Markinor M-Bus April 2005
Technical Report

M-BUS

National M-Bus

Introduction

About the M-Bus in general

The Markinor **M-Bus** offers you a **fast**, **economical vehicle for establishing awareness, usage, ownership, in-home incidence, perceptions, profiles and competitor activity**.

The M-Bus is also an **excellent vehicle** to **test public opinion on contentious issues.**

Questions are formulated to meet each client's specific needs.

There are two options: Metropolitan and **Non-Metropolitan M-Bus.**

In 2005, we offer 5 Metropolitan M-Bus waves (n=2 000) and 2 National **M-Bus** waves (n=3 500).

The metro sample is an area-stratified, probability sample that consists of 2 000 adults (16 years and older) living in the metropolitan areas. The sample of 3 500 adults for the national M-Bus is drawn by using provinces and community sizes (cities, large towns, small towns, villages and rural).

2005 National M-Bus

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Fieldwork timing schedule

Field times:

Fieldwork for the 2005 national M-Bus started on 20 April 2005 and ended on 25 May 2005.

Fieldwork interviewing methodology:

Face-to-face

Margin of error:

Note of caution – All sample surveys are, however, subject to statistical error. All results have thus to be evaluated with the margin of error, determined by sample size, response rate and sampling method. The margin of error used for this specific M-Bus survey was estimated at 1.6.

Translations:

The questionnaire was translated into Zulu, Xhosa, Setswana, Sesotho, Northern Sotho, and Afrikaans. The interview was conducted in the language preferred by the respondent.

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About the April 2005 National M-Bus

The April 2005 National M-bus

Ordinarily, the National M-Bus sample size consists of 3 500 respondents, but due to the great response, and not to compromise quality, we ran two independent national samples.

This meant that we had to conduct the research in two waves, therefore, forcing us to split the questionnaire into two sections, Two questionnaires went to field as separate entities. Question A of the M-Bus consisted of 55 pages, and Question B consisted of 40 pages.

The Markinor National M-Bus questionnaire included a variety of topics ranging from socio-political issues to consumer perceptions about food products.

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Sampling Methodology

SAMPLING REPORT

1. M-Bus April 2005
Metro M-Bus Sample

Sampling of the respondents assumed the form of a multistage **area-probability** sample with three calls. The sampling included persons of 16 years+, living in multimember households. Squatters were also included in the sampling frame. However, domestic workers, hostel dwellers and persons younger than 16 years of age were excluded from the sample.

Enumeration Areas were drawn from the 2001 Population Census and sampling points were allocated to sub-places in each of the metros. Within each of the sampled sub-places, a street was randomly selected using the Geographical Information System (GIS), which indicates all the streets within the boundaries of each sub-place. The streets were listed and a street was selected randomly. Between four and six dwellings were then selected using a random walk procedure in the selected area.

If there were more than one household at a dwelling one household was chosen using a random procedure (see Questionnaire). At every alternate dwelling all the males, or all the females, over 16 years of age were listed in order of age and one chosen using a random selection grid (see Questionnaire - Selection of Respondent).

Coverage

The Metro M-Bus included metropolitan areas with a population of 250 000 or more

These areas are as follows:

- Johannesburg (incl. Sandton and Randburg, South (incl. Soweto), Central, East Rand, West Rand, Greater Soweto)

- Pretoria (Central/ West, North, East, South)

- Vaal Triangle

- Bloemfontein

- Cape Town (Northern Suburbs, South West, South East)

- Port Elizabeth

- East London

- Durban (North, South, Central, West)

- Pietermaritzburg

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2. Non-Metro M-Bus Sample

Sampling of the respondents assumed the form of a multistage **area-probability** sample with three calls. The sampling included persons of 16 years+, living in multi-member households. Squatters were also included in the sampling frame. However, domestic workers, hostel dwellers and persons younger than 16 years of age were excluded from the sample.

Enumeration Areas were drawn from the 2001 Population Census and sampling points were allocated to sub-places in each of the provinces based on community sizes. Within each of the sampled sub-places, an Enumeration Area and, where possible, a street was randomly selected using the Geographical Information System (GIS), which indicates all the streets within the boundaries of each sub-place.

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The streets were listed and a street was selected randomly. Between four and six dwellings were then selected using a random walk procedure in the selected area. In areas where there are no streets in the selected EAs interviewers are required to count the number of dwellings and work out a skip based on the number of interviews and the Size of the EA and then go to every nth dwelling.

If there were more than one household at a dwelling one household was chosen using a random procedure (see Questionnaire). At every alternate dwelling all the males, or all the females, over 16 years of age were listed in order of age and one chosen using a Random selection grid (see Questionnaire - Selection of Respondent).

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The Non-Metro M-Bus included the following community sizes:

- – Cities: 100 000 – 249 999
- – Large towns: 40 000 – 99 999
- – Small towns: 8 000 – 39 999
- – Villages: 500 – 7 999
- – Rural: Fewer than 500 inhabitants

Weights

Survey results are weighted back to represent the universe from which it was drawn.

Weighting can address sample skews and properly represent the universe. Data are weighted back to the population. Weighting of the M-Bus was based on the adjusted universe from the AMPS 2004 data.

The variables that were used in the weighting matrix are race, metro, gender and age group for the Metro M-Bus. The weighting matrix for the Non-Metro M-Bus is community size, age group, gender, and province.

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Substitution procedure

If the interviewer found at their first visit that the qualifying person is on holiday, in the army or sick or could not speak any of the South African official languages, they were allowed to substitute immediately. Generally, three calls had to be made prior to substituting.

Interviewers were trained in following specific substitution procedures.

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Major events prior to or during the interviewing phase that may have impacted on the results

One major political event that occurred after completion of fieldwork of the April National M-Bus, was the release of South Africa's Deputy President, Jacob Zuma, from his duties. Therefore, this event did not have any effect on the results obtained regarding the population's views on the National Government.

The release of Jacob Zuma from his duties

Thank you for sharing head space with us