

2006 South Africa World Values National Survey

-General Public-

Field Technical Report

Background

2006/7 World Values Survey aimed at collecting information on people's opinions about general issues regarding politics, the economy, their social life, the environment, democracy etc....

The study covered all 9 provinces in South Africa. A total of 2,988 interviews were conducted across the study locations consisting of 1,188 non-metro interviews and 1,800 metro interviews.

Field Design

Data Collection Technique:

A face-to-face personal interviewing technique was used in respondents' homes using a probability sampling method.

Respondents:

The survey was based on a representative sample of the population; both male and female respondents aged 16 years and above and who are residents in South Africa.

Coverage/Spread:

The achieved sample was broken down into urban (metro, city, large town and small town) and rural (village and rural) across the provinces as follows:

REGIONS	NUMBER OF INTERVIEWS		
	Urban (metro, city, large town and small town)	Rural (village and rural)	Total
Gauteng	814	2	816
KwaZulu-Natal	434	147	581
Eastern Cape	283	125	408
Western Cape	358	11	369
Free State	206	20	226
North West	147	69	216
Limpopo	45	148	193
Mpumalanga	96	57	153
Northern Cape	21	5	26
TOTAL	2404	584	2988

Briefing/Training:

The study's principal investigators, Mari Harris and Prof Hennie Kotze briefed the project into field on 16 November 2006. All the relevant field and data processing people attended the briefing. A teleconference was held subsequently with all branch managers on 17 November 2006. All field supervisors, interviewers and quality control checkers were briefed in the week of 20 – 24 November.

During the briefing sessions [this cuts across all the study locations], the following points were fully explained and discussed amongst other relevant points.

- The project objectives and background to the study
- Sampling methodologies to be adopted
- Procedure on questionnaire's administration
- The questionnaire

Mock Sessions and Trial Calls:

At the end of the briefing sessions each interviewer conducted a mock interview. The mock interviews were checked by the quality control and editing departments. This was followed by a feedback session to all interviewers.

Questionnaire Translation:

In order to facilitate the quality of field operations, the questionnaire was translated Afrikaans, Zulu, Xhosa, South Sotho, Tswana and North Sotho (Pedi).

Actual Fieldwork Duration:

The fieldwork took place from 22 November 2006 to 20 December 2006.

Sampling procedure:

Sampling is the process of selecting certain members of a group in such a way that they will represent the universe.

Selection of respondents for the project followed a probability sampling procedure as follows:

Sampling in Urban areas

Probability sampling methods namely random sampling will be used.

All respondents in the universe had a measurable chance of being selected to form part of the sample. No institutions such as prisons, hospitals should be included in the sampling.

Dwellings were selected using a Random Walk procedure. i.e. Select the first dwelling and then skip 3 dwellings and interview at the 4th dwelling. A dwelling is a stand, physical address, a structure, part of a structure or group of structures where one or more households are living. Dwellings can be formal or informal. Examples of dwellings are a house, flat, shack, a group of rondavel, huts, a room in a dwelling etc.

To select the ultimate sampling unit (USU) namely the respondent, the following steps were taken in an urban area:

Random selection of suburbs

Random selection of street (for urban areas)

Random selection of starting point (lowest number ending)

Random selection of dwelling using the left hand rule
Random selection of a household using the Kish Grid
Random selection of a respondent using the Kish Grid

Step 1 - Random Selection of the suburb:

Using the sample worked out already to determine how many suburbs/interviews should be done. It was suggested that between 6 and 8 interviews per Enumerator Area (EA) be done.

All urban and rural areas were listed with in each province/region/district or sector separately. In other words, province 1 by district 1 urban, province 1 district 1 rural. This was done for all 9 provinces. Then we had several spreadsheets from which we selected the suburbs.

Randomly select suburbs where the interviews were conducted.

By using Census demarcations, there were EAs within each suburb that were randomly selected where interviews were done.

