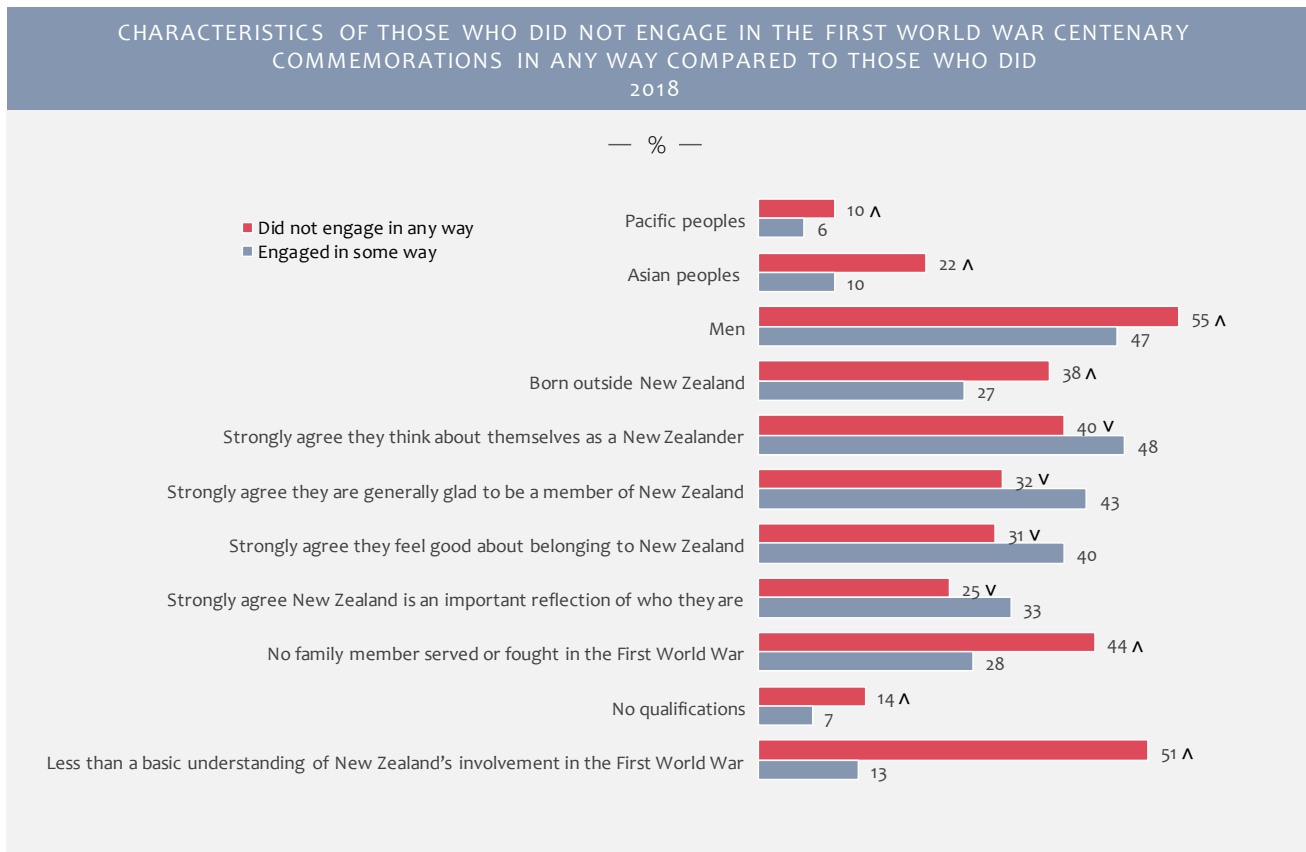
Base: All respondents 2018 (n=4,010)
Source: Q7, Q9, Q10, Q16a, Q16b

Almost all New Zealanders engaged with the commemorations in at least one way (93%).

Demographic patterns

The three key sub-groups are just as likely to have been involved as all New Zealanders (94% of 15 to 24 year olds, 94% of Maori, and 89% of Pacific peoples).

The chart below outlines the characteristics of those who did not engage with the commemorations compared to those that did.



Base: 2018 respondents who did not engage in the commemorations in any way (n=265); 2018 respondents who engaged in at least one way (n=3,745)

Source: S5, S4, Q32, Q30, Q31, Q34, Q1, Q7, Q9, Q10, Q16a, Q16b

Δ V Significantly higher or lower than those who engaged in the commemorations in some way

There is a higher proportion of Pacific peoples in the group that did not engage, compared to the group that did. This also applies to Asian peoples.

Those who did not engage are more likely than those who did to:

- be men
- be born outside of New Zealand
- have no family member that served or fought in the First World War
- have no qualifications
- have less than a basic understanding of New Zealand's involvement in the First World War.

Those who did not engage are also less likely than those who did engage to strongly agree that:

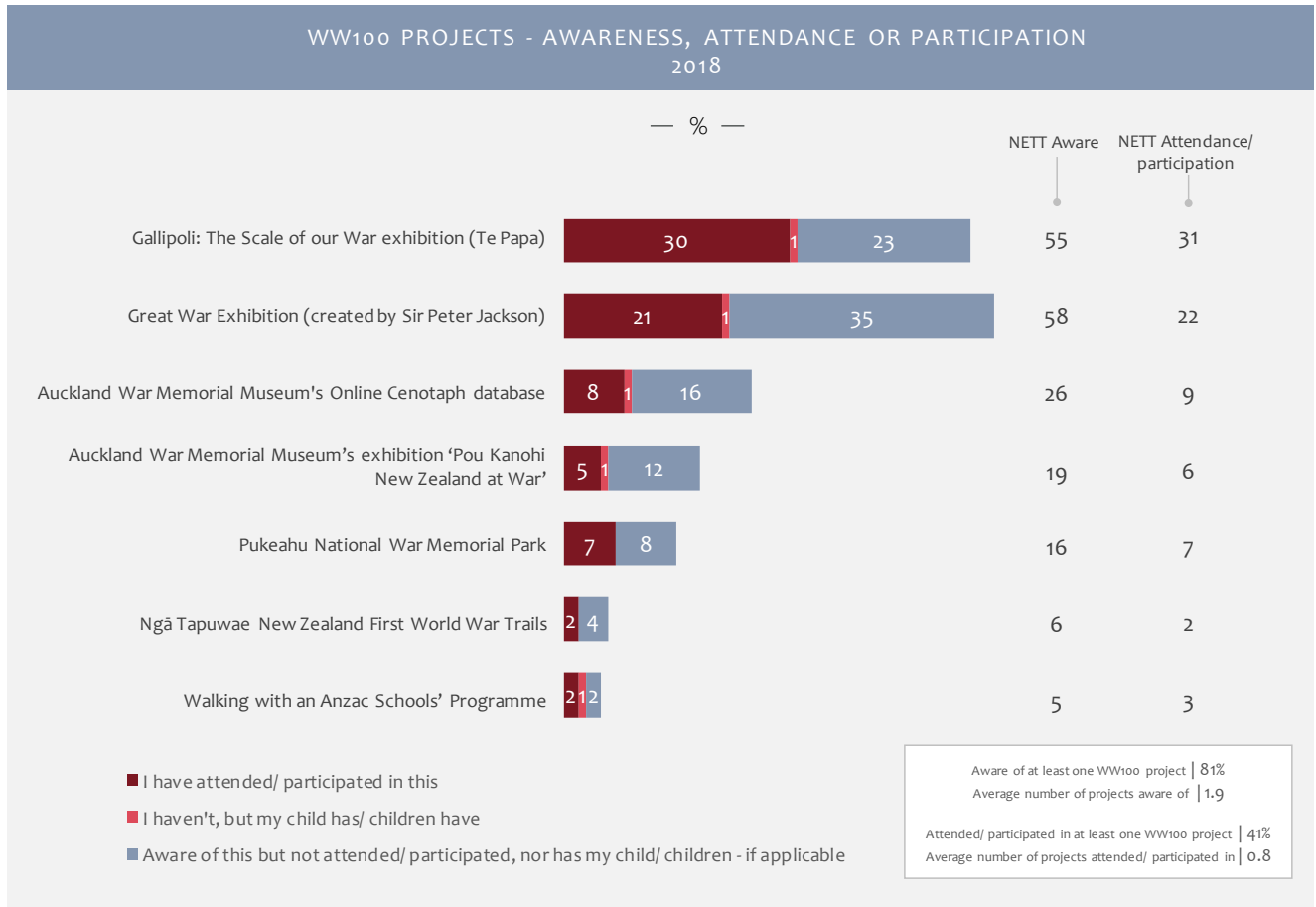
- they think about themselves as a New Zealander
- they are generally glad to be a member of New Zealand
- they feel good about belonging to New Zealand
- New Zealand is an important reflection of who they are.

Findings suggest that those who did not engage in the commemorations have a weaker personal connection to New Zealand and the First World War than those who did engage.

WW100 projects aware of and engaged with during the Centenary commemorative period

2018 respondents were presented with a list of WW100 projects and asked if they were aware of each, and had attended or participated in each. Those with at least one school aged child were also asked about their child(ren)'s attendance or participation.

The following chart displays the results.



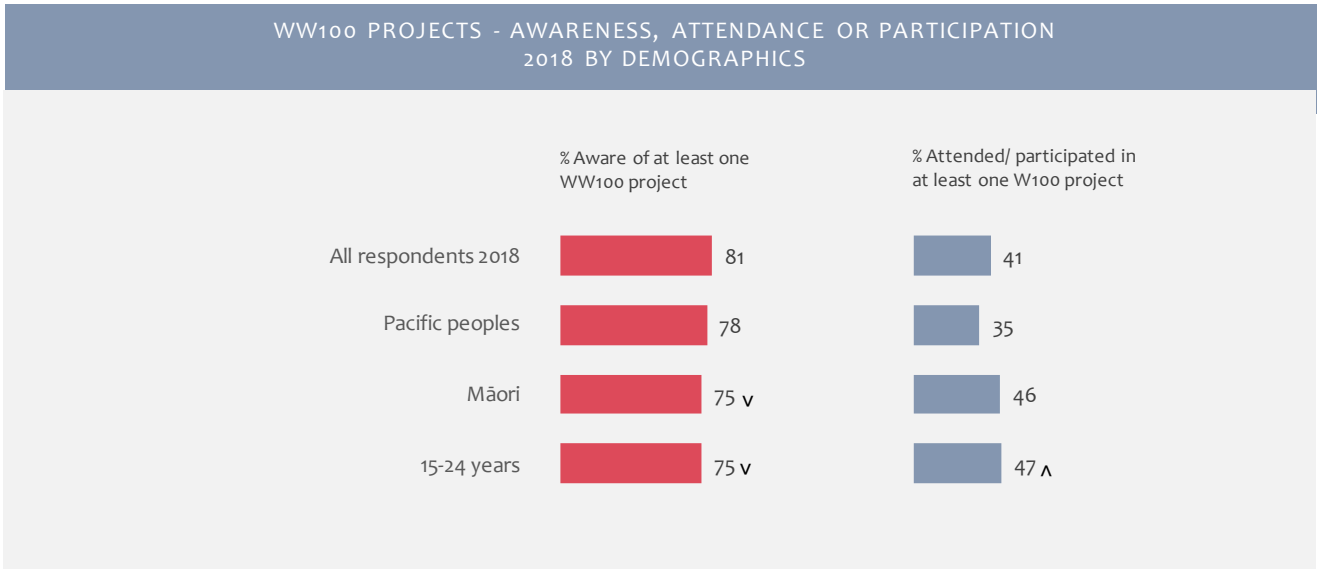
Base: All respondents 2018 (n=4,010)
 Source: Q15, Q16a, Q16b

Most New Zealanders are aware of at least one WW100 project (81%), the average being 1.9 projects. Around four in ten have personally attended or participated in at least one (41%).

WW100 projects with the highest profile and attendance are Gallipoli: The Scale of our War exhibition at Te Papa (55% of New Zealanders are aware of this, and 31% say they or their school aged child(ren) have attended) and the Great War Exhibition created by Sir Peter Jackson (58% of New Zealanders are aware of this, and 22% say they or their school aged child(ren) have attended).

Demographic patterns

The chart below shows overall awareness of WW100 projects and attendance or participation across the various demographic groups.



Base: All respondents 2018 (n=4,010); Māori (n=416); Pacific peoples (n=120); 15-24 years (604)
 Source: Q15, Q16a, Q16b
 ^v Significantly higher or lower than all respondents in 2018

Māori and 15 to 24 year olds are less likely to be aware of at least one WW100 project (75% respectively versus 81% of all New Zealanders).

However, younger New Zealanders are more likely to have actually attended or participated in at least one of the projects (47% versus 41% of all New Zealanders). Opportunities made available through their school are likely to have contributed, for example 15 to 24 year olds are more likely to have participated in the Walking with an Anzac Schools’ Programme (5% versus 2% of all New Zealanders).

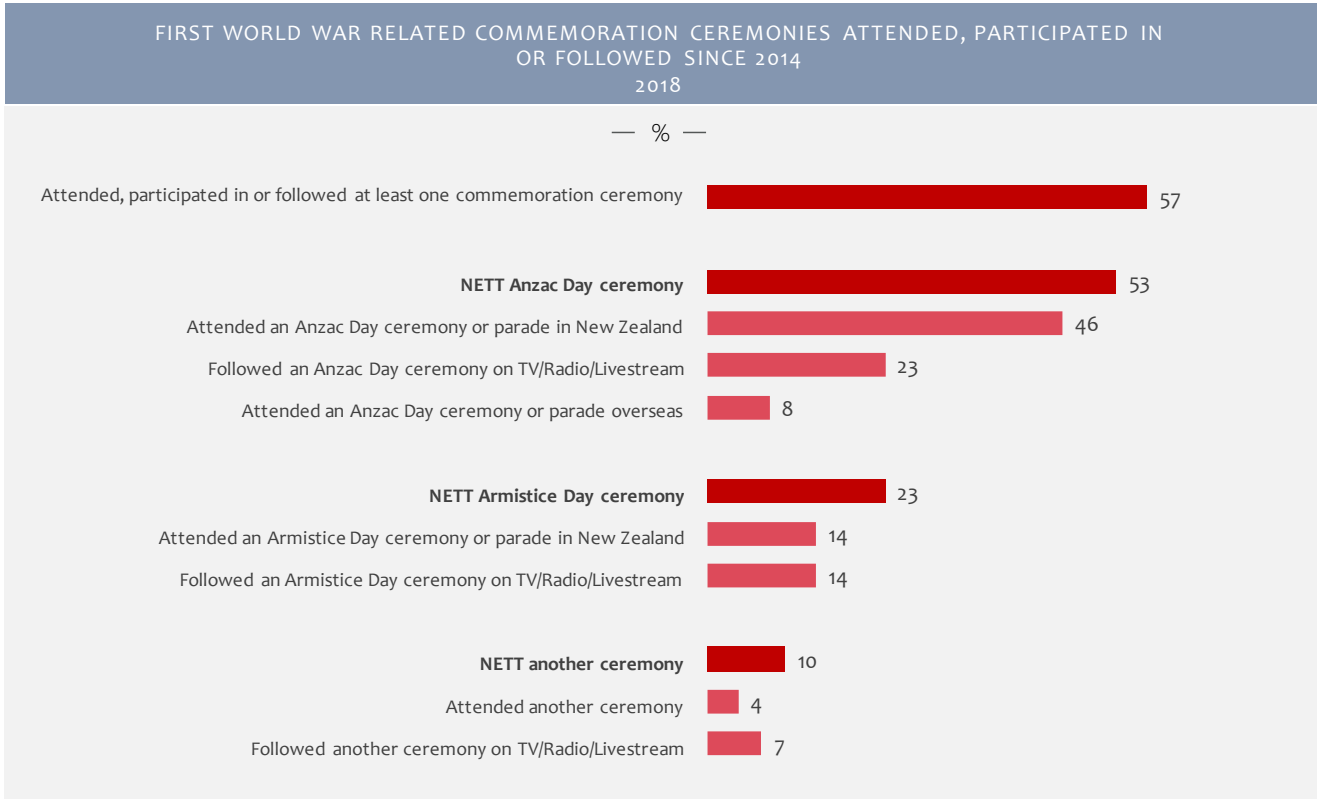
Māori are more likely than average to have attended Ngā Tapuwāe, New Zealand First World War trails (5% versus 2% of all New Zealanders), and Auckland War Memorial Museum’s exhibition ‘Pou Kanohi New Zealand at War’ (8% versus 5% of all New Zealanders). Pacific peoples are more likely to say that while they haven’t personally attended ‘Pou Kanohi New Zealand at War’ their child or children have (3% versus 1% of all New Zealanders).

Pacific peoples are less likely to have attended the two most widely attended projects overall; Gallipoli: the Scale of our War Exhibition at Te Papa (20% versus 30% of all New Zealanders) and the Great War Exhibition created by Sir Peter Jackson (10% versus 21% of all New Zealanders).

Ceremonial commemorations experienced during the Centenary commemorative period

2018 respondents were asked whether they had attended or followed a commemorative ceremony (e.g. a dawn service or other type of ceremony) since 2014, and what it was they had experienced.

Results are provided in the chart below.



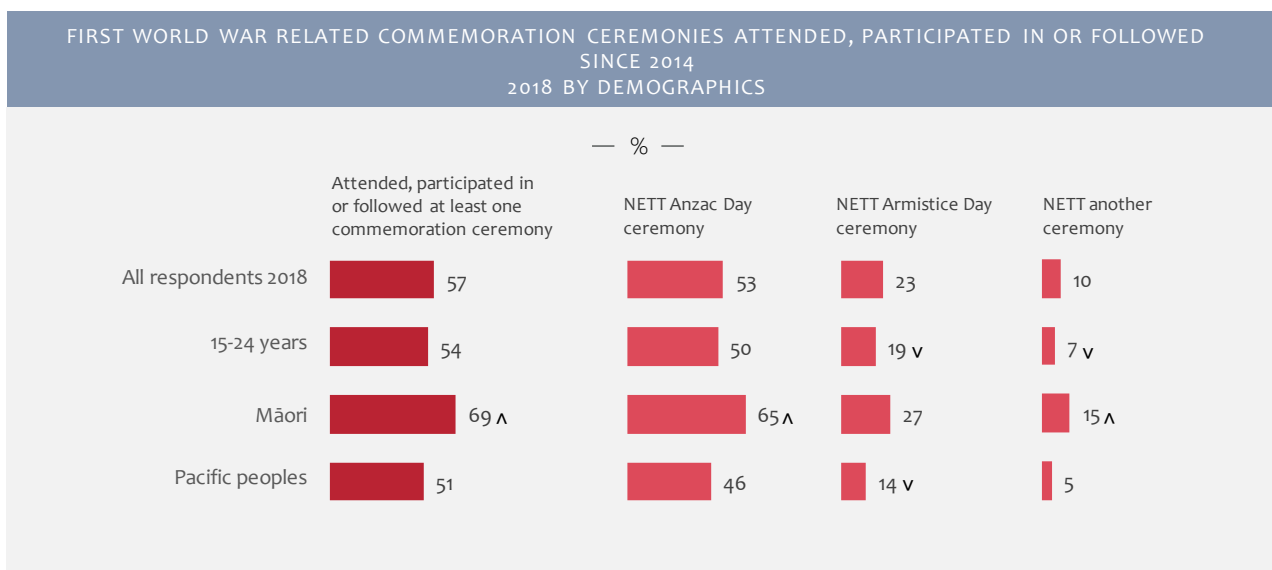
Base: All respondents 2018 (n=4,010)
Source: Q7, Q8

Almost six in ten New Zealanders have experienced at least one commemoration ceremony since 2014 (57%).

