



World Values Survey Wave 7 in Iraq: Sample Design.

IIACSS executed the 7th wave of World Values Survey in Iraq.

The fieldwork of WVS-7 took place from May to July 2018. The target population was residents of Jordan over the age of 18 and the target sample size was 1,200 adults.

The World Values Survey in Iraq was a nationally representative survey using an area probability sample that used a complex sample design, which included stratification and clustering. Interviews were conducted face-to-face in the respondent's place of residence. The geographic coverage was expected to include all governorates except Dohuk, which was excluded for security reasons. All non-institutionalized Iraqis over the age of 18 were eligible for selection. Internally displaced persons (IDP) in refugee camps were excluded due to the challenges of accessing this population because of restrictions that exist from those operating.

The sample was stratified by governorate and urbanity (urban / rural). Stratification was used because it results in less sampling variation between surveys yielding samples that exhibit less variation across sample draws, thus ensuring the accuracy of results to a greater extent. Interviews were allocated to each stratum based on probability proportional to size (PPS). As a result, the results were effectively self-weighted. The result was a sample that had less random variation than if a simple random sampling was used for the selection process. The next unit of selection was district (qada), which was also randomly selected using PPS.

In urban areas, selection of sub-district (nahiya) was conducted using PPS and nahiyas served as the primary sampling unit (PSU). Next, blocks (mahalla) were randomly selected using simple random sampling (SRS). Blocks were roughly equivalent to neighborhoods within an urban center. At the next stage of selection, streets (zusak) were selected using SRS. For each street, the supervisor selected a random starting point to determine the location for interviewers to begin their random walk. Supervisors then counted the number of households on the street. Every inhabited unit was counted whereas businesses, destroyed homes, and unfinished residences were excluded from the count. After counting the eligible households, supervisors divided the number by seven to determine the skip pattern. This allowed for five households to be selected plus two substitutes in each PSU. A random number was selected by the supervisor to designate the household from which the random walk begins.

In rural areas, villages within a qada were selected using simple random sampling (SRS), meaning that each village had an equal chance of being selected. This process ensured that both larger and smaller villages were equally likely to be selected into the sample. Supervisors mapped the inhabitants of the villages using a similar process as for the urban areas to determine the skip pattern. A random starting point was then selected whereby interviewers had to follow a random walk.

Within the household, respondents were randomly selected using a Kish grid. When the selected respondent was not available at the time of the first call, the interviewer made an attempt to set up an appointment for a time convenient to the selected respondent. When no one was home or it was not possible to set up an appointment, the interviewer made three attempts at different times of the day to try to complete the interview. If the respondent was unable to be contacted or unwilling to be interviewed, one of the replacement households within the block was selected and the same process was followed for



respondent selection. Computer tablets were used to conduct the survey in as many cases as possible. However, in some areas pen and paper surveys were required due to restrictions in place from the relevant authorities. The Kurdish areas did not permit the use of computer tablets for interviewing, so pen and paper were used. In this case, the birthday method was used to select respondents.

Population estimates came from the Iraqi Ministry of Planning and the Central Statistical Organization of Iraq. Interviews were allocated based on the share of the population in each governorate and were distributed in a way that was consistent with the percentage of urban and rural population in each governorate. This allocation ensured that at least 60 interviews were allocated to each governorate. For the purposes of analysis, it also ensured that results were analyzed validly across Iraq's four main geographic regions: Baghdad, the western governorates, the southern governorates, and the Kurdish governorates in the north. These divisions allowed for comparisons across key ethnic and religious divides found across the country based on representative samples in each region.

The rural population was represented in the sample proportionally to census. In rural areas, villages within a qada were selected using simple random sampling (SRS), meaning that each village had an equal chance of being selected. This process ensured that both larger and smaller villages were equally likely to be selected into the sample. Supervisors mapped the inhabitants of the villages using a similar process as for the urban areas to determine the skip pattern. A random starting point was then selected whereby interviewers followed a random walk.

The number of respondents per each district was determined by considering the following points:

- Each governorate's population as a percentage of the overall population
- The sample size in each district required to produce a valid regional (South, Mid, North etc.) comparison
- Rural area population as a percentage of the governorate population.

A multi-stage probability-based sample was drawn, using residential listings from Population Census.

For Iraq, because the census was almost twelve years old, many variables had changed in the residential lists for each street. For this reason, every interviewer was asked to draw on "spot map" of the households that were in the pre-selected streets he/she had been directed to work in. Accordingly, updates had been made by IIACSS on household lists based on field work that was carried out over the last four years. In general, six sampling stages was deployed:

- Stage One: First, the numbers of interviews were distributed among census districts (Qada) proportionally.
- Stage Two: Secondly, each Qada consisted of several census sub districts called (Nahia) which was also proportionately allocated a number of interviews.
- Stage Three: These Nahias, in turn, also consisted of many blocks. Within each Nahia, blocks were regarded as the primary sampling units (PSU) in the urban areas. All PSUs were selected using probability-proportional-to-size procedures.
- Stage Four: 10, 20 or 30 interviews were conducted in each urban block. These 10, 20 or 30 interviews were distributed amongst 2 or 4 or 6 streets respectively (or 'Zukaks' as based



on the census wording). The streets were selected by using simple random sampling, considering the spot maps prepared by interviewers.

