

PROPOSED METHODOLOGY AND SAMPLE DESIGN

World Value Survey (2012)

Submitted to

World Value Survey

Submitted by

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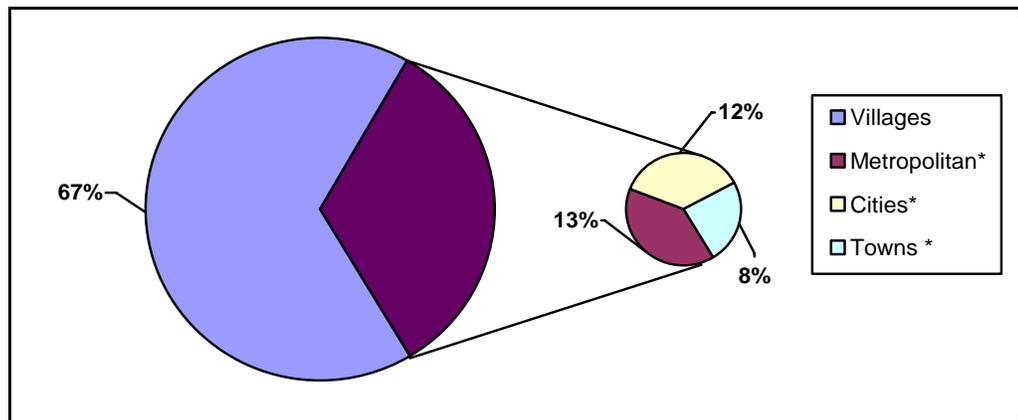
PROPOSED METHODOLOGY AND SAMPLE SDESIGN

1.1 Universe

Pakistan's Population* is around 160 million. As shown in graph 1, Pakistan is heavily rural (67%); however, urbanization has been rising from 18% in 1951 after its independence to 33% in the latest census (1998). Pakistan has a federal structure with four provinces: Punjab, Sindh, KP (Khyber Pukhtoonkhwa) and Balochistan. The federal capital Islamabad is situated in Punjab and hence for the purposes of marketing its population can be treated in the Punjab market.

Punjab is by far the largest market in terms of population size (55%) followed by Sindh (25%), KP (15%) and Balochistan (5%).

Graph 1: Urban/Rural Distribution of Pakistan



* FATA (FANA was included in FATA in 1998 census) was treated separately from Pakistan population in 1998 census.

All four provinces of Pakistan and the Capital Territory are included in the sampled population.

Approximately 4% of total population residing in special administrative or tribal units is excluded due to the inability to carry out standard random sampling/probability procedures as well as due to logistical / law and order constraints.

The universe for this Sample is based on the Population Projection of 2010, estimated on the basis of the latest available Census of National Population (1998)

1.2 Description of Sample Frame

The latest national Census data from 1998 will be used as the universe for this sample. This data will be classified by villages as the primary unit in the rural areas and urban census circles in the urban areas. We will adopt same classification system for our primary sampling units. **Thus the urban/rural variable will be determined by sample design.**

The Definition of Sampling Units in Pakistani context

a. PSU is Primary Sampling Unit

It is the unit which forms the list from which LOCATIONS are selected. Thus it is SYNONYMOUS with the *word* used later in text as 'location'.

b. SSU is Secondary sampling Unit:

It is the randomly selected Household within the PSU (location)

c. Sampling Points:

Urban localities are defined as those which are situated within a Municipal Corporation / Committee or a Town Committee. A locality can be considered to be declared an urban area if its population is over 5000 and it has certain civic amenities. There are however exceptions to this, and the population size is no longer a strong criterion.

Rural localities: A locality can be considered to be declared a rural area if its population is under 5000

1.3 Number Of Sampling Points

Approximately 10 interviews will be conducted in each sampling point. There will be approximately 100 sampling points in the sample

1.4 Method Of Stratification

Using a multi-stage stratified sampling method we will select 100 Primary Sampling Units, comprising Villages and Urban Circles in all the four provinces. Approximately 10 interviews will be carried out in randomly selected households in each location, thus completing a total sample of approximately 1000 men and women belonging to a national cross section in terms of gender, age and other socio-economic characteristics.

1.5 Distribution of sampling points by region and urban/rural Strata

The survey will be conducted throughout the country of Pakistan, across the various regions and provinces according to their population size. The survey will cover all four provinces of the country, including some of the small urban towns as well as rural provinces.

