



Culture and Identity Statistics Domain Plan

Draft for Consultation

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Contents

Executive summary	1
1 Introduction	3
1.1 Culture and identity statistics	3
1.2 Purpose of the domain plan	3
1.3 Scope of the Culture and Identity domain	4
1.4 Earlier and related statistical development work	4
1.5 Key policy themes	6
1.6 The consultation process and timeline	7
2 Conceptual and definitional issues	8
2.1 Introduction	8
2.2 Identity	8
2.3 Culture	9
2.3.1 Cultural capital	10
3 Proposed Statistical Development Areas	12
3.1 Introduction	12
3.2 Social cohesion and national identity	13
3.3 Diverse identities	13
3.4 Cultural wellbeing and cultural participation	14
3.5 Māori identities and culture	14
3.6 Immigrant settlement	15
4 Gaps in the capacity of existing statistics to meet identified information needs and directions for future development	16
4.1 Introduction	16
4.2 Social cohesion and national identity	17
4.2.1 National identity	17
4.2.2 Common norms and values	18
4.2.3 Active citizenship and civic participation	20
4.3 Diverse identities	21
4.3.1 Ethnicity	21
4.3.2 Sexual orientation	22
4.3.3 Religious affiliation	23
4.3.4 Generational attachment	24
4.3.5 Other identities	25
4.4 Cultural participation and cultural wellbeing	26
4.4.1 Cultural expression and wellbeing	26
4.4.2 Cultural experiences and cross-cultural participation	27
4.4.3 Contribution of cultural capital as an economic input	27
4.5 Māori identities and culture	29
4.5.1 Māori identities	29
4.5.2 Māori cultural expression and cultural wellbeing	30
4.5.3 Māori cultural capital as an economic input (an example)	32
4.6 Immigrant settlement	33
5 Summary of main information needs and gaps	36
5.1 Social cohesion and national identity	36
5.2 Diverse identities	36
5.3 Cultural participation and cultural wellbeing	37
5.4 Māori identities and culture	37
5.5 Immigrant settlement	37
Figure 1: Statistical Development Areas and Subject Areas	12

References and further reading	38
Appendix 1: Existing information sources for culture and identity statistics	42
Statistics New Zealand	42
Te Puni Kōkiri.....	50
Ministry of Social Development.....	51
The Department of Labour.....	51
Ministry of Health	53
Creative New Zealand	54
Massey University.....	55
Victoria University of Wellington	57
Human Rights Commission	58
Ministry of Justice	58
Ministry of Education.....	59
The Broadcasting Commission (New Zealand On Air)	60
Other information sources.....	61

Executive summary

Robust, reliable statistics on culture and identity are a key part of a well-structured set of social statistics. They inform our understanding of New Zealand society and how its cultural composition is changing over time. They help ensure government and other data users have access to the authoritative data necessary to monitor trends in wellbeing at individual, group and societal levels. Cultural wellbeing is an important social and policy issue both in its own right and in terms of its contribution to overall wellbeing. Good quality culture and identity statistics also help us gain a better understanding of social cohesion and can assist policies aimed at maximising social cohesion without losing the benefits that flow from social and cultural diversity.

The purpose of this 'culture and identity' draft domain plan is to establish a framework and final plan for the further development of statistics relating to culture and identity over the next five to 10 years. This draft plan is based on an assessment of gaps in existing data against data-users' information needs, with an emphasis on current needs that are expected to endure into the future and emerging needs expected to grow in significance. The final domain plan is intended to increase knowledge and use of existing data sources and improve the quality and availability of statistics derived from existing sources.

Input from data users is central to the success of the final domain plan. Therefore, this draft plan, which itself is the result of consultation with government agencies and others, is being released for wider consultation. The consultation period runs until **14 August 2009** and Statistics New Zealand welcomes feedback on any aspect of this draft. Following receipt of submissions, a final version of the plan, including recommendations, will be submitted to the Government Statistician for approval in early 2010.

One objective of the culture and identity domain plan is to help clarify some of the concepts underlying culture and identity statistics, which in many cases are less well defined than in other areas of statistics. Identity, as used in this domain plan, relates to the ways we see and represent ourselves in relation to others. It is concerned with both a sense of commonality and with a sense of difference. The culture and identity domain includes both information needs regarding 'national identity' and those concerning the various sub-populations and groups that people identify with. Culture concerns the "set of distinctive spiritual, material, intellectual and emotional features of a society or social group and encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs" (UNESCO, 2001). Of central statistical concern are ways to measure aspects of cultural expression, participation (both within one's own cultural groups and in others') and cultural wellbeing. The plan also draws on the recently developed notion of cultural capital as the stock of values, norms, traditions and cultural skills and behaviours that can be seen as potentially contributing to individual and collective wellbeing, in addition to natural, produced, human and social capital.

The domain plan, and discussion of information needs and data gaps, is structured into five Statistical Development Areas (SDAs), each of which has several topic or subject areas within it. This structure is not intended to be applied rigidly and there are overlaps and complementarities between the SDAs. However, they are a useful way of organising thinking about future development needs.

The five SDAs and their topic areas are:

- **Social cohesion and national identity**
 - national identity
 - common norms and values
 - active citizenship
- **Diverse identities**
 - ethnicity
 - sexual orientation
 - religious affiliation
 - generational attachment
 - other?
- **Cultural wellbeing and cultural participation**
 - cultural expression and wellbeing
 - cultural experiences and cross-cultural participation
 - cultural capital as an economic input
- **Māori identities and culture**
 - Māori identities
 - Māori cultural expression and wellbeing
- **Immigrant settlement**
 - long-term settlement outcomes
 - impact of immigration on national identity and cultural wellbeing.

Detailed discussion of information needs and data gaps is included in Chapter 4. In broad terms, the data gaps in existing data sources relate to:

- strength of attachment to different identities
- statistical information on customs, practices, values and world views of different groups of New Zealanders
- statistical information on the values that cut across sub-populations and subgroups
- statistical information relating to Māori/indigenous culture and heritage
- contact between different cultural, ethnic and religious/faith groups
- settlement outcomes for successive generations of immigrants
- enumeration (counting) of groups of importance to people's identities and wellbeing.

1 Introduction

1.1 Culture and identity statistics

Good quality statistics on culture and identity help inform our understanding of New Zealand society. They provide information on the cultural and social composition of society and the way that composition is evolving through time. They can signal changes that will be important for the future. They help us find commonalities across groups and the diversities between groups that contribute to making New Zealand society what it is. Culture and identity statistics also help us monitor cultural wellbeing and trends in cultural expression and participation. Information in these areas is vital to our understanding of fundamental social outcomes such as social cohesion and overall individual and collective wellbeing.

Compared with many areas of official statistics, some aspects of statistics on culture and identity are relatively underdeveloped. In some cases, this is due to the inherent complexity of the underlying concepts; in others it is because of measurement difficulties or difficulties finding suitable, meaningful proxy measures. The development of this domain plan is part of the process of addressing these difficulties.

1.2 Purpose of the domain plan

This domain plan reviews the information needs for the monitoring and measurement of issues of culture and identity of the New Zealand population, including sub-populations or groups of policy interest. The document includes an assessment of existing data sources for culture and identity statistics, gaps in those data sources, and possible directions for future statistical development.

Statistics New Zealand's intention is that the domain plan will lead to:

- increased knowledge and use of existing data sources
- improved quality and availability of data
- the establishment of a framework and plan for the further development of statistics relating to culture and identity over the next five to 10 years.

In the course of developing the plan, the aim is to:

- provide an opportunity for discussion and debate about the conceptual issues relating to culture and identity and its measurement
- identify key information needed to inform planning, policy, research, monitoring and decision-making at national, local and community levels
- assess existing data to see how well it is addressing current and enduring information needs and to determine gaps
- identify priorities for statistical development over at least the next five years.

Culture and Identity is one of 12 domains identified within the Programme of Official Social Statistics (POSS), each of which relates to an area of importance for individual and societal wellbeing. Each domain plan will contain agreed priorities for statistical development relating to that topic area, based on consultation and an assessment of user information needs. Particular emphasis is being placed on identifying longer-term needs – current information needs that are expected to be enduring and emerging needs that are likely to become increasingly important in the future.

1.3 Scope of the Culture and Identity domain

The domain plan sees culture and identity as both individual and collective. In the area of identity, its scope includes:

- the broad societal groups that people belong to or identify with in a way which forms part of their own sense of identity (so, for example, this includes ethnic and cultural groups, but does not include clubs and sports groups¹)
- national identity, the common norms, values and characteristics that most New Zealanders would identify with as part of their identity as a 'New Zealander'.

In the area of culture, the scope of this domain includes:

- behaviours and activities that are part of how people express their cultural identity
- types of, and opportunities for, participation in cultural activities
- the contribution of participation in cultural activities to individual and collective wellbeing and social outcomes.

A specific area of interest included in the scope of this domain is that of Māori culture and identities. This includes:

- the evolution of Māori identities, at national, iwi and hapū levels
- Māori cultural expression, participation in Māori cultural activities and its impact on social and individual wellbeing
- the contribution of Māori identities and Māori cultural expression and participation in cultural activities on the evolution on national identity and culture.

Many inter-linkages exist between each domain, and between POSS domains and other parts of the system of official statistics. In some cases, the boundaries between domains are blurred. For example, broader issues of social connectedness are covered in the Social Connectedness domain and participation in sports and recreational activities are covered in the Leisure and Recreation domain. Both have close links with statistics on culture and identity. In practical terms these linkages are unlikely to be a problem – often the same statistical survey vehicle will be used to collect data on both. Note that work on both the Social Connectedness and Leisure and Recreation domains has not yet commenced.

A particular inter-linkage relating to the Culture and Identity domain is between the economic contribution of the cultural sector and the contribution of cultural capital to economic outcomes. The approach proposed here is to be explicit about the inter-linkages and include the measurement of the economic contribution of culture (ie the impact of culture on the economy), but exclude the measurement of the cultural sector of the economy, which is part of the broader programme of sectoral economic statistics. This approach has the advantage of recognising the place of the cultural sector as an economic sector in its own right and of permitting direct comparisons between this sector and others.

1.4 Earlier and related statistical development work

The *New Zealand Framework for Cultural Statistics*, jointly produced by Statistics NZ and the Ministry of Culture and Heritage in 1995, is relevant to this domain plan. This framework

¹ Clubs and sports groups will be covered in the POSS Leisure and Recreation domain.

encompasses a range of cultural activities undertaken in New Zealand and is a framework for economic analysis of these activities. It takes into account the contribution of Māori. This framework is set alongside other domain areas such as heritage, literature, visual arts, and broadcasting (among others).

The development programme for the Cultural Statistics framework led to a range of reports being developed that analyse aspects of cultural activity in New Zealand such as *Employment in the Cultural Sector*, *Household Spending on Culture*, and *Government spending on culture*. Arising out of the Cultural Statistics framework development programme, Statistics NZ conducted the Cultural Experiences Survey in 2002, which was run as a supplement to the Household Labour Force Survey.

The *New Zealand Framework for Cultural Statistics* is now 14 years old and in need of review. A review is needed because of social changes, new areas of information needs, as well as the impact of technological changes, which have created new forms of cultural transmission and different forms and expressions of identity and culture. The Ministry of Culture and Heritage continues to report on the cultural sector as *an economic sector*. The size and performance of the cultural sector as *an economic sector* is outside the scope of this domain, which has a broad notion of culture. Some of the economic implications of culture and identity are relevant to this domain though.

Social benefits, in addition to economic benefits, arise from the production and consumption of cultural goods and services. Participation in cultural activities and awareness of cultural activities influences people's identities, and their understanding and respect for others. This domain looks at the identities and activities of sub-populations and groups of policy interest in terms of their participation and contribution to social wellbeing.

Another related area is the Māori Statistics Framework currently being developed by Statistics NZ. This draft framework uses a Māori concept of wellbeing and looks to measure the opportunities for Māori to take control of their own lives and environments, and to revitalise traditional institutions, including language. The draft framework provides a high level example of what a distinctively Māori concept of cultural capital might look like, a concept also introduced in this domain plan (see section 4.5.3).

As part of the Māori statistics work programme, a business case for a separate Māori Social Survey (MSS) is being developed. This survey would go into the field in 2011 and focus on information needs of and for Māori. This domain plan is a vehicle for identifying some Maori information needs that would be covered by the MSS; however, other consultation will also be undertaken.

The culture and identity domain also follows the Review of the Official Ethnicity Statistical Standard 2009. The 2009 review focuses on 'New Zealander' responses in the census ethnicity question, following a significant increase in this response in Census 2006, which is not evident in other surveys. A paper is available on the web: [Draft Report of a Review of the Official Ethnicity Statistical Standard: Proposals to Address the 'New Zealander' Response Issue](#) (2009). The results of this review will be available later this year, with a view to implementing any changes that might be required for the 2011 Census.

Statistics NZ has also released a separate discussion paper on sexual orientation as a potential area for the collection of official social statistics, *Considering sexual orientation as a potential official statistic*. Feedback is sought on the priority to be accorded to sexual orientation statistics as part of the culture and identity domain plan.

1.5 Key policy themes

Consultations to date have identified several key policy themes likely to be of enduring relevance for culture and identity statistics. Policy issues and the information needs arising from them are discussed in detail in Chapter 4. In summary, major policy themes include:

- **Cultural wellbeing and its contribution to overall wellbeing**
Enhancing wellbeing for individuals and society is the central objective of social policy and a direct concern of many government agencies, including the Ministry of Social Development. Service providers and policy agencies need information and evidence that permits them to measure various aspects of wellbeing and to assess changes in wellbeing through time. In the local government context, both the Local Government Act 2002 and the Resource Management Act 1991 refer to cultural wellbeing, the latter including it in the context of rules for local authority decision-making and for the preparation of long-term council community plans (Dalziel, Matunga and Sanders, 2006).

The Ministry of Culture and Heritage defines cultural wellbeing as “the vitality that communities and individuals enjoy through participation in recreation, creative and cultural activities; and the freedom to retain, interpret and express their arts, history, heritage and traditions.”² Other agencies, such as Te Puni Kōkiri and the Ministry of Pacific Island Affairs have an interest in cultural wellbeing as it affects a particular sub-population of interest.

- **Social cohesion and diversity**
Social cohesion is “essentially why social systems hold together as opposed to falling apart” (Jenotte, 2003:37) and can be thought of as the opposite of social exclusion and the inequalities and social disparities that accompany exclusion. The *Immigration Settlement Strategy: A programme of action for settlement outcomes that promote social cohesion*, prepared jointly by the Department of Labour and the Ministry of Social Development, defines social cohesion as an outcome statement:

New Zealand becomes an increasingly socially cohesive society with a climate of collaboration because all groups have a sense of belonging, participation, inclusion, recognition and legitimacy (New Zealand Immigration Service, 2004).

In policy terms, the five elements in the quote above recognise two fundamental elements of social cohesion: the conditions for a socially cohesive society (inclusion, recognition and legitimacy), and the elements of socially cohesive behaviour (belonging and participation).

