

State Services Commission
Te Komihana O Ngā Tari Kāwanatanga

Treaty of Waitangi Awareness Research

- A Quantitative and Qualitative Study

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I. Introduction

■ Research objectives

The key objectives of this research were to:

- explore and measure the level of understanding of the Treaty of Waitangi among the general public of New Zealand
- gauge the level of interest people have in finding out more about the Treaty of Waitangi, and
- identify key aspects of the Treaty of Waitangi that people are interested in learning more about.

■ Research methodology

This research consisted of a qualitative and quantitative component.

The qualitative component consisted of five focus groups that were conducted amongst the following audiences at UMR Research in Auckland between 16 and 18 of February 2004.

- 1 x Māori respondents, who considered they were less informed about the Treaty of Waitangi and interested in finding out more. Mix of gender and age.
- 2 x general public, who considered they were less informed about the Treaty of Waitangi and interested in finding out more. Mix of age and gender.
- 1 x young people aged between 20 to 30 years.
- 1 x general public aged between 30 to 55 years, some with children.

In this study the qualitative research identified and explored key issues that were then tested and measured in the quantitative research.

The quantitative component of this research is based upon questions asked in the UMR Research nation-wide omnibus survey. This is a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over.

Fieldwork was conducted from 26th February to 1st March at UMR Research's national interview facility in Auckland.

The margin of error for a 50% figure at the '95% confidence level' is $\pm 3.6\%$.

Due to the small sub-sample of Māori care needs to be taken when interpreting results from Māori respondents.

■ Analysis and reporting

This report combines the results from both the quantitative (telephone survey) and qualitative (focus group) components of this research. In cases where similar questions were asked in both research components the quantitative results are listed first followed by the qualitative findings. While the quantitative results provided an accurate representation of wider public views the qualitative findings complement this by adding flavour and more depth to the results.

The transcripts from the focus groups were searched and key themes identified. These themes are articulated in this report.

II. Executive Summary

■ Declared knowledge

- Just over half of respondents surveyed (53%) declared that they knew a lot or a fair amount about the Treaty of Waitangi. Actual knowledge, however, of three key Treaty facts was not as strong as general declared Treaty knowledge.

Just under half of respondents (47%) were able to nominate that the body responsible for hearing Treaty of Waitangi claims was the Waitangi Tribunal.

Just over a third of respondents (34%) were able to correctly nominate that the Treaty was signed in 1840 and just under a third (28%) were able to identify Governor Hobson as the Treaty signatory on behalf of the crown.

- Mixed levels of Treaty awareness were also evident in the focus groups. Most focus group respondents had snippets of Treaty information. Comprehensive knowledge was, however, rare.
- The few focus group respondents who had greater knowledge of Treaty issues were either in professions that required Treaty awareness such as health or teaching or had recently studied the Treaty.

■ Interest in the Treaty

- Levels of interest in finding out more about the Treaty were evenly split in the quantitative survey. 36% of respondents were generally interested in finding out more about the Treaty, while another 36% were generally not interested.
- While interest in Treaty information was polarised a majority of respondents considered that finding out more about the Treaty would be beneficial for New Zealanders as a whole. 57% agreed with the statement that 'greater knowledge about the Treaty of Waitangi would help many New Zealanders have a better understanding of our country and its history'.
- In the focus group research, respondents also suggested that increased awareness of the Treaty would help foster more constructive debate.

■ Interest in specific Treaty topics

- In the quantitative survey, respondents who expressed interest in finding out more about the Treaty were read a list of Treaty topics. The topic that these respondents were most interested in finding out more about was 'what the Treaty means to New Zealand today' with just under three quarters (73%) of these respondents expressing interest.
- Across those interested in finding out more about the Treaty the following levels of interest were recorded for other specific Treaty topics:
 - 'what were the expectations of the parties who signed the Treaty' (68% total interested)
 - 'why there are historical Treaty settlements today' (67% total interested)
 - 'whether the Treaty has been honoured or breached and in what ways' (66% total interested)
 - 'what the Treaty said' (65% total interested)
 - 'why there was a Treaty' (61% total interested), and
 - 'a time line of the major Treaty based events from signing to the present day' (55% total interested).
- Another topic that focus group respondents expressed some interest in were examples of the differences between the Māori and English versions of the Treaty.

■ Suggestions for developing Treaty awareness

- In the quantitative survey, respondents who were interested in finding out more about the Treaty were read a list of possible information sources. Considered most useful, with just under three quarters of respondents (73%) declaring it useful, was a television documentary series on the Treaty.
- Other information sources considered useful by those interested in the Treaty included:
 - books (58% total useful)
 - newspapers (55% total useful)
 - a website (53% total useful), and
 - a summary pamphlet (50% total useful).

An official Treaty website received strong support in the focus groups. Respondents noted that Treaty information was likely to be buried in a variety of websites, whereas an official website would be much more accessible.

- Treaty interested respondents were less convinced about the usefulness of seminars and workshops with only 38% considering these as useful.

Focus groups respondents were also less convinced about the usefulness of face-to-face sources to disperse Treaty information. A key reason for reservations on face-to-face sources expressed in the focus groups was that public face-to-face forums were likely to become confrontational.

- Other suggestions for information sources on the Treaty that had some traction in the focus groups included magazines and radio.
- Focus group discussions on useful Treaty information sources revealed some strong suggestions for the desired tone of Treaty information. Respondents stressed that Treaty information needed to be unbiased and present a balanced view.

Other suggestions for the tone of Treaty information was that it needed to be politically neutral, remain positive and avoid being accusatory.

■ **Current access to Treaty information**

- The main source of Treaty information for focus group respondents was the media. Other sources included: formal training (tertiary and work), word-of-mouth, migrant information packs, government and books.
- Having the media as a key source of Treaty information for the general public was viewed as problematic. Respondents noted that media representations of the Treaty focused on polarised views and gave little robust information for the wider public to base their views on.
- The focus group research identified several barriers that respondents perceived as detrimental to fostering greater Treaty awareness and caused people to shy away from the issues.
 - Treaty issues were generally associated with confrontation and conflict.
 - There is a perceived lack of accessible and neutral Treaty information available.
 - There was a sense of Treaty fatigue.
 - Other ethnic groups feel excluded (constructed as a Pakeha/ Māori issue).

III. Knowledge of the Treaty of Waitangi

3.1 Declared knowledge

In the quantitative survey, respondents declared mixed levels of knowledge about the Treaty of Waitangi. 53% declared that they knew a lot or a fair amount about the Treaty, while 46% declared that they knew not much or hardly anything about the Treaty.

KNOWLEDGE OF THE TREATY OF WAITANGI	
<i>How much would you say you know about the Treaty of Waitangi – a lot, a fair amount, not much or hardly anything?</i>	
	February 2004 %
A lot	8
A fair amount	45
TOTAL A lot + A fair amount	53
Not much	35
Hardly anything	11
TOTAL Not much + Hardly Anything	46
Unsure	1

- Māori declared greater knowledge about the Treaty than non-Māori with 71% of Māori declaring that they knew a lot or a fair amount about the Treaty compared to 51% of non-Māori.

Knowledge was also mixed in the focus group research. While most focus group respondents demonstrated snippets of knowledge about the Treaty of Waitangi, more comprehensive awareness was generally lacking. It is important to note that three groups were recruited on having less declared knowledge while also being interested in finding out more about the Treaty.

Most considered the Treaty to be a contract between Māori and Pakeha in which protection was a key aspect. Opinions on who was being protected and what they were being protected from were varied. There was a wide sense that the Treaty covered land ownership but details on this were sparse. There were perceptions that differences existed between the Māori and English versions of the Treaty but once again, few were able to articulate these differences.

In each focus group there were one or two respondents who had considerable Treaty knowledge. Typically, the few with wider Treaty knowledge talked about the three main articles, provided summaries of what the Treaty actually said and gave some detail about the differences between the two versions.

Generally in the focus groups, basic facts such as where the Treaty was signed and the date on which it was signed were topics of widest knowledge.

3.2 Specific Treaty knowledge

Some specific questions were asked on Treaty related topics during the focus groups.

➤ **Was the Treaty signed in English and Māori?**

Most respondents were aware that the Treaty was produced and signed in both Māori and English versions.

There were two versions, one in English and one in Māori. (Auckland, 30-55 years, male)

From what I understand it was signed in Māori first, then English later. Not much use sending the Queen the Māori one. (Auckland, Māori, male)

➤ **Who signed the Treaty?**

In the quantitative survey, most respondents were unaware who signed the Treaty on behalf of the Crown. 54% were unsure who signed the Treaty on behalf of the Crown, 28% correctly nominated Governor Hobson, 2% volunteered Busby and 1% declared that it was Queen Victoria that signed the Treaty on behalf of the Crown.

SIGNING OF THE TREATY ON BEHALF OF THE CROWN	
<i>I'm now going to ask three quick questions on the Treaty: Who signed the Treaty on behalf of the Crown?</i>	
	February 2004 %
Governor Hobson	28
Busby	2
Queen Victoria	1
Other	15
Unsure	54
NB: All responses were volunteered	

- Older respondents were most likely to be aware of who signed the Treaty on behalf of the Crown. 51% of respondents aged over 60 years stated that Governor Hobson signed the Treaty on behalf of the Crown, while only 11% of respondents aged under 30 years gave the same response.

Focus group respondents also demonstrated mixed awareness about who signed the Treaty on behalf of the Crown. Just under half of each group either knew Governor Hobson was a key figure in the development of the Treaty and a signatory, or at least recognised Hobson as associated with the Treaty when others mentioned him.

Governor Hobson signed on behalf of Queen Victoria so he was like the rep for Britain. Then it was signed between all the other Māori chiefs. (Auckland, interested in Treaty, female)

I knew it was signed in 1840 and I knew it was Queen Victoria and I knew it was Governor Hobson. I didn't know anything else after that really. (Auckland, Māori, male)

Knowledge on Māori signatories was less evident. While a few felt that all Māori chiefs signed the Treaty, others revealed that this was not the case. Details of numbers and any names of key Māori signatories were largely unknown.

Not many of the chiefs actually signed it then. It kind of got passed around a bit. (Auckland, young people, female)

I know they called it the Confederation of Chiefs. (Auckland, Māori, male)

A few respondents were aware of the subsequent distribution of the Treaty around New Zealand for further signings. The total signings after the Treaty had been distributed around New Zealand was not known.

I think it was over two or three years or more. It wasn't all signed on the same day. It was like many years. (Auckland, interested in Treaty, male)

I've got not signed by all the Māori chiefs. That was my understanding that there was a list of essentials and they didn't get all of them. [I put down agreement between colonial Europeans and some but not all of the Māori leaders. (Interjection.)] [After Waitangi the missionaries carried it around the country and a lot of people signed it, but the Arawa never signed it at all. (Interjection.)] My other point was that the Queen's representative travelled throughout the country to gather signatures so they did attempt to go to every corner of the country to get what they wanted. (Auckland, 30-55 years, female)

➤ **When was the Treaty signed?**

In the quantitative survey, 34% of respondents knew that the Treaty was signed in 1840, while 30% were unsure when it was signed. 13% declared that the Treaty was signed some time between 1841 and 1860, 9% between 1861 and 1900, 8% in the 1800's, 5% prior to 1840 and 1% after 1900.

YEAR OF SIGNING OF THE TREATY	
<i>I'm now going to ask three quick questions on the Treaty: When was the Treaty signed?</i>	
	February 2004
	%
1840	34
1841-1860	13
1861-1900	9
"In the 1800's"	8
Prior to 1840	5
After 1900	1
Unsure	30
NB: All responses were volunteered	

- Older respondents were most likely to know the year in which the Treaty was signed. 52% of respondents aged over 60 years stated that the Treaty was signed in 1840 compared to 24% of respondents aged under 30 years.

In the focus groups, awareness of when the Treaty was signed mirrored the quantitative results. Most focus group respondents had some idea when the Treaty was signed. Over a third gave the exact date. The rest either knew it was around 1840, or at least sometime in the 1800's. Very few had no idea.

➤ **Where was the Treaty signed?**

Also in the focus groups, almost without exception, respondents agreed that the Treaty had been signed in Waitangi. Some were less specific and said that it was in the 'Bay of Islands' or 'Northland'. Only one or two across all groups had no idea.

➤ **Why was there a Treaty?**

Focus group respondents widely identified protection as a key motivator for the development of the Treaty although the nature of this protection was less clear. Most consistent across groups was the assertion that the Treaty was viewed as a way of protecting New Zealand from France. Most suggested that it was the British who wished to keep the French out.

The Crown were quite concerned about people coming in and setting up – not exactly hippy communes, but someone deciding they wanted to be a king which is what this French guy did. He was going to come in and buy a part of Northland and make himself king. (Auckland, young people, male)

Obviously the natives owned the land so once you sign a Treaty with them, what you're actually doing is cutting off any other foreign powers of taking a claim of it. That's the only reason why the British would want to sign a Treaty with the Māori so that the French or anybody else puts a claim on the land, they can say, "We have a treaty from the owners". (Auckland, interested in Treaty, male)

Others suggested that it was Māori who were more concerned about further foreign powers coming into New Zealand.

Just from the Māori point of view the fear of other powers. They'd come to grips a little bit with British culture and maybe a little bit of French contact but it probably sounded quite comforting to have some sort of pact with somebody else. (Auckland, young people, male)

The biggest threat at the time was from the French and that was a way of the Māori chiefs coming together as a whole, the whole of New Zealand, and just recognising them as Māori people and getting some sort of protection from Queen Victoria and Britain. (Auckland, interested in Treaty, female)

Other forms of protection attributed to why there was a Treaty included Māori needing protection from new settlers, particularly whalers; and a few also suggested that it was the British who wanted protection from Māori.

[Why was there a Treaty?] *Because Māori needed protection from some of the unruly elements that were coming into the country. Protection from the Queen. [Who were the unruly elements?] Whalers initially. Not so much settlers as whalers. They wanted the Queen to provide protection, the same protection that she provided for her subjects. (Auckland, Māori, female)*

My understanding is that the British were getting their arse kicked by the Māori and so basically they decided that it was better to sit down and talk to them instead of continuing to lose or be beaten. That's pretty simplistic I know but that's generally the angle I get on it. (Auckland, young people, male)

There were some suggestions that the Treaty may have eventuated because the Crown wanted to do what was right, while also saving the cost of taking New Zealand by force.

[Why was there a Treaty in the first place?] *The Europeans thought that they should be doing the right thing rather than just marching in and taking over and colonising and expanding their empire. Maybe they thought that they should hand out a few baubles in exchange for land, "land is really important to us and we can expand our empire and they won't mind, we'll just treat them like natives". (Auckland, 30-55 years, female)*

I've always viewed it, rightly or wrongly, that the Europeans could have taken the country by force if we'd wanted to but it was cheaper and maybe more ethical to take it by the pen than by the sword. I've always considered that if they hadn't signed the Treaty they would have just eventually gone through and butchered their way through the country. [Any reason why they decided to go that way instead of butchering through the country?] It's easier to sign a piece of paper than for them to bring – [A military operation] especially around the other side of the world. I think they probably have some ethical reasons for it too. They probably thought they were doing the right thing. (Auckland, 30-55 years, male)

There was no awareness that the Crown might feel obligated to set up a Treaty with Māori because of the prior Declaration of Independence signed in 1835.

➤ **Were there any differences between the two texts?**

Only a few respondents were unaware that discrepancies in the Māori and English Treaty texts existed.

[Differences between the texts?] *We don't know. Unless you're fluent in English and Māori you wouldn't know. (Auckland, interested in Treaty, female)*

I don't know if it was so widely known that they did vary. I think that was probably less widely known. I didn't know they varied. (Auckland, Māori, male)

Most acknowledged that differences existed between the Māori and English versions of the Treaty.

I knew it was in both languages. I knew there was a slight variation but I didn't think it was anything major. (Auckland, Māori, male)

Those who declared that differences existed between versions largely felt that discrepancies were predominantly due to poor translation of the English document.

I was under the impression that it was pretty much similar. It was just the interpretation of the words, like from the translation. I thought they were pretty much the same but just similar words that they couldn't translate very well. (Auckland, young people, male)

They wouldn't have a word for every English word. (Auckland, 30-55 years, male)

There was some feeling that the circumstances in which the Treaty was drafted were less than professional. This perception was restricted to a few respondents who recalled that an acquaintance of Hobson was called upon to translate the document.

He had a pidgin Māori understanding. He did a pretty good job for what he is but he wasn't a lawyer or a translator. (Auckland, young people, male)

The original one was written by Hobson as a naval officer – he wasn't a lawyer, and it was translated by Henry Williams. His brother, William Williams, who was a much better Māori speaker was setting up the mission on the east coast at the time so he wasn't at Waitangi. (Auckland, 30-55 years, male)

It would be difficult anyway but as I understand it, Hobson's cabin boy translated it because the official translator was unavailable so a skilled person did not translate it. (Auckland, Māori, female)

Some respondents felt that differences in texts were not just the result of translation but also occurred through deception on the part of the Crown.

