



The WORLD VALUES SURVEY ASSOCIATION

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World Values Survey Wave 7 in Taiwan: Sample Design.

The fieldwork for the 7th wave of World Values Survey in Taiwan was executed by the Center for Survey Research at Academia Sinica. The survey took place in March, 2019. The target population was people over the age of 18 with an upper limit at 85 years old, residing in private households. Non-citizens constituted less than 1% of the population and therefore, they were not included into the target population. Similar approach was used in previous WVS rounds completed in Taiwan. The target sample size for WVS-7 was 1,200 adults.

The whole country was divided into six regions, and all divisions were surveyed. First, all 358 settlements (towns, districts of metropolitan cities, villages and neighborhoods in Taiwan) were divided into six strata. Division was made in accordance with the settlement type and population size. Second, probability proportionate to size (PPS) was employed to select the number of targeted settlements (that is, the smallest administrative unit in Taiwan). Third, in the selected administrative unit (range 1,000 to 10,000), the addresses of households (about 15 addresses) were randomly selected. Full list of all household addresses was provided by the central government.

Finally, when interviewers accessed household members, they processed a random procedure to choose a member within a household to be an interviewee of this survey. A revised Kish grid technique was used. According to the number of people living in an address, a certain gender and then a certain person with age on a predesigned ranking order was selected.

Rural population was in the same percentage as in the country total population.

There was no PSU in the sampling design of Taiwan. An equivalent idea was the smallest administrative unit. This is close to a rural village or settlement, or a neighborhood in a city. Other national representative surveys in Taiwan had been conducted similarly on the basis of this method.

The average numbers of respondents in each PSU were approximately 15 interviewees from the selected 84 administrative units. Roughly, 22-30 households were from a village or a district of city. The population size of a village or district ranged between 1,000 to 5,000 in general. The total number of respondents to be interviewed per village or district in the city was further split in a way that no more than 10 respondents were interviewed per street.

For the selection of the respondent in the household, random sampling (a revised Kish grid technique) was employed. A respondent was selected following a revised version of the Kish grid table by taking into consideration both gender and age difference. Anticipating refusals, the selected households were inflated by different factors ranging from 3.1 to 5.4, according to level of urbanization.

The interviews were conducted within the household/apartment of the respondent.

Face-to-face interviews were conducted by using tablets. The interviews took place in the evenings on weekdays. On weekends, they were conducted either in the day or in the evenings.

3 types of quality controls were applied; checking audio records, telephone controls and making second visits to a certain percentage of interviewed people.



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About 40% of respondents were called for checking on a few questions by telephone. When needed, a different reviewer was sent for a second interview.

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

	% in census data	% in your survey	Δ %
Male	49.2	43.6	5.6
Female	50.8	56.4	-5.6
18-35	25.7	21.7	4
36-50	29.9	29.1	0.8
50+	44.4	49.2	-4.8

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