

The New Zealand Attitudes and Values Study

NZAVS 2019 Newsletter



Dear NZAVS Participant,

My name is Chris Sibley, and I am the Lead Investigator for the *New Zealand Attitudes and Values Study* (or NZAVS). On behalf of the NZAVS research team and myself, I would like to thank you for your continued participation in the study. Your responses are very important, and have already helped to answer a number of research questions about significant issues facing New Zealand. We would also like to send our congratulations to the winners of our most recent prize draw.

This newsletter summarises some of the latest findings from the NZAVS. As a participant in the study, you have directly helped in making this research possible. This newsletter provides a snapshot of some of the great work that comes out of the NZAVS each year.

Jump to our recent findings related to:

[Professor Chris Sibley](#) | [Politics](#) | [Economics](#) | [Gender](#) | [Parenting](#) | [Personality](#) | [Social Media](#) | [Health](#)

Thanks again for taking part in the study,



Sincerely,
Professor Chris Sibley
School of Psychology
University of Auckland
Email: nzavs@auckland.ac.nz
Phone: 09-923-7498

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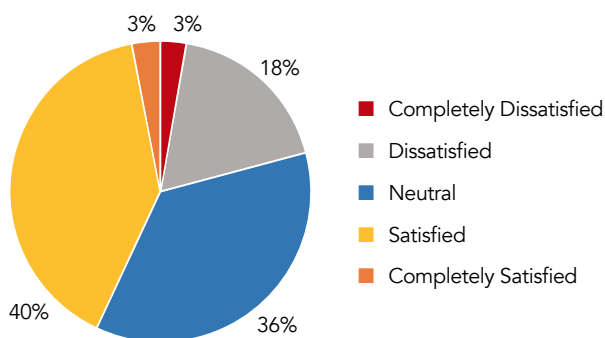


Mixed feelings about the economy, but improvement over time

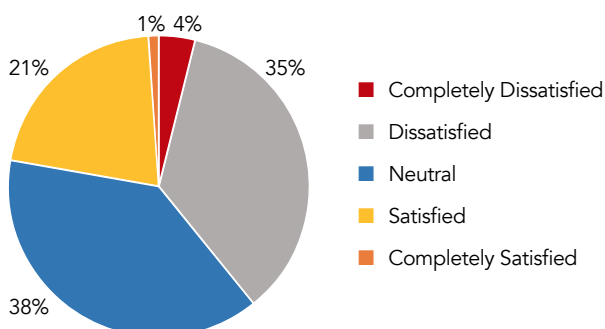
Every year, we ask our participants how satisfied they feel with the economic conditions in New Zealand. In 2016, while most people were satisfied with the economy (43%), not everybody agreed. 21% of participants were dissatisfied with the New Zealand economy and 36% felt neutral.

However, satisfaction with the economy has improved over the last decade. When we first asked about economic conditions in 2009, New Zealand had just emerged from a recession. At that time, more people were dissatisfied with the economic conditions in New Zealand (39%) than were satisfied (22%).

Economic Conditions in New Zealand in 2016 (N = 21,936)



Economic Conditions in New Zealand in 2009 (N = 6,518)

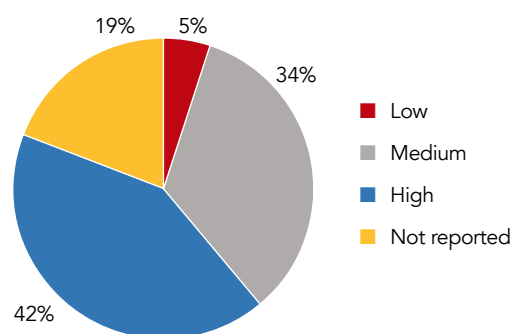


On a scale of 0 to 10, 0 was coded as completely dissatisfied, 1 – 3 as dissatisfied, 4 – 6 as neutral, 7 – 9 as satisfied, and 10 as completely satisfied.

Most New Zealanders are satisfied with their jobs

In 2015, we asked almost 14 000 New Zealanders how satisfied they were with their jobs. Among the 13 500 people that were working, only 5 percent reported having low levels of job satisfaction (although a further 20 percent of people didn't answer the question). We also asked people about how secure they felt in their jobs, and we found that people reporting higher levels of job security also tended to report higher levels of job satisfaction.

New Zealanders' job satisfaction in 2015 (N = 13,490)



On a scale of 1 to 7, 1 – 2 was coded as low, 3 – 5 was coded as medium, and 6 – 7 was coded as high job satisfaction.





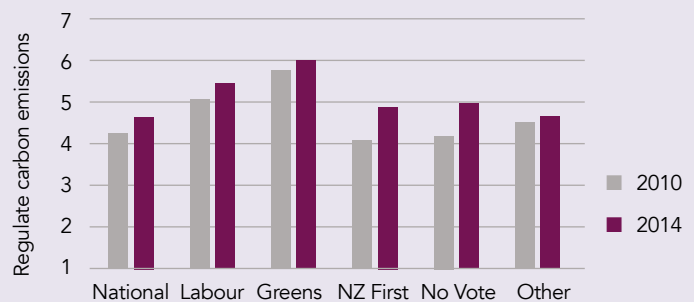
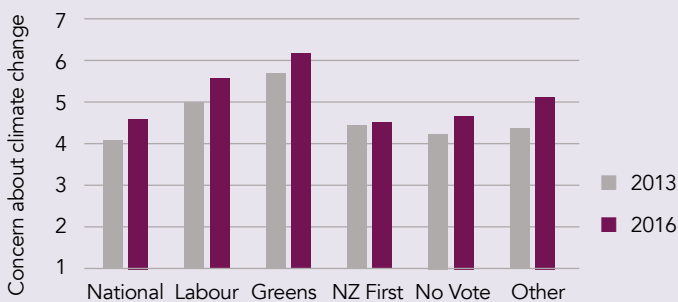
New Zealanders support action on climate change across political parties

As negotiation takes place among politicians on a new zero carbon law, what do New Zealanders think about climate change? We take a look using our most recent data.