Step 2 - Determining the street in the suburb/EA:

With the aid of detailed maps of the urban areas and street directories we were able to determine the street where selection of dwellings took place.

There are instances where the street data does not provide the street name. In this instance, interviewers had to orientate themselves using other streets that have names as well as other features on the maps. It was important that interviewers were aware that the data in their possession could have been outdated, as people's living environments are dynamic and do change over time.

Alternatively the areas can be listed and then a street can be selected randomly.

In towns where you do not have maps, interviewers were given a letter of the alphabet (determining the street) and a number (determining the house number of the first interview). This was done prior to leaving the office.

Choose the first street, starting with given letter. For example, if the letter given to the interviewer is R, the first street starting with R may be Riebeeck Street. If there is no street starting with this letter, go to the next letter in the alphabet. For example the letter S is selected, and when in the area the interviewer finds a street with S namely, Smith Street. If there is no street with the letter S then go to a street with T. Continue using the next letter of the alphabet until you have found a street. When you get to the end of the alphabet start at A and carry on alphabetically.

Step 3 - Selection of starting point in street:

House numbers were not given to interviewers. Instead they were given a "lowest number ending in", for example, the lowest number ending in 9. In the selected street look for a house with the lowest number ending in 9, if there is a No.9 start here, if there is no Number 9, take the lowest number ending in 9 and start from there e.g. 19.

If a specified lowest number ending did not exist in the selected area the interviewer was working in, they contacted their supervisors/branch and instructions on what to do was provided.

Step 4 - Selection of dwelling:

From the house number of the first interview, i.e. the lowest number ending, the fourth house in the same street would be selected, on the same side, in ascending numbers. For example, the first house was No.9, then the second house would be No.17, the third No.25 and so on until all the dwellings have been selected.

The interviewer used the left hand rule once he/she has found the starting point, i.e. first selected dwelling. The left hand rule stipulates that you keep to the left.

Three calls must be made at a dwelling before substitution can be made. In other words if you go to the selected dwelling and no one is home at 09h00 then you must try later in the day around 15h00 and if there is still no one home then try in the evening (18h00) or the next day but at a different time. The 3 visits must be made at different times of the day, i.e. morning, afternoon and evening.

Step 5 - Selection of household:

If there was only one household at the selected dwelling then this household will be used to select a respondent from using step 6.

If there were more than 1 household at the selected dwelling then the households will be listed on a Kish grid and one household was selected from those listed using the questionnaire number and the grid. List the households in the dwelling from left to right.

Step 6 - Selection of Respondent

At the area where the interviews were being conducted, the interviewer had 1500 questionnaires to be completed by males and 1500 to be completed by females (50%/50% split).

If this questionnaire was to be completed by a male member of the household, then only male members of the household were listed on the questionnaire. If the questionnaire was to be completed by a female, then only females in the household were listed on the questionnaire. All males or all females between the ages of 16+ years were listed from youngest to oldest on the grid.

Using the questionnaire number and the grid, the member of the household, to participate in the survey, was selected.

NB: The listing of males and females in the selected area were alternated, i.e. a male interview followed by a female interview, male, female, male, etc. until all interviews were done.

If the selected adult in the household was not available at the time of call, two additional visits were made. If these visits were unsuccessful or the selected member of the household was out of town or they were too ill or refused to be interviewed, the interviewer then proceed to the dwelling on the left and repeated the selection procedure again.

A record of all visits and substitutions had been recorded on the questionnaire. This allowed for back checking and response rates to be calculated.

When counting the houses in between, the interviewers had to ensure they counted only those in which people live, i.e. households. Factories, shops, vacant dwellings, vacant land, parks etc. did not count as households, except if people live there. If a shop has a person living in the backroom then it will be included.