A central policy concern in this area is how to maximise social cohesion while not constraining the gains from diversity. Diversity is a resource in social, economic and political terms; it can add social and economic value and contributes to cultural vibrancy. In some overseas countries, there is tension between maintaining a socially cohesive society and strong ethnic diversity (Healy, 2004:30). On the one hand, there may be recognition and celebration of diversity, and support for the rights, expectations, unique identity and capabilities of various ethnic, cultural and religious/faith groups. On the other hand, there may be emphasis on establishing common values and providing spaces for shared norms and values to develop. In New Zealand, this relationship relates to policy approaches to social cohesion. The Diversity Action Programme, facilitated by the Human Rights Commission, for example, was launched in 2004. This programme is “designed to recognise and

² <http://www.mch.govt.nz/cwb/> [27 May 2008]

celebrate cultural diversity and encourage racial and cultural harmony” (Boston and Callister, 2005:34). Work on a national statement on religious diversity, *Religious Diversity in New Zealand*, has been sponsored by the Human Rights Commission. Other key policy initiatives in this area include the ‘Connecting diverse communities’ work programme of the Ministry of Social Development and the Office of Ethnic Affairs.³

- **The preservation and development of tikanga Māori and the contribution of cultural participation and expression to Māori wellbeing**
“Māori succeeding as Māori” is part of the ‘Māori Potential Approach’ that Te Puni Kōkiri uses to “better position Māori to build and leverage off their collective resources, skills and leadership capacity.” The strengthening of Māori identities and Māori cultural wellbeing are direct and central contributors to this wider objective.

1.6 The consultation process and timeline

This domain plan has a two-stage process for development. First, in June 2008, an inter-departmental Steering Committee was established comprising representatives from Statistics NZ, the Ministries of Social Development, Health, Education, Culture and Heritage, Pacific Islands Affairs, the Departments of Labour, and Prime Minister and Cabinet (DPMC), and Te Puni Kōkiri. A working group was also established with representatives from each of these agencies (except the DPMC) as well as the Office of Ethnic Affairs, the Department of Internal Affairs and the Ministry of Justice. Some stakeholders and data users from non-government organisations, including academic institutions and research associations, were also consulted on specific topics.

The second stage is a process of external consultation on this draft of the plan. The submission period runs until close of business on **14 August 2009**. After that, all submissions will be considered and assessed, and the Steering Committee will then submit a revised domain plan, including recommendations, to the Government Statistician in early 2010. Once approved, this will become the final domain plan and actions to implement the plan will be made under the authority of the Government Statistician according to the Statistics Act 1975.

Note, outcomes from this consultation will not be completed in time to feed into the 2011 Census, but they will inform development for future censuses.

³ http://www.ethnicaffairs.govt.nz/oeawebsite.nsf/wpg_URL/Whats-Happening-Message-Board-Connecting-Diverse-Communities-%E2%80%93-Background-Information?OpenDocument

2 Conceptual and definitional issues

2.1 Introduction

Defining the fundamental concepts underlying culture and identity statistics is a far more challenging task than it is in many areas of official statistics where there are well developed, often internationally agreed, definitions and conventions. This chapter discusses some definitional and conceptual issues and seeks to develop key concepts in ways that can be used to guide the future enhancement of statistics in this area. In particular, the plan draws on the notion of 'cultural capital' – the idea that there are aspects of culture which contribute to our wellbeing alongside (and in addition to) natural, produced, human and social capitals.

2.2 Identity

Grouping people is a very basic strategy that humans use for making sense of – and use of – a complex social world. Statistics, which also rely on grouping people, will only imperfectly reflect the groupings people use to identify themselves, but should aim to capture those aspects of identity that are relevant for policy purposes and for understanding important social phenomena. Identity is a concept about groups. Identities are formed through group membership, but are also formed through non-group membership.

In its broadest sense, identity is “a collection of ways of representing the self depending on social context and available discourses” (Kedell, 2007:59).⁴ Identity is a person's understanding of self formed in relation to others. The 'others' are both those people who the person shares a sense of identity with and those that they do not. In other words, identity helps form both a sense of commonality and a sense of difference.

Identities are also “contestable, situational [and] often multiple” (Kedell, 2007:50). People experience a number of different identities depending on the context they are in and the people and groups they are interacting with. People may identify with a nation and at the same time with various sub-populations and groups within that nation. Indeed, identification with different groups in different situations is the norm rather than the exception.

People increasingly view identity as a matter of choice. This view is popularised by consumer culture and being able to “be whoever you want to be” (Rosebail and Seymour, 1999). Consumer culture has roots in the liberalisation of values in Western, post-modern societies, increasing diversity, and the emphasis on individualistic human rights (Niezen, 2004). Culture and identity statistics have to be responsive to, and keep pace with, changes in the main identifications people have. While aspects of identity can be a matter of individual choice, other aspects are imposed or reinforced by others, often based on visible or identifiable characteristics, such as sex, race, colour, and characteristics such as name, accent and dress. Some aspects of identity are formally signified or marked through mechanisms such as citizenship, iwi registration, religious ceremonies, marriage certification, or formal club or organisational membership.

Expressions of culture are often closely related to the way we form, maintain and strengthen identities in relation to groups. In this way, some of the types of cultural expression and participation discussed in the next chapter as areas for statistical development can be thought of as mapping more or less closely to identity groupings.

⁴ See also Katz, 1996; Kirton, 2000.

2.3 Culture

In the *Universal declaration on cultural diversity* (UNESCO, 2001), the United Nations Educational, Scientific and Cultural Organisation defines culture as a “set of distinctive spiritual, material, intellectual and emotional features of a society or a social group, and that encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs”.

Consistent with this, this domain plan encapsulates both:

- Culture as a general way of life in New Zealand, which contributes to national identity, civic society and social identities based on that national identity. This includes, for example, actual and perceived common values and norms.
- Culture in terms of specific sub-populations or groups with a distinctive culture, and sometimes, way of life, which contributes to subgroup identities. Examples include migrant communities and the gay and lesbian community.

In the first sense, culture as a way of life in New Zealand can be regarded as part of a system used by members of a society to communicate meaningfully. This refers to “the social production and transmission of identities, meanings, knowledge, beliefs, values, aspirations, memories, purposes, attitudes and understanding” (Hawkes, 2001:3). Culture can be ‘high-culture’ and include the arts, theatre and music; in other words, participation and consumption in relation to the cultural sector. Culture can also be ‘popular culture’ in terms of the day-to-day practices guiding New Zealanders’ lives – that is, the patterns of everyday life that take shape through common belief systems and interactions with others. With this view of culture, members of the predominant group normalise their way of life and tend to classify others in a ‘diversity’ sense. At the same time, this process is context-specific – for example, New Zealanders who may regard themselves as culturally different from each other at home frequently identify the cultural commonalities/shared national identity when they meet overseas.

In the second sense, culture describes the distinctive ways of life of a specific sub-population or group – that is, the activities, sharing of behaviours, knowledge and objects that allow a group to distinguish commonality between its members and how these differ in relation to others in New Zealand society. These might include beliefs, customs, faiths and conventions; codes of manners, dress, cuisine, language, arts, science, technology, religion and rituals; norms and regulations of behaviour, traditions and institutions (Hawkes, 2001:3). It is in this sense that minority or subgroups are identified, labelled and described in relation to the predominant group, and/or self-determined through group membership, place of birth, ancestry, etc.

When culture is regarded as the distinctive ways of life of different subgroups, for example, cultural wellbeing is about the effective functioning of a group(s) to which an individual belongs; that is, of a sub-culture within society with benefits for both the individual and the group. Cultural wellbeing is about being able to express these distinctive ways of life, and involves the feeling of security that flows from this.

The different aspects of culture and identity identified in this domain plan are taken to be constitutive elements of social cohesion and overall wellbeing. These aspects encompass at least:

- norms and values of different individuals and groups, including ‘predominant’ groups and specific sub-populations
- the processes and mediums through which these norms and values are developed, received and transmitted

- the tangible and intangible manifestations of norms and values in everyday lived experiences.⁵

2.3.1 Cultural capital

The concept of cultural capital, first discussed by Pierre Bourdieu in the 1980s, is still the subject of debate and development in social capital literature (eg Fuglerud and Engebretsen, 2006; Reynolds, 2006); and this document is not intended to resolve the various conceptual issues around the topic.⁶ However, the concept is potentially useful for guiding the development of culture and identity statistics.

As a concept, cultural capital is usually seen as sitting alongside other recognised forms of capital, namely natural, produced (or physical), human and social capital⁷. Bourdieu's original discussion arose in the context of seeking to explain differences in children's educational achievements. In his view, these differences could not be readily explained using human capital theory notions of differences in ability and parental investment in education, but reflected what he referred to as the 'cultural capital previously invested by the family' (Bourdieu 1986, cited in Dalziel et al, 2009:17).

For the purposes of this domain plan we define cultural capital as:

The stock of values, norms, traditions and cultural skills and behaviours which individual group members and groups as a whole possess (or have access to), which is inherited from the previous generation, may be adapted and extended by the current generation and is passed on to the next generation and which impacts on individual and group wellbeing (adapted from Dalziel, et al, 2008:13)

Key characteristics of cultural capital include:

- Cultural capital fundamentally accrues from human relationships and especially from the strength and quality of culturally contextualised networks connecting members of groups together. In this regard, it overlaps with social capital, which focuses on the density of different types of social networks, but is different in that social capital networks may have no specific cultural component and are not directly cross-generational.
- Cultural capital is frequently embodied in individuals and internalised as cultural practices and identities, but may also be embodied in physical objects such as books, buildings and works of art.
- Cultural capital is not typically depleted through use. In fact, it may be increased or modified through use especially where the process of use also involves innovation. Equally, it may be lost through non-use, for example, where non-use results in cultural practices not being transmitted to the next generation.
- Cultural capital can typically be used or translated into a social resource that has individual or collective returns. Such returns may be in the form of economic, political or social gain or may contribute to wellbeing broadly construed, but without resulting in direct economic gain. In fact, in some cases, individuals or groups may trade off opportunities for economic gain in favour of an increase in cultural capital.

⁵ Modified from Hawkes, 2001:4.

⁶ See Dalziel et al, 2009 for a fuller treatment of the cultural capital concept.

⁷ Some authors also separately identify financial capital, although in accounting terms global financial capital should equal zero.

In this domain plan, the concept of cultural capital is used to provide a framework for thinking about two key aspects of culture and identity:

- The ways in which cultural expression, participation and exposure to cultural experiences (the application or use of cultural capital) contribute to overall wellbeing (and in particular, those ways that are not readily accounted for by other forms of capital).
- How it may be possible to make progress towards measurement of the level of, and changes in, group and societal cultural wellbeing by thinking in terms of the stocks of cultural capital available to the community.

As a distinct type of capital, cultural capital accounts for the culturally contextualised networks and sets of cultural resources, including knowledge, ideas, practices and artefacts, which play a role in the organisation of ethnic and other cultural differences. Cultural capital, as used in this domain, is a way of incorporating diversity into analyses of social capital to better account for cultural differences and between-group differences. Using the cultural capital concept enables consideration of the equity and distribution of different cultural groupings, and the identification of some key sources of wealth creation and knowledge production.

Use of cultural capital in this domain also follows the Office for National Statistics (ONS) in Britain, which has acknowledged limitations with the social capital concept because it largely ignores the cultural context of societal networks, norms and values (ONS, 2001). In Britain, the concept of cultural capital has been developed in the context of work on policies aimed at mitigating the effects of social exclusion.⁸

It is important to emphasise that the concept of cultural capital is not intended as an all-embracing framework capable of underpinning all aspects of culture and identity statistics. In some aspects of the social phenomena of interest, for example, attendance at cultural events such as music concerts, the relevant concepts are closer to notions of trade and consumption of a good or service (even though 'cultural capital' will typically have been an input into production of that good or service).

It should also be acknowledged that further work is needed on how to operationalise the concept in a way that is useful for the development of measurement tools for official culture and identity statistics that meet user needs.

Statistics NZ welcomes input and comment on these questions and on the way in which the notion of cultural capital is being applied in this domain plan.

⁸ <http://www.open.ac.uk/socialsciences/cultural-capital-and-social-exclusion/research-questions.php>

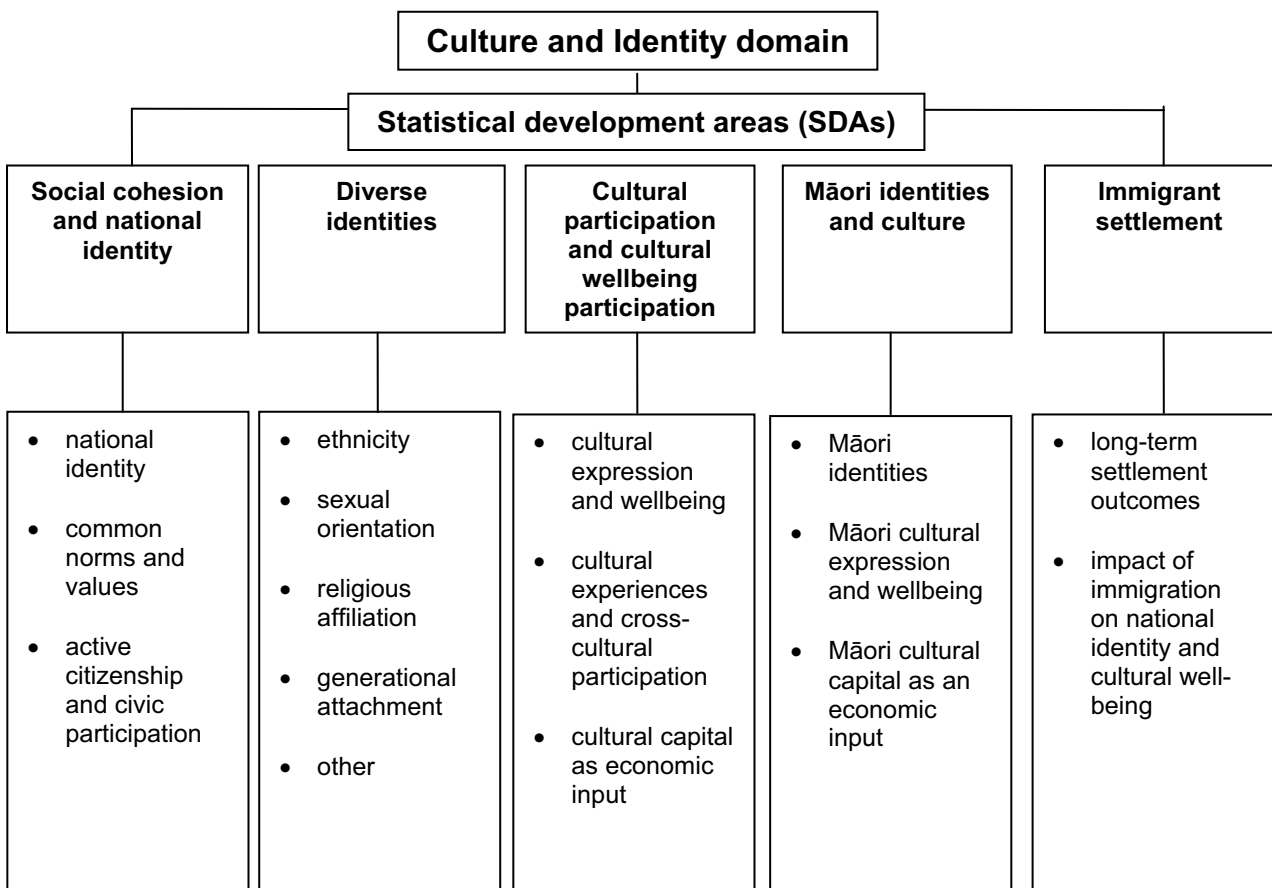
3 Proposed Statistical Development Areas

3.1 Introduction

This chapter sets out an organising framework for the future development of culture and identity statistics. The next chapter then discusses each subject area in more detail focusing on identified information needs and gaps in the currently available data.