The average level of concern about climate change increased between 2013 and 2016. Supporters of all political parties, except NZ First, reported that they were more concerned about climate change in 2016 than they were three years earlier. Overall, in 2016, 47% of New Zealanders

strongly agreed that they were deeply concerned about climate change, with a further 44% somewhat agreeing.

At the same time, there was increasing support for government regulation of carbon emissions across political parties, particularly among NZ First party supporters and non-voters. Overall, in 2014, 47% of New Zealanders strongly supported government regulation of carbon emissions, with a further 46% somewhat supporting regulation.



On a scale of 1 to 7, 1–2 was coded as disagreeing, 3–5 as somewhat agreeing, and 6–7 as strongly agreeing.

Political leaders can change our opinions

How much can our own attitudes be affected by our political leaders?

In 2015, then-leaders of National and Labour publicly expressed their personal opinions on whether the New Zealand flag should be changed, with John Key (National) arguing New Zealanders should choose a new flag, and Andrew Little (Labour) arguing New Zealanders should keep the current flag. We measured public support for changing the flag both before and after these opinions were published in the media.

Overall, 30.5% of National party supporters and 27.5% of Labour party supporters changed their original opinion to match their party leaders. This research provides a rare real-time example of politicians' influence on public opinion.

To learn more, [read the article from the Association of Psychological Science.](#)

(Research led by Nicole Satherley, PhD Student, University of Auckland.)



Who enrolls on the Māori electoral roll?

Every five years, if you are of Māori descent, you can choose whether to be on the Māori or the General Electoral Roll. In 2018, the percentage of Māori on the Māori electoral roll dropped from 55% to 52%.

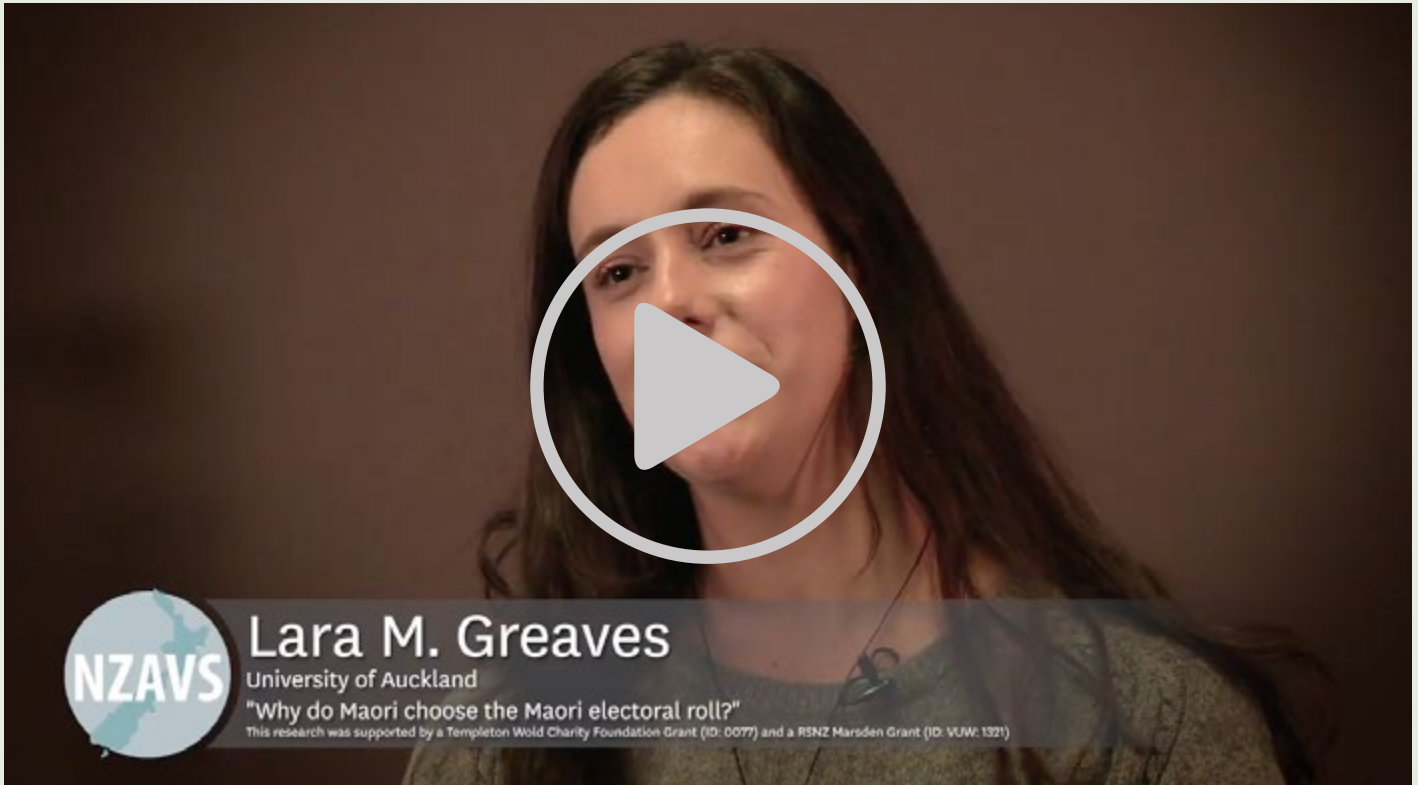
We investigated which factors influenced the decision to be on the Māori roll, and found that identity was more important than any other factor (e.g. age, education, living in urban or rural areas). Those who identified as solely Māori