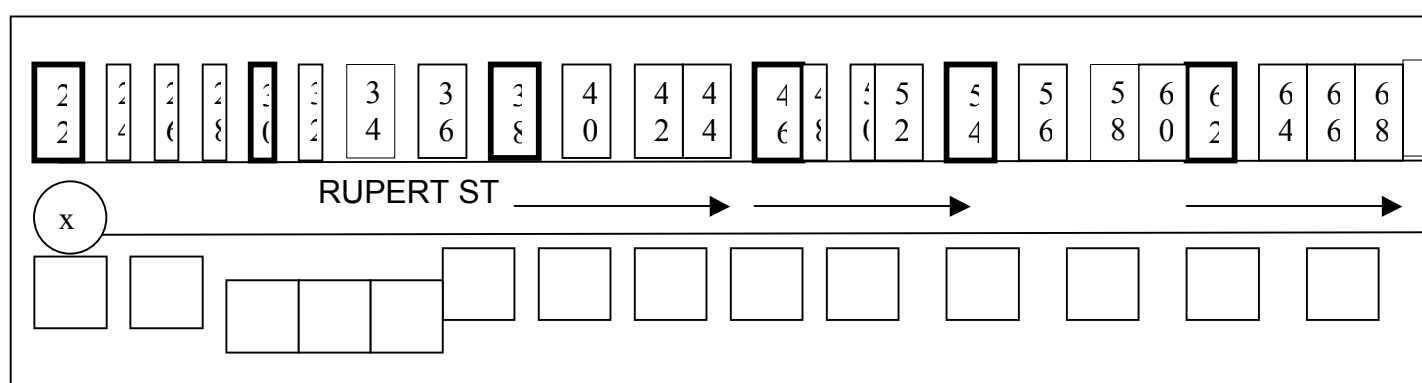
In a formal settlement:

select the starting point (e.g. lowest number ending in 3)

skip 3 dwellings

select the 4th dwelling to be interviewed

Example 1: Selection of 6 dwellings and the movement within the selected street.



Rupert Street has been selected and the requirement is 6 dwellings starting at lowest number ending in 2. There were no substitutions made in this illustration. Dwellings number 22, 30, 38, 46, 54 and 62 were selected for interviews.

In this example, the interviewer would continue walking down Rupert Street until the required number of dwellings had been obtained and as long as there was no street intersecting with this one.

Selection in Flats

In the selected street, the interviewer came across a block of flats. The interviewer needs to establish the name of the block of flats and indicate this on the sketch map as well as establish which units should be selected for interviewing.

You could either phone the superintendent or go to the place personally to establish the number of flats and how they are numbered.

For example, in older blocks there is often continuous numbering, that is 1, 2, 3, 4, 5, etc., regardless of the floor on which the flats are.

In newer blocks, however, numbering usually starts with the floor number, like 101 for a flat on the first floor, 301 for a flat on the third floor, you must select 5 (depending on the number of interviews per sample point area) flats in the following way: take the last digit of that day's date and by using this number, determine at which flat you will start interviewing. For example, if the date is the 13th – the starting point is the third flat (whatever the actual number may be), starting the count from the ground floor upwards. In the case that today's date is the 10th, 20th or 30th then the flat number that is selected to begin with will either be 1 (for the 10th), 2 (for the 20th) or

3 (for the 30th). This is the only instance where the first digit of the date would be used. From the starting flat select every sixth flat for the second selection, third selection, fourth selection and fifth selection, always counting upwards.

If the particular block of flats did not have sufficient flats to select the required number of interviews in the way described, the interviewer continued the selection in the block of flats next door or continued with the houses if there were no other flats (unless otherwise stated). When counting, the second block of flats was treated as if it were a continuation from the previous block of flats. In other words, continue counting as if the two buildings were one building.

Sampling in Rural areas

Random selection of suburbs/EAs in rural areas.

There were generally no street names or numbers. The same procedure should be used in rural and informal settlements.

This meant that the interviewer needed to identify the area within the boundaries of the selected EA or selected suburb as best as possible.

The number of dwellings in the EA were counted.

