

So you are going to marry a NZ Farmer?

An investigation into the influence of self-concept labels on successful adaptation into rural life and farming by the immigrant partners of New Zealand born farmers.

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Abstract

This investigation, of how self-concept labels influence the adaptation of overseas-born partners of New Zealand-born farmers into rural New Zealand, was designed to look at why some partners successful make the transition to rural New Zealand and farming, while others struggle. The hypothesis is that if immigrant partners can change the self-concept labels they use to identify themselves then they will be more able to successfully adapt to rural life. However the results are not conclusive enough to prove or disprove this.

The investigation was conducted using a focus group of seven participants who were all born overseas and have immigrated to rural New Zealand to marry/cohabit with New Zealand born farmers. The results focus on the shifts in self-concept labels amongst the group. They also explore labels that remain the same both before and after adaptation for a number of the participants. There is also discussion on two predominant self-concept labels that were identified, "family orientated" and "strongly connected to heritage,"

This report will hopefully lay the foundations for future study in this area.

Introduction

In the 1991 national census data, it was revealed that 5052 couples existed in rural areas, where an overseas born person co-habited with a New Zealand born person who worked in a primary industry. The 2001 census showed this number remained fairly constant at 5136 couples. As a percentage, this group represented 11% of all couples living in a rural area in 1991. Interestingly, this percentage rose to 13% by the 2001 census. This is mainly because the general rural couple population had decreased by 11%. This shows that the number of overseas born people co-habiting with a New Zealand born person who works in a primary industry is becoming a more significant proportion of the general rural couple population.

Having an overseas born partner is not a new thing, but is clearly becoming more common in rural areas. It is therefore important to look at how well these overseas born partners are adapting to rural life. It is also important to try and assess why some partnerships endure and immigrant partners successfully adapt to rural life. It is also important to see why other partnerships fail and why some couples choose to leave the primary industry because the immigrant partner struggles to adapt to a rural environment and the farming environment.

Previous Kellogg research conducted by Irene Nolan in 2003 on career changes from an urban background to farming concluded that lifestyle was the main catalyst for couples to choose farming as a career choice. But what if it is love? Many

urban people also make the shift back to farming because they marry a primary industry worker with no plans or intentions to enter the industry under any other circumstances. The benefit of marrying someone from outside the industry/area is that there may be no suitable partners locally and they potentially bring a new skill set and outlook to a traditional way of life. The risk in marrying someone from outside the industry is that they will not take to rural life and leave, ending the relationship, or leave forcing the primary industry worker to exit the industry.

To promote successful adaptation of overseas born partners we have to investigate what is it about these people that caused adaptation to be a success or failure? More importantly, what behaviours or beliefs do these people hold that help or hinder successful adaptation? We could therefore examine the adaptive significance of the beliefs this group hold about themselves to determine whether these beliefs allow them to successfully adapt, or prevent them from doing so.

Carlson and Buskist (1997) discuss how self-concept represents our knowledge, feelings and ideas we hold about ourselves. They discuss how self-concept influences how we respond to our environment and what happens to us, but also that the self-concept is fluid and changes with our personal experience and is influenced by the culture we live in.

Therefore, if how someone sees themselves can influence how they react to their environment, then maybe immigrant partners that see themselves in certain ways are more or less likely to be able to adapt to the changes they face moving to a

new environment and being faced with having to take on alien challenges with little or no support.

Therefore, my hypothesis is that if immigrant partners can change the self-concept labels they use to identify themselves then they will be more able to successfully adapt to rural life.

Method

To investigate this hypothesis, I used a questionnaire that was sent out to participants in the focus group with a covering letter and a stamped, self-addressed return envelope. Participants were selected based on criteria and were all asked prior to the distribution of the survey on their willingness to participate.

Subjects

If a group of NZ born urban people move to rural areas because their partner works in a primary industry then it can be assumed that they move for the same reason as the overseas born people. The reason to base this study on only overseas people who marry into a primary industry is because overseas born people are a relatively sterile focus group because they were not brought up with any preconceptions about primary industries or rural life in New Zealand. I used a representative sample group which I selected because they lived locally to me and all were born and grew up overseas and had all moved to New Zealand to marry and/or live with New Zealand born farmers. Ten participants were identified as

meeting the criteria and were asked to participate. One declined to participate, one returned to their home overseas, one failed to return the questionnaire in time and seven participants completed the questionnaire.

Type of Questionnaire

To investigate this hypothesis, I used a questionnaire to survey participants. The first part of the questionnaire is designed to collate background information to determine how balanced the focus group was.

The second part of the questionnaire is to determine successful adaptation. It is important to uniformly establish the level of adaptation to life in New Zealand of participants to determine who successfully adapted. This section was established because surveys require self reporting by the participants, and therefore they may all have different ideas about what is successful adaptation into rural New Zealand life. The idea of this section was to gauge adaptation against a uniform criteria. The headings used to measure adaptation were based on areas of Maslow's hierarchy of needs.

The third part of the questionnaire asked participants to rank the relevance of their careers, community involvement and family situation in preparing them for rural life in New Zealand.

The fourth question was to examine the validity of the hypothesis and gauge which labels participants strongly identified with before and after moving to rural New Zealand. Forty self-concept labels were supplied, with room for participants to add

additional ones if they so wished. Participants were asked to choose five labels that had the strongest influence on how they saw themselves. Once they had chosen the five, they were then asked to give each label a ranking of 1 to 10 depending on how strongly they felt each label influenced how they saw themselves.

The fifth part was to allow participants to offer any additional information that they felt of interest regarding what things helped or hindered their adaptation into rural life and/or farming in New Zealand.

Findings

Section One – The Participants:

Most participants have lived in NZ for five to ten years with three participants living in NZ for between 10 to 20 years.

Participants originated from a variety of countries, with only one from a country that speaks a language other than English.

Most participants were between 26 to 35 years in age, with two aged between 36-45 and one aged between 46-55.

Three participants worked only in their own career, three worked a combination of farming and their own career and only one worked exclusively on the farm.

Section Two – Adaptation:

Adaptation was determined by participants ranking how settled they felt on different areas of their life before moving to NZ, after initially arriving, and now.

Adaptation was judged using the following criteria:

	Before	Initially arrived	Now
Successfully adapted	High	Low	High
Personal Growth	Low	Low or High	High
Unsuccessful adaptation	High	Low/High	Low
Did not need to adapt	High Low	High Low	High Low

Results for adaptation

	Successfully Adapted	Unsuccessfully adapted	Personal Growth	Not required to adapt
Career	4	2	1	-
House	4	-	2	1
Community	5	-	1	1
Family	6	1	-	-
Safety	6	-	-	1
Future	3	2	1	1
Overall happiness	3	3	-	1

There were also variances within the responses. For example one participant ranked how they felt about their family situation as 10 before moving, 2 when first arrived and 10 now. Equally on the same question, another participant ranked family 10 before moving, 7 when first arrived and 10 now.

Section Three – Preparation

The mean average for the rankings participants gave when asked the importance of their career in preparing them for farming life was 2.8, with the highest ranking being 7, and the lowest being 1.

