

## Gender Equality Survey - Survey Methodology

All Gender Attitudes Surveys (i.e. the baseline survey in 2017 and the surveys in 2019, 2021 and 2023) have been:

- Conducted online, with a base sample of n=1,000 New Zealanders aged 18 years and over, selected to be nationally representative of the population in demographic terms.
- A further 'booster' sample of Māori and Pasifika peoples has also been interviewed. The 'booster' sample is completed so that the results for Māori and Pasifika peoples can be examined with more confidence.
- The base and 'booster' samples are sourced from Rangahau Aotearoa Research New Zealand's online panel partner, Dynata ([www.dynata.com](http://www.dynata.com)).
- Post-interviewing, the datasets have been weighted to account for the over-sampling of Māori and Pasifika peoples. The weighting parameters are sourced from the most recent Census of Population & Dwellings.

## The 2023 Gender Attitudes Survey

The following methodological details relate specifically to the 2023 survey:

- The survey content is based on the content of the 2019 survey. The survey was codesigned between Rangahau Aotearoa Research New Zealand, the National Council of Women of New Zealand and Manatū Wāhine (the Ministry for Women).
- The survey interviewing was completed between 26 June and 07 July 2023.
- The 'booster' sample comprised n=250 Māori and Pasifika peoples. This resulted in total online responses being received from n=286 Māori and n=154 Pasifika peoples. As noted above, the survey results were weighted to account for the over-sampling of Māori and Pasifika peoples.
- Results based on the total weighted sample of n=1,250 are subject to a maximum margin of error of 3.0% (at the 95% confidence level). This means that had we found that 50% of the total sample of respondents believed that gender equality had for the most part been achieved in New Zealand, we could be 95% sure we would have got the same result had we interviewed everyone in the population who was eligible, give or take 3.0%.
- Higher margins of error apply in the case of Māori and Pasifika peoples; +/- 6.2% in the case of Māori and +/-8.4% in the case of Pasifika peoples. Consequently, the results for Pasifika peoples should be treated with caution.