Anzac Day ceremonies are the most commonly experienced overall (53%). Physically attending an Anzac Day ceremony or parade in New Zealand is far more common than following it on television, radio or live online (46% versus 23%). In contrast, Armistice Day ceremonies in New Zealand are equally likely to have been attended in person or followed via television, radio or livestream (both 14%).

Demographic patterns

The chart below shows the proportion of each demographic group that has attended or followed at least one commemoration ceremony since 2014, and the types of ceremonies they experienced during that time.



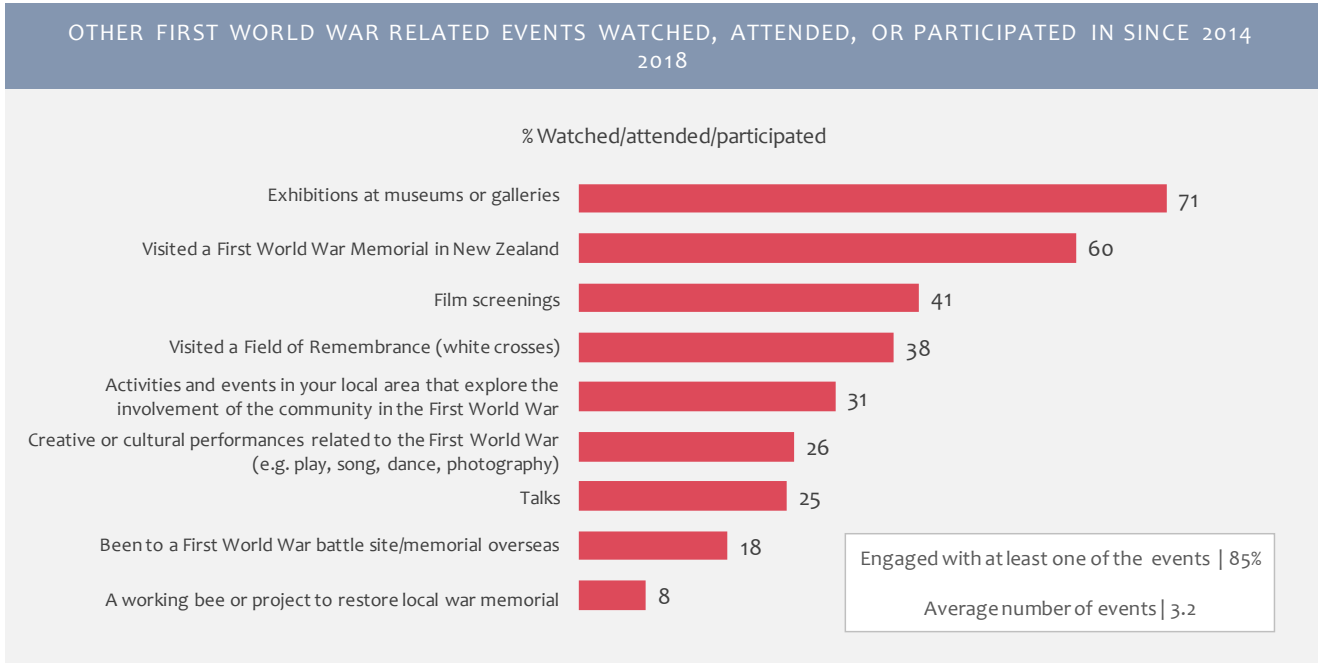
Base: All respondents 2018 (n=4,010); Māori (n=416); Pacific peoples (n=120); 15-24 years (604)
Source: Q7, Q8
λ v Significantly higher or lower than all respondents in 2018

More than half of all groups have experienced at least one commemoration ceremony since 2014, Māori are significantly more likely to have (69% versus 57% of all New Zealanders).

Māori are more likely than average to have attended or followed an Anzac Day or other type of ceremony, whereas Pacific peoples and 15 to 24 year olds are less likely than average to have experienced an Armistice Day ceremony.

Other First World War related events engaged with during the Centenary commemorative period

In addition to commemorative ceremonies, 2018 respondents were shown a list of other events related to the First World War and asked whether they have watched, attended or participated in each since 2014. Results are illustrated in the chart below.

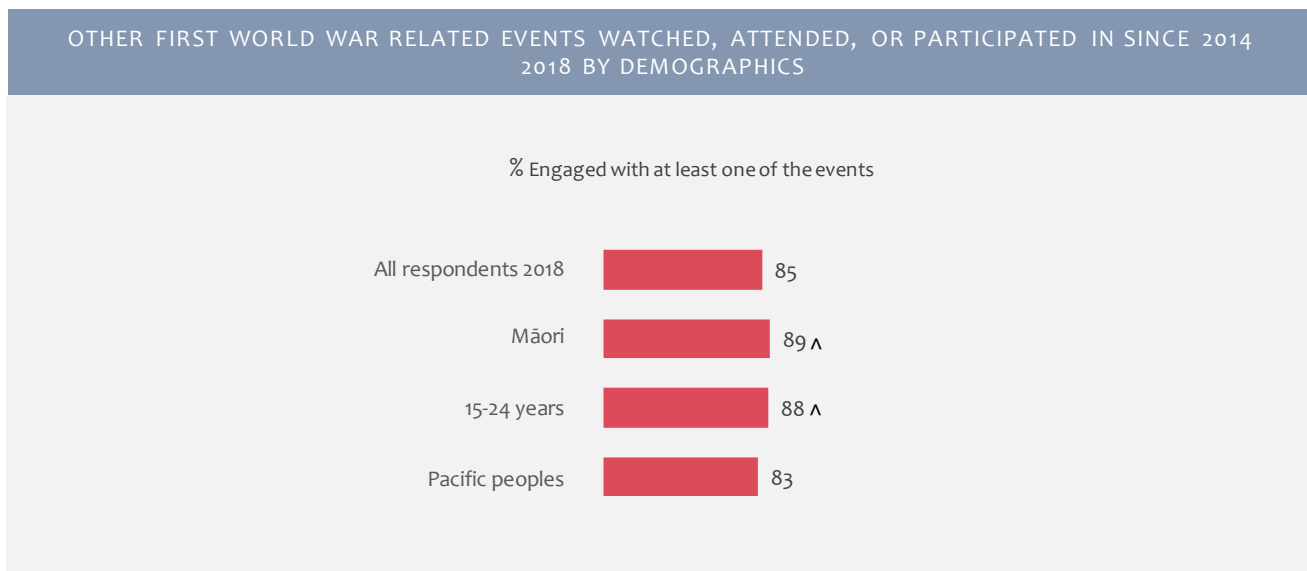


Base: All respondents 2018 (n=4,010)
Source: Q7

The large majority of New Zealanders watched, attended, or participated in at least one of these events during the commemorative period (85%), the average being 3.2 events.

Demographic patterns

The proportion of each demographic group that has watched, attended or participated in at least one of the events related to the First World War since 2014 is provided in the chart below.



Base: All respondents 2018 (n=4,010); Māori (n=416); Pacific peoples (n=120); 15-24 years (604)

Source: Q7

^Λ Significantly higher or lower than all respondents in 2018

Māori and 15 to 24 year olds are more likely than average to have engaged with at least one of the events (89% and 88% respectively versus 85% of all New Zealanders). Results for Pacific peoples are in line with the general population.

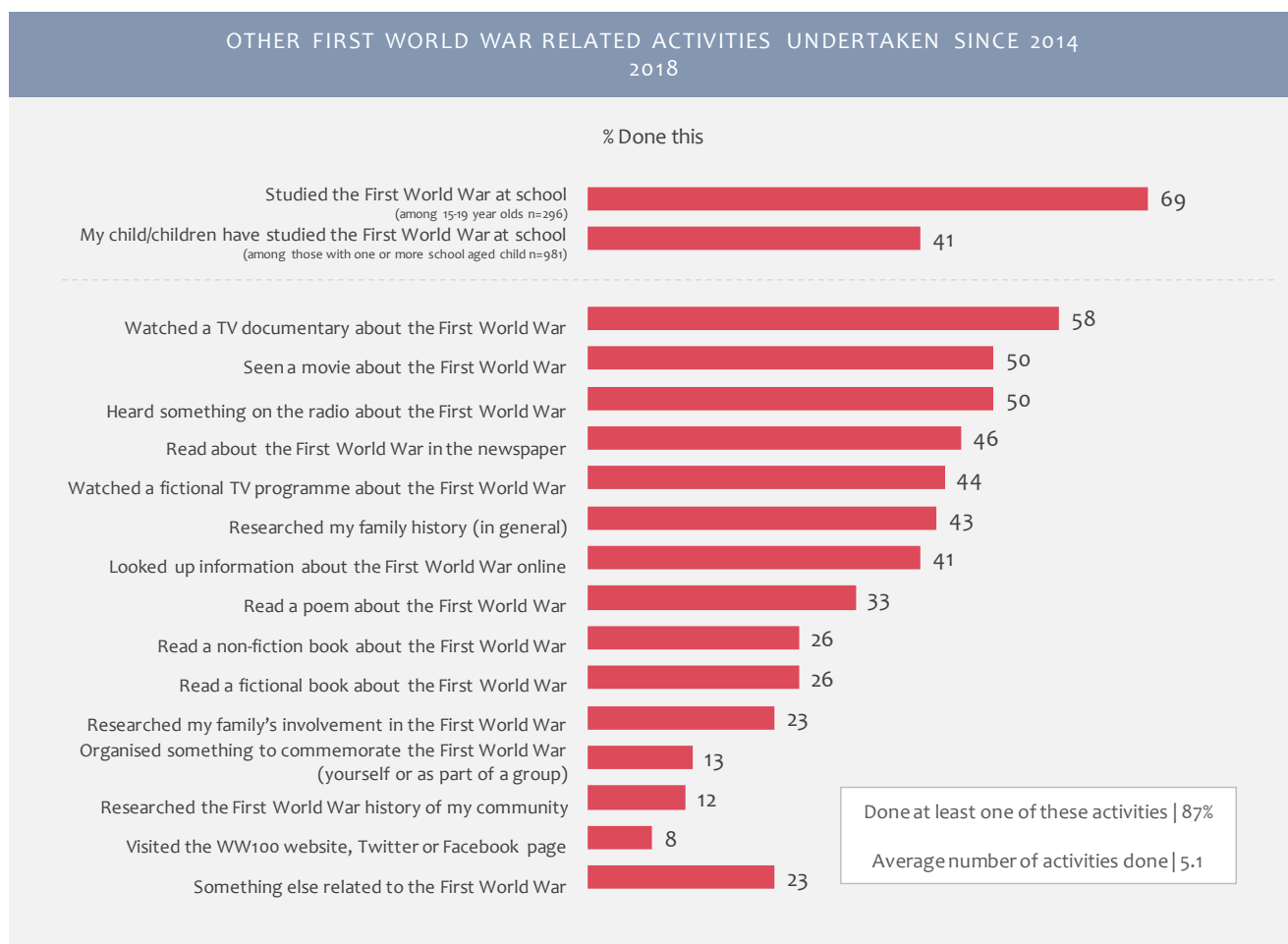
Further analysis reveals demographic differences for specific events, these are outlined in the table below.

Event	All New Zealanders	Demographic groups more likely than average to have engaged	Demographic groups less likely than average to have engaged
Visited a First World War Memorial in New Zealand	60%		Pacific peoples (50%)
Visited a Field of Remembrance (white crosses)	38%	15-24 year olds (44%)	Pacific peoples (26%)
Activities and events in your local area that explore the involvement of the community in the First World War	31%	Māori (36%)	
Creative or cultural performances related to the First World War (e.g. play, song, dance, photography)	26%	Māori (35%)	
Talks	25%	15-24 year olds (33%) Māori (35%)	
A working bee or project to restore local war memorial	8%	15-24 year olds (12%) Māori (12%)	

Base: All respondents 2018 (n=4,010); Māori (n=416); Pacific peoples (n=120); 15-24 years (604)

Other First World War related activities undertaken during the Centenary commemorative period

A list of other activities related to the First World War was shown to 2018 respondents, and they were asked to indicate whether or not they had done each since 2014. Results are displayed in the chart below.

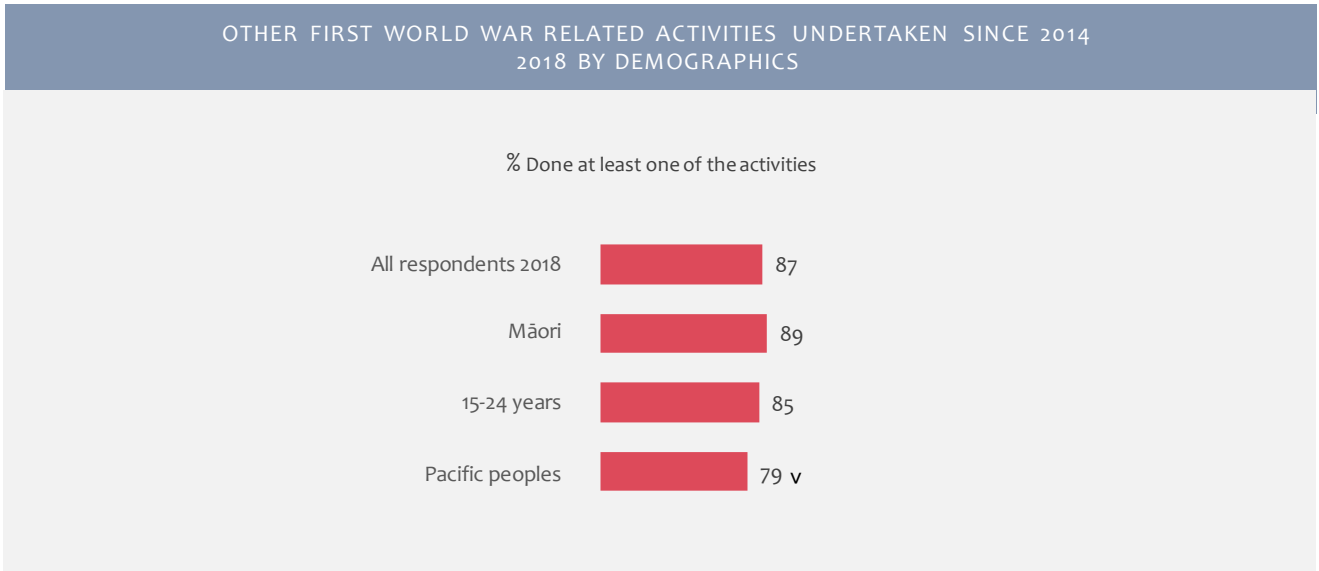


Base: All respondents 2018 (n=4,010)
Source: Q9, Q10

Most New Zealanders have done at least one of these activities since 2014 (87%), the average being 5.1 of them. Almost seven in ten of the 15 to 19 year olds studied the First World War at school during the commemorative period (69%). The most commonly undertaken activity overall was watching a TV documentary about the First World War (58% of all New Zealanders did this).

Demographic patterns

The proportion of each demographic group that have done at least one of the First World War related activities since 2014 is displayed in the chart below.



Base: All respondents 2018 (n=4,010); Māori (n=416); Pacific peoples (n=120); 15-24 years (604)

Source: Q9, Q10

^v Significantly higher or lower than all respondents in 2018

Māori and 15 to 24 year olds are just as likely to have done at least one of the activities as all New Zealanders. Whereas, Pacific peoples are less likely to have (79% versus 87% of all New Zealanders).

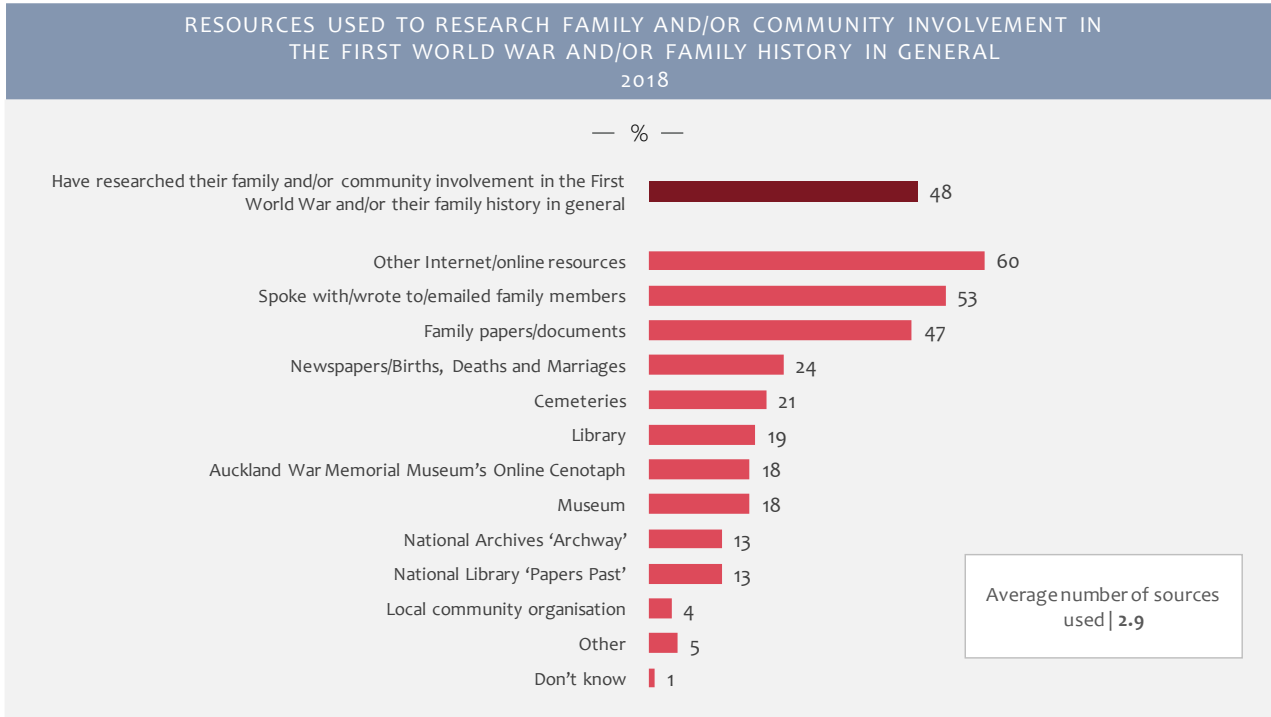
Further analysis identifies demographic differences for specific activities, these are shown in the table below.

