

**INFORMATION ON THE NEW ZEALAND STUDY OF VALUES POSTAL
SURVEY (2004/5)**

1. The New Zealand Study of Values postal survey was developed from the “2005 WORLD VALUES SURVEY DRAFT QUESTIONNAIRE, Revised version”
2. All variables from the entire NZ Study of Values survey have been sent to you on the SPSS data file (NZValues2004WVS.sav), irrespective of whether items are part of the World Values Survey or not. I have included the requested V1 (survey number) and V2 (Country code) at the start of the data file.
3. Where an item is derived from the WVS I have placed its “V_” number at the start of the variable name, followed by the variable name used in the NZ survey. For example “V10q2” indicates that this is V10 from the WVS and question 2 from the NZSV questionnaire. If a variable name starts with a “V” then it is from the WVS draft. If it does not start with a “V” it is not from the WVS draft we used.
4. We have tried to adhere to the WVS wording and coding as much as possible. The following items are in some way at variance from your wording/coding, as indicated:

q6_01-q6_11/V12-V21:	Coded as “1” selected and blank, not selected.
q21_01,02,04,05,09-12/V38-V47:	Coded as “1” selected and blank, not selected
XNKIDQ34/V56:	Actual no. coded, 0-9, 12
XReligQ85/V147:	Different Categories to fit New Zealand
q101/V178:	Different categories to fit NZ
q102_1,6/V179:	Different categories to fit NZ; each language coded as a separate variable, 1-6 (as appropriate) or blank if not selected
q103.1/V180:	Different parties to fit NZ
q103.2/V181:	Different parties to fit NZ
q104_1,11/V182:	Different parties to fit NZ; each party coded as a separate variable, 1 selected, or blank, not selected
q108/V186:	Different categories to fit NZ
q111_1,9/V189:	Different categories to fit NZ; each category coded as a separate variable, 1 if selected, or blank, if not selected
q116_1,5/V194:	Each coded as a separate variable, 1-4,9 respectively if selected, or blank if not selected
q119/V196:	Approximate deciles for NZ Dollars
q124/V201:	Regions appropriate to NZ
q125/V199:	Size categories appropriate to NZ

5. I have also attached an electronic copy of the postal questionnaire. It is not the “final, final” version (I can’t locate an electronic copy at the moment – but am still trying). The wording, numbering and coding of all the items are correct. All that is different are the front and back covers, and the question number used in filtering on page 35 (Should be GO TO Q100), page 40 (Should be GO TO Q116), and page 43

(Should be GO TO Q 123). If you email me your postal address, I will mail you a hard copy of the actual final questionnaire.

6. Sampling and Survey Distribution Details:

a. The New Zealand Study of Values Postal Survey is based on a one stage probability sample, selected randomly from the New Zealand Electoral Roll. Since the NZ Electoral roll easily allows a one stage sample, the number of Primary Sampling Units would be well over 30.

b. The NZ Electoral Roll contains approximately 2.7 million names of New Zealand electors. All citizens and permanent residents are required by law to place themselves on the roll at age 18. The rolls contain name, age, address, occupation, and a Maori identifier. An electronic version, which we used, is available to legitimate researchers.

The electoral roll is a close approximation of a list of all adults (18+) in New Zealand.

c. We limited ourselves to those people under 90 years of age. The roll we drew a random sample from was stratified by 5 year age cohorts and by Parliamentary electorate (geographic areas).

d. We drew a random sample of 2000 names from the roll. We oversampled on those with a Maori identifier, based on well know experience that Maori tend to have a substantially lower level response rate than the population as a whole. We followed the practice from the 1998 NZ Study of Values survey, and drew a number of Maori approximately double the proportion identified on the roll. The proportion with a Maori identifier was 12.8%. We drew a sample that included 23% of those identified as Maori.

e. 1979 Questionnaires (after deleting overseas addresses) were mailed out Nov. 8-9 2004.

f. A second mailing, with a new appeal and a new questionnaire was sent out about November 25, 2004. It was sent only to those not returning a questionnaire.

g. A third mailing was sent out about December 7, 2004. This did not include a new questionnaire, but merely a letter sent to those not returning a questionnaire, appealing to them to complete the survey.

h. 922 of the final 954 useable surveys had been returned by 24 December 2004. A further 30 odd came in through to February 10, 2005. The final total of 954 useable returned surveys represents a final response rate of 51.7%. This rate was achieved by subtracting 134 from the 1979 posted out (a net sample posting of 1845). The 134 surveys represent those surveys returned to us as a consequence of an incorrect address (return to sender, not at this address) or where we were informed that the person concerned was deceased or overseas. This figure of 134 is probably conservative (if one assumes some incorrect addresses are not returned to sender, but simply thrown in the trash). Thus the response rate in fact is probably higher.