The mean average for the rankings participants gave when asked the importance of their community involvement in preparing them for farming life was 2 with the highest being 6 and the lowest being 1.

The mean average for the rankings participants gave when asked the importance of their family situation in preparing them form farming life was 2.5, with the highest being 7 and the lowest being 1.

Question Four – Self-concept

Participants were asked to identify five labels they would use to identify how they saw themselves prior to coming to live in rural NZ and five labels they would use to identify how they saw themselves now. With each choice, participants were asked to scale each response to identify the influence of these five labels on their self-concept. The results are as follows:

Participant One: Six successful adaptations.

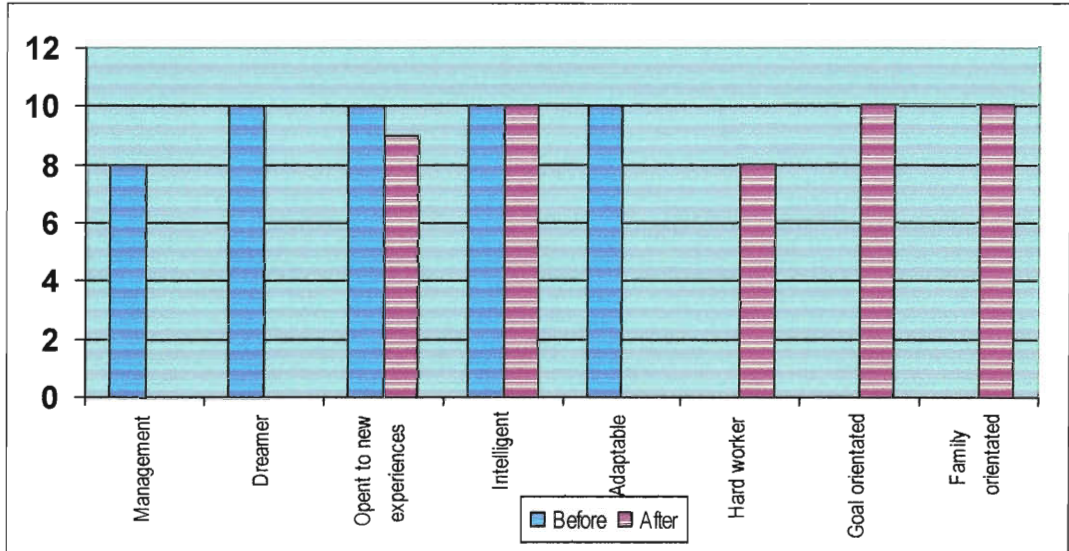


Chart One

Participant Two: One successful, Four unsuccessful adaptations.

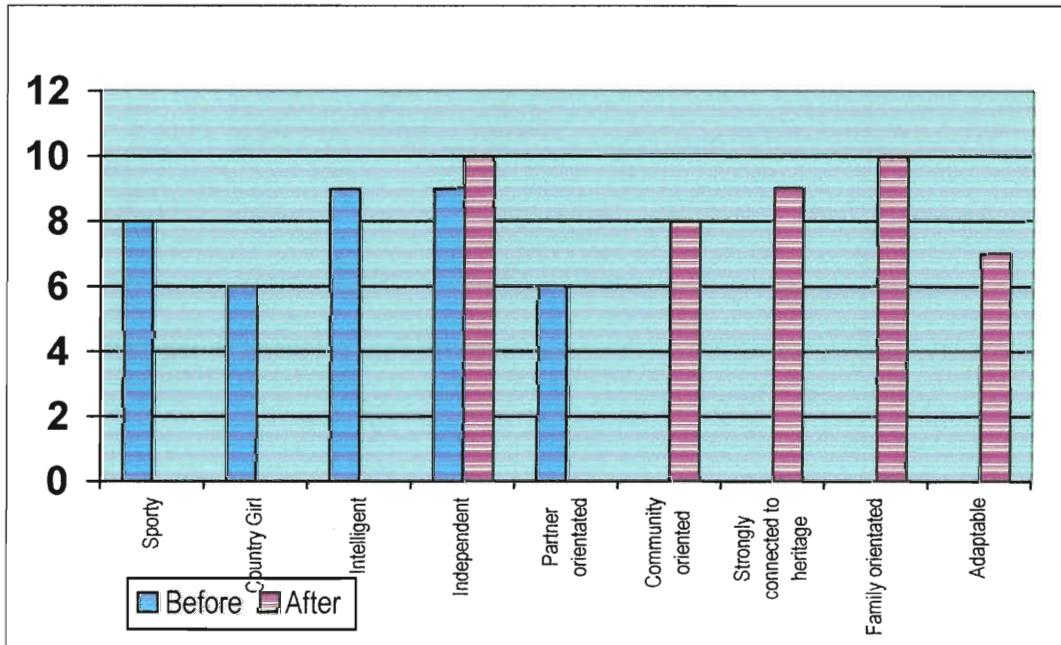


Chart Two

Participant Three: Seven successful adaptations

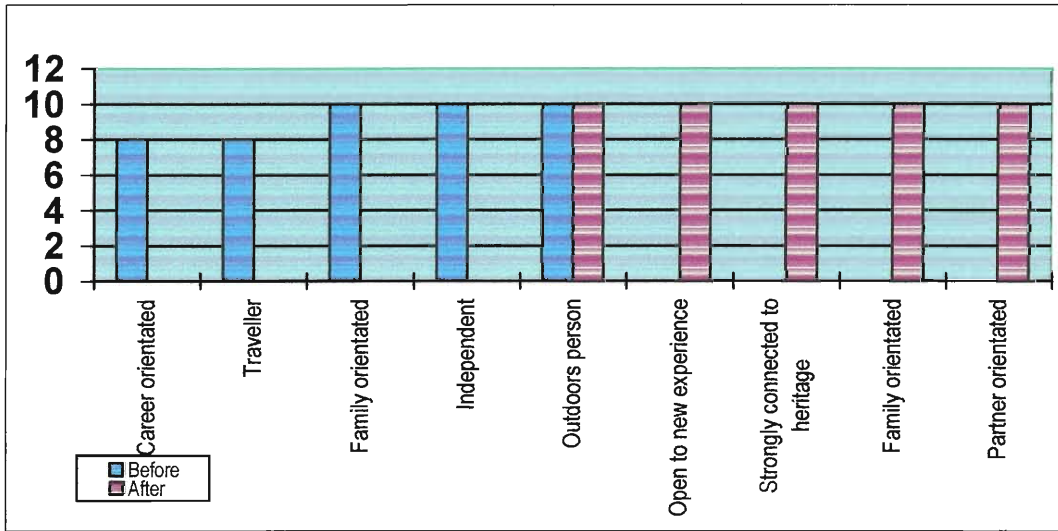


Chart Three

Participant Four: Two successful, Two unsuccessful adaptations.

