

TECHNICAL REPORT | 10 March 2011

REPORT ON Methodology – State Services Integrity and Conduct Survey 2010 (#4035)
PREPARED FOR State Services Commission
PREPARED BY Research New Zealand

Technical Report

This report details the methodology of the State Services Integrity and Conduct Survey 2010. It is intended as a supplement to the main report for this Survey and covers the following:

- ◆ Questionnaire redevelopment.
- ◆ Sampling.
- ◆ Survey pre-testing and piloting with selected agencies.
- ◆ Fieldwork for the pilot and main survey.
- ◆ Editing and data processing.
- ◆ Response rate.
- ◆ Weighting and analysis.
- ◆ Appendix A: Invitation and reminder emails/letters.
- ◆ Appendix B: IT pre-testing email.



Questionnaire redevelopment

The questionnaire for the Integrity and Conduct Survey 2010 was substantively the same as that used for the 2007 survey, and was comprised of 55 questions (85 when sub-questions are taken into account). A small number of changes were made by the Project Team at the State Services Commission (SSC) in consultation with Research New Zealand. These were mainly to the instructions given before questions.

Changes to the questionnaire were as follows:

- ◆ In the introduction text for the survey: Slight changes were made, reflecting that Research New Zealand was conducting the survey. For paper-based respondents, the instructions for how to complete the survey were updated, reflecting that the completed questionnaires would be hand read, rather than machine read.
- ◆ At Q3, the second sentence, 'Would you say the training was very useful, somewhat useful, or not very useful' was removed.
- ◆ The instruction before Q9 was changed from, 'For each of the following statements, please tell us whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the statement:' to 'For each of the following statements, please indicate the extent to which you agree or disagree.'
 - ◆ The 2010 statement was repeated before Q11 and Q14 (the original statement was only given once before Q9 in 2007).
- ◆ The same change was made to the statement before Q31.
- ◆ The statement before Q18, 'The next several questions are about the standards of integrity and conduct in your organisation' was removed for the 2010 survey.
- ◆ At Q47 and Q49, the 'Don't know' option was removed.
- ◆ For the question, 'Where do you work' (Q51), respondents from DHBs and the Police were given slightly different categories to choose from in 2010. Their responses were then coded back to the main list at the analysis stage (given in brackets in the list below). This substantially reduced the proportion of respondents selecting 'Other' at this question, and means that results for this particular question are difficult to compare against 2007.
 - ◆ For DHBs the categories were:
 - ◆ DHB headquarters/Main hospital (coded back to National office).
 - ◆ Secondary or rural hospital (coded back to Regional office).
 - ◆ Non-hospital facility (coded back to Local branch office).



- ◆ For Police, the options were:
 - ◆ National headquarters (coded back to coded back to National office).
 - ◆ District headquarters (coded back to 'Regional headquarters').
 - ◆ Area headquarters (coded back to 'Local branch office').
 - ◆ Station (coded back to 'Satellite office').

- ◆ At the ethnicity question (Q55), respondents were given the option of selecting 'Would rather not say'.

- ◆ For the paper-based survey, the layout and general visual appearance of the survey was changed from 2007, bringing it into line with the Research New Zealand style. The order of response categories and scales were kept identical to 2007, though some scales were presented horizontally in 2010, rather than vertically.

- ◆ Also, the instructions, 'Tick one' or 'Tick as many as apply' were added to relevant questions to guide the respondent.



Sampling

The sampling for the Integrity and Conduct survey was undertaken by the State Services Commission and the contact details of selected participants were provided to Research New Zealand. Forty-one of the 136 State sector organisations were randomly selected to take part in the survey¹.

To sample the 41 agencies, State Services Commission stratified them by the type of agency (Public Service Department, Crown Agent, Crown Agents-DHB, or ACE, ICE and CE Company) and by their size (large, medium, or small), then randomly selected a pre-determined number of agencies of each type and size.

The four types of agencies are Public Service Departments, Crown Agents, Crown Agents–District Health Boards (DHBs), and ACE, ICE & CE Companies (Autonomous Crown Entity Companies, Independent Crown Entity Companies, and Crown Entity Companies).

Three size categories were created based on estimates of the number of full time equivalent (fte) employees in each agency. The “small” category contained those agencies with fewer than 100 employees; the “medium” category contained those agencies with between 100 to 1000 employees; and the “large” category contained those agencies with 1000 or more employees.

Table 1 shows the number of each type of agency selected, and the fraction of staff selected within each agency.

