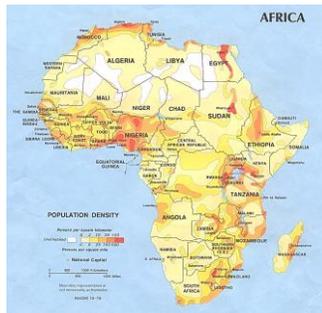


**Private & Confidential**

## **TECHNICAL REPORT FOR *WORLD VALUES SURVEY***



*June 2001*

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## **1. BACKGROUND**

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Markinor has been conducting the World Values Survey in South Africa since 1980. Originally, the survey was planned on behalf of the Roman Catholic Church (1980) and other involved groups, but in the past 3 waves (1990/1, 1995/6 and 2000/1), the project was commissioned by \*\*\*.

The World Values Survey aims to attain a broad understanding of socio-political trends (i.e. perceptions, behaviour and expectations) among adults across the world.

This document contains the technical detail of the latest 2001 wave. In this wave, the profile of sub-Saharan countries included in the survey was extended to include not only South Africa (as in the past), but also Uganda and Zimbabwe.

## **2. UNIVERSE AND SAMPLE**

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The quantitative survey was conducted in the following sub-Saharan African countries:

- South Africa (3 000 interviews)
- Zimbabwe (1 002 interviews)
- Uganda (1 002 interviews).

### **2.1. UNIVERSE CONSIDERATIONS**

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In all countries, the sample had to be representative of urban as well as rural populations. Roughly the distribution was as follows:

- **South Africa:** 60% metropolitan (large cities with populations of 250 000+); 40% non-metropolitan (including cities, large towns, small towns, villages and rural areas)
- **Zimbabwe:** 37% urban; 63% rural
- **Uganda:** 30% urban; 70% rural

The sample included adults 16 years+ in South Africa and 18 years+ in both Zimbabwe and Uganda.

### **2.2. SAMPLE METHODOLOGY**

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A standard form of sampling instructions was sent to each agency to ensure uniformity in the sampling procedure. Markinor stratified the samples for each country by region, sex and community size. To this end, statistics and figures that were supplied to us by the agencies were used. However, we requested the agencies to revise these where necessary or where alternatives would be more effective. The agencies then supplied the street names for the urban starting points, and made suggestions for sampling procedures in rural areas where neither maps nor street names were available.

From sample-point level, the respondent selection was done randomly according to a selection grid used by Markinor (the first two pages of the master questionnaire). Only in Zimbabwe was the traditional Kish grid method used.

Below are the sampling instructions sent out to agencies in Zimbabwe and Kenya (for Uganda):

## **Sampling instructions:**

### **1. General**

*Six interviews will be conducted at each sample point.*

*The **male/female** split is **50/50**.*

*The urban sample will include all community sizes greater than 500 and the rural sample all community sizes less than 500.*

*This is the definition of urban and rural used in South Africa. If this does not correspond with the definition used for the data we received from you, please let us know so that we can make the necessary adjustments.*

#### **2.1 Sample structure by regions - Uganda**

*The table below (see tables with sample detail) indicates the amount of interviews allocated to both the rural and urban sample. For each of these there is a male and female split and a total sample. The total sample is split up between actual amount of interviews and the number of sampling points per province. For the Lira province, 36 interviews must be conducted in rural areas in total, which means that 6 sample points need to be drawn for rural Lira.*

#### **2.2 Sample structure by regions – Zimbabwe**

*The table below (see tables with sample detail) indicates the amount of interviews allocated to both the rural and urban sample. For each of these there is a male and female split and a total sample. The total sample is split up between actual amount of interviews and the number of sampling points per province (In brackets). For the Bulawayo province, 84 interviews must be conducted in urban areas in total, which means that 14 sample points need to be drawn.*

### **3. Selecting the Urban points**

*The allocation of sample points to cities/towns/urban areas must be based on the following:*

#### **Community sizes.**

*Allocate each urban area to a community size e.g. in South Africa we use 'metropolitan, city, large town, small town and village' as community sizes. If there are no definite community sizes available, use small, medium & large as a guideline based on information available to you. If two thirds of the communities in a certain province are medium sized, for example, allocate two thirds of the interviews in that province to medium sized communities etc.*