Activity	All New Zealanders	Demographic groups more likely than average to have done this	Demographic groups less likely than average to have done this
Watched a TV documentary about the First World War	58%		15-24 year olds (53%)
Heard something on the radio about the First World War	50%		15-24 year olds (39%)
Read about the First World War in the newspaper	46%		15-24 year olds (32%) Pacific peoples (28%)
Watched a fictional TV programme about the First World War	44%		15-24 year olds (39%)
Researched my family history (in general)	43%	Māori (56%)	
Looked up information about the First World War online	41%	15-24 year olds (52%)	
Read a poem about the First World War	33%	15-24 year olds (45%)	
Read a non-fiction book about the First World War	26%	15-24 year olds (32%)	
Read a fictional book about the First World War	26%	15-24 year olds (32%)	
Researched my family's involvement in the First World War	23%	Māori (32%)	Pacific peoples (11%)
Organised something to commemorate the First World War (yourself or as part of a group)	13%	15-24 year olds (17%) Māori (18%)	
Researched the First World War history of my community	12%	15-24 year olds (20%) Māori (17%)	
Something else related to the First World War	23%	15-24 year olds (31%)	

Base: All respondents 2018 (n=4,010); Māori (n=416); Pacific peoples (n=120); 15-24 years (604)

Resources used to research family and community involvement in the First World War

2018 respondents who indicated they researched their family’s involvement in the First World War, the First World War history of their community and/or their family history in general were presented with a list of resources and asked what they used to do their research. Results are presented in the chart below.



Base: 2018 respondents who researched the involvement of their family and/or community in the First World War, and/or their family history in general (n=1,929)
Source: Q11

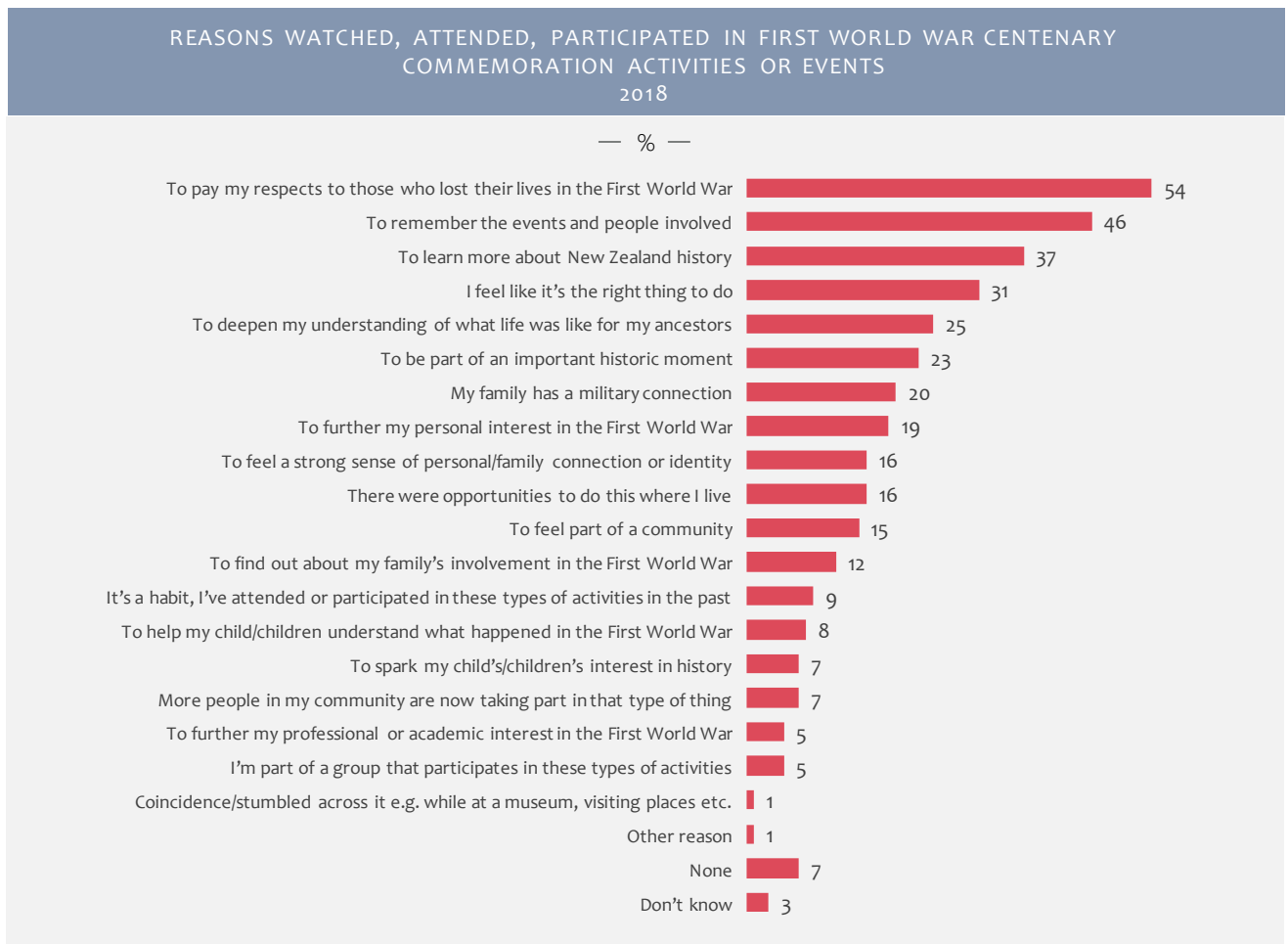
New Zealanders mainly used other online resources for their research (60%), asked family members (53%), or looked at family papers or documents (47%).

Motivations and barriers to participation

This section investigates what motivated New Zealanders to watch, follow, attend or participate in First World War related activities and events during the commemoration of the Centenary of the First World War, and why others chose not to engage.

Motivations to participate in the commemoration of the Centenary of the First World War

Respondents who experienced at least one First World War related activity or event since 2014 were asked to select their main reasons for doing so. Results are presented in the chart below.



Base: 2018 respondents who experienced at least one First World War related activity or event since 2014 (n=3,745)

Source: Q18

The main reasons New Zealanders took part match the main reasons given for considering the commemoration of the First World War to be important, that is they wanted to honour those who lost their lives in the First World War (54%), and remember the events and people involved (46%). Other common reasons include the desire to learn more about New Zealand history (37%), and because they felt it was the right thing to do (31%).

Demographic patterns

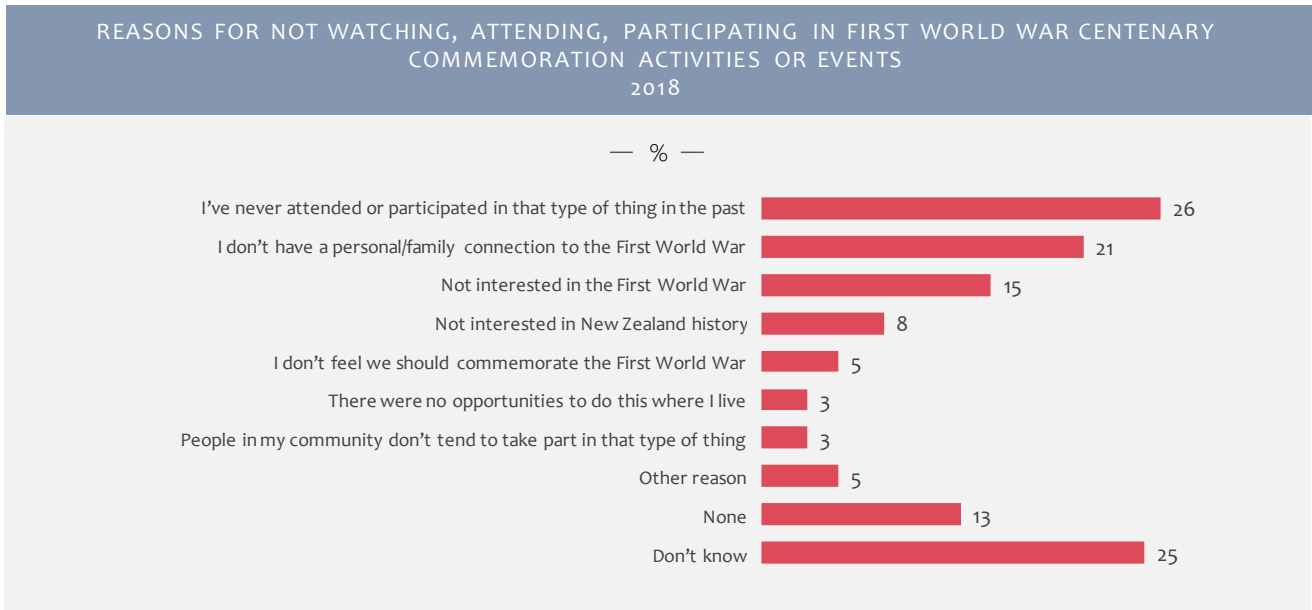
Pacific peoples and 15-24 year olds are less likely to say they wanted to pay their respects (45% and 42% respectively versus 54% of all New Zealanders who engaged in the commemorations) or remember the events and people involved (40% and 32% versus 46% of all New Zealanders who engaged). Younger New Zealanders are more likely than average to say they are part of a group that participates in those types of activities (8% versus 5% of all who engaged).

Māori are more likely than all New Zealanders to reference a number of reasons for experiencing an event or activity. Key differences include:

- To pay their respects to those who lost their lives in the First World War (60% of Māori versus 54% of all who engaged)
- to be part of an important historic moment (31% of Māori versus 23% of all who engaged)
- their family has a military connection (31% of Māori versus 20% of all who engaged)
- to feel a strong sense of personal/family connection or identity (22% of Māori versus 16% of all who engaged)
- to find out about their family's involvement in the First World War (16% of Māori versus 12% of all who engaged)
- to help their child/children understand what happened in the First World War (12% of Māori versus 8% of all who engaged)
- more people in their community are now taking part in that type of thing (12% of Māori versus 7% of all who engaged).

Barriers to participation in the commemoration of the Centenary of the First World War

Respondents who did not engage with any First World War related activities or events since 2014 were asked to select their reasons for not doing so. Results are illustrated in the chart below.



Base: 2018 respondents who did not experience any First World War related activities or events since 2014 (n=265)
Source: Q19

The main reasons for not engaging include lack of previous experience with attending or participating in that type of thing (26%), lack of personal or family connection to the First World War (21%), and lack of interest in the First World War (15%).

Just 3% say there were no opportunities to engage in the commemorations in the area where they live.

Demographic patterns

Results for Māori, Pacific peoples and 15-24 year olds align with those of all New Zealanders who did not engage in the commemorations.

Further analysis supports the finding that there was widespread opportunity to engage with the commemorations, as New Zealanders from all types of areas were equally likely to have done so (93% of big city residents, 95% of provincial city or large town residents, 93% of small town residents and 94% of rural residents).

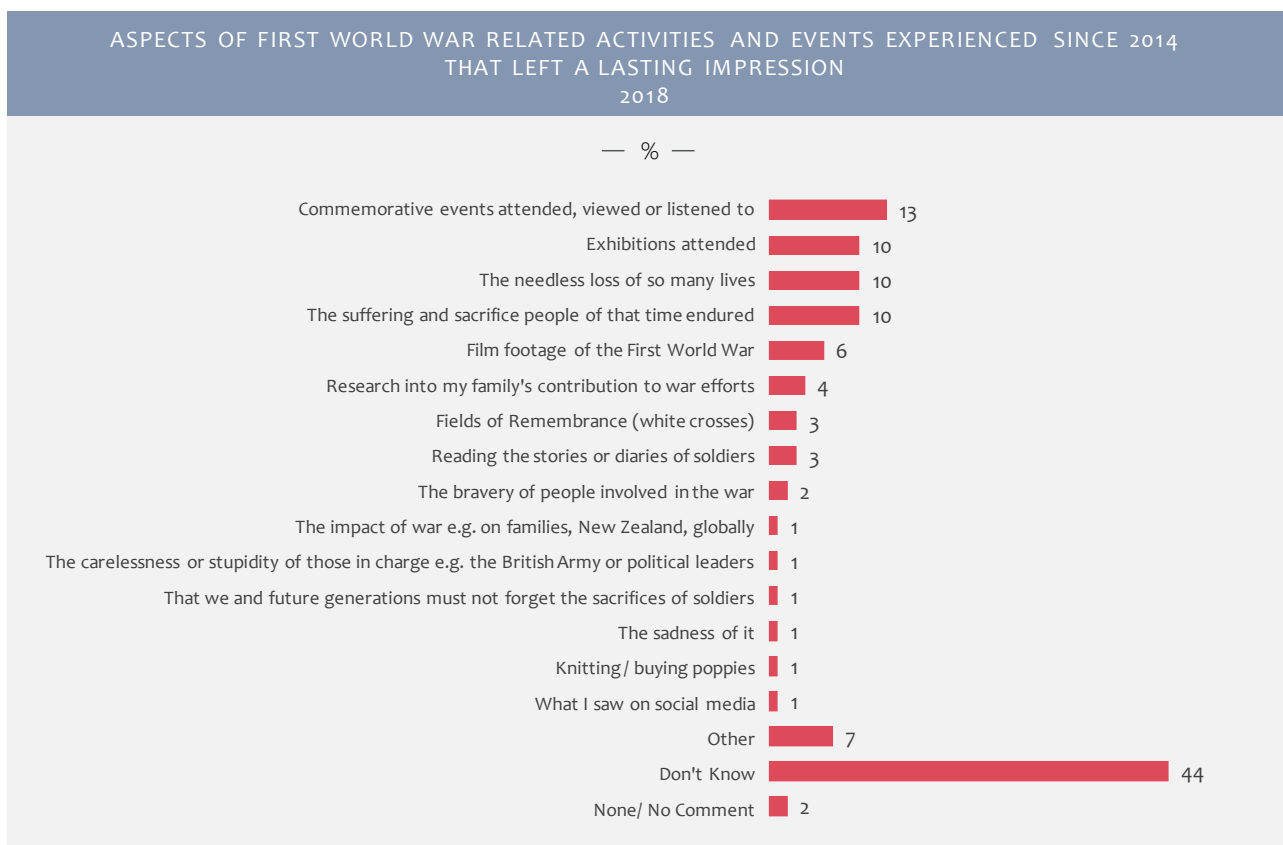
Impact of the First World War and Centenary commemorations

This section determines the extent to which New Zealanders’ experiences with First World War related events and activities during the commemorative period have had an impact on them. It also looks at New Zealanders’ perceptions of the relevance of the First World War in shaping New Zealand’s identity.

Aspects of the Centenary commemoration activities and events that left a lasting impression

Respondents were asked which aspects of the commemoration events and activities they had experienced since 2014 made a lasting impression on them.

This was an open-ended question, and the responses have been coded to establish the main themes. Results are illustrated in the chart below.



Base: 2018 respondents who experienced at least one First World War related activity or event since 2014 (n=3,745)
Source: Q17a,b,c

The majority of those who experienced a First World War related activity or event since 2014 were left with a lasting impression (54%).

Commemorative events and exhibitions are the main channels through which an impression was made, given these were the most commonly experienced activities during the Centenary commemorations the result is perhaps to be expected. However, the verbatim comments on the following pages show the common characteristics of activities and events that leave a lasting impression are their ability to stir some kind of feeling or emotion, for example through the portrayal of the needless loss of life and the suffering and sacrifice people of that time endured, or they allowed people to personally relate with what is portrayed in the activity or event.

Demographic patterns

Results for Māori, Pacific peoples and 15-24 year olds are generally consistent with those of all New Zealanders.

Verbatim comments

A selection of comments New Zealanders made about aspects of Centennial commemorations that had left a lasting impression on them are provided below.

Exhibitions.

“I was shocked and distressed by the Gallipoli exhibition. I had to leave near the end as I was upset by it all. I will return one day though. The sounds and voices and models made it feel so real. The best war exhibition I have ever been to!”

“I’ve visited the exhibition at Te Papa. Incredibly moving and left there feeling sad and hollow. I’ve studied the history of WW1 at uni but going through the exhibition just made it so emotional.”

“Writing a message on the Anzac poppy paper flower in memory of the lost lives and placing it at the Te Papa exhibit.”

“The Great War exhibition made a lasting impression due to the use of photos being turned into colour, making it seem like the events only happened yesterday...”

Commemorative events.

“Dawn service at the Auckland Memorial is one of the most powerful moments of the year. I immigrated from South Africa five years ago and I have attended every single one. Brought my family too and now it’s a tradition.”

“Attended many Anzac Day ceremonies both here and in Australia. The last post and the national anthem always makes me very solemn.”

“The emotion behind soldiers attending these memorials, and the silence during a time of reflection often held during the memorials.”

“Attended an Anzac dawn parade - my first ever. Amazed at the number of people who turned up to pay their respects.”

“The Armistice 100 gun salute was a powerful moment.”

“I went to Anzac Day at Le Quesnay and it was touching that this little French village celebrated New Zealand for what they did to liberate them from the Germans. They had a parade with floats, a memorial walk, kiwi soldiers and representatives, and schools.”

“I was very fortunate to attend the Centenary of Anzac Day in Gallipoli in 2015. My great uncle died in action there, and it was a very special moving occasion. A group of us from the trip now meet up every Anzac Day to attend the dawn service at the Auckland War Memorial Museum. The Fields of Remembrance Trust have done an amazing job to mark the WW1 100 Centenary, and the field of crosses at Auckland Museum was very moving and poignant. We have collected my great uncle's cross from the Memorial Field. As he has no known grave at Gallipoli, it feels now as if we have a little piece of him home with us...”

Fields of Remembrance (white crosses).

“Showing the scale of the war, our contribution as a country, and how much of an impact it had on New Zealand despite our geographical distance from Europe. One of the biggest examples of these was shown in the fields of white crosses, a pretty stark display of the cost of the war.”

“In 2014, schools were all given white crosses. With my class, we researched some of the people whose crosses we had been given. We set the crosses up on our school lawn and held a very moving Anzac ceremony.”

Film footage of the First World War.

“Peter Jackson's film on World War One was traumatic and brutal. I never want to send my sons to war...”

“It is always touching to remember those who have past for our freedom. Movies based on real events always get to me. When one man sacrifices his life for many it shows that even in our darkest hour we can be kind, generous and selfless.”

Reading stories and diaries of soldiers.

“Letters that my uncle wrote to my grandmother when he was overseas. Telegram and sympathy cards when he was killed in action.”

“I read family documents relating to the execution of my ancestor and the mental anguish that it has caused in the whānau since that time. I have experienced the shame and the reluctance of older family members to talk about this matter.”

The suffering experienced.

“The feelings, agony and anxiety, of the parents and families waiting for their sons, fathers and husbands to come home safely from the war.”

“It's the horror of men being sent up out of the trenches, with the Germans or Turks mowing them down.”

“...It makes me feel sick to my stomach. I feel quite teary too, every time I think about the wars. I can't begin to imagine what ordinary New Zealanders felt when they were on the frontline. Brave, brave people who really would of been absolutely terrified. When I think of my grandfathers. They were ordinary farmers, shipped off to World War II, not World War I. But a war is a war and that doesn't change the fact that they were both patriotic, but still ordinary, hard working men who would of felt an absolute terror in the pits of their stomachs being in that situation and seeing, experiencing and doing things that not all humans are wired to do...”

Other lasting impressions.