(versus those identifying as both Māori and Pākehā) were more likely to be on the Māori roll.

People were more likely to be on the roll if they reported seeing their Māori identity as important and positive, or believed that it is important to stand up for Māori rights.

[Watch the video](#) to find out more.

(Research led by [Lara Greaves](#) (Ngāti Kuri, Ngāpuhi), Lecturer, University of Auckland).



Religious communities offer parenting support

Today, in the age of nuclear families, parents receive less help from extended family and community structures than they did throughout human history. However, in this research, we found that not only do religious people have more children than secular people, religious people without children also spend more time looking after other people's children. In fact, religious people may have more children because of the extra childcare support available to religious people from their religious communities.

To find out more, read the press coverage in [NewsNow](#) and the [Otago Daily Times](#).

(Research led by [John Shaver](#), Senior Lecturer, University of Otago).



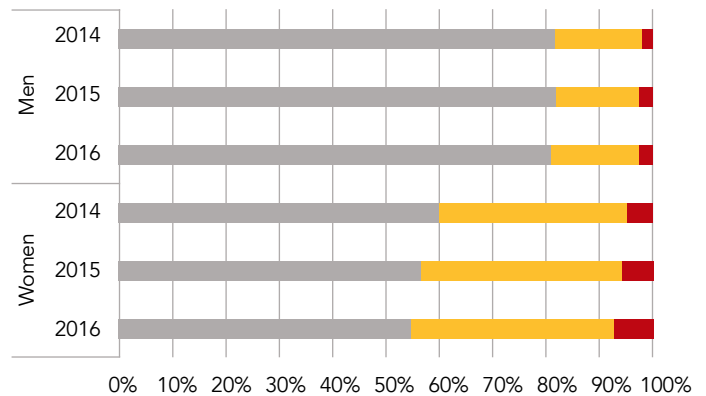
Women increasingly report frequent gender discrimination

Over the past few years, women have increasingly reported that they feel they are “often discriminated against because of their gender”.

Where 40% of women somewhat or strongly agreed they were discriminated against in 2014, 45% of women agreed in 2016. This may reflect that discrimination itself is on the rise – but as we report in the research above, changing attitudes to gender equality may mean that women are more likely to recognise and report gender discrimination.

Men also report gender discrimination, but at lower rates, with 19% somewhat or strongly agreeing they are often discriminated against. Men’s reported gender discrimination has not changed over time.

As we analyse questionnaires from 2017 and 2018 when movements such as #MeToo were prominent, reports of gender discrimination may continue to increase.



On a scale of 1 to 7, 1–2 was coded as disagreeing, 3–5 as somewhat agreeing, and 6–7 as strongly agreeing.

- Disagree
- Somewhat Agree
- Strongly Agree



Is support for gender equality increasing in New Zealand?

In recent years, has sexism been decreasing? This research used seven years of NZAVS questionnaires to track changes in sexist attitudes over time, from 2009 to 2016.

We found that sexist attitudes were on the decline among both men and women. The decline was slow, but steady. This research indicates that sexist attitudes are capable of being changed, and have the potential to decline further over time.

(Research led by Yanshu Huang, PhD Student, University of Auckland)

How entitled are young New Zealanders?

A common belief about younger generations such as millennials is that they are more narcissistic and entitled than older generations. In research published last year, we tracked changes in average entitlement from 2009 to 2014, and compared entitlement levels across the generations.

We found that entitlement was highest among young people, but decreased steadily as they aged. There was no evidence of entitlement increasing over time, and no

evidence of generational differences in entitlement.

This research suggests that every generation follows the same process, where young people grow out of narcissism as they age, mature, and have more life experiences.

[Watch the video](#) to find out more, or read articles from the [New Zealand Herald](#) and [BBC](#).

(Research led by [Samantha Stronge](#), Research Fellow, University of Auckland)

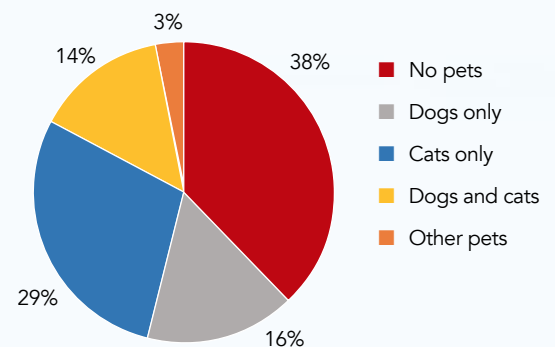


Most New Zealanders have a pet

We asked our participants about their animal companions in 2015, and found that 62% of people reported they had at least one pet, compared to 38% who had no pets.

