World Values Survey Wave 7 in Pakistan: Sample Design.

Gallup Pakistan executed the fieldwork across four provinces of Pakistan. The survey took place in September 2018. The target population was individuals over the age of 18, living in the four provinces of Pakistan. Approximately 4% of the total population residing in special administrative or tribal units was excluded due to the inability to carry out standard random sampling/probability procedures as well as due to logistical / law and order constraints.

The universe for this Sample was based on the Population Projection of 2016, estimated on the basis of the latest available Census of National Population (1998). The survey was conducted across the country, in various regions and provinces according to their population size. The survey covered all four provinces of the country, including some of the small urban towns as well as rural provinces.

The distribution across the four provinces was broadly proportional to the shares of respective provinces in the sample, as shown in the Table below:

The share of the National Population and Target Sample by Province

Provinces	Share in National Census Population	Sample	No of Sampling Points
Punjab	58%	1160	116
Sindh	24%	480	48
KP	14%	280	28
Balochistan	5%	100	10
Total	100	~ 2000	~200

The latest national Census data from 1998 was used as the universe for this sample. This data was classified by villages as the primary unit in the rural areas and urban census circles in the urban areas. The same classification system was adopted for the primary sampling units. Thus, the urban / rural variable was determined by sample design.

The Definition of Sampling Units in Pakistani context

a.   PSU is Primary Sampling Unit

It is the unit which forms the list from which LOCATIONS were selected. Thus, it is SYNONYMOUS with the *word* used later in the text as 'location'.

b.   SSU is Secondary sampling Unit:

It was the randomly selected Household within the PSU (location).

c.   Sampling Points:

Urban localities were defined as those which are situated within a Municipal Corporation / Committee or a Town Committee. A locality was considered as an urban area if its population was over 5000 and it had certain civic amenities. There was, however, an exception to this, and the population size was no longer a strong criterion.

Rural localities: A locality was considered as a rural area if its population is under 5000

Gender: 50% Male, 50% Female

Age: 18+

Target Regions: Approximately 200 randomly selected locations covering urban and rural areas of the four provinces.

PSUs were distributed among Urban PSUs (33%) and Rural PSUs (67%) as per 1998 census distribution.

1. Selection of Primary Sampling points (PSU's)

A multi-stage stratified random selection procedure was employed for the selection of sampling points. The first stratum was the province and the second stratum was the district. Share to each stratum was allocated through the population proportionate to size (PPS) method.

Under circumstances such as destruction / loss of habitat, current military conflict and inaccessibility due to the destruction of transportation, infrastructure or weather; although, this rarely happens, sampling points were substituted.

2. Selection of Sample Points

Gallup Pakistan had uniquely compiled information on the population Universe in Pakistan. It used an updated computerized version of the latest Census (1998). The universe database listed all of the approximately 45,000 villages in the county by province (4), Districts (106), Sub Districts/Tehsils (378) and Patwar Circles (a basic revenue collection unit).

- **In Rural Areas:**

This universe was used for selecting the RURAL SEGMENT OF THE SAMPLE. Gallup Pakistan had developed an easy to use computer programme to randomly select the assigned number of primary Sampling units (Villages) in the rural areas through the population proportionate to Size (PPS) method.

- **In Urban Areas:**

Gallup Pakistan used the same Census database and listed all urban areas by their primary unit which was the CENSUS CIRCLE and below was the Census Block. The population of each Census circle was also available in an updated fashion. For the sample selection, the urban areas were stratified by district and the assigned numbers of URBAN CIRCLES were selected through the same procedure as explained above for the rural areas.

The first household in each sampling point was chosen through a randomly selected street and a randomly selected household (all house numbers on the selected street were written down on slips of paper, and the one drawn from the group was the first house selected on that street). After a successful interview, every third household was approached following the "right-hand random" method.

- In each PSU, 10 interviews were conducted. The interview was conducted after the random selection of a respondent within a randomly selected household.
- After a successful interview, every third household was approached following the "right-hand random" method.

The interviews were conducted within the household of the respondent.

Face-to-face interviews were conducted by using tablet. (ODK Software for Scripting was used)

Fieldwork was conducted on working days as well as weekends / holidays. The best time for searching and interviewing female respondents was morning hours during working days. Male respondents were approachable in the evening during working days or on weekends / holidays.

The quality of the data was guaranteed by the quality control procedures applied in 3 separate stages.

1. Supervisors observed each interviewer's work by direct supervision in the field.

2. Supervisors revisited or called back selected houses after the completion of interviews

3. After completion of the interviews, the central office data entry team checked the questionnaires and field materials for any inconsistencies.

At the end of the three procedures, 20% of the completed questionnaires were back-checked using the following methods:

- Direct Supervision during Interview (3%)
- Back-check in person by supervisor (15%)
- Back-check by telephone by supervisor or the central office (2%).

GPS was recorded but in areas where law and order situation is bad or the area is supervised by Military, GPS was not recorded.

Data was self-weighted. However, post-stratification weights were applied when necessary.

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%	55%	+2%
Female	48%	45%	-3%
18-29	42%	35%	-7%
30-49	37%	44%	+7%

| 50 + | 21 % | 21% | 0% |

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

- Fieldwork is confronted with mainly law and order issues. Law and order are affected both by normal street crime as well as terrorism related issues in some parts of the country.
- Pakistan is a huge country in terms of geography, therefore logistical costs and timelines are a severe hurdle.
- Environmental extremes sometime make fieldwork difficult. These include flood like situation in summers as well as very extreme heat in southern Pakistan.

The responsible organization obtained special permission from the state governing bodies in order to do WVS-7 before the initiation of the fieldwork.