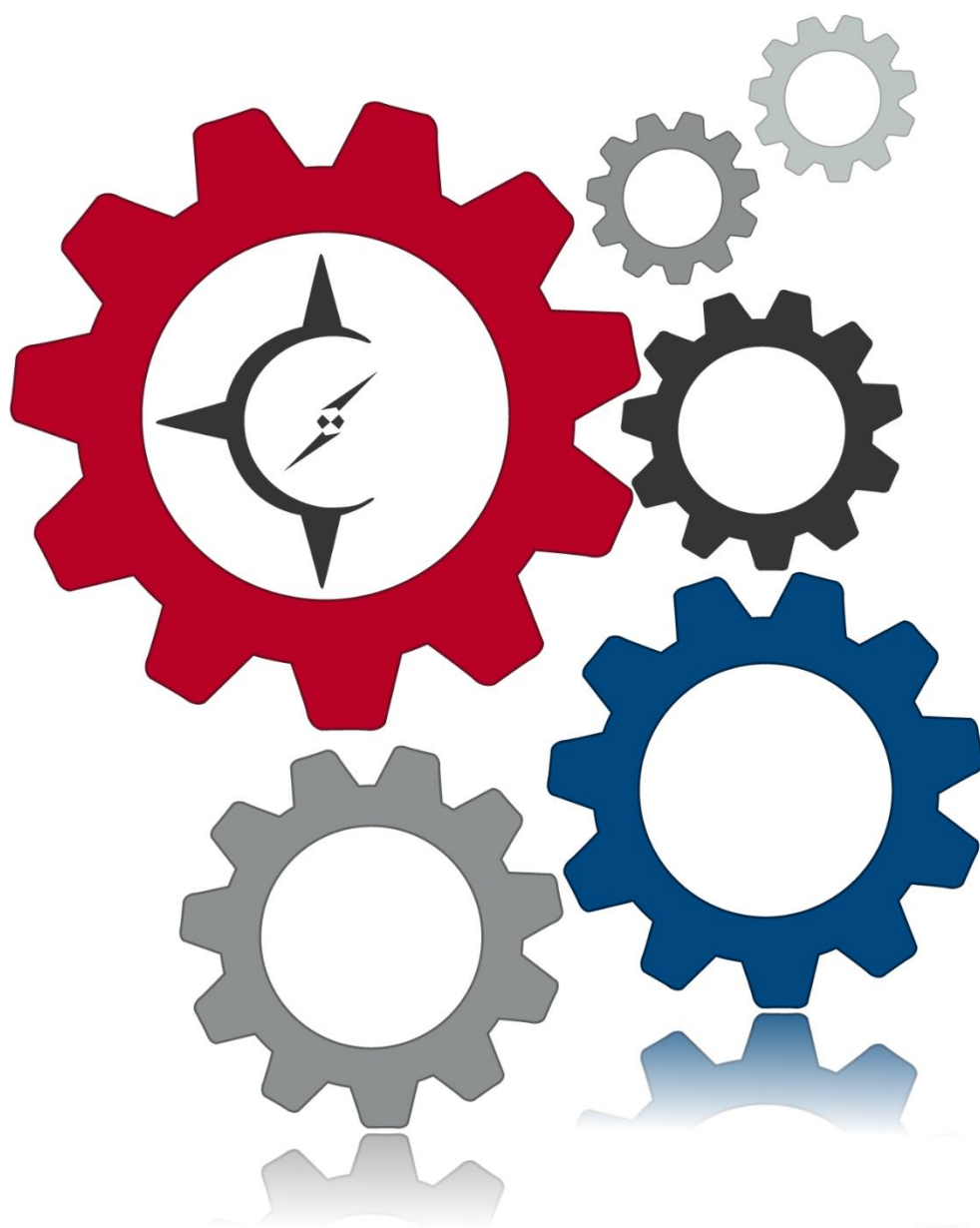


Methods and procedures for International Social Survey Programme (ISSP) 2023: National Identity & Citizenship New Zealand



Martin von Randow

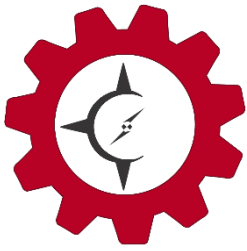
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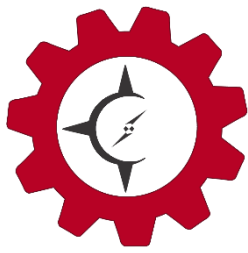
Background

This report summarises the survey sampling and weighting procedures for the 2023 International Social Survey Programme (ISSP) ‘National Identity & Citizenship’ survey for New Zealand, undertaken by COMPASS Research Centre (<https://www.auckland.ac.nz/compassresearch>), Waipapa Taumata Rau | University of Auckland. COMPASS is the New Zealand Representative on the ISSP.

The ISSP is a cross-national collaboration on surveys covering a different social science topic each year. The 2023 topic, National Identity & Citizenship, combines two topics that have been run separately in the past. National Identity was previously run in 1995, 2003, and 2013; Citizenship was previously run in 2004 and 2014. New Zealand ran the survey on all of these occasions.

We collected the data for this survey from September 2023 to February 2024. It enables international comparisons in attitudes around:

- What makes people proud of our country;
- Foreign policy;
- Immigrants and immigration;
- The importance of obeying laws; and
- The role of citizens in democratic government.



Methods

In New Zealand, response rates tend to be lower among certain demographic groups. For instance, males are less likely to respond than females; younger people are less likely to respond than older people; and Māori and minority ethnicities are less likely to respond than Europeans, which can lead to non-response bias (Fink, et al. 2011; 't Mannetje, et al. 2011; Meiklejohn, et al. 2012). Oversampling is commonly used in survey design to overcome this challenge and achieve a response base that is more representative of the population.

We have used oversampling methods in our ISSP surveys since 2018 (see tinyurl.com/compass-issp). We stratify by age group, gender, and ethnicity, and specifically oversample groups that are less likely to respond. We define 40 strata from the electoral roll, from which we draw our sample: 4 'ethnic' groups (Māori Descent, High Pacific meshblocks, High Asian meshblocks, Other) $\times$ 2 gender categories (male, female) $\times$ 5 age groups (18–30, 31–45, 46–60, 61–75, 76+).

The electoral roll provides names and addresses but has no information on gender. To approximate a gender variable for the purposes of sampling and weighting, we impute gender based on title. Titles are given for 93% of the electoral roll, and we impute based on first name(s) where title is missing or not gender-specific. To avoid the need to impute for the entire electoral roll ($N = 3,345,916$ enrolled NZ citizens or permanent residents aged 18 or over, with NZ mailing addresses), we randomly sampled $n = 120,000$. The imputed gender variable is not used for data analysis; it is used only for sampling and weighting. We consider it appropriate for these purposes – for our responses, the Phi coefficient between the imputed variable and gender (where binary) as reported was 0.97, so achieving representativeness on the imputed variable is likely to achieve it on gender overall.

The electoral roll provides an indicator for Māori descent, but nothing for other ethnicities. To define our ethnic strata, we use published ethnicity counts for each geographical meshblock in the country – the smallest unit for which Statistics New Zealand collects data, typically representing 30–60 dwellings (Statistics New Zealand 2016) – based on boundaries at the 2018 New Zealand Census of Population and Dwellings. We then define percentage cutoffs for “High Pacific” and “High Asian” meshblocks, to be high enough to ensure there is a good chance of sampling from these ethnic groups within strata, while still ensuring there are enough individuals in each stratum for our pre-defined numbers, shown in Table 1.