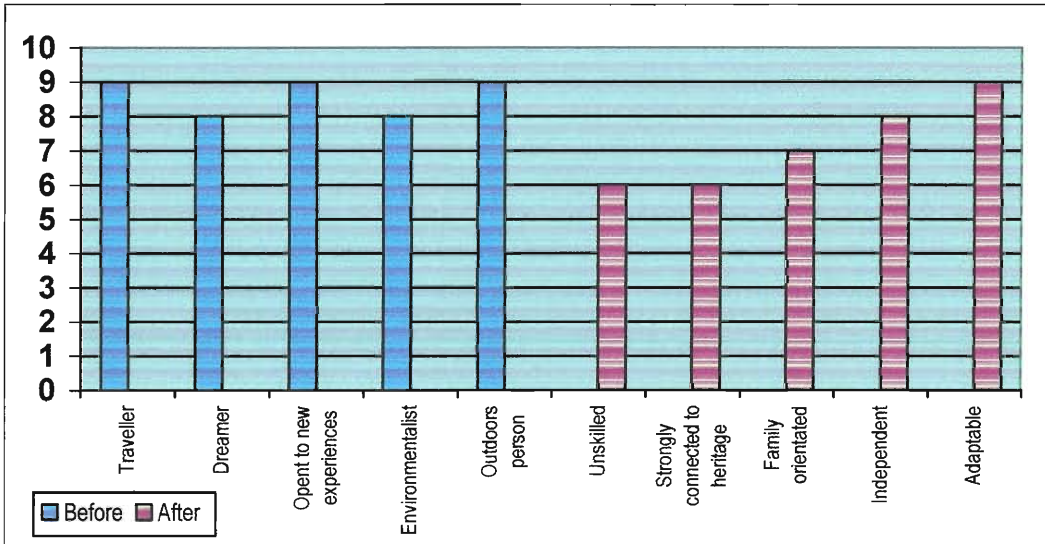


Chart 4

Participant Five: Six successful adaptations.

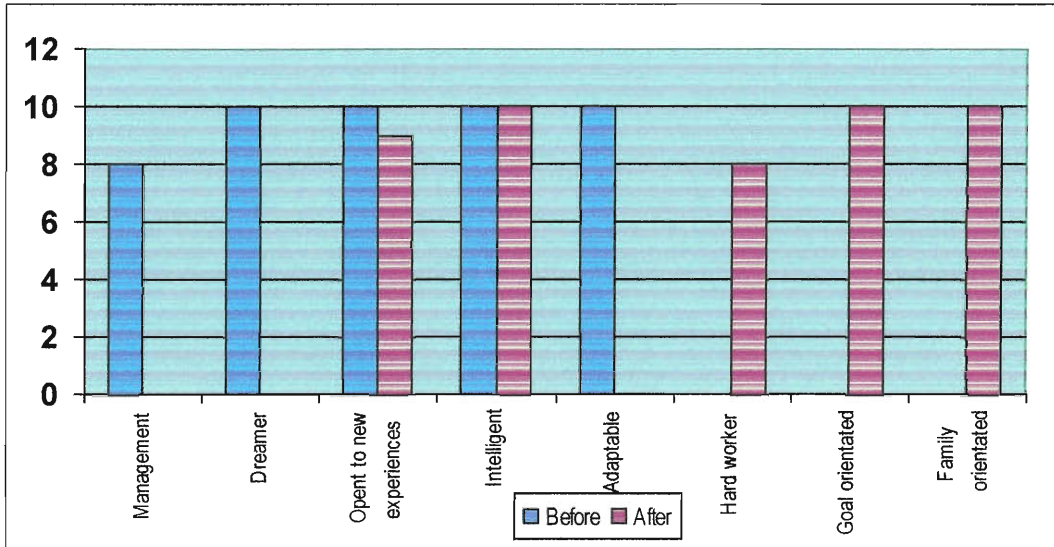


Chart 5

Participant Six: Three successful, one unsuccessful adaptation

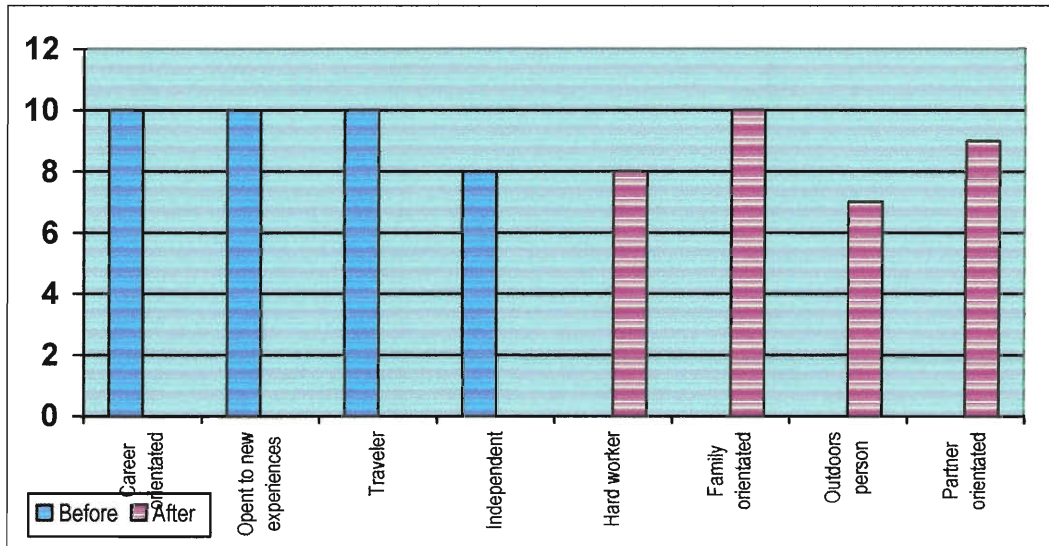
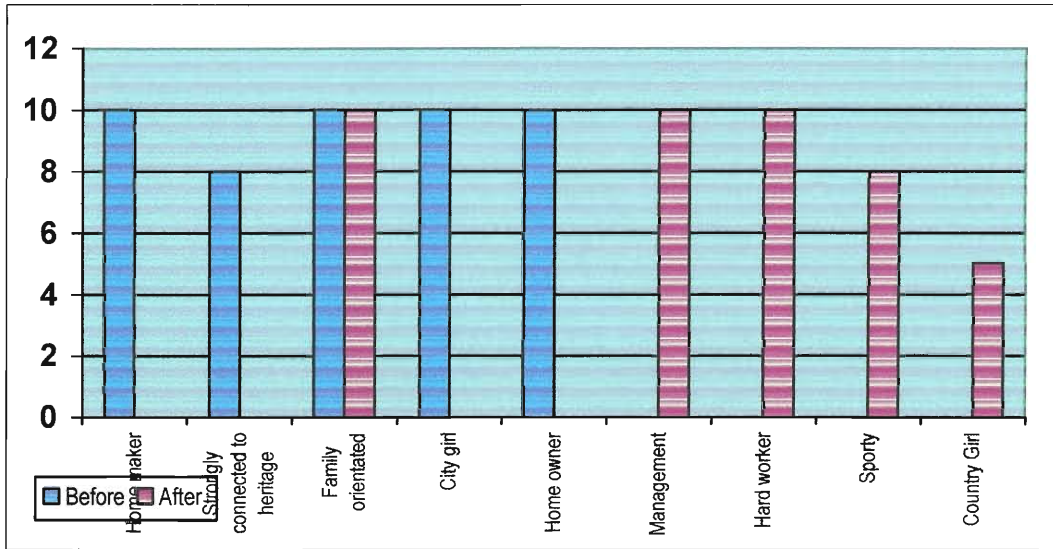


