

The New Zealand Attitudes and Values Study: An Overview

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www.psych.auckland.ac.nz/uoa/NZAVS

What is the NZAVS?

- Planned 20-year longitudinal study
- Focus on personality, social attitudes, values, identity, wellbeing and health outcomes.
- Something uniquely New Zealand.
- Currently in its 8th year
- Postal survey
- Sample frame drawn from NZ Electoral Roll
- Sample contains about 22,000 unique people
- Large multidisciplinary research team
- Generated more than 90 published papers
- Wave-to-wave retention about 80%



The daily mail (random day)



The daily mail during a busy period of data collection.

What is the NZAVS?

NZAVS Central Management Team



[Associate Professor Chris Sibley](#), School of Psychology, University of Auckland



[Dr Fiona Kate Barlow](#), Australian Research Council Future Fellow, School of Psychology, University of Queensland



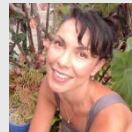
[Associate Professor Joseph Bulbulia](#), School of Art History, Classics and Religious Studies, Victoria University of Wellington



[Dr Danny Osborne](#), School of Psychology, University of Auckland

NZAVS Advisory Board

The board represents the different universities and organisations involved in the NZAVS. The advisory board ensures that different universities and partner organisations are consulted about the long-term strategic plan for the study.



[Dr Carla Houkamau](#) (University of Auckland, Faculty of Business and Economics)



[Dr Taciano Milfont](#) (Victoria University of Wellington, Faculty of Science)



[Petar Milojev](#) (Massey University, College of Humanities and Social Sciences)



[Associate Professor Nickola Overall](#) (University of Auckland, Faculty of Science)



[Dr John Shaver](#) (University of Otago, Division of Humanities)



[Dr Geoff Troughton](#) (Victoria University of Wellington, Faculty of Humanities and Social Sciences)



[Dr Tim West-Newman](#) (Ngā Pae o te Māramatanga)



[Dr Kumar Yogeeswaran](#) (University of Canterbury, College of Science)

The broader NZAVS research group contains a further 29 researchers

The
New
Zealand
Attitudes and
Values Study

NZAVS

The questionnaire

- Eight page questionnaire, completed each year.
- Also an online version
- Organized into 'content blocks' most included each year, some on a 2 or 3 year rotation.
- All the usual social-psych suspects:

Big-Six Personality, Social Dominance Orientation, Right-Wing Authoritarianism, Ambivalent Sexism, Patriotism, Nationalism, Affect toward different ethnic groups, Attitudes toward Multiculturalism, Immigration, Schwartz Values, Subjective Wellbeing, Satisfaction with Life, Body Image, Self-Esteem, Psychological Distress, Health ratings, climate change beliefs, attitudes toward the environment, intergroup contact (positive and negative), voting behaviour, political party support, perceived discrimination, felt belongingness, color-blind ideology, ethnic identity, and so on and so forth.

Instructions: This part of the questionnaire measures your feelings about yourself. Please circle the number that best represents how accurately each statement describes you.

| I ... | Very Inaccurate | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Very Accurate |
|--|-----------------|---|---|---|---|---|---|---|---------------|
| 1. Am the life of the party. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 2. Sympathise with others' feelings. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 3. Get chores done right away. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 4. Have frequent mood swings. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 5. Have a vivid imagination. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 6. Don't talk a lot. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 7. Am not interested in other people's problems. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 8. Have difficulty understanding what others are saying. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 9. Like order. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 10. Make a mess of things. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 11. Do not have a good imagination. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 12. Feel others' emotions. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 13. Am relaxed most of the time. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 14. Get upset easily. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 15. Seldom feel blue. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 16. Keep in the background. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 17. Am not really interested in others. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 18. Am not interested in abstract ideas. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 19. Often forget to put things back in their proper place. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 20. Talk to a lot of different people at once. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 21. Feel entitled to more of everything. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 22. On the whole am satisfied with my life. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 23. Know that people in my life accept me for who I am. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 24. Would like to be seen driving around in a new car. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 25. Deserve more things in life. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 26. Take a positive attitude toward my life. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 27. Feel like an outsider. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 28. Would get a lot of pleasure from a new car. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 29. Am satisfied with the appearance of my body. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 30. Am inclined to feel that I am a failure. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 31. Feel that I am often discriminated against. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 32. Feel that I am often discriminated against. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 33. Know that people around me share my feelings. | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |