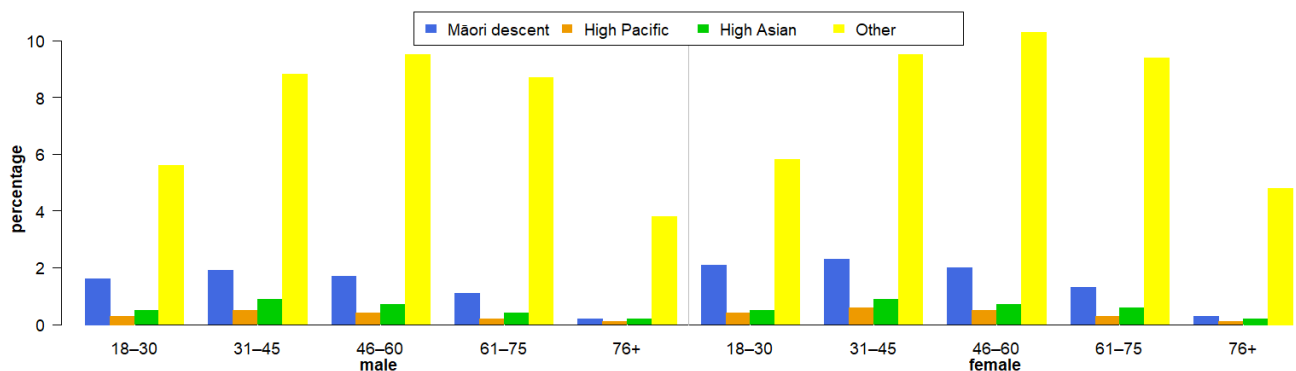
We have defined “High Pacific” and “High Asian” meshblocks for the last several surveys, and the cutoffs used in this survey were informed from the previous ones and our developed understanding of where we can set the “high” cutoffs for ethnicities. In this case, the cutoff for High Pacific was “at least 38% Pacific”, and that for High Asian was “at least 50% Asian”.

Table 1 provides the number selected from each stratum. After we had to top up the sample for the 2022 survey and still only just exceeded the 1,000 responses required by the ISSP, we reduced our target to 1,000 from the previously hoped for 1,200. We kept numbers very similar to what they were in that survey, but slightly boosted the highest responding strata again, namely “Māori” and “other ethnicity” strata in the 61–75 and 76+ age groups, and rounded the sample off to 6,400.

Table 1. Number selected to be mailed to each stratum

	Māori descent	High Pacific	High Asian	Other	Total
Male					
18–30 years	157	176	156	284	773
31–45 years	157	179	157	285	778
46–60 years	119	115	120	275	629
61–75 years	122	60	80	237	499
76+ years	103	58	67	275	503
Total	658	588	580	1,356	3,182
Female					
18–30 years	169	175	149	355	848
31–45 years	130	119	119	339	707
46–60 years	119	116	100	219	554
61–75 years	112	89	70	292	563
76+ years	110	87	98	251	546
Total	640	586	536	1,456	3,218
Total					
18–30 years	326	351	305	639	1,621
31–45 years	287	298	276	624	1,485
46–60 years	238	231	220	494	1,183
61–75 years	234	149	150	529	1,062
76+ years	213	145	165	526	1,049
Total	1,298	1,174	1,116	2,812	6,400

Questionnaires were mailed to these samples from each stratum on Wednesday, 13 September, 2023. Figure 1 illustrates the distribution of these strata in the electoral roll.

Figure 1. Demographic distributions in our sampling strata, from the random sample of 120,000 from the New Zealand electoral rolls

Everyone sampled was mailed the questionnaire, a cover letter, return mail instructions, and a participant information sheet. The latter three are provided as Appendices to this report. The cover letter explained:

- what the survey was about and that it was approved by the University of Auckland Human Participants Ethics Committee (ref. UAHPEC26248);
- how we obtained their names and addresses, and how we selected participants;
- that their participation was voluntary;
- that they could complete the survey either on the paper questionnaire they had received or online via Qualtrics, and that either would put them in a draw for one of ten \$100 gift cards;
- that they could have the completed survey picked up by a courier, with instructions to this end.

The participant information sheet went into more detail on all of the above and explained:

- steps we take to ensure their confidentiality;
- that we take their completing the questionnaire as their consenting to participate;
- that an anonymised data set would be permanently stored in both NZ and international data archives as a historical record of the 2023 ISSP survey.

The return mail instructions sheet gave full details of how to fill in the information on the NZ Post website and have the questionnaire picked up from their home, and included screenshots from the online form.

A big change from our previous surveys was that our ethical approval limited us to two points of contact with participants, so we did not send a reminder postcard for this survey. On Friday, 3 November, we sent a second full invitation (cover letter, information sheet, courier return instructions, questionnaire) to the 5,434 people from whom we had not had a response (either a completed survey, a request to not participate, or a return-to-sender indicating an incorrect address). By the end of February, 2024, we had received a total of 1,191 valid responses – a raw response rate of 18.61% and a standardised rate of 23.09% (the response rate we would have been achieved had each stratum been sent questionnaires proportional to their actual share of the population). Figure 2 shows the timing of the returned responses.

Figure 2. Questionnaires returned, by date

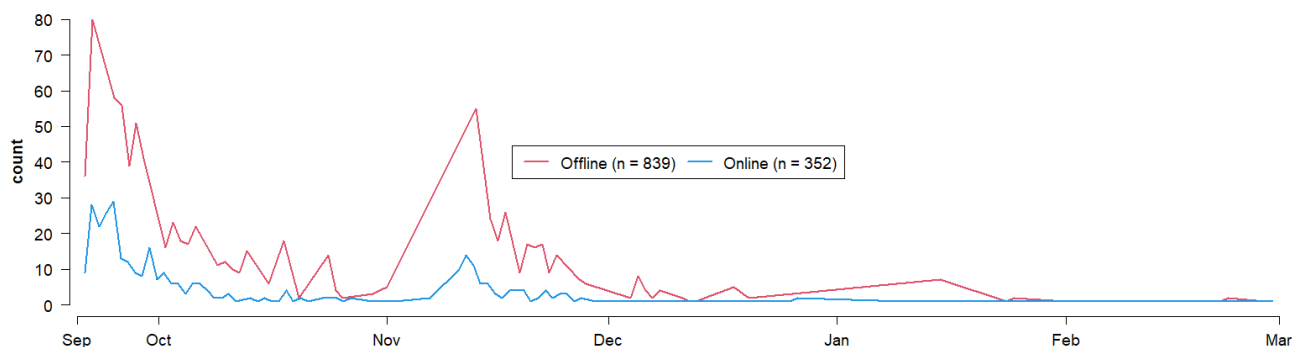
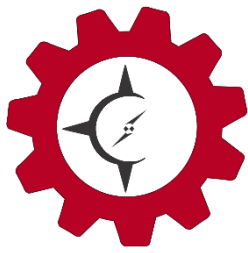


Table 2 shows the number of people that responded from each stratum, using the total numbers that were mailed to each stratum as denominators. The younger Māori descent and High Pacific strata exhibited the lowest response rates, which has usually been the case.