Table 1: Sampling of agencies and sampling of staff within agencies

Agency type	Number of agencies selected	Fraction of staff selected within each agency [^]
Large Public Sector Departments	11 out of 11	1/20
Medium Public Sector Departments	4 out of 19	1/5
Small Public Sector Departments	2 out of 5	All
Large Crown Agents	4 out of 4	1/10
Medium Crown Agents	3 out of 10	1/5
Small Crown Agents	1 out of 11	All
Large Crown Agents-DHBs	7 out of 14*	1/20
Medium Crown Agents-DHBs	2 out of 7	1/5
Large ACE, ICE, and CE Companies	1 out of 1	1/10
Medium ACE, ICE, and CE Companies	4 out of 8	1/2
Small ACE, ICE, and CE Companies	3 out of 46	All

[^]Where an agency required an individual report, staff were oversampled up to a maximum n=1,000.

*Because Canterbury DHB declined the invitation to participate, only six large DHBs were included in the sample.

¹ Originally, 42 agencies were selected to take part. This was reduced to 41 due to the non-participation of Canterbury District Health Board.



Sample composition

Table 2 to Table 5 show the agencies selected to take part in the 2010 survey. Note that three agencies (Police, Ministry of Fisheries, and State Services Commission) 'opted-in' to the survey and were not initially selected to take part (shown in Table 6). Results for these agencies do not contribute to the overall results of the survey.

Also, note that Canterbury DHB and Wairarapa DHB were initially selected to take part in the survey, but declined. Canterbury DHB was not replaced in the sample, but Wairarapa DHB was replaced with Southland DHB.

Fifteen agencies elected to receive individual reports, and their sample size was consequently boosted to allow for greater confidence in the analysis of their results.

Table 2: Selected Public Sector Departments

	FTEs	Number of staff sampled
Large Public Sector Departments		
Department of Internal Affairs	1,551	771 [^]
Customs	1,266	62
Department of Conservation	2,455	949 [^]
Department of Labour	2,270	1,000 [^]
Ministry of Social Development	9,517	999 [^]
Ministry of Agriculture & Forestry	1,353	677 [^]
Ministry of Education	3,134	1,060 [^]
Department of Corrections	7,777	388
Ministry of Justice	3,392	999 [^]
Ministry of Health	1,399	699 [^]
Inland Revenue Department	6,265	992 [^]
Medium Public Sector Departments		
Archives New Zealand	142	147 [^]
Ministry of Foreign Affairs & Trade	906	181
Crown Law Office	202	40
Ministry of Transport	182	37
Small Public Sector Departments		
Ministry of Defence	66	66
Serious Fraud Office	30	30

[^]These agencies required an individual report, and therefore the number of staff sampled was increased up to a maximum n=1,000.



Table 3: Selected Crown Agents

	FTEs	Number of staff sampled
Large Crown Agents		
Accident Compensation Corporation	2,816	281
NZ Transport Agency	1,368	685 [^]
Housing NZ Corporation	1,143	572 [^]
NZ Fire Service Commission	2,726	268
Medium Crown Agents		
Energy Efficiency and Conservation Authority	117	24
Legal Services Agency	278	56
NZ Qualifications Authority	414	83
Small Crown Agents		
NZ Antarctic Institute	41	41

[^]These agencies required an individual report, and therefore the number of staff sampled was increased up to a maximum n=1,000.

Table 4: Selected Crown Agent DHBs

	FTEs	Number of staff sampled
Large Crown Agents-DHBs		
Waitemata District Health Board	6,576	242
Otago District Health Board	3,101	155
MidCentral District Health Board	2,637	132
Capital and Coast District Health Board	5,155	258
Taranaki District Health Board	1,422	71
Northland District Health Board	2,585	130
Medium Crown Agents-DHBs		
West Coast District Health Board	715	123
Southland District Health Board	1,447	290



Table 5: Selected ACE, ICE, and CE Companies

	FTEs	Number of staff sampled
Large ACE, ICE, and CE Companies		
Television New Zealand Limited	1,162	116
Medium ACE, ICE, and CE Companies		
NZ Symphony Orchestra	107	54
NZ Lotteries Commission	99	50
Commerce Commission	181	91
Radio New Zealand Limited	312	156
Small ACE, ICE, and CE Companies		
Auckland Region Resident Medical Officer Services	33	33
NZ Artificial Limb Board	50	50
Standards New Zealand	44	44

Table 6: Agencies outside the sample that opted to take part

	FTEs	Number of staff sampled
New Zealand Police	12,146	999
State Services Commission	165	165
Ministry of Fisheries	438	400

A total sample of n=13,102 respondents were randomly sampled from databases of State services employees from each of the selected agencies. Another n=1,564 State servants were selected from the three 'opt-in' agencies, giving a total of n=14,666 State servants selected to take part in the 2010 Integrity and Conduct survey.



Survey pre-testing with selected agencies

Before starting the piloting, SSC contacted IT representatives from each selected agency to communicate the requirements for participants to access the online version of the survey.

Appendix B shows the email sent to IT representatives from each agency. Each representative was sent a unique link to the survey, and asked to verify their ability to access the webpage. The IT representatives were also asked to ensure that access to the website could occur across their entire agency, for example by adding the webpage to their list of 'safe' sites, or adding exceptions for particular user-groups.

