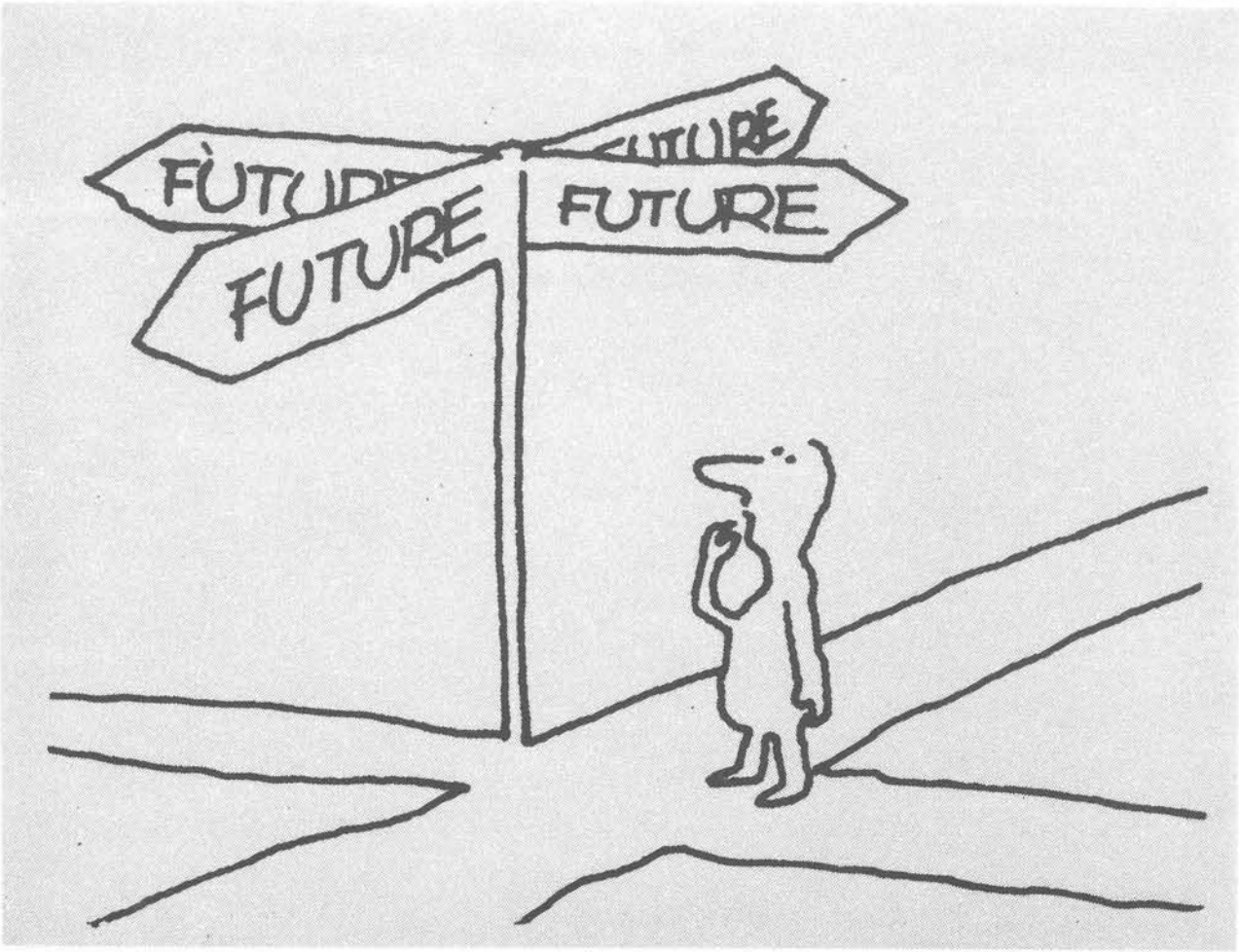


# ATTITUDES TO THE FUTURE



A SOCIAL SURVEY BY

B. D. MURPHY

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SUMMARY REPORT ON

# A SURVEY OF NEW ZEALAND LIVING STANDARD ATTITUDES

CONDUCTED FOR

THE COMMISSION FOR THE FUTURE

BY

B.D. MURPHY

ON BEHALF OF

THE APPLIED RESEARCH OFFICE

UNIVERSITY OF AUCKLAND

October 1980

## A. BACKGROUND

New Zealand society is on the threshold of a new development age. Planning the shape of our future society is an exercise in responsible Stewardship, the careful husbanding of our limited economic, social and human resources. Acknowledging that this Stewardship is the responsibility of all New Zealand citizens, not just the government or 'experts', the Commission for the Future has embarked upon a programme of encouraging public input to futures planning by having the public evaluate four possible scenarios of future New Zealand society. These scenarios show total living standards in New Zealand made up from different combinations of economic living standards (the 'quantity of life') and social-environmental living standards (the 'quality of life'). The four scenarios are distinctive, hypothetical views of future New Zealand society, designed to focus public attention on the extreme aspects of these views in terms of the unavoidable trade-offs between economic and social-environmental living standards that occur under the reality of limited resources:-

View 1: Strong emphasis on growth in economic living standards;
No emphasis on growth in social-environmental living standards.

View 2: Moderate emphasis on growth in economic living standards;
Limited emphasis on growth in social-environmental living standards.

View 3: Limited emphasis on growth in economic living standards;
Moderate emphasis on growth in social-environmental living standards.

View 4: No emphasis on growth in economic living standards;
Strong emphasis on growth in social-environmental living standards.

## B. OBJECTIVES

Broadly, to measure public attitudes to living standards in New Zealand, Specifically, to evaluate the four scenarios in terms of their impact on the personal well-being of the New Zealand public.

## C. METHOD

A questionnaire was designed by Mr B.D. Murphy of Auckland University and Commission for the Future executives to provide the information required to achieve the survey objectives. The questionnaire was pre-tested and modified into the final version shown in the appendix.

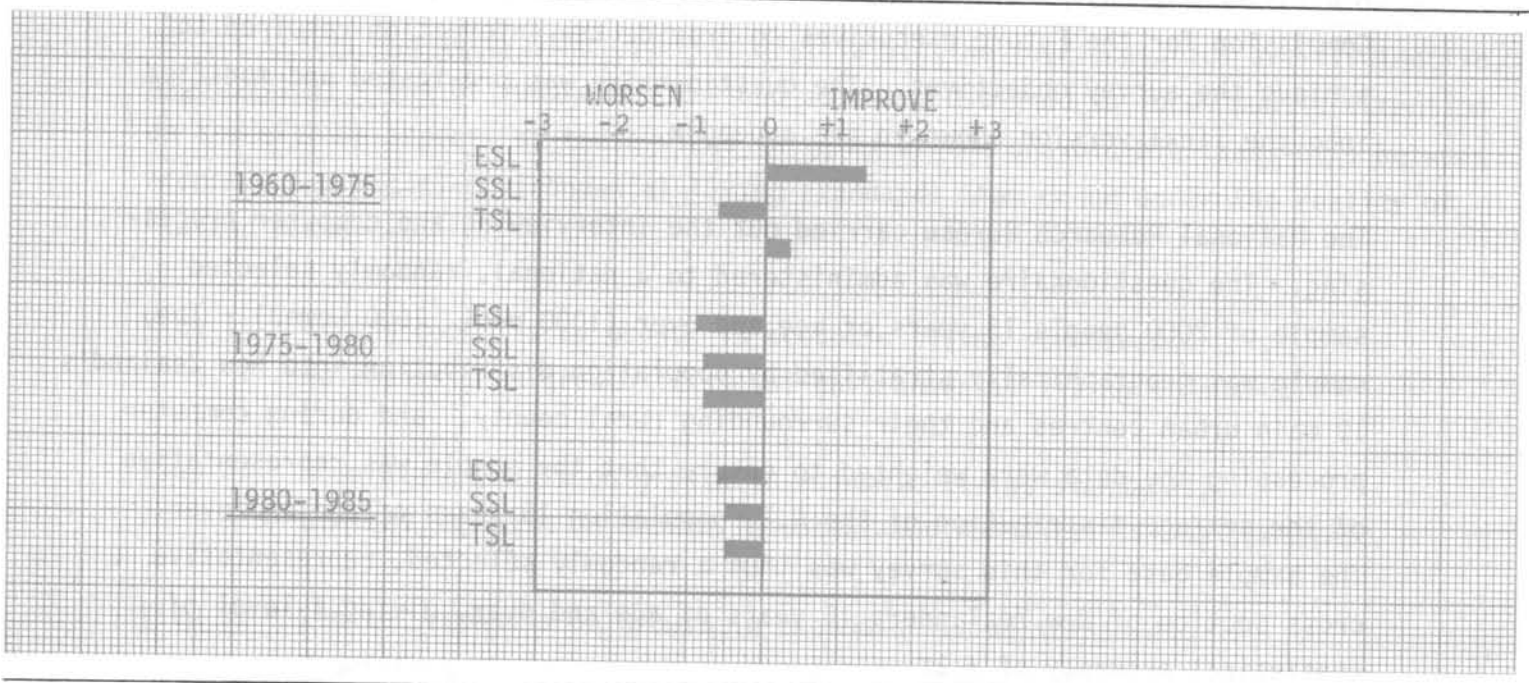
The National Research Bureau carried out the interviewing and computer processing. The questionnaire was administered to a national, randomly selected sample of 2000 people 15 years of age and over (1000 men, 1000 women). The sample was geographically stratified by population distribution into New Zealand's 19 main urban centres and their surrounding rural county, and during computer processing the data were weighted to ensure that the sample was representative of the sex/age distribution of the N.Z. population 15 years of age and over. The sample base for this survey was thus a randomly selected, representative cross section of New Zealanders 15 years of age and over, giving a level of statistical accuracy of ± 2%.

Interviewing commenced on 23 August and was completed by 27 September.

