



The WORLD VALUES SURVEY ASSOCIATION

www.worldvaluessurvey.org

World Values Survey Wave 7 in Mongolia: Sample Design.

The fieldwork in Mongolia was executed by “Hulugu initiative” NGO.

The fieldwork consisted of two stages: at the capital Ulaanbaatar and countryside nationwide. First stage of fieldwork in Ulaanbaatar was conducted from 20th September till 15th October 2019. Second stage started on 2020 and covered the population outside the capital. Population of Mongolia is approximately equally divided between those residing in the capital (50%) and the rest of the country (50%).

Target population was represented by the Mongolian citizens above 16-year-old with no upper age limit. People residing in private households are included at the survey, whereas foreign migrants were excluded. Target sample size was 1200 respondents.

The sample was divided into regions. There were 5 regions divided by geographical location: Central, West, East, Khangai and the capital Ulaanbaatar. The survey covered all 5 regions. Multistage stratified sampling method with further PPS was applied. Rural population was selected according to geographical location. PSUs were selected as lowest administrative units. The number of respondents per one PSU depended on the number of citizens at khoroos, the lowest administrative unit in Ulaanbaatar, bag in rural areas. Quota selection by age and gender was applied.

The interviews were conducted mostly in respondent's house/apartment, where it is possible, where it is impossible to enter building due to code and/or security, a street, play garden/walking square is used to recruit the respondents from eligible area/PSU. It was F2F interview, applying PAPI method. Interviews were conducted on all days, with the priority of early evening when people are back from work.

Quality control: 20% control was applied; telephone control of 20 percent of interviewed people and 10% of visiting by address.