#### **Selection of points.**

*Within each province, select the urban sample in each community size from the available urban areas in such a way that the areas selected is representative of the population in that province. This should be done as randomly as possible.*

### **4. Selecting the Rural points**

*Due to the fact that there is so many rural points, we use the method of selecting small towns and then conducting the interviews within a 20km radius of the boundaries of the selected town.*

#### **Method:**

*Randomly select a sample of small towns for each province.*

*The rural interviews will be done in a radius of 20 km of the town boundaries.*

### **5. Report back**

*After selecting the sample, please send us a summary of the exact procedure taken and exact details of the sample. Please inform us of the available information (maps etc) to further break down the sample to suburb and street level for each city/town/area selected. After considering what information is available to you, we will send further details on how to break down the sample down to street level.*

### **2.3. SAMPLE STRATIFICATION BY COUNTRY**

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Below are the sample stratifications by country, based on population input from Zimbabwe and Uganda (through the agency in Kenya). **In South Africa the usual procedure of stratifying the sample by gender, are and race was followed:**

## 2.3.1. South Africa

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### 2.3.1.1. Total sample

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Province	Community Size								
	Metro			City			Large Town		
	M	F	T	M	F	T	M	F	T
Western Cape	207	207	414	6	6	12	24	24	48
Northern Cape	0	0	0	9	9	18	3	3	6
Free State	18	18	36	12	12	24	15	15	30
Eastern Cape	72	72	144	9	9	18	9	9	18
KZ/Natal	210	210	420	12	12	24	6	6	12
Mpumalanga	0	0	0	9	9	18	12	12	24
Northern Province	0	0	0	0	0	0	3	3	6
Gauteng	387	387	774	66	66	132	9	9	18
North West	6	6	12	12	12	24	9	9	18
<b>TOTAL</b>	<b>900</b>	<b>900</b>	<b>1800</b>	<b>135</b>	<b>135</b>	<b>270</b>	<b>90</b>	<b>90</b>	<b>180</b>

										<b>TOTAL</b>
	Small Town			Village			Rural			
	M	F	T	M	F	T	M	F	T	
Western Cape	12	12	24	12	12	24	15	15	30	552
Northern Cape	9	9	18	12	12	24	9	9	18	84
Free State	9	9	18	3	3	6	12	12	24	138
Eastern Cape	15	15	30	6	6	12	42	42	84	306
KZ/Natal	18	18	36	9	9	18	54	54	108	618
Mpumalanga	6	6	12	6	6	12	21	21	42	108
Northern Province	9	9	18	3	3	6	45	45	90	120
Gauteng	3	3	6	3	3	6	6	6	12	948
North West	9	9	18	3	3	6	24	24	48	126
<b>TOTAL</b>	<b>90</b>	<b>90</b>	<b>180</b>	<b>57</b>	<b>57</b>	<b>114</b>	<b>228</b>	<b>228</b>	<b>456</b>	<b>3000</b>

### 2.3.1.2. Black sample

Province	Community Size								
	Metro			City			Large Town		
	M	F	T	M	F	T	M	F	T
Western Cape	27	27	54	0	0	0	0	0	0
Northern Cape	0	0	0	3	3	6	0	0	0
Free State	6	6	12	9	9	18	9	9	18
Eastern Cape	30	30	60	3	3	6	6	6	12
KZ/Natal	57	57	114	6	6	12	3	3	6
Mpumalanga	0	0	0	6	6	12	6	6	12
Northern Province	0	0	0	0	0	0	3	3	6
Gauteng	186	186	372	24	24	48	6	6	12
North West	6	6	12	6	6	12	6	6	12
<b>TOTAL</b>	<b>312</b>	<b>312</b>	<b>624</b>	<b>57</b>	<b>57</b>	<b>114</b>	<b>39</b>	<b>39</b>	<b>78</b>

