



SAMPLE DESIGN OF WORLD VALUES SURVEY

ESTONIA

**TALLINN
2011**

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QUALIFICATIONS OF FIRM

About Saar Poll

SAAR POLL LLC has been active on social and market research field since year 1988. We are a full-service social and market research provider wholly found on Estonian capital. We are proud of our extensive experience and steady connections all over the world.

In the field of social research we work with many universities research departments such as California University at Santa Barbara, Berkeley and Davis, Kent University, Oxford University, Tilburg University, GESIS – Leibniz Institute for the Social Sciences etc, also with such organizations as CSIS, European Values Study Foundation, European Union Agency for Fundamental Rights, The European Foundation for the Improvement of Living and Working Conditions, European University Institute. In the field of market research we work closely together with other research companies such as GfK, RISC, BBC, Research International, Gallup Worldwide, Synovate, NFO, Pentor Research International and Roper Center.

In the recent years SAAR POLL takes part in number of remarkable trend studies like European Election Survey (EUI), European Values Study (EVS), European Social Survey, Eurequal, Gallup World Poll, FRA Survey for the European Union Agency for Fundamental Rights, European Working Conditions Survey (EWCS) and, in cooperation with European Commission, permanent monitoring of the society by Flash Eurobarometer. Brief description of the some recent studies:

European Election Survey – conducted by Saar Poll in Estonia in 2009 as a part of PIREDEU project immediately after the European Parliament elections on the issues of the recent European Parliament elections and elector's behavior. Sample for Estonia 1000 respondents (707 F2F + 300 CATI), of age 18 y.o. and older, EU citizens.

The PIREDEU project aims at designing an infrastructure for research into citizenship, political participation, and electoral democracy in the European Union countries. This infrastructure provides a comprehensive empirical database regarding voters, candidates for election to the European Parliament (EP), media coverage of EP elections, party manifestos issued in connection with these elections, and contextual data relevant to these elections (such as the numerical outcomes of the elections in all EU member countries).

European Values Study (EVS) pull in Estonia conducted by Saar Poll in 1999 and 2008 on a different aspects of Estonian' people life as a part of the European Values Study, that is a large-scale, cross-national, and longitudinal survey research program on basic human values. It provides insights into the ideas, beliefs, preferences, attitudes, values and opinions of citizens all over Europe. It is a research project on how Europeans think about life, family, work, religion, politics and society. In Estonia there were surveyed 1518 people of age 18 and older.

European Working Conditions Surveys (EWCS) - In the spring of 2010 Saar Poll conducted in Estonia study for the European Foundation for the Improvement of Living and Working Conditions. The sample for Estonia was 1000 inhabitants of age 15 y.o. and older, F2F. In cooperation with Gallup-Europe, the Foundation interviewed around 30,000 workers in 31 European countries provides a unique insight into their views about different aspects of their working life such as working time, work organization, equal opportunities, training, health & safety and job satisfaction. This provides up to date and objective data to researchers and policy makers on quality of work in Europe and beyond.

Gallup World Poll 2006–2011 - World Poll continually surveys citizens in more than 140 countries, representing 95% of the world's adult population. General and regional-specific questions, developed in collaboration with the world's leading behavioral economists, are organized into powerful indexes and topic areas that correlate with real-world outcomes. In 2011 there were surveyed 600 inhabitants of Estonia, F2F. The questionnaire includes questions on the different topics of the people life, such as social status, incomes, working situation, living environment, religion, violence, politics and corruption inside country, attitudes towards leaders of other countries and world politic events, relations with other countries, own' and relatives' plans for immigration and working abroad, global climate warming, financial crisis etc.

EXPLANATION OF SAMPLE DESIGN

Sample universe

Sample universe for this survey are the residents of Estonia age 18 and older. No area of population will be excluded from the sample and no oversamples applied. The total number of 18+ residents of Estonia is 1'093'038 persons (Statistics Estonia 1st January 2010).

Sampling frame

Sampling Frame Source is the Statistics Estonia, population by age and size of settlement (updated 1st January 2010).

