



The WORLD VALUES SURVEY ASSOCIATION

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World Values Survey Wave 7 in Kenya: Sample Design.

Data collection took place in May-June 2021. Target population was defined as persons in the age over 18 years old, who have lived in the selected location for more than 6 months.

Kenya is divided into 47 administrative units called counties. Within each county you have administrative units sub-counties and within sub counties you have wards. The sample design proportionality covers all 47 counties. All counties in Kenya, urban and rural, were covered.

The wards within the counties formed the sample frame, from which we selected the wards to consider as the PSU. We covered all counties in Kenya. Based on the selection of wards, we were then able to cover cities, towns and villages. The sample to be covered per county depends on the county population. Nairobi with a population of +4million had a sample representation of 9.2% (111 respondents), and Nyamira with a population of +600K had a sample representation of 1.3% (15 respondents). Nairobi respondents were spread across 10 wards and Nyamira respondents across 2 wards.

Sample is designed to proportionately represent the rural population. Rural population in Kenya is 68%.

The total sample to be achieved (1200) was proportionality spread across the 47 countries based on their population numbers. This informed how many interviews were to be conducted within a county. Working with a cluster of 10-12 interviews per PSU, we then randomly selected the number of wards needed to achieve the county target, based on 10 interviews per ward. Within the ward, the team were distributed from different starting points, from where they begun their random walk to identify the household to interview. Within the household, they administered the KISH grid. The sampling frame for each county were the total wards in each county.

Each route taken by an interviewer would have a maximum of 5 interviews done. Each PSU would have 10 respondents.

Kish grid was used to select the respondent to interview in each household. The Kish grid was based on available and eligible respondents, due to the curfew hours imposed by the government.

Household/apartment/homestead interviews: We encouraged the interviews to be conducted outside the house due to covid, but away from other household members.

Face to face interviews were used and the survey data was captured on mobile devices using Survey to Go.

Surveys were conducted throughout the week, including weekends. Few interviews were conducted on June 1, which is a public holiday in Kenya.

Quality control measures included:

Team size: we maintained a ratio of 1 supervisor to 5 interviewers.



Supervisors accompanied each interviewer at on two or more interviews (>20% accompanied interview).

Telephone back checks were conducted randomly on each interviewers collected data (12%).

Data review for outliers and finger errors was also conducted.

In all geography the team maintained a quality control of 20% for accompanied interviews. In some areas the percentage was up to 50% accompanies interviews, as we accompanied smaller teams to remote areas.

No special permission was required to conduct the survey. Local administrative consent/ notification was done in some regions. The team notified the chief of the area that we were conducting interviews to reassure the respondents. In some areas the team was accompanied by village elders in order to get cooperation from local residents.

Difficulties that occurred:

The survey happened in the midst of the covid pandemic.

1. Fieldwork was initially planned for April 2021.
 - a. On 26 March, President Uhuru Kenyatta directed that there shall be a cessation of all movement by road, rail, and air into and out of the disease-infected area as one zoned area comprising the counties of Nairobi, Kajiado, Machakos, Kiambu, and Nakuru.
 - b. Cessation of movement was lifted on 1 May 2021.
 - c. Curfew however remained from 10:00pm to 4:00am.
2. Due to travel restriction on evening transport, listing of possible respondents was based on those available at the time of visiting the household to minimize revisit to the household.
3. Team size was increased in order to ensure that travel and data collection across the different location is completed with sufficient time to spare for teams to arrive back home or nearest two in good time.
4. Covid protocol observed when conducting fieldwork included:
 - a. Team all wore mask.
 - b. Sanitizer: Team carried portable sanitizer
 - c. Teams observed social distance and requested the respondent where possible to conduct the interviews with distance or outside.
 - d. Transport: Team observed the laid down government protocols on travel when using public taxi.
 - e. Team were expected to be home or identified accommodation by 8:00pm
5. Informed consent was obtained from all respondents.
6. Security incidence was witnessed in Northern Kenya:
 - a. Roadside explosion targeting a bus affected the return of the team from one of the selected wards. None of the team members were injured.



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- b. Due to insecurity in the same region, interviews with women were only conducted by fellow women interviewers and refusals were witnessed when male interviewers identified a female respondent.
7. Training: Due to covid guidelines from the government, the team was limited in terms of the number of people we could have in one room. Approach taken was to have a training of trainers first, then regional training for smaller teams. This was done in observance to the covid protocols.