They were also instructed to ensure that all staff could access the Research New Zealand survey website <https://survey.researchnz.com> and all sub-domains (the actual survey web page was <https://survey.researchnz.com/mrWeb/mrWeb.dll?I.Project=W4035>), as well as the link www.researchnz.com/SSCsurvey (this link redirected respondents to the survey webpage above).

This last link was set up for State servants who received the paper version of the survey, to make it easy for them to access the online version of the survey, if they wished to complete it that way. It was also used by staff within certain agencies who could not access the internet from their normal work stations (see the next section – Fieldwork for the pilot and main survey).

The response to this pre-testing was monitored by Research New Zealand, and the names of non-responding agencies were passed back to the State Services Commission for follow-up. The pre-testing identified two agencies where the normal survey process would not be possible: The Ministry of Foreign Affairs and Trade (MFAT), and the Ministry of Defence (Defence).

For both of these agencies, it was not possible for respondents to click on an email link to access the Internet (and for MFAT, Internet access was not available at the same terminal as email access). This necessitated an alternative approach for accessing the survey for these two agencies, detailed in the next section.



Fieldwork for the pilot and main survey

Table 7 shows the timing of key fieldwork activities for the 2010 Integrity and Conduct survey. The main survey period ran for three weeks from Tuesday 9 March until Tuesday 30 March 2010 (late responses were accepted for another week after this date).

Table 7: Timing of fieldwork activities

	Date completed	Involvement
Liaison with IT departments in selected agencies	29 Jan 2010	SSC
Piloting of on-line survey with selection of respondents from each agency (cut off once sample achieved)	16 – 23 Feb 2010	Research New Zealand
Pre-survey publicity	25 Feb 2010	SSC/Selected Agencies
Piloting debrief memo	26 Feb 2010	Research New Zealand
Sample cleaning	26 Feb 2010	Research New Zealand
Sending of paper questionnaire with cover letters and reply-paid envelopes	5 Mar 2010	Research New Zealand
Invitation email sent to main sample	9 Mar 2010	Research New Zealand
1 st reminder letter/email sent to respondents	17 Mar 2010	Research New Zealand
2 nd reminder email sent to respondents	29 Mar 2010	Research New Zealand
Close-off of survey (publicised)	30 Mar 2010	Research New Zealand
Close-off of survey (actual)	6 Apr 2010	Research New Zealand

Piloting

The purpose of the Pilot was to simulate the survey process with a small number of respondents from each agency. A sample of n=5 respondents from each agency (n=220 in total) were randomly sampled from the main sample database. Only respondents with available email addresses were selected for the Pilot.

The Pilot survey commenced on Tuesday 16 February 2010, and ran for one week until close of business on Tuesday 23 February. Respondents were invited to participate via an email from Research New Zealand (in the week prior to the Pilot, agencies were also asked to publicise the upcoming pilot survey with staff). The initial email was followed up on Friday 19 February with the first reminder, and again on the close-off day with a final appeal to participate.

One of four versions of the email was sent to each respondent, depending on the agency (these differences also applied to the two reminder emails):

1. **Defence** respondents' email instructed them to manually enter the survey web address and their unique ID and password into their Internet browser.
2. **MFAT** respondents' email was the same as for Defence, with the addition of an instruction to access the survey web page using a link in their 'Favourites' on their Desktop Internet.



3. **State Services Commission, Police, and Ministry of Fisheries** respondents received an email with a unique clickable link to the survey webpage. They also had a sentence omitted saying that the survey results would be compared with those from 2007 (reflecting that these agencies have opted-in to the Survey and are not in the Main Survey sample).
4. **Respondents from all other agencies**² received an email with a unique clickable link for them to access the survey.

Fieldwork for the main survey

Fieldwork for the main survey commenced on Friday 5 March, with the sending of postal survey packs to the n=467 State servants in the sample without email addresses. Each postal survey pack contained an introductory letter from Research New Zealand, a copy of the questionnaire for them to complete, and a reply-paid envelope. The letter contained instructions for how to complete the survey online.

On Tuesday 9 March, an invitation email was sent to each of the n=13,979 State servants in the main sample with email addresses. As with the pilot survey, the email sent varied, depending on the agency:

1. **Defence** respondents' email instructed them to manually enter the survey web address and their unique ID and password into their Internet browser.
2. **MFAT** respondents' email was the same as for Defence, with the addition of an instruction to access the survey web page using a link in their 'Favourites' on their Desktop Internet.
3. **Respondents from all other agencies (including State Services Commission, Police, and Ministry of Fisheries)** received an email with a unique clickable link for them to access the survey.

Note that for the main survey, respondents from State Services Commission, Police, and Ministry of Fisheries received the same email as 'Other' agencies. A copy of the email sent to the bulk of the agencies can be found in Appendix A.

