



The WORLD VALUES SURVEY ASSOCIATION

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

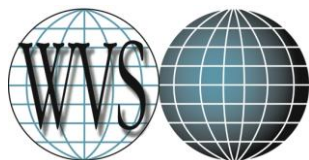
**SURVEY METHODOLOGY REPORT**

**METHODOLOGICAL QUESTIONNAIRE**

**(TO BE COMPLETED AND SENT TO THE DATA ARCHIVE**

**JOINTLY WITH THE DATA FILE)**

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Organization:	King's College London
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## SECTION 1: THE QUESTIONNAIRE

1. Have any optional questions and/or items been included?

No ☐

Yes (PLEASE WRITE IN QUESTION AND/OR ITEM NUMBERS BELOW )

Q223 – Who would you vote for if an election was held tomorrow (country specific list)

Q260 – “in another way” added to gender response scale

Q272 – Language spoken at home (country specific list)

Q275 – Highest education level (country specific list)

Q281 – Occupational groups (country specific list)

Q288 – Household income (country specific list)

Q289 – Religion (country specific list)

Q290 – Ethnicity (country specific list)

2. Were country-specific questions, and/or items i. e. neither compulsory nor optional WVS questions, or questions included in the survey?

No country-specific questions included

☐

Go to Q 4

Country-specific questions were included

☒

## ANSWER IF THERE WERE COUNTRY-SPECIFIC QUESTIONS

3. Were country specific questions included at the end of the questionnaire, just before the demographics?

Yes

☒

**GO TO Q 4**

No

☒

3a Please indicate the location of the country-specific questions which were not at the end of the questionnaire

WRITE IN BELOW :

Most country-specific questions were added prior to the demographics (QUK001-050) but there were a small number of items added into existing batteries as well:



- Q113-117 – Politicians added to list of people involved in corruption as Q117B
- After Q254 (proud to be British), added Q254B proud to be Irish
- Q255-259 – UK nations added to list of how close people feel to the world as Q256A (ie England/Scotland/Wales/Northern Ireland, routed by country); and Ireland added as Q257B.

### EVERYONE PLEASE ANSWER

4. Were all questions asked in the prescribed order?

Yes ☒

No ☐

5. Were all core questions included in your questionnaire (by core we mean all items except those that were optional)?

No - some question(s) from WVS questionnaire **not** included

☒ → **ANSWER**

---

No - some demographic question(s) **not** included

☒ → **ANSWER**

---

Yes - all questions **included**

☐ → **SECTION 2**

### IF ANY CORE or DEMOGRAPHIC WVS QUESTIONS WERE **NOT** INCLUDED

6. Please write in details of the items and the reasons why they were not included.

*Question number or description of question:*

Core:

Q91-93 – Knowledge of international organizations

Q119 – Women are more/less corrupt than men

Q139-141 – Things done for reasons of personal security (ie didn't carry much money, preferred not to go out at night, carried a knife, gun or other weapon)



Q144-145 – Respondent or family member been a victim of crime

Q151 – Willing to fight for your country

Q174-175 – Basic meaning of religion

Q189 – Justifiable for a man to beat his wife

Demographics:

Q267-278 – Country in which mother or father was born (if immigrant to the UK)

Q276-278 – Highest education level of respondent's spouse, mother or father

Q280 – Spouse's employment status

Q282 – Spouse's occupation

Q283 – Occupation of father when respondent was 14

Q287 – Class self-identification

*Reason(s) not included:*

Exclusion was agreed with the WVSA primarily due to questionnaire length exceeding an hour during the pilot.

Though Q151 was flagged in the pilot as being unsuitable to ask to the full population, as older people said they'd be willing to fight when they were younger but it wouldn't be possible now due to their age.

Q189 was excluded post-pilot as some people found it triggering (one respondent terminated the interview at this point)

**SECTION 2: SAMPLING**

7. Was your sample designed to be representative of the entire adult population, i. e. 18 years and older, of your country?