Province	Community Size									
	Small Town			Village			Rural			TOTAL
	M	F	T	M	F	T	M	F	T	
Western Cape	0	0	0	0	0	0	0	0	0	54
Northern Cape	3	3	6	3	3	6	3	3	6	24
Free State	6	6	12	3	3	6	9	9	18	84
Eastern Cape	6	6	12	3	3	6	36	36	72	168
KZ/Natal	6	6	12	3	3	6	48	48	96	246
Mpumalanga	3	3	6	3	3	6	18	18	36	72
Northern Province	6	6	12	3	3	6	42	42	84	108
Gauteng	3	3	6	3	3	6	3	3	6	450
North West	6	6	12	3	3	6	21	21	42	96
<b>TOTAL</b>	<b>39</b>	<b>39</b>	<b>78</b>	<b>24</b>	<b>24</b>	<b>48</b>	<b>180</b>	<b>180</b>	<b>360</b>	<b>1302</b>

### 2.3.1.3. White sample

Province	Community Size								
	Metro			City			Large Town		
	M	F	T	M	F	T	M	F	T
Western Cape	63	63	126	3	3	6	9	9	18
Northern Cape	0	0	0	3	3	6	0	0	0
Free State	9	9	18	3	3	6	6	6	12
Eastern Cape	24	24	48	3	3	6	3	3	6
KZ/Natal	45	45	90	3	3	6	0	0	0
Mpumalanga	0	0	0	3	3	6	6	6	12
Northern Province	0	0	0	0	0	0	0	0	0
Gauteng	156	156	312	36	36	72	3	3	6
North West	0	0	0	6	6	12	3	3	6
<b>TOTAL</b>	<b>297</b>	<b>297</b>	<b>594</b>	<b>60</b>	<b>60</b>	<b>120</b>	<b>30</b>	<b>30</b>	<b>60</b>

Province	Community Size									
	Small Town			Village			Rural			TOTAL
	M	F	T	M	F	T	M	F	T	
Western Cape	3	3	6	3	3	6	3	3	6	168
Northern Cape	3	3	6	3	3	6	3	3	6	24
Free State	3	3	6	0	0	0	3	3	6	48
Eastern Cape	3	3	6	0	0	0	3	3	6	72
KZ/Natal	3	3	6	3	3	6	3	3	6	114
Mpumalanga	3	3	6	3	3	6	3	3	6	36
Northern Province	3	3	6	0	0	0	3	3	6	12
Gauteng	0	0	0	0	0	0	3	3	6	396
North West	3	3	6	0	0	0	3	3	6	30
<b>TOTAL</b>	<b>24</b>	<b>24</b>	<b>48</b>	<b>12</b>	<b>12</b>	<b>24</b>	<b>27</b>	<b>27</b>	<b>54</b>	<b>900</b>

### 2.3.1.4. Coloured sample

Province	Community Size								
	Metro			City			Large Town		
	M	F	T	M	F	T	M	F	T
Western Cape	117	117	234	3	3	6	15	15	30
Northern Cape	0	0	0	3	3	6	3	3	6
Free State	3	3	6	0	0	0	0	0	0
Eastern Cape	18	18	36	3	3	6	0	0	0
KZ/Natal	6	6	12	0	0	0	0	0	0
Mpumalanga	0	0	0	0	0	0	0	0	0
Northern Province	0	0	0	0	0	0	0	0	0
Gauteng	21	21	42	3	3	6	0	0	0
North West	0	0	0	0	0	0	0	0	0
<b>TOTAL</b>	<b>165</b>	<b>165</b>	<b>330</b>	<b>12</b>	<b>12</b>	<b>24</b>	<b>18</b>	<b>18</b>	<b>36</b>

Province	Community Size									
	Small Town			Village			Rural			TOTAL
	M	F	T	M	F	T	M	F	T	M F T
Western Cape	9	9	18	9	9	18	12	12	24	330
Northern Cape	3	3	6	6	6	12	3	3	6	36
Free State	0	0	0	0	0	0	0	0	0	6
Eastern Cape	6	6	12	3	3	6	3	3	6	66
KZ/Natal	0	0	0	0	0	0	0	0	0	12
Mpumalanga	0	0	0	0	0	0	0	0	0	0
Northern Province	0	0	0	0	0	0	0	0	0	0
Gauteng	0	0	0	0	0	0	0	0	0	48
North West	0	0	0	0	0	0	0	0	0	0
<b>TOTAL</b>	<b>18</b>	<b>18</b>	<b>36</b>	<b>18</b>	<b>18</b>	<b>36</b>	<b>18</b>	<b>18</b>	<b>36</b>	<b>498</b>

