

**METHODOLOGICAL DETAILS OF THE NEW ZEALAND STUDY
OF VALUES SURVEY 2011 AS PART OF
THE 6TH WAVE OF THE WORLD VALUES SURVEY**

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2. Total Cost of the Project and Sources

- a. Total cost is approximately NZ \$20,500, from three sources:
- b. NZ \$17,500 funds from Paul Perry's Massey University recovery accounts, largely unspent funds reflecting salary allocations from FRST (NZ Foundation for Research Science and Technology) grant from the previous NZ Study of Values Survey, 2004.
- c. NZ \$2,500 from the School of People, Environment and Planning, Massey University.
- d. NZ \$500, personal funds from Paul Perry.

3. Field work and Sampling Design

- a. A random sample of 2000 people was drawn from the New Zealand Electoral Roll; Permanent Residents and Citizens of NZ are required by law to place themselves on the Electoral Roll. The roll contains name, address, electorate, age, gender, occupation, and a Maori identifier.
- b. Excluded from the sample were overseas addresses and people over 90 years of age (following past NZSV surveys).
- c. People identifying as Maori on the roll were oversampled (as in past NZ Values Surveys) because Maori, as a group, tend to have a lower response rate to such surveys. About 13.6% of the people on the Roll identified as Maori, while the sample that was drawn is about 22.5% identifying as Maori on the Roll. In the results of the survey for the ethnicity question, 16.3% indicated they identified as Maori. They may also have selected other ethnicities, and saying "Maori" in the survey does not necessarily mean they are listed as Maori on the Electoral Roll.

d Following the past two NZ Study of Values Surveys, a postal survey design was followed. Face to Face interviews simply were too expensive for the funds available.

e. A carefully developed package was posted to the 2000 people drawn in the sample. The package consists of: (1) a clear plastic A4 sized wrap with the mailing label on it; (2) the A4 sized questionnaire, with a two colour cover, and the Massey University Logo/Branding on it, as well as an indication that it is part of the World Values Survey; (3) In the package was a carefully designed cover letter on letterhead with a full explanation of the purpose of the survey, required ethical statements from Massey University, guidance as to how to complete and return it, and full contact details for myself; and (4) an A4 sized postage paid return envelope.

Surveys were sequentially numbered, and this was connected to the names on the sample frame. This allowed those who had responded, or where a “return to sender” was received, to be eliminated from subsequent mailings.

f. Two follow up mailings were used to improve the final response rate. The first mailing was simply a one page letter on letterhead, appealing for their help. The second mailing was another full package with a new copy of the survey, a differently designed letter to appeal to respondents, and a prepaid return envelope.

g. -Initial Mailing sent on August 23, 2011
 - Second Mailing sent on September 14, 2011 , after a 19% response rate.
 - Third Mailing sent on October 3, 2011, after a 32% response rate

h. The final response rate is 44.22%, with a sample size of 841 surveys returned and completed. This is 841 out of 1902. The reduction in the base number from 2000 reflects mailings received back as ”Return to Sender, not at this address”, as well as contacts made by friends, relatives and caregivers of the respondents who indicated the person was too old, too ill, overseas, and such, and unable to complete the survey.

i. All but 10 of the 841 returned surveys were received by Nov.17, 2011, with the last completed survey received on Feb. 2, 2012.

4. The Questionnaire and Variables

a. A copy of the questionnaire used in the postal survey is enclosed in this package. It contains substantially more items than the WVS model questionnaire. Many items from the preceding (2004) NZ Study of Values survey were retained for comparative interest even if not part of the WVS questionnaire for the 6th wave.

b. Some adjustments to the WVS wording were made to fit the NZ situation as well as the needs of a postal survey.

c. The order of the questions in the survey is based on the following considerations:

1. *The order of items in the previous NZ Values survey.* This saves considerable money in terms of typist costs, as the previous survey serves as the starting platform for typing this one.
2. *Grouping items in the same broad topic area together* (including additional items not in the WVS master) *in a named section* (e.g. “*The Environment*”, “*People and Work*”, etc.). I have used a substantial number of subheadings to indicate this. I believe this is good practice for a self-administered survey.
3. *My desire to maintain a substantial number of items from previous NZ surveys*, whether they are part of the WVS master or not. Over time data is particularly useful and interesting in analysis.
4. Given all of the above this means that the order of the items in the WVS master is not completely adhered to, and most certainly the additional non-master items are not at the end. To do so would produce a very disjointed self-administered survey. Given all of the above, I have endeavoured to maintain the order of the items in the WVS master as much as possible.

d. Almost all of the items of WVS core survey are to be found in NZ Survey, with the following exceptions and modifications:

1. The following is a list of the WVS items missing completely from the NZ questionnaire:

- **V105 and V107** – These two omissions were accidental, for which I apologise.
- **V240** – not well structured for a postal survey.
- **V251 and V252** - Can not really be done with a postal survey.