After one week (Wednesday 17 March), those respondents who had not completed the survey were sent a reminder email. For the first reminder email, several agencies received tailored correspondence, due to small issues that arose in the first week of the main survey:

1. **Defence and MFAT** had the same special instructions as for the initial invitation email.

² The other agencies are: Archives New Zealand, Artificial limb board, Corrections, Department of Labour, Housing New Zealand, Inland Revenue Department, NZ Symphony Orchestra, NZ Transport Agency, Radio NZ, Standards NZ, Ministry of Agriculture and Forestry, Ministry of Health, Taranaki DHB, Accident Compensation Corporation, Antarctica NZ, Auckland Region Resident Medical Officer Services, Capital and Coast DHB, Commerce Commission, Conservation Department, Crown Law, Customs, Department of Internal Affairs, Energy Efficiency and Conservation Authority, NZ Fire Service, Ministry of Justice, Legal Services Agency, Mid Central DHB, Ministry of Education, Ministry of Transport, Ministry of Social Development, Northland DHB, NZ Lotteries, NZQA, Otago DHB, Southland DHB, Serious Fraud Office, TVNZ, Waitemata DHB, West Coast DHB.



2. **Corrections, DIA, and MAF** received an email with the following additional sentence, added after the survey link, “If you are unable to access the survey link because of internet restrictions, please either forward the survey link to your home address or reply to this email to request a paper version of the survey”. This was because a number of staff from these agencies made contact in the first week saying they were unable to access the online survey at their workplace.
3. Because some **Housing New Zealand** staff were unable to click on the link in the email (they had to copy and paste it into their browser instead), their email was modified slightly to read, “However, if clicking on the link does not work, just copy and paste the link below into your internet browser”.
4. It was identified in the first week that some **MSD** staff were unable to access the survey due to Internet usage restrictions (these were primarily staff in service centres and call centres). Access for the affected staff was resolved, however many staff had already tried unsuccessfully to access the survey. For this reason, the following instruction was added to the email for MSD, “If you were unable to access the survey last week because of internet restrictions, please try again now, as this issue has been resolved. However, if the survey website still shows “forbidden” for you, please immediately reply to this email advising us of the problem”.

Similarly, for the second reminder email (sent on 29 March, one day before the publicised survey close off date), two special emails were developed because of access problems experienced by some respondents:

5. Due to ongoing problems for some **Corrections** staff, the following paragraph was added after the survey link, “If you are unable to access the survey, please contact [IT contact] in your IT department ([\[IT_contact\]@Corrections.govt.nz](mailto:[IT_contact]@Corrections.govt.nz), telephone [telephone number] ext. [extension number]). He will make the necessary changes to your system to allow you to complete the survey”.
6. **Housing New Zealand** staff again received the instruction, “However, if clicking on the link does not work, just copy and paste the link below into your internet browser”.

The publicised survey close off date was close of business on Tuesday 30 March 2010. However, late responses were accepted for another week, until Tuesday 6 April.



Enquiries from respondents

The special emails detailed above were developed as a result of enquiries from respondents. A total of 381 emails with enquiries were received from respondents during the main survey, with the bulk of these (234) coming after the initial email. This excludes out of office emails and emails where respondents were refusing to take part. An 0800 number was also available for respondents who wanted to make an enquiry over the phone. Most enquiries were for one of nine reasons:

1. **Access problems (38 percent of enquiries).** Where a respondent was unable to access the online survey they were offered the opportunity to complete it on paper (we offered to send them a questionnaire in the post with a reply paid envelope or to email them a PDF copy for them to print, complete, and send back). Twenty-eight individuals received a PDF copy in this manner and three received postal surveys.
2. **Respondents saying they have already completed the survey or plan to do so (25 percent).** After the two reminder emails, a number of respondents contacted to say they had just taken part. The reminder sample was drawn at 8:30AM on the day of the reminder and the reminder emails were sent between 10:00AM and 11:00AM, and these respondents completed the survey in the intervening period. Sending the reminder also prompted some to say they were planning on completing the survey before the deadline (these respondents were not sent the second reminder email).
3. **Respondents saying they were not prompted to enter their username and password. (five percent)** The links sent to the majority of respondents had their unique survey ID and password embedded in the end, meaning that respondents did not need to enter this information. The instruction in the email read, "To take part in the survey, just click on the link below, and if prompted, type in your unique ID and password", and consequently some respondents contacted Research New Zealand asking why they were not prompted.
4. **Disclosures (four percent)** about integrity and conduct issues within their agency, or general comments about integrity and conduct issues within the State Sector. In such cases, respondents were asked for their permission to anonymously forward the comments on to the SSC. They were also given the contact details of the person within SSC tasked with handling such enquiries.
5. **Questioning whether the survey is voluntary or compulsory (four percent).** These respondents were informed that the survey was voluntary.
6. **Enquiries asking when results will be released and where they will be published (four percent).** These respondents were told that results will be published by SSC via <http://www.ssc.govt.nz/integrityandconduct>.
7. **Comments on question wording (three percent).** These respondents were thanked for their feedback on the questionnaire and informed that their comments would be passed back to SCC anonymously.



