

**New Zealand
ISSP 2007 – Leisure Time and Sports
Study Description**

ISSP Study Description Form

Study-Title:	Leisure Time and Sports: New Zealand	
Fieldwork Dates:	15 October 2007 to 21 December 2007	
Principle Investigator:	Professor Philip Gendall, Department of Marketing, Massey University, Palmerston North, New Zealand	
Sample Type:	Stratified random sample from electoral rolls (sample stratified by age)	
Fieldwork Methods:	Mail survey in three waves	
Context of ISSP questionnaire:	Dedicated survey, with ISSP questions preceding non-ISSP questions and demographics	
Sample Size:	2250	
Response Rates:	2250	A – Total issued (total sample)
	230	B – Ineligible (address vacant, wrong ages,)
	2020	C – (=A-B) Total eligible (in-scope sample)
	996	D – Total ISSP questionnaires received
	1024	E – (=C-D; F+G+H) Total non-response
	60	F – Refusals (refusing to take part)
	-	G – Non-contact (never contacted)
	964	H – Other non-response
Language:	English	
Weighted?	No	
Weighting Procedure:	Original data not weighted but weighting variable provided.	
Known Systematic Properties:		
Deviations from ISSP Questions:	None	
Literature:		

