



World Values Survey Wave 7 in New Zealand: Sample Design.

The target population for the 7th wave of World Values Survey were New Zealanders 18 years or more of age. The sampling frame was the New Zealand Electoral Roll (which was publicly available to researchers). In NZ the minimum voting age is 18, and both citizens and permanent residents are eligible to vote. *The law requires such people to be on the Electoral Roll.* The roll includes information such as address, age, occupation, electorate, and a Maori identifier.

The first mailout occurred in April 2019. The fieldwork was completed in September 2019. Up to four mailouts were planned for the selected sample: (1) a full questionnaire (2) a letter urging participation (3) a full questionnaire again to those not responding (4) a final letter urging participation.

1,200 people were interviewed. An initial sample of several times this size was drawn in order to compensate for diminished response rates. Despite this and up to four contact, the responsible organization considered the possibility of not being able to achieve full 1,200 cases.

The NZ Electoral Roll covered the entire geographic country, from which the sample was drawn. Being postal, there were no issues about covering only certain regions. The people on the Electoral Roll were listed by electorate, which were ordered from one end of the country to the other. A systematic sample in effect automatically stratified by electorate (region).

With the comprehensive NZ Electoral Roll as the sampling frame; there was no need to select settlements. The sample was geographically representative and proportionate to population size. Geographic biases in the response rate were expected.

The rural population was fully represented on the Electoral Roll. All citizens and permanent residents were legally required to be on the roll. The post office reached all parts of NZ.

Survey method:

1. It was a self-administered, printed questionnaire, posted to people on the NZ Electoral Roll, that were selected for the sample.
2. Up to four contacts will be made with those in the sample.
 - a. An initial mailout with a full questionnaire, post-paid return envelope, and a cover letter explaining the study.
 - b. After several weeks, those who had not responded were sent a carefully worded letter, urging them to participate.
 - c. After several more weeks, those who still had not participated were sent another full package (survey, return envelope, letter).
 - d. Finally, the remaining non-responders were sent one last carefully worded letter urging their participation.



The WORLD VALUES SURVEY ASSOCIATION

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Each returned questionnaire was carefully checked by one or the other of the P.I.'s for completeness and clarity of response. Adjustments, where possible, were made.

Overrepresentation of older people and underrepresentation of younger ones were expected.

The conditions that were taken into account during the planning of fieldwork:

- Since the last WVS wave in 2011, the NZ postal rates had gone up very substantially (a consequence of a decline in the use of postal services in the face of increasing digital communication). This had greatly added to the costs of a postal survey. This increase in costs had been compounded by the increase in required sample size by the WVS from 1000 to 1200. Such an increase in sample size did not greatly reduce the margin of error (at 95% confidence) but did greatly increase my postage and printing costs.
- The main concern was the response rate because of the impact of the digital world and growing societal divisions on postal survey response rates. Necessary actions were taken to counteract this problem (using 4 contacts this time, instead of the 3 from the past, as well as drawing and contacting a much larger initial sample than in the past).

The responsible organization did not need any special permission from the state governing bodies in order to do the WVS-7. Within Massey University, an application had to be made to the Massey University Human Ethics Committee.