

TECHNICAL REPORT

Study description: NEW ZEALAND

Fieldwork dates: 24 September 1998

Principal investigators:

Sample type: The sampling frame used was an electronic version of New Zealand electoral Roll. In law enrolment is compulsory, but is rarely if ever enforced. The defined age range was 18-90 years. A simple systematic sample of 1749 was drawn from the Maori electorates. A systematic sample of 225 was drawn from the Maori electorates. This represents an approximate double oversample, in an effort to increase the Maori response rate. A systematic sample of 25 was drawn from a small number of Census mesh blocks in South Auckland and Porirua (Wellington suburb) which are extremely low household income areas. Again, this was an attempt to increase the response rate from people who traditionally are low responders to surveys.

Fieldwork method: It is based on a self-administered postal survey. It was posted out to 2024 people throughout New Zealand about 24 September 1998. Along with a cover letter it included the incentive of a NZ\$1.00 coin. Approximately two weeks later a reminder letter and a new questionnaire was sent to those that had not responded.

Sample size: 1,201

Response rate: 65.3%

Languages:

A COMPARISON OF THE 1998 NEW ZEALAND STUDY OF VALUES AND THE 1996 CENSUS

1998 NZVALUES

1996 CENSUS

1. SEX (18+ years old)

Male	45.2%	48.3%
Female	54.8%	51.7%

2. AGE (18+years old)

18-19 years	1.6%	4.0%
20-24 years	8.3%	10.3%
25-29 years	5.7%	10.4%
30-34 years	9.2%	11.2%
35-39 years	11.7%	10.9%
40-44 years	10.7%	9.7%
45-49 years	10.4%	9.2%
50-54 years	10.1%	7.1%
55-59 years	6.8%	6.0%
60-64 years	6.7%	5.2%
65 or more	19.0%	16.1%

3. MARITAL STATUS (selected categories)

(18+ years, excludes 'not specified')

Married	57.0%	54.9%
Divorced	5.0%	6.2%
Separated	3.4%	3.8%
Widowed	7.0%	6.7%

4. AREA OF RESIDENCE

(NZValues=Area, 18years+;

Census=Regional Council Areas, all pop.)

Northland	3.8%	3.9%
Auckland	27.3%	29.3%
Waikato	8.1%	9.2%
Bay of Plenty	6.9%	6.3%
East Cape	1.2%	1.3%
Hawkes Bay	6.1%	3.9%
Taranaki	2.6%	2.9%
Wanganui/Manawatu	6.9%	6.3%
Wellington/Wairarap.	10.0%	11.3%
Nelson	1.6%	2.2%
Marlborough	1.6%	1.1%
West Coast	1.3%	1.0%
Canterbury	14.1%	13.0%

Otago	5.7%	5.3%
Southland	2.8%	2.7%

5. ETHNICITY (selected groups)

(20+ years; % of total identifying with a particular group, but may identify with other groups as well)

Maori	14.2%	10.9%
European/Pakeha	86.3%	81.7%
Pacific Islander	2.6%	4.1%
Asian	2.1%	4.3%

6. PERSONAL INCOME (Annual)

(18+ years; excludes 'not specified')

Under \$5000	6.9%	12.0%
\$5000-\$10000	11.7%	17.0%
\$10001-\$15000	14.2%	17.0%
\$15001-\$20000	12.2%	10.2%
\$20001-\$25000	9.1%	9.3%
\$25001-\$30000	10.1%	9.4%
\$30001-\$40000	14.7%	11.5%
\$40001-\$50000	7.9%	5.9%
\$50001-\$70000	7.3%	4.2%
\$70001-\$100000	3.3%	1.8%
Over \$100000	2.6%	1.6%

7. RELIGIOUS DENOMINATION (selected groups)

(20+ years; excludes 'not specified')

Anglican	21.6%	20.9%
Presbyterian	16.8%	15.3%
Roman Catholic	14.5%	13.7%
Methodist	4.2%	4.0%
None	16.6%	22.1%

Comparing basic survey results with the Census is a useful way to assess the representativeness of the sample. However, all such comparisons have limitations. In particular note that the Census data was collected over two years earlier than the NZSV survey. It must also be remembered that categories that may appear to be the same across the two data sets, are usually no more than rough approximations of each other.

Given the above points, the New Zealand Study of Values data compares very favourably, overall, with the equivalent Census measures. There are few, if any, gross distortions. Male and female are reasonably close, albeit with a slight over representation of females. Age is not a bad fit, but as is commonplace with surveys, the youngest age groups are somewhat under the mark, and the oldest groups are a little over it.. Marital Status and Area are both quite