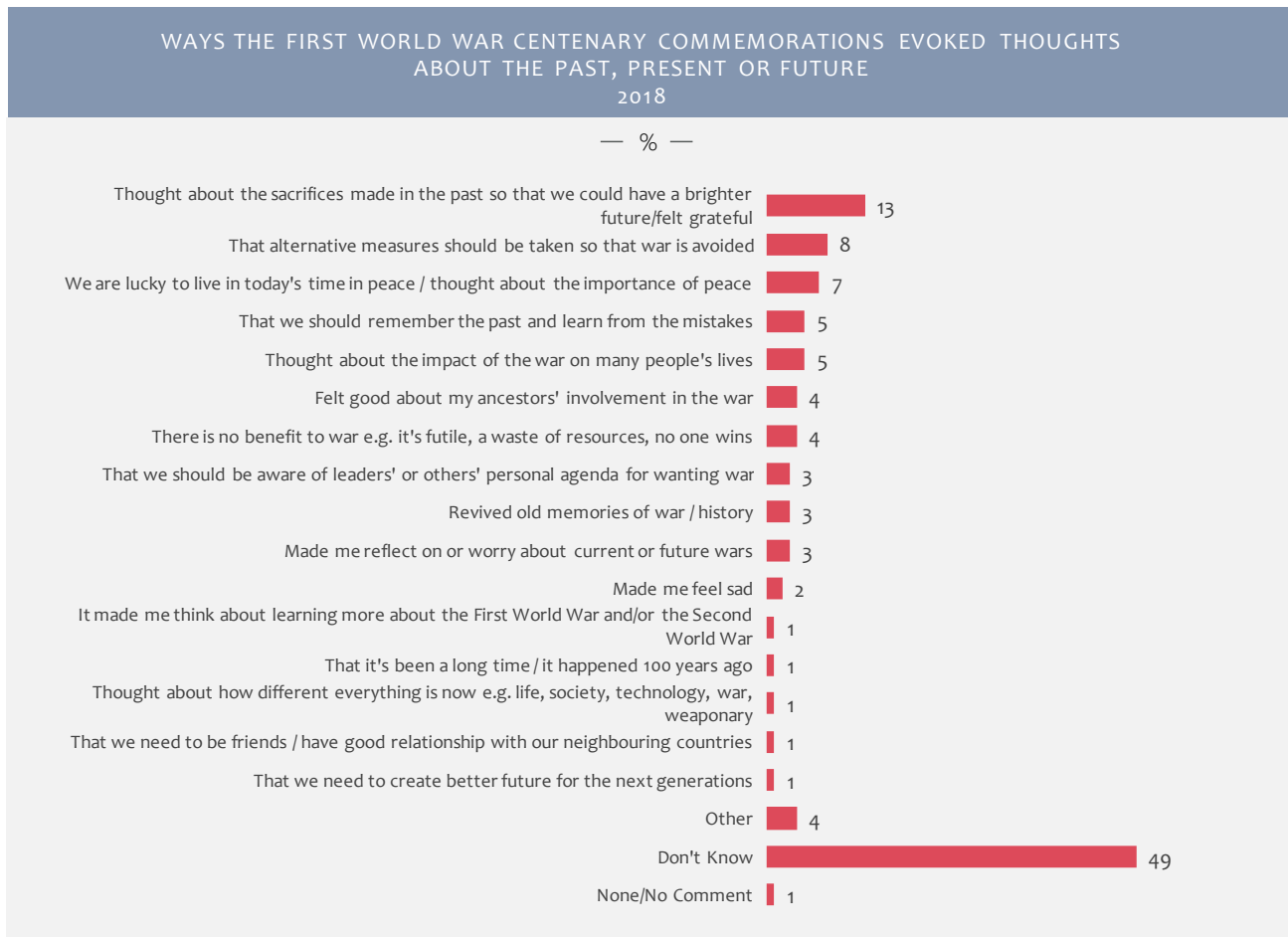
“Hearing programmes about the devastation of Spanish flu, the decimation of the population in Samoa...”

“At my school... we remembered all the old boys that gave their life defending our country. What made a lasting impression on me was that many of those boys that enlisted in the war as soldiers and gave their lives would have been the same age as me.”

“I was a part of the Rimutaka re-enactment crossing. It really opened my eyes to what our men went through before they even got to war.”

How the First World War Centenary commemorations made New Zealanders think about the past, present or future

2018 respondents who had experienced at least one First World War related activity or event during the commemorative period were asked in what ways, if at all, the First World War Centenary commemorations made them think about the past, present or future. Results are shown in the chart below.



Base: 2018 respondents who experienced at least one First World War related activity or event since 2014 (n=3,745)
Source: Q24cli/ii/iii

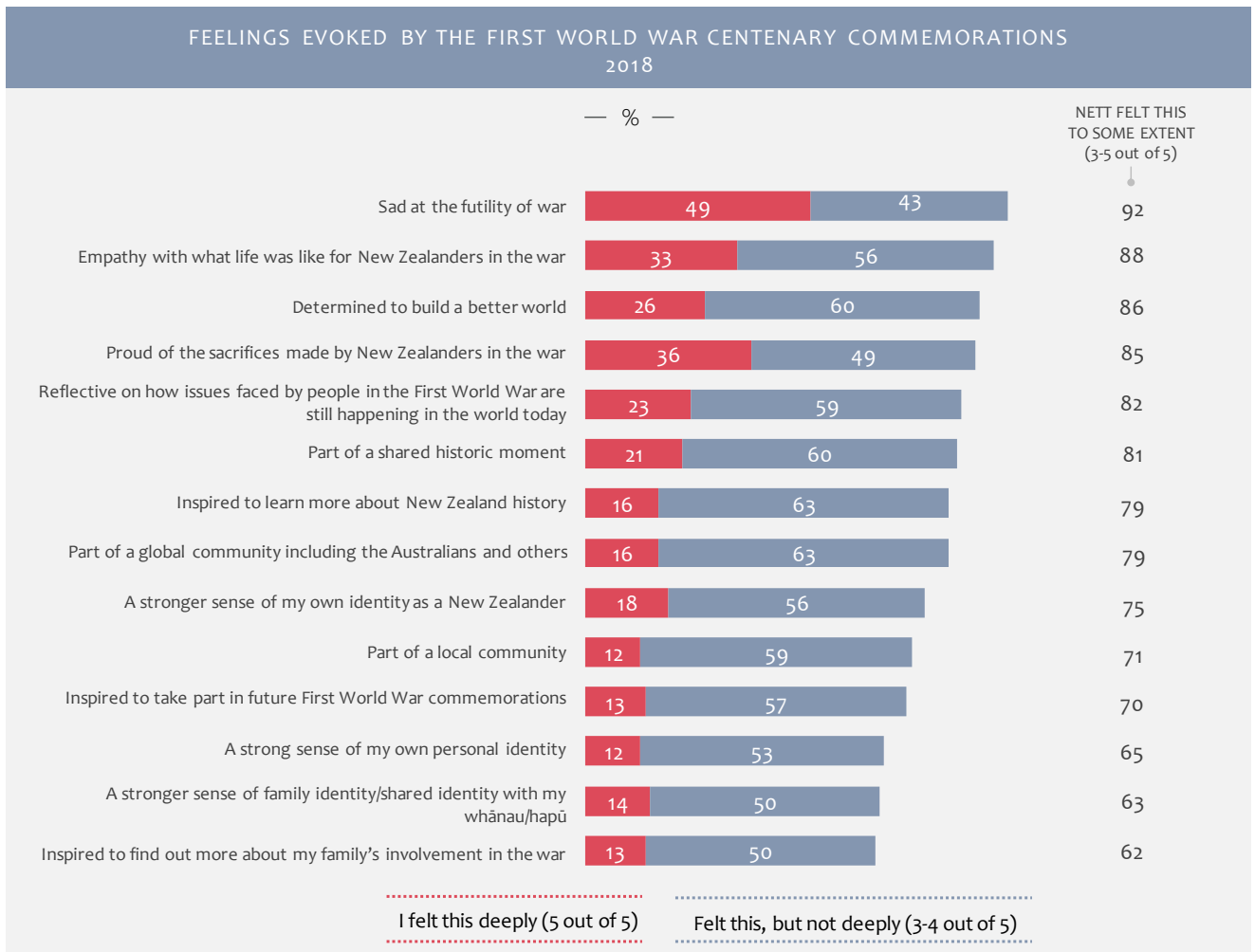
Half of those who engaged in some way during the commemorative period gave examples of how the First World War Centenary commemorations caused them to think about the past, present or future (50%). The main things they reflected on are the sacrifices people made in the past, so they could have a brighter future (13%), that alternative measures should be taken so that war is avoided in future (8%), and that we are lucky to live in peaceful times, this reinforced the importance of peace (7%).

Demographic patterns

Māori and 15-24 year olds who engaged with the First World War Centenary commemorations are less likely than average to say they reflected on the past, present or future as a result (44% and 36% respectively versus 50% of all New Zealanders who engaged with the commemorations). Younger New Zealanders are also less likely to say they thought about the sacrifices people made in the past, so they could have a brighter future (7% versus 13% of all New Zealanders who engaged with the commemorations). No differences are evident for Pacific peoples.

How the First World War Centenary commemorations made New Zealanders feel

Respondents who experienced at least one activity or event related to the First World War during the commemorative period were asked to think about the Centenary of the First World War and anything they have seen, heard or taken part in to commemorate this. They were then presented with a list of feelings and asked to indicate how much, if at all, they felt each one as a result of the commemorations. Results are displayed in the chart below.



Base: 2018 respondents who experienced at least one First World War related activity or event since 2014 (n=3,745)
Source: Q24a

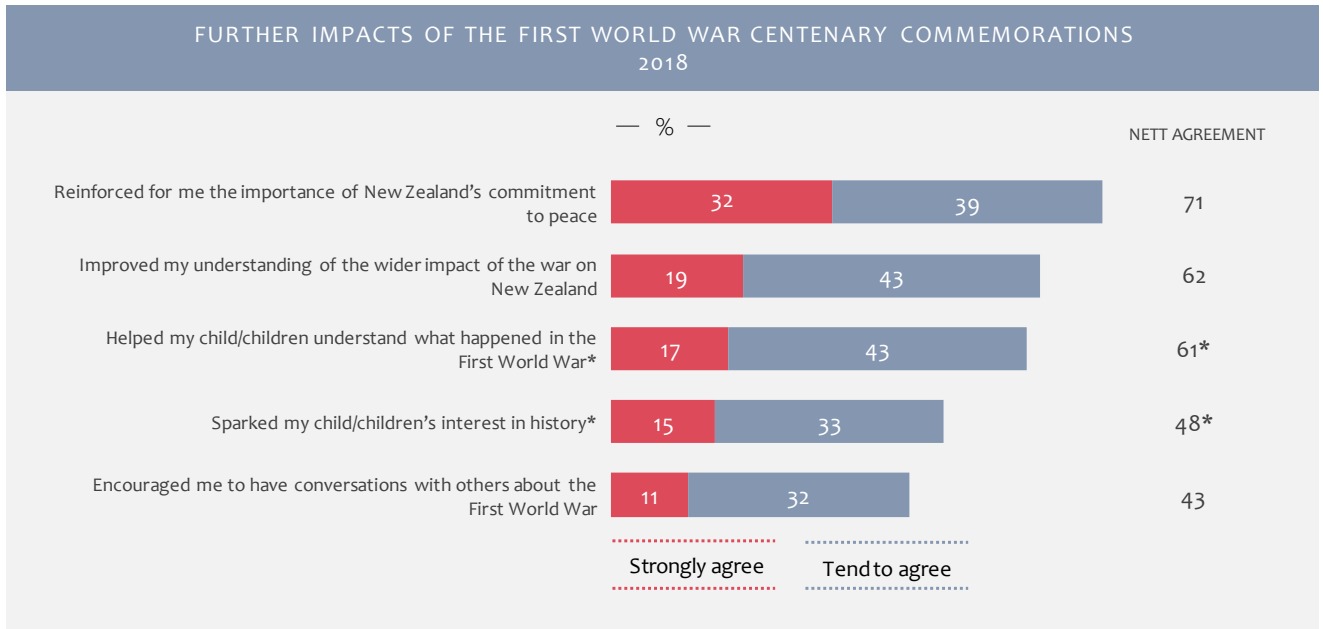
Each feeling was experienced to some extent by large majorities of those who engaged with the First World War Centenary commemorations. The feelings most likely to have been felt deeply (rated 5 out of 5) include sadness at the futility of war (49%), pride in the sacrifices made by New Zealanders during the war (36%), empathy with what life was like for New Zealanders in the war (33%), determination to build a better world (26%), reflective on how issues faced by people in the First World War are still happening in the world today (23%), and feeling part of a shared historic moment (21%).

Demographic patterns

Māori who engaged in the commemorations are more likely than average to have experienced many of the feelings we measured, whereas 15-24 year olds who engaged in the commemorations are less likely than average to have. Results for Pacific peoples tend to align with all those who engaged. Details can be found in the Q24a table of results in Appendix B.

Other impacts of the First World War Centenary commemorations

2018 respondents who took part in at least one First World War related activity or event during the commemorative period were asked the extent to which they agree or disagree with several statements. Results are displayed in the chart below.



Base: 2018 respondents who experienced at least one First World War related activity or event since 2014 (n=3,745)

Source: Q24b

* Among those with one or more school aged child only (n=913)

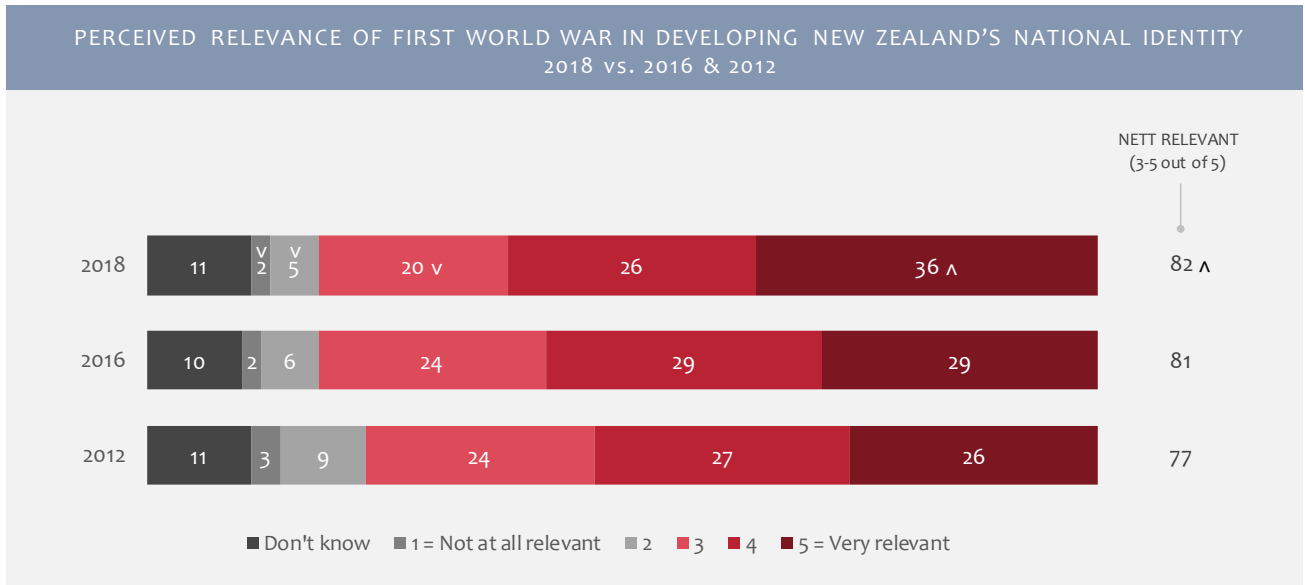
The majority of those who engaged with the First World War Centenary commemorations agree it reinforced for them the importance of New Zealand's commitment to peace (71%), and improved their understanding of the wider impact of the war on New Zealand (62%). A similar proportion (61%) of parents of school aged children agree it helped their child or children understand what happened in the First World War.

Demographic patterns

Pacific peoples and 15 to 24 year olds who engaged with the commemorations are less likely than average to agree it reinforced for them the importance of New Zealand's commitment to peace (60% and 63% versus 71% of all who engaged). Younger New Zealanders who engaged with the commemorations are also less likely to agree it improved their understanding of the wider impact of the war on New Zealand (57% versus 62% of all who engaged). Results for Māori are similar to all those who engaged.

Relevance of the First World War in developing New Zealand’s national identity

Respondents in the 2012, 2016 and 2018 surveys were asked how relevant they think the First World War has been in developing New Zealand’s national identity. Results are shown in the chart below.

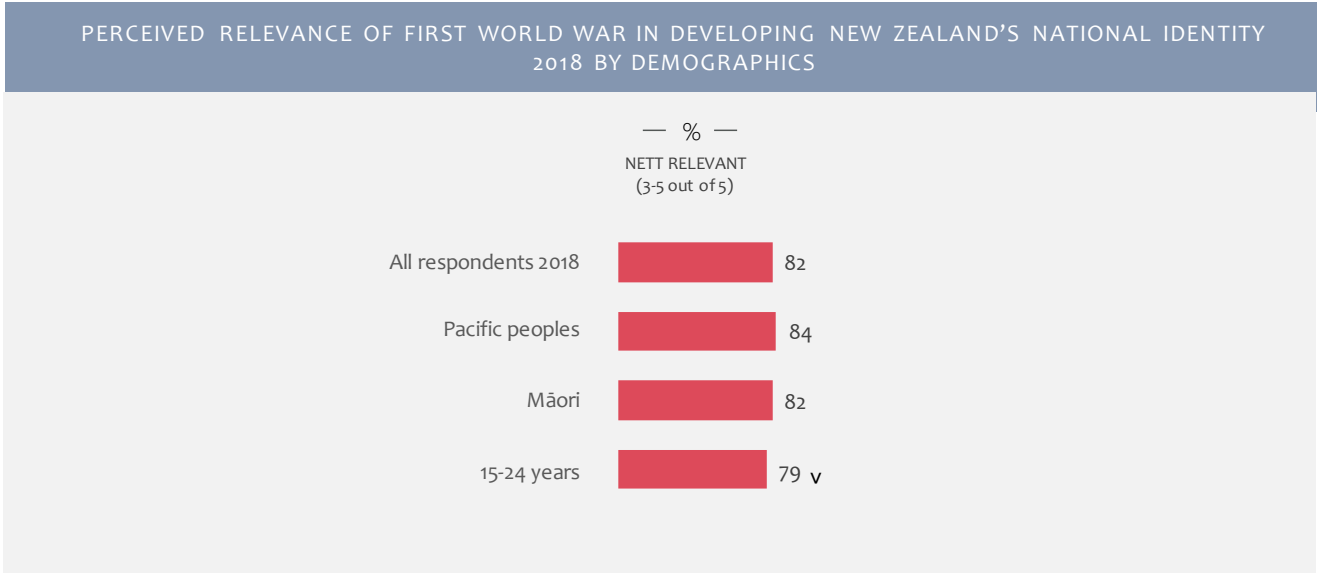


Base: All respondents 2012 (n=4,017); 2016 (n=2,001); 2018 (n=4,010)
 Source: Q20
 ^V Significantly higher or lower than 2012

Most New Zealanders believe the First World War has been relevant in developing our national identity to some extent (82%), this proportion is higher than in 2012 (77%). Perceived relevance has in fact strengthened overtime with more New Zealanders rating the First World War’s relevance 5 out of 5 very relevant (up 10 percentage points since 2012).