The framework breaks the culture and identity domain into five Statistical Development Areas (SDAs). These SDAs are intended to capture, in a structured way, the major generic types of information sought. Each SDA comprises a number of subject or topic areas, each of which has its own information needs. Connections and overlaps inevitably occur between SDAs, and no doubt, alternative organising structures are possible. That said, Statistics NZ believes this framework provides a useful way of thinking about areas for future development of culture and identity statistics. Figure 1 sets out this organising framework.

Figure 1: Statistical Development Areas and Subject Areas



3.2 Social cohesion and national identity

This SDA relates primarily to questions of what makes New Zealand society 'hold together' and to the common aspects of identity and culture that most New Zealanders identify with. As discussed in section 1.4, social cohesion is an important policy issue for many government agencies. Therefore, the national identity SDA encompasses information needs about how best to achieve a socially cohesive society without losing the benefits of diversity. This includes developing measures of social cohesion and gaining a better understanding of what it means to people in practical terms.

National identity is about all groups recognising and holding common values and a civic culture associated with the New Zealand way of life. It is akin to the notion of 'imagined community' – where a person may not know wider circles of people, yet feel they have something in common with them, and this feeling is reciprocated (Belich and Wevers, 2008:2). When they happen to meet or indirectly engage in some shared activity, this feeling of commonality facilitates their interaction and gives participants some idea of what to expect (Belich and Wevers, 2008:2).

A key topic in this SDA is common norms and values. That is, to gain better information on the values, world views, customs and practices that most New Zealanders share or feel they share and which they see as in some way contributing to their identity as a 'New Zealander'.

Another aspect of this SDA is that of citizenship and civic participation. Legal citizenship is a formal marker of being a New Zealander and there are some unmet information needs in this area. But, future statistical development may well need to focus on gaining better measures of social expressions of citizenship. These expressions may include behaviours such as voting and participation in public debate.

Because social cohesion is concerned with issues of commonality and difference, there are linkages between this SDA and others. In particular, questions of national identity and social cohesion connect with information needs concerning Māori identities and culture and with the cultural wellbeing and cultural participation SDA. In policy terms, social cohesion (or a national identity) achieved at the expense of some population groups' cultural expression and wellbeing is neither equitable nor beneficial.

3.3 Diverse identities

The diverse identities area aims to cover the key groupings that make up the diversity of New Zealand society in terms of broadly construed cultural groups. It includes within its scope identity categories based on such characteristics as ethnicity, religious affiliation and sexual orientation, all of which are important aspects of how many New Zealanders view themselves in relation to others in society.

The core enduring information needs in this SDA revolve around enumeration and gathering baseline information on the relevant groups that can then be used in conjunction with information from other SDAs and other domains. Such information is fundamental for targeting policies to particular subgroups and monitoring the impacts of policies on specific groups. It also underpins monitoring and analysis of outcomes for those groups. For example, robust and reliable information on the size and characteristics of the population of second generation New Zealanders is essential to analysis of cultural wellbeing and wider social outcomes for members of this group relative to other New Zealand-born people and to the overseas-born population.

Specific data gaps in this SDA are discussed in section 4.3 below but a prior, more general issue is to ensure that all the right identity categories have been included. Culture is multi-

faceted and identities take many forms and expressions. Statistics NZ is keen to receive feedback on whether there are other identity categories that should be included in this SDA. Such categories should be meaningful and important for how people see their own identity and significant for policy and knowledge purposes in terms of their implications for cultural expression and overall wellbeing.

3.4 Cultural wellbeing and cultural participation

This statistical development area has three elements. First, it covers information needs to do with monitoring cultural expression and the benefits of cultural maintenance for specific sub-populations and groups. This relates to culturally specific wellbeing. One aspect is active participation in one's own culture as a means by which individuals express their identity, gain a sense of belonging and achieve wellbeing. The SDA also includes information needs relating to collective or group wellbeing.

Cultural participation is about individuals having a sense of identity based on a collective set of beliefs, values and practices with others, which they can express without feeling discriminated against and which they can pass on as cultural capital to future generations. This includes, but is not limited to, language use and retention, use of own-language media, food practices, religious affiliation and religious/faith practices. The report, *Cultural Indicators for New Zealand* (2006), shows participation in or attendance at cultural and arts events and activities is one measure of cultural expression and identity. For example, attending an event run by the cultural or ethnic group to which you belong is a form of cultural expression, re-engagement and participation. There is a range of information requirements around these forms of cultural participation.

The second area of information needs concerns cultural experiences, including people's experiences of the cultures of groups they are not part of. This aspect can be thought of as an aspect of 'cultural consumption'. Exposure to, opportunities for learning about, and the enjoyment of cultural activities and experiences of other groups' culture is an important contributor to most New Zealanders' individual wellbeing and is a crucial element of social cohesion. The process of cultural cross-fertilisation involved is also part of both how national identity evolves and how the stock of cultural capital available across society develops.

Third, this SDA covers the more specifically economic aspects of cultural expression. The size and performance of the cultural sector *as an economic sector* is outside the scope of this domain. It is covered in other work programmes and can and should be measured alongside other industries and economic sectors. Some of the economic implications of culture and identity are relevant to this domain though. This includes information needs involving the economic benefits of diversity such as intercultural competency, multiple perspectives to problem solving, and access to overseas networks and market knowledge. Cultural expression can be a means by which individuals and groups can be empowered to create their own solutions to development problems (Commonwealth Foundation, 2008:35). These implications of cultural expression are brought together here under the heading of 'cultural capital as an economic input'.

3.5 Māori identities and culture

This SDA covers information needs in relation to Māori identities and culture. It overlaps with, or complements, each of the other SDAs, with the exception of 'Immigration'. The Treaty of Waitangi underpins the Crown's interactions with Māori. Kāwanatanga is protected under Article I; Article II relates to the principle of tino rangatiratanga and Article III to equality and rights as citizens. There are information needs relevant to this domain relating to each of the Treaty articles.

A central concern in this SDA is for information gathering to go beyond the situation described by the *Māori Statistics Framework Report (2002)* where Māori statistics are “generally collected as a by-product of the information collected for the entire population” with the consequence that “Māori statistics tend to represent non-Māori analytical frameworks and philosophical approaches and fail to represent Māori realities” (2002:3). Further work is needed to identify how best to incorporate key elements of Māori culture and identity within the Programme of Official Social Statistics.

This SDA covers three main topic areas:

- **Māori identities**

This includes Māori identity as Māori, and iwi and hapū identities based on whakapapa and linked to geographical localities. Iwi data is a fundamental part of the baseline identity information relevant to particular sets of values, norms, traditions and behaviours that link a specific group of Māori together and give rise to social, cultural, economic and political outcomes. This topic also links to the role Māori culture and identity plays as a taonga contributing to the shaping of national identity.

- **Māori cultural wellbeing and participation**

This subject area covers information needs relating to monitoring and understanding trends in Māori cultural expression, participation and Māori cultural wellbeing. It includes, among other things, developing better measures for monitoring various aspects of tikanga Māori and for measuring transmission, retention and development of te reo Māori. An emerging information need in this area is for greater differentiation in the measurement of Māori cultural expression and wellbeing, especially iwi- and rohe-based variation.

- **Māori cultural capital as an economic input**

As with the cultural wellbeing SDA above, the Māori cultural sector per se is out of scope and is covered in other statistical areas. However, there are aspects of how Māori cultural capital contributes to economic activities and wellbeing that fit within this domain. These aspects include information needs about cultural capital as intellectual property and the relationship between having a strong sense of identity and cultural wellbeing and successful economic outcomes for individual Māori.

3.6 Immigrant settlement

This SDA covers the specific topics relating to the relationship between culture and identity and the process of immigration and settlement. The first key area covered is information needs relating to longer-term settlement outcomes as they pertain to migrants’ identities and cultural wellbeing and the consequential impacts of those on their individual and group outcomes and wellbeing. The second topic area runs in the opposite direction and focuses on the part immigration and migrant communities play in building and shaping national identity and society-wide cultural wellbeing.

While there are a number of data sources relating to new migration and to short- to medium-term settlement outcomes, there are data gaps and unmet information needs in both the areas identified.

4 Gaps in the capacity of existing statistics to meet identified information needs and directions for future development

4.1 Introduction

This section provides an assessment of identified information needs and policy interests against existing sources, with the objective of identifying gaps in existing statistics and directions for future statistical development. Appendix 2 of this domain plan contains a stocktake of existing data sources, which are mostly from within the Official Statistics System. One of the 10 principles for the production of Tier 1 official statistics is that official statistics are enhanced through maximising the use and value of existing data by integrating or aligning available statistics and administrative sources. In some instances, gaps may be addressed in this way; in others, new data collection will be necessary.

In broad terms, the data gaps in existing data sources relate to:

- strength of attachment to different identities
- statistical information on customs, practices, values and world views of different groups of New Zealanders
- statistical information on the values that cut across sub-populations and subgroups
- statistical information relating to Māori culture and heritage
- contact between different cultural, ethnic and religious/faith groups
- settlement outcomes for successive generations of immigrants
- enumeration (counting) of some groups.

Many of these gaps and deficiencies are related to the capacity of official statistics to help with the understanding of diversity, and weaknesses in their ability to measure values and norms of different individuals and groups. At present, there is a lack of comprehensive information on how diversity is experienced in New Zealand. For example, there is a lack of information on outcomes for migrants and refugees at a regional and local level, and on perceptions and interactions between host communities and migrant/refugee groups (Ministry of Social Development, 2008 b:8).

Key surveys that have the potential to address gaps and deficiencies are:

- the Census of Population and Dwellings
- the New Zealand General Social Survey
- the Time Use Survey (in the field in 2010–11)
- the Māori Social Survey (under development)

Summary information is provided on each of these surveys in Appendix 1.

4.2 Social cohesion and national identity

Gaps in this SDA relate to:

- common norms and values
- iconic New Zealand identity
- attitudes towards diversity
- experience of discrimination
- legal and active (social) citizenship

4.2.1 National identity

A national identity can be seen as a component of a socially cohesive New Zealand society. National identity is about members of the diverse groups comprising New Zealand society recognising and valuing their commonalities. National identity concerns a shared sense of belonging to, and solidarity with, New Zealand and being a New Zealander.

Information needs revolve around achieving a better understanding of how the diversity-commonality nexus works. This includes better understanding of the sorts of things and activities people feel they share with fellow New Zealanders and of what it means to people to be a 'New Zealander'. From a broad policy perspective, there is also a need to better understand how to maximise the benefits of a strong national identity while simultaneously promoting the values of equity and tolerance and without limiting the benefits to be gained from diversity.

Government policy agencies interested in national identity include the Ministry of Social Development (MSD), the Ministry of Culture and Heritage and Te Puni Kōkiri. National identity links to culture and identity through members of different groups simultaneously feeling a sense of belonging to their community or group *and* identifying with nationhood, which may facilitate participation in society. The MSD, for example, has recognised that an ideal state for immigrants is to feel enabled to express their own culture, while empowered to identify with and participate in a wider New Zealand identity. How this ideal state plays out across generations and under differing circumstances is an emerging information need area in an increasingly multicultural country. The Longitudinal Immigration Survey: New Zealand (LisNZ), administered by Statistics NZ in conjunction with the Department of Labour (see section 4.6) and the New Zealand General Social Survey (NZGSS) will provide some limited information on these issues, but significant information gaps remain.

In a Māori context, national identity may be seen in terms of a concern for all New Zealanders – that is, “a concern for the mana of our nation” (Royal, 2007:5). For Māori, strengthening national identity is also about reconciliation with the past (TPK, 2008:11).

Currently, there is some information in this area on aspects of discrimination through the New Zealand Crime and Safety Survey and the NZGSS, and on attitudes towards diversity through the NZGSS. But, there are gaps in information that would help with understanding what makes up national identity in New Zealand or what 'New Zealandness' is and how that concept is evolving over time and between generations.

The overseas experience, or OE, has long been part of the New Zealand experience. Much interest has been shown at the political and public level in a perceived 'brain drain' of young New Zealanders. There is interest in understanding who returns to New Zealand and, specifically, how to retain or attract back skilled workers. Questions relevant to this domain are: do New Zealanders who live and work overseas maintain a sense of belonging to New Zealand (at a national or more local scale); and does a sense of identifying with New

Zealand affect New Zealanders' choices while they are overseas (eg, who they work for or employ or conduct business with) and does this identification affect their decision to return to New Zealand or not? Another question is whether those who come to work and live in New Zealand, even if for a relatively short time, acquire a sense of identification with New Zealand or feeling of belonging, and whether this has subsequent social or economic implications. Very little information is available on New Zealanders not currently living in New Zealand, or on the connections non-New Zealanders who used to live here retain with New Zealand.

Other unmet information needs include:

- Behaviours reflecting New Zealanders' sense of loyalty to things New Zealand. This may include the level of support for New Zealand made goods and services (including cultural goods such as music) because they are New Zealand-made, and a preference for locally owned shops and businesses.
- Trends in attitudes towards and participation in commemorative and other events relating to our national identity (eg Waitangi Day and ANZAC day).

The United Kingdom's ONS (Office for National Statistics) and other international statistical agencies have started to collect data on national identity through population censuses.

4.2.2 Common norms and values

Statistical information on the customs, practices, values and world views of different groups of New Zealanders is scarce. Such information is essential to an understanding of the norms and values that can be seen as common to most New Zealanders. More information is also needed on actual commonalities that link these different groups (eg, social interactions outside a group, such as intermarriage). This information would tell us how diverse groups can be brought together and mobilised around common values, norms and cultural resources, and could highlight areas of potential tension. Information about what values, norms and cultural resources are important to particular groups and how these may differ amongst members of a group and between generations is useful for monitoring progress towards a socially cohesive society.

Recent migrants to New Zealand are likely to be seeking public acknowledgement of important cultural values in New Zealand as one way to facilitate their own settlement and sense of belonging, and to form expectations about the lifestyle they can hope to lead in New Zealand (Dalziel, Matunga and Saunders, 2006:276).

Examples of the types of information relating to values that may be of interest include:

- what values people feel they have in common by virtue of living in New Zealand
- events and experiences people identify as having in common and as contributing to the formation and maintenance of shared values
- how people consider themselves 'citizens' and what they see as 'good' citizenship
- people's attitudes towards others, including civic institutions and different groups
- how people value different cultural events and activities
- value placed on cultural awareness in mass media and appropriate programming
- how people see themselves and their place in society in terms of acceptance of others
- levels of trust between people (eg between newer migrants, migrants who have been here for many years, and people born in New Zealand).

Finding common ground on values was one theme that emerged from public consultation with the MSD's *Connecting Diverse Communities* work programme. Participants in the consultation thought it important to recognise values that might already be held in common as a way to strengthen bonds across communities and promote social cohesion. Such values included honesty, respect for others, fairness, support for fundamental human rights and the importance of family and education (MSD and Office of Ethnic Affairs, 2008:7).

