



The WORLD VALUES SURVEY ASSOCIATION
www.worldvaluessurvey.org

World Values Survey Wave 7 in Nicaragua: Sample Design.

Because of the size of the questionnaire CID/Gallup proposes to use 240 segments of five interviews for a total of 1200 for the World Value Survey research. This size sample will provide a margin of error of 2.7 with a 95 per cent probability. Normally so much dispersion would be a disadvantage but because of the overall “tense climate” in the country it will be better to get into a segment, conduct the research and get out. The plan is to use teams of five interviewers and for each to do one interview in a segment and then for the group “to get out.” The hope would be that each team could do three segments daily.

A possible sample has been included in the appendix along with the CV’s.

Nicaragua’s last census was in 2005 but CID/Gallup has projections to 2018 compiled by the Census Bureau of the country. Data is organized into regions, departments, municipios (which are the equivalent of a county or canton), neighborhood or “comarca” and then within those “districts.” This is the smallest disaggregate that is available. The company will select districts, in the case of the WVS 240. The total number of households is divided by 240 and an integer is developed. A starting random number is selected and then the integer is added until the 240 are selected.

The districts can be as small as 40 to 50 households and a large one might have 500. CID/Gallup selected a starting point – one of the cardinal points using the hands of a watch – the team always moves to the right. For security reasons only two dwellings are skipped.

The respondent in a household is selected using the “last birthday” method. The adults living in the dwelling are listed and the one last celebrating a birthday is interviewed. Any interviewer who reports more than 20 per cent single adult dwellings is automatically fired.

If the person who last celebrated a birthday is not present, the informant is asked when he or she might return. In a country with a 45 per cent unemployment rate most people are eating their noonday meal at home and are not wandering far. If an appointment can be made to return in a period of up to three hours an appointment is made. If not another person with the same characteristics is selected from the same district and a substitution is made. Several revisits are not possible with the current security problems in Nicaragua.