

# WVS CYPRUS 2011 Methodology & Sampling Procedures

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## 1 Conduct method

As indicated in our pre-survey report, face to face interviews were conducted at the residence of respondents chosen in the sample (see below for sampling procedure).

The sample was based on a 95% confidence interval and a sampling error of  $\pm 4.0\%$ . The expected response rate was around 85% (worst case scenario). However, we received a 91 % response rate in TRNC and 93% response rate in the Republic of Cyprus. Two Research Centers (CYMAR on the Greek side of Cyprus and KADEM on the Turkish side of Cyprus) conducted the study for PI Birol Yesilada. The two Research centers coordinated their survey efforts in the past and have participated in large-scale surveys including the Eurobarometer and local survey projects. KADEM in TRNC conducted the WVS 2005-06 in the Turkish part of Cyprus. CYMAR in the Republic of Cyprus conducts the EVS in Cyprus. Both Centers worked under the supervision of the WVS-Cyprus PI Dr. Birol Yesilada of Portland State University who went to Cyprus in September 2011 to coordinate logistics (e.g., training of survey teams, coordination, and quality control). He received assistance from Dr. Craig Webster (University of Nicosia, Cyprus), and Dr. Harry Anastasiou (Portland State University, USA) and Peter Noordijk (Portland State University).

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## 2 Coverage

Geographically, the study covered all areas of Cyprus through two surveys (same procedure as in the 2005-2006 Survey). In the Republic of Cyprus we covered all areas (urban and rural) and the same was done in the north, which is the Turkish controlled TRNC.

Sample distribution were in line with the distribution of the True Population in the areas covered by the study.

Eligible to participate in the study limited to ages 18 to 70 years old (this can be modified at the Client's request. It is the age limit used in the previous WVS wave conducted in Cyprus).

### 3. Questionnaire

The questionnaire for the study was provided by the PI (Dr. Yesilada in Portland State University and his team) in Greek and in Turkish. Translation to Greek and back translation was supervised by Harry Anastasiou. Translation to Turkish and back translation was supervised by Birol Yesilada.

CYMAR checked the Greek questionnaire versus the English master and inform the PI of any problems. Necessary changes made to capture linguistic and cultural nuances. KADEM checked the Turkish questionnaire versus the English master copy and informed the PI of any problems in a similar fashion.

A total of 50 pilot interviews were conducted each in the Republic of Cyprus and in TRNC before fieldwork commenced to check the functionality of the questionnaire and the degree to which individual questions were comprehensible by respondents.

Following the results of the pilot interviews the questionnaire there was no need to undergo further changes.

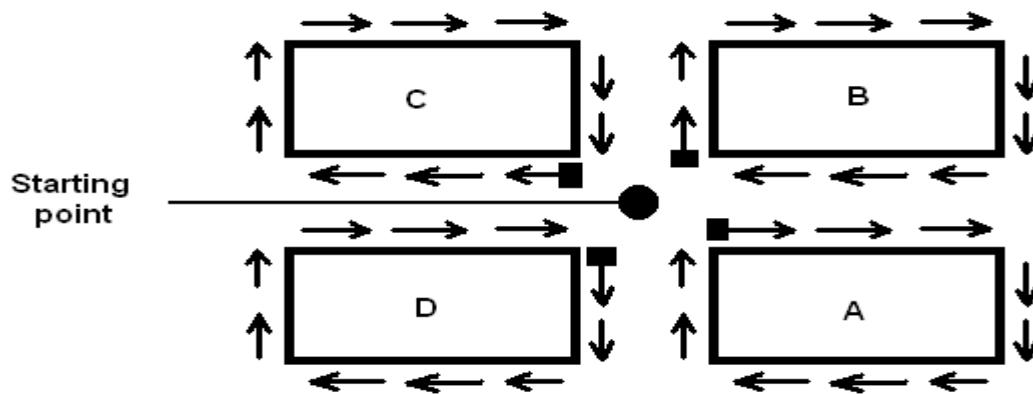
### 4. Sample selection

Stratified random probability sampling was utilized to select the sample for this study:

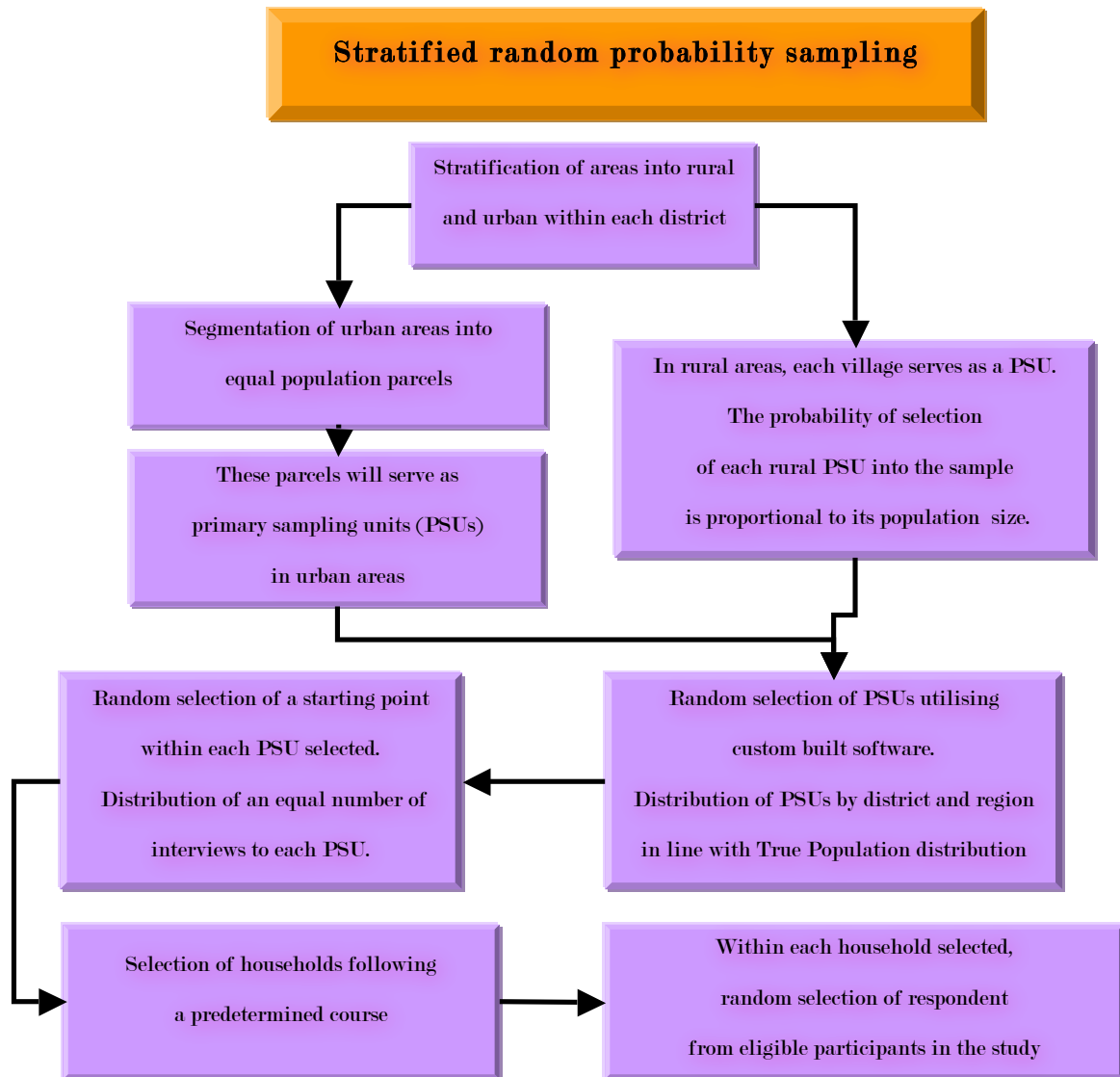
The sampling involved five stages as follows.

- Stage One: Areas of the island was divided into rural and urban areas based on the latest available Population Census in each community. Urban settlements were further subdivided into smaller segments of approximately equal population size (1000 residents) and constituted a Primary Sampling Unit (PSU). In rural areas, each village was considered as an individual PSU, with a probability of being selected that was proportionate to its population size.
- Stage Two: A number of PSUs were selected at random based on the sample size using purpose-built software. The selection of PSUs by area was in-line with the size of the True Population.

- Stage Three: Within each urban PSU selected, a street was randomly selected to serve as the starting point for household selection. In rural areas (villages) the starting point was the temple in the centre of the village for the Greek Cypriot survey and the local café for the Turkish Cypriot survey.
- Stage Four: Given a starting point, interviewers proceed in a predetermined fashion, selecting every 3<sup>rd</sup> household they encountered in the sample. For each starting point an equal number of interviews were allocated (10). Presented below is the route that interviewers followed in order to cover the required number of interviews in each area. Given a starting point, the interviewer commenced his/ her route in a clockwise fashion walking on the right hand side of the street covering block A and knocking on the door of every third household encountered. If the required number of interviews were covered in block A, then the interviewer crossed over to block B and continued walking on the right hand side of the street. The interviewer continued around block B until the required number of interviews was conducted. If this did occur, then the interviewer crossed over to block C following the same procedure as before and continued selecting households until the required number of interviews were carried out.