Yes

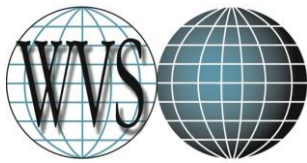
☒

**GO TO Q 9**

NO

☐

**ANSWER**



**IF NOT DESIGNED TO BE REPRESENTATIVE**

**8. Which groups were excluded from, under-represented or over-represented in your sample design?**

**Excluded (PLEASE SPECIFY):**

No groups were excluded.

**Over-represented: (PLEASE SPECIFY):**

No groups were over-represented

**Under-represented (PLEASE SPECIFY):**

No groups were underrepresented.

**EVERYONE PLEASE ANSWER**

**9. What was the lower age cut-off for your sample?**

Yes - please write in cut-off 

1	8
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No cut-off 

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**10. Was there any upper age cut-off for your sample?**

Yes - please write in cut-off 

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No cut-off 

X
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**11. What were the different stages in your sampling procedure?**

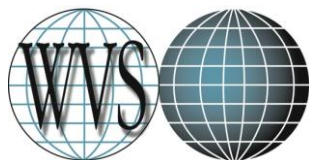
***PLEASE WRITE IN:***

The sampling of addresses followed 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.

When interviewers contacted households, one adult aged 18 or older was then randomly selected to take part in the survey within participating households.

**Approach in detail**



The address level sample was selected from the postcode address file (PAF). 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 used the Small User version of the PAF which removes any addresses that receive large volumes of mail i.e. businesses.

The first stage of sampling was to select a sample of postcode sectors (PCSs), which clustered our sample for efficiency reasons. This was done using an approach called sampling with probability proportion to size (PPS). Using this approach, we sampled 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 each, with an average geographical size of about 26km<sup>2</sup>. Prior to sampling, the postcode sectors were merged to ensure a minimum number of addresses in each.

The postcode sectors were sampled using a stratified random PPS sampling approach. Stratification controls the sample of postcode sectors so that it is representative of the full population for the measures (stratifiers) used. For consistency, we used the same set of stratifiers as the European Values Survey 2017: tertiles defined by population density, and the percentage of households that are owner occupied.

The second stage of sampling was to sample a fixed number of addresses (30) in each selected postcode sector from the postcode address file (PAF). The sample of addresses was also selected using a stratified sampling approach with the addresses sorted by postcode and, within postcode, by its unique PAF reference number. In each point, we also selected two addresses to be used as spare sample. Additionally, we drew one spare point to be used as spare sample.

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 was carried out. This was done by interviewers listing the dwellings / households in the Electronic Contact Sheet, which then sampled one of them at random.

Including our boosts in the nations, we sampled 45 postcode sectors and then sampled 30 addresses from the PAF in each.

**12. What was the final number of clusters or sampling points?**

As detailed above, we clustered our sampling by postcode sector units.

No clusters ☐  
WRITE IN:   4  5

**13. What was the sampled unit you got from office sampling?**

Address ☒ → ANSWER  
Household ☐ → ANSWER



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Named individual ☐ → **GO TO 17**

Other (PLEASE WRITE IN DETAILS BELOW) ☐ → **ANSWER**

**IF NAMED INDIVIDUAL WAS NOT THE SAMPLED UNIT**

**14. What selection method was used to identify a respondent?**

PLEASE SPECIFY:

At the participating households, all adults aged 18 or older were identified and their names entered into the Electronic Contact Sheet on the CAPI device by interviewers. If there was only one adult, then that adult was automatically selected for the survey. If there was more than one adult, then one of them was sampled at random to take part (because it is electronic there was no need for the Kish grid to be administered by the interviewer, reducing the scope for error). Once sampled, no other adult in the household could complete the survey to ensure that the sample of adults was a random probability sample.

**15. Were there any quota-controls on the type of individual selected to take part in the survey (for example, age or sex controls)?**

Yes ☐ → **ANSWER**

No ☒ → **GO TO 17**

**IF QUOTA CONTROLS**

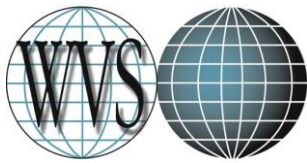
**16. In what way were quota controls used?**

PLEASE WRITE IN:

**EVERYONE PLEASE ANSWER**

**17. Was substitution permitted at any stage of your selection process or during fieldwork?**

Yes ☐ → **ANSWER**



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No ☒ → GO TO 19

**IF 'YES'**

**18. In what way was substitution permitted?**

*PLEASE WRITE IN:*

**EVERYONE PLEASE ANSWER**

**19. Did you use any stratification factors when drawing your sample?**

Yes ☒ → ANSWER

No ☐ → GO TO 21

**IF STRATIFICATION FACTORS USED**

**20. What stratification factors were used, and at what stage(s) of selection?**

*PLEASE WRITE IN:*

We sampled postcode sectors using a stratified random probability proportional to size sampling (PPS) approach. Stratification controls the sample of postcode sectors so that it is representative of the full population for the measures (stratifiers) used. For consistency, we used the same set of stratifiers as the European Values Survey 2017: tertiles defined by population density, and the percentage of households that are owner occupied.

**EVERYONE PLEASE ANSWER**

**21. All in all, what are the known limitations of your realized sample?**

**For example: non-response rate; is there differential coverage of particular groups, either because of sample design or response differences?**

As respondents were offered five methods to complete the study there will likely be mode effects. The mode respondents answer the survey in can impact their answer. For example, respondents may be less outright in their answers during interviewer led interviews (CAPI methods), as opposed to those answering through self-completion (postal / online) when their answers are more confidential. Reversely, interviewers can prompt respondents to think about their answers or offer clarifications, whereas respondents completing the survey on their own online may be more likely to select Don't know/Prefer not to say option, or in the paper survey to skip questions.





Between the different methods, the way we treated unprompted answers also varied (i.e., don't know / prefer not to say):

**In-home / outdoor CAPI:** Respondents could spontaneously provide these answers and interviewers would code them accordingly in the script which could not be seen by participants. When part of the script moved to self-completion (detailed below), these unprompted answers were hidden from participants unless they tried to skip a question in these modules without providing an answer.

**Video CAPI:** As interviewers were sharing their CAPI screen with participants, they could see the screen and so unprompted answers were hidden. If respondents selected them the interviewer would go to skip the question without providing an answer and they would appear.

**Postal:** Respondents were not given the option to provide an unprompted answer – they could only skip the question.

**Online:** Unprompted answers (e.g. Don't know, prefer not to say) were hidden from respondents initially, but if they tried to skip a question without providing an answer, and they would appear. This instruction was not explained to respondents, meaning it was only available to those who tried to skip. Respondents were not able to skip questions.

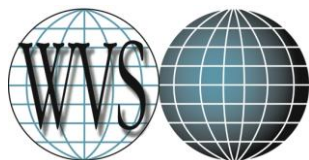
Mode effects were compounded by:

**Interviewer effects:** Interviewers were told to prioritise achieving an in-home CAPI interview. If certain interviewers were seen to be mostly achieving interviews by paper questionnaires, their manager would follow-up with them.

**Differential uptake by different demographics:** Certain demographics may have been more inclined towards completing the survey in a different mode than others. For example, as you can see in the below table, this had a particular impact with older people being more likely to complete an in-home /outdoor CAPI interview, whilst younger people were more likely to complete the survey online. Likewise, people with a lower level of education were more likely to complete the survey online, whilst people with high levels of education were more likely to complete it online. This means we can not necessarily differentiate whether differences between modes are purely modal effects or reflective of demographic differences in responses.

	Age (unweighted)		
	16-29	30-49	50+
CAPI	64%	46%	73%
Video CAPI	0%	0%	1%
Postal	18%	19%	10%
Online	18%	36%	16%
	Education (unweighted)		
	Lower	Middle	Higher
CAPI	72%	63%	46%
Video CAPI	1%	1%	1%
Postal	12%	8%	16%
Online	15%	28%	37%

**Length of fieldwork:** As our response rate was lower than expected (detailed below), fieldwork was extended, running from the 1 March to 9 September 2022. From late July onwards, only online interviews were conducted. Before this period, only CAPI or postal interviews were conducted. This could impact response by modes due to changes in the political climate: the Prime Minister announced his resignation,



incidence of Covid fluctuated throughout the fieldwork period, and the war in Ukraine was ongoing throughout fieldwork.