## D. MAIN FINDINGS

### 1. CHANGES IN PERCEIVED LIVING STANDARDS

Data on New Zealanders' attitudinal perception of changes in economic living standards (ESL), social-environmental living standards (SSL), and total living standards (TSL) for the periods 1975-1980, 1980-1985 are compared with base data for the period 1960-1975 obtained from a 1976 survey. The data are expressed in terms of a scale ranging from -3 = worsened very much, through 0 = no change, to + 3 = improved very much, obtained by deducting 4 from the means of the rating distributions of the respective questions:

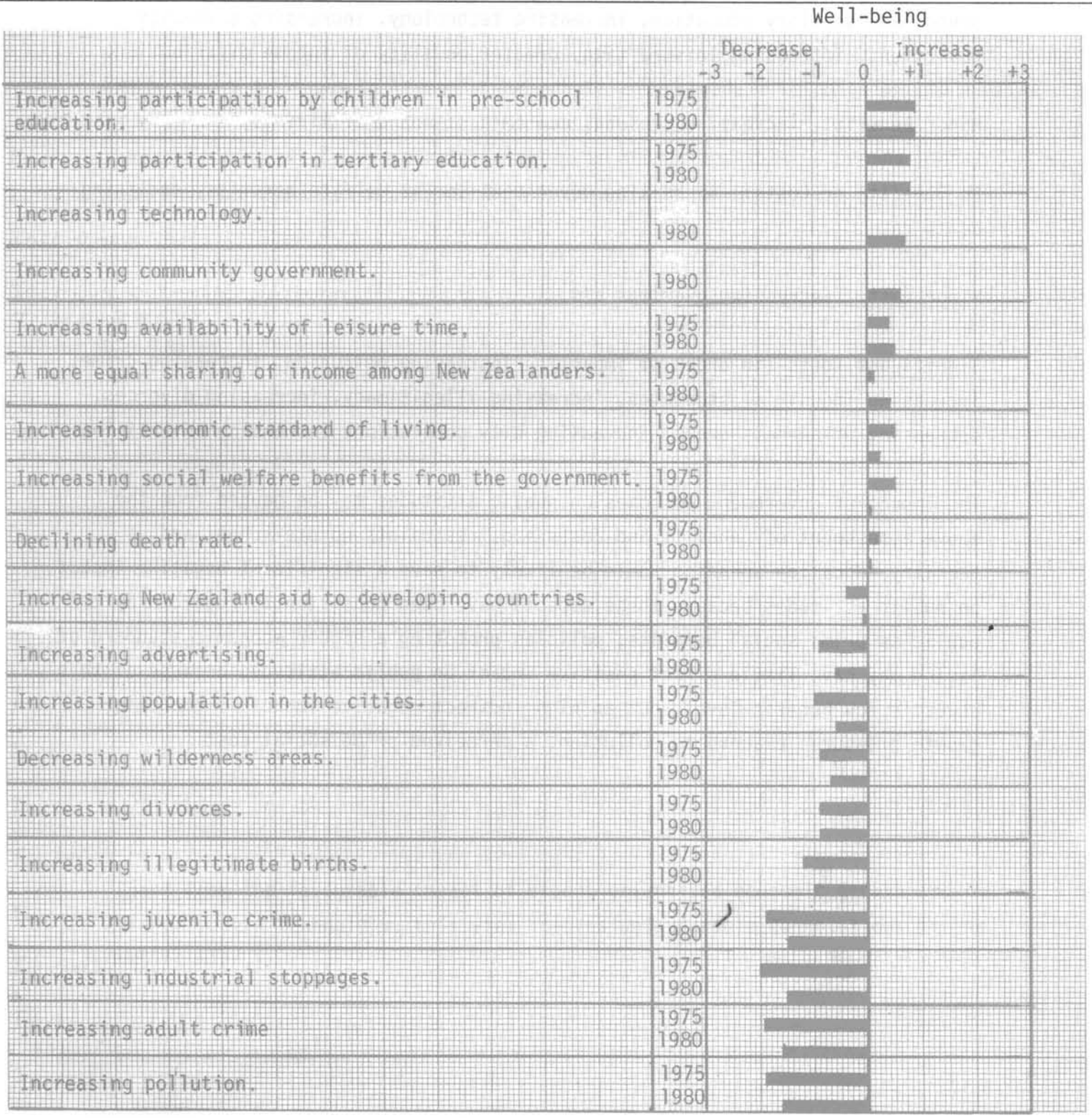



Between 1960 and 1975 perceptions were of a substantial improvement in economic living standards, a slight worsening in social-environmental living standards and, overall, a very slight improvement in total living standards.

Between 1975 and 1980 economic, social-environmental and total living standards were perceived to have worsened considerably, with only a slight lessening of the perceived decline in living standards being pessimistically forecast by the public for the next 5 years.

## 2. EFFECT OF VARIOUS ASPECTS OF LIVING STANDARDS IN NEW ZEALAND ON PERSONAL WELL-BEING

Data from this survey are compared, where applicable, with base data from a 1975 survey. The data are expressed in terms of a scale ranging from -3 = decrease personal well-being very much, through 0 = no effect, to + 3 = increase personal well-being very much, obtained by deducting 4 from the means of the rating distributions of the respective questions. The aspects are ranked in order from most positive to most negative 1980 effect.



The 1975 and 1980 rankings and effect levels of the aspects are very similar although, overall, the 1980 attitudes are slightly less intense than the respective 1975 attitudes.

These results show that the public perceive Benefits and Costs to New Zealand society from the above aspects as follows:

Significant Benefits (in order of impact): increasing participation in pre-school and tertiary education, increasing technology, increasing community government, increasing leisure time, greater equality of income distribution.

Minor Benefit: increasing personal economic standard of living.

No Benefits or Costs: increasing government social welfare benefits, declining death rate.

Minor Cost: increasing overseas aid.

Significant Costs (in order of impact): increasing pollution, increasing crime, increasing industrial stoppages, increasing illegitimacy, increasing divorces, decreasing wilderness areas, increasing city population, increasing advertising.

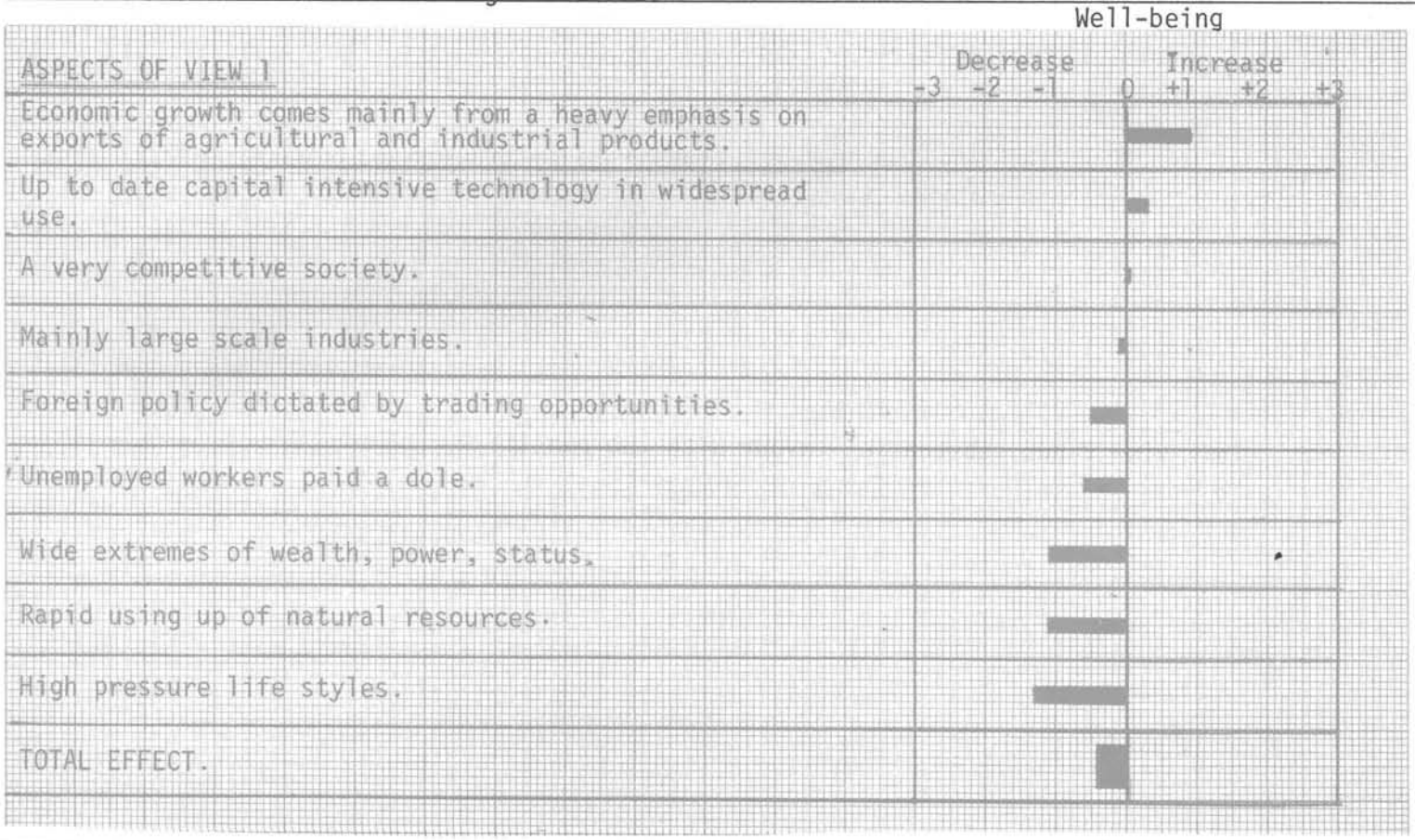
The impact of government policies on public attitudes may be gauged from the above assessment of benefits and costs e.g. restraints on pre-school and tertiary education spending would be likely to have a significant negative impact on public attitudes because these aspects have been consistently regarded by the public as prime social benefits; policies promoting a higher economic standard of living may have little direct positive impact on public attitudes because of this aspect's low benefit level, but an high indirect negative impact if economic growth pressures exacerbate pollution, a perceived prime social cost.

## 3. EVALUATION OF FOUR POSSIBLE VIEWS OF FUTURE NEW ZEALAND SOCIETY

For each view the public's evaluations are expressed in terms of a scale ranging from -3 = decrease personal well-being very much, through 0 = no effect, to + 3 = increase personal well-being very much, obtained by deducting 4 from the means of the rating distributions of the respective questions. The aspects of each view are ranked in order from most positive to most negative effect.

