



*Political Culture of Democracy in Brazil, 2010:  
Democratic Consolidation in the Americas during Hard Times*

*Technical information*

<i>Country</i>	<i>Year</i>	<i>Sample Size</i>	<i>Weighted/Unweighted</i>
<b>Brazil</b>	<b>2010</b>	<b>2,482</b>	<b>Weighted</b>

This survey was carried out between March and April of 2010, as part of the LAPOP AmericasBarometer 2010 wave of surveys. It is a follow-up of the national surveys of 2006, and 2008 carried out by the LAPOP. The 2010 survey was conducted by Vanderbilt University and Universidade de Brasilia. The 2010 AmericasBarometer received generous support from many sources, including USAID, UNDP, IADB, Vanderbilt U., Princeton U., Université Laval, U. of Notre Dame, among others.

The project used a national probability sample design of voting-age adults, with a total N of 2,482 people. It involved face-to-face interviews conducted in Portuguese. The survey used a complex sample design, taking into account stratification and clustering, clustering, and weighting.

The sample consists of five strata representing the five main geographical regions: north, northeastern, mid-west, southeastern and south. Each stratum was further sub-stratified by urban and rural areas. The sample must be weighted to produce a representative national result. Respondents were selected in clusters of 6-8 interviews in urban areas and 10-12 in rural areas.

The sample consists of 54 primary sampling units and 178 final sampling units including 17 states of the 27 of Brazil. A larger sample of respondents was drawn for some of the states and sample weights were incorporated to reflect the actual known distribution of the population between the states. A total of 2,135 respondents were surveyed in urban areas and 347 in rural areas. The estimated margin of error for the survey is  $\pm 1.79$ .

The complete report and questionnaire can be found at *Political Culture of Democracy in Brazil, 2010: Democratic Consolidation in the Americas during Hard Times*, written by Lucio Renno and Amy Erica Smith. Readers can access the publication through a link on the LAPOP website: [www.AmericasBarometer.org](http://www.AmericasBarometer.org).