Chart 6

Participant Seven: Six successful, one unsuccessful adaptation



Frequency of use of labels:

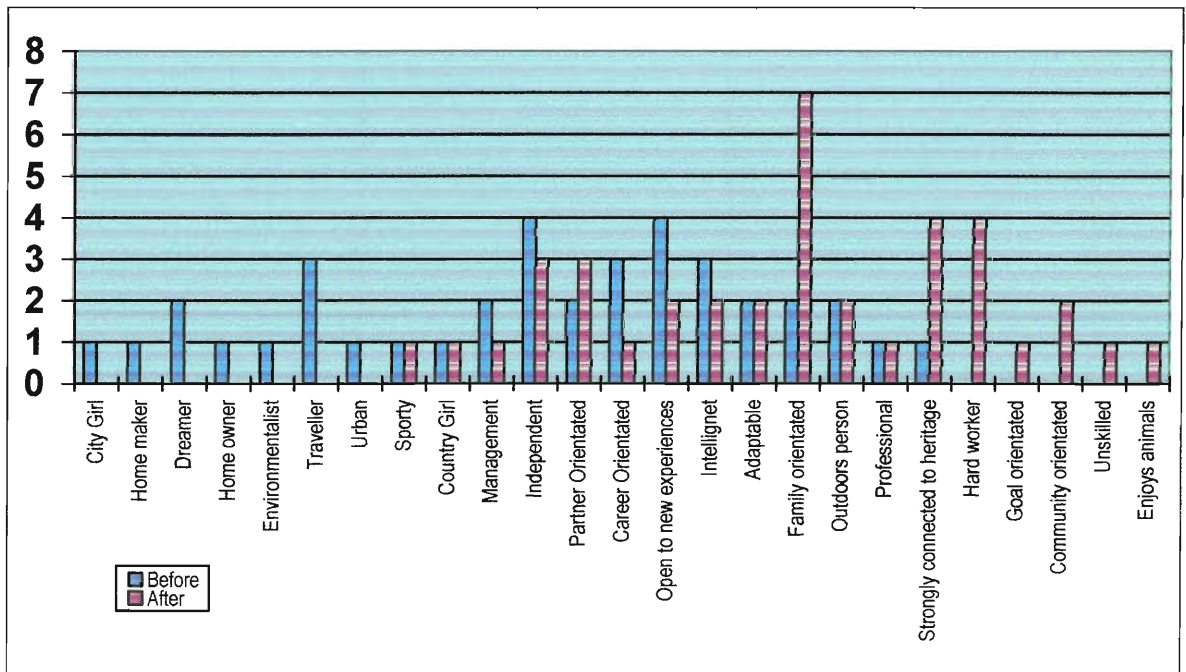


Chart 7

Question Five – Discussion on making the transition to rural life and/or farming.

Participants were asked for their comments on what they have found to be their greatest asset in making rural NZ their home and the three main things identified were family, outgoing personality and enjoying working with and meeting new people.

Participants' comments:

"I'm a hard worker, prepared to give things a go and I'm friendly and outgoing and willing to be involved."

"Being financially stable, therefore more able to enjoy a comfortable lifestyle."

"Being adaptable to all the new experiences."

"Adaptable and willing to give new things a go."

Participants were then asked what things in their experiences has been the greatest hindrance in making rural NZ their home. The three main themes identified were firstly the distance from participants own family, then the distances and lack of familiarity of rural life, and thirdly it was trouble in pursuing further training and career advancement off the farm.

Participants' comments:

"Meeting other families."

"Too far from my family overseas and feeling homesick."

"No knowledge of anything rural."

“So far away from my family...and the support of my family.”

“Missing my family back home.”

Participants were asked what things in their experiences have been the greatest assets in making farming a part or whole career choice. The responses were varied however the main theme was having skills or knowledge from previous education or work experience that can be successfully applied to a farm. Participants also noted working with family and children as a major influence in making farming a career choice.

Participants' Comments:

“My degree in Ag Business.”

“Having studied some (agriculture) topics at university.”

“Being able to take the children with me.”

“Being a team player and multi-tasker.”

“My partner and in-laws have really helped teach me about farming.”

Finally, participants were then asked what things in their experiences that have been the greatest hindrance in making farming a part or whole career choice. The most common comment was being able to successfully juggle farming commitments and children. The lack of support from family and partners were mentioned by some participants as barriers to taking on a larger role on the farm.

Difficulties in moving away from an urban mindset have also have also made adapting to farming difficult for some participants.

Participants' Comments:

“Just seeing things through the eyes of a ‘townie’... and not knowing anything about farming.”

“Lack of support from family back home in accepting farming as a valid career choice.”

“Children – Making it hard to get out there and do it all.”

“The hours of dairy farming took away from my time I could spend with my school aged children.”

Discussion

As all participants immigrated to rural NZ during their twenties, it could be concluded that their age when moving to rural NZ contributed to allowing successful adaptation. Like wise, the fact that all but one of the participants were from an English speaking country may have assisted in the transition process.

Measuring adaptation was difficult because how well someone has adapted is subjective and a matter of personal opinion. By comparing how participants felt about different aspects of their lives before moving to rural NZ, after initially arriving and now, I felt would give the best and most consistent measure of adaptation. It still allowed the participants to give a self evaluation on how they felt but clearly

showed any changes in those feelings over the different time periods. Interestingly most people demonstrated that they felt they were able to successfully adapt in most areas of their lives. Also, the results showed that personal growth played a significant part in successful adaptation as participants demonstrated that they felt better about some aspects of their lives now after living in rural NZ for some time than they did before arriving.

To achieve successful adaptation, participants needed only demonstrate that they felt good about an aspect of their lives before arriving in NZ, they lost some of that settled feeling regarding that aspect, then regained it again to an equal or greater extent. When evaluating successful adaptation, it became apparent that it was also important to look at the extent of the adaptation. Two participants may have fitted the criteria for successful adaptation, but both may not have had as much ground to cover to make the adaptation successful. How quickly participants adapted, and the extent of the adaptation was not evident from this research but may be investigated in future research.

Overall, the high proportion of successful adaptations displayed by the sample group indicates that overall, participants felt they have made a successful adaptation to rural life.

When looking at the different areas of participants' lives prior to moving to rural NZ, the average feeling was that neither previous careers/training, community

involvement or family situation played a significant part in preparing participants from farming life.

In evaluating the role self image plays in successful adaptation, the results were interesting. It can be noted that no participant included more than two of the same labels in both their before and after evaluation of self image labels. Although most participants maintained some level of synergy between how they saw themselves before and after moving to rural NZ, it is interesting to note that all participants had significant shifts in their top five labels they used to identify themselves. This study did not show where the old labels would now rank, nor did it investigate whether the before labels still apply, rather it revealed that up to five new labels now dominate their self image of each of the participants.

Looking at the types of labels that were chosen in both the before and after selections, it can be seen that the types of labels are very open and flexible labels. It could be argued that the need to satisfy these labels could be adequately met in both an urban and rural environment. For example, labels that had some level of cross-over included 'open to new experiences', 'intelligent' and 'adaptable'.