I was under the impression that somewhere in the translation it was kind of changed on purpose because they didn't think they'd [Māori] sign it when they were thought to be signing away their sovereignty. [I've heard that actually, they were tricked in a way. (Interjection.)] "They won't sign this so we ought to make it sound like ...". (Auckland, young people, female)

A lot was written in English and then they altered the wording to suit the Māoris and they placed it before them. There's quite a bit of what we call deception of being conned. [Who was doing the conning?] The Government or the British Crown. (Auckland, interested in Treaty, male)

[Difference in texts?] *There was deception involved.* (Auckland, Māori, female)

While examples of differences between the Treaty versions were not widely known a few had some sense of where the discrepancies lay.

It's my understanding that in the English version the Crown took sovereignty over the land and they allowed the Māori people to use the land as they saw fit and also recognise their culture but the Māoris took it as they had the sovereignty rights when in fact the Government had just given them guardianship. (Auckland, interested in Treaty, female)

Some respondents identified key terms that they recalled as being central to the debate on differences between the two texts. Words identified included sovereignty, rangatiratanga and kawanatanga. Any comprehensive understanding of these key words, however, was largely absent.

[Rangatiratanga?] *I wouldn't say I've got a big understanding of it but I've heard the word.* (Auckland, young people, male)

[Rangatiratanga?] *I've heard it but I don't know what it means.* (Auckland, interested in Treaty, female)

Tino rangatiratanga was one. I'm not sure what the English translation was. There are others but I don't know them. (Auckland, Māori, female)

Two respondents in the Māori group had a vague sense that rangatiratanga was related to being a chief and about having absolute control.

[Meaning of rangatiratanga?] *It must be something about a chief, rangatira.* (Auckland, Māori, female)

Absolute control, something like that. (Auckland, Māori, female)

It means chiefly or boss, control, power. (Auckland, Māori, female)

➤ **Why was the Waitangi Tribunal established?**

Just under half (47%) of respondents in the quantitative survey were aware that the Waitangi Tribunal was the body responsible for hearing Treaty claims, while 46% were unsure.

BODY RESPONSIBLE FOR HEARING TREATY CLAIMS	
<i>I'm now going to ask three quick questions on the Treaty: What is the body responsible for hearing Treaty of Waitangi claims?</i>	
	February 2004
	%
Waitangi Tribunal	47
The Office of Treaty Settlements	1
Other	6
Unsure	46
NB: All responses were volunteered	

- Respondents on higher incomes were the most likely to know who the body was that was responsible for hearing Treaty claims. 65% of respondents who earned over \$50,001 were aware that the Waitangi Tribunal heard Treaty claims compared to 34% of those who earned less than \$15,000.

In the focus groups, around half of respondents had some idea why the Waitangi Tribunal had been established. Reasons volunteered focused on dealing with grievances that Māori had over how they had been treated by the Crown.

[Why was the Waitangi Tribunal established?] *To settle all the claims.* [What types of claims are you talking about?] [*Land claims, land restitution.* (Interjection.)] *Compensation.* (Auckland, interested in Treaty, male)

As a forum for people who felt that they had been hard done by and felt that something had been done wrong either to them personally or to their group. They could say “we don’t think this is right, sort it out, you got us into this mess, you need to help us out”. (Auckland, 30-55 years, female)

A few noted that the Tribunal was set up so claims could be settled through a legal process.

I thought it was basically established to honour Māori grievances in a legal form. (Auckland, young people, female)

To sort out where legitimate claims lay, where people had had land taken from them unfairly. (Auckland, Māori, female)

Some suggested that the Government was trying to satisfy Māori and keep them happy by setting up the Tribunal. Others noted that the Tribunal was the Governments’ response to public protest.

To satisfy the Māoris that they are doing something about it. (Auckland, interested in Treaty, female)

I guess there was also mass protest in like the late 60s and 1970s and the Government had to do something about it. (Auckland, young people, female)

➤ **Why is the Government negotiating with iwi to settle Treaty claims?**

In the focus groups, there was a mix of responses to why the Government was negotiating with iwi to settle Treaty claims. The strongest suggestion was that the Government was attempting to resolve the issues and bring a conclusion to ongoing disputes.

[Why is the Government negotiating with iwi to settle Treaty claims?] *To finalise it. To stop the bickering.* (Auckland, interested in Treaty, male)

I think they’re trying to give it some closure. (Auckland, young people, male)

There was also a sense in the non-Māori groups that the Government wanted to avoid unrest and entering into negotiations was a way of achieving this.

So it doesn’t get out of control. (Auckland, interested in Treaty, female)

So there wouldn’t be any fights. A peaceful settlement. It shouldn’t flare up. To avoid civil war. (Auckland, interested in Treaty, female)

Some acknowledged that the Government were negotiating to honour the Treaty and that it was their responsibility under the Treaty to do so.

The Treaty was signed on behalf of the English Government and the Government we have now is a representation of that so it's their responsibility. (Auckland, young people, female)

Try and settle it. They had an obligation under the Treaty to return the land. They've got to now settle it, resolve it. (Auckland, 30-55 years, female)

[Why is the Government negotiating with iwi to settle Treaty claims?] *Because there was a contract in terms of the Treaty so they had to honour it. (Auckland, Māori, male)*

➤ **What did the Treaty say?**

In the focus groups, specific knowledge on Treaty content was sparse. Typically in each group there were only one or two respondents who displayed relatively comprehensive knowledge. Most respondents offered general statements with limited conviction, suggesting that the Treaty included a spiritual dimension, or something on fishing and land ownership. It was clear that most of this Treaty knowledge had been garnered second hand.

[What did the Treaty actually say?] *It was to do with land ownership. (Auckland, young people, male)*

One of them is spiritual, governing the spiritual aspects. (Auckland, Māori, male)

Māori has the forests and the seabed. I think they mentioned the forests and the seabed. Now it's being discussed. (Auckland, interested in Treaty, female)

It was a partnership I thought. There was something about spirituality. That's where they keep trying to claim the radio waves and things like that. (Auckland, interested in Treaty, male)

More knowledgeable respondents talked of the three articles, Māori receiving the rights of British subjects and the right for the Crown to buy land.

I think the third clause is that Māori people gained – they ceded sovereignty to the queen who would in return protect them and protect their rights to their fisheries, forests and I think, I'm not quite sure what it says about customs and beliefs because of course they wanted to convert them to Christianity so I think the idea of culture is a bit risky, but I think the third one said they gained the rights of equal to British citizens so that Māori people were like British citizens. (Auckland, interested in Treaty, female)

The first point I had was the date and place, the people. It was signed at Waitangi in Busby's house. There are three articles, the first one is the chiefs ceding sovereignty over New Zealand, the second one was the chiefs were guaranteed their possession of their lands, forests, fisheries and whatever except those they were prepared to willingly sell, the third one was that the Māoris got all the rights and privileges of British subjects. (Auckland, 30-55 years, male)

➤ **What did both parties expect to get out of it?**

In the focus groups, a few suggested that Māori expected, under the Treaty, to receive the protection of the Crown.

[What did Māori expect to get out of signing the Treaty?] *The protection of the Crown, being part of the British Empire.* [Protection from what?] *Like invading people.* (Auckland, young people, female)

[What did Māori expect to get out of it?] *Being under British rule gave them protection from invasion.* (Auckland, Māori, male)

While gaining Crown protection, some respondents, felt that it was likely that Māori were expecting that not much would change as they had been promised the right to maintain their rangatiratanga with the signing of the Treaty.

I think since they were promised in the Treaty which they understood, their Māori understanding, they were promised the right to maintain their rangatiratanga or their sovereignty so they still thought they could lead their own people and maintain their own systems of life basically with the British as just guardians or protectors on top of that but not disturbing it. (Auckland, young people, female)

I don't think they [Māori] were looking at what they were going to get out of it. They just thought naïvely that things would proceed the same. [Just carry on as usual. (Interjection.)] (Auckland, Māori, female)

Most agreed that the strongest expectation of the Crown was to acquire land and access to natural resources.

Land for settlers. An eye to the main chance. Land means money. (Auckland, Māori, female)

I thought it was a trade-off to buy the land. The Treaty was the English way of purchasing the land off the Māori. (Auckland, interested in Treaty, female)

A few mentioned that the British were also looking to expand their empire.

Expansion of the British empire as it was at the time. (Auckland, Māori, male)

[What were the British expecting to get out of it?] *A colony. More land.* (Auckland, 30-55 years, male/females)

Some noted that the Crown wanted to 'win over Māori' and gain their cooperation for British settlement.

To make it easier for settlers to come over here. More accepted by the Māori people. (Auckland, young people, female)

Co-operation and peace. (Auckland, 30-55 years, male)

[What were the British expecting to get out of the Treaty?] *To win them over. To give them confidence that we are not here to rip you off.* (Auckland, interested in Treaty, female)

➤ **What do you know about how the Treaty was honoured or breached?**

Focus group discussions on how the Treaty was honoured or breached tended to focus on how it was breached.

[Examples on how the Treaty was honoured?] *It always seems like they talk about how it was not honoured rather than honoured. I haven't really heard anything about how they honoured it.* (Auckland, young people, male)

The main breaches that respondents were aware of related to land confiscation.

[What do you know about how the Treaty was honoured or breached?] *Hasn't the Treaty been both honoured and breached by the Land Courts? Didn't settlers shaft a whole bunch of Māoris? Basically land was taken away from them. [That's exactly what happened. (Interjection.)]* (Auckland, young people, male)

At the time a lot of the land was confiscated, it was taken. That was a breach of the Treaty because somehow the Crown had made arrangements with the head chiefs, with the chief of the tribe but never consulted with the little people and all the other sub tribes so in the end a lot of the chiefs ended up with a lot of land but it didn't get passed down. [It's not changed much. (Interjection.)] (Auckland, interested in Treaty, female)

A few respondents suggested that the Treaty was currently being honored by the return of land to Māori.

The Treaty is being honoured at the moment with the return of quite a lot of land to the Māori, to various tribes and iwi. (Auckland, interested in Treaty, female)

➤ **What do you know about traditional Māori land ownership and how it was affected in the years subsequent to the signing of the Treaty?**

Most focus group respondents were aware that traditionally Māori land was owned collectively and was tribal based.

This foreign concept of private ownership of the land is an issue that the Māori did not have. No individual owned the land but the land was owned by the tribe. You don't put your fence up and say "this is my piece of land". That concept they did not know, they did not have. (Auckland, interested in Treaty, female)

[Traditional Māori land ownership?] *It's communal. It isn't like one person owned it.* (Auckland, 30-55 years, female)

[Traditional Māori land ownership?] *It wasn't really owned by one.* (Auckland, Māori, male)

There was not a lot of detail on how traditional Māori land ownership was impacted on subsequent to the signing of the Treaty. There was, however, a sense that there were misunderstandings that resulted in Māori being hard done by.

You used a good word before when you said naïve because it's what I said about owning land. How can you represent land in six blankets and 12 muskets and sell thousands of acres, but the idea that it no longer belonged to the family any more was not perceived. How can you? It wasn't understood. [That's how they traded in those days. (Interjection.)] It meant something. [The Māori didn't trade like that. That's why that just blew them away, they got sucked in big time. They were not used to it. (Interjection.)] (Auckland, interested in Treaty, female)

One person would come forward and say "this is my land and I'll sell it" and the rest of the tribe knew nothing. (Auckland, interested in Treaty, female)

One or two respondents had some sense that law changes subsequent to the signing of the Treaty had impacted on traditional systems of Māori land ownership.

In terms of the land it was breached in many ways. Māori at that time did not have individual title to land. That was a foreign concept. The law was made that you could only purchase land or sell land if you had individual ownership, individual title. So there were methods to obtain land unfairly because of the issue of land ownership, individual title. [Was that more in the Treaty or made after the Treaty?] After. (Auckland, Māori, female)

IV. Interest in the Treaty of Waitangi

4.1 Level of interest

In the quantitative survey, New Zealanders were evenly split on their interest in finding out more about the Treaty. 36% declared that they were interested, while another 36% declared that they were not interested in finding out more about the Treaty. 28% were neutral.

LEVEL OF INTEREST IN THE TREATY OF WAITANGI	
<i>Using a scale of 1 to 5 where 1 means you are very interested and 5 not interested at all – how interested would you be in finding out more about the Treaty of Waitangi?</i>	
	February 2004 %
1, Very interested	18
2	18
TOTAL 1 + 2	36
3 Neutral	28
4	15
5, Not interested at all	21
TOTAL 4 + 5	36

- Māori respondents were twice as likely to be interested in finding out more about the Treaty than non-Māori respondents. 66% of Māori respondents declared that they were interested in finding out more about the Treaty while 32% of non-Māori declared interest.
- Respondents who declared that they knew either a lot or a fair amount about the Treaty were more likely to be interested in finding out more about the Treaty. 45% of these more knowledgeable respondents wanted to find out more about the Treaty compared to 26% of the respondents who declared that they knew not that much or hardly anything about the Treaty.

Three of the five focus groups were recruited on the basis of being interested in finding out more about the Treaty. The remaining two focus groups, which were not recruited on the bases of interest, expressed similar mixed interest in the Treaty as measured in the quantitative survey.

Some in the focus groups with a desire to know more about the Treaty talked of feeling embarrassed about not being better acquainted with the topic.

[Interested in the Treaty, want to know more about it?] Recently I feel like I want to know more about it because I'm embarrassed that I don't know enough about it because it's always in the media. I've done a couple of surveys that have been asking about the Treaty and Treaty issues and stuff and it's like I don't have a clue. [What's the key factor making you want to know more about it?] Seeing it in the media but also a couple of survey things for a job I went for. It had questions about it and I didn't know. It made me think I should know. It was just like a general knowledge sort of thing, which I didn't have much knowledge of. (Auckland, young people, female)

I think it's terrible that we don't already have more in place. It's absolutely shocking. Even in the education system we don't get enough of it. (Auckland, young people, female)

■ Positive impacts of increased Treaty knowledge

Despite mixed Treaty interest, in the quantitative survey, there was reasonably strong agreement with the statement that 'greater knowledge about the Treaty of Waitangi would help many New Zealanders have a better understanding of our country and its history'. 57% (total agreement) of respondents agreed with this statement, while 23% (total disagreement) disagreed. 19% were neutral.

TREATY KNOWLEDGE HELP IMPROVE NEW ZEALANDERS UNDERSTANDING OF THEIR COUNTRY	
<i>Using a scale of 1 to 5 where 1 means you strongly agree and 5 you strongly disagree – how strongly do you agree or disagree with the following statement?</i>	
<i>- Greater knowledge about the Treaty of Waitangi would help many New Zealanders have a better understanding of our country and its history.</i>	
	February 2004 %
1, Strongly Agree	35
2	22
TOTAL 1 + 2	57
3	19
4	10
5, Strongly Disagree	13
TOTAL 4 + 5	23
Unsure	1

- Respondents who were interested (by selecting 1 or 2 on the 5 point scale where 1 means very interested and 5 not interested at all) in learning more about the Treaty were also more likely to **strongly** agree that 'greater knowledge about the Treaty of Waitangi would help many New Zealanders have a better understanding of our country and its history'. 67% of these interested respondents **strongly** agreed with the above statement compared to 11% of those who were not interested in learning more about the Treaty.
- Māori respondents were almost twice as likely to **strongly** agree with the statement that greater knowledge about the Treaty of Waitangi would help many New Zealanders have a better understanding of our country and its history. 61% of Māori **strongly** agreed with this statement compared to 32% of non-Māori.
- There was also a regional difference in levels of strong agreement with the statement that 'greater knowledge about the Treaty of Waitangi would help many New Zealanders have a better understanding of our country and its history'. Wellingtonians were most likely to **strongly** agree with this statement at 47% followed by Aucklanders at 38%, Cantabrians at 36% and those from provincial areas at 30%.

In the focus groups, respondents also suggested some positive spin-offs of increased Treaty knowledge.

Polarised debates characterized Treaty discussions and it was thought, by some, that greater Treaty awareness would help reduce the heat in these exchanges.

I think if they understood it better then they'd be less likely to see it in such a polarised way and it won't be such an issue. (Auckland, young people, female)

There was a sense that public discussions on the Treaty were ill-informed, which was counterproductive. Some noted that without concrete information on the Treaty it was hard to establish the credibility of Treaty information they heard.

I think it's just important that the understanding of it gets taken more seriously. It seems to me when I watch the media sometimes that there's this huge assumption that everyone just seems to know all about it and understand it. Everyone talks about the Treaty of Waitangi but when you actually say "what's the Treaty of Waitangi" similar to what we're doing here, you suddenly realise that actually there's a huge amount of ignorance around it and it's become almost like a euphemism or a catchphrase. It's almost become cliché where no-one understands the meaning behind it any more. They only hear the Treaty of Waitangi and suddenly it was assumed knowledge is supposed to be there. I actually think it needs to be taken a lot more seriously in actually educating people about what the Treaty of Waitangi is actually about, even if it is the controversy on it, even if there's no clear understanding. (Auckland, young people, male)

You can't tell if somebody is telling you something that's not true because you don't know whom to trust. You have to have your own information, accurate information and then judge what comes at you on that basis. You might have been misinformed in the first place and then you're not actually making an informed judgment. (Auckland, 30-55 years, female)

There were a few in the general public groups who had no real interest in finding more about the Treaty. These respondents just wanted the whole Treaty issue to be over and done with.