Nearly twice as many New Zealanders are a 'cat person' than a 'dog person', with 29% reporting they had at least one cat (but no dogs), while 16% had at least one dog (but no cats). 14% reported having both cats and dogs, while only 3% reported having a different kind of pet.

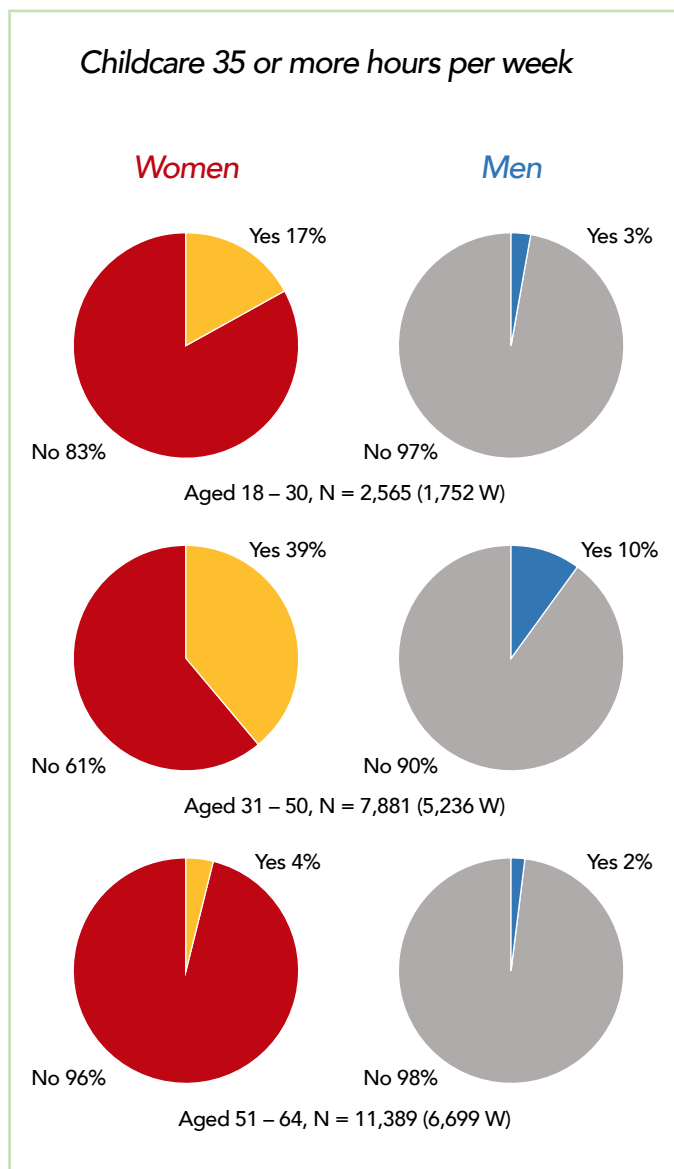
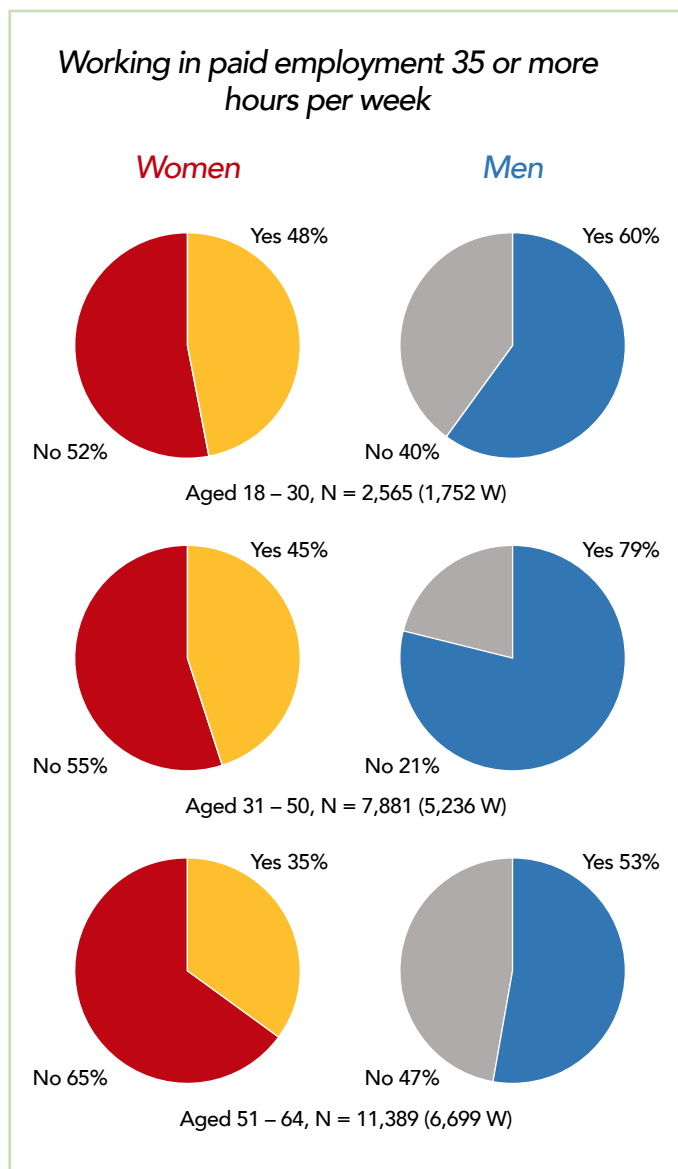
Do you have any pets?



