



A Review of Te Matatini 2017

Report prepared for Te Matatini Society Incorporated

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Introduction

Background

This report presents the findings of a survey undertaken with people attending *Te Matatini National Kapa Haka Festival Hastings 2017*.

The Te Matatini Festival is held every two years, and in 2017, was held in Hastings from 23 – 26 February. While the main focus of the Festival is the kapa haka competition – in which elite kapa haka performers compete through a series of competition preliminaries to reach and then win the national finals – the festival is also a celebration of Māori culture and cuisine. Alongside the kapa haka competition, food and retail stalls, art and craft exhibitions, educational workshops and other entertainment are all available to those attending.

Objectives

This survey was undertaken to gather a range of information from the audience attending Te Matatini 2017 and to help organisers: -

- a) Further develop the Te Matatini National Festival as an engaging and highly rewarding experience for those attending; and
- b) Demonstrate the social, cultural and economic significance of Te Matatini 2017 to key stakeholders such as sponsors and funding agencies.

As in previous years (2011, 2013 and 2015), the 2017 survey covered a wide range of topics and included questions designed to gather information concerning audience needs, audience behaviour, audience satisfaction and expenditure associated with attendance at the Festival. Feedback was also sought on the extent to which Te Matatini contributed to a range of social and cultural objectives such as ‘instilling pride in the local community’, ‘promoting Māori culture’ and ‘inspiring (members of the audience) to get involved in other Māori cultural activities’.

A full copy of the Te Matatini 2017 - Hastings questionnaire is attached as an appendix to this report.

Methodology

Using as a base the 'Festivals' survey application developed by Get Smart Limited on behalf of the Ministry of Culture & Heritage (MCH) and Creative New Zealand (CNZ), a modified set of questions was designed for Te Matatini festivals in consultation with Te Matatini Society Incorporated. Minor changes were made to the 2017 survey from the previous survey in 2015.

This set of questions was set up online using the getsmart survey system which also includes the functionality required to distribute survey invitations (by email), manage response (including the distribution of reminder emails), monitor response rates, collate and present results.

Contact details were obtained through two methods. During the event, contact details were collected from attendees by volunteers and staff of Te Matatini Society Inc. according to sampling and other operational guidelines supplied by Get Smart Limited. Further contact details of attendees were obtained from the Te Matatini ticketing database. The two databases were automatically 'de-duped' when uploaded to the getsmart survey system. A survey link was also posted on the Te Matatini website and Facebook page for attendees to complete.

Following the de-duping of databases, survey invitations were emailed to 1,860 people attending Te Matatini 2017 – Hastings in total. Of the 1,860 people invited to participate in the survey: -

- 23 unsubscribed from the survey system
- 56 bounce backs were received (e.g. incorrect email addresses)
- **903** completed the survey

The final sample of n=903 represents a response rate of 49% - in line with the average response rates of ~40% achieved by other festival organisers using the getsmart survey system but well ahead of industry-standard online survey response rates of 20-30%.

Benchmark against previous Te Matatini Festivals

Where questions used in the Te Matatini 2017 survey were the same as those in previous festival years (2011, 2013 and 2015) it has been possible to compare results achieved by Te Matatini 2017 with a Te Matatini festival 'benchmark'.

Executive Summary and Conclusions

Summary of Findings

- Over 80% of festival attendees were female. The 2017 festival attracted a similar age profile to the benchmark of the previous three events, with just a small decline in those aged less than 40 and a small increase in those aged 60 and over.
- 87% of attendees identified themselves as Māori, higher than the festival benchmark of 83% but on par with 2011 and 2015's individual results. As would be expected, the location of 2017's festival resulted in a significant increase in attendees from Hawke's Bay/Wairarapa Iwi, comprising 17% of the Māori audience compared to an average of 6% for the 2011/13/15 events combined.
- As in previous festivals, Te Matatini 2017 attracted a well-educated audience with more than half of those responding to the survey holding a post- or under-graduate qualification.
- The varying locations of the festival brings with it changes in where attendees reside around New Zealand. This year's results show 22% of NZ respondents originating from the Hawke's Bay region, 15% from Wellington region and 7% from the Manawatu Wanganui region – all higher than the benchmark set in previous three festivals and likely a direct result of where this year's festival was held.
- A third of attendees could speak Māori very well or well, while 95% of either agreed or strongly agreed that the government should encourage and support the use of Māori in everyday situations.
- The 2017 festival saw a higher proportion of visitors in attendance compared to the benchmark, with nearly 80% of attendees from outside the Hawke's Bay region. 97% of these attendees from outside the region highlighted the festival as their main reason for their visit to the region – compared to the benchmark's 89% from the previous three festivals. The number of nights spent in region however decreased in 2017, with more attendees from outside the region staying three nights or less compared to the benchmark.
- The 2017 festival was a first-time Te Matatini experience for 30% of attendees, lower than the benchmark of 36% 'first-timers'. Of those attending, most were doing so as spectators or as whānau support for performers and many were accompanied by children and/or other whānau.
- Attendees of Te Matatini 2017 were most likely to have first heard about the festival from a friend or whānau member. This year does see a rise in the number who learnt of the festival through Facebook or other social media (8%), while for future communications, almost a quarter of attendees highlighted Facebook as their preferred communication method for future Te Matatini festivals.
- The majority of respondents had purchased a ticket themselves – most often an early bird 4 day pass. Average attendance of competition days was lower across all days compared to the benchmark.
- The 2017 venue, rated comparably to the Te Matatini benchmark on all measures. The range of food/drink available was the most improved measure, while attendees were again most pleased with the alcohol, drug and smoking ban at the venue.
- Te Matatini 2017 received an **average audience satisfaction rating of 9.2** (out of 10). The 2017 festival audience also gave an **average rating of 8.9** (out of 10) on **value for money**, both scoring higher than the Te Matatini festival benchmark.

- Based on attendee experience at Te Matatini 2017, the audience were highly inclined to return and to recommend the Festival to friends and whānau – higher in 2017 than the benchmark of previous Te Matatini festivals.
- In terms of social and cultural impacts, Te Matatini 2017 was rated most highly for its promotion of Māori culture and for its success in bringing people together. Across the various impacts measured, this year's results were in line with the benchmarks.
- Adult visitors to the Hawke's Bay Region attending Te Matatini 2017 spent on average a total of \$785.86. The largest proportions of costs were incurred in relation to accommodation and food/drink, with transport/fuel being the third most significant area of expenditure. This takes total estimated expenditure by those visiting the Hawke's Bay region for the primary purpose of attending Te Matatini 2017 to **\$11.8 million**.¹
- As in previous years, the Te Matatini 2017 audience showed significant interest in Māori and Pacific Arts, dance and visual arts events. Interest was particularly strong in relation to Māori arts and cultural exhibitions and showcases and national-level kapa haka shows. Two thirds of this year's attendees indicated that they would like to attend more events like Te Matatini 2017.

Conclusions

The findings of this year's research indicate that Te Matatini was once again a highly successful event. Looking at the engagement, enjoyment, support of those attending, the festival's social and cultural contributions, or by the economic contribution made to the Hawke's Bay Region – all the various measures come together to paint a very positive picture of Te Matatini 2017 - Hastings.

The estimated number of adults who attended 2017's festival was 19,670, an increase from the previous festival in 2015. This year, 30% of attendees were at their first Te Matatini festival, lower than the benchmark set in the past three festivals. The change of location each festival has a direct impact on both where attendees reside in NZ and the Iwi's represented at the festival. This year unsurprisingly saw a greater proportion of attendees from the Hawke's Bay area and Iwi from Hawke's Bay/Wairarapa. The location of the festival is the strongest influence in attracting new audiences to the festival.

A prominent result in this year's findings is the 24% of attendees who indicated that their preferred communication method for future Te Matatini festivals is through Facebook – making it is almost par with Māori television. This is a notable increase from the benchmark set in the previous three festivals and a finding to consider when trying to reach future Te Matatini audiences.

There is clear appetite for events similar to Te Matatini 2017 in the future, with two thirds of attendees indicating that they would like to attend more events similar to Te Matatini 2017. Demand is strongest for more Māori arts and cultural exhibitions and showcases and national kapa haka shows. The positive feedback gauging interest in future events and the positive feedback received in a wide range of comments bodes well for future Te Matatini festivals.

¹ An estimate of **visitor expenditure only** and does not include any flow-on effects of income earned by those working on the festival or associated activities, local resident spend, or further expenditure by stallholders, etc. It also does not take into account expenditure in the region by event organisers or sponsors.

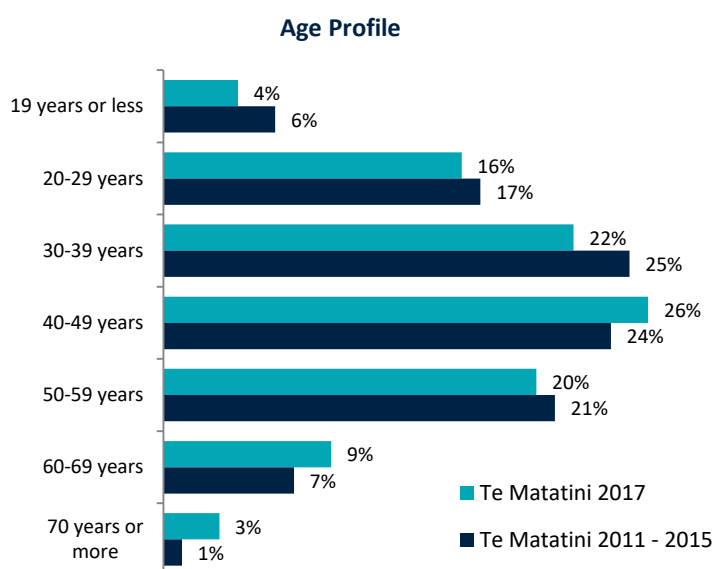
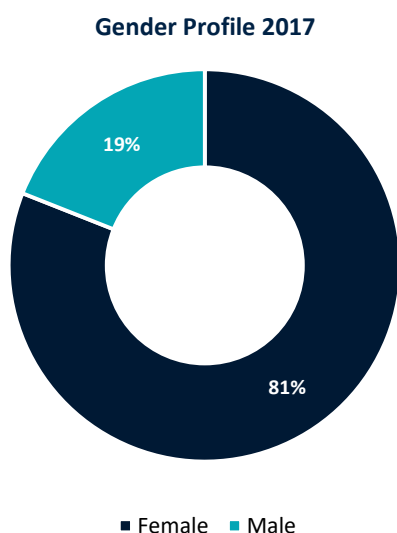
Survey Findings

Audience Profile

The following outlines the demographic profile – and other characteristics - of the Te Matatini 2017 audience, as indicated by survey results.

Age and Gender

Consistent with previous festivals, almost half of the Te Matatini 2017 audience was aged between 30 and 49 years, with the majority of the audience ranging from 20 – 59 years. The 2017 audience was dominated by women, as has proved typical of Te Matatini festivals in the past.



Base: Total Sample - Te Matatini 2017 (n=903), Te Matatini 2011-2015 (n=3,094)

Ethnicity

The 2017 festival had more of the audience identifying as Māori when compared to the benchmark of the past three festivals. Almost 90% of the audience identified as Māori (compared to the benchmark's 83%). New Zealand Europeans this year made up less than a fifth of the audience.

As seen with previous years, comparatively few attendees identified with ethnic groups other than Māori or New Zealand European.

Many of those who identified as 'Other' in 2017 were European.

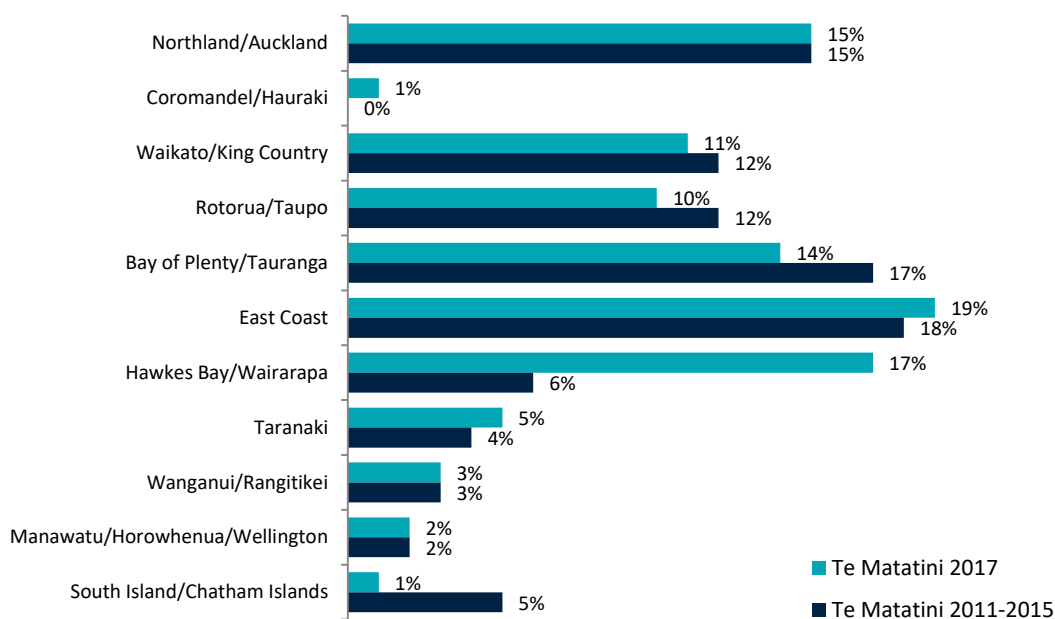
Ethnicity	2011 - 2015	2017
New Zealand European	23%	19%
Māori	83%	87%
Samoan	2%	2%
Cook Island Māori	2%	4%
Tongan	0%	1%
Niuean	1%	0%
Chinese	1%	0%
Indian	0%	0%
Other	6%	6%
Base (n=)	3094	903

Iwi

The location of Te Matatini has a direct influence in the representation of Iwi at the festival. The 2017 festival had a significantly larger representation of Iwi from Hawkes Bay/Wairarapa than in past events. 2015's festival in Christchurch brought with it a significant increase in attendees from South Island/Chatham Islands Iwi.

