



Market Research Division

## **WVS Zambia 2007**

### **Field Technical Report**

=====

September 2007

**Prepared By:**

The Steadman Group of Companies  
Riverside Drive, off Chiromo Road  
P.O. Box 68230 – 00200,  
Tel: +254 20 4450 190-6  
Fax: +254 20 444 2632  
Nairobi, Kenya  
[www.steadman-group.com](http://www.steadman-group.com)

## **BACKGROUND**

The World Values Survey (WVS) is a worldwide investigation of socio-cultural and political trends and changes. The survey is conducted by a network of social scientist all around the world via interviews with the general public of survey countries.

The interviews are carried out with nationally representative samples of the publics of the study countries.

In Zambia, the 2007 WVS was conducted in the months of March and April 2007 with a sample size of 1500 interviews. This was a national survey that targeted and covered all the 9 (nine) provinces in Zambia as shown in *table 1 below*. And was based on a representative sample of the Zambia population, which is at 9,885,591 according to the 2000 census of population and housing.

The population distribution in terms of gender was also taken into account during respondent selection, to ensure a 50: 50 split as reflected in the 2000 Zambia housing and population census data.

Both male and female respondents aged 16 years and above were had equal chances of being interviewed, thus were randomly selected for this survey.

Key determinants in the selection process were; residency, age and citizenship. Only citizens of Zambia with permanent residency qualified to participate in the survey.

Membership to a household was also vital, and respondents we defined as belonging to the same household if they spend more than 5 nights per week in the said household.

### **Data collection dates**

The actual fieldwork for 2007 WVS Zambia lasted 17 days, commencing in Lusaka on 30<sup>th</sup> March, 2007 and simultaneously in the rest of the country on April 2<sup>nd</sup>, 2007, and ending on April 14<sup>th</sup>, 2007.

## **FIELD DESIGN**

### **Data Collection Technique:**

A quantitative approach was used to collecting data. This involved face-to-face interviews with the respondents via the use of structured questionnaire.

Sampling for the survey involved multi stage sampling technique in which both PPS (probability of population proportionate to size) and random stratification sampling were used at different stages as detailed in the *sampling section* below.

### **Coverage/Spread:**

The survey covered all the nine provinces in Zambia. The distribution of number of interviews in each province was based on the ratio of the province's population to that of the country i.e. the interviews corresponded to population size the

provinces/region, with provinces with larger population also having higher number of interviews.

A total of 1500 respondents were targeted for this survey. The number of interviews was also divided in terms of gender and setting i.e. rural urban split.

The target sample was distributed within the urban and rural areas as shown below in table 1.

The gender split of 50:50 was based on the Zambia 2000 Census of Population and Housing census.

**Table 1. Target sample distribution by region**

<b>Region</b>	<b>Total</b>	<b>Urban</b>	<b>Rural</b>
<b>Lusaka</b>	339	295	44
<b>Central</b>	121	32	89
<b>Southern</b>	206	50	156
<b>Northern</b>	142	39	103
<b>Luapula</b>	70	16	54
<b>Western</b>	84	8	76
<b>Eastern</b>	146	22	124
<b>North western</b>	67	15	52
<b>Copperbelt</b>	327	275	52
<b>Total</b>	<b>1502</b>	<b>752</b>	<b>750</b>

## **SAMPLING PROCEDURE:**

As mentioned above, WVS sampling was done at different levels and stages. Probability sampling methods namely random sampling, were used in this survey, to select the various units of the survey.

All respondents in the universe (country's population aged 16 years and above) had equal chances of being selected to form part of the sample. However institutions such as prisons, hospitals, military bases etc, were not included in the sampling process.

Random sampling was also used to select the enumeration area (EAs), starting points and households /dwellings.

The EA is the lowest geography division level that the country is divided into for census purposes. In each EA, there are specific numbers of dwellings houses which are known to the census bureau.

### **Selection of Sectors/ EAs.**

The selection of EAs was done through random probability sampling technique, in which secondary list of EAs was drawn (randomly) from a list of all EAs in Zambia. The randomly selected EAs were then used as the primary sampling point for the study.

The sample allocated to each EA took into account the density of the areas i.e. high, medium and low.