- Stage Five: Household level selection:

- Interviewers used the “Left-hand” approach, with a systematic random interval between households and a starting point generated by a random numbers table.

- Once the interview was finished, the interviewer exited the house, counted households (and not houses) on the left and entered for the next interview (for example if a building was very large, it was possible to conduct several interviews in different apartments)

- The process was repeated until the interviewer had finished the number of interviews, she or he was asked to do by her or his supervisor.

- When the interviewer went back to her or his starting point before finishing the number of interviews she or he had to do (it means if she or he has turned around all the block), then she or he had to continue walking in the same direction but jump the following block to go to the next one.

- Due to the inaccuracy of the addresses in the rural areas, interviewers had been trained on how to use simple rules in selecting those households to be interviewed. The ‘Kish’ principle, with minor modifications, had been used for rural field work B

Governorate	Population	% of Population	Sample Size	% of sample
Al-Muthanna	770,476	2%	27	2%
Wasit	1,303,137	4%	45	4%
Basrah	2,744,758	8%	95	8%
Kerbela	1,151,152	3%	40	3%
Babylon	1,953,184	6%	67	6%
Al-Qadisiya	1,220,333	4%	42	4%
Thi-Qar	1,979,561	6%	68	6%
Diala	1,548,493	4%	53	4%
Al-Sulaimaniya	2,039,769	6%	70	6%
Maysan	1,050,580	3%	36	3%
Kirkuk	1,508,854	4%	52	4%
Baghdad	7,665,292	22%	264	22%
Al-Najaf	1,389,549	4%	48	4%
Erbil	1,749,915	5%	60	5%
Salah Al-Deen	1,509,153	4%	52	4%
Al-Anbar	1,675,606	5%	58	5%
Nineveh	3,524,348	10%	122	10%
Total	34,784,160	100%	1,200	100%

The security of the fieldwork teams was of paramount importance to IIACSS. To ensure the security of interviews and field teams, IIACSS was regularly in contact with the relevant authorities to evaluate the security of selected areas for the survey. Access to some areas of the country were restricted due to ongoing security operations by government forces or as a result of conditions on the ground. When a selected area was deemed to be too insecure for the safety of the team, fieldworkers informed IIACSS headquarters. In such



cases where it was unsafe to conduct interviews in the selected PSU, a replacement was selected by the central office. As possible, substitutions were made by selecting another district in the same governorate that was relatively proximate, had a similar size, percentage of respondents living in urban areas, and ethnic and sectarian composition.

IACSS informed NAMA of all substitutions when they were made and detailed them in the final methodology statement.

10 respondents were interviewed per PSU.

The respondent from each household was selected by using the last birthday method. Within each selected household, one respondent was randomly selected using the “last birthday method”. In Iraq, because many older Iraqi citizens do not know the exact date of their birth, a list of random birthdays were used by every interviewer to replace the birthday of every old citizen who did not know his/her birthday.

The interviewer selected the closest upcoming birth date member, and asked him/her to be interviewed. If the selected person refused, the interviewer moved to the next household in plan. If the person picked was not present, an appointment was made to interview him/her later. The interviewer had to come back at least 8 hours after 5. If the person was still not there after 3 visits, the interviewer proceeded to the next household.

IACSS had dedicated and experienced supervisors who monitored field researchers. IACSS supervisors had prior experience in conducting quantitative surveys, had strong leadership skills, excellent attention to details and time management, and assertive in supervising interviewers to ensure that high-quality data were collected. The duties of the supervisors included managerial issues such as providing all logistical support and material to interviewers; providing feedback to enumerators on quality assurance and methodology requirements. On daily bases, each supervisor joined field team, distributed the questionnaire forms among them, assigned the sample location and the start point of the field work, and monitored work progress. Supervisors also took responsibility for strict quality control by checking the work of each interviewer on a daily basis to minimize the number of errors and missing data. Supervisors also conducted occasional random spot checks to verify the accuracy of data by partially repeating a client or beneficiary interview without the present of interviewer, approve questionnaires for data entry ensuring that the assigned interviewers did not overlook inconsistencies and skip patterns. Furthermore, supervisor assisted in solving the problems that the researchers encountered during the performance of their work, dealt with any field issues and ensured the security of interviewers.

As mentioned before, the IACSS auditors were supported by advanced technology to ensure the quality of collected data including data consistency and accuracy.