



World Values Survey Wave 7 in Serbia: Sample Design.

The fieldwork was conducted by interviewers who were regularly trained, skilled and controlled by the principal investigator (PI). All interviewers were members of permanent fieldwork network established at the responsible university. The majority of them were bachelor students (about two thirds), while the others were either postgraduate or alumni students.

The target population for the 7th wave of World Values Survey was citizens over the age of 18. A total number of 1,210 adults were interviewed.

The country was divided into regions when conducting the survey. There were three regions: the Belgrade area, the province of Vojvodina and Central Serbia. The fieldwork was conducted in all of them.

A multi-stage territorial stratified selection procedure was employed, with elements of random route sampling. The Belgrade Area was then divided into the municipalities which represented the starting points-primary sampling units (PSUs)- for this region. On the other hand, the province of Vojvodina and Central Serbia were first divided into districts and then into the towns/municipalities, which represented the PSUs for these regions. Finally, the subjects within each PSU were randomly selected, giving all the individuals in the population an equal chance of being selected. The whole country was covered. The total number of PSUs was 165 (for more details, please see the attached document *list of PSUs.xlsx*), while the total number of respondents was 1,210.

The primary sampling units (PSUs) were selected in a way to cover the whole country. Settlements within each PSU were then randomly selected. The PSUs were located in quite a good distance from each other.

The number of respondents per settlement within each PSU did not exceed 10 respondents. For the selection of respondent in the household, simple probability sampling technique was applied.

Face-to-face interviews were conducted at the respondent's place of residence. The respondent's answers were usually recorded in a paper questionnaire (traditional way); however, the interviewers sometimes used CAPI (Computer Assisted Personal Interview) when it was more convenient for the interviewee. The interviews took place from Monday to Sunday, during the whole day (up until 9pm).

To monitor the quality of collected data, the internal quality control of interviewers' work was undertaken in two stages.

First stage: during the fieldwork, supervisors monitored how interviewers fulfilled their tasks.

Second stage: At least 10% of the total sample were verified by back-checking, repeated visits to the respondents, phone calls, or mail control.

At the time of the fieldwork, the percent of females in the society was roughly 51.3%, whereas males counted for 48.7%. As for the age groups, 20-39 years old – 26.22%, 40-59



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years old – 27.62%, 60+ – 26.66%, 65+ – 18.73%. These proportions were expected to remain the same in the sample.

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