



The WORLD VALUES SURVEY ASSOCIATION

www.worldvaluessurvey.org

SURVEY METHODOLOGY REPORT

METHODOLOGICAL QUESTIONNAIRE

(TO BE COMPLETED AND SENT TO THE DATA ARCHIVE

JOINTLY WITH THE DATA FILE)

Country:	Pakistan
Organization:	Gallup Pakistan
Principal Investigator:	Bilal Ijaz Gilani
E-mail (primary contact):	bilal.gilani@gallup.com.pk
Person in charge for fieldwork:	Amnah Imtiaz
E-mail (secondary contact):	amnah.imtiaz@gallup.com.pk



SECTION 1: THE QUESTIONNAIRE

1. Have any optional questions and/or items been included?

No ☒

Yes (PLEASE WRITE IN QUESTION AND/OR ITEMNUMBERS BELOW)

2. Were country-specific questions, and/or items i. e. neither compulsory nor optional WVS questions, or questions included in the survey?

No country-specific questions included

☒

Go to Q 4

Country-specific questions were included

☐

ANSWER IF THERE WERE COUNTRY-SPECIFIC QUESTIONS

3. Were country specific questions included at the end of the questionnaire, just before the demographics?

Yes

☐

GO TO Q 4

No

☐

- 3a Please indicate the location of the country-specific questions which were not at the end of the questionnaire

WRITE IN BELOW :

EVERYONE PLEASE ANSWER

4. Were all questions asked in the prescribed order?

Yes ☒

No ☐



5. Were all core questions included in your questionnaire (by core we mean all items except those that were optional)?

No - some question(s) from WVS questionnaire not included

☒ → ANSWER

No - some demographic question(s) not included

☐ → ANSWER

Yes - all questions included

☐ → SECTION 2

IF ANY CORE or DEMOGRAPHIC WVS QUESTIONS WERE NOT INCLUDED

6. Please write in details of the items and the reasons why they were not included.

Question number or description of question:

Q240. In political matters, people talk of "the left" and "the right." How would you place your views on this scale, generally speaking?

Reason(s) not included:

There is no clear distinction between left and right wing parties in Pakistan and the scale does not seem to work and hence was not included in the survey

SECTION 2: SAMPLING

7. Was your sample designed to be representative of the entire adult population, i. e. 18 years and older, of your country?

Yes

☒ → GO TO Q 9

NO

☐ → ANSWER



IF NOT DESIGNED TO BE REPRESENTATIVE

8. Which groups were excluded from, under-represented or over-represented in your sample design?

Excluded (PLEASE SPECIFY):

Over-represented: (PLEASE SPECIFY):

Under-represented (PLEASE SPECIFY):

EVERYONE PLEASE ANSWER

9. What was the lower age cut-off for your sample?

Yes - please write in cut-off

No cut-off ☐

10. Was there any upper age cut-off for your sample?

Yes - please write in cut-off

No cut-off ☒

11. What were the different stages in your sampling procedure?

PLEASE WRITE IN:

Step 1: The sample was drawn according to the method of Probability Sampling, Population Proportionate to Size (PPS). Pakistan was divided into 4 provinces. Every province was representative of its actual proportion in the total population.

Step 2: The distribution between urban and rural was also proportionate to its proportion as per 1998 census, and re-weighted accordingly in the tabulated results.

Step 3: Within the districts villages and urban circles were selected according to random sampling procedure.

Step 4: Within selected villages or an urban circle a Household was selected randomly after a start on random walk and proceeding according to a standardized interval.



Step 5: Within each Household respondent was selected through KISH method.

Step 6: Households with a designated interval was contacted by using “Right hand Rule” technique

12. What was the final number of clusters or sampling points?

No clusters

WRITE IN:

13. What was the sampled unit you got from office sampling?

Address → ANSWER

Household → ANSWER

Named individual → GO TO 17

Other (PLEASE WRITE IN DETAILS BELOW) → ANSWER

List of Communities / geographical locations

IF NAMED INDIVIDUAL WAS NOT THE SAMPLED UNIT

14. What selection method was used to identify a respondent?

PLEASE SPECIFY:

Right hand method was used to select a random household and within the household respondent was selected through Kish grid method.

The household selection was made randomly in the targeted municipalities (mentioned on the daily work sheet of the interviewer). In the neighbourhood mentioned in the work sheet the interviewer use to select randomly the households to cover.

The daily work sheet mentioned also the profile required of the interviewee.



15. Were there any quota-controls on the type of individual selected to take part in the survey (for example, age or sex controls)?

Yes ☒ → **ANSWER**

No ☐ → **GO TO 17**

IF QUOTA CONTROLS

16. In what way were quota controls used?

PLEASE WRITE IN:

During Fieldwork sampling locations were equally split in to male and female interviewers in order to achieve equal share for male/female respondents.

EVERYONE PLEASE ANSWER

17. Was substitution permitted at any stage of your selection process or during fieldwork?

Yes ☒ → **ANSWER**

No ☐ → **GO TO 19**

IF 'YES'

18. In what way was substitution permitted?

PLEASE WRITE IN:

1. A randomly selected household was substituted by another household if the first household did not respond after 2 calls backs or refused to participate in the survey.

2. After member selection within the household by using kish grid method, that member was substituted by the second member of the household if first member was not available or refused to participate in the survey.

EVERYONE PLEASE ANSWER

19. Did you use any stratification factors when drawing your sample?

Yes ☒ → **ANSWER**

No ☐ → **GO TO 21**



IF STRATIFICATION FACTORS USED

20. What stratification factors were used, and at what stage(s) of selection?

PLEASE WRITE IN:

Two stratifications were used during drawing sample

1. Province

2. Urban/Rural

EVERYONE PLEASE ANSWER

21. All in all, what are the known limitations of your realized sample?

For example: non-response rate; is there differential coverage of particular groups, either because of sample design or response differences?

