



The WORLD VALUES SURVEY ASSOCIATION

www.worldvaluessurvey.org

World Values Survey Wave 7 in México: Sample Design.

The Mexico 2018 WVS was based on a national representative sample of 1,741 adults (18 years or older). It conducted with face-to-face interviews in households from January 18 to May 2, 2018 in 496 polling points in the 32 federal entities of Mexico.

A multi-stage probability sampling was employed using the National Elections Institute (INE) list of electoral sections updated for the 2018 presidential elections and stratified by urban-rural-mixed categories by INE. The sample design also took into account the population proportion of the 32 federal entities in the country.

A total of 496 electoral sections were selected from the list of 68,364 that contain 100% of the 86 million registered voters before INE's update to 88 million in April 2018. Census information from INEGI estimated 80 million adults in 2015. The corresponding address to each electoral section, with aid from cartographic information, was then used as a starting point for a systematic selection of blocks and households in each polling point. In each household a single respondent was selected. In each polling point the number of interviews conducted ranged from 2 to 6, achieving a greater dispersion than conventional national polls tend to have in the country, which tend to conduct from 10 to 15 interviews by point. (See map with the dispersion of polling points in the national territory at the end of this document).

Substitution of polling points due to inaccessible routes or safety reasons represented 2.6 percent of the total polling points in the sample. Substitution of selected individuals due to no contact or refusals was allowed, but recalls were pursued during the time interviewers were present in the polling point. Most interviews were conducted on weekends during the period of fieldwork.

The refusal rate was 58 percent.

With a confidence level of 95%, the estimated margin of error was +/- 2.6%.

The dataset included a weight variable based on population distributions by sex, age, and education. Differences between the sample and the overall population varied 2 points in the two sex categories, between 1.4 and 4.5 points in the three age categories, and between 0.2 and 4.9 points in the three education categories employed.

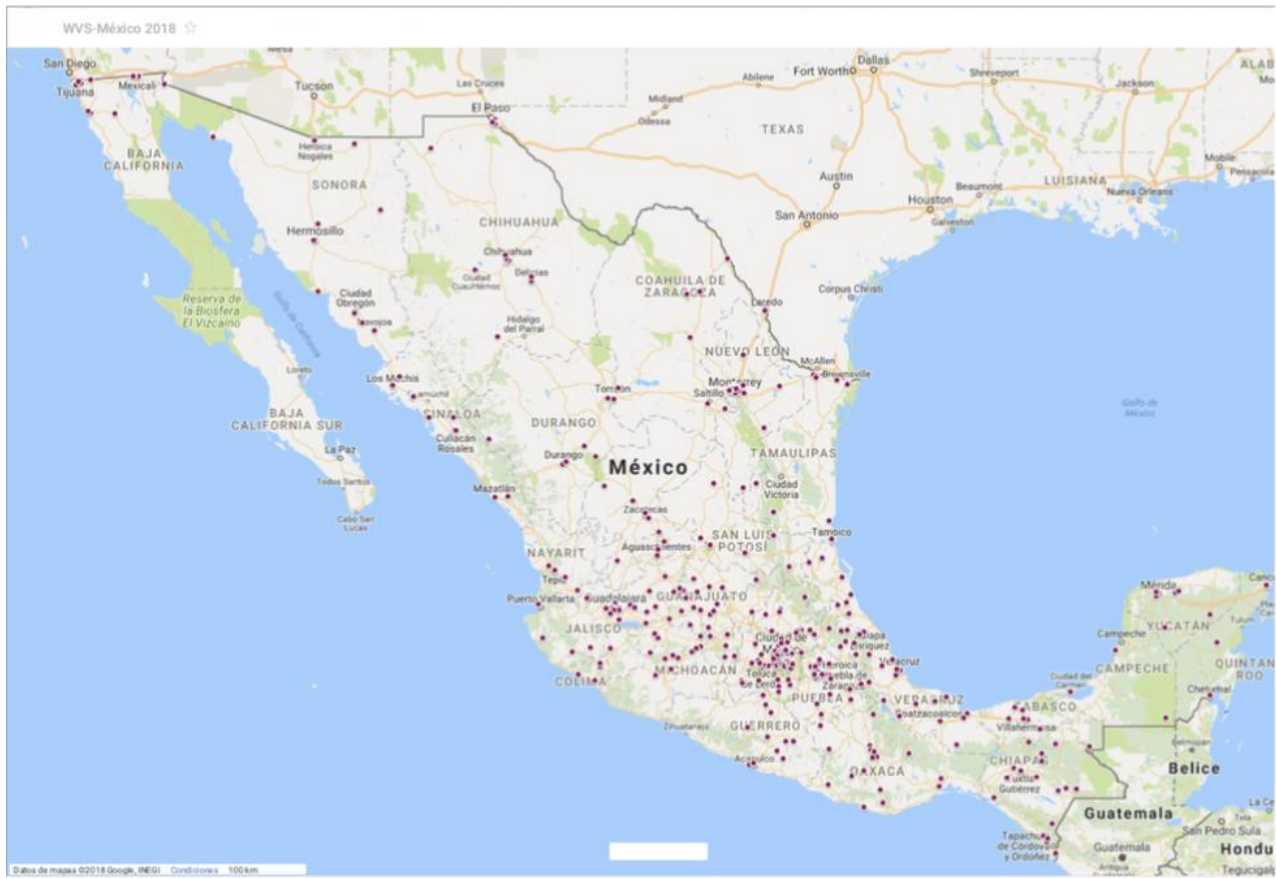
The survey was conducted by a team of 209 interviewers and supervisors under the direction of Alejandro Moreno at Moreno & Sotnikova Social Research and Consulting S.C., with financial and organizational support from El Financiero-Marketing.



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Geolocalización de los puntos de levantamiento



<https://www.google.com/maps/d/u/0/embed?mid=15cZYEsqPi32IS8VBVvRxfi9xiBU79HPq&ll=23.991633914875923%2C-101.933515&z=5>