### 2.3.1.5. Indian sample

Province	Community Size								
	Metro			City			Large Town		
	M	F	T	M	F	T	M	F	T
Western Cape	0	0	0	0	0	0	0	0	0
Northern Cape	0	0	0	0	0	0	0	0	0
Free State	0	0	0	0	0	0	0	0	0
Eastern Cape	0	0	0	0	0	0	0	0	0
KZ/Natal	102	102	204	3	3	6	3	3	6
Mpumalanga	0	0	0	0	0	0	0	0	0
Northern Province	0	0	0	0	0	0	0	0	0
Gauteng	24	24	48	3	3	6	0	0	0
North West	0	0	0	0	0	0	0	0	0
<b>TOTAL</b>	<b>126</b>	<b>126</b>	<b>252</b>	<b>6</b>	<b>6</b>	<b>12</b>	<b>3</b>	<b>3</b>	<b>6</b>

Province	Community Size									
	Small Town			Village			Rural			TOTAL
	M	F	T	M	F	T	M	F	T	
Western Cape	0	0	0	0	0	0	0	0	0	0
Northern Cape	0	0	0	0	0	0	0	0	0	0
Free State	0	0	0	0	0	0	0	0	0	0
Eastern Cape	0	0	0	0	0	0	0	0	0	0
KZ/Natal	9	9	18	3	3	6	3	3	6	246
Mpumalanga	0	0	0	0	0	0	0	0	0	0
Northern Province	0	0	0	0	0	0	0	0	0	0
Gauteng	0	0	0	0	0	0	0	0	0	54
North West	0	0	0	0	0	0	0	0	0	0
<b>TOTAL</b>	<b>9</b>	<b>9</b>	<b>18</b>	<b>3</b>	<b>3</b>	<b>6</b>	<b>3</b>	<b>3</b>	<b>6</b>	<b>300</b>

### 2.3.2. Uganda

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	Province	Rural – Sample			Urban – Sample			Total – Sample		
		M	F	T	M	F	T	M	F	T
1	Apac	18	18	36 (6)	3	3	6 (1)	21	21	42 (7)
2	Masindi	12	12	24 (4)	3	3	6 (1)	15	15	30 (5)
3	Kabarole	30	30	60 (10)	6	6	12 (2)	36	36	72 (12)
4	Kasese	18	18	36 (6)	6	6	12 (2)	24	24	48 (8)
5	Bushenyi	27	27	54 (9)	3	3	6 (1)	30	30	60 (10)
6	Mbarara	36	36	72 (12)	6	6	12 (2)	42	42	84 (14)
7	Masaka	36	36	72 (12)	6	6	12 (2)	42	42	84 (14)
8	Mpigi	33	33	66 (11)	12	12	24 (4)	45	45	90 (15)
9	Kampala	0	0	0	72	72	144 (24)	72	72	144 (24)
10	Luwero	18	18	36 (6)	6	6	12 (2)	24	24	48 (8)
11	Iganga	36	36	72 (12)	6	6	12 (2)	42	42	84 (14)
12	Tororo	24	24	48 (8)	3	3	6 (1)	27	27	54 (9)
13	Mbale	24	24	48 (8)	3	3	6 (1)	27	27	54 (9)
14	Soroti	6	6	12 (2)	15	15	30 (5)	21	21	42 (7)
15	Lira	3	3	6 (1)	18	18	36 (6)	21	21	42 (7)
16	Kumi	3	3	6 (1)	9	9	18 (3)	12	12	24 (4)
	<b>Total</b>	<b>324</b>	<b>324</b>	<b>648 (108)</b>	<b>177</b>	<b>177</b>	<b>354 (59)</b>	<b>501</b>	<b>501</b>	<b>1002 (167)</b>