Demographic patterns

The chart below shows the extent to which 15 to 24 year olds, Māori and Pacific peoples think the First World War has been relevant in developing the nation’s identity (i.e. rating the relevance 3-5 out of 5) compared to all 2018 respondents.



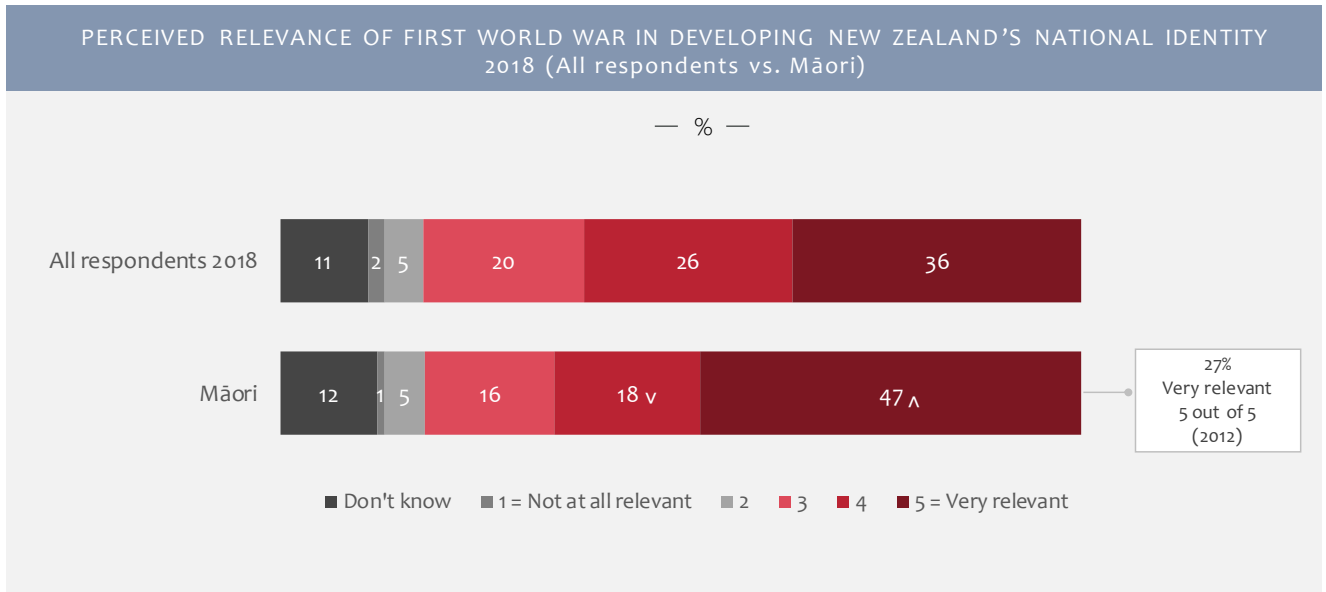
Base: All respondents 2018 (n=4,010); Māori (n=416); Pacific peoples (n=120); 15-24 years (604)

Source: Q2o

^v Significantly higher or lower than all respondents in 2018

The large majority of all demographic groups believe the First World War has been relevant, although younger New Zealanders are less likely than average to think so (79% versus 82% of all New Zealanders). However further analysis shows the proportion of 15-24 year olds who say the War was relevant has increased over time (up 10 percentage points since 2012).

In addition, further analysis shows that Māori consider the First World War to have been particularly relevant in developing New Zealand’s national identity. Māori are more likely than average to rate it as very relevant (or 5 out of 5); 47% versus 36% of all New Zealanders. In fact, the proportion of Māori who say it was very relevant has risen substantially overtime (up 20 percentage points since 2012). Results are illustrated in the chart below.



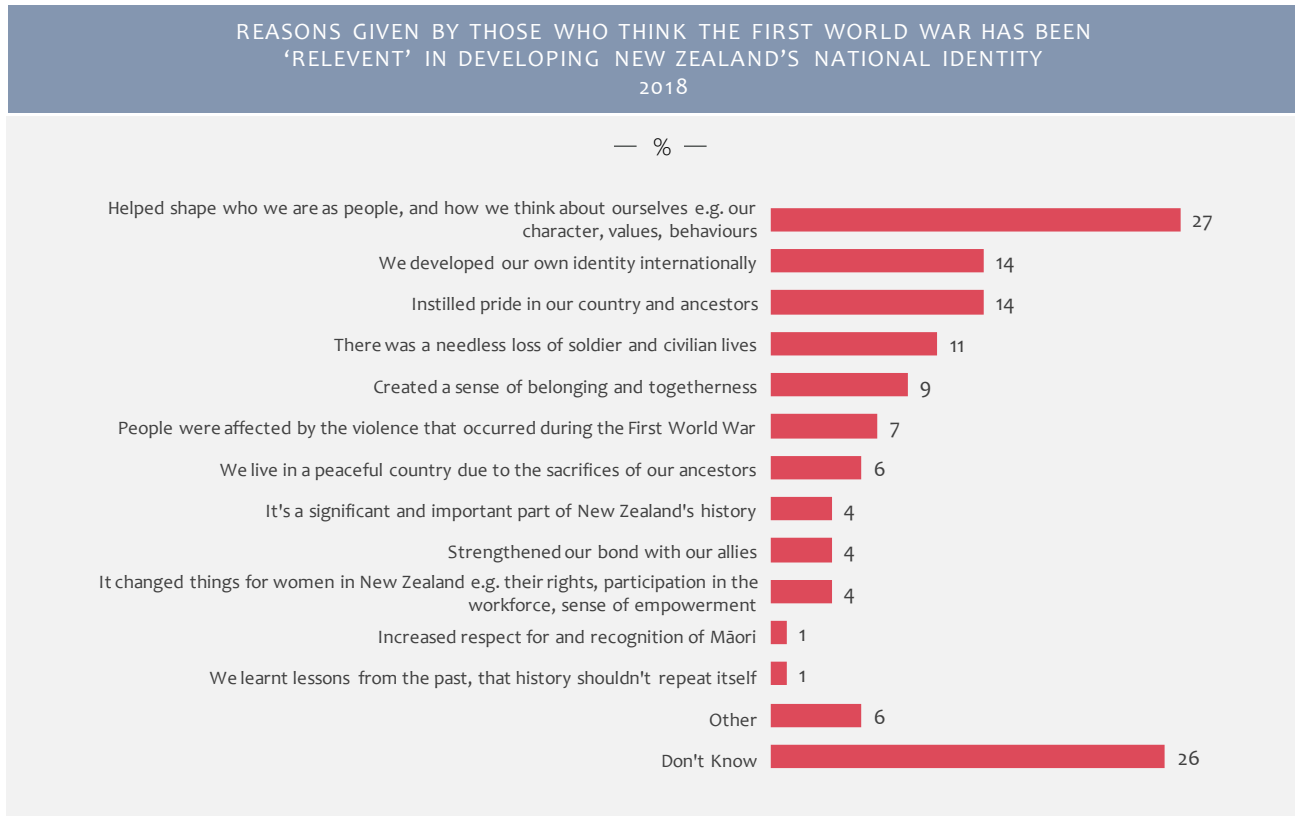
Base: All respondents 2018 (n=4,010); Māori (n=416)
Source: Q2o
ΛV Significantly higher or lower than all respondents in 2018

New Zealanders who engaged with the Centenary commemorations are more likely than those who did not engage to believe the First World War has been relevant in developing New Zealand’s national identity (85% rate it 3-5 out of 5 versus 43% of those who did not engage in any way).

Reasons the First World War is considered relevant in developing New Zealand’s national identity

Respondents who considered the First World War to be relevant to New Zealand’s national identity (62% of all respondents in 2018), were asked why they feel this.

Responses to this open-ended question were coded, and the chart below summarises the main themes in the responses.



Base: 2018 respondents who think the First World War was highly relevant in developing New Zealand’s national identity (n=2,506)
Source: Q21a,b,c

The main reason the First World War is considered relevant in helping to develop New Zealand’s national identity is that it helped shape who we are as people and how we see ourselves, for example it has influenced our character, values and behaviours (27%).

Demographic patterns

Māori, Pacific peoples and 15-24 year olds are less likely than average to know why they feel the First World War has been relevant, but the views of those who do have an opinion broadly reflect those of all New Zealanders.

Verbatim comments

Below is a selection of comments New Zealanders made in 2018 to explain why they feel the First World War has been relevant in developing New Zealand's national identity.

It shaped who we are, how we see ourselves, and how we behave.

"It put New Zealand and New Zealanders on the map in terms of our national identity, positivity, hard-working attitudes and sense of humour. Those Kiwiana traits are still very relevant to our ideal portrayal of the national identity."

"It showed that all New Zealanders, no matter what colour or creed, can work together to overcome a national threat. It also showed the world the grit, determination and resilience that the NZ men and women had. That the No. 8 wire mentality was and still is strong in this land."

"It showed the world the strength of New Zealanders including Māori. It made people more aware of Māori rights and it has also shaped New Zealand's military in terms of training, learning and progression."

"Kiwi 'can do' attitude and 'No. 8 wire' view to fix instead of replace was born from necessity when there was little around. Also, when the men went to war, the females of New Zealand became even more independent and involved in many activities."

"New Zealanders who went to war came back and received little support, many of them learned to cope on their own and it started to develop the way New Zealanders behave. They were also known internationally for their bravery, and particularly for the Māori Battalion, who would not leave a member behind. These personal traits helped shape the personal identity of many of the people of NZ, our pride in these people shows, as Anzac ceremonies continue to grow each year. My grandson now wears his great-grandfather's medals at Anzac Day and although young knows what his great grandfather did to earn them and wears them with pride and love for a man he never knew except through us - his grandparents. I think this will help shape the man he will become, and he will identify with this as being a New Zealander."

"It was New Zealand's first large loss of life in an offshore war, women took on the workforce and families learned to live on rations. Men returned with PTSD and other mental health issues that were swept under the carpet and raised boys into the "harden up" mentality, we are only just recovering from this now."

"I think the psychological impact on those involved and those at home was greater than most people want to admit. I feel that generally New Zealanders do not deal with grief, depression or stress at all well which has led to dysfunction on all kinds of levels over the last 100 years. I think that if we can accept how massive the impact of war has had on us psychologically we might do better as a society."

Instilled pride in our country and ancestors.

"Gives us a sense of pride and that we are a small but great nation that punches above our weight."

"It showed that we could stand on our own and fight harder than the Motherland. Our Māori battalion did themselves proud and illustrated that Māori were as important as anyone else in the country. WW1 really put fire behind NZ becoming independent (albeit part of the Commonwealth) to England which happened within the next 10 years."

Developed our own national identity.

“It was the first time New Zealand experienced an international presence. People coming home shared their stories and these clearly illustrated the differences between New Zealand and other countries.”

“A growing sense of ourselves as an independent nation, upholding values that are New Zealand values such as fairness, decency, loyalty, and ironically a realisation that as a nation we were poorly regarded often by the British hierarchy, that "Mother England" still held to a colonial philosophy.”

“We have since seen New Zealand play a role in peacekeeping. We have an independent foreign policy. As a country, we stand on our own two feet and not in the shadow of old colonial Britain.”

“Since, NZ has taken a strong stance against unnecessary military action, both domestically and on the international stage. It has adopted a pacifist stance with regard to nuclear proliferation and its involvement in foreign military intervention has been mainly restricted to peacekeeping efforts. I would say the majority of New Zealanders feel a collective sense of loss and shame over the lives sacrificed on the battlefields of WWI.”

Created a sense of belonging and togetherness.

“Has helped build New Zealand together as a community where everyone can unite to stand against one thing.”

“It made the country come together as one, breaking down walls that needed breaking. Those between men and women, European and Māori and Pacific Islanders.”

“I think that it was something that really united most New Zealanders for having a sense of duty, both to serve and to work. It was something that brought women into the workforce and established that New Zealand women could take charge. It showed New Zealanders that our actions mattered. It was not an easy time for people to live through therefore it likely encouraged people to do what was right.”

“I think it was important to see that both Pākehā and Māori participated - and how significant for Māori to participate especially when it was for the Crown, who had dispossessed so many of their lands. I think it made New Zealand "count" in the eyes of the world. Although for the soldiers at the time, to many it was just an adventure, and they didn't see what the possible consequences could be.”

“This little country learnt to survive on the bare necessities and people pulled together. There became a commonality, being a small country we all had family that became soldiers, sharing losses, breaking barriers and coming together.”

“Those away learned to rely and support one another. They were all in it together and came together as Kiwi. The women had to make do and they also learned to work together and support one another.”

Strengthened our bond with our allies.

“New Zealand has a close relationship with Australia which began in the trenches of WW1. It defined us as a nation because we took up the fight even though we were little.”

“It helped forge a significant bond between Australia and New Zealand which has lasted strongly until this day. New Zealand's reputation overseas has been impacted by stories of the armed forces efforts and sacrifices that they made.”

Reasons the First World War is not considered relevant in developing New Zealand's national identity

Just 2% of 2018 respondents rated commemorating the Centenary of the First World War as 'not at all relevant' in shaping this country's national identity. These respondents were asked to provide their reasons, and the responses to this open-ended question have been coded to reveal the main themes.

Verbatim comments

The main themes, along with a range of 2018 comments that represent each one are shown below.

Our role was not large or unique enough for there to be a big impact on our identity.

"Going to war because you are in the British Empire is not going to cause a New Zealand identity. Gallipoli is used as a situation which modern history says was the start of a development of a New Zealand identity. Australians, English and Indians also fought at Gallipoli..."

"While a big contribution locally, i.e. in New Zealand; internationally of minimal significance to NZ identity. New Zealand is better recognized for sheep and wool."

"We weren't hugely involved."

Other things are more relevant to our nation's identity.

"I don't believe a national identity can be developed from one shocking event but rather from traditions, culture and language."

"New Zealand is MORE than what happened at war. I don't believe WW1 or WW2 defined New Zealand in any shape or form..."

"Life now is different, and each day brings changes. The influx of people from different countries and their own perspectives change the relevance of NZ identity."

Our identity is constantly evolving and is more influenced by the present or future, than the past.

"Nowadays it is about what people can get now, what kind of quality life New Zealanders can have, how advanced (or better) economy or social welfare system people can have. If all these are ranked top in the world, then New Zealander can be easily recognised in the world with high respect. History is part of life, but people will more focus on current and future."

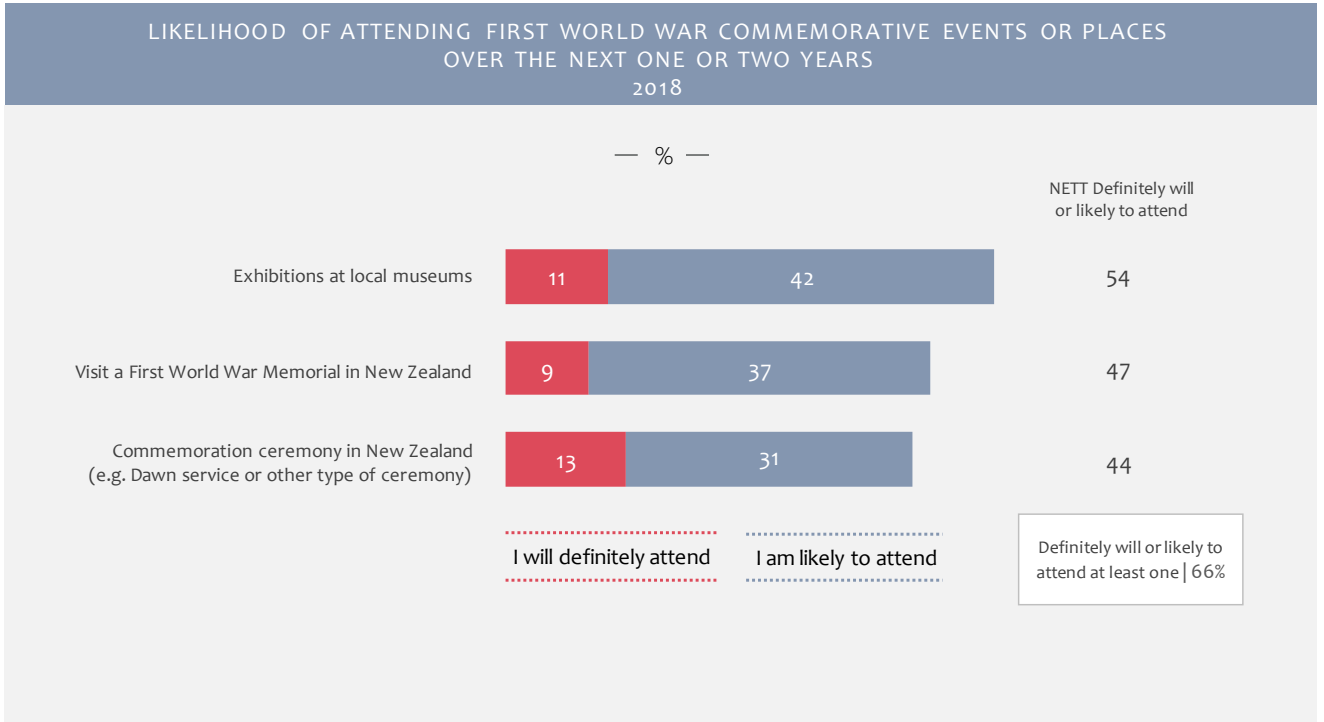
"When I think of an identity I don't think the past of that country really plays into it, if you identify with New Zealand then you believe in what it's doing now and what it is planning to do in the future."

Future commemorations

Likelihood of attending First World War commemorative events or places within the next two years

Respondents were asked how likely or unlikely they are to attend three different First World War commemorative events or places during the next two years.

The chart below shows the proportion of New Zealanders who say they definitely will or are likely to attend each done during that time.