The Department of Labour's *Life in New Zealand: Settlement Experiences of Skilled Migrants 2007 Survey* (first completed in 2005) asks participants what they like most about living in New Zealand. The question enables them to tick all that applies from a list that includes 'cultural diversity', 'lack of inter-racial, ethnic or religious tensions', 'can achieve desired lifestyle', and 'friendly people/relaxed way of life'. It asks a similar question on what participants dislike most about New Zealand and includes tick-box options opposite to those for the question about what they like. Participants can give reasons such as 'poor economic conditions or cost of living', and 'New Zealanders' attitudes to migrants or discrimination'. This survey provides useful information but is a relatively small sample and does not cover migrants outside the skilled migration categories.

The NZGSS contains some questions relating to social cohesion and common values. The survey asks a question relating to incidents of discrimination and the reasons why people who have been discriminated against feel they were discriminated (eg did they think it was on the basis of their ethnic group, language, dress, disability, sexual orientation, religious beliefs, political position, and so on). It also asks about people's attitudes towards other New Zealanders who have different values and different ways of living. This question asks people to rate statements, such as 'It is good that people in New Zealand can have different values' and 'It is good that people in New Zealand can have different ways of living', on a continuum from strongly agree to strongly disagree.⁹ The Ministry of Justice also asks about discrimination in its New Zealand Crime and Safety Survey.

There have been other official and unofficial surveys on attitudes and values. For example, The New Zealand Social Policy Survey on Attitudes and Values was a one-off survey in 1987. This survey, conducted by Statistics NZ on behalf of the Royal Commission on Social Policy, asked about people's experience of and satisfaction with various aspects of life. It covered, for example, attitudes and values concerning housing, education and Māori language, as well as membership and participation in various types of organisations. In 2005, the New Zealand Study of Values Trust in association with Massey University undertook a one-off 'New Zealand Values Study' asking about, among other things, people's attitudes towards work, family life, leisure, the roles of central and local government, the environment, and their views on immigration and the treatment of migrants.

The International Social Survey Programme is an annual cross-national collaboration on surveys of general attitudes to various economic and social policy issues. It includes a series of New Zealand-specific surveys on topics such as national identity (1995 and 2003), citizenship (2004) and religion (1991, 1998, 2008). The New Zealand surveys, administered by Massey University, are limited by sample size, although they cover wide-ranging aspects.

The Quality of Life Survey 2008 asks about feelings of trust in other people.

In sum, information on common norms and values informs social cohesion, for instance, it aids the understanding of which values link different groups of New Zealanders together. Understanding common norms and values informs policy makers of what social wellbeing means to people and where support may be required. The NZGSS has the potential to fill some of these gaps, although new data sources may be necessary.

⁹ Participants can respond with 'don't know' or 'refused to answer'.

4.2.3 Active citizenship and civic participation

New Zealand data on the uptake of legal citizenship by some specific population groups, such as migrant cohorts, is limited. There are also information gaps regarding the intangible benefits of New Zealand citizenship. The Department of Internal Affairs (DIA) collects the number of people gaining citizenship by region of birth through administrative data. The DIA has information needs to do with the number of New Zealand citizens by descent (ie children born overseas to a New Zealand-born New Zealand citizen) who have not registered their citizenship. The number of these people cannot presently be counted. The ethnic identifications or national affiliations of these individuals and their families are unknown and may differ from each other.

The DIA undertook two surveys in the 1990s that asked respondents whether they were New Zealand citizens and how they knew this. If respondents were not New Zealand-born, they were asked whether they had considered becoming a citizen of New Zealand. If they replied 'yes', but had not put in a citizen application, they were asked the reasons why. These reasons might include that a person cannot have dual citizenship (eg Tongan males would lose land rights if they became legal citizens of New Zealand) or that dual citizenship is too expensive. The DIA is planning to undertake further surveys.

The LiSNZ also asks participants whether they are New Zealand citizens and, if not, whether they intend to apply for New Zealand citizenship.

Acquisition of legal citizenship may be relevant to understanding national identity and social cohesion, although being able to measure 'active' citizenship and civic participation could be more informative. Future directions in culture and identity statistics in relation to citizenship may be more about alternative, social expressions of citizenship. Further work is needed to clarify the definition and useful scope of this aspect of being a citizen. It could range from participation in democratic and other civil society institutions (eg, voting, political party membership), participating in protest actions or other expressions of social action, confidence in key societal institutions through to ringing talkback radio stations.

The DIA collects administrative data on voting eligibility, voter registration and participation in elections. Questions about voter registration and voting behaviour are also asked in the LiSNZ and the NZGSS. The NZGSS also collects some information on civic participation (eg voluntary work, unpaid work, and taking part in organisations or groups) and on the reasons why people do not vote. Similar questions are asked for participation in local government elections.

In a Māori context, the concept of active citizenship could be seen to include, for example, arrangements for participation by iwi/hapū members in decision making concerning Māori wellbeing; participation in iwi and hapū; Māori organisations elections and appointments.

The Quality of Life in New Zealand's Largest Cities Survey (administered by 12 territorial authorities, along with the MSD) has some questions related to the wider concept of citizenship. The survey asks, for example, about local community strength and spirit, as well as involvement in decision making, voter turnout, and representation.

4.3 Diverse identities

Gaps identified in this SDA relate to:

- What identity categories are important to people and sufficiently significant for wellbeing outcomes
- Further refinement of ethnicity measures
- Refinement of religious affiliation measures
- Generational attachment

The major gap in existing culture and identity statistics in relation to identities is in determining which additional identity categories warrant data collection. This requires judgement as to the likely longer-term policy or social significance of a particular identity category and its associated cultural expressions.

Basic categorical data is currently collected on only a few identities (beyond demographic variables such as sex and age). The census, for example, gathers information on ethnicity and religious affiliation, but not sexual orientation.

Other surveys do, or will, gather some information on identities and on some consequential aspects of identity. For example, the NZGSS asks people how difficult or easy it is to express their own identity, and about the reasons why it might be difficult to do so, including 'there's no place to do it' and 'some people won't accept it' responses. The response options provided in the survey largely relate to social factors, rather than financial or physical constraints.

The NZGSS does not ask people about which things they consider would actually help them express their identity, such as the provision of cultural facilities and goods (eg markets, festivities, and suitable public spaces), access to private or public transport, different location of residence, use of information technologies. Nor does it ask about which aspects of identity people are expressing or want to express, or which identity or identities are most important to them. Both the Office of Ethnic Affairs (OEA) and the Ministry of Pacific Islands Affairs (PIA) have indicated they have information needs in these areas.

The New Zealand Crime and Safety Survey – currently conducted three-yearly by the Ministry of Justice – has questions about discrimination on the basis of visible (or ascribed) aspects of identity. For example, one question asks respondents about how worried they are about being 'intimidated, harassed or assaulted' because of race, ethnicity or cultural group; gender; age; current disability; and sexual orientation.

4.3.1 Ethnicity

Ethnicity measures are used extensively in government and non-government surveys and are collected widely in administrative data. Across-government work has been underway to align with the current ethnicity standard. This cross-agency work has highlighted the need for statistical standards to be more responsive to administrative system requirements and may result in some small-scale adjustments to provide a better fit for these uses.

Issues relating to ethnicity measurement and statistics have been the subject of considerable work in recent years. The use of prioritised ethnicity data is being phased out of official statistics and replaced with total response and, for mutually exclusive data needs, single and combination groupings. These forms of output have been in use for some time,

but are still new to some users. Recommended single and combination output groupings in particular have not been used extensively and may require further evaluation for fitness-for-use.¹⁰

The current ethnicity standard is based on self-identification of ethnicity, acknowledging that people identify their ethnicity differently in different contexts, at different life stages and over time. The standard provides some flexibility for outputting ethnicity data, and work at Statistics New Zealand is planned to produce a range of standard outputs for data users that helps ensure comparability of ethnicity data across the Official Statistics System.

There is an ongoing need to consider the fitness-for-use of the ethnicity groupings and their applicability for ethnic population analysis purposes. Currently, the placement of 'New Zealander' responses is under review. In addition, the 'Asian' group has grown in size and diversity. The OEA and the MPIA have both signalled information needs relating to more detailed breakdowns, for example, data on subgroups of Asian and MELAA (Middle Eastern, Latin American and African) populations. For example, information for these smaller populations is needed on, generation, citizenship, and religious affiliation.

4.3.2 Sexual orientation

Sexual orientation is suggested as a population topic of interest to understand the gay, lesbian and bisexual (GLB) populations and ways in which outcomes for these groups are, and are not, different from those of the heterosexual population. Sexual orientation is a topic of emerging social and political enquiry and a key aspect of many people's identities.

Statistics NZ received submissions requesting information on sexual orientation during content consultation for the 2006 and 2011 Censuses and the New Zealand General Social Survey 2008. Consequently, some development and research has been carried out into whether census is an appropriate survey source to collect this information. At present, the census collects data on same-sex couples, but information on sexual orientation cannot be derived from these. A full discussion paper, [Considering Sexual Orientation as a Potential Official Statistic \(2008\)](#), is available from Statistics NZ.¹¹ The paper highlights the next steps to be taken in developing sexual orientation as a topic for national statistics. A key issue is to determine the priority that should be accorded to sexual orientation relative to other topics in the culture and identity domain. Further submissions on the uses of information on sexual orientation would help establish the priority for information on this area compared with other unmet data needs.

A primary information need is the establishment of New Zealand population estimates for the GLB population. Following this, it would be possible to obtain basic information on how wellbeing outcomes vary for people of different sexual orientations.

¹⁰ Total response output shows the counts of all responses given for each ethnic group. People who report more than one ethnic group are counted once in each group reported. This means that the total number of responses for all ethnic groups can be greater than the total number of people who stated their ethnicities. Single/combination output places each person into only one category. People are counted just once according to the ethnic group or combination of ethnic groups they have reported. This means that the total number of responses equals the total number of people who stated an ethnicity. Examples of single responses include Māori Only, Pacific Peoples Only, and Asian Only. Examples of combination responses include Māori/Pacific Peoples, Asian/European, and Māori/Pacific Peoples/European. <http://www.stats.govt.nz/statistical-methods/classifications-and-related-statistical-standards/ethnicity/output.htm>

¹¹ <http://www.stats.govt.nz/NR/rdonlyres/CE5BA76A-DB3D-4065-A4D6-FA908B27AD2F/0/ConsideringsexualorientationFINAL.pdf>

Overseas national statistical agencies are at a similar stage to Statistics NZ in developing statistics on sexual orientation. The main methodological issue is construction of a numerator for sexual orientation in a way that minimises the risk that some people may object to 'sex questions' and refuse to complete the survey. A further issue relates to the distinction between sexual orientation and gender identity. Gay, lesbian and bisexual populations are conceptually linked to sexual orientation identity, whereas transgender and intersex populations are conceptually linked to gender identity. The measurement issues and information needs are slightly different.

Statistics Canada has recently started collecting national data on the extent to which gay, lesbian and bisexuals are victims of violent crime and discrimination, using self-reported data from its General Social Survey and some ancillary sources, such as their census.¹² The United Kingdom's Office of National Statistics is currently reviewing the inclusion of sexual orientation in social surveys.

The Human Rights Act (2001) states that direct and indirect discrimination is unlawful if it is based on sexual orientation. While not collecting sexual orientation data is not discriminatory by and of itself, the commitment to human rights legislation is one of a number of factors through which Statistics NZ would anticipate gay and lesbian considerations to gain greater social weight, and in turn lead to a need for statistical inquiry.

The Ministry of Justice is currently investigating the inclusion of a sexual orientation indicator in the New Zealand Crime and Safety Survey, which may allow for the calculation of discrimination rates.

4.3.3 Religious affiliation

Religious affiliation is a broad and, for many people, fundamental identity marker. Socially it is a key aspect of population diversity – one that has grown in significance as New Zealand's immigration patterns have included greater numbers of people from non-Christian backgrounds.

Data on religious affiliation has been collected in the census for many years. Historically, the primary area of interest was on numbers affiliated with the different Christian denominations. More recently, there has been interest in the growth in numbers affiliating with non-Christian religions, and the rise in those indicating no religious affiliation, as well as some shift from the 'traditional' Christian denominations to newer Christian churches. A number of these submissions were received during the 2011 Census consultation round. These included a strong desire by some religious groups for greater recognition in the census. Debate about what constitutes a religion is also prevalent in census discussions of religious affiliation.

As with other aspects of identity, data on religious affiliation per se does not provide any information about people's behaviour and experiences. Linkages must be made to data on cultural expression, participation and experiences to obtain that. For some people who see a particular religious affiliation as part of their identity, religion-related activities may be relatively unimportant, for others it will be central to their cultural expression and cultural wellbeing.

The overseas-born population in New Zealand is contributing to religious diversity, although there is variability in levels of religious affiliation amongst this group. People emigrating from the Pacific, North Africa, the Middle East, and Southern and Central Asia are more likely to be religious, compared with immigrants born in North-East Asia, Australia, the Americas and North-West Europe, for example (Ministry of Social Development, 2008:26, based on 2006

¹² <http://www.statcan.ca/bsolc/english/bsolc?catno=85F0033M2008016>. [28 May 2008]

Census figures). The predominant religious affiliation for the New Zealand population has recently been Christian, but the number of New Zealanders identifying as Christian has been steadily decreasing (from 70.2 percent in 1991 to 56 percent in 2006). Increasingly, people born in New Zealand are identifying with non-Christian religious affiliations, and a high proportion of these are under 15 years old. A majority of these are presumably the children of migrants.

A notable feature of the recent data is that 'no religion' is the fastest growing response category in the census religious affiliation question (20.2 percent in 1991 and 34.7 percent in 2006). 'No religion' is a predominant answer for young people, and for those born in New Zealand in particular. Measure(s) of non-religious beliefs, and information about the distinction between religious affiliation or identity and active religious practice, may be necessary. At present, there are no regular sources of information on adherence to religious and faith practices.

A data gap identified by some interested groups is that the census religious affiliation question could be more specific. For instance, it has been suggested the 'no religion' response could be broken down into atheist and agnostic subcategories, although this poses problems for the broad conceptual basis of the question. Belief in a God or Gods (theism) is not an essential precondition of a religion. Conversely, some proportion of people responding 'no religion' may be theists who believe in a God, but do not accept a particular religion. Before collecting more detailed information in this area it would be necessary to be clear about which aspects of 'no religious affiliation' are to be measured and why. A report analysing disaggregated census data on religion has not been produced by Statistics NZ, but high-level data is available.

4.3.4 Generational attachment

Generational attachment is used here to describe an aspect of identity that relates to how long a person's family has been in New Zealand. First generations are defined as those arriving in New Zealand, while children born in New Zealand to an overseas-born parent are 'second generation New Zealanders' and their children are third generation.

The notion of generational attachment has linkages to, but is distinct from, ethnicity and also relates to longer-term settlement outcomes discussed below. It is potentially significant in terms of social cohesion, in our understanding of national identity and factors affecting cultural expression and wellbeing. As an identity category it appears to be significant for some in the population – terms that reflect the concept are commonly used (eg 'Samoan New Zealander' or 'New Zealand-born Samoan').

Generational information could be one way to measure sense of belonging to New Zealand, or at least one aspect of it. Generational attachment, in another sense, could be about level of cultural attachment to one's culture on the part of different generations (eg youth). This sort of generational attachment is also likely to be influenced by variables such as duration of residency and whether or not a person (or person's parents or grandparents) is New Zealand-born. Information distinguishing between first, second and third generations in New Zealand could help monitor such changes in ethnic affiliation and cultural attachment.

