Market Research Division

WVS Rwanda 2007

Field Technical Report

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BACKGROUND

The World Values Survey (WVS) is a worldwide investigation of socio-cultural and political trends and changes. It 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.

The 2007 WVS in Rwanda was conducted in the months of March and April 2007 with a sample size of 1500 interviews spread across the country. This was a national survey covering all the 12 (twelve) regions of Rwanda.
The sampling for the survey drew a representative sample from the total Rwanda population, which is 8,162,715 people as per the 2002 Rwanda population and housing census.
The population distribution in terms of gender and rural-urban split was also taken into account during sampling, where by a near 50:50 gender split was adopted. Majority of the interviews i.e. over 80% were drawn from the rural areas. Both statistics are consistent with the 2002 Rwanda national census data.
In the survey, both male and female respondents aged 16 years and above were had equal chances of being interviewed, i.e. were randomly selected for this survey.
Key determinants in the selection process were; residency, age and citizenship. Only citizens of Rwanda 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.

Key Dates Data collection dates
Data collection for the Rwanda WVS commenced on 9th May 2007 and ended on 2nd of June 2007, taking a total of 13 days.
This was however preceded with a 4 day training/briefing period and piloting, as indicated in table 2.

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 PPPS (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 12 regions in Rwanda. 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 number of interviews corresponded to population size of

the provinces/region, with provinces with larger population 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.

Table 1. Target sample distribution

Region	Total	Urban	Rural
Kigali City	112	112	0
Kigali Ngali	146	10	136
Gitarama	159	24	135
Butare	132	24	108
Gikongoro	91	6	85
Cyangugu	113	12	101
Kibuye	86	9	77
Gisenyi	159	12	147
Ruhengeri	164	13	151
Byumba	132	13	119
Umutara	76	0	76
Kibungo	130	17	113
Total	**1500**	**252**	**1248**

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 Rwanda. The randomly selected EAs were then sed 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.

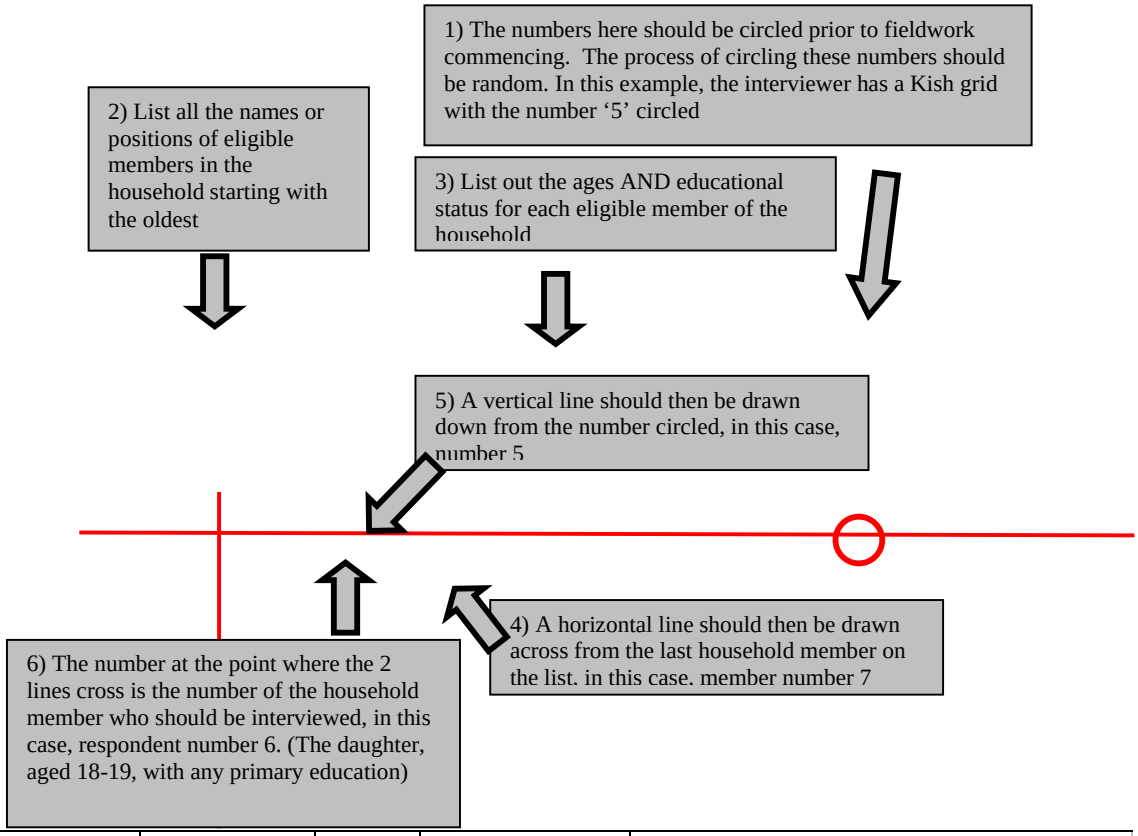
Selection of Respondents:

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:



Members	Name/position	Age	Education Level	1	2	3	4	5	6	7	8	9	0
1	Father	55-59	primary	1	1	1	1	1	1	1	1	1	1
2	Mother	50-54	primary	2	1	1	2	1	2	2	1	2	1
3	Daughter	25-29	Higher	3	2	1	2	1	3	1	3	2	2
4	Son	25-29	Higher	4	1	2	3	3	4	1	2	4	2
5	Son	20-24	Higher	5	4	3	1	2	2	3	4	5	1
6	Daughter	18-19	Any primary	6	5	1	2	4	3	1	4	5	6
7	Son	15-17	Any primary	7	1	4	3	6	2	5	3	1	2
8				8	6	5	7	1	2	6	8	8	7
9				9	4	3	1	6	7	2	4	8	9
10				10	2	6	9	7	8	10	4	5	1
11				11	4	8	7	5	6	8	2	3	3
12				12	6	10	9	7	8	10	4	5	5
13				13	5	12	8	9	7	12	3	7	4
14				14	3	13	6	10	5	13	1	8	2
15				15	2	11	5	12	4	15	3	7	1

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
14 April 2007	Meeting with client
12th to 16th April 2007	Training
17th April 2007	Pilot
18th April 2007	Debrief
19th may 2007	Field work started
2nd June 2007	Field ended
3rd to 5th June	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 Kigali, Rwanda.
The field team that participated in the training sessions included a project manager, 1 field manager, 2 coordinators, 5 supervisors and 23 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 Kinyarwanda language for ease of administration. And all but one i.e. 100% of the interviews were done in Kinyarwanda.

Table 3. Achieved Samples by Region

Region	Total	Male	Female
Ruhengeri	152	74	78
Gisenyi	177	88	89
Gitarama	160	75	85
Kigali Ngali	147	69	78
Butare	132	65	67
Byumba	128	60	68
Kibungo	133	68	65
Cyangungu	112	59	53
Kigali City	113	57	56
Gikongoro	91	50	41
Kibuye	86	43	43
Umutara	76	36	40

Total	**1507**	**744**	**763**

Distribution of interviewers

Distribution of the field team including the interviewers during field work was based on the current administrative structure of Rwanda, in which the country is divided into 4 regions i.e. Western, Eastern, Southern, Kigali and Northern. Each region thus had 5-6 interviewers conducting an average of about 5 interviews per day.

Table 4. No. of Successful and non successful interviews

Total contacts	1558
Successful Interviews	1507
Too busy to participate	4
Refused/unwilling to participate	5
The respondent was illiterate	1
Household selected not accessible	11
Respondent selected on Kish grid not available	12
Respondent was drunk to participate	0
Does not meet age requirement	7
Selected respondent was sick	3
Could not get respondent after 3 call backs	8

***NB**: The success rate for WVS Rwanda interviews thus stood at 97%*

Table 5. A comparison of WVS data and Rwanda's census data

Gender distribution

	Survey Sample		**Population**	
	1507	**%**	%	**Discrepancies**
Male	744	49.4	47.7	+1.7
Female	763	50.6	52.3	-1.7

Urban/Rural distribution

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

Field work feed back - Observations and issues.

1. The questionnaire/Questions

PROBLEMATIC QUESTIONS

Questio	Most often mistaken views respondents had of the question	Explanations of the question by the interviewer
V96	This question the respondent did not easily understand it, here the interviewers had to explain clearly for the . respondent to understand	This is a question that was asking a respondent if he/she has ever provide the government with some Ideas through writing an signing a petition.
V97	This question the respondent did not easily understand it, here the interviewers had to explain clearly for the . respondent to understand	To ask the respondent if he/she has refused to attend government's activities such as Gacaca or Umuganda
V98	This question the respondent did not easily understand it, here the interviewers had to explain clearly for the . respondent to understand	To ask a respondent if she/he has ever attended any peaceful demonstrations.
V115	On this question also respondents did not answer straight away instead their also had to ask because they did not understand how a person of the same age, practically doing the same job but earns a high salary then the other.	To explain this question to the respondent the interviewer had to give an example of a teacher who is known by all the population
V136	On this question respondent were scared to answer or say that they are not confident about this government organizations	On this question the interviewers had to promise the respondent that whatever answer he/she was going to give was a secrete and no side effects were to follow.
V137	On this question respondent were scared to answer or say that they are not confident about this government organizations	On this question the interviewers had to promise the respondent that whatever answer he/she was going to give was a secrete and no side effects were to follow.
V139	On this question respondent were scared to answer or say that they are not confident about this government organizations	On this question the interviewers had to promise the respondent that whatever answer he/she was going to give was a secrete and no side effects were to follow.
V140	On this question respondent were scared to answer or say that they are not confident about this government organizations	On this question the interviewers had to promise the respondent that whatever answer he/she was going to give was a secrete and no side effects were to follow.

2. Sampling

- Some houses were not easily accessible due to absence of members
- In urban areas sampling was made difficult due to the nature of the housing plans which is up-hazard.
- Sampling in rural areas was a challenge due to the distances between the homes
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3. Others

- It took long to go for field work due government's slowness in issuing data collection permit/visa, which only came out one month after training of the field team.
- A number of people expressed reluctance to participate in the study due to fear of intimidation by the government/ authorities thus needed a lot of convincing work by the interviewers.

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.
- Debriefing after the pilot to address all problems and issues arising.
- 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 done
- 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 and back translation of questionnaires into Kinya-rwanda language which is the main language spoken in Rwanda.

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