2007 Mali World Values National Survey

Field Technical Report

Background

2007 World Values Survey aims at collecting information on people's opinions about general issues regarding politics, the economy, their social life, the environment, democracy etc….

The study covered five (05) of the eight (08) regions of Mali. In all, a total of one thousand five hundred thirty eight (1,538) effective interviews were conducted across the study locations.

Field Design

Data Collection Technique:
A face-to-face personal interviewing technique was usedin respondents' homes via a stratified multi-stage random sampling technique.

Respondents:

The survey was based on a representative sample of the population; both male and female respondents aged 16 years and above who have stayed in the selected household for a period at least six months and who are residents in Mali.

Coverage/Spread:
The coverage to achieve cut across urban and rural areas as follows:

REGIONS	NUMBER OF INTERVIEWS		
	Urban	**Rural**	**Total**
Bamako & Koulikoro	222	214	436
Kayes	51	181	232
Sikasso	77	223	300
Segou	60	223	283
Mopti	39	210	249
TOTAL	**449**	**1051**	**1500**

Briefing/Training:
The briefing/training commenced in Bamako on 9 March 2007. The briefing was conducted by Simplice Ngampou - the Head of Research RMS Senegal with the client's representative, Lori Bramwell-Jones, a Project Manager from Markinor in

attendance. In addition, field manager, field officer, regional coordinators, field supervisors and interviewers were all present for the briefing/training sessions.

However, for study locations outside Bamako, the training/briefing of fieldworkers commenced on 17 March, 2007 in Kayes, Sikasso, Segou and Mopti by RMS Field Officers

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

- The project objectives
- Sampling methodologies to be adopted.
- Procedure on questionnaires administration.
- Fieldworkers' role: for supervisors and interviewer
- The role of a quality controller
- The need to adopt "Group Interviewing Techniques"
- Total number of calls in each sectors
- Field explanation of technical terms

Mock Sessions and Trial Calls:
At the end of the briefing/training session in all the study locations, a series of mock were carried out in the official language, French, and some of the local languages such as Bambara. These were done to make sure that each of the interviewers was *au fait* with the techniques employed and the questionnaire administration.

Piloting:
The pilot interviews were conducted in Bamako on 11 March 2007. The interviewers and supervisors were asked to administer one questionnaire each. The purpose of this exercise was to enable us to detect possible problems that might arise in the field and proffer solutions to such problems prior to the commencement of the main fieldwork. At this stage, the field manager, the field officer and the regional coordinators took over the supervision. This was done to ensure that everyone fully understood the intricacies of the project.

Debriefing Session:
Immediately after all the pilot interviews were completed, a debriefing session was held on 11 March 2007. The field manager, the field Officer, the regional coordinators, the supervisors and interviewers who participated in the project were all present. In the course of debriefing, all the issues encountered during the pilot interviews were discussed at length during this session and solutions were proffered to the project team.

Questionnaire Translation:
In order to facilitate the quality of field operations, the questionnaire was translated into French, the official language in Mali.

During the briefing session, the questionnaire was loosely translated into Bambara (the major language spoken in Mali) for the purpose of common understanding and to facilitate communication should the interviewers encounter illiterate respondents.

Actual Fieldwork Duration:
The actual fieldwork commenced in Bamako on 16 March, 2007, while the fieldwork in other areas commenced a few days later. Fieldwork for the project lasted 7 days – from 16 to 22 March 2007.

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 <u>stratified Multi-Stage Random Selection Procedure as follows:</u>

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 area 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 simple random method via a random numbered table.

<u>Group interviewing techniques</u> were 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 them.

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 <u>dwelling structure</u> 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:
Respondents were randomly selected 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 Mali, aged 16 years and above in the selected household were listed by names and ages on the respondent's selection grid on the questionnaires.

