



The WORLD VALUES SURVEY ASSOCIATION

www.worldvaluessurvey.org

World Values Survey Wave 7 in Brazil: Sample Design.

The same organization responsible for the fieldwork in 2006 and 2014 World Values Surveys was in charge of the 7th wave in Brazil. The fieldwork took place in May/June 2018.

The target population was residents of households over the age of 16. The target sample size was 2,000 individuals.

The whole country was included in the sample frame, except very dangerous neighborhoods and very remote areas which were less 0.05% of the total population.

A multi-stage probability sampling was employed.

At the first stage, 200 census tracts were randomly selected as the primary sampling units (PSU) using probability proportional to size (PPS) design. The Brazilian Institute of Geography and Statistics (IBGE) provided the list of all census tracts, including urban and rural areas, and their respective number of residents. All rural and urban census tracts had the same chance of being selected considering their size.

At the second stage, dwellings were selected for each census tract using the following strategy Based on the description of the census tract, a starting point (a street, avenue, etc.) was randomly selected. From that point on, the interviewer randomly selected one dwelling in $x/10$, where x is the number of dwellings by census tract. At the final stage, an individual living in the dwelling was selected according to the next birthday in relation to the day of the first successful visit. The selection of the respondent included all the residents of the dwelling, except for guests or temporary residents. If the person selected was not there, the interview was scheduled for another day and time. The interviewer had to go back to each dwelling up to three times to do the interview. In case they were not successful until the third attempt, the coordination substituted the dwelling for another one, following the same criteria.

The respondent from each household was selected by using the last birthday method.

The interviews were conducted within the household at the convenience of the respondent.

Face-to-face interviews were conducted by using tablets. The interviews took place at weekends, for the whole day.

Telephone controls were conducted for at least 20% of the interviews. Several cross-analysis checks were done in order to verify the consistency of the data. The geographical coordinates of the interviews were recorded.

Weighting was applied to data when necessary.

Access to areas with high levels of criminality, very remote areas, and wealthy neighborhoods were difficult during the fieldwork.