The achieved unadjusted response rate of 31% (33% adjusted to exclude deadwood and ineligible addresses) is also lower than anticipated at the outset of the research. This is primarily due to the Coronavirus pandemic, which delayed fieldwork for two years from when it was initially meant to start in the Summer 2020. Even when we were able to start fieldwork in March 2022, this coincided with a considerable rise in Coronavirus cases, which limited our ability to complete fieldwork, as both respondents and interviewers were more likely to be ill. Furthermore, even those potential respondents not taken ill were often reluctant to participate in person.

The survey launched shortly after Coronavirus restrictions were lifted in the UK, meaning it was one of the first face-to-face surveys to take place following the relaxation of restrictions. Most interviewers had not worked on a face-to-face survey in nearly two years, and this may have impacted on their skills and ability to convert interviews.

On average, interview length was:

**In-home / outdoors CAPI (Interviewer led) – 1 hr 12 minutes**

**Video CAPI (Interviewer led) – 1 hr 33 minutes**

**Postal (Self-completion) - Unknown**

**Online (Self-completion) - 1hr 23 minutes**

The interview was initially estimated to last 1h.

Early into fieldwork, during weekly check-ins, interviewers raised the issue of survey length and specific modules which were considered sensitive and creating long conversations with respondents. This included the modules on migration (Q121-Q130), religious values (Q164-Q173) and ethical values and norms (Q176-Q198). In particular Q182-Q195 were flagged as problematic, asking questions about whether homosexuality, prostitution, abortion etc. are justifiable. These questions had already been given an interviewer note if needed, explaining our reasoning for asking them but these questions were still being flagged as problematic.

A decision was made roughly midway through fieldwork to group these modules together (moving the migration module to sit between the module about religion and ethics) and change them to a self-completion for in-home / outdoors CAPI. Interviewers showed respondents how to work the CAPI device on the first question, and respondents were prompted to hand it back after completing the ethics module. This update was made on 10 May 2022.

This had little effect on the overall survey length:

Average time of interviews (n=643) conducted in home / outdoors before change: 1hr 15 mins

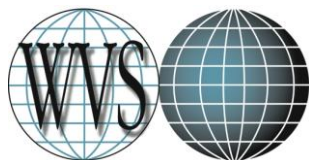
Average time of interviews (n=601) conducted in home / outdoors after change: 1hr 11 mins

% response or % non-response: PLEASE WRITE IN:

7% of the sample was identified as ineligible.

Unadjusted response rate (interviews / issued sample): 31%

Adjusted response rate (interviews / (issued sample – ineligible sample): 33%



22. Please fill in the following details about your sample. If some categories do not apply, please complete to the highest level of detail possible and use the 'other' box to give more information.

Total number of <u>starting</u> names/addresses	<b>1440</b>
Addresses which could not be traced at all	22
Addresses established as empty, demolished or containing no private dwellings	79
Selected respondent too sick/incapacitated to participate	41
Selected respondent away during survey period	7
Selected respondent had inadequate understanding of language of survey	9
No contact at selected address	287
No contact with selected person	14
Refusal at selected address	423
Proxy refusal (on behalf of selected respondent)	5
Personal refusal by selected respondent	7
Other type of unproductive (please write in full details in the box below)	0
Some contact at address but no interview	36
Some contact with selected respondent but no interview	12
Paper survey not received by head office	2
Other ineligible	3
No response after postal push-to-web invitation	46
Partial productive interview	
Full productive interview	<b>447</b>
<i>MODE: In-home CAPI</i>	225
<i>MODE: Outdoor/doorstep CAPI</i>	40
<i>MODE: Video CAPI</i>	3
<i>MODE: Postal</i>	59
<i>MODE: Online</i>	120

**IF 'OTHER' CATEGORY USED**

23. Please specify



### SECTION 3: FIELDWORK

#### 24. If interviews were not face-to-face, please specify the way of interviewing:

Five methods of interviewing were used to deliver this survey: in-home face-to-face CAPI interviews (achieving 225 interviews), outdoor face-to-face interviews (40), video CAPI interviews (3), postal paper questionnaires (59) and self-completion online interviews (120). The online survey was only offered to participants once the mainstage fieldwork had finished using a push-to-web approach.

