

Gender Equality Survey - Survey Methodology

The baseline survey in 2017 and the surveys in 2019 and 2021 were:

- ◆ 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 was also interviewed online. The 'booster' sample was completed so that the results for Māori and Pasifika peoples could be examined with more confidence.
- ◆ The base and 'booster' samples were sourced from Research New Zealand's online panel partner, Dynata (www.dynata.com).
- ◆ Post-interviewing, the dataset was weighted to account for the over-sampling. The weighting parameters are sourced from the most recent Census of Population & Dwellings.

The 2021 survey

The following methodological details relate specifically to the 2021 survey:

- ◆ The survey was completed between 22 July and 03 August 2021.
- ◆ The 'booster' sample comprised n=250 Māori and Pasifika peoples. This resulted in total online responses being received from n=356 Māori and n=84 Pasifika peoples. 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; +/- 5.4% in the case of Māori and +/-11.1 in the case of Pasifika peoples. Consequently, the results for Pasifika peoples must be treated with caution.