



**World Values Survey Wave 7 in Vietnam: Sample Design.**

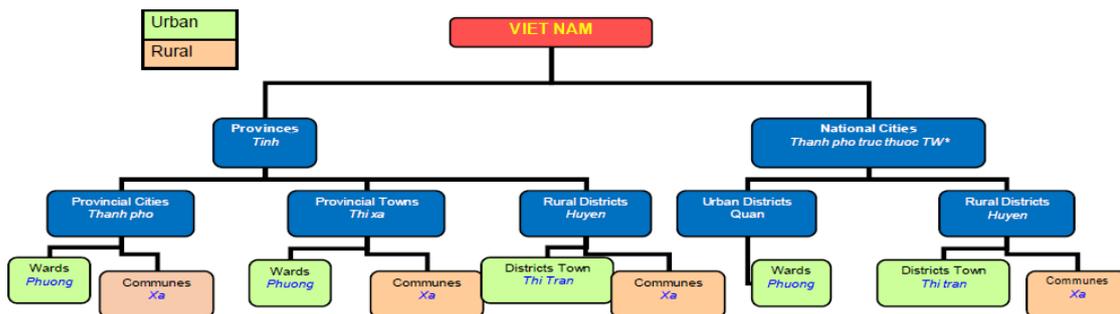
For this project we would use probability sample design with stratified multi-stages sampling, which is a combination of multi-stage sampling and stratified sampling:

**Step 1 – Stratified Sampling**

o Urban/Rural split: The total sample is split evenly between urban and rural areas as per Vietnam National Census data (2014)

Urbanity	National proportion (General Statistic Office)	Option 1: N=1,200
Urban	31%	372
Rural	69%	828
<b>Total</b>	<b>100%</b>	<b>1,200</b>

o Definition of urban/rural:



❖ **Gender quota:** The total sample is split evenly between male and female at the province level and at urban/ rural level

Gender	Option 1: N=1,200				Option 2: N=1,500			
	Urban		Rural		Urban		Rural	
	Male	Female	Male	Female	Male	Female	Male	Female
<b>National proportion</b>	186	186	414	414	233	232	517	518



❖ **Age group quota:**

Age group	%	Option 1: N=1,200	
		Urban	Rural
18 – 24 y.o	18%	68	152
25 – 34 y.o	26%	97	216
35 – 44 y.o	23%	85	189
45 – 54 y.o	20%	74	165
55 – 65 y.o	13%	48	106
<b>Total</b>		<b>372</b>	<b>828</b>

❖ **Household income quota (soft quota only)**

SEC	Monthly Household income	Option 1: N=1,200	
		URBAN	RURAL
A	15,000,000 or higher	74	50
B	7,500,000 - 14,999,999	141	182
C	4,500,000 - 7,499,999	119	315
D	3,000,000 - 4,499,999	33	207
E	1,500,000 - 2,999,999	4	66
F	0 - 1,499,999	0	8
	<b>TOTAL</b>	<b>372</b>	<b>828</b>

**Regional level:** To achieve results that are fully representative, we have subdivided the country into 8 geographical regions of Vietnam and we have developed a comprehensive set of soft-quotas that will guarantee that every population segment in the country is well represented. Within each of the region, we select 2 provinces to conduct interviews in rural and urban areas which are selected based on the population<sup>1</sup> of those provinces to ensure the highest representativeness of each region.



Regions	%	Option 1
Northeast	5%	55
Northwest	12%	150
Red River Delta	18%	215
North Central Coast	11%	135
Central Highlands	6%	70
South Central Coast	10%	119
Southeast	18%	221
Mekong River Delta	20%	235
<b>Total</b>		<b>1,200</b>

Regions/ Provinces	Option 1
<b>Northeast</b>	<b>55</b>
Hoa Binh	24
Son La	31
<b>Northwest</b>	<b>150</b>
Bac Giang	68
Hai Phong	82
<b>Red River Delta</b>	<b>215</b>
Ha Noi	172
Hai Duong	43
<b>North Central Coast</b>	<b>135</b>
Thanh Hoa	73
Nghe An	62
<b>Central Highlands</b>	<b>70</b>
Dak Lak	41
Gia Lai	29
<b>South Central Coast</b>	<b>119</b>
Da Nang	49
Quang Nam	70
<b>Southeast</b>	<b>221</b>
Ho Chi Minh City	165
Dong Nai	56
<b>Mekong River Delta</b>	<b>235</b>
An Giang	148
Can Tho	88
<b>TOTAL</b>	<b>1,200</b>



**District (census enumeration areas) selection:**

- o Definition: Urban district (in urban area) and rural district (in rural area) are defined as the Census enumeration areas.
- o Selection methodology: using the Probability Proportional to Size methodology (PPS).
- o Number of districts:
  - For urban area, no more than 30 interviews/ district, **at least 20 urban districts will be randomly selected** for fieldwork activities nationwide.
  - For rural area, no more than 30 interviews/ rural district, **at least 30 rural districts will be randomly selected** for fieldwork activities nationwide.

**Ward/ Commune (PSU) selection:**

- o Definition: Ward (in urban) and commune (in rural) are defined as the Primary sampling units (PSUs) for this survey.
- o Selection methodology: using the Probability Proportional to Size methodology (PPS).
- o Number of PSUs:
  - For urban area, no more than 5 interviews will be carried out per ward, **at least 63 wards will be selected** for fieldwork activities nationwide.
  - For rural area, no more than 10 interviews will be carried out per commune, **at least 137 communes** will be selected for fieldwork activities nationwide.

**Starting points selection (SPs):**

- o Definition: Considering the population density, we propose to conduct maximum 5 interviews/ SP for urban area and maximum 10 interviews/ SP for rural areas.
- o SPs selections process: The SPs selected will be selected conveniently and must satisfied condition as ease to identity, for example, at an intersection, at first big street. We will prepare maps with illustration and GPS of Starting points. The interviewers will follow the list of starting points for the data collection.

**Household selection:**

- o Contacts by Right hand rule will be followed
- o Contact sheet will be maintained in hard copy for each contact made
- o Minimum of 2 household skipping after successful interview
- o Quota of Gender and Age to be monitored
- o Interview only at the household or private premises

Household Replacement Plan – if the selected household is not successfully interviewed with the following reasons, the next household to the selected household in the list will be a replacement household. In other words, we have no skipped households in case of unsuccessful interviews. The accepted reasons for replacement will be as follow:

- o Household refuses to participate after attempted by interviewer
- o Household members who can provide information is away and will not be back during FW time
- o There is serious sick or death in selected households



The WORLD VALUES SURVEY ASSOCIATION

[www.worldvaluessurvey.org](http://www.worldvaluessurvey.org)

o At least three (3) attempts will be made to contact the respondents identified for the survey before selecting an alternate sample unit (In case of refusals, another sampling unit may be immediately selected). The attempts are made at different time of the day and at different days of the week and weekends.

**Respondent selection:**

o Within the selected household, the interviewer talks to any household member aged 18 or above available at the point of contact to identify the target respondent. The selection will be next based on Next Birthday method. If he/ she is not accessible at the point of approach, skip to the next house.

o Once being selected, the person will be re-screened prior to the main interview in order to ensure his/ her eligibility to participate to the research.

o Any unsuccessful interviews will be recorded using contact sheet reports to calculate the non-response rates.