



World Values Survey Wave 7 in Malaysia: Sample Design.

A marketing survey firm (IPSOS) executed the fieldwork the 7th wave of World Values Survey. The survey took place in February 2018. The target population was citizens of Malaysia over the age of 18, stratified according to all states (provinces) including the two states of Malaysian Borneo. The target sample size was 1,300 adults.

The whole country was included in the sampling frame, covering 14 states. Both rural and urban areas were represented in the sample. The responsible organization followed the definition of urban provided by the Statistics Malaysia;

*"Gazetted areas with their adjoining built-up areas, which had a **combined population of 10,000 or more at the time of the Census 2010 or the special development area that can be identified, which at least had a population of 10,000 with at least 60 % of population (aged 15 years and above) were involved in non-agricultural activities.**" Built-up areas were contiguous to a gazetted area and had at least 60% of their population (aged 15 years and above) engaged in non-agricultural activities. Special development areas are areas of development that can be identified and separated from any gazetted area or built- up area more than 5 km and the area had a population of at least 10,000 with 60% of the population (aged 15 years and above) were involved in non-agricultural."*

The percentage of urban-rural statistics by state (region) was obtained from the Statistics Malaysia. Overall, urban rural percentage was 70% to 30 %, respectively.

An example is as follows:

DEMOGRAPHICS		TOTAL POPULATION	Percentage	
	% population		Urban	Rural
JOHOR	11.5%	3686	71.9%	28.1%
KEDAH	6.7%	2147	64.6%	35.4%
KELANTAN	5.7%	1827	42.4%	57.6%
MELAKA	2.9%	929	86.5%	13.5%
NEGERI SEMBILAN	3.5%	1122	66.5%	33.5%
PAHANG	5.1%	1635	50.5%	49.5%
PERAK	7.8%	2500	69.7%	30.3%
PERLIS	0.8%	256	51.4%	48.6%
PENANG	5.4%	1731	90.8%	9.2%
SELANGOR	19.9%	6378	91.4%	8.6%
TERENGGANU	3.8%	1218	59.1%	40.9%
SABAH	12.1%	3878	54.0%	46.0%
SARAWAK	8.6%	2756	53.8%	46.2%
FEDERAL	5.6%	1795	100.0%	0.0%



The full-time sampling team ensured the systematic selection and replacement of sampling points:

- State was divided into Districts (total 138 districts)
- District was divided into Mukims – sub-districts (total 1090 mukims)
- Mukim was divided into Areas (~5070) which have different Tamans
- Taman consisted of Blocks (~15,700 Blocks)
- Block (Primary Sampling Unit/PSU) – each block contained 180-200 dwelling units
- Each Block was profiled by race (Electoral register list) and housing type (a good proxy for household income by field observations)

The PSUs were randomly selected within the defined frame (coverage plan). The number of respondents interviewed per PSU was 10.

The selection of respondent was based on screening criteria and quota assigned to interviewer. When using device-to-device method, interviews were conducted in respondent house. When street intercept, interviews were conducted inside local eateries outlets (coffee shop, mamak stall, restaurant, etc.)

The survey was conducted using mixed methodology; online panel in urban areas and face-to-face method using CAPI in rural areas. Face-to-face interviews were conducted using self-completion approach to ensure consistency.

The selected sample members were interviewed face-to-face using a printed questionnaire. The questionnaire was translated into four languages; Catalan, Spanish, French and English. The interviewers adapted to the language that is more comfortable for the respondents.

The surveys were conducted:

FW – Tuesday to Sunday excluding Monday
Time – 2 pm to 9pm.

FW blackout week – Hari Raya week and Chinese New Year week

Interviewers of were previously trained on market research principles, interviewing techniques and software. All interviewers were issued a mentor and were subjected to quality control procedures.

Quality control procedures:

- 15% telephone call-backs for respondents interviewed
- 100% GPRS tracking
- 100% interview length monitoring
- 5% Live witnessing (fieldwork executive)
- 30% of callbacks by external auditor were employed by client.

A minimum of 20% of interviewers' calls were monitored, and all interviews were digitally recorded. A higher proportion of interviews were monitored at project start to ensure the identification of an issue as early as possible. Questionnaire data was checked upon completion, and anomalies were discussed with the interviewer.



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

	% in census data	% in your survey	Δ %
Male	52	50	2
Female	48	50	2
18-35	50.7%	50%	0.7%
36-50	24.7%	25%	0.5%
50+	24.6%	25%	0.4%

The following conditions were taken into account during the planning of fieldwork:

- Unable to approach and interview respondents living in gated community and high-rise buildings via face-to-face and device-to-device methods.
- Response rate to sensitive topics on politics, religion and sexuality.

