

Survey's Method
World Value Survey in Macedonia
November/December 2001

From 28th November till 2nd December, BRIMA Skopje, joint venture with BBSS Gallup International, conducted survey of public opinion among Macedonian citizens. A nationally representative multi-stage random probability sample of the population aged 18+ was used for this survey. The sample design was drawn based on data as presented by the Republic Institute of Statistics (1994 census results) of the population aged 18 years and over, incorporating characteristics of the surveyed universe per age, gender, education, type of settlement, national affiliation and region.

Sampling methodology and the sampling procedure: face-to-face interview, paper and pencil, in-home of the respondent.

Selection of households was executed on random route principle – ibid. in urban areas each third household on the left-hand side of the street, applying left turn at junctions and going back to the last crossing if one has reached a dead-end, further proceeding at random but not along the branching one had been through. In a block-of-flats, if it is a building with maximum four floors, the selected household is each fifth flat on the left, substitute being, in a cases of refusal, the next fifth flat, or in a cases of unsuitable household (for ex. Macedonian family when needed Albanian one) the next - door flat. In a block-of-flats of 5 floors and more, the selection is every tenth flat on the left with the same procedure for substitution - in cases of refusal the next tenth flat on the left and in a cases of unsuitable household the next door flat.

In rural area, each fourth inhabitable house/dwelling on both sides of the route/track and where they are aligned or scattered over larger territory, wave-wise approach selecting the fourth, counting from the left. In compounds of several houses behind a common fence, the instruction rules to select the fourth from the left (counting from the gate), or if there are less than four houses behind a common fence than the interviewer to go out of the common yard counting the houses as if they were on the street. In compact and well-structured villages with negligible signs of destruction the selection procedure follows the instructions for urban areas.

Selection of a respondent is carried out via "next birthday" selection key.

The achieved sampling plan comprised of 161 sampling points – 124 Macedonian and 37 Albanian, 4-8 respondents per unit in urban area and 4-8 respondents per unit in rural area, proportional to regional profile of different portions of the surveyed universe.

A total of 70 interviewers were employed in the survey, of which 17 Albanians and 53 Macedonians. Of them 19 are males (15 Macedonians and 4 Albanians) and 51 females (38 Macedonians and 13 Albanians). 3 persons are on the age of 18, 24 interviewers between 19-25 years old, 19 persons between 26-30 years old, and 16 persons between 31-40 and 8 interviewers 41+ years old. Some of interviewers are students from different fields of studies, while the rest are graduated persons and with secondary school, some of them employed and some of them not employed.

86,2% of the interviews were made in the first visit, 12,8% in the second and 1% in the third visit.

9 supervisors and 2 persons from the management team have administered supervision, back-check control and quality editing of the questionnaires.

8 keypunchers accomplished the data-entry. The Data Processing manager and the Project manager in charge carried out first and second validation of the data.

Refusal rate stands at 241 cases. Regions with highest refusal rate are recorded to be Skopski - 94 and Pelagoniski - 50 refusals. Then: Povardarski - 17 refusals, Kumanovski - 12 refusals, Ohridski - 45 refusals, Poloski - 7 refusals and Bregalniski - 16 refusal. Some said 'have no time', then offered another person to be interviewed, 'too busy', older people and women are scared to be interviewed when there is no man in the house. There are a number of refusals because some people do not believe in the anonymity of the interviews.

The number of non-contacted persons is 72 – 36 in the Skopje region, 15 in the Pelagoniski region, 6 in Povardarski region, 8 in the Kumanovski region and 7 in the Bregalniski region.