- Stage Five: In each household selected, screening questions were used at the beginning of the interview to filter out respondents not eligible for participation in the study. Following this, the names and birth dates of all inhabitants eligible to participate in the survey were recorded. The person with the last birthday before the date of the interview was chosen for the interview. In the event that the selected individual was absent, or the residents of the selected household were absent, the interviewer made two additional attempts to locate them. In the event that the interviewer was unable to locate the individual then the selected household was substituted by another household from the same strata.



## 5 Sample size

The sample size for the study is set to 500 interviews in the Republic of Cyprus. Based on the actual distribution of the population, the sample distribution by area within district will be as follows:

	<b>Urban</b>	<b>Rural</b>
Nicosia	150	50
Limassol	110	30
Larnaca	50	30
Pafos	30	20
Ammochostos		30
Total	340	160

The sample size for the study is set to 500 interviews in the TRNC. Based on the actual distribution of the population, the sample distribution by area within district will be as follows:

	<b>Urban</b>	<b>Rural</b>
Lefkosa/Nicosia	140	55
Magusa	80	30
Girne	90	20
Guzelyurt	30	20
Iskele		35
Total	340	160

## 6 Interviewers

For the purposes of this project, 4 regional supervisors and 25 interviewers were employed on both sides of the Island.

All interviewers employed for this project are experienced in face to face interviews procedures.

Before fieldwork commenced, all interviewers and regional supervisors participate in a one-day training session. This training session was carried out respectively in each community by the fieldwork manager, who briefed interviewers on the background, purpose and method of the survey.

Intensive in-house training on sample selection procedures and questionnaire administration followed, together with an analysis and discussion of every question in the questionnaire.

To examine the degree to which interviewers comprehended the way in which interviews had to be carried out, during the training session, trial interviews were carried out by interviewers among themselves.

Interviewers were reminded of the appropriate way of filling in routing slips that document the route they followed and the outcome of each contact they made (completed interview, respondent absent, refusal to participate, etc) in the households selected in the sample.

During the training session, the following steps were employed to lower refusal/ non-contact rates, will also be discussed:

1. Upon entering a selected household, interviewers will provide the person answering the door a letter from the research company. The letter will explain the purpose of the study, will provide respondents with contact information in the event that they wish to contact the research company to validate that such a study is being carried out, will assure respondents that their answers will be treated with utmost confidentiality, and will highlight the fact that their opinions are invaluable and will be taken into consideration.
2. Interviewers will always have on them a company i.d. card with their name which can be clearly seen by eligible respondents.
3. Interviewers will always carry out three visits before giving up on the selected person. Once the first visit fails to secure an interview with the selected individual, the interviewees will enquire as to when a more proper time would be available for either locating the selected person or conducting the interview.
4. During the training session, interviewers will be given written instructions outlining in detail each of the aforementioned issues.

## 7 Quality control

The quality control is essential for this study and the managers/directors of CYMAR, KADEM as well as the PI were be as diligent about.

All completed questionnaires were submitted on a daily basis to regional supervisors. Regional supervisors checked the questionnaires to ensure their proper completion and forward them to the fieldwork supervisor at the company's main office.

After being reviewed by the fieldwork supervisor, completed questionnaires were entered in an electronic database. Skipping and ranking rules were applied during this stage as an additional measure of ensuring correct questionnaire completion.

As prescribed by the company's quality procedures, 30% of each interviewer's work was back-checked through telephone recalls. During these telephone recalls the behaviour and professionalism of each interviewer were assessed. Respondents were also be asked a number of questions included on the survey questionnaire and were be asked to:

- Indicate whether they were asked these questions during the course of the interview [This served as a verification measure that all questions were asked].
- Recall the answers they gave to these questions [This served as a verification measure that responses were recorded appropriately].

In addition, 10% of all routing forms were be checked by on-site visits as a means of assuring that interviewers followed the correct steps in household selection.

## 8 Data processing

Following the checks to ensure their proper completion, questionnaires were entered in an orderly and timely manner into an electronic database (SPSS .sav file).

The data were validated using SPSS. Both at CYMAR & KADEM as well as at Portland State University. Professor Yesilada and Peter Noordijk carried out detailed assessment of the data sets received from CYMAR and KADEM and returned to both survey companies with specific notes for further clarifications when necessary (i.e. missing data, wrong entry codes for DK. NA. or Not applicable). These issues were clarified and data sets merged and weights added accordingly in December 2011.

## 9 Timing

Survey conducted during October -November 2011.

## 10 Funding

WVS 2011 Cyprus was funded in part by generous grants from the Jubitz Family Foundation, the Mark O. Hatfield school of Government Foundation, the NGO Support Centre of Cyprus, and Mr. Al Jubitz.