% response or % non-response: PLEASE WRITE IN:

The universe used for the sample selection does not cover following territories.

1. FATA

2. Gilgit Baltistan

Approximately 4% of Pakistan's population residing in these regions

22. Please fill in the following details about your sample. If some categories do not apply, please complete to the highest level of detail possible and use the 'other' box to give more information.

Total number of starting names/addresses

2	1	4	6
---	---	---	---

- addresses which could not be traced at all

--	--	--	--

- addresses established as empty, demolished or containing no private dwellings

0	0	2	0
---	---	---	---

- selected respondent too sick/incapacitated to participate

--	--	--	--

- selected respondent away during survey period

0	0	0	1
---	---	---	---

- selected respondent had inadequate understanding of language of survey

0	0	0	3
---	---	---	---

- no contact at selected address

0	0	6	3
---	---	---	---

- no contact with selected person

--	--	--	--

- refusal at selected address

0	0	4	5
---	---	---	---

- proxy refusal (on behalf of selected respondent)

--	--	--	--

- personal refusal by selected respondent

--	--	--	--

- other type of unproductive (please write in full details in the box below)

--	--	--	--



The WORLD VALUES SURVEY ASSOCIATION

www.worldvaluessurvey.org

- full productive interview

2	0	0	0
---	---	---	---

- partial productive interview

--	--	--	--

IF 'OTHER' CATEGORY USED

23. Please specify



SECTION 3: FIELDWORK

24. If interviews were not face-to-face, please specify the way of interviewing: **Face to Face**

25. The next group of questions are about interviewers.

If no interviewers were used at any point in the WVS survey, please go to Q26.

IF INTERVIEWERS USED

a. Were interviewers paid according to performance (for example, according to the number of interviews they obtained)?

Yes ☒

No ☐

b. Which, if any, of these rules governed how an interviewer approached an address/household?

PLEASE TICK THOSE THAT APPLY

Calls must be made at different times of day ☒

Calls must be made on different days of week ☐

Neither of the above ☐

c. Were interviewers required to make a certain number of re-calls before they stopped approaching an address or household?

Minimum number of re-calls required - please write in number

No minimum re-call requirement ☐

d. Were any interviews supervised?

Yes - please write in approximate proportion %

No ☐

e. Were any interviews back-checked?

Yes - please write in approximate proportion %

No ☐



EVERYONE PLEASE ANSWER

26. Please write in the approximate start and end dates of fieldwork: **DD MM YY**

Start date

0	4	1	1	1	8
---	---	---	---	---	---

End date

1	1	1	2	1	8
---	---	---	---	---	---

27. Please write in the name of the institute which has done the fieldwork.

Gallup Pakistan

SECTION 4: DATA

28. Were any measures of coding reliability employed?

Yes → ☒

ANSWER

No ☐

GO TO 29

28a. Which one? Please specify

About 20% work for each coder was re-checked and verified by the Concerned DC Supervisor/Incharge.

29. Were the data from the questionnaire keyed subsequent to the interview (that is, non-CAPI surveys)?

Yes → ☐

ANSWER

No → ☒

GO TO 31

IF DATA KEYED

30. Was keying verified?

Yes - please write in approximate level of verification

--	--	--

 %

No ☐

EVERYONE PLEASE ANSWER

31. Were any reliability checks made on derived variables?

Yes ☒

No ☐



32. Were data checked/edited to ensure that filter instructions were followed correctly?

Yes ☒

No ☐

33. Were data checked/edited for logic or consistency?

Yes ☒

No ☐

34. Were data checked/edited to ensure they fell within permitted coding ranges?

Yes ☒

No ☐

35. Have you answered 'yes' on any or all of questions 32 to 34 above?

Yes ☒ → **ANSWER**

No ☐ → **GO TO 37**

IF DATA CHECKED/EDITED

36. Were errors corrected individually or automatically (through, for example, a 'forced' edit)?

Yes - individual correction ☒

Yes - automatic correction ☐

No - not corrected ☐

EVERYONE PLEASE ANSWER

37. Did you add a weight variable?

Yes ☐ → **ANSWER**

No ☒ → **GO TO 39**

IF WEIGHT VARIABLE ADDED

38. Please describe the weighting or post-stratification strategy used.



SECTION 5: CHARACTERISTICS OF NATIONAL POPULATION

39. Each member is asked to provide information on known characteristics of its national population, from census or the best available estimates from government surveys or other high-quality data-sources:

- sex distribution of the population
- age distribution of the population
- education (years of schooling) of the population
- other characteristics (PLEASE SPECIFY)

Please specify also the sources which have been used. Please note that the number of characteristics is what is minimal required. You can add as many characteristics as you like, but do not forget to specify them.

In the table below please present the information from census or from other government surveys or other high-quality data (column SOURCE 1) and the proportions obtained in your data, before and after weighting

	Source: 1998 Census	Unweighted data	Weighted data
Gender			
Female	48%	48%	
Male	52%	52%	
Age Groups			
18 - 29 years	42%	32%	
30 - 39 years	22%	33%	
40 - 49 years	15%	23%	
50 - 59 years	10%	7%	
60 years & +	11%	5%	
Years/Schooling Groups			
No Education			
Primary/secondary school			
Incomplete/Complete university-level education			
Other characteristics Please specify			
Location			
Urban	33%	35%	
Rural	67%	65%	
Province			
Punjab	58%	57%	
Sindh	24%	25%	
KPK	14%	14%	
Balochistan	5%	5%	