



The WORLD VALUES SURVEY ASSOCIATION

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World Values Survey Wave 7 in Great Britain: Sample Design

Fieldwork has been subcontracted to Ipsos MORI following a competitive tender.

Data collection: February–July 2022

Target population: Adults aged 18+ who live in private households and are residents in Great Britain

Sample size: 2,350

Great Britain consists of three countries – England, Scotland and Wales, with England further divided into 9 regions. All of these will be included in the survey, with boost samples in Scotland and Wales.

The sampling of addresses will follow a two-stage approach of sampling postcode sectors at the first stage, and a fixed number of addresses within each selected postcode sector at the second stage. One adult aged 18 or older would then be sampled to take part in the survey within participating households. The sample would be selected from the postcode address file (PAF). The PAF is acknowledged to be the best available sampling frame and is used on almost all large UK government probability surveys. The PAF is owned and managed by the Royal Mail and contains all delivery points (i.e. addresses) in the UK which receive mail. We would use the Small User version of the PAF which removes any addresses that have their own postcode which are mostly businesses.

In order to improve the efficiency of the fieldwork for face-to-face surveys, it is common practice to cluster the sample of addresses within geographical areas, usually postcode sectors. We therefore propose that the first stage of sampling for the World Values Survey would be to select a sample of postcode sectors (PCSs). This would be done using an approach called sampling with probability proportion to size (PPS). With this approach we can sample the same number of addresses within each postcode sector, which gives interviewers a manageable sample size to work with, while maintaining an equal probability sample of addresses within country.

Postcode sectors are defined as part of the postcode geography in the UK and contain on average slightly more than 3,000 addresses, with an average geographical size of about 26km². Prior to sampling, the postcode sectors would be merged to ensure a minimum number of addresses in each. It is standard practice to use 500 as the minimum number.

The second stage of sampling would be to sample a fixed number of addresses (23) in each selected postcode sector from the postcode address file (PAF). The sample of addresses would also be selected using a stratified sampling approach with the addresses sorted by postcode and, within postcode, by its unique PAF reference number.

A very small proportion of addresses (less than 1%) contain more than one dwelling or household. For these rare addresses, an additional stage of sampling is carried out. This is done by listing the dwellings / households in the Electronic Contact Sheet, when then samples one of them at random.

The survey is following a random probability design, with PSUs being sampled with probability proportion to size (PPS). While rurality is not specifically controlled for in the sampling design, with this approach, addresses have an equal chance of being selected regardless of rurality.



The PSUs will be postcode sectors. PSUs will be selected through a stratified random PPS sampling approach, stratified by region/nation and selected with probability proportional to size. Stratification controls the sample of postcode sectors so that it is representative of the full population for the measures (stratifiers) used. This is usually associated with a gain in precision for the survey estimates.

Within each PSU, 23 addresses will be selected systematically from the Small User Postal Address File. The design closely mirrors that of the 2018 EVS wave to enable comparability across the two studies. By issuing a sample of 23 addresses in each postcode sector, the average number of interviews in each postcode sector will be about 10.

At the participating households, on first contact by the interviewer, all adults aged 18 or older are identified and their names entered into the Electronic Contact Sheet. If there is only one adult, then that adult is automatically selected for the survey. If there is more than one adult, then one of them is sampled at random to take part. Once sampled, no other adult in the household can complete the survey. This is done in order to ensure that the sample of adults is a random probability sample.

Contingent on COVID regulations, we intend to follow-up non-responding addresses with a paper questionnaire / push-to-web approach. Selected addresses will be instructed to select the person with the next birthday (where there is more than one adult in the household) to conduct the survey.

Where possible, interviewers will conduct interviews in the respondent's home. However, given the level of uncertainty caused by the ongoing COVID-19 pandemic, we cannot be sure that in-home interviewing will be allowed if the levels of the virus rise again, or that respondents will be comfortable letting interviewers into their home. If the virus spreads in certain areas of the country, there might also be local restrictions that we would have to follow, meaning we might not be allowed to conduct interviews in-home consistently across the country. If in-home interviewing is not allowed, then interviewers will try to conduct interviews on the respondent's doorstep or garden. Other alternatives, described in the next question, would involve the interviewer administering the survey by the telephone or video call.

Our preference would be to conduct fieldwork **face-to-face** which would be administered with a CAPI tablet. Where possible we will try to maximise this approach. However, given the high level of uncertainty due to the ongoing pandemic, we have designed alternative approaches which can be offered to participants. Survey modes will be offered in the following order:

Face-to-face: Computer Assisted Personal Interviewing (CAPI) conducted face-to-face in respondents' homes will be the first option offered.

Video interviewing: If respondents refuse to conduct the interview face-to-face interviewers can conduct the interview by video-call as soon as possible after respondent selection (e.g. from their car) or schedule an interview at a later date. Interviewers will follow up until they succeed in conducting the interview or complete their call-pattern without an interview. If a video-call is possible, then interviewers will share their screen so respondents will be able to see the CAPI questionnaire.

Paper survey: A final option will be a paper questionnaire. Interviewers will aim to return collect the paper surveys. If respondents have not completed the survey after at least one



follow up visit, they will leave behind a return envelope. Respondents will be sent letter reminders if they fail to return the paper questionnaires.

If no contact is made with anyone in the household, then non-deadwood addresses where interviewers have not been able to make contact with anyone in the household will be sent a letter inviting them to take part in the survey online. Respondents will be instructed to select the person with the next birthday (where there is more than one adult in the household) to conduct the survey. Addresses where no one completes the online survey will be sent up to 3 reminders. A paper version of the questionnaire will be sent with the second reminder.