During the last 30 days, how often did you ...

| None Of The Time | A Little The Time | 1 | 2 | 3 | 4 |
|--|-------------------|---|---|---|---|
| 1. ... you feel hopeless? | | 1 | 2 | 3 | 4 |
| 2. ... you feel so depressed that nothing interests you? | | 1 | 2 | 3 | 4 |
| 3. ... you feel restless or fidgety? | | 1 | 2 | 3 | 4 |
| 4. ... you feel that everything was an effort? | | 1 | 2 | 3 | 4 |
| 5. ... you feel worthless? | | 1 | 2 | 3 | 4 |
| 6. ... you feel nervous? | | 1 | 2 | 3 | 4 |
| 7. ... you have negative thoughts about yourself? | | 1 | 2 | 3 | 4 |
| 8. ... you worry that a big earthquake will hit New Zealand? | | 1 | 2 | 3 | 4 |
| 9. ... you feel exhausted? | | 1 | 2 | 3 | 4 |

Now please rate your feelings of ANGER toward these same groups on the scale below.

| Feel NO ANGER Toward This Group | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Feel ANGER Toward This Group |
|---------------------------------|---|---|---|---|---|---|---|------------------------------|
| NZ Europeans | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Māori | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Asians in general | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Pacific Islanders | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Arabs | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Overweight people | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Immigrants in general | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Chinese | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Indians | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Muslims | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |

Instructions: Please answer each of the following questions as accurately as you can.

01. Which ethnic group(s) do you belong to?

(Mark the space or spaces that apply to you.)

☐ New Zealand European
☐ Māori
☐ Cook Island Māori
☐ Tongan
☐ Niuean
☐ Chinese
☐ Indian
☐ Other (such as DUTCH, JAPANESE, TOKELAUAN, etc.) Please state: _____

02. What is your gender? ☐ Male ☐ Female

03. What is your date of birth? / /

04. Where were you born? (Please be specific, e.g., which town/city/region)

05. How long have you lived at your current address? (years) (months)

06a. What is your relationship status?

If you are in a relationship... How long have you been with your partner? (years) (months)

06b. If you are currently married or in a civil union, what was the date of your marriage or union? / /

06c. How satisfied are you with your relationship? Not satisfied 1 2 3 4 5 6 7 Very satisfied

06d. To what extent do you experience conflict or disagreement with your partner? No conflict at all 1 2 3 4 5 6 7 A great deal of conflict

06e. Do you live with your partner? Yes No

06f. How satisfied are you with your relationship? Not satisfied 1 2 3 4 5 6 7 Very satisfied

06g. Are you currently employed? Yes No

06h. If yes, how long have you worked at your current organization? (years) (months)

06i. What is your current occupation?

06j. How satisfied are you with your current job? Not satisfied 1 2 3 4 5 6 7 Very satisfied

06k. How secure do you feel in your current job? Not secure 1 2 3 4 5 6 7 Very secure

06l. Has someone ever used the internet, a mobile phone, or digital camera to hurt, intimidate or embarrass you? Yes No

06m. ...has this occurred in the last month? Yes No

06n. How much money have you donated to charity in the last year? \$

06o. Please rate how politically left-wing versus right-wing you see yourself as being: Extremely left-wing 1 2 3 4 5 6 7 Extremely right-wing

06p. Have you ever been divorced? Yes No

06q. Were you personally affected by the Christchurch earthquakes? Yes No

14. What is your highest level of qualification?

15. Please estimate your total household income (before tax) for the year 2014 \$

16. Please estimate your own personal earnings (before tax) for the year 2014 \$

17. Please rate how politically liberal versus conservative you see yourself as being: Extremely liberal 1 2 3 4 5 6 7 Extremely conservative

18a. How many children have you given birth to, fathered, or adopted?

