



The WORLD VALUES SURVEY ASSOCIATION

www.worldvaluessurvey.org

World Values Survey Wave 7 in Turkey: Sample Design.

The fieldwork for the 7th wave of World Values Survey in Turkey was conducted by a reputable and experienced data collection firm (BINOM), a member of ESOMAR.

The target population was Turkish citizens over the age of 18, residing in households (institutions such as prisons, hospitals, etc. not included). +/- 2,000 people were interviewed.

All geographic regions and subregions were well covered. At the NUTS2 level (nomenclature of territorial units for statistics) defined by Eurostat, Turkey has 26 units and all were covered by the sampling frame. (pls see the details below)

The sample was designed to minimize design effect. Therefore, cities and towns were not selected at the first stage, thus, eliminating the design effect associated with this level of clustering. Instead, a large number of PSU's of minimal size were used. Needless to say, the larger the NUMBER of clusters and thus the smaller the n in each cluster, the smaller the sampling error.

The State Institute of Statistics had randomly selected 180 (one hundred and eighty) clusters based on the latest census (only few months old). Each cluster (PSU) contained around 100 households.

At the second stage, 12 households (addresses) were randomly selected from each PSU. This assured the lowest possible design effect due to clustering. All addresses were randomly elected by the team, and methods such as "random walk," etc. were not used. In short, interviewers were given specific addresses and they were not allowed to make selections in the field.

Within the household, Kish method was used to select the eligible individual to be interviewed.

The sampling frame described above guaranteed that all segments of the population (large cities, towns, rural areas) were represented in proportion to their size. The large number of PSUs (180) guaranteed this outcome.

There were no routes. Addresses were predetermined and the target was 12 per PSU.

The interviewer listed all eligible members of the household (visitors, etc. excluded) and used the Kish Grid to select the individual to be interviewed. Face-to-face interviews were conducted with paper and pencil, within respondent's residence. Interviewing took place at every day of the week including holidays. Weekend were preferred to find working members of the family at home. Interviewers worked until about 9 pm.

The following quality controls were employed:

1st level: In the field, field supervisor checked all interviews to be sent to the office.

2nd level: In the office, all interviews were checked for inconsistencies, missing information, suspicious data, etc.

3rd level: Random telephone calls were made to respondents



The WORLD VALUES SURVEY ASSOCIATION

www.worldvaluessurvey.org

4th level: When necessary, another call to the address was made; or in rare occasions, a particular questionnaire was deleted.

5th level: A final check was made by the WVS team at the university. More random telephone calls were made.

100% of completed interviews at the first level and about 25% of completed interviews at later stages were controlled.

Weighting was not necessary since the sample was self-weighted.

A completely random probability sampling was used at all stages of selection. Therefore, barring sampling error, the sample closely replicated the population in all known AND UNKNOWN aspects.

The responsible organization tried to minimize the non-response rate during the planning of the fieldwork.

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