In order to increase the chances of getting hold of someone in the address/household, we ask interviewers to follow a call pattern strategy to maximise their chances of making contact. We will follow the approach used on the EVS, which is our standard approach on most of our projects. We would require each interviewer to:

- make at least six calls in total, at different times of the day and on different days of the week, with
 - at least two calls in the evening (between 5pm – 9pm)
 - at least two calls at the weekend

and with the first and last call spread across at least a three-week period.

Ipsos MORI is also accredited to ISO20252 which specifies that 10% of all completed interviews should be validated (back-checked) on each project, and that interviewers should be validated on a regular basis. In order to achieve this, on average, around 15% of assignments on a project are selected for validation, and 70% of the addresses in the assignment are validated. Validations are managed by a specialist Field Quality team. The majority of validations take place by phone, and the standard checks include whether the interview actually took place and when, number in household and whether the respondent selection took place, age and gender of the respondent, where the interview was done and how long it took, what the interview covered, checks on the household demographics, and whether the appropriate materials e.g. showcards were used, as well as some WVS specific questions. Where a telephone number is not available or invalid, we would send out a postal validation form and occasionally a personal validation is conducted (if there is a lack of telephone numbers across a number of interviews in an assignment or if the telephone validation raises a concern).

Ipsos interviewers are regularly appraised through supervisory accompaniments. These take place every 12 months, for a half or full day. This supervision covers the quality of the interviewers' work, their use of the ECS and their administration of the questionnaire. Interviewers also have informal telephone performance reviews every six months.

Exception reporting is an important part of our quality control procedures and involves analysing the actual survey data and associated para data at an interviewer level to identify cases where the interviewer does not appear to be implementing the survey appropriately or consistently. The key data we use to set up these checks are timing data (overall and question by question), and other specific questionnaire administration data. We would run the exception reporting across all the interviews and interviewers working on the project.



Checks we will run include:

Average interview length: Short average interview lengths could indicate that some interviewers are 'rushing' through the survey, not giving respondents adequate time to think or to formulate a considered response.

Gaps between interviews: Suspiciously short gaps between interviews could indicate interviewer deception.

Unusual response distributions could be indicative of interviewers entering responses to 'skip' sections of the survey and speed up the interviews.

Levels of missing data, refusals, and 'don't know' responses: High proportions could indicate that interviewers are entering responses to 'skip' sections and speed up the interview, or alternatively, are not asking questions in a way participants understand.

Provision of contact information for validation: a low proportion of respondents providing contact details for validation could be a red flag. We also check that numbers provided for validation checks are not repeated across more than one interview.

We will also carry out checks on the contact and other data that is returned from the Electronic Contact Sheets to ensure that the call pattern makes sense and to scrutinise the data for outliers. Once the exception reporting checks are agreed, SPSS syntax will be written and run against all interviews received in the office. Reports will be run on a regular basis.

On a practical level, the information collected during accompaniments, validation and exception reporting provide a useful basis to feedback to interviewers. Combining this information allows us a rounded view of an interviewer's performance, so that we can deal with issues that are picked up during validation effectively and assess whether an issue raised during validation is most likely to be just a one-off issue, or if it is adding to more general performance concerns.

The standard and best practice approach for weighting general population face-to-face surveys is to use a combination of selection weighting and calibration weighting.

The selection weighting stages correct for any disproportionate sampling that has been carried out. For this survey that would cover: the disproportionate sampling by country (if the smaller countries were boosted); the sampling of dwellings and/or households within the participating addresses; and the selection of one adult (aged 18 or older) in households with more than one.

The calibration weighting adjusts the (weighted for selection) sample so that its characteristics matches those of available population estimates. For general population face-to-face surveys in the United Kingdom, we usually only calibrate to the mid-year population estimates supplied by the statistical agencies in each country, as they are the only population estimates that are considered to be sufficiently robust. This means we would weight to age group by gender and region within England/country. group by gender profile to match the population estimate for those countries.

To ensure that we maintain a high quality fieldforce, we have invested heavily in recruitment, retention, and interviewer engagement. This means interviewers are more reliable and committed and allows us to use a smaller, more effective team of interviewers. All



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interviewers that we use on WVS7 will be experienced interviewers who have worked on other projects, and who have experience of random probability surveys.

It is extremely helpful to provide specific, tailored training at a project level and propose to hold interviewer briefings for WVS. The value of these briefings in helping to maximise response rates should not be overlooked as they can improve motivation, understanding of the project and thus have a positive impact on response and engagement. In addition, if the client is involved with the briefings – which we always encourage – this has a positive effect as it shows that they care enough about the survey to contribute in this way, which helps the interviewer feel attached to the client as well to the survey. It also gives interviewers the chance to quiz the client further for information which may prove useful on respondents' doorsteps.

The highest risk to fieldwork will be if a resurgence of COVID-19 causes delay to fieldworks, or if respondents are uncomfortable being approached by an interviewer. At all times when conducting face-to-face research Ipsos MORI would be following Government and MRS guidelines, and the respondent's comfort levels. Our fieldwork team would undergo a thorough training programme to ensure they can implement social distancing techniques and handle any difficult or sensitive situations that might arise. All interviewers will be issued with sanitisers, high visibility jackets and necessary protective equipment, along with the MRS ID cards and Ipsos MORI clipboards they already have.

Other risks, which would be considered low likelihood, would include if interviewers do not administer the survey correctly. If it becomes evident while conducting fieldwork checks that an interviewer is not correctly implementing the questionnaire, their manager will discuss this with them or they will be removed from the project, depending on the severity of the error. Similarly, if intelligent call patterns were not implemented by interviewers, they would be spoken to by their manager and required to complete their call patterns for live addresses, and, if the issue continues, they will be removed from the project and re-trained.