Table 2. Number of respondents (response rate %) within each stratum

Age	Māori	High Pacific	High Asian	Other	Total	% of responses
Male						
18–30 years	9 (5.7%)	9 (5.1%)	15 (9.6%)	39 (13.7%)	72 (9.3%)	6.05%
31–45 years	10 (6.4%)	7 (3.9%)	20 (12.7%)	44 (15.4%)	81 (10.4%)	6.80%
46–60 years	13 (10.9%)	7 (6.1%)	14 (11.7%)	65 (23.6%)	99 (15.7%)	8.31%
61–75 years	34 (27.9%)	14 (23.3%)	20 (25.0%)	92 (38.8%)	160 (32.1%)	13.43%
76+ years	28 (27.8%)	10 (17.2%)	13 (19.4%)	110 (40.0%)	161 (32.0%)	13.52%
Total	94 (14.3%)	47 (8.0%)	82 (14.1%)	350 (25.8%)	573 (18.0%)	48.11%
Female						
18–30 years	10 (5.9%)	11 (6.3%)	20 (13.4%)	53 (14.9%)	94 (11.1%)	7.89%
31–45 years	11 (8.5%)	11 (9.2%)	10 (8.4%)	64 (18.9%)	96 (13.6%)	8.06%
46–60 years	19 (16.0%)	10 (8.6%)	21 (21.0%)	59 (26.9%)	109 (19.7%)	9.15%
61–75 years	38 (33.9%)	8 (9.0%)	11 (15.7%)	112 (38.4%)	169 (30.0%)	14.19%
76+ years	29 (26.4%)	16 (18.4%)	14 (14.3%)	91 (36.3%)	150 (27.5%)	12.59%
Total	107 (16.7%)	56 (9.6%)	76 (14.2%)	379 (26.0%)	618 (19.2%)	51.89%
Total						
18–30 years	19 (5.8%)	20 (5.7%)	35 (11.5%)	92 (14.4%)	166 (10.2%)	13.94%
31–45 years	21 (7.3%)	18 (6.0%)	30 (10.9%)	108 (17.3%)	177 (11.9%)	14.86%
46–60 years	32 (13.4%)	17 (7.4%)	35 (15.9%)	124 (25.1%)	208 (17.6%)	17.46%
61–75 years	72 (30.8%)	22 (14.8%)	31 (20.7%)	204 (38.6%)	329 (31.0%)	27.62%
76+ years	57 (26.8%)	26 (17.9%)	27 (16.4%)	201 (38.2%)	311 (29.6%)	26.11%
Total	201 (15.5%)	103 (8.8%)	158 (14.2%)	729 (25.9%)	1,191 (18.6%)	100.00%
% of responses	16.88%	8.65%	13.27%	61.21%	100.00%	1,191 (100%)

Note: Percentages in shaded cells show row and column percentages of responses out of the total responses ($n = 1,191$).

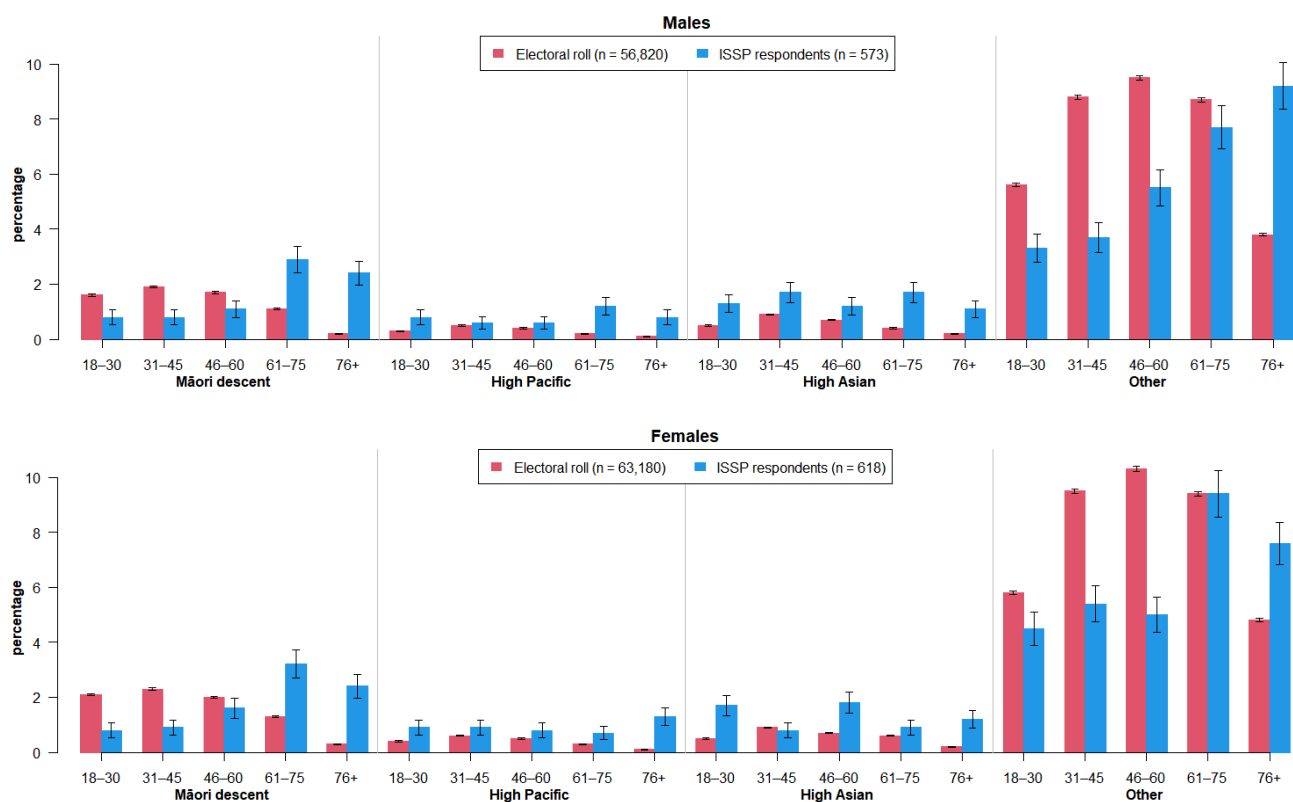


Representativeness

Was oversampling of Māori, Pacific, and Asian groups successful?

Figure 3 shows each stratum's percentages in the electoral roll and in our ISSP responses. Comparison of stratum percentages shows that the sampling strategy resulted in higher representations of: people of Māori descent in the older age groups; all High Pacific groups; and all High Asian groups, while our "other ethnicity" strata were underrepresented except for in the oldest age groups.

Figure 3. Percentage of each stratum in electoral roll sample and among ISSP respondents



What were the response rates by gender, age group, and ethnicity?

Figure 4 shows that, as expected, response rates were highest for the "other ethnicity" strata, and generally increased with age. High Pacific strata and the younger age groups saw the lowest response rates among our stratification variables. These differences were also reflected in the individual stratum response rates presented in Figure 5. Males aged 31–45 years from High Pacific meshblocks had the lowest response rate (3.9%), while 76+ year old males of "other ethnicity" had the highest (40.0%).

Figure 4. Response rates for stratification variables

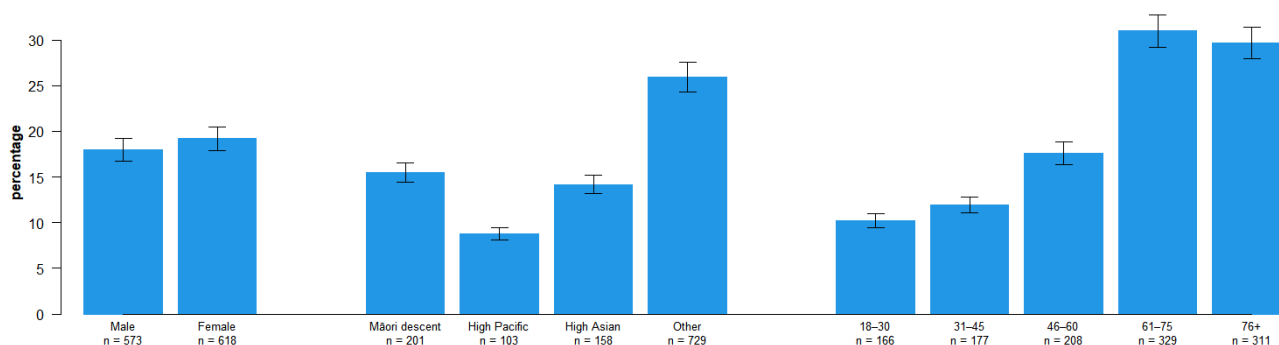
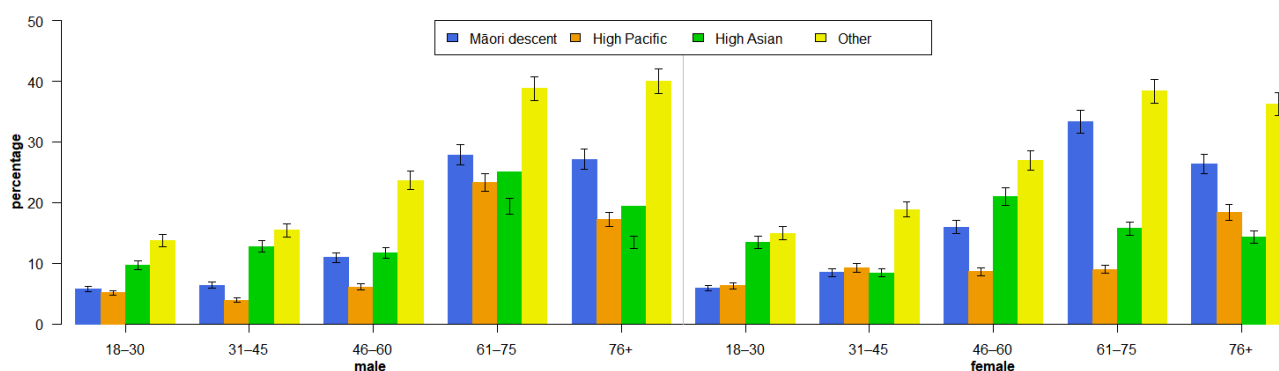