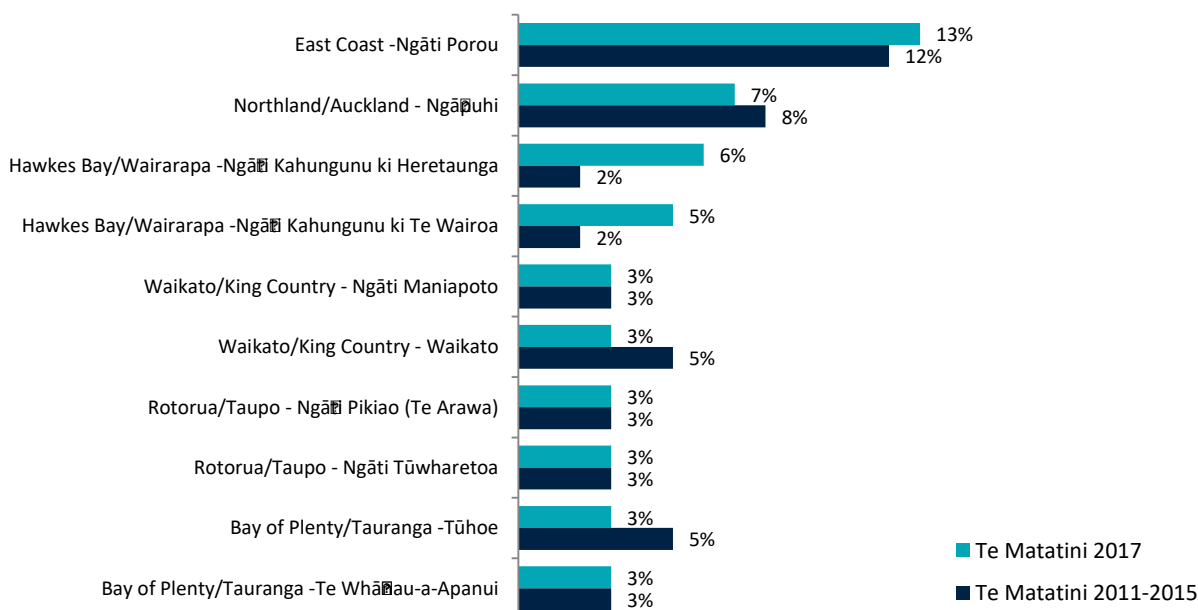
The largest audience groupings in 2017 (of those identifying as Māori) identified as Ngāti Porou (13%), Ngāpuhi (7%), Ngā ti Kahungunu ki Heretaunga (6%) and Ngā ti Kahungunu ki Te Wairoa (5%).

Iwi Represented at Te Matatini (Region)



Base: Identified as Māori - Te Matatini 2017 (n=788), Te Matatini 2011-2015 (n=2,554)

Top 10 Iwi Represented at Te Matatini*



*ranked by Te Matatini 2017 Iwi representation

Base: Identified as Māori - Te Matatini 2017 (n=788), Te Matatini 2011-2015 (n=2,554)

Education

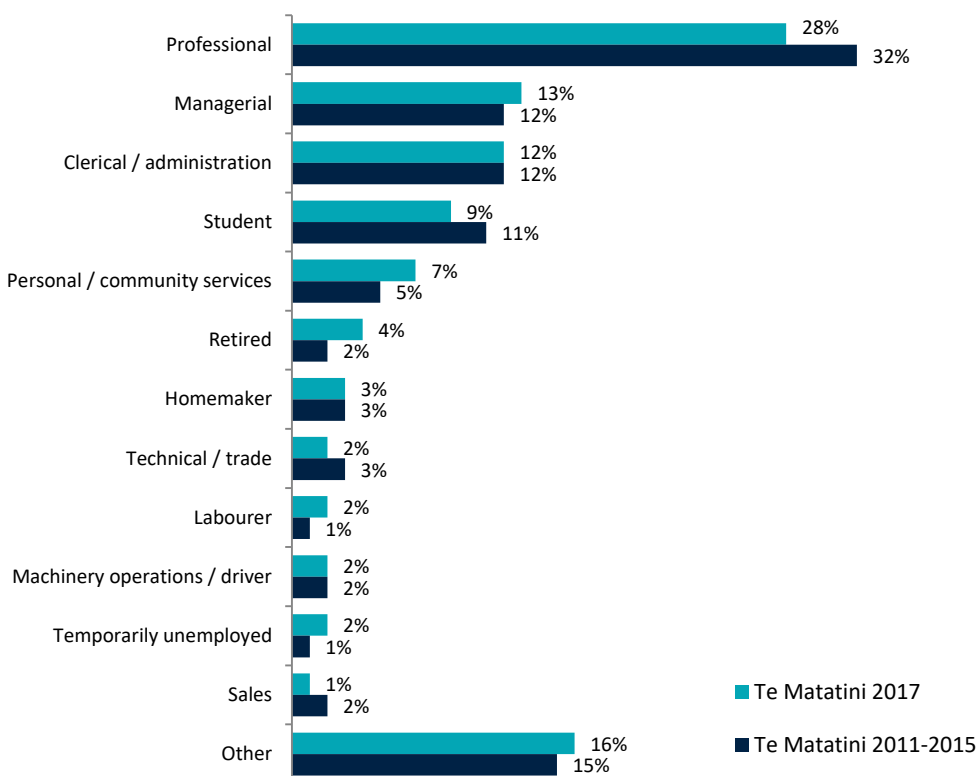
As in previous years, the 2017 festival attracted a well-educated audience with more than half of those responding holding a post- or under-graduate qualification.

Highest Qualification	2011 - 2015	2017
Secondary School Qualification	23%	24%
Trade Qualification	8%	9%
Undergraduate Qualification	27%	26%
Postgraduate Qualification	34%	33%
None of the above	8%	8%
Base (n=)	3094	903

Occupation

By occupation, 'professionals' again constituted the largest single grouping in the Te Matatini audience. As with previous festivals, Te Matatini 2017 also attracted a significant number of people working in managerial or clerical/administrative occupations and students. The 2017 festival also saw a higher percentage of personal/community service workers and retirees than the benchmark of past festivals.

Occupation Profile



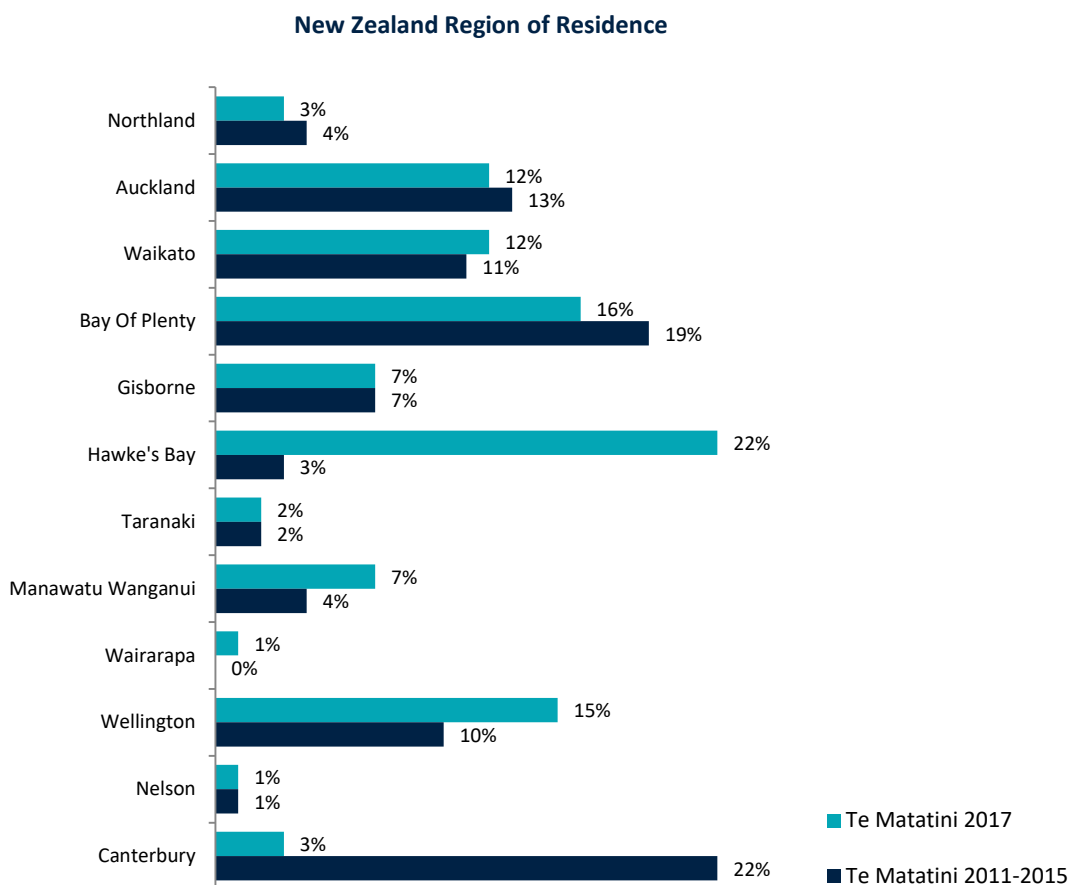
Base: Total Sample - Te Matatini 2017 (n=903), Te Matatini 2011-2015 (n=3,094)

Origin

This year's Te Matatini attracted attendees from nine countries. While the vast majority of the Te Matatini 2017 attendees originated from New Zealand, the Festival did attract 7% of its attendees from offshore markets. International visitors most often originated from Australia and the United States.

Country of Origin	2017
New Zealand	93%
Australia	5%
United States of America	1%
Other	1%
Base (n=)	903

The change of location for each festival brings with it changes in the New Zealand region of residence profile of attendees. Te Matatini 2017, attracted 22% of attendees from the Hawkes Bay region, 7% from the Manawatu Wanganui region and 15% from the Wellington region – higher than the benchmark set in previous festivals. There were significantly less attendees from the Canterbury region to Te Matatini 2017 compared to the benchmark, however an expected finding given 2015's festival was held in Christchurch.



Base: Reside in NZ - Te Matatini 2017 (n=843), Te Matatini 2011-2015 (n=2,854)

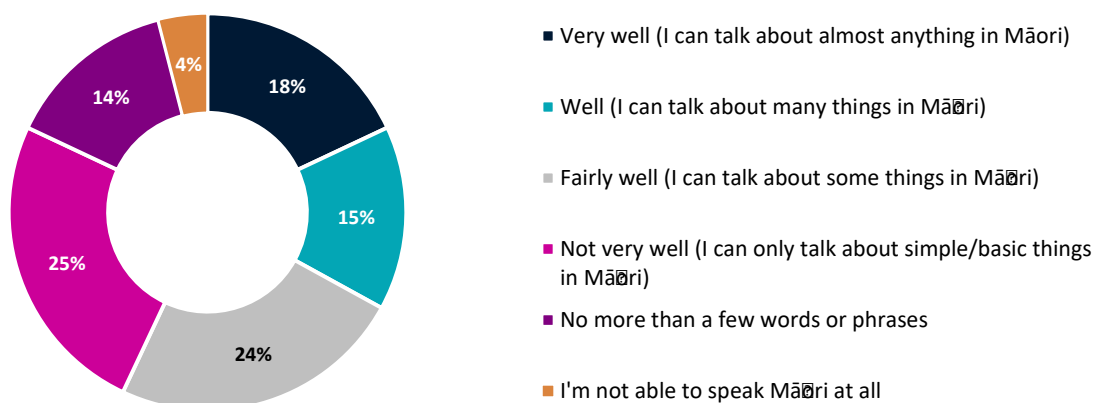
Māori Language

Added to this year's survey, Te Matatini 2017 attendees were asked about their proficiency in Māori language and whether they thought the government should be encouraging and supporting the everyday use of Māori.