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



Main Survey : General Public

- Citizens
- Across Geographic's
- Malaysian 18 years and above
- All Gender
- All Ethnicity
- All SEC (socio – economic classes) , Education and Profession



Methodology and Sampling Approach:

Questionnaire Length : 35-45 Minutes

Proposed Approach: A combination of two approaches:

- **Face to Face Approach via Computer Aided Personal Interview (CAPI)**
 - Coverage: Rural and Urban areas and targeted where the Online approach is not able to hit target
- **Online Interviews amongst the online community.**
 - Coverage : Predominantly to focus on Urban locations, specifically Market Centers and key cities



Sample Size: Total Sample Size n=1300

- Urban 70% (n.913)
- Rural 30% (n.387)

Ethnicity:

- Malay 67% (n.876)
- Chinese 25% (n.325)
- Indian 8% (n.99)

Age Group - Equal split by Urban / Rural:

- 18-40 46% (n.598)
- 41-60 25% (n.598)
- 61-80 8% (n.103)



The WORLD VALUES SURVEY ASSOCIATION

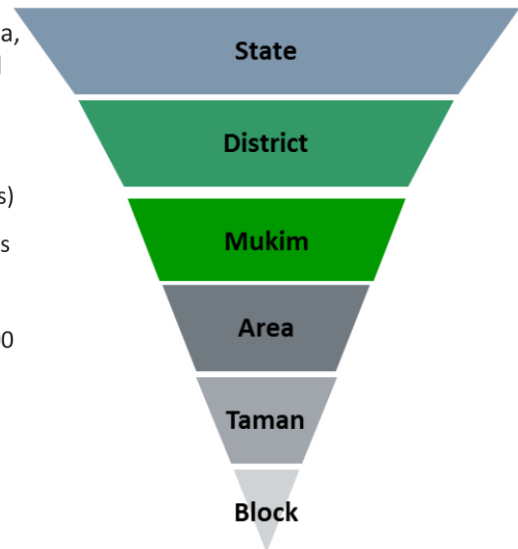
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	Total		Malay		Chinese		Indian	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
Johor	105	42	63	25	35	14	7	3
Kedah	56	31	45	25	7	4	4	2
Kelantan	31	43	30	42	1	1	0	0
Melaka	33	5	23	3	8	1	2	0
Negeri Sembilan	30	15	19	9	7	3	4	2
Pahang	33	33	27	27	5	5	1	1
Perak	70	31	41	18	20	9	8	4
Perlis	15	15	14	14	1	1	0	0
Penang	63	6	29	3	28	3	7	1
Selangor	233	22	139	13	63	6	30	3
Terengganu	29	20	28	19	1	0	0	0
Sabah	83	72	73	63	10	9	0	0
Sarawak	60	52	45	39	14	12	0	0
Federal	72	0	34	0	31	0	7	0
TOTAL	913	387	610	301	231	69	72	17

	Total		URBAN AGE GROUP			RURAL AGE GROUP		
	Urban	Rural	18-40 (46%)	41-60 (46%)	61-80 (8%)	18-40 (46%)	41-60 (46%)	61-80 (8%)
Johor	105	42	48	48	8	19	19	3
Kedah	56	31	26	26	4	14	14	2
Kelantan	31	43	14	14	2	20	20	3
Melaka	33	5	15	15	3	2	2	0
Negeri Sembilan	30	15	14	14	2	7	7	1
Pahang	33	33	15	15	3	15	15	3
Perak	70	31	32	32	6	14	14	2
Perlis	15	15	7	7	1	7	7	1
Penang	63	6	29	29	5	3	3	0
Selangor	233	22	107	107	19	10	10	2
Terengganu	29	20	13	13	2	9	9	2
Sabah	83	72	38	38	7	33	33	6
Sarawak	60	52	28	28	5	24	24	4
Federal	72	0	33	33	6	0	0	0
TOTAL	913	387	420	420	73	178	178	30

Sampling

- We have a **fully up-to-date sampling frame** covering all of Malaysia, and a **full-time sampling team**, to ensure systematic selection and replacement of sampling points:
 - State is divided into Districts (total 138 districts)
 - District is divided into Mukims – sub-districts (total 1090 Mukims)
 - Mukim is divided into Areas (~5070) which have different Tamans
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Quality control stages

