



## METHODOLOGY REPORT

2009 Community Survey (Pilot)

IMMIGRATION SURVEY MONITORING PROGRAMME

IMSED Research  
Department of Labour

### **Acknowledgements**

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## **INTRODUCTION**

Understanding the economic and social outcomes of migrants contributes to the development of effective immigration policy and settlement services. The Community Survey is one of several surveys in the Immigration Survey Monitoring Programme designed to increase our understanding. The survey was piloted in 2009.

This report outlines the sampling methodology involved in the 2009 Community Survey (Pilot). The Community Survey will be repeated each year to measure changes over time and to respond to new information needs.

The Immigration Survey Monitoring Programme encompasses new migrants to New Zealand (temporary and permanent), employers, and the New Zealand public. Its purpose is to build an evidence base of information about migrants' settlement and labour market outcomes, employers' experiences with migrants, and community attitudes towards immigration and migrant integration.

## **SAMPLING DESIGN**

The 2009 Community Survey (Pilot) looks at community perceptions and attitudes towards immigrants, immigration, and Immigration New Zealand.

The target population for the 2009 Community Survey (Pilot) was people living in New Zealand aged 15 years and over, but who had not arrived in New Zealand in the last 12 months.

The survey population consisted of people listed on the Electoral Roll. An initial sample of 16,000 electors was selected and matched against the *White Pages*. Of this initial sample 7,134 were successfully matched and 18 were removed because they were duplicated in the sample, migrants, or known to live at the same physical address as another member of the sample.

From the remaining 7,116 electors, 6,000 were selected to participate in the main survey and 200 were selected for the pre-pilot survey.

## **QUESTIONNAIRE DEVELOPMENT**

The Department of Labour in consultation with Research New Zealand developed the initial questionnaire. Following consultation with stakeholders and pre-testing, a final questionnaire was developed to explore the public's views on immigration and the many different people who move to New Zealand from overseas. An outline of the final questionnaire is shown in Table 1.

**Table 1: Outline of questionnaire for the 2009 Community Survey (Pilot)**

<b>Section</b>	<b>Description</b>	<b>Type of information requested</b>
1	Qualifying demographics	Under 15 years and refused to answer age-group question not surveyed any further
2	Awareness and knowledge	Migrants and immigration
3	Welcoming	Welcoming communities
4	Discrimination	Level of discrimination against migrants
5	Personal views (media)	Perceptions towards migrants in the media
6	Contact and the community	Level of contact with migrants
7	Attitudes	Perceptions towards different types of migrants
8	Overall (view of migrants)	Personal views of migrants
9	Settlement	Who is responsible for successful migrant settlement
10	Immigration New Zealand	Perceptions of Immigration New Zealand
11	Demographics	General information about respondent

## **DATA COLLECTION PROCESS**

The pre-pilot survey was conducted by telephone on 9 September 2009. A total of 33 phone interviews were completed, at an average duration of 19 minutes.

Table 2 shows the dates for the main survey.

**Table 2: Key dates for the 2009 Community Survey (Pilot)**

<b>Date</b>	<b>Task</b>
17 September 2009	Pre-notification letters mailed out
21 September 2009	Telephone component begins
9 October 2009	Final telephone interview

The pre-notification letters provided basic information about the survey, as well as instructions for accessing and completing the survey online.

The telephone component of the 2009 Community Survey (Pilot) was in the field for 19 days, with an average interview duration of 16 minutes.

At the end of the fieldwork, 542 people completed the survey online and 750 people were interviewed by telephone.

## **DATA ISSUES**

The characteristics of respondents from the 2009 Community Survey (Pilot) are shown in Table 3 and compared with the results from the 2006 Census of Population and Dwellings.

The results indicate biases against males, young adults, Māori, and Asian and Pacific peoples.

**Table 3: Characteristics of respondents from the 2009 Community Survey (Pilot)**

<b>Subgroups</b>	<b>Number of respondents</b>	<b>Percentage of respondents (%)</b>	<b>Percentage of subgroup 2006 Census (%)</b>
<i>Sex</i>			
Male	550	43	48
Female	742	57	52
<i>Ethnicity <sup>(1)</sup></i>			
New Zealand European	1,077	83	61
Māori	72	6	11
Pacific people	20	2	6
Asian people	60	5	10
Other	138	11	15
<i>Age group</i>			
15–19years	39	3	9
20–29 years	91	7	17
30–39 years	189	15	18
40–49 years	295	23	19
50–59 years	334	26	15
60–69 years	304	24	11
70 years and above	40	3	11

Note: (1) Respondents can identify with more than one ethnicity.

Source: Immigration Survey Monitoring Programme, 2009 Community Survey (Pilot).

Respondents to the 2009 Community Survey (Pilot) are more likely than the total population to be:

- female (57% compared with 52%)
- New Zealand European (83% compared with 61%)
- aged 50–69 years (50% compared with 26%).

Respondents to the 2009 Community Survey (Pilot) are less likely to be Māori (6% compared with 11%).

Biases on other respondent characteristics may also exist.

The 2009 Community Survey (Pilot) achieved a response rate of 22 percent. Given the low response rate and the biases shown in Table 3, it is advisable to treat the results with caution and restrict any conclusions from the survey to the respondents only.