A third of respondents can either speak Māori very well or well, while another 24% of respondents have a fair grasp of the language. On the other end of the spectrum, 18% are not able to speak Māori at all or speak no more than a few words or phrases, with another quarter of respondents only able to do so in a very limited capacity.

Some attendees did wish for more English to be spoken alongside Māori (i.e. presenting in both languages) for those who aren't fluent to te reo Māori. An email from a viewer from Australia suggested English subtitles on the TV coverage of the festival.

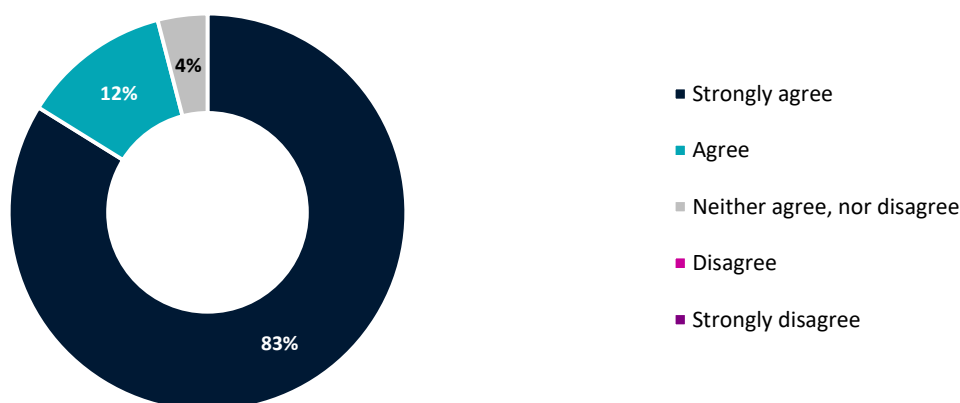
Proficiency in Māori Language



Base: Total Sample - Te Matatini 2017 (n=903)

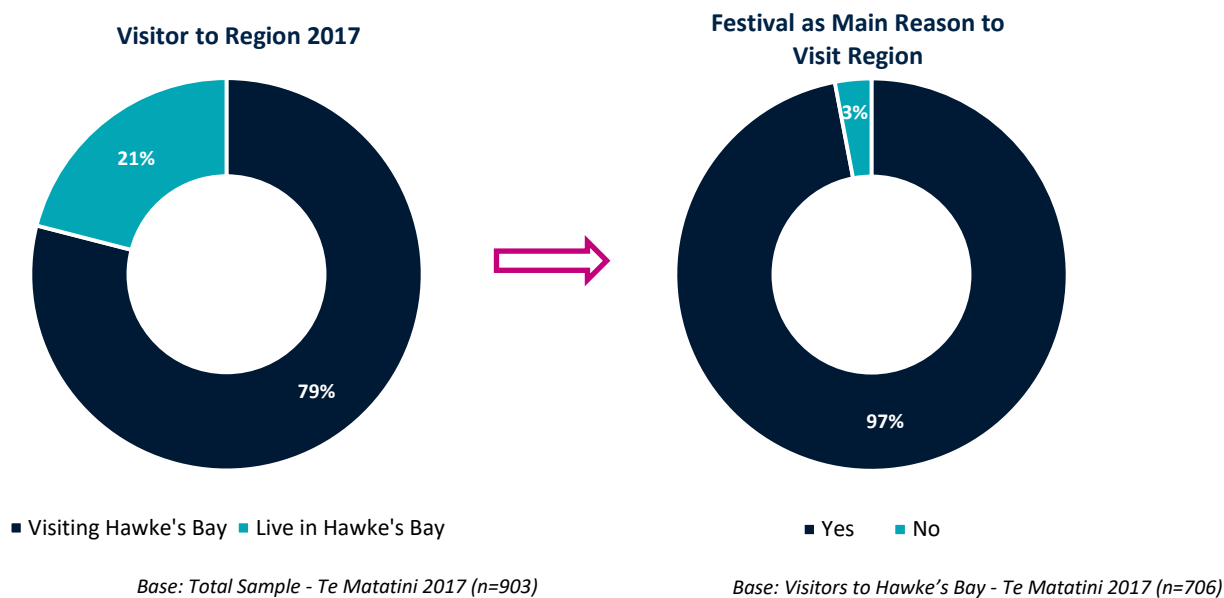
Asked to what extent 'the government should encourage and support the use of Māori in everyday situations', respondents overwhelmingly strongly agreed (83%). Another 12% of respondents agreed with the statement, while 4% neither agreed, nor disagreed. Only four respondents disagreed with this statement, making up less than 1% of the total sample surveyed.

Government Support for use of Māori Language



Base: Total Sample - Te Matatini 2017 (n=903)

Festival as Draw Card

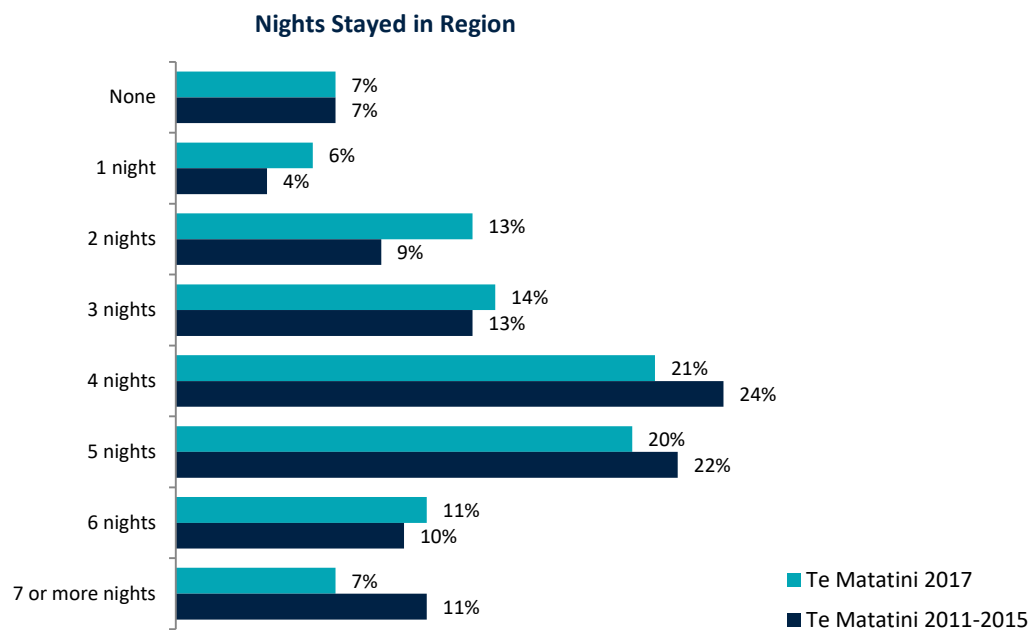


Nearly 80% of attendees to Te Matatini 2017 were visitors to the Hawkes Bay region – higher than the benchmark of 70% (attendees attending from outside host region) set by the past three festivals. Importantly, it is noted that 97% of those attending Te Matatini 2017 from outside the Hawke’s Bay Region indicated that the festival was their **main reason** for their visit to the region (compared to 89% in the benchmark of previous festivals).

This finding showed the ability of Te Matatini 2017 to draw attendees from outside the host region.

Duration of Stay

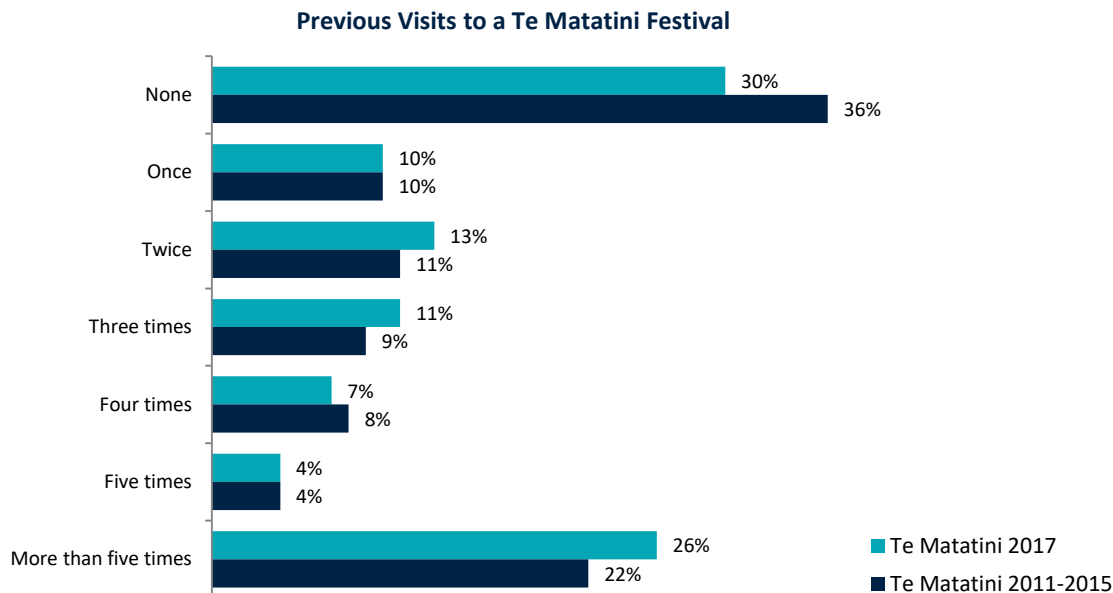
Those travelling from outside the region to attend Te Matatini 2017 had a shorter stays in the region than those visitors attending the festival in previous years.



Base: Visiting region and festival main reason to visit region - Te Matatini 2017 (n=697), Te Matatini 2011-2015 (n=2,071)

Previous Attendance

The 2017 festival was a first-time Te Matatini experience for less than a third of attendees – lower than the benchmark of previous three festivals. The 2017 festival attracted more repeat attendees than the benchmark, with over a quarter of attendees to this year's festival having attended the festival on more than five previous occasions.



Base: Total Sample - Te Matatini 2017 (n=903), Te Matatini 2011-2015 (n=3,094)

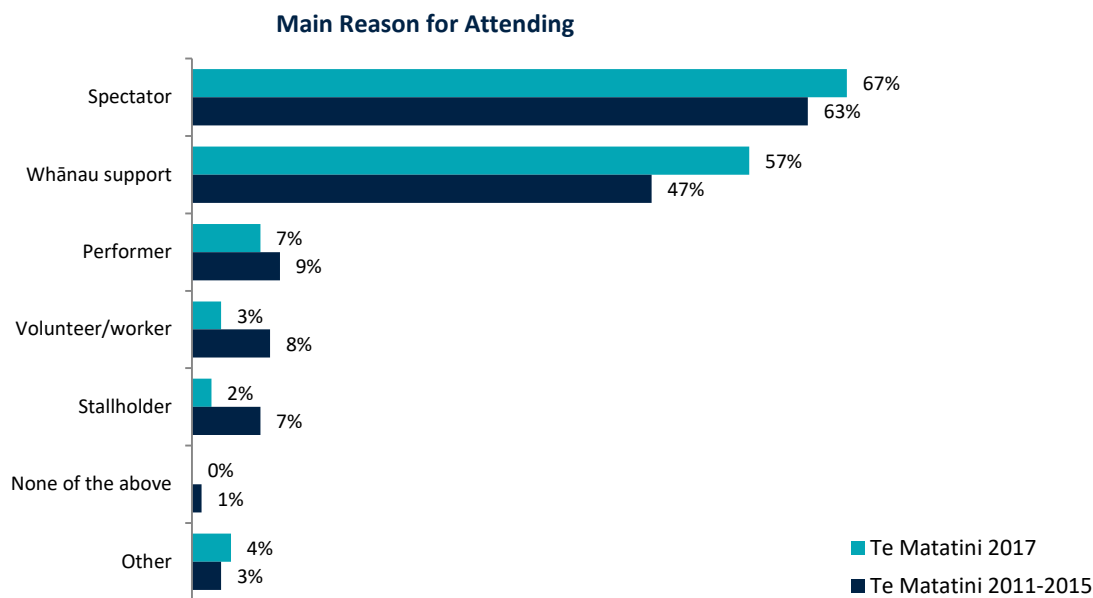
Audience Party Composition

People attending Te Matatini 2017 were most likely accompanied by their child or children (63%) or other whānau (67%). Compared to the benchmark, the 2017 festival had a greater proportion of attendees coming with family and fewer coming with friends, work colleagues and other people.

Party Composition	2011 - 2015	2017
Partner/spouse	41%	41%
Child/children (aged less than 5 years)	13%	15%
Child/children (aged between 5 and 15 years)	24%	29%
Child/children (aged more than 15 years)	19%	19%
Other whānau members	60%	67%
Friend/friends	40%	35%
Work colleagues	22%	12%
Other people	14%	8%
No-one, attended alone	4%	4%
Base (n=)	3094	903

Main Reasons for Attending

The largest groups of people attending Te Matatini 2017 were attending as spectators or whānau support. This year’s results shows a larger proportion identify their main reason for attending as whānau support when compared to the benchmark set in previous years (57% vs 47%).