Generational attachment for second and third generations living in New Zealand could be used to broaden understanding of settlement outcomes for children and grandchildren of migrants and patterns of social mobility and other commonalities and divergences in social and economic outcomes across these generations. It could also shed light on differences in outcomes for second and third generations depending on where their families originally came from. For Samoans, for example, there may be important differences in social

outcomes associated with duration of residency, and ties and obligations with other family members and their island of origin, compared with Niueans and Cook Islanders.

Currently, few New Zealand data sources record the birthplace of parents or grandparents, or have sufficiently large samples to proxy this by disaggregating by birthplace and ethnicity (Ministry of Social Development, 2008:8). Birth registration data can potentially provide information on the number of children born in New Zealand each year to an overseas-born parent or parents, but it is not possible to calculate the total number of second generation (let alone, third generation) New Zealanders in New Zealand.

During the 2011 Census content consultation round, generational attachment was identified as an important information need by key users. Some limited development and testing has been carried out around the inclusion of a generational attachment question in the census as a filter to the ethnicity question.

The NZGSS does ask some questions that relate to aspects of generational attachment. These include questions on how many people may have raised the person doing the survey, whether those people were born in New Zealand and questions on inter-generational support (including for children living outside a household with a different parent). The NZGSS questions do not distinguish between third and higher generations within extended families, or enquire into the respective roles played by different family members of these wider generations (or their cultural and social obligations).

The NZGSS also asks about strength of attachment to New Zealand and feelings of belonging to a country other than New Zealand. In this context, it does not ask about which particular country a person may have a sense of belonging to other than New Zealand. The identity of this country is derived, where possible, from country of birth and the ethnic group questions.

The Longitudinal Immigrant Survey: New Zealand asks whether each member of the household is related to the person filling out the survey, and where there are family members not living in New Zealand, the specific reasons why they are not living in New Zealand are recorded. Information is also collected on other relatives living outside of New Zealand, in addition to those relatives who may be living in different places within New Zealand. Although the LisNZ collects information on all members of the household every time respondents are interviewed and; therefore, collects some information about the next generation, this information is limited as the survey only continues for migrants' first 36 months in New Zealand.

As with the sexual orientation area discussed above, a primary issue that needs to be determined is what priority should be accorded to the development of statistics on generational attachment. In order to do this, it is important to build on our existing knowledge of the information needs and potential policy uses, and their relative importance.

4.3.5 Other identities

Before the domain plan is finalised, the following important question needs to be considered: Are there other identity categories that should be included for future statistical development? As a general principle, such categories should be important to a significant number of people in terms of how they perceive their own identity and significant in terms of their implications for cultural expression and experiences and, through those, for overall individual and collective wellbeing. In practical terms, any such identity or identity category should also not already be covered by other parts of the Programme of Official Social Statistics.

One possible example is age-based categories and, in particular, 'youth' and 'youth culture'. However, 'age' is already collected in most surveys as a basic demographic variable. Moreover, 'youth' as an identity does not have any readily definable age criterion. It is perhaps more useful to focus on ensuring that what is known broadly as 'youth culture' is adequately addressed in the cultural expression and cultural participation statistical development areas discussed below.

Another different type of example relates to disability. Some people with disabilities, for example, the deaf community, see their disability as a central aspect of their identity. In the case of the deaf community, this extends to having a language (which is both unique to New Zealand and an official language of New Zealand). Statistics NZ anticipates that the 2011 post-censal Disability Survey will include a small selection of questions to establish to what extent the social and economic outcomes of disabled people differ from those of non-disabled people, and how outcomes vary between different groups within the disabled population. Potential topics for inclusion in this Disability Survey are: Economic Standard of Living, Health, Leisure and Recreation, Safety and Security, Social Connectiveness, Human Rights, Overall Wellbeing, and Culture and Identity.

Statistics NZ welcomes comment on whether there are other identities that should be included for statistical development along with feedback on how the information would be used.

4.4 Cultural participation and cultural wellbeing

Gaps identified in this SDA relate to:

- practices of cultural origin
- membership and involvement in community and cultural groups, clubs and organisations
- contribution of cultural expression and participation to wellbeing
- cultural experiences at events and activities
- the contribution of cultural capital to economic wellbeing
- social and economic benefits of culture and diversity

4.4.1 Cultural expression and wellbeing

Information requirements in this SDA cover cultural participation in its own right. This includes for example, the proportion of a population speaking, reading and writing in the first language of their ethnic group (ie monitoring retention of first language), prevalence and use of own language media, religious participation; and participation in cultural and arts events and activities related to their cultural group. Such information will often relate to ethnically defined groups, but applies equally to cultural expression among other identity groups, for example, participation by members of the gay and lesbian community in events such as gay and lesbian fairs and gay pride parades.

The extent of information about within-group cultural participation and expression from existing data sources is limited. The Life in New Zealand: Settlement Experiences of Skilled Migrants Survey (SEFS) asks about participation in cultural and arts activities within immigrant communities in the context of social networks, but this provides data on only a subset of recent migrants. The survey asks what social clubs or groups participants are involved with, and the question allows participants to tick all that apply from a list, including religious group (eg church, temple, synagogue, mosque) and cultural/hobby group (eg choir,

gardening). This question does not provide information on how active participants' involvement is; whether, for example, it extends beyond occasional attendance to more active organisational involvement. The Ministry of Culture and Heritage has identified this as a data gap of significance for their work and is interested in information concerning participation in cultural festivals and events, and being able to distinguish between active and passive participation in these activities. Some limited information on the number and frequency of cultural festivals and events is collected by the Ministry as part of its Venues Survey. This survey was undertaken for the first time during 2008, with results to be published in 2009.

4.4.2 Cultural experiences and cross-cultural participation

Under the umbrella of the *New Zealand Framework for Cultural Statistics 1995*, the Cultural Experiences Survey (CES) 2002 produced one-off data on the nature and frequency of experiences of a range of cultural activities, including barriers to cultural experiences. The survey asked about participation in ethnic community activities and cultural performances (eg of ethnic song or dance), but not about religious or other secular community activities. It included both within-group and between-group experiences and included participation in Māori-specific cultural activities. The latter was in the context of New Zealanders' experience of taonga tuku iho – the valued Māori items handed down from earlier generations. Visiting a marae, viewing exhibitions of taonga, and viewing sites of historical importance to Māori are forms of cultural consumption that facilitate dialogue and understanding across societal groups.

The CES produced data on attendance at Māori cultural events by people from different ethnic and cultural groups, and attendance at cultural events within one's own group and outside of one's own group.

There is no regular source of information on barriers to participation in cultural and arts activities. While the NZGSS has a culture and identity module, this module does not respond to the information gap. In the leisure and recreation module in the NZGSS, there is a question about which things make it difficult for participants to do all the activities or interests they would like to do in their free time.¹³ This question is about time use, rather than cross-cultural participation; although the leisure and recreation module might be developed in the future to collect data on cultural experiences people have in their free time. There is also a NZGSS question in the context of social connectedness on frequency of contact with family and friends and reasons why participants find it hard to have contact with family and friends not living with them. This may have some element of cultural participation, although the extent of that will not be clear in the data.

Without a regular source of data on participation in/attendance at cultural events and activities, it is not possible to monitor trends in these activities or to look at differences such as across regions or between age groups.

4.4.3 Contribution of cultural capital as an economic input

Cultural capital as an economic input covers a range of different issues, including measuring the size of the cultural sector of the economy, the contribution of 'ethnic businesses' to economic activity, and the role of cultural capital as an economic input. It is the latter issue, with a particular focus on the potential returns from diversity, which is the key focus of this SDA.

¹³ Participants can choose as many of the reasons listed as they would like in response to the question, which include 'I'm too busy with family', 'I'm too busy with study', 'the place I could do it is too far away', 'there is nowhere to do it' and 'I don't know how to start it or who to ask about it'.

Cultural capital is a resource available to the community. One use of this resource is to generate economic value. In some circumstances this is tangible and relatively easy to measure, as for example in 'ethnic tourism', which draws directly on the expertise, knowledge, traditions and customs of a culture to produce valued, marketable goods and services. In other cases, the contribution is far less tangible and harder to measure, although not less important. Examples include the benefits in innovation in ideas and practices that can flow from social diversity of all sorts and the benefits to trade of cross-cultural networks and inter-cultural competency. Diversity may also result in increased flexibility or adaptability for businesses, organisations and workplaces, leading to increased efficiencies, competitiveness and/or sustainability.

Monitoring the economic contribution of cultural capital is about measuring success in contrast to the identification of disparity. More statistical information may be needed in relation to:

- social and economic benefits of diversity (the Department of Labour and Office of Ethnic Affairs have both indicated their information needs in relation to workplace diversity)
- access to overseas networks and market knowledge
- access to new markets for local products
- multiple perspectives on problem solving
- expertise in cultural protocols and intercultural competency.

There are currently few data sources directly addressing these information needs, which are about the impact of culture and diversity on the economy.

The cultural sector of the economy – eg heritage, literature, performing arts, visual arts and film and video – makes an important contribution to economic activity. Because many cultural media such as films are relatively unaffected by distance to market, the cultural sector has the potential to play an important part in the growth of the New Zealand economy. Key information needs relate to the contribution of various cultural industries to GDP and employment (eg number of people employed in cultural industries, and dollars spent on cultural consumption).

A number of agencies, including Te Puni Kōkiri (TPK), the MPIA and the OEA, have indicated increasing information needs in the general area of what are called 'ethnic businesses', and in ethnic business development. These needs focus on monitoring the number, distribution, structure and characteristics of ethnic and minority group businesses, their productivity and profitability, and investment in them. There is also interest in investment in individual entrepreneurs by ethnic organisations and funding bodies, as businesspeople and as mentors.

However, there are definitional difficulties that need to be resolved before progress can be made. Ethnic businesses are sometimes built on interpersonal and institutional links with a proprietor's or family's country of origin (eg for product sourcing, financial capital), which are aspects of cultural capital. Sometimes they are owned by members of an ethnic group and the products sold relate directly to that group's culture and identity (eg, some Māori tourism businesses). In other cases, ownership may be by (or partly by) members of a minority ethnic group while the product does not relate to that culture, or conversely the product may be 'ethnic' while the business owners and staff do not identify with that ethnicity. It may be that the term 'ethnic business' can be refined or subdivided in ways that make it more operational. Alternatively, it may be that the term is better replaced with alternative ones.

More information about ethnic business would help understand the contribution of, for example, Maori and Pacific populations, to the New Zealand economy, support self-determination, and improve cultural and social wellbeing.

Information needs about the contribution of culture and diversity to the economy can be developed under the Programme of Official Social Statistics because cultural capital involves the measurement of culture. This plan also identifies measurement-related information needs (around, for example, ethnic business and the cultural sector of the economy), but recommendations for statistical development in these areas must await the development of economic domain plans.

4.5 Māori identities and culture

Gaps in this SDA relate to:

- Refining the iwi classifications
- Māori-specific outcomes
- Māori-specific culture
- Growth and change in Māori culture

Information that is Māori-focused and supportive of Māori cultural practices is important to ensure informed decisions are made regarding outcomes for Māori, along with outcomes for other population groups comprising New Zealand society.

Statistical frameworks have long used the household and family within a household as units of analysis. These units of analysis are seen to have limitations for Māori-centred interests. Internationally there is increased interest in looking at across-household transfers and support. In New Zealand, the desire to measure aspects of inter-household family structures and exchanges offers an opportunity to extend the old approach. Arguably, this type of expansion of social statistics will improve Māori information, and, where possible, these developments should be undertaken with a view to incorporating whānau, iwi and hapū constructs, and the social and cultural capital these represent.

The Māori Statistics Framework (work in progress) acknowledges the fluidity, complexity and diversity of being Māori, and the number of measures that might be required to ensure tikanga Māori (cultural practice) is reflected and understood in official statistics. Some important features of the Māori Statistics Framework may include:

- recognition of the significant role that government plays in the wellbeing of Māori
- recognition of the need for Māori to have information to enable self-determination
- the use of a capability and development model to approach wellbeing
- acknowledgment that the concept of Māori wellbeing is different from general wellbeing, and requires a different framework for addressing information needs.

4.5.1 Māori identities

Iwi remains a strong identity and cultural grouping for Māori. However, Māori policy interests and outcomes are largely evaluated using ethnicity, with limited use made of iwi and descent data. Iwi affiliation data was collected in censuses up to 1901, and then has been collected in each census since 1991. Census data is used as a denominator for iwi registers and provides demographic and socio-economic information for iwi authorities and individual members.

Hapū is also a strong identity for Māori. Hapū can be more prominent as an identity category than iwi in some contexts. However, hapū is not collected as an official statistic.

The following gaps may need to be addressed to improve existing statistics concerning Māori identities:

- the statistical standard for determining what an iwi is and, subsequently, whether an iwi should be incorporated in the iwi classification in the census – one issue is that some iwi are so small that collecting information in the census would raise confidentiality concerns
- the role of hapū in the iwi classification
- how rohe is used for iwi
- the dissemination policy surrounding iwi profiles
- the potential for measuring hapū.

4.5.2 Māori cultural expression and cultural wellbeing

Culture and identity statistics measure tikanga Māori (Māori culture). Identifying tikanga Māori as a key information need and statistical development area reflects the importance of maintaining a bicultural focus in New Zealand official statistics. Statistics NZ's role is supporting Māori in meeting their statistical needs and, under Treaty of Waitangi obligations, ensuring equitable service provision for Māori in respect of the production of quality and relevant statistics for both Māori and government departments.

In the past, the transmission and retention of culture has largely been proxied by analysing information on te reo Māori. The Health of the Māori Language Survey in 2001 (administered by Statistics NZ) gathered information from Māori adults aged 15 years and over about proficiency, behaviours and experiences with te reo. This included the visibility of the Māori language and the availability of Māori language material and resources. The survey included questions on:

- language acquisition (childhood experiences of language)
- speaking and hearing Māori now (at home and in different situations)
- experience of te reo Māori on radio and television
- experience of and ability in both reading and writing Māori
- learning experiences, including Māori language classes in the past 12 months
- activities respondents have done to promote Māori language
- expenditure on commercial Māori language items.

Te Puni Kōkiri repeated this survey in 2006. In 2003, the agency conducted a smaller Survey of Attitudes, Values and Beliefs about the Māori Language. Some language information is collected in the census, and the Ministry of Education collects administrative data on Māori language.

The New Zealand Survey of Older Māori was conducted in 2000 and was a one-off survey by Statistics NZ. This was one of a suite of surveys conducted to provide information to develop a new measure of living standards in New Zealand. Questions were asked about:

- Māori people's ability to report whakapapa for more than three generations
- whether people Māori by descent identified as Māori

- attendance at a marae
- whether whānau plays an important part in their lives
- financial interest in Māori land
- contact with other Māori
- Māori language ability.

The Human Rights Commission completed a survey on Human Rights and the Treaty of Waitangi in 2002. This survey collected information on public perceptions of the human rights dimensions of the Treaty of Waitangi including:

- awareness of human rights (general knowledge of human rights, knowledge of human rights issues in New Zealand, New Zealanders most likely to suffer from human rights violations, New Zealand's performance on specific human rights, indigenous rights)
- awareness of the Treaty of Waitangi (colonisation, knowledge of the Treaty, attitudes to the Treaty)
- human rights dimensions of the Treaty of Waitangi.