### (a) VIEW 1.

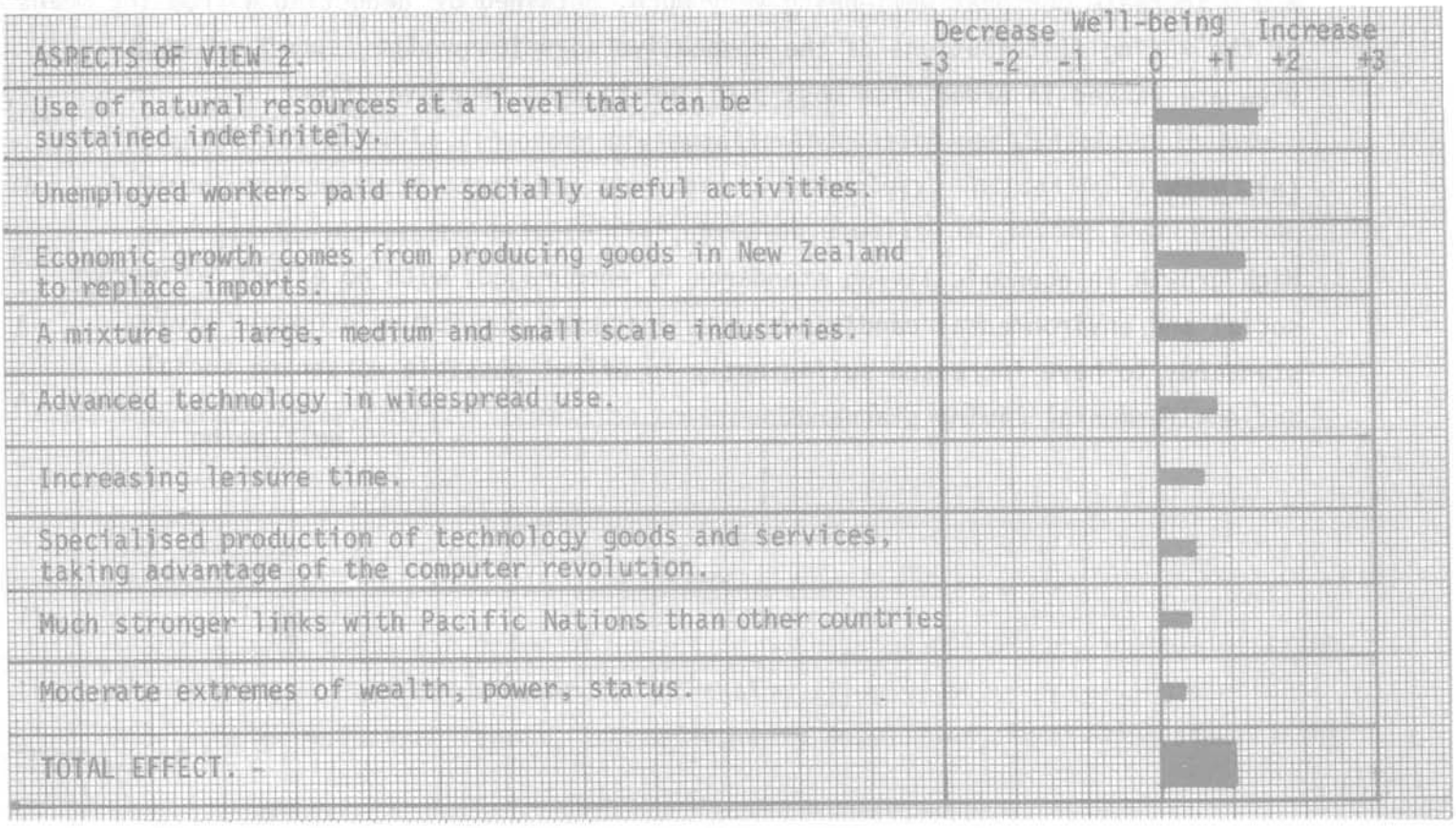
High growth in economic living standards is encouraged, with no effort to improve social and environmental conditions, the aim being for future economic living standards to have increased sufficiently to offset possible worsening social and environmental living standards.




Apart from the favourable impact of export orientated economic growth and the use of modern technology, this view invokes unfavourable connotations in the public mind.

(b) VIEW 2.

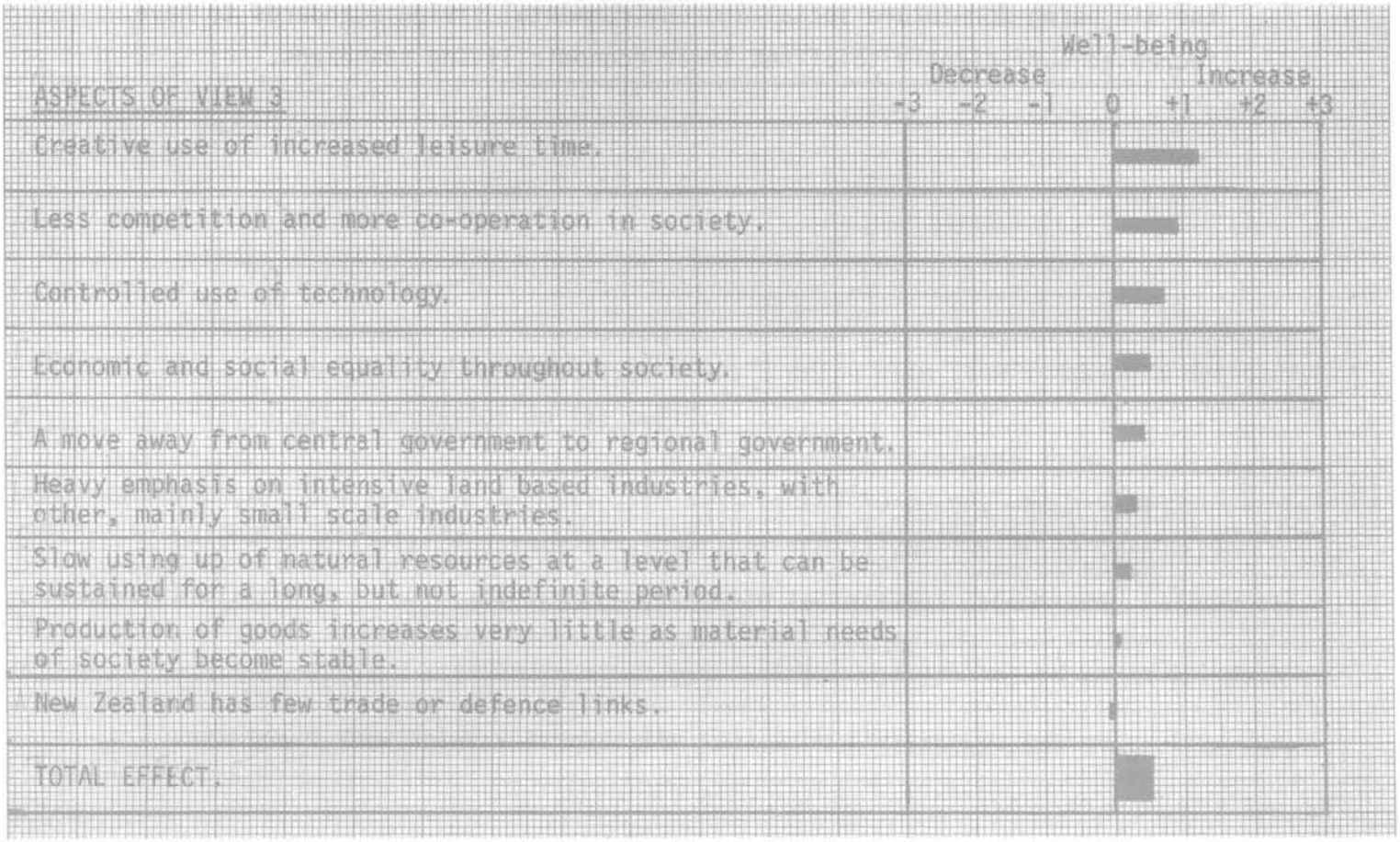
Moderate growth in economic living standards is encouraged, with economic, social and human resources also being used to encourage limited improvements in social and environmental conditions.




This view finds substantial favour with the public.

(c) VIEW 3

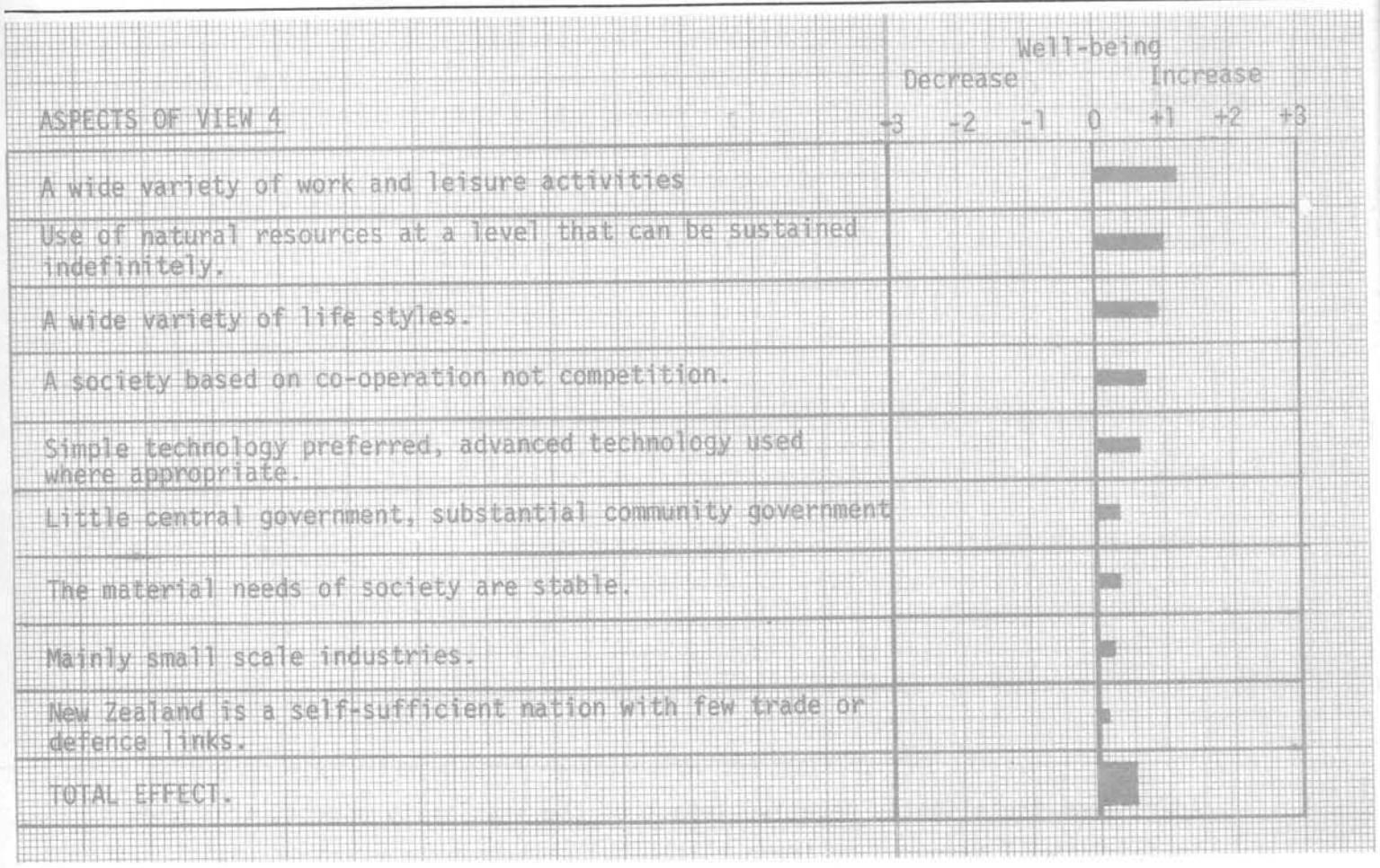
Growth in economic living standards is not emphasised, with economic, social and human resources being mainly used to improve social and environmental conditions.