The distribution among the four provinces of the country will be broadly proportional to the shares of respective provinces in the sample, as shown in Table below.

Table

Share of the National Population and Target Sample by Province

Provinces	Share in National Census Population	Sample	No of Sampling Points
Punjab	58%	580	58
Sindh	24%	240	24
KP	14%	140	14
Balochistan	5%	50	5
Total	100	≈ 1000	≈ 100

1.6 Method Of Selecting Sampling Units

a. Selection of Primary Sampling points (PSU's)

Selection of sampling points will be done through a multi-stage stratified random selection procedure. The first stratum is the province and second stratum is the district.

Share to each stratum will be allocated through the population proportionate to size (PPS) method.

Sampling points may be substituted for a number of reasons, including destruction/loss of habitat current military conflict and inaccessibility due to destruction of transportation Infrastructure or weather; although, this rarely happens.

b. Selection of Sample Points

PIPO has uniquely compiled information on the population Universe in Pakistan. It uses an updated computerized version of the latest Census (1998). The universe database lists all of the approximately 45,000 villages in the county by province (4), Districts (106), Sub Districts/Tehsils (378) and Patwar Circles (a basic revenue collection unit).

In Rural Areas:

This universe is used for selecting the RURAL SEGMENT OF THE SAMPLE. PIPO has developed an easy to use computer programme to randomly select the assigned number of primary Sampling units (Villages) in the Rural areas through the population proportionate to Size (PPS) method.

In Urban Areas:

PIPO uses the same Census database and lists all urban areas by their primary unit which is the CENSUS CIRCLE and below is the Census Block. The population of each Census circle is also available in an updated fashion. When the sample is to be selected the urban areas are stratified by district and the assigned numbers of URBAN CIRCLES are selected through the same procedure as explained above for the rural areas.

c. Selection of starting points and Households (SSU's) within each sampling point

The first household in each sampling point will be chosen through a randomly selected street and a randomly selected household (all house numbers on the selected street will be written down on slips of paper, and the one drawn from the group will be the first house selected on that street). After a successful interview every third household will be approached following the “right hand random” method

1.7 Method Of Allocating Interviews to PSU's, SSU's and Sampling Points

- In each PSU 10 interviews will be conducted. Interview will be conducted after random selection of a respondent within a randomly selected household.
- After a successful interview every third household will be approached following the “right hand random” method.

1.8 Selection Procedure for Respondents

The respondent (male/female adult (18+) will be chosen randomly using a Kish grid from within the household.

The Secondary Sampling Unit or the respondent in the household will be chosen randomly among all male adults or all female adults, as be case might be, in the chosen households. The method of Kish grid will be used for randomizing the target respondent within the household. All 18+, residence in a household are lined by name in descending birth order. After listing household member in descending order, respondent was selected by using a Kish Grid.

The procedure of two callbacks will be observed before substituting for the next randomly chosen household.

1.9 Comparison Of Projected Sample With Latest Census Data

a. Sample Design

Gender:	50% Male, 50% Female
Age:	18+
Target Regions:	Approximately 100 randomly selected locations covering urban and coral areas of the four provinces.
Region Type:	Urban (33%), Rural (67%)

b. Sample Size

Share of the National Population and Target Sample by Province

Provinces	Share In National Census population	Sample Size	No of Sampling Points
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Balochistan	5%	50	5
Total	100	≈ 1000	≈ 100

- Note:**
- 1- **Source:** National Population Census, 2012 Projections (The Projections are estimate by Applying the latest National Fertility Survey on the 1998 Population Census Data)
 - 2- All four provinces of Pakistan and the Capital Territory are included in the sampled population. Approximately 4% of total population residing in special administrative or tribal units is excluded due to the inability to carry out standard random sampling/probability procedures as well as due to logistical / law and order constraints. The details of this will be provided in the Methods Report.

c. National Population Data

	Share in National Census Population
Gender	
Male	52%
Female	48%
Age	
18-29	42%
30-49	37%
50 +	21 %
Geographic Code	
Urban	33%
Rural	67%
Province / City / Region	
Punjab	58%
Sindh	24%
KP	14%
Balochistan	5%

The above national population data has been estimated for year 2012.
Source: 1998 Census.

Anticipated Weighting

Re-weighting will be done according to the 1998 census data. We usually suggest weighting by province Urban, Rural (PRU) method.

This is a standard procedure at PIPO. However, it will be finalized after consultation with the client.