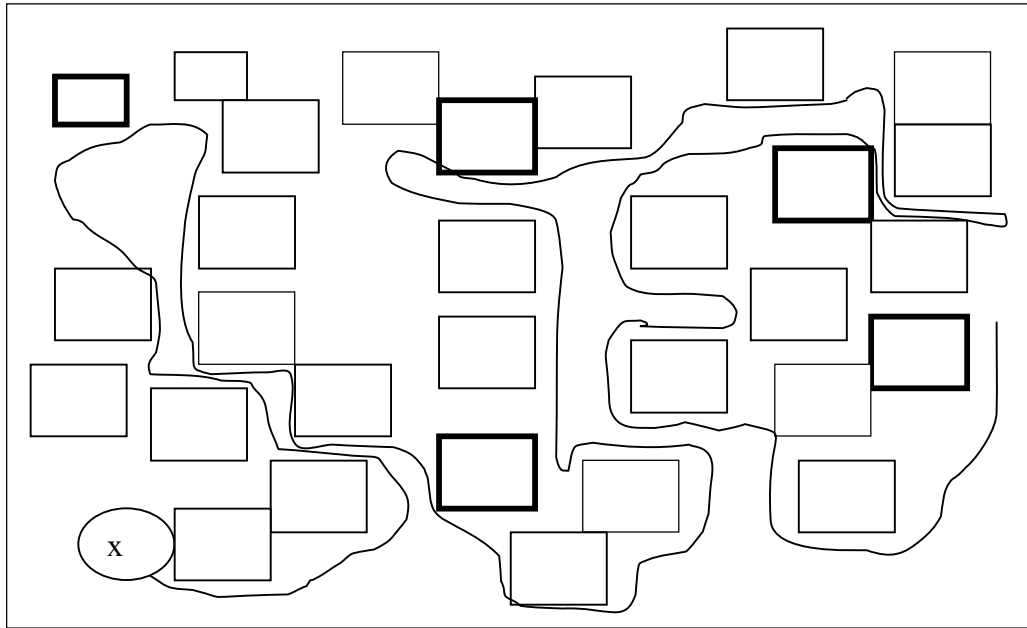
The number of dwellings was divided by the number of interviews that need to be completed in this area. From the point where the interviewer started counting, counts the n^{th} number and the dwelling was selected. This was their first dwelling. For example 200 dwellings were counted and need to do 8 interviews. This means we start at the 25th dwelling (not necessarily dwelling with number 25 on it). Then the next dwelling will be the 50th, 75th, 100th, 125th, 150th, 175th and lastly 200th.

The dwellings in the selected EA/suburb were counted using the left hand rule (as far as possible)

Random selection of a household using the Kish Grid (same as urban areas)

Random selection of a respondent using the Kish Grid (same as urban areas)

Example 2: Selecting dwellings in a rural EA



In this example the interviewer had identified a route through the EA and had counted all dwellings he/she has come across. The counted number of dwellings is 30; the required number in the sample is 5. Therefore $30/5=6$. The interviewer would start from where he/she started counting and would select the 6th dwelling, 12th, 18th, 24th and 30th.



This symbol indicates the serpentine route used to count the dwellings in the settlement. As far as possible keep to using the left hand methodology, i.e. count the dwellings all the time on your left-hand side.

Selection of Sectors/EAs:

Sectors are defined as sampling blocks of equal geographical dimensions with identifiable boundaries, encompassing a substantial number of people.

Sectors were divided into high, medium and low density areas. Each of the sectors was thereafter randomly selected from each area using the available street maps already sectorised into different density areas.

Where maps are not available, especially for rural areas, an exhaustive list of all sectors was considered. The sample allocated to each density areas i.e. high/medium and low was proportionate to the number of sectors in each group. The overall sample for the urban and rural locations determined the number of sectors selected. However, a maximum of five (05) interviews were conducted in each randomly selected sector. All sectors were selected by a simple random method via a random numbered table.

A group interviewing technique was adopted for the study across all the study locations. By this design, a team of interviewers under the leadership of a supervisor moved as a group to each selected sector, and then completed the assigned quota for that sector before moving to another sector. This afforded the supervisors the opportunity to closely monitor the interviewers under their charge.

