



The WORLD VALUES SURVEY ASSOCIATION

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

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

Fieldwork for the 7<sup>th</sup> wave of World Values Survey was executed by TNS' field team. The target population was adult population over the age of 18 who resided in households. A total number of 1,200 adults were interviewed.

The sample included all six geo-political regions. The sample was stratified by the 6 regions using PPS (Source: 2006 population census). Then, States were selected in each region using PPS. Thereafter, local government areas were selected with consideration for the minimum number of interviews per PSU which in this case was 10. The LGAs were the PSUs.

At the time of the fieldwork, rural sample was 51%. This aligned with the estimates provided by the CIA (in lieu of updated population figures). The CIA estimated: urban (49.4%); rural (51.6%)

The Primary Sampling Units (PSUs) were selected by random route walks. The route length was 10.

The respondent from each household was selected by using the Kish Method. The interviews were conducted within the household of the respondent.

Face-to-face interviews were conducted by using mobile Computer Aided Telephone Interviews (CAPI). Samsung tablets were used as data collection devices.

Interviews were conducted throughout the day and from Monday to Saturday. There were some variation as well depending on the area being surveyed. In rural areas, interviews were planned for the time when residents are most likely to be found at home. These were certain days of the week when there were no market or farming activities or festivities.

The quality controlling procedures were; physical back checks and accompaniments, audio-recording, telephone backchecking.

20% of interviews were backchecked and 5% were accompanied by the supervisors, 15% were backchecked by the independent quality control officers, a portion of 100% interviews were audio-recorded and listened to by in-house quality personnel.

There was an in-house quality assurance team tasked with ensuring that quality standards were adhered to.

Weighting was applied when the sample allocation was not done in line with exact population estimates across strata. In this case, the regional split was as per population estimates (2006 Census, 2013 NDHS and CIA World Factbook).



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

	<i>% in census data (2006)</i>	<i>% in your survey</i>	<i> Δ % </i>
<i>Male (18+)</i>	49.98	50.80	0.82
<i>Female (18+)</i>	50.02	49.20	0.82
<i>18-35</i>	58.47	74.8	16.33
<i>36-50</i>	24.41	17.2	7.21
<i>50+</i>	17.12	8.0	9.12

The conditions that were taken into account during the planning of fieldwork: sporadic episodes of violence arising from communal clashes, secessionist agitations, military activities in certain places. That is why before commencing fieldwork in any location, security assessments were conducted.

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