18b. If you are a parent, what is the birth date of your oldest child? / /

18c. And, if you have more than one child, the birth date of your youngest child? / /

18d. How many of your children live with you most of the time?

18e. Do you have a Facebook profile? Yes No

18f. How many hours in the last week have you spent using Facebook? (hours last week)

18g. How important a part of your daily routine is using Facebook? Not important 1 2 3 4 5 6 7 Very important

20. Do you identify with a religion and/or spiritual group? If yes... Yes No

(a) what religion or spiritual group? _____

(b) how many times did you attend a church or place of worship in the last month? _____

(c) How many times did you pray in the last week? _____

(d) How many times did you read religious scripture in the last week? _____

(e) how important is your religion to you see yourself? Not important 1 2 3 4 5 6 7 Very important

21. Roughly how many hours have you spent with both FRIENDS/FAMILY and OTHERS (e.g., workmates, strangers) from each ethnic group in the last week?

| FRIENDS/FAMILY | OTHERS |
|-----------------------|--------|
| (a) Māori | |
| (b) NZ Europeans | |
| (c) Pacific Islanders | |
| (d) Asians | |

22a. Did you vote in the New Zealand election in 2014? Yes No

22b. If yes, to which party did you give your electorate vote?

22c. How important are your political beliefs to how you see yourself? Not important 1 2 3 4 5 6 7 Very important

24. In the last year have you personally...

(a) been forced to buy cheaper food so you could pay for other things you needed? Yes No


(b) put up with feeling cold to save on heating costs? Yes No

(c) or the principal earner in your household been out-of-work? Yes No

25. How would you describe your sexual orientation?

Sample size


| | N | Retention wave 1 | Retention previous year |
|------------------------------------|---------------|---------------------|----------------------------|
| Time 1 - 2009 | 6,518 | | |
| Time 2 - 2010 | 4,442 | 67.9% | 67.9% |
| Time 3 - 2011 | 6,884 | 60.1% | 79.5% |
| Time 4 - 2012 | 12,181 | 62.2% | 83.7% |
| Time 5 - 2013 | 18,261 | 60.4% | 80.8% |
| Time 6 - 2014 | 15,822 | 57.2% | 81.5% |
| Time 7 – 2015 (ongoing) | 11,539 | 47.3% | 72.9% |
| | | | |
| Time 7 - projection | 12,657 | | |
| Time 8 - projection | 10,126 | | |


The New Zealand Attitudes and Values Study (NZAVS)
 Published by Chris Duck [?] · 24 December 2015 · Auckland ·

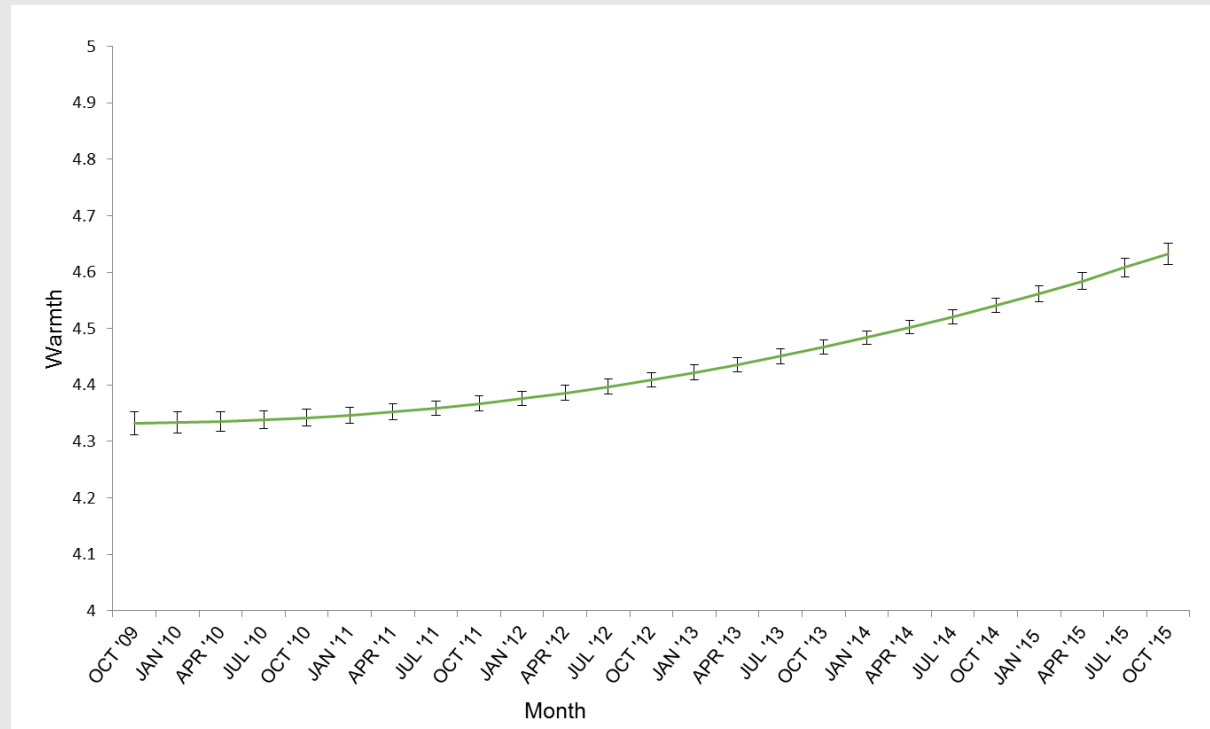
If you filled out a paper copy of the NZAVS questionnaire this year, then it is in one of the stacks in this photo.