[Is it something we should be putting effort into in New Zealand?] For me it's not really a biggie, the history of the Treaty in particular. (Auckland, young people, male)

I think one of the questions that you need to address is as a bunch of Europeans, how much do we honestly care seriously? [About knowing more about the Treaty?] Yes. How much do I really care about knowing much more about the Treaty. It's a big issue in my peer group, a huge issue. We just want to get it over with. (Auckland, 30-55 years, male)

4.2 Topics of interest

■ Relevant to today

In the quantitative survey, respondents who were interested in finding out more about the Treaty were asked to nominate levels of interest in a list of Treaty topics. These Treaty interested respondents were self-identified by selecting 1, 2 or 3 on a scale of 1 to 5 where 1 means very interested and 5 means not interested at all.

Amongst Treaty interested respondents strongest interest was declared for Treaty topics that were current and of relevance to New Zealand today.

73% of these respondents were generally interested in 'what the Treaty means to New Zealand today', while 8% were generally not interested.

- Māori were most likely to be **very** interested (by selecting 1 on the 1 to 5 scale where 1 means very interested and 5 means not interested at all) at 67% in 'what the Treaty means to New Zealand today', compared to 37% of non-Māori who were **very** interested.
- Wellingtonians were also more likely to be **very** interested (54%) in 'what the Treaty means to New Zealand today', compared to Cantabrians and those from provincial areas both on 39% **very** interested and Aucklanders on 38% **very** interested.

67% of Treaty interested respondents were also generally interested (combined 1 + 2) in 'why there are historical Treaty settlements today', while 10% were generally not interested (combined 4 + 5).

- Māori respondents were most likely to be **very** interested in 'why there are historical Treaty settlements today' at 57% **very** interested compared to 31% of **very** interested amongst non-Māori.

INTEREST IN INFORMATION ABOUT HOW THE TREATY OF WAITANGI IMPACTS ON TODAY

Using a scale where 1 means you are very interested and 5 not interested at all – how interested would you be in finding out more about the following aspects of the Treaty?

	February 2004							Unsure
	%							
	1 Very Interested	2	TOTAL 1 + 2	3	4	5 Not interested at all	TOTAL 4 + 5	
What the Treaty means to New Zealand today	41	32	73	18	3	5	8	1
Why there are historical Treaty settlements today	34	33	67	22	5	5	10	1

Base: 63.9% of respondents; those whom showed a level of interest of 1,2, or 3 in finding out more about the Treaty of Waitangi (n=479).

Focus group respondents also demonstrated strong interest in Treaty topics that were relevant to New Zealand now.

I think it's got to be relevant. I wouldn't be interested unless it was. Purely from an historical point of view, it might be interesting, I might watch it on TV if it was there and I didn't have anything else to do but to get me actively interested in it and maybe my peers would have to be relevant to the situation of the day. Why is this claim in, for instance. What are people expecting to get? What is it based on historically? It would have to be relevant. (Auckland, 30-55 years, male)

I think one thing that would be more relevant at this time, implementation of the actual version, maybe the English or maybe the Māori, but whether it's been implemented in the spirit it was signed. (Auckland, interested in Treaty, male)

A key question that was posed to respondents in the focus groups, that had limited knowledge on the Treaty but wished to know more was 'why is the Government negotiating with Iwi to settle Treaty claims?'

There was a sense amongst some that the general public did not understand what was going on with regards to the current implementation of the Treaty.

[Any other key areas that you'd like to know more about?] What is being done about it? We hear the results. We hear the complaints, the grievances and so on, but I don't think as a general public we understand what is going on really. (Auckland, interested in Treaty, male)

Some called for more information on claims and corresponding settlements.

Maybe it would be good when there are settlements for the public to understand what the issues were and what led to the settlements. (Auckland, 30-55 years, male)

They're always saying such and such tribe have claimed this but they never say why or what are they actually expecting. It's just that there's a claim again. (Auckland, 30-55 years, male)

■ Historical information

Strong levels of interest were also expressed in topics with an historical component.

68% of Treaty interested respondents were generally interested in 'what were the expectations of the parties who signed the Treaty', while 13% were generally not interested.

- Māori respondents were most likely to be **very** interested in 'what were the expectations of the parties who signed the Treaty', at 65% **very** interested compared to 36% of **very** interested recorded amongst non-Māori.

66% of Treaty interested respondents were generally interested in ‘whether the Treaty has been honoured or breached and in what ways’, while 14% were generally not interested.

- Māori respondents were most likely to be very interested in ‘whether the Treaty has been honoured or breached and in what ways’ at 57% very interested compared to 34% of very interested recorded amongst non-Māori.

61% of Treaty interested respondents were generally interested in ‘why there was a Treaty’, while 14% were generally not interested.

- Once again Māori respondents were most likely to be very interested in ‘why there was a Treaty’ at 55% compared to 31% recorded amongst non-Māori.

INTEREST IN HISTORICAL INFORMATION ABOUT THE TREATY OF WAITANGI								
<i>Using a scale where 1 means you are very interested and 5 not interested at all – how interested would you be in finding out more about the following aspects of the Treaty?</i>								
	February 2004							
	%							
	1 Very Interested	2	TOTAL 1 + 2	3	4	5 Not interested at all	TOTAL 4 + 5	Unsure
What were the expectations of the parties who signed the Treaty	40	28	68	17	7	6	13	2
Whether the Treaty has been honoured or breached and in what ways	37	29	66	17	8	6	14	3
Why there was a Treaty	34	27	61	25	8	6	14	-

Base: 63.9% of respondents; those whom showed a level of interest of 1, 2, or 3 in finding out more about the Treaty of Waitangi (n=479).

Focus group respondents were also interested in historical Treaty information. From a list of questions read out in the focus groups seeking respondent awareness of certain Treaty topics, questions respondents wanted more information on included:

- what do you know about how the Treaty was honoured or breached?
- what did both parties expect to get out of it?
- what do you know about traditional Māori land ownership and how it was affected in the years subsequent to the signing of the Treaty?, and
- why there was a Treaty?

[Key topics that should be covered?] *Why was there a Treaty? That's probably got to be the first one. A lot of people wouldn't know why there was a Treaty. What was happening here before there was a Treaty? Then you could have bullet points about what came out of the Treaty that was good, what came out that was not so good.* (Auckland, Māori, male)

In the quantitative survey, Treaty interested respondents also showed reasonable levels of interest in 'a time line of major Treaty based events from signing to the present day'. 55% of these respondents were interested in a time line, while 15% were not interested.

INTEREST IN TREATY TIME LINE FROM PAST TO PRESENT								
Using a scale where 1 means you are very interested and 5 not interested at all – how interested would you be in finding out more about the following aspects of the Treaty?								
	February 2004							
	%							
	1 Very Interested	2	TOTAL 1 + 2	3	4	5 Not interested at all	TOTAL 4 + 5	Unsure
A time line of the major Treaty based events from signing to the present day	31	24	55	28	8	7	15	2

Base: 63.9% of respondents; those whom showed a level of interest of 1, 2, or 3 in finding out more about the Treaty of Waitangi (n=479).

- Māori respondents were more likely to be very interested in finding out more about 'a time line of major Treaty based events from signing to the present day', at 50% very interested compared to 28% recorded amongst non-Māori.

Focus group respondents also expressed interest in having a succinct account of the historical events associated with the Treaty leading up to today.

To me it's pointless getting angry but the history is really good when you can go through all the steps and you're aware of what happened. Just an overview. (Auckland, Māori, female)

Probably just like a time line of the events I guess leading up to today. What has led up to now, what's caused all the tension? (Auckland, interested in Treaty, female)

Some suggested that the most interesting way to tell the history of the Treaty was to tell it through stories and case studies that gave real examples of Treaty breaches and their impact on people.

I'm interested on a personal level, some of the hardship stories. There was a documentary a few years back on Bastion Point. That didn't change my views but it opened my eyes a bit on some of the stuff that was happening with land being grabbed. That kind of thing interests me because the redneck element doesn't see it from that point of view. A lot of people, I think, don't really understand what really has happened. (Auckland, interested in Treaty, female)

The general feeling was that you needed to understand the past to make sense of the present.

That's fine but at least there's a clear set of flags that says "this is how we've come from here to here". [Is the history aspect really important?] I think so because you can't judge ... [You can't understand the present if you don't understand the past. (Interjection.)] (Auckland, young people, male)

I feel like I need to have a better understanding of the historical stuff to gauge what's happening now. I haven't really got at all a huge understanding of it. It tightens your view of what's happening at the moment because you're not aware of the bigger picture of what's gone on in the past. (Auckland, young people, female)

■ The Treaty text

In the quantitative survey, Treaty interested respondents were also interested in finding out what the Treaty said. 65% of these respondents were interested in 'what the Treaty said', while 13% were not interested.

INTEREST IN WHAT THE TREATY OF WAITANGI SAID								
<i>Using a scale where 1 means you are very interested and 5 not interested at all – how interested would you be in finding out more about the following aspects of the Treaty?</i>								
	February 2004 %							
	1 Very Interested	2	TOTAL 1 + 2	3	4	5 Not interested at all	TOTAL 4 + 5	Unsure
What the Treaty said	37	28	65	22	8	5	13	-

Base: 63.9% of respondents; those whom showed a level of interest of 1, 2, or 3 in finding out more about the Treaty of Waitangi (n=479).

- Māori respondents were more likely to be very interested in 'what the Treaty said' at 60% very interested compared to 34% of very interested recorded amongst non-Māori.

In the focus groups, many were yet to view a copy of the Treaty. Viewing copies of the Treaty and the opportunity to see what it said first hand was considered a good starting point.

Also just saying what it actually says because not many people know what it actually is about. They have an idea of it but not what it actually says. (Auckland, young people, female)

[Anything else you'd like to know about the Treaty?] The thing that amazes me is you see facsimiles of it in school journals but you never see a proper legitimate copy perhaps – I don't mean doctored or anything, but a translation in a book altogether. The Māori one, I've seen again a facsimile but I've never seen a proper translation of it. (Auckland, Māori, male)

■ Clarification

Understandings of the Treaty were murky and many in the focus groups called for information that would bring clarity.

One thing that maybe New Zealand should do is make it clearer exactly what – like everyone here is already discussing different aspects of it, and I wonder whether it could be useful for the country to actually have a proper documented understanding about what it is in history and maybe iron some of these things out or at least agree what the most controversial points are. At the moment it seems like everyone's got their own interpretation of the interpretation. (Auckland, young people, male)

In schools they start learning about it in Years 7 and 8. I have been talking to the students who are studying it and they're not very clear. It's very very confusing. It's interpreted in a very different way by each teacher. It should be very clear what it actually is so that we are not misled. Everybody's taught something different about it. (Auckland, interested in Treaty, female)

Some struggled with Treaty terms that were bandied around and noted that definitions on key terms would help their understanding.

Some definitions like what custody means. (Auckland, interested in Treaty, female)

There was definitely a sense that respondents felt overawed by the perceived complexity of the Treaty. They called for simplified communications on the Treaty, followed by the opportunity to get more in-depth information if they wished.

I'd like the Treaty to be simplified so that the average New Zealander can understand it easily. If you want to get involved in it, you can ask more in-depth questions but there doesn't seem to be any simplified version. (Auckland, interested in Treaty, female)

[Anything else that you'd like to know about the Treaty?] I think just a simple explanation in general rather than one specific point. I didn't know anything about the Treaty of Waitangi as a small child. [It was never discussed. (Interjection.)] (Auckland, Māori, female)

■ Examples of different interpretations

Some interest was also expressed for examples of where there were differences between the Māori and English Treaty versions.

[What would you like to know more about the Treaty?] What is conflicting about the Treaty? [Source of conflict between the two versions. (Interjection.)] And the way that can be settled. (Auckland, interested in Treaty, male)

We need to know to be aware of the difference between the two versions because a lot of people don't know that some chiefs signed a Māori version which was very different from what the English one said. (Auckland, interested in Treaty, female)

V. Suggestions for Treaty Information Sources

5.1 Overview of suggested Treaty information sources

In the quantitative survey, respondents who were interested in finding out more about the Treaty were asked how useful a variety of sources would be to help them become more Treaty aware.

The source that Treaty interested respondents felt would be most useful was a television documentary series at 73% total useful. 12% of Treaty interested respondents felt that a television documentary would not be useful.

Other sources, Treaty interested respondents, felt would be useful included:

- books (58% total useful)
- newspaper articles (55% total useful)
- a website (53% total useful), and
- a summary pamphlet (50% useful).

The source that Treaty interested respondents felt would be least useful was seminars or workshops at 38% total useful.

USEFULNESS OF SOURCES OF INFORMATION ABOUT THE TREATY OF WAITANGI								
<i>Using a scale where 1 means it would be very useful and 5 not useful at all – how useful would the following sources of information be to you personally if you were trying to find out more about the Treaty?</i>								
	February 2004							
	%							
	1 Very Useful	2	TOTAL 1 + 2	3	4	5 Not useful at all	TOTAL 4 + 5	Unsure
A television documentary series	45	28	73	14	5	7	12	1
Books	30	28	58	25	10	6	16	1
Newspaper articles	23	32	55	25	9	10	19	1
A website	31	22	53	21	6	17	23	3
A summary pamphlet	24	26	50	22	14	13	27	1
Seminars or workshops	18	20	38	23	16	22	38	1

Base: 63.9% of respondents; those whom showed a level of interest of 1, 2, or 3 in finding out more about the Treaty of Waitangi (n=479).

Across demographic groups of those surveyed there were some differences in preference for Treaty information sources.

- Younger respondents aged under 30 years were almost twice as likely at 60% total useful to consider a website as a useful source of Treaty information compared to older respondents aged over 60 years at 33% total useful.
- On the other hand older respondents aged over 60 years were more likely at 33% to consider newspaper articles as a **very** useful (by selecting a 1 on the 1 to 5 scale) source of Treaty information compared to younger respondents aged under 30 years at 19% **very** useful.
- Māori respondents were twice as likely at 33% to consider seminars or workshops as a **very** useful source of Treaty information compared to non-Māori respondents at 16% **very** useful.

Interest in a television documentary series was also strongest in the focus group research. Other sources of information where interest was evident in the focus groups included a website, newspapers, magazines, pamphlets and formal education. Consistent with the quantitative research, there was only moderate interest in face-to-face sources of Treaty information in the focus groups.

While discussing possible communication sources for dispersing Treaty information in the focus groups some strong themes emerged on how Treaty information needed to be presented if it was to capture the general public's attention. These themes are explored fully in this section as each communication source is discussed and were:

- the need for information to be unbiased
- non-politicised
- remain positive, and
- avoid being accusatory.

This next section gives examples of how respondents expressed these themes and suggestions on how they could be incorporated into Treaty related material.

5.2 Specific information sources

■ Television documentary

As was the case in the quantitative survey, amongst Treaty interested respondents (73% total useful), support for a television documentary was also strong in the focus groups. Initially in the focus groups most respondents were enthusiastic about the idea and declared that they would watch such a programme. When pushed on the strength of their convictions some wavered but most remained firm.

I'd watch a documentary on it. If it was something like the simplified version of the Treaty of Waitangi, I would watch a documentary in a shot. (Auckland, interested in Treaty, female)

I guess one of the things I found with the interpretations we've been given through the education system and stuff like that, it would be great to have something like you guys are all coming up with, a documentary maybe that says "this is what happens, this is what's happened here", something definitive instead of leaving it up to you. (Auckland, interested in Treaty, male)

The best way to learn about it is just discussing it with various people. A programme like that with snappy ads, people would start discussing it. (Auckland, young people, male)

[Would you watch a documentary on the Treaty?] I think it would be fantastic. (Auckland, Māori, male)

➤ **Unbiased information**

The overwhelming ingredient that focus group respondents demanded of a documentary was balance. It was clear that a strong concern with current sources of Treaty information was that it tended to be biased and only presented one side of the story.

The way people are thinking at the moment, it's all one-sided, "poor Māori this and poor Māori that". When you have a documentary I think you've got to come from both sides of the wall. It's not to be one-sided, feel sorry for them, and give them everything back. I don't think you can do that. You've got to be realistic. [Got to be balanced?] Yes. (Auckland, interested in Treaty, male)

I think that it would be very beneficial if it wasn't biased. That's the big thing. If it would present both points of view, it could be really really good. (Auckland, 30-55 years, male)

Some viewed the documentary on the New Zealand land wars, fronted by James Belich, as a good blueprint for a Treaty documentary.

There was a documentary I watched quite a while back, the one on the Māori wars. [The Auckland University professor of history. (Interjection.)] He went around. It was very interesting. I had the feeling that we were for once being told close to the truth. Very well balanced. (Auckland, interested in Treaty, male)

James Belich, whatever that Māori land wars series they had on TV. I thought that was pretty cool. [That was a really good way to present it. (Interjection.)] It had battle scenes in it and that's always cool to watch. If they could do a nice interesting presentation like that. (Auckland, young people, male)

There was acknowledgment, however, that presenting an unbiased Treaty documentary would be a difficult task. A few were not convinced that the James Belich documentary on the New Zealand land wars did not present an unbiased perspective.

