



The WORLD VALUES SURVEY ASSOCIATION

[www.worldvaluessurvey.org](http://www.worldvaluessurvey.org)

### **World Values Survey Wave 7 in Australia: Sample Design.**

The Social Research Centre executed the fieldwork in Australia for WVS-7. The Social Research Centre is a wholly owned company of the Australian National University, and has extensive experience conducting fieldwork including two previous waves of the WVS in Australia, and is the longstanding fieldwork agency for the Australian Election Study.

The target population was citizens and non-citizens aged 18 and older. The sampling frame included all valid addresses in Australia. The target sample size was 1500 respondents.

The sample was stratified by state, to make sure that each of the seven states or territories in Australia were represented proportional to their population, per the most recent national population census.

The WVS in Australia was administered via a self-complete postal questionnaire. Since a stratified national address-based sampling frame was used, the sample covered both urban and rural areas. For sampling frame, the Geocoded National Address File (G-NAF) was used. G-NAF is maintained by the Public Sector Mapping Authority, a government agency, and is the authoritative national address index for Australia. The G-NAF is compiled from existing and recognized address sources from the state and territory government land records, as well as address data from Australia Post and the Australian Electoral Commission.

The sample was selected from the G-NAF database using a stratified sample design in accordance with the distribution of the Australian residential population aged 18 years and over across 15 geographic strata, to maximize representation of urban and rural areas. Each state and territory (excluding the Australian Capital Territory, which has no rural population) was stratified into urban and rural areas.

Rural populations were given greater probability of being sampled in the intra-state stratification.

PSU (primary sampling unit) was the urban and rural areas of each state and territory (excluding the Australian Capital Territory, where the PSU is the entire territory). Urban and rural areas were defined by postcode areas.

Selection of the respondent in the household was randomized by next or previous birthday (50 per cent each) among household members.

Interviews were conducted with self-complete postal questionnaire, with respondents encouraged to complete via a secure website. The first round of recruitment mail included a recruitment letter and a website address. Recipients who did not complete the online questionnaire were sent a second recruitment letter as well as the hardcopy questionnaire (with return addressed envelope included). Potential respondents were also able to request a hardcopy questionnaire at any time during the fieldwork.

For data collection, recruitment letters, hardcopy questionnaires, and reminder notes were posted on Thursdays, for intended arrival at the household on Monday or Tuesday of the following weeks.



The quality controlling procedures were not applicable for self-complete questionnaires, although investigators checked for (and eliminate) response behaviors such as straight lining and high rates of item non-response.

Weighting was applied to data when necessary.

The difference in percentage between sex and age groups in the survey data compared to census data:

	% in census data	% in your survey	$\Delta$ %
Male	49.2	48.9	-0.3
Female	50.8	51.1	+0.3
18-24	12.3	2.7	-9.6
25-34	19.0	8.1	-10.9
35-44	17.3	11.2	-6.1
45-54	16.9	15.7	-1.2
55-64	14.9	24.2	+9.3
65+	19.6	38.0	+18.4

Similar to social surveys across advanced democracies, surveys in Australia tend to have an age bias among completed respondents. The Social Research Centre addressed this problem by weighting to population benchmarks, and additionally in Wave 7 of the WVS, both non-contingent incentives (valued AUD \$5) and incentives (valued AUD \$10) contingent on completion online were provided. Particularly, the contingent incentives were expected to help increase the response among younger Australians.

As elsewhere, the largest problem facing Australian survey fieldwork is non-response, both at the aggregate level (i.e. effective response rate) and in terms of non-response bias. The incentive structure (including both a non-contingent incentive and a second, contingent incentive on completion of the online questionnaire) was expected to help improve the effective response rate for WVS-7.

The responsible organization did not need any special permission from the state governing bodies to conduct WVS-7.