

The Relationship Approach for Living in Aotearoa

“Putting people first” - building strong and effective relationships with longitudinal survey participants



**Living in
Aotearoa**



Outline

- Introduction to Living in Aotearoa, New Zealand's new longitudinal survey
- Why the Relationship Approach for Living in Aotearoa?
- Relationship Approach conceptual framework
- Implementation - opportunities and challenges
- Evaluation - assessing the Relationship Approach

**Tohaina – ā tātou kōrero
Whakatipuria – te mātauranga
Whakamanaia – ā tātou tāngata**

**Share – our stories
Grow – our knowledge
Empower – our people**

Living in Aotearoa and child poverty reporting in New Zealand

Child Poverty Reduction Act 2018

- Reporting on ten measures of child poverty
- Household Economic Survey (HES) reporting on nine measures since February 2020
- Persistent poverty (tenth measure) – unable to be reported from existing Stats NZ surveys
 - ‘Persistent poverty’ still to be determined but working definition is *“in poverty now and for at least 2 out of the last 3 years”*
- So HES being transformed into two new surveys:
 - Household Expenditure & Wealth
 - Living in Aotearoa

Living in Aotearoa

- Rotating panel survey - at its peak more than 20,000 households will be participating!
- Respondents interviewed yearly, for six years
 - Original sample members from wave 1 will be followed regardless of where they live and who they live with
- Currently in its second year of collection
- Will enable reporting on:
 - All ten child poverty measures, including persistent poverty
 - Income, housing costs and material wellbeing needs (currently met by HES)
- Cross-sectional (annual) and longitudinal data will be available from early 2026



Living in Aotearoa is a rotating panel survey

	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Panel A 7200 households	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 1 New 7200 households	Wave 2	Wave 3	Wave 4
Panel B 7200 households		Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 1 New 7200 households	Wave 2	Wave 3
Panel C 7200 households			Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 1 New 7200 households	Wave 3
Panel D 7200 households				Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 1 New 7200 households
Panel E 7200 households					Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
Panel F 7200 households						Wave 1	Wave 2	Wave 3	Wave 4	Wave 5

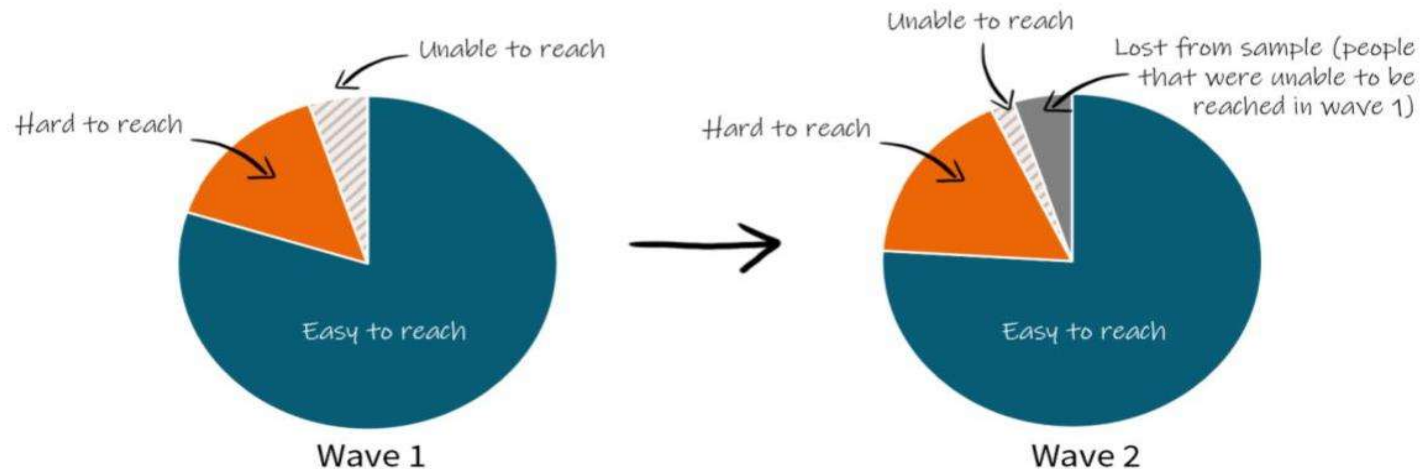
We are here
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Why the Relationship Approach for Living in Aotearoa?