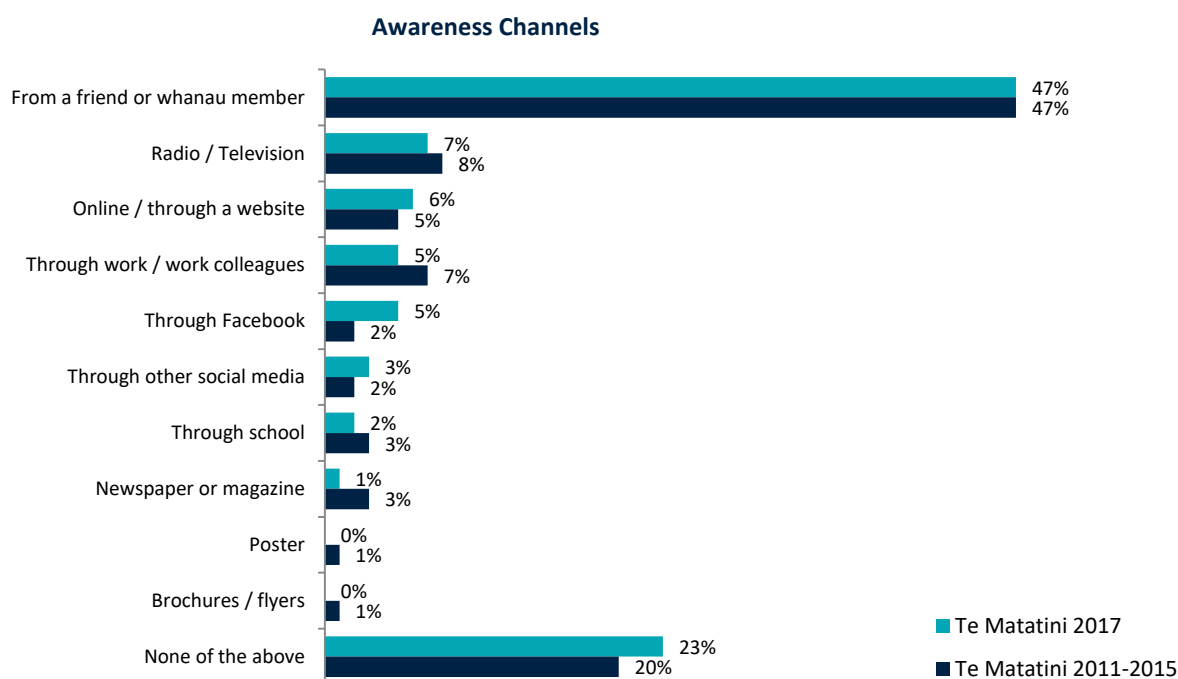
Base: Total Sample - Te Matatini 2017 (n=903), Te Matatini 2011-2015 (n=3,094)

Communications

The following considers how the audience at Te Matatini 2017 learned of the event, and how they would prefer communication to take place in the future.

Awareness Channels

Almost half of attendees to Te Matatini 2017 first heard about the event through friends or whānau. Noticeably this year, more attendees first heard of the festival through Facebook and other social media channels – 8% in 2017 compared to an average 4% in the previous three festivals.



Base: Total Sample - Te Matatini 2017 (n=903), Te Matatini 2011-2015 (n=3,094)

Of those who had heard about Te Matatini 2017 through a **newspaper or magazine** (1%), the majority had heard through Hawke's Bay Today. Those who had heard about Te Matatini **online** (6%) most commonly indicated the Te Matatini website (45%). Those who had heard about Te Matatini 2017 on the **radio or television** (7%) most commonly cited Māori TV (85%).

Future Communication

When asked about their preferred communication method for future Te Matatini Festivals, a quarter indicated Māori television as their preferred method. Prominently in this year's results, 24% of attendees indicated Facebook as their preferred communication method for future Te Matatini Festivals, compared to the benchmark average of 15% in the past three festivals.

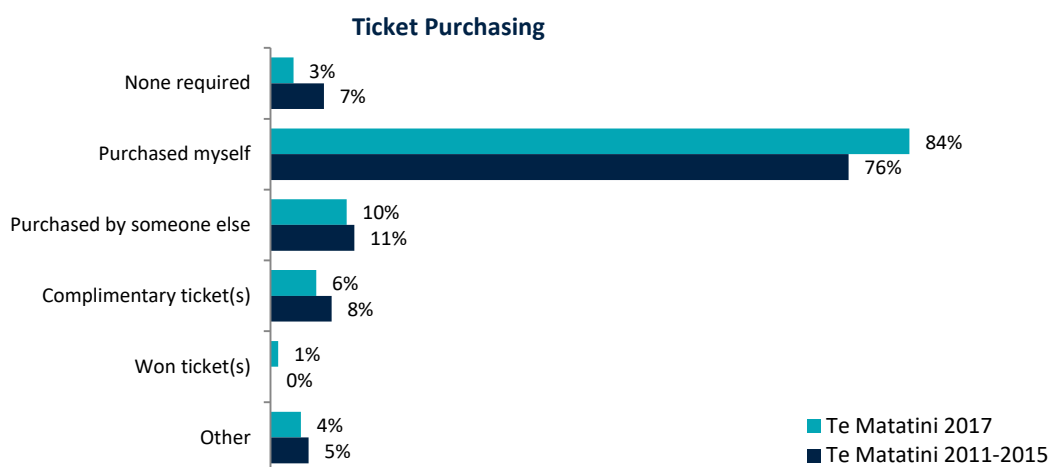
Preferred Communication Method	2011 - 2015	2017
Māori television	27%	25%
Facebook	15%	24%
Other TV channels	23%	19%
Emails from organisers	10%	8%
Online	8%	7%
Iwi radio	2%	3%
Other social media	2%	3%
Brochures/flyers	3%	3%
Newspaper	4%	2%
Poster	2%	2%
Other radio	1%	1%
Postal newsletter from organisers	1%	1%
Magazine	1%	0%
Twitter	0%	0%
None of the above	1%	1%
Base (n=)	3094	903

Audience Behaviour

To clarify how Te Matatini 2017 attendees experienced the Festival, survey respondents were asked if and how they had purchased tickets; what tickets they had purchased; what festival days and performances they had attended; and what factors influenced their choice of days and performances.

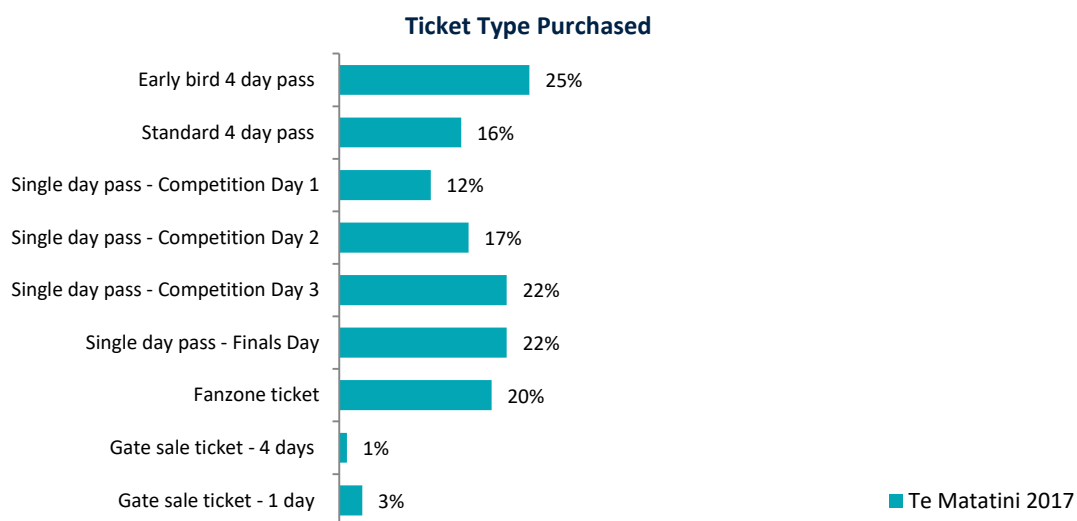
Ticket Purchasing

The ticket purchasing profile of those attending Te Matatini 2017 shows some slight differences compared to the benchmark of previous festivals. 94% of attendees to the 2017 festival indicated that they had either purchased tickets themselves or had their tickets purchased by someone else, compared to the benchmark figure of 87%. This can be viewed as a positive progression, with an increased percentage of attendees paying to attend the festival.



Base: Total Sample - Te Matatini 2017 (n=903), Te Matatini 2011-2015 (n=3,094)

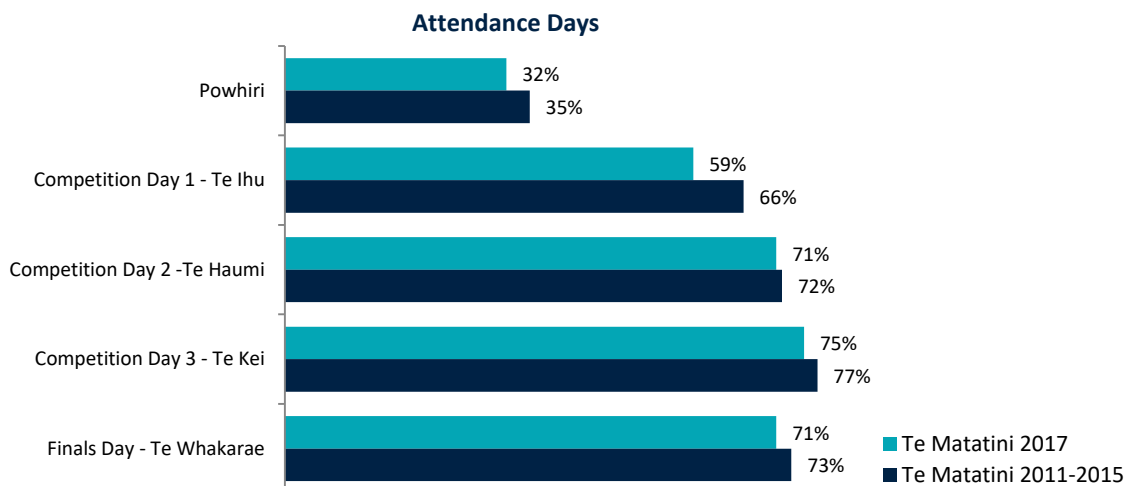
Those who attended with a purchased ticket were asked what type of ticket(s) they had purchased. The distribution of tickets purchased illustrates the popularity of the early bird 4-day pass. For those purchasing single day passes, Finals Day and Day 3 were most popular.



Base: Purchased tick myself and/or purchased by someone else - Te Matatini 2017 (n=830)

Days/Events Attended

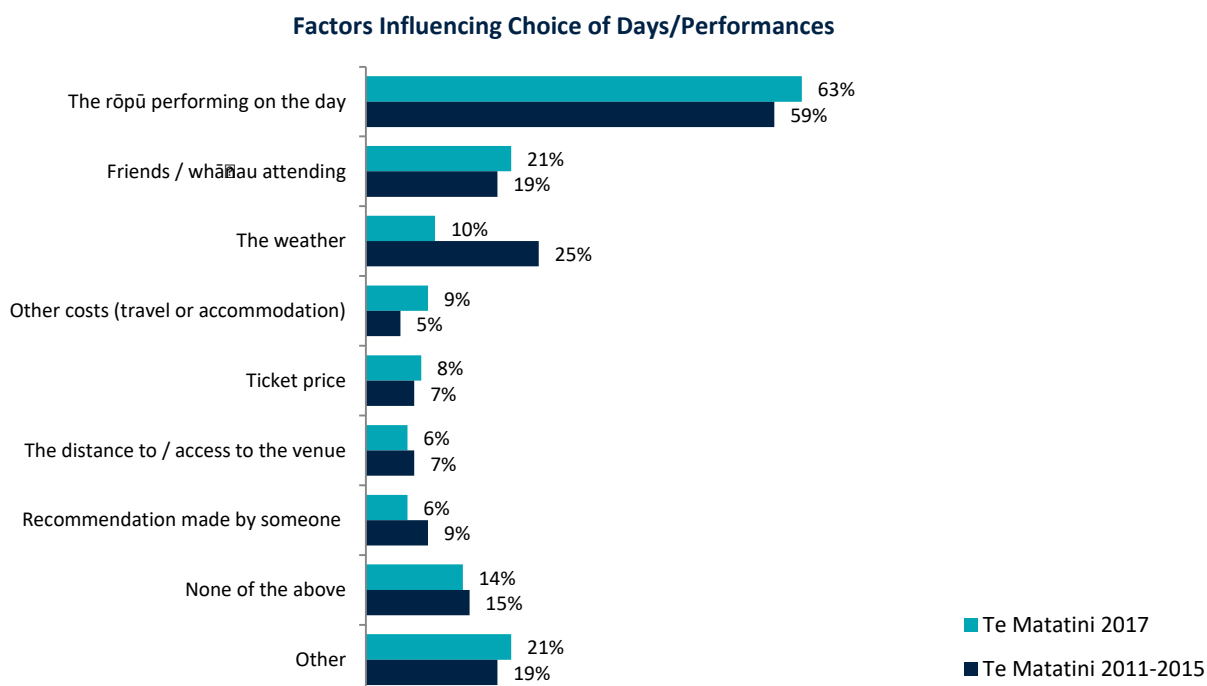
Competition day 3 was the most popular day this year, with 75% of total attendees attending on this day. About a third of total attendees attended the pōwhiri.