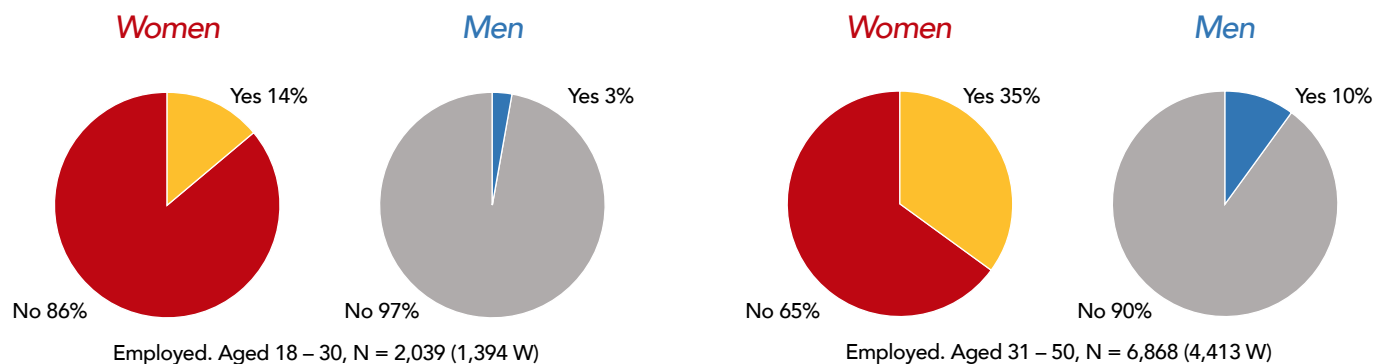
A snapshot of hours spent on work, childcare and household chores by men and women in 2016: Women of all ages take on more childcare and chores



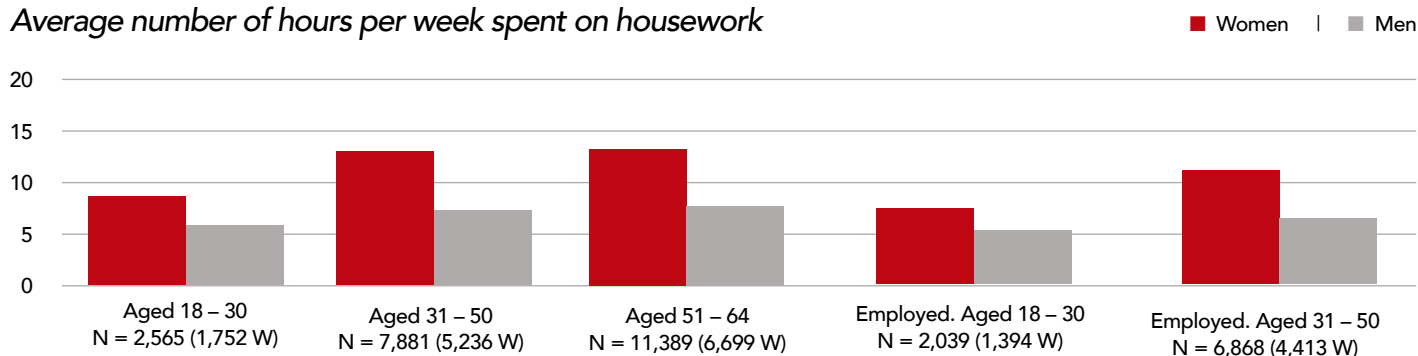
In 2016, our participants were asked about the number hours they had spent working, looking after children and doing housework during the previous week. We surveyed about 2,500 people aged 18 – 30, almost 8,000 people aged 31 – 50, and over 11,000 people aged 51 – 64. Men are more likely to report working at least 35 hours per week in paid employment. At the same time, among people aged 18 – 50, women are more likely than men to spend at least 35 hours per week taking care of children, even if they are employed. On average, women also spend more time than men on housework, even if they are employed.



Childcare 35+ hours per week for those also employed



Average number of hours per week spent on housework



Health professionals are confident about the safety of childhood vaccines

Childhood vaccination is a spectacularly successful global public health initiative that relies on high rates of vaccination. Yet, childhood vaccination is incorrectly perceived as unsafe and unnecessary by a growing number of parents around the world. Health professionals have a critical role to play in shaping parents' decisions around vaccination, and we investigated the extent to which different types of health professionals in New Zealand agree with the statement "it is safe to vaccinate children following the standard New Zealand immunisation schedule".

146 (95%) of the 154 GPs and specialist doctors we surveyed rated their agreement as 6 or 7 out of 7, meaning that they strongly agreed that vaccines are safe for children. This research was published in the *New Zealand Medical Journal*.

To find out more, read the article from the [New Zealand Herald](#).

