



World Values Survey Wave 7 in Cyprus: Sample Design.

The target population for the 7th wave of World Values Survey in Cyprus was individuals from the age of 18 to 85. Two survey companies executed the fieldwork. One had previous experience with conducting WVS and the other had conducted similar surveys for Eurobarometer and European Values Survey. The company previously conducted WVS in North Cyprus (KADEM) was no longer in business.

The target sample size for the Republic of Cyprus was 500 individuals. Based on the actual distribution of the population, the sample distribution by area within district was as follows:

| | URBAN | RURAL |
|--------------------|-------|-------|
| Nicosia | 150 | 50 |
| Limassol | 110 | 30 |
| Larnaca | 50 | 30 |
| Pafos | 30 | 20 |
| Ammochostos | | 30 |
| TOTAL | 340 | 160 |

The target sample size for the Northern Cyprus was 500 individuals. Based on the actual distribution of the population, the sample distribution by area within district was as follows:

| | URBAN | RURAL |
|------------------------|-------|-------|
| Lefkosa/Nicosia | 140 | 55 |
| Magusa | 80 | 30 |
| Girne | 90 | 20 |
| Guzelyurt | 30 | 20 |
| Iskele | | 35 |
| TOTAL | 340 | 160 |

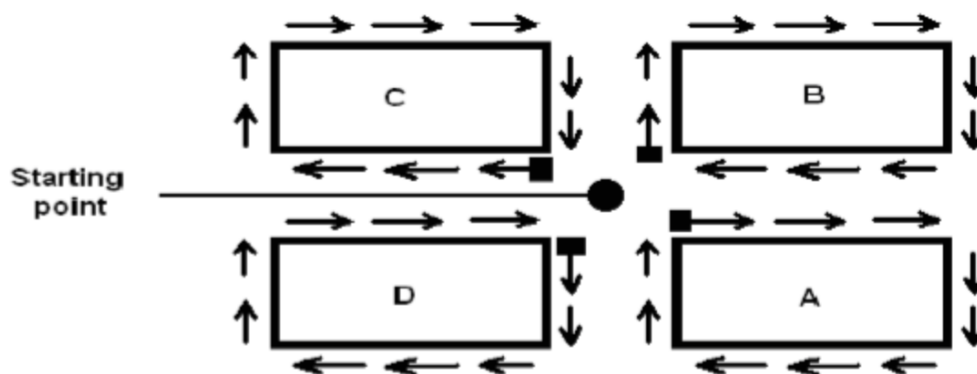
Geographically, the study covered all areas of Cyprus through two surveys (same procedure as in the Wave 6 of WVS). Both in the Republic of Cyprus and the Turkish Republic of Northern Cyprus, urban and rural areas were covered.

Stratified random probability sampling was utilized to select the sample for this study. The sampling involved five stages as follows:

- **Stage 1:** Areas of the island were divided into rural and urban areas based on the latest available Population Census in each community. Urban settlements were further subdivided into smaller segments of approximately equal population size (1000 residents) and each segment was considered as a Primary Sampling Unit (PSU). In rural areas, each village was considered as an individual PSU, with a probability of being selected that is proportionate to its population size.
- **Stage 2:** A number of PSUs were selected at random based on the sample size, using purpose-built software. The selection of PSUs by area was further assessed to be in-line with the size of the true population.
- **Stage 3:** Within each urban PSU selected, a street was randomly selected to serve as the starting point for household selection. In rural areas (villages) the starting point

was a temple in the center of the village for the Greek Cypriot survey and a local café for the Turkish Cypriot survey.

- **Stage 4:** Given a starting point, interviewers proceeded in a predetermined fashion, selecting every third household they encounter in the sample (see below Figure 1). For each starting point, an equal number of interviews were allocated (10). Routes that interviewers followed were outlined at the time the interviews were conducted in each area. Given a starting point, the interviewer commenced his/ her route in a clockwise fashion walking on the right-hand side of the street covering block A and knocking on the door of every third household encountered. If the required number of interviews were covered in block A, then the interviewer crossed over to block B and continued walking on the right-hand side of the street. The interviewer continued around block B until the required number of interviews were conducted. After that, the interviewer crossed over to block C following the same procedure as before and continued selecting households until the required number of interviews were carried out.



- **Stage 5:** In each household selected, screening questions were used at the beginning of the interview to filter out respondents not eligible for participation in the study. Following this, the names and birth dates of all inhabitants eligible to participate in the survey were recorded. The person with the last birthday before the date of the interview was chosen for the interview. When the selected individual was absent, or the residents of the selected household was absent, the interviewer made two additional attempts to locate them. When the interviewer was unable to locate the individual, then the selected household was substituted by another household from the same strata.

Interviews were conducted face-to-face, using printed questionnaires.

The questionnaire for the study was provided by the PI (Dr. Yesilada in Portland State University and his team) in both Greek and Turkish. Translation to Greek and back translation was supervised by Harry Anastasiou and Ahmet Sozen. Translation to Turkish and back translation was supervised by Birol Yesilada. CYMAR checked the Greek questionnaire versus the English master copy and informed the PI of any problems. Necessary changes were made to capture linguistic and cultural nuances. PROLOGUE checked the Turkish questionnaire versus the English master copy and informed the PI of any problems in a similar fashion. A total of 50 pilot interviews were conducted both in the



The WORLD VALUES SURVEY ASSOCIATION

www.worldvaluessurvey.org

Republic of Cyprus and in TRNC before the fieldwork commenced in order to check the functionality of the questionnaire and the degree to which individual questions were comprehensible by respondents. Following the results of the pilot interviews, the need for further changes in the questionnaire was assessed.

All completed questionnaires were submitted on a daily basis to regional supervisors. Regional supervisors checked the questionnaires to ensure their proper completion and forwarded them to the fieldwork supervisor at the respective survey company's main office. After being reviewed by the fieldwork supervisor, completed questionnaires were entered in an electronic database. Skipping and ranking rules were applied during this stage as an additional measure of ensuring correct questionnaire completion. As prescribed by the company's quality procedures, 30% of each interviewer's work was back-checked through telephone recalls. During these telephone recalls, the behavior and professionalism of each interviewer was noted. Respondents were also asked a number of questions included on the questionnaire. In addition, 10% of all routing forms were checked by on-site visits as a means of assuring that interviewers followed the correct steps in household selection.