[It wasn't particularly unbiased. (Interjection.)] It came across to me as 'bad whitey', a lot of it. [It would be very hard to do it without an agenda. (Interjection.)] I think it would be almost impossible. I don't know you'd do it without an agenda. (Auckland, 30-55 years, male)

Everybody has to be involved in this and they have to agree on the outcome. But of course that's going to be hard to do in itself. There's always going to be people saying "I don't want that point because that makes them look good". (Auckland, Māori, male)

For a documentary to be perceived as attempting impartiality it needed to be backed by a neutral organisation like a university and a reputable documentary maker like Documentary New Zealand (DNZ).

It has to be somebody not political at all. Maybe the university, somebody like that. (Auckland, Māori, female)

[Who would need to be backing it?] The university, academic institutions. We cannot say that academic institutions are 100% independent but they're probably the most reliable ones. (Auckland, interested in Treaty, male)

I'd watch it if it was done by a reputable documentary maker. [Who would need to be backing it?] Documentary New Zealand. They're brilliant. (Auckland, interested in Treaty, female)

Further to portraying balance most suggested that it was imperative to include both Māori and Pakeha views. Ensuring that prominent leaders from both government and non-government backgrounds were included in the mix was also essential.

A little knowledge is a dangerous thing whereas if you had something set in stone from maybe a really respected elder or a couple of elders and someone from the Pakeha side. (Auckland, interested in Treaty, male)

If you're going to do something like that it has to be a joint production. The Government has to be involved. Māori have to be involved. (Auckland, Māori, male)

➤ **Politically neutral**

Most agreed to capture and maintain interest a Treaty documentary needed to be politically neutral.

I think I'd be more interested in how it affects New Zealand people. If you start going too political the general public would just say no. (Auckland, young people, female)

[What would make a documentary like that appealing to you?] Lack of emotion. This is where I thought the paper was good. You're not going to get heated arguments. When it gets very emotional I think that clouds everything. You need somebody who can answer the questions and be quite concise. When you get all the politicians putting their view, it gets pretty messy then. You don't want a documentary like that. (Auckland, 30-55 years, female)

Curtailing input from Treaty radicals was also suggested. Most felt that airtime for radicals was largely counterproductive and would only act to further ignite Treaty issues.

I don't think you need that in a documentary. You don't need to go to the radicals. All you do is see somebody like that on TV and you get up "see you later, not interested". [Gets people fired up maybe too much. (Interjection.)] I'm not saying people aren't one-eyed but they're so one-eyed it's not funny and they're not doing themselves any good and they're not doing the whole aim of – what they're trying to fight for just goes out the window. (Auckland, interested in Treaty, male)

➤ **Documentary content**

While there was interest in the documentary telling the Treaty story from an historical perspective it had to also present current Treaty issues.

Some of the background too, like you said to us, why was it signed. I know some of the reasons like the British wanting to establish their power and the need for some control, what you said about lawlessness. Beat the French. What was happening that it was so important? (Auckland, interested in Treaty, female)

Good historical series I've watched have always had really good arcs. What I mean by an arc is a story starting at the beginning and then it's going to take you all the way through. You would start with the back history of New Zealand, where we've come from and that sort of thing and slowly work its way through the 70s right up to the very moment here where you've got the arguments going on between Helen Clark and Brash. That sort of long series arc would keep you interested because you know each week not only are you getting information but it's moving forward to your relevancy. I would see something like that as a way of keeping people interested. (Auckland, young people, male)

Most groups also wanted information in the documentary that showed how the Treaty impacted on New Zealanders today. Suggestions included information on the function of the Waitangi Tribunal and a synthesis of Treaty views from people with different ethnic backgrounds.

I'd want a commentary on it that relates to the relevant points, how it affects us today. If it's going to be on TV it's going to be pretty low on my viewing list if there's things on the other channels. But if it were interesting and relevant to today, I'd watch it. If it's a historical documentary the chances are I'd flick channels. (Auckland, young people, male)

Also especially important is the Tribunal because that's what really affects us today so you probably need a whole separate section on that. It's like the most important thing right now. (Auckland, young people, female)

I would watch it if it was modernised, just this sort of forum, getting ideas from different ethnic backgrounds. What your views are and how you think it would affect you, I would watch it if it was like that. (Auckland, interested in Treaty, female)

A few wanted the documentary to venture into the future and suggested including some possible scenarios of where we are going as a country in relation to the Treaty and what were the alternatives.

[Historical picture, or historical and modern picture?] The combination of both I think. [The historical is the basis for the modern. (Interjection.)] [So you would need both?] Yes and if it was structured in a way that it was a means to an end, that we can see the light at the end of the tunnel and we know that "okay, such and such, it's going to be finished". There is a solution. (Auckland, interested in Treaty, female)

Some felt to make a Treaty documentary more appealing it would need to be personalised and provide case studies or a story line that was woven through the documentary that showed the impacts of the Treaty on real people.

Maybe like something personable as well if you're following a family. [You could make one snippet of what they're saying carry on through the generations. (Interjection.)] (Auckland, young people, female)

Māori tribal families do have information right back so it has that woven in and that would be quite interesting because you'd see their lives, how they are today is just totally been worked around what happened in their past. That would be interesting. (Auckland, young people, male)

They could put some interest in there that also kept the romance – not romance but so it's not too heavy, too bogged down with statistics. It was enjoyable as well. (Auckland, Māori, female)

➤ **Front person**

Youth were strong that any documentary would need to be fronted by the right person. Firstly they would need to be as neutral as possible as well as being witty and entertaining. A front person for a documentary on the Treaty would also need to be easy going. Suggestions offered included: James Belich and Brian Edwards.

[Would that work for the Treaty of Waitangi?] If you get a historian who's neutral enough, who's witty enough, and concise enough, because otherwise it's not going to work. (Auckland, young people, female)

[Who would fit that role?] Probably historically James Belich is probably the only person I can think about because he's actually quite funny and he's also quite concise. He doesn't go on for screeds. He's to the point. Not simple but to the point. Not watching some guy talking for about half an hour. Actually making it more interesting than that. (Auckland, young people, female)

I thought Brian Edwards did do a good job. Unfortunately it was just a very emotional – he was doing his job as far as being impartial. He wasn't guided by one side. He was trying to keep the balance. (Auckland, 30-55 years, female)

➤ **A series**

Most acknowledged that to do the Treaty justice any documentary would need to be a series rather than just a one off production.

It needs to be something that's not so much cut and dried but food for thought as well. [Thought provoking. How do you avoid bias in that situation though? (Interjection.)] It would have to be really well done. I'm not saying you can squeeze it into an hour or an hour and a half. You do it like they did that Māori wars one. You have to do a series, advertise what you're going to do. Initially we do the signing and then we do what happened after that from a Māori point of view, next week a Pakeha point of view and continue it. (Auckland, interested in Treaty, male)

If there was a series they could have the Māori point of view, the English point of view. (Auckland, Māori, male)

[Series or a one-off?] That's the problem, getting all the facts out over a period of time. Thrown together in half an hour is not going to get enough information out. (Auckland, Māori, male)

➤ **Documentary promotion**

Some gave suggestions on how a Treaty documentary could be promoted. They suggested running advertising that posed interesting questions that the general public would struggle to answer to help build anticipation.

I can't say I've ever been amazingly interested in finding out about the Treaty but just recently I've heard about it and seeing a bit more, you get more and more interested. Maybe if they had some little clever advertising campaign each week and people would start saying "I don't know any of this, I should actually find out". (Auckland, young people, female)

Others suggested using celebrities talking about the Treaty and how it affects them and using this as a prompt to foster wider interest.

I've just got an idea. We talked about documentaries and stuff. Having ads where you've got well-known celebrities or people sitting there and saying how they feel about the Treaty, just very briefly and how it affects them. Then after everybody's said their little bit maybe having something saying "how does the Treaty affect you and what do you think?" (Auckland, interested in Treaty, female)

■ **Website**

Focus group respondents were given a variety of printouts from different websites that contained Treaty information. These website examples were used to help foster discussions on what could work for an official Treaty website.

As with the quantitative research, amongst Treaty interested respondents (53% total useful), support for a Treaty website was also reasonably strong in the focus groups. Most had easy access to the Internet and considered it a convenient medium. Having an official website on the Treaty would mean that it would be easy to access Treaty information as it would not be buried amongst other sites, which some felt was currently the case.

[Internet?] It's easy. It's just a website and if it's there then heaps of people can click into it. You do it and don't worry about it. Maybe you can get feedback or something if people type in. (Auckland, interested in Treaty, female)

Not buried in the Government Website but a special site just for information dissemination. [Which has information on the facts and history as well as people's opinions on it. (Interjection.)] (Auckland, young people, male)

➤ **Website content**

The same tone of information as suggested for a television documentary also applied to a Treaty website. Ensuring that Treaty information on a website was unbiased was a key point made by all respondents. Respondents clearly warmed to examples of websites that they considered to be unbiased.

I think the first one is good. It's brief and informative. It's unbiased in many ways. It doesn't appear to be biased. (Auckland, interested in Treaty, male)

It's unbiased. Doesn't seem to be giving a hysterical view. (Auckland, Māori, female)

It's not intended to prejudge the outcome of current and future Waitangi – so it's obviously an unbiased, it's a factual presentation and its intention is just to be informative, not to try and guide you. (Auckland, 30-55 years, female)

As well as being unbiased respondents wanted the content of a Treaty website to remain positive and they shied away from examples of websites that appeared to be 'accusatory'.

I really like this one I think we were just talking about. Overall the tone of it was more positive. It was informative but I know that this other one, this one here, it seemed biased. Not that that's a bad thing but it kind of put me right off whereas this made me feel like I was actually learning something. I really liked this one and I'd carry on reading more of this. (Auckland, interested in Treaty, female)

I didn't like this one here just with the language they used. It sounds pretty rough. It's accusatory. "The Government did not do what it said it would do in the Treaty of Waitangi which was let Māori own and control their land and their lives. Many of the adults in their families were killed and some children were killed too". It's very emotive. (Auckland, young people, male)

As with the suggestions for the television documentary for a website to gain traction it was also seen to need to be promoted as having support from both the Government and Māori. Most respondents noted that they would treat a website backed by a sole government agency with suspicion.

Then how do you know that's a reputable site and it's not been made up by someone who's made their own agenda? [You can track it. I guess that's where you have to hope. (Interjection.)] (Auckland, interested in Treaty, male)

To make it authentic and unbiased, make it both government and Māori backed. So that you know you're not just getting Don Brash's opinion or you're not getting Helen Clark's opinion or you're not getting somebody else's. It's a combination of all the information that they can possibly get to make it as reliable as they can possibly get it at this time. Not a sole agency as in by the Government or Paul Holmes or whatever. You have to convince the people that it's reputable. (Auckland, interested in Treaty, male)

Making it clear who the author was of Treaty material on the website was important for transparency. Respondents liked examples of websites that clearly showed authorship. Having multiple sources also added credibility to the information.

I like on the Waitangi Day one how it shows who actually wrote it, which is always useful. It's actually got a source of who wrote it. That's quite important. I always look for the source. (Auckland, young people, female)

Related links are useful. Depending on how much information this has, you can always go on and find information on other things as well which is important to feel like you're getting information from more than one source sometimes. (Auckland, young people, male)

It actually names the author. [Is that important?] Yes. (Auckland, 30-55 years, female)

Website content also needed to be targeted at different age groups. Some suggested having different icons that website visitors could click depending on their age to ensure that younger visitors had the opportunity to learn at their level.

You could break it down into different windows for different age groups. If you're aged 6 to 8, start here; don't start at 10 to 12. Start here and go forwards, don't go backwards. Kids will go by that because it's a learning medium so they're used to that. (Auckland, interested in Treaty, male)

Copies of the Treaty were also viewed as a key information need.

It would be nice if they had the actual article, like 'Article 1' in bold print so you see it straight away. (Auckland, interested in Treaty, female)

➤ **Website format**

Respondents liked websites that showed a time line of events. A timeline would at a glance give people the order by which developments occurred. Being able to click on key events listed in the time line and drill down into more detailed information was considered as a user-friendly way of organising website information.

[Type of information you'd like?] The kind of thing they've put down here is quite good. It chronologically goes through, the arrival, the signing of the Treaty and what happened after. Bulking it out into sections like that. (Auckland, young people, female)

I like this idea of a time line. (Auckland, young people, male)

It's short and sweet and to the point and it's got a historical time line at a glance that you just see. (Auckland, interested in Treaty, female)

Question and answer formats on websites were also well-liked and viewed as easy to follow. A wide use of bullet points also made for easy reading.

You say this is kids' format but for me this is just simple to read. It has questions and answers. (Auckland, interested in Treaty, female)

It's a good layout. Anything that is bullet pointed is a good layout. (Auckland, 30-55 years, male)

It's a better layout. [What do you like about the layout?] The bullet points. The timeframe. It gives you a quick summary. (Auckland, Māori, male)

Examples of links that provided more detail for those that desired it were also well liked.

This one here is giving you links where you can go and start looking for more information for yourself. That one there is giving you a bit more information on the sheet but this one here is giving you links to go and do your own investigation. [Is it good having those links?] Yes. This one's better if you want to go further into the Treaty and find out more things. (Auckland, interested in Treaty, male)

➤ **Website promotion**

There was some concern that a website should not be the sole medium for Treaty information as this would exclude some important target groups, as only those who were interested in the Treaty or who had access to the Internet would seek out a Treaty website.

My other fear with using the Internet as the sole medium for putting this out there, is that a lot of people who are naïve about the Treaty and the implications of it are people who aren't very well read so they probably don't have access to that medium anyway. They're the ones you want to target anyway. (Auckland, interested in Treaty, male)

Some suggested promoting a Treaty website at opportune times when heated Treaty discussions occurred through media such as television.

I suspect if there was an advertisement on tonight's news when they're arguing about it and people are watching it, and then there was an ad flashed up, you'd want more. (Auckland, young people, male)

I think even a two-second blurb between the news, go to this site, have a look if you're curious, would probably get a few. (Auckland, young people, male)

Others felt that the creation of a Treaty website would in itself get news coverage, which would help to promote it. Brochures could also be used that presented summarised Treaty information with references to the website for those who wanted more detail.

I think it would be a multi-tiered process. If you created such a site you'd get news coverage straight away through all media sources. You'd have commentaries written in newspapers so you'd get a tier of the sensationalism of the idea of it and then you could keep it ongoing. The Government would obviously print brochures. You'd get a certain sense of what I would consider population awareness of it, so that after a while although you'd maintain something, people could know they could type in WaitangiTreaty.co.nz or .org or whatever and then the information is available to them. (Auckland, young people, male)

Youth suggested a chat room where Treaty discussions could occur.

Certainly if the site had a chat room and was maintained with relevant information and current status of things, it would become an authoritative source for people to use on anything from newspapers writing articles to the general layman. (Auckland, young people, male)

They could have a chat room where people could chat. Then it's an anonymous thing. Its just people saying what they think. (Auckland, young people, male)

■ Newspapers

As with the quantitative survey, amongst Treaty interested respondents (55% total useful), there was some support for newspaper articles as a source of Treaty information in the focus groups. Those supporting newspaper articles in the focus groups suggested running a series of feature articles over a period of a few weeks.

What about in the newspaper they quite often have ongoing short stories sometimes. Why couldn't we have something in all the major city newspapers? A feature that runs for a few weeks. [Do you think people would read that?] It would depend how you did it. If you put down that it was compulsory reading, final clarification of what the Treaty means and what's happening. [I think that's a good idea actually. (Interjection.)] You've got to make it that people want to read it. (Auckland, interested in Treaty, male)

The Herald. If it's a Saturday supplement I think that's when everybody reads the paper. (Auckland, 30-55 years, female)

Respondents that voiced less support noted that newspapers were not unbiased sources of information. They suggested that sensationalised media stories on the Treaty usually made their way into the papers so people would be wary about any Treaty information in newspapers.

■ Pamphlet/ mail outs and booklets

As with the quantitative survey results, amongst Treaty interested respondents (50% total useful), there was also some support for pamphlets amongst focus group respondents. Respondents acknowledged, however, that pamphlets would be limited in the amount of information that they could convey. While a pamphlet could be used to provide a few details it would also be useful as a vehicle for promoting other more comprehensive sources such as a website.

[Read a pamphlet?] That's only because I know zip about it so I'd find it interesting. (Auckland, 30-55 years, female)

The mail outs could be useful for promoting it but not necessarily as the only source of information. It could be promoting a website. (Auckland, young people, female)

There'd need to be enough just to arouse your curiosity to go to the site. It's giving you a glimpse into it and just trying to raise that curiosity. (Auckland, young people, male)

To grab people's attention respondents felt pamphlets needed to be simple, brief and to the point. Some suggested highlighting contentious issues and giving examples of the different interpretations.

[What would grab your attention on a pamphlet?] Just point out the contentious issues and I guess maybe the two interpretations, the various meanings. (Auckland, young people, male)

[Would people read it?] If it was simple enough and brief enough and to the point. (Auckland, interested in Treaty, female)

Others suggested a question and answer format.

There could be so many questions and it could say "can you answer any of these questions" and on the inside have an information page. (Auckland, young people, female)

Respondents were interested in basic facts about the Treaty and some suggested a basic fact sheet that could be picked up at bookshops.

