The New Zealand Attitudes and Values Study: An Overview

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

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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%
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)
- **Dr Petar Milojev** (Massey University, College of Humanities and Social Sciences)
- **Dr 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 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.
### Sample size

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

The NZAVS Research Team

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

<table>
<thead>
<tr>
<th>Party</th>
<th>Bias (b)</th>
<th>se</th>
<th>t</th>
<th>Accuracy (b)</th>
<th>se</th>
<th>t</th>
</tr>
</thead>
<tbody>
<tr>
<td>The National Party</td>
<td>-1.179</td>
<td>.683</td>
<td>-1.73</td>
<td>1.354</td>
<td>.380</td>
<td>.847</td>
</tr>
<tr>
<td>The Labour Party</td>
<td>-5.281</td>
<td>.558</td>
<td>-9.45*</td>
<td>1.061</td>
<td>.194</td>
<td>.926</td>
</tr>
<tr>
<td>The Green Party</td>
<td>6.872</td>
<td>.838</td>
<td>8.20*</td>
<td>.905</td>
<td>.659</td>
<td>.523</td>
</tr>
<tr>
<td>The NZ First Party</td>
<td>-1.415</td>
<td>.312</td>
<td>-4.54*</td>
<td>.660</td>
<td>.218</td>
<td>.804</td>
</tr>
</tbody>
</table>

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.

On election day, Sept 20\textsuperscript{th}, 2014
- National: 47%
- Labour: 25%