A specific number of EAs were allocated to each province and these served as entry level for the survey. The number of EAs per region took into account the rural/urban split as well. An average of 6-8 interviews were conducted in each EA.

#### **Selection of starting point.**

Selection of the starting point (point where the interviewers enter the EA and starts selecting the households) was done by the supervisors. The selection was based on easily identifiable features/land marks such as school, church, mosque, school, hospitals, roads, etc.

Once the starting point had been selected, the selection of the first household within the EA was commenced.

#### **Selection of Household:**

From the starting point within the EA, the interviewers walked to specific direction alternately to the residential to identify the first household for the interview. Households were selected using the fourth left hand rule, whereby the interviewers counted houses on the left upto the 4th house, then conducts interview in the 5th house. At the end of the street, the interviews turns left and continue with the counting until the 4th house, the same process is repeated after every successful interview.

#### **Substitution of Households:**

Households were substituted if they were in any way inaccessible or had no member meeting the requirements of the survey e.g. in terms of age, citizenship and residency. In such a situation, the interviewer would move to the next house.

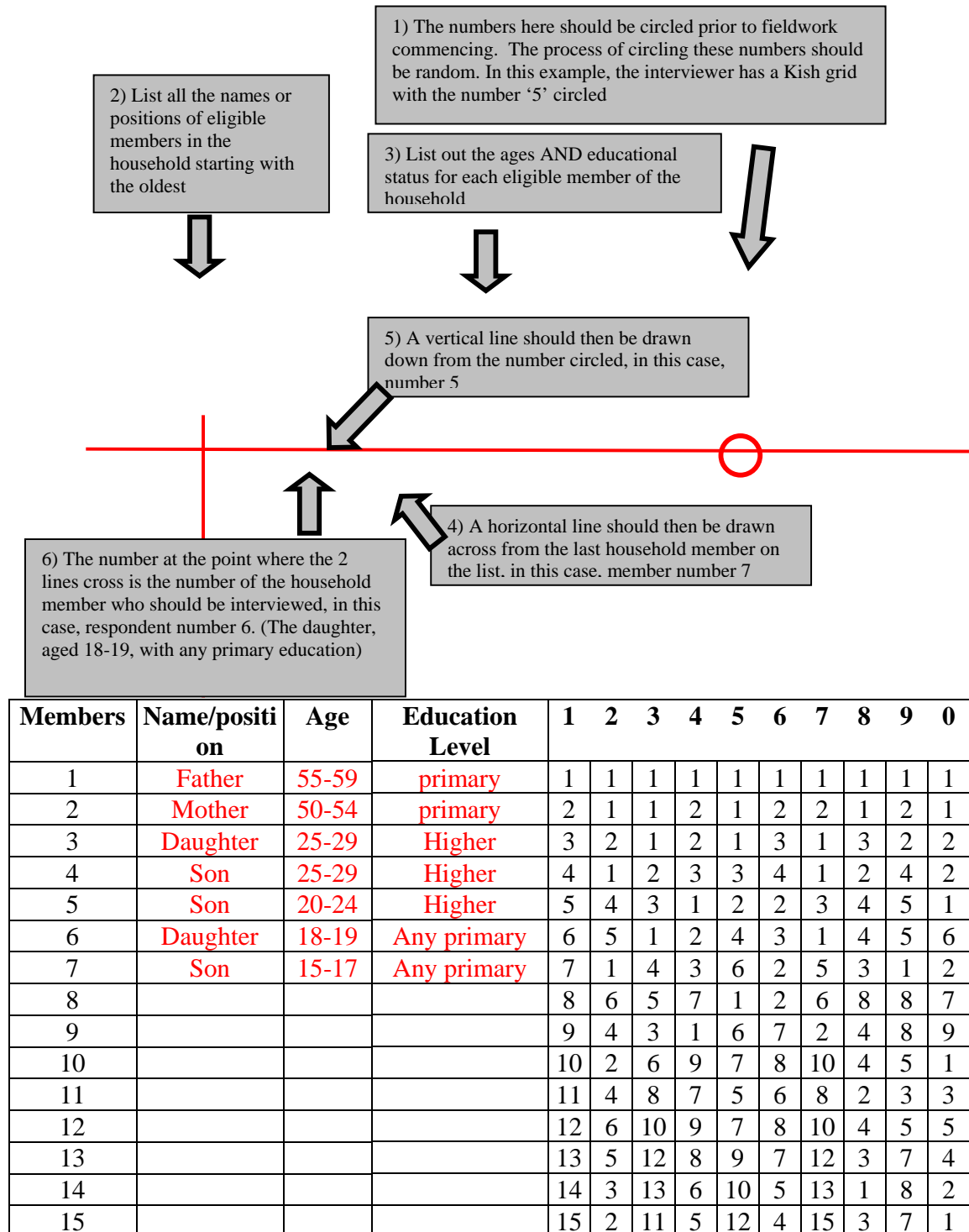
#### **Selection of Respondents:**

Once a household had been selected, the interviewer had the task of selecting the person to be interviewed (respondent) from the selected house.

The respondent was selected using a Kish grid (*see a sample below*).

In selecting the respondent, the interviewer listed all members of the household aged 16 years and above and who met other survey criteria, on the Kish Grid. They then identified the respondent by a working a line on the last digit of the questionnaire serial number with the number of people in the household (*as shown in the Kish grid below*)

## An example of a Kish Grid:



*In this example, assuming the last digit of the serial number of the questionnaire (to be used in this household) is 5, the person to be interviewed from this house would be the daughter (No. 6)*

**Call Backs/Substitution Criteria:**

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

However, where the selected adult was not available for interview within the day of selection, interviewers were asked to regard such a case as a non response situation or ineffective call. This was also the case when the selected respondents expressed unwillingness to participate.

