



The WORLD VALUES SURVEY ASSOCIATION

[www.worldvaluessurvey.org](http://www.worldvaluessurvey.org)

**SURVEY METHODOLOGY REPORT**

**METHODOLOGICAL QUESTIONNAIRE**

**(TO BE COMPLETED AND SENT TO THE DATA ARCHIVE**

**JOINTLY WITH THE DATA FILE)**

Country:	New Zealand
Organization:	Massey University
Principal Investigator:	Paul Perry and Polly Yeung
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Person in charge for fieldwork:	Paul Perry
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**SECTION 1: THE QUESTIONNAIRE**

1. Have any optional questions and/or items been included?

No  xxx

Yes (PLEASE WRITE IN QUESTION AND/OR ITEMNUMBERS BELOW )

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2. Were country-specific questions, and/or items i. e. neither compulsory nor optional WVS questions, or questions included in the survey?

No country-specific questions included



Go to Q 4

Country-specific questions were included

 xx

**ANSWER IF THERE WERE COUNTRY-SPECIFIC QUESTIONS**

3. Were country specific questions included at the end of the questionnaire, just before the demographics?

Yes



**GO TO Q 4**

No

 xxx

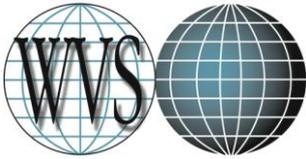
3a Please indicate the location of the country-specific questions which were not at the end of the questionnaire

WRITE IN BELOW :

Using the numbers in the New Zealand questionnaire (not the WVS question numbers):

q1g, q6, q8, q10, q11, q12, q13, q14, q15, q16, q17a,c,e,f,g,h, q18b,e, q22, q25,a,e, q31a,e, q32, q36e, q39, q40, q42, q43, q44, q45, q46, q51y(community orgs), q58, q59, q61, q62, q65, q67, q68. Q69, q70, q71, q77f, q83, q87c(soul), q87f(sin), q88, q94e, q97, q98, q111,q113 (the second choice), q114, q130.

**EVERYONE PLEASE ANSWER**



4. Were all questions asked in the prescribed order?

Yes

No

5. Were all core questions included in your questionnaire (by core we mean all items except those that were optional)?

No - some question(s) from WVS questionnaire not included  → ANSWER

No - some demographic question(s) not included  → ANSWER

Yes - all questions included  → SECTION 2

**IF ANY CORE or DEMOGRAPHIC WVS QUESTIONS WERE NOT INCLUDED**

6. Please write in details of the items and the reasons why they were not included.

*question number or description of question:*

*Q82 (E.U.), not included as neither E.U. or any of the listed alternatives involve New Zealand.*

*Q86 (NATO), not relevant or near New Zealand and would not be widely understood.*

*E. Postal Survey*

*F. Postal Survey*

*G1. An ethics issue, re. confidentiality, as identifying settlement name, in combination with several demographic traits could identify an individual. Some settlements, especially in some rural areas, are very small. E.G. in some places a 60 year old Asian woman, might be the only such person there. The NZ Census in its special tabulations randomises results in such circumstances.*

*I. Not applicable*

*K. Postal Survey*

*L. Postal Survey*

*O. Postal Survey*



Please see the additional Attached Sheet with Notes on the New Zealand data set for additional comments on variations in the questions.

*Reason(s) not included:*

*See comments above.*

## SECTION 2: SAMPLING

7. Was your sample designed to be representative of the entire adult population, i. e. 18 years and older, of your country?

Yes  
**below**

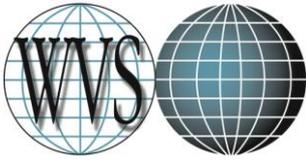
 →

**GO TO Q 9, but see comments in box**

NO

 →

**ANSWER**



**IF NOT DESIGNED TO BE REPRESENTATIVE**

8. Which groups were excluded from, under-represented or over-represented in your sample design?

Excluded (PLEASE SPECIFY):

Over-represented: (PLEASE SPECIFY): Maori, the indigenous people of New Zealand, were oversampled as this group tends to have a lower response rate than the general population, and it is thought to be important that the group is fairly represented. Note that this is done, however, to increase representativeness. This has been done in previous WVS waves in NZ, where a postal survey was used. We are able to do this because our sampling frame, the New Zealand Electoral Roll, includes a “Maori Identifier” among the characteristics listed on the roll. This is recorded because the NZ Parliament has both general seats and a number of Maori seats.

