



World Values Survey Wave 7 in Venezuela: Sample Design.

The survey was conducted through face-to-face interviews to people living in Venezuela. The activities to be carried out were the following: design of the measuring instrument and associated materials, sample design, updating (in the field) of the fieldwork cartographic material, data collection, coding, preliminary analysis of the data gathered, database design, electronic data capture, and design and execution of a statistical quality control plan of all the aforementioned stages.

The following are some key methodological aspects of the survey design:

Scope of study

Geographic coverage. The geographical scope is national with exception of Amazonas and Delta Amacuro states, which consist of mainly hard-to-reach rural areas that represent just 0.7% of the country's population.

Universe. The universe under study is comprised of all persons between 18 and 65 years of age, in family dwellings located in populated centers of 1,000 and more inhabitants within the geographic coverage defined above. This represents 91,3% of the country's population.

Sample design

Sampling Frame. As a starting point for the elaboration of the sample framework, the cartographic and demographic information generated by the National Institute of Statistics of Venezuela (INE) was used (XIV Census of Population and dwellings carried out in the country in 2011). We then carried out in the field a thorough work of updating according to the requirements of the study and the respective technical-methodological considerations. We have then that the sample frame consists of cartographic maps, updated sketch maps, and a data base with the 2011 census demographic information.

Sampling scheme. The sampling to be applied was of the upper Semi-probabilistic type, where, due to the circumstances created by the Covid-pandemic and the security situation in Venezuela, in the last stage of the design, the resident person who opens the door at the selected dwelling is selected for the interview.

A stratified four-stages sampling scheme was applied.

Strata: Venezuela's states. The sample was selected independently for each of the 21 Venezuela's states that comprise the geographic coverage. The sample was allocated proportionally to the total population size of each state.

Primary sampling unit (PSU). Clusters called "Segmentos" were selected in the first (primary) stage of the design. Segmentos are artificial geographical areas created by the National Institute of Statistics of Venezuela for census fieldwork purposes. Each segment consists of approximately 200 dwellings and its boundaries are clearly specified in the sampling frame. A number of segmentos were selected (proportionally to the total population size of each state) independently within each state, with a probability proportional to the size (PPS) of each segmento (total number of dwellings). A systematic selection mechanism was applied for drawing segmentos in order to assure the sample is evenly spread throughout the state. A total of 120 PSU were selected.

Secondary sampling units (SSU). Blocks within each segment were selected in the second stage of the design. Blocks are also artificial units created by the National Institute of Statistics of Venezuela for census fieldwork purposes. Each block consists of approximately



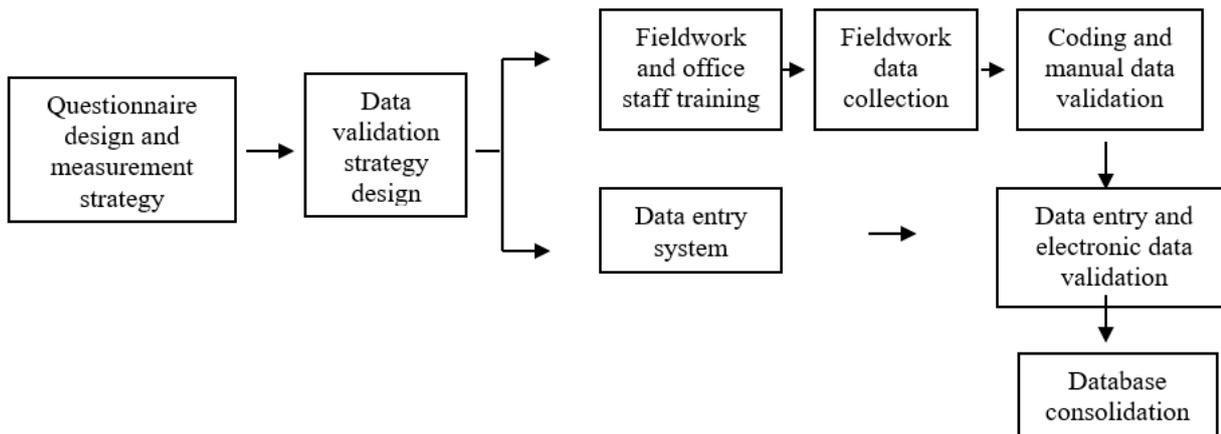
50 dwellings and its boundaries are also clearly specified in the sampling frame. There are 4 blocks per segment. Within each segment, two blocks were selected with a probability proportional to the size (PPS) (total number of dwellings).

Tertiary sampling unit (TSU). Dwelling was selected at the third stage. Within each block in the sample, 5 dwellings were drawn with equal probability. A systematic selection mechanism was applied for drawing dwellings in order to assure the sample is evenly spread throughout the block.

Quaternary sampling unit (QSU). Dwelling inhabitants were selected at the final stage. Within each dwelling in the sample, the person that opens the door was interviewed. Dwellings were visited up to three times in a day in order to complete the interview. If after three visits no contact has been made with any inhabitant of a specific dwelling, a replacement was randomly drawn out of the remaining dwellings in the block.

Sample Size. 1,200 interviews.

Operational design. The following diagram shows the operational stages of the study, from the design of the questionnaire to the consolidation of the database. Each stage has its associated quality control process.



Validation strategy design. Once the final questionnaire is design, a comprehensive data validation plan is developed to assure the integrity of the data (logical checks and data consistency).

Questionnaire

A questionnaire was designed featuring the items of the study. There are no country-specific restrictions with respect to the questionnaire content.

Training

As part of the training program, every single item on the questionnaire was reviewed with interviewers and some field tests are conducted in order to verify the staff has fully understood the interview process.

Delphos' interviewers are also informed about every project's supervising procedure. They are told about the randomly re-contact schedule that an independent fieldwork staff will carry out to assure the integrity of the data. They all are warned that interviewers found falsifying



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data was immediately dismissed from the project and will face further legal consequences. They are also told that they have to sign every interview completed at fieldwork.

General Procedures

There are two supervising levels regarding field verification. The first level consists of an on-site supervisor who periodically travels along with interviewers attending fieldworks issues and spotting potential problems daily. Every supervisor oversees four interviewers. Supervisors are in permanent contact with their fieldwork regions' coordinators and must sign every questionnaire completed by their staff.

The second level was carried out by a trained office staffs who re-contacts by phone one out of five (20%) interviewee for every block in the sample. Selected cases were called back, and the validation questionnaire is administered. The interviewee was asked about key aspects regarding the interview process, as an estimate of how long (in minutes) the interview lasted, when, where and at what time it was conducted, verification that the interviewer gave the interviewee the flyer with Delphos' contact details, and how the interviewee was selected once the interviewer made contact with the household. Then the interviewee was re-asked some factual questions from the interview, what is compared to what was entered in the original interview.

Additionally, every interview is fully checked by experience office staff that is able to detect suspicious patterns or any other potential anomaly in the data.

Finally, the data entry programs run a comprehensive validation plan design to detect additional potential problems with the data. All data is double-entered (i.e., "verified"). This means that 100% of all questionnaires was entered twice by two different data entry clerks.

Fieldwork time frame

Once the training program is ended, the fieldwork in normal conditions will take 21 days to be completed. This is, 15 working days and 6 days on weekends.