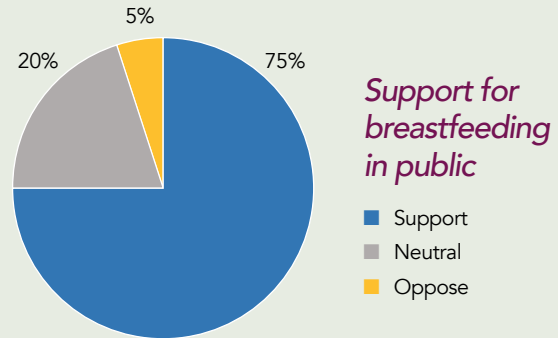
(Research led by Carol Lee, PhD Student, University of Auckland)



New Zealanders overwhelmingly support women breastfeeding in public

Drawing on data from almost 20,000 people who completed our 2016/17 questionnaire, we found that most New Zealanders (75.3%) support breastfeeding in public, whereas a small minority (5.2%) are opposed and a further 19.5% are neutral on the issue.

Women, parents, younger people, people in a relationship or married, and people with higher education were particularly likely to support public breastfeeding, but New Zealanders were generally positive towards public breastfeeding, regardless of where they sat demographically. Overall, these results suggest that New Zealanders are likely to rally behind any future health initiatives aimed at supporting women who choose to breastfeed in public.



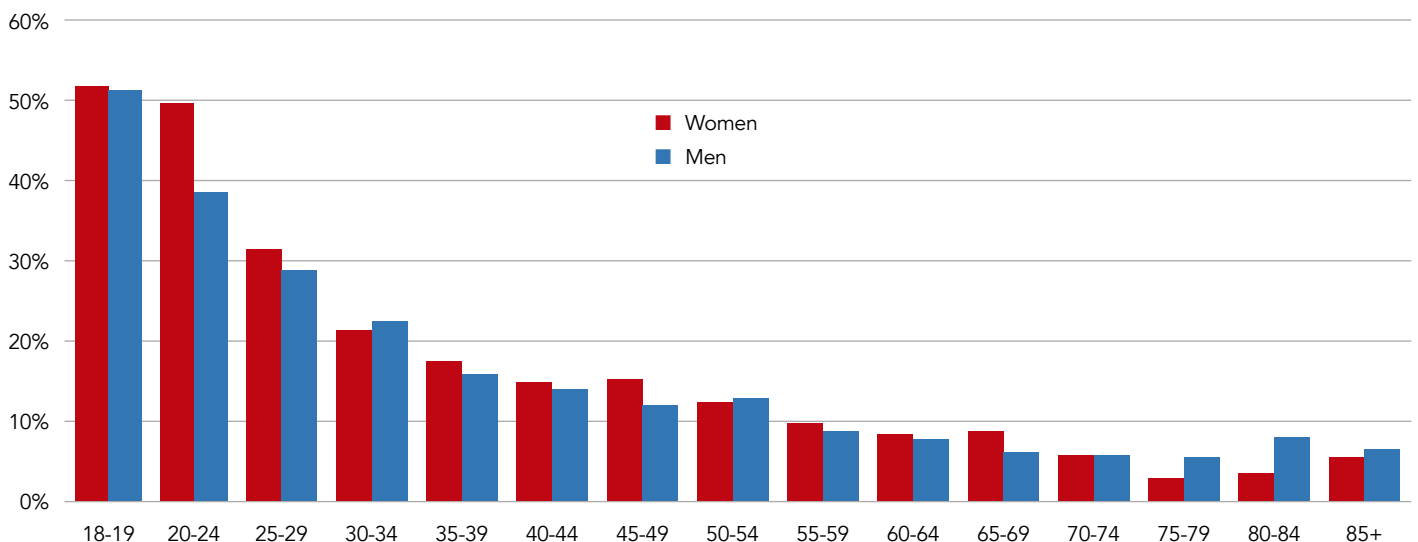
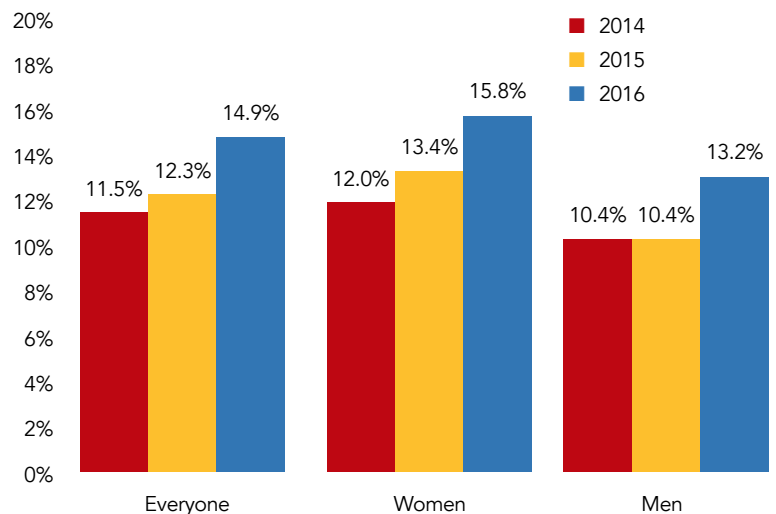
To find out more, [read the article from Stuff](#).