Under-represented (PLEASE SPECIFY):

**EVERYONE PLEASE ANSWER**

9. What was the lower age cut-off for your sample?

Yes - please write in cut-off

Note that 18 is the minimum legal age for voting in NZ, hence the lower boundary of the NZ Electoral Roll.

No cut-off

10. Was there any upper age cut-off for your sample?

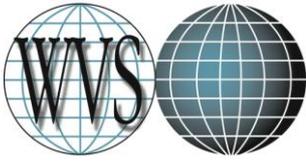
Note that 90 is an arbitrary cutoff, in recognition of the difficulty the very old are more likely to have in completing the survey. It is the same cutoff as used in previous WVS NZ postal surveys. The NZ Electoral Roll that was supplied to us by the NZ Electoral Commission, had already eliminated those older than 90 from the list, as we had requested.

Yes - please write in cut-off

No cut-off

11. What were the different stages in your sampling procedure?

*PLEASE WRITE IN: No stages per se. A systematic sample was drawn from the NZ Electoral Roll (given that those over 90 were not on the list). The interval was determined by the desired sample size and the number of people on the roll, with a random start). First, however, the roll was divided into two*



lists, one for those that identified themselves as Maori, and a second for everyone else. Those on the Maori list were selected at twice as great a rate, as those on the general list. It is difficult to know how much greater the rate of selection for Maori should be, but I consulted with a Maori academic at Massey University that has experience with surveys and quantitative analysis in NZ and he agrees that this is a reasonable differential.

The above process was first done for a sample of 3000 people in total. Each selected person received a questionnaire in the mail, along with a cover letter and a postage paid return envelope. After a number of weeks those who had not responded or had not otherwise been eliminated from consideration received a letter encouraging them to participate. A number weeks after the second contact, a third contact was made with a new letter, a new copy of the survey and a postage paid return envelope.

Once the above process had run its course we were up to about 850 completed surveys. It seemed evident that a 4<sup>th</sup> letter, as originally planned, would not likely elicit very many more completions. A decision was made to draw an additional 1000 people, following the same procedure noted above from the Electoral roll. Our budget was only sufficient for one initial contact with this additional 1000 people, so there were no followup contacts with this latter group. The strategy seemed to work as this brought us over 200 additional completed surveys.

12. What was the final number of clusters or sampling points?

No clusters   
WRITE IN:

13. What was the sampled unit you got from office sampling?

- Address  → ANSWER
- Household  → ANSWER
- Named individual  → GO TO 17
- Other (PLEASE WRITE IN DETAILS BELOW)  → ANSWER

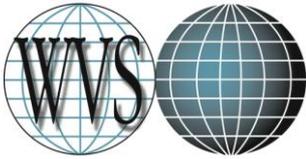
If I understand what you are asking for here, the sample was drawn from the NZ Electoral Roll, which is a list of named individuals and their addresses, along with a number of other personal details. Note that in New Zealand citizens and permanent residents are required by law to be on the roll if they are at least 18 years old.

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**IF NAMED INDIVIDUAL WAS NOT THE SAMPLED UNIT**

14. What selection method was used to identify a respondent?



**PLEASE SPECIFY:**

The household selection was made randomly in the targeted municipalities (mentioned on the daily work sheet of the interviewer). In the neighbourhood mentioned in the work sheet the interviewer use to select randomly the households to cover.

The daily work sheet mentioned also the profile required of the interviewee.

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15. Were there any quota-controls on the type of individual selected to take part in the survey (for example, age or sex controls)?

