



The WORLD VALUES SURVEY ASSOCIATION

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

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

Interviews for the 7<sup>th</sup> wave of World Values Survey took place in October 2019. The target population size was 14.9 million. The target population was individuals over the age of 15. Since the population in Guatemala is very young, the target population size was equivalent to 9.9 million in total. A total number of 1,200 adults were interviewed.

The country is divided into 22 departments. All regions were included in the sampling procedure to create a nationally representative sample. For the sample selection, a stratified sampling model was employed. In each department, each region within the department with cities of more than 100,000 inhabitants was included. In cities, men and women over the age of 18 were sampled in proportion to total population in order to have a nationally representative sample. It was not possible to reach the most remote towns due to the lack of economic resources, therefore, the sampling procedure focused on the urban centers and markets where inhabitants of villages and towns visited.

The percentage rural population lies between 9% and 75%. 50% of the departments have more than 50 % of rural population. The market days were particularly selected in order to include people who reside in rural areas and who came to visit the markets in urban centers.

The most efficient way to find available and representative individuals was to try the weekly market days in local markets. Thus, in addition to work centers, institutions, universities, public squares where the daily life of the population was carried out were included in the sampling procedure. Opportunity sampling was the preferred sampling technique for this survey. When the individual was selected, urban and rural samples were limited to the proportion of the department.

The route length was of no more than 30 samples.

For the procedure of selection of the respondents, suggestions sent through Dr. Ksenija Kasilovo were followed. Interviewers were Social Work students. They carried out orderly interviews, broke the ice with the respondent if needed and followed established procedures. The selection procedure in the market progressed from the center towards outside.

The interviews were conducted at the market, at the home, in the public square, in institutional offices, university campuses and where the opportunity presents itself, according to the established criteria. A street-by-street format was not followed, because a census had just been carried out in Guatemala and the population had given specific information on many topics, so the survey covered aspects that considered the daily life and meeting points of neighbors, young and old people, men and women.

The selected sample members were interviewed face-to-face with smartphones, using google forms.

Surveys were particularly conducted during weekly market days, from 8 am to 4pm (exceptions occurred when the opportunity presented itself). When the whole day was not enough, surveys were completed at the central park according to their frequent use and the places of convergence of population groups.



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Within the requested information, the Personal Identity Document of the DPI persons and a telephone number were requested, and subsequently, sampling was controlled, to know that the interviews were conducted. In addition, the interviewers were asked to make a take Static with their phone or take a screenshot to verify each shipment of the survey completed to cross the information and ensure the objectivity of them.

In social research there are other criteria that the responsible organization used such as credibility, transferability, dependence, relevance, but smartphones when taking the screenshot provided that location information, to know that data. Participants were volunteers and were not trained to capture that information or to do a quality investigation.

Fieldwork quality was controlled by both academic and private organizations.

Weighting was applied to data when necessary.

The difference in percentage between sex and age groups in the survey data compared to census data:

	% in census data	% in your survey	$\Delta$ %
Male	48.5%	48.5%	0%
Female	51.5%	51.5%	0%
18-35	25.1%	25.1%	0%
36-50	15.5%	15.5%	0%
50+	14.7%	14.7%	0%

Access to certain regions was difficult. Sometimes, access to certain cities over 100,000 inhabitants went as far as three days.

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