

## APPENDIX 1: Comparison of sample composition and 2013 Census data

	Survey Sample (%)	2013 Census (%)		Survey Sample (%)	2013 Census (%)
<i>Gender</i>			<i>Household income (NZ\$)</i>		
Male	44.6	47.9	None	2.9	0.5
Female	55.1	52.1	\$1 - \$5,000	1.3	0.8
Diverse	0.3	n.a.	\$5,001 - \$10,000	1.1	1.0
			\$10,001 - \$15,000	2.2	1.7
<i>Nationality</i>			\$15,001 - \$20,000	3.5	2.9
New Zealand European	74.7 <sup>a</sup>	72.5	\$20,001 - \$25,000	6.1	3.2
Maori	5.6 <sup>a</sup>	11.2	\$25,001 - \$30,000	5.6	4.2
Other	11.9 <sup>a</sup>	16.3	\$30,001 - \$35,000	5.7	4.6
			\$35,001 - \$40,000	5.8	3.5
<i>Education</i>			\$40,001 - \$50,000	9.2	7.2
None	8.0	20.9	\$50,001 - \$60,000	9.0	7.5
High school	29.0	40.0	\$60,001 - \$70,000	9.0	7.3
Tertiary	33.9	19.0	\$70,001 - \$100,000	17.7	20.2
Bachelor's or higher	29.2	20.0	\$100,001 - \$150,000	13.4	19.1
			\$150,001 or more	6.4	16.0
<i>Age</i>			<i>Residency</i>		
18-19	1.7	8.8 <sup>b</sup>	Auckland	12.2	33.6
20-24	4.9	8.6	Bay of Plenty	6.0	6.3
25-29	7.5	7.6	Canterbury	6.1	12.7
30-34	7.9	7.6	Gisborne	3.9	1.1
35-39	8.4	7.9	Hawke's Bay	6.1	3.6
40-44	7.9	9.1	Manawatu-Wanganui	6.1	5.2
45-49	8.9	8.9	Marlborough	6.1	1.0
50-54	8.9	8.9	Nelson	6.2	1.1
55-59	9.9	7.7	Northland	6.1	3.7
60-64	8.7	6.9	Otago	6.1	4.7
65-69	10.5	5.8	Southland	6.1	2.2
70+	14.7	12.2	Taranaki	6.1	2.6
			Tasman	6.0	1.1
			Waikato	6.1	9.6
			Wellington	6.1	11.0
			West Coast	4.5	0.7

<sup>a</sup> In the sample, 7.8% of respondents entered multiple nationalities. We excluded these respondents from this table as we do not know their primary nationality.

<sup>b</sup> In the Census, this age group extends down to 15 years.