Apart from the slightly negative impact of the insularity aspect, this view is fairly well favoured by the public.

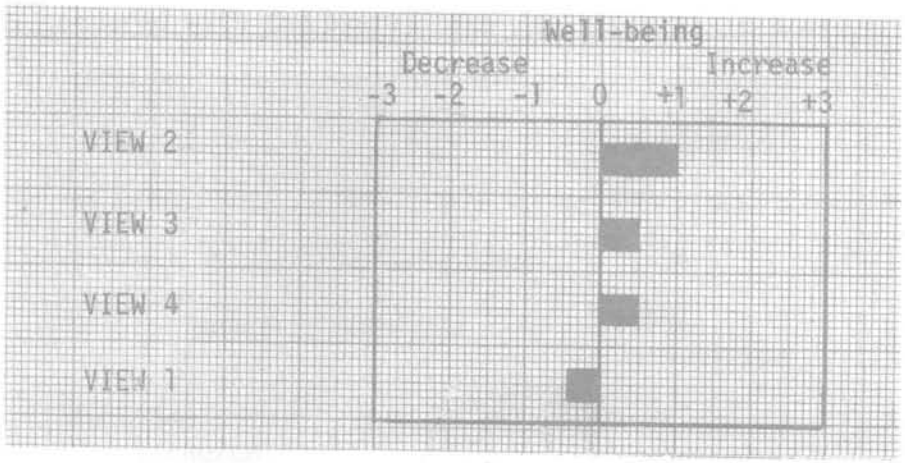
(d) VIEW 4

Growth in economic living standards is not desired, with all economic, social and human resources being used to improve social and environmental conditions, the aim being for future social and environmental living standards to have increased sufficiently to offset lower economic living standards.




This view is fairly well favoured by the public.

(e) SUMMARY




View 2 is clearly favoured over Views 3 and 4 with View 1 making a decidedly unfavourable impression on the public.

4. VIEW PREFERRED, AND CONSIDERED MOST LIKELY TO OCCUR, UNDER VARIOUS ECONOMIC OR SOCIAL-ENVIRONMENTAL UPHEAVAL CONDITIONS INSIDE OR OUTSIDE NEW ZEALAND

(a) NO UPHEAVAL

With Don't Know answers removed the following preferences emerge:

| | % |
|---|---|
| View 2 | 59 |
| View 3 | 21 |
| View 4 | 13 |
| View 1 | 7 |

Thus on a forced ranking basis View 2 again stands out clearly as the most favoured view, with View 3 now preferred to View 4 and View 1 still clearly least favoured.

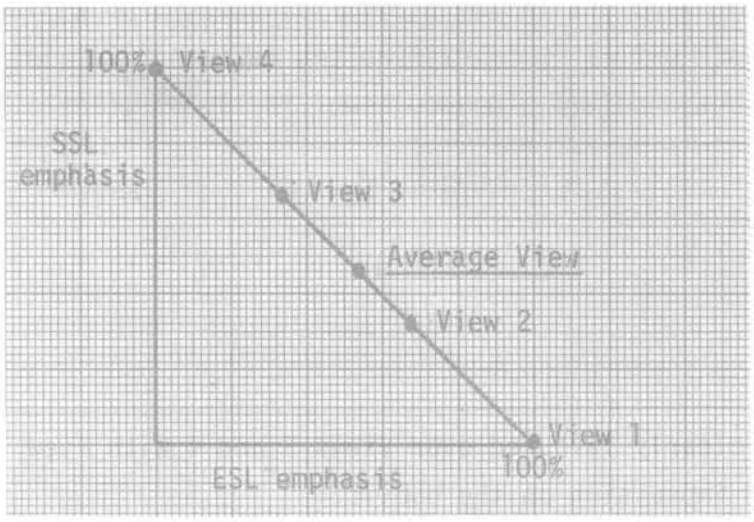
A different perspective on the public's preferences can be found by assuming that:

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| View 1 | implies | 100% | emphasis | on | ESL, | 0% | emphasis | on SSL |
| View 2 | " | 67% | " | " | " | 33% | " | " " |
| View 3 | " | 33% | " | " | " | 67% | " | " " |
| View 4 | " | 0% | " | " | " | 100% | " | " " |

Averaging the percentage preferences for the four views in terms of the above ESL/SSL emphases gives:

Average View implies a 53% emphasis on ESL, 47% emphasis on SSL

These preference data are plotted on the following ESL/SSL trade-off frontier:




View 2 is also thought most likely to occur in the absence of any major disturbances.

(b) UPHEAVAL CONDITIONS

View 2 is preferred under all the following upheaval conditions, but is not considered most likely to occur, other Views being considered more consistent with these conditions, either with a cause or effect emphasis.

View thought most likely to occur under:

(i) A world war: View 1 (cause emphasis).

(ii) Collapse of the international economic system: View 4 (effect emphasis).

(iii) High unemployment caused by introduction of capital intensive technology: View 1 (cause emphasis).

(iv) The emergence of a really disruptive social protest movement in New Zealand: View 4 (effect emphasis).

(v) A major environmental disaster in New Zealand: View 3 (effect emphasis).

## 5. PROFILES OF VIEWS PREFERRED UNDER NO UPHEAVAL CONDITIONS

The demographic features which are significantly prominent for each view's adherents, compared with the overall New Zealand profile are:

| | VIEW 1 | VIEW 2 | VIEW 3 | VIEW 4 |
|---|---|---|---|---|
| Sex | no prominence | men | men | women |
| Age | 15-24 | no prominence | 15-34 | 15-24 |
| Political Leanings | no prominence | National | Values Uncommitted | Labour Social Credit |
| Area | Auckland City Christchurch City | no prominence | Auckland Provincial Wellington City | Auckland City Christchurch Provincial |
| Centres | 4 main urban centres | no prominence | no prominence | 4 main urban centres |
| Family status | single, no chn single, 1+ chn | married, 1-3 chn married, 4+ chn | Single, no chn single 1+ chn | single, no chn single, 1+ chn |
| Race Group | no prominence | no prominence | no prominence | Maori |
| Cultural Group | European | no prominence | Maori | Maori |
| Education Group | up to Sec. Sch. SC/UE/Burs/ Schol. | Tech/Prof Qualification | SC/UE/Burs/Schol Tech/Prof Study University Study/Degree | Up to Sec. School |
| Occupation Group | Office/Sales worker Semi-skilled | Proprietor/ Manager | Professional Student | Office/Sales worker Semi-skilled |
| Income Group | $5-$9999 $15-19999 $25000 + | no prominence | less than $5000 $10-$14999 | Less than $5000 |

## E. CONCLUSIONS

The New Zealand public are of a pessimistic mien which may not be assuaged by fast track economic development, and certainly not by constraints on education spending. Their single preference is for moderate emphasis on growth in economic living standards with limited emphasis on growth in social-environmental living standards, this being very much the average New Zealander's view, with or without upheaval conditions.

However, if preference intensities are taken into account there emerges an average preference for about equal emphasis on growth in both economic and social-environmental living standards embracing the following aspects in order of importance:

* indefinitely sustainable use of natural resources
* redeployment of unemployed economic production workers in social production activities
* economic growth from more import substitution orientation, less export orientation.
* mixed scale industries
* a wide variety of work and creative use of increased leisure time, within the scope of a wide variety of life styles
* a more cooperative and less competitive society
* a mixture of advanced and simple technology in use, with specialised production of computer technology goods and services
* economic and social equality throughout society
* less central government, more regional and community government
* stronger links with Pacific Nations than other countries

These preferences indicate that New Zealanders are aware of the possible opportunity costs or trade-offs implicit in the current fast track, export based, economic development plan, these attitudes being confirmed by a quite independent national random sampling of 2200 New Zealanders 15+ years of age by the National Research Bureau in the mid September 1980 N.Z. Herald/ NRB Poll which assessed the current planning policies as follows:

| | Agree | Disagree | Neutral |
|---|---|---|---|
| | % | % | % |
| The monetary benefits of strong and fast economic development might be outweighed by consequent social and environmental problems. | 51 | 16 | 33 |
| New Zealand should become more self sufficient instead of relying heavily on export income. | 66 | 21 | 13 |
| The dole should be replaced by payments for socially useful activities. | 74 | 16 | 10 |
| There is too much secrecy in government. | 74 | 11 | 15 |

These results corroborate the preference for a development plan which takes heed of the need for growth in both economic and social-environmental living standards, and within this plan, the preference for more import substitution orientation and less export orientation.

