

V. Methodology and Sample Design

The sample for the 2010 Qatar World Values Survey is designed to ensure the reliability and representativeness of statistical results derived from the data. The sampling frame for the survey comes from the Electricity and Water Company (Kahramaa). Since Kahramaa is the sole provider of water and electricity service in Qatar, this frame covers almost all Qatari households.

The State of Qatar is divided into seven administrative municipalities, each further divided into many zones. This information is used to carry out proportionate stratified sampling, which ensures representativeness in the sample and increases the accuracy of statistical estimates. Stratification does not imply any departure from probability sampling; rather, it simply requires that the population be divided into subpopulations, or strata, and that probability sampling be conducted independently within each stratum. In this survey, we used zones for stratification purposes.

Within each zone (stratum), a respondent is randomly selected via two-stage sampling. In the first stage, households are randomly selected with proportionate stratification. That is, a stratum containing a given percentage of households in the population is represented by the same proportion of the total number of sampled households. In the second stage, an adult (18 years or older) within each household is randomly selected. At this stage, all adults in the household have the same chance of being selected.

A total of 1,455 households were sampled and 1,060 interviews completed, for a final response rate (using AAPOR Response Rate 4) of 73%. Based on the number of completed interviews, the survey has a sampling error of ± 3.0 percentage points. This margin of error estimate accounts for the design effect associated with the use of strata and sample data weights. Table 1 below presents the distribution of Qatari households by municipality in the frame and in the sample. Table 2 summarizes completed interviews by municipality.

table 1. *Sample Distribution, by Locality*

<i>Locality</i>	<i>Frame</i>	<i>Sample</i>	<i>Percent</i>
Doha	16,710	666	45.8
al-Rayyan	11,899	476	32.7
Wakra	1,919	78	5.3
Umm Salal	3,872	156	10.7
al-Khour	1,622	66	4.5
al-Shamal	428	18	1.2
<i>Total</i>	36,450	1,455	100

table 2. *Final Interview Distribution*

<i>Locality</i>	<i>Frequency</i>	<i>Percent</i>
Doha	463	43.7
al-Rayyan	357	33.7
Wakra	47	4.4
Umm Salal	124	11.7
al-Khour	47	4.4
al-Shamal	22	2.1
<i>Total</i>	1,060	100