We have managed to enter all the Time 6 NZAVS questionnaires before breaking for Christmas/New Years. In total, we entered 9016 postal questionnaires this year, with another 6841 completed online. In sum, we retained 83% of participants from the previous wave, and also 'recovered' another 900 people who were missed last year.

The questionnaires in the photo we... [See more](#)

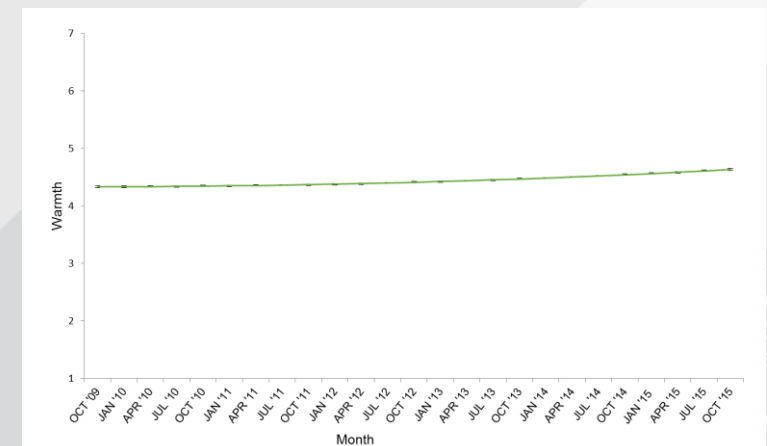
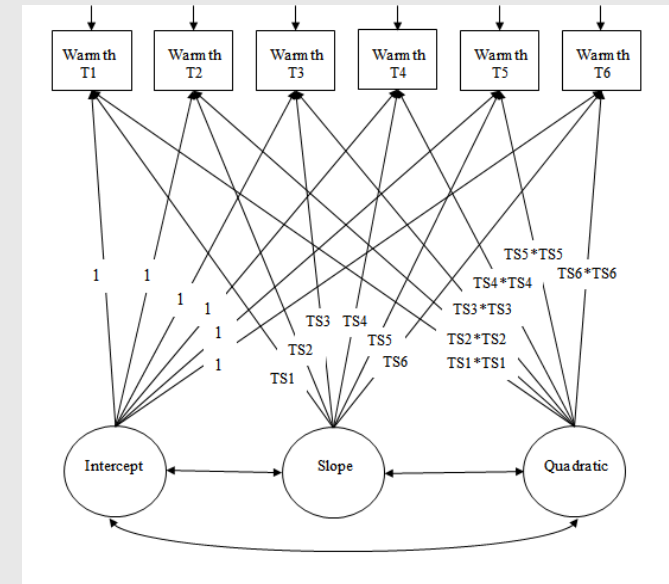