The picture now emerges of public preference for a future New Zealand society which is not a stereotype of other industrialised nations but which has developed its own unique brand of South Pacific life style; where economic and social-environmental values have equal importance,so that growth in our total standard of living is based on equal emphasis on growth in both economic and social-environmental living standards; where we have become self reliant through ingenious stewardship of our natural resources, using the best of sophisticated and simple technology, within the structure of an open, relaxed, caring, sharing, creatively varied society.

## F. RECOMMENDATIONS

In the light of the public's understanding of the opportunity costs of alternative development strategies, it is recommended that development planners use the public's collective wisdom in their planning by taking the public fully into their confidence through improving communication between public and planners by:

1. The planners spelling out clearly all the economic and social-environmental benefits and costs of alternative development strategies.

2. The public being fully involved in the opportunity cost evaluation of alternative development strategies through regular attitudinal surveys.

## G. TABLES

The following summary tables were extracted from the computer printout.

The bases for the percentages and means for the various tables are:-

| | | |
|---|---|---|
| Table 1 | 1960-1975 columns | 662 |
| Table 1 | 1975-1980, 1980-1985 columns | 2000 |
| Table 2 | 1975 rows | 2400 |
| Table 2 | 1980 rows | 2000 |
| Table 3 | rows | 2000 |
| Table 4 | rows | 2000 |
| Table 5 | New Zealand column | 2000 |
| | View 1 column | 141 |
| | View 2 column | 1105 |
| | View 3 column | 389 |
| | View 4 column | 241 |

TABLE 1

CHANGES IN PERCEIVED LIVING STANDARDS, ECONOMIC (ESL), SOCIAL-ENVIRONMENTAL (SSL), AND TOTAL (TSL),

LOOKING BACK 1960-1975, 1975-1980
LOOKING FORWARD 1980-1985

| | | 1960-1975 | | | 1975-1980 | | | 1980-1985 | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | ESL % | SSL % | TSL % | ESL % | SSL % | TSL % | ESL % | SSL % | TSL % |
| worsened | very much | 3 | 14 | 6 | 13 | 9 | 9 | 8 | 7 | 6 |
| | quite a lot | 9 | 26 | 15 | 28 | 25 | 24 | 23 | 19 | 19 |
| | a little | 7 | 19 | 16 | 27 | 28 | 33 | 24 | 25 | 26 |
| | no change | 5 | 9 | 9 | 12 | 19 | 15 | 19 | 23 | 21 |
| improved | a little | 16 | 15 | 24 | 13 | 13 | 13 | 19 | 20 | 22 |
| | quite a lot | 34 | 12 | 23 | 6 | 5 | 5 | 6 | 5 | 5 |
| | very much | 26 | 5 | 7 | 1 | 1 | 1 | 1 | 1 | 1 |
| | mean | 5.3 | 3.4 | 4.3 | 3.1 | 3.2 | 3.2 | 3.4 | 3.5 | 3.5 |

NOTE: 1. mean values are on a scale from 1 = worsened very much, through 4 = no change, to 7 = improved very much.

2. 1960-1975 perceptions are from a 1976 survey.

TABLE 2

EFFECT OF VARIOUS ASPECTS OF LIVING STANDARDS IN NEW ZEALAND ON PERSONAL WELL-BEING, 1975, AND 1980

| | | decrease it | | | | increase it | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | very much | quite a lot | a little | no effect | a little | quite a lot | very much | Mean |
| | | % | % | % | % | % | % | % | |
| Increases in your economic standard of living, taking into account the type and amount of things you are able to buy. | 75 | 2 | 3 | 11 | 36 | 32 | 11 | 5 | 4.5 |
| | 80 | 5 | 9 | 15 | 25 | 28 | 14 | 4 | 4.2 |
| Increasing social welfare benefits from the government. | 75 | 3 | 5 | 9 | 35 | 30 | 13 | 5 | 4.5 |
| | 80 | 5 | 9 | 16 | 36 | 23 | 8 | 3 | 4.0 |
| Increasing illegitimate births. | 75 | 25 | 20 | 18 | 32 | 2 | 2 | 1 | 2.8 |
| | 80 | 20 | 19 | 19 | 34 | 4 | 3 | 1 | 3.0 |
| Increasing New Zealand aid to developing countries. | 75 | 12 | 12 | 22 | 26 | 19 | 7 | 2 | 3.6 |
| | 80 | 6 | 9 | 18 | 33 | 23 | 9 | 2 | 3.9 |
| Increasing divorces. | 75 | 16 | 16 | 19 | 43 | 4 | 2 | - | 3.1 |
| | 80 | 16 | 19 | 19 | 36 | 5 | 3 | 2 | 3.1 |
| Declining death rate | 75 | 5 | 4 | 11 | 45 | 19 | 10 | 6 | 4.2 |
| | 80 | 4 | 4 | 13 | 53 | 16 | 7 | 3 | 4.0 |
| Increasing juvenile crime. | 75 | 44 | 29 | 12 | 10 | 2 | 2 | 1 | 2.1 |
| | 80 | 37 | 26 | 16 | 7 | 5 | 6 | 3 | 2.5 |
| Increasing participation by children in pre-school education. | 75 | 3 | 3 | 5 | 28 | 23 | 22 | 16 | 4.9 |
| | 80 | 3 | 3 | 5 | 27 | 27 | 24 | 11 | 4.9 |
| Increasing adult crime. | 75 | 45 | 27 | 12 | 11 | 3 | 2 | - | 2.1 |
| | 80 | 39 | 26 | 15 | 9 | 5 | 4 | 2 | 2.4 |
| Increasing participation by people in higher level education (universities, training colleges, technical institutes etc.). | 75 | 3 | 4 | 7 | 30 | 25 | 19 | 12 | 4.8 |
| | 80 | 2 | 4 | 8 | 26 | 29 | 22 | 9 | 4.8 |
| Increasing industrial stoppages. | 75 | 50 | 24 | 10 | 12 | 1 | 2 | 1 | 2.0 |
| | 80 | 33 | 28 | 16 | 10 | 6 | 5 | 2 | 2.5 |
| Increasing availability of leisure time. | 75 | 4 | 5 | 11 | 35 | 24 | 13 | 8 | 4.4 |
| | 80 | 2 | 4 | 11 | 34 | 27 | 16 | 6 | 4.5 |
| Increasing advertising. | 75 | 15 | 17 | 23 | 36 | 6 | 2 | 1 | 3.1 |
| | 80 | 10 | 13 | 24 | 37 | 10 | 4 | 2 | 3.4 |
| A more equal sharing of income among New Zealanders. | 75 | 6 | 7 | 11 | 38 | 22 | 11 | 5 | 4.1 |
| | 80 | 4 | 6 | 10 | 33 | 25 | 15 | 7 | 4.4 |
| Increasing pollution (air, water, noise) | 75 | 44 | 27 | 14 | 12 | 1 | 1 | 1 | 2.1 |
| | 80 | 38 | 27 | 15 | 9 | 5 | 4 | 2 | 2.4 |
| Decreasing wilderness areas. | 75 | 22 | 18 | 17 | 25 | 8 | 5 | 5 | 3.1 |
| | 80 | 16 | 19 | 18 | 26 | 9 | 6 | 6 | 3.3 |
| Increasing population in the cities. | 75 | 18 | 19 | 24 | 31 | 6 | 1 | 1 | 3.0 |
| | 80 | 8 | 17 | 25 | 33 | 10 | 5 | 2 | 3.4 |
| Increasing technology. | 80 | 3 | 4 | 8 | 26 | 30 | 20 | 9 | 4.7 |
| Increasing community government. | 80 | 3 | 3 | 7 | 35 | 29 | 16 | 7 | 4.6 |

NOTE: 1. mean values are on a scale from 1 = decrease it very much, though 4 = no effect, to 7 = increase it very much.
2. 1975 data are from a 1975 survey.

TABLE 3

EVALUATION OF POSSIBLE VIEWS OF FUTURE NEW ZEALAND SOCIETY

| | |
|---|---|
| Possible View 1 | High growth in economic living standards is encouraged, with no effort to improve social and environmental conditions, the aim being for future economic living standards to have increased sufficiently to offset possible worsening social and environmental living standards. |
| Possible View 2 | Moderate growth in economic living standards is encouraged, with economic, social and human resources also being used to encourage limited improvements in social and environmental conditions. |
| Possible View 3 | Growth in economic living standards is not emphasised, with economic, social and human resources being mainly used to improve social and environmental conditions. |
| Possible View 4 | Growth in economic living standards is not desired, with all economic, social and human resources being used to improve social and environmental conditions, the aim being for future social and environmental living standards to have increased sufficiently to offset lower economic living standards. |

TABLE 3A

EFFECT OF VIEW 1 AND ITS ASPECTS ON PERSONAL WELL-BEING

| | decrease it | | | | increase it | | | |
|---|---|---|---|---|---|---|---|---|
| | very much | quite a lot | a little | no effect | a little | quite a lot | very much | Mean |
| | % | % | % | % | % | % | % | |
| Economic growth comes mainly from a heavy emphasis on exports of agricultural and industrial products. | 3 | 3 | 7 | 23 | 30 | 23 | 11 | 4.9 |
| Mainly large scale industries. | 4 | 14 | 22 | 24 | 23 | 10 | 3 | 3.9 |
| Rapid using up of natural resources. | 22 | 28 | 21 | 12 | 7 | 6 | 4 | 2.9 |
| Up to date capital intensive technology in widespread use. | 4 | 8 | 12 | 30 | 29 | 13 | 4 | 4.3 |
| A very competitive society. | 7 | 12 | 18 | 23 | 24 | 12 | 4 | 4.0 |
| Wide extremes of wealth, power, status. | 20 | 24 | 23 | 22 | 7 | 3 | 1 | 2.9 |
| Foreign policy dictated by trading opportunities. | 11 | 14 | 18 | 32 | 16 | 7 | 2 | 3.5 |
| Unemployed workers paid a dole. | 13 | 15 | 21 | 31 | 14 | 4 | 2 | 3.4 |
| High pressure life styles. | 23 | 24 | 27 | 19 | 4 | 2 | 1 | 2.7 |
| TOTAL EFFECT | 6 | 16 | 24 | 28 | 20 | 5 | 1 | 3.6 |

