



World Values Survey Wave 7 in Greece: Sample Design.

The survey implementation was commissioned to Metron Analysis, a Greek opinion research agency with extensive experience in similar international projects. The said agency was the funders' selected research company for this 7th wave of World Values Survey project, and had also been approved by the PI.

Target population consisted of all males and females over the age of 18, residents of Greece who can effectively communicate in the Greek language. Coverage area included all areas of Greek mainland and islands, urban and rural areas included. Target population excluded homeless & institutionalized individuals such as people doing their military service or people living in prisons or shelters. According to the official Statistics estimates, the excluded population was approximately 1.4% of the overall target population resulting in an overall coverage of approximately 98% of the Greek population.

A total number of 1,200 adults were interviewed.

Coverage area included all 13 regions of Greek mainland and islands. Both urban and rural areas were included.

The sampling frame to be used by the polling agency was a detailed electronic data file of the latest available population Census of year 2011. The sampling frame covered all geographical regions and building blocks of the country providing detailed information about the population size of each building block, blocks' codes which specify the exact location, urbanity and regional information (region, prefecture, town etc). A record for this sampling frame was the building block.

Sample selection was based on multi-stage proportional to size (PPS) sampling. Sampling consisted of three stages:

Stage 1: The polling agency had developed an authentic SPSS programming code which performed a systematic proportional to population size selection of building blocks. By taking into account regional variations and actual size, a systematic selection of 120 building blocks (PSUs) was performed at this stage. Urbanity was defined by sample design and not by the respondents themselves. By sorting the census file ascending according to the population size of each record/HH block, the polling agency used the SPSS sampling code which generated a random start and then in a systematic way, selected the subsequences records/blocks¹.

Stage 2: In each building block, a starting address was defined and households were being selected through systematic sampling (description see below).

Stage 3: Within each selected household, individuals were selected (description see below).

Rural population (less than 2,000 inhabitants) was represented in the sample as in the country total population.

¹ For more information you can see «Practical Methods for Design and Analysis of Complex Surveys» Risto Lehtonen and Erkki J. Pahkinen, Wiley, page 57



PSUs were selected via PPS. Within each selected PSU, a starting address was defined as the one corresponding to the upper left point of the sampling block. In case sampled address referred to a single house, this house was taken as the starting household. In case sampled address was a block of flats, the flat which was on the right side of the upper floor was defined as the starting household. Further households were selected via systematic sampling of a fixed interval (10 households per PSU).

The route length covered the selected via PPS PSU or/and the adjacent PSUs so as to reach with 10 completed interviews per PSU.

There were three steps of the procedure of selection of the respondent in the household;

Step A: If contact was made with the household members and they were willing to participate in the survey: selection of respondent based on gender and age quotas (in case members of the same gender/age combination are found in the same household, selection is based on the most recent birthday method)

Step B: If no contact was made at the first visit: Revisit a different day and time and if not successful in establishing contact again, replacement of household and application of step A in the new household.

Step C: If contact was made but the household members refused to participate in the survey: Replacement of household and application of step A in the new household.

The interviews were conducted only at the respondent's household.

The selected sample members were interviewed face-to-face using Pen and Paper interviewing method (printed questionnaire).

The interviews took place every day of the week. The usual interviewing hours were 9.30-14.00 and 17.30-21.00 (exceptions occurred according to appointment).

All completed questionnaires were edited, coded and data punched in house by the survey's central supervisors. 30% of the interviews of each interviewer were back-checked via follow up calls. 100% were electronically edited for further logical checks. 5% were controlled via field visits. 5% of all questionnaires were re-punched and if more than 1% discrepancies were found, the rate of re-punching was increased accordingly. 30% was the usual quality control percentage for research agency, which is higher than the one being suggested as minimum by the local national association of polling agencies (15%).

Research partners had gone through audits several times in local and international projects from local or international research institutes, governmental bodies and multi-national companies. All external checks had resulted in successful final evaluations.

Weighting is considered as a common process for research data collected in Greece, although there were some cases where it had not been needed in the past. Thus, weighting was applied to data when necessary.



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The difference in gender groups between the raw and population percentages did not exceed $\pm 2-3\%$, with $\pm 4-5\%$ being the respective difference in age groups.

Higher population mobility and respectively higher non response-rates in the summer period (middle to late July and August) and in the Christmas/Easter periods were taken into account during the planning of fieldwork

The responsible organization did not need any special permission from the state governing bodies in order to do the WVS-7.