



Commitment to New Zealand

**A report from Economic Values
Part of the New Zealand Values Study 2005**

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Please note – As this is a section of a larger report, table and figure numbers are not consecutive.

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Introduction

This report describes the findings from the New Zealand Values Survey that relate to New Zealanders' perceptions and values regarding a range of economic issues. The specific topics that are covered include: economic and social orientation, economic issues and the environment, individualism vs collectivism, financial satisfaction, government use of taxes, government's role with small and large and businesses, factors influencing people's commitment to New Zealand and the labour market.

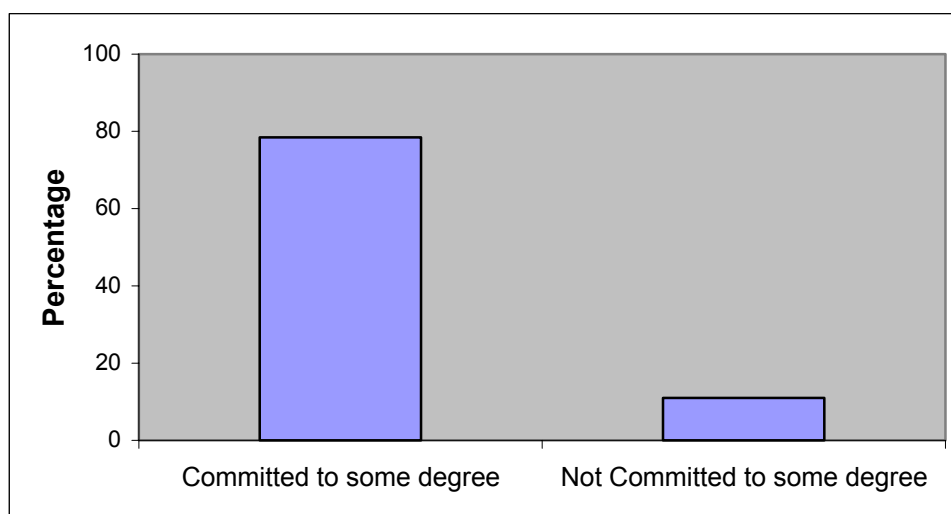
Commitment to New Zealand

Questions were asked about people's level of commitment to spending most of the rest of their lives in New Zealand and the factors that would influence them in making this decision.

To measure levels of commitment to spending most of the rest of their lives in New Zealand, respondents had to pick a number on a one to five scale where one was very committed and five was not very committed. Figure 17 shows that 78% of respondents were committed to some degree (i.e. they had chosen one or two on the scale) and that 11% of respondents were less committed (i.e. they had chosen four or five on the scale). A further 10% gave a score of 3 indicating that they were uncertain or neutral.

People aged 18-24 years were less likely to be committed to living in New Zealand (66% vs 78% overall) and those with tertiary education were less committed than primary educated people (75% vs 80%).

Figure 17: Respondents committed to spending most of the rest of their life in New Zealand



Regardless of whether respondents were committed or not to staying the rest of their life in New Zealand, they were asked how important the key factors would be in influencing their decision to stay or not. Results are shown in Table 2.

Table 2: Factors influencing decision to spend rest of life in New Zealand

Factors	% Very Important	% Important	% Neither Important nor Unimportant	% Not Very Important	% Not Important at All
A high quality natural environment	48	46	3	3	0
Low poverty	29	50	10	8	3
High employment levels	30	52	8	7	3
Low crime rate	50	42	4	2	1
A good balance between work and home life	55	38	4	3	1
Good transportation systems	32	43	11	10	4
Your possible earnings	30	47	10	10	3
Good education for children	66	27	3	3	2
A good public health system	63	33	2	2	0
New Zealand's artistic and cultural heritage	18	44	14	19	5
New Zealand's sporting prowess	13	36	17	24	9

Over 80% of respondents stated the following factors to be very important or important: a good public health system (96%); a high quality natural environment (94%); low crime rate (92%); a good balance between work and home life (93%); good education for children (93%); and high employment levels (82%). Slightly fewer respondents considered the following factors to be very important or important: low poverty (79%); your possible earnings (77%); good transportation systems (75%); and New Zealand's artistic and cultural heritage (62%). Only 49% thought that New Zealand's sporting prowess was a very important or important factor in deciding whether to stay in New Zealand for the rest of their life.

In Table 3 these same factors, influencing respondents' decision to spend the rest of their life in New Zealand, are shown for two groups: respondents who stated that they were committed to spending most of the rest of their life in New Zealand and those that were not committed.

Table 3: Factors rated as very important and important in influencing decision to spend rest of life in New Zealand, by level of commitment to New Zealand

Factors	% Very Important and Important	
	Committed	Less Committed
A high quality natural environment	95	89
Low poverty	80	74
High employment levels	83	78
Low crime rate	93	89
A good balance between work and home life	94	86
Good transportation systems	75	70
Your possible earnings	76	81
Good education for children	93	91
A good public health system	96	96
New Zealand's artistic and cultural heritage	63	52
New Zealand's sporting prowess	51	43

Respondents who were committed to New Zealand were significantly more likely to rank a high quality natural environment; a good balance between work and home life; and New Zealand's artistic and cultural heritage as a very important or important factor in influencing their decision to spend the rest of their life in New Zealand.