TABLE 3B

EFFECT OF VIEW 2 AND ITS ASPECTS ON PERSONAL WELL-BEING

| | decrease it | | | | increase it | | | |
|---|---|---|---|---|---|---|---|---|
| | very much | quite a lot | a little | no effect | a little | quite a lot | very much | Mean |
| | % | % | % | % | % | % | % | |
| Economic growth comes from producing goods in New Zealand to replace imports. | 1 | 2 | 7 | 14 | 34 | 29 | 13 | 5.2 |
| A mixture of large, medium and small scale industries. | 1 | 1 | 3 | 17 | 41 | 27 | 10 | 5.2 |
| Use of natural resources at a level that can be sustained indefinitely. | 1 | 1 | 4 | 18 | 27 | 29 | 20 | 5.4 |
| Advanced technology in widespread use. | 2 | 3 | 8 | 22 | 33 | 24 | 8 | 4.8 |
| Specialised production of technology goods and services, taking advantage of the computer revolution. | 3 | 6 | 13 | 27 | 29 | 17 | 5 | 4.5 |
| Increasing leisure time. | 2 | 4 | 11 | 30 | 32 | 15 | 6 | 4.6 |
| Moderate extremes of wealth, power, status. | 3 | 5 | 16 | 33 | 29 | 11 | 3 | 4.3 |
| Much stronger links with Pacific Nations than other countries. | 2 | 4 | 13 | 36 | 27 | 13 | 5 | 4.4 |
| Unemployed workers paid for socially useful activities. | 2 | 2 | 4 | 14 | 34 | 26 | 18 | 5.3 |
| TOTAL EFFECT | - | 1 | 4 | 24 | 45 | 22 | 4 | 5.0 |

TABLE 3C

EFFECT OF VIEW 3 AND ITS ASPECTS ON PERSONAL WELL-BEING

| | decrease it | | | | increase it | | | |
|---|---|---|---|---|---|---|---|---|
| | very much | quite a lot | a little | no effect | a little | quite a lot | very much | Mean |
| | % | % | % | % | % | % | % | |
| Production of goods increases very little as material needs of society become stable | 3 | 6 | 19 | 38 | 26 | 6 | 2 | 4.0 |
| Heavy emphasis on intensive land based industries, with other, mainly small scale industries. | 1 | 6 | 17 | 33 | 30 | 10 | 3 | 4.3 |
| Slow using up of natural resources at a level that can be sustained for a long, but not indefinite, period. | 2 | 5 | 22 | 27 | 32 | 9 | 3 | 4.2 |
| Controlled use of technology | 1 | 3 | 9 | 25 | 40 | 16 | 6 | 4.7 |
| A move away from central government to regional government. | 3 | 6 | 12 | 34 | 25 | 15 | 5 | 4.4 |
| Economic and social equality throughout society. | 3 | 6 | 13 | 25 | 28 | 16 | 9 | 4.5 |
| Less competition and more co-operation in society. | 2 | 5 | 12 | 16 | 28 | 23 | 14 | 4.9 |
| Creative use of increased leisure time. | 1 | 2 | 4 | 18 | 34 | 26 | 15 | 5.2 |
| New Zealand has few trade or defence links | 7 | 13 | 16 | 32 | 15 | 11 | 6 | 3.9 |
| TOTAL EFFECT | 1 | 4 | 12 | 31 | 36 | 14 | 2 | 4.5 |

TABLE 3D

EFFECT OF VIEW 4 AND ITS ASPECTS ON PERSONAL WELL-BEING

| | decrease it | | | | increase it | | | |
|---|---|---|---|---|---|---|---|---|
| | very much | quite a lot | a little | no effect | a little | quite a lot | very much | Mean |
| | % | % | % | % | % | % | % | |
| The material needs of society are stable. | 2 | 6 | 14 | 35 | 28 | 11 | 4 | 4.3 |
| Mainly small scale industries. | 3 | 8 | 22 | 24 | 28 | 12 | 3 | 4.2 |
| Use of natural resources at a level that can be sustained indefinitely. | 1 | 2 | 8 | 19 | 33 | 25 | 12 | 5.0 |
| Simple technology preferred, advanced technology used where appropriate. | 2 | 6 | 11 | 23 | 33 | 19 | 6 | 4.6 |
| Little central government, substantial community government. | 3 | 9 | 14 | 31 | 23 | 15 | 5 | 4.3 |
| A society based on co-operation not competition. | 3 | 7 | 13 | 17 | 28 | 21 | 11 | 4.7 |
| A wide variety of work and leisure activities. | 1 | 1 | 5 | 17 | 34 | 29 | 13 | 5.2 |
| A wide variety of life styles. | 1 | 2 | 6 | 27 | 31 | 23 | 10 | 4.9 |
| New Zealand is a self sufficient nation with few trade or defence links. | 6 | 12 | 16 | 28 | 18 | 12 | 8 | 4.1 |
| TOTAL EFFECT | 2 | 6 | 12 | 28 | 33 | 16 | 3 | 4.5 |

TABLE 4

VIEW PREFERRED AND CONSIDERED MOST LIKELY TO OCCUR UNDER VARIOUS ECONOMIC OR SOCIAL-ENVIRONMENTAL UPHEAVAL CONDITIONS INSIDE OR OUTSIDE NEW ZEALAND

| | | VIEW 1 % | VIEW 2 % | VIEW 3 % | VIEW 4 % | DONT KNOW % |
|---|---|---|---|---|---|---|
| NO UPHEAVAL | PREFER | 7 | 55 | 20 | 12 | 6 |
| | OCCUR | 29 | 33 | 12 | 8 | 18 |
| A world war | PREFER | 10 | 31 | 21 | 17 | 21 |
| | OCCUR | 22 | 11 | 16 | 18 | 33 |
| Collapse of the international economic system | PREFER | 7 | 34 | 22 | 19 | 18 |
| | OCCUR | 14 | 12 | 18 | 26 | 30 |
| High unemployment caused by introduction of capital intensive technology. | PREFER | 8 | 38 | 21 | 15 | 18 |
| | OCCUR | 26 | 12 | 17 | 16 | 29 |
| The emergence of a really disruptive social protest movement in New Zealand. | PREFER | 7 | 34 | 18 | 14 | 27 |
| | OCCUR | 13 | 12 | 18 | 19 | 38 |
| A major environmental disaster in New Zealand. | PREFER | 8 | 30 | 24 | 20 | 18 |
| | OCCUR | 11 | 15 | 24 | 21 | 29 |

TABLE 5

PROFILES OF VIEWS PREFERRED UNDER NO UPHEAVAL CONDITIONS

| | NEW ZEALAND | VIEW 1 | VIEW 2 | VIEW 3 | VIEW 4 |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| **SEX** | | | | | |
| Men | 49 | 49 | 51 | 54 | 43 |
| Women | 51 | 51 | 49 | 46 | 57 |
| **AGE** | | | | | |
| 15-24 | 25 | 30 | 21 | 37 | 34 |
| 25-34 | 21 | 18 | 21 | 24 | 19 |
| 35-44 | 15 | 17 | 16 | 14 | 13 |
| 45-54 | 14 | 12 | 15 | 10 | 12 |
| 55-64 | 12 | 8 | 13 | 7 | 12 |
| 65+ | 13 | 15 | 14 | 8 | 10 |
| **POLITICAL LEANINGS** | | | | | |
| National | 35 | 32 | 39 | 28 | 25 |
| Labour | 26 | 27 | 24 | 26 | 32 |
| Social Credit | 9 | 10 | 9 | 10 | 13 |
| Values | 2 | 2 | 1 | 4 | 3 |
| Other | 1 | 1 | 1 | 1 | 2 |
| Uncommitted | 27 | 28 | 26 | 31 | 25 |
| **AREA** | | | | | |
| Auckland City | 22 | 26 | 23 | 19 | 26 |
| Auckland Provincial | 22 | 21 | 20 | 25 | 20 |
| Wellington City | 12 | 13 | 11 | 14 | 12 |
| Wellington Provincial | 16 | 12 | 17 | 16 | 16 |
| Christchurch City | 7 | 12 | 7 | 7 | 7 |
| Christchurch Provincial | 11 | 12 | 10 | 10 | 13 |
| Dunedin City | 5 | 3 | 6 | 5 | 4 |
| Dunedin Provincial | 5 | 1 | 6 | 4 | 2 |
| **CENTRE** | | | | | |
| 4 main urban centres | 46 | 53 | 46 | 45 | 49 |
| Small urban centres | 30 | 25 | 30 | 31 | 30 |
| Rural areas | 24 | 22 | 24 | 24 | 21 |
| **FAMILY STATUS** | | | | | |
| Single, no children | 24 | 29 | 22 | 30 | 29 |
| Single, 1 + children | 6 | 8 | 5 | 8 | 9 |
| Married, no children | 9 | 8 | 8 | 9 | 7 |
| Married, 1-3 children | 48 | 45 | 50 | 42 | 43 |
| Married, 4 + children | 13 | 10 | 15 | 11 | 12 |
| **RACE GROUP** | | | | | |
| European | 95 | 96 | 96 | 96 | 92 |
| Maori | 3 | 3 | 3 | 3 | 6 |
| From a Pacific Island | 1 | - | - | - | 1 |
| Other | 1 | 1 | 1 | 1 | 1 |
| **CULTURAL GROUP MOST IDENTIFIED WITH** | | | | | |
| European | 95 | 97 | 96 | 94 | 90 |
| Maori | 3 | 2 | 2 | 5 | 7 |
| From a Pacific Island | 1 | - | 1 | - | 1 |
| Other | 1 | 1 | 1 | 1 | 2 |
| **HIGHEST EDUCATION GROUP** | | | | | |
| Prim/Int/Sec School | 44 | 46 | 42 | 33 | 51 |
| SC/UE/Burs/Schol | 29 | 31 | 30 | 31 | 25 |
| Tech/Prof Study | 7 | 7 | 7 | 9 | 5 |
| Tech/Prof Qualification | 8 | 7 | 10 | 8 | 6 |
| University Study | 5 | 2 | 5 | 8 | 5 |
| University Degree | 7 | 7 | 6 | 11 | 8 |

TABLE 5 - PROFILES OF VIEWS PREFERRED UNDER NO UPHEAVAL CONDITIONS CONT....

| | NEW ZEALAND | VIEW 1 | VIEW 2 | VIEW 3 | VIEW 4 |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| OCCUPATION GROUP | | | | | |
| Professional | 14 | 15 | 14 | 18 | 12 |
| Proprietor or Manager | 9 | 7 | 11 | 4 | 6 |
| Farmer | 4 | 2 | 5 | 3 | - |
| Office or Sales worker | 10 | 12 | 10 | 11 | 12 |
| Skilled Manual worker | 11 | 10 | 11 | 12 | 12 |
| Semi-skilled worker | 5 | 9 | 4 | 5 | 8 |
| Unskilled worker | 1 | 2 | 1 | 2 | 1 |
| Student | 9 | 8 | 8 | 14 | 10 |
| Housewife/husband | 24 | 23 | 23 | 21 | 25 |
| Retired | 12 | 11 | 12 | 7 | 11 |
| Unemployed | 1 | 1 | 1 | 3 | 3 |
| GROSS ANNUAL INCOME GROUP, FAMILY OR PERSONAL | | | | | |
| Less than $5,000 | 19 | 20 | 17 | 22 | 21 |
| $5,000-$9,999 | 21 | 23 | 20 | 22 | 22 |
| $10,000-$14,999 | 24 | 25 | 25 | 26 | 22 |
| $15,000-$19,999 | 12 | 10 | 13 | 13 | 11 |
| $20,000-$24,999 | 6 | 3 | 7 | 4 | 5 |
| $25,000+ | 6 | 9 | 7 | 5 | 4 |
| Not specified | 12 | 10 | 11 | 8 | 15 |

## H. APPENDIX

The questionnaire and cards follow.