Figure 5. Response rates for each sampling stratum

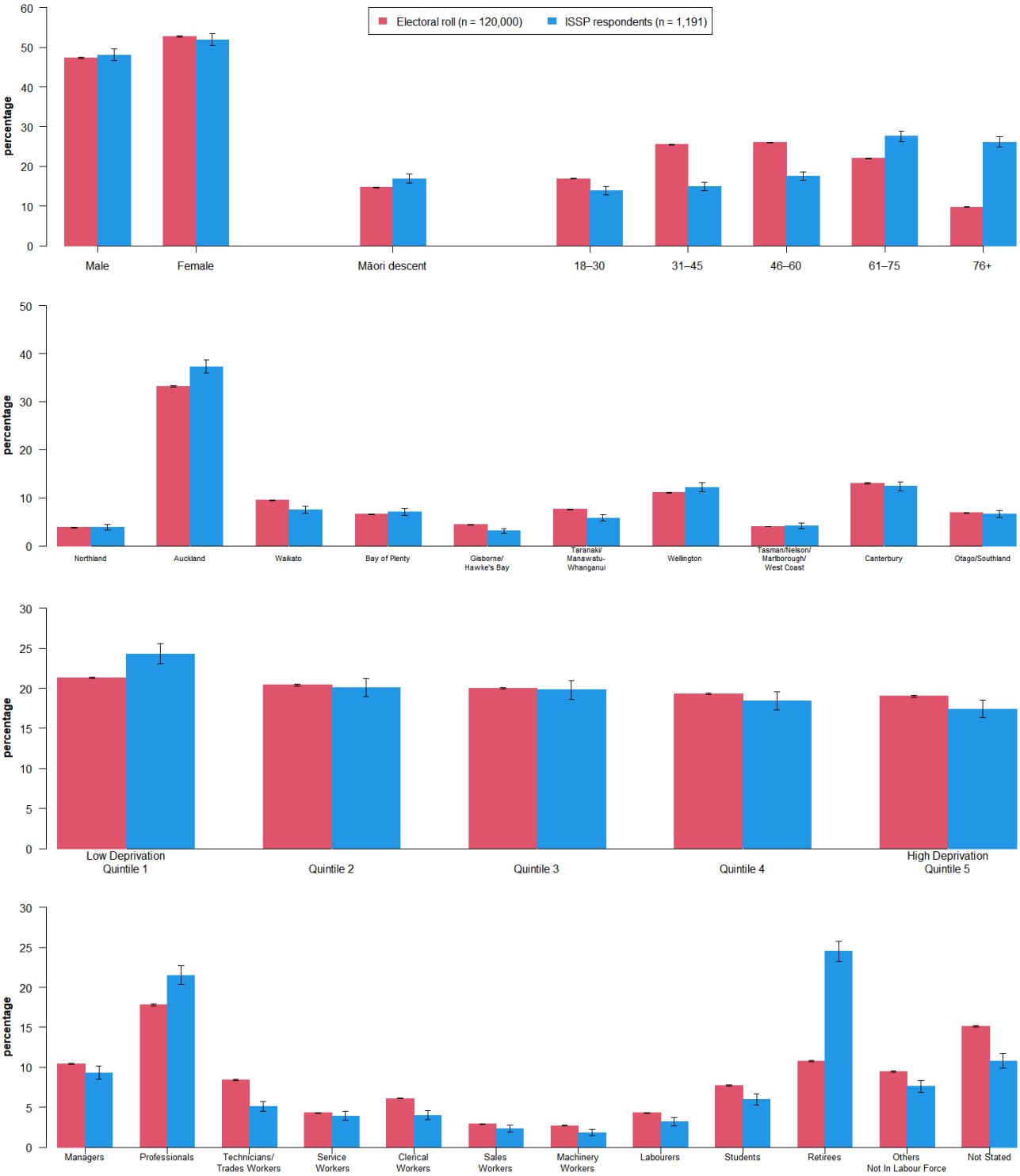


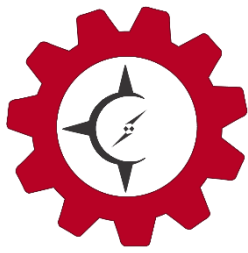
How was the distribution of responses relative to the electoral roll?

The comparisons in Figure 6 show that the percentage distributions of all variables differed slightly from those in the electoral roll. Most noticeably:

- The 61–75 and 76+ age groups were overrepresented, while the youngest three groups were underrepresented;
- Auckland was overrepresented, while Waikato, Gisborne/Hawke’s Bay, and Taranaki/Manawatū-Whanganui were all underrepresented;
- Retirees were by far the most overrepresented group, which we observe every year and is common in survey research (Gigliotti & Dietsch 2014).
- Professionals were overrepresented, while Managers, Technicians & Trades Workers, Clerical Workers, Machinery Workers, Labourers, Students, “Others Not in Labour Force”, and those listed as Not Stated in the electoral roll were underrepresented.

Figure 6. Percentages of demographics in the electoral roll sample and in our ISSP data set unweighted