Other information needs relating to Māori as a population of interest, for which little or no current data is available, include:

- mātauranga Māori
- barriers to accessing Māori knowledge and cultural resources
- recognition of proficiency by Māori and other New Zealanders
- tolerance of Māori values and beliefs by non-Māori
- understanding of the Treaty of Waitangi by all New Zealanders
- uptake of Māori values and beliefs by non-Māori
- spending by Māori organisations on education and training
- iwi knowledge
- contribution and support from whānau for other family members – there are some questions in the NZGSS on support across households and frequency and types of contact with family
- contribution to maintenance and operation of hapū, iwi and other Māori organisations
- number of Māori-produced cultural, arts and heritage events and activities
- number of non-Māori people attending Māori events and activities
- changes in how Māori people identify individually and collectively in relation to each other and to other groups in New Zealand.

The forthcoming Māori Social Survey, being planned by Statistics NZ in conjunction with TPK, would make a contribution to addressing current gaps in Māori statistics.

Māori information needs also relate to the distinct contribution Māori culture makes in New Zealand. This contribution is to New Zealand's national identity, as well as to social, cultural and economic outcomes. As discussed in the cultural participation section above, there are

substantial gaps in the information available regarding non-Māori New Zealanders' experiences of and participation in Māori culture.

4.5.3 Māori cultural capital as an economic input (an example)

Te Puni Kōkiri, among others, has information needs around building the capacity of Māori to succeed on culturally specific terms. This covers capabilities to contribute economically through businesses based on cultural expression and engagement with cultural practises, cultural commoditisation, and the production of cultural goods and services. For example, there is a need to be able to understand the economic contribution of different Māori groupings and, with this, associated work on the definition and measurement of Māori business activity. Information in this area is required to aid Māori self-determination, as well as to monitor the government's investment in Māori outcomes in relation to other population groups.

Examples of cultural capital for Māori (those assets particularly found in a group of interest) that might provide insight into success and wellbeing in culturally specific terms might include:

- extended family and tribal structures – whānau, hapū and iwi – the whānau and the practice of whanaungatanga is an integral part of Māori culture and identity
- collective assets – this relates to tino rangatiratanga (fullness of control, eg sovereignty, chieftainship, self-determination, self-management), as well as to kaitiakitanga (the concept of Māori stewardship or guardianship over their lands, villages and treasures)
- Māori identifications through whakapapa (eg genealogy, lineage, descent) and locality, rather than ethnicity, will differ from some other concepts of cultural capital
- sense of mana as distinct from economic criteria
- Māori understanding and expression through a fundamental relationship to the land
- differential concepts of location and belonging
- differential notions of wellbeing, success and positive outcomes.

For TPK, cultural capital for Māori needs development to address the following sorts of questions:

- how to measure current use of Māori cultural capital
- how to monitor the changing use of Māori cultural capital
- how to value goods and services developed from Māori cultural capital
- how to gather data to enable the impact (social, cultural and economic) of these forms of capital to be assessed
- how to calculate the contribution of Māori cultural capital.

Further work on a Māori concept of cultural capital could help measure the contribution of Māori to the economy and Māori socio-economic development, and produce Māori-specific measures to understand Māori culture and self-determination.

4.6 Immigrant settlement

Gaps in this SDA relate to:

- Long-term settlement outcomes
- Generation in New Zealand
- Attitudes towards migrants
- Role of migrants in creating business opportunities

A number of social surveys address the settlement experiences of migrants. However, there are gaps in the information that can be used to monitor the impact of settlement policy on outcomes for migrants, refugees, their families, and the wider community (Spoonley, et al, 2005:86). For example, there is no regular source of information on public respect for migrants, or on migrant's representation in mass media (including resourcing for ethnic media and appropriate programming). There is also a need for more accurate information to be made available to migrants before they arrive in New Zealand, based on greater knowledge and understanding of current migrants' experiences.

Measurement indicators for immigrant settlement largely focus on new settlers and their recruitment into the New Zealand workforce. The need to retain migrants for the workforce has led to a policy focus on the initial years of immigrants' residency in New Zealand and on maximising the length of time they stay and their economic contributions to New Zealand. This focus is despite the level of policy interest in wider issues of social cohesion and wellbeing. The Ministry of Social Development, for example, has noted that outcomes of the second generation are crucial to social cohesion, eg children have differential access to education, and opportunities to learn and use English compared with their parents (MSD 2008:62 and see the Generational attachment section above). The approach currently taken by the Department of Labour (DOL) is to separate projects looking into social cohesion and settlement outcomes, so that policy issues of social cohesion are most relevant when migrants have lived in New Zealand for more than five years. In other words, the policy interest in new settlers can be distinguished from the policy interest in their longer-term settlement experiences and outcomes in relation to different groups in New Zealand society.

The social surveys collecting information on settlement outcomes for recently arrived migrants in New Zealand are listed in Appendix 1. The Settlement Knowledge Base Project is looking at current surveys and seeing what information is available. It is a programme that: "identifies outcome-related indicators at a range of levels, maps the knowledge base and identifies research gaps, and identifies research investment strategies and collaborative opportunities to enhance research knowledge and capacities".¹⁴ This project focuses on migrants' first five years in New Zealand, and considers settlement indicators beyond economic contribution via the labour market.

The Life in New Zealand: Settlement Experiences of Skilled Migrants Survey (SEFS) by the DOL monitors the settlement experiences of migrants who have lived in New Zealand for 12 months. This survey focuses on only those migrants who have come to New Zealand through the skilled/business stream. It asks about the adequacy of information sources about migration to New Zealand and participants' levels of satisfaction with the immigration service. It also asks about their current employment, further education and training, housing and schooling needs, their access to services, and length of time they intend to stay in New Zealand. No data, beyond satisfaction with schools, is collected with respect to second or subsequent generations of those migrating.

¹⁴ *Final Project Plan: Development of Settlement Knowledge Base*, February 2008.

The LisNZ is a longitudinal survey of migrants to New Zealand who have been approved for permanent residence. (The sample was selected from residence approvals between November 2004 and October 2005.) Selected migrants are interviewed at six months (wave 1), 18 months (wave 2) and 36 months (wave 3) after residence approval, or after arriving in New Zealand if approved offshore.

This survey covers various non-economic outcomes of settlement. It asks about how settled people feel in New Zealand, what clubs they are members of, and how they make friends, for example. Where relevant, respondents are also asked about how settled they believe their spouse (secondary applicant) and children are. Self-report data on English language proficiency are also obtained at each interview wave.

The LisNZ is also interested in some economic outcomes of settlement. It asks about self-employment or employing other people in a business inside and outside of New Zealand, so it can gain data on the number of successfully self-employed immigrants. This information can be broken down by gender, age, migrant category, region and length of time in New Zealand. Economic outcomes are compared with the general population as measured in the Household Labour Force Survey (HLFS), and with census data. The HLFS collects information on place of birth.

The major data gaps relate to longer-term settlement outcomes and outcomes for second and subsequent generation descendants of immigrants. Potential long-term indicators of settlement may cover the following types of information:

- public tolerance and respect towards migrants and their families
- retention/loss of first language
- retention/loss of cultural norms and values
- practices of cultural origin (including the ability of migrants to practice the customs that they were able to practice in their country of birth, eg religious practices, food practices, rites of passage, festivals)
- number of migrant organisations
- contribution of migrant cultural capital to business.

The NZGSS has a question about attitudes towards diversity in New Zealand that asks respondents how they feel about statements, such as 'it is good that people in New Zealand can have different ways of living' and 'it is good for New Zealand to have immigrants who are from many different cultures'. The NZGSS also collects information on the number of generations in New Zealand a person is. Generational information is already used in Australia and Canada to understand settlement and settlement outcomes for the children of migrants.

A new longitudinal survey of children and families is planned by the MSD in partnership with the Health Research Council of New Zealand. This survey might address some information gaps with respect to long-term settlement experiences of children and migrant families, as well as provide insight into generational attachment to New Zealand.

Overseas evidence shows that immigrants and people from minority backgrounds play an important role in creating business opportunities, eg through entrepreneurial activity boosting innovation and market knowledge, and facilitating international trade and access to overseas networks. There may be various reasons for this, including difficulty finding a New Zealand job appropriate to a person's overseas qualifications (that may not be recognised in New

Zealand) that leads to the uptake of self-employment. Ethnic (and migrant) business is discussed in section 4.4.3 in terms of cultural capital as an economic input.

More information on immigrant settlement will help monitor New Zealand's success as a migrant receiving nation, understand the New Zealand settlement process for immigrants, and inform social policy. The NZGSS could produce limited analysis using generation in New Zealand information, and data from some other surveys, such as the LisNZ, could be used.

5 Summary of main information needs and gaps

The final section of this draft domain plan concludes with a summary of the key information needs and gaps in the Statistical Development Areas. Feedback is welcome, especially on those areas that are relatively difficult or complex for measurement in official statistics, and/or are research-related. Feedback is also sought on any significant information needs and gaps in existing culture and identity statistics that have been missed or overlooked in the draft plan.

Following external consultation and analysis of public submissions, the key areas for statistical development in culture and identity statistics – and the subject/topic areas within each of these – will be published in a final domain plan. This final domain plan will articulate the priority areas for each statistical development area, provide a rationale for why these areas should be prioritised for statistical development, and make recommendations. The recommendations will seek to:

- consolidate existing surveys into a managed POSS programme
- suggest new surveys, if any, to fill priority information gaps
- exploit other sources of data such as administrative databases
- improve analytical capability for data collections
- improve dissemination of information and access to data.

Note, outcomes from this consultation will not be completed in time to feed into the 2011 Census, but they will inform development for future censuses.

Five statistical development areas (SDAs) have been identified as areas where there are information needs and significant gaps in existing culture and identity statistics for meeting those needs. In each SDA, there are some topics that may be more important than others and need prioritising for statistical development. These topics are listed below. The topics are presented at a high level because they are subject to change following analysis of public submissions, and preparation of the recommendations.

5.1 Social cohesion and national identity

Social cohesion is an important policy issue for many government agencies. There are important information needs about how best to achieve a socially cohesive society without losing the benefits of diversity. This includes developing measures of social cohesion and gaining a better understanding of what social cohesion means to people in practical terms. Information on common norms and values that link different groups of New Zealanders together informs social cohesion, and helps policy makers determine what social wellbeing means to people and where support may be required. New data sources are required to collect information on common norms and values, and the New Zealand General Social Survey has the potential to fill some gaps.

5.2 Diverse identities

Related to achieving a socially cohesive society, is the need to identify and collect information about the identities that are important to different groups of New Zealanders, and which affect their wellbeing (eg sexual orientation). Collecting information on the key groupings that make up the diversity of New Zealand society will lead to a greater capacity to understand and respond to diversity in order to improve social wellbeing. Information needs in this area revolve around enumeration and gathering baseline information on the relevant groups. For example, ethnicity data may need to be improved for use in administrative and

sample surveys and the capacity for reporting on smaller ethnic groups may need to be developed.

5.3 Cultural participation and cultural wellbeing

While the Social cohesion and national identity SDA is about social cohesion and managing diversity and the Diverse identities SDA is about measuring the extent of diversity, the information needs in the Cultural participation and cultural wellbeing SDA are about measuring levels of participation in cultural activities, the impact of this on wellbeing, and the impacts of diversity and social cohesion on the economy through understanding the contribution of culture on economic growth. Cultural expression and cultural participation contribute to economic growth (as well as to individual and society-wide cultural wellbeing) through, for example, intercultural competency, multiple perspectives to problem solving, and access to overseas networks and market knowledge. There are information needs in relation to the role of cultural capital (eg cultural traditions, skills and behaviour) as an economic input (eg the impact of diversity on the economy), which can be addressed through the Programme of Official Social Statistics.

5.4 Māori identities and culture

Māori identities and culture underpin diversity, national identity and social cohesion in New Zealand. In order to produce Māori-specific measures and achieve self-determination and wellbeing, information about and for Māori is needed (including diversity among Māori). This information covers iwi and hapū identities (including processes to include new iwi and consider hapū), Māori-specific wellbeing, and Māori cultural capital. The development of a Māori Social Survey will help address many of these information needs and gaps.

5.5 Immigrant settlement

Information about migrant settlement processes in New Zealand is important: immigrant and migrant communities play a role in building and shaping national identity and society-wide cultural wellbeing. Understanding longer-term settlement outcomes as they pertain to migrants' identities and wellbeing informs policy on social cohesion. It also helps monitor New Zealand's success as a migrant-receiving nation. The New Zealand General Social Survey will help produce analysis using generation/s in New Zealand information.

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Appendix 1: Existing information sources for culture and identity statistics

This appendix gives an overview of culture and identity statistics that are currently available from the Official Statistics System. The data sources are organised according to the lead agency. All surveys listed have a national coverage unless indicated otherwise. The Census of Population and Dwellings may have geographic coverage that is wider than other national surveys because it includes, in addition to the North, South, Stewart and Chatham Islands, several offshore islands, as well as the Taranaki and Southland oil rigs.

Some of the data sources cited are from unofficial surveys and have been included where they are directly relevant to culture and identity issues, for example, surveys of attitudes and values. Some of these are run as part of wider international programmes. Although included in this document as data sources, has been no complete assessment of the quality of data they produce. The unofficial data sources are identified by an '*' in their title.

Statistics New Zealand

Census of Population and Dwellings

Lead agency	Statistics NZ
Collection type	Census of households
Frequency	Five-yearly
Target population	Every person present in New Zealand on census night and every dwelling
Geographic coverage	All New Zealand, including Chatham Island, and the Kermadec Islands, Three Kings Islands, Mayor Island, Motiti Island, White Island, Moutohora Island, Bounty Islands, Snares Islands, Antipodes Islands, Auckland Islands, and Campbell Island. The Taranaki and Southland oil rigs are also included.
Fieldwork	First Tuesday in March in years ending 1 and 6
Key variables	Count of population, count of dwellings, meshblock location of each dwelling, sex, age, and ethnicity of respondents, location on census night, usual residence and years at usual residence, status in employment, personal income and sources of income
Relationship to information needs	Ethnicity Māori descent Iwi Social marital status Birthplace Language Religious affiliation Qualifications Occupation Years since arrival in New Zealand Unpaid activities.

Cultural Experiences Survey 2002

Lead agency	Statistics NZ (on behalf of the Ministry for Culture and Heritage)
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Collection type	Household Survey (supplement to the Household Labour Force Survey)
Frequency	One-off
Target population	People aged 15 years and over
Size	13,475 individuals
Fieldwork	January – March 2002
Key variables	Sex, age, ethnic group, highest educational qualification, labour force status, income, location
Relationship to information needs	Experiences of a range of cultural activities Frequency of experiences Barriers to cultural experiences Participation in specific Māori cultural activities: mātauranga Māori (learning about traditional Māori customs, practices, history or beliefs); visiting a marae; visiting wāhi taonga (sites of historical importance to Māori); and viewing exhibitions of taonga (displays of Māori ancestral treasures).

The limitations of this survey are its one-off nature and its inability to produce data on some population groups or smaller area breakdowns.

