

The New Zealand Election Study (1990-2014)

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

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-
- 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

	N	Postal only	Telephone	Combined
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

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

2014 NZES

- Currently in the field (Election September 20)
- Responses likely to be cut off early January
- 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
- Data release for independent analysis early 2016

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 \$64,000 (\$US 52,000, current exchange rates).

2014 NZES

- 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 meshblock
- Turnout by age can be estimated without non-response error

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
- Separate longitudinal study of 20,000 from roll, followed through election to election, beginning 2014, adding roll voting data
- Increasing use of survey response online option may reduce costs further

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