



World Values Survey Wave 7 in Peru: Sample Design.

The Public Opinion Institute at Pontifical Catholic University of Peru (IOP-PUCP) executed the 7th wave of World Values Survey in Peru. IOP-PUCP also executed the two previous WVSs.

The survey fieldwork took place in June 2018. The target population was citizens aged 18 and older who are residents of private households in Peru. The target sample size was 1,200 adults.

The country was divided into 25 regions. These regions were subdivided into provinces, which were further subdivided into districts. The fieldwork was performed in 19 regions of the country that concentrate approximately 95 % of the national population over the age of 18, according to census 2007:

		Region	Population Census 2007	Percent	
Center	Coast/Highland	Lima	7,764,185	34.4%	INCLUDE
	Coast	Callao	765,522	3.4%	INCLUDE
	Highland	Junín	901,942	4.0%	INCLUDE
	Highland	Huánuco	541,591	2.4%	INCLUDE
	Highland	Huancavelica	280,056	1.24%	INCLUDE
	Highland	Pasco	189,260	0.84%	EXCLUDE
North	Coast/Highland	La Libertad	1,325,195	5.9%	INCLUDE
	Coast/Highland	Piura	1,294,981	5.7%	INCLUDE
	Highland	Cajamarca	1,031,896	4.6%	INCLUDE
	Coast/Highland	Lambayeque	909,531	4.0%	INCLUDE
	Coast/Highland	Ancash	847,420	3.8%	INCLUDE
	Coast	Tumbes	159,371	0.71%	EXCLUDE
South	Highland	Cusco	942,433	4.2%	INCLUDE
	Highland	Puno	875,664	3.9%	INCLUDE
	Highland	Ayacucho	435,233	1.9%	INCLUDE
	Highland	Apurímac	292,124	1.29%	EXCLUDE
	Coast/Highland	Arequipa	1,062,690	4.7%	INCLUDE
	Coast	Ica	597,360	2.6%	INCLUDE
	Coast	Tacna	260,368	1.15%	INCLUDE
	Coast/Highland	Moquegua	136,773	0.61%	EXCLUDE
East	Jungle	Loreto	649,602	2.9%	INCLUDE
	Jungle	San Martín	583,889	2.6%	INCLUDE
	Jungle	Ucayali	348,845	1.5%	INCLUDE
	Jungle	Amazonas	278,837	1.24%	EXCLUDE
	Jungle	Madre de Dios	98,958	0.44%	EXCLUDE
Total			22,573,726	100.0%	
INCLUDE			21,418,403	94.9%	
EXCLUDE			1,155,323	5.1%	



A stratified three-stage probability sampling was employed.

Stage 1: Area units (PSUs) were sort into 39 strata, defined by geographical regions in the country and degree of urbanization (urban or rural). Sample size was allocated to strata in proportion to the (Census) number of households. Primary sampling units were housing blocks in cities and towns in rural areas. Sample size was then divided into PSUs, based on 5 sample households per PSU. Within each stratum, PSUs were randomly selected by computer, with probability-proportional to cluster size (number of households). Total number of sampled PSUs was 240.

Stage 2: Within each sampled area unit, frame of area units provided the number households (Census 2007) to calculate by computer a random start and interval to select households systematically. For urban areas, the interviewer received a Census map clearly showing the area unit (with number household, random start and interval to selected households). For rural areas, field supervisor created a rough map and applied a random start and interval by systematic sampling.

Stage 3: Resident (18+) were selected by gender and age quotas.

Substitution of households and respondents was performed in cases where either one of them was registered as a no contact or a refusal after two attempts.

According to census 2007, rural population in Peru represented 21% of the total population. Selected sample of this survey replicated the urban rural distribution in the country, but sample frame excluded rural areas that were difficult to access (estimated more than one day from urban areas).

Area-based sampling was employed, using frame of area units constructed from 2007 Country Census. The sampling frame covered all of Peru:

- Regions were divided into Province.
- Provinces were divided into Districts.
- Districts were divided into Census tract.
- Census tracts were divided in Blocks (Primary Sampling Unit/PSU).

The PSU were randomly selected within the defined frame. The number of respondents interviewed per PSU was 5. The selection of respondent based on screening criteria and gender and age quota, according the distribution of the age and gender group from the National Registry of Identification and Civil Status (RENIEC Peru 2016).

Face-to-face interviews were conducted with printed questionnaire, in the respondent's house/apartment. The interviews took place from Friday to Sunday, between 8 am and 7 pm.

The quality control of completed questionnaires:

- Checked the quality in 100 percent of filled questionnaires.
- Second visits to 30 % of interviewed people.



- Double data entry system (100 percent of filled questionnaires).
- Data consistency analysis (100 percent of filled questionnaires).
- Logical checks on results.

30% of the total number of conducted interviews were re-contacted in their household. Geographical coordinates of the interviews were not recorded.

Weighting was applied when necessary.

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

	% in census data (INEI 2007*)	% electoral population (RENIEC 2016**)	% in last survey IOP 2017	Δ %
Male	49%	50%	50%	1%
Female	51%	50%	50%	-1%
18-29	34%	30%	31%	-3%
30-44	32%	32%	32%	-
45-59	20%	22%	23%	3%
60-+	14%	16%	14%	-

Quotas of gender and age (three groups: 18-29, 30-44, 45+) were used to guarantee a proper distribution of the sample according to National Registry of Identification and Civil Status (RENIEC 2016).

Difficulty in access to rural areas and high rate of non-response in urban areas (particularly those of higher socioeconomic status) were taken into account during the planning of fieldwork.

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