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

**Training/ Briefing of field team.**

Before commencement of data collection, the field team comprising of the field coordinators, supervisors and interviewers underwent a four-day training/ briefing session.

**Table 2. Schedule of Activities**

Date	Activity
27/02/07	Meeting with client
28/02/07	Training
01/03/07	Pilot
02/03/07	Debrief
30/03/07	Field work started
14/04/07	Field ended
15-19/04/07	Editing and back checking of questionnaires

The training and briefing/debriefing of the field team was done by the Steadman Group team in conjunction with the representative from Markinor (PTY) Ltd, South Africa (Ms. Tracy Hammond)

The training/briefing was done centrally in Lusaka, Zambia.

The field team that participated in the training sessions included a project manager, 2 coordinators, 5 supervisors and 25 interviewers.

During the training/briefing sessions the following were discussed and deliberated on as way forward to the effective execution of the survey

- Understanding the objectives of the survey
- Sampling methodologies to be used
- Field procedures and process to be adopted.
- Quality control measures/procedures.
- Role of the field teams i.e. project manager, coordinator, supervisor and the interviewers
- Understanding the questionnaire, e.g. explanation of unclear questions/ technical terms
- Interviews in different languages.
- Piloting

- Debriefing

### **Mock Sessions and role plays.**

At the end of briefing/training in all the study locations, series of mock Interviews [role-playing sessions] were carried out both in English and local languages adopted for the survey.

These were done to assess the understanding of each of the interviewers on the project's techniques and the questionnaires administration.

### **Piloting:**

The pilot interviews were conducted in Lusaka. During the pilot, interviewers and supervisors were asked to administer one questionnaire each. The purpose of the exercise was to enable us detect possible problems that may arise in the field and offer solutions before deployment of the field team.

### **Debriefing Session:**

Immediately after all the pilot interviews were completed, a debriefing session was held with the entire team to go over the experiences and issues noted that needed refinement before the actual field work. The debriefing session also was used to check if the team followed the quality control measures, in sampling, interviewing and editing of questionnaires.

### **Questionnaire Translation:**

The field questionnaires were translated into five main local languages for ease of administration, especially in regions/areas where English was not widely spoken. This included Nyanja, Tonga, Bembe, Lozi and Kaonde.