These methods were adopted in response to the Coronavirus pandemic. Initially fieldwork for this study was meant to be take place between May and August 2020. However, due to the pandemic, restrictions were put in place which meant that face-to-face interviewing was not possible from March 2020 (suspended in line with Market Research Society guidance) and when it became possible, respondents were not necessarily comfortable with letting interviewers into their homes or being interviewed face-to-face. So alternative means of participation were provided.

#### Mainstage fieldwork

Mainstage fieldwork launched in March 2022. Interviewers were briefed that their primary aim for sampled households was to achieve a face-to-face interview – to maximise comparability to previous waves. Interviewers followed a six-attempt call pattern at different times of the day and week. Households were sent advance letters with information about the survey before an interview was attempted, with contact details. We also provided details about incentives in this letter, offering everyone a £10 voucher. If during respondent selection a household member aged 18-24 was selected, they were offered a £25 voucher. These differential incentives were designed to encourage participation from demographics where we usually experience lower response rates.

Respondents has the option to complete the interview in-doors or outside in private gardens, doorsteps, or communal areas. Most chose to complete the survey in-doors.

Respondents could also opt for a Video CAPI interview, where the interviewer would contact them through the Microsoft Teams application, and share their CAPI screen, taking respondents through the survey. This method did not use showcards, and any unprompted responses (i.e., don't know / prefer not to say) were hidden from respondents so they could not see these on the screen but could be selected and coded by interviewers.

Lastly, if respondents did not want to participate in an interviewer-led survey, then they were offered a paper survey. This was the survey in full, designed to fit into a 30-page booklet. Any unprompted responses (i.e., don't know / prefer not to say) were not included in the paper questionnaire. Once completed by respondents, this was collected by interviewers and then mailed back to head office.

#### Push-to-web follow-up

Once mainstage face-to-face fieldwork finished, we conducted a push-to-web follow-up which ran from 20<sup>th</sup> July – 12<sup>th</sup> September 2022. Letters were sent to almost all sampled addresses that had not produced an interview during mainstage fieldwork, removing all hard refusals and clearly ineligible addresses (i.e., those established by interviewers as derelict, businesses etc.).

The initial invite letter was mailed out on the 18<sup>th</sup> July 2022. It was sent to 898 reissued addresses and yielded 66 interviews. An “early-bird” incentive scheme was offered: £20 voucher if respondents completed the survey before the 5<sup>th</sup> August (and a £10 voucher after that date).

The reminder letter was mailed out on the 21<sup>st</sup> August 2022. It was sent to 827 addresses (removing interviewed households from the first mailing and hard refusals) and achieved an additional 54 interviews. The incentive was increased to £50 voucher.



Where a respondent was selected during mainstage and their name was available, the letters were addressed to the selected respondent. If a respondent was not selected or their name was not available, the adult with the next birthday was asked to complete the survey.

yo25. **The next group of questions are about interviewers.**

If no interviewers were used at any point in the WVS survey, please go to Q26.

**IF INTERVIEWERS USED**

- a. Were interviewers paid according to performance (for example, according to the number of interviews they obtained)?**

Yes ☒

No ☐

- b. Which, if any, of these rules governed how an interviewer approached an address/household?**

*PLEASE TICK THOSE THAT APPLY*

Calls must be made at different times of day ☒

Calls must be made on different days of week ☒

Neither of the above ☐

- c. Were interviewers required to make a certain number of re-calls before they stopped approaching an address or household?**

Minimum number of re-calls required - please write in number

No minimum re-call requirement ☐

- d. Were any interviews supervised?**

Due to Coronavirus restrictions, face-to-face supervisions were suspended throughout the majority of fieldwork, only restarting at the beginning of July 2022. As such, a relatively small number of interviews were supervised.

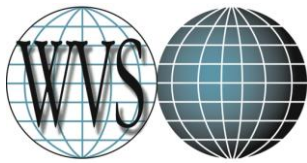
Yes - please write in approximate proportion   %

No ☒

- e. Were any interviews back-checked?**

Yes - please write in approximate proportion   %

No ☒



**EVERYONE PLEASE ANSWER**

**26. Please write in the approximate start and end dates of fieldwork: DD MM YY**

Start date 

0	1	0	3	2	2
---	---	---	---	---	---

End date 

0	9	0	9	2	2
---	---	---	---	---	---

**27. Please write in the name of the institute which has done the fieldwork.**

Ipsos UK

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**SECTION 4: DATA**

**28. Were any measures of coding reliability employed?**

Yes → 

X
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**ANSWER**  
No 

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**GO TO 29**

**28a. Which one? Please specify**

All coding was checked by a supervisor.

