



World Values Survey Wave 7 in Bangladesh: Sample Design.

The fieldwork was conducted by SRG Bangladesh Ltd (SRGB) (President/CEO: M Saidul Haq), from June to August 2018.

The total population of Bangladesh was 144,043,697 (Census 2011) whereby 60.32% were persons aged 18+ years; and this proportion of the population was considered as the target population in WVS-7. Hence, the target population was 86,887,158. Only the citizens of the country were covered under this current survey.

The target sample size was 1,200 respondents. It was a nationwide representative survey based on a representative selection of rural and urban sample sites and respondent demographics.

The country was divided into 8 regions (termed 'divisions' in Bangladesh). The survey was conducted in all of the 8 divisions in Bangladesh: Barisal, Chittagong, Dhaka, Khulna, Mymensingh, Rajshahi, Rangpur, and Sylhet. The sample distribution by rural-urban and by division is demonstrated in the following figure:

Division	Number of Households			Sample		
	Urban	Rural	Total	Urban	Rural	Total
Barisal	651994	1210847	1862841	24	45	69
Chittagong	1969209	3657101	5626310	73	136	209
Sylhet	626812	1164080	1790892	23	44	67
Dhaka	2908473	5401450	8309923	108	201	309
Mymensingh	888787	1650605	2539392	33	62	95
Khulna	1308923	2430856	3739779	49	91	140
Rajshahi	1570390	2916439	4486829	59	109	168
Rangpur	1336182	2481482	3817664	50	93	143
Total	11260770	20912860	32173630	419	781	1200

Source: Bangladesh Population and Housing Census 2011, BBS

To ensure representation of the 8 administrative divisions as well as rural and urban representation within each division, the survey covered 16 domains (8 X 2 domains). The sample size was distributed based on the proportion of the population within different divisions and again within the districts under each of the division. Within one district, the allocated sample was again distributed in urban and rural areas based on the proportion of the population of that district. The total allocation of the sample in urban areas was further distributed within different cities based on the proportion of the population and not the size of the city. Therefore, both the big cities and smaller towns were represented in the sample based on the population coverage.

The same procedure was also applied within rural areas. The total allocation of the sample in rural areas were further distributed within different unions (the lowest administrative tier



in rural areas according to the administrative structure of the government) based on the proportion of the population.

The Bangladesh Bureau of Statistics (BBS) has divided the whole country in 2,012 PSUs covering both urban and rural areas. The Ward is considered as the PSU in urban areas and Mauza in rural areas.

The PSU of this survey was based on the Mauza or Mahalla. A PSU was defined as compact area of approximately 250 households. A Mauza was a defined area in rural Bangladesh and was synonymous with a single village in about 80% of the cases; in the remaining 20% a Mauza contained two or more villages.

In urban areas, the equivalent of the rural Mouza was the Mahalla. The PSUs were based on Mouzas/Mahallas because they generally have better defined boundaries compared to say a village or a sub-area of a mahalla.

A total number of 120 PSUs were selected.

The SRGB team employed the following steps for sample selection:

- Step-1: National population distribution as per 2011 census (latest census).
- Step-2: Division and District-wise population calculation (percentage).
- Step-3: Sampling – Sample calculation and distribution:
 - District-wise
 - Urban-Rural segment-wise
- Step-4: Union/Ward list (Union Statistics) of Population census 2011.
- Step-5: Primary Sampling Unit (PSU): Village/Mahalla in Union Statistics used in 2011 national census.
- Step-6: Households Selection: 10 Households were selected randomly from an enumerated area.
- Step-7: Selection of respondents: 1 adult (male and female aged 18 years and above) from each selected Households.

The number of respondents to be interviewed per PSU was 10. The cluster sampling process was not followed.

Although some selected households had more than one adult, only one respondent was interviewed from each household. In this survey, adults were defined as those aged 18 years old and above. KISH method of selection was used for interviewee selection.

Mainly, the interviews were conducted in the households of the respondents. However, after selecting the respondent by using KISH table, respondents were given the freedom to decide where exactly s/he wants the interview to be conducted.



All interviews were conducted face-to-face, using PAPI (pen and paper) on a printed questionnaire.

SRGB field teams conducted the survey throughout the day from (9 AM to 6 PM) during every day of the week, including the weekend as it provided a better opportunity to get the selected respondent at the HH by using KISH table. However, sometimes the field level activities were interrupted due to the major national holidays.

Quality of collected data and information has been a major concern of any Research/Survey assignment and as such SRGB attaches much importance to the experience and skills of the investigators. For the control of WVS-7, SRGB deployed three levels of supervision to ensure optimum data collection quality:

SRGB field data collection was coordinated by a full-time Field Coordinator centrally with support of the Field Controllers (FC) and each data collection team was comprised of 5 enumerators (FI), 1 supervisor (FS) and 1 quality controller (QC). The Quality Controller (QC) in each team was responsible for scrutinizing 100% of the filled-in questionnaires on a daily basis with assistance from the Field Supervisor. The field team did not leave the respective location before QC check and clearance. Additionally, the Field Supervisors and Field Controllers scrutinized at least 30% of the filled-in questionnaires randomly through a repeat visit to the respondents, along with ensuring quality of the rest. Any error or discrepancy was corrected on the spot. For every 3 Field Teams, one Field Controller (FC) was deployed.

Once the filled-in questionnaire was received by SRGB office in Dhaka, all the questionnaires were reviewed and thoroughly checked by a well-trained Tabulation Team before sending them for the data entry. Tabulation team checked 100% of the filled-in questionnaire, called back at least 30% of the respondents over phone and verified the genuineness of the respondents and their interview. If any problem or doubt about the respondents' identity or his/her responses occurred, that particular questionnaire was rejected and replaced by the additional interviews conducted in the same area.

As mentioned earlier, SRGB gives a very high importance for quality interview and data. As such, SRGB uses special "Team Tracking" software of a leading mobile phone service provider of the country. Through that software, the SRGB Monitoring Team continuously monitored the movement of the field teams online during the entire fieldwork period. Any deviations from the already scheduled movement plan by any team, Monitoring Team immediately got notified and were subject to an intervention. This way, a major concern of the fieldwork - that some interviewers did not go to the field or even faked the interview was eliminated effectively. All the members of the SRGB field team carried a special mobile phone SIM card which was already registered with the "Team Tracking" software.

The Survey Manager and Field Coordinator also visited the survey areas and scrutinized some of the questionnaires from both those scrutinized and those not scrutinized by the Field Controllers in addition to carrying out some accompanying calls and back checks in a few locations. Following completion of interviews and necessary review, the questionnaires usually were sent to SRGB office in Dhaka on a daily basis for processing and data input. This strategy ensured timely completion of the data entry, cleaning and processing task.



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Weighting was applied to data when necessary.

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

	% in census data	% in our surveys	Δ %
Male	50.06	50	-0.06
Female	49.94	50	+0.06
18-35	32.43	32	-0.43
36-50	15.89	16	+0.11
50+	12.00	12	-

The problems that were taken into account during the planning of fieldwork in Bangladesh:

- The local level transportation/communication is one of the major problems in certain areas of Bangladesh, in particular in remote regions.
- Interviewers sometimes face difficulties conducting interview in urban areas because most of the people were busy in the daytime; which required more sampling during the weekend.
- Some places are too far away from the Upazila point and a long motorcycle journey is required to reach there.

No permissions were required for undertaking WVS-7 in Bangladesh.