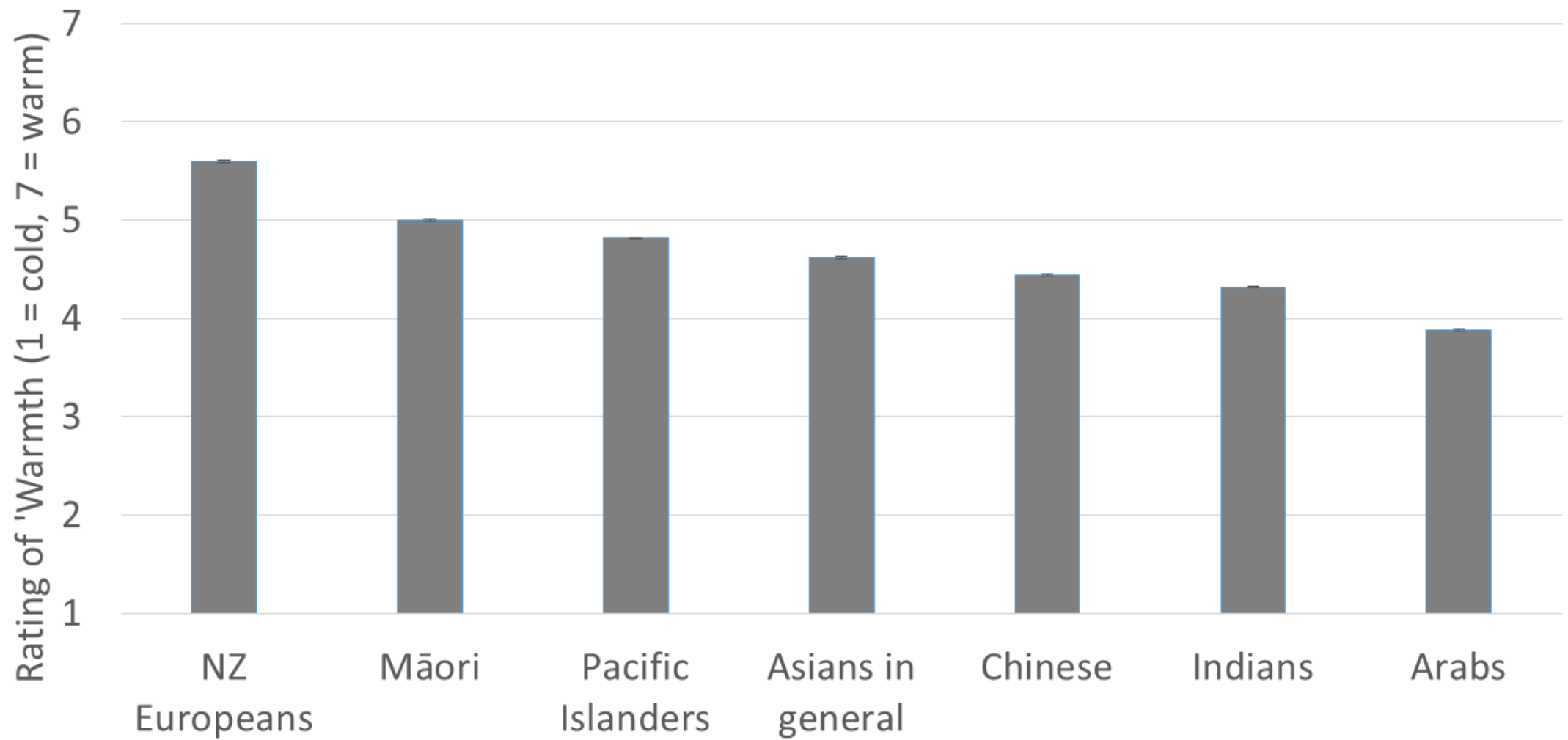
Change in 'warmth' toward Asian peoples

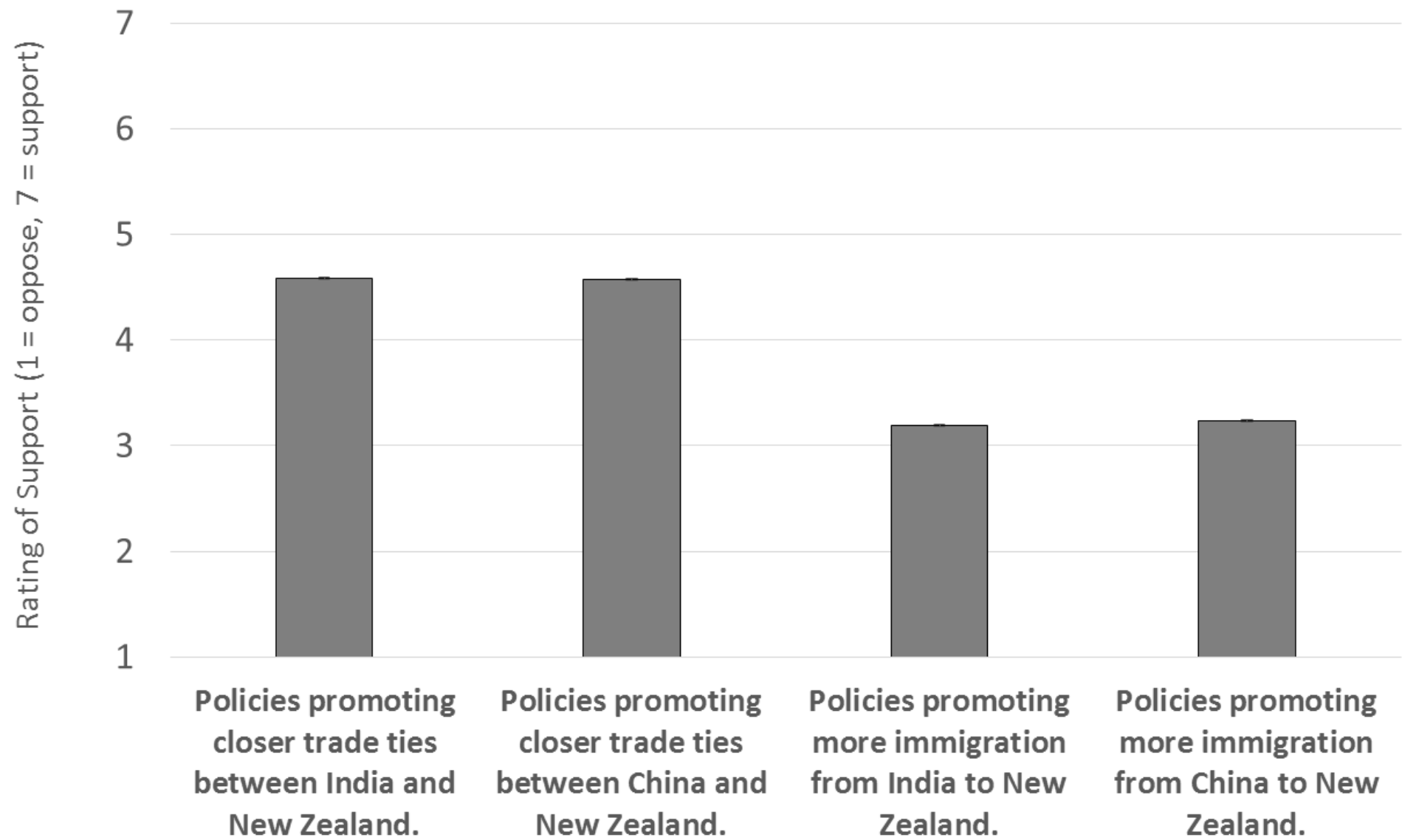


Rate of change in warmth ratings of 'Asians in general' across the first six waves of the NZAVS. Estimate is based on a latent growth model including linear and quadratic growth factors. This model analysed data only from people born in New Zealand ($n = 8,284$ who completed at least three waves). Error bars represent the standard error of the point estimate. This model is from:

Satherley, N., & Sibley, C. G. (submitted). Change in warmth toward immigrant groups in New Zealand between 2009 and 2014: Latent Growth Curve analysis of a national longitudinal panel sample. *Manuscript submitted to the New Zealand Journal of Psychology*.