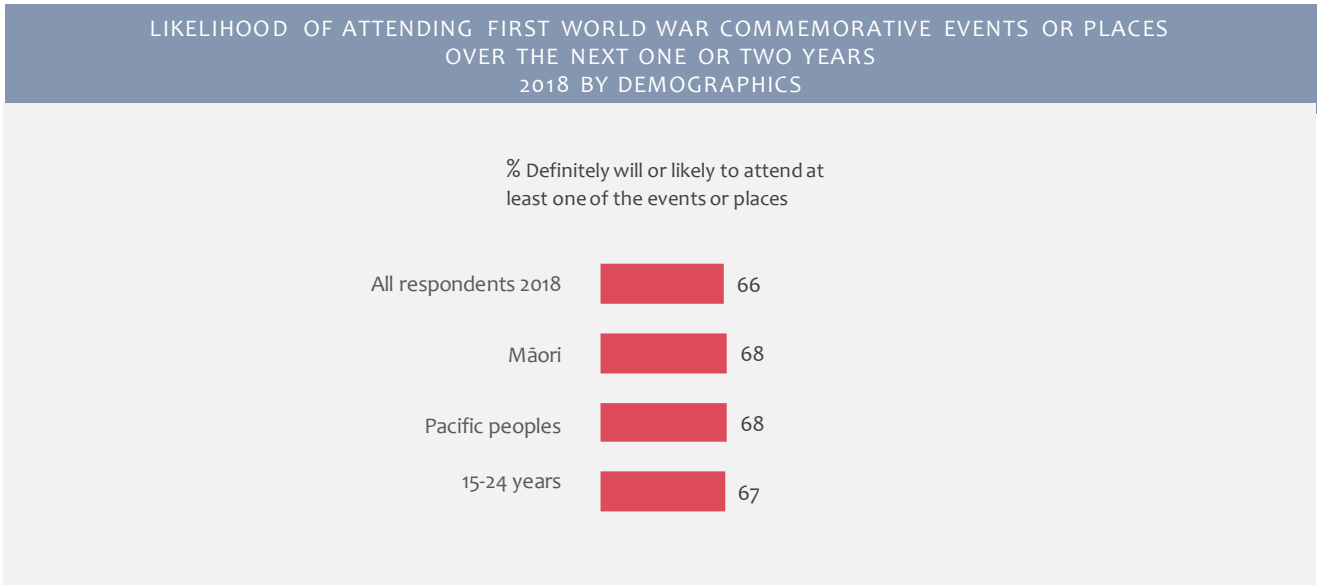


Base: All respondents 2018 (n=4,010)
Source: Q25

Two thirds of New Zealanders say they will definitely or are likely to attend at least one of the First World War commemorative events or places within the next two years (66%). Perceived likelihood of attending is highest for exhibitions at local museums (54%), although the strength of likelihood is highest for commemoration ceremonies in New Zealand, such as dawn services (13% say they will definitely attend at least one).

Demographic patterns

Perceived likelihood of attending the First World War commemorative events or places within the next two years among Māori, Pacific peoples and 15-24 year olds is shown in the chart below.



Base: All respondents 2018 (n=4,010); Māori (n=416); Pacific peoples (n=120); 15-24 years (604)
Source: Q25

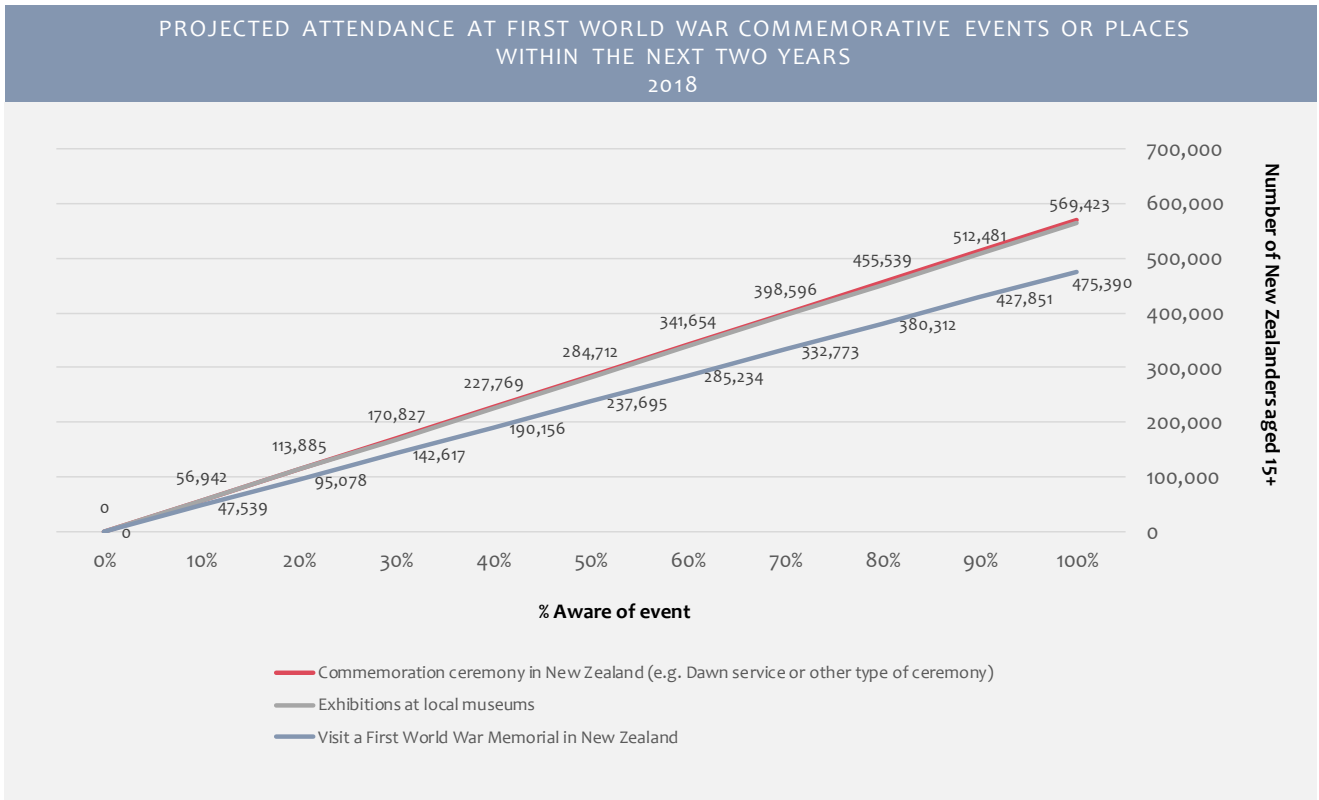
All three demographic groups are just as likely to say they will attend one or more of the First World War commemorative events or places during the next few years as all New Zealanders.

However, Māori are more likely than average to say they will attend a commemorative ceremony in New Zealand (53% say they definitely will or are likely to versus 44% of all New Zealanders). No other differences are evident for the other specific events or places.

New Zealanders who engaged with the Centenary commemorations in some way are more likely than those who did not engage to say they definitely will or are likely to attend at least one of the First World War commemorative events or places during the next two years (70% versus 15% of those who did not engage in any way).

Projected attendance over the next two years

When answering ‘likelihood to act’ questions, like the one on the previous pages, we find that people tend to over-state their likelihood. To counter this tendency, we have developed a formula that converts stated likelihood into those actually likely to act. The formula has been developed by calibrating stated likelihood across a wide range of markets with subsequent action. The charts below show the results of this conversion for attendance at First World War commemorative events or places. The results have been projected to the New Zealand population aged 15+ (3,482,712 at the 2013 Census). Likely attendance is shown as a function of awareness of the event to illustrate that actual attendance is not just driven by intention to attend; it is also driven by practical factors, such as awareness, accessibility and the quality of the event.



Base: All respondents 2018 (n=4,010). Note that the ‘Exhibitions at local museums’ projections are very similar to those for ‘Commemoration ceremony in New Zealand’ hence the line is obscured.
Source: Q25

Appendix A: Detailed sample profile

Age

	Unweighted		Weighted	
	n=4,010	%	n=4,010	%
15 – 19 years	296	7%	281	7%
20 – 24 years	308	8%	332	8%
25 – 29 years	323	8%	339	8%
30 – 39 years	720	18%	725	18%
40 – 49 years	720	18%	696	17%
50 – 59 years	645	16%	634	16%
60 – 69 years	514	13%	506	13%
70 – 79 years	376	9%	388	10%
80+ years	108	3%	110	3%
Prefer not to say	-	-	-	-

Base: All respondents

Source: S6

Gender

	Unweighted		Weighted	
	n=4,010	%	n=4,010	%
Male	1,951	49%	1,908	48%
Female	2,036	51%	2,077	52%
Gender diverse	23	1%	24	1%

Base: All respondents

Source: S4

Country of birth

	Unweighted		Weighted	
	n=4,010	%	n=4,010	%
New Zealand	2,808	70%	2,859	71%
United Kingdom	324	8%	321	8%
Other parts of Asia	185	5%	158	4%
India	132	3%	105	3%
China	90	2%	66	2%
Pacific Islands	52	1%	83	2%
Other part of Europe	71	2%	69	2%
Australia	62	2%	61	2%
South Africa	68	2%	69	2%
USA	23	1%	28	1%
Canada	11	0%	16	0%
South America	12	0%	11	0%
Somewhere else	144	4%	137	3%
Don't know	28	1%	27	1%

Base: All respondents

Source: Q32

Length of time in New Zealand

	Unweighted		Weighted	
	n=1,202	%	n=1,151	%
1 year or less	5	0%	4	0%
2-3 years	34	3%	39	3%
4-5 years	64	5%	60	5%
6-9 years	119	10%	117	10%
10 years or more	961	80%	913	79%
Don't know	19	2%	18	2%

Base: All respondents
Source: Q33

Ethnicity (multicode)

	Unweighted		Weighted	
	n=4,010	%	n=4,010	%
NZ European	2,882	72%	2,679	67%
Other European	137	3%	125	3%
Māori	416	10%	481	12%
Pacific peoples	120	3%	241	6%
Asian	645	16%	441	11%
Other	99	2%	119	3%
Don't know	10	0%	27	1%
Prefer not to say	53	1%	139	3%

Base: All respondents
Source: S5

Region

	Unweighted		Weighted	
	n=4,010	%	n=4,010	%
Northland Region	145	4%	145	4%
Auckland Region (includes the area from the Bombay Hills up to Wellsford)	1,310	33%	1,337	33%
Waikato Region	385	10%	374	9%
Bay of Plenty Region	234	6%	246	6%
Gisborne Region	33	1%	40	1%
Hawke's Bay Region	138	3%	137	3%
Taranaki Region	102	3%	105	3%
Manawatu-Wanganui Region	211	5%	209	5%
Wellington Region (includes Kapiti and the Wairarapa)	495	12%	455	11%
Tasman Region	30	1%	40	1%
Nelson Region	44	1%	40	1%
Marlborough Region	35	1%	40	1%
West Coast Region	24	1%	32	1%
Canterbury Region	550	14%	527	13%
Otago Region	195	5%	197	5%
Southland Region	79	2%	85	2%

Base: All respondents
Source: QS1

Area type

	Unweighted		Weighted	
	n=4,010	%	n=4,010	%
Big city (Auckland, Hamilton, Wellington, Christchurch, or Dunedin)	2,005	50%	1,969	49%
Provincial city or large town	968	24%	968	24%
Small town	654	16%	672	17%
Rural area or farm	383	10%	401	10%

Base: All respondents

Source: S2

Highest education qualification

	Unweighted		Weighted	
	n=4,010	%	n=4,010	%
No qualification	280	7%	296	7%
School Certificate or NCEA level 1	343	9%	352	9%
Sixth Form Certificate, University Entrance or NCEA Level 2	422	11%	442	11%
Bursary, Scholarship or NCEA level 3 or 4	289	7%	296	7%
A Trade Qualification	280	7%	293	7%
A certificate or diploma that does not require a degree	618	15%	643	16%
A university degree	958	24%	914	23%
A polytech degree	163	4%	156	4%
Postgraduate qualification, e.g. Honours, Masters, Doctorate, Fellowship, Postgraduate Diploma	586	15%	539	13%
Other	24	1%	22	1%
Don't know	47	1%	56	1%

Base: All respondents

Source: Q34

Whether or not have dependent children (multicode)

	Unweighted		Weighted	
	n=4,010	%	n=4,010	%
I have at least one dependent child under the age of 5	531	13%	543	14%
I have at least one dependent child between 5 and 12 years old	680	17%	674	17%
I have at least one dependent child between 13 and 18 years old	456	11%	461	11%
SINGLE CODE ONLY: I have no dependent children under the age of 19	2,677	67%	2,674	67%

Base: All respondents

Source: S7

Whether or not family served or fought in the First World War

	Unweighted		Weighted	
	n=4,010	%	n=4,010	%
Yes	1,708	43%	1,726	43%
No	1,209	30%	1,163	29%
Don't know	1,093	27%	1,120	28%

Base: All respondents

Source: Q31

Appendix B: Tables of results

Q23a/b/c – For what reasons do you think it's important to commemorate the Centenary of the First World War?	
Unweighted Base	n=3,090
TO HONOUR AND REMEMBER (NETT)	56%
To remember/honour the sacrifices made by those who lost their lives while serving New Zealand	37%
Always remember it/so we don't forget "Lest we forget"	8%
To remember/honour those who left home/fought in the war/were part of the war	8%
Remember the people/soldiers who made it back from the war/impact of the war on their later lives	5%
To honour/respect our ancestors and family members who fought/died for the country	4%
To honour/pay respect (general mention)	2%
The commitment made by the people	0.1%
Remember the hardship/suffering in the WW1	0.3%
CREATE AWARENESS OF THE FIRST WORLD WAR AND ITS IMPACT (NETT)	19%
Raises awareness among the new/younger generation	10%
Should be aware of it/have more information about it	2%
IT'S AN IMPORTANT PART OF NEW ZEALAND'S HISTORY (NETT)	15%
To be proud of it as it's an important/major part of history of New Zealand	11%
Had a great impact on New Zealand/helped to form/develop the country/world we live in today	7%
Commemorating the past/100 years mark	2%
Involvement of New Zealand/New Zealand was involved in a big way	2%
Help develop a sense of national identity/integrated various groups/people	2%
Established New Zealand as a separate/independent nation	1%
New Zealand had deployed the greatest number of soldiers for the war	1%
TO LEARN LESSONS FROM THE FIRST WORLD WAR (NETT)	15%
To avoid another world war/avoid repeat same mistake by learning from the past	10%
Acknowledging the effect of WW1 on lives/many families/terrible effects of the war	7%
OTHER (NETT)	1%
To celebrate the victory	0.5%
Acknowledge the impact on women/changes in women's rights	0.1%
Acknowledge the medical staff/doctors/nurses for their contribution	0.1%
It is pointless/not necessary to have wars/don't support wars	0.2%
No need to glorify/celebrate wars/support peace	0.4%
Brings to mind all the deaths/destruction of war	0.1%
We need to move on	0.1%
Miscellaneous	1%
Don't know/no particular reason	17%

Q12/Q13/Q14 – Where have you seen or heard about... The First World War Centenary, the Centenary of Armistice, Ngā Tapuwāe (New Zealand First World War trails)?				
	All respondents 2018 n=4,010	15-24 years n=604	Māori n=416	Pacific peoples n=120
Unweighted Base	n=4,010	n=604	n=416	n=120
THE FIRST WORLD WAR CENTENARY				
% that had seen/ heard about this somewhere	74%	75%	76%	68%
TV	45%	35%	44%	33%
Newspaper/magazines	34%	23%	29%	28%
Online	27%	33%	26%	22%
Social Media (e.g. Facebook, Twitter etc.)	25%	37%	32%	31%
Radio	22%	16%	19%	14%
On printed materials (e.g. a flyer or bookmark)	20%	22%	22%	16%
At an event	17%	20%	22%	16%
Somewhere else	4%	5%	7%	2%
Nowhere/ I have not seen or heard of it	20%	18%	17%	27%
Don't know	6%	7%	7%	5%
Average number of places seen/ heard about this	1.9	1.9	2	1.6
THE CENTENARY OF ARMISTICE				
% that had seen/ heard about this somewhere	41%	31%	35%	25%
TV	25%	14%	19%	15%
Newspaper/magazines	16%	8%	14%	9%
Online	11%	12%	11%	6%
Social Media (e.g. Facebook, Twitter etc.)	10%	9%	12%	4%
Radio	11%	6%	9%	7%
On other printed materials (e.g. a flyer or bookmark)	5%	5%	5%	4%
At an event	6%	7%	7%	5%
Outdoor poster (e.g. an illuminated poster at a bus stop, a digital poster or a printed poster)	6%	8%	8%	5%
Somewhere else	1%	1%	2%	-
Nowhere/ I have not seen or heard of it	50%	54%	53%	62%
Don't know	9%	15%	12%	12%
Average number of places seen/ heard about this	0.9	0.7	0.9	0.5
NGĀ TAPUWĀE, NEW ZEALAND FIRST WORLD WAR TRAILS				
% that had seen/ heard about this somewhere	22%	23%	30%	24%
TV	8%	6%	12%	6%
Newspaper/magazines	6%	5%	9%	7%
Online	6%	7%	9%	4%
Social Media (e.g. Facebook, Twitter etc.)	6%	6%	10%	9%
Radio	3%	3%	4%	3%
On printed materials (e.g. a flyer or bookmark)	5%	6%	8%	5%
At an event	3%	4%	7%	3%
Somewhere else	1%	2%	2%	1%
Nowhere/ I have not seen or heard of it	67%	64%	56%	64%
Don't know	11%	13%	14%	12%
Average number of places seen/ heard about this	0.4	0.4	0.6	0.4

Note: A green % is significantly higher, and red % is significantly lower than the % for all 2018 respondents

Q24a – Please take a moment to think about the Centenary of the First World War, and anything you have seen, heard or taken part in to commemorate this. How much, if at all, did you feel each of the following things due to the commemorations?

