

METHODOLOGY

The surveys were conducted in the local language using a face-to-face approach in 17 countries and a telephone approach in one country. These interviews were conducted through Computer Assisted Personal Interviewing, except in Venezuela, where the survey was administered using paper and pen interviewing.

The sample was stratified by region and by level of urbanisation. Secondary Sampling Units were selected at random and households were selected using a random walk. The respondent was selected using quotas based on age and gender.

In the Bahamas, the survey was conducted by telephone, using Computer Assisted Telephone Interviewing (CATI). Random digital dialling was used to contact households, with respondents selected at random.

Weighting

The results are weighted to be nationally representative according to available population data. The results have a margin of error of +/- 2.8 percentage points at a 95 per cent confidence level.

Unless otherwise stated, for reported multi-country averages, an additional weighting factor is applied so that the sample sizes for each country are equal. The overall results for Latin America and the Caribbean are equivalent to an average of the 18 countries surveyed.

Country	Surveying organization	Fieldwork dates	Sample size
Argentina	IPSOS	29/03 - 04/05	1,000
Bahamas	Public Domain Ltd.	31/01 - 18/02	1,007
Barbados	Market Insight	19/02 - 21/03	806
Brazil	IPSOS	27/02 - 02/04	1,000
Chile	IPSOS	29/01 - 19/02	1,016
Colombia	IPSOS	25/01 - 01/03	1,101
Costa Rica	IPSOS	12/02 - 01/03	1,000
Dominican Republic	IPSOS	21/01 - 12/02	1,005
El Salvador	IPSOS	19/01 - 09/02	1,000
Guatemala	IPSOS	05/02 - 26/02	1,003
Guyana	Market Research Services Ltd.	20/02 - 18/03	890
Honduras	IPSOS	19/01 - 12/02	1,000
Jamaica	Market Research Services Ltd.	07/02 - 04/04	1,044
Mexico	IPSOS	26/02 - 09/03	1,000
Panama	IPSOS	30/01 - 10/03	1,000
Peru	IPSOS	31/01 - 20/02	1,005
Trinidad and Tobago	Lucent Research	16/02 - 21/03	827
Venezuela	RDS in Market	11/03 - 09/04	1,000