(Research led by Yanshu Huang, PhD Student, University of Auckland)

Cyberbullying

We reported on rates of cyberbullying in New Zealand in 2014, when we first asked about it in the NZAVS. Two years later, we find that the number of people who report that someone has ever “used the internet, a mobile phone, or digital camera to hurt, intimidate or embarrass” them is steadily increasing, for both men and women. Women are more likely to report they have been cyberbullied than men.

Younger people are still the most likely to have experienced cyberbullying, with 51% of 18-19 year olds reporting they have been cyberbullied.





A snapshot of hours spent on social media and computer gaming in 2016: Young women are more active on social media, but 80% don't play computer games

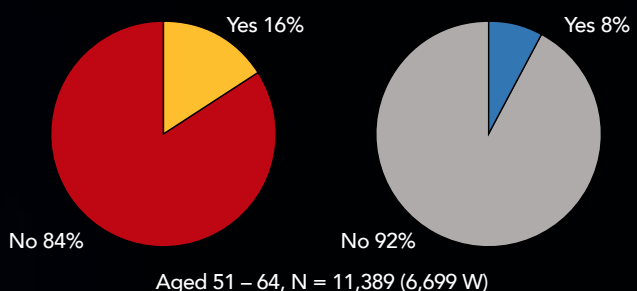
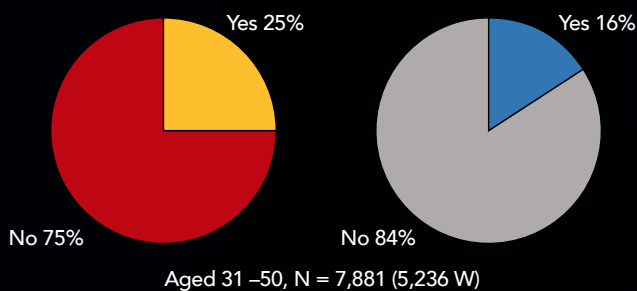
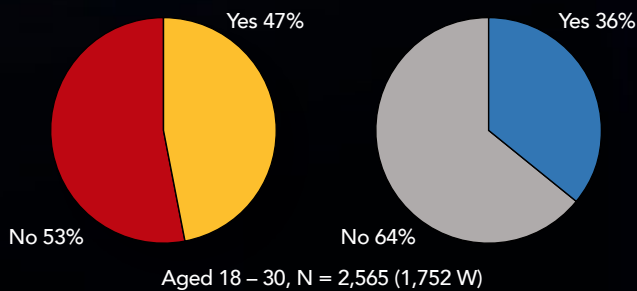
When reporting on the number of hours in the preceding week that they had spent using social media (e.g., Facebook) and playing computer games, we can see that almost 50% of women aged 18 – 30 and 25% of women aged 31 – 50 reported using social media for 7 hours or

more per week – on average, one hour or more per day. Among men, these usage rates were reported by only a third of men aged 18 – 30 and 16% of men aged 31 to 50. When it came to computer gaming, 82% of women aged 18 – 30 did not play computer games.

Social media 7 or more hours per week

Women

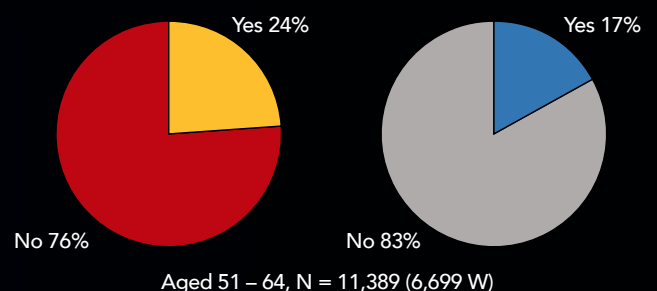
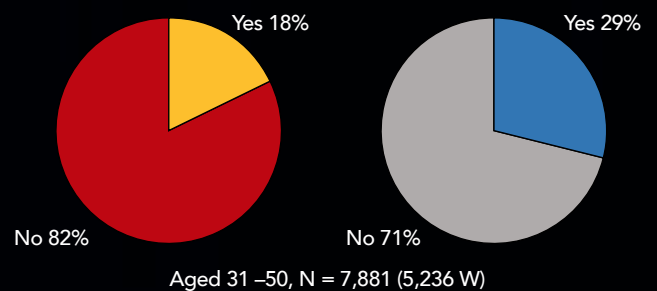
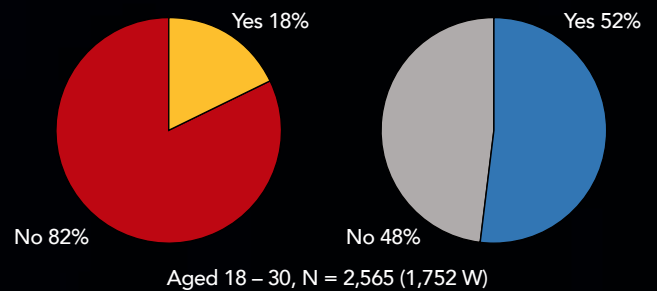
Men