The listing was done from the eldest to the youngest (males and females combined) 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 training was organised in five central locations to cover the regions as follows:

- The central briefing in Bamako centre to cover: Bamako and the region of Koulikoro (15 interviewers, 3 supervisors and 2 quality controllers)
- Sikasso center to cover the region of Sikasso (16 interviewers, 3 supervisors and 1 quality controller)
- Kayes center to cover the region of Kayes (11 interviewers, 2 supervisors and 1 quality controller)
-Segou center to cover the region of Segou (16 interviewers, 3 supervisors and 1 quality controller)
-Mopti center to cover the region of Mopti (14 interviewers, 3 supervisors and 1 quality controller)

The regional distribution of interviewers and the average number of interviews conducted by each interviewer are as follows:

REGIONS	Number Of Interviewers	Average total contacts by interviewer
Bamako & Koulikoro	15	29
Kayes	11	21
Sikasso	16	19
Segou	16	18
Mopti	14	18

At the end of fieldwork, the total number of effective calls achieved was one thousand five hundred and thirty eight [1,538].

The breakdown of the effective calls by <u>areas,</u> and <u>gender </u> are as shown below.

Region	Main location	Urban Area			Rural Area		
		Sample Size	Sample Ach.		Sample Size	Sample Ach.	
			M	F		M	F
Bamako & Koulikoro	Bamako	224	108	116	216	111	105
Kayes	Kayes	55	28	27	190	95	95
Sikasso	Sikasso	80	38	42	222	109	113
Segou	Segou	65	32	33	230	120	110
Mopti	Mopti	46	23	23	210	106	104
TOTAL		**470**	**229**	**241**	**1068**	**541**	**527**

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

- Gender distribution

	Survey Sample		Population	
	1538	**%**	**%**	**Discrepancies**
Male	770	50.0	49.0	1.0
Female	768	49.9	51.0	-1.1

- Urban/Rural distribution

	Survey Sample		Population	
TOTAL	**1546**	**%**	**%**	**Discrepancies**
Urban	470	30.5	29.0	1.5
Rural	1068	69.5	71.0	-1.5

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 that the interview was too long. Some respondents even had to stop the interview half way.
- There were cases of selected female respondents who refused to answer the questions of the interviewers in absence of their husbands.
- The environmental concepts (such as in V111 - Global warming or the greenhouse effect-, V112 - Global warming or the greenhouse effect, V113 -

Pollution of rivers, lakes and oceans) were difficult to explain to illiterate respondents
- Subjects like (V.38 & V.41) homosexuality and "unmarried couples living together" seemed to be embarrassing for some respondents who didn't want to talk about them or mostly answered without much conviction.
- Question V 238: It was difficult for the respondents to give spontaneously the total duration of their education, especially for older respondents.
- Questions V242: Respondents working in the informal sectors considering themselves as professionals.
- Question V253: Respondents usually felt uncomfortable talking about their income. It's something confidential which is not easy to disclose.

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 on the project.

♦ Pre-briefing and selection of only experienced interviewers for data collection in all the study locations.

♦ Organising mock sessions and trial calls before commencement of the actual fieldwork in all the study locations.

♦ All supervisors worked first as interviewers during training and trial Calls before assuming responsibilities as supervisors. This was to ensure that they become familiar with the methodology and intricacies of the study.

♦ The Group Interviewing Technique was also adopted in all the study locations. This among other things allowed for close monitoring of and effective checking for possible interviewer fraud.

➢ **Accompaniment:** The supervisors, quality control officers and field coordinators accompanied interviewers to 26% of 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 19% of the total sample.

➢ **Spot-Editing:** 25% of each interviewer's interviews were spot-edited in the field for accuracy and clarity.

➢ 100% editing was carried out on the administered questionnaires before sending them to the client.

Problems And Constraints And How They Were Solved:

In view of the fact that all the necessary arrangements and preparations were made before the commencement of fieldwork, as well as the engagement of only experienced field workers on the project, no problems were encountered concerning questionnaire administration in spite of the four days break observed by the team waiting for the ultimate version of the questionnaire.

By and large, we would like to conclude that the project has been professionally executed in line with the instructions and specifications received and we look forward to handling more of your future projects.

Dakar, 15th April 2007

RMS Senegal