Base: Total Sample - Te Matatini 2017 (n=903), Te Matatini 2011-2015 (n=3,094)

Factors Influencing Choice of Days/Performances

All survey respondents were asked which, of a range of factors presented, influenced their choice of the day(s) and performance(s) they attended. As seen in the benchmark of previous Te Matatini festivals, it was the rōpū performing on the day that proved most influential again. The 2017 festival did see a significantly smaller portion of attendees highlight the weather as an influence on the day or performance they attended – a likely result of consistent weather during the festival.



Base: Total Sample - Te Matatini 2017 (n=903), Te Matatini 2011-2015 (n=3,094)

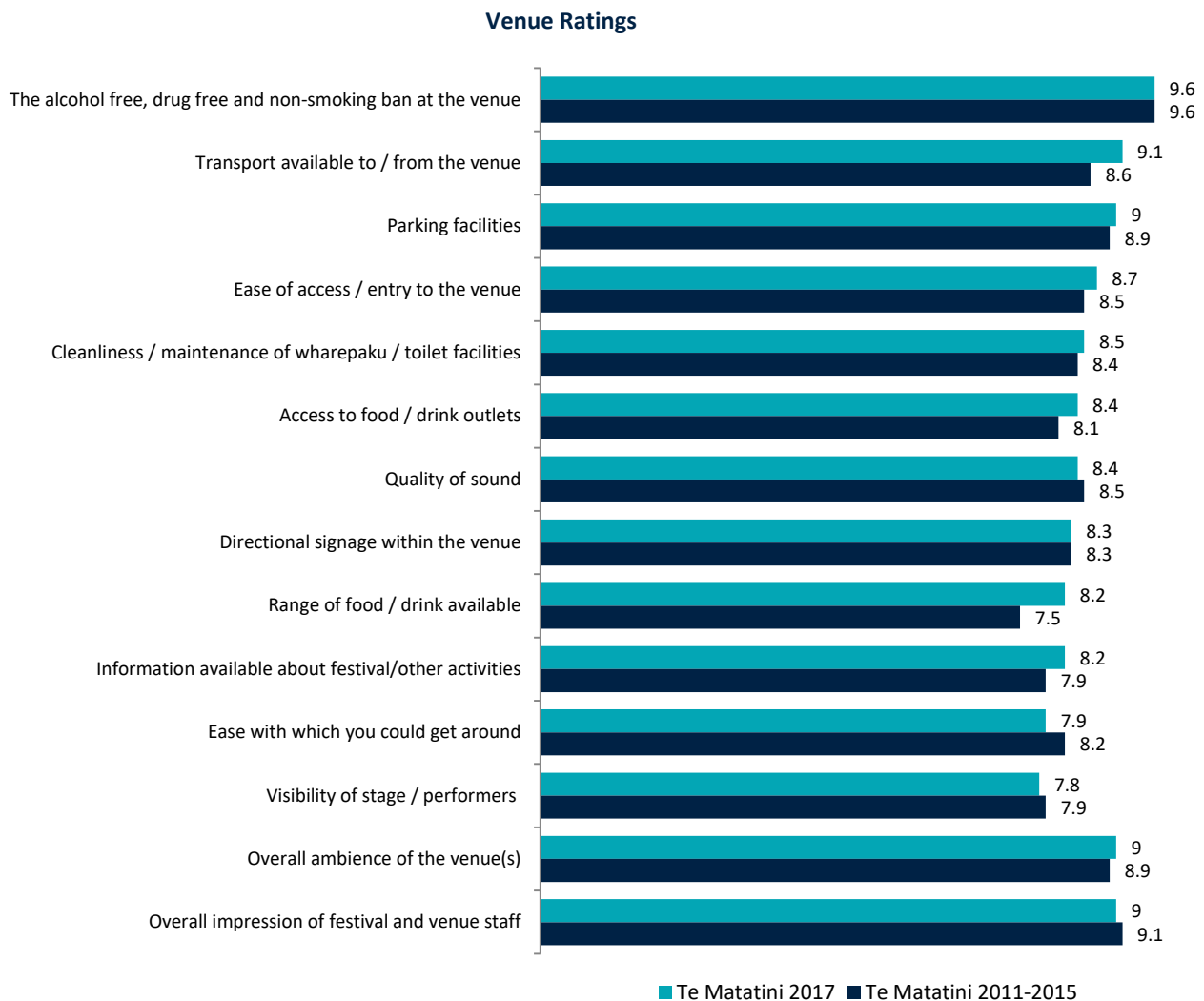
Audience Satisfaction

To identify both the strengths of Te Matatini 2017 and opportunities for improvement in the future, survey respondents were asked to comment upon a number of aspects of the festival, including venue and staffing. They were also asked to indicate their level of satisfaction overall, and to comment both on what in particular they had enjoyed and what might have made their experience more enjoyable.

Evaluation of Venue

Compared to the benchmark of previous festivals, the venue for Te Matatini 2017 rated positively across the range of aspects measured – bettering the benchmark score in eight aspects measured and scoring lower in only four areas measured. Somewhat surprisingly, in light of the positive response to multiple aspects of the venue, the overall impression of festival and staff rated slightly lower than the benchmark of previous years.

In comparison to the benchmark of previous festivals, the range of food/drink available was the most improved, scoring 0.7 higher in 2017 than the benchmark of the previous three Te Matatini festivals – a welcomed improvement considering this is the lowest rated venue aspect in the benchmark of previous years.



Base: Total Sample - Te Matatini 2017 (n=903), Te Matatini 2011-2015 (n=3,094)

Survey respondents were asked to add any further comments they might have about the venue. Comments regarding the venue ranged from the entrance way being too crowded to how great it was to have activities available for children. Some comments regarding the venue are listed below; full verbatim comments are available to Te Matatini via the getsmart online reporting function.

"There was no way the staff could have counted for all those who rushed through the gate. People ran straight through the gate and it was quite dangerous. Something needs to be done about that"

"Great Work with the health promotional messaging. Awesome shuttles from carparks... LOVED the kids area. I am usually a performer, this was my first time as a spectator and so I had a great look at the venue. The stuff available for the kids was great! Good job!"

"No crowd control... locked out during lunch session and breaks...security where limiting entrance even when groups were not on stage... not enough food stalls... overpriced... average wait in line was 30 - 40 mins"

"Not enough space for GA, too many people holding space on a huge space with only a few in that space therefore limited seating for anyone else trying to find space. Too many people walking in and walking around while groups were on stage it was very distracting"

"The one point for entrance and exit into the spectator area was the worst part of the experience. This meant huge and crowded spectators all trying to get to through the one entrance. Not a very nice experience, especially when it was a popular group performing"

"Massive thank you to all the workers who made the festival so AMAZING and welcoming enjoyed every day throughout the days that I was there. Beautiful selection of kai even healthy kai. Easy access to watching all the groups on big screen inside and outside the stadium"

Evaluation of Festival and Venue Staff

Survey respondents were asked to evaluate the Festival and venue staff on a range of attributes. Across five of the six attributes evaluated, Te Matatini 2017 ratings achieved by festival and venue staff were relatively similar to the benchmark and with high average ratings on all measures.



Base: Total Sample - Te Matatini 2017 (n=903), Te Matatini 2011-2015 (n=3,094)

Overall Satisfaction

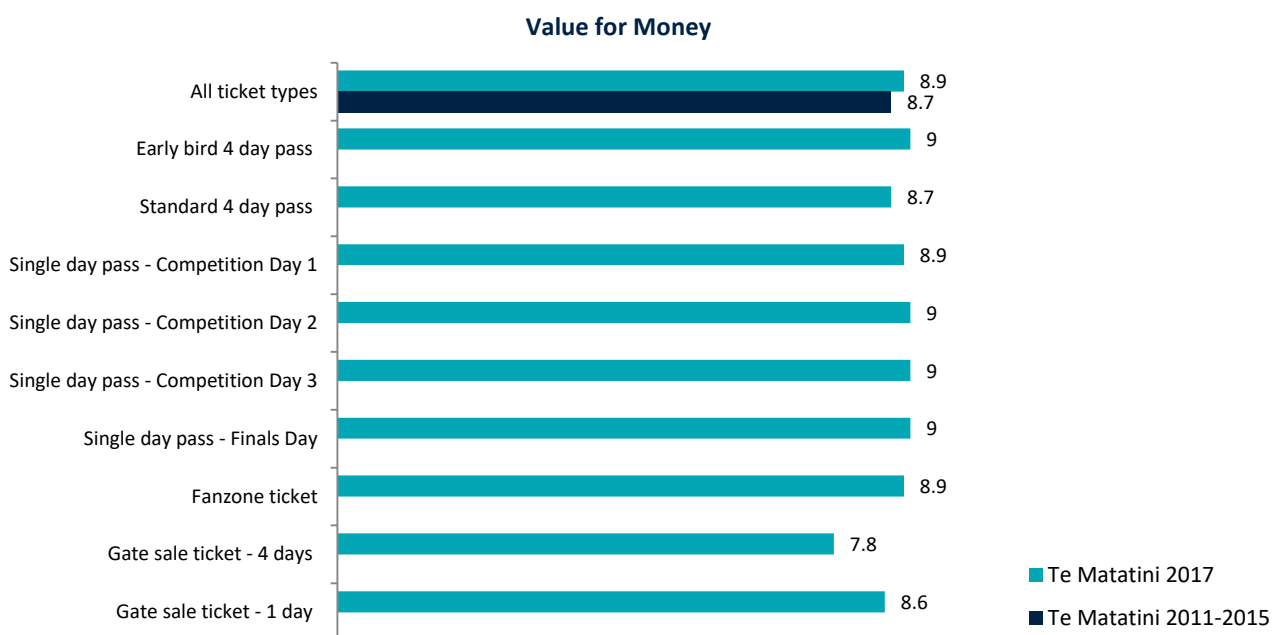
Te Matatini 2017 received an **overall audience satisfaction rating of 9.2** (on a scale of 1 to 10), which was higher than the Te Matatini festival benchmark. Overall satisfaction was, on average, highest amongst those involved as volunteers/workers and most improved amongst performers when compared to the Te Matatini festival benchmark.



Base: Total Sample - Te Matatini 2017 (n=903), Te Matatini 2011-2015 (n=3,094)

Value for Money

On value for money, Te Matatini 2017 received an **average rating of 8.9** (on a scale of 1 to 10), which was higher than the benchmark of 8.7. Ratings for value for money for Te Matatini 2017 were relatively consistent across ticket types purchased, except for attendees who purchased a 'gate sale ticket – 4 days' with an average rating of 7.8.



Base: Total Sample - Te Matatini 2017 (n=903), Te Matatini 2011-2015 (n=3,094)

Highlights of Te Matatini 2017 – Hastings

Asked what attendees enjoyed most about Te Matatini 2017, many positive comments were received. Comments ranged from praise to the organisers to simply being able to watch the performances.

“Great organisation dealing with thousands of people, seating, feeding, transport, parking. Wonderfully coordinated!”

“The people the excitement seeing our Māori people come together but also seeing other non-Māori coming to see what our culture is all about. The love for kapa haka the passion. The people from te hau kainga honestly I take my hat off to you all!”

“The atmosphere of the whole event”

“Range of outside activities for kids, services for kaumatua, free sun smart aids, the big screens inside and out, the stalls”

“The performances & the free kids zone area”

“The high level of performance from all ropu”

“I enjoyed mostly the free healthy food at the front gates, the water stations, the sunblock stations and I loved that it was alcohol free and drug free”

“It was a positive promotion of things that are great about being Maori...”

“Loved the art around the entrance and stalls. It tied everything together. Loved the range of stalls”

“The engagement from everyone at the place and of course the performance”

Opportunities for Improvement

Survey respondents were also asked what would have made their experience more enjoyable which also prompted a wide variety of comments. Comments on this occasion included the need for more shaded areas, better control and optimisation of seated areas and having more than one entry/exit point.

“Less hassles to get in to the venue”

“Allocated area to sit when our group performed, more accessible toilets closer to the concert venue, helpful staff/volunteers inside of the gates of the venue”

“Better organisation... clear guidelines on the rules... the security and volunteers changed it daily to suit themselves... more food choices”

“People not walking in gates and walking around while groups are on stage - shut the gates! Don't bring groups onto stage with people still walking around especially in the grass/GA area!!”

