

Response rate tables from:

Robertson, A., & Sibley, C. G. (in press). Research sampling: a pragmatic approach. In P. Brough & S. Occhipinti (Eds.), *Research methods for applied psychologists: design, analysis and reporting*. Routledge.

**Table 4.** Differential rates of response for age and regional deprivation in a random postal survey

	Response Rate	Total N
<b>Age categories</b>		
Age 18-25	16.1%	1,152
Age 26-35	11.6%	3,924
Age 36-45	14.6%	4,610
Age 46-55	16.3%	5,179
Age 56-65	19.5%	4,194
Age 66 and over	18.3%	5,941
Total	16.2%	25,000
<b>Regional Deprivation</b>		
1 - lowest deprivation	19.5%	2,654
2	18.0%	2,646
3	16.7%	2,454
4	17.0%	2,336
5	17.6%	2,347
6	16.8%	2,361
7	16.3%	2,206
8	14.4%	2,182
9	13.0%	2,089
10 - highest deprivation	12.1%	2,006
Residual/Missing	15.2%	1,719
Total	16.2%	25,000

Note. These data are based on the first random postal sample from the *New Zealand Attitudes and Values Study* collected in 2009. The sample frame was 25,000 registered voters in New Zealand, randomly selected from the New Zealand electoral roll.

**Table 5.** Differential rates of response for title/prefix and occupation in a random postal survey

	Response Rate	Total N
<b>Title</b>		
Dr	23.1%	121
Miss	15.7%	3,319
Mr	13.4%	10,051
Mrs	18.8%	6,028
Ms	20.7%	1,778
Residual/Missing	18.0%	3,703
Total	16.2%	25,000
<b>Occupation</b>		
Managers	18.3%	2,703
Professionals	23.9%	3,975
Technicians and Trades Workers	14.6%	1,908
Community and Personal Service Workers	17.3%	949
Clerical and Administrative Workers	21.1%	1,452
Sales Workers	16.6%	950
Machinery Operators and Drivers	13.6%	619
Labourers	12.8%	1,229
Residual/Uncoded	13.1%	11,215
Total	16.2%	25,000

Note. These data are based on the first random postal sample from the *New Zealand Attitudes and Values Study* collected in 2009. The sample frame was 25,000 registered voters in New Zealand, randomly selected from the New Zealand electoral roll.