8. **Enquiries about the legitimacy of the survey (three percent).** Agencies were supposed to pre-notify their staff in the week before the survey started, by publicising the survey through their normal communication channels (such as on their intranet home page or through a newsletter). Where this did not happen, staff were more likely to enquire about the survey.
9. **Enquiries about confidentiality and anonymity (two percent).** Because of the sensitive nature of the survey subject matter, a number of State servants asked about the use/storage of the survey data, or about where the sample came from (i.e. how we got their name/email). Respondents concerned about the ID number associated with their survey response were informed that the ID is only to track response (for the purpose of sending reminders), to ensure that only those invited to take part can do so, and to ensure that a selected respondent can only complete the survey once.

Those asking about the confidentiality of their response were informed that Research New Zealand operates under the Code of Practice of the Market Research Society of New Zealand, that all reporting would be at an aggregate level (i.e. percentages), and that no one outside of the project team at Research New Zealand would ever have access to individual survey responses.

10. **Other enquiries (12 percent).**



Response rate

A total of n=8,238 completed surveys were received from State servants from selected agencies during the survey period, representing a response rate of 65.3 percent (compared with 60 percent in 2007). Another n=1,007 completed responses were received from State servants from 'opt-in' agencies (a response rate for this group of 64.7 percent). The overall response rate, including all respondents, was 65.2 percent. These figures include n=160 responses received during the pilot survey. On average, State servants took just over 12 minutes to complete the survey.

The response to the survey varied considerably across different agencies (Table 8), by agency type (Table 9), and by survey method (Table 10):

- ◆ The agencies with the highest response rate were the EECA (95.8 percent) and NZ lotteries (90 percent), while the lowest came from West Coast DHB (29.4 percent), and Capital and Coast DHB (30 percent).
- ◆ The agency type with the highest average response rate was Crown Agents (70.1 percent), and lowest was DHBs (38.5 percent).
- ◆ The pilot survey had a higher response rate (72.7 percent) than those emailed in the main survey (65.4 percent) or those sent paper questionnaires (39.7 percent).

Figure 1 on page 17 shows the response progress over the three week survey period, and includes the responses received during the pilot and in the week after the survey close-off.



Table 8: Response rate by agency

	Outcome				Total	Response rate	Agency rank
	Did not complete	Complete	Bounced/return to sender	Refused			
ACC	84	195	0	0	281	69.9%	17
Antarctica New Zealand	5	36	0	0	41	87.8%	3
Archives New Zealand	21	123	0	1	147	84.8%	4
Artificial Limb Board	10	40	0	0	50	80.0%	7
Auckland Region Resident Medical Officer Services	12	21	0	0	33	63.6%	27
Capital & Coast DHB	161	71	24	1	258	30.5%	43
Commerce Commission	19	67	1	0	91	77.9%	9
Conservation	328	603	5	1	949	64.7%	25
Corrections	156	223	6	0	388	58.8%	31
Crown Law	10	27	0	0	40	73.0%	15
Customs	22	39	0	0	62	63.9%	26
Department of Internal Affairs	271	474	18	3	771	63.4%	28
Department of Labour	173	760	41	3	1,000	81.2%	5
EECA	1	23	0	0	24	95.8%	1
Fire Service	173	89	3	0	268	34.0%	42
Fisheries	99	295	2	0	400	74.9%	12
Housing New Zealand	110	461	1	0	572	80.7%	6
IRD	284	655	33	3	992	69.5%	18
Justice	279	634	60	9	999	68.8%	21
Legal Services Agency	22	32	0	1	56	58.2%	33
Mid Central DHB	67	63	2	0	132	48.5%	37
Ministry of Agriculture & Forestry	227	428	11	1	677	65.2%	24
Ministry of Defence	28	35	2	0	66	55.6%	34
Ministry of Education	380	585	90	2	1,060	60.5%	30
Ministry of Foreign Affairs and Trade	53	122	2	1	181	69.3%	19
Ministry of Health	175	509	1	1	699	74.3%	13
Ministry of Social Development	320	661	2	4	999	67.1%	23
Ministry of Transport	10	27	0	0	37	73.0%	15
Northland DHB	75	49	4	1	130	39.2%	39



Table 8: Response rate by agency (Cont.)