Survey of the Health of the Māori Language 2001

Lead agency	Statistics NZ (on behalf of Te Puni Kōkiri)
Collection type	Post-censal survey
Frequency	One-off
Target population	Māori aged 15 years and over
Size	5,000 individuals
Fieldwork	May – June 2001
Key variables	Sex, age, ethnic group, location, iwi affiliation, highest educational qualification, labour force status, income, location, household composition, main language spoken, location during childhood
Relationship to information needs	The survey asked respondents about: <ul style="list-style-type: none"> • language acquisition (childhood experience of language) • speaking and hearing Māori now (at home and in different situations) • experience of te reo Māori on radio and television • experience of and ability in reading Māori • experience of and ability in writing Māori • learning experiences, including Māori language classes in past 12 months • their children's education experiences • activities they have done to promote Māori language • expenditure on commercial Māori language items.

New Zealand Survey of Older Māori People 2000

Lead agency	Statistics NZ on behalf of the Ministry of Social Development
Collection type	Household survey (companion to The Survey of Older People, and a supplement to the Household Labour Force Survey)
Frequency	One-off
Target population	Māori aged 65–69 years
Size	542 individuals
Fieldwork	January – March 2000
Key variables	Sex, age, ethnic group, income, marital status, health status, labour force status, housing costs, assets, ownership of items, social activities, economising behaviours, self-assessment of living standards
Relationship to information needs	<p>The broad research aim was to describe the standard of living of older people and investigate the determinants of variation in living standards of older people. Questions were asked about:</p> <ul style="list-style-type: none"> • ability to report whakapapa for more than three generations • whether respondents identified as Māori • attendance at a marae • whether whānau plays an important part in respondents' lives • financial interest in Māori land • contact with other Māori • Māori language ability.

New Zealand Survey of Older People 2000

Lead agency	Statistics New Zealand on behalf of the Ministry of Social Development
Collection type	Household survey (companion to The Survey of Older Māori People, and a supplement to the Household Labour Force Survey)
Frequency	One-off
Target population	People 65 years and over
Size	3,000 individuals
Fieldwork	January – March 2000
Key variables	Sex, age, ethnic group, country of birth, years in New Zealand, marital status, household relationships, health, assets and income, mobility, and accommodation.
Relationship to information needs	The research investigates the living conditions of older people and the determinants of variation in living standards of older people. It covers older people's family and social networks, and employment and social-economic status.

Survey of Dynamics and Motivations for Migration in New Zealand: (DMM) 2007

Lead agency	Statistics NZ (DMM)
Collection type	Household survey (Supplement to Household Labour Force Survey)
Frequency	One off (current plans to repeat in 2012, ie 5-yearly)
Target population	People 15 years and over
Geographic coverage	North Island, South Island and Waiheke Island.
Size	30,000 individuals
Fieldwork	7 January – 7 April 2007
Key variables	Age, sex, ethnicity, marital status, occupation and address of usual residence has been combined with respondent information from DMM
Relationship to information needs	The survey investigates what motivates some people to move from one house to another, from one part of New Zealand to another, or to and from New Zealand, and what motivates people to stay where they are.

New Zealand General Social Survey (NZGSS)

Lead agency	Statistics NZ
Collection type	Survey
Frequency	Two-yearly from 2008
Target population	People aged 15 years and over
Size	8,000 individuals
Fieldwork	April 2008 – April 2009
Key variables	Sex, age, ethnic group, income, family type, housing tenure, highest qualification, labour force status, birthplace, and years lived in New Zealand
Relationship to information needs	<p>First results will be available in late 2009. The survey collects information on social outcomes across 12 domains, including culture and identity, social connectedness and human rights, which are referred to as modules. Relevant information includes:</p> <ul style="list-style-type: none"> • national identity • sense of belonging • ability to express identity • attitudes towards diversity • experience of discrimination and self-perceived grounds of discrimination • generation in New Zealand • voting behaviour • life satisfaction.

Time Use Survey 1999

Lead agency	Statistics NZ
Collection type	Household survey

Frequency	One-off (*Time Use Survey 2009/10 under development)
Target population	Individuals aged 12 and over
Size	8,527 individuals
Fieldwork	July 1998 – June 1999
Key variables	Sex, age, ethnic group, urban/rural, labour force status, government transfer status, family type
Relationship to information needs	Ethnic group Group membership Paid and unpaid work Voluntary work.

International Travel and Migration administrative dataset

Lead agency	Statistics NZ (in partnership with Ministry of Tourism, Department of Labour, and Ministry of Transport)
Collection type	Administrative data collected by New Zealand Customs Service
Frequency	Monthly – ongoing
Target population	Arrivals to and departures from New Zealand
Key variables	Include: Citizenship/nationality, age, sex, occupation, period, passenger type (class of travel), purpose of travel, length of stay/absence, country of main destination, country of last permanent residence, country of next permanent residence, state of last permanent residence, country of birth, port of arrival and departure, and, travel mode
Relationship to information needs	Number of arrivals and departures by passenger type Net migration Seasonally adjusted arrivals and departures Overseas visitor arrivals by country of last permanent residence New Zealand resident short-term departures by country of main destination Permanent and long-term arrivals by country of last permanent residence Permanent and long-term departures by country of next permanent residence.

Longitudinal Immigration Survey New Zealand (LisNZ)

Lead agency	Statistics NZ (in partnership with The Department of Labour)
Collection type	Longitudinal household survey
Frequency	Interviews in three waves at six, 18 and 36 months after taking up residence in New Zealand
Target population	New migrants aged 16 years and over approved for residence between 1 November 2004 and 31 October 2005,
Size	7,137 respondents at Wave 1
Fieldwork	First wave of interviews: May 2005 to May 2007 Second wave of interviews: May 2006 to May 2008

Third wave of interviews: November 2007 to November 2009
Wave 1 results released on 19 May 2008, Wave 2 results due out mid-2009

Key variables Ethnicity, nationality, spouse's country of birth, social marital status, language skills, living arrangements on arrival, experience of finding suitable housing and work in New Zealand, satisfaction with housing and work, assistance or services used, spouse and children's settlement

Relationship to information needs Questions are asked on the following:

- employment
- health
- income
- social networks
- housing needs
- business involvement
- education and training
- use of social services
- satisfaction with life in New Zealand.

Births and deaths

Lead agency Statistics NZ (in partnership with Department of Internal Affairs)

Collection type Administrative data

Frequency Published quarterly

Target population Number of births and deaths registered in New Zealand
Fieldwork From 1 July 1998 onwards, DIA supplies Statistics NZ with electronic copy of birth and death registration records

Key variables: Births For the child: sex, ethnicity, date of birth, ancestry, place of birth, multiple birth, live or stillborn, nuptial or ex-nuptial, birth weight, gestation period

Key variables: Deaths For the parents: age, sex, ethnicity, place of birth, ancestry, mother's residence, sex, birthplace, residence, ethnicity, date of birth, ancestry, marital status, years in New Zealand (for non-New Zealand born), date of death

Relationship to information needs Ethnicity
Place of birth
Ancestry
Years in New Zealand.

Marriages, civil unions and divorces

Lead agency Statistics NZ (in partnerships with Department of Internal Affairs and Family Court)

Collection type Administrative data

Frequency Annual

Target population Number of marriages, civil unions and divorces registered in New Zealand

Key variables: Marriage Date of marriage, age, sex, legal relationship, status of marriage of both parties, country of birth, residence of bridegroom

Civil union | (same-sex and opposite sex relationships can be registered as civil unions)

Date of union, age, sex, relationship type (eg same-sex or opposite sex), residence of partner

Divorce

Age at marriage, sex, previous marital status, duration of marriage, and children affected by divorce by broad age group (0–9 years and 10–17 years)

Relationship to information needs

Country of birth
Civil union data.

New Zealand Social Policy Survey – Attitudes and Values 1987

Lead agency

Statistics NZ (on behalf of the Royal Commission on Social Policy)

Collection type

Survey

Frequency

One-off

Target population

People aged 15 years and over
A sub-sample of HLFS respondents, where characteristics of households were known (to reduce costs in getting information on sub-populations such as Māori, Pacific peoples, the young, the elderly and urban/rural)

Size

24,000 individuals

Fieldwork

September – December 1987

Key variables

Sex, age, ethnic group, iwi, highest educational qualification, labour force status, occupation, income, urban/rural, language spoken

Relationship to information needs

The survey collected information on respondents' experience of and satisfaction with various aspects of life, plus attitudes and values towards those same areas. These included:

- health care
- housing
- education
- crime and justice
- unemployment
- Māori language
- income support
- the tax system.

In addition, people were asked about:

- the importance that should be placed on a number of issues and concerns
- their membership of and participation in various types of organisations
- the help provided to and unpaid work undertaken for people outside their own household, and
- their overall satisfaction with their standard of living.

Māori respondents were asked about their attendance at any marae or tribal hui in the previous six months, and perceived benefits from attendance.

The real strength of this survey was its ability to measure one aspect of life (and people's satisfaction with it) in relation to demographic and socioeconomic characteristics, and in relation to other areas of life experience and satisfaction. The age of the survey now limits its usefulness, except as a benchmark.

Social Indicators Survey 1980–81

Lead agency	Statistics NZ
Collection type	Household survey
Frequency	One-off
Target population	People aged 15 years and over (half of the sample was the Household Economic Survey sample that year, and another 3,500 households were specifically selected)
Size	6,891 individuals
Fieldwork	October 1980 – September 1981
Key variables	Sex, age, ethnic group, education, labour force status, occupation, industry, average weekly hours, income, dwelling characteristics
Relationship to information needs	<p>The survey collected information on people's satisfaction with (and sometimes an assessment of the importance of) aspects of:</p> <ul style="list-style-type: none"> • employment • housing • health services • personal safety and justice • neighbourhood amenities • leisure time activities • participation in political and community affairs • family and social attachments • standard of living.

The survey also included questions to elicit attitudes towards some of the topics above.

As with the 1987 Attitudes and Values Survey, the strength of this survey was its ability to measure one aspect of life (and people's satisfaction with it) in relation to demographic and socioeconomic characteristics, and other areas of life satisfaction. The age of the survey now limits its usefulness, except as a benchmark.

National Ethnic Population Projections

Lead agency	Statistics NZ Population Statistics Unit
Collection type	Population model
Frequency	Updated every 2–3 years
Target population	Māori, Pacific, Asian and 'European or Other (including New Zealander)' ethnic populations of New Zealand (based on Statistical Standard for Ethnicity 2005)
Key variables	Ethnic group by age and sex; births, deaths, net migration and inter-ethnic mobility
Relationship to information needs	The projections provide an indication of future population (size, growth and population) based on assumptions about future fertility, mortality, migration and inter-ethnic mobility.

Sub-national Ethnic Population Projections

Lead agency	Statistics NZ Population Statistics Division
Collection type	Population model
Frequency	Updated every 2–3 years
Target population	Maori, Pacific, Asian and 'European or Other (including New Zealander)' ethnic populations of New Zealand (based on Statistical Standard for Ethnicity 2005)
Geographic coverage	European or Other: all 16 regional council areas (regions) and 72 of the 73 territorial authority areas (cities and districts) Māori: 16 regions and 56 territorial authority areas Asian: 10 regions and 17 territorial authority areas Pacific: 16 regions and 18 territorial authority areas
Key variables	Ethnic group by age and sex; births, deaths, net migration and inter-ethnic mobility
Relationship to information needs	The projections provide an indication of future population (size, growth and composition) based on assumptions about future fertility, mortality, migration and inter-ethnic mobility.

Te Puni Kōkiri

Survey of the Health of the Māori Language

Lead agency	Te Puni Kōkiri
Collection type	Sample survey
Frequency	2006
Target population	People of Māori ethnicity aged 15 years and over
Size	4,000 individuals
Fieldwork	August – December 2006
Key variables	Sex, age, ethnic group, location, iwi affiliation, highest educational qualification, labour force status, income, location, household composition, main language spoken
Relationship to information needs	These surveys measured language proficiency in speaking, listening, reading, and writing, as well as method of acquisition. They also measured how often people use te reo Māori (Māori language), where they use the language, and with whom they use the language.

Survey of Attitudes, Values and Beliefs about the Māori Language

Lead agency	Te Puni Kōkiri
Collection type	Survey
Frequency	2000, 2003, 2006
Target population	Aged 15 years and over
Size	1,500 individuals (67% Māori and 33% non-Māori in 2006)
Key variables	Sex, age, ethnicity, proficiency of language spoken

Relationship to information needs Identifying attitudes toward the government's role in Māori language revitalisation, and on personal involvement and interest in Māori culture and language.

Ministry of Social Development

Income Support data

Lead agency Ministry of Social Development

Collection type Administration data

Frequency Statistics summarised quarterly

Target population Individuals receiving income support

Fieldwork Ongoing

Key variables Sex, age, ethnic group, type of benefit or subsidy, start and end dates, amount paid, Work and Income region, presence of spouse and/or children, marital status, number of children, age of children

Relationship to information needs Benefit analysis by ethnicity.

The Department of Labour

Settlement Knowledge Base Project

Lead agency The Department of Labour (Includes stakeholders from a range of government policy agencies with a national focus, and non-government organisations, local authorities and academics)

Collection type Under development, general framework and outcome indicators developed 30 June 2008, baseline indicator report to be published by 31 July 2009, and knowledge base mapped and research gaps to be identified by 31 December 2009

Target population Migrants who move on a temporary and permanent basis to New Zealand and who have lived in New Zealand for up to five years

Key variables Age, gender, sex, place of birth, ethnicity, family composition, length of time since arrival in New Zealand, English speaking ability, migrant stream, pre-migration experience of New Zealand, existing support available from family, relatives, friends and others, job offer specific to skills, qualifications, years of education

Relationship to information needs The project was set up as an action point under the New Zealand Settlement National Action Plan (SNAP). It is intended to fill gaps in surveys on settlement outcomes for new migrants and newcomers. Specifically to:

- identify outcome-related indicators to inform assessment of the effectiveness of existing activities and help develop future settlement and resettlement activities
- map the knowledge base and identify research gaps to help

agencies have a common current picture of existing research and evaluation efforts

- identify research investment strategies and collaborative opportunities to enhance research knowledge and capacities.

Life in New Zealand: Settlement Experiences of Skilled Migrants (SEFS)

Lead agency	The Department of Labour
Collection type	Survey
Frequency	Annual from 2005
Target population	Migrants who took up residence in New Zealand through the skilled/business stream. Survey sent out to these migrants 12 months after residence approval or arrival in NZ (from January to June each year).
Size	601 individuals
Key variables	Survey arranged into sections: information sources and satisfaction with immigration service, current activities (including employment, voluntary work, and business activity), current employment, immigrant applications (including business ownership, employment offer that got them into New Zealand), housing (including suitability, reasons why housing may be unsuitable), children (including satisfaction with schools), further education and training, social networks (including participation in clubs and groups), access to services, and living in New Zealand (including intentions about how long to stay, what they like most about New Zealand)
Relationship to information needs	Immigrant settlement outcomes, social connectedness.

People on the move: a study of migrant movement patterns to and from New Zealand 2006

Lead agency	The Department of Labour
Collection type	Administrative data
Frequency	Ad hoc
Target population	Migrants approved for residence between January 1998 and December 2004
Size	257,230 individuals
Key variables	Variables that were calculated for each migrant included: <ul style="list-style-type: none"> • whether they arrived to take up residence • the number of spells of absence • the length of each spell of absence • the time spent absent on a year-by-year basis • the total time spent absent • location on a monthly basis (ie onshore, offshore temporarily, or offshore and not returned during the analysis period)

Relationship to information needs This research extends previous studies to understand more fully the dynamics of migrants' absenteeism and movement patterns. The purpose is to identify migrants with particular movement patterns into and out of New Zealand, and to explore characteristics of those who spend lengthy periods out of the country.