- Yes  xx → **ANSWER**  
No  → **GO TO 17**

**IF QUOTA CONTROLS**

16. In what way were quota controls used?

*PLEASE WRITE IN: Please see the description of sampling above, which describes how Maori were over sampled.*

**EVERYONE PLEASE ANSWER**

17. Was substitution permitted at any stage of your selection process or during fieldwork?

- Yes  → **ANSWER**  
No  xxx → **GO TO 19**

**IF 'YES'**

18. In what way was substitution permitted?

*PLEASE WRITE IN:*



**EVERYONE PLEASE ANSWER**

19. Did you use any stratification factors when drawing your sample?

Yes        →    **ANSWER**

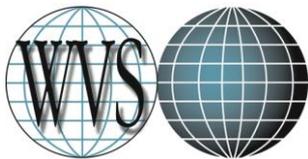
No            →    **GO TO 21**

**IF STRATIFICATION FACTORS USED**

20. What stratification factors were used, and at what stage(s) of selection?

*PLEASE WRITE IN:*

*The NZ Electoral Roll (our sampling frame) lists names within each electorate in alphabetical order of the surname. Both Maori and general electorates are geographic in nature. Hence, using a systematic sample in effect stratifies for geographic area of the country. To the extent that surnames to some degree reflect ethnic background, there is also a degree of stratification for that factor.*



**EVERYONE PLEASE ANSWER**

21. All in all, what are the known limitations of your realized sample?

For example: non-response rate; is there differential coverage of particular groups, either because of sample design or response differences?

% response or % non-response: PLEASE WRITE IN:

Response rate is 27.98%, after eliminating known incorrect addresses (“Return to Sender”), and where we were told the sampled person was too old, too ill, or disabled and could not complete the survey, or was overseas.

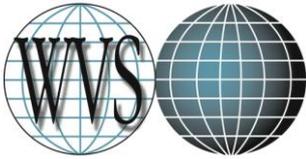
22. Please fill in the following details about your sample. If some categories do not apply, please complete to the highest level of detail possible and use the ‘other’ box to give more information.

- Total number of starting names/addresses
- addresses which could not be traced at all
- addresses established as empty, demolished or containing no private dwellings
- selected respondent too sick/incapacitated to participate
- selected respondent away during survey period
- selected respondent had inadequate understanding of language of survey
- no contact at selected address
- no contact with selected person
- refusal at selected address
- proxy refusal (on behalf of selected respondent)
- personal refusal by selected respondent
- other type of unproductive (please write in full details in the box below)
- full productive interview
- partial productive interview

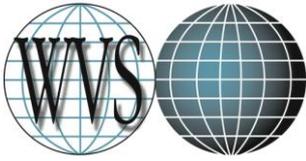
**IF ‘OTHER’ CATEGORY USED**

23. Please specify – Because it is a postal survey, it is easier and more accurate to set out the equivalent details below:

1. Total number of names and addresses drawn from the NZ Electoral Roll: 3995



2. Total number of completed questionnaires received back:	1057
3. Effective sample size after eliminating known invalid addresses, and people where we were informed that they could not complete the survey being too old, or ill, or disabled, or overseas:	3778
4. Incorrect address on Electoral Roll (where current resident took the trouble to to return the mailout by using "Return to Sender"):	174
5. Number where we were explicitly informed that the named person could not complete the survey because of being ill, disabled, too old, or being overseas:	43
6. Number of persons who explicitly informed us that they refused to participate:	8
7. Number of surveys returned in postage-paid envelope, with the survey being blank. These are counted as a refusal:	48



**SECTION 3: FIELDWORK**

24. If interviews were not face-to-face, please specify the way of interviewing: Postal Survey

25. The next group of questions are about interviewers.

If no interviewers were used at any point in the WVS survey, please go to Q26.

**IF INTERVIEWERS USED**

a. Were interviewers paid according to performance (for example, according to the number of interviews they obtained)?

Yes

No

b. Which, if any, of these rules governed how an interviewer approached an address/household?

*PLEASE TICK THOSE THAT APPLY*

Calls must be made at different times of day

Calls must be made on different days of week

Neither of the above

c. Were interviewers required to make a certain number of re-calls before they stopped approaching an address or household?