For those aged 18-24, work life balance was particularly relevant with 93% of those committed to staying saying this was important or very important (compared with 76% of the less committed.) Sporting prowess was also important for 51% of the more committed in this age group compared to 28% of the less committed. For tertiary educated people a high quality natural environment was particularly relevant, with 94% of those committed to staying saying this was important compared to 88% of those less committed.

Nearly 70% of respondents stated that they were very proud to be a New Zealander and one quarter stated they were quite proud. This was across all age groups.

Methodology

Design

Two samples that included people aged 18 years and over living in private residential dwellings in New Zealand with a connected landline telephone were collected. Each sample had a different version of the questionnaire. All interviews were conducted by Computer Assisted Telephone Interviewing (CATI). The samples included households with published and unpublished telephone numbers. The sample sizes were N=1226 and N=1272.

Sampling

For each sample, telephone numbers were initially selected using random digit dialling, which included connection testing to establish whether phone numbers were working telephone connections before contact was attempted. Using randomly generated phone numbers has the advantage of including both published and unpublished phone numbers therefore gaining greater coverage of the frame than using non-randomly generated, listed, telephone numbers. Selected numbers were also screened against telephone numbers that have been selected for surveys in the last six months, and against the Yellow Pages (to remove business numbers). Some other telephone numbers that did not reach private households were screened out at contact, such as businesses not in the yellow pages.

Phone numbers were randomly generated based on stems within standard views known as NATW. There are two main types of NATW – Main and NMU. Main refers to phone number ranges which span New Zealand main urban centres, NMU refers to phone number ranges that are not Main. Phone numbers were ordered by SHORE/Whariki and provided to SHORE/Whariki in a format suitable for loading into the data collection software. The system used to generate the phone numbers is maintained and updated on an ongoing basis to include new stems as they come into use.

Phone numbers in each sample were distributed in proportion to the usually resident population aged 18 years and over with a landline phone across 33 area strata which, when combined, cover the whole country.

Each number was called at least ten times at different times and day of the week or until contact was made.

Respondent selection

The number of eligible people (that is, those aged 18 and over) living in each household was established and listed so that the data collection software could select one respondent at random. Each eligible person within a household was thereby given an equal chance of being selected.

A proportion of households containing only one such person was decimated (i.e. excluded) with a fixed probability of 0.5 to reduce the design effect.

Data collection

Data collection for the survey was carried out using the Computer Assisted Telephone Interviewing (CATI) system operated by SHORE/Whariki. The CATI system is a network of 20 computer stations and a supervisor's station. The survey questions were programmed and appeared on the computer screen, and respondents' answers, given over the telephone, were coded directly into the computer. Supervisors were at any time able to observe any interview on their own screen and listen into any call without the interviewer or respondent being aware (respondents were told this might happen before the interview began). All people surveyed were asked if they would like to be interviewed by a Maori interviewer.

Where gatekeepers (the person answering the telephone) or respondents declined to take part in the survey, notes were taken on the conversation and, if deemed appropriate, these people were re-contacted by a senior interviewer who attempted to convert the 'refused' into an interview.

Data collection took place from 9 December 2004 to 24 March 2005.

Response rate

The response rate is the number of completed interviews as a proportion of the number of telephone numbers dialled that would or did produce an eligible participant. There are a number of reasons why a call may not reach an eligible participant/household: the householders were always out or would not answer the phone, the person answering the phone refused before a respondent selection could take place, or the selected participant could not be re-contacted.

The response rate was 51%.

There is evidence of generally declining response rates in New Zealand and internationally.¹ These are likely to reflect increased difficulty in getting both household and respondent co-operation. In the case of these current New Zealand surveys there may have been a contribution from increased internet usage using home telephone lines.

In relation to public opinion polling there is evidence of little impact on results from declines in response rate.² This has been the case when questions are asked of respondents' views on a range of economic, social and moral issues, including opinions toward government, the poor, business, immigrants, and the root causes of poverty³.

¹ (PEW Research Center for the People and the Press (2004) *Polls Face Growing Resistance, But Still Representative*, 21 June 2005,

² <http://people-press.org/reports/display.php3?ReportID=211>

³ <http://people-press.org/reports/print.php3?PageID=813>

Data fusion

Two versions of the questionnaire were used. These had a few selected questions in common, but most of the substantive questions were only on one version. Data from the variables unique to each version were fused onto the other half-sample, creating a synthetic dataset with complete data for all questions.

Data fusion was conducted using an unconstrained nearest neighbour matching algorithm, based on a weighted city-block distance, with penalties applied iteratively to minimise heavy donor usage. Weights for the matching variables were roughly proportional to their predictive power, based on classification trees for most of the unique variables. Specifically, the total size of all nodes split by each common variable was taken as the measure of their predictive power.

