



The WORLD VALUES SURVEY ASSOCIATION

www.worldvaluessurvey.org

World Values Survey Wave 7 in Singapore: Sample Design.

The fieldwork for the 7th wave of World Values Survey was executed by Social Lab under the Institute of Policy Studies. The survey fieldwork took place from November 2019 to March 2020. The target population was citizens and permanent residents in the age of 21 and over. The target sample size was 2,000 individuals.

The whole country was taken as one region because Singapore is a city-state. Sample list comprised addresses selected from Primary Statistical Units (randomly selected across the country to ensure representative by housing type).

There is also no rural population in Singapore, thus, no need for the representation of rural population in the sample.

One respondent was interviewed per PSU. The respondent from each household was selected by using the last birthday method. The interviews were conducted within the household of the respondent.

An Invitation Letter was first mailed to the selected household. Those who conveyed via email or phone that they do not want to participate in the study were excluded from visitations. Trained interviewers then proceeded to contact households to arrange for face-to-face survey interviews. Prior to the start of the face-to-face interviews, the participants first read the Participant Information Sheet and then gave their informed consent to participate in the survey. During the survey, the interviewer read the survey questions to the participant who then answered accordingly. Responses were recorded by the interviewer using an electronic hand-held tablet.

Interviewers made calls at the households at different times of the day and different times of the week, including weekends.

Telephone call-backs were made to validate the responses. 40% of the conducted interviews were controlled.

The responsible organization was also controlled by another organization. (Close monitoring of survey administration and validation by government divisions implementing large-scale surveys.)

Weighting was applied by racial group when necessary.

The response rate was low for older age groups as there were more individuals who might not be able to provide comprehensive responses due to health and other considerations. Therefore, the sample taken for younger respondents was higher than the national average.

Unreachable groups in gated communities, i.e. condominiums were taken into account during the planning of the fieldwork.

The responsible organization did not need any special permission from the state governing bodies in order to do the WVS-7.