Skilled migrants in New Zealand: a study of settlement outcomes 2006

Lead agency The Department of Labour

Collection type Survey

Frequency One off

Target population New migrants aged 16 years and over

Size 2,060 responses

Fieldwork January 2004 – June 2005

Key variables Salary, organisation size, skills shortage, employer type

Relationship to information needs The settlement experiences and outcomes of migrants who have taken up residence through the skilled migrant category. Report produced February 2006.

Further Department of Labour research (in progress/future research)

The Department of Labour has the role within government for research and evaluation regarding international migration, settlement, and employment dynamics. The International Migration, Settlement and Employment Dynamics work programme includes:

- LisNZ – see elsewhere
- New Zealand and Migration within the Pacific
- Refugees Plus 10: Perspectives on Settlement, Integration and Identity – they are at the start of a three-year study to explore the perspectives of refugees who arrived in New Zealand 10 or more years ago
- Immigration Survey Monitoring Programme
- Economic impacts of immigration
- Migrant and refugee youth settlement and social inclusion research
- Immigration trends, dynamics and flow analysis.

Ministry of Health

New Zealand Health Survey

Lead agency Ministry of Health

Collection type Survey

Frequency Ongoing 1992/93; 1996,97; 2002/03; 2006/07

Target population People aged 15 years and over

Size 17,409 individuals in 2006/07

Fieldwork October 2007 – November 2007

Key variables	Chronic physical and medical health conditions, risk and protective health factors, height and weight measurements, self-reported health status, health service use, socioeconomic determinants of health, social demographic variables (sex, age, ethnicity)
Relationship to information needs	The survey looks at: <ul style="list-style-type: none"> • the health status of New Zealanders, and the prevalence of selected health conditions • the prevalence of risk and protective factors associated with these health conditions • the use of health services, including barriers to accessing health services • differences between population groups (as defined by age, gender, ethnicity, and socioeconomic position) • the relationship between family cohesion (connectedness) and the health or wellbeing of families • changes in key NZHS data over time.

Youth

Lead agency	University of Auckland/Ministry of Youth Development
Collection type	Survey
Frequency	2000, 2007
Target population	Secondary school children aged 14–18 years
Size	Range from 8,997 to 9,699 individuals
Fieldwork	October 2007
Key variables	Sex, age, ethnic group, cultural values, cultural attachment, sexual identity and behaviour
Relationship to information needs	A nationwide survey on the health and wellbeing of New Zealand secondary school students Reports based on Youth 2000, include: 2003 – A profile of student health and wellbeing 2007 – Violence and New Zealand Young People 2005 – Non-heterosexual Youth: A profile of their wellbeing Reports based on Youth 2007 include: 2008 – The health and wellbeing of secondary school students in New Zealand.

Creative New Zealand

Survey of Participation in the Arts 1997–98

Lead agency	Creative New Zealand (in conjunction with the Hillary Commission's Survey of Participation in Sports and Physical Activities)
Collection type	Household survey
Frequency	One-off
Target population	People aged 18 years and over
Size	5,846 individuals

Fieldwork	May 1997 – April 1998
Key variables	Sex, age, ethnic group, highest educational qualification, employment status, income, location
Relationship to information needs	This survey sought to provide information on the number of people taking part in arts activities; how many different arts activities they take part in; who takes part and in what activities; and how, where and why they take part. Respondents were asked to recall their participation in different arts activities over two recall periods (four weeks and 12 months before the interview) in order to provide information about frequent and less frequent participation. The survey also asked respondents whether they had lessons/tuition in arts activities, how they found out about arts activities, and what their attitudes to the arts were.

The survey also included a Survey of Māori Arts Participation, covering general arts, traditional Māori arts and traditional Pacific Island arts. Of the 5,846 respondents, 729 were Māori, and the data was weighted to ensure that the findings were representative of the Māori population in terms of ethnicity, gender, age range and location.

New Zealanders and the Arts

Lead agency	Creative New Zealand
Collection type	Survey
Frequency	2005, 2008
Target population	People aged 10–14 years and 15 years and over
Size	2,099 adults and 1,015 10-14 year olds in 2008
Fieldwork	September – November 2008
Key variables	Sex, age, ethnic group, highest educational qualification, employment status, income, location
Relationship to information needs	Information collected was on attitudes towards the arts, involvement in the arts (as attendees or participants), and information on the percentage of New Zealanders who believe, eg, that the arts help define who New Zealanders are, and that the arts are part of everyday life.

Massey University

International Social Survey Programme*

Lead agency	Massey University
Collection type	Survey
Frequency	Annual
Target population	People aged 18 years and over
Size	1,000 individuals
Fieldwork	2005 survey: August – September 2005
Key variables	Sex, age, ethnic group, iwi, highest educational qualification,

labour force status, occupation, income, urban/rural

Relationship to information needs

The surveys below are part of the International Social Survey Programme (ISSP), which includes a series of New Zealand-specific surveys. The ISSP involves academic institutions in 40 countries in an annual survey of general attitudes to various economic and social policy issues. The programme of surveys addresses a different topic each year in a roughly seven-year cycle.

Previous topics have included:

- 1985 – Role of Government I
- 1986 – Social Networks
- 1987 – Social Inequality
- 1988 – Family and Changing Gender Roles I
- 1989 – Work Orientations I
- 1990 – Role of Government II
- 1991 – Religion I
- 1992 – Social Inequality II
- 1993 – Environment I
- 1994 – Family and Changing Gender Roles II
- 1995 – National Identity I
- 1996 – Role of Government III
- 1997 – Work Orientations II
- 1998 – Religion II
- 1999 – Social Inequality III
- 2000 – Environment II
- 2001 – Social Relations and Support Systems
- 2002 – Family and Changing Gender Roles III
- 2003 – National Identity II
- 2004 – Citizenship
- 2005 – Work Orientations III
- 2006 – Role of Government IV
- 2007 – Leisure time and sports
- 2008 – Religion III

New Zealand Values Study*

Lead agency	New Zealand Study of Values Trust (in association with The Centre for Social and Health Outcomes Research and Evaluation (SHORE) and Te Ropu Whariki, Massey University Massey University)
Collection type	Survey
Frequency	1985, 1989, 1998, 2005
Target population	Adult New Zealanders aged 18 years and over
Size	1,200 individuals
Fieldwork	December – March 2005
Key variables	Sex, age, ethnicity, marital status, area of residence, personal income, religious denomination
Relationship to information needs	<p>This survey is part of the World Values Survey, which has had four waves in over 60 countries.</p> <p>The survey seeks opinions on several political, social and moral issues, and, amongst other things, asks about attitudes towards work, family life, leisure, the roles of central and local government, and the environment.</p> <p>The 1998 survey included questions on gaming, the Treaty of</p>

Waitangi, education, politics and neo-liberal values. The 2005 survey included questions on people's commitment to New Zealand, level of trust in others and views on immigration and the treatment of migrants. Five reports were produced on economic values, taxation, people's commitment to New Zealand, social values and public life values.

Long Study of New Settlers*

Lead agency	Massey University (with funding from the New Zealand Foundation for Research, Science and Technology and the Public Good Science Fund)
Collection type	Survey
Frequency	Annual 1998–2002
Target population	Principal applicants and their families, who have taken up residence in New Zealand since 1997 under the general skills category (all are well-educated, skilled with work experience and English language ability)
Geographic coverage	All New Zealand
Size	209 individuals
Fieldwork	May – August 1998
Key variables	Age, sex, nationality, domicile, religion
Relationship to information needs	The survey provided longitudinal information about refugees. The sample is quite small and the researchers found that some communities were not as receptive to the research as others. Relevant information relates to languages and learning English, maintaining own culture and satisfaction with life in New Zealand.

Victoria University of Wellington

Connectedness in Young New Zealanders: Social Connectedness, Transitions, and Wellbeing*

Lead agency	Roy McKenzie Centre, Victoria University, aided by the New Zealand Council for Educational Research.
Collection type	Survey
Frequency	Three-year survey with 3 waves – 2006, 2007 and 2008
Target population	78 schools, children in Years 6, 8 and 10 (aged 9–15 years)
Geographic coverage	Wellington, Wairarapa, Kapiti, Taranaki, Hawke's Bay and Auckland.
Size	First wave 2,174 individuals, second wave 1,914 individuals
Fieldwork	2006–2008
Key variables	Self-reported ethnicity, multiple ethnicities
Relationship to information needs	Survey to collect data on how connectedness to family, peers, school and community impacts on wellbeing in early adolescents, including a suite of ethnicity items relating to ethnic identification,

language use, cultural knowledge and community ties.

Human Rights Commission

Survey of Human Rights and the Treaty of Waitangi 2002*

Lead agency	Human Rights Commission
Collection type	Survey
Frequency	One-off
Target population	People aged 18 years and over
Size	750 individuals
Fieldwork	19–22 September 2002
Key variables	Area (Auckland, Provincial, Christchurch, Wellington, rural), gender, age, occupation, income, ethnicity (Māori or non-Māori), attitudes towards ethnic/immigrant communities
Relationship to information needs	<p>This survey collected information on public perceptions of the human rights dimensions of the Treaty of Waitangi including:</p> <ul style="list-style-type: none"> • awareness of human rights (general knowledge of human rights, knowledge of human rights issues in New Zealand, New Zealanders most likely to suffer from human rights violations, New Zealand's performance on specific human rights, indigenous rights) • awareness of the Treaty of Waitangi (colonisation, knowledge of the Treaty, attitudes to the Treaty) • human rights dimensions of the Treaty of Waitangi.

Ministry of Justice

New Zealand Crime and Safety Survey (NZCASS)

Lead agency	Ministry of Justice
Collection type	Survey
Frequency	Five yearly from 1996–2006, changing to three-yearly from 2006
Target population	New Zealand residents aged 15 years and over living in private households
Key variables	Age, sex, ethnicity, household composition, tenure, labour force status, marital status, type of victimisation, whether incident reported to Police, victim satisfaction with Police, relationship to offender, concerns about crime and safety.
Relationship to information needs	Sexual orientation Discrimination.

Ministry of Education

Adult Literacy in New Zealand 1996

Lead agency	Ministry of Education (in conjunction with OECD)
Collection type	Survey
Frequency	One-off
Target population	People aged 16–65 years.
Size	4,223 individuals
Fieldwork	March 1996
Key variables	This survey was part of a series of international surveys known as the International Adult Literacy Survey (IALS). Twenty-four countries participated in IALS. Sex, age, household size, and urban/rural were the key variables included in the New Zealand study (other countries had some different variables).
Relationship to information needs	The survey provided information on the literacy and numeracy standard of the general population, dealing with All levels of literacy. It also provided intergenerational information about respondents' parents and children.

Sample sizes, and response rates were lower than expected. The survey dealt only with literacy levels and not other important societal skills. The desire to address these limitations led to the Adult Literacy and Lifeskills Survey (ALL).

Adult Literacy and Life Skills Survey (ALL)

Lead agency	Ministry of Education
Collection type	Comparative survey
Target population	People aged 16-65 years
Size	7,000 individuals
Fieldwork	May 2006 – March 2007
Key variables	This survey extends information about the literacy and numeracy of adults, including problem-solving skills, and familiarity with information and communication technologies. The survey is based on earlier adult literacy studies (see above) and collects data on a range of socio-economic, health, and demographic variables.
Relationship to information needs	Up-skilling, immigrant literacy and numeracy.

Administrative data sources on Māori language

Lead agency	Ministry of Education
Collection type	Administrative data
Target population	Students or enrolments
Key variables	Sex, age, ethnicity, type of provider
Relationship to information needs	The Ministry of Education collects data about Māori language education in early childhood, schools and the tertiary sector

The following data can be provided by the Ministry:

- regular enrolments by age, sex and ethnicity in kōhanga reo and other Māori language early childhood services
- number of school students in Māori language learning and Māori medium education by school, level of learning and year of schooling
- number of students enrolled in Māori language courses at tertiary institutions by institution, age, sex and ethnicity
- provision of Māori language programmes through community education.

The Ministry of Education collects education statistics of New Zealand on the following: student enrolment, ethnic group, service type, age, gender, nature of attendance, year of schooling, local body region, socioeconomic status of school community, school leavers' highest attainment level, educational institutions, government expenditure, staffing, international students, and student loans and allowances.

Administrative data sources on Māori language

Lead agency	Education Review Office
Collection type	Administrative data
Target population	Educational institutions
Key variables	Sex, age, ethnicity, type of provider
Relationship to information needs	<p>The Education Review Office reports publicly on the quality of education in all New Zealand schools and early childhood centres, including kura kaupapa Māori and kōhanga reo. The Office reports about the quality of education through the publication of Accountability Review Reports for individual early childhood centres and schools. These documents contain information related to culture and identity on, eg:</p> <ul style="list-style-type: none"> • number of children enrolled (with some information about sex and age) • (in some cases) the quality of Māori language.

The Broadcasting Commission (New Zealand On Air)

Local Content Programming

Lead agency	New Zealand On Air
Collection type	Administrative data
Frequency	Annual
Target population	Hours of local content TV from the main free-to-air channels
Key variables	Local content TV
Relationship to information needs	<p>Amount of local content screened on New Zealand TV Indicator of sense of local and national identity.</p>

Other information sources

Quality of Life Survey

(previously Quality of Life in 12 New Zealand Cities Survey and Quality of Life in Eight New Zealand cities)

Lead agency	Ministry of Social Development
Collection type	Survey
Frequency	Every two years; last survey 2008
Target population	Individuals aged 15 years and over
Geographic coverage	Across 12 New Zealand cities
Size	8,155 individuals (500 per city and 2,000 Rest of New Zealand)
Fieldwork	16 July – 28 October 2008
Key variables	The following quality of life areas: <ul style="list-style-type: none"> • quality of life • health and wellbeing • crime and safety • community, culture and social networks • council processes • built and natural environment • public transport • lifestyle (work and study)
Relationship to information needs	Ethnicity Sense of community Culturally rich and diverse arts scene Cultural diversity Treaty of Waitangi Active citizenship (eg involvement in decision making, voter turnout, representation, local community strength and spirit) Feeling of trust and isolation.

International Civic and Citizenship Education Study (ICCS) in New Zealand*

Lead agency	Comparative Education Research Unit (within the Ministry of Education)
Collection type	Survey
Frequency	One-off
Target population	Year 9 students (approximately 14 years of age) and teachers and principals
Geographic coverage	146 schools nationwide
Size	5,420 (3900 Year 9 students; 1,400 Year 9 teachers; 120 principals)
Fieldwork	October 2008 – April 2009
Key variables	The survey is part of the International Civic and Citizenship Education Study (ICCS) which aims to investigate the ways in which young people are prepared to undertake their roles as citizens in the 21st century. The ICCS involves 48 countries. The New Zealand

survey looks into civic and citizenship education, which is part of the Social Studies curriculum in New Zealand. It includes relevant aspects of students' personal and social backgrounds, such as sex, Socio-economic background, and language background.

Relationship to information needs Civic knowledge and understanding, citizenship, civic and citizenship competencies and civic identity.

Results for this survey should be available in June 2010.