Calculating weighted means, proportions and other statistics from the fused dataset is straightforward. However standard software for analysing complex surveys will underestimate the variability of these results. This has been adjusted for here by increasing the estimated variances by a factor of 1.2848, which accounts for the increased effective weight applied to each respondent due to its use as a donor in the fusion process. However this does not account for the variability of donor usage. It is also important to realise that relationships in fused databases can be weaker than the true underlying relationships, due to regression to the mean. The degree of weakening depends on the quality of the fusion, and in particular on whether the matching variables provide a strong enough linkage. Any weakening should vanish if the unique variables are conditionally independent given the matching variables. This conditional independence assumption is implicit in the fusion process.

Weighting

The weighting incorporated decimation and the selection of one person per household, while correcting for sample skews relative to the population broken down by age and gender.

Analysis

Important aspects of the sample design and weighting procedures were accounted for using the SUDAAN software package. Different methods were used to analysis questions based on the different types of response variables recorded.

Data were analysed using logistic regression for binary responses, multi-logistic regression for categorical outcomes with more than two categories and regression analysis was used for continuous/semi-discrete data.

Most often variables that had a scale response were analysed using regression and their mean scores have been reported. For example, respondents were asked to rate their level of satisfaction with their household income on a one to ten scale where one meant they were completely dissatisfied and ten meant they were completely satisfied. This type of response variable was analysed by age using regression and a mean score reported.

Sometimes variables that had a scale response between one and five were reduced to a binary response by grouping certain points on the scale together. For example respondents were asked how committed are you to spending most of the rest of your life in New Zealand? They were asked pick a number between one and five, where one meant being very committed and five meant being not very committed as their response. In our analysis we dichotomised this variable into one (being in some way committed to spending the rest of their life in New Zealand if their response was greater than three) and zero (being not committed in some way to spending the rest of their life in New Zealand if their response was less than three). Those who chose three were omitted. Then this new variable was analysed as a binary variable using logistic regression.

Variables that had three, four and five level responses were analysed using multi-logistic regression. In this type of modelling one level of the response is chosen as the baseline and other levels of the response are compared relative to this level using odds ratios.

For example respondents were asked whether they would personally be prepared to pay towards the cost of preventing environmental pollution by choosing to either, strongly agree, agree, disagree or strongly disagree with the statement: “I would give part of my income if I were certain that the money would be used to prevent environmental pollution”. This variable was analysed with strongly disagreeing being the base line and the other responses being compared to this base line using odds ratios. When this type of variable was analysed by age the odds ratio for one particular age level was compared relative to the odds ratio for all other age groups separately.

All differences between demographic groups were tested for statistical significance at the 5% level. A factor was included in the analysis to adjust for the effective sample size being less than the actual sample size (see data fusion section Appendix 1).

Data collected on the range of variables were cross classified by age and highest level of education received. Age was broken down into the following groups: 18-24; 25-34; 35-44; 45-54; 55-64; and 65+. Highest level of education received consisted of the following groups: no formal schooling, primary, secondary, and tertiary.

As is usual in the analysis of survey data, these tests only account for random sampling variation and not for any non-sampling errors (such as non-response bias or measurement error) that may be present.

Where differences are commented on in the text these were significant at the 5% level. Where significant differences exist between ages or level of education received tables showing the breakdown of results are provided in Appendix 3.

Sums of percentages may not always add to 100% due to rounding.

Comparison of sample with population estimates

Tables 4 and 5 show comparisons of the unweighted sample against 2004 population estimates.

Table 4: Comparison of age and gender of sample against 2004 population estimates

Age	Population estimates (Dec 2004)		Sample		Difference	
	Male	Female	Male	Female	Male	Female
18-19	2.0%	1.9%	1.5%	1.6%	-0.5%	-0.3%
20-24	4.9%	4.7%	2.6%	4.1%	-2.3%	-0.6%
25-29	4.1%	4.3%	2.9%	4.2%	-1.2%	-0.1%
30-34	4.7%	5.1%	3.6%	6.6%	-1.1%	1.5%
35-39	4.9%	5.2%	4.6%	6.2%	-0.3%	1.0%
40-44	5.2%	5.5%	4.7%	7.5%	-0.5%	2.0%
45-49	4.7%	4.8%	4.3%	5.8%	-0.4%	1.0%
50-54	4.2%	4.2%	5.0%	5.2%	0.8%	1.0%
55-59	3.7%	3.8%	3.0%	4.6%	-0.7%	0.8%
60-64	2.9%	3.0%	2.4%	3.3%	-0.5%	0.3%
65-69	2.3%	2.4%	2.1%	3.0%	-0.2%	0.6%
70-74	1.9%	2.1%	2.1%	2.1%	0.2%	0.0%
75+	3.0%	4.5%	2.4%	3.7%	-0.6%	-0.8%

Table 5: Comparison of Maori proportion of sample against 2004 population estimates

	Population estimates (Dec 2004)	Sample	Difference
Maori	12.0%	13.2%	1.2%