The NZAVS Research Team



www.psych.auckland.ac.nz/uoan/ZAVS

The
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How representative are we?

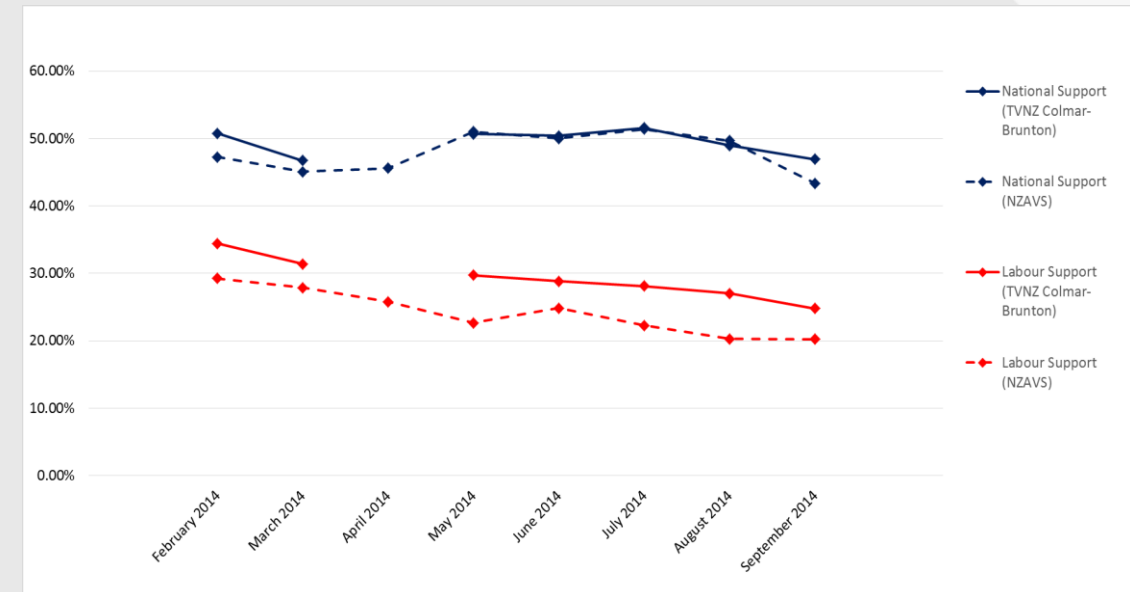
Table 2. Analysis of bias and accuracy in the NZAVS relative to the TVNZ political polls over month-based time series from February 2014 to September 2014.

| | Bias | | | Accuracy | | | |
|--------------------|----------|-----------|----------|----------|-----------|---------|----------|
| | <i>b</i> | <i>se</i> | <i>t</i> | <i>b</i> | <i>se</i> | β | <i>t</i> |
| The National Party | -1.179 | .683 | -1.73 | 1.354 | .380 | .847 | 3.60* |
| The Labour Party | -5.281 | .558 | -9.45* | 1.061 | .194 | .926 | 5.47* |
| The Green Party | 6.872 | .838 | 8.20* | .905 | .659 | .523 | 1.37 |
| The NZ First Party | -1.415 | .312 | -4.54* | .660 | .218 | .804 | 3.02* |

Note. Bias reflects the extent to which the NZAVS systematically over or underestimates support for a given party relative to the TVNZ polls. Accuracy reflects the extent to which the NZAVS reliably tracks change in political party support over time relative to the TVNZ polls. * $p < .05$.

Bias reflects the extent to which the NZAVS systematically over or underestimates support for a given party relative to the TVNZ polls.

Accuracy reflects the extent to which the NZAVS reliably tracks change in political party support over time relative to the TVNZ polls.



Sibley et al. (in press). Political Science, Fig 1 & Table 3.

On election day, Sept 20th, 2014

- National: 47%
- Labour: 25%