	Outcome						Response rate	Agency rank
	Did not complete	Complete	Bounced/return to sender	Refused	Out of office/leave	Total		
NZ Lotteries	5	45	0	0	0	50	90.0%	2
NZQA	23	54	4	1	1	83	69.2%	20
NZSO	17	36	1	0	0	54	67.9%	22
NZTA	171	501	5	3	5	685	74.2%	14
Otago DHB	95	59	0	0	1	155	38.3%	40
Police	414	585	0	0	0	999	58.6%	32
Radio NZ	59	97	0	0	0	156	62.2%	29
Serious Fraud Office	7	23	0	0	0	30	76.7%	11
Southland DHB	183	96	9	2	0	290	34.2%	41
Standards NZ	10	33	1	0	0	44	76.7%	10
State Services Commission	35	127	0	1	2	165	77.9%	8
Taranaki DHB	33	36	0	0	2	71	52.2%	36
TVNZ	54	62	0	0	0	116	53.4%	35
Waitemata DHB	121	109	7	3	2	242	46.8%	38
West Coast DHB	84	35	1	0	3	123	29.4%	44
Total	4,886	9,245	336	42	157	14,666	65.2%	

Table 9: Response rate by agency type

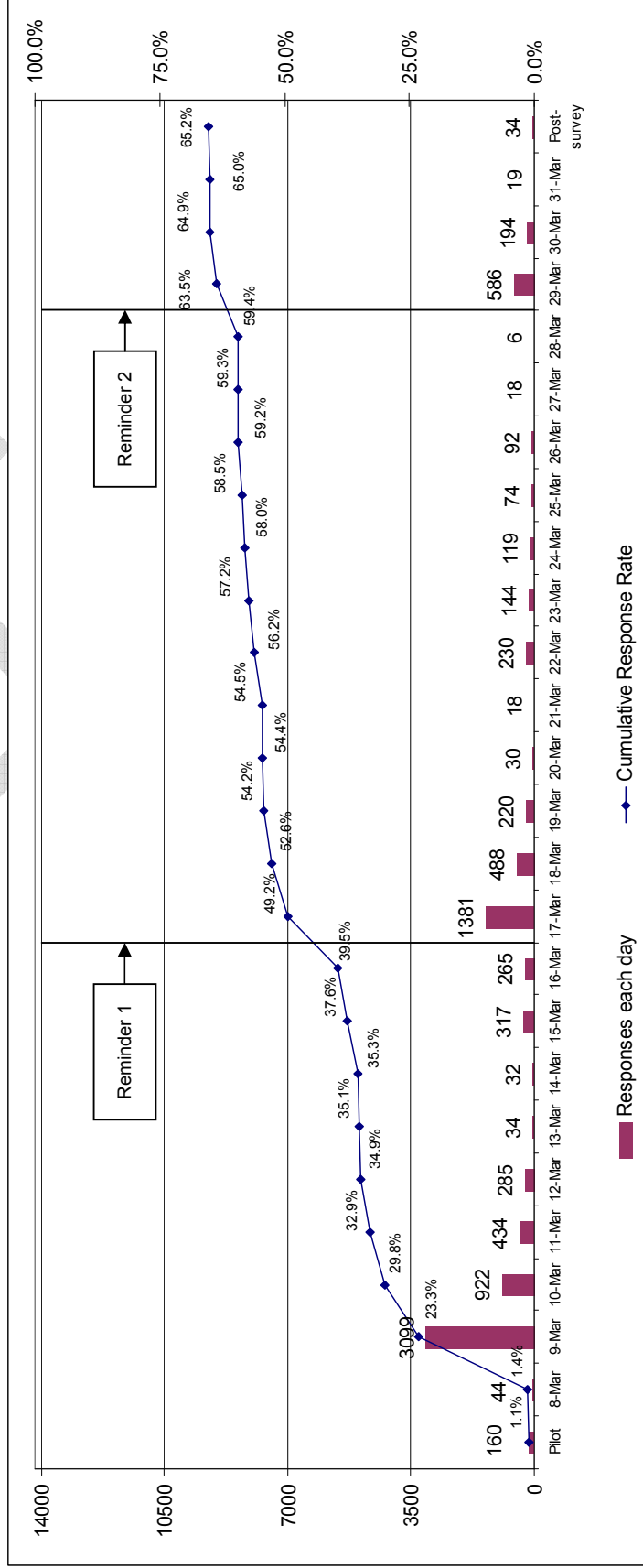
	Outcome						Response rate	Agency type rank
	Did not complete	Complete	Bounced/return to sender	Refused	Out of office/leave	Total		
Public Service Dept.	2,744	5,928	271	29	125	9,097	68.1%	3
Crown Agents	589	1,391	13	5	12	2,010	70.1%	1
Crown Agents - DHBs	819	518	47	7	10	1,401	38.5%	5
ACE, ICE, & CE Companies	186	401	3	0	4	594	68.3%	2
Not in main sample	548	1,007	2	1	6	1,564	64.7%	4
Total (excluding agencies not in main sample)	4,338	8,238	334	41	151	13,102	65.3%	
Total (including agencies not in main sample)	4,886	9,245	336	42	157	14,666	65.2%	



Table 10: Response rate by survey method

	Did not complete			Outcome			Total	Response rate	Survey method rank
	Complete	Bounced/return to sender	Refused	Out of office/leave					
Email	4,636	8,950	42	157	13,979	65.7%	2		
Pilot (all email)	59	160	0	0	220	73.1%	1		
Postal	191	135	0	0	467	41.4%	3		
Total	4,886	9,245	42	157	14,666	65.2%			

Figure 1: Response progress over the course of the 2010 Integrity and Conduct Survey





Weighting and analysis

The results for the total sample have been weighted according to a weighting scheme developed by SSC. The weighting scheme is the same as that used in 2007.