Minimum number of re-calls required - please write in number

No minimum re-call requirement

d. Were any interviews supervised?

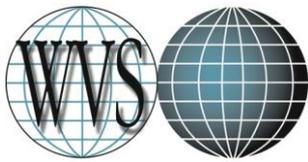
Yes - please write in approximate proportion   %

No

e. Were any interviews back-checked?

Yes - please write in approximate proportion   %

No



**EVERYONE PLEASE ANSWER**

26. Please write in the approximate start and end dates of fieldwork: **DD MM YY**

(Note: I am having trouble using the boxes)

The First surveys were posted June 28, 2019. I received the first one back on July 4, 2019.

The last survey was received Feb. 21, 2020. Note that 96% of the surveys were received by the end of November 2019. Note this involved 3 mailouts to an initial sample of 2995, and then one mailout to an additional sample of 1000(sent Oct. 31)

End date

27. Please write in the name of the institute which has done the fieldwork.

Massey University, Palmerston North, New Zealand. Paul Perry is part of the School of People, Environment and Planning and Polly Yeung is part of the School of Social Work. The Massey University Printery handled the printing of the materials, and the mailouts to the sample.

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**SECTION 4: DATA**

28. Were any measures of coding reliability employed?

Yes →  **ANSWER**

No  **GO TO 29**

28a. Which one? Please specify

29. Were the data from the questionnaire keyed subsequent to the interview (that is, non-CAPI surveys)?

Yes →  **ANSWER**

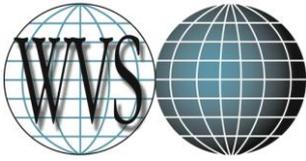
No →  **GO TO 31**

**IF DATA KEYED**

30. Was keying verified?

Yes - please write in approximate level of verification  33.0% %

No



**EVERYONE PLEASE ANSWER**

31. Were any reliability checks made on derived variables? Yes   
No

32. Were data checked/edited to ensure that filter instructions were followed correctly? Yes   
No

33. Were data checked/edited for logic or consistency? Yes   
No

34. Were data checked/edited to ensure they fell within permitted coding ranges? Yes   
No

35. Have you answered 'yes' on any or all of questions 32 to 34 above?  
Yes  → **ANSWER**  
No  → **GO TO 37**

**IF DATA CHECKED/EDITED**

36. Were errors corrected individually or automatically (through, for example, a 'forced' edit)?  
Yes - individual correction   
Yes - automatic correction   
No - not corrected

**EVERYONE PLEASE ANSWER**

37. Did you add a weight variable? Yes  → **ANSWER**  
No  → **GO TO 39**

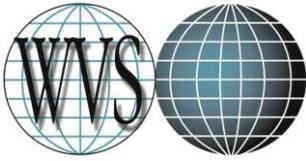
**IF WEIGHT VARIABLE ADDED**

38. Please describe the weighting or post-stratification strategy used.



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**SECTION 5: CHARACTERISTICS OF NATIONAL POPULATION**

39. Each member is asked to provide information on known characteristics of its national population, from census or the best available estimates from government surveys or other high-quality data-sources:

- sex distribution of the population
- age distribution of the population
- education (years of schooling) of the population
- other characteristics (PLEASE SPECIFY)

Please specify also the sources which have been used. Please note that the number of characteristics is what is minimal required. You can add as many characteristics as you like, but do not forget to specify them.

In the table below please present the information from census or from other government surveys or other high-quality data (column SOURCE 1) and the proportions obtained in your data, before and after weighting

	Source:	Unweighted data	Weighted data
<b>Gender</b>			
Female			
Male			
<b>Age Groups</b>			
18 - 29 years			
30 - 39 years			
40 - 49 years			
50 - 59 years			
60 years & +			
<b>Years/Schooling Groups</b>			
No Education			
Primary/secondary school			
Incomplete/Complete university-level education			
<b>Other characteristics</b> Please specify			
Urban			
Rural			