Weighting

Electoral roll

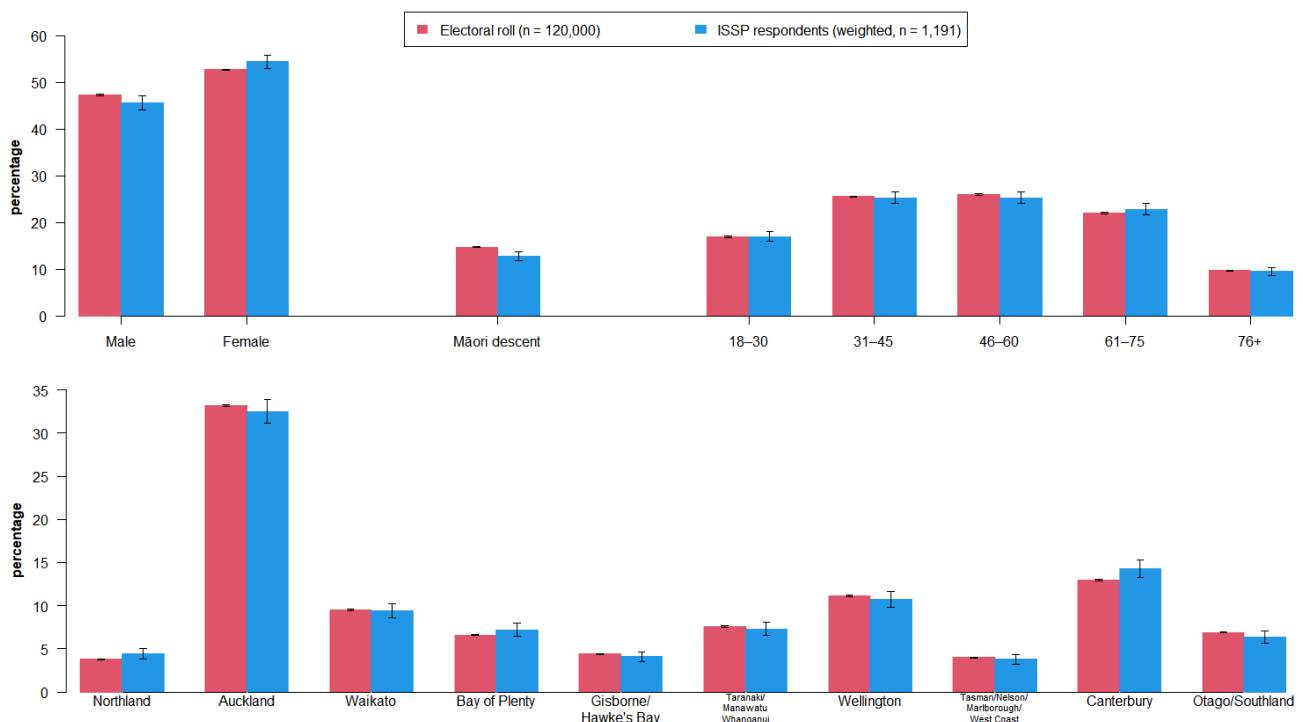
We constructed weights based on the inverse response probability to account for the differences described above. We conducted a logistic regression using the $n = 120,000$ that were taken as a simple random sample from the electoral roll, with 'responded' (Yes/No) as the outcome, and gender, age group, Māori descent, region, NZDep deprivation quintile, urbanicity, and occupation as explanatory variables. A main effects model was computed, and all possible two-way interactions were tested in separate models. Four were found to be significant:

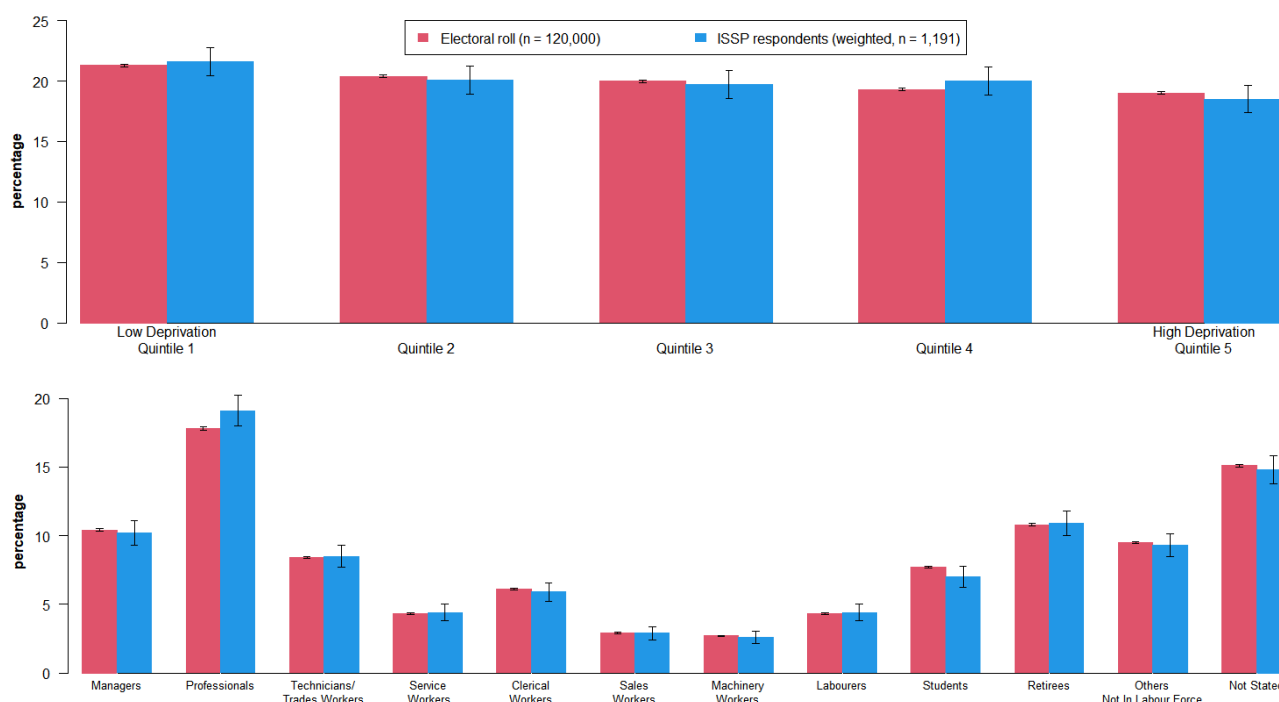
- Māori descent $\times$ region;
- Māori descent $\times$ deprivation quintile;
- Māori descent $\times$ occupation;
- Region $\times$ deprivation quintile.

These interactions and all main effects were included in the final model. Gender was not significant as a main effect, but was included as not including it in previous years had led to weights that did not match the electoral roll well.

The odds ratios from the final model are presented in Table A1 in the Appendices. The graphs in Figure 7 show the same comparisons to the electoral roll sample as Figure 6 with weights applied. These show that weighting lessened most of the differences we observed earlier, although the male/female split and the overrepresentation of Auckland were both slightly overcorrected.

Figure 7. Percentages of demographics in the electoral roll sample and in our ISSP data set weighted to it





Administrative Population Census

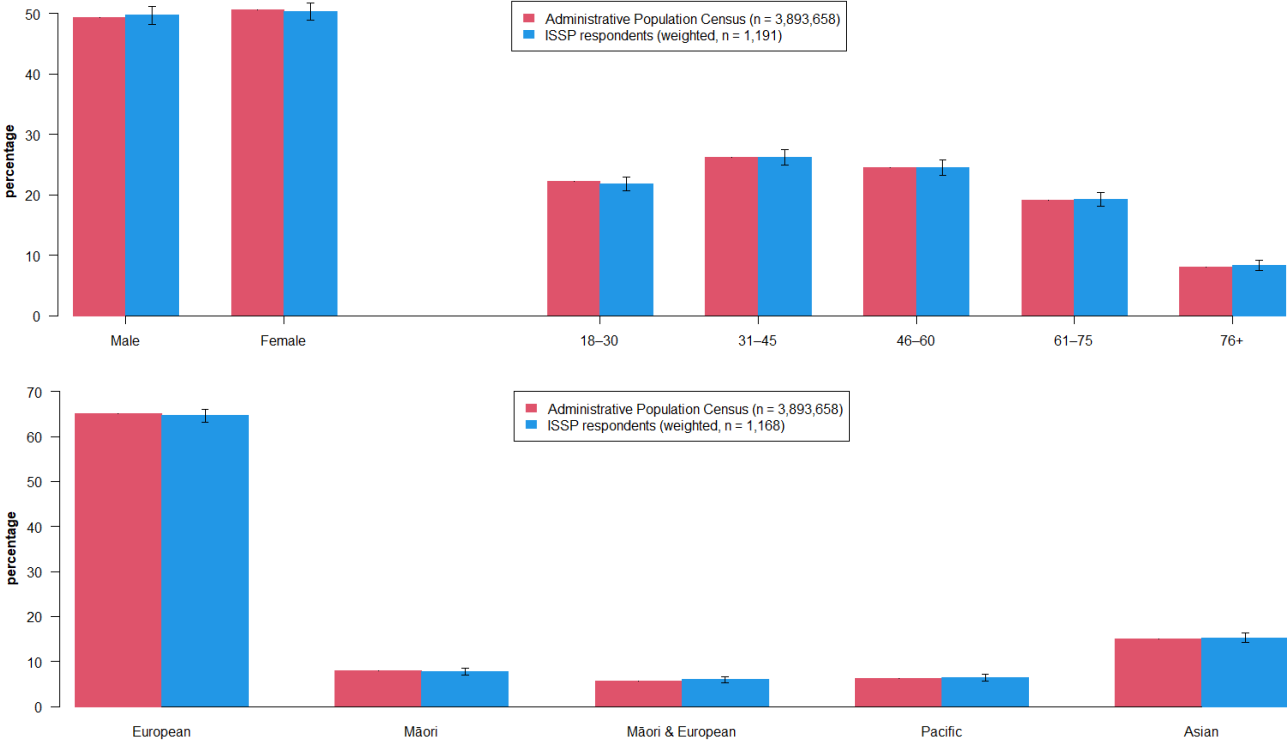
The weights described in the previous section weighted the sample to the adult population in New Zealand who were enrolled to vote. However, those enrolled to vote are not perfectly representative of adults in the New Zealand population, particularly with respect to age (See <https://elections.nz/stats-and-research/enrolment-statistics/enrolment-by-general-electorate> (Electoral Commission 2024)), and possibly with respect to other factors. As such, weighting to the electoral roll may still underrepresent or overrepresent some population groups.