In contrast, labels that are fairly specific, such as 'Urban girl', 'traveler' and 'management' were only in either the before or after group. It could then be concluded that these labels could not be easily satisfied in a rural environment, so therefore had to change. These labels have been replaced by new labels such as 'hard worker', 'enjoys animals' and 'community orientated'.

There does not appear to be any strong correlation between the number of changes in a participant's top five self image labels and the number of successful adaptations, however future research may investigate changes in self image labels contributed to more successful adaptation compared with adapting existing labels to suit a new environment.

Interestingly, of the forty options available for selection by participants, with participants also being able to add their own, only twenty-five were used. Of these twenty five, only thirteen had selections in both the before and after lists. Of these, only seven labels were selected by more than one participant in both the before and after lists.

These seven are:

- Independent
- Partner Orientated
- Open to new Experiences
- Intelligent
- Adaptable
- Family Orientated
- Outdoors person

These seven labels were evident in the collective responses of the participant group in both the before and after selections. (See chart 7) This may suggest that immigrant partners that move to rural areas, and who identify with a larger

proportion of these labels may have a greater chance of successful adaptation without having to change the labels they strongly identify with.

In this group of seven labels one stood out above the others. This was 'family orientated.' As a label that participants identified with before moving to rural New Zealand, only three participants selected it. Now, all participants rank being family orientated in their top five self image labels, with all but one, ranking the influence of this label as 10 (the highest) on their self image now. This correlated with the responses participants gave on the influence and hindrances on them in making rural NZ their home and taking up farming as a career choice. Some participants talked about enjoying spending time with their children and partner on the farm as an asset in encouraging them to take on farming. Equally, participants also discussed the hindrances being farming taking too much time away from quality family time or lack of support from family or partners as a barrier to taking on a greater role on the farm or adapting into rural life. Participants also discussed the distance from family back home hindered settling into rural life and one participant mentioned a lack of recognition from family overseas that farming was a valid career choice as another barrier. This point is interesting because four of the seven participants felt strongly connected to their heritage after moving to rural NZ, compared with only one before. It could then be suggested that maintaining connections and relationships with family in their homeland may allow immigrant partners to settle more quickly into rural NZ and farming life. Although the hypothesis can be neither proved nor disproved, this study does suggest that there

is some correlation between how immigrant partners see themselves and how successfully they adapt. Future studies may repeat this investigation with a larger focus group and a greater number of label options because participants appear to have been reluctant to add other labels. Also, using a researcher that does not have any connections with the participants may help the depth of the answers received. If I was to repeat this experiment, I would also ask participants where they felt their future lay to gauge whether the level of adaptation a participant displayed related to whether they actually felt they would remain in farming and/or a rural community.

Conclusion and Recommendations

It can be concluded that when adaptation occurs, labels either have to change or be able to be satisfied in a rural context. It appears that more generalized labels are more able to make the transition. Also, to assist adaptation into rural and farming life, it is important to recognize the role family plays in adaptation. Support offered by families to rural couples where one partner is from a non-rural background, may increase the chances of the successful adaptation of the non-rural partner. Couples could make time for themselves and their family, away from the business of farming to spend quality time together. New Zealand born partners can make an effort to include non-rural partners into the farming business and community. It may also be of benefit of New Zealand born partners acknowledge the connection immigrants feel with their heritage, making provisions and taking the time to ensure those connections and relationships overseas can be maintained for the non-rural partners.

1991 Census of Population and Dwellings
Table 1
Prepared for: Caroline Gilbert
Reference Number: EWJ8590

Male Partner Work & Labour Force Status/Industry and Male Partner Birthplace by Female Partner Work & Labour Force Status/Industry and Female Partner Birthplace for Couples in Private Occupied Dwellings, in Rural Areas (1) (2) (3) (4) (5)

Male Partner	Male Partner	Female Partner Primary Production	Female Partner Primary Production	Female Partner Primary Production	Female Partner Primary Production	Female Partner Non Primary Production (incl. Fishing)	Female Partner Non Primary Production (incl. Fishing)	Female Partner Non Primary Production (incl. Fishing)	Female Partner Non Primary Production (incl. Fishing)	Female Partner Industry Not Elsewhere Included	Female Partner Industry Not Elsewhere Included	Female Partner Industry Not Elsewhere Included	Female Partner Industry Not Elsewhere Included
Industry	Birthplace	New Zealand	Overseas Born	Overseas Born Not Elsewhere Included	Total	New Zealand	Overseas Born	Overseas Born Not Elsewhere Included	Total	New Zealand	Overseas Born	Overseas Born Not Elsewhere Included	Total
Primary Production	New Zealand	18,915	1,347	30	20,289	8,565	720	15	9,297	489	39	6	531
Primary Production	Overseas Born	834	690	3	1,524	357	216	3	576	18	18	0	36
Primary Production	Overseas Born Not Elsewhere Include	33	0	3	39	15	3	0	21	3	0	0	0
Primary Production	Total	19,782	2,037	33	21,852	8,937	939	15	9,891	507	57	6	570
Non Primary Production (incl. Fishing)	New Zealand	1,905	153	3	2,061	14,628	1,383	33	16,044	270	21	0	294
Non Primary Production (incl. Fishing)	Overseas Born	177	129	0	306	1,431	1,266	6	2,703	36	21	0	57
Non Primary Production (incl. Fishing)	Overseas Born Not Elsewhere Include	6	0	0	9	24	6	3	33	0	0	0	0
Non Primary Production (incl. Fishing)	Total	2,088	285	3	2,373	16,083	2,652	45	18,780	306	45	3	351
Industry Not Elsewhere Included	New Zealand	93	9	0	105	282	30	0	312	165	21	0	186
Industry Not Elsewhere Included	Overseas Born	3	3	0	9	36	15	0	48	12	15	0	27
Industry Not Elsewhere Included	Overseas Born Not Elsewhere Include	0	0	0	3	0	0	0	0	0	0	0	0
Industry Not Elsewhere Included	Total	99	15	3	111	318	45	0	366	174	36	0	216
Unemployed	New Zealand	54	6	0	60	513	57	3	570	21	3	3	24
Unemployed	Overseas Born	3	3	0	6	75	36	0	114	0	0	0	3
Unemployed	Overseas Born Not Elsewhere Include	0	0	0	0	0	0	0	0	0	0	0	0
Unemployed	Total	57	9	0	66	588	96	3	687	24	0	0	27
Not in the Labour Force	New Zealand	219	12	0	228	1,125	120	6	1,248	78	6	0	90
Not in the Labour Force	Overseas Born	21	15	0	39	168	135	0	303	9	3	0	12
Not in the Labour Force	Overseas Born Not Elsewhere Include	3	0	0	3	12	6	0	18	3	0	0	3
Not in the Labour Force	Total	243	27	0	270	1,308	261	3	1,569	87	9	0	102
WLFS Unknown	New Zealand	0	0	0	0	0	0	0	0	0	0	0	0
WLFS Unknown	Overseas Born	0	0	0	0	0	0	0	0	0	0	0	0
WLFS Unknown	Overseas Born Not Elsewhere include	300	42	3	342	648	102	0	753	33	9	0	42
WLFS Unknown	Total	300	42	0	345	648	105	0	753	33	9	0	42
Total	New Zealand	21,183	1,530	30	22,743	25,110	2,307	51	27,471	1,023	90	9	1,125
Total	Overseas Born	1,041	840	3	1,884	2,070	1,671	9	3,750	78	57	3	138
Total	Overseas Born Not Elsewhere Include	342	45	6	393	705	117	6	828	39	9	0	45
Total	Total	22,566	2,415	39	25,020	27,885	4,092	69	32,046	1,137	159	9	1,308