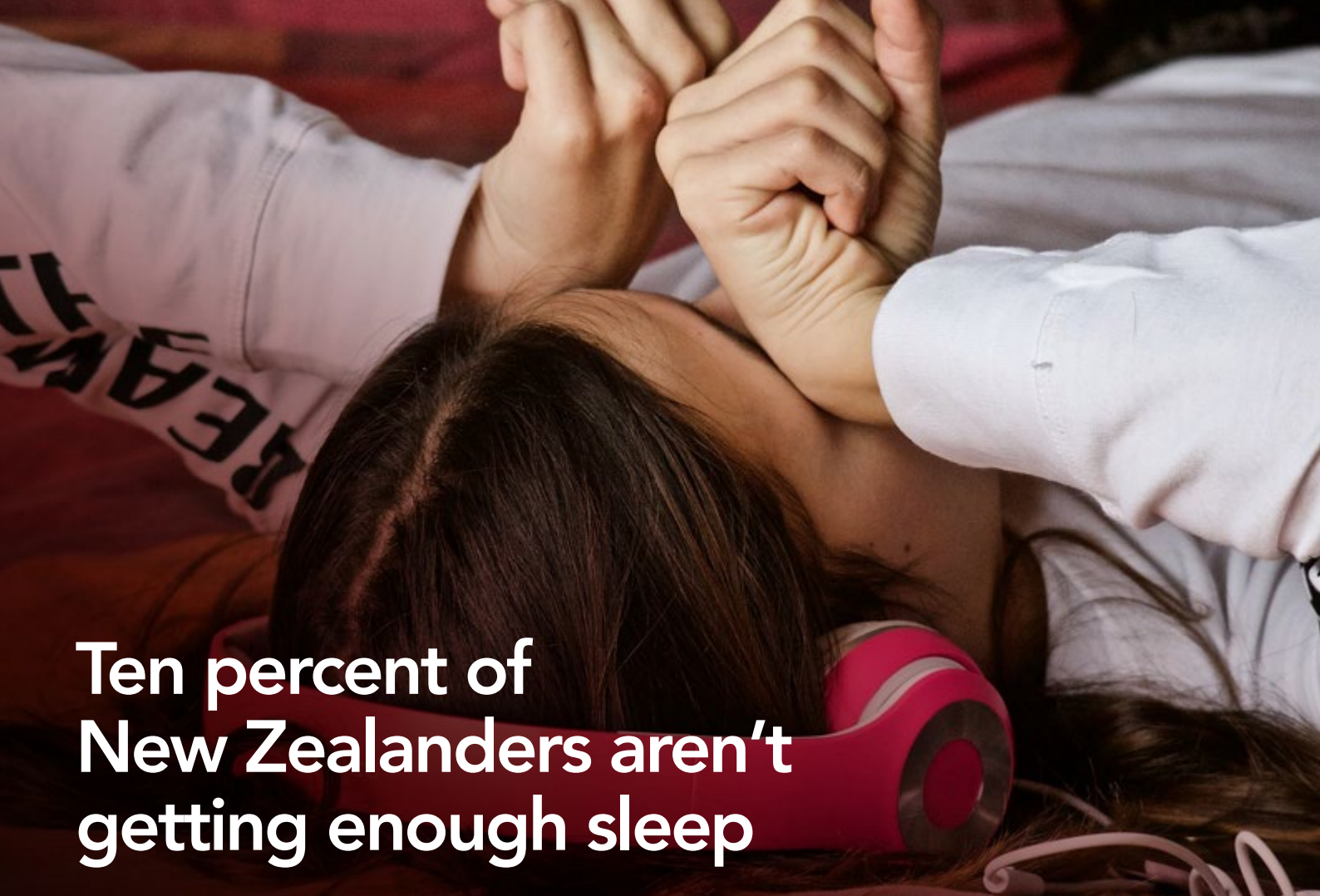


Play computer games during the week

Women

Men



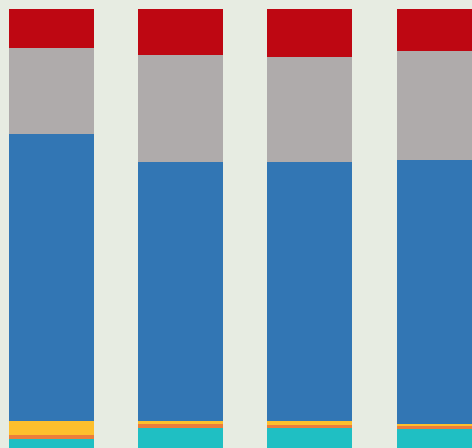


Ten percent of New Zealanders aren't getting enough sleep

Sleep is necessary for our nervous system to work properly, and international guidelines recommend a minimum of 6 hours of sleep per night for adults.

Our data from 2016 shows that about 10 percent of New Zealanders sleep less than this minimum recommended amount. In the two left-hand graphs, responses to our question about sleep hours per night are broken down by age, since international guidelines for what constitutes potentially too much sleep are slightly different for young adults (aged 18-25). Rectangles are colour-coded based on international guidelines. The two right-hand graphs focus on people aged over 25 in 2016, and it shows that sleeping less than 6 hours is equally prevalent among men and women.

<i>People aged 25 or less</i> N = 1,292	<i>People aged 26-64</i> N = 20,578	<i>Women</i> N = 12,822	<i>Men</i> N = 7,756
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Sleep hours per night

- Too few: <6
- Few but maybe appropriate: 6 to 6.9
- As recommended: 7 to 9
- Many but maybe appropriate: 9.1 to 11 for young and to 10 for older
- Too many: >11 for young, > 10 for older
- Not reported

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