The survey was weighted to correct for differences between the final sample of State servants and the total population of State servants. For example, because of the sampling scheme and differing response rates across agencies, the final sample over-represented State servants from large Public Sector Departments and under-represented those from DHBs.

An individual State servant's weight was calculated as follows:

$$Weight = \left(\left(\frac{A}{B} \right) \times \left(\frac{C}{D} \right) \right) \times \left(\frac{1}{R} \right)$$

Where:

A = The number of agencies within each cell

B = The number of agencies selected from the cell

C = Number of staff within an agency

D = Number of staff selected within an agency

R = The response rate for an agency

This weight was then scaled to the final sample size of n=8238.

Please see the 2007 Technical Report for further detail.

The effect of the weighting on the sample composition is shown below in Table 11.

Table 11: Effect of weighting on sample composition

	Actual percentage (Unweighted)	Percentage after weight applied
Base =	8238	8238
	%	%
Public Service Dept.	72	43
Crown Agents	17	10
Crown Agents - DHBs	6	42
ACE, ICE, & CE Companies	5	4
Total	100	100

Total may not sum to 100% due to rounding.



Appendix A: Invitation and reminder emails/letters

On the following pages are the cover letters and emails sent to respondents for the main survey.



Cover letter sent with postal survey (sent on Research New Zealand letterhead)

5 March 2010

«Full_Name»
«Organisation»
«Address_1»
«Address_2»
«Address_3»
«Address_4»

Dear «Full_Name»

Your organisation is one of 44 State Services agencies taking part in the State Services Integrity and Conduct Survey 2010, and you are invited to participate. An independent research company, Research New Zealand, has been contracted to carry out this survey on behalf of the State Services Commission.

How to take part in the survey

This is a brief survey which should only take 10 minutes to complete. Just complete and return the enclosed questionnaire in the Freepost envelope provided by **30 March 2010**.

Alternatively, if you have internet access you may wish to complete the survey online. To access the survey online, go to the website below and type in your unique ID and password.

Website: <http://www.researchnz.com/integritysurvey>

ID: «IDNO»

Password: «Password»

What the survey is about

The survey measures State Servants' perceptions of integrity and conduct across the State Services. High standards of integrity and conduct are vital for high performing, trusted State Services. Your views on the standards of integrity and conduct within your agency are valued, and your assistance in completing the survey is appreciated.

Your privacy and confidentiality

The answers you supply will remain confidential. Results will be reported only in an aggregated form, so no specific response can be traced to an individual employee.

Find out more about the survey

If you have any questions about the survey, or any problems with the survey not working, please contact [project manager] at Research New Zealand on 0800 500 168 or [project.manager]@researchnz.com.

Yours sincerely,

[Project Manager]
Project Manager
Research New Zealand



Invitation email sent to agencies (excluding MFAT and Defence)

Subject: State Services Integrity and Conduct Survey 2010

Dear [Name]

Your organisation is one of 44 State Services agencies taking part in the State Services Integrity and Conduct Survey in March 2010. This survey is being carried out by Research New Zealand on behalf of the State Services Commission.

How to take part in the survey

To take part in the survey, just click on the link below, and if prompted, type in your unique ID and password.

Link: [Link]

ID: [IDNO]

Password: [Password]

This survey only takes about 10 minutes. Please complete your response by 30 March 2010.

What the survey is about

The survey measures State Servants' perceptions of integrity and conduct across the State Services. High standards of integrity and conduct are vital for high performing, trusted State Services. Your views on the standards of integrity and conduct within your agency are valued, and your assistance in completing the survey is appreciated.

Your privacy and confidentiality

The answers you supply will remain confidential. Results will be reported only in an aggregated form, so no specific response can be traced to an individual employee.

Questions about the survey?

If you have any questions about the survey or any problems with the survey not working please contact [project manager] at Research New Zealand on 0800 500 168 or [project.manager]@researchnz.com.

Thank you in advance for your participation.

Yours sincerely,

[Project Manager]

Project Manager

Research New Zealand



Cover letter sent with reminder for postal survey (sent on Research New Zealand letterhead)

24 March 2010

«Full_Name»
«Organisation»
«Address_1»
«Address_2»
«Address_3»
«Address_4»

Dear «Full_Name»

You should have received a letter from us last week about participating in the State Services Integrity and Conduct Survey 2010. If you have not yet completed the survey, please complete the enclosed survey and return it by **Tuesday 30 March**.