“Probably seating, it's always hard to estimate and get right. Grandstand not a lot of people stay up there as the view of the stage was to the side many moved to the ground for closer look”

“Perhaps a map of what stores are available and where”

“Better access to seating. Also food prices are so expensive for some stalls”

“I could see a lot of unused seating on the grandstand and people fighting for seats on the general admission area. Maybe the grandstand should have been available to GA also”

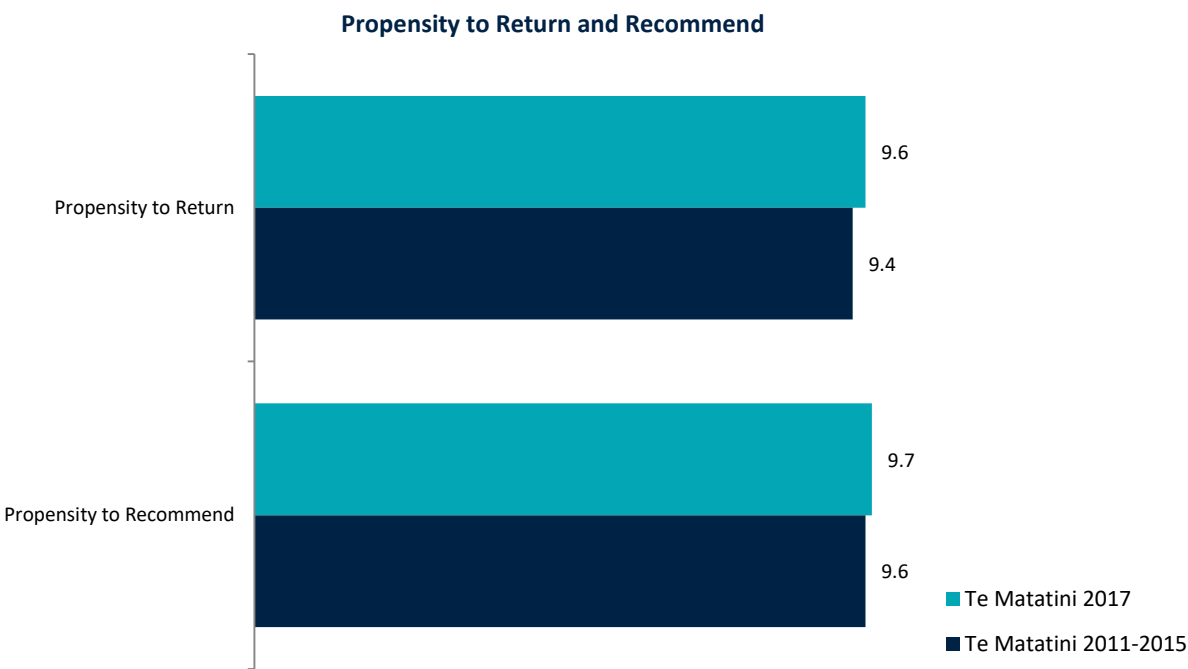
“I think for the most part everything was absolutely sorted. Maybe just a couple of more temporary sun shades set up on the outer part of the venue where the big screen was as the heat at times was just too much!!”

Again, full verbatim comments are available to Te Matatini via the online getsmart reporting function.

Repeat Attendance and Advocacy

Survey respondents were asked to indicate how likely it was that they would attend a Te Matatini National Kapa Haka Festival again in the future, and how likely it was that they would recommend the Festival to people they knew. In both instances, answers were recorded on a 10-point scale where 1 equalled ‘very unlikely’ and 10 equalled ‘very likely’.

Attendees at Te Matatini 2017 were highly inclined to return in the future and to recommend the event to others. Propensity to recommend the 2017 festival and likelihood of future attendance from the 2017 audience exceeded the Te Matatini festival benchmark of the past three events.



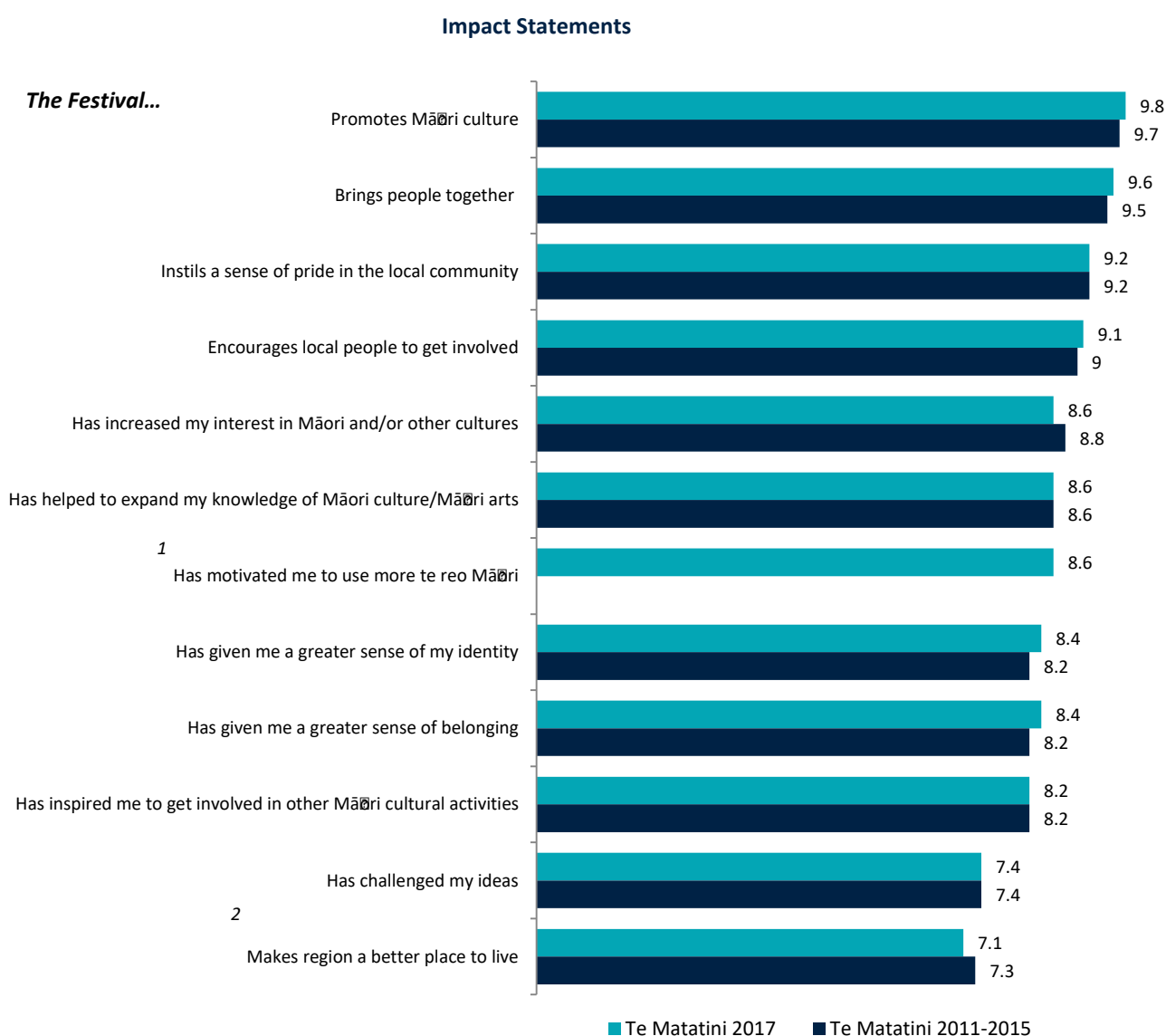
Base: Total Sample - Te Matatini 2017 (n=903), Te Matatini 2011-2015 (n=3,094)

Social and Cultural Impacts

To help examine the social and cultural impacts of Te Matatini 2017, survey respondents were presented with a number of statements and asked “to what extent do you agree or disagree that these apply to Te Matatini 2017 - Hastings and your own experience of the event?” Answers were recorded on a 10-point scale where 1 equalled ‘strongly disagree’ and 10 equalled ‘strongly agree’.

Te Matatini 2017 was rated most highly for its promotion of Māori culture and for its ability to bring people together. It also rated very highly for instilling a sense of pride in the local community and for encouraging local people to get involved.

Overall, 2017 results are reflective of results seen in past events, with 2017’s results deviating little from the benchmark. The new statement added to this year’s survey *the festival has motivated me to use more te reo Māori* rated at 8.6 out of 10.



Base: Total Sample - Te Matatini 2017 (n=903), Te Matatini 2011-2015 (n=3,094)

Note 1: Statement added to 2017 survey

Note 2: Answered only by residents of Hawke's Bay area (n=714)

Economic Contribution (Visitor Expenditure in Region)

To help in establishing the economic contribution of Te Matatini to the Hawke's Bay Region, survey respondents who were visiting the region (79% of the sample) *and* the festival was the main reason for visiting (97% of visitors) were asked to provide details of expenditure related to: -

- Accommodation
- Transport/fuel
- Parking (for time not spent at the festival)
- Food/drink (e.g. restaurants, cafes, bars, snacks)
- Other attractions/events/activities (e.g. gallery/museum, a wildlife/scenic tour, an adventure activity)
- Other retail shopping
- Other items not covered above

Respondents were asked to specify personal expenditure outside of the festival (including money spent on their behalf). Results show that adult visitors to the Hawke's Bay Region attending Te Matatini 2017 spent on average a total of \$940.90 (excluding expenditure at the Festival). However, it is noted that there are some notable outliers in this year's expenditure results that skews the data upwards. To provide a more accurate estimation on the average expenditure in region by adults, the top 1% of expenditure in each category has been excluded from the results, removing major outliers in the data. With the top 1% of the base total (visitors to region and festival main reason to visit) excluded, **visitors to the Hawke's Bay Region attending Te Matatini 2017 spent on average a total of \$785.86** (excluding expenditure at the Festival).

Average Spend	2011 - 2015	2017	2017 99% of base total - top 1% exclusion
Accommodation	\$257.94	\$290.53	\$266.89
Transport/fuel	\$187.89	\$168.74	\$158.02
Parking	\$5.24	\$5.50	\$3.93
Food/drink	\$194.17	\$197.40	\$185.91
Other attractions/events/activities	\$45.85	\$54.19	\$46.03
Other retail shopping	\$113.97	\$97.63	\$86.43
Other	\$57.17	\$126.91	\$38.65
Average expenditure in region	\$862.23	\$940.90	\$785.86
<i>Base: Visitors to region and festival main reason to visit region (n=)</i>	<i>2,059</i>	<i>696</i>	<i>689</i>

*Note: The table above constitutes **average expenditure by adults (aged 15 years or more) through the duration of the festival.***

The largest proportions of costs in 2017 were incurred in relation to accommodation and food/drink. Accommodation costs on average accounted for over a third of expenditure, and slightly higher than in previous Festival audiences. All expenses except for accommodation and other attractions/events/activities in 2017 averaged lower than the bench mark set by the previous three Te Matatini festivals.

With the average expenditure figure, this allows festival organisers to calculate the total audience-related economic contribution of the festival to its host region by **no. of adults attending x % from outside region x % Te Matatini as main reason to visit x average expenditure in region**.

Economic Contribution Calculation	2017
No. of adults attending	19,670
% from outside region	79%
% Te Matatini as main reason to visit	97%
Average expenditure in region	\$785.85
Total	\$11.8 million

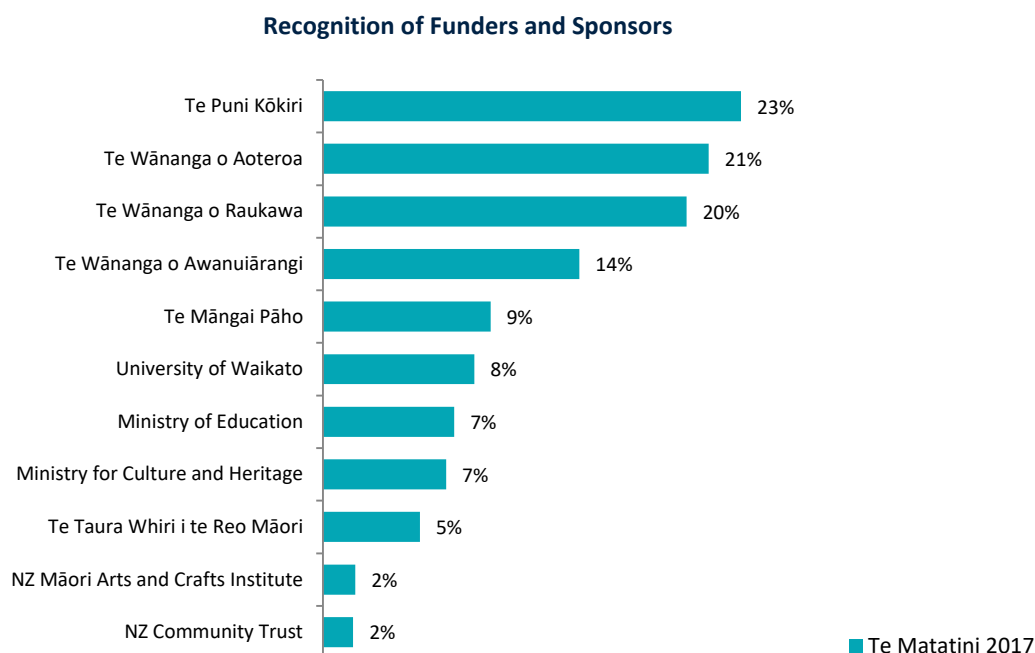
This takes total estimated expenditure by those visiting Hawke's Bay for the purposes of attending Te Matatini 2017 to be \$11.8 million².