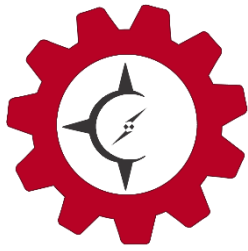
To ensure representativeness to the entire New Zealand population – not just those enrolled to vote – we used the Administrative Population Census (APC), recently established by Stats NZ (Stats NZ 2022). The APC uses linked data from administrative sources to provide annual distributions and crosstabulations of several demographic variables for the (estimated) full New Zealand population. Our analysis uses the APC from June 2022. Of the APC variables available, we chose gender, age and ethnicity to use as weighting variables, as we believed these were the most important to achieve representativeness.

Our survey collected ethnicity in a multiple response question, i.e. respondents could choose more than one ethnicity, which enabled us to map to ethnic combinations provided by the APC. An examination of responses found that we had enough to retain the age groups we were already using, and to include “Māori and European” as its own category for ethnicity, alongside Māori, Pacific, Asian, and “European and other ethnicities” (including “not elsewhere classified” and “missing”, as 23 respondents did not give any information on their ethnicity), prioritised in that order.

We compared the percentage distributions in the response data set, using gender and age group as assigned from the electoral roll data and ethnicity as described above, to those in the APC, and created a weight to adjust each combination of these to match the APC. We multiplied these by the weights adjusting the data to the electoral roll, to give a final weight, which was then adjusted to have a mean of 1 and to be within a range of 0.1–7. Figure 8 compares our data with these weights applied, back to the APC distributions, showing that for gender, age, and ethnicity we achieved almost perfect weighting to the estimated New Zealand population.

Figure 8. Percentages of demographic variables in the Administrative Population Census (APC) at June 2022 and in our ISSP data set weighted to it and to the electoral roll





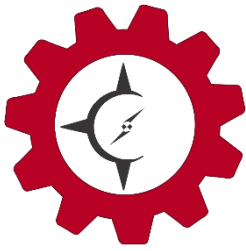
Conclusion

This report summarises the sampling procedures for ISSP 2023 National Identity & Citizenship in New Zealand, and the weighting methods used to ensure the data are representative of the adult population of New Zealand.

Weighting the data set on characteristics that predict response enabled a representative sample across gender, age group, Māori descent, region, occupation, deprivation, and urbanicity, as represented in the New Zealand Electoral Roll. The further adjustment to the Administrative Population Census enabled a more accurate representation of the overall adult population by gender, age group, and ethnicity.

Weighting allows respondents from underrepresented groups to act as ‘spokespeople’ for others like them in the population, i.e. respondents with the lowest capped weight ‘speak’ for 0.1 of a person who shares their demographic characteristics, each, while those with the highest capped weight ‘speak’ for 7 people who share theirs. The average weight is 1, as per the regulations of the ISSP.

We cannot know if our ‘weighted’ respondents’ views are, in fact, typical of people within their demographic groups in the population, but weights explain some of the variation in survey responses based on the variables in our models. As a result, weighted responses provide descriptive and analytic results that are closer to those that would be observed in the whole population.



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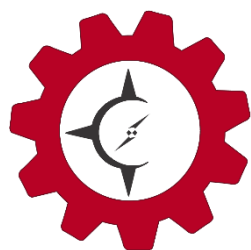
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Appendices

Model results

**Table A1. Logistic regression model predicting response for ISSP 2023 in New Zealand
(n = 1,191 of n = 120,000 individuals sampled from the New Zealand electoral roll)**

Parameter	Odds Ratio (95% Confidence Interval)
Gender	
Male	<i>Reference</i>
Female	0.952 (0.844, 1.074)
Age group	
18–30 years	<i>Reference</i>
31–45 years	0.661 (0.526, 0.831)
46–60 years	0.774 (0.614, 0.976)
61–75 years	1.471 (1.176, 1.839)
76+ years	3.207 (2.491, 4.129)
Māori Descent	
Yes	<i>Reference</i>
No	0.702 (0.283, 1.738)
Region	
Northland	<i>Reference</i>
Auckland	0.673 (0.214, 2.114)
Waikato	1.474 (0.430, 5.054)
Bay Of Plenty	1.414 (0.402, 4.976)
Gisborne / Hawke's Bay	0.980 (0.232, 4.139)
Taranaki / Manawatū-Whanganui	0.952 (0.251, 3.614)
Wellington	1.439 (0.443, 4.679)
Tasman / Nelson / Marlborough / West Coast	1.036 (0.244, 4.406)
Canterbury	1.518 (0.454, 5.074)
Otago / Southland	1.803 (0.506, 6.423)

Parameter	Odds Ratio (95% Confidence Interval)
Deprivation Quintile	
Quintile 1 – Lowest Deprivation	<i>Reference</i>
Quintile 2	0.565 (0.155, 2.065)
Quintile 3	0.493 (0.138, 1.762)
Quintile 4	0.448 (0.136, 1.475)
Quintile 5 – Highest Deprivation	0.497 (0.164, 1.500)
Occupation	
Not Stated	<i>Reference</i>
Managers	1.512 (0.807, 2.834)
Professionals	1.730 (1.013, 2.956)
Technicians & Trades Workers	0.912 (0.446, 1.863)
Community & Personal Service Workers	1.761 (0.924, 3.354)
Clerical & Administrative Workers	0.776 (0.334, 1.803)
Sales Workers	0.566 (0.134, 2.401)
Machinery Operators & Drivers	0.496 (0.149, 1.654)
Labourers	0.871 (0.405, 1.875)
Students	0.602 (0.271, 1.337)
Retirees	3.372 (2.037, 5.580)
Others Not In Labour Force	1.101 (0.603, 2.012)
Māori Descent × Region	
Yes × Northland	<i>Reference</i>
No × Auckland	1.336 (0.621, 2.873)
No × Waikato	0.567 (0.244, 1.318)
No × Bay Of Plenty	0.549 (0.236, 1.275)
No × Gisborne / Hawke's Bay	0.512 (0.187, 1.400)
No × Taranaki / Manawatū-Whanganui	0.567 (0.237, 1.355)
No × Wellington	0.601 (0.267, 1.353)
No × Tasman / Nelson / Marlborough / West Coast	0.590 (0.210, 1.657)
No × Canterbury	0.657 (0.277, 1.556)
No × Otago / Southland	0.542 (0.214, 1.375)
Māori Descent × Deprivation Quintile	
Yes × Quintile 1 – Lowest Deprivation	<i>Reference</i>
No × Quintile 2	1.305 (0.746, 2.284)
No × Quintile 3	0.926 (0.558, 1.537)
No × Quintile 4	1.485 (0.887, 2.487)
No × Quintile 5	2.013 (1.182, 3.429)