Variable	Structure (model) of population <i>Percent</i>
AGE	
18-19	3,4
20-29	19,1
30-39	17,0
40-49	16,5
50-59	16,3
60-74	18,3
75+	9,4
GENDER	
Male	44,9
Female	55,1
URBAN/RURAL	
Urban	70,0
Rural	30,0
ETHNICITY	
Estonians	67,7
Non-Estonians	32,3
REGION	
North Estonia	39,4
West Estonia	12,0
Central Estonia	10,3
North-Eastern Estonia	12,9
South Estonia	25,4

Purpose and method of stratification, description of strata

The multi-stage stratified random-route is used for designing the sample with the random selection of respondents. The purpose of stratifying is to allow conducting separate sampling in each stratum and by this reach the best possible representative sample of the universe to be covered.

Stratum	Name	Definition
1	Region	Geographical regions of state accordingly to NUTS 3
2	County	Counties
3	UR/Capital	Urban/Rural areas, including capital Tallinn
4	Language	Language of interview
5	Gender	Male/Female routes

For the stratum 1 will be used the geographical factor (regions of country) and for the stratum 2 will be used such unite as county. Stratum 1 and 2 are the units for which the administrative level has clear non-overlapping boundaries. The whole population of age 18+ is divided into 5 regions which are composed of 15 counties in correspondence with NUTS 3 classification.

Stratum 1, Region		Stratum 2, Counties	
1	North Estonia	(1)	Harju
4	West Estonia	(2,6,9,11)	Hiiu, Lääne, Pärnu, Saare
6	Central Estonia	(5,7,10)	Järva, Lääne-Viru, Rapla
7	North-Eastern Estonia	(3)	Ida-Viru
8	South Estonia	(4,8,12,13,14,15)	Jõgeva, Põlva, Tartu, Valga, Viljandi, Võru

Stratum 3 (Urban/Rural) is based on level of urbanization and the data from Estonian Statistics will be used for define this strata. Every county is divided into urban and rural area. Capital of Estonia, Tallinn will be outlined on this level separately. This made 31 sampling unites in Strata 3.

	Region	County	Urban/Rural (Strata 3)
1	North Estonia	Harju	Capital Tallinn, Urban
2	North Estonia	Harju	Urban
3	North Estonia	Harju	Rural
4	West Estonia	Hiiu	Urban
5	West Estonia	Hiiu	Rural
6	West Estonia	Lääne	Urban
7	West Estonia	Lääne	Rural
8	West Estonia	Pärnu	Urban
9	West Estonia	Pärnu	Rural
10	West Estonia	Saare	Urban
11	West Estonia	Saare	Rural
12	Central Estonia	Järva	Urban
13	Central Estonia	Järva	Rural
14	Central Estonia	Lääne-Viru	Urban
15	Central Estonia	Lääne-Viru	Rural
16	Central Estonia	Rapla	Urban
17	Central Estonia	Rapla	Rural
18	North-Eastern Estonia	Ida-Viru	Urban
19	North-Eastern Estonia	Ida-Viru	Rural
20	South Estonia	Jõgeva	Urban
21	South Estonia	Jõgeva	Rural
22	South Estonia	Põlva	Urban
23	South Estonia	Põlva	Rural
24	South Estonia	Tartu	Urban
25	South Estonia	Tartu	Rural
26	South Estonia	Valga	Urban
27	South Estonia	Valga	Rural
28	South Estonia	Viljandi	Urban
29	South Estonia	Viljandi	Rural
30	South Estonia	Võru	Urban
31	South Estonia	Võru	Rural

On the Stratum 4 every urban/rural area is divided onto Estonian and non-Estonian population (accordingly to data from Statistics Estonia) in order to define the target number of each language' interviews in the area.

