

India Component of the World Values Survey

Sampling Procedure

As part of the India component of the World Values Survey, it was decided to conduct 2000 face-to-face interviews. A rigorous scientific method was employed to generate the target sample for the study. The survey was conducted in 18 states of India, which covered nearly 97 % of the nation's population.

40 districts in the country were identified for the purpose of the survey (a little less than 1/10 of the districts in the country: 466 districts as per 1991 census). The 40 districts were spread across the 18 states, in which the survey was conducted keeping in mind the population of the states, even while ensuring that the survey was conducted in at least one district in each of the sampled states¹.

Within each state, the district/s in which the survey was to be conducted was selected by circular sampling (PPS: Probability Proportion to Size). Once all the 40 districts were selected, the Lok Sabha (Lower House of the Indian Parliament) constituency that covered the district was identified. If the sampled district had more than one Lok Sabha constituency, the one, which had a larger proportion of the district's electorate, was selected.

The next stage in the sampling process was the selection of 2 State Assembly (Lower House of the State Legislature) constituencies in each of the sampled 40 Lok Sabha constituencies². Circular Sampling (PPS: Probability Proportion to Size) was once again employed. Thus, 80 Assembly Constituencies in 40 Lok Sabha constituencies (in 40 districts) were selected. Subsequently, a polling booth area in each of the 80 sampled Assembly constituencies was selected by simple circular sampling method.

Table 1

¹ To ensure the `representativeness` of the sample, the number of respondents selected in each state was in consonance with the states share in the national population. This is discussed later in this note.

² In India, every Lok Sabha constituency covers a specified number of Assembly constituencies. While the number of Assembly constituencies within a Lok Sabha constituency would vary from state to state, the number is the same within a state.

NAMES OF STATES, NUMBER OF DISTRICTS AND POLLING BOOTH AREAS INCLUDED IN SAMPLE AND STATE WISE BREAK UP OF SAMPLE

State	Number of Respondents included in Sample	Number of Districts in Sample	Number of Polling Booth Areas in Sample	Number of Respondents per District	Number of Respondents in each survey area	Number of Respondents actually interviewed	Percentage of State Sample to National Sample (among those interviewed)	Percentage of State Population to National Population (1991 census)
Andhra Pradesh	180	3	6	60	30	152	7.6	7.86
Assam	74	1	2	74	37	60	3.0	2.65
Bihar	186	3	6	62	31	147	7.4	10.21*
Jharkhand	72	2	4	36	18	61	3.0	
Gujarat	120	2	4	60	30	100	5.0	4.88
Haryana	60	1	2	60	30	50	2.5	1.95
Karnataka	120	2	4	60	30	108	5.4	5.31
Kerala	80	2	4	40	20	71	3.6	3.43
Madhya Pradesh	140	2	4	70	35	115	5.8	7.83**
Chattisgarh	56	1	2	56	28	47	2.3	
Maharashtra	208	4	8	54	47	195	9.7	9.33
Orissa	80	2	4	40	20	68	3.4	3.74
Punjab	72	1	2	72	36	48	2.4	2.39
Rajasthan	120	2	4	60	30	102	5.1	5.21
Tamil Nadu	148	2	4	74	37	130	6.5	6.58
Uttar Pradesh	408	6	12	68	34	330	16.5	16.43
West Bengal	180	3	6	60	30	173	8.6	8.04
Delhi	50	1	2	50	25	45	2.2	1.12
Others	-	-	-	-	-	-	0.0	3.04
All India	2354	40	80			2002	100.00	100.00

* In 1991, Bihar and Jharkhand were one state

** In 1991, Madhya Pradesh and Chattisgarh were one state

The number of respondents to be interviewed in each state was determined on the basis of the proportion of the states share in the national population. This was equally divided

among the polling booth areas that were sampled in a state. The number of respondents in the polling booth area was the same within a state, but varied from state to state.

In a polling booth area, the respondents were selected from the electoral rolls (voters list) by circular sampling with a random first number. While drawing up the random list of respondents to be interviewed in every sampled polling booth area, the number of target respondents was increased by nearly 20 %. This was done in view of the fact that the field investigators were required to interview only those respondents whose names were included in the sample list. No replacements or alteration in the list of sampled respondents was permitted. Previous survey experience has shown that it has never been possible for the investigator to interview all those included in the list of sampled respondents. A wide range of factors is responsible for the same³. The investigators were told to make every effort to interview all those included in the list of respondents. In the event of the investigator not being able to complete an interview, they were asked to record the reason for the same.

Such a rigorous method of sampling was followed in order to obtain as representative a national sample as possible. The analysis of the sample profile clearly indicates that the detailed and objective criteria employed has eminently served its purpose as the sample mirrors the nation's social, economic, political, cultural and religious diversity.

³ The reasons include : a) Death of respondent; b) Respondent had shifted residence; c) Faulty entry in the electoral roll; d) Inability to locate the residential address of respondent; e) Respondent refused to grant the interview; f) Respondent was unable to sit through the interview wither due to poor health, lack of time or unable to understand the issues raised .