



The WORLD VALUES SURVEY ASSOCIATION

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## **SURVEY METHODOLOGY REPORT**

### **METHODOLOGICAL QUESTIONNAIRE**

**(TO BE COMPLETED AND SENT TO THE DATA ARCHIVE  
JOINTLY WITH THE DATA FILE)**

Country:	KENYA
Organization:	TNS RMS Nigeria Limited trading as Kantar (sub-contractor: SART / FRONTIER CONSULTING)
Principal Investigator:	Mariam Fagbemi
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Person in charge for fieldwork:	Jonathan Karanja
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**SECTION 1: THE QUESTIONNAIRE**

1. Have any optional questions and/or items been included?

No ☒

Yes (PLEASE WRITE IN QUESTION AND/OR ITEMNUMBERS BELOW )

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2. Were country-specific questions, and/or items i. e. neither compulsory nor optional WVS questions, or questions included in the survey?

No country-specific questions included

☒ → Go to Q 4

Country-specific questions were included

☐

**ANSWER IF THERE WERE COUNTRY-SPECIFIC QUESTIONS**

3. Were country specific questions included at the end of the questionnaire, just before the demographics?

Yes ☐ → **GO TO Q 4**

No ☒

- 3a Please indicate the location of the country-specific questions which were not at the end of the questionnaire

WRITE IN BELOW :

**EVERYONE PLEASE ANSWER**

4. Were all questions asked in the prescribed order?

Yes ☒

No ☐



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5. Were all core questions included in your questionnaire (by core we mean all items except those that were optional)?

No - some question(s) from WVS questionnaire not included

☐ → ANSWER

\_\_\_\_\_

No - some demographic question(s) not included

☐ → ANSWER

\_\_\_\_\_

Yes - all questions included

☒ → SECTION 2

**IF ANY CORE or DEMOGRAPHIC WVS QUESTIONS WERE NOT INCLUDED**

6. Please write in details of the items and the reasons why they were not included.

*question number or description of question:*

*Reason(s) not included:*

**SECTION 2: SAMPLING**

7. Was your sample designed to be representative of the entire adult population, i. e. 18 years and older, of your country?

Yes

☒ → GO TO Q 9

NO

☐ → ANSWER



**IF NOT DESIGNED TO BE REPRESENTATIVE**

8. Which groups were excluded from, under-represented or over-represented in your sample design?

Excluded (PLEASE SPECIFY):

Over-represented: (PLEASE SPECIFY):

Under-represented (PLEASE SPECIFY):

**EVERYONE PLEASE ANSWER**

9. What was the lower age cut-off for your sample?

Yes - please write in cut-off 

1	8
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No cut-off 

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10. Was there any upper age cut-off for your sample?

Yes - please write in cut-off 

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No cut-off 

X
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11. What were the different stages in your sampling procedure?

*PLEASE WRITE IN:*

1) Selection of PSU

All the 47 counties of Kenya were sampled. The sample was proportionately spread across all counties based on their population. The population was from the 2019 census information.

The number of wards to be sampled per county depended on total sample per county divided by the maximum number of interviews per PSU (10-12 interviews).

2) Selection of starting point



Within the selected wards, the supervisor selected the starting point to distribute the team and ensure the wards was fully covered. This became the starting point for the team.

3) Selection of starting points

Upon entry to a starting point, the team leader would then establish each interviewer's random walk route.

4) Selection of households

From the starting point, the interviewer then determined the route for the day by using the left hand rule and skipping three houses and interviewing the 4<sup>th</sup>. Even in rural areas, the team tried to adhere to the rule.

After a successful interview the interviewer would skip 3 houses and seek a successful interview on the 4<sup>th</sup> house. If in an apartment area, they would skip a floor after a successful interview.

5) Selection of respondents

After having identified the first household to carry out an interview. The interviewer would list available respondents and the kish grid would identify who will be interviewed among those available.

This adjustment was done to minimize the return interviews due to the limited time available due to curfew imposed by the government.