Parameter	Odds Ratio (95% Confidence Interval)
Māori Descent × Occupation	
Yes × Not Stated	<i>Reference</i>
No × Managers	0.752 (0.380, 1.490)
No × Professionals	0.990 (0.554, 1.771)
No × Technicians & Trades Workers	0.906 (0.412, 1.994)
No × Community & Personal Service Workers	0.643 (0.301, 1.373)
No × Clerical & Administrative Workers	1.251 (0.501, 3.124)
No × Sales Workers	2.200 (0.486, 9.952)
No × Machinery Operators & Drivers	2.056 (0.562, 7.523)
No × Labourers	1.293 (0.542, 3.086)
No × Students	2.046 (0.869, 4.819)
No × Retirees	0.376 (0.220, 0.643)
No × Others Not In Labour Force	0.771 (0.394, 1.510)
Region × Deprivation Quintile	
Northland × Quintile 1 – Lowest Deprivation	<i>Reference</i>
Auckland × Quintile 2	1.462 (0.426, 5.013)
Auckland × Quintile 3	2.136 (0.621, 7.353)
Auckland × Quintile 4	1.580 (0.498, 5.014)
Auckland × Quintile 5	1.646 (0.574, 4.719)
Waikato × Quintile 2	1.139 (0.296, 4.387)
Waikato × Quintile 3	1.226 (0.312, 4.824)
Waikato × Quintile 4	0.911 (0.255, 3.246)
Waikato × Quintile 5	0.422 (0.122, 1.467)
Bay Of Plenty × Quintile 2	1.121 (0.278, 4.519)
Bay Of Plenty × Quintile 3	1.897 (0.480, 7.498)
Bay Of Plenty × Quintile 4	1.895 (0.524, 6.850)
Bay Of Plenty × Quintile 5	0.500 (0.135, 1.855)
Gisborne / Hawke's Bay × Quintile 2	1.922 (0.404, 9.136)
Gisborne / Hawke's Bay × Quintile 3	1.242 (0.221, 6.966)
Gisborne / Hawke's Bay × Quintile 4	1.955 (0.454, 8.426)
Gisborne / Hawke's Bay × Quintile 5	0.447 (0.093, 2.140)
Taranaki / Manawatū-Whanganui × Quintile 2	1.338 (0.297, 6.021)
Taranaki / Manawatū-Whanganui × Quintile 3	1.978 (0.455, 8.595)
Taranaki / Manawatū-Whanganui × Quintile 4	1.674 (0.428, 6.554)
Taranaki / Manawatū-Whanganui × Quintile 5	0.852 (0.231, 3.147)

Parameter	Odds Ratio (95% Confidence Interval)
Wellington × Quintile 2	1.181 (0.326, 4.277)
Wellington × Quintile 3	1.960 (0.539, 7.124)
Wellington × Quintile 4	1.229 (0.361, 4.188)
Wellington × Quintile 5 – Highest Deprivation	1.167 (0.373, 3.646)
Tasman / Nelson / Marlborough / West Coast × Quintile 2	1.455 (0.313, 6.756)
Tasman / Nelson / Marlborough / West Coast × Quintile 3	3.929 (0.916, 16.846)
Tasman / Nelson / Marlborough / West Coast × Quintile 4	1.424 (0.328, 6.176)
Tasman / Nelson / Marlborough / West Coast × Quintile 5	0.463 (0.072, 2.965)
Canterbury × Quintile 2	0.762 (0.211, 2.754)
Canterbury × Quintile 3	1.332 (0.367, 4.830)
Canterbury × Quintile 4	0.930 (0.276, 3.131)
Canterbury × Quintile 5	0.873 (0.273, 2.792)
Otago / Southland × Quintile 2	0.866 (0.223, 3.364)
Otago / Southland × Quintile 3	1.705 (0.443, 6.560)
Otago / Southland × Quintile 4	0.992 (0.276, 3.566)
Otago / Southland × Quintile 5	0.382 (0.095, 1.542)

Survey documents



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UNIVERSITY OF AUCKLAND HUMAN PARTICIPANTS ETHICS COMMITTEE (UAHPEC)

17/07/2023

Assoc Prof Barry Milne
COMPASS

Re: Application for Ethics Approval (Our Ref. UAHPEC26248): Approved with Comment

The Committee considered the application for ethics approval for your study entitled “**2023 Social Attitudes Survey Aotearoa New Zealand: National Identity and Citizenship**”. We are pleased to inform you that ethics approval has been granted with the following required minor changes:

Please ensure the approval wording is placed on the last page of the PIS, and not in the footer section of every page.

The expiry date for this approval is **17/07/2026**.

Completion of the project: In order that up-to-date records are maintained, you must notify the Committee once your project is completed.

Amendments to the approved project: Should you need to make any changes to the approved project, please follow the steps below:

- Send a request to the UAHPEC Administrators to unlock the application form (using the Correspondence tab in Ethics RM).
- Make all changes to the relevant sections of the application form and attach revised documents (as appropriate).
- Change the Application Type to “Amendment request” in Section 13 (“Submission and Sign off”).
- Add a summary of the changes requested in the text box.
- Submit the amendment request (PI/Supervisors only to submit the form).

If the project changes significantly, you are required to submit a new application.

Funded projects: If you received funding for this project, please provide this approval letter to your local Faculty Research Project Coordinator (RPC) or Research Project Manager (RPM) so that the approval can be notified via a Service Request to the Research Operations Centre (ROC) for activation of the grant.

The Chair and the members of UAHPEC would be happy to discuss general matters relating to ethics approvals. If you wish to do so, please contact the UAHPEC Ethics Administrators at humanethics@auckland.ac.nz in the first instance.

Additional information:

- Do not forget to fill in the ‘approval wording’ on the PISs, CFs and/or advertisements, using the date of this approval and the reference number, before you use the documents or send them out to your participants.

All communications with the UAHPEC regarding this application should indicate this reference number: **UAHPEC26248**.

UAHPEC Administrators

University of Auckland Human Participants Ethics Committee

Social Attitudes Survey Aotearoa New Zealand 2023: National Identity and Citizenship

Kia ora <NAME>,

We invite you to participate in a major national survey of New Zealanders' views on national identity and citizenship. This survey is part of an international programme, so data from all countries, including New Zealand, will be archived for use internationally. The enclosed Participant Information Sheet provides details about the survey to help you decide if you want to participate. Please read it carefully and contact us if you want more details or have any questions.

Your name was randomly selected from the New Zealand Electoral Roll. Obtaining people's contact information from the Electoral Roll for social research is preceded by a stringent procedure involving a formal application co-signed by our University's Vice-Chancellor. Following approval from the Electoral Commission, Electoral Roll details are provided under strict conditions regarding its use. (For details, see: <https://elections.nz/stats-and-research/applications-for-roll-data/apply-for-research-data>).

We would greatly appreciate it if you could complete the attached questionnaire, which will take about 30 minutes. All respondents go into a draw for one of ten \$100 Prezzy card prizes. Once finished, please return the questionnaire to us using the enclosed postage-paid envelope. You can drop the envelope at any NZ Post store or in a post box or arrange a courier pickup from your address (please see the Return Mail Instructions overleaf for more information). Please return only the questionnaire. This letter and the information sheet are for you to retain.

You may instead complete this survey online through a secure University-subscribed website, which may be more convenient. Please visit:

<https://tinyurl.com/sasnz23nic>

Then enter your survey identification number (ID): <ID>

Participation is **voluntary**, and you need not respond if you don't wish to or are unable to. We send one follow-up invitation to ensure everyone has the best chance of responding – this helps ensure our sample represents all New Zealanders.

Thank you for considering our invitation.

Ngā mihi nui.