It used to be the Government Printer, the Government Bookshop. [There is still one in town. Even the Government should make it available through the Government Bookshop. (Interjection.)] Just a general fact sheet, what it was about. (Auckland, Māori, male)

[Other places where you'd expect to pick up communications material on the Treaty of Waitangi?] I think it should be just available in a bookshop. Not necessarily a book written by Michael King or someone but just a fact sheet, a book of facts. (Auckland, Māori, male)

Those less supportive of pamphlets felt that most people would just throw them away.

[Pamphlet idea useful?] I think a lot of people would just throw it away. Might read the first couple of paragraphs but they'd get bored with it straight away. (Auckland, interested in Treaty, male)

[Mail drop, a pamphlet; would people be receptive to that?] No I don't actually. I think you'd probably use it to light the fire. (Auckland, 30-55 years, female)

Some preferred a more detailed booklet that could be widely distributed on Waitangi Day.

Even a booklet that's issued on Waitangi Day, something like that. [To all the households in New Zealand. They do that for a census so they can do the same. (Interjection.)] If you want to get it into every house staple it to the back of the Warehouse catalogue and it will go everywhere. (Auckland, Māori, male)

I think the booklet is actually a really good way to go. I think there's a huge amount of people who do have questions. If it's really well done and it catches your eye – I think there are a lot of people that would like to just have it delivered. Not everybody buys the Sunday paper or buys the Herald or buys a newspaper but you're getting across a huge range of people. [Would people be receptive to getting a booklet or information pamphlet in the mail?] When you consider what's happening in this country today and how people are getting really fired up and passionate about it and it's dividing people, I think you'll find you'll be much more interested in it now than you were 10 years ago. [What tone would you have in that booklet to make it more acceptable to people to read it?] I think just somewhere in the heading addressing the fact that it is a big issue and that it is dividing people. (Auckland, interested in Treaty, female)

■ Magazines

Focus group respondents expressed some support for acquiring information about the Treaty from magazines. Usual concerns about balance were raised with some suggesting a series of articles in a magazine written by different authors to ensure a range of perspectives were covered.

I don't think I've ever read anything unbiased about the Treaty of Waitangi. (Auckland, 30-55 years, female)

Because you've got one person's opinion. If it was a series of say six articles written by six different people over a period of six weeks that would make it more balanced perhaps. (Auckland, 30-55 years, female)

The Listener was the obvious choice for Treaty related stories. Most considered the Listener as an easily accessible publication and there was also a sense that it was a fairly 'straight up and down' magazine.

[Magazines?] I read the Listener and that's all. [Would that be a good medium?] Because I read it, yes. (Auckland, 30-55 years, female)

One of the advantages with Listener is it's nationwide so that's an advantage. Metro is really only Auckland. North and South, is that only in the main centres? (Auckland, Māori, male)

The Listener would be okay. All the other ones seem to be a little bit too expensive. (Auckland, Māori, male)

I've always thought the Listener was reasonably straight up and down. (Auckland, Māori, male)

■ Face-to-face

As was the case with the quantitative survey results, amongst Treaty interested respondents (38% total useful for seminars and workshops), focus group respondents also demonstrated mixed views on face-to-face mediums for spreading Treaty information with most shying away from the idea. Some noted that only people who were interested in the first place would make the effort to attend.

You're preaching to the converted. It's only going to be the people who want to know that would go. (Auckland, interested in Treaty, male)

The key concern with face-to-face mediums was that it was seen as likely to become confrontational.

As long as they saw the positive side of it. If they saw the negative and it started arguments in shopping centres and things like that. (Auckland, Māori, male)

[Would face-to-face be a vehicle?] You'd get confrontations. You always get well-meaning but more astringent (sic) people. Documentaries have to be conducted by somebody who's impartial. [That's the safest way to do it. You can sit down and look at something and make your own mind up. You don't have to listen to somebody or stand in a crowd where somebody's standing on a stage people will yell at them and some clown's going to get up there and start throwing things at you. (Interjection.)] (Auckland, Māori, male)

Some also noted that in a face-to-face environment there was a risk that New Zealanders would feel like they were having the Treaty forced on them.

[Face-to-face?] *I think a lot of the New Zealand population feels like they're kind of bashed over the head a bit with the Treaty. If that was the case then they'd feel invaded maybe.* (Auckland, young people, female)

For most the website had more merit as Treaty information could be accessed in a less threatening environment and on your own terms.

A website on the Treaty of Waitangi is an opportunity for someone to feel not bashed, not threatened – they can do it in their own time, they can spend as little or as much time as they like. It's non-confrontational. Therefore it gives a whole bunch more positive feel when you're experiencing it. (Auckland, young people, male)

Some suggested that for a road show type event on the Treaty to be well received it would need to be non-threatening and designed so that participants felt that they were in control. To achieve this some suggested a more relaxed event where people wandered around and chose what to participate in.

I think a Te Papa type road show would be quite cool. People could wander around. Maybe there'd be people to direct you. [You calling the shots?] Yes. (Auckland, young people, male)

Public debates garnered some support, as there was a sense that it was the only way to ensure a variety of perspectives were presented.

I think public debate is the only vehicle where you're not getting somebody's point of view when they have an axe to grind. It's the only way to actually hear many points of view because any workshop, leaflet drop, anything, they're all going to have a point of view. They're all going to be trying to sell you something. Debate is the only way. (Auckland, 30-55 years, male)

You could have it like in Any Questions that they have in England. Every Saturday morning they have Any Questions. You have four different people, either an entertainer, a journalist, an author or somebody and the audience asks the questions. It might be "what's your favourite colour" or "what's your opinion on the Treaty of Waitangi" and that's a great forum for different people. The audience asks questions. (Auckland, 30-55 years, female)

■ Radio

In the focus groups, there was some support for radio as a source of Treaty information. Radio was seen to often run quite informative shows and these could be useful to introduce Treaty information. It was clear that different groups were restricted to specific radio stations so any broadcasting in this area would need to be spread to reach wide audiences. While some felt that Radio Pacific or National Radio would be good stations to use others were more interested in student or alternative radio stations. Youth noted that they only listened to more mainstream music stations like The Edge or The Rock.

[What type of radio station would be the best way to get out information about the Treaty?] *Does anyone listen to George FM? At six o'clock in the morning they have Tamaiti, the full on radical dude. He's pretty cool. It gives him a different face. I used to think "oh what a radical" but you hear him on the radio in the morning and you get a personalised view of the guy and he gives his perspective on some of the stuff too which is pretty cool. I wouldn't listen to Radio New Zealand if I heard him on there, I'd switch it off.* (Auckland, interested in Treaty, male)

[Other channels?] *Radio Pacific. Student radio does quite good shows, really informative.* (Auckland, mixed, females)

Commercial radio ads. Probably our age group and younger aren't listening to the National Radio every morning but we are listening to the Edge and the Rock and stuff so maybe putting ads on that which are either specifically 10 second ads which give you maybe information bytes. "Did you know" bang, bang, bang. Find out more. [That would get your curiosity. (Interjection.)] (Auckland, young people, male)

Some Māori suggested that Māori based radio stations could also touch on Treaty issues.

There's always Mai FM. (Auckland, Māori, female)

Mai FM does a lot with te reo, speaking Māori. It would be nice if they could touch on the Treaty. (Auckland, interested in Treaty, female)

■ Schools

There was strong support for Treaty education in schools. Some noted that Treaty education in schools enabled you to target people right across the board. There was also the recognition that Treaty education should be repeated at different levels to ensure that the information was remembered.

I think if you're educating through the schools you are getting a cross-section of everyone, whereas if you're leaving it to the individual family, some kids will never hear about it and they'll never have respect for it ever. Others will have a completely different slant. So maybe if you have general education in school and everyone is getting the same, it's a basis anyway and they can develop. (Auckland, Māori, female)

I think something that's repetitive like how you learn your ABCs. That's how you'd learn about the Treaty, through school. Every year it's got to be continued. It can't just be done as a one or a two-year course. It's got to keep going. It's got to be part of the curriculum no matter what stage of school you're in. (Auckland, interested in Treaty, male)

VI. Current Access to Treaty Information

6.1 Current sources of information

■ Media

For most focus group respondents the media was a key source of Treaty information. Sources included television, radio and newspapers.

[Sources of Treaty information?] *Purely from the media, the news, newspapers.* (Auckland, young people, male)

Newspaper, television. (Auckland, interested in Treaty, male)

Mostly its just discussion we pick up here and there from the media. (Auckland, 30-55 years, male)

Media representations of the Treaty were largely viewed as irresponsible as they only presented polarised opinions.

You just get the media hype now. The polarised version of “this is what the Māori think, this is what the Pakeha think”. For the general public watching it, that’s the only news you’ve got on it. You’ve got nothing to go back on. That’s what the media does all the time. (Auckland, young people, female)

The media focus only on the bickering. (Auckland, 30-55 years, male)

Some Māori were sick of media representations of the Treaty and called for the chance to view more comprehensive discussions on the Treaty. They noted that they had limited robust information to base their own views upon.

You hear Kim Hill talking to Brash and all she’s doing is trying to wind him up. Late one night I saw somebody talking to a Māori leader some time ago and they were trying to do it in quarter of an hour. These are things that should be not front page tabloid crap but it needs proper discussion. [Every media attempt has a spin on it. Somebody wants something. (Interjection.)] It’s always biased and there’s no informed discussion on the Treaty I don’t think. (Auckland, Māori, male)

You’ll hear Holmes or some of these twits talking about it and we really don’t know what it is. If you could sit down quietly and read it. (Auckland, Māori, male)

■ Formal training

Generally there were two to three respondents in each group who had received formal training on the Treaty and were more Treaty aware than others. Some had completed courses at University, while others had received training on the Treaty through their occupation.

If you were interviewed to be a teacher, for example, you would have to say what you know about the Treaty of Waitangi. That's how I learnt through teaching and then talking with kaumatua and elders and then having it on my wall, going to Waitangi. (Auckland, interested in Treaty, female)

I chose to do a course on it at University because I didn't know anything about it. (Auckland, young people, female)

We had a workshop on how does the Treaty affect health delivery. (Auckland, 30-55 years, female)

■ Word of mouth

Some respondents recalled uncovering information on the Treaty via word of mouth discussions with family and friends. Most of these discussions involved different perspectives and opinions that people had on the Treaty.

Word of mouth, discussions. People have all got their own perspectives on it. Some are more authoritative than others. (Auckland, young people, male)

I grew up here. Our family's been here since about 1850 so basically my knowledge has come from when I was at school, what my parents and grandparents have told me and from my wife's side. She's Māori. Quite often you go back up there on the marae, and they have debates. (Auckland, interested in Treaty, male)

There isn't enough of it out there. Most of my information has just come from talking to people whenever the controversial conversation comes up, listening to their point of view. Probably about 80% of it from people and then the remainder from official sources like television programmes. Mainly through the media. I don't even know where you'd go right now, I suppose I could do a search, but there's no clear way to go and find out. There's not enough about it. (Auckland, young people, male)

■ Migrant information pack

Migrants who attended the groups noted that they had received a booklet containing information on the Treaty when they came to New Zealand. This had been a key source of information on the Treaty for this population segment.

I read a book ... kiwiana. It's a programme for the migrants. They give information about what's happening over here, what to do, what not to do. They give information about the Treaty. [When you first came to New Zealand they gave you information] Yes. Before coming to this country I got a booklet that this is an important document that you go through, before coming to this country. [That's what we should get when we come back into the country. (Interjection.)] [Can you describe the booklet?] Not big, maybe about 20 pages. [Was that size useful?] It was a good size. (Auckland, interested in Treaty, male)

[Where did you get information from on the Treaty?] The immigration package I received. Apart from that I was trying to get enrolled in one of the colleges and I had to write about the Treaty of Waitangi, about a page. Then I checked with the teachers and other people. I didn't go through the net. [Where did you go to find the information to write your page on the Treaty?] From the immigration package and the teachers at school too. I had to write my views. (Auckland, interested in Treaty, female)

■ Government

Government was not widely viewed as a key source of Treaty information. When asked which government department they would expect to obtain Treaty information from a variety of responses were offered including: The Waitangi Tribunal, Internal Affairs and Work and Income. There was some sense that different government departments would only reveal their own particular view and not give a wider Treaty explanation.

[Any government department you'd go to for information on the Treaty?] It would be something like the Waitangi Tribunal. (Auckland, young people, male)

Internal Affairs would probably be my best guess. I think you'd find various different viewpoints in various different government departments. [As to how it affects that department, not an overall view. (Interjection.)] (Auckland, young people, male)

■ Books

Some had read books that contained information on the Treaty. Michael King was a key author mentioned.

[Sources of knowledge?] I got hold of that Penguin History of New Zealand, the Michael King one. I got that from the library. [Read lots of history books?] Not a lot. I read newspaper articles and things like that. (Auckland, 30-55 years, male)

6.2 Barriers to understanding the Treaty

■ Confrontational

The Treaty for most was shrouded in conflict and confrontation, with discussions on the Treaty invariably turning into arguments. Respondents noted that they shied away from wanting to learn more as they did not wish to cause offence. This was particularly evident in the Māori group.

Any discussion in the media, the press or the television is always or seems to be confrontational. [Or it's got a political spin on it. (Interjection.)] Probably my generation really don't know a damn about it. It's only because I've got Māori affiliation that I'm a little bit sympathetic but haven't got a clue what it's on about. They just see Māori on the dole, the stereotype. [Is the negative portrayal a barrier for people wanting to know more about the Treaty?] I think sadly it can be. (Auckland, Māori, male)

It's time-consuming and also I don't think people want to confront or end up being confrontational about the Waitangi issue. (Auckland, Māori, female)

One Māori went as far as stating that Treaty issues had become a taboo subject in their circle.

You shouldn't talk about politics, religion and the Waitangi Tribunal. That's three taboo subjects. (Auckland, Māori, female)

Other non-Māori respondents were also reluctant to discuss the Treaty in case they caused offence or discussion ended in an argument.

[Barriers to finding out more about the Treaty?] Political correctness definitely. You cannot say what you want to say without it being misinterpreted and if what you say is what people do not want to hear, they just say that you're being racist. It's very hard to say anything without offending people. (Auckland, interested in Treaty, female)

They say they don't want to discuss it because it's a very sensitive topic and the less said about it the better. (Auckland, interested in Treaty, female)

People don't want it shoved down their throats. They don't want it to turn into a huge argument either. That's what the problem is. It turns into a big argument about everything every time you try to explain it. (Auckland, young people, male)

Some noted that if you tried to find out more about the Treaty you could be labelled a radical.

Another thing is possibly what you get branded. There can be adverse effects from trying to find out too much. You get labelled a radical. People aren't confident in what they're saying because there are too many sides to the story. [It's hard to have an opinion on it. (Interjection.)] As soon as you mention the Treaty or Waitangi and all the rest of it, "oh you're a radical, you're doing this or you favour them" or whatever. (Auckland, interested in Treaty, male)

■ Lack of neutral and accessible Treaty information

Some respondents felt that there was a lack of neutral information on the Treaty that they could trust.

For me it's just like neutrality. When you're looking at something and you're looking at where it's published, like if it's published by the Government people are probably not going to trust it because it's one point of view. If it's published by Māori you can't really trust it either because it's going to be their point of view. (Auckland, young people, female)

I've often been interested in reading about it but again, whom do you read? Because you can get conflicting reports. (Auckland, Māori, male)

Some noted that Treaty information appeared to be too difficult to digest as it was characterised by big words and legal phrases.

Can I tell you why I haven't found out about the Treaty? Because I find it really hard to concentrate and I'm not academic and all those big words and legal phrases. (Auckland, interested in Treaty, female)

Others felt that it would take considerable research to obtain an accurate picture of the Treaty, which was not what they wanted to spend their time on. They called for easier access to balanced information.

[Any other reasons that make it difficult to find out more about the Treaty?] It's research, but I don't want to do a research paper on it. That's what it almost requires because it's too complicated. [Hard to access?] That's right so you have to put it together yourself to rely on it. [You just want to read a Readers Digest version of it. (Interjection.)] And a reliable Readers Digest version. No hidden agendas. [From an unbiased person. (Interjection.)] (Auckland, 30-55 years, female)

That's why I feel the documentation should be gathered together, scanned, put onto the Internet, put on some CDs, everything so it's a lot more available, and translated, a huge amount of stuff that was in Māori, all those agreements. (Auckland, 30-55 years, male)

■ Treaty fatigue

Others noted that the general public had had enough of hearing about the Treaty (usually as a source of conflict) and this would overshadow any future constructive reference to the Treaty.

[Other barriers?] I think a lot of people have just had enough. They hear about the Treaty all the time and think "well come on mate". Despondent maybe. (Auckland, interested in Treaty, male)

■ Some feel excluded

There was also a sense that Treaty issues were constructed by some as a Māori/ Pakeha issue. Some non-Māori and non-Pakeha respondents noted that they got the impression from some that it was not their business; they suggested that the reality was that the Treaty affected all New Zealanders and migrants should not be excluded from debates.