12. What was the final number of clusters or sampling points?

No clusters

WRITE IN: 

1	2	6
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13. What was the sampled unit you got from office sampling?

Address ☐ → **ANSWER**

Household ☐ → **ANSWER**

Named individual ☐ → **GO TO 17**

Other (PLEASE WRITE IN DETAILS BELOW) ☐ → **ANSWER**

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**IF NAMED INDIVIDUAL WAS NOT THE SAMPLED UNIT**

14. What selection method was used to identify a respondent?



PLEASE SPECIFY: RANDOM WALK TO DETERMINE HOUSEHOLD, KISH GRID TO DETERMINE RESPONDENT

The household selection was made randomly in the targeted municipalities (mentioned on the daily work sheet of the interviewer). In the neighbourhood mentioned in the work sheet the interviewer use to select randomly the households to cover.

The daily work sheet mentioned also the profile required of the interviewee.

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15. Were there any quota-controls on the type of individual selected to take part in the survey (for example, age or sex controls)?

Yes ☐ → ANSWER

No ☒ → GO TO 17

**IF QUOTA CONTROLS**

16. In what way were quota controls used?

*PLEASE WRITE IN:*

**EVERYONE PLEASE ANSWER**

17. Was substitution permitted at any stage of your selection process or during fieldwork?

Yes ☐ → ANSWER

No ☒ → GO TO 19

**IF 'YES'**

18. In what way was substitution permitted?

*PLEASE WRITE IN:*



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**EVERYONE PLEASE ANSWER**

19. Did you use any stratification factors when drawing your sample?

Yes

☐

→ **ANSWER**

No

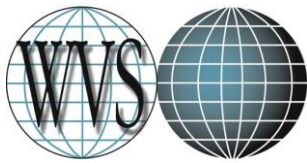
☒

→ **GO TO 21**

**IF STRATIFICATION FACTORS USED**

20. What stratification factors were used, and at what stage(s) of selection?

*PLEASE WRITE IN:*



**EVERYONE PLEASE ANSWER**

21. All in all, what are the known limitations of your realized sample?

For example: non-response rate; is there differential coverage of particular groups, either because of sample design or response differences?

% response or % non-response: PLEASE WRITE IN:

- NORTHERN KENYA: We need police escort in some regions after a terrorist attack
- NORTHERN KENYA: Female gender interviews could only be done with male accompaniment

22. Please fill in the following details about your sample. If some categories do not apply, please complete to the highest level of detail possible and use the 'other' box to give more information.

Total number of <u>starting</u> names/addresses	<input type="text"/>	1	2	6
- addresses which could not be traced at all	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
- addresses established as empty, demolished or containing no private dwelling	<input type="text"/>	<input type="text"/>	3	0
- selected respondent too sick/incapacitated to participate	<input type="text"/>	<input type="text"/>	<input type="text"/>	6
- selected respondent away during survey period	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
- selected respondent had inadequate understanding of language of survey	<input type="text"/>	<input type="text"/>	2	3
- no contact at selected address	<input type="text"/>	<input type="text"/>	5	9
- no contact with selected person	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
- refusal at selected address	<input type="text"/>	1	8	8
- proxy refusal (on behalf of selected respondent)	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
- personal refusal by selected respondent	<input type="text"/>	<input type="text"/>	1	1
- other type of unproductive (please write in full details in the box below)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
- full productive interview	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
- partial productive interview	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**IF 'OTHER' CATEGORY USED**

23. Please specify





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### SECTION 3: FIELDWORK

24. If interviews were not face-to-face, please specify the way of interviewing:

25. The next group of questions are about interviewers.

If no interviewers were used at any point in the WVS survey, please go to Q26.

#### IF INTERVIEWERS USED

- a. Were interviewers paid according to performance (for example, according to the number of interviews they obtained)?

Yes ☒

No ☐

- b. Which, if any, of these rules governed how an interviewer approached an address/household?

