



The WORLD VALUES SURVEY ASSOCIATION

www.worldvaluessurvey.org

World Values Survey Wave 7 in South Korea: Sample Design.

The fieldwork was conducted by Gallup Korea.

The target of the survey was the people aged 18+, based on the people who registered as residents on October, 2017. The target sample size was 1,200 adults in total.

Geographically, the study covered the whole nation except Jeju Island because the Population of Jeju Island was less than 1% of the country.

Two-staged stratified sampling was employed, which reflected the statistical population of South Korea. Gallup Sampling system included the address information for the whole country, according to the region, city, village and so on. The whole country was divided into 8 regions and were allocated according to the census.

The sampling procedure included all rural areas except Jeju Island.

In principle, the investigators knocked the houses when they conducted the survey.

The number of respondents interviewed per one PSU was 10. The respondent from each household was selected by using the last birthday method.

The interviews were conducted within the house/apartment of the respondent. However, face-to-face interviews in the house is not easy, especially when it is not a government approval statistic. Therefore, the investigators tried to conduct the survey in the house, but conducting interviews in the street or café, etc. were also allowed when necessary.

Face-to-face interviews were conducted by using tablets (Galaxy Tab).

The day and the time of interview depended on the targeted age. For example, for interviewing over 60s, the fieldwork was conducted during the daytime, because people in that age usually stay at home during the daytime. On the other hand, it was more suitable to conduct the fieldwork after 8 pm during the weekday to interview people in their 30~40s or people who were living alone.

Gallup Korea controlled the quality of the fieldwork by interviewer rating system. The system graded interviewers from 'A' to 'C' according to their survey experience, loyalty to Gallup Korea, understanding of survey, and sincerity. Gallup Korea assigned superb interviewers who were above A level according to Gallup Korea's rating standard and who had experiences of similar survey.

After the fieldwork, Gallup Korea called back 30% of all the respondents to verify the answers.

Interviewer training and control:

Interviewers received one-day orientation with test and had to finish three exercise interviews successfully. The fieldwork supervisor collected completed questionnaires and controlled the contents and environment daily.



Quality Control:

1st - Fieldwork supervisors checked the completed questionnaires and verified non-answered, logical consistency.

2nd - Verification Team selected 30% of the questionnaires randomly and called the interviewees to check out whether the interviewer actually conducted the survey or the interviewee filled up the questionnaire by him/herself, and so on.

3rd - Checked logical errors through cross-tabulation.

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	50	50	-
Female	50	50	-
18-35	28	29	$\pm 1\%$
36-50	30	31	$\pm 1\%$
50+	42	43	$\pm 1\%_p$

The fieldwork was controlled to make the selected sample as close as possible to the census data.

Political surveys are freely conducted in South Korea, therefore, there were no problems encountered during the fieldwork.

The responsible organization did not have an official document about the survey; however, the responsible organization was still able to conduct the survey.