# NRB

SERIAL NO: 038 | 1
1 2 3 4 5

## LIVING STANDARDS - AUGUST 1980

INTRODUCTION: "Hello, I am _____ from the National Research Bureau, the social research firm. We are conducting a survey for which I would like to speak to the male/female aged 15years or more who has the next birthday." (HAVING OBTAINED THAT PERSON, PROCEED)

"This is a survey about living standards in New Zealand, which will have an important use for economic and social planning."

Q.1. (REFER RESPONDENT TO CARD A) "On CARD A, we have some questions about living standards in New Zealand. Please read each question carefully and give your answer by reading out the question letter and the number under your answer." (RECORD NUMBER OF ANSWER IN APPLICABLE BOX FOR EACH QUESTION. 'DON'T KNOWS' WILL BE RECORDED AS DK).

| QUESTION: | A | B | C | D | E | F |
|---|---|---|---|---|---|---|
| ANSWER: | | | | | | |

Q.2. "We would now like you to read various aspects of living standards in New Zealand on CARD B, and answer the question about each aspect." (SHOW CARD B & RECORD NUMBER OF ANSWER FOR EACH ASPECT IN APPLICABLE BOX).

| ASPECT: | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ANSWER: | | | | | | | | | | | | | | | | | | | |

Q.3. "We would now like you to read 4 possible views of future New Zealand society on CARD C, and answer the questions about each view." (SHOW CARD C & RECORD NO. FROM VIEW 1 IN EACH APPLICABLE BOX BELOW).

VIEW 1

| Q.1. ASPECT | A | B | C | D | E | F | G | H | I | 2. Total Effect |
|---|---|---|---|---|---|---|---|---|---|---|
| ANSWER | | | | | | | | | | |

VIEW 2. (SHOW CARD C & RECORD NUMBER FROM VIEW 2 IN EACH APPL. BOX)

| Q.1. ASPECT | A | B | C | D | E | F | G | H | I | 2. Total Effect |
|---|---|---|---|---|---|---|---|---|---|---|
| ANSWER | | | | | | | | | | |

VIEW 3. (SHOW CARD C & RECORD NUMBER FROM VIEW 3 IN EACH APPL. BOX)

| Q.1. ASPECT | A | B | C | D | E | F | G | H | I | 2. Total Effect |
|---|---|---|---|---|---|---|---|---|---|---|
| ANSWER | | | | | | | | | | |

VIEW 4. (SHOW CARD C & RECORD NUMBER FROM VIEW 4 IN EACH APPL. BOX)

| ASPECT | A | B | C | D | E | F | G | H | I | 2. Total Effect |
|---|---|---|---|---|---|---|---|---|---|---|
| ANSWER | | | | | | | | | | |

Q.4. "Now, looking at these views together on CARD D, under conditions of no serious economic or social or environmental upheaval either inside or outside New Zealand, please tell me which view you would prefer, and which one you think is most likely to occur " (HAND OVER CARD D, CIRCLE ONE NUMBER EACH FOR 'PREFER' AND 'OCCUR' )

Prefer : 1 2 3 4 Don't know - 5

Occur: 1 2 3 4 Don't know - 5

Q.5. "Now under each of the following upheaval conditions that I am going to mention, which view on CARD D would you prefer, and which one do you think is most likely to occur?" (HAND OVER CARD D, CIRCLE ONE NUMBER EACH FOR 'PREFER' & 'OCCUR')

(a) "A WORLD WAR"

Prefer: 1 2 3 4 Don't know - 5

Occur: 1 2 3 4 Don't know - 5

(b) "COLLAPSE OF THE INTERNATIONAL ECONOMIC SYSTEM"

Prefer: 1 2 3 4 Don't know - 5

Occur: 1 2 3 4 Don't know - 5

(c) "HIGH UNEMPLOYMENT CAUSED BY INTRODUCTION OF CAPITAL INTENSIVE TECHNOLOGY"

Prefer: 1 2 3 4 Don't know - 5

Occur: 1 2 3 4 Don't know - 5

(d) "THE EMERGENCE OF A REALLY DISRUPTIVE SOCIAL PROTEST MOVEMENT IN NEW ZEALAND"

Prefer: 1 2 3 4 Don't know - 5

Occur: 1 2 3 4 Don't know - 5

(e) "A MAJOR ENVIRONMENTAL DISASTER IN NEW ZEALAND"

Prefer: 1 2 3 4 Don't know - 5

Occur: 1 2 3 4 Don't know - 5

Q.6. "Finally, I'd like to ask you a few questions about yourself to help us with our analysis."

"From CARD E, could you please tell me your group for age, family status, race, culture, education, occupation, income and political leanings, by reading out the group letter and one of its numbers." (SHOW CARD E & CIRCLE ONE NUMBER FOR A-H)

(A) Age Group----------1 2 3 4 5 6

(B) Family Status Group----1 2 3 4 5

(C) Race Group ----------1 2 3 4

(D) Cultural Group --------1 2 3 4

(E) Education Group -------1 2 3 4 5 6

(F) Occupation Group ------1 2 3 4 5 6 7 8 9 10 11

(G) Income Group ----------1 2 3 4 5 6 DK/Ref - 7

(H) Political Leanings Group-----1 2 3 4 5 6 DK/Ref - 7

(THANK & TERMINATE) Resp. Phone No: _____

(RECORD) SEX Male - 1 Female - 2

CERTIFICATION: I hereby certify that this is a true & accurate record of an interview conducted by me, at the time & place specified on my sampling sheet. I have personally checked this questionnaire before returning it to my supervisor. TICK WHEN CHECKED: ☐

INTERVIEWER SIGN: _____ DATE: _____ SUPERVISOR SIGN: _____

SAMPLING SHEET/LINE NO: ( ) MY CITY/TOWN IS:

(TICK BOX) Rural: ☐ Urban: ☐

OFFICE USE ONLY

FIELD-CHECK: _____ CODER: _____ CHECKER: _____

# C A R D A

A. "Do you think that from 1975 up to the present, economic living standards in New Zealand (the amount and type of things bought by New Zealanders) have":

| Worsened very much | Worsened quite a lot | Worsened a little | Not worsened or improved | Improved a little | Improved quite a lot | Improved very much |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

B. "Do you think that from 1975 up to the present, social and environmental conditions (the 'quality of life') in New Zealand have":

| Worsened very much | Worsened quite a lot | Worsened a little | Not worsened or improved | Improved a little | Improved quite a lot | Improved very much |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

C. "Now, taking both economic living standards and social and environmental conditions into account, do you think that from 1975 up to the present, overall living standards in New Zealand have" :

| Worsened very much | Worsened quite a lot | Worsened a little | Not worsened or improved | Improved a little | Improved quite a lot | Improved very much |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

D. "Do you think that from the present up to 1985, economic living standards in New Zealand ( the amount and type of things bought by New Zealanders) will have" :

| Worsened very much | Worsened quite a lot | Worsened a little | Not worsened or improved | Improved a little | Improved quite a lot | Improved very much |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

E. "Do you think that from the present up to 1985, social and environmental conditions (the 'quality of life') in New Zealand will have" :

| Worsened very much | Worsened quite a lot | Worsened a little | Not worsened or improved | Improved a little | Improved quite a lot | Improved very much |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

F. "Now, taking both economic living standards and social and environmental conditions into account, do you think that from the present up to 1985, overall living standards in New Zealand will have":

| Worsened very much | Worsened quite a lot | Worsened a little | Not worsened or improved | Improved a little | Improved quite a lot | Improved very much |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## CARD B

"We would now like to know the effect of various aspects of living standards in New Zealand on your overall feeling of personal well-being. We are not interested in the effect on other people, or on what you think other people might expect you to say, but we want to know your own personal feelings.

Please read each aspect carefully and give your answer by reading out the aspect letter and a number from the answer scale."

ASPECTS

A. Increases in your economic standard of living, taking into account the type and amount of things you are able to buy.

B. Increasing social welfare benefits from the government.

C. Increasing illegitimate births.

D. Increasing New Zealand aid to developing countries.

E. Increasing divorces.

F. Declining death rate.

G. Increasing juvenile crime.

H. Increasing participation by children in pre-school education.

I. Increasing adult crime.

J. Increasing participation by people in higher level education (universities, training colleges, technical institutes etc).

K. Increasing industrial stoppages.

L. Increasing availability of leisure time.

M. Increasing advertising.

N. A more equal sharing of income among New Zealanders.

O. Increasing pollution (air, water, noise).

P. Decreasing wilderness areas.

Q. Increasing population in the cities.

R. Increasing technology.

S. Increasing community government.

SCALE

"The effect of this aspect of living standards in New Zealand on my overall feeling of personal well-being is to....."

| | | |
|---|---|---|
| Decrease it very much | 1 | Negative effect on personal well-being |
| Decrease it quite a lot | 2 | |
| Decrease it a little | 3 | |
| Neither increase or decrease it or Not Sure | 4 | Neutral |
| Increase it a little | 5 | Positive effect on personal well-being |
| Increase it quite a lot | 6 | |
| Increase it very much | 7 | |

## C A R D C

We would like you to read carefully the following 4 POSSIBLE views of FUTURE New Zealand society. These views compare different combinations of economic living standards (the amount and type of things bought by New Zealanders) and social and environmental living standards (the 'quality of life' in New Zealand). The views range from one extreme of having high economic living standards, but low social and environmental living standards, through to the other extreme of having high social and environmental living standards, but low economic living standards.