	All respondents 2018 n=3,745	15-24 years n=572	Māori n=394	Pacific peoples n=107
Unweighted Base				
SAD AT THE FUTILITY OF WAR				
Felt this deeply (5 out of 5)	49%	31%	54%	40%
Felt this, but not deeply (3-4 out of 5)	43%	54%	37%	49%
Felt this to some extent (3-5 out of 5)	92%	86%	91%	89%
EMPATHY WITH WHAT LIFE WAS LIKE FOR NEW ZEALANDERS IN THE WAR				
Felt this deeply (5 out of 5)	33%	26%	46%	36%
Felt this, but not deeply (3-4 out of 5)	56%	55%	43%	49%
Felt this to some extent (3-5 out of 5)	88%	82%	89%	86%
DETERMINED TO BUILD A BETTER WORLD				
Felt this deeply (5 out of 5)	26%	25%	34%	38%
Felt this, but not deeply (3-4 out of 5)	60%	58%	52%	48%
Felt this to some extent (3-5 out of 5)	86%	83%	86%	85%
PROUD OF THE SACRIFICES MADE BY NEW ZEALANDERS IN THE WAR				
Felt this deeply (5 out of 5)	36%	29%	43%	37%
Felt this, but not deeply (3-4 out of 5)	49%	51%	41%	53%
Felt this to some extent (3-5 out of 5)	85%	81%	84%	91%
REFLECTIVE ON HOW ISSUES FACED BY PEOPLE IN THE FIRST WORLD WAR ARE STILL HAPPENING IN THE WORLD TODAY				
Felt this deeply (5 out of 5)	23%	14%	30%	28%
Felt this, but not deeply (3-4 out of 5)	59%	58%	50%	53%
Felt this to some extent (3-5 out of 5)	82%	72%	80%	82%
PART OF A SHARED HISTORIC MOMENT				
Felt this deeply (5 out of 5)	21%	18%	33%	31%
Felt this, but not deeply (3-4 out of 5)	60%	59%	49%	48%
Felt this to some extent (3-5 out of 5)	81%	77%	83%	79%
PART OF A GLOBAL COMMUNITY INCLUDING THE AUSTRALIANS AND OTHERS				
Felt this deeply (5 out of 5)	16%	16%	22%	21%
Felt this, but not deeply (3-4 out of 5)	63%	59%	55%	63%
Felt this to some extent (3-5 out of 5)	79%	75%	78%	85%
INSPIRED TO LEARN MORE ABOUT NEW ZEALAND HISTORY				
Felt this deeply (5 out of 5)	16%	18%	25%	28%
Felt this, but not deeply (3-4 out of 5)	63%	57%	57%	58%
Felt this to some extent (3-5 out of 5)	79%	75%	82%	86%
A STRONGER SENSE OF MY OWN IDENTITY AS A NEW ZEALANDER				
Felt this deeply (5 out of 5)	18%	14%	28%	25%
Felt this, but not deeply (3-4 out of 5)	56%	56%	50%	57%
Felt this to some extent (3-5 out of 5)	75%	70%	78%	82%

Note: A green % is significantly higher, and red % is significantly lower than the % for all 2018 respondents

Q24a – Continued				
	All respondents 2018	15-24 years	Māori	Pacific peoples
Unweighted Base	n=3,745	n=572	n=394	n=107
PART OF A LOCAL COMMUNITY				
Felt this deeply (5 out of 5)	12%	11%	19%	26%
Felt this, but not deeply (3-4 out of 5)	59%	61%	56%	55%
Felt this to some extent (3-5 out of 5)	71%	72%	75%	80%
INSPIRED TO TAKE PART IN FUTURE FIRST WORLD WAR COMMEMORATIONS				
Felt this deeply (5 out of 5)	13%	11%	20%	19%
Felt this, but not deeply (3-4 out of 5)	57%	56%	52%	55%
Felt this to some extent (3-5 out of 5)	70%	68%	72%	74%
A STRONG SENSE OF MY OWN PERSONAL IDENTITY				
Felt this deeply (5 out of 5)	12%	10%	22%	21%
Felt this, but not deeply (3-4 out of 5)	53%	50%	49%	57%
Felt this to some extent (3-5 out of 5)	65%	60%	71%	79%
A STRONGER SENSE OF FAMILY IDENTITY/SHARED IDENTITY WITH MY WHANAU/HAPU				
Felt this deeply (5 out of 5)	14%	10%	31%	19%
Felt this, but not deeply (3-4 out of 5)	50%	53%	45%	51%
Felt this to some extent (3-5 out of 5)	63%	63%	77%	70%
INSPIRED TO FIND OUT MORE ABOUT MY FAMILY'S INVOLVEMENT IN THE WAR				
Felt this deeply (5 out of 5)	13%	11%	25%	16%
Felt this, but not deeply (3-4 out of 5)	50%	54%	47%	47%
Felt this to some extent (3-5 out of 5)	62%	65%	72%	63%

Note: A green % is significantly higher, and red % is significantly lower than the % for all 2018 respondents

Appendix C: Final questionnaire

Screening questions

SHOW ALL

Firstly we have a few questions to ensure we're surveying a wide range of people.

Please click the forward arrow to continue.

ASK ALL

SR

S1 In which of the following regions do you live?

Northland Region	1
Auckland Region (includes the area from the Bombay Hills up to Wellsford)	2
Waikato Region	3
Bay of Plenty Region	4
Gisborne Region	5
Hawke's Bay Region	6
Taranaki Region	7
Manawatu-Wanganui Region	8
Wellington Region (includes Kapiti and the Wairarapa)	9
Tasman Region	10
Nelson Region	11
Marlborough Region	12
West Coast Region	13
Canterbury Region	14
Otago Region	15
Southland Region	16

ASK ALL

SR

S2 Which best describes the type of area that you live in?

Big city (Auckland, Hamilton, Wellington, Christchurch, or Dunedin)	1
Provincial city or large town	2
Small town	3
Rural area or farm	4

ASK ALL

SR

S3 What is your current status in New Zealand?

New Zealand citizen	1
Permanent resident	2
Temporary resident	CLOSE
Other	CLOSE

ASK ALL

SR

S4 Are you...?

Male	1
Female	2
Gender diverse	3

ASK ALL

MR

S5 Which of these groups do you fit into? You can be in more than one.*Please select all that apply.*

New Zealand European	1
New Zealand Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Another Pacific Island group (please type in)	7
Chinese	8
Indian	9
Another Asian group (please type in)	10
Another European group (please type in)	11
Another ethnic group (please type in)	12
SINGLE CODE ONLY: Don't know	13
SINGLE CODE ONLY: Prefer not to say	14

ASK ALL

SR

S6 Which of the following age groups are you in?

15 - 19	1
20 - 24	2
25 - 29	3
30 - 34	4
35 - 39	5
40 - 44	6
45 - 49	7
50 - 54	8
55 - 59	9
60 - 64	10
65 - 69	11
70 - 74	12
75 - 79	13
80 - 84	14
85 years plus	15
Prefer not to say	16

ASK ALL

MR

S7 Which of the following applies to you?*Please select all that apply.*

SINGLE CODE ONLY: I have no dependent children under the age of 19	1
I have at least one dependent child under the age of 5	2
I have at least one dependent child between 5 and 12 years old	3
I have at least one dependent child between 13 and 18 years old	4

IF QUOTA FULL CLOSE WITH: I'm sorry. We have already surveyed a lot of people in a similar demographic group to you. Thank you very much for your interest.

Knowledge of the war

ASK ALL
SR

Q1 Which of the statements below best describes how much you know about New Zealand’s involvement in the First World War?

I had never heard of the First World War before this survey	1
I have heard of the First World War but have no real knowledge of it	2
I have a basic understanding of the First World War	3
I know a reasonable amount about the First World War	4
I have a reasonably advanced level of understanding about the First World War	5
I have expert knowledge about the First World War, its causes, the reason for this country’s involvement and the campaigns and major battles fought by New Zealanders.	6
Don’t know	7

ASK ALL

Q2 What words come to mind when you hear the words, the First World War?

Please type your answer in below.

DP INSTRUCTION: INCLUDE TICK BOXES FOR ‘Nothing’ and ‘Never heard of the First World War’.

ASK IF CODES 2-7 @ Q1. OTHERWISE GO TO Q7

Q3 What do you think are the main reasons New Zealand became involved in the First War?

Please type your answer in below.

DP INSTRUCTION: INCLUDE TICK BOX FOR ‘I don’t know’.

ASK IF CODES 2-7 @ Q1. OTHERWISE GO TO Q7

SR

Q4 As far as you know, where were more New Zealanders killed, Gallipoli or on the Western Front?

Gallipoli	1
Western Front	2
Don't know	3

ASK IF CODES 2-7 @ Q1. OTHERWISE GO TO Q7

MR

Q5 The First World War impacted on those who remained in New Zealand too. Which of these impacts were you aware of before today?

ROTATE STARTING POINT, BUT KEEP 'OTHER' AND 'NONE/DON'T KNOW' LAST.
Please select all that apply.

Introduction of conscription	1
Internment of people from "enemy" countries ("enemy aliens")	2
Increase in women joining the workforce	3
Public fundraising to support the war effort	5
Voluntary efforts to provide home comforts to the troops (e.g. knitting)	14
Introduction of censorship (e.g. of the mail, telecommunications, the media)	8
Establishment of military training camps in New Zealand	10
Toll of the 1918 influenza pandemic on New Zealand population	11
Other (please type in answer)	12
SINGLE CODE ONLY: None/don't know	13

ASK IF CODES 2-7 @ Q1. OTHERWISE GO TO Q7

MR

Q6 Which, if any, of these forms of Māori or Pacific peoples involvement in the First World War were you aware of before today?

ROTATE STARTING POINT, BUT KEEP 'OTHER' AND 'NONE/DON'T KNOW' LAST.
Please select all that apply.

The Māori Battalion (Pioneer Battalion)	1
The Occupation of Samoa (New Zealand troops took over the Pacific colony of German Samoa)	2
Fundraising by Māori or Pacific peoples to help support the war effort	3
Objections to conscription (e.g. Māori from Taranaki and Tainui-Waikato resisting the call to fight for 'King and country')	4
Involvement in tunnelling or trench digging	5
Involvement in the Battle of Gallipoli (e.g. the Battle of Sari Bair)	6
Severe toll of the 1918 influenza pandemic on Māori and Pacific peoples	7
Hikoi (journey) around Pacific Islands to return soldiers and welcome them home	8
Other (please type in answer)	9
SINGLE CODE ONLY: None/don't know	10

Participation in the Centenary

ASK ALL

SR

DYNAMIC GRID

Q7 Have you watched, attended or participated in any of the following events related to the First World War since 2014? This could include watching or listening to them online, on the radio or on TV.

DP INSTRUCTION: ROTATE STATEMENTS

Commemoration ceremony (e.g. dawn service or other type of ceremony)	1
Film screenings	2
Talks	3
Exhibitions at museums or galleries	4
Activities and events in your local area that explore the involvement of the community in the First World War	5
A working bee or project to restore local war memorial	6
Visited a Field of Remembrance (white crosses)	7
Visited a First World War Memorial in New Zealand	8
Been to a First World War battle site/memorial overseas	9
Creative or cultural performances related to the First World War (e.g. play, song, dance, photography)	10

RESPONSES

Yes	1
No	2
Don't know	3

ASK IF 'YES' CODE 1 FOR COMMEMORATION CEREMONY @ Q7. OTHERWISE GO TO Q9

Q8 You mentioned you watched, attended or followed a commemoration ceremony, please tell us which ones?

Please select all that apply

Attended an Armistice Day ceremony or parade in New Zealand	1
Followed an Armistice Day ceremony on TV/Radio/Livestream	2
Attended an Anzac Day ceremony or parade in New Zealand	3
Attended an Anzac Day ceremony or parade overseas	4
Followed an Anzac Day ceremony on TV/Radio/Livestream	5
Attended another ceremony	6
Followed another ceremony on TV/Radio/Livestream	7

ASK ALL

SR

DYNAMIC GRID

ONLY SHOW 'STUDIED THE FIRST WORLD WAR AT SCHOOL' TO THOSE AGED 15-19 (CODE 1 @ S6). ONLY SHOW 'MY CHILD/ CHILDREN HAVE STUDIED THE FIRST WORLD WAR AT SCHOOL' TO THOSE WITH DEPENDENT CHILDREN AGED 5-18 (CODE 3 OR 4 @ S7)

Q9 Please indicate whether or not you have done each of these activities since 2014.

DP INSTRUCTION: ROTATE STATEMENTS BUT STATEMENT 2 SHOULD ALWAYS FOLLOW STATEMENT 1.

Researched my family's involvement in the First World War	1
Researched my family history (in general)	2
Researched the First World War history of my community	3
Studied the First World War at school	4
My child/children have studied the First World War at school	5
Watched a TV documentary about the First World War	6
Watched a fictional TV programme about the First World War	7
Looked up information about the First World War online	8
Visited the WW100 website, Twitter or Facebook page	9
Read a non-fiction book about the First World War	10
Read a fictional book about the First World War	11
Read a poem about the First World War	12
Seen a movie about the First World War	13
Heard something on the radio about the First World War	14
Read about the First World War in the newspaper	15
DP INSTRUCTION: ALWAYS SHOW LAST: Something else related to the First World War	16

RESPONSES

Yes	1
No	2
Don't know	3
Not applicable	4

ASK ALL

SR

Q10 Since 2014, have you, or a group you belong to, organised something to commemorate the First World War?

Yes	1
No	2
Don't know	3

ASK IF 'YES' CODE 1 FOR 'RESEARCHED MY FAMILY HISTORY (IN GENERAL)' AND/OR 'RESEARCHED MY FAMILY'S INVOLVEMENT IN THE FIRST WORLD WAR' AND/OR 'RESEARCHED THE FIRST WORLD WAR HISTORY OF MY COMMUNITY' @ Q9. LIST EACH OF THOSE ACTIVITIES DONE. OTHERWISE GO TO Q12

MR

Q11 You mentioned you had researched...

- **your family's involvement in the First World War**
- **your family history (in general)**
- **the First World War history of your community**

What resources did you use to do this?

Please select all that apply.

Auckland War Memorial Museum's Online Cenotaph	1
National Archives 'Archway'	2
National Library 'Papers Past'	3
Other Internet/online resources	4
Spoke with/wrote to/emailed family members	5
Family papers/documents	6
Newspapers/Births, Deaths and Marriages	7
Library	8
Museum	13
Local community organisation	9
Cemeteries	10
Other (please type in answer)	11
SINGLE CODE ONLY: Don't know	12

Awareness and participation in First World War Centenary projects

ASK ALL

MR

Q12 In the last three months, where have you seen or heard the First World War Centenary (100 year anniversary) mentioned? The WW100 logo is shown below.

DP INSTRUCTION: ROTATE CODES 1 TO 5 AND 9.



Please select all that apply.

TV	1
Radio	2
Newspaper/magazines	3
Online	4
Social Media (e.g. Facebook, Twitter etc.)	5
At an event	9
On printed materials (e.g. a flyer or bookmark)	10
Somewhere else (please type in)	6
SINGLE CODE ONLY: Nowhere / I have not seen or heard of it	7
SINGLE CODE ONLY: Don't know	8

ASK ALL
MR

Q13 In the last three months, where have you seen or heard about Ngā Tapuwāe, New Zealand First World War trails? The logo is shown below.
DP INSTRUCTION: ROTATE CODES 1 TO 5 AND 9 TO 10.



Please select all that apply.

TV	1
Radio	2
Newspaper/magazines	3
Online	4
Social Media (e.g. Facebook, Twitter etc.)	5
At an event	9
On printed materials (e.g. a flyer or bookmark)	10
Somewhere else (please type in)	6
SINGLE CODE ONLY: Nowhere/ I have not seen or heard of it	7
SINGLE CODE ONLY: Don't know	8

ASK ALL
MR

Q14 And in the last three months, where have you seen or heard about the Centenary of Armistice (100 year anniversary of the end of the First World War)? The Armistice 100 logo is shown below.
DP INSTRUCTION: ROTATE CODES 1 TO 5 AND 9 TO 11. BUT ALWAYS KEEP 11 AFTER 10.



Please select all that apply.

TV	1
Radio	2
Newspaper/magazines	3
Online	4
Social Media (e.g. Facebook, Twitter etc.)	5

At an event	9
Outdoor poster (e.g. an illuminated poster at a bus stop, a digital poster or a printed poster)	10
On other printed materials (e.g. a flyer or bookmark)	11
Somewhere else (please type in)	6
SINGLE CODE ONLY: Nowhere/ I have not seen or heard of it	7
SINGLE CODE ONLY: Don't know	8

ASK ALL

MR

Q15 Which of the following First World War Centenary projects have you heard of?

Please select all that apply.

Pukeahu National War Memorial Park	1
Auckland War Memorial Museum's Online Cenotaph database	2
Auckland War Memorial Museum's exhibition 'Pou Kanohi New Zealand at War'	9
Ngā Tapuwae New Zealand First World War Trails	3
Great War Exhibition (Created by Sir Peter Jackson)	4
Gallipoli: The Scale of our War exhibition (Te Papa)	5
Walking with an ANZAC Schools Programme	6
SINGLE CODE ONLY: None	7
SINGLE CODE ONLY: Don't know	8

ASK THOSE WHO DON'T HAVE DEPENDENT CHILDREN AGED 5-18 (NOT CODE 3 OR 4 @ S7). OTHERWISE GO TO Q16b

DYNAMIC GRID

ONLY SHOW THE PROJECTS AWARE OF @ Q15

SR

Q16a You mentioned you had heard of the following First World War Centenary projects. Which of them have you attended or participated in?

Pukeahu National War Memorial Park	1
Auckland War Memorial Museum's Online Cenotaph database	2
Auckland War Memorial Museum's exhibition 'Pou Kanohi New Zealand at War'	3
Ngā Tapuwae New Zealand First World War Trails	4
Great War Exhibition (Created by Sir Peter Jackson)	5
Gallipoli: The Scale of our War exhibition (Te Papa)	6
Walking with an ANZAC Schools Programme	7

RESPONSES

Have attended/participated in this	1
Have not attended/participated in this	2
Don't know	3

ASK THOSE WHO HAVE DEPENDENT CHILDREN AGED 5-18 (CODE 3 OR 4 @ S7).

OTHERWISE GO TO Q17

DYNAMIC GRID

ONLY SHOW THE PROJECTS AWARE OF @ Q15

MR

Q16b You mentioned you had heard of the following First World War Centenary projects. Which of them have you or a child/ children in your household attended or participated in?

Please select all that apply.

Pukeahu National War Memorial Park	1
Auckland War Memorial Museum's Online Cenotaph database	2
Auckland War Memorial Museum's exhibition 'Pou Kanohi New Zealand at War'	3
Ngā Tapuwae New Zealand First World War Trails	4
Great War Exhibition (Created by Sir Peter Jackson)	5
Gallipoli: The Scale of our War exhibition (Te Papa)	6
Walking with an ANZAC Schools Programme	7

RESPONSES

Yes I have	1
Yes my child has/ children have	2
SINGLE CODE ONLY: Not attended/ participated in	3
SINGLE CODE ONLY: Don't know	4

ASK IF 'YES' CODE 1 FOR ANY @ Q7 AND/OR Q9 AND/OR Q16a/b AND/OR Q10.
OTHERWISE GO TO Q19
SR

SCRIPTING NOTE:

WE WANT TO GAIN VIDEO AND AUDIO RECORDINGS FROM A MAXIMUM OF 14 RESPONDENTS (FROM A RANGE OF DIFFERENT AGE, GENDER, ETHNIC GROUPS, REGIONS). WE WILL PROVIDE YOU WITH MAXIMUM QUOTAS FOR EACH DEMOGRAPHIC GROUP, ONCE THE LIMITS HAVE BEEN REACHED PLEASE DIRECT ALL REMAINING RESPONDENTS STRAIGHT TO Q17c (AFTER THEY HAVE ANSWERED Q16a or Q16b).

Q17 For the next question you can either video or audio record your answer and upload it to the survey or type your answer. Those who upload a video or audio recording of the answer will get 5 additional Bonus Points.

If you choose to answer by uploading a video or audio recording please note that it may be used publicly.

I'd like to upload a video recording of my answer, and agree for it to be made public	1
I'd like to upload an audio recording of my answer, and agree for it to be made public	2
I'd like to type my answer	3

ASK THOSE WHO WANT TO UPLOAD A VIDEO (CODE 1 @ Q17). OTHERWISE GO TO Q17b

Q17a Please take a moment to think back to 2014 and anything you have done, seen or participated in since then in relation to the First World War.

Thinking back, what aspects of these events have made a lasting impression on you?

Please use your computer or phone to video your answer and simply upload your video here when you're ready.

ASK THOSE WHO WANT TO UPLOAD AN AUDIO RECORDING (CODE 2 @ Q17).

OTHERWISE GO TO Q17c

Q17b Please take a moment to think back to 2014 and anything you have done, seen or participated since then in relation to the First World War.

Thinking back, what aspects of these events have made a lasting impression on you?

Please use your computer or phone to record your answer and simply upload your recording here when you're ready.

ASK THOSE WHO WANT TO [TYPE THEIR ANSWER](#) (CODE 3 @ Q17). OTHERWISE GO TO Q18

Q17c Please take a moment to think back to 2014 and anything you have done, seen or participated since then in relation to the First World War.