- (1) For this table Rural Areas exclude Urban Areas & Rural Centres. Refer to <http://www.stats.govt.nz/census/2001-definitions-questionnaires/chapter-6.htm>
(2) Industry Not Elsewhere Included includes Response Unidentifiable, Response Outside Scope and Not Stated
(3) Primary Production includes Agriculture & Forestry only
(4) Industry includes those either Full-time & Part-time Employment. Industry is based on a persons main occupation
(5) This table cross-tabulates personal characteristics with the characteristics of the family a person belongs in. It counts families.
(6) WLFS Unknown also includes Partners temporarily absent from the dwelling on census night
(7) Overseas Born Not Elsewhere Included also includes Partners temporarily absent from the dwelling on census night

All cells in this table have been randomly rounded to base 3
Source: Statistics New Zealand, Census of Population and Dwellings

Female Partner Unemployed	Female Partner Unemployed	Female Partner Unemployed	Female Partner Unemployed	Female Partner Not in the Labour Force	Female Partner Not in the Labour Force	Female Partner Not in the Labour Force	Female Partner Not in the Labour Force	Female Partner WLFS Unknown	Female Partner WLFS Unknown	Female Partner WLFS Unknown	Female Partner WLFS Unknown	Female Partner Total	Female Partner Total	Female Partner Total	Female Partner Total
New Zealand	Overseas Born	Overseas Born Not Elsewhere Included	Total	New Zealand	Overseas Born	Overseas Born Not Elsewhere Included	Total	New Zealand	Overseas Born	Overseas Born Not Elsewhere Included	Total	New Zealand	Overseas Born	Overseas Born Not Elsewhere Included	Total
471	54	0	528	9,843	678	36	10,560	0	0	741	738	38,283	2,838	828	41,949
18	9	0	27	360	294	6	657	0	0	48	48	1,590	1,227	57	2,874
3	0	0	3	9	0	3	12	0	0	0	0	63	6	9	75
492	66	0	558	10,218	972	45	11,232	0	0	789	792	39,936	4,068	894	44,898
699	81	0	783	7,068	711	24	7,800	0	0	444	447	24,570	2,352	507	27,426
63	63	0	128	648	603	15	1,283	0	0	90	90	2,355	2,079	114	4,551
3	3	0	3	15	3	3	21	0	0	3	3	48	12	6	66
762	147	3	912	7,734	1,317	39	9,087	0	0	537	540	26,970	4,440	627	32,043
27	6	0	36	456	33	3	492	0	0	27	27	1,023	99	36	1,158
3	0	0	6	24	24	3	48	0	0	3	3	78	60	6	141
0	0	0	0	3	0	0	3	0	0	0	0	6	0	0	6
33	6	3	39	480	57	9	543	0	0	33	33	1,107	162	42	1,308
567	60	0	627	1,680	159	6	1,851	0	0	66	66	2,835	282	78	3,201
66	45	0	114	147	84	3	237	0	0	9	9	294	174	15	486
3	0	0	3	6	0	3	6	0	0	0	0	9	0	0	9
639	105	3	744	1,833	246	12	2,091	0	0	78	78	3,141	456	93	3,693
285	9	0	297	8,817	642	45	9,504	0	0	246	243	10,524	795	291	11,810
18	9	0	30	855	1,125	9	1,992	0	0	42	42	1,071	1,290	51	2,412
3	3	3	6	51	9	36	93	0	0	3	6	72	15	42	129
306	24	3	330	9,723	1,776	90	11,589	0	0	288	288	11,667	2,100	384	14,151
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
39	9	0	51	507	87	3	597	0	0	561	561	1,533	249	567	2,346
42	9	3	51	510	84	0	597	0	0	561	561	1,533	249	564	2,346
2,052	213	9	2,268	27,867	2,226	120	30,210	0	0	1,524	1,524	77,235	6,366	1,743	85,341
168	132	0	303	2,034	2,130	33	4,197	0	0	192	192	5,391	4,830	240	10,464
51	15	3	69	594	99	42	732	0	0	567	567	1,725	282	621	2,631
2,268	357	12	2,837	30,492	4,452	195	35,139	0	0	2,283	2,288	84,351	11,478	2,607	98,436

2001 Census of Population and Dwellings

Table 1
Prepared for: Caroline Gilbert
Reference Number: EWJ8590

Male Partner Work & Labour Force Status/Industry and Male Partner Birthplace by Female Partner Work & Labour Force Status/Industry and Female Partner Birthplace for Opposite Sex Couples in Private Occupied Dwellings, in Rural Areas (1) (2) (3) (4) (5)

