



World Values Survey Wave 7 in Ecuador: Sample Design.

The target population for the 7th wave of World Values Survey in Ecuador was residents of private households over the age of 18. A total number of 1,200 adults were interviewed.

Ecuador is divided into 24 provinces. The sampling procedure covered 23 provinces. Galápagos was not included because it is an archipelago of volcanic islands, where most of the people are tourists, and it represents only 0.2% of the total population in Ecuador.

Main cities in each province of Ecuador were selected by considering the size of the cities. Rural areas were also included in the sample. The list of 23 provinces and 73 cities within these provinces is presented below:

Provincia	Ciudad
AZUAY	CUENCA
	GUALACEO
BOLÍVAR	GUARANDA
CAÑAR	AZOGUES
	CAÑAR
CARCHI	BOLIVAR
	MONTUFAR
	TULCAN
CHIMBORAZO	ALASI
	COLTA
	GUAMOTE
	GUANO
	RIOBAMBA
COTOPAXI	LA MANA
	LATACUNGA
	PUJILI
	SALCEDO
EL ORO	EL GUABO
	MACHALA
	PASAJE
	SANTA ROSA
ESMERALDAS	ELOY ALFARO
	ESMERALDAS
	LA CONCORDIA
	QUININDE
GUAYAS	BALZAR
	DAULE
	DURAN
	EL EMPALME
	GUAYAQUIL
	MILAGRO



	NARANJAL
	NARANJITO
	SAMBORONDON
	URBINA JADO
	YAGUACHI
IMBABURA	ANTONIO ANTE
	IBARRA
	OTAVALO
LOJA	CATAMAYO
	LOJA
	SARAGURO
LOS RÍOS	BABA
	BABAHOYO
	MOCACHE
	QUEVEDO
	VENTANAS
	VINCES
MANABÍ	CHONE
	EL CARMEN
	JIPIJAPA
	MANTA
	MONTECRISTI
	PEDERNALES
	PORTOVIEJO
	SANTA ANA
	SUCRE
MORONA SANTIAGO	MORONA
NAPO	TENA
ORELLANA	ORELLANA
PASTAZA	PASTAZA
PICHINCHA	CAYAMBE
	MEJIA
	QUITO
	RUMIÑAHUI
SANTA ELENA	LIBERTAD
	SANTA ELENA
SANTO DOMINGO DE LOS TSÁCHILAS	SANTO DOMINGO
SUCUMBÍOS	LAGO AGRIO
TUNGURAHUA	AMBATO
	BAÑOS
	SAN PEDRO DE PELILEO
ZAMORA CHINCHIPE	ZAMORA



The proportion of the rural population in the sample was 36%, as in the country total population.

At the starting points, the interviewers turned their back on the (main) entrance of the structure and moved to the right (The rule was to move clockwise). Regardless of whether there was an interviewer or more than one interviewer at one starting point, the following instructions were followed.

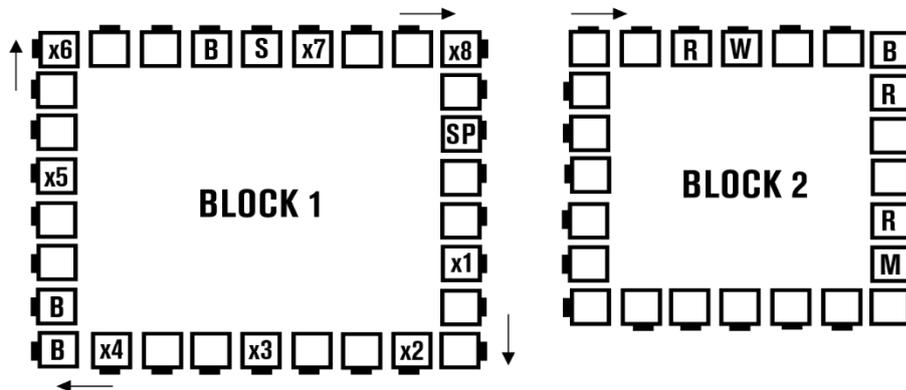
After counting three households (excluding the starting point), the interviewer made a contact attempt to the third home, marked as X1 in below figure. In case the third home was a structure such as an apartment building, the interviewer entered the building and, using the rules outlined below, determined the home to select.

The home, X1, was the first main home where the interviewer made up to three attempts, on different occasions, to get an interview with an eligible household member. Interviewers were instructed to make at least 3 personal contact attempts for each target person and to space out their contact attempts over the week days and various day times. When interviewer was unable to return to the area another day, all attempts were made on the same day, by leaving a space of at least 2 hours between each attempt (exceptions occurred according to appointment) That is, if the first attempt was made at 2 p.m. the second attempt was not made before 4 p.m. the same day. (unless the respondent made an appointment with the interviewer before 4 p.m.)

The sampling procedure only included households that were occupied. Households/apartments that were not occupied and institutions such as schools or hospitals were not counted as part of the interval. (if there was a permanent home (non-institutionalized) in these institutions, it was included). The interviewers tried to find out whether the structure was occupied before making a contact attempt.

Interviewers completed road maps to report what happened at each attempt. The road maps included the history of each questionnaire, and the radiography of what happened in the field.

Each "non-successful" interview in primary households was compensated with attempts at surrogate home. Thus, R1 (the first substitute home) was a replacement for any of the failed attempts at a primary home. The substitute households were selected by using the same range of three households from the last main household (X8) (if there were 8 households or surveys in each USP). In each surrogate household, up to 3 attempts were made using the same rules described for obtaining an interview from a primary household. When attempts at R1 also resulted in failure, the interviewer continued to use the right-going rule and the interval of three to determine the next R2 replacement home. This process was repeated until the required number of interviews completed by selected PSU was achieved.



- SP: Starting point**
- X: Main household**
- R: Replacement household**
- B: Business**
- S: School**
- W: Place of workshop**
- M: Multi-level dwelling**

In the image above, the first 8 main households are shown as X1 - X8. SP indicates the starting point that had been selected.

The route length was between 3 and 10, depending on the socioeconomic level.

Samples were collected according to following quota criteria: sex, age and socioeconomic level. The selected household member had to be over the age of 18. Home workers and visitors were excluded from the selection.

Face-to-face interviews were conducted, using tablets. Interviews took place in respondent's house/apartment.

Interviews were conducted from Mondays to Sundays. Interviews during weekends were expected to be less productive. In addition, holidays were excluded from the sampling procedure since many people travelled outside the city during those days.

Mornings and afternoons were considered as the most productive hours of the day. While it was easier to find female respondents in the mornings, it was easier to find male respondents in the evenings and nights. This information was taken into account since the interviewer had a quota (a designated profile) that she/he had to fill by the end of the day.

3 types of quality controls were applied; checking audio records, supervisions in the field, telephone controls. In these controls, duration of the surveys and some principal questions (predefined in office) were checked. 30% of all interviews were controlled.

Since the quota sampling enabled the collection of proportionally represented sample, no weighting was applied to data.



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

	% in census data	% in your survey	Δ %
Male	51	51	0
Female	49	49	0
18-35	45%	45%	0
36-50	27%	27%	0
50+	28%	28%	0

The problems that were taken into account during the planning of fieldwork in Ecuador:

- The refusal to share information, mainly due to security concerns.
- In some cases, the criminals pretend to be interviewers, salesmen, etc. Therefore, people are very careful about approaching strangers. That is why the interviewers carried a card with the company data for verification in case the respondents needed to confirm their information.

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