Yours sincerely,



Assoc. Prof. Barry Milne
Director, COMPASS Research Centre
University of Auckland, Private Bag 92019, Auckland 1142
Email socialattitudes@auckland.ac.nz

RETURN MAIL INSTRUCTIONS

Social Attitudes Survey Aotearoa New Zealand: 2023: National Identity and Citizenship



To make it easier for you to return the questionnaire, we are offering the option for you to have our return envelope picked up from your front door. Please visit <https://www.nzpost.co.nz/tools/bookapickup/address>, and fill out the **Book a pickup** form to arrange this.

You can also call NZ Post, 0800 268 743, to arrange a pickup. Please have the information as detailed below ready when you make the call.

Book a pickup

Our couriers pick up Monday – Friday (excluding public holidays). To use this form you will need a courier ticket number (found below the barcode).

If you don't have a courier ticket, [use our online sending tool to pay and print your label](#).

Pickup details

Sending multiple parcels at once? You only need to provide details for one (our courier will collect any parcels ready to go).

Courier ticket number*
Please enter all letters & numbers. Remove brackets & spaces.

Pickup address*

When will your parcel be ready?
Your parcel will be collected on your local courier driver's next visit to your area. Booking before midday? We'll aim to collect same day. Rural pickups may take up to an additional three business days.

Ready for collection*

Pickup instructions
0 / 100

Your details

First name* Last name*

Company

Mobile number*

Email address*

☒ Send me a booking confirmation email

☐ Remember me

Drop off at an NZ Post store

If you don't want to wait for a Courier pick-up, you can drop off your parcel at your local NZ Post store. Parcels must have the courier ticket applied.

OVERNIGHT-A4 2KG RET

NZPost

Courier Pack A4
Cust Ref: Compass_OIRET
Courier Pack

Non Signature

Generated: Expires:

(XX) XXXXX XXXXX XXXX XXX

COMPASS Research Centre
The University of Auckland
Private Bag 92019
Victoria Street West
Auckland 1142

Auckland

From: Residential
Contact:

Step 1

Please look at the **sticker** on your return envelope. The *Courier ticket number* is printed below the barcode. Enter the whole number (20 digits) but leave out the brackets and spaces.

Step 2

Enter the preferred address for pickup of the envelope. The system will help you with autocomplete options as you type.

Step 3

Enter the date you want the envelope picked up.

Please provide your details in case there is any issue with your pickup. Then just leave the envelope outside your door. If you live in a managed apartment building or rest home, you may need to drop the envelope at reception instead.

Thank you for completing our survey.

PARTICIPANT INFORMATION SHEET

Social Attitudes Survey Aotearoa New Zealand 2023:

National Identity and Citizenship



What is the survey about? Each year, the International Social Survey Programme (ISSP, <http://www.issp.org>) conducts surveys across a number of countries on a topic of interest. This year's topic is National Identity and Citizenship. The survey questions are about nationality and national pride, identity, and perceptions about democracy, citizen rights, citizen obligations, immigrants, politicians, and New Zealand's international relations, as well as general demographic questions.

What am I being asked to do? To complete a questionnaire that will take about 30 minutes, either using the enclosed paper version or online via Qualtrics at <https://tinyurl.com/sasnz23nic>. Most questions are 'tick box' type questions, and there are no right or wrong answers. If you don't wish to answer a question, please skip to the next one.

We have enclosed a postage-paid envelope for you to return the questionnaire to us. You can drop off this envelope at any NZ Post store, place it in a post box, or arrange for a pickup from your address (please see the Return Mail Instructions leaflet for more information). NZ Post provides an online platform for locating stores closest to your address: <https://www.nzpost.co.nz/tools/find-nz-post>.

What do I get for responding? You may not benefit directly, but because the topics examined in this survey are important for understanding views about national identity and citizenship across different countries you will be contributing to a critical research topic. If you complete the questionnaire either on paper or online, we will enter your survey ID number into a draw for one of ten \$100 Prezzy card prizes.

Are there any risks I should be aware of? No, we do not foresee any risks or harm (physical or psychological) to you that may result from taking part in this survey.

How were my name and address retrieved? We randomly selected your name from the New Zealand Electoral Rolls, which provided us with your contact details. The Electoral Rolls are offered to us under strict conditions for research purposes, according to Section 112 of the Electoral Act 1993. This method enables us to reach people from a wide range of backgrounds and be confident that our sample represents New Zealand adults. We will not use your details for any purposes other than to contact you regarding this research.

Will my participation be confidential? Yes. As university researchers, we depend on the trust and goodwill of research respondents. We take your right to privacy very seriously. Your name will not appear in any publications from this study. To ensure confidentiality, we store peoples' contact details in a password-protected file separately from their data. The questionnaire contains only an ID number, so the researcher entering your data will not know who you are. Upon receipt, the return envelope with your name and address will be shredded to ensure your confidentiality.

We will only link to your ID number to determine if you have responded and send you one follow-up invitation. We send a follow-up invitation to ensure everyone has the best chance of responding – this helps ensure our sample represents all New Zealanders. If the follow-up invitation arrives after you have responded, please ignore it as it likely crossed in the mail with your response. We will also link to your ID if you are a draw winner so we can send you a Prezzy card.

Why is my participation important? Your voice matters because it will contribute to accurate representation of Aotearoa's perspective as a society. Researchers and students will use the final data for scholarly publications, and policymakers may use it for decision-making. Internationally, the data will represent New Zealanders' attitudes and perceptions about family life and family-related services.

What if I can't participate or choose not to? Participation is voluntary, and you should not feel pressured to respond.

Can I withdraw myself after I have participated? Yes, you may withdraw from the study without needing to provide a reason. All you need to do is contact us by email or phone to let us know your decision, before 15 November 2023.

Who is conducting the survey? This survey is conducted by the University of Auckland through the Centre of Methods and Policy Application in the Social Sciences (COMPASS, <http://www.auckland.ac.nz/compassresearch>). The survey is funded by COMPASS Research Centre and the Public Policy Institute, University of Auckland, and the Centre for Governance and Public Policy, Griffith University, Australia. The researchers involved are Assoc. Prof. Barry Milne, Professor Jennifer Curtin, Dr Komathi Kolandai, Mr Martin von Randow, Mr Andrew Sporle (University of Auckland), and Assoc. Prof. Cosmo Howard (Griffith University, Australia).

What happens after the data have been collected? We will analyse the data, and findings may be published on our website, in science media platforms and/or academic journals, in forms where it is not possible to identify respondents. An anonymised dataset from this year's research will be stored on the International Social Survey Programme (ISSP) website (<http://www.issp.org>). International researchers may use the data to compare trends across different countries.

The ISSP will likely repeat this survey in the future (surveys are typically repeated every 10 years). If this is the case, New Zealand researchers could compare future findings with the 2023 data to determine differences in perceptions, attitudes, and experiences. More information about the ISSP, publications, and results from earlier studies may be found at <http://www.issp.org>.

Will I receive the study's results? If you would like a copy of the survey findings, you may register your contact details in a separate online portal. You will find instructions on how to do this at the end of the questionnaire.

Who should I contact if I have any questions about this research? You may contact us by email: socialattitudes@auckland.ac.nz and phone – Dr Suzanne Woodward is handling communications on +64 9 923 7969.

How do I agree to participate? We have provided all relevant information about this research in this sheet, and you can contact the researchers with any questions you may have before participating. By proceeding to complete the questionnaire either on paper or online, you are giving your consent to partake in this study.

Ethical approval

Approved by the University of Auckland Human Participants Ethics Committee (UAHPEC) on 17 July 2023 for 3 years. Reference Number: UAHPEC26248.

UAHPEC Chair contact details

For any queries regarding ethical concerns, you may contact:

The Chair, University of Auckland Human Participants Ethics Committee,

Office of Research Strategy and Integrity, University of Auckland, Private Bag 92019, Auckland 1142.

Telephone: +64 9 923 3711. Email: humanethics@auckland.ac.nz.

Academic Head contact details

Professor Robert Greenberg, Dean of Faculty of Arts, r.greenberg@auckland.ac.nz.

For all other enquiries about this survey, please email socialattitudes@auckland.ac.nz.