

**New Zealand
ISSP 2010 – Environment III
Study Description**

ISSP Study Description Form

Study-Title:	Environment III: New Zealand	
Fieldwork Dates:	19 August 2010 to 30 November 2010	
Principle Investigator:	Professor Philip Gendall, School of Communication, Journalism & Marketing, Massey University, Palmerston North, New Zealand	
Sample Type:	Stratified random sample from electoral rolls (sample stratified by age)	
Fieldwork Methods:	Mail survey in four waves	
Context of ISSP questionnaire:	Dedicated survey, with ISSP questions preceding non-ISSP questions and demographics	
Sample Size:	2520	
Response Rates:	2,520	A – Total issued (total sample)
	98	B – Ineligible (address vacant, wrong ages,)
	2,422	C – (=A-B) Total eligible (in-scope sample)
	1,172	D – Total ISSP questionnaires received
	1,250	E – (=C-D; F+G+H) Total non-response
	51	F – Refusals (refusing to take part)
	-	G – Non-contact (never contacted)
	1,199	H – Other non-response
Language:	English	
Weighted?	No	
Weighting Procedure:	Original data not weighted but weighting variable provided. The weighting variable weights the sample so its age-sex distribution matches that of the New Zealand population according to the 2006 census.	
Known Systematic Properties:		
Deviations from ISSP Questions:	All module questions were asked but some new background variable questions were omitted.	
Literature:		

SAMPLING INFORMATION

Sampling Procedure

The sample was selected from the 2010 New Zealand electoral roll, which contains the names of all registered voters over the age of 18 years. The population was first stratified by age: under 35, 35 to 54, 55 and over; then equal samples of 840 were randomly selected within each age group. The achieved sample is generally representative of the New Zealand population over 18 years of age, but people under 30 are underrepresented in the sample, while those over 60 are overrepresented, and the proportion of women is higher than in the population whereas the proportion of men is lower. The data have **not** been weighted to correct these biases. Comparisons of unweighted survey results with results obtained from the sample weighted so that its age-sex distribution matched that of the New Zealand population over 18, showed only minor differences between many estimates, but weighting by age and sex is likely to produce more accurate estimates for behavioural variables.

Survey Administration Procedure

The questionnaire together with a covering letter was sent to the 25200 selected participants on 19 August 2010. A reminder postcard was mailed to participants whose questionnaires had not been returned by 2 September. A second reminder and another questionnaire were sent to those who had not returned their questionnaires by 16 September. A final reminder letter was sent to all remaining non-respondents on 29 September. The survey was closed off on 30 November, 14 weeks after the initial mailing.

Response Rate

The response rate achieved was $1172/(2520-98) = 48.4\%$

	Response from First mailing	Response from Second mailing	Response from Third mailing	Response from Fourth mailing
Issued	2,520	1,933	1,653	1,311
Gone-no-address	16	7	38	16
Ineligible	8	3	8	2
Total eligible	2,496	1,923	1,607	1,293
Refusals	15	12	22	2
Valid responses	548	258	274	92
Other non-response	1,933	1,653	1,311	1,199

National Population Characteristics

1. Age and Sex distribution of population
Source: Statistics New Zealand, 2006 Census.
2. Education of population is based on “highest qualification”. The New Zealand Census does not contain any questions about years of schooling and this information is not available from any government source.
Source: Statistics New Zealand, 2006 Census.
3. Employment rate of population
Source: Statistics New Zealand, 2006 Census.