### 2.3.3. Zimbabwe

	Province	Rural – Sample			Urban - Sample			Total – Sample		
		M	F	T	M	F	T	M	F	T
1	Harare	0	0	0	81	81	162 (27)	81	81	162 (27)
2	Bulawayo	0	0	0	42	42	84 (14)	42	42	84 (14)
3	Mashonaland East	39	39	78 (13)	12	12	24 (4)	51	51	102 (17)
4	Mashonaland Central	36	36	72 (12)	3	3	6 (1)	39	39	78 (13)
5	Mashonaland West	36	36	72 (12)	12	12	24 (4)	48	48	96 (16)
6	Masvingo	54	54	108 (18)	3	3	6 (1)	57	57	114 (19)
7	Midlands	42	42	84 (14)	18	18	36 (6)	60	60	120 (20)
8	Manicaland	60	60	120 (20)	9	9	18 (3)	69	69	138 (23)
9	Matabeleland North	24	24	48 (8)	3	3	6 (1)	27	27	54 (9)
10	Matabeleland South	24	24	48 (8)	3	3	6 (1)	27	27	54 (9)
	Total	315	315	630 (105)	186	186	372 (62)	501	501	1002 (167)

### **3. DATA WEIGHTING**

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Generally census figures were used to calculate weighting factors. These factors are stored in each data file on columns:

- For South Africa: columns 749 – 754. Weighting statistics were based on the AMPS (All Media and Products Survey) 200 figures. The ultimate source of these figures is the South African General Population Census, 1997. The data are kept by Statistics South Africa ([www.statssa.com](http://www.statssa.com)).
- For Zimbabwe: columns 849 - 854. Weights were based on the 1997 InterCensal Demographic Survey conducted by the Central Statistical Office.
- For Uganda: columns 849 – 854. The statistics for Uganda were supplied by the Uganda National Council for Science and Technology.

#### **3.1. NOTE OF CAUTION**

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All sample surveys are subject to a statistical error. The error margins for this survey can be calculated by taking the following factors into account:

- all samples were random (as opposed to quota-controlled)
- the sample size per country (or segment being analysed)
- the substitution rate per country (or segment being analysed) – the rates were recorded on CARD 1; col. 805 of the questionnaire. From the substitution rate, the response rate can be calculated.

#### **4. FIELDWORK DATES**

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The exact date of each interview was recorded in the database (refer to the code-book for column details). In summary, interviews were conducted between the following dates:

**South Africa:** 1 March 2001 – 22 May 2001.

**Uganda:** 3 March 2001 – 18 March 2001.

**Zimbabwe:** 2 February 2001 – 28 March 2001.

## 5. FIELD REPORTS

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### 5.1. SOUTH AFRICA AND ZIMBABWE

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In Zimbabwe the volatile tension surrounding last year's elections had resolved somewhat by the time fieldwork for the World Values Survey took place. Most problems revolved around infrastructural impediments, like flooded roads and bridges and heavy rains.

In South Africa fieldwork took place according to schedule, there being no unusual circumstances that could impede the interviewing process.

### 5.2. UGANDA

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The agency contracted to do the fieldwork in Uganda went to **considerable** ends to fulfill the stringent sampling requirements, as the following prove:

- Fieldwork took place before and after the much-publicised Uganda presidential election. The election was held on 12 March 2001. The field agency comments: *"The presidential election campaigns brought a lot of tension amongst the respondents, especially with regard to the political questions. Further, the several bomb explosions in Kampala, the militarisation of the election process by the government by deploying soldiers to take charge of security, and incidents of election violence that were reported in various parts of the country, created considerable tension during the study."*
- On Wednesday 4 March the research team narrowly escaped a rebel attack at Kasese (Western Uganda): A petrol station in the town was bombed by rebels based in the DRC shortly after the team of interviewers left the station for the next sampling point. Eleven citizens were killed and several vehicles burnt.
- In the northern districts of Lira and Apac, where rebel activities are prevalent, the team had to seek for the necessary security cover from the military personnel to enable them to conduct the survey at the selected points.
- The poor road network in the north and north-western districts of Apac and Masindi slowed down fieldwork.