² This is an estimate of **visitor expenditure only** and does not include flow-on effects of income earned by those working on the festival/associated activities, local resident spend or further expenditure by businesses (e.g. stall holders). It also does not take into account expenditure in the region by event organisers or sponsors.

Recognition of Funders & Sponsors

To provide feedback to funders and sponsors of Te Matatini 2017, survey respondents were asked to identify festival funders and sponsors by entering them in a blank text field. Below depicts how often key funders and sponsors are identified.

Almost a quarter of respondents highlighted Te Puni Kōkiri as a funder and/or sponsor of Te Matatini 2017, with Te Wānanga o Aotearoa, Te Wānanga o Raukawa and Te Wānanga o Awanuiārangi also receiving good recognition amongst attendees.



*Base: Total Sample - Te Matatini 2017 (n=903)
Note: Question answer format changed in 2017*

Overall, a wide range of organisations/groups were identified. Other organisations/groups named by attendees (in no particular order) included Air New Zealand, Bostock, Hawke's Bay Regional Council, government, Māori TV and Sport Hawke's Bay amongst many others.

To see full lists of funders & sponsors mentioned by respondents, full verbatim comments are available to Te Matatini via the online getsmart reporting function.

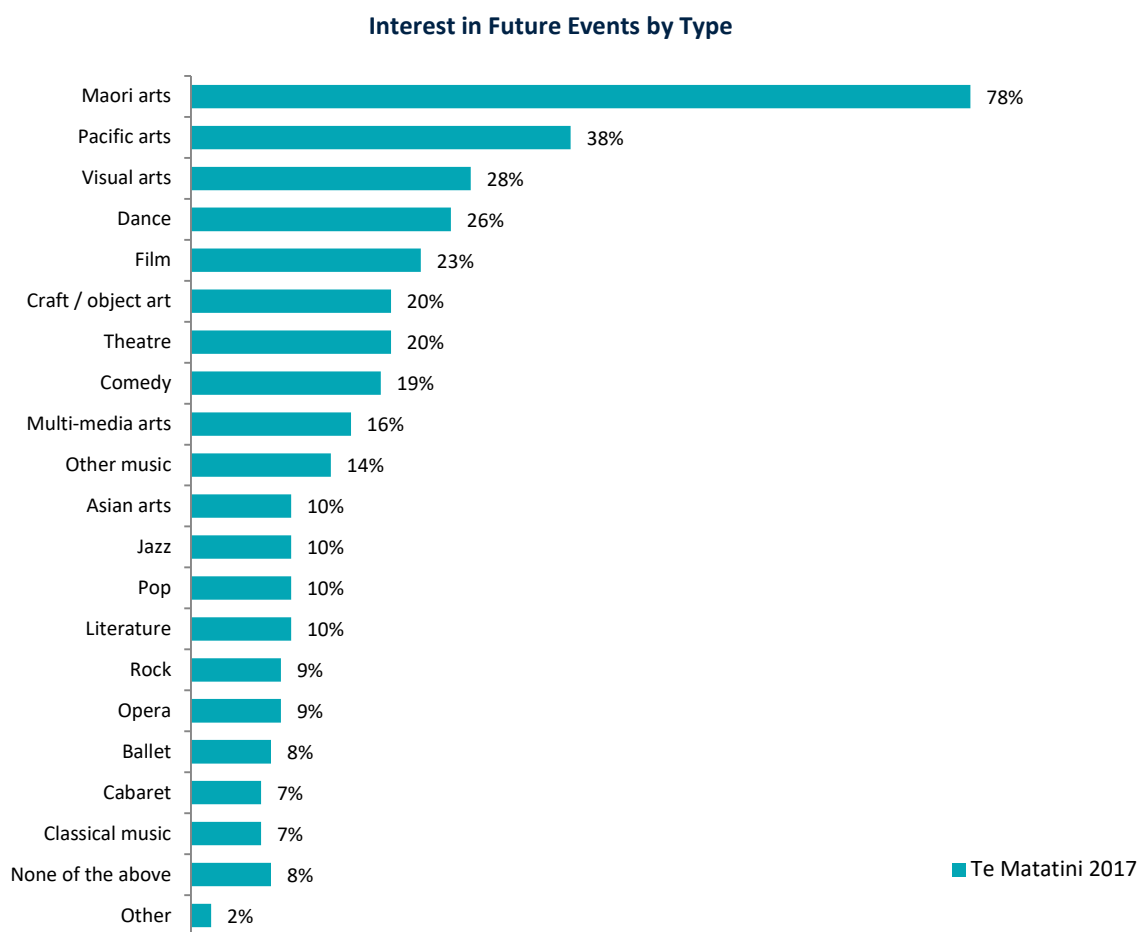
Future Development

To help Te Matatini in the planning of future events, survey respondents were asked a series of questions relating to their interests and preferences, and concerning any barriers that might exist to their attendance of similar events in the future.

Interests for Future Events

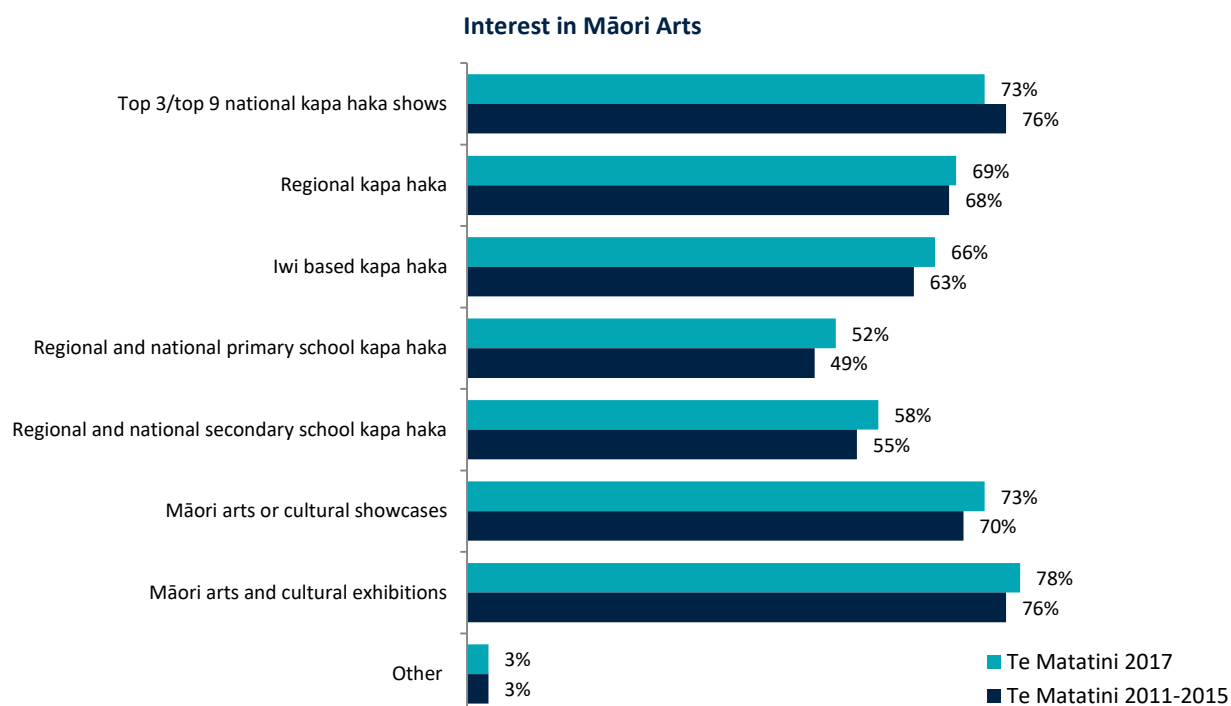
When presented with a list of options and asked to select those they would like to see more of, the largest groups of Te Matatini 2017 survey respondents selected more 'free events' and were more interested in seeing local and then New Zealand artists in the future. 'Māori Arts' by genre gathered the most interest, while 'Pacific Arts', 'Visual Arts' and/or 'Dance' were also popular.

Interest in Future Events	2011 - 2015	2017
Ticketed events	33%	34%
Free events	66%	64%
Local artists	56%	50%
Other NZ artists	54%	49%
International artists	37%	30%
Base (n=)	3087	903



Base: Total Sample - Te Matatini 2017 (n=903)

The 78% of respondents who selected *Māori Arts* were asked to indicate which events were of particular interest to them. Results show significant interest in Māori arts and cultural exhibitions and showcases as well as national-level kapa haka shows.



Base: Interested in Māori Arts - Te Matatini 2017 (n=703), Te Matatini 2011-2015 (n=2,404)

Demand for Events

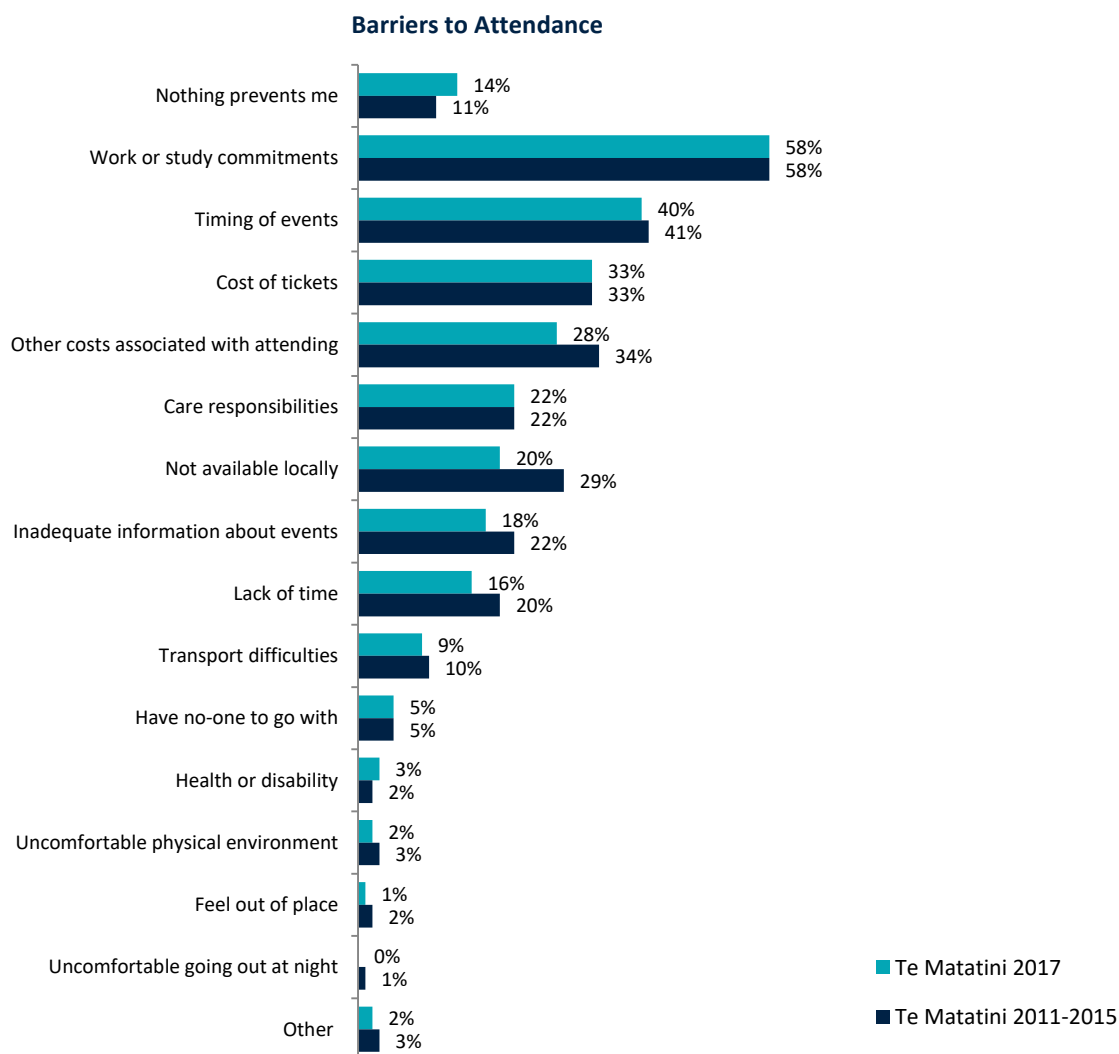
To gauge the extent of demand for events such as Te Matatini 2017, survey respondents were asked whether they would like to attend more, the same or fewer events (like Te Matatini 2017) in the future. A clear majority indicated **more**, while most of the remaining respondents indicated they were satisfied with the status quo. Results for 2017's festival were almost identical to the benchmark of previous years.

Demand for Similar Events	2011 - 2015	2017
More	66%	67%
The same	32%	31%
Fewer	2%	2%
Base (n=)	3094	903

Barriers to Attendance

Those respondents indicating they would like to see more events like Te Matatini 2017 in the future were also asked “and what prevents you from doing so?” The major barriers to attendance provide valuable information for those planning or staging future events. The most significant barrier to attendance relates to work or study commitments, followed by the timing of events.