Male Partner Industry	Male Partner Birthplace	Female Partner	Female Partner	Female Partner	Female Partner	Female Partner	Female Partner	Female Partner	Female Partner	Female Partner	Female Partner	Female Partner	Female Partner		
		Primary Production New Zealand	Primary Production Overseas Born	Primary Production Overseas Born Not Elsewhere Included	Primary Production Total	Non-Primary Production (incl. Fishing) New Zealand	Non-Primary Production (incl. Fishing) Overseas Born	Non-Primary Production (incl. Fishing) Overseas Born Not Elsewhere Included	Non-Primary Production (incl. Fishing) Total	Non-Primary Production (incl. Fishing) New Zealand	Non-Primary Production (incl. Fishing) Overseas Born	Non-Primary Production (incl. Fishing) Overseas Born Not Elsewhere Included	Non-Primary Production (incl. Fishing) Total	Non-Primary Production (incl. Fishing) New Zealand	Non-Primary Production (incl. Fishing) Overseas Born
Primary Production	New Zealand	16,566	1,374	87	18,030	9,915	897	51	10,866	954	84	27	1,065		
Primary Production	Overseas Born	714	687	6	1,410	459	240	3	705	48	45	0	96		
Primary Production	Overseas Born Not Elsewhere	108	9	12	132	69	6	3	78	9	0	3	12		
Primary Production	Total	17,391	2,073	105	19,572	10,446	1,143	57	11,646	1,017	129	30	1,173		
Non-Primary Production (incl. Fishing)	New Zealand	2,670	276	15	2,961	23,112	2,541	123	25,779	843	98	30	966		
Non-Primary Production (incl. Fishing)	Overseas Born	228	156	0	381	2,412	1,893	18	4,323	81	83	3	147		
Non-Primary Production (incl. Fishing)	Overseas Born Not Elsewhere	15	6	0	18	141	21	9	174	3	3	3	6		
Non-Primary Production (incl. Fishing)	Total	2,913	435	15	3,363	25,668	4,452	156	30,276	927	162	36	1,122		
Industry Not Elsewhere Included	New Zealand	600	54	6	657	1,398	144	6	1,551	966	69	12	1,050		
Industry Not Elsewhere Included	Overseas Born	27	15	0	42	93	84	0	174	57	111	3	171		
Industry Not Elsewhere Included	Overseas Born Not Elsewhere	24	3	0	24	60	12	3	75	24	3	18	45		
Industry Not Elsewhere Included	Total	645	72	6	723	1,548	240	9	1,797	1,047	183	33	1,263		
Unemployed	New Zealand	54	3	0	60	468	51	6	522	39	3	3	48		
Unemployed	Overseas Born	6	6	0	12	48	33	0	81	0	3	0	6		
Unemployed	Overseas Born Not Elsewhere	0	0	0	0	9	0	0	12	3	0	0	3		
Unemployed	Total	60	9	0	72	525	87	6	618	45	9	3	54		
Not in the Labour Force	New Zealand	348	30	0	381	1,887	207	12	2,106	306	33	12	351		
Not in the Labour Force	Overseas Born	27	15	0	42	273	243	3	516	21	33	3	54		
Not in the Labour Force	Overseas Born Not Elsewhere	9	0	0	6	51	6	0	57	6	0	6	12		
Not in the Labour Force	Total	384	45	0	429	2,211	453	15	2,679	336	66	18	423		
WLFS Unknown	New Zealand	0	0	0	0	0	0	0	0	0	0	0	0		
WLFS Unknown	Overseas Born	0	0	0	0	0	0	0	0	0	0	0	0		
WLFS Unknown	Overseas Born Not Elsewhere	372	51	3	426	1,233	231	9	1,470	90	18	9	117		
WLFS Unknown	Total	372	54	3	426	1,233	228	9	1,470	90	21	9	117		
Total	New Zealand	20,241	1,734	108	22,088	36,783	3,843	201	40,827	3,114	288	84	3,483		
Total	Overseas Born	1,002	879	9	1,890	3,285	2,493	24	5,802	210	255	9	474		
Total	Overseas Born Not Elsewhere	522	72	15	609	1,566	273	24	1,866	135	24	33	195		
Total	Total	21,768	2,685	132	24,585	41,634	6,812	246	48,489	3,456	570	126	4,155		

- (1) For this table Rural Areas exclude Urban Areas & Rural Centres. Refer to <http://www.stats.govt.nz/census/2001-definitions-questions/questionnaires/chapter-6.htm>
(2) Industry Not Elsewhere Included includes Response Unidentifiable, Response Outside Scope and Not Stated
(3) Primary Production includes Agriculture & Forestry only
(4) Industry includes those either Full-time & Part-time Employment in the 7 days prior to Sunday 4 March 2001. Industry is based on a persons main occupation
(5) This table cross-tabulates personal characteristics with the characteristics of the family a person belongs in. It counts families.
(6) WLFS Unknown also includes Partners temporarily absent from the dwelling on census night
(7) Overseas Born Not Elsewhere Included also includes Partners temporarily absent from the dwelling on census night

All cells in this table have been randomly rounded to base 3
Source: Statistics New Zealand, Census of Population and Dwellings

Female Partner Unemployed New Zealand	Female Partner Unemployed Overseas Born	Female Partner Unemployed Overseas Born Not Elsewhere Included	Female Partner Unemployed Total	Female Partner Not in the Labour Force New Zealand	Female Partner Not in the Labour Force Overseas Born	Female Partner Not in the Labour Force Overseas Born Not Elsewhere Included	Female Partner Not in the Labour Force Total	Female Partner WLFS Unknown New Zealand	Female Partner WLFS Unknown Overseas Born	Female Partner WLFS Unknown Overseas Born Not Elsewhere Included	Female Partner WLFS Unknown Total	Female Partner Total New Zealand	Female Partner Total Overseas Born	Female Partner Total Overseas Born Not Elsewhere Included	Female Partner Total
306	24	6	339	4,308	399	48	4,755	0	0	615	612	32,058	2,781	831	35,870
15	9	0	21	177	165	0	339	0	0	54	54	1,413	1,143	69	2,625
3	0	0	3	30	0	3	36	0	0	6	6	222	18	30	267
324	33	6	363	4,512	564	51	5,130	0	0	675	675	33,690	3,942	930	38,562
543	75	6	621	6,000	762	39	6,801	0	0	654	654	33,171	3,750	867	37,785
60	66	0	126	633	636	6	1,278	0	0	120	120	3,411	2,814	150	6,375
6	0	0	6	39	3	3	45	0	0	3	3	204	30	18	252
609	135	3	753	6,672	1,404	51	8,124	0	0	777	777	36,786	6,591	1,035	44,412
57	6	3	63	945	90	15	1,050	0	0	75	75	3,966	363	120	4,446
6	0	0	9	60	69	0	132	0	0	9	9	240	279	15	534
12	0	6	15	45	0	12	54	0	0	3	6	159	18	39	216
75	6	9	87	1,047	162	27	1,236	0	0	90	90	4,362	663	171	5,199
318	27	0	348	615	45	12	672	0	0	27	27	1,500	132	45	1,677
33	33	3	69	54	36	3	96	0	0	6	6	144	117	6	267
3	3	0	6	15	3	3	21	0	0	3	3	30	3	6	42
357	63	3	420	687	87	15	789	0	0	33	33	1,674	252	57	1,986
267	27	6	303	7,593	654	129	8,379	0	0	231	231	10,404	954	393	11,751
15	21	0	36	828	1,389	24	2,238	0	0	63	63	1,164	1,698	90	2,949
6	0	3	9	129	12	27	171	0	0	6	6	201	21	45	267
285	51	9	345	8,553	2,055	183	10,791	0	0	297	297	11,769	2,673	525	14,970
0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
54	6	0	60	507	120	6	633	3	0	486	486	2,256	426	507	3,192
54	6	0	60	510	117	6	636	0	0	486	486	2,259	426	507	3,192
1,497	159	18	1,671	19,464	1,950	243	21,657	0	0	1,602	1,602	81,093	7,980	2,253	91,329
126	129	0	258	1,749	2,295	36	4,083	0	0	252	249	6,375	6,051	330	12,756
81	9	9	96	768	141	54	960	0	0	507	507	3,075	519	642	4,236
1,704	294	30	2,028	21,981	4,386	330	26,700	0	0	2,361	2,361	90,543	14,547	3,228	108,318

Questionnaire for Caroline Gilbert's Kellogg's project on adaptation into farming families and rural communities for non-rural partners.

Thank you for offering to participate in this small survey on adapting to life in rural New Zealand. This questionnaire should take five minutes and is to be used as part of Caroline Gilbert's research project that makes up part of her participation in the 2005 Kellogg's Rural Leadership Programme at Lincoln University. The results from this survey will form part of the final report. There are no right or wrong answers. Please do not hesitate to ask any questions regarding this survey.