**29. Were the data from the questionnaire keyed subsequent to the interview (that is, non-CAPI surveys)?**

Yes → 

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**ANSWER**  
No → 

X
---

**GO TO 31**

**IF DATA KEYED**

**30. Was keying verified?**

Yes - please write in approximate level of verification 

--	--	--

 %  
No 

--

**EVERYONE PLEASE ANSWER**

**31. Were any reliability checks made on derived variables?**

Yes 

X
---

  
No 

--



32. Were data checked/edited to ensure that filter instructions were followed correctly?

Yes ☒

No ☐

33. Were data checked/edited for logic or consistency?

Yes ☒

No ☐

34. Were data checked/edited to ensure they fell within permitted coding ranges?

Yes ☒

No ☐

35. Have you answered 'yes' on any or all of questions 32 to 34 above?

Yes ☒ → **ANSWER**

No ☐ → **GO TO 37**

**IF DATA CHECKED/EDITED**

36. Were errors corrected individually or automatically (through, for example, a 'forced' edit)?

Yes - individual correction ☐

Yes - automatic correction ☒

No - not corrected ☐

**EVERYONE PLEASE ANSWER**

37. Did you add a weight variable?

Yes ☒ → **ANSWER**

No ☐ → **GO TO 39**

**IF WEIGHT VARIABLE ADDED**

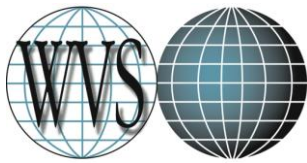
38. Please describe the weighting or post-stratification strategy used.

A combination of selection weighting and calibration weighting were applied to the data:

The **selection weighting** stages corrected for any disproportionate sampling that has been carried out. That included: the disproportionate sampling by country; 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** adjusted the sample so that its characteristics matched those of available population estimates. Two weighting variables are provided in the SPSS.





1) `weight_ni_evs` – replicates the weighting structure of EVS. The data was weighted by age, gender and level of education..

2) `weight_ni_v2` – in order to improve weighting efficiency, a second set of weights was created in Great Britain. The same was done in Northern Ireland. The data was weighted by age interlocked with gender, and education.

For both of the weights applied, we followed these stages:

- Calculating the selection weights for any selection of dwelling, household and individual. The weight was capped at 6.
- Adjusting the selection weight using calibration so that the weighted profile of the participating adults matched estimates for key demographics as described above. The selection weights were capped at 0.4 and 6.





## SECTION 5: CHARACTERISTICS OF NATIONAL POPULATION

39. Each member is asked to provide information on known characteristics of its national population, from census or the best available estimates from government surveys or other high-quality data-sources:

- sex distribution of the population
- age distribution of the population
- education (years of schooling) of the population
- other characteristics (PLEASE SPECIFY)

Please specify also the sources which have been used. Please note that the number of characteristics is what is minimal required. You can add as many characteristics as you like, but do not forget to specify them.

In the table below please present the information from census or from other government surveys or other high-quality data (column SOURCE 1) and the proportions obtained in your data, before and after weighting

	Source: ONS	Unweighted data	Weighted data
<b>Gender</b>			
Female		50.1%	51.4%
Male		49.9%	48.6%
<b>Age Groups</b>			
18 - 24 years		5.4%	10.3%
25 - 34 years		12.8%	16.3%
35 - 44 years		15%	16.1%
45 - 54 years		17%	16.8%
55 - 64 years		17%	15.9%
65+ years		26.2%	21.9%
<b>Years/Education Groups</b>			
Low		38.9%	23.4%
Middle		19.5%	41.7%
High		36.9%	32.9%
Don't know		0.1%	0.1%
<b>Other characteristics</b> Please specify			
Urban		63.5%	59%
Rural		36.2%	41%