



## **Sampling plan WORLD VALUES SURVEY URUGUAY 2011**

### ***Coverage***

All residents (not only citizens) of 18 years +.

### ***Interviewing***

Face-to-face interviews

### ***Sample***

There will be used a sample of 1000 cases, representative of the 100% of the population.

The survey will cover 32 cities of the whole country. The sample will have a representative distribution for "Montevideo" and "Interior" (the rest of the country).

The sample will be probabilistic, and stratified by population size. The interviewees will be selected through various stages: in the first one will be chosen the cities; in the second one will be selected the zones that are going to be used as sample points ("manzanas"); in the third one the house-holds in which the survey will be made; and finally, the interviewees (by Quota). The sample will be systematic in the sample points.

In the first stage will be selected the cities randomly with proportional probabilities to their size.

In the second stage, there will be selected the censal zones that will be used as sample points, with proportional probabilities to their size.

In the third stage, the house-holds will be randomly selected through a systematic procedure. In each block a starting point will be randomly chose and the interval between the houses predetermined by the general population density.

In the fourth stage will be selected the interviewees by quota.

### ***Rural surveys***

For the rural surveys, will be selected randomly six provinces ("departamentos"), and one survey point in each province (three survey points in Canelones).

In each survey point the house-holds will be selected following a systematic procedure. In any case, the house-hold must be strictly rural, not grouped with other houses.

### ***Selection of the interviewees***

There will be used quotes of sex and age for each stratus of the sample.

	18 - 29	30 - 49	50 - 64	65 +	TOTAL
Male	127	174	96	75	472
Female	127	182	107	112	528
Total	254	357	202	188	1000

### ***Cities included in the sample***

		UNIVERSE	CASES	
	Montevideo			
Montevideo	Montevideo	951828		428
	40.001 a 100.000 inhabitants:			
Salto	Salto	65338	32	29
Paysandú	Paysandú	51073	25	23
Canelones	Las Piedras	47035	23	21
Rivera	Rivera	43640	21	20
<b>TOTAL</b>		<b>207085</b>	<b>100</b>	<b>93</b>
	20.001 to 40.000 inhabitants			
Maldonado	Maldonado	37273	14	17
Tacuarembó	Tacuarembó	34863	13	16
Cerro Largo	Melo	34128	13	15
Soriano	Mercedes	28852	11	13
Artigas	Artigas	27676	11	12
Lavalleja	Minas	27004	10	12
San José	San José de Mayo	26407	10	12
Florida	Florida	22636	9	10
Durazno	Durazno	22461	9	10
<b>TOTAL</b>		<b>261298</b>	<b>100</b>	<b>118</b>
	10.001 to 20.000 inhabitants			
Canelones	Lomas de Solymar	11236	8	9
Maldonado	San Carlos	17322	12	14
Canelones	Progreso	10416	7	8
Treinta y Tres	Treinta y Tres	18038	13	14
Colonia	Colonia del Sacramento	15605	11	12
Rocha	Rocha	18154	13	15

Colonia	Carmelo	11905	8	10
Flores	Trinidad	14873	10	12
Canelones	El Pinar	11684	8	9
Canelones	Canelones	14471	10	12
<b>TOTAL</b>		<b>143702</b>	<b>100</b>	<b>115</b>
5.001 to 10.000 inhabitants				
Artigas	Bella Unión	8430	23	15
Canelones	Juan Antonio Artigas	8955	25	16
Tacuarembó	Paso de los Toros	8885	25	16
Colonia	Juan Lacaze	9664	27	17
<b>TOTAL</b>		<b>35935</b>	<b>100</b>	<b>64</b>
Less than 5.000 inhabitants				
Soriano	Santa Catalina	755	11	11
Maldonado	Aiguá	1956	29	28
Canelones	Villa Aeroparque	2608	39	38
Soriano	Palmitas	1350	20	19
<b>TOTAL</b>		<b>6670</b>	<b>100</b>	<b>96</b>
Rural zone				
Colonia	Rural	12087	12	10
Durazno	Rural	5036	5	4
Río Negro	Rural	4868	5	4
Canelones	Rural	40987	39	34
Paysandú	Rural	6056	6	5
Montevideo	rural	34768	33	29
<b>TOTAL</b>		<b>103802</b>	<b>100</b>	<b>86</b>
<b>TOTAL</b>				<b>1000</b>

### ***Fieldwork – Preliminary Schedule.***

The fieldwork is planned to begin October 27, finishing November 20. This schedule could be modified under special circumstances.