1. Background information:

1a. How long have you currently lived in NZ? _____

1b. Which country did you originate? _____

1c. What is your current age range? (please circle)
 18-25 26-35 36-45 46-55 56-65 66-75

1d. Thinking about your current working situation, do you:
 Mainly work on the farm work a mixture of farming and own career Only own career

2. The following are a set of questions relating to how settled you felt before you moved to NZ, when you initially arrived, and now. Please mark the scale between 1 (being the least settled) and 10 (being very settled).

	Before moving to NZ	When initially arrived	Now
Career	1 _____ 10	1 _____ 10	1 _____ 10
House	1 _____ 10	1 _____ 10	1 _____ 10
Community	1 _____ 10	1 _____ 10	1 _____ 10
Family	1 _____ 10	1 _____ 10	1 _____ 10
Safety	1 _____ 10	1 _____ 10	1 _____ 10
Future	1 _____ 10	1 _____ 10	1 _____ 10
Overall happiness	1 _____ 10	1 _____ 10	1 _____ 10

3. Thinking back to your work before you moved to New Zealand, in your opinion, on a scale of 1-10 (1 being the least and 10 being the most):

3a. How much did your career have in preparing you for farming life.
 1 _____ 10

3b. How much did your community involvement prepare you for farming life?
 1 _____ 10

3c. How much did your family situation prepare you for farming life?
 1 _____ 10

4. Below are two tables with different labels people often give themselves. Thinking about yourself before you came to NZ, carefully look through the list and pick up to five labels that best describe how you saw yourself before coming to New Zealand. Once you have picked your five, please rate the influence of these five labels on how you saw yourself on a scale of 1 to 10 (1 being the least influence and 10 being the greatest.)

4a. Before moving to New Zealand

<input type="checkbox"/> Career orientated	1 _____ 10	<input type="checkbox"/> Urban	1 _____ 10
<input type="checkbox"/> Corporate	1 _____ 10	<input type="checkbox"/> City girl	1 _____ 10
<input type="checkbox"/> Home maker	1 _____ 10	<input type="checkbox"/> Country girl	1 _____ 10
<input type="checkbox"/> Unskilled	1 _____ 10	<input type="checkbox"/> Upper class	1 _____ 10
<input type="checkbox"/> Professional	1 _____ 10	<input type="checkbox"/> Lower class	1 _____ 10
<input type="checkbox"/> Management	1 _____ 10	<input type="checkbox"/> Team player	1 _____ 10
<input type="checkbox"/> Hard worker	1 _____ 10	<input type="checkbox"/> Solo worker	1 _____ 10
<input type="checkbox"/> Goal orientated	1 _____ 10	<input type="checkbox"/> Intelligent	1 _____ 10
<input type="checkbox"/> Dreamer	1 _____ 10	<input type="checkbox"/> Quick thinker	1 _____ 10
<input type="checkbox"/> Open to new experiences	1 _____ 10	<input type="checkbox"/> Needs time to grasp new things	1 _____ 10
<input type="checkbox"/> Cautious about new experiences	1 _____ 10	<input type="checkbox"/> Dependant	1 _____ 10
<input type="checkbox"/> Traveler	1 _____ 10	<input type="checkbox"/> Independent	1 _____ 10
<input type="checkbox"/> Holiday maker	1 _____ 10	<input type="checkbox"/> Home owner	1 _____ 10
<input type="checkbox"/> Strongly connected to your heritage	1 _____ 10	<input type="checkbox"/> Free spirit	1 _____ 10
<input type="checkbox"/> Sporty	1 _____ 10	<input type="checkbox"/> Out doors person	1 _____ 10
<input type="checkbox"/> Indoors person	1 _____ 10	<input type="checkbox"/> Community orientated	1 _____ 10
<input type="checkbox"/> Status orientated	1 _____ 10	<input type="checkbox"/> Adaptable	1 _____ 10
<input type="checkbox"/> Family orientated	1 _____ 10	<input type="checkbox"/> Partner orientated	1 _____ 10
<input type="checkbox"/> Environmentalist	1 _____ 10	<input type="checkbox"/> Enjoys animals	1 _____ 10
<input type="checkbox"/> Other _____	1 _____ 10	<input type="checkbox"/> Other _____	1 _____ 10

4b. Thinking about yourself now, carefully look through this list and pick up to five labels that best describe how you see yourself now, after living some time in New Zealand. Once you have picked your five, please rate the influence of these five labels on how you see yourself on a scale of 1 to 10 (1 being the least influence and 10 being the greatest.) Your selection can be the same or different from the above table.

<input type="checkbox"/> Career orientated	1 _____ 10	<input type="checkbox"/> Urban	1 _____ 10
<input type="checkbox"/> Corporate	1 _____ 10	<input type="checkbox"/> City girl	1 _____ 10
<input type="checkbox"/> Home maker	1 _____ 10	<input type="checkbox"/> Country girl	1 _____ 10
<input type="checkbox"/> Unskilled	1 _____ 10	<input type="checkbox"/> Upper class	1 _____ 10
<input type="checkbox"/> Professional	1 _____ 10	<input type="checkbox"/> Lower class	1 _____ 10
<input type="checkbox"/> Management	1 _____ 10	<input type="checkbox"/> Team player	1 _____ 10
<input type="checkbox"/> Hard worker	1 _____ 10	<input type="checkbox"/> Solo worker	1 _____ 10
<input type="checkbox"/> Goal orientated	1 _____ 10	<input type="checkbox"/> Intelligent	1 _____ 10
<input type="checkbox"/> Dreamer	1 _____ 10	<input type="checkbox"/> Quick thinker	1 _____ 10
<input type="checkbox"/> Open to new experiences	1 _____ 10	<input type="checkbox"/> Needs time to grasp new things	1 _____ 10
<input type="checkbox"/> Cautious about new experiences	1 _____ 10	<input type="checkbox"/> Dependant	1 _____ 10
<input type="checkbox"/> Traveler	1 _____ 10	<input type="checkbox"/> Independent	1 _____ 10
<input type="checkbox"/> Holiday maker	1 _____ 10	<input type="checkbox"/> Home owner	1 _____ 10
<input type="checkbox"/> Strongly connected to your heritage	1 _____ 10	<input type="checkbox"/> Free spirit	1 _____ 10
<input type="checkbox"/> Sporty	1 _____ 10	<input type="checkbox"/> Out doors person	1 _____ 10
<input type="checkbox"/> Indoors person	1 _____ 10	<input type="checkbox"/> Community orientated	1 _____ 10
<input type="checkbox"/> Status orientated	1 _____ 10	<input type="checkbox"/> Adaptable	1 _____ 10
<input type="checkbox"/> Family orientated	1 _____ 10	<input type="checkbox"/> Partner orientated	1 _____ 10
<input type="checkbox"/> Environmentalist	1 _____ 10	<input type="checkbox"/> Enjoys animals	1 _____ 10
<input type="checkbox"/> Other _____	1 _____ 10	<input type="checkbox"/> Other _____	1 _____ 10

5a. In your opinion, what have been the things that have been your greatest asset in making rural NZ your home?

5b. In your opinion, what have been the things that have been your greatest hindrance in making rural NZ your home?

5c. If applicable, in your opinion, what have been the things that have been your greatest asset in making farming a part or whole career choice?

5d. If applicable, in your opinion, what have been the things that have been your greatest hindrance in making farming a part or whole career choice?

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