Current model for other household surveys based on a 'persistence' approach

The challenge - retaining respondents is a primary concern for longitudinal surveys and sample attrition can be systematic rather than random.

Figure 2 Participants that are unable to be reached in wave 1 will be lost to the sample in subsequent waves, systematic attrition will impact the representativeness of the sample.



Why the Relationship Approach?

The goal - to ensure people are willing and able to participate for the full six years

The outcome - a robust relationship approach is the *best way to minimise attrition*, particularly for priority groups such as Māori, Pacific Peoples, migrant communities and people with disabilities.

Development of the Relationship Approach drew on collective expertise from...

- Collection Operations & survey interviewers
- Subject matter & methodology experts
- Te Ao Māori perspectives on relationships
- Academic literature & learnings from other longitudinal studies

Relationship Approach conceptual framework



Relationship Approach framework & key principles

People first

- Building meaningful and trusting relationships
- Catering to individual needs and breaking down barriers
- Aligns to the Te Ao Māori concept of whanaungatanga

Building trust

- Fostering community awareness and utilising interviewers who are known and respected
- Building survey awareness by being open and honest about processes and requirements

Mana enhancing

- Mana - the realisation of tapu / acknowledging everything a person shares is sacred, as it is their personal information and is a taonga (gift) which they give to StatsNZ
- Being culturally aware and responsive, being respectful & considering the respondent needs

Showing reciprocity

- Practicing whanaungatanga and offering genuine koha
- Affirming the kōrero of respondents and sharing how the data is being used for good

Shared Kaupapa, Collective Responsibility

- Partnering with community organisations to improve survey experience and access



Implementing the Relationship Approach

Opportunities

- Redesign the look and content of survey collateral, including Te Reo versions
- Increased Te Ao Māori and cultural awareness for our frontline staff through training opportunities
- Sharing data value stories; how organisations like Kidscan, Variety, Plunket use this data to develop their programmes
- Greater community engagement and more focus spent on time with individuals explaining what we do and why.

“Data from Stats NZ helps us get funding for much needed services to support whānau and their tamariki”

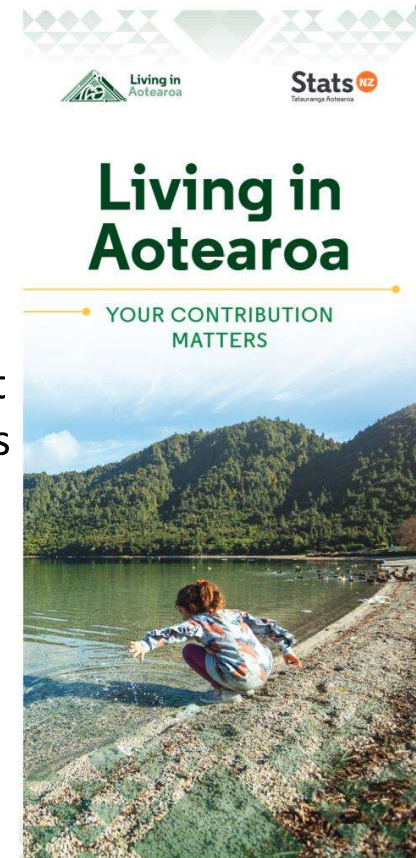
“Nā ngā raraunga mai i Tatauranga Aotearoa i whiwhi ai mātou ki ngā pūtea taketake hei āwhina i ngā whānau me ā rātou tamariki”

– Lisa Hawes, Whānau Āwhina Plunket

Challenges

- Development of our Staying in Contact approaches that align with the relationship approach framework
- Difficult collection environment; understanding what is a feature of the approach compared with the environment when looking at impacts on response rates
- Supporting frontline operational staff to adjust their approach when the differences are nuanced

Stats NZ
Tatauranga Aotearoa



Assessing the Relationship Approach



Evaluation questions & measures

Process – internal focus (Stats NZ systems, processes and staff)

Outcome – respondent focus (response rates, attrition, data quality, inbound communication)

Synthesis

- What are the lessons for the design and delivery of future Stats NZ surveys? (Process)
- What factors are critical to the success of quality data collection in a dynamic environment? (Outcome)

Ngā mihi, thank you