

Appendix: The 2020 New Zealand Election Study

The 2020 New Zealand Election Study (NZES) was run after the 2020 general election on 17 October, which had been delayed due to a Covid-19 lockdown in Auckland. Data collection was run through the Public Policy Institute at the University of Auckland. Participants were sent a \$20 grocery voucher as thanks for their efforts. The 2020 NZES was funded by Victoria University of Wellington, the New Zealand Electoral Commission, the University of Auckland, and Otago University. The 2020 NZES frequency tables, weighted by Māori/general electorates, age, gender, highest educational qualification, party vote, and turnout, are available from: www.jackvowles.com/2020Frequencies.html.

A new sample was taken from the electoral rolls that contained the names of 94.1 per cent of those eligible to vote by age according to Statistics New Zealand, less about 0.6 per cent whose names were on the confidential roll. The writ day roll as of one month before the election was first sampled. Several additional names were sampled from the final roll from those who had been added during the campaign. The text of the questionnaire can be found at: bpb-ap-se2.wpmucdn.com/blogs.auckland.ac.nz/dist/e/716/files/2021/12/NZES-2020-Final.pdf.

The new sample was segmented into those of Māori and non-Māori descent, and between those aged 18–31 and those aged 31 and above using the five-year age bands provided in the electronic roll. Both those of Māori descent and those aged 18–29 were oversampled. Those of Māori descent were oversampled to deliver a sufficiently large sample for separate analysis. Those aged 18–31 were oversampled to compensate for an expected lower response rate from that group.

Participants in 2017 who had agreed to be recontacted to participate in 2020 were also matched to the new roll and formed part of the 2020 sample.

All prospective participants were sent a hardcopy questionnaire by mail, except 500 non-Māori from the new sample who were encouraged to participate online only. If they had not responded after three weeks, they were sent a hardcopy questionnaire like other participants, who also received a second questionnaire at the same time. This ‘push to web’ experiment had the effect of slightly reducing the response rate among those aged 31 and over, but there was no difference among those aged 18–31 between being pushed to the web and not pushed to the web. The questionnaire was available online in English, te reo Māori, and Chinese.

Those of Māori descent were split, with half receiving an additional information letter in te reo Māori and the other half only the English version. Those receiving the te reo version had a slightly higher response rate, but the difference was not statistically significant.

The response rate for the 2020–17 panellists was 62 per cent. Weighting the component group response rates by their proportions of the sample, the overall response rate for the new sample was 32.3 per cent. The total sample was 3,730, including 1,246 of Māori descent, some of whom came from the 2017 panel. For most analyses, a sampling weight was applied to correct for the oversampling, adjusting first for age, gender, and Māori descent to match the distribution in the roll, and then for party vote/nonvote and education, the latter by iterative weights on the party vote and education margins.

This text is taken from *A Team of Five Million?: The 2020 'Covid-19' New Zealand General Election*, edited by Jennifer Curtin, Lara Greaves and Jack Vowles, published 2024 by ANU Press, The Australian National University, Canberra, Australia.