2. The following is a list of WVS items in the NZ questionnaire but with a substantially different structure/coding that are difficult to recode to the exact WVS structure/coding:

(note that in most instances I have retained the variable name in the SPSS .sav file, from the NZ survey question number, but placed in its WVS position in the WVS data set I am supplying)

- **q7, V56** - Coded as 1 and 2 for the 2 extremes, following past surveys rather than the current WVS 10 point scale.

- **(q60), V102, V103, V104, V105** – Responses coded on a 5 point scale, as per previous surveys, rather than current WVS 4 point scale.

- **q89 and q89Christian, V144** – two variables with further elaboration (filtering) to specify Christian groups. Protestant, per se, is not too useful a grouping in NZ. This also follows the structure of past NZ surveys.

- **q108First, q108Next, V212-V216** – Following past item in this area, with two choices, from list ranging from local identity to world as a whole. Elements of WVS wording are not very appropriate for NZ, such as identifying with a regional association or as an autonomous individual.

- **(q122) V246** – Categories of NZ survey are similar, but not exactly the same. NZ survey follows past surveys with categories more appropriate to NZ. Note that the distinction between technical/vocational secondary and university prep.secondary is inappropriate in NZ.

- **q126_1 to q126-9, V249** – Following past surveys, a somewhat different set of employment status categories, with each category coded as a separate variable to allow for multiple selections.

- **q140, V253** – A similar but somewhat different set of size of place categories, comparable with past surveys and more appropriate to NZ. (e.g. there is only one place over 500,000).

- **q113-01 to q113-.other2, V254** – A set of ethnic categories appropriate to NZ, with each category coded as a separate variable, allowing for multiple selections. It is very inappropriate in NZ to try to code ethnicity with only one choice. Multiple identities must be allowed for.

3. Minor differences in coding with WVS, primarily in terms of including a don't know type choice in the response categories.

a. The following variables include a “don't know” category coded as “9”:

- V4 thru V9
- V10
- V11
- V24
- V45 thru V48
- V49 thru V54
- V 60 and V61
- V62 and V63
- V64 and V65
- V66
- V81

- V84
- V85 thru V89
- V102 thru V104, V106
- V108 thru V126
- V127 thru V130
- V142
- V143
- V147
- V148
- V149
- V211
- V235
- V236

b. The following variables include a “don’t know” category coded as “99”.

- V23
- V55
- V59
- V95
- V96 thru V101
- V152
- V160
- V198 thru V210
- V228

c. Other Differences in Coding from WVS master

-V12 thru V22 , coded as “selected” = 1 and blank (missing) which is not selected.

-V36 thru V44, coded as “selected” = 1 and blank (missing) which is not selected.

-V102 thru V104, V106, Coded as in past surveys:
 1= trust completely, 2= trust them a little, 3= Neither trust nor distrust, 4= Do not trust them very much and 5= Do not trust at all, plus 9= Don’t Know

-V237: Putting income on a 10 point scale without reference to amounts would be difficult to respond to. As in past surveys 10 household income ranges were specified, representing approximate deciles from relatively recent government statistics.

- V256 , codes appropriate to New Zealand

5. Equivalence List of NZ Study of Values Survey 2011 Question Numbers and WVS Master Item Numbers

<u>NZ Q Nos.</u>	<u>WVS Item No.</u>
Q1	V4-V9
2	V10
3	V11
5	V12-V22
6	V24
7	V56
8	V25-V35
10	V81
12	V82-V83
21	V36-V44
22	V45-V48
23	V59
24	V23
25	V55
26	V49
30	V57
31	V58
35	V50-54
36	V60-V61
37	V62-V63
38	V64-V65
39	V217-V224
40	V225
41	V66
42	V67-V69
43	V70-V79
44	V80
46	V192-V197
47	V84
48	V85-V89
49	V90-V95
53	V96-101
60	V102-V104, V106
61	V108-V126
64	V127-V130
65	V131-V139
66	V140
67	V141
70	V142
79	V170
80	V171-V175
81	V176-V178
82	V179
83	V180
84	V181-V186
85	V187

<u>NZ Q NO's</u>	<u>WVS Item No.</u>
Q86	V188-V191
87	V143
89	V144
90	V145
91	V147
92	V148+V149
94	V150
95	V151
96	V152
98	V146
99	V198-V210
100	V153-V156
103	V157-V159
104	V160
105	V161-V163
106	V164
107	V165-V169
108	V212-V216
109	V211
110	V241+V242
111	V243
112	V244
113	V254
115	V245
116	V228
118	V226+V227
120	V238
121	V239
122	V246
124	V247
125	V248
126	V249
128	V250
129	V229
130	V230
131	V231
132	V232
133	V233
134	V234
135	V235
136	V236
138	V237
139	V256
140	V253