

## *World Values Survey : India Segment*

The India segment of the World Values survey is due to be completed in 2012.

Enclosed is a template with a targeted sample of 19,444 and completion of around 11,000 to 13,000

The sample will be drawn using multi-stage stratified random sampling. We will use a four-stage stratified random sampling technique .

1. Of the 543 Parliamentary constituencies(PC) (electoral districts ) spread across the country we choose 320 by the method of random sampling In the first instance on the basis of population of each state the 320 seats will be distributed among all the 28 states. The Union Territories (save Delhi) are being left out. In each state the PCs will be selected by simple circular sampling.
2. In the second stage the sampling of assembly segments within the parliamentary constituencies will be done. The selection of assembly constituencies (AC) will be done on the basis of random circular sampling (probability proportionate to the size of electorate in each constituency as per the last available election records for that state) from within all the assembly constituencies of that PC. We will choose three AC s in each of the sampled PCs. We will thus have 960 sampled ACs
3. The third stage of the sampling will be the choosing two polling station areas within each sampled assembly constituency. The selection of polling station (PS) is done by listing all the PS within the sampled ACs in the serial order followed by the Election Commission and using the systematic random. We will thus have 1920 PSs survey locations.
4. The fourth and final stage of the sampling will be the selection of the respondents. We will draw the sample from the latest electoral rolls of the selected PS. The number of names drawn will vary from state to state depending on the share of the states population in the total national population. In every polling station, 8 -13 respondents will be chosen from the electoral rolls by circular sampling with a random start. The respondents will be expected to approach each of the respondents selected. Our expectation is that we will have an overall completion rate of between 11000 to 13000 .

There will be a rigorous training workshop for all field investigators. Respondents will be met at their residence and face-to-face interviews will be conducted. The questionnaire will be translated into Indian languages by experts and there will a re-translation to English to ensure that the questionnaire has been translated correctly.

The sample profile and Budget in Annexure 1

## Annexure I

## 160 constituencies

State	Share of National Population	Number of Sampled Parliamentary Constituencies	Total Sample for the State	Number of respondents targeted per PS
Andhra Pradesh	7.7	24	1584	11
Assam	2.2	8	432	9
Bihar	7.5	24	1440	10
Chattisgarh	2.1	8	432	9
Gujarat	5.1	16	960	10
Haryana	1.9	6	396	11
Jharkhand	2.5	8	480	10
Karnataka	5.7	16	1056	11
Kerala	3.1	8	632	13
Madhya Pradesh	5.7	16	1056	11
Maharashtra	9.4	32	1920	10
Orissa	3.8	16	578	8
Punjab	2.6	8	528	11
Rajasthan	5.1	16	960	10
Tamil Nadu	7.1	24	1296	9
Uttar Pradesh	16.5	40	3120	13
Uttaranchal	0.8	4	160	10
West Bengal	7.1	24	1376	9
Delhi	1.3	4	192	8
Himachal Pradesh, Goa, Arunachal Pradesh, Meghalaya, Manipur, Mizoram, Sikkim, Tripura, Nagaland (Two PC each)	2.8	18	864	8
	100	320	19444	

## *Annexure II*

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### Cost Estimation for 19,444 sample size

a.	Conducting survey at 1920 Locations	
b.	Translation of Questionnaire into Indian Languages	
c.	Preparation of Questionnaire	
d.	Printing of Questionnaire	
e.	Pre survey workshops	
f.	Honorarium for state coordinators	
g.	Data Entry	
g.	Travel expenses to present findings	
h.	Institutional expenses	
		<b>\$61,000.00</b>
		<b>US Dollars</b>

## **Institutional Profile**

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