

Appendix A: Sample details

This survey of New Zealand public attitudes to road safety is carried out annually. In the 2008 survey, 1650 New Zealanders aged 15 and over were interviewed face to face in their own homes in towns, cities and rural areas throughout the North and South Islands of New Zealand. Sampling and fieldwork for the survey was carried out by the National Research Bureau (NRB).

All people aged 15 years of age or more who are usually resident in permanent private dwellings were eligible for selection as respondents. A minimum of 100 adults was sampled in each of the 14 Local Government Regions (Tasman, Nelson and Marlborough were treated as one region for the purpose of this survey). Sampling was carried out at meshblock and dwelling level in such a way as to ensure an equal probability of selection for every permanent private dwelling in mainland New Zealand. Within each selected dwelling, one occupant was selected for interview according to a random selection scheme. Five interviews were carried out in each meshblock. Where no response could be obtained from a selected dwelling after four calls, another dwelling was substituted.

A response rate of 61% was obtained. Reasons for 'non-response' included refusals, households where no contact could be made after four attempts, households where no person spoke sufficient English to participate in the survey, and dwellings which were inaccessible because of security features or guard dogs.

Trained National Research Bureau staff conducted the interviews. Each interviewer's work was checked and audited by NRB supervisors.

Raw data were weighted by age group, region, gender and number of eligible respondents within the sampled dwelling, to adjust for any imbalances between the achieved sample and the population structure.

Sample sizes and weighting factors

Household size

Number of adults in household	Sample size	Weighted
1	392	175
2	888	802
3	211	288
4	112	249
5	30	79
6 or more	17	57
Total	1650	1650

Gender

Gender	Sample size	Weighted
Female	908	856
Male	742	794
Total	1650	1650

Age group

Age group	Sample	Weighted
15-19	104	174
20-24	84	123
25-29	97	112
30-34	265	293
35-49	311	329
50-59	260	231
60+	528	386
Unknown	1	1
Total	1650	1650

Region

Region	Sample	Weighted
Northland	100	59
Auckland	300	529
Waikato	100	154
Bay of Plenty	100	103
Gisborne	100	17
Hawke's Bay	100	59
Taranaki	100	43
Manawatu/Wanganui	100	91
Wellington	115	187
Nelson/Marlborough	100	54
West Coast	100	13
Canterbury	135	219
Otago	100	83
Southland	100	37
Total	1650	1650

Note: Rounded weights are shown. True weights used add to 1650.