Can I just add one more thing? I don't want to open up a hornets' nest here but one of the biggest barriers is the Māoris themselves. They say "what business is it of yours? You're not Māori" so therefore "it's our business, it's between us and the Crown". I've had this discussion with a couple of Māori friends and that's the perception I've got. "It's none of your business, it's to do with the Māori and the Crown." So everybody else should stand back and not have a view. That's going back to my point that I said before that it shouldn't be a Māori and Pakeha thing, it should be a national thing. [Does that make you reluctant to find out about the Treaty?] If you say something that somebody might think is culturally wrong, you're offending them. (Auckland, interested in Treaty, female)

I think one of the biggest things we're forgetting in this whole debate is that it's not – it's very much the Māoris point of view and the European's point of view. We forget about everyone else in the country. One in four people in Auckland now are Asian. I don't know what they think about it. (Auckland, 30-55 years, male)

Supplementary Tables

KNOWLEDGE OF THE TREATY OF WAITANGI

How much would you say you know about the Treaty of Waitangi - a lot, a fair amount, not much or hardly anything?

	Base	A lot	A fair amount	Not much	Hardly anything	Unsure
ALL	750	8%	45%	35%	11%	1%
AREA						
Auckland	210	9%	44%	34%	11%	2%
Provincial	354	8%	43%	35%	13%	1%
Christchurch	100	8%	47%	34%	11%	0%
Wellington	87	9%	48%	36%	7%	0%
RURAL	146	6%	43%	36%	15%	0%
SEX						
Male	359	10%	42%	32%	16%	0%
Female	391	7%	46%	37%	8%	2%
AGE GROUP						
Under 30	162	10%	41%	33%	16%	0%
30-44	235	7%	50%	33%	9%	1%
45-59	187	8%	44%	37%	10%	1%
60 Plus	167	11%	40%	36%	11%	2%
OCCUPATION						
Professionals, Managers	172	11%	59%	22%	8%	0%
Technicians, Associate Professionals	77	7%	51%	33%	7%	2%
Clerks	34	3%	29%	51%	17%	0%
Sales and service workers	71	7%	48%	29%	14%	2%
Blue Collar	133	4%	41%	37%	17%	1%
Students	52	17%	37%	37%	9%	0%
Retired	127	12%	37%	39%	10%	2%
Homemaker	55	2%	39%	46%	12%	1%
Not employed	13	4%	33%	50%	13%	0%
Self employed	18	26%	17%	55%	2%	0%
PERSONAL INCOME						
Less than \$15,000	169	6%	40%	41%	13%	0%
\$15,001-25,000	140	8%	44%	33%	14%	1%
\$25,001-30,000	53	8%	42%	40%	8%	2%
\$30,001-40,000	87	6%	40%	36%	18%	0%
\$40,001-50,000	84	11%	53%	29%	7%	0%
\$50,001-70,000	91	7%	52%	27%	12%	2%
More than \$70,000	68	14%	49%	30%	5%	2%
NZ Māori						
NZ Māori	77	23%	48%	25%	4%	0%
Non-Māori	673	7%	44%	36%	12%	1%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI						
Total interested (1+2)	270	14%	52%	28%	5%	1%
Total not interested (4+5)	270	6%	37%	37%	19%	1%

SIGNING OF THE TREATY ON BEHALF OF THE CROWN

Who signed the Treaty on behalf of the Crown?

	Base	Governor Hobson	Busby	Williams	Queen Victoria	Unsure	Other
ALL	750	28%	2%	0%	1%	54%	15%
AREA							
Auckland	210	25%	3%	0%	1%	59%	12%
Provincial	354	28%	2%	0%	1%	52%	17%
Christchurch	100	31%	3%	0%	0%	51%	15%
Wellington	87	33%	1%	0%	2%	48%	16%
RURAL	146	25%	1%	1%	3%	50%	20%
SEX							
Male	359	32%	2%	0%	1%	49%	16%
Female	391	24%	3%	0%	1%	58%	14%
AGE GROUP							
Under 30	162	11%	5%	0%	2%	74%	8%
30-44	235	21%	2%	0%	1%	62%	14%
45-59	187	32%	1%	0%	0%	42%	25%
60 Plus	167	51%	1%	0%	0%	35%	13%
OCCUPATION							
Professionals, Managers	172	32%	2%	0%	1%	53%	12%
Technicians, Associate Professionals	77	30%	2%	0%	0%	56%	12%
Clerks	34	15%	0%	0%	4%	64%	17%
Sales and service workers	71	15%	1%	0%	0%	70%	14%
Blue Collar	133	21%	3%	0%	2%	54%	20%
Students	52	18%	7%	3%	0%	59%	13%
Retired	127	53%	2%	0%	1%	32%	12%
Homemaker	55	9%	4%	0%	0%	68%	19%
Not employed	13	19%	0%	0%	0%	65%	16%
Self employed	18	32%	0%	0%	0%	44%	24%
PERSONAL INCOME							
Less than \$15,000	169	23%	1%	1%	1%	61%	13%
\$15,001-25,000	140	27%	2%	0%	0%	60%	11%
\$25,001-30,000	53	35%	4%	0%	3%	43%	15%
\$30,001-40,000	87	30%	3%	0%	2%	49%	16%
\$40,001-50,000	84	30%	2%	0%	1%	52%	15%
\$50,001-70,000	91	30%	1%	0%	2%	51%	16%
More than \$70,000	68	38%	1%	0%	0%	41%	20%
NZ Māori	77	21%	4%	2%	0%	51%	22%
Non-Māori	673	29%	2%	0%	1%	54%	14%
KNOWLEDGE OF THE TREATY OF WAITANGI							
A lot + A fair amount	398	37%	4%	0%	0%	43%	16%
Not much + Hardly anything	345	19%	0%	0%	2%	66%	13%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI							
Total interested (1+2)	270	31%	3%	1%	1%	47%	17%
Total not interested (4+5)	270	25%	2%	0%	2%	57%	14%

YEAR OF SIGNING THE TREATY

When was the Treaty signed?

	Base	Prior to 1840	"In the 1800's"	1840	1841-1860	1861-1900	After 1900	Unsure
ALL	750	5%	8%	34%	13%	9%	1%	30%
AREA								
Auckland	210	7%	8%	33%	14%	11%	1%	26%
Provincial	354	4%	6%	33%	10%	9%	1%	37%
Christchurch	100	4%	9%	42%	15%	6%	0%	24%
Wellington	87	8%	11%	34%	19%	11%	0%	17%
RURAL	146	5%	8%	34%	10%	6%	0%	37%
SEX								
Male	359	6%	7%	35%	17%	9%	1%	25%
Female	391	5%	9%	34%	9%	9%	0%	34%
AGE GROUP								
Under 30	162	1%	9%	24%	17%	11%	3%	35%
30-44	235	6%	8%	33%	14%	10%	0%	29%
45-59	187	6%	10%	29%	11%	12%	0%	32%
60 Plus	167	9%	4%	52%	9%	4%	0%	22%
OCCUPATION								
Professionals, Managers	172	8%	6%	43%	11%	14%	0%	18%
Technicians, Associate Professionals	77	4%	10%	30%	16%	7%	0%	33%
Clerks	34	3%	3%	27%	13%	12%	0%	42%
Sales and service workers	71	9%	6%	20%	15%	5%	2%	43%
Blue Collar	133	2%	14%	26%	12%	9%	1%	36%
Students	52	4%	4%	35%	14%	15%	2%	26%
Retired	127	7%	5%	51%	8%	4%	0%	25%
Homemaker	55	5%	15%	20%	19%	8%	0%	33%
Not employed	13	0%	5%	13%	9%	7%	0%	66%
Self employed	18	5%	6%	47%	26%	8%	0%	8%
PERSONAL INCOME								
Less than \$15,000	169	5%	7%	30%	11%	10%	1%	36%
\$15,001-25,000	140	5%	9%	38%	6%	5%	2%	35%
\$25,001-30,000	53	11%	13%	30%	14%	8%	0%	24%
\$30,001-40,000	87	5%	7%	38%	12%	7%	0%	31%
\$40,001-50,000	84	3%	9%	35%	20%	12%	1%	20%
\$50,001-70,000	91	10%	5%	35%	12%	15%	0%	23%
More than \$70,000	68	5%	4%	37%	23%	16%	0%	15%
NZ Māori								
NZ Māori	77	2%	11%	38%	19%	4%	0%	26%
Non-Māori	673	6%	7%	34%	12%	10%	1%	30%
KNOWLEDGE OF THE TREATY OF WAITANGI								
A lot + A fair amount	398	6%	7%	43%	14%	10%	1%	19%
Not much + Hardly anything	345	4%	9%	25%	12%	8%	0%	42%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI								
Total interested (1+2)	270	8%	5%	38%	14%	10%	0%	25%
Total not interested (4+5)	270	4%	9%	33%	11%	9%	2%	32%

BODY RESPONSIBLE FOR HEARING TREATY CLAIMS

What is the body responsible for hearing Treaty of Waitangi claims?

	Base	Waitangi Tribunal	The Office of Treaty Settlements	Unsure	Other
ALL	750	47%	1%	46%	6%
AREA					
Auckland	210	45%	0%	50%	5%
Provincial	354	46%	1%	46%	7%
Christchurch	100	49%	0%	46%	5%
Wellington	87	59%	0%	36%	5%
RURAL	146	42%	1%	49%	8%
SEX					
Male	359	56%	0%	38%	6%
Female	391	39%	1%	54%	6%
AGE GROUP					
Under 30	162	31%	1%	60%	8%
30-44	235	53%	0%	42%	5%
45-59	187	53%	0%	39%	8%
60 Plus	167	50%	1%	45%	4%
OCCUPATION					
Professionals, Managers	172	57%	0%	40%	3%
Technicians, Associate Professionals	77	63%	0%	33%	4%
Clerks	34	40%	0%	54%	6%
Sales and service workers	71	34%	0%	57%	9%
Blue Collar	133	44%	1%	46%	9%
Students	52	43%	3%	47%	7%
Retired	127	46%	1%	49%	4%
Homemaker	55	33%	2%	58%	7%
Not employed	13	35%	0%	46%	19%
Self employed	18	58%	0%	32%	10%
PERSONAL INCOME					
Less than \$15,000	169	34%	2%	58%	6%
\$15,001-25,000	140	36%	0%	58%	6%
\$25,001-30,000	53	46%	2%	44%	8%
\$30,001-40,000	87	54%	0%	40%	6%
\$40,001-50,000	84	58%	0%	36%	6%
\$50,001-70,000	91	65%	0%	30%	5%
More than \$70,000	68	65%	0%	28%	7%
NZ Māori	77	43%	0%	49%	8%
Non-Māori	673	48%	1%	45%	6%
KNOWLEDGE OF THE TREATY OF WAITANGI					
A lot + A fair amount	398	56%	1%	36%	7%
Not much + Hardly anything	345	37%	0%	57%	6%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI					
Total interested (1+2)	270	50%	1%	41%	8%
Total not interested (4+5)	270	45%	1%	49%	5%

LEVEL OF INTEREST IN THE TREATY OF WAITANGI

Using a scale of 1 to 5 where 1 means you are very interested and 5 not interested at all - how interested would you be in finding out more about the Treaty of Waitangi?

	Base	1 Very interested	2	3	4	5 Not interested at all	Unsure
ALL	750	18%	18%	28%	15%	21%	0%
AREA							
Auckland	210	21%	20%	28%	14%	17%	0%
Provincial	354	17%	16%	27%	14%	25%	1%
Christchurch	100	11%	20%	27%	16%	26%	0%
Wellington	87	23%	20%	32%	15%	10%	0%
RURAL	146	16%	19%	22%	17%	26%	0%
SEX							
Male	359	17%	20%	29%	12%	22%	0%
Female	391	19%	16%	27%	17%	21%	0%
AGE GROUP							
Under 30	162	19%	21%	31%	14%	14%	1%
30-44	235	21%	22%	27%	15%	15%	0%
45-59	187	14%	16%	30%	17%	23%	0%
60 Plus	167	17%	12%	23%	13%	35%	0%
OCCUPATION							
Professionals, Managers	172	18%	18%	32%	17%	15%	0%
Technicians, Associate Professionals	77	24%	22%	32%	7%	15%	0%
Clerks	34	16%	17%	24%	21%	22%	0%
Sales and service workers	71	18%	19%	22%	20%	20%	1%
Blue Collar	133	13%	19%	28%	11%	29%	0%
Students	52	28%	19%	30%	18%	5%	0%
Retired	127	19%	9%	24%	14%	34%	0%
Homemaker	55	13%	29%	24%	15%	19%	0%
Not employed	13	23%	19%	38%	0%	20%	0%
Self employed	18	19%	12%	28%	19%	22%	0%
PERSONAL INCOME							
Less than \$15,000	169	20%	18%	22%	18%	22%	0%
\$15,001-25,000	140	20%	12%	31%	14%	23%	0%
\$25,001-30,000	53	21%	24%	29%	6%	20%	0%
\$30,001-40,000	87	13%	26%	22%	15%	24%	0%
\$40,001-50,000	84	21%	22%	29%	12%	16%	0%
\$50,001-70,000	91	12%	15%	39%	18%	16%	0%
More than \$70,000	68	23%	20%	30%	13%	14%	0%
NZ Māori	77	42%	24%	11%	8%	15%	0%
Non-Māori	673	15%	17%	30%	16%	22%	0%
KNOWLEDGE OF THE TREATY OF WAITANGI							
A lot + A fair amount	398	23%	22%	26%	14%	15%	0%
Not much + Hardly anything	345	12%	14%	31%	15%	28%	0%

TREATY KNOWLEDGE HELP IMPROVE NEW ZEALANDERS UNDERSTANDINGS OF THEIR COUNTRY

Using a scale of 1 to 5 where 1 means you strongly agree and 5 you strongly disagree - how strongly do you agree or disagree with the following statement?

Greater knowledge about the Treaty of Waitangi would help many New Zealanders have a better understanding of our country and its history

	Base	1, Strongly agree	2	3	4	5, Strongly disagree	Unsure
ALL	750	35%	22%	19%	10%	13%	1%
AREA							
Auckland	210	38%	24%	18%	11%	8%	1%
Provincial	354	30%	23%	19%	11%	15%	2%
Christchurch	100	36%	18%	23%	6%	16%	1%
Wellington	87	47%	18%	14%	6%	15%	0%
RURAL	146	30%	24%	19%	8%	17%	2%
SEX							
Male	359	33%	22%	17%	13%	14%	1%
Female	391	37%	22%	19%	8%	12%	2%
AGE GROUP							
Under 30	162	37%	26%	20%	7%	9%	1%
30-44	235	39%	24%	17%	10%	10%	0%
45-59	187	31%	22%	18%	14%	14%	1%
60 Plus	167	32%	16%	20%	9%	21%	2%
OCCUPATION							
Professionals, Managers	172	33%	25%	20%	10%	12%	0%
Technicians, Associate Professionals	77	45%	23%	14%	12%	6%	0%
Clerks	34	39%	20%	16%	12%	13%	0%
Sales and service workers	71	32%	15%	30%	15%	6%	2%
Blue Collar	133	31%	23%	17%	9%	19%	1%
Students	52	49%	30%	14%	5%	2%	0%
Retired	127	33%	16%	18%	10%	20%	3%
Homemaker	55	32%	30%	17%	9%	10%	2%
Not employed	13	42%	27%	14%	4%	13%	0%
Self employed	18	33%	16%	12%	16%	23%	0%
PERSONAL INCOME							
Less than \$15,000	169	37%	25%	17%	9%	12%	0%
\$15,001-25,000	140	38%	22%	15%	8%	16%	1%
\$25,001-30,000	53	40%	21%	24%	7%	8%	0%
\$30,001-40,000	87	35%	19%	20%	9%	16%	1%
\$40,001-50,000	84	36%	24%	20%	10%	10%	0%
\$50,001-70,000	91	31%	23%	20%	14%	11%	1%
More than \$70,000	68	32%	25%	11%	18%	14%	0%
NZ Māori	77	61%	15%	13%	3%	8%	0%
Non-Māori	673	32%	23%	19%	11%	14%	1%
KNOWLEDGE OF THE TREATY OF WAITANGI							
A lot + A fair amount	398	41%	21%	18%	10%	9%	1%
Not much + Hardly anything	345	27%	24%	19%	10%	18%	2%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI							
Total interested (1+2)	270	67%	20%	10%	2%	1%	0%
Total not interested (4+5)	270	11%	14%	19%	21%	32%	3%

INTEREST IN INFORMATION ABOUT HOW THE TREATY IMPACTS ON TODAY

Using a scale where 1 means you are very interested and 5 not interested at all - how interested would you be in finding out more about the following aspects of the Treaty?

