



The WORLD VALUES SURVEY ASSOCIATION

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

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

The target population for the 7<sup>th</sup> wave of World Values Survey in Colombia was individuals over the age of 18. A total number of 1,520 adults were interviewed.

The sampling procedure ensured the collection of nationally representative sample. The surveys were distributed proportionally to the size of the population. The country has 5 regions and the city of Bogota: Atlantica, Central, Oriental, Pacifica and Amazonía. The fieldwork was conducted in all these regions.

A multistage stratified random sampling was employed by Department and by Zone. To calculate the size of the total sample, the formula for infinite populations with a confidence level of 95% was used and was distributed proportionally to the population size.

There were four stages for the sample selection. At the first stage, the sample framework was prepared with Government Projections on population (DANE Projections 2017), according to the size of the population in urban and rural areas of each department. An interval was obtained that determined the jump of the selection on the amount of sampling points. After that, a random number was chosen among the total of the population as a root or starting point and then, iterating through the interval as many times as necessary until reaching the number of sample points for each stratum (Department by Zone). Each sampling point included a total of 8 people. At the second stage, blocks in neighborhoods were selected. For each sample point chosen, a random selection of 2 blocks was employed in both urban and rural areas, carrying out 4 surveys per block. Households were selected at the third stage. In each block or village, the dwellings were ordered in the clockwise direction and the first dwelling was selected at random. At the last stage, household members were selected by simple random selection.

In the selected sample, the representability of the rural population was approximately 23%, arranged with reference to the real composition of the population in Colombia.

At each PSU, 16 surveys were conducted. Individuals were interviewed in their households, in order to guarantee the implementation of the probabilistic sampling and the randomness in the selection of the respondent.

Face-to-face interviews were conducted by using tablets. Respondent's answers were recorded by CAPI (Central Assisted Personal Interview). The interviews took place every day of the week. In each week, the surveys were carried out between 5pm and 9pm, and throughout the day during weekends.

Once the study was finished, 100% of the surveys were reviewed and 10% of them were supervised. The supervision of 10% combined both direct and indirect control. Each pollster was monitored online and with GPS, to ensure that they conducted the surveys in the exact place selected in the sample (at the block or street level). The supervision also included the audio recordings that allowed listening of the surveys in order to guarantee they were conducted according to the agreed parameters. There was personal supervision live, by telephone or by audio. The reviews of the 100% surveys were done based on the total data in Excel or SPSS. The quality of the questionnaires was checked after their completion.



*Invamer* has 2 certifications that guarantee the quality of the information. ISO 20252 specializes in market research and ISO 9001 that focuses on quality. These certifications supported the quality of research not only during the fieldwork but also in all phases of the project.

The responsible organization usually applied weighting factors to ensure the representativeness of the sample according to the universe studied. However, since the selected sample was highly representative, it was not necessary to apply weighting factors.

	% in census data	% in your survey	$\Delta$ %
Male	48,5%	49,9%	+1,4%
Female	51,5%	50,1%	-1,4%
18-24	17,3%	17,3%	0%
25-34	22,9%	21,8%	-1,1%
35-44	18,6%	17,5%	-1,1%
45-54	16,4%	18,3%	+1,9%
55 o más	24,7%	25,0%	+0,3%

As the above information presents, the difference in percentage between sex and age groups in the survey data compared to census data were minimal.

The following conditions were taken into account during the planning of fieldwork:

- Time of traveling: Considering the complex geography of the country, some problems were expected to arise when traveling to the municipalities that are chosen in the sample.
- Specific security situations: In some areas, there are special security situations that may put the *Invamer* staff at risk. Therefore, before the implementation of the fieldwork, the security situation with the police personnel in the area was checked.
- Climate: Especially in times of rain, productivity in fieldwork was expected to be affected.

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