OUR VALUES
New Zealand has fewer Christians, more followers of Eastern religions and a growing number of people who have no religion at all. Just over 2 million people affiliated with a Christian religion in the 2006 Census. They made up just over half of those who answered the question (55.6 per cent), down from 60.6 per cent in 2001. While Anglicans and Presbyterians took a hit, the number of Catholics and Methodists grew. Growing numbers of people are turning to Orthodox Christian, Evangelical, Born Again, Fundamentalist and Pentecostal religions. Maori Christian religions such as Ratana and Ringatu – are also growing in popularity.

Meanwhile, immigrants – particularly those from Asian countries – are helping boost the numbers in non-Christian religions. More and more of us have no religion. In 2006, about 1.3 million – more than one-third – stated they had no religion.

LIFESTYLE BLOCKS: SEVEN TYPES OF KIWI

- Traditional values (17.5 per cent): Family and community-oriented, conservative. Believe morals are declining and New Zealand should be tougher on criminals.
- Social strikers (14): Outer-directed, conformist. Believe many things are getting worse in New Zealand. Worry about paying bills and tend to shop for specials.
- Conservative quiet-lifers (14.9): Home-centred, traditional views. Tend to believe moral standards are declining. Many are church-goers.
- Pragmatic strugglers (14.6): Politically conservative, negative outlook. Most likely to feel they get a raw deal from life and that Kiwis pay too much tax.
- Educated liberals (9.4): Progressive and egalitarian, enjoy variety and diversity. More likely to believe NZ should change its flag and become a republic.
- Success-driven extroverts (16.1): Value free enterprise, actively ambitious. Pay attention to their appearance, career-minded and enjoy shopping.

These Woldy blocks were identified in the University of Otago's 2006 report New Zealand in the 21st Century.

Reported by REBECCA PALMER
Graphics by ARE KETEL

IN 2006 THERE WERE:

- 79,155 members of Pentecostal churches
- 56,913 Baptists
- 17,910 Jehovah's Witnesses
- 2316 Exclusive Brethren
- 6858 Jews
- 9507 Sikhs
- 1383 Rastafarians
- 1167 Satanists
- 43,539 Latter-Day Saints
- 192 Druids
- 2082 Wiccans or witches
- 20,241 Jedis

Source: 2006 CENSUS