Thinking back, what aspects of these events have made a lasting impression on you?

Please type your answer in below.

DP INSTRUCTION: INCLUDE TICK BOX FOR 'Don't know'

Motivations and barriers

ASK IF 'YES' CODE 1 FOR ANY @ Q7 AND/OR Q9 AND/OR Q16a/b AND/OR Q10.
OTHERWISE GO TO Q19

ONLY SHOW STATEMENTS 7 & 8 TO THOSE WITH DEPENDENT CHILDREN AGED 5-18
YEARS (CODE 3 OR 4 @ S7)

MR

Q18 What are the main reasons you watched, attended or participated in events or activities related to the Centenary of the First World War?

Please select all that apply.

DP INSTRUCTION: ROTATE STATEMENTS

To learn more about New Zealand history	1
To deepen my understanding of what life was like for my ancestors	2
To find out about my family's involvement in the First World War	3
To feel a strong sense of personal/family connection or identity	4
To further my professional or academic interest in the First World War	5
To further my personal interest in the First World War	6
To spark my child's/children's interest in history	7
To help my child/children understand what happened in the First World War	8
To feel part of a community	9
To be part of an important historic moment	10
There were opportunities to do this where I live	11
More people in my community are now taking part in that type of thing	12
It's a habit, I've attended or participated in these types of activities in the past	13
I'm part of a group that participates in these types of activities	14
I feel like it's the right thing to do	15
To pay my respects to those who lost their lives in the First World War	16
To remember the events and people involved	17
My family has a military connection	18
Other reason (please type in)	19
SINGLE CODE ONLY: None	20
SINGLE CODE ONLY: Don't know	21

ASK IF **NOT 'YES' CODE 1 FOR ANY @ Q7 AND/OR Q9 AND/OR Q16a/b AND/OR Q10.**
 OTHERWISE GO TO Q20

MR

Q19 Which, if any, of these describe your reasons for not watching, attending or participating in events or activities related to the Centenary of the First World War?

Please select all that apply.

DP INSTRUCTION: ROTATE STATEMENTS

Not interested in New Zealand history	1
Not interested in the First World War	2
I don't have a personal/family connection to the First World War	3
There were no opportunities to do this where I live	4
People in my community don't tend to take part in that type of thing	5
I've never attended or participated in that type of thing in the past	6
I don't feel we should commemorate the First World War	7
Other reason (please type in)	8
SINGLE CODE ONLY: None	9
SINGLE CODE ONLY: Don't know	10

Impact of the First World War

ASK ALL

SR

Q20 Overall, how relevant do you think the First World War has been in developing New Zealand's national identity?

1 = Not at all relevant	1
2	2
3	3
4	4
5 = Very relevant	5
Don't know	6

ASK IF CODES 1-5 @ Q20. OTHERWISE GO TO Q22

SR

SCRIPTING NOTE:

WE WANT TO GAIN VIDEO AND AUDIO RECORDINGS FROM A MAXIMUM OF 12 RESPONDENTS (FROM A RANGE OF DIFFERENT AGE, GENDER, ETHNIC GROUPS, REGIONS). WE WILL PROVIDE YOU WITH MAXIMUM QUOTAS FOR EACH DEMOGRAPHIC GROUP, ONCE THE LIMITS HAVE BEEN REACHED OR IF THEY ALREADY GAVE AN AUDIO/VIDEO RESPONSE AT Q17a or Q17b PLEASE DIRECT ALL REMAINING RESPONDENTS STRAIGHT TO Q21c (AFTER THEY HAVE ANSWERED Q20)

Q21 For the next question you can either video or audio record your answer and upload it to the survey or type your answer. Those who upload a video or audio recording of the answer will get 5 additional Bonus Points.

If you choose to answer by uploading a video or audio recording please note that it may be used publicly.

I'd like to upload a video recording of my answer, and agree for it to be made public	1
I'd like to upload an audio recording of my answer, and agree for it to be made public	2
I'd like to type my answer	3

ASK THOSE WHO WANT TO UPLOAD [A VIDEO](#) (CODE 1 @ Q21). OTHERWISE GO TO Q21b

Q21a IF CODE 1 @ Q20: For what reasons do you think what happened in the First World War has not been relevant in developing New Zealand's national identity?

IF CODE 2 OR 3 @ Q20: For what reasons do you think what happened in the First World War hasn't been particularly relevant in developing New Zealand's national identity?

IF CODE 4 TO 5 @ Q20: For what reasons do you think what happened in the First World War has been relevant in developing New Zealand's national identity?

Please use your computer or phone to video your answer and simply upload your video here when you're ready.

ASK THOSE WHO WANT TO UPLOAD [AN AUDIO RECORDING](#) (CODE 2 @ Q21).

OTHERWISE GO TO Q21c

Q21b IF CODE 1 @ Q20: For what reasons do you think what happened in the First World War has not been relevant in developing New Zealand's national identity?

IF CODE 2 OR 3 @ Q20: For what reasons do you think what happened in the First World War hasn't been particularly relevant in developing New Zealand's national identity?

IF CODE 4 TO 5 @ Q20: For what reasons do you think what happened in the First World War has been relevant in developing New Zealand's national identity?

Please use your computer or phone to record your answer and simply upload your recording here when you're ready.

ASK THOSE WHO WANT TO [TYPE THEIR ANSWER](#) (CODE 3 @ Q21). OTHERWISE GO TO Q22

Q21c IF CODE 1 @ Q20: For what reasons do you think what happened in the First World War has not been relevant in developing New Zealand's national identity?

IF CODE 2 OR 3 @ Q20: For what reasons do you think what happened in the First World War hasn't been particularly relevant in developing New Zealand's national identity?

IF CODE 4 TO 5 @ Q20: For what reasons do you think what happened in the First World War has been relevant in developing New Zealand's national identity?

Please type your answer in below.

DP INSTRUCTION: INCLUDE TICK BOX FOR 'Don't know'

Importance/ impact of the Centenary

ASK ALL
SR

Q22 How important was it that New Zealand commemorated the Centenary (100 year anniversary) of the First World War?

1 = Not at all important	1
2	2
3	3
4	4
5 = Very important	5
Don't know	6

ASK IF CODES 1-5 @ Q22. OTHERWISE GO TO Q24a
SR

SCRIPTING NOTE:

WE WANT TO GAIN VIDEO AND AUDIO RECORDINGS FROM A MAXIMUM OF 12 RESPONDENTS (FROM A RANGE OF DIFFERENT AGE, GENDER, ETHNIC GROUPS, REGIONS). WE WILL PROVIDE YOU WITH MAXIMUM QUOTAS FOR EACH DEMOGRAPHIC GROUP, ONCE THE LIMITS HAVE BEEN REACHED OR IF THEY ALREADY GAVE AN AUDIO/VIDEO RESPONSE AT Q17a or Q17b or Q21a or Q21b PLEASE DIRECT ALL REMAINING RESPONDENTS STRAIGHT TO Q23c (AFTER THEY HAVE ANSWERED Q22).

Q23 For the next question you can either video or audio record your answer and upload it to the survey or type your answer. Those who upload a video or audio recording of the answer will get 5 additional Bonus Points.

If you choose to answer by uploading a video or audio recording please note that it may be used publicly.

I'd like to upload a video recording of my answer, and agree for it to be made public	1
I'd like to upload an audio recording of my answer, and agree for it to be made public	2
I'd like to type my answer	3

ASK THOSE WHO WANT TO UPLOAD [A VIDEO](#) (CODE 1 @ Q23). OTHERWISE GO TO Q23b

Q23a IF CODE 1 @ Q22: For what reasons do you think it wasn't important to commemorate the Centenary of the First World War?

IF CODE 2 OR 3 @ Q22: For what reasons do you think it wasn't that important to commemorate the Centenary of the First World War?

IF CODES 4 OR 5 @ Q22: For what reasons do you think it was important to commemorate the Centenary of the First World War?

Please use your computer or phone to video your answer and simply upload your video here when you're ready.

ASK THOSE WHO WANT TO UPLOAD [AN AUDIO RECORDING](#) (CODE 2 @ Q23). OTHERWISE GO TO Q23c

Q23b IF CODE 1 @ Q22: For what reasons do you think it wasn't important to commemorate the Centenary of the First World War?

IF CODE 2 OR 3 @ Q22: For what reasons do you think it wasn't that important to commemorate the Centenary of the First World War?

IF CODES 4 OR 5 @ Q22: For what reasons do you think it was important to commemorate the Centenary of the First World War?

Please use your computer or phone to record your answer and simply upload your recording here when you're ready.

ASK THOSE WHO WANT TO [TYPE THEIR ANSWER](#) (CODE 3 @ Q23). OTHERWISE GO TO Q24a

Q23c IF CODE 1 @ Q22: For what reasons do you think it wasn't important to commemorate the Centenary of the First World War?

IF CODE 2 OR 3 @ Q22: For what reasons do you think it wasn't that important to commemorate the Centenary of the First World War?

IF CODES 4 OR 5 @ Q22: For what reasons do you think it was important to commemorate the Centenary of the First World War?

Please type your answer in below.

DP INSTRUCTION: INCLUDE TICK BOX FOR 'Don't know'

ASK IF 'YES' CODE 1 FOR ANY @ Q7 AND/OR Q9 AND/OR Q16a/b AND/OR Q10.
OTHERWISE GO TO Q25

SR

DYNAMIC GRID

Q24a Please take a moment to think about the Centenary of the First World War, and anything you have seen, heard or taken part in to commemorate this.

How much, if at all, did you feel each of the following things due to the commemorations?

Please answer on a scale of 1 to 5, where 1 is you did not feel this at all, and 5 is you felt this deeply.

DP INSTRUCTION: ROTATE STATEMENTS

Empathy with what life was like for New Zealanders in the War	1
Inspired to find out more about my family's involvement in the War	2
A strong sense of my own personal identity	3
A stronger sense of family identity/shared identity with my whanau/hapu	4
A stronger sense of my own identity as a New Zealander	5
Proud of the sacrifices made by New Zealanders in the War	6
Part of a local community	7
Part of a global community including the Australians and others	8
Part of a shared historic moment	9
Inspired to learn more about New Zealand history	10
Reflective on how issues faced by people in the First World War are still happening in the world today	11
Sad at the futility of war	12
Determined to build a better world	13
Inspired to take part in future First World War commemorations	14

RESPONSES

1 = Not at all	1
2	2
3	3
4	4
5 = I felt this deeply	5
Don't know	6

ASK IF 'YES' CODE 1 FOR ANY @ Q7 AND/OR Q9 AND/OR Q16a/b AND/OR Q10.
OTHERWISE GO TO Q25

ONLY SHOW STATEMENTS 3 & 4 TO THOSE WITH DEPENDENT CHILDREN AGED 5-18
YEARS (CODE 3 OR 4 @ S7)

SR

DYNAMIC GRID

Q24b Continuing to think about commemorations for the Centenary of the First World War, to what extent do you agree or disagree with the following.

The commemorations have ...

DP INSTRUCTION: ROTATE STATEMENTS

Improved my understanding of the wider impact of the war on New Zealand	1
Reinforced for me the importance of New Zealand's commitment to peace	2
Sparked my child/children's interest in history	3
Helped my child/children understand what happened in the First World War	4
Encouraged me to have conversations with others about the First World War	5

RESPONSES

Strongly disagree	1
Tend to disagree	2
Neither agree nor disagree	3
Tend to agree	4
Strongly agree	5
Don't know	6

ASK IF 'YES' CODE 1 FOR ANY @ Q7 AND/OR Q9 AND/OR Q16a/b AND/OR Q10.
OTHERWISE GO TO Q25
SR

SCRIPTING NOTE:

WE WANT TO GAIN VIDEO AND AUDIO RECORDINGS FROM A MAXIMUM OF 12 RESPONDENTS (FROM A RANGE OF DIFFERENT AGE, GENDER, ETHNIC GROUPS, REGIONS). WE WILL PROVIDE YOU WITH MAXIMUM QUOTAS FOR EACH DEMOGRAPHIC GROUP, ONCE THE LIMITS HAVE BEEN REACHED OR IF THEY ALREADY GAVE AN AUDIO/VIDEO RESPONSE AT Q17a or Q17b or Q21a or Q21b or Q23a or Q23b PLEASE DIRECT ALL REMAINING RESPONDENTS STRAIGHT TO Q24ciii (AFTER THEY HAVE ANSWERED Q24b).

Q24c For the next question you can either video or audio record your answer and upload it to the survey or type your answer. Those who upload a video or audio recording of the answer will get 5 additional Bonus Points.

If you choose to answer by uploading a video or audio recording please note that it may be used publicly.

I'd like to upload a video recording of my answer, and agree for it to be made public	1
I'd like to upload an audio recording of my answer, and agree for it to be made public	2
I'd like to type my answer	3

ASK THOSE WHO WANT TO UPLOAD A VIDEO (CODE 1 @ Q24c). OTHERWISE GO TO Q24cii

Q24ci In what ways, if at all, have the First World War Centenary commemorations made you think about the past, present or future?

Please use your computer or phone to video your answer and simply upload your video here when you're ready.

ASK THOSE WHO WANT TO UPLOAD AN AUDIO RECORDING (CODE 2 @ Q24c). OTHERWISE GO TO Q24ciii

Q24cii In what ways, if at all, have the First World War Centenary commemorations made you think about the past, present or future?

Please use your computer or phone to record your answer and simply upload your recording here when you're ready.

ASK THOSE WHO WANT TO [TYPE THEIR ANSWER](#) (CODE 3 @ Q24c). OTHERWISE GO TO Q25.

Q24ciii **In what ways, if at all, have the First World War Centenary commemorations made you think about the past, present or future?**

Please type your answer in below.

DP INSTRUCTION: INCLUDE TICK BOX FOR 'Don't know'

Future commemorations

ASK ALL

SR

DYNAMIC GRID

Q25 How likely or unlikely are you to attend the following kinds of First World War commemorative events or places over the next one or two years?

DP INSTRUCTION: ROTATE STATEMENTS

Commemoration ceremony in New Zealand (e.g. dawn service or other type of ceremony)	1
Exhibitions at museums or galleries	2
Visit a First World War Memorial in New Zealand	3

RESPONSES

I definitely won't attend	1
I am unlikely to attend	2
I am may or may not attend	3
I am likely to attend	4
I will definitely attend	5
Don't know	6

ASK ALL

SR

Q26 Which of these best describes your view of what Anzac Day commemorates...?

New Zealand's participation in the First World War	1
All wars that New Zealand has participated in	2
SINGLE CODE ONLY: None of these	3
SINGLE CODE ONLY: Don't know	4

SHOW ALL

TXT Commemorations are a way to officially remember an important event, on a meaningful anniversary. Commemorative activities can be formal or informal, as well as traditional or creative. They can remind us of both tragic and positive events. For example, this year the government has commemorated 100 years since the end of the First World War, and 125 years of women’s suffrage (or right to vote).

The next few questions are about commemorations in general.

Please click the forward arrow to continue.

ASK IF NOT 'YES' CODE 1 FOR ANY @ Q7 AND/OR Q9 AND/OR Q16a/b AND/OR Q10. OTHERWISE GO TO Q28

SR

Q27 Have you ever taken part in any commemorative activity marking important events of the past?

This could be commemorations for a wide range of events, not only military battles like the First World War.

Yes	1
No/unsure	2

ASK IF ('YES' CODE 1 @ Q27) OR ('YES' CODE 1 FOR ANY @ Q7 AND/OR Q9 AND/OR Q16a/b AND/OR Q10). OTHERWISE GO TO THE TEXT BEFORE Q30

MR

Q28 Thinking about all the different kinds of commemorative activities you’ve ever taken part in.

Which, if any, of the following describe how it made you feel...?

Please select all that apply.

DP INSTRUCTION: ROTATE LIST

Good about yourself, like you’d done the right thing	1
Connected to the other people taking part in the commemoration	2
Good about the community you live in	3
Good about being a New Zealander	4
Like you belonged	5
Connected to those involved in the events being commemorated	6
Grateful, thankful	7
Inspired to take part in other community events	8
Sorry for what New Zealanders went through in the past	9
More informed about historic events in New Zealand	10
That New Zealand is a caring society	11
That New Zealand is an inclusive society	12
That New Zealand is a player on the world stage	13
SINGLE CODE ONLY: None of these	14
SINGLE CODE ONLY: Don’t know	15

ASK THOSE WHO SELECTED ANY OF STATEMENTS 1, 2, 3, 4, 5, 6, 8, 11, 12, 13
LIST EACH OF THOSE OPTIONS THEY SELECTED

Q29 You indicated taking part in commemorative activities made you feel...

- Good about yourself, like you'd done the right thing
- Connected to the other people taking part in the commemoration
- Good about the community you live in
- Good about being a New Zealander
- Like you belonged
- Connected to those involved in the events being commemorated
- Inspired to take part in other community events
- That New Zealand is a caring society
- That New Zealand is an inclusive society
- That New Zealand is a player on the world stage

Please tell us what it was about the activities that made you feel this way?

Please type your answer in below.

DP INSTRUCTION: INCLUDE TICK BOX FOR 'Don't know'.

Background and demographic questions

SHOW ALL

Finally, we have some background questions to make sure we get the views of a good cross section of New Zealanders.

Please click the forward arrow to continue.

ASK ALL

SR

DYNAMIC GRID

Q30 We are all members of different social groups or categories. One of the social groups you belong to is New Zealand. How much do you agree or disagree with these statements?

DP INSTRUCTION: ROTATE STATEMENTS

In general, I'm glad to be a member of New Zealand	1
I feel good about belonging to New Zealand	2
New Zealand is an important reflection of who I am	3
In general, belonging to New Zealand is an important part of my self image	4
I think of myself as a New Zealander	5

RESPONSES

1=Strongly agree	1
2	2
3	3
4	4
5	5
6	6
7	7
8=Strongly disagree	8
Don't know	9

ASK ALL

SR

Q31 Did anyone in your family serve or fight in the First World War?

Yes	1
No	2
Don't know	3

ASK ALL

SR

Q32 Where were you born?

New Zealand	1
Australia	2
Canada	3
China	4
India	5
Pacific Islands	6
South Africa	7
South America	8
USA	9
United Kingdom	10
Other part of Europe	11
Other parts of Asia	12
Somewhere else (please type in)	13
Don't know	14

ASK IF CODE 2 TO 14 @ Q32. OTHERWISE GO TO Q34

SR

Q33 How many years in total have you lived in New Zealand?

1 year or less	1
2-3 years	2
4-5 years	3
6-9 years	4
10 years or more	5
Don't know	8

[ASK ALL](#)[SR](#)**Q34 What is the highest educational qualification you have?**

No qualification	1
School Certificate or NCEA level 1	2
Sixth Form Certificate, University Entrance or NCEA Level 2	3
Bursary, Scholarship or NCEA level 3 or 4	4
A Trade Qualification	5
A certificate or diploma that does not require a degree	6
A university degree	7
A polytech degree	8
Postgraduate qualification, eg Honours, Masters, Doctorate, Fellowship, Postgraduate Diploma	9
Other (please type in)	10
Don't know	11

[SHOW ALL](#)

That's the end of the survey. Thank you for your time today. You may now close your browser.