How to take part in the survey

This is a brief survey which should only take 10 minutes to complete. Just complete and return the enclosed questionnaire in the Freepost envelope provided.

Alternatively, if you have internet access you may wish to complete the survey online. To access the survey online, go to the website below and type in your unique ID and password.

Website: <http://www.researchnz.com/integritysurvey>

ID: [IDNO]

Password: [Password]

What the survey is about

The survey measures State Servants' perceptions of integrity and conduct across the State Services. High standards of integrity and conduct are vital for high performing, trusted State Services. While the survey is voluntary, your views on the standards of integrity and conduct within your agency are valued, and your assistance in completing the survey is appreciated.

Your privacy and confidentiality

The answers you supply will remain confidential. Results will be reported only in an aggregated form, so no specific response can be traced to an individual employee.

Find out more about the survey

If you have any questions about the survey, or any problems with the survey not working, please contact [project manager] at Research New Zealand on 0800 500 168 or [project.manager]@researchnz.com.

Yours sincerely,

[Project Manager]
Project Manager
Research New Zealand



First reminder email sent to agencies (excluding MFAT, Defence, Corrections, DIA, MAF, Housing, and MSD)

Subject: Reminder: State Services Integrity and Conduct Survey 2010

Dear [First Name] [Last Name]

You should have received an email from us last week about participating in the State Services Integrity and Conduct Survey 2010. Our records indicate that you have not yet completed the survey. This is a reminder to please do so by 30 March. This survey only takes about 10 minutes.

How to take part in the survey

To take part in the survey, just click on the link below, and if prompted, type in your unique ID and password.

Link: [Link]

ID: [IDNO]

Password: [Password]

What the survey is about

Your organisation is one of 44 State Services agencies taking part in the State Services Integrity and Conduct Survey in March 2010. This survey is being carried out by Research New Zealand on behalf of the State Services Commission.

The survey measures State Servants' perceptions of integrity and conduct across the State Services. High standards of integrity and conduct are vital for high performing, trusted State Services. Your views on the standards of integrity and conduct within your agency are valued, and your assistance in completing the survey is appreciated.

Your privacy and confidentiality

The answers you supply will remain confidential. Results will be reported only in an aggregated form, so no specific response can be traced to an individual employee.

Questions about the survey?

If you have any questions about the survey or any problems with the survey not working please contact [project manager] at Research New Zealand on 0800 500 168 or [project.manager]@researchnz.com.

Thank you in advance for your participation.

Yours sincerely,

[Project Manager]

Project Manager

Research New Zealand



Second reminder email sent to agencies (excluding MFAT, Defence, Corrections, and Housing)

Subject: Last Chance: State Services Integrity and Conduct Survey 2010

Dear [First Name] [Last Name]

The State Services Integrity and Conduct Survey 2010 will finish at the end of tomorrow, Tuesday 30 March 2010. While the survey is voluntary, it only takes about 10 minutes to complete, and your assistance in completing the survey is much appreciated.

How to take part in the survey

To take part in the survey, just click on the link below, and if prompted, type in your unique ID and password.

Link: [Link]

ID: [IDNO]

Password: [Password]

What the survey is about

Your organisation is one of 44 State Services agencies taking part in the State Services Integrity and Conduct Survey in March 2010. This survey is being carried out by Research New Zealand on behalf of the State Services Commission.

The survey measures State Servants' perceptions of integrity and conduct across the State Services. High standards of integrity and conduct are vital for high performing, trusted State Services. Your views on the standards of integrity and conduct within your agency are valued.

Your privacy and confidentiality

The answers you supply will remain confidential. Results will be reported only in an aggregated form, so no specific response can be traced to an individual employee.

Questions about the survey?

If you have any questions about the survey or any problems with the survey not working please contact [project manager] at Research New Zealand on 0800 500 168 or [project.manager]@researchnz.com.

Thank you in advance for your participation.

Yours sincerely,

[Project Manager]

Project Manager

Research New Zealand



Appendix B: IT pre-testing email

Subject: Integrity and Conduct Survey – IT Testing

Dear [Name],

Your agency has been selected to take part in the 2010 State Services Commission Integrity and Conduct Survey. As your agency's designated IT representative, we need you to test the two links below. Please click both links and follow the instructions below

[Insert agency link here] (this should take you to the first page of the survey. Please complete at least the first two pages of questions).

We also need you to ensure that **ALL** user groups within your agency can access the domains (and any sub-domains) of <https://survey.researchnz.com> and <http://www.researchnz.com/sscsurvey>.

If you are unable to configure access to these pages, please contact me at ITAdvisor@ssc.govt.nz or by telephone on [phone number].

Kind regards

[IT Advisor]
Advisor, ICT
State Services Commission
DDI: [DDI]
Fax: [Fax]
[\[IT Advisor\]@ssc.govt.nz](mailto:[IT Advisor]@ssc.govt.nz)
www.ssc.govt.nz | newzealand.govt.nz