The questionnaire was precoded using the alphabet letters A to K excluding letter 'I'.

Selection of Sampling/Entering Points within each sector:

Immediately after the selection of the sectors, the supervisors surveyed each of the selected sectors to determine the sampling/entering points of the sector. These are points where the team started their day's interviewing. These can be prominent structures such as churches, mosques, schools, hospitals, etc.

Selection of Dwelling Structure within each sector:

In each of the randomly selected sectors, the Day's Code was used to determine each interviewer's starting point, i.e. [The first house/dwelling structure to enter/approach].

A dwelling structure is defined as a floor of a distinct residential building within a sector of a town/village; where only one household occupied a multi-storey building, the entire building [and not the floor] constituted a dwelling structure. Where it is a multi-storey building with multiple occupants, counting of floors was carried out consistently from the upper floor to the ground floor in an unbroken chain from floor to floor. A fixed sampling gap of one in three (1:3) and one in five (1:5) respectively was observed after each successful call in low, medium and high density areas.

Selection of Household:

On entering a selected dwelling structure, each interviewer determined the number of households within the structure. Having done that, the interviewer then used the household selection grid to determine the household where the interview would take place.

A household is defined as the collective individuals living under the same roof and having a common feeding arrangement and also with a recognised person in the household as the head of household. Only residents who have stayed in the selected household for at least six [6] months were interviewed. Visiting relations who have stayed for less than six months were not regarded as household members.

Substitution of Households:

In the case where the selected room was unoccupied, interviewers were instructed to replace with the next household. Only one substitution was allowed per dwelling structure.

Selection of Respondents:

The selection of respondents was made randomly among the male and female household members.

In order to select the final person to interview within the selected household, all the male and female residents of Burkina Faso, aged 16 years and above in the selected household were listed by name and age on the respondent's selection grid on the questionnaires.

The listing was done from the oldest to the youngest (males and females) and then one respondent was selected using the Kish grid – a table of randomly generated numbers.

Call Backs/Substitution Criteria:

In the case where the selected adult in the household was not available at the time of the call, interviewers were instructed to make up to two additional recalls on different times of the day including evenings when the selected respondent was said to be at home.

However, where the selected adult was not available for interviewing within the days of selection, interviewers were asked to regard such a case as a non-response situation or ineffective call.

No substitution of respondents within the same household/dwelling structure was allowed.

Coverage/Achievement:

The comparison of sample demographic statistics to the latest available population parameters for South Africa is as shown below:

- Gender distribution

	Survey Sample		Population	Discrepancies
	2988	%	%	
Male	1494	50	50	0.0
Female	1494	50	50	0.0

- Urban/Rural distribution (unweighted)

	Survey Sample		Population	Discrepancies
	2988	%	%	
TOTAL				
Urban (metro, city, large town and small town)	2404	80	56	+24.0
Rural (village and rural)	584	20	44	-24.0

When weighting the data to the population, the urban/rural split is 56/44.

The question-by-question review:

The following are problems encountered by or comments made by interviewers and supervisors working on this study:

- The length of the questionnaire: almost all the respondents complained about the length that the interview was too long. Some respondents even had to stop the interview half way.

Quality Control Procedure Adopted:

In order to ensure accurate and reliable results of fieldwork, the following quality control measures were carried out at every stage of fieldwork.

- ◆ Only used interviewers who have had training provided by the sampling expert at Markinor, Alexan Carrilho
- ◆ Organising full briefing and mock sessions before commencement of the actual fieldwork in all the study branches.
- **Accompaniment:** The supervisors, quality control officers and field coordinators accompanied interviewers during their interviews.
- **Spot-Check:** Despite the confidence we have in our field team, we still adopted this measure to enhance the quality of the project.
- - **Back-Checking:** Both the supervisors and quality control officers back-checked 30% of the total sample.
- 100% editing was carried out on the administered questionnaires.