What the Treaty means to New Zealand today

	Base	1 Very interested	2	3	4	5 Not interested at all	Unsure
ALL	479	41%	32%	18%	3%	5%	1%
AREA							
Auckland	144	38%	39%	16%	2%	3%	2%
Provincial	212	39%	30%	20%	4%	7%	0%
Christchurch	58	39%	34%	21%	3%	2%	1%
Wellington	65	54%	24%	17%	3%	2%	0%
RURAL	83	43%	32%	21%	2%	2%	0%
SEX							
Male	237	39%	34%	17%	4%	5%	1%
Female	242	43%	30%	20%	3%	4%	0%
AGE GROUP							
Under 30	117	39%	38%	18%	3%	2%	0%
30-44	165	43%	32%	17%	2%	5%	1%
45-59	112	41%	32%	17%	2%	7%	1%
60 Plus	85	40%	25%	24%	7%	4%	0%
OCCUPATION							
Professionals, Managers	116	38%	32%	23%	4%	2%	1%
Technicians, Associate Professionals	60	46%	41%	13%	0%	0%	0%
Clerks	19	46%	25%	29%	0%	0%	0%
Sales and service workers	42	37%	42%	11%	3%	7%	0%
Blue Collar	80	38%	31%	21%	3%	4%	3%
Students	40	60%	24%	9%	2%	5%	0%
Retired	65	41%	24%	18%	8%	9%	0%
Homemaker	36	32%	36%	23%	5%	4%	0%
Not employed	10	55%	27%	0%	0%	18%	0%
Self employed	11	20%	41%	24%	0%	15%	0%
PERSONAL INCOME							
Less than \$15,000	102	45%	30%	16%	5%	4%	0%
\$15,001-25,000	88	43%	29%	16%	6%	6%	0%
\$25,001-30,000	39	43%	32%	21%	0%	2%	2%
\$30,001-40,000	52	39%	39%	15%	2%	3%	2%
\$40,001-50,000	61	45%	35%	18%	0%	2%	0%
\$50,001-70,000	60	38%	30%	25%	0%	7%	0%
More than \$70,000	49	36%	33%	17%	8%	4%	2%
NZ Māori	59	67%	18%	13%	0%	2%	0%
Non-Māori	420	37%	34%	19%	4%	5%	1%
KNOWLEDGE OF THE TREATY OF WAITANGI							
A lot + A fair amount	280	45%	31%	17%	4%	3%	0%
Not much + Hardly anything	195	34%	35%	21%	3%	6%	1%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI							
Total interested (1+2)	270	61%	30%	4%	1%	3%	1%

INTEREST IN INFORMATION ABOUT WHY THERE ARE HISTORICAL TREATY SETTLEMENTS TODAY

Using a scale where 1 means you are very interested and 5 not interested at all - how interested would you be in finding out more about the following aspects of the Treaty?

Why there are historical treaty settlements today

	Base	1 Very interested	2	3	4	5 Not interested at all	Unsure
ALL	479	34%	33%	22%	5%	5%	1%
AREA							
Auckland	144	32%	35%	20%	5%	6%	2%
Provincial	212	35%	29%	25%	4%	6%	1%
Christchurch	58	34%	41%	15%	7%	3%	0%
Wellington	65	37%	30%	20%	10%	3%	0%
RURAL	83	40%	33%	19%	4%	4%	0%
SEX							
Male	237	31%	35%	23%	6%	5%	0%
Female	242	38%	30%	20%	5%	6%	1%
AGE GROUP							
Under 30	117	33%	35%	23%	7%	2%	0%
30-44	165	38%	32%	15%	6%	7%	2%
45-59	112	34%	34%	23%	2%	7%	0%
60 Plus	85	29%	28%	31%	7%	5%	0%
OCCUPATION							
Professionals, Managers	116	33%	29%	28%	4%	5%	1%
Technicians, Associate Professionals	60	26%	39%	23%	5%	7%	0%
Clerks	19	35%	45%	20%	0%	0%	0%
Sales and service workers	42	40%	31%	18%	6%	5%	0%
Blue Collar	80	36%	37%	18%	3%	5%	1%
Students	40	33%	38%	17%	10%	2%	0%
Retired	65	32%	28%	26%	6%	8%	0%
Homemaker	36	39%	28%	15%	11%	4%	3%
Not employed	10	46%	24%	12%	0%	18%	0%
Self employed	11	53%	14%	17%	10%	6%	0%
PERSONAL INCOME							
Less than \$15,000	102	37%	37%	17%	6%	2%	1%
\$15,001-25,000	88	41%	24%	19%	8%	8%	0%
\$25,001-30,000	39	37%	35%	26%	0%	2%	0%
\$30,001-40,000	52	28%	37%	26%	2%	5%	2%
\$40,001-50,000	61	38%	33%	22%	2%	5%	0%
\$50,001-70,000	60	30%	25%	32%	3%	8%	2%
More than \$70,000	49	33%	34%	15%	10%	8%	0%
NZ Māori	59	57%	24%	17%	0%	2%	0%
Non-Māori	420	31%	34%	22%	6%	6%	1%
KNOWLEDGE OF THE TREATY OF WAITANGI							
A lot + A fair amount	280	38%	32%	20%	5%	5%	0%
Not much + Hardly anything	195	30%	32%	25%	6%	5%	2%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI							
Total interested (1+2)	270	49%	35%	11%	2%	2%	1%

INTEREST IN LEARNING MORE ABOUT TREATY EXPECTATIONS

Using a scale where 1 means you are very interested and 5 not interested at all - how interested would you be in finding out more about the following aspects of the Treaty?

What were the expectations of the parties who signed the Treaty

	Base	1 Very interested	2	3	4	5 Not interested at all	Unsure
ALL	479	40%	28%	17%	7%	6%	2%
AREA							
Auckland	144	45%	24%	15%	6%	8%	2%
Provincial	212	38%	31%	17%	6%	7%	1%
Christchurch	58	34%	34%	21%	7%	3%	1%
Wellington	65	39%	24%	18%	12%	5%	2%
RURAL	83	40%	27%	16%	12%	5%	0%
SEX							
Male	237	37%	29%	16%	9%	7%	2%
Female	242	42%	28%	19%	4%	6%	1%
AGE GROUP							
Under 30	117	46%	23%	15%	12%	4%	0%
30-44	165	40%	34%	15%	3%	6%	2%
45-59	112	35%	30%	18%	8%	8%	1%
60 Plus	85	37%	22%	23%	5%	8%	5%
OCCUPATION							
Professionals, Managers	116	31%	30%	21%	11%	6%	1%
Technicians, Associate Professionals	60	44%	30%	15%	3%	6%	2%
Clerks	19	49%	28%	13%	5%	5%	0%
Sales and service workers	42	38%	33%	17%	6%	5%	1%
Blue Collar	80	39%	35%	15%	8%	2%	1%
Students	40	53%	20%	9%	10%	8%	0%
Retired	65	37%	19%	24%	6%	10%	4%
Homemaker	36	52%	26%	19%	0%	3%	0%
Not employed	10	48%	36%	0%	0%	9%	7%
Self employed	11	36%	19%	15%	4%	26%	0%
PERSONAL INCOME							
Less than \$15,000	102	49%	21%	18%	6%	5%	1%
\$15,001-25,000	88	42%	28%	17%	7%	5%	1%
\$25,001-30,000	39	39%	36%	14%	5%	6%	0%
\$30,001-40,000	52	31%	40%	14%	3%	8%	4%
\$40,001-50,000	61	42%	30%	18%	7%	3%	0%
\$50,001-70,000	60	31%	28%	25%	10%	6%	0%
More than \$70,000	49	40%	24%	12%	10%	10%	4%
NZ Māori	59	65%	18%	6%	7%	4%	0%
Non-Māori	420	36%	30%	19%	7%	6%	2%
KNOWLEDGE OF THE TREATY OF WAITANGI							
A lot + A fair amount	280	43%	27%	15%	8%	6%	1%
Not much + Hardly anything	195	34%	31%	20%	6%	7%	2%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI							
Total interested (1+2)	270	58%	29%	6%	2%	3%	2%

INTEREST IN LEARNING MORE ABOUT IF THE TREATY WAS HONoured OR BREACHED

Using a scale where 1 means you are very interested and 5 not interested at all - how interested would you be in finding out more about the following aspects of the Treaty?

Whether the Treaty has been honoured or breached and in what ways

	Base	1 Very interested	2	3	4	5 Not interested at all	Unsure
ALL	479	37%	29%	17%	8%	6%	3%
AREA							
Auckland	144	37%	32%	14%	7%	7%	3%
Provincial	212	34%	29%	20%	7%	7%	3%
Christchurch	58	36%	27%	21%	11%	2%	3%
Wellington	65	43%	23%	14%	12%	5%	3%
RURAL	83	37%	26%	19%	10%	5%	3%
SEX							
Male	237	36%	29%	17%	10%	5%	3%
Female	242	37%	28%	17%	6%	8%	4%
AGE GROUP							
Under 30	117	35%	36%	12%	9%	5%	3%
30-44	165	42%	27%	15%	9%	5%	2%
45-59	112	35%	26%	23%	5%	7%	4%
60 Plus	85	30%	24%	21%	9%	10%	6%
OCCUPATION							
Professionals, Managers	116	33%	32%	20%	7%	6%	2%
Technicians, Associate Professionals	60	36%	35%	19%	7%	3%	0%
Clerks	19	37%	39%	8%	11%	5%	0%
Sales and service workers	42	31%	32%	8%	14%	11%	4%
Blue Collar	80	42%	29%	19%	6%	1%	3%
Students	40	50%	19%	6%	9%	11%	5%
Retired	65	34%	18%	19%	8%	14%	7%
Homemaker	36	34%	24%	30%	8%	0%	4%
Not employed	10	46%	25%	12%	0%	9%	8%
Self employed	11	19%	41%	16%	15%	9%	0%
PERSONAL INCOME							
Less than \$15,000	102	45%	24%	18%	8%	3%	2%
\$15,001-25,000	88	39%	23%	15%	10%	10%	3%
\$25,001-30,000	39	39%	29%	19%	7%	4%	2%
\$30,001-40,000	52	32%	39%	13%	6%	8%	2%
\$40,001-50,000	61	35%	38%	14%	9%	4%	0%
\$50,001-70,000	60	28%	35%	22%	6%	8%	1%
More than \$70,000	49	39%	23%	18%	11%	4%	5%
NZ Māori	59	57%	22%	14%	3%	4%	0%
Non-Māori	420	34%	30%	18%	9%	6%	3%
KNOWLEDGE OF THE TREATY OF WAITANGI							
A lot + A fair amount	280	44%	25%	18%	7%	5%	1%
Not much + Hardly anything	195	27%	35%	17%	9%	7%	5%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI							
Total interested (1+2)	270	58%	29%	4%	2%	4%	3%

INTEREST IN LEARNING MORE ABOUT WHY THERE WAS A TREATY

Using a scale where 1 means you are very interested and 5 not interested at all - how interested would you be in finding out more about the following aspects of the Treaty?

Why there was a Treaty

	Base	1 Very interested	2	3	4	5 Not interested at all	Unsure
ALL	479	34%	27%	25%	8%	6%	0%
AREA							
Auckland	144	37%	23%	23%	9%	7%	1%
Provincial	212	33%	28%	25%	7%	7%	0%
Christchurch	58	27%	34%	31%	3%	4%	1%
Wellington	65	37%	25%	22%	13%	3%	0%
RURAL	83	36%	27%	26%	6%	4%	1%
SEX							
Male	237	32%	31%	26%	6%	5%	0%
Female	242	36%	23%	24%	10%	7%	0%
AGE GROUP							
Under 30	117	32%	33%	19%	11%	5%	0%
30-44	165	32%	26%	29%	7%	6%	0%
45-59	112	35%	28%	22%	6%	8%	1%
60 Plus	85	39%	20%	27%	7%	5%	2%
OCCUPATION							
Professionals, Managers	116	28%	26%	24%	14%	8%	0%
Technicians, Associate Professionals	60	30%	31%	30%	3%	6%	0%
Clerks	19	41%	33%	21%	0%	5%	0%
Sales and service workers	42	41%	25%	17%	7%	10%	0%
Blue Collar	80	29%	36%	29%	4%	1%	1%
Students	40	42%	21%	27%	0%	10%	0%
Retired	65	41%	16%	21%	13%	7%	2%
Homemaker	36	25%	35%	32%	8%	0%	0%
Not employed	10	63%	0%	28%	0%	9%	0%
Self employed	11	51%	30%	4%	15%	0%	0%
PERSONAL INCOME							
Less than \$15,000	102	42%	25%	26%	3%	4%	0%
\$15,001-25,000	88	36%	23%	21%	10%	9%	1%
\$25,001-30,000	39	36%	30%	25%	2%	5%	2%
\$30,001-40,000	52	31%	41%	20%	6%	2%	0%
\$40,001-50,000	61	35%	27%	20%	12%	6%	0%
\$50,001-70,000	60	26%	26%	26%	12%	10%	0%
More than \$70,000	49	31%	23%	31%	9%	6%	0%
NZ Māori	59	55%	26%	15%	2%	2%	0%
Non-Māori	420	31%	27%	26%	9%	6%	1%
KNOWLEDGE OF THE TREATY OF WAITANGI							
A lot + A fair amount	280	36%	24%	25%	8%	6%	1%
Not much + Hardly anything	195	31%	32%	24%	8%	5%	0%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI							
Total interested (1+2)	270	50%	29%	15%	3%	3%	0%

INTEREST IN TREATY TIME LINE FROM PAST TO PRESENT

Using a scale where 1 means you are very interested and 5 not interested at all - how interested would you be in finding out more about the following aspects of the Treaty?

Time line of the major Treaty based events from signing to the present day

	Base	1 Very interested	2	3	4	5 Not interested at all	Unsure
ALL	479	31%	24%	28%	8%	7%	2%
AREA							
Auckland	144	33%	27%	22%	10%	7%	1%
Provincial	212	31%	24%	32%	5%	6%	2%
Christchurch	58	26%	27%	35%	4%	7%	1%
Wellington	65	34%	18%	22%	17%	9%	0%
RURAL	83	29%	27%	26%	12%	6%	0%
SEX							
Male	237	27%	27%	30%	8%	7%	1%
Female	242	35%	22%	25%	9%	7%	2%
AGE GROUP							
Under 30	117	32%	22%	33%	7%	6%	0%
30-44	165	31%	26%	25%	10%	7%	1%
45-59	112	32%	26%	26%	5%	10%	1%
60 Plus	85	29%	22%	30%	9%	5%	5%
OCCUPATION							
Professionals, Managers	116	24%	25%	35%	8%	7%	1%
Technicians, Associate Professionals	60	40%	20%	26%	9%	4%	1%
Clerks	19	21%	56%	13%	5%	5%	0%
Sales and service workers	42	29%	15%	28%	10%	18%	0%
Blue Collar	80	31%	28%	29%	8%	3%	1%
Students	40	37%	25%	26%	9%	3%	0%
Retired	65	33%	19%	23%	10%	9%	6%
Homemaker	36	31%	19%	36%	7%	7%	0%
Not employed	10	57%	27%	7%	0%	9%	0%
Self employed	11	26%	31%	15%	4%	24%	0%
PERSONAL INCOME							
Less than \$15,000	102	40%	24%	26%	7%	3%	0%
\$15,001-25,000	88	33%	24%	23%	8%	10%	2%
\$25,001-30,000	39	39%	11%	39%	9%	2%	0%
\$30,001-40,000	52	24%	31%	26%	9%	8%	2%
\$40,001-50,000	61	29%	28%	32%	3%	8%	0%
\$50,001-70,000	60	24%	21%	34%	12%	9%	0%
More than \$70,000	49	32%	26%	21%	12%	8%	1%
NZ Māori	59	50%	21%	21%	6%	2%	0%
Non-Māori	420	28%	25%	29%	9%	8%	1%
KNOWLEDGE OF THE TREATY OF WAITANGI							
A lot + A fair amount	280	36%	24%	24%	9%	6%	1%
Not much + Hardly anything	195	23%	25%	35%	7%	8%	2%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI							
Total interested (1+2)	270	49%	27%	16%	3%	4%	1%

INTEREST IN WHAT THE TREATY OF WAITANGI SAID

Using a scale where 1 means you are very interested and 5 not interested at all - how interested would you be in finding out more about the following aspects of the Treaty?

What the Treaty said

	Base	1 Very interested	2	3	4	5 Not interested at all	Unsure
ALL	479	37%	28%	22%	8%	5%	0%
AREA							
Auckland	144	42%	25%	22%	7%	4%	0%
Provincial	212	34%	32%	20%	8%	6%	0%
Christchurch	58	34%	28%	28%	5%	5%	0%
Wellington	65	37%	21%	24%	12%	5%	1%
RURAL	83	41%	28%	21%	5%	4%	1%
SEX							
Male	237	34%	32%	22%	7%	5%	0%
Female	242	39%	24%	23%	9%	5%	0%
AGE GROUP							
Under 30	117	37%	30%	21%	10%	2%	0%
30-44	165	40%	29%	17%	9%	5%	0%
45-59	112	33%	30%	25%	3%	8%	1%
60 Plus	85	37%	20%	31%	8%	3%	1%
OCCUPATION							
Professionals, Managers	116	28%	32%	25%	10%	4%	1%
Technicians, Associate Professionals	60	36%	30%	25%	5%	4%	0%
Clerks	19	43%	8%	32%	0%	17%	0%
Sales and service workers	42	41%	21%	19%	13%	6%	0%
Blue Collar	80	36%	37%	19%	5%	3%	0%
Students	40	48%	27%	11%	11%	3%	0%
Retired	65	39%	17%	28%	9%	7%	0%
Homemaker	36	37%	32%	24%	4%	3%	0%
Not employed	10	55%	24%	12%	0%	9%	0%
Self employed	11	49%	33%	4%	14%	0%	0%
PERSONAL INCOME							
Less than \$15,000	102	44%	27%	21%	5%	3%	0%
\$15,001-25,000	88	44%	18%	20%	12%	6%	0%
\$25,001-30,000	39	37%	39%	20%	2%	2%	0%
\$30,001-40,000	52	34%	39%	15%	9%	3%	0%
\$40,001-50,000	61	34%	28%	22%	11%	4%	1%
\$50,001-70,000	60	26%	32%	28%	8%	6%	0%
More than \$70,000	49	37%	20%	27%	8%	7%	1%
NZ Māori	59	60%	18%	15%	3%	4%	0%
Non-Māori	420	34%	29%	24%	8%	5%	0%
KNOWLEDGE OF THE TREATY OF WAITANGI							
A lot + A fair amount	280	40%	25%	21%	9%	5%	0%
Not much + Hardly anything	195	31%	33%	24%	7%	5%	0%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI							
Total interested (1+2)	270	57%	29%	8%	3%	3%	0%

USEFULNESS OF TELEVISION DOCUMENTARY SERIES AS A SOURCE OF TREATY INFORMATION

Using a scale where 1 means it would be very useful and 5 not useful at all
 - how useful would the following sources of information be to you
 personally if you were trying to find out more about the Treaty?