**Table 3. Achieved Sample by region.**

<b>Region/Province</b>	<b>Total</b>	<b>Male</b>	<b>Female</b>
Lusaka	332	166	166
Central	161	82	79
Southern	210	108	102
Northern	142	76	66
Luapula	77	39	38
Western	87	43	44
Eastern	148	73	75
North western	66	35	31
Copper belt	277	138	139
<b>Total</b>	<b>1500</b>	<b>760</b>	<b>740</b>

**Table 4. Distribution of interviewers**

	No. Of
--	--------

REGIONS/ Province	Interviewers
Lusaka	7
Central	
Southern	6
Northern	6
Luapula	
Western	4
Eastern	5
North Western	4
Copper belt	7

**NB:** Some interviewers did worked in more than once province

**Table 5. No. of Successful and non successful interviews**

Total contacts	<b>1563</b>
Successful Interviews	<b>1500</b>
Too busy to participate	2
Refused/unwilling to participate	12
The respondent was illiterate	2
Household selected not accessible	5
Respondent selected on Kish grid not available	6
Respondent was drunk to participate	1
Does not meet age requirement	4
Selected respondent was sick	1
Could not get respondent after 3 call backs	3

**NB:** Success rate for the WVS interviews in Zambia was at 95%

**Table 6. Language of Interview**

Language	%
English	44%
Bemba	25%
Tonga	9%
Lozi	6%
Kaonde	2%
Nyanja	14%



**Table 7. A comparison of WVS data and Zambia's census data**

Gender distribution

	Survey Sample		Population	Discrepancies
	1500	%	%	
<b>Male</b>	760	50.7	50.0	+0.7
<b>Female</b>	740	49.3	50.0	-0.7

Urban/Rural distribution

NB: The rural urban split was pre determined during sampling to ensure the distribution matches that of the census data.

### **Field work feed back - Observations and issues.**

#### **1. The questionnaire/Questions**

- Question v255 – due to lack of accurate census data the interviewers were instructed to leave the question for office coding if the were not sure the size of the town the were in.
- Due to the length of the questionnaire, some respondents got tired in the process of interviewing.
- Question v165 was difficult to get a response as respondent who were not familiar with the term millennium development goals were asking for an explanation of the term.
- Distinguishing between question V242 which is the respondents working status and V 250 is the chief wage earner of household the two questions could only have the same responses if the respondent is the chief wage earner of household, this needed further explanation.
- Question V114 did not apply to the Zambian setting as respondent could not understand the political terminology of “the left” and “the right”, the question was answered based on the respondent understanding of the terminology.
- Question V 231 – 33, was difficult to get responses as the respondents were in fear of victimization from local authorities even if the interviewers had assured the respondents that this was an independent research.
- In question V 252 respondents found it difficult to fit themselves to a class ,but the interviewers we guided to ask the respondent to describe which class they felt the belonged to

#### **2. Sampling**

- Some houses were not easily accessible
- In some residential areas, sampling was hard due to the way the houses have been arranged. E.g. in storey houses.

- Sampling in rural areas was a challenge due to the distances between houses, this lead to the number of questionnaires being done per day in rural areas becoming low.

### **3. Others**

- A lot of refusals/unwillingness to participate in the survey was witnessed among those in the social class A and B especially in urban Lusaka and Copper belt regions.
- Although the questionnaire was translated into 5 major languages, the field team still encountered language barriers and since some respondents could to speak any of the languages.

#### **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.

- ◆ Recruitment of both experienced and new field team members.
- ◆ Thorough training and briefing of field team before commencement of data collection.
- ◆ Piloting
- ◆ Ensuring supervisors worked with only a few interviewers to eliminate work load and thus proper monitoring and supervision.
- ◆ Interview accompaniment; each supervisor accompanied 5% or more of the interviews.
- ◆ Spot-Check: Random spot checks were made by both the field coordinators and the supervisors
- ◆ Back-Checking: Both the Supervisors and back-checked 15% of the total sample.
- ◆ Editing: Interviewers made sure they edited 100% of their questionnaires for accuracy and clarity before handing them over to the supervisors.
- ◆ Translation. Questionnaires were translated into 5 key languages spoken in Zambia ie Bemba, Nyanja, Lozi, Kaonde and Tonga

**Report prepared by  
The Steadman Group Ltd, Nairobi, Kenya.**