Feedback once again suggests that cost is still a significant barrier, both in relation to tickets and other costs associated with attending events, although the latter does see a decrease when compared to the benchmark of previous years.



Base: Like to attend more events like Te Matatini 2017 - Te Matatini 2017 (n=608), Te Matatini 2011-2015 (n=2,047)

Appendix: Questionnaire 2017

Questionnaire – Te Matatini 2017 – Hastings

Thanks for attending Te Matatini 2017 - Hastings. To help us improve the festival in future years, we'd appreciate your thoughts on the 2017 festival.

1. Firstly, can you please tell us whether you live in the Hawke's Bay region, or were visiting at the time you attended Te Matatini 2017 - Hastings?

Please select one option

I live in the Hawke's Bay region >> *skip to Q4*

I was visiting the Hawke's Bay region at the time

2. And was Te Matatini 2017 the main reason for your visit to Hastings?

Yes

No

3. And how many nights did you stay in Hastings on this occasion?

Please select one option *Drop down menu*

None – I didn't stay overnight

1-30 nights (*individually listed*)

More than 30 nights

4. On how many previous occasions, if any, had you attended a Te Matatini Kapa Haka Festival?

Please select one option

None, this was the first time I attended

Once

2 times

3 times

4 times

5 times

More than 5 times

Don't know/can't remember

5. Which of the following people attended Te Matatini 2017 - Hastings with you?

Please select as many options as apply

My partner/spouse

My child or children (aged less than 5 years)

My child or children (aged between 5 and 15 years)

My child or children (aged more than 15 years)

Other members of my whanau (including extended whanau)

A friend/friends

Work/business colleagues

Other people

No-one, I attended by myself

6. What was your primary purpose for attending Te Matatini 2017 - Hastings?

Please select as many options as apply

As a performer

As a volunteer/worker

As a stallholder/exhibitor

As whānau support for a roopu/performer

As a spectator

None of the above

Other (please specify) _____

7. How did you first hear about Te Matatini 2017 - Hastings?

Please select one option

From a friend or whanau member

Through school

Through work/work colleagues

From an i-SITE/visitor information centre

From someone working at a place I was staying in the region

From someone else I know or met while travelling

Through Twitter

Through Facebook

Through other social media

Newspaper or magazine >> *ask Q8*

Poster

Brochures/flyers

Online/through a website >> *ask Q9*

Radio/Television >> *ask Q11*

None of the above

8. **NB: Asked only of those who selected 'newspaper or magazine' in Q7**

Through which of the following newspapers or magazines did you first hear about Te Matatini 2017 - Hastings?

Please select one option

Air NZ Koru Magazine

The Press

The Christchurch Mail

New Zealand Herald
Don't know/can't remember
Other newspaper or magazine (please specify) _____

9. **NB: Asked only of those who selected 'online/through a website' in Q7**

Through which of the following websites did you first hear about Te Matatini 2017 - Hastings?

Please select one option

The Te Matatini website – www.tematatini.co.nz
Te Matatini Facebook page
Hastings Cultural Council Facebook page
iTicket website – www.iticket.co.nz
Te Puni Kōiri (Ministry of Maori Affairs) website - www.tpk.govt.nz
Ministry of Culture and Heritage website – www.mch.govt.nz
Ngati Kahungunu website – www.kahungunu.iwi.nz
A website listing events in New Zealand (e.g. www.eventfinder.co.nz)
A website operated by a local tourism operator (e.g. a company providing transport, accommodation or an activity/attraction)
An online search engine
A social networking website (e.g. Facebook, Twitter)
www.youtube.com
An i-SITE/information centre website
A friends Facebook page
Don't know/can't remember
Other (please specify) _____

10. **NB: Asked only of those who selected 'Radio / Television' in Q7**

Through which television channel or radio station did you first hear about Te Matatini 2017 Hastings?

Please select one option

Maori TV
TV One or TV Two
TV 3
Tahu FM
Iwi Radio Station
Other radio station
Don't know/can't remember
Other (please specify) _____

11. Thinking now about any tickets you purchased for Te Matatini 2017 - Hastings. Which of the following apply to you?

Please select as many options as apply

No tickets were required
I bought a ticket(s) myself >> ask Q13
Someone else bought a ticket(s) for me>> ask Q13
I was given a complimentary ticket(s)
I won a ticket(s) in a competition
Other (please specify) _____

12. **NB: Asked only of those who selected 'I bought ticket(s) myself' in Q11**

Which ticket did you have?

Early bird 4 day pass to the Festival at \$70 adult/\$35 youth
Standard 4 day pass to the Festival at \$90 adult/\$50 youth
Single day pass Thursday 5 March 2015 – Competition Day 1
Single day pass Friday 6 March 2015 – Competition Day 2
Single day pass Saturday 7 March 2015 – Competition Day 3
Single day pass Sunday 8 March 2015 – Finals Day
Fanzone ticket
Gate sale ticket for all 4 days at the festival at \$110 adult/\$60 youth
Gate sale ticket for 1 day at the festival at \$35 adult/\$20 youth

13. Which of the following days did you attend at Te Matatini 2017 - Hastings?

Please select as many options as apply

Powhiri (Wednesday 22 February 2017)
Thursday 23 February 2017 – Competition Day 1: Pool 1 – Te Ihu
Friday 24 February 2017 – Competition Day 2: Pool 2– Te Haumi
Saturday 25 February 2017 – Competition Day 3: Pool 3 – Te Kei
Sunday 26 February 2017 – Finals Day: Te Whakarae
None of these

14. Which of the following would you say more affected your choice of the day(s) and performance(s) you attended?

Please select as many options as apply

The rōpū performing on that day
Ticket price
Other costs (travel or accommodation)
The weather
The distance to/access to the venue
My other friends/whānau were going
Recommendation made by someone I knew/word of mouth
None of the above
Other (please specify) _____

15. Now thinking about the venue(s) at Te Matatini 2017 - Hastings. How would you rate...?

Please select one option for each item

	Excellent	Average	Extremely Poor	N/A
Transport available to/from the venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of access/entry to the venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The alcohol free, drug free and non-smoking ban at the venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Directional signage within the venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease with which you could get around the venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness/maintenance of wharepaku/toilet facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to food/drink outlets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range of food/drink available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visibility of stage/performers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of sound	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information available about festival/other activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall ambience of the venue(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall impression of festival and venue staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. If you have any comments about any venue in particular, please enter these below.

17. How would you rate festival and venue staff on...?

Please select one option for each item

	Excellent	Average	Extremely Poor	N/A
Making you feel welcome	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing information/advice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helpfulness overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interest in helping you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Listed below are some statements that people have made about other festivals. To what extent do you agree or disagree that these apply to Te Matatini 2017 - Hastings and your own experience of the event?

Please select one option for each item

	Strongly Agree	Neutral	Strongly Disagree
The festival makes Christchurch a better place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival brings people together	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The festival encourages local people to get involved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival instils a sense of pride in the local community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival promotes Māori culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival has increased my interest in Māori and/or other cultures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival has helped to expand my knowledge of Māori culture/Māori arts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival has inspired me to get involved in other Māori cultural activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival has given me a greater sense of my identity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival has given me a greater sense of belonging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival has challenged my ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The festival has motivated me to use more te reo Māori	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

19. Overall, how satisfied were you with your experience at Te Matatini 2017 - Hastings?

Please select one option

Extremely Satisfied	Neutral	Extremely Dissatisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. And how would you rate Te Matatini 2017 - Hastings on overall value for money?

Excellent	Average	Extremely Poor
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. What, if anything, did you enjoy most about Te Matatini 2017 - Hastings?

Please enter below

22. And what, if anything, would have made your experience **more** enjoyable?

Please enter below

23. How likely is that you will attend Te Matatini National Kapa Haka Festival again in the future?

Please select one option

Very Likely ☐ ☐ ☐ ☐ Neither ☐ ☐ ☐ ☐ Very Unlikely ☐ ☐

24. How likely is it that you would recommend Te Matatini National Kapa Haka Festival to people you know?

Please select one option

Very Likely ☐ ☐ ☐ ☐ Neither ☐ ☐ ☐ ☐ Very Unlikely ☐ ☐

25. Looking ahead to future events, which of the following (if any) would you like to see **more** of?

Please select as many options as apply

Ticketed events

Free events

Local artists

Other NZ artists

International artists

Maori Arts

Asian Arts

Ballet

Cabaret

Classical music

Jazz

Pop

Rock

Other music

Comedy

Craft/Object Art

Dance

Film

Literature

Multi-media arts

Opera

Pacific Arts

Theatre

Visual arts

None of the above

Other (please specify) _____

26. You have indicated you would like to see more Maori Arts – can you tell us which Maori Arts in particular?

Top 3 / Top 9 national kapa haka shows

Regional kapa haka

Iwi based kapa haka

Regional and national primary school kapa haka

Regional and national secondary school kapa haka

Maori arts or cultural showcases

Maori arts and culture exhibitions

Other (please specify) _____

27. Ideally, would you like to attend more, the same or fewer events like Te Matatini 2017 - Hastings?

Please select one option

More

The same

>>Skip to Q29

Fewer

>>Skip to Q29

28. **NB: Asked only of those who selected 'more' in Q27**

And what prevents you from doing so?

Please select as many options as apply

Timing of events (e.g. day vs. night events)

Work or study commitments

Care responsibilities (e.g. for a child or other family member)

Lack of time

Inadequate information about events

Transport difficulties

Not available locally

Uncomfortable physical environment

Health or disability

Feel out of place

Have no-one to go with

Uncomfortable going out at night

Cost of tickets

Other costs associated with attending (e.g. travel, accommodation)

Nothing prevents me

Other (please specify) _____

29. **NB: Only asked of those who were visiting the region** From the time you left home to attend Te Matatini 2017 - Hastings, until the time you returned home, how much did you personally spend in each of the following areas?

Please remember to include money spent in cash, using EFT-POS or a credit card.

Do include money spent before you attended the festival (for example, on airline tickets) and money you spent after your arrived home (for example, paying off costs on your credit card). DO NOT include money spent at the festival itself.

Please remember to include any money spent on your behalf (e.g. by other members of your group) but DO NOT include money you spent on behalf of other people.

If you did not spend anything, or the item/activity was free of charge, please enter '0' in the box.

Accommodation (\$)

Additional transport/fuel (for one person) (\$)

Parking for time not spent at the festival (\$)

Food/drink (\$)

Other attractions/events/activities (\$)

Other retail shopping (\$)

Other not covered above (\$)

30. What organisations do you know of that provided sponsorship or funding to Te Matatini 2017 - Hastings?

Please enter below

31. Of all the ways in which festival organisers could inform you about Te Matatini National Kapa Haka Festival in the future, which would you prefer?

Please select one option

Maori Television

Other TV channels (e.g. TV1, TC2, TV3, Prime etc.)

Iwi Radio

Other radio stations

Newspaper

Magazine

Online/through a website

Email newsletter from festival's organisers

Postal newsletter from festival's organisers

Through Twitter

Through Facebook

Through other social media

Poster

Brochures/flyers

None of the above

32. How well are you able to speak Māori in a day-to-day conversation?

Please select one option

Very well (I can talk about almost anything in Māori)

Well (I can talk about many things in Māori)

Fairly well (I can talk about some things in Māori)

Not very well (I can only talk about simple/basic things in Māori)

No more than a few words or phrases

I'm not able to speak Māori at all

33. To what extent do you agree or disagree with the following statement: the government should encourage and support the use of Māori in everyday situations?

Please select one option

Strongly agree

Agree

Neither agree, nor disagree

Disagree

Strongly disagree

Just a few questions about you now.

34. What is your gender?

Please select one option

Male

Female

35. Which of the following age groups do you fall into?

Please select one option

19 years or less

20 - 29 years

30 - 39 years
 40 - 49 years
 50 - 59 years
 60 - 69 years
 70 years or more
 Would rather not say

36. Which of the following ethnic groups do you identify with the most?

Select as many options as apply

New Zealand European
 Māori
 Samoan
 Cook Island Māori
 Tongan
 Niuean
 Chinese
 Indian
 Other (please specify) _____

37. You have indicated Māori in the previous question – with which Iwi do you identify most?

List of Iwi

38. Just to confirm details, can you indicate where you live?

Please select one option

List of countries

39. Asked only of NZ residents And in which region do you live?

Please select one option

List of regions

40. Asked only for region selected above Which area within [answer to Question 42] region is closest to where you live?

Please select one option

List of areas for each specific region

41. Which of the following best describes your highest level of qualification?

Please select one option

Secondary school qualification

Trade qualification
 Undergraduate qualification
 Postgraduate qualification
 None of the above

42. And which one of these best describes your occupation?

Please select one option

Clerical/administration
 Managerial
 Homemaker
 Professional
 Student
 Technical/trade
 Personal/community services
 Sales
 Labourer
 Machinery operations/driver
 Retired
 Temporarily unemployed
 Other