Television documentary series

	Base	1 Very useful	2	3	4	5 Not useful at all	Unsure
ALL	479	45%	28%	14%	5%	7%	1%
AREA							
Auckland	144	44%	31%	15%	4%	5%	1%
Provincial	212	45%	28%	14%	4%	8%	1%
Christchurch	58	48%	22%	10%	11%	9%	0%
Wellington	65	47%	28%	16%	3%	6%	0%
RURAL	83	39%	29%	20%	3%	9%	0%
SEX							
Male	237	42%	32%	14%	4%	7%	1%
Female	242	50%	24%	14%	5%	6%	1%
AGE GROUP							
Under 30	117	46%	31%	11%	6%	6%	0%
30-44	165	48%	26%	16%	3%	5%	2%
45-59	112	45%	27%	15%	6%	6%	1%
60 Plus	85	41%	30%	14%	3%	11%	1%
OCCUPATION							
Professionals, Managers	116	42%	32%	16%	3%	7%	0%
Technicians, Associate Professionals	60	51%	32%	14%	1%	2%	0%
Clerks	19	24%	49%	19%	8%	0%	0%
Sales and service workers	42	57%	18%	10%	2%	10%	3%
Blue Collar	80	43%	33%	10%	5%	7%	2%
Students	40	60%	14%	15%	9%	2%	0%
Retired	65	41%	27%	12%	6%	13%	1%
Homemaker	36	39%	27%	16%	10%	8%	0%
Not employed	10	40%	8%	35%	0%	9%	8%
Self employed	11	67%	13%	20%	0%	0%	0%
PERSONAL INCOME							
Less than \$15,000	102	56%	21%	13%	4%	5%	1%
\$15,001-25,000	88	44%	26%	15%	10%	5%	0%
\$25,001-30,000	39	42%	33%	12%	0%	13%	0%
\$30,001-40,000	52	57%	21%	16%	2%	4%	0%
\$40,001-50,000	61	39%	36%	18%	1%	6%	0%
\$50,001-70,000	60	35%	40%	10%	7%	8%	0%
More than \$70,000	49	42%	30%	17%	3%	4%	4%
NZ Māori	59	49%	30%	19%	0%	2%	0%
Non-Māori	420	45%	28%	13%	5%	8%	1%
KNOWLEDGE OF THE TREATY OF WAITANGI							
A lot + A fair amount	280	46%	29%	17%	3%	5%	0%
Not much + Hardly anything	195	45%	28%	10%	7%	9%	1%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI							
Total interested (1+2)	270	57%	23%	11%	2%	6%	1%

USEFULNESS OF BOOKS AS A SOURCE OF TREATY INFORMATION

Using a scale where 1 means it would be very useful and 5 not useful at all
 - how useful would the following sources of information be to you
 personally if you were trying to find out more about the Treaty?

Books

	Base	1 Very useful	2	3	4	5 Not useful at all	Unsure
ALL	479	30%	28%	25%	10%	6%	1%
AREA							
Auckland	144	28%	32%	21%	11%	5%	3%
Provincial	212	27%	29%	25%	11%	7%	1%
Christchurch	58	43%	19%	24%	7%	7%	0%
Wellington	65	34%	25%	31%	5%	5%	0%
RURAL	83	34%	34%	20%	3%	9%	0%
SEX							
Male	237	25%	33%	25%	9%	7%	1%
Female	242	35%	24%	24%	10%	6%	1%
AGE GROUP							
Under 30	117	31%	34%	27%	6%	1%	1%
30-44	165	30%	27%	23%	14%	4%	2%
45-59	112	25%	31%	29%	6%	9%	0%
60 Plus	85	35%	22%	18%	10%	13%	2%
OCCUPATION							
Professionals, Managers	116	24%	25%	32%	12%	6%	1%
Technicians, Associate Professionals	60	34%	31%	21%	11%	0%	3%
Clerks	19	33%	38%	23%	6%	0%	0%
Sales and service workers	42	26%	30%	31%	6%	4%	3%
Blue Collar	80	28%	30%	27%	9%	5%	1%
Students	40	39%	33%	17%	5%	6%	0%
Retired	65	38%	21%	15%	8%	17%	1%
Homemaker	36	33%	31%	23%	10%	3%	0%
Not employed	10	26%	29%	25%	11%	9%	0%
Self employed	11	23%	31%	18%	15%	13%	0%
PERSONAL INCOME							
Less than \$15,000	102	37%	34%	14%	6%	7%	2%
\$15,001-25,000	88	34%	26%	20%	14%	5%	1%
\$25,001-30,000	39	34%	27%	30%	2%	7%	0%
\$30,001-40,000	52	16%	36%	27%	16%	5%	0%
\$40,001-50,000	61	32%	23%	37%	7%	1%	0%
\$50,001-70,000	60	29%	26%	25%	14%	6%	0%
More than \$70,000	49	26%	30%	30%	8%	3%	3%
NZ Māori	59	40%	23%	23%	8%	6%	0%
Non-Māori	420	29%	29%	25%	10%	6%	1%
KNOWLEDGE OF THE TREATY OF WAITANGI							
A lot + A fair amount	280	34%	30%	24%	6%	5%	1%
Not much + Hardly anything	195	25%	27%	27%	13%	8%	0%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI							
Total interested (1+2)	270	39%	27%	21%	7%	5%	1%

USEFULNESS OF NEWSPAPER ARTICLES AS A SOURCE OF TREATY INFORMATION

Using a scale where 1 means it would be very useful and 5 not useful at all
 - how useful would the following sources of information be to you
 personally if you were trying to find out more about the Treaty?

Newspaper articles

	Base	1 Very useful	2	3	4	5 Not useful at all	Unsure
ALL	479	23%	32%	25%	9%	10%	1%
AREA							
Auckland	144	22%	39%	24%	6%	8%	1%
Provincial	212	22%	30%	23%	12%	12%	1%
Christchurch	58	28%	21%	38%	4%	9%	0%
Wellington	65	23%	28%	28%	9%	12%	0%
RURAL	83	24%	30%	25%	9%	12%	0%
SEX							
Male	237	18%	35%	26%	8%	12%	1%
Female	242	28%	28%	25%	10%	8%	1%
AGE GROUP							
Under 30	117	19%	40%	21%	10%	10%	0%
30-44	165	24%	28%	27%	9%	10%	2%
45-59	112	21%	31%	32%	9%	7%	0%
60 Plus	85	33%	27%	19%	6%	14%	1%
OCCUPATION							
Professionals, Managers	116	19%	37%	26%	8%	10%	0%
Technicians, Associate Professionals	60	22%	36%	30%	9%	3%	0%
Clerks	19	12%	40%	18%	19%	11%	0%
Sales and service workers	42	25%	36%	13%	15%	8%	3%
Blue Collar	80	21%	33%	29%	5%	11%	1%
Students	40	28%	41%	12%	3%	16%	0%
Retired	65	35%	21%	22%	6%	15%	1%
Homemaker	36	23%	15%	43%	15%	4%	0%
Not employed	10	19%	8%	27%	12%	34%	0%
Self employed	11	32%	15%	31%	22%	0%	0%
PERSONAL INCOME							
Less than \$15,000	102	32%	29%	22%	7%	9%	1%
\$15,001-25,000	88	28%	28%	28%	6%	10%	0%
\$25,001-30,000	39	25%	26%	33%	5%	11%	0%
\$30,001-40,000	52	13%	41%	26%	12%	8%	0%
\$40,001-50,000	61	24%	35%	21%	17%	3%	0%
\$50,001-70,000	60	20%	34%	31%	7%	8%	0%
More than \$70,000	49	13%	40%	23%	7%	15%	2%
NZ Māori	59	27%	23%	27%	11%	12%	0%
Non-Māori	420	23%	33%	25%	8%	10%	1%
KNOWLEDGE OF THE TREATY OF WAITANGI							
A lot + A fair amount	280	27%	30%	24%	9%	10%	0%
Not much + Hardly anything	195	17%	34%	28%	9%	11%	1%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI							
Total interested (1+2)	270	30%	30%	22%	9%	9%	0%

USEFULNESS OF WEBSITES AS A SOURCE OF INFORMATION

Using a scale where 1 means it would be very useful and 5 not useful at all
 - how useful would the following sources of information be to you
 personally if you were trying to find out more about the Treaty?

Website	Base	1 Very useful	2	3	4	5 Not useful at all	Unsure
ALL	479	31%	22%	21%	6%	17%	3%
AREA							
Auckland	144	27%	26%	23%	8%	14%	2%
Provincial	212	31%	19%	21%	7%	19%	3%
Christchurch	58	39%	20%	19%	0%	21%	1%
Wellington	65	32%	26%	21%	7%	9%	5%
RURAL	83	35%	15%	26%	2%	21%	1%
SEX							
Male	237	30%	23%	22%	6%	17%	2%
Female	242	32%	22%	21%	6%	16%	3%
AGE GROUP							
Under 30	117	37%	23%	27%	6%	6%	1%
30-44	165	29%	29%	24%	5%	12%	1%
45-59	112	36%	19%	18%	7%	18%	2%
60 Plus	85	21%	12%	12%	8%	38%	9%
OCCUPATION							
Professionals, Managers	116	32%	32%	20%	8%	7%	1%
Technicians, Associate Professionals	60	35%	27%	19%	4%	14%	1%
Clerks	19	28%	31%	37%	4%	0%	0%
Sales and service workers	42	31%	22%	17%	6%	21%	3%
Blue Collar	80	36%	11%	26%	7%	20%	0%
Students	40	37%	23%	29%	8%	3%	0%
Retired	65	21%	9%	14%	4%	44%	8%
Homemaker	36	30%	28%	18%	5%	12%	7%
Not employed	10	18%	18%	19%	8%	25%	12%
Self employed	11	23%	33%	29%	9%	6%	0%
PERSONAL INCOME							
Less than \$15,000	102	36%	20%	18%	8%	11%	7%
\$15,001-25,000	88	30%	14%	23%	6%	25%	2%
\$25,001-30,000	39	37%	16%	35%	0%	8%	4%
\$30,001-40,000	52	20%	23%	25%	9%	21%	2%
\$40,001-50,000	61	36%	28%	22%	5%	9%	0%
\$50,001-70,000	60	27%	35%	19%	6%	13%	0%
More than \$70,000	49	39%	23%	20%	7%	11%	0%
NZ Māori	59	43%	20%	25%	3%	9%	0%
Non-Māori	420	29%	23%	21%	7%	17%	3%
KNOWLEDGE OF THE TREATY OF WAITANGI							
A lot + A fair amount	280	33%	23%	22%	4%	15%	3%
Not much + Hardly anything	195	29%	22%	21%	8%	17%	3%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI							
Total interested (1+2)	270	36%	24%	21%	4%	13%	2%

USEFULNESS OF A SUMMARY PAMPHLET AS A SOURCE OF TREATY INFORMATION

Using a scale where 1 means it would be very useful and 5 not useful at all
 - how useful would the following sources of information be to you
 personally if you were trying to find out more about the Treaty?

Summary pamphlet

	Base	1 Very useful	2	3	4	5 Not useful at all	Unsure
ALL	479	24%	26%	22%	14%	13%	1%
AREA							
Auckland	144	25%	28%	26%	12%	8%	1%
Provincial	212	24%	24%	24%	12%	15%	1%
Christchurch	58	17%	29%	18%	26%	10%	0%
Wellington	65	25%	24%	16%	12%	23%	0%
RURAL	83	22%	23%	21%	19%	14%	1%
SEX							
Male	237	21%	27%	20%	16%	15%	1%
Female	242	26%	24%	25%	12%	12%	1%
AGE GROUP							
Under 30	117	18%	26%	25%	22%	9%	0%
30-44	165	24%	28%	22%	10%	15%	1%
45-59	112	26%	26%	22%	12%	14%	0%
60 Plus	85	27%	23%	19%	12%	16%	3%
OCCUPATION							
Professionals, Managers	116	22%	28%	27%	11%	11%	1%
Technicians, Associate Professionals	60	20%	26%	27%	13%	14%	0%
Clerks	19	20%	30%	18%	11%	21%	0%
Sales and service workers	42	23%	29%	14%	24%	7%	3%
Blue Collar	80	29%	23%	20%	14%	14%	0%
Students	40	19%	24%	14%	15%	28%	0%
Retired	65	29%	23%	17%	11%	18%	2%
Homemaker	36	19%	30%	33%	16%	2%	0%
Not employed	10	35%	17%	28%	11%	9%	0%
Self employed	11	16%	25%	23%	15%	21%	0%
PERSONAL INCOME							
Less than \$15,000	102	30%	26%	21%	13%	9%	1%
\$15,001-25,000	88	17%	28%	23%	19%	12%	1%
\$25,001-30,000	39	30%	20%	19%	14%	17%	0%
\$30,001-40,000	52	31%	25%	24%	8%	12%	0%
\$40,001-50,000	61	23%	24%	28%	17%	8%	0%
\$50,001-70,000	60	18%	28%	20%	12%	22%	0%
More than \$70,000	49	23%	26%	23%	11%	15%	2%
NZ Māori	59	24%	14%	31%	18%	13%	0%
Non-Māori	420	24%	28%	21%	13%	13%	1%
KNOWLEDGE OF THE TREATY OF WAITANGI							
A lot + A fair amount	280	25%	21%	23%	15%	15%	1%
Not much + Hardly anything	195	21%	34%	22%	12%	11%	0%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI							
Total interested (1+2)	270	30%	27%	19%	12%	11%	1%

USEFULNESS OF SEMINARS OR WORKSHOPS AS A SOURCE OF TREATY INFORMATION

Using a scale where 1 means it would be very useful and 5 not useful at all
 - how useful would the following sources of information be to you
 personally if you were trying to find out more about the Treaty?

Seminars or workshops

	Base	1 Very useful	2	3	4	5 Not useful at all	Unsure
ALL	479	18%	20%	23%	16%	22%	1%
AREA							
Auckland	144	18%	17%	24%	21%	19%	1%
Provincial	212	17%	20%	21%	15%	26%	1%
Christchurch	58	23%	17%	24%	11%	25%	0%
Wellington	65	16%	30%	23%	14%	17%	0%
RURAL	83	23%	18%	19%	17%	21%	2%
SEX							
Male	237	15%	20%	22%	19%	23%	1%
Female	242	20%	21%	23%	13%	22%	1%
AGE GROUP							
Under 30	117	16%	26%	27%	16%	15%	0%
30-44	165	24%	17%	18%	20%	20%	1%
45-59	112	15%	23%	24%	15%	23%	0%
60 Plus	85	14%	15%	24%	10%	35%	2%
OCCUPATION							
Professionals, Managers	116	16%	21%	17%	25%	21%	0%
Technicians, Associate Professionals	60	15%	29%	23%	12%	21%	0%
Clerks	19	11%	30%	30%	13%	16%	0%
Sales and service workers	42	17%	20%	31%	11%	18%	3%
Blue Collar	80	19%	13%	27%	15%	26%	0%
Students	40	31%	30%	22%	12%	5%	0%
Retired	65	15%	14%	27%	8%	33%	3%
Homemaker	36	23%	15%	23%	20%	19%	0%
Not employed	10	18%	48%	0%	10%	24%	0%
Self employed	11	16%	0%	13%	31%	40%	0%
PERSONAL INCOME							
Less than \$15,000	102	29%	26%	20%	10%	14%	1%
\$15,001-25,000	88	19%	21%	21%	15%	24%	0%
\$25,001-30,000	39	8%	24%	33%	14%	21%	0%
\$30,001-40,000	52	9%	18%	29%	10%	34%	0%
\$40,001-50,000	61	15%	18%	26%	28%	13%	0%
\$50,001-70,000	60	18%	22%	23%	15%	22%	0%
More than \$70,000	49	22%	17%	10%	30%	19%	2%
NZ Māori	59	33%	16%	29%	11%	11%	0%
Non-Māori	420	16%	21%	21%	17%	24%	1%
KNOWLEDGE OF THE TREATY OF WAITANGI							
A lot + A fair amount	280	22%	20%	24%	14%	19%	1%
Not much + Hardly anything	195	12%	22%	21%	19%	26%	0%
INTEREST IN LEARNING MORE ABOUT THE TREATY OF WAITANGI							
Total interested (1+2)	270	25%	23%	25%	11%	16%	0%