Sampling the Maori Population in the New Zealand Health Survey
Abstract for seminar by Robert Clark

Achieving sufficient sample size for ethnic subpopulations is a common challenge in population survey sample design. About 11% of New Zealand's population belongs to the indigenous Maori population. This ethnic group is geographically clustered to some extent, but even so most Maori live in areas which have relatively low proportions of Maori, making it difficult to sample this group efficiently.

In the 2006/2007 New Zealand Health Survey design, two strategies for sampling Maori, Pacific Peoples and Asians have been utilised to achieve sufficient sample size while maintaining low design effects.

The first strategy is light targeting, where dwellings in regions with higher proportions of Maori are given higher probabilities of selections. The second strategy is to select (a) a core sample where people are selected without reference to their ethnicity, and (b) a large screening sample where ethnicity of each household member is collected and only those in ethnic groups of interest are eligible for the full survey.

The trade-off between screening and targeting will be described for the New Zealand Health Survey, and theory will be presented for optimising this trade-off in general.