*PLEASE TICK THOSE THAT APPLY*

Calls must be made at different times of day ☒

Calls must be made on different days of week ☒

Neither of the above ☐

- c. Were interviewers required to make a certain number of re-calls before they stopped approaching an address or household?

Minimum number of re-calls required - please write in number

No minimum re-call requirement

- d. Were any interviews supervised?

Yes - please write in approximate proportion   %

No

- e. Were any interviews back-checked?

Yes - please write in approximate proportion   %

No



**EVERYONE PLEASE ANSWER**

26. Please write in the approximate start and end dates of fieldwork: **DD MM YY**

Start date 

1	7	0	5	2	1
---	---	---	---	---	---

End date 

1	0	0	6	2	1
---	---	---	---	---	---

27. Please write in the name of the institute which has done the fieldwork.

\_\_\_\_\_SART Frontier Consulting\_\_\_\_\_

**SECTION 4: DATA**

28. Were any measures of coding reliability employed?

Yes → ☐ **ANSWER**  
No ☒ **GO TO 29**

28a. Which one? Please specify

29. Were the data from the questionnaire keyed after the interview (that is, non-CAPI surveys)?

Yes → ☐ **ANSWER**  
No → ☒ **GO TO 31**

**IF DATA KEYED**

30. Was keying verified?

Yes - please write in approximate level of verification 

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 %  
No ☐

**EVERYONE PLEASE ANSWER**

31. Were any reliability checks made on derived variables?

Yes ☒  
No ☐

32. Were data checked/edited to ensure that filter instructions were followed correctly?



Yes ☒

No ☐

33. Were data checked/edited for logic or consistency?

Yes ☒

No ☐

34. Were data checked/edited to ensure they fell within permitted coding ranges?

Yes ☒

No ☐

35. Have you answered 'yes' on any or all of questions 32 to 34 above?

Yes ☒ → **ANSWER**

No ☐ → **GO TO 37**

**IF DATA CHECKED/EDITED**

36. Were errors corrected individually or automatically (through, for example, a 'forced' edit)?

Yes - individual correction ☒

Yes - automatic correction ☐

No - not corrected ☐

**EVERYONE PLEASE ANSWER**

37. Did you add a weight variable?

Yes ☐ → **ANSWER**

No ☒ → **GO TO 39**

**IF WEIGHT VARIABLE ADDED**

38. Please describe the weighting or post-stratification strategy used.



## SECTION 5: CHARACTERISTICS OF NATIONAL POPULATION

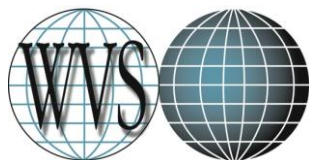
39. Each member is asked to provide information on known characteristics of its national population, from census or the best available estimates from government surveys or other high-quality data-sources:

- sex distribution of the population
- age distribution of the population
- education (years of schooling) of the population
- other characteristics (PLEASE SPECIFY)

Please specify also the sources which have been used. Please note that the number of characteristics is what is minimal required. You can add as many characteristics as you like, but do not forget to specify them.

In the table below please present the information from census or from other government surveys or other high-quality data (column SOURCE 1) and the proportions obtained in your data, before and after weighting

	National population figures (KNBS)	WVS Kenya	
		Unweighted data	Weighted data
<b>Gender</b>			
Female	49.70%	49.40%	
Male	50.30%	50.60%	
<b>Age Groups</b>			
18 - 29 years	41%	56%	
30 - 39 years	26%	26%	
40 - 49 years	16%	12%	
50 - 59 years	9%	4%	
60 years +	7%	2%	
<b>Years/Schooling Groups</b>			
No Education	16.3%	4%	
Primary/secondary school	67.2%	52%	
Incomplete/Complete university-level education / Middle Level/ Technical and Vocational Training (TVET)	17.2%	44%	



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<b>Other characteristics</b> Please specify			
Urban	31.1%	36.3%	
Rural	68.9%	63.7%	