When you are reading each view and various aspects of it, please think of the likely effect of these things on your overall feeling of personal well-being. As before, we are not interested in the effect on other people, or on what you think other people might expect you to say, but we want to know your own personal feelings.

THERE ARE NO RIGHT OR WRONG ANSWERS TO THE QUESTIONS ABOUT EACH VIEW, WE ARE JUST INTERESTED IN YOUR OWN PERSONAL OPINIONS ABOUT WHAT THESE VIEWS MEAN TO YOU.

## POSSIBLE VIEW 1

High growth in economic living standards is encouraged, with no effort to improve social and environmental conditions, the aim being for future economic living standards to have increased sufficiently to offset possible worsening social and environmental living standards.

Q.1. "We would now like to know the likely effect of various aspects of VIEW 1 on your overall feeling of personal well-being. Please read each aspect carefully and give your answer by reading out the aspect letter and a number from the answer scale."

| ASPECTS | SCALE | |
|---|---|---|
| A. Economic growth comes mainly from a heavy emphasis on exports of agricultural and industrial products. | "The likely effect of this aspect of VIEW 1 on my overall feeling of personal well-being would be to...." | |
| B. Mainly large scale industries. | | |
| C. Rapid using up of natural resources. | | |
| D. Up to date capital intensive technology in widespread use. | Decrease it very much 1 | Negative effect on personal well-being |
| E. A very competitive society. | Decrease it quite a lot 2 | |
| F. Wide extremes of wealth, power, status. | Decrease it a little 3 | |
| G. Foreign policy dictated by trading opportunities. | Neither increase or decrease it or Not Sure 4 | Neutral |
| H. Unemployed workers paid a dole. | Increase it a little 5 | Positive effect on personal well-being |
| I. High pressure life styles. | Increase it quite a lot 6 | |
| | Increase it very much 7 | |

Q.2. "We would now like to know the likely total effect of VIEW 1 and its aspects on your overall feeling of personal well-being. Just read out the number under your answer."

"The likely total effect of VIEW 1 and its aspects on my overall feeling of personal well-being would be to....."

| Decrease it very much | Decrease it quite a lot | Decrease it a little | Neither increase or decrease it or Not Sure | Increase it a little | Increase it quite a lot | Increase it very much |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## POSSIBLE VIEW 2

Moderate growth in economic living standards is encouraged, with economic, social and human resources also being used to encourage limited improvements in social and environmental conditions.

Q.1. "We would now like to know the likely effect of various aspects of VIEW 2 on your overall feeling of personal well-being. Please read each aspect carefully and give your answer by reading out the aspect letter and a number from the answer scale."

ASPECTS

A. Economic growth comes from producing goods in New Zealand to replace imports.

B. A mixture of large, medium and small scale industries.

C. Use of natural resources at a level that can be sustained indefinitely.

D. Advanced technology in widespread use.

E. Specialised production of technology goods and services, taking advantage of the computer revolution.

F. Increasing leisure time.

G. Moderate extremes of wealth, power, status.

H. Much stronger links with Pacific Nations than other countries.

I. Unemployed workers paid for socially useful activities.

SCALE

"The likely effect of this aspect of VIEW 2 on my overall feeling of personal well-being would be to...."

| | | |
|---|---|---|
| Decrease it very much | 1 | Negative effect on personal well-being |
| Decrease it quite a lot | 2 | |
| Decrease it a little | 3 | |
| Neither increase or decrease it or Not Sure | 4 | Neutral |
| Increase it a little | 5 | Positive effect on personal well-being |
| Increase it quite a lot | 6 | |
| Increase it very much | 7 | |

Q.2. "We would now like to know the likely total effect of VIEW 2 and its aspects on your overall feeling of personal well-being. Just read out the number under your answer."

"The likely total effect of VIEW 2 and its aspects on my overall feeling of personal well-being would be to....."

| Decrease it very much | Decrease it quite a lot | Decrease it a little | Neither increase or decrease it or Not Sure | Increase it a little | Increase it quite a lot | Increase it very much |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## POSSIBLE VIEW 3

Growth in economic living standards is not emphasised, with economic, social and human resources being mainly used to improve social and environmental conditions.

Q.1. "We would now like to know the likely effect of various aspects of VIEW 3 on your overall feeling of personal well-being. Please read each aspect carefully and give your answer by reading out the aspect letter and a number from the answer scale."

ASPECTS

A. Production of goods increases very little as material needs of society become stable.

B. Heavy emphasis on intensive land based industries, with other, mainly small scale industries.

C. Slow using up of natural resources at a level that can be sustained for a long, but not indefinite, period.

D. Controlled use of technology.

E. A move away from central government to regional government.

F. Economic and social equality throughout society.

G. Less competition and more co-operation in society.

H. Creative use of increased leisure time.

I. New Zealand has few trade or defence links.

SCALE

"The likely effect of this aspect of VIEW 3 on my overall feeling of personal well-being would be to....."

| | | |
|---|---|---|
| Decrease it very much | 1 | Negative effect on personal well-being |
| Decrease it quite a lot | 2 | |
| Decrease it a little | 3 | |
| Neither increase or decrease it or Not Sure | 4 | Neutral |
| Increase it a little | 5 | Positive effect on personal well-being |
| Increase it quite a lot | 6 | |
| Increase it very much | 7 | |

Q.2. "We would now like to know the likely total effect of VIEW 3 and its aspects on your overall feeling of personal well-being. Just read out the number under your answer."

"The likely total effect of VIEW 3 and its aspects on my overall feeling of personal well-being would be to....."

| Decrease it very much | Decrease it quite a lot | Decrease it a little | Neither increase or decrease it or Not Sure | Increase it a little | Increase it quite a lot | Increase it very much |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## POSSIBLE VIEW 4

Growth in economic living standards is not desired, with all economic, social and human resources being used to improve social and environmental conditions, the aim being for future social and environmental living standards to have increased sufficiently to offset lower economic living standards.

Q.1. "We would now like to know the likely effect of various aspects of VIEW 4 on your overall feeling of personal well-being. Please read each aspect carefully and give your answer by reading out the aspect letter and a number from the answer scale."

ASPECTS

A. The material needs of society are stable.

B. Mainly small scale industries.

C. Use of natural resources at a level that can be sustained indefinitely.

D. Simple technology preferred, advanced technology used where appropriate.

E. Little central government, substantial community government.

F. A society based on co-operation not competition.

G. A wide variety of work and leisure activities.

H. A wide variety of life styles.

I. New Zealand is a self sufficient nation with few trade or defence links.

SCALE

"The likely effect of this aspect of VIEW 4 on my overall feeling of personal well-being would be to..."

| | | |
|---|---|---|
| Decrease it very much | 1 | Negative effect on personal well-being |
| Decrease it quite a lot | 2 | |
| Decrease it a little | 3 | |
| Neither increase or decrease it or Not Sure | 4 | Neutral |
| Increase it a little | 5 | Positive effect on personal well-being |
| Increase it quite a lot | 6 | |
| Increase it very much | 7 | |

Q.2. "We would now like to know the likely total effect of VIEW 4 and its aspects on your overall feeling of personal well-being. Just read out the number under your answer."

" The likely total effect of VIEW 4 and its aspects on my overall feeling of personal well-being would be to...."

| Decrease it very much | Decrease it quite a lot | Decrease it a little | Neither increase or decrease it or Not Sure | Increase it a little | Increase it quite a lot | Increase it very much |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## C A R D D

Possible View 1 — High growth in economic living standards is encouraged, with no effort to improve social and environmental conditions, the aim being for future economic living standards to have increased sufficiently to offset possible worsening social and environmental living standards.

Possible View 2 — Moderate growth in economic living standards is encouraged, with economic, social and human resources also being used to encourage limited improvements in social and environmental conditions.

Possible View 3 — Growth in economic living standards is not emphasised, with economic, social and human resources being mainly used to improve social and environmental conditions.

Possible View 4 — Growth in economic living standards is not desired, with all economic, social and human resources being used to improve social and environmental conditions, the aim being for future social and environmental living standards to have increased sufficiently to offset lower economic living standards.

# C A R D E

A. AGE GROUP

15-24 - 1

25-34 - 2

35-44 - 3

45-54 - 4

55-64 - 5

65 or more - 6

B. FAMILY STATUS GROUP

Single, no children - 1

Single, one or more children - 2

Married, no children - 3

Married, 1 - 3 children - 4

Married, 4 or more children - 5

C. RACE GROUP

European - 1 (Born in N.Z. or elsewhere)

Maori - 2

From a Pacific Island - 3

Other - 4

D. CULTURAL GROUP MOST IDENTIFIED WITH

European - 1

Maori - 2

Pacific Island - 3

Other - 4

E. HIGHEST EDUCATION GROUP

Primary, Intermediate or Secondary School - 1

School Certificate, U.E. or UE Bursary/Scholarship - 2

Technical or Professional Study - 3

Technical or Professional Qualification - 4

University Study - 5

University Degree - 6

F. OCCUPATION GROUP

Professional - 1

Proprietor or Manager - 2

Farmer - 3

Office or Sales worker - 4

Skilled manual worker - 5

Semi-skilled worker - 6

Unskilled worker - 7

Student - 8

Housewife/husband - 9

Retired - 10

Unemployed - 11

G. GROSS (BEFORE TAX) ANNUAL INCOME GROUP FOR THE FAMILY IF LIVING IN A FAMILY SITUATION, PERSONAL, IF NOT LIVING IN A FAMILY SITUATION

Less than $5,000 - 1

$5,000 - $9,999 - 2

$10,000 - $14,999 - 3

$15,000 - $19,999 - 4

$20,000 - $24,999 - 5

$25,000 or more - 6

H. POLITICAL LEANINGS GROUP

Towards National - 1

Towards Labour - 2

Towards Social Credit - 3

Towards Values - 4

Towards Other Parties - 5

No Party Leanings - 6