



GfK Marktforschung
Business & Technology Research

Methodological report

World Values Survey 2005/2006

Great Britain

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1. General remarks

1.1 Weighting methodology

During and after data collection, representativeness of the sample with respect to nationally based criteria has been checked. Deviations from the population's distribution on these criteria were observed.

These deviations have been corrected by a weighting variable built with the RIM weighting procedure – see the RIM weighting theoretical basis paper entitled 'ON A LEAST SQUARES ADJUSTMENT OF A SAMPLED FREQUENCY TABLE WHEN THE EXPECTED MARGINAL TOTALS ARE KNOWN', by W. Edwards Deming and Frederick F. Stephan, in volume 11, 1940 of the Annals of Mathematical Statistics. It was realised with Quantum software of SPSS MR company.

1.2 Quota sampling – brief description

As in most of the countries involved, quota sampling had been used to select the respondents, a brief description of the methodology at the beginning of the methodological report seems to be useful.

The respondent was selected using quota selection. Respondents were only selected if they matched the quotas given to the interviewers. Concerning substitution, any respondent fitting an appropriate quota profile could be interviewed instead of somebody with the same quotas, but who did not want to participate in the survey.

Concerning stratification factors, region and size of town were used to design the sample and select appropriate sampling points.

2. Great Britain

Institute: GfK NOP UK, London

Survey methodology: Face-to-face in-home interviews via CAPI (computer assisted personal interviews)

Fieldwork dates: All interviewing for the study was conducted between December 1 and December 18, 2005.

Sampling methodology: NOP Random Location Approach, which is a quota sample of individuals with randomly selected sampling points. The sample design is essentially a 3-stage design, sampling first parliamentary constituencies, then enumeration districts within those selected constituencies and finally respondents within the enumeration districts.

1. Selection of parliamentary constituencies: The 639 parliamentary constituencies¹ of Great Britain are classified into the Register General's ten Standard Regions. Within each Standard Region, constituencies are classified into four urban/rural types. From the file of 639 constituencies, a sample of 175 must be drawn by random numbers.

2. Election of enumeration districts: Within each selected constituency, an enumeration district is selected. These EDs are selected at random, but with some stratification control so that the sample of EDs drawn is representative of the sample of constituencies and therefore of Great Britain in demographic terms. Once the EDs have been selected, the profile of the aggregated set of EDs is checked against the national profile to ensure that is representative. Each ED is a small area, containing in average around 150 households. Each ED is therefore homogenous, with the people living within it being fairly similar in social grade terms.

3. Selection of respondents: For each selected ED, a list of all residential addresses is produced. This listing is taken from the Postal Address File, which is a listing of all addresses within Great Britain, and is updated monthly. The interviewer uses this list to identify the households at which they can interview.

Quota sample according to the following criteria:

- gender
- age
- professional status of respondent

Additional criteria used for weighting of the data:

- region
- size of town

(Source: GB mid 2003 population estimates; Office of National Statistics 2003 (class) and 2003 population estimates; FRS 2003*)

¹ For practical reasons, two constituencies (Orkney/Shetland and Western Isles) are not included in the sampling frame from which constituencies are selected.

Distribution of sample and population:

		Population	Sample
sex	male	48,0%	49,2%
	female	52,0%	50,8%
	total	100,0%	100,0%
age	15-19	7,0%	5,9%
	20-29	15,0%	17,7%
	30-39	21,0%	19,3%
	40-49	17,0%	17,2%
	50-59	15,0%	13,6%
	60-69	11,0%	13,3%
	70+	14,0%	13,1%
	total	100,0%	100,1%
region*	East Anglia	3,4%	4,1%
	East Midlands	6,9%	7,7%
	Greater London City	11,4%	6,5%
	North	5,7%	8,8%
	North West	10,9%	6,6%
	Scotland	10,9%	11,2%
	South East (rest)	18,3%	19,8%
	South West	8,0%	10,8%
	Wales	6,3%	5,3%
	West Midlands	9,7%	11,0%
	Yorks & Humber	8,6%	8,2%
	total	100,0%	100,0%
professional status	working	58,0%	53,4%
	not working	42,0%	46,6%
	total	100,0%	100,0%
size of town*	-20.000	10,0%	13,3%
	-100.000	38,0%	38,1%
	100.000+	52,0%	48,6%
	total	100,0%	100,0%
number of interviews	total	1000	1041

*Only used for weighting of the data

Questionnaire/Order of questions:

The order of the questions strictly followed the master questionnaire. No additional questions had been inserted in the programmed questionnaire, not even quota relevant questions. Quota had been recorded by a separate quota sheet.

Programmed questionnaire – example:

Respondent
Note
Keyboard

SHOW CARD A

For each of the following, indicate how important it is in your life. Would you say it is ...

READ OUT (NOT DK, NO ANS OR N/A) AND CODE ONE ANSWER FOR EACH.

	Very important	Rather important	Not very important	Not at all important	Don't know	No answer	Not applicable
Family	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisure time	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Politics	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religion	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Respondent
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SHOW CARD C

All things considered, how satisfied are you with your life as a whole these days?
Using this card on which 1 means you are "completely dissatisfied" and 10 means you are "completely satisfied" where would you put your satisfaction with your life as a whole?

Completely dissatisfied

Completely satisfied

01 ☐ 1 02 ☐ 2 03 ☒ 3 04 ☐ 4 05 ☐ 5 06 ☐ 6 07 ☐ 7 08 ☐ 8 09 ☐ 9 10 ☐ 10

1 ☐ Don't know (DO NOT READ OUT)

2 ☐ No answer (DO NOT READ OUT)

3 ☐ Not applicable (DO NOT READ OUT)

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