

# The New Zealand Election Study (1990-2014)

Jack Vowles

Political Science and International Relations  
Victoria University of Wellington

More detail, including publications, can be found at the NZES website, <http://www.nzes.org>

Presentation to COMPASS Colloquium 29 July  
2015

# Before the NZES

- 1963: multiple electorate study, not national sample but sought to be representative urban-rural, social structure, demographics
- 1975: first national study, Victoria University of Wellington
- 1981: Replication of 1963 sampling frame
- 1987: Near-national telephone study, precursor to NZES
- Also numerous pre-election surveys, electorate-based or national

# The NZES Model

- Postal survey, national sample from electoral rolls, post-election, electronic sampling from 1996
- 1993 onwards: panels to previous election(s)
- Oversamples of Maori electorates 1996, 2002-
- Face-to-face Maori Election Study 1999
- Oversamples of young voters, 2008-
- 1996, 1999, 2002: rolling cross-section campaign studies (telephone) with postal post-election follow-up: span the most volatile elections in recent NZ political history
- Online response option from 2005 onwards

# Response Rates

New roll-based samples, weighted by oversamples (excludes panels, campaign samples)  
 Maori oversamples are usually 400-500, approximately 7-8% of target sample

	<b>N</b>	<b>Postal only</b>	<b>Telephone</b>	<b>Combined</b>
1990	2102	63	6	69
1993	1141	65	6	70
1996	1467	51	7	58
1999	1059	58	6	64
2002	2086	43	8	52
2005	1953	44		44
2008	1495	39		39
2011	1762	36		36
2014	1416	31		31

# Panel Re-Contacts (2011 Example)

	Previous Respondents Re-Contacted			Responded 2011	Response Rate
	2005 and 2008	2008	Total		
Maori	253	279	532	295	55.4
General	586	1109	1695	1044	61.6

# Recent NZES

- 2011 and 2014: Administered by Centre for Advanced Methods and Policy Applications in the Social Sciences (COMPASS) at University of Auckland
- Funders: Victoria University of Wellington, New Zealand Electoral Commission, University of Auckland
- Most datasets publicly available for download
- 2014 data release for independent analysis early 2016

# Previous Funding

- Externally-funded from 1990 to 2002, plus internal university research funds
- 1990-2002, \$1.17 million NZ – but much of this was overheads and salary buyout
- 2005 onward – internal funds plus Electoral Commission
- Total Budget for 2014 NZES \$65,000
- Excludes Vote Validation, usually \$6-7k.

# Some Substantive Outcomes

- Series of Election books (1990, 1993, 1996, 1999, 2002, 2011)
- Evaluation of the change of electoral system in terms of public attitudes and behaviour
- Longitudinal analysis by pooling the datasets
  - Turnout 1963-2005 (Vowles 2010, *British Journal of Political Science*)
  - Changes in attitudes towards the welfare state (Humpage, 2015)

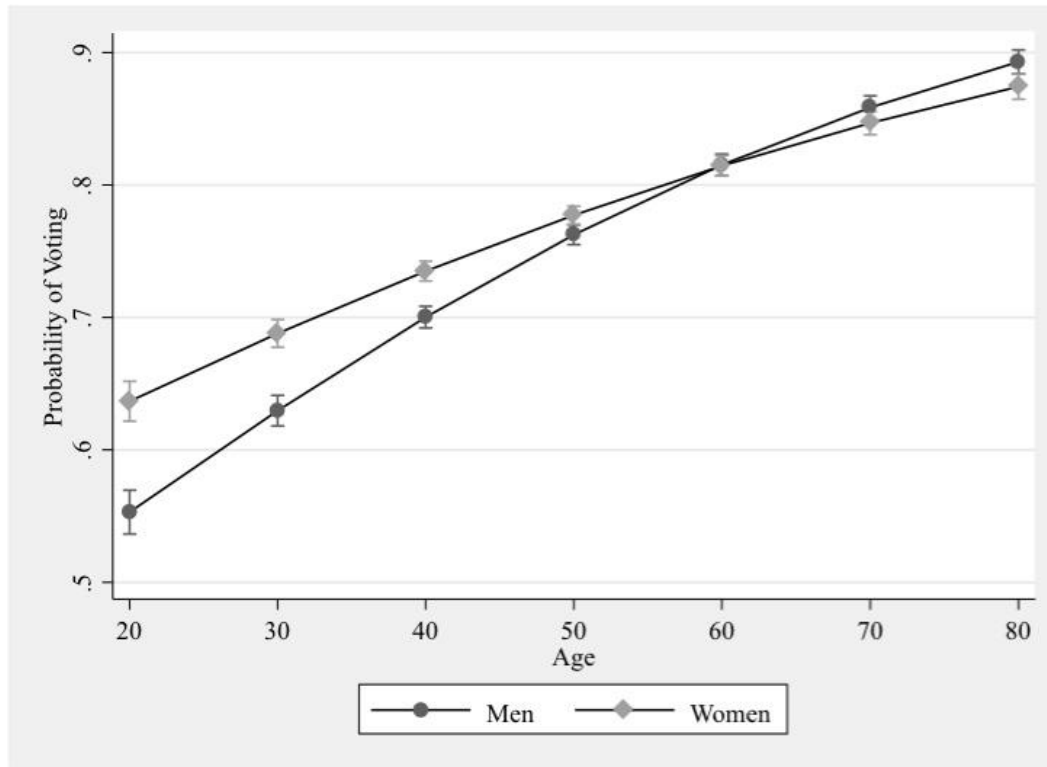


# The NZES and Beyond

- Voting data is validated from inspection of marked rolls for both respondents and non-respondents
- This data centrally compiled from 2014 onwards that should ensure greater accuracy
- Increasingly mutually supportive relationship with NZ Electoral Commission in context of declining turnout
- Roll information: age group, gender, Maori/non-Maori, occupation, census

# Longitudinal Study: NZLES

An additional roll sample of 30,000, voting data collected



# Future

- More use of roll data to correct for non-response biases
- Census data modeled down to the meshblock level
- Polling place data to model vote shifts
- Increasing use of survey response online option may reduce costs further
- More efforts needed to improve survey response rate

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