Stratum 5 is made using Gender variable. Each unit of stratum 4 (excluding very small settlements) will be divided onto Males/Females routes based on the data from Estonian Statistics. As longtime experience of SAAR POLL LLC shows, applying of this stratum is necessary in contemporary Estonia by some specific reasons and because of the specific structure of Estonian households. First, there are a significant number of households with lonely women in Estonia. Second, due to economic circumstances in Estonia and the financial crisis, a lot of men from Estonia are working abroad in neighbor European and Scandinavian countries. These men are absent from home for the different periods from one till several months. This results in low number of men available for contact on the random route. To avoid possible deviations from national representative model of population, we suggest using the Male/Female routes where the respondent will be selected using random "closest birthday" method among all Males/Females of the household.

Definition and number of primary sampling units (PSU), secondary sampling units (SSU) and starting points

Unit	Symbol	Definition	Number
Primary sampling unit	PSU	Pre-determined starting points	225
Elementary Unit	EU	Households	1500
Final Unite	FU	Persons	1500

Description of selection procedure for PSUs and sampling points

The settlements will be chosen in each stratum 3 (Urban/Rural) accordingly to number of inhabitants (based on the data from Statistics Estonia). The number of starting points (PSU) in each settlement will be randomly defined in order to obtain 6-10 interviews at each starting point. In total we will use approximately 225 starting points. Starting points will be divided onto Female and Male routes accordingly to Statistics Estonia data.

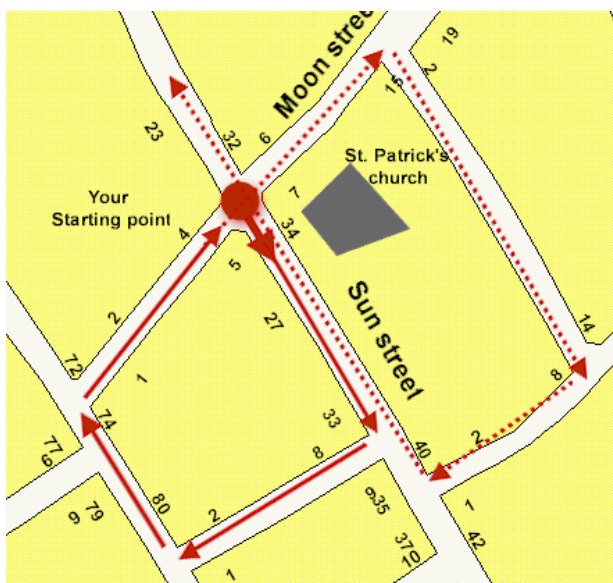
Method for allocating interviews to PSUs, sampling points and households

Random routes will be randomly settled by Supervisors, for each settlement separately and with the exact name of the street and number of building for starting point.

Supervisors will follow that starting points will be the best possible scattered geographically and a new living areas at the large cities and suburbs with more reach inhabitants will be also covered.

Elementary unites - the households will be selected using a random route method with a pre-determined starting point and proceeding with the interval of 3 dwellings and by using "right-hand" rule. The general idea of finding the appropriate household is the right-hand rule and the every-third dwelling selection. In a classic case after finding the starting address interviewer will do the following:

From the bullet interviewer will start. Then he/she will find the third door moving to the right direction (where the fat arrow points). Then he/she will walk on the sidewalk right hand side and attempt to contact every third dwelling unit that will be counted.

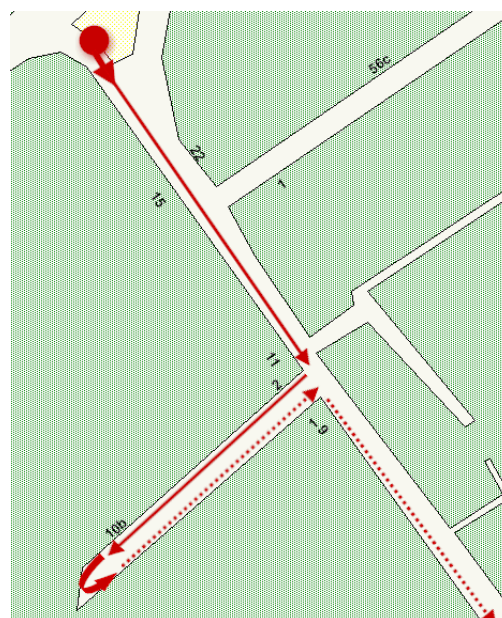


While arriving to a crossing, he/she will **turn to the right**, stay on the right-hand side and continue the search. If happens that there are very few dwelling units in the block which was primarily assigned to interviewer, in that case – as the dashed arrows show – he/she will go further on Moon Street holding the right side, and so on. If such case occur that interviewer went every possible direction from the starting point and still not completed the route, he/she must go along original route again, but this time choose the first dwelling unit first and then every third one. If this does not help either, interviewer supposed to contact Supervisor for another starting point.

It's never allowed to turn left or walk on the left hand side of the street while going along the route. Even if there are no houses on this side and many houses on the other – interviewer must not cross to the other side of the street. That another side of the street could be covered when walking around that block on the right hand side in a clockwise direction.

There is however one exception: these are dead-end streets (by dead-end streets we also mean streets leading out of town). If there is a dead end street within the block assigned, interviewer must start at the designated starting point and go to the dead end street on the right hand side of the street in the direction of the arrow.

Then walk to the end of the dead end street on the right hand side, interviewer will cross the street, and walk back on the opposite side of the dead end street. Then he/she will turn right and continue on the right hand side of the street on which he/she was originally).



If there will be an apartment building on the way, interviewer will climb to the top floor. Then interviewer will identify the 'beginning' of that floor, that is, the closest apartment (which is by definition one dwelling unit). From that one walking clockwise, interviewer will continue counting off the third dwelling unit he/she wants to approach. And so on. If interviewer will complete the whole floor, he/she will proceed with one below. This will be applied until he/she doesn't finish the building or doesn't complete route. If the house is finished without completing the route, the next house will be used for finding the coming dwelling unit.

Rules of the next household selection/substitution of non-participated household

A next household address should be selected by the rule " $n+3$ ", if:

- A respondent was interviewed in the household " n "
- The household " n " refuses to co-operate
- No one is available at the address " n ", after up to 1+3 recalls were made to establish a contact.
- Impossible to make a contact with the household " n "

Re-calls will be done in different time of day and on different days on week. At least 2 of re-calls will be made on week-end before the address will be dropped and the route will be continued. Each route will be assigned the separate protocol were all re-calls will be documented with the outcomes (date, time, outcome code).

Selection procedure for respondents

Respondents will be randomly selected within selected households using “closest birthday” method:

- Only people living in private households will be interviewed and only permanent residents of reached household
- Aged 18+
- Agreed to participate
- Had closest birthday to the date of interview among all the members of the household, in our case among all women or all men of age 18+ in the household.

The following persons are considered as not eligible:

- Interviewer’s relatives or acquaintances
- People who know each other, or who are relatives
- Guests, friends, etc. of the flat/house owner
- Those living in the hostels of any type
- Patients at hospitals, sanatoriums etc
- Members of household who are absent for more than half a year (working abroad etc)

Comparison of the projected sample with current census or other available demographic data

Project sample is designed strictly using the current available demographic data from Estonian Statistics (1st of January 2010). Sampling model variables Age, Gender, Urban/Rural, Region and Ethnicity will be used for the weighting of the reached data.

Fieldwork procedures for interviewers (including determination of routes for in-home interviews, plus rules governing call backs, non-response and substitution)

Households are selected by using the random-route method. In apartment building area the interviewer selects every third household (only on the same side of the street), in family houses area the interviewer selects every household (on one side of the street).

At every address interviewer has to make up to 1+3 recalls to achieve the interview with the chosen respondent. There will be only one interview per household. Respondents are interviewed individually without disturbances or suggestions from anyone else.

When the respondent is identified by rules described above, no substitute will be taken.

If there is a non-response from the household or respondent, the interviewer have to specify why there was a non-response at that particular case and will continue the route. The standard protocol with the list of reasons for non-contact or non-interview will be used for each route in order to gather the information of route proceeding.