



The WORLD VALUES SURVEY ASSOCIATION

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

### **World Values Survey Wave 7 in Zimbabwe: Sample Design.**

The target population of the survey (the ‘universe’) is adults aged 18 or older living in private households with usual residence in the study country and speaking one of the main languages of the country. This means the survey excludes people living in institutions, such as hospitals, student accommodation, prisons and other detention or healthcare facilities.

A household is defined as a group of people who usually live together and “eat from the same pot”. They recognize a member within the household who is 18 years or above as the head of household. Members would have lived together not less than six months.

Our overall intention is to use random sampling techniques in Zimbabwe and to achieve population coverage of at least 95%, unless there are exceptional circumstances such as security threats affecting more than 5% of the population. In order to increase efficiency in the field, we propose omitting the 5% of the PSUs with the lowest population density. We are confident our sample design and approach will provide sufficiently robust coverage to yield nationally representative survey estimates with minimal non-coverage bias.

The proposed sample design for this study is a multi-stage clustered sample stratified by region and urbanity. The sample would be selected with probability proportional to estimated size. We propose using area maps as provided by the Zimbabwe National Statistics Agency (ZimStats) to identify our secondary sampling units.

Individual or address frames are not available for the general population in Zimbabwe. We will therefore use the smallest available census administrative units (Enumeration areas) as our sampling frame for primary sampling units (PSUs) and households as SSUs. The sample will be drawn in collaboration with the Zimbabwe Statistical Office (ZimStats).

Each Sampling area (as indicated on the government maps) will be transacted to identify their boundaries. Within each sampling area, we propose that a fixed number of households are interviewed based on the random route walk. The sample is thus self-weighting to the household level.

Stratification is used to ensure the sample is geo-demographically representative. It can also be used to increase the precision of the estimates collected in the survey, provided stratification is based on characteristics which are correlated with what the survey is measuring. However, stratification variables are dependent on the availability of data. For this study, we will use province/Districts and urban/rural stats as stratification variables.



Consequently, in this design, Primary Sampling Units and Secondary Sampling Units will first be stratified by geographical region/ province and then by urban/rural status. This approach ensures both geographic and non-geographic variation between strata and reasonable homogeneity within.

We will use the same sampling fraction for each stratum, meaning the sample will reflect the respective regional/provincial distribution and the urban/rural split. It should be noted that since the 5% of the population living in the most sparsely populated areas will be excluded, it is necessary to adjust for this non-coverage. This will be done by substituting the most sparsely populated areas with somewhat less sparsely populated ones. Further details of the sampling frame used, and stratification will be contained in the sampling plans.

As specified in the call for tender, the minimum target achieved sample is 1,200 respondents. Below is the proposed sample distribution (n=1,200) by province and urban/rural classification:

**Table 2. 1 Sample Distribution Table**

PROVINCE	TOTAL NUMBER OF INTERVIEWS PER PROVINCE	URBAN	RURAL	SAMPLE EA'S
Bulawayo	60	60	0	6
Manicaland	160	30	130	16
Mashonaland Central	110	10	100	11
Mashonaland East	130	20	110	13
Mashonaland West	140	40	100	14
Matabeleland North	60	10	50	6
Matabeleland South	60	10	50	6
Midlands	140	40	100	14
Masvingo	130	20	110	13
Harare	210	200	10	21
<b>Total</b>	<b>1200</b>	<b>440</b>	<b>760</b>	<b>120</b>

The distribution of the PSUs will be shared with the client at the inception stage

The sampling procedures will comprise the steps outlined below:

- 1) **Stratification by region/province and urbanity**, applying the same sampling fraction for each stratum.
- 2) **Selection of administrative areas** e.g. provinces with a probability proportional to the most recent 18+ population estimates. These areas will serve as Primary Sampling Units (PSUs). We will also draw a spare 'mirror' sample at the same time, providing each sampled PSU with a replacement in case the original one cannot be worked for some reason.



- 3) **Selection of one Secondary Sampling Unit (SSU) from each selected PSU**, the SSUs will then be selected with Proportion Proportionate to Size (PPS). Where the population of the administrative unit exceeds the sampling fraction, we will sample more than one SSU as needed. Where population data are not available at SSU level, administrative sub-divisions will be selected using simple random sampling.
- 4) **Selection of households using the random walk approach**. The starting point for the random walk will be a landmark on one of the entry streets into the sector. The landmark will be randomly selected using the ballot method: the supervisor will list all landmarks on pieces of paper and one piece of paper will be drawn. Examples of landmarks are a health centre, market, school, mosque/church, or main square. From the landmark, interviewers will proceed to